

Authority Meeting

Finance



Sales



Legislative



Authority





Financial Snapshot

Profit/Loss



Projected	\$488,808	\$3,771,656	\$70,272
Actual	175,477	5,721,677	45,784
Projected YTD	782,875	22,608,730	247,832
Actual YTD	249,824	24,142,653	262,072



H/M Tax

Actual **\$13.6M**

Budget **\$13.9M** **0.98%**

FY13 **\$13.4M** **1.01%**



Customers (Estimated)

189,592



Economic Impact

80.9M

(Estimated)





Georgia World Congress Center Sales Update





July 2013 - Present

- Weekly Sales Log
- Weekly Dashboard: Reports Sales Actual Revenue to Goal and Budget. As of February 21 we are **96.8%** to our overall rent goal
- Tracks Salespersons Performance Goal for Long Term and Short Term Bookings
- Gives a Scope of Events and Revenue for Future Years





Booked in FY14

Fiscal Year	Total Events	F&B Min	Total Rent
FY14	155	\$ 355,142.00	\$ 1,488,723.25
FY15	27	\$ 2,272,500.00	\$ 927,876.25
FY16	10	\$ 330,000.00	\$ 976,939.00
FY17	6	\$ 1,310,000.00	\$ 1,683,305.00
FY18	5	\$ 490,000.00	\$ 1,176,095.00
FY19	5	\$ -	\$ 1,494,685.00
FY20	1	\$ -	\$ 357,500.00
FY22	3	\$ -	\$ 857,515.75
FY23	1	\$ -	\$ 590,000.00
Total	213	\$ 4,757,642.00	\$ 9,552,639.25

Short Term Goal	Short Term Actual	Long Term Goal	Long Term Actual
\$1,806,300.00	\$1,488,723.25	\$8,060,000.00	\$8,063,916.00
Variance	(\$317,576.75)		\$3,916.00

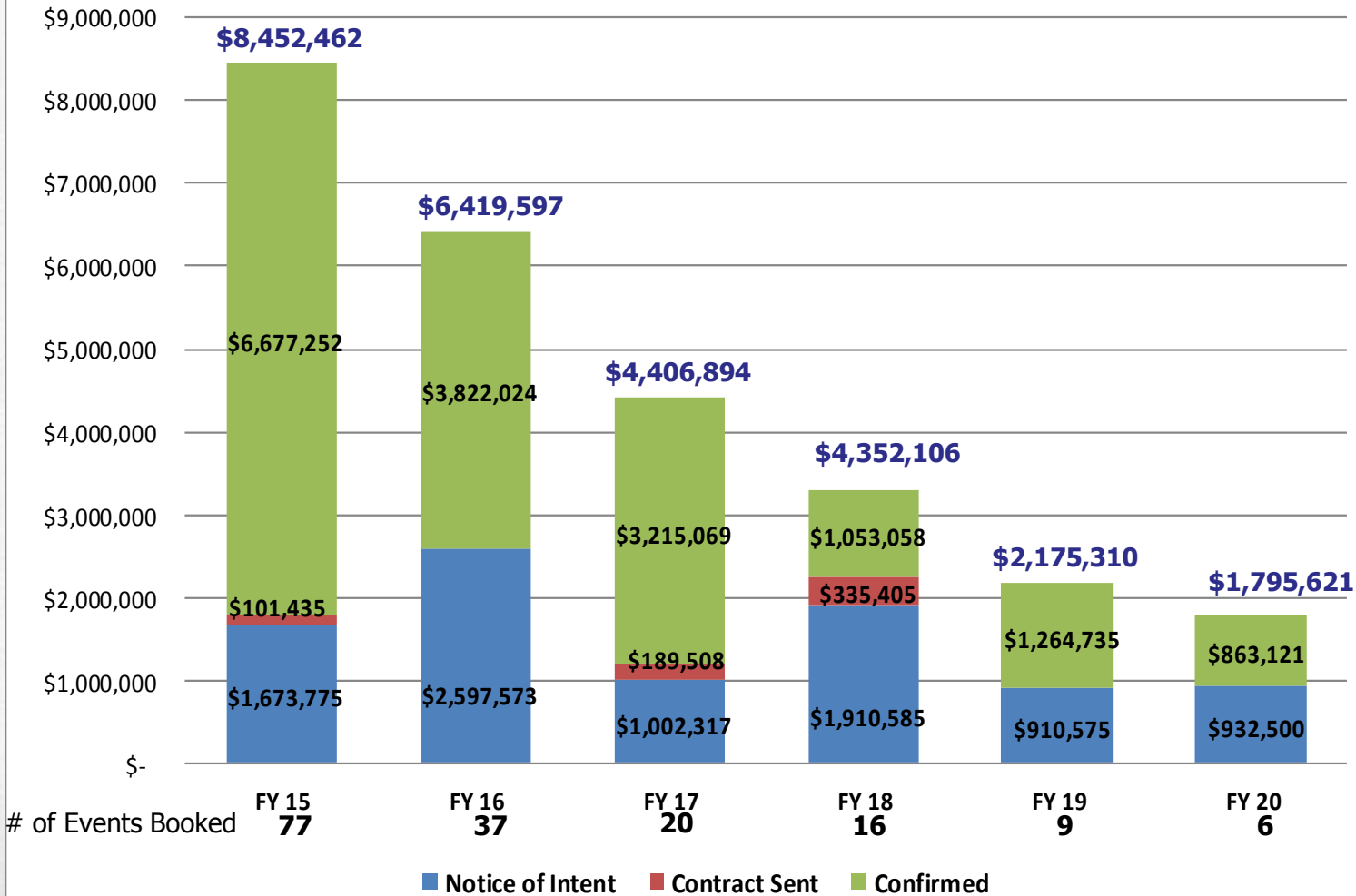
Total Rent Dollar	\$9,552,639.25
Rent Goal	\$9,866,300.00
Amount to Goal	(\$313,660.75)

