

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

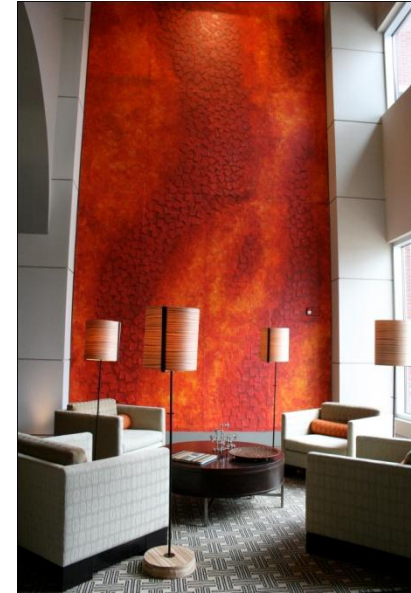


"Periodically, a city has to have enough confidence in itself to invest in itself."

--Karl Dean, Mayor of Nashville

2011 Residential Overview

Downtown Nashville



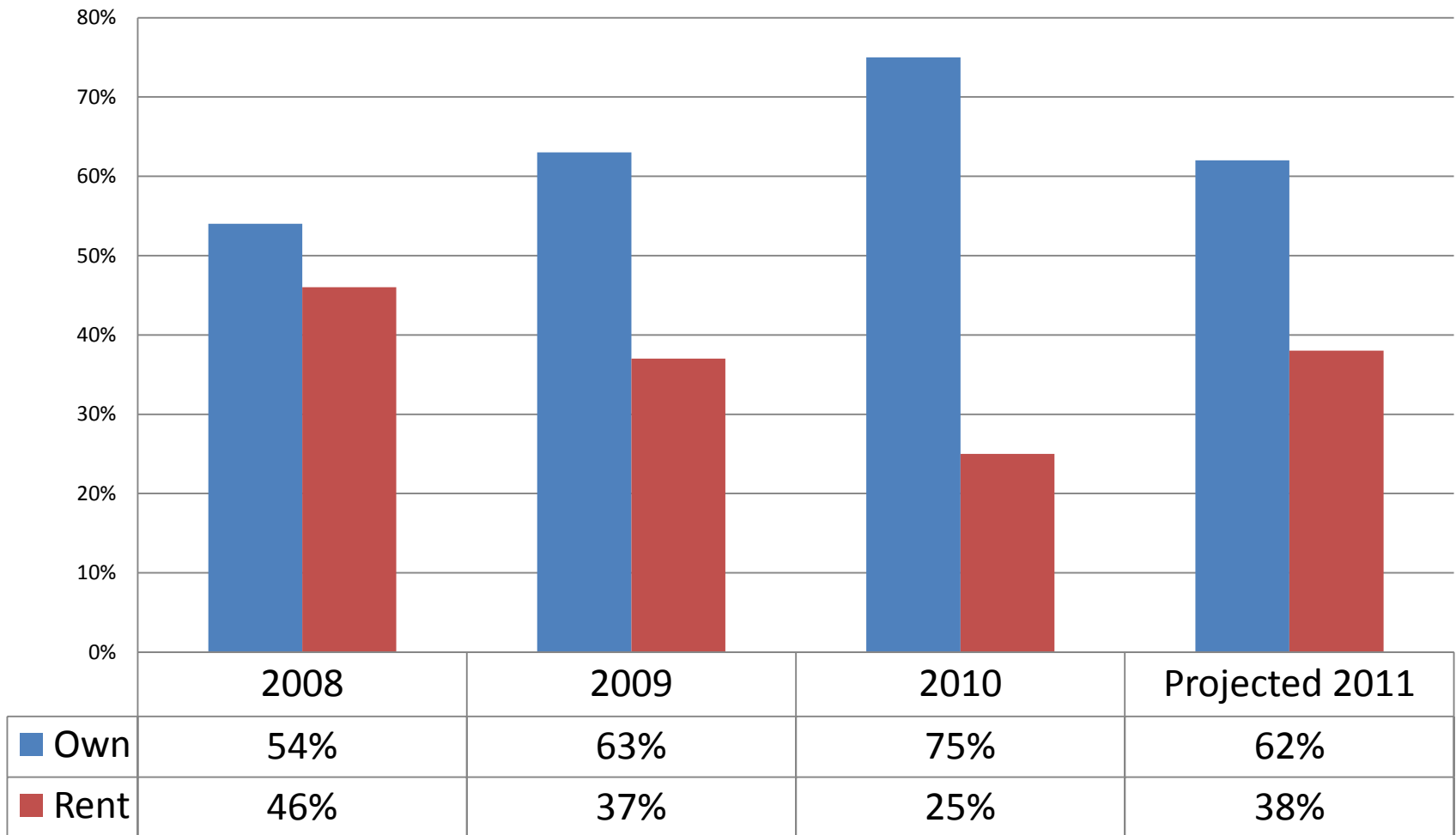
Residential Options

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



Ownership vs. Rental

2008-2010



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,
January – December, 2010:
209 total;
January – December, 2009:
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%
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Two-Person Households	33%
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Traditional Family	26%
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Who's Living Downtown?

