NASHVILLE DOWNTOWN PARTNERSHIP
2011 BOARD OF DIRECTORS
Partnership is a key ingredient in achieving our core purpose of making “downtown Nashville the compelling urban center in the Southeast in which to LIVE, WORK, PLAY and INVEST.” Positive changes are often realized only after several years of planning and collaboration among many groups. In the most successful private-public partnerships, participants care less about who is taking the lead and who is getting the credit (or blame) and more about fulfilling a shared vision.

Events and festivals thrive downtown, setting new attendance and economic impact records annually. Over the past five years, the downtown art galleries and other groups have developed the First Saturday Art Crawl into an exciting and well-attended monthly downtown event. Many downtown organizations lend their support to make successful more recent additions to downtown, including the Music City Festival and BBQ Championship, Live on the Green and the National Folk Festival. The Nashville Downtown Partnership calls on sponsors and other groups to increase the impact of its annual events—the downtown spring home tours, the annual meeting and awards luncheon, and this year, the first Downtown Employee Appreciation Week (following a successful one-day event in 2010).

This summer, pedestrian map signage was installed as the first phase of an innovative wayfinding program. Many local organizations and local and State government representatives worked several years to get public input and to achieve an optimal design. This was a lengthy community process, with an excellent outcome now being implemented.

A similar scenario is unfolding with downtown transportation and parking options. Responding to specific downtown concerns, the weekday park and ride initiative for downtown employees (since May 1, 2002) and the BEEP park and ride program for patrons of Bridgestone Arena events (since March 15, 2010) continue to expand. MTA opened Music City Central, a new downtown transit station in October, 2008, and in 2010 launched its popular free Music City Circuit downtown circulator with three convenient routes. Since September, 2009, parkitdowntown.com has utilized an interactive parking map to simplify the downtown parking experience and has increasingly become a primary community resource. Car sharing came downtown in 2010, and bike sharing is a potential new option for residents, employees and visitors. And significant progress is being made with the current mass transit study for the Broadway-West End corridor, with the strong potential for actually implementing a transit project in 2015.

These are only a few examples of successful long-term collaborative efforts that are having a far-reaching impact on the downtown environment. Others include adding a street-based outreach worker downtown to work with social services and transitional housing providers, governmental agencies and the Metro Homelessness Commission to assist individuals wanting to make a positive change in their lives. And the remarkable development in the SoBro area comes after more than a decade of community input and planning. Developers are now guided by a Downtown Form-Based Code developed by Metro Planning after extensive input from community stakeholders.

The Nashville Downtown Partnership staff and Board of Directors focus every day on ways to make the downtown experience a positive one for businesses, residents, and visitors. Together we are making a difference.

Thomas D. Turner
President and CEO
The current downtown housing mix is 60% purchase (2,302 condos and single family homes) and 40% rental (1,534 apartment units). Two recent apartment conversions (220 units at Velocity in The Gulch and 72 units at three Rolling Mill Hill projects) added 292 rental units. New construction workforce housing at Rolling Mill Hill increased rental units by 109.

The 2011 downtown rental occupancy rate is 96%, and has consistently been 92% or greater each year since 2007. Three new developments (two in The Gulch and one at Rolling Mill Hill) will add 667 new rental units in 2012 and change the downtown housing mix to 49% rental, 51% purchase.

Downtown residential sales averaged 14 per month from July, 2010 through June, 2011. In 2009, there were 166 downtown home sales and in 2010, 209. During the first two quarters of 2011, 98 downtown closings were finalized.

If sales continue at the present rate, the total inventory of developer-owned condos and re-sale units will be depleted by mid-2012. No new for-sale projects have been announced and a minimum of three years is needed to take a residential project from planning to completion.

By year-end 2011, the number of downtown residents is projected to be 5,754. By year-end 2013, the residential population is expected to increase to 6,755.

The eighth annual downtown home tour featured both an evening City Lights Tour and a Sunday afternoon tour in April. Over 9,000 people have attended the tours since 2004, with an impact of over $47 million in sales and leases.

