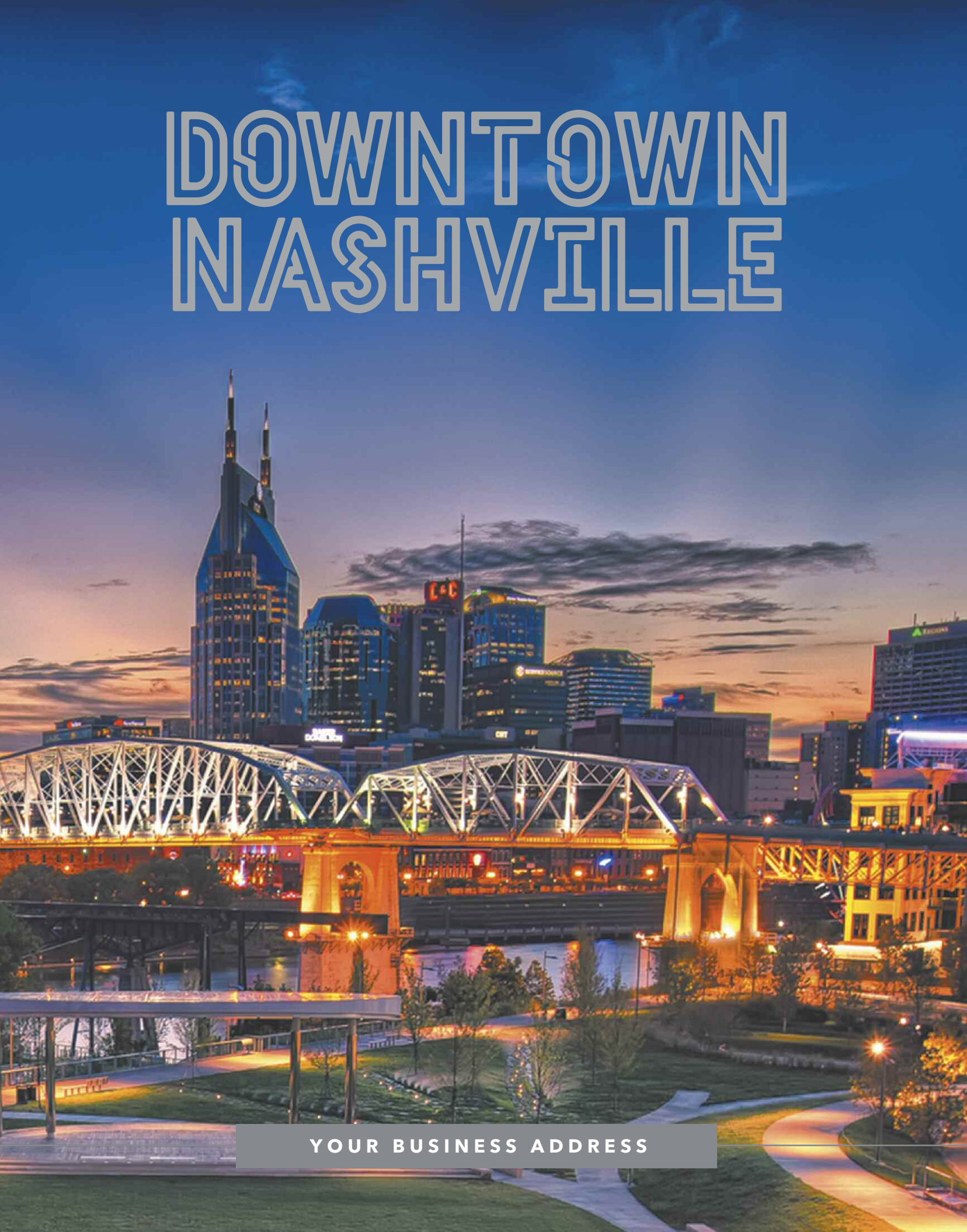
DOWNTOWN NASHVILLE



YOUR BUSINESS ADDRESS

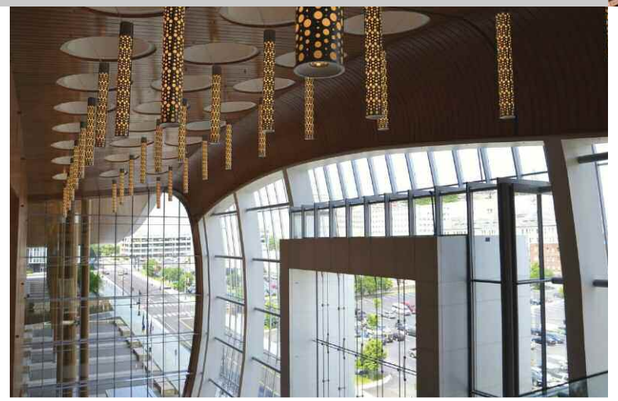
THRIVING BUSINESS CENTER

Downtown Nashville ... dynamic mix of government and business leaders ... over 50,000 employees ... center of Nashville's legal, financial and creative businesses

- Downtown Nashville offers over 7.8 million square feet of competitively priced office space – with a variety of LEED Certified, Energy Star and other sustainable indicators
- Gulch Crossing (to open in 2015) will add another 205,000 SF of Class A office and 19,000 SF of retail space
- 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 will bring over 1,200 new jobs downtown in 2014
- 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
- 96% of employees say downtown Nashville has a positive and energetic atmosphere
- 94% agree that downtown is a fun place to work according to the 2013 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 4,145 hotel rooms downtown. Planned hotel developments will add 1,400 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 2013 Fodor's 100 Hotel Award Winners
- 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
- Nashville named a top destination for "green meetings in 2014" by *Greenbiz.com* (ranked #6 out of 10, Jan 2014)

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
- Nashville is ranked 17th of the 30 Greenest Cities in America (*Corporate Knights,* July 2012)

THE NASHVILLE ADVANTAGE

Third Fastest-Growing Economy – Nashville ranks third in the country based on the rate of growth of the gross metropolitan product, or GMP, which measures the value of all goods and services produced within a metropolitan area. (United States Conference of Mayors, June 20, 2014)

Strongest Economy Cities – POLICOM Corporation, an independent research firm that specializes in analyzing local and state economies, has released its economic strength rankings, which rate 381 U.S. metropolitan statistical areas (MSAs) on factors such as per capita income and wage growth. Nashville ranked fifth. (June 4, 2014)

