



**MAIN STREET
AMERICA®**

2022 Accredited



HISTORIC LEBANON

a Tennessee Main Street community



YEAR IN REVIEW 2022

HISTORIC LEBANON MISSION STATEMENT :

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



2021 Stats

Strong growth continues in
our Main Street District

Historic Lebanon received accreditation from
Main Street America (one of 863 Nationwide) &
Tennessee Main Street (one of 42 statewide)



Throughout 2022,
HL Executive Director
completed training from the
Main Street America Institute

CERTIFICATE OF COMPLETION

Kim Parks

has successfully completed the requirements of the

Leadership Development Certificate

This accomplishment counts towards the
Main Street America Revitalization Professional credential




Patrice Frey, President and CEO,
National Main Street Center

Two courses and 2 day workshop

CERTIFICATE OF COMPLETION

Kim Parks

has successfully completed the requirements of the

Community Transformation Certificate

This accomplishment counts towards the
Main Street America Revitalization Professional credential




Patrice Frey, President and CEO,
National Main Street Center

Eight courses and 3 day workshop

Historic Lebanon partnered with the City of Lebanon on
24 new planters for the Public Square.
Lebanon's Community Clean-up Day, April 30th, 2022





Historic Lebanon organized a continuing Education class for Realtors on Historic Preservation Guidelines





FRIENDS OF HISTORIC LEBANON DINNER

**May 12th @
Venue 142
142 Public Square
Historic Arcade
TICKETS \$50
DINNER SERVED
AT 6:00 PM**

**RESERVATIONS REQUIRED BY MAY 6TH
WWW.HISTORICLEBANON.COM**

**GUEST SPEAKER
ANNABETH DOOLEY,
CURATOR OF DECORATIVE ARTS,
TENNESSEE STATE MUSEUM**

**CATERING SPONSOR:
FOUTCH CPA**

**EVENT PROGRAM SPONSOR:
MAYOR RICK BELL**

Main Street America National Conference May 2022- Richmond, VA







FREE COMMUNITY CONCERT SERIES

ROCK THE BLOCK

DOWNTOWN LEBANON'S HISTORIC SQUARE

PRESENTED BY:



May 27 | June 24 | July 29
Fridays 6-9pm
LIVE MUSIC, FOOD TRUCKS, FASHION & FUN!



OTHER EVENT SPONSORS:







Second year in a row the
Lebanon Pubic Square has won
“Best Mall/Shopping Center in Wilson County
from *The Wilson Post*/Main Street Media



HL Executive Director presented at the TN Main Street Quarterly Meeting July 2022, Pulaski, TN





A large group of people are seated at long tables outdoors at night, enjoying a meal. The tables are covered with white cloths and set with plates, glasses, and bottles. Many of the diners are older adults. The scene is illuminated by numerous strings of warm white lights hanging overhead, creating a festive atmosphere. In the background, there is a building with a brick section and large windows. One window displays a sign that says "Auntie's FROM THE MTN". The street is visible in the distance, with some parked cars and a stop sign.



Lebanon Proof + Main Restaurant Incubator Project

Grants Awarded in 2022

TN ECD Placemakers Grant -\$60,000

TN Department of Ag Enterprise Grant- \$50,000

Community Foundation of Middle TN- \$10,000



RESTAURANT RESIDENCY & INCUBATOR

Located within our headquarters in downtown Chattanooga, TN at 422 E. MLK Blvd. Proof's flagship space includes a Restaurant Residency & Kitchen Incubator program which to date has provided space, support, and employment opportunities for dozens of local enterprises.

The Restaurant Residency program is designed to give training, resources, and a turnkey restaurant to startup food and beverage entrepreneurs in order to demonstrate proof of concept, test and refine product-market fit, and help them increase their network and access to capital so they can launch and thrive in their own restaurant space in the future.

