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SHIRLEY ZEITLIN
Zeitlin & Company, Realtors
Downtown Nashville has enjoyed a tremendous amount of growth and change in recent years. 2017 is no exception.

We have been on a rapid growth trajectory, consistently breaking our own development records and catching national attention from businesses, investors, retailers, restaurateurs, and visitors. In the midst of the dizzying expansion, it can be easy to lose focus on the overall picture of downtown.

As the city continues to grow, so do the Partnership’s initiatives to make downtown Nashville the compelling urban center in the Southeast in which to live, work, play and invest. The Partnership is the go-to resource that gets things done downtown.

We are solely focused on enhancing the downtown experience, and the significant growth in the city requires the Partnership to expand our efforts to deliver creative and pragmatic solutions.

These recent years of growth have been an exciting time for downtown, and the stage is set. The Partnership is ready to help take downtown Nashville to the next level.

THOMAS D. TURNER
President and CEO

CORE PURPOSE
To make downtown Nashville the compelling urban center in the Southeast in which to LIVE, WORK, PLAY and INVEST.
Downtown Living

KIRBY DAVIS, Chair,
Development Committee

• Downtown rental rates and condo prices continue to rise downtown, even as additional rental projects have delivered over the past 12 months. Rental occupancy continues strong at 95%. Housing prices have significantly increased over the past 36 months, and there is only a 2.6-month supply of resale inventory.

10,000+
people live in downtown Nashville

• The number of downtown residents by the end of 2018 is projected to be as high as 13,000. If all planned projects come to fruition, there would be 16,000+ downtown residents by the end of 2019.

New Places to Live Downtown This Year:
505 Nashville • The Gossett on Church Olmstead • River House

• At mid-year 2017, there were 5,968 downtown residential units—57% rental, 39% condo, and 4% single-family units. Market rate housing constitutes 96% and affordable housing accounts for 4% of the housing mix.

• Currently, 11 projects are under construction that will deliver more than 2,608 apartments and 71 condominiums.

Top Reasons to Live Downtown
1. Convenient Central Location
2. Urban Experience
3. Close to Work
4. Restaurant Selection
64 new retail businesses opened or announced opening plans in 2017.

In 2016 there were 41 retail openings.

- The Nashville downtown retail strategy focuses on fostering dynamic retail clusters in target areas led by retail magnets.

- International fashion retailer H&M will occupy 27,000 square feet of retail space at Fifth + Broadway. A one-stop clothing destination for women, men and teens, the store is scheduled to open in the fall of 2019.

- Whole Foods will be the ground-level anchor tenant, occupying 41,500 square feet in a new building at 12th and Broadway. The eco-friendly grocery store chain will bring a wide variety of food choices to downtown.

- New retailers this year include Blush Boutique, Sea Salt, Gray & Dudley, Deacon’s New South, Black Rabbit, and Southern Vintage Market.

- The Nashville boutique hotel and retail scene is exploding, with many new concepts under construction on 4th Avenue.
  > The Noelle Hotel will feature several exciting new retail concepts including Drug Store Coffee, Keep Shop, and Little Prints.
  > The Bobby Hotel will include a café, restaurant and bar, plus a rooftop venue overlooking Banker’s Alley.

- The First Saturday Art Crawl continues to grow with 28 venues on the map, and 2,000 regular attendees. Each month—on the first Saturday—art galleries throughout downtown Nashville open their doors for an evening of art and culture.

106 Shopping Options
246 Dining Options
98 Nightlife Venues
23 Galleries
• Recent additions to the downtown office space scene include 222 (391,000 square feet) and Bridgestone Tower (315,000 square feet).

• Fifth + Broadway is underway, with the demolition phase nearly complete. The final product will feature 350,000 square feet of office space, 350 apartments, and the National Museum of African American Music. Additional components include a new hotel conference center, event space, and 183,000 square feet of new retail.

• The former LifeWay campus sold to Southwest Value Partners, and will soon become Nashville Yards. The mixed-use development is a multiphase Class A and creative office, retail, hospitality, entertainment, and residential project that will reshape a 15-acre swath of downtown.

• Capitol View continues to grow. LifeWay’s new nine-story, 250,000 square-foot headquarters is under construction for their 1,100 downtown employees.

• The Partnership’s 8th annual Downtown Employee Appreciation Week in October of 2017 celebrated the 65,000 (and growing) people who work in downtown Nashville.
• The Nashville Predators made a historic run to the Stanley Cup Finals in 2017. Their first-round sweep of the Chicago Blackhawks marked the first time in NHL history that an 8 seed team swept a series against the 1 seed.

