

SHOP LOCAL

TAP THROUGH TO DISCOVER
AN ARIAT RETAILER IN
YOUR NEIGHBORHOOD.



WESTERN



CHARRERIA DON CHAVA
Los Angeles • (213) 944-7633

COUNTRY GENERAL STORE
Van Nuys • (818) 782-8227

EL POTRERITO WESTERN WEAR
Sylmar • (818) 676-4221

HACIENDA WESTERN WEAR
Oxnard • (805) 240-7863

JIM'S WESTERN WEAR
San Fernando • (818) 261-6945

THE WHARF
Ventura • (805) 648-5035

EQUESTRIAN



CALABASAS SADDLERY
Calabasas • (818) 591-6292

DA MOORS FEED AND TACK
Burbank • (818) 242-2841

VALENCIA SPORT SADDLERY
Lake View Terrace • (818) 834-5500

SHOP LOCAL

TAP THROUGH TO DISCOVER
AN ARIAT RETAILER IN
YOUR NEIGHBORHOOD.



BOOT BARN
Chicopee Plaza • (303) 773-3211

BOOT BARN
Northglenn • (303) 438-9999

CALZAMUNDO OF DENVER
Westminster • (303) 233-7030

EL RODEO WESTERN WEAR
Boulder • (303) 435-1171

EL RODEO WESTERN WEAR
Lafayette • (303) 935-1811

**HIGH COUNTRY
WESTERN WEAR**

Westminster • (303) 438-2635

MORENO'S WEAR
Westminster • (303) 657-1538

WHITESIDE'S BOOTS
Brighton • (303) 437-7776

WHITESIDE'S BOOTS
Denver • (303) 460-5000

WHITESIDE'S BOOTS
Loveland • (970) 647-7808



STYLE HOUSE SALON - Branding & Signage

• Designed by THE GRAY UMBRELLA, LLC •

RYMAN

WHERE MODERN VINYL

MEETS

ICONIC WALLS



RYMAN AUDITORIUM – Social Media Ad for Record Store Day

• Designed by THE GRAY UMBRELLA, LLC •

MTSU

TRUE BLUE LIVING



HOUSING AND RESIDENTIAL LIFE
 Find **YOUR** Blue
mtsu.edu/housing
 MIDDLE TENNESSEE STATE UNIVERSITY

APPLY = ASSIGN > GET READY = MOVE IN!

APPLY

- Apply to live on campus
- Complete the application process
- Receive your assignment

ASSIGN

- Receive your assignment
- Complete the assignment process
- Receive your assignment

WHAT'S THE DIFFERENCE . . .

APPLY

- Apply to live on campus
- Complete the application process
- Receive your assignment

ASSIGN

- Receive your assignment
- Complete the assignment process
- Receive your assignment



TRUE COMFORT

Being in this comfortable living setting will help you feel like you are at home. We have a variety of living options to meet your needs. We have a variety of living options to meet your needs. We have a variety of living options to meet your needs.

- 2,000+ students live on campus
- 10 different living options
- Free internet, laundry, and utilities
- Choice of meal plans, traditional, apartment
- 100-200+ residents per community

Life Hook #1

Apply to live on campus

GOOODBY

TRUE FLAVOR

Being in this comfortable living setting will help you feel like you are at home. We have a variety of living options to meet your needs. We have a variety of living options to meet your needs. We have a variety of living options to meet your needs.

- ALL YOU CAN GET: Healthful, delicious, and nutritious food
- POOD SOURCE: The highest quality, freshest produce
- OTHER OPTIONS: Healthful, delicious, and nutritious food

Life Hook #1

Apply to live on campus

GOOODBY

TRUE SUPPORT

Being in this comfortable living setting will help you feel like you are at home. We have a variety of living options to meet your needs. We have a variety of living options to meet your needs. We have a variety of living options to meet your needs.

