



# Georgia World Congress Center Authority

August 2012  
Authority Meeting

# GWCCA

## Sales & Marketing Update

July 2012



# Georgia World Congress Center Sales Update

## New Business Booked



# Monster Energy DUB Show Tour

**August 2012**

**Halls C1, C2**

**7,000**

**1 Day**



# Dixie Nationals



**December 2012**

**Hall A3**

**5,000**

**1 Day**



# NACAC National College Fair



**National Association for  
College Admission Counseling**  
*Guiding the way to higher education*

**February 2013**

**Hall C1**

**8,000**

**1 Day**



# Microsoft Convergence



**March 2015**

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

**12,000**

**4 Days**



# American Nurses Credentialing Center



**October 2015**

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

**8,000**

**6 Days**





# American Academy of Otolaryngology



**AMERICAN ACADEMY OF  
OTOLARYNGOLOGY-  
HEAD AND NECK SURGERY**

**October 2018**

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

**6,000**

**4 Days**



# Other GWCC Confirmed Events – July 2012

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
National Council for Engineering and Surveying	October 2012	B3	300	1
American Royale	March 2013	A3	4,000	2
Rejuvenate	October 2014	A1	2,000	3



# Georgia Dome Sales Update

## New Business Booked



# Supercross



**February 2013**

**Stadium**

**Halls C1, C2, C3**

**60,000**

**1 Day**



# Centennial Olympic Park Sales Update

## New Business Booked



# Keep the LOVE Alive Pet Fair



**September 2012**

**Game Plaza**

**1,000**

**1 Day**

# Cartoon Network's 20th Anniversary Mural Jam



**September 2012**

**Andrew Young  
International Blvd.**

**1,000**

**1 Day**

# July 2012 Sales Summary

## GWCC

Total Days Booked

23



## DOME

Total Days Booked

1



## PARK

Total Days Booked

2





# Economic Impact – July 2012

Total Impact \$32.1 million

## GWCC

Peachtree Health & Fitness Expo  
American Telugu Association  
Microsoft MGX

**51,230 attendance**

**New Dollars - \$19.4 million**

**Economic Impact - \$30.4 million**

**Sales Tax Generated - \$1.3 million**

## Dome

Necessary Roughness  
Drum Corps International

**16,834 attendance**

**New Dollars - \$1.0 million**

**Economic Impact - \$1.6 million**

**Sales Tax Generated - \$71.3 thousand**

# Peachtree Health and Fitness Expo



# Drum Corps International



# July 4<sup>th</sup> Celebration



# National Black Arts Festival



# Microsoft





# Georgia World Congress Center

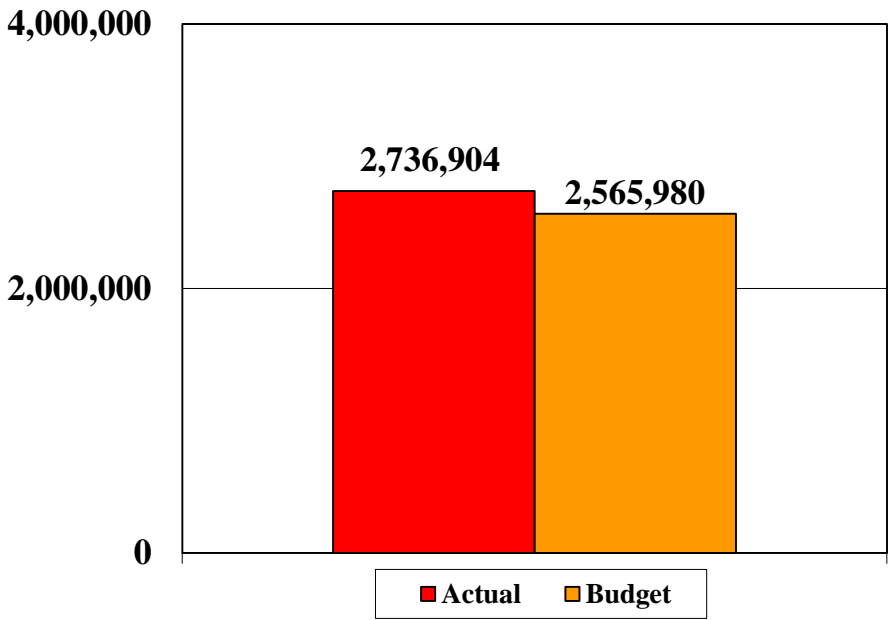
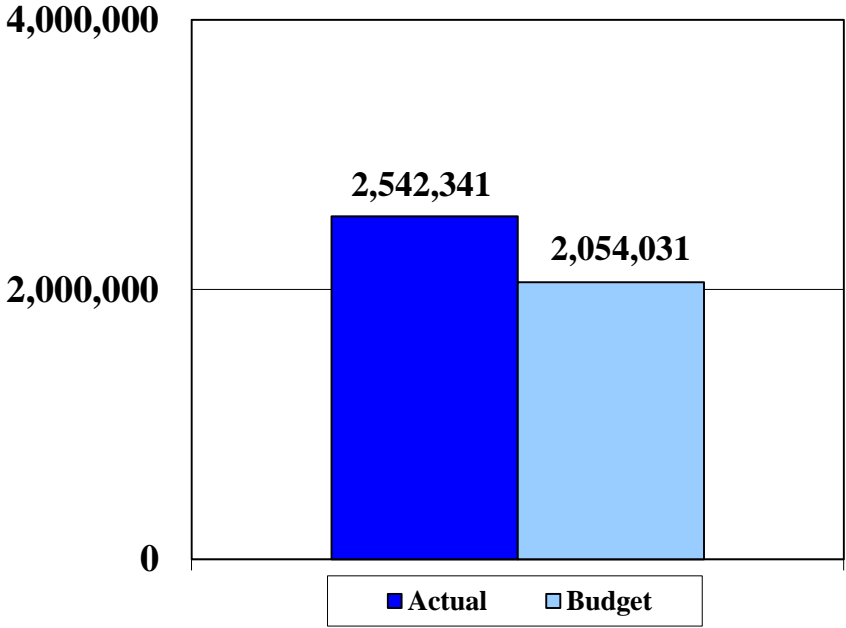
July 2012

