

July 1, 2019 - June 30, 2020



CREATING **SAFE** NOTEWORTHY EXPERIENCES

Mission Statement

The mission of 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.

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A Letter from the CCA Chairman & CEO



It's hard to believe one year ago we were a vibrantly functioning convention center, attracting diverse events while experiencing unprecedented growth. Meetings have now come to a sudden halt with the COVID-19 pandemic, which has impacted the hospitality industry around the world. As we eagerly wait to host events, we are maintaining our commitment to social responsibility.

Safety is paramount and we are applying the most stringent cleaning/disinfecting and safety practices throughout the building. We are adhering to our "Creating Safe Noteworthy Experiences" health and safety guidelines, which can be viewed on our website. As a result, we are proud to announce we achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities.

Additionally, we are fortunate to be in a position where we can take care of all of our team members and their families. Staff continue to be fully compensated during this time as they work remotely or in alternative work schedules.

We are also grateful that we have been able to give back to the community and support Metro Nashville during this past year of unique hardships.

We certainly miss you and long to open our doors and welcome you back. In the meantime, we hope you and your loved ones remain safe and well.

Marty Dickens

Chairman, Convention Center Authority

Charles Starks

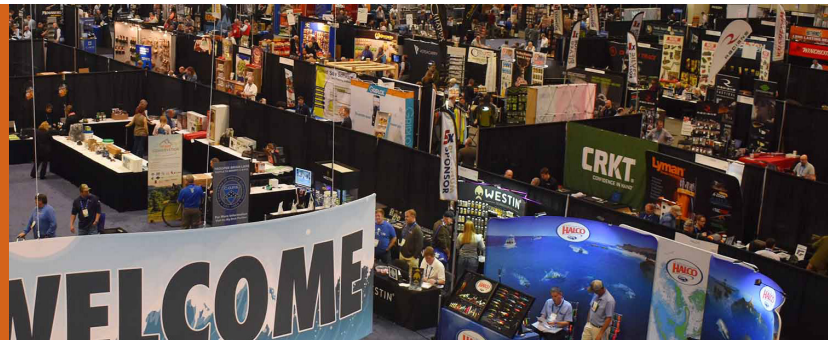
President & CEO, Music City Center

Economic Impact

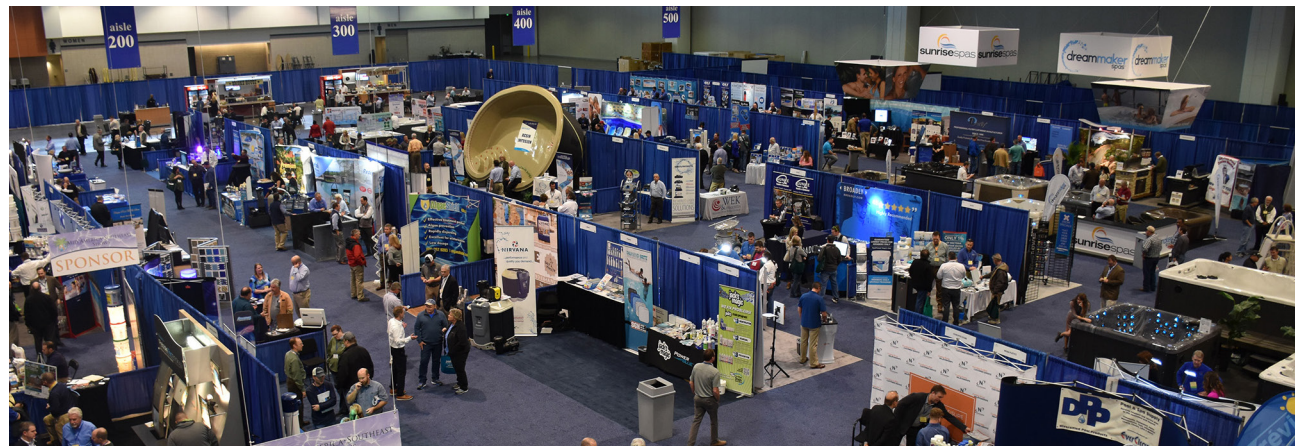


Music City Center attracts diverse events and visitors from around the globe. Entering its seventh year, MCC has hosted a total of 1,945 events, bringing over three million people to Nashville and generating over \$1.9 billion dollars in direct economic impact.

