

NASHVILLE CONVENTION CENTER

Mission Statement

The mission of the Nashville Convention Center is to provide convention, trade show and meeting products to attendees and meeting planners so they can experience a superior serviced event while positively economically impacting Nashville and Middle Tennessee.

NASHVILLE CONVENTION CENTER

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Strategic Goals

1. In FY 2012 and upcoming fiscal years, the Nashville Convention Center will maintain revenues achieved in FY09, FY10, and FY11 in order to bring Economic Impact to the Nashville Community and sales tax revenue to Nashville and Davidson County.
2. In FY 2012, at least 25 meetings for stakeholders in the new Music City Center will be conducted.
3. In FY 2012 and going forward, the Nashville Convention Center will provide a weekly newsletter to all members of the Convention, Tourism, and Public Entertainment Facilities committee of Council to keep them informed about Convention Center events and sales. We will also send a quarterly newsletter to all Council members to keep them updated on accomplishments and events at the Nashville Convention Center.
4. In FY 2012, the Nashville Convention Center Event and Building Services Department will continue to provide well serviced events for all clients as reflected in survey scores from meeting planners by maintaining a score of 8 or higher in overall experience while operating with fewer staff and resources.

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Event and Building Services Line of Business

The purpose of the Event and Building Services Line of Business is to provide event order products to exhibitors and meeting planners so that they can hold a successful conference.

Event and Building Services Program

The purpose of the Event and Building Services program is to provide event order products to exhibitors and meeting planners so that they can hold a successful conference.

Result Measure

- Percentage of meeting planners who report a successful conference

Output Measure

- Number of event orders provided

Demand Measure

- Number of events

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Food and Beverage Line of Business

The purpose of the Food and Beverage Line of Business is to provide catering option products to meeting planners so they can accommodate the food and beverage needs of the convention center program attendees.

Food and Beverage Program

The purpose of the Food and Beverage Program is to provide catering option products to meeting planners so they can accommodate the food and beverage needs of the convention center program attendees.

Result Measures

- Percentage change in catering sales
- Percentage change in retail sales

Output Measures

- Number of banquet event orders provided
- Number of retail transactions completed

Demand Measures

- Number of banquet event orders demanded
- Number of retail transactions demanded

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Sales and Marketing Line of Business

The purpose of the Sales and Marketing Line of Business is to provide convention and meeting space products to convention, trade show and meeting planners so they can purchase meeting space and drive additional ancillary revenue for the Nashville Convention Center.

Sales and Marketing Program

The purpose of the Sales and Marketing program is to provide convention and meeting space products to convention, trade show and meeting planners so they can purchase meeting space and drive additional ancillary revenue for the Nashville Convention Center.

Result Measure

- Percentage of annual sales quota achieved

Output Measures

- Number of bookings completed
- Number of exhibit hall events provided
- Number of meeting room events provided

Demand Measures

- Number of bookings demanded (sales leads)
- Number of exhibit hall events demanded
- Number of meeting room events demanded

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Administration/Finance Line of Business

The purpose of the Administration/Finance Line of Business is to provide human resource and financial accountability products to the operating departments of the Nashville Convention Center so that they can service the internal and external customers of the Nashville Convention Center.

Administration/ Finance Program

The purpose of the Administration/Finance program is to provide financial accountability products to the operating departments of the Nashville Convention Center so that they can service the internal and external customers of the Nashville Convention Center.

Result Measure

- Percentage of accounts receivable dollars over 60 days

Output Measure

- Number of accounts receivable collections realized

Demand Measure

- Number of accounts receivables collections outstanding