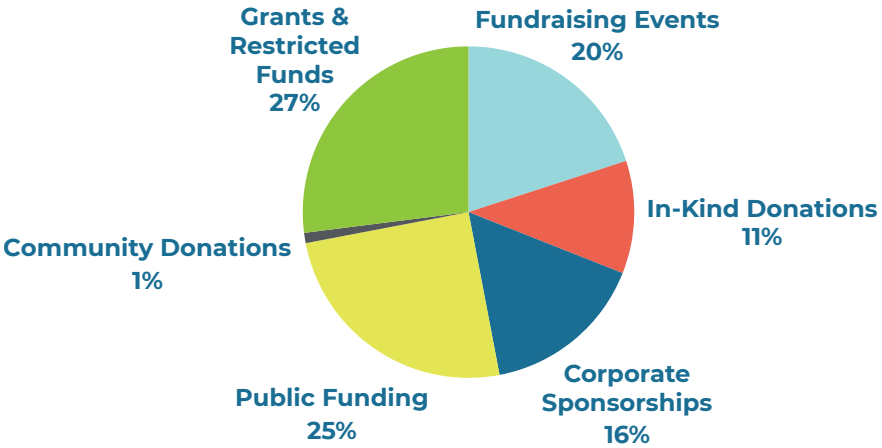
DOWN TOWN Maryville ALLIANCE

ANNUAL REPORT 2025

OUR MISSION

The Downtown Maryville Alliance (DMA) is organized to actively revitalize Maryville's downtown as a vibrant, charming, and unique gathering place – one that utilizes the resources available through the Tennessee Main Street and the National Main Street Center's Four Point approach to revitalization to include design, economic revitalization, organization, and promotions.



ECONOMIC VITALITY

13 New Business Openings

4 New Housing Units

$11,462,800+ in Building Permits Pulled

158 New Jobs Created

7 New Construction Projects

PROMOTION

24.3K Attendance at DMA Events

50.2K People who Attended Events & Festivals

7.5K Instagram Followers

22.3K Facebook Followers

40 Email Blasts

ORGANIZATION

23 Corporate Sponsors

1,026 Volunteer Hours

4 Grants Received

$73K+ From Fundraising Events

DESIGN

18 Building Rehabilitation Projects

$62K+ Grant Funds Dispersed for Facade Improvements

200+ Trees Identified for the Downtown Maryville Arboretum

3 Public Improvement Projects

9 Adopt-a-Pot Planters Maintained