

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**OCTOBER 26, 2010**

The following were in attendance:

**GWCCA Authority Members**

Taz Anderson  
Mike Garrett  
Anne Hennessy  
Glenn Hicks  
Lee Hunter  
Bob Prather, Chair  
Gary Smith  
Doug Tollett  
John Watson

**Absent**

David Allman  
John Downs  
Jim Edenfield  
Tim Lowe  
Dee Yancey

**GWCC Legislative Overview Com.**

**Senators**

Don Balfour  
Bill Hamrick  
Judson Hill

**Representatives**

Matt Dollar  
Butch Parrish

**GWCC Staff**

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

**Dome Staff**

Carl Adkins  
Will Lofdahl

**COP Staff**

Joe Skopitz

**Levy - GWCC**

Chris Smith  
Scott Sweeney

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**GWCC Legal Counsel**

Pargen Robertson

**Office of Planning & Budget**

Yvonne Turner

**House Budget Office**

Tracy Atcheson

**Senate Budget Office**

Elizabeth Kulinski

**Press**

Lisa Schoolcraft, Atlanta Business Chronicle

Chair Bob Prather welcomed everyone and called the meeting to order at 12:30 p.m.

Chair Prather then asked for a motion to approve the minutes of the August 31, 2010 meeting.

***A motion to approve the minutes of the August 31, 2010 meeting was made by Taz Anderson, seconded by Lee Hunter, and unanimously approved.***

Chair Prather then called on Patsie Rand to present the Sales and Marketing Report for August and September 2010, which is hereby appended and made a part of these minutes.

Fourteen events totaling one hundred-one days, which includes move-in and move-out days, confirmed during August and September for GWCC.

| <u>Event</u>   | <u>Date</u>   |
|--|---------------|
| Unveiled, the Ultimate Wedding Planning Event                        | November 2010 |
| Dixie Nationals  | December 2010 |
| Agricultural Equipment Technology Conference                         | January 2011  |
| HoopAtlanta 3-on-3 Classic   | April 2011    |
| National Funeral Directors & Morticians Association<br>Training 2012 | July 2011     |
| Abilities Expo   | February 2012 |
| Advanced Wound Care & Healing Society                                | February 2012 |
| Texprocess Americas  | April 2012    |
| National Baptist Convention, USA                                     | April 2012    |
| World Energy Engineering Conference                                  | August 2012   |
| Abilities Expo   | October 2012  |
| SECO International   | February 2013 |
| National Association of Convenience Stores                           | February 2013 |
| National Council for Teachers of English                             | October 2013  |
|  | November 2016 |

Two events were cancelled at the GWCC during August and September for a total of 8 days.

| <u>Event</u>              | <u>Date</u>    |
|---------------------------|----------------|
| The Black Expo of Georgia | September 2010 |
| Comfortech                | September 2012 |

Six new events confirmed at the Georgia Dome during August and September 2010 for a total of fourteen days, which includes move-in and move-out.

| <u>Event</u>                                    | <u>Date</u>   |
|---|---------------|
| Atlanta Public School Homecoming Football Games | October 2010  |
| Bands of America Super Regional                 | October 2010  |
| Monster Energy AMA Supercross                   | February 2011 |
| Strayer University                              | May 2011      |
| Stone Mountain High School Graduation           | May 2011      |
| Langston Hughes High School Graduation          | May 2011      |

No events were cancelled at the Georgia Dome during August and September 2010.

Three new events were confirmed in Centennial Olympic Park during August and September 2010.

| <u>Event</u>  | <u>Date</u>    |
|---|----------------|
| ESPN Game Day                                       | September 2010 |
| Partnership Walk                                    | October 2010   |
| One Meyn One Company – 50 <sup>th</sup> Anniversary | November 2010  |

One event was cancelled in Centennial Olympic Park during August and September 2010 for a total of one day.

| <u>Event</u>   | <u>Date</u>   |
|----------------|---------------|
| Psoriasis Walk | November 2010 |

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during August was reviewed. Total attendance for August events was 186,883. New dollars generated by out-of-town visitors were \$87.3 million and estimated total economic impact was \$141.8 million. Estimated State sales tax generated was \$5.1 million.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during September was reviewed. Total attendance for September events was 248,640. New dollars generated by out-of-town visitors were \$87.7 million and estimated total economic impact was \$139.5 million. Estimated State sales tax generated was \$6 million.

Photographs of the following August and September 2010 events were reviewed:

**GWCC**

American Veterinary Medical Association  
International Woodworking Fair  
Chick-fil-A Kickoff Game Fan Zone  
For Sisters Only  
CEDIA

**Georgia Dome**

Falcons vs. Patriots  
US Army Corky Kell Classic  
Chick-fil-A Kickoff Game  
Bank of America Football Classic  
Falcons vs. Cardinals  
Georgia State University Football

**Centennial Olympic Park**

Georgia Tech's "Be the Change Day"  
Cuervo Games  
ESPN Game Day  
Fourth Saturday Family Fun Day  
Mt. Vernon Presbyterian School Volunteer Day  
Wednesday WindDown

Chair Prather thanked Ms. Rand for her report and then called on Frank Poe and Sherrie Spinks for the review of the September 2010 financial reports, which are appended and made a part of these minutes.

