



Using New Media to Communicate Construction Projects: Nashville International Airport's Experience

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Metropolitan Nashville Airport Authority™
A Six Sigma Organization

Overview of Terminal Renovation Project

- Renovation of BNA's nearly 900,000 square foot facility
- First renovation in 21-year-history of Nashville International Airport's existing terminal, which opened in 1987
- Multi-year, multi-phase project launched in October 2006
- Multi-million dollar budget: \$40 million for Phase 1; \$150 million for all phases



Phase I - Expected completion: 2008

- New food and beverage and retail outlined in Master Concessions Plan: Reflects a strong local flavor as well as national brands
- Central security checkpoint: Re-configuration and consolidation of nine existing security checkpoints to a single checkpoint with 12 lanes



Phase I - Expected completion: 2008

- Concourse skylights
- Flight information panels
- Re-configured pre-security concessions space to provide a new meet-and-greet area



Phases II-IV – Expected completion: 2011

- New ticket counters and gate podiums
- Enlarged ticket lobby
- New carpeting in public area
- Renovation of restrooms



Phases II-IV – Expected completion: 2011

- Maintenance upgrades to and replacement of elevators, escalators and HVAC units
- Renovation of hold rooms
- Replacement of wall coverings



Key Elements of Renovation Plan

- Incorporating Master Concessions Plan
 - Goal: Passengers taste and experience Nashville

*“We want people to know that they’ve come to Nashville when they walk through the airport.”
-- Raul Regalado, president & CEO*



Key Elements of Renovation Plan

- Expands BNA's landscape to include more local cuisine and retailers
 - Swett's – local meat-and-three
 - Tootsies Orchid Lounge – honky tonk with famous location on Lower Broad
 - Noshville – Nashville's version of a New York delicatessen
 - CMT Loot/Discover Nashville Music City
 - Kids Works/Nashville Zoo



Key Elements of Renovation Plan

- Addition of nationally recognized concepts and stores celebrate Nashville's most famous export – music – in every form
 - From live performance and karaoke recording spaces, to on-screen videos, to DVD listening stations, to CDs reflecting not only country music, but also every musical taste



Key Elements of Renovation Plan

- Local artists have been featured for years via Arts at the Airport program, as has Nashville's music culture with plenty of live music
- With the new concession areas, more live music will be brought into the secure side of the terminal for greater access



Key Elements of Renovation Plan

- National concepts incorporated
 - Starbucks
 - Wendy's
 - Burger King
 - Manchu Wok
 - Hudson News & Booksellers
 - Life is good



How We Communicate Progress

- News releases and media advisories
- News conferences/
public events
- Tours for media
- Web site



How We Communicate Progress

- Local and national pitches to highlight unique aspects of renovation and airport (Source: AP Photo)
- A.M. Radio station
- Community outreach
- Radio interviews
- TV Interviews including live local TV call-in show
- Newsletter





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