

## Welcome to Nashville!

Nashville, home to more than 690,000 inhabitants, is the largest city and capital of the U.S. State of Tennessee. Located in the rolling hills of middle Tennessee, the city's growing population has been attributed to its low cost of living (3% lower than the national average), employment opportunities and lifestyle.

The city was founded on Christmas Day of 1779 on the banks of the Cumberland River as Fort Nashborough. The community changed its name to Nashville in 1784, which incorporated as a town in 1806 and was permanently established as the capital of Tennessee in 1843.

The Nashville and Davidson County governments were consolidated into a single entity under the Metropolitan Charter effective April 1, 1963, making it a Metropolitan government with a geographical area of 525 square miles.

The city is a center for music, healthcare, hospitality, publishing, banking and transportation industries. It is also home to some of the top U.S. universities, notable among which are Vanderbilt University and Belmont University. Nashville was one of the 15 best U.S. cities for work and family according to Fortune Magazine and ranked among the 20 best places for business and careers in 2018 by Forbes. Frequently cited are the area's low cost of living, a variety of residential opportunities, abundant recreational and tourist opportunities, a lively cultural base, diverse economy closely mirroring that of the nation, a regional hub for health care, and many institutions of higher education. Transportation is available by air, train, water, and road – 50% of the nation's population lives within 650 miles via one of the three interstate highways (I-65, I-40, and I-24) that converge in the city. Although it has a diverse and balanced economy with manufacturing, transportation, education, financial, healthcare, and other services, Nashville may be best known as the home of country music – Music City USA.

Nashville's weather and temperature range are fairly moderate compared to many other cities in the United States, and while Nashville has recorded temperatures as low as -17 F and as high as 107 F, that is not the norm—temperatures in Nashville typically range from an average low of 28 F in January to an average high of 89 F in July.

The best seasons to visit this Tennessee city are spring, summer, and fall, especially between the months of April and October when the Music City comes to life with a whole slew of outdoor events and attractions.



**The Founding Fathers of Nashville**  
Statue of Nashville's founders

Residents and visitors alike can enjoy a wide variety of cultural offerings. Galleries include:

- Cheekwood Botanical Gardens and Museum of Art – <http://www.cheekwood.org>
- Country Music Hall of Fame Museum – <http://www.countrymusicHallofFame.org>
- Fisk University Galleries – <https://www.fisk.edu/galleries>
- Frist Center for the Visual Arts – <http://www.fristcenter.org>
- The Parthenon – <http://www.nashville.gov/Parks-and-Recreation/Parthenon.aspx>
- Tennessee Performing Arts Center – <http://www.tpac.org>
- Tennessee State Museum – <http://www.tnmuseum.org>

Historic sites in or near Nashville include:

- Bicentennial Capitol Mall State Park – <http://tnstateparks.com/parks/about/bicentennial-mall>
- Belle Meade Plantation – <http://www.bellemeadeplantation.com>
- Carnton Plantation – <http://boft.org/carnton>
- Carter House – <http://boft.org/the-carter-house>
- The Battle of Nashville/Fort Negley – <http://www.bonps.org/fort-negley>
- The Hermitage: Home of Andrew Jackson – <http://www.thehermitage.com>
- Tennessee State Capitol – <http://www.bonps.org/tour/capitol.htm>
- Travelers Rest Historic House/Grounds – <http://www.travellersrestplantation.org>

And, of course, entertainment includes all kinds of music, including the Grand Ole Opry, the Country Music Hall of Fame and the Nashville Symphony. Up-to-date information for conventions and visitors is available at <http://www.visitmusiccity.com>

## What Others Are Saying About Nashville

Over the past few years, the Nashville area has been recognized as one of the best places in the country to work, live and raise a family. The following are just a few of the most recent recognitions:

In their 2019 annual report, PricewaterhouseCoopers and The Urban Land Institute ranked Nashville 1<sup>st</sup> for

homebuilding and 5<sup>th</sup> for overall real estate prospects. They noted that the city consistently outperforms the national average for employment growth and stability and is able to attract investment capital from around the world. *Emerging Trends in Real Estate*® 2019

