Georgia World Congress Center Authority

Board of Governors Meeting

October 28, 2014
ATLANTA FALCONS

2015 and 2016 Georgia Dome

Premium Seating
2014 Georgia Dome Premium Highlights

- Projected $25.1 million in gross Verizon Wireless Club and Suite inventory*

- Generated $4.15 million in new suite, club and supersuite revenue

- Renewed $3.55 million in club, suite and supersuite revenue

*Includes value of 10/26/14 London Game
2015-2016 Pricing Strategy

With 20 suites (representing $2.2M) and 1,428 Verizon Wireless Club & Supersuite seats ($4.4M) up for renewal, our goal is to help members extend, or purchase, through the life of the Georgia Dome. Recommendations include:

• Waiving 2016 (final year) escalators for Executive Members under contract through June 30, 2017.

• Suites and Seats purchased or extended on a one year agreement would be subject to a 3-4% price increase for the final season in Georgia Dome.

• Apply security deposits to be credited towards final year of the license payment.

• Create a Falcons-Only two-year product in which members only incur a 25% deposit.

• Falcons ticket cost would not increase in the final year. As a result, there would be no premium erosion for the 2015 and 2016 season.
Existing Suite, Supersuite, and Club Seat Contracts

• Existing contracts: 3% increase for 2015; 0% increase for 2016

New and Renewal Suite Pricing (Sell on one and two-year terms)

• Increase 2015 annual suite prices 3% rounded up
• There will be a $5,000 premium for one year agreements. Team can increase the premium with the consent from the Georgia Dome

New and Renewal Club / Supersuite Pricing (Sell on one and two-year terms)

• Increase 2015 multi-year prices 3% to 4.5%
• License fee will be an average of $344 more a one-year agreement
Single Game Suite Pricing

• Regular Season Single Game Suite Prices range from 10% - 35% of the licensed multi-year price, based on opponent, suite location and game time.
• Preseason Suites are half of the regular season price.

2015 Season and 2016 Season Falcons Ticket Pricing

• Falcons season ticket price max: $153 ($5 per game increase from 2014)
• Falcons single game ticket price max: $217 ($8 per game increase from 2014)

Marketing Suites

• As in prior years, Falcons will be able to purchase four annual suites at 50% of regular season price; and receive two Advertising Trade suites for each game.
• Falcons may use up to an additional three unsold suites per game for premium prospecting events (inventory permitting).
• Other unsold suite inventory may be provided to the Falcons for community related uses with consent of the Georgia Dome.
Georgia Dome Gross Advertising Sales
2006 - 2014

* All numbers are in millions
2014 (FY 2015) Georgia Dome Signage

- Projected (FY15) $8,518,175 in gross annual signage

- Year-over-year increase of $401,875 or 5.0%

- Generated over $740,750 in New Business revenue from clients including but not limited to multi-year partnerships with Northside Hospital, Windstream, Waste Management, Bose, and Peachtree Supplies.

- Renewed over $1.6 million in annual signage revenue from partners including but not limited to Ford, Equifax, Georgia Power, NAPA, and Aarons.

- Sold-out all annual digital and static inner bowl advertising (A & B Packages).
• Total inventory for 2015-16: $10.25 million which is a 3% increase over 2014-15; while eliminating previous programming such as the Orange Lot.

• Total inventory available for sale 2015-16: $2,962,666 prior to any renewals.

• In 2015-2016 there will be $2,075,875 Dome/Falcons sponsorships on renewal, including but not limited to Comcast, Northside Hospital, SunTrust, Novelis, UPS and BMW.
2015 (FY16) Georgia Dome Signage

- With 24.4% of the 2014 contracted signage revenue on renewal, the Falcons sales team will focus on client retention and upselling existing partners. If that’s not possible, the team will identify new organizations that could drive value from annual exposure at the Georgia Dome.

- Sales Staff: Four full-time Sales Executives and one Vice President of Sponsorship are focused on selling Dome inventory.
Georgia World Congress Center Authority

Board of Governors Meeting

October 28, 2014
## Financial Snapshot – September 2014

### Profit/Loss

<table>
<thead>
<tr>
<th>Location</th>
<th>Projected</th>
<th>Actual</th>
<th>Projected YTD</th>
<th>Actual YTD</th>
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<tr>
<td>Georgia World Congress Center</td>
<td>$797,547</td>
<td>862,018</td>
<td>565,277</td>
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<tr>
<td>Georgia Dome</td>
<td>$1,493,541</td>
<td>1,912,356</td>
<td>21,215,005</td>
<td>21,530,345</td>
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<tr>
<td>Centennial Olympic Park</td>
<td>$32,958</td>
<td>113,971</td>
<td>185,854</td>
<td>670,779</td>
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</table>