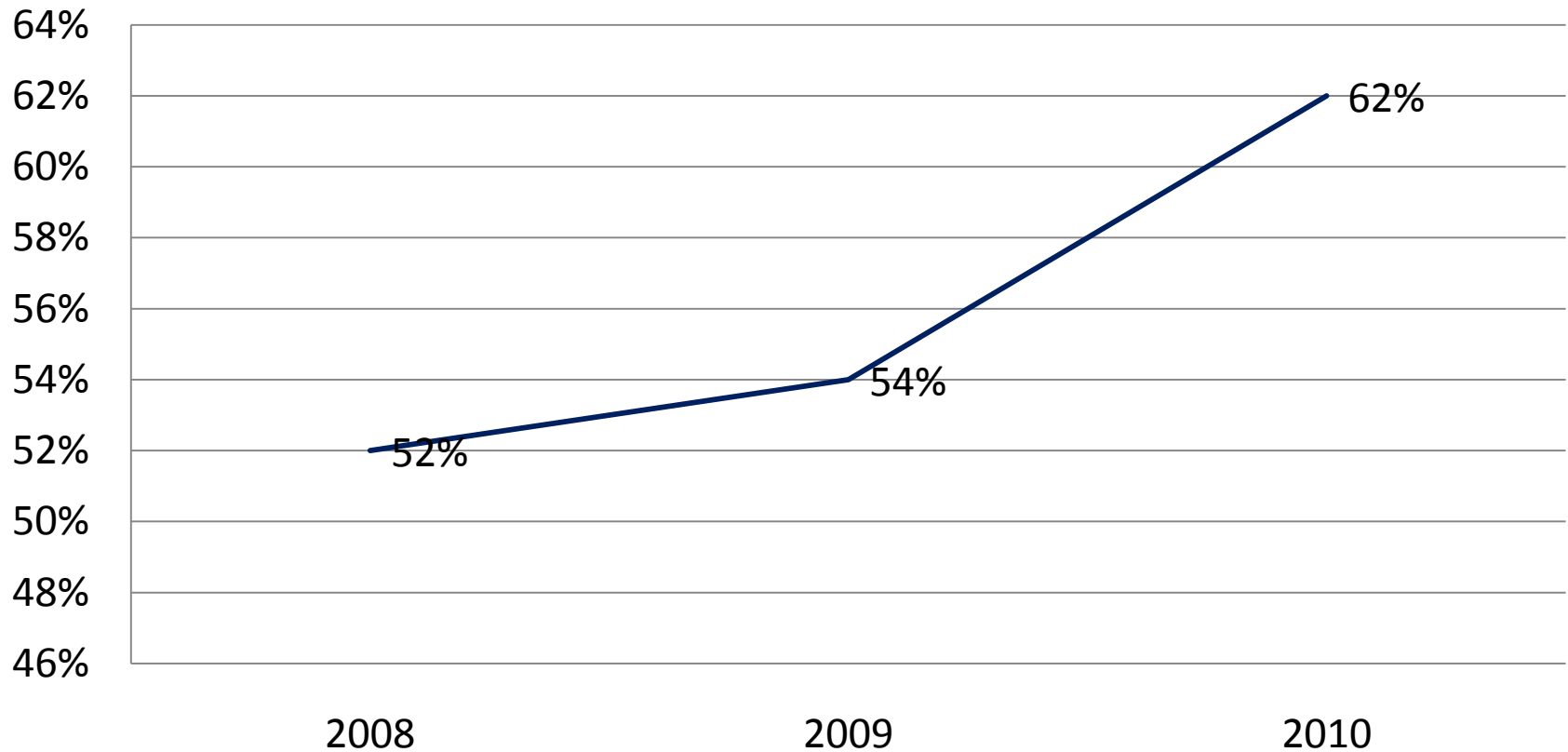
- **49% males, 51% females**
- **29% are 29 and under (Generation Y)**
- **36% are 30-45 (Generation X)**
- **33% are 46-63 (Baby Boomers)**
- **6% are 64+ (Veterans)**
- **49% are single, 34% married**
- **Average household size: 1.5 persons**
- **Annual salary range: 68% earn \$60,000 or more**
- **63% college graduates, an additional 25% with postgraduate education**



