

Main Street Murfreesboro

2021 Annual Report





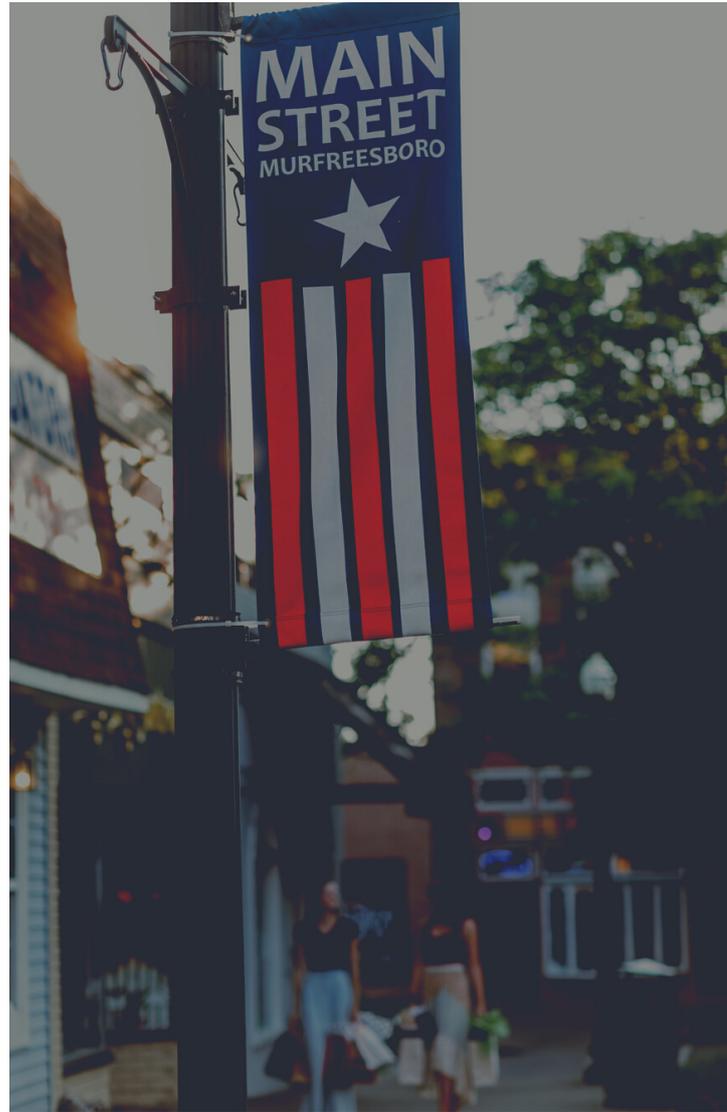
LOOKING BACK...

*Main Street Board Chair
Tab Talbott*

Greetings to my fellow Main Street stakeholders, Thank you for taking a moment to celebrate our very own Murfreesboro Main Street. For those that have supported us for decades, and to those that are new to our organization, I say thank you. It is only with the support of our stakeholders, board members, committees, volunteers, staff, government agencies and downtown businesses does Main Street continue to thrive in an ever faster changing world. While Main Street the organization continues to look for ways to adapt, innovate, and make a bigger impact on the downtown, we realize it will always be the traditional values of a Main Street that last: history, community, commerce, religion, government, and just plain fun.

Like so many organizations we bounced back from 2020 with the hope and optimism of turning the tide on the pandemic and bringing back many of the key events that our community relies on, and I am happy to say we delivered. Friday Night Live, JazzFest, Saturday Market, Celebrate Christmas, Taste of Rutherford, to name a few, were all back and I am proud to say exceeded all expectations in both participation and fundraising goals. So well, that our fiscal status going into 2022 has never been stronger.

Beyond the events, I am most proud to say that your Main Street organization took major strides, thanks to leadership of our staff and board, to elevate the way we operate and the role we play in the community. Exciting things are happening. This year alone Main Street Murfreesboro updated to a beautiful new logo, we increased our marketing presence, we reorganized board policies and board members to ensure more diversity and impact in the community, we strengthened our award criteria, we created and adopted a strategic plan to guide our growth and focus areas over the next several years, and for the first time in our program's history we are pleased to announce we have initiated a grant program to support our downtown businesses. These are just a few of the projects we are doing to ensure your investment is making the largest impact on our beloved downtown.



