



VISION/MISSION/GOALS

CMSP MAIN STREET IMPACT REPORT

VISION & MISSION

Vision: Downtown Cherryville: (1) embraces growth while preserving and celebrating the historic characteristics of the community and (2) is a regional destination for shopping, dining, and recreation. Downtown Cherryville is where life blossoms.

Mission: The mission of the Cherryville Main Street Program is to be an advocate for downtown preservation and revitalization and to be a leading resource for district stakeholders and businesses.

ECONOMIC STRATEGY

Downtown Cherryville embraces growth while preserving and celebrating historic characteristics of the community. To grow downtown business and activity without compromising the historic “downtown charm”.

GOAL

To grow downtown business and activity without compromising the historic “downtown charm.”

ECONOMIC OBJECTIVE

Increase available residential and commercial space downtown by 25% by 2025.

blocks	7
parcels	116
parcel owners	123
public parking Lots	7
1st floor storefronts	49
residential units	11
lodging units	0
restaurants	6
retail	20
vacancy rate	7.5%
property value increase 2020-2025	20%



PUBLIC WORKS - MAIN STREET CHAMPION 2024

The City of Cherryville blossoms year-round thanks to the yeoman efforts of its Public Works & Electrical Departments. First, these hardworking professionals flawlessly daily maintain the city's gleaming new downtown streetscape and its blooming flowers -- while also flawlessly tending to four downtown recreational areas. City leaders, merchants, and visitors alike all give the crew constant kudos for helping the city put its best foot forward each and every day. But even more significantly, this dedicated crew helps our downtown shine as a must-see regional destination during holidays and special events. Twice yearly, before Memorial Day and later before Veterans Day, they selflessly hang more than 100 veterans' flags on our Main Street. And they are the lynch pen to decorating for, executing, and cleaning up after a multitude of holiday events which see tens of thousands of visitors flocking to our Main Street. In all they do, they exhibit a tireless can-do attitude and strive for excellence. With this passion and work this makes the City of Cherryville's Public Works and Electrical Departments its two thousand twenty-four Main Street Champion.



DOWNTOWN DRIVETIME MARKETS		5 MIN	10 MIN	20 MIN
	POPULATION	4,426	12,539	81,077
	HOUSEHOLDS	1,842	5,021	33,052
	MEDIAN INCOME	\$56,461	\$54,016	\$55,116



HELPING BUSINESSES THRIVE

- facade grants
- marketing
- design services
- roof grants

Roof Grants - \$35,000
Window Grants - 0
New Business Grants - \$500

Interior Grants - \$6,370
Side Facade Grants - \$0

HVAC Grants - \$20,000
Front Facade Grants - \$1256.25

REDEVELOPMENT

PROJECT CONTINUES

In the winter of 2024, Johnny Ray announced the exciting news of his new Five Spur Steakhouse coming to Main Street Cherryville. Once again, with the assistance of Cherryville LLC, the old Mayberry Hardware will have new life as a destination restaurant. The estimated opening will be the late summer of 2025.



PROMOTIONAL ACTIVITIES



2024- 2025 Main Street Events

- Christmas on Main Street
- Holiday Market
- Hocus Pocus Parade
- ScaryVille
- WhoVille
- Juneteenth
- Business Destination Class
- Christmas Tree Lighting
- Veterans Flags
- Destination Workshop
- Facebook and Digital Marketing Classes
- Cherry Blossom Festival
- Farmers Market



"Being part of the CMSP is very rewarding. The hours spent helping make Cherryville a place "Where Life Blossoms" is so worth it. Seeing the Main Street blooming with new businesses and opportunities for our community to shop and stay local. It is also a pleasure working with the Mayor and City Council on this committee ."

- **Angela Walker - Promotions Chair Person**

MUSEUM DESTINATIONS

- Cherryville Historical Museum
- Cherryville Train Museum
- C Grier Beam Truck Museum
- Cherryville Heritage Park

MORE REDEVELOPMENT & NEW BUSINESS

PROJECTS COMPLETED!



