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2014 GWCCA Planning Retreat Day Two

**September 25 & 26,
2014**

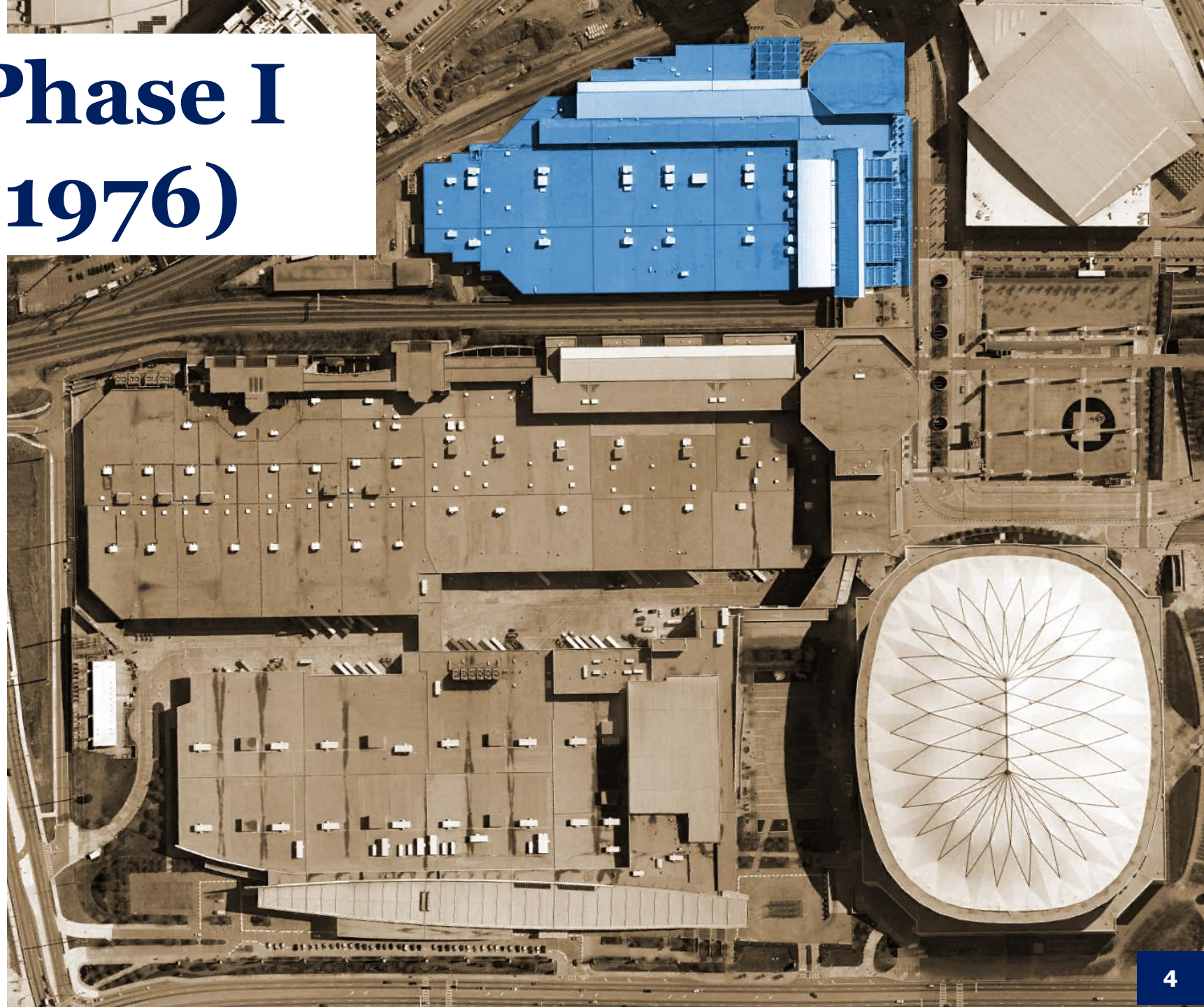


