2017 Annual Report

NASHVILLE DOWNTOWN PARTNERSHIP

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Setting the Stage

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:

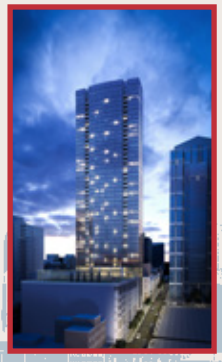
505 Nashville • The Gossett on Church
Olmstead • River House

- 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.

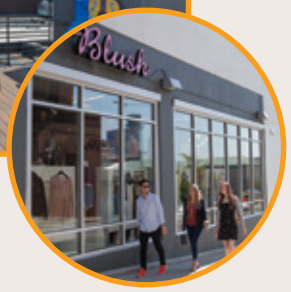
Top Reasons to Live Downtown

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

Shop Downtown

KIRBY DAVIS, Chair,
Development Committee

Work Downtown

Downtown office vacancy: **7.9%**

Class A vacancy: **3.2%**

KIRBY DAVIS, Chair,
Development Committee

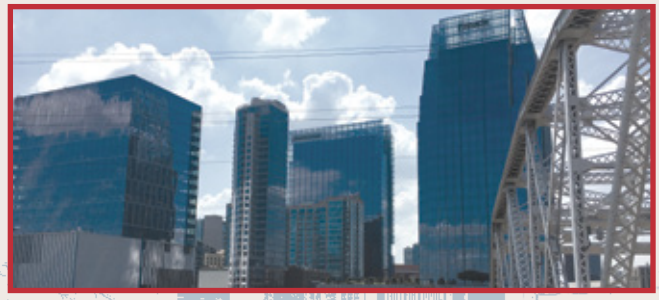
- Recent additions to the downtown office space scene include 222 (391,000 square feet) and Bridgestone Tower (315,000 square feet).

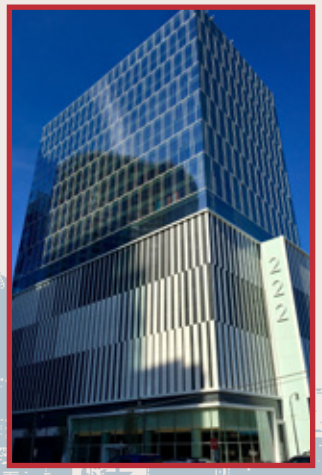
- Fifth + Broadway is underway, with the demolition phase nearly complete. The final product will feature 350,000 square feet of office space, 350 apartments, and the National Museum of African American Music. Additional components include a new hotel conference center, event space, and 183,000 square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





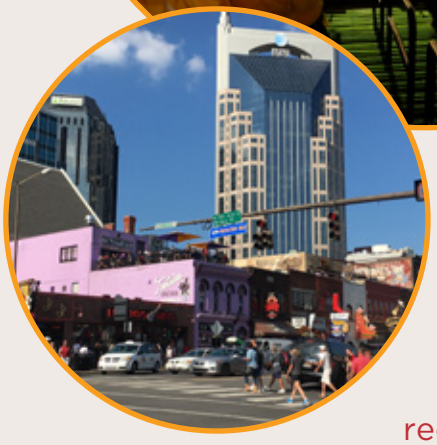
- **The Nashville Predators** made a historic run to the Stanley Cup Finals in 2017. Their first-round sweep of the Chicago Blackhawks marked the first time in NHL history that an 8 seed team swept a series against the 1 seed.

- **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.

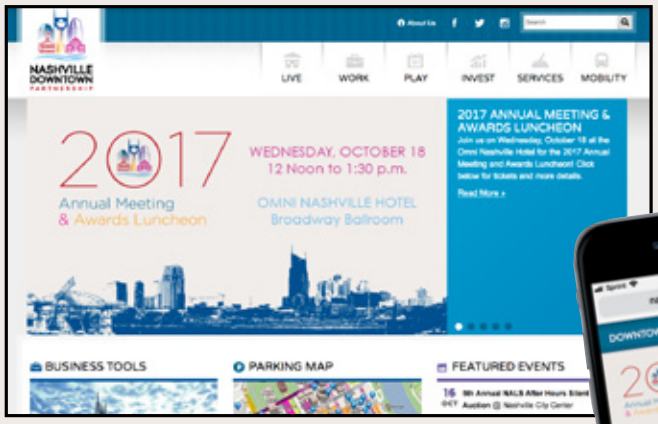
- **Live on the Green** is a free, annual concert series produced by Lightning 100. It takes place at Public Square Park, with four weekly concerts in August and September. The last week features a three-day music festival.



