



 | PARTNERSHIP
2030
**UNITED
WE CREATE**





A REGION
FLOURISHES

through bold ideas, strategic planning, and collaboration,
where each person contributes their unique skills. The road is
often unpredictable, but when a community unites with a shared
vision, progress is fueled by collective strength. In the end,
it's not just about building a place, but creating a lasting legacy.



UNITED WE CREATE

The Nashville Area Chamber of Commerce's **PARTNERSHIP 2030** is the Nashville region's public-private economic development initiative dedicated to Middle Tennessee's long-term economic prosperity. The Partnership was formed in 1990 to maintain and grow the Nashville region's economy by creating jobs through relocating and expanding businesses, attracting and growing a talented and creative workforce, and developing and promoting quality of place and livability.

PARTNERSHIP 2030 is supported by more than 250 businesses and community investors dedicated to the success of the Nashville region.

**NASHVILLE
ECONOMIC
MARKET**







A MESSAGE FROM OUR **CO-CHAIRS**

The Nashville region thrives when big ideas turn into real action and people unite around a shared vision. Our region has become a rising force in the national economy because of the drive and support of Partnership 2030 investors. At the heart of it all are the people who proudly call this place home.

Over the past 36 years, we have created more than 560,000 jobs and established Middle Tennessee as one of the most dynamic and admired regions in the country. As the competition intensifies, we must continue investing in the fundamentals that fuel our success.

We need to keep building on the strengths of our resilient economy, vibrant culture, and welcoming community. Economic growth doesn't happen by chance. It takes planning, collaboration, and sustained commitment. Partnership 2030 investors have long understood this; their vision drives our region forward.

As we look to the future, your leadership is essential in writing the next chapter of Nashville's story. Together, we can build on our momentum and preserve what makes our region exceptional.

Because **united, we create.**



Mayor Freddie O'Connell
Metropolitan Government of
Nashville and Davidson County
Partnership 2030 Co-Chair



Chris Holmes
President & CEO,
FirstBank
Partnership 2030 Co-Chair

RECORD OF RESULTS

Since 1990, the per capita income
has grown more than

327%

in the Nashville region.*

Population in the region has
grown more than

96%

to more than 2.1 Million residents today.**

More than

560,000

new jobs have been created in the region
(above per capita income). ***

* BEA Regional GDP and Personal Income

** Census Metro Annual Resident Population Estimates

*** BLS LAUS Metro Annual Averages

PARTNERSHIP 2030 has played a key role in the relocation of more than 1,100 new companies to the Nashville region including Amazon, Dell, Meta, Lowe's, Nissan North America, NTT Data, AllianceBernstein, Mitsubishi Motors, iHeartMedia, the ICEE Company, Philips, Hankook, Gutterglove, Beretta, Asurion, Louisiana-Pacific, BNY Mellon, and many others.

Partnership staff provided project management assistance resulting in more than 2,150 company expansions including Bridgestone, Schneider Electric, UBS, HCA, A.O. Smith Corp., Warner Music, Community Health Systems, Gap, Mars Petcare, Permobil, General Motors, Macy's, and more.

Initiatives launched by the Partnership have proven to be a strong, positive force in raising the quality of the region's workforce and educational attainment, while also supporting improvements in transportation infrastructure, all of which continue to help Tennessee improve its national rankings.



**“IN L.A., IT’S ABOUT THE
STAR. IN NASHVILLE,
IT’S ABOUT THE BAND
– PEOPLE FROM ALL
BACKGROUNDS COME
HERE TO CREATE
SOMETHING TOGETHER
THAT THEY COULDN’T
CREATE ON THEIR
OWN. PARTNERSHIP
2030 ENSURES WE ALL
MOVE FORWARD WITH
A SHARED VISION.”**

