

2021



NASHVILLE
DOWNTOWN
PARTNERSHIP

ANNUAL
REPORT

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DOWNTOWN NASHVILLE: 2021

Less than one week before the start of this year, our downtown's most historic corridor was the scene of a tragic explosion. The Christmas Day bomb didn't just impact 400 residents and more than 50 businesses near Second Avenue North, but a downtown neighborhood and the Greater Nashville region. This has been a long and difficult year as our community continues revisioning, restoring and rebuilding a beloved piece of downtown's history, all while navigating the ongoing challenges of a global pandemic.

The solidarity our community expressed in 2020 – despite our social distancing and closures – continues into 2021. Today our downtown neighborhood stands just as **#NashvilleStrong** as any Nashville neighborhood, as evidenced in part by many facts and key figures you will read in this report. And while it is true that downtown is thriving in many ways – we saw a record number of building permits and retail openings this year as examples – we continue to address the challenges of a growing city. Together with our public and private partners, we are working to make downtown a clean, safe, welcoming city for all, and are doing so with new resources and initiatives.

On behalf of the entire Nashville Downtown Partnership staff, I want to thank the board of directors for their keen leadership in such uncertain times. Under thoughtful governance, the Partnership was given flexibility to best meet the needs of our residents, businesses, employees and stakeholders. I'm proud of the work our staff carried out, balancing multiple crises while addressing challenges and meeting opportunities. I am also proud of our elected officials, the many dedicated Metro employees and first responders for all they do throughout the year.

To our partners and all those who live, work, play and invest in downtown Nashville: Thank you for making a difference in your downtown and helping us build a center city we can all be proud of and enjoy.

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**

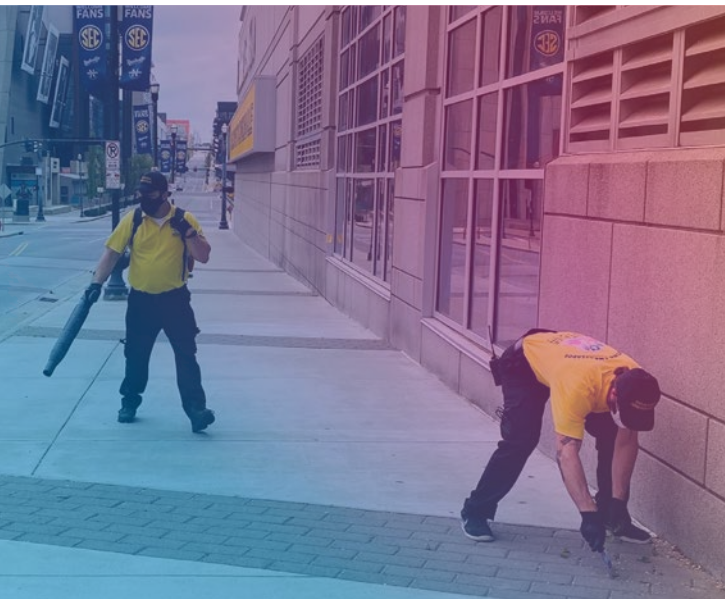
CLEAN & SAFE

IN DOWNTOWN

A Clean + Safe Neighborhood

Our Downtown Ambassadors work seven days a week to deploy the services that are essential to creating and maintaining a desirable neighborhood in which to LIVE, WORK, PLAY and INVEST.

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 2021.



BY THE NUMBERS

REMOVED **4,696** SQUARE FEET OF GRAFFITI

PRESSURE-WASHED **3,019** BLOCK FACES
AND **1,771** ALLEYS

REMOVED **291,830** POUNDS OF TRASH

REMOVED WEEDS ON **1,997** BLOCK FACES

CLEAN & SAFE

IN DOWNTOWN

HOUSING-FIRST OUTREACH SERVICES

154

CLIENTS SERVED/HOUSED
SINCE 2011

208%

INCREASE IN CLIENTS
RECEIVING RAPID
REHOUSING IN 2021

For the past 10 years, the Outreach program has provided direct housing relief to downtown's most vulnerable populations. In Q4 of 2020, the Partnership was one of nine agencies to receive an Emergency Solutions Grant made possible by the CARES Act (ESG-CV) to address the needs of the region's unsheltered population. This investment allowed the partnership to grow from one to three Outreach FTEs.

This injection of funding provided housing for 37 clients this year compared to an annual average of 12. Our community also benefits from increased communication and a shared database across the nine agencies tackling this important work.