It has been a true honor to serve as the Chair of the 2021 Main Street Board of Directors. I have been with this program since 2012, as a fresh planning school graduate simply looking to help. It was the support of all the people involved in Main Street that encouraged me to become more involved and to give back to this wonderful downtown that has meant so much to me and my family. I do not say this without emotion that I truly love our downtown and it is the spirit of community and love that will always guide us even when we face difficult trials.

And that is my encouragement to you as stakeholders and to our incoming Board Chair Kirk Garrett. Lead with the community on your mind and love in your heart and we cannot fail. Thank you again for this wonderful opportunity and it is not without a little bit of loss but a greater sense of relief that I pass the baton to Kirk.

Tab Talbott

HIGHLIGHTS FROM 2021

Design: Main Street works to preserve the architectural heritage and integrity of the historic downtown by offering design assistance, meeting with business and property owners concerning renovations and redesign projects and overseeing the Downtown Design Award.

Organization: Main Street's Executive Board and Board of Directors is made up of 16 community leaders including representation from: downtown property and business owners, City and County officials, Chamber of Commerce, and financial institutions. Main Street's board works to bring attention concerning the historic downtown to the forefront of our local government and community and runs the 501c3 with transparency and integrity.

Promotion: Main Street focuses on promoting the historic downtown as the heart of our community by highlighting small businesses, tourism, and nonprofits in the downtown district. Main Street was able to host our annual events including Saturday Market, JazzFest, four Friday Night Live concerts, and Celebrate Christmas, the official Rutherford County tree lighting. We worked to bring shoppers and tourists downtown through community scarecrow displays, Sip, Shop and Stroll events, a Holiday Market Shopping event, and Shop Small Saturday. From updating our logo and launching a new website to promoting the message to support Small Businesses Downtown our focus was apparent!

Economic Vitality: Main Street worked closely with the City planning department in 2021 to focus on unified goals for the historic downtown small businesses. We offered free workshops for business leaders, created a grant system that launches in 2022, and oversaw the Business of the Year award. 85 locally owned businesses joined Main Street to collaborate on planning and marketing. \$1,298,000 was done in private building rehabilitation projects and 39 new businesses were started in the historic downtown district.

