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Downtown is the heart of Nashville. A vibrant downtown core supports the health of the whole city. The Nashville Downtown Partnership is singularly focused on elevating the downtown experience for everyone, and our multifaceted efforts deliver effective solutions for all downtown.

As the go-to resource that gets things done downtown, the Partnership’s initiatives grow and flex with the changing needs of the downtown core. From retail recruitment and business retention, clean and safe initiatives, public space activation, and downtown advocacy and leadership, to access and transportation, the Partnership leads downtown to the next step.

The Partnership invites you to review our 2018 Annual Report with key facts and figures summarizing the ways in which the Partnership works to make downtown Nashville the compelling urban center in the Southeast.

Thomas D. Turner  
President and CEO
The downtown clean and safe teams work seven days a week to make downtown Nashville clean, safe and attractive. They provide a wide range of services to two Business Improvement Districts—one in the central urban area (CBID) and one in The Gulch (GBID).

Each day, the cleaning team works diligently throughout the CBID and the GBID, power washing sidewalks and alleys, weeding, removing graffiti, and picking up trash.

**BY THE NUMBERS**

- **5,698 square feet** of graffiti removed
- **51,084 people** were offered directions or assistance
- **668 seasonal** hanging flower baskets
- **10,315 miles** logged on Segways, monitoring streets and sidewalks
- **83 clients** received more than **51,328 days** of housing
- **2,255 block faces** and alleys power washed and weeded
- **143,509 pounds** of trash removed
Demand for downtown rental and purchase units continues to rise.

There were 7,622 downtown residential units—65% rental, 32% condo and 3% single-family units. Market rate housing constitutes 96% and affordable housing accounts for 4% of the housing mix.

Currently, eight projects are under construction that will deliver 1,664 units.

Top Reasons To Live Downtown

CONVENIENT
CENTRAL LOCATION
URBAN EXPERIENCE
CLOSE TO WORK
RESTAURANT SELECTION

New places to live downtown this year:
RESIDENCES AT CAPITOL VIEW • BROADSTONE GULCH • SOLIS NORTH GULCH
The Partnership’s ninth annual Downtown Employee Appreciation Week in October of 2018 celebrated the 70,000 (and growing) people who work in downtown Nashville.

RECENT ADDITIONS

615 THIRD AVE. SOUTH
125,000 square feet

1201 DEMONBREUN
285,000 square feet

LIFEWAY
250,000 square feet

UNDER CONSTRUCTION

501 COMMERCE
385,000 square feet

CAPITOL VIEW
340,000 square feet

GULCH UNION
325,000 square feet

PEABODY PLAZA
280,000 square feet

1200 BROADWAY
66,150 square feet

5.4%
DOWNTOWN OFFICE VACANCY

5.1%
CLASS A VACANCY
There’s always something to do in downtown!

**RYMAN AUDITORIUM** was named Pollstar Theatre of the Year for the eighth year in a row.

**BRIDGESTONE ARENA** was ranked fourth in the United States and 12th in the world for ticket sales in 2017, and named Arena of the Year by Pollstar.

The 47th annual **CMA MUSIC FESTIVAL** brought visitors from all 50 states, Puerto Rico and 36 other countries. More than 380 artists performed at the festival.

**LIVE ON THE GREEN** is a free, annual concert series produced by Lightning 100. It takes place at Public Square Park, with four weekly concerts in August and September. The last week features a three-day music festival.

**WHERE SHOULD YOU STAY?** Downtown Nashville has 7,017 hotel rooms. There are 3,147 more rooms currently under construction. An additional 3,166 hotel rooms are planned.
The Nashville downtown retail strategy focuses on fostering dynamic retail clusters in target areas led by retail magnets.

