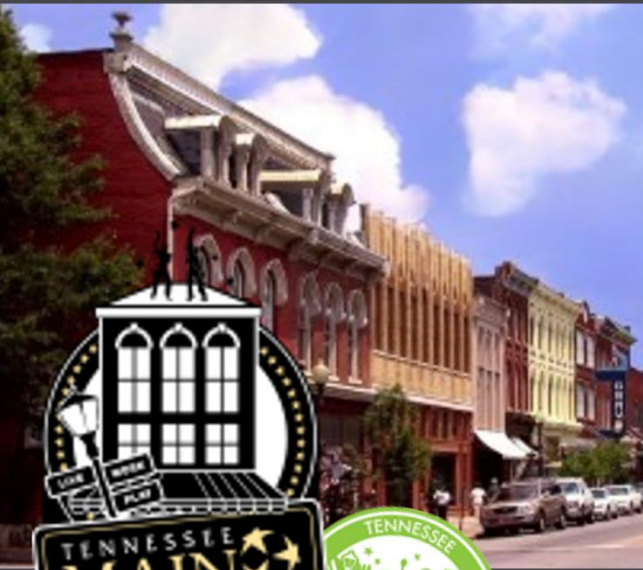
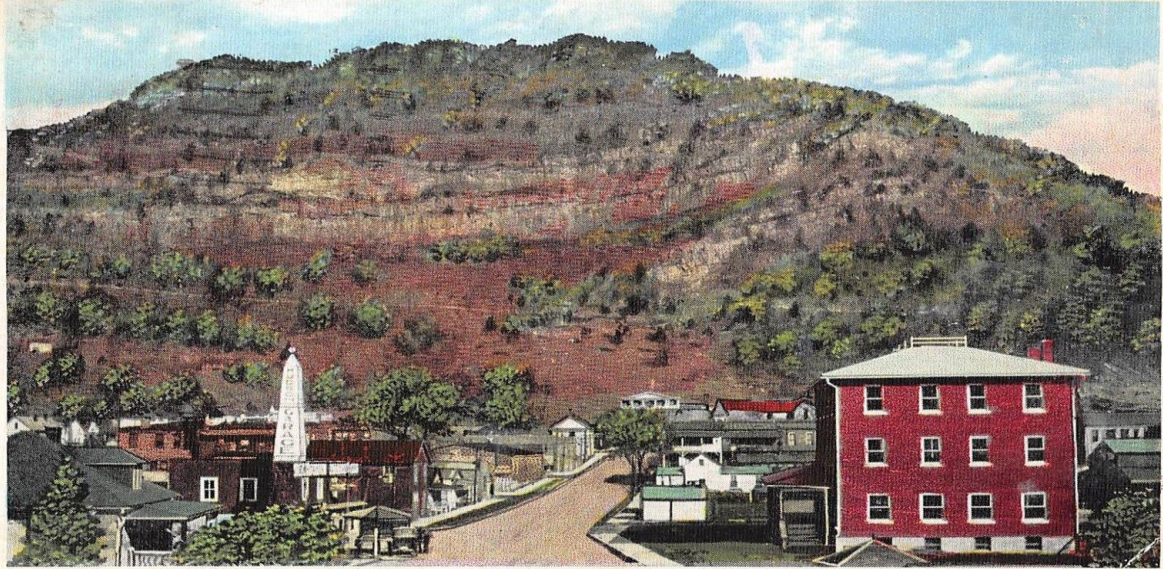


# Welcome 2022-23

## Tennessee Downtowns

*Alexandria – Copperhill – Cumberland Gap – Decherd – Loretto  
Newbern – Oneida – Rossville – Tellico Plains- Waverly*





