

May Town Center

Economic Impact Analysis For Bell's Landing Partners

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May Town Center

Offices	10.0 MSF
Commercial	1.5 MSF
Residential	7.0 MSF – 5,000 units
Build out	2010 – 2024
Absorption	2011 - 2026

Economic Vision of the Project

- May Town Center is a destination – a self-contained “new town.”
- The new town aims at knowledge workers.
- Knowledge workers are mobile and move to places that offer visual amenities, superior affordable housing, and work that involves education, experience, and expertise.
- The analysis is grounded in attracting the national knowledge worker to Nashville to work and perhaps live in May Town Center.

Generating Economic Value

- The vision is that the region's physical and cultural amenities are highly attractive to US and regional knowledge workers.
- The new offices will attract firms who need the workers, like the facilities, and benefit from research and professional resources.
- The new offices will employ almost 40,000 people.
- The new housing can house 5,000 families from the senior labor staff.

Regional Economic Effects Extend Beyond Metro Nashville

May Town Center located on the west side of Nashville will stimulate growth across the region.

Economic Impacts are tracked in this analysis by specific counties to reveal the broad economic stimulus.

- Davidson
- Dickson & Sumner
- Rest of Nashville MSA, excluding Davidson, Dickson & Sumner
- Rest of Tennessee.

Model results are produced annually thru 2026.

Construction Economic Impacts

Six slides show:

- The planned construction investment.
- The new market value by property type.
- The forecast for total construction jobs to support growth induced by new office firms and their workers & suppliers.
- The total non-residential & residential forecast for investment demand.
 - The economy is generating added investment to increase capacity to support the supply response to meet growth throughout the region.

May Town Center

The Construction Story

Firms will respond from the multi-county region to project's construction demand.

Hard Construction Costs \$ Million		
	Annually: 2010 - 2024 \$ Million	Total
Office Core	\$47	\$700
Office Campus	\$30	\$450
Corporate Office	\$25	\$375
Cmcl-Retail	\$13	\$198
Cmcl-Restaurant	\$6	\$89
All Residential	\$65	\$980
Total	\$186	\$2.8 Billion

Total Construction Jobs

Direct jobs at the project will create new jobs across the region as project and vendor employees re-spend wages and salaries and profits.

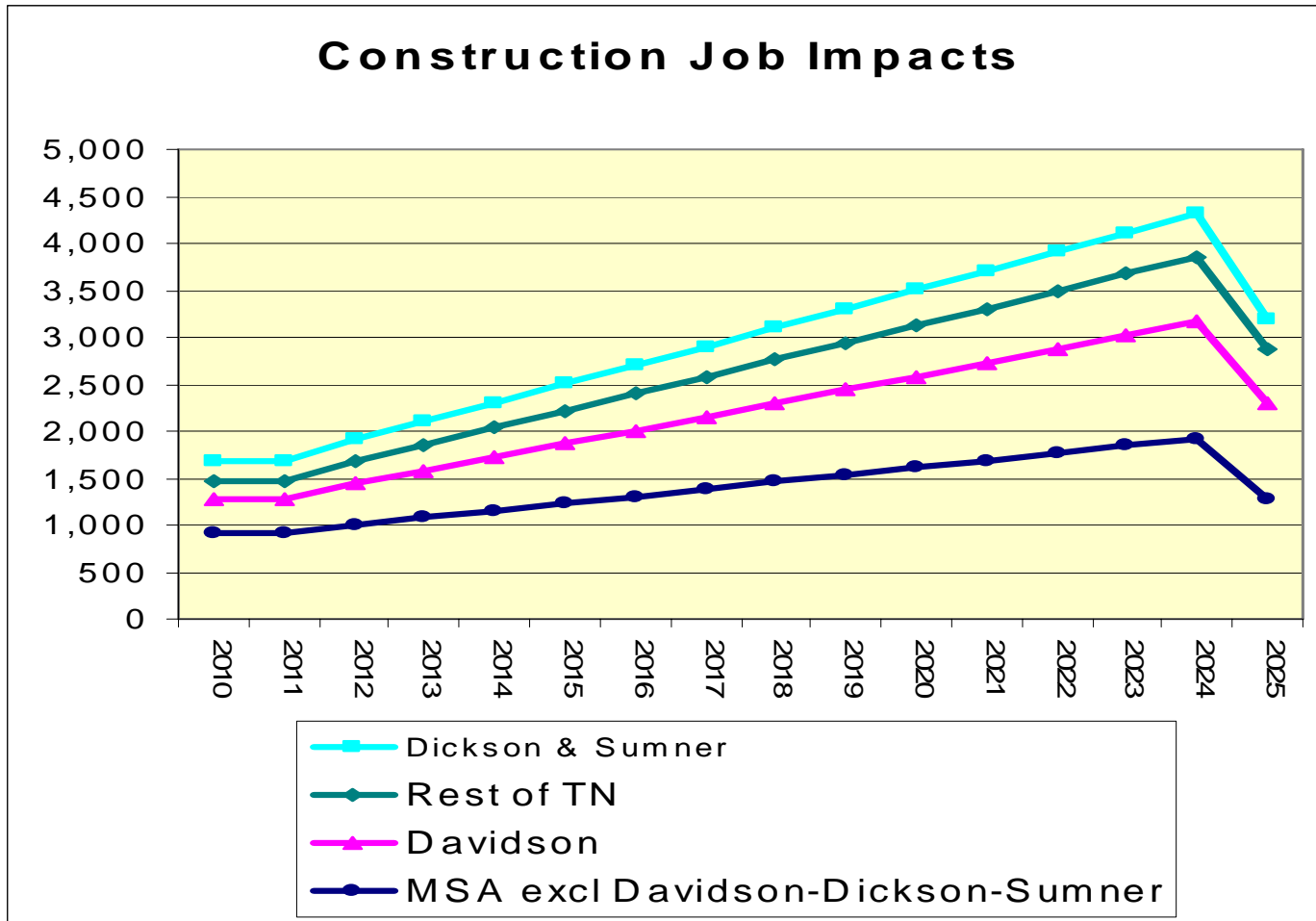
Area	Job-Years (multiplier)	#Years 2010-2024	Average Jobs/Year
Davidson	13,683	15	912
Rest of MSA including Dickson & Sumner	29,024	15	1,935
Rest of Tennessee	7,661	15	511
TOTALS:	50,368	15	3,358

