

# **Why Nashville Needs a New Downtown Convention Center**

**A presentation by  
the Music City Center Coalition**

**MUSIC CITY CENTER COALITION**

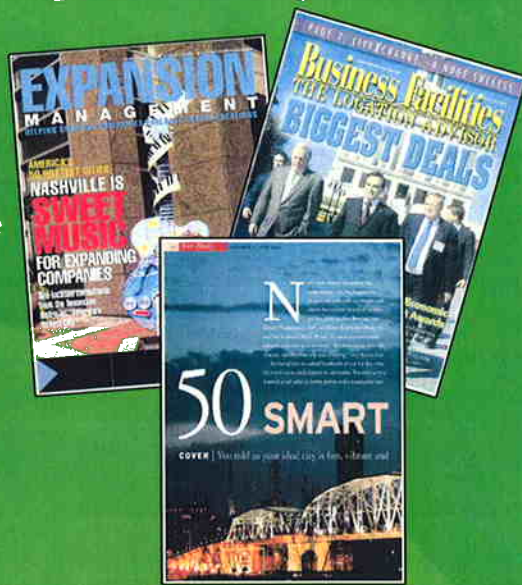
THANK YOU VERY MUCH. I'M VERY GLAD TO BE HERE TODAY...

IF YOU'RE LIKE ME, THEN YOU'RE ASKING YOURSELF, "WHY SHOULD I CARE ABOUT A NEW CONVENTION CENTER? WHAT'S IN IT FOR ME?"

THAT'S WHAT I WANT TO TALK ABOUT TODAY. WHAT'S IN IT FOR EACH OF US, WHY IT'S IMPORTANT FOR OUR CITY, AND WHAT WE ARE DOING TO MAKE IT A REALITY.

## A Growing Music City

- Hottest city for business expansions and relocations
- Friendliest city in the country
- Smartest city in the country
- Thanks to a diverse local economy



MUSIC CITY CENTER COALITION

YOU KNOW, THIS IS AN INCREDIBLE TIME FOR NASHVILLE. WE HAVE RECENTLY BEEN NAMED THE HOTTEST, SMARTEST AND FRIENDLIEST CITY IN THE COUNTRY. NASHVILLE'S ONE OF THE TOP 10 CITIES TO VISIT AND A TOP 10 DESTINATION CHOICE FOR CONVENTIONS AND CONFERENCES.

IT'S CLEAR NASHVILLE HAS A TREMENDOUS AMOUNT OF MOMENTUM AND A STRONG ECONOMY THAT CONTINUES TO GROW.

IT'S ALSO CLEAR THAT THE STRENGTH OF OUR LOCAL ECONOMY IS BASED ON ITS DIVERSITY, AND ONE OF THE STRONGEST CONTRIBUTORS IS THE VISITOR INDUSTRY.

## **Visitor Industry**

- **Second-leading industry**
- **One in five working adults in Nashville is in a tourism-related job**
- **Generates \$1.5 billion in wages**

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THE VISITOR INDUSTRY IS THE SECOND LARGEST INDUSTRY IN OUR COUNTY BEHIND HEALTH CARE.

ONE IN FIVE PEOPLE IN NASHVILLE IS EMPLOYED IN THE VISITOR INDUSTRY, AND THOSE JOBS GENERATE A TOTAL OF 1.5 BILLION DOLLARS IN WAGES EACH YEAR.

I'M NOT JUST TALKING ABOUT MINIMUM-WAGE JOBS. I'M TALKING ABOUT EVERYTHING FROM ENTRY-LEVEL TO SENIOR MANAGEMENT POSITIONS IN INDUSTRIES LIKE PRINTING, TRANSPORTATION, SECURITY, AND MANY OTHERS.

SO FROM A "JOBS" PERSPECTIVE, THE VISITOR INDUSTRY IS A VERY IMPORTANT PART OF OUR ECONOMY.