\$301,817,013
in direct economic impact



FY 2020 Economic Impact

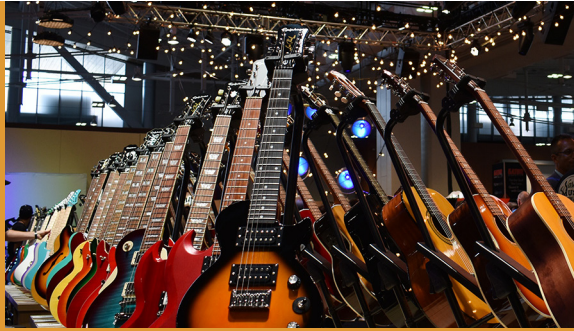


187
events



FY 2020 Economic Impact

320,040
attendees



FY 2020 Economic Impact

251,739
total room nights



FY 2020 Economic Impact



Diversity Business Enterprise



The Music City Center seeks to advance equity, diversity and inclusion to small, minority, woman-owned and service-disabled veteran businesses by offering specialized programs, workshops and educational events.

Our team assists businesses to meet their goals by hosting workshops and seminars throughout the year. They include:

The Proposal 101 Workshop

The Proposal 101 Workshop provides procurement tips and resources from local, state and federal entities.

The Food and Beverage Seminar

The Food and Beverage Seminar offers in-depth information on what it takes to do business with the Music City Center food and beverage department.

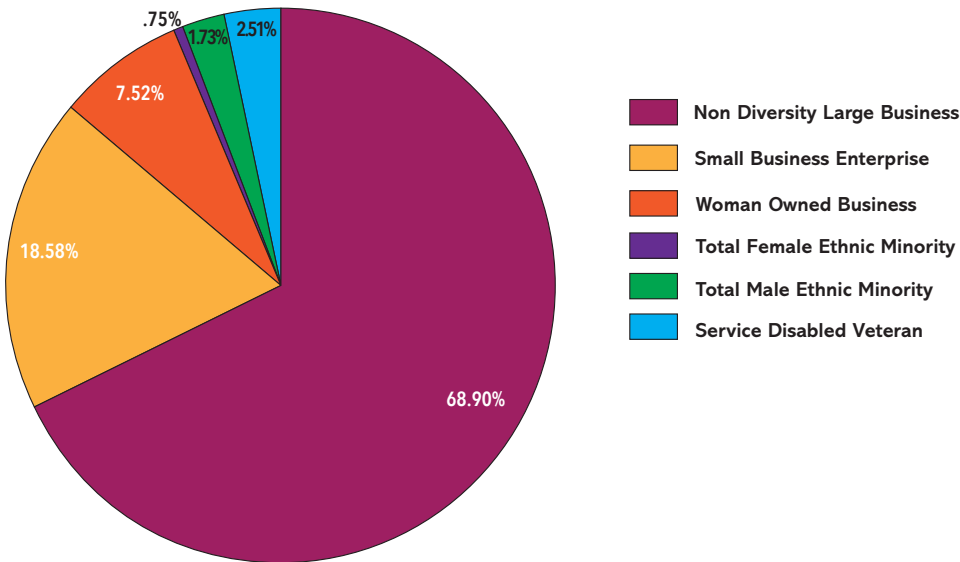
The Small and Diverse Business Forum

The Small and Diverse Business Forum, which was initiated by MCC four years ago, is a partnership with First Horizon and the Nashville Chamber.





