

# MAIN STREET STYLE



## '10 SUMMER ISSUE:

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News & happenings in Chattanooga's  
CREATIVE DISTRICT

**MAIN**inc.

## Serious about Business on the Southside

We asked businesses new and old:  
Why Main Street?



## Business boom **p.2**

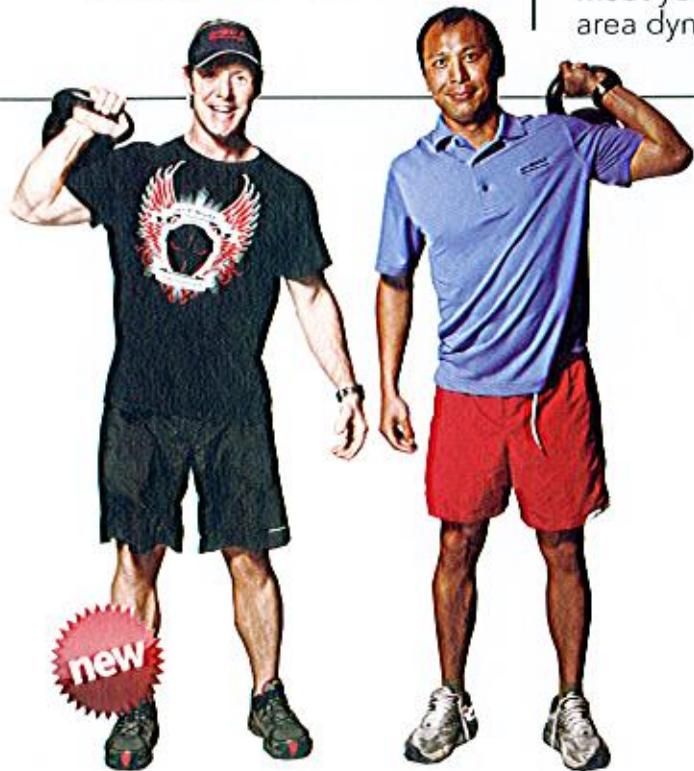
Main Street draws a variety of businesses, from artisan bakers to pioneers in wind energy technology.

All

# THE BUSINESS ISSUE

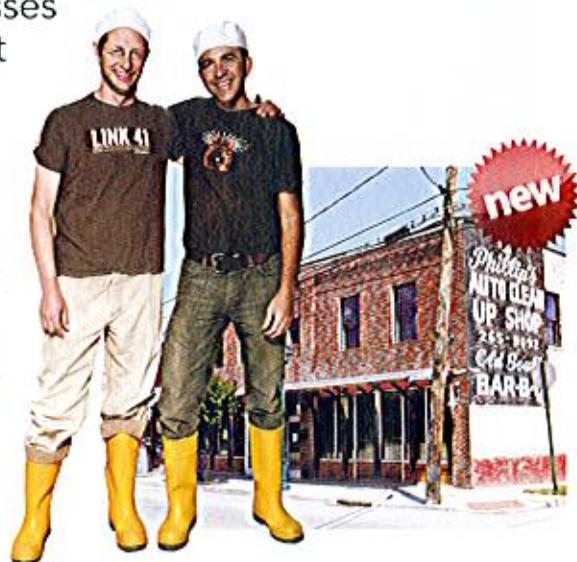
## MAINinc.

Whether they've been in operation for three weeks or 89 years, Main Street's businesses are happy to be here and pleased to meet you. These are just a few of the businesses making this area dynamic for residents and visitors alike.



### ◀◀ Get Built

Get Built is a CrossFit affiliate and personal training studio. Now in its second year of business, Get Built relocated to the Southside in February 2010. "We moved here to be in the heart of the action. The demographic of people and businesses is consistent with the people we train."



### Link 41 ▶

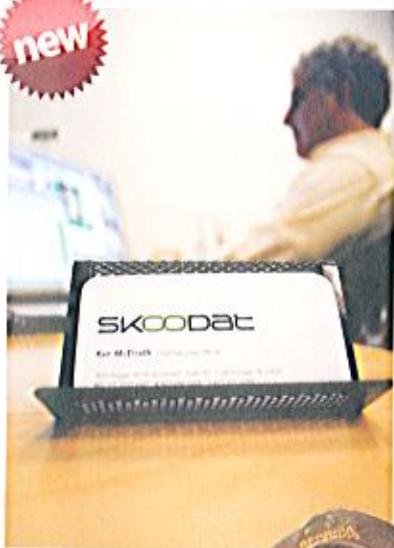
One of the newest additions to Main Street's culinary scene is Link 41, which produces hand-crafted sausages. While proximity to Niedlov's was a big draw for the business, walking traffic has made the neighborhood home. "People are able to peek in our window while we work."



### ◀ Set in Stone

Set In Stone offers handcrafted artisan concrete countertops for kitchen and bath as well as concrete planters, furniture, and functional art. The company relocated to West Main one year ago. "It made good business sense when expanding from low-profile suburban fringe to move to greater visibility and within walking distance of other businesses."



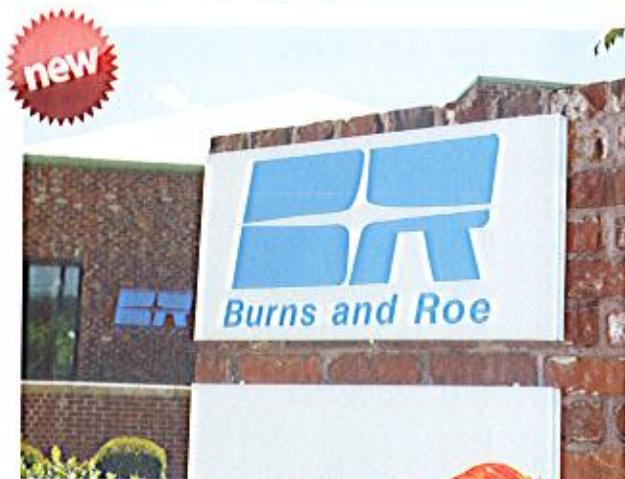


## ◀ Skoodat

Skoodat is a technology firm, using cloud computing to turn education data into useful information for everyone. Though the business relocated here six months ago in large part because of price, business owners agreed: there's an environment of entrepreneurship that makes the spot great.