The Opportunity

LEBANON CONCEPT

Supporting Lebanon, TN Food & Beverage Ecosystem

The Proof Incubator, in collaboration with Tennessee Main Street, has been exploring an initiative that is designed to launch, support and accelerate Lebanon based entrepreneurs within Food & Beverage.

This initiative is geared towards assisting both:

- startup and/or
- existing businesses

that are actively launching or scaling operations. Eligible businesses must be food & beverage related- included restaurants, breweries, pop-ups, as well as consumable food/drink based packaged goods, etc. The educational and technical assistance resources will be transmitted in a hybrid of both in-person and remote.

Supporting those who support

Proof would work along side and enhance the effort of existing ecosystem builders like the Tennessee Main Street.

A photograph showing the interior of a restaurant. It features a long bar with several high-top stools, a brick wall in the background, and a yellow table in the foreground.

Streetscape Concept Project for Lebanon Public Square Gateways & East Main Street



Preliminary Concept Development &
• Public Engagement

HISTORIC LEBANON INVITES YOU

Come view our Streetscape Concepts
for the Public Square Area



HISTORIC LEBANON DOWNTOWN
LEBANON, TN

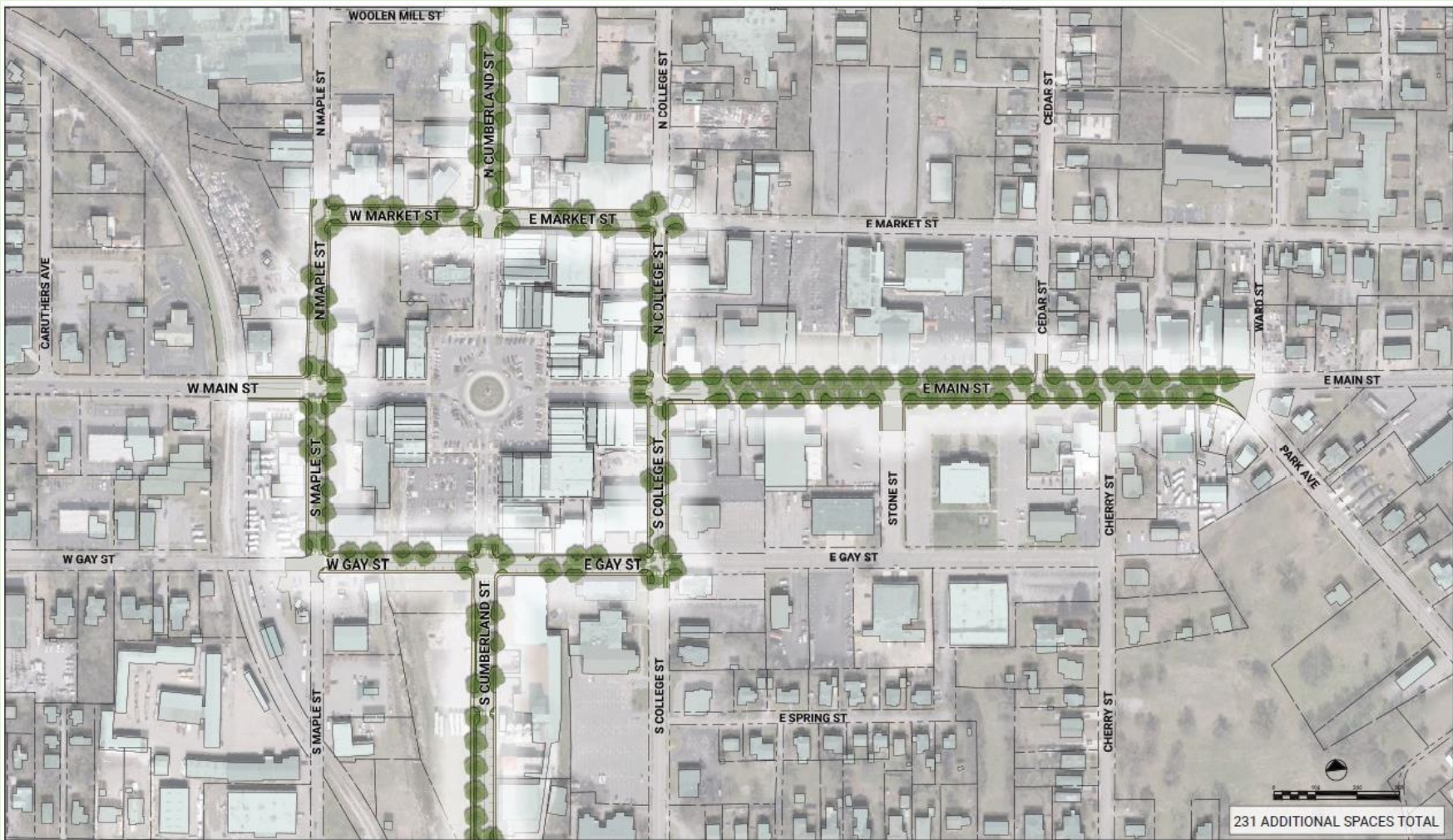
NOT FOR
CONSTRUCTION
AUGUST 4, 2022

Wednesday, October 19th
149 Public Square- Chamber Office
4:30-6:30 pm

