

2005 Downtown Nashville Business Census and Survey

Report of Findings

November, 2005



Scope and Purpose

- Census: to define employee counts by location and by industry sector
- Survey: to define employee demographics and business perceptions of downtown
- Findings give prospective downtown developers and tenants needed demographic data
- Findings assist committee chairs and staff in making appropriate annual budget allocations



2005 Methodology Enhancements

- Streamlined survey format
- Mailed packets three weeks earlier (September 16) and set November 1 deadline
- Used bulk mailing service
- Included business recruitment brochure in packets
- Used temporary 6-week employee to make follow-up phone calls
- Used e-mail final reminders with links to survey online
- Made report available to committees and staff for 2006 budget planning



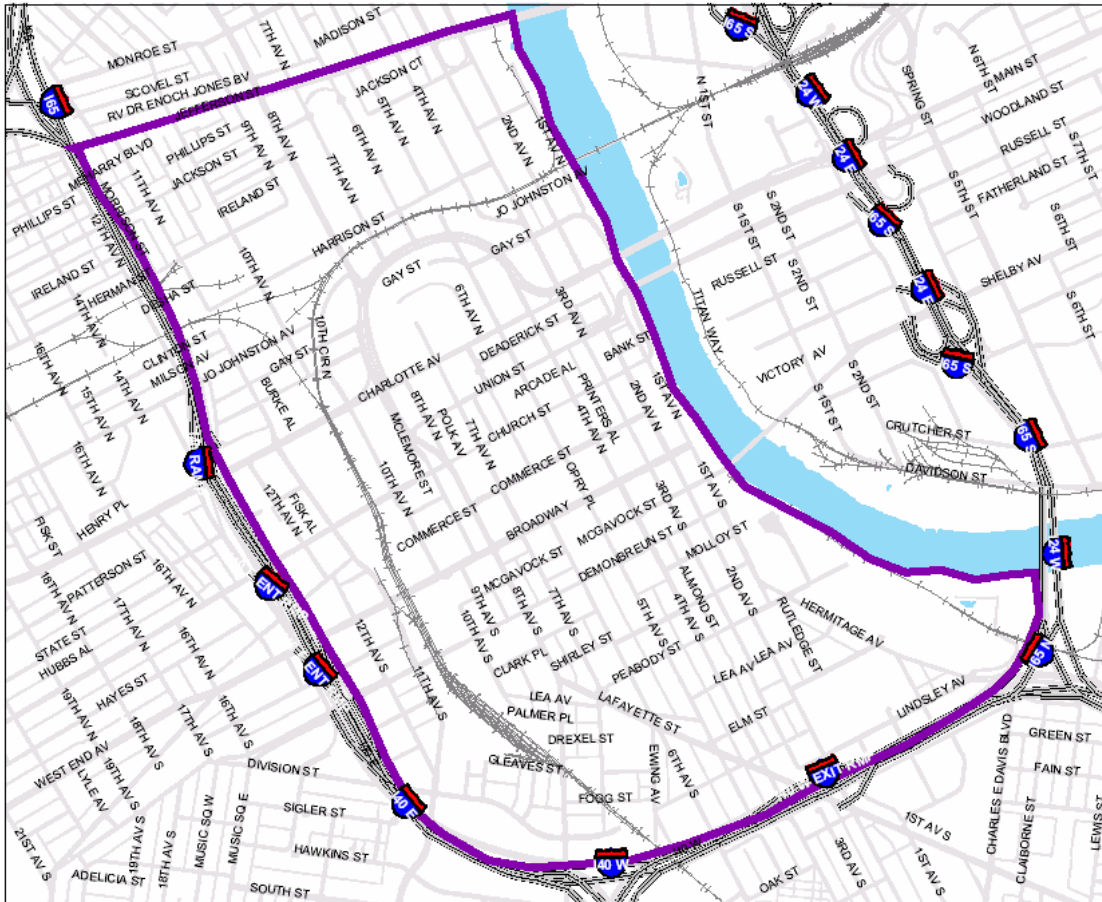
DOWNTOWN BUSINESS CENSUS 2005

- Total number of 1,390 downtown businesses, organizations, and governmental entities were identified within the defined study area
- Total number of 46,867 employees were reported for these businesses (increase from 45,301 in 2004)
- Responses reflected each organization's position as of October 1, 2005



Census-Survey Study Area

Downtown Business Census Boundary



- All enterprises within the Interstate loop on the west and south, the Cumberland River on the east, and Jefferson Street on the north.