The Nashville MSA was tied for 13<sup>th</sup> for net employment outlook in the ManpowerGroup's Employment Outlook Survey. For Q2 of 2019, the net expected increase in hiring was 23%. The survey looks at the 100 largest MSA's in the United States and surveys employers on their plans for staffing levels. *ManpowerGroup, March 12, 2019*

In 2018, Amazon announced its selection of Nashville for their new Operations Center of Excellence. The project will involve \$5 billion in investment from the company and will create approximately 5,000 jobs and two new downtown office towers. *The Tennessean, February 15, 2019*

Nashville was ranked 9<sup>th</sup> in wage growth, 11<sup>th</sup> in job growth and overall the 25<sup>th</sup> Best-Performing City of 2018. The Milken Institute bases their rankings on job creation and economic opportunity, both of which Nashville has seen growth in. *Milken Institute, January, 2019*

Nashville was ranked as the 7<sup>th</sup> Best City for Millennials. The Penny Hoarder developed a list of the Top 25 Coolest and Most Affordable Cities for Millennials. The rankings are based on an analysis of housing and local price data, young population growth, unemployment data, walkability and community assets. Nashville ranked highly due to its affordability, healthy economy and hip local food and music scene. *ThePennyHoarder.com, June 1, 2018*

In their 2018 list of the best big cities for jobs, Forbes ranked the Nashville MSA 3<sup>rd</sup>, noting 19.2% job growth from 2012-2017. *Forbes, May 7, 2018*

The Nashville MSA was ranked 3<sup>rd</sup> on Newgeography's 2018 Best Cities for Job Growth list for large cities. The rankings took into account both short- and long-term growth. *Newgeography.com, May 18, 2018*

The Nashville MSA moved up 13 places to be ranked 7<sup>th</sup> on Forbes' 2018 list of America's Fastest-Growing Cities. One of several factors that went into the rankings was projected wage growth, which for Nashville was estimated to be 6.2% in 2018. *Forbes, February 28, 2018*

Nashville was ranked 1<sup>st</sup> on ProFlowers' list of the 10 most Instagram-worthy spots for fall, topping #2 Central Park by over 1.6 million photos. The list was created based on the number of hashtags with the city's name and fall foliage. *ProFlowers.com, December 1, 2017*

American City Business Journals ranked Nashville 4<sup>th</sup> in the country on their 2017 Economic Index. Nashville hovered in 10<sup>th</sup> place the previous two

years before vaulting to fourth. It leads the country with a five-year jump of 27.1 percent in financial-activities (banking) jobs. *American City Business Journals, October 20, 2017*

Nashville ranked as the 4<sup>th</sup> friendliest city three years running according to travel magazine Condé Nast's 2017 list. *USA Today, August 17, 2017*

Forbes ranked Nashville 3<sup>rd</sup> on their 10 Big U.S. Cities with the Fastest-Growing Economies list, citing 4.0% growth in employment from 2015-2016. *Forbes, August 9, 2017*

The Nashville MSA was ranked 1<sup>st</sup> in the country on Forbes' list of Cities Creating the Most High-Wage Jobs. This ranking was due to the city's job growth of 42.6% in professional and business services since 2011, fifty percent more than the number two spot which had 28.4% growth. *Forbes, June 26, 2017*

Nashville was ranked 4<sup>th</sup> on Forbes' list of Cities Americans are Moving To. The study looked at rate of domestic migration from 2010-2014 and population growth from 2016-2017. *Forbes, June 21, 2017*

Nashville was named among the Top 20 Cities for Tech Jobs. Employment search site ZipRecruiter recently analyzed its database of more than 8 million active jobs, and ranked the 20 fastest-growing tech markets based on year-over-year data. Nashville ranked number 8 on the list. *Time, Money Magazine, June 12, 2017*

Nashville was included as one of the 50 Best Places to Travel worldwide in 2017. Travel + Leisure chose Nashville as one of the best destinations around the world due to the number of attractions and growth in many areas. *Travel + Leisure, December 28, 2016*

