

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**AUGUST 28, 2012**  
**Authority Board Room**  
**12:00 p.m.**

The following were in attendance:

**GWCCA Authority Members**

David Allman  
Jeff Anderson  
Taz Anderson  
John Downs  
Anne Hennessy  
Glenn Hicks  
Lee Hunter  
Tim Lowe, Chair  
Greg O'Bradovich  
Bill Rice  
Gary Smith  
Doug Tollett

**Absent**

Steve Adams  
Tricia Pridemore  
Dee Yancey

**GWCCA Legislative Overview Com.**

Rep. Billy Mitchell  
Rep. Butch Parrish  
Rep. Ron Stephens  
Sen. Judson Hill

**GWCC Staff**

Dale Aiken  
Joe Cano  
Stephanie Carter  
Kevin Duvall  
Jennifer LeMaster  
Frank Poe  
Patrick Skaggs  
Sherrie Spinks  
Mark Zimmerman

**Dome Staff**

Carl Adkins

**COP Staff**

Joe Skopitz

**Levy Restaurants**

Mike Plutino  
Steve Potts

**Atlanta Convention & Visitors Bureau**

William Pate

**Attorney General's Office**

Shannon McGhee  
Denise Whiting-Pack

**Bank of New York**

Eric Knoll

**Atlanta Falcons**

None

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

Caylee French

**Press**

Leon Stafford, AJC  
Amy Wenk, Atl. Bus. Chronicle

**Guests**

None

Chair Lowe called the meeting to order at 12:20 p.m. and asked for a motion to approve the July 31, 2012 meeting minutes.

***A motion to approve the July 31, 2012 meeting minutes was made by Anne Hennessy, seconded by Glenn Hicks, and unanimously approved.***

Chair Lowe then called upon Joe Cano to present the Sales and Marketing Report for July 2012, which is hereby appended and made a part of these minutes.

Nine new events totaling twenty-three days, which includes move-in and move-out days, confirmed during July 2012 for GWCC.

<u>Event</u>	<u>Date</u>
Monster Energy DUB Show Tour	August 2012
National Council for Engineering & Surveying	October 2012
Dixie Nationals	December 2012
NACAC National College Fair	February 2013
American Royale	March 2013
Rejuvenate	October 2014
Microsoft Convergence	March 2015
American Nurses Credentialing Center	October 2015
American Academy of Otolaryngology	October 2018

No exhibit hall events cancelled at the GWCC in July 2012.

One new event totaling one day confirmed during July 2012 for the Georgia Dome.

<u>Event</u>	<u>Date</u>
Supercross	February 2013

No events cancelled in the Dome in July 2012.

Two new events totaling two days confirmed in Centennial Olympic Park during the month of July 2012.

<u>Event</u>	<u>Date</u>
Keep the LOVE Alive Dog Fair	September 2012
Cartoon Network's 20 <sup>th</sup> Anniversary Mural Jam	September 2012

No events cancelled in Centennial Olympic Park during the month of July 2012.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during July was reviewed. New dollars generated by out-of-town visitors during July were \$20.4 million and estimated total economic impact was \$32.1 million. Estimated State sales tax generated was \$1.4 million.

Photographs of the following July 2012 events were reviewed:

**GWCC**

Peachtree Health & Fitness Expo

**Georgia Dome**

Drum Corps International

**Centennial Olympic Park**

July 4<sup>th</sup> Celebration

National Black Arts Festival

Microsoft

Chair Lowe thanked Joe for his Sales Report and then called on Sherrie Spinks for the review of the July 2012 financial reports, which are appended and made a part of these minutes.

**GEORGIA WORLD CONGRESS CENTER**

July operating revenue of \$2,542,341 was \$488,310 or 23.77% **over budget** due to F&B revenue. Operating expenditures of \$2,736,904 were \$170,924 or 6.66% **over budget**. The expenditure increase was driven by the Point of Sale System and labor. The Congress Center projected a net loss of (\$511,949) for July but had an actual net loss of (\$194,563) for the month, which is positive variance of \$317,386.

GWCC Hotel/Motel Tax for July 2012 was \$262,081 compared to a budget of \$225,139, which was 16.41% ahead of projection and 22.09% over last year at this time.

**GEORGIA DOME**

July total revenue of \$23,437,907 was \$1,788,629 or 7.09% **under budget** due to timing related to receipt of Club Seat/Suite License and Advertiser revenue. Total expenditures of \$2,810,602 were \$498,718 or 15.07% **under budget**, due to budgeting the terra cover replacement in July which we should receive in September. The Dome projected a net profit of \$21,917,216 but had an actual net profit of \$20,627,305 for the month, a negative variance of \$1,289,911. The difference is due to the revenue timing difference

Dome Hotel/Motel Tax for July 2012 was \$1,844,498 against a budget of \$1,607,533, which was 14.74% ahead of projection and 20.16% over last year at this time.

