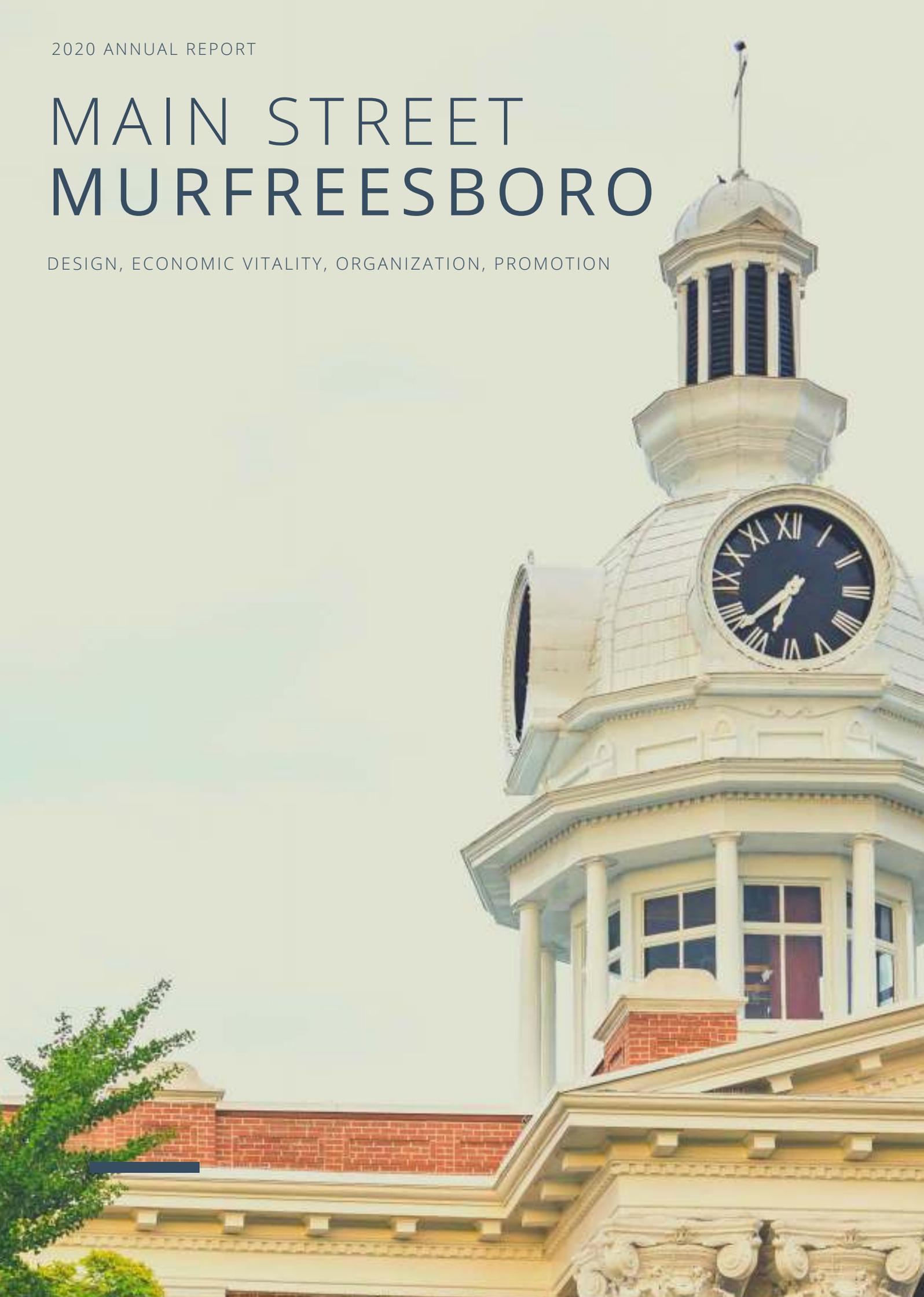


2020 ANNUAL REPORT

MAIN STREET MURFREESBORO

DESIGN, ECONOMIC VITALITY, ORGANIZATION, PROMOTION





LOOKING BACK...