FY 2016 Capital Requests

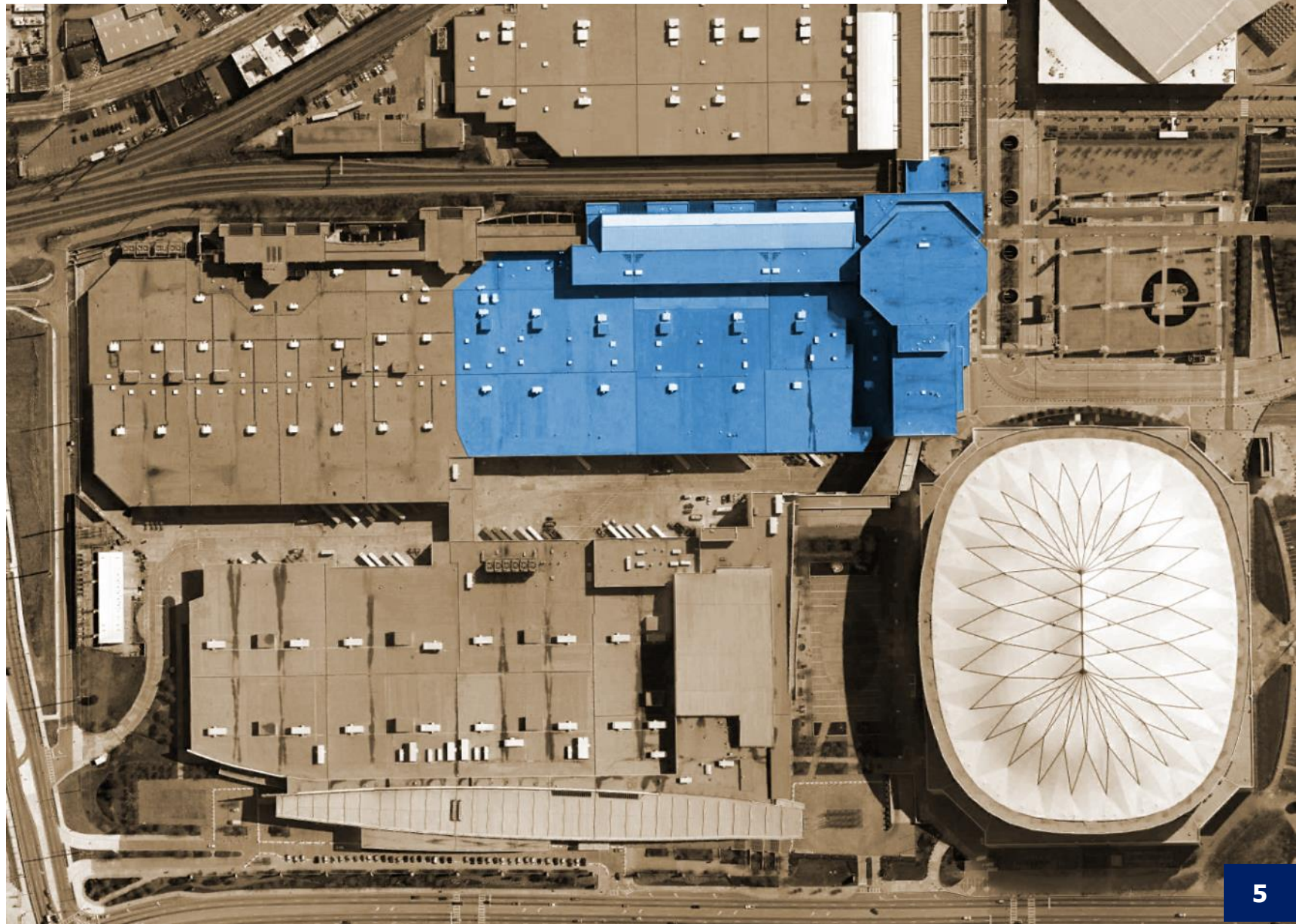




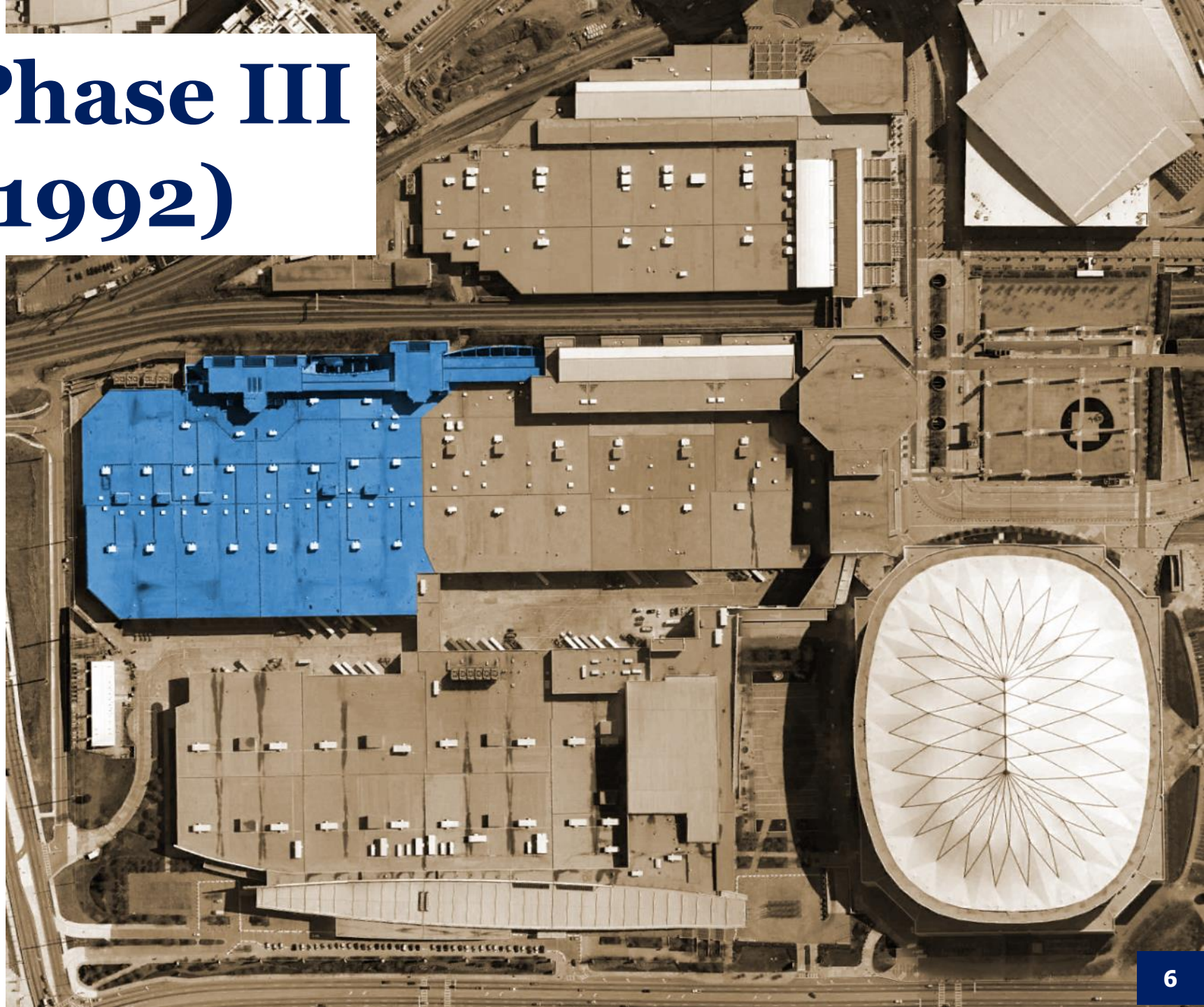
Phase I (1976)



