



HISTORIC LEBANON

a Tennessee Main Street community



Reactivating the Old Downtown - Lebanon



Kim Parks

HISTORIC LEBANON'S MAIN STREET DISTRICT



2017
STATISTICS

\$6,037,000* in Local
Investments for 2017

*(*both public and private in the Main Street District)*



**20+ new
businesses***

**Net figure*



**22
BUILDING
REHAB
PROJECTS**



**2 Public
Improvement
Projects**



40*
new jobs

**Net figure & applies to entire Main Street project area*



**1050
Volunteer
Hours**



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**OVER 1500 POTENTIAL SHOPPERS
EMPLOYED IN THE DISTRICT***

**this doesn't include area college students*



Total private investment 2017

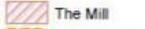
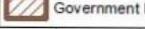
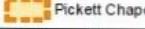
.Historic Square area-1,853,300

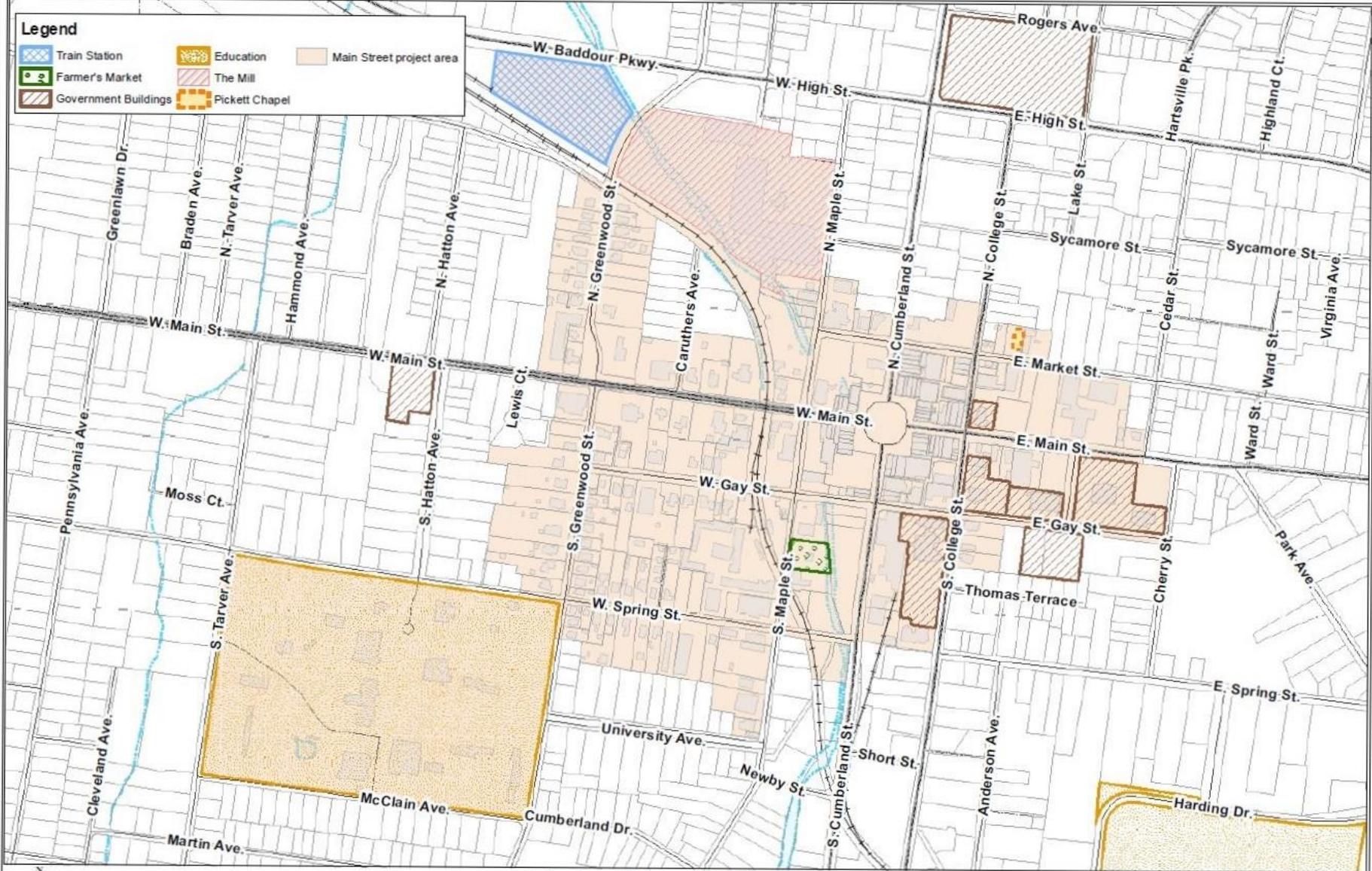
.Main Street District- \$2,583,800

Total Public Investments 2017

.Main Street District- \$1,600,500

Legend

 Train Station	 Education	 Main Street project area
 Farmer's Market	 The Mill	
 Government Buildings	 Pickett Chapel	



Main Street Project