Enterprises by Industry Sector

Code	NAICS Sector	Enterprises	Employees
5411	Legal Services	229	3,548
44	Retail and Wholesale Trade	192	2,204
72	Accommodation and Food Services	181	4,713
92	Public Administration	146	17,473
81	Other Services	126	900
52	Finance and Insurance	111	2,756
51	Information, Publishing and Broadcasting	89	5,755
54	Professional, Scientific and Technical Services	77	1,698
53	Real Estate, Renting and Leasing	49	574
71	Arts, Entertainment and Recreation	48	1,369
62	Health Care and Social Assistance	44	687
48	Transportation and Warehousing	25	292
23	Construction	23	1172
32	Manufacturing	17	709
56	Administrative and Support Services	17	119
22	Utilities	7	1,071
55	Management of Companies and Enterprises	6	64
61	Educational Services	4	209
0	Unknown	0	712



Top 10 Downtown Employers

2005 Rank	Largest Downtown Employers	2004 Rank
1	State of Tennessee	1
2	Metropolitan Government of Nashville & Davidson County	2
3	US Federal Government	3
4	LifeWay Christian Resources	4
5	<i>The Tennessean</i>	7
6	BellSouth Telecom	5
7	Nashville Electric Service	6
8	US Smokeless Tobacco	10
9	United Methodist Publishing House	9
10	Renaissance Nashville Hotel	8



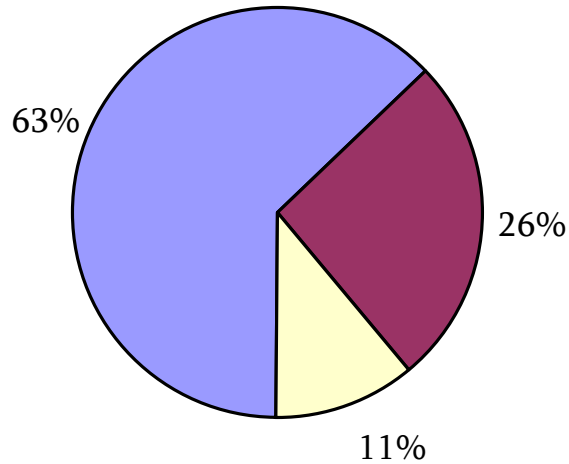
SURVEY RESULTS

- 39% of the downtown businesses responded to the survey questions
- Total of 536 surveys received
- 27% of the surveys were completed online



BUSINESS PROFILE

Health of Business



■ Improved ■ Stayed the Same ■ Declined

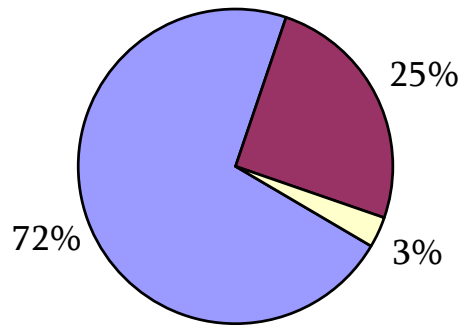
- As of October 1, 2005, **63%** responded that business has improved over the last 2 years
- **26%** said business has stayed the same
- **11%** reported a business decline
- Compared to 2004 results **58%** improved and 2003 results **54%** improved

Factors in Health of Business

- POSITIVES: (1) expanded services, staff, and/or client base; (2) strong economy; (3) marketing; (4) staff effort; and (5) downtown location advantages
- NEGATIVES: (1) fewer businesses and tourists downtown; (2) street closures and construction; and (3) competition