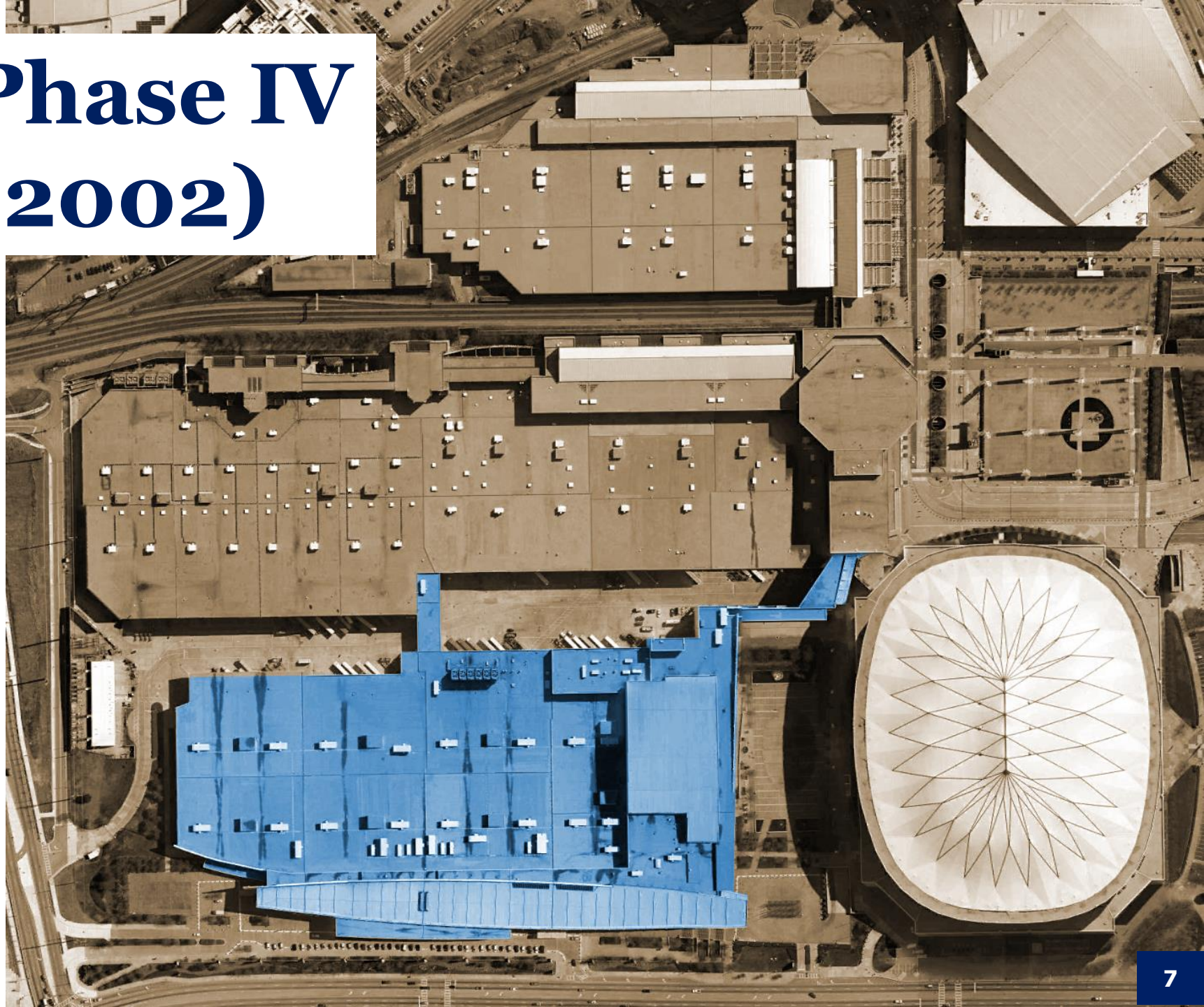
Phase II (1985)



Phase III (1992)



Phase IV (2002)



Project Urgency

1st Priority

\$16,300,000

(items past their useful life)

- Replace 22 escalators
- Replace 450,000 sq. ft. of roofing



Project Urgency

2nd Priority

\$19,009,700

(items at their useful life)

- Replace 58 air handlers
- Replace 600,000 sq. ft. of carpet
- Replace 13 escalators
- Replace sound system

- Centennial Plaza – create a safe and friendly pedestrian plaza



Project Urgency

3rd Priority

\$57,020,000

(future visioning projects to better connect campus and respond to customer needs)

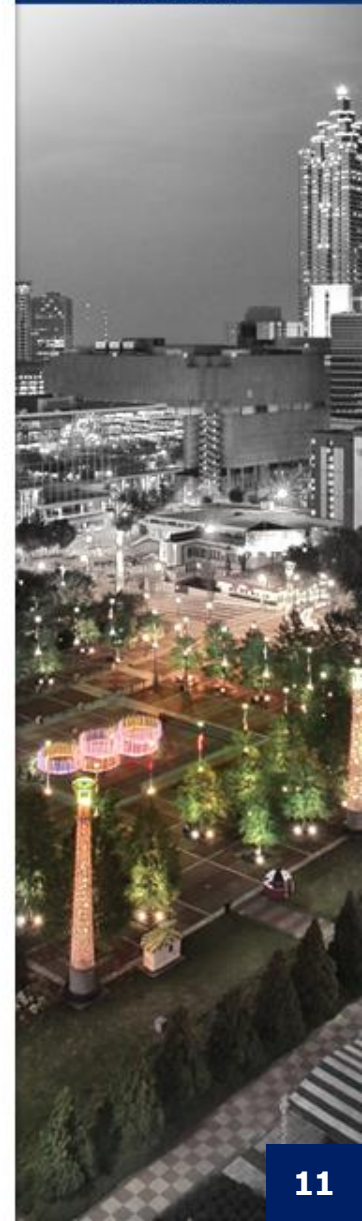
- COP renovations
 - Baker St., Amphitheater, concert staging
- Buildings A & B exterior modernization
- Building B & C connectivity
- Wayfinding – vehicular and pedestrian
- Marshalling Yard / Building A roadway

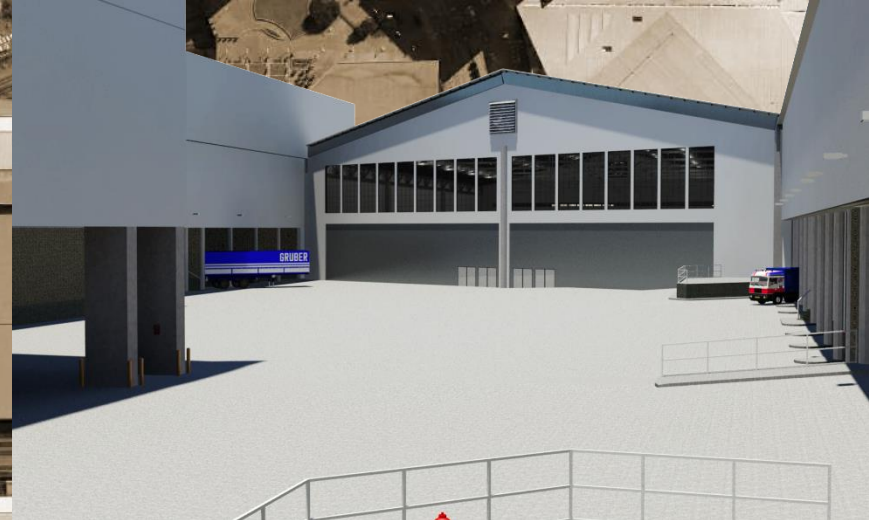
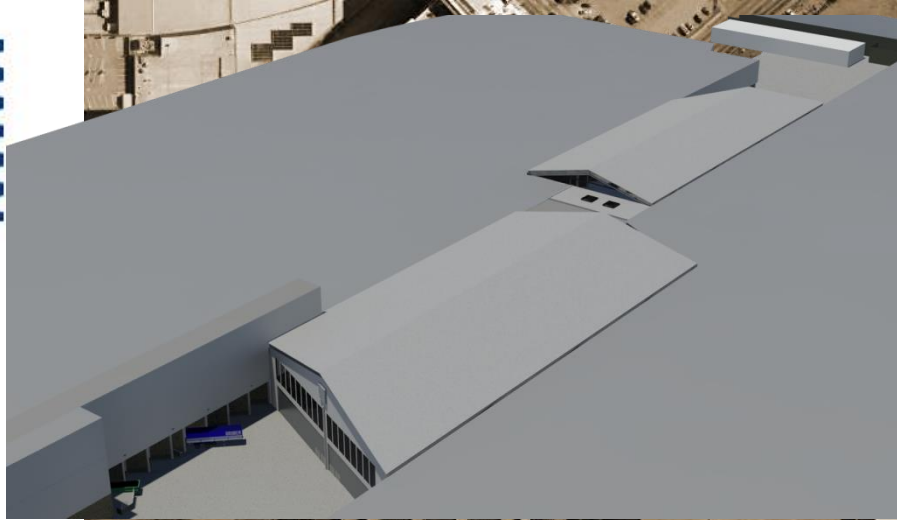


Fy 2016 Capital Requests

Modernization of Buildings A and B Exterior

Replace older and inefficient exterior finishes with more modern designs.