NerdWallet ranked Nashville 3<sup>rd</sup> on their list of the Top 10 Cities for Job Seekers. They reviewed the 2015 statistics of the 100 largest cities in the United States, looking at unemployment rates, growth in the population of people who are at working age, and median annual earnings and monthly rent. Two factors mentioned specifically for Nashville were the health care industry and the fact that it is a state capital. *NerdWallet, December 19, 2016*

Nashville and the Middle Tennessee region was ranked 4<sup>th</sup> out of the top markets for advanced manufacturing in a report from the Boyd Company, a business location consultant. The company looked at 24 different regions around the country and analyzed the operating cost required to run a manufacturing facility with 500 employees for one year. Not only is the operating cost an incentive, but the overall market and culture of the city mean that Nashville is often considered in company relocations and expansions. *The Tennessean, October 13, 2016*

On the list of the best cities for freelancers, Nashville was ranked 2<sup>nd</sup> by NerdWallet. This was based on the

percentage of self-employed residents, cost of rent and other bills. *NerdWallet, August 30, 2016*

A Brookings Institution study of advanced industries in the 100 largest metropolitan areas in the U.S. ranked the Nashville MSA 1<sup>st</sup> in annual average percent change in advanced industries jobs from 2013-2015 with an increase of 7.9% and 2<sup>nd</sup> from 2010-2013 with an increase of 8.0%. *Brookings Institution, August 4, 2016*

The Nashville MSA was 1<sup>st</sup> on WalletHub's 2016 Best & Worst Cities for Women-Owned Businesses. WalletHub analyzed 100 cities around the U.S. based on factors related to business climate and growth. *WalletHub.com, February 22, 2016*

## Demographic Statistics

### Population (Source: U.S. Census Bureau, QuickFacts)

|      |         |
|------|---------|
| 2018 | 692,587 |
| 2017 | 689,006 |
| 2016 | 687,430 |
| 2015 | 680,884 |
| 2014 | 670,180 |
| 2013 | 660,456 |
| 2012 | 649,402 |
| 2011 | 635,827 |
| 2010 | 626,681 |
| 2009 | 624,211 |
| 2008 | 622,144 |
| 2007 | 620,267 |
| 2006 | 614,200 |
| 2005 | 607,413 |
| 2004 | 597,263 |
| 2003 | 588,512 |
| 2002 | 582,346 |
| 2001 | 578,832 |
| 2000 | 569,891 |
| 1999 | 542,376 |
| 1998 | 539,083 |
| 1997 | 535,546 |
| 1996 | 532,008 |
| 1995 | 528,471 |
| 1990 | 510,784 |
| 1980 | 477,811 |

### Racial Composition (Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates)

|  |       |
|--|-------|
| White                                      | 56.4% |
| Black or African American                  | 27.3% |
| Hispanic or Latino (of any race)           | 10.1% |
| Asian                                      | 3.5%  |
| American Indian and Alaska Native          | 0.3%  |
| Native Hawaiian and Other Pacific Islander | 0.1%  |
| Other or Two or More Races                 | 2.5%  |

### Age Composition (Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates)

|              |       |
|--------------|-------|
| 0-19 years:  | 24.1% |
| 20-29 years: | 17.9% |
| 30-39 years: | 16.9% |
| 40-49 years: | 12.2% |
| 50-64 years: | 17.5% |
| 65+ years:   | 11.9% |

### Households (Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates)

|                           |         |
|---------------------------|---------|
| Number of households:     | 273,497 |
| Owner Occupied:           | 148,731 |
| Renter Occupied:          | 124,766 |
| Marriage Licenses (FY18): | 5,819   |

### Climate (Source: National Oceanic and Atmospheric Administration: NOWData)

#### Average Temperatures (degrees Fahrenheit)

|         | <u>Mean Min</u> | <u>Mean Avg</u> | <u>Mean Max</u> |
|---------|-----------------|-----------------|-----------------|
| Annual  | 46.0            | 59.8            | 62.7            |
| January | 28.4            | 37.7            | 46.9            |
| July    | 69.5            | 79.4            | 89.3            |

|                              |                      |
|------------------------------|----------------------|
| Annual Average Precipitation | 50.6"                |
| Annual Average Snowfall      | 4.1"                 |
| Elevation                    | 500' above sea level |

