Nashville Downtown Partnership
Core Purpose

"to make Downtown Nashville the compelling urban center in the Southeast in which to Live, Work, Play and Invest."

Downtown Boundaries

Jefferson Street to the north, the Cumberland River to the east, and the interstate loop to the south and west

INVEST

• Public-private investments in downtown since 2000 > $2.8 billion

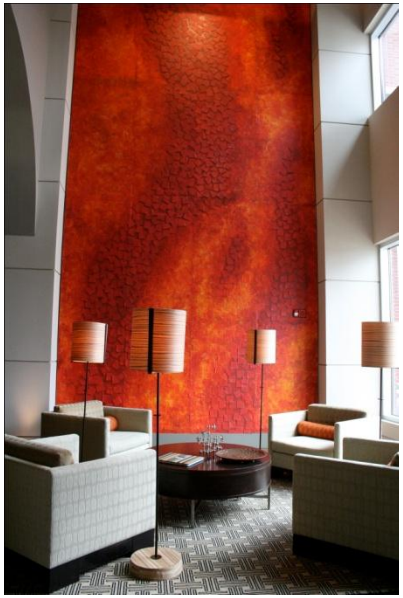
•Residential development $519 million

"Periodically, a city has to have enough confidence in itself to invest in itself."

--Karl Dean, Mayor of Nashville

2011 Residential Overview

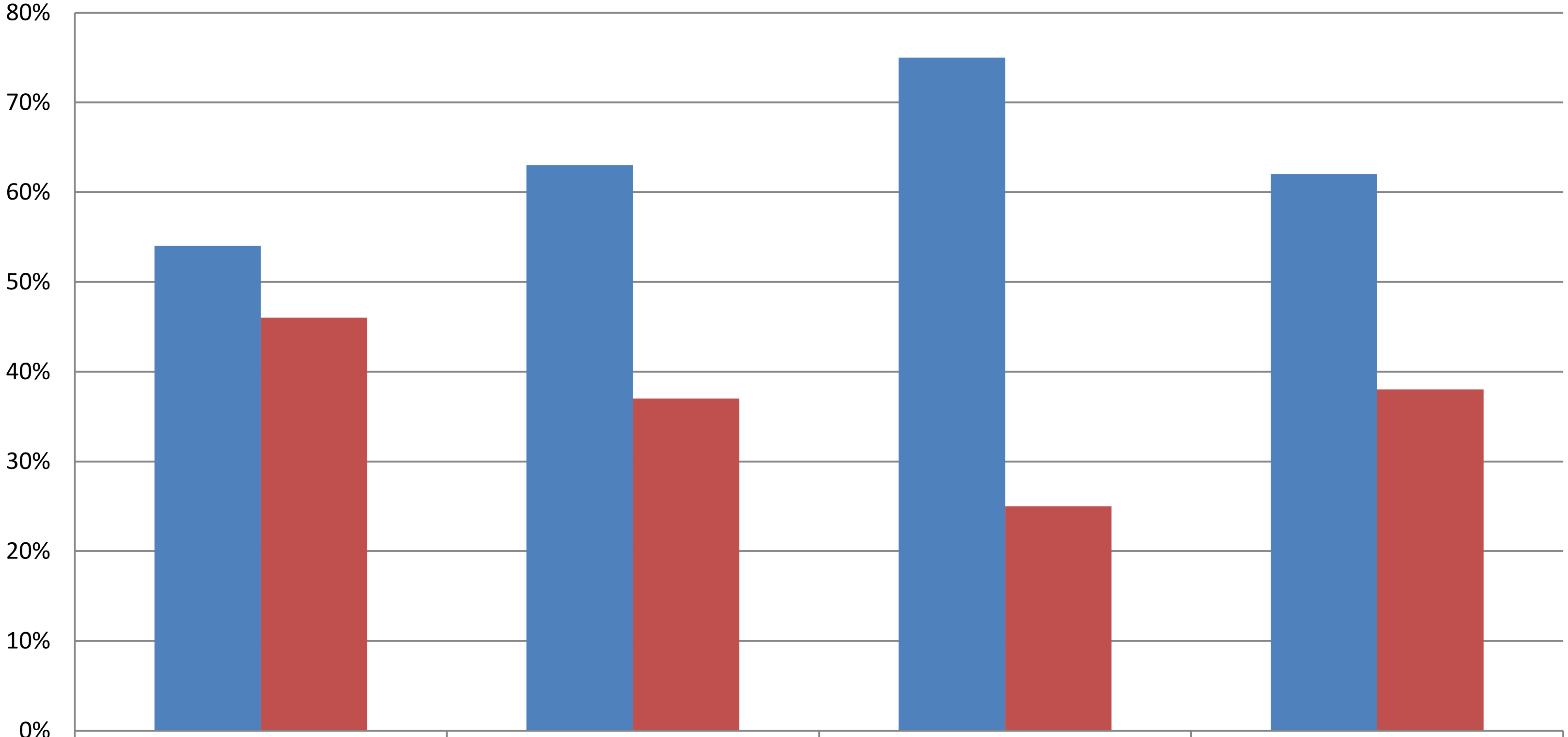
Downtown Nashville



Residential Options

- Total downtown residential units: 3,823
- 2010 downtown rental occupancy: 95%
- Current economy favors expanding rental inventory

Ownership vs. Rental
2008-2010



	2008	2009	2010	Projected 2011
Own	54%	63%	75%	62%
Rent	46%	37%	25%	38%

Rental Market

- Velocity & Rolling Mill Hill, conversions to rental property = 294 units
- Rolling Mill Hill – over 60% leased!
  - Began leasing in mid-February
  - Lease rates: $685 - $2,145 per month
- Nance Place (workforce housing)
  - Leasing office opens April 18th

Residential Sales

- Downtown closings, <u>January – December, 2010</u>: 209 total; <u>January – December, 2009</u>: 166 total

- Only 178 units left to sell and 56 re-sales on the market- about a 12-month inventory!

U.S. CENSUS
NASHVILLE DATA

Live Alones	36%
Two-Person Households	33%
Traditional Family	26%

Who’s Living Downtown?

- 49% males, 51% females

- 29% are 29 and under (Generation Y)
- 36% are 30-45 (Generation X)
- 33% are 46-63 (Baby Boomers)
- 6% are 64+ (Veterans)

