2020 Annual Report

NASHVILLE DOWNTOWN PARTNERSHIP

NASHVILLE DOWNTOWN PARTNERSHIP

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DOWNTOWN NASHVILLE: 2020

Last year, we celebrated the 25th anniversary of the Nashville Downtown Partnership and the collective focus to make downtown Nashville the compelling urban center in the Southeast in which to LIVE, WORK, PLAY and INVEST. The 25-year look back on growth and investment was impressive, and the look forward is astonishing.

All that was and will be achieved as a core for our region does not come without challenges. We've met challenges that were foreseen over the years – the Great Recession and the Flood of 2010, to name a couple – and now we are meeting challenges that were not clearly seen. The COVID-19 global pandemic has had harsh economic and social impacts for downtown, as it has for everywhere else.

We are still very much in the storm; but with the teamwork and leadership that are cornerstones of our community, I know that we will see this challenge through. In 2020, we banded together as a community of residents, businesses, employees, ratepayers and stakeholders, and the outcomes are promising.

So despite the difficulties of 2020, downtown shines as a resilient, nurturing and forward-thinking economic centerpiece, as evidenced by all the achievements summarized in this document. The Partnership invites you to review the key facts and figures in the 2020 Annual Report.

Thank you all for making a difference in your downtown.

Sincerely,

Thomas D. Turner
President and CEO

Downtown Nashville:

THE COMPELLING URBAN CENTER IN THE SOUTHEAST IN WHICH TO LIVE, WORK, PLAY AND INVEST.

NASHVILLE DOWNTOWN PARTNERSHIP

CLEAN & SAFE

IN DOWNTOWN

In 2020, the COVID-19 pandemic proved that the men and women dedicated to keeping downtown clean and safe are ESSENTIAL.

These Ambassadors seamlessly continued services throughout the COVID-19 pandemic, with adjusted operations for public health and safety.

Working diligently in two business improvement districts – the central urban area (CBID) and The Gulch (GBID) – the clean and safe teams delivered the following in 2020:

BY THE NUMBERS

2 additional Outreach Coordinators HIRED TO ASSIST PEOPLE EXPERIENCING COVID-ERA HOMELESSNESS

