# Georgia World Congress Center Authority

## Financial Snapshot – October 2015

### Profit/Loss

<table>
<thead>
<tr>
<th></th>
<th>Georgia World Congress Center</th>
<th>Georgia Dome</th>
<th>Centennial Olympic Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budgeted</td>
<td>$1,606,131</td>
<td>$3,119,497</td>
<td>$218,701</td>
</tr>
<tr>
<td>Actual</td>
<td>2,034,165</td>
<td>2,770,747</td>
<td>54,562</td>
</tr>
<tr>
<td>Budgeted YTD</td>
<td>117,419</td>
<td>24,662,306</td>
<td>160,571</td>
</tr>
<tr>
<td>Actual YTD</td>
<td>33,133</td>
<td>25,606,278</td>
<td>163,100</td>
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</table>

### H/M Tax YTD

<table>
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<tr>
<th></th>
<th>Actual $9.9M</th>
<th>Budget $9.6M</th>
<th>FY15 $9.3M</th>
<th>3.06%</th>
<th>7%</th>
</tr>
</thead>
</table>

### Customers

<table>
<thead>
<tr>
<th></th>
<th>285,114</th>
</tr>
</thead>
</table>

### Economic Impact

<table>
<thead>
<tr>
<th></th>
<th>$163.3M</th>
</tr>
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Mission

To sell and market metro Atlanta and Georgia globally as the premier conventions, meetings and tourism destination in the regional, national, and international marketplace and favorably impact the Atlanta economy through conventions and tourism.
* Continued positive momentum with visitor metrics from beginning of 2011 in City of Atlanta:
  • Occupancy up 12.5% or 2.5% annualized
  • REVPAR up 27.8% or 5.6% annualized
  • Demand up 13.8% or 2.8% annualized

* Metro market share of demand in top 25 destinations up 4.3% or approximately 1% annualized

* YOY through 09/30/2015
5 Year Sales productivity history

- Total room nights booked up 22.2% or 5.6% annualized (1,685,000 projected 2015)
- Trade show room nights booked up 8.4% or 2.1% annualized (1,250,000 projected 2015)
- Trade show leads up 20.5% or 5.1% annualized (600 projected 2015)
• 3 year average 5000+ peak groups up 25% to 20 groups
• Total room nights booked on 2500+ peak groups up 15% from 2011 to just over 900,000
## 2015 Highlights

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>Projected</th>
<th>% of Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total room nights</td>
<td>1,645,000</td>
<td>1,685,000</td>
<td>102.4%</td>
<td>1,653,196</td>
</tr>
<tr>
<td>City wide room nights</td>
<td>1,225,000</td>
<td>1,250,000</td>
<td>102.0%</td>
<td>1,228,383</td>
</tr>
<tr>
<td># of major citywides</td>
<td>20</td>
<td>21</td>
<td>105.0%</td>
<td>22</td>
</tr>
<tr>
<td>&gt; 5000 peak nights</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 year running average</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Room nights for 2,500 peak+</td>
<td>925,000</td>
<td>900,159</td>
<td>97.3%</td>
<td>942,843</td>
</tr>
</tbody>
</table>

### Leads

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total # of Leads</td>
<td>4,920</td>
<td>5,000</td>
<td>101.6%</td>
<td>4,777</td>
</tr>
<tr>
<td># of city-wide leads</td>
<td>617</td>
<td>600</td>
<td>97.2%</td>
<td>599</td>
</tr>
<tr>
<td>Attendance goal for major city wides</td>
<td>100%</td>
<td>105%</td>
<td>105.0%</td>
<td>106%</td>
</tr>
</tbody>
</table>
2015 Highlights

- The last 3 ½ years show the strength of the market
  - 37 citywides that have not been to Atlanta in 5 or more years
  - 17 citywides that have not been to Atlanta in 10 years
  - 35 citywides that have never been to Atlanta
  - Highest % growth in hotel occupancy in top 25 markets