Main Street Board Chair

Randy Caldwell

"To say that 2020 was a challenge may be one of the biggest understatements I have ever made, but good organizations face challenges head on and see them as opportunities! I believe that Main Street is stronger as a result of the COVID-19 obstacles we faced.

We started the year with a goal of maintaining the momentum and energy the organization has built over the last 35 years, keeping Main Street an important piece of the fabric of our downtown. Fortunately, we had an Executive Director, staff, board members, and committee members who were willing to think outside the box and make some very difficult decisions. This included canceling events that were near and dear to our hearts, but we acted with the best of intentions and with the safety of our partners and citizens being the focus of every decision made.

One of the first difficult decisions was to cancel JazzFest due to school closings and limits on crowd size. The Saturday Market occurred, but with modifications to meet safety recommendations. New Market Manager, Linda Weeks, added protocols for both vendors and participants, extended the market through October, and increased the number of vendors around the courthouse. Adding sponsors to the Saturday Market helped us bridge lost revenue from our music events that were cancelled including all four Friday Night Live Concerts. Taste of Rutherford was made possible thanks to a committee that adapted to COVID restrictions and a partnership with the City of Murfreesboro. Our sponsors and restaurants made this an event that we were all proud of and created a great model for the future. We saw a stronger participation from citizens that better represented the demographics of our community, and we will continue to strive to build on that. Ending the year with another "silver lining" in the face of challenges, the annual Christmas tree lighting event went virtual thanks to the City of Murfreesboro and Rutherford County governments' partnership. In thinking outside the box, we created an event more people than ever were able to be a part of during a global pandemic.



As a board member, I am truly proud of what was accomplished in the face of adversity. This could not have been done without people that are passionate about our downtown, including our board members and our staff, Sarah and Kathy. They are our guiding light in both good times and bad, giving direction that allows us to serve our downtown district in a meaningful and impactful way. A special thanks also to all our businesses and partners, who with their own challenges, still came out to support Main Street. It has been a pleasure to serve as your Chair for 2020. We remain optimistic that 2021 will see the return of our cherished events. There are still challenges ahead and your safety and well-being are at the forefront of our decision making. I want to thank those board members rolling off for their many years of service and welcome two new members this year. I am pleased to pass on the baton to Tab Talbott, as the new Chair, and look forward to his leadership and vision as we traverse 2021."

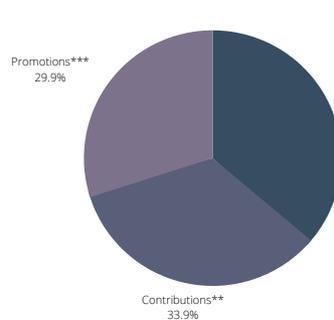
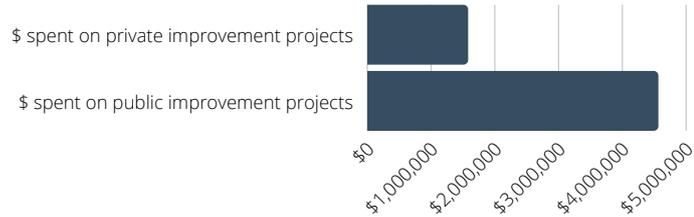
HIGHLIGHTS FROM 2020

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 helping small businesses navigate city ordinances.

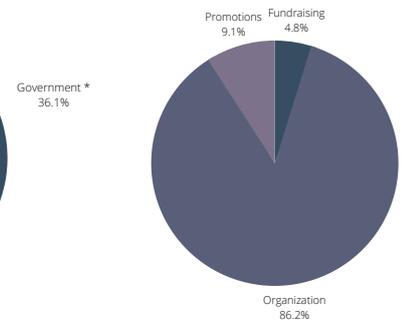
Organization: Main Street's Executive Board and Board of Directors is made up of 16 downtown property and business owners, City and County officials, and representation from our Chamber of Commerce. Main Street's board works to bring attention concerning the historic downtown to the forefront of our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

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 the Saturday Farmer's Market June through October, a community scarecrow display in October, a Holiday Market Shopping event for small businesses in November, and a virtual Celebrate Christmas with the official tree lighting of the Rutherford County Christmas tree in December. Despite Covid-19 and cancelling our JazzFest and Friday Night Live Concerts, Main Street worked to bring attention to the small businesses and promote all that the historic downtown still had to offer in 2020.