2,035 block faces POWER WASHED

336,007 pounds OF TRASH REMOVED

10,093 instances OF PRESSURE WASHING PUBLIC SPACES

4,942 services FOR WEED MAINTENANCE ON CITY STREETS

2,700 graffiti tags REMOVED

SPOTLIGHT: HOUSING FIRST OUTREACH SERVICES

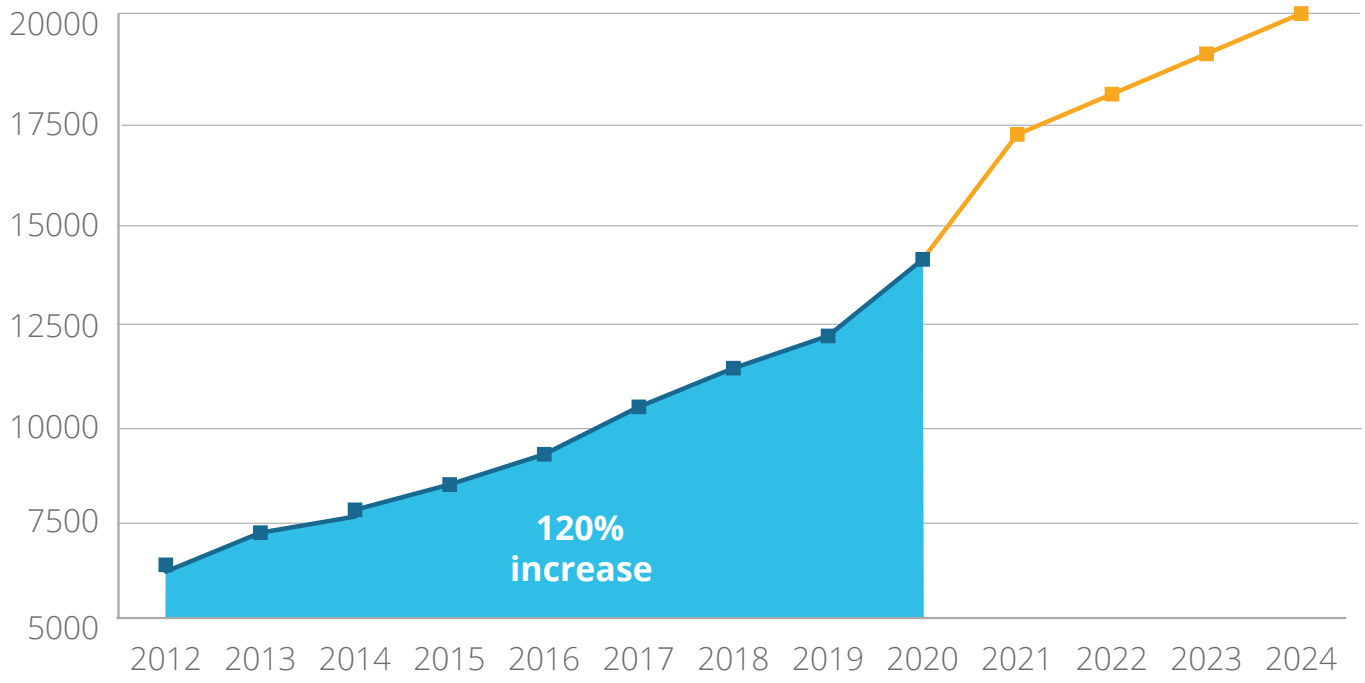
Nashville Downtown Partnership's Outreach Coordinator provides direct housing relief to downtown's most vulnerable populations.

118 clients RECEIVED MORE THAN 94,151 DAYS OF HOUSING SINCE THE PROGRAM'S LAUNCH IN 2011

LIVE DOWNTOWN

Downtown Nashville continues to shine as a desirable residential neighborhood, as evidenced by both the continued construction of apartment and condo options, and the low vacancy rates. With the addition of 2,179 units under construction as of Q4, the residential population will grow to 18,000+ by 2022.