Financial Report

# Georgia World Congress Center July 2012/YTD 2012 Operating Revenue and Expense

**Revenue**

**Expense**



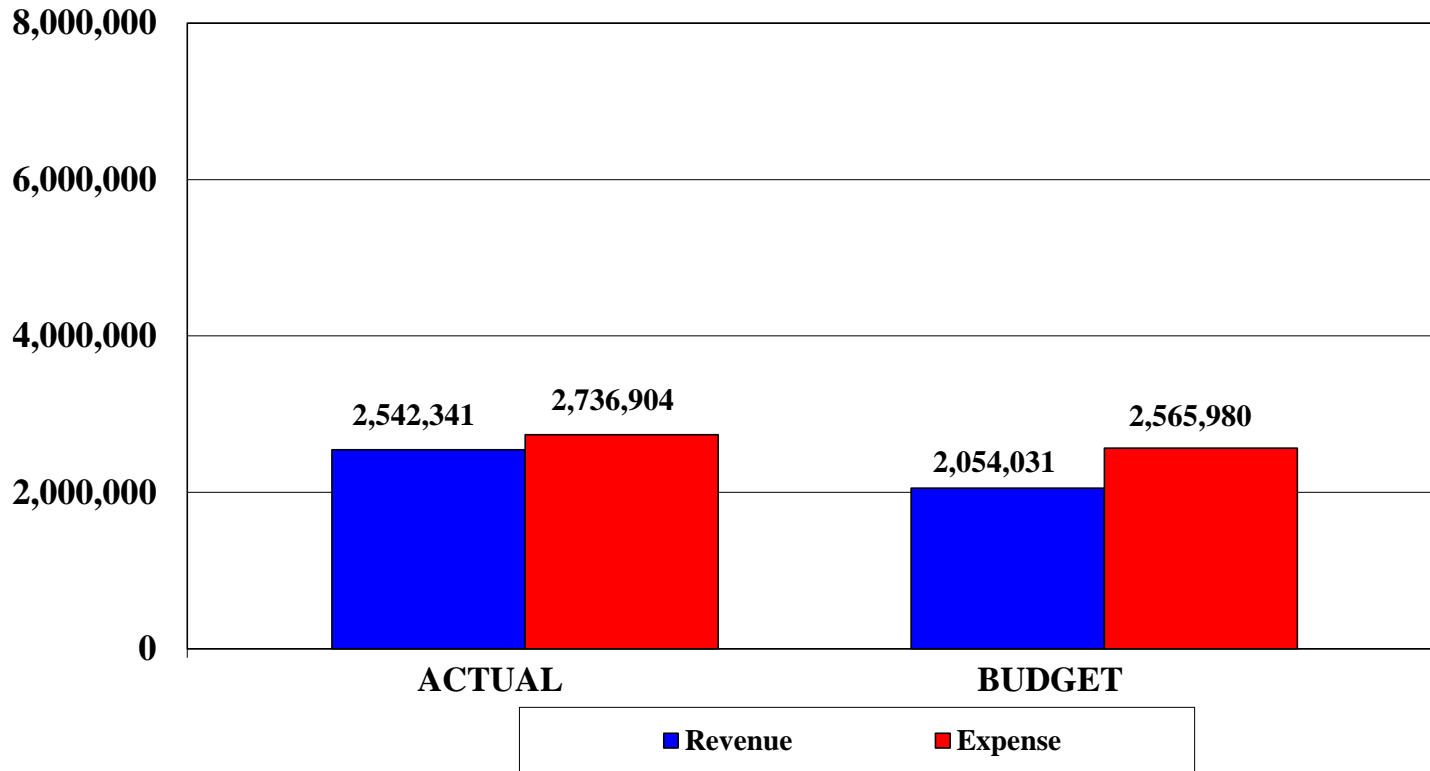
**Actual Over Budget \$488,310  
23.77%**

