

HERITAGE FOUNDATION OF WILLIAMSON COUNTY, TN

# Saving Places and Stories That Matter

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Annual Report  
May 2019 — April 2020

HERITAGE BALL  
2019



**HERITAGE  
FOUNDATION**  
WILLIAMSON COUNTY, TN





LEHEW MAGID  
BIG HOUSE  
HISTORIC PRESERVATION

1942  
WILLIAMSON  
COUNTY JAIL

No 112

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Dear friends,

As I reflect on this past year, I am honored to serve this Foundation and lead the important work of preserving the places and stories that really matter to our community. This past year we embarked on an ambitious strategic plan and remained steady in our mission and momentum during an unprecedented time of a global pandemic. This past year, we were all part of making history.



I could not be prouder of the accomplishments and resiliency of our team and growing community of supporters during what has been one of the most rewarding — and challenging — years in our history. We strengthened our organization, expanded our team, elevated our brand awareness, increased thought leadership in preservation and education, broke attendance records at festivals, celebrated our most successful Heritage Ball, and realized significant milestones against ambitious strategic goals.

The largest preservation project in our Foundation's history, Franklin Grove Estate & Gardens, is moving from a vision to becoming one of the city's most diverse and inspiring attractions and a focus of community, cultural and educational offerings. This year we will celebrate the relocation of the historic Lee-Buckner Rosenwald School to the campus and the opening of the LeHew Mansion as the new Williamson Inc. Center for Innovation, as our nationally acclaimed architect and design team progress the master planning and we continue to engage community support.

Our Downtown Franklin Association division continues to preserve "America's Favorite Main Street" securing re-accreditation by the National Main Street Program, providing promotional support for local retailers, and working with health and government officials to navigate downtown Franklin through the impact of the pandemic. Under our talented new director, the beloved Franklin Theatre has embarked on a new era of programming with an expanded portfolio of performances that will bring a wider and more diverse audience to experience the heart of downtown.

The annual Heritage Ball was perhaps one of the most successful, elegant and memorable in our history much in part to ball chairs Senator Bill and Tracy Frist, the creative talent of designer Amos Gott, appearances by Kix Brooks and Reba McEntire, and a year-long series of planning and events that engaged the community. Heritage Foundation downtown festivals broke attendance records and generated some of the best sales weekends in history for downtown merchants.

The theme #KeepItGoing couldn't ring truer than it does for this past year. The resourcefulness, compassion, strength and courage of the entire community, our team, boards and committees, donors and supporters, corporate partners, vendors and every constituent that supports our mission has been magnified ten-fold this past year.

I cannot thank our supporters enough for all you do to keep the Heritage Foundation going strong. I feel we have not missed a beat. I am so very proud to serve this community, lead this foundation, and call this place my home.

Sincerely,

*Bari H. Beasley*

Chief Executive Officer

Heritage Foundation of Williamson County, TN





HERITAGE  
FOUNDATION  
WILLIAMSON COUNTY, TN

HERITAGE FOUNDATION OF WILLIAMSON COUNTY, TN

# History. Preservation. Community.

Saving Places and Stories That Matter in Our Community



■ The Winstead House is the heart of Franklin Grove which represents the largest preservation project in the Foundation's history.

## VISION

To preserve and share every local historic place and every associated personal story.

## MISSION

The mission of the Heritage Foundation is to preserve and share regional history, local historic places and signature events that carry on our community traditions and cultural heritage through fundraising, research, advocacy, education, preservation and community engagement.

## Preserving History and Celebrating Our Cultural Heritage Today and for Generations to Come

The Heritage Foundation preserves the communities and cultural heritage of Williamson County. We work with area leaders to continually care for and celebrate historic spaces, treasured landmarks, cherished local businesses and the rich heritage of our community. In short, we save the places and stories that matter in Williamson County through preservation, education and events that unite us in purpose.

**PRESERVATION:** *We preserve by advocating for and raising funds to preserve historic buildings, Civil War sites, green space and other community resources.*

**EDUCATION:** *We bring Williamson County history to public, private and homeschooled children and educate the public on our historic resources, the impact of preservation and the deep cultural roots of our local community.*

**EVENTS:** *We produce a variety of street festivals and events that bring together thousands of locals and visitors in community celebration that preserve and share the cultural heritage of the area.*

We Are Stronger United Toward a Shared Purpose

As a key strategic initiative for 2020, the Heritage Foundation expanded leadership and fine-tuned our organizational structure to become stronger and more united toward our mission. This restructure supports a shared services model and allows the Heritage Foundation to provide enhanced strategic oversight and meaningful partnership to each of our business divisions. As a result, we are creating greater synergies, economies of scale, operational efficiencies and processes, a broader brand platform and streamlined development and fundraising initiatives. We are also better prepared for future growth opportunities.

Working toward a common purpose, the Foundation developed individual mission statements, goals and strategies across each team and division to create a clear roadmap and milestones to achieve. We are proud of the accomplishments of our collective efforts over the past year in preservation, education, events and festivals, community engagement, three high-profile operating divisions and financial stewardship.

“Having an organization like the Heritage Foundation means that someone is proactively looking at Williamson County's past and how to not only preserve and protect it, but also share the stories that shaped our county into what it is today.”

Tom Atema Jr.  
Franklin resident and business owner  
AP Live and OCD Labs

HERITAGE FOUNDATION OF WILLIAMSON COUNTY, TN

|                               |                             |   |                                |
|-------------------------------|-----------------------------|---|--------------------------------|
| Vision/Growth/<br>Acquisition | Events with<br>Purpose      | Strategic<br>Partnerships               | Finance, IT,<br>Administration |
| Preservation<br>& Advocacy    | Fundraising/<br>Development | Brand<br>Marketing                      | Division<br>Support            |
| History &<br>Education        | Community<br>Engagement     | Operations, Facilities<br>& Maintenance |                                |

DIVISIONS



**The Franklin Theatre** is a 297-seat historic theater revitalized to serve as an entertainment and cultural icon for Franklin residents and visitors and a state-of-the-art venue for performing artists.



**Downtown Franklin Association (DFA)** supports the revitalization of Franklin's historic downtown and works with the National Main Street Center to preserve Franklin's position as America's Favorite Main Street.



**Franklin Grove Estate & Gardens** is the largest preservation project in the Foundation's history, and a five-acre focus of community, cultural and educational offerings in downtown Franklin.

Business Operations | Sales | Customer Service | Division-specific Programming



# Our Team

Our team of leaders and passionate professionals has evolved to achieve ambitious strategic goals and establish a strong base to expand the work of the organization in 2020 and beyond. We are proud of this collection of experience and talent that allows the Foundation to continue to raise the bar on excellence in preservation, education and community.

## LEADERSHIP TEAM



**BARI BEASLEY**  
Chief Executive Officer



**MEG HERSHEY**  
Chief Operating Officer



**CARLA DENHAM**  
Chief Strategy & Communications Officer



**SUSAN HOSBACH**  
Chief Development Officer



**WENDY DUNAVANT**  
Chief Financial Officer



**EMILY ADAMS**  
Event Manager  
The Franklin Theatre



**DREW ALLENSWORTH**  
Annual Fund Manager



**CLAIRE AMBRUSTER**  
Programming Manager  
The Franklin Theatre



**BECKY BAUER**  
Marketing Manager  
The Franklin Theatre



**JILL BURGIN**  
Executive Director  
Main Street Program & Government Relations



**PAUL T. COUCH**  
Executive Director  
The Franklin Theatre



**JORDYN HAY**  
Director of Events



**HEATHER KANTOR**  
Database & Volunteer Manager



**RICHARD KORBY**  
Technical Director  
The Franklin Theatre



**CORRIE MAXWELL**  
Operations Manager  
The Franklin Theatre



**CHRISTINA METZGAR**  
Executive Administrator



**GERALD ODOM**  
Finance Assistant



**KATIE RYSIEWICZ**  
Director of Corporate Relations



**MIRIAM WIGGINS**  
Assistant Director of Events



**BLAKE WINTORY, PH.D.**  
Director of Preservation

## Board of Directors

The governing board for the Foundation represents some of the county's best leadership. They are a passionate and committed group that has played a significant role in our strategic accomplishments over the past year. *Thank you.*

**David Garrett**

*President*

**Sean Carroll**

*Secretary*

**Pam Chandler**

*VP of Membership  
& Marketing*

**Josh Denton**

*VP of Sponsorship  
& Development*

**Bryan Doleshel**

*VP of DFA*

**Cassie Jones**

*VP of Festivals & Events*

**Chris Knopf**

*VP of Finance*

**Emily Magid**

*VP of Franklin Grove  
Estate & Gardens*

**Sondra Morris**

*VP of Preservation  
& Education*

**Jennifer Parker**

*VP of The Franklin Theatre*

**Danny Anderson**

**Tyler Borders**

**Lisa Campbell**

**Adam Dietrich**

**Donna Douglas**

**Stephanie Farmer**

**Tracy Frist**

**Kay Heller**

**David Hopkins**

**Ann Johnson**

**Jeff Ledbetter**

**Ellen Smith**

**Nancy Smith**

“The Heritage Foundation is a much bigger spirit and organization than just a handful of supporters and a few preserved historic sites. It is a blending of all types of interests and different kinds of people, backgrounds and walks of life. It's the hard work of the Foundation staff, the local shopkeepers, the volunteers and the citizens of this community that keeps the spirit of Franklin alive and vibrant for our generation and for those to come.”

