

Year in Review 2020



HISTORIC LEBANON

a Tennessee Main Street community



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



Visit our website: www.historiclebanon.com

2019  2019

HISTORIC LEBANON

Renewing Main Street Community



MAIN STREET

STATISTICS



***\$3,378,000
Invested**



**in the MainStreet District*

**2+ new
businesses***

*Net figure



**13
BUILDING
REHAB
PROJECTS**



**16*
new jobs**

*Net figure & applies to entire Main Street project area



**1500
Volunteer
Hours**

**Additional 8 million dollars
invested in
2016-2018**



**1,579 EMPLOYED IN THE IMMEDIATE
AREA***



*this doesn't include 2,000+ college students

2019 MAIN STREET DISTRICT STATISTICS

Received accreditation from the National Main Street Center as well as the Tennessee Main Street program



Grants Received in 2020

\$5,000 from Humanities TN



Continued our Marketing campaign and added Covid 19 pandemic response to social media and printed media

Discover Lebanon's Main Street District

Come see what's new in Lebanon's Historic Downtown!



Greetings from
LEBANON
WILSON COUNTY
TENNESSEE



HISTORIC LEBANON
a Tennessee Main Street community


www.historiclebanon.com

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know about your page so share with us too!

Discover Lebanon's Main Street District

Come see what's new in Lebanon's Historic Downtown!



SIX FEET APART
BUT
Connected
AT THE
Heart



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SHOW YOUR **SMALL BUSINESSES** LOVE TODAY.

SPEND LOCAL SAFELY.

- Buy a gift card
- Shop over the phone
- Put an item on hold
- Shop online
- Leave a review
- Promote on social media
- Maintain subscriptions

#SUPPORTLOCALSAFELY



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MAIN STREET AMERICA



SIX FEET APART
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On May 19, Historic Lebanon sponsored nationally recognized small Business expert, Jon Schallert, in a Live Seminar for our Main Street Merchants discussing “Covid-19 Business Survival Tips- Making your Business a Destination”

Live Online Event!

COVID-19 BUSINESS STRATEGY: Making Your Business a Consumer Destination

Learn specific steps to start recouping sales, reopen for consumers while still being safe, and position your business to thrive during the summer months and into the 4th quarter of 2020.

Jon Schallert

Teaching Businesses & Communities
How to Become Consumer Destinations

Tuesday, May 19
8:00 – 10:00 AM

Jon will answer questions
from participants live at
the end of the webinar.



FOR INFORMATION OR TO REGISTER:

Phone: 615-547-9795

Email: HistoricLebanon@cumberland.edu

Sponsored by:



In May, the HL executive Director took the three day “Destination University- Train-the-Trainer” course and received Certification as a Destination University facilitator- the first in Tennessee

For Immediate Release
Date: May 29, 2020

Historic Lebanon, Executive Director Receives Certification to Lead Destination Creation Course

Historic Lebanon/Lebanon Main Street Executive Director, Kim Parks, has become a certified Facilitator to teach the Destination Creation Course, a class designed to help business owners increase their revenue and customer traffic during the Covid-19 pandemic.

Kim Parks is the first certified Facilitator in Tennessee and this is the first time that the Destination Creation Course has been available to the local Lebanon area. Parks is one of only 48 trained Facilitators in North America.

The Destination Creation Course teaches the proven 14-point business success strategy developed by internationally-known business consultant Jon Schallert. Schallert created this methodology after three decades of coaching independent business owners to make their businesses irresistible to customers. Businesses that follow Schallert’s process can attract both local consumers and customers from far beyond the typical geographic market of a business.

The course, which can be presented in-person or online by Parks, has attracted an enthusiastic following during the pandemic as owners position themselves for accelerated growth in the post-COVID world.

“I was eager to help business owners in my community gain the tools we’ll need to recover and prosper after what we’ve gone through this spring,” said Parks. “The strategies are practical, affordable, and accessible, and they have made a huge difference in the success of small businesses across the United States and Canada.”



2020 taught us to acquire new skills and to use new technology to engage with the community. For our Big Payback campaign, we conducted our first Live Stream Concert on Facebook Live. Tall Paul was the artist and the program was well received.