TENNESSEE MAIN STREET



## CUMBERLAND GAP TENNESSEE

### AGENDA:

**TNDT OVERVIEW**

**FOUR POINT APPROACH**

**SWOT**

**TOP 5 TNDT PRIORITIES**

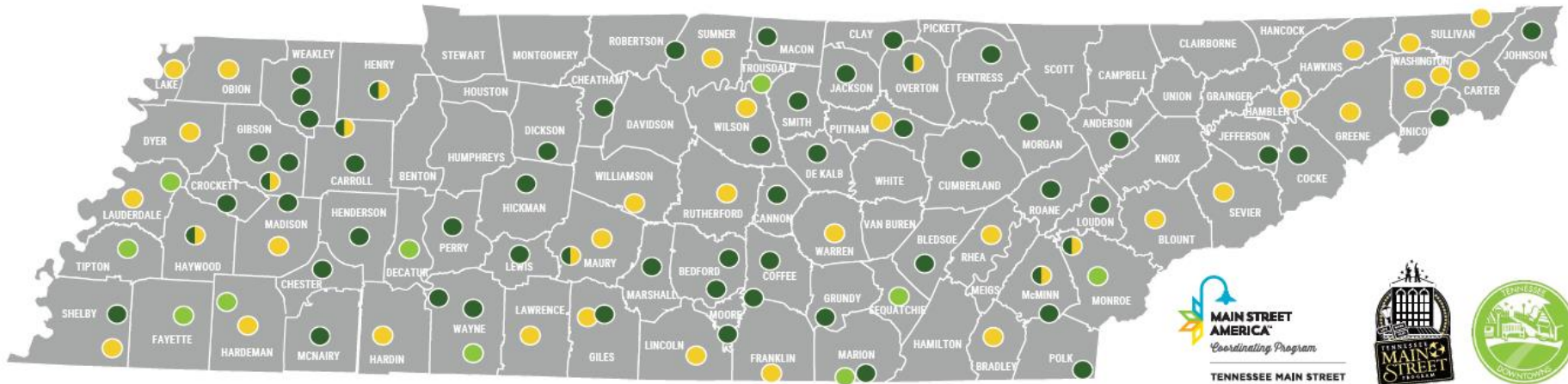
**Nancy Williams**  
Tennessee Main Street Program Director

**Bridget Jones**  
Tennessee Main Street Program Consultant /  
Tennessee Downtowns Program Mentor

July 8, 2022



# Main Street and Downtowns Communities



## Main Street Communities

Athens – McMinn Co.\*  
 Bristol – Sullivan Co.  
 Bolivar – Hardeman Co.  
 Brownsville – Haywood Co.\*  
 Cleveland – Bradley Co.  
 Collierville – Shelby Co.  
 Columbia – Maury Co.  
 Cookeville – Putnam Co.  
 Dayton – Rhea Co.  
 Dyersburg – Dyer Co.  
 Elizabethton – Carter Co.  
 Fayetteville – Lincoln Co.  
 Franklin – Williamson Co.  
 Gallatin – Sumner Co.  
 Greeneville – Greene Co.  
 Humboldt – Gibson Co.\*  
 Jackson – Madison Co.  
 Johnson City – Washington Co.  
 Jonesborough – Washington Co.  
 Kingsport – Sullivan Co.  
 Lawrenceburg – Lawrence Co.  
 Lebanon – Wilson Co.

Livingston – Overton Co.\*  
 Maryville – Blount Co.  
 McKenzie – Carroll Co.\*  
 McMinnville – Warren Co.  
 Morristown – Hamblen Co.  
 Mount Pleasant – Maury Co.\*  
 Murfreesboro – Rutherford Co.  
 Paris – Henry Co.\*  
 Pulaski – Giles Co.  
 Ripley – Lauderdale Co.  
 Rogersville – Hawkins Co.  
 Savannah – Hardin Co.  
 Sevierville – Sevier Co.  
 Sweetwater – Monroe Co.\*  
 Tiptonville – Lake Co.  
 Union City – Obion Co.  
 Winchester – Franklin Co.

\* Downtowns Alumni

## Tennessee Downtowns

### Active Communities

Collinwood – Wayne Co.  
 Covington – Tipton Co.

Decaturville – Decatur Co.  
 Dunlap – Sequatchie Co.

