



ANNUAL REPORT

MUSIC CITY CENTER FISCAL YEAR 2014

JULY 1, 2013, THROUGH JUNE 30, 2014



Music City
CENTER

Features

- 11.5 million sq. ft.
- Exhibit Hall: 13,000 sq. ft.
- 2 Ballrooms: 75,000 sq. ft.
- Mixing Booth: 40
- Parking Spaces: 1,800
- Plaza: 2 acres

Music City
CENTER

Music City Center
Opens
May 2013

Sales/Booking
615-742-2243

MUSIC CITY CENTER



MUSIC CITY CENTER'S

ANNUAL REPORT 2014

*MAKE IT HAPPEN
IN MUSIC CITY*

Message from the CCA Chairman & President .. 3
About the Convention Center Authority 4
History of the Music City Center. 6
Construction Awards 8
Year One in Review 10
Sustainability 16
Diversity Business Enterprise. 20
Community Outreach 22
Art & Tours 24
Food & Beverage 26
Nashville Songwriters Hall of Fame 28
Omni Nashville Hotel 29
Financial Snapshot 30
CCA & MCC Leadership 34



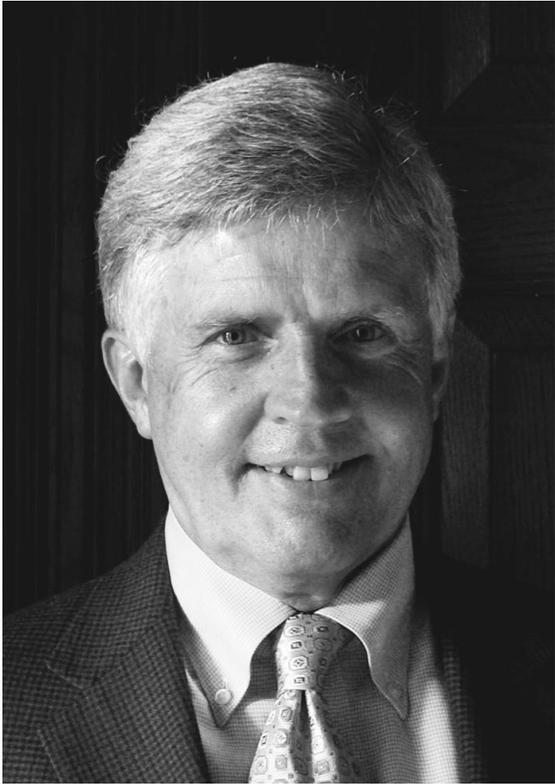
CHARLES STARKS
President & CEO of the Music City Center

As our first fiscal year comes to a close, we want to thank all those that supported us during our first year of operation. We are so thankful to have the support of so many – our customers, neighbors, friends and the Nashville community. Our first year was a great success thanks to all of you.

When the Music City Center project began we could have never imagined how smoothly our first year would go. Just a little over a year ago we opened the doors to the public for the first time. Now we have hosted over 350 events and welcomed over 500,000 people to Nashville, many of whom might have never come to Nashville without the existence of the Music City Center. Our customers have conveyed not only how much they enjoyed the beautiful, new facility but also how much they enjoyed being in Nashville. Many said they could not wait to get home and start planning a return trip to Nashville with friends or family.

This year would have never been successful without the support of the local community and the incredible staff at the Music City Center. We watched a dream become reality as our dedicated team of professionals and members of the community gave life to the Music City Center each and every day. This fiscal year we hosted over 80 local non-profit organizations and their positive comments regarding food quality, technology and service levels of our team were a constant. We are incredibly proud of our staff for the job that they do every day. Not only did they open a new building, but they did so while maintaining the Nashville Convention Center and hosting over 40,000 visitors there.

We have many hills to climb as we continue to move forward, but the team we have assembled is prepared to respond to the opportunities and challenges ahead. Our best years are yet to come and with your continued support, nothing is impossible. Thank you.



MARTY DICKENS
Chairman of the Convention Center Authority

*ABOUT THE
CONVENTION CENTER AUTHORITY*



In 2004, Metro Nashville released a study recommending the construction of additional convention space in Nashville, either through expansion of the existing Nashville Convention Center or development of a new downtown convention center. The Music City Center Coalition was formed to study both possibilities, and in February 2006, presented a report demonstrating the best option would be to build a new convention center – one large enough to accommodate 75 percent of the nation’s convention and visitor market. The project gained momentum after Karl Dean was elected Mayor in September 2007. Dean announced early on that one of his priorities was seeing the construction of a new downtown convention center come to fruition.

The Convention Center Authority was created by Mayor Karl Dean to oversee the development of the Music City Center. The Tennessee General Assembly authorized the entity in early 2009 and Metro Council voted to approve the creation of the Authority in August 2009. In January 2010, the Metropolitan Council of Nashville voted to approve construction of the Music City Center and the official groundbreaking for the center was held on March 22, 2010. The Convention Center Authority now oversees the Music City Center and the Nashville Convention Center along with the city’s investments in the Omni Nashville Hotel and other projects connected to the convention center. The CCA is a quasi-governmental entity led by nine board members. The board is nominated by the Mayor and approved by Metropolitan Council and the members serve on a volunteer basis for four-year terms.

The CCA members donate their time and energy to help Nashville continue to attract leisure, business and convention travelers. Fiscal year 2014 saw record tourist traffic, tax revenue and hotel occupancy. In fact, fiscal year 2014 had the highest annual hotel occupancy tax collections in the city’s history. Since December 2010, Nashville’s hotel occupancy tax collections have experienced 43 consecutive months of growth. The hospitality industry is a huge economic engine for Nashville and as the city continues to grow, so will the CCA’s role as the driving force bringing people to downtown Nashville.

HISTORY OF THE MUSIC CITY CENTER

14,000 tons
of steel





The building was designed by Atlanta-based TVS Design, Nashville-based Tuck Hinton Architects, and Moody-Nolan Architects and a joint venture, Bell/Clark, headed up the construction management. Before work could start going up, the site teams had to start by going down. Over 200,000 cubic yards of rock and soil were excavated and the 16-acre site took 24 weeks to excavate. Soon after, the six red cranes were erected, the tallest of which reached 200 feet. The concrete team placed 110,000 cubic yards of structural concrete and 13,500 tons of rebar. Over 100,000 man hours were spent deciding where each piece of steel would go and 14,000 tons of structural steel was eventually placed. The project took three years to complete and over 7,300 people worked on the project during that time.

