

MMHLA

January 2018

Metropolitan Memphis Hotel & Lodging Association

MMH&LA - the source for information and education, and the advocacy voice for the hotel and lodging industry in the metropolitan Memphis area.

January Luncheon

We have some great information to share with you starting with our first presentation on how to understand the TAP Report and what you need to know in order to make 'well informed strategic sales and marketing decisions.'

We will also have a full presentation on the Memphis Cook Convention Center Renovation. This is a must see and I promise that **YOU WILL BE IMPRESSED!** There is so much to talk about that we extended this luncheon to 1:30pm!

Our featured Guest Speaker will be:
Jeff Eastman, President & CEO

1-24-2018

Sheraton Memphis Downtown

TO REGISTER: [Click Here!](#)

When

Wednesday January 24,
2018 from 11:30 AM to
1:30 PM

Where

Sheraton Memphis
Downtown
250 N Main St.
Memphis, TN 38103

20th Annual Lodging Industry Update

The Guest House at Graceland, Friday, February 16, 2017, 7:30AM - 10:45AM

FROM THE RIVER TO COLLIERVILLE AND HOW IT IMPACTS HOTEL DEMAND

Frank Quinn Managing Director of CBRE Memphis

HEALTH OF THE HOTEL INDUSTRY IN MEMPHIS

Chuck Pinkowski, Pinkowski & Company

PROGRESS OF THE AIRPORT REDEVELOPMENT

Pace Cooper, Chairman of the Memphis & Shelby County
Airport Authority and President and CEO of Cooper Companies

STATE OF THE NATIONAL LODGING MARKET BASED ON INFORMATION FROM STR

Jeff Higley, Editorial Director, Hotel News

PANEL OF SALES EXPERTS ON HOW TO SUCCESSFULLY MARKET HOTELS FROM SELECT SERVICE TO CONVENTION CENTER HOTELS

Kevin Kane, MCVB President & CEO



Frank
Quinn



Pace
Cooper



Jeff
Higley



Chuck
Pinkowski



Kevin
Kane

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MCVB HOLIDAY PARTY



The newly renovated 1909 grand Carousel in all its glory. Formerly a part of Libertyland until the park closed, this Carousel is now fully restored and housed at the Children's Museum of Memphis.



Attendees in line at the refreshment table.



The talented band that played for us.



John Rucker (Key Magazine) and Peggy Callahan (Kemmons Wilson School)



Charlie Swan (Retired from Wright Investment Properties), Gloria McCollum (Pinkowski & Company), Rick Apple (US Foods) and Jody Driver (FedEx)



Doug Owings (Owings Properties) with his wife Debra Owings riding the carousel



Wayne Tabor (President MMHLA) with his wife Sheryl on the carousel



Kevin Kane (MCVB President & CEO) takes advantage of the free carousel rides!



Chuck Pinkowski (Pinkowski & Company) with his wife Jenny Pinkowski

MMHLA HOLIDAY LUNCHEON



James Jerome (Courtyard by Marriott Collierville), Tricia Weatherford (Residence Inn Downtown), and Anne Marie Famalette (Courtyard by Marriott Collierville) matching festively!



Rebecca Thompson (Hampton Inn & Suites Germantown) and Jason Arndt (McNeill Hotel Company)



Looking out over the last luncheon of 2017. The Guest House at Graceland sure knows how to serve up the best food.



Begin the holiday raffle! Wayne Tabor (President MMHLA), John Rucker (Key Magazine), Andy Odle (MCVB) and Chuck Pinkowski (Pinkowski & Company) acted as Santa and his Elves.



Tonecia Kirby (Horseshoe Casino and Hotel) with her raffle gift!



Andy Odle (MCVB) handing over a gift to Jim O'Brien (Valor Hospitality)



Lavinzia Porter (Courtyard Memphis East), Allison Campbell (Guest of Wayne Tabor), Wayne Tabor (President MMHLA), Cindi Lewis (Madison Hotel), Andy Odle (MCVB)

Ring in the New Year with a

2018 MMHLA BUYERS GUIDE

...Coming Soon!

MMHLA OFFICERS & BOARD

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Kevin Kane	Jim O'Brien
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PRESIDENT'S JAN. 2018 LETTER



Wayne Tabor
President MMHLA

As most of the Memphis and Shelby County hospitality industry knows already, Mayor Strickland announced over the holidays that the city would be renovating and expanding the Memphis Cook Convention Center. The cost of this expansion will run \$175 million. I have been on the Convention Center Commission Board for almost 18 years now. The Board has been working on this renovation for at least 12 years. We are finally there thanks to the hotel industry for getting behind the 1.8% city bed tax increase two years ago and to the Strickland administration and city council for finding tourism development zone tax money

to make this renovation possible. It's been a long and bumpy road getting where we are today. We won't be the biggest convention center in the state, but with all the upgraded hotel quality furnishings, the additional break out rooms, new amenities and exterior renovations, we will not take a back seat to any other convention venue. Here are just a few of the planned upgrades to the facility:

1. There is a deficiency in the number of breakout meeting rooms. In the current configuration there are about 30 breakout meeting rooms. Many of those meeting rooms are hard-walled with low ceilings and have columns that cause major obstruction during audio-visual presentations.

