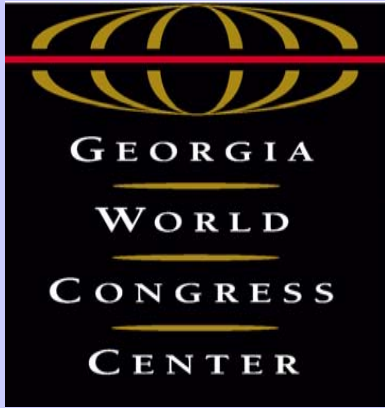


Georgia World Congress Center Authority

March 2011

Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA

Sales & Marketing Update

March 2011



Georgia World Congress Center Sales Update

New Business Booked



Southern Regional Volleyball



April 2011

Halls C1-C4

8,000

4 Days



American Society of Hematology



December 2017

Halls A1-A2, B1-B3, B4

4,500

10 Days



Army Aviation Association of America



April 2016

Halls C1-C4

4,000

13 Days



Other GWCC Confirmed Events

March 2011

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
CFA Examination	June 2011	B1, B2	400	2



Georgia Dome Sales Update

New Business Booked



Georgia State University– Spring Football Game



April 2011

Stadium

5,000

1 Day



Devry University– Graduation



June 2011

Stadium

3,000

1 Day



Other Dome Confirmed Events

March 2011

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Corporate Events & Meetings Teambuilding	April 2011	Stadium, Exhibit Floor	500	1



Centennial Olympic Park Sales Update

New Business Booked



Civil Rights Game Youth Summit/ “Wanna Play?”



May 2011

Game Plaza

5,000

3 Days



National Black Arts Festival



national black arts festival

July 2011

Entire Park

5,000

4 Days



**CENTENNIAL
OLYMPIC PARK**

Randi Passoff Memorial Walk for Breast Cancer



September 2011

North Park

2,000

2 Days



Paws in the Park



September 2011

North Park

3,000

2 Days



Partnership Walk



October 2011

North Park

6,000

2 Days



March 2011 Sales Summary

GWCC

Total Days Booked

29



DOME

Total Days Booked

3



PARK

Total Days Booked

13



Economic Impact – March 2011

Total Impact \$129.7 million

GWCC

SECO International, LLC
Research Chefs Association
American Royale Championships
PITTCON
Atlanta International Auto Show
Hinman Dental Meeting
MathFest Competition

137,536 attendance

New Dollars - \$66.4 million
Economic Impact - \$108.2 million
Sales Tax Generated - \$4.7 million

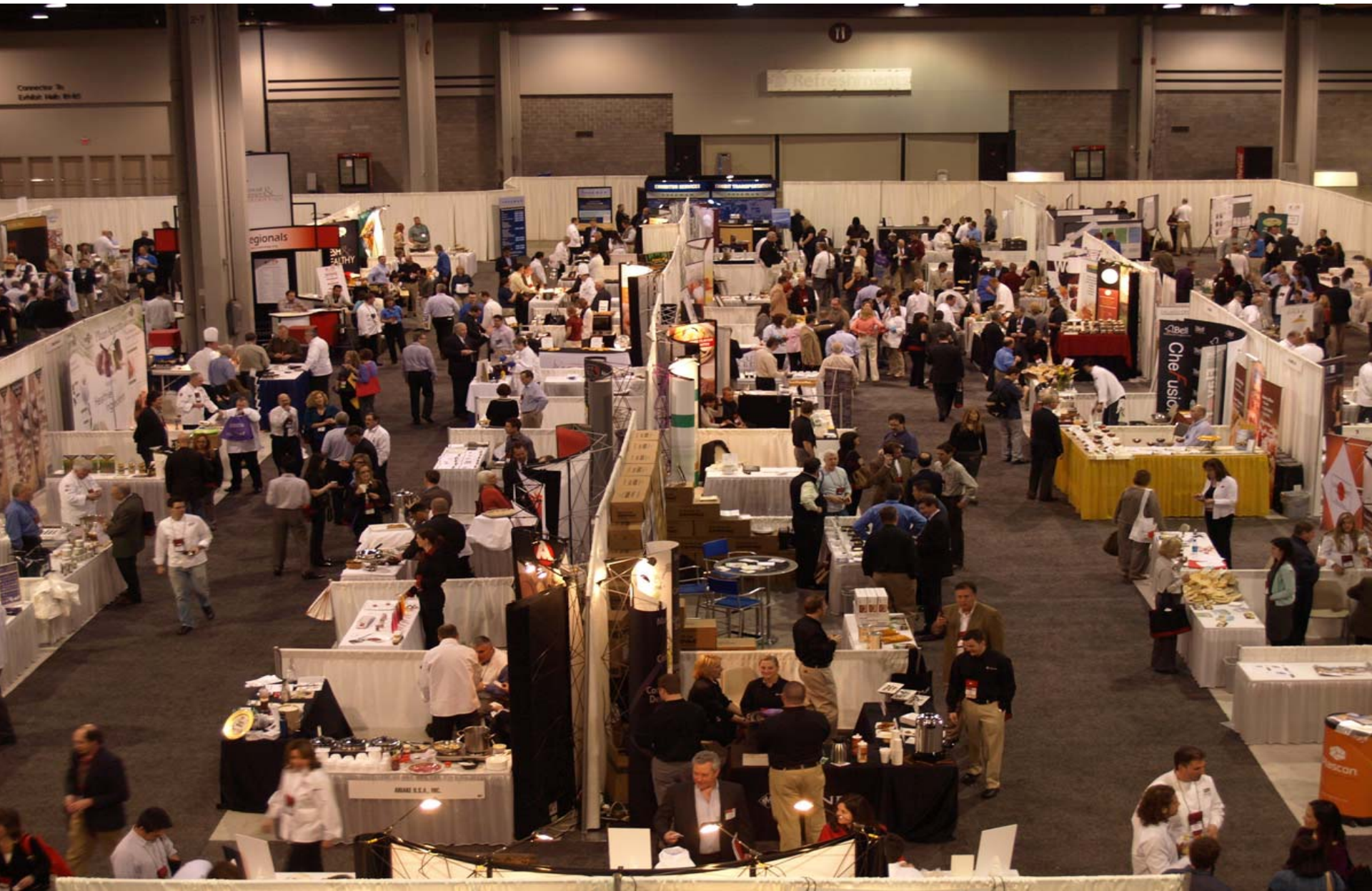
Dome

SEC Basketball
Publix Georgia Marathon Expo (COP)