Construction Impact Summary

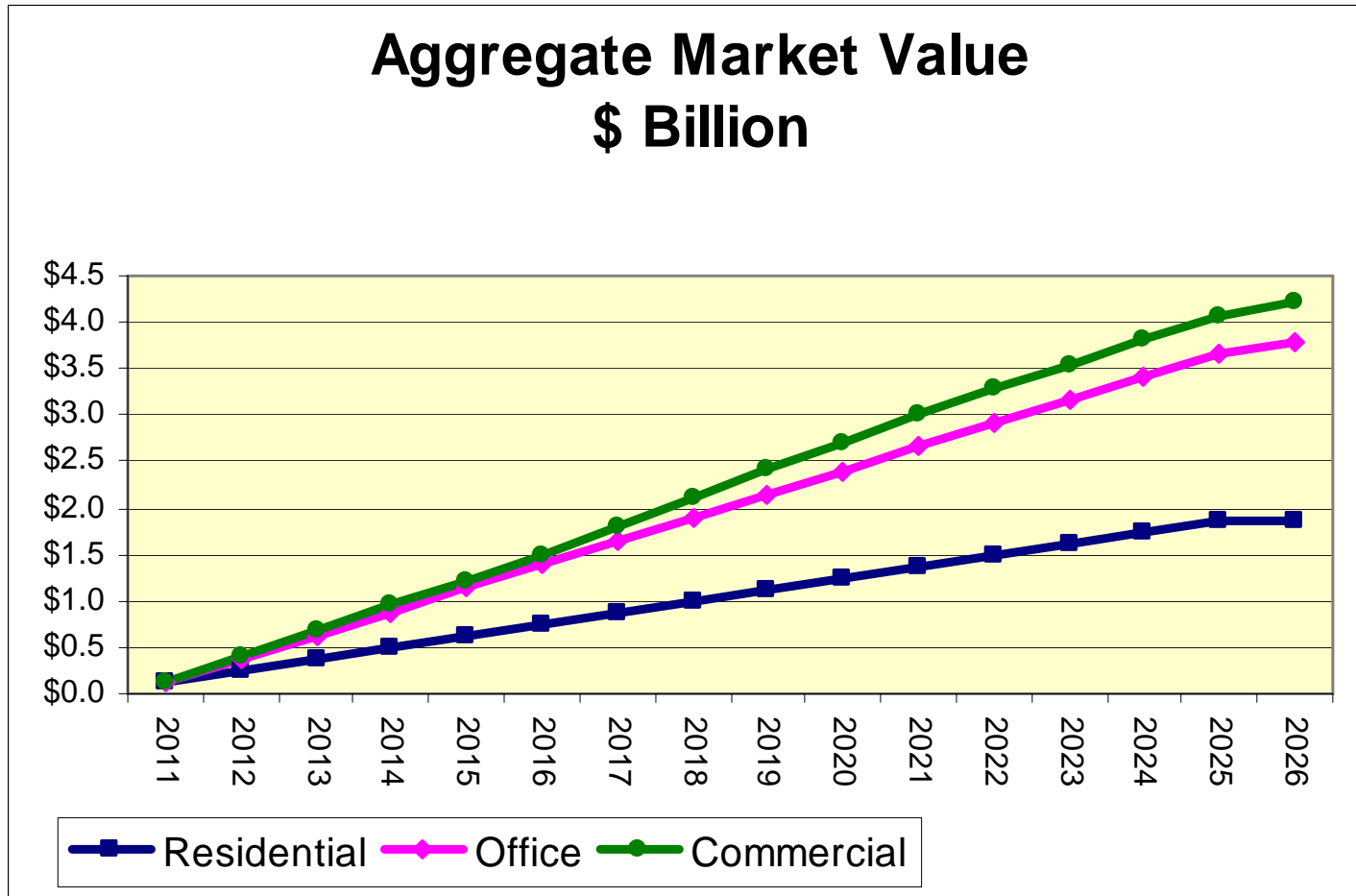
Total Construction Jobs (Direct + Secondary)

Number of Years	15
Average Jobs Annually	3,358
Total Job-Years	50,368

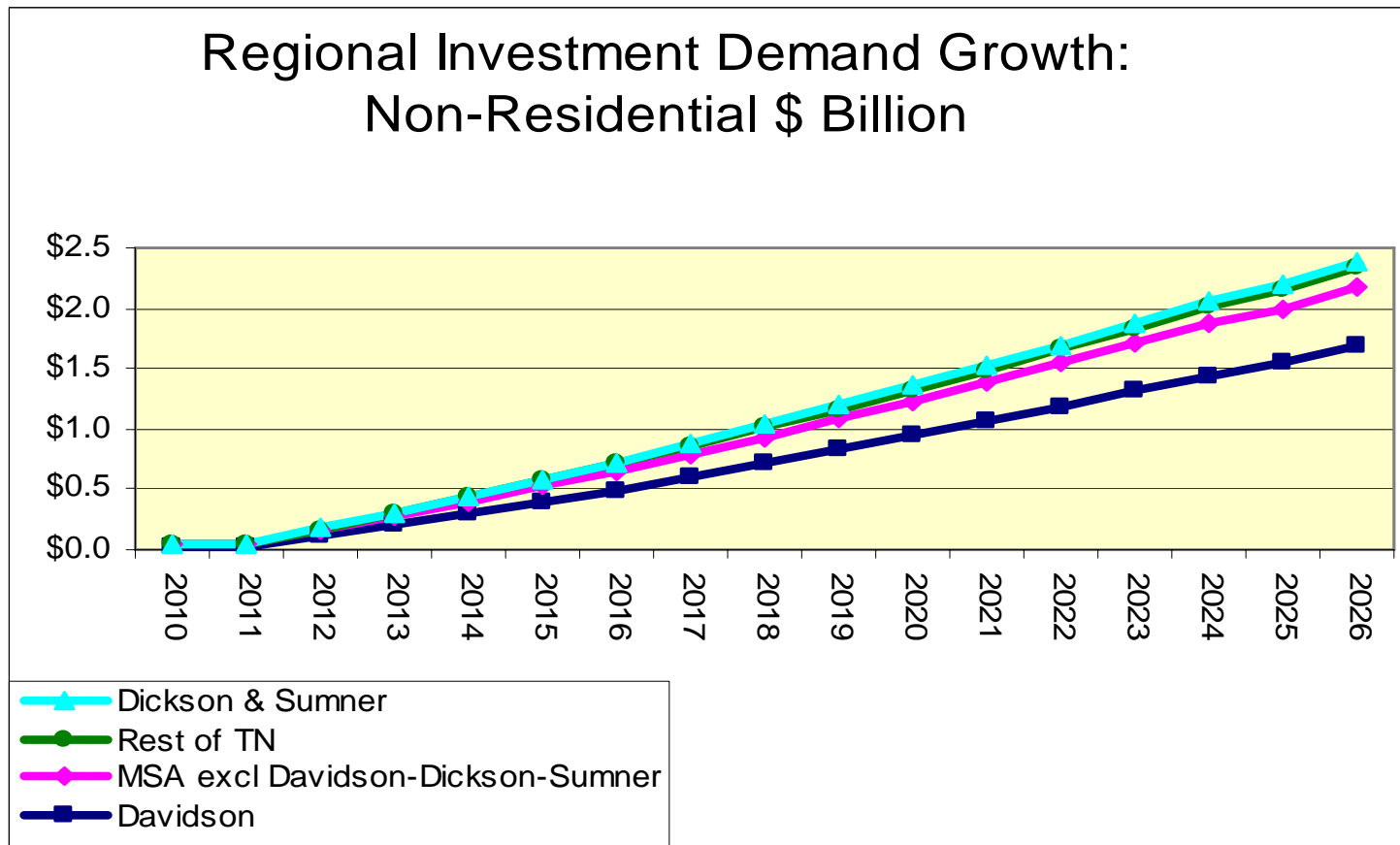
Total Construction Jobs Including Direct & Secondary Employment Effects



