

DISCOVER

... DOWNTOWN  
Jackson ...

WHERE 373,000+ PEOPLE  
COME TO BE ENTERTAINED

We're all **downtown**  
**JACKSON**

# DOWNTOWN IS THE . . . . . . center of attention

Downtown Jackson is where people from all over the Trade Area come to be entertained.

Jackson's top entertainment venues are located downtown and bring music, theatre, and family fun throughout the year. Downtown also has the highest concentration of visitor attractions. Restaurants and shops serve visitors, but most importantly, create an attractive district for people who live and work downtown.

## LIFT

The LIFT Wellness Center is a fully integrated medical fitness facility. It is the flagship of West Tennessee Healthcare's bold approach to wellness. The LIFT offers a state-of-the-art fitness equipment and instruction, a climbing wall, indoor track and pool, and an amazing range of wellness classes in a beautiful setting. A primary care clinic offering extended hours medical care and a physical therapy center are part of the LIFT.



LIFT Wellness Center

## JACKSON WALK

Jackson Walk, a new residential and commercial center has created a new civic commons using a transformed Central Creek to link LIFT, the Farmer's Market, The Amp downtown Dog Park, restaurants and retail. While Jackson Walk is still growing, it currently contains 269 apartments and 48 houses. Retailers within Jackson Walk include Grubb's Grocery, Jackson's only full-service, locally-owned and operated natural and organic food market.



Jackson Walk

*In 2013, Jackson was named the Most Liveable Small City by the U.S. Conference of Mayors. LIFT and Jackson Walk were key factors in gaining this distinction.*

## THE AMP

The music of Jackson connects Memphis' Beale Street and Nashville's Music Row. The Amp outdoor amphitheater hosts a series of free concerts that showcase the richness of the regional music heritage. Movies and other family entertainment attract a broad audience, with food trucks and other vendors adding to the fun.



The Amp

## CARL PERKINS CIVIC CENTER

The Carl Perkins Civic Center is such a skillfully designed multipurpose venue, that its main stage and auditorium with seating for 2,200+ is the perfect home for The Jackson Symphony Orchestra, traveling stage shows, concerts, The Miss Tennessee Pageant, large meetings, conventions and trade shows.

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### *WEST TENNESSEE FARMERS' MARKET*

The year-round West Tennessee Farmers' Market has a loyal following of vendors and customers established over decades. A true destination, the farmers market offers quality vegetables, wonderful baked goods, lawn and garden plants, fish, beef, lamb, milk and more at reasonable prices. Local food trucks and crafters round out the experience.



West Tennessee Farmers' Market

### *THE NEW SOUTHERN*

The restored historic New Southern Building was built in 1927. Many galas, weddings, receptions, and campaign events take place in this beautiful building. The New Southern was placed on the National Register of Historic Places in November 2002. In addition to the ballroom, and grand lobbies, the upper floors offer 84 apartments.

### *INTERNATIONAL ROCKABILLY HALL OF FAME*

The International Rockabilly Hall of Fame offers attractions, films and life-size oil portraits of Rock-a-Billy superstars. The Rock-a-Billy Rockers Dance Team, offers dance lessons every Monday night. A mural depicts the expansion of Rock-a-Billy music around the world.

### *HISTORIC DOWNTOWN DEPOT & RAILROAD MUSEUM*

The 1907 brick structure is next to a natural mineral electro-chalybeate well. The museum collection includes an elaborate "HO" scale model railroad with over 500ft. of track and four trains running at once. Built by the Jackson Area Model Railroaders Club, it depicts Jackson's rich railroad history and receives "rave reviews" from visitors. Also located on the rounds are a 1947 dining car and two vintage cabooses.

### *JACKSON ESCAPE ROOMS*

The Jackson Escape Rooms are team building experiences built around a story or theme that allows players to test their wits against challenging clues, perplexing puzzles, and maddening mysteries that are embedded in the rooms.

### *THE DOWNTOWN TAVERN*

Established in 2004, The Downtown Tavern has been a staple of the 21st century renaissance in Downtown Jackson. The friendly staff, warm and inviting atmosphere, and fantastic drink selection, and great music make this one of Jackson's popular gathering spots.

### *THE NED*

The Ned R. McWherter West Tennessee Cultural Arts Center is the place to see the finest musical and stage acts in an intimate, high-tech performance space. The Jackson Theatre Guild produces a successful season of live performances and events at the Ned. The Ned also houses two art galleries for traveling and local exhibits.