Best Cities for Job Growth – Nashville ranked 6th on *NewGeography.com*'s list of best large cities for job growth in 2014. (June 3, 2014)

A Region to Watch for 2014 – *Forbes* ranked Nashville the #5 region to watch for 2014. According to *Forbes*, Nashville's economy is among the nation's best among large metro areas and that momentum is expected to continue in 2014.

Best Cities for Jobs – Nashville ranks 6th in the U.S. for job creation based on employment data from the Bureau of Labor Statistics from November 2002 through January 2014. Rankings are based on recent growth trends, mid-term and long-term growth and the region's momentum. (*Forbes.com*, April 28, 2014)

Nashville Ranks 4th New Brain Power City in America According to a study by New Geography, Nashville ranked #4 in metro areas with more than one million people where college graduates have settled most rapidly between 2007-2012. (April, 3, 2014)

Most Cost-Attractive Midsized Cities for Business Nashville's low costs for industrial and office leasing, and cost advantages in transportation and salaries, contribute to the city's ranking as one of the most cost-attractive U.S. cities with populations between 1 and 2 million, according to a study by KPMG LLC. (April 2, 2014)

Best Convention City – Nashville ranked #3 in USA Today's *10Best.com* study of the top convention cities. Experts nominated the top 20, and then asked readers to narrow the list down their top 10. (March 5, 2014)

According to *Forbes*, Nashville is a **Top City in the U.S. for Millennials**, ranking #10. (Jan 2014)

Best Cities for Young Entrepreneurs – Nashville ranks #5 best city for young entrepreneurs based on a vote by on Under30CEO.com's readers on locations they thought were the best place for a new company to open shop based on local resources, atmosphere and overall appeal to twenty-somethings. (Dec 16, 2013)