As a new incentive, the Nashville Downtown Partnership offered $1,000 toward closing costs for the first five applicants attending the 2011 home tour and closing on a downtown unit before December 31.

At least three 2011 studies ranked Nashville as a top city choice for college grads. The 2011 Downtown Residential Survey reported 60% of current residents have a college degree and another 28% have postgraduate degrees—more than double the percentage for Nashville residents as a whole.
• The Partnership’s Retail Recruiter has made over 770 local and regional retailer visits since January, 2008. During the first eight months of 2011, 170 prospect visits were made and specific downtown retail options were presented to 23 of them.

• A total of 35 new retail businesses opened or announced between January 1 and September 1, 2011. The total number of downtown retail openings in 2010 was 25.

• At least 30% of the 2011 downtown retailers provide additional shopping options and 70% are food establishments.

• Since January, 2008, there has been a net gain of 55 downtown retailers.

• New retailers in 2011 include Fiddlecakes (near Cummins Station), Dick’s Last Resort and Simply the Best $10 Boutique (2nd Avenue North), Mediterranean Cuisine (Commerce Street), Lynn’s Boutique (Broadway), WhichWich (4th Avenue North), and in The Gulch, Sweet CeCe’s, Kayne Prime Steakhouse, Apricot Lane and Two Old Hippies.

• The 2007 downtown retail strategy developed by Downtown Works identified three key areas for retail: The Gulch, SoBro and a downtown focus area along 4th and 5th Avenues North. Progress with retail growth in The Gulch has been excellent. The growing arts community on 5th Avenue is favorable to distinctive and complementary retail. As Music City Center and the new Omni Hotel development come online in 2013, SoBro retail development will accelerate and 5th Avenue will be opened south to north for easier pedestrian access.

• Downtown Nashville now has over 120 shopping options, 177 dining options and 70 nightlife venues—with more to come!
• Over 50% of the 7.5 million square feet of commercial office inventory downtown is Class A space. About 900,000 square feet of new Class A product has been added since 2007. Even during a slower economy, new companies continue relocating to downtown and entrepreneurial businesses are thriving.

• This year, The Pinnacle at Symphony Place became the first Tennessee skyscraper to receive the Gold LEED certification by the U.S. Green Building Council. Green features of the 29-story glass and concrete office tower include a one-acre vegetated roof terrace garden with a patio and seating area, an innovative water harvesting system and a design that maximizes day-lighting.

• In January, 2011, Baker Donelson Center became the only multi-tenant existing building in Tennessee to receive LEED Existing Building Certification. The process required full participation by the building owners and all tenants to implement sustainability measures. This certification includes ongoing performance analysis and maintenance and will need to be periodically renewed.

• Other LEED-certified buildings or neighborhoods downtown include Hard Rock Café Nashville (LEED CI), Hastings Architecture Associates (LEED NC), Terrazzo (LEED CS), Cummins Station/The Gateway to Nashville (LEED ND), and The Gulch (LEED ND). The recently renovated Ragland Office Building in SoBro is applying for the LEED ND Gold certification.

• Two companies new to downtown in 2010 continue to add jobs, ServiceSource (in Fourth and Church Building) with over 460 employees and Loews Hotels Business Services Center (in Fifth Third Center) with over 200.

• Homegrown entrepreneurial businesses are also thriving downtown, especially in the SoBro area from Cummins Station to the 10th Avenue South District.

• At Rolling Mill Hill, the redevelopment of the trolley barns is underway, with tenants such as the entrepreneurial e-mail marketing firm Emma, the Center for Nonprofit Management, and the Nashville Health Care Council scheduled to move in next year.
The LP Field park and ride program managed by the Nashville Downtown Partnership marked its ninth anniversary on May 1, 2011. Free weekday parking is offered in designated LP Field lots for registered downtown employees. The Partnership provides optional cost-effective shuttle service to downtown office buildings.

Almost 14,000 monthly shuttle passes were sold in 2010, with over 1,200 monthly riders on the current three downtown routes. The overall growth of the park and ride program in 2010 was 10.8%.

With monthly shuttle passes only $25, employees can save $100 per month on parking costs—over $1,200 per year.