- 49% are single, 34% married

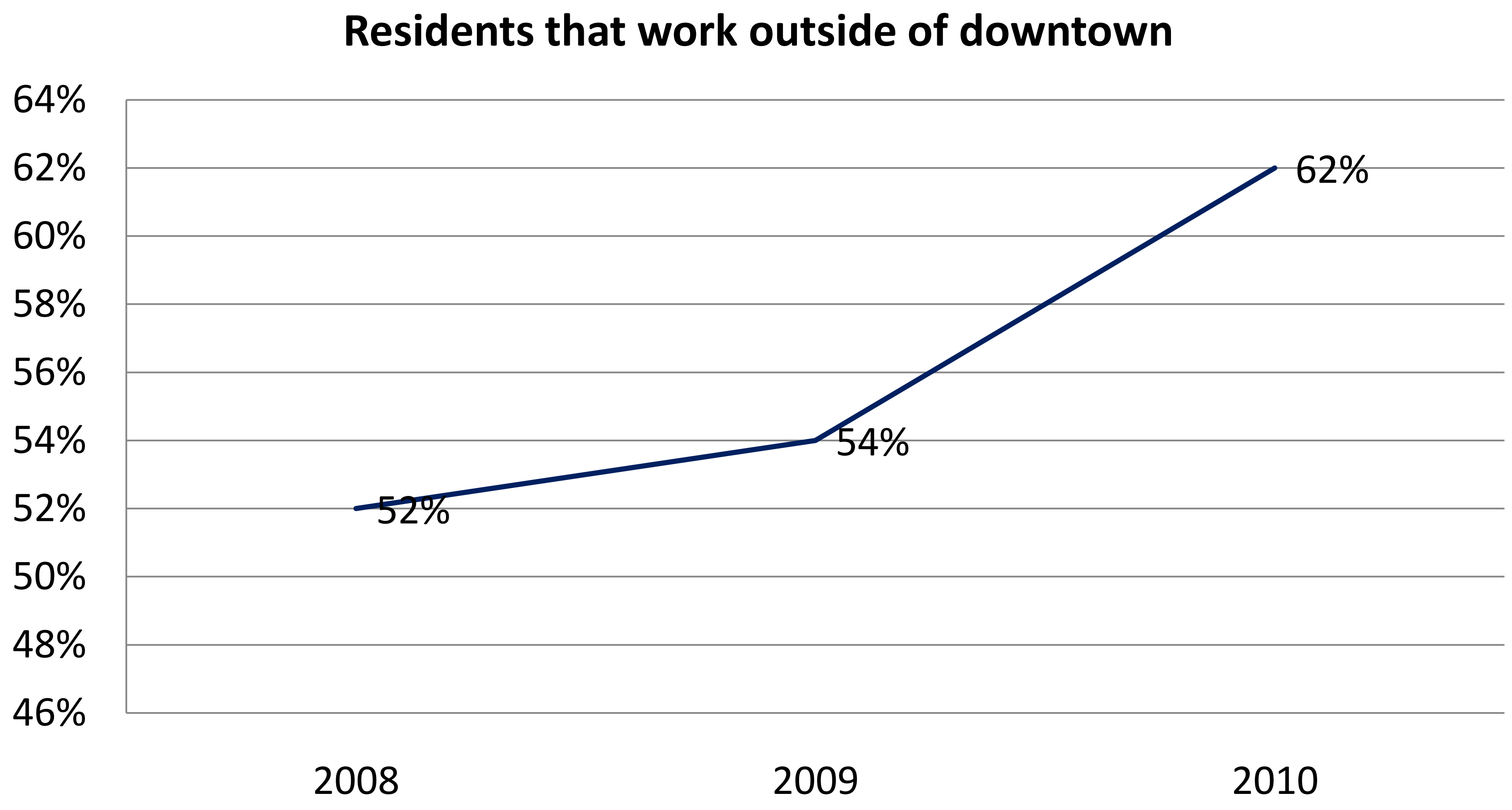
- Average household size: 1.5 persons

- Annual salary range: 68% earn $60,000 or more

- 63% college graduates, an additional 25% with postgraduate education

Source: Downtown Residential Survey, June, 2010

Where residents work



Education

	2 or 4 Year Degree	Graduate or Professional Degree
Downtown	63%	25%
Nashville	27%	12%
Nashville MSA	25%	9%

TOP Reasons for Downtown Living

Urban Experience (#1)	54%
Central Location/Convenience (#2)	43%
Nightlife (#3)	35%
Close to Work (#4)	31%
Arts & Cultural Events (#4)	31%