**Ed Silva**

Franklin resident, business owner  
and foundation supporter

3

Historic Structures  
Undergoing  
Preservation Work

23

Events & Festivals

70

Corporate  
Sponsors

750+

Members

1.6K

Donors

7.3K

Volunteer Hours

66.5K

Franklin Theatre  
Attendance

240K+

Event & Festival  
Attendance

350K+

Website Visitors

\$775K

Raised with  
The Heritage Ball

935K+

Website  
Page Views

Countless Memories  
Preserved &  
Stories Shared

# Preserving Our History is Key to Our Cultural Heritage



## **Celebrating Local Excellence in Preservation**

The Heritage Foundation continues to recognize and celebrate excellence in preservation, restoration and rehabilitation throughout the community. At the Foundation's Annual Meeting in May 2019, local preservationist Ed Silva was honored with the 3rd annual Mary Pearce Legacy Award and winners of the 2019 Preservation Awards were celebrated.



Our mission for Preservation and Education is to protect and preserve the architectural, geographic and cultural heritage of Williamson County, promote the ongoing economic revitalization of downtown Franklin in the context of historic preservation, and provide exceptional educational opportunities for our youth. We are proud to celebrate many milestones toward this mission over the past year.

## History's Mysteries



While we have learned much about the history of Franklin Grove, we are still searching for answers to many questions that will help us interpret and understand its history.

These are some of the topics guiding our research:

### Slavery

What was life like for the enslaved at Franklin Grove? What happened to the 26 enslaved people, like Jim, at the Hines farm? If Jim joined the Federal Army, are there records of his service?

Can we learn more about Nicholas "Bigbee" Perkins and William O'Neal Perkins property and slaves in county tax records or other records?

### Perkins Family

The Perkins family in Williamson County is extensive and of great import. However, with many men named "Nicholas Perkins," it has been difficult to parse exactly which Nicholas Perkins purchased land in 1910 and how that land became owned by William O'Neal Perkins.

### Lee-Buckner Schoolhouse

Before it was a Rosenwald school, Lee-Buckner was a one-room school made from logs. While we can trace the school back to at least 1908, we would like to know exactly how far back the school goes, how it was founded, and if it was connected to a church. We have several clues connected to the African-American couple who sold land to the School Board: Monroe and Francis Lee. Monroe, a former slave, was likely educated during Reconstruction and later served on the board of Tennessee Normal College. There is more to learn about the Lee family and their connection to the Lee-Buckner school.

### Freedmen's School

Many records survive for the Freedmen's schools in Franklin and Williamson County. With more research into these records, we can likely learn more about the Freedmen's School at Franklin Grove—how, when, and how many students were at this school.

### Architecture

What can we learn about the first Perkins house that burned in 1862? When was it built? What was its architectural style? What were the outbuildings? What prompted W. O'Neal Perkins to build an elaborate house in 1866? What can we learn about its builder or architect?

The Winstead House has been altered significantly, especially in the back. What can we learn about its original architecture: porches, decorative gables, outbuildings, etc?

The Victorian Berry House, built in 1897 and attributed to Tennessee architect Hugh C. Thompson, has never been documented by architectural historians. So far we have found only two historic photos of the building; however, both are of very poor quality.

O'More

## Education

Since the 1830s, Franklin Grove has been home to four educational institutions.

### Female Seminary (1832-1850s)

Founded in 1832 by C. H. and Sarah Hines, the Female Seminary offered traditional courses in mathematics, geography, spelling, and writing as well as the "scientific" branches of Female Education: needle-work, embroidery, drawing, painting, and music. Mrs. Hines managed the school while Mr. Hines ran the farm, named Franklin Grove. It's likely the school closed in the 1850s. By 1860, their son-in-law, James A. McNutt, had taken a position as principal and teacher at the Female Institute at Five Points.

### Freedmen's School (1866)

In early 1866, the Hines-McNutt House was home to the first school for African-American students in Franklin. The home became vacant in 1868 when James McNutt refused to take the oath to the United States. The family spent the duration of the Civil War in Virginia. In late 1865 or early 1866 a white man and a black teacher rented a room for the purpose of educating colored children. The men were likely from the New York-based American Missionary Association.

The Association's first recorded teacher in Franklin is Rev. Edwin H. Freeman. Freeman, an African-American teacher and minister, was in Franklin as early as 1866. Born in Connecticut in 1826, he was living in Newark, New Jersey in 1860 working as a teacher affiliated with the Presbyterian Church. In March 1867, he wrote of his experience in Franklin in *The American Missionary*. There were seemingly no friends here except the Freedmen. It was then too that I began to fully realize not only the difficulties but the dangers of the work of teaching—the life of

THE FREEDMEN'S SPELLING-BOOK.

THE ALPHABET, WITH TABLES, FORMS, AND EXERCISES, FOR THE USE OF THE FREEDMEN, IN THE SCHOOLS OF THE AMERICAN MISSIONARY ASSOCIATION.

NEW YORK: PUBLISHED BY THE AMERICAN MISSIONARY ASSOCIATION, 1866.

WESTERN WEEKLY REVIEW, JANUARY 25, 1863. NASHVILLE: PUBLISHED BY THE AMERICAN MISSIONARY ASSOCIATION, MAY 14, 1864.

## Preservation in Thompson's Station

In partnership with the city of Thompson's Station and the Tennessee Civil War National Heritage Area, the Heritage Foundation researched and curated seven outdoor interpretive panels to be unveiled in fall of 2020 for the city's Preservation Park. Each panel details the creation of Thompson's Station including its origins on the Tennessee frontier to the Civil War homefront, the Battle of Thompson's Station, Reconstruction and the Worker's Progress Administration Era.

## 2019 Preservation Award Winners

- Dg Development, Heartland Partners, Studio Eight Design & Crews Public Square 231 Public Square building
- Brian Schiedemeyer, Contractor/Heartland Partners and David Lovell of Lovell's Masonry 231 Public Square building
- 906 Studio Architects Vaughn/McCall House
- Tina and Roger Jones Owen-Jones House
- Hard Bargain Association Historic Hard Bargain Neighborhood
- Nolensville Historical Society Morton-Brittain House



■ The inaugural Tracy Frist Legacy Award was presented to nationally-renowned author and filmmaker Dayton Duncan whose body of work creates a lasting legacy of American history.

## We Believe Learning Never Goes Out of Style

The Heritage Foundation continues to innovate and expand education programs that enhance public awareness; raise understanding of historic buildings, sites and resources; and inform teachers, parents and students about our collective past. Over the past year, we have expanded and developed new initiatives and resources across our Heritage Classroom, youth & family and community programs.



■ Nationally-renowned keynote speakers Donovan Rypkema and Patrice Frey shared thought leadership at the 2019 Preservation Symposium.

### Preservation Education Expands with Renowned Symposium Speakers and Lecture Series

Adult and community education events, lecture series, historic tours, field trips and our annual Preservation Symposium are a few of the Heritage Foundation programs that support community learning across the county.

**The Annual Preservation Symposium** continues to bring nationally-renowned speakers on the impact of preservation to our community. Keynote speakers Donovan Rypkema, the principal of PlaceEconomics, and Patrice Frey, President and CEO of the National Main Street Center, along with a panel of notable local and state preservation experts, led lively discussion on "Practical Preservation" at the 2nd Annual Preservation Symposium in June 2019.

The Foundation's 3rd Annual Preservation Symposium on "Preservation in Place: How Historic Places Affect Our Identity and Well-Being" will be led by keynote speaker Tom Mayes with the National Trust for Historic Preservation in a virtual format June 2020.