Economic Vitality: Main Street absorbed the Downtown Business Association in 2020 and focused on marketing and promoting small businesses in the downtown area. Through social media and paid advertising a greater awareness was created for supporting small businesses in our community. A newly designed map was distributed for shoppers and tourists to learn more about what the downtown has to offer.



Operating Revenue



Operating Expenses

Cash on Hand:
Strategic Reserve- \$57,595
Operating Reserve- \$84,942

*Includes City & County funding
 **Includes individuals, downtown business members, Taste of Rutherford fundraiser, and business contributions
 ***Includes Saturday Market, FNL concerts, JazzFest, and Christmas



Our downtown OVERVIEW

"Historic Downtown Murfreesboro is the center for commerce, government, culture and arts; a vibrant place to live, work and recreate."

"Our goal at Brass Horn Coffee is to impact people in a positive way through coffee and culture. We do this by sourcing green coffee responsibly, carefully roasting and brewing that coffee, and providing a welcoming space for our community to meet, work, and study over the coffee we love. Being a downtown small business owner, for me, means continuing the legacy of the businesses and non-profits that came before us as pillars of the community. Our building was built for my grandfather and his brother's auto parts business which my dad still owns and operates next door. This building has since housed the Red Cross, Greenhouse Ministries, and the Experience Community Church, incredible organizations that all made a difference for our community. We have big shoes to fill in this building, but we intend to work diligently to fill them."

Owner, Jeremy Florida



Brass Horn Coffee Roasters
410 W Lytle Street

Shawn and Aaron began their barbering relationship when they discovered their mutual love of beards and beard products. They began building their brand in 2014, when they created their own line of beard oils. In 2016, the two barbers had the opportunity to start a barbershop on the square and chose the name "WoodsViking" after their successful beard oil line. Starting out with six barbers and currently at 15, WoodsViking is unique in its service to multi-ethnic clients, creating a diverse cultural experience for everyone who enters their doors. Their location has been remodeled and expanded three times, seven months after first opening and then again in 2019, when they acquired the space next door. This allowed them the opportunity to add garage doors to the front of the building, giving their business a welcoming feeling as they often host musicians to provide entertainment for customers and passerby's. The design ideas for their build outs have all come from their loyal customers. These two Viking barbers have a soft spot in their heart for children, who make up 30% of their customer base, and they work year-round to raise funds for the nonprofit "A Soldier's Child Foundation".

Owners - Aaron Dabney and Shawn Templeton



Woods Viking Barbershop
15 S Public Square

Main Street
DESIGN
AWARD

"Opening in March of 2016, Simply Pure Sweets fulfilled a childhood dream. We offer pastries, breads, lunch, coffees and more. Rooted firmly in family as a true small business, we continue to grow in the community and participate in our customers' lives. We strive to always have fresh products using quality ingredients. Being a downtown small business, we feel closer to the community, our customer base and able to give back to the community that supports us. We are able to maintain a close relationship with other business owners to complete that tight knit family feeling that downtown offers." Owners, Matthew Joseph and Chantell Kennedy-Shehan



Simply Pure Sweets
128 N Church Street

"Beckman's Prescription Shop is Murfreesboro's oldest independent pharmacy since opening in 1972. Beginning with young pharmacists Milton and Sylvia Beckman, it is now operated by a new generation of pharmacists: their son, Keith, and his wife Shannon. Keith and Shannon are continuing the tradition of providing personalized service to their patients. Keith describes their mission: "To treat every patient as if they are our own family and to provide knowledge, clinical services, and exceptional care for our community." Shannon says, "Downtown Murfreesboro is such a special place with a rich history and an even brighter future. We feel very blessed to be a part of this neighborhood. The support from the downtown businesses for each other and our community inspires us daily." Owners, Keith and Shannon Beckman



Beckman's Prescription Shop
120 E College Street

Main Street
BUSINESS
AWARD



Main Street

Event

SPONSORS

The calendar was packed for 2020 with events scheduled, bands booked, permits filed, and sponsors secured. Sadly, when March rolled around and the state shut down business as we knew it due to COVID-19, Main Street had to make decisions pertaining to each upcoming event.