- Continued productivity growth from Group Sales and Convention Services efforts
  - Group sales lead volume up 13% over goal
  - Year end room night bookings will exceed goal
  - Booked 15 new business opportunities (not in Atlanta for >5 years) representing 190,240 room nights
  - 26 of 32 conventions have exceeded their attendance goals YTD by 8%
  - Increased 8 year TAP report pace from 109% to 113%
2015 Highlights-continued

- Secured leadership positions with PCMA, IAEE and ASAE.
- Launched Atlantameetings.com, a comprehensive, responsive website for meeting planners.
- Hosted a two day social influencer conference for 50 influencers, SITSUM, generating +90 million impressions.
- Facilitated and promoted Museum week in support of American Alliance of Museums, with industry wide participation to promote the cultural institutions.
- Redesigned the AtlantaNow bi-monthly visitor guide, enriching editorial content and improving design and layout.
2015 Highlights-GWCCA assets through ACVB marketing channels

- Convention trade show booth
- Convention bid books
- UPDATE presentation
- Atlanta.net – Calendar of Events
- Atantameetings.com - meeting planner website
- Advertising – meeting planner channels
- Social media
- Advertorials
- PR driven articles
- Meetings & Event Planner
- Tour Manual
- Atlanta Now
2015 Convention Trade Show Booths
2015 Sales graphic displays – Trade Shows
GEORGIA WORLD CONGRESS CENTER

Building B is the core of the Georgia World Congress Center. With 5 exhibit halls, Building B has over 400,000 square feet of exhibit space. With 47 meeting rooms, the 33,000 square feet of total show space accommodates theatrical productions, and everything in between. This ballroom comfortably accommodates 2000 for dinner and 4,000 in theater-style arrangements.

GEORGIA WORLD CONGRESS CENTER

Building C will offer a breathtaking welcome to show attendees with a lobby large enough to hold the Ballroom, located adjacent to the Georgia World Congress Center. Building C also includes 4 exhibit halls totaling over 400,000 square feet, with 23 meeting rooms. Building C also features a grand ballroom with a gala area and outdoor balcony. The ballroom comfortably seats 2000 for dinner and 5,000 theater-style.

GEORGIA WORLD CONGRESS CENTER

What a Georgia World Congress Center opening is like! It becomes the first state-owned and operated mega-convention center in the United States. Located on the heart of downtown Atlanta, the Georgia World Congress Center features 1.5 million square feet of prime exhibit space, 15 exhibit halls, 100 meeting rooms and 2 grand ballrooms. Complementing the Heroic Georgia World Convention Center, the new facilities comprise one of the finest convention, sports, and entertainment complexes in the world.

GREEN MEETINGS IN ATLANTA

The U.S. Environmental Protection Agency has designated Atlanta as one of the top U.S. cities for energy-efficient buildings that emit fewer greenhouse gas emissions. In 2015, the City of Atlanta, Georgia, recognized Atlanta for national leadership in championing the Green Building Challenge.

AT-A-GLANCE

ATLANTA'S UNIQUE MEETING DISTRICTS

Getting to Atlanta is easy. Once you've discovered the land of Atlanta, and met our people, you'll find the hospitality you'll make you feel at home too.

JUST STEPS AWAY

The Atlanta Convention Center and Georgia World Congress Center, along with the Georgia Aquarium, are a walkable distance from the hotel. Additionally, airport transportation is available from transportation centers around the city. The center is a 10-minute walk from the Atlanta MARTA train system, with a convenient system of transportation links to the airport and 100 miles around Atlanta. The Atlanta airport is the 7th busiest in the world and is only a short distance from the city center.
The Georgia World Congress Center recently achieved LEED Silver Certification by the U.S. Green Building Council (USGBC), which stands for Leadership in Energy and Environmental Design, a rating system for the design, operation and maintenance of green buildings. The GWCC is now the world's largest LEED certified convention center. With 3.8 million square feet, the GWCC is also the 14th largest LEED certified building in the world.

"This achievement solidifies Atlanta's place as one of the leading convention destinations in the country," said Mark Vaughan, executive vice president and chief sales officer. "We applaud the efforts of the GWCCA to help advance the environmental sustainability of Atlanta's convention industry."