Downtown Data

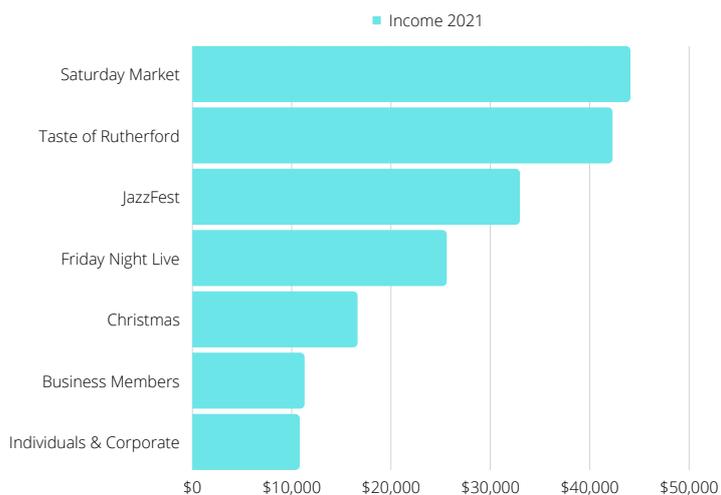


764
Volunteer Hours

36,000
event attendance



Nationally accredited
Main Street program



2021 strategic plan

MAIN STREET

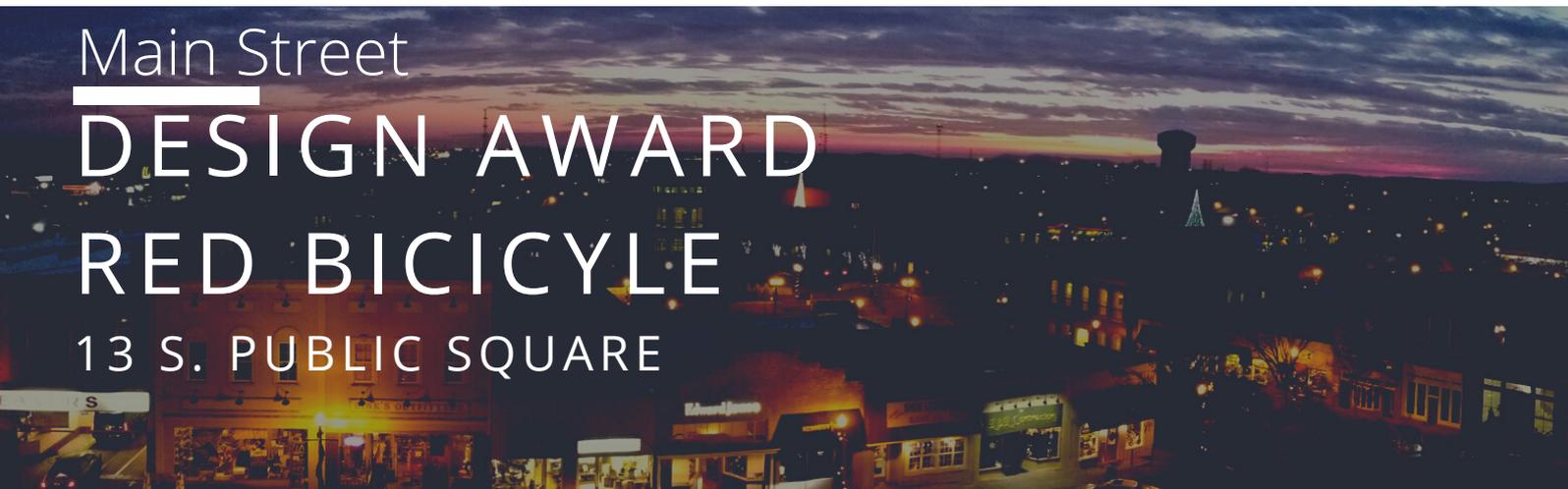
Murfreesboro

"Main Street Murfreesboro's mission is to maintain, enhance, and promote the historic downtown as the heart of our community."

"The choice to come downtown was an easy one. The community of Murfreesboro has been so supportive of me and my first location at the St. Andrews Center that I really wanted to create something special that I felt was also needed in the downtown square area. I thought what we do at St. Andrews would be a perfect fit for our downtown community and when that location presented itself, I felt it was simply too good of an opportunity to pass up. The undertaking of bringing this to the square, however, was a lot more than I bargained for. The building itself is over 100 years old and the previous tenant had been there for over 17 years. So, with all that comes a whole lot of challenges with having to update a lot of building codes on top of converting a retail space into a commercial restaurant. It proved to be much more of an investment than I'd initially thought, but I was determined to see it through regardless of the time delays and costs. I felt with the canvas that building provided, I could do something special there and give the place a vibe and aesthetic that would be unique to our downtown square while also providing the same great food and drinks we've become known for at our original location. Murfreesboro is a special place. The community embraced me and my business as I opened my first location just four months prior to the pandemic. So to be here now, with a second location just two years later, is a very special feeling. There is no doubt it was a long struggle but now, having opened, and seeing all the smiling faces and hearing all the positive feedback, I would do it again in a heartbeat. I'm incredibly grateful to be a part of such an amazing community of business owners and we look forward to being a staple of downtown for many years to come." John Day



Main Street
DESIGN AWARD
RED BICYCLE
13 S. PUBLIC SQUARE



"I bought the building because I love the historic appeal of the downtown. I was born here and have always dreamed of being a business owner on the square. I currently lease the building beside Brohalla that L&L Contractor's office is in, and we are quickly expanding. I needed space to grow! When the building next door became available, I knew this was the one. I have been doing construction for over 25 years, with 15 of that as the owner of L&L Contractors. I decided I would build this building out to accommodate our expanding business. But I needed something new, something a bit more fun. So, we put Brohalla up front. A 'man store', a place guys could shop for guy stuff. Something I feel we really needed downtown.

When it came to the renovation, we completely gutted the entire building, top to bottom. We took our four layers of ceilings and four layers of walls. We had to hammer off two-and-a-half-inch concrete plaster to get down to the original brick. We created an all-new layout, moved the bathrooms, and completely renovated the basement into office space. We added new electrical and plumbing, installed a new roof and built a rear deck." Donald Lester, CEO L&L Contractor and Brohalla, Men's Consignment.