97%



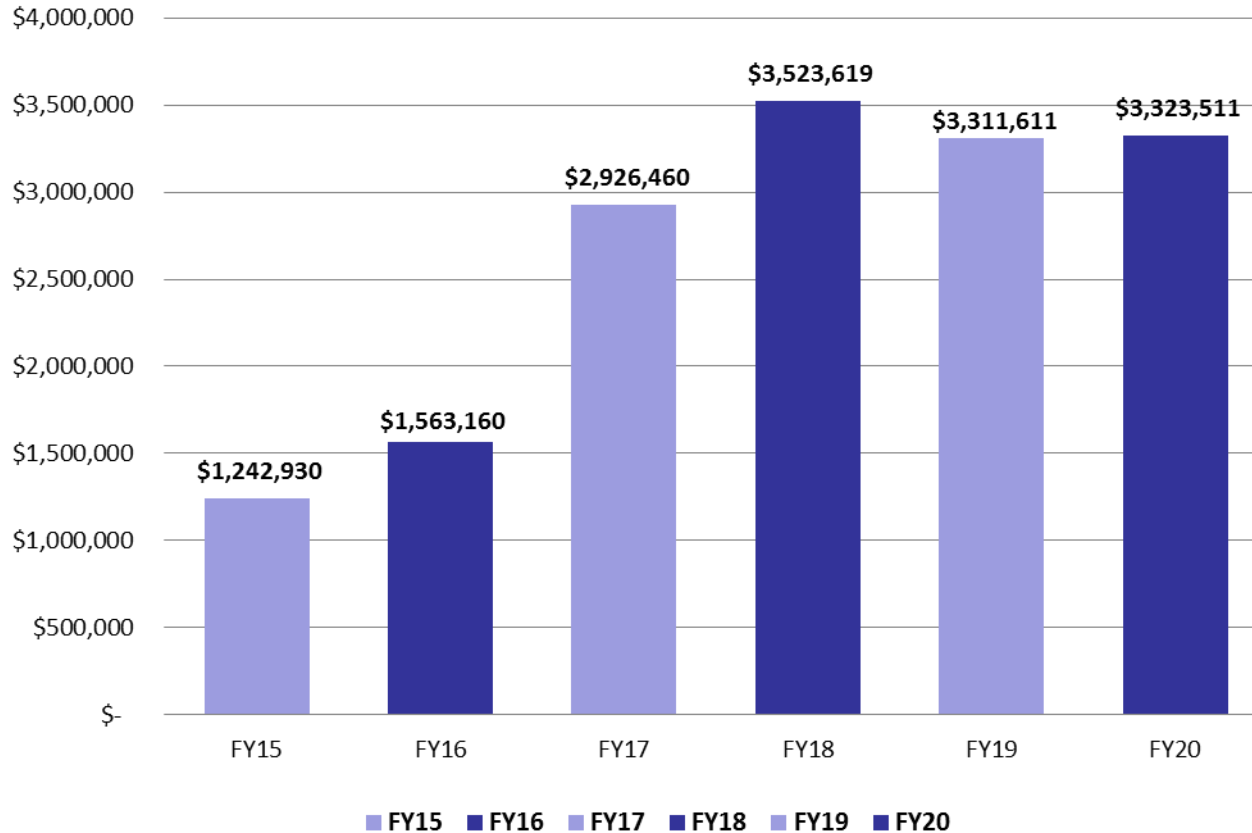


Confirmed Event Future Years





First Option Bookings





Legislative Session Update





Legislative Update

- Legislative Updated Schedule
 - Critical Dates
- Key Pieces of Legislation
 - HB 246: Flex Benefits
 - SR 788: SPC Property Acquisition
 - Other Legislation
 - HB 978/SB 385: GIMTCA Board
 - HB 875: Gun Legislation
 - State Budget
- GWCCA at the Capitol
 - Georgia Tourism, Hospitality & Arts Day





Savannah International Trade & Convention Center Update





The Savannah International Trade & Convention Center

SITCC is a convention and exposition facility operated for the Georgia International and Maritime Trade Center Authority (GIMTCA), located on Hutchinson Island, opposite Savannah's Historic Riverfront.

