

2021 Yearly Report

"Where Life Blossoms"



CHERRYVILLE
MAIN STREET
PROGRAM



Life Blooms Anew in Cherryville

Some of the 2,000 fuchsia and white petunias planted in the early spring by the volunteers of the Cherryville Main Street Program sprout in the shadow of newly-refurbished and colorful storefronts on Cherryville's Main Street.

The eye-catching, upgraded storefronts herald the many ongoing building restoration projects in Cherryville's Central Business District. The flowers adorning the sidewalks on Main Street foreshadow the coming head-turning complete revitalization of the streetscape.



Where Life Blossoms

28 volunteers join in planting 2000 super petunias



2021 Accredited

As an indicator of the continued quality of the Cherryville Main Street Program, the program was once again accredited by the state of North Carolina and the National Main Street Center. Only a little over half of the main street programs in North Carolina receive this coveted status. The designation recognizes our program's structure, activity, and community engagement.



From Our Mayor and Main Street Leaders



Mayor HL Beam

Thanks to the great support of our citizens and the hard work of our main street program team and our city staff, year after year we continue to make great strides toward bringing our central business to life. Cherryville is fortunate to have such enthusiastic, dedicated, and talented citizens and staff all working together to reach our shared vision. Their many recent accomplishments, which are detailed in this CMSP annual report for 2021, are proof of their effectiveness. Working together, we're looking to an even brighter future where we continue to live out our wonderful community's motto: Cherryville, Where Life Blossoms!



Donna Beringer, Chair, Cherryville Main Street Program

This was a pivotal year for the Cherryville Main Street Program with four strategic wins which moved the programs and our revitalization efforts significantly forward. First, thanks to the passage by Cherryville's voters of the \$8.3 Million bond in November 2020, was our groundbreaking on our new water and sewer systems in our city center and our streetscape on Main Street. This momentous and bold vote by our citizens allowed those long-dreamed-of initiatives to move from the drawing board to groundbreaking in 2021.

Second, we continued to see significant private investments in the upgrading of our buildings in the central business district. This combination of transformative public and private investments will be felt by generations of Cherryville citizens well into the future.

Third, 2021 was our first full year with a full-time main street director. David Day has added the critical, fulltime leadership and creativity that our program needed to go to the next level. Forth, working with our city council, we revamped our city-sponsored incentive grant program for assisting entrepreneurs upgrade their buildings in the central business district. These four strategic wins made 2021 one of the most transformative years ever. Thanks to the volunteers for their time, talents, and skills, you made all this happen. Main Street is planning for future landmark years as we revitalization Cherryville's Main Street.

