

**GWCCA
STADIUM DEVELOPMENT COMMITTEE MEETING**

**August 30, 2012
10:30 a.m.
Executive Board Room**

MINUTES

Committee Members Present:

Jeff Anderson
Taz Anderson
Bart Gobeil, State Advisor
Anne Hennessy
Glenn Hicks
Tim Lowe, Ex-Officio
Tricia Pridemore
Doug Tollett

Committee Members Absent:

Lee Hunter, Chair
Rep. Jan Jones, Legislative Advisor

Other Board Members Present:

David Allman
Greg O'Bradovich

GWCCA Staff Present:

Carl Adkins
Dale Aiken
Stephanie Carter
Kevin Duvall
Jennifer LeMaster
Frank Poe
Sherrie Spinks

Guests:

Dan Barrett, Barrett Sports Group
Denis Braham, Winstead
Bill Corrado, Citi
Josh Cohen, Barrett Sports Group
Caylee French, OPB
Bryce Holcomb, Citi
Franklin Jones, Greenberg Traurig
Lee McElhannon, GSFIC
Matt Nichols, Sutherland
Susan Ridley, GSFIC
Pargen Robertson, Legal Council

Glenn Hicks, on behalf of Chair Hunter, called the Stadium Development Committee meeting to order at 10:05 a.m.

Mr. Frank Poe recognized Frankie Thompson from the Vine City/English Avenue neighborhood.

Mr. Hicks asked for a motion to approve the April 19, 2012 GWCCA Stadium Development Committee meeting minutes.

A motion to approve the April 19, 2012 GWCCA Stadium Development Committee meeting minutes was made by Jeff Anderson, seconded by Taz Anderson, and unanimously approved.

STADIUM PROJECT UPDATE

Barrett Sports Group Report

The Authority asked Barrett Sports Group to prepare an evaluation of NFL stadium deal structures and leases. The results of the evaluation were presented to the committee today. The committee was reminded that this is a preliminary draft and is not final. The report is an aid to establish a foundation

for the development of a rent structure for a new stadium recognizing there are a number of considerations which will be analyzed including: CapX, Hotel/Motel Tax proceeds, and operational risks. The analysis also considers the Falcons potential investment for the proposed stadium in comparison to other stadium projects.

The goal of the analysis is to provide the Authority with a comprehensive deal structure/lease evaluation of market rate NFL stadium deals as part of its due diligence process. The analysis identifies all of the occupancy costs for the team, not just the rent component. The Falcons estimated investment in the stadium project is a significant component of the overall deal structure and estimated occupancy costs must be considered when negotiating annual rent, revenue sharing, operating cost responsibility, and capital repairs/improvements responsibility. Falcons occupancy costs are estimated to be substantially higher than historical NFL deal structures, but are more comparable with recent NFL deal structures since 2009. Occupancy costs as a percentage of team revenue potential and stadium revenue potential are impacted by the to be negotiated annual rent, revenue sharing, operating cost responsibility, and capital repairs/improvements responsibility and the ultimate total upfront private contribution, and others. Barrett will provide more detail in the report as time gets closer to finalizing a deal.

Staff will report back to the committee the final rent number for consideration before committing. Mr. Hicks thanked Denis Braham and Dan Barrett for their expert advice during the stadium development process.

There being no further business, the meeting adjourned at 12:00 p.m.

Respectfully submitted:

Approved:

Dale Aiken, Assistant Secretary

Lee Hunter, Chair