

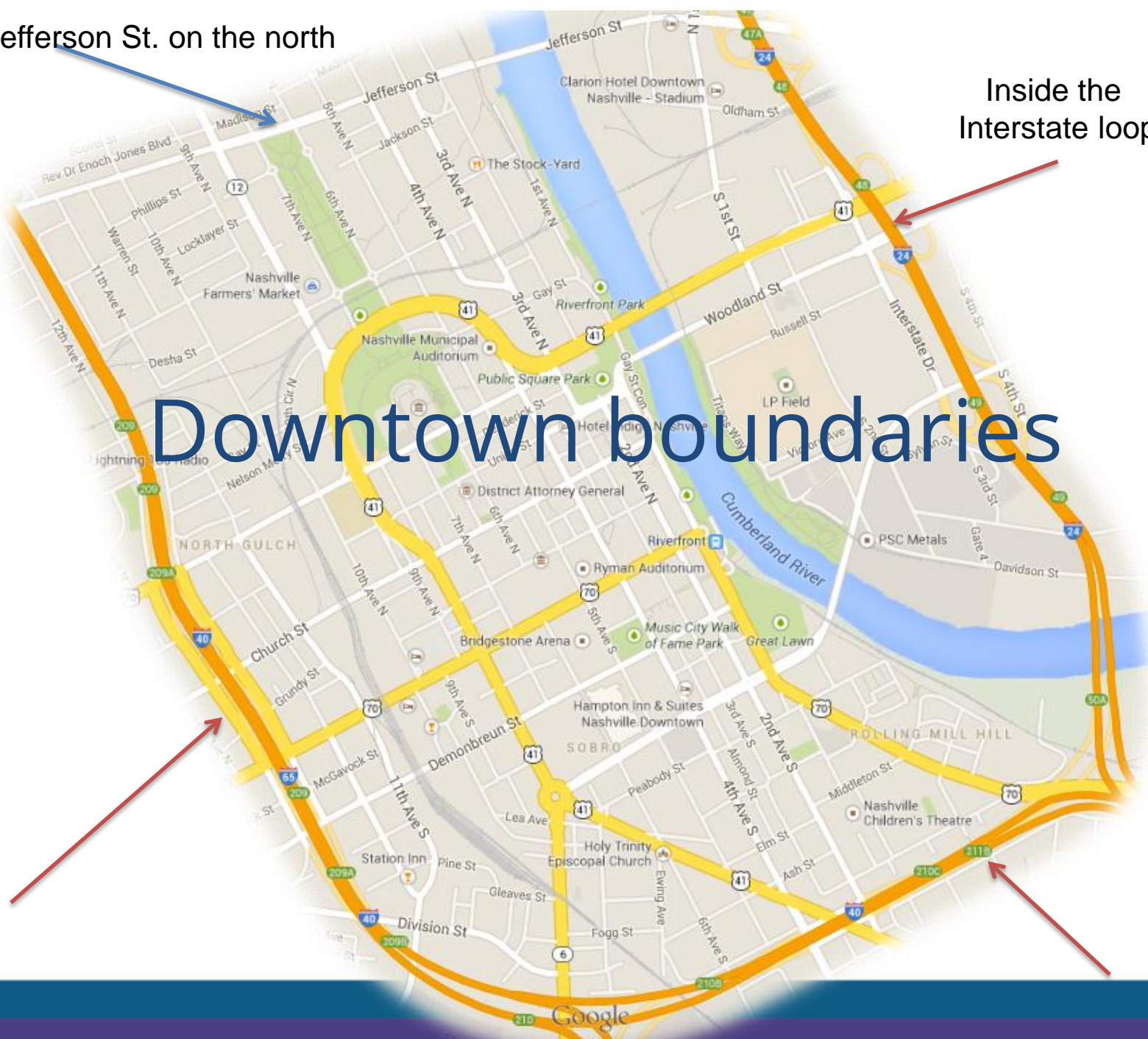
**To make downtown Nashville the compelling urban center
in the Southeast in which to
LIVE, WORK, PLAY and INVEST**