Source: Downtown Residential Survey, June, 2010

Where residents work

Residents that work outside of downtown



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%



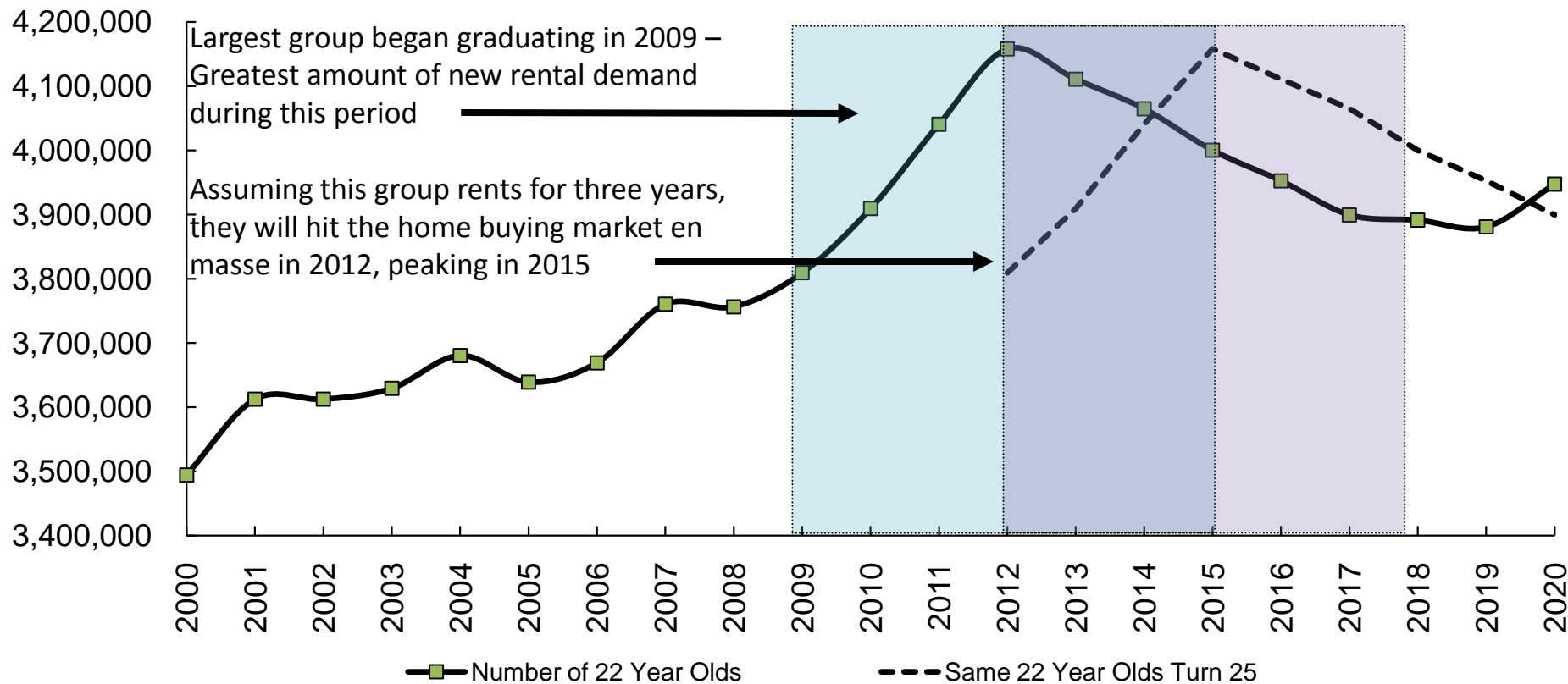
Demographic Trends

- 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

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

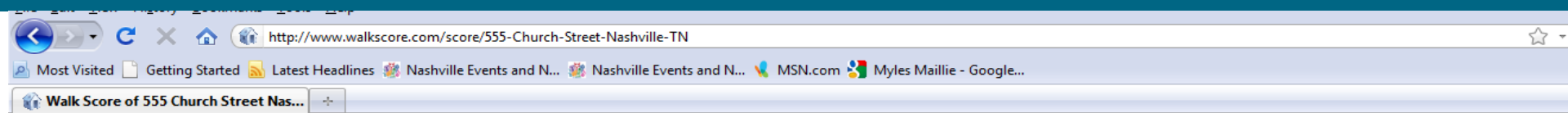
Demographic Trends

► 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



Walk Score® Find a Walkable Place to Live.

