

WHY VANDY STICKS AROUND

CHARLOTTE GILL AND HANNAH SILLS
Senior news reporters

According to GQ, The New York Times, Business Insider and 20,702 Vanderbilt alumni living in the area, Nashville is the place to be these days. The Hustler talked to experts, alumni and students to find out why Nashville's star is rising.

"There are so many reasons why I stayed in Nashville," said Class of 2012 alumna Lyndsey Wilcox. Currently a production assistant for the creative services department at Country Music Television, Wilcox cited her job, personal connections and the city's overall vibe as crucial to her decision to stay. Others also referenced these three factors to explain Nashville's current allure for both graduating students and alumni. Read on to hear their answers, and check out the rest of the issue to find out what's next for one of America's hottest cities.

THE WORK

An internship in the spring of her senior year helped Wilcox land her current job. Stories like Wilcox's serve as examples of advantages Vanderbilt students have in the Nashville job market, according to Cindy Funk, director of the Center for Student Professional Development. Nashville companies know the quality of a Vanderbilt student through their experiences with interns and previous hires, Funk explained. She also cited Nashville's large alumni population as a networking resource for students interested in staying in Music City.

The

Nashville area is also home to four companies listed in the Fortune 500, and the city is a leader in several different industries like healthcare and entertainment. A foot in the door to the Nashville job market and the presence of several robust industries may help explain why the city boasts the largest Vanderbilt alumni population in the world.

THE CONNECTIONS

Mary Nell Bryan, president of the Nashville chapter of the Vanderbilt Alumni Association and Class of 1989 alumna, offered other reasons why grads might stay in the city.

"A big bonus of being an alum living in Nashville is that we can still enjoy events on campus such as IMPACT, Vanderbilt University Theatre productions, music at Blair, and it's easy for us to attend home games in person," Bryan said in an email to The Hustler. "The Nashville Chapter of the Vanderbilt Alumni Association is a vibrant community that I enjoy immensely as it reminds me of many of the reasons my time at Vanderbilt was so rich and meaningful."

While staying involved with Vanderbilt may be one perk of living in the city, personal connections also factor into students' decisions to stay.

"I decided to stay in Nashville next year because I have a lot of friends staying in the area, I have a lot of connections here and I've also been doing a lot of social justice work in the area," said senior Sebastian Rogers. "I want to keep those relationships going."

Wilcox also listed the presence of friends and family as factors leading to

her decision to remain in Nashville after graduation.

THE VIBE

But even without these personal ties, Nashville itself is attracting national attention as a city on the rise.

"Cities all over the U.S. today realize the importance of talented and well-educated young people to growing the local economy. As Vanderbilt's national stature has continued to improve over the last decade, one of the concerns of city leaders has been keeping the talent flowing through the university ... to benefit the city in years to come," Dr. Richard Lloyd, associate professor of sociology, said via email. "Luckily, changes in the city today work to make it a more appealing environment for Vanderbilt's grads."

Lloyd emphasized newer cultural and entertainment opportunities, offered by neighborhoods like the Gulch and East Nashville, as part of the city's attraction for young, educated consumers. Nashville's low cost of living also draws new residents, according to Lloyd.

Rogers mentioned the city itself as an important part of his decision to stay after graduation. "I also really like Nashville as a city, and it's been a lot of fun to live here these past four years and I've stayed here some summers, too, and so I think it will be a lot of fun to stay here next year," he said.

Nashville's vibe is one of the reasons Wilcox chose to remain in the city as well.

"Just Nashville in general ... I love the restaurant scene,

I love the going out scene," she said. "It's really a unique city because it's the only city in the U.S. where you can go to a restaurant and there's, you know, a hippie, a cowboy, a musician and an artist all in the same area. I just really like the speed of life in Nashville, so I fell in love with the city."

These factors appeal not only to current seniors, but also to older alumni looking to settle down in a new environment.

"Vanderbilt typically will see graduates come back after they've been at Vanderbilt," Funk said. "They will go and do something in New York or D.C. and then when they want to start a family, they'll come back to Nashville and relocate here because they really loved the area when they were students. We see that often." She listed the vibrant arts culture, good medical care, pleasant weather and the young, professional social scene as part of Nashville's allure.

Even students who don't plan on staying can get hooked. Wilcox thought she would move to the D.C. area after graduating before deciding her senior year to stay in the city.

"I'm really glad I stayed in Nashville after graduation. It was really great while I was an undergrad at Vanderbilt, but Nashville has so much more to offer outside of Vanderbilt that you don't really see when you're an undergrad," Wilcox said. "A lot of times when you are an undergrad, you have so many things going on that you ... really just stay in this general area. But there's a whole other life out there in Nashville, outside of Vanderbilt, and it's been really cool to explore that."

Staying in the city wasn't always a part of Rogers' plan either. "I've grown to love Nashville more and more each year that I've gone (to Vanderbilt)," he said. "Probably freshman year, if you had asked me what I wanted to do after college, I wouldn't have said, 'Stay in Nashville.'"

TINA TIAN / THE VANDERBILT HUSTLER

TINA TIAN / THE VANDERBILT HUSTLER

START-UPS ON THE RISE

Health care and entertainment may be Nashville's signature industries, but keep an eye out for the city's growing entrepreneurial scene in the future.

A CNNMoney article ranked Nashville as one of six "Cities where startups are thriving" in 2012. In the last five years, the city has seen the arrival of the Entrepreneur Center and Jumpstart Foundry, entities devoted to mentoring start-up companies to successful launches.

Cindy Funk, director of Vanderbilt's Center for Student Professional Development, weighed in on the entrepreneurial inertia.

"There's a big movement to try to really expand opportunities as it relates to start-up companies and really support that infrastructure here in town," Funk said. She noted that Nashville boasts a top school of engineering at Vanderbilt as well as highly qualified students from other disciplines — a mix of talent particularly conducive to the start-ups that currently drive the city's business culture.

— Hannah Sills, senior news reporter

All your cranes are belong to us

If you've looked at the Nashville skyline recently, you may have noticed how many cranes are perched above construction projects throughout the area. But according to a March 14 Nashville Post article, there's no cause for concern that the city will be left shorthanded as new projects break ground.

Relying on information from Bill Young, executive vice president of Nashville-based trade organization Associated General Contractors of Tennessee, The Post also reports that neighboring cities could easily lend some cranes if a problem with the Nashville supply were to arise.

The Post reports that "approximately 15 large cranes of various types" are being used in construction projects around the city right now and predicts that "a minimum of 15 additional cranes" will soon be needed for upcoming jobs.

— Hannah Sills, senior news reporter

Kurds on the big screen

The Nashville Film Festival will emphasize Kurdish films at its April event.

The group announced Kurdish works will be shown April 19-21 as part of the weeklong event — the 44th annual festival. The films will be shown at the Regal Green Hills Cinema.

Seven feature-length Kurdish films will be shown along with eight short films.

The showings are open to the public, and festival officials expect a strong turnout from the large Kurdish population in Nashville.

Nashville-Kurdish organizer Govand Akreyi-Wani said for Kurds to see films by their people in their language is a big door opening for them. Nashville is home to the largest Kurdish population in the U.S., according to the Nashville Public Television documentary "Little Kurdistan," part of the station's "Next Door Neighbors" series.

— The Associated Press contributed to this report

MURPHY BYRNE / THE VANDERBILT HUSTLER

work

IN THIS SECTION

The Hustler takes a look at the many drivers behind the workforce in Nashville. Though led by construction, the arts and the health care industry — whose labor force is expected to increase by another 26 percent by 2021 — other sources also drive the city, whose best days, according to Mayor Karl Dean, are still to come.



JENNY MANDEVILLE / VANDERBILT UNIVERSITY

DEAN ON THE FUTURE OF NASHVILLE

Mayor Dean issued this statement in connection with the NashvilleNext kickoff on Feb. 16:

"Nashville is a vibrant and growing city. I often say that Nashville's best days are still ahead of us. That's something I firmly believe, and it's not the case for every large city. Nashville is special. Our central location, our diverse economy, the large number of universities here, the music industry and creative talent it attracts — for these reasons and more, businesses, individuals and families are picking Nashville as the place they want to be.