40,002 attendance

New Dollars - \$13.7 million
Economic Impact - \$21.5 million
Sales Tax Generated - \$939K

Research Chefs Association



SECO International



SEC Men's Basketball Tournament Fanfare



SEC Men's Basketball Tournament



SEC Men's Basketball Tournament



PITTCON 2011



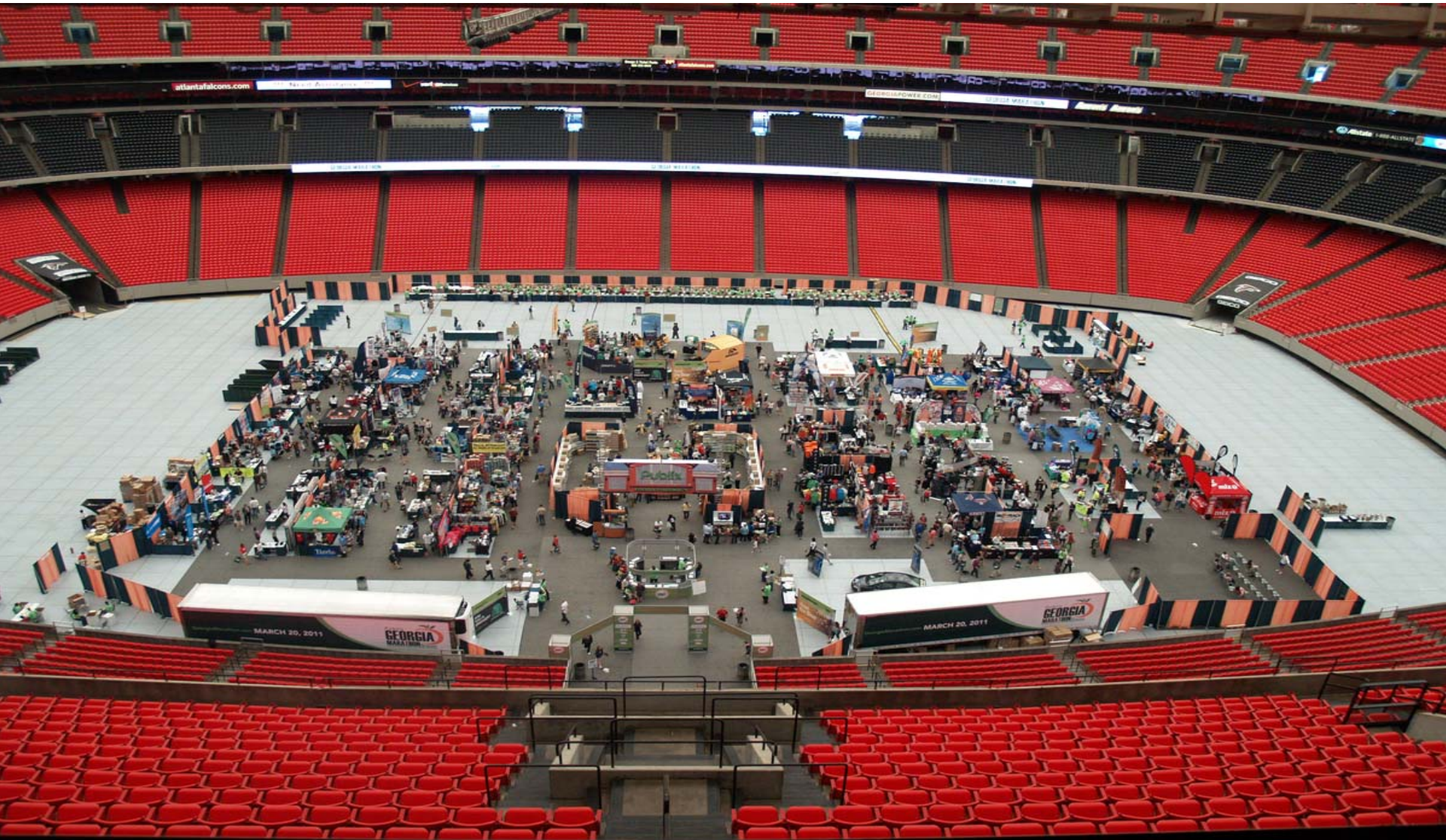
Atlanta International Auto Show



Hinman Dental

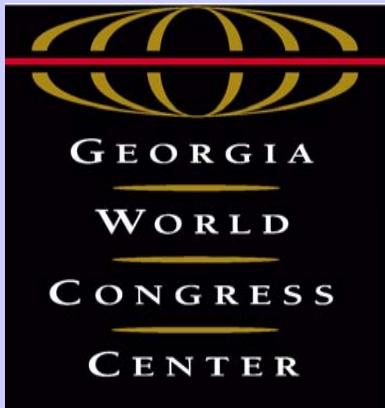


Publix Georgia Marathon Expo



Publix Georgia Marathon