Launched on March 15, 2010, BEEP (Best Ever Event Parking) is a park and ride option for Bridgestone Arena Events. BEEP provides free parking at LP Field Lot R with optional round trip shuttle service for only $3 per person. Over 26,000 vehicles have used the free parking for 150 events, with 67% of the 44,000 passengers choosing the shuttle option.

Introduced in March, 2010, MTA’s free downtown circulator Music City Circuit currently averages over 16,000 passengers per month on three routes.

Car sharing (with 4 WeCars available at downtown locations for short-term use) and bike sharing programs offer downtown employees and residents additional transportation choices.

MTA is conducting a year-long transit study of a corridor from Five Points in East Nashville, extending down Broadway, West End and Harding Road to White Bridge Road to determine options for additional transit investments. With broad community participation, the discussion rates potential options such as modern streetcars, light rail or bus rapid transit.

In August, the initial phase of an innovative multi-layered wayfinding program was unveiled in downtown Nashville. Pedestrian map signage will be installed in 155 sites throughout the city, beginning in the most travelled tourist areas. In Phases II and III, 362 local roadway signs and an area-based system of Interstate signs will follow.
• The downtown clean and safe teams work throughout two Business Improvement Districts—one in the central urban area (CBID) and one in The Gulch (GBID). This combined service area (111 blocks) has increased in size by 44% since 2007.

• During the first eight months of 2011, the cleaning staff removed over 59,000 pounds of trash, 1,584 square feet of graffiti, and power washed 273 block faces and 696 alleys in the urban core district.

• The cleaning team works throughout the CBID and GBID from 7 a.m. to 3:30 p.m. seven days a week. Safety Ambassadors patrol the CBID Monday through Friday from 7 a.m. to 8 p.m. and on Saturday and Sunday, from 11:30 a.m. to 8 p.m. The GBID safety team operates on a varying schedule according to community needs.

• An ongoing special project for the clean teams involves litter and weed removal along major downtown access points at highway interchanges. They also enhance downtown’s visual appeal by periodically cleaning and repainting light poles, junction boxes, trash receptacles and tree grates.

• Since April, 2005, a community worker team from the Davidson County Sheriff’s Office has supplemented the staff on major cleaning and maintenance projects. Over the past six years, this community worker team has provided more than 60,000 hours of service with an equivalent value of over $500,000.

• The cleaning team spends about 15 hours per month removing graffiti and 200 hours cleaning sidewalks. This year a new gator with a mounted pressure washer provides added flexibility on sidewalk projects.

• Safety Ambassadors on Segways monitor downtown streets and sidewalks and provide coverage during major downtown events, and assist visitors with directions and information requests. From January through August, they logged 2,459 miles on the Segways.
• In June, the clean and safe teams began using the Eponic tracking system to record and track progress on work orders and map their work assignments. With this system, both staff and resources can be utilized with greater efficiency. Hand-held devices provide the Ambassadors a searchable database of downtown businesses and walking directions so they can now give downtown visitors accurate directions to specific locations as well as a printout.

• Supplemental downtown patrols (approximately 35 hours per week) by off-duty Metro Police focus on potential “hot spots.”

• A successful program initiated in June, 2008, offers one-way, non-refundable bus tickets to eligible individuals without other resources. Eligibility is based on confirmation of favorable job prospects, benefits or proximity to family. As of September 1, 2011, a total of 352 individuals have received this relocation assistance. The average cost of a bus ticket is about $141, with travel destinations to 48 different states.

• In June, a fulltime Social Services Outreach Coordinator was hired to focus on connecting individuals with high numbers of arrests downtown to the necessary social services (e.g., drug and alcohol treatment programs, mental health services). Modeled on successful programs in Pittsburgh, Cleveland and Denver, this 12-month pilot program also includes a robust client support account to assist with transitional housing expenses, food, clothing and transportation. Realistic goals include placing clients in supportive housing and reducing the number of arrests.
• For the fourth year, ornamental flower baskets on street lights throughout the high pedestrian areas downtown create a positive visual impact from May to October. The initial pilot program in 2008 featured 64 baskets on Commerce and Church Streets.