Jefferson St. on the north

Inside the
Interstate loop

Downtown boundaries



Over 62,000 downtown employees



Office space recently finished:

- Bridgestone
 - 514,000 SF (100% leased)
- CB Ragland/Hines
 - 350,000 SF (60% leased)

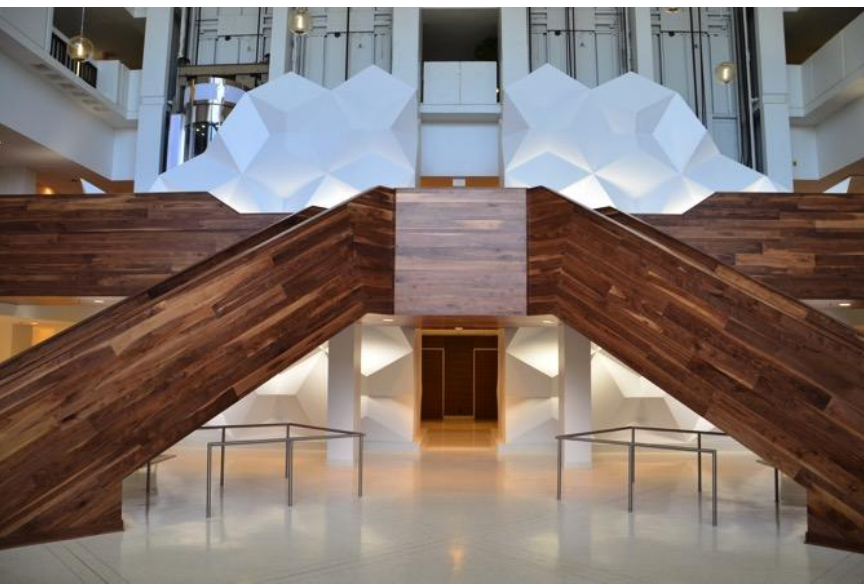
Office space under construction:

- Capitol View
 - 300,000 SF (22% leased)
- Lifeway HQ
 - 250,000 SF (100% leased)
- BWSC, Mathews, Colliers
 - 125,000 SF (69% leased)

Office space announced:

- 501 Commerce
- KVB Roundabout
- Rolling Mill Hill
- Southwest Value Partners Site





In 2012, downtown had
3,290 hotel rooms.

Now there are
5,548 rooms.

More hotels

**3,109 hotel rooms currently
under construction**

3,733 more rooms planned



Residential Options

- Residential units: 6,247
- Residential units under construction: 2,522
- More than 13,000 residents projected by end of 2018
- More than 14,000 residents by end of 2019



Downtown retail strategy



Implementing merchandising mix plan
along active streets

Over 103 downtown shopping options
(compared to 36 in 2003)

Downtown dining

236 dining options ... several garner national attention



Downtown Amenities

23 coffee shops
14 massage therapy
9 bakeries
14 barbers, salons, nails
10 fitness/dance studios



6 ice cream shops
4 post offices
4 dentists
2 urban grocery stores
2 pharmacies
1 urgent care center
1 optometrist

Cleaning 7 days a week



Ambassadors on Segways 7 days a week



Social Media

- Twitter followers: **146,356**
- Facebook likes: **61,263**
- Instagram followers: **24,713**
- Downtown Details subscribers: **21,000+**