In May 2013, the building was opened to the public during a two day Grand Opening celebration. An estimated 15,000 people toured the building during the open house on Sunday, May 19. Tours, live music, activities and food were all over the facility. Guests filled all 2,500 chairs in the Grand Ballroom while the Nashville Symphony performed. The Exhibit Hall was also filled with guests waiting to zip line through the hall or fill up on some of Chef Max's delicious treats. Mayor Karl Dean kicked off day two with the 9 a.m. ribbon cutting ceremony. Guests were then ushered upstairs for the 50th State of Metro address, featuring a guest performance by Brad Paisley. Guests were able to tour the building again on Monday evening, while the outdoor 5th Avenue stage rocked with performances by the Time Jumpers with Vince Gill, the Fisk Jubilee Singers, Mikky Ekko, and Sheryl Crow. To wrap up the two day celebration, the Nashville Convention & Visitors Corporation put on a firework show behind the 5th Avenue stage.



CONSTRUCTION AWARDS



ABC 2013 NATIONAL EXCELLENCE IN CONSTRUCTION AWARD PYRAMID AWARD

The Music City Center was awarded the Pyramid Award in the Mega Projects \$200+ Million category by the Associated Builders and Contractors National Excellence in Construction program. The award honors the year's most outstanding construction projects and contractors for remarkable achievements in leadership, safety, innovation and diversity.

ABC OF MIDDLE TENNESSEE 2014 EXCELLENCE IN CONSTRUCTION AWARD MEGA PROJECT

The Music City Center was awarded the local Excellence in Construction Award in the Mega Projects category by the Associated Builders and Contractors Middle Tennessee Chapter. The award honors projects and project teams for outstanding efforts in safety, management, quality, value engineering, and cost/schedule performance.

AGC BUILD TENNESSEE AWARD GENERAL CONTRACTOR PROJECT, \$250 - 500 million

The Music City Center was awarded the Build Tennessee Award for the Best General Contractor Project in the \$250-500 Million category. The Build Tennessee Award program is presented by the local chapter of Associated General Contractors and recognizes excellence in construction. The award honors general contractors for exceptional project safety performance, overcoming the challenge of a difficult project, innovation in construction techniques and materials, excellence in project management and scheduling, and dedication to client service and customer care.

ACEC "GRAND IRIS AWARD" FOR ENGINEERING EXCELLENCE

The Music City Center was awarded the Grand Iris Award for Engineering Excellence by the American Council of Engineering Companies (ACEC). The ACEC is the voice of America's engineering industry. Council members from more than 5,000 firms representing more than 500,000 employees throughout the country – are engaged in a wide range of engineering works that propel the nation's economy, and enhance and safeguard America's quality of life. The Engineering Excellence Awards program (EEA) is considered "the Academy Awards of the engineering industry." The EEA program considers projects from throughout the world on the basis of uniqueness and innovative applications, future value to the engineering profession, perception by the public, and complexity and successful fulfillment of client/owner's needs.

ENR SOUTHEAST PROJECT OF THE YEAR BEST SPORTS/ENTERTAINMENT PROJECT

The ENR Southeast Project of the Year Awards is sponsored by Engineering News-Record, the leading publication of the construction industry. The awards honor projects based on safety performance, design/construction challenges, innovation, contribution to the community and aesthetic quality of the design.

GOLD ADDY AWARD PRINTING

The Music City Center in conjunction with Lithographics, Inc. received the Gold Addy Award for Printing from the Nashville Chapter of the American Federation of Advertising for "UNCONVENTIONAL – Nashville's Music City Center," a beautiful book featuring the Music City Center art. The American Advertising Awards are the advertising industry's largest and most representative competition and recognize creative excellence in the art of advertising. "UNCONVENTIONAL – Nashville's Music City Center" is a 152-page book that documents the extraordinary artwork found throughout the Music City Center.

URBAN LAND INSTITUTE NASHVILLE'S EXCELLENCE IN DEVELOPMENT AWARD

The Music City Center was awarded the Excellence in Development Award in the Mega Projects category by the Urban Land Institute. The award celebrates design, creativity and vision in land use and real estate development, and commitment to the Middle Tennessee community.

**Photos by "Aerial Innovations of Tennessee, Inc."*

YEAR ONE IN REVIEW



490,000
attendees

When the Music City Center project began we could have never imagined how well our first year of operation would go. Before even opening our doors, we booked 123 meetings representing over 1 million room nights and the excitement in the industry around the Music City Center has only increased since we opened our doors in May 2013. Our first year open has gone exceptionally well, not only from a sales standpoint but also operationally.

During fiscal year 2014, the Music City Center hosted 342 events which brought 491,352 visitors to the city, generating 272,917 hotel room nights and bringing in \$243 million in direct economic impact to the city. We hosted many large groups such as Archery Trade Association and National Rural Electric Cooperative Association that could have never considered a meeting in downtown Nashville before the existence of the Music City Center. We beat our budget for the year, while spending over 45 percent of our operating dollars with DBE firms. Most of the groups we hosted this past year saw record attendance and the customer feedback has been overwhelmingly positive – they love the new facility and their attendees love coming to Nashville.

