



VISITOR'S GUIDE



SHOP • DINE • PLAY



THE SWEETEST TOWN

in Tennessee

We invite you to experience Sweetwater Tennessee, just off Interstate 75, directly between Knoxville and Chattanooga. This sweet southern city is the perfect spot to unwind and enjoy the natural beauty of East Tennessee. From your first night in one of our award-winning hotels or cozy, historic air bed and breakfasts, you'll get a glimpse of life in the slow lane. Southern Hospitality will greet you at each store and local eatery. Sweetwater has something for everyone.

Sweetwater appeals to lovers of history and adventure, and there's plenty for families to enjoy on a budget. Sweetwater is nestled within the 9 Lakes Region, just a short drive from numerous lakes, the Cherokee Skyway, one of America's top scenic byways, national and state parks, 5 city parks which include a TN Arboretum and a new Splash Pad, and a large Recreation Complex.

Sweetwater Main Street boasts the Sweetest Street in Tennessee with a wide variety of local eateries and unique shopping venues. For more information and interactive video tours, visit our website at www.sweetwatertn.net. We invite you to shop, dine, stay, and play in Sweetwater soon! We know once you experience Sweetwater, you'll be back!



Sweetwater, TN

is the first city to be recognized by the State of TN and the National Trust for Historic Preservation as both a TN Downtowns city and a National Main Street city.

This program has led to a revitalization of the downtown area and increased tourism to our beautiful area.





MAYOR'S LETTER

I would just like to start by thanking you, the visitor, for being interested in the City of Sweetwater as a destination for your next trip. We have so much to do and see in our area, and we are so grateful for your consideration.



Next I would like to thank our advertisers and the Sweetwater Main Street program for helping fund this brochure and the continued improvement of our great city. Sweetwater is proud of our many great shops, restaurants, and recreational opportunities.

We enjoy sharing our town with visitors like you!

Finally, I just want to say that Sweetwater, Tennessee, is a beautiful town, full of beautiful people. We are excited to share our story with you, and we look forward to seeing you soon!

Safe Travels!

Mayor Doyle Lowe



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SHOP LOCAL STORES

Sweetwater boasts dozens of small, independently owned businesses, sure to provide a unique shopping experience. From the latest in women's fashion in all sizes and styles, local art and handmade jewelry, and antiques and collectibles, our charming shops offer plenty of eclectic gifts in beautiful spaces, with an abundance of southern hospitality. There is no place better suited for a shopping trip than Historic Downtown Sweetwater.



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est. 2013

Women's apparel, accessories, baby, decor, & gifts for everyone in a stylish and friendly environment. We love to inspire & help you put together outfits & gifts!

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Doug Richesin
Executive Vice-President



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SHA
Sweetwater Hospital Association

304 Wright Street | Sweetwater TN 37874

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sweetwaterhospital.org





LOCAL ATTRACTIONS

Come to Play!

