

The Main Street Advantage

MainStreet Cleveland is dedicated to the revitalization and promotion of historic downtown Cleveland. It builds on downtown's inherent assets: rich architecture, personal service, traditional values and most of all, a sense of place.

Cultural assets include 15 locally owned restaurants and coffee shops, more than 30 unique retailers, dance and ballet studios, and several event spaces. Lee University's Liberal Arts campus, bordering the central business district, brings an energetic population of over 5,000 students to the area. Thirteen properties, the Centenary Avenue Historic District, and the Cleveland Commercial District are listed on the National Register of Historic Places. Heritage, Shopping, Dining, Festivals, and Events all come together in downtown Cleveland!

About The Tennessee Main Street Program

The Tennessee Main Street (TMS) Program serves as a statewide resource for communities seeking to revitalize and manage their traditional downtowns. TMS designated communities have developed an organization specifically focused on downtown revitalization and are effectively applying the National Main Street Center's comprehensive Four-Point Approach. TMS is administered by the Tennessee Department of Economic and Community Development's Community and Rural Development Division. It follows the proven downtown revitalization model developed by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation.



MainStreet Cleveland

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This material was created on behalf of Tennessee Main Street Coordinating Program. Design and created by Jon Stover & Associates.
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MainStreet Cleveland



Downtown means business, dining, shopping, entertainment, and heritage. It's the heartbeat of our community! Whether you are looking for unique shopping, a quality dining experience, or the best place to open your business, look to downtown Cleveland.

Since its founding in 1990, MainStreet Cleveland has worked closely with government leaders, businesses, and individual groups to preserve and promote this vital part of our community. MainStreet Cleveland is at the forefront of the efforts to revitalize the City's central business district which includes improving economic opportunities, strengthening public participation, and making downtown a fun place to visit.

MainStreet Cleveland organizes many of the area's premier events and festivals which attract more than 65,000 people annually including these long-standing community traditions: the Christmas parade held downtown for more than 50 years, 32 years of the Halloween Block Party and the 19th season of the Mainstreet Cruise In. Downtown is a great place to live, work, and play!



About MainStreet Cleveland

2019 Reinvestment Statistics

Our well-attended events in our Main Street, recent rehabilitation projects, and significant volunteer hours contributed help make MainStreet Cleveland a thriving place for our community.