WHEN EASY ACCESS IS A PRIORITY

Business travel from and to downtown Nashville is convenient

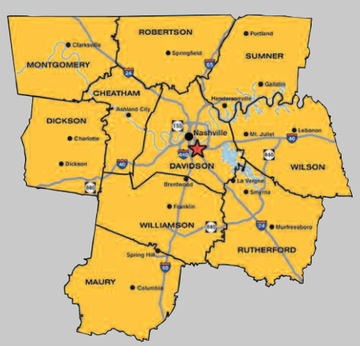
Nashville International Airport (BNA)

- 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

- 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

DOWNTOWN HAS A VARIETY OF TRANSPORTATION AND PARKING OPTIONS

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 23 B-stations, and more planned (*nashvillebcycle.com*)
- Enterprise Carshare, a car sharing program, provides four vehicles throughout downtown with low-cost membership and hourly rates
- Proposed AMP, a 7.1 mile Bus Rapid Transit (BRT) system that will connect Nashville from east to west

CREATIVE ENTREPRENEURIAL I.T. WORKFORCE DEVELOPMENT

- 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 70 companies launch since 2010. In 2013, the center upgraded to a 20,000 SF facility located at the Rolling Mill Hill Trolley Barns

- An Innovation Center recently opened downtown, catering to entrepreneurs and young companies. The Center offers open layout office space for early-stage companies and incubator-type programs to rent through short-term flexible leases. It is a place for companies who have graduated from a type of accelerator or incubation program, such as the Entrepreneur Center

- 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)

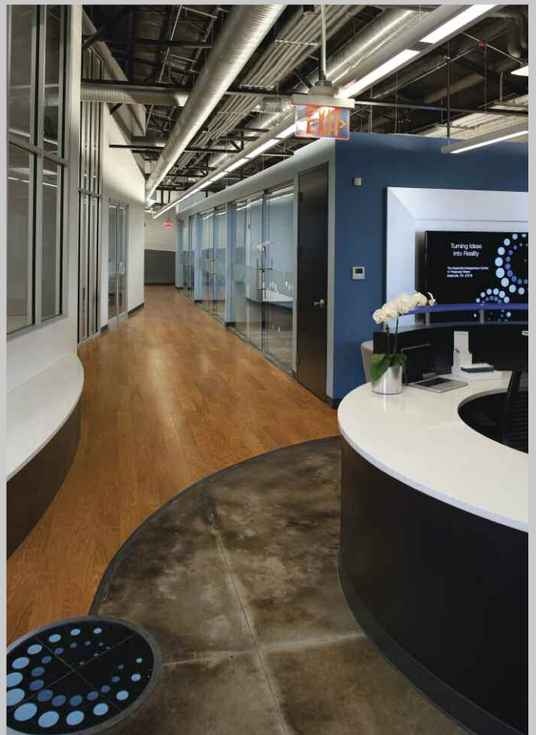
- Downtown's leading technology companies including Asurion, Emma, Healthstream, Qualifacts and ServiceSource provide over 2,000 jobs

"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*



- 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

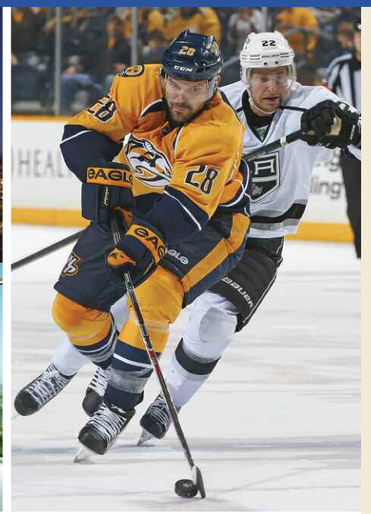
- According to the 2014 Downtown Residential Survey, 52% of people living in downtown Nashville have college degrees and an additional 36% have post-graduate or professional degrees