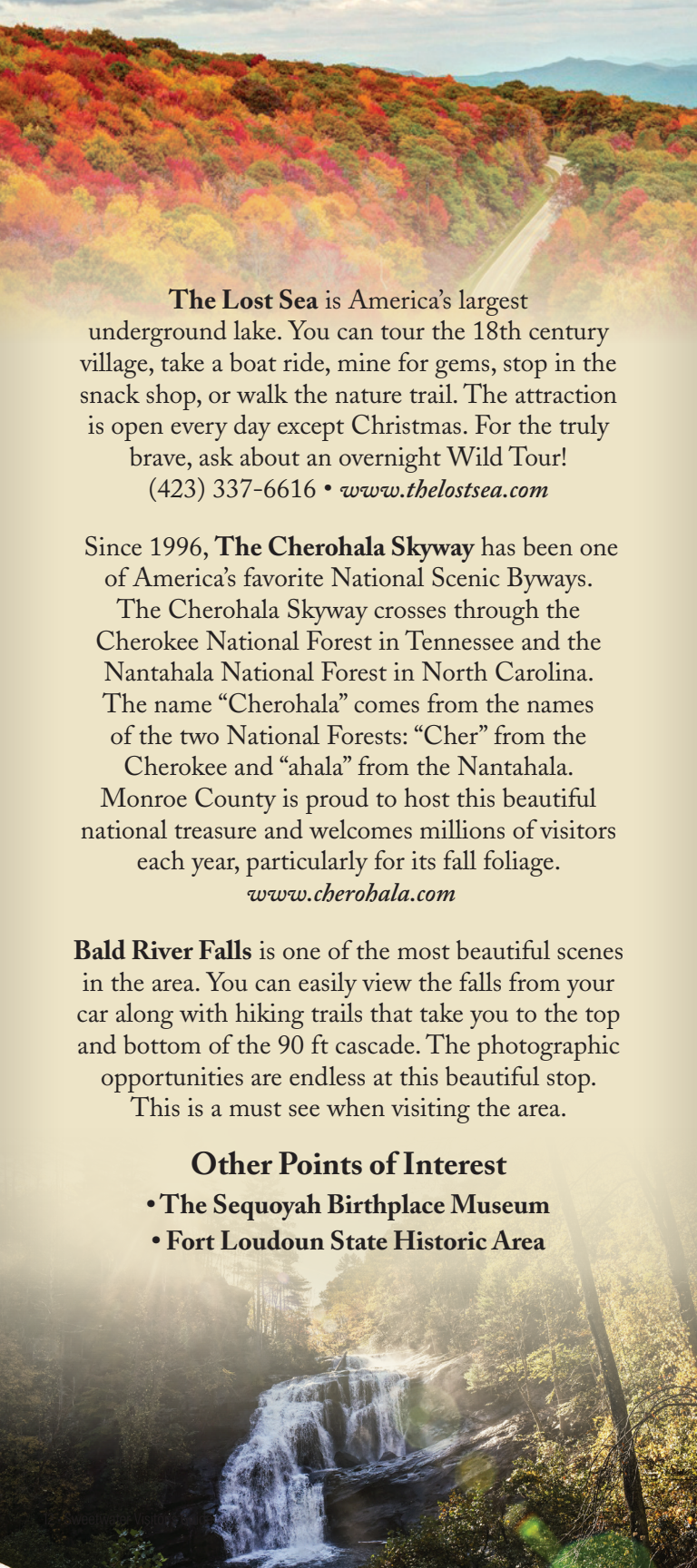
When planning your trip to Sweetwater, be sure to allot time for our many local attractions.

The Lost Sea, America's largest underground lake, makes a great adventure for kids and adults alike. Just across Highway 68 from the Lost Sea, is Tennessee's largest muscadine vineyard, Tsali Notch Vineyard, with amazing views and plenty of local flavor surrounding America's first grape.

A drive further up Highway 68, leads you to one of America's most traveled scenic byways, the Cherohala Skyway, with breathtaking waterfalls, outdoor trails and campgrounds, and some of the best trout fishing in the nation!

Just north of downtown Sweetwater is Sweetwater Valley Farms, a working dairy farm with family tours, a gift shop, and world-famous cheese. Be sure to plan lunch at the Sweetwater Valley Farm café- we'll put their grilled cheese up against anyones!

Downtown Sweetwater has plenty to do with nature spots like the Duck Park, the Sweetwater Heritage Museum and historic walking tour, and great shops and local eateries.



The Lost Sea is America's largest underground lake. You can tour the 18th century village, take a boat ride, mine for gems, stop in the snack shop, or walk the nature trail. The attraction is open every day except Christmas. For the truly brave, ask about an overnight Wild Tour!
(423) 337-6616 • www.thelostsea.com

Since 1996, **The Cherohala Skyway** has been one of America's favorite National Scenic Byways.

The Cherohala Skyway crosses through the Cherokee National Forest in Tennessee and the Nantahala National Forest in North Carolina. The name "Cherohala" comes from the names of the two National Forests: "Cher" from the Cherokee and "ahala" from the Nantahala.

Monroe County is proud to host this beautiful national treasure and welcomes millions of visitors each year, particularly for its fall foliage.

