



HERITAGE
FOUNDATION
WILLIAMSON COUNTY, TN

www.williamsonheritage.org

DOWNTOWN
FRANKLIN
ASSOCIATION

The
FRANKLIN
THEATRE

FRANKLIN
Country
HOTELS & GARDENS

The Mossee Morris
History and
Culture Center
WILLIAMSON COUNTY, TN

2025 Report to the Community





2025 BOARD OF DIRECTORS
Executive Committee

- | | | |
|---|---|--------------------------|
| WILLIAM C. SCALES JR.
<i>Chairman of the Board</i> | SONDRA MORRIS
<i>Chair, Franklin Grove Estate & Gardens</i> | LARRY KEELE |
| MARK SUTTON
<i>Vice Chair</i> | Dr. Allen Sills
<i>Chair, Moore-Morris History and Culture Center</i> | LEE LOCKE KENNEDY |
| DAVID JACKSON
<i>Treasurer</i> | Tyler Borders
<i>At Large</i> | JENNIFER PARKER |
| BRENT BOWMAN
<i>Secretary</i> | Emily Magid
<i>At Large</i> | ADAM SANSIVERI |
| JOHN BOND
<i>Chair, Downtown Franklin Association</i> | MEGAN ALEXANDER | PERRY SCHONFELD |
| PAUL JANKOWSKI
<i>Chair, The Franklin Theatre</i> | CALEB GIBSON | BO SEGERS |
| | HUNTER JONES | ED SILVA |
| | | JEFFREY WELK |

2025 STAFF

- | | | |
|---|---|--|
| BARI BEASLEY
<i>President and Chief Executive Officer</i> | MIKE CRUZ
<i>DFA & Marketing Manager</i> | MARK SHORT
<i>Associate Director of Development & Strategy</i> |
| TYRUS STURGIS
<i>Chief Officer of Missional Engagement</i> | DENNIS GARDNER
<i>Senior Director of Finance & Administration</i> | JAYME SMITH
<i>Senior Director of Operations & Events</i> |
| TODD MCKEE
<i>General Counsel</i> | IAN HUNT
<i>Director of Facilities & Event Support</i> | NADIAN ZAK
<i>Human Resources Consultant</i> |
| TANNER ADAMS
<i>Director of Corporate Sponsorships</i> | KARA PAINTER
<i>Audience Growth & Program Marketing Manager</i> | |
| WILL CLARK
<i>Associate Director of Brand & Content Marketing</i> | REBEKAH RUSH
<i>Director of Education & Volunteer Management</i> | |

DIVISIONS

- | | |
|--|--|
| ERIC DILTS
<i>Managing Director, The Franklin Theatre</i> | AMY SAPP
<i>Talent Booker, The Franklin Theatre</i> |
| JULIE JACKSON
<i>Industry Relations, The Franklin Theatre</i> | Heidi Hood
<i>Managing Director of the Downtown Franklin Association & Institutional Marketing</i> |
| BRENDEN ATEN
<i>Technical Director, The Franklin Theatre</i> | Nat Taylor
<i>Managing Director, Moore-Morris History and Culture Center</i> |
| TIGRIS PARADA
<i>Director of Operations & Administration, The Franklin Theatre</i> | |

A Look Back at 2025



Bari Beasley
President & CEO

Dear Friends,
When I look back on 2025, I don't just see a list of milestones; I see the faces of the neighbors who stood beside us. I'm often reminded that preservation is not just about protecting the ground beneath us; it's about the stories we're building for the people we love. This past year, the Heritage Foundation of Williamson County stood as a guardian of our past and a catalyst for our future, proving that when a community unites, we can save the places that define us.

This year felt particularly special. We started in January among the quiet, sacred rows of the Franklin First United Methodist Church Historic Cemetery, and we ended the year with a monumental "win" in College Grove this past November. By successfully defeating high-density development, we sent a clear message: the rural character and historic integrity of Williamson County are invaluable.