SIX FEET APART
BUT
Connected
AT THE
Heart

the
BIG
PAYBACK
LIVE HERE. GIVE HERE.

**Tall Paul
Virtual
Concert**

HISTORIC LEBANON
a Tennessee Main Street community

FUNDRAISER FOR HISTORIC
LEBANON
MAY 6, 6:00 PM
JOIN THE FACEBOOK GROUP:
BIG PAYBACK VIRTUAL
TALLPAUL CONCERT



Throughout the year, Historic Lebanon embraced social media and other technology such as Zoom and Microsoft meetings to stay connected and engaged.

We wrote a "Throwback Thursday" column on Facebook & Instagram to continue to share our local history with the community

Follow us on FB

<https://www.facebook.com/HistoricLebanonTN>

& Instagram @historiclebanon

Historic Lebanon
May 7, 2020 · 🌐

Today's Throwback Thursday topic is Paul McCartney's Summer in Lebanon 1974. If you are enjoying these posts, please support Historic Lebanon by donating during the Big Payback today! During the summer of 1974, Lebanon was the home base for Paul and Linda McCartney and the three other members of Wings, Denny Laine, Jimmy McCulloch and Geoff Britton, as well as the McCartney's three young daughters, Heather, Stella and Mary. They all spent six weeks living on the Curly Putman ... [See More](#)

26,308 People Reached 7,020 Engagements [Boost Post](#)

👍❤️😮 156 33 Comments 186 Shares

Historic Lebanon
November 5, 2020 · 🌐

Today's Throwback Thursday is about politics, of course! Throughout its history, Lebanon has played an important role in politics on the local, state and sometimes the national level.
Photo 1: Perhaps one of Lebanon's most famous residents, Sam Houston (1793-1863) came to the town in 1818 to establish his first law office. The office was located in a small cabin on East Main Street which he rented from Isaac Golloday, the town's postmaster. Houston moved to Nashville th... [See More](#)

613 People Reached 122 Engagements [Boost Post](#)

Historic Lebanon Executive Director is a member of the WilCo Murals Committee. The Committee continued its work on PaintWilCo, an art initiative to place unique mural projects throughout Wilson County. These murals will boost tourism by creating shareable, interactive photo opportunities for visitors to the county, as well as residents. The murals will also beautify Wilson County and integrate art into the community.



Mural installed July 1, 2020 at 312 E. Main Street honoring our veterans.



"Messages of Hope" mural installed August 1, 2020 to offer encouragement to the community dealing with the March tornado and the Covid-19 Pandemic. Location 129 College St.

AM EXHIBIT FROM THE NATIONAL ARCHIVES



RIGHTFULLY HERS

AMERICAN WOMEN AND THE VOTE

Join us
Tuesday, August 18th at the
Fite-Fessenden House,
236 West Main Street,
10:00-11:30 on the back lawn
hosted by the Fite-Fessenden House, the
Margaret Gaston Chapter of the DAR, and
Historic Lebanon

Rightfully Hers is a pop-up exhibit from the National Archives that commemorates the 100th anniversary of the 19th Amendment.

Refreshments will be served and musical selections from the time period will be performed.

We encourage all attendees to follow social distancing guidelines and to wear a mask.

Parking is available at SunTrust Bank next door and across the street at the Ligon and Bobo Partee House

Rain Cancels





Historic Lebanon Executive Director was asked to join the newly reorganized Cumberland University Community Arts Council. Mission: CUCAC cultivates appreciation and support of the arts for the entertainment and enrichment of the community through accessibility, education, and participation.

Adding Public Art and an appreciation for the arts, especially in our Main Street District and historic downtown core, can only enhance our quality of life and add a “sense of place” for the community.

In October, Historic Lebanon received training to become part of the TN Smart Start Communities with the Tn Department of Economic & Community Development. We will use this opportunity to continue our work with entrepreneurs and small businesses.

