

MAIN STREET MURFREESBORO

ANNUAL REPORT 2025



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



2025 Christmas Committee



Main Street Vision

To position Main Street as downtown experts by advocating and collaborating with public, private and community partners to educate, inform, empower, and create a sense of place by cultivating an inclusive, diverse, and progressive revitalization program in the historic district.

Executive Board

Shannon Beckman (Chair), Francela Salas (Past Chair), Michael Busey (Vice-Chair), Stephanie Kusch (Secretary), Patrick Cammack (Treasurer)

Board Members

Tianna Christiansen, LaShan Dixon, Kirk Garrett, Kevin Guenther, Ken Halliburton, Eric Hennessee, Greg McKnight, Denise Miller, Jeff Murphy, Keaton Pettit, Josh Reynolds, Jessica Seegert, Dr. Monica Smith, Priscilla Smith, Sonya Stephenson
Historians: Dr. Gloria Bonner, Sean Gilliland, and Bill Shacklett.

Design Committee

Michael Busey, Randy Caldwell, Kevin Guenther, Stephanie Hickerson, Becky Howard, Reba Lester, Keaton Pettit (Chair), Jessica Seegert, Bill Shacklett, Karen Whitaker

Economic Vitality Committee

Paul Brown, Patrick Cammack, Kirk Garrett, Mark Graham, Matt Ledbetter, Greg McKnight, Denise Miller, James Price, Josh Reynolds (Chair), Brooklen Siler, Priscilla Smith, Tab Talbott

Christmas Committee

Lacey Ballard, Mike Bickford, Ethan Cocanougher, Emma Hawkins, Stephanie Kusch, Dawn May, Jolene Radnoti, Stacy Ray, Francela Salas, Heather Steele, Sonya Stephenson, Amy Swanson, Melody Tang, Jim Yoshimura.



Shannon Beckman
Main Street 2025 Board Chair

My name is Shannon Beckman, and it has been my honor to serve as the Main Street Murfreesboro Board Chair for 2025-2026. As one of the owners of Beckman's Prescription Shop, our business is a direct beneficiary of the work that Main Street does to support the businesses and enrich our community. It has been a pleasure to see firsthand the effort, care, and dedication that make the Main Street organization so valuable to Murfreesboro.

Main Street Murfreesboro is constantly evolving and finding new ways to support our businesses and community. Through workshops, networking opportunities, print and social media marketing, and connections with city and county officials, Main Street remains a strong and reliable advocate for downtown.

The Main Street Board is blessed with a wonderful director, Sarah Callender, and our administrative assistant, Kathy Duke. They are energetic and knowledgeable, and they support the board as we continually push forward new and innovative initiatives. We are also grateful to Alicia Stachura and Erin Ernest for the important role they play in Marketing and our Social Media presence. We are blessed with a diverse and engaging board, comprising people from many backgrounds, with diverse perspectives and fresh ideas.

Over the years, the City of Murfreesboro and Rutherford County have been constant supporters of Main Street. We are incredibly thankful for those partnerships and for the County and City employees who provide their time and efforts to support our mission. We are also deeply grateful to all our volunteers, whose dedication makes our events and initiatives so special. I'd also like to thank all of our Downtown businesses. I believe we work best when we support each other, and that spirit is on display every day in our community.

As my time as Board Chair comes to a close, I reflect on all the successes of the past year, the wonderful community events, and the people who make this neighborhood so unique. It's been exciting watching Downtown Murfreesboro develop into a vibrant shopping, dining, and entertainment district. Coupled with a rich history and exciting future plans for growth and development, the downtown area is sure to continue to be a one-of-a-kind destination. I am very thankful for the role that Main Street Murfreesboro plays in making it such a special place.

Main Street is in wonderful hands with Michael Busey stepping into the Board Chair position for 2026-2027. Michael is a longtime Murfreesboro resident and a local State Farm agent, best known for his volunteer work in the community. I'm looking forward to seeing what the future holds for Main Street and continuing to support its mission.



CREATING A SENSE OF PLACE

downtown for everyone.



Main Street Murfreesboro organizes free events to promote the historic downtown and bring people to the Heart of our community, making memories and supporting local.

In 2025, Main Street helped bring thousands of people downtown to shop, stroll, and feel at home, while supporting locally owned businesses. A huge thank you to the sponsors, volunteers, and the City and County governments for partnering with Main Street Murfreesboro to provide these experiences to our community.