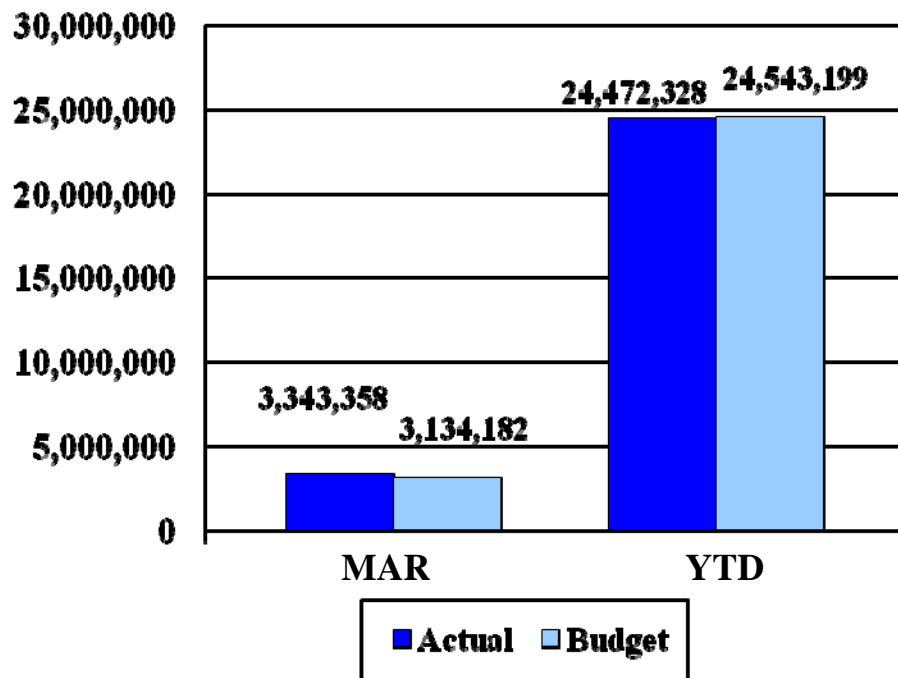
Georgia World Congress Center

March 2011

Financial Report

Georgia World Congress Center March 2011/YTD 2011 Operating Revenue and Expense

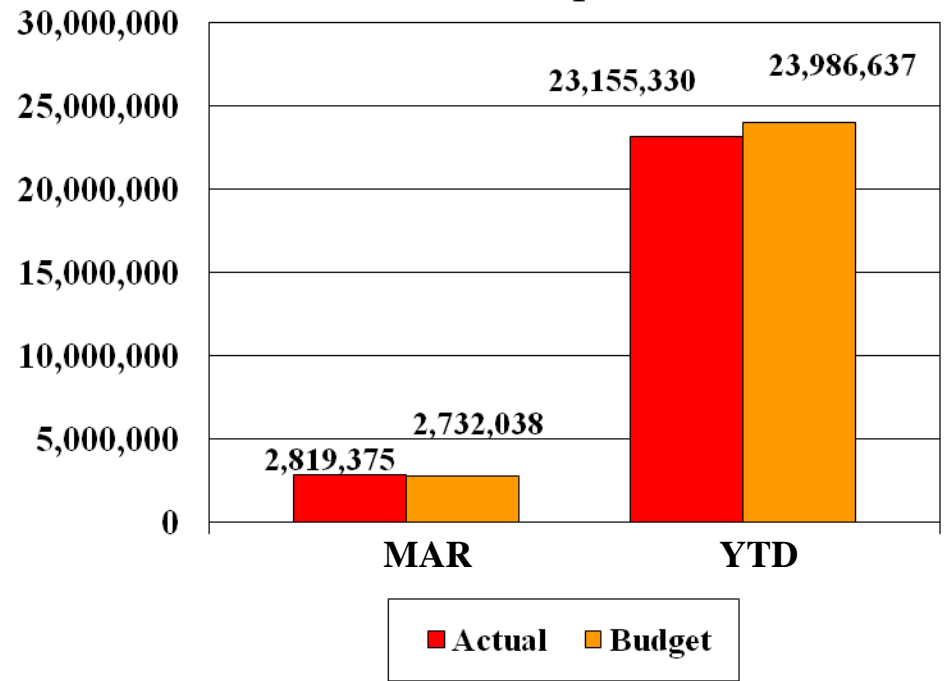
Revenue



March Over Budget \$209,176
YTD Under Budget \$70,871

.29%

Expense



March Over Budget \$87,337
YTD Under Budget \$831,307

3.47%

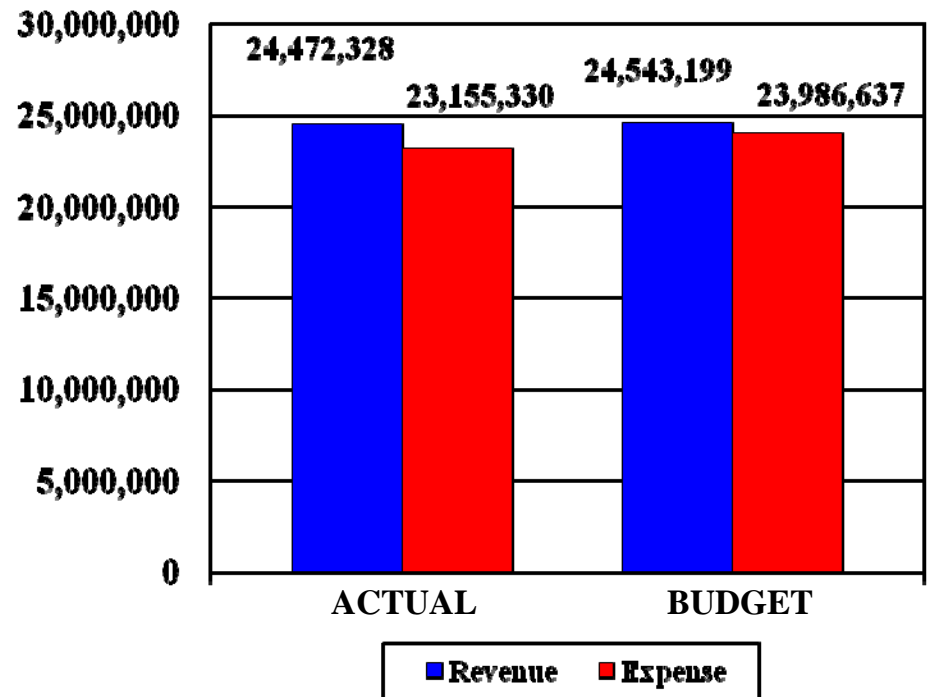
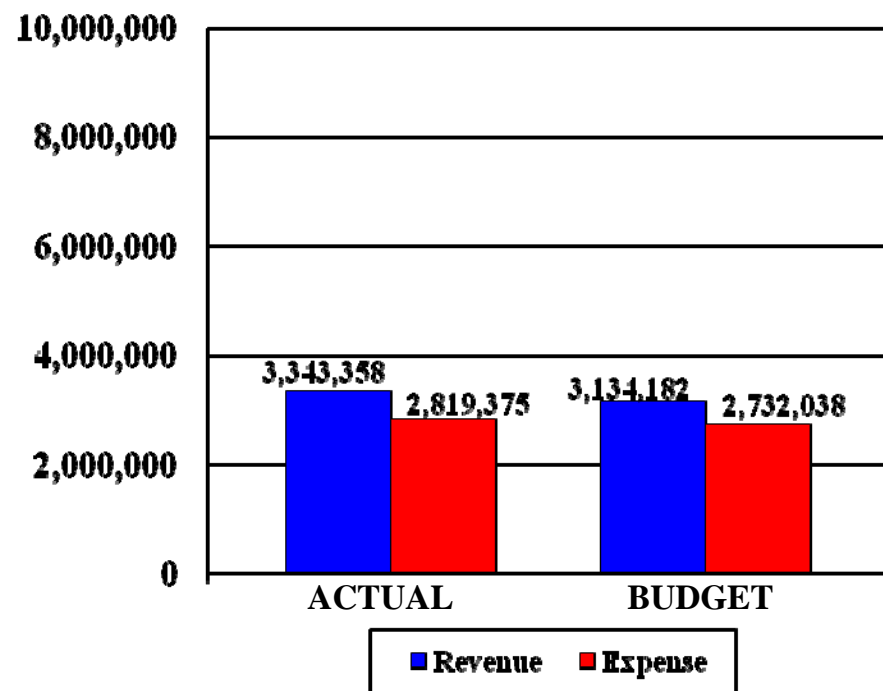
Georgia World Congress Center