## Burns and Roe ▶

Burns and Roe is an engineering, procurement, construction, operations and maintenance organization with specialized expertise in technically complex facilities. With over 1,900 personnel worldwide, the company opened a Chattanooga location in order to meet rising demand in the Southeast.



## Blue Orleans Seafood ▶

Blue Orleans Seafood Restaurant has become a local favorite, serving up authentic world famous New Orleans dishes, Cajun and Creole cuisine and seafood. With 12 employees working in a Clarke Center location, Blue Orleans has called Main Street home for two and a half years.



## ◀ Haskel Sears Design

Haskel Sears focuses on design and construction of furniture and casework, for residential and commercial uses. Though the company has been operating out of Chattanooga for 5 years, HSD moved to the Southside in January 2010. "I saw an opportunity to be a part of an artist community here," said owner Matt Sears.



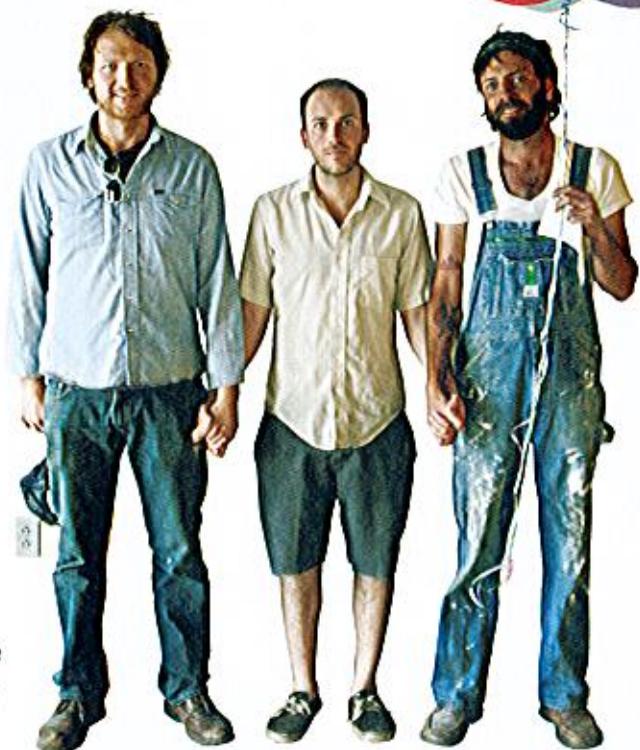
# More than a "creative" district.

## MAINinc.



### Discoteca ▶▶

In Spanish, "Discoteca" literally means "a record collection." It's not a misnomer for this all-analog watering hole on East Main Street. The bar opened in January 2010, and the owners are pretty happy with the neighborhood: "It's the bees knees. [There are] all sorts of interesting and creative businesses popping up. Surfs Up!"



### ◀ DeMoss Capital

DeMoss Capital is a specialized investment advisory firm. According to John DeMoss, "Investing requires that you sometimes take the view of what things can be, not just what they have been. In a similar way, we look at our move to Main Street as an investment in a community, with the hope that together we can improve the environment in which we live, work and play."



### SIAG Aerisyn ▶

SIAG Aerisyn is a leading manufacturer of wind tower bases for the wind industry. 120 employees have called the Southside home for five years, and the business originally setup shop here because of access to the interstate and production-suitable spaces.



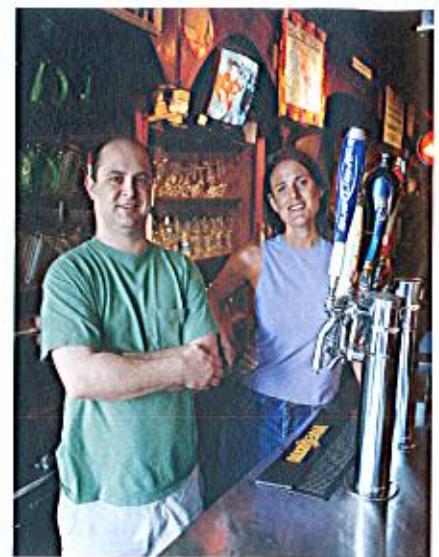
## Ciao Bella ▶

Ciao Bella offers women's fashion and accessories, from everyday casual to dress-it-up elegant. Located on Market across from the Choo Choo, Ciao Bella's owner said, "it's a perfect location for a boutique among the art galleries and restaurants."



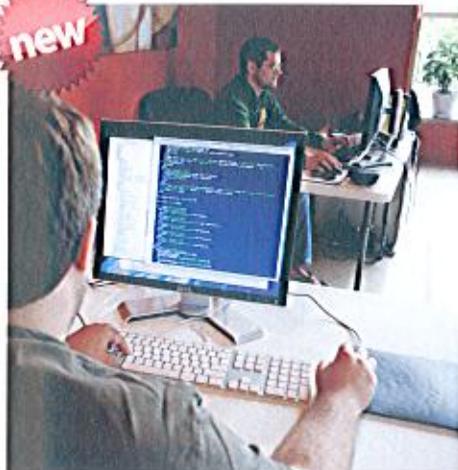
## T-Bone's ▶

T-Bone's is a neighborhood sports bar and grill serving lunch and dinner, Monday through Saturday. In business since 1986, T-Bone's animates a stretch of West Main Street, where the owners appreciate easy parking and lots of neighborhood energy.



## ◀ Black Snow Media

Black Snow Media is a development team that uses cutting edge technology to build top-of-the-line web applications. With nine employees, Black Snow has called Main Street home for four months. "Main Street gives us the best of downtown but a sense of community as well. The area businesses and people are friendly, helpful, and care about their community."



## Bluegrass Grill ▶

Bluegrass Grill serves up "the best little breakfast in the city." Using only fresh ingredients, Bluegrass is a neighborhood hub celebrating two and a half years in the district. On moving to Main Street: "It just felt right!"



## ◀ STAT Fitness

STAT Fitness offers personal training and one-on-one nutritional instruction, out of a Plow Building space. A recent addition to the Main Street community, owners Harold Flemister and Dameian Helton moved to the district because, "we wanted a location that would be convenient for people working in this area, and also provide easy access to clients coming from surrounding areas."