Expansion Plans Over the Next Two Years

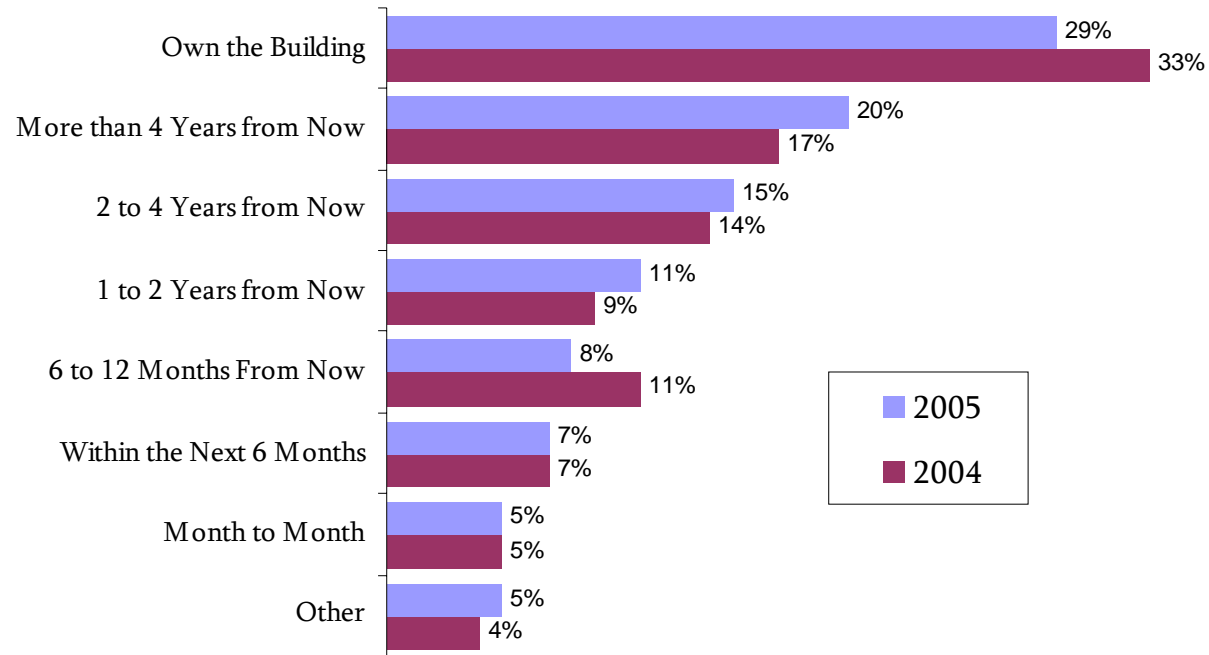


■ Stay the Same ■ Need More Space ■ Need Less Space

- 72% of businesses anticipate no change in space requirements
- 25% expect to need more space (increase from 21% in 2004)
- 3% expect to need less space

Lease Expiration

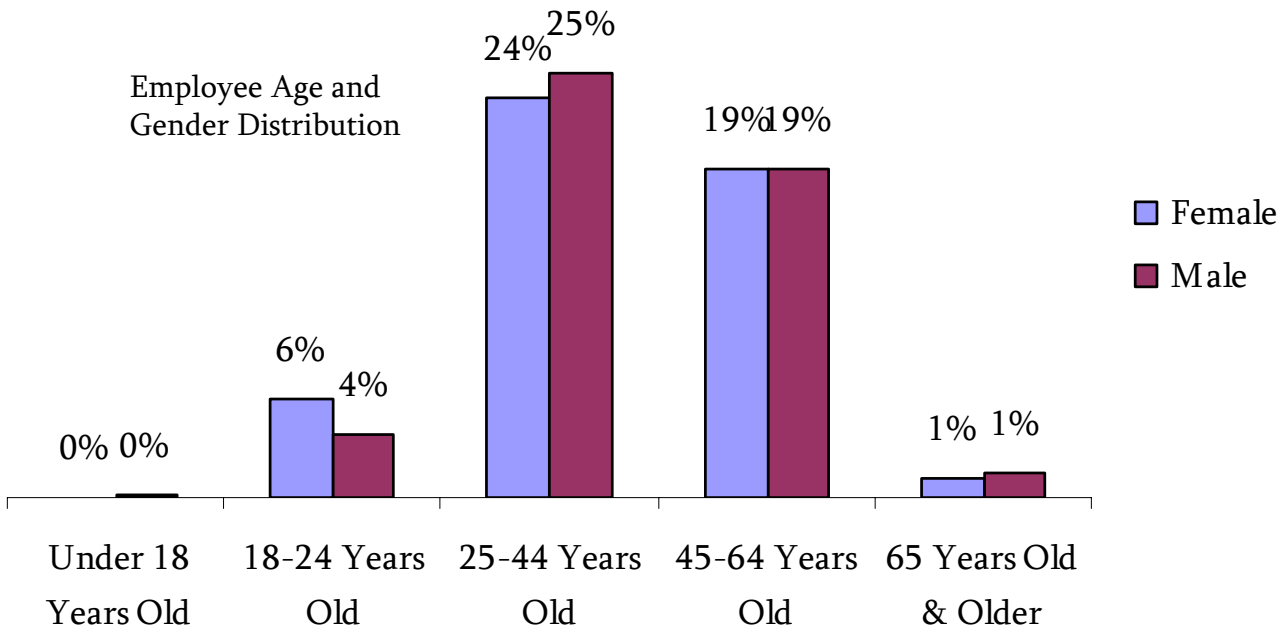
- A significant number of businesses have made long-term commitments to the downtown market
- **64%** own their building or have leases that expire two or more years from now
- **20%** have leases that expire in a year or less