Work began in late 2023 for 201 North Mountain Street. The building had to be almost completely redone from the ground to the roof. The Cherryville LLC has invested a lot to move this building forward to be the Main Street's first Pub/Bar. The Cherry Pit opened in August of 2024. Mason and Brady Ford will be the owners of The Cherry Pit and will bring new life to this area of Main Street. The business has been very successful in revitalization of this area of 1st Street



Georgia Bea's

We welcomed a new retail merchant to the central business district in March of 2025. Georgia Bea's made the decision to join the Cherryville Main Street as a new retail brick and mortar store and have been very successful since their opening. This also contributed to revitalization of the Mountain Street part of our central business district.

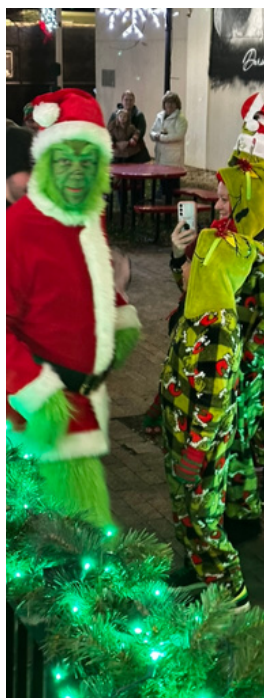
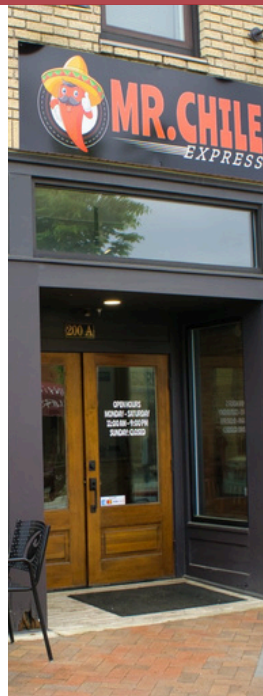
• ***Mr. Chile Express***

In early 2025, Leo from Manatill's Mexican Restaurant in Cherryville approached Main Street Director David Day with a proposal to establish a new type of business on Main Street. Collaborating with Vickie Spurling Realty, they identified a previous location that perfectly met their requirements. On March 31, 2025, Mr. Chile Express opened its doors, specializing in tacos, bowls, and other Mexican cuisine. Since its inception, the establishment has remained a bustling addition to the Main Street community.





CHERRYVILLE MAIN STREET 2024-2025



CHERRYVILLE
MAIN STREET
PROGRAM



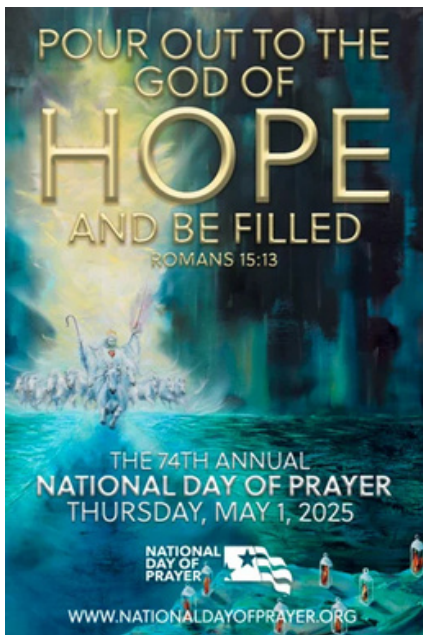
JUNETEENTH 2024

The Cherryville Main Street program held its 2nd annual Juneteenth Celebration on Saturday June 7th 2025. The attendance was tripple from the previous year. A great job of months of planning made this a very memorable event for this historic day.



National Day Of Prayer

The Cherryville Main Street Program hosted the National Day of Prayer on Thursday, May 1, 2025, at Heritage Park. Mayor H.L. Beam, along with various City Council members, attended the event. Several local ministers led the gathering in prayer.



MAIN STREET PROGRAM ACCREDITED

12TH YEAR IN A ROW

The Cherryville Main Street program once again received National Accreditation. In order to receive this, volunteer hours, conferences, projects, events, and a host of requirements must be met. The program once again succeeded and surpassed the National requirements due to the awesome leadership of the CMSP teams and City of Cherryville City Council and City Manager.