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.

Play Downtown

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
explorethegulch.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.**

downtown details

/DowntownNashville
/NashvilleGulch
/NashvilleBcycle

@DwntwnNashville
@NashvilleGulch
@NashvilleBcycle

@Downtown_Nashville
@TheGulchNashville
@NashvilleBcycle

Get Around Downtown

- 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.

There are currently
25 shuttles
in operation on five core routes, serving more than
2,600
downtown employees every workday.

- 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.

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

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

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 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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American Constructors, Inc.
Amstar Group
AT&T
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Baker Donelson
Barge Waggoner Sumner and Cannon
The Bank of Nashville
Bass, Berry & Sims PLC
BDO USA, LLP
Beaman Automotive Group
Boyle Investments
Nashville/Capitol View
Bridgestone Americas Holding, Inc.
Brasfield & Gorrie
Bristol Development
Brookside Properties
Butler Snow, LLP
CapStar Bank
Caterpillar Financial Products
Clearbrook Holdings
Colliers International | Nashville
Core Development Services, LLC
CoreCivic
Corner Partnership, LLC
Crosland, LLC
Cushman & Wakefield
CVS Caremark Corporation
DET Distributing Co.
DVL | Seigenthaler
DZL Management Co., LLC
Eakin Partners, LLC
Earl Swensson Associates
Enterprise Holdings Foundation
Fifth Third Bank
First Management Services
First Tennessee
FirstBank
Frazier & Deeter, P.C.
Freeman Webb Companies
Fresh Capital
Genesco
Giarratana, LLC
GHP Environmental + Architecture
Gresham, Smith and Partners
GSRM Law
Harwell Howard Hyne Gabbert & Manner, PC
Hall Strategies
HCA
HealthTrust
Hensler Development Group, LLC
The Hermitage Hotel
Highwoods Properties, Inc.
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Lipscomb University
M Street
MarketStreet Enterprises
Martha and Bronson Ingram Foundation
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Metro Development & Housing Agency
Music City Suites, LLC
Nashville Electric Service
Nashville Pinnacle, LLC
Nashville Predators
Nashville Sounds
Neal & Harwell, PLC
Nissan North America
O'Charley's Inc.
OliverMcMillan | Spectrum | Emery
Parallon Business Services
Piedmont Natural Gas
Pinnacle Financial Partners
Premier Parking
Pricewaterhouse Cooper
Regions Bank
Saint Thomas Health
Sarah Cannon
SMS Holdings
SP Plus
Sprintz Furniture
Sherrard Roe Voigt & Harbison
The Stage on Broadway, Inc. and Legends Corner, Inc.
Standard Candy Co.
Stites & Harbison, PLLC
Strategic Hospitality
SunTrust Foundation
Tennessee Titans
TomKats Hospitality
Tootsie's, Honky Tonk Central, and Rippy's
Tower Investments
Tuck-Hinton Architects
U.S. Bank
Vanderbilt University
Vanderbilt University Medical Center
Village Real Estate Services
Walker Tipps & Malone
Waller Law
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Bold type indicates 2017 investors

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Distinguished Recipient of the
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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.