• By 2009, over 300 baskets were installed within an expanded area and in 2010, almost 400 baskets were in place on eight downtown streets. The current density with almost 450 colorful hanging baskets throughout downtown adds to the perception of an attractive, well-maintained urban center.

• Last year, the Partnership also initiated a landscaping project in the medians on Union Street facing the Metro Courthouse. Features include ground cover, self-watering planters with seasonal color plants and Yoshino cherry trees. The planters are changed out each season for year round color.

• Cumberland Park is the $8.9 million 7.5-acre green space currently under construction on the east bank of the river. The play park between the Shelby Street Pedestrian Bridge and Korean War Veterans Memorial Bridge will contain a variety of recreational features, bridges, a river walk, climbing walls, and a small earthen amphitheater. This former brownfield site is being fully remediated to create a waterfront park with many sustainability features.

• When major renovations are complete, the historic 6-story Bridge Building adjacent to Cumberland Park will include Metro Parks office space, public restrooms and concessions. The upgraded building will be eligible for Platinum LEED certification.

• With its outstanding riverfront views, the Bridge Building presents a great opportunity for a developer to utilize its interior space for restaurant, retail or cultural businesses. Nashvillians and visitors will soon have several attractive options for visiting and enjoying the downtown riverfront.
• The 40th annual CMA Music Festival in June, 2011, broke all previous attendance records, with an average daily attendance of 65,000 and generated about $30 million in direct visitor spending. After 10 years downtown, the festival's visitor spending has almost doubled. A portion of proceeds go to “Keep the Music Playing” program supporting music education and children in Nashville’s schools.

• The historic Ryman Auditorium was named Theatre of the Year in 2010 by Pollstar (for the third time), and as Venue of the Year by both the Academy of Country Music and the International Entertainment Buyers Association.

• Bridgestone Arena ranks in Pollstar’s Top 10 for U.S. Concert Attendance. During one week in April, more than 75,000 guests attended 5 sold-out events (3 concerts and 2 Nashville Predators Stanley Cup Playoff games) at this venue. During regular season, the Nashville Predators also had 16 sellout games. The attendance for all 2010 events at Bridgestone Arena was over 1.3 million.

• Downtown performance venues provide over 10,000 prime seats for touring Broadway shows, live theater, and concerts from country to classical.

• Downtown’s 2011 fireworks and music spectacular, “Music City July 4th: Let Freedom Sing!” drew a record-breaking crowd of 130,000. Labor Day weekend this year introduced the 73rd National Folk Festival to Music City with free performances on stages throughout Bicentennial Capitol Mall State Park, in addition to crafts, food and storytelling. The National Folk Festival will continue at this site on Labor Day weekend in 2012 and 2013.

• On August 6, the First Saturday Art Crawl celebrated the fifth anniversary of the popular event that attracts over 1,000 people each month to stroll through the downtown galleries. The Nashville Downtown Partnership contributes free shuttle service for the art enthusiasts, and recently introduced two performance platforms. Each activates a single parking space along 5th Avenue North during the Art Crawl and features crowd-pleasing entertainers and beverage vendors.

• Celebrating a decade in downtown Nashville in 2011 are the Frist Center for the Visual Arts (opened in April, 2001), Country Music Hall of Fame and Museum (opened in May, 2001) and the Nashville Public Library (opened in June, 2001).
• Social media options reach an immediate audience with downtown news. The Nashville Downtown Partnership currently has over 12,000 fans on Facebook, a 60% increase since August, 2010. Downtown organizations in several comparable peer cities have 50% fewer Facebook fans. The Partnership’s multiple Twitter accounts reach over 10,000 followers, a 71% increase since August, 2010.

• Communicating the latest downtown happenings and openings each Wednesday, the Partnership’s popular e-newsletter **Downtown Details** has an audience of at least 16,000 subscribers (a 7% increase since January).