Our downtown festivals reached incredible new heights this year, with both PumpkinFest and Dickens of a Christmas celebrating their 40th anniversaries. Our three beloved community traditions drew more than 367,000 guests to Historic Downtown Franklin, serving as vital economic anchors for our local commerce and tourism. From the vibrant arts of the 41st Main Street Festival to the Victorian charm of a Dickens Saturday, these events did more than just entertain; they fostered a deep sense of community and provided a premier platform for hundreds of local artisans and small businesses. We are incredibly proud of our team and volunteers for maintaining the high standards of organization and hospitality that our vendors and visitors have come to expect.

Beyond the festivals, it was the quiet moments of connection that stayed with me. We rolled up our sleeves for Practical Preservation workshops, honored our community's Black History Heroes, and

celebrated the essential role of women in preservation. Through our thriving Next Gen community, we ensured that the torch of advocacy is being passed to an energized new generation. We also took time to explore the "Stories Beneath Our Feet," highlighting Native American history and ensuring our narrative includes all who have shaped this land. These moments of connection remind us that preservation is a living, breathing movement that requires our constant stewardship.

As we look toward the future, our focus remains steadfast on advocating for responsible growth. We will continue to ensure that the charm and character that draw people to Williamson County are not lost to the very progress they inspire. Your support—whether you attended the 52nd Heritage Ball at Bicentennial Park, voiced your concerns at a town hall, or volunteered your time—is the heartbeat of this organization.

We also look ahead with great anticipation to 2026 as we break ground on the next phase of construction at Franklin Grove Estate & Gardens—a project that stands at the very heart of our transformative mission in Williamson County.












Thank you for making 2025 a year of historic proportions; I am more confident than ever that our best chapters are yet to be written.

With gratitude,

Bari Beasley
President & CEO

2025 Highlights

2025 was a year of community engagement and support. The timeline below is just a snapshot of the numerous events and highlights at the Heritage Foundation of Williamson County and our divisions. We're excited for all that 2025 has for preservation in our county.

	<ul style="list-style-type: none"> Partnered with the African American Heritage Society for an evening honoring the legacy of Sergeant George Jordan and other local heroes who shaped the community's history. 		<ul style="list-style-type: none"> Warwick Lecture Series Building of the Month - Hatcher Family Dairy Preservation Plan Steering Committee Meeting Nolensville Historic Zoning Advocacy: Landmark Home Protection 		<ul style="list-style-type: none"> Timeless Tales - Our June session engaged families with classic children's literature and hands-on crafts Next Gen Mixer 		<ul style="list-style-type: none"> College Grove Town Hall: Collaborated with local residents on preservation priorities and the protection of the historic Allison Chapel AME church site Next Gen Mixer 		<ul style="list-style-type: none"> Heritage Ball: Celebrated the 52nd Heritage Ball at the newly opened Bicentennial Park in downtown Pumpkin Fest Franklin FSD Founder's Day 		<ul style="list-style-type: none"> Timeless Tales - Families gathered for a reading of The Night Before Christmas, carols with Santa and Mrs. Claus, and book giveaways.
<p>Building of the Month Tour</p> <p>JANUARY</p>	<p>Black History Heroes Event</p> <ul style="list-style-type: none"> Franklin First United Methodist Church Historic Cemetery DFA hosted Shop Main Street TV Next Gen Mixer Timeless Tales 	<p>Women in Preservation Luncheon</p> <p>MARCH</p> <ul style="list-style-type: none"> Lunch & Learn Panel Practical Preservation x Stack Stone Wall Workshop DFA Awards City of Franklin Preservation Plan Steering Committee Engagement 	<p>42nd Annual Main Street Festival</p> <p>APRIL</p> 	<p>Stack Stone Wall Workshop in Grassland</p> <p>MAY</p> <ul style="list-style-type: none"> Building of the Month: Watson-Pointer House Speaking Engagement: Nolensville Historical Society 	<p>Timeless Tales Children's Readaloud</p> <p>JUNE</p> 	<p>3rd Annual Summer Sessions</p> <p>JULY</p> <ul style="list-style-type: none"> Hosted Our 3rd Annual Summer Sessions at The Franklin Theatre, a Three-Day Music Intensive for High-School Students "Heritage Roads" Advocacy and Planning Series Next Gen Mixer 	<p>Preserve Williamson Town Hall – College Grove</p> <p>AUGUST</p> 	<p>Patron's Party</p> <p>SEPTEMBER</p> <ul style="list-style-type: none"> Manuel Event at the Theatre Hosted Patron's Party at Leiper's Fork Distillery Timeless Tales Preservation Plan Steering Committee Meeting Next Gen Mixer 	<p>52nd Annual Heritage Ball</p> <p>OCTOBER</p> 	<p>Robert Hicks Exhibit Opening</p> <p>NOVEMBER</p> <ul style="list-style-type: none"> Stories Beneath Our Feet - Native American Event at HCC Grateful Gathering College Grove Preservation Victory: High-Density Development Defeated Preservation Plan Steering Committee Meeting 	<p>40th Annual Dickens of a Christmas</p> <p>DECEMBER</p> 