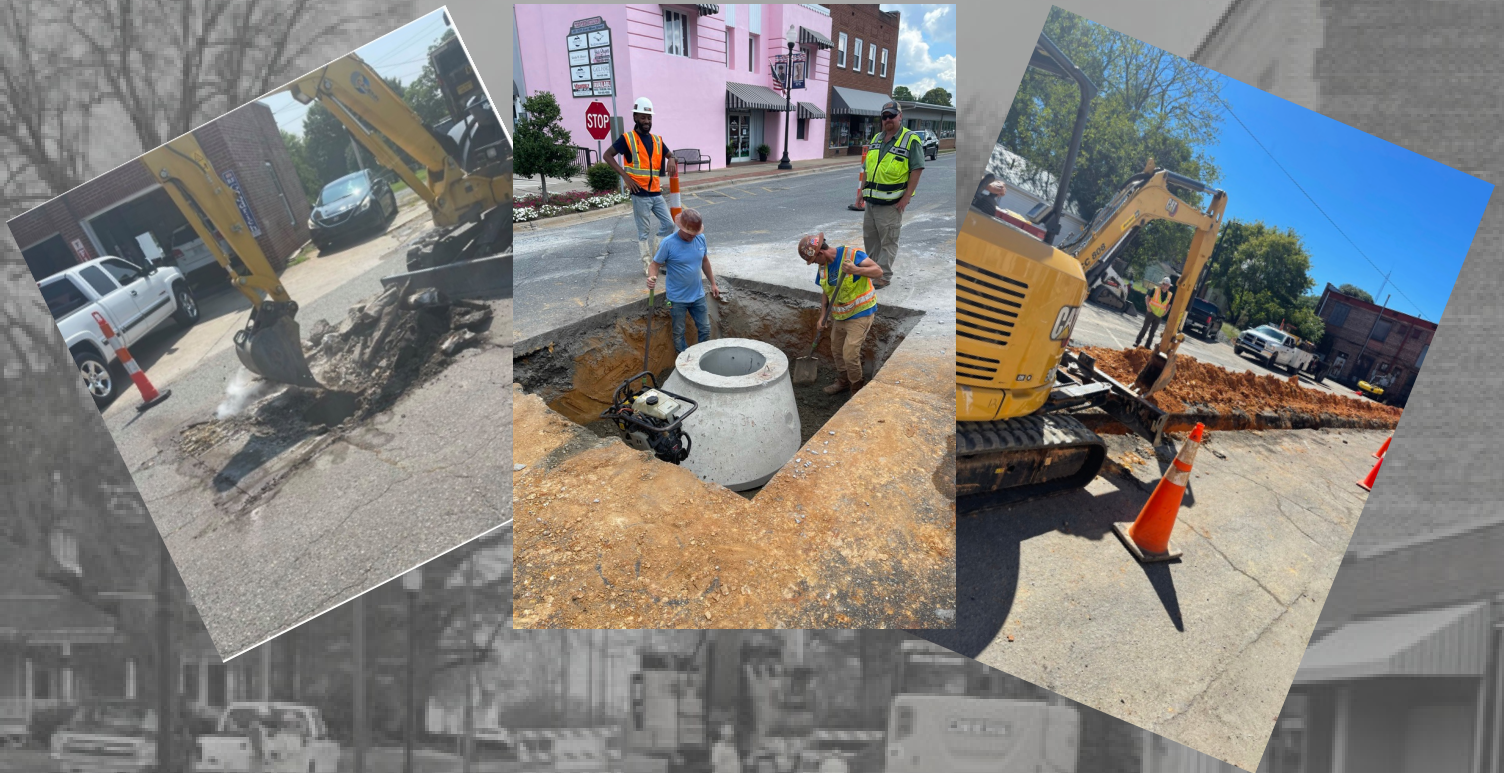
David Day, Downtown Director



As this, our 2021 annual report shows, our Cherryville Main Street Program team members had a very busy 2021. With an eye on the long-term ambiance and viability of our central business district, we helped prepare for our construction projects and then daily kept businesses informed. And, with an eye to other design improvements, we helped upgrade our heritage park, began renovations on Stroup Park, planned renovations in our Mini Park, planned for wayfinding signs, and emplaced more new furniture. Concurrently, with an eye for enhancing our Main Street environs in the short term, we planted thousands of flowers, sponsored window decoration contests, and hung new banners and signs. Meanwhile, despite having to work with restrictions brought about by COVID, along with our Chamber of Commerce, we sponsored multiple shopping events and festivals. As busy as this year was for our CMSP team, we look forward to even more productive years to come as our downtown continues to blossom.

Groundbreaking for \$8.3 Million Upgrade to Downtown Water, Sewer, and Streetscape.

Thanks to voters approving a bond for \$8.3 Million in November 2020. In June of 2021, work started on a complete renovation of the sewer lines, water lines, and streetscape for downtown. Work is slated to be completed in summer 2022.



Main Street Improvements



City of Cherryville Central Business District Map



Cherryville Main Street Program Expands to include the Central Business District

In 2021, the City of Cherryville officially recognized the entirety of the Cherryville Central Business District as coming under the auspices of the Cherryville Main Street Program. In so doing, the properties within the footprint became eligible to participate in the Cherryville Incentive Grant Program.



