Georgia World Congress Center Authority

March 29, 2016

Authority Meeting

Finance

Legislative

Authority

Centennial Olympic Park
# Financial Snapshot – February 2016

## Profit/Loss

<table>
<thead>
<tr>
<th></th>
<th>Georgia World Congress Center</th>
<th>Georgia Dome</th>
<th>Centennial Olympic Park</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budgeted</strong></td>
<td>$1,052,747</td>
<td>$1,131,612</td>
<td>($62,667)</td>
</tr>
<tr>
<td><strong>Actual</strong></td>
<td>$1,757,699</td>
<td>$1,901,576</td>
<td>($67,899)</td>
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<tr>
<td><strong>Budgeted YTD</strong></td>
<td>$461,186</td>
<td>$28,796,358</td>
<td>($110,450)</td>
</tr>
<tr>
<td><strong>Actual YTD</strong></td>
<td>$1,359,647</td>
<td>$31,192,759</td>
<td>($485,256)</td>
</tr>
</tbody>
</table>

## H/M Tax YTD

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Actual</strong></td>
<td>$20.1M</td>
<td>$18.4M</td>
<td>$17.7M</td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td>9.32%</td>
<td>9.32%</td>
<td>13.52%</td>
</tr>
<tr>
<td><strong>FY15</strong></td>
<td>13.52%</td>
<td>9.32%</td>
<td>13.52%</td>
</tr>
</tbody>
</table>

## Customers

- **(Estimated)**: 194,095

## Economic Impact

- **(Estimated)**: $147.4M
Spring Event Schedule

Julia Karrenbauer
Sr. Director of Business Development
Upcoming Events

• Sweetwater 420 Festival - April 22-24
• Shaky Knees Festival - May 13-15
• Shaky Beats Festival - May 20-22
• 20th Anniversary Celebration - July 16
April 22-24

- Fourth Year at COP
- 3 Days with 3 Stages
- 15,000-20,000 per day
- Earth Day Partnership
May 13-15

- Fourth year for the event in Atlanta – First year with GWCCA
- Utilizing both COP and International Plaza
- 3 stages in COP, 2 stages on the Plaza
- 20,000 per day
- 30-50 years old
- RFID wristbands
- Neighborhood Partnerships
May 20-22

- First year for the event
- 3 stages in COP
- Electronic/Live Band music
- 18-35 years old
- 10,000 - 15,000 per day
July 16

• 20th Anniversary Celebration of the Atlanta Olympic Games
• Focus on volunteers
• Free and open to the public
• Various entertainment elements throughout the day
Festival Operations Plan

Patrick Skaggs
Sr. Director of Campus Operations
Festival Operations Plan

- Sandcap
  Phase 1
Festival Operations Plan

- Tarps
Festival Operations Plan

Decking
Festival Operations Plan

- Tarps
- Decking
Festival Operations Plan

Sandcap
Phase 2
Sandcap project
Sandcap project
Sandcap project
Park Vision Update
Acquisition of Metro Atlanta Chamber of Commerce Building

Pargen Robertson
Legal Counsel
Option for Purchase of Real Property

- Recall that the Option Agreement was executed on **October 30, 2015**
- The Authority paid to MACOC **$200,000** at the time it executed the Option Agreement (which counted as a credit toward the purchase price if in fact the Authority later exercised the Option)
Exercise of the Option

- Subsequently, on **December 28, 2015**, the Authority **exercised** its option.
- At that time, the Authority paid to MACOC an additional **$300,000** (which also counted as a credit toward the purchase price).
Closing on MACOC Acquisition

• The transaction closed on March 23, 2016. At that time, the **$10 million balance** of the purchase price was funded (for a total acquisition price paid to MACOC of $10.5 mm)
MACOC’s Lease Rights and Demolition

• Pursuant to the terms of the deal, MACOC is granted a right to lease office space for 9 to 12 months after closing.
Questions?
Adopt A Brick Campaign

Rebecca Mobley
Marketing and Media Manager
Adopt A Brick History

1996 Adopt A Brick Campaign
• $35
• 480,000+ bricks sold
• Paper, mail in order forms
• No email addresses

2016 Adopt A Brick Campaign
• $65
• 42,000+ bricks to sell
• Digital
• Pedestrian Gateway
Adopt A Brick Timeline

• **October 2015** - Procurement team commenced
• **December 2015** – Awarded Fund Raisers, Ltd. Adopt A Brick bid
• **January 2016** – Launched Website
• **February 1** – GWCCA staff invitation to purchase
• **February 15** – Community partners and neighbors invitation to purchase
• **March 7** – Public announcement of Adopt a Brick Launch
Adopt A Brick

Celebrate your MEMORIES & MILESTONES
ORDER YOUR BRICK TODAY!

PERFECT WAY TO SECURE YOUR PLACE IN OLYMPIC HISTORY.

- 8" x 8" BRICK $125 with 4 lines of text
- 4" x 8" BRICK $65 with 2 lines of text
CENTENNIAL OLYMPIC PARK RELAUNCHES WILDLY SUCCESSFUL ADOPT-A-BRICK CAMPAIGN AND ANNOUNCES DATE FOR 20TH ANNIVERSARY OLYMPIC CELEBRATION

From the Atlanta Business Chronicle:

Centennial Olympic Park launches new brick campaign, announces 20th anniversary Olympic celebration

Mar 8, 2016, 2:14pm EST Updated: Mar 8, 2016, 3:30pm EST

The state agency that oversees Centennial Olympic Park is relaunching a new Adopt-A-Brick program as part of a multimillion-dollar makeover of the park.