SPOTLIGHT: INCREASED RESOURCES = A BETTER DOWNTOWN

As of July 2021, an additional quarter-cent (\$0.0025) sales tax is assessed on qualifying transactions within the CBID. The additional quarter-cent fee leveraged at cash registers throughout the district is known collectively as the Business Development Fund. It will be managed by the Partnership and spent exclusively on additional clean and safe services, including:

Special event trash pickup

**MNPD officers and NDP ambassadors
conducting daily quality-of-life patrols**

Daily pressure-washing crews

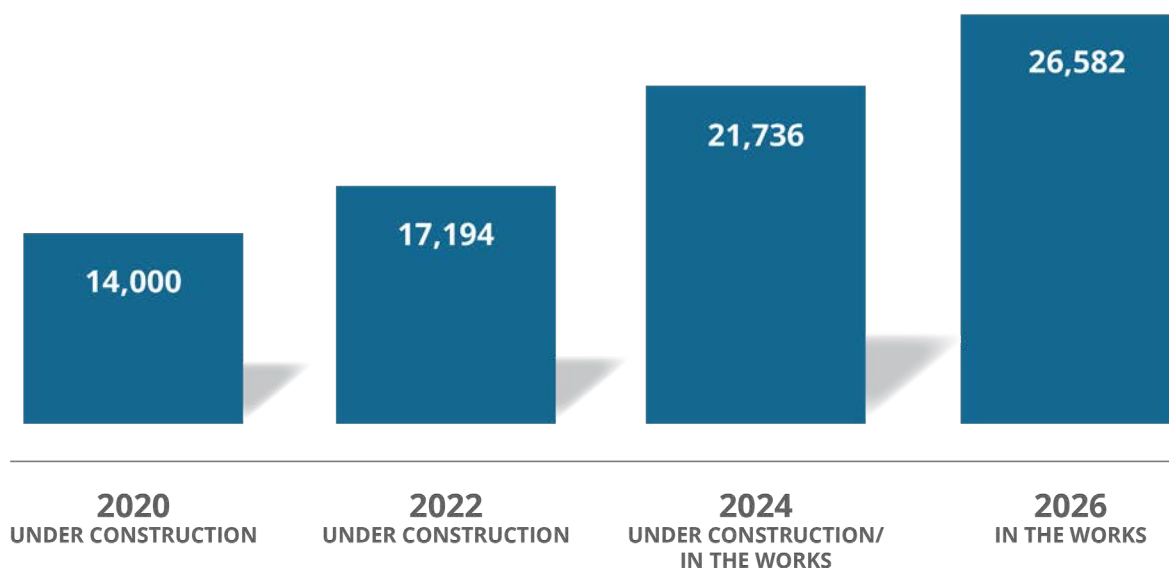
**Additional officers to supplement MNPD's
Entertainment Detail**

LIVE DOWNTOWN

Downtown Nashville continues to grow as a desirable neighborhood to live in, as evidenced by both the continued construction of apartment and condo options, and the low vacancy rates. Residential population in downtown has grown 152% in the last decade (2011-2021), and the growth continues. As of late 2021, there are 4,125 residential units under construction and 6,082 in the planning pipeline.

ESTIMATED **14,500** RESIDENTS DOWNTOWN IN **9,511** UNITS

2020-2026 RESIDENTIAL POPULATION GROWTH



CURRENT RESIDENTIAL STATS

94%

OF RESIDENTS
say downtown is a fun place
to live

4,600

DOGS
DOWNTOWN

57%

OF RESIDENTS
cite walkability as the top
reason they live downtown

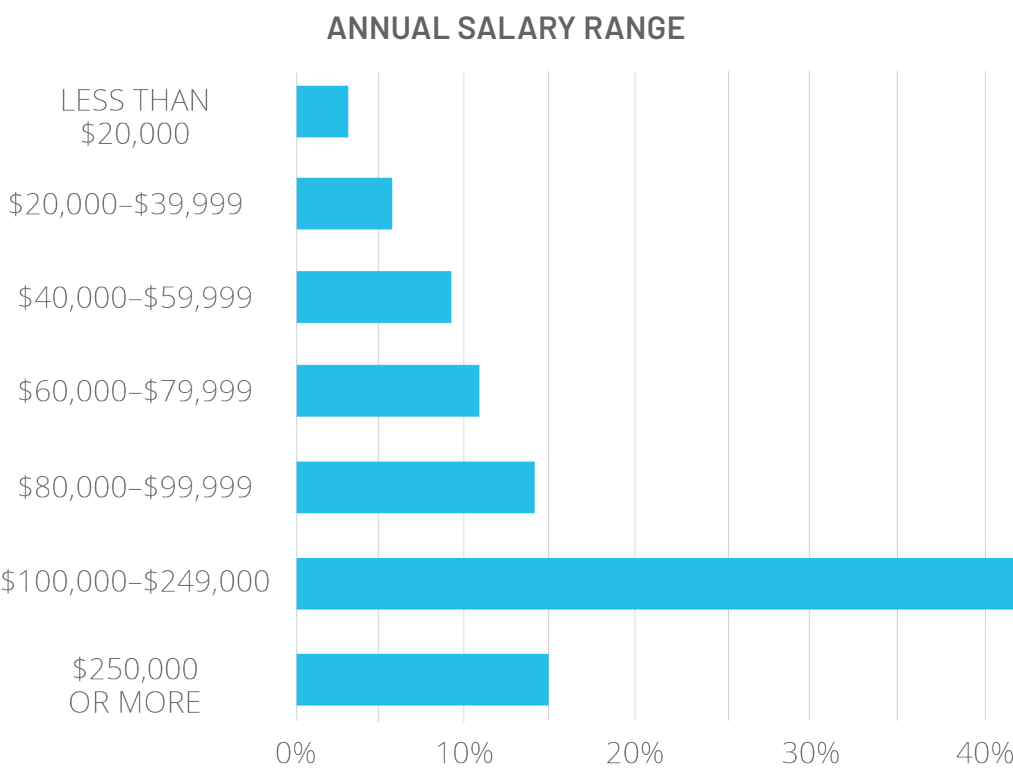
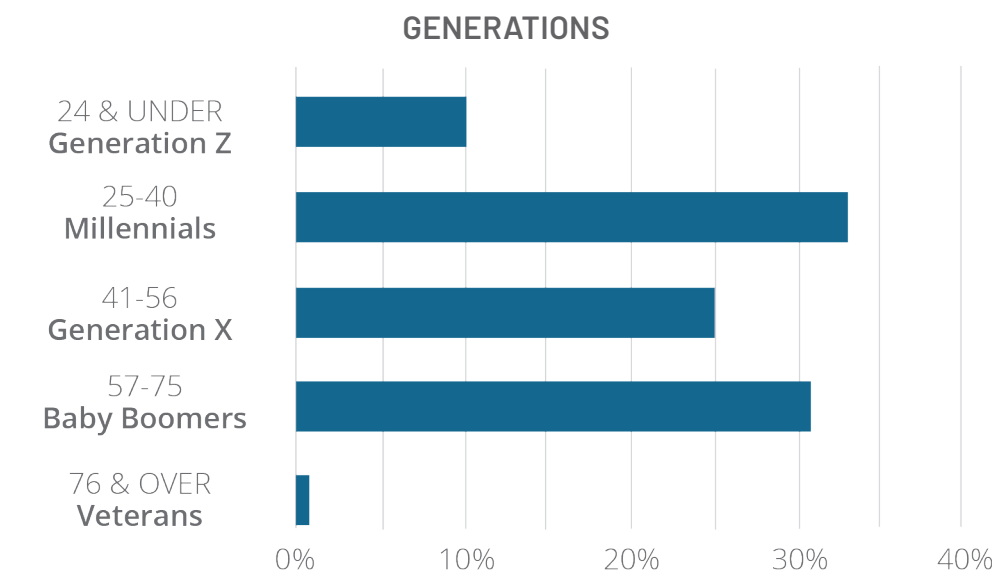
41%