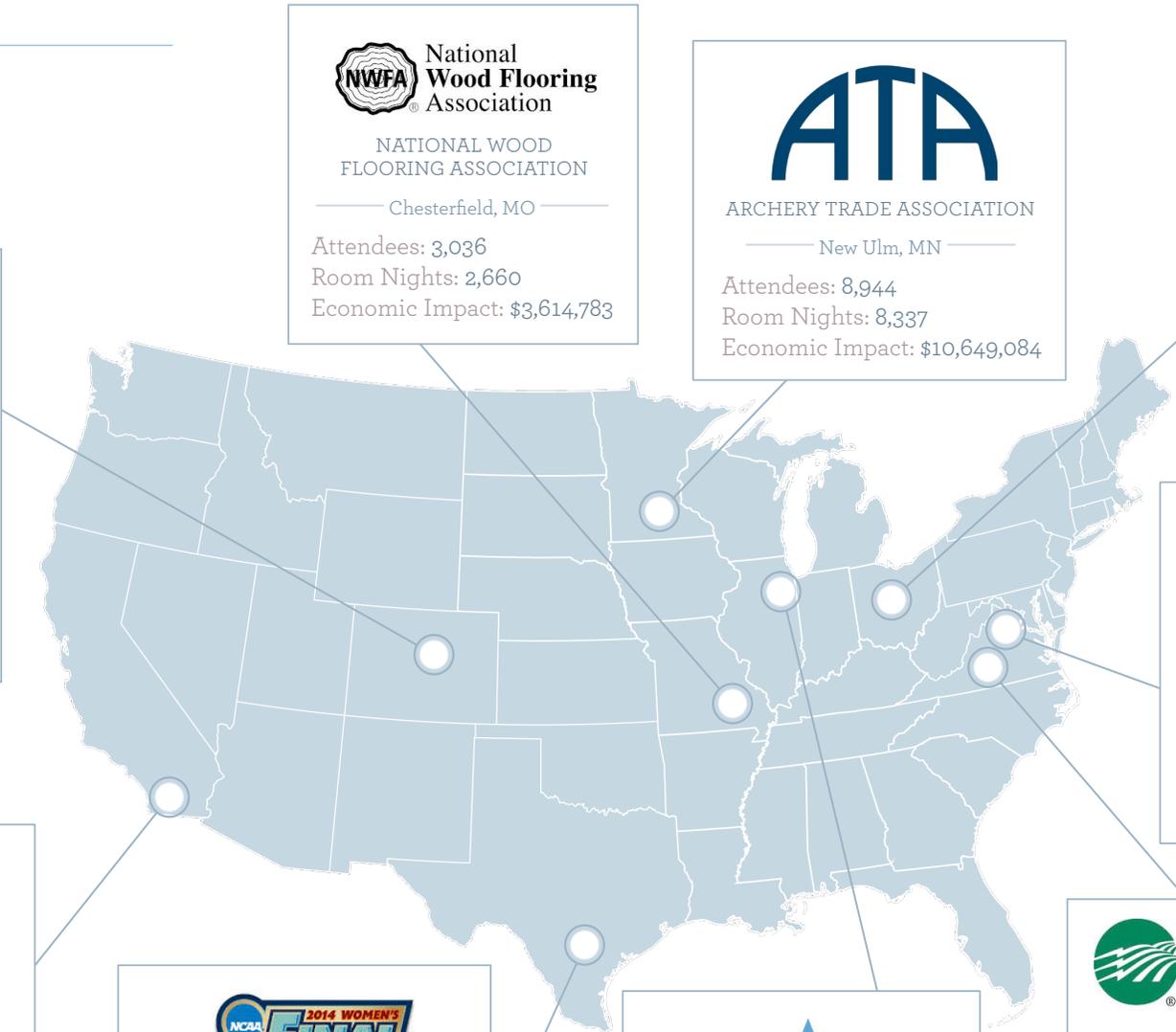
BY THE NUMBERS

342 events

491,352 attendees

272,917 total hotel room nights

\$243,238,328 generated in economic impact



National Wood Flooring Association

NATIONAL WOOD FLOORING ASSOCIATION

— Chesterfield, MO —

Attendees: 3,036
Room Nights: 2,660
Economic Impact: \$3,614,783



ARCHERY TRADE ASSOCIATION

— New Ulm, MN —

Attendees: 8,944
Room Nights: 8,337
Economic Impact: \$10,649,084



NATIONAL GROUND WATER ASSOCIATION

— Westerville, OH —

Attendees: 3,756
Room Nights: 4,300
Economic Impact: \$2,908,646



AMERICAN ANIMAL HOSPITAL ASSOCIATION

AMERICAN ANIMAL HOSPITAL ASSOCIATION

— Lakewood, CO —

Attendees: 4,298
Room Nights: 6,435
Economic Impact: \$3,411,580



AMERICAN BUS ASSOCIATION
Representing the motorcoach, tour and travel industry

AMERICAN BUS ASSOCIATION

— Washington, DC —

Attendees: 3,607
Room Nights: 8,625
Economic Impact: \$7,157,730



NAMM SUMMER SESSION

— Carlsbad, CA —

Attendees: 11,498
Room Nights: 3,790
Economic Impact: \$13,356,077



NCAA WOMEN'S BASKETBALL CHAMPIONSHIP

— San Antonio, TX —

Attendees: 18,000
Room Nights: 14,310
Economic Impact: \$28,575,360



Academy of General Dentistry

ACADEMY OF GENERAL DENTISTRY

— Chicago, IL —

Attendees: 3,100
Room Nights: 8,334
Economic Impact: \$4,801,280



NRECA

A Touchstone Energy® Cooperative

NATIONAL RURAL ELECTRIC ASSOCIATION

— Arlington, VA —

Attendees: 10,736
Room Nights: 18,637
Economic Impact: \$29,826,326

JULY: NAMM

Summer NAMM, the National Association of Music Merchants, had their annual event at the Music City Center. NAMM is a nonprofit association that promotes the pleasures and benefits of making music. Their event at the MCC was the largest Summer NAMM in the last five years and over 10,000 people attended.



AUGUST: TENNESSEE HOSPITALITY CONFERENCE & TRADE SHOW

The Music City Center hosted the Tennessee Hospitality Association's 26th Annual Conference & Trade Show and the MCC was awarded the GNHA Associate Award of Excellence for 2013. The "Stars of the Industry Awards" are presented to individuals and organizations that have made significant contributions to the hospitality industry and the community of Nashville.



SEPTEMBER: GIRL SCOUTS LUNCHEON

The Music City Center was proud to host over 500 top civic and business leaders, many of whom were former girl scouts, at the annual fundraiser to support the Girl Scouts of Middle Tennessee. The Girl Scouts of Middle Tennessee were just one of 80 local nonprofit groups that held events at the Music City Center during fiscal year 2014.



OCTOBER: AASHE

The Music City Center hosted the Association for the Advancement of Sustainability in Higher Education (AASHE) in October. AASHE's mission is to empower higher education to lead the sustainability transformation by providing resources and professional development to institutions to advance sustainability in everything they do.