The facility, located in downtown Atlanta, opened in 1976 with a total of 715,000 square feet. The fourth and final phase of construction of the building was completed in 2002 bringing the total square footage up to the current 3.8 million, including 1.4 million of exhibit space.

"We could not be happier to receive this certification," said Frank Pea, executive director of the Georgia World Congress Center Authority (GWCCA), the State Authority that governs the GWCC, Georgia Dome, Centennial Olympic Park and manages the Savannah International Trade and Convention Center. "Our staff has worked diligently to green our event practices, reduce our environmental impacts, and preserve our facilities for future generations. This recognition solidifies our leadership role in our industry and demonstrates our commitment to the community."
2015 I AM ATL – Meeting Planner Campaign (print and interactive)
2015 Advertorial sample – Meeting News

CVB UPDATE
A Special Advertising Section

Atlanta CVB

Description
Home to the fourth-largest convention center in the U.S., Atlanta is known as a premier convention destination. However, the hub of the Southeast offers much more than meeting space.

Getting here is a breeze with 40 percent of the U.S. population within a two-hour direct flight. Poor compact meeting districts are connected by MARTA, Atlanta’s public rail system, and are located less than 15 minutes from Hartsfield-Jackson Atlanta International Airport. Within such districts, you’ll find hotels at every price point, award-winning dining options, top attractions and flexible venues for meetings of any size.

Downtown Atlanta walkable convention corridor offers more than 18,000 hotel rooms, 2.1 million square feet of versatile exhibit space and nearly 300 restaurants within a one-mile radius of the Georgia World Congress Center. GWCC provides more than 1.9 million square feet of exhibit space, but the city’s event facilities don’t end there. Unique spaces like the Atlanta Convention Center at AmericasMart, 280 Peachtree and top attractions like Center for Civil and Human Rights, College Football Hall of Fame, Georgia Aquarium, CNN Headquarters and World of Coca-Cola make meeting in Atlanta all about options. The new Atlanta Streetcar provides another easy way to traverse the city, connecting GWCC, major attractions, hotels and nightlife options within a 2.5-mile loop.

Midtown, known as the “heart of the arts,” is the heart of Atlanta’s arts and cultural community. The district offers more than 4,500 hotel rooms and 1,800,000 square feet of meeting and event space for small to mid-sized meetings. After the evening, attendees can enjoy extraordinary exhibits, musical performances and entertainment for all ages at several venues like the Woodruff Arts Center, Center for Puppetry Arts, Fox Theatre and Museum of Design Atlanta. Local and visitors alike congregate at Piedmont Park, Atlanta’s favorite green space, for festivals and concerts. This district is also home to some of the city’s best restaurants, trendy boutiques and the nightlife.

In the fast pace of a dynamic business center with the city’s most distinctive restaurants, unique shops and exciting nightlife options, it’s easy to understand why the Atlanta convention market is constantly expanding. The neighborhood’s unique atmosphere when it comes to high-end accommodations, with more than 7,500 hotel rooms and 180,000 square feet of meeting and event space. A more ultra-lux shopping and dining district, Buckhead Atlanta, contributes to this neighborhood’s lush profile and offers special event options that are sure to impress.

Airport area. Just minutes from the airport you’ll find 11,000 hotel rooms at all price points and more than 200,000 square feet of meeting space. The Georgia International Convention Center offers another 150,000 square feet of exhibit space, two LEED-certified convention hotels and a free automated people mover that directly connects to the airport. Less than 30 minutes by car or MARTA, attendees have quick access to downtown Atlanta’s convention halls.

However, the best part of Atlanta lies not in its concrete and steel, but in its people. From convention services to concierge, Atlanta’s collaborative hospitality industry is here to make your meeting run smoothly. For more information, visit AtlantaMeetings.com.

Atlanta CVB
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Atlanta, GA 30303
Tel: (404) 527-6879
Fax: (404) 527-6873
ssutterman@atlantacvb.com
www.atlantameetings.com
2015 – samples of Public Relations driven placements

Explore new developments in the Capital of the South

The 1996 Summer Olympics spurred Atlanta’s first development boom, leading to beloved attractions across the city, including Centennial Olympic Park, Philips Arena, Turner Field, World of Coca-Cola and the Georgia Aquarium.