DANIEL DIERMEIER

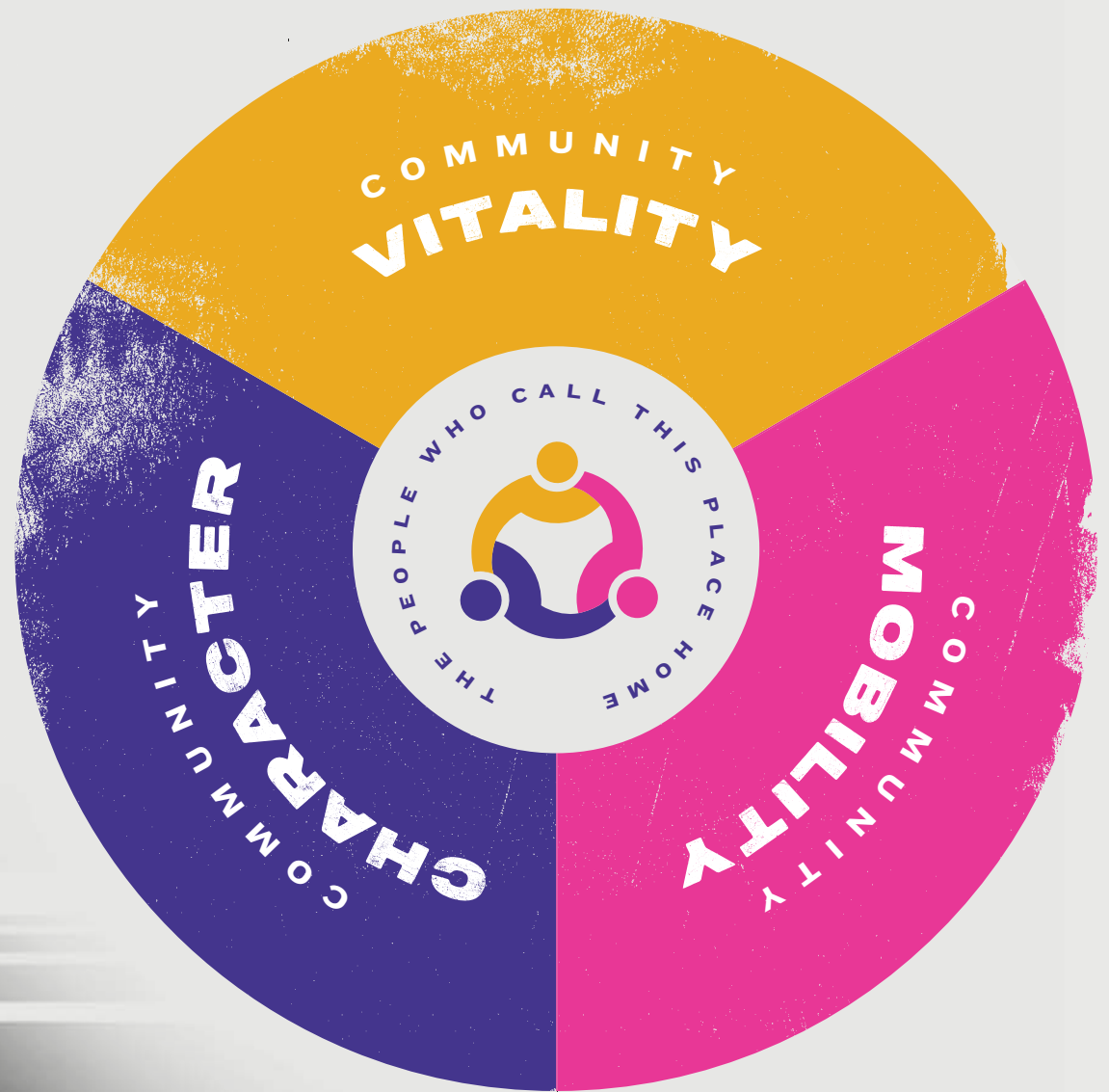
CHANCELLOR,
VANDERBILT UNIVERSITY

THE PARTNERSHIP

STRATEGY



Following a year-long period of research and community input, **PARTNERSHIP 2030** engaged business, community, and economic development leaders across the region. The new strategy focuses on three interconnected strategic drivers: community vitality, community character, and community mobility. Ultimately, economic development is about creating better opportunities for the people in our community.



COMMUNITY VITALITY

EMBRACE OUR FUTURE AS A LEADING TECHNOLOGY HUB

- + Focus the region's business development on technology-driven innovation in existing anchor industries.
- + Support the development of university-driven innovation districts.
- + Invest in infrastructure for innovation and technology development.

MAKE HOUSING MORE AFFORDABLE

- + Advocate for policies, programs, and funding to increase housing supply.
- + Recruit, retain, and grow jobs in occupations that provide opportunities for people to earn higher incomes.

COMMUNITY MOBILITY

MAKE GOOD JOBS ACCESSIBLE TO MORE PEOPLE

- + Recruit and retain talent in target sectors.
- + Increase the number of residents with postsecondary education and training credentials.
- + Develop childcare solutions.