**Actual Over Budget \$170,924  
6.66%**



# Georgia World Congress Center July 2012/YTD 2012 Net Operating Profit / Loss

**JULY**

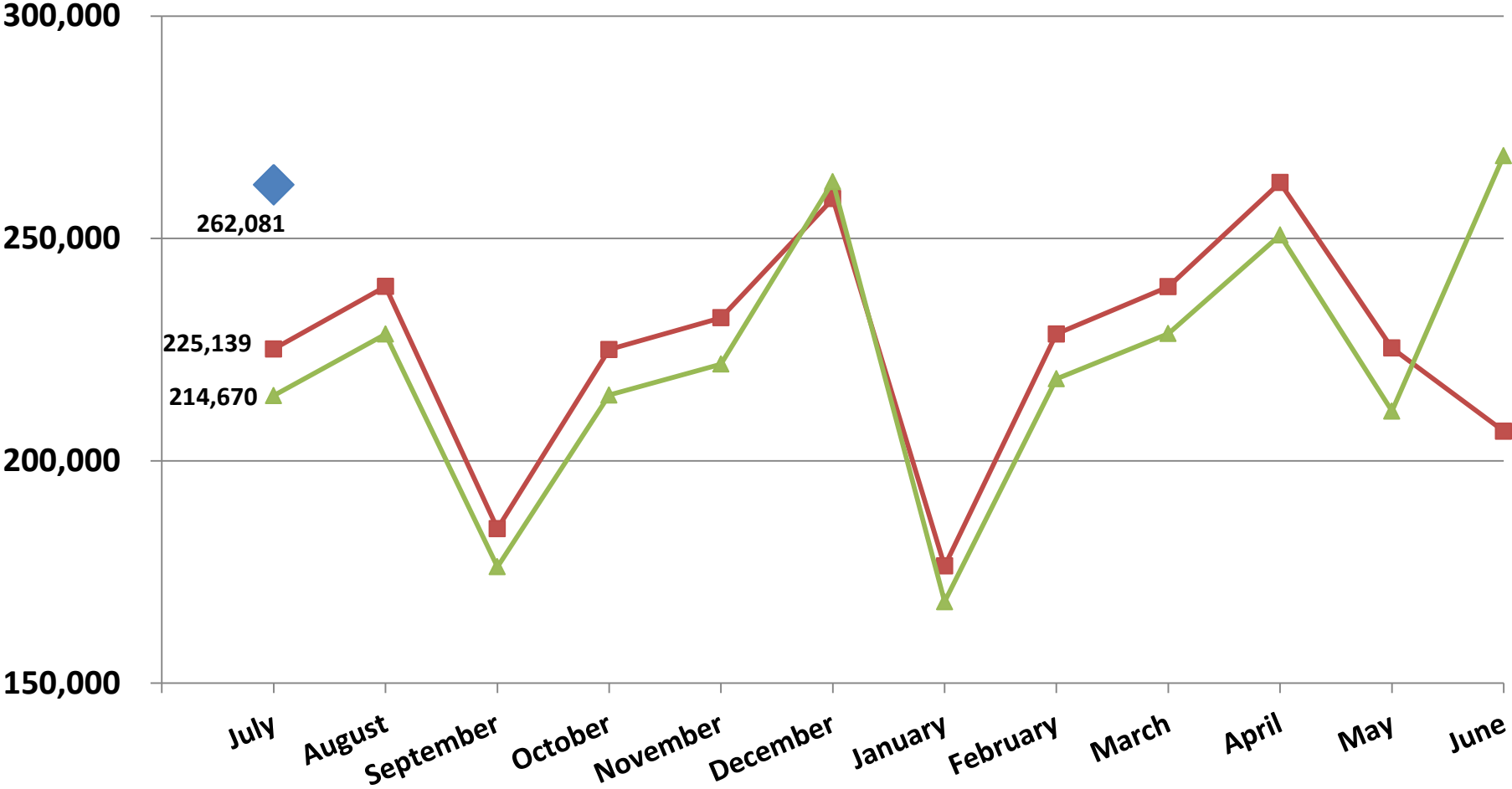


**Projected Net Loss \$511,949**

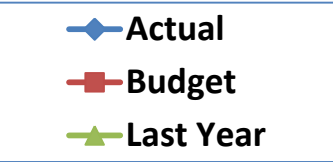
**Actual Net Loss \$194,563**

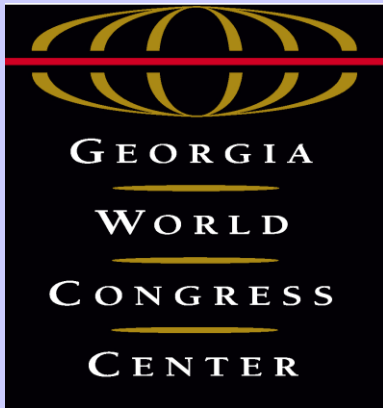
**Variance \$317,386**

# GWCC Hotel/Motel tax July thru June FY 2013



**ACTUAL \$262,081**  
**BUDGET \$225,139**  
**LAST YEAR \$214,670**  
**Actual over budget 16.41%**  
**Actual over last year 22.09%**