Atlanta recently experienced another groundbreaking year with more than $1.5 billion in new attractions, hotels, restaurants, retail and transportation options, which all opened in 2014. This two-day itinerary from the Atlanta Convention & Visitors Bureau takes groups on a tour of Atlanta’s newest developments.

Stop at Centennial Olympic Park where two new attractions surround the park. First up, visit the Center for Civil and Human Rights. Located next to the World of Coca-Cola and the Georgia Aquarium, the center features theatrical and high-tech exhibits that use motion, sights and sounds to immerse visitors in the American civil rights movement and current human rights issues.
2015 Atlanta Now – all issues

EXPLORE OUR NEIGHBORHOODS

ARC AROUND THE PARK
Families coming to Atlanta this winter won’t want to miss Centennial Olympic Park and the walkable ring of attractions surrounding the park.

Here is what you can find:

THE FOUNTAIN OF DREAMS
Theworl's largest interactive fountain featuring the Olympic Rings motif.
www.centennialparks.com

INSIDE CNN STUDIO TOUR
A show-reel-theater view of the global headquarters of CNN, including an exciting look at the newsroom, control room, and more.
www.cnn.com/tours

GEORGIA AQUARIUM
The nation's largest aquarium with 10 million gallons of fresh and saltwater and more than 100,000 marine animals.
www.aquarium.org

WORLD OF COCA-COLA
The only place you can explore the fascinating story of Coca-Cola through artifacts and interactive exhibits.
www.worldofcoca-cola.com

THE CHILDREN'S MUSEUM OF ATLANTA
The only place where your children can learn about science by taking apart and reassembling a robot, constructing a machine, or riding a bike.
www.childrensmuseumatlanta.org

CENTER FOR CIVIL & HUMAN RIGHTS
One of the few places in the world educating visitors on the bridge between the American Civil Rights Movement and contemporary human rights movements.
www.centerforhumanrights.org

COLLEGE FOOTBALL HALL OF FAME
AND COCKTAILS, A PAN EXPERIENCE
Featuring a football helmet of more than 700 college football teams, a 40-yard field, and more.
www.chf.co

SPORTS ATLAS
Atlanta's only true children's sports
www.atsportsatl.com

FIND OUT MORE
Centennial Olympic Park isn't the only place to find cool Atlanta attractions. For a full list, check
@atlanta.net/attractions

ATTRACTIONS
2016 Meeting & Event Planner

ATLANTA
WORLD'S MOST WELCOMING CITY

A New World you need to know. It's easy to get here, we are a city to discover and, most importantly, we want you here.

ATLANTA, the heart of the Southeast, is the United States’ most welcoming city.

THE FACTS

- 48 million
  destination
  travelers
- 10
  sites
- 300+
  meeting
  rooms
- 220
  destination
  Atlanta
- 10,000
  convention
  attendees
- 12.5 billion
  in new hospitality development and direct fiscal state

WHERE TO MEET

CONVENTION CENTERS
- Georgia World Congress Center

AMERICAN LEGENDS
- Turner Field

DOWNTOWN
- Georgia Tech

CENTRAL ATLANTA
- CNN Center

INBOUND MEDIA
- Center Parc

AFRICAN AMERICAN HERITAGE
- Martin Luther King Jr. National Historical Park

THE CHOICE IS SIMPLE.

The choice is simple.

For an agent to visit our beautiful city, to understand our culture and our history, to experience the world’s most welcoming city.

WE ARE HERE TO SERVE YOU:

Because when you can be an important event.

ONLY IN ATLANTA

The choice is simple.
TOUR OUR FRIENDLY NEIGHBORHOODS

DOWNTOWN
Centennial Park
Adjacent to Downtown, this is one of Atlanta's up-and-coming neighborhoods, with new 20th-century commercial and industrial structures giving the area a distinctive look. The ever-growing conglomeration of art galleries, restaurants, and loft housing make this place appealing to locals, visitors, and film crews.