OF RESIDENTS
moved downtown from
out of state



LIVE DOWNTOWN

CURRENT RESIDENTIAL STATS *(continued)*



WORK DOWNTOWN



Downtown's economy continues to grow in volume and diversity of industry. An estimated 78,000 people enjoy downtown Nashville as their daytime neighborhood, with 92%* of employees agreeing or strongly agreeing that downtown is a fun and energetic place to work.

RECENT ADDITIONS

AMAZON CENTER
OF EXCELLENCE

ASURION HQ

PASEO SOUTH GULCH

UNDER CONSTRUCTION

AMAZON TOWER II

ONE 22 ONE

15.5%

CLASS A
VACANCY

11.5%

DOWNTOWN
OFFICE
VACANCY

34%

DOWNTOWN BUSINESSES
ARE MINORITY-
OR WOMEN-LED

Recent additions and under construction yields 1.95 million SF of downtown office space.

*2020 Downtown Nashville Employee Survey, Nashville Downtown Partnership

PLAY DOWNTOWN

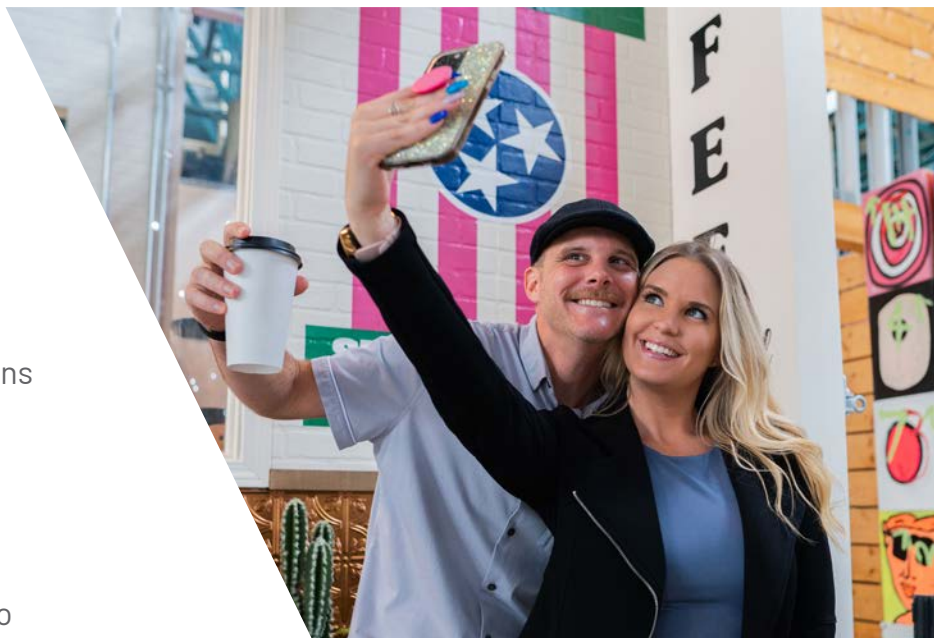
Downtown Nashville continues to host the best in sporting, cultural and entertainment events.

NISSAN STADIUM hosted **43,000+** soccer fans for the U.S. Men's National Team World Cup qualifier match against Canada.

