

Georgia World Congress Center Authority

July 26, 2016

Board of Governors Meeting





Financial Snapshot – June 2016



Profit/Loss



Budgeted	(\$1,607,790)	(\$2,599,231)	(\$54,594)
Actual	(\$1,045,651)	(\$4,220,543)	(\$73,066)
Budgeted YTD	\$323,495	\$25,086,757	\$44,792
Actual YTD	\$3,632,764	\$22,866,937	\$13,440



H/M Tax YTD

Actual **\$32M**

Budget **\$27.3M**

FY15 **\$28.4M**

19.2%

14.7%



Customers

(Estimated)

26,786



Economic

Impact

(Estimated)

\$16.5M



Centennial Olympic Park Update



Fourth of July

- 35,000 in attendance
- 18th Year
- Largest in the Southeast
- Free Community Event
- Continues Partnerships with Coke and WSB-TV
- Ranked #2 “Must See” Fireworks in the Country





20th Anniversary Celebration of the Atlanta Olympic Games



Event Planning

- 8 months of preparation
- Stewardship
- Park Readiness
- Cox Communications
- Media Outreach
- Security





20th Anniversary Celebration of the Atlanta Olympic Games



Event Summary

- Run of Show
- Focus on Volunteers
- 1996 Olympic Gold Medal Athletes
- Paralympics
- Weather Delay
- Accolades





Atlanta – 2020 Vision - ASAE

William Pate
ACVB President & CEO

Mark Vaughan
ACVB Executive Vice President



ASAE ANNUAL MEETING & EXPO 2016

SALT LAKE CITY



OBJECTIVE

To notify and educate association CEOs, meeting planners and industry press about the new offerings on the GWCCA campus.

MULTI-TOUCH CUSTOMER STRATEGY

- Registration Engagement
 - ePostcard
 - Registration Bag Handout
- Trade Show Engagement
 - Press Announcement
 - CEO Lounge
 - Daily Advertising
 - Trade Show Booth
 - Client Dinner
- Post-Conference Engagement
 - Digital Updates
 - Trade Advertising

PR/SOCIAL ENGAGEMENT

- Press Announcement Exclusive to USAE
- One-on-ones with Trade Media
- Social Media Outreach

DAILY NOW FULL PAGE AD

Distributed each day to attendees' rooms



ATLANTA

THE FUTURE LOOKS GOOD

The world's largest LEED certified convention center, a 200-acre campus of convention, sports and entertainment facilities in the heart of Atlanta, is undergoing a major transformation.

- A new retractable roof stadium (Home to Superbowl LIII)
- On-campus headquarter hotel
- 1 million contiguous square feet of event space
- A redesigned iconic Centennial Olympic Park

Visit the Atlanta Booth #1213 where we will show you the future today.
www.AtlantaMeetings.com www.GWCC.com



daily now

Gold Circle Award winners to be honored tonight

The Gold Circle Award program recognizes innovative ideas and achievements in association communication programs. An initiative of the Communication Section Council, the Gold Circle Award program reflects many of ASAE's strategic goals, including that of developing and promoting best practices.

The annual competition honors associations and nonprofit organizations that demonstrate excellence in communication across 11 categories, including ma,azines, newsletters, websites, blogs, podcasts, media relations campaigns, and innovative communications.

The 2013 winners will be recognized tonight at the Gold Circle Award ceremony. "The judges were impressed with the creativity and innovativeness of many of the entries, particularly during a period when associations often struggled with declining or limited budgets," says Richard A. Belle, chair of the Gold Circle Award Committee and a member of ASAE's Communication Section Council.

This year, the committee reviewed nearly 300 entries, and 70 volunteers participated in the judging. "It was exciting to see so many entries with different digital and interactive components to them," Belle says.

The Gold Circle Award Committee will also announce its 2013 Council's Choice Award winner at the ceremony. This honor is bestowed on the Gold Circle Award winner who the council feels is the "best of the best."

As in prior years, the Gold Circle Award Committee has also unveiled the latest edition of its "Effective Communications Practice Guide," a resource for association and nonprofit professionals in designing effective communication programs. The guide is available online at www.asaecenter.org/goldcircle.

The Gold Circle Awards ceremony will take place tonight from 5-8:45 p.m. in Renaissance Salon 7 and is open to all Annual Meeting & Expo attendees. The Gold Circle Award program and ceremony are made possible, in part, by funding from TMG Custom Media. To read the entire list of winning entries, go to ASAE's online Newsroom at www.asaecenter.org/newsroom.

New here? No sweat.

