



Certified Tennessee Downtowns

Certified TNDT - State Contacts

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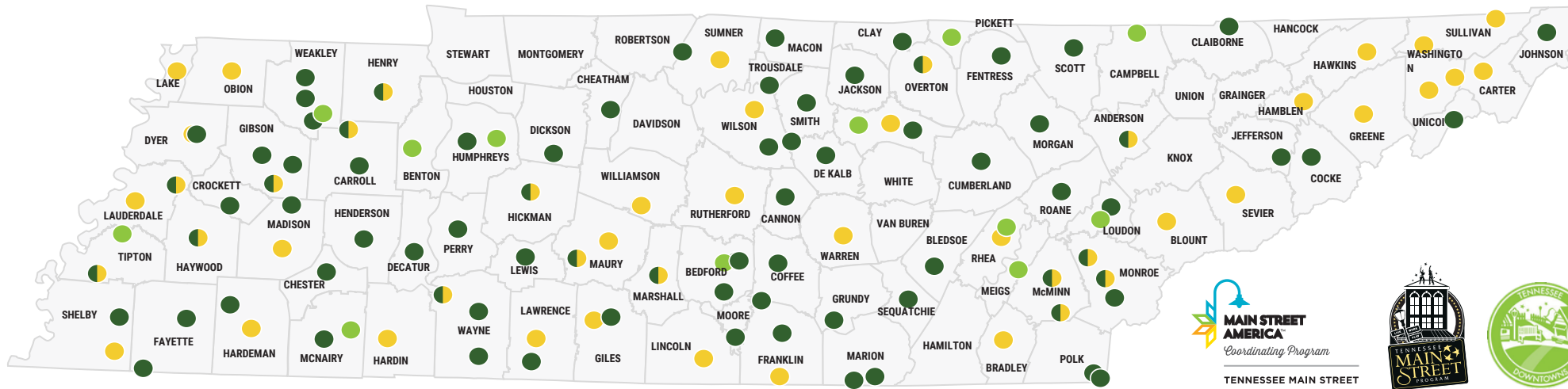
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Main Street and Downtowns Communities

New Main Streets 2025 - Crossville, Newport

Main Streets coming Spring of 2026 - Springfield, Loudon



Main Street Communities

*Downtowns Alumni

Athens – McMinn Co.*
 Bristol – Sullivan Co.
 Bolivar – Hardeman Co.
 Brownsville – Haywood Co.*
 Centerville – Hickman Co.*
 Cleveland – Bradley Co.
 Clifton – Wayne Co.*
 Clinton – Anderson Co.*
 Collierville – Shelby Co.
 Columbia – Maury Co.
 Cookeville – Putnam Co.
 Covington-Tipton Co.*
 Dayton – Rhea Co.
 Dyersburg – Dyer Co.
 Elizabethton – Carter Co.
 Etowah – McMinn Co.*
 Fayetteville – Lincoln Co.
 Franklin – Williamson Co.
 Gallatin – Sumner Co.
 Greenville – Greene Co.
 Halls – Lauderdale Co.*
 Humboldt – Gibson Co.*
 Jackson – Madison Co.

JohnsonCity – Washington Co.
 Jonesborough – Washington Co.
 Kingsport – Sullivan Co.
 Lawrenceburg – Lawrence Co.
 Lebanon – Wilson Co.
 Lewisburg – Marshall Co.*
 Livingston – Overton Co.*
 Madisonville – Monroe Co.*
 Maryville – Blount Co.
 McKenzie – Carroll Co.*
 McMinnville – Maury Co.
 Morristown – Hamblen Co.
 Mount Pleasant – Maury Co.*
 Murfreesboro – Rutherford Co.
 Paris – Henry Co.*
 Pulaski – Giles Co.
 Ripley – Lauderdale Co.
 Rogersville – Hawkins Co.
 Savannah – Hardin Co.
 Sevierville – Sevier Co.
 Sweetwater – Monroe Co.*
 Tiptonville – Lake Co.
 Union City – Obion Co.
 Winchester – Franklin Co.

Tennessee Downtowns

Active Communities

Baxter – Putnam Co.
 Byrdstown – Pickett Co.
 Spring City – Rhea Co.
 Decatur – Meigs Co.
 Camden – Benton Co.
 Gleason – Weakley Co.
 Loudon – Loudon Co.
 Jellico – Campbell Co.
 Adamsville – McNairy Co.