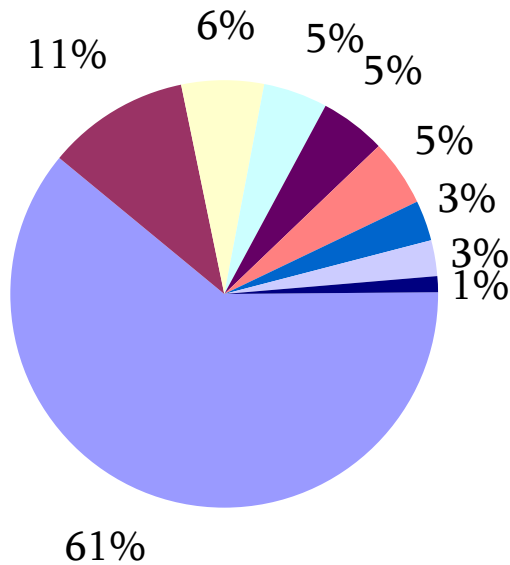
EMPLOYEE PROFILE

□ Age and Gender Distribution

- 49% of the employees are in the 25-44 age group
- 38% are in the 45-64 age group
- 50% of the employees are male, 50% female



Where Downtown Employees Live



Davidson County

Williamson County

Sumner County

Rutherford County

Wilson County

Other

Downtown

Robertson County

Montgomery County

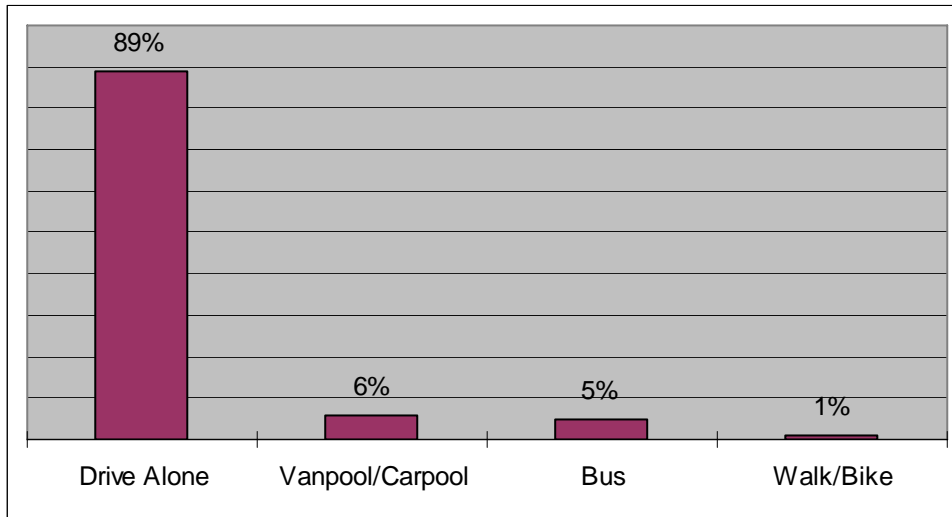
- 64% of the employees are from Davidson County (including downtown)
- 11% are from Williamson County
- 6% from Sumner County, 5% are from Rutherford and Wilson
- 3% live downtown



