**DRAFT MINUTES:** Subject to change prior to approval by Authority or Committee at its next regular meeting

# MINUTES OF THE 135<sup>th</sup> MEETING OF THE CONVENTION CENTER AUTHORITY OF THE METROPOLITAN GOVERNMENT OF NASHVILLE & DAVIDSON COUNTY

The 135<sup>th</sup> meeting of the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County (CCA) was held on June 5, 2025 at 9:00 a.m. in the Administrative Conference Room of the Administrative Offices at the Music City Center, Nashville, Tennessee.

**AUTHORITY MEMBERS PRESENT:** Norah Buikstra, Robert Davidson, Alfred Degrafinreid II, Tracy Hardin, Tre Hargett, Barrett Hobbs, David Lillard, Vonda McDaniel, \*Rachel Buckley (Designee for Jason Mumpower), and Seema Prasad

AUTHORITY MEMBERS NOT PRESENT: Dee Patel and Betsy Wills

**OTHERS PRESENT:** Charles Starks, Kelli Donahoe, Heidi Runion, Brian Ivey, Heather Jensen, Barbara Solari, Tom Hazinski, Peter Gonzalez, David Hanner, Adrienne Siemers, Sam Wible, Anna McCloskey, Robin Rieck, Don Twining, Marc Greeley, Lisa Benning, Lindsey Hartman, Julia Masters, Camille Quiampang, Christian Cervantes, and Greg Spon

Chair Norah Buikstra opened the meeting for business at 9:01 a.m. and stated that a quorum was present.

**ACTION:** Appeal of Decisions from the Convention Center Authority of the Metropolitan Government of Nashville and Davidson County – Pursuant to the provisions of § 2.68.030 of the Metropolitan Code of Laws, please take notice that decisions of the Convention Center Authority may be appealed if and to the extent applicable to the Chancery Court of Davidson County for review under a common law writ of certiorari. These appeals must be filed within sixty days after entry of a final decision by the Authority. Any person or other entity considering an appeal should consult with private legal counsel to ensure that any such appeals are timely and that all procedural requirements are met.

The next regularly scheduled meeting will be Thursday, July 10, 2025 at 9:00 a.m. Chair Norah Buikstra announced.

Chair Norah Buikstra read the Mission Statement of the Music City Center. (Attachment #1)

There were no public comment requests received for this meeting. (Attachment #1)

**ACTION:** Alfred Degrafinreid made a motion to approve the 134<sup>th</sup> Meeting Minutes of May 1, 2025. The motion was seconded by Vonda McDaniel and approved unanimously by the Authority.

Chair Buikstra asked Charles Starks to introduce the HVS team to present about the feasibility study. Mr. Starks introduced Tom Hazinski and Peter Gonzalez with HVS Convention, Sports & Entertainment to share the Expansion Market Study they had conducted. (Attachment #1)

Mr. Hazinski noted he has never seen a more compelling case for an expansion, but said the question is "How?" due to space constraints.

\*Denotes arrival of Rachel Buckley 9:07 a.m.

Mr. Hazinski and Mr. Gonzalez presented their study findings including the competitive set, input from event planners, expansion recommendations, and site availability concerns. There was discussion.

Seema Prasad asked if there was a dollar amount tied to the lost business. Mr. Hazinski said not yet, that would be something calculated later if the project progresses.

Robert Davidson asked if a connector with the arena would help with the need for exhibit space. Mr. Gonzalez noted that the floor space for exhibits is not that large, and it would only be useful for very large general sessions.

Barrett Hobbs asked if the Gaylord Opryland expansion had been included as a factor. Tom Hazinski said it had and that may be a factor in not recovering all the lost business. However, he noted that they believe that there's enough business to fill both and it is also a different experience downtown that Opryland cannot offer.

Mr. Hobbs also asked about other cities with the same constraints of space and transportation. He asked about building further out which Mr. Hazinski noted moves the center away from the competitive hotels and amenities.

Norah Buikstra asked if we need to take a deep dive and plan for future hotel room availability and cost. Mr. Hazinski said that would been an essential component of future analysis.

Mr. Starks commented that the next step would be to begin looking at land and Chair Buikstra agreed.