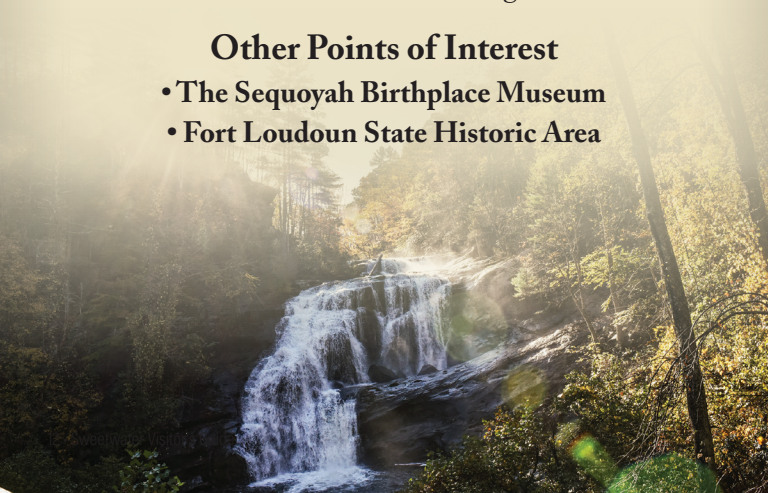
www.cherohala.com

Bald River Falls is one of the most beautiful scenes in the area. You can easily view the falls from your car along with hiking trails that take you to the top and bottom of the 90 ft cascade. The photographic opportunities are endless at this beautiful stop.

This is a must see when visiting the area.

Other Points of Interest

- **The Sequoyah Birthplace Museum**
- **Fort Loudoun State Historic Area**



THE LOST SEA ADVENTURE!

Get Ready To Take An Unforgettable Adventure!

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The Lost Sea is located in Sweetwater on Hwy. 68 just seven miles off of I-75, exit #60

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The Carriage House



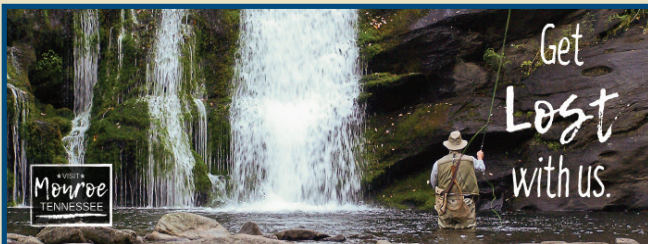
Built 1882

Carriage House
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Sweetwater Valley Farm- Cheese Cows Wows!

Farm owner John Harrison and his family has fine-tuned the art of cheese making to make SVF world-famous. Enjoy the tour of the working dairy farm, cheese tasting room and gift shop, and beautiful views. Make time to grab a grilled cheese sandwich in their cafe! www.sweetwatervalley.com



Benton's Country Hams

is a world famous family business that produces high quality meats. Benton's Bacon is served in the finest restaurants from the lowcountry to New York City. Bacon isn't the only treat here- try a hand-cut ribeye or country ham. Benton's Country Hams and Bacon are available either unsmoked or hickory-smoked.

This is a must-stop, for bragging rights alone!
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www.tntoffee.com



SEASONAL EVENTS

Sweetwater is known for our events throughout the year. We have parades, festivals, Friday night concerts, and the Main Street Marketplace activities for you to enjoy.

Blooms Bluegrass & BBQ Festival

The first full weekend in May annually, this local festival features a kids zone, vendors, live bluegrass music, a BBQ competition, and beautiful flowering topiaries throughout downtown Sweetwater.

www.bloomsbluegrassbbq.com



Independence Day Celebration

Parade, games, tournaments, vendors, live music, kids zone, and fireworks! July 4th annually.