IMPROVE REGIONAL MOBILITY AND CONNECTIVITY

- + Build on Nashville's transportation investment foundation to develop regional transportation solutions.
- + Explore protocols for innovative solutions, such as autonomous mobility.
- + Continue pursuing new direct flights at BNA, particularly to international destinations.

COMMUNITY CHARACTER

BE GOOD STEWARDS OF THE REGION'S CULTURE

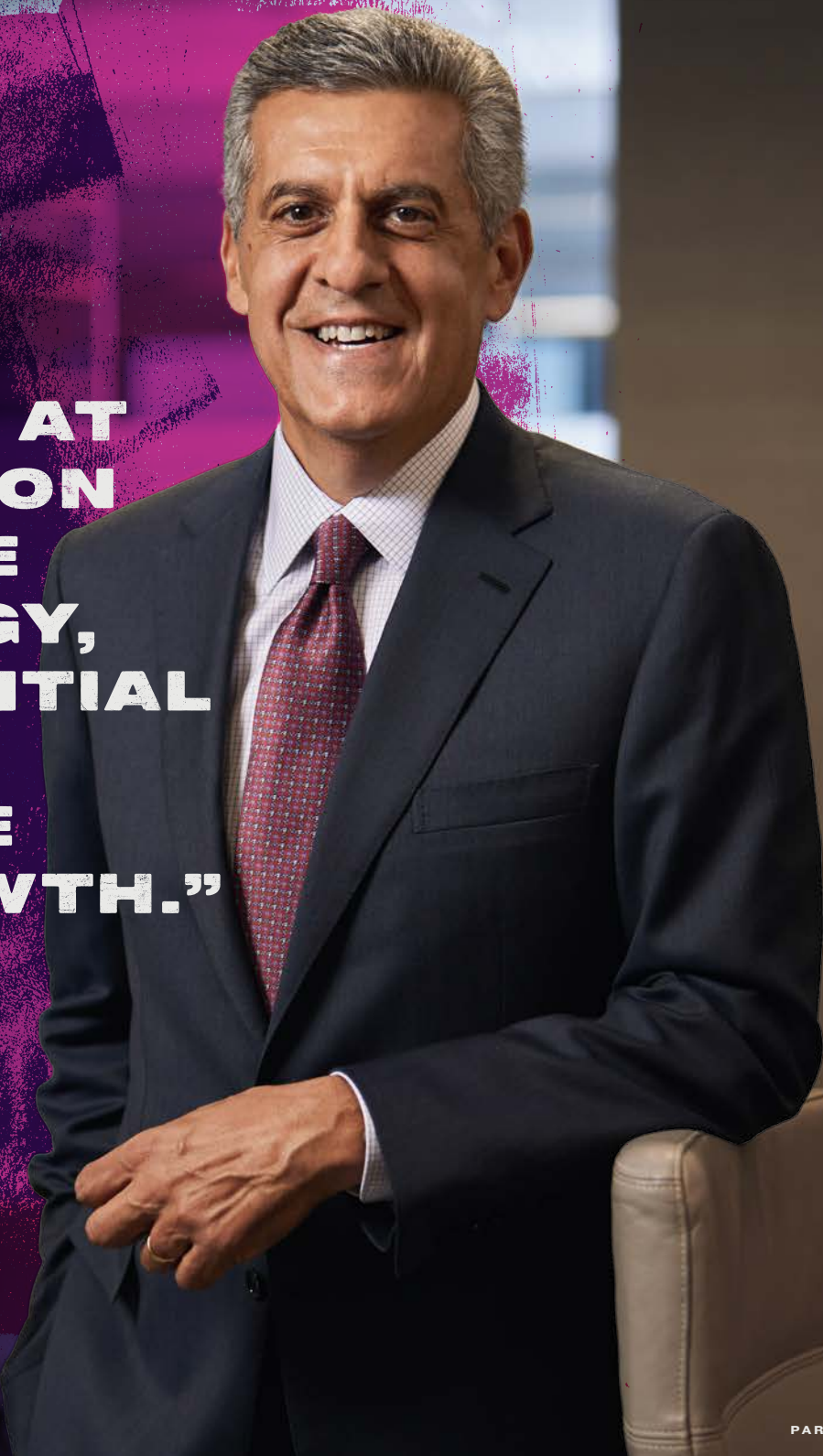
- + Increase participation in programs reinforcing the values of service leadership in the business community.
- + Advance the growth of the creative class and preserve key establishments, cultural events, performance spaces, and other unique regional assets.
- + Recruit and retain sports franchises and events.