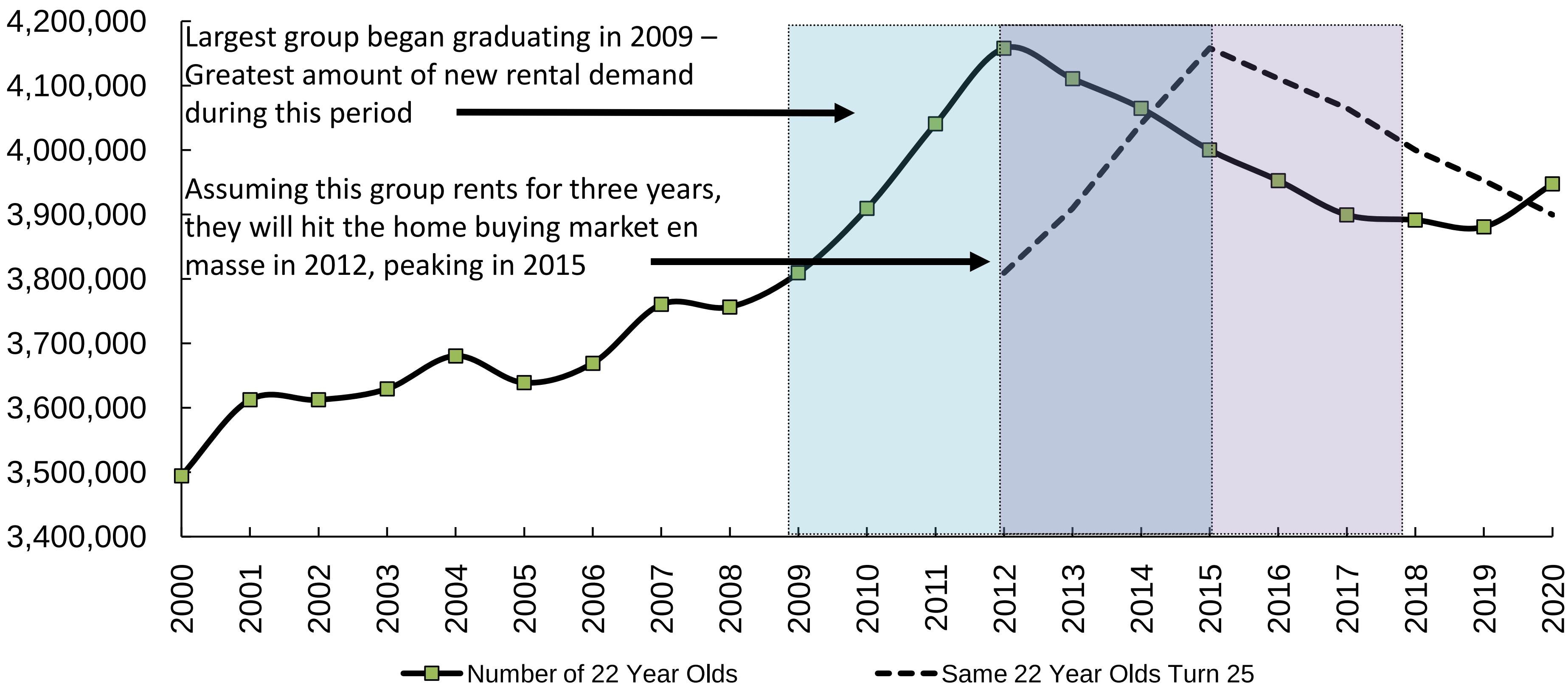
Demographic Trends

- Generation Y (81 million)
  - Born between 1981-1999
  - Place value on community, dense, walkable environments and green development
  - 77% want to live in an urban core
  - 1/3 will pay more to walk to work, shops, entertainment
  - 2/3 say living in a walkable community is important

SOURCE: RCLCO Consumer Research, 2009

DEMOGRAPHIC TRENDS
BIG IMPACT: GEN Y RENT IN 2010 – BUY IN 2012

- 41% of Generation Y plan to rent for at least two years
- 77% of Generation Y plan to live in an Urban Core



NOTE: Number of 22-year olds is based upon birth rate and does not factor in death rates and migration.
SOURCE: U.S. Centers for Disease Control and Prevention