As our population continues to grow, and our city and its many communities continue to develop, our challenge is to plan for that growth. We need to develop smartly, and in a way that maintains and improves our quality of life and builds stronger communities in the process.

We can't just think about our city over the next year or even five years. Now is the time to plan for the next quarter century and to set a path that ensures our children and grandchildren will live in an even better Nashville than we enjoy today. I encourage all Nashvillians to share their vision for Nashville during the NashvilleNext planning process. Only by working together can we shape a future that is best for all of us."

NASHVILLENEXT SPEAKERS' SERIES

Apart of the community outreach effort to shape the future of the city, Nashville Next is holding a speakers' series with urban thinkers from around the country for the greater Nashville Community.

Upcoming Speakers:

APRIL 8:

"Creating Livable and Healthy Communities through retrofitting suburbia"

Ellen Dunham-Jones, professor of architecture at Georgia Tech, will speak at 5:30 p.m. Monday, April 8, in Laskey Hall at Scarritt-Bennett Center, 1008 19th Avenue South.

APRIL 22:

"Infrastructure and Smart Growth"

William Fulton, AICP, Smart Growth America

MAY 6:

"Regionalism"

Amy Liu, Senior Fellow, Brookings Institution

NEW JOB SKILLS EVENT THIS THURSDAY

The Center for Student Professional Development is hosting an event aimed at educating students on transitioning into the professional world — addressing issues from common faux pas all the way to workplace taboos.

Students will have the opportunity to hear real stories from Vanderbilt alumni in the workplace and to interact with leaders from the Center for Student Professional Development.

The event will take place in the Student Life Center Board of Trust Room at 4:30 p.m. on Thursday, April 4 and is being co-sponsored and facilitated by Vanderbilt Student Government and the Alumni Association. Free snacks and coffee will be provided.

— Staff reports

vanderbilthustler

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Nashville looks to urban infrastructure near Vanderbilt

By **TYLER BISHOP**
News editor

Vanderbilt's corner of Nashville — both on and off campus — will look and function differently in the years to come for students and alumni of the university in addition to residents of Nashville.

According to City Planner Craig Owensby, the vision for the area off campus, primarily the Midtown area, is to create facilities that accommodate a growing demand for an urban lifestyle in Nashville.

"There is a great demand for residential construction and it reflects an increasing demand for urban living," Owensby said. "A lot of things are about to happen in (the Vanderbilt) area — we've already seen a big jump in residential construction. We're working on some rezoning that will make it easier to set that up."

As the development of metropolitan cities with more concentrated populations has proven, an effective way to serve the desire for the urban lifestyle is to offer mixed-purpose buildings that provide both residential and retail services. Owensby said these types of buildings are part of the vision for Midtown, and the shift is driven by a few different factors — most importantly an overall culture shift in the rising young population and the desire to cut down expenditures on gas.

"A lot of things are driving it — cultural changes, a lot of people are less willing to drive further distances between work and home, especially with rising fuel costs," he said.

Just steps away from the Vanderbilt campus, a prototype of one of these multi-use facilities is expected to be completed by early 2015. Buckingham Companies, a developer out of Indianapolis, is developing a facility that will incorporate a hotel, apartments, restaurants and other retail space where 21st Ave. splits into Broadway and Division Street.

"The developers wanted to do something important. That's what's driving the design — it's going to be big and flashy and worthy of that space," James Weaver, a lawyer for Buckingham, said.

This new facility will cause the buildings that currently sit on the property, including the Benchmark Sports Bar and Wendy's, to be torn down. Mellow

Mushroom will stay and be incorporated into the new facilities. Development is likely to begin within the next year, creating yet another construction zone in the Vanderbilt area.

As evidenced by the presence of cranes and early-morning construction noises, campus is also undergoing significant infrastructure-based change. Driven both by the Board of Directors' vision for a residential campus and the university's growth as a top research institution, changes are being made to reflect these university directions.

In addition to the construction of College Halls at Vanderbilt, renovations to Alumni Hall and the addition to the Student Recreation Center, the administration is finalizing plans to build a seven-story research building on Olin Lawn across the street from Hawkins Field — the baseball stadium.

Vanderbilt Chancellor Nicholas Zeppos said he would also like to see the Carmichael Towers repurposed to match the university's vision for the residential college system, though no official plans have been released.

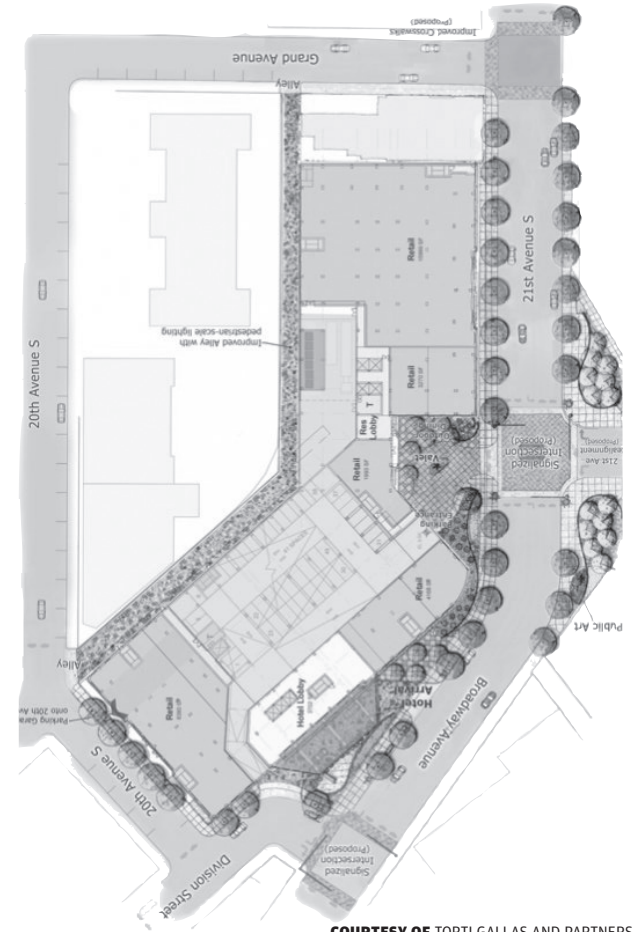
"I have a dream to take the Towers down. Our goal is to build friendship and community in and out of the classroom," he said. "It would be a wonderful place to build a park like residence and entrance place."

According to officials in the Office of Housing and Residential Education, no plans have been set in stone with regard to renovating or rebuilding Highland Quadrangle facilities either, but it is something the administration plans to look into as the transition to a residential college system is completed.

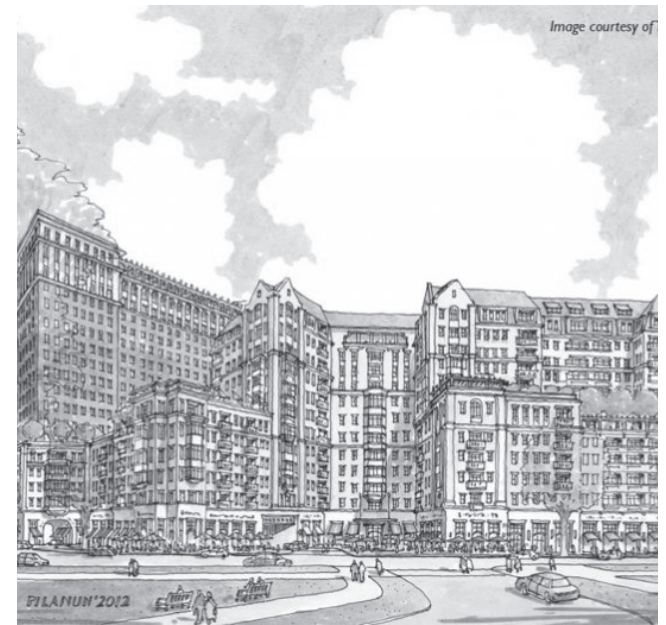
"We want to make Vanderbilt the best place to live and work everyday," Zeppos said.