# Georgia Dome

July 2012

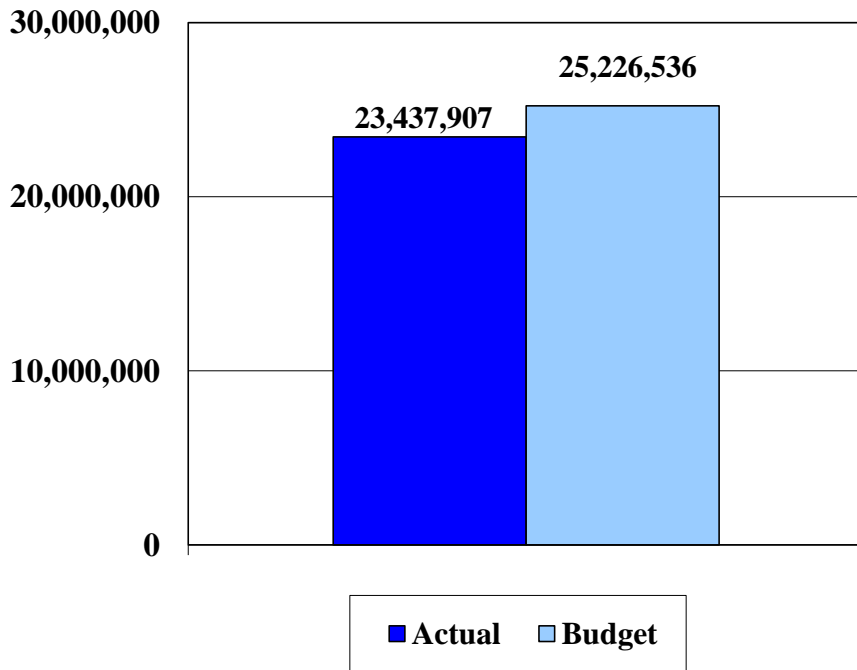
Financial Report

# Georgia Dome

## July 2012/YTD 2012

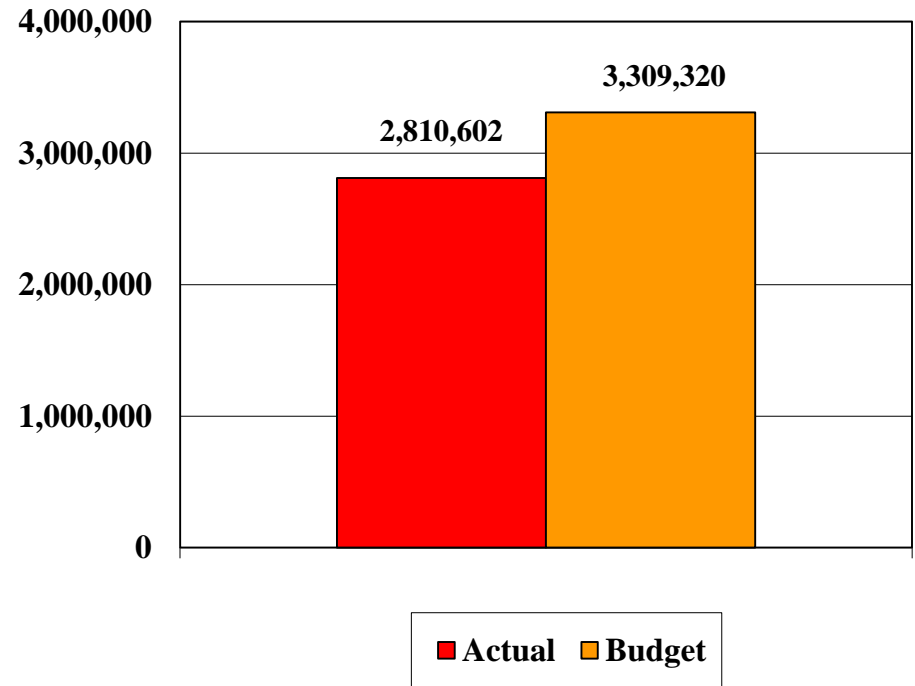
### Total Revenue and Expense

#### Revenue



**Actual Under Budget \$1,788,629**  
**7.09%**

#### Expense



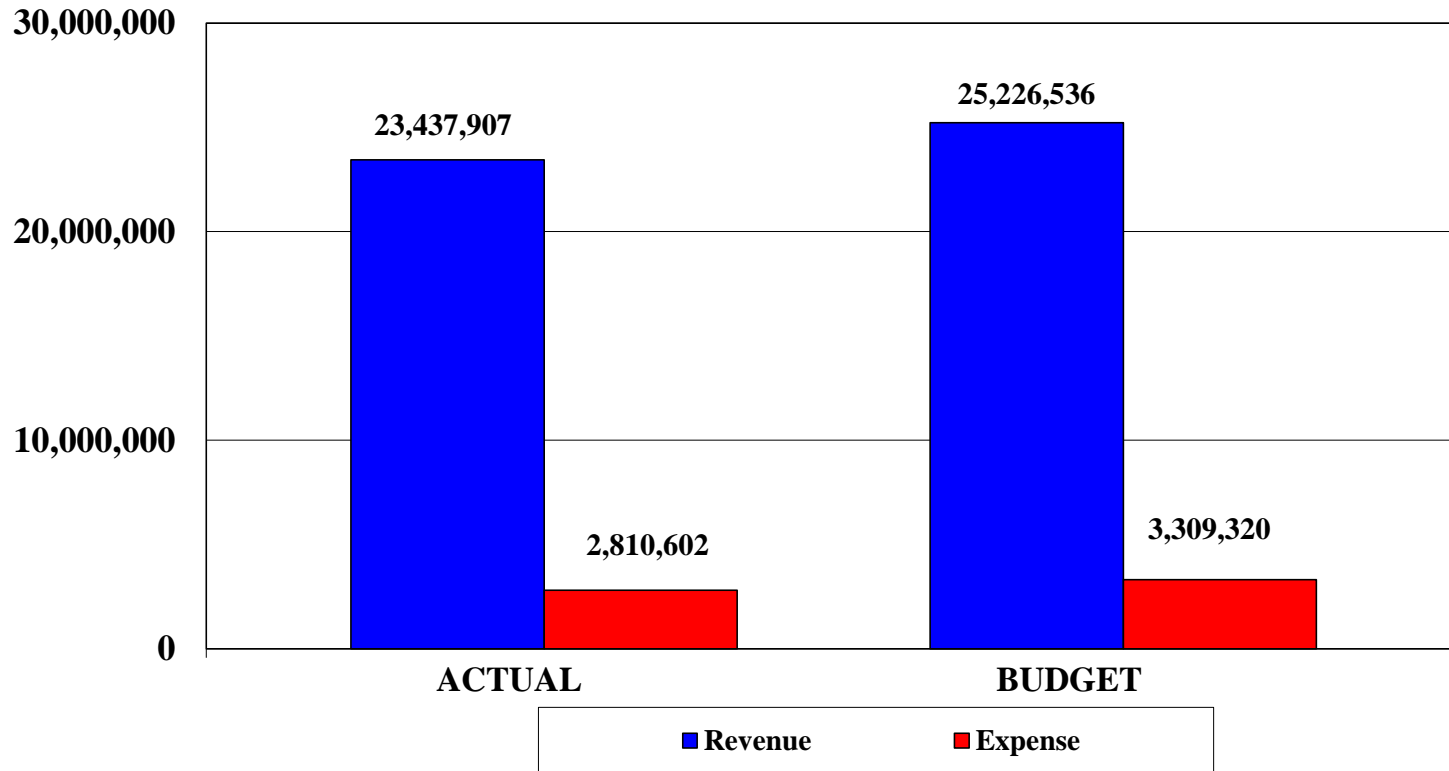
**Actual Under Budget \$498,718**  
**15.07%**

