

# MAIN STREET MURFREESBORO



# ANNUAL REPORT 2023



“To maintain, enhance,  
and promote the  
historic downtown  
as the heart of our  
community.”





## Executive Board Members

Ashley McDonald (Chair), Kirk Garrett (Past Chair), Francela Salas (Vice-Chair), Shannon Beckman (Secretary), Patrick Cammack (Treasurer). Advisors: Dr. Gloria Bonner and Sean Gilliland.

## Board Members

Dr. Gloria Bonner, Jonathan Harmon, Eric Hennessee, Sean Gilliland, Bill Shacklett, Keaton Pettit, Kevin Guenther, Ken Halliburton, Michael Busey, LaShan Dixon, Tianna Christiansen, Greg McKnight, Stephanie Kusch, Joel Aguilera, Sonya Stephenson, Shawn Wright, Priscilla Smith.

## Committee Members

**Design:** Becky Howard, Bill Shacklett, Joel Aguilera, Jonathan Harmon, Keaton Pettit (Chair), Kevin Guenther, Michael Busey, Randy Caldwell, Reba Lester, Stephanie Hickerson

**Economic Vitality:** Greg McKnight, James Price, Jason Shields, Joel Aguilera, Kevin Johnson, Kirk Garrett, Patrick Cammack (Chair), Priscilla Smith, Randy Caldwell, Tab Talbott, Walt Castillo .

**Promotions:** Tianna Christiansen (Chair), Ashley McDonald, Francela Salas, LaShan Dixon, Shannon Beckman, Jonathan Harmon.

**Christmas Committee:** Francela Salas, Ashley McDonald, Jolene Radnoti, Kara Kemp, Stephanie Kusch, Lacey Ballard, Lisa Olivares, Mike Bickford, Jay Sanders, Sonya Stephenson, Stacy Ray, Amy Swanson.







**Ashley McDonald**  
**Main Street 2023 Board Chair**

My name is Ashley McDonald, and I have been the 2023 Board Chair for Main Street Murfreesboro. I am a Public Relations/Communications Manager for a global payments company and previously served for over 15 years in public safety and local government communications.

I became involved with Main Street in 2019 while working for Rutherford County Government. Since joining the board, I have had the opportunity to see firsthand the work that goes into carrying out Main Street's mission. Main Street's Executive Director and Board have been strategic and intentional with planning and executing downtown events, supporting the downtown businesses with marketing, providing free training, creating strong relationships with key community partners, and maintaining fiscally responsible operations.

This diverse group of professionals is committed to making downtown Murfreesboro the "place to be" for shopping, entertainment, dining, conducting business, and soaking in the historic culture.

Over the years, the City of Murfreesboro and Rutherford County have shown their support for Main Street in various capacities, and we are so grateful for that continued partnership. We have some amazing sponsors and individual contributors! Without their generosity, Main Street would not be able to provide the quality and caliber of events and services offered today.

Our community has been a blessing to us. Your support of the local businesses is paramount to the success of our downtown's vitality! We appreciate our volunteers who spend hours behind the scenes prepping for, working, or cleaning up after an event. I would be remiss not to mention our downtown businesses. You are the backbone of our downtown. Your businesses serve not just to make it a favorable destination but to make it HOME.

As I close my chapter as Board Chair, I reflect on what an incredible experience this has been-the amazing people I've served with, the incomparable events I've attended, and the wonderful people that make Murfreesboro and its downtown so very special.

I know that Main Street will be in good hands next year with Francela Salas coming in as chair. She's deeply entrenched in all things Murfreesboro and is a great asset to our Board. I'm looking forward to seeing what the future holds for Main Street and continuing to support its mission!