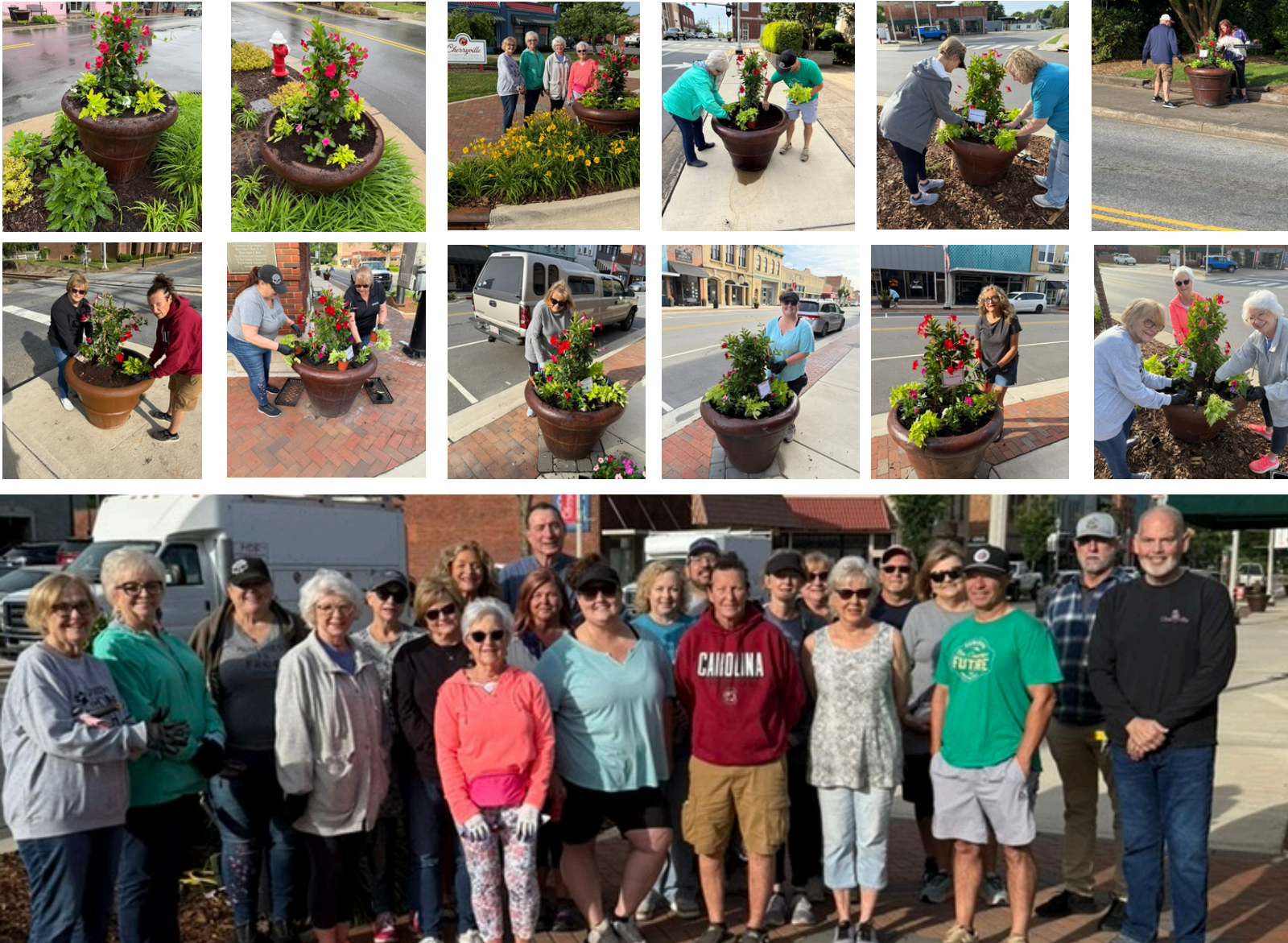
**MAIN STREET
AMERICA®**

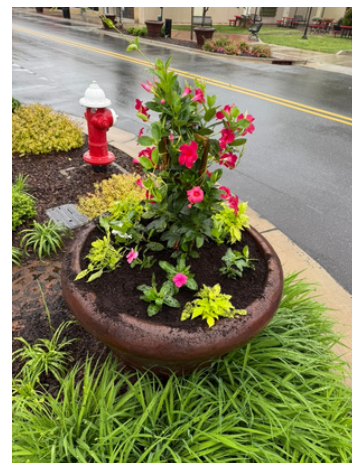
2025 Accredited

“Where Life Blossoms”

In early 2024, the Cherryville Main Street design team initiated a comprehensive plan for the implementation of planters throughout the area. Led by team member Steve Panton, the proposal included urns designed to enhance the "Where Life Blossoms" theme within the central business district. Over several months, Steve diligently researched suitable planter types, selected appropriate plants, and developed an organized framework for this significant initiative. Following the team's approval of the design, it was presented to the City Manager and City Council, both of whom expressed strong support for the project.