# Georgia Dome

## July 2012/YTD 2012

### Net Operating Profit / Loss

**JULY**

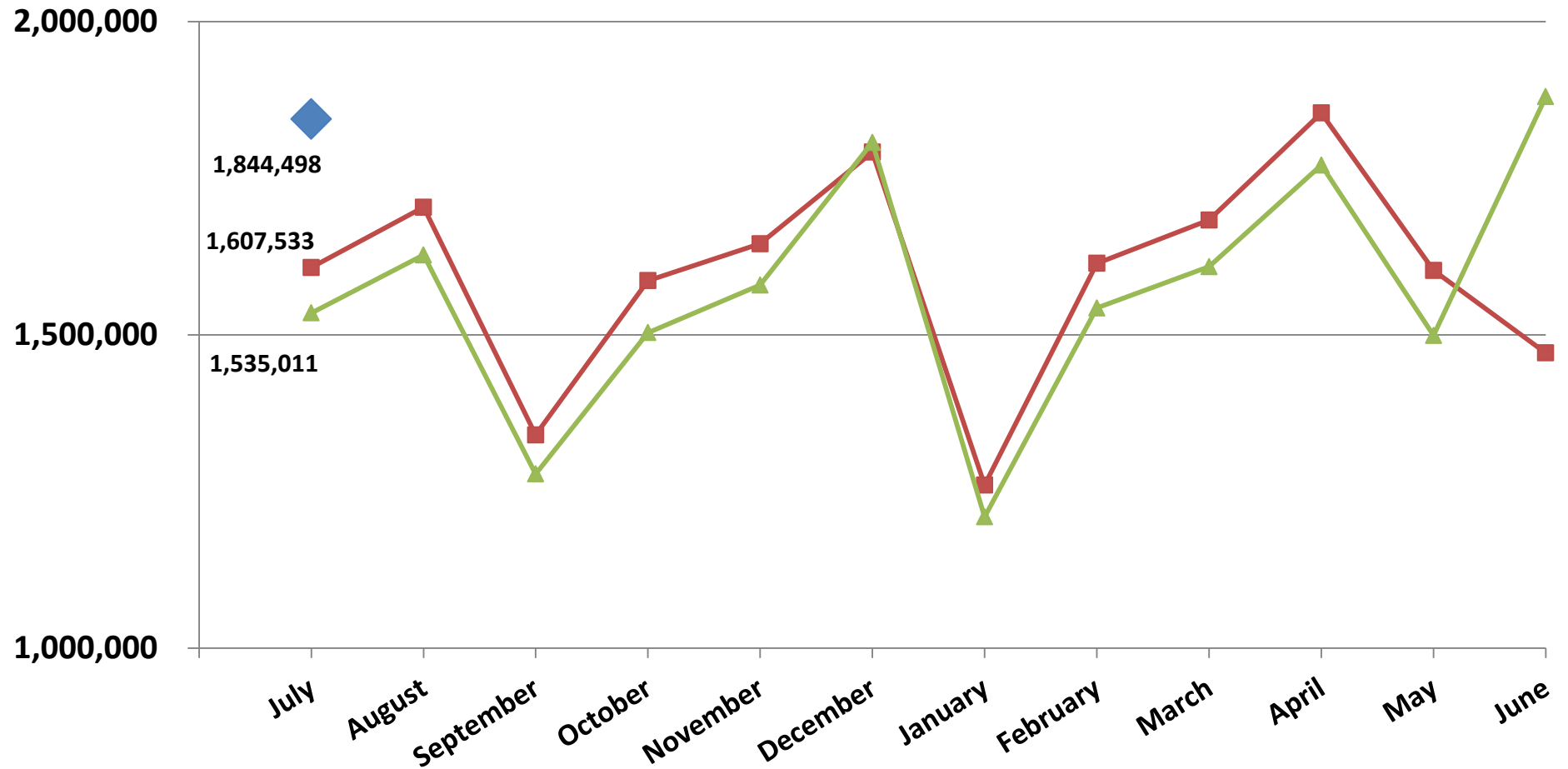


**Projected Net Profit \$21,917,216**

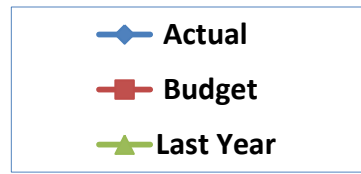
**Actual Net Profit \$20,627,305**

**Variance \$1,289,911**

# Georgia Dome Hotel/Motel Tax July thru June FY 2012



**ACTUAL \$1,844,498**  
**BUDGET \$1,607,533**  
**LAST YEAR \$1,535,011**  
 Actual over budget 14.74%  
 Actual over last year 20.16%





# Centennial Olympic Park

July 2012

Financial Report

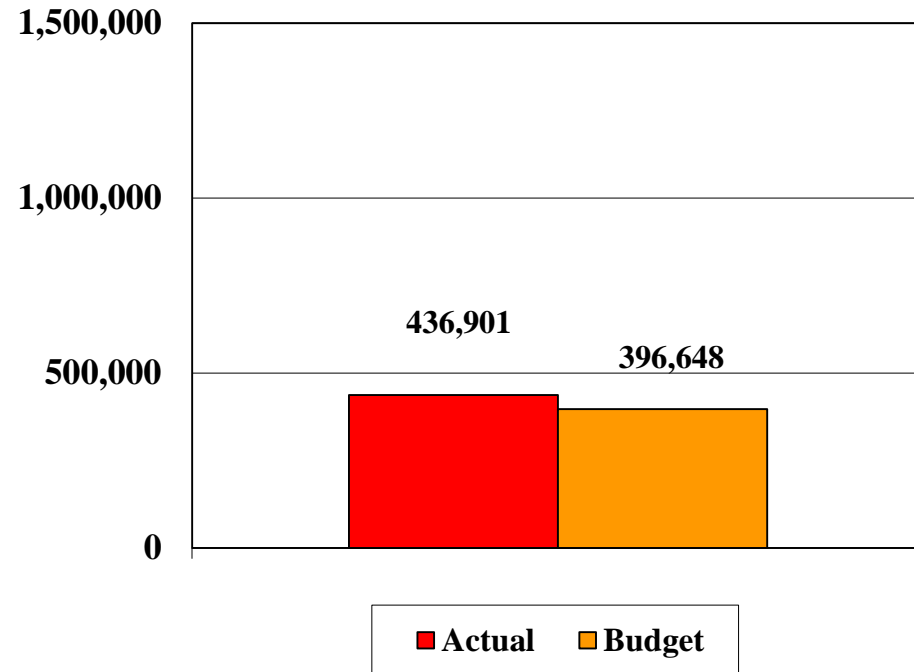
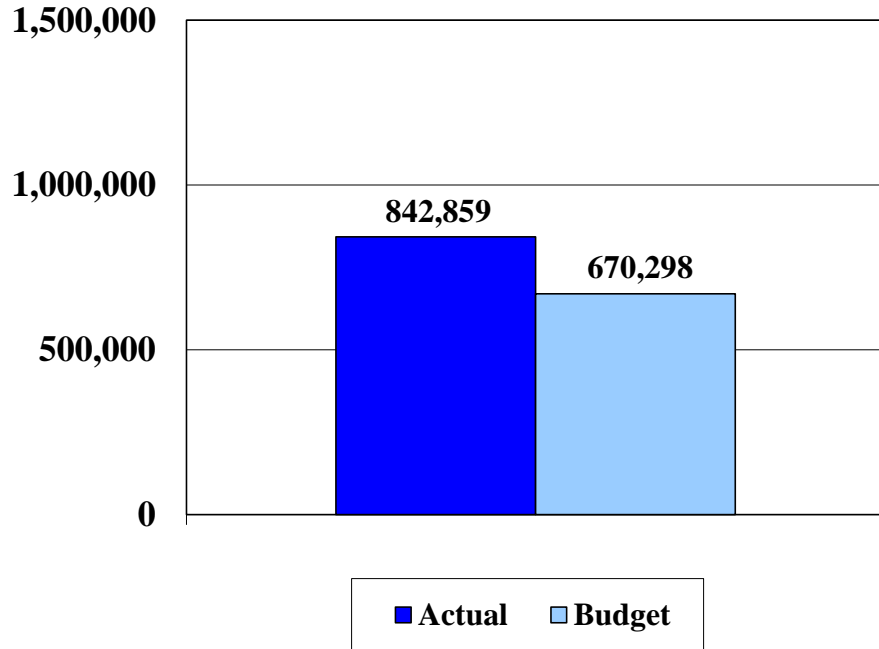
# Centennial Olympic Park