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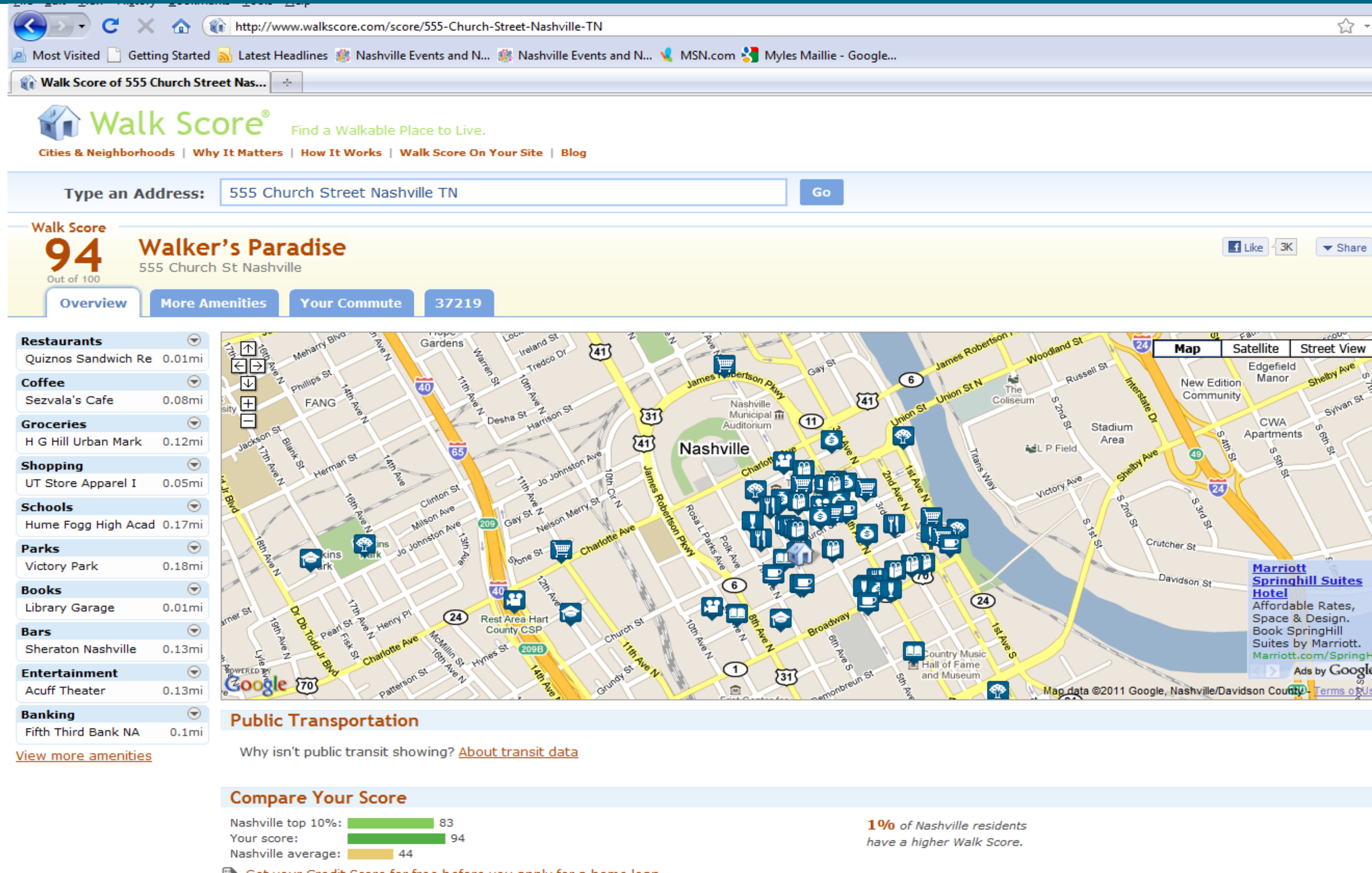
Demographic Trends

- **Walkability:**
  - Drivers: convenience, connectivity, healthy work-life balance to maintain relationships
  - 1/3 will pay more to walk to shops, work, and entertainment
  - More than 1/2 of Gen Y would trade density for proximity to shopping or to work
  - Even among families with children, one-third or more are willing to trade lot size and "ideal home" for walkable, diverse communities

In most metro areas, only 10% to 15% of the supply is delivered in these type of environments. Result is strong pent up demand for walkable urbanity that will take decades to satisfy at the current pace of delivery.