DBE PARTICIPATION SUMMARY	% OF TOTAL	# OF COMPANIES
MINORITY OWNED BUSINESS	2.49%	7
WOMAN OWNED BUSINESS	7.52%	8
SMALL BUSINESS ENTERPRISE	18.58%	9
SERVICE DISABLED VETERAN	2.51%	1
TOTAL	31.10%	25



Small and diverse-owned businesses develop relationships with major local entities through interactive forums

Sustainability



The Music City Center is a U.S. Green Building LEED “Gold” certified facility and prioritizes sustainable practices throughout the building and in our daily operations.

Our four-acre “green-living” roof insulates the large exhibit halls below and has an intricately designed water conservation system using reclaimed rainwater for outdoor irrigation and to flush all the toilet and urinals in the building. There are also four beehives on the rooftop, and the honey produced each year is used in our kitchen. Our partners from the Nashville Area Beekeepers Association help our Bee Team manage the hives year-round. Additionally, an 845-panel solar array produces renewable energy for the building.



from the U.S. Green Building Council Tennessee IMPACT Benchmarking challenge

Reduction Award. MCC recorded the highest scores in energy, water, waste and transportation improvements within the state using the Arc performance platform over a 12 month period, as well as the highest reduction in carbon emissions.

Increasing our waste diversion from the land-fill is also a top priority. We recycle, compost and donate leftover items to community partners. In addition, we utilize digital signage to minimize environmental impact. Clients can find more information within the online digital ad kit.

The Music City Center recently received two awards during the 2020 IMPACT Leadership Conference which were the Overall Highest Score Award and the Carbon Emissions

114

lbs. of honey harvested



248,817

kWh of energy

produced by our 211 kWh solar array
made up of 845 solar panels



3,057,076

gallons of rainwater

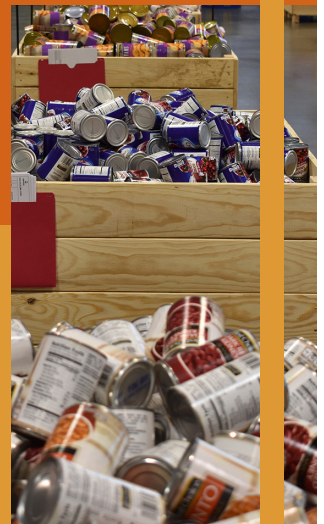
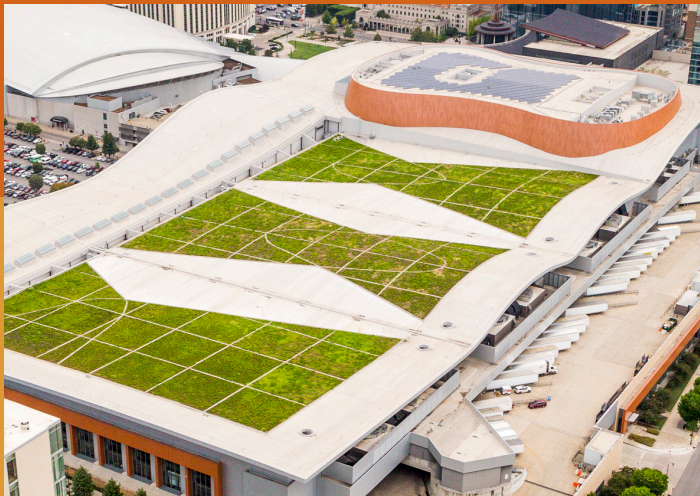
collected and reused



260,120

pound of mixed recycling

including plastic, aluminum and
paper products



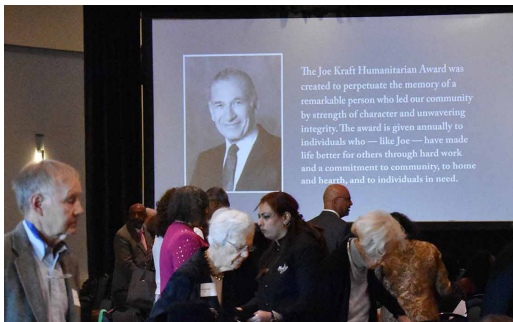
Community



The Music City Center places high value in its partnership with the city and we are committed to serving the community with our resources. This includes hosting nonprofit events, offering job shadowing programs as well as providing local donations. We are proud to be a strong community partner.