## **Economic Impact**

- **\$3.2 billion in visitor spending**
- **\$240 million in state and local taxes**
  - **\$158 million state taxes collected annually**
  - **\$82 million local taxes collected annually**

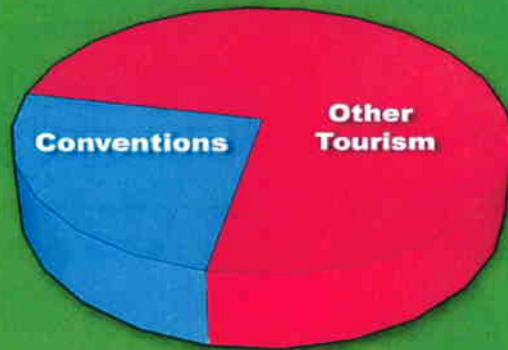
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THERE IS ALSO THE ECONOMIC IMPACT OF THE MONEY VISITORS SPEND HERE...

VISITORS TO NASHVILLE SPEND ABOUT 3.2 BILLION DOLLARS EVERY YEAR, WHICH PROVIDES A STEADY STREAM OF REVENUE FOR OUR BUSINESSES. VISITORS ALSO CONTRIBUTE 240 MILLION DOLLARS A YEAR IN STATE AND LOCAL TAXES.

## Economic Impact

- Generate \$1 billion of the \$3 billion we receive from the visitor industry



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THE SINGLE-LARGEST CONTRIBUTOR TO OUR VISITOR ECONOMY IS THE MEETINGS COMPONENT. OF THE 3 BILLION DOLLARS THAT COME FROM VISITORS EACH YEAR, MORE THAN 1 BILLION DOLLARS COMES FROM CONVENTIONS.

CONVENTIONS ATTRACT PEOPLE TO A CITY WHO ARE USUALLY ON AN EXPENSE ACCOUNT, AND THOSE PEOPLE TYPICALLY SPEND MORE MONEY THAN TOURISTS WHO ARE SPENDING MONEY OUT OF THEIR OWN POCKETS.

A PERSON ATTENDING A CONVENTION SPENDS ABOUT 240 DOLLARS PER DAY, MAKING CONVENTION DELEGATES THE SINGLE LARGEST CONTRIBUTOR TO OUR VISITOR ECONOMY.

## **Economic Impact**

- **In 2005, the Nashville Convention Center hosted 193 conventions**
- **Economic impact of \$90 million**
- **Overall in 2005 Nashville hosted 3 million conventioners**

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IN 2005 THE NASHVILLE CONVENTION CENTER HOSTED 193 CONVENTIONS. THOSE CONVENTIONS HAD AN ECONOMIC IMPACT OF 90 MILLION DOLLARS. OVERALL, NASHVILLE HOSTED ALMOST 3 MILLION CONVENTION DELEGATES, WHO SPENT TWO TO THREE NIGHTS IN OUR HOTEL ROOMS, ATE IN OUR LOCAL RESTAURANTS, SHOPPED AT OUR LOCAL SHOPS.

AND LET ME JUST SAY, WE LIKE THESE CONTRIBUTIONS...





NASHVILLE'S ECONOMY IS BASED ON SALES AND PROPERTY TAX REVENUE, AND VISITOR TAXES ARE A MAJOR PART OF OUR SALES TAX COLLECTIONS. EVERY TAX DOLLAR THAT COMES FROM A VISITOR... IS ONE LESS DOLLAR WE – AS LOCAL RESIDENTS – HAVE TO PAY IN OUR SALES TAXES AND PROPERTY TAXES TO SUPPORT LOCAL SERVICES.

IN THIS GRAPH, YOU CAN SEE THAT NEXT YEAR, WE EXPECT MORE THAN 700 MILLION DOLLARS IN PROPERTY TAX REVENUE AND NEARLY 280 MILLION DOLLARS IN LOCAL SALES TAX REVENUE. LOOK AT HOW MUCH OF OUR SALES TAX REVENUE IS GENERATED FROM VISITORS...AND FROM CONVENTIONEERS.

I WANT TO MAKE SURE THAT EVERYONE UNDERSTANDS, BECAUSE THIS IS WHAT'S IN IT FOR US.

IF WE CAN INCREASE VISITOR TAXES AND MAKE THE YELLOW COLUMN GO UP, WE WON'T HAVE TO INCREASE THE GREEN COLUMN, OUR PROPERTY TAXES, AS FAST, AND A CONVENTION CENTER IS THE BEST WAY TO INCREASE VISITOR TAXES.

THAT IS WHY CONVENTIONS ARE SO IMPORTANT, AND THIS IS WHERE WE HAVE AN OPPORTUNITY.