Contact Kim Parks 615-547-9795 with questions



After seven months of planning, with input from the City of Lebanon, Historic Lebanon presented concept plans for Improvements to the Gateways into the Square and other streetscapes in the downtown core



HISTORIC LEBANON DOWNTOWN
LEBANON, TN

NOT FOR
CONSTRUCTION
October 4, 2022
LAW 202201



2nd Annual Oktoberfest Fundraiser
for Historic Lebanon
Sponsored by John Foutch, CPA



Shop Small

LEBANON MAIN STREET DISTRICT

PRESENTED BY:
HISTORIC LEBANON MAIN STREET
THE DOWNTOWN LEBANON GROUP

NOV 25 BLACK FRIDAY MIDNIGHT POWER HOUR
+ BLACK FRIDAY DAYTIME

NOV 26 SMALL BUSINESS SATURDAY

DEC 3 14TH ANNUAL HISTORIC PLACES TOUR
5-8:30 PM

Community Events

DEC 3-4 'TIS THE SEASON WEEKEND EXTRAVAGANZA
Christmas on the Square + Christmas parade



Small Business Saturday and Shop Small Promotion

Yiftee egift card program

SUPPORT DOWNTOWN LEBANON'S
LOCAL BUSINESSES

SHOP
digital giftcard

LEBANON
MAIN
STREET
DISTRICT

Explore | Experience | Enjoy

ACCEPTED HERE

BUY HERE:

PRESENTED BY:



POWERED BY:



Shop Small Promotional Video



1,789
People reached

173
Engagements



1,789
People reached

173
Engagements



173
Engagements

Boost post



1,789
People reached

173
Engagements

Boost post



1,789
People reached

173
Engagements

Boost post

Press Coverage for the Historic Places Tour



— 14th Annual — HISTORIC PLACES TOUR

Presented by JF JOHN FOUTCH
CPA - PLLC
Saturday, December 3, 2022
5:00 pm - 8:30 pm