Fy 2016 Capital Requests

Wayfinding signage (on campus)
and Overhead Variable Message Boards
(leading to campus)





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Questions?



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LEGISLATIVE UPDATE

Lindsay Strickland

September 26, 2014

Update from 2014 Session

- **Local Legislators:** Atlanta and Savannah
- **Flexible Benefits Exemption Legislation**
 - GWCCA Flexible Benefits Exemption option from the State's plan
 - Successful in the passage of **HB 246**
 - Became effective July 1, 2014
 - Now known as **Act 490**
 - HR reviewing new options with MSI





Capital Requests: 1

Short Term Goals

- \$5,000,000 capital outlay bond planning amount for FY 2016
- Questions to ask while planning:
 - What? Why? How?



Capital Requests: 2

Long Term Goals

- Campus Visioning
- COP
- GWCC
- Savannah





Capital Requests: 3

Messaging-PR

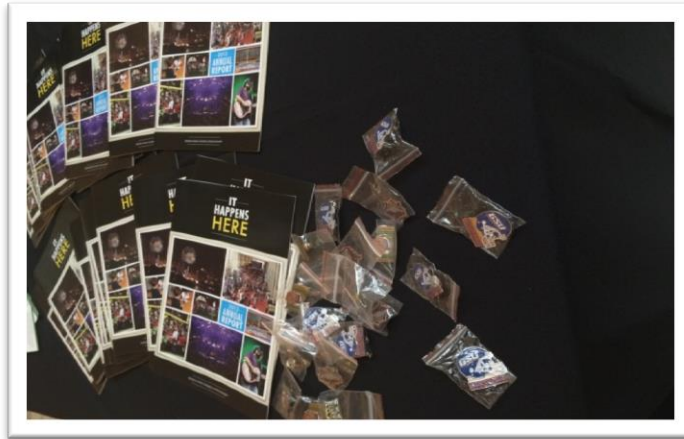
- What will make our campus more competitive in the industry?
- What will bring us more business?
- What will be most beneficial to the state of Georgia?

Capital Requests: 4

What we have done and will continue to do:

- Keep an open line of communication with **Legislative Overview Committee**
- Continue to have frequent update meetings with **Governor's Office** and state leaders
- Participate in **government relations meetings** and events with GHLA (*Georgia Hotel and Lodging Association*)
- Participate in **Tourism Day** at the Capitol







Troutman Sanders

Pete Robinson-State

Robb Willis-State

Lawrence Bell-City/County





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Questions?

Georgia International and Maritime Trade Center Authority



Hutchinson

Island, About 1914...



...and
About
2014.

**Slip 3,
Hutchinson
Island,
about 1910..**



**...and about
2020!**



The “Trade Center” Authority

The Georgia International and Maritime Trade Center Authority (GIMTCA) was created by act of the Georgia General Assembly (1995) to develop, market and operate the Trade Center facility and related projects.

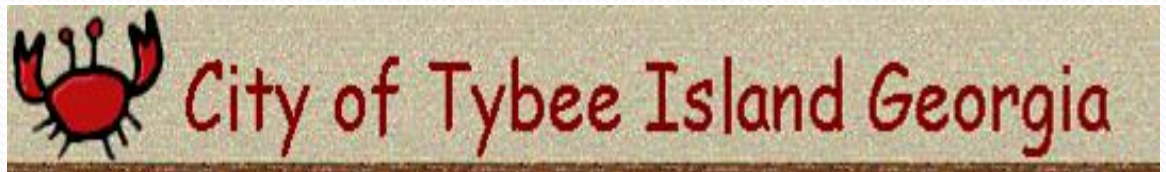
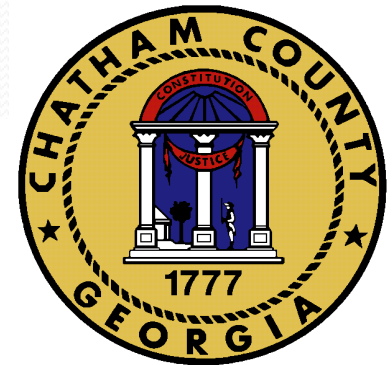


The authority consists of 12 members:

- 1 appointed by each member of the Chatham County Legislative Delegation
- 1 by the Chatham County Commission
- 1 by City of Savannah
- 1 *ex officio*, President of the Savannah Economic Development Authority
- 1 *ex officio*, President of ‘Visit Savannah’ (Convention and Visitors Bureau)



County and Municipal Partners



Terms of Reference

The Savannah International Trade & Convention Center began as a joint City of Savannah-Chatham County project in 1993.

The county then assumed the project lead. Construction began in 1998, and the Center opened officially in May, 2000.

The SITCC and adjacent Westin sites, along with the rest of the *Savannah Harbor* tract on Hutchinson Island, were annexed by City of Savannah as part of the development deal.

In 2001, the county conveyed the facility to the GA Department of Economic Development (the county retains an exclusive right of use).

So...the Trade Center is a State-owned building, built by a County, in a Federal Foreign Trade Zone, inside Savannah city limits, fronting waterways administered by Corps of Engineers and GA Dept of Natural Resources; leased by the County to a local Authority, and operated by another Authority!

Any Questions?