March 2011/YTD 2011

Net Operating Profit / Loss

MARCH

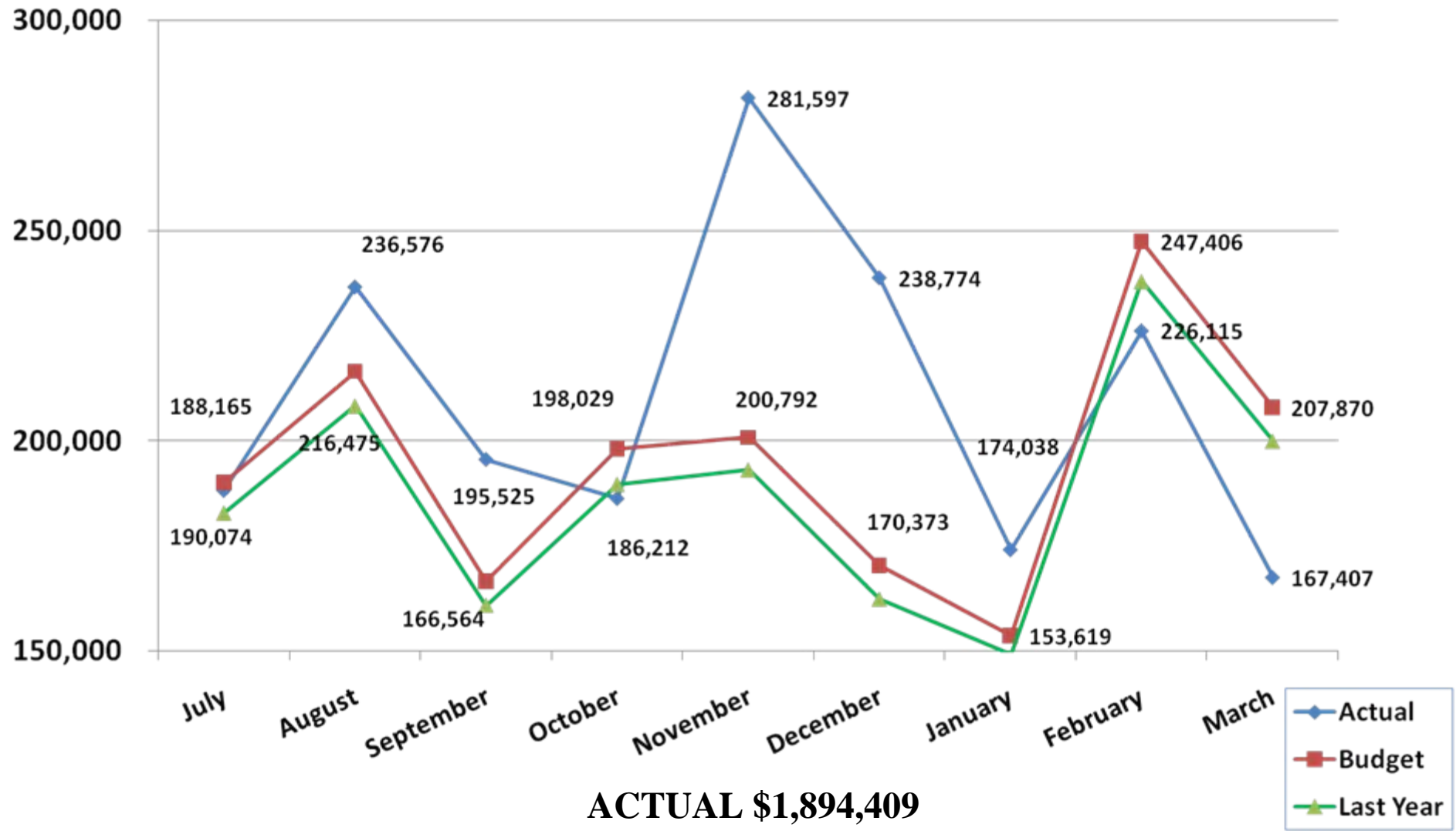
YEAR TO DATE



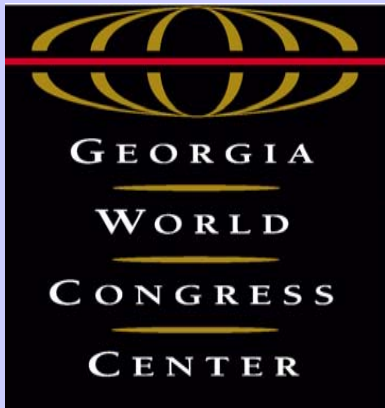
Projected Net Profit \$402,144
Actual Net Profit \$523,983
Variance \$121,839