FIFTH + BROADWAY opened in February 2021, bringing **200,000** square feet of fun to downtown. In the short period of time since opening, more than **4.75 MILLION** visitors have experienced the mixed-use project!

The inaugural **MUSIC CITY GRAND PRIX** hosted **110,000** spectators throughout the downtown footprint over three days and garnered **1.2 MILLION** viewers on NBCSN, making it the most-watched NTT IndyCar Series race in 23 years.

The new **NATIONAL MUSEUM OF AFRICAN AMERICAN MUSIC** was named one of 2021's best new museums by USA Today.



SPOTLIGHT: HOTELS

TWO hotels opened downtown in 2021, bringing the total number of hotel rooms to 10,845. The construction pipeline indicates:

1,484 ROOMS UNDER CONSTRUCTION

3,175 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

90+

DUES-PAYING MEMBER
COMPANIES

70+

CORPORATE INVESTORS
SUPPORTING ONGOING
INITIATIVES AND
SPECIAL PROJECTS

40+

SPONSORS

2021 CONTRIBUTORS

Ajax Turner	EY	Nashville Yards
Albion in the Gulch	Fifth Third Bank	National Museum of African American Music
AllianceBernstein	First Horizon	Neal & Harwell
Amazon Inc.	FirstBank	Nichols Tile & Terazzo Company
Answers by Armistead	Fourth Capital	Omni Nashville Hotel
Asurion	Frazier & Deeter, LLC	Piedmont Natural Gas
AT&T	Freeman Webb Companies	Pinnacle Financial Partners
Avison Young	Fresh Capital	PricewaterhouseCoopers
Barge Design Solutions	Frist Art Museum	Regions Bank
Bass, Berry & Sims	Genesco	River House
BDO USA	Giarratana LLC	Robin Realty Company, LLC
Bell & Associates Construction, LP	GHP	Rubicon Equities LLC
Belmont University	Goo Goo Cluster	Ryman Auditorium
Big Plan Holdings	Grand Hyatt Nashville	Sarah Cannon
Bone McAllester Norton	Gresham Smith	SERVEPRO Disaster Recovery Team
Boyle	GSRM Law	Sherrard Roe Voigt & Harbison
Brasfield & Gorrie	Hall Strategies	Silicon Ranch
Bristol Development	Hastings Architecture Associates	Smile Direct Club
Broadway Entertainment	Hawkins Partners Inc.	SMS Holdings
Brookfield Properties	HCA Healthcare	Southwest Value Partners
Brookside Properties	Hensler Development Group, LLC	SP Plus
Butler Snow, LLP	Hermitage Hotel	Stites & Harbison
CapRidge Partners	HG Hill/Hercules Bolt Company	Stoltz Management
CapStar Bank	Highwoods Realty Ltd. Partnership	Stones River Group
CBRE	Hilton Nashville Downtown	Studio Bank
Chicken Guy!	Ingram Industries Inc.	Super Shuttle Nashville
Colliers International	JLL	Tennessee Performing Arts Center
Congress Group	KraftCPAs PLLC	Tennessee Brew Works
Core Restoration	Lipscomb University	Tennessee State University
CoreCivic	MarketStreet Enterprises	Tennessee Titans
Corner Partnership, LLC	Mechanical Licensing Collective	Truist
Critter Control	MP&F Strategic Communications	Tune, Entrekin & White
Cumberland on Church	Music City Center	Turner Construction Company
Cushman & Wakefield	NASBA	U.S. Bank
Delta Dental	Nashville Children's Theatre	Union Station Nashville Yards
DET Distributing Co.	Nashville Convention & Visitors Corp.	Vanderbilt University
Drive Social Media	Nashville Electric Service	Vanderbilt University Medical Center
DVL Seigenthaler	Nashville First Baptist	Waller
Eakin Partners	Nashville Predators	Warner Music Group
Earl Swensson Associates	Nashville Sounds	Wildhorse Saloon
Elliott Davis	Nashville Symphony	Zeitlin Sotheby's International Realty

2021 AWARD WINNERS

The Nashville Downtown Partnership is pleased to recognize these projects and developments as contributing to our downtown district in a transformational way. Delivered to the downtown neighborhood in 2021, they have elevated downtown Nashville's status as the compelling center in the Southeast in which to LIVE, WORK, PLAY and INVEST.

LIVE

805 LEA, KEY REAL ESTATE COMPANY

WORK

501 COMMERCE, ALLIANCEBERNSTEIN
AMAZON CENTER FOR EXCELLENCE, AMAZON
ASURION HQ, ASURION

PLAY

FIFTH + BROADWAY
HYATT CENTRIC
W NASHVILLE

INVEST

THE VOORHEES AND ANTIQUE MALL, SOMERAROAD

RETAIL & RESTAURANT

IN DOWNTOWN



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

121

SHOPPING OPTIONS

144

NIGHTLIFE VENUES

352

DINING OPTIONS

21

GALLERIES

2021 RETAIL AT A GLANCE

83 new retail businesses opened/announced
(biggest influx of new retailers in a given year)

3.5 million square feet of retail space

2.6% vacancy rate

RETAIL & RESTAURANT

IN DOWNTOWN

Downtown is inarguably one of, if not the most exciting epicenters of Nashville's food scene. The neighborhood's evolving and expanding list of shopping and dining destinations is captured in this extensive list of locations that have opened their doors in 2021.