With all of the changes occurring on and around the Vanderbilt campus, the future of the city is the center of many conversations for the city's leaders. Owensby said that even though the city has already undergone a considerable amount of change in the last few decades, current and future residents can expect even larger changes in the decades to come.

"The takeaway for everybody should be that wonderful things are happening here and that we are working to get this done in a sustainable manner," he said. — Jenna Wengler contributed to this report.



COURTESY OF TORTI GALLAS AND PARTNERS



COURTESY OF TORTI GALLAS AND PARTNERS

Plans for the development at the split of 21st Ave. to Broadway and Division Street include a hotel, apartments and restaurants.

Welcome to Music City



PHOTO COURTESY OF MUSIC CITY CONVENTION CENTER

By **KION SAWNEY**
InsideVandy director

For over three years, downtown Nashville has transformed to make way for its new emerging landmark — and come May 19, its doors will open to the world. Billed as the largest public development project in the history of the state, the Music City Convention Center will serve as the gateway for the hundreds of thousands of convention visitors to the city.

The grand opening will be a two-day event for the community May 19-20. The celebration will feature a free concert with musician Sheryl Crow on May 20, a street party and open house for the community.

"I continue to be impressed by the size and beauty of the Music City Center and encourage Nashvillians to see it for themselves during the grand opening," said Nashville Mayor Karl Dean in a press release.

Construction on the \$585 million facility began in January 2010 and will be completed on April 30. During May, furniture, fixtures and equipment will be installed, and staff training will continue. More than 100 meetings and 800,000 room nights have already been booked.

"There's no doubt we are a city with momentum, and with the opening of the Music City Center in May, even more

tourists and conventioners will get to see that firsthand," said Dean. "We know it's not going to be the biggest convention facility in the country, but I'm absolutely certain it will be the best."

Major features include a public art collection comprised of more than 80 pieces; Sixth Avenue, which runs through the building; and the 57,500-square-foot Grand Ballroom, which seats 6,000 people. Green features include solar panels and a green roof. The building is on track to receive LEED Silver certification.

Due to its larger size, the Music City Center will be able to host 75 percent of conventions in the country, compared to 25 percent that can currently be accommodated at the Nashville Convention Center. The Music City Center totals 2.1 million square feet. That includes 1.2 million square feet of public space and a 900,000-square-foot garage, which includes 1,800 parking spaces.

The meetings booked for the Music City Center range from this year to 2026 and include multi-year agreements for many groups. The Mayor will present his state of the Metro address at the center at 10 a.m. on May 20 as part of the grand opening festivals.

Health care industry drives Nashville growth

By **TYLER BISHOP**
News editor

With over 250 firms in the area, health care management provides Nashville with more business than any other sector, according to a recent Economic and Community Development report released by NashvilleNext.

"This sector's stability across business cycles lends enormous resilience to Nashville's economy and has garnered a reputation as a leader in innovation, talent and business acumen. Continuing growth of the U.S. health care sector positions Nashville to become an ever stronger leader in the country for this industry," the March 11 report reads.

Other portions of the health care industry are also large drivers of the Nashville economy. Nashville is home to a diversified industry with growth segments including ambulatory and outpatient surgery, dialysis, disease management, clinical research, health information technology and biotechnology. The average payroll for the health care and social assistance sector is the highest of any in Davidson County at \$73,903. The health care super sector has added nearly 19,000 jobs in Davidson County since 2000 — the largest increase of any industry — and is projected to add another 19,283 employees through 2021 — a 26 percent increase.

This super sector is comprised of workers serving the local market as well as some that are part of the larger scope of health care enterprises that call Nashville home. Among the industry leaders headquartered in the Greater Nashville area are Hospital Corporation of America, Community Health Systems, Emdeon, Brookdale Senior Living, Healthways, AmSurg and HealthSpring.

A large share of the most rapidly increasing occupations for the next decade is in health services. Greater Nashville health care management firms will undoubtedly expand as the demand for health care services grows locally and around the country.

Vanderbilt University, the second-largest private employer in the state of Tennessee, also generates a major impact on the community. According to a recent report prepared by private economic analysis and public policy consulting firm TXP Inc., Vanderbilt generates an \$8.6 billion impact on the region — over 70 percent of which is originated from the Vanderbilt University Medical Center. When asked about the university's impact, Chancellor Nicholas Zeppos said VUMC brings visitors that contribute to the Nashville economy on a daily basis.

"We produce a lot of visitors — we always grow together," he said.

— A *Economic and Community Development* document by NashvilleNext contributed to this report.

THE SOUNDS ARE BACK!!!



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2013 Summer Internship Opportunity (LTC)

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vanderbilt.edu/Army

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- Leadership Reaction Course
- Basic Map Reading / Land Navigation
- Rappelling / Rock Climbing / Confidence Course
- Rifle Marksmanship



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Live

IN THIS SECTION:

Earlier in the year, The New York Times named Nashville the country's "it" city. From the development of South Broadway to public transit projects, here's a look at how the city continues to develop and grow.



NOW HEAR THIS!

More single women than men? A third of the population with a bachelor's degree? Cheaper than Cleveland? Some of the demographic numbers for Greater Nashville below may surprise you.

**POPULATION ESTIMATES:
Davidson County**

Total: 648,295

As of July 1, 2012

Annual estimates of the resident population:
April 1, 2010 to July 1, 2012
Source: U.S. Census Bureau, Population Division

Largest age group by sex:

As of July 1, 2011

Male: 25-29 years old (30,277)
Female: 25-29 years old (32,583)
Median Age: 34.1 years old

Source: U.S. Census Bureau, Population Division

Race estimates:

White: 66.2%
Black or African American: 27.9%
Asian: 3.2%
Hispanic or Latino Origin: 9.9%

Source: U.S. Census Bureau, 2011 American Community Survey

Educational attainment estimates:

Of population **25 and older:**
34.6% have a **bachelor's degree or higher**

Source: U.S. Census Bureau, 2011 American Community Survey

Marital status estimates:

Of population **15 years and older:**
39.8% are married
39.8% have never been married

Of **male population 15 years and older:**
42.3% is married

Of **female population 15 years and older:**
37.4% is married

Source: U.S. Census Bureau, 2011 American Community Survey

**Cost of living
Composite index**

City	Index
New York City	218.8
San Francisco	162.7
Boston	137.3
Seattle	117.1
Chicago	114.7
Cleveland	101.4
Orlando	97.3
Atlanta	97.3
Austin	92.7
Nashville	90.2

Source: ACCRA Cost of Living, 2011 annual data, posted on Nashville Area Chamber of Commerce's economic development webpage



HEADING SOUTH OF BROADWAY

KEVIN BARNETT / THE VANDERBILT HUSTLER

Cannery Ballroom, one of South Broadway's most popular establishments, is about to gain some neighbors, as the city makes plans to begin developing the area further.

By KION SAWNEY
InsideVandy director

The emergence of the new convention center, set to open downtown in May, will begin a transformation of the area that will span for the coming decades.

A study facilitated by the Convention Center Authority (CCA) and the Nashville Downtown Partnership envisions a future of living in Nashville that will take place in neighborhoods south of Broadway. Published in January, the study, "South of Broadway Strategic Master Plan," is a series of policy and planning recommendations proposed by a consulting team led by the urban planning firm Urban Design Associates, based in Pittsburgh, Penn.

The area has been selected for development planning due to its approximate distance from the convention center, the major attractions in downtown and its potential for growth. The impacts of the May 2010 flooding of the

Cumberland River, which saw its crest at nearly 12 feet above flood stage, also served as further justification for the creation of the master plan.

