



City of East Ridge

1517 Tombras Avenue
East Ridge, Tennessee 37412
(423)867-7711 • www.eastridgetn.gov

Media Contact:

Cameron McAllister
Administration | Public Relations
cmcallister@eastridgetn.gov
423-664-2576

Press Release

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Tara Viland Selected as Venue Manager for East Ridge’s New Venue 1921

EAST RIDGE, TN — City officials in East Ridge recently announced that Tara Viland has been selected as the Venue Manager for the city’s new event center, Venue 1921 at East Ridge. This multipurpose space will cover 12,000 square feet and is scheduled to open in early 2026, following the completion of construction by the end of 2025.

Viland was raised in East Ridge and shaped by two decades of living in North Chattanooga, where she contributed to the growth of the downtown community. She has now returned with her family, making the City of East Ridge their home.

An experienced venue and facilities manager, Viland has more than a decade in event operations, community programming, and hospitality. Blending logistics with creativity, her expertise and skills include managing all aspects of event programming and logistics, vendor management, live entertainment, and guest experience with a sharp eye for detail and flow.

“After years working in creative and collaborative spaces, I wanted to invest that experience into a city with a vibrant potential for community-driven growth,” said Viland. “East Ridge is ready and deserves more spaces that reflect that energy.”

Viland is passionate about creating spaces, like Venue 1921, that bring people together—places that serve as anchors for connection, culture, and celebration. Venue 1921 is located behind East Ridge City Hall at 1501 Tombras Avenue and is intended to be a gathering place for various functions, including intimate gatherings, large events, weddings, corporate functions, and community celebrations.

“We are thrilled to welcome Tara Viland back home to East Ridge,” proclaimed East Ridge Mayor Brian Williams. “Her experience, leadership, and passion for community-focused events will be a tremendous asset as we continue to enhance the quality of life and experiences for our residents and visitors.”

Venue 1921 will feature both a spacious indoor event hall (7,000 square feet with the ability to seat 500 guests) and a flexible outdoor entertainment space. A grand opening celebration is planned for early 2026. Through collaboration, community driven development, and thoughtful leadership, Viland is dedicated to growing Venue 1921 at East Ridge into an exciting gathering place that reflects the spirit, pride, and momentum of the City.

For more information about Venue 1921, contact Tara Viland at tviland@eastridgetn.gov or follow the City on Facebook [@CityofEastRidge-Government](https://www.facebook.com/CityofEastRidge-Government). Additionally, the City encourages the public to follow Venue 1921 at East Ridge on Facebook and Instagram [@Venue1921](https://www.instagram.com/Venue1921).

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Attached: Tara Viland, Venue Manager