MORE AND MORE CONVENTIONS ARE TELLING US THEY WANT TO COME BACK TO OUR GREAT CITY, BUT THEY'RE GOING ELSEWHERE BECAUSE THEY HAVE OUTGROWN OUR DOWNTOWN CONVENTION CENTER.



## Losing Ground

- Since 1999, Nashville has lost 240 conventions.
- Last fiscal year we lost 15 conventions or \$48.9 million to other cities.
- So far this year we have lost 43 potential new conventions or \$64 million in economic impact.

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SINCE 1999, NASHVILLE HAS LOST 240 CONVENTIONS BECAUSE OF OUR INADEQUATE DOWNTOWN FACILITY.

LAST YEAR, 15 CONVENTIONS THAT HAD BEEN COMING TO DOWNTOWN NASHVILLE FOR YEARS SAID THEY WON'T BE BACK FOR THAT REASON.

LOSING THOSE CONVENTIONS MEANT WE LOST NEARLY 50 MILLION DOLLARS IN VISITOR SPENDING.

SO FAR THIS YEAR, 43 POTENTIAL NEW CONVENTIONS THAT WERE CONSIDERING NASHVILLE HAVE CHOSEN OTHER CITIES BECAUSE OUR CONVENTION CENTER ISN'T BIG ENOUGH. THIS REPRESENTS A LOSS OF MORE THAN 64 MILLION DOLLARS.



THE REASON IS OBVIOUS. OUR CONVENTION CENTER WAS BUILT IN 1987 WHEN 118,000 SQUARE FEET OF EXHIBIT SPACE WAS A MEDIUM-SIZED CENTER. TODAY, IT IS NOT.

OUR DOWNTOWN CONVENTION CENTER HAS TOO MANY SUPPORT COLUMNS AND LOW CEILINGS AND TOO FEW LOADING DOCKS, AND IT HAS HAD NO MAJOR IMPROVEMENTS SINCE IT OPENED 20 YEARS AGO.

WHEN IT WAS NEW, WE COMPETED FOR ABOUT 50 PERCENT OF THE TOTAL CONVENTION MARKET. RIGHT NOW WE ARE COMPETING FOR ONLY 20 TO 30 PERCENT OF THE CONVENTION MARKET.

WE'RE THE 28TH LARGEST CITY IN AMERICA BY POPULATION... AND THE LARGEST CITY IN TENNESSEE. BUT OUR CONVENTION CENTER RANKS 115TH IN THE NATION AND THIRD IN THE STATE – BEHIND MEMPHIS AND KNOXVILLE AND JUST AHEAD OF CHATTANOOGA AND GATLINBURG.

THE NASHVILLE CONVENTION CENTER HAS SERVED OUR CITY WELL FOR MANY YEARS AND HAS HELPED GENERATE THIS MUCH-NEEDED SALES TAX REVENUE WE JUST DISCUSSED. THE CURRENT CENTER IS STILL BOOKING CONVENTIONS, BUT IT IS BEGINNING TO ATTRACT MORE REGIONAL AND STATE CONVENTIONS RATHER THAN NATIONAL CONVENTIONS.

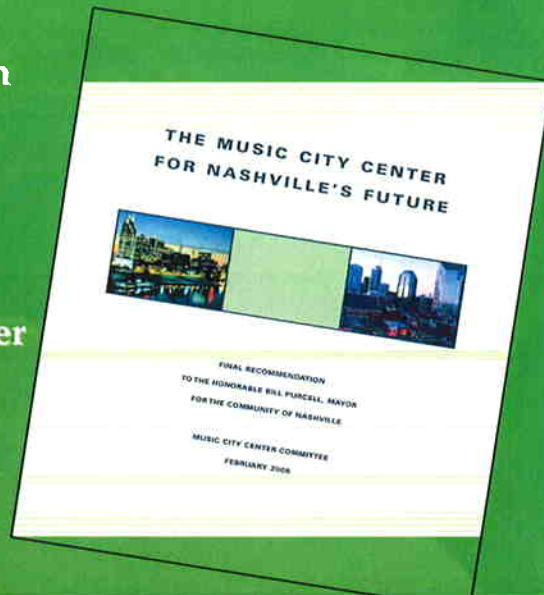
IF WE DON'T ACT NOW, THIS TREND WILL CONTINUE, AND FEWER NATIONAL CONVENTIONS MEANS FEWER DELEGATES, SHORTER STAYS, AND LESS REVENUE.