Projected Net Profit \$556,562
Actual Net Profit \$1,316,998
Variance \$760,436

GWCC Hotel/Motel tax July thru March FY 2011



ACTUAL \$1,894,409
BUDGET \$1,751,202
8.18%



Georgia Dome

March 2011

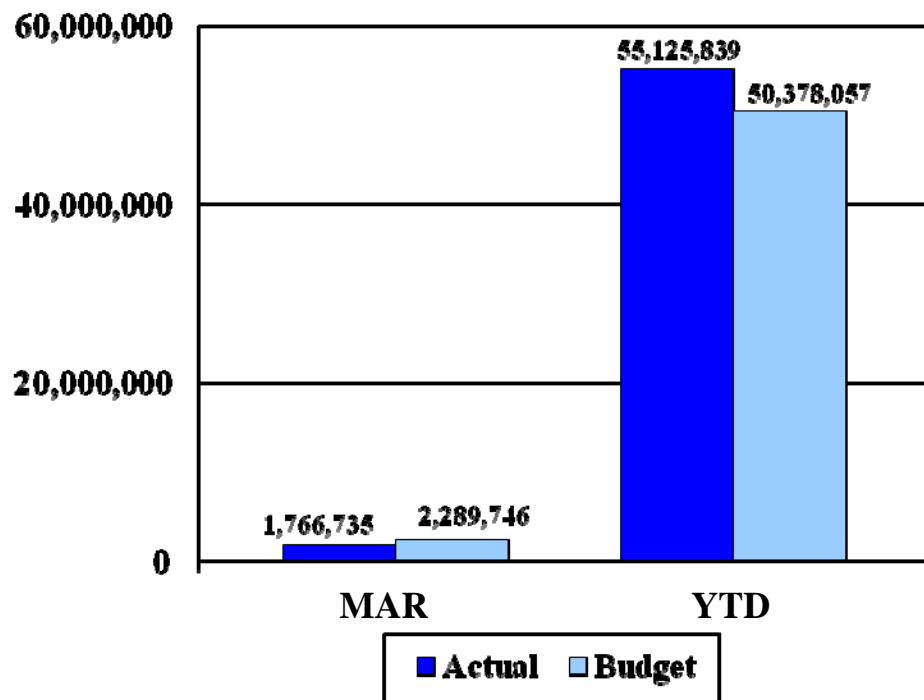
Financial Report

Georgia Dome

March 2011/YTD 2011

Total Revenue and Expense

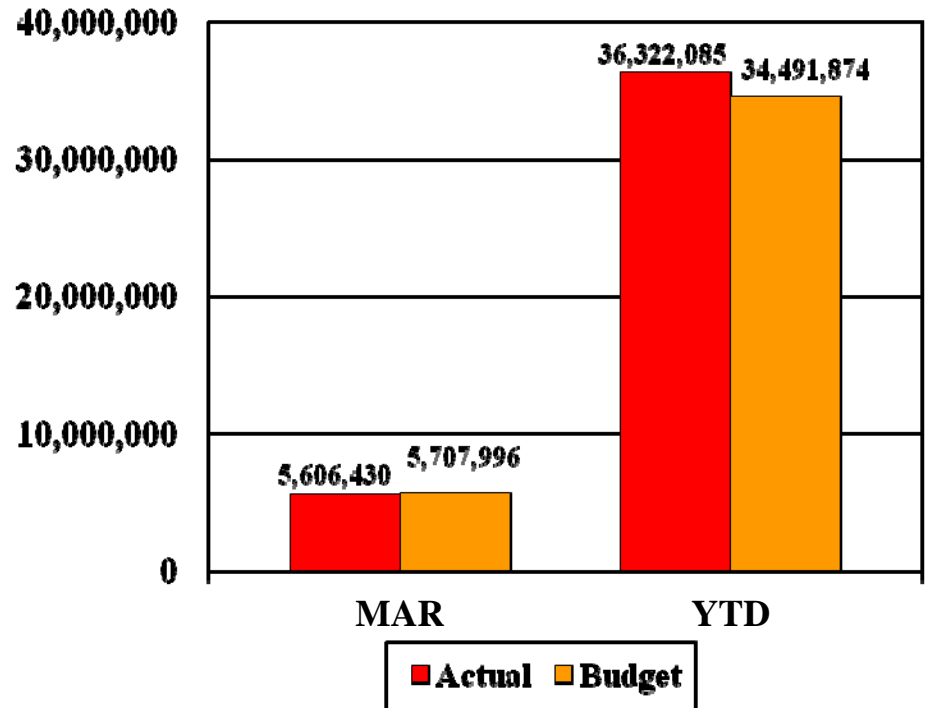
Revenue



March Under Budget \$523,011
