



CCA ANNUAL UPDATE

THE METROPOLITAN COUNCIL OF NASHVILLE AND DAVIDSON COUNTY

MAY 20TH, 2020

MCC Mission Statement

The mission of the Music City Center is to create significant economic benefit for the citizens of the greater Nashville region by attracting local and national events while focusing on community inclusion, sustainability and exceptional customer service delivered by our talented team members

Direct Economic Impact

Since opening (May 2013 – March 2020):

- 1,999 events
- 3.8 million attendees
- \$2.5 billion in direct economic impact
- \$1M direct economic impact generated/day

FY2020 Year-End Estimates

- 187 events
(35 non-profit)
- 320,040 attendees
(22,945 non-profit)
- 251,739 room nights
- \$301,817,013 direct economic impact



Future Bookings

Events booked through 2033:

- 269 events
- 1.7 million attendees
- 2.5 million total room nights
- \$2.6 billion in economic impact
- Proposals as far out as 2043

Future Bookings Include:

- National Assoc. of Music Merchants
- Hearth, Patio, & BBQ Assoc. (4)
- National Rural Electric (2)
- International Car Wash Assoc. (3)
- International Roofing Expo (2)
- National Cattlemen's Beef Assoc. (2)
- Brewers Assoc. (2)

MCC Recognition & Social Responsibility



IAVM Venue of Excellence Award

MCC was recognized for demonstrating excellence in the management and operation of a public assembly venue



Rain Water

Reduced municipal water usage by 51%, saving 3.3 million gallons of water



Solar Panels

Generated 248,681 kWh of energy – all of the energy produced is used onsite



Bee Hives

Four hives provided 114 lbs. of honey



Food Donations

Donated 40,395 lbs of leftover food to the Nashville Rescue Mission and composted 131,162 lbs. of food scraps



DBE Participation

31.97% for Q2 FY2020
37.16% through Dec FY20



Electric Car Charging

Blink car charging stations are located on each level of the MCC parking garage.



REAL Certification

Achieved Responsible Epicurean Agricultural Leadership recertification this year. We were the first convention center to achieve REAL certification in 2014.

Community Involvement

Non-Profits

- 387 Events since opening in 2013
- 223,560 Attendees

Metro Schools

- President & CEO serves on Chamber's CEO Champions
- Hosts and participates in the annual 9th grade career fair
- 2019 attendance = 5,500

Hunter's Lane High School

- Monthly job shadow for 8 students in the Academy of Hospitality & Marketing
- Annual Academy Showcase for incoming 8th graders
- Participated in professionalism training for Hunter's Lane students which included an interviewing workshop
- VP of HR serves on the Hunter's Lane High School Advisory Board for the Academy of Hospitality & Marketing and the MNPS Hospitality and Tourism Advisory Council
- Hosted a sustainability tour and discussion with Hunter's Lane High School Seniors
- Participated in two Academies of Nashville Study Visits
- VP of HR participated in the PENCIL panel discussion this year



MCC Community and Public Investment

(\$132 Million)

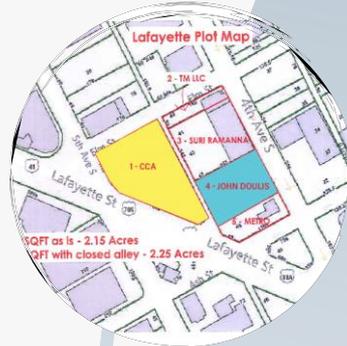


5th + Broadway

\$38,500,000

The CCA agreed to fund the construction of the garage and conference center to facilitate the development at the old NCC site.

The project will fill a need for additional retail offerings in close proximity to the MCC as an attraction for convention attendees when they explore downtown and enjoy Nashville's tourism and hospitality offerings.



Lafayette Property

\$14,800,000

The CCA purchased three contiguous parcels between 4th and 5th Avenues on Lafayette Street. This land can be used in the short term as a marshalling yard and parking for MCC events. In the long term, the land will likely be used by WeGo to implement a comprehensive transit plan.

Improved transit to downtown will provide access for convention attendees, but as importantly, it is essential in supporting vital workforce development for the hospitality industry.



Metro MOUs

\$72,620,000

Initial MOU – FY '19 - \$10M

Amended MOU – FY '20 - additional \$10M

PILOT Agreement – FY '20 - additional \$12.6M with future annual commitments

Additional MOU – FY '20 - additional \$40M



National Museum of African American Music

\$6,000,000

In July of 2019 the CCA approved a sponsorship of the NMAAM.

Convention attendees often look for educational and entertainment options in close proximity to the convention center and we believe that the NMAAM in particular will be of interest for the citizens of Nashville, conventioners and tourists that want to expand their music experience.

Metro PILOT Agreement

CCA impact of proposed \$1.00 tax rate increase - \$4M

Current PILOT:

Appraised Value = \$1Billion

Assessed Value = \$400,000,000

FY2020 Payment = \$12,620,000

FY2021 Payment if tax rate increase is adopted
= \$16,620,000

COVID-19 Impact



Cancellations

Groups	Attendees	Hotel Room Nights	*Contracted MCC Revenue	Direct Economic Impact
62	313K	267K	\$8.9M	\$299.4M

Rescheduled

Groups	Attendees	Hotel Room Nights	*Contracted MCC Revenue	Direct Economic Impact
26	22K	12K	\$1.4M	\$15.2M

*Does not include on-site revenues

COVID-19 Operational Impact 1st Qtr FY2021

FY 2020-2021			
	Current 1st Qtr Forecast	1st Qtr Budget	Current Forecast vs. Budget
Revenue			
Rental	\$750,224	\$1,771,204	-\$1,020,980
F&B	\$2,573,222	\$8,494,455	-\$5,921,234
Parking	\$549,350	\$1,733,146	-\$1,183,796
Utilities	\$132,110	\$510,815	-\$378,705
Technology	\$243,450	\$473,548	-\$230,098
Security	\$66,912	\$261,865	-\$194,953
Rigging	\$25,250	\$207,756	-\$182,506
Audio/Visual	\$30,183	\$98,551	-\$68,368
Facilities	\$15,790	\$91,790	-\$76,000
Other	\$110,725	\$190,306	-\$79,581
Revenue	\$4,497,216	\$13,833,436	-\$9,336,220
Expense			
Utilities	\$1,255,411	\$1,375,500	-\$120,089
Event Related	\$58,977	\$313,653	-\$254,676
MCC Labor	\$2,589,484	\$2,918,355	-\$328,871
F&B Labor	\$1,516,725	\$3,586,170	-\$2,069,445
F&B COGS	\$463,180	\$1,537,497	-\$1,074,317
Other	\$1,934,245	\$2,607,434	-\$673,188
Expense	\$7,818,022	\$12,338,609	-\$4,520,586
Gain/(Loss)	-\$3,320,806	\$1,494,827	-\$4,815,634



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