• Ryman Auditorium—nine-time winner of the prestigious Pollstar Theatre of the Year Award—hosted a wide variety of internationally renowned acts in 2017, including Harry Styles, Kesha, Jason Isbell, Alison Krauss, and hundreds more.

• Bridgestone Arena was ranked fifth in the United States and 16th in the world for ticket sales in 2016. It was also the center stage for the Nashville Predators’ Stanley Cup Finals run.

• The 46th annual CMA Music Festival brought $57.7 million in direct visitor spending in 2017. The all-star country lineup featured acts such as Garth Brooks, Trisha Yearwood, Ricky Scaggs, Oak Ridge Boys, Big and Rich, and many more.

• 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.

Nashville offers so much to eat, see, and do! With record growth, new businesses, and a significant tourism scene, the city continues to need more hotels. Downtown Nashville has 5,548 hotel rooms. There are 3,109 more rooms currently under construction. An additional 3,733 hotel rooms are planned.
Connect Downtown

• The events calendar on nashvilledowntown.com features 800–1,000 downtown happenings every month. The website’s point-location mapping feature provides users with detailed information about downtown destinations, including 246 dining options and 106 places to shop.

• 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.

nashvilledowntown.com
parkitdowntown.com
nashville.bcycle.com
exploretethegulch.com

Altogether, these sites garner more than 3.25 million pageviews in a year.

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

• Social media continues to be a convenient method for thousands to connect with downtown. The Nashville Downtown Partnership currently has 161,645 followers on Twitter, and 25,333 followers on Instagram. The Partnership’s Facebook account now reaches over 65,000 followers.

• The Partnership manages 10 social media accounts (Downtown Nashville, The Gulch, Nashville B-cycle, and ParkIt! Downtown) with more than 304,000 total followers.

• The Nashville Downtown Partnership’s social media statistics consistently outpace those of comparable organizations in other cities such as Austin, Charlotte, Atlanta, and Indianapolis.

• Published twice each year, 70,000 copies of The Guidebook are distributed to hotels, restaurants, business and residential locations. This comprehensive listing of downtown options in 40 categories is also maintained online at nashvilledowntown.com.
The Nashville Downtown Partnership has managed the Nissan Stadium park-and-ride program since May 2002. Free weekday parking is offered in designated Nissan Stadium lots for registered downtown employees. The Partnership provides optional cost-effective shuttle service to downtown office buildings.

As new companies move downtown, the Partnership helps find parking solutions for the incoming employees, including adding new shuttle routes as the need arises.

BEEP (Best Ever Event Parking) is 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 2017, BEEP has served more than 16,000 event goers in downtown.

The Nashville Downtown Partnership manages the Nashville B-cycle bike-share program. Nashville B-cycle has 301 bikes at 36 automated kiosks.

Get Around Downtown

So far in 2017:
- 392 Nashville B-cycle annual memberships
- 67,213 bike checkouts
- 458,621 miles ridden
- 18,282,854 calories burned
- 434,323 pounds of carbon offset

BECKY HARRELL, Chair, Access and Transportation Committee
Clean and Safe in Downtown

BRENDA SANDERSON, Chair, Public Space Committee

• 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 end of September 2017, the cleaning staff removed more than 94,028 pounds of trash, 4,186 square feet of graffiti, and power washed and weeded more than 1,642 block faces and alleys in the urban core district.

648 seasonal hanging flower baskets in 2017

Downtown Ambassadors monitor downtown streets and sidewalks. Through September 2017, they logged more than 6,109 miles on Segways.

• The cleaning team continues to mow the grass and remove litter and weeds along the major downtown access points at highway interchanges. They also clean and repaint junction boxes, light poles, trash receptacles, and tree grates as needed.

• Two Social Services Outreach Coordinators focus on connecting individuals to needed services such as drug and alcohol treatment programs, transportation assistance, and mental health services. Using a housing-first model, 83 clients have received more than 51,328 days of housing.
• Since 2007, corporate investors have committed over $2 million to advance key initiatives of the Nashville Downtown Partnership. Board members and the broader business community are strong partners in implementing a variety of downtown improvements.

• Annual corporate investments have supported a comprehensive downtown retail strategy, street beautification and landscaping projects, upgrades to the Downtown Development Center, the enhancement of user-friendly responsive websites, and the expansion of a successful street outreach initiative.