2012–2024 RESIDENTIAL POPULATION GROWTH



CURRENT RESIDENTIAL STATS

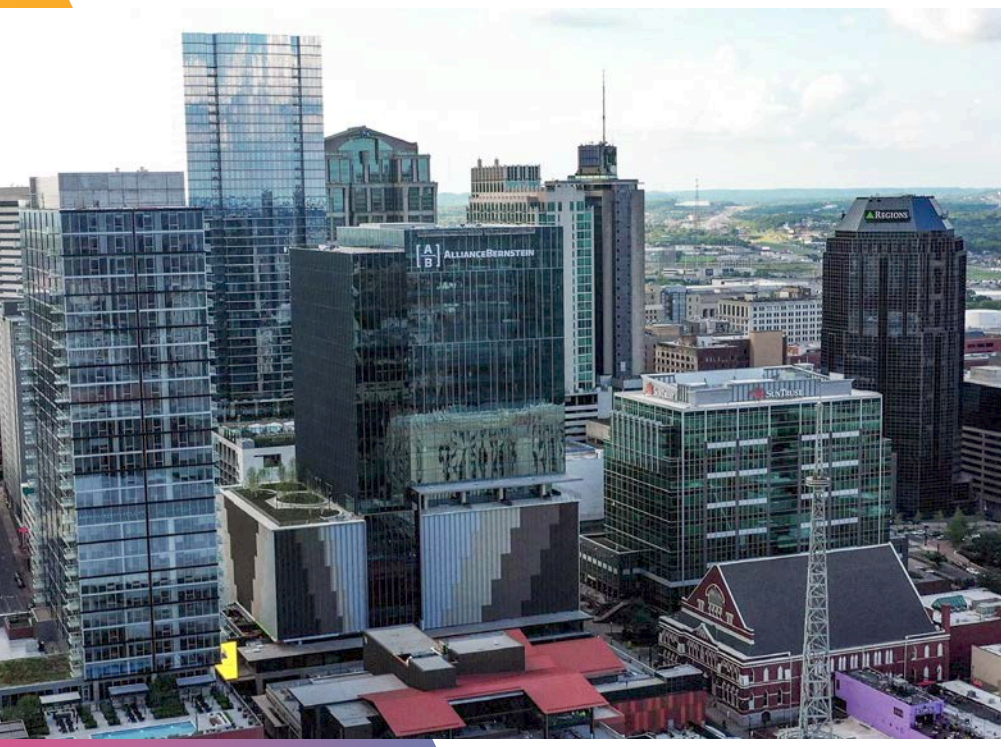
9,379
UNITS

4,400+
DOGS
DOWNTOWN

14,000+
RESIDENTS

38%
OF RESIDENTS
moved downtown from
out of state

WORK DOWNTOWN



Downtown is home to 3,000 businesses. The 78,000 (and growing) people who work downtown enjoy desirable amenities and walkability.

RECENT ADDITIONS

- **1200 BROADWAY**
- **501 COMMERCE**
- **GULCH UNION**
- **PEABODY PLAZA**
- **THREE THIRTY-THREE**

UNDER CONSTRUCTION

- **AMAZON CENTER OF EXCELLENCE**
- **ASURION HQ**
- **ONE 22 ONE**

Recent additions and under construction yields 2.5 million SF of downtown office space.

16%
CLASS A VACANCY

10%
DOWNTOWN OFFICE VACANCY

34%
DOWNTOWN BUSINESSES ARE MINORITY- OR WOMEN-LED

PLAY DOWNTOWN

Downtown Nashville continues to host the best in sporting, cultural and entertainment events.

RYMAN AUDITORIUM was named Pollstar Theatre of the Year for the 10th year in a row.

TENNESSEE PERFORMING ARTS CENTER hosted the national tour of "Hamilton: An American Musical" for a remarkable three sold-out weeks, welcoming over 57,000 audience members to the Broadway hit.

TENNESSEE TITANS advanced to the AFC Championship game.

NISSAN STADIUM hosted 59,000+ soccer fans for Nashville SC's first-ever MLS match.

NATIONAL MUSEUM OF AFRICAN AMERICAN MUSIC became the newest cultural destination on Broadway.

The National Museum of African American Music is the first destination to open in the Fifth + Broadway mixed-use development.

Elijah Malcomb, Joseph Morales, Kyle Scatliffe, Fergie L. Philippe and the company of the "Hamilton" National Tour.

DOWNTOWN: NASHVILLE'S ECONOMIC ENGINE

Generating over 25% of Davidson County's sales tax revenue on less than 1% of its acreage.

SPOTLIGHT: HOTELS

The center of the South's "It City" continues to grow its options for visitors to stay in world-class hotels:

10,473 HOTEL ROOMS DOWNTOWN

2,009 ROOMS UNDER CONSTRUCTION

3,444 ROOMS PLANNED

INVEST DOWNTOWN

Members, sponsors and partners participate in a variety of ways to help the Nashville Downtown Partnership pursue its core purpose.

Each year, hundreds of businesses of all sizes invest to create a positive impact for downtown residents, businesses, employees and visitors.

No investment is too small.

BY THE NUMBERS

100+

DUES-PAYING MEMBER COMPANIES

50+

CORPORATE INVESTORS SUPPORTING ONGOING INITIATIVES AND SPECIAL PROJECTS

30+

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DOWNTOWN DOLLARS
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SPOTLIGHT: DOWNTOWN DOLLARS

Nashville Downtown Partnership created downtown's first-ever gift card program to boost economic activity at downtown cash registers. More than $125,000 has been raised from corporate sponsors to underwrite bonus incentives for consumers who use their pre-paid Downtown Dollars e-card to shop at any of 100+ downtown businesses.