### H/M Tax

- **Actual**: $7M
- **Budget**: $6.3M, 10.08% change
- **FY14**: $6.1M, 14.51% change

### Customers (Estimated)

- 225,790

### Economic Impact (Estimated)

- 65.4M
## Financial Snapshot

**FY15 – Q1 Rolling Forecast**

<table>
<thead>
<tr>
<th></th>
<th>Georgia World Congress Center</th>
<th>Georgia Dome</th>
<th>Centennial Olympic Park</th>
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</thead>
<tbody>
<tr>
<td><strong>Net Profit/Loss</strong></td>
<td>$229,466</td>
<td>$21,716,257</td>
<td>$60,330</td>
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<tr>
<td><strong>Budget</strong></td>
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<tr>
<td><strong>Projection</strong></td>
<td>937,671</td>
<td>22,923,873</td>
<td>406,237</td>
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<tr>
<td><strong>Variance</strong></td>
<td>708,205</td>
<td>1,207,616</td>
<td>345,907</td>
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</table>
GWCC Sales Update
GWCC Sales Q1

**Bookings - Future Years**

- YTD 15: $3,877,985
- YTD 14: $3,876,837

**Bookings - In the Year for the Year**

- YTD 15: $1,592,153
- YTD 14: $873,352

**Overall - Quarter 1 - FY 15**

- YTD 15: $5,470,139
- YTD 14: $4,750,189
- Variance: $719,950
# Summary

## Total Dollars

<table>
<thead>
<tr>
<th>Year</th>
<th>Confirmed</th>
<th>First Options</th>
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<tbody>
<tr>
<td>FY 14:</td>
<td>$35 Million</td>
<td>$19.1 Million</td>
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<tr>
<td>FY 15:</td>
<td>$37.5 Million</td>
<td>$21.3 Million</td>
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<tr>
<td>Variance:</td>
<td>$2.5 Million</td>
<td>$2.2 Million</td>
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## Event Total

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<tr>
<th>Year</th>
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<tr>
<td>FY 14:</td>
<td>264</td>
<td>284</td>
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<tr>
<td>FY 15:</td>
<td>284</td>
<td>310</td>
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<tr>
<td>Variance:</td>
<td>20</td>
<td>26</td>
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STLY Future Outlook

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<td>155</td>
<td>68</td>
<td>40</td>
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</table>

- **Total Rent**
  - FY 2014: $7
  - FY 2015: $6.5
  - FY 2016: $1.9
  - FY 2017: $1.6
  - FY 2018: $2.7
  - FY 2019: $1.6
  - FY 2020: $1.4

- **F&B Minimum**
  - FY 2014: $1.0
  - FY 2015: $2.0
  - FY 2016: $3.0
  - FY 2017: $3.9
  - FY 2018: $4.8
  - FY 2019: $550 K
  - FY 2020: $550 K

- **First Options**
  - FY 2014: $800 K
  - FY 2015: $7.2
  - FY 2016: $5.2
  - FY 2017: $3.7
  - FY 2018: $3.0
  - FY 2019: $450 K
  - FY 2020: $4.0
# Future Outlook

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- **Total Rent**
- **F&B Minimum**
- **First Options**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Rent</th>
<th>F&amp;B Minimum</th>
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<tr>
<td>FY 2015</td>
<td>$9.7</td>
<td>$8.2</td>
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<td>$8.2</td>
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<tr>
<td>FY 2020</td>
<td>$4.1</td>
<td>$3.1</td>
<td>$4.2</td>
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<tr>
<td>FY 2021</td>
<td>$3.1</td>
<td>$3.2</td>
<td>$2.5</td>
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GWCC City Wide Events

Total Events: 237
City Wide Events: 12

<table>
<thead>
<tr>
<th>Year</th>
<th>Confirmed</th>
<th>First Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>178</td>
<td>65</td>
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<td>2017</td>
<td>47</td>
<td>23</td>
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<td>2018</td>
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<td>2019</td>
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<td>2020</td>
<td>7</td>
<td>35</td>
</tr>
<tr>
<td>2021</td>
<td>4</td>
<td>36</td>
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</table>

2015-2021 confirmed and first option city wide events.
Q1 Exhibit Hall Occupancy

<table>
<thead>
<tr>
<th>Month</th>
<th>FY 14</th>
<th>FY 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>70%</td>
<td>54%</td>
</tr>
<tr>
<td>August</td>
<td>57%</td>
<td>40%</td>
</tr>
<tr>
<td>September</td>
<td>43%</td>
<td>36%</td>
</tr>
<tr>
<td>Qtr 1</td>
<td>51%</td>
<td>49%</td>
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</table>
OUTKAST ATLAST
Overview

