

**Metro Tourism and Convention Commission Meeting
10-16-19**

Members In Attendance: Howard Kittell, Leesa LeClaire; Sherry Franklin, Shannon, Mark Hayes, Tonya Lewis, Shannon Sanders

NCVC Staff in Attendance: Butch Spyridon, Deana Ivey, Andrea Arnold, Adrienne Siemers, Scott McDaniel, Jeff Mefford, Marie Sueing

Chairman Howard Kittell called the meeting to order at 3:05 p.m.

Shannon Sanders made a motion to accept the minutes of the June meeting; Leesa LeClaire seconded; motion passed.

Jeff Mefford presented a financial report.

He shared hotel occupancy tax collection chart from 1977 to present. Charts shows trend of steady increase in collections. Financial report highlighted that expenses and revenue are in line with budget forecasts. Annual audit has begun, and a full report expected at end of calendar year. Discussion ensued about key points of growth in hospitality over the years, including the industry strategic plan, opening of Music City Center and the Nashville show. Butch Spyridon clarified that growth is not sustained from one singular entity, but from a sustained, long-term strategic effort to ensure product is authentic and fresh.

Tonya

Tonya Lewis made a motion to approve financial report; LeClaire seconded; motion passed.

Kittell called on Spyridon for an operational report from the NCVC. Highlights included:

Research –

New rooms are opening at a slightly faster pace than demand and occupancy is starting to catch up. This will be the new normal for the market and the city will likely see hotel rates soften in next year as a result. This is an anticipated market change. NCVC sales team has implemented strategies to sell into this condition. Growth still extremely strong, as it's being compared to double-digit growth from previous years.

Organizational Goals –

The NCVC organizational goals for FY 20 were presented to the Commission. The development of these goals include internal discussion with senior team, a marketing committee comprised of hotel industry representatives, the NCVC Executive Committee and NCVC Board approval. The overall room night goal for is very aggressive given the size of market but it's necessary for to absorb new inventory. Editorial equivalency goal is lower than previous year; the NFL Draft presented a unique one-time opportunity, so goal is adjusted anticipating a more typical operational year. Membership goals are

based on a strategy to increase revenue growth through upgrades rather than recruitment of new members. This allows the team to best service existing members. The NCVC's contract with Metro has required performance goals; these goals are extremely aggressive against what is required by the city.

Annual Report –

The NCVC's annual report was presented to the committee. Of note, Nashville has moved from the 7th to 6th top convention market. Discussion ensued about future growth in this list; given size of market and available meeting space, this will likely be one of the highest spots to earn.

Metro Tourism and Convention Committee Chair –

It was reported that Councilman Robert Swope was recently announced as the chair of the Metro Tourism and Convention Committee for Metro Council. The NCVC has already has one meeting with Councilman Swope and will continue to keep him informed of industry information.

SpinOn Shop Promotion – The latest pr/marketing promotion is a pop up vinyl record shop in the Showfields location in New York, highlighting artists that have a Nashville connection. The collection was curated by Grimey's in Nashville. The NCVC is programming weekly live performances in the store. The first week had 2800 people and second week over 4,000. There has been great PR success since the launch, including a feature in Forbes magazine. Much more PR and social media promotions are planned around the story.

Nashville's Hospitality Industry's Economic Performance – The Tennessee Department of Tourism Development released the latest economic data, including specifically for Davidson County. Data was shared with Commission, including the fact that local taxes collected by visitors in Nashville saves every Davidson County taxpayer \$1910.10 in property taxes annually. Discussion ensued about the need to ensure these performance numbers are shared well with city leaders and reporters.

East Nashville Business Engagement – Spyridon thanked Commission member Tonya Lewis for arranging a meeting with several small business owners in the East Nashville area. The meeting resulted in several business connection points.

July 4th – The Commission was shown a recap video of the July 4th celebration. The event this year was covered by CMT, which greatly added its PR value and reach. Record attendance and rooms sold was achieved this year.

Walk of Fame Induction Ceremony – The next Walk of Fame Induction ceremony is next week, Oct. 22 and the following are being inducted: Chet Atkins, DeFord Bailey, Mac McAnally, Lady A and Clint Black.

New Year's Eve – The initial line up for New Year's Eve has been announced, including the Fisk Jubilee Singers, Amanda Shires; the Struts; Jason Isabell; and Keith Urban

serving as the headliner. CNN has confirmed it will be reporting live from the event, the only Central Time Zone location being covered. Additional national broadcast outlets are being pursued.

Sales Highlights – Notable increase of 11% ahead of pace from last year for lead room nights. Team has conducted multiple sales missions including one to Atlanta and IMAX in Las Vegas. Each resulted in over 100 leads. Working on a pitch to ASAE for either 2022 or 2025 – convention of meeting planners that has major sales results. Nashville last hosted in January 2018.

Presidential Debate – Belmont announced it will host the final presidential debate of the 2020 election season on Oct. 25.

Multicultural Efforts - Highlighted multiple events throughout the city in honor of Hispanic Heritage Month. Worked with Tennessee State University on its homecoming ceremonies and promoting the upcoming Native American PowWow event to visitors. The multicultural video recently produced by the NCVC was recently featured at the Nashville Film Festival. Additionally, Belmont is using it regularly in campus tours, TSU featured it in its homecoming activities and multiple hotels have it on regular rotation on the local channels. Continue work with the National Museum of African American Music as they finalize fundraising efforts and establish packages and pricing. There is a lot of interest for this new attraction, particularly with tour groups and meeting planners. Nashville has been selected on the short list for the US Hispanic Chamber of Commerce annual meeting, which hosts over 200 chambers from around the country. Working with a new group called the Color of Music which is an all-black orchestra that features musicians from around the country. They will be featured in multiple events throughout Nashville Nov. 2 -9; the NCVC is assisting with community connections and marketing.

State Legislative Session – The team is working in advance of the 2020 Tennessee General Assembly session to best prepare for legislation that may impact the hospitality industry.

Holiday Harmony – New promotion to highlight multiple Nashville area events for the holidays, including Opryland, Glow Nashville, the Zoo “zoolumination” and Cheekwood.

Network Opportunities – the NCVC is working with two shows – one called “The Song” and the other an ABC special featuring Brad Paisley – to ensure maximum exposure of the city and Music City brand.

With no further business, the LeClaire made a motion to adjourn the meeting at 4 p.m.; Shannon Sanders seconded; motion passed.