

Appendix 4: 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 (5% lower than the national average), employment opportunities, and lifestyle.



The Founding Fathers of Nashville
Statue of Nashville's founders at Ft. Nashborough

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 the second hottest job market in 2019 according to *The Wall Street Journal*, one of the 15 best U.S. cities to live according to U.S. News & World Report and ranked among the 15 best places for business and careers in 2019 by *Forbes* magazine. 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 109°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 variety of outdoor events and attractions.

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:

- The Battle of Nashville/Fort Negley - <http://www.bonps.org/fort-negley>
- 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 Hermitage: Home of Andrew Jackson - <http://www.thehermitage.com>
- Tennessee State Capitol - <http://www.capitol.tn.gov/>
- 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>

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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:

The New York Times ranked Nashville the #2 city in the hottest U.S. Job Markets of 2019. The NYTs observes: "Nashville has experienced unprecedented growth over the past five years, especially in the tech sector. With Amazon's announcement of 5,000 jobs and an unemployment rate of 2.4%, Nashville's job market is one of the best in the country." *The New York Times*, February 24, 2020

U.S. News & World Report named Nashville one of its 15 best U.S. cities to live in 2019. Author Stephanie Sargent says of Nashville: "Music City is home to a community fiercely driven by a desire to create. This innovation positively influences the lives of residents in nearly every respect." *U.S. News & World Report*, April 9, 2019

Thrillist named Nashville as the #4 best place to spend a three-day weekend. While many people may have their own opinions on what makes a great city to spend a long weekend, *Thrillist* based the rankings on the following: a unique sense of place, great food and drink, distinct walkable neighborhoods, bang for your buck, and a friendly environment. *Thrillist*, May 7, 2019

ApartmentList.com ranked the nation's 50 largest metropolitan areas to find which metros have experienced the most change over the course of the 2010s. The Nashville metro ranked #1 based on change metrics in population growth, workforce with college degrees, and household income. *ApartmentList.com*, December 12, 2019

Nashville was named the second-best place in the U.S. to start a new business according to SmartAdvisor research. Nashville sees only 1% of businesses close due to finances, tied for the third-lowest rate in SmartAdvisor's study. The city also has the second-highest percentage of all businesses receiving a business loan from a bank or financial institution - at approximately 20% - and the third highest percentage of businesses receiving at least \$100,000 from a bank or financial institution, at a little more than 17%. *SmartAdvisor*, 2019

Personal finance site MagnifyMoney identified "America's biggest boomtowns" by analyzing how the largest 100 metro areas in the country changed over a five-year period (between 2011 and 2016) across three categories: population and housing; workforce and earnings; and business growth. Nashville was named #5 on the list, with workforce growth and business growth ranking highest of the three categories. *MagnifyMoney*, August 6, 2018

During the past decade, talent has become the most important driver of economic vibrancy. Having a growing pool of talent is especially important in an era when labor is scarce and more difficult to attract. Nashville was ranked as the #7 large metro gaining the most young professionals (ages 25-34). *Avalanche*, September 27, 2019

SmartAsset ranked cities based on median income after housing costs, unemployment rate, dining and entertainment rate, violent crime rate and property crime rate. Nashville was ranked #17, being one of only four Southern cities to make the Top 25 list. *SmartAsset*, September 10, 2019

SmartAsset ranked cities based on nine metrics that encompassed both economic and livability factors relevant to young professionals including cost of living, entertainment, job diversity and income, along with the unemployment rate for those between 25 and 34. *SmartAsset*, August 21, 2019

Nashville ranked #1 in Metropolitan Economic Strength Rankings by *OMB Bulletin*. Metropolitan Statistical Areas were measured that have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by the location of the commuting workforce. *OMB Bulletin*, 2020 Metropolitan Economic Strength Ratings Report



INC names Nashville #4 Best Place to Start a Business in America. "An abundance of hospital chains in the country music mecca has made it famous for something else: a new wave of health startups." Nashville earned the number 4 spot based on the rate of entrepreneurship, high-growth company density, population growth, net business creation and wage growth in the Nashville Metro area. *Inc.*, February 2019

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Tennessee ranked #1 in South Central United States for regional workforce development. Tennessee ranked number one based on criteria derived from CNBC's America's Top States for Business, Forbes' Best States for Business, U.S. News' Best States for Education rankings, ACT National Career Readiness Certificates (NCRC) Rankings, and average number of workforce development enactments passed in state legislatures. *Site Selection Magazine, January 2019*