**CENTENNIAL OLYMPIC PARK**

July total revenue of \$842,859 was \$172,561 or 25.74% **over budget** due to successful 4<sup>th</sup> of July and Microsoft events. Total expenditures of \$436,901 were \$40,253 or 10.15% **over budget** due to additional expenditures to support the 4<sup>th</sup> of July event. The Park projected a **net gain** of \$273,650 for the month, but had an actual **net gain** of \$405,958, a positive variance of \$132,308.

**NOTE:** Since July is the first month of the new fiscal year, month-end and YTD numbers are the same.

Chair Lowe thanked Ms. Spinks for her reports.

## **ACVB NEW ADVERTISING CAMPAIGN**

William Pate, ACVB's President and CEO, previewed the ACVB's new meeting planner marketing campaign. Eighty percent of the one percent hotel tax goes to securing events for Atlanta. The remaining twenty percent is used for additional marketing support. This initiative is the first significant marketing campaign since the 1996 Olympics. It was unveiled at the ASAE Annual Meeting & Exposition in Dallas this month. The objective was to create an Atlanta advertising campaign which has the capability of building momentum. The new campaign is to position Atlanta with meeting planners. It will remind them what Atlanta has to offer. Key points the campaign will touch on are: 1) Things to do – Dining; 2) Accessibility – Atlanta is most accessible destination in the U.S.; 3) Walkability – the Park connects the Congress Center with 10,000 hotel room within a one-mile radius; and 4) Collaboration – industry partners work together to make meetings work. Atlanta's people give Atlanta the competitive advantage. "I AM ATL" is the new campaign slogan. It is bold and simple allowing Atlanta's people and places to shine through by personalizing the experience. The campaign is an eighteen month program. A teaser video, which will address one of the four key points, will be sent out quarterly to ASAE attendees. Feedback from meeting planners on the new campaign has been extremely positive and as a result of the ASAE unveiling, the ACVB is already receiving calls about visiting Atlanta. The first video was shown at today's meeting. Board members felt it was a good campaign and congratulated the ACVB on the program.

## **STATE OF LEVY RESTAURANTS**

Steve Potts, Levy's campus General Manager, updated the Board on their core business over the past year. Within the past nine to ten weeks several large events took place in the Congress Center which allowed Levy to demonstrate what they can do. During this time Levy grossed over \$7 million in sales. Levy has developed a more active program for real-time feedback reporting. Chef's personal lime aid recipe and a commemorative key chain are being offered as incentive for filling out and returning surveys in a timely manner. Congress Center gross sales for July were \$770,947 ahead of forecast and net to the Authority was \$583,702 ahead of forecast. Levy is on pace for a Q1 positive variance in gross sales of \$1,019,480 or a 7.4% net increase.

At the Dome Levy installed new Point of Sale units in all concession, clubs, and restaurants; added a new local subcontractor – Genki Noodle; revised menu boards; increased communication to fans; generated new menu items; started concession wait time surveys and analysis on Club and concession levels; and added additional local restaurant partners to 2View's featured chef program. Georgia Dome gross sales for July were \$21,232 ahead of forecast and net to the Authority was \$32,331 ahead of forecast.

Googie Burger is working to grow its brand and its availability through the following events:

- Falcons tailgate parties
- Local business "Happy Hour"
- Googie on the Go office program
- Downtown Restaurant Week
- Taste of Atlanta
- Battle of the Burgers in Virginia Highlands
- Paws in the Park
- Grant Park Summer Shade Festival
- Fourth Family Fun Day contests

Levy is also developing Google marketing initiatives through social media outlets and magazine/news publications. Google gross sales have grown almost 400% over 2009 FountainSide gross sales. A definite customer base has been found.

The Park is a place for the community to gather in a relaxed and leisurely environment. Food makes this more pleasurable. Looking ahead in the Park, Levy plans to build a social community around a variety of food options. The focus will be on food with street appeal that is portable so open Park spaces become active. Levy will also work harder to bring events to the Park by going out into the community, to hotels, to industry events. Their sales approach is to target GWCC/Dome affiliates/exhibitors, off premises caterers, and local social events such as birthdays, reunions, weddings, bar mitzvahs, and the like. By using a proactive sales strategy, Levy hopes to bring in new customers to the Park that would not have thought of using the Park before; then, word of mouth should lead to more sales. Gross sales for July were below forecast by \$271,979.

Chair Lowe thanked Mr. Potts for his update.

At this time, Chair Lowe called for a motion to adjourn to Executive Session to discuss personnel issues.

***Motion to move to Executive Session to discuss personnel issues was made by Lee Hunter, seconded by Anne Hennessy, and unanimously approved.***

The regular GWCCA Board of Governors meeting reconvened at 1:30 p.m.. Chair Lowe then asked for a motion to approve the full report of the GWCCA Employee Compensation Committee as presented during today's Executive Session.

***Motion to approve the full report of the GWCCA Personnel Committee was made by Doug Tollett, seconded by Jeff Anderson, and unanimously approved.***

The next Board meeting will be Tuesday, October 30. The annual Planning Retreat will be held September 20 and 21, 2012.

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

RESPECTFULLY SUBMITTED:

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DALE AIKEN  
ASSISTANT SECRETARY

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ANNE HENNESSY  
SECRETARY