Walkscore.com



Demographic Trends

- Baby Boomers (78 million)
  - Born between 1946 - 1964
  - Entering an "urban phase"
  - 75% of retiring boomers want to live in urban settings – either central cities or walkable town centers

SOURCE: RCLCO Consumer Research, 2009

2nd Annual City Lights Tour

SAVE THE DATE!
Thursday, April 14, 2011!

LIVE IT UP! Downtown Home Tour

Save the Date! Sunday, April 17

Since 2004, more than 8,000 people have come downtown for LIVE IT UP! tours, with an economic impact of over $46 million in sales and leases.

RETAIL 2010

New retail on Church Street this fall– **FRESHII**, **METROPOLITAN WINES**, and **PUCKETT'S GRO. & RESTAURANT**

RETAIL

Net gain in downtown retail since 2008: 51

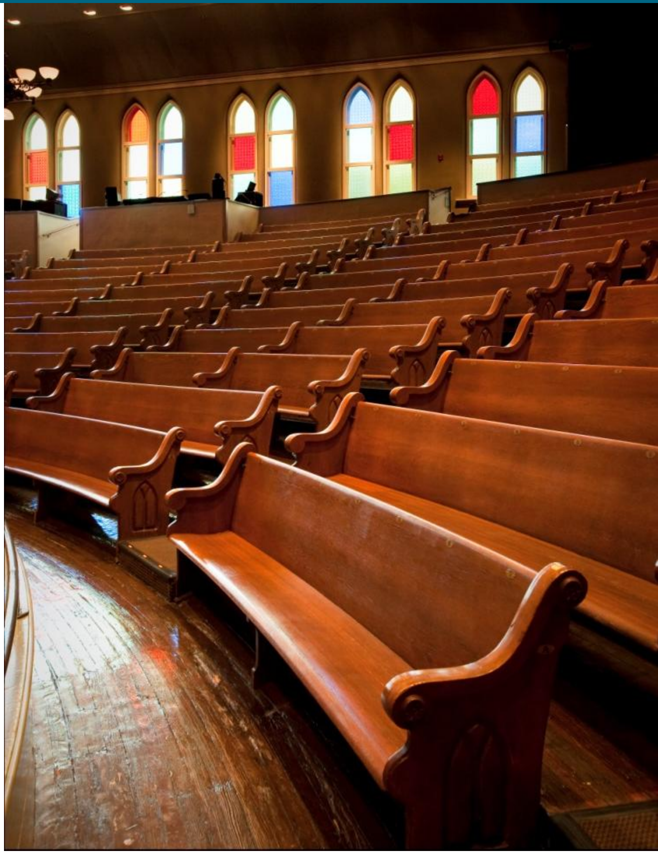
So far in 2011: 16 opened or announced!

DOWNTOWN AMENITIES

- 2 urban grocery stores
- 2 dry cleaners
- 3 florists
- 4 dentists
- 9 bakeries
- 7 fitness centers
- 14 barbers, hair salons, nails
- 14 banks
- 16 coffee shops

Arts & Entertainment

- 5 Museums
- 25 Art Galleries
- Bridgestone Arena
- Schermerhorn Symphony Center
- Tennessee Performing Arts Center
- LP Field