Chair Buikstra then gave updates from a meeting she had with Diana Alarcon from NDOT on the lighting project delay. She said they would get a full update at a future meeting, but the lighting project has been started and is in progress. They have been trying to get matching lights. Regarding the bollards, there was an issue with needing to move sewer lines, but they have found a different style bollard. (Attachment #1) They plan to start in October and be completed by early 2026. Broadway and Rep John Lewis Way will be the first test group. Mr. Hobbs expressed concern that the location would allow vehicles too close to pedestrians and Chair Buikstra suggested he email the Mayor's office directly to let them know his concerns about the location.

Robert Davidson shared that he had conversations with both the arena and stadium to consider adding fees to their tickets and both were open to discussions about this to help with the police and fire department overtime funding for events.

Charles Starks gave a brief operations update showing the hotel occupancy and rates as well as tax collections. (Attachment #1)

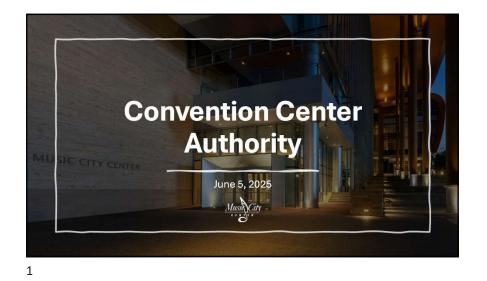
With no additional business, the Authority unanimously moved to adjourn at 10:27 a.m.

Respectfully submitted,

Charles L. Starks President & CEO Convention Center Authority

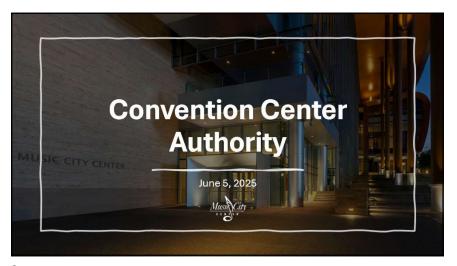
Approved:

Norah Buikstra, Chair CCA 135<sup>th</sup> Meeting Minutes of June 5, 2025





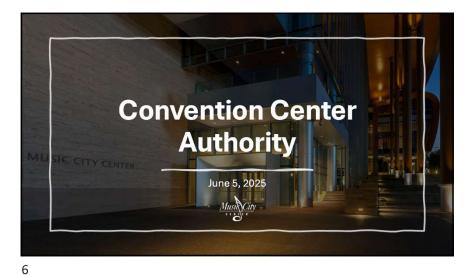
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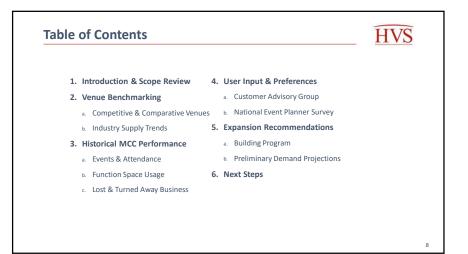
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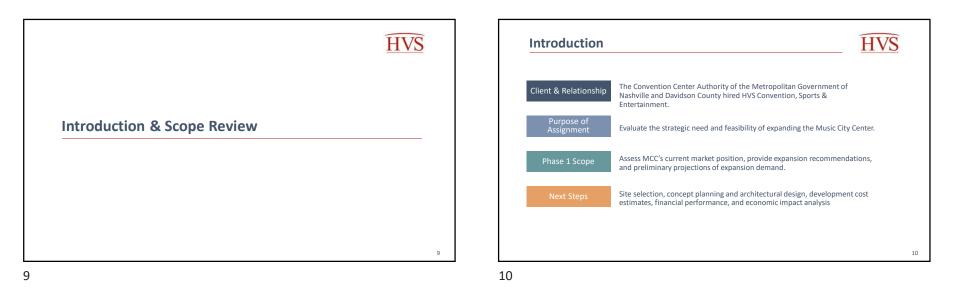


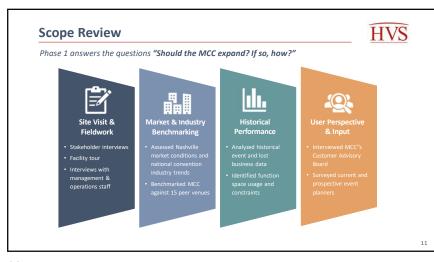


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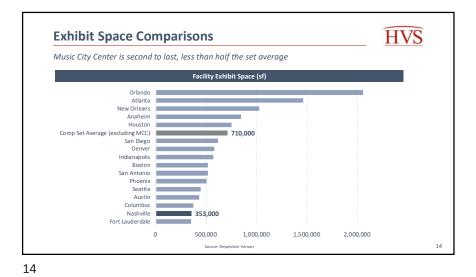