NOVEMBER: ASCAP AWARDS

The American Society of Composers, Authors and Publishers (ASCAP) hosted their 51st Annual ASCAP Country Music Awards in the Grand Ballroom. The invitation-only, black-tie event honored the songwriters and publishers of ASCAP's most performed Country music songs of the past year.



DECEMBER: TRACTOR SUPPLY HOLIDAY PARTY

Over 750 employees at Tractor Supply filled the Grand Ballroom in December for the company holiday party. Tractor Supply was one of the almost twenty holiday parties hosted by the Music City Center during December 2013.

JANUARY: ARCHERY TRADE ASSOCIATION

Almost 9,000 archery enthusiasts traveled to Nashville in January for Archery Trade Association's 2014 Trade Show. The show, which is a member-driven event to promote commerce within the archery and bow hunting industry, was the first event to use the entire building and generated \$10 million in direct economic impact.



FEBRUARY: ANTIQUES & GARDEN SHOW

The Music City Center hosted the 24th Annual Antiques and Garden Show of Nashville. The show featured over 150 horticulture and antique dealers and is the largest show in the country combining fine antiques, horticultural items and garden spaces into one spectacular event. In the past 23 years, the volunteer-managed show has raised over \$5.5 million for Cheekwood Art & Gardens and the Economic Club of Nashville Charities.



MARCH: NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

Thousands of members of the National Rural Electric Cooperative Association traveled to Nashville in March for NRECA's 2014 Annual Meeting. The event brought over 10,000 people to the city and generated almost \$30 million in economic impact.

APRIL: WOMEN'S FINAL FOUR

The Music City Center hosted the Women's Final Four Tourney Town presented by Capital One, which is a free fan festival celebrating the best in women's college basketball during the NCAA Women's Final Four games. This year was the first time the event, which is arguably the biggest event in women's collegiate athletics, took place in Nashville and it brought an estimated 30,000 people to town for five days.



MAY: DIGITAL NOW

The Music City Center welcomed digitalNow 2014 to Nashville in May. digitalNow, which is considered to be the premier summit for association leaders, brings together CEOs, CIOs, CFOs, Executive Directors and volunteer leaders from some of the most influential professional and trade associations in America.

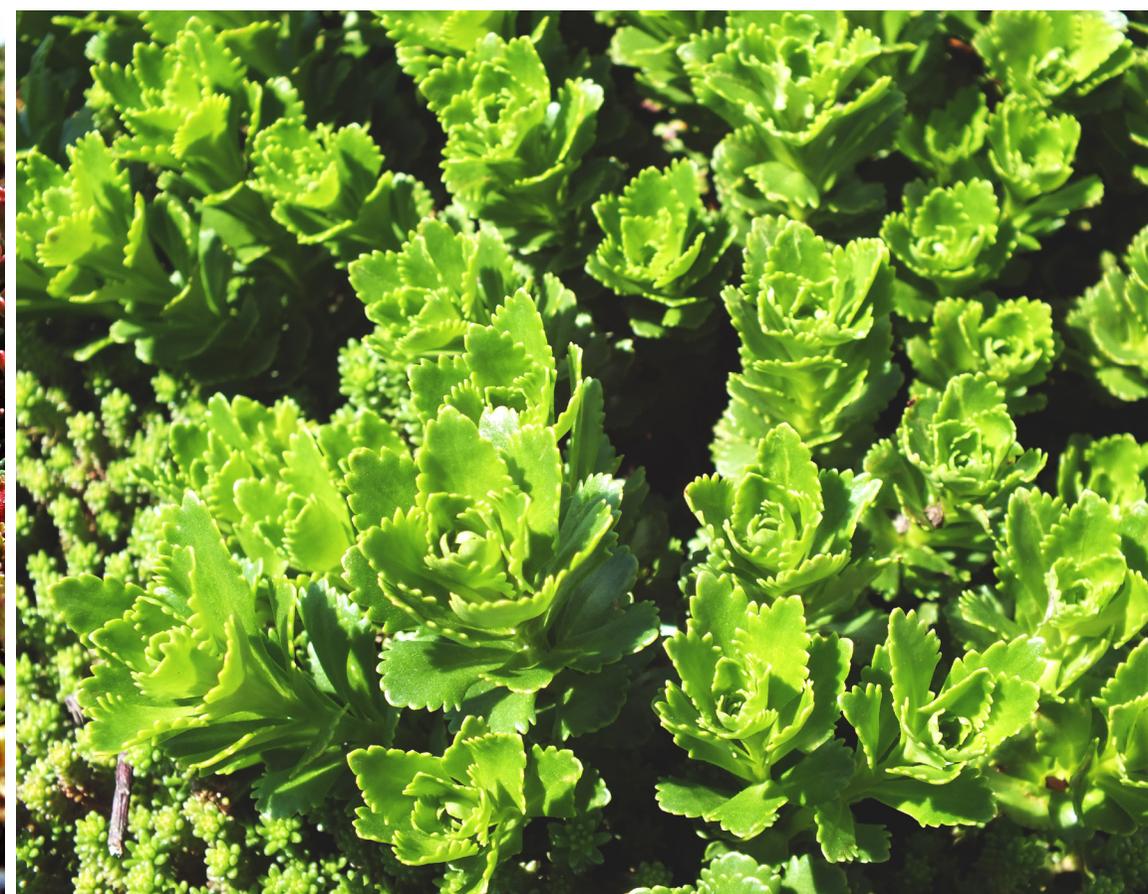
JUNE: CMA FEST

Over 60,000 people swarmed the Music City Center exhibit hall during the 2014 AT&T U-verse Fan Fair X. The event, which featured autograph signings, concerts, and interviews with country stars, generated over \$40 million in economic impact.



SUSTAINABILITY

845 solar panels



The Music City Center makes it a part of our mission to focus on environmental sustainability and the Music City Center is LEED® Gold certified for New Construction by the U.S. Green Building Council and verified by the Green Building Certification Institute. The LEED (Leadership in Energy and Environmental Design) green building rating system is a globally recognized symbol of excellence in green buildings. LEED certification identifies Music City Center as a showcase example of sustainable design and demonstrates leadership in transforming the building industry. Features key to the Music City Center's LEED Gold certification include a green roof, a rainwater harvest system and extensive LED lighting with specialized controls. The four-acre green roof, currently the largest in the Southeast, is composed of 14 different types of vegetation which slow rainwater runoff and

direct it to a 360,000 gallon collection tank. Harvested rainwater is then used to flush over 500 toilets/urinals and irrigate outdoor landscaping. All toilets, urinals and faucets in the Music City Center utilize low-flow technology and are part of the water management plan that reduces the facility's overall water usage by 40 percent. The roof helps to reduce energy usage by absorbing heat and acting as an insulator to reduce the amount of energy needed to provide heating and cooling to the facility. As lighting can account for 30 percent of energy used in buildings, the Music City Center uses LED lighting equipped with occupancy sensors, photo sensors and dimmable ballasts to reduce energy use. On average, the building consumes 20 percent less energy than conventionally designed buildings of the same type.