- 24/7 Access to Campus
- 24/7 Access to Campus
- 24/7 Access to Campus

Life Hook #1

Apply to live on campus

GOOODBY

STREAM SMARTER

Movies ~~\$14.99~~

Music ~~\$14.95~~

Books ~~\$14.99~~

ALL FREE

Nashville Public Library

★★★

**NOW STREAMING
LITERALLY
EVERYTHING
MOVIES
MUSIC
TV SHOWS
ALL FREE**

Nashville Public Library

**WELCOME TO THE
Everything
LIBRARY**

**YOUR BUCKET LIST
STARTS HERE.**

Nashville Public Library

**2 Million
THINGS TO DO
ALL FREE
WITH YOUR
LIBRARY CARD.**

Nashville Public Library

**2 Million
THINGS TO DO
ALL FREE
WITH YOUR
LIBRARY CARD.**

Nashville Public Library

*Your
BUCKET LIST
starts HERE*

BORROW A GUITAR - PRINT FOR FREE
LEARN TO MEDITATE - ENJOY A PODCAST
USE OUR NOTARY SERVICE - PLAY A VIOLIN
JOIN A BOOK CLUB - WATCH A MOVIE
OPEN A COMIC BOOK - TRY YOGA
GROW A GARDEN - CHECK OUT TOOLS
ATTEND AN AUTHOR TALK - STREAM MUSIC
GET ONE-ON-ONE TECH HELP
CATCH A PUPPET SHOW - BROWSE VINYL
AND YES, CHECK OUT BOOKS, TOO.

ALL FREE
WITH YOUR NASHVILLE PUBLIC LIBRARY CARD.

*The
SMARTEST
WAY to SPEND
NOTHING*

**STREAM MOVIES.
PLAY MUSIC.
READ BOOKS.**

**NO FEES, NO FINE PRINT.
JUST YOUR NASHVILLE PUBLIC LIBRARY CARD.**



2025 WILLIAMSON COUNTY BAND EXHIBITION – Logo & T-Shirt Design

• Designed by THE GRAY UMBRELLA, LLC •

TOURISM AS A CONTINUED ECONOMIC FORCE & QUALITY OF LIFE MECHANISM FOR NASHVILLE

Exclusive future tourism research from Ryman Hospitality Properties indicates opportunities and need for action now.

OPRY ENTERTAINMENT.



Tapping into new audiences is the key to building a strategy less likely to be affected by short-term travel trends or economic downturn.

KEY INSIGHTS & OPPORTUNITIES

1

ONE

PEOPLE IN THE U.S. LOVE NASHVILLE, EVEN IF THEY'VE NOT YET VISITED.

2

KEY INSIGHTS

158 MILLION

People interested in visiting or returning to Nashville.

52.3 MILLION

Estimated potential visitors to Nashville in the next 5 years.

3

NASHVILLE TOURISM GROWTH OPPORTUNITY

4



TWO

APPROACHED WITH KNOWLEDGE AND ACTION, NASHVILLE HAS AN ENORMOUS OPPORTUNITY.

5

APPROACHED WITH KNOWLEDGE AND ACTION, NASHVILLE HAS AN ENORMOUS OPPORTUNITY

6



1 NASHVILLE IS A POPULAR VISITOR DESTINATION WITH A BRIGHT TOURISM FUTURE IF MANAGED STRATEGICALLY. MUSIC WILL REMAIN OUR COMPETITIVE ADVANTAGE.

7

3 WITH THE RIGHT STRATEGIES IN PLACE, THE GREATNESS NASHVILLE AREA WILL BEAN BUILT UPON CAN BE BETTER FROM PREVENTING VISITOR TRAVEL.

8

GATEWAY TO GREATNESS

A Driving Tour of Orange Mound Landmarks



GATEWAY TO GREATNESS

ORANGE MOUND IS THE OLDEST HISTORIC AFRICAN AMERICAN NEIGHBORHOOD IN MEMPHIS, ESTABLISHED 135 YEARS AGO BY E. E. MEACHAM.

In 1868, the surviving Freedmen family with some of its land to Meacham, who intended to create a neighborhood for African American business, subsistence to the city. He named the development Orange Mound after the large orange storage barge that he funded the original project.

Orange Mound's original plan began with over 900 small lots, designed for "colored" single homes. The majority of the place soon realized that the neighborhood was filled with nice homes of all sorts of early 20th century architectural styles from Beaux-Arts to Colonial Revival.

