MINUTES OF THE
MARKETING & OPERATIONS COMMITTEE MEETING OF THE CONVENTION CENTER AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE & DAVIDSON COUNTY

The Marketing & Operations Committee Meeting of the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County (CCA) was held on January 27, 2011 at 9:10 a.m., in Room 210 at the Nashville Convention Center, Nashville, Tennessee.

MARKETING & OPERATIONS COMMITTEE MEMBERS PRESENT: Mona Lisa Warren, Mark Arnold, Luke Simons and Marty Dickens

MARKETING & OPERATIONS COMMITTEE MEMBERS NOT PRESENT: Ken Levitan

OTHERS PRESENT: Kristen Heggie, Holly McCall, Larry Atema, Natasha Blackshear, Stacey Garrett, Debbie Frank, Roxianne Bethune, Scott Black, Charles Robert Bone, Charles Starks and Harriett Royer

Mona Lisa Warren, Chair of the Marketing & Operations Committee, opened the meeting for business.

Debbie Frank began by presenting an update on the process for permanent art locations for the Music City Center. There were questions and discussion.

Charles Starks provided an operations update for the Nashville Convention Center as of December 31, 2010 (Attachment #1). There were questions and discussion.

Holly McCall provided sample clips of recent media stories and reported on the development of an economic development report card with the Nashville Area Chamber of Commerce. There were questions and discussion.

Kristen Heggie provided an infrastructure report.

Charles Robert Bone advised the committee of several open records requests.

With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 10:05 a.m.

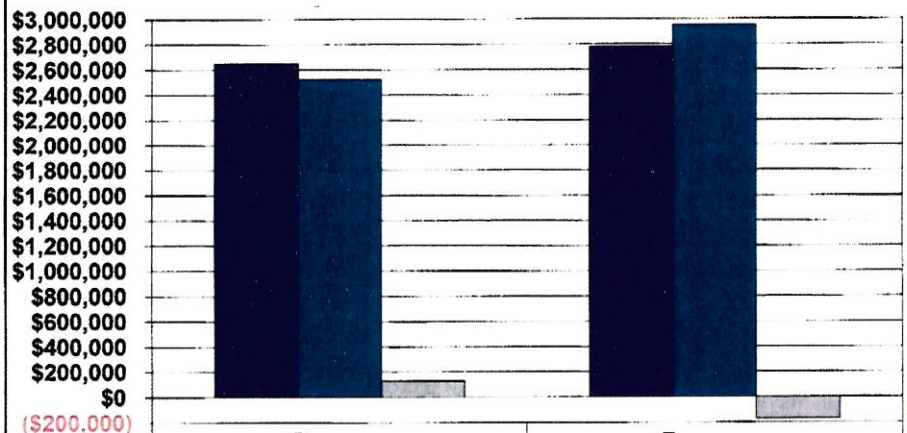
Respectfully submitted,

Charles L. Starks
Executive Director
Nashville Convention Center

Approved:

Mona Lisa Warren, Chair
Marketing & Operations Committee
Of January 27, 2011

YTD Revenue vs. Expenses



	Revenue	Expenses
Actuals	$2,646,636	$2,777,243
Budget	$2,518,400	$2,946,965
Variance	$128,236	($169,722)

$297,958 better than budget for the year

Hotel Tax Collection

As of November 30, 2010

	5% Tax FY 09-10	*5% Tax FY 10-11*	*5% Tax % Change*	*Additional Net MCC Taxes FY 09-10*	*Additional Net MCC Taxes FY 10-11*	*Additional Net MCC Tax % Change*
July	$1,850,177	$1,743,065	-5.79%	$1,205,046	$1,269,821	5.38%
August	$1,709,551	$1,429,925	-16.36%	$1,142,065	$1,059,765	-7.21%
September	$1,767,539	$1,591,690	-9.95%	$1,124,542	$1,160,519	3.20%
October	$2,155,206	$1,762,848	-18.21%	$1,303,494	$1,214,112	-6.86%
November	$1,826,391	$1,652,091	-9.54%	$1,097,561	$1,090,289	-0.66%
December	$1,768,128			$1,066,713		
January	$1,450,766			$922,269		
February	$1,652,217			$1,051,840		
March	$2,099,964			$1,259,798		
April	$1,989,241			$1,207,303		
May	$1,796,339			$1,297,854		
June	$1,900,515			$1,325,112		
YTD Total	$9,308,864	$8,179,618	-12.13%	$5,872,708	$5,794,506	-1.33%

These numbers are still subject to change by Metro/Division of Accounts Auditors.

MCC/Hotel Tax Collection

November 09 vs. 10

	2009	2010	Variance
5% Occupancy Tax	$1,826,391	$1,652,091	-9.54%
Music City Center Taxes			
Gross 1% Occupancy Tax	$365,278	$330,418	-9.54%
Secondary TDZ 1%	($104,592)	($33,069)	-68.38%
Net 1% Occupancy Tax	$260,686	$297,349	14.06%
$2 Room Tax	$721,856	$674,909	-6.50%
Contracted Vehicle	$33,831	$35,096	3.74%
Rental Vehicle	$81,188	$82,935	2.15%
Total Net MCC	$1,097,561	$1,090,289	-0.66%
$.50 Room Tax	$180,464	$168,727	-6.50%
Total November	$3,209,008	$2,944,176	-8.25%
Total Fiscal YTD	$16,589,798	$14,898,500	-10.19%

These numbers are still subject to change by Metro/Division of Accounts Auditors.

