



Georgia World Congress Center Authority

April 2012

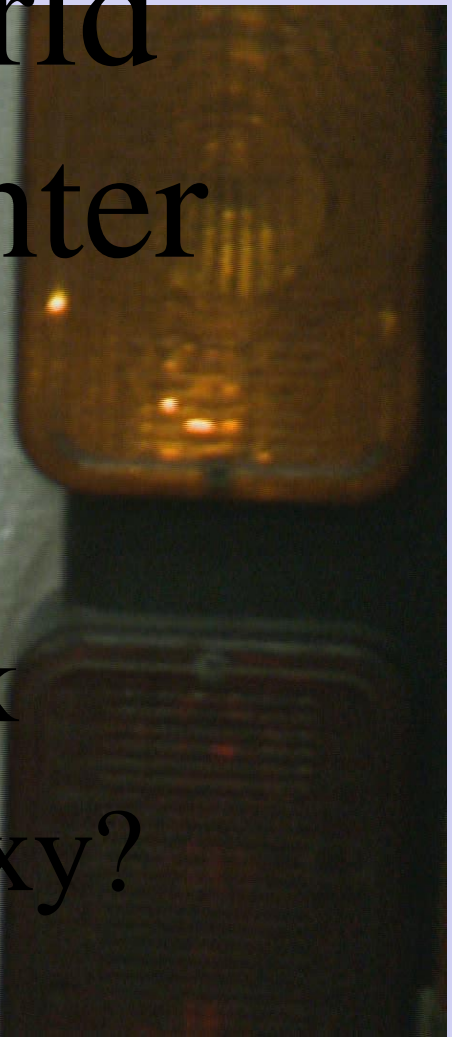
Authority Meeting

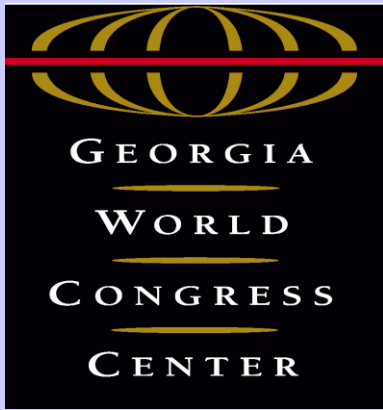


Georgia World Congress Center Authority

Do You Think
My Tractor's Sexy?

anny Chesney &
Tim McGraw
June 3rd
Georgia Dome





Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA

Sales & Marketing Update

March 2012



Georgia World Congress Center Sales Update

New Business Booked



2012 Championships for Women's Flat Track Roller Derby



November 2012

Hall C3

5,000

3 Days



Microsoft Convergence



Microsoft®

March 2014

**Halls A1, A2, A3,
B1, B2, B3, B4, B5,
C1, C2, C3, C4**

12,000

5 Days



MODEX 2016



April 2016

**Halls B1, B2, B3,
B4, B5**

10,000

4 Days



Other GWCC Confirmed Events – March 2012

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Georgia State Commencement Reception	May 2012	C1	1,000	1
SE Region Wrestling Championships	May 2012	C4	1,400	2
Wells Fargo Home Mortgage	September 2012	B1	250	2
CFA Exam	December 2012	A2, A3	600	1
GSA Training Conference & Expo	May 2015	B1, A1, A2, A3	4,500	2

Georgia Dome Sales Update

New Business Booked



Georgia Tech Graduation



May 2012

Arena

20,000

2 Day



Other Dome Confirmed Events – March 2012

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Children Against Obesity – Team Tiger	April 2012	Stadium	1,000	1
Direct TV	April 2012	Stadium	2,500	1



Centennial Olympic Park Sales Update

New Business Booked



Other Park Confirmed Events – March 2012

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Propane Centennial Clean Air Rally	April 2012	Amphitheater & Int'l Blvd.	500	1
Fulton County Wellness Event	May 2012	Amphitheater	500	1



March 2012 Sales Summary

GWCC

Total Days Booked

20



DOME

Total Days Booked

4



PARK

Total Days Booked

2



Economic Impact – March 2012

Total Impact \$95.6 million

GWCC

SECO International
Hearth, Patio & Barbecue Expo
American Royale
Ace Hardware
Publix Georgia Marathon (GWCC/COP)
African American Leadership Council
Atlanta International Auto Show
Hinman Dental