The screenshot shows the website for the Tennessee Department of Economic & Community Development. The header includes the TN logo and the department name, along with a search bar and a 'Go to TN.gov' link. A navigation menu lists various categories like Advantages, Industries, Corporate Expansion, Small Business, Rural Development, News, Resources, and Grants. A prominent red banner reads 'FIND COVID-19 INFORMATION AND RESOURCES'. The main content area features a sidebar with 'Programs & Initiatives' including LiftTN: Microenterprise, Other Initiatives, and TN Placemakers Entrepreneurship Fund. The main section is titled 'SmartStart™ Communities' and includes an icon of a red building. Below the icon is the heading 'Become a SmartStart™ Community' and a paragraph explaining that SmartStart™ Communities partner with TNECD's BERO office to support a thriving small business and entrepreneurial environment. A tabbed interface below this section has tabs for 'Overview', 'Sign-up and Participate', 'For Community Partners', and 'Communities'. The 'Overview' tab is active, displaying three paragraphs: one defining a SmartStart™ Community as a 'no wrong door' approach, another stating that SmartStart™ Communities increase collaboration, and a third explaining that Community Partners provide resources to small businesses. The page concludes with the heading 'Who is a Community Partner?' and a definition of a Community Partner as an organization willing to provide resources to small businesses, often having a 'storefront' but not necessarily so. It ends with the text 'Here are some examples of Community Partners:'.

Department of Economic & Community Development

Go to TN.gov

Advantages Industries Corporate Expansion Small Business Rural Development News Resources Grants

FIND COVID-19 INFORMATION AND RESOURCES

Programs & Initiatives

LiftTN: Microenterprise

Other Initiatives

TN Placemakers Entrepreneurship Fund

SmartStart™ Communities

SmartStart™ Communities

Become a SmartStart™ Community

SmartStart™ Communities partner with TNECD's BERO office to support a thriving small business and entrepreneurial environment by providing education, tools and resources. The Community Partners in each community are the core of making their SmartStart™ Community tick.

Overview Sign-up and Participate For Community Partners Communities

A SmartStart™ Community uses a "no wrong door" approach for starting or growing businesses in their community. "No wrong door" means that those businesses get the right resources at the right time, no matter which "door" they try.

A SmartStart™ Community increases collaboration within a community. Greater collaboration helps the community deliver up-to-date resources and tools to its small businesses and entrepreneurs.

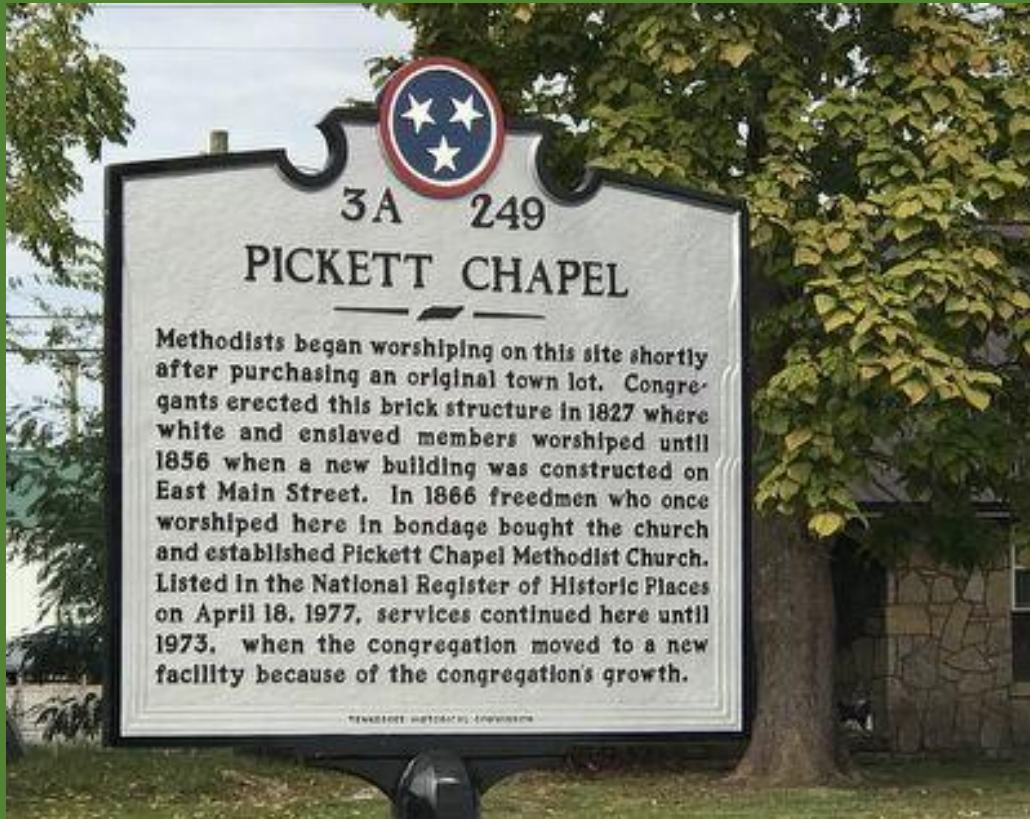
Community Partners provide resources to aspiring and existing small business and entrepreneurs. They are key to the success of a SmartStart™ Community!