Alumni Communities

Alamo – Crockett Co.	Cumberland Gap – Claiborne Co.	Huntingdon – Carroll Co.	Milan – Gibson Co.	South Pittsburg – Marion Co.
Alexandria – Dekalb Co.	Decaturville – Decatur Co.	Jamestown – Fentress Co.	Monterey – Putnam Co.	Smithville – Dekalb Co.
Arlington – Shelby Co.	Decherd – Franklin Co.	Jasper – Marion Co.	Mount Pleasant – Maury Co.	Sweetwater – Monroe Co.
Ashland City – Cheatham Co.	Dickson – Dickson Co.	Jefferson City – Jefferson Co.	Mountain City – Johnson Co.	Tellico Plains – Monroe Co.
Athens – McMinn Co.	Dresden – Weakley Co.	Lenoir City – Loudon Co.	Newbern – Dyer Co.	Tracy City – Grundy Co.
Bell Buckle – Bedford Co.	Ducktown – Polk Co.	Lewisburg – Marshall Co.	Newport – Cocke Co.	Trenton – Gibson Co.
Brownsville – Haywood Co.	Dunlap – Sequatchie Co.	Lexington – Henderson Co.	Oneida – Scott Co.	Tullahoma – Coffee Co.
Carthage – Smith Co.	Erwin – Unicoi Co.	Linden – Perry Co.	Paris – Henry Co.	Wartburg – Morgan Co.
Celina – Clay Co.	Etowah – McMinn Co.	Livingston – Overton Co.	Pikeville – Bledsoe Co.	Watertown – Wilson Co.
Centerville – Hickman Co.	Gainesboro – Jackson Co.	Loretto – Lawrence Co.	Portland – Sumner/Robertson Co.	Waverly-Humphreys Co.
Clifton – Wayne Co.	Greenfield – Weakley Co.	Lynchburg – Moore Co.	Red Boiling Springs – Macon Co.	Waynesboro – Wayne Co.
Clinton – Anderson Co.	Halls – Lauderdale Co.	Lynnville – Giles Co.	Rockwood – Roane Co.	White Bluff – Dickson Co.
Collinwood – Wayne Co.	Hartsville – Trousdale Co.	Madisonville – Monroe Co.	Rocksville – Fayette Co.	Whiteville – Hardeman Co.
Copperhill – Polk Co.	Henderson – Chester Co.	Manchester – Coffee Co.	Selmer – McNairy Co.	Woodbury – Cannon Co.
Covington – Tipton Co.	Hohenwald – Lewis Co.	Martin – Weakley Co.	Shelbyville – Bedford Co.	
Crossville – Cumberland Co.	Humboldt – Gibson/Madison Co.	McKenzie – Carroll Co.	Somerville – Fayette Co.	

Eligible Communities

Alexandria, Alamo, Ashland City, Arlington, Bell Buckle, Copperhill, Cumberland Gap, Collinwood, Carthage, Celina, Dickson, Decherd, Decaturville, Dunlap, Dresden, Ducktown, Erwin, Gainsboro, Greenfield, Hartsville, Huntingdon, Humboldt, Hohenwald, Henderson, Jefferson City, Jasper, Jamestown, Loretto, Lexington, Lynnville, Lenoir City, Lynchburg, Linden, Martin, Monterey, Manchester, Milan, Mountain City, Newbern, Oneida, Portland, Pikeville, Rossville, Red Boiling Springs, Rockwood, Somerville, Shelbyville, Smithville, Selmer, South Pittsburg, Trenton, Tracy City, Tellico Plains, Tullahoma, Whiteville, Watertown, Wartburg, Woodbury, Waynesboro, White Bluff, Waverly

Purpose

The purpose of the Certified Tennessee Downtowns program is three-fold.

- **First**, the process will strengthen the program by providing continued training to alumni communities to better help in economic development, heritage tourism, and preservation efforts.
- **Second**, the program will allow us to collect reinvestment statistics previously not reported in the collective impact of our community and rural development work to help illustrate the overall impact of rural communities in the state of Tennessee.
- **Third**, the program will provide a structured pathway for alumni communities to become a designated TN Main Street program.