In their 2019 annual report, PricewaterhouseCoopers and The Urban Land Institute ranked Nashville 1st for homebuilding and 5th 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 13th 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 9th in wage growth, 11th in job growth, and overall the 25th 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 7th 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 3rd, noting 19.2% job growth from 2012-2017. *Forbes, May 7, 2018*

The Nashville MSA was ranked 3rd 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 7th 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 1st 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 4th in the country on their 2017 Economic Index. Nashville hovered in 10th 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 4th friendliest city three years running according to travel magazine Condé Nast's 2017 list. *USA Today, August 17, 2017*

Forbes ranked Nashville 3rd 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 1st 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 4th 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*



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Demographic Statistics

Population

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

2019	694,144	2005	607,413
2018	692,587	2004	597,263
2017	689,006	2003	588,512
2016	687,430	2002	582,346
2015	680,884	2001	578,832
2014	670,180	2000	569,891
2013	660,456	1999	542,376
2012	649,402	1998	539,083
2011	635,827	1997	535,546
2010	626,681	1996	532,008
2009	624,211	1995	528,471
2008	622,144	1990	510,784
2007	620,267	1980	477,811
2006	614,200	1970	448,003

Racial Composition

(Source: U.S. Census Bureau, 2018 QuickFacts)

White	55.4%
Black or African American	27.9%
Hispanic or Latino (of any race)	10.4%
Asian	3.6%
American Indian and Alaska Native	0.2%
Native Hawaiian and Other Pacific Islander	0.1%
Other or Two or More Races	2.6%

Age Composition

(Source: U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates)

0-19 years:	23.4%
20-29 years:	17.9%
30-39 years:	17.2%
40-49 years:	12.1%
50-64 years:	17.2%
65+ years:	12.2%

Households

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

Number of households:	277,903
Owner Occupied:	150,346
Renter Occupied:	127,557
Marriage Licenses (FY18):	5,819

Climate

(Source: National Oceanic and Atmospheric Administration: NOW Data)

Average Temperatures (degrees Fahrenheit)			
	Mean Min	Mean Avg	Mean Max
Annual	49.0	59.4	69.8
January	28.4	37.7	46.9
July	69.5	79.4	89.3

Annual Average Precipitation	47.25"
Annual Average Snowfall	5.4"
Elevation	500' above sea level



Elections

Registered Voters:	439,725
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
FY 2019 Total Funding	\$2,129,600



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Education

Metro Nashville Public Schools:

Early Learning	4
Elementary	72
Middle School	33
High School	23
Special Education	3
Alternative	3
Charter School	28

Private and Parochial in MSA	71
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Colleges:

Four Year and Post Graduate Institutions	30
Community Colleges	4
Vocational and Technical Schools	20

Nashville Public Library:

Number of visits	3,296,263
Circulation total for 2019	6,858,414

Household Income

(Source: U.S. Census Bureau, 2018 QuickFacts)

Per capita income:	\$34,343
Median household income:	\$56,507



Economic Statistics

(MSA = Metropolitan Statistical Area)

Building Permits

Year	Number	Value in Millions
2019	12,148	4,508
2018	11,447	3,599
2017	11,718	3,681
2016	12,561	3,944
2015	12,511	2,841
2014	11,142	2,277
2013	9,791	1,708
2012	10,459	1,594
2011	7,725	1,149
2010	11,020	1,288
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 (%)

(Source: Bureau of Labor Statistics)

Year	Nashville	U.S.
2019	2.7	3.7
2018	2.7	3.9
2017	2.9	4.3
2016	3.7	4.9
2015	4.5	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



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Employment by Industry (MSA)

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

Trade, transportation, and utilities	19.8%
Professional and business services	16.5%
Education and health services	14.8%
Government	11.8%
Leisure and hospitality	11.7%
Manufacturing	8.0%
Financial activities	6.8%
Other services	4.0%
Mining, logging, and construction	4.2%
Information	2.3%

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.
- Tyson Foods
- State Farm Insurance
- Schneider Electric
- Walgreens
- Dell
- UBS
- Geodis
- Deloitte
- Genesco
- Gap
- Regions Bank
- LifeWay Christian Resources

Cost of Living Index

(C2ER, ACCRA 2018 Annual COLI via the Nashville Area Chamber of Commerce)

United States Average	100.0
Nashville Region	94.7

Housing

(U.S. Census Bureau 2014-2018)

Median Value Owner Occupied Units	\$204,900
Median Gross Rent	\$1,023

Taxes

State Sales Tax Rate	7.00%
State Food Tax	5.00%
Local Option Sales Tax Rate	2.25-2.75%
*Property Tax (per \$100 assessed value)	
General Services District	2.755
Urban Services District	3.155
Income Tax on Salaries and Wages	None
Lottery	Yes

*Property Tax Rates are set in June after the fiscal year budget is passed. This is represented of the rate set effective June of the previous year.