Small Town Christmas

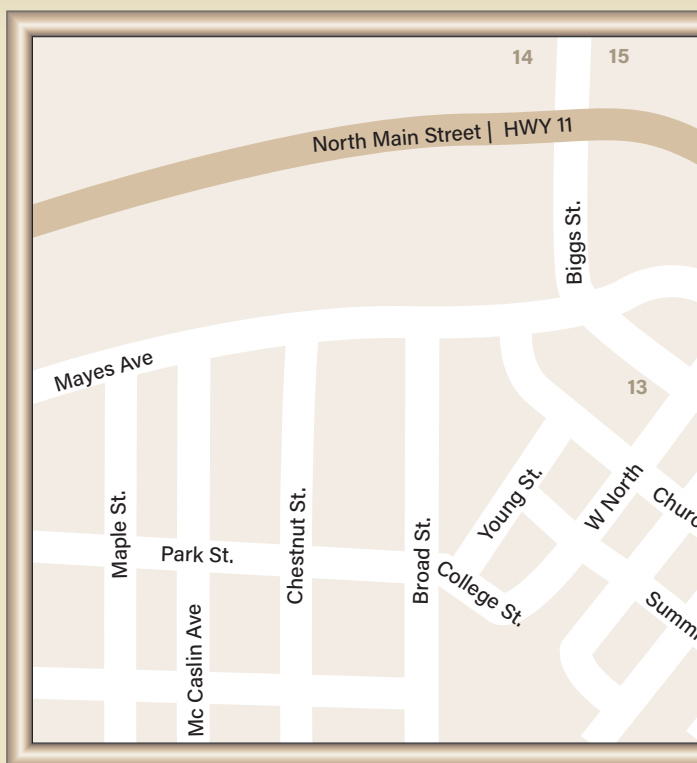
Saturday after Thanksgiving
Experience the Christmas of yesteryear in this traditional holiday celebration. For nearly two decades, the merchants of downtown have come together to celebrate with treats, kids activities, a children's gift shop, and photos with Santa and your favorite characters! Leave the traffic and the crowds at the shopping malls behind and enjoy a family friendly evening of fun for everyone. Stores will be open late and serving treats.



Main Street Marketplace

This open-air market is open 365 days a year with food trucks and vendors. The First Friday events happen March through October on the first Friday of each month and feature food trucks, vendors, and kids activities. Check out the facebook page- Main Street Marketplace for more information and photos!





HISTORICAL WALKING

1. Visitor's Center/Depot
2. Downtown Gazebo
3. Sweetwater Train Car
4. Civil War Trails Marker
5. Overhill Marker
6. Circle Park with Veterans and Police Memorials
7. Woodrow - McCoy Building
8. The Lily Pad - Bank of Sweetwater
Glass and Elevation Marker
9. Sweetwater Antiques Elevator.
Built 1906. Handcranked Faunt LeRoy
Elevator Company Still Works
10. Appalachian Quilt Trail



HISTORIC SITES TOUR MAP

11. Carriage house
12. Sweetwater Heritage Museum
13. Sizer House with Largest Magnolia Tree in Tennessee
14. Biggs Home - Oldest Home in Sweetwater - Circa 1820
15. Mascot Hosiery Mill
16. Sweetwater Post Office — Mural
The antique mail cart featured on the cover was used to move mail from the depot to the post office daily.
17. Scruggs Building Circa 1914



HISTORIC SITES WALKING TOUR

1. Visitor's Center/ Depot

2. The Downtown Gazebo

3. The Sweetwater Train Car was placed downtown in Circle Park in March 1981. The car ran through Sweetwater on the Southern Railway. Popular routes included Lines 41 and 42, called "The Pelican," which ran from New York to New Orleans (41) and reverse (42).