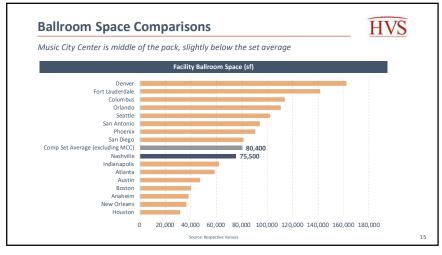


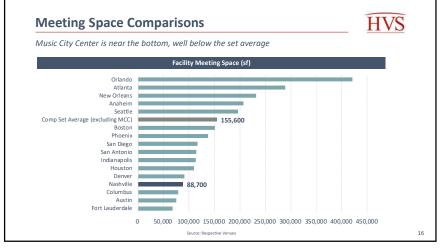


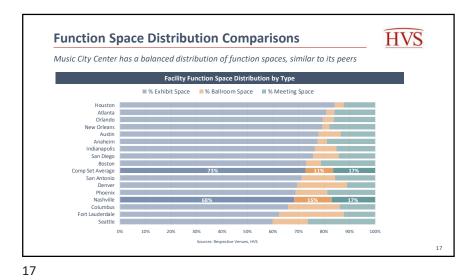


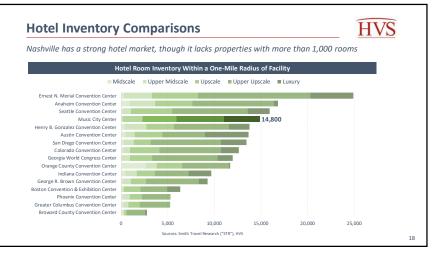


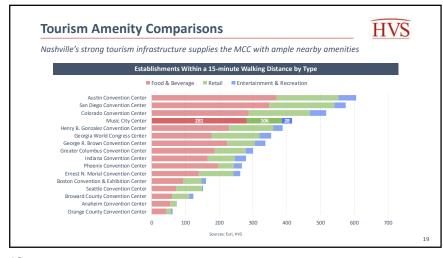


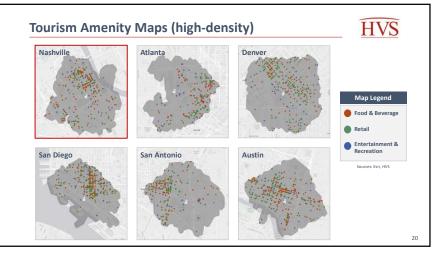


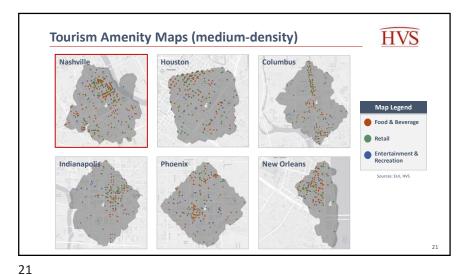


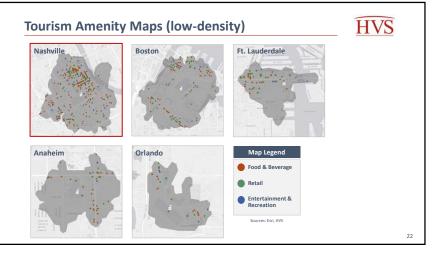


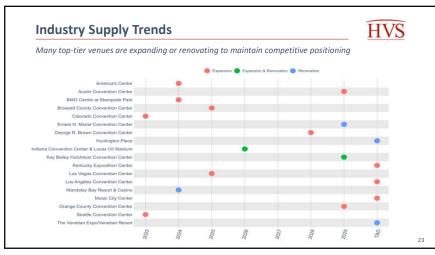












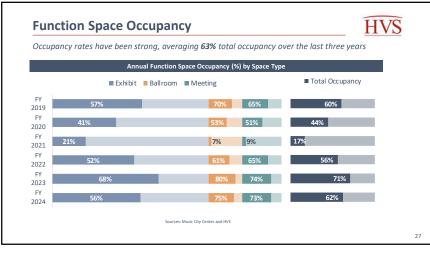


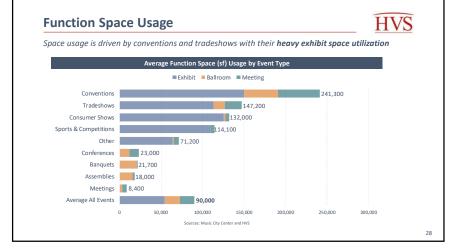
# MCC Sales & Marketing Strategy MCC prioritizes high-value, hotel demand-generating events Creates that bring many out-of-town visitors will yield the greatest economic impact for our city. As such, we reserve our meeting and exhibit space, two or more years into the future, for