

The logo features the letters 'EO' in a white, bold, sans-serif font. The 'O' is stylized with an orange diagonal line passing through it from the top-left to the bottom-right. To the right of the 'EO' is a vertical orange line, followed by the word 'Nashville' in a white, bold, sans-serif font.

EO | Nashville

38 IDEAS | **SURVEY** *To Improve Nashville* | **RESULTS**

10 November 2015 | Submitted by Charles May, EO Nashville President





Entrepreneurs' Organization
Nashville

INFORMATION FOR RELEASE

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Entrepreneurs' Organization of Nashville Presents Mayor Barry with 38 Ideas to Make Nashville a Better Place

EO Nashville Members' Poll Results Reveal Top Issues Facing Entrepreneurs

NASHVILLE, Tenn., Nov. 10, 2015 – A group of Nashville's most successful entrepreneurs are lending their voices to the city's new mayoral administration in hopes of making the city an even more successful and welcoming place. Entrepreneurs' Organization (EO) Nashville conducted a survey of its members to identify key issues entrepreneurs face in Music City and collect ideas on ways Mayor Megan Barry and Nashville's Metro Government can improve the city.

"Mayor Barry said her first day in office that she wanted new ideas to improve the city," said Charles May, EO Nashville president. "EO Nashville responded quickly to this call by asking our members for their perceptions of Nashville and, most importantly, for potential solutions to its pain points. We are a diverse group in diverse industries and we are presenting a diverse set of ideas."

"Nashville's entrepreneurs know how to turn bold ideas into reality, which makes them an important component of our city's economic success and a good resource for finding new solutions to the challenges we face," said Mayor Barry. "I would like to thank EO Nashville for bringing together some of our brightest innovators and entrepreneurs to gather some great ideas on how we can keep Nashville moving forward."

A majority of EO Nashville's 155 members, all of which own or operate companies with at least \$1 million in revenue and work within many different industries in the greater Nashville area, participated in the survey.

Top Issues Facing Nashville		Top Advantages to Doing Business in Nashville		Top Constraints Facing Nashville Entrepreneurs	
Traffic	58%	Vibrant economy	58%	Traffic	59%
Education	53%	Entrepreneurial spirit	45%	Finding good employees	49%
Public transportation	45%	Cost of living	34%	Real estate costs	46%
Public infrastructure	29%	Strong business organizations	30%	Lack of direct flights to major cities	25%
Affordable housing	23%	Network of business owners	24%	Dearth of tech talent	20%

The survey also collected 38 ideas from business owners on ways in which Music City can produce a better environment for entrepreneurs. Below is a sampling of responses:

Traffic

- **Flex-Shift Nashville:** Initiate a public call to private employers to utilize remote workers and encourage city employees to work from home when appropriate, and/or implement “flex shifts” to reduce traffic during peak times.
- **Car-Less Day:** Create a public awareness campaign centered around “Car-Less Day” or “Public Transit Day” to educate residents and commuters about mass transit options and change Nashville’s driving culture.
- **Crowdsourced Transportation:** Integrate Lyft and Über to augment our mass transit system, including using their data for transportation and traffic flow planning.

Connectivity and Efficiency

- **Ubiquitous Connection:** Consider big ideas like free city-wide WiFi and create broad fiber networks that rival the 10GB/\$400 million investment in Chattanooga.
- **Tech Czar:** Appoint a dedicated “tech czar” to promote better use of technology and efficiency in the city.
- **Seamless Data:** Streamline access for businesses to data, such as lien searches, property searches and corporate filings.
- **Push Paperless:** Incentivize and reward businesses and government offices to go “paperless,” and thereby increasing efficiency in business/government relations.

Technology

- **Tech Campuses:** Recruit major tech companies to open offices/campuses (Google, SAP, etc.) in the city and its surrounding areas.
- **Tech Talent Summit:** Create a free major music event for young tech talent to invite more tech students and tech people to visit the city.
- **University Outreach:** Work with universities to expand tech/coding programs and unbundled degree options.

Education

- **Coding for All:** Widespread teaching of coding, computer information systems and digital marketing beginning at the middle school level.
- **Public/Private Partnership:** Consider incentives to expand United Way's Read-to-Succeed program to for-profit childcare centers serving at-risk children.
- **Entrepreneurship School:** Start a program with EO Nashville and other entrepreneurs to teach Metro's high school students about entrepreneurship and create entrepreneurship competitions for students to earn scholarships to local universities.

Government

- **City Film Incentive Program:** Create an investment fund to support filmmaking and TV projects similar to many other states.
- **Online Elections:** Be the first city to conduct elections online or work on a pilot project to do this.

EO presented Mayor Megan Barry with a comprehensive report of survey findings.