MAIN STREET MURFREESBORO PROMOTIONS & MARKETING

Main Street Murfreesboro organizes special events, retail promotions, and image campaigns to increase foot traffic and visibility throughout the historic downtown.

The Board of Directors allocates annual budget funds to support the many downtown promotional events.

Main Street is thankful for the volunteers who help with these events by serving on planning committees and volunteering their time. We are thankful for sponsors who fund the events, vendors at our Saturday Market, and community members who choose to attend these events and add economic value to our downtown by supporting small businesses.

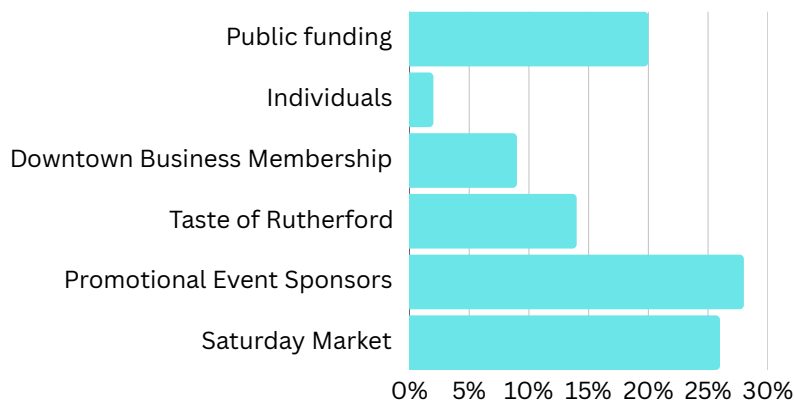
2025 PROMOTIONAL EVENTS & Marketing

- 40th Anniversary Annual Celebration
- Downtown After 5 (quarterly)
- Murfreesboro Saturday Market
- Friday Night Live Concert Series
- Scarecrows Downtown
- Window Decorating Contests
- Celebrate Christmas tree lighting
- Gift Basket Drawings
- Pictures with Santa at the Courthouse
- News Channel 2
- Local on 2 Live News Channel 2
- WGNS Radio
- Murfreesboro.com
- VIP Magazine
- Murfreesboro Post
- Good Morning Murfreesboro
- Mornings on Main Street
- 40th anniversary documentary- CityTV
- Murfreesboro Pulse
- Murfreesboro Lifestyle Magazine

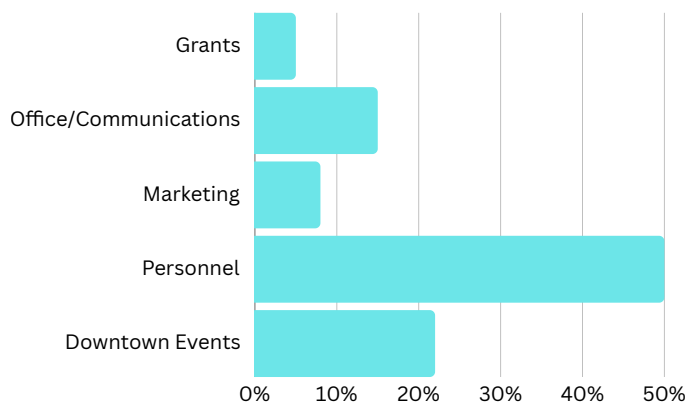




Income



Expenses



Friday Night Live Sponsors:

Presenting: Wilson Bank and Trust

Stage Sponsors: Murfreesboro Nissan and Xfinity

Grants: Tennessee Arts Commission & Community Foundation

Band Sponsors: School of Rock, Rural 1st, Hoffman Brothers, Middle Tennessee State University, Convention and Visitors Bureau

Saturday Market Sponsors:

State Farm Michael Busey, My Eye Doctor, Hoffman Brothers, Regions Mortgage, Rural 1st, CB&S Bank, Learning Zone Childcare, Redstone Federal Credit Union, School of Rock, The Davey Tree Expert Company, Urban Air, Adventure Planners, Tri-Star Stonecrest Medical, American Home Design, Rutherford Convention and Visitors Bureau, Murfreesboro Medical Clinic, Wilson Bank and Trust, Geico, Lincoln Navigator, United Communications, Ryan Homes

Celebrate Christmas Sponsors:

Presenting: Middle Tennessee Electric

Stage: Pinnacle Financial Partners and Archaea Energy

Grants: Tennessee Arts Commission

Window: Redstone Federal Credit Union

Santa: State Farm Michael Busey, State Farm Dana Womack

Elf: Wilson Bank and Trust, Dempsey, Vantrease & Follis, Murfreesboro Nissan, The Goddard School, Ragan-Smith, The Davey Tree Expert Company, Xfinity, Joe's Asphalt Paving, Geico, Ryan Homes, Fifth Third Bank, JLS Mechanical HVAC

Sip, Shop, and Stroll/Downtown After 5 Sponsors:

Redstone Federal Credit Union, CB&S Bank, Rutherford Convention & Visitors Bureau, Ragan-Smith, Rural 1st

Main Street 40th Annual Celebration:

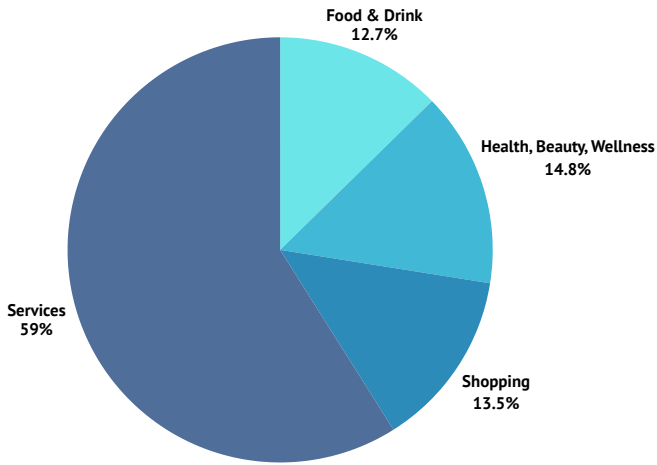
Volunteer State Bank

Downtown Data 2025

Main Street Murfreesboro Program
2025 Nationally Accredited

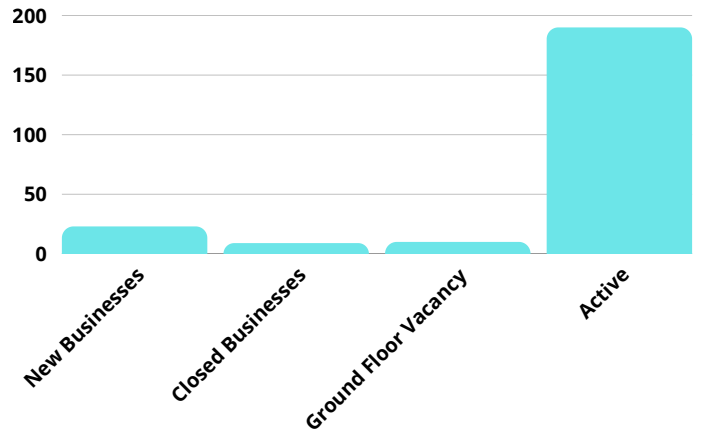
Business Categories

229 businesses in historic business district



Main Street Murfreesboro Booms Data 2025

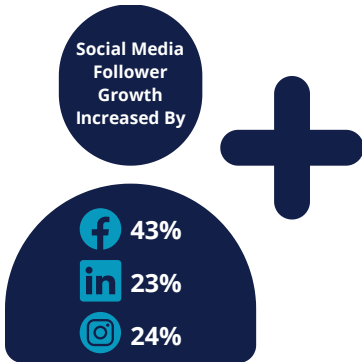
232 Downtown Businesses



Main Street BOOMS Data 2025

Main Street Events

Attendance



9K
Friday Night LiveConcerts

31K
Saturday Market

4K
Celebrate Christmas

18K
Shopping Events



\$300K
TN. Downtown Improvement Grant awarded to Main Street.



\$2.7M
16 projects in private downtown improvements



\$2.3M
10 projects in public downtown improvements



\$17 PSF
commercial downtown annual rent



Taste of Rutherford Sponsors

Presenting - Pinnacle Financial Partners

VIP Area - Liquid Smoke & The Humidor

Gold Sponsors:

Redstone Federal Credit Union

State Farm Michael Busey

SEC

Silver Sponsors:

National Health Investor

Johnson+Bailey Architects

Jobe, Hastings & Associates

Murfree, Goodman, Rosado

Hon Development Company

Smith-Wright Law

Ragan Smith

Bronze Sponsors:

Rutherford County CVB

Bill and Rita Shacklett

Contract Management Solutions

Hudson, Reed & Christiansen, PLLC

McFarland Construction

Rollins Excavating Co.