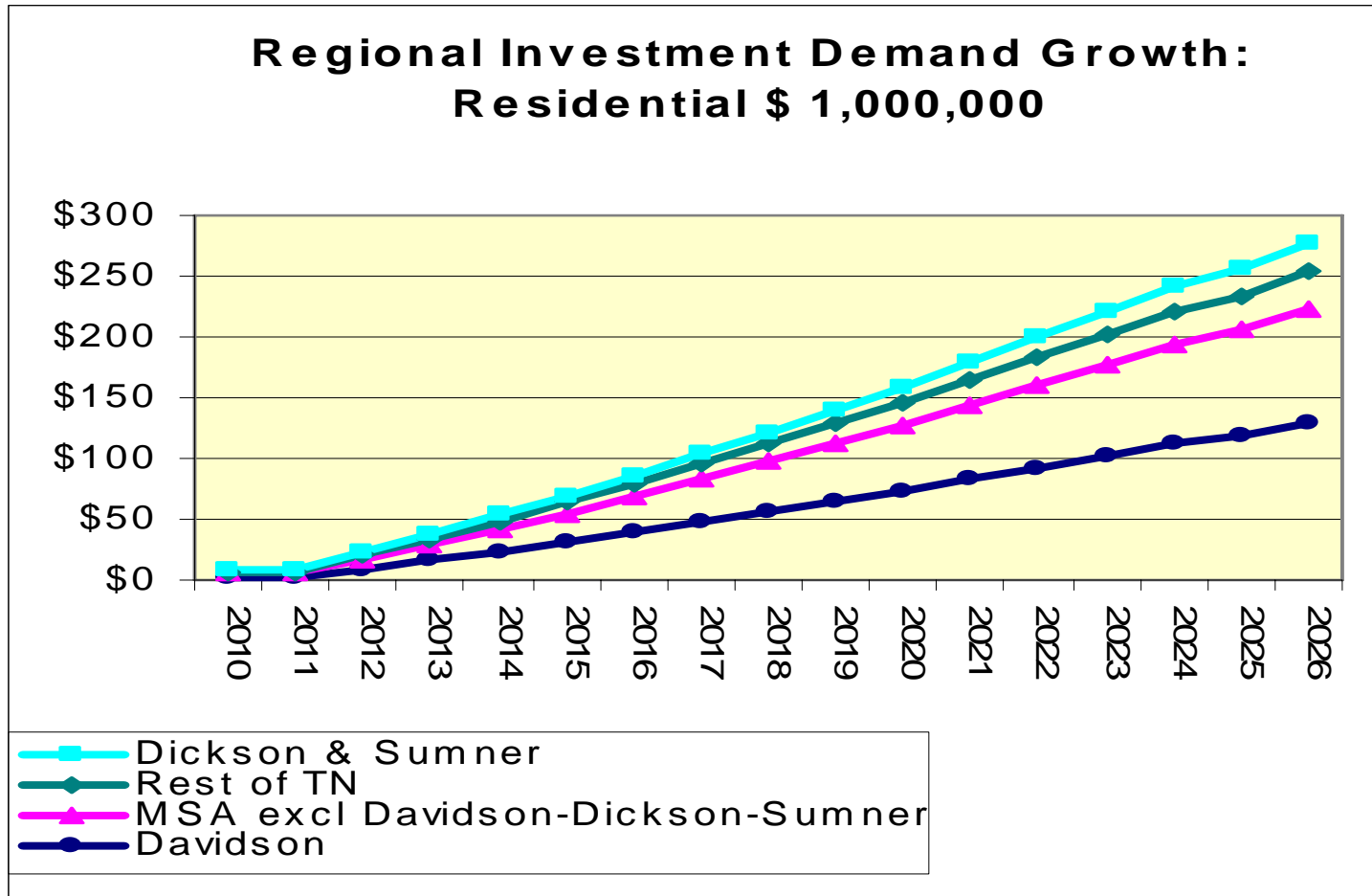
Aggregate Market Value by Property Type



Total Non-Residential Investment Demand Growth



Total Residential Investment Demand Growth



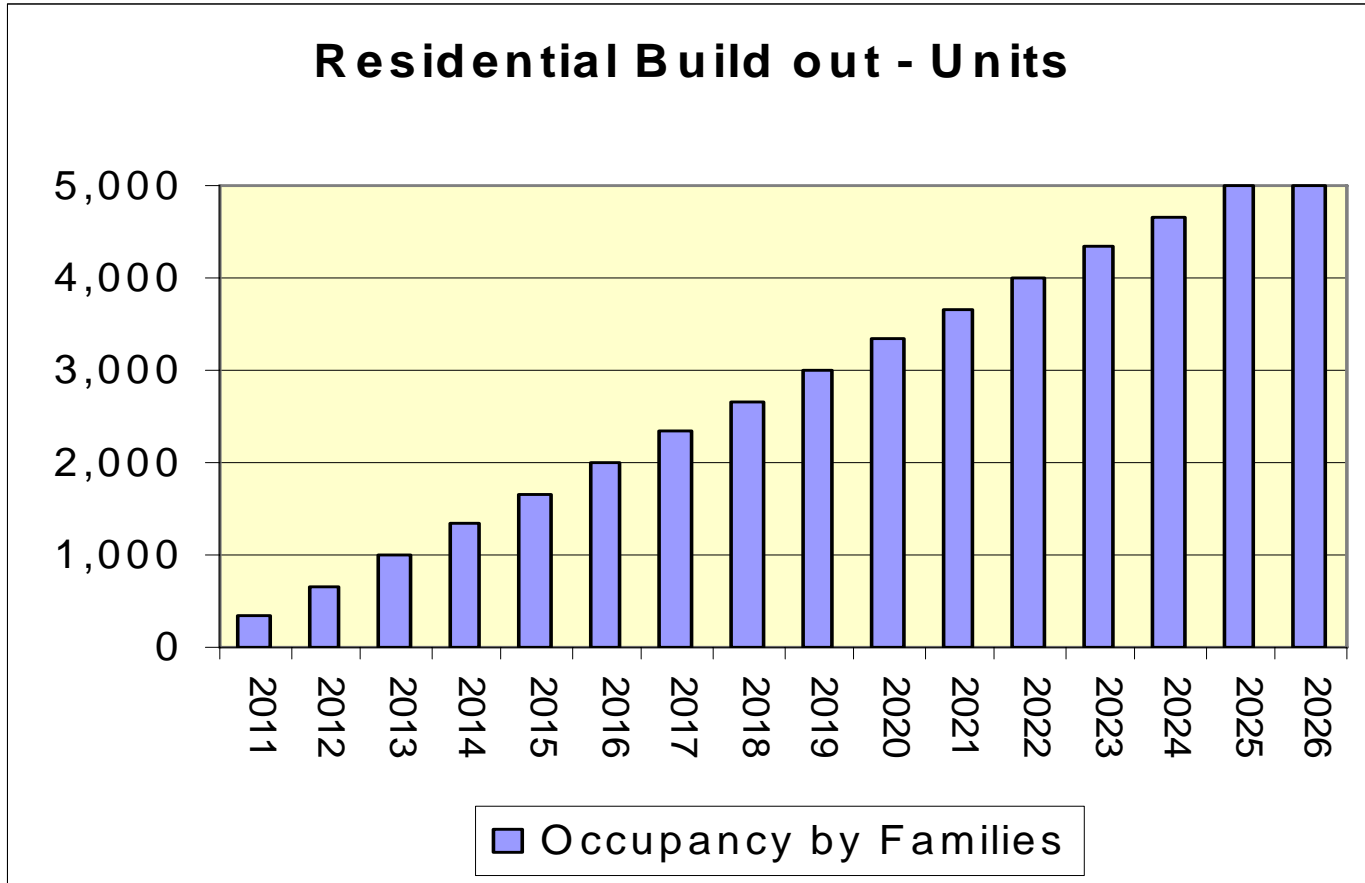
May Town Center Residential Housing

The next two slides recap housing.

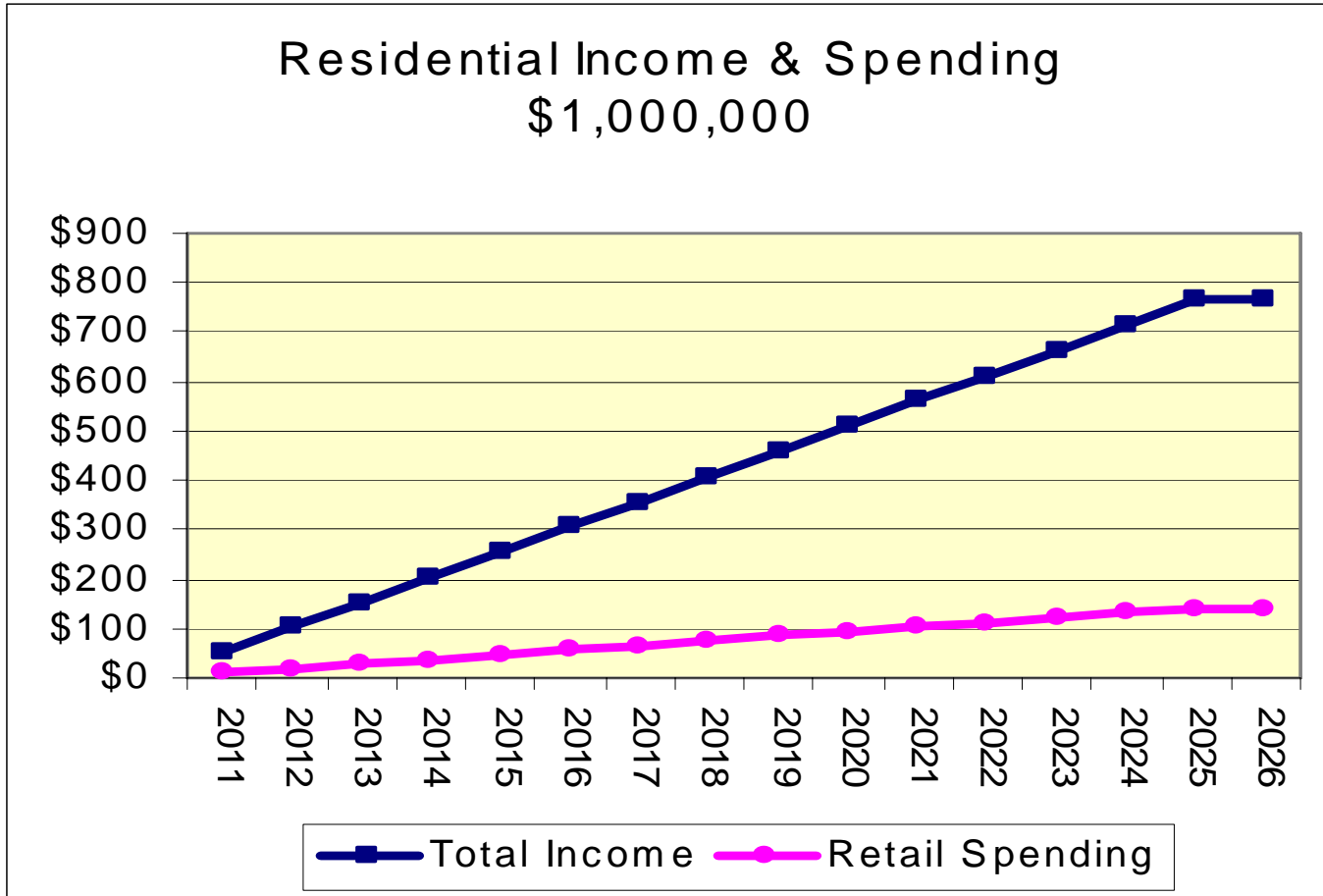
- The planned housing unit build out.
- Expected **residential** Direct income & spending.
 - Expected spending predicted at 18.4% of income.

Note: Full **economy**-wide growth in personal incomes & consumer spending will reflect the new office & commercial jobs in the new business developments.