FUN FACTS July 1, 2013 - June 30, 2014



ENERGY

Along with the many energy-saving features of our building the MCC is dedicated to producing and using renewable energy. This fiscal year our array of 845 solar panels produced

324,026 kWh

saving us **\$25,566.03** in energy costs

*This is enough energy to power over 25 homes for an entire year!

COMMUNITY ENGAGEMENT

Corporate sponsor & exhibitor for the 2014 *Nashville Earth Day Festival*

186 tours

This year the MCC has hosted 186 educational building tours for our local community members

29,189.6 lbs of food

Partnering with our local rescue missions, the MCC has donated over 29,189.6 lbs of food to help those in need



WATER

Due to our rainwater reuse program our facility was able to reduce water usage by 40% this year saving

3,028,652 gallons of water This is enough water to fill an Olympic sized swimming pool **4.5** times



SUSTAINABLE CATERING

Our award winning Executive Chef Max Knoepfel is committed to cooking with the best fresh, nutritional and sustainable ingredients that Middle Tennessee has to offer

REAL® VERIFICATION

2014

1st convention center to be REAL certified by the US Healthful Food Council



2013

\$1.8 million

was spent on food and beverage from local businesses

60 local/regional farms

Our produce is purchased from a network of 60 local/regional farms surrounding our community



WASTE

The MCC is dedicated to reducing its environmental impact by implementing extensive recycling programs to avoid sending recyclable materials to the landfill

MIXED RECYCLABLES

(paper, cardboard, aluminum foil, steel cans)

103.24 tons

COMPOST

(food waste)

8 tons

PRINTER CARTRIDGES

70 total

PALLETS

1,351 total

GREASE

5,258 lbs

AWARDS & CERTIFICATIONS

AWARDED LEED® GOLD

2014

Awarded LEED® Gold certification for New Construction by the U.S. Green Building Council



GOVERNOR'S ENVIRONMENTAL STEWARDSHIP AWARD

2013

Winner in the Green Building Category

MAYOR'S WORKPLACE CHALLENGE

2014

Achieved Gold Level in the Green Category for the Mayor's Workplace Challenge



845 solar panels

The MCC has a 211 kWh solar panel system that can be found on the green roof. Our solar production for this fiscal year has been 324,026 kWh for a cost savings of \$25,566.03. You can keep up with our solar production every day at <https://solarems.net/kiosks/182>.



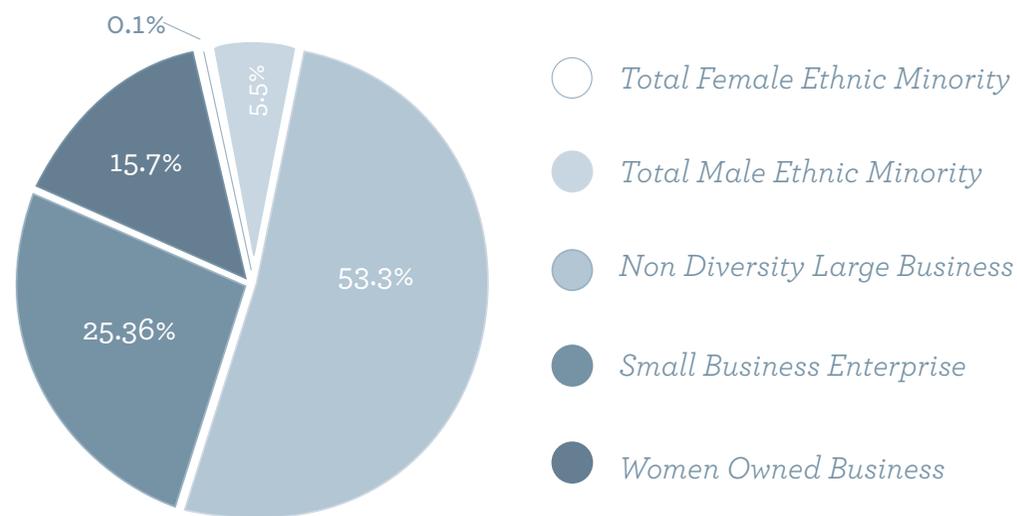
At the Music City Center, we are committed to supporting and encouraging sustainable practices and this commitment underlies all our day-to-day operations. We donate all of our leftover food to the Nashville Rescue Mission, Second Harvest of Middle Tennessee or Walden's Pond.

DIVERSITY BUSINESS ENTERPRISE



The Music City Center’s Diversity Business Enterprise Program is an outgrowth of Mayor Karl Dean’s 2007 commitment to ensuring Nashville’s diversity is reflected through the way local government conducts business. With the oversight of the Convention Center Authority, the project and operations team designed the program to ensure that all qualified and registered minority, women-owned, and small businesses get fair and equal access to procurement opportunities. During construction, more than 30 percent of spending or \$130 million went to minority, small or women-owned businesses. The operations team has continued to grow the DBE program and at the end of this fiscal year, the Music City Center reported a 46.67 percent DBE participation.

DBE PARTICIPATION SUMMARY	% OF TOTAL	# OF COMPANIES
MINORITY OWNED BUSINESSES	5.6%	6
WOMEN OWNED BUSINESSES	15.7%	12
SMALL BUSINESS ENTERPRISE	25.36%	4
TOTAL	46.67%	22



COMMUNITY OUTREACH



Thousands of high school students visited the Music City Center in October for the fifth annual “My Future, My Way” Career Exploration Fair. The Academies of Nashville invited over 5,000 ninth graders from Metro Nashville Public Schools to the fair to learn about different careers and local colleges and universities that offer training for these various careers. The students had the opportunity to interact with about 300 volunteers from local businesses. They spoke with at least three booth volunteers from various industries and learned what they need to study now to be successful in a particular career.