177,470 attendance

New Dollars - \$44.8 million

Economic Impact - \$70.4 million

Sales Tax Generated - \$3.1 million

Dome

NCAA Regional Basketball

23,653 attendance

New Dollars - \$16.1 million

Economic Impact - \$25.2 million

Sales Tax Generated - \$1.1 million

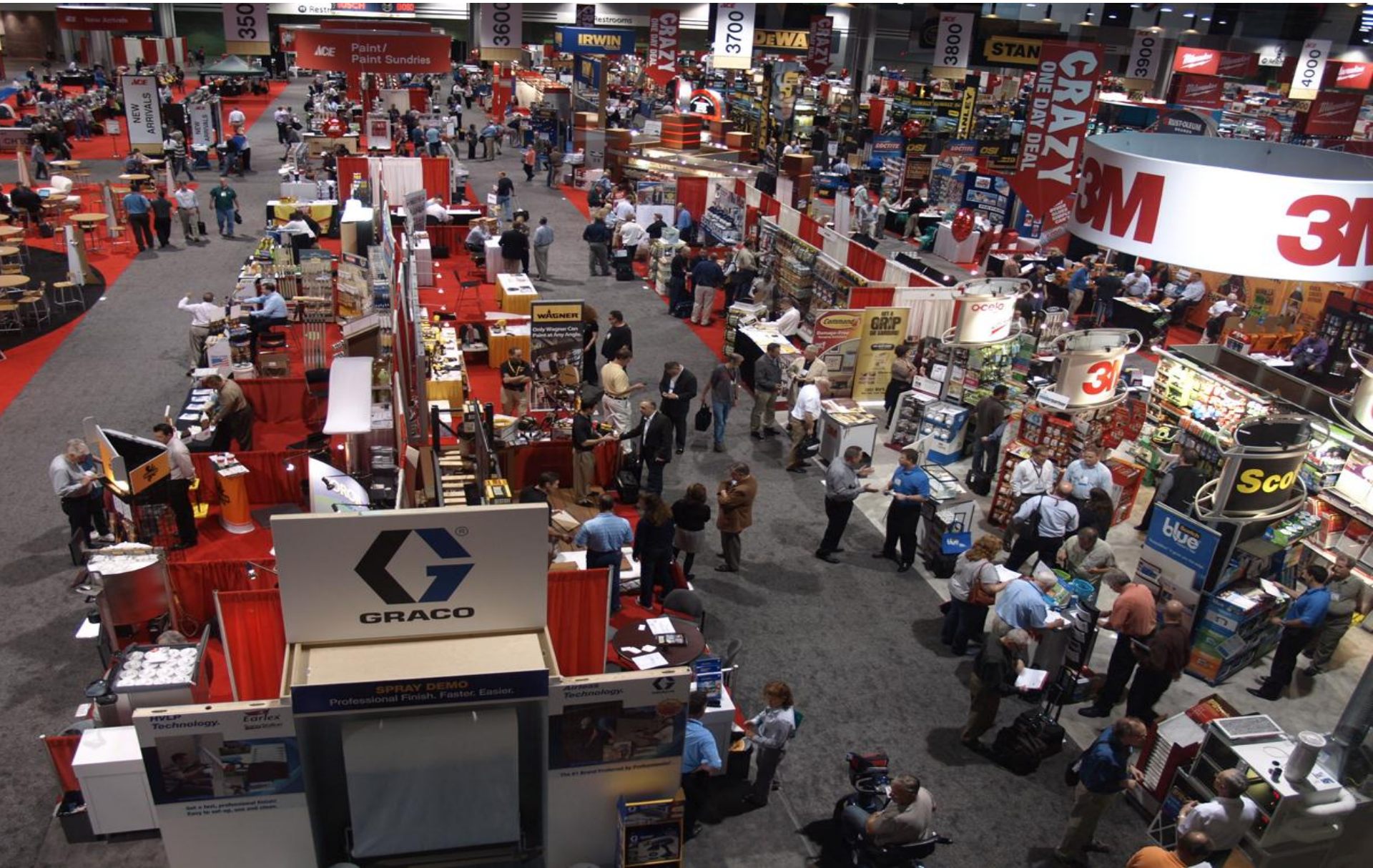
SECO International



Hearth, Patio & Barbecue Expo



Ace Hardware



Atlanta Journal-Constitution International Auto Show



Hinman Dental



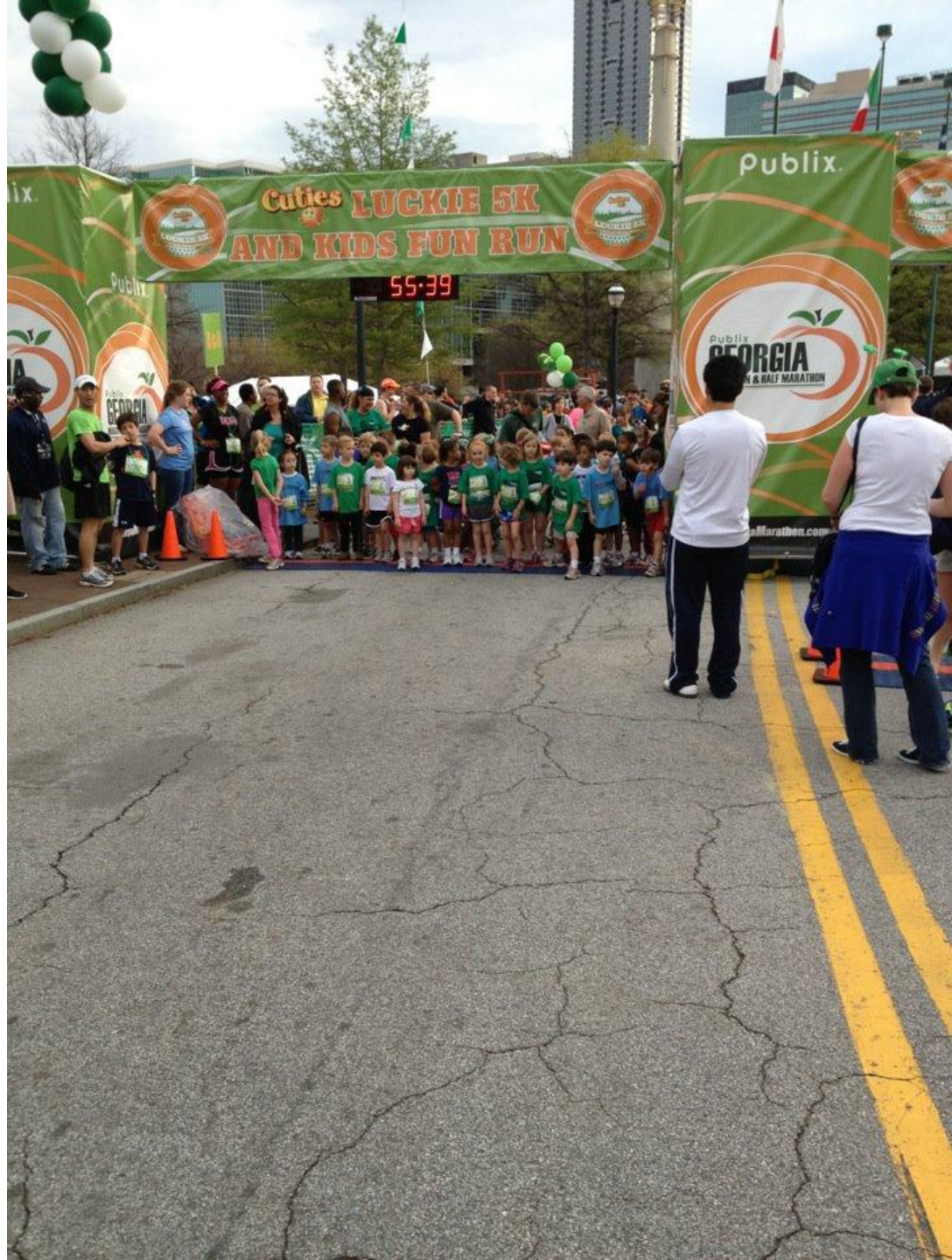
2012 Big South National Qualifier



Publix Georgia Marathon Expo



Cuties 5K & Kids Fun Run



Publix Georgia Marathon

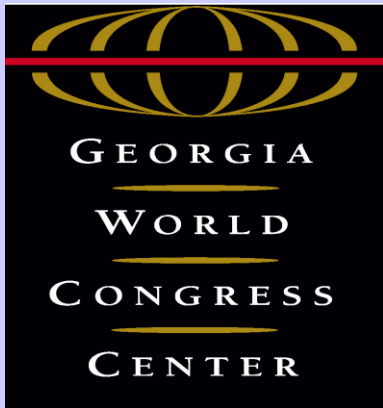


NCAA Division 1 Men's Basketball



Purina Incredible Dog Challenge





Georgia World Congress Center

March 2012

Financial Report

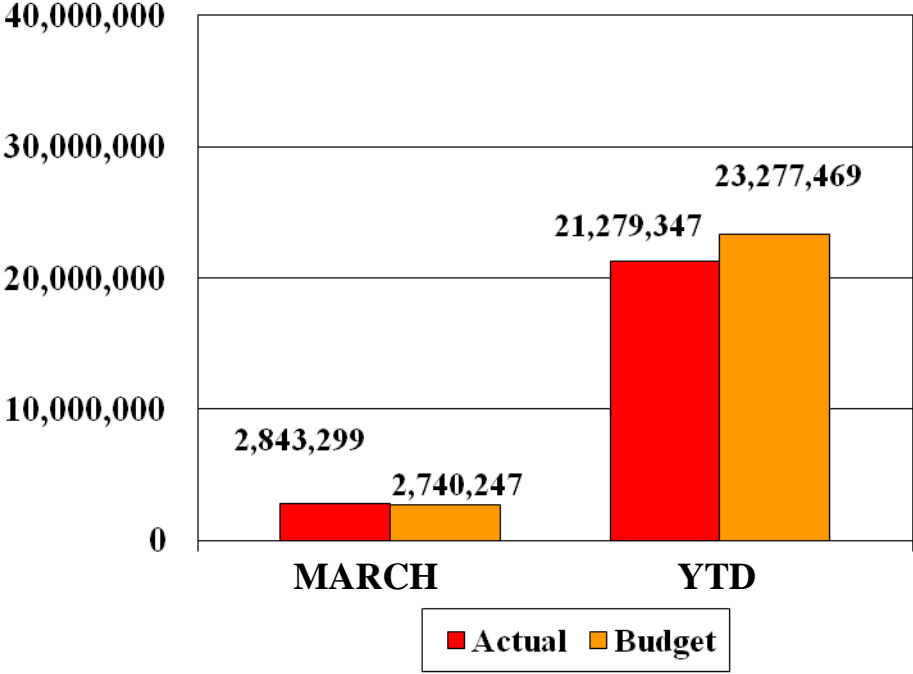
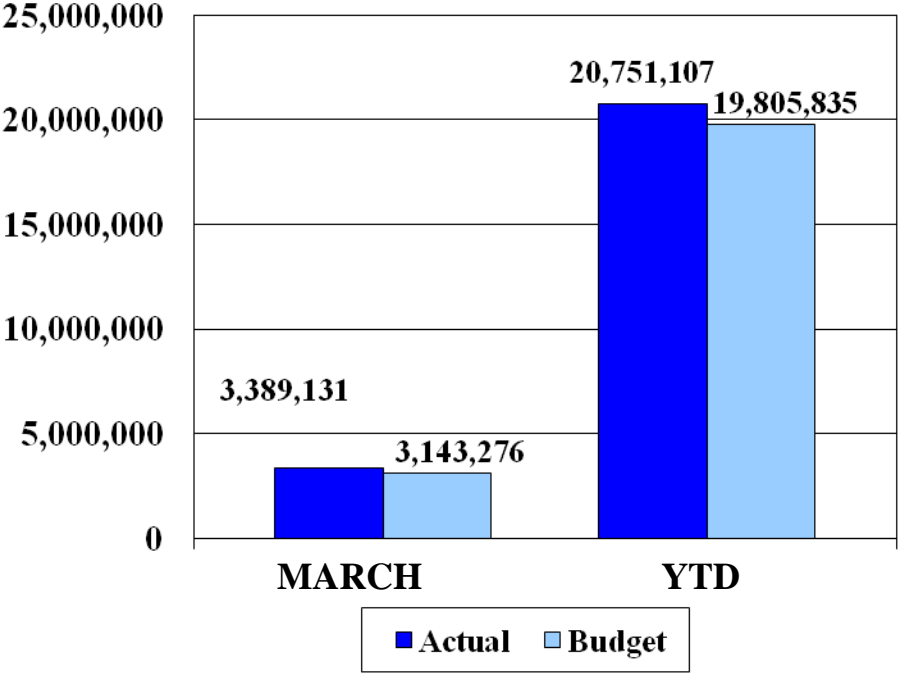
Georgia World Congress Center

March 2012/YTD 2012

Operating Revenue and Expense

Revenue

Expense



March Over Forecast \$245,855
YTD Over Forecast \$945,272
4.77%

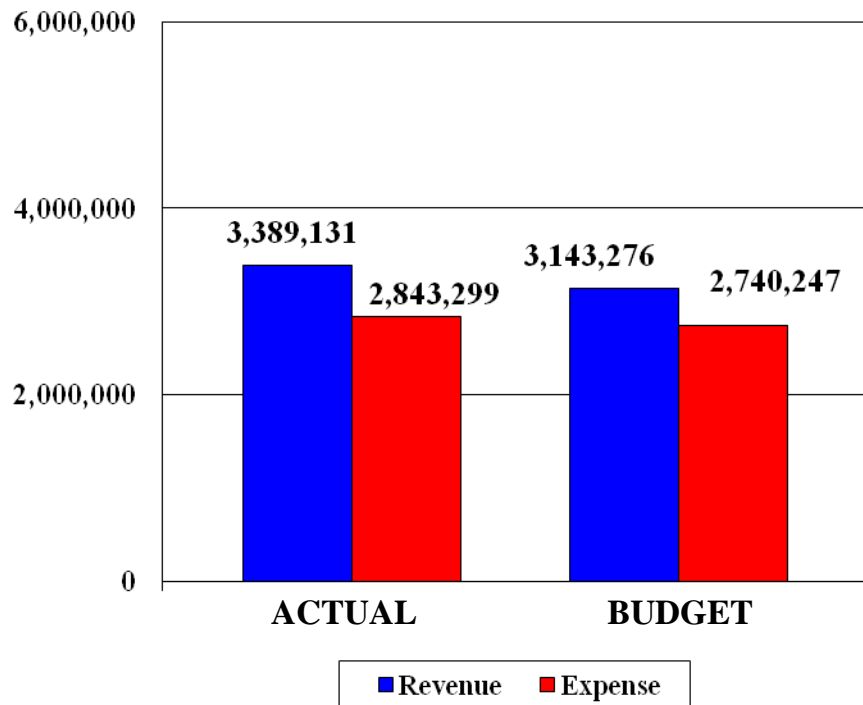
March Over Budget \$103,052
YTD Under Budget \$1,998,122
8.58%