Halls – Lauderdale Co.  
 Hartsville – Trousdale Co.

Madisonville – Monroe Co.  
 Somerville – Fayette Co.

South Pittsburg – Marion Co.  
 Whiteville – Hardeman Co.

### Alumni Communities

Alamo – Crockett Co.  
 Arlington – Shelby Co.  
 Ashland City – Cheatham Co.  
 Athens – McMinn Co.  
 Bell Buckle – Bedford Co.  
 Brownsville – Haywood Co.  
 Carthage – Smith Co.  
 Celina – Clay Co.  
 Centerville – Hickman Co.  
 Clifton – Wayne Co.  
 Clinton – Anderson Co.  
 Crossville – Cumberland Co.  
 Dickson – Dickson Co.

Dresden – Weakley Co.  
 Ducktown – Polk Co.  
 Erwin – Unicoi Co.  
 Etowah – McMinn Co.  
 Gainesboro – Jackson Co.  
 Greenfield – Weakley Co.  
 Henderson – Chester Co.  
 Hohenwald – Lewis Co.  
 Humboldt – Gibson/Madison Co.  
 Huntingdon – Carroll Co.  
 Jamestown – Fentress Co.  
 Jasper – Marion Co.  
 Jefferson City – Jefferson Co.

Lenoir City – Loudon Co.  
 Lewisburg – Marshall Co.  
 Lexington – Henderson Co.  
 Linden – Perry Co.  
 Livingston – Overton Co.  
 Lynchburg – Moore Co.  
 Lynnville – Giles Co.  
 Manchester – Coffee Co.  
 Martin – Weakley Co.  
 McKenzie – Carroll Co.  
 Milan – Gibson Co.  
 Monterey – Putnam Co.  
 Mount Pleasant – Maury Co.

Mountain City – Johnson Co.  
 Newport – Cocke Co.  
 Paris – Henry Co.  
 Pikeville – Bledsoe Co.  
 Portland – Sumner/Robertson Co.  
 Red Boiling Springs – Macon Co.  
 Rockwood – Roane Co.  
 Selmer – McNairy Co.  
 Shelbyville – Bedford Co.  
 Smithville – Dekalb Co.  
 Sweetwater – Monroe Co.  
 Tracy City – Grundy Co.  
 Trenton – Gibson Co.

Tullahoma – Coffee Co.  
 Wartburg – Morgan Co.  
 Watertown – Wilson Co.  
 Waynesboro – Wayne Co.  
 White Bluff – Dickson Co.  
 Woodbury – Cannon Co.

March, 2021

42 Main Streets

68 Tennessee Downtowns (58 alumni, 10 active, 8 advanced to Main Street)

## Accredited Tennessee Main Streets - 2022



- Athens
- Bolivar
- Bristol
- Brownsville
- Centerville
- Cleveland
- Clifton
- Clinton
- Collierville
- Columbia
- Cookeville
- Dayton
- Dyersburg
- Elizabethton
- Fayetteville
- Franklin
- Gallatin
- Greeneville
- Humboldt
- Jackson
- Jonesborough
- Kingsport
- Lawrenceburg
- Lebanon
- Livingston
- Madisonville
- Maryville
- McKenzie
- McMinnville
- Morristown
- Murfreesboro
- Paris
- Pulaski
- Rogersville
- Tiptonville
- Savannah
- Sevierville
- Sweetwater
- Union City
- Ripley
- Winchester

42 Programs and Growing!

Every community has a heart.  
Keeping that heart beating is what we do.