West End
Downtown, this is one of Atlanta's up-and-coming neighborhoods, with new 20th-century commercial and industrial structures giving the area a distinctive look. The ever-growing conglomeration of art galleries, restaurants, and loft housing make this place appealing to locals, visitors, and film crews.

MIDTOWN
Arts District
Anchor by the Woodruff Arts Center and The Fox Theatre, Midtown's Arts District is home to the High Museum of Art, the Atlanta Symphony Orchestra, and the Alliance Theatre. The Midtown Arts Center and Piedmont Park are also located here, along with the Museum of Design Atlanta, The Center for Puppetry Arts, and performance venues.

Midtown Mile
Centennial Park
Adjacent to Downtown, this is one of Atlanta's up-and-coming neighborhoods, with new 20th-century commercial and industrial structures giving the area a distinctive look. The ever-growing conglomeration of art galleries, restaurants, and loft housing make this place appealing to locals, visitors, and film crews.

Buckhead Hotel District
Buckhead is Atlanta's most prestigious neighborhood, featuring world-class hotels, fine dining, and luxury shopping. From the elegant design of the Four Seasons Hotel to the sleek lines of the Waldorf Astoria, Buckhead offers a unique blend of sophistication and elegance.

Buckhead Atlanta
Buckhead is Atlanta's most prestigious neighborhood, featuring world-class hotels, fine dining, and luxury shopping. From the elegant design of the Four Seasons Hotel to the sleek lines of the Waldorf Astoria, Buckhead offers a unique blend of sophistication and elegance.
2016 Goals

• Increase room night bookings and maximize 1% Convention Marketing Fund
  – Room nights:
    • 1,275,000 room night goal for trade show sales (2% YOY)
    • 445,000 room night goal for in-house sales (2% YOY)
  – 3-year average of major citywide conventions booked/events (5,000 peak nights and above) to continue at 20
  – 925,000 room nights booked for 2,500 peak and above
  – Leads to increase by 2% over year-end actual
• Achieve 100 percent attendance goal for major citywide conventions
• Increase visibility of Atlanta as one of the top U.S. meeting and travel destinations
• Maintain atlanta.net as the premier hospitality online marketing platform
• Continue to position ACVB as an industry expert nationally and as the singular voice of hospitality in Atlanta
2016 Top Major Programs / Initiatives

• Expand group travel market by hosting National Tour Association (NTA) annual meeting
  – Top tour operators controlling the majority of domestic group tours
  – Expose these tour operators to all of Atlanta’s major assets
• Expand international travel by hosting Travel South – International Showcase
  – International travel buyers having a specific interest in the South
  – Expose these travel buyers to all of Atlanta’s major assets
  – Partner with Rhythms of the South to maximize opportunity
• Shift our sales message to the anticipated GWCC connector and hotel. As these projects continue to be considered we will create the buzz during the booking window to ensure we capture incremental convention business if these projects come to fruition
• Launch scalable and responsive mini-sites for ALL ACVB convention/meetings clients
• Develop an international sales presentation with in-language VO, prioritizing South America markets
• Expand leisure marketing of the I AM ATL destination awareness campaign, and evolve the meeting planner campaign
• Design and execute for mobile – to reflect significant behavioral shift online from desktops to mobile devices
• Marketing to provide Membership with enhance selling tools – collateral, business case, and tiered digital/social packages
• Major focus on risk to our business due to proposed religious freedom legislation without non-discriminatory language
2016 Financial Plan Points

• Total revenue up 4.7%
  • Public sector revenue up 3.5% over 2015 forecasted year-end (2015 up 7.5% over 2014)
  • Private sector up 7.3% due to program variations and hosting industry meetings
• Payroll and related expenses, for ACVB only, up 6.5%
  • 2.5% performance based merit increase pool,
  • 3 new positions (2 added year end 2015)
  • Group insurance renewal increase
• Direct promotional expenses up 6.9% due to increased revenue available for programs and due to marketing fund
• Operating expenses and expenses against capital assets are relatively flat.
## 2016 Summary Budget

