



## **CREATIVE ARTISTS AGENCY'S NASHVILLE OFFICE TO RELOCATE TO NASHVILLE YARDS IN 2025**

**Southwest Value Partners and AEG Currently Constructing  
Vibrant and Innovative Mixed-Use District in Nashville's Urban Core**

### **Move Signals CAA's Rapid Growth in Nashville and Southeast Region**

NASHVILLE, TN (November 6, 2023) – Leading entertainment and sports agency Creative Artists Agency (CAA) announced today that it has signed an agreement to relocate its fast-growing Nashville office in late 2025 to Nashville Yards' mixed-use district, being developed by Southwest Value Partners and AEG. CAA will occupy nearly 75,000 square feet across two floors and have exterior crown signage as the anchor tenant in the modern, class A+ creative office building amid a walkable, urban community with high-end hospitality amenities, exceptional retail and restaurant selections, and a world-class 4,500-capacity music and event venue, among other offerings. With this move, CAA will be at the center of Nashville's most highly anticipated new neighborhood.

"Guided by our colleagues in Music, CAA opened our first office in Nashville in 1991, immediately making an impact on Music City that continues today," said Howard Nuchow, Co-Head, CAA Sports. "With more than 3,400 employees across 25 countries, CAA's track record of success and growth in the representation of entertainment and sports talent and brands has solidified our leadership position around the world. The move to Nashville Yards demonstrates our commitment to Nashville and the Southeast, while providing our employees, clients, and guests an inspiring environment that captures the spirit of Nashville, one of the most significant sports and entertainment destinations in the world."

Designed by the award-winning CannonDesign, CAA's offices will have unique features including tech-enabled, indoor-outdoor workspaces, game and listening lounges, private terraces on each floor, and substantial space devoted to collaboration and connection, leaning into the close-knit culture of CAA's music and sports divisions. The creative office building at 955 Church Street is the first of its kind in Nashville and a strikingly unique addition to Nashville Yards, showcasing an articulated metal façade, ultra-clear glazing, and layered floor plates allowing outdoor private terraces on every floor. Adjacent to the new state-of-the-art music venue and Amazon Nashville's two office towers, the building rises eleven stories above Church Street with large 40,000+ square foot floorplates, soaring ceiling heights, three levels of curated retail, dining, and entertainment along with best-in-class private amenities including meeting hubs, entertainment spaces, and a large outdoor vegetated deck overlooking Nashville Yards.

CAA employees will enjoy access to open plazas, courtyards, and green spaces; ample parking, valet, and executive car services; and proximity to the luxury Grand Hyatt Nashville and newly

renovated Union Station Nashville Yards. The development will boast the signature elements of AEG's similar and successful residential, sports and entertainment districts in London, Berlin, and Los Angeles.

"CAA is a powerful brand in the global entertainment industry and their expanded presence at Nashville Yards furthers Nashville's already significant place in the constantly evolving sports and entertainment world that touches our lives every day." said Cary Mack, Managing Partner of Southwest Value Partners. "As the anchor tenant in our creative office building, they bring a special cache, unique character and highly creative presence to our esteemed mix of Nashville Yards' tenants, while delivering an unmatched working environment for their team and the world-class artists, athletes and brands they represent."

Founded in 1975, CAA is the category-defining leader in the representation of talent and brands in filmed and live entertainment, sports, and beyond. From motion pictures, television, theatre, music, video games, publishing, and podcasts, to endorsements, speakers, fashion, the creator economy, and more, CAA represents popular culture's most influential stars and emerging talent.

CAA's Nashville operations, currently located in the SunTrust Building next to the Ryman Auditorium and less than a mile from Nashville Yards, includes more than 130 employees across Music Touring, Music Brand Partnerships, Music Marketing, Digital Media, Baseball, Football, Hockey, Coaches, Brand Consulting, Property Sales, and CAA ICON, the industry-leading owner's representative and strategic management consulting firm, which oversees the development, design, and construction of major stadiums worldwide. CAA ICON helped guide the successful building of Nashville SC's Geodis Park and will provide project development and management services to the Tennessee Titans on the development of its new stadium.

Throughout the last three decades, CAA's Music division has grown alongside Nashville's evolving country music scene. In the past year alone, CAA booked many of the year's biggest tours, including those for Tim McGraw, Keith Urban, Shania Twain, Willie Nelson, Zac Brown Band, The Chicks, and Carrie Underwood, among many others. Recently, the CAA team has grown a new group of headliners including Jelly Roll, Cody Johnson, Brett Young, Kelsea Ballerini, Dan + Shay, Carly Pearce, Jon Pardi, Sam Hunt, Whiskey Myers, and Koe Wetzel. In addition, the team is continuing to sign the most exciting, emerging talent, with acts like 49 Winchester, Warren Zeiders, Hailey Whitters, Luke Grimes, Wyatt Flores, Priscilla Block, Dylan Marlowe, and Larry Fleet, who are all poised to make an immediate impact. Outside of country music, CAA's roster continues to reflect the musical diversity that has earned Nashville its moniker, "Music City," with notable clients including Maroon 5, Hootie and the Blowfish, Mumford & Sons, Twenty One Pilots, Niall Horan, Vampire Weekend, The Black Keys, and Nickelback, among many others.