IN OTHER WORDS, RATHER THAN CAUSING THE SALES TAX REVENUE TO GET BIGGER, IF WE DON'T TAKE ACTION, IT WILL BEGIN TO GET SMALLER. AND AS A RESULT, WE COULD PUT MORE PRESSURE ON PROPERTY TAX PAYERS.

WITH OUR STRONG MUSIC CITY BRAND AND THE DESIRE OF SO MANY PEOPLE TO VISIT NASHVILLE, THERE IS NO REASON WE SHOULD ALLOW THIS TO HAPPEN.

## Origin of the Idea

- Mayoral Tourism Summit
- KPMG Study
- Music City Center Committee



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WE'VE SEEN THIS COMING FOR A WHILE...

THE MAYOR ORGANIZED A TOURISM SUMMIT IN 2003 TO LOOK AT THE FUTURE OF THE VISITOR INDUSTRY. THE CITY OF NASHVILLE HAS CONDUCTED A NUMBER OF FEASIBILITY STUDIES THAT CONFIRMED THE NEED FOR A NEW DOWNTOWN CONVENTION CENTER, AND A GROUP OF VOLUNTEERS, CALLED THE MUSIC CITY CENTER COMMITTEE, WAS ASKED BY THE MAYOR TO IDENTIFY WHAT A NEW OR EXPANDED CENTER WOULD NEED, WHERE IT WOULD GO, HOW MUCH IT WOULD COST, AND HOW IT WOULD BE FUNDED. THE COMMITTEE SPENT MORE THAN A YEAR STUDYING THE ISSUE BEFORE THE REPORT WAS RELEASED IN FEBRUARY OF THIS YEAR.

OUR FINDINGS ALL POINT TO THE SAME THING. NASHVILLE NEEDS A NEW CONVENTION CENTER.

A LOT OF PEOPLE MIGHT SAY, "WELL, WHAT ABOUT OPRYLAND?"

THE TRUTH IS THAT THERE ARE TWO VERY DIFFERENT MARKETS FOR CONVENTIONS: ONE IS THE URBAN, DOWNTOWN MARKET; AND THE OTHER PREFERS A RESORT CONVENTION ENVIRONMENT WHERE EVERYTHING IS UNDER ONE ROOF.

THE CONVENTIONS WE'RE LOSING DOWNTOWN DON'T GO TO OPRYLAND BECAUSE THEY WANT A DOWNTOWN FACILITY.

OPRYLAND AND THE DOWNTOWN CONVENTION CENTER ATTRACT TWO DIFFERENT AUDIENCES, AND IT'S CRITICAL TO OUR CITY THAT BOTH ARE SUCCESSFUL.



IT'S NOT ONLY CRITICAL THAT OUR NEW CONVENTION CENTER BE LOCATED IN AN URBAN SETTING, BUT ITS EXACT LOCATION DOWNTOWN IS EQUALLY AS IMPORTANT.

THE VOLUNTEER COMMITTEE'S CHARGE WAS TO RECOMMEND A SITE, AND AFTER LOOKING AT A NUMBER OF POTENTIAL LOCATIONS, THEY RECOMMENDED THAT THE NEW CONVENTION CENTER BE BUILT IN SOBRO BEHIND THE GEC, ON DEMONBREUN STREET BETWEEN FIFTH AND EIGHTH AVENUES.

IN THIS MAP, YOU WILL SEE THE FOOTPRINT OF THE CONVENTION CENTER. A HOTEL AND PARKING FACILITY WOULD BE CLOSE BY IN ORDER TO SUPPORT THE CENTER.

## **SoBro Site**

- **104 restaurants within a half-mile radius**
  - (twice as many as any other new location)
- **Close proximity to the GEC**

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CONVENTION CENTERS ARE THE MOST EFFICIENT AND THE MOST SUCCESSFUL WHEN THEY ARE LOCATED AS CLOSE AS POSSIBLE TO EXISTING INFRASTRUCTURE – HOTELS, RESTAURANTS, ENTERTAINMENT, ETC. WITHIN A HALF MILE OF THIS SITE, THERE ARE 104 RESTAURANTS, WHICH IS TWICE AS MANY AS ANY OTHER NEW LOCATION THAT HAS BEEN PROPOSED.