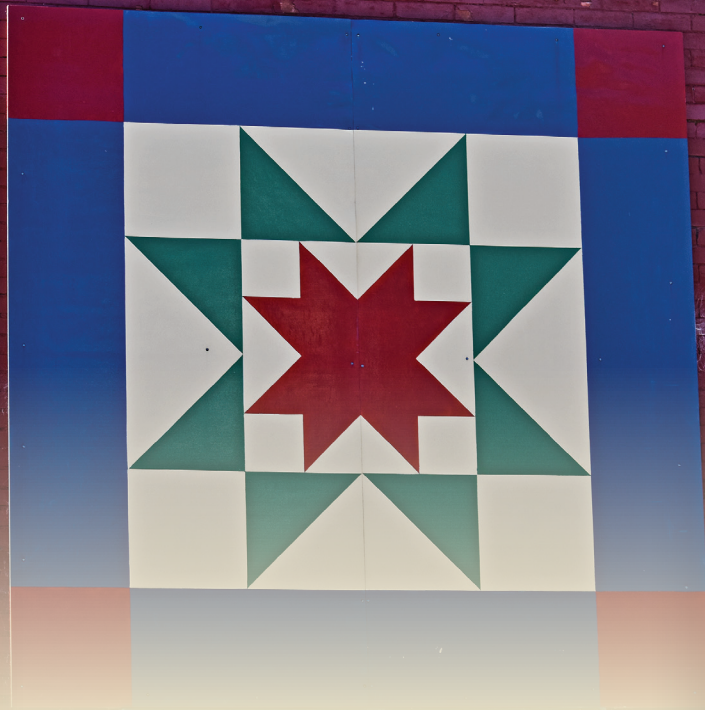


4. The Civil War Trails Marker was placed in Sweetwater in 2009 to commemorate the railroad depot as a strategic target during the Civil War. The Civil War Trail is a program through the Tennessee Department of Tourism that stretches throughout the south.

5. The Overhill Marker depicts downtown Sweetwater circa 1920 and describes the various industrial development in “From Furs to Factories.”

6. Circle Park was developed by a committee of women known as the City Beautiful League. Prior to the development, the property was a dumping ground for old railroad cross ties and other unsightly objects.

7. Woodrow - McCoy Building: The third floor was occupied by the Sweetwater Lodge #292 Free and Accepted Masons from 1875 until 1996.



8. The Lily Pad: The building housed many business, including a bank and Thomas-Hill Department Store. Owner Mr. Ed Thomas, Sr., filled his windows with water dippers, which were given to customers who made a purchase. This was a great sales enticement in those days. The 1894 Bank of Sweetwater door glass hangs inside the shop today. Look closely at the building's exterior for a Sweetwater elevation marker.

9. Antique Elevator: In the building that was occupied by J.T. McKinney Dry Goods from 1911 to 2001 is an antique elevator that was probably installed circa 1906 when the building housed the Browder and Dickey Hardware Store. The hand cranked elevator still works. The owners were also dealers for Studebaker buggies which preceded the Studebaker automobiles.

10. Appalachian Quilt Trail: Note the side of Sweetwater Antiques, which displays a quilt design, and is a featured site on the Appalachian Quilt Trail.



11. The Carriage House was donated , in 1908, by Ms. Bland Clark, wife of the first Mayor of Sweetwater, J.W. Clark, to house a library. The Library was named The Helen M. Cooke Memorial Library in honor of Mr. Clark's sister, an early educator in the Sweetwater Valley. The library operated in this building until the present library opened in 1981. Currently available as Air Bed and Breakfast. *(Photo Below)*

12. The Sweetwater Heritage Museum building was sold to the City of Sweetwater by South Central Bell in 1985. The museum is open seasonally and by appointment.

13. The Sizer House, the original home of John W. Goddard, was built in 1867. The home was purchased from W.D. Gillman by Dr. Joe Sizer in 1945. The great magnolia tree is the largest in the State of Tennessee.





14. The Biggs Home, the oldest standing building in Sweetwater, was built in 1820. The home has been used for many purposes through the years, Granny Lemmons operated a boarding house there in the early 1920's, catering to mill workers and local citizens. A hobo called "Straw Stack John" helped Ms. Lemmons for a period of time.

15. The Mascot Hosiery Mill was chartered in 1896 by the Patton brothers (see sign on north wall). In 1916 the mill was sold to John M. Jones. It operated as the Sweetwater hosiery Mill until 1967, when it was purchased by Crescent Hosiery Mills of Niota.