NC Main Street Director Liz Param and David Day Downtown Director



Cherryville Downtown Director Attends NCMS Conference

Downtown Director David Day attended the regional conference of the North Carolina Main Street Program in August of 2021. The Cherryville Main Street Program has been part of the NCMS since 2014. Cherryville is one of 87 communities state wide which are part of the program. At the event speakers from all over the United States spoke to the Main Street leaders about different ideas, concepts and promoting the local Main Streets. This conference is held yearly and is a requirement for all Main Street Directors.

Renovations Begin to Stroup Park

The pocket park at the foot of the Mulberry Street bridge and 1st Street began undergoing renovations to become an anchor for the northern part of the Central Business District. Included will be new walkways, new plantings, and new seating.

Here, as a first step, volunteers from Cherryville High School baseball Team begin removing pavers and saving for future use. The design team has selected a contractor to restore the park and private donations were received to have this revitalization completed in the spring of 2022.



Cherryville Main Street Program 2021 Volunteers

Board of Directors

Donna Beringer - Chair
Reggie Walker - Design Chair
Angela Walker - Promotions Chair
Tina Clark - Economic Vitality Chair
David Day - Downtown Director
Mary Beth Tackett - Festivals and Events Coordinator
Steve Panton - Marketing
Brian Dalton - City Manager
Jill Puett - City Council Representative
Gary Freeman - City Council Representative

Design Team

Reggie Walker - Design Chair
Linda Alexander - Co Chair
Jennifer Abernethy
Blair Beam
Sherry Bingham
Brianna Buchanan
David Day - Downtown Director
Lacey Dellinger
Steve Panton

Economic Vitality Team

Tina Clark - Chair
Vickie Spurling - Co Chair
Kathy Bumgarner
Logan Buchanan
David Day - Downtown Director
John Rudasill
Gauge Tillman

Promotions Team

Angela Walker - Design Chair
Bernice Harris - Co Chair
Donna Beringer - Main Street Chair
David Day - Downtown Director
Tina Feemster
Pam McGinnis
Paula Rupard
Amy Schnurr

Advisory Team

Sandy Diskmuke
Scretitia Hartman
John Porter
Al Graves
Mark Upchurch
Kim Harris
Jill Puett - City Council
Gary Freeman - City Council



By The Numbers

Volunteer Hours -**2713**

Imputed value \$24.19 per hour
volunteer total hours - **\$65,627.47**

Private Investment (*Central Business District*) - estimated - 1.6 million
(sales, updates, roofs, new facades)