#### Elections

|   |             |
|---|-------------|
| Registered Voters:  | 427,577     |
| Votes cast last election: (November 2018 National/State Election) | 245,860     |
| % voting last Nat'l/State election:                               | 57.50%      |
| Nov 2018 Total Election Expense                                   | \$1,064,800 |

#### Education

##### Metro Nashville Public Schools:

|                   |    |                    |
|-------------------|----|--------------------|
| Elementary        | 66 |                    |
| Middle School     | 26 |                    |
| High School       | 16 |                    |
| Special Education | 13 | Includes ELC & ALC |
| Magnet            | 15 |                    |
| Charter School    | 32 |                    |

Private and Parochial in MSA 70

##### Colleges:

|  |    |
|--|----|
| Four Year and Post Graduate Institutions | 25 |
| Community Colleges                       | 5  |
| Vocational and Technical Schools         | 22 |

#### Nashville Public Library:

|           |                                    |
|-----------|------------------------------------|
| 2,214,447 | Cataloged collection total FY17-18 |
| 5,648,749 | Circulation total for FY17-18      |

### Household Income (Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates)

|                          |          |
|--------------------------|----------|
| Per capita income:       | \$34,470 |
| Median household income: | \$58,490 |

**Economic Statistics**

(MSA = Metropolitan Statistical Area)

Building Permits

| <u>Year</u> | <u>Number</u> | <u>Value in Millions</u> |
|-------------|---------------|--------------------------|
| 2018        | 11,446        | 3,599                    |
| 2017        | 12,315        | 3,485                    |
| 2016        | 12,852        | 3,874                    |
| 2015        | 12,389        | 2,846                    |
| 2014        | 11,027        | 2,277                    |
| 2013        | 9,710         | 1,710                    |
| 2012        | 10,374        | 1,619                    |
| 2011        | 8,340         | 1,164                    |
| 2010        | 10,173        | 1,221                    |
| 2009        | 8,235         | 956                      |
| 2008        | 9,305         | 1,304                    |
| 2007        | 10,557        | 1,556                    |
| 2006        | 10,937        | 1,846                    |
| 2005        | 10,507        | 1,663                    |
| 2004        | 9,745         | 1,429                    |
| 2003        | 9,653         | 1,193                    |
| 2002        | 9,431         | 1,076                    |
| 2001        | 9,196         | 1,227                    |
| 2000        | 9,376         | 1,323                    |
| 1995        | 10,361        | 1,009                    |

Unemployment Rate (%)

| <u>Year</u> | <u>Nashville</u> | <u>U.S.</u> |
|-------------|------------------|-------------|
| 2018        | 2.3              | 3.9         |
| 2017        | 3.7              | 4.3         |
| 2016        | 3.8              | 4.9         |
| 2015        | 4.6              | 5.3         |
| 2014        | 5.2              | 6.2         |
| 2013        | 6.2              | 7.4         |
| 2012        | 6.4              | 8.1         |
| 2011        | 7.8              | 8.9         |
| 2010        | 8.6              | 9.6         |
| 2009        | 8.9              | 9.3         |
| 2008        | 5.4              | 5.8         |
| 2007        | 3.8              | 4.6         |
| 2006        | 4.2              | 4.6         |
| 2005        | 4.5              | 5.1         |
| 2000        | 3.1              | 4.0         |
| 1995        | 3.3              | 5.6         |

Source: Bureau of Labor Statistics

|                                      |       |
|--------------------------------------|-------|
| Trade, transportation, and utilities | 19.6% |
| Professional and business services   | 17.0% |
| Education and health services        | 15.1% |
| Government                           | 12.0% |
| Leisure and hospitality              | 11.0% |
| Manufacturing                        | 8.0%  |
| Financial activities                 | 6.5%  |
| Other services                       | 4.3%  |
| Mining, logging, and construction    | 4.1%  |
| Information                          | 2.3%  |

Source: U.S. BLS, Current Employment Statistics, 2018

Employment by Industry (MSA)

Top Area Employers (excluding government agencies)