### *THE CARNEGIE - LEGENDS OF TENNESSEE MUSIC MUSEUM*

In the alleys and the honkytonks of Jackson, TN a rich mixture of country music, blues and moonshine created the setting for the early rock and rockabilly music. This explains why Jackson is where the Hard Rock Cafe and The House of Blues originated. Experience the magic that launched Mr. Blue Suede Shoes – Carl Perkins and inspired Hard Rock founder, Isaac Tigrett.



The Downtown Tavern



Jackson Symphony



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TO MEDICAL CENTER

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# POINTS OF INTEREST



TO UNIVERSITY OF MEMPHIS-LAMBUTH

TO SOUTH JACKSON

- 1 Jackson Walk Apartments/Housing
- 2 The LIFT Wellness Center
- 3 Grubb's Grocery/Retail
- 4 West Tennessee Farmers' Market
- 5 The Amp - Live Music & Events
- 6 Fox Park - Live Music & Events
- 7 Tennergy Headquarters
- 8 The Carnegie - Legends of Tennessee Music Museum
- 9 City Hall
- 10 International Rockabilly Hall of Fame
- 11 New Southern Hotel - Event Center & Apts.
- 12 The Ned Cultural Arts Center
- 13 National Register Greyhound Bus Station
- 14 Jackson-Madison County Library
- 15 Chamber of Commerce
- 16 Carl Perkins Civic Center
- 17 U.S. Postal Distribution Center
- 18 Depot/Train Museum
- 19 Jackson Escape Rooms
- 20 Renaissance Apartments
- 21 Suites of Larue - Apartments
- 22 Madison County Courthouse
- 23 Historic Main Street District
- 24 Concrete Plant Lofts
- 25 High Point Apartments

- 26 The Pythian Apartments
- 27 Liberty Square Apartments
- 28 Rock'n Dough Pizza/Microbrewery
- 29 The Downtown Tavern Bar/Live Music
- 30 The Chandelier Restaurant/Bar
- 31 Blacksmith Restaurant/Bar/Live Music
- 32 U.S. Federal Courthouse
- 33 The Dixie Castle Restaurant
- 34 The Bakers Rack Restaurant
- 35 Baker Brothers BBQ
- 36 ComeUnity Cafe
- 37 Subway
- 38 Pizza Inn
- 39 Burger King
- 40 Bakers Drugs
- 41 Woodstock Bakery
- 42 Hub City Brewery
- 43 The Cumberland House
- 44 Criminal Justice Complex
- 45 Lowell Thomas State Office Building
- 46 Fire Department
- 47 Police Department
- 48 Tennessee Supreme Courthouse
- 49 The Local

	ENTERTAINMENT
	FOOD
	CIVIC
	HEALTH
	POINTS OF INTEREST
	HOUSING



# KEY DRIVERS OF DOWNTOWN GROWTH



## HEALTH CARE

Jackson is an important center for health care with over 550 physicians providing care in most medical specialties plus several sub-specialties. The health care industry overall is the largest sector of the economy and West Tennessee Healthcare, with over 5,500 employees, is the largest single employer. Downtown Jackson serves as the primary campus of West Tennessee Health Care.



## UNIVERSITY OF MEMPHIS – LAMBUTH

Lambuth Campus, Public 4-year University  
Enrollment – 1,000+

U of M Lambuth is located northwest of downtown Jackson and is close to the Jackson Walk apartment complex. The enrollment at Lambuth has grown rapidly in the past six years since the University of Memphis began operations on this campus after the closure of Lambuth University.

UofM Lambuth offers nursing, psychology, education, health studies, and over twenty undergraduate degrees, in addition to a select number graduate programs. Plans are to expand additional graduate and professional programs in the Health Sciences.

Carney-Johnston is a dormitory that was completely renovated in 2013 and offers 190 beds in single and double rooms to accommodate students. Students have access to the gym, Olympic pool, game rooms, and workout facilities and have twenty four hour security on the fifty-plus acres of the campus arboretum.