**The Warwick Lecture Series** was launched in February 2020 in recognition of Williamson County Historian Rick Warwick and his prolific works on the people and places of Williamson County. The inaugural event featured speaker Ben Nance, State Archaeologist Supervisor with the Tennessee Division of Archaeology, and the series will continue throughout 2020 with speakers Rick Warwick, local historian and Columbia State Community College Professor of History Dr. Thomas Flagel, and Tennessee Historic Preservation Specialist Christopher Kinder.





## Classroom Traveling Trunks That Inspire Creativity and Learning

For the past 30 years, the Foundation's Heritage Classroom has offered free Williamson County historic resources to support educators through in-classroom programs, virtual resources and onsite field trips.

New classroom traveling trunks on "Family Life on the Frontier" and "Imagining the Industrial Revolution" will be launched in 2020 featuring hands-on activities, quality reproduction artifacts, photographs, paintings, books and composite materials that bring history to life for students. Designed to match Tennessee curriculum standards in social studies for grades 4-5, Heritage Classroom traveling trunks will be paired with additional online content for educators and ready for classroom activations for the 2020-2021 school year.

“Franklin is a wonderful example of what involved residents can accomplish. The Jr. Heritage Foundation provides a forum to youth interested in historic preservation, encourages them to get involved in their community and shows them that they can make a difference.”

**Lyn Knopf**

*BGA parent and supporter of the Heritage Foundation and Jr. Heritage*



## Future Preservationists in Training

The membership-based Jr. Heritage Foundation celebrated its second year introducing students ages 12-18 to historical and preservation projects in Williamson County. Piloted in 2019 with Battle Ground Academy (BGA), the program opened to all Williamson County middle and high school students in January 2020.

Foundation members took part in behind-the-scenes tours of historic sites, visited the home of renowned author Robert Hicks, toured historic Main Street guided by Historian Rick Warwick, and enjoyed a members-only movie night at The Franklin Theatre. We celebrate these youth committed and passionate about our purpose to save the places and stories that matter most to us and applaud their leadership.



**HERITAGE  
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WILLIAMSON COUNTY, TN

*Jr. Heritage Advisory Board:*

**Josh Denton**, President

**Duncan Knopf**, Vice President

**Evey Knopf**, Secretary

**Jackson Rowley**, Treasurer

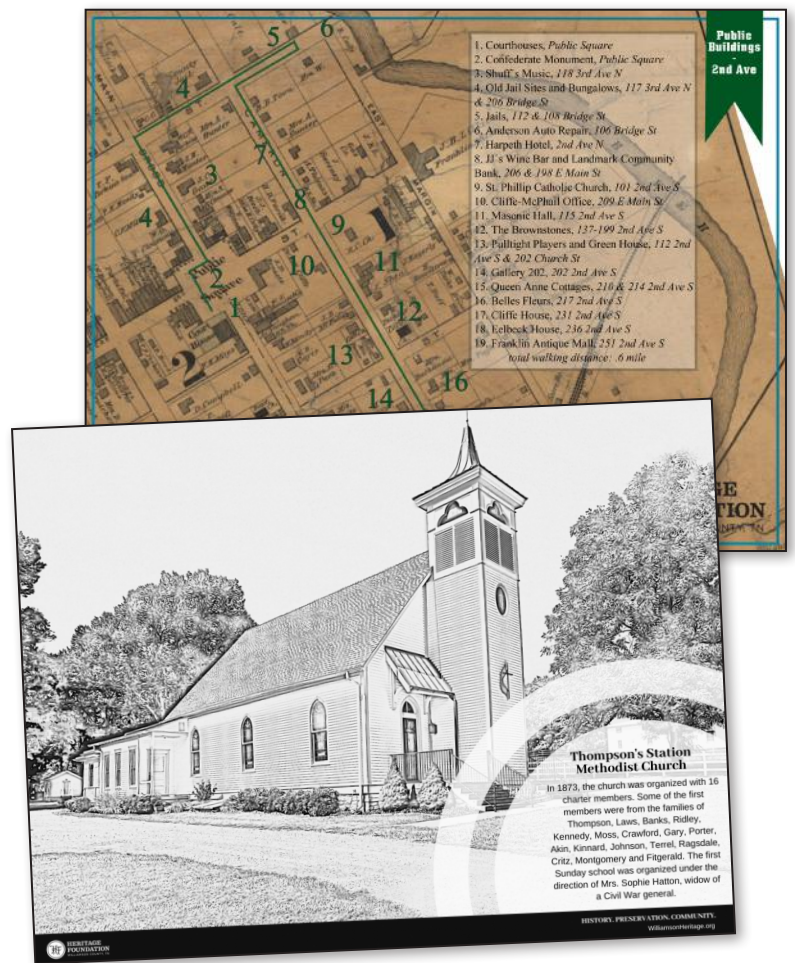
## New Digital Educational Resources Launched Online

As part of a new Foundation education initiative to expand curiosity about Franklin's rich history and culture, in March 2020 online educational resources, children's activities and virtual historical architectural tour guides were launched to support families staying at home during the Coronavirus pandemic. New historic tours on the African American experience, Native Peoples in Williamson County and Williamson County's Civil War Homefront, as well as an expanded library of online educational resources, are in development.

## Transforming Historic Surveys into a Digital Learning Experience

The Heritage Foundation remains an active advocate for surveying property throughout Williamson County for recognition as historically significant. The Preservation & Education team is establishing a systematic approach for re-surveying our historic resources, as well as documenting historic properties no longer standing due to neglect, demolition, fire and development. Over the next several years, our goal is to fully re-survey all historic properties, landscapes and cemeteries.

Through the support of public and private partnerships, we will develop a Geographic Information System (GIS) database complete with GIS Story Maps that will authentically tell the stories of all historic places, people and events that shaped our county. The GIS Story Maps will serve as educational gateways in the classroom and an open-air museum experience for heritage tourism.



## MILESTONES & ACCOMPLISHMENTS

May  
2019

2019 Preservation Awards were announced at the 51st Heritage Foundation Annual Meeting.

Jun  
2019

2nd Annual Preservation Symposium was hosted with keynote speakers Donovan Rypkema and Patrice Frey, and a prestigious panel of local experts.

Aug  
2019

Franklin Grove research and exhibit was unveiled and displayed at the historic Winstead House at Franklin Grove.

Sep  
2019

- Blake Wintory, Ph.D. attended the Historic Franklin Masonic Hall Foundation's first annual multicultural symposium.
- The Foundation hosted Beth Lothers and Vicky Travis, authors of *Nolensville*, a photographic treasure of Nolensville history.



## Preserving New History in the Making During Global Pandemic

During the unprecedented 2020 global Coronavirus pandemic and stay-at-home orders, the Heritage Foundation has been charting new territory to preserve history in the making. A virtual Pandemic Online Time Capsule was launched for residents to journal and share personal stories of life in Williamson County during this period in our lives -- stories that will be preserved and shared with generations to come.

“While there are national organizations and statewide advocates, the real work of preservation comes from the bottom up. Local people caring about local heritage and urging the protection of local assets is what real preservation is all about. Without an ongoing grassroots effort, the buildings that housed and served our mothers and fathers won't be around to house and serve our sons and daughters.”

**Donovan Rypkema**  
*Principal, PlaceEconomics*

### A LOOK AHEAD

- 2020 Preservation Award winners announced at 52nd Heritage Foundation Annual Meeting
- Quarterly guest presentations as part of the ongoing Warwick Lecture Series
- Unveiling of Thompson's Station Preservation Park historical panels in fall 2020
- Continued advocacy alongside state and local partners for a historic tax credit for Tennessee
- Virtual 360-degree online tours of the Foundation's historic properties including the Tennessee Theatre and Old Old Jail

Dec  
2019

The Foundation was awarded an education grant from the Community Foundation of Middle Tennessee to develop new classroom traveling trunk materials.

Jan  
2020

Membership in the Jr. Heritage program was opened to all Williamson County middle and high school students.

Feb  
2020

First quarterly Warwick Lecture Series debuted with Benjamin Nance.

Mar  
2020

The first in a series of online historic walking tours was launched.

Apr  
2020

- Expanded youth & family education program offerings were made available online to support home education and engagement during pandemic quarantine.
- The 2020 Pandemic Time Capsule was launched.

# Preserving Culture While Celebrating Community



■ Shaun and Gordon Inman pose for a photo with Heritage Ball Chairs Bill and Tracy Frist.

Historical education and preservation are only part of the Heritage Foundation's work in the community. We are equally committed to uniting our local community in cultural celebration, and sharing our heritage with visitors from around the country. One need only participate in any of the Foundation's four signature events to experience the vibrant spirit and rich cultural heritage of our community. These events not only raised \$1.5 million in funds for the Foundation's work this past year, but also showcased the importance and impact of historic preservation.



