



FOR IMMEDIATE RELEASE

Contact

Historic Lebanon
Kim Parks, Executive Director
615-547-9795 historiclebnaon@cumberland.edu

Historic Lebanon RECEIVES 2023 MAIN STREET AMERICA ACCREDITATION

Lebanon, TN May 10, 2023 – Historic Lebanon has been designated as an Accredited Main Street America™ program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of Accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

“We are very proud to acknowledge this year’s 862 Accredited Main Street America programs, and their steadfast dedication to nurture economically and culturally vibrant downtown districts,” said Hannah White, Interim President & CEO of Main Street America. “The increase in the size and impact of our network speaks volumes to the power of the Main Street movement to respond to the needs of local communities and drive innovative solutions.”

Historic Lebanon’s performance is annually evaluated by the Tennessee Main Street program which works in partnership with Main Street America to identify the local programs that meet rigorous national performance standards. To qualify for Accreditation status, communities must meet a set of rigorous standards that include commitments to building grassroots revitalization programs, fostering strong public-private partnerships, nurturing economic opportunity for small businesses and entrepreneurs, and actively preserving historic places, spaces, and cultural assets.

The statistics for Lebanon’s Main Street District in 2022 show continued growth and strength. One million, eight hundred thousand dollars, both private and public dollars, were invested in the district in 2022. A net of twenty-five new businesses opened and a net of 116 new jobs were created. Fifteen building renovations were completed in 2022 and over 1500 volunteer hours were realized for Historic Lebanon.

“Our focus is to preserve the historic buildings, increase tourism, entice more entrepreneurs and to create a sense of place in our Main Street District. We want to use the historic properties in new ways to create a vibrant area with restaurants, retail/office spaces and urban living”, explained Kim Parks, Executive Director for Historic Lebanon. Another goal of the organization is a more walkable downtown with streetscaping, a direct connection to the commuter train station through a walking trail and the installation of public art. These improvements will create a gathering place for locals as well as increase tourism to the historic downtown.

Historic Lebanon believes the historic downtown core is a place for everyone. By using historic preservation to create a positive economic impact in the community; focusing on new opportunities for food & beverage entrepreneurs, spearheading beautification projects, and placemaking projects which raise the quality of life for all, Historic Lebanon can create a vibrant Main Street District. This is essential to Lebanon’s economic

development, heritage tourism, quality of life and civic pride. The organization is a strong advocate for the proper development of our Square and surrounding neighborhoods for now and for generations to come. They want to preserve the small-town charm of Lebanon and its sense of community, but understand to stay vibrant, the historic area must have smart growth.

Historic Lebanon's top goals of 2023 include: continued progress towards the beautification of the Main Street District- this includes Public Square gateway improvements in our Streetscape Plan and a new banner program; opening our Proof + Main kitchen incubator in our Main Street District; multimodal connectivity of the historic downtown core to the commuter rail station and surrounding neighborhoods; creating a strategy to develop more housing units in/near our historic downtown core; and to continue support for local small businesses with placemaking, branding and promotions. All of these projects are aligned with the Main Street America 4-point approach for community development. The four points focus on economic vitality, promotion, design and organization.

In 2022, Main Street America programs generated \$6.2 billion in local reinvestment, helped open 7,657 net new businesses, facilitated the creation of 29,174 net new jobs, catalyzed the rehabilitation of 10,688 historic buildings, and leveraged 1,528,535 volunteer hours. On average, for every dollar that a Main Street program spent to support their operations, it generated \$24.07 of new investment back into their downtown communities.

Collectively, 2 million people live or work within the boundaries of designated Main Street America districts. An estimated workforce of 1.1 million people contribute their skills and expertise to advancing the missions of these historic downtowns and commercial corridors.

ABOUT MAIN STREET AMERICA

Main Street America leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts. For more than 40 years, Main Street America has provided a practical, adaptable, and impactful framework for community-driven, comprehensive revitalization through the Main Street Approach™. Our network of more than 1,600 neighborhoods and communities, rural and urban, share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have generated more than \$101.58 billion in new public and private investment, generated 168,693 net new businesses and 746,897 net new jobs, rehabilitated more than 325,119 buildings, and levered over 33.7 million volunteer hours. Main Street America is a nonprofit subsidiary of the National Trust for Historic Preservation. For more information, visit mainstreet.org.