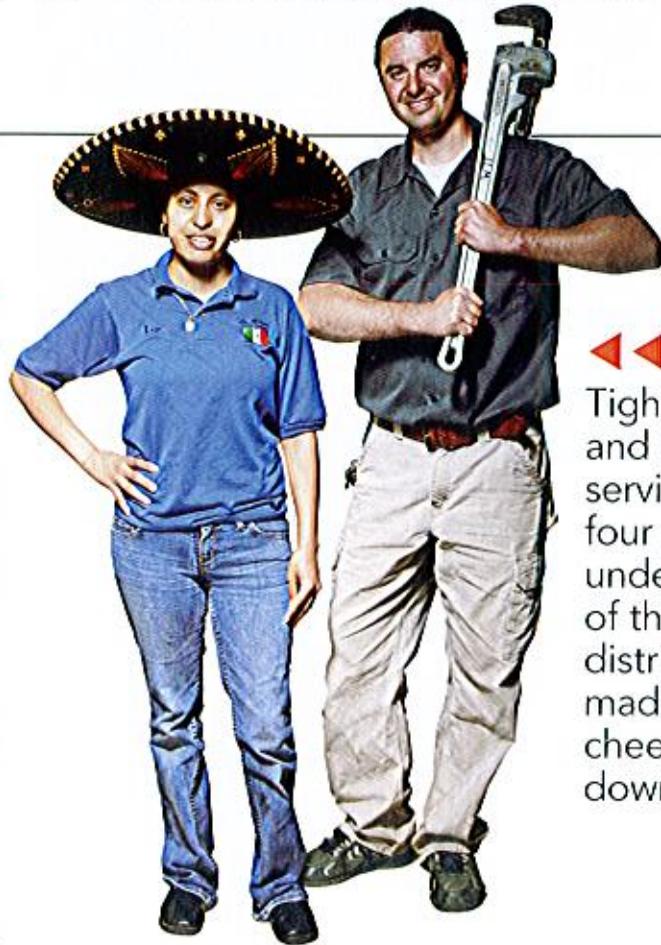


# More than a "creative" district.

## MAINinc.

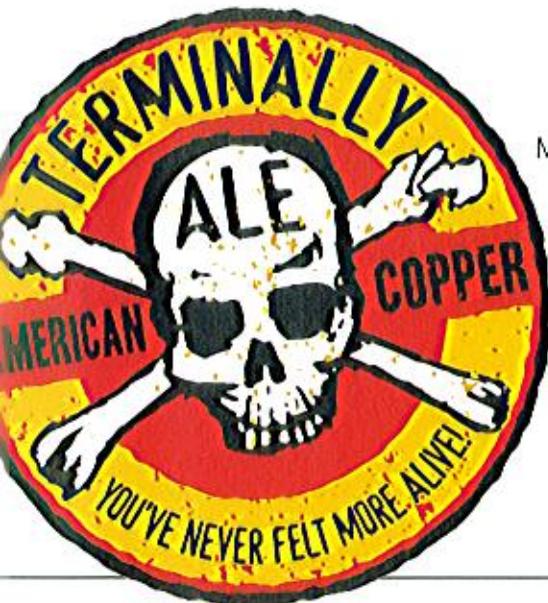
### La Altena ▶▶

A legend on the Southside, La Altena has been family-owned for 15 years, serving authentic Mexican fare to a legion of devotees. The owners appreciate the way the area's grown in recent years, especially the amount of green space.



### ◀◀ Tight Seal Plumbing

Tight Seal is a residential and commercial plumbing service and repair. With four years on East Main under their belts, the team of three moved to the district "because it just made sense. It often cheers our hearts to drive down Main Street."



### Main Street Farmers Market ▶

Main Street hosts a farmer-run market, providing small area farms with a direct marketing opportunity while providing citizens of the Chattanooga community with a wide variety of fresh and locally produced foods. The market is now in its second season on Main Street.



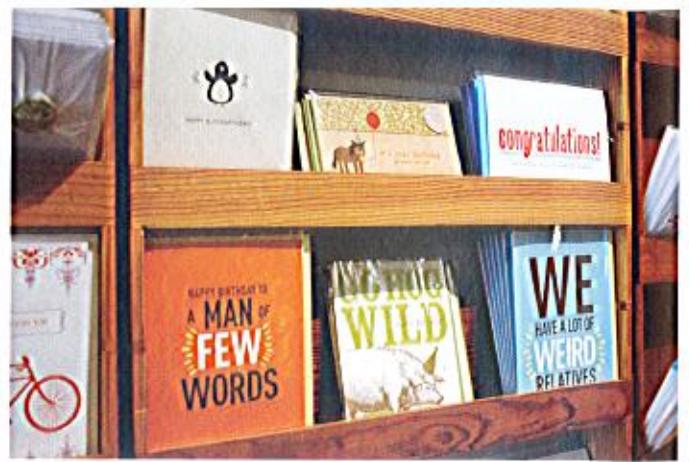
### ◀ Terminal Brewhouse

The Terminal's motto is simple and to the point: craft beer, crafty food. With 50 employees and a host of locally made beers, Terminal's owners came to the Southside because it was "the perfect location for a working brewery and nontraditional restaurant operation."



## Shadow Box ▶▶

Shadow Box is a stationery and gift store, specializing in custom engraved, letterpressed and offset printed invitations, social stationery and announcements. Now in its fifth year in the district, Shadow Box's employees appreciate the creative environment.



## ◀ Medium

Medium offers integrated design, development & communication services. Operating on Main Street for two years with 28 employees, Medium's team appreciates the "quasi-urban nature" of the district.



## The Hair Lounge ▶

The Hair Lounge is an upscale salon relocating to Main Street this summer. "There is a great sense of community in the Main Street District. Everyone has been so welcoming and helpful."

## Townsend Atelier ▶

Townsend Atelier produces and provides fine mold making and casting materials, patinas and finishes to artists and craftspeople around the globe through its on-line and retail stores. "The Main Street District offered us an art-centered district full of the ingredients that make for a great sense of place and a supportive community."



## Goodhew ▶

Goodhew specializes in socks made in the US of all natural materials. With an international customer base and a team of four, the company opened their doors on West Main in July of 2008.



## Zarzour's ▶▶

Zarzour's is Chattanooga's oldest family-run restaurant, specializing in Southern fare and cheeseburgers. Operating out of a Rossville Avenue location since 1918, four generations of family have managed the restaurant. After all this time, owners said "I don't think we chose [Main Street]; it chose us!"