Main Street DESIGN AWARD BROHALLA 23 S. PUBLIC SQUARE



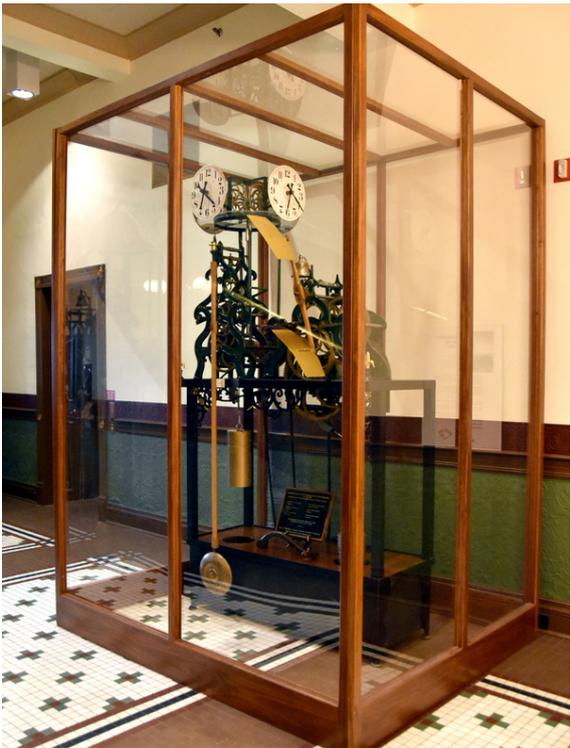
Mayor Bill Ketron started the renovation process on the 162-year-old Rutherford County Historic Courthouse in 2020 and completed the project in 2021. There was a vision to not only restore many of the historical aspects of the courthouse but also to update one of the six remaining antebellum county courthouses in Tennessee, making it ADA compliant and adding a historical museum inside.

The inside received new lighting, carpet, wallpaper and paint. The biggest addition was made to five rooms on the first floor where they were transformed into a Rutherford County historical museum for the public to view Monday-Friday 8:00-4:30. The new Rutherford County Historic Courthouse Museum highlights the many achievements and advancements in the county's diverse history from early Native American settlements to the advent of major corporate development in the 1980s. Dr. Carroll Van West, Middle Tennessee State University professor and Director of its Center for Historic Preservation, worked closely with Rutherford County Archivist John Lodl for over two years to see the project to completion. "The historic Rutherford County Courthouse is the jewel of the county," remarked Dr. West. "Now people from anywhere can come to the courthouse and discover the history, the people, and the traditions that make this community special. Thanks to Mayor Ketron, the county commissioners, all of the county's history groups, and above all county archivist John Lodl for making this museum a reality."



The outside of the courthouse received multiple upgrades from brick retack, hand painted mortar joints, new sidewalks, brick pavers on the East and West side, new handicap ramp on south side, handrails on steps and automatic doors on the south side to painting of the columns, trim, copula, and brick retack. New landscaping was put in with sod and an irrigation system added around the county property, also installed was landscaping lighting, LED lights, a Sonos sound system, a new roof, new French drain on the East and West side, and sewer trunk line. The benches were refurbished and painted for public use.

We are extremely excited to showcase our county's rich history," said Ketron. "This project has been in the making for quite some time now, and it's thrilling to see it finally coming to fruition!"



Main Street DESIGN AWARD RUTHERFORD COUNTY HISTORIC COURTHOUSE

Giving back to the community is The Walnut House's focus by helping local organizations raise more than \$300K since their inception on January 1, 2019. The Walnut House has an ongoing partnership with passionate leaders in the local art scene, both visual and performing arts such as Murfreesboro Little Theater, TN. Philharmonic performances, Boro Art Crawls, local student recitals, and Poetry in the Boro. They host Sunday church services, Bloom stage events (Kara Kemp), concerts, fundraisers, weddings, receptions, seminars and conferences for the public. They work closely with MTSU, providing a venue for students to gain valuable industry experience in the music recording space. "Most importantly, this is a special achievement for our mastermind behind every event, Ricky Martini. His commitment to delivering magic and happiness at every event is what makes the Walnut House what it is." Co-owner David Cavallin.