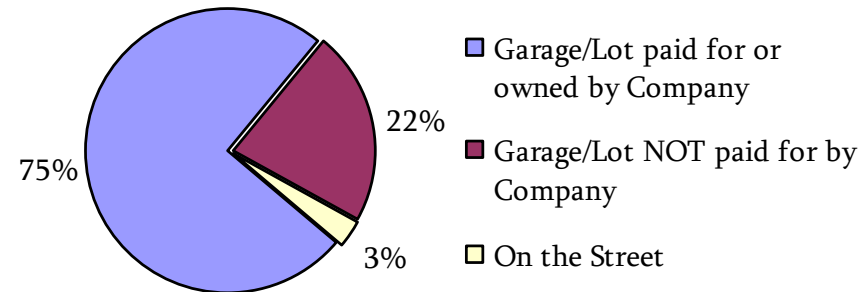
Transportation and Parking

- 89% of the employees drive to work alone
- 75% park in a garage or lot paid for or owned by their company
- Some restaurant/club employees use on-street parking

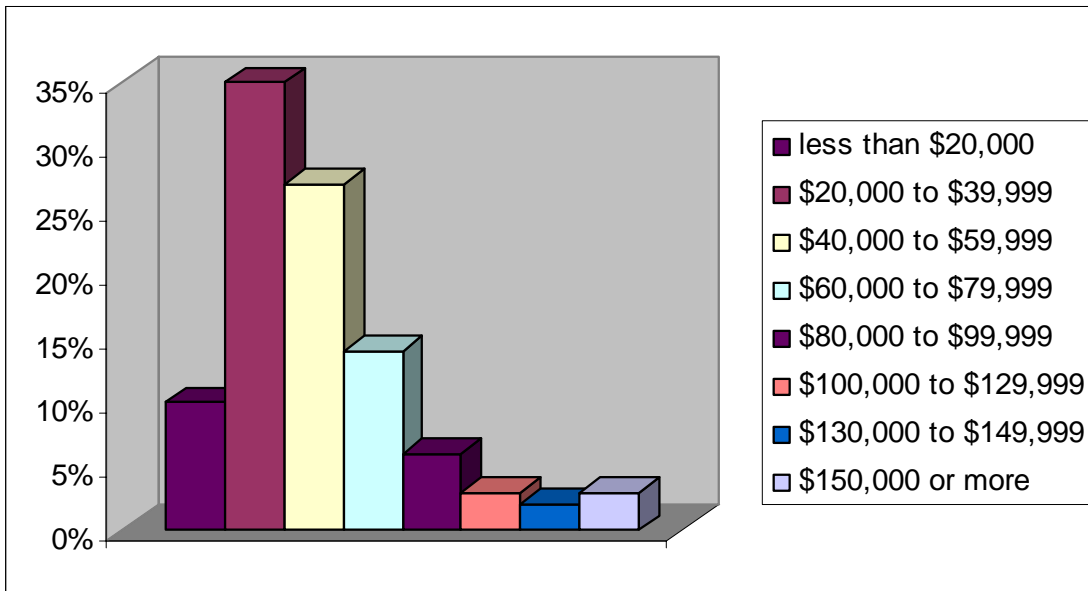
How Employees Get to Work



Parking Remibursement



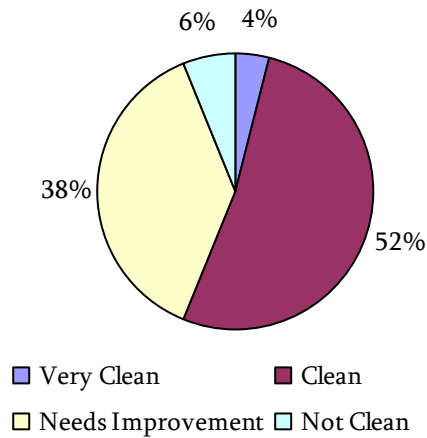
Annual Salaries of Downtown Workforce



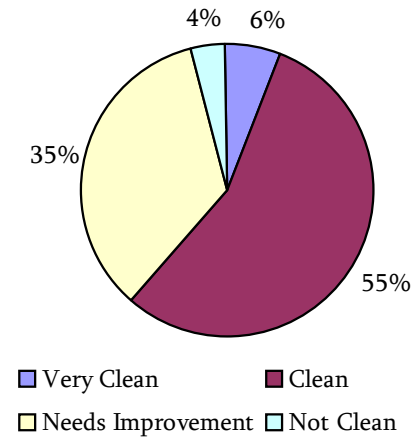
- 35% of downtown employees are in the \$20,000 to \$39,999 annual salary range
- 27% are in the \$40,000 to \$59,999 annual salary range
- 14% have annual salaries of \$80,000 or more

Clean

□ 2005: 56% describe downtown as clean or very clean

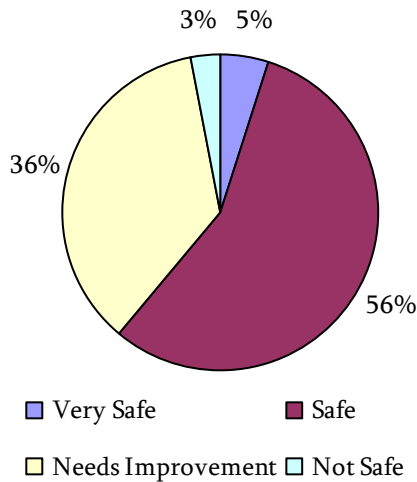