## ◀ Area 61

Area 61 is a collective gallery and showroom for local craftsmen and artists. With three employees, the Area 61 team celebrates one year on Main in May 2010. They originally moved here "because of the revitalization and support for the arts in the area."

## Taco Rico ▶

Taco Rico is a family-run restaurant serving affordable and authentic El Salvadorian cuisine. Owners appreciate the convenience of an East Main location, and under new ownership, the restaurant's enjoyed significant updates to their menu and building.



## ◀ Epik Hair Design

Epik Hair Design is a salon, and opened in mid-April, 2010 with a location in the Plow Building. "We love the diversity and the community. It's a nice mixture of the past and the present."

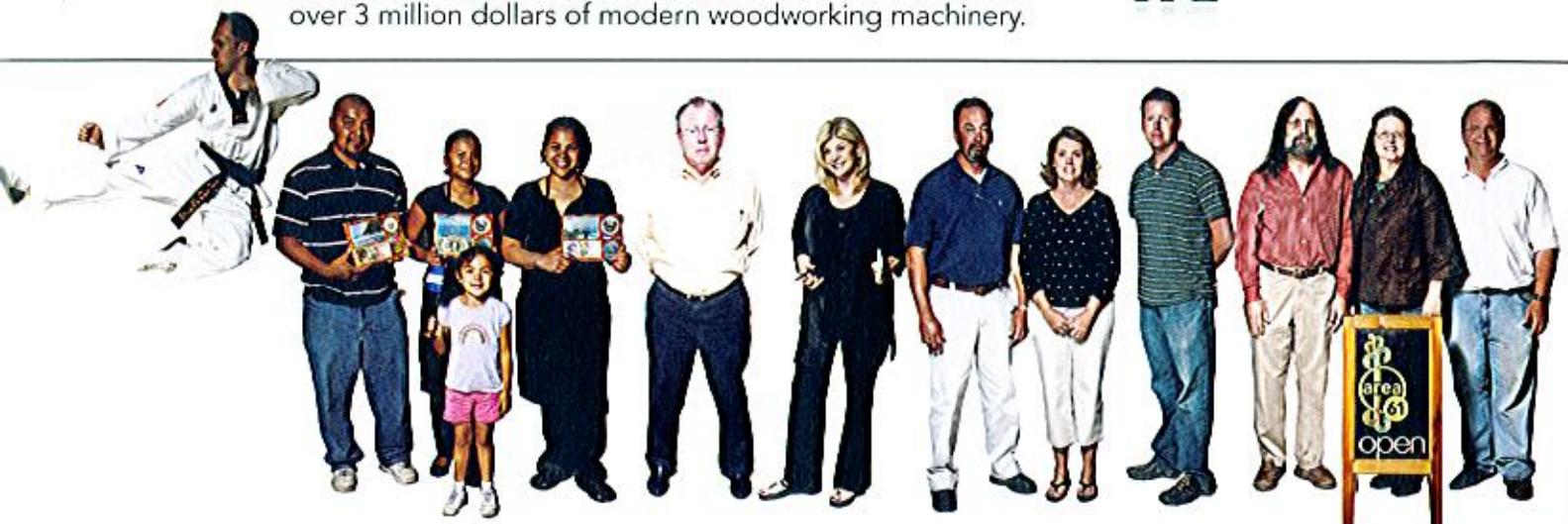


## ◀ Hero Biomass

Hero Biomass is the industry leader in the technology of converting litter and other agricultural biomass into usable energy. They're currently relocating to the district, and looking forward to the opportunity of working and dealing with like-minded companies.

## Architectural Surfaces ▶

Architectural Surfaces is a commercial millwork fabricator and subcontractor that's called Main Street home for over five years. With anywhere from 35 to 50 employees at a given time, the 75,000 square foot facility on East Main houses over 3 million dollars of modern woodworking machinery.



# Commercial Properties

We're booming, but there's room for more business.

**Mission (COMING SOON)**

26 E Main St. (Retail/Office)  
1,077 - 5,095 sq. ft.  
Gavin Thomas & Eric  
Cummings Owner/Rep.  
423.227.7127 423.316.4954.  
Lease Only.

**Clarke Center**

1463 Market St. (Retail/Office)  
1,800 sq. ft.. Denise Leach or  
Tanjia Landreth - Bridge City  
Realty LLC. 423.648.6242.  
423.242.8277.  
For Sale or Lease.

**Soho**

35 E Main St. (Retail/Office)  
1,500 - 6,100 sq. ft.. Robert  
Henderson - Owner/Rep.  
423.504.3589.  
Lease Only.

**Iron Bedstead Building**

500 Chestnut St. (Office)  
5,860 - 12,930 sq. ft.  
Arnold Farmer,  
Charter Real Estate  
423.267.6549 / 423.503-8353.  
Lease Only.

**Clearstory**

400 E Main St. (Retail/Office)  
1,053 - 11,000 sq. ft.. Benjamin  
Pitts - Herman Walldorf & Co.  
423.756.2400 / 423.838.3600.  
Lease Only.

**Washington Square**

1701 Rossville Ave. (Retail/Office)  
12,500 - 20,000 sq. ft.  
John Duckett Owner/Rep.  
423.322.2912.  
Lease Only.

**Harrington Building**

25 E Main St. (Office)  
2,000 - 6,500 sq. ft.. Ellen  
Brooks - Fletcher Bright Co.  
423.755.8830 / 423.488.6004.  
For Sale or Lease.

**Lofts on Main**

55 E Main St. #102.  
(Retail/Office) 1,400 sq. ft.  
Rick Wood -Owner/Rep  
423.316.7371.  
For Sale or Lease.

**Niedlov's**

217 E Main St. (Retail Preferred)  
1,140 sq. ft.. John Sweet  
Owner/Rep. 423.432.5225.  
Lease Only.

**Outlet Building**

36 E Main St. (Retail/Office)  
4,800 sq. ft. Anne Najjar - Real  
Estate Partners Commercial  
423.265.0088 / 423.605.6980.  
For Sale Only.

**1478 Market Street**

1478 Market St. (Retail/Office)  
3,600 sq. ft.. Ellen Brooks  
Fletcher Bright Co.  
423.755.8830 / 423.488.6004.  
For Sale or Lease.