The Residential Story



The Residential Story

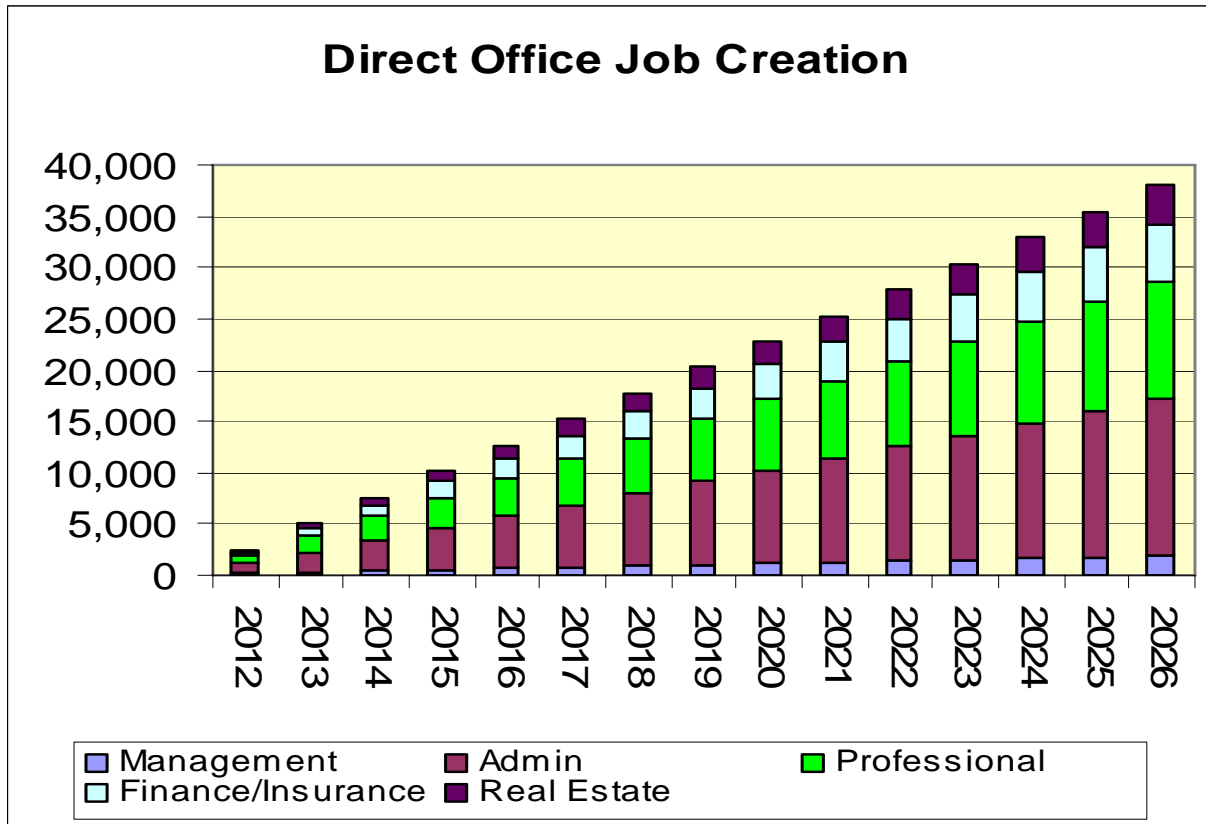


May Town Center Office & Commercial Story

The next slides introduce the new office & commercial businesses.

- The office workers are expected to include tenants such as managers, administrative & support firms, professional & technical firms, finance & insurance firms, and real estate firms.
- The commercial workers are aimed at retail stores and full-service restaurants.