35

nonprofit events



22,945

attendees



5,264

pounds of items donated to the community



Giving back



Charles Starks and H. Beecher Hicks, III
President & CEO
National Museum of African American Music

\$6 million
to the National Museum of
African-American Music toward
the Francis S. Guess Roots Theater

“MCC recognizes the strength of inclusivity and values the contributions of diverse business partners. We celebrate another authentic Nashville experience that will attract the local community as well as visitors and conventioners from around the globe.”

Charles L. Starks, President/CEO

\$50,000
to the
Community Foundation of Middle
Tennessee storm relief fund



\$500,000
to the
COVID-19 Response Fund



\$27.62 million
to Metro Nashville

Food & Beverage



The Music City Center strives to create an authentic dining experience for its visitors. Executive Chef Max Knoepfel and team apply their culinary creativity using regionally and locally sourced products and recipes. The team's passion is reflected in exemplary tastes and presentation as the dietary needs of each guest is considered.

Our food and beverage team are applying stringent cleaning/disinfecting and safety practices to ensure the safety and quality of your dining experience.

Our commitment to you extends to our community. We donate leftover food to local non-profits, increasing our waste diversion from the landfill.

Additionally, our green kitchen collects food scraps to be composted and leftover cooking oil is recycled. All food service items provided by our facility are either compostable, reusable or recyclable.

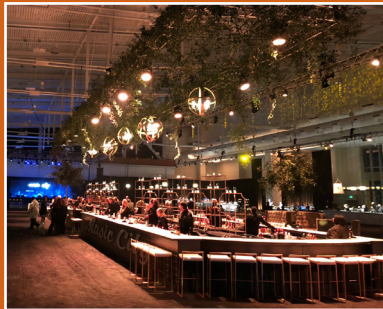
35,464
pounds of food donated to the Nashville Rescue Mission

73,310
pounds of food scraps composted with the Compost Company

NASHVILLE RESCUE MISSION
Hope lives here.



Chef Max and team serve up authentic flavors using regionally and locally sourced products and recipes.



The Fresh Pick Market & Café is located within Music City Center, offering daily lunch specials, sandwiches, salads, local gifts and more.



We are Eat Real certified. REAL stands for Responsible Epicurean and Agricultural Leadership and is a nationwide program that helps combat diet-related disease by recognizing food service operators committed to holistic nutrition and environmental stewardship. We were the first convention center to become Eat Real Certified in 2014.

We are also a member of Get Food Smart TN, supporting food waste reduction.

Health & Safety



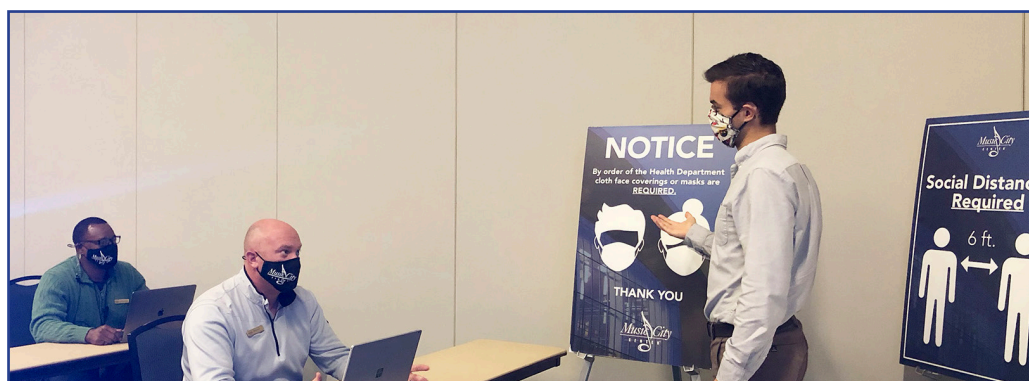
We are committed to providing you with “Safe” Noteworthy experiences at the Music City Center. We are doing this by following the most stringent cleaning and disinfecting protocols.