**Riverfront & Main**

1301 Riverfront Pkwy. (Office)  
500 - 100,000 sq. ft. Charles  
Whitener. 404.352.2000.  
For Sale or Lease.

# on the fence ... an urban design+build competition.

A walk around the Southside this summer reveals some creative surprises—namely, eight new public art pieces woven into traditionally overlooked canvases: chain link fences. Organized by Public Art Chattanooga, the “On The Fence” competition helped eight teams put a creative spin on the neighborhood streetscape. Students from Battle Academy, Montessori School and GPS joined local artists and area businesses to create the pieces. Revealed during the 4 Bridges Art Festival, the fence installations will beautify the Main Street area for a full year.



**“Rain Wash”**  
Matthew Dutton / Mixed media  
1701 Rossville Ave



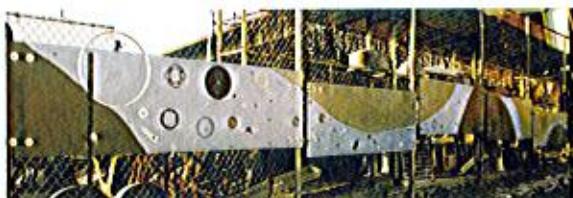
**“I Am Here: On the Fence”**  
Cat Collier / Vinyl banner  
401 East Main St



**“Sunderwall”**  
Christian Rushing / Plastic  
1400 Broad St



**“Natura Tectum”**  
Elemi Architects / Bamboo  
1701 Rossville Ave



**“Spare Parts”**  
Set in Stone / Concrete and found objects  
301 East Main St



**“Procession”**  
Girls' Preparatory School / fiberglass resin, metal coating and patina / 401 East Main St



**“Our Shared Home”**  
Battle Academy Artists / Plastic found items  
Main St and Rossville Ave



**“Rubber Forest”**  
Joe Thomas / Bicycle inner tubes  
220 West Main St

# KICK THE BALL.

OR

# KICK SOME BUTT!

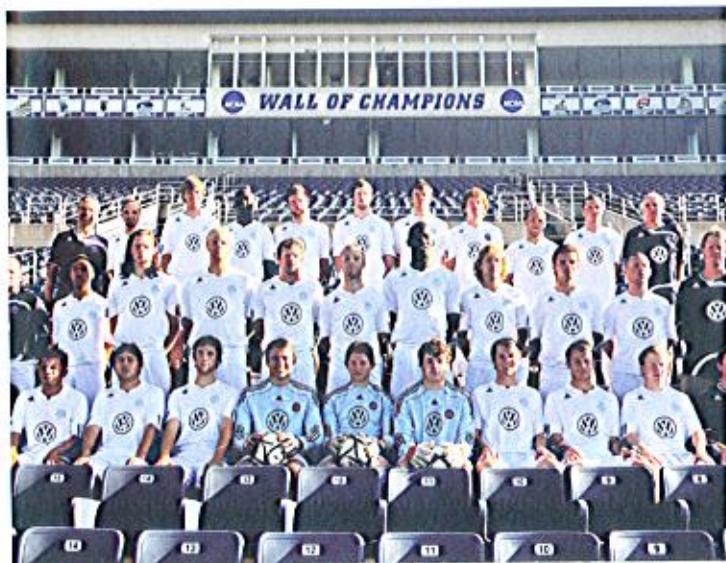


## Chattanooga Football Club

Building on last year's inaugural season, the Chattanooga Football Club is hoping to reach new heights in local soccer and fandom this year.

The best of last year's talent on the field will return for this season, as well as some great new players. Last year's squad reached second place in their division; this year they're elevating the quality of play through two exhibition matches with professional teams (including one international team, FC Atlas from Mexico), and are hoping to win in division and advance to the national play-offs.

In the stands, the team hopes last year's fandom continues, and expects 5,000 fans per game. Chattanooga FC plays out of the Southside's Finley Stadium. Visit them online at [chattanoogaafc.com](http://chattanoogaafc.com) for a complete season schedule.



## Chattanooga Roller Girls

The Chattanooga Roller Girls are the city's first roller derby team, and they've recently accepted 14 new skaters in addition to a roster of 21 seasoned veterans. This year, the team has home bouts on May 15, October 23, and November 20; in addition to away bouts in Knoxville, New Orleans, Huntsville, Mobile, and Athens, Georgia.

According to Devin Gobble, one of the team's skaters, derby teams are skater-owned and skater-run. "Your team becomes your family and roller derby becomes a way of life," she said. "Being a roller girl takes an open mind and a strong commitment to your team and community. It helps to have a readiness to learn and an openness to big life changes."