Orange Mound, due to the number of businesses and the presence of so many important schools and churches, has a rich community feel. One resident, Janice Brooks Gibbs, stated that in Orange Mound "there is a certain closeness between the people who have lived there." This living sense of community landmarks: business, historic businesses, schools, churches, and parks. They are the fabric of Orange Mound in the past, for the present, and into the future. In 2016, the Advisory Council on Historic Preservation designated Orange Mound as a District America Community. As you view the neighborhood, please respect all property signs.

All images are from the MTSU Center for Historic Preservation, except for the "Kat's Club Bar & Grill" image, which is from the MTSU and New Hope Historical Region Office, which can be found at www.newhopehistorical.org.



1 Fred L. Davis Insurance Agency

1376 Orange Boulevard

Existing here in 1968, Fred L. Davis insurance agency was a professional landmark. Davis was a prominent African American leader becoming the first Black chair of the Memphis City Council in 1972 and the first Black member of the Independent Business Agency of America. He headed the city's annual Public Works Commission during the "Creative Workday" strike in 1968. Through his business prowess, policy advocacy, and community involvement, he was a leader for independent Black entrepreneurs and professionals. Davis passed in 2020, and his son, Marlon Davis, operated the business until it was sold in 2024 to Pam Mitchell & Associates.



2 Lamar Airways Shopping Center

2008 Lamar Avenue

In 1946, the Lamar Airways Shopping Center opened up the western edge of the Orange Mound part of the "golden triangle" of Lamar Ave., Oak Ave., and Airways Blvd. Designed to cater to commuters traveling between downtown and the suburbs, the center spanned 13.5 acres. The anchor was Kate Drug Store, which was the Kansas City, MO, category first location in the South. Calling itself the world's biggest drugstore, Kate Drug

3

GATEWAY TO GREATNESS



A 50-year-old hair salon from Shelby County for its current location. The new gallery serves as a retail hub for art, culture, community entrepreneurship, and historical preservation, building upon the council's ongoing commitment to capturing the true Orange Mound's traditions and practices and fostering artistic expression within the neighborhood through strategic and community-specific programming.



Milton's Classic Cuts

2708 Oak Avenue

Milton's Classic Cuts has operated in Orange Mound for over 50 years, staying under the same family for two generations. Milton Gooden, the current operator, has been in the business for over 25 years. Barber shops in African American communities have always been an informal community gathering destination where different generations interact. Today, Milton's Classic Cuts is no different with generations of community members coming to visit.

7

GATEWAY TO GREATNESS



This 2025 landmark is a project of the Center for Historic Preservation in Middle Tennessee State University and the Tennessee Civil War National Heritage Area.

Text by Vanessa Middleton and Lisa Nalade; edited by Dr. Carol Ann West, MTSU Center for Historic Preservation.

MIDDLE TENNESSEE STATE UNIVERSITY

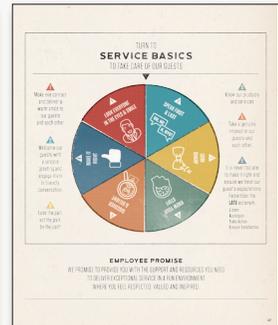
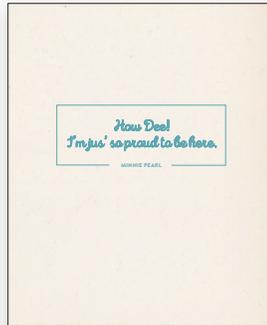


©2025 by the Center for Historic Preservation. All rights reserved. This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. For more information, see <http://creativecommons.org/licenses/by-nc-sa/4.0/>. This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. For more information, see <http://creativecommons.org/licenses/by-nc-sa/4.0/>. This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. For more information, see <http://creativecommons.org/licenses/by-nc-sa/4.0/>.



STYLE HOUSE SALON - Retractable Banners

• Designed by THE GRAY UMBRELLA, LLC •





Various Client Logos

• Designed by THE GRAY UMBRELLA, LLC •



COLLECT YOUR THINGS - Logo & Branding

• Designed by THE GRAY UMBRELLA, LLC •