DOWNTOWN NASHVILLE

YOUR BUSINESS ADDRESS
Downtown Nashville ... dynamic mix of government and business leaders ... over 57,000 employees ... center of Nashville’s legal, financial and creative businesses

- Downtown Nashville offers over 7.9 million square feet of competitively priced office space - with a variety of LEED Certified, Energy Star and other sustainable indicators
- 1201 Demonbreun will add 275,000 SF of Class A office in late 2016
- Downtown businesses have convenient access to city, state and federal agencies, services and courts. Twenty-nine of Nashville’s 35 largest law firms are located downtown
- A hot spot for entrepreneurial, tech and creative businesses, ServiceSource, Asurion, Creative Artists Agency, and Emma have recently chosen downtown locations
- UBS Nashville Business Solutions Center continues to expand 1,200 new jobs downtown
- HCA is moving Parallon and Sarah Cannon headquarters downtown bringing 2,000 jobs by 2016
- A magnet for music industry leaders, downtown is the home of major players including CMT, Universal Music Group and Sony/ATV Music Publishing
- 95% of employees say downtown Nashville has a positive and energetic atmosphere
- 94% agree that downtown is a fun place to work according to the 2015 Downtown Employee Survey!

ServiceSource moved to downtown Nashville to be an active part of this area’s exciting growth; a great draw for new potential employees and our customers who visit from the world’s largest technology companies to engage with our now over 800 employees.

- Keith Leimbach, Executive Vice President, Operations

MEETING EXPECTATIONS

- Music City Center, a new downtown state-of-the-art 1.2 million square foot convention center, opened in May 2013. This $635 million investment offers 60 meeting rooms with over 90,000 square feet and the largest Grand Ballroom in the state and a 350,000 square foot exhibit hall
- A variety of meeting space is available at over 30 downtown facilities
- Currently 4,685 hotel rooms downtown. Planned hotel developments will add 3,000 rooms over the next 3 years
- The Hermitage Hotel is Tennessee’s only Forbes Five Star and AAA Five Diamond Hotel
- Hilton Nashville Downtown, Renaissance Nashville Hotel and Union Station Hotel are AAA 4-diamond rated hotels. Nashville’s Union Station is among 2015 Conde Naste Reader’s Choice List
- Omni Nashville Hotel, also AAA 4-diamond hotel, opened its doors in September 2013. Across from the new Music City Center, this 800-room luxury hotel offers over 60,000 square feet of meeting and event space and is fully integrated with an expansion of the Country Music Hall of Fame and Museum on three levels and is LEED Silver Certified NC
- Prime new event spaces at the Country Music Hall of Fame and Museum include a 10,000 SF Event Hall with skyline views from 40-foot glass windows as well as an outdoor terrace and the 800-seat state-of-the-art CMA Theater

SUSTAINABILITY

- 97% of downtown Class A office space is LEED Certified, Energy Star Rated or engages in building-wide sustainable practices. All planned Class A office buildings expect LEED certification
- Downtown’s compact, walkable community offers an exceptional quality of life for its employees. The Walkscore in downtown is in the 90’s, considered a “walkers paradise.” (www.walkscore.com)
- Alternate transportation options are available to downtown employees (B-cycle Bike Share Program and Enterprise Car Share)
- The Partnership partners with a local company to offer free downtown electronics recycling

THE NASHVILLE ADVANTAGE

Hottest U.S. Cities for 2016 – Nashville is on Business Insider’s list of the hottest American cities due to job growth, population growth, affordability, livability, and the health and well being of the city’s residents. Also considered was each city’s “coolness” (December 2015)

Strong Economic Growth City – Business Facilities’ 11th annual rankings report shows Nashville taking the lead in economic growth potential. The listing cites Nashville’s geographical advantages, low cost of doing business and the strength of the health care industry. (July 2015)

America’s Fastest Growing Cities – Nashville is on Forbes.com’s list of the fastest-growing cities in America. The ranking is based on estimated population growth for 2014 and 2015, year-over-year job growth for 2014, and gross metro product growth, federal unemployment data and median annual pay for college-educated workers for America’s 100 most populous MSAs. (January 2015)

Top City for Tech Grads – Nashville is listed fifth on a new ranking of the best cities for recent tech grads to find a job after graduating. DataFox – a business research company – compiled data on mentorship and networking opportunities, affordability and growth potential to produce the ranking. (January 2016)

Hot Startup City – Entrepreneur magazine placed Nashville on its list of hot startup cities “where startup dreams come easier and cheaper, but can still pay off big.” (August 2015)

Best Place to Start a Business – An article published by Inc.com, showed Tennessee can in seventh and Nashville was ranked sixth among the best places in the U.S. to start a business. (August 2015)