THE PROXIMITY OF THE GEC IS ALSO A MAJOR SELLING POINT TO CONVENTIONS. HAVING A 20,000-SEAT VENUE ADJACENT TO THE CENTER ALLOWS CONVENTIONS TO HOST EVENTS OF THAT MAGNITUDE.

OTHER APPEALING ASPECTS OF THE SOBRO SITE ARE ITS PROXIMITY TO SPORTING VENUES AND OTHER ATTRACTIONS, ITS BEING ABLE TO ACCOMMODATE AN ANCHOR HOTEL AND PARKING AND THE AVAILABILITY FOR FUTURE EXPANSION. PLUS, THAT AREA HAS NEVER BEEN FULLY DEVELOPED.



The Music City Center	
<u>Current Center</u>	<u>New Center</u>
- 118,000 square ft.	- 1.2 million square ft. (375,000 square ft. of exhibit space)
- Competes for 30% of market	- Competes for 70% of market
- 115 <sup>th</sup> national ranking	- 40 <sup>th</sup> national ranking
- Outdated, inefficient	- State-of-the-art facility
MUSIC CITY CENTER COALITION	

NEXT, THE COMMITTEE LOOKED AT HOW BIG THE FACILITY SHOULD BE. GIVEN NASHVILLE'S POPULARITY AND THE STRONG MUSIC CITY BRAND, THE COMMITTEE DECIDED NASHVILLE COULD REALISTICALLY COMPETE FOR 70 PERCENT OF THE MARKET. TO DO THIS, A FACILITY WOULD NEED 375,000 SQUARE FEET OF EXHIBIT SPACE, AND A TOTAL OF 1.2 MILLION SQUARE FEET, INCLUDING FLEXIBLE SPACE FOR BALLROOMS, BREAKOUT SESSIONS AND OTHER ACTIVITIES.

THE SIZE CONVENTION CENTER WE'RE TALKING ABOUT WOULD PUT US AROUND NUMBER 40 IN THE MARKETPLACE, AND WOULD MAKE US COMPETITIVE WITH CHARLOTTE, INDIANAPOLIS, CINCINNATI, AND OTHERS THAT ARE CURRENTLY HOSTING CONVENTIONS THAT WOULD RATHER COME TO NASHVILLE.

THE CONVENTION CENTER WOULD ALSO BE A STATE-OF-THE-ART FACILITY.

AND LET ME POINT OUT THAT A STATE-OF-THE-ART CONVENTION CENTER ISN'T A BIG BOX. DESIGNS HAVE CHANGED A GREAT DEAL IN THE LAST FEW YEARS. HERE ARE SOME EXAMPLES OF CONVENTION CENTERS IN OTHER CITIES TO GIVE YOU AN IDEA OF WHAT MODERN CENTERS LOOK LIKE...

## State-of-the-Art Convention Centers

### St. Louis



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ST. LOUIS, WHERE PUBLIC ART IS DISPLAYED.



## State-of-the-Art Convention Centers

Restored facade  
in Calgary

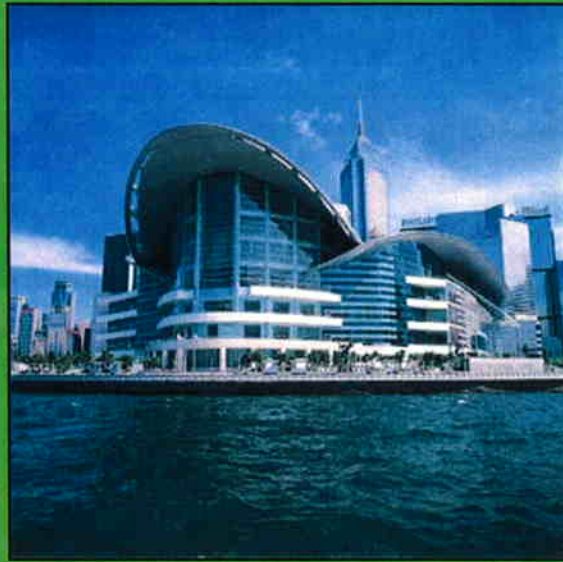


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CALGARY, WHERE THE CONVENTION CENTER IS DISGUISED BY THIS HISTORIC FAÇADE TO HELP IT BLEND IN WITH THE FABRIC OF THE NEIGHBORHOOD.