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 18.3 million passengers fly through BNA annually. Daily flights include 540 average daily flights to over 70 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



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Nashville Area Transportation



Map extracted from the Tennessee 2020 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.

FY2019 Service Statistics

Police Protection

Ratio of officers per 1,000 Population	2.04
Total calls for police services	1,085,532
# of calls – Field initiate by Dispatch	179,926
# of calls – Mobile/Laptop	393,841
# of calls - Emergency (Code 3)	93,060
# of calls - Non-emergency	417,077
# of calls – Other calls	1,628
Average Urgent call, proceed directly to scene (Use emergency equipment) (receive to arrive time in minutes)	10.7
Average Urgent call, proceed directly to scene (No emergency equipment) (receive to arrive time in minutes)	40.3
Average Routine call (receive to arrive time in minutes)	75.9

Fire Protection

	GSD	USD
Square mileage covered	362	171
Stations	10	29
Average Response Time (minutes)	7:08	5:54
Employees (full-time)	534.98	686.00
Total Incidents	15,870	64,674

Public Works

Roads maintained (lane miles)	5,930
Signs in Metro	105,000
Street Lights	55,108
Total parking citations income	\$864,046

Water & Sewer

Treated Water Source:	Cumberland River
Daily capacity	180,000,000 gal
Average daily consumption	91,590,000 gal
Sewage Treatment Type:	Activated Sludge
Daily peak capacity	510,000,000 gal
Average daily treatment	180,980,000 gal

Nashville Electric Service (NES)

NES Average Annual Rates:	
Residential	9.68¢ per kwh

Piedmont Natural Gas Company

2019 Residential price:	
Per month Nov-Mar:	\$17.45
Per therm Nov-Mar:	\$0.75448
Per month Apr-Oct:	\$13.45
Per therm Apr-Oct:	\$0.70448

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Parks, Recreation and Tourist Attractions

Metro Parks:	282	Canoe/Kayak Access Sites	15
• Open to the Public	13,638	Public Art Installations (outdoors in parks)	26
• Land Banked	1,682	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	142	Centennial Art Center and Gallery	
Greenway Trails – paved trails (miles)	122	Centennial Art Activity Center	
Greenway Trails – under development (miles)	1	Warner Park Nature Center	
Primitive/Hiking Trails (miles)	63	Wave Country Water Park	
Horse Trails (miles)	17	Fort Negley Visitors’ Center and Historic Site	
Mountain Bike Trails (miles)	23.5	Shelby Bottoms Nature Center in Shelby Bottoms Park	
Golf Courses (7 Public / 10 Private)	17	Beaman Nature Center in Beaman Park	
Swimming pools (8 indoor/3 outdoor)	11	Bells Bend Outdoor Center	
Neighborhood Community Centers	19	Warner Equestrian Center in Percy Warner Park	
Regional Community Centers	8	Stone Hall Historic Site	
Senior Centers	3	Cross Country Running Courses in Percy Warner and Shelby Parks	
Building Sq. Footage (heated/cooled space)	1,192,750	Looby Theater	
School Playgrounds/Tennis Courts	50	Hamilton Creek Sailboat Marina	
Water Spray Parks (with Azafran jets)	4	Fort Nashborough Historic Site	
Skate Parks (Two Rivers & Una Park)	2	State Fair Grounds	
Dog Parks (off leash)	8	Nashville Zoo	
Baseball/Softball fields (in parks)	79	Ascend Amphitheater	
Multi-use Soccer/Football fields (plus fair park)	114	Nissan Stadium parking lots	
Tennis Courts	101	Music Row median and roundabout	
Basketball Courts	37	5 th Ave Streetscape	
Picnic Shelters (Reservable)	65	Deaderick Streetscape	
Sand Volleyball	6	Church Street Streetscape	
Cricket	2		
Boat Ramps	6		