A group of students in the Future Business Leaders of America (FBLA) chapter at Calloway County High School came to tour the Music City Center for their “Day in the Corporate World” annual field trip. Charles Starks, President/CEO, and Heidi Runion, Director of Finance & Administration, spoke to the group about what we do at the Music City Center. The group then toured the building with Amanda Littleford, Sustainability Coordinator, and Regina Hicks, Guest Experience Manager, and learned about the art and the green features at the MCC before moving on to tour the Omni Hotel.

The MCC proudly partners with Hunters Lane High School on a number of school initiatives. On February 12th Erin Hampton, VP of Human Resources, spent time with students at Hunters Lane reviewing resumes and offering interview tips. Erin Hampton, Brian Ivey and Mary Brette Clippard also participated in the Hunters Lane High School Academy Showcase on February 18th.



Chef Max was guest chef at the Grow Local Kitchen in the Nashville Farmers’ Market in March and featured some delicious dishes such as slow roasted beef short ribs, quinoa with butternut squash and cinnamon vanilla bread pudding. He talked to the guests about the importance of using fresh, local produce in dishes and demonstrated how dishes can be delicious and healthy. He taught the audience about various vegetables and grains, such as kale and quinoa, and other healthy ingredients that are easy to incorporate into a daily diet. He also talked about the importance of buying local and being as sustainable as possible, highlighting how the MCC kitchen recycles, composts and donates leftover food.

The Music City Center celebrated Earth Day in April and as education is at the heart of earth day, the team celebrated by participating in the Nashville Earth Day Festival in Centennial Park. At the Earth Day Festival, the team sponsored a booth and educated visitors about the sustainability practices at the MCC, handed out information about the recent LEED® and REAL certifications and showed off samples of the sedum on the green roof.



Amanda Littleford, the Music City Center’s Sustainability Coordinator, taught four classes at Independence High School on Earth Day. She educated the students about the greenhouse effect, energy use and climate change. She talked about the ways the Music City Center reduces its carbon footprint by conserving water and energy. She also taught them how they can reduce their carbon footprint every day by following the three R’s: Reduce, Reuse and Recycle.

ART & TOURS



Since July 2013, 186 groups from local businesses and civic organizations have toured the Music City Center to see the beautiful architecture and exquisite art collection. Music City Center is proud to be the home of 128 pieces of art. During the master planning process, the Convention Center Authority budgeted \$2 million for art in the new convention center and worked with an art committee, consisting of art professionals and Nashville citizens, to select the pieces for the building. Over 225 artists submitted

applications and the pieces that were chosen feature a broad spectrum of artistic media including paintings, suspended pieces, new media, mosaics, and light works. Of the 52 artists represented in the acquired art collection, 32 are from Davidson County. Another 16 are from other parts of Tennessee, and the remaining four are from Georgia and Kentucky. The art committee also chose to commission eight site-specific, monumental pieces and two of these pieces came from local artists, Jamaal Sheats and Alicia Henry.



The Convention Center Authority published "UNCONVENTIONAL – Nashville's Music City Center," which is a stunning publication documenting the extraordinary artwork found throughout the new convention center. Striking photography and informative essays catalog the impressive collection of public art and how it compliments the iconic architecture of the facility. The commemorative 12" x 12" art book is available to order at www.nashvillemusiccitycenter.com/art-collection.

Individuals wishing to tour the Music City Center may do so by registering on the website for one of the available tour dates. Tours are complimentary and will last 45 minutes to an hour. Guests can park in the parking garage located on 6th Avenue between Demonbreun and Korean Veterans Blvd. There is a fee for parking and passes will not be validated. Guests should meet at the

6th and Demonbreun entrance and wear comfortable shoes as there is a lot of walking. Business and civic organizations wishing to tour the building should do so by contacting the Guest Experience Manager, Regina Hicks, at 615-401-1469 or regina.hicks@nashvillemcc.com to schedule a group tour.



FOOD & BEVERAGE



786 banquets



In January 2014, the Music City Center opened Al Taglio and Dunkin Donuts. Located on the corner of 5th Avenue and Korean Veterans Blvd., both restaurants have entrances inside and outside the building to serve both the local community and convention-goers. Dunkin Donuts offers hot and iced coffee, espresso drinks, donuts, muffins, oatmeal and bagels. Al Taglio is Nashville's first Roman-style pizzeria that offers a pizza and café menu "with a Nashville accent," artfully blending traditional offerings with contemporary conveniences. The 36-seat dining space includes a café bar featuring award-winning local roaster Just Love coffee and barista beverages; a full bar featuring local craft beers and spirits, signature cocktails by Music City Center's award-winning mixologist and wines by the glass; and an outdoor terrace complete with a fire pit and additional seating for al fresco dining.

MAX KNOEPFEL

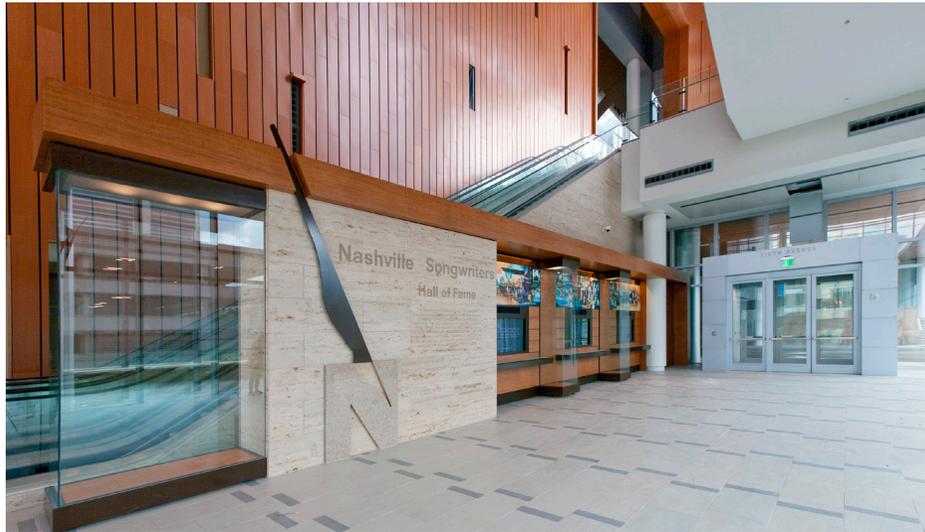
Award-Winning Head Chef of the Music City Center

Chef Max Knoepfel is the Executive Chef of the Music City Center and is the driving force to bring upscale and trend-setting cuisine to the facility. Chef and his team focus on promoting regional cuisine and representing the local flavor and bounty of Tennessee. He insists on using the best fresh and nutritional sources from over 60 local farms in the area and his team meets the highest standards every day by planning menu items based on what's in season and constantly adapting to customers' specific requests.

