Open on Main Annual Report

2025



DOWNTOWN MEMPHIS COMMISSION

Program Background

The Open on Main program provides no-cost opportunities for local entrepreneurs to transform vacant storefronts in and around the Main Street Mall in Downtown Memphis for up to 12 months.

The program is designed to help retailers test their market strategies, create a stronger retail ecosystem, and improve the pedestrian experience in the core city.

Since launching in 2016, the program has helped over 50 small business owners test the retail market in Downtown Memphis.



65 Monroe Ave Suite A

Ionia’s Closet



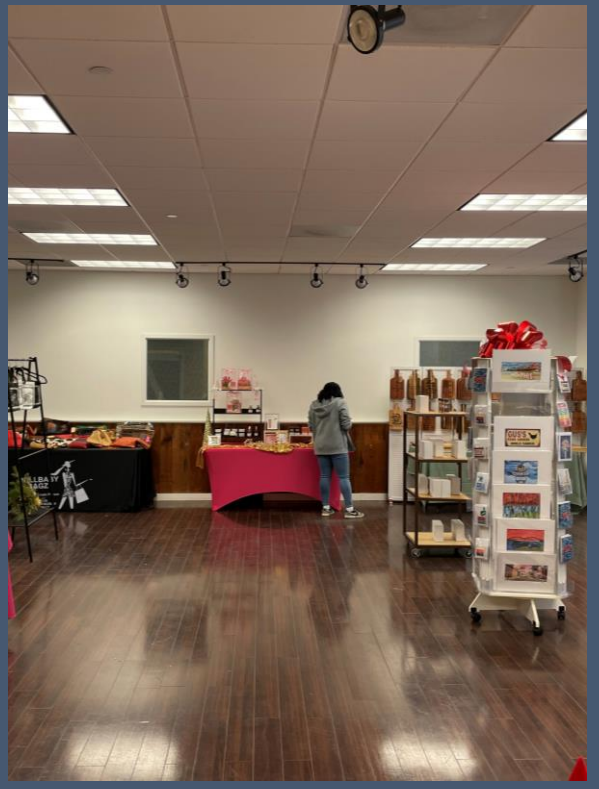
65 Monroe Ave Suite B

Champions Herb Store



10 S Main St

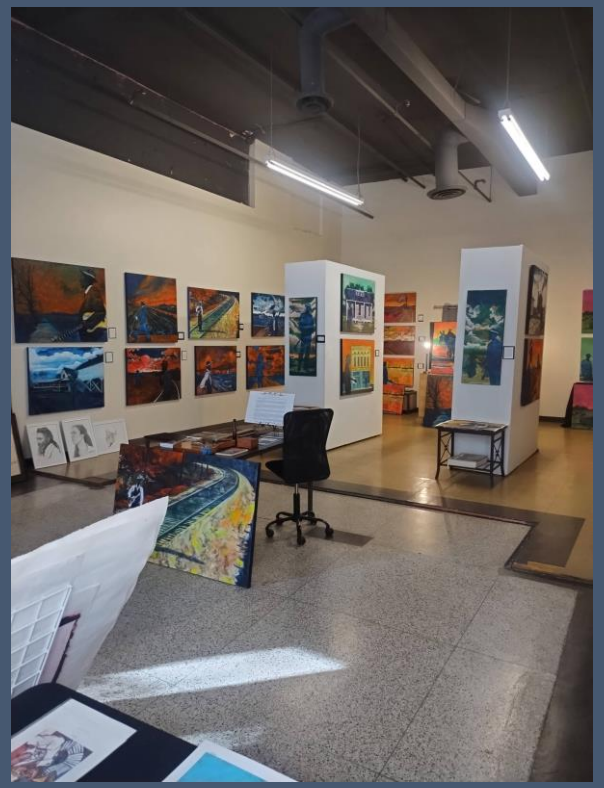
Crown Tower



100 Peabody Pl

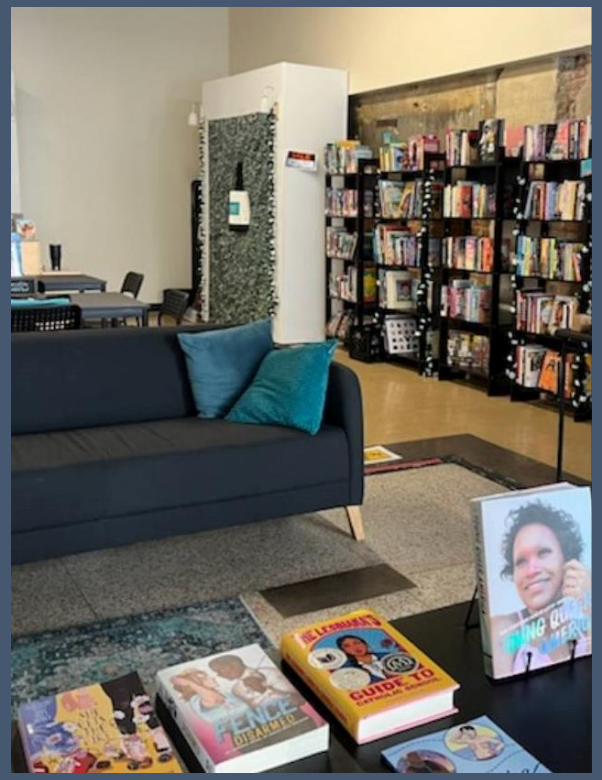
Memphis Holiday Shoppe

Spaces Activated



55 S Main St

Gallery Albertine



55 S Main St

DeMoir Books & Things



60 S Main St

Jasper Float Spa

Spaces Activated

Key Statistics



7

Small businesses operating storefronts in 2025



100%

Locally-owned businesses



$99,701

Cost savings to businesses from discounted rental and parking costs

Key Statistics – Media Coverage



412,745

Earned Media Audience Reached



$10,021

Earned Media Ad Value



40,741

Shared Media Impressions



1,936

Shared Media Engagements

Open on Main in the News

The Black Bookstore Healing Memphis Through Literature

At DeMoir Books & Things, the carefully curated shelves offer what the literary world often withholds: recognition and repair.

BY AARON FOLEY April 25, 2025

commercial appeal

Sports Memphis Tigers Business Advertise Obituaries eNewspaper Legals