EXCITING NEW RETAIL & RESTAURANT SPOTS

Anchorhead Coffee Co.

Apple

Ariat

Assembly Food Hall (22 Individual Restaurants)

Bad Axe Throwing Nashville

Barista Parlor

Blanco Cocina + Cantina

Blue Room Bar

Blue Stripes

Boqueria

Carne Mare

Casa Rosa

Cava Mezze

Chicken Guy!

Church and Union

Condado Tacos

Copper Branch

Delta Apollo Hair Studio

Downtown Fresh Market

Drusie & Darr

E+Rose

Eddie V's Prime Seafood

Elixr Coffee

Ella's on 2nd

Express Edit

Free People

Gibson Garage

Gumbo Bros.

Hattie B's Hot Chicken

Holly Ray Boutique

Jeni's Splendid Ice Creams

Layer Cake

le macaron

Molly Green

Music City Shop

National Museum of African American Music

Pancake Pantry

Parlor Doughnuts

Pokeworks

Ray-Ban

REVV

Selfie Scene

Sephora

Shake Shack

Sixty Vines

Slim & Husky's Pizza Beeria

State & Liberty

Taco Bell Cantina

Tacos 1989

Tecovas

The Bagel Shop

The Continental

The Dry House

The Dutch Nashville

The Pink Hermit

Tikka Masala Indian Cuisine

Tiny Little Donuts

Twelve Thirty Club

DOWNTOWN NOW



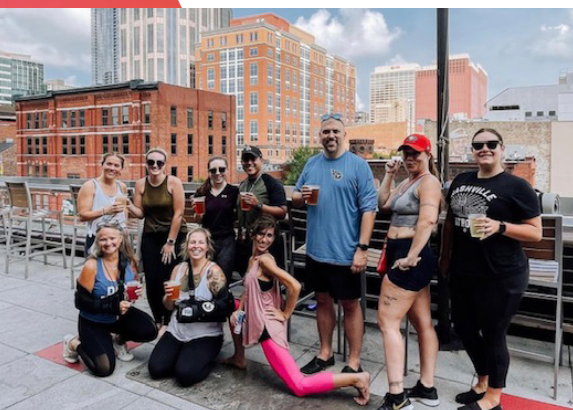
What's NEW and What's NOW in Downtown Nashville

Despite the challenging year, 2021 brought about significant changes and improvements that will be seen and felt by all who experience this vibrant neighborhood for many years to come. Here's a glimpse of some of the most significant ways our downtown evolved to new heights.



REP. JOHN LEWIS WAY DEDICATION AND MARCH

In July 2021, Fifth Avenue was formally dedicated in memory of the late civil rights leader and congressman whose civil rights legacy started in Nashville, John Lewis. Downtown Nashville was the setting where thousands gathered for a dedication to recognize Lewis' passion for civil justice and contributions to our nation.



FITDOWNTOWN

In the summer of 2021, Nashville Downtown Partnership launched a placemaking pilot aimed at downtown residents and employees, encouraging creative and active use of the neighborhood through fitness practice. As a testament to both the NDP member organizations who hosted the events and the downtown community who attended, the summer series quickly developed a following on social media and reinforced demand for regularly scheduled activations. Expanded FitDowntown offerings are in the works for 2022.



CHURCH STREET PARK

Church Street Park was officially reopened to the downtown community on June 3 after a months-long renovation. The Historic Capitol Corridor Foundation (HCCF) and Biederman Redevelopment Ventures now provide the neighborhood a beautiful, serene space boasting regular activations and robust usage since its redesign. Just two months in operation, it was announced in August that programming had been extended into June of 2022 due to its overwhelmingly positive community response, and a generous grant from Amazon.

SPOTLIGHT: TRAGEDY & REBIRTH

ON HISTORIC SECOND AVENUE



The Christmas Day explosion of 2020 continues to be felt in our downtown neighborhood at the end of 2021 and will be felt for many years to come. The tragic event occurred on the 241st anniversary of our city's founding in a historic corridor that was, in those early days, the center of Nashville's business and commerce, where Nashville's early business transactions were conducted, just off the Cumberland River.

Metro Nashville's public servants from the Police, Fire and Emergency Services departments reminded us all of the fundamental responsibilities of government: Our first responders saved lives and continue to serve the property owners, businesses and residents on the journey of revisioning, restoring and rebuilding.

As we now look ahead to restore, revitalize and reevaluate a historic Second Avenue that serves all of Nashville, we cannot help but realize the opportunity presented. The Partnership is proud to work alongside Mayor John Cooper, Metro Planning, GHP Environmental & Architecture, and hundreds of individual residents and private partners to build back better.



GETTING AROUND

IN DOWNTOWN

As the densest part of Davidson County, downtown Nashville is the epicenter of our community's evolving conversations around transit demand management, parking and curbside management solutions. The Partnership has been a part of these solutions in several ways.

PARKIT! DOWNTOWN PARK-AND-RIDE SHUTTLES

Despite COVID-19's impact on the downtown workforce, the Partnership's ParkIt! Downtown Shuttles continued to operate and provide last-mile commuting solutions for 153 employers in 2021.