Preservation, Education, & Advocacy

In 2025, the Heritage Foundation of Williamson County reached a pinnacle of community-driven impact, marked by landmark advocacy victories and a robust expansion of our educational programming. Our mission to protect the places that matter was felt across every corner of the county, from historic downtown centers to our precious rural landscapes.

The year's most significant milestone came in November with the College Grove Preservation Victory. Following our Preserve Williamson Town Hall in August, where hundreds of residents gathered to discuss the future of their community, the Foundation successfully led the charge to defeat a high-density development proposal. This triumph stands as a testament to the power of well-planned growth and our commitment to maintaining the rural character of Williamson County. Throughout the year, we continued to serve as a vital voice at local government meetings, ensuring that preservation principles remain at the forefront of the county's evolution.

Education remained a cornerstone of our work, highlighted by a series of diverse and immersive cultural programs. We honored the voices of our past through the Black History Heroes event and celebrated the leadership of the present during our Women in Preservation lunch panel. In November, we hosted Stories Beneath Our Feet, a profound exploration of Native American heritage that connected the community to the earliest chapters of our local history.

Our "Building of the Month" tours provided unprecedented access to historic treasures across the county, including:

- Franklin First United Methodist Church Historic Cemetery
- Hatcher Family Dairy
- The Watson-Pointer House

The Foundation continues to empower citizens with the skills to maintain our historic fabric. Our Practical Preservation Series saw the successful completion of our multi-year Dry-Stack Stone Wall restoration project. Through workshops in March and May, participants worked alongside experts to master traditional techniques, ensuring these iconic limestone boundaries—so central to our Middle Tennessee landscape—are preserved for generations to come.

As we look toward 2026, the Heritage Foundation of Williamson County remains steadfast in its role as the guardian of our county's legacy, proving that through education and unified advocacy, we can achieve common ground for a sustainable future.



Community Engagement



Scan to explore 2026 volunteer opportunities and join us in preserving the unique history and culture of Williamson County

Throughout 2025, the Heritage Foundation of Williamson County continued to work alongside residents to maintain the unique character of our community. Our mission relies on the consistent support of our neighbors, whose involvement helps ensure that Williamson County remains a vibrant place to live and visit. This year, our advocacy and programming reflected a shared dedication to protecting the local heritage we all value.

The 52nd Annual Heritage Ball, which took place at the newly opened Bicentennial Park, stood as a testament to this enduring spirit. Chaired by Bo and Debbie Segers, our flagship fundraiser celebrated more than five decades of preservation wins while raising critical funds to protect our most at-risk resources. Guests enjoyed red carpet photo opportunities, live broadcast interviews, and a show-stopping performance by multi-platinum country sensation Walker Hayes.

Beyond our signature events, the heart of our mission beat strongest in the everyday involvement of our

residents. Whether voicing support for smart growth at local government meetings or engaging with our digital advocacy campaigns, the community's voice remained our most powerful tool for change. Our volunteers served as the lifeblood of our divisions—leading student field trips, welcoming guests as Franklin Locals with the Downtown Franklin Association, and ensuring the magic of our festivals and The Franklin Theatre remains accessible to all.

2025 Impact by the Numbers

Our volunteers are more than just helpers; they are a vital economic engine for preservation. By giving their time and talent, they allow us to redirect critical funds back into our historic sites and educational programs.

