

MINUTES
GEORGIA WORLD CONGRESS CENTER AUTHORITY
NOVEMBER 30, 2010

The following were in attendance:

GWCCA Authority Members

Taz Anderson
John Downs
Jim Edenfield
Anne Hennessy
Glenn Hicks
Lee Hunter
Tim Lowe
Bob Prather, Chair
Gary Smith
Doug Tollett
John Watson
Dee Yancey

Absent

David Allman
Mike Garrett

GWCC Legislative Overview Com.

Senators

Bill Hamrick

Representatives

Matt Dollar
Donna Sheldon

GWCC Staff

Dale Aiken
Kevin Duvall
Mark Geiger
Jeff Mellin
Frank Poe
Pattsie Rand
Patrick Skaggs
Sherrie Spinks
Mark Zimmerman

Dome Staff

Carl Adkins
Will Lofdahl

COP Staff

Mark Banta
Joe Skopitz

Atlanta Convention & Visitors Bureau

Gregory Pierce
William Pate
Mark Vaughan

GWCC Legal Counsel

Pargen Robertson

Press

Lisa Schoolcraft, Atlanta Business Chronicle
Leon Stafford, AJC

Guests

John Christie, Atlanta Hall Management
Steve Ethier, Atlanta Hall Management
Dan Graveline, GWCCA Consultant
Bill Miller, GWCCA Lobbyist
Frank Smith, State Properties Commission
Gary Stokan, Atlanta Hall Management

Chair Bob Prather called the meeting to order at 12:30 p.m. and welcomed first time guests Gary Stokan, John Christie, and Steve Ethier with Atlanta Hall Management; and Frank Smith with State Properties Commission.

Chair Prather then asked for a motion to approve the minutes of the October 26, 2010 meeting.

A motion to approve the minutes of the October 26, 2010 meeting was made by Dee Yancey, seconded by John Downs, and unanimously approved.

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

Five events totaling thirty days, which includes move-in and move-out days, confirmed during October for GWCC.

<u>Event</u>	<u>Date</u>
CFA Examination	December 2010
US Fencing Association	December 2010
Atlanta International Auto Show	March 2011
HealthExpo	June 2011
Full Gospel Fellowship	July 2014

No events were cancelled at the GWCC during the month of October.

Seven new events totaling twelve days, which includes move-in and move-out days, confirmed during October for the Georgia Dome.

<u>Event</u>	<u>Date</u>
Russell Athletic HBCU All-Star Bowl Game	December 2010
Georgia State University Graduation	December 2010
Georgia Tech Graduation	May 2011
MLK, Jr. High School Graduation	May 2011
Redan High School Graduation	May 2011
Westlake High School Graduation	May 2011
Creekside High School Graduation	May 2011

No events were cancelled at the Georgia Dome during the month of October 2010.

No new events confirmed in Centennial Olympic Park during the month of October 2010.

No events cancelled in Centennial Olympic Park during the month of October 2010.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during October was reviewed. Total attendance for October events was 214,529. New dollars generated by out-of-town visitors were \$82.3 million and estimated total economic impact was \$133.4 million. Estimated State sales tax generated was \$5.8 million.

Photographs of the following October 2010 events were reviewed:

GWCC

Grand Nationals
National Association of Convenient Stores
National Business Aviation Association
Mortgage Bankers Association

Georgia Dome

Atlanta Falcons vs. San Francisco 49ers
Cessna Product Launch
Atlanta Public Schools Domecoming
Atlanta Falcons vs. Cincinnati Bengals

Centennial Olympic Park

Light the Night
Walk to Cure Juvenile Diabetes

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

GEORGIA WORLD CONGRESS CENTER

Actual operating revenue for October was \$5,098,669 compared to a budget of \$4,235,538, which was \$863,131 **ahead** of forecast for the month. The difference is due primarily to increased utilities and food and beverage revenue. YTD operating revenue is over budget by \$439,118 or 3.78%. Total expenditures of \$2,573,862 were \$76,857 **over** budget. YTD expenses are over budget by \$104,422 or .99%. The Congress Center forecast a net profit of \$1,738,533 however, actual net profit was \$2,524,807 for the month. YTD the Congress Center projected a net profit of \$1,057,164 but had an actual profit of \$1,391,860. The Congress Center expects a good November, but a soft December. GWCC Hotel/Motel Tax for July through October 2010 was \$806,478 compared to a budget of \$771,142.

GEORGIA DOME

Actual operating revenue for October was \$4,340,632 against a budget of \$3,596,444, which was \$744,188 **ahead** of forecast. The increase was due to Hotel/Motel Tax and catering. YTD revenue is over budget by \$89,598 or 0.25%. Operating expenditures of \$2,213,680 were \$73,859 **over** budget for the month. YTD expenditures are **under** budget by \$694,584 or 3.89%. The Dome projected a net profit of \$1,456,623 but had an actual net profit of \$2,126,952 for the month. YTD the Dome's projected net profit was \$17,532,781; however, actual net profit was \$18,316,963.

Dome Hotel/Motel Tax for July through October 2010 was \$5,746,649 against a budget of \$5,506,119, which is 5.7% better than forecast.

CENTENNIAL OLYMPIC PARK

Operating revenue for October was \$172,823 compared to a budget of \$202,640, which was \$29,817 **below** forecast, primarily due to catering. YTD operating revenue is \$161,907 under budget or 10.17%. Operating expenditures for the month were \$189,545, which was \$21,304 **below** forecast. YTD Park expenses are over budget by \$53,347 or 3.75%. The Park projected a net loss against budget of (\$28,209) for the month, but had an actual **net loss** of (\$16,722). YTD the Park projected a net gain against budget of \$170,825 but had an actual **net loss** of (\$44,429).