FREE parking at Nissan Stadium

Park-and-ride shuttles for employees

Taking the weekday stress off
downtown parking inventory

Over 2,000 daily parkers

BEEP: Best Ever Event Parking

Free parking for Bridgestone Arena events

Hanging flower baskets from May to October



NASHVILLE *cycle*™

36 stations



308 bikes



\$5.8 billion in public-private investments in
downtown Nashville 2000-2017

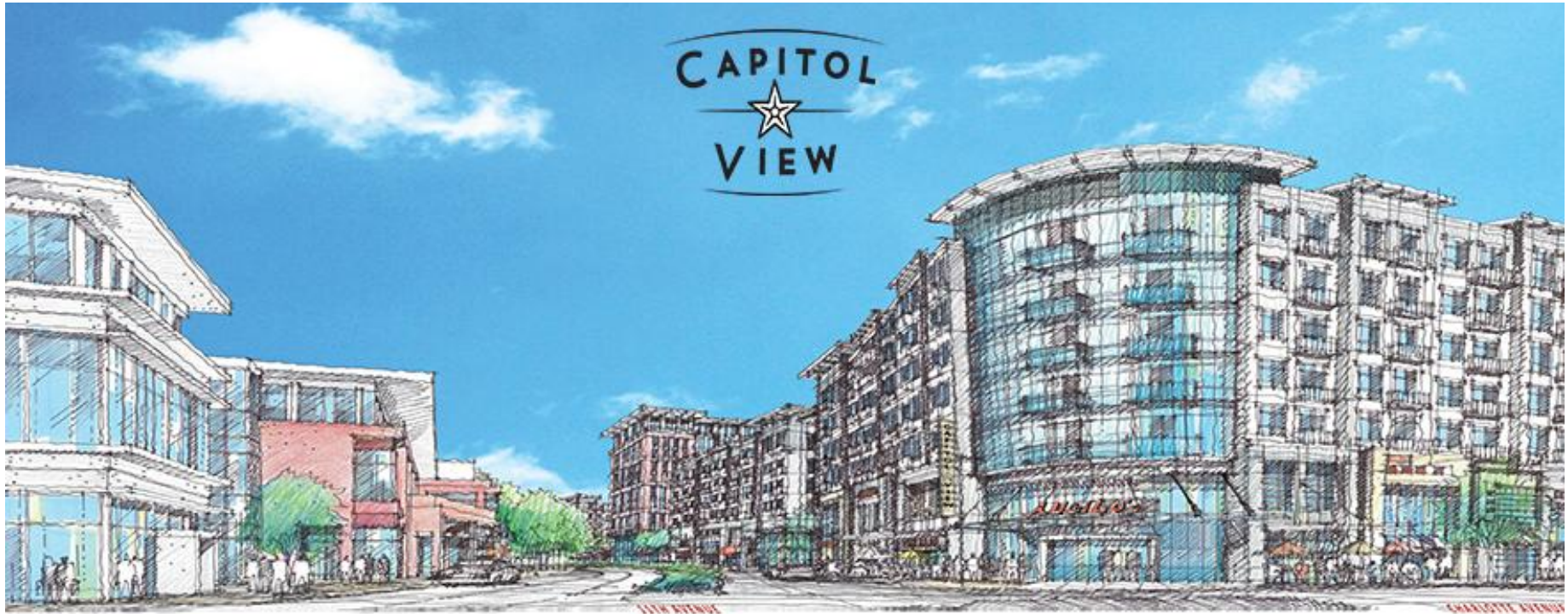


Fifth + Broadway

Spectrum | Emery and OliverMcMillan



Capitol View Development: North Gulch



Office - 1M SF

Retail - 312,000 SF

Hotels – 2 hotels, 420 rooms total

Multi-family - 1,065 units

Conference Center – 100,000 SF