- The new configuration will add over 20 new meeting rooms, bringing the total to 52 breakout meeting rooms. In addition, all meeting rooms will have ceiling levels between 16-20 feet, and most meeting rooms will have air walls that will allow for more flexibility to make rooms larger or smaller.

2. The main exhibit hall, with close to 120,000 square feet of column-free space, is a real advantage, however, when there is a need to convert a hall into a banquet-type atmosphere, it is expensive, time consuming and difficult to transition.

- The west end of the main exhibit hall will be reconfigured to have the flexibility to be easily transformed into a beautiful 40,000 sq. ft. secondary ball room. Retractable ceiling lights, upgraded wall finishes, permanent carpet and a newly constructed exterior pre-function

concourse overlooking the Mississippi River will be added to create this new space.

3. With the exhibit hall on the second level there is only one way in and out, and one loading dock, which causes additional expense and time for meetings, conferences and trade shows on their load-in and load-out.

- Within this expansion there will be a total redesign of the second-floor loading docks. The final configuration will give us five permanent docks on the second level which will accommodate five 18-wheelers to load in out for shows.

4. The 2003 addition to the Cannon Center of Arts gave an exterior visual of a new vs. old building. This immediately caught the eye of meeting planners who wanted to shy away from going into the older part of the building.

- Under this renovation, a complete exterior façade transformation will take place to modernize the entire convention center complex.

5. Built in the 1970's, the MCCC had very few windows that took advantage of the aesthetics of the surrounding area, namely the Mississippi River.

- A new southern glass concourse will extend around to the west side of the exhibit hall to allow for maximum view of the Bass Pro Pyramid, the State of Arkansas, the Mississippi River, and the Memphis skyline. Additional windows will be installed on the eastern side of the building to take advantage of hotel views, the downtown trolley, and views to the east.

6. With 48 doors around the massive footprint, it is hard to determine where the main entrance is at the MCCC.

- A new grand entrance on the east side of the building across from the Sheraton Hotel will be designed as part of these renovations and upgrades.

7. The MCCC has close to a 1,000-car underground parking garage. The arrival area from the parking structure into the lower level of the building is very nondescript and unwelcoming.

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The arrival doors from the parking garage into the building will be greatly enhanced to provide a real sense of arrival. In addition, when entering the lobby in what is now called the South Hall area, escalators will be repositioned and opened up to the natural light of the main lobby to give a welcoming sense of arrival.

Why not build a new convention center? Extensive analysis was given to scrapping this renovation and potentially waiting until property and funding might become available for a new convention center complex. Based on estimates by third party experts to recreate the scope of what we currently have, not including the

Cannon Center for the Performing Arts, would cost in excess of \$500 million and would likely delay the start of such a project by a couple of years. When the City of Memphis and the Cook Convention Center Board of Commissioners looked at all of the research, it was unanimously agreed upon that improving the existing facility is the right thing to do. We also feel that these improvements will position Memphis and Shelby County in the meetings and convention business for the next two to three decades. Bottom line, this is a smart and practical course to proceed in making the Memphis area attractive to meetings, conventions and trade

shows. So, a BIG THANKS to the Convention Center Commission Board, Mayor Strickland, City Council and to YOU, the hotel industry, for making the sacrifice of increasing the bed tax to get this project done.

See you around town and send each other your over flow!

Wayne D. Tabor
President & CEO
MMHLA

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2017-2018 CALENDAR

Dates & locations subject to change. (*Indicates change from normal 3rd Wed. of month)
If you would like to volunteer a venue or present a luncheon program please contact Deanna Ross. Her number is in the MMHLA Officers & Board box on the cover under MMHLA Office.

Dec. 12 - BOD Meeting

8:30-10:00am - Peabody Memphis

Dec. 20 - MMHLA Holiday Luncheon

11:30-1:30pm - The Guest House at Graceland

Jan. 9 - MMHLA BOD Meeting

8:30-10:00am - Location-TBD

Jan. 17 - MMHLA Luncheon

11:30-1:00pm - Location-TBD

Feb. 13 - BOD Meeting

8:30-10:00am - Location-TBD

Feb. 16 - Lodging Industry Update

The Guesthouse at Graceland

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