<table>
<thead>
<tr>
<th></th>
<th>2016 Budget</th>
<th>2015 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>$30,864,918</td>
<td>$29,467,126</td>
</tr>
<tr>
<td>Total expense</td>
<td>30,579,802</td>
<td>28,901,867</td>
</tr>
<tr>
<td>Excess(deficiency)</td>
<td>$285,116</td>
<td>$565,259</td>
</tr>
</tbody>
</table>
Total Public Sector Revenue

<table>
<thead>
<tr>
<th></th>
<th>2016 Budget</th>
<th>2015 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia World Congress Center-Atlanta</td>
<td>$13,516,866</td>
<td>$13,025,000</td>
</tr>
<tr>
<td>Georgia World Congress Center-Fulton Co</td>
<td>35,000</td>
<td>35,285</td>
</tr>
<tr>
<td>Atlanta Convention Marketing Fund - 80%</td>
<td>6,865,710</td>
<td>6,615,873</td>
</tr>
<tr>
<td>Atlanta Convention Marketing Fund - 20%</td>
<td>1,716,427</td>
<td>1,653,968</td>
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<tr>
<td>Total Public Sector Revenue</td>
<td>$22,134,003</td>
<td>$21,330,126</td>
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## Total Private Sector Revenue

<table>
<thead>
<tr>
<th>Category</th>
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<th>2015 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual meeting/HHOF/HBN</td>
<td>$150,000</td>
<td>$143,000</td>
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<tr>
<td>Contributed services</td>
<td>4,110,575</td>
<td>3,415,000</td>
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<tr>
<td>Co-op cash support</td>
<td>1,464,340</td>
<td>1,300,500</td>
</tr>
<tr>
<td>Grants/sponsorships</td>
<td>15,000</td>
<td>13,500</td>
</tr>
<tr>
<td>Internet revenue</td>
<td>175,000</td>
<td>181,000</td>
</tr>
<tr>
<td>Membership dues</td>
<td>1,375,000</td>
<td>1,420,000</td>
</tr>
<tr>
<td>Membership services</td>
<td>20,000</td>
<td>17,000</td>
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<tr>
<td>Other revenue</td>
<td>221,000</td>
<td>372,000</td>
</tr>
<tr>
<td>Publication ad revenue</td>
<td>1,200,000</td>
<td>1,275,000</td>
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<tr>
<td><strong>Total private sector revenue</strong></td>
<td><strong>$8,730,915</strong></td>
<td><strong>$8,137,000</strong></td>
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### Total Expense

<table>
<thead>
<tr>
<th>Description</th>
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<th>2015 Forecast</th>
</tr>
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<tbody>
<tr>
<td>Direct promotional expense</td>
<td>$11,835,242</td>
<td>$11,067,344</td>
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<tr>
<td>Expense against capital assets</td>
<td>1,675,000</td>
<td>1,541,500</td>
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<tr>
<td>Other operating expense</td>
<td>923,510</td>
<td>966,150</td>
</tr>
<tr>
<td>Payroll and related expense</td>
<td>9,280,340</td>
<td>8,711,000</td>
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<tr>
<td>Transfer to ACMF reserve</td>
<td>6,865,710</td>
<td>6,615,873</td>
</tr>
<tr>
<td><strong>Total expense</strong></td>
<td><strong>$30,579,802</strong></td>
<td><strong>$28,901,867</strong></td>
</tr>
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## Total Budget by Corporate Entity

<table>
<thead>
<tr>
<th>Entity</th>
<th>2016 Revenue</th>
<th>2016 Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Convention &amp; Visitors Bureau, Inc.</td>
<td>$27,963,918</td>
<td>$27,874,982</td>
</tr>
<tr>
<td>ACVB Enterprises, LTD</td>
<td>1,375,000</td>
<td>1,204,820</td>
</tr>
<tr>
<td>ACVB Foundation, Inc.</td>
<td>1,526,000</td>
<td>1,500,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$30,864,918</strong></td>
<td><strong>$30,579,802</strong></td>
</tr>
</tbody>
</table>
Integrated Campus-Wide Regulations and Ordinances

December 1, 2015
GWCCA Legislative Power

“The (Georgia World Congress Center Authority) shall have legislative power to adopt reasonable ordinances relating to the property, affairs, and administration of the authority for which no provision has been made by general law and which are not inconsistent with the general laws and Constitution of the State of Georgia and the laws and Constitution of the United States.”