## The Heritage Ball — Still the Talk of the Town

### 46th Annual Heritage Ball, October 5, 2019, Eastern Flank Battlefield Park

What remains the longest-running black tie event in Williamson County, the Foundation's 46th Annual Heritage Ball marked new milestones of design, entertainment and fundraising success. Chaired by Senator Bill and Tracy Frist with presenting sponsor Pinnacle Financial Partners, a theme of *"Discovery – discover our past, our present and our future"* brought the annual event to a new level of elegance and anticipation. Under the creative genius of renowned event designer Amos Gott, this glamorous event featured celebrity host Kix Brooks, multicultural entertainment vignettes and even a surprise appearance by Nashville's country music queen Reba McEntire.

The local community showed up to support months of event planning and preparation, a series of pre- and post-ball events and an online auction. The sold-out ball was attended by more than 900 guests who gathered to support and celebrate the work of the Foundation and to raise funds for future projects including five-acre Franklin Grove Estate & Gardens.



#### 46TH ANNUAL BALL MILESTONES

**900+**  
guests  
(sold-out event)

**\$775k**  
raised  
**39%**  
annual increase

**27%**  
increase in  
corporate sponsors

**13X**  
growth  
in donations

**15th**  
year for  
Pinnacle sponsor  
support



■ A surprise appearance by Nashville's favorite country legend Reba McEntire who joined Kix Brooks in celebrating the Foundation and encouraging ongoing support for future projects.

■ Local Red Road dancers were one of many unique entertainment vignettes that instilled a multicultural entertainment event experience.

## Downtown Heritage Iconic Festivals Bring Hundreds of Thousands Together in Celebration

Since 1967, the Foundation's much-celebrated annual Main Street Festival, Pumpkinfest and Dickens of a Christmas events represent some of the largest and longest-running iconic events in Williamson County. Each year, these free community events fill the streets of downtown Franklin with locals and visitors alike, support local retailers, unite volunteers and support fundraising through vendors, sponsors and community supporters.

### 36th Annual Pumpkinfest, Presented by Jackson® Saturday, Oct. 26, 2019

In celebration of Franklin's 220th Birthday, the 2019 Pumpkinfest attracted thousands of visitors to Franklin's downtown Main Street with craft and community vendors and live entertainment and continues to represent the largest fall festival in Middle Tennessee.

HERITAGE FOUNDATION OF WILLIAMSON COUNTY, TN



# PUMPKINFEST

■ The 2019 Pumpkinfest featured live music and entertainment on two stages hosted by radio personalities Buzz Brainard, Sirius XM's "The Highway", and Shawn Parr, NASH Nights Live.





■ A cast of 200 musicians, dancers and characters filled the streets along with more than 130,000 visitors making the 35th Annual Dickens of a Christmas the largest in the Foundation's history.



### 35th Annual Dickens of a Christmas, Presented by FirstCNB December 12-13, 2019

Drawing visitors from around the country, Dickens of a Christmas continues to reign as Middle Tennessee's largest outdoor Christmas festival. Last year's festival broke records with more than 130,000 attendance, the first Victorian Village Main Street activation, and one of the most successful retail weekends for local merchants.

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# DICKENS OF A CHRISTMAS







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## MAIN STREET FESTIVAL

### **37th Annual Main Street Festival, Presented by First Horizon Bank July 18-19, 2020**

In compliance with health and government guidelines and concern for the safety of our supporters due to the Coronavirus pandemic, the 37th Annual Main Street Festival which draws about 100,000 visitors was moved to July 18-19, 2020. The 2020 festival, presented by First Horizon, will feature two days of entertainment, events, craft vendors and concessions.





## MILESTONES & ACCOMPLISHMENTS



“First Citizens National Bank has been proud to partner with the Heritage Foundation over the past four years. As a community bank, we love the opportunity to support bringing one of our most unique local events, Dickens of a Christmas, to Franklin. We value the relationship, and I’m personally grateful for the chance to serve on the Foundation’s board to help continue making good things happen here.”

**David Hopkins**  
Regional President  
FirstCNB

May  
**2019**

Renowned designer Amos Gott is announced as event designer for the 46th Annual Heritage Ball.

Jun  
**2019**

Pinnacle is named presenting sponsor of the ball, marking 15 years of supporting the Foundation.

Aug  
**2019**

At the ball reveal party, the Foundation announced Kix Brooks as headlining entertainment and welcomed Estée Lauder as presenting sponsor of the Heritage Ball Late Party.

Sep  
**2019**

Pam Chandler was honored with the 2019 Patron Award during Heritage Ball Sponsor Party, marking the 44th year for this annual award.

Oct  
**2019**

- The Heritage Ball chaired by Bill and Tracy Frist marked one of the most elegant and successful balls in the Foundation’s history and raised more than \$775,000 for the Foundation.
- A free Heritage Foundation festival mobile app was launched to help festival visitors maximize their experience.
- Despite inclement weather, Pumpkinfest drew more than 35,000 locals and visitors alike to celebrate Middle Tennessee’s largest fall festival.

Dec  
**2019**

Dickens of a Christmas marked new milestones with the first Victorian Village activation, 130,000+ visitors and merchants reporting their best weekend sales numbers ever.

Apr  
**2020**

The Main Street Festival is postponed in response to state restrictions and safety guidelines due to Coronavirus pandemic.

# One Mission and One Organization with Many Stories and Supporters

When you think of the Heritage Foundation, we hope you think of advocacy, education and thought leadership in historic preservation and saving the places and stories that matter most to us.

We also hope you think of world-class movies and entertainment at The Franklin Theatre, shopping local merchants and restaurants along America's Favorite Main Street and celebrating with friends and family at the county's largest black-tie event and outdoor community festivals.

The stories of the Foundation's work throughout Williamson County are diverse and dynamic, as are the ways that our community participates and supports us. We continue to enhance and build awareness for a holistic brand strategy that connects all of our work and divisions to current and future supporters and creates a brand we can build on.



**HERITAGE  
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WILLIAMSON COUNTY, TN





## #KeepItGoing Brand Engagement Campaign

When the world seemed to freeze frame in light of the global pandemic in March 2020, the Foundation brand team stepped up to reassure our community that we were still hard at work keeping our mission going.

The Foundation's first cross-divisional brand marketing campaign was launched to rally public support during this unprecedented season, pulling back the curtain to spotlight every team and division as we worked from home, virtually or safely social distanced. #KeepItGoing highlighted past accomplishments and current work in progress through weekly blogs, eblasts, videos, newsletters and social posts across all owned assets for the Foundation, Franklin Theatre and Downtown Franklin Association.



■ Heritage Foundation members Jeff and Jaclyn Ledbetter joined many foundation supporters sharing their personal stories and videos to #keepitgoing.

## #KeepItGoing Highlights

12 blog articles and 1K+ views

127K+ eblasts

8 videos

697 YouTube views



### Engaging Our Growing Online Community

#### Heritage Foundation

- Williamsonheritage.org: **94K+** visitors, **175K+** page views
- Facebook: **10,081** followers
- Instagram: **4,479** followers
- Twitter: **3,588** followers

#### Franklin Theatre

- FranklinTheatre.com: **153,000** visitors, **472,300** page views
- Facebook: **28,300** followers
- Instagram: **7,657** followers
- Twitter: **3,873** followers

#### Downtown Franklin Association

- DowntownFranklinTN: **125,000** visitors, **332,500** page views
- Facebook: **52,000** followers
- Instagram: **44,000** followers

In partnership with Twine ■  
Graphics the community  
ralleyed around a historic  
Franklin T-shirt fundraiser  
for the Foundation



## YEAR-END APPEAL RESULTS

**\$80K**

Raised

**106**

Donors

## Volunteers are the Heart, Hands and Feet of the Foundation

2019 marked an exceptional year in volunteer growth with community citizens donating their time, talents and resources to support the Foundation. These tireless volunteers help our team bring every project to a higher level and serve as the heart, hands and feet of our organization across the community. We celebrate their passion, selflessness and support.

“I have been volunteering with the Heritage Foundation for close to 7 years, both at the Franklin Theatre as well as the Foundation office in the Old Old Jail building. My favorite part of volunteering is working with such a friendly team, and also meeting new people visiting Franklin. It's amazing how many people come from out of state and from abroad and make this their vacation destination each year!”