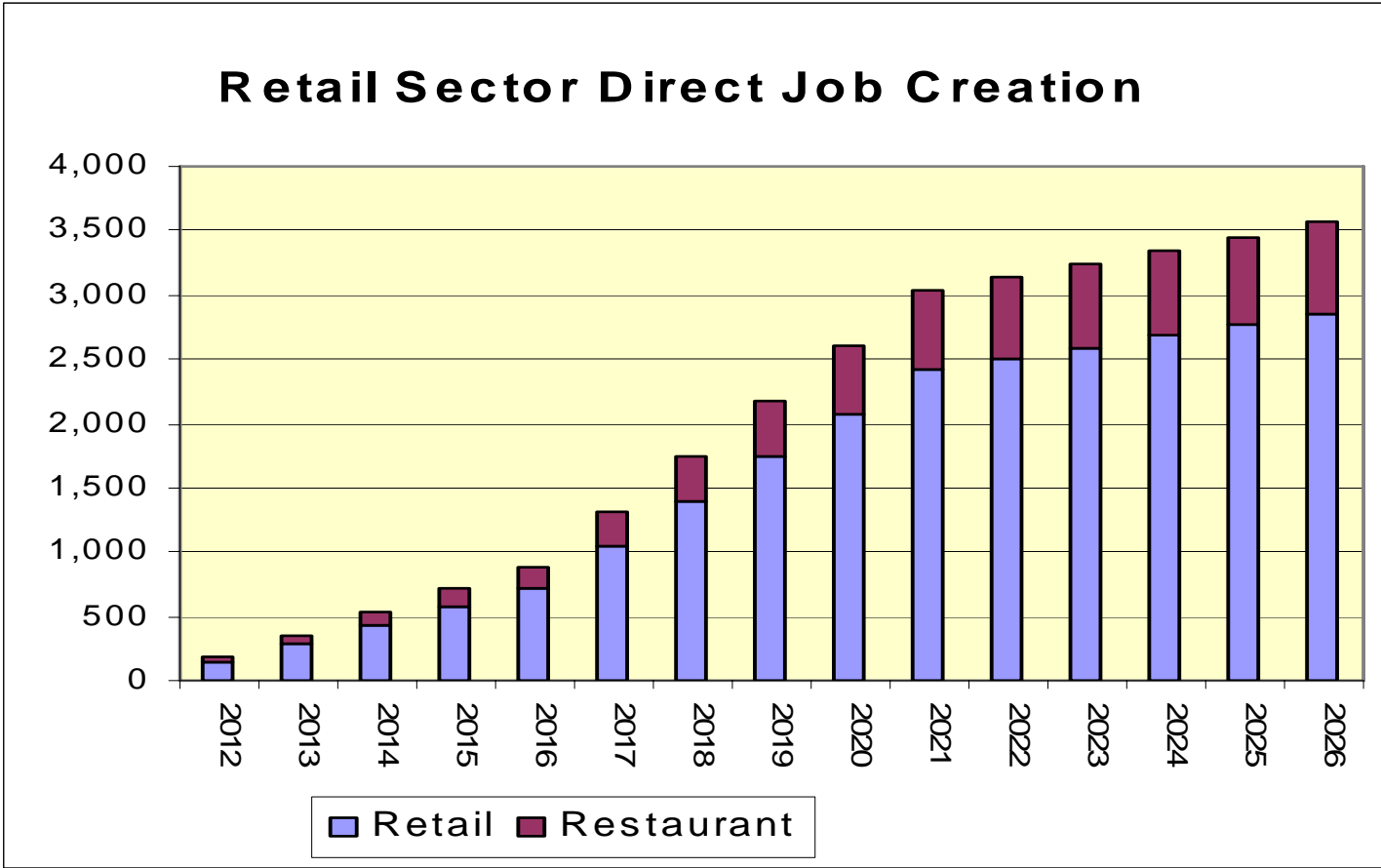
May Town Center Office Employment



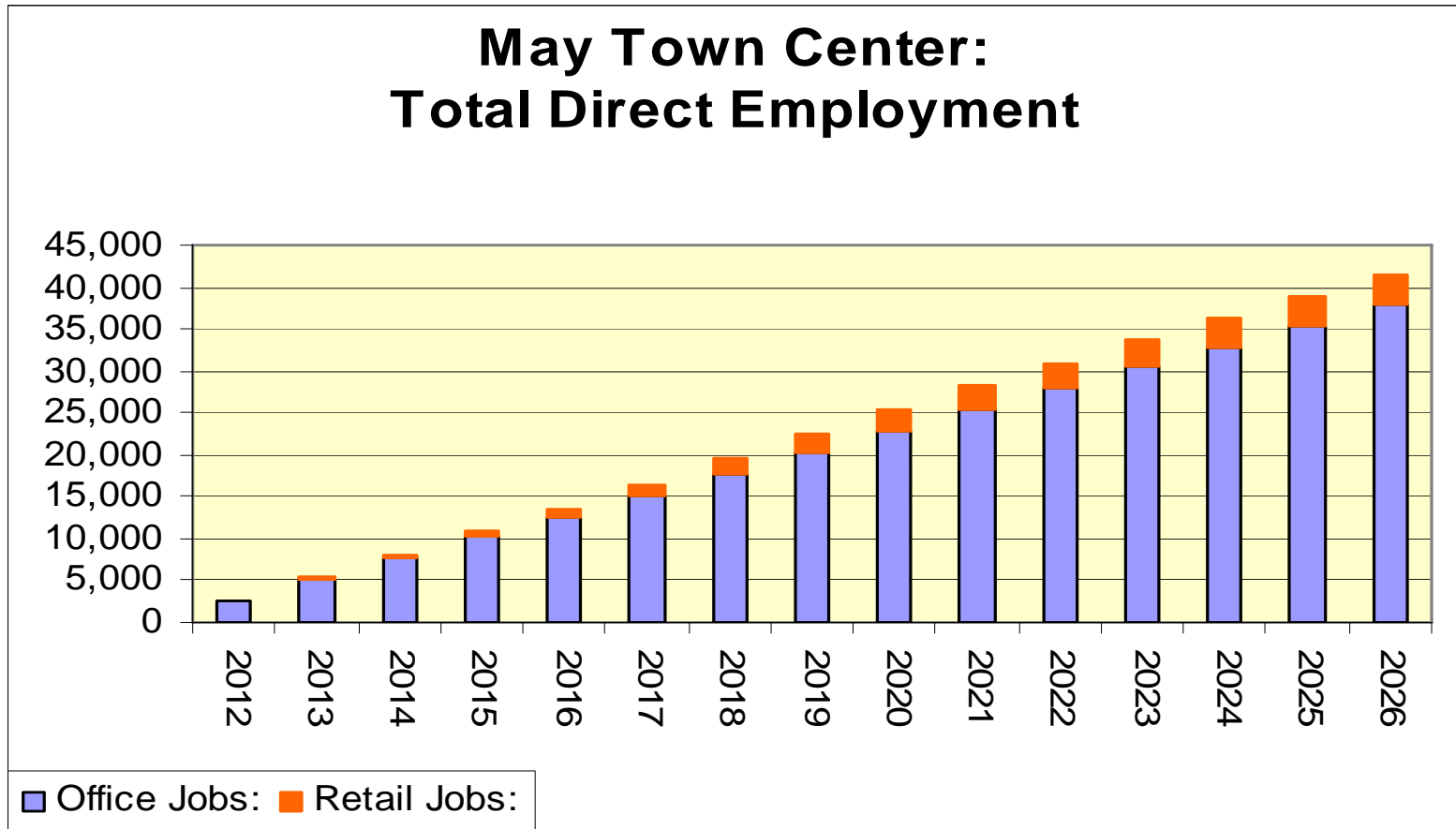
May Town Center Retail & Restaurant

- Retail space responds to the need for excellent shopping environments to gain & keep the US knowledge worker.
- Restaurant space aims at the demand for a superior dining experience.
- Retail tenants should meet new demand and not “crowd out” existing retail jobs.
- Restaurant tenants will “displace” some existing restaurant jobs elsewhere.

May Town Center Retail & Restaurant Employment



May Town Center Total Employment



Regional Employment and Output Effects

- Two slides show snap shots of expected direct office & commercial jobs in Davidson County plus multiplier effect.