Georgia World Congress Center

March 2012/YTD 2012

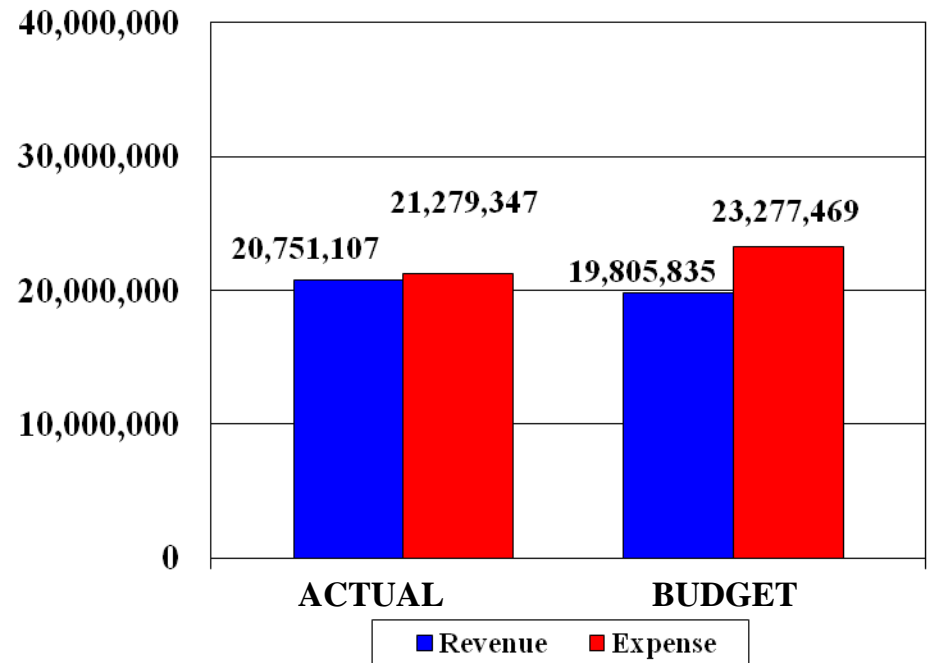
Net Operating Profit / Loss

MARCH



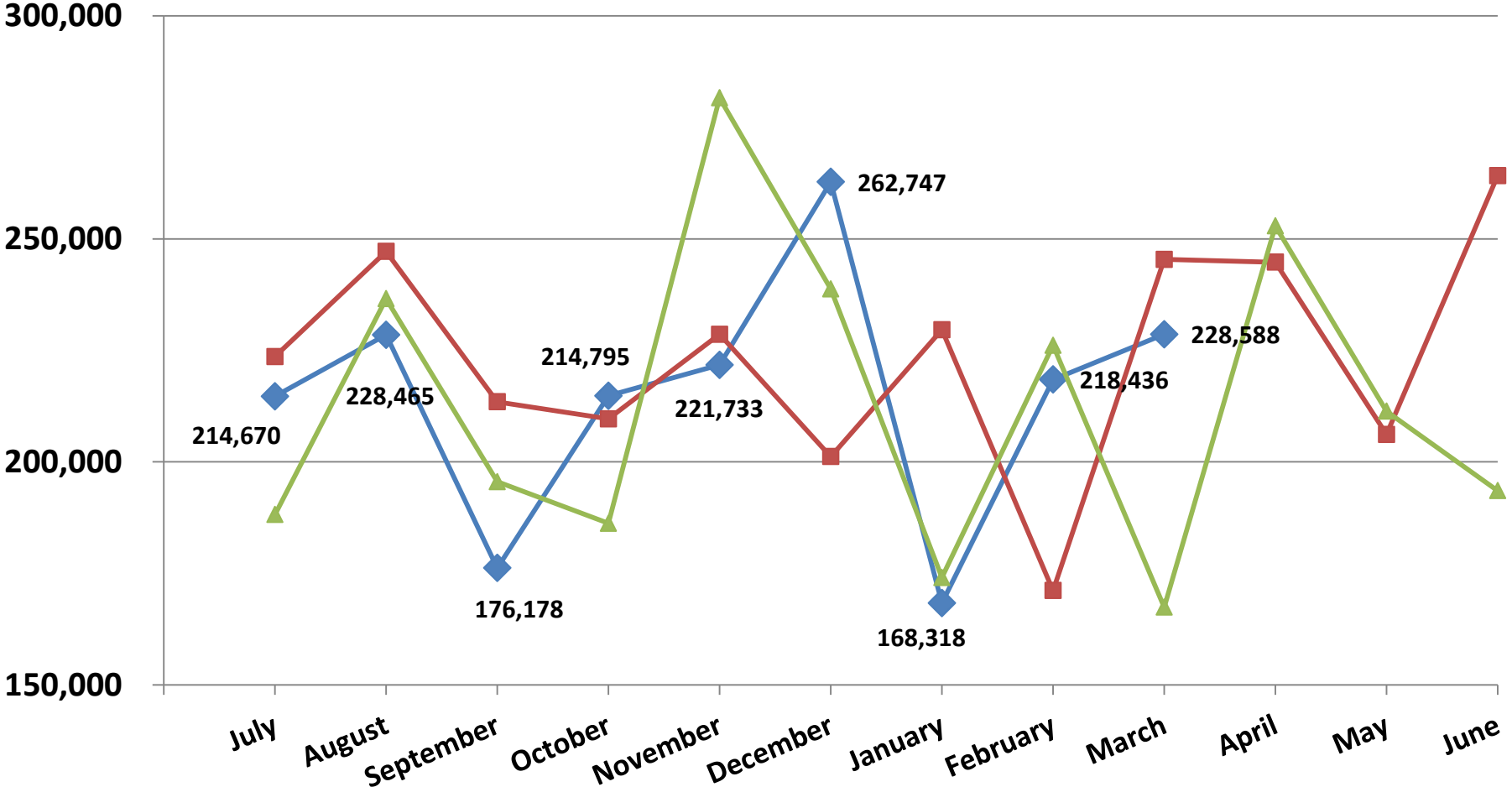
Projected Net Profit \$403,029
Actual Net Profit \$545,832
Variance \$142,803

YEAR TO DATE



Projected Net Loss \$3,471,634
Actual Net Loss \$528,240
Variance \$2,943,394

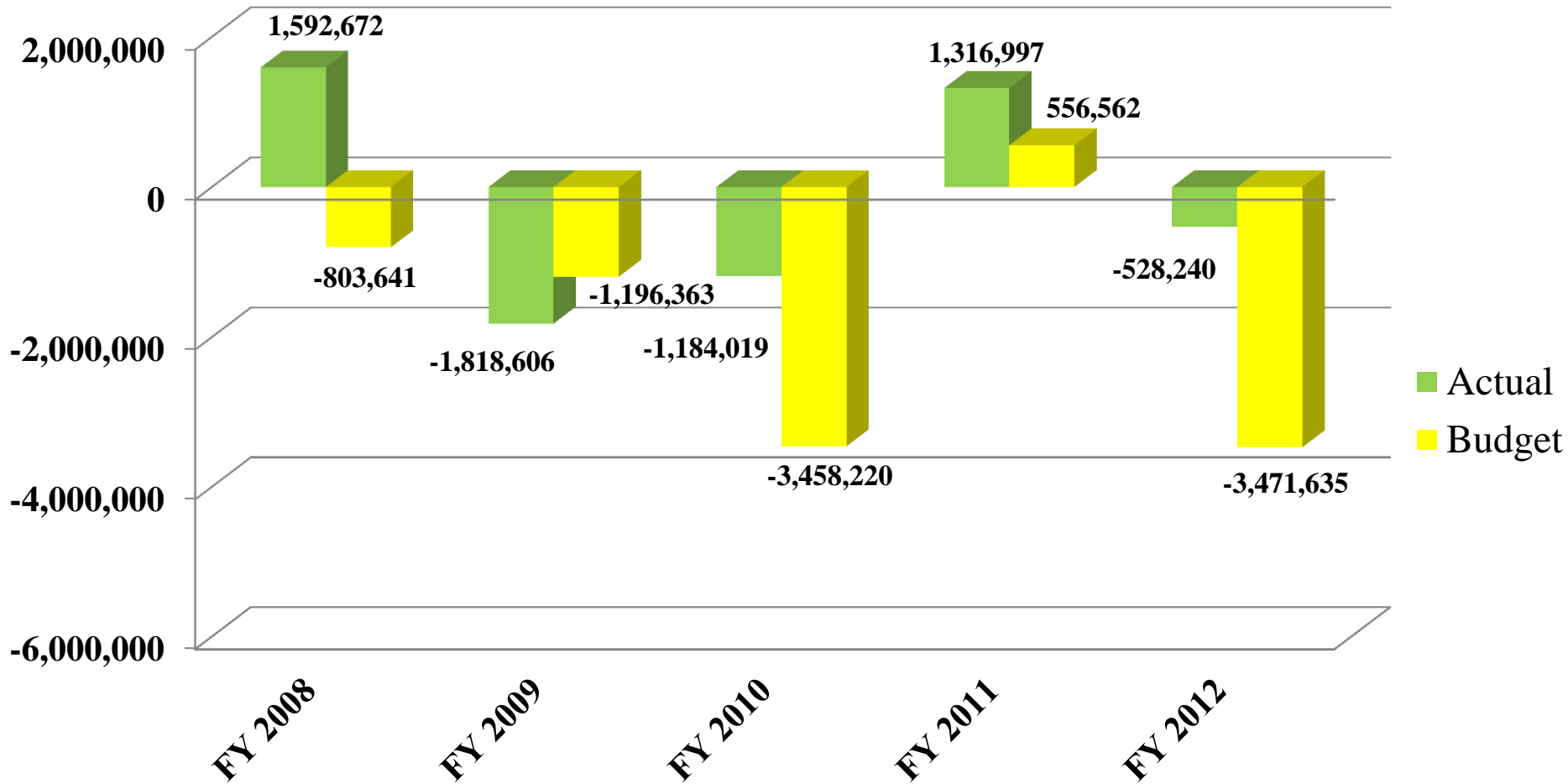
GWCC Hotel/Motel tax July thru June FY 2012