- Vanderbilt University Medical Center
- Nissan North America
- HCA Healthcare Inc.
- Vanderbilt University
- Saint Thomas Health
- Community Health Systems
- Randstad
- Asurion
- The Kroger Co.
- National Healthcare Corp.
- Shoney's
- Electrolux Home Products
- Bridgestone Americas
- Lowe's Cos.
- Cracker Barrel Old Country Store
- Amazon.com
- Gaylord Opryland Resort
- AT&T Inc.
- Dollar General Corp.
- Middle Tennessee State University
- UnitedHealthcare
- Goodwill Industries of Middle TN
- Verizon Wireless
- A.O. Smith Corp.
- Ingram Content Group Inc.

Cost of Living Index (C2ER, ACCRA 2017 Annual COLI via the Nashville Area Chamber of Commerce)

|                       |       |
|-----------------------|-------|
| United States Average | 100.0 |
| Nashville Region      | 96.7  |

Housing (U.S. Census Bureau 2013-2017)

|                                   |           |
|-----------------------------------|-----------|
| Median Value Owner Occupied Units | \$191,400 |
| Median Gross Rent                 | \$970     |

Taxes

|  |            |
|--|------------|
| State Sales Tax Rate                       | 7.00%      |
| State Food Tax                             | 4.00%      |
| Local Option Sales Tax Rate                | 2.25-2.75% |
| Property Tax (per \$100 of assessed value) |            |
| General Services District                  | 2.755      |
| Urban Services District                    | 3.155      |
| Income Tax on Salaries and Wages           | None       |
| Lottery                                    | Yes        |

Area Transportation

Nashville is within 650 miles of half the U.S. population, with 24 states located within that distance. It is served by Nashville International Airport (BNA) plus general aviation airports in the area. More than 15.9 million passengers fly through BNA annually. Daily flights include 460 average daily flights to over 65 nonstop markets.

- Three major interstates (I-24, I-40, & I-65)
- Almost 300 freight carriers and truck terminals
- Major regional center for FedEx Ground and River barge access to the Gulf of Mexico.
- CSX Railroad division headquarters
- Bus lines, B-cycle bike sharing, and commuter rail

Nashville area transportation



Map extracted from the Tennessee 2019 Official Highway Map, used by permission of the Tennessee Department of Transportation, TDOT makes their Official State Highway maps available to the public free of charge at test areas and through the TDOT Map Sales Department.

**FY2018 Service Statistics**

Police Protection

|  |           |
|--|-----------|
| Ratio of officers per 1,000 Population   | 2.09      |
| Total calls for police services  | 1,223,875 |
| # of calls - Field initiate by Dispatch  | 286,570   |
| # of calls - Mobile/Laptop   | 427,691   |
| # of calls - Emergency (Code 3)  | 83,282    |
| # of calls - Non-emergency   | 424,796   |
| # of calls - Other calls   | 1,536     |
| Average Urgent call, proceed directly to scene (Use emergency equipment) (receive to arrive time in minutes) | 10.8      |
| Average Urgent call, proceed directly to scene (No emergency equipment) (receive to arrive time in minutes)  | 39.2      |
| Average Routine call (receive to arrive time in minutes)   | 79.7      |

Fire Protection

|                                 | GSD    | USD    |
|---------------------------------|--------|--------|
| Square mileage covered          | 362    | 171    |
| Stations                        | 10     | 28     |
| Average Response Time (minutes) | 6:54   | 5:32   |
| Employees (full-time)           | 538.47 | 664.00 |
| Total Responses                 | 22,927 | 96,652 |

Public Works

|                                |           |
|--------------------------------|-----------|
| Roads maintained (lane miles)  | 5,911     |
| Signs in Metro                 | 103,250   |
| Street lights                  | 55,089    |
| Total parking citations income | \$795,115 |

Water & Sewer

|                            |                     |
|----------------------------|---------------------|
| Treated Water Source:      | Cumberland River    |
| Daily capacity:            | 180,000,000 gallons |
| Average daily consumption: | 91,350,000 gallons  |
| Sewage Treatment Type:     | Activated Sludge    |
| Daily peak capacity:       | 510,000,000 gallons |
| Average daily treatment:   | 168,370,000 gallons |