**Martha Bryant**  
Volunteer

## Volunteer Highlights

- 80+ Franklin Locals served 1,000+ volunteer hours
- 30% increase in volunteer engagement
- 5x the number of volunteer hours
- 800+ volunteer hours on Foundation festivals
- Pumpkinfest had the biggest volunteer increase in its history
- 2,600+ volunteer hours at The Franklin Theatre
- 1,650+ volunteer hours at the Foundation's headquarters



## Dedicated Members Engage with Foundation's Preservation Mission

Foundation members represent all ages and backgrounds; join as individuals, families or businesses; and engage on a variety of levels. While most live in Williamson County and many have continued their membership support for years, our membership base spans the country. In addition to member newsletters, over the past year Foundation members also enjoyed an exclusive movie night at The Franklin Theatre, lectures by County Historian Rick Warwick and members-only historic home tours.

All membership fees provide unrestricted funding for operations and programs of the Heritage Foundation. We are extremely grateful and stay committed to growing and engaging our membership base with our mission and work of the Foundation.

**2019  
Membership**

**650+** individuals & families  
**70+** business members (excl. DFA)  
**35+** Next Gen



## MILESTONES & ACCOMPLISHMENTS

### Next Gen

The Foundation continues to build the Next Gen program to engage ages 21-40 in the mission of the Heritage Foundation. Through the program's activities and events, we hope to gain insight for the preservation of places that matter most to Next Gen members and further their sense of community and cultural heritage. We are thankful for the continued passion and contributions of Next Gen members, and appreciate their vision for future projects and community support.

#### ADVISORY BOARD

Adam Dietrich, Chair  
Sydney Ball  
Lindsay Curtis  
Hollie Alsip

Tripp King  
Laura Stendel  
Chase Harper



■ Annual Next Gen Cornhole Tournament



May  
2019

The Foundation assumed leadership of the Franklin Locals and celebrated a third year of the volunteer "concierge on the street" program.

Fall/  
Winter  
2019

Heritage Foundation branding was activated at Pumpkinfest and Dickens of a Christmas festivals.

Mar  
2020

#KeepItGoing Brand Campaign launched across all divisions and platforms.

Apr  
2020

- Holistic brand architecture of the Heritage Foundation and three division sub-brands rolling out across all owned media and platforms.
- A membership survey was launched to identify interests and ways to better support, engage and grow our members.

## A LOOK AHEAD

- Implement results from member survey to provide increased member value
- A Heritage Foundation Brand Guide and Toolkit to support consistent visual brand, messaging and presentations across all teams and divisions

# Saving Memories and Making Memories... The Show Must Go On



## VISION

To be a catalyst for social change, where diverse peoples are unified, lives are touched and memories are made.

## MISSION

The mission of The Franklin Theatre is to provide world-class performing arts experiences to diverse Williamson County residents and visitors and to be a platform for local philanthropic engagement and education, while providing unparalleled guest service.

Since its original opening in 1937, the historic Franklin Theatre has seen many exciting changes and this past year has proved to be no different. The Franklin Theatre represents the heart of downtown Franklin and is a living legend of the mission of the Heritage Foundation to save the places that matter most. The theater continues to serve as a model of historic preservation, as well as a downtown community hub that is creating memorable experiences that entertain, inspire, enrich and connect our community.







## New Executive Director Paul T. Couch Brings Experience and Programming Diversity During a Season of Change

Last year, the Heritage Foundation brought in an interim director to help fulfill a newly established mission and vision for The Franklin Theatre, a historic and treasured Foundation-owned property. Focused on creating more diversity in performances and attracting a broader audience, Paul T. Couch put his extensive entertainment experience, which includes Dollywood and The Ryman Auditorium, to work creating a new era of The Franklin Theatre.

Paul has since been named the theater's resident executive director, celebrated the theater's most successful holiday movie season, unveiled a new live performance season, launched a revamped 1937 Club, and has led the theater through the second time in its long history of having to close its doors to the public. Thanks to Paul's extraordinary leadership and the commitment of the entire theater team, the division marked attendance milestones and increased profits in 2019, is preparing for a June, 2020 public reopening, and has successfully rescheduled 98% of the spring programming to offer one of the most exciting fall performance lineups in venue's history.



The Franklin Theatre's new vision is to be a catalyst for social change, where diverse peoples are unified, lives are touched and memories are made. When the doors to The Franklin Theatre reopen, it will not only offer live music and movies that people have come to know and love, but it will also present something the theater has never hosted before such as dance, classical ensembles and dinosaurs. Beginning this fall and going through Spring of 2021, The Franklin Theatre will host its first performing arts season which includes the series, Celebration of Dance, Great Performances and Family Spotlight.

Supporting the educational mission of the Foundation, The Franklin Theatre team will also be seeking opportunities with schools and non-profit community organizations to offer young people the chance to learn from the international artists and performers coming to Franklin for the new performing series.



## MILESTONES & ACCOMPLISHMENTS

Jun  
2019

The Franklin Theatre welcomes new leadership with interim executive director Paul T. Couch.

Nov/  
Dec  
2019

The Franklin Theatre marked the most successful holiday movie season in its history with more than 10,000 movie goers.

Feb  
2020

- Paul T. Couch is named resident executive director of the theater and launches a refreshed 1937 Club for members.
- Exciting new performing arts season is announced for fall 2020 through spring 2021 creating a wider, more diverse audience offering.

Mar  
2020

- Comedian James Gregory marks the last public performance presented by the theater before the pandemic temporarily closed its doors.
- The Franklin Theatre closed doors in compliance with statewide response to Coronavirus pandemic but keeps the marquee lit with positive messaging.
- #KeepItGoing and #SavingYouASeat online campaigns were launched to support fall ticket sales and downtown vitality during theater pandemic closing.

Apr  
2020

The *Marquee Minute with Hunter* video interview series is launched and is well-received and widely shared on social media.

## THE FRANKLIN THEATRE



### DEDICATED SPONSORS

We are thankful for the ongoing dedication, financial support and encouragement of our corporate and individual sponsor partners of The Franklin Theatre. We couldn't keep the show going on without you!

#### Jackson

- Franklin Theatre Live Series
- Great Performances Series

#### The Heritage at Brentwood

- Silver Matinee movie series

“The Franklin Theatre is...historical and deeply important to this Nashville-at-large community. I have nothing but the fondest memories of the theatre and to think of being back there playing again, that'll lift me on these darker days.”

**Charles Esten**  
Actor, Musician  
and Comedian





■ During the pandemic, theatre staff kept the iconic marquee lit with positive messages, song lyrics and words of inspiration.

## 2019 ACCOMPLISHMENTS AT A GLANCE

**19.9k**

Total Movie Attendance

**10k**

Holiday Movie Attendance

**88+**

Rental Event Days with

**21.9k**

Attendance

**32%**

Net Revenue from Concerts

**11%**

Overall Net Profit

**90**

Concerts with

**24.6k**

Attendance

**66.5k**

Total Attendance

## A LOOK AHEAD

- Reopening of The Franklin Theatre for movies in June 2020 with limited capacity and enhanced safety protocols.
- The fall debut of the theatre's first ever performing arts season with live performances slated to run September 2020 through Spring 2021.
- Educational and community outreach efforts will bring international artists and performers off the stage and into the community.
- The 2020 holiday movie season will create memorable experiences for locals and visitors alike in downtown Franklin.



# Preserving America's Favorite Main Street



The Heritage Foundation continues to play an integral role in the history, revitalization and preservation efforts of historic downtown Franklin. As a division of the Foundation, the Downtown Franklin Association (DFA) reorganized under the leadership of Executive Director Jill Burgin in 2019 to better support continued economic revitalization and historic preservation of downtown.

Over the past year, the DFA has strengthened processes, communications, marketing and promotions, government relations and membership program benefits. Today the DFA serves as a trusted clearinghouse and advocacy partner for downtown businesses to ensure our historic downtown commercial district remains "America's Favorite Main Street".





## From Banner Year to Pandemic Shutdown, Downtown Franklin Weathers it Together

What started as a banner economic year with 12 new downtown businesses and the Harpeth Hotel opening, ended in April 2020 with the city just beginning to transition out of a two-month statewide shutdown of all non-essential businesses due to the Coronavirus pandemic.

Throughout the economic roller coaster ride, the DFA has never played a more critical role in leading collaboration, unity and support and serving as a key advocate and liaison with government and health officials and downtown merchants.

Meeting monthly at the Foundation's historic Franklin Theatre; creating an accessible forum with city



officials; providing public communication on status of businesses and options for online ordering, curbside pickup and home delivery; and personal calls and visits with our DFA members providing supplies, resources, and encouragement were all part of creating a unified force for economic

survival and now an economic rebound. We've weathered the storm together.

We salute our downtown businesses and could not be prouder of the spirit of our community to work together and rise up to meet one the most difficult and unprecedented challenges in our history.



Image courtesy of Debbie Smartt

■ Downtown Franklin has been an accredited Main Street community for 36 years in a row and remains a popular destination for shopping and dining.