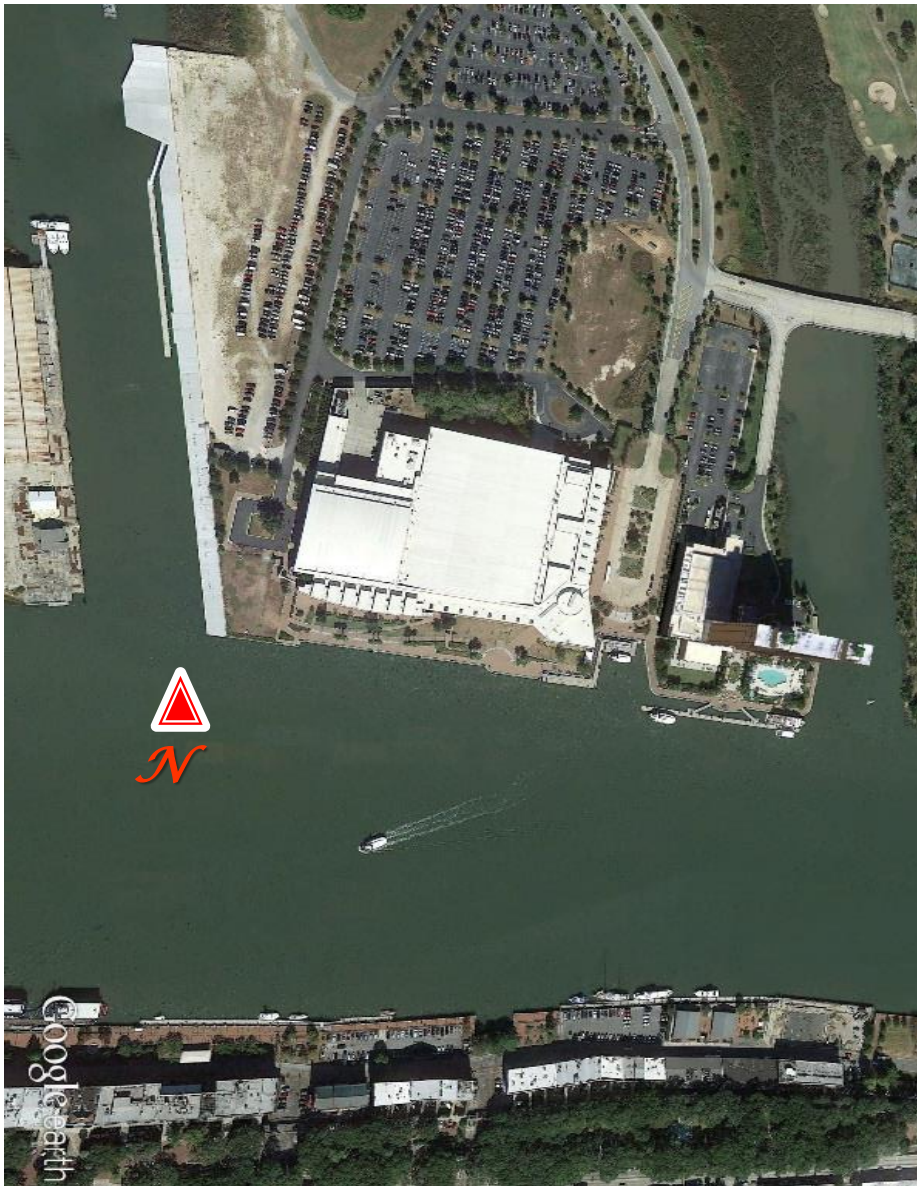


The Savannah International Trade & Convention Center



Mission. The Center's primary objective is to attract and produce events with significant economic potential for Chatham County and Coastal Georgia; and secondly, to facilitate local events promoting community pride and quality of life within a sound financial context.





Opening Date/C.O.

The facility opened officially on May 5, 2000. The Chatham County Certificate of Occupancy is dated February 5, 2001.

Civil. The facility occupies Parcel 1, Savannah Harbor Subdivision (about 22.7 acres) bounded:

- on the west by Parcel 7 and Slip #3 (Chatham County, leased to GIMTCA)
- on the north by Shackelford Blvd;
- on the east by Parcel 2 (CWT), site of the Westin Savannah Harbor Resort, and
- on the south by the Savannah River.

Trade Center: Capital Funding History

Pay It Forward: Center construction and later development was funded thru Chatham County SPLOST and State funding. *The facility opened debt-free.*

Construction	County	State of GA	GIMTCA / Other
1993 SPLOST	\$37.00M		
Design Contract	\$ 2.02M		
1995 SPLOST	\$15.00M		
1997-98 Sales Tax	\$ 3.00M		
1994 State DCA Grant		\$.55M	
1995 State GO Bonds		\$17.47M	
 Parcel 7 / Riverwalk / Intermodal Facilities			
Purchase Parcel 7		\$3.00M	
Riverwalk / 2008 SPLOST	\$3.07M		
Riverwalk / 2009 GO Bonds		\$4.00M	
Intermodal Federal Funding			\$3.36M
Intermodal GIMTCA Match			\$.64M
Sub-Totals	\$60.09M	\$25.02M	\$4.00M

Total Capital Funding: \$90.01M



Trade Center Authority: Balance Sheet

Benefiting from careful fiscal management and asset performance, GIMTCA is positioned to fund both its mid-term capital needs as well as a careful look at its future and that of Savannah's convention industry at large:

FYE 2014	GIMTCA	Water Trans
Operating Fund:	\$3.46M	\$.46M
Tot Operating Cash:	\$5.26M	\$.47M
Capital Account:	\$1.03M	
Receivables:	\$2.88M	\$.30M
Payables:	\$.166M	\$.49M
Total Assets:	\$9.29M	

Trade Center Operating Funding

Under OCGA 48-13-51, The Trade Center Authority receives 1 point of the 6% Chatham County Lodging Tax.

This is GIMTCA's sole source of funds (other than center operating revenues) from which to pay all operating, capital and miscellaneous expenses.

Last year's actual, and this year's budgeted, receipts:

	FY 14	FY 15
	Actual	Budget
H-M Tax Revenues		
Chatham County	\$ 207,384	\$ 211,793
City of Savannah*	2,034,440	2,132,434
City of Pooler	108,476	110,379
City of Tybee	315,739	362,136
City of Pt. Wentworth	94,996	102,527
Garden City	33,778	34,986
Total Tax Revenue	2,794,812	2,954,256



Trade Center Management

In 1995, the Trade Center Authority (GIMTCA) engaged private operator *SMG* to coordinate pre-opening activities; and then to manage the facility, 2000 to 2014.

In 2014, the Authority engaged the *Georgia World Congress Center Authority* (GWCCA) to manage the facility in 2014. GWCCA earns a base fee for its services, plus an incentive based on performance objectives.

Agency. Under an Agreement between the parties, GWCCA acts as Managing Agent for the facility, and operates the center under the policy guidance of the Trade Center Authority board of directors.

GWCCA also provides staff and administrative support to GIMTCA.

The current management term is in effect through June, 2017.



Trade Center--Services Contracts

Audio-Visual. GWCCA contracts with **PSAV**, a national company, for audio-visual, rigging, production, business center and related services.

Food and Beverage. GWCCA contracts catering, concessions, and other services to **SMG Food & Beverage LLC, dba SAVOR...Savannah**, on a shared-revenue basis.

SAVOR...Savannah also proudly serves our community with professional off-site catering services; and has been the preferred caterer for the Telfair Museum's Jepson Center for the Arts and other premium venues.

Internet / Telecommunications. GWCCA contracts with **CCLD**, a regional company, for public internet and telecommunications, and telecomm - IT support to staff.

Parking. GWCCA contracts with **AAA Parking** to operate Center's parking facilities.