20

Rehabilitation Projects Occurred in MainStreet Cleveland



\$8,188,942

Total Private and Public Investment in the Main Street Program Area



3

Public Improvement Projects Occurred in MainStreet Cleveland



15%

Ground Floor Vacancy in MainStreet Cleveland



3,300

Volunteer Hours Contributed

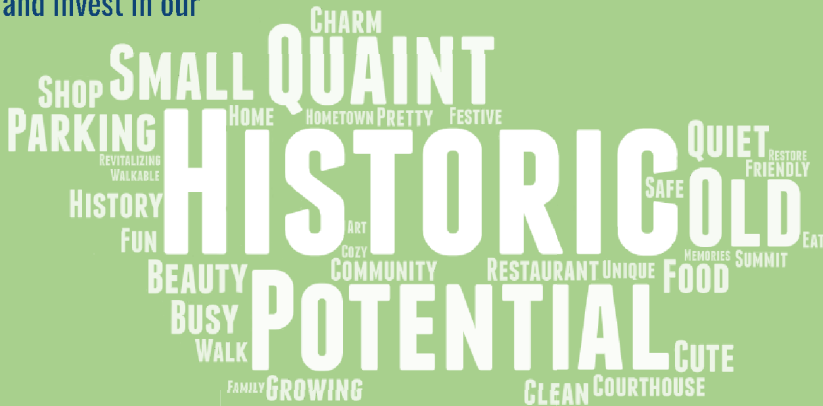


65,000

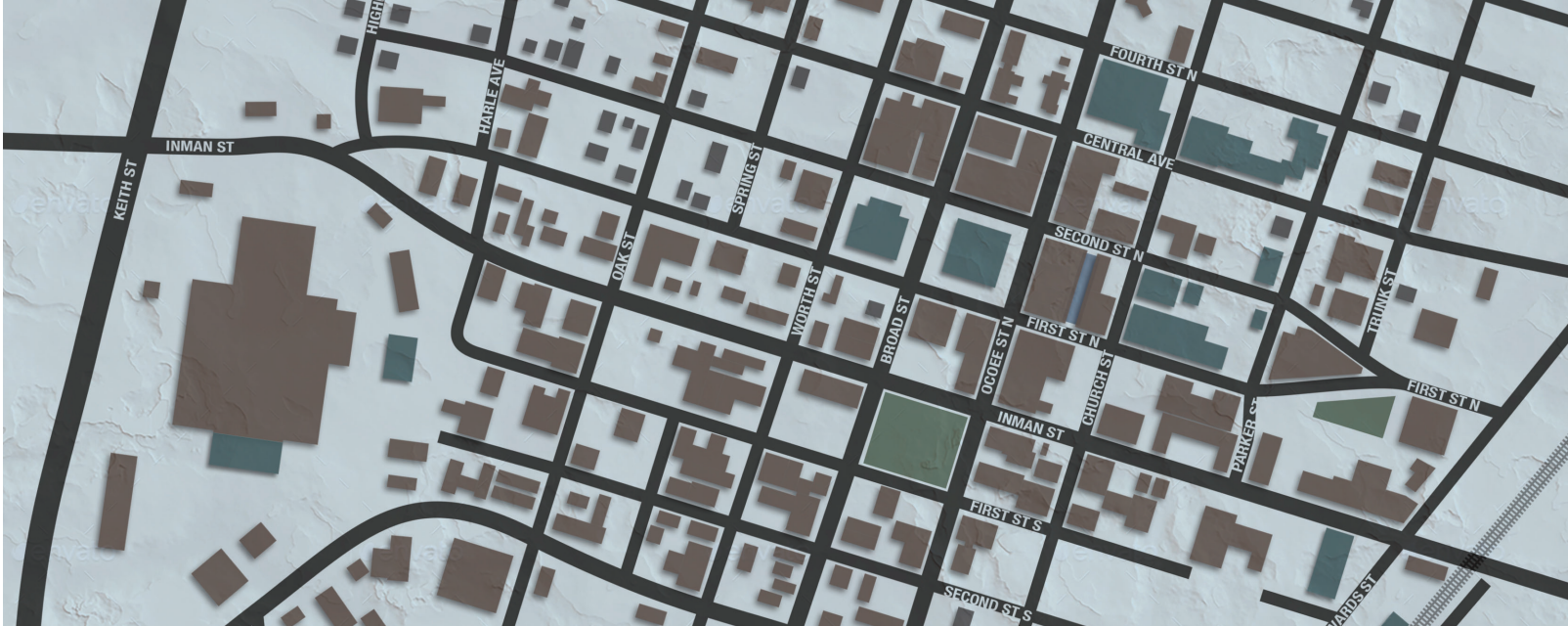
People Attended Events Held in the Main Street District

Why Our Locals Love the Main Street

Be part of what makes MainStreet Cleveland unique and invest in our downtown.



Data Source: Main Street Reinvestment Statistics, Commercial Brokers, ESRI



About Our Residents and Customers

	0-1 Mile	0-5 Mile	0-20 Mile
Population			
Total Population	10,193	73,763	334,247
Total Households	3,768	28,393	128,418
Total Families	1,860	18,928	91,186
Median Age	29	38	42
Income			
Median Household Income	\$28,718	\$47,899	\$56,728
Consumer Expenditures			
Apparel	\$4,202,692	\$45,656,863	\$246,149,346
Computers & Accessories	\$339,490	\$3,471,235	\$18,558,532
Entertainment & Recreation	\$6,028,250	\$71,365,232	\$390,103,253
Food At Home	\$10,142,393	\$114,677,146	\$614,831,771
Food Away from Home	\$7,181,482	\$79,313,065	\$427,999,333
Home Improvements	\$14,743,784	\$206,650,594	\$1,197,183,989
Household Furnishings	\$2,547,966	\$29,219,613	\$150,844,251
Personal Care Products	\$1,003,248	\$10,991,290	\$58,874,635
Vehicle Maintenance & Repair	\$2,337,393	\$25,832,255	\$137,834,175

Data Source: ESRI Community Analyst; Bureau of Labor Statistics