RETAIL + RESTAURANT

IN DOWNTOWN

EXCITING NEW RETAIL & RESTAURANT SPOTS:

- Adeline Roz
- Bartella
- Bowie's
- Brooklyn Bowl
- The Continental
- E + Rose
- Glen Campbell Museum
- Kwench
- Lou/Na
- Lululemon
- Nashville Wine and Spirits
- Pie Town Tacos
- Republic
- Savi Provisions
- Sicilian Pizza
- Standard Proof Whiskey
- The Goat
- Third and Home
- Whole Foods
- Yolan

The downtown Nashville retail strategy fosters dynamic retail development to bring industry leaders and locally owned businesses to target areas, increasing vibrancy and convenience.

111
SHOPPING OPTIONS

138
NIGHTLIFE VENUES

319
DINING OPTIONS

68 new retail businesses have opened or announced opening plans as of Q4

3.4 million square feet of retail space

4.2% vacancy rate

GETTING AROUND

IN DOWNTOWN

The Partnership works with downtown employers to provide parking and mobility solutions, including:

ParkIt! Downtown Park-and-Ride shuttles

Exploration of alternative commute modes for employees

Identifying alternatives to employer-provided parking

BEEP (BEST EVER EVENT PARKING)

This park-and-ride option for Bridgestone Arena events provides free parking at Nissan Stadium with optional round-trip shuttle service for $3 per person.

BCYCLE BIKE-SHARE PROGRAM

The Nashville BCycle bike-share program hosts 300 bikes at 36 automated kiosks to provide recreational and commuting convenience throughout downtown and surrounding areas. This year, the program temporarily paused in response to the COVID-19 virus.

ParkIt! Downtown Park-and-Ride

BY THE NUMBERS

30 SHUTTLES

1 in 17 EMPLOYEES USE PARKIT!

**Represents pre-COVID-19 peaks in 2020*

CONNECT

NASHVILLEDOWNTOWN.COM IS THE CENTRAL HUB FOR EVERYTHING DOWNTOWN

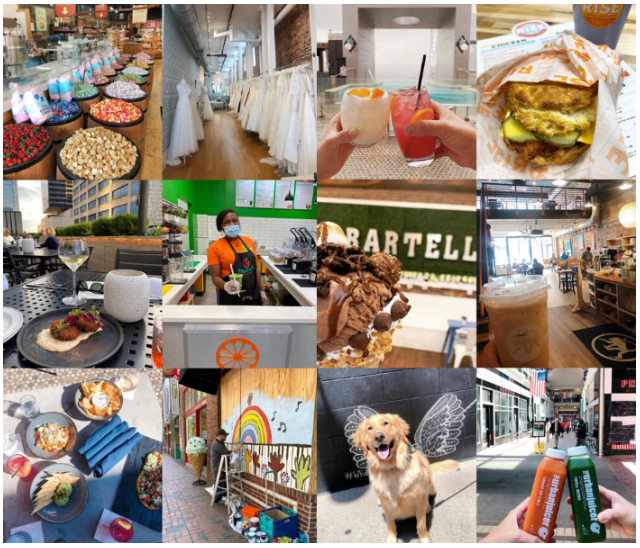
WEBSITES

The Nashville Downtown Partnership manages four websites connecting people to information about downtown:

nashvilledowntown.com
parkitdowntown.com
explorethegulch.com
nashville.bcycle.com

SOCIAL MEDIA

Social media channels keep thousands of individuals informed about all things downtown and promote the district's unique businesses. The Partnership manages 11 social media accounts for Downtown Nashville, The Gulch, Nashville BCycle and First Saturday Art Crawl.