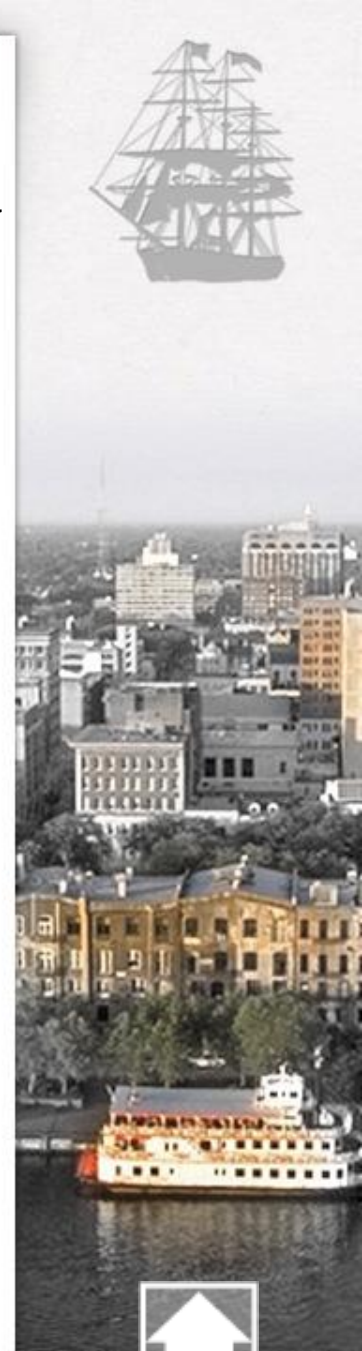




Georgia International and Maritime Trade Center Authority



- Mark Smith – *Chairman*
- Ben Polote, Jr. – *Vice-Chair*
- Henry Monsees – *Treasurer*
- George Jackson – *Secretary*
- Ruth Quattlebaum, Joe Marinelli, Dennis Baxter, Steve Green, Stephanie Cutter, Tony Center, Bob McAlister, Otis Bazzard – *Board Members*





Market Overview

- Savannah is a leisure market. Hotels are running 85-95% occupancy Thursday-Sunday year round leisure travel
- Collaborative sales staff of Visit Savannah (CVB), Westin, and SITCC
- Tourism Leadership Council (TLC) is an advocacy and education organization with offices at the SITCC





A Strategic Alliance

- From Metro-Atlanta to Coastal Georgia
- Synergy between Boards
- Marketing and Sales Strategy