MAINTAIN VIBRANCY OF THE REGION'S URBAN CORE

- + Support efforts to make the region's urban core a more safe, walkable, and welcoming place for everybody.



WE'RE A REGION POWERED BY
SMART PLANNING AND VISIONARY
THINKING — SETTING
PROGRESS IN MOTION TODAY



**“NASHVILLE SITS AT
THE INTERSECTION
OF HEALTH CARE
AND TECHNOLOGY,
WITH THE POTENTIAL
TO TRANSFORM
CARE AND DRIVE
ECONOMIC GROWTH.”**

SAM HAZEN

CHIEF EXECUTIVE OFFICER,
HCA HEALTHCARE

**A REGION WITH
THE HEART OF
A CAREGIVER,
THE MIND OF
AN INNOVATOR,
AND THE SOUL
OF A SONGWRITER.**





IN THE NASHVILLE REGION,
OUR GROWTH COMES FROM THE
PEOPLE WHO CALL **THIS PLACE HOME**

**“REAL PROGRESS MEANS
MOVING BEYOND PROMISES
TO MEANINGFUL ACTION.
PARTNERSHIP 2030
EMPOWERS US TO SHAPE
A REGION DRIVEN BY
PURPOSE - SETTING THE
STANDARD NATIONWIDE
FOR HOW PEOPLE-
CENTERED GROWTH IS
TRULY ACHIEVED.”**

ERICA MITCHELL

PRESIDENT AND CEO,
UNITED WAY OF GREATER NASHVILLE



KEY SECTORS

FOCUSED ON

TECHNOLOGY + INNOVATION

- **CORPORATE
OPERATIONS**
- **ADVANCED
MANUFACTURING**
- **HEALTH CARE**
- **DISTRIBUTION
+ LOGISTICS**
- **MUSIC +
ENTERTAINMENT**

PARTNERSHIP 2030 will build on the Nashville region's momentum by targeting industries that reflect its strengths and future opportunities. Corporate operations, advanced manufacturing, health care, distribution and logistics, and music and entertainment are reshaping the economy through technology and innovation. With Nashville among the fastest-growing tech markets and drawing billions in investment, focused development in these high-growth, wealth-generating sectors will diversify the economy, enhance competitiveness, and improve quality of life for all residents.



MEASURING SUCCESS

PARTNERSHIP 2030 will measure key metrics over the five-year program cycle to assure investors that we are achieving goals and delivering results. The scorecard for the five-year period will include the top-line metrics below for the Nashville region.

COMMUNITY VITALITY

M E T R I C	G O A L
Job Growth	Top 3 ranking
GDP Growth	Top 3 ranking
Housing Cost Burdened ¹	Top 3 ranking

COMMUNITY MOBILITY

Educational Attainment	Top 3 ranking
Wage Growth	Top 3 ranking
Commute Time	Top 3 ranking

COMMUNITY CHARACTER

Net Positive Migration	Top 3 ranking
Sense of Safety ²	10% improvement
Growth of Creative Sector ³	10% increase

Metrics are benchmarked against the following five regions:

AUSTIN, TX
CHARLOTTE, NC
DENVER, CO
RALEIGH, NC
TAMPA, FL

- 1 A household is considered cost-burdened when it spends more than 30% of its income on rent and utilities.
- 2 Improving public safety by 10% will be measured through a resident survey and tracked over time.
- 3 Creative sector is defined as those occupations that fall in the 27-0000 standard occupation codes.
- 4 Economic impact assumes the total number needed in each metric to be in top 3 of our peer cities and extrapolates over 5 years.

EXPECTED ECONOMIC IMPACT

(OVER THE 5-YEAR PERIOD⁴)

GENERATE

232,000 NEW JOBS

in the Nashville region

ADD

\$25 BILLION

in Gross Domestic Product

LOWERS HOUSING COST
BURDEN FOR

8,000 HOUSEHOLDS

INCREASES EDUCATIONAL
ATTAINMENT BY

50,000 PEOPLE

with an associate's degree or higher

INCREASE DISPOSABLE
INCOME BY

\$20 BILLION

DECREASE

COMMUTE TIME BY 5%

for Nashville area residents

INCREASE NET MIGRATION BY

50,000 PEOPLE



THROUGH A SHARED VISION
AND PURPOSE, WE SHAPE A FUTURE
THAT'S BOLD, LASTING, AND **ALL OUR OWN.**

**“SOLVING CHALLENGES
TAKES ALL OF US.
PARTNERSHIP 2030
THRIVES WHEN
COMMUNITIES,
PARTNERS, AND
GOVERNMENT UNITE TO
MOVE OUR CITY AND
REGION FORWARD.”**

CARRIE STOKES

CHIEF EXECUTIVE OFFICER,
BARGE DESIGN SOLUTIONS



THE BENEFITS

OF YOUR INVESTMENT

1

Invest in the long-term livability of the region to enhance and improve the quality of life for all residents.