national meetings, conventions, tradeshows, and events that require at least 1,500 peak night hotel rooms, commonly referred to as citywides. We will begin to sell to non-citywide events for dates that are less than two years out, but still begin to offer dates to events that bring little or no hotel rooms, such as public consumer shows and local meetings/meals. MCE WEICHT PLATER DEVENDENT:

Historical Performance (FY 19, FY 23 — FY 25) HVS

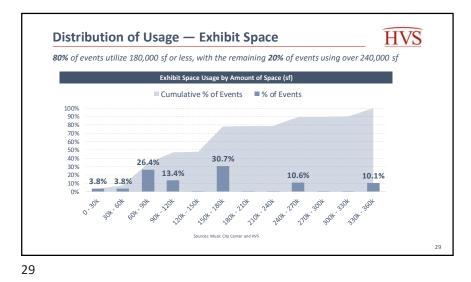


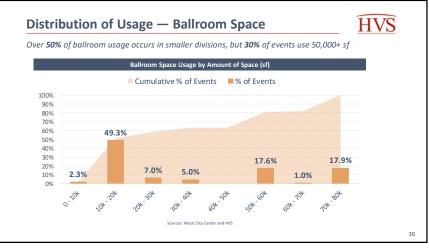
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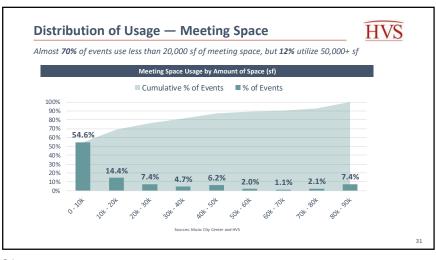


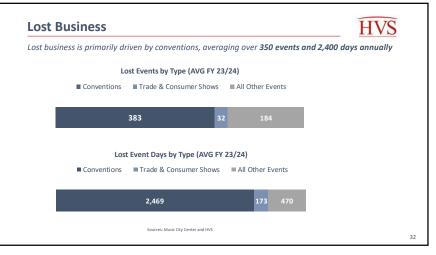
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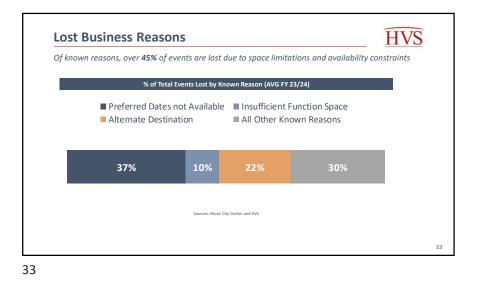