A three-day conference and expo with 5,000 attendees can be a hectic, exhausting, intimidating experience, even for you who have done it a dozen times before. But for those attending the Annual Meeting & Expo for the first time, ASAE hopes to make the learning curve as easy as possible. While some first-timers signed up for a Welcome reception before the conference, all first-time attendees also have several onsite channels to help navigate the meeting and make the most of networking opportunities.

Throughout the conference, the Connection Central Lounge in the prime location for attendees to meet and ask questions. Each morning the lounge will host a meet-and-greet for first-timers with members of ASAE's board, councils, and staff.

First-timers can also work answers from any location during the conference via Twitter. ASAE staff will constantly monitor the "#asae13" hashtag for questions and respond as quickly as possible. Simply tweet your question with "#asae13" included.

This year also marks the first year of ASAE's ambassador program for first-time attendees, in which first-timers could sign up to be matched with a veteran attendee and arrange to meet. Last night's Opening Night Celebration featured a reserved area for first-time attendees to gather, meet their ambassadors, and network with fellow attendees.

First-timers can also get answers to frequently asked questions and tips from veteran attendees by visiting www.asaecenter.com/annualmeetingandexpo and clicking "First-Timers" in the left side Quick Links menu.

Finally, an on-site continually improves the first-time experience at Annual ASAE will work the input of first-time attendees with targeted questions to post-conference evaluations.

First-Time Attendee File

Name: Jessica Robinson
Title: Director of Communications
Organization: National Biodiesel Board
Consistency served: State, national, and international feedstock and feedstock processor organizations, biodiesel suppliers, fuel marketers and distributors, and technology providers.
Number of members: 25 or so

What prompted you to attend ASAE's Annual Meeting & Expo for the first time?

My boss, he likes us Certified Association Executive and suggested it would be a good opportunity for the fact we've never had our leadership at work as leaders (I'd never having renewable diesel alternatives) and I had good professional thought on members and associated to go there. Today after two challenging years, America's advanced biofuel is again strong going to energy security or second leading gas. He had vision and strategic execution helped support the industry and the association's success. If someone else that says, "You only need to go to ASAE," you can't be well.

Why haven't you attended the meeting in the past?

Cost, interest, time... all the likely answers of everyone else. Really is that it is difficult to make professional development a priority and to specifically set time aside for personal growth. Committing to travel and more time away from home are also considerations. This is an easy entry for me into ASAE since your year it's close to home (Jefferson City, Missouri).

Now that you've come around, what aspect of the meeting are you most looking forward to?

The ignite sessions (what an intriguing format!) have definitely captured my attention. There are several learning sessions I've already highlighted and started that I don't want to miss. In addition, even though it's my first ASAE, I already have a sense of "what meetings" set up with other attendees. Networking in an educational hallway outside conference hours will be valuable as well.

If you could have lunch with one speaker at the meeting, who would it be?

That's easy: Cynthia Blumenthal! I am a big fan and can't wait to see her speak in person. I've been inspired by her blog and some of the articles she's submitted to ASAE's newsletter. Her BSJ feed is a lifesaver. I can't even count the number of times her advice and wild guesses to "cover" great information has hit me right when I've been.

What's the last thing you did for the first time, and how did that experience turn out for you?

I just made children. This weekend for the first time from scratch. My shoulders will not come knowing the dough - guess I "tried" to exercise more, but about a fourth of the batch kept their stuffing, a few were also sort of odd shaped, but they all tasted great. Best of all, they made the house smell amazing!

iPhone, Android, or BlackBerry? iPhone

Facebook or Twitter? Both for sure. From a business view, Facebook has led to more contacts, Twitter more news leads and register contacts.

Business or mixer? Whichever you're serving is fun, thank you.

If another attendee recognizes me at the meeting because of this article, I hope he or she... would say hello, introduce themselves, and share with me the single greatest piece of advice passed to them, business or otherwise.

