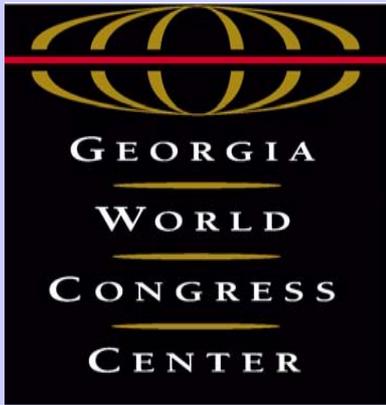


# Georgia World Congress Center Authority

## August 2011 Authority Meeting



# Georgia World Congress Center Authority

## Sales & Marketing Report

# GWCCA

## Sales & Marketing Update

### June & July 2011



# Georgia World Congress Center Sales Update

## New Business Booked



# ESFNA Closing Party



Ethiopian Sports Federation in North America

**July 2012**

**Hall C1**

**5,000**

**2 Days**

*"Bringing  
Ethiopia  
Together"*



# V103 Car and Bike Show



**July 2011**

**Halls C1, C2, C3**

**36,000**

**4 Days**



# For Sisters Only



**September 2011**

**Halls C1, C2, C3**

**20,000**

**5 Days**



# Passion Conference 2012



**January 2012**

**Halls A1, A2, A3,  
B1, C1, C2  
Dome**

**22,000**

**9 Days**



# Publix Georgia Marathon Health and Fitness Expo



**March 2012**

**Halls A1**

**5,000**

**4 Days**



# African American Leadership Council (AALC)



**March 2012**

**Halls B1, B3**

**6,000**

**3 Days**



# Thirty-One Gifts Annual Convention



**August 2012**

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

**Dome Arena**

**20,000**

**5 Days**



# Association of Military Surgeons of the U.S. 2012 Annual Conference



**November 2012**

**Halls A1, A2, A3,  
B1, B2, B3, B4**

**3,000**

**8 Days**



# Society of Interventional Radiology



**March 2013**

**Hall A1**

**6,000**

**10 Days**



# Other GWCC Confirmed Events – June/July 2011

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Wells Fargo Home Mortgage	September 2011	Hall A2	250	4
O You! The Oprah Magazine Event	October 2011	Hall C1, C2, C3, C4	4,000	4
Wando High School	October 2011	Hall C3	250	1
American Royale	March 2012	Hall A3	3,500	4
ED Expo	March 2013	Hall B1, B2, B3	2,800	7
National Propane Gas Association	April 2013	A2, A3	3,000	7
Abilities Expo	January 2014	C4	2,500	3



# Georgia World Congress Center Sales Update

**New Business Cancelled**



# National Safety Council

**CANCELLED**

**September 2019**

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

**12,000**

**10 Days**

**Group decided to change future year rotation and is looking at taking the 2019 event to the mid-west**

# Georgia Dome Sales Update

## New Business Booked



# Centennial Olympic Park Sales Update

## New Business Booked



# Support the Good



**August 2011**

**North Park**

**5,000**

**1 Day**



# Other Park Confirmed Events – June/July 2011

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
The Gratitude Tour	September 2011	International Blvd.	500	1



# Centennial Olympic Park Sales Update

**New Business Cancelled**



# Randi Passoff Memorial Walk for Breast Cancer

**CANCELLED**

**September 2011**

**North Park**

**2,000**

**1 Day**

# June / July 2011 Sales Summary

## GWCC

Total Days Booked	80
Total Days Cancelled	10



## DOME

Total Days Booked	5
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## PARK

Total Days Booked	2
Total Days Cancelled	1



# Economic Impact – June 2011

Total Impact \$96.1 million

## GWCC

Million Dollar Round Table

Primerica Convention (GWCC/DOME)