We are proud to have obtained our accreditation as a Global Biorisk Advisory Council® (GBAC) STAR™ Facility, the gold standard for prepared facilities. As the cleaning industry’s only outbreak prevention, response and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training and assesses a facility’s readiness for biorisk situations. In addition, we are a certified member of the “Good to Go” hospitality safety program created by The Nashville Convention & Visitors Corp, in cooperation with Vanderbilt Health, to help businesses in every industry confidently welcome residents and visitors as the city reopens.

We rely on the latest innovative technology to maintain the highest level of health and safety standards including the use of ATP testing to identify any contamination and electrostatic spraying for disinfection. Additionally, we have installed touchless buttons on all elevators, ADA entry doors and ticket dispensers at garage entrances.

In addition, we adhere to Centers for Disease Control (CDC) guidelines, federal, state, and local government mandates and Department of Public Health guidelines. We also urge visitors to continue to follow these guidelines. If anyone is ill, or has been in contact with someone who is ill, or are part of the vulnerable population we ask for that individual to stay home.



128 team members have been trained on GBAC and cleaning/disinfecting protocols

The Music City Center prioritizes the health and wellness of all who enter our facility.



Physical Distancing

We have strategically placed signage throughout the building to promote social distancing.



Hand Sanitizers

Our hand sanitizer dispensers contain 70% isopropyl alcohol. There are over 120 stations within Music City Center.

Daily Cleaning

The MCC Facility Services team conducts daily cleaning of all touchpoints throughout the facility.

HVAC and Air Quality

We diligently monitor our air quality, utilizing Merv 13 grade filters. Additionally, we manually control outdoor air exchange rates to maximize quality.



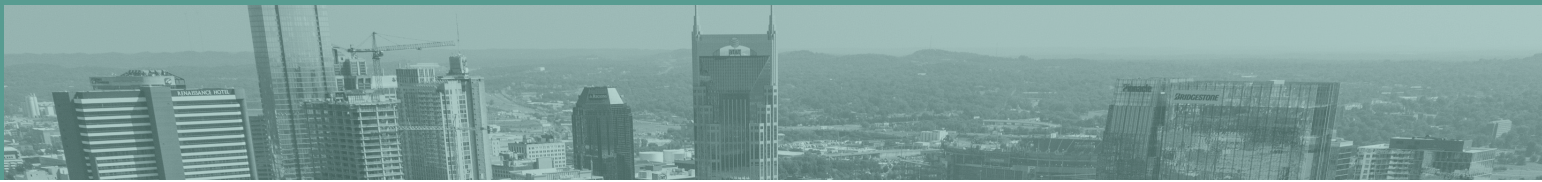
Signage

There is health and safety signage indoors and outdoors, including on our digital displays front of house and back of house.

