



NASHVILLE AS AN “IT” CITY

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Abstract

- Nashville is currently experiencing its time in the spotlight as America's "it" city. With endless entertainment and leisure opportunities in the form of music and sports, along with pristine institutions of higher education and a booming job market, there is no question as to why. However, Nashville has some work to do; if the city wants to remain an "it" city for long, officials must tend to the public transportation and road condition issue, while building hotels and continuing to prioritize entertainment, higher education, and job growth.

Thesis

- In order to remain America's "it" city, Nashville city officials need to not only continue to make entertainment, higher education, and job growth priorities, but also restructure its public transportation system and build more hotels.

Introduction

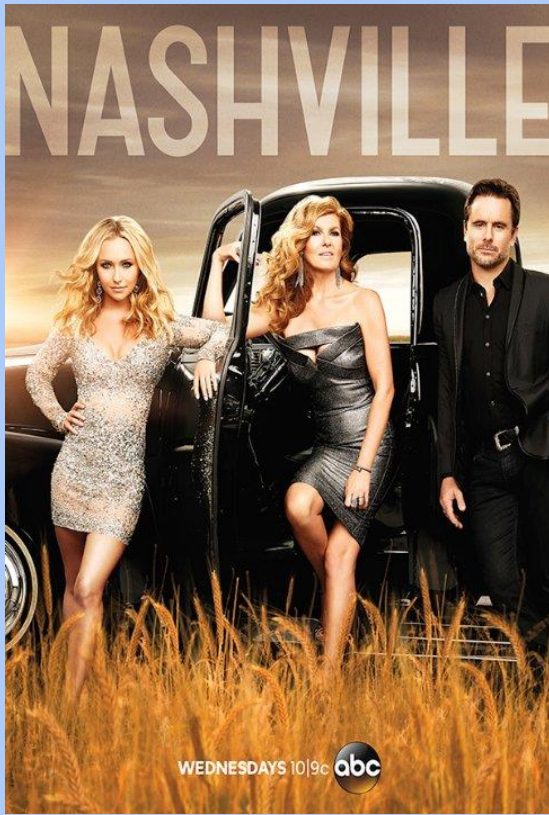
- On average, 82 people move to Nashville every single day
- Entertainment, higher education, job market
- Public transportation/road conditions, lack of hotels



Entertainment

- ❑ Music City, USA
- ❑ Sports
- ❑ NaFF
- ❑ “Nashville” TV show





Higher Education

- “Athens of the South”
- 21 accredited four-year & postgraduate institutions
- 11 technical/vocational schools
- 6 community colleges
- Temporary students → permanent residents



Job Growth

- Unemployment (2012)
 - ▣ 5.7% v. 7.8%
- Job growth projection (2012)
 - ▣ 18% over next 5 years
- Music, healthcare, TV industries



Public Transportation/Road Conditions

- ❑ Increasing population
→ decreasing
navigability
- ❑ Congestion
- ❑ Public transportation
not sufficient
- ❑ Potholes



Lack of Hotels

- ❑ Music City Center losing out
- ❑ Rejection of host city bids (sports)
- ❑ 400 - 1,000 hotel rooms needed



Drawing Conclusions

- Nashville's "it" city status will fade if issues are not addressed
- Continue to prioritize what the city does well, while taking action to remedy problems
- Lesson: Cities are ever-changing. Spotlights fade. Fluctuations must be kept up with in order to thrive.
- Residents first, tourists second?
- Important sources: The New York Times, Tennessean, City of Nashville website, MTA website, Nashville Business Journal, *Suburban Nation*