

**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.

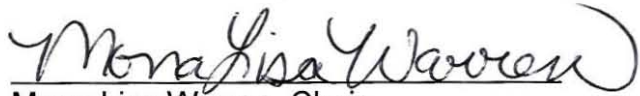
With no additional business a motion was made to adjourn, with no objection the Marketing & Operations committee of the CCA adjourned at 10:05 a.m.

Respectfully submitted,

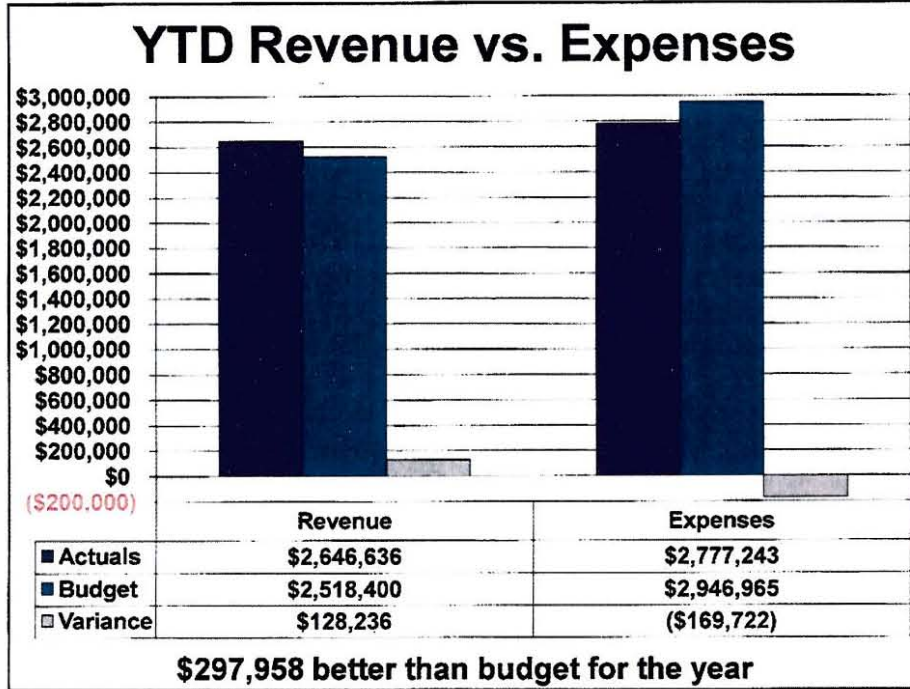


Charles L. Starks
Executive Director
Nashville Convention Center

Approved:



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



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 | | | \$1,088,713 | | |
| January | \$1,458,788 | | | \$822,259 | | |
| February | \$1,652,217 | | | \$1,051,840 | | |
| March | \$2,098,864 | | | \$1,258,788 | | |
| April | \$1,868,241 | | | \$1,207,308 | | |
| May | \$1,788,338 | | | \$1,287,854 | | |
| June | \$1,800,515 | | | \$1,328,112 | | |
| 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

| | <u>2009</u> | <u>2010</u> | <u>Variance</u> |
|--------------------------------|---------------------|---------------------|-----------------|
| 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

| | <i>Dates</i> | <i>Lease Revenue</i> | <i>Economic Impact</i> | <i>Peak Room Nights</i> | <i>TRN</i> | <i>Hotels Used</i> |
|---|--------------|----------------------|------------------------|-------------------------|------------|--------------------|
| 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

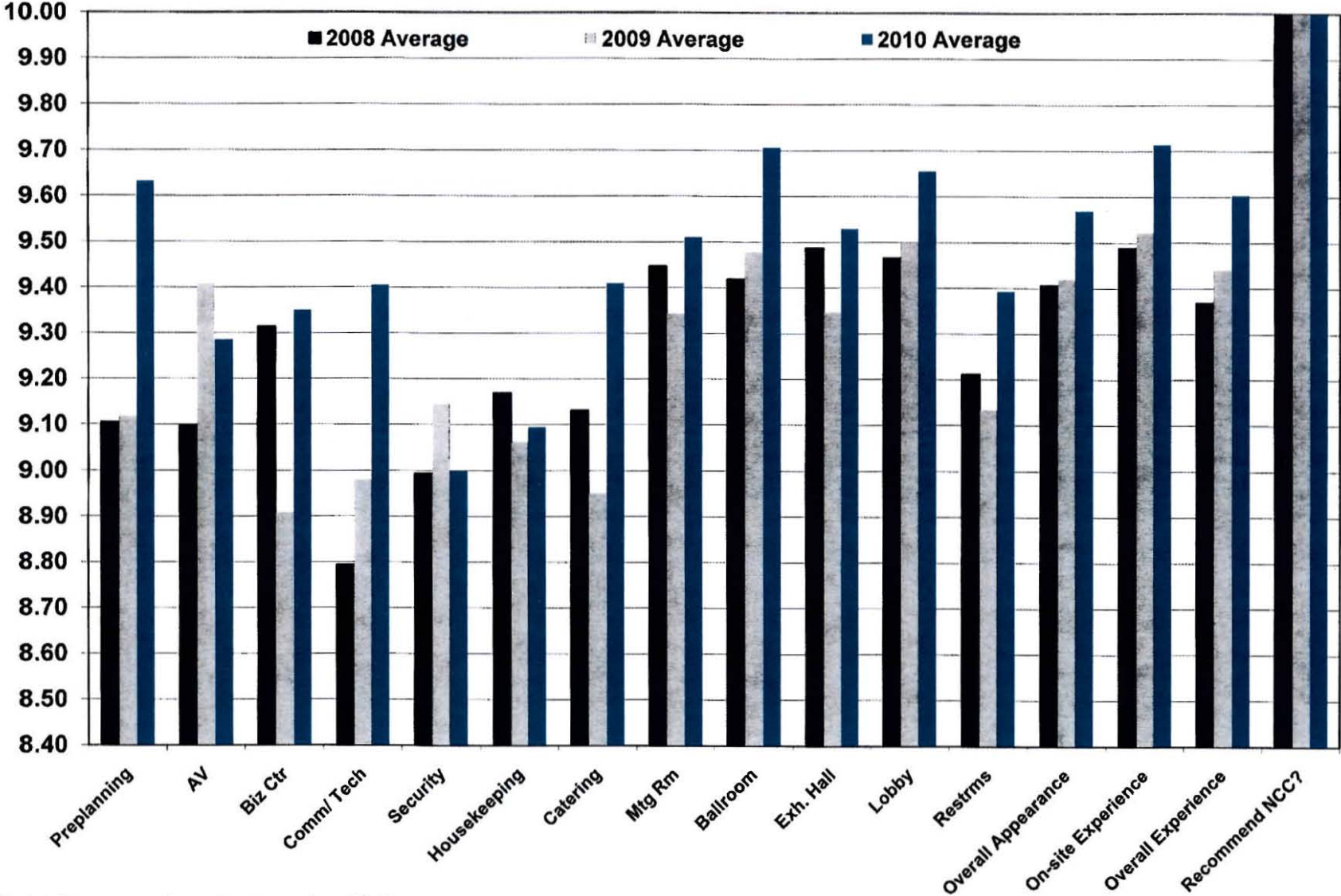
Brian, Crystal, and Charles

RCMA (Religious Conference Managers Association) – Tampa

January 25-28

Cynthia

NCC Client Surveys



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