NashvilleDowntown.com is a reliable resource helping visitors, employees and residents understand parking options with an interactive map of 50 garages, 138 surface lots and 45,753 overall parking spaces.

In 2021, the Partnership committed to working with partners on the Downtown Neighborhood Traffic Project, part of Metro's Transportation Plan.



54,000+

OF PEOPLE USING
OUR "WHERE TO PARK"
WEBPAGE IN 2021

CONNECT

NASHVILLEDOWNTOWN.COM IS THE CENTRAL HUB FOR EVERYTHING DOWNTOWN

CONNECTING DOWNTOWN TO THE WORLD

The Partnership's digital presence offers trusted and comprehensive information in a variety of formats and platforms. Each day, the Partnership is telling the many stories of a vibrant neighborhood to a large and diverse audience.

SOCIAL MEDIA

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

The Nashville Downtown Partnership has:

179,568 followers on [Twitter](#) 

45,790 followers on [Instagram](#) 

96,926 followers on [Facebook](#) 

30,807 [Downtown Details](#) subscribers



THE GUIDEBOOK

40,000 copies of [The Guidebook](#) were distributed to hotels, restaurants, and business and residential locations.



2.86 MILLION
WEB SESSIONS ANNUALLY



NASHVILLEDOWNTOWN.COM | EXPLORETHEGULCH.COM

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LP Building Products

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The Mathews Company

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Regions Bank

Mr. Rob McCabe
Pinnacle Financial Partners

Ms. Janet Miller
Colliers International

Mr. Tom Miller
Brookfield Properties

Mr. Johnny Moore
Truist

Mr. Burke Nihill
Tennessee Titans

The Honorable Freddie O'Connell
Ex Officio, Metro Councilman, District 19

Mr. Kenton Oliver
Ex Officio, Nashville Public Library

Ms. Dee Patel
The Hermitage Hotel

Mr. Nick Paul
HCA Healthcare

Ms. LeEllen Phillips
Ingram Industries

Mr. Courtney Pogue
*Ex Officio, Office of
Mayor John Cooper*

Mr. Alan Pramuk
Gresham Smith

Mr. Stephen Price
Burr & Forman, LLP

Mr. Hugh Queener
Pinnacle Financial Partners

Mr. Brian Reames
Highwoods Properties

Mr. Charles Robin
Robin Realty Co., LLC

Ms. Courtney Ross
Amazon, Inc.

Ms. Kathy Sager
AT&T

Ms. Brenda Sanderson
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Second Fiddle*

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Mr. Ralph Schulz
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of Commerce*

Ms. Amy Seigenthaler
DVL Seigenthaler

Mr. Butch Spyridon
*Ex Officio, Nashville Convention
and Visitors Corp.*

Mr. Mike Stewart
Bass, Berry & Sims PLC

Mr. Mark Sturtevant
Metro Nashville

Mr. Stephen Susano
Stones River Group

Mr. Mike Tidwell
Fresh Capital

Mr. James S. Turner Jr.
MarketStreet Enterprises

Ms. Jennifer Turner
Tennessee Performing Arts Center

Mr. Thomas D. Turner
Ex Officio, Nashville Downtown Partnership

Mr. Christopher Ward
Nashville Sounds

Mr. Ken Webb
CapStar Bank

Mr. John Weisenseel
AllianceBernstein

Mr. David Wicker
Stites & Harbison, PLLC

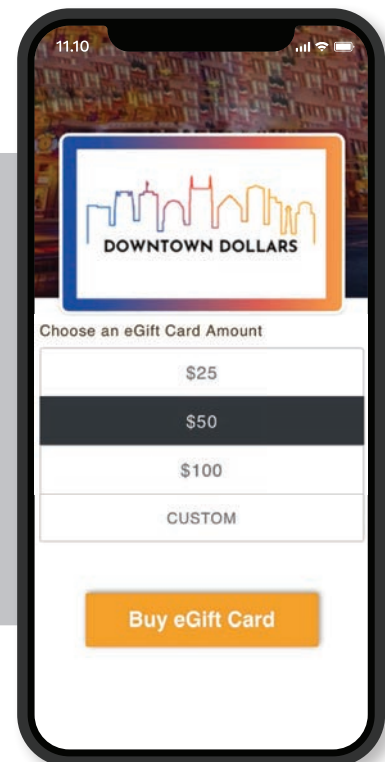
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Live Nation

Mr. Matt Wiltshire
*Metro Development &
Housing Agency*

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One e-gift card gives you access to over **130 vendors**,
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downtowndollars@nashvilledowntown.com for more information.