Nashville Electric Service (NES)

|                           |               |
|---------------------------|---------------|
| NES Average Annual Rates: |               |
| Residential               | 9.54¢ per kwh |

Piedmont Natural Gas Company

|                         |           |
|-------------------------|-----------|
| 2018 Residential price: |           |
| Per month Nov-Mar:      | \$17.45   |
| Per therm Nov-Mar:      | \$0.86060 |
| Per month Apr-Oct:      | \$13.45   |
| Per therm Apr-Oct:      | \$0.81060 |

Parks, Recreation and Tourist Attractions

|   |           |  |       |
|---|-----------|--|-------|
| Metro Parks:                                      | 178       | Canoe/Kayak Access Sites                       | 15    |
| Open to the Public                                | 13,570    | Public Art Installations (outdoors in parks)   | 22    |
| Land Banked                                       | 1,563     | Model Airplane Flying Fields                   | 3     |
| Greenway Corridors:                               | 10        | Frisbee Disc Golf Courses                      | 5     |
| Cumberland  |           | Low Impact Development Installations           | 45    |
| Gulch   |           | Street Trees                                   | 1,200 |
| Harpeth   |           | Centennial Sportsplex                          |       |
| Mill Creek  |           | Ice Rinks                                      | 2     |
| Richland Creek                                    |           | Fitness Center                                 | 1     |
| Seven Mile  |           | Swimming Pools                                 | 2     |
| Stones River                                      |           | Outdoor Tennis Courts (full size/youth)        | 13/8  |
| Whites Creek                                      |           | Indoor Tennis Courts (full size)               | 4     |
| 440 Greenway                                      |           | Parthenon Museum                               |       |
| Browns Creek Greenway                             |           | Two Rivers Mansion                             |       |
| Playgrounds                                       | 136       | Centennial Art Center and Gallery              |       |
| Greenway Trails – paved trails (miles)            | 96 Metro  | Centennial Art Activity Center                 |       |
| Greenway Trails – under development (miles)       | 4.5       | Warner Park Nature Center                      |       |
| Primitive/Hiking Trails (miles)                   | 38 Metro  | Wave Country Water Park                        |       |
| Horse Trails (miles)                              | 17        | Fort Negley Visitors’ Center and Historic Site |       |
| Mountain Bike Trails (miles)                      | 36.5      | Shelby Bottoms Nature Center in Shelby Bottoms |       |
| Golf Courses (7 Public / 10 Private)              | 17        | Park   |       |
| Swimming pools (8 indoor/3 outdoor)               | 11        | Beaman Nature Center in Beaman Park            |       |
| Neighborhood Community Centers                    | 19        | Bells Bend Outdoor Center                      |       |
| Regional Community Centers                        | 8         | Warner Equestrian Center in Percy Warner Park  |       |
| Senior Centers                                    | 3         | Stone Hall Historic Site                       |       |
| Building Sq. Footage (heated/cooled space)        | 1,172,750 | Cross Country Running Courses in Percy Warner  |       |
| School Playgrounds/Tennis Courts                  | 50        | And Shelby Parks                               |       |
| Water Spray Parks (with Azafran jets)             | 4         | Looby Theater                                  |       |
| Skate Parks (Two Rivers & Una Park)               | 2         | Hamilton Creek Sailboat Marina                 |       |
| Dog Parks (off leash)                             | 8         | Fort Nashborough Historic Site                 |       |
| Baseball/Softball fields (in parks)               | 85        | State Fair Grounds                             |       |
| Multi-use Soccer/Football fields (plus fair park) | 105       | Nashville Zoo                                  |       |
| Tennis Courts                                     | 105       | Ascend Amphitheater                            |       |
| Basketball Courts                                 | 35        | Nissan Stadium parking lots                    |       |
| Picnic Shelters (Reservable)                      | 60        | Music Row median and roundabout                |       |
| Sand Volleyball                                   | 5         | 5 <sup>th</sup> Ave Streetscape                |       |
| Cricket   | 2         | Deaderick Streetscape                          |       |
| Boat Ramps  | 6         | Church Street Streetscape                      |       |