In January 2025, the planters were ordered, and a planting day was scheduled for May. More than 20 volunteers from various committees and organizations participated in the planting efforts. We extend our gratitude to the Public Works Department for their assistance in positioning the urns in designated areas, and to UpChurch Nursery for their leadership, supplying the selected flowers, and providing guidance on planting and maintenance. A special acknowledgment is also due to Tommy Calhoun from our Main Street Public Works for his dedicated daily maintenance of the planters and the streetscape.





We extend our gratitude to the following sponsors who generously contributed \$200 towards the annual planting of the new flower urns on Main Street.

Flower Urn **SPONSORS**

Alray Tire
American Legion
Annalise
Art Works by Sherry
Carolina Federal Credit Union
Cedar Lake Farm
Cherryville Garden Club
Cherryville Main Street Program
David Day
Dellinger Electric
Donald Alexander
Gary Freeman
Heath Jackson
H.L. Beam
Home Folks
Home Trust Bank
Houser Drug
Incandescence Medial & Aesthetics
Janice Hovis
Jil Puett

Jon Abernathy
Kevin Bennett
McGinnis Furniture
Merinda Authurs
Modern Security
Mr. Chile's Express
Noble Artistry
Peak Resources
Phoenix Corp
Richard Randall
Robin Little
Sande Abdelnour
Sheila Houser
Sid Stroupe
Stamey Funeral Home
Steve Panton
The Cherry Pit
Trudies Classic Cuts
Vickie Spurling
Victoria Cole

North Carolina Main Street Conference

March 10-14, 2025

Every year, the North Carolina Main Street (NCMS) hosts an annual state conference, which is mandatory for all Main Street Directors and participating cities. This year's conference took place in Mooresville, NC, marking it as the largest Main Street conference in the United States. With over 800 attendees, the event offered valuable training, marketing strategies, and opportunities to connect with vendors and suppliers relevant to the cities' Main Street programs.

Representing the City of Cherryville were David Day, the Main Street Director, and Donna Beringer, Chairperson of the Main Street Program. They participated in four days of classes and events aimed at bringing back innovative and fresh ideas for future planning.

Also in attendance were Mayor H.L. Beam, City Manager Brian Dalton, and City Council member Janis Hovis, who joined the awards banquet on Thursday, where our Public Works Department was honored with the NC Main Street Champions award. Public Works Director Chris King, Electrical Department Manager Ben Stroupe, and Main Street Public Works employee Tommy Calhoun accepted the award on behalf of the city.





Business Destination Training

In August 2024, six merchants from Cherryville Main Street participated in a day of training led by National Marketing Trainer Jon Schallert in Morganton. This event was hosted by the Cherryville Main Street Program's Economic Development and Promotions Team. The training offered both digital and print strategies to help businesses promote their unique brands and merchandise, ultimately attracting shoppers to their stores. This conference was made possible through a grant from the North Carolina Main Street Program. Following the event, each merchant had the opportunity to continue their training online and earn certification as a "Business Destination."



NCMSP State Directors Meeting - Aug 2024

The city of Belmont hosted the NCMSP 2024 state directors meeting Aug 5 - 8th, 2024. 92 directors and staff attended the training. This required training and meeting is held to bring the Main Street Directors up to-date on the State and National stringent requirements for accreditation.



Home Town Hero

In 2020, the Main Street Program (CMSP) initiated the Home Town Hero banners along Main Street and in the Central Business District. This initiative has proven to be one of our most successful promotional and design ventures to date. Each year, we have expanded the program, and as of Memorial Day 2025, we proudly displayed over 100 banners. We remain committed to enhancing this program by adding new banners each Veterans Day and Memorial Day.