Bruce and Charlotte Petryshak

Lawyers Land and Trust

Beckman's Prescription Shop

Participating Restaurants:

VIP: Five on Black

Andy's Frozen Custard, Bart's Kitchen,

BB Creations, Blaze Pizza, Boro Bourbon

and Brews, Chick-Fil-A, Fire Birds

Restaurant, Five on Black, Five Senses &

Steakhouse Five, Jefferson's Restaurant,

Jeremiahs Italian Ice, Jo's Custom Cakes,

Marina's on the Square, Miss Polly's Tea

Room, Playa Bowls, Puckett's, Seasons 2

Bar and Grill, Simply Pure Sweets, Slick Pig

BBQ, Surcheros, The Alley on Main,

The Hot Dog Guy.

Craft Beer Vendors: Cedar Glad Brewery,

Dirty Bird Brew Co., Emerald Rose, Liquid

Smoke, and Middle Ground Brew.



Taste of Rutherford, the summer picnic party, held at the grounds of Oaklands Mansion, is Main Street Murfreesboro's annual fundraising event. Thanks to sponsorships and sold-out ticket sales, Main Street reached our \$40,000 goal. Funds raised at this event help Main Street implement downtown initiatives, including the property enhancement facade grant and beautification projects. 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 is a family-friendly event with food, drinks, music, and fun downtown!

DOWNTOWN DESIGN

ADAPTIVE REUSE & UNIQUE RETAIL CONCEPT AWARD

21 S. PUBLIC SQUARE

OWNER: LINDSEY ROMINE

Context:

Our goal throughout the renovation was to honor the building's original character while creating a warm, inviting, and regal atmosphere that aligns with the surrounding area's charm. We preserved the original exposed brick and avoided drilling or other alterations that could cause damage, ensuring the structure's integrity remained intact. The new interior color palette—deep blues and greens—brings richness and sophistication while complementing the brick and antique white trim found throughout downtown storefronts. The building's materials, colors, and purpose align closely with the area's emphasis on preservation, creativity, and community connection, making The Grand Exchange a natural fit within the Main Street district.

Design:

The renovation emphasizes craftsmanship, quality, and thoughtful detail. Custom-built bookshelves were designed to match the existing wood stain, blending seamlessly with the building's established aesthetic. Trim throughout the space was cleaned, restored, and repainted in its original antique white to enhance the vintage charm while maintaining cohesion with the surrounding finishes. All furniture was custom-built to create a timeless, cohesive interior, and the lighting fixtures—sourced as early as the 1980s—add layers of history and warmth. The design strikes a balance between elegance and timelessness, using rich tones, high-quality materials, and curated vintage touches to create a space that is both functional and visually distinctive.

Visual Impact:

The Grand Exchange contributes to the sense of place that defines Murfreesboro's historic downtown. Its blend of original architectural details, restored finishes, and curated local art creates a space that feels both rooted in history and alive with community spirit. The store serves as a recognizable landmark for readers, artists, and visitors seeking connection and creativity in the heart of the city—reinforcing the welcoming, historic fabric of Main Street.

Public Streetscape:

The Grand Exchange was designed to invite community engagement and create a welcoming, pedestrian-friendly environment. The storefront's refreshed paint and cleaned exterior present a polished but approachable appearance that enhances continuity along the square. Our outdoor table and chairs invite both customers within the store and pedestrians outside of it to take a seat, relax, chat, and enjoy the beauty of downtown. The large glass windows provide visibility and connection between the interior and the street, drawing visitors inside and maintaining a sense of transparency. Inside, local artists' works are displayed throughout the shop, adding points of visual interest and creating a rotating gallery that supports the local creative community. By carrying and featuring local art and hosting community events, book clubs, and workshops, The Grand Exchange extends its design impact beyond its walls and into the public realm.



DOWNTOWN DESIGN

HISTORIC REVITALIZATION & ACTIVATION AWARD

109 N. MAPLE STREET

OWNERS: DAVID AND NICK CARULLA

Context:

Jefferson's Restaurant was designed to blend seamlessly into Murfreesboro's Main Street Historic District. The exterior utilizes historically appropriate materials, natural tones, and traditional architectural rhythms to complement surrounding storefronts. This renovation preserves the building's original character and an exposed brick interior wall while modernizing operations to maintain authenticity and continuity. As a family-friendly establishment, Jefferson's supports downtown foot traffic and enhances the district's welcoming, mixed-use atmosphere.