## MARKETING & PROMOTION HIGHLIGHTS

- Enhanced membership activities
- Improved member communications and monthly meetings
- Enhanced brand marketing through parent Foundation brand strategy
- Development of a presentation on the history of downtown Franklin revitalization
- Downtown Franklin featured in national campaigns for clothing retailers Lilly Pulitzer and J. Jill

## VISION

For Franklin, Tennessee to remain America's favorite Main Street district.

## MISSION

As a nationally accredited Main Street program, the Downtown Franklin Association's mission is to lead the continued revitalization and purposeful evolution of downtown Franklin in the context of historic preservation by building a diverse economic base; promoting unique features and the buy-local experience; fostering inviting and accessible people-centered public spaces; and forging partnerships across sectors.

## DOWNTOWN FRANKLIN VITALITY (2019)

**150**  
DFA Members

**\$27/sf**  
Average  
Rental Rate

**3.7%**  
Ground Floor  
Vacancy Rate

**12**  
New Business  
Openings in  
Historic Downtown  
District

**140+**  
Net Job  
Gains

**Harpeth  
Hotel**  
Opening

### DFA ADVISORY BOARD

Board Chair:  
**Bryan Doleshel**

Vice President:  
**Emily Marshall**

Secretary:  
**Lauren Ward**

Organization Chair:  
**Ryan McKinney**

Design Chair:  
**John Bond**

Treasurer:  
**Brian Moyer**

Promotions Chair:  
**Becky Bauer**

Economic Vitality Chairs:  
**Kimberly Elder**  
**Rob Hebert**



**May  
2019**

- Assembled new advisory board to fill interim terms.
- Collaboration with Downtown Neighborhood Association on downtown parking.

**Jun  
2019**

- Updated membership requirements and improved membership benefits and pricing.
- Participated in downtown design evaluation with city staff.
- First Downtown Sip & Stroll consumer / retail promotion successfully launched.

**Jul  
2019**

The National Trust for Historic Preservation's Partners in Preservation grant application chosen as top 20 in the U.S.

**Nov  
2019**

Small Business Saturday participation.



“Downtown Franklin embodies that small-town feeling of history and charm. It's sustained by the local businesses who stitch together a fabric of community and hospitality. It is that type of spirit only small towns and unique experiences can bring. The Heritage Foundation and the Downtown Franklin Association work in unison to provide a streetscape and positive impact preserving the heart of Franklin. As a small business owner in the heart of downtown, it's essential to have these organizations maintain the pillars of the Main Street Program. This ensures that local businesses thrive and everyone can enjoy the beautiful place we call home.”

**John Bond**

Co-Owner, Twine Graphics & Screen Printing



### **Come One, Come All, Come Furry and Four-Legged**

Thanks to the support of the Foundation, downtown merchants, community leaders and corporate partners like Mars Petcare, Franklin is becoming widely recognized as one of America's favorite pet-friendly cities strengthening the community's historic small town charm and brand. In 2019 Franklin was certified as one of 31 U.S. cities named Better Cities for Pets and featured in *People* magazine.

**Nov-Dec  
2019**

Successful Hop and Shop Trolley consumer / retail promotion launched.

**Dec  
2019**

Holiday window display contest for DFA members and the best sales weekend in history during Dickens of a Christmas.

**Jan  
2020**

- Franklin Main Street re-accredited for 36th year by the National Main Street Center.
- Executive Director Jill Burgin appointed to Franklin Transit Authority board.

**Mar  
2020**

#KeepItGoing campaign to support small businesses and DFA members during pandemic and stay-at-home orders.

**Apr  
2020**

Virtual DFA forum with Franklin City Mayor Ken Moore to discuss safe reopening of downtown Franklin.

# Bringing the Vision to Life



■ Visionary concepts of potential rehabilitated and new structures on the Franklin Grove campus were unveiled in May 2019.

A five-acre sanctuary just off Franklin's historic downtown square, Franklin Grove Estate & Gardens is the newest division of the Heritage Foundation and the largest preservation project in our organization's 53-year history.

This elegant multi-use campus has been a beacon of education, innovation and progress for nearly 200 years, dating back to 1829. It was originally a girls' seminary school, later a Freedmen's School after the Civil War, and most recently the O'More College of Design.

The rich history and elegance of the property continues today as Franklin Grove is revitalized by the Heritage Foundation, bringing to life a vision to become one of the city's most diverse and inspiring attractions, and a focus of community, cultural and educational offerings. Through generous lead gifts, much progress has been made over the past year to assemble a team of passionate experts who are working to bring the vision to life.





“We are excited to be the design team for Franklin Grove Estate & Gardens. We believe that every place tells a story. All of these embodied stories collectively make our communities what they are. Historic preservation is so much more than saving structures; it is about saving the tangible places that hold the embodied stories of our community. This project will create spaces where incredible new memories are made while remembering and respecting the past.”

**Belinda Stewart**  
*Belinda Stewart Architects*

## Nationally Acclaimed Architect Team Selected for Master Planning

After a thorough search and RFP process launched in 2019, the Heritage Foundation engaged a top team of preservation and landscape architect designers and engineers for the Franklin Grove campus. Architecture design and master planning for Franklin Grove Estates & Gardens kicked off in April 2020.

Cyril Stewart, who has been involved in Franklin's historic architecture for many years, including the Foundation's Franklin Theatre and Old, Old Jail building, will serve as the local project manager.

Cyril is joined by award-winning Belinda Stewart Architects, PA, who has provided architectural and preservation services for more than 350 historically significant projects throughout the Southeast including several National Historic Landmarks.

Other team members include the landscape architecture and master planning teams of HDLA and 3Fromme Design who have brought their expertise to gardens around the country, including recent garden developments at Cheekwood in Nashville.

The team is rounded out with the engineering expertise of Ragan-Smith Associates and Genesis Engineering Group.

## VISION

To inspire and engage people in a world-class experience through the celebration of art, history, education, nature and community.

## MISSION

Franklin Grove Estate & Gardens is a landmark destination that creates a sense of place, timelessness and beauty for all people to engage with history, education, art, nature and community.



## Preservation Work Underway for the LeHew Mansion to Become the Home of the Center for Innovation

Restoration and rehabilitation work for the LeHew Mansion (formerly the Haynes-Berry House) launched in October 2019 with 906 Studio Architects. A preservation feasibility study was completed by the Foundation's preservation team in April 2020 providing the steps essential to the ongoing reuse and rehabilitation work in progress for this historic property. The LeHew Mansion will serve as the future home of the Williamson, Inc. Center for Innovation planned to open on the Franklin Grove campus in 2020 to support entrepreneurial small businesses in Williamson County.

## Franklin Grove Advisory Committee

We are thankful for the commitment of time and expertise by our Advisory Committee formed in 2019 to support the planning and development of the Franklin Grove project. Individual task force groups have collaborated to develop considerations to inform both business strategy and architectural planning and we are appreciative of their talents, collaboration, thought leadership and continued support of the planning process.

|                |                |                    |
|----------------|----------------|--------------------|
| Danny Anderson | Amos Gott      | Sharon McNeely     |
| Tom Atema      | Chase Harper   | Jim McReynolds     |
| Bari Beasley   | Guy Haskins    | Mayor Ken Moore    |
| John Bond      | Amanda Bledsoe | Ellen More         |
| Jill Cole      | Matt Largen    | Sondra Morris      |
| Michael Damico | Calvin LeHew   | Ed Silva           |
| Tracy Frist    | Emily Magid    | Ellie Westman-Chin |
| David Garrett  | Alma McLemore  | Susan Whitaker     |

## Saving the Places and Stories of African American Education

Zoning approvals were secured and land preparations have been initiated to make Franklin Grove the new home of the historic Lee-Buckner Rosenwald School saved by the Foundation in 2018. One of thousands of schools nationwide considered some of the most endangered structures in the country, the one-room schoolhouse currently located in Spring Hill gave dozens of African American students a place to learn before desegregation and will serve as an education center and museum at Franklin Grove.

The Foundation commissioned a documentary film crew in 2019 to capture and share the story of the school's acquisition, relocation, preservation and rich history. Filming began last May, a trailer was released in November, and the final documentary film will be completed in 2020 for public debut.