16. The Sweetwater Post Office was built in 1938. Stop inside to view a New Deal mural entitled "Wild Boar Hunt" painted in 1942 by Thelma Martin. Ms. Martin met her husband, a fellow New Deal artist, while painting murals throughout the South.

17. The Scruggs Building circa 1914, has housed many businesses: a bank, business offices, furniture store, pool room, beer joints, theaters, restaurants and antique stores. It is called the "new block" by older citizens of Sweetwater to this day.



LOCAL DINING

If you think shopping in Sweetwater is fun, you'll love eating here. We have a range of food styles available, and the servers are as sweet as they come.

You'll find delis, fine dining, ethnic, family dining, old fashioned food and more without even leaving the downtown area. So, be sure to stop in one of our great restaurants to refuel during your visit.



RESTAURANTS

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Sweetwater, TN 37874
423-351-7190

Bradley's Sweet Side
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Sweetwater, TN 37874
423-271-6555

Burger King
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423- 371-4088

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Sweetwater, TN 37874
423-337-2800

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Sweetwater, TN 37874
423- 337-5825

Domino's Pizza
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Sweetwater, TN 37874
423- 337-2345

**El Jacal Restaurante
Mexicano**
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Sweetwater, TN 37874
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Fat Hat's Grill
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Vonore Rd
Sweetwater, TN 37874
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Sweetwater, TN 37874
423- 337-6138

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423- 337-7840

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423- 453-6060

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423- 337-5050

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 Sunday Morning Worship
 11:00 am
 Wednesday Night
 Prayer Service
 6:00 pm




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 423-337-3533 • sweetwaterfbc.org •  [FirstBaptistSwTN](https://www.facebook.com/FirstBaptistSwTN)

PLACES TO STAY

Relax

When you select a place to stay in Sweetwater, our local hotels and establishments will treat you right.

We have numerous national chain hotels to choose from, with friendly staff and convenient access to Interstate 75. If you're looking for charm, check out our Air Bed and Breakfast options. Each one goes the extra mile to give you the comforts of home with a few special touches. You'll find bits of history and fun amenities to make your stay memorable.



Oak Street Orleans
Air Bed & Breakfast

Days Inn by Wyndham

Sweetwater

229 New Highway 68

Sweetwater, TN 37874

423-536-9032

Economy Inn

207 TN-68

Sweetwater, TN 37874

423-337-9357

Holiday Inn Express & Suites

1116 New Highway 68

Sweetwater, TN 37874

423-337-4900

Quality Inn West

249 TN 68, I-75 exit 60

Sweetwater, TN 37874

423-337-3353

Rodeway Inn

731 South Main Street

Sweetwater, TN, 37874

423-337-6646

Air Bed & Breakfast

Oak Street Orleans

701 N. Oak St.

Sweetwater, TN 37874

615-351-7098

Remedies Inn

205 N. Main Street

Sweetwater, TN 37874

The Carriage House

502 Church Street

Sweetwater, TN 37874

423-836-0104

Campground

KOA

269 Murrays Chapel Road

Sweetwater, TN 37874

865-213-3900



HOW TO GET HERE

Sweetwater, Tennessee, is an easy drive. Just 5 minutes off exits 60 and 62 off I-75, our quaint hamlet is nestled in the Sweetwater River Valley of East Tennessee.

Your ride will be filled with the natural beauty of our area, so be sure you take it in as you make your way here.

**Just 45 minutes from
Knoxville and 1.25 hours from Chattanooga.**

<i>Travel Time (in hours)</i>	
	Huntsville, AL..... 3
Atlanta, GA..... 3	Indianapolis, IN..... 6.5
Birmingham, AL..... 3.5	Lexington, KY..... 3.5
Charleston, SC..... 6.5	Louisville, KY..... 4.75
Charlotte, NC..... 4.5	Memphis, TN..... 6.25
Chicago, IL..... 9.75	Nashville, TN..... 3
Cincinnati, OH..... 4.75	Roanoke, VA..... 5.25
Columbus, OH..... 6.5	Tampa, FL..... 10



THANK YOU

*for visiting the
Sweetest Town in Tennessee!*

CITY OF SWEETWATER

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