JazzFest was the first to be cancelled, as schools were closed and the student jazz bands were no longer playing. Social distancing became a common term and large group gatherings were being discouraged. Thanks to several sponsors who continued their support despite the cancellation of the event; they helped Main Street financially stay open in the Spring.

Friday Night Live Concerts were cancelled on a month by month basis, due to recommendations from our City and County government and guidance from the Governor of TN. pertaining to large musical events gathering in public spaces.

The Saturday Market was able to open starting in June with added precautions including mandated masks for vendors, recommended mask wearing and social distancing for participants, limited attendance by family members, and spacing out of vendors. Despite these new regulations, the market was a huge success, extending into October with the addition of craft vendors, bringing shoppers downtown to frequent our small businesses around the square.

Celebrate Christmas, the annual Rutherford County tree lighting, went virtual allowing Main Street to pre-record talent from the community, amid quarantines and social distancing. Through a partnership with CityTV, Main Street was able to capture more talent than ever on a one hour show shared on YouTube, getting 6,250 views, and on Facebook, with 8,500 views. Without the expected expenses of an in person event, Main Street was able to make a donation to the Rutherford County Courthouse to upgrade their Christmas decorations.

Grant Support:

TN Arts Commission, Middle TN. Tourism Council,
Rutherford County Convention and Visitors Bureau,
Middle Tennessee Electric Sharing Change, Murfreesboro City Government,
Rutherford County Government

JazzFest Sponsors:

Franklin Synergy Bank, Honda of Murfreesboro,
Pinnacle Financial Partners, Redstone Federal Credit Union

Celebrate Christmas Sponsors:

Middle Tennessee Electric, Pinnacle Financial Partners,
Redstone Federal Credit Union,
Jeff Flowers - Geico Insurance

Saturday Market Sponsors:

National Dance Clubs, Lee Company,
Wilson Bank and Trust,
Michael Busey - State Farm Insurance,
Jeff Flowers - Geico Insurance



"To maintain, enhance and promote the historic downtown as the heart of the community."

MISSION

"Picnic Social"

TASTE OF RUTHERFORD

The 2020 Taste of Rutherford summer party was turned into a summer picnic held in Cannonsburgh Village, a first for Main Street's annual fundraiser. Thanks to a partnership with Murfreesboro City Parks and Rec, Main Street was allowed to use the downtown space and in turn give back to the restaurants who participated. Picnic boxes, individual pre-packaged samples of the restaurants' best, and drinks provided by Stones River Total Beverages and served by Julie O'Donnell Bartending made this fundraiser a hit. Encouraging social distancing and safety precautions due to COVID-19, Main Street took every measure to keep attendees protected. Guests were entertained by musicians from the TN. Philharmonic Orchestra and enjoyed beautiful flower arrangements designed by Murfreesboro Flower Shop as they took in the sights of Cannonsburgh Village and visited with new and old friends while supporting Main Street Murfreesboro.

Taste of Rutherford Sponsors:

Gold Sponsors

First Community Mortgage, CMG Financial, Jonathan Harmon, Ragan-Smith and Associates, Law Office of W. Scott Kimberly, Regions Bank, Republic Services, Tri-Star Title & Escrow, SEC, Inc., First National Bank, The Humidor & Liquid Smoke, Premiere 6 Theatre, Middle TN. Association of Realtors

Silver Sponsors

Amada Senior Care, Adams + Swann, Shawn Wright, Ronnie and Donnie Barrett, Martin and Lisa Davenport, Wilson Bank & Trust, Steve and Heidi Fuchcar, R3 Contractors, Daniel Mediation, Murfree & Goodman, Fully Promoted, F&M Bank, Onyx Shear Hair Art, Bill Jakes Realty, Farrar Wright, Bill and Rita Shacklett, Pinnacle Financial Partners, Contract Management Services

Bronze Sponsors

Hall's Auto Care, Gateway Title Services, First Vision Bank, Nurture Nook Day Spa, Tab and Layne Talbott, Trendy Pieces, Bella's Boutique, The Marketplace, Iberia Bank, Michael Busey- State Farm, Franklin Synergy Bank, Shane McFarland Construction, Dallas and Melinda Caudle, Huddleston-Steele Engineering, Redstone Federal Credit Union