"The city determined that it is critical to the future growth and prosperity of downtown and the region that a comprehensive master plan be developed for the area south of Broadway," the plan states. "Central to this idea is studying the impact of flood-prone areas and developing appropriate mitigation measures and design guidelines."

"The report is a road map for the SoBro area and we are appreciative of the public's participation over the last six months," said Barry Long, CEO of Urban Design Associates, in an interview with WRKN-TV. "What we heard from the citizens and the community advisory group led to the recommendations we made, and our team feels the recommendations are dead on in terms of the catalytic initiatives that will make SoBro even more successful than it is today."

Among the highest-priority planning recom-

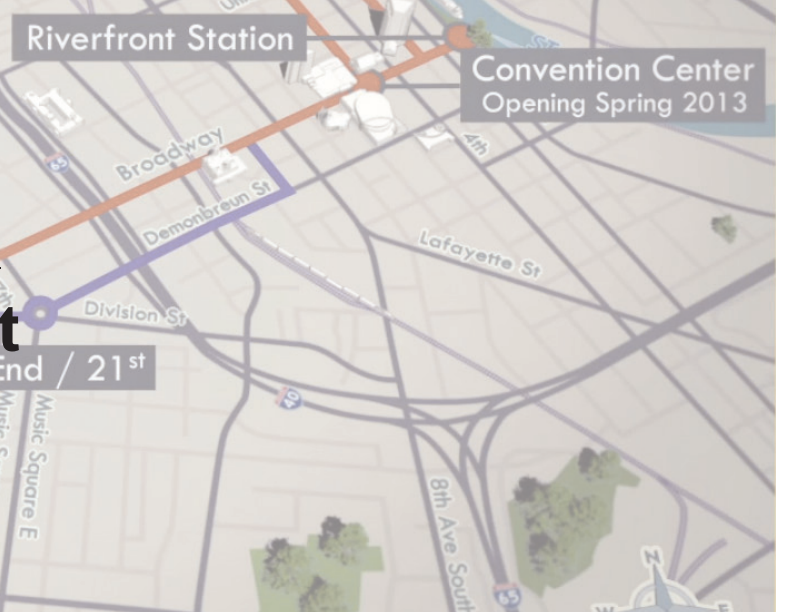
mendations in the study are the repurposing of the former thermal transfer plant site along the Cumberland River into a civic open space that will include flood mitigation measures and a new pedestrian bridge between the SoBro neighborhood and the Gulch.

The plan integrates existing developments and assets within a street framework that can infill incrementally over time. In creating the master, Urban Design Associates incorporated pikes (historical roads) of Nashville and rectilinear street designs to improve development along commercial spaces within the Gulch and Broadway.

The \$400,000 grant to fund the plan was provided by the Economic Development Administration of the U.S. Department of Commerce with the help of Nashville Metropolitan Government and the Greater Nashville Regional Council. The plan highlights flood mitigation preparations and a set of strategic recommendations for fostering sustainable growth in the city.

GET READY TO GET CONNECTED

An ambitious construction project that will connect East and West Nashville via bus rapid transit line has major implications for how Vandy can get around Nashville



By ERIC SINGLE
Editor-in-chief

Megan Barry summed things up nicely: "We can't lay down any more asphalt, so it's time to actually solve the problem."

Barry, a former adjunct faculty member at Vanderbilt who currently serves as the Nashville Metro Council member at-large, was referring to the impetus for the East-West Connector, Nashville's ambitious public transit project designed to shake up West End in the coming years. A bus rapid transit system, or BRT, the Connector will run 7.5 miles across one of Nashville's main corridors, from White Bridge Road to Five Points.

The project was put into action in December 2011 by Mayor Karl Dean, green-lighting a system of dedicated BRT lanes running through the corridor with projected downtown stops at Broadway and at 2nd Avenue — an endeavor set for completion by mid-2015. A video on Metropolitan Transit Authority's website highlights three potential stations on the edge of the Vanderbilt campus, at the intersections of West End with 31st, 28th and 21st Avenues.

"Any time you build a city around a river, you're going to end up with an east side and a west side, which Nashville has always had," Barry said. "Over time, those two need to be more intercritically linked. On both sides, you have populations who want to enjoy the hospitality of both, so the BRT, the East-West Connector, is one way to do that. It also helps bring all those people on the east and west side down to downtown so that they can enjoy downtown but also so they can get to work quicker."

Gail Carr Williams, associate director of Vanderbilt's Office of Community, Government and Neighborhood Relations and a member of the nonprofit Transit Alliance of Middle Tennessee, said the connector would

help Vanderbilt students get around Nashville easier just as much as it would help the Nashville community connect with the campus more efficiently.

"We've seen increased ridership on that whole corridor over the recent years that really gave rise to thinking we could have something a little faster, a little better like a lot of other cities, that would really connect us more," Williams said.

The East-West corridor is intended to be only the first line of a project down a major artery of Nashville's infrastructure, to be enhanced later by the construction of a spoke system of BRT lines.

"The way that you build transportation infrastructure is to make sure that you have density, and so what you're going to see change over the next several years is going to be along those corridors, you're going to have to have more density," Barry said. "Anywhere we have a pike, all those pikes are going to see tremendous growth."

According to MTA Nashville, approximately 25,200 people in 13,450 households live along the corridor today, accounting for a population density twice that of the metro area as a whole.

"If you're thinking about that BRT running along West End, you would think about a stop that would get people to Caterpillar (Financial Services), you would think about getting people to Vanderbilt and the Vanderbilt Medical Center," Williams said. "And then on the other side of West End, where you think 'How do I get a large population to Baptist and over to Centennial? How are we crossing both sides of West End, the Vandy side and beyond?' We're talking about the totality of a community."



PHOTOS PROVIDED BY NASHVILLE MTA

These models show potential BRT stops on West End and 31st, West End and 21st, and West End and 28th.

HANDS ON NASHVILLE: PROMOTING VOLUNTEERISM SINCE 1991

By **LUCY STONE**
News reporter

Founded in 1991, Hands on Nashville is a service organization that aims to address issues facing the Middle Tennessee community such as hunger, homelessness and environmental issues. Started by entrepreneur Hal Cato as a grassroots organization, Hands on Nashville has made some stunning progress since its inception.

In 2012 alone, Hands on Nashville connected or referred more than 117,000 volunteers to service opportunities, making the organization one of the largest resource centers of its kind in the world.

The growth of Hands on Nashville has paralleled the growth of volunteerism in the city. Nashville's 2011 volunteer rate was

ranked 14th of 51 major U.S. cities, according to the National Conference on Citizenship. In 2008, Nashville ranked 35th.

Hands on Nashville volunteers range from youth involved in its VolunTEEN program to entire business groups serving in its Corporate Partner program to those more interested in specific niche programs, which include the Home Energy Savings program, the Urban Agriculture program and the Waterway Recovery and Restoration program. It is also looking to start some representative clubs on college campuses.

So, where will Hands on Nashville be spotted working in the future? For starters, daytime opportunities are always popping up on its Volunteer Opportunity Calendar, which can be found at its website. This a

great option for students with free time during the day to get involved whenever they have the impulse.

Additionally, Hands on Nashville is promoting National Volunteer Month in April with its National Volunteer Month Challenge, presented by Opry Country Classics. The first 75 volunteers who register for the Challenge and complete service by April 11 will receive two complimentary tickets to attend an Opry Country Classics performance at the Ryman Auditorium on April 25.

Hands on Nashville is also coordinating with Starbucks on Global Youth Service Day, coming up on April 27 at the Hands on Nashville Urban Farm in South Nashville. Volunteers will help harvest produce for families with limited access to fresh foods.

STAYING IN NASHVILLE?

By **EMILY TORRES**
Senior news reporter

For recent graduates, Nashville is an appealing place to live. It's coming of age rapidly — both economically and residentially.

