

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**MAY 25, 2010**

The following were in attendance:

**GWCCA Authority Members**

David Allman  
Taz Anderson  
Tom Bell  
Jim Edenfield  
Anne Hennessy  
Glenn Hicks  
Bill Linginfelter  
Doug Tollett

**Absent**

Ken Cornelius  
John Downs  
Lee Hunter  
Tim Lowe  
Bob Prather, Chair  
Gary Smith  
Dee Yancey

**GWCC Legislative Overview Com.**

**Senators**

Don Balfour

**Representatives**

Butch Parris  
Donna Sheldon

**GWCC Staff**

Dale Aiken  
Kevin Duvall  
Mark Geiger  
Jeff Mellin  
Frank Poe  
Patsie Rand  
Patrick Skaggs  
Sherrie Spinks  
Mark Zimmerman

**Dome Staff**

Will Lofdahl

**COP Staff**

Mark Banta  
Joe Skopitz

**Levy - GWCC**

Chris Smith  
Scott Sweeney

**GWCC Legal Counsel**

Pargen Robertson

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Atlanta Falcons**

Danny Branch

**Bank of New York**

Zac Vaughn

**Attorney General's Office**

Shannon McGhee

**House Budget Office**

Tracy Atcheson

**Senate Budget Office**

Elizabeth Kulinski

**Press**

Leon Stafford, AJC

**Guests**

Secretary Anne Hennessy welcomed everyone and called the meeting to order at 12:30 p.m. She then introduced and welcomed Elizabeth Kulinski, the Authority's new Senate Budget Analyst.

Secretary Hennessy then asked for a motion to approve the minutes of the April 27, 2010 meeting.

***A motion to approve the minutes of the April 27, 2010 meeting was made by Bill Linginfelter, seconded by Tom Bell, and unanimously approved.***

Secretary Hennessy then called on Patsie Rand to present the Sales and Marketing Report for April 2010, which is hereby appended and made a part of these minutes.

Seven events totaling sixty-three event days confirmed during April for GWCC exhibit halls, including:

<u>Event</u>	<u>Date</u>
Hoop Atlanta 3 on 3 Classic	July 2010
The Georgia Home Show	September 2010 & January 2011
Interwire	April 2011
Tradeshow Confidential	May 2011
American Society for Association Executives	August 2013
American Meteorological Society	February 2014
National Association for the Education of Young Children	November 2017

No exhibit hall events were cancelled at the GWCC in April 2010.

Four new events were confirmed at the Georgia Dome during April 2010 for a total of nine event days.

<u>Event</u>	<u>Date</u>
Georgia State University Graduation	May 2010
Kell Football Classic	August 2010
The Stand Campaign	November 2011
New Birth Missionary Baptist Church Easter Service	April 2011

No events were cancelled at the Georgia Dome during April 2010.

One event was confirmed in Centennial Olympic Park during April 2010 for a total of three event days.

<u>Event</u>	<u>Date</u>
Glidden Paint Kiosk Promotion	May 2010

No events were cancelled at Centennial Olympic Park during April 2010.

A Summary of the Economic Impact for April Major Events at the Georgia World Congress Center and Georgia Dome was reviewed. Total attendance for April events was 108,121. New dollars generated by out-of-town visitors were \$96 million and estimated total economic impact was \$157.4 million. Estimated State sales tax generated was \$6.5 million.

Photographs of the following April 2010 events were reviewed:

**GWCC**

2010 Big South National Qualifier  
National Propane Gas Association  
FIRST

**Georgia Dome**

GSU Spring Football  
FIRST

**Centennial Olympic Park**

Wednesday WindDown  
FIRST  
Monthly Staff Meeting Cook Out

Secretary Hennessy thanked Ms. Rand for a good report and then called on Sherrie Spinks for the review of the April 2010 financial reports, which are appended and made a part of these minutes.

**GEORGIA WORLD CONGRESS CENTER**

Operating revenue for April was \$2,324,686, which was \$15,024 **below** forecast for the month. YTD operating revenue is now \$1,181,498 **below** forecast. Total expenditures of \$2,525,989 were \$321,591 or 4.6% **under** budget. YTD expenses are **below** budget by \$3,442,726 or 13.3%. The Congress Center projected a net loss of (\$507,688) but had an actual net loss of (\$201,121) for the month. The Congress Center projected a YTD net loss of (\$3,965,907) but had an actual net loss of (\$1,383,089).