NASHVILLE DOWNTOWN PARTNERSHIP

Pinnacle Financial Partners has contributed this space

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FORGE AHEAD

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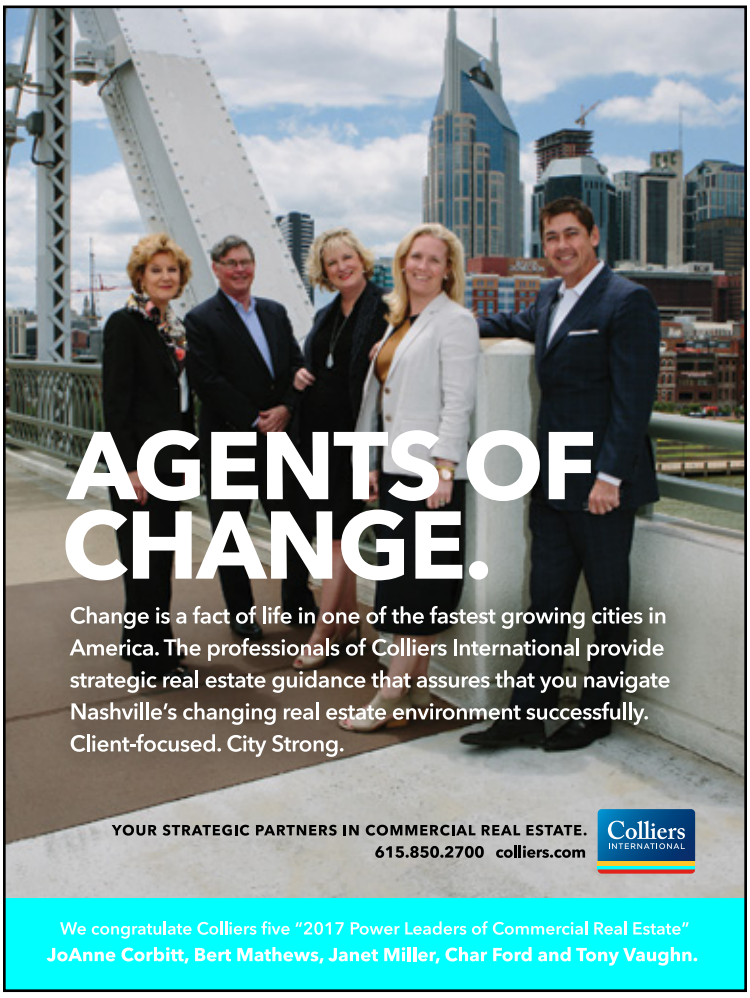

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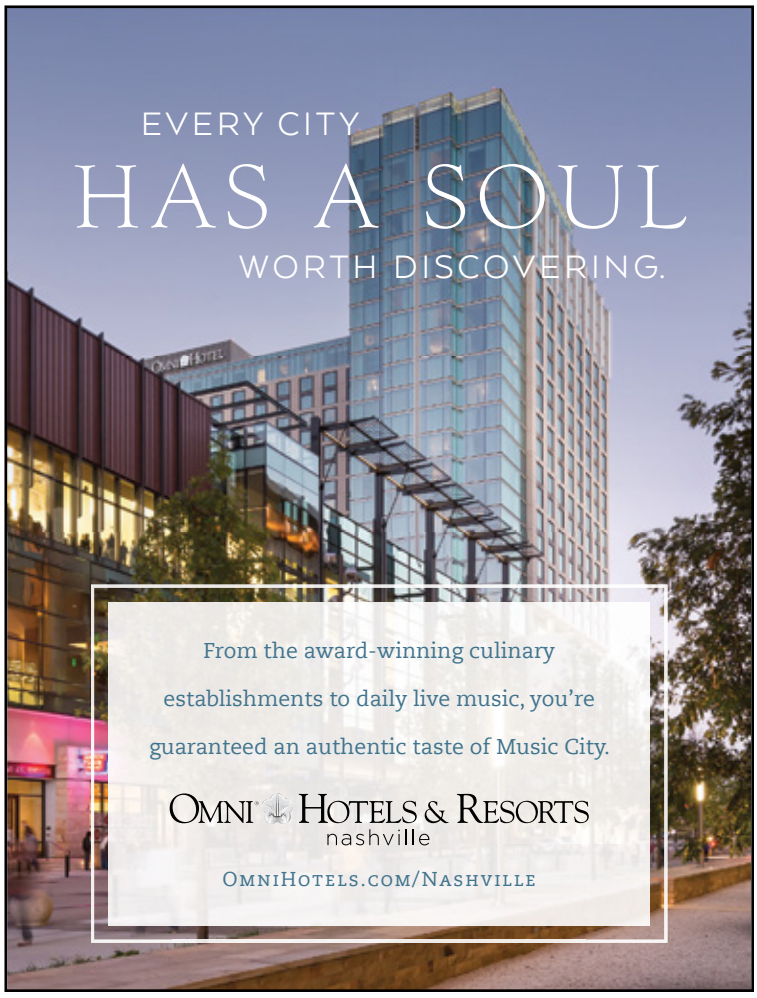