Benefits

- Certified TNDT are eligible to apply for Downtown Improvement Grants
- Invitation to virtual trainings held by TN MainStreet staff and Main Street America throughout the year
- Reduced rate for membership to Main Street America with access to Main Street Academy
- Access to in person Main Street training
- Access to services obtained from our partnership with TN Tech's Center for Rural Innovation- This includes Branding, Marketing, and Research Market Data including Placer Ai, ESRI, and IMPLAN.
- Eligible for other state projects as available

Process / Timeline

- **May 6, 2026** - Roll-out of TNDT Certified program held at TSLA
- **May 6, 2026** - Process opens with initial LOI submission- Formstack - [**Letter of Intent online Form**](#)
- **July 1, 2026** - **LOI is due** -must be fully completed to be accepted into the certification process
- **August 1, 2026**- Letter to proceed is issued by Frank.
- **August- 2026**- Consultants assigned to communities.
- **November 19th, 2026** - Annual in-person training specifically for TNDT.
- **December 15th, 2026** - Checklist items must be completed & submitted to the state
- **January 31, 2027** - Revitalization stats for 2026 due- submitted to state by Formstack
- **March 15, 2027** - Certifications sent to qualified communities

Certified Formstack LOI contains -

- 1. Steering Committee with City Mayor,**
- 2. Upload new City resolution to support certified TNDT program**
- 3. Commitment to fulfill these requirements of TNDT certification-**

- Work with state assigned consultant
- Define downtown district with map
- Take three on-line trainings (Design, Promotion and Economic Vitality)
- Attend one in-person training held November 19th, 2026 (at least one person from steering committee must attend)
- Creation of one-year work plan
- Attend four virtual check-in meetings with consultants
- Commit to collect/turn in annual reinvestment stats by January 31, 2027

Checklist in Acceptance Letter

After March 2027, All Certified TNDT programs that participated in the initial certification process will need to file an annual report to maintain their designation as a certified TN Downtown program.

Actions to maintain TNDT Certification include:

Submitting the annual certification report from ***by January 31 each year***. This annual report form will ask for the following information:

- **Names of Steering Committee**
- **Annual reinvestment stats for previous year**
- **Proof of participation in two trainings per year. (have list of available options they will check off)**
- **Upload a one-page work plan covering the 4 points**

Annual Revitalization Statistics

NATIONAL MAIN STREET PROGRAM STANDARDS OF PERFORMANCE FOR RECOGNITION

To remain a designated Main Street program, all communities are required to track reinvestment statistics. All numbers, except the city population, are for the Main Street district only.

Program:	2023	2024
City Population:		
Net of all gains and losses in jobs:		
Net of all gains and losses in new businesses:		
Number of building rehabilitation projects:		
Number of public improvement projects:		
Number of new construction projects:		
Number of new housing units: <i>upper floor or other</i>		
\$ Value of <i>Private investment</i> spent in above projects: <i>i.e., individuals or private sources of \$ spent on building rehabilitation, public improvements, or new construction.</i>	\$	\$
\$ Value of <i>Public investment</i> spent in above projects: <i>i.e., city, county, state or federal \$ spent on building rehabilitations, public improvements, or new construction.</i>	\$	\$
\$ Value Total of all Investment <i>add public and private investment</i>	\$	\$
Ground-floor vacancy rate when your program started	%	
Ground-floor vacancy rate now	%	%
Rental rate per square foot when program started	\$	
Rental rate per square foot now	\$	\$
Your program's annual operating budget	\$	\$
Amount of program funding from city government	\$	\$
City funding's percentage of program budget	%	%
Total Volunteer Hours		
Festival/Special Event Attendance		
Does your program use Main Street America® branding? (yes/no)		



Program:	2023	2024
City Population:		
Net of all gains and losses in jobs:		
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Number of building rehabilitation projects:		
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\$ Value Total of all Investment <i>add public and private investment</i>	\$	\$
Ground-floor vacancy rate when your program started	%	
Ground-floor vacancy rate now	%	%
Rental rate per square foot when program started	\$	

Attachment A: Provide brief notations for all statistics including business names, project locations, event names, etc. for reference.