# Downtown Data

Main Street Murfreesboro Program  
2023 Nationally Accredited



## 550 Downtown Businesses

### Main Street Events Attendance



**10K**  
Friday Night LiveConcerts



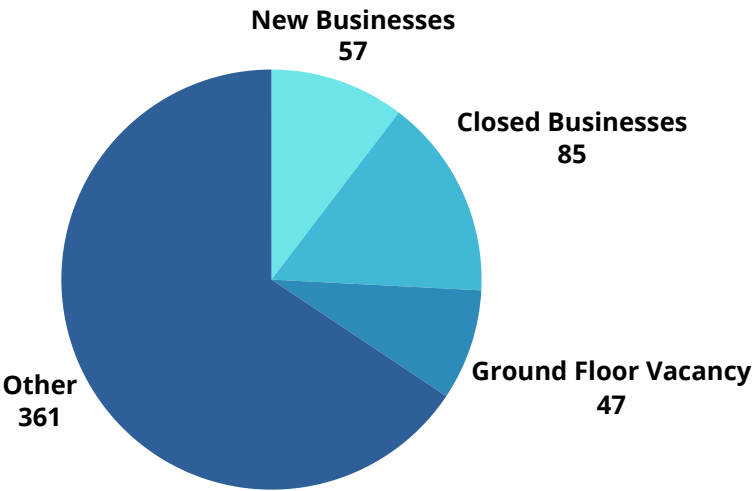
**50K**  
Saturday Market




**7K**  
Celebrate Christmas





**3K**  
Shopping Events




Social Media Follower Growth Increased By

 11%

 38%

 26%





**\$22K**

allocated to downtown grants by Main Street

**\$5M**

private downtown improvement

**\$753K**

public downtown improvement

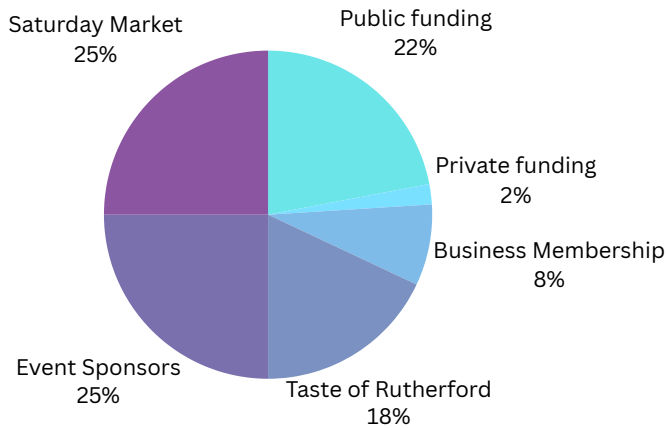
**\$20 PSF**

commercial downtown rent per year

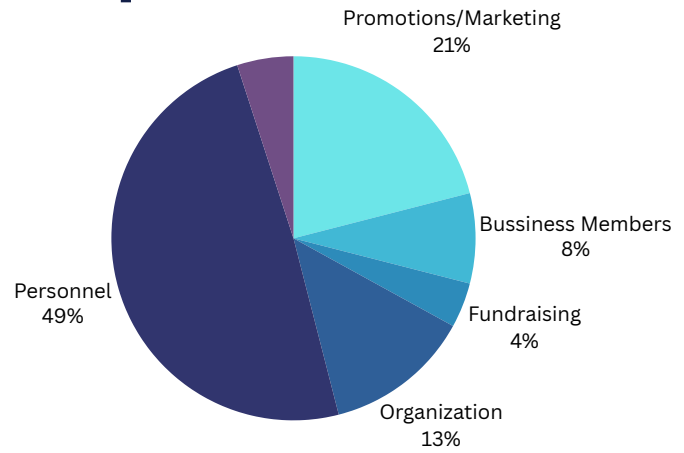




# Income



# Expenses



## **Friday Night Live Sponsors:**

**Presenting:** Wilson Bank and Trust

**Monthly:** Middle Tennessee State University, Michael Busey State Farm, Uncle Nearest, Tennessee Arts Commission grant

**Supporting:** Murfreesboro Nissan, Convention and Visitors Bureau, and Murfreesboro Eye Center.

## **Saturday Market Sponsors:**

Wilson Bank and Trust, State Farm Michael Busey, Redstone Federal Credit Union, Regions Mortgage, The Preserve, Urban Air, Ragan Smith, Convention and Visitors Bureau, T-Mobile, Happy's Sports Lounge, Kevin Sparks Signature Pools, The Davey Tree Expert Company, Learning Zone Childcare, Fully Promoted, Hoffman Brothers, TrustPoint Hospital, The Dutton, Liberty Federal Credit Union.

## **Celebrate Christmas Sponsors:**

**Presenting:** Middle Tennessee Electric

**Stage:** Pinnacle Financial Partners

**Window:** Redstone Federal Credit Union

**Santa:** Wilson Bank and Trust, State Farm Michael Busey, State Farm Dana Womack, Dempsey, Vantrease & Follis, Murfreesboro Nissan, The Goddard School, Ragan-Smith, Learning Zone Childcare, The Davey Tree Expert Company, Kevin Sparks Signature Pools.

**Lawyers Downtown:** Charles G. Ward, White & Polk, Mitchell & Mitchell, Hudson, Reed & Christiansen, Waldron, Fann & Parsely, Smith-Wright, Trail, Coleman, & Stearns.