# FRANKLIN

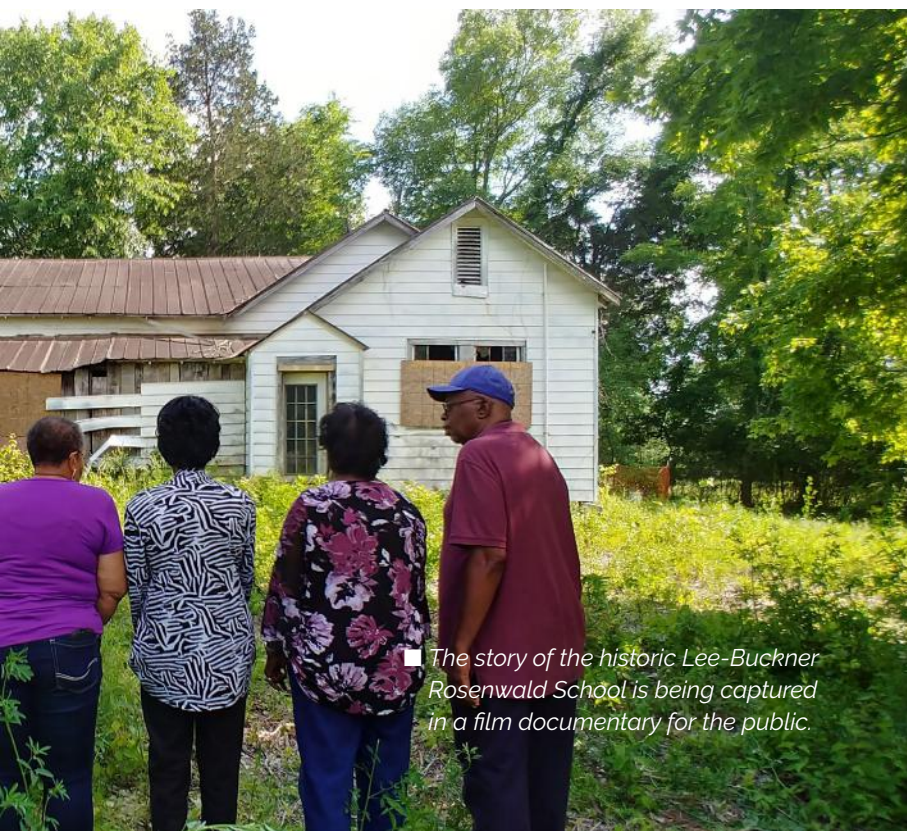
## Grove

ESTATE & GARDENS

- The new Franklin Grove logo marked the first step in the project's brand development process and involved multiple local firms with a final logo designed by downtown Franklin's Twine Graphics & Screen Printing.

### A LOOK AHEAD

- Completion of renovation work at the LeHew Mansion and opening of The Williamson Inc. Innovation Center for entrepreneurial businesses in Williamson County
- Franklin Grove Estates & Gardens master planning and city/county collaboration for historic and zoning approval
- Relocation of the historic Rosenwald Schoolhouse to the Franklin Grove campus and completion of the public documentary film
- Historical preservation work captured with 3D scans for virtual tours of the LeHew Mansion and The Winstead House



- The story of the historic Lee-Buckner Rosenwald School is being captured in a film documentary for the public.

Jul  
2019

Architect Design and Engineering RFP Deployed for Franklin Grove Estate & Gardens campus and structures.

Sep  
2019

Franklin Grove is selected as the only Tennessee finalist in the National Trust for Historic Preservation and American Express' 2020 Partners in Preservation Award honoring sites that play a role in highlighting the contribution of women to American history and society.

Oct  
2019

Design planning work initiated on LeHew Mansion (formerly the Haynes-Berry House) with 906 Studio Architects.

Dec  
2019

Architect team selected for Franklin Grove campus design and master planning.

Feb  
2020

Franklin Grove Advisory Committee task forces were identified and engaged for business planning and architectural considerations.

Mar  
2020

Mission and Vision statements approved by the Heritage Foundation board.

Apr  
2020

Archaeological Survey RFP deployed for the Franklin Grove campus and historic properties.

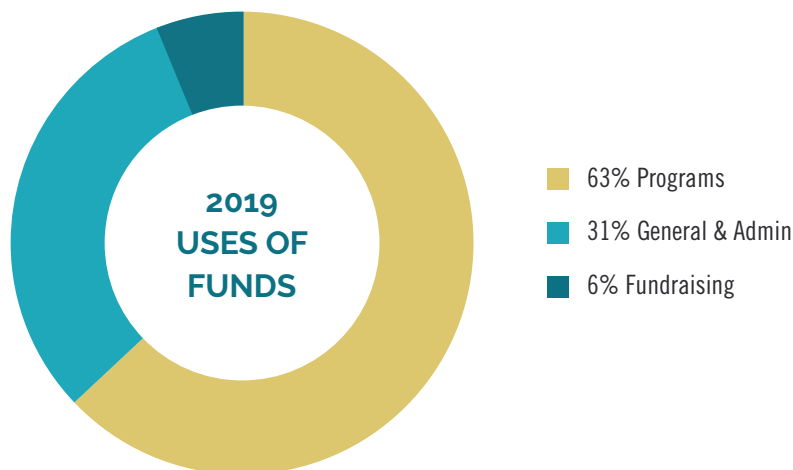
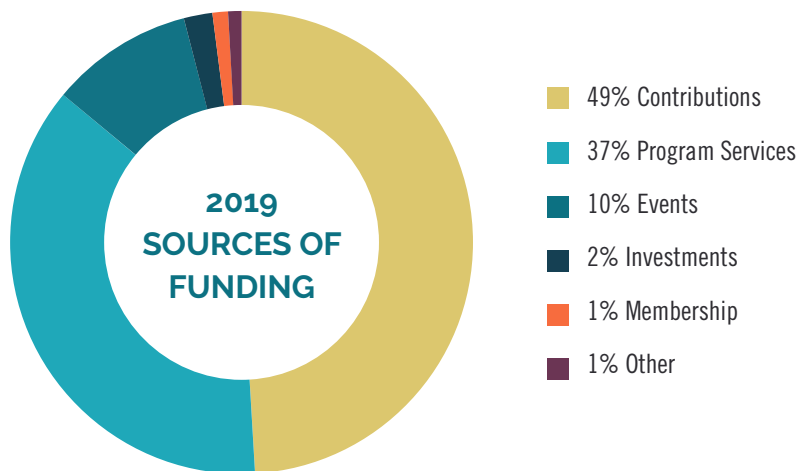
LeHew Mansion preservation feasibility study completed.

Franklin Grove business strategy developed and master planning initiated with architectural team.

# Financial Strength to Keep It Going

The Heritage Foundation's consolidated operating revenue, including its divisions Franklin Theatre, Downtown Franklin Association and Franklin Grove totaled \$7.6 million for the year of January 1 through December 31, 2019. Expenses for the same period totaled \$4.8 million with a net profit of \$2.8 million. This strong financial position at the end of 2019 set the organization up well for pursuing ambitious 2020 Strategic Plan goals, growth and expansion. We are committed to be responsible stewards of the funds supporting our work and are thankful for the opportunity to achieve major milestones toward our greater mission.

## 2019 Increase in Net Assets \$2,834,128



Our financial summary includes funding from the following brands and divisions:





# Donors and Partners Make it Possible

Strengthening relationships with our constituents is always at the heart of our team, and we recognize we would not be able to save the places and stories that matter most to our community without the support of these patrons. The Heritage Foundation continues to grow charitable contributions and sponsorships and expand our network of support. More than \$755,000 was contributed from our corporate partners for festival and event sponsorships.

## CORPORATE SPONSORS

\$10,000+



The Alexander Family  
 Brookdale Franklin Senior Living  
 Cheatham, Palermo & Garrett Law  
 Chuck McDowell and  
 Jo Ellen Drennon McDowell  
 CoreCivic  
 FirstBank  
 FirstCNB  
 First Horizon  
 Franklin Synergy Bank  
 Frost Brown Todd  
 Grogan Jewelers  
 GSRM Law  
 Jackson

Jeep  
 Landmark Bank  
 Lipman Bros.  
 MARS Petcare  
 Pinnacle Financial Partners  
 Pilgrimage Music and  
 Cultural Festival  
 Quest Events  
 Renasant Bank  
 Southern Events  
 SouthStar  
 Vanderbilt University  
 Medical Center  
 Williamson Medical Center

“We’ve been a sponsor of Main Street Festival for 17 years and the partnership has been fantastic. It’s the most productive event we do in Williamson County. It helps develop our brand to be associated with Heritage Foundation events. It has all of the values we want to communicate as a bank. Community. Family.”

**Joe Walker**  
 Williamson County President  
 First Horizon

# Leadership Society

The Heritage Foundation Leadership Society is an important circle of donors who provide vital support to the Heritage Foundation's annual operations. By contributing \$1,000 or more a year, Heritage Foundation Leadership Society donors close the gap between our operating expenses and funds raised from events, sponsorships, membership and other sources. In 2019 the Leadership Society (gifts of \$1,000 and greater) nearly doubled gifts to the Annual Fund.