ACTUAL \$1,933,929
BUDGET \$1,969,715
LAST YEAR \$1,894,409
Actual under budget 1.82%
Actual over last year 2.07%



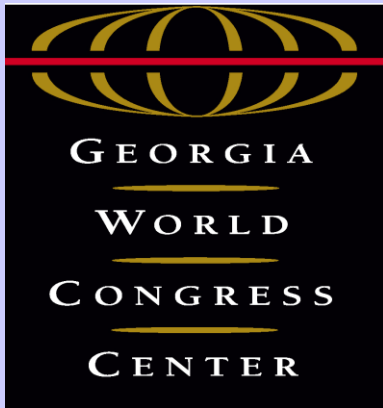
Georgia World Congress Center Prior Years' Comparison July - March Net Operating Profit/Loss



**GEORGIA WORLD CONGRESS CENTER
OPERATING BUDGET SUMMARY COMPARISON
FY 2012**

Includes Actuals through March 2012

<u>REVENUE</u>	Budget FY 2012	Projection FY 2012	Variance
Rental	\$ 9,383,720	\$ 9,758,138	374,418
Catering	4,809,579	4,330,565	(479,014)
Exhibit Utility Service	4,979,000	6,549,307	1,570,307
Parking	3,552,756	3,614,231	61,475
Hotel/Motel Tax	2,684,758	2,598,236	(86,522)
Other	1,587,595	1,670,867	83,272
TOTAL REVENUE:	\$ 26,997,408	\$ 28,521,344	\$ 1,523,936
<u>EXPENDITURES</u>			
Personal Services	\$ 17,401,674	\$ 17,046,922	(354,752)
Regular Operating	9,542,751	8,795,097	(747,654)
Equipment Purchases	212,000	840,639	628,639
Per Diem/Fees/Contracts	2,460,120	2,438,058	(22,062)
Computer Charges	1,163,512	1,177,373	13,861
Other	369,800	292,540	(77,260)
SUB-TOTAL EXPENDITURES	\$ 31,149,857	\$ 30,590,629	\$ (559,228)
NET OPERATING PROFIT(LOSS)	\$ (4,152,449)	\$ (2,069,285)	\$ 2,083,164



Georgia Dome



March 2012



Financial Report

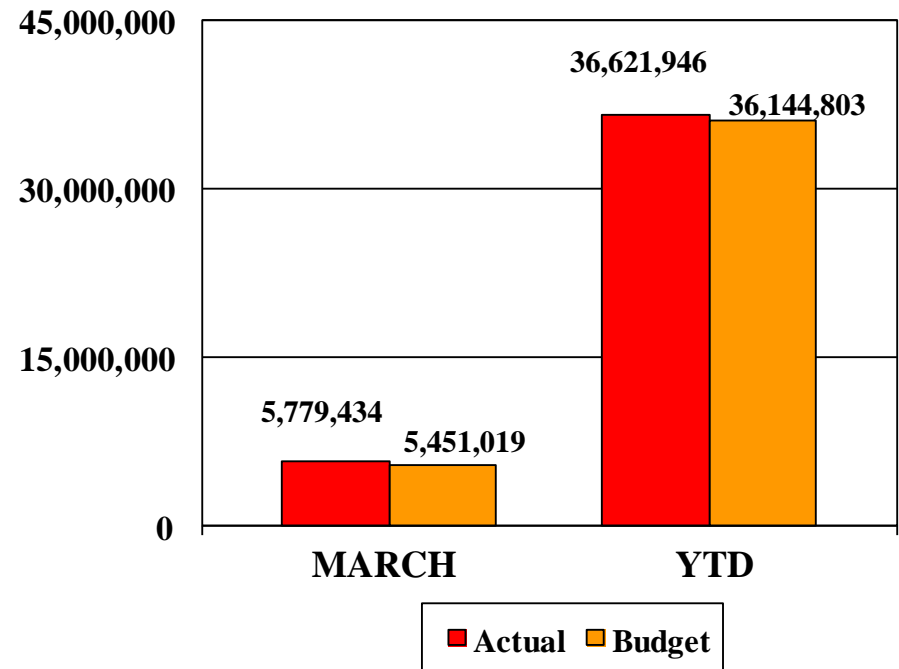
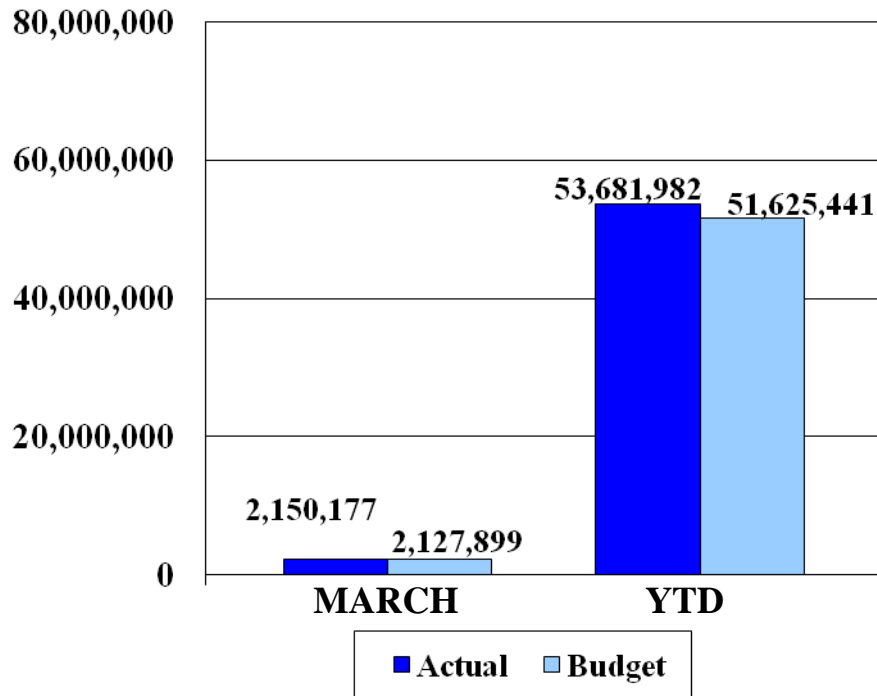
Georgia Dome

March 2012/YTD 2012

Total Revenue and Expense

Revenue

Expense



March Over Forecast \$22,278
YTD Over Forecast \$2,056,541
3.98%

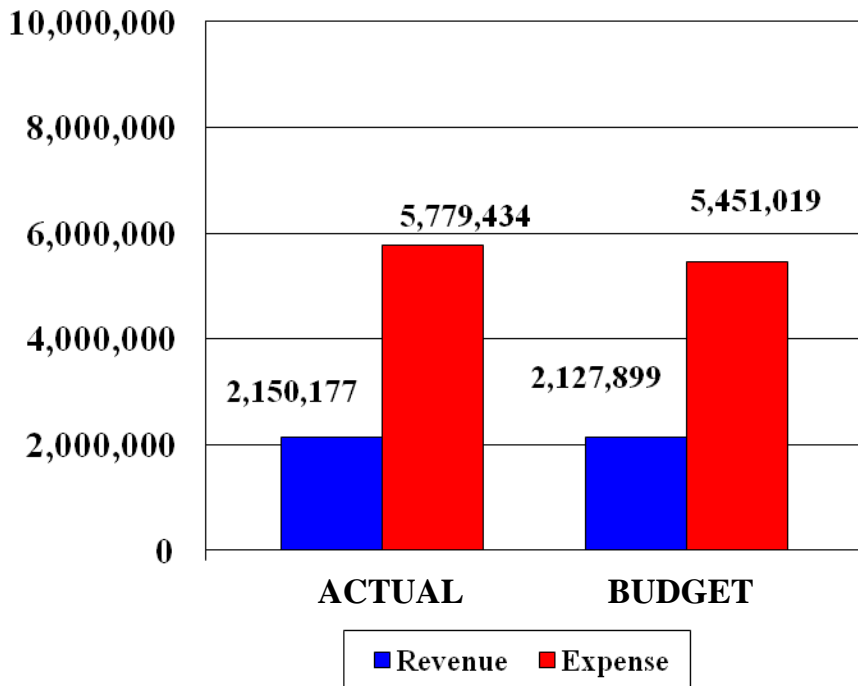
March Over Budget \$328,415
YTD Over Budget \$477,143
1.32%

