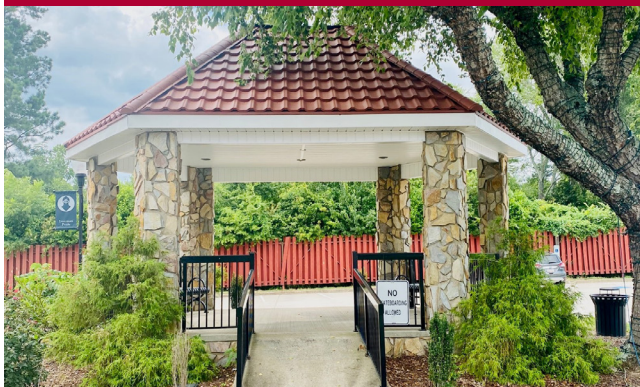




CHERRYVILLE MAIN STREET PROGRAM

Annual Report : FY 2020



New Life Continues to Blossom in Cherryville

Cherryville's iconic gazebo in our Mini Park got a long overdue facelift this spring with a new slate roof to match the theme of other nearby buildings. In line with the NC Main Street Center's mandate to preserve and enhance existing structures and outdoor spaces, this eye-catching project reflects other preservation projects downtown and heralds many other preservation projects planned for the coming years.

Bob Barker installed as an NC Main Street Champion.

At its annual conference in March in New Bern, the NC Main Street Center recognized Bob Barker (standing left) for his huge and ongoing contributions to the Cherryville Main Street Program. Standing with him to his left are his wife Pat, chair Donna Beringer, volunteer Rhonda Stephens, and coordinator Richard Randall.

From our Chair, Donna Beringer

Even in the midst of the Covid 19 pandemic, our forward-looking CMSP team worked diligently to position our program and allow us to look forward to FY21 with great anticipation. Many hours were deployed on a comprehensive and detailed strategic plan. This new, and better-than-ever plan set our course for the next three years. Thanks to the collaboration between the city of Cherryville and CMSP, we sought and hired David Day as our first full time Downtown Director whose focus was to be 100% on our downtown and whom began the first day of FY21. We think the synergy created by these strategic investments will pay off again and again. Meanwhile, as this report shows, even in the midst of our community's challenges, Cherryville's Main Street was the site this year of many significant achievements which we think will spawn even more in-kind successes. New facades and building improvement continued up and down Main Street. Most significantly, we saw the total renovation of 200 East Main into a showplace of dual residential and retail space – which we hope to be the first of many more to come. Our CMSP team of dedicated volunteers will continue to help us make our tag line come true: *Cherryville* WHERE LIFE BLOSSOMS



Main Street America Accreditation

For the fifth year in a row, our Cherryville Main Street Program was accredited by the National Main Street Center. Only 52 of the 88 NC Main Street communities receive this coveted status. This designation recognizes our compliance with the program's requirements which included our organizational structure, level of activity, and the engagement of our citizens.



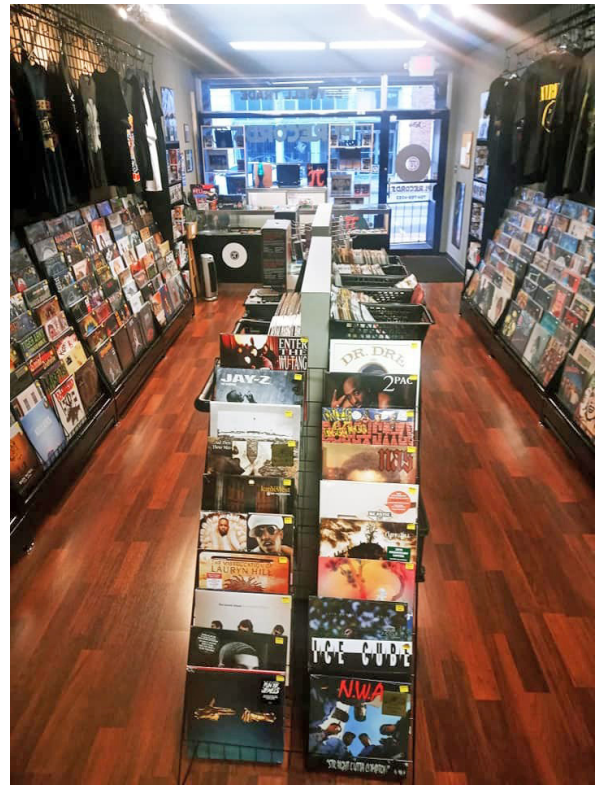


The Pink Building Shows Off.