Patron Sponsors

Greg and Cindy Hall, Casey Rainey, Ron and Charlene Taylor, Pat Wade, Dana Womack, Matt and Shawn Rueff, Henry and Kathleen Phillips, Glen and Patti Hutchinson, Murfreesboro Pure Milk Co., Eric and Nena Egli, Patrick and Katherine Cammack, Holden Hardware, Heritage South Credit Union, Wild Goose Chase, Chase and Francela Salas, Ed and Andrea Loughry, Ogles Electric Co., The Country Gourmet, National Dance Clubs, John Hood

Restaurant Participants

Marina's On The Square, The Alley on Main, The Blue Porch, Boro Town Cakes, City Café, Five Senses Restaurant, Jo Jo's Fruit Tea, Milano's II, Puckett's Grocery, Simply Pure Sweets, Slick Pig, Tasty Table, Hernandez Mexican Deli, Brass Horn, Olive Branch Bakery, Domenico's Deli, Carriage Lane Inn

Taste of Rutherford
EVENT SPONSORS

The Evening on Main is an annual tradition to bring supporters of Main Street together while visiting in a lovely downtown home. Sadly, this event was cancelled due to social distancing mandates. But this didn't stop supporters of Main Street! 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 \$6,645 in individual donations. Thank you to everyone who contributed to Main Street!

Andy Womack State Farm
 Brad and Laura Bartel
 Robert Batcheller
 Mary Baughman
 Doris Bean
 David and Julie Becker
 Bella's Boutique
 Bill Jakes Realty
 Bonnie Black
 Dr. Gloria Bonner
 Tommy and Jeanne Bragg
 Ernest and Peggy Burgess
 Randy and Janice Caldwell
 John and Andrea Calfee
 Patrick and Katherine Cammack
 Chloe Ceruitti
 Contract Management Services
 Richard and Martha Curl
 Joseph "Steve" Daniel
 Eric and Nena Egli
 Sharon Fitzgerald
 Charles and Delia Goodman
 Sean and Anne Gilliland
 Jannette Harden
 M. Rise Hayes
 Thomas J. Haynes
 Aurelia Holden
 Rollie Holden
 Glen and Patti Hutchinson
 Michael Humnicky
 Ronnie and Cynthia Martin

Ashley McDonald
 E.E. and Betty Miller
 Eddie and Renee Miller
 Marv and Lennie Miller
 Bud Morris
 Matt B. and Katherine Murfree
 John Murray and Elizabeth Laroche
 Ed and Andrea Loughry
 William Patterson
 Henry and Kathleen Phillips
 White and Polk
 Readyville Family C.L.A. Trust
 Gregory Reed
 Sam and Joy Rorex
 Patricia Smith
 Swafford Properties
 HR and Charlotte Swafford
 Tab and Layne Talbott
 Joyce Taylor
 Ron and Charlene Taylor
 The Country Gourmet
 The Marketplace Home and Gifts
 Beth Throneberry
 Blake and Lee Tidwell
 Trendy Pieces
 Bill and Pat Wade
 Bart and Lee Ann Walker
 Dr. Carroll Van West
 Doug Willard
 Herbert and Peggy Young
 Susan Young

Main Street INVESTORS

Main Street Murfreesboro, celebrating 36 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 2020.



Main Street Board

Randy Caldwell - Chair, Bill Jakes - Past Chair, Kasey "Tab" Talbott - Vice Chair, Sean Gilliland - Treasurer, Dr. Gloria Bonner - Secretary, Sharon Fitzgerald, Susan Grear, Chris Lilly, Bill Shacklett, Ron Taylor, Kirk Garrett, Chantho Sourinho, Stephanie Kusch, Ashley McDonald, Greg McKnight, Patrick Cammack

Main Street Staff

Sarah Callender, Executive Director
Kathy Duke, Office Manager

New Board Members

Jonathan Harmon and Tianna Christiansen
Interim: Ken Halliburton

Board Members completing their service

Bill Jakes, Sharon Fitzgerald, and Ron Taylor



225 West College Street
615-895-1887

www.mainstreetmurfreesboro.com