## State-of-the-Art Convention Centers

Hong Kong



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HONG KONG, WHICH MAKES AN ARCHITECTURAL STATEMENT AND IS OPEN 24 HOURS A DAY FOR VISITORS AND RESIDENTS ALIKE.

## State-of-the-Art Convention Centers

### San Diego



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SAN DIEGO, THAT USES OUTDOOR SPACE AND THE SAIL MOTIF TO MAKE VISITORS FEEL A PART OF THE UNIQUE WATERFRONT CITY.

## State-of-the-Art Convention Centers

### San Diego



MUSIC CITY CENTER COALITION

HERE YOU CAN SEE HOW THE CONVENTION CENTER IN SAN DIEGO IS POSITIONED NEXT TO OTHER KEY DOWNTOWN SITES.

LIKE THE CENTERS YOU HAVE JUST SEEN, OUR GOAL WILL BE TO CREATE A MUSIC CITY CENTER THAT WILL INTEGRATE INTO THE NEIGHBORHOOD AND HAVE AN ARCHITECTURAL DESIGN WE CAN ALL BE VERY PROUD OF.

## Financing

- \$455 million facility
- Metro 30-year bonds
- \$36 million debt service per year paid for by visitors
  - Hotel/motel tax
  - Rental car tax
  - Airport-ground-transportation charge
  - Revenue generated from taxes generated from the TDZ
  - Revenue generated from the new convention center
  - Other

MUSIC CITY CENTER COALITION

SO WHAT WILL A FACILITY LIKE THIS COST? THE COMMITTEE LOOKED AT COMPARABLE CENTERS, TOOK THE BEST IDEAS FROM ALL OVER THE COUNTRY, AND CAME UP WITH AN ESTIMATE OF 455 MILLION DOLLARS, WHICH INCLUDES THE PURCHASE OF LAND.

- TO PAY FOR IT WOULD REQUIRE THE METRO COUNCIL TO AUTHORIZE THE ISSUANCE OF BONDS. ACCORDING TO THE COMMITTEE'S REPORT TO THE MAYOR, PAYING OFF THOSE BONDS OVER 30 YEARS WILL COST ABOUT 36 MILLION DOLLARS A YEAR.

- THE MOST INTENSE FOCUS OF THIS VOLUNTEER COMMITTEE HAS BEEN IDENTIFYING REVENUE SOURCES THAT WOULD BE PAID BY VISITORS THAT WOULD FUND THAT 36 MILLION DOLLARS A YEAR.

- A MAJOR LINCHPIN IN THAT FUNDING HAS ALREADY PASSED. THE STATE LEGISLATURE THIS SPRING PASSED LEGISLATION THAT WOULD ALLOW METRO TO CREATE A TOURISM DEVELOPMENT ZONE AND USE TAX REVENUE IN THAT ZONE TO HELP FUND THE CONVENTION CENTER.

- THE COALITION IDENTIFIED OTHER SOURCES OF REVENUE, SUCH AS INCREASING THE HOTEL/MOTEL TAX, A RENTAL CAR TAX, AN AIRPORT GROUND-TRANSPORTATION CHARGE, AND IS STILL EXPLORING OTHER SOURCES TO PAY FOR THIS PROJECT.

- AND THE GOOD NEWS IS THAT, WITH THESE PROJECTED TAXES, WE ARE CONFIDENT WE'LL HAVE ENOUGH MONEY COMING IN FROM VISITOR TAXES TO, NOT ONLY PAY OFF THE BONDS, BUT PAY FOR ALL OPERATING COSTS FOR THE NEW CENTER.

- AND IT'S IMPORTANT TO NOTE THAT THE FUNDING FOR OUR EXISTING CENTER WAS SET UP THE SAME WAY, AND IT HAS PAID FOR ITSELF FOR 20 YEARS.