• In August, 2010, the Partnership upgraded its interactive website with Geocentric software systems. Over 20 other downtown management organizations utilize Geocentric for their websites. Over the past year, visits to **www.nashvilledowntown.com** increased by 197% and visits to **www.parkitdowntown.com**, by 38%.

• Each downtown venue or business has its own descriptive page on **www.nashvilledowntown.com**, with a map, any events scheduled, nearby parking, shopping and other attractions. Business owners and event planners may now submit their event forms online.

• The new events calendar feature lists over 600 monthly events, 177 dining options and over 120 places to shop. The point-location Google mapping feature provides users with detailed information about downtown destinations.

• As a primary resource for downtown parking information, our website **www.parkitdowntown.com** also includes interactive maps, photos of garage entrances and current rates.

• A mobile version available at **m.nashvilledowntown.com** is specifically formatted for on-the-go viewing and searching of both websites.

• The Guidebook is a convenient and comprehensive listing of downtown options in 39 categories, including dining, shopping, nightlife and amenities. Published twice each year, 35,000 copies of each edition are distributed to hotels, restaurants and business and residential locations. An online version is kept current at **www.nashvilledowntown.com**.

• Partnership staff provides customized on-site training for hotel staff on how to utilize the downtown website features to provide accurate and detailed information to guests and customers. Also, training sessions and tips on using social media are provided to downtown merchants and retailers.
• Each year, the Resource Development Committee enlists Board members and the broader business community as partners in downtown economic development. Since 2007, 70 corporate investors have committed over $878,000 to implement targeted initiatives of the Nashville Downtown Partnership.

• Over 86% of these groups are multi-year investors and 48% of them serve on the Partnership’s Board of Directors, where they invest their time and talents for the good of downtown Nashville.

• The annual corporate investments have supported a comprehensive downtown retail strategy, downtown street beautification and landscaping projects, upgrades to the Downtown Development Center, and the enhancement of user-friendly interactive websites.

• Investors continue to participate because they believe having a healthy downtown economy has regional significance and they find value in the Partnership’s advocacy for downtown business and residential communities.

• Other investment opportunities include annual membership dues, downtown home tour sponsorships, annual meeting sponsorships and guidebook advertising. From this menu of options, investors choose one or more categories that best complement their business goals.
From 2000 through 2013, over $3 billion in public and private developments has been invested in downtown Nashville. Over $1.5 billion of these investments are in the SoBro (south of Broadway) area. The massive Music City Center scheduled to open in early 2013 represents a $595 million investment, and has already been a catalyst for the $250 million Omni Hotel which will also open in 2013 and a connecting $75 million expansion of the Country Music Hall of Fame and Museum to be completed in 2014.

From 2000 through 2013, SoBro developments have included Music City Center, three hotels, Frist Center for the Visual Arts, the Country Music Hall of Fame and Museum, Schermerhorn Symphony Center, Encore and The Pinnacle at Symphony Place, a Class A Gold LEED certified office tower. Including the Omni Hotel, downtown Nashville will add about 1,500 new hotel rooms between 2000 and 2013.

Residential developers are moving quickly to add new rental inventory downtown in response to the strong rental market, with four sites announced or under construction adding almost 1,000 rental units. The for-sale residential inventory downtown (both developer-owned units and re-sales) is expected to be depleted by mid-2012.

From 1999 through 2011, property owners in the downtown Central Business Improvement District (CBID) have invested over $9.8 million to supplement city services with clean and safe initiatives and to support downtown economic development. The Nashville Downtown Partnership implements their programs in this 90-block district.
Thanks to the Nashville Downtown Partnership for helping make **SMASHVILLE** a premier sports and entertainment destination.

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With their annual membership investments, these groups support a strong downtown and participate in the Partnership’s initiatives to advance downtown economic development.