The Georgia World Congress Center Authority's park, which was the site of the 1996 Olympic Games, is updating a plan that does not include demolishing the Metro Atlanta Chamber.

The new brick program builds upon one of the park’s most successful campaigns in 1995, when the park sold more than 10,000 bricks at $50 each in 1995.

“We are thrilled to bring back such a popular campaign to help Centennial Park and the 1996 Olympic Games,” Frisch said. “Bricks are the stewards of a place that so many people cherish.”

Centennial Olympic Park relaunches “adopt-a-brick” campaign

5:57 p.m. March 10 by Leom Stafford / The Atlanta Journal-Constitution

Did you kick yourself for missing your chance in the ’90s to have your name immortalized in a brick at Centennial Olympic Park?
Adopt A Brick Next Steps

- Opportunity for the community to honor the legacy of Centennial Olympic Park
- Community Engagement
  - Social media campaigns
  - Co-marketing with 20th Anniversary Celebration
  - Engagement of campus events and partners
Legislative Update

Lindsay Strickland
Director of Government Relations

Robb Willis
Troutman Strategies
GWCCA Flooring

- CAPX request – FY13 through FY18
- 2013 Board retreat - Updated Board on our FY14 capital request to replace Building C carpet.
- FY15 - $2.235M received (GWCC-37)
- 2014/15 - TVS selected to create a flooring master plan
- 2016 – RFP for flooring
- March 2016 staff recommendation
GWCCA Flooring
Project Update

Adam Straight
Sr. Director of Project and Program Management

Andy McLean
TVS

Emery Leonard
TVS

Danielle Trost
TVS
Scope of Work (Terrazzo)

Where? - Building C to Terraces Restaurant (87,500 sq. ft.)

When? - May 1, 2016 – March 1, 2017

(Project “phased” to accommodate event activity)

Why? - Carpet life is up.

Deterioration in spots.

Terrazzo provides a long lasting hard surface.
Carpet Conditions
Terrazzo Footprint
<table>
<thead>
<tr>
<th></th>
<th>Approximate Cost</th>
<th>Local - Georgia</th>
<th>Custom design potential</th>
<th>Potential Repeat size</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hard Surface</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tile</td>
<td>$12</td>
<td></td>
<td>2</td>
<td>36&quot;x48&quot;</td>
<td>Varies per manufacturer</td>
</tr>
<tr>
<td>Terazzo</td>
<td>$19-22</td>
<td></td>
<td>5</td>
<td>No Limit</td>
<td></td>
</tr>
<tr>
<td>Stone</td>
<td>$20</td>
<td></td>
<td>2</td>
<td>24&quot;x24&quot;</td>
<td>Stone must be thin set. No larger than 24x24</td>
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<tr>
<td><strong>Soft Surface</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Broadloom Tufted</td>
<td>$3 sq.ft. $27 yard</td>
<td></td>
<td>1</td>
<td>12&quot;x12&quot;</td>
<td>Varies per manufacturer</td>
</tr>
<tr>
<td>Tufted Carpet Tile</td>
<td>$4 sq.ft $36 yard</td>
<td></td>
<td>1</td>
<td>12&quot;x12&quot;</td>
<td>Varies per manufacturer</td>
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<tr>
<td>Printed</td>
<td>$3 sq.ft $28 yard</td>
<td></td>
<td>5</td>
<td>No Limit</td>
<td></td>
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<tr>
<td>Printed Carpet Tile</td>
<td>$4.5 sq.ft $40.5 yard</td>
<td></td>
<td>4</td>
<td>Limited</td>
<td>Carpet Limited to tile size- Overall pattern in limitless</td>
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<tr>
<td>CYP Computer Yarn Placement</td>
<td>$3.6 sq.ft $33 yard</td>
<td></td>
<td>4</td>
<td>No Limit</td>
<td>Mills vary from 6-8</td>
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<tr>
<td>Axminster</td>
<td>$3.7 sq. ft. $34 yd.</td>
<td></td>
<td>5</td>
<td>No Limit</td>
<td>Carpet Limited to tile size- Overall pattern in limitless</td>
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<tr>
<td>Axminster Carpet Tile</td>
<td>$6 sq.ft $55 yd.</td>
<td></td>
<td>4</td>
<td>Limited</td>
<td>Carpet Limited to tile size- Overall pattern in limitless</td>
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</tbody>
</table>

Cost for hard surface based on 100,000 square feet
Cost for soft surface based on 200,000 square feet

- Red Circle: Category is true for this technology
- Blue Circle: Very Limited
Scope of Work
(Additional Flooring)

- 815,000 square feet of area
- Buildings A, B, and C
- Phased between common areas, ballrooms, and meeting rooms
Design Concepts

- Terrazzo and Carpeting in Building C
Financial Detail (Terrazzo)

Budget: $2,200,000.00

Contracted costs: $1,840,000.00  
(Hard costs)

Apparent Awardee:

Doyle Dickerson Terrazzo
Next Meeting:
Tuesday, April 26, 2016