3517

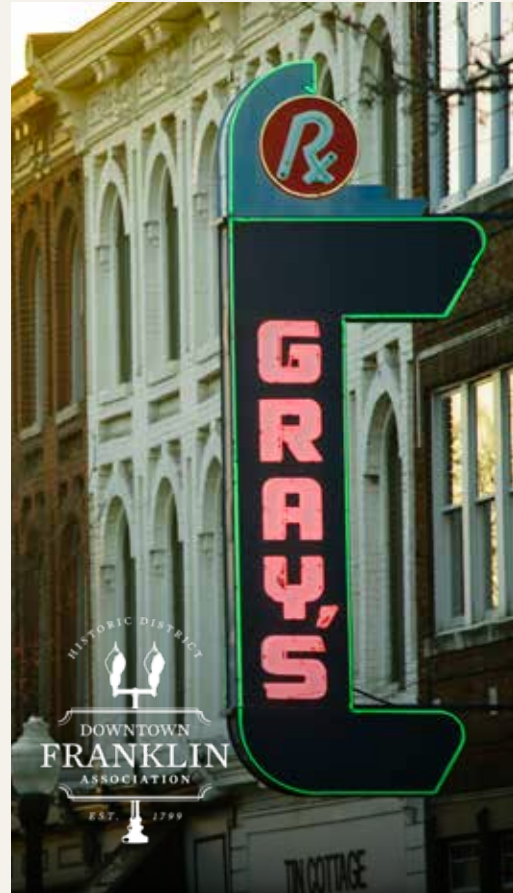
Total Volunteer Hours in 2025

\$117k

Saved as a result of volunteer engagement



Downtown Franklin Association



The Downtown Franklin Association (DFA) experienced a landmark year in 2025, as we continued to serve over 200 members and expanding its digital reach to over 100,000 followers on social media. These milestones reflect our deepening partnership with building owners, municipal staff, and elected officials—a collaborative spirit that fuels our small-business success and solidifies downtown Franklin as a premier national destination.

Strategic advocacy and professional development remained at the forefront of our mission this year. We launched DFA University ONLINE, providing our members with flexible, high-level resources to scale their businesses. Beyond our monthly meetings, Mixers, and Masterminds, we hosted regular breakfasts with City Aldermen to ensure our merchants had a direct voice in critical local issues. From signage and parking to peddler regulations and tax relief, the DFA worked tirelessly to advocate for the needs of our business owners while actively participating in the City’s Preservation Steering Committee.

In 2025, we embraced innovative ways to support our retailers during slower seasons, including the launch of our first Shop Main Street TV livestream. This digital-first initiative brought the charm of our storefronts directly to screens worldwide. We also celebrated our third year of Flowers on Main in partnership with the City, ensuring our district remained beautiful and inviting. Our “Franklin Locals” volunteers provided essential hospitality throughout the year, supporting signature traditions like the Hop & Shop Trolley, Small Business Saturday, and our popular Caterpillar, Scarecrow, and Nutcracker Crawls.

We are particularly proud of our commitment to the next generation of local entrepreneurs. Through the generous support of the Truist Foundation, we provided three small-business scholarships that included dedicated mentorship to help these deserving members thrive. The DFA team also grew this year with the addition of our first DFA & Marketing Manager, Mike Cruz, whose expertise has already elevated our promotional efforts across all festivals and digital platforms.

As we look toward 2026, we are deeply grateful to the City of Franklin and our Board for their continued partnership. Together, we will continue to balance sustainable economic growth with the historic preservation that makes our downtown truly one-of-a-kind.

“We’re incredibly grateful to be part of downtown Franklin—a growing community that does an amazing job balancing rich history with real opportunity for small businesses. Thank you to the Downtown Franklin Association for supporting and championing a place where tradition and growth thrive side by side.”
- Twine Graphics

Downtown Festivals

Our community festivals remain key regional drivers, drawing record attendance to Historic Downtown Franklin. As cultural and economic anchors, they fuel local commerce, tourism, and hospitality across Williamson County and beyond.

367,993 *Total Festival Attendance 2025*

“ Our first time at Dickens of a Christmas in 2025 left us very impressed—excellent communication and a well-run show. We look forward to making it a long-standing tradition.
— Jessica



Main Street Festival presented by First Horizon

Celebrating its 41st annual spring tradition, the Main Street Festival welcomed another huge crowd to Historic Downtown Franklin, drawing over 120,000 guests for a weekend full of arts & crafts, food, live entertainment, and community fun. With more than 150 arts & crafts vendors, multiple performance stages, interactive areas like KidsZone and PetZone, collaborative public art displays, and amazing food offerings, the festival once again highlighted the creativity and cultural charm of Williamson County in full spring bloom.