NASHVILLENEXT

This government initiative is a community-driven process that is meant to update Nashville's general city plan through 2040. Local committees are currently preparing background reports, and speakers with national expertise are coming into the community to discuss zoning, housing, public transit, education, economic development, public safety and other issues affecting growth and progress in Nashville. The NashvilleNext team hopes to reach out to diverse groups to make sure everyone in Nashville is represented, with the planning initiative aimed for completion in 2015.

"By encouraging as many people and groups as possible to be engaged in the NashvilleNext planning process, we can preserve the things that make Nashville so unique and encourage growth to make us an even better, more livable city," said Gary Gaston, design director of the Nashville Civic Design Center.

WHY EXPAND

Nashville's economic market has been expanding and has steadily held an unemployment rate lower than the national average in recent years. In addition, the unique culture and vibe of Nashville have captured outside developers' attention.

"One of the many things that makes Nashville unique is the people that live here," Gaston said. "There is such a diversity in culture and personality that makes Nashville the thriving and high energy place where people want to live."

WHERE TO LIVE

Nationwide developers have targeted Nashville as a prime destination and are currently undertaking a variety of projects around different areas of the city. Most of the projects are focused on apartment and condominium complexes that include amenities such as gyms, pools, outdoor grills and entertainment rooms. Developers are placing these complexes near local shopping, restaurants and bars.

According to Nashville's Metropolitan Development and Housing Agency, downtown has the potential for 3,500 new housing units over the next five years — approximately 700 per year. The agency proposed that there will be 650 detached single family houses, 505 attached single family homes and brownstones, 500 lofts and units in mixed use buildings, 400 condominiums and 1,480 multi-family apartments. Areas like the Gulch, 12 South, Elliston Place, Midtown and East Nashville all have apartment and condo projects underway.

"All those neighborhoods are attracting young professionals," Gaston said.

"These areas have been emerging and are still emerging. These areas are attractive for youth. They have a fun nightlife, restaurants and public transportation," said Price Lechleiter, president of the Greater Nashville Association of Realtors.

VOLUNTEERISM AT VANDERBILT

Right: AED (Vanderbilt's Pre-Medical Society) brought volunteers to Project CURE for MLK Day of Service in 2011. The volunteers donated their time to help sort and package medical supplies that would be sent to third world countries in need.

Below: Vanderbilt student Adan Horta demonstrates a Mentos and Coke experiment at Vanderbuddies PlayDay on Central Library Lawn.



TINA TIAN / THE VANDERBILT HUSTLER



NICOLE MANDEL / THE VANDERBILT HUSTLER



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IN THIS SECTION:

Whether it be through its recently award-winning culinary scene or its traditionally strong but rapidly evolving music industry, Nashville now stands at America's cultural forefront

FILM, TV AND PRODUCTION

Knowing what to do to get on the Nashville big screen



TINA TIAN / THE VANDERBILT HUSTLER

By **RACHEL ABESHOUSE**
VTV station manager

If you're looking to enter the film and television industry, Nashville is a tricky but worthwhile place to start. Nashville faces a catch-22 in terms of its ability to be a thriving production city: While it has a decent tax incentive of 25 percent on Tennessee expenditures for productions with budgets exceeding \$200,000 (a prerequisite for luring almost any major production), it lacks a market of people trained to fill potential jobs, as many have to move to where the productions are (often in Georgia or Louisiana, states that have more robust tax incentive programs).

As a result, television show and film production companies have the option of transporting their crews to this city (an expensive proposition) or simply shooting elsewhere. This is not to say that productions aren't shooting here — of course, there's "Nashville," Nicole Kidman's recent thriller "Stoker" and "The Identical" with Seth Green and Ashley Judd — but Nashville production companies do have a hard time, having to staff up and shrink back down quickly because of inconsistent work.

Though the situation may seem a bit gloomy, it may actually be a great time for graduating seniors to stake their claim in Nashville's media industry, because the only way to combat the problem is to create a better production environment.

Mayor Karl Dean's NashvilleNext proposal, announced in February, is the emerging two-year process to develop a plan that will improve Nashville dramatically by 2040 in all facets of the industries that contribute to making it a great and unique place to live and work. NashvilleNext has big, optimistic plans for the arts and culture sector (including media production), using what the Metropolitan Nashville Arts Commission calls the "2013 Top 12 ArtPlaces" in the country as models to recreate Nashville art industries. The ArtPlaces, located in cities like Dallas, Texas and New York, N.Y., were named based on their vibrancy (what types of businesses are integrated into the city, percentage of independent businesses, neighborhood walkability and percentage of citizens that hold creative occupations), and number of arts-related non-profits and businesses.

The report recognizes the lack of cohesiveness in the Nashville arts community in terms of organizations, individuals and educators. It also mentions other environmental factors that hinder artistic production, such as a lack of public transportation and walkable neighborhoods. Still, by 2040 the project aims to have increased the number of creative facilities, like concert halls and art galleries, by 300 percent and the number of people that community arts organizations serve by 200 percent. The proposal also highlights an objective to attract existing creative businesses to the city by developing an economic development incentive program.

That the entire city is under review demonstrates that Nashville is a flexible place open to change, which is perfect for people just starting out in the film and television sector. To get started, check out some of the resources below, especially the production directories to see what production services are already here.

Helpful Nashville film and TV resources:

<http://www.state.tn.us/film>
<http://filmnashville.org>
<http://nashvillefilmfestival.org>
<http://www.afftennessee.org>
<https://www.tnecdit.net/mvctnfilm>

Food scene gaining steam



PHOTOS PROVIDED BY TARA TOCCO

As Nashville's best food and drink destinations continue to receive **growing national attention**, people within the industry attribute Nashville's **budding local scene** to the patrons that support it

By **KELLY HALOM**
Life editor

While Nashville's greatest claim to fame has always been its music scene, the city is also becoming more widely accepted as a destination for food, and nowhere embodies Nashville's rise to culinary prominence more than the Catbird Seat. An internationally renowned restaurant located on Division Street, the Catbird Seat is headed by chefs Erik Anderson and Josh Habiger, both of whom have worked in some of the world's most impressive kitchens, including Copenhagen's Noma, London's Fat Duck and Chicago's Alinea.

In the Catbird Seat's kitchen-centric dining room, guests sit around a U-shaped counter and watch as Anderson and Habiger whip up otherworldly creations before their eyes and talk them through the process the entire time, elevating diners to a new level of foodie nirvana.

The fixed-price menu is \$100 for seven courses, with drink pairings up to \$75 per person, typically yielding a three-hour experience, which is exactly what the Catbird Seat aims to be: not a restaurant, but an experience. So one must wonder, why did Habiger and Anderson choose to bring that experience to Nashville?

"In other places, there are people that sup-

port you, but there are also a lot of naysayers. In Nashville, not as much," Anderson said. "People just really support us."

Owner of the Catbird Seat Benjamin Goldberg expressed a similar sentiment.

"I think that Nashville has grown a lot in the past 10 years. The city itself is a really impressive city," Goldberg said. "People are doing all sorts of wonderful things because the city is so supportive of people taking risk."

Goldberg knows what he is talking about when it comes to taking risks in Nashville. After graduating with a business degree from the University of Miami, Goldberg came back to his hometown in 2003, knowing that there was something missing from Nashville's nightlife. That something eventually turned into some of Nashville's most popular and unique establishments, including Paradise Park and Patterson House.

"After spending time in Miami and seeing what was out there from an eating and drinking standpoint, I slowly realized that Nashville was missing certain aspects of the food and bar scene," Goldberg said. "What Nashville was lacking was a stylized interior or thoughtful experience from top to bottom."

Goldberg has strived to create that stylized experience, and people are taking notice. "I think the entire country is focusing in on what Nashville is doing and has realized how amazing the Nashville

people are," Goldberg said.

It appears that the enthusiasm surrounding Nashville's local scene is what's bringing in the talent. "It's fun to be part of something that's growing, something that's changing and new," Anderson said.