The Nashville Downtown Partnership has:

180,000+ followers on **Twitter**
42,000+ followers on **Instagram**
85,000+ followers on **Facebook**
30,000+ **Downtown Details** subscribers

THE GUIDEBOOK

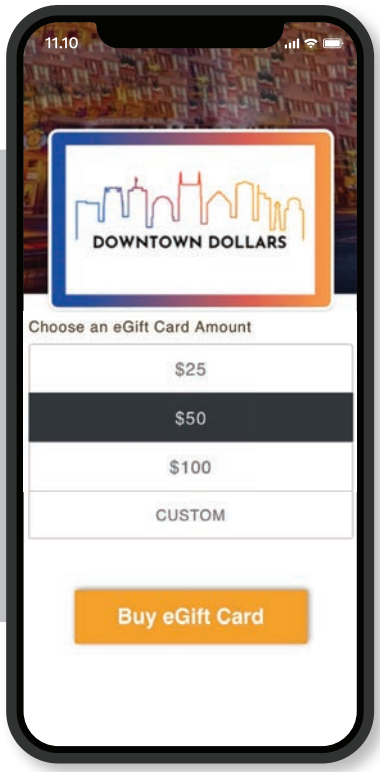
Published twice each year, 80,000 copies of **The Guidebook** are distributed to hotels, restaurants, and business and residential locations.