PumpkinFest presented by Atmos Energy

The 40th Annual PumpkinFest returned to Downtown Franklin with autumn-themed food and drinks, children’s activities, live music, and the festival favorite pet and family costume contests. Beautiful fall weather drew out record-breaking single-day attendance, as the streets filled with autumn activities, artisan crafts, festive displays, and the signature community spirit that makes Williamson County’s fall festival one of the region’s most anticipated traditions.



Dickens of a Christmas presented by Wilson Bank & Trust

Marking its 40th year in Downtown Franklin, Dickens of a Christmas delivered a magical Saturday filled with Victorian street characters, musicians, dancers, carolers, and abundant holiday shopping opportunities. Even with Sunday’s programming canceled, beautiful weather and remarkable Saturday turnout made the day feel truly celebratory, as families and visitors enjoyed seasonal treats, warm beverages, and picture-perfect holiday moments against the charming backdrop of Franklin’s historic Main Street.

The Franklin Theatre



In 2025, The Franklin Theatre continued to shine as Williamson County’s premier cultural heart, blending Hollywood star power with the soulful roots of local songwriting. Our mission to provide world-class entertainment in an intimate, historic setting reached new heights this year through strategic partnerships and a record-breaking lineup of talent. From surprise visits to nationally recognized competitions, the “Jewel of Main Street” remains a vital community pillar where history and modern artistry meet.

The year was defined by a star-studded calendar, featuring two sold-out shows by Hollywood legend John C. Reilly, along with unforgettable performances by Billy Bob Thornton, Priscilla Presley, The Fixx, and The Fabulous Thunderbirds. We were even treated to a surprise appearance by Jelly Roll, further cementing our reputation as a stage where anything can happen. Across 357 ticketed events, we welcomed 57,105 guests, supported by our incredible partners including Jackson®, American Constructors, Atmos Energy, and Craft Body Scans.

Our commitment to the craft of songwriting flourished through the Franklin Theatre Songwriters Series. Supported by BMI and Visa, the series saw three sold-out nights featuring legendary voices like Richard Marx, Monty Criswell, and Casey Beathard. For the third consecutive year, we also hosted the semi-finals for Tennessee Songwriters Week. We were particularly proud to see the Franklin semi-final winner, DEK of Hearts, go on to take 3rd place on NBC’s The Voice, proving that our stage is a true launchpad for emerging talent.

Beyond the spotlight, our educational mission reached a milestone with the third year of Summer Sessions. This music business and songwriting program, sponsored by FirstBank and Jackson®, allowed middle and high school students to learn directly from industry professionals. We also kept community traditions alive with over 20 sold-out screenings of holiday favorites during our Halloween and Christmas movie series. Whether through a student’s first lyric or a legend’s encore, The Franklin Theatre continues to secure the unique spirit of Williamson County for generations to come.

57k	357	160	56k	25	\$199k
<i>Tickets Distributed</i>	<i>Live Events and Rentals</i>	<i>Movie Screenings</i>	<i>Followers across all social platforms</i>	<i>Non-Profit Rental Events</i>	<i>Raised for other non-profits in rental ticket sales</i>

Moore-Morris History & Culture Center

In 2025, the Moore-Morris History and Culture Center’s programming flourished through meaningful partnerships and high-impact events. In February, we collaborated with the African American Heritage Society to host the Black History Heroes event, honoring the legacy of local figures like Sergeant George Jordan. Our educational outreach reached new heights in October as we welcomed hundreds of families for “Trick or Treat Through History,” a partnership with the Franklin Special District that brought the city’s origin story to life for the next generation.

The Center also solidified its role as a premier training ground for local leaders. We were honored to host distinguished groups including Leadership Middle Tennessee and Youth Leadership Franklin, fostering a deeper connection between civic leadership and regional heritage. Additionally, we partnered with the City of Franklin to host Franklin History 101, an immersive orientation event designed to introduce new city employees to the historical fabric of the community they serve.