Design:

The interior incorporates design elements that balance modern functionality with classic charm, including warm wood tones, coordinated color palettes, updated seating, and thoughtful lighting. These details create visual variety and a comfortable environment for guests while reinforcing balance throughout the space.

Jefferson's applied several innovative approaches to improve guest experience, including strategic seating layouts to optimize flow, an enhanced bar area, improved visibility throughout the dining room, and updated décor that adds interest without overwhelming the historic setting.

Visual Impact:

Jefferson's helps reinforce the identity of the Main Street Historic District by delivering a recognizable, reliable, and welcoming destination for both residents and visitors. The restaurant enhances the district's sense of place by supporting a lively dining environment and contributing to the ongoing revitalization of downtown Murfreesboro.

Public Streetscape:

The restaurant maintains a clear and inviting connection to the sidewalk and public realm. Well-marked entrances, appropriate lighting, and open visibility into the dining area help create a safe, comfortable streetscape presence for pedestrians. Large front windows allow light to spill onto the street and provide transparency that encourages passerby engagement. The street-facing entrance and visibility of menu offerings contribute to a welcoming pedestrian-scale environment that fits the character of Main Street.



DOWNTOWN DESIGN

EXCELLENCE IN INFILL & NEW CONSTRUCTION AWARD
317 N. WALNUT STREET

Context:

The new State Farm office was designed to align with the evolving yet historic streetscape of Main Street Murfreesboro. Its clean brick facade and symmetrical windows complement the area's existing architecture while introducing a modern, professional aesthetic that reflects the growth and revitalization of downtown. The building features a classic brick exterior that blends seamlessly with the neighboring structures, maintaining the district's warm, traditional tones. Sleek metal and glass elements were incorporated to add a fresh, contemporary character.

Design:

While the design is contemporary, the structure honors the historic rhythm of Main Street through its consistent proportions, vertical window alignment, and understated detailing. The result is a timeless balance between new construction and historic sensitivity. The facade design ensures visual balance while the clean architectural lines and lighting accents add interest both day and night.

Visual Impact:

The building's layout maximizes natural light, creating a bright and welcoming environment for clients and employees. Behind the scenes, a dedicated and well-lit employee parking area supports staff convenience and safety- an innovative approach for Main Street's compact environment. The design anticipates future growth while maintaining a professional and community-centered atmosphere. A locally commissioned mural honors our Veterans past and present. Additionally, it serves as a talking point in the conference room, where they host other professionals for continuing education and real estate closings, and as a meeting space.

Public Streetscape:

The project strengthens the streetscape by maintaining the established building line and engaging pedestrians with large windows that provide transparency between the interior and the street. This visual connection enhances community interaction and promotes a sense of openness. Ground-floor transparency, accessible entrances, and prominent lighting fixtures create an inviting pedestrian experience. The illuminated State Farm signage serves as a recognizable community marker, while the building's modern brick design and lighting composition contribute to the visual vibrancy of Main Street, particularly in the evening hours.



“BUILT TO LAST” AWARDS

HONORING FOUR BUSINESSES THAT HAVE THRIVED
FOR 50-60 YEARS DOWNTOWN.

The “Growth & Grit” Narrative

These businesses opened their doors during a transformative era for Murfreesboro - a time of rapid growth, cultural shifts, and the modernization of our downtown. While they may not be our ‘oldest’ establishments, they represent the grit and vision of a generation that built the foundation of the vibrant city we see today. They anchored themselves in our community and have remained ‘Built to Last’ through decades of change.

Oaklands Mansion - 1959

901 N. Maney Avenue

When it became known that the City planned to raze the mansion, a group of ten concerned local women mobilized to save Oaklands from this unceremonious fate. In April 1959, they formed the Oaklands Association and lobbied the City to deed the mansion to them. The City agreed and sold the mansion to the founding ladies for one dollar, with the stipulation that the Association restore the house and open it to the public within ten years. This group of dedicated women, with financial support from local residents, businesses, groups, the State of Tennessee, and Association-sponsored membership drives and fundraisers, then undertook the challenging task of cleaning, rehabilitating, restoring, and refurnishing the house. They restored Oaklands and opened it to the public as a house museum in the early 1960s, with assistance from free prison labor from the Rutherford County Workhouse. Since then, the Association has focused on preserving, restoring, interpreting, and maintaining the mansion and its grounds, collections, and furnishings.