INTRODUCING A

Downtown Gift Card That **Gives Back**

DOWNTOWN DOLLARS

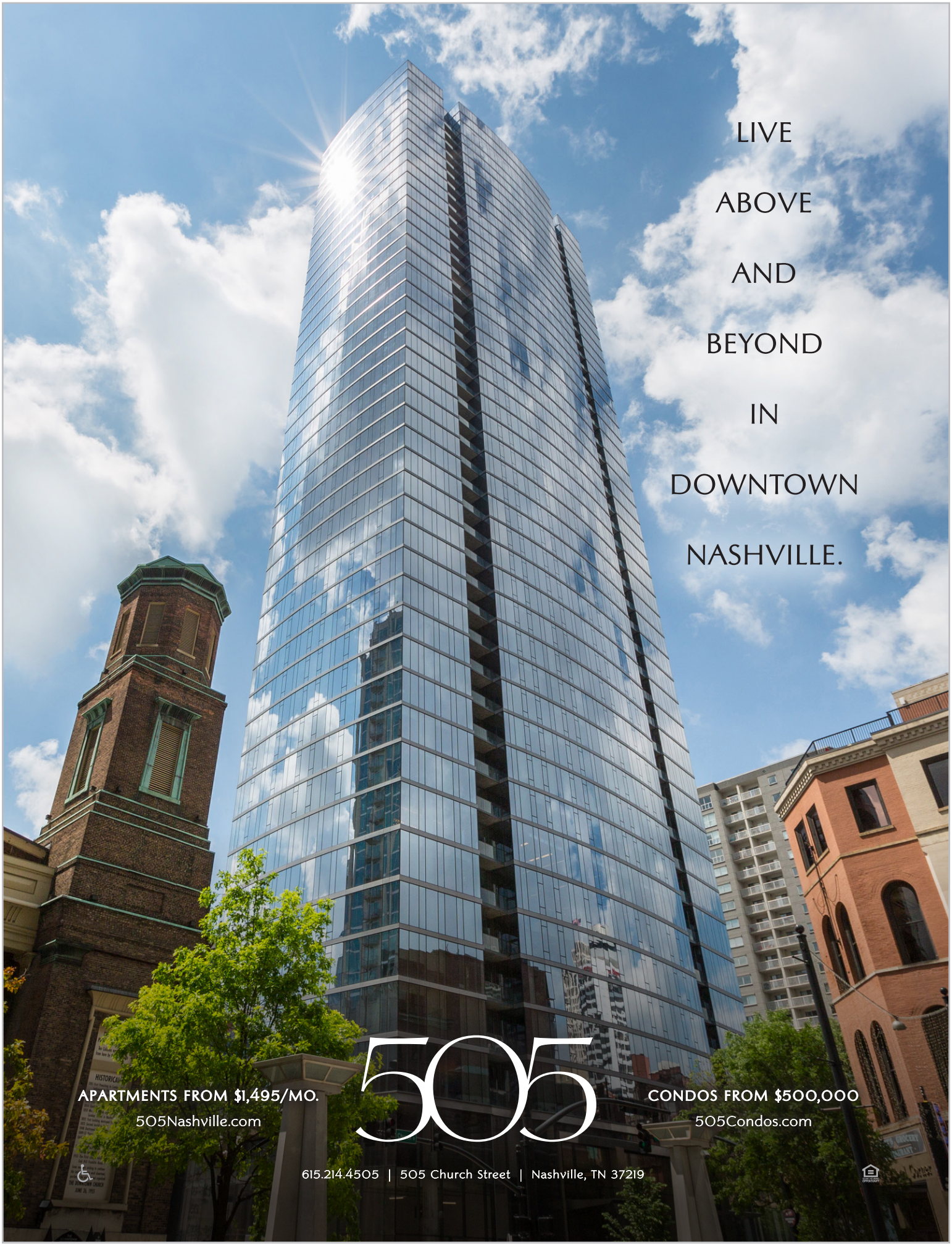
SAFE, STRONG AND SPONSORED BY YOU



One e-gift card gives you access to over **120 vendors**, including dining, shopping and events to help you **rediscover your love for downtown Nashville**!

To learn more about the program, purchase a gift card or become a participating vendor, please visit **nashvilledowntown.com/downtowndollars** or message downtowndollars@nashvilledowntown.com for more information.

Pinnacle Financial Partners has contributed this space.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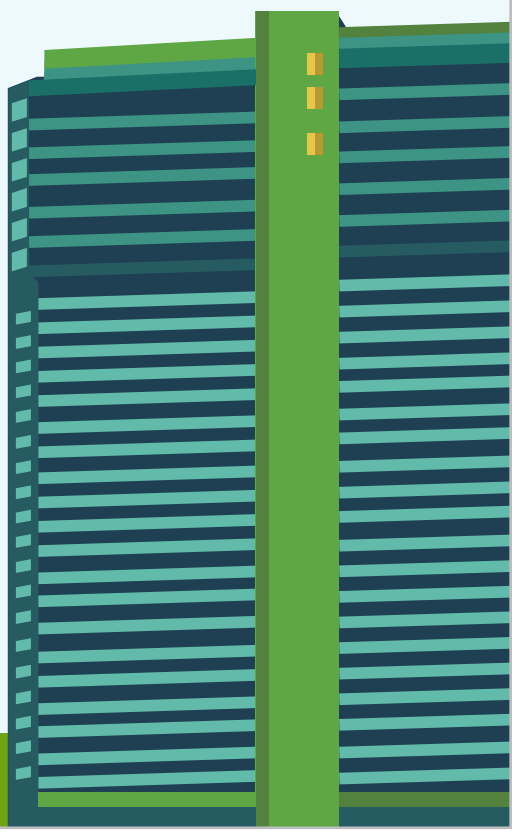

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Hallstrategies.com/projects/BOOM