YTD Over Budget \$4,747,782

9.42%

Expense



March Under Budget \$101,566
YTD Over Budget \$1,830,211

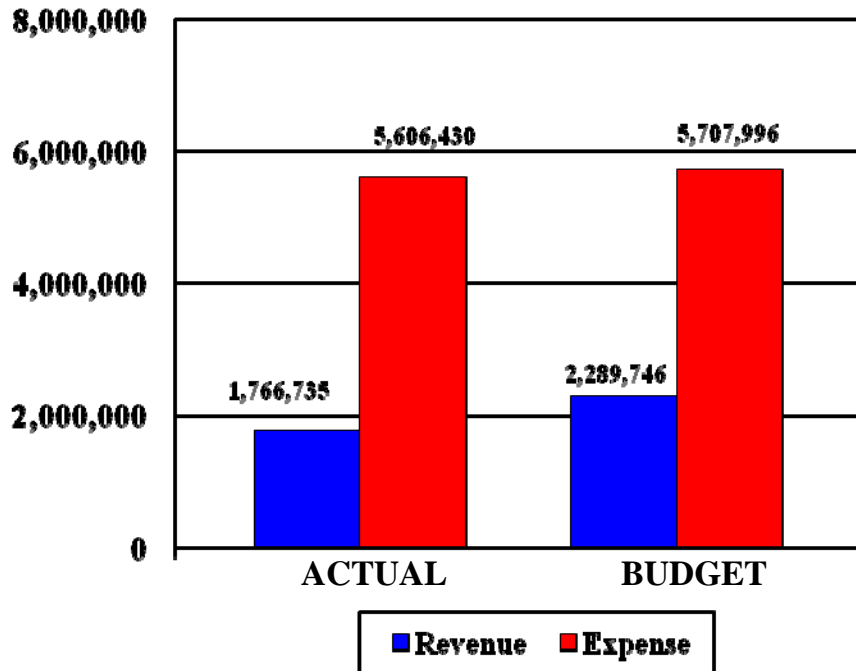
5.31%

Georgia Dome

March 2011/YTD 2011

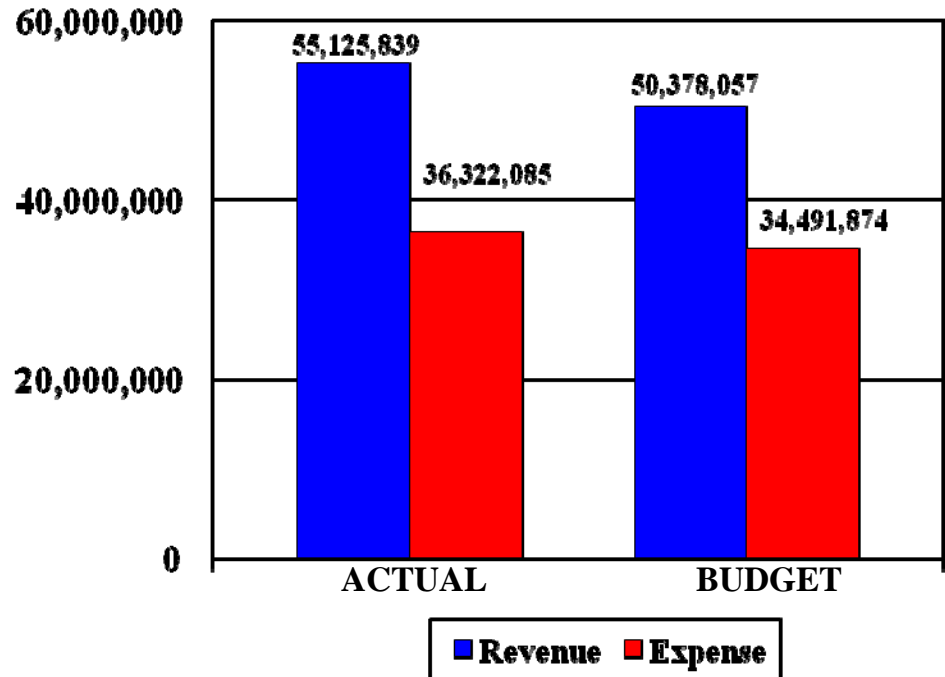
Net Profit / Loss

MARCH



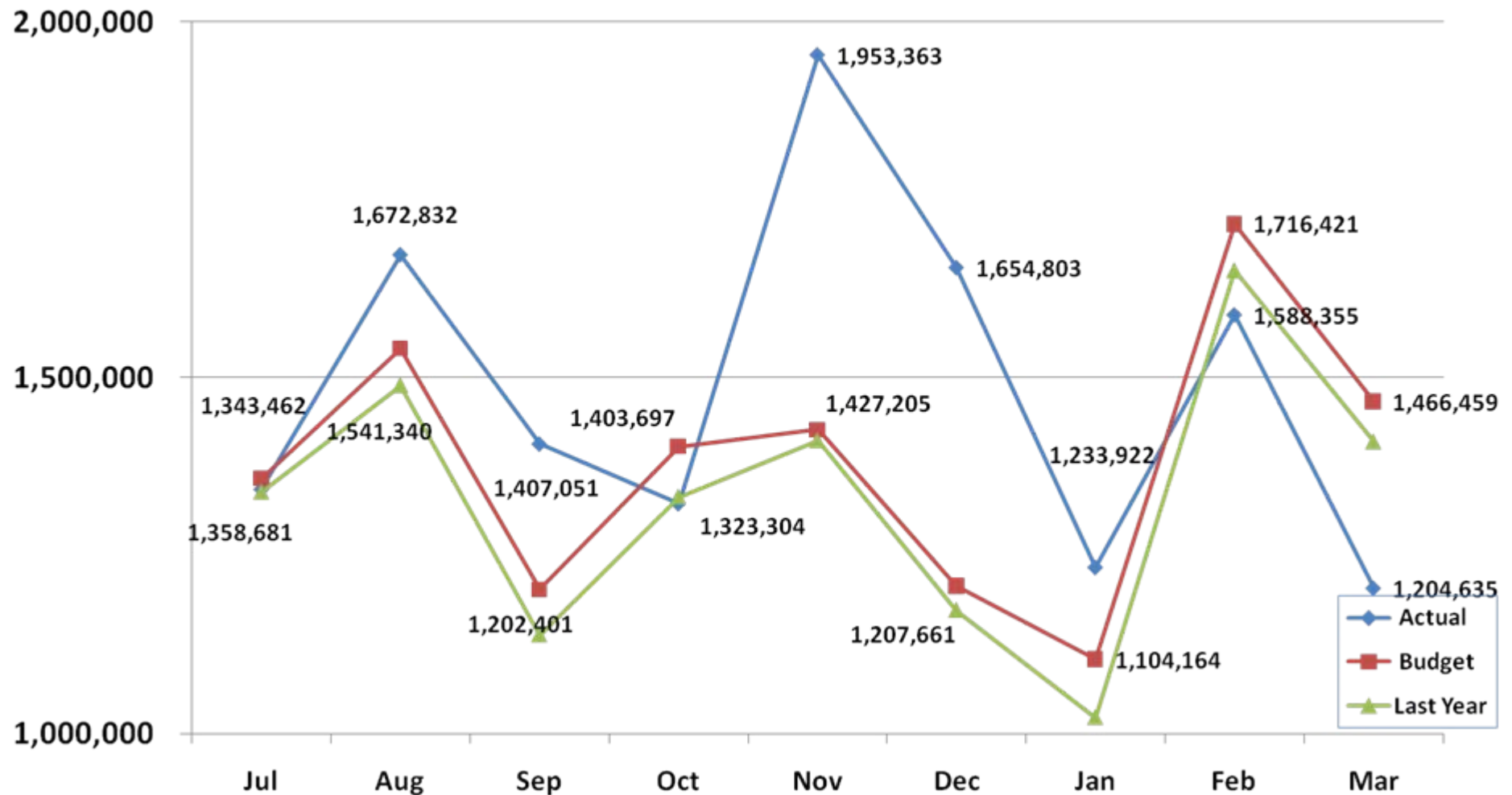
Projected Net Loss \$3,418,250
Actual Net Loss \$3,839,695
Variance \$421,445