Main Street
BUSINESS AWARD
THE WALNUT HOUSE
116 N. WALNUT STREET



Servant leadership is a management style in which you lead by putting the needs of others first. A servant leader focuses on the continued growth and well-being of other stakeholders and constituents within the community at large. Generosity is one of the major hallmarks of a servant leader. This year's Main Street Murfreesboro, Inc. honoree has always been generous with his time, talents, treasures and passion for a vibrant and growing community.

The recipient of the Doug Young Downtown Leadership Award is Shacklett's Photography businessman and City Councilman, Bill Shacklett. This very high honor is indicative of one who has achieved significant respect and success in fulfilling their civic duty as well as one who personifies the highest standard of service toward others, leadership and integrity. He is in every respect a model citizen and one in whom we have the greatest pride. Through his compassionate leadership and significant service, Councilman Bill Shacklett has significantly contributed to shaping the historical DNA of the downtown community throughout his professional career. His gentle and thoughtful demeanor is both magnetic and contagious.

Bill Shacklett is highly respected for keeping a delicate balance between the best of the present while celebrating the excellence of the past. His philosophy and practices are centered around enriching the life of the community in practical, yet progressive ways. He is a diplomat, a trusted sounding board, an innovator, a protector of community values, a consummate business owner, a dedicated civic leader, and a person whose commitment to excellence speaks for itself. We are indeed fortunate to have had such an enthusiastic, intentional, and visionary servant leader as a member of the Main Street Murfreesboro, Inc. Board of Directors for the past 24 years.



Main Street
DOUG YOUNG LEADERSHIP AWARD
BILL SHACKLETT

Main Street Event Sponsors

MAIN
STREET
MURFREESBORO

JAZZFEST

FIRST WEEKEND IN MAY

2021 was a comeback year for Main Street Murfreesboro. With seven large events planned through the year, Main Street was blessed to have beautiful weather at every one of them! Record attendance and talented musicians, performers, quality vendors, and supportive sponsors made 2021 an impactful year for the downtown events! Special thanks to Frank Caperton for being the Main Street photographer in 2021 at all downtown events! Also, thank you to the Murfreesboro City Police Department for participating at all of our downtown events!

JazzFest celebrated its 24th year downtown starting at 10am with a children's program "Shake, Rattle, and Roll" put on by the Discovery Center and quickly filling the air with our student jazz band performances, including five Rutherford County schools. Yamil Conga led the Jazz Clinic at the Center for the Arts leading families and music lovers in an interactive hour of fun. The afternoon was kicked off with MTSU Ensemble I performing and then a new local band, Bryan Cumming, took the stage. Internationally known Alison Brazil and the Roots of Rhythm inspired everyone to get up and dance with their lively performance. Music City Swing, a local crowd favorite, closed out the night with much entertainment from their packed stage!

Friday Night Live Concerts packed the square four nights (June-September) with performers Higher Ground, Skyline Drive, Entice, and Good Rockin Tonight entertaining crowds eager to dance! Big thank you to our sponsors each month and Concert Production for their work with stage and sound.

The Saturday Market season started in the middle of May and ran through October with 66 vendor spots and hosting between 1,500 and 3,000 visitors each Saturday. There were 57 full-time vendors, 28 part-time vendors, six community information groups, and twelve downtown businesses represented at the market. We added six sponsors to the '21 season with great feedback from our supporters on their time at the market.

Celebrate Christmas, the annual Rutherford County tree lighting, was 'standing room only' around the courthouse in 2021. Big D and Bubba, radio hosts 103.3 Country, entertained the crowd between acts. Center for the Arts performers showcased "Elf-The Musical" and then 40 talented 4-6th grade students from Homer Pittard Campus School, Black Fox, Rockvale, and Siegel Elementary Schools performed in a joint school choir. MTSU Dance Theatre showcased dancers Elizabeth Boyd, Savannah Cook, and Shelby Williams performing from the Nutcracker. Meg Brooker, Artistic Director, Duncan Dance South and Director of Dance at MTSU, performed Ave Maria. Santa and Mrs. Claus made their grand entrance thanks to Murfreesboro Fire Fighters and read a story to children from the Boys and Girls Club on stage before exiting for pictures with the crowd. Finishing off the night was the Belle Aire Baptist Church community wide choir performance!

