

**MINUTES  
GEORGIA WORLD CONGRESS CENTER AUTHORITY  
APRIL 26, 2011**

The following were in attendance:

**GWCCA Authority Members**

David Allman  
Taz Anderson  
John Downs  
Jim Edenfield  
Mike Garrett  
Glenn Hicks  
Lee Hunter  
Tim Lowe, Chair  
Bob Prather  
Doug Tollett  
John Watson

**Absent**

Jeff Anderson  
Anne Hennessy  
Gary Smith  
Dee Yancey

**GWCCA Legislative Overview Com.**

Sen. Bill Hamrick  
Rep. Billy Mitchell  
Rep. Donna Sheldon

**GWCC Staff**

Dale Aiken  
Kevin Duvall  
Mark Geiger  
Frank Poe  
Pattsie Rand  
Patrick Skaggs  
Sherrie Spinks  
Mark Zimmerman

**Dome Staff**

Carl Adkins

**COP Staff**

Mark Banta  
Joe Skopitz

**Levy Restaurants**

Mark Schwab  
Scott Sweeney

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Attorney General's Office**

Shannon McGhee  
Denise Whiting-Pack

**GWCC Legal Counsel**

Pargen Robertson

**Governor's Office**

Bart Gobeil, COO

**House Budget Office**

Tracy Atcheson

**OPB**

Chris Jones

**Press**

Lisa Schoolcraft, Atlanta Business Chronicle  
Leon Stafford, AJC

**Guests**

Rep. Matt Dollar  
Bob Jones, Bethursday  
Matt Nichols, Sutherland

Chair Lowe called the meeting to order at 12:30 p.m. First time guest, Susan Hamrick, was recognized at today's meeting.

Chair Lowe asked for a motion to approve the minutes of the March 29, 2011 meeting.

*A motion to approve the minutes of the March 29, 2011 meeting was made by Lee Hunter, seconded by Glenn Hicks, and unanimously approved.*

Chair Lowe then called on Pattsie Rand to present the Sales and Marketing Report for March 2011, which is hereby appended and made a part of these minutes.

Four events totaling twenty-nine days, which includes move-in and move-out days, confirmed during March for GWCC.

<u>Event</u>	<u>Date</u>
Southern Regional Basketball	April 2011
CFA Examination	June 2011
American Society of Hematology	December 2017
Army Aviation Association of America	April 2016

No exhibit hall events were cancelled at the GWCC in March 2011.

Three new events totaling three days confirmed during March for the Georgia Dome.

<u>Event</u>	<u>Date</u>
GSU Spring Football Game	April 2011
Corporate Events & Meetings Teambuilding	April 2011
DeVry University Graduation	June 2011

No events were cancelled at the Georgia Dome during the month of March 2011.

Five new events confirmed in Centennial Olympic Park during the month of March 2011.

<u>Event</u>	<u>Date</u>
Civil Rights Youth Game Summit	May 2011
National Black Arts Festival	July 2011
Randi Passoff Memorial Walk for Breast Cancer	September 2011
Paws in the Park	September 2011
Partnership Walk	October 2011

No events cancelled in Centennial Olympic Park during the month of March 2011.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during March was reviewed. Total attendance for March events was 228,536. New dollars generated by out-of-town visitors were \$90.3 million and estimated total economic impact was \$146 million. Estimated State sales tax generated was \$6.2 million.

Photographs of the following March 2011 events were reviewed:

**GWCC**

Research Chefs Association  
SECO International  
SEC Basketball Tournament Fanfare  
PITTCON 2011  
Atlanta International Auto Show  
Hinman Dental

**Georgia Dome**

SEC Basketball Tournament  
Publix Georgia Marathon Expo

**Centennial Olympic Park**

Publix Georgia Marathon

Chair Lowe thanked Ms. Rand for her report and then called on Sherrie Spinks for the review of the March 2011 financial reports, which are appended and made a part of these minutes.