## LANE COLLEGE

Private, Historically Black College/University  
Enrollment – 2,200

Lane College, founded in 1882, is a private, co-educational, church-related institution that provides a liberal arts curriculum leading to baccalaureate degrees in the Arts and Sciences. The College admits persons regardless of color, sex, religion or national origin. The faculty and staff, have employed a collaborative approach to establishing a revived culture of student-centered, technology-enhanced teaching and learning. This involves viewing students as clients, life-long learners and future leaders, and viewing faculty as life-long learning facilitators who utilize technology as an integral part of the teaching and learning process.



## STATE AND FEDERAL GOVERNMENT

The State of Tennessee's regional offices for numerous departments are located in Jackson. The Tennessee Department of Transportation, Department of Environment and Conservation, Wildlife Resources Department, and Department of Economic and Community Development have their western regional offices in Jackson, along with staffing for other departments.

A Federal Court and the Tennessee Supreme Court are located in Jackson. The state and federal government operations are major Jackson employers.

As the county seat and center of city government, downtown houses all government offices, numerous law firms and financial institutions.

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# KEY DRIVERS OF DOWNTOWN GROWTH



## SINGLE DWELLING HOMES ON THE RISE

- 36 homes built or sold in the downtown market area in the last three years
- 13 new homes are under construction
- 20 planned home starts in 2019
- 100 new homes projected to be built in the next five years
- Investors are purchasing older homes in the downtown area to flip for investment purposes as a result of the downtown growth



## APARTMENTS

The downtown area also has 375 apartments all within walking distance of downtown amenities



## GRUBBS GROCERY

Downtown's natural food grocery store wins the national leader in sales growth industry by Independent Natural Foods Retail Association



*"Over the past three years, our average daily transaction count has almost doubled. Within this span, we've seen double-digit increases in every financial predictor since opening in 2015 in downtown Jackson. And the best part is that we're not alone. Our other business neighbors, both new and existing, are reaping the benefits of this new synergy we've all created together."* - Chris Felder, Owner, Grubb's Grocery

*"Since moving to Jackson in 2001, it has been remarkable to see what downtown has become. As owners of two downtown businesses, Hub City Brewing and Rock 'N Dough Pizza + Brew Co., we have seen a steady growth in sales. We are excited about the future of downtown Jackson."* - Jerry Corley, Owner



*"The pedestrian friendly environment of downtown Jackson has been a great benefit to my salon. The visibility of my location has helped to increase my sales by 40% since opening in 2015. My clients continue to affirm daily that this was a great move for Euphoria Salon."* - Carla Simmons, Owner, Euphoria Salon



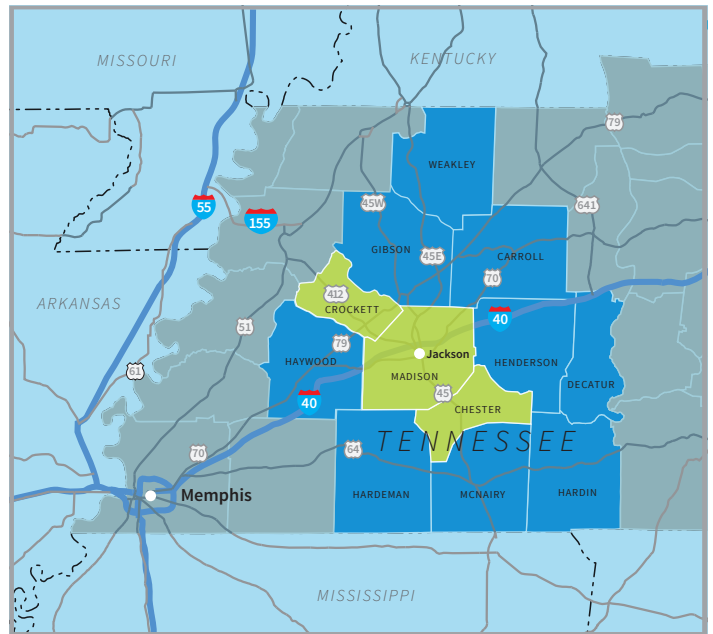
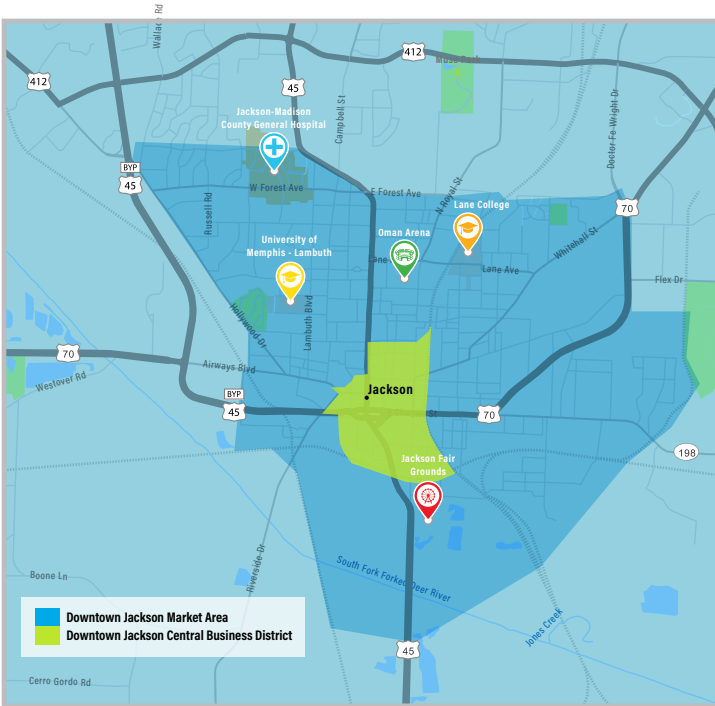
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# JACKSON, TENNESSEE TRADE AREA