CMPS Incentive grants PVT - \$36,250

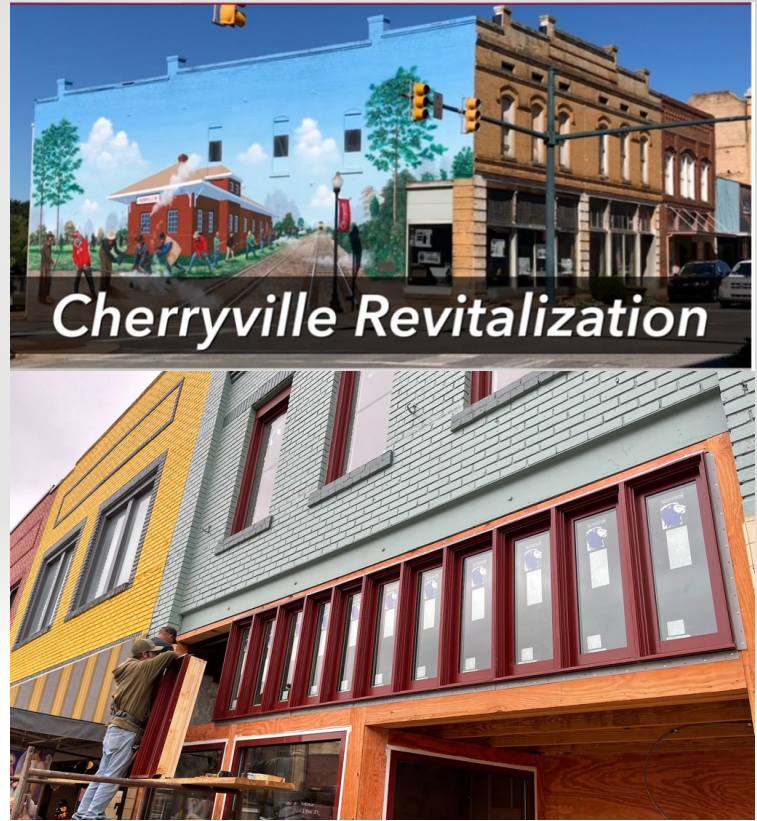
Number of New Jobs -14

Number of New Businesses - 2

PBS Charlotte, WTVI, Recognizes Cherryville's Revitalization

In the early spring, PBS came to Cherryville to highlight the many changes afoot in the downtown central businesses district. The host and crew spent time in buildings undergoing renovation as well as in newly re-opened business. Host Jeff

Sonier remarked, "Cherryville's downtown dilemma like a lot of other small-town downtowns. How do you replace that old department store on Main Street, or the closed down town movie theater or maybe that big bank building on the corner? Well, the answer here in Cherryville is you do it one storefront at a time."



PBS Charlotte, WTVI Recognizes Cherryville's Veterans Flags

In the Fall of 2020, Cherryville's Main Street Program began ordering flags to recognize our local veterans. The 1st order was only 12 flags and they were placed on the poles in downtown for Veterans Day 2020. Following the first order, the citizens began to want more. So in the spring of 2021, orders were taken to put 2 flags on each pole with a total of 42 flags. With the revitalization project there will be 21 more poles and we will again accept orders to fill those poles giving us a total Veterans Flags on our Main Street.





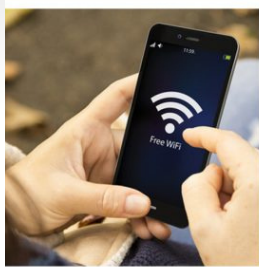
New City of Cherryville Website Showcases the Central Business District

www.cityofcherryville.com

The Main Street Program took responsibility for completely upgrading the website of the City of Cherryville. The look and feel and utility of the website was significantly improved. Included in the upgrade was a completely new presentation of the city's amenities, including the Central Business District. The new site is linked to all of our social media and averages 1,300 views per month.

Even More New Furniture Adorns the Central Business District

Up and down Main Street, as well in other parts of the Central Business District, more furniture is appearing to beckon visitors to come and sit a spell. More benches, picnic tables, (as shown) and bistro tables were added and more are slated in the future. These were all purchased with private donations to CMSP.



WIFI added to the Mini Park and more coming for Main Street

A grant from Electra-Cities provided the Cherryville Main Street Program the funds to add free WIFI to the Mini park and areas around it. The WIFI will soon be extended to the entire Main Street area for shoppers to enjoy. Individuals were encouraged to bring their lunch and have time to relax from a busy working day.

New Banners and Signs Bloom on Main Street

A major initiative of the CMSP has been to systematically upgrade banners and signs on Main Street. With the planned addition of new street light poles with the coming new streetscape, even more veterans will be honored in future years. Colorful banners designed by students in Cherryville's public schools now adorn the Mini Park. Main Street now sports signage heralding Cherryville's participation in the Gaston Outside program, meant to bring tourists and permanent residents to Gaston County.





Windows Blossom for Spring in Downtown Cherryville

In Spring 2021, Main Street Cherryville saw a window decoration contest with the theme, Cherryville: Where Life Blossoms. More than 15 merchants participated in the contest. Here, the Chamber of Commerce gets into the spirit of the contest with handcrafted blossoms in each window. CMPS invited out of town main street members to judge the windows. The 3 winners were awarded a donated cash prize. The emphasis was on our "Where Life Blossoms"



Special Shopping Events Keep Crowds Coming Downtown

Throughout the year, the CMSP sponsored shopping events to attract visitors and shoppers to downtown Cherryville. The popular Third Thursday events featured food trucks and music along with specials from merchants. Lunch in the Park invited visitors to enjoy lunch in the Mini Park. Sip and Shop events invited shoppers to visit merchants and enjoy refreshments while they shopped. The Holiday Market was held in conjunction with the nationwide Small Business Saturday after Thanksgiving and attracted visitors with a Christmas-themed crafts festival.