Georgia Dome

March 2012/YTD 2012

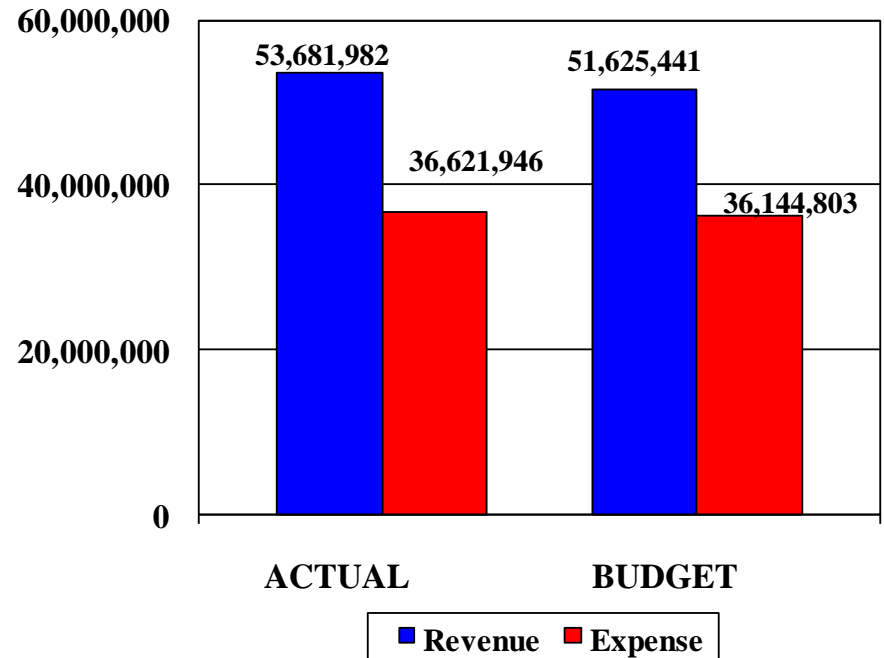
Net Profit / Loss

MARCH



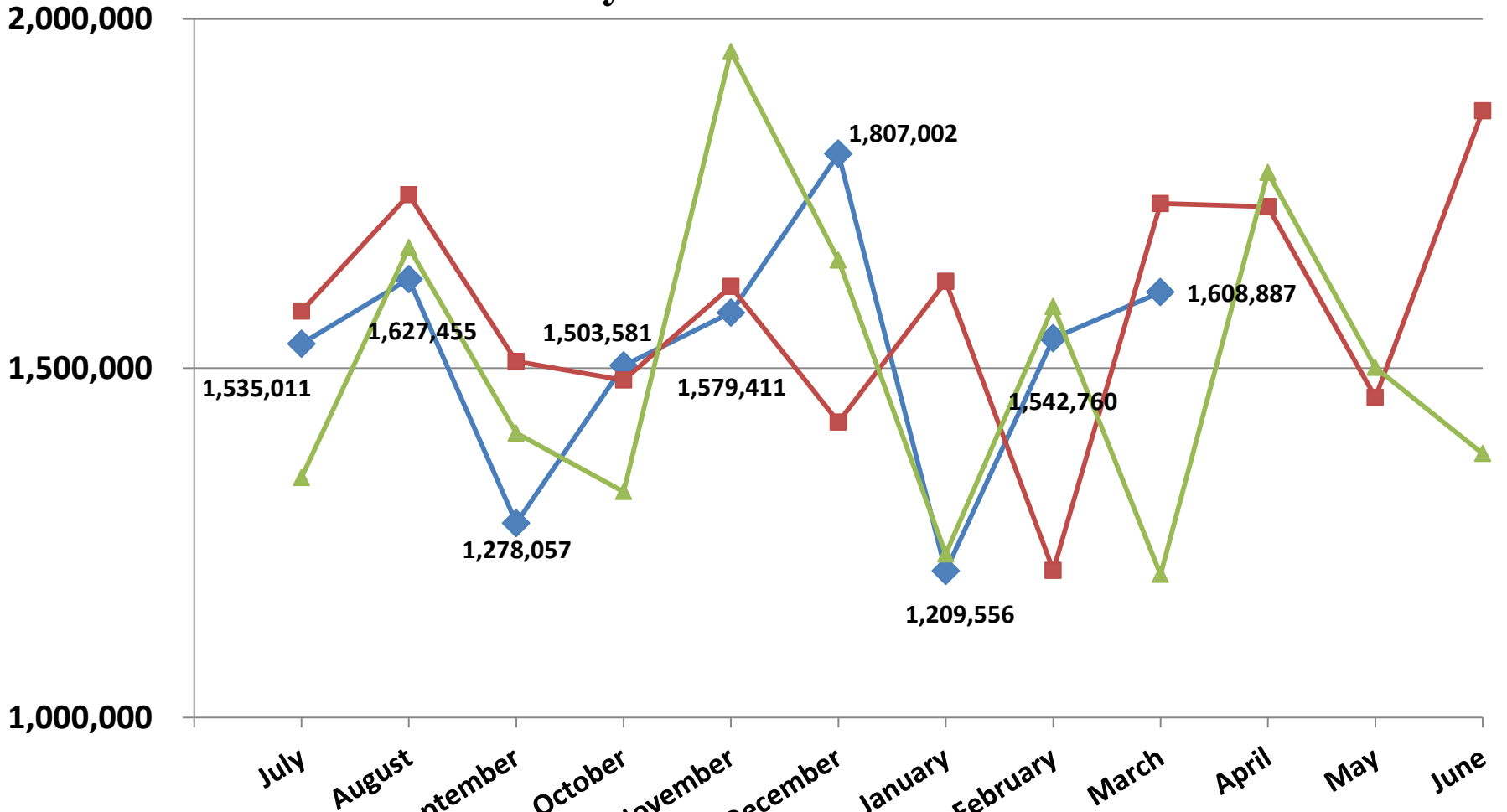
Projected Net Loss \$3,323,120
Actual Net Loss \$3,629,257
Variance \$306,137

YEAR TO DATE

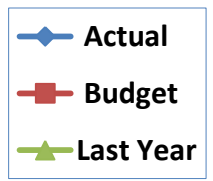


Projected Net Profit \$15,480,638
Actual Net Profit \$17,060,036
Variance \$1,579,398

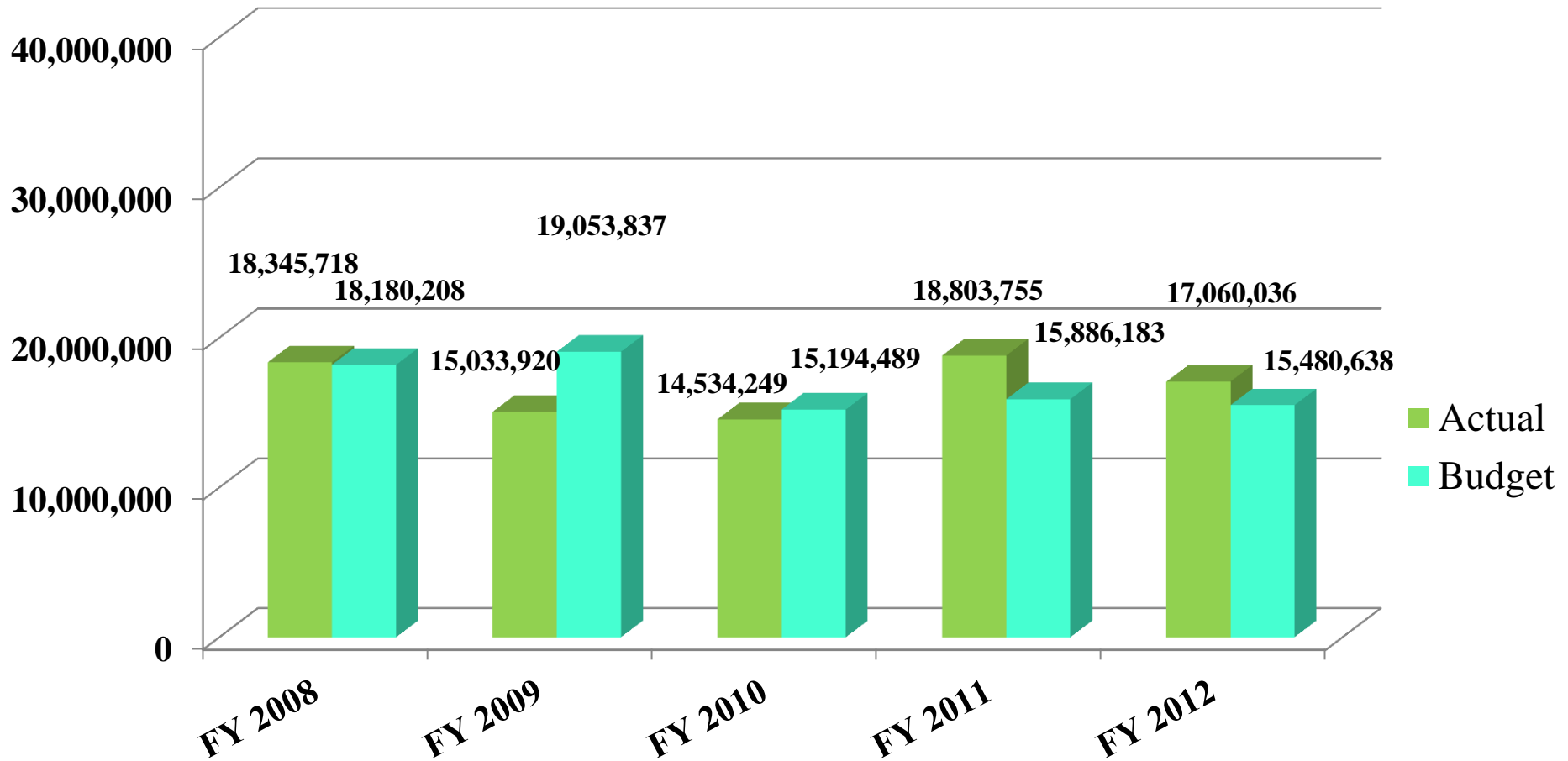
Georgia Dome Hotel/Motel Tax July thru June FY 2012