Atlanta Meetings

Daily Now August 7, 2011 11

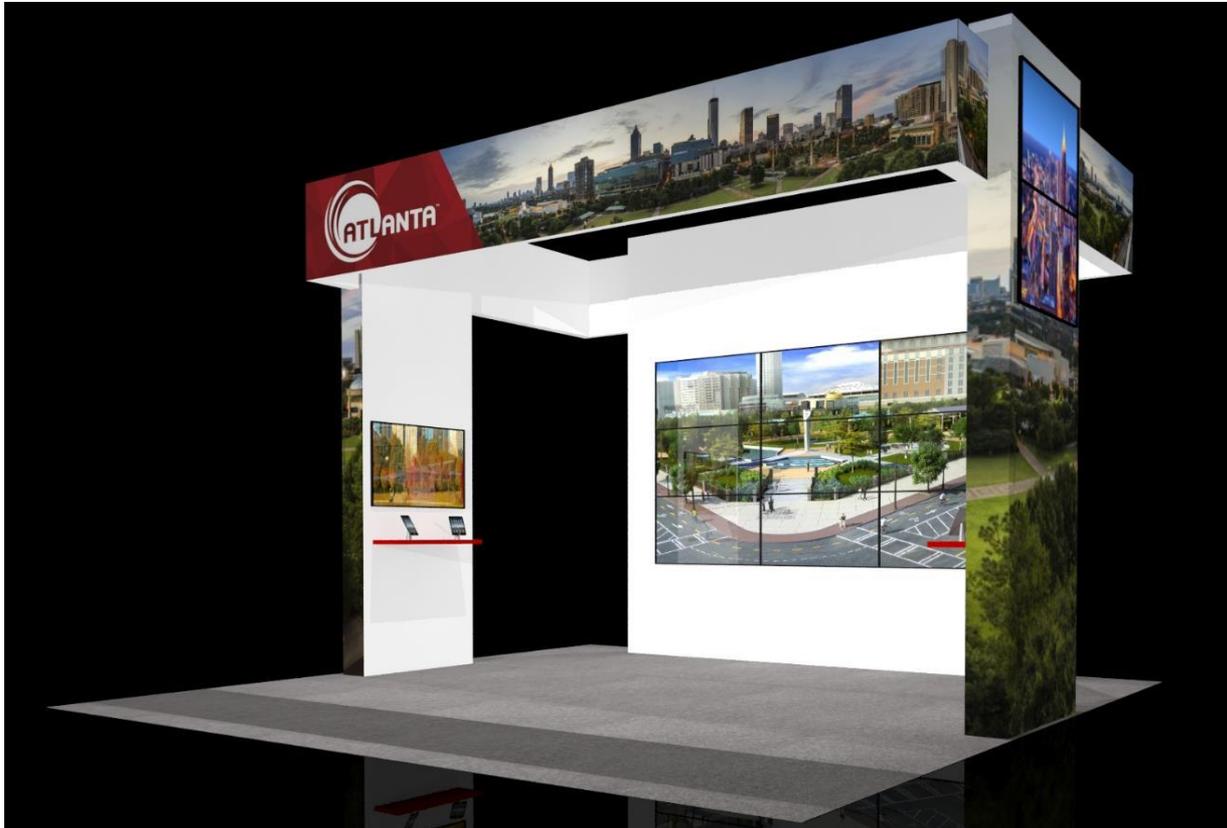
DAILY NOW BELLY BAND

Distributed each day to attendees' rooms



TRADE SHOW BOOTH

20' x 20' Booth #1213 with fifteen 55" UHD TV Monitors





TRADE SHOW BOOTH

In-Booth Virtual Reality Tour: Airport – Centennial Olympic Park



TRADE SHOW BOOTH

Google Cardboard VR Viewer - Booth Giveaway / Mailer



Virtual Reality App available for download from iTunes and Google Play stores



POST-SHOW ENGAGEMENT

- PR Placements
- Social Media Outreach
- Digital Downloads
- Trade Advertising



Georgia Dome Demolition Contractor



Prequalification: February / March 2016

HHRM conducted a national prequalification search with responses from firms as far away as Michigan, Massachusetts, Maryland and Texas.

- ✓ 35 Firms Submitted Qualifications
- ✓ 12 Firms were Identified as Prime Proposers

Major Prequalification Criteria Included:

- ✓ Safety Record (EMR)
- ✓ Bonding Capability and Capacity
- ✓ Similar Project Experience
- ✓ Similar Size Contract Amounts

Proposals: April through June 2016

HHRM issued a comprehensive Request for Proposal. Proposal responses had to address the following items to be considered responsive:

- ✓ Safety
- ✓ Schedule
- ✓ Proposed Team
- ✓ Project Personnel
- ✓ Project Approach (Means and Methods)
- ✓ Insurance & Bonding
- ✓ Price
- ✓ EBO participation

Project Challenges:

The Georgia Dome provides for an extremely challenging demolition project. The primary factors are that the site is:

1. Bounded on all 4 sides (New stadium, Gold Deck, Northside Drive and Red Deck).
2. The “compression ring beam” at the top of the facility is not mechanically connected to the structure.
 - a. Careful consideration must be given to means and methods for the most safe demolition project so that the ring beam falls inward. This is accomplished via the engineering phase after project award with validation by successful Demolition contractor’s structural engineer in consultation with Weidlinger/Thornton Tomasetti.