Along with other storefront improvement grants, the CMSP helped defray the cost of installing head-turning signage to the Pink Building. Coupled with previous upgrades completed by the owner, which were also assisted by the CMSP, the signage sets off the multi-use building and helps it anchor the ever-improving adjacent Mini Park.

Building Improvement Grants.

In this photo from Pi Records on Main Street, one can see the beautiful new floors which the owner installed with assistance from the Building Improvement Grant Program. Up and down Main Street, owners have used these grants to make material improvements to their properties which enhance and preserve the beautiful buildings in Cherryville's iconic downtown.



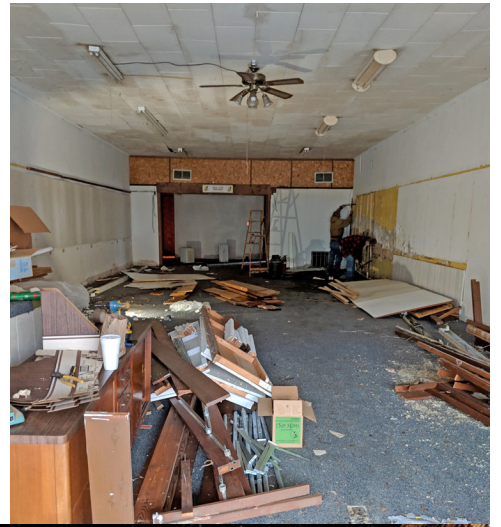
Storefront Improvement Grants.

This beautiful new awning on Rockin Realty highlights the business and makes an eye-catching addition to west Main Street. The awning was partially funded by the Façade Grant Program and is indicative of the many beautiful storefronts that the program continues to help sprout on Main Street.



200 East Main Comes Back to Life.

Resulting foremost from the tremendous vision, commitment and investment by its owner, and spurred on by building grants from CMSP and by tax advantages from our hard-won designation as an historic district, this total renovation stands as a sign of Main Street's bright future.



Complete with two retail spaces on the first floor and two apartments on the second floor, this historic landmark now stands alongside other such revitalization projects across our state.





Who-ville & Scary-ville wow the crowds

Main Street was brimming with thousands of enthusiastic families as revelers young and old alike enjoyed these two themed festivals. The Grinch, Thing 1 and Thing 2, and Frankenstein have all been seen on Main Street. Who-ville has rapidly become one of the most popular holiday festivals in the region and Scary-ville had a tremendous turnout in its first year.

Downtown Shopping Events

As is the case every year, CMSP and downtown merchants banded together in the Christmas season to bring shoppers to Main Street. Both the nationally sanctioned Small Business Saturday, held the weekend after Thanksgiving, and our own Sip and Shop in December were both well received and brought many shoppers downtown seeking holiday deals. Earlier in the fall, CMSP and our Chamber lit up Main Street with green lights as local merchants joined with merchants from across Gaston County to celebrate Gaston Outside's GO Week.



Movies in the Park

As has become a tradition, CMSP, the Cherryville YMCA, and the City of Cherryville sponsored a fall Movies in the Park program which was headlined by the popular Mary Poppins Returns.

Main Street Supports our Seniors

Owing to the efforts of the Cherryville Chamber of Commerce and our Main Street merchants, the CMSP kiosk was just one venue on Main Street that sported larger-than-life portraits of the graduating seniors from Cherryville High School. More than a hundred portraits graced the windows of participating businesses.