Urban park/open community space

Jogging and bike trails that connect to Nashville Greenway
system

12th & Broadway



Image via The Tennessean

Nashville Yards



Images via The Tennessean

Mixed-Use Developments at Rolling Mill Hill



Three-tower project planned at 12th & Demonbreun



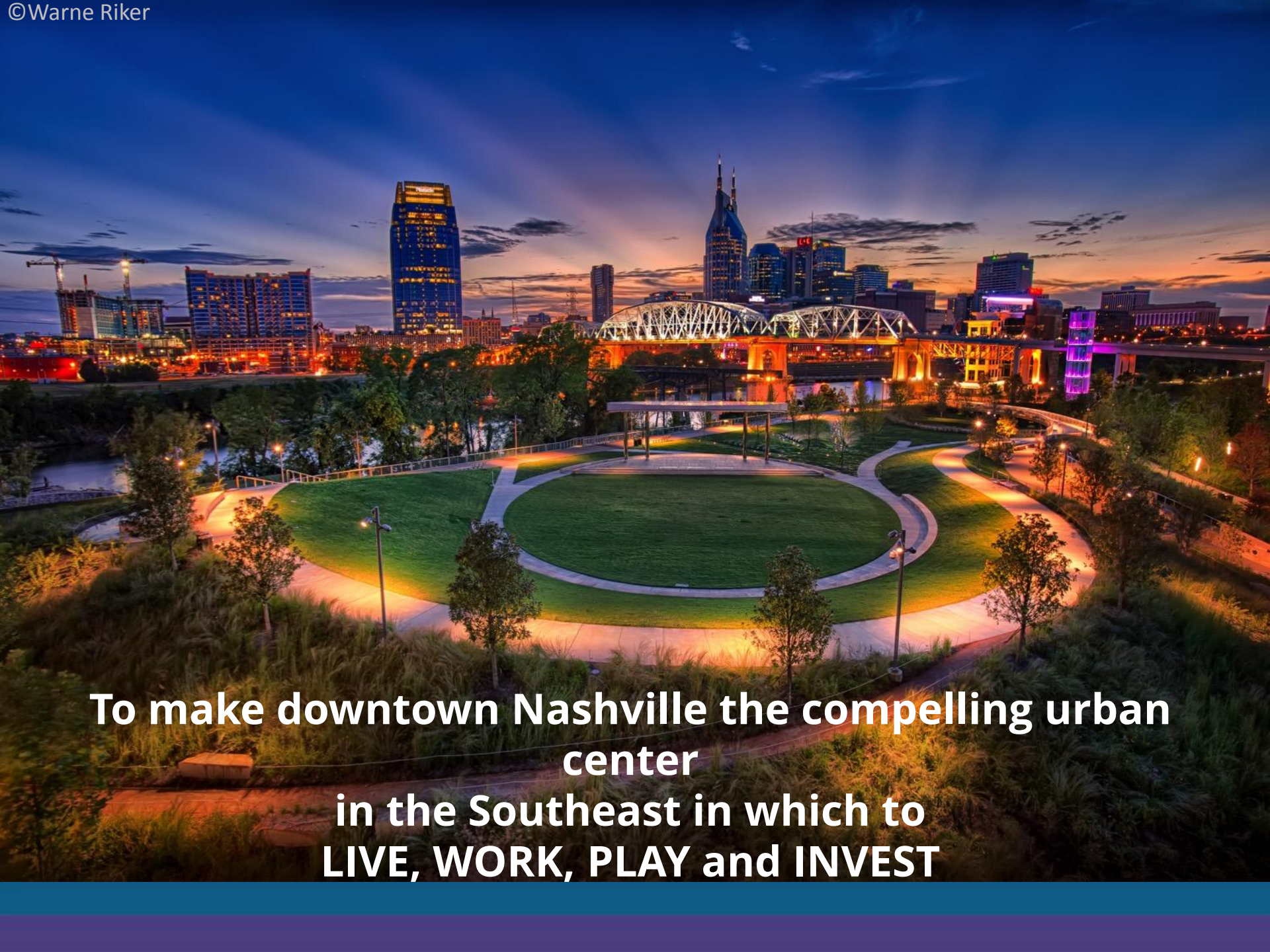
- Endeavor Real Estate Group
- 3 acres
- Residential, hotel, and office
- 21-story plan for office tower
- 28-story plans for hotel and residential towers

Downtown as economic engine

Downtown generates **5.4%** of property taxes
and **18.7%** of retail taxes.

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