JazzFest Sponsors:

Presenting: First Bank and T-Mobile

Stage: Wilson Bank and Trust and Middle Tennessee Electric, Ragan-Smith

Area: Pinnacle Financial Partners, National Dance Clubs, Atmos, State Farm (Michael Busey), Geico (Jeff Flowers), RedStone Federal Credit Union, National Health Investors, and Rutherford Convention and Visitors Bureau.

Grants provided by: TN. Arts Coalition & Middle TN. Electric Sharing Change

In-Kind: Ridenour Rehearsal Studios

Friday Night Live Sponsors:

Presenting: Wilson Bank and Trust

Monthly: State Farm (Michael Busey), T-Mobile, Middle Tennessee State University & National Dance Clubs, Tennessee Arts Coalition

Saturday Market Sponsors:

Wilson Bank and Trust, State Farm (Michael Busey), Geico Insurance (Jeff Flowers), T-Mobile, AT&T, Convention and Visitors Bureau

Celebrate Christmas Sponsors:

Co-Organizer: Rutherford County Historic Courthouse

Presenting: Middle Tennessee Electric

Stage: Pinnacle Financial Partners

Window: Redstone Federal Credit Union

Santa: Geico (Jeff Flowers), First Community Mortgage, AH Company, Lawyers Downtown

Reindeer: Century 21 Wright Realty

Toy Drive: Murfreesboro Nissan

In-Kind: Murfreesboro City Parks & Rec & 103.3 Big D and Bubba

Picnic Summer Social

TASTE OF
RUTHERFORDTaste of Rutherford
EVENT SPONSORS

The Main Street fundraising event!

The 2021 Taste of Rutherford summer picnic was once again held in Cannonsburgh Village, which allowed this fundraising event to grow even more. Picnic boxes, individual pre-packaged samples of 20 restaurants' best 'tastes', a craft beer garden provided by Mid-State Brew Crew, alcohol donated by Stones River Total Beverages, served by Julie O'Donnell Bartending, along with delicious appetizers by Tasty Table Catering and desserts with Olive Branch Bakery during the VIP hour, all made this fundraiser a huge hit.

Guests were entertained by music with The O'Donnell's and enjoyed the many beautiful flower arrangements designed by Murfreesboro Flower Shop as they took in the sights of Cannonsburgh Village. Fun additions to this family friendly event were Spitfire Event Marketing photo booth and entertainment with The Flip 'N Axe. Main Street raised a record \$42,265 through ticket sells and sponsorships!

Taste of Rutherford Sponsors:

Beer Garden Sponsor: First Community Mortgage

Gold Sponsors:

CMG Financial (Debbie Howard), Jonathan Harmon Home Team, Ragan-Smith and Associates, SEC, Inc., The Humidor & Liquid Smoke, State Farm (Michael Busey), FNB Mortgage (Dave Gober)

Silver Sponsors

Judge Steve and Laura Daniel (retired), Shacklett's Photography, Iberia Bank Mortgage (Bryan Nale), Middle TN. Association of Realtors, Bill Jakes Realty, Regions Bank (Andrew Peck), Smith Design Build, Murfreesboro Young Professionals, First Community Mortgage (Marty Davenport)

Bronze Sponsors

Tab and Layne Talbott, Smith-Wright Law, Murfree & Goodman, PLLC Attorneys at law, Pinnacle Financial Partners, Redstone Federal Credit Union, ReVintaged Lemon

Patron Sponsors

Hall's Auto Care, Sticky Tomato, Destiny Womack, Steve Fuchcar, CPA- Jobe, Hastings & Associates, Ronnie and Donna Barrett, The Write Impression, Raymond James, Cultivate Coworking, McFarland Construction, The Marketplace, Trendy Pieces, and Bella's Boutique, Fully Promoted Murfreesboro, Nick and Tianna Christiansen, Lanham Events, LLC, Jeff and Mollie Reed, Brian Walsh, Locally Owned, Wild Goose Chase Events, Patrick Cammack, Heritage South Community Credit Union, Holden Hardware, Patti and Glen Hutchinson, Ogles Electric Co., LLC, Preston and Tara MacDougall, Contract Management Services, LLC, Dr. Gloria and Mr. Ray Bonner, Amy Byers, Country Gourmet, Chelsea Place Apartment Homes, Fred Adams, Don McKinney, Jack Weatherford, John Hood, Randy Caldwell, Chantho Sourinho, Diana Grubb