Top Small Business Friendly City – In a national survey, Nashville received an A+ rating for small business friendliness from Thumbtack.com. (August 2015)

Top 10 Cities for Creatives – SmartAssett.com, a financial research website, looked at the top 10 U.S. cities for creative workers. Nashville ranked fifth. The rankings were determined by comparing cost of living in major U.S. cities to the concentration of creative workers in those cities. (July 2015)
WHEN EASY ACCESS IS A PRIORITY

Business travel from and to downtown Nashville is convenient

Nashville International Airport (BNA)
- 11 minutes from downtown Nashville
- Easily accessible by shared-ride shuttles, taxis, or direct airport route buses
- Connected by 10 airlines with 70 markets via direct or same plane service and 50 markets via non-stop service, with more than 10 million passengers annually
- $70 million terminal renovation recently completed
- Ranked #8 for America’s Best Airport (Travel & Leisure)
- Listed as one of the “Seven Most Entertaining Airports in the World” (CNN)
- One of 12 airports in the country participating in the FAA’s Sustainable Master Plan program, making sustainability a core objective in airport planning

John C. Tune Airport (JWN)
- Caters to corporate and personal aircraft users
- Operates 24 hours per day, 7 days per week

Commuter Driving Time to Downtown Nashville From:
- Brentwood 14 minutes
- Goodlettsville 18 minutes
- Bellevue 18 minutes
- Franklin 26 minutes
- Lebanon 34 minutes
- Murfreesboro 38 minutes

The population centerpoint of the 10-county Nashville Economic Market is adjacent to Downtown Nashville

Nashville Economic Market Approximate Flight Times

FLIGHT TIME
- Up to One Hour
- Up to Two Hours
- Up to Three Hours
- Up to Four Hours
- Up to Five Hours

More than 50% of the United State’s population is located within 650 miles of Nashville

• Three major interstate highways (I-40, I-65 and I-24) converge near downtown Nashville, and many regional cities are within a day’s driving distance
• Downtown Nashville is the geographic and population center point of a 10-county metropolitan trade area, with a total population of more than 1.8 million
A park and ride program managed by the Nashville Downtown Partnership offers free weekday parking at LP Field and a convenient low-cost shuttle service that stops near all major downtown office buildings (www.parkitdowntown.com)

- Nashville Downtown Partnership staff consults with companies considering a downtown office location to address their specific parking and shuttle requirements
- There are over 52,000 public and private parking spaces in downtown Nashville
- Metropolitan Development and Housing Agency has plans underway to build a public parking garage at 5th & Church that will provide over 1,100 parking spaces for employees and visitors
- Music City Star, operated by The Metropolitan Transit Authority, provides weekday commuter rail service between Lebanon and downtown Nashville (www.musiccitystar.org)
- Nashville Metropolitan Transit Authority (MTA) has 43 bus routes, serves over 10.2 million riders annually, and operates Music City Central, a downtown transit center with transfer options and amenities
- Music City Circuit is a free MTA circulator service through downtown, linking the Farmers Market, The Gulch, SoBro, and areas in between
- Nashville B-cycle, a fee-based bike-share program with 30 B-stations, and more planned (nashvillebicycle.com)
- Enterprise Carshare, a car sharing program, provides four vehicles throughout downtown with low-cost membership and hourly rates
The Nashville area has 21 accredited four-year and postgraduate institutions, six community colleges and 11 vocational technical schools. In the Nashville MSA, 51 percent of adults at least 25 years old have one or more years of college education, and more than 70,000 people have graduate or professional degrees. According to the 2015 Downtown Residential Survey, 53% of people living in downtown Nashville have college degrees and an additional 34% have post-graduate or professional degrees.

Three universities in Nashville rank among the best in the nation: Vanderbilt University came in at No. 15 on the overall list of the nation’s best colleges and universities. Belmont and Lipscomb universities appeared on the “Best Regional Universities” list for the southern region – Belmont at No. 5 and Lipscomb at No. 18 (U.S. News & World Report, 2016).

Various co-working and flex office spaces are available downtown. Short and long-term space is not only available for the small entrepreneurial business, but also for creative, media arts, and film and television production and music professionals. Nashville Software School (NSS), a not-for-profit organization, trains the next wave of software developers who will work in Nashville’s technology industry. Its purpose is to develop tech talent to meet the rising local demand. The school works closely with local tech companies and funnels students directly into full-time jobs.