Connecting Atlanta and Savannah





Background

- Facility opened in May, 2000
- Chatham County developed facility using SPLOST, State GO Bond funding
- County retains 'exclusive right of use' thru 2051 under agreement with GA DEcD; leases facility to Trade Center Authority (GIMTCA) also through 2051
- GIMTCA engaged SMG to operate from pre-opening to present
- 1% of H/M tax goes to their Authority
- Veteran staff (@26 FT) with longevity with facility





SITTC Facts

330,000 sq. ft. waterfront complex

100,000 sq. ft. divisible exhibit space

50,000 sq. ft. prime meeting space including:

13 meeting rooms

4 executive board rooms

25,000 sq. ft. ballroom

367 seat auditorium

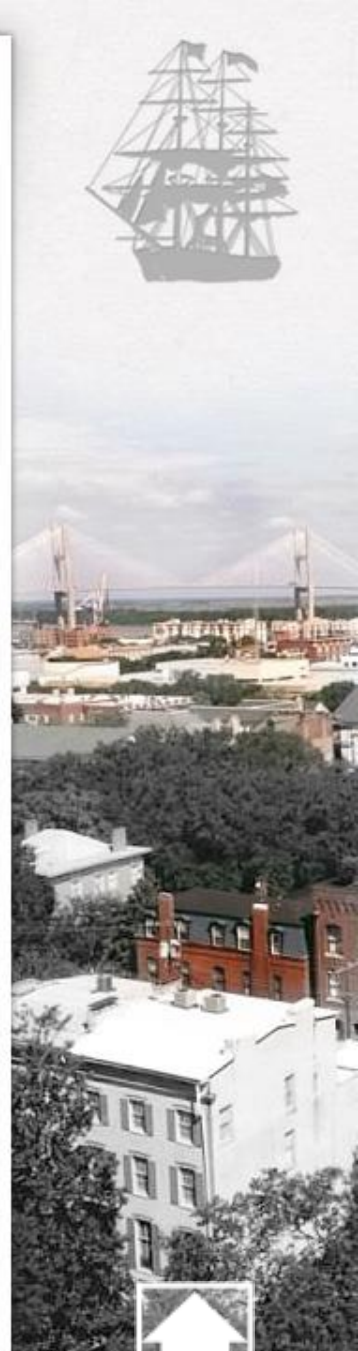
On site parking and complimentary Water Ferry,
Express (downtown) shuttle and River Street
Streetcar





Financial Structure

- H/M tax is collected by Chatham County via agreement with cities of Savannah, Tybee, Pooler, Port Wentworth and Garden City; and unincorporated Chatham County
- Authority utilizes H/M tax to cover operating loss, expansion, capital expenditures, and maintenance.





Financials

- Operating Revenue avg. \$2.6M/year
- Operating Expense avg. \$3.5M/year
- Net loss @ \$1M/year (covered by H/M tax)
- H/M tax @\$2.6M





Food Services

- Operated by SAVOR..SAVANNAH
(an SMG company)
- Annual sales \$3 million
- Solid financial controls
- Excellent customer service ratings





Business Deal

- 3 year agreement with options
- Fixed Management fee plus incentive
- Incentive based on room nights, customer service scores, and financials





Timeline of Activities

- February 12, 2014: GIMTCA Board unanimously votes to award GWCCA management contract
- February – March:
 - Onboard staff
 - Inform customers
 - Develop sales/marketing strategy
 - Analyze systems/vendor contracts/finances/operations/IT infrastructure
- April 1, 2014: GWCCA management commences





GWCCA Bylaws Change

- Article VI – Officers
- Article VII – Powers and Duties of Officers
 - Add General Manager and Assistant General Manager – Savannah to GWCCA Bylaws





Resolution – SITCC Facilities Management Agreement

THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Executive Director is authorized to negotiate with the GIMTCA regarding the terms and conditions of a proposed agreement for management of the Savannah International Trade and Convention Center; and

BE IT FURTHER RESOLVED the Executive Director is authorized, to take such actions and to execute such documents as may be necessary or appropriate to effect a management agreement or other such contract with the GIMTCA

Staff recommends approval.





NSP Business Item





Resolution – NSP Property Acquisition (South Mangum)

Pursuant to the Project Development Agreement and the License Agreement, the Authority is obligated to make available to StadCo all real property necessary for the construction of the NSP.