□ 2004: 61% describe downtown as clean or very clean

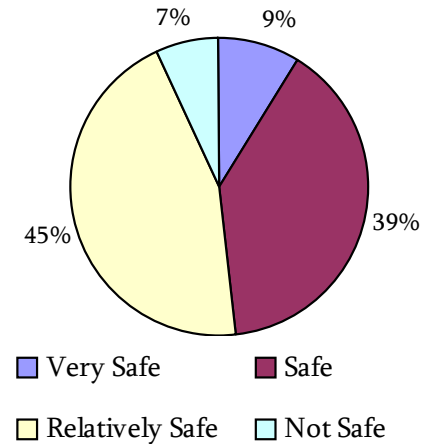


Safe

- 2005: 61% describe downtown as safe or very safe

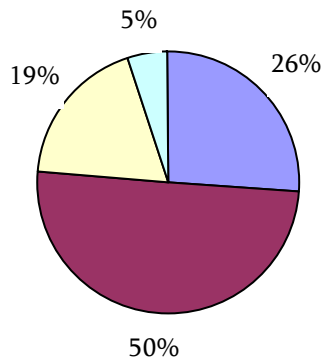


- 2004: 48% describe downtown as safe or very safe



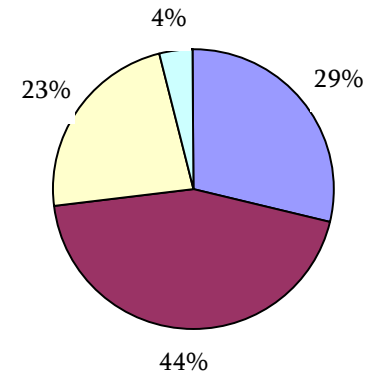
Business Impact: Public Inebriates, Transients

- 2005: 76% say that public inebriates, transients affect their employees, clients. In 2003, the response was 60%



■ Very Much ■ Somewhat ■ Hardly ■ Not At All

- 2004: 73% say public inebriates, transients and vagrants affect their employees or customers/clients

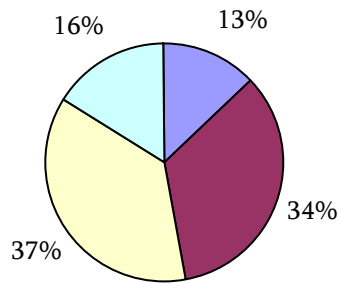


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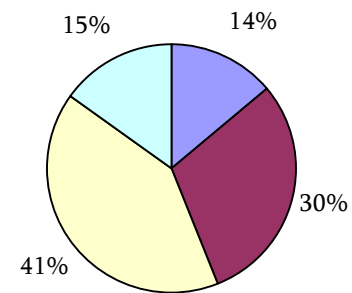
Business Impact: Vandalism and Graffiti