Document Path: I:\Planning\Main Street Project\Main Street 2015\Main Street - Layers (11 x 17).mxd



FRIENDS OF HISTORIC LEBANON DINNER

May 1st
5:30pm Silent Auction
Preview/Social Hour
6:30 Dinner

WHERE
Venue 142

The Historic Arcade, 142 Public Square, Lebanon, TN

WWW.HISTORICLEBANON.COM

**ADVANCE TICKETS
Required
\$35**

To purchase online
www.historiclebanon.com
Or in person at 324 West Main
St
Lebanon, TN
Please purchase by April 25

**FEATURED
SPEAKER: JIM
HOOBLER,**
Senior Curator for Art and
Architecture Tennessee State
Museum

**SILENT AUCTION
PREVIEW**
Online
<http://historiclebanon.com/all-event-list/2018-silent-auction-i-c-w-friends-of-lebanon-dinner/>

Questions?
615-547-9795





Annual Training:

- Downtown Retail Summit-Columbia
- Main Street Now-National Main Street Center Conference-Kansas City
- 23rd Annual Rural Development Conference -M'boro
- TN Main Street Quarterly Training-Gallatin
- Main Street webinars in Design, Promotions & Organization &
- Economic Vitality





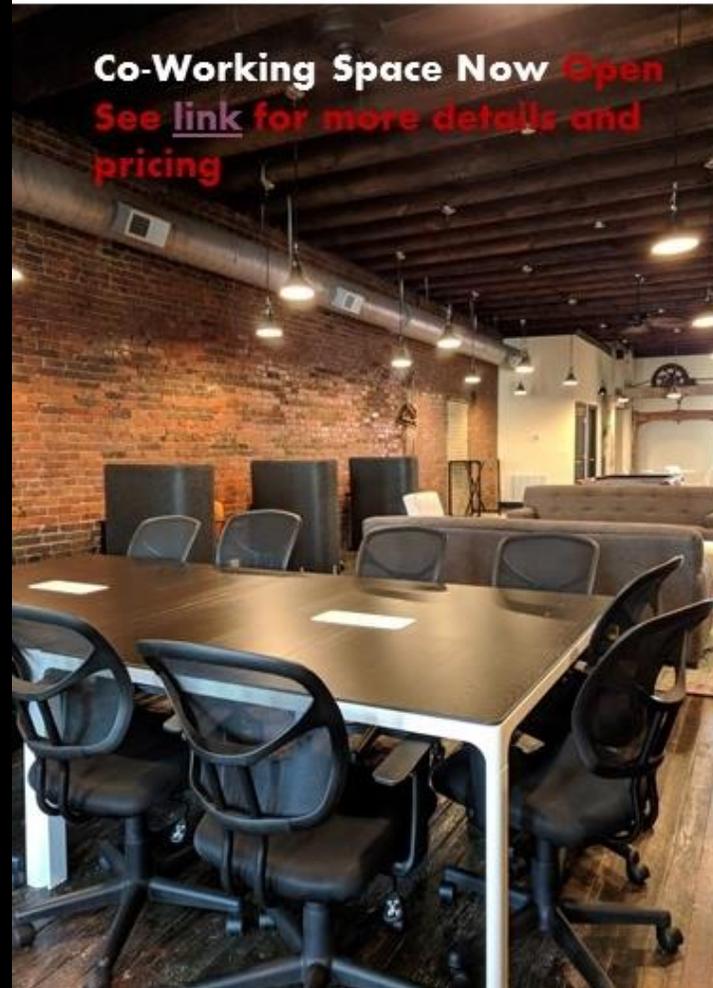
Cumberland 104 E. Main Street
IGNITE Lebanon, TN 37087
 Lab

An Initiative of Historic Lebanon.