CHERRYVILLE MAIN STREET TEAMS 2024/2025

2011 VOLUNTEER
HOURS

\$65,356.04 VOLUNTEER
VALUE

PROMOTIONS



Angela Walker, Madison Dellinger, Amanda McCorkle, Tina Femster, Paula Rupard, Bernice Harris - *Not pictured Pam McGinnis*

ECONOMIC DEVELOPMENT



Seth Hartman, Darrel Shepard, John Rudasill, David Day, Sid Stroupe, Kathy Bumgarner, Aamda Owensby, Vickie Spurling

DESIGN



Kim Rainwater, Susie Huffstetler, Barbara Moss, Samantha Moss, Tina Clark,
Not Pictured: Hannah Garrett, Steve Pantton

BOARD OF DIRECTORS



Steve Pantton, Mary Beth Tackett, Vickie Spurling, Donna Beringer, Angela Walker, David Day
Not Pictured : Jill Puett, Gary Freeman, Brian Dalton, Tina Clark

Main Street Director



Reflecting on my five years as Cherryville's inaugural Main Street Director, I take great pride in our significant progress and transformation. Beginning in July 2020, amid the Covid-19 lockdown, my primary responsibility was to guide the community and local merchants through the revitalization of Main Street. Through collaboration with dedicated teams, we implemented new designs, promotions, and strategies that spurred economic growth, all while adhering to our guiding motto, "Where Life Blossoms."

During this period, numerous vacant buildings have been renovated, and many new businesses have emerged, revitalizing downtown Cherryville through diligent effort, optimism, and a clear vision. Our consistent support for merchants and our adaptability to evolving marketing trends have effectively promoted both the city and its businesses.

While many changes have occurred, our steadfast commitment to integrating historic values with contemporary development ensures that Main Street will continue to thrive as a vibrant and progressive hub for years to come.



Main Street Chairpersons



Donna Beringer
Main Street Chair

During my seven years as Chairperson of the Cherryville Main Street program, I have seen significant transformation. When I began, revitalizing Main Street felt daunting, but through countless hours of meetings and planning, we've turned a street of vacant buildings into a thriving, historic downtown. New shops, restaurants, offices, and apartments are making Cherryville a destination. Our teams have developed a strategic plan to protect this progress and prevent regression.

Over the past year alone, we've added over 50 planters, installed new murals, welcomed new and coming restaurants and businesses, and strengthened collaboration among merchants and countless other projects and events. As we move into the next year, I am confident our team's dedication will ensure Cherryville's Main Street continues to thrive as a place "Where Life Blossoms."

Donna Beringer
Cherryville Main Street Chairperson



Angela Walker
Promotions Chair

For the past five years, I've been the chairperson of the Promotions Team for our Cherryville Main Street Community. It's been an incredible journey, and I've learned so much about our town and its people. My dad, who's been the Mayor of Cherryville for over a decade, has always been passionate about our community, and that's what inspired me to join this vital organization.

When I started the main street team, the town was also embarking on a major eight-million-dollar main street revitalization project. Our team's mission was to create events and ideas that would encourage our citizens to support our local merchants during the construction and disruption of our main street.

We worked tirelessly to constantly encourage our merchants, coming up with innovative ideas to bring shoppers and keep our community updated on the progress. It was a true team effort, and we all felt a sense of pride in our work.

Once the project was completed, we took a new direction by hosting events like the Holiday Market, 3rd Thursdays, Car shows, Juneteenth, and the Farmers Market. We also worked with other events that drew crowds to our local merchants, and it was a great success.

As the promotions chair, I've learned a few things along the way. First, I've learned to be creative and seek ideas from other sources. Second, I've learned to be open to trying new things and encouraging a steady stream of shoppers to our main street. And third, I've learned to be grateful for the opportunity to serve on this important program and witness the revitalization of our historic downtown.

Five years ago, we couldn't have imagined the success we've had. It's been an honor to be a part of this journey and to see our community come alive.

Angela Walker
Cherryville Main Street Promotions Chairperson

Main Street Chairpersons



Vickie Spurling
EV and ARB Chair

During my five years as Chairperson of the Economic Vitality Team (EV), the team has worked on attracting and supporting both new and existing businesses to establish Main Street as a destination for visitors and residents. Our strategic plan identifies suitable businesses for recruitment and offers training to current merchants. In the past fiscal year, a pub/bar/restaurant was opened, revitalizing a historic building and contributing to the development of a previously underutilized area of Main Street. Additional businesses have also joined Main Street and are participating in the future. The ongoing strategy aims to further develop Cherryville's Main Street into a community hub "Where Life Blossoms".