National Alliance for Public Charter  
Schools

**53,100 attendance**

**New Dollars - \$58.8 million**

**Economic Impact - \$95.9 million**

**Sales Tax Generated - \$4.2 million**

## Dome

DeVry University Commencement

**4,381 attendance**

**New Dollars - \$122 thousand**

**Economic Impact - \$192 thousand**

**Sales Tax Generated - \$8 thousand**

# Economic Impact – July 2011

Total Impact \$109.0 million

## GWCC

Full Gospel

USAV Girls Championship

CBA International Christian Retail Show

V103 Car and Bike Show

American Association for Clinical Chemistry

**77,395 attendance**

**New Dollars - \$58 million**

**Economic Impact - \$94.5 million**

**Sales Tax Generated - \$4.1 million**

## Dome

Ethiopian Sports Federation

Drum Corps International

**22,576 attendance**

**New Dollars - \$9.25 million**

**Economic Impact - \$14.5 million**

**Sales Tax Generated - \$633 thousand**

# Million Dollar Round Table



# Million Dollar Round Table Foundation Concert



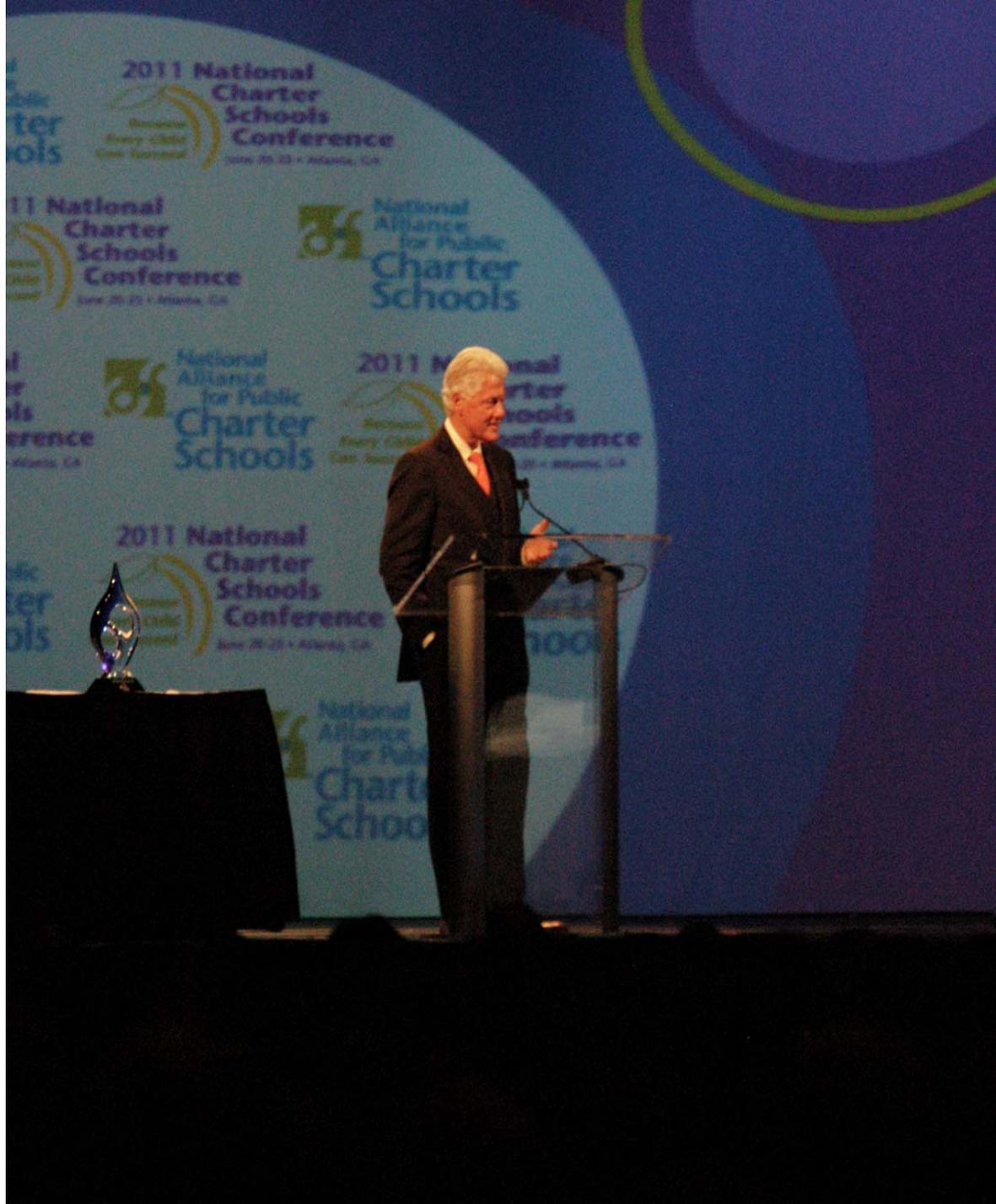