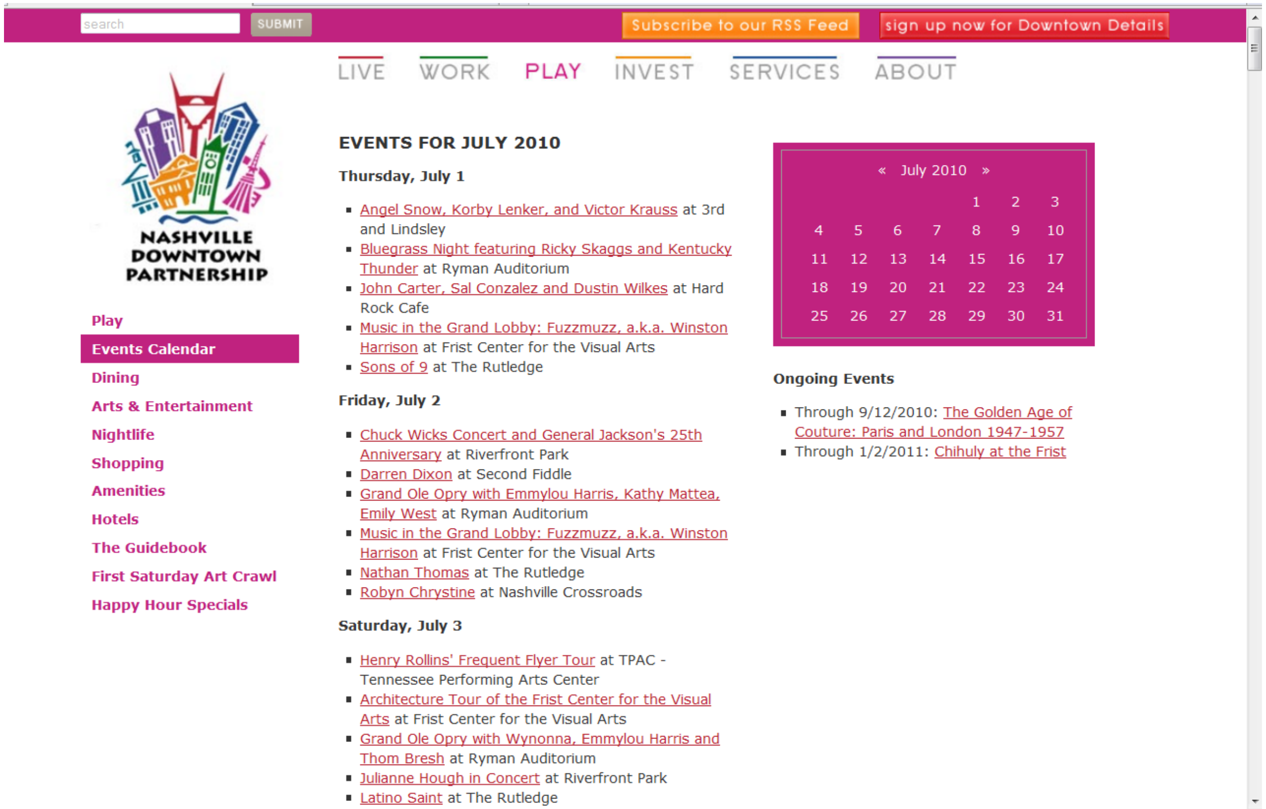
- Nashville Children's Theatre
- Frist Center for Visual Arts
- Country Music Hall of Fame
- Ryman Auditorium

First Saturday Art Crawl

More than 20 galleries participate each month

www.nashvilledowntown.com

www.parkitdowntown.com



Event calendar default page: displays current month's events

SOCIAL MEDIA

Facebook:
8,741 followers

NDP Twitter:
7,925 followers

Online Property Listing

- **“Craigslist” type search ONLY for downtown residential properties**
- **Rental and purchase**
- **FREE service**

- **Dec 2010 – Jan 2011: 16,138 unique visitors to www.nashvilledowntown.com**
- **3,653 avg. monthly LIVE website hits (2010)**

Call on us for….

- Business Recruitment Brochures
- Retail Brochure
- Retail Strategy
- Employee Survey Results
- Employee Density Maps
- Residential Reports
- Property Searches
- Downtown Investment Listings
- Walkability Score of a Specific Address
- Dining and Entertainment Guide
- Custom Mapping
- ***Personalized Packets Tailored to Your Clients' Needs***