[Cities & Neighborhoods](#) | [Why It Matters](#) | [How It Works](#) | [Walk Score On Your Site](#) | [Blog](#)

Type an Address:

Go

Walk Score

94
Out of 100

Walker's Paradise

555 Church St Nashville

[Like](#) [3K](#) [Share](#)

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[37219](#)

Restaurants

Quinzos Sandwich Re 0.01mi

Coffee

Sezvala's Cafe 0.08mi

Groceries

H G Hill Urban Mark 0.12mi

Shopping

UT Store Apparel I 0.05mi

Schools

Hume Fogg High Acad 0.17mi

Parks

Victory Park 0.18mi

Books

Library Garage 0.01mi

Bars

Sheraton Nashville 0.13mi

Entertainment

Acuff Theater 0.13mi

Banking

Fifth Third Bank NA 0.1mi

[View more amenities](#)



Public Transportation

Why isn't public transit showing? [About transit data](#)

Compare Your Score

Nashville top 10%: 83
Your score: 94
Nashville average: 44

1% of Nashville residents
have a higher Walk Score.

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!

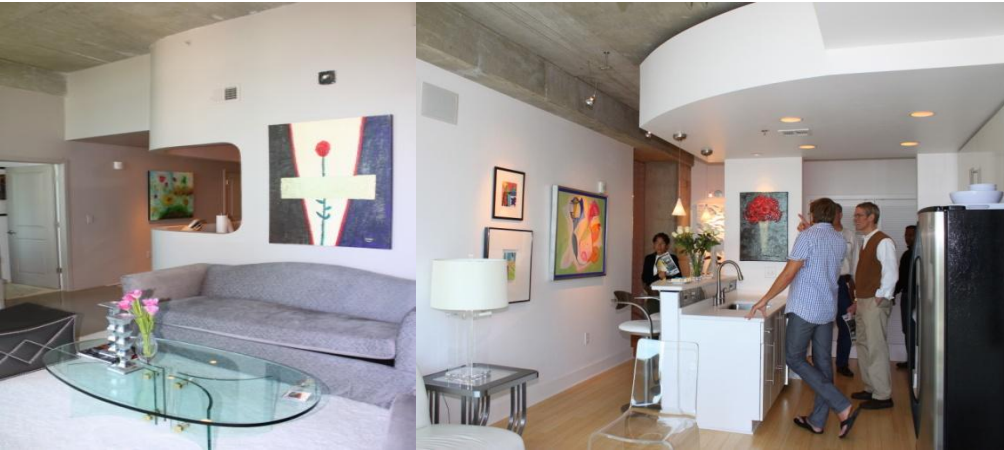


LIVE IT UP! Downtown Home Tour

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

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[Happy Hour Specials](#)

EVENTS FOR JULY 2010

Thursday, July 1

- [Angel Snow, Korby Lenker, and Victor Krauss](#) at 3rd and Lindsley
- [Bluegrass Night featuring Ricky Skaggs and Kentucky Thunder](#) at Ryman Auditorium
- [John Carter, Sal Gonzalez and Dustin Wilkes](#) at Hard Rock Cafe
- [Music in the Grand Lobby: Fuzzmuzz, a.k.a. Winston Harrison](#) at Frist Center for the Visual Arts
- [Sons of 9](#) at The Rutledge

Friday, July 2

- [Chuck Wicks Concert and General Jackson's 25th Anniversary](#) at Riverfront Park
- [Darren Dixon](#) at Second Fiddle
- [Grand Ole Opry with Emmylou Harris, Kathy Mattea, Emily West](#) at Ryman Auditorium
- [Music in the Grand Lobby: Fuzzmuzz, a.k.a. Winston Harrison](#) at Frist Center for the Visual Arts
- [Nathan Thomas](#) at The Rutledge
- [Robyn Chrystine](#) at Nashville Crossroads

Saturday, July 3

- [Henry Rollins' Frequent Flyer Tour](#) at TPAC - Tennessee Performing Arts Center
- [Architecture Tour of the Frist Center for the Visual Arts](#) at Frist Center for the Visual Arts
- [Grand Ole Opry with Wynonna, Emmylou Harris and Thom Bresh](#) at Ryman Auditorium
- [Julianne Hough in Concert](#) at Riverfront Park
- [Latino Saint](#) at The Rutledge

« July 2010 »

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Ongoing Events

- Through 9/12/2010: [The Golden Age of Couture: Paris and London 1947-1957](#)
- Through 1/2/2011: [Chihuly at the Frist](#)

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***



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