ACTUAL \$13,691,721
BUDGET \$13,932,482
LAST YEAR \$13,381,727
Actual under budget 1.73%
Actual over last year 2.32%



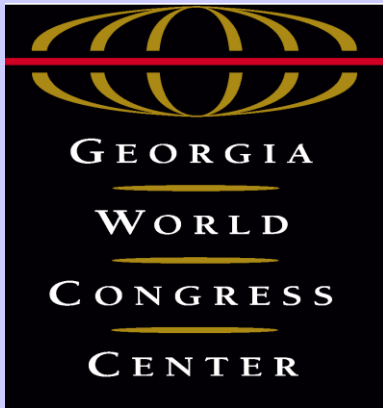
Georgia Dome Prior Years' Comparison July - March Net Profit/Loss



**GEORGIA DOME
OPERATING BUDGET SUMMARY COMPARISON
FY 2012**

Includes Actuals through March 2012

<u>REVENUE</u>	Budget FY 2012	Projected FY 2012	Variance
Rental	\$ 8,309,213	10,073,455	\$ 1,764,242
Catering	6,311,955	6,380,826	68,871
Suite/Seats License Fees	18,186,902	19,013,908	827,006
Advertising	4,056,000	4,111,235	55,235
Hotel/Motel Tax	18,990,295	18,396,935	(593,360)
Other	1,366,204	1,674,739	308,535
TOTAL REVENUE	\$ 57,220,569	\$ 59,651,098	\$ 2,430,529
<u>EXPENDITURES</u>			
Personnel Services	\$ 8,980,559	\$ 8,902,028	\$ (78,531)
Regular Operating	6,068,337	5,970,581	(97,756)
Per Diem/Equip	7,739,318	9,143,937	1,404,619
Game Tickets	8,837,660	8,667,384	(170,276)
Contract-Falcons	4,000,000	4,953,267	953,267
Debt Service Interest	6,288,219	4,816,660	(1,471,559)
Other	1,024,422	966,046	(58,376)
SUB-TOTAL EXPENDITURES	\$ 42,938,515	\$ 43,419,903	\$ 481,388
NET OPERATING PROFIT/LOSS	\$ 14,282,054	\$ 16,231,195	\$ 1,949,141



Centennial Olympic Park

March 2012

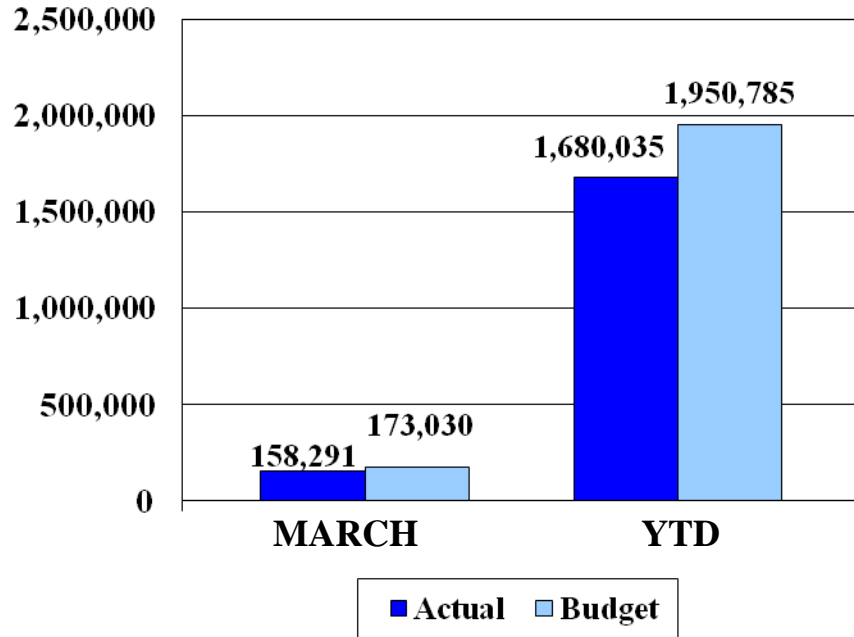
Financial Report

Centennial Olympic Park

March 2012/YTD 2012

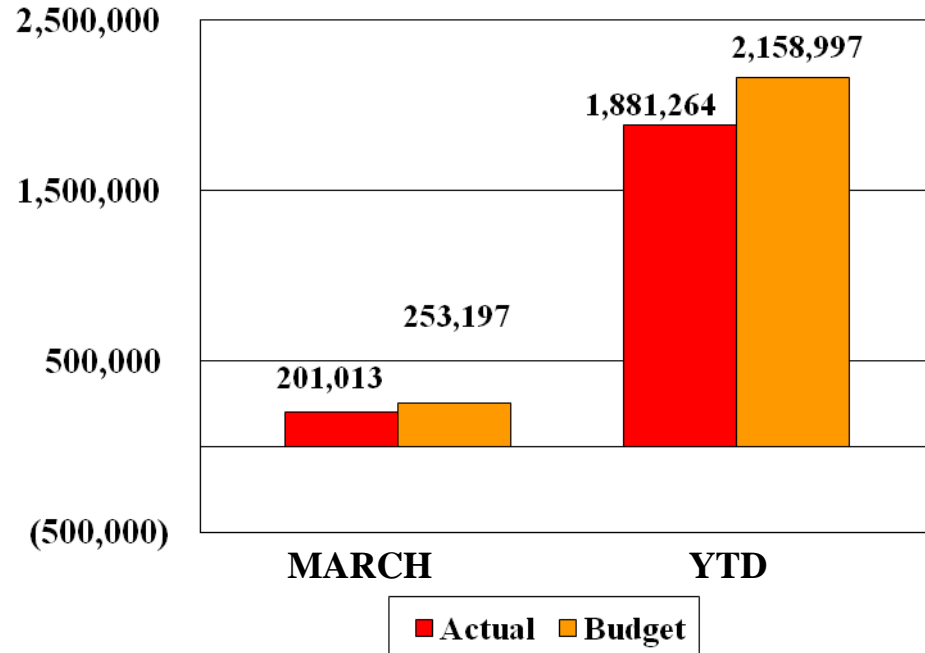
Total Revenue and Expense

Revenue



March Under Forecast \$14,739
YTD Under Forecast \$270,750
13.88%

Expense



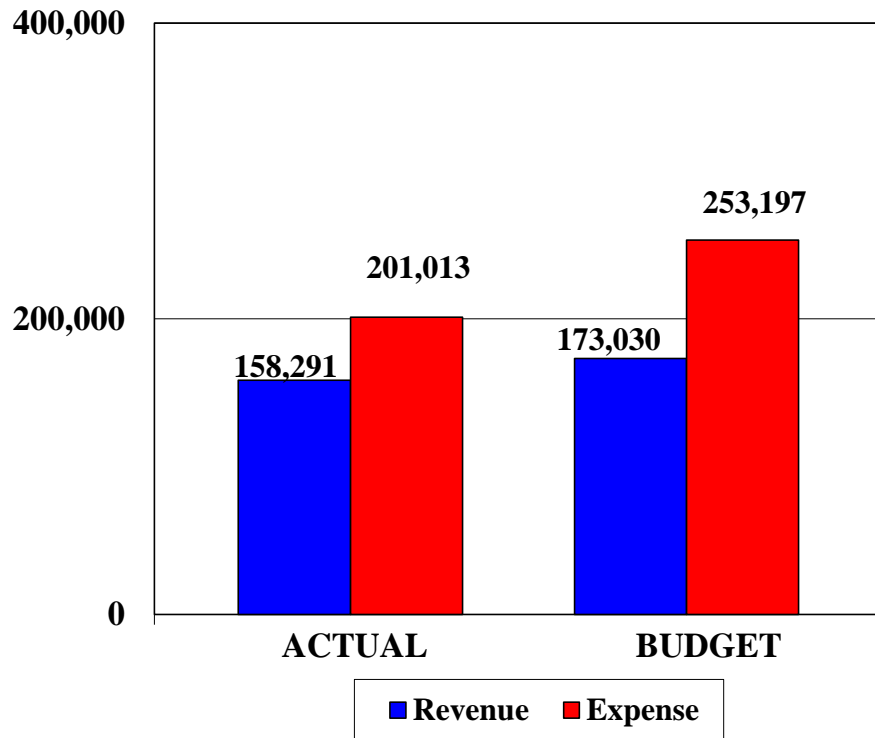
March Under Budget \$52,184
YTD Under Budget \$277,733
12.86%

