

FIFTH +  
BROADWAY™

NASHVILLE, TENNESSEE





ASSEMBLY FOOD HALL  
AT FIFTH +  
BROADWAY

NATIONAL  
MUSEUM OF  
AFRICAN  
AMERICAN  
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# NASHVILLE LOOKS GOOD ON YOU

- 1.9M GREATER NASHVILLE AREA POPULATION
- 100 PEOPLE MOVE TO NASHVILLE PER DAY
- 300K NEW JOBS CREATED SINCE 1990
- 93% POPULATION GROWTH
- 150% PER CAPITA INCOME GROWTH



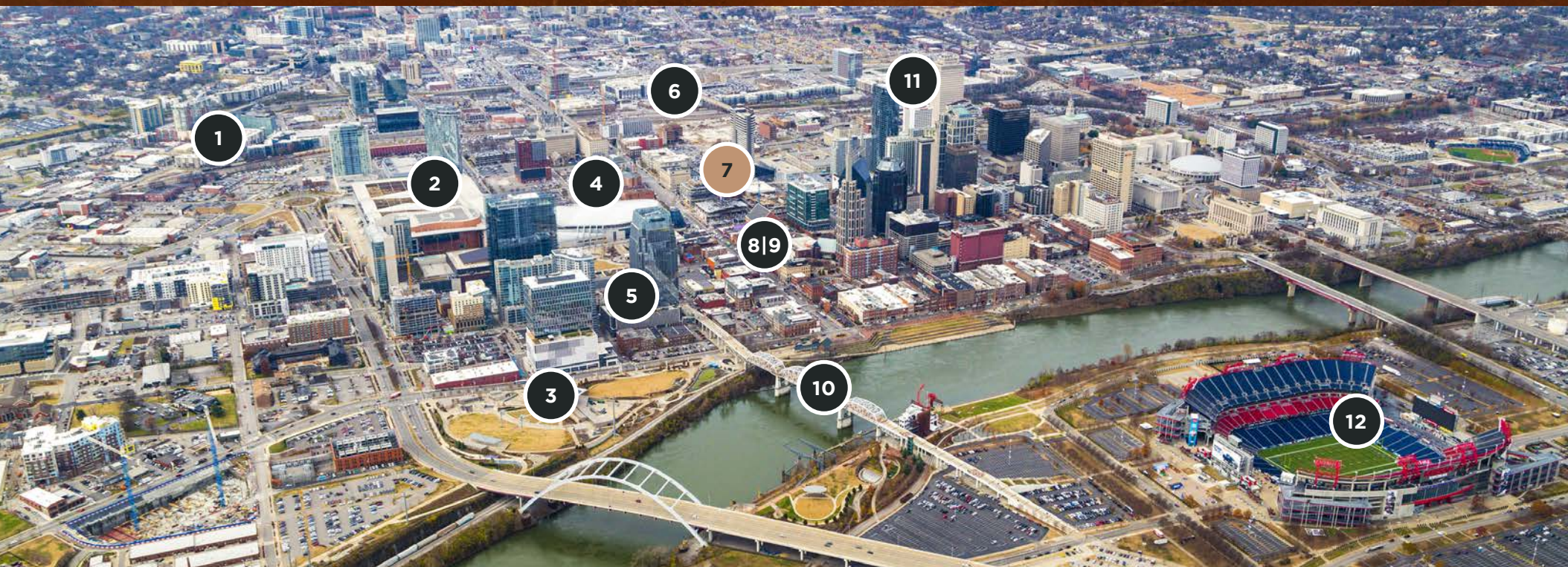


# DOWNTOWN DRAW

## ATTRACTIONS:

- 1 THE GULCH
- 2 MUSIC CITY CENTER
- 3 ASCEND AMPITHEATER
- 4 BRIDGESTONE ARENA
- 5 SYMPHONY CENTER
- 6 NASHVILLE YARDS
- 7 FIFTH + BROADWAY