## **Sip, Shop, and Stroll Sponsors:**

Redstone Federal Credit Union, Compass Insurance Group, The Preserve Murfreesboro.

## **Seward Johnson Sculptures Financial Contributors:**

TN. Arts Commission and Redstone Federal Credit Union

## **Annual Celebration:**

Volunteer State Bank

## Taste of Rutherford Sponsors

**Presenting** - Pinnacle Financial Partners

**VIP Area** - Redstone Federal Credit Union

**VIP Area** - SEC, Inc.

**Band** - Murfreesboro Eye Center

**Beer Garden** - Compass Insurance

### **Gold Sponsors:**

State Farm, Michael Busey  
Ragan-Smith Associates  
Liquid Smoke & The Humidor

### **Silver Sponsors:**

Smith-Wright Law  
First Community Mortgage  
Regions Mortgage  
Middle TN. Association of Realtors  
Smith Design Build  
National Health Investor  
Embassy Suites

### **Bronze Sponsors:**

Paramount Murfreesboro Title & Escrow  
Rutherford County CVB  
Bill and Rita Shacklett  
Hudson, Reed & Christiansen, PLLC  
Tab and Layne Talbott  
Lawyers Land and Trust  
Beckman's Prescription Shop

**Fundraising  
EVENT** **\$40K**



Taste of Rutherford, the summer picnic party, held at the grounds of Oaklands Mansion, is Main Street Murfreesboro's annual fundraising event. Thanks to sponsors and sold-out ticket sales, Main Street was able to reach our goal of \$40,000. Funding raised during this event helps Main Street implement downtown projects such as the property enhancement facade grant, beautification art projects such as bringing the temporary sculptures from Seward Johnson to downtown and renting a billboard on I-24 promoting tourism downtown for four months in 2023. The T.O.R. fundraiser is held in July each summer and relies on local restaurants to attend and provide samples of their food. This event partnered with Mid-State Brew Crew for the fourth year to provide a craft beer garden for guests. This is a family friendly event with food, drinks, music, and fun downtown!



# BORO BOURBON & BREWS

## DOWNTOWN DESIGN

### 2023 WINNER

#### **Boro Bourbon & Brews** **124 N. Maple Street**

**Owners:** Ashley and Rhonda McCrary; Trent and Aubrey Tolbert

#### **Context:**

A restaurant space with a modern industrial feel created as a destination space. Interior space is eye appealing. Venue includes music and sports events on televisions. Exterior of building maintained to coordinate with all surrounding structures in historic district.

#### **Design:**

The restaurant space is composed of various building materials and fixtures that create a high-quality space. Exterior garage doors can be lifted to allow people to connect to the outdoors and add an innovative design to the square. The architectural design incorporates a variety of materials and textures that balance the space.



#### **Visual Impact:**

The restaurant is an anchor and focal point of the corner of Maple and College Streets. The exterior of the building is very recognizable from a distance. The design compliments other existing businesses in the area.

#### **History:**

The original use of the building was a cafe/gas station. By creating a restaurant, the owners have brought the space back to its original use. The interior was stripped to the original walls and ceilings. The garage doors replicate the original gas station feel. Exposed brick walls and original rafters bring the space back to the time of its original use. All furniture and fixtures were chosen to respond to the historic use of the space.



# HAPPY'S SPORTS LOUNGE

## DOWNTOWN DESIGN

### 2023 WINNER

**Happy's Sports Lounge**  
**302 W. Main Street**

**Owners:** Brad Leeman and  
Hunter Taylor

#### **Context:**

The style brings a new, tech savvy atmosphere to the square that attracts more people to the area. Local sports team photos are posted on the walls to help add a local feel. Many of the original brick from the building were left to give a natural feel and a reminder of the history in their space.

#### **Design:**

The building is composed of three main sections, dividing the different entertainment areas (indoor golf, duckpin bowling, and a bar area with stage). A large area for sports viewing is located in the back with over 40 TVs. The back is laid out for live music on the weekends. There is a private room for indoor golf and catering in the front.

#### **Visual Impact:**

Happy's Sports Lounge creates a new sense of place for West Main Street, adding to the entertainment district downtown. Transparent, large windows that can be opened, illuminating signs, and improved outdoor appearance all add to the ambiance of this building.



#### **History:**

In 1953 Sanders Super Service Tire Company was opened in 302 W. Main. Several entrepreneurs passed through the building when John Brockwell bought it in 1989 to open "Ideas."