# Primerica



# Primerica



National Alliance  
for  
Public Charter  
Schools



# Full Gospel



# USA Volleyball Girl's Junior National Championship



# CBA International Christian Retail Show



# V103 Car and Bike Show



# Necessary Roughness Film Shoot



# Ethiopian Sports Federation



# Drum Corps International



# Field Turf Installation



# Field Turf Installation



# “Get Out, Get Active” Yoga Tour



# Wednesday WindDown



# Fourth Saturday Family Fun Day



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



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

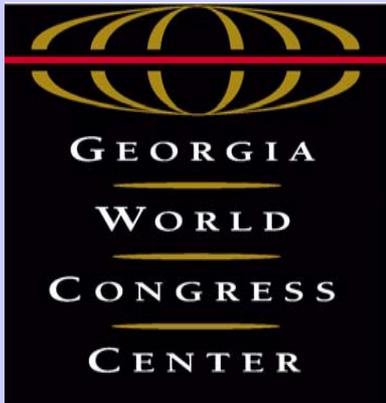


# 4<sup>th</sup> of July Celebration



# National Black Arts Festival





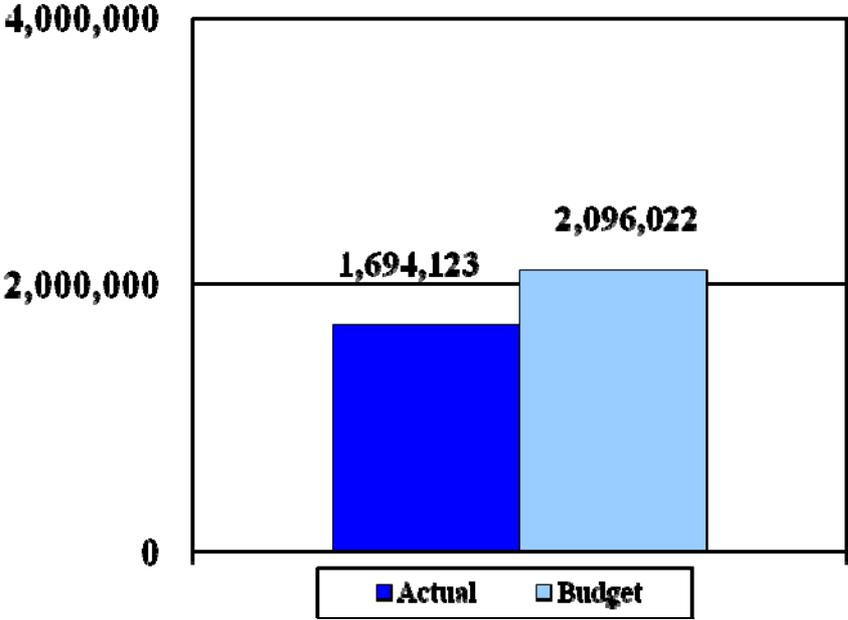
# Georgia World Congress Center

July 2011

Financial Report

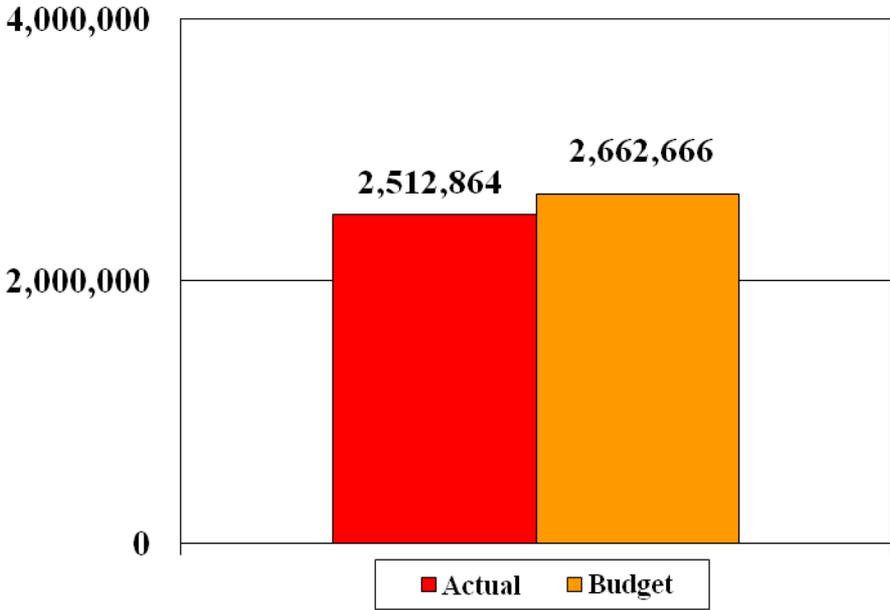
# Georgia World Congress Center July 2011/YTD 2011 Operating Revenue and Expense