## **When We Build the MCC, We Will.....**

- **Receive additional 1 million visitors per year**
- **Increase visitor spending by \$700 million**
- **Create 36,000 new jobs**
- **Receive \$65 million in additional state and local tax revenues**

**MUSIC CITY CENTER COALITION**

WHEN WE BUILD A NEW CONVENTION CENTER, WE CAN EXPECT A LOT OF SUCCESS. WE CAN EXPECT 1 MILLION MORE VISITORS A YEAR, WHO WILL SPEND 700 MILLION DOLLARS IN OUR CITY.

A NEW CONVENTION CENTER WILL CREATE 36 THOUSAND MORE JOBS AND 65 MILLION DOLLARS IN ADDITIONAL STATE AND LOCAL TAX REVENUE EACH YEAR, 10 MILLION OF WHICH WILL GO TOWARD FUNDING SCHOOLS.

THAT'S WHY IT'S SO IMPORTANT FOR US TO BUILD IT AS QUICKLY AS POSSIBLE.



## **Cost of Doing Nothing...**

- **Fewer national conventions**
- **Loss of jobs**
- **Declining sales tax revenue**

**MUSIC CITY CENTER COALITION**

IF WE DO NOTHING, THERE WILL BE COSTLY CONSEQUENCES. WE WILL HAVE FEWER NATIONAL CONVENTIONS. PEOPLE EMPLOYED BY THE VISITOR INDUSTRY WILL LOSE THEIR JOBS. AND WE WILL BEGIN TO LOSE IMPORTANT SALES TAX REVENUE.



## Next Steps

- **Fine-tune proposal**
- **Review revenue projections**
- **Explore additional revenue sources**

MUSIC CITY CENTER **COALITION**

MAYOR PURCELL WANTS NASHVILLE TO DO THIS RIGHT, AND I AGREE. A NEW CONVENTION CENTER SHOULD BE WELL-PLANNED AND FIT WITHIN OUR CITY'S LONG-TERM STRATEGIC GOALS.

THE MUSIC CITY CENTER COMMITTEE HAS CONTINUED TO WORK ON THIS PROJECT AND HAS CHANGED ITS NAME TO THE MUSIC CITY CENTER COALITION BECAUSE WE'RE BUILDING SUPPORT ACROSS OUR COMMUNITY.

WE ARE TALKING TO DR. BILL FOX AT U-T, WHO IS REVIEWING THE REVENUE PROJECTIONS. WE ARE WORKING WITH THE CIVIC DESIGN CENTER TO ENGAGE THE PUBLIC IN THE DISCUSSION ABOUT THE LOCATION. AND WE ARE EXPLORING OTHER REVENUE SOURCES SO WE DO NOT ADD TO THE BURDEN OF THE TAXPAYERS WHO LIVE AND WORK HERE.

## **The Music City Center will...**

- **Allow Nashville to regain premier status**
- **Expand our tourism industry**
- **Open the door to a new era of growth and prosperity**

**MUSIC CITY CENTER COALITION**

WHEN WE MAKE THE VISION OF A NEW DOWNTOWN CONVENTION CENTER A REALITY, WE WILL:

REGAIN OUR STATUS AS A PREMIER CHOICE FOR NATIONAL CONVENTIONS.

WE WILL CREATE A STREAM OF TAX DOLLARS COMING INTO NASHVILLE THAT WILL HELP US PAY FOR OUR SCHOOLS, FOR OUR POLICE AND FIRE PROTECTION, FOR ALL THE SERVICES WE RECEIVE FROM OUR CITY...

WE WILL BE WELL ON OUR WAY TO GROWING A 3-BILLION-DOLLAR VISITOR INDUSTRY TO A 5-BILLION-DOLLAR INDUSTRY...

WE WILL CREATE JOBS – AN ESTIMATED 36,000 **NEW** JOBS IN ADDITION TO THE ALREADY 56,000 PEOPLE WHOSE WORK IS RELATED TO THE VISITOR INDUSTRY...

AND WE WILL OPEN THE DOOR ON A NEW ERA OF GROWTH AND PROSPERITY FOR NASHVILLE.