Evidenced by the rise of younger, hipper areas like 12 South, the Gulch, East Nashville and Germantown, the possibilities of change appear endless, as the city seems to always be growing something new.

One of the newest areas on the rise might just be Rolling Mill Hill, which promises to soon host Chef Sean Brock. The former chef of Capitol Grille in Nashville, Brock left for South Carolina, where he opened Husk, a restaurant that celebrates all things southern, serving many traditional recipes. Husk was soon ranked No. 1 on Bon Appetit magazine's 2011 list of best new restaurants in the U.S., and Brock is now opening a second location in Nashville, scheduled to be completed in the near future.

Brock's arrival only buttresses Nashville's burgeoning food and drink scene. Driven by a community that wants to see Nashville's potential realized, Goldberg has found the city's greatest strength to be its residents' support. "That is what I have seen more than anything across the board, is this want for Nashville to have a great local scene," Goldberg said.

That desire is certainly being realized in Nashville, and the rest of the country is waiting to see what the city does next.

World-class music biz branching out

An interview with Dualtone's Will McDonald



ROBERT GAUTHIER / LOS ANGELES TIMES/MCT

The Lumineers perform at the 55th annual Grammy Awards at Staples Center in Los Angeles, Calif., on Feb. 10. McDonald discovered the Lumineers and brought them to the music label Dualtone Records.

By **PATRICK HECKETHORN**
Life reporter

Nashville has long had a strong claim to the title of Music City, but its future as a hub of music business relies on more than country and Christian. Nashville is experiencing an exciting moment of indie label fortune, with local acts and imports alike contributing to its rise in prominence. One label, Dualtone Records, has experienced recent success signing bands like the Lumineers and Shovels and Rope. The Hustler talked to Dualtone's manager of artist & repertoire and artist development Will McDonald to find out a bit more about the appeal of the city and the direction it is headed.

The Vanderbilt Hustler: Why choose Nashville?

Will McDonald: I think it's a good central hub

for touring especially. You can get to New York in 14 hours, Atlanta in four, and the cost of living is great compared to other cities. And obviously this town is supportive of the arts. The people here are supportive of fellow creative types.

VH: What is the scene like here for non-country labels and artists?

WM: We're always trying to be pretty dynamic in what we sign and what we release in terms of genre, without forgetting the root of American music and "the song." I think we're all still focused on "the song," and I think that's important. A Nashville thing. I think Nashville will always have a focus on the song, on songwriting.

VH: Would you say Nashville's size is something attractive to artists, as compared to larger cities?

WM: Yeah, I would. Obviously, we have the highest concentration of people working in the music industry. Take that and add it to the fact that

we're a pretty small city still. I think it allows the cream to rise to the top a little quicker. There are a lot of industry people in town. If you have something special, it's probably going to get heard quicker than it would in New York or LA.

VH: What is different about breaking an artist in the digital age?

WM: It's so much easier to get your message out to a lot of people — something that you might have had to pay for 20 years ago. You would have to take an ad out in a magazine or pay money to get on the radio, whereas you can get a million impressions from a tweet from an influential person for nothing. A tweet, especially from someone people trust, means even more than a commercial that you might tune out. Word of mouth no longer has to be "word of mouth" or one person to one person. Now it can be one person to 100 (or) 1,000 people, which is great, but it also creates a lot of noise. It might mean less.



MIKE STRASINGER / THE NASHVILLE SOUNDS

MINORS SHARE MAJOR LINK

Nashville and Milwaukee **may not have much in common** aside from housing the top minor league affiliates of each other's professional teams and an optimistic vision for **the futures of their minor league sports scenes**

By **ERIC SINGLE**
Editor-in-chief

Nashville and Milwaukee are as wrapped up in each other's sports futures as anyone could ever conceive for two cities whose professional teams may never square off in any arena, be it gridiron, diamond, hardwood or ice.

A couple of miles from Vanderbilt's campus, the Milwaukee Brewers groom their prospects for the big stage at Greer Stadium, home for the past 36 years to the Nashville Sounds, Milwaukee's Triple-A affiliate since 2005. The Sounds open their 2013 season on Thursday after finishing 67-77 in the American North Division of the Pacific Coast League last year.

Meanwhile, downtown at Bridgestone Arena, the Nashville Predators have welcomed a handful of budding young contributors recently called up from the Milwaukee Admirals, the squad that has served as the Predators' American Hockey League farm team since their arrival in Nashville in 1998.

It's a relationship played out all over the professional sports landscape, but to see two comparably sized U.S. cities harboring each other's minor league affiliates is slightly less common. Less than half of Triple-A baseball's 32 markets also hold a major sports league franchise, and with the Predators and Titans downtown, Nashville is one of just five markets with two. The Milwaukee and Nashville market areas each carry about one million TV households, according to a 2011 Nielsen study.

"Milwaukee is unique, and Nashville on the baseball side I would imagine is unique, from a perspective of you're going to a major metropolitan area," said Admirals Vice President of Communications Charlie Larson. "You're not going to Peoria, Ill.; Albany, N.Y.; Rochester, N.Y. Those are a little more minor-league cities, not that they're bad cities at all, but it's not like an urban hub, if you will. You don't find a lot of those in the minor leagues."

ADMIRALS GO AS THE PRED GO

Sharing a state with the ubiquitous Green Bay Packers, a city with the Brewers and an arena in downtown Milwaukee with the NBA's Bucks, the Admirals have carved out their own niche of hockey fans invested in the Admirals among many other sports temptations.

"Nashville and Milwaukee have a lot of similarities, big cities that have a small-town feel to them, both friendly

cities," Larson said. "Milwaukee is a very blue-collar, working-class-type city, and Nashville, you get the sense that it's hard-working people that want to have fun at a hockey game."

Situated in a market that often needs as much coaxing to attend hockey games as Nashville once did before the Predators started making playoff berths an annual event, the Admirals have found that sometimes there can be more to sell than just the on-ice action.

"We can do some crazy, zany stuff that you can't do," Larson said. "You can't have a hairiest back contest in the NHL — that wouldn't go over quite so well with the league office, is my guess. But here, it sells tickets, and if we can pull it off in our market, then it's good to go."

In the past two weeks, forwards Taylor Beck and Chris Mueller have scored their first career NHL goals after being called up from Milwaukee to bring a spark to a Predators team still fighting for a spot in the postseason despite a rash of injuries to key players.

"We grow with the Predators," Larson said. "All the Preds players — Pekka Rinne, Martin Erat, Colin Wilson, Patrick Hornqvist, Shea Weber — all of them came here. So there's a following here in Milwaukee for what goes on in Nashville."

BREWERS LOOK ON AS SOUNDS PUSH FOR NEW PARK

The Brewers are doing plenty of following of their own, having kept close tabs on the Sounds' long-running quest for a new stadium. After plans for a downtown ballpark south of Broadway fell through in 2007, off-and-on talks with Nashville about potential locations and a feasibility study by the mayor's office have kept the franchise's vision for a substantial upgrade from their current confines at the heart of the Sounds' future outlook.

"Our ownership that came in here (in 2009), they put several million dollars into Greer Stadium and made some upgrades to make it presentable, and we take pride in what we have here," said Sounds general manager Brad Tammel. "However, where we are compared to other Triple-A markets, and even Double-A and Single-A, this ballpark is far behind where it needs to be, and we would love to bring this world-class city a baseball park that they would just rave about and love to come to."

Nearly three-quarters of the over 160 affiliated teams at all levels of minor league baseball have built new stadiums

since 1990; the Sounds have played at Greer Stadium since 1978. In September 2012, the Brewers renewed their player development contract with the franchise through the 2014 season, dropping more than a passing reference to the urgency of a new home for the Sounds.

"While the current facility and conditions are not totally satisfactory, we remain loyal and are very supportive of the ownership and (Sounds co-owner) Frank Ward in his continued efforts to get a much-needed new park," said Brewers president and general manager Doug Melvin. "As general manager of a major league franchise, I totally believe in this ownership, and if we can get the same support from the city, Nashville will be one of the most desirable franchises in minor league baseball."

