

Metro Tourism and Convention Commission Meeting

Minutes

December 16, 2016

Commissioners present: Howard Kittell, Tonya Lewis, Leesa LeClaire, Fletcher Foster, Hank Locklin, Randy Miller, Shannon Sanders

Staff present: Butch Spyridon, Andrea Arnold, Deana Ivey, Marie Sueing, Kay Witt, Jeff Mefford, Terry Clements

Meeting **Called to Order** by Chair Howard Kittell

No corrections or additions to the Minutes of the previous meeting were noted.

Motion to Approve by Shannon Sanders, **seconded** by Tonya Lewis, **unanimously approved.**

NCVC Financial Report

NCVC CFO Jeff Mefford reported: The primary driver for our budget is of course the Hotel Tax revenue collected by Metro. Terry will have more information on this, but growth in tax collections continues to set new records, and indications are that collections during these first 5 months of the year are ahead of our original budget projections. (Estimated actual 7% growth vs. 1% in the budget)

Regarding streaks, I wanted to show you what 70 consecutive months of year-over-year growth looks like graphically. This chart reflects the monthly hotel tax collections by fiscal year, and any time a prior year is greater than a later year, the lines will cross. So you can see that the last time the lines crossed was in December 2010. The city hasn't reported on collections for October or November yet, but our information suggests that the streak is still intact.

As you already know, the CVC's revenue does not reflect actual tax collections for the year. But rather as a reimbursement contract, we receive revenue from the city only as we request it to reimburse actual expenses incurred, so there is no profit received by the CVC through the contract. And the total tax collections reported by the city will usually be greater than the revenue that we report.

Spending does not occur evenly through the 12 months of the fiscal year, so this is not a perfect measure. But as a rough evaluation of where things stand at this point, we are 42% of the way through the fiscal year, and have requested 39% of the budgeted contract revenue. So things are tracking pretty much as you would expect.

I'll let others provide the fun details, but our activities so far during the year have followed very closely to the marketing plan and budget, and have included our normal:

Advertising

Domestic and International Sales trips

Attendance at trade shows

Working with 3rd party vendors

Hosting site visits

Hosting travel media

Work continues on our next documentary

Major events: July 4th, Southern Living, with New Years Eve in the works

Government relations

So financially, the year is going well for the city and the NCVC.

NCVC Report

Butch Spyridon discussed the 70 consecutive months of record breaking hospitality business. He said the wild card was leisure visitation. We intend to grow international travel and give domestic travelers new reasons to visit.

Butch discussed the CVB's goals year-to-date.

Next year will be significant anniversaries for a number of Nashville attractions and they will be featured on our new Visitor's Guide.

Deana Ivey reported on stories on Germantown in the Wall Street Journal and a feature in Garden and Gun Magazine. Nashville was named one of the 50 places in the world to visit in 2017 by Travel and Leisure Magazine.

Our New Year's Eve event was named the #3 event in the world after Iceland and Sydney Australia. More package tours were sold to this NYE than ever before. Due to Keith Urban, we will do a promotion and trip giveaway in Australia. For the first time ever, the Fisk Jubilee Singers and Keith Urban will sing Auld Land Syne.

Kay Witt reported on new hotel supply. The new Westin beside the Music City Center and the Thompson Hotel in the Gulch added 700 rooms to potential convention blocks, with more on the way.

The staff was recently in London for World Travel Market and the response from buyers was very strong. We have recently hosted three fam tours from India, China and a mixed group from various countries.

Andrea Arnold reported on the CVC's major effort on workforce development, including a dedicated website for job listings and resume's and our staff attending job fairs throughout the country.

She reported on a State-wide coalition of businesses (general companies, not hospitality industry) to review and flag legislation that would damage the hospitality business. 200 plus businesses are supporting the effort.

In the State Legislature, bills have been filed on Bathroom use, Counseling and AIRBNB.

Marie Sueing reported on the Urban League Lunch February 7. March 19, the Fisk Jubilee Spring Sing Concert will be at the Ryman Auditorium. June 2 the National Museum of African American Music will host their Legend's Concert.

Terry Clements reviewed the Hotel Occupancy Tax Collections and Smith Travel Research Hotel performance figures.

Butch closed the meeting announcing the PCMA (Professional Convention Management Association) will be here in January 7 to 10, 2018. This is a critical meeting with 2,500 meeting planners who will be seeing new hotels, restaurants and a lot of changes since their last visit in 2002.