



Main Street Jonesborough

The Main Street Jonesborough Program is a community effort to preserve and promote the heart of the community, which is our downtown. Together we unify the downtown historic district by creating an attractive destination in which businesses prosper, the community benefits and residents and visitors enjoy a quality experience.



While you journey through the streets of our well-preserved 18th century town, you'll learn the riveting tales of Daniel Boone, Andrew Jackson, David Crockett, John Sevier and so many other national treasures of years past. As the Oldest Town in Tennessee, Jonesborough is still adorned with many buildings from as far back as the late 1700s, when those historic figures first began to make their mark on the country.

Today in Jonesborough, the streets are alive with the arts, shops, and eateries, and our Town is known as the Storytelling Capital of the World. Throughout the year, families from across the globe visit us for events like the National Storytelling Festival, our magical Christmas festivities, and the Garden Gala, and during the summer months, the Farmers Market, Music on the Square and Storytelling Live! Teller in Residence. We have a little something for everyone.



Our well-attended events bring residents and visitors alike to our downtown to shop, dine, and play, making Main Street Jonesborough a thriving part of our community.



Rehabilitation Projects Occurred in Main Street Jonesborough



\$2,093,625

Total Private and Public Investment in the Main Street Program Area



5

Public Improvement Projects Occurred in Main Street Jonesborough



9%

Ground Floor Vacancy in Main Street Jonesborough



1,900

Volunteer Hours Contributed

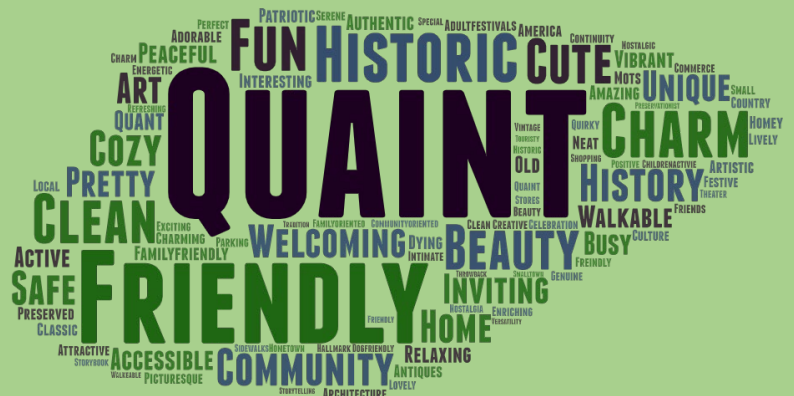


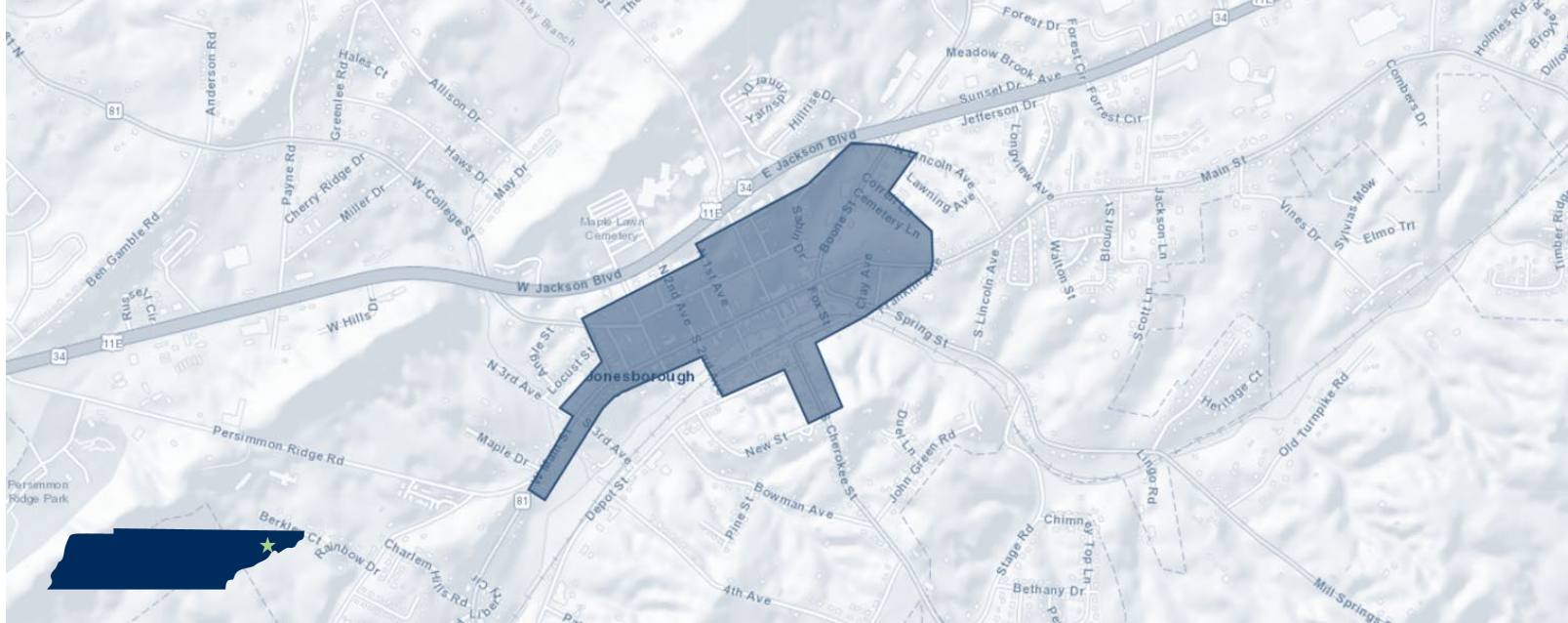
95,700

People Attended Events Held in the Main Street District

Why Our Locals Love Main Street

Be part of what makes Main Street Jonesborough unique and invest in our downtown.





About Our Residents and Customers

	0-1 Mile	0-5 Mile	0-20 Mile
Population			
Total Population	3,762	35,434	322,022
Total Households	1,542	14,633	140,054
Total Families	1,037	9,960	90,206
Median Age	45	43	44
Income			
Median Household Income	\$46,935	\$47,326	\$43,425
Consumer Expenditures			
Apparel	\$2,923,021	\$26,471,737	\$219,206,697
Computers & Accessories	\$274,252	\$2,447,068	\$19,205,432
Entertainment & Recreation	\$4,647,054	\$42,405,481	\$354,463,132
Food At Home	\$7,283,188	\$66,498,173	\$564,230,261
Food Away from Home	\$5,068,977	\$46,172,613	\$380,189,467
Home Improvements	\$3,791,219	\$34,320,467	\$275,974,167
Household Furnishings	\$1,902,561	\$17,234,343	\$140,695,690
Personal Care Products	\$703,398	\$6,376,860	\$52,169,329
Vehicle Maintenance & Repair	\$1,685,978	\$15,125,051	\$125,401,773

Data Source: ESRI Community Analyst; Bureau of Labor Statistics



The Main Street Advantage

Main Street Jonesborough works to maintain Jonesborough's downtown area as the focus of the community where history is preserved, and businesses thrive. Our Main Street brings residents and visitors to dine, shop, and enjoy the history, culture, storytelling, arts and entertainment in our downtown. The organization is a state chartered non-profit corporation that partners with the Jonesborough Area Merchants and Service Association as well as the Town of Jonesborough.

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.



Main Street Jonesborough

(423) 753-1010

www.Jonesborough.com

117 Boone Street

Jonesborough, Tennessee 37659



Department of
**Economic &
Community Development**



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