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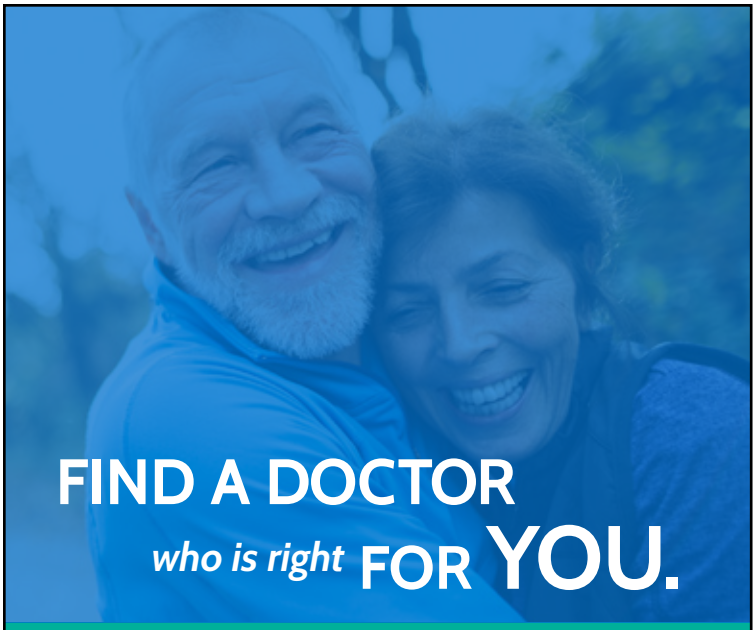
OmniHotels.com/Nashville



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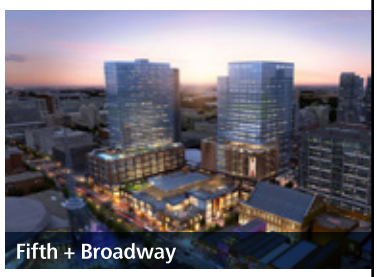
Fifth + Broadway

West Riverfront Park

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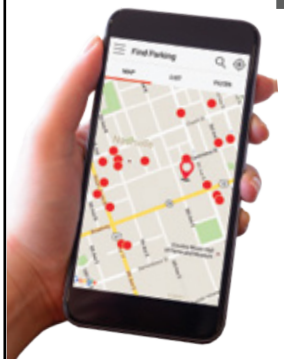

Searching for Parking Just Got Easier

SP+ PARKING

Download the SP+ Mobile App at:

SP Plus Corporation
171 3rd Avenue North, Nashville TN 37201
nashville@spplus.com 615-695-9253

NashvilleParking.spplus.com

Connect with us

Services

We are committed to developing enhanced services to meet the demands of our clients. To deliver high levels of quality and service, **SP+** offers a wide array of premier service offerings that includes:

- Parking
- Transportation
- Consulting
- Marketing Services
- Technology Integration
- Event Logistics

Markets

- Airports
- Events & Venues
- Hospitals & Medical Centers
- Hotels
- Municipalities
- Office Properties
- Residential Properties
- Retail Properties
- Universities

The world calls Nashville Music City.

We call it home.

UBS is proud to sponsor the Nashville Downtown Partnership.