May said, "Our members will be glad to help make this city better. We have a lot to offer especially at the intersection of traffic and technology and education and the economy."

About EO Nashville:

The EO Nashville chapter is one of the most successful chapters within the global EO network, which has 153 chapters and more than 11,000 members in 48 countries. EO enables small and large business owners to learn from each other, leading to greater business success and an enriched personal life. EO Nashville has 155 entrepreneur members (and 22 pending members), making it the fourth largest EO chapter in the world. EO Nashville members own or operate companies from \$1 million to over \$100 million in revenue. Collectively the chapter employs more than 8,300 people and represents \$1.52 billion in revenue. If combined, the member companies of EO Nashville would be one of the largest employers in the region and one of the highest privately held companies. For more information, contact Sameera Lowe, executive director, at eo@eonashville.com, or visit our website at www.EONashville.com.



Entrepreneurs' Organization of Nashville

38 Ideas to Improve Nashville

Survey Results

Submitted Nov. 10, 2015

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Entrepreneurs' Organization (EO) Nashville Fact Sheet

EO – Nashville Chapter

- 155 entrepreneur members (and 22 pending members)
- 4TH largest EO chapter in the world
- EO Nashville members run companies from \$1 million to over \$100 million in revenue
- 8,300 employees from all chapter companies
- \$1.52 billion in revenue from all chapter companies
- If combined, the member companies of EO Nashville would be one of the largest employers in the region and one of the highest privately held companies
- For more information, contact Sameera Lowe, executive director, at eo@eonashville.com, or visit our website at www.EONashville.com

EO – Global Organization

- EO is one of three entrepreneurship groups invited by the President and the White House to help lead development of programs to nurture entrepreneurship globally with a variety of NGOs from around the world
- 153 chapters around the world
- 11,000 entrepreneur members
- 48 countries
- EO enables small and large business owners to learn from each other, leading to greater business success and an enriched personal life

38 Ideas to Improve Nashville

Submitted by EO Nashville Members

Traffic, Transportation and Infrastructure

- **Flex-Shift Nashville:** Initiate a public call to private employers to utilize remote workers and encourage city employees to work from home when appropriate, and/or implement “flex shifts” to reduce traffic during peak times.
- **Car-Less Day:** Create a public awareness campaign centered around “Car-Less Day” or “Public Transit Day” to educate residents and commuters about mass transit options and change Nashville’s driving culture.
- **Traffic Light Technology:** Improve traffic flow through technology and traffic light timers. Track changes, adjust regularly and have different timing for different times of day or around big events.
- **Smart Phone Apps:** Develop smart phone apps to make transportation easier in Nashville. Such apps could let citizens:
 - Pay for city parking versus using parking meters
 - Identify parking spaces downtown
 - Pay utilities and other fees
 - Inform bus riders when the bus is coming
- **Crowdsourced Transportation:** Integrate Lyft and Über to augment our mass transit system, including using their data for transportation and traffic flow planning.
- **Driverless Cars:** Study the use of driverless vehicles and allow electric cars that are self-driving.
- **Improve Sidewalks:** Add sidewalks to the many neighborhoods currently without them. Facilitating pedestrian access should be a pillar of our mass transit plan.
- **Construction Traffic Plan:** Implement a strategic plan for construction crews to limit how much they block, tie up and redirect traffic around projects.
- **Bikes:** Invest in making the city bicycle-friendly.
- **Mass Transit:** Implement a strategic mass transit system, such as Amtrak or light rail.
- **MTA Drive Incentives:** Compensate MTA drivers and leadership on growing ridership, not just managing MTA buses and the status quo.
- **Drones:** Pass regulations on drones that protect private property but also allow for transportation solutions and creative business opportunities. Nashville could be on the leading edge for business-friendly regulations that reduce traffic, create new businesses, improve convenience, and in some cases, save lives.

Connectivity and Efficiency

- **Ubiquitous Connection:** Consider big ideas like free city-wide WiFi and create broad fiber networks that rival the 10GB/\$400 million investment in Chattanooga.
- **Tech Czar:** Appoint a dedicated “tech czar” to promote better use of technology and efficiency in the city.
- **Seamless Data:** Streamline access by businesses to public data, such as property searches and business filings.
- **Push Paperless:** Incentivize and reward businesses and government offices to go “paperless,” and thereby increasing efficiency in business/government relations.