Who is a Community Partner?

Any organization in the community that is willing to provide resources for their aspiring and existing small businesses and entrepreneurs. A Community Partner often has a "storefront," but it is not necessary.

Here are some examples of Community Partners:

Historic Lebanon assisted the Wilson County Black History Committee in obtaining a Tennessee Historic Marker for Pickett Chapel. HL wrote the description for the marker and submitted all the research and application paperwork to the state. Sam Bond fundraised for the marker as part of his Eagle Scout project.



On November 7th, CUCAC held its first Chalk Off final, all part of the Chalk it Up! Art Fest. All the artist locations were in our Main Street District



CHALK IT UP!
Art Fest

CU COMMUNITY ARTS COUNCIL
OUR FIRST ANNUAL

VIRTUAL CHALK ART FEST

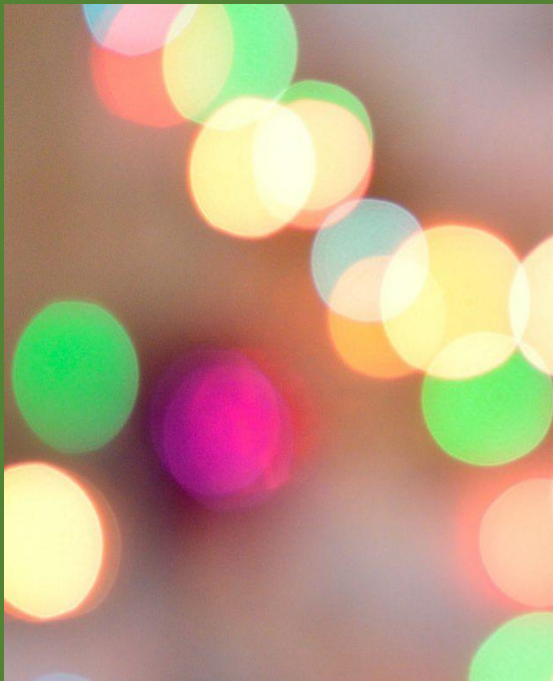
GET YOUR CREATIVE JUICES FLOWING AND DRAW YOUR BEST CHALK ART
POST ON FACEBOOK USING #CUCACCHALK
BETWEEN OCTOBER 10TH - 24TH

FREE CHALK AVAILABLE! PRIZES AWARDED!

MORE INFO AND REGISTRATION AT:
[BIT.LY/3402R2U](https://bit.ly/3402R2U)

#CUCACCHALK @CUCACARTS

Cumberland University Community Arts Council



This holiday season...
LET'S ALL SHOP SMALL!

Shop Small Saturday is November 28th

Show local love.

#ThinkLebanonFirst
#ShopSmall
#ShopLebanonTN



Small Business Saturday this year focused on promoting local small businesses all holiday season. This marketing campaign was in partnership with City of Lebanon ECD & the Chamber.



HISTORIC LEBANON
A Tennessee Main Street community



This holiday season...

LET'S ALL SHOP SMALL!



As a final act in 2020, Historic Lebanon sponsored a Christmas Star to shine from atop Edwards Feed.



Thanks to all our sponsors

Annual Corporate:

Ligon and Bobo Funeral Home

Law Office of C. Tracey Parks

Main Street Property Management

Thackston Family Foundation

Wilson Bank and Trust

City of Lebanon

Wilson County Government

CedarStone Bank

Media Sponsors

WANT 98.9, The Wilson Post, The Lebanon Democrat