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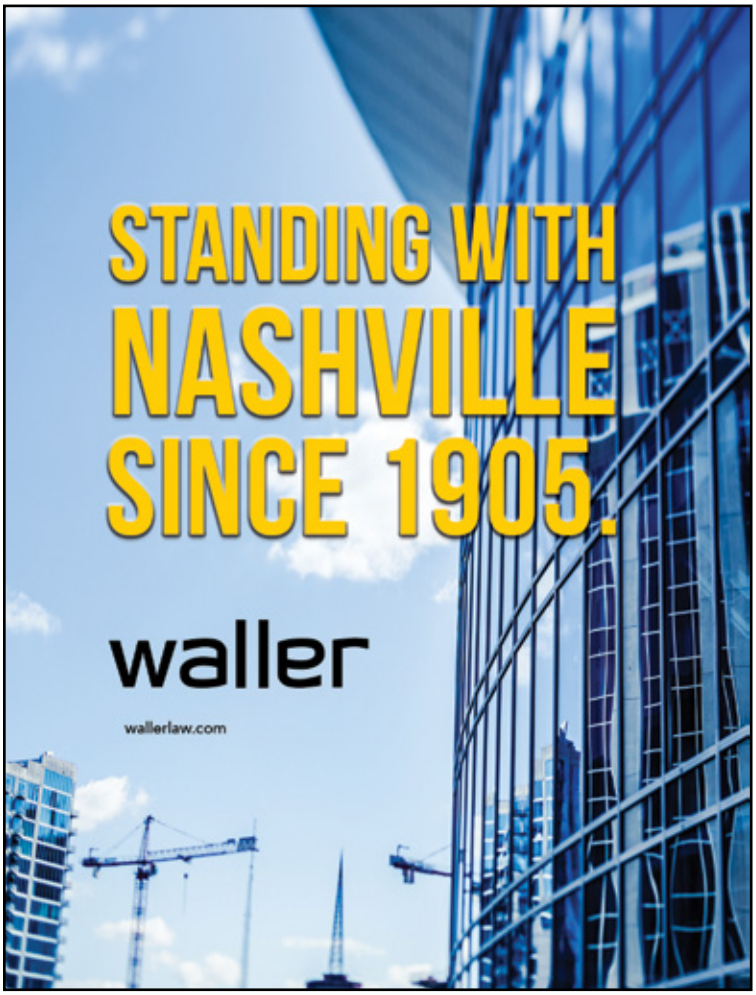

NASHVILLE DOWNTOWN PARTNERSHIP

CORE PURPOSE

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

NASHVILLE DOWNTOWN PARTNERSHIP

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

20|20 Research.com
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AT&T
Baker Donelson
Bakersfield
Bank of Nashville
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Bass, Berry & Sims PLC
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Burr & Forman
Butler Snow LLP
CapStar Bank
Cawthon's Caterer, Inc. (Jack's Bar-B-Que)
CBRE
Christ Church Cathedral
Collier Engineering Co.
Colliers International
Collins Law Firm, PLLC
Creative Artists Agency
Crescent Real Estate
Destination Nashville
Dickinson Wright PLLC
Drive Social Media
Dunn Bros. Coffee (H&D Hospitality LLC)
DVL Seigenthaler, A Finn Partners Company
Event Logistics, Inc.
Federal Reserve Bank
Fifth Third Bank
First Tennessee Bank
FirstBank
Frazier & Deeter
Freeman Webb Companies
Frist Center for the Visual Arts
Frost Brown Todd
Gobbell Hays Partners, Inc.
Good Time, LLC (AJ's Good Time Bar)
Grand Avenue Limousine, LLC
Gray Line of Tennessee
Gresham, Smith and Partners
Gullett, Sanford, Robinson & Martin, PLLC
Hall Strategies
Hastings Architecture Associates
Hawkins Partners Inc.
HealthTrust
Hermitage Hotel
Highwoods Properties
Hyatt Place Nashville Downtown
JLL (Jones Lang LaSalle)
KPMG
KraftCPAs PLLC
Live Nation
LP Building Products
Maple Ridge Events
MarketStreet Enterprises
Mastrapasqua Asset Management
McNeely Pigott & Fox Public Relations
Metropolitan Nashville Airport Authority
MJM Real Estate
Music City Center
Music City Wienery
NASBA
Nashville CVC
Nashville Electric Service
Nashville First Baptist Church
Nashville Predators
Nashville Symphony
Nashville Yards
Neal & Harwell, Attorneys
Old Town Trolley Tours of Nashville
Omni Nashville Hotels
Patterson Real Estate Group
Piedmont Natural Gas
Pinnacle Bank
Raybin & Weissman PC
Regions Bank
Renaissance Nashville Hotel
Robin Realty Company, LLC
Ryman Auditorium
Sarah Cannon
Schulman LeRoy and Bennett, PC
Sea Salt
ServiceSource
Sheraton Downtown Nashville
Sherrard & Roe
Site Selection Tennessee
Skanska USA Building Inc.
SoBro Guest House
Sorci and Swords Design, Inc.
SP Plus
Starling Davis, Fridrich & Clark Realty, LLC
Stewart Parking Solutions
Stites & Harbison
SunTrust Bank
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TENNESSEAN
Tennessee Performing Arts Center
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The DISTRICT
The Ingram Group
The STAGE, Legends Corner, Second Fiddle
TN Road Builders Association
Tomkat Hospitality
Trauger & Tuke
Tuck-Hinton
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