National Trust for Historic Preservation





# Round 8 - Tennessee Downtowns

## Important Dates & Tasks

- **July - August 2022** - Preliminary Visits/Introduction to Downtown Revitalization/SWOT/Top 5 Priorities
- **August 2022** - TNDT Committee Preliminary Report Review
- **September 2022** - Work Plan Meeting with Mentor
- **September & October 2022** - TNDT Webinar Series - Design, Promotion, Economic Vitality, Organization
- **November 16<sup>th</sup>, 2022** - Four Points Workshop - Cookeville
- **November - December 2022** - Grant Contracting
- **January 2023** - Grant Project Underway
- **March - April 2023** - Grant Project Monitoring with Mentor
- **May - June 2023** - Track Progress December Completion
- **July - December 2023** - TNDT Going Forward Visits
- **December 2023** - Grant Completion, Final Invoice, Closeout

# TNECD Tennessee Downtown Grants

**2023 Contract Amount: \$15,000**

## **Focus:**

Downtown Revitalization - Asset-Based Community and Economic Development

## **Range of Uses:**

Façade Improvement Programs

Facade Design Plans

Banner Programs

Destination & Wayfinding Signage

Business Signs & Window Clings

Streetscape Furnishings & Art Installations

Outdoor Spaces for Dining, Shopping & Events

Food Truck & Pop-Up Business Parks

Branding & Logo Development

Website & Social Media

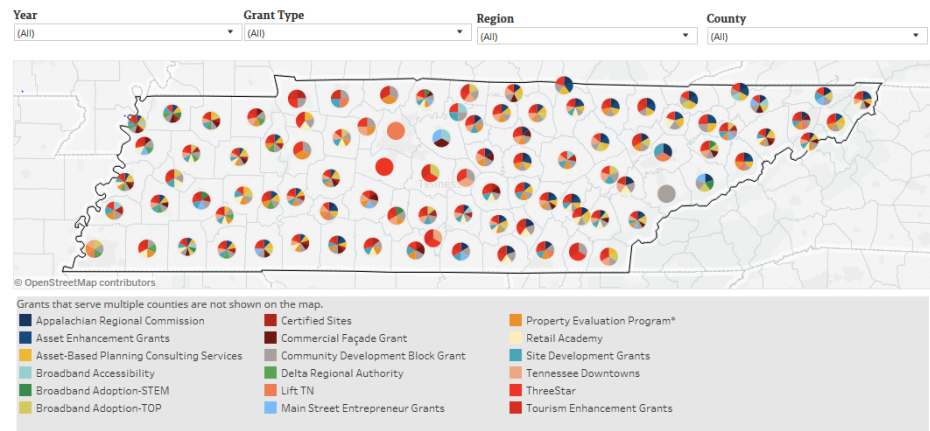
Others.....Unique to your community's assets and opportunities!

# TNECD Community & Rural Development

- Information on each program, its eligibility and application requirements, and deadlines - <http://tn.gov/ecd/topic/rural-development>
- Information on all projects that ECD has funded since 2011 and goals - <https://admin.teamtn.gov/openecd/>
- County Profiles - <http://www.tnecd.com/county-profiles/#cp-data-resp>

## Community and Rural Development Investments

The dashboard below reflects the number and value of grants awarded to Tennessee communities through TNECD's rural and community development programs since 2011.



**\$484,525,203**  
Value of Grants Awarded

**95**  
Counties Receiving Grants

**1,803**  
Number of Grants Awarded



# TNECD and Tennessee Main Street Funding Opportunities

- Tennessee Historic Development Grant Program
- Downtown Improvement Grant Program
- Tennessee Placemakers Entrepreneurship Fund
- BERO/Tennessee Smart Start Communities
- Community Development Block Grant Program
- Appalachian Regional Commission
- American Recovery Act