Please visit www.nashvillemusiccitycenter.com to view our complete

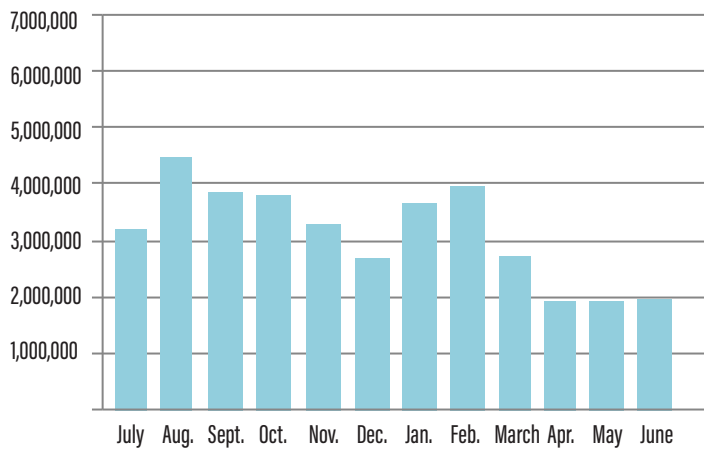
Health & Safety guidelines

Financials

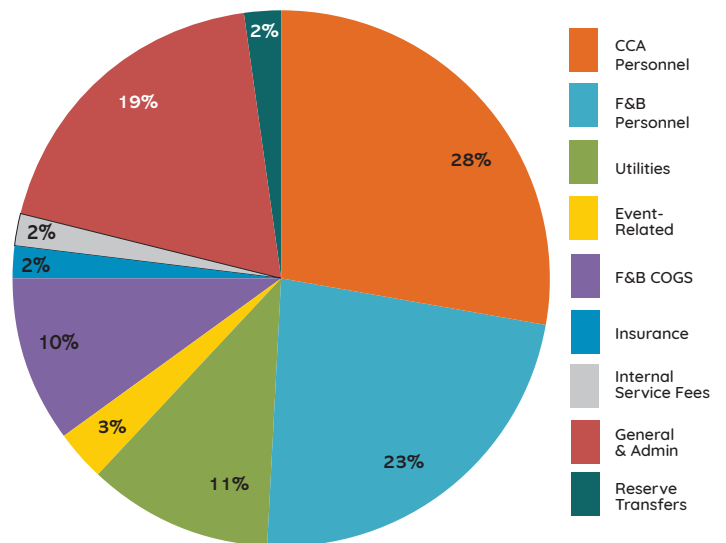


Operational Expense Fiscal Year 2020

Total Operational Expense \$37,465,957

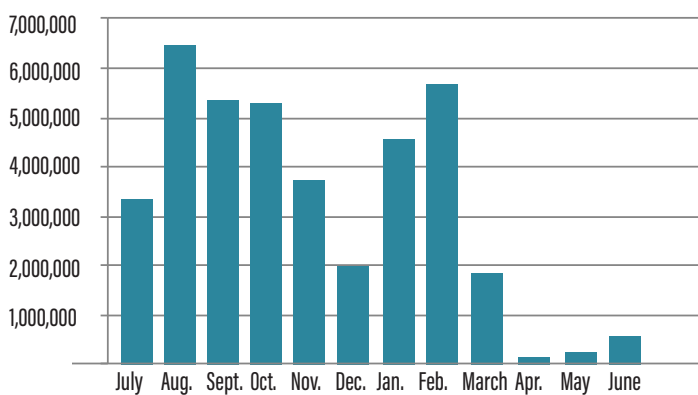


Total Fiscal Year 2020 Expense by Category

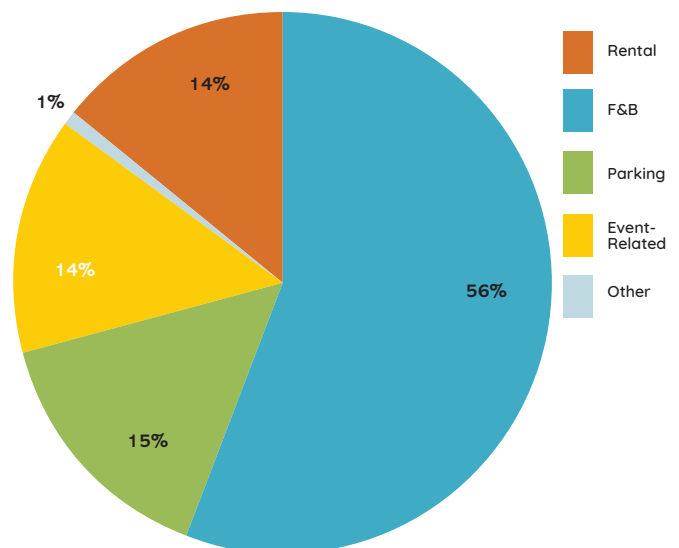


Operational Revenue Fiscal Year 2020

Total Operational Revenue \$39,171,406

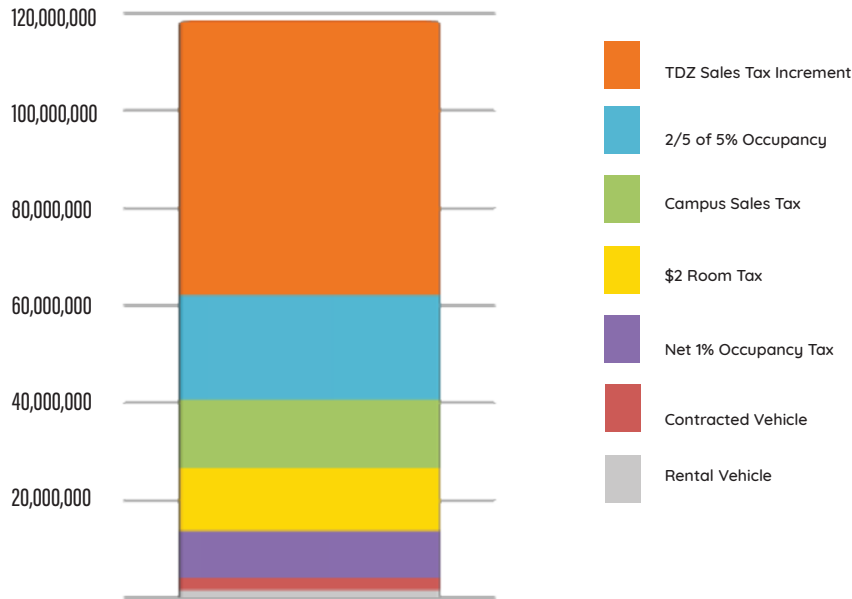


Total Fiscal Year 2020 Revenue by Category

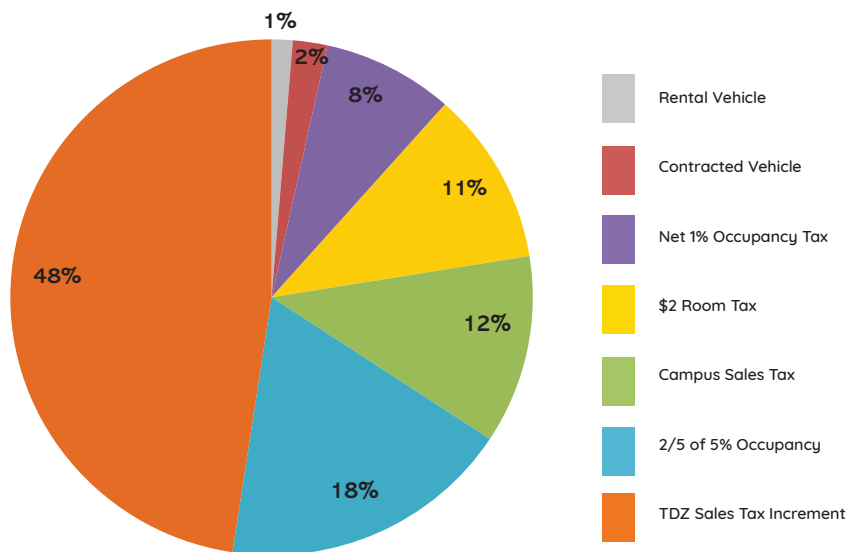


Tourism Tax Collections

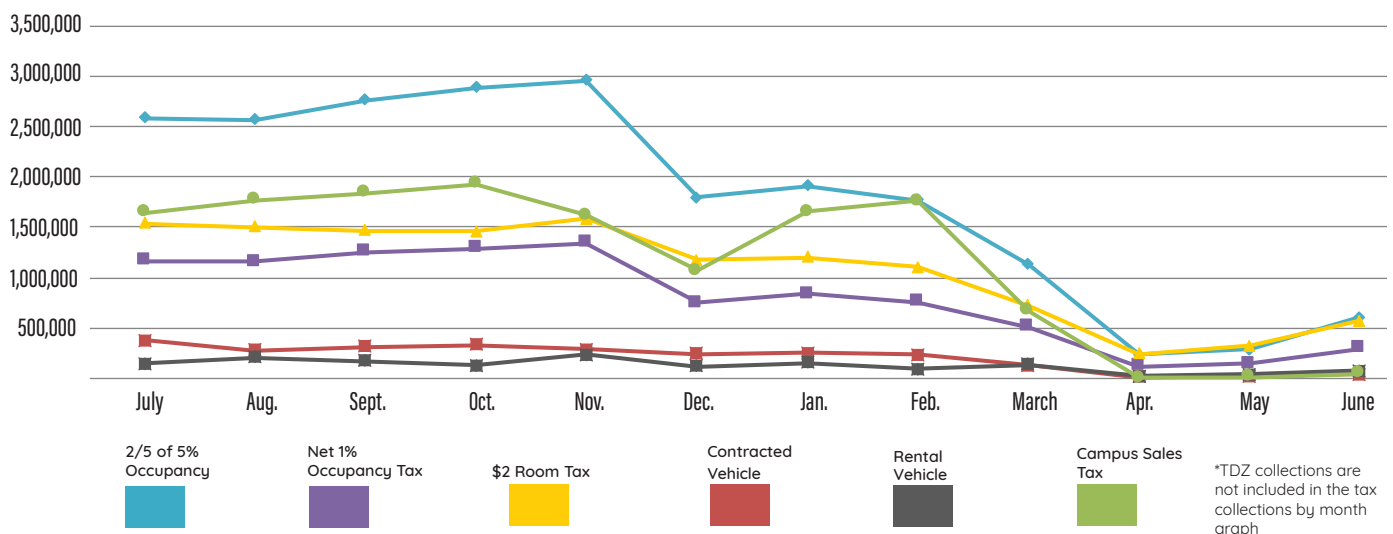
Total Tourism Tax Collections \$118,602,397