Centennial Olympic Park

March 2012/YTD 2012

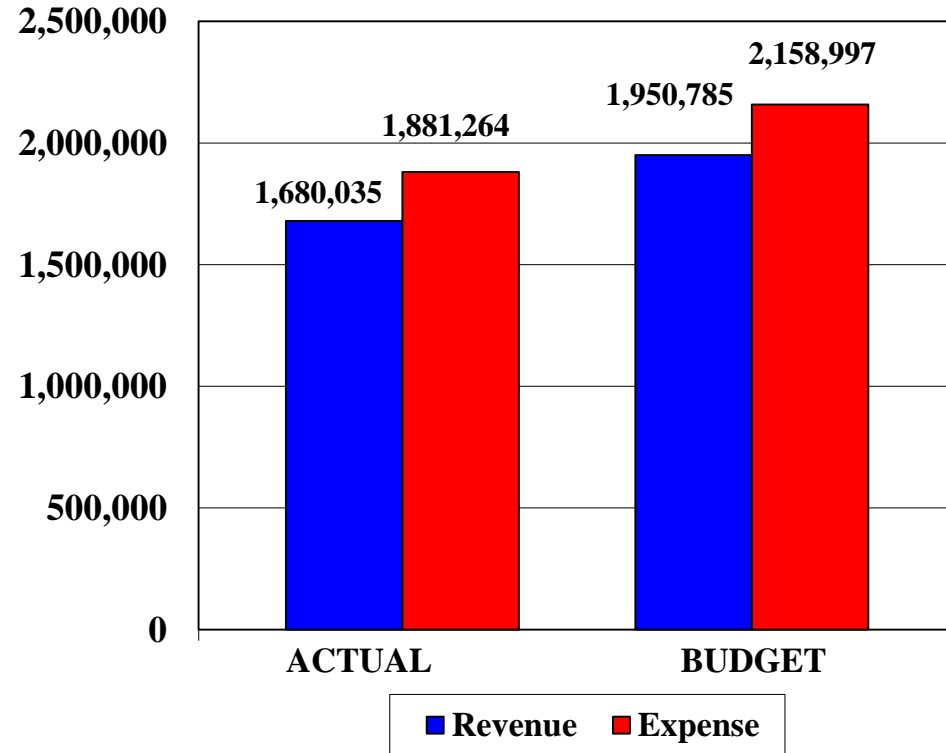
Net Gain / Loss Against Budget

FEBRUARY



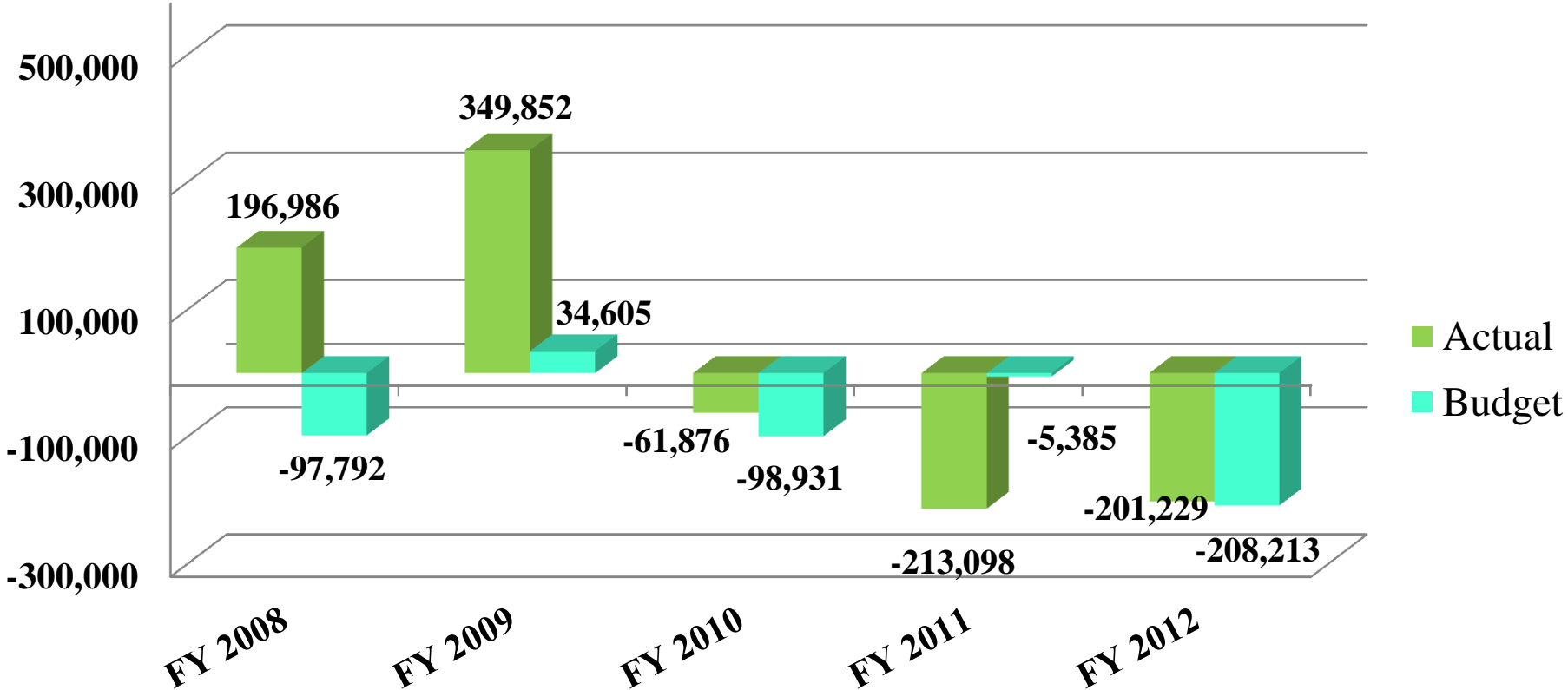
Projected Net Loss \$80,167
Actual Net Loss \$42,722
Variance \$37,445

YEAR TO DATE



Projected Net Loss \$208,212
Actual Net Loss \$201,229
Variance \$6,983

Centennial Olympic Park Prior Years' Comparison July - March Net Gain/Loss



**CENTENNIAL OLYMPIC PARK
OPERATING BUDGET SUMMARY COMPARISON
FY 2012**

Includes Actuals through March 2012

<u>REVENUE</u>	Budget FY 2012	Projected FY 2012	Variance
Rental	\$ 236,350	\$ 239,875	\$ 3,525
Catering/Googie	469,568	160,311	(309,257)
Transfer -GWCC	1,552,865	1,500,833	(52,032)
Holiday Festival/ Sponsorship	390,000	264,970	(125,030)
Benefit Concert	300,000	400,000	100,000
Other*	73,759	58,223	(15,536)
TOTAL REVENUE:	\$ 3,022,542	\$ 2,624,212	\$ (398,330)
<u>EXPENDITURES</u>			
Personal Services	\$ 1,626,611	\$ 1,610,195	\$ (16,416)
Regular Operating	648,292	490,621	(157,671)
Other	884,529	758,640	(125,889)
SUB-TOTAL EXPENDITURES:	\$ 3,159,432	\$ 2,859,456	\$ (299,976)
NET OPERATING GAIN/(LOSS)	\$ (136,890)	\$ (235,244)	\$ (98,354)



Georgia World Congress Center Authority

Bad Debt
Write-Off

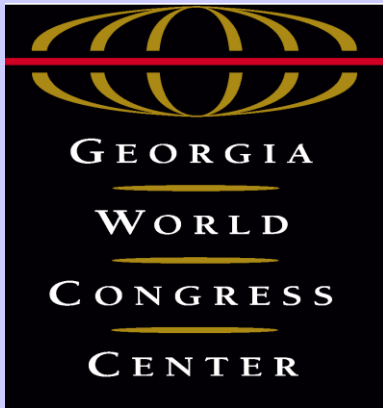
Bad Debt Write-Off

- International Window Coverings Expo
 - Event was held at GWCC May 2010
 - Balance due \$63,506.50
 - Internal collections May-November 2010
 - Turned over to Attorney December 2010
 - Filed Suit March 2011
 - Customer filed bankruptcy...Per Attorney, we have no additional recourse.



Georgia World Congress Center Authority

GWCCA By-Laws



Georgia World Congress Center Authority

Georgia Dome
2012 Renewal and
Extension Fund – Wi-Fi



Georgia Dome Wi-Fi

Objective

- Extend the coverage and capabilities of the Georgia Dome's network to provide additional data processing capabilities.
- Construct the highway that allows us to accommodate increased traffic/ data transmission for both internal and customers/ attendee use



Benefits

- Concessions - Point-of-Sales Network
 - 150 Portable Locations
 - Mobile Payment Options
- Fan Experience
 - Social Media
- Improve Cellular Service
 - Data Offload



