

2024 Volunteer Opportunities



MISSION: to recreate and revitalize Downtown Maryville as a vibrant cultural and economic center that serves as a gathering place for both our community and our many visitors.

Thank you so much for your interest in partnering to revitalize our historic Downtown Maryville! There are LOTS of opportunities to get involved from events to committees to sponsorships and in-kind donations. The Alliance utilizes the framework and resources of the Tennessee Main Street and the National Main Street Center's Four Point Approach to revitalization. These Four Points include committees for design, economic revitalization, organization, and promotions. The following are descriptions of the focus of each committee so you can see what area would be the best fit for you! The committee structure is made up of DMA board members, appointed City of Maryville employees/representatives, and community members. Typically, the committees meet monthly, although timing and regularity is at the discretion of each committee and Chair.



DESIGN

The Design Committee supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. Specific focus areas could be Historic Preservation education, building renovation guidance, streetscapes, landscapes, and public art. Current and past projects of the Design Committee include the Butterfly Pocket Park (next to White Star Station), designing an Arboretum Tour of the Greenway, traffic light art wraps, and planters along Broadway Avenue. This committee would be great for:

- artists
- landscape professionals
- architects
- those with an interest in public art and outdoor beautification projects



ECONOMIC VITALITY



The Economic Vitality Committee supports a community's transformation by focusing on capital, incentives, and other economic and financial tools to assist new and existing businesses. They aim to increase property development and create a supportive environment for entrepreneurs and innovators that drive local economies. Current projects include researching and implementing business and renovation tax credits, creating a business and property inventory and serving as a connection point for property owners and small business operators. This committee would be great for:

- small business owners
- developers
- realtors
- those with an interest in economic development

ORGANIZATION

The Organization Committee supports a community's transformation by creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district. The focus is on developing best practices to support and sustain the Downtown Maryville Alliance as a healthy non-profit organization. This includes fostering relationships and communication with sponsors and volunteers and creating processes to celebrate, recognize, and engage the community. This committee would be great for:

- human resource professionals
- non-profit professionals
- administrative professionals
- event professionals
- writers
- those with an interest in organization, systems, and relationship development



PROMOTIONS

Connect with us



The Promotions Committee supports a community's transformation by positioning the downtown as the center of the community and hub of economic activity, while creating a positive image that showcases our community's unique characteristics. This group focuses on marketing and building the image of downtown Maryville and its assets (businesses, beauty, people, events, etc.) Activities could include

utilizing social media, print pieces, advertisements, event graphics, photographs, digital tours, and apps in connection with a professional marketing team. This committee would be great for:

- public relations professionals
- marketing professionals
- graphic designers
- writers
- photographers
- those with an interest in social media, branding, and content creation

In addition to the Committees of the Four-Point Approach which meet regularly, the Downtown Maryville Alliance has specific committees to plug into for special occasions or short-term projects. These include:

EVENTS

One of the goals of the Downtown Maryville Alliance is to create activity and vitality downtown through providing events for the community. With every event comes vision casting, planning, and hands-on needs before, during and after. Several events are in the works for 2024, so reach out if you are interested in helping with the planning phase. There are also immediate needs with our current event list including our annual fundraiser, Uncorked, as well as the Downtown Maryville Holiday Market. These events are date and task specific and are short-term in nature. We would love to have you join us! This committee would be great for:

- event professionals
- volunteers who wish to be more hands-on
- fundraising professionals
- anyone!



MERCHANTS CIRCLE



The Merchant's Circle is a newly formed committee open to business owners, employees, and merchants of the "Main Street district" through the central area of the downtown district. The goal of this committee is to draw upon the collaborative momentum of achieving results as a whole and not individual entities. The Circle will serve as a forum for communicating new ideas, individual and community event schedules, and existing small business strategies to make the experience of downtown more inviting and exciting overall. This strategic and

collective momentum is necessary for the revitalization process of the district as a whole.

DOWNTOWN OFFICE



As our downtown district continues to grow, the need for a constant presence in our downtown office will increase. With one employee whose charge is to serve as a connector of strategic partners, stakeholders, and the downtown community, maintaining a consistent office presence is challenging. Volunteer opportunities for greeting and advising visitors and basic administrative tasks will be essential.

Thank you, again, for your interest in using your talents and time to help revitalize Maryville's downtown district. Now is the time for creating initiatives and processes that will really make a difference and positively impact our downtown for the betterment of the community as a whole. Continue to visit downtownmaryville.com as we unveil our new website at the start of 2024 and get in touch at info@downtownmaryville.com with any questions about getting involved. We can't wait to get started together! Many hands make light work, and here, it's always "the more the Maryville".