

Joint Capital Tourism Board

Priorities for TDZ Investments
November 5, 2026

FIVE SUGGESTED PRIORITIES FOR TDZ INVESTMENT

A proposed framework for the Board's priorities and future solicitations

Competitive

Major events, conventions, attractions, and destination projects that position Davidson County remain competitive in the tourism industry

Safe

Public safety, outreach, security, and pedestrian safety

Clean and Beautiful

Parks, cleaning, landscaping, property improvements, and expanded family-oriented amenities

Welcoming & Active

Riverfront activity, cultural programming and enhancing the visitor experience

Economically Healthy

Capital City Economic Assistance and eligible business support

Competitive

First priority: events anticipated to attract significant out-of-state tourism

40% of excess or $30 million

- Annually: greater of 40% of annual excess revenues or $30 million, growing 3% annually

Eligible tourism events

- Sports, entertainment, arts, conventions, festivals, and other major events
- Events may take place anywhere in Davidson County



Other priorities

- Convention competitiveness
- Cultural and tourism attractions
- Music City Center
- Destination-enhancing projects

Safe

Second priority: Public safety for events and the everyday downtown experience

Event-related public safety

Support public safety tied to significant tourism events inside or outside the TDZ

Public safety within the TDZ

- Downtown Command Center
- Homeless outreach and stabilization
- Security and ambassadors
- Pedestrian safety and improved lighting
- Additional public restrooms
- River Safety Initiative



Clean & Beautiful

A well-maintained tourism district and stronger public spaces

Parks and public spaces

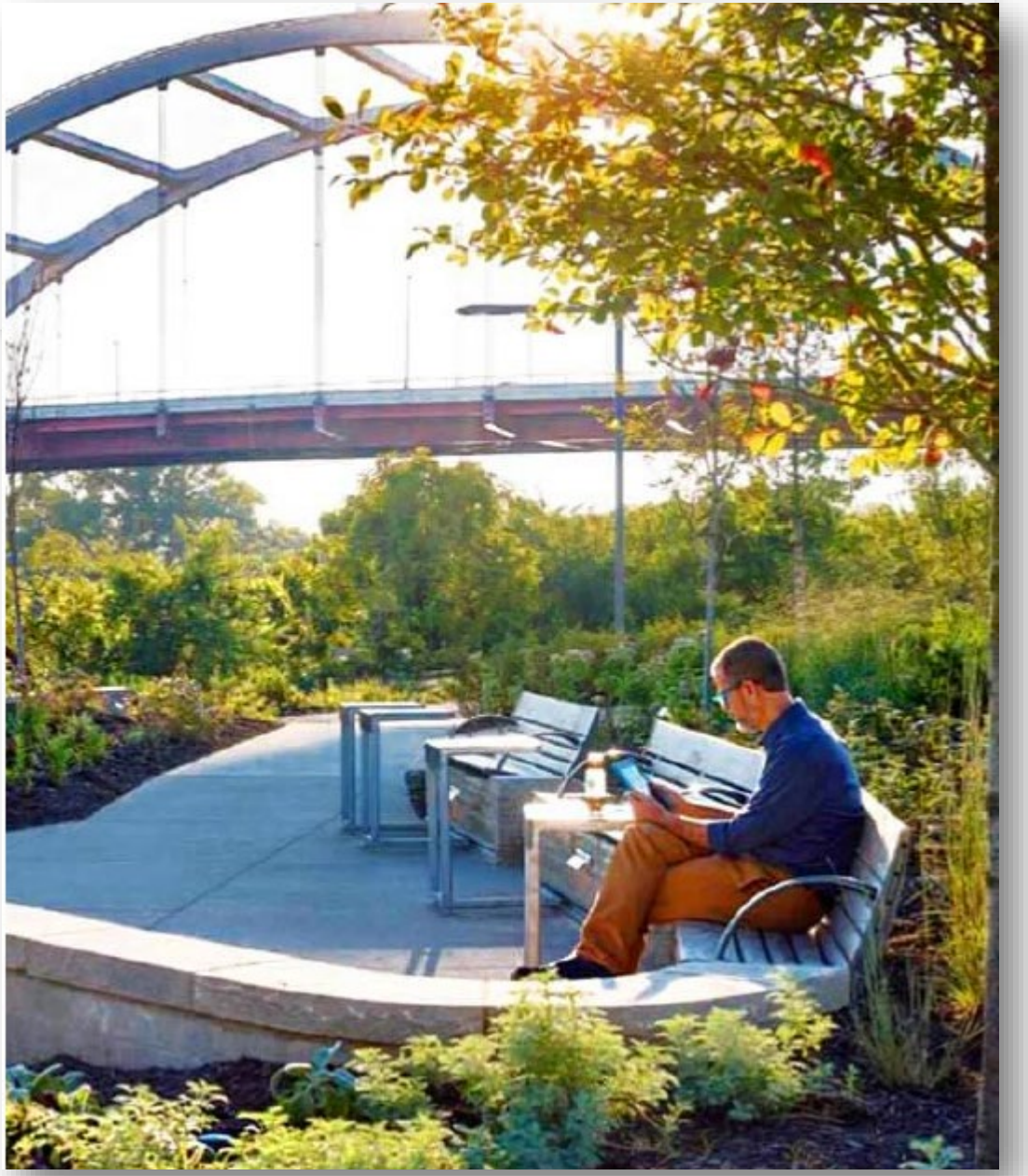
Enhance Riverfront Park and other eligible public spaces

Daily maintenance

- Enhanced cleaning
- Graffiti removal

Visible improvements

- Landscaping and beautification
- Eligible private-property improvements



Welcoming and Active

Places visitors can find, enjoy and explore

Public spaces and access

- Improve the pedestrian bridge's west-side landing
- Activate the Riverfront
- Improve wayfinding and the pedestrian experience

Programming

- Public-space programming
- Cultural programming, including major arts exhibits



Economically Healthy

Public Chapter 1079 defined this allowable use of funding as follows:

Capital City Economic Assistance means economic assistance provided to an eligible business or eligible commercial property (defined terms), as determined by the Joint Capital Tourism Board, to be used to support operational expenditures

Opportunity

Meaningful assistance, if administered with objective criteria, to tourism-related businesses within the TDZ who are facing increased operational challenges in a difficult business and retail environment.

Challenges

- Determine the best process to provide economic assistance to the TDZ that focuses on creating a more attractive tourism environment
- Determine how to provide economic assistance to existing businesses in the short term while encouraging necessary changes that will bring about long term investments to support continued growth in the TDZ

The Board can provide economic assistance for operational expenses, but the Board cannot provide unauthorized Tax Relief.

Economically Healthy

Short-term and long-term investments to support continued growth in the TDZ

Business and Safety Beautification Assistance Program

- To assist eligible businesses and commercial property owners located in the TDZ
- To stimulate demand and visitor activity
- Look for other ways to assist live music venues and historic buildings with targeted changes to the tax code



Next Steps

- **Confirm investment priorities** – Establish consensus around the five proposed categories.
- **Establish a solicitation process** – Determine how proposals will be submitted, evaluated, and prioritized.
- **Resolve legal and administrative questions** – Work with the Comptroller on eligibility, assistance administration, and approval procedures.
- **Advance initial investments** – Request detailed scopes, budgets, timelines, and measurable outcomes for the proposed early projects.