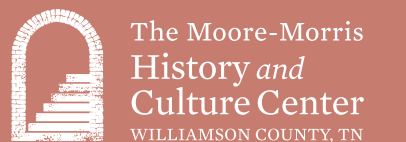
Academic and cultural engagement remained a cornerstone of our mission. The renowned Warwick Lecture Series captivated audiences with deep dives into local artistry, while our most significant cultural addition arrived in November: the opening of the Robert Hicks: Author, Collector, Preservationist exhibit. This immersive tribute celebrates the life of the bestselling author and legendary preservationist whose work forever changed the landscape of Franklin.

The Center’s stunning design also continued to serve as a premier revenue-generating space, hosting a diverse array of private rentals from corporate parties to weddings. By weaving together world-class exhibits with vibrant community events, the Moore-Morris History and Culture Center has become an indispensable cultural hub, ensuring that the diverse stories of Williamson County are preserved and celebrated for years to come.



“The staff was wonderful, knowledgeable, friendly. This is the only museum that enables the visitor to sit down, enjoy the environment and feel ‘at home’ with the history.”

- Anonymous Visitor Survey





A LEGACY IN MOTION

Preserving the Heart of Williamson County

Williamson County is more than just a place on a map; it is a living collection of stories, landscapes, and landmarks that define our shared identity. At the Heritage Foundation of Williamson County, we believe that our history isn't just behind us—it is the foundation for everything that's to come. Our mission is to protect the "living landmarks" that anchor our community, ensuring that as our county evolves, its soul remains intact. From the bustling corridors of Main Street to the serene, historic reaches of our rural countryside, every acre of this county tells a story worth saving.

As we navigate a period of unprecedented growth, our commitment to proactive preservation has never been more vital. Because of your partnership in 2025, we are doing more than just saving old buildings; we are revitalizing the spaces where our community connects, learns, and grows. Through innovative advocacy and meticulous restoration, we are ensuring that the unique character of Williamson County doesn't just endure—it thrives.

Your support is the catalyst for this mission. By investing in the Heritage Foundation of Williamson County, you are securing the future of the landmarks that shape our community and the stories that connect our

hearts. Together, we are not just looking back at where we've been; we are building a future where our history remains a vibrant, visible part of our daily lives. Join us as we continue to protect the best of our past for the benefit of all who will call this place home tomorrow.