Oaklands Association, Inc. is a nonprofit educational organization whose mission is to preserve our local history and inspire appreciation for Oaklands’ unique past.

The Hamery - 1968

411 West Lytle Street

“Col. Tom Givan and Dr. Sam Woods realized the need for good, old-fashioned cured country hams in Murfreesboro, Tennessee. The two were reminiscing about coming home, getting into Mama Vic’s cabinet, and eating cold biscuits stuffed with Old Doc’s country ham. Col. Givan and Dr. Woods longed for someone in Murfreesboro to cure hams the way they did in the old days.

‘Those store-bought hams are being cured so fast that they don’t even have time for the squeal to leave,’ they would say. Col. Givan and Dr. Woods agreed that country hams needed the rich, tangy flavor they remembered so well from Old Doc’s country ham years ago. The two friends knew that the only way for a ham to taste as superb as they remembered was to cure it themselves - just like Old Doc did. This marked the beginning of G&W Hamery’s operations. About 10 years later, ‘The Hamery’ was handed down to Bob Woods, Old Doc’s grandson, and he has been running it ever since. Curing ham hasn’t changed much at G&W Hamery, and Old Doc’s 68-year-old sugar curing recipe is still hanging on the wall.”

Now, customers can find the next generation behind the scenes of The Hamery as they celebrate 57 years of operations. Peter Bennett bought The Hamery in May of 2023. Pete has worked for Bob since he was eight years old, when his mother Carol would drop him off and say, ‘Work his, eh, tail off.’

“BUILT TO LAST” AWARDS

HONORING FOUR BUSINESSES THAT HAVE THRIVED
FOR 50-60 YEARS DOWNTOWN.

Johnson + Bailey Architects - 1975

100 East Vine Street, Suite 700

“Johnson + Bailey has remained strong in historic downtown Murfreesboro because we’ve always viewed architecture as a long-term commitment – to our clients, our employees, and this community. Charlie Johnson and Jim Bailey established that foundation in the 1970s, and when Jim Pettit, my father, and Lyle Lynch joined in the early 1980s, they carried it forward with integrity and technical excellence. That mindset has shaped the culture of the firm for five decades.

We’ve never pursued growth for its own sake. Instead, we’ve focused on serving local institutions well – City Schools, Fire Rescue, Middle Tennessee Electric, NHC – and maintaining those relationships over time. A steady balance of public and private work, combined with being a stable and supportive place to work, has allowed us to navigate economic cycles and changes within the profession. The city has grown tremendously around us, but our investment in downtown – where we got our start – has remained constant.

I was grateful to join the ownership team several years ago through the trust of Jim Bailey and my father, and I’ve had the privilege of helping lead the firm into its next chapter. Continuing that legacy is deeply meaningful to me. I see my role as a steward – honoring the integrity and care that built this firm while continuing to shape buildings that contribute to the architectural fabric of Murfreesboro and serve the community well.”

Keaton Pettit

Beckman’s Prescription Shop-1973

120 E. College Street

Beckman's Prescription Shop has been part of downtown since 1973, and the reason it’s stayed strong all these years is pretty simple: it’s always been about a personal connection with its patients and the community. Milton and Sylvia Beckman built Beckman's on hard work and genuine customer relationships. As second-generation business owners and pharmacists, Keith and Shannon Beckman have adapted and evolved with the ever-changing pharmacy industry. By leading with kindness, actively listening to patients, and broadening its clinical services, the pharmacy has been able to grow while still holding tight to the personal touch that sets it apart. Although much has changed in healthcare and independent pharmacy, Beckman’s continues to treat every patient like family.

“Taking over ownership of the pharmacy was both exciting and meaningful. We feel a deep sense of responsibility to honor the pharmacy's history, while also bringing fresh energy and ideas to keep Beckman’s relevant and thriving. Looking ahead, we are very excited about the future of our business downtown. We see Beckman’s continuing to grow, staying rooted in the community, and being a place people love to support for many years to come.”