## July 2012/YTD 2012

### Total Revenue and Expense

Revenue

Expense

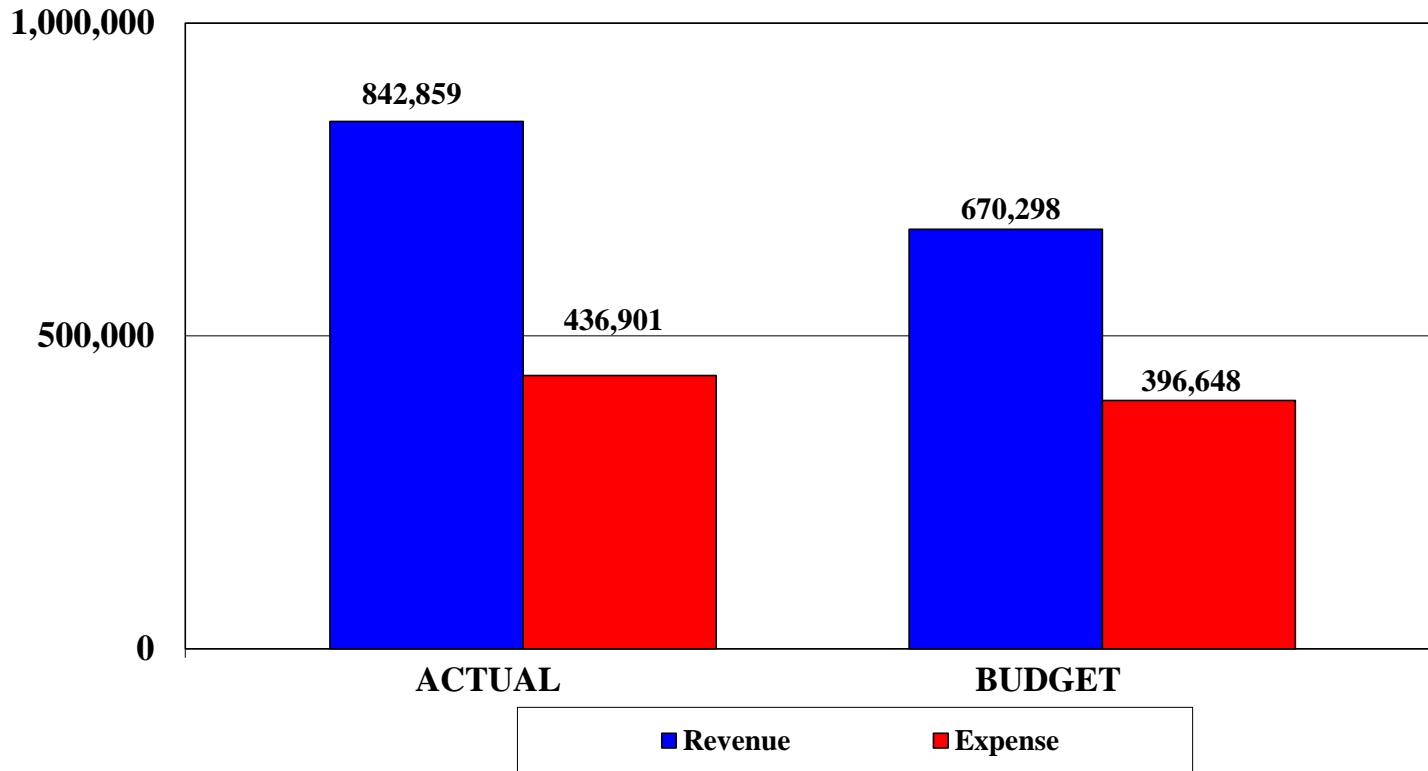


**Actual Over Budget \$172,561**  
**25.74%**

**Actual Over Budget \$40,253**  
**10.15%**



Centennial Olympic Park  
July 2012/YTD 2012  
Net Operating Profit / Loss  
JULY



**Projected Net Gain \$273,650**  
**Actual Net Gain \$405,958**  
**Variance \$132,308**



# Georgia World Congress Center Authority

# ACVB Meeting Planner Campaign

# ACVB



# Meeting Planner Campaign

**OUR 50,000 FOOT OBJECTIVE**

Create an emotional,  
anthemic campaign that  
has the capacity to build  
momentum.