- The multiplier growth is caused by expansion to meet demand that comes from direct spending by firms & workers and from added spending and re-spending by their suppliers and suppliers' employees.
- Following 3 slides forecast the full economy-wide, multi-regional growth in total jobs, output (sales), personal consumption demand stimulus.*
 - The region wide impacts include construction, ongoing office activity, retail, restaurant and residential spending effects plus spending by other employers and their workers is induced by spending & re-spending by firms, vendors, and their employees responding across the whole regional economy.

*A number of other measures of economic activity exist as model output.

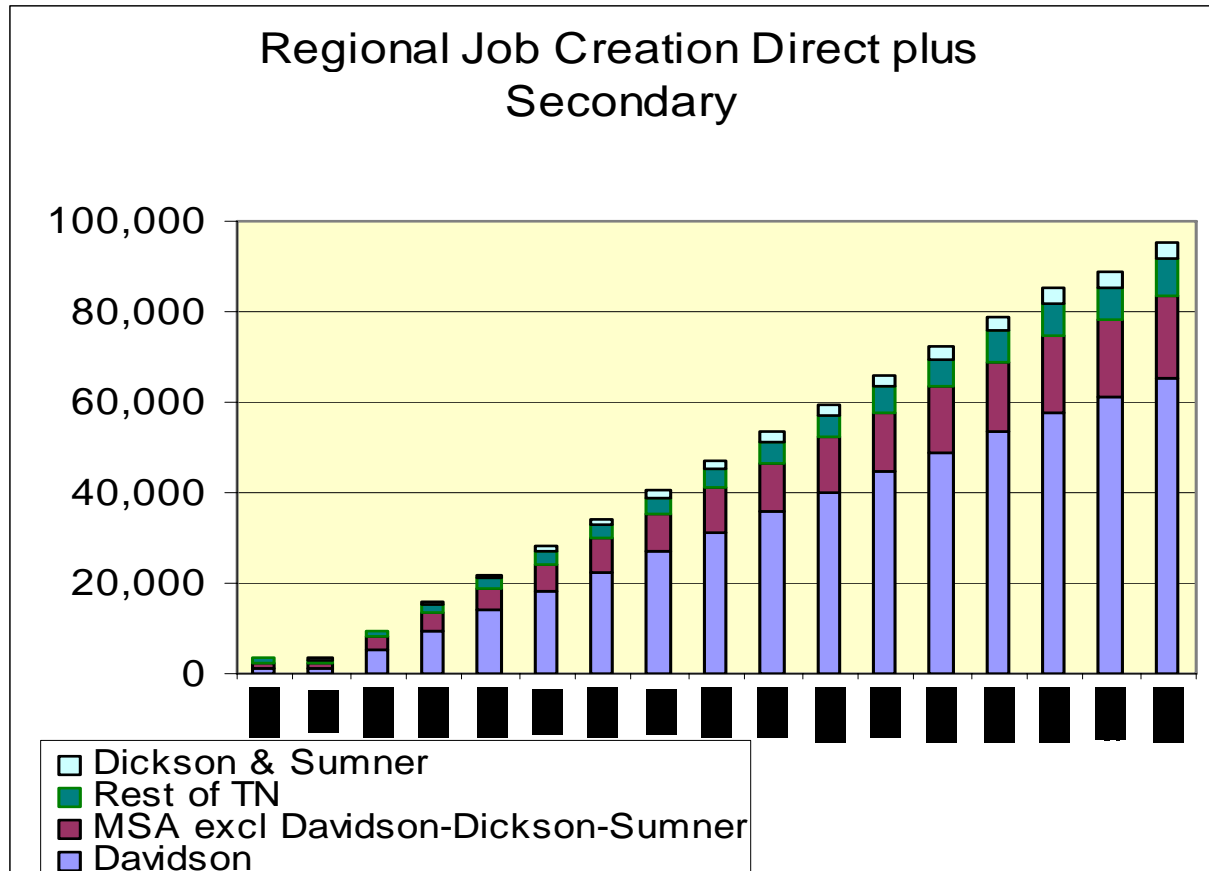
Davidson Direct Jobs & Growth (Multiplier) Jobs

