Downtown Nashville is the economic and cultural heart of the city and the region. That is why the Nashville Downtown Partnership exists: to advance the downtown experience for residents, employees, businesses and visitors alike, and to provide innovative, effective solutions throughout the core of our city.

For 25 years, the Nashville Downtown Partnership has been a steady, thoughtful and creative force dedicated to transforming downtown. Our work is done in collaboration among civic leaders, property owners, and business and community partners who believe in and support a strong economic future for our city. While the results of these efforts have attracted positive national attention, we will continue our focus on enhancing the economic vitality of the neighborhood we all share.

Downtown Nashville is an ever-changing landscape, and the Partnership remains adaptable to downtown's growth and expansion. From retail recruitment and business retention to downtown advocacy and public space activation; from safe, clean and green initiatives to maximizing parking and transportation alternatives, the Partnership continues to lead downtown into an ever-brighter future.

The Partnership invites you to review our 2019 Annual Report. The key facts and figures provide further insight to the ways in which the Partnership works to ensure downtown Nashville's role as the compelling urban center in the Southeast in which to live, work, play and invest.

Thank you all for making a difference in your downtown.

Sincerely,

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

- **2,018 block faces** and alleys power washed and weeded
- **184,427 pounds** of trash removed
- **12,876 square feet** of graffiti removed
- **75,742 people** were offered directions or assistance
- **672 seasonal** hanging flower baskets
- **12,366 miles logged on Segways**, monitoring streets and sidewalks
- **111 clients** received more than 79,774 days of housing
Downtown Nashville’s population has grown 90% since 2012, adding over 5,600 residents. With over 2,700 units under construction and 1,900 in the pipeline, downtown will have close to 20,000 residents by 2023.

**2012–2022 Residential Population Growth**

**Current Residential Stats**

- **8,366** units
- **12,000** residents
- **4,000+** dogs downtown
- **96%** of residents say downtown is a fun place to live

**Education**

- **89%** college graduate
- **29%** postgraduate
The Partnership’s 10th annual Downtown Employee Appreciation Week in September of 2019 celebrated the 75,000 (and growing) people who work in downtown Nashville.
PLAY DOWNTOWN

There’s always something to do in downtown!

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

**BRIDGESTONE ARENA** was ranked sixth in the United States and 15th in the world for ticket sales in 2018, and nominated Arena of the Year by Pollstar.

The 84th annual **NFL DRAFT** was held in Nashville on April 25–27, 2019, and brought thousands to our streets and millions worldwide to view the most-watched draft in history.

The 48th annual **CMA MUSIC FESTIVAL** brought visitors from all 50 states, Puerto Rico and 36 other countries. More than 300 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 8,389 hotel rooms. There are 3,640 more rooms currently under construction. An additional 3,130 hotel rooms are planned.
The Nashville downtown retail strategy focuses on fostering dynamic retail clusters in target areas led by retail and restaurant magnets.

- 61 new retail businesses have opened or announced opening plans so far in 2019
- 3.3 million square feet of retail space in downtown Nashville
- 4.6% vacancy rate

ART CRAWL
- 26 venues
- 25,000 annual attendees
- The FirstBank 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
• 30 shuttles in operation on seven routes
• 4,400 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 D with optional round-trip shuttle service for only $3 per person. Already in 2019, BEEP has served more than 85 events.

BCYCLE BIKE-SHARE PROGRAM
• The Nashville Downtown Partnership manages the Nashville BCycle bike-share program. Nashville BCycle has 300 bikes at 36 automated kiosks, including newly added e-bikes.
WEBSITES

• The Nashville Downtown Partnership manages four websites – information about everything downtown, where people can park, information about downtown’s most popular neighborhoods and how to rent and ride a Nashville BCycle.

• The events calendar features hundreds of downtown happenings every month. The website provides maps and directions with detailed information about downtown destinations, including 297 dining options and 109 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.

• Nashville BCycle launched a new website in 2019. Users are able to create a BCycle account, find where stations and bikes are located, and more.

SOCIAL MEDIA

• Social media is a great way for thousands to connect with downtown Nashville! The Nashville Downtown Partnership has:
  180,044 followers on Twitter
  29,218 followers on Instagram
  80,415 followers on Facebook
  30,026 Downtown Details subscribers

• The Partnership manages 11 social media accounts (Downtown Nashville, The Gulch, Nashville BCycle and First Saturday Art Crawl) with more than 369,920 combined total followers.

THE GUIDEBOOK

• Published twice each year, 80,000 copies of The Guidebook are distributed to hotels, restaurants, and business and residential locations.
INVESTING IN THE HEART OF NASHVILLE

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THANK YOU.

To the Nashville Downtown Partnership staff and everyone who contributes to its cause for 25 years of living, working, playing, investing and transforming this great city we all call home.

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We love a good cause as much as a good case.

At GSRM, we’re committed to our clients, and our community. Through donations and volunteer time, we proudly support nonprofits like Cheekwood, Nashville Downtown Partnership, Girls on the Run, Interfaith Dental Clinic and more. Because when they succeed, we all succeed.

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**Parameter**:
- **Location**: Renaissance Nashville Hotel
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  - Marketing Services
  - Technology Integration
  - Event Logistics

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