Due Diligence

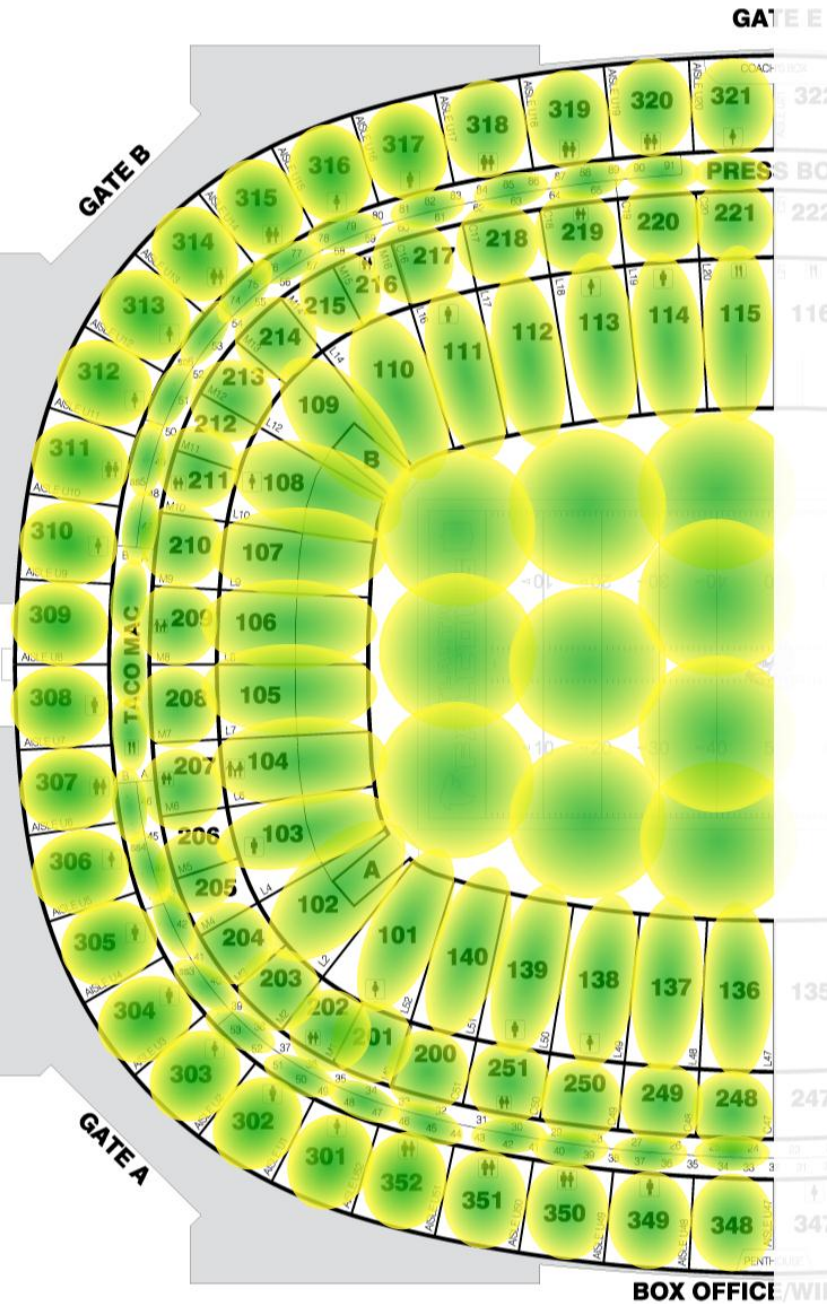
- Research Current Best Practices
- Design for Scalability
- Design for Adaptability
- Design for Internal & External Clients
 - Georgia Dome Operations
 - Event Organizers
 - Attendees



Technology

- Cisco Connected Stadium Wi-Fi
 - Lucas Oil Stadium
 - Dallas Cowboys Stadium
 - MetLife Stadium (New Meadowlands)
 - AT&T Park
 - LiveStrong Sporting Park (Kansas City Soccer)





High-Density Wireless Deployment

Location	Access Points
Floor Level	94
Admin	3
Lower Level	131
Club Level	88
Suite Level A	53
Suite Level B	58
Upper Level	148
Total	574

Equipment

- 574 Cisco Wireless Access Points
 - 479 External Directional Antenna
- 4 Cisco 5500 Series Wireless Controllers
 - Centralized Management of APs
- 2 Cisco MSE 3355 Appliances
 - Optimization of RF
- 24 Cisco Catalyst Ethernet Switches



Investment

Description	Expense
Access Points & Antenna	\$700,000
Wireless Controllers & Licensing	\$260,000
Network Switches	\$160,000
Professional Services <ul style="list-style-type: none">• Spectrum Analysis• Site Survey• Configuration & Testing	\$146,000
Installation	\$184,000
Total Investment	\$1,450,000



Revenue Opportunities

- Landing Page Sponsor
 - Rotating Advertisements
 - Falcons currently exploring value



Revenue Opportunities

- Increase in concessions revenue
 - 150 Portable Points-of-Sale
 - Currently cash only stands
 - Average increase of 25% - 35% per purchase over cash
 - FY12 - \$2.7M in gross sales
 - \$300K - \$430K net incremental



Revenue Opportunities

- Exploring a Pay-per-use approach
 - iTunes model - .99 to access
- Future Opportunities?
 - RFID



R&E Request

- Current Balance of R&E Fund - \$773,000
- April 24th request of \$750,000
 - Phase 1
- June 26th request of \$700,000
 - Phase 2

Questions?





Georgia World Congress Center Authority

GO Bond Resolution

FY13 General Obligation Bonds

- Governor recommended & Legislature approved two separate GO bond authorizations for the Authority
- Seeking Board approval of a resolution to the DEcD Board that they submit a request to GSFIC seeking the sale of a \$3.37M in GO bond in their upcoming June 2012 bond package
- Bonds will be utilized for updates and improvements Building B of the GWCC
 - Upgrade Exhibit Hall, Lobby & Concourse restrooms
 - Elevator cabs

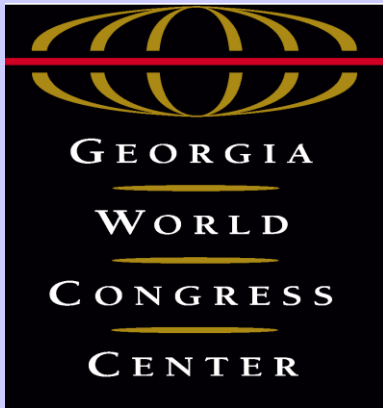
Recent restroom upgrades



Before



After



Georgia World Congress Center Authority

Junior Achievement Resolution

Junior Achievement of Georgia Mission

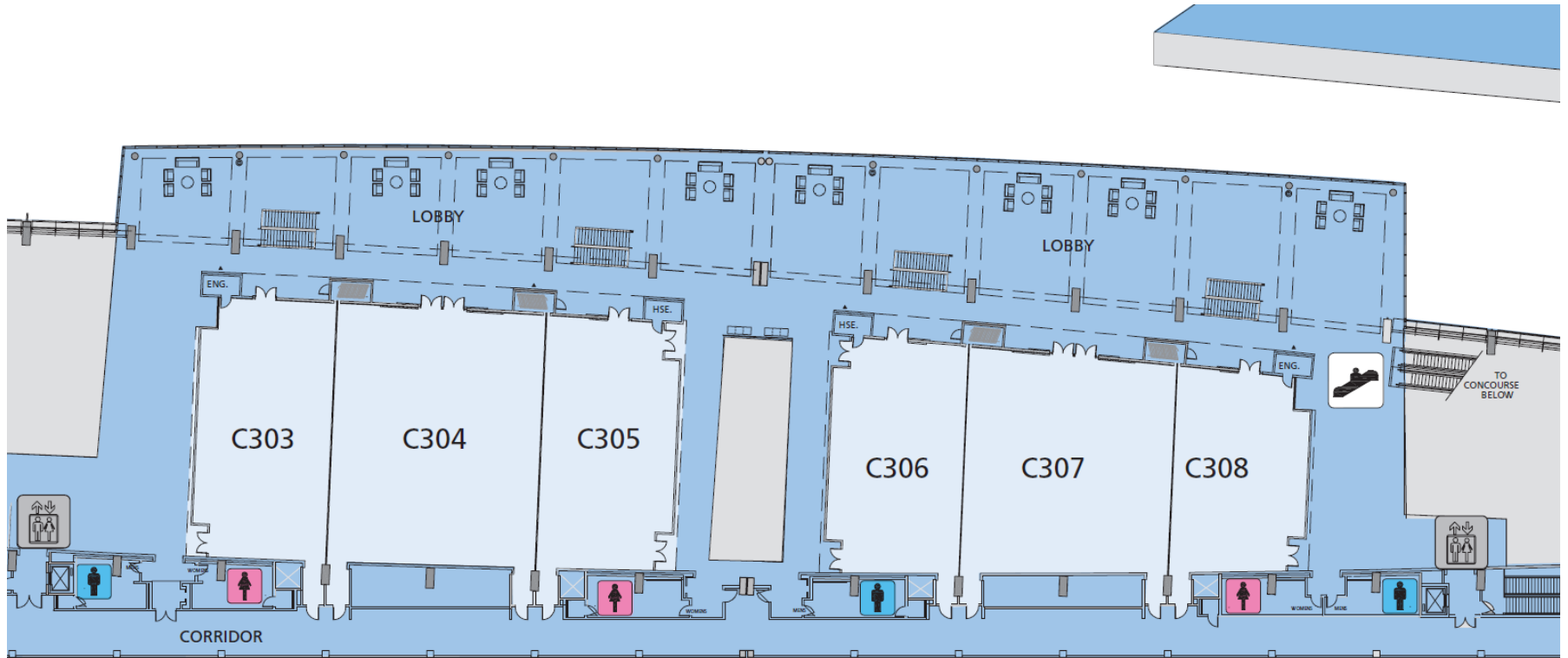
“To inspire and prepare young people
to succeed in a global economy”

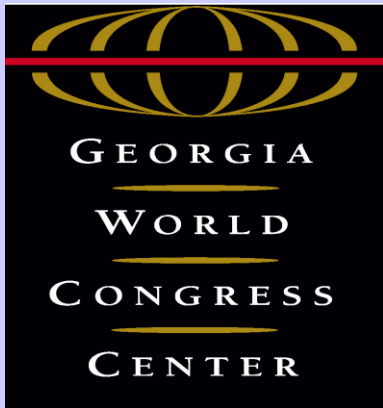
The JA Finance Park and JA Biz Town are both programs that will provide interactive simulation centers which will enhance the financial literacy and work readiness skills of metro Atlanta elementary and middle school students.

Junior Achievement of Georgia (JA)

- Proposed programs
 - Finance Park
 - [JA Finance Park Grand Opening - DC Area, 2010](#)
 - BizTown
- Alignment with GWCC Community Outreach
- Space identified in Building C

JA Space Identified





Georgia World Congress Center Authority

Pattsie Rand Retirement



Georgia World Congress Center Authority

April 2012

Authority Meeting