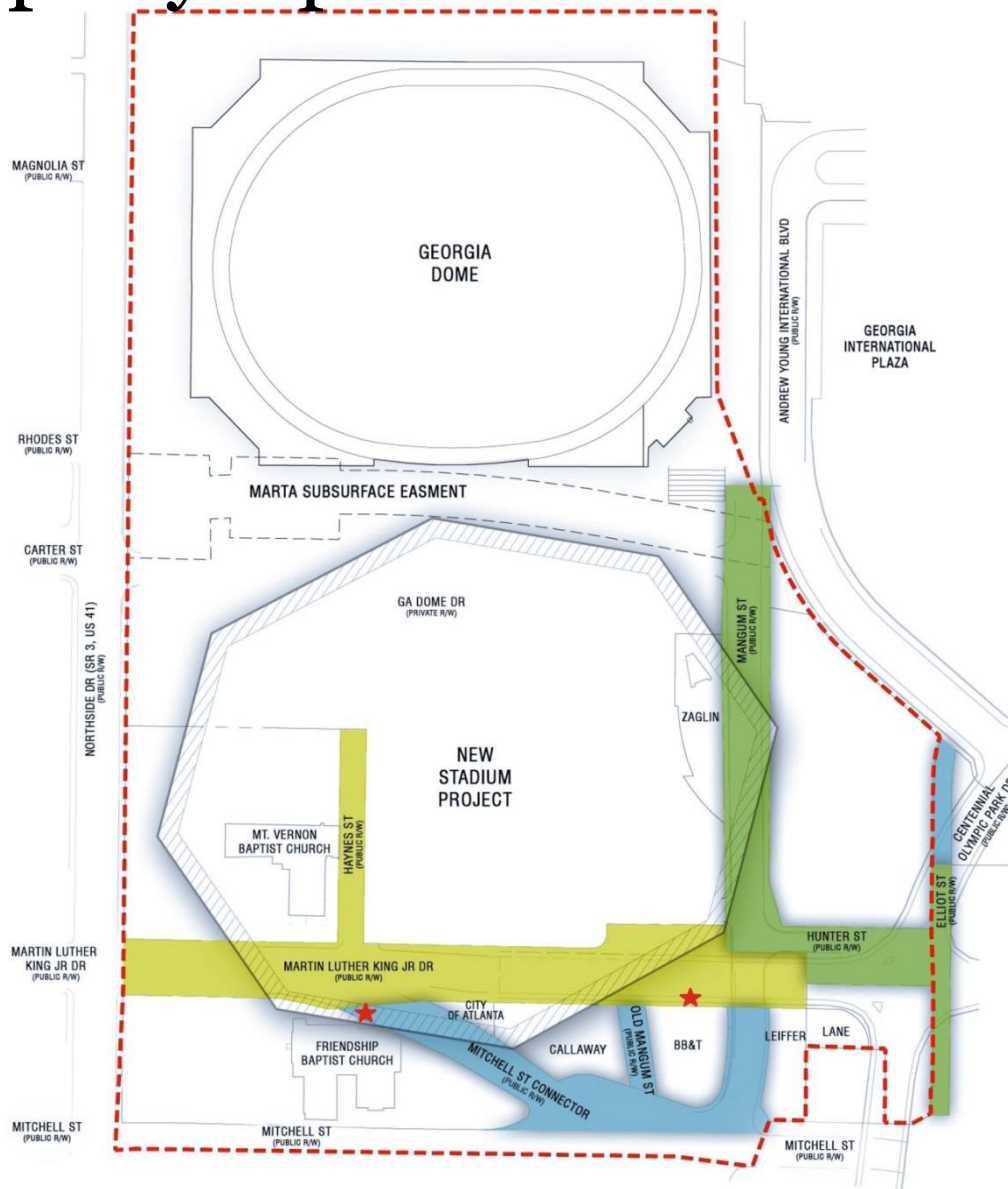
Therefore, the Board of Governors of the Georgia World Congress Center Authority requests that the Department of Economic Development request that the State Properties Commission authorize the acquisition of the Additional Required Parcel of South Mangum.

Staff recommends approval.





Property Update





Property Update