Ignite Lab at 104 E Main
 Funded with Main Street
 Entrepreneur Grant



Co-Working Space Now Open
 See [link](#) for more details and
 pricing



**WANT TO BE AN
 ENTREPRENEUR?**

Come to a **free** information session to network
 and see if discover is right for you.



Cumberland
IGNITE
 Lab

An Initiative of Historic Lebanon.

April 5th, at 5 p.m.
 104 E. Main St • Lebanon, TN 37087





- Events
- Discover our Main Street District
- What We Do
- Explore Local
- Current Projects
- Cumberland Ignite Lab

About Historic Lebanon

Historic Lebanon's mission is the revitalization of Lebanon's Public Square and surrounding neighborhoods. We are a non-profit organization and a certified Tennessee Main Street program. We also receive annual accreditation from the National Main Street Center. Historic Lebanon uses the 4-point Main Street approach of Design/Historic Preservation, Economic Vitality, Promotion and Organization to achieve our goals.

[LEARN MORE](#)



Prev ••••• Next

In the News



New website launched in July
www.historiclebanon.com

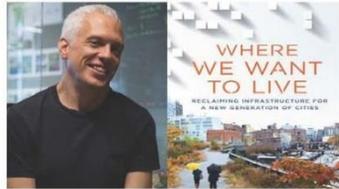
Pinnacle
FINANCIAL PARTNERS Presents...



WHERE WE WANT TO **Live**

Produced by
**Cumberland Region
Tomorrow**
3 Million People. 10 Counties. Creating our Future Together.

THURSDAY, SEPTEMBER 13, 2018
8:30 A.M. -2:00 P.M. • Music City Center, Nashville



The Atlanta Beltline was born in academia as an idea for a better way of life. Now it's a \$4 billion infrastructure project in the early stages of implementation. Its author, and POWER OF TEN keynote **Ryan Gravel**, will describe how this catalyst project came to life, what it means, and why it matters. Building on the title of his book, Where We Want to Live, Gravel will expand on these ideas, concluding with his most current project: the Atlanta City Design.

COFFEE WITH OUR MAYORS

New Metrics for Livability

What gets measured gets improved. Michael Skipper, Executive Director, Greater Nashville Regional Council shares new metrics for the region's livability & the concept of a regional comprehensive plan.



Rising to the Challenge

By 2041, Nashville International Airport (BNA) passenger traffic is expected to grow from 14 million today to more than 23 million. Metropolitan Nashville Airport Authority President and CEO Doug Kreulen will share the BNA Vision, a dynamic growth and expansion plan for a world-class airport.



ADDITIONAL KEY TOPICS

Reactivating the Old Downtown

Dickson, Lebanon, and Gallatin lead by example



Contact: **Carol Hudler** for More Information: carol@cumberlandregiontomorrow.org (615-986-2698)

Farms, Forests & Green Spaces

What do we have today and how might we think more strategically to optimize our value before it's too late

It's Bigger than Golf

Learn about Wilkins Branch, Williamson County's new Mountain Bike Park Project from Outdoor Adventures



Speaking at the Power of Ten Conference





Historic Lebanon's 3rd Annual



FARM to TABLE
DINNER

SEPTEMBER 30, 2018

FEATURING
CHEF TREY CIOCCIA

WEDGE OAK FARM
Lebanon, TN



FEATURING
Jug Creek
YAZOO

MEAL PREPARED ON-SITE AND SERVED FAMILY STYLE

SOCIAL HOUR 5:00-6:00
DINNER 6:00



FIRE PIT ART®
Lighting your party to perfection

RESERVATIONS REQUIRED
Tickets/info @
www.historiclebanon.com

THE JEWELERS

WILSON Bank & Trust
Middle Tennessee's Community Bank

The Pavilion

Farm Bureau Insurance

Wes Dugan Agent





HISTORIC LEBANON

a Tennessee Main Street community

Commercial Façade Improvement Grant

11-15-16 to 10-31-18



Five Projects were awarded.