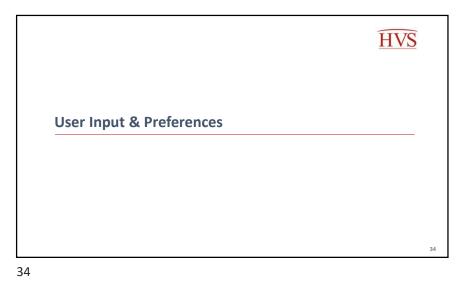




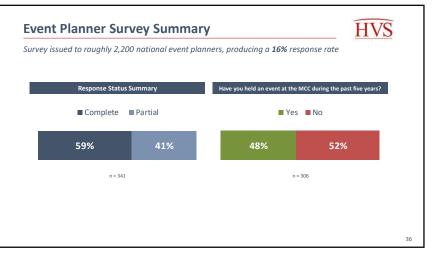




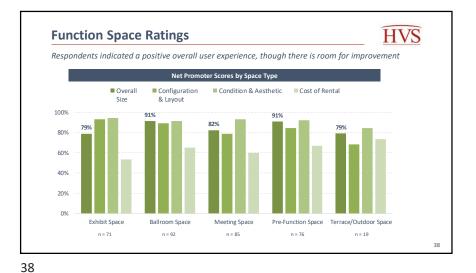




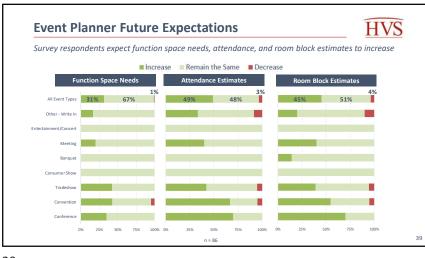
**Customer Advisory Board Discussion** HVS MCC is held in high regard, but function space limitations threaten its ability to retain and grow events POSITIVE NEGATIVE STRENGTHS WEAKNESSES INTERNA > Venue condition and aesthetic appeal > Breakout room size, capacity, and location complaints > Operational execution and staff performance > Limited general session flexibility > Location and destination appeal > Constrained function space mix OPPORTUNITES THREATS > Expanding meeting and breakout space > Major events outgrowing the current capacity > Increased pre-function access and flexible space > Loss of competitive positioning among peer design venues Improved vertical circulation and space Hotel price and room block challenges distribution













Capacities

Banquet

10,000

2,500

900

900

600

Classroom

13,790

3,450

1,240

1,240

830

HVS

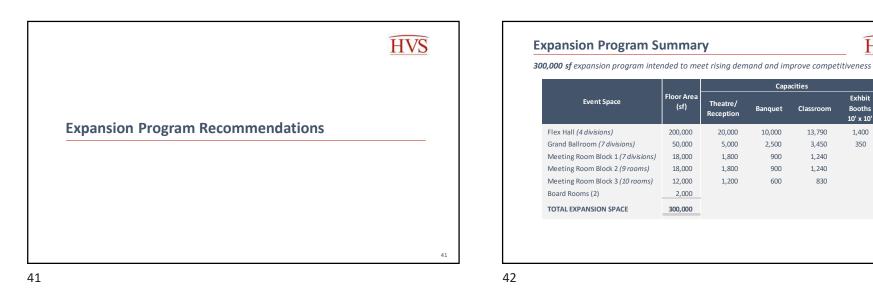
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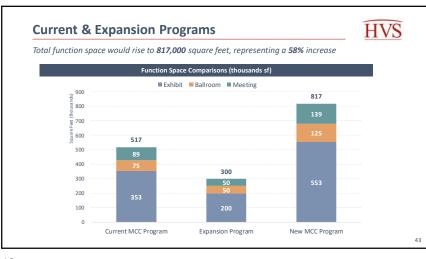
Exhbit

Booths

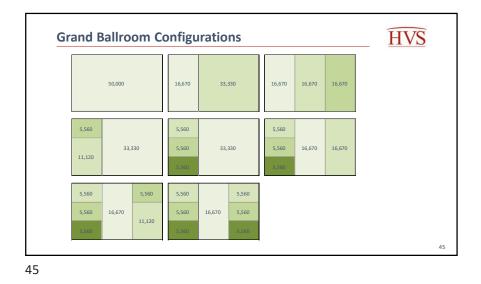
10' x 10'