2

Increase visibility for your business and gain access to curated events and special opportunities.

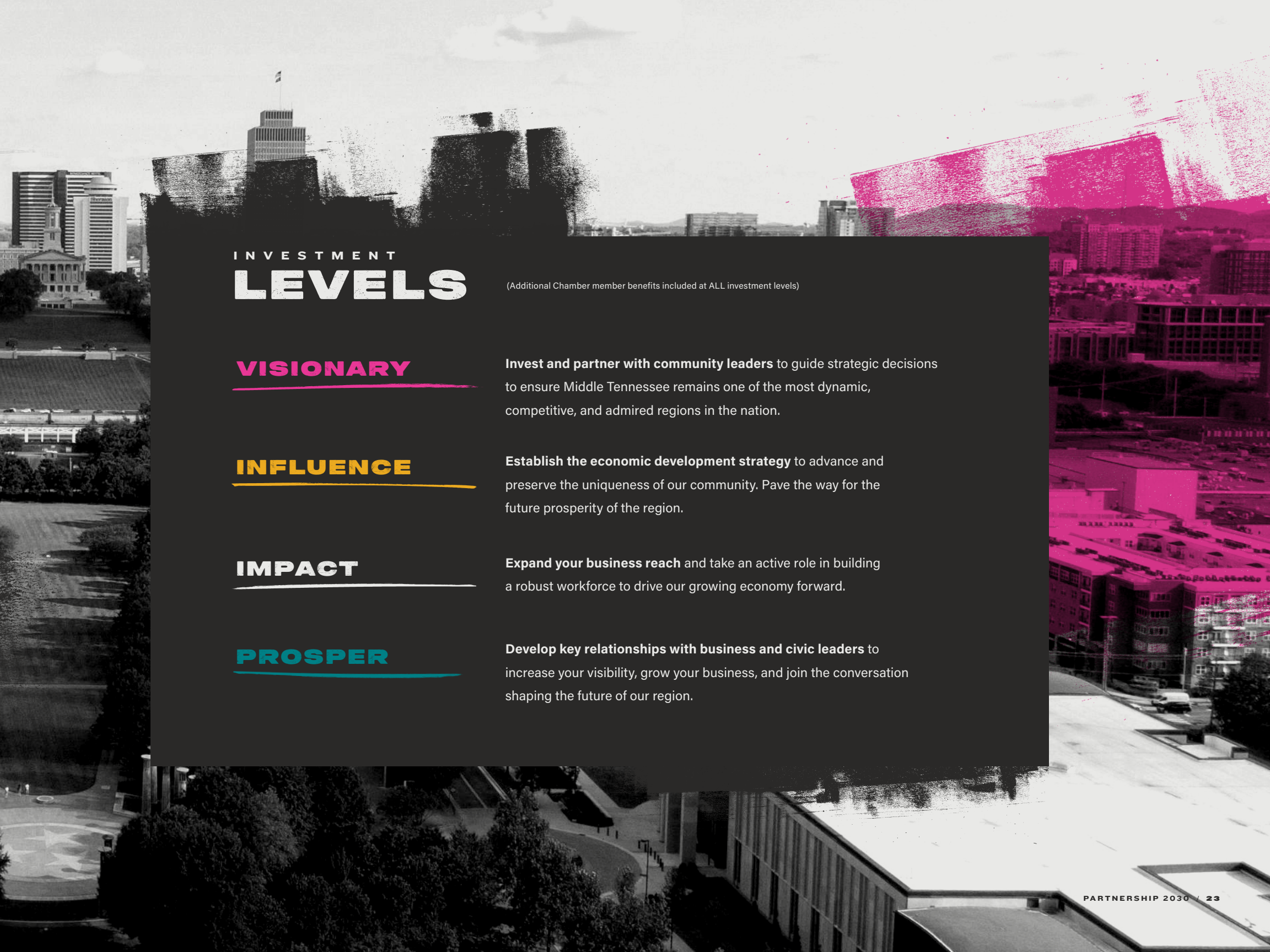
3

Build valuable relationships with business and civic leaders in the region.