# Chattanooga Market

## Strong in it's Ninth Year

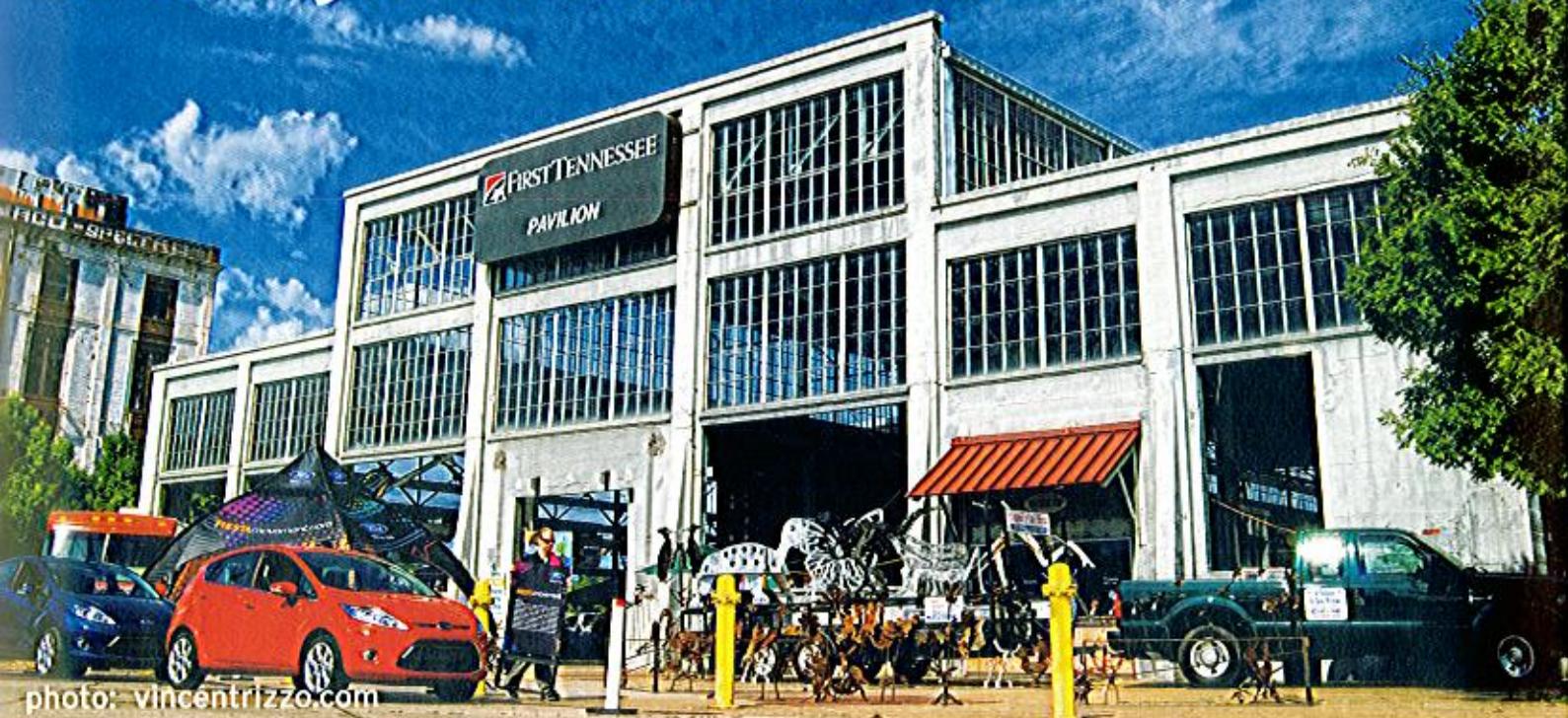


photo: vincentrizzo.com

The **Chattanooga Market** celebrates its ninth season this year. A favorite among locals and tourists alike, this Chattanooga tradition features events, produce, arts, crafts and local food every Sunday from 11 am to 4 pm, April through October, at the First Tennessee Pavilion in the Southside.

This season boasts an even larger selection of fresh meats, cheeses and eggs, building on the growth and interest in last year's market. In addition, the selection of fresh produce will be as plentiful as ever with goods coming from over 3400 acres of local and regional farms.

Arts and crafts are always a popular draw at the market, and this year is no different. The event features photography, painting, sculpture, jewelry, as well as artisan soaps, gourmet foods and a constantly rotating body of creative products that keep the market's unique and fresh. Additionally, each week's market features live music on the EPB stage, from local and non-local musicians alike.

**Location:** 1829 Carter Street, Chattanooga, TN 37408. The Chattanooga Market is directly across the street from Finley Stadium.

**Contact:** [www.chattanoogamarket.com](http://www.chattanoogamarket.com)  
423-648-2496

### REMAINING 2010 MARKET SCHEDULE

May 30	Beast Feast
June 6	Latin Fair
June 13	Outdoors
June 20	Father's Day Brew & Bluegrass
June 27	ArtFest
July 4	Support Our Troops
July 11	Ice Cream Social
July 18	Peach Festival
July 25	Bark for Life
August 1	Mayfield Scoops it Up
August 8	National Farmers Market Week
August 15	FiveStar Food Fight
August 22	Live United
August 29	Mountain View Bluegrass
September 5	Noogapalooza
September 12	Hot Rods and Auto Show
September 19	Cast Iron Cookin'
September 26	AEC CultureFest
October 3	School Days
October 10	Cut Up for Life
October 17	Firehouse Chili
October 23-24	9th Annual Chattanooga Octoberfest
October 31	The Haunted Market
November 7	Celebrate Chattanooga
November 14	Kickin' Chicken
November 21	Coca-Cola Day
November 28	Antiques & Collectibles
Dec. 4-5	Holiday Market

# Food, Clothes, Art and More

The Market draws a huge audience every week, and for small businesses, it's a great opportunity to reach out to new customers. Here's just a small sampling of the vendors that love working at the Market.

**Senor Shan's Hot Sauce** specializes in hot sauces made in small batches, using local and organic ingredients when available. This is their first year at the Chattanooga Market.



**Dan Katz of The Village Carver** produces hand carved wall hangings, turned bowls, boxes and containers. Though the pieces are inspired by traditional methods, their final look is contemporary and fresh.

**Complete Choice Bakery** products are manufactured in a vegan facility using the finest quality natural ingredients available and avoiding the addition of preservatives.



**SheerLark Farm** is a diversified family farm located on Sand Mountain. Their dream is to produce wholesome, delicious, chemical-free foods within a truly sustainable eco-system.

**Remains of the Day** creates wearable art made from items which would otherwise end up in a landfill.



**Everyday Eclectic** makes products that are 100% handcrafted from natural, renewable ingredients. Everything is created from original recipes and infused with their own wonderful signature fragrances.

**Herb's Cakes** creates homemade, old fashion cakes, including red velvet, pound, and carrot. Though you can find Herb's Cakes in several places around town, the Market offers one of the best and biggest selection of products.



**Lee and Gordon Greens** is a hydroponic greenhouse that specializes in pesticide free, locally grown lettuce and herbs. Open and productive year round, the greenhouse provides fresh produce for Chattanoogaans even in the coldest months.

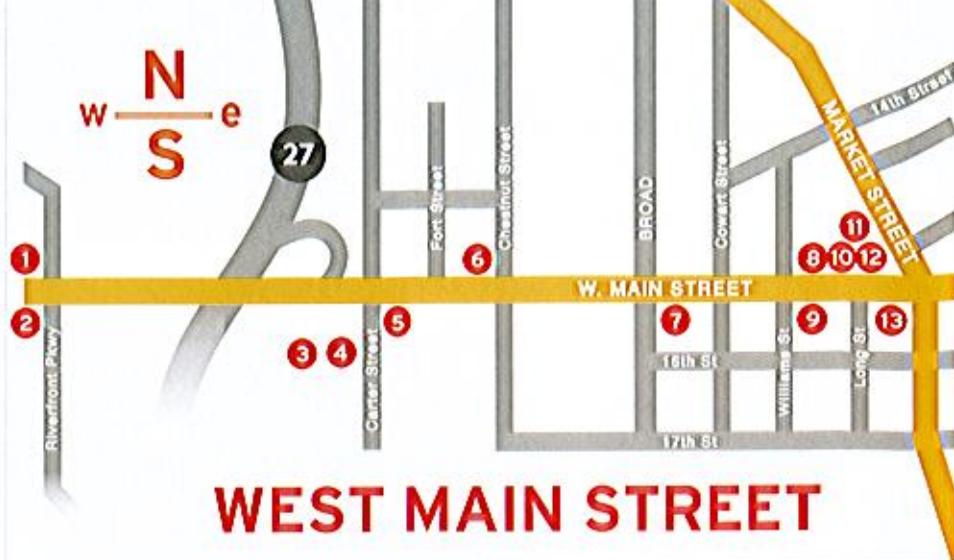
**The Rainbow Dragon** produces kaleidoscopic designs to inspire creativity in children and adults alike. Customers can choose from coloring books, note cards, gift tags, and posters.