# DOMENICO'S ITALIAN DELI

## DOWNTOWN BUSINESS OF THE YEAR AWARD

**Domenico's Italian Deli**  
**106 S. Maple Street**  
**Owners: Jeff and Scarlett Murphy**

### How do you give back to the community?

Jeff Murphy doesn't just run a restaurant he volunteers and gives back to his community. Domenico's sponsors, and Jeff coaches, for MBA 8U and 6U baseball teams, volunteers as soccer and basketball coach at Homer Pittard Campus School, coaches flag football with Murfreesboro National Flag Football league, and basketball with First Shot. Jeff is a guest speaker with American Heart Association and supports Endure Athletics and Wine Around the Square. His restaurant donates team meals for Oakland High School and provides PCA monthly discounted lunch orders.

### What does your business do to bring people downtown and create a sense of place?

Domenico's participates in all downtown events, hosting artists for the Boro Art Crawl and Sip, Shop, and Stroll events, and opening for Wine Around the Square. They participate in Trick or Treat Around the Square and host a Christmas parade watch party. They partner with Simply Pure Sweets as their bread provider and serve Franklin's Fruit Tea, Mayday Brewery, Cedar Glade Brews, and Panther Creek beverages...all local businesses. They provide a quick lunch for those on the square and offer indoor seating for authentic Italian style sandwiches.

DOMENICO'S  
  
ITALIAN  
DELI



### How has your business reinvested in downtown?

They have revamped the space, pulling away old drywall and exposing the original brick. They kept with the old school deli style to coexist with the historic downtown feel. They painted the outside of the building a more appropriate color for the downtown 'vibe.' They provide outside seating for more options to come downtown and enjoy hanging out with friends.

# BUSINESS PARTNER OF THE YEAR AWARD

Main Street Murfreesboro presents Redstone Federal Credit Union with the 2023 Business Partner of the Year Award for going above and beyond the asks of a sponsor.

Francela Salas, the Community Relations Coordinator, has served on the Main Street Executive Board as Vice-Chair for 2023 and has helped in various capacities through Redstone, especially when a need arose to secure funding for the opportunity to bring five temporary statues to the downtown. Adding an additional sponsorship at the end of the year to help match a grant through the TN. Arts Commission, Redstone was a valuable partner in bringing art downtown and creating placemaking with our local attractions.

“At Redstone we believe in people helping people. We do this by helping members, their families, and our communities achieve their financial dreams. We also believe in giving back to our communities. One way is by supporting organizations such as Main Street who believe that the downtown area is the heart of our community. It is a place that so many can come together and celebrate all that is great and unique about our community. We are fortunate to have a downtown filled with so many amazing local businesses and so many events. From the farmers market to a wonderful night at Friday Night Live. Main Street continues to show Murfreesboro why our downtown is so special. And as an organization we want to support that. We are grateful for such a wonderful honor but we would not be here without you.



**REDSTONE**  
FEDERAL CREDIT UNION®





# DOUG YOUNG LEADERSHIP AWARD



## **Sean Gilliland**

**Joined M.S. Board 2006**

**Board Chair 2010**

**Board Treasurer 2016-2022**

**Jazzfest Chair 2008**

**Summer Party Chair 2011**

The 2024 recipient of the Doug Young Downtown Leadership Award is a person who has served diligently for approximately 20 years as a member of the Main Street Murfreesboro Board of Directors.

Sean Gilliland is a civic leader, serving as a former field representative for Bart Gordon and for the past 14 years as the Chief Information Officer at Primary Care and Hope Clinic. He has been married to his wife Anne for the past 27 years and together they have raised a talented and successful daughter, Molly. Sean is a member of St. Mark's United Methodist Church where he has participated in the choir and as worship leader.

Sean epitomizes the qualities of our beloved Councilman, Doug Young, in so many ways. Sean is intentional, strategic, deliberate, and compassionate toward others.



We could easily speak of his intellect; we could compliment his fantastic competence; point to him as a person of strong principles- a truly moral man whose honesty and integrity are unquestioned. We could even acknowledge his impeccable attention to details. Instead, we will sum it up by saying Main Street is grateful that Sean has devoted a significant amount of time, leadership, and expertise to strengthening our organization in all areas. Therefore, it is altogether fitting and proper that we should honor Sean Gilliland because throughout the years, he has honored Main Street Murfreesboro Board of Directors in service by his selflessness, his dedication, and his spirit of excellence.