

BEYOND THE NAME ON THE DOOR: JOE FIELD'S LESSONS FOR BUILDING HOSPITALITY BRANDS THAT LAST

NASHVILLE, TN, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- The veteran entrepreneur behind TC Investments rise in entertainment-driven hospitality shares a business philosophy built on authenticity, execution, and experience.

Nashville's Lower Broadway is one of the most competitive entertainment districts in America. Every doorway is fighting for attention. Live music pours into the street, rooftops compete for the skyline, and visitors arrive expecting more than dinner or a drink. They want an experience—and they can quickly recognize when that experience feels manufactured.

[Joe Field](#) understood that distinction early.

Joe and his twin brother, Jon Field, co-founded TC Restaurant Group and built it as a family-run business. Their complementary strengths helped shape its development: Joe concentrated heavily on relationships, marketing and the creation of business opportunities, while Jon brought extensive experience in construction, design, and development.

Today, TC Investments remains a multigenerational family enterprise. Members of the next generation of the Field-Hesler family have assumed key leadership and operating responsibilities, including Joe's son-in-law, Adam Hesler, who serves as the company's president and chief executive officer. Joe and Jon remain involved as experienced advisers, builders and developers, helping guide new projects while allowing the next generation to carry the company forward.

Together, the family has built a hospitality platform known for developing and operating



Entrepreneur and Executive Co-Chair of TC Restaurant Group

entertainment venues connected with some of music's most recognizable artists. The company's current portfolio includes concepts associated with Post Malone, Morgan Wallen, Jason Aldean, Luke Bryan, Miranda Lambert and Lainey Wilson.

The scale is significant, but Field's most useful lessons are not about square footage or celebrity. They are about what must happen after a famous name is placed on a building.

"A recognizable name may get people's attention, but it cannot carry a restaurant by itself," Field said. "The experience has to be real. The food, music, design, service and energy all have to connect with the artist and the audience. If the concept is not authentic, customers will feel it immediately."

His philosophy can be distilled into five principles that apply well beyond restaurants.

1. BUILD AROUND IDENTITY, NOT MERELY RECOGNITION

A celebrity partnership may generate immediate curiosity, but curiosity is not the same as loyalty. A sustainable concept must feel connected to the artist's personality, audience and story.

That means the relationship should influence the design, music, menu, service, and emotional tone of the venue. Customers should understand whose world they have entered without needing to see a logo on every wall.

"We never want to take someone's name and simply attach it to a building," Field said. "Our responsibility is to understand who that artist is, what the fans love about them and how to translate that into a place people can genuinely experience. The brand has to feel personal, not manufactured."

For entrepreneurs, the broader lesson is clear: recognition can bring customers through the door once, but authenticity gives them a reason to return.

2. EXPERIENCE MUST WORK WHEN THE CELEBRITY IS ABSENT

Successful entertainment venues cannot depend on surprise appearances or opening week attention. On an ordinary afternoon, the food must still be good, the staff must still be attentive, and the atmosphere must still deliver on the promise of the brand.

That requires disciplined operations behind the excitement: recruiting, training, inventory, security, scheduling, maintenance, and consistent quality control.

"People see the opening, the artist and the crowds, but they do not always see the hundreds of



details that have to work every day,” Field said. “Hospitality is won or lost in those details. The kitchen has to perform, the building has to be maintained, the team has to be trained, and every guest has to feel valued—even when no cameras are present.”

It is a lesson relevant to any founder. Marketing can create a moment; only execution can build an institution.

3. TREAT THE BUILDING AS PART OF THE STORY

In hospitality, location is not simply an address. Traffic patterns, visibility, history, architecture, and the surrounding neighborhood all influence how customers experience a concept.

Posty’s, TC Restaurant Group’s collaboration with Post Malone, illustrates the scale of that thinking. The 26,000-square-foot venue at 305 Broadway includes six bars, three stages, a full-service dining room and a rooftop. The project was designed to preserve elements of the building’s historic architecture while creating a contemporary entertainment destination.

“The building should never be an afterthought,” Field said. “It has its own history, personality, and place in the community. When we develop a concept, we look at how the artist’s identity and the character of the property can strengthen one another. The best locations become part of the experience before a guest ever reaches the front door.”

The lesson is not that every entrepreneur needs a massive location. It is that a physical environment should advance the brand’s story rather than merely contain the business.

4. PARTNERSHIPS MUST CREATE VALUE FOR EVERYONE INVOLVED

The strongest partnerships are not built around a transaction alone. Artists, operators, employees, customers and the surrounding community must each receive meaningful value.

That requires careful alignment before a project begins. What does the artist want the venue to communicate? What experience does the audience expect? What can the operator execute consistently? What does the location need?

“A lasting partnership cannot be one-sided,” Field said. “The artist has to feel properly represented, the operating team needs the tools to succeed, employees need an opportunity to grow, and customers must receive an experience worth coming back for. When every party is creating value for the others, the partnership has a real foundation.”

When those questions are answered honestly, a partnership becomes more than a licensing arrangement. It becomes a platform capable of growing with the people involved.

5. BUILD SOMETHING THAT CAN CONTINUE WITHOUT YOU

Many entrepreneurs devote their lives to starting and growing a company but give too little attention to continuity. The Field family’s experience offers a different perspective: the ultimate

measure of founders is not simply what they can personally control, but what they can teach others to carry forward.

Developing leaders, sharing relationships and trusting the next generation are not signs that a founder's importance is diminishing. They are evidence that the founders built something larger than themselves.

"Jon and I have always viewed this as a family business, and that means building for generations—not simply for ourselves," Field said. "If a business can only function while the founders control every decision, then they have created jobs, not a legacy. Our responsibility is to share what experience has taught us, develop leaders and give our children and the next generation room to take the company farther than we ever could alone."

Joe Field's story is not valuable because every decision has been easy or every chapter uncomplicated. It is valuable because decades in business have given him a perspective few entrepreneurs possess: brands must adapt, partnerships must be protected by performance, and lasting success is measured by what continues to create value after the initial excitement fades.

"Business will humble you, test you, and force you to change," Field said. "You learn from what works, you take responsibility for what does not, and you keep moving forward with greater wisdom. Success is not about pretending the road was perfect. It is about using every chapter to become a better leader and build something meaningful."

On Lower Broadway, attention is everywhere. Longevity is much harder to earn.

That may be Field's most important lesson of all. To learn more about Joe Field and the TC Restaurant Group, visit online at Joel "Joe" Field — Entrepreneur, Restaurateur, Community Builder

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