**Revenue**



**Actual Under Budget \$401,899  
19.17%**

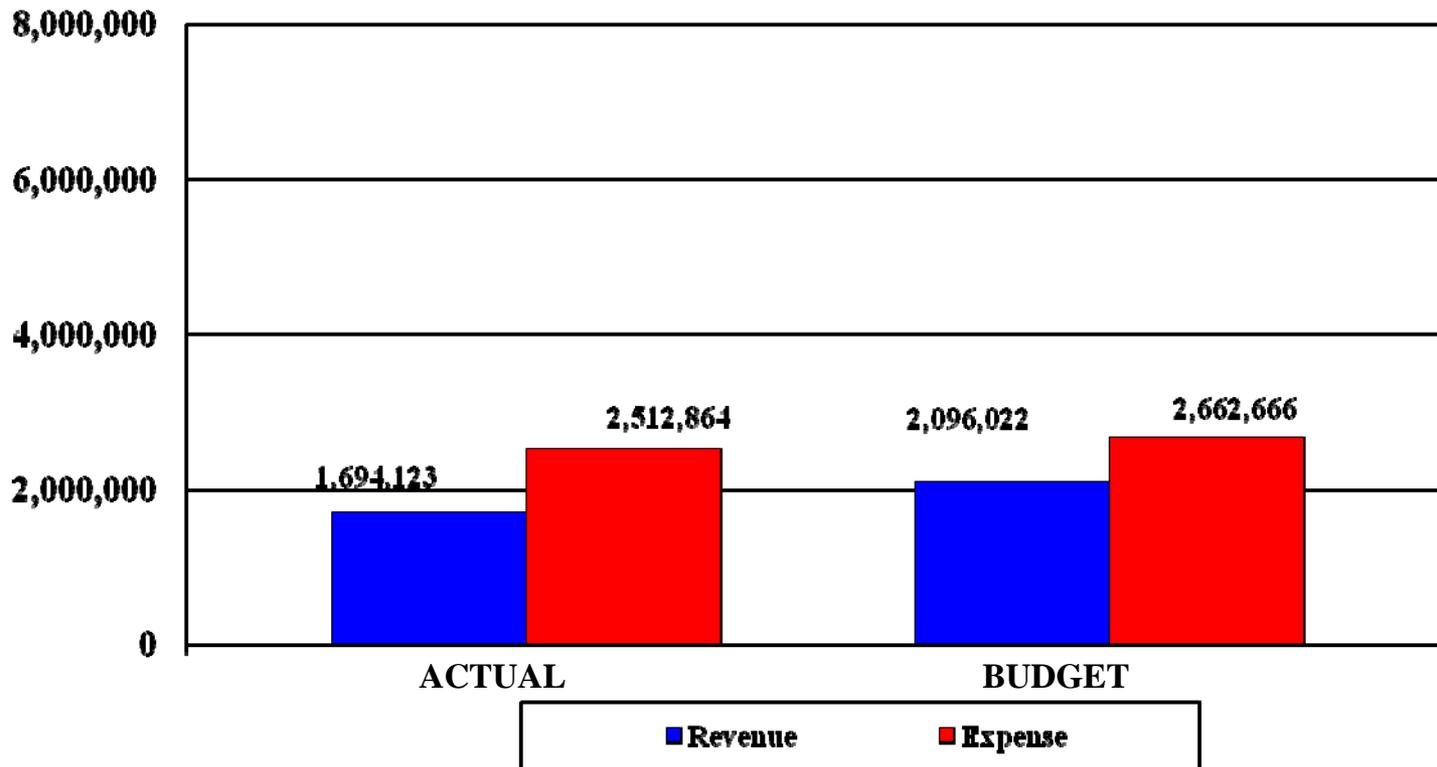
**Expense**



**Actual Under Budget \$149,802  
5.63%**

# Georgia World Congress Center July 2011/YTD 2011 Net Operating Profit / Loss

**JULY**

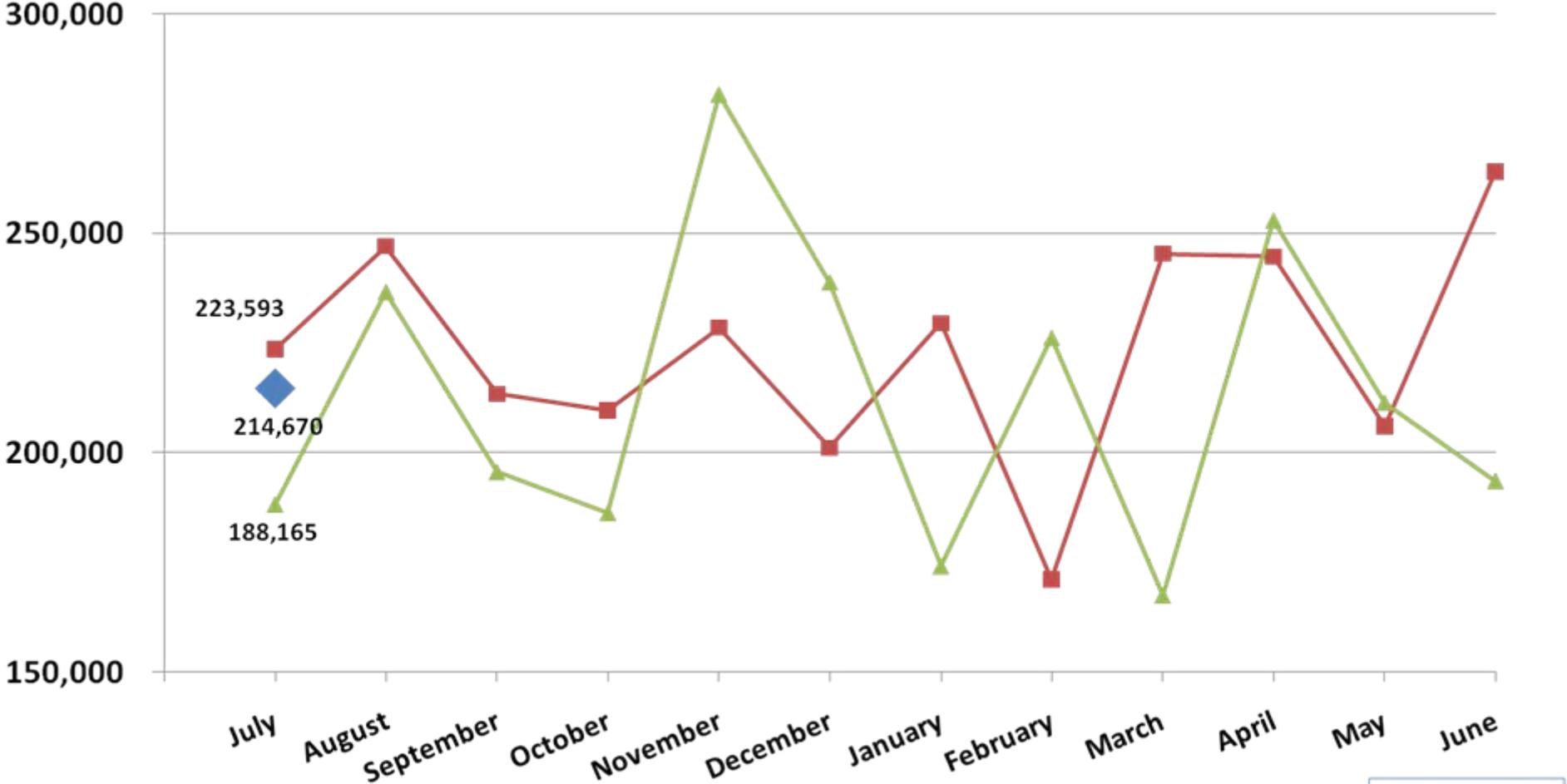


