

# Main Street makes it official

By CAROLE D. POTRETT, Banter Staff Writer

Main Street Cleveland, a local government and business coalition, announced on Tuesday its commitment to the revitalization project.

President of Main Street Cleveland, Alan Jones, stressed the importance of the downtown area to the city. He said the new motto for the Main Street organization is, "Pride in our past, faith in our future."

Jones also told that the organization will be initiating a charter membership drive that will help to drive the revitalization project.

City Commissioner Charles...

"We want to encourage economic development as well as preserve the past," Dixon stated, adding "we all have fond and warm memories of the bustling downtown Cleveland area."

Cale Hamilton, Main Street program director, said, "I think it is going to be a great program here, and it will be a pleasure working in this part of Tennessee." She also told that Cleveland is the first Main Street city in Southeast Tennessee.

Paid Kirksey, executive director of Main Street Cleveland, told of the subjects of the approval as a state "very near the center and already."



Main Street Cleveland is now a reality as the organization's President, Alan Jones, signs the ribbon signifying that the program is official. Pictured are the members of the Main Street Cleveland Board of Directors.



Let's Go Downtown!  
MainStreet Cleveland

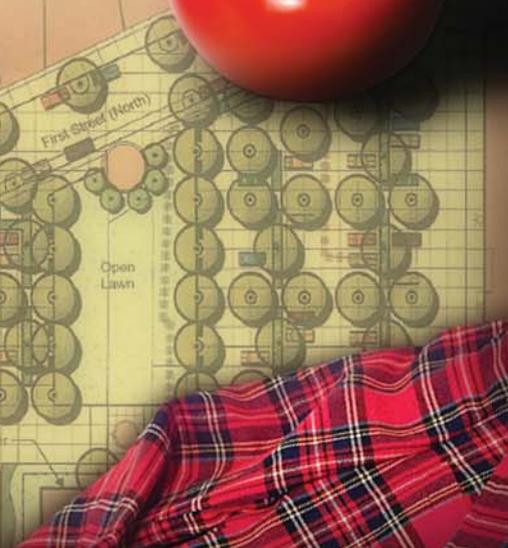


MainStreet Cleveland is committed to improving all aspects of the downtown or central business district area, producing both tangible and

intangible benefits. Improving economic management, strengthening public participation and making downtown a fun place to visit are as critical to MainStreet Cleveland's future as recruiting new businesses and rehabilitating buildings.

MainStreet Cleveland has adopted a strategy that is tailored to local needs and opportunities, in four broad areas: Promotions & Events, Design, Economic Development and Organization.

Member meetings are typically held on the third Monday of each month and visitors are always welcome. Consider joining us. More information is available at [mainstreetcleveland.com](http://mainstreetcleveland.com).





# 1990-2015: Pride in Our Past. Faith in Our Future.

## MainStreet Highlights

Thanks to the support of its members, city and county government, and sponsors, MainStreet Cleveland has thrived over the past 25 years. Downtown offers many restaurants, retailers, entertainment locations, businesses, professional services, and great places to live.

It is a destination – where more than 3,300 people come to work

each day and each year more than 60,000 people enjoy a variety of events and festivals.

Downtown is the heartbeat of our community, it's thriving today and just as important it tells the story of our past and holds many treasured landmarks to preserve for future generations.

MainStreet's mission is to create an environment for growth, development and design enhancements of the business, residential and government areas of downtown Cleveland, to preserve and protect the historic significance of existing sites and to promote this progress to the citizens and visitors.



1990: MainStreet Cleveland founded and accredited by National Main Street Center and Tennessee Main Street. The group's first initiative was establishing a city Tree Ordinance, which lead to Cleveland becoming a "Tree City" every year since 1992



1991: MainStreet Cleveland establishes low interest rate loan program for downtown property owners and merchants. The program is designed to encourage development and rehabilitation in the downtown area.



1994: In addition to the Halloween Block Party signature event, MainStreet began coordinating the annual Christmas parade, moving it to an evening event with lighted displays. It's now a highlight of the holiday season and features over 200 entries.



1998: Annual MainStreet Award was created to honor a person, business or family for their long-term contribution or recent impact on the downtown community. The award is presented each year at the MainStreet Christmas party.



1999: The Museum Center at Five Points opened. The Museum Center anchors the revitalization of Inman Street and the historic 5 Points area offering interesting permanent and changing exhibits, a unique Museum store, and event and meeting facilities.



2002: First MainStreet Cruise In held in downtown Cleveland. Now in its 14th season, this events attracts thousands of car enthusiasts with hundreds of vehicles on display throughout downtown each month April – October.



2004: Downtown Master Plan developed. It was created with input from the community and business owners during a series of town hall meetings and provides design goals to help make our downtown a more desirable destination by creating a stronger visual and cultural identity.



2005: Courthouse Plaza renovation completed. It was a collaborative effort between Bradley County, the City of Cleveland, Mainstreet Cleveland, and private donors. It offers much improved space for pedestrians and festivals and a memorial walkway for monuments.



2006: Residential Loft Living comes to Cleveland. Tours take you inside to see how these spaces have been transformed to fit the lifestyle of the owner. This is currently the most popular trend in housing across the country and Cleveland now has more than 30 residential loft apartments.



2010: First Street Square opens in the heart of the Five Points business district, as a multi-use park with greenspace, more than 50 parking spaces, a community stage and other amenities. It was made possible through partnerships with the City of Cleveland and private donors.



2012: Halloween Block Party 25th anniversary. This event continues to grow attracting more than 20,000 people to the Courthouse Square each year. Streets are filled with M&M's, great music, children's activities and delicious food making this long running event a community-wide tradition.



2014: Downtown Dine Around debuted as a popular event featuring downtown dining options and retailers. This walking and sampling restaurant tour of 10 dining locations has been a sellout complete with live music throughout downtown and carriage rides.



2015: A portion of the Central Business District gets approval to apply as a National Register Historic district. Thirteen downtown locations are currently listed on the National Register of Historic Places.