## **Contact Information**

**For more information on the Music City  
Center, visit our Web site at**

**[www.nashvillemusiccitycenter.com](http://www.nashvillemusiccitycenter.com)**

**Or sign up today to be on our e-mail list to  
receive updates on the latest  
developments.**

**MUSIC CITY CENTER COALITION**

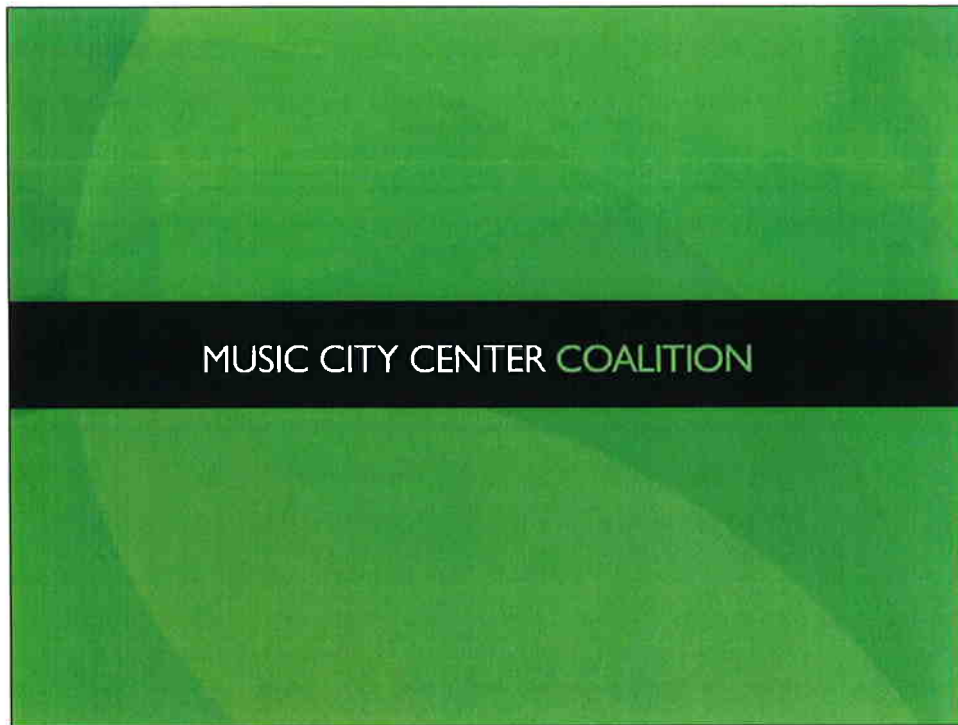
WE NEED YOUR HELP. IF YOU WANT TO BE PART OF THIS COALITION, PLEASE SEE ME BEFORE YOU LEAVE AND GIVE ME YOUR BUSINESS CARD, AND WE'LL ADD YOU TO OUR LIST OF SUPPORTERS. OR, YOU CAN SIGN UP AT OUR WEB SITE, NASHVILLEMUSICCITYCENTER.COM.

## **Endorsements**

- **Greater Nashville Hotel & Lodging Association**
- **The Metropolitan Convention Center Commission**
- **The Tennessean**
- **Nashville Conventions and Visitors Bureau**
- **Nashville Area Chamber of Commerce**
- **Downtown Partnership**
- **The District**
- **The Downtown Merchants**
- **Urban League of Middle Tennessee**
- **Nashville Black Chamber**

**MUSIC CITY CENTER COALITION**

SEVERAL LOCAL BUSINESS AND CIVIC ORGANIZATIONS HAVE JOINED THE CAMPAIGN FOR A NEW DOWNTOWN CONVENTION CENTER. SOME OF THESE INCLUDE THE NASHVILLE AREA CHAMBER OF COMMERCE, THE NASHVILLE AREA CONVENTION AND VISITORS BUREAU, THE DOWNTOWN PARTNERSHIP, THE DISTRICT, THE DOWNTOWN MERCHANTS, THE TENNESSEAN AND THE GREATER NASHVILLE HOTEL AND LODGING ASSOCIATION. IF YOUR ORGANIZATION WOULD LIKE TO JOIN THESE AND OTHERS IN ENDORSING THE MUSIC CITY CENTER COALITION, WE CAN PROVIDE A RESOLUTION FOR YOU TO SIGN.



AGAIN, THANK YOU FOR ALLOWING ME TO SPEAK TO YOU TODAY, AND I'M HAPPY TO ANSWER ANY QUESTIONS.