Per industry publication *Pollstar*, CAA represented more acts among the 20 highest-grossing tours of 2022 than any other agency, and at the 2023 mid-year point, CAA also led the market, representing seven of the artists among the top 20 worldwide tours and one-quarter of the top 100 tours. The broader team at CAA saw an unprecedented year, booking tours for more stadium artists than all other agencies combined, including Harry Styles, The Weeknd, Red Hot Chili Peppers, Beyoncé, Bruce Springsteen, Lana Del Rey, RBD, Muse, Florence and the Machine, and Blink 182, among many others. CAA has been named *Billboard's* Booking Agency of the Year 11 times, as well as *Pollstar's* Booking Agency of the Year for 17 of the past 24 years, including this year.

The five-time recipient of the award for “Best in Talent Representation and Management,” presented by the *Sports Business Journal*, CAA Sports represents more than 3,000 of the world's best athletes in such sports as baseball, football, hockey, basketball, and soccer, in addition to on-air broadcasters, sports personalities, and coaches, including 11 of the 14 head football coaches in the SEC. Beyond traditional athlete representation, CAA Sports provides unique opportunities for clients off the field, in areas including entertainment, licensing, endorsements, speaking, philanthropy, publishing, and video games. CAA Sports also works in the areas of media rights, property sales and sponsorships, brand consulting, venue development and strategic advisory, and executive search. The company has received many awards from the *Sports Business Journal*, recognizing CAA Sports’ excellence in corporate consulting, athlete representation, and property consulting, sales, and client service.

For nine consecutive years, CAA Sports has topped *Forbes’* Most Valuable Agencies list, with more than \$14.1 billion in current active contract value under management and nearly \$4 billion in client marketing revenues, and further solidified its position in the international representation of sports talent with the acquisition of Base Soccer Agency in 2019 and ICM Stellar in 2022. The agency has completed more than \$10 billion in new sponsorship business on behalf of its property clients and orchestrated the landmark naming rights agreements for the LA Clippers’ Intuit Dome, San Francisco 49ers’ Levi’s Stadium, and Golden State Warriors’ Chase Center. CAA Brand Consulting is currently advising, managing, and activating on more than \$4 billion in sponsorship rights deals on behalf of its brand clients. Additional CAA ICON projects have included the O2 Arena, Staples Center, and Chase Center, among many others. The agency’s sports media advisory practice has structured and negotiated more than \$80 billion in media rights deals.

### **About Creative Artists Agency**

Creative Artists Agency (CAA) is a leading entertainment and sports agency, with global expertise in filmed and live entertainment, digital media, publishing, sponsorship sales and endorsements, media finance, consumer investing, fashion, trademark licensing, and philanthropy. Distinguished by its culture of collaboration and exceptional client service, CAA’s diverse workforce identifies, innovates, and amplifies opportunities for the people and organizations that shape culture and inspire the world. Founded in 1975, CAA is headquartered in Los Angeles, with offices in New York, Nashville, Memphis, Chicago, Miami, London, Munich, Geneva, Stockholm, Singapore, Shanghai, and Beijing, among other locations globally. For more information, please visit [www.caa.com](http://www.caa.com).

### **About Southwest Value Partners and Nashville Yards**

Southwest Value Partners is a privately held real estate investment company that invests in institutional quality real estate located in growth markets throughout the United States. Southwest Value Partners has a disciplined and high energy approach to asset acquisition, operating execution, value creation, and asset disposition. To learn more about Southwest Value Partners, visit [www.swvp.com](http://www.swvp.com). Nashville Yards is a 19-acre project located in the heart of downtown Nashville. When complete, the project will be a walkable, urban community featuring high-end hospitality offerings, including the 591-room luxury Grand Hyatt Nashville and the newly renovated Union Station Nashville Yards; exceptional retail and restaurant options; a world-class 4,500 capacity concert venue and entertainment offerings developed in partnership with AEG; and Class-A+ office towers and a creative office building anchored by Amazon Nashville and CAA, including a Class-A+ multi-tenant tower that will serve as the future headquarters of Pinnacle Financial Partners and Bass, Berry & Sims. The development will also offer 7+ acres of

open plazas, courtyards, and green spaces. To learn more about Nashville Yards, visit [www.nashvilleyards.com](http://www.nashvilleyards.com) or follow @NashvilleYards on Twitter and Instagram.

## **About AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. The company operates in the following business segments: Facilities, which through its affiliation with ASM Global, owns, manages or consults with more than 300 preeminent arenas, stadiums, convention centers and performing arts venues around the world; Music through AEG Presents, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals such as the Coachella Valley Music and Arts Festival; Real Estate, which develops world-class venues, as well as major sports and entertainment districts like Crypto.com Arena and L.A. LIVE, Mercedes Platz in Berlin and The O2 in London; Sports, as the world's largest operator of high-profile sporting events and sports franchises including the LA Kings, LA Galaxy and Eisbären Berlin; and Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 160 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).

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