

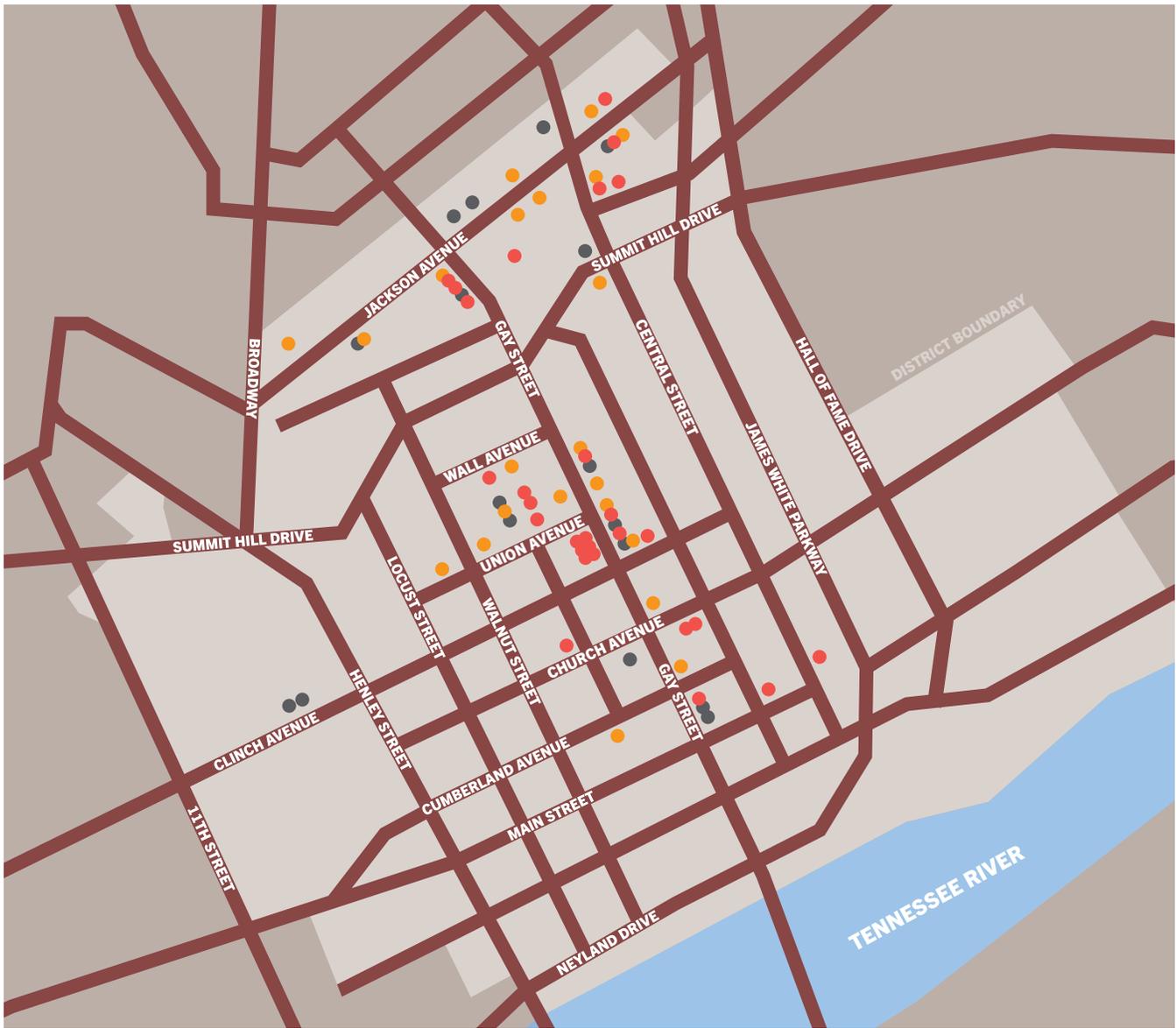
BEYOND THE EXPECTED

Downtown Knoxville continues to grow with **37 new restaurants and bars opening during the past three years**, but some unexpected trends are emerging as well. Market Square and the 400 block of Gay Street are no longer the only desirable locations. New businesses are pushing beyond previously perceived boundaries and bringing a variety of experiences to our city center.



The past three years brought taprooms, tasting rooms, coffee shops, and a variety of restaurants. Visitors and residents have more options than ever for entertainment, shopping, and personal services. Recent growth includes interactive gaming, fitness, head-to-toe pampering, and community theater, plus unique shops for handmade gifts, custom menswear, and the perfect wedding dress. New hotels provide stylish places to stay with a range of amenities and rooftop views.

**DOWN
TOWN
KNOXVILLE**



An impressive total of **67 new businesses** opened over the past three years in the city core with more businesses finding success across the downtown area. Areas **north of Summit Hill Drive** experienced significant growth. Activity is also spreading **south along Gay Street** and **throughout the business district**. With the addition of 600+ hotel rooms, and 400+ residential units under construction, the trend is expected to continue.

LEGEND

- **2019: 28 New Businesses**
- **2018: 22 New Businesses**
- **2017: 17 New Businesses**

Ensuring a vibrant, flourishing downtown is the primary mission of the Downtown Knoxville Alliance (DKA). Formed in 1993 as a Central Business Improvement District (CBID), the district encompasses a 0.67-square-mile area and is supported by a special assessment by property owners that is used to make improvements, enhance services and promote downtown. The DKA continually focuses on attracting and retaining a thriving community of residents, businesses and visitors in Downtown Knoxville. For more information, visit downtownknoxville.org.