Upcoming Events

	Dates	*Lease Revenue*	*Economic Impact*	*Peak Room Nights*	*TRN*	*Hotels Used*
MidMark National Sales Meeting	January 30-February 2	$3,450	$93,500	125	450	RNH
National Pavement Expo	February 1-6	$61,500	$2,488,500	690	2,340	RNH
National Emergency Numbers	February 5-10	$17,300	$224,400	275	990	RNH
Dairyman Supply, Inc.	February 18-19	$8,800	$121,550	150	250	RNH
Professional Trade Publications Inc.	March 14-18	$54,000	$1,122,000	325	1,240	RNH
American Public Power Association	March 19-23	$17,800	$635,800	280	1,430	RNH

Upcoming Events

	Dates	*Lease Revenue*	*Economic Impact*	*Peak Room Nights*	*TRN*	*Hotels Used*
Heil Beauty Supply Fashion Focus	March 24-28	$49,450	$1,164,000	310	770	RNH
Professional Retail Store Maintenance Assn.	April 1-6	$39,750	$1,402,500	900	3,100	Citywide
Country Music Marathon	April 26-29	$52,500	$2,420,000	4,000	16,000	Citywide

Sales Trips/Events

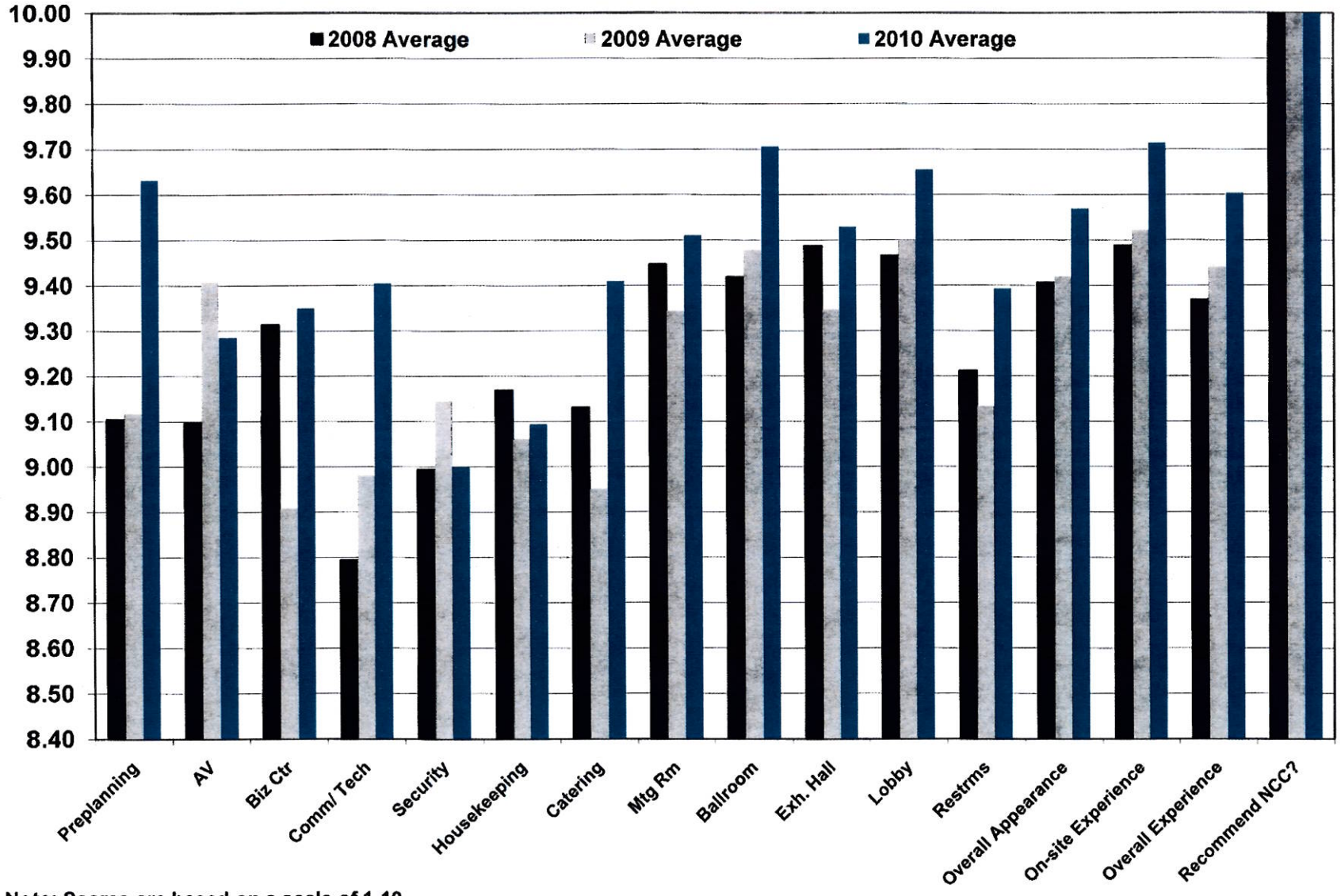
PCMA (Professional Convention Management Association) – Las Vegas
January 9-12
Brian, Tim, Crystal, and Charles

NAMM – Anaheim
January 12-13
Charles

CVB Roadshow – Washington, D.C.
January 23-28
Brian, Crystal, and Charles

RCMA (Religious Conference Managers Association) – Tampa
January 25-28
Cynthia

NCC Client Surveys



Note: Scores are based on a scale of 1-10