

2023 Historic Lebanon Work Plan

The top goals of 2023 include: Continue our work with TN Main Street and Proof to create a Restaurant/Bar Incubator in our Main Street District; Finalize our Streetscape Plans for more on-street parking and streetscape improvements including landscaping, lighting and pedestrian safety; Continue beautification effort for the Main Street District- this includes Public Square gateway improvements, directional signage and a new banner program; Achieving connectivity of the historic downtown core to the commuter rail station and surrounding neighborhoods; Creating a strategy to develop more housing units in our historic downtown core; and Continue to support our local small businesses with placemaking, branding and promotions.

To achieve our goals, the Historic Lebanon 2023 Work Plan will focus on these key recommended Transformation Strategies:

Food & Beverage Hub - Historic Lebanon, City of Lebanon leaders and community partners will work with PROOF to create a Restaurant/Bar Incubator in the Main Street District. Continue to support local F&B establishments with promotion, training and incentives where possible.

Place-Making and Reinvestment - Continue to develop downtown buildings and improve infrastructure to support new business creation and investments. Key to this strategy is the streetscape plan and the beautification of the Main Street District to create a pleasant environment for pedestrians and residents. Work to create housing in the Main Street district and also in adjoining neighborhoods to attract new residents to support downtown businesses and services.

Branding and Promotions – Continue to promote our Main Street District to the Middle Tennessee Region with a new Main Street District brochure & signage. Use branding and promotions to recruit new businesses, entrepreneurs, investors, tourists and new residents to the area. Highlight our commuter rail system, historic downtown business core and surrounding neighborhoods.

Multimodal Connectivity - Support City of Lebanon's efforts to build sidewalks, trails, greenways and connectivity infrastructure to create an environment where walking and biking is a safe and preferred mode of transportation for residents and visitors. Connectivity of key areas of town to the Main Street District through these improvements is the ultimate goal.

These Transformation Strategies will be carried out within the four points of the Main Street program (Economic Vitality, Historic Preservation/Design, Promotion and Organization) and the following specific actions:

Food & Beverage Hub (Organization, Design, Economic Vitality, Promotion)

- **Continue our project of a PROOF Restaurant/Kitchen Incubator:** The location will be in the Main Street District and PROOF will work with Historic Lebanon and the owner of the property to create a Restaurant/Kitchen Incubator. Grants received to date for the project are a TN ECD Placemakers, TN Dept. of Agriculture grant and a CFMT investor's grant. We are applying in Feb. 23 for a USDA RDBG grant.
- **Continue to support** existing Food & Beverage businesses with training opportunities and promotion.

Place-Making and Reinvestment (Organization, Design, Economic Vitality)

- **Assist property owners/businesses** with applications for COAs from the Historic Preservation Commission
- **Create areas that are ready for residential housing in the Main Street District** -This effort will be in partnership with the City of Lebanon planning office. The goal is to make the historic downtown core and Main Street District attractive to developers and guide the creation of appropriate types of housing. Also educate investors

and the community on the importance of housing in the area for its continued development. A key element of this project will be to utilize the market research & data for the Main Street District.

- **Create more inviting “gateways” into the Square.** This is part of our “Success Starts on the Square” plan. Assist City Planning with this project. Successful implementation of this idea will include our streetscape plan, beautification with landscaping and proper lighting, signage, and pedestrian friendly streets and sidewalks.

Branding and Promotions /Ongoing Marketing Plan for the Square (Promotion, Economic Vitality)

- updates to the Main Street District map/brochure and website
- a new Banner 3.0 program- Goal is to sell 12 banners
- well-placed advertising for the Main Street District
- continue to work with the Downtown Lebanon Merchants Group to support their activities such as Rock the Block and Small Business Saturday.
- **Updates to the Historic Driving Tour website-** Technology updates to access the Driving Tour information will increase its reach and increase heritage tourism.

Multimodal Connectivity (Economic Vitality, Historic Preservation/Design)

- **Create an Urban Park and trail to Commuter Rail Train Station around the Town Spring.** This idea has been developing for the past couple of years. The town spring is still flowing and creates a unique opportunity for Lebanon to tell the story of its founding as well as utilize the surrounding green space for an urban park. Elements of the plan include a viewing platform at the spring, signage, public art and a “trail-walkway” towards the Mill and N. Greenwood with a terminus at the commuter rail station. This project also provides the opportunity to tell a more complete history of Lebanon during the Civil War. Signage in the park can tell the story of African Americans during the war and locals who fought for the Union Army, such as William Bowen Campbell. Key to this project is creating a site plan and a budget. This project will be in conjunction with the City of Lebanon.

Specific duties for Executive Director and Board

Create Event committees for our annual events and other activities:

Annual events are the May “Friends of Historic Lebanon” dinner, the Fall Farm to Table Dinner and the Historic Places tour held the first Saturday in December.

Committee chairs and committee members will organize and execute these annual events.

Other events/activities this year are:

Rock the Block with the Downtown Lebanon Merchants Group May, July & September

Small Business Saturday

Banner 3.0 program

Founder’s Gala 2024 Committee

Secure sponsorships/funding for the program This includes annual sponsors as well as sponsors for specific events/projects. Historic Lebanon Board of Directors’ assistance is vital for the success of the program. A special focus will be on the renewal of annual sponsors and the development of additional sponsors for annual events.

Continued the work of the PROOF Restaurant/Kitchen incubator

Community engagement for the Streetscapes Plan

Continued focus on updating zoning and codes in the historic Public Square area.

This involves Historic Lebanon as well as working with the City Council, city planning and the mayor's office to keep up to date on best practices for the historic areas.

Continue Board Development efforts and recruit new members for the Board of Directors and volunteers for the committees

Executive Director

- Complete or continue work on items listed in the Work Plan.
- Enable the Event Committees to develop and carry out priorities and actions.
- Create a program Budget along with Treasurer
- Administer the TN ECD Placemakers Grant, TN Dept of AG grant and other grants
- Enable the Historic Lebanon Executive Committee to guide organizational development and partnership efforts.
- Engage the Maestro Community Planning Program
- Continue to work with Fite-Fessenden House and Pickett Chapel organizations to help them achieve their restoration goals and to help when needed with on-going programing. Both these sites are important to Lebanon's history and have great potential to increase heritage tourism for the area. Both sites are also within our Main Street District.
- Research and apply for grant opportunities
- Continue as ex-officio on the Lebanon Historic Preservation Commission to offer assistance to property owners with historic zoning issues and COA applications.
- Continue professional training