"We're optimistic," Tammel said. "The mayor's done a tremendous job for us, and we hope that we're on the radar here in the near future. It's economics and finding the right location — that's what it boils down to. It has to be a good partnership with our ownership and the city, and we anticipate we can make that partnership happen."

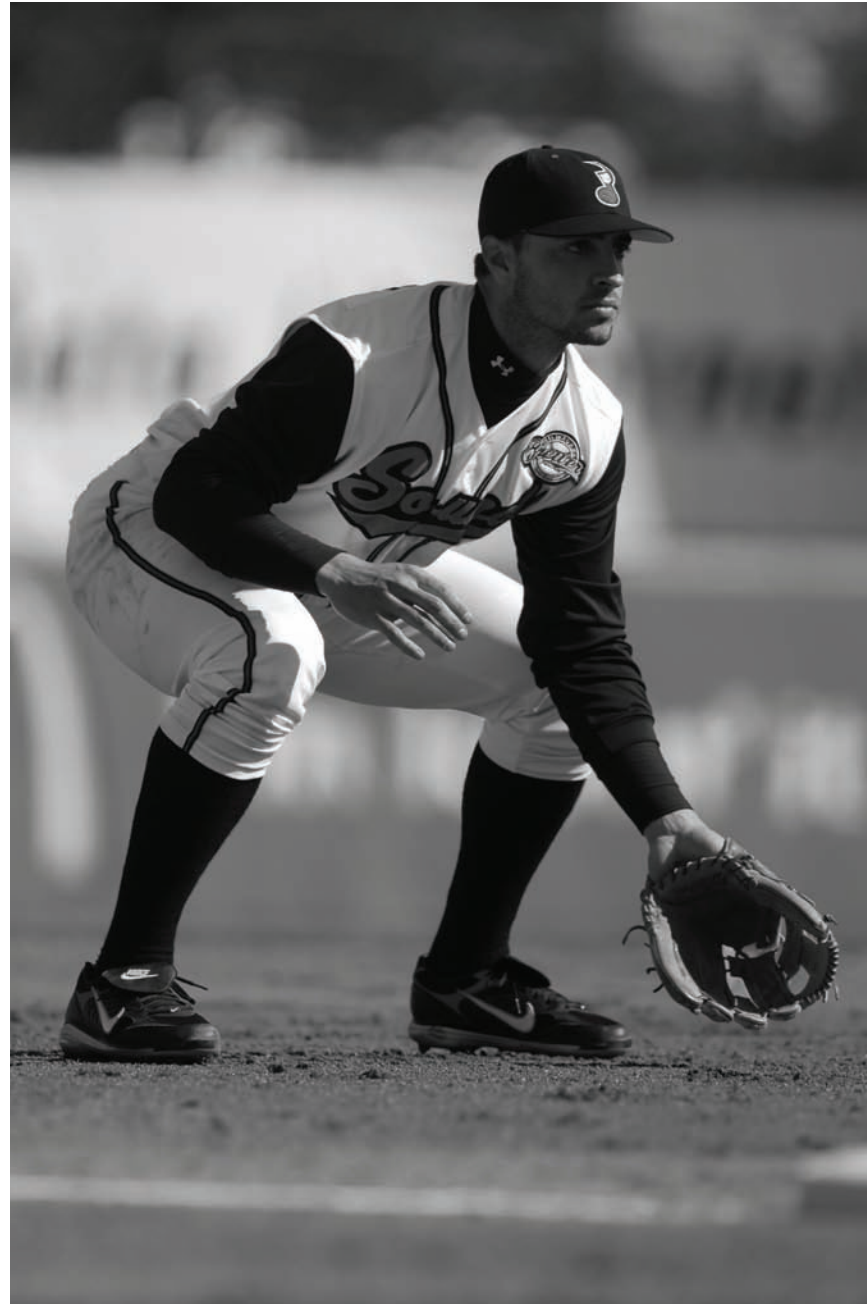
A THIRD NASHVILLE PRO TEAM? DON'T GET TOO EXCITED.

As fun as the speculative conversations can get — ESPN senior baseball writer and Vanderbilt alumnus Buster Olney famously got into the act this past January when he casually mentioned Nashville as a prime spot for the Tampa Bay Rays to move to — it's hard to see Nashville adding another pro sports team any time soon, and that has a lot to do with how the minors are set up and how Nashville businesses spend. Senior Lecturer in Economics John Vrooman, whose specialty is sports economics, said any franchise with designs on entering the market would scatter the choices of the area's sports fan population to dangerous levels.

"When you get into these intermediate-size cities like Nashville or even Milwaukee, there's interleague competition between football and baseball and basketball because the straw that stirs the drink right now is luxury seating, and a firm's entertainment budget cuts across boundaries," Vrooman said.

In 1995, Major League Baseball reached an agreement with the minor leagues establishing the same number of affiliates for each professional franchise. In the process, according to Vrooman, the league ensured it would have minor league teams in nearly every small to mid-size market in the country, locking up potential outposts for any prospective rival baseball leagues.

"The Triple-A cities are mentioned (for expansion) — Las Vegas, Buffalo, Indianapolis, Nashville — but leagues are real reluctant to expand," Vrooman said. "The population of Nashville, given its size, is pretty thin, and a baseball team would wear through that pretty fast. Even Milwaukee has to win in order to do well."



MIKE STRASINGER / THE NASHVILLE SOUNDS

Before he made his MLB debut for the Milwaukee Brewers, 2011 National League MVP Ryan Braun spent 34 games of the 2007 season in Nashville. Each season, the Sounds offer fans a look at Major League Baseball's top prospects and the farm systems of 15 other teams.

SPORTS SCENE FACEOFF

NASHVILLE SOUNDS

FIRST YEAR OF PROFESSIONAL PLAY:
1978

LOCAL MAJOR LEAGUE FRANCHISES:
Nashville Predators (NHL), Tennessee Titans (NFL)

NUMBER OF TV HOUSEHOLDS IN MEDIA MARKET AS OF 2011 (NATIONAL RANK):
1.025 million (No. 29)

HOME STADIUM:
Greer Stadium (capacity: 10,700)

AVERAGE ATTENDANCE:
4,792 (67 home games in 2012)

MILWAUKEE ADMIRALS

FIRST YEAR OF PROFESSIONAL PLAY:
1977-78

LOCAL MAJOR LEAGUE FRANCHISES:
Milwaukee Bucks (NBA), Milwaukee Brewers (MLB)

NUMBER OF TV HOUSEHOLDS IN MEDIA MARKET AS OF 2011 (NATIONAL RANK):
908 million (No. 34)

HOME STADIUM:
BMO Harris Bradley Center (hockey capacity: 17,800)

AVERAGE ATTENDANCE:
6,226 (38 home games in 2011-12)

SOURCES: NIELSEN MEDIA, NASHVILLE SOUNDS, MILWAUKEE ADMIRALS



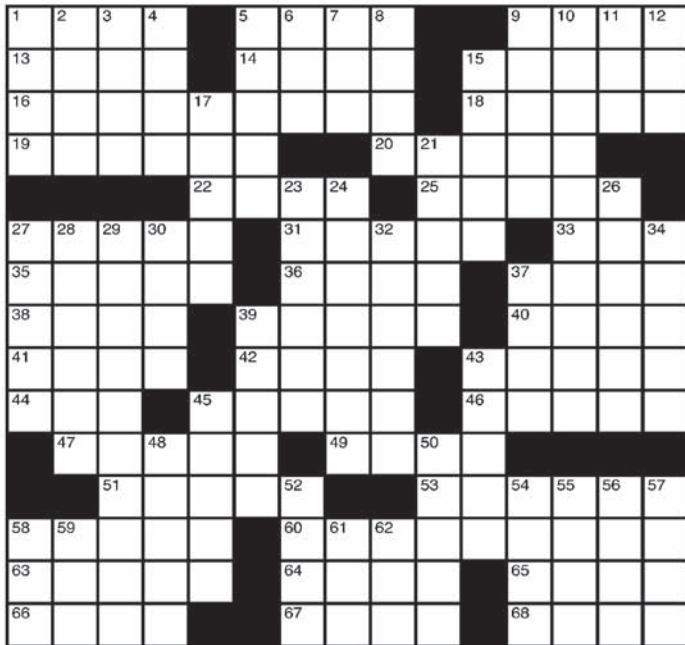
SCOTT PAULUS / THE MILWAUKEE ADMIRALS

Admirals forward Craig Smith, who scored 14 goals and finished eighth on the Predators in points in his rookie season in 2011-12, was sent down to Milwaukee on a conditioning assignment in late March amid a slump.