### Architectural, Engineering and Design Services

- Barge Waggoner Sumner & Cannon, Inc.
- EDGE Planning, Landscape Architecture & Graphic Design
- EOA Architects PLLC
- Gobbell Hays Partners, Inc.
- Gresham, Smith & Partners
- Hastings Architecture Associates, LLC
- RPM Transportation Consultants, LLC
- SearchViz LLC
- Sorci & Swords Design, Inc.
- Tuck-Hinton Architects

### Arts and Entertainment

- Nashville Predators
- The Nashville Symphony
- Ryman Auditorium
- Tennessee Performing Arts Center

### Banking, Financial and Accounting Services

- Avenue Bank
- Bank of America
- The Bank of Nashville
- BDO USA, LLP
- CapStar Bank
- Fifth Third Bank
- First Tennessee Bank
- FirstBank
- JRS Investments Incorporated
- KPMG
- KraftCPAs, PLLC

### Churches

- Christ Church Cathedral
- Downtown Presbyterian Church
- First Baptist Nashville

### Construction

- American Constructors, Inc.
- Bell & Associates Construction, LP
- Turner Universal Construction Company

### Corporate Offices and Universities

- Central Parking System
- Louisiana-Pacific Corporation
- TSU Avon Williams Campus
- Vanderbilt University

### Dental Services

- Thomas W. Nabors, DDS

### Hotels

- The Hermitage Hotel
- Hilton Nashville Downtown
- Renaissance Nashville Hotel
- Sheraton Nashville Downtown
- Union Station Hotel

### Legal Services

- Mastrapasqua Asset Management
- New Business Development
- Regions Bank
- SunTrust Bank
- Ted Welch Investments
- Work & Greer, PC

### Churches

- Christ Church Cathedral
- Downtown Presbyterian Church
- First Baptist Nashville

### Construction

- American Constructors, Inc.
- Bell & Associates Construction, LP
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### Corporate Offices and Universities

- Central Parking System
- Louisiana-Pacific Corporation
- TSU Avon Williams Campus
- Vanderbilt University

### Dental Services

- Thomas W. Nabors, DDS

### Hotels

- The Hermitage Hotel
- Hilton Nashville Downtown
- Renaissance Nashville Hotel
- Sheraton Nashville Downtown
- Union Station Hotel

### Legal Services

- Baker Donelson Bearman Caldwell & Berkowitz, PC
- Bass Berry & Sims PLC
- Bone McAlister Norton PLLC
- Frost Brown Todd LLC
- Gullett, Sanford, Robinson & Martin PLLC
- Harwell Howard Hyne Gabbert & Manner, PC
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- Neal & Harwell, PLC
- Sherrard & Roe, PLC
- Stites & Harbison PLLC
- Trauger & Tuke
- Tune, Entreklin & White, PC
- Waller Lansden Dortch & Davis, PLLC

### Media

- The TENNESSEAN

### Metro Government

- Metropolitan Nashville Airport Authority
- Nashville Convention Center

### Non-Profits and Organizations

- Cooper for Congress
- The DISTRICT Board
- Downtown YMCA
- State Senator Douglas Henry
- Nashville Convention and Visitors Bureau
- Tennessee Road Builders Association

### Public Relations and Marketing

- Atkinson Public Relations
- Cardagin Networks Inc.
- Destination Nashville
- DVL Public Relations & Advertising Event Logistics, Inc.
- Hall Strategies
- Katcher Vaughn & Bailey
- McNeely Pigott & Fox

### Real Estate Brokers, Developers and Property Management

- Bristol Development Group
- C.B. Ragland Company
- CB Richard Ellis
- Carell Family, LLC
- Colliers International/Nashville
- Crosland Tennessee
- Eakin Partners, LLC
- First Management Services
- HND Realty, LLC
- Howard & Manis Enterprises, LLC
- MarketStreet Enterprises LLC
- MJM Real Estate Investments, LLC
- Nashville Pinnacle, LLC
- Parkway Properties, Inc.

### Retail, Restaurants and Entertainment

- Dunn Bros. Coffee
- Firestone Complete Auto Care
- Hard Rock Café Nashville
- Jack’s Bar-B-Que
- Legends Corner
- Pita Pit Nashville
- The Second Fiddle
- The Stage on Broadway
- Wildhorse Saloon

### Security

- Block-by-Block

### Utilities

- AT&T
- Nashville Electric Service
- Piedmont Natural Gas

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### Nashville Downtown Partnership

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