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& Deeter
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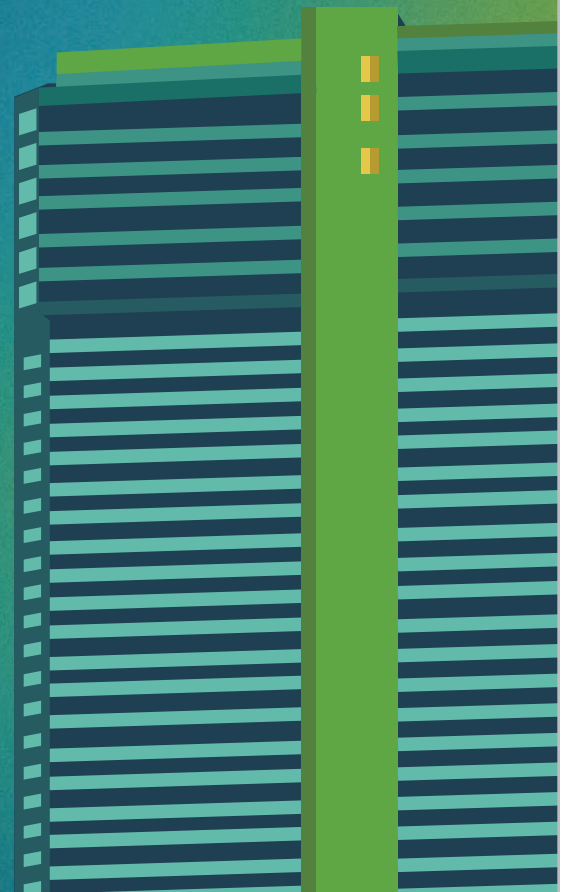
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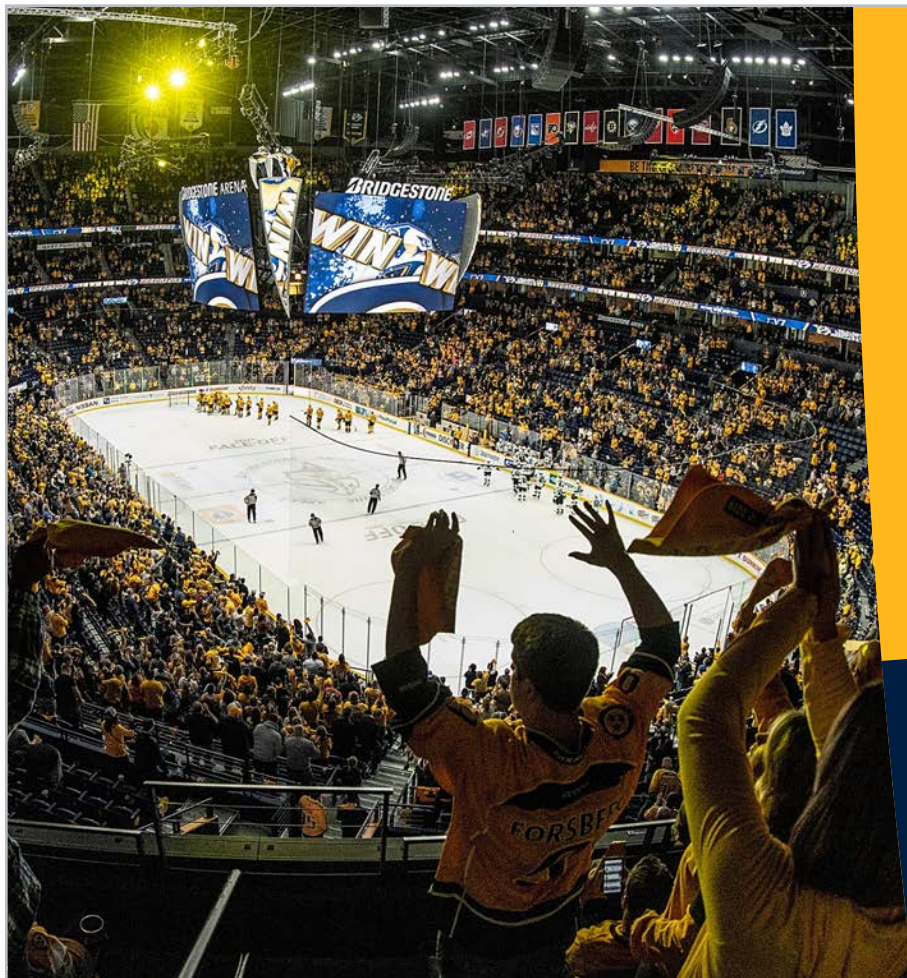
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2021-22 SEASON TICKETS ON SALE NOW

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PROUD SPONSOR OF



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DOWNTOWN
PARTNERSHIP**

AWAY AWAY AWAY AWAY AWAY AUG. 13 6:00 PM	 AWAY AUG. 21 6:30 PM	HOME AUG. 28 6:00 PM 	 HOME SEP. 12 12:00 PM	AWAY SEP. 19 3:25 PM 	 SEP. 26 12:00 PM HOME HOME HOME HOME HOME
2021 SCHEDULE TENNESSEETITANS.COM/TICKETS			AWAY OCT. 3 12:00 PM AWAY OCT. 3 12:00 PM AWAY OCT. 3 12:00 PM AWAY OCT. 3 12:00 PM NEW YORK JETS AWAY OCT. 3 12:00 PM AWAY OCT. 3 12:00 PM AWAY OCT. 3 12:00 PM AWAY OCT. 3 12:00 PM	 OCT. 10 12:00 PM	HOME MNF OCT. 18 7:15 PM
 HOME OCT. 24 12:00 PM	AWAY OCT. 31 12:00 PM 	AWAY SNF NOV. 7 7:20 PM	 HOME NOV. 14 12:00 PM	HOME NOV. 21 12:00 PM 	AWAY NOV. 28 12:00 PM
WEEK BYE WEEK WEEK BYE WEEK WEEK BYE WEEK WEEK BYE WEEK WEEK BYE WEEK	 HOME DEC. 12 12:00 PM	 AWAY DEC. 19 12:00 PM	 HOME DEC. 23 7:20 PM	 HOME JAN. 2 12:00 PM	AWAY JAN. 9 12:00 PM

Proud to be moving
our corporate offices
to the new Gulch Hub.