ARTS

Take a look inside artist Andre Miller's new Gallery Albertine in Downtown Memphis

June 25, 2025, 4:45 a.m. CT

StyleBlueprint

FOR A LIFE OF STYLE + SUBSTANCE *delivered daily*

MEMPHIS • FACES

She Launched Jasper Float Spa, Main Street's Urban Wellness Retreat

She went on a girls' spa trip during the pandemic, and it transformed her life. Get to know Antwanette Crutcher, the FACE behind Jasper Float Spa & Wellness in Memphis! Image: Jasper Float Spa & Wellness

July 14, 2025 · By Gaye Swan

WREG INVESTIGATORS

New businesses aim to thrive in Downtown Memphis revitalization

by: April Thompson
Posted: Apr 10, 2025 / 06:00 PM CDT
Updated: Apr 10, 2025 / 10:19 PM CDT

"There's so many, you know, hidden costs when doing business that this definitely is helped for us having this for a year," said Crown Tower Retail owner Brittany Cole.

Experience - Gallery Albertine

In 2021, artist Andre Lemoyne Miller began selling his paintings at local blues festivals. As he gained customers, he decided to shift to painting full time in 2023 and launched Gallery Albertine a year later, hosting his artwork in spaces across Memphis and the region.

In May 2025, Gallery Albertine opened its doors at 55 S Main as part of the Open on Main program. “It’s given me the platform to display my work without having to rely on someone else’s space. This workspace allows me to work bigger and longer.” Since joining Open on Main, Andre has grown his customer base, increased sales and connected with more people. Passersby can often see him painting through the windows.



Our Partners

Programming Partners

Property Partners

Janice M. Holder