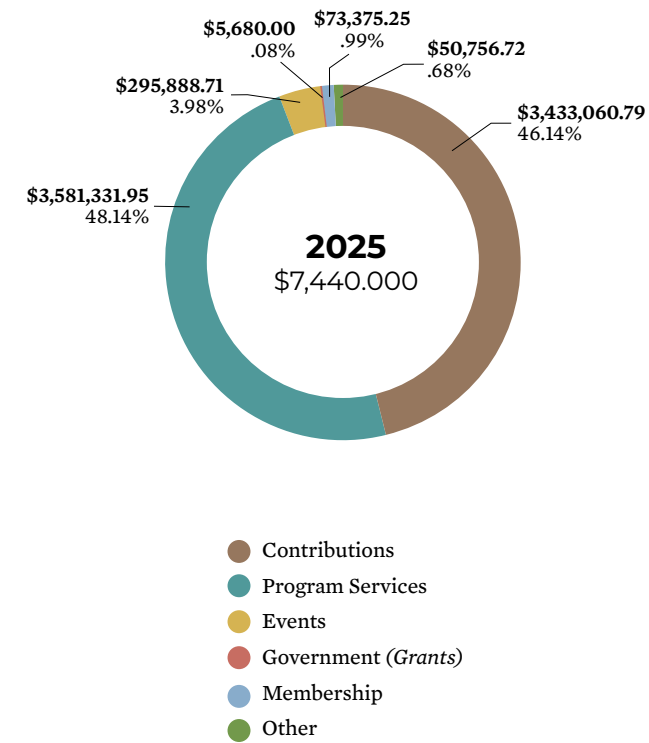
Donate

Scan the QR to give or visit:
Williamsonheritage.org/donate

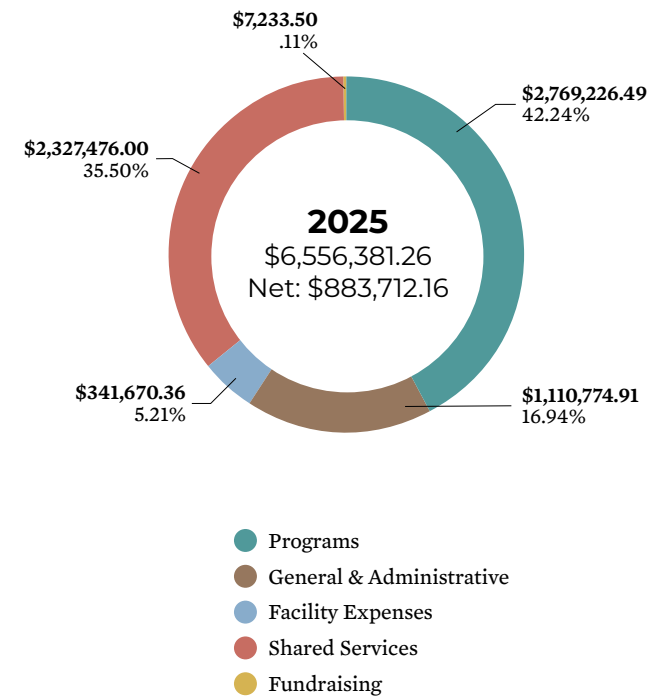
Financials

Advisory Committees

SOURCES OF FUNDING



USES OF FUNDING



Please Note: Financial results for 2025 are preliminary and subject to final audit.



JOHN BOND
Chair

LAUREN WARD
DENISE CAROTHERS
JODY TODD
BRYAN DOLESHEL
CHRIS HOWELL
LORI DONALDSON
STEF GORMAN
KERRY CICERO
ALENA VAUGHN
SAM SIMMONS



The Moore-Morris
History and
Culture Center
WILLIAMSON COUNTY, TN

DR. ALLEN SILLS
Chair

MAYOR ROGERS ANDERSON
JEFF CICERO
ASHLEY FLOOD
STEVE & KAY GEORGE
SONDRA MORRIS
EMILY MAGID
LYNN MADDOX
ASHLEY MCANULTY
JOELLEN MCDOWELL
ELLEN SMITH
DR. KEVIN SMITH
SCOTT SMITH
MAUREEN THORNTON
DR. BENNY WOODY
RICK WARWICK



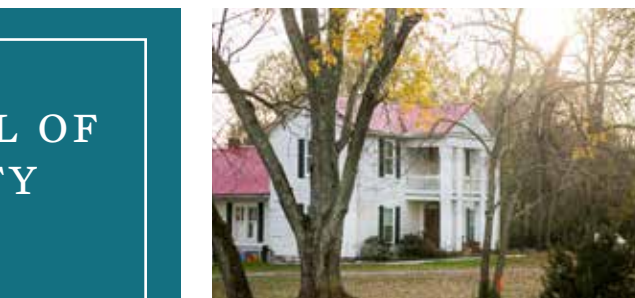
PAUL JANKOWSKI
Chair

NICK BIRREN
TREY BRUCE
RAMON CISNEROS
FLETCHER FOSTER
DAVID HASKELL
GARRY HOOD
EMILY MAGID
DAN ROGERS
CHRIS WALKER



CALEB GIBSON
Chair

DEAN BLANKS
LAUREN BRADFORD
ALEX BUSCHER
ELISE COFER
LAUREN DRURY
LAUREN HAMRICK
GREG HAZELWOOD
TIFFANY HOLLAND
COLE HORNER
LOGAN MATTHEWS
COLLIER ROBERTS
ALYSSA SCHWARTZ
TAYLOR WARE



STEWARDSHIP THE SOUL OF WILLIAMSON COUNTY



HERITAGE FOUNDATION
WILLIAMSON COUNTY, TN

BOONVILLE
FRANKLIN
SCHOOL SYSTEM

The
FRANKLIN
THEATRE

FRANKLIN
Courts
RENTS & GARDENS

The Moore Morris
History and
Culture Center
WILLIAMSON COUNTY, TN