Restaurant Participants:

Tasty Table, Olive Branch Bakery, The Alley on Main, City Cafe, Jo Jo's Fruit Tea, Marina's on the Square, Simply Pure Sweets, Slick Pig BBQ, The Hamery, Van Horn Cookies, Party Fowl, 219 Broad Street, Jo's Custom Cakes, Chick-Fil-A, Middle Tennessee Electric-Electric Griddle, Brass Horn, Domenico's Italian Deli, The Hot Dog Guy, Alfresco Pasta & The Big Cheese Spread, and Boro Kabob.

In-Kind Sponsors:

Mid-State Brew Crew, Murfreesboro Flower Shop, TN. Valley Ice, Julie's Bartending, Murfreesboro Wine and Spirits, Big B Cleaners, Social Cake Marketing Agency, Cedar Glade Brews, Emerald Abbey, Mos Alesley Brewing, Deep South Growlers, Rubidium, Tasty Table and Olive Branch Bakery

"Evening on Main" is an annual tradition to bring supporters of Main Street together while visiting in a lovely downtown home. In 2021, Blake and Priscilla Smith opened their home to Main Street investors for to raise funds for the downtown nonprofit. Through an end of the year giving campaign launched with an invitation to become an "Investor" of Main Street and the Historic Downtown, our organization was able to receive \$5,000 in individual donations. Big thanks to our sponsor Five Senses for catering this event.

Fred and Cindy Adams
 William A. Adams
 Nancy Ammerman
 David and Julie Becker
 Dr. Gloria Bonner
 Randy and Janice Caldwell
 John and Adrea Calfee
 Patrick and Katherine Cammack
 James and Angel Davenport
 Steve and Gena Dix
 Nicole Dotson
 Sara Dunne
 Judge Lisa Eischeid
 Jacob Flatt
 Five Senses
 Kirk and Lacey Garrett
 Ken and Lisa Halliburton
 Jannette Harden
 Jonathan Harmon
 Rise M. Hayes
 Thomas J. Haynes
 James and Patricia Hibbler

Aurelia Holden
 Rollie Jr. Holden
 Yvonne Jones
 Mayor Bill and Teresa Ketron
 Mike and Stephanie Kusch
 Marv and Lennie Miller
 Sheron Overton
 William and Marilyn Patterson
 Stephen and Molly Poleskey
 Richard and Dr. Ellen Slicker
 Chantho and Bounheng Sourinho
 Linda Stevens
 HR and Charlotte Swaffort
 Tab and Layne Talbott
 Mazell Tambornini
 Ron and Charlene Taylor
 Blake and Lee Tidwell
 Pat Wade
 WGNS
 David and Lora Wright
 Peggy Young

Main Street INVESTORS

Main Street Murfreesboro, celebrating 37 years downtown, relies on the annual support of individuals and business owners. Operating as a 501(c)3 and a member of the National Historical Trust, Main Street is appreciative of the many supporters who chose to donate to the organization in 2021.



©IRONBRUSHMURALS

Main Street Board

Kirk Garrett - Chair, Kasey "Tab" Talbott - Past Chair, Ashley McDonald - Vice Chair, Patrick Cammack - Treasurer, Dr. Gloria Bonner - Secretary, Sean Gilliland (supporting treasurer), Randy Caldwell, Tianna Christiansen, Chantho Sourinho, Stephanie Kusch, Greg McKnight, Joel Aguilera, Ken Halliburton, Jonathan Harmon, Bill Shacklett (Advisor Role)

Main Street Staff

Sarah Callender, Executive Director
Kathy Duke, Office Manager

New Board Members

Shannon Beckman, Michael Busey, LaShan Mathews, Francela Salas, Shawn Wright

Board Members completing their service

Susan Gear (12 years) and Bill Shacklett (24 years)



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615-895-1887

www.mainstreetmurfreesboro.com