□ In 2005, 47% were affected by vandalism or graffiti



■ Very Much ■ Somewhat ■ Hardly ■ Not At All

□ In 2004, 44% were affected



■ Very Much ■ Somewhat ■ Hardly ■ Not At All



Top Elements for Businesses Maintaining Their Downtown Presence: Location & Parking

2005 Rank	Most Important Factors for Businesses Locating or Staying Downtown	2004 Rank
1	Central Location	1
2	Availability of Parking	2
3	Proximity to Government & Other Businesses	n/a
4	Access to Interstate System & Airport	3
5	Cleanliness	5
6	Cost of Parking	4
7	Atmosphere	7
8	Commercial Rental Rates	6



Top Factors That Need Improvement

- 33% of the responses related to parking
- 28% of the responses related to panhandlers/transients

2005 Rank	Elements that Need the Most Improvement Downtown	2004 Rank
1	Availability of Parking	1
2	Cost of Parking	2
3	Panhandlers	3
4	Transients	4
5	Retail Variety	5
6	Cleanliness	6
7	Construction	
8	Public Transportation	



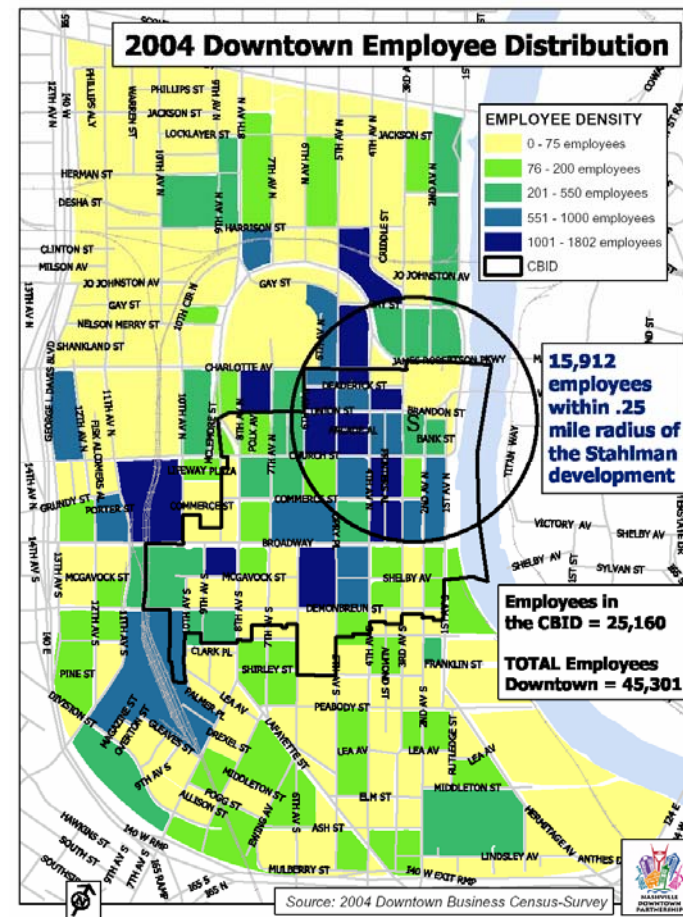
Top Five Write-In Categories for Downtown Improvements

1. Parking and Transportation Issues
- 2 (tie). Transients, Vagrants and Panhandling
- 2 (tie). Safety and Policing Issues
- 4 (tie). Retail and Restaurants
- 4 (tie). Streets and Construction Issues



Customized Reports and Maps

- Customized reports, maps, and detailed data analysis are available from the Nashville Downtown Partnership (call 743-3090)
- Example 2004 employee density map to the right



References

- The 2002 North American Industry Classification System (NAICS) was used to define the industry sectors of each enterprise in the study area
- 2005 Downtown Nashville Business Census-Survey form at http://www.nashvilledowntown.com/work/2005_business_census.pdf



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