Trade Center Performance, FY 2000-2014

- ▶ **Total County-Wide Room-Nights: 900,000+**
- ▶ **Conventioner Direct Spending: \$260,000,000+**
- ▶ **Rental Credit Awarded, 2006-present: \$970,000**
- ▶ **Rental Credit Economic Impact: \$52.4 million**
 - ▶ **Increase in Bed Tax Collections: 210%**
- ▶ **Water Ferry System Boardings: 5,400,000**
- ▶ **Events Getting a Giant Hangar Door: 2**
 - ▶ **Events Needing More Space: 11**

FY 2014 Highlights

- ▶ Convention rooms production highest since opening
- ▶ River Walk–Passenger Intermodal Project underway
- ▶ Trade Center Landing Master Plan complete
- ▶ High profile International Conferences--
 - Savannah Ocean Exchange*
 - International Oil Spill Conference*
- ▶ Expanded Convention - Visitor Mobility System
- ▶ City Hall Landing Dock & Shelter Projects



Trade Center -- FY 2014 Economic Impact

EVENT TYPE	EVENT	ATTD	ROOM-NTS		ECONOMIC IMPACT				
	DAYS		PEAK	TOTAL	VISITOR	OVERALL	SALES TAX	H-M TAX	
C	CONVENTIONS	142	23,784	12,273	45,237	\$13,344,915	\$25,355,339	\$1,014,214	\$407,133
TS	TRADE SHOWS	31	5,669	2,011	5,543	\$1,635,185	\$3,106,852	\$124,274	\$49,887
PS	PUBLIC SHOWS	51	64,421	496	1,406	\$414,770	\$788,063	\$31,523	\$12,654
M	MEETINGS	96	7,172	2,920	7,571	\$2,233,445	\$4,243,546	\$169,742	\$68,139
SE	SPORTING EVENTS	28	32,745	12,525	25,878	\$7,634,010	\$14,504,619	\$580,185	\$232,902
F	FESTIVALS	3	4,300	200	600	\$177,000	\$336,300	\$13,452	\$5,400
O	OTHER	11	8,200	200	200	\$59,000	\$112,100	\$4,484	\$1,800
F&B	FOOD & BEVERAGE	52	16,364	0	0	\$0	\$0	\$0	\$0
	TOTAL	414	162,655		86,435	\$25,498,325	\$48,446,818	\$1,937,873	\$777,915



Water Ferry System

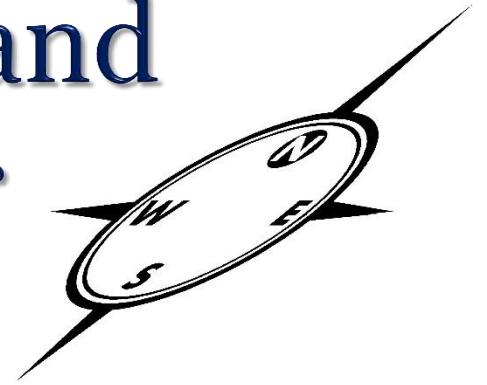
GIMTCA developed the *Savannah Belles* ferry system, and contracts with Chatham Area Transit Authority (CAT) to operate it. With a 4-vessel fleet, the system operates one or two in daily service year-around, with reserve capacity to move large groups; and generates about 650,000 passenger boardings per year.

The ferry is integrated with a downtown transportation system (“the dot”) which also includes a visitor shuttle and River Street trolley.



Funding. GIMTCA took the lead to establish Savannah's water ferry system, and is responsible for all system costs. A subscriber funding system now offsets most expenses; but over the life of the system, GIMTCA funding (including federal grant matches and lobbying) approaches \$3.3 million.

Georgia International and Maritime Trade Center Authority



2014-2015 Projects and Initiatives

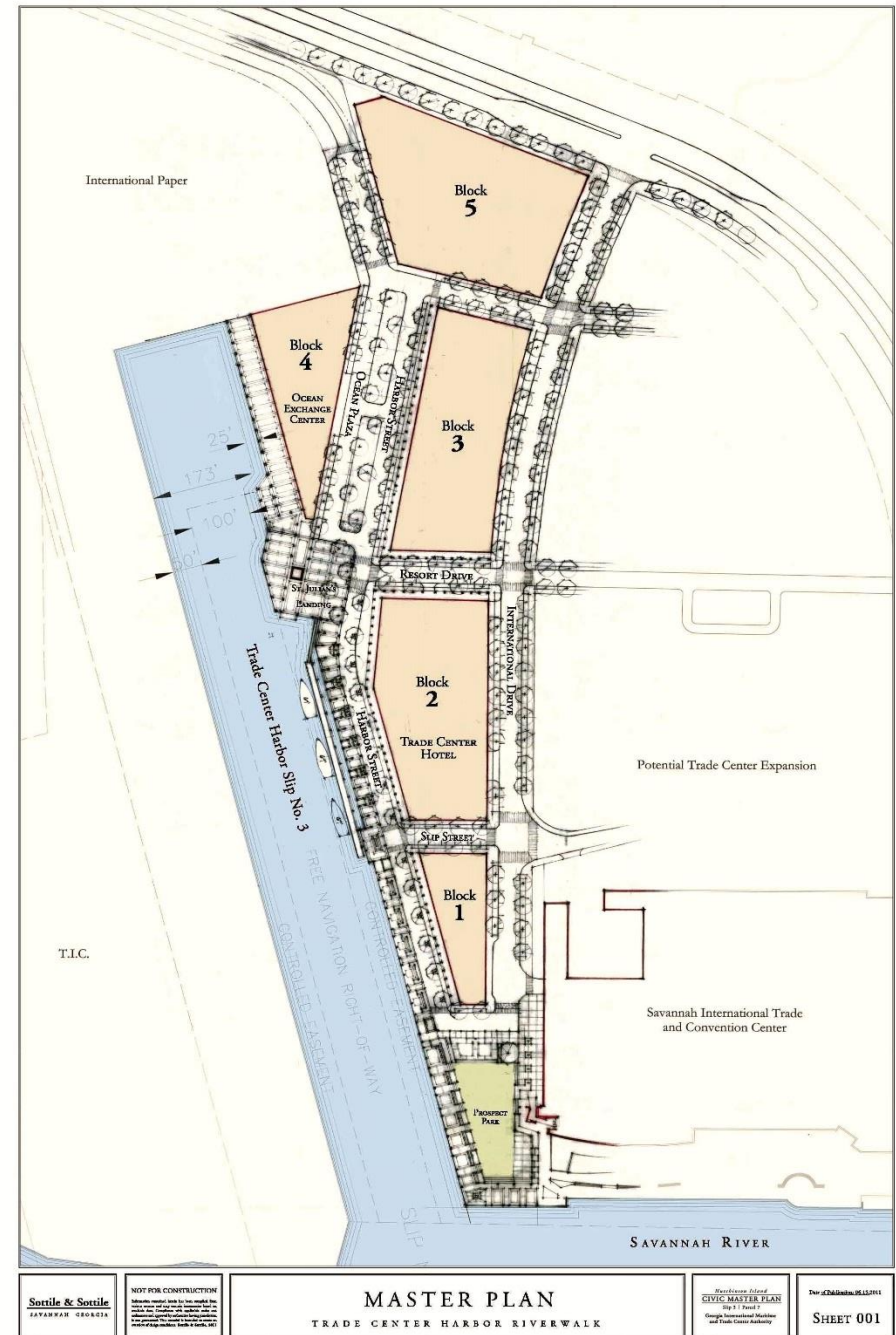
Trade Center Campus (Parcel 7) Civic Master Plan

Completed 2007, updated 2010. The 'CMP' proposes a hotel, other commercial facilities, public attractions and intermodal passenger amenities on a grid of 5 development blocks.