Nashville Entrepreneur Center, a campus hub that allows individuals with entrepreneurial interests to interact with, challenge and learn from one another, has helped more than 173 companies launch since 2010. Top City for Businesses Owned by Women, Millennials – Among big cities nationwide, Nashville has one of the highest rates of millennial entrepreneurs, according to a new study by the Kauffman Foundation. (December 2015)

Best Performing Cities - The Milken Institute released its 2015 “Best-Performing Cities” index, which ranks U.S. metropolitan areas by how well they are creating and sustaining jobs and economic growth. The Nashville MSA is #18. (December 2015)

Best Cities for Millennial Entrepreneurs – Nashville ranked the fourth-best city to be a millennial entrepreneur by Thumbtack.com, a website that matches service providers with prospective clients. The site surveyed 18,000 small business owners to assess the business friendliness of U.S. cities. Then a subset was analyzed from entrepreneurs aged 34 and under. (September 2015)

Google selected Nashville as one of seven inaugural cities to participate in its Google for Entrepreneurs Tech Hub Network. This new venture will better connect emerging local tech scenes across the country with each other and with resources at Google (October 2013)

Downtown’s leading technology companies including Asurion, Emma, Healthstream, Qualifacts and ServiceSource provide over 2,000 jobs.

Fostering and helping small businesses, startups and early-stage companies grow in Nashville is everyone’s business. That’s where Nashville’s future growth is going to come from.

— Mike Shmerling, Innovation Center Owner

We love being in a downtown building with historic character, right on the river, situated in a central location for all Emma employees.

— Clint Smith, Emma Co-founder & CEO
• Downtown is the regional center for culture, entertainment and sports with an exciting and varied offering of art galleries, museums, theaters, and performing arts venues
• Downtown Nashville is the heart of Music City – with over 40 live music venues offering country, jazz, bluegrass, and blues every night
• Major downtown arts and cultural venues include the Frist Center for the Visual Arts, the Country Music Hall of Fame and Museum, the Musicians’ Hall of Fame and Museum, the iconic Ryman Auditorium, Schermerhorn Symphony Center, Bridgestone Arena, Ascend Amphitheater, Tennessee State Museum, Tennessee Sports Hall of Fame and Museum
• Downtown Nashville has over 40,000 concert and theater venue seats, with an additional 69,143 seats at Nissan Stadium
• Major sports facilities downtown are Bridgestone Arena for the Nashville Predators and Nissan Stadium for the Tennessee Titans. Bridgestone Arena ranks 5th in U.S. and 12th in the world for concert ticket sales, according to international trade publication Pollstar’s 2015 year-end report. This is the arena’s third consecutive U.S. Top 10 ranking
• The downtown area has over 8,300 residents and expects to have over 15,000 by 2020
• Over 46 new retail stores opened or announced downtown in 2015
• Downtown has 10 parks with 100 acres of parks and bike trails
• Nashville was named one of seven up-and-coming food cities in the U.S. by dining guide Zagat (March 2013). Husk, a newly opened restaurant led by award-winning Chef Sean Brock, was featured as “Best Places to Eat Now” (Aug 2013) in Travel and Leisure and in the top 100 restaurants that are “Fit for Foodies” by OpenTable (Sept 2013)
• Etch restaurant has been selected as the top restaurant in Nashville according to Zagat’s 2014 America’s Top Restaurants Survey. Four more downtown restaurants made this list including Morton’s, Kayne Prime, Flyte, and Watermark. Restaurant
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• Downtown also has 210 dining options and a variety of shopping options; 6 museums, 23 art galleries, 2 libraries and 8 theaters
• On average, there are 800 events every month in downtown Nashville. Large downtown events and festivals include CMA Music Festival, New Year’s Eve Broadway Bash, Music City Marathon, 4th of July Celebration
• The popular First Saturday Art Crawl attracts over 1,500 people each month to stroll through galleries, showcasing local and world-renowned artists and artwork along 5th Avenue of the Arts and in the historic arcade. This event boasts a festive atmosphere with sidewalk dining, entertainers and light curtains across 5th Avenue to enhance this area’s identity as Nashville’s art district
• The Nashville Sounds minor league baseball team relocated to downtown in 2015 to a new stadium. The $150 million development in Sulphur Dell includes a ballpark, residential developments and a parking garage
WE WANT YOUR BUSINESS IN DOWNTOWN NASHVILLE.

Contact us with your specific requirements and needs, and we will get you clear, concise and comprehensive answers.

OTHER RESOURCES FOR BUSINESS

Nashville Area Chamber of Commerce
www.nashvillechamber.com

Partnership 2020
www.nashvilleareainfo.com

Mayor’s Office of Economic Opportunity and Empowerment
www.nashville.gov/Mayors-Office/Priorities/Economic-Development.aspx

With over $3.5 billion in public and private investment since 2000, downtown Nashville is quickly becoming “the compelling urban center in the Southeast in which to LIVE, WORK, PLAY and INVEST.”