Fiscal Year 2020 Tourism Taxes by Category



Tourism Tax Collections by Month



*TDZ collections are not included in the tax collections by month graph

Convention Center Authority Members



Marty Dickens
Chairman



Robert Davidson



Irwin Fisher
Secretary/Treasurer



Barrett Hobbs



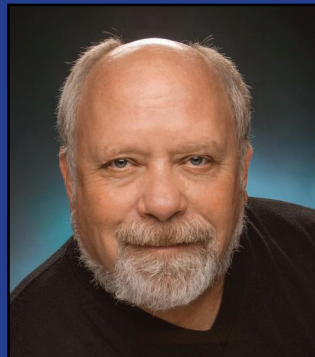
Vonda McDaniel
Vice Chair



David McMurry



Seema Prasad



Randy Rayburn



Leigh Walton



Thank you

We thank Willie McDonald for his commitment and dedication to the Music City Center. He was on the original MCC board from 2000-2009 and continued on the CCA board from 2009-2019. He served in the banking community for over 70 years and has been a prominent volunteer in the community. Thank you from us all.

Music City Center Leadership Team



Eric Blouin
Director of Technology



Renuka Christoph
Director of Communications



Jim Greer
Director of Security



Erin Hampton
Vice President of
Human Resources



Brian Ivey
Vice President of
Sales & Marketing



Teri McAlister
Director of Sales



Terry McConnell
Director of Engineering



Elisa Putman
Sr. Vice President & Chief
Operations Officer



Jasmine Quattlebaum
Director of
Purchasing/DBE



Heidi Runion
Director of Finance
& Administration



Chris Schappert
Director of
Event Services



Charles Starks
President & CEO



Richard Wagner
Director of Parking



Doug Zimmerman
Food & Beverage General
Manager



CREATING *SAFE* NOTEWORTHY EXPERIENCES

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