Certified Tennessee Downtowns



All steering committees will assemble for a full-day workshop presented by National Main Street Center staff on **November 19th, 2027**. This will be from 9 a.m. - 4 p.m at the **Capitol Theatre** in **Lebanon**. This workshop will serve as an introduction to the **Four Point Approach™**. This approach focuses on four key aspects of successful revitalization programs: **Design, Economic Restructuring, Organization, and Promotion**. One day of travel will be required.



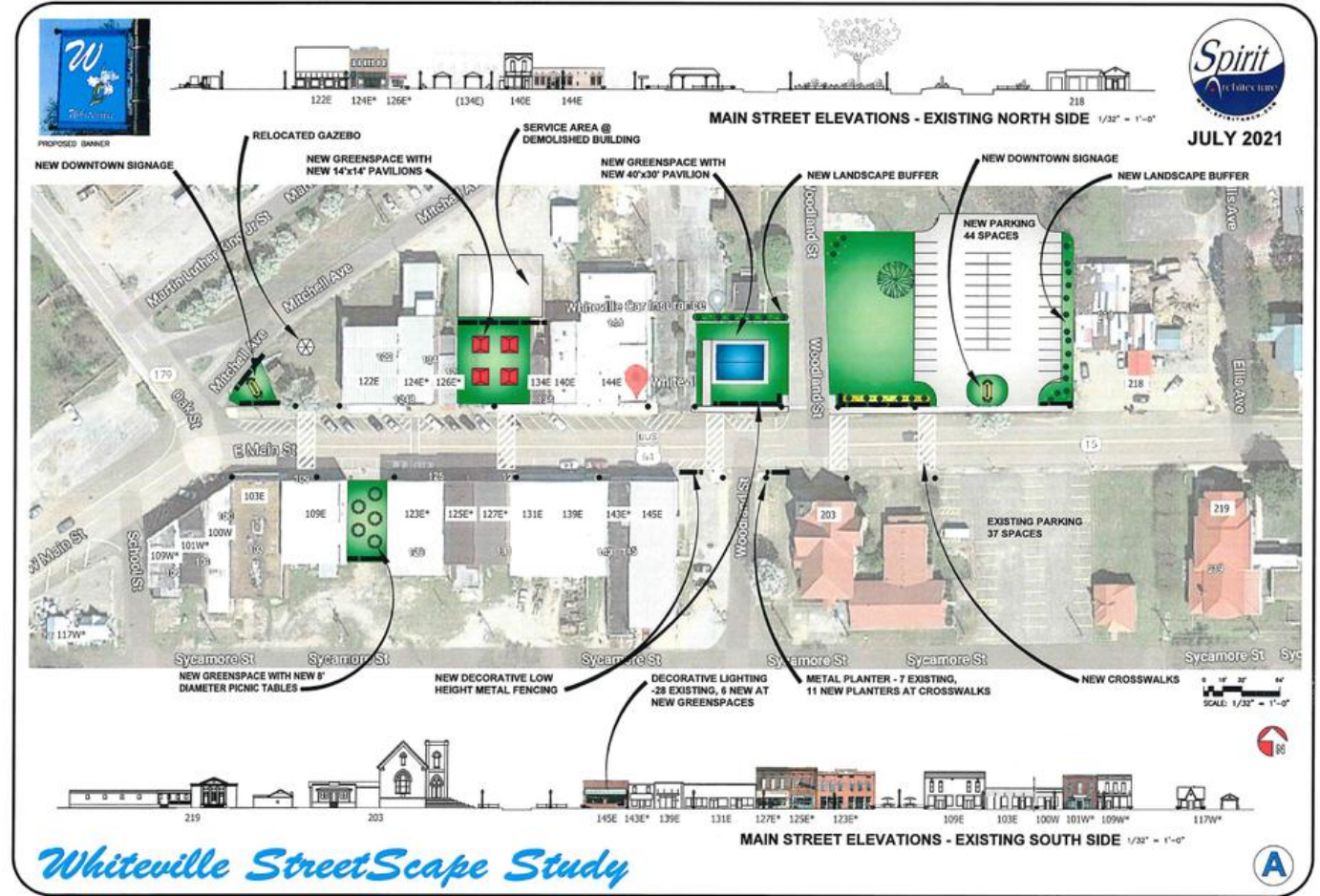
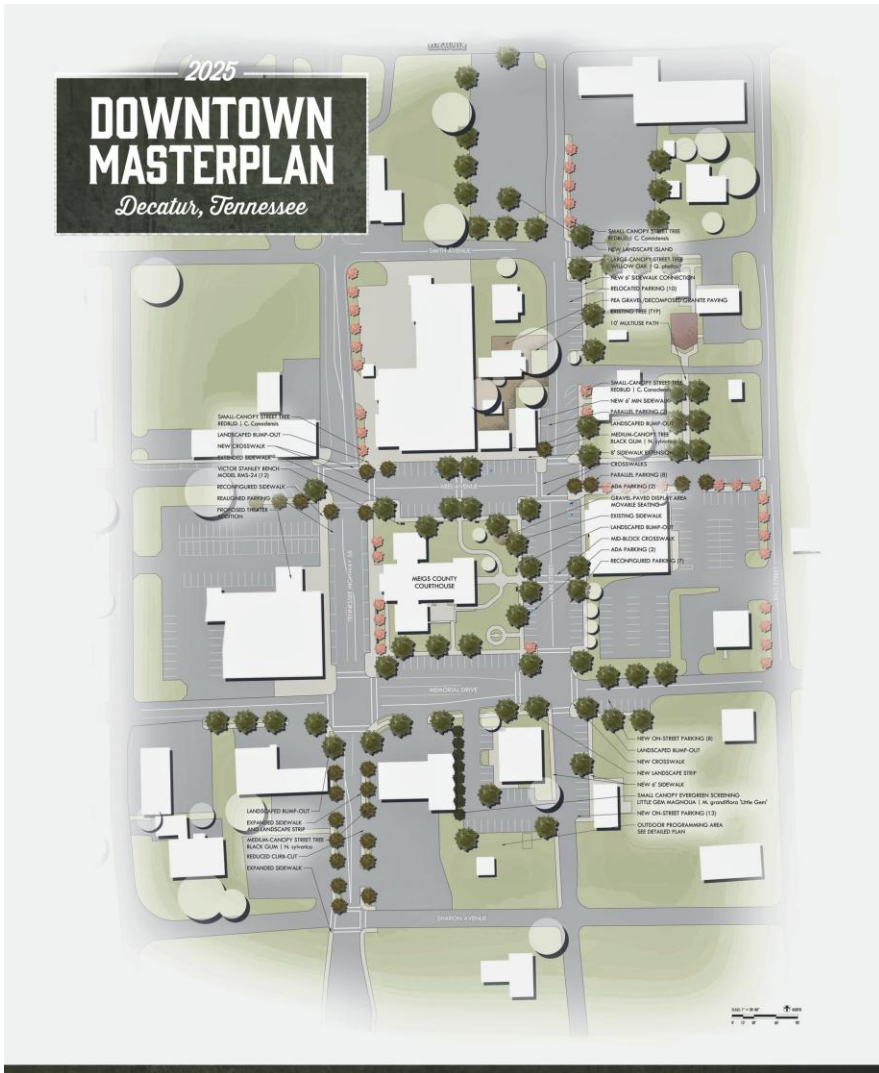
TENNESSEE
EXPERIENCE HIGH VOLUME