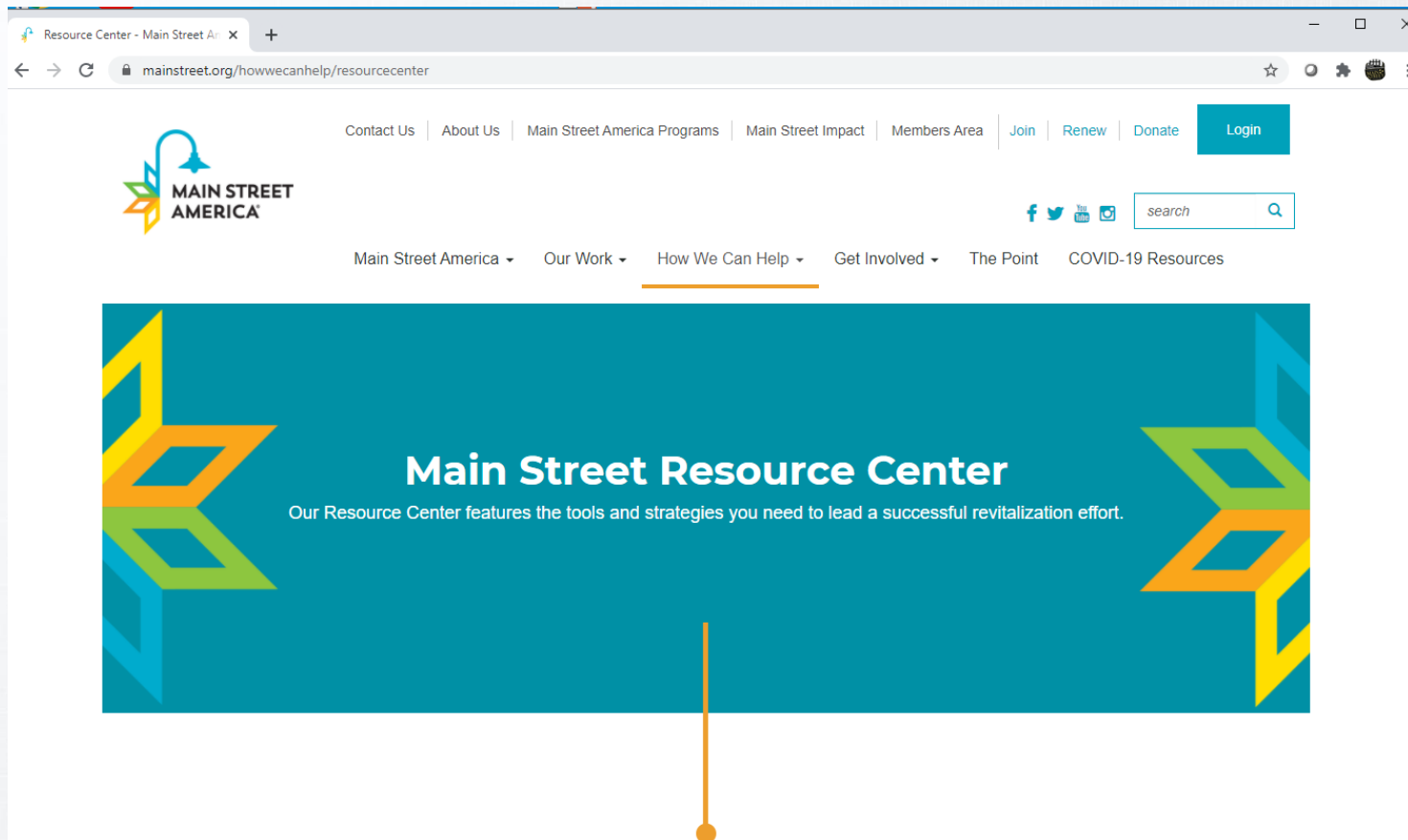
**Available Funding & Resources!**

# Tennessee Historical Commission Funding Opportunities

- East Tennessee Development District & East Tennessee Preservation Alliance – Historic Preservation Planning & Technical Services
- Federal Historic Tax Credit Program
- Certified Local Government & Local Government Services
- Tennessee Historic Commission – Federal Preservation Grant
- National Trust Preservation Fund

**Available Expertise & Funding!**

# Join the community at [www.mainstreet.org](http://www.mainstreet.org)



# Download handbooks and webinars

← → ↻ [mainstreet.org/howwecanhelp/resourcecenter](https://mainstreet.org/howwecanhelp/resourcecenter)

Main Street America ▾

Our Work ▾

How We Can Help ▾

Get Involved ▾

The Point

COVID-19 Resources

## Digital Libraries

COVID-19 RESOURCES

MSA HANDBOOKS & GUIDES

REVITALIZATION TOOLKITS

WEBINAR SERIES

MAIN STREET NOW ARCHIVE

VIDEO SERIES

STATE OF MAIN

## Recently Released



### NAVIGATING MAIN STREETS AS PLACES

A PEOPLE-FIRST TRANSPORTATION TOOLKIT



# FOUR POINT APPROACH

Synergy is  
Key!