GIMTCA obtained over \$10 million in federal, state, county and local funds for a river walk extension, intermodal passenger facilities and access roads.

In 2011 GIMTCA completed the river walk extension, docks, and loading platform.

Supporting intermodal facilities will be constructed in 2014.

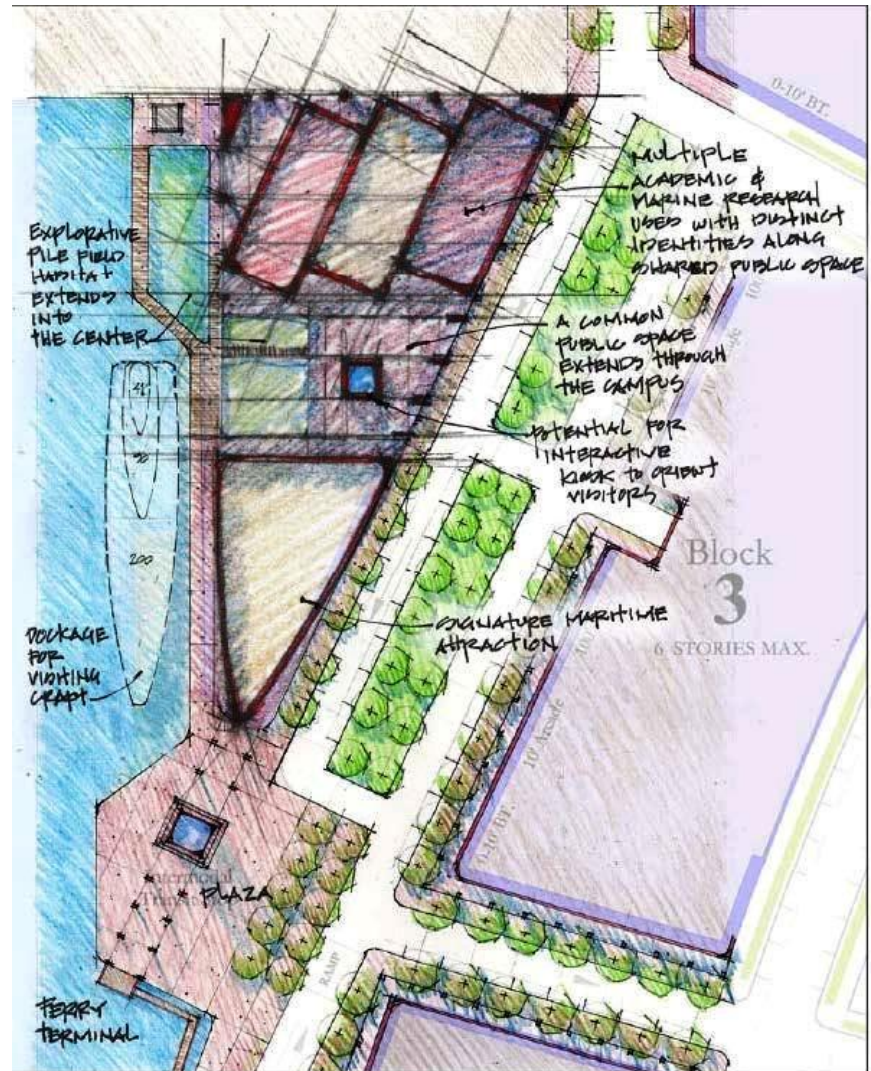
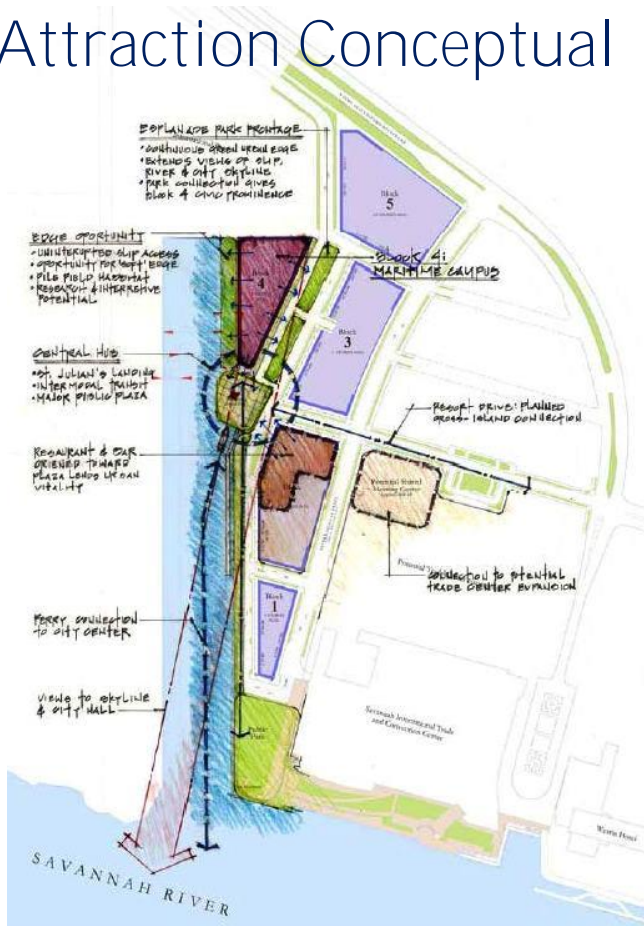