O.C.G.A. 10-9-4.1(b)
GWCCA Legislative Power

“The officers of the Georgia World Congress Center Police, including the Security Guard Division thereof, and law enforcement officers acting within the jurisdiction of the authority under paragraph (3) of subsection (d) of Code Section 10-9-15, and subject to the requirements of . . . the “Georgia Peace Officer Standards and Training Act,” shall be authorized to serve and execute warrants and to make arrests for violation of ordinances adopted by the authority.”
O.C.G.A. 10-9-4.1(b)
GWCCA Legislative Power

“For the purposes of exercising the powers and responsibilities of such officers as peace officers under paragraph (8) of Code Section 35-8-2, including their duties and responsibilities with respect to matters occurring within the limits of the facilities of the authority or requests by another law enforcement agency to provide aid and assistance, such officers shall have the same authority, powers, privileges and immunities regarding enforcement of laws as law enforcement officers employed by the state.”

O.C.G.A. 10-9-4.1(b)
FULTON COUNTY MAGISTRATE COURT HAS EXCLUSIVE JURISDICTION TO HEAR SUCH GWCCA CASES

“Prosecutions for violations of the ordinances of the authority shall be in the magistrate court sitting in the county in which such violation occurs as provided in Article 4 of Chapter 10 of Title 15.”

O.C.G.A. § 10-9-4.1(b)
PROSECUTION OF VIOLATIONS

“The maximum punishment for violation of such an ordinance shall be stated in the ordinance and shall not exceed a fine of $500.00 or imprisonment for 60 days, or both.”

O.C.G.A. 10-9-4.1(b)
Integrated Campus-wide Regulations and Ordinances

What are we asking the Board to act on today?

Over time, two sets of Regulations and Ordinances were implemented, one more current version for Centennial Olympic Park (which first was implemented in 2002) and another older version for the remainder of the campus.

This arrangement is not ideal. A single integrated campus-wide set of regulations and ordinances is preferable.

The regs and ordinances for the Park are much more current, and should be used as the model for the remainder of campus.
Integrated Campus-wide Regulations and Ordinances

Essentially, these Regs and Ordinances impose reasonable rules governing the activities and conduct of persons on the Authority’s campus during:

1. **Authority Events** (events or activities effected by the Authority itself such as COP’s 4th of July event);

2. **Private Events** (events or activities by others contracting for the use of Authority facilities such as conventions, tradeshows, consumer shows, concerts, NFL games, etc.); and

3. At **all other times** when we do not necessarily have an event taking place in a given facility at a given time, but persons nevertheless have or obtain access to the facility.
Summary description of topics covered in Integrated Campus-wide Regulations and Ordinances:

1. Safety-related matters protecting persons and property such as rules regarding aircraft (including drones), alcoholic beverages, animals, damage to property, fires, prohibited substances, prohibited activities, etc.

2. Commercial or non-commercial use of Authority facilities without proper authorization.

3. Reasonable restrictions in respect of the time, place and manner of speech and expression on our campus.
Questions?
Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Authority hereby adopts and implements the Regulations and Ordinances Governing Use of Facilities and Adjacent Sidewalks of the Georgia World Congress Center, the Georgia Dome, Mercedes Benz Stadium, Centennial Olympic Park, and Other Facilities of the Authority.

Staff recommends approval.
GWCCA
2016 Board Meeting Schedule
GEORGIA WORLD CONGRESS CENTER AUTHORITY
BOARD OF GOVERNORS
2016 MEETING DATES

January 26
February 23
March 29
April 26
May 24*
June 28
July 26
August 30
September 27**
October 25
November 29***

*The May meeting is moved to the prior Tuesday due to Memorial Day Holiday.
**The September meeting is typically cancelled in favor of an Authority Planning Retreat.
***November and December meetings are combined.
Next Meeting:
Tuesday, January 26, 2016