Chair Prather thanked Ms. Spinks for her report.

Chair Prather recognized William Pate, President of the Atlanta Convention & Visitors Bureau (ACVB). Mr. Pate and Gregory Pierce will present at the ACVB 2011 Business and Financial Plan. The condensed version of the Business and Financial Plans are hereby attached and made part of these minutes. Mr. Pate introduced his staff: Gregory Pierce, ACVB Chief Financial Officer; and Mark Vaughan, ACVB Executive Vice President.

William Pate presented a synopsis of the ACVB's 2011 Business Plan to the Board for approval. The complete, detailed plan was sent to Board members prior to today's meeting for review. Mr. Pate noted a number of 2010 highlights. 2011 goals were presented and include: 1) Increase bookings by 7% to 1,850,000 room nights and generate 3,350 leads; 2) Achieve 200% attendance goal for major city-wide conventions; 3) Increase visibility of Atlanta as one of the top U.S. travel destinations; 4) Establish and maintain atlanta.net as the premier hospitality online marketing platform; 5) Optimize processes and ensure alignment of resources; and 6) Position ACVB as an industry expert nationally and as the singular voice of hospitality in Atlanta.

Gregory Pierce then presented the 2011 Financial Plan. He noted that public sector revenue for 2011 will be flat to 2010's revenue. The ACVB is also projecting relatively flat private sector revenue. Considering the current economic conditions, the ACVB feels it is taking a conservative position on building their plan and projecting their revenue streams for 2011. Payroll and related expenses are projected to increase 2% during 2011. This is due to increased healthcare costs and reinstating their merit increase program. Operating expenses should be flat. Direct promotional expenses are projected to increase 1%. Expenses for capital assets are flat. Projected total consolidated revenue is \$20,042,781 and projected total consolidated expense is \$19,912,282.

Chair Prather thanked the ACVB for their report and congratulated Mr. Pate and his team for doing a great job in today's difficult economic environment. Mr. Poe agreed that the ACVB has done well in a challenged environment. The Authority has a good partner in the ACVB team and he looks forward to working with them in the future.

Motion to approve the Atlanta Convention & Visitors Bureau Business and Financial Plan for 2011 as presented was made by Glenn Hicks, seconded by Anne Hennessy and unanimously approved.

Gary Stokan and the Atlanta Hall Management (AHM) team have been working diligently over the past six months to develop a plan for a fifty million dollar, fifty thousand square foot College Football Hall of Fame (CFHOF). As a new attraction for Atlanta, the Hall of Fame will offer another booking option for GWCC customers; will solidify our campus as the home of college football; and will provide a unique event space that overlooks the Park.

The National Football Foundation will be the licensor. The license will be granted to Atlanta Hall Management to build and operate the facility. Ten million dollars in GO bonds were approved in the FY11 budget for this project. The prime site for the facility is the Congress Center's Marietta Street parking lots. AHM would like a thirty-year ground lease with up to four five-year options. Key business points are 1) the Authority would have design input; 2) A new parking facility would be built to replace lost parking spaces in the Marietta Street parking lots; and 3) There will be a Marietta Street presence for the Congress Center. The Authority will continue the development of business terms with

AHM and the Authority Ad-Hoc Committee will review the on-going process. The Georgia Department of Economic Development, State Properties Commission, Attorney General's Office, and Georgia State Financing Investment Commission have been involved in the development of a resolution authorizing Mr. Poe, as Executive Director, to 1) Negotiate other terms and conditions of the Ground Lease; 2) Negotiate written contractual arrangements not inconsistent with this resolution; and 3) Recognize that final approval and execution of the lease shall be contingent upon action by the General Assembly and other applicable State agencies will be presented to the Board today for approval. The resolution will be presented to the full Board for approval at today's meeting. Today's approval of the resolution is just the first step in a number of approval processes. General Assembly approval is also required; State Properties Commission's authorization of the ground lease is required; and AHM Board approval of business terms and site is required.

Expected timeline:

- General Assembly authorization is expected in April 2011;
- Governor signs legislation;
- State Properties Commission approves ground lease in June 2011;
- Construction begins August 2011; and
- Hall of Fame opens March 2013.

A motion to approve the Resolution as it pertains to the development of the College Football Hall of Fame as presented to the full Board at today's meeting was made by Taz Anderson, seconded by Glenn Hicks, and unanimously approved.

Mr. Poe thanked the Board for their support of the College Football Hall of Fame and the resolution presented today. The Hall of Fame is a good opportunity and program for the Authority to be involved with and it will be an asset to the City of Atlanta.

Chair Prather called on Glenn Hicks, Chair of the GWCCA Nominating Committee, to report on the recommended slate of officers for the coming year. Members of the Nominating Committee are: Glenn Hicks, Chair; Taz Anderson; Dee Yancey; and Bob Prather. The Committee nominated the following slate of officers for the coming year:

Tim Lowe, Chairman
Lee Hunter, Vice Chairman
Anne Hennessy, Secretary
Doug Tollett, Treasurer

Chair Prather thanked Mr. Hicks and the Nominating Committee and called for a motion to accept the recommended slate of officers for the 2011 year.

A Motion to accept the Nominating Committee's recommended 2011 slate of officers was made by Gary Smith, seconded by Dee Yancey, and unanimously approved.

Chair Prather thanked everyone for their support during his tenure as Chair and noted the next GWCC Authority meeting will be held Tuesday, January 25.

With no further business to discuss, a motion to adjourn was made by Lee Hunter, seconded by Tim Lowe, and unanimously approved.

RESPECTFULLY SUBMITTED:

APPROVED:

**DALE AIKEN
ASSISTANT SECRETARY**

**ANNE HENNESSY
SECRETARY**