Financial reports for the first quarter of FY11 are more detailed since we experienced a number of off-budget numbers. The Park has been receiving out of the ordinary water consumption bills, which has impacted the Park's year-to-date financial performance. Staff has been meeting with Watershed Management to determine why the meter readings have been so high. Three defective meters have been found around campus and replaced. Watershed Management has submitted one refund. Staff anticipates additional refunds to follow.

### **GEORGIA WORLD CONGRESS CENTER**

Operating revenue for September was \$2,076,183 against a budget of \$1,643,091, which was \$433,092 **below** forecast for the month. The deficit is mainly due to food and beverage. YTD revenue is under budget by \$424,013 or 5.73%. Total expenditures of \$2,690,018 were \$38,100 **under** budget. YTD expenses are over budget by \$27,566 or .34%. The Congress Center projected a net loss of (\$651,935) but had an actual net loss of (\$1,046,927) for the month. YTD the Congress Center projected a net loss of (\$681,369) but had an actual loss of (\$1,132,948). Food and beverage revenue for the first quarter was budgeted at \$1,603,433. However, food and beverage actual was \$1,081,178, which was \$522,255 below forecast. GWCC has worked with Levy to re-forecast October through December revenue projections. The original second quarter budget was \$941,322. The revised forecast shows an increase of \$340,787. The first quarter loss, plus the revised second quarter gain, plus original third and fourth quarter forecasts should increase final year-end revenue by \$77,498 or a year end food and beverage revenue forecast of \$5,817,107.

Included in the presentation were graphs showing four prior year first quarter financial comparisons, to include: FY 2008 through FY 2011 first quarter GWCC Hotel/Motel Tax and FY 2008 through FY 2011 first quarter GWCC net square footage comparisons.

### **GEORGIA DOME**

Total operating revenue for September was \$3,843,467 compared to a budget of \$3,528,466, which was \$315,001 **ahead** of forecast. The increase was due to Hotel/Motel Tax and catering. YTD revenue is under budget by \$653,935 or 2.06%. Operating expenditures of \$2,712,098 were \$468,561 **over** budget for the month. YTD expenditures are **under** budget by \$768,443 or 4.89%. The Dome projected a net profit of \$1,284,929 but had an actual net profit of \$1,131,369 for the month. YTD projected net Dome profit was \$16,075,502; however, actual net profit was \$16,190,010.

Included in the presentation were graphs reflecting four prior year first quarter financial comparisons to include FY 2008 through FY 2011 Dome first quarter Hotel/Motel Tax comparisons.

### **CENTENNIAL OLYMPIC PARK**

Operating revenue for September was \$170,726 compared to a budget of \$251,587, which was \$80,861 **below** forecast, which is primarily due to catering. YTD operating revenue is \$132,092 under budget or 9.5%. Operating expenditures for the month were \$263,353, which was \$35,659 **less** than projected. YTD Park Expenses are over budget by \$74,651 or 6.16%. This increase is tied to water meter issues. The Park projected a net gain against budget of \$23,893 for the month, but had an actual **net loss** of (\$92,627). YTD the Park projected a net gain against budget of \$179,035 but had an actual **net loss** of (\$27,708). The Park should meet its goal by the end of the year.

Included in the presentation were graphs reflecting FY 2008 through FY 2011 COP first quarter water usage comparisons. The graph showed an increase in usage of 511% in the first quarter of FY 2011 over the first quarter of FY 2010. Three defective water meters have been replaced. The Park will continue to work with Watershed Management to maintain control of water usage issues. A graph

showing four prior year first quarter comparisons shows the Parking doing better than last year at this time.

Chair Prather thanked Ms. Spinks for her detailed report.

Chair Prather then recommended a Nominating Committee to bring forth a recommendation at our next meeting for a slate of officers for the Authority for the upcoming year as follows:

Glenn Hicks, Chair  
Taz Anderson  
Dee Yancey

***A motion to approve the recommended Nominating Committee was made by Lee Hunter, seconded by Anne Hennessy, and unanimously approved.***

The Nominating Committee will meet within the month and will bring a recommended 2011 slate of officers to the Board for approval at the November 30 Authority meeting.

Mr. Poe reinforced the following in reference to September financials: 1) The Congress Center expects to make up the first quarter's food and beverage short fall; and 2) the Park will keep a close watch on food and beverage revenue and domestic water consumption issues. The City has been cooperative and responsive to our concerns about the excessive water bills. While large water bills are more noticeable in the Park financial reports since it has a smaller budget, all facilities have been receiving larger bills.

Chair Prather noted the November and December Authority meetings combine and one meeting will be held Tuesday, November 30.

***With no further business to discuss, a motion to adjourn was made by Gary Smith, seconded by Taz Anderson, and unanimously approved.***

**RESPECTFULLY SUBMITTED:**

**APPROVED:**

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**DALE AIKEN  
ASSISTANT SECRETARY**

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**ANNE HENNESSY  
SECRETARY**