**Freedom Tree Farms** has specialized in edible landscaping since 1984. Annually, the farm grows two million trees and plants including blueberry, blackberry, raspberry, grapevines, kiwi, pomegranates and figs.

## Map Legend:

- 1 Alstom
- 2 SIAG Aerisyn
- 3 1st TN Pavillion
- 4 Finley Stadium
- 5 STAT Fitness / Epik
- 6 T-Bone's
- 7 La Altena
- 8 Chuck's
- 9 Hiroshi's
- 10 Studio2
- 11 Ciao Bella
- 12 Blue Orleans
- 13 Battle Academy



# MAIN STREET: DIRECTORY

## FOOD & DRINK

- Alchemy Spice  
201 West Main St.  
423-322-2534  
alchemyspicecompany.com
- Alleia  
25 East Main St.  
423-475-6324  
alleiarestaurant.com
- Bluegrass Grill  
55 East Main St.  
423-752-4020  
bluegrassgrillchattanooga.com
- Blue Orleans Seafood  
1463 Market St., Ste. 100  
423-757-0088  
blueorleansdowntown.com
- Chuck's  
27 1/2 West Main St.  
423-265-5405
- Discoteca  
304 East Main St.  
423-386-3066
- Hiroshi's on the Southside  
114 West Main St.  
423-267-9003  
hiroshisouthside.com
- La Altena  
314 West Main St.  
423-266-7595
- Link-41  
217 East Main St., Ste. 105  
423-322-5525  
linkfortyone.com

Main Street Farmers Market  
197 West Main St.  
423-619-5867  
mainstfarmersmarket.com

Niedlov's Bakery  
215 East Main St.  
423-756-0303  
niedlovs.com

Taco Rico  
207 East Main St.  
423-320-8477

T-Bone's  
1419 Chestnut St.  
423-266-4240  
tboneschattanooga.com

Tienda Jalisco  
304 East Main St.

Terminal Brewhouse  
No. 6 14th St.  
423-752-8090  
terminalbrewhouse.com

Zarzour's  
1627 Rossville Ave.  
423-266-0424

## ARTS & GALLERIES

Anderson Bailey Ceramics  
1800 Rossville Ave.  
615-714-2358  
theandersonbailey.com

Chenoweth-Halligan Studios  
1800 Rossville Ave., Ste. 1&2  
janchenoweth.com  
rogerhalligan.com

Haskel Sears Design  
1800 Rossville Ave., Ste. 8  
706-207-0599  
haskelsearsdesign.com

Ignis Glass Gallery &  
Christopher Mosey Glass Studio  
1800 Rossville Ave., Ste. 4  
423-265-2565  
ignisglass.com

Loose Cannon Arts/Events  
1800 Rossville Ave., Ste. 5  
423-648-0992  
loosecannonartsandevents.com

Metalico Arts  
509 East Main St.  
206-280-8932  
metalicoarts.com

Petrey Studios  
559 East Main St.  
407-645-1718  
johnpetrey.com

Red House Studio  
55 East Main St., Ste.104  
423-802-4740  
redhouseonmain.com

Seven Stones Pottery  
1800 Rossville Ave.  
423.667.0350  
sevenstonespottery.com

Terry Cannon Art Studio  
1800 Rossville Ave., Ste. 8  
423-320-0905  
terrycannon.com

Winter Sun Studio  
509 East Main St.  
423-240-1993  
wintersunstudio.com

## CREATIVE WORK

Artech Design Group  
1410 Cowart St.  
423-265-4313  
artechdgn.com

Cobblestone Rue  
55 East Main St.  
423-228-2860  
cobblestonerue.com

Collins Containers &  
Landscape Design  
513 East Main St.  
864-590-6128

CreateHere  
55 East Main St., Ste. 105  
423-648-2195  
createhere.org

elemi  
1431 Market St., Ste. 1  
423-648-7644  
elemiarchitects.com

Grant Interior Design Lab  
336 East Main St.  
423-305-7969  
grantinteriors.com

greenspaces  
63 East Main St.  
423-648-0963  
greenspaceschattanooga.com

Hefferlin + Kronenberg  
Architects  
525 West Main St.  
423-266-3656  
hkarchitects.net

# EAST MAIN STREET



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- 15 Terminal Brewhouse
- 16 Alleia
- 17 Shadow Box
- 18 Get Built
- 19 Niedlov's
- 20 Fire Station
- 21 Zarzour's
- 22 Discoteca
- 23 OCI
- 24 Loose Cannon

