



# HISTORIC DOWNTOWN MURFREESBORO

## demographics

### RESIDENTIAL\*



|                            |       |
|----------------------------|-------|
| Murfreesboro Population    | 157K  |
| Median Age                 | 31    |
| Associate Degree or higher | 47%   |
| White collar employees     | 64%   |
| Median household income    | \$68K |

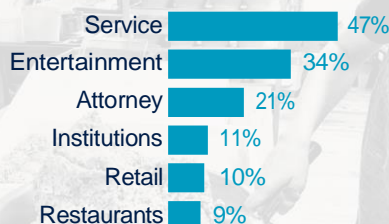
\* Murfreesboro City limits

## \$17

SF Average  
Retail Rent  
Downtown

### DOWNTOWN BUSINESSES

within a two-block walk of the courthouse



### DRIVE TIME POPULATION



1.4m

468k

66K

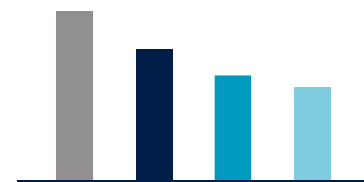
45 min.

30 min.

10 min.

### LARGEST EMPLOYERS

|                             |     |
|-----------------------------|-----|
| City Government             | 365 |
| County Government           | 285 |
| NHC                         | 230 |
| Pinnacle Financial Partners | 205 |



**MAIN STREET**  
MURFREESBORO

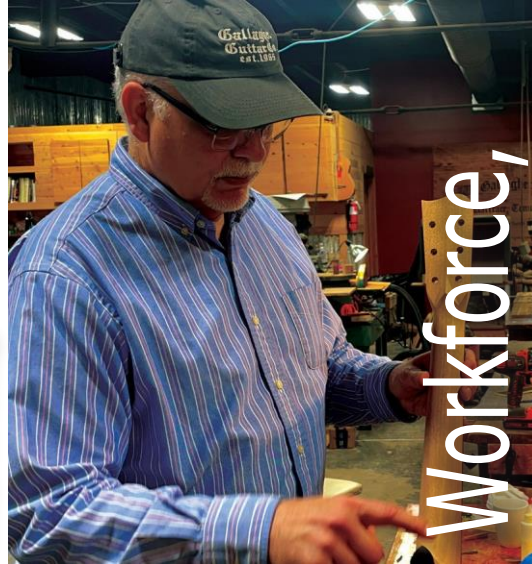
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**MIDDLE  
TENNESSEE**  
STATE UNIVERSITY

22k students 1 mile from downtown

Largest university in Middle Tennessee





# PLACEMAKING



## PROJECTED GROWTH

- Broad & Church St. Redevelopment
- One East College Project (live-work-play with new 400-spot parking garage)
- Bank of America building mixed-use development
- New green space & connections across Broad St.
- \$6 Million in public and private investment in 2021.

## CULTURAL ASSETS



- Oaklands Mansion
- Bradley Academy Museum & Cultural Center
- The Heritage Center
- The Center for the Arts (live theatre)
- Historic Cannonsburgh Village
- Rutherford County Historical Courthouse Museum
- 15-mile Murfreesboro Greenway access



## EVENTS

The historic downtown is the center of placemaking in Murfreesboro hosting over 20 annual events coordinated by nonprofits and civic groups. Between 1K-4K attendees come downtown, enjoying shopping, dining, and entertainment while they are at the events. With the backdrop of the historic courthouse, this is the perfect space to experience a sense of community.

Holiday Festivals & Parades

Free Concerts

Fundraising Events

Murfreesboro Saturday Market



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## GETTING HERE

2 Miles  
from I-24

35 minutes  
from BNA & Downtown Nashville

2K public parking spaces  
within 2 block radius



Historic Landmarks



Murals Downtown