Property Type	2012 Direct	2026 Direct	2026 With Multiplier
Offices	2,533	38,000	46,810
Retail	143	2,850	4,948
Restaurant	36	713	492*
			*/due to market share displacement

Davidson Direct & Growth Jobs (Office Breakout)

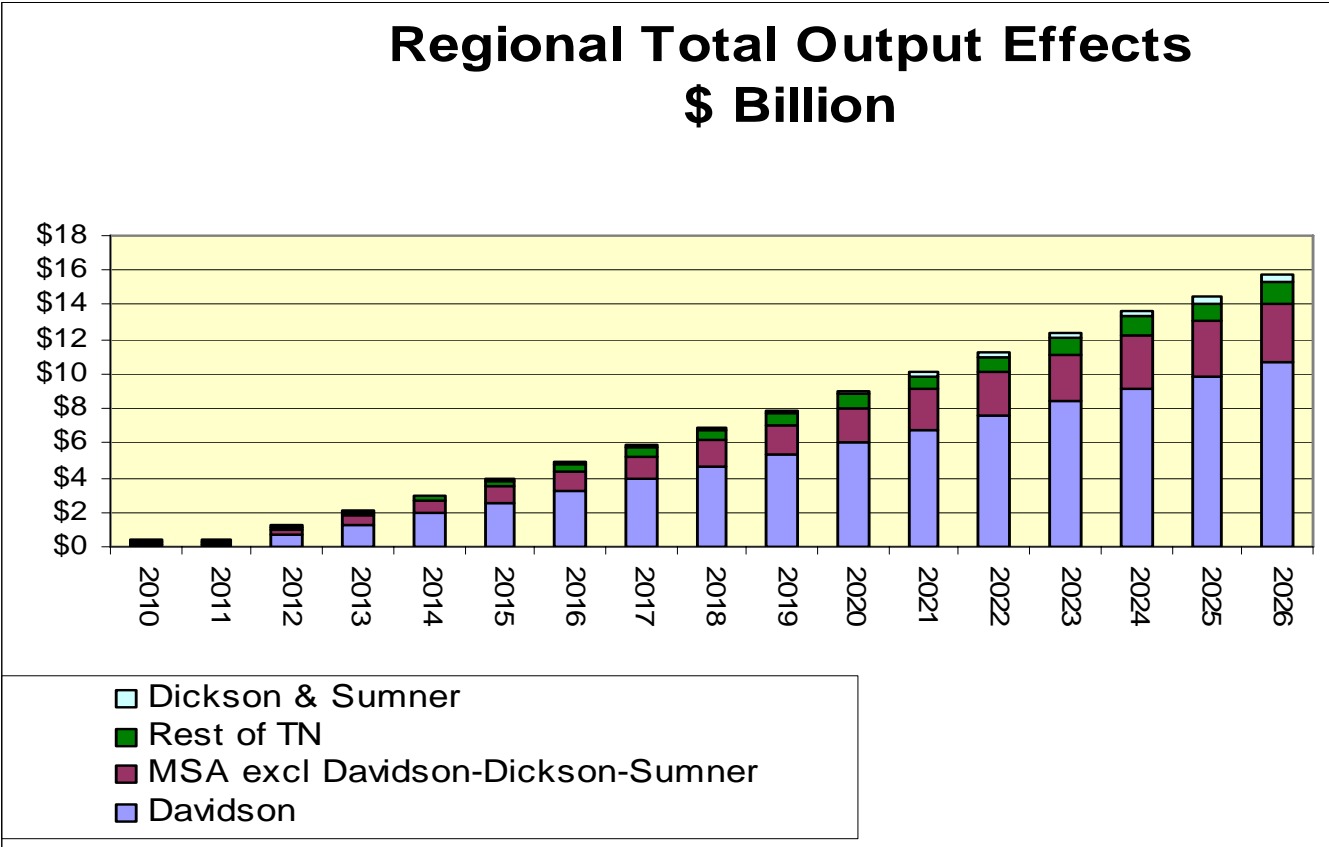
NAICS Code	Sector Name	2026 Direct	2026 With Multiplier
551	Mgt of Cos	1,900	2,074
561	Admin+Spt	15,200	19,370
541	Prof, R+D	11,400	13,910
52	Fincl+Insur	5,700	7,249
531	Real Estate	3,800	4,207
	TOTALS:	38,000	46,810