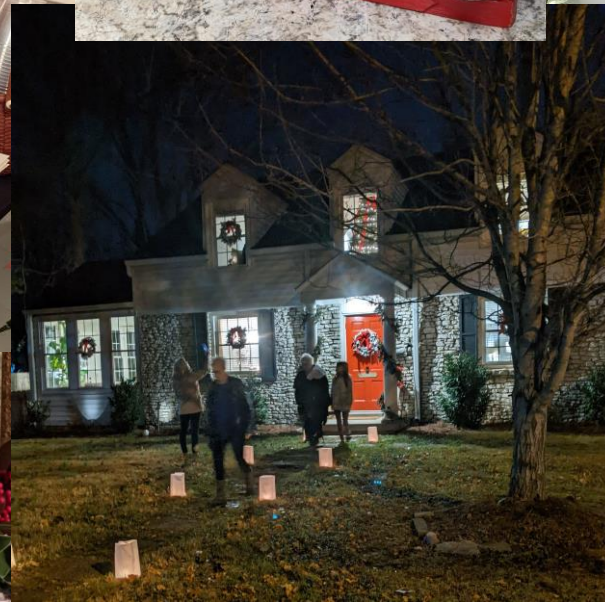
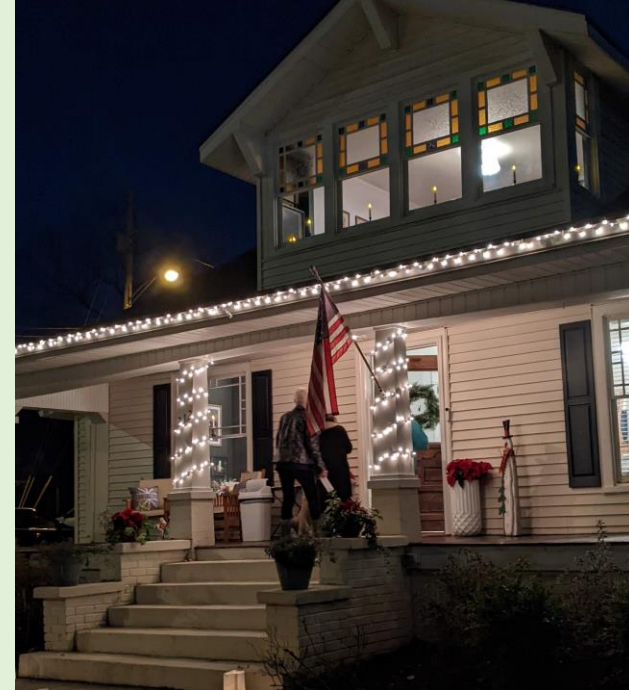
— 429 West Spring —



HISTORIC
LEBANON
a Tennessee Main Street community

Tour tickets are \$15 in advance, \$20 night of the tour. Advanced tickets available at the Historic Lebanon office, 324 West Main Street, and the Lebanon/Wilson County Chamber office, 149 Public Square and online at www.historiclebanon.com (small processing fee applies). Tickets will be available the night of the tour for \$20 at any of the tour locations; cash or check only for tickets. The tour is self-guided and participants may start at any of the sites. Information and tour map available online at www.historiclebanon.com.

www.historiclebanon.com



HISTORIC LEBANON 2022

Dear Friend,

What a great year 2022 has been for Historic Lebanon. I am proud of all we have accomplished with the support of our community. Please visit www.historiclebanon.com for more info on all our programs.

As a 501c(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.
Historic Lebanon believes our historic downtown core is a place for everyone. We use historic preservation to create a positive economic impact in the community; focusing on new opportunities for food & beverage entrepreneurs, beautification projects, and placemaking.

A vibrant historic downtown core, our Main Street District, is essential to Lebanon's economic development, heritage tourism, quality of life and civic pride.

We all love and want to preserve the small-town charm of Lebanon and its sense of community, but to stay vibrant we must have smart growth.

Historic Lebanon's job is to make sure growth happens in a way that preserves the essence of Lebanon; embracing our past while looking forward to new opportunities in the future.

Our focus is to preserve the historic buildings, increase tourism, entice more entrepreneurs and to create a sense of place in our Main Street District. We want to use the historic properties in new ways to create a vibrant area with restaurants, retail/office spaces and urban living.

Give Now to our Year-End Campaign

We look forward to even bigger
and better things in the New Year.

Annual year-end giving campaign materials



★ *Your year-end gift
keeps us rolling in the
New Year!*

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

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Lose Design
The HomeTown Team- KW Realty
Farm Bureau- Wes Dugan
Southeast Impressions
Pryor Family Dentistry & Associates
RavenFlight
Iddy & Oscars
City of Lebanon
WB&T
Demeter's Common
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