Key Support Documents:

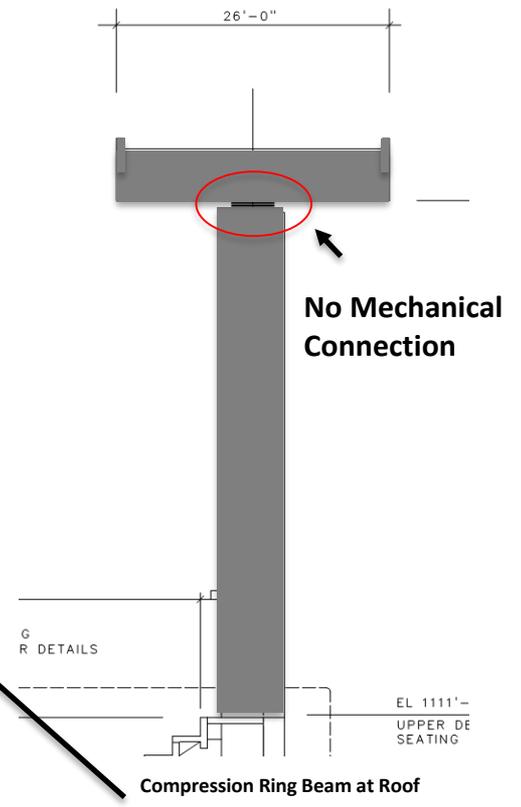
- Bid Package Produced by Kimley Horn/Long Engineering
- Support from Weidlinger Associates /Thornton Tomasetti
- Bird Air Roof Shop Drawings
- Georgia Dome Structural Drawings



100 feet between Georgia Dome and MBS



Site Constraints Diagram



Proposal Results:

HHRM received proposals from 5 qualified candidates in early June.

1. Adamo Group
2. Atlanta Demolition
3. DH Griffin
4. Sabre Demolition
5. Spiritas Wrecking

HHRM/Darden & Co. conducted detailed proposal review meetings with all 5 qualified proposers.

HHRM received revised proposals from 4 of the proposers on July 11, 2016, with the 5th pending receipt.

Next Steps:

- Shortlist by July 20, 2016
- Conduct Second Interviews by July 26, 2016
 - ✓ Validate scope of work in detail
 - ✓ Coordinate site logistics
 - ✓ Schedule coordination
 - ✓ Finalization of scope of work exhibit to Contract
- Planned Recommendation for Award in August 2016 as planned

Proposed Approaches:

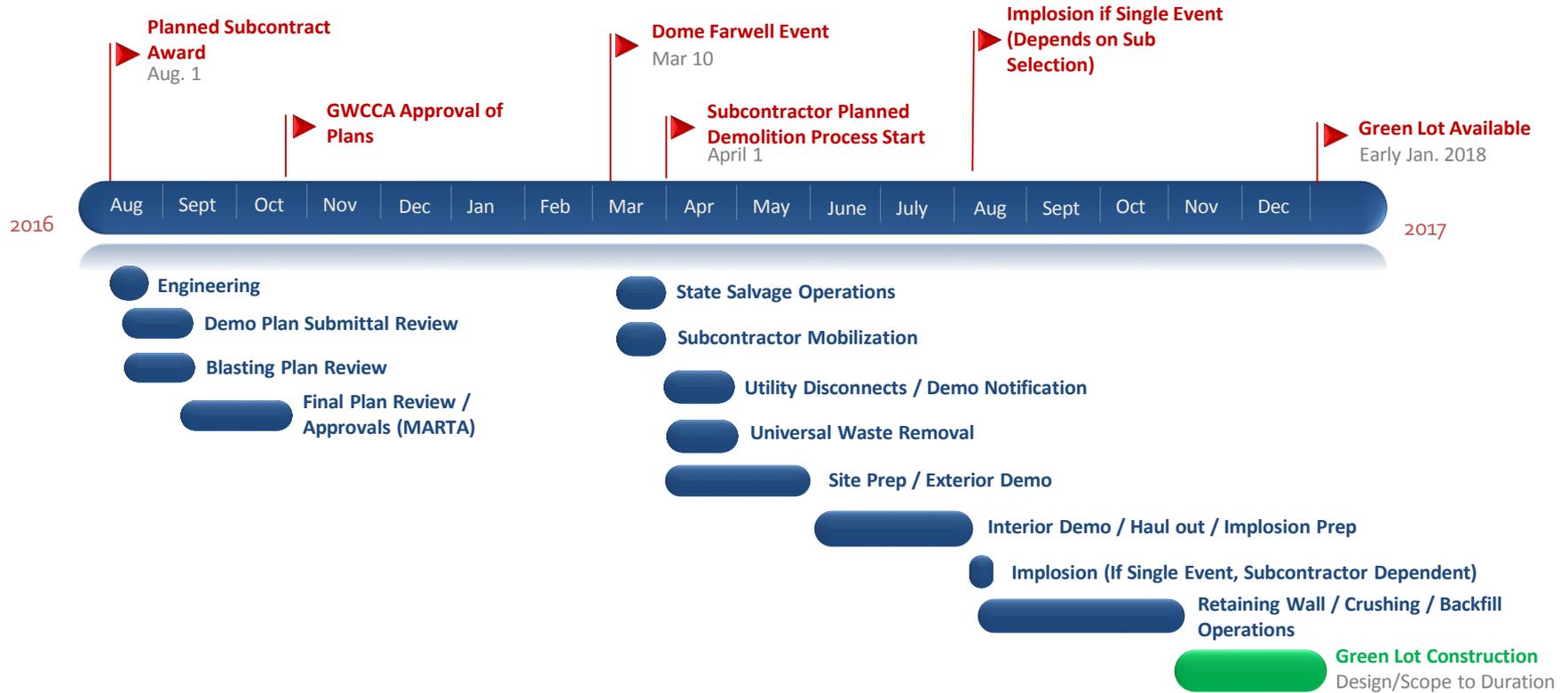
There are currently 2 demolition approaches still being considered:

- Single Implosion Event**: One approach is a single implosion event supported by limited mechanical demolition
- Multiple Implosion Events**: The second approach is multiple implosion events supported by more extensive mechanical demolition

Each approach has its benefits and drawbacks.

HHRM does not have a formal recommendation at this time.

Target Schedule



Summary:

1. Scope, schedule, logistics, etc. are still being evaluated and coordinated in a competitive environment.
2. Timeline for award recommendation remains on schedule as planned for August 2016.





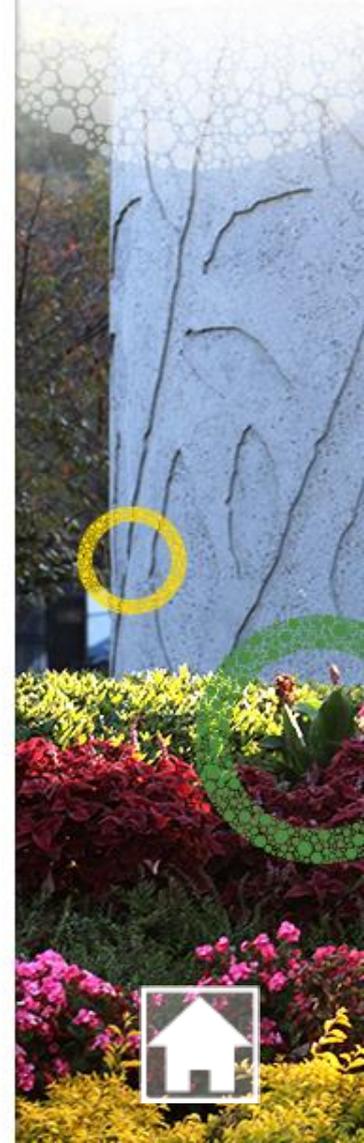
Resolution



NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Executive Director is authorized, though not required, subject to the occurrence or satisfaction as applicable of any and all applicable contingencies, terms, conditions, and the Executive Director's sound discretion

- (1) to approve or disapprove StadCo's proposed demolition contractor;
- (2) to approve or disapprove StadCo's proposed demolition and site preparation plans;
- (3) to approve or disapprove StadCo's proposed design plans for the new surface parking on the Georgia Dome site;
- (4) to execute or not execute an amendment to the Project Development Agreement allowing StadCo, on subsequent approval from the Executive Director, to initiate demolition of the Georgia Dome prior to Substantial Completion of Mercedes-Benz Stadium.

Staff recommends approval.





Mercedes-Benz Stadium Update





Property Rights Conveyance MLK, Jr. Blvd.

GEORGIA
WORLD
CONGRESS
CENTER
AUTHORITY



MLK Roadway



MLK Roadway





Resolution



NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that it requests that the Department of Economic Development, acting through the State Properties Commission, convey the Property to the City of Atlanta less and except the sidewalk area being retained by the State for GWCCA to manage.

Staff recommends approval.





Next Meeting: Tuesday, August 30, 2016