- 8 HONKY TONK ROW
- 9 RYMAN AUDITORIUM
- 10 SHELBY STREET  
PEDESTRIAN BRIDGE
- 11 CAPITOL VIEW
- 12 NISSAN STADIUM



17K PEOPLE LIVE IN DOWNTOWN NASHVILLE

## THE STATISTICS

**12.5M+ PEDESTRIANS**

pass the **corner of Fifth Ave. and Broadway** annually

**5M RESIDENTS**

**visit downtown** for events annually

**13M+ VISITORS**

attend events annually at **Bridgestone Arena**  
and exit/enter via Fifth Ave. and Broadway

**86K+ PEOPLE**

**work in downtown daily** and by 2023  
that number will **increase by 10K**

**10K HOTEL KEYS**

will be in market **by 2020**

**900+ EVENTS**

**hosted downtown** annually

FIFTH + BROADWAY





9K CURRENT RESIDENTIAL UNITS

17K+

DOWNTOWN  
POPULATION

\$82K

AVERAGE  
INCOME

# DOWNTOWN LIVING

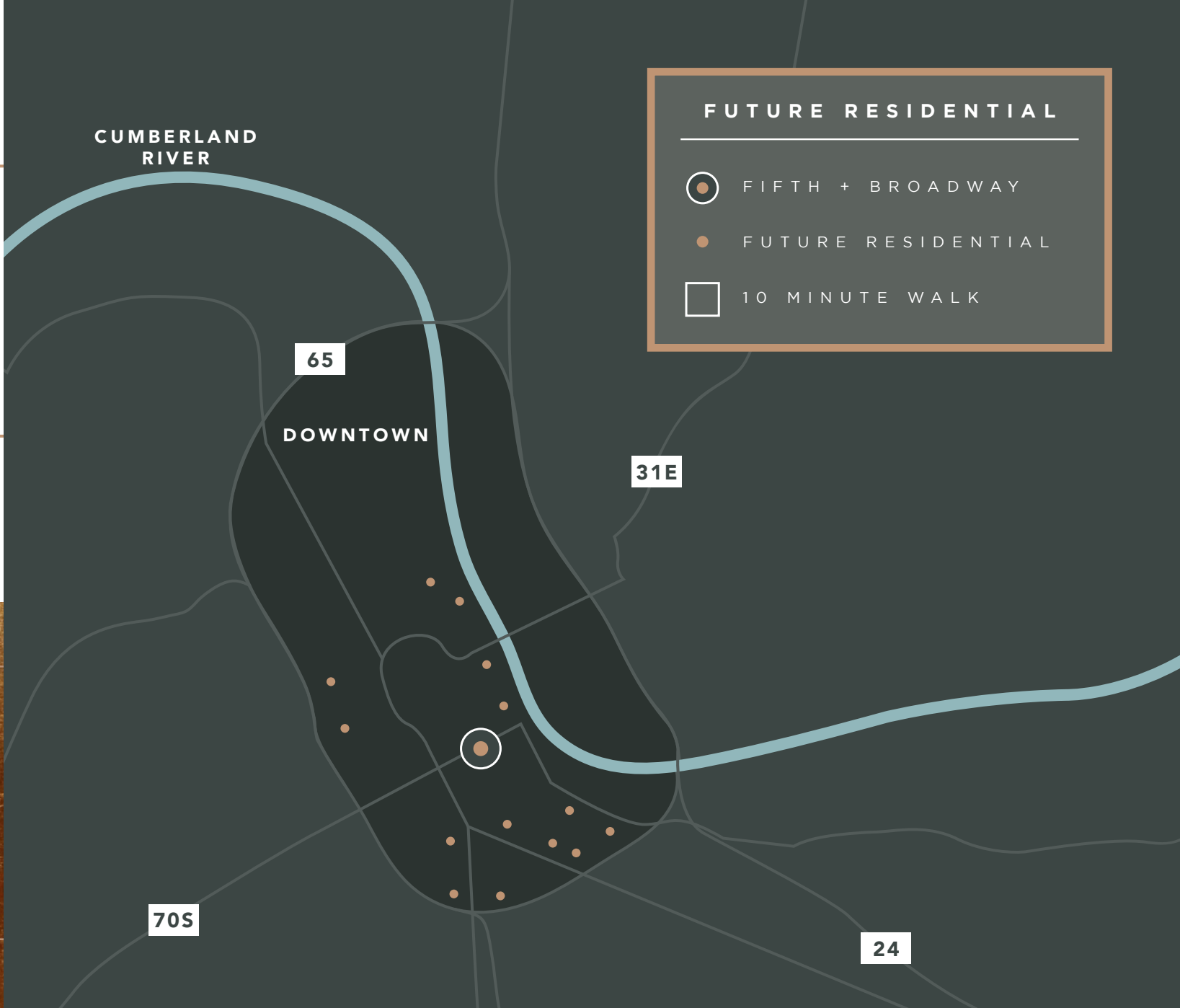
BY 2023:

8% POPULATION INCREASE

20K+ PEOPLE WITHIN WALKING DISTANCE

20% HOUSEHOLD INCOME INCREASE (\$99K)

4K RESIDENTIAL UNITS BEING ADDED



## FUTURE RESIDENTIAL

- FIFTH + BROADWAY
- FUTURE RESIDENTIAL
- 10 MINUTE WALK

## UPWARD BOUND

Upscale younger  
Family mix  
Ages 25-44  
Average income \$115,562  
Graduate plus  
32% of households

## YOUNG AND INFLUENTIAL

Midscale younger  
Mostly without kids  
Ages 25-44  
Average income \$88,128  
College graduate  
12% of households

## UP AND COMERS

Upper-midscale  
Younger family mix  
Ages 25-44  
Average income \$91,653  
College graduate  
10% of households





880 NEW COMPANIES

CALL NASHVILLE HOME INCLUDING ① ALLIANCEBERNSTEIN  
② AMAZON ③ BRIDGESTONE ④ ASURION AND MORE

# BUSINESS IS BOOMING

**25%** GROWTH IN DOWNTOWN EMPLOYEE POPULATION

**86K** WORK WITHIN A 10 MIN. WALK TO DOWNTOWN

**7<sup>TH</sup>** FASTEST GROWING AMERICAN CITY

**14** FORTUNE 1000 COMPANIES

**5** FORTUNE 500 HEADQUARTERS



AMAZON ADDING **5K** NEW JOBS AT \$150K AVG. INCOME

FIFTH + BROADWAY





16.1M NASHVILLE VISITORS PER YEAR

#1

DESTINATION OF  
THE YEAR FOR  
TRAVEL + LEISURE

\$6B

ANNUAL VISITOR  
SPENDING

\$2.3B

SPENT FOR  
RETAIL + DINING

# PERFECT PLACE FOR WORK+PLAY

- 41K+ HOTEL ROOMS WITHIN NASHVILLE AREA
- 440+ FLIGHTS TO NASHVILLE ANNUALLY
- 40% OF 15M VISITORS ATTEND CONVENTIONS
- TOP 10 U.S. DESTINATIONS TO HOST A CONVENTION
- 300+ EVENTS HELD AT MUSIC CITY CENTER (CONVENTION CENTER)

DOWNTOWN ATTRACTIONS

1

TOP GOLF

2

FIRST TENNESSEE PARK

3

NASHVILLE MUNICIPAL AUDITORIUM

4

NISSAN STADIUM

5

RYMAN AUDITORIUM

6

SCHERMERHORN SYMPHONY CENTER

7

SOMMET CENTER

8

COUNTRY MUSIC HALL OF FAME

9

FRIST CENTER FOR VISUAL ARTS

10

MUSIC CITY CENTER

11

BRIDGESTONE ARENA

NEW HOTEL DEVELOPMENTS

FIFTH + BROADWAY

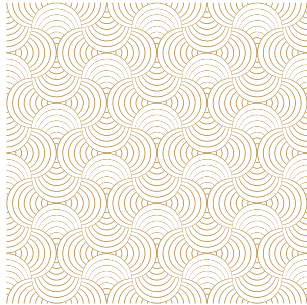




RETAIL AND  
DINING OPENING  
IN 2021









# Brookfield Properties

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