Hutchinson Island—Slip 3

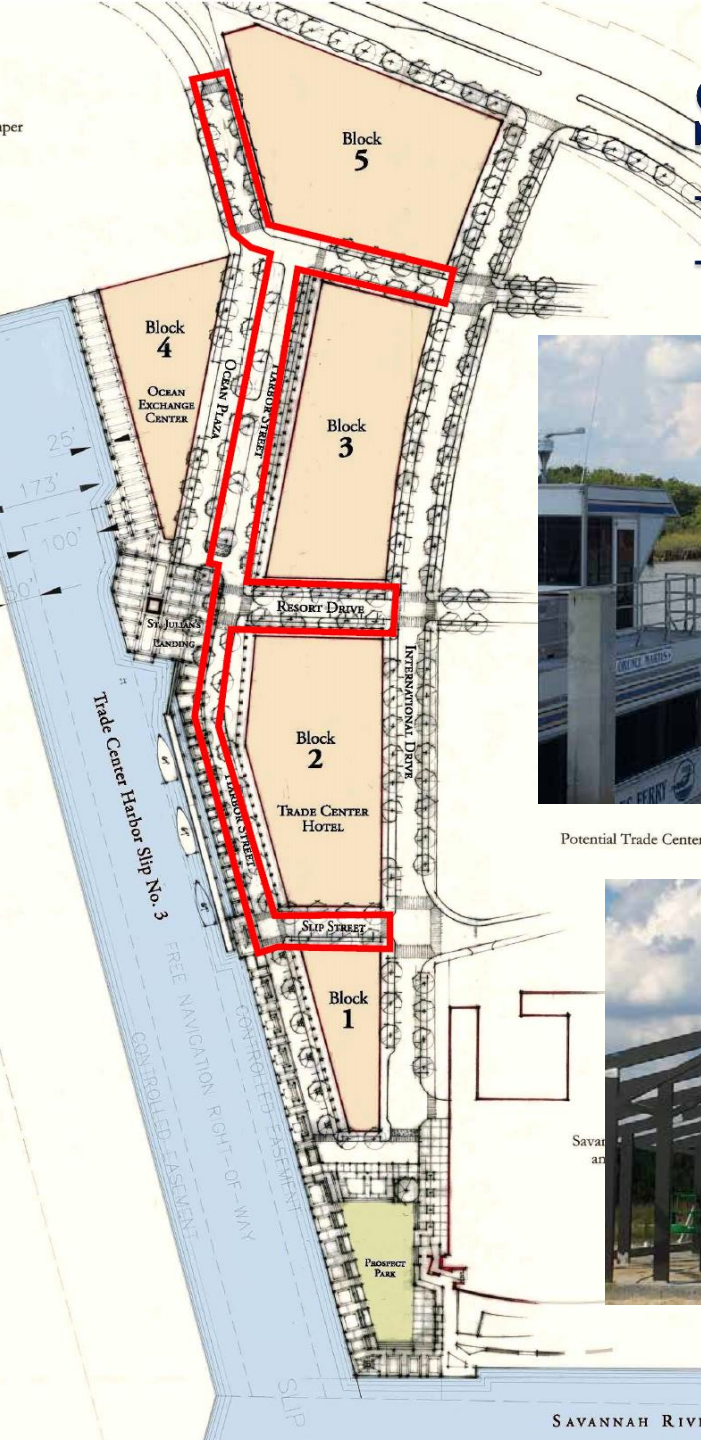


Block 4

Marine Science-Based Attraction Conceptual



Slip 3-Passenger Intermodal Facilities



Potential Trade Center



Savannah



Convention Industry Development Project

Trade Center Successful Over First 15 Years – What Are Next Steps?

PKF Hospitality Resources, Atlanta
Consulting Project:

- Potential Hotel Development on Parcel 7, elsewhere close to Center
- Potential Trade Center Expansion Scenarios
- Scenarios for Other Convention-Related Facilities, Capabilities



SMG-GWCCA

Management Transition:

The Picture that Says a Thousand Words





Best ↔ Practices



SAV

ATL

Board Reports



Maintenance System



Economic Impact Model



Event Mgmt Model



Best-In-Class Service Culture



Access to Shared Technology



Integrated Management System



Cost Efficiencies--Purchasing

Sales and Marketing— Initiatives

Collaborative trade show and client events

Cooperative ad placements with Visit Savannah and GWCCA

Coordinated Sales Action Planning

Close alliance touches all facets of Convention Business Development

- Sales
 - Marketing
 - Event Services
- 

A Community's Vision Rewarded

"We hold numerous conventions nationwide, and your facility may well be the best we've ever used." --*Reinke Manufacturing*

"Best facility, best-organized staff, most outstanding food, best event management in the history of this major annual conference."
--*Enlisted Assn of the National Guard*

"Our dealers and management team agreed, this was the best show we have ever had!"
--*W. S. Badcock Corp*

"All agreed, our best conference yet. The service is superior, the catering outstanding."
--*International Oil Spill Conference*

"We look forward with great pleasure to bringing our conference back to Savannah and the Trade Center... hugely successful!"
--*Georgia Organics*



Fun Facts about...

Savannah's International Trade & Convention Center

(..and Apologies to *Harper's Index*)

Number of 90' Pilings Used to Construct the Trade & Convention Center:	1,600
Amount of material, in cubic yards, to fill Slip 2 and create Bryan Square:	120,000
How big the largest Alligator encountered During the Slip 2 Project <i>looked</i> , in feet:	13 (More Like: 9)
Passengers transported annually by Savannah Belles Ferry System:	650,000
Number of <i>other</i> convention centers, nationwide, operating a Water Ferry system:	0
Number of patrons at the Center's largest Public event (<i>Christmas Made in the South</i>):	15,500
Rank of the Chatham Ballroom, among Coastal Meeting Facilities from Charlotte to Jacksonville:	1
Height above floor level, of a burned-out Light bulb in the Rotunda, in feet:	58
Maximum vertical reach of the Center's Boom Lift, in feet:	60
Percentage increase, from 2001 to 2010, in yearly Event-days at the Center:	110
Percentage <u>decrease</u> during the same period, in Center electrical Consumption:	38
Hotel room-nights Consumed during the <i>Ecological Society of America</i> Convention:	6,350
Cumulative hotel Room-nights from Center-hosted meetings and Conventions:	900,000+
Equivalent Direct-Spending Impact for Municipal Partners and County:	\$260,000,000
Return on Investment, as a ratio between Direct Spending and Operating Subsidy:	16 to 1
Meals Consumed at the annual <i>Georgia Municipal Association</i> Convention, in 1 day:	4,630
Weight of the US Army 'Hummer' lifted by freight elevator to the Ballroom, in lbs:	7,000
Number of 50-lb sacks of Potatoes which could have gone along on the same ride:	100
International press and G-8 Summit delegates dining at Tondee's Steak & Chop House:	1,600
Distance from the bridge of a passing 1,000-ft container ship to the bar at Tondee's, in fathoms:	60
Floating dock Display frontage for the <i>Savannah River International Boat Show</i> , in feet:	1,100
Center's Ranking as a first-year venue for the <i>Southern Women's Show</i> , by its Producer:	1
Average number of Chef's Famous Cookies consumed at each Board meeting:	38
Number of Seats on the Trade Center Authority Board:	12



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