Crowds Visit Main Street for the Popular Third Thursday Events

Mayor HL Beam talks with visitors to a Third Thursday event. The 3rd Thursday of June - October the CMPS host events in the Mini park, including bands and food trucks.



Farmers Market Again Brings Seasonal Shoppers to Main Street

Main Street was the host once again to the popular Farmers Markets. Local growers once again sold their agricultural goods and artisans sold crafts. Centrally located across from the Mini Park, the market attracted regulars and foot traffic alike.





Innovative Halloween Events Thrill Cherryville Residents

For the second year, Cherryville's unique Hocus Pocus Parade thrilled children throughout the city. The parade was designed to take holiday revelry to those unable to congregate because of COVID. Also in its second year, the Scaryville event on Main Street was well attended and attracted children and adults for across the local area.



Record-Setting Who-ville 2021 Sees Thousands of Visitors

Who-ville attracted record crowds in 2021 with more than an estimated 8,000 attending the festival. Sponsored by the Chamber of Commerce and the Main Street Program, COVID-weary visitors reveled with visits to see the Grinch and Santa, costumed dancers, multiple crafts vendors, games for children, and hay rides.



Cherryville's Annual Christmas Parade Comes to Main Street

Once again, Main Street was the scene for the annual Cherryville Christmas parade which included emergency vehicles of all types, floats, marchers, music, and, of course, Santa Clause. Wide eyed kids and adults alike were again treated to tossed candy and the sights and sounds of Christmas.

CMSP Sells Keepsake Christmas Ornament for Christmas 2021

Cherryville's iconic bank building on Main Street was featured on a commemorative Christmas ornament made available to citizens by the CMSP. Crafted by Charleston Mint, the classy ornament commemorated a banner year for the Main Street Program.



Cherryville's Mini Park Welcomes Hosts Annual Tree Lighting

The Mini Park on Cherryville's Main Street was the site of one of the state's most unique Christmas Time tree lightings. The unique Whobilation Tree, decorated in anticipation of the then upcoming Who-ville celebration, overshadowed carolers, our Mayor, and Santa Claus

YMCA Moves to Beautiful, New World Class Space in the Central Business District

Thanks to a major investor, the YMCA will move a new location in the central business district. The space which formally housed a car dealership and other small businesses was upgraded to include original larger windows, a spacious work out area and showers. Move in is slated for March 2022.



More Historic Downtown Renovations



106 E Main
New Front Update



200 E Main
New Front Update



Baxters Barber Shop
New Interior and Front



Home Folks
Restored 1930 Sign Installed



Cherryville Historic Museum
Repaired Historic Windows



Edward Jones
New Front Facade and Sign



More Historic Downtown Renovations



Rainwater Building
New Front Facade and Awning



Bella Verde
New Front Facade

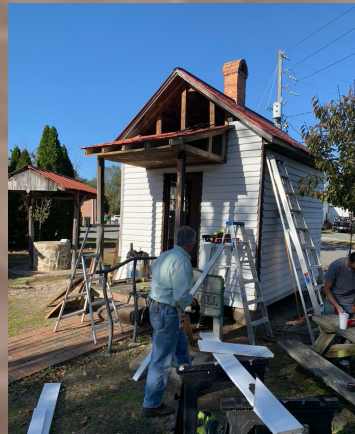


The Agency
New Front Facade and Interior



De Ja Vu
New Front Facade

Heritage Park uses private donation to restore the buildings



Historic Belk Building Undergoes Major Renovation

In early 2021, the historic Belk Building began major renovations. Included in the work was the removal of the dilapidated metal awning spanning the block. The final upgrade will result in second floor apartments and office and retail space on the ground floor.





CMPS Host Event For City Employee and National Police Day

The CMSP hosted a luncheon for all city employees to thank them on National Employee Day with a dog dog luncheon provided by volunteers from the CMSP and the community. The team also hosted an event in the Mini park on National Law Enforcement day to thank our local police officers.



2021 - Life on Main Street



"Where Life Blossoms"