**Projected Net Loss \$566,644**

**Actual Net Loss \$818,741**

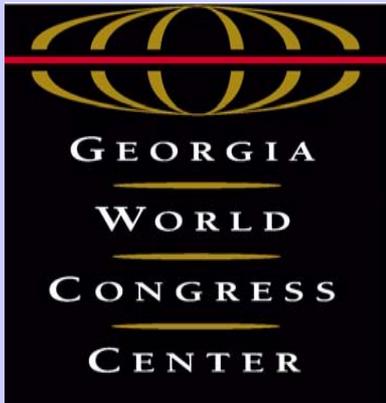
**Variance \$252,097**

# GWCC Hotel/Motel tax July thru June FY 2012



**ACTUAL \$214,670**  
**BUDGET \$223,593**  
**3.99%**





# Georgia Dome

July 2011

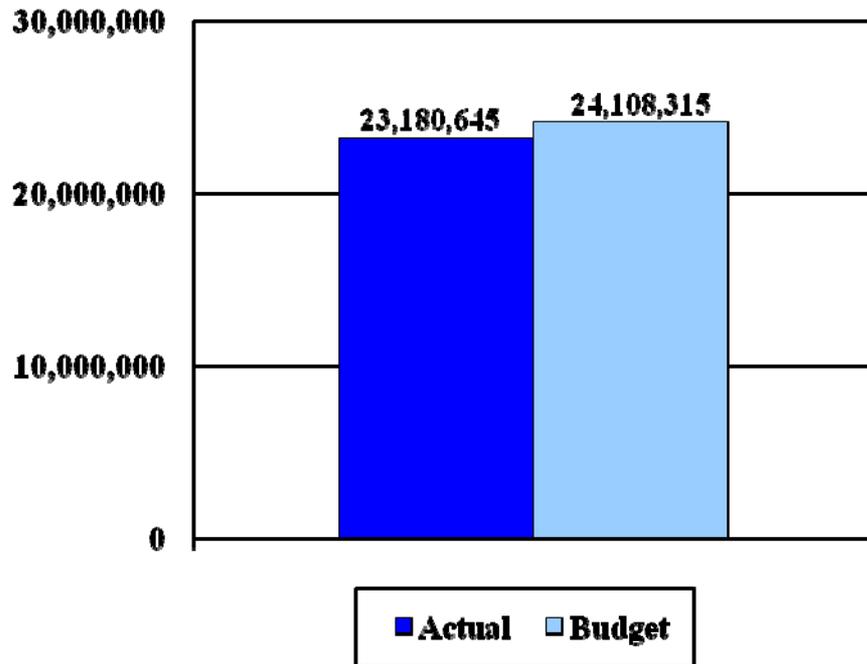
Financial Report

# Georgia Dome

## July 2011/YTD 2011

### Total Revenue and Expense

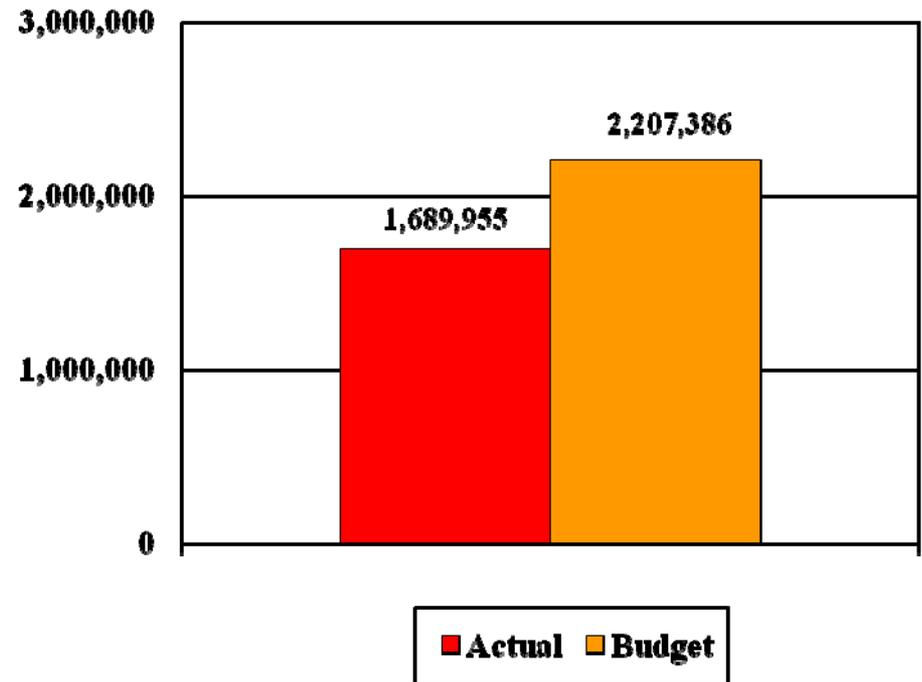
#### Revenue



Actual Under Budget **\$927,670**

**3.84%**

#### Expense



Actual Under Budget **\$517,431**