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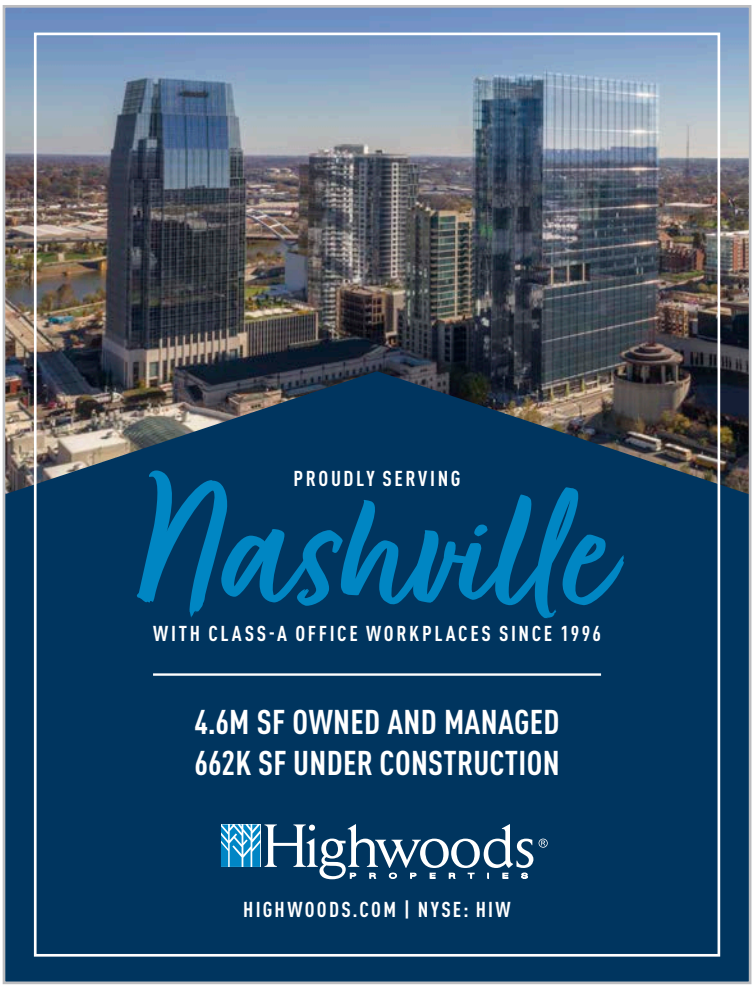

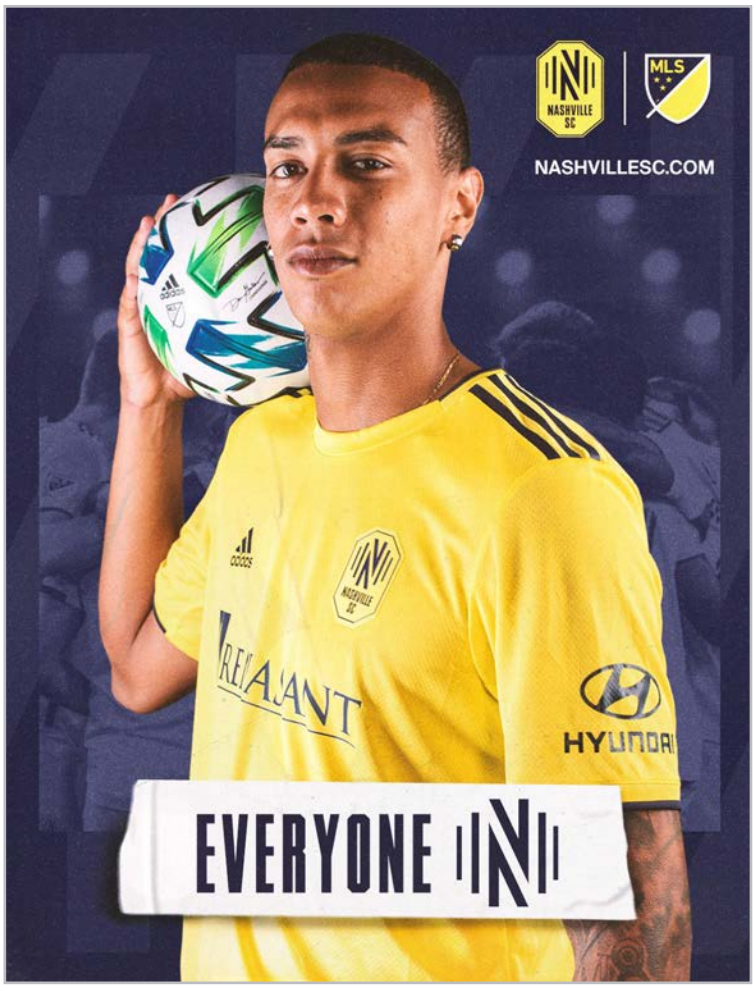

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CORE PURPOSE:

TO MAKE DOWNTOWN NASHVILLE THE COMPELLING URBAN CENTER IN THE SOUTHEAST IN WHICH TO LIVE, WORK, PLAY AND INVEST.