## GOALS OF THIS CAMPAIGN

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# This campaign can:

- begin to clarify misconceptions of Atlanta
- start to improve its destination appeal
- inform our audience of Atlanta's unique assets
- show Atlanta as the vibrant city it is
- show that we have character
- present Atlanta's unique and defining features
- start to refute the perception that there's not enough to do in Atlanta
- start to reverse negative word-of-mouth

## MESSAGING STRATEGY

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# Key Pillars:

- **Things to Do - Dining:** Atlanta is the new capital of gastronomy, and full of southern tradition. It is a destination for foodies.
- **Accessibility:** Atlanta is the most accessible destination in the U.S. (They say that getting there is half the battle. Not in Atlanta.)
- **Walkability:** Centennial Olympic Park creates a compact convention corridor that connects the fourth largest convention center in the U.S., the Georgia World Congress Center, with 10,000 hotel rooms within a one-mile radius.
- **Collaboration:** Atlanta is a city with a spirit of collaboration and friendly competition. No other city puts industry partners around one table to make meetings work.

**THE BIG IDEA**

# From Storytelling to Selling.

This campaign empowers the culture, sophistication and southern charm of Atlanta residents/ local celebrities to shine through. They sell the city through their stories and sense of pride in who they are. The stories we can tell are as vibrant and diverse as the people who live here.

**They wear Atlanta like a badge of honor.**

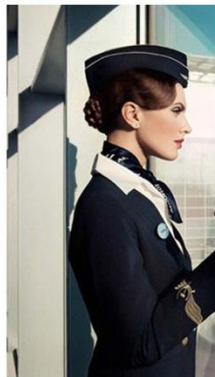
# Good Stories Sell.

In Atlanta, it's our people who make the experience unique. They are the architects and facilitators of the walkable city, the great hospitality, the easy accessibility and the amazing dining. This campaign mixes our distinct characters with the key selling attributes that make for a great meeting.

## HOSPITALITY



## ACCESSIBILITY



## DINING





# A Rally Cry for the City.

The logo consists of a solid red square with the text "I AM ATL." in white, bold, uppercase letters. "I AM" is on the top line and "ATL." is on the bottom line.

**I AM  
ATL.**

The campaign mark for “I AM ATL.” is bold and simple — allowing the unique characteristics of Atlanta’s people and places to shine through. The utilitarian typeface gives stylistic space for each image to bring all it’s style forward.

**I AM  
ATL.**



annual  
meeting  
& exposition

dallas 2012



# internet connection



# internet connection



I AM  
ATL.



I AM  
ATL.



I AM  
ATL.



ATLANTA

I AM ATL.

browse

I AM ATL.



300

400

Food Market

youm



WE HELP MAKE YOUR MEETING A WALK IN THE PARK.

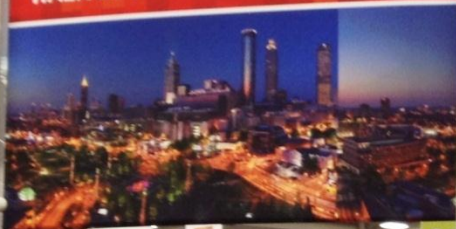


ATLAN

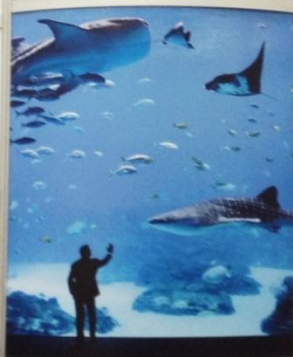
ATLANTA

I AM ATL.

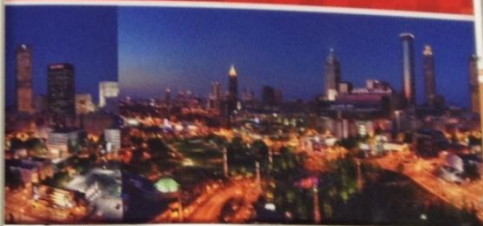
WE HELP MAKE YOUR MEETING A WALK IN THE PARK.



I AM ATL.



WE HELP MAKE YOUR MEETING A WALK IN THE PARK.



TEXAS







**I AM ATL.**

**I HELP MAKE YOUR MEETING A WALK IN THE PARK.**

Atlanta is a city of opportunity. From its vibrant business district to its scenic parks and green spaces, Atlanta offers a unique blend of professional and recreational activities. Whether you're looking for a quiet meeting space or a dynamic networking event, Atlanta has what you need. Plan on Atlanta and see how we can make your meeting a walk in the park.

**Atlanta.com**

**I AM ATL.**

**I'M ONE FISH IN THE SEA OF GREAT POSSIBILITIES.**

Atlanta is a city of opportunity. From its vibrant business district to its scenic parks and green spaces, Atlanta offers a unique blend of professional and recreational activities. Whether you're looking for a quiet meeting space or a dynamic networking event, Atlanta has what you need. Plan on Atlanta and see how we can make your meeting a walk in the park.

**Atlanta.com**

**I AM ATL.**

**I LEAVE MY TROPHIES BEHIND AND BRING ON THE HEAT.**

Atlanta is a city of opportunity. From its vibrant business district to its scenic parks and green spaces, Atlanta offers a unique blend of professional and recreational activities. Whether you're looking for a quiet meeting space or a dynamic networking event, Atlanta has what you need. Plan on Atlanta and see how we can make your meeting a walk in the park.

**Atlanta.com**

**I AM ATL.**

**I'M YOUR FREE SMILE ON APP TO A FIRST CLASS MEETING.**

Atlanta is a city of opportunity. From its vibrant business district to its scenic parks and green spaces, Atlanta offers a unique blend of professional and recreational activities. Whether you're looking for a quiet meeting space or a dynamic networking event, Atlanta has what you need. Plan on Atlanta and see how we can make your meeting a walk in the park.

**Atlanta.com**



HOME

ABOUT THE FILM

AN ACVB FILM

# ATLFILES

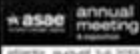
When Special Agents Ryan Ryan (Chris Whitley) and Tara Knox (Mary Kraft) are summoned to Atlanta for a special mission, intrigue awaits. Their mission: to determine why Atlanta is such a popular destination for meetings and events.