Chef Max received the "Culinary Excellence" award at the 2014 Centerplate Convention held in Orlando. This is the only culinary specific award made by Centerplate and is essentially the "Chef of the Year" award among the Centerplate chefs.



NASHVILLE SONGWRITERS HALL OF FAME



The Music City Center is the new home of the Nashville Songwriters Hall of Fame. The Nashville Songwriters Hall of Fame Foundation is a non-profit organization dedicated to honoring and preserving the songwriting legacy that is uniquely associated with the Nashville music community. Its purpose is to educate, celebrate and archive the achievements and contributions made by members of the Nashville Songwriters Hall of Fame to the world. The Hall of Fame is located in the lobby adjacent to Sixth Avenue (facing Demonbreun Street) and features graphic displays and artifacts as well as a state-of-the-art interactive, digital exhibit.

Today, induction into the Nashville Songwriters Hall of Fame is one of the nation's highest songwriting honors and the Hall of Fame boasts 188 members, such as Johnny Cash, Bob Dylan, Vince Gill, Roy Orbison, Dolly Parton and Hank Williams Sr.

OMNI NASHVILLE HOTEL



The much anticipated Omni Nashville Hotel opened on September 30, 2013 with a ceremonial ribbon-cutting ceremony. Many Omni Hotel & Resort executives and local dignitaries were in attendance, including Governor Bill Haslam and First Lady Crissy Haslam, Mayor Karl Dean, and council members from the Metro Government of Nashville and Davidson County. Following the ceremony, guests toured the hotel and enjoyed live entertainment from local Nashville bands.

Omni Nashville Hotel is located adjacent to the Music City Center and is connected to the Country Music Hall of Fame and Museum. The hotel boasts over 800 guest rooms and suites and offers more than 80,000 square feet of meeting and event space. The design of the hotel reflects the local flavor of the city, with a fabulous art collection with pieces from many well-known local artists.

The hotel offers a number of culinary options, such as Kitchen Notes, Bob's Steakhouse, Barlines and Bongo Java. The Omni's premiere spa offers a full range of salon and spa treatments. Guests can also enjoy gorgeous views of downtown Nashville on the deck of the urban rooftop pool.