4

Gain access to relocation and expansion announcements, and other forms of special Chamber communications.

LEARN MORE ABOUT
PARTNERSHIP 2030 BY VISITING:
NASHVILLECHAMBER.COM/P2030



INVESTMENT LEVELS

(Additional Chamber member benefits included at ALL investment levels)

VISIONARY

Invest and partner with community leaders to guide strategic decisions to ensure Middle Tennessee remains one of the most dynamic, competitive, and admired regions in the nation.

INFLUENCE

Establish the economic development strategy to advance and preserve the uniqueness of our community. Pave the way for the future prosperity of the region.

IMPACT

Expand your business reach and take an active role in building a robust workforce to drive our growing economy forward.

PROSPER

Develop key relationships with business and civic leaders to increase your visibility, grow your business, and join the conversation shaping the future of our region.



WE'RE A REGION
WHERE EVERY VOICE
IS HEARD, AND EVERY
CONTRIBUTION IS VALUED.

A man with short brown hair, wearing a dark blue suit jacket over a dark button-down shirt, stands with his hands clasped in front of him. He is positioned to the right of a large, abstract sculpture made of vertical, textured columns in shades of purple, pink, and blue. The background is a plain, light-colored wall.

**“INVESTING IN WORKFORCE,
INNOVATION, AND ECONOMIC
DEVELOPMENT IS ESSENTIAL
TO OUR REGION’S LONG-TERM
SUCCESS. GENERAL MOTORS
IS PROUD TO SUPPORT
PARTNERSHIP 2030
AND THE OPPORTUNITIES
IT CREATES FOR
MIDDLE TENNESSEE.”**

ANTON BUSUTTIL

PLANT EXECUTIVE DIRECTOR,
GM SPRING HILL MANUFACTURING

Shooting Date February 01, 2014
Korea West Production Center in Seoul
Korea West Production, 440, Haeundae-dong
615-462-7970
www.kwp.co.kr

DIAGONAL
CROSSING
OK

CROSS
ONLY
ON
SIGNAL

18

HOTEL

WANDA

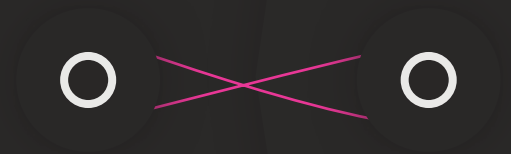
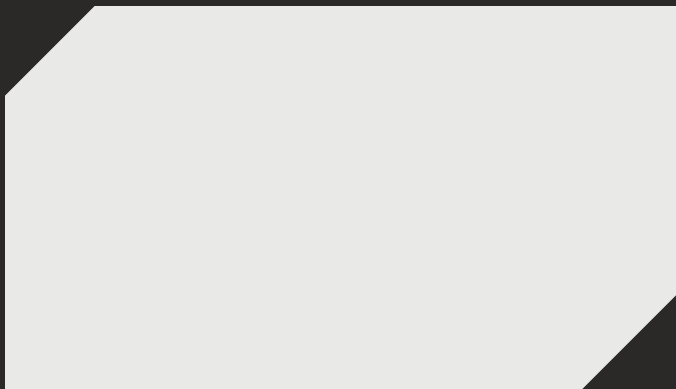
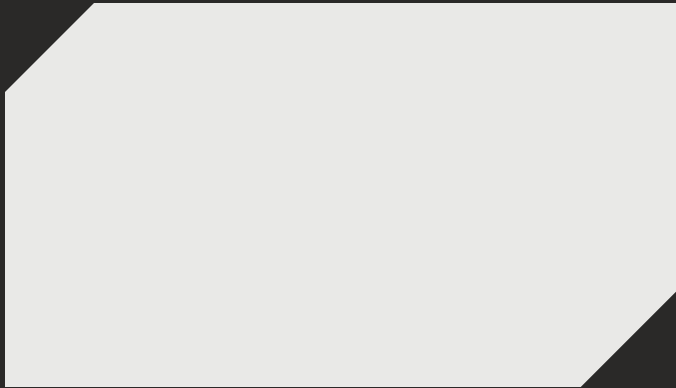
F
CHEN
UT BAR

WHAT MAKES OUR REGION THRIVE?

IT'S THE BOLD IDEAS, INGENUITY, AND

RELENTLESS TEAMWORK OF ITS PEOPLE

THAT FUEL PROGRESS.





NASHVILLECHAMBER.COM/P2030