Locations are:

102 West Main (CPA office lower floor- Yoga Studio upper story) Property owner was able to leverage funds and renovate the façade of adjacent building he owns at 104 West Main)

144 Public Square (Full service restaurant open for lunch & dinner-property owners leveraged funds and are building out the upper story for more seating and have purchased the building next door.)

106 S. College St. (owners are moving their current retail boutique into project building and will rent out that space which is next door)

108 East Main (Coffee shop downstairs- Retail boutique upper story)

110 East Main (Retail boutique downstairs- Residential loft upper story with a live/work small office space)

All of these businesses are new to the Public Square/Main Street District



Façade Improvement Grant (FIG) Projects

- Total grant money received \$100,000
- Total grant money spent \$100,000
- Additional funds spent/invested into projects
By the property owners- \$707,000

Total money spent \$807,000

- Historic Lebanon is very pleased the grant money was able to rehab five buildings, all being empty for several years, into viable, sales tax producing spaces in our Main Street area.
- Grant funding allowed the property owners to leverage additional money for the complete rehabilitation of their building. The buildings now have proper facades and design features that follow the Secretary of the Interiors Standards for Rehabilitation.
- Each of the sites had sat vacant and were deterrents to the surrounding buildings; Causing adjacent areas to be blighted and not able to reach their full rental potential, if any rental at all.

102 West Main Street



108-110 E. Main Street



106 S. College St.





144 Public Square

133 Public Square

Not funded by the Facade grant but one of several projects in the Public Square area motivated by the FIG. The retail boutique is a new business on the Square.



133 Public Square



Received a \$5,000 Discretionary Grant
from the Community Foundation
Of Middle TN for 2019



Small Business Saturday November 24, 2018

Largest participation to date:

- 907 Individual Digital Check In's at Local small businesses
- 61% heard about the event on Social Media
- 31% First Time shoppers in the store

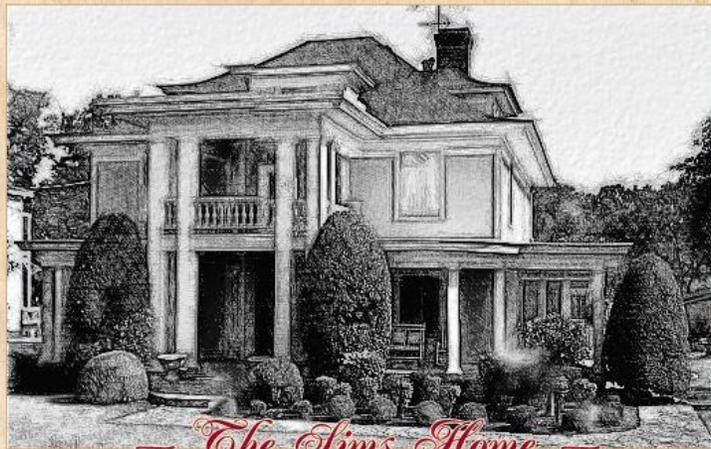


**#SHOPSMALL
WITH US**



— 11th Annual —
HISTORIC PLACES TOUR

Saturday, December 1, 2018
5:00 pm - 8:30 pm



The Sims Home

417 West Spring Street



**HISTORIC
LEBANON**

a Tennessee Main Street community

www.historiclebanon.com

Tour tickets are \$10 in advance, \$12 night of the tour.
Buy advanced tickets at the Historic Lebanon office, 324 West Main Street or the Lebanon/Wilson County Chamber office, 149 Public Square beginning November 1.
Tickets will be available the night of the tour for \$12 at any of the tour locations.
The tour is self-guided and participants may start at any of the sites.
For more information please contact Kim Parks, 615-547-9795 or visit www.historiclebanon.com.
For convenience, locations are listed on the back of tickets.