Keith and Shannon Beckman

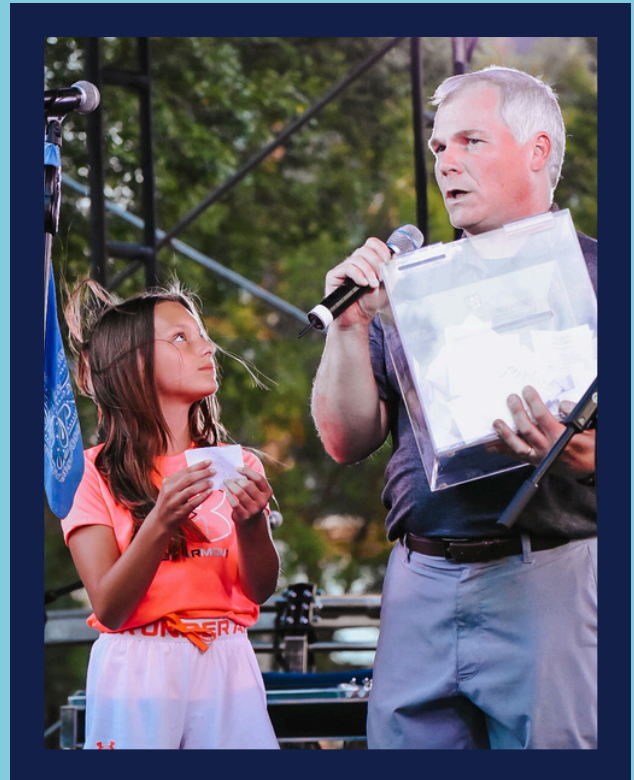
BUSINESS PARTNER OF THE YEAR AWARD

Wilson Bank chooses to support the historic downtown and Main Street Murfreesboro because we believe that a strong city center strengthens the entire community. Downtown is the heart of Murfreesboro, where small businesses grow, families gather, traditions continue, and the character of our community is preserved. Our investment in Main Street Murfreesboro reflects our commitment to keeping the heart of our great city strong.

Our mission in community support is to strengthen the places where our customers, employees, and neighbors live and work. Wilson Bank invests time, resources, and people into programs that positively impact the various communities we serve. From education and non-profits to downtown revitalization efforts, we aim to:

- Promote economic vitality by supporting local businesses and community activities,
- Encourage engagement through volunteerism and partnerships,
- Model servant leadership by being present, supportive, and hands-on in our community

Our vision is to help build and maintain an environment where people feel connected, supported, and proud to call Murfreesboro home. Wilson Bank loves to support the Friday Night Live concert series. Friday Night Live allows many of our employees to be involved in the community – interacting with their own friends, neighbors, and customers, with the thousands of people it attracts each summer. Friday Night Live is one of the most unifying events in Murfreesboro, bringing people of all ages and backgrounds to enjoy music, support downtown merchants, and celebrate the spirit of summer fun. Our employees love to show their pride in our community. Whether it's Friday Night Live, Christmas Around the Square, the Saturday Farmer's Market, or Downtown After Five, they often return with great stories of serving together.



DR. GLORIA BONNER DOUG YOUNG DOWNTOWN LEADERSHIP AWARD

Main Street Murfreesboro presents the Doug Young Downtown Leadership Award to Dr. Gloria Bonner. Dr. Bonner served on the Main Street Board of Directors from 2000 to 2023, and as board chair in 2015. She was instrumental in helping with JazzFest and Taste of Rutherford. Dr. Bonner still serves as Main Street's biggest cheerleader and our Historian.

Why have you been so passionate about volunteering to help downtown?

My long-term commitment is driven by the quality of people who embrace the mission of this organization and work intentionally to make us a model community for all citizens. Just as the Tin Man in the Wizard of Oz needed a heart to be fully engaged in life, Main Street serves as the heart of our community, and I am proud to set my mind and commitment toward its vital work.

How did you get started on the Main Street board?

I was attracted to the board by the energetic "movers and shakers" who served as members; I wanted to learn from these exceptional leaders and make a similar impact throughout the community. Seeing the board's diverse and committed representation inspired me to join so I could serve and contribute to our service-oriented initiatives.

What have been some of your favorite moments volunteering through Main Street?

I treasure every opportunity I've had to serve this vibrant community. Main Street is fueled by a unique leadership and a powerful synergy that remains as strong today as it was years ago. Ultimately, this organization is 'guilty of passion' - a passion for life, for embracing our differences, and for becoming the best we can be.