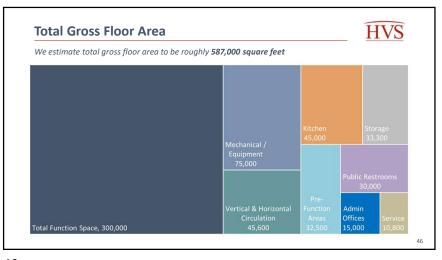
1,400

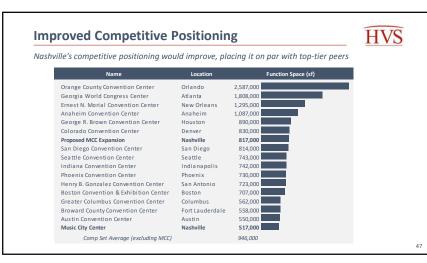


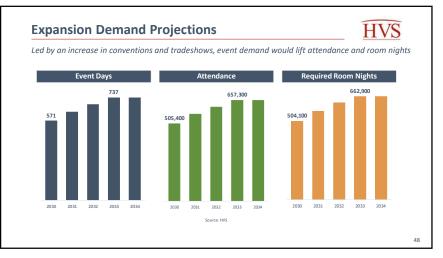


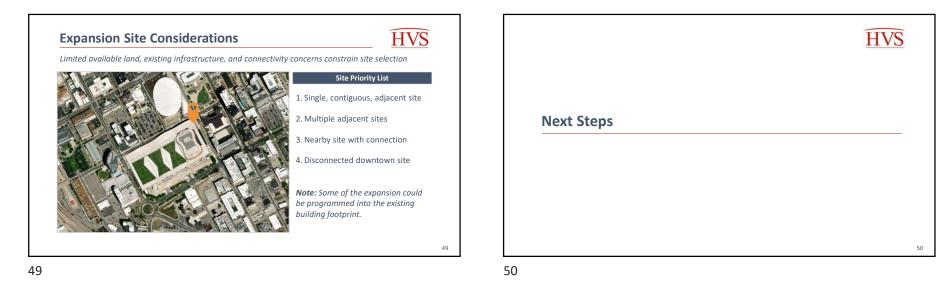
Flex Hall Confi	gurations					<b>HVS</b>
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						44

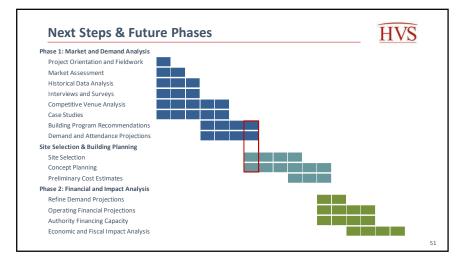


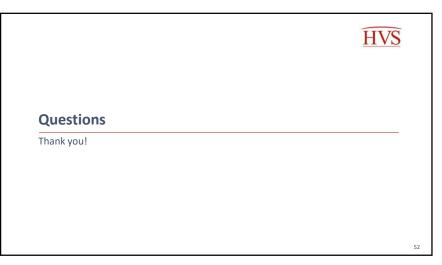












### **Assumptions and Limiting Conditions**

- This report is to be used in whole and not in part
- No responsibility is assumed for matters of a legal nature
- We have not considered the presence of potentially hazardous materials on the proposed site, such as asbestos, urea formaldehyde foam insulation, PCBs, any form of toxic waste, polychlorinated biphenyls, pesticides, or lead-based paints.
- 4. All information, financial operating statements, estimates, and opinions obtained from parties not employed by HVS are assumed to be true and correct. We can assume no liability resulting from misinformation. 5. Unless noted, we assume that there are no encroachments, zoning violations, or building violations encumbering the subject property.
- 6. We are not required to give testimony or attendance in court by reason of this analysis without previous arrangements, and only when our standard per-diem fees and travel costs are paid prior to the appearance.
- 7. If the reader is making a fiduciary or individual investment decision and has any questions concerning the material presented in this report, it is recommended that the reader contact us.
- 8. We take no responsibility for any events or circumstances that take place after the date of our report.
- or we take to responsibility of any version of tradinations in the take place are to be dare to be used to be report.
  9. The quality of a convention facility's on site management has a direct effect on a faility secondine performance. The demand and financial forecasts presented in this analysis assume responsible conversible and competent management. Any departure from this assumption may have a significant impact on the projected operating results.
  10. The quality can analysis presented in this report is based upon assumption, estimates, and evaluations of the market conditions. In the local and national economy, which may be subject to sharp rises and declines. Over the projection period considered in our analysis, wages and other operating expenses may increase or decrease due to market volatility and economic forces outside the control of the facility smaggement.
- 11. We do not warrant that our estimates will be attained, but they have been developed based on information obtained during our market research and are intended to reflect reasonable expectations. 12. Many of the figures presented in this report were generated using sophisticated computer models that make calculations based on numbers carried out to three or more decimal places. In the interest of simplicity, most numbers have been rounded. Thus, these figures may be subject to small rounding errors.
- 13. It is agreed that our liability to the client is limited to the amount of the fee paid as liquidated damages. Our responsibility is limited to the client and use of this report by third parties shall be solely at the risk of the client and/or third parties. The use of this report is also subject to the terms and conditions set forth in our engagement letter
- 14. Although this analysis employs various mathematical calculations, the final estimates are subjective and may be influenced by our experience and other factors not specifically set forth in this report.
- 15. This report was prepared by HVS Convention, Sports & Entertainment Facilities Consulting. All opinions, recommendations, and conclusions expressed during the course of this assignment are rendered by the staff of this organization, as employees, rather than as individuals.
- 16. This report is set forth as a market study of the subject facility; this is not an appraisal report.