# Eight Principles

- **Comprehensive** – No Single Focus
- **Incremental** – Small Projects & Simple Activities
- **Self-help** – Local leadership/Grassroots
- **Partnership** – Public/Private/Community
- **Identifying and Capitalizing on Existing Assets**
- **Quality** – Not Quantity
- **Change** – In Attitudes & Practice
- **Implementation** – Visible Results

**Why The Four-Point Approach Works**



# Design

- Appearance/Maintenance
- Streetscape
- Signage/Wayfinding
- Public Art
- Outdoor Spaces
- Parking Management
- Local Codes/Ordinances
- Building Inventory
- Facades/Adaptive Reuse
- Historic Districts

**The Four-Point Approach**

# Promotion

- Image/Branding
- Marketing
- Website/Social Media
- Media Relations
- Business & Retail Promotions
- Special Events
- Awards
- Ribbon-cuttings
- Quality Emphasis



**The Four-Point Approach**



# Economic Vitality

- Market Analysis
- Transformational Economic Strategy
- Real Estate Inventory
- Business Inventory
- Retain/Expand/Create
- Business Recruitment
- Incentives & Financing
- Small Business Assistance
- Entrepreneurship Support



Main Street Humboldt



Main Street Humboldt's mission is to develop an attractive, economically stable downtown community to promote existing business growth, attract new opportunities and create a destination for customers and visitors.

Welcome to our hometown of Main Street Humboldt! With our festivals and fine arts, movies and music, shopping and sporting events, and everything in between, Humboldt is authentically Tennessee.

Want to move your family here? Or maybe you want to start a business or relocate your existing operation here? Great choice! In Humboldt you'll find small-town charm minutes from Jackson and a short drive to Memphis and Nashville.

## The Four-Point Approach

# Organization

- Program Management
- Annual Work Plans
- 3 to 5 Year Strategic Plans
- Monitoring/Statistics
- Annual Reporting
- Partnerships
- Volunteers
- Memberships
- Grants/Fundraising
- Training



**The Four-Point Approach**




# CURRENT STRENGTHS:

- Accepted into Round \*8 of the Tennessee Downtowns Program!
- Excellent *Adopted Cumberland Gap Master Plan* in place and ready for implementation!
- Cumberland Gap is the location where several National and State Trail Systems connect within or near the town
- Future location of Northern Terminus of Tennessee's Cumberland Trail Center
- Guardians of the Gap 501c3 organization in place with great community leaders and strong relationship with Town of Cumberland Gap leaders
- Excellent relationships with Public Lands Managers and Park Superintendent
- Cumberland Gap is on National Register of Historic Places – Historic Zoning in place
- Close location to Lincoln Memorial University and destination for faculty, students, staff and visitors
- Good array of Annual Events underway with partners
- Many community assets in place to support “**Trail Town**” Economic Strategy including coffee shop and restaurants, intown lodging options, public restrooms, 2 small parks with amphitheaters, bikeshare program, walkable and shady downtown environment and other desirable elements

# CURRENT WEAKNESSES:

- Funding sources for Implementation of Master Plan!
- Sidewalks and streetscape infrastructure
- Needed repairs to some key downtown properties
- Need technical assistance to identify and apply for grants and funding sources
- Lack of Cumberland Gap marketing and promotions resources
- Lack of dedicated staff for tourism and downtown development
- Lack of staffing and consultants for grant writing and management