Government

- **Permitting:** Improving technology utilization, to make doing business in Nashville easier. Easing licensing and permits would be excellent candidates for improvement.
- **Tax Incentives:** Create tax incentives for businesses exemplifying code compliance and for employing Davidson County workers as full-time employees. Introduce more incentives geared at small businesses/Nashville-based business versus the big international corporations.
- **Entrepreneurs in Government:** Employ more people with small business experience in the administration and not just legal and government experience.
- **Online Elections:** We need to be the first city to conduct elections online or work on a pilot project to do this.
- **Innovation Office:** Dramatically invest in the Office of Innovation. With a plan and direction, this could be a hub for better use of technology, collaborating with the entrepreneurial community and improving efficiency and effectiveness of government.

Technology

- **Tech Campuses:** Recruit major tech companies to open offices/campuses (Google, SAP, etc.) in the city and its surrounding areas.
- **Tech Talent Summit:** Create a free major music event targeting young tech talent in order to attract more tech students and tech people to visit the city.
- **University Outreach:** Work with universities to expand tech/coding programs and unbundled degree options.

Education

- **Coding for All:** Widespread teaching of coding, computer information systems and digital marketing, beginning at the middle school level.
- **Public/Private Partnership:** Consider incentives to expand United Way's Read-to-Succeed program to for-profit childcare centers serving at-risk children.
- **Entrepreneurship School:** Start a program with EO Nashville and other entrepreneurs to teach Metro's high school students about entrepreneurship and create entrepreneurship competitions for students to earn scholarships to local universities.

Development and Growth

- **Weekly Codes Meetings:** Hold codes meetings once a week instead of once a month. Too many projects are being delayed by processes that haven't kept up with the growth of our city.
- **Developer Incentives:** Offer incentives for developers to build affordable housing in Davidson County.
- **Growth Plan:** We need a long-term strategic growth plan for downtown Nashville and more thoughtful development and zoning. Too often, we have torn down historic buildings, and it seems developers often get whatever they want.
- **North Nashville:** Encourage tech and start-up companies to expand into North Nashville around Jefferson St. and invest more in North Nashville. This could drive business and affordable housing in this area of the city.
- **Neighborhood Infrastructure:** Neighborhood development should include planning for adequate sidewalks, drainage and traffic considerations.

Creativity and Inclusion

- **City Film Investment Fund:** Create an investment fund to support filmmaking and TV projects, similar to what is done in many other states. These tax incentives have been major economic engines in states like Michigan and Louisiana.
- **Public Art:** Invest in more public art. This is a creative city, and we can be doing more to show that to the world.
- **Flights:** BNA needs more direct international flights (preferably to/from London).
- **Selling Nashville:** Be careful not to pigeonhole our city into only health care and music.
- **Our Creative Brand:** Promote the city as a creative city, not just a country music city. This will help attract both tech and creative talent that may in the past only have considered Austin, Boston, Northwest California or the Pacific Northwest.
- **Promote Inclusion:** Continue being a city of "inclusion" rather than "exclusion."

Survey Results

EO Nashville Members' Mayoral Survey

The survey first asked:

- As an entrepreneur, what do you believe are the top three issues facing Nashville? (pick up to three)
- As an entrepreneur, what are the top three constraints you are facing in Nashville? (pick up to three)
- What are the top three advantages of being an entrepreneur in Nashville? (pick up to three)

Top Issues Facing Nashville (more than one response accepted)	
Traffic	57.50%
Education	52.50%
Public transportation	45.00%
Public infrastructure	28.75%
Affordable housing	22.50%
Urban planning/zoning/land use	16.25%
Economic development	11.25%
Taxes (local)	11.25%
Government bureaucracy (local)	10.00%
Regional coordination	10.00%
City finances	7.50%
Crime	6.25%
Homelessness	6.25%
Tourism	6.25%
Poverty	3.75%

Top Constraints Facing Nashville Entrepreneurs (more than one response accepted)	
Traffic	58.75%
Finding good employees	48.75%
Real estate costs	46.25%
Lack of direct flights to major cities	25.00%
Dearth of tech talent	20.00%
Taxes (local)	18.75%
Public transportation	16.25%
Government bureaucracy (local)	12.50%
Other	12.50%
Urban planning/zoning/land use	11.25%
Public infrastructure (sidewalks, sewer, water, electricity, etc.)	10.00%
Access to capital	8.75%
Crime	3.75%
Poor local economy	1.25%

Top Advantages for Doing Business in Nashville (more than one response accepted)	
Vibrant economy	57.50%
Entrepreneurial spirit	45.00%
Cost of living	33.75%
Strong business organizations (Entrepreneur Center, Chamber of Commerce, Health Care Council, Technology Council, etc.)	30.00%
Network of business owners	23.75%
Friendly people	22.50%
National renown – the “It” city factor	20.00%
Central location in the U.S.	17.50%
Taxes	17.50%
Easy to attract employees	8.75%
Well-run government	8.75%
Access to capital	5.00%
Low crime	5.00%
Highly educated population	3.75%
Other	1.25%

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