- Six-time Grammy Award winning Atlanta based hip-hop duo from East Point, GA
- Over 25 million records sold
- Known for defining the sound of southern hip-hop music
- Homecoming concert & 20-year anniversary
- First 3-day ticketed concert in the Park
- Locally produced by Rival Entertainment & The Bowery Presents South
Event by the Numbers

- Contract signed: July 7, 2014
- Concert dates: September 26 - 28, 2014
- Tickets sold: 60,000 in less than 3 hours
- Over 58,000 in attendance
- MARTA Ridership: 15,050
- Economic Impact: $5,876,944
- Net to the Park: $133,410
Media

- 6.5 million Facebook impressions
- Over 50,000 organically reached on Facebook
- Over 175,000 uses of #ATLast
- Over 74 stories written during the on-sale period and in four days, over 150 stories written during the concert;
- 175 credentialed media; 1100 applied
- Outreach to local TV/radio, businesses, and neighbors
Food and Beverage

- Gross per cap sales: $16.22
- Net to authority: $321,408
- Total Points of Sale: 236
- Beverage sponsor: Heineken
Operations

- On site 9 days total
  - 4 move-in days, 3 event days, 2 move-out days
- Bike rack barricade: 1 mile
- Chain link fencing: 2 miles
- Turf protection: 37,500 sq. ft.
- ATM machines: 26
Public Safety

- Police officers: 33
  - Traffic officers: 11
- Security personnel: 256
- Medical personnel on site: 12, with 2 ambulances on site
- Total arrests: 4
- Total medical transports: 5
Compliments & Reviews

- "Oh the sound check for tonight’s concert is awesome! There is great energy in the air. I’m hoping the whole weekend runs smoothly and is a huge success for the Park and the GWCC campus! – Jennifer Brooks, neighbor and member of the Atlanta Downtown Neighborhood Association"

- "Great job to the Park! Attended an event there for the first time ever tonight. Had a great time!! – Christy Petterson"

- "Friday night, Andre 3000, Big Boi and (others) played the first of OutKast’s three-night #ATLast 20 year reunion shows. If you were anywhere near Centennial Olympic Park last night the feeling on the streets can only be described as celebratory. Atlanta was happy. The vibe was that of a hometown holiday, and the excitement in the air was palpable. That’s the power of OutKast: A band with a truly universal appeal, and an incredible stage presence.” – Chad Radford, Creative Loafing"
# OutKast P&L

## REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental</td>
<td>$ 5,000</td>
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<tr>
<td>Food &amp; Beverage</td>
<td>321,408</td>
</tr>
<tr>
<td>Sponsorship/Other</td>
<td>38,629</td>
</tr>
<tr>
<td><strong>Total REVENUE</strong></td>
<td><strong>$365,037</strong></td>
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## EXPENDITURES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Personnel Services</td>
<td>$47,233</td>
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<tr>
<td>Regular Operating</td>
<td>184,394</td>
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<tr>
<td><strong>Total EXPENDITURES</strong></td>
<td><strong>$231,627</strong></td>
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## Net Profit (LOSS)

<table>
<thead>
<tr>
<th>Profit/Loss</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Profit (LOSS)</strong></td>
<td><strong>$133,410</strong></td>
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</tbody>
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Look ahead - 2015

- SweetWater 420 Festival (year 2 of 5)
- Re-evaluation of *Party in the Park* Concert model/date
- 3 internal holds for potential concerts in Spring/Summer 2015
Sustainability is a Value

**GWCCA Mission:**
“...promoting and facilitating events and activities that generate economic benefits to the citizens of the State of Georgia and the City of Atlanta as well as enhance the quality of life for every Georgian.”

**City & Industry Leadership**
**Environmental Importance**
**Financial Impact**
**Social Significance**
**Competitive Advantage**
**Innovative Thinking**
GWCCA’s Sustainability Story

1976 - 2005: Environmentally Conscious
2005: Registered for LEED
2007: Started Recycling Paper
2008: Started Baling Cardboard
2009: Joined Zero Waste Zone
2010: All 3 Venues Have Single-Stream Recycling
2011: Environmental Strategic Planning Team
2012: Atlanta Better Buildings Challenge
2013: Greenest Final Four
2014: Visionary Sustainability Leadership
World’s Largest LEED Certified Convention Center
GWCCA
Nominating Committee

Glenn Hicks
Chairman
Resolution

360 Architecture
Additional Service Requests
NOW, THEREFORE, BE IT RESOLVED that the Executive Director is authorized execute and deliver an Amendment to the Agreement for Architectural Services for the NSP.

Staff recommends approval.