Total Regional Job Growth: All Drivers plus Multipliers

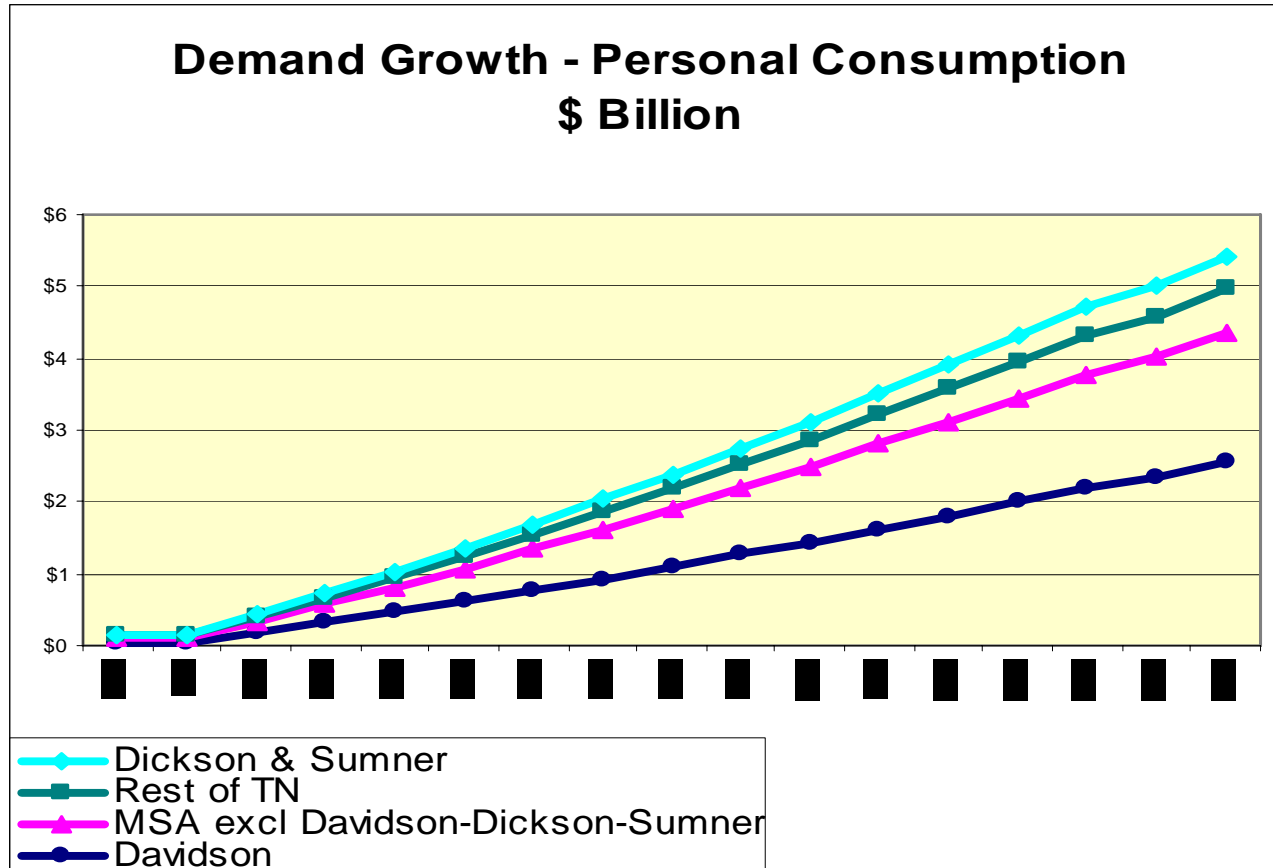


Adding May Town Center to the Metro Economy creates new employment across the region.

Total Regional Output (Sales) Growth



Total Personal Consumption Demand Growth



Davidson Government Revenues

- First slide shows **direct** revenues from the specific developments. These numbers fit within the overall perspective in the next slide.
- The second slide adds revenues due to **economy-wide growth**. Growth is induced by the project's office & commercial occupants plus the multiplier from growing businesses and employee purchases of an expanding volume of goods .

Davidson County Direct Project Government Revenues

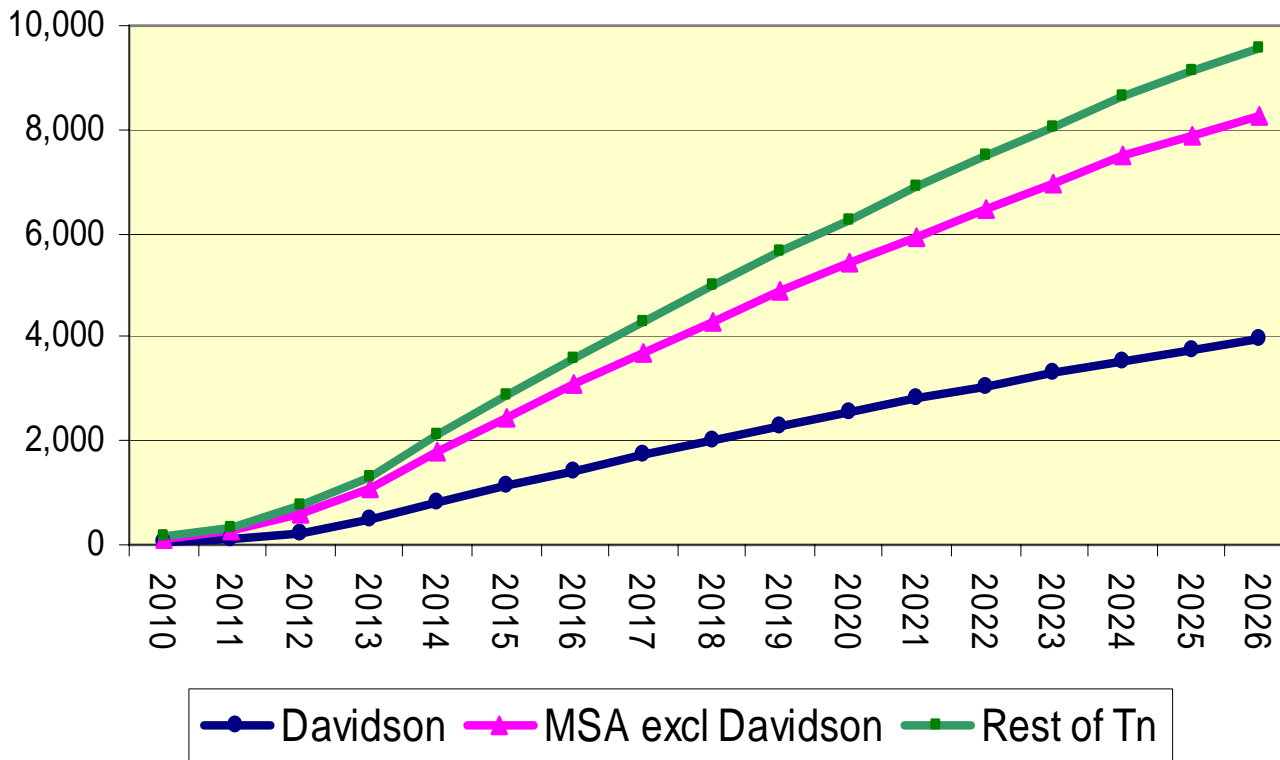
Direct Property plus Sales and Use Government Revenues \$ Million				
	2012	2018	2024	Total
Constr Mtls Sales Tax	\$2.5	\$2.5	\$0.0	\$38
Other Fee Rev (Family)	\$0.5	\$2.0	\$3.8	\$34
Local Sales Tx (Family)	\$0.4	\$1.7	\$3.2	\$29
Offc & Cmcl Property	\$2.4	\$17.9	\$37.9	\$307
Residential Property	\$2.5	\$10.1	\$18.9	\$170
Total Direct	\$8.4	\$34.2	\$63.8	\$578

Davidson County Total Property & Sales Tax Revenues

Total Property plus Sales and Use Government Revenues \$ Million				
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Residential Property	\$2.5	\$10.1	\$18.9	\$170
Total Direct	\$8.4	\$34.2	\$63.8	\$578
Total w/Multiplier	\$8.4	\$50.2	\$99.5	\$897

May Town Center: Economic Migration

Economic Migration: Age 25 - 55



Total	
Davidson	33,183
MSA excl Davidson	37,621
Rest of TN	11,383
Total	82,188

Economic migration includes employment seekers + dependents, but excl children by definition.