

NCVC PRESENTATION TO

EAST BANK STADIUM COMMITTEE

NOVEMBER 16, 2022





Peter O'Reilly, Executive VP of Club Business & Events

"As we experienced with the 2019 NFL Draft, Nashville is a first-class major event city and destination. Driven by strong local partnerships - led by the Nashville CVC and the Titans - that event helped raise the Draft to new heights. A new, state-of-the-art stadium in downtown Nashville would add another strong pillar to an already terrific host market for future NFL events."



Commissioner Greg Sankey

“Nashville is important to the Southeastern Conference, and I am confident it will always be a part of our future. A domed stadium in Nashville is certain to attract the highest profile national collegiate events and will enhance the SEC’s future in Music City.”



WWE

“Nashville has exploded as a cultural center in the United States and as the land of opportunity. WWE looks forward to hosting many events in partnership with the great city of Nashville at the proposed enclosed stadium.”

ACADEMY OF COUNTRY MUSIC

CEO, Damon Whiteside

“The Academy of Country Music has become known for holding its televised awards shows in NFL stadiums, including this year’s Allegiant Stadium in Las Vegas and 2015’s AT&T Stadium in Dallas. We would certainly be interested to explore the potential of hosting a future ACM Awards stadium show in Nashville if the stadium was enclosed with a roof. It would be helpful if the roof had a mechanism to filter sunlight as well.”



**Rick Franks, President,
Live Nation Entertainment, North America Talent/ Touring**

“Live Nation has identified Nashville as a key market and has established a significant presence in the city. From our vantage point, an enclosed stadium provides the next level of opportunity and, in particular, offers the opportunity for major shows to occur in the winter months and during the NFL season, which provides an enormous boost when needed most.”



Gary Gersh, President, AEG Touring

“We are very excited about the new Nashville stadium. We believe that the proposed stadium will provide more opportunities for concerts and big live events throughout the entire year. This will be a game changer for the entire state.”



Craig H. Jackson, Chairman/ CEO Barrett Jackson Auction Company

“For decades, Barrett-Jackson has held collector car auctions and automotive lifestyle events in Scottsdale, Palm Beach, Las Vegas and Houston with international attendance and a fan base in the millions. The city of Nashville is a world-class destination that would be incredibly attractive to our tens of thousands of bidders, consignors and guests. Our team has frequently visited the Nashville area to find a venue that would suit our auctions. We would like to bring The World’s Greatest Collector Car Auctions to Tennessee. To date, we have been unsuccessful in securing dates that would work for our event in Nashville.”

Direct and total business sales: mega events

(\$ millions) single event

	Direct Business Sales	Total Business Sales
Super Bowl	\$212.7	\$327.8
Final Four	\$115.1	\$172.4
College Football Playoff	\$91.1	\$136.9
WrestleMania	\$108.1	\$161.5

Source: Tourism Economics, a division of Oxford Economics