Annual Revitalization Statistics



- 1064 Net New Jobs
- 238 New Businesses
- \$247 Million Total P/P Investment
- 255 Public improvement Projects
- \$132 Million Private Investment
- \$115 Million Public Investment
- 168 Net New Housing
- 92000 Volunteer Hours - 2.6 million in event attendance
- 570 Building Rehab Projects

Best Practices



Masterplans (Design Plans) for Decatur & Whiteville

Best Practices



Storytelling Benches in McEwen

Mural and Awning in Somerville

Pavilion in Madisonville



Best Practices



Wayfinding Signage in Loretto

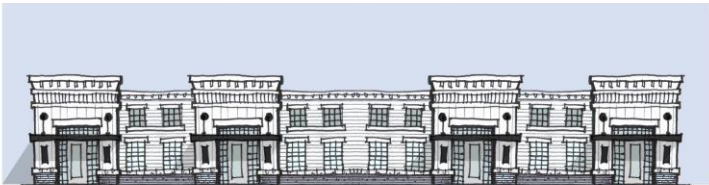
Strawberries - Placemaking Initiative in Humbolt

Planters (Streetscape) in Munford

Best Practices



428 E. Main St. Photo



428 E. Main St. Facade Study

Decherd Down



Blackberry Patch Photo



Blackberry Patch Facade Study

Decherd Downtown Facade Improvements

Decherd, Tennessee



2024

Facade Work in Martin

Facade Designs in Decherd



E. Main St. Photo



E. Main St. Facade Study

Decherd Downtown Facade Improvements

Decherd, Tennessee

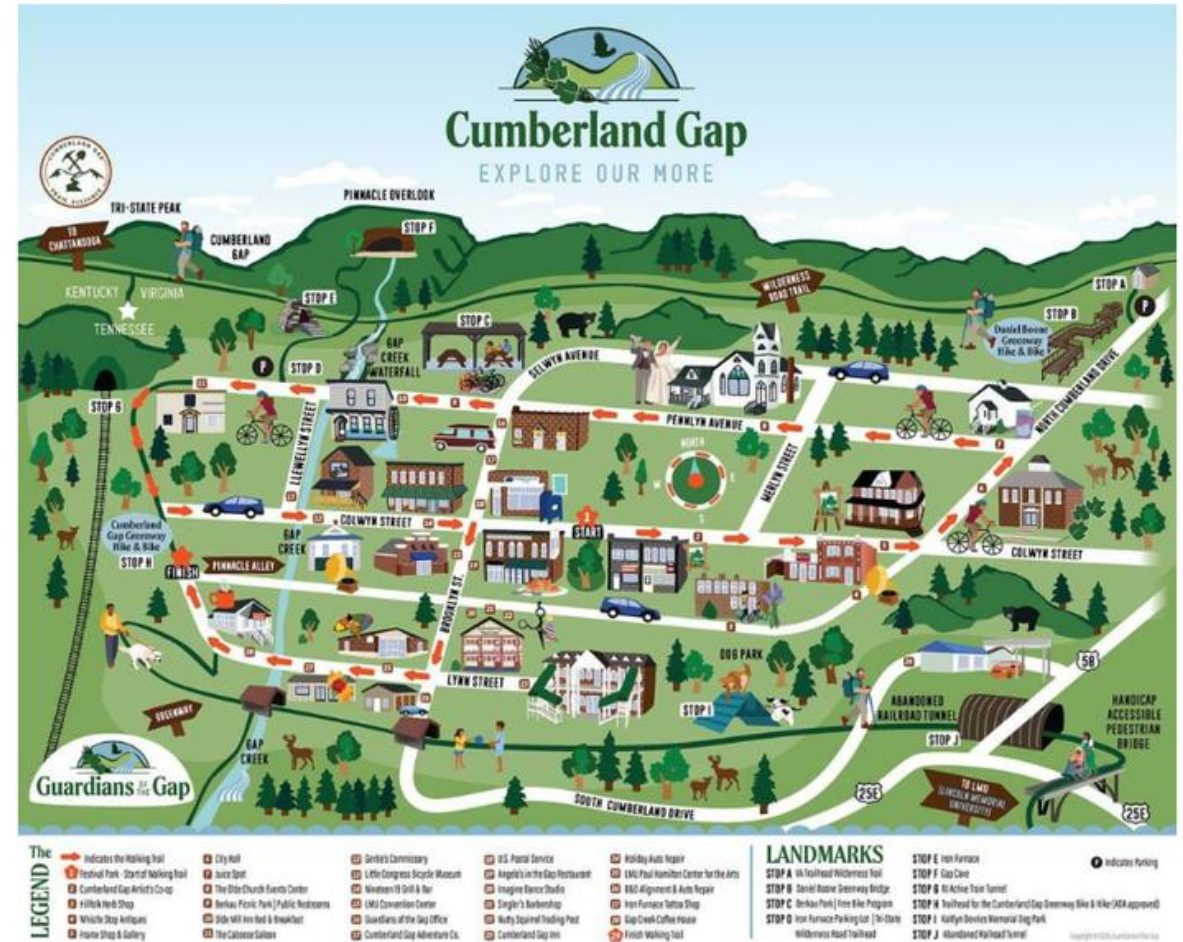


2024

Best Practices



Tourism Map in Dunlap



Tourism Map in Cumberland Gap

Partners