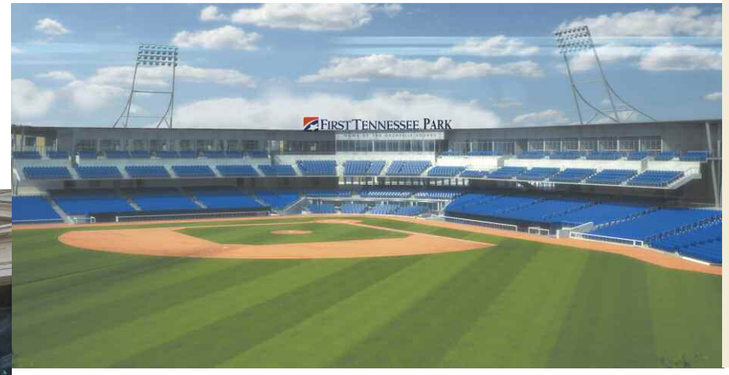
- Three universities in Nashville rank among the best in the nation. Vanderbilt University came in at No. 17 on the overall list of the nation's best colleges and universities. Belmont and Lipscomb universities appeared on the "Best Regional Universities" list for the southern region – Belmont at No. 7 and Lipscomb at No. 20 (*U.S. News & World Report*, September 2013)

EDUCATION CENTER

LIVABILITY, ENTERTAINMENT AND CULTURE

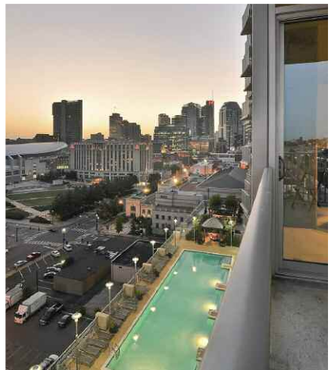
- Downtown is the regional center for culture, entertainment and sports with an exciting and varied offering of art galleries, museums, theaters, and performing arts venues
- Downtown Nashville is the heart of Music City – with over 40 live music venues offering country, jazz, bluegrass, and blues every 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, Tennessee State Museum, Tennessee Sports Hall of Fame and Museum Downtown, Johnny Cash Museum and Nashville Children's Theatre. Downtown Nashville has over 35,000 concert and theater venue seats, with an additional 69,143 seats at LP Field
- Major sports facilities downtown are Bridgestone Arena for the Nashville Predators and LP Field for the Tennessee Titans. Bridgestone Arena ranks 6th in U.S. for concert ticket sales, according to international trade publication Pollstar's 2013 year-end report. This is the arena's third consecutive U.S. Top 10 ranking
- Downtown also has 203 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 will relocate to downtown in 2015 to a new stadium. The $150 million development in Sulphur Dell includes a ballpark, residential developments and a parking garage
- Nashville is on Fodors.com's 2014 "Go List," due to its thriving food scene and newly opened attractions such as Music City Center and Johnny Cash Museum (December 2013)





ANNUAL SPORTING HIGHLIGHTS AND TEAMS PLAYING DOWNTOWN

- The Music City Bowl
- NCAA basketball regional games
- SEC basketball tournament
- Tennessee Titans (National Football League)
- Nashville Predators (National Hockey League)
- Nashville has been chosen to host 12 straight SEC basketball tournaments. Bridgestone Arena will host the SEC men's tournament nine times and the SEC Women's tournament three times from 2015 to 2026
- Nashville Venom (Professional Indoor Football Team)



- The downtown area has over 7,200 residents and expects to have over 8,000 by 2015
- Over 50 new retail stores opened or announced downtown in 2013
- 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
- An under construction 12-acre park on the west side of the Cumberland River will include an amphitheater, trails, a dog park and gardens

NASHVILLE DOWNTOWN PARTNERSHIP

(615) 743-3090

www.nashvilledowntown.com

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 and Community Development
www.nashville.gov/edcev

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."

NASHVILLEDOWNTOWN.COM

The Nashville Downtown Partnership is a not-for-profit management group whose core purpose is "to make downtown Nashville the compelling urban center in the Southeast in which to LIVE, WORK, PLAY and INVEST." Primarily funded by property assessments in the Central Business Improvement District, the Partnership focuses on access and transportation, public space management, business, residential and retail development.

July 2014