# CURRENT OPPORTUNITIES:

- Close proximity to vast outdoor recreation assets and economic drivers!
- Destination Branding – *Cumberland Gap - Tennessee's Original Trail Town!*
- Looking to bring more visitors to Cumberland Gap
- Implement Cumberland Gap Master Plan – Polish off and add new **“Trail Town”** amenities
- National Register Historic District positions for use of Historic Development incentives and Certified Local Government designation
- Supporting relationships and willing partnerships in place with NPS, TDEC, Lincoln Memorial University, nearby towns and communities in the Cumberland Gap Region, state and regional tourism organizations
- Opportunity to identify elements of Cumberland Gap Master Plan that can be implemented during TNDT Program participation
- Inventory of interested business owners and investors who want to expand and locate in Cumberland Gap – Match these with available properties and owner objectives
- Work with TDEC to advance planned Cumberland Trail Center in Cumberland Gap to complete connecting point with national and regional trail systems
-  Create focused Plan of Work – Match with grant funding and resources!

# CURRENT THREATS:

- Missing out on available funding resources!
- Potential to lose or see non-supporting uses in existing historic downtown properties
- Not enough available downtown properties available to host future businesses who want to locate in Cumberland Gap
- Infrastructure and sidewalks continue to decline in condition
- Lack of access to technical services for funding strategies and grant requests

# 2022 - 2023 Top 5 Tennessee Downtowns Priorities:

- Develop Under-utilized Properties
- Utilities and Streetscape Improvements
- Improved Dilapidated Structures
- Destination Branding, Promotion and Marketing Systems, Wayfinding Signage
- Strategy and Funding to Create Tourism/Downtown Development Staffing



## CUSTOMER-BASED STRATEGIES

Workers and Residents  
Elder-Friendly and Aging-In-Place  
Family-Friendly and Family-Serving  
Millennials, Hipsters and Young Adults

## INDUSTRY, PRODUCT, OR SERVICE-BASED STRATEGIES

Tourists and Tourism	Entertainment and Nightlife	Furnishings
Agricultural Center	Environmentally-Friendly Products and Services	Health and Wellness
Apparel	Ethnic Specialties	Knowledge Economy
Arts (performing and visual)	Food	Manufacturing
College Town	Furniture and Home	Military Installations
Convenience Goods and Services		Sporting, Recreation, and the Outdoors



**Economic Strategy - Driven Strategic Plan**

Board/Staff	Organization	Promotion	Design	Economic Vitality
<b>KEY ACTIONS</b> Priorities/Projects:	<b>Current Initiatives:</b>	<b>Current Initiatives:</b>	<b>Current Initiatives:</b>	<b>Current Initiatives:</b>
<b>RESOURCES NEEDED</b> Who, What, How:	<b>BIB/Partner Initiatives:</b>	<b>BIB/Partner Initiatives:</b>	<b>BIB/Partner Initiatives:</b>	<b>BIB/Partner Initiatives:</b>
<b>METRICS</b> Results, Numbers, Outcomes:				
<b>SCHEDULE:</b>	<b>Timing of New Initiatives:</b>	<b>Timing of New Initiatives:</b>	<b>Timing of New Initiatives:</b>	<b>Timing of New Initiatives:</b>

# On the notecard:

- Your name
- Which of the four points interest you the most? (*Design, Organization, Economic Vitality or Promotion*)
- Is there a big goal you would like to see The Town of Cumberland Gap accomplish in the next year?
- Who else would you like to bring along?

# Nancy Williams

Tennessee Main Street Director  
State of Tennessee Department of Economic and Community Development  
312 Rosa Parks Ave.  
Nashville, TN 37203  
[Nancy.Williams@tn.gov](mailto:Nancy.Williams@tn.gov)  
615.806.3185 (cell)

# Bridget Jones

Tennessee Main Street Program Consultant  
jones-bridget consulting group  
907 West 6<sup>th</sup> Street  
Columbia, Tennessee 38401  
[jones-bridget@att.net](mailto:jones-bridget@att.net)  
931-626-7701(cell)