## **GEORGIA WORLD CONGRESS CENTER**

Operating revenue for March was budgeted at \$3,134,182, with actual at \$3,343,358 or \$209,176 **ahead** of forecast. YTD operating revenue is under budget by \$70,871 or .29%. Total expenditures were \$87,337 **over** budget for the month and are \$831,307 or 3.47% **under** budget YTD. The Congress Center had a **net profit** of \$523,983 against a budget of \$402,144 for the month. YTD the Congress Center projected a net profit of \$556,562 but had an actual profit of \$1,316,998, a variance of \$760,436.

GWCC Hotel/Motel Tax for July 2010 through March 2011 was \$1,894,409 compared to a budget of \$1,751,202. This is an 8.08% increase. This month the graph includes last year's revenue for comparison. The last two month's tax has been down but we expect the next two months to be back up.

## **GEORGIA DOME**

Operating revenue for March was **under** budget by \$523,011. The decrease in revenue was due to Wrestlemania, which was budgeted in March but took place in April. YTD revenue is over budget by \$4,747,782 or 9.42%. Operating expenditures were \$101,566 **under** budget for the month. YTD expenditures are **over** budget by \$1,830,211 or 5.31%. The Dome projected a net loss of (\$3,418,250) but had an actual net loss of (\$3,839,695) for the month due to the \$4,000,000 annual payment made to the Falcons. YTD the Dome's projected net profit was \$15,886,183; however, actual net profit was \$18,803,754, which was a variance of \$2,917,571.

Hotel/Motel Tax for July 2010 through March 2011 was \$13,381,727 against a budget of \$12,428,029, which is a 7.67% increase. The graph showed a spike in revenue during November. This is due to Cedia and other large events that took place that month.

## **CENTENNIAL OLYMPIC PARK**

March operating revenue was \$33,048 **below** forecast. YTD operating revenue is \$287,837 **below** forecast or 10.95%. Operating expenditures for the month were \$41,379 **under** budget. YTD Park expenses are under budget by \$80,124 or 3.04%. The Park projected a net loss of (\$50,886) for the month, but had an actual **net loss** of (\$42,555, which is a variance of \$8,331. YTD the Park projected a net loss against budget of \$5,386 but had an actual **net loss** of (\$213,099), which was a variance of \$207,713. The shortage is mainly due to slow Googie Burger sales. We anticipate Googie Burger sales to increase significantly next month.

Chair Lowe thanked Ms. Spinks for her report.

## **House Bill 382 – William Pate**

William Pate reviewed House Bill 382 which has been approved during the 2011 Legislative Session and is awaiting the Governor's signature. In brief, the HB382 would allow the City of Atlanta to increase its excise tax at a rate of 7 percent by an additional 1 percent. The additional 1 percent tax will be expended by the municipality for the promotion of conventions and tradeshow by a not for profit destination marketing organization located within the municipality through a contract or contracts with the state, a department of state government, or a state authority. At least 80 percent of the 1 percent tax revenue shall be used to secure major conventions at facilities containing at least 1.3 million square feet of floor space use for convention hall purposes and events at facilities containing at least 70,000 seats used for major events under the control of a state authority. The additional 20 percent will be used to grow existing customer attendance.

A separate account will be set up for the funds. Annually the ACVB will be required to present a plan for how the funds will be used. Also, an Oversight Committee will be formed and will review quarterly how the funds are being distributed.

The ACVB thanked the Congress Center for their partnership.

The next GWCCA Board of Governors meeting will be held Tuesday, May 31.

*With no further business to discuss, a motion to adjourn was made by Doug Tollett, seconded by David Allman and unanimously approved.*

**RESPECTFULLY SUBMITTED:**

**APPROVED:**

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**DALE AIKEN**  
**ASSISTANT SECRETARY**

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**ANNE HENNESSY**  
**SECRETARY**