Jackson, Tennessee is located at the geographic center of the 21 counties that comprise West Tennessee, the portion of Tennessee that lies between the Tennessee River and the Mississippi River. Since the earliest days of regional history, Jackson has served as the economic center of the West Tennessee region.

Although most of West Tennessee depends on Jackson for key services, there are 12 counties that are strategically linked to Jackson by six critical economic elements: Transportation, Employment, Health Care, Entertainment, Retail, and State/Federal Government.



■ JACKSON MSA ■ JACKSON TRADE AREA

	Downtown Market Area	Madison County	Jackson Trade Area
2018 Population	17,403	97,429	373,218
Median Age	33.44	38.36	40.55
Average Household Income	\$40,918	\$71,622	57,848
Retail Demand	\$186,061,965	\$1,600,329,733	\$5,479,960,046



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# JACKSON DOWNTOWN - CENTRAL BUSINESS DISTRICT INCENTIVE PROGRAMS



Businesses locating in the Jackson Downtown Central Business District may be eligible for incentives that are intended to assist business locations, start-ups and expansions that boost the economy of the downtown district. The Jackson Downtown Development Corporation guides and assists businesses in finding locations, resources and applicable incentives.

## PILOT

Payment in-Lieu-of Taxes (PILOT) is an incentive program designed to make the cost of building or building improvements more affordable for property owners by freezing taxes at their current level for a predetermined period. PILOT recipients make annual payments that is typically much less than property tax payments to the city and county, for a term of up to 15 years.

## NEW BUSINESS MARKETING PROGRAM

This program provides financial assistance for marketing expenses during the first year of operation for businesses new to the Downtown area. The program reimburses a portion of a business's marketing expenses while a customer base is being established.

## TAX INCREMENT FINANCING

Tax Increment Financing (TIF) is a program through which tax revenue increases within a designated area may be reallocated for infrastructure improvements within that area. Eligible projects may be presented to the Community Redevelopment Agency (CRA) for funding consideration.

## FEDERAL INCENTIVE PROGRAMS

### TAX INCENTIVES FOR PRESERVING HISTORIC PROPERTIES

#### 20% Tax Credit

20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the Secretary of the Interior, through the National Park Service, to be "certified historic structures."

#### 10% Tax Credit

is available for the rehabilitation of non-historic buildings placed in service before 1936. The building must be rehabilitated for non-residential use.

### OPPORTUNITY ZONES

#### Temporary Deferral

A temporary deferral of inclusion in taxable income for capital gains reinvested into an Opportunity Fund. The deferred gain must be recognized on the earlier of the date on which the opportunity zone investment is disposed of or December 31, 2026

#### Step-Up In Basis

A step-up in basis for capital gains reinvested in an Opportunity Fund. The basis is increased by 10% if the investment in the Opportunity Fund is held by the taxpayer for at least five years and by an additional 5% if held for at least seven years, thereby excluding up to 15% of the original gain from taxation.

#### Permanent Deferral

A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in an Opportunity Fund if the investment is held for at least 10 years. This exclusion only applies to gains accrued after an investment in an Opportunity Fund.