- 62 new retail businesses opened or announced opening plans in 2018. In 2017, there were a total of 52 retail openings.
- 3,164,924 square feet of retail space in downtown Nashville
- 2.7% vacancy rate

ART CRAWL
- 28 venues
- 2,000 attendees monthly

- First Saturday Art Crawl is a festive atmosphere with participating venues located along Fifth Avenue of the Arts and in the Historic Arcade – all welcoming the community to experience downtown Nashville as a center for art.
As new companies move downtown, the Partnership helps find parking solutions for the incoming employees, including adding new shuttle routes as the need arises.

NISSAN STADIUM PARK-AND-RIDE PROGRAM
• 25 shuttles in operation on five core routes
• 4,000 downtown employees served every workday

BEEP (BEST EVER EVENT PARKING)
• A park-and-ride option for Bridgestone Arena events. BEEP provides free parking at Nissan Stadium Lot R with optional round-trip shuttle service for only $3 per person. Already in 2018, BEEP has served more than 16,000 event-goers in downtown.

B-CYCLE BIKE-SHARE PROGRAM
• The Nashville Downtown Partnership manages the Nashville B-cycle bike-share program. Nashville B-cycle has 268 bikes at 36 automated kiosks.

NASHVILLE B-CYCLE BY THE NUMBERS

320 ANNUAL MEMBERSHIPS
63,935 BIKE CHECKOUTS
400,487 MILES RIDDEN
15,949,487 CALORIES BURNED
379,057 POUNDS OF CARBON OFFSET
WEBSITES

- The Nashville Downtown Partnership manages a total of four websites—keeping people informed about everything downtown, where to park, all about The Gulch, and how to rent and ride a bright red B-cycle bike.

- The events calendar features 750 downtown happenings every month. The website’s point-location mapping feature provides users with detailed information about downtown destinations, including 281 dining options and 107 places to shop.

- A primary resource for downtown parking information, parkitdowntown.com includes interactive maps, photos of garage entrances, current rates, Nissan Stadium park-and-ride options, and special discount offers.

SOCIAL MEDIA

- Social media is a great way for thousands to connect with downtown Nashville! The Nashville Downtown Partnership has
  175,366 followers on Twitter
  26,540 followers on Instagram
  72,164 followers on Facebook
  26,540 Downtown Details subscribers

- The Partnership manages 10 social media accounts (Downtown Nashville, The Gulch, Nashville B-cycle and Parkitdowntown) with more than 336,504 total followers.

THE GUIDEBOOK

- Published twice each year, 80,000 copies of The Guidebook are distributed to hotels, restaurants, and business and residential locations.
Nashville connected

At AT&T we know businesses help communities thrive. In Nashville and across the nation, we empower connections that help to build a better tomorrow.

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First Tennessee is proud to support The Nashville Downtown Partnership Annual Meeting and Awards Luncheon and those that make our community a better place to live and work.

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THANK YOU.

To all who invest in downtown to make it a great place to live, work, and play—for both today and tomorrow.
Our clients are changing Nashville’s skyline and giving life to the riverfront and new downtown neighborhoods. Trusted by visionary developers to help shape the exciting future of our urban core, Hall Strategies proudly supports the Nashville Downtown Partnership.

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PUBLIC & GOVERNMENT RELATIONS

DISCOVER AN EVENT BEYOND THE EXTRAORDINARY

Host your next event, fundraiser or gala with inspiring style in the heart of vibrant downtown at the Renaissance Nashville Hotel. We feature an 18,000-square-foot Grand Ballroom (with 18-foot ceilings), our Broadway Ballroom and our Music City Ballroom. With a multitude of space options and our exceptional event staff, we’ll help you design a brilliant experience.

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UBS is proud to sponsor the Nashville Downtown Partnership.

Highwoods to develop a pair of mid-rise office buildings for Asurion’s downtown headquarters in the Gulch. Totaling 551,000 square feet, the project will include approximately 8,000 square feet of street-level retail.

Supporting Downtown Nashville
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TO MAKE DOWNTOWN NASHVILLE THE COMPELLING URBAN CENTER IN THE SOUTHEAST IN WHICH TO LIVE, WORK, PLAY AND INVEST.

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