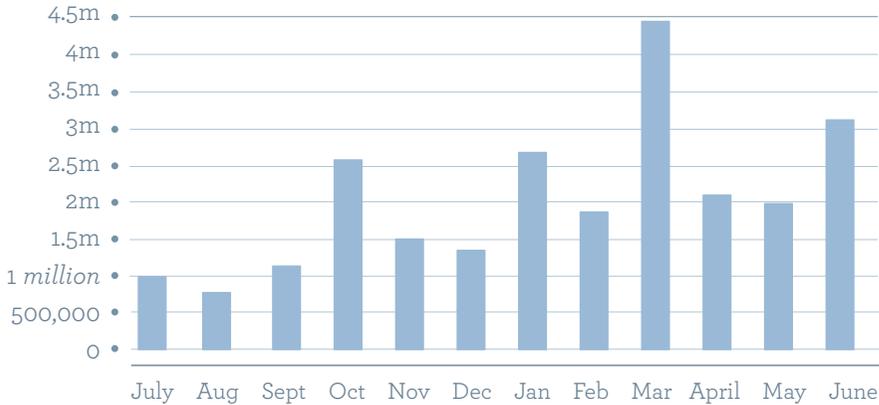
FINANCIAL SNAPSHOT



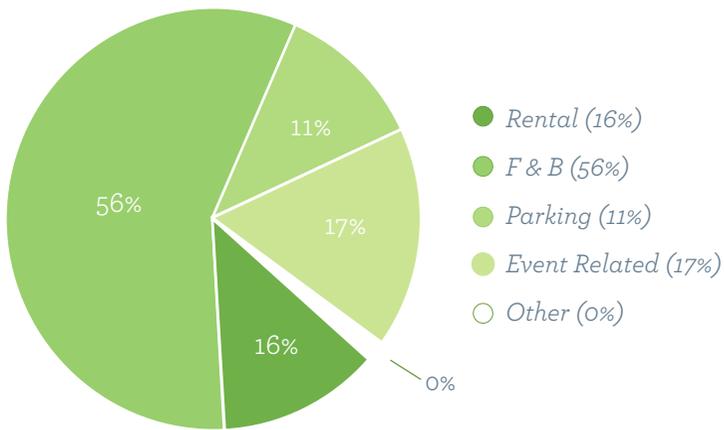
OPERATIONAL REVENUE Fiscal Year 2014



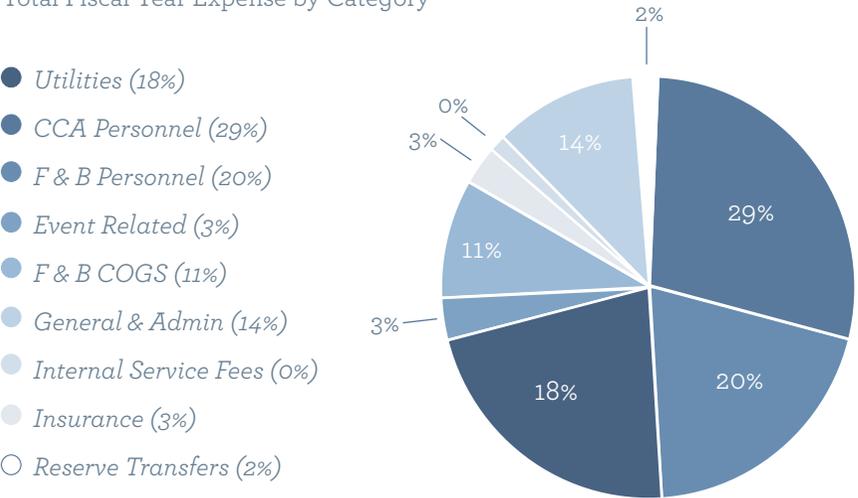
OPERATIONAL EXPENSE Fiscal Year 2014



Total Fiscal Year Revenue by Category

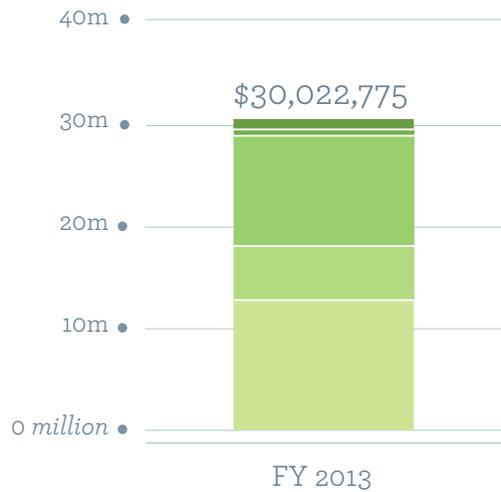
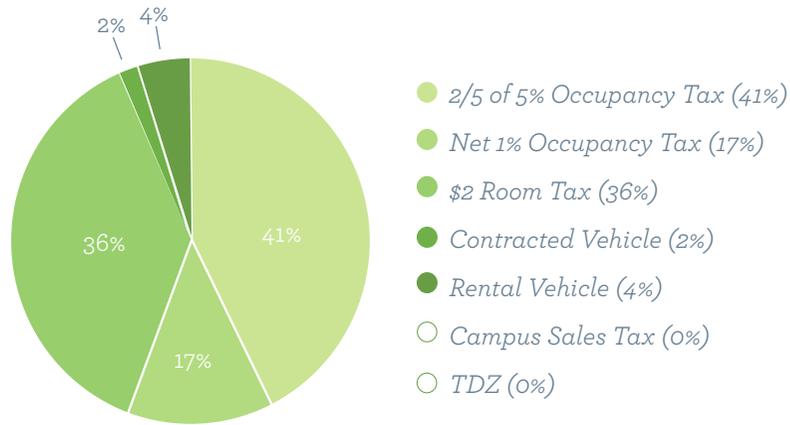


Total Fiscal Year Expense by Category

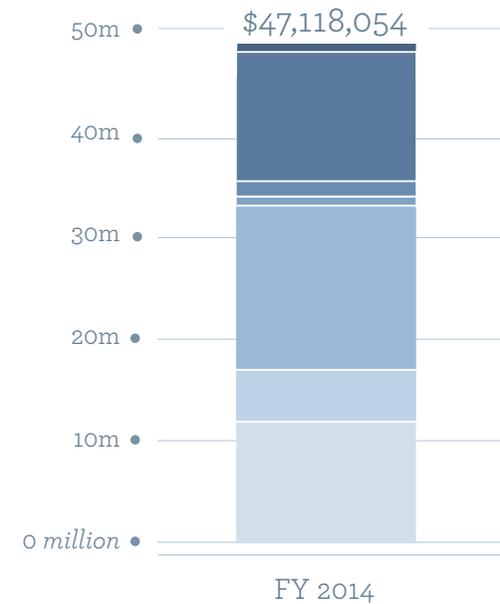
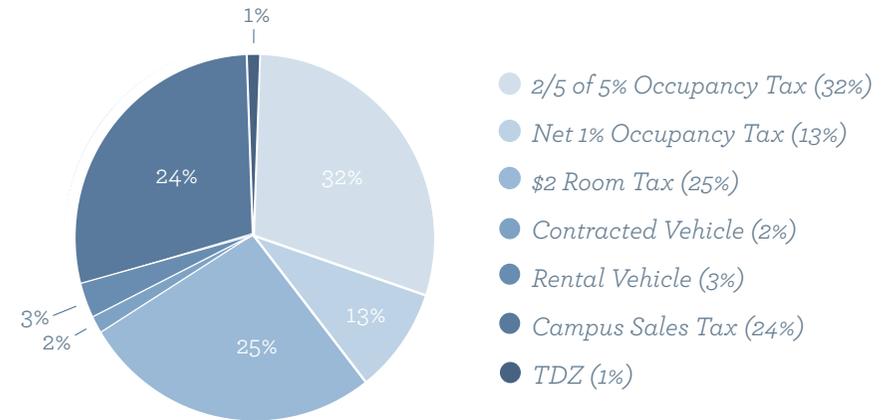


*Fiscal data above includes Gross Revenue & Expense for Food & Beverage Operations managed by Centerplate.

FY2013
MCC Total Tourism Tax Collections



FY2014
MCC Total Tourism Tax Collections



* TDZ amount is calculated by the State of Tennessee yearly and paid to the CCA in September of the following Fiscal Year.



CONVENTION CENTER AUTHORITY MEMBERS



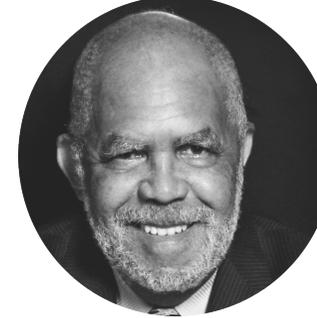
WAVERLY D. CRENSHAW, JR.



MARTY DICKENS
Chairman



IRWIN FISHER



FRANCIS GUESS



VONDA MCDANIEL
Vice Chair



WILLIE MCDONALD



LUKE SIMONS



MONA LISA WARREN
Secretary Treasurer



LEO WATERS



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ERIC BLOUIN
Director of Technology



MARY BRETTE CLIPPARD
Marketing & PR Manager



BILL FACELLA
Director of Event Services



JIM GREER
Director of Engineering



ERIN HAMPTON
*Vice President
of Human Resources*



BRIAN IVEY
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Sales & Marketing*



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Director of Sales



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*Sr. Vice President &
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Director of Purchasing



HEIDI RUNION
*Director of Finance &
Administration*



DEWAYNE SMITH
Director of Facilities



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President & CEO



RICHARD WAGNER
Director of Security & Parking



DOUG ZIMMERMAN
*Food & Beverage
General Manager*



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