Parking

**ImageWorks**  
1800 Rossville Ave., Ste. 7  
423-266-3595  
ichatt.com

**MayCreate**  
1644 Rossville Ave.  
423-634-0123  
maycreate.com

**Medium**  
50 East Main St.  
423-822-6850  
thisismedium.com

**Set In Stone**  
306 West Main St.  
423-290-1179  
concretecaster.com

**Townsend Atelier**  
201 West Main St., Ste. 102  
423-266-2712

**9 to 5**

**Alstom**  
1201 Riverfront Parkway  
423-8263005  
alstom.com

**Architectural Surfaces**  
401 East Main St., Ste. A  
423-899-6233  
architecturalsurfaces.com

**Atlas Bolt**  
615 East Main St.  
423-265-2341  
atlasboltco.com

**Black Snow Media**  
1604 Carter Street  
423-702-9034  
knetwit.com

**Burns and Roe**  
1500 Chestnut St., Ste. A  
423-475-8411  
roe.com

**Chattanooga Clothing Company**  
1500 Chestnut St., Ste. D  
423-755-8822  
chattanoogaclothing.com

**DeMoss Capital**  
25 East Main St., Ste. 201  
423-756-4800  
demosscapital.com

**Floor Images**  
312 West Main St.  
423-488-0774  
floorimages.net

**Goodhew**  
1604 Carter St., Ste. 102  
423-643-0821  
goodhew.us.com

**CBR Auto Care**  
1400 Broad St.  
423-752-8190  
cbrautocare.net

**Hero Biomass**  
45 East Main St.  
423-826-1660  
herobiomass.com

**Knetwit**  
1604 Carter St., Ste. 300  
423-702-8080  
knetwit.com

**Koch Foods**  
1835 Kerr St.  
423-226-0351  
kochfoods.com

**Metro Real Estate**  
601 East Main St.  
423-468-1111  
gowithmetro.com

**Pilgrim's Pride**  
1300 Market Street  
423-242-6615  
pilgrimspride.com

**SIAG Aerisyn**  
959 Windtower Drive  
423-648-3884  
siag-group.com

**Skoodat**  
1604 Reggie White Blvd., Ste. 101  
423-244-0204  
skoodat.com

**Sun Rider Supply**  
1619 Rossville Ave.  
423-267-1603

**Tight Seal Plumbing**  
514 East Main St.  
423-653-2858

**SHOPS**

**Area 61**  
61 East Main St.  
423-648-9367

**Atlantis Indoor Garden Supply and Organics**  
1800 Rossville Ave., Ste. 3  
423-752-5400  
atlantishydroponics.com

**Ciao Bella**  
1415 Market St.  
423-475-5758

**Estate of Confusion**  
301 East Main St.  
423-645-2818  
estateofconfusion.com

**Office Coordinators Inc.**  
326 East Main St.  
423-756-4531  
officecoordinators.com

**Shadow Box**  
46 East Main St.  
423-266-4877

**Studio 2 / Gallery 2**  
227 West Main St.  
423-266-2222

**WELLNESS BEAUTY**

**Dr. Mitch Baldree D.D.S.**  
200 West Main St.  
423-265-6685  
mitchbaldreedds.com

**Body Martial Arts**  
1440 Adams St.  
423-710-3206  
bodymartialarts.com

**Chattanooga Performance Biomechanics and Rehabilitation**  
1421 Market St.  
423-503-1722  
chattanoogaperformance.com

**Epik Hair Salon**  
1604 Reggie White Blvd.  
423-265-3025

**Get Built**  
203 East Main St.  
423-240-5355  
getbuiltchattanoogacrossfit.com

**The Hair Lounge**  
45 East Main St.  
423-314-3456

**Rehab South Physical Therapy**  
1421 Market St., Ste. 102  
423-877-4599

**STAT Fitness**  
1604 Reggie White Blvd.  
423-838-8788

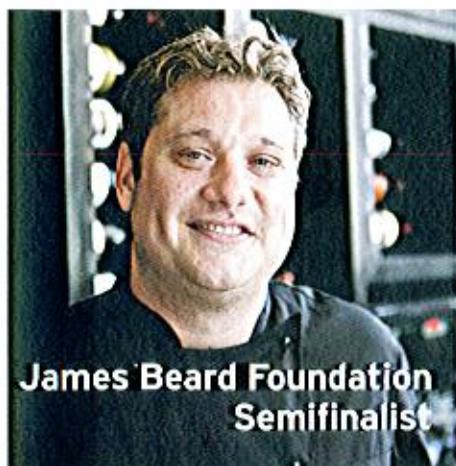
**21 Knots**  
1463 Market St., Ste. 107  
423-648-5353

**TRAVEL**

**Choo-Choo**  
1400 Market Street  
423-306-2401  
choochoo.com

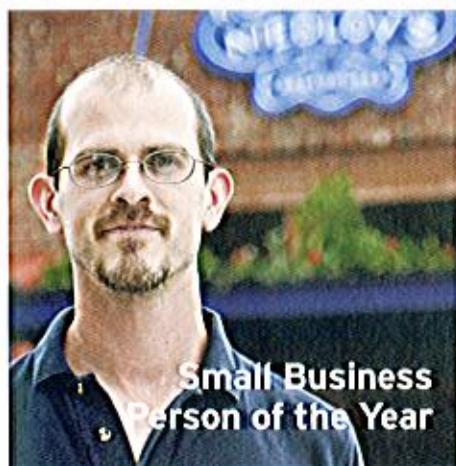
# Main Street Honors:

Local businessmen recognized for their talent, passion and achievement.



## Daniel Lindley { St. John's Hospitality Group }

Chef Daniel Lindley of the St. John's Hospitality Group, which includes Main Street's Alleia, was recently nominated as a semi-finalist for a James Beard Foundation Award. This is one of the highest honors in the food industry. The Foundation was created to celebrate and preserve America's culinary heritage, in order to elevate the appreciation of this art form. Chef Lindley's inclusion on such an exclusive list of chefs is an honor for Chattanooga. Recognized for raising culinary standards across the city, Chef Lindley's creations are known for the best ingredients, those fresh from local farms.



## John Sweet { Niedlov's Breadworks }

One of Main Street's most beloved businesses was recently bestowed a big honor. John Sweet, the owner of Niedlov's Breadworks, was named Tennessee's Small Business Person of the Year by the U.S. Small Business Administration. Known locally for its wonderful pastries and artisan breads, Niedlov's has been in business since 2002, and opened a retail counter in 2004. Sweet and his wife Angela work with a growing list of local restaurants and grocers, and word is spreading across the country about their lovingly made goods.

## Last Fridays on Main:

### A Premier Southside Event

Last Fridays on Main is a new tradition for the Southside, but already its taken root in the area's galleries, arts enclaves and small businesses. Now in its second year, the event is a unique opportunity for visitors and residents to stroll the historic Southside, every last Friday of the month in summer and fall.

In its inaugural year, Last Fridays on Main included ceramic demonstrations from Shadow May, who set-up in front of Area 61 to throw his unique pottery. Angela Sweet, owner of Niedlov's Breadworks, also organized a dance troop to perform around the street's public art pieces.

Select galleries, artist studios and shops will be open from 5 to 7 pm, offering special viewings, demonstrations, deals and refreshments. 2010 dates include: May 28, June 25, July 30, August 27, September 24, October 29 and November 26.