Vickie Spurling
EV Chairperson

The ARB Board supports Cherryville's Main Street revitalization grants by guiding building owners through historic preservation guidelines and the grant process. The committee assists with maintaining architectural integrity and educates owners about National Historic Tax credits to support redevelopment. We review, approve, and monitor grant applications and completed projects. Over the past year, we approved \$62,626.25 in grants covering roofs, HVAC, electrical, and exterior improvements. These efforts, backed by City Council, have contributed to significant changes and growth in the Central Business District/Main Street, helping restore Cherryville as a vibrant community "Where Life Blossoms".

Vickie Spurling
ARB Chairperson



Tina Clark
Design Chair

For over five years, I have contributed to the Cherryville Main Street program, currently serving as Chairperson of the Design Team. In this role, I introduced creative features like new plants and park updates while supporting the town's "Where Life Blossoms" motto. Notably, our efforts helped establish Cherryville as a Christmas destination, boosting local business and foot traffic. The Design Team is committed to driving economic growth with each project, and we're excited about new initiatives planned for 2025/2026.

Tina Clark
Economic Development Chair



COMMUNITY

PROFILE - 2024



POPULATION

6,113



HOUSEHOLDS

2,430



MEDIAN HH INCOME

57,173



MEDIAN AGE

37.4 YEARS

"Cherryville continues to grow in so many new ways that were not even contemplated 10 years ago. The revitalization of Main Street has encouraged new businesses that would not have even thought of making this their home."

- David Day - Downtown Director

INVESTMENT STATS

2024-2025

PUBLIC

\$16,700

PRIVATE

\$2,366,320

12

FACADE IMPROVEMENTS

4

BUILDING IMPROVEMENTS

6

NET NEW BUSINESSES

17

NET GAIN JOBS



FARMERS MARKET RETURNS

The Cherryville Mini Park was back in business on Tuesday afternoons. The Farmers Market returned to Main Street hosting craft vendors, produce suppliers and sweet treats and drink. The market was well attended through the season



FARMER'S MARKET





NC Main Street is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, NC Main Street is part a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



THE RESULTS ARE IN...

Each year in July, North Carolina Main Street communities report the impact of their work to the North Carolina Department of Commerce. Main Street is the most impactful downtown economic development program in the state of North Carolina.

PUBLIC/PRIVATE INVESTMENT

\$6.1B 1980-2025
\$518M 2024-2025

NET NEW BUSINESSES

8,518 288

NET NEW JOBS

39,530 1,925

BUILDINGS REHABILITATED

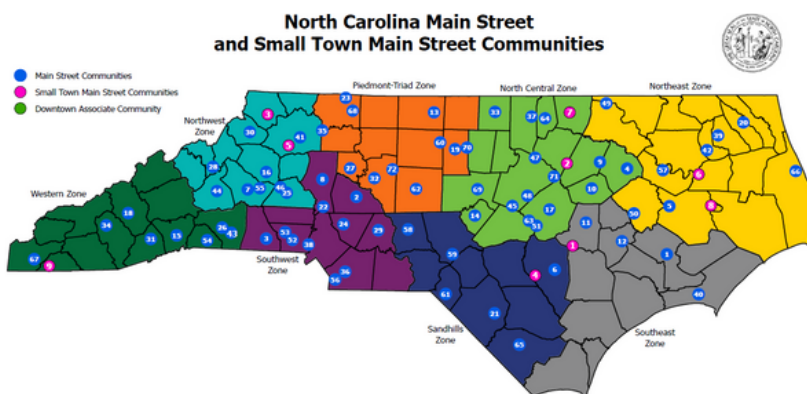
8,419 293

FACADE IMPROVEMENTS

9,440 364

VOLUNTEER HOURS

127,805 \$4.2M



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NC MAIN STREET**

[CLICK LOGO TO VIEW
WEBSITE](#)

**LEARN ABOUT OUR
MAIN-TO-MAIN TRAIL**

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WEBSITE](#)