**GEORGIA DOME**

Total operating revenue for April was \$2,271,222, which was \$792,035 **ahead** of forecast. YTD operating revenue is **below** budget by (\$179,709) or .2%. Both Catering and Hotel/Motel Tax were ahead of forecast for the month. Operating expenditures of \$1,397,553 were \$574,270 **under** budget. YTD expenditures are **under** budget by \$885,774. The Dome projected a net loss of (\$492,636) but had an actual net profit of \$873,669 for the month. YTD the Dome projected a net profit of \$14,701,853 but had an actual net profit of \$15,407,918.

**CENTENNIAL OLYMPIC PARK**

Operating revenue for April was \$271,655, which was \$76,295 **below** forecast. This deficit was mainly due to a Microsoft event that moved from the Park to the Congress Center. YTD revenue is **below** forecast by \$206,702. Operating expenditures for the month were \$198,247, which was \$33,947 **less** than projected. YTD expenses are **under** budget \$201,409. The Park projected a net gain of \$115,756 for the month, but had an actual **net gain** against budget of \$73,408. YTD the Park projected a net gain against budget of \$16,825, but experienced an actual net gain of \$11,532.

**FY 2011 FINAL BUDGET RECOMMENDATIONS**

The FY 2010 final budget was presented to the GWCCA Finance Committee on May 12, for review. Mr. Poe noted that originally the FY 2010 budget projected a loss of \$5.7 million. But through the dedication and hard work of staff, that loss has been reduced to a projected \$3.1 million. Therefore, the \$5.7 million that was set aside to cover the original FY 2010 loss will now cover not only the FY10 budget shortfall but the FY11 budget shortfall, as well, leaving \$1.2 million in our special projects reserve fund.

Mr. Poe then presented the final budget recommendations for FY 2011, which begins this coming July 1. Budget summaries comparing projected FY 2010 budgets to the revised FY 2011 budgets for each facility are in the Authority notebooks and are appended to these minutes.

- **Georgia World Congress Center:** The Congress Center expects a 6% increase in exhibit hall business from FY10 to FY11. Hotel/Motel Tax has improved over the last three to four months and we project an increase of 4% for FY11. Staff adjustments made during FY10 will be maintained. Congress Center revenue is event driven and is expected to increase by \$1,083,601 or 12.4%. Parking revenue will increase; as we plan to test the market during Falcons season by raising the parking rate from \$10 to \$15 for Falcons games only. FY11 expenditures of \$31,567,482 represent a 5.5% increase of FY11 over FY10. FY11's projected loss of (\$1,488,177) is less than FY10's projected loss of (\$3,166,700).
- **Georgia Dome:** The Georgia Dome plans to fill ten vacant positions in order to maintain its level of quality service for the upcoming season. Total revenue, which is driven by the mix of events, is expected to increase by only .1%. Catering revenue expects a decrease of \$908,227 for the same reason. FY11 expenditures are expected to be down by \$3,783,546 mainly due to the completion of several repair/maintenance projects during FY10, which amounted to \$4,909,104. The Dome expects a net profit of \$13,623,813 for FY11, which is \$3,639,950 better than FY10 projected.
- **Centennial Olympic Park:** A new food service venue will open in the Park in July of FY11 and the Park is projecting a net operating income of \$180,000 for the first year. Projected total revenue is expected to be \$398,703 more in FY11 than in FY10. The Park is also filling vacant positions to be ready for the upcoming season. Total expenditures will increase by \$281,451 for FY11 partly due to the filling of these positions. The Park projects a net loss against budget of (\$30,941) for FY10 and projects a revised net gain against budget of \$86,311 for FY11.

*A motion to approve the 2011 budgets as presented was made by Tom Bell, seconded by Bill Linginfelter, and unanimously approved.*

The next Authority meeting will be June 29, 2010. Chair Prather then called for a motion to adjourn.

*With no further business to discuss, a motion to adjourn was made by Glenn Hicks, seconded by Bill Linginfelter, and unanimously approved.*

**RESPECTFULLY SUBMITTED:**

**APPROVED:**

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

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**ANNE HENNESSY**  
**SECRETARY**