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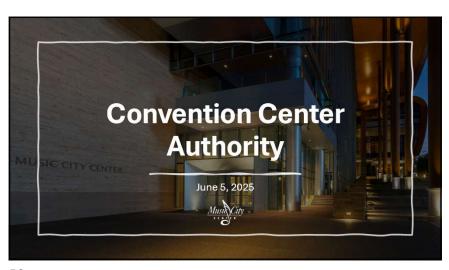


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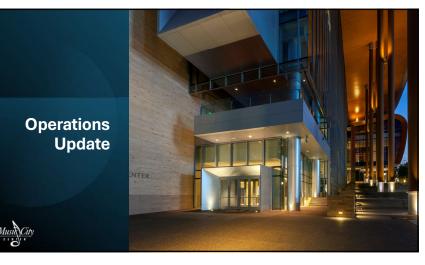
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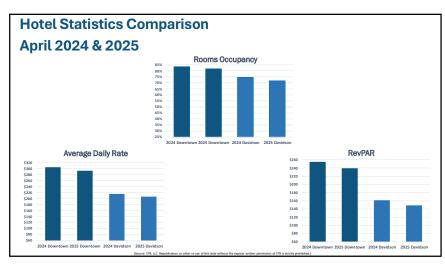
HVS

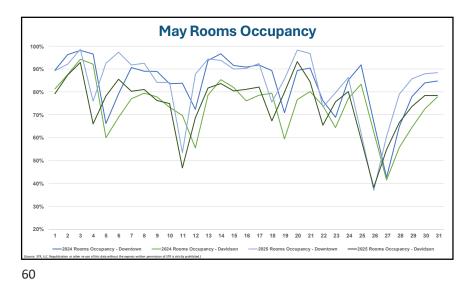


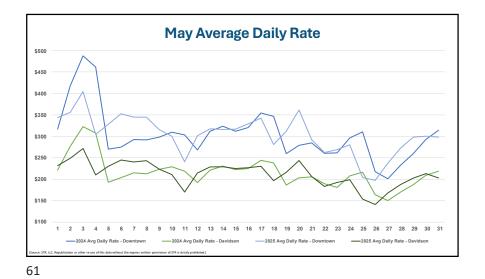


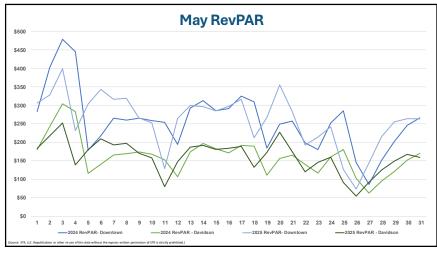


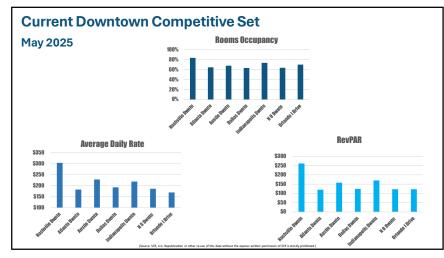














				thru March 2025				
				(excludes TDZ)				
	2/5 of 5% Occupancy Tax	Net 1% Occupancy Tax	\$2 Room Tax	Contracted Vehicle Tax	Rental Vehicle Tax	Campus Tax	Total	Variance to FY 24-25
July	\$3,550,745	\$1,588,630	\$1,721,646	\$355,794	\$258,113	\$1,762,862	\$9,237,790	-16.00%
August	\$3,726,401	\$1,683,301	\$1,803,233	\$354,172	\$244,400	\$1,676,548	\$9,488,055	4.98%
September	\$4,176,543	\$1,897,886	\$1,833,788	\$400,302	\$241,655	\$2,142,864	\$10,693,039	5.01%
October	\$4,701,031	\$2,149,786	\$1,957,023	\$162,458	\$276,180	\$2,535,404	\$11,781,882	4.40%
November	\$3,205,279	\$1,417,767	\$1,558,388	\$112,254	\$212,746	\$1,672,946	\$8,179,379	0.52%
December	\$2,543,303	\$1,065,371	\$1,353,477	\$293,598	\$187,217	\$1,122,665	\$6,565,629	-0.19%
January	\$2,654,027	\$1,199,809	\$1,349,615	\$94,246	\$152,027	\$1,881,519	\$7,331,243	2.71%
February	\$3,036,108	\$1,363,508	\$1,478,788	\$932,146	\$159,467	\$1,897,975	\$8,867,993	4.78%
March	\$4,128,906	\$1,837,917	\$1,860,192	\$349,672	\$215,873	\$2,180,732	\$10,573,292	5.20%
April								
May								
June								
YTD Total	\$31,722,344	\$14,203,974	\$14,916,150	\$3.054.642	\$1,947,678	\$16,873,516	\$82,718,303	1.04%

