Opry Mills is Tennessee’s top outlet and value retail shopping, dining, and entertainment destination. It is situated between I-40 and I-65 on Briley Parkway, seven miles from Downtown Nashville and Nashville International Airport. Opry Mills is located in Opryland, a popular tourist destination that includes the famous Gaylord Opryland Resort and Convention Center as well as the world-renowned Grand Ole Opry, the iconic home of country music.

**Major Retailers:**
- Saks Fifth Avenue OFF 5TH
- Bass Pro Shops Outdoor World
- Bed Bath & Beyond
- Forever 21
- H&M
- Off Broadway Shoe Warehouse
- Sun & Ski Sports
- VF Outlet
- Regal Opry Mills Stadium 21 & IMAX
- Dave & Buster’s

**Peripheral Development/Land:**
- D. Lindquist
  - Shop & Smith: (847) 263-2471
- D. Lindquist
  - Shop & Smith: (317) 263-2301

**CONTACT**
- Leasing: Julie Tuchschmidt
  - jtuchschmidt@simon.com
  - (404) 841-3030 x223
- General Manager: Jad Murphy
  - jmurphy@simon.com
  - (615) 514-1100
- Big Box & Theatre Development:
  - Shop & Smith: (847) 263-2471
- Periphery Development:
  - Shop & Smith: (317) 263-2301
- Thomas Nelson: Publisher of Christian books and materials, 450 employees*

**LOCATION**

- **Opry Mills**
  - Major Retailers: Saks Fifth Avenue OFF 5TH, Bass Pro Shops Outdoor World, Bed Bath & Beyond, Forever 21, H&M, Off Broadway Shoe Warehouse, Sun & Ski Sports, VF Outlet, Regal Opry Mills Stadium 21 & IMAX, Dave & Buster’s
  - Major Retailers: Saks Fifth Avenue OFF 5TH, Bass Pro Shops Outdoor World, Bed Bath & Beyond, Forever 21, H&M, Off Broadway Shoe Warehouse, Sun & Ski Sports, VF Outlet, Regal Opry Mills Stadium 21 & IMAX, Dave & Buster’s

**APARTMENT COMPLEXES**
- Lincoya Bay: 386 units*
- Polo Park: 386 units*
- Sheffield Heights: 202 units*

**HOTELS**
- Gaylord Opryland Resort and Convention Center: Nation’s largest nongaming hotel and convention facility under one roof, 2,881 rooms, 600,000 square feet of meeting space
- Inn at Opryland by Marriott: 303 rooms, 16,000 square feet of meeting space
- Wyndham Vacation Resorts: 500 timeshare units

**RETAIL CENTERS**
- Providence Marketplace: Target, Best Buy, JCPenney, T.J. Maxx, Dick’s Sporting Goods*
- Rivergate Mall: Macy’s, Dillard’s, JCPenney, Sears*
- The Streets of Indian Lake: Barnes & Noble, Regal Cinemas*

**LOCATION**

- Opry Mills is located in Opryland next to the Grand Ole Opry, just off Briley Parkway at Exit 11 (Opry Mills Drive)

**TRADE AREA DEMOGRAPHICS**

- **Trade Area Population:** 727,973
- **Total Daytime Population:** 741,898
- **Trade Area Households:** 283,978
- **Average Annual HH Income:** $69,691
- **Median Age:** 35.3

**SPECIALTY RETAILERS, RESTAURANTS AND ENTERTAINMENT**


**CORPORATE HEADQUARTERS**

- Bridgestone Americas: Manufacturer of passenger, truck, bus, off-road, agricultural, aviation, and motorcycle tires*
- Emdeon: Revenue and payment-cycle solutions, 1,070 employees*
- Managed Assets/Ryman Hospitality Properties: Brands include Gaylord Hotels Managed by Marriott, Grand Ole Opry, Inn at Opryland, Ryman Auditorium, General Jackson Showboat, Gaylord Springs Golf Links, Wildhorse Saloon, WSM-AM, 200 employees*
- Thomas Nelson: Publisher of Christian books and materials, 450 employees*

**MAJOR OFFICE COMPLEXES**

- Century City: Seven buildings, more than 1.3M square feet of Class A office space, three full-service hotels with 1,096 rooms*
- Donelson Corporate Center: 231K square feet*
- Two Rivers Corporate Center: 283K square feet

**SINGLE-FAMILY RESIDENTIAL**

- Donelson Hills: Median value $125K
- Inglewood: Median value $137K
- Lincoln Hills: $140K–$220K

**OTHER**

- Downtown Nashville*
- General Jackson Showboat
- Music City Center: New 1.2 million-square-foot, state-of-the-art convention center in downtown Nashville*
- Nashville International Airport*

**CONTACT**

- Leasing: Julie Tuchschmidt
  - jtuchschmidt@simon.com
  - (404) 841-3030 x223
- General Manager: Jad Murphy
  - jmurphy@simon.com
  - (615) 514-1100
- Big Box & Theatre Development:
  - Shop & Smith: (847) 263-2471
- Periphery Development:
  - Shop & Smith: (317) 263-2301

*Not shown on map
Sources: SPG Research; trade area demographic information per Pitney Bowes MapInfo (2014).