## TRAILBLAZERS

\$50,000+

Senator and Mrs. Bill Frist  
Mr. and Mrs. Calvin Lehw  
Emily A. Magid

## VISIONARIES

\$25,000-\$49,999

Ms. Sondra Morris  
Mr. and Mrs. Jim Stark, III

## FOUNDERS

\$10,000-\$24,999

Mr. and Mrs. Barry Alexander  
Dr. and Mrs. Thomas F. Frist, Jr.  
Mr. and Mrs. Steve George  
Henry Laird Smith Foundation  
*Ms. Ellen L. Smith*  
Mr. and Mrs. Mark E. Humphreys, Jr.  
Mr. and Mrs. Larry W. Keele  
Chuck McDowell and  
Jo Ellen Drennon McDowell  
Rural Plains Historic Foundation  
*Mr. Tyler Berry and*  
*Mrs. Avalyn Swain*  
Samuel M. Fleming Foundation  
*Mr. Fleming Wilt*  
Thirty-O'Leary Foundation  
*Kent Thiry and Denise O'Leary*  
Mr. and Mrs. David Veino

## INNOVATORS

\$2,500-\$9,999

Mr. and Mrs. Danny Anderson  
Mr. and Mrs. Thomas Atema  
Mr. and Mrs. Lee Barfield  
Mr. and Mrs. Gilchrist Berg  
Mr. and Mrs. Tyler Borders  
Mr. and Mrs. William Burns  
Mr. and Mrs. Tom D. Crook  
The Dorothy Cate and  
Thomas C. Frist Foundation  
*Dottie Frist*  
*Carol K. and Robert A. Frist, MD*  
Mr. and Mrs. Charles Elcan  
Mr. and Mrs. Harrison Frist  
James Deering Danielson Foundation  
*Ms. Lauren Ritzen*  
Corrine B. Kidd  
Mr. and Mrs. Ronald S. Ligon  
Mayor and Mrs. Kenneth L. Moore  
Mr. and Mrs. Bill Oberndorf  
Mr. and Mrs. James R. Parker  
Mr. and Mrs. Mason Revellette  
Mr. and Mrs. Edward P. Silva  
Mr. and Mrs. Stephen B. Smith  
Mr. and Mrs. Cyril Stewart  
Mr. and Mrs. Lawrence Sullivan  
Ms. Harriet Warner

## PATRONS

\$1,000-\$2,499

Mr. and Mrs. James M. Alexander  
Mayor Rogers C. Anderson  
Anonymous  
Mr. and Mrs. Benjamin C. Armistead

Mr. and Mrs. James Armstrong  
Mr. Bary Bailey  
Ms. Nancy Baker  
Barbara Owen Smith Family  
Foundation  
*Ms. Barbara Smith*  
Ms. April Blalock  
Mr. John Bond  
Mr. and Mrs. David Booth  
Mr. and Mrs. Del R. Bryant  
Mr. and Mrs. Porter B. Calhoun  
Ms. Pam Chandler  
Mr. and Mrs. Cliff Childs  
Ms. Brena Cole  
Mr. and Mrs. Blaine Conant  
Paul Couch  
Ms. Susan Craig  
Michael Culotta  
Mr. and Mrs. Jeff Day  
Mr. and Mrs. Robert Deaton  
Mr. and Mrs. Paul Denning  
Mr. and Mrs. Mark Donnell  
Mr. and Mrs. Michael Edwards  
Terry Evans  
Mr. and Mrs. Tom Evans  
Mr. and Mrs. David Flow  
Mr. and Mrs. Tim Ford  
Mr. and Mrs. James Ford  
Mr. and Mrs. Robert Frey  
Mr. and Mrs. Billy Frist  
Mr. and Mrs. Ron Gambill  
Mr. and Mrs. Aaron Gani  
Mr. and Mrs. Dewey Garland  
Mr. and Mrs. Bill Garvey  
Ms. Julie Goon



Mr. Alfred Gray  
 Mr. and Mrs. Carl T. Haley, Jr.  
 Mr. and Mrs. Greg Ham  
 Mr. and Mrs. J. Roderick Heller, III  
 Mr. and Mrs. Michael E. Herr  
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 Ms. Ann Johnson  
 Mr. Robert Jordan  
 Mr. Michael P. Kelly  
 Mr. and Mrs. Martin Koffel  
 Mr. and Mrs. Jeff Ledbetter  
 Ms. Pamela Lewis  
 Mr. and Mrs. Dave Lindsay  
 Mr. and Ms. Timothy Lloyd  
 Ms. Janet Lynch  
 Ms. Heather Maguire  
 Mr. and Mrs. John R. Maher  
 Ms. Betsy A. Marshall  
 Mr. Chip Marston  
 Mr. and Mrs. Tony McAlister  
 Mr. and Mrs. Edward P. McCullough

Mr. Glenn McGehee  
 Mr. and Mrs. Robin McVey  
 Mr. and Mrs. Andrew Meldrum Esq.  
 Mr. and Mrs. Tom Miller  
 Mr. and Mrs. Joe Mitchell  
 Ms. Ellen L. More  
 Mr. Rob Mowrey  
 Mr. Robert Musgrove and  
     Dr. Kay A. Musgrove  
 Mr. and Mrs. Fred Nance  
 Ms. Jean M. Nunnelee  
 Pam Lewis Foundation  
     *Ms. Pam Lewis*  
 Mr. Hank Parrott  
 Mr. Dan Pitts  
 Mr. and Mrs. Greg Policastro  
 Mr. and Mrs. Scott Portis  
 Mr. and Mrs. William Powell  
 Ms. Linda N. Rittenhouse  
 Mr. and Mrs. Mark Robbins  
 Mr. and Mrs. Stephen Rubenfeld  
 Mr. and Mrs. Richard Sanders

Ms. Brenda Sanderson  
 Mr. and Mrs. Ron Shafer  
 Mr. Gregory Flittner and  
     Ms. Nancy R. Smith  
 Mr. and Mrs. Mark Smith  
 Mr. Dennis Smith  
 Mr. Gene Smith  
 Ms. Ramona Smith  
 Regg Swanson  
 T & T Family Foundation  
     *Mr. Lester Turner and*  
     *Ms. Currey Thornton*  
 Judge and Mrs. Thomas Taylor, Jr.  
 Mr. and Mrs. Ted Tobens  
 Traci Todd  
 Mr. and Mrs. Rick Turley  
 Mr. Robert Vann  
 Mr. and Mrs. Terry Vinson  
 Ms. Lisa W. Wheeler  
 Mr. and Mrs. Jeffrey O. Williams  
 Mr. Glenn Wilson

## Lifetime Giving

Celebrating lifetime giving of \$100,000 and greater to Heritage Foundation provides an opportunity to recognize our most generous supporters. It honors the leadership and extraordinary support of donors who have played a vital role in saving places that matter.

### **\$1 million+**

Ms. Sondra Morris  
 Mr. and Mrs. Calvin LeHew  
 Emily A. Magid  
 Mr. and Mrs. Gordon E. Inman  
 The Beth & Preston  
     Ingram Foundation

### **\$500,000 - \$999,999**

Jackson  
 Turner Family Foundations

### **\$100,000 - \$499,999**

FirstBank  
 Franklin Synergy Bank  
 First Horizon Foundation  
 Williamson Medical Center  
 CapWealth Advisors, LLC  
 Vanderbilt University Medical Center  
 Mr. and Mrs. Charles N. Martin  
 Ingram Industries, Inc.

## Legacy Gifts

These donors shared the common interest of preserving the beloved places for generations to come by leaving Heritage Foundation in their estate plans, ensuring those who follow will continue to enjoy Williamson County's treasures.

### **Estate of Myra Clark**

### **Estate of Dr. Joseph Willoughby**

Thank you for supporting our mission.

**Saving Places and Stories That Matter**  
History. Preservation. Community.



**BE PART OF OUR ONLINE COMMUNITY**

[williamsonheritage.org](http://williamsonheritage.org)

 [@WilliamsonHeritage](https://www.facebook.com/WilliamsonHeritage)

 [WilliamsonHeritage](https://www.instagram.com/WilliamsonHeritage)

 [@WilcoHeritage](https://twitter.com/WilcoHeritage)



[LinkedIn](https://www.linkedin.com/company/WilliamsonHeritage)



[YouTube](https://www.youtube.com/WilliamsonHeritage)



**HERITAGE  
FOUNDATION**  
WILLIAMSON COUNTY, TN

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