MCC Portion of Marc	h 2025 Tourie	m Tay Calla	stions	
WICC FORION OF WIAR				
10.200 EV.00000 000	FY2023	<u>FY2024</u>	<u>FY2025</u>	Variance
2/5 of 5% Occupancy Tax	\$4,475,082	\$3,936,811	\$4,128,906	4.88%
Net 1% Occupancy Tax	\$2,050,228	\$1,777,129	\$1,837,917	3.42%
\$2 Room Tax	\$1,919,846	\$1,803,775	\$1,860,192	3.13%
Contracted Vehicle	\$321,298	\$348,324	\$349,672	0.39%
Rental Vehicle	\$205,496	\$215,796	\$215,873	0.04%
Campus Sales Tax	\$2,352,586	\$1,968,486	\$2,180,732	10.78%
TDZ Sales Tax Increment	\$0	\$0	\$0	0.00%
Total Tax Collections	\$11,324,536	\$10,050,320	C10 572 202	5.20%
	\$11,524,550	\$10,050,520	\$10,573,292	5.20%
MCC Portion of Year-	to-Date Touri	sm Tax Colle	ections	
MCC Portion of Year-	to-Date Touri	<u>sm Tax Colle</u> <u>FY2024</u>	ections FY2025	Variance
MCC Portion of Year- 2/5 of 5% Occupancy Tax	to-Date Touri <u>Fy2023</u> \$32,022,750	<u>sm Tax Colle</u> <u>FY2024</u> \$31,994,840	<u>ections</u> <u>FY2025</u> \$31,722,344	Variance -0.85%
MCC Portion of Year- 2/5 of 5% Occupancy Tax Net 1% Occupancy Tax	to-Date Touri FY2023 \$32,022,750 \$14,138,323	sm Tax Colle FY2024 \$31,994,840 \$14,363,031	<u>Ections</u> <u>FY2025</u> \$31,722,344 \$14,203,974	Variance
MCC Portion of Year- 2/5 of 5% Occupancy Tax	to-Date Touri <u>Fy2023</u> \$32,022,750	<u>sm Tax Colle</u> <u>FY2024</u> \$31,994,840	<u>ections</u> <u>FY2025</u> \$31,722,344	<u>Variance</u> -0.85% -1.11%
MCC Portion of Year- 2/5 of 5% Occupancy Tax Net 1% Occupancy Tax \$2 Room Tax	to-Date Touri FY2023 \$32,022,750 \$14,138,323 \$14,946,864	sm Tax Colle FY2024 \$31,994,840 \$14,363,031 \$14,791,272	<u>FY2025</u> \$31,722,344 \$14,203,974 \$14,916,150	Variance -0.85% -1.11% 0.84%
MCC Portion of Year- 2/5 of 5% Occupancy Tax Net 1% Occupancy Tax \$2 Room Tax Contracted Vehicle	to-Date Touri FY2023 \$32,022,750 \$14,138,323 \$14,946,864 \$2,601,704	sm Tax Colle <u>FY2024</u> \$31,994,840 \$14,363,031 \$14,791,272 \$2,887,026	Ections FY2025 \$31,722,344 \$14,203,974 \$14,916,150 \$3,054,642	<u>Variance</u> -0.85% -1.11% 0.84% 5.81%
MCC Portion of Year- 2/5 of 5% Occupancy Tax Net 1% Occupancy Tax \$2 Room Tax Contracted Vehicle Rental Vehicle	to-Date Touri <u>FY2023</u> \$32,022,750 \$14,138,323 \$14,946,864 \$2,601,704 \$1,860,235	sm Tax Colle <u>FY2024</u> \$31,994,840 \$14,363,031 \$14,791,272 \$2,887,026 \$1,998,318	Ections FY2025 \$31,722,344 \$14,203,974 \$14,916,150 \$3,054,642 \$1,947,678	Variance -0.85% -1.11% 0.84% -5.81% -2.53%

