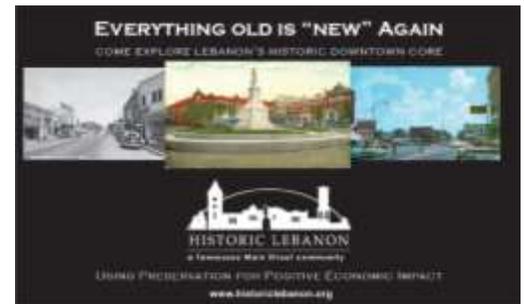




## 2016 Year in Review

The year 2016, has been a pivotal year for the growth of Historic Lebanon. We have furthered our mission of actively pursuing the revitalization of Lebanon's Historic Public Square and surrounding neighborhoods. We have also secured diversified support for continued funding and firmly established our organization's importance in the planning for the future of the Lebanon community.

- In our pursuit of more diversified funding sources, we ended 2015 with a first ever "Year-End" donation drive. This campaign was successful with over 100 individual donations, many first time supporters.
- Our annual report filed in January with the state and national Main Street program gathered statistics for the Main Street area and revealed continued investment and building renovations; over 2.5 million in total investments, both public and private, along with new businesses, and jobs. Historic Lebanon received accreditation from the national Main Street Center.
- Throughout the year, we continued with our marketing campaign for the historic downtown core with magazine ads.
- In March, HL hosted a presentation at the Capitol Theatre for Main Street merchants and the community on our plans for the year and past projects.



- May was a busy month with both the Community Foundation's Big Payback program and our annual "Friends of HL" dinner.

Historic Lebanon received \$2,000 from our participation in the Big Payback event.



Dr. Mark Cheatham, CU professor of History and co-editor of the Martin Van Buren Papers, was the guest speaker for our Friends of Historic Lebanon dinner. Held in the community room of the Arcade on the Public Square, HL was pleased to be the first event in the newly renovated space. We certainly have come a long way since our kick-off luncheon there in 2013, before renovation work had begun.

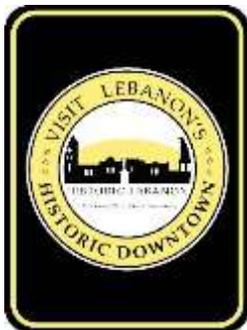
- May, June and July brought another year of our sponsorship of the Jammin with the General music series.





- In May, we were awarded a Certificate of Merit Award from the Tennessee Historical Commission for our Historic Driving tour brochure and website.
- In July, the City of Lebanon brought in nationally recognized planner **Joseph Minicozzi**. Historic Lebanon hosted him for a presentation at our July board meeting. On **October 5, Minicozzi** presented his initial report on Lebanon. HL hosted the presentation with a lunch at the Arcade, 142 Public Square.

- At the end of August, we turned in another application for a CDBG Façade Improvement Grant from the state Main Street program.
- The summer saw the completion of our new Main Street brochure with a map of all the businesses in the area and installation of informational kiosks on the Square and at City Hall.



- **New signage:** These will be posted at Exit 238 and the Hartmann Drive exits along with the "Tennessee Main Street Community" signs

In November, Historic Lebanon was awarded one of nine **Commercial Façade Improvement Grants** from the TN Department of Economics and Community Development. The grant will be used for facade improvements for buildings in the historic Public Square which is listed as a Commercial Historic District on the National Register of Historic Places. Lebanon was eligible for this grant as part of the TN Main Street program.



Also in November, Historic Lebanon received a discretionary grant from The Community Foundation of Middle Tennessee. This grant will allow HL to continue its mission of the revitalization of the Public Square and surrounding neighborhoods.



•New for 2016 was the **Farm to Table Dinner** with chef Trey Cioccia of Nashville's Farmhouse Restaurant held at Wedge Oak Farms, October 30. This event is part of our effort to strengthen our funding sources. We sold out the event at 102 tickets and acquired several new sponsors. The event was very successful and we are planning on making it an annual event.

- **Saturday, November 26 was Small Business Saturday.** Historic Lebanon teamed up with the Chamber and the City of Lebanon's Economic Development Director to promote local small businesses and provide marketing materials and training.



- **The 9<sup>th</sup> Annual Historic Places Tour** celebrated Cumberland University's 175<sup>th</sup> anniversary. Held Saturday, December 3, 5:00-8:30pm, the tour featured homes/areas with strong ties to the school's history. Over 200 people participated in the tour not only from Lebanon but Mt. Juliet, Hermitage, Gallatin, Hartsville, Murfreesboro and Nashville.



**Saturday, December 10<sup>th</sup> was Christmas on the Square,** Historic Lebanon participated with the Square merchants, the City of Lebanon and the Chamber of Commerce. The event highlights the historic nature of the Public Square and its purpose as a gathering spot and center of activity for the entire community.

**Historic Lebanon's overall goal** is to use historic preservation for positive economic development. Our focus is concentrated in our Main Street area, specifically to increase tourism, entice more retail and businesses and to create a sense of place with Lebanon's rich history and to create a market identity for the whole community. We strive to enhance Lebanon's quality of life and to increase our profile as a great small town.