Opens Fall 2021

1101 Church St, Nashville, TN

asurion



it's all about connections

At AT&T we know businesses help communities thrive. In Nashville and across the nation, we empower connections that help to build a better tomorrow.

That's why in the last 3 years AT&T has invested nearly \$475 million in our Nashville networks.

Keeping communities connected. At AT&T, it's how we do business.

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Management

AND MORE



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Great Place To Work®

Rankings: Engineering News-Record, Architectural Record, and Great Place To Work®

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WE ARE INVESTORS.
WE ARE FAMILY.

BIGPLAN

HOLDINGS

NASHVILLE



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We proudly support the

25th Anniversary Annual Meeting

and Awards Luncheon for the
Downtown Nashville Partnership



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CAPSTARTM
BANK

Supporting Downtown Business
We're Listening.



1201 Demonbreun
Come see us in the Gulch!

Member FDIC



Community is the commitment we make to each other

When a community is strong, it's more than a collection of streets and buildings. It's a place that nurtures and helps its residents thrive. That's what happens when people share the commitment to make things better together. That's why we're proud to sponsor Nashville Downtown Partnership.



FIFTH THIRD BANK

Fifth Third Bank, Member FDIC.

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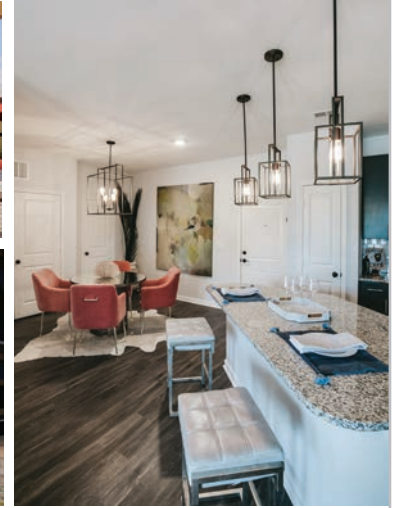
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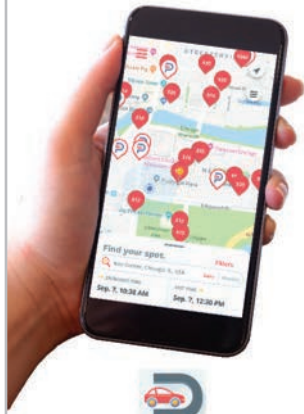
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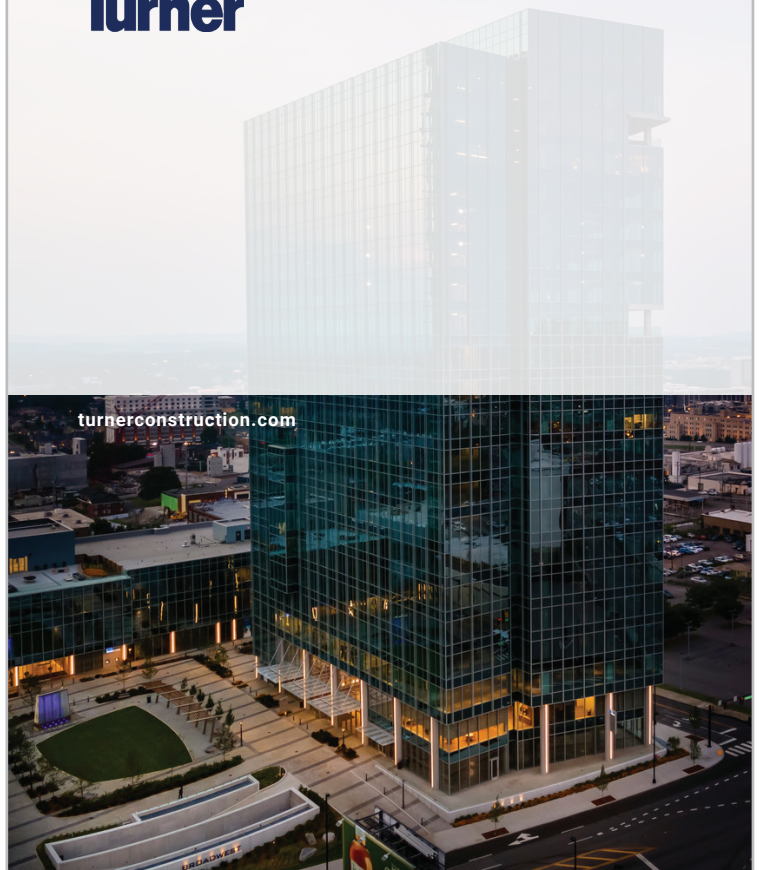
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