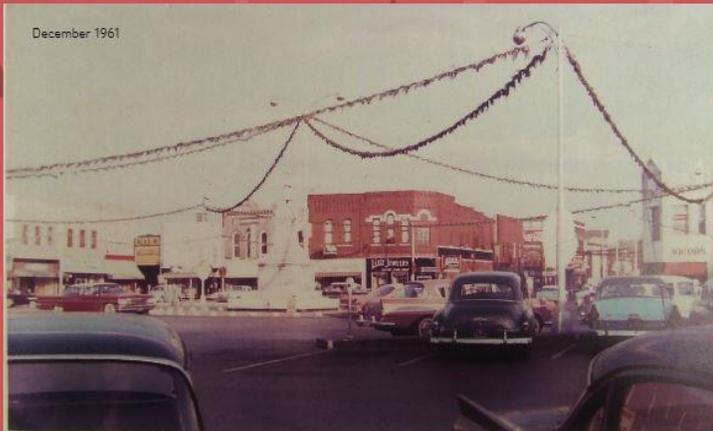
400 people attended the Historic Places Tour
Our attendance continues to grow each year.



Year End Gifts Campaign- Social Media and Mailer

Love Historic
Lebanon?
Donate Now to our
Year-End Campaign
www.historiclebanon.com

December 1961



December 12, 2018

Dear Friend,

What a great year 2018 has been for Historic Lebanon. I am proud of all we have accomplished with the support of our community.

Highlights from the year include the completion of our façade improvement grant projects for five historic Public Square buildings. Historic Lebanon is very pleased we were able to use the grant money to rehab five buildings, all being empty for several years, into viable, sales tax producing spaces in our Main Street area. Funding these façade projects with the grant allowed the property owners to leverage additional money for the complete rehabilitation of their properties. The buildings now have proper facades and design features that follow the Secretary of the Interiors Standards for Rehabilitation. All five buildings are now fully occupied, all utilizing not only the bottom floor space but the upper story as well. The projects have created/recruited six new businesses and given home to two existing ones. These include a much requested full service restaurant, a coffee shop, three boutiques, a yoga studio, two professional offices and a residential loft apartment.

As a 501(c)(3) non-profit, Historic Lebanon relies on donations to fund our programs. Your end-of-year gift will help us continue our mission of revitalizing the Historic Public Square and surrounding neighborhoods.

For 2019 we plan to continue to keep the focus on the proper rehabilitation of historic buildings by working with the City of Lebanon on zoning and codes issues. Another goal is a more walkable downtown with public green spaces, a direct connection to the Music City Star commuter train station with a walking trail, improved gateways into the Public Square, and new housing options.

Simply put; Historic Lebanon strives to enhance Lebanon's quality of life and to increase our profile as a great small town.

With your gift, we will remain a strong advocate for the proper development of our Square and surrounding neighborhoods for now and for generations to come.

Won't you make an end of year gift to support our programs and missions? There are many levels of giving and all are tax deductible. Remember your dollars stay in the local community and can affect real change.

Cordially,

Kim Parks



Please consider these suggested levels of support for Historic Lebanon

\$35

\$50

\$100 and up for greater impact

Please make checks payable to: Historic Lebanon

return to 324 West Main, Lebanon, TN 37087

or visit our website: www.historiclebanon.com to donate online or to discover more information about our work

Thank you!

If you own a business, please consider an annual corporate sponsorship.

Please contact:

Kim Parks

615-547-9795

historiclebanon@cumberland.edu

for more information on these annual sponsorships

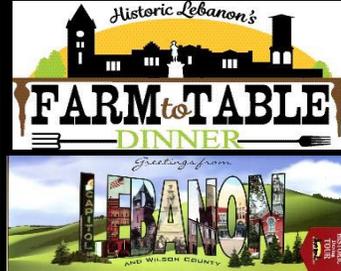
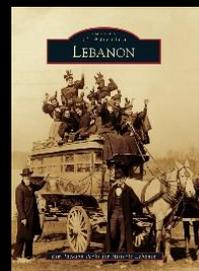


LOVE HISTORIC
LEBANON?
Donate Now to our
Year-End Campaign
www.historiclebanon.com



Historic Lebanon Mission Statement

To actively pursue the revitalization of the Lebanon Public Square and surrounding neighborhoods



Visit our website: www.historiclebanon.com

Thanks to all our sponsors

Annual Corporate:

Ligon and Bobo Funeral Home

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Main Street Property Management

Thackston Family Foundation

Wilson Bank and Trust

City of Lebanon

Wilson County Government

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