backpage

TODAY'S CROSSWORD

- ACROSS**
- Bouncing toy
 - What waiters wait for
 - Finishes making, as a black-and-white cookie
 - vera lotion
 - Length times width
 - Arm of a sea
 - *Evangelist honored with a basilica in Venice
 - Resell at a big profit
 - Flatter the boss for personal gain
 - English class assignment
 - Huck Finn's ride
 - Astrological edges
 - Pyromaniac's crime
 - Lock horns (with)
 - Figs. well above 100 in Mensa
 - Marsh grasses
 - BBC nickname, with "the"
 - Juan's water
 - Spawned
 - Ice show site
 - "Hud" Best Actress Patricia
 - Yours and mine
 - Dean's
 - Inelegant laugh
 - ICU personnel
 - Campaign sticker, e.g.
 - Cold hard cash
 - Cubes in a bowl
 - Folk icon
 - Seeger
 - Spiteful, as gossip
 - Antitheft noisemakers
 - Bracelet site
 - Cry heard today, and a hint to the ends of the answers to starred clues
 - Deep trepidation
 - Not hypothetical
 - "Not only that ..."
 - Mayo holders
 - Beaver-built barriers
 - Conserve energy



By Patti Varol 4/1/13

- DOWN**
- Soak up the sun
 - Jai
 - Superman's Lane
 - Binoculars part
 - Bay Rays
 - Composer Gershwin
 - Pay-_-view
 - Sushi bar cupful
 - Machu Picchu builders
 - *Trapshooter's target
 - Snakelike swimmer
 - Longtime auto racing sponsor
 - Newsletter edition
 - Spins in board games, say
 - Reef explorer's gear
 - Seamstress's purchase
 - *Tapped maple fluid
 - Unhip type
 - Ann ___, Michigan
 - "Seinfeld" episodes, now
 - *Lightweight, crinkled material used for suits

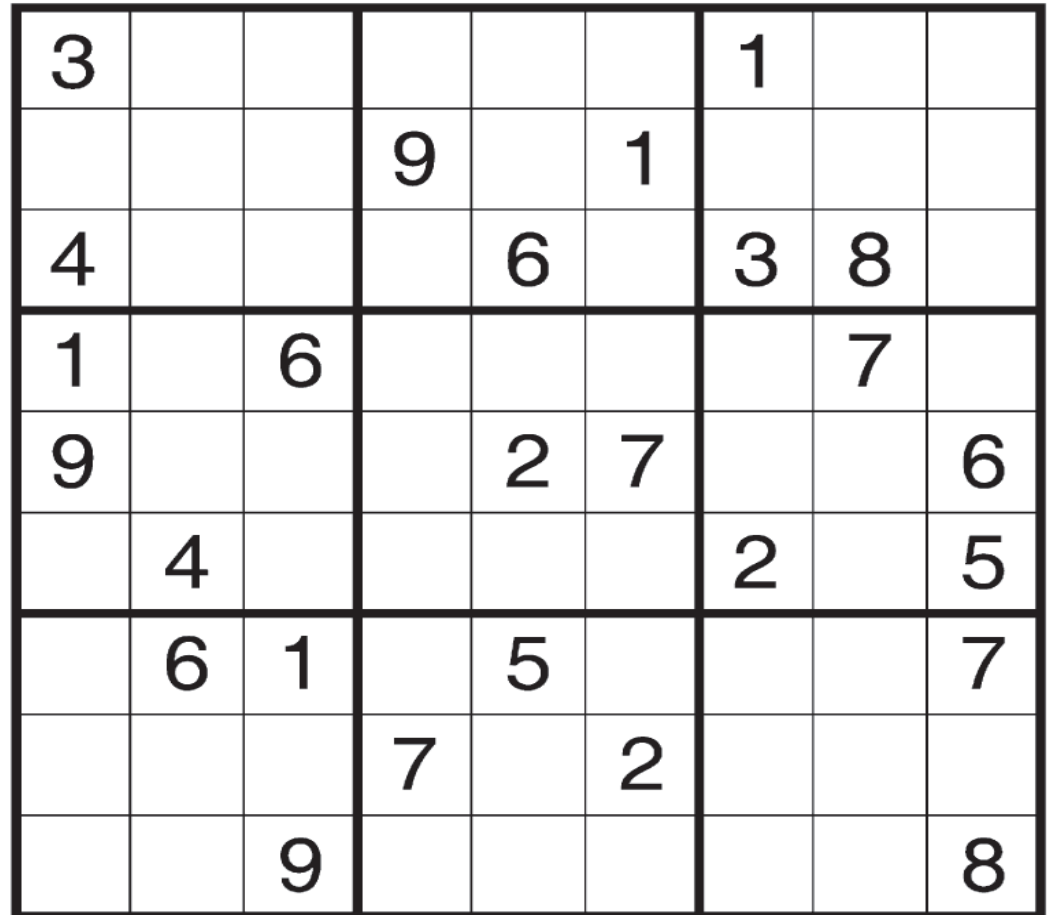
Answers to last Thursday's puzzle



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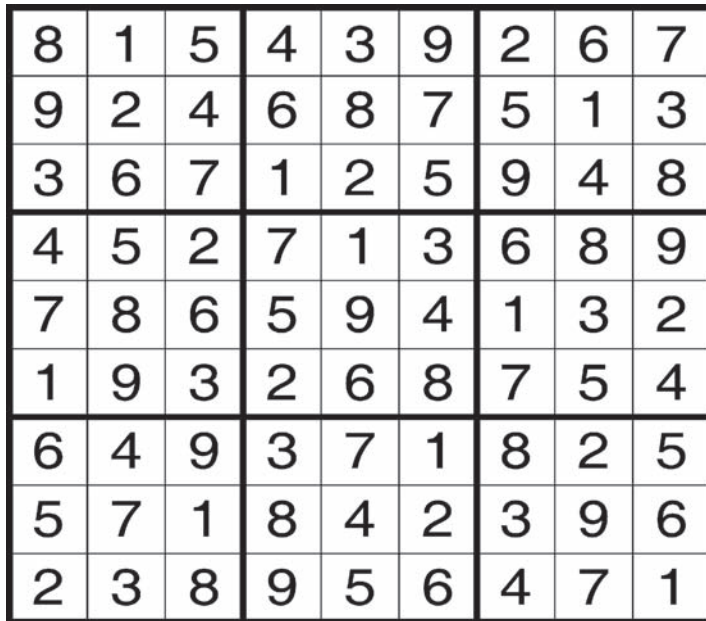
- Betting info
- Soft-hearted
- Thirst-inducing, like potato chips
- Year, on monuments
- Vigilant
- Aroma
- Passé
- Grand parties
- Coin toss choice
- Scotland
- Quite a distance
- Actor's cameo, e.g.
- Forest-floor plant
- One-armed bandit
- Descriptive wd.
- Org. that created American Hunter magazine
- Potpie veggie
- Chrysler truck that sounds hard-hitting

TODAY'S SUDOKU



Answers to last Thursday's puzzle

4/1/13



Complete the grid so each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9. For strategies on how to solve Sudoku, visit www.sudoku.org.uk

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