ACVB PRESENTS IN ASSOCIATION WITH GREEN MEDIA WORKS, INC. DIRECTED BY ERIC DE FINO  
PRODUCERS ANDREW GREEN AND PATTI GREEN WRITTEN BY STEVE COULTER AND TOMMY HOUSWORTH  
ACTORS CHRIS WHITLEY, MARY KRAFT, COOKIE SMOAK, AND DAVID MCAULEY



AUGUST 14



ATLANTA CONVENTION & VISITORS BUREAU  
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(800) ATLANTA | (404) 521-6600

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# ATLFILES



# Georgia World Congress Center Authority

## State of Levy Restaurants



Georgia World Congress Center Authority  
Board of Directors Meeting  
August 28, 2012

*Levy Restaurants*



2012-2013



## AGENDA

- GWCC
- The Georgia Dome
- Googie Burger and COP
- Questions

*Levy Restaurants*



# The Georgia World Congress Center

*Levy Restaurants*





## Recent Group Activity



Levy Restaurants



## Recent Group Activity

- Served 67,820 meals
- Brewed 5,150 gallons of coffee
- Baked 69,000 cookies
- Chopped over 3,000 heads of lettuce
- Cooked over 63,000 pounds of chicken, beef and turkey.
- Grossed over \$7M in sales.....

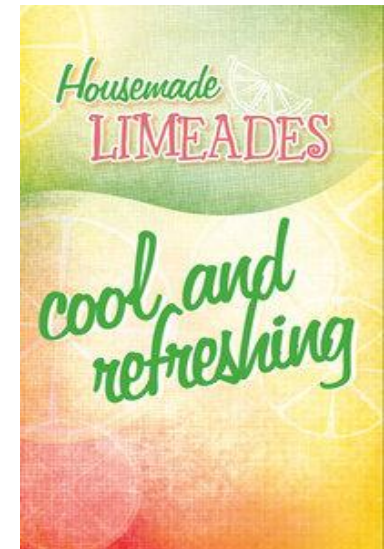
*Levy Restaurants*



## Guest Feedback Survey Initiative

**Monitors the guest experience in addition to our Secret Shoppers to provide a full view of the venue**

- ✧ On-line surveys
- ✧ Tracks experience by area of operation
  - ✧ Real-time reporting
  - ✧ Venue Summary Reports
  - ✧ QR codes for easy use



QR codes can take the guest straight to the web survey with one click of a mobile phone camera

# GWCC Q1

	GROSS SALES	NET TO AUTHORITY	% NET
July Budget	2,196,248	984,963	44.8%
July Actual	2,967,195	1,568,665	52.9%
July Variance	770,947	583,702	8.1%
Q1 Forecast	4,823,472	1,930,822	40%
Q1 Pace Variance	+1,019,480	+687,840	+7.4%



*Levy Restaurants*



## What's New?

- Full installation of new POS units in all concession, clubs, and restaurants.
- Addition of Local Subcontractor - Genki Noodle
- Menu Board Revisions (Pictures, Highlights, Size)
- Communication to Fans (QR Codes, Email Blasts)
- New Menu Items
- Concession Wait Time Surveys and Analysis

# LOCAL RESTAURANT PARTNERS - DOME



a r i a



Levy Restaurants

# Dome Q1

	GROSS SALES	NET TO AUTHORITY	% NET
July Budget	160,000	(97,000)	(61%)
July Actual	181,232	(64,669)	(36%)
July Variance	21,232	32,331	25%
Q1 Forecast	5,150,894	2,207,964	42.8%
Q1 Pace Variance	(18,206)	+379	+.1%





GOOGIE

Burger

Levy Restaurants

# Googie Involvement

## **On Campus**

- Fried Pickle Eating Contest
- Frisbee Golf Competition
- Real Men Cook Fathers Day Event
- Falcons tailgate parties
- Local business "Happy Hour"
- Downtown Restaurant Week

## **Community**

- Taste of Atlanta
- Battle of the Burgers
- Paws in the Park
- Googie on the Go office program
- Grant Park Summer Shade Festival

# Google Involvement



Levy Restaurants

GOOGIE  
Burger

# Marketing Initiatives

twitter



EATER

LinkedIn



CL  
CREATIVE  
LOAFING  
CLATL.COM

URBANDADDY

GOOGIE  
Burger

# Google Financial History

	GROSS SALES	NET TO AUTHORITY	% NET
FY'13 Google Budget	676,970	56,531	8.4%
FY'12- Google	645,144	(16,133)	(2.5%)
FY'11 - Google	578,551	5,145	0.9%
FY'10 - FountainSide	92,187	(11,191)	(12.1%)
FY'09- FountainSide	150,221	(6,730)	(4.5%)





CENTENNIAL  
OLYMPIC PARK



# An Exciting Summer



## Looking Ahead

The Park is a place for the community to gather in a relaxed and leisurely environment. Food makes this more pleasurable.

In this next year, we will build a social community around food with a variety of options. Focus will be on food with street appeal that is portable to activate open spaces in the Park.



# Sales Plan

- Lead Generation (GWCC, COP, and Dome)
- Prospecting in the community
- An ambassador to hotels and industry events
- A three prong sales approach:
  - Target GWCC/Dome affiliates
  - Target off premise caterers
  - Target local/social events

# New Sales Plan

## *The Result...A Machine of Sales & Prospects*



By using a proactive sales strategy that is also inclusive to all campus leads, we bring in new customers that would not have thought of us before. We gain traction, and word of mouth leads to more sales.

# COP Q1

	GROSS SALES	NET TO AUTHORITY	% NET
July Budget	\$917,955	\$345,028	37.6%
July Actual	\$645,976	\$410,386	63.6%
July Variance	(\$271,979)	\$65,358	25.9%
Q1 Forecast	\$714,645	\$434,927	60.8%
Q1 Pace Variance	(306,552)	+\$48,355	+23%

Questions?

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*Levy Restaurants*

Thank you for your Partnership!



Georgia World  
Congress Center  
Authority  
  
Executive  
Session



# Georgia World Congress Center Authority

July 2012

Authority Meeting