• Most investors continue participating each year because they consider a strong downtown economy to be critically important for the entire region and they value the Partnership’s advocacy for downtown businesses and residents.

• Over 55% of the 2017 investors are members of the Board of Directors. The number of investors continues to expand, with three new groups added in 2017.

• Other Partnership investment opportunities include annual membership dues, downtown home tour sponsorships, annual meeting sponsorships and guidebook advertising. From this menu of options, investors choose those categories that best complement their business goals.

**Investors make a difference in downtown**

ROBERT A. McCABE, JR., Chair
Resource Development Committee

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**CORPORATE INVESTORS 2007–2017**

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| AT&T | Lipscomb University |
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| Baker Donelson | MarketStreet Enterprises |
| Barge Waggoner Summer and Cannon | Martha and Bronson |
| The Bank of Nashville | Ingram Foundation |
| Bass, Berry & Sims PLC | The Memorial Foundation |
| BDO USA, LLP | Metro Development |
| Beaman Automotive Group | & Housing Agency |
| Boyle Investments | Music City Suites, LLC |
| Nashville/Capitol View | Nashville Electric Service |
| Bridgestone Americas | Nashville Pinnacle, LLC |
| Holding, Inc. | Nashville Predators |
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| Services, LLC | Pricewaterhouse Cooper |
| CoreCivic | Regions Bank |
| Corner Partnership, LLC | Saint Thomas Health |
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| DET Distributing Co. | Sprintz Furniture |
| DSL Seifenthaler | Sherrard Roe Voigt |
| DZL Management Co., LLC | & Harbison |
| Eakin Partners, LLC | The Stage on Broadway, Inc. |
| Earl Swenson Associates | and Legends Corner, Inc. |
| Enterprise Holdings | Standard Candy Co. |
| Foundation | Sites & Harbison, PLLC |
| Fifth Third Bank | Strategic Hospitality |
| First Management Services | SunTrust Foundation |
| First Tennessee | Tennessee Titans |
| FirstBank | TomKats Hospitality |
| Frazier & Deeter, P.C. | Tootsie’s, Honky Tonk |
| Freeman Webb | Central, and Rippy’s |
| Companies | Tower Investments |
| Fresh Capital | Tuck-Hinton Architects |
| Genesco | U.S. Bank |
| Giaratana, LLC | Vanderbilt University |
| GHP Environmental | Vanderbilt University Medical Center |
| + Architecture | Village Real Estate Services |
| Gresham, Smith | Walker Tipps & Malone |
| and Partners | Waller Law |
| GSRM Law | Ward Brothers |
| Harwell Howard Hyne | Development |
| Gabbert & Manner, PC | Ted Welch Investments |
| Hall Strategies | Wildhorse Saloon |
| RCA | Work and Greer |
| HealthTrust | XMI Holdings |
| Hensler Development Group, LLC | Zeitlin and Company, Realtors |
| The Hermitage Hotel | *Bold type indicates 2017 investors |
| Highwoods Properties, Inc. | Ingram Industries Inc. |
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CONGRATULATIONS
SALLY E. CONNELLY
Distinguished Recipient of the
Nashville Downtown Partnership
2017 JEANNIE R. HASTINGS
VISION AWARD

Her deep and unwavering personal commitment to the downtown Nashville community for more than 16 years branded downtown as the compelling urban center in the Southeast in which to LIVE, WORK, PLAY and INVEST.

She knows no challenge too large or too arduous, and accomplishes all that she sets out to do. She is a true champion for downtown Nashville.

We thank Sally for her optimistic passion, drive for excellence, and heartfelt dedication to Nashville and the downtown community.

Pinnacle Financial Partners has contributed this space
TWO THOUSAND SEVENTEEN TENNESSEE TITANS

TOGETHER WE WILL

FORGE AHEAD

Good to be home.
We’re thrilled to be one of downtown’s newest neighbors and proud to support the Nashville Downtown Partnership 2017 Annual Meeting and Awards Luncheon.

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Our commitment is long-term

615THIRD
Moving
Fall 2017

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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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Since 2004, LP Building Products has been proud to call Nashville home. As part of the Nashville Downtown Partnership our pride is demonstrated in the active role we are taking in shaping the future of the community.

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Building What Matters

Skanska is proud to build what matters in downtown Nashville.

The world calls Nashville Music City. We call it home.

UBS is proud to sponsor the Nashville Downtown Partnership.
CORE PURPOSE
To make downtown Nashville the compelling urban center in the Southeast in which to LIVE, WORK, PLAY and INVEST.
## 2017 Members

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