YEAR TO DATE



Projected Net Profit \$15,886,183
Actual Net Profit \$18,803,754
Variance \$2,917,571

Georgia Dome Hotel/Motel Tax July thru March FY 2011



ACTUAL \$13,381,727
BUDGET \$12,428,029
7.67%



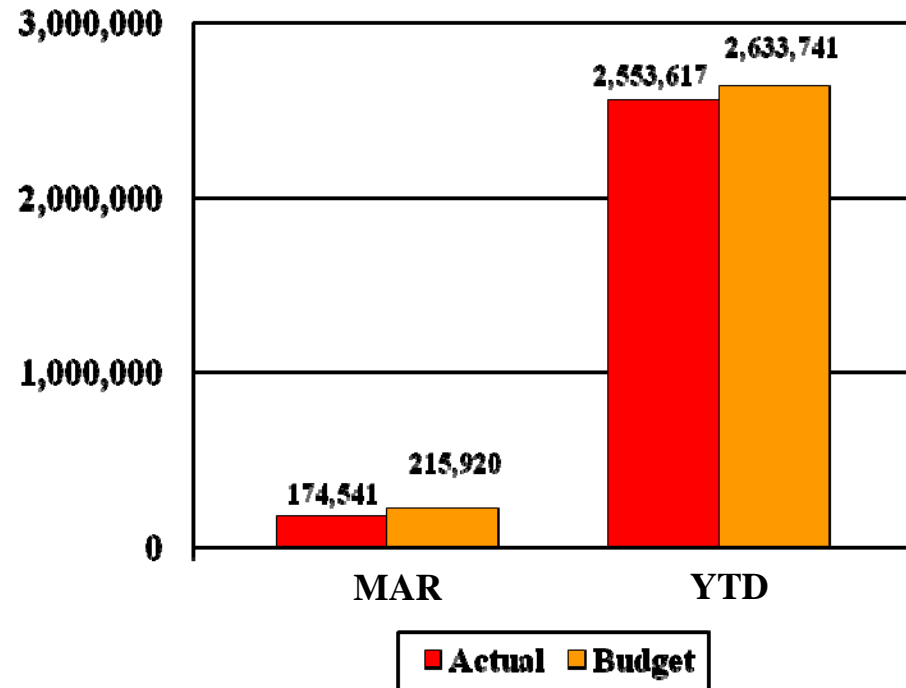
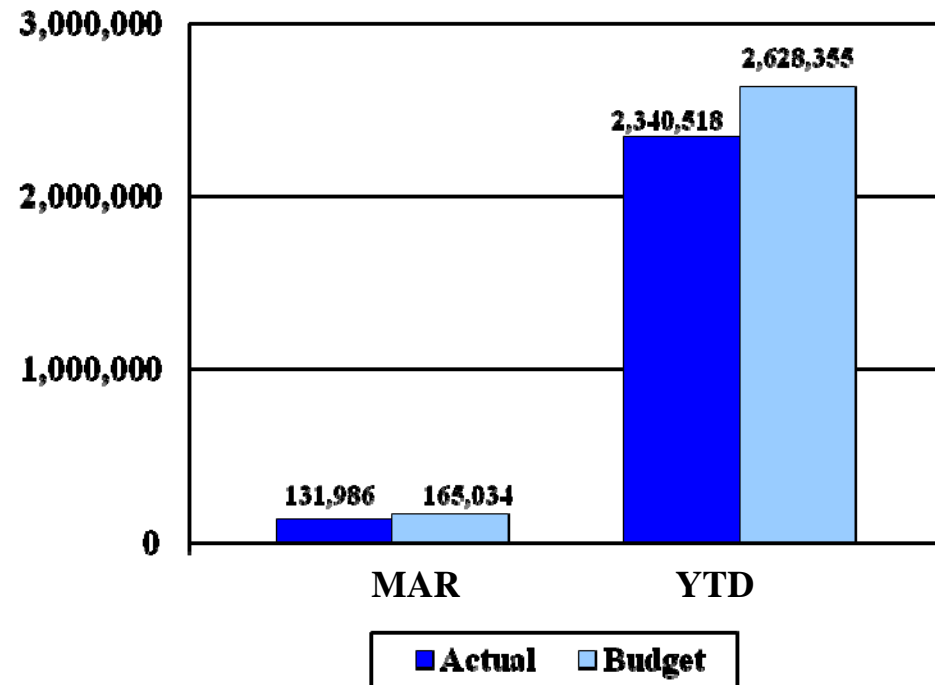
Centennial Olympic Park

March 2011
Financial Report

Centennial Olympic Park March 2011/YTD 2011 Total Revenue and Expense

Revenue

Expense



March Under Budget \$33,048
YTD Under Budget \$287,837

March Under Budget \$41,379
YTD Under Budget \$80,124

10.95%

3.04%

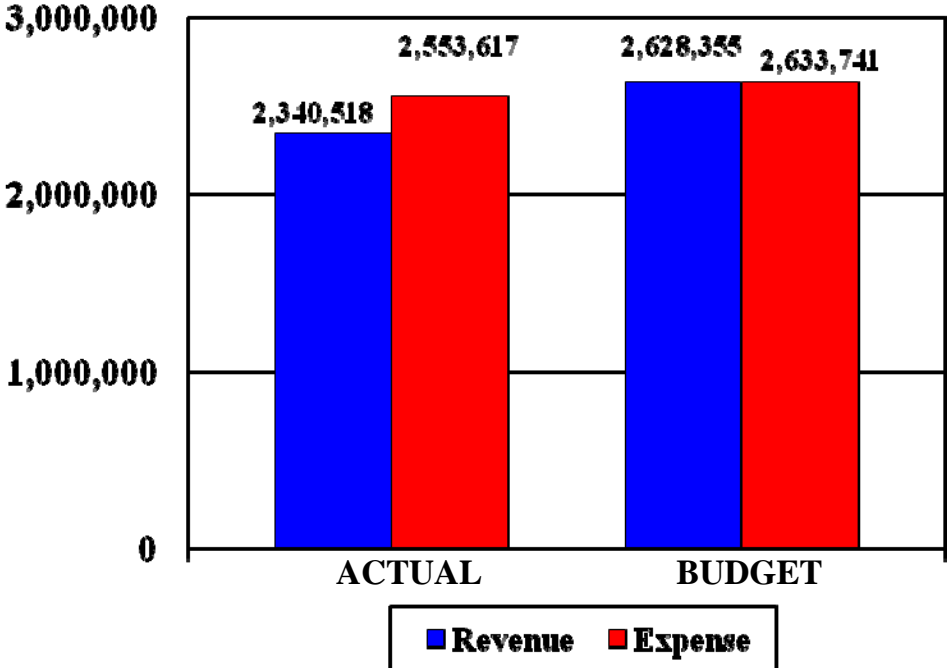
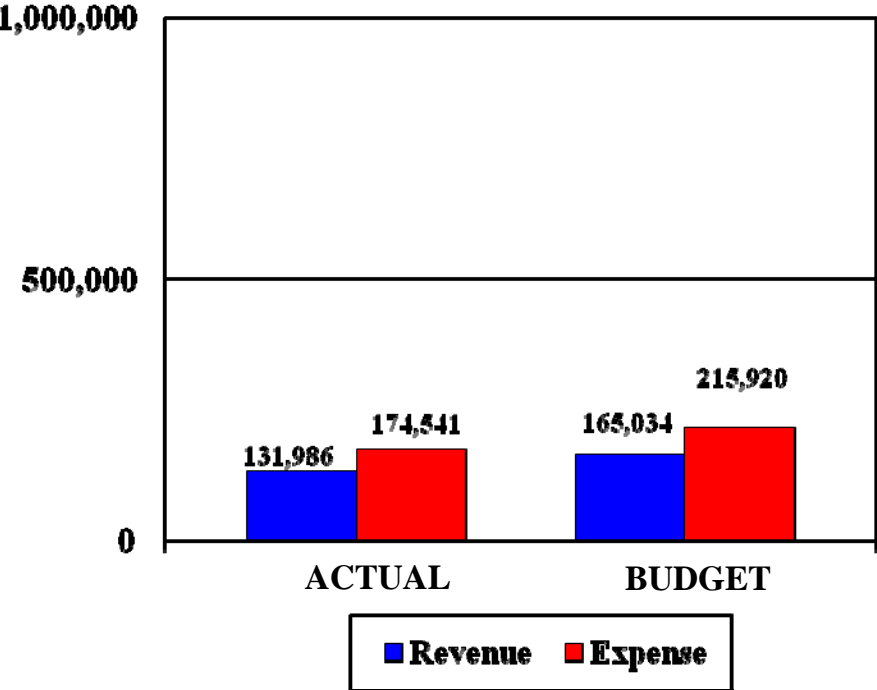
Centennial Olympic Park

March 2011/YTD 2011

Net Gain / Loss

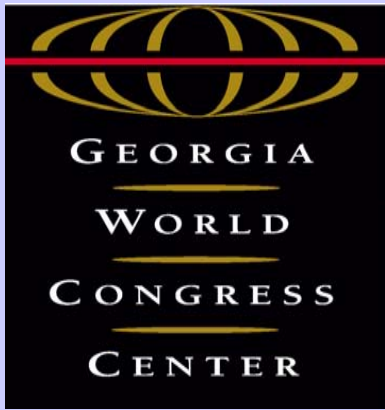
MARCH

YEAR TO DATE



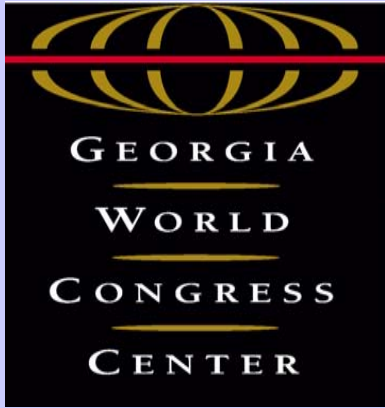
Projected Net Loss \$50,886
Actual Net Loss \$42,555
Variance \$8,331

Projected Net Loss \$5,386
Actual Net Loss \$213,099
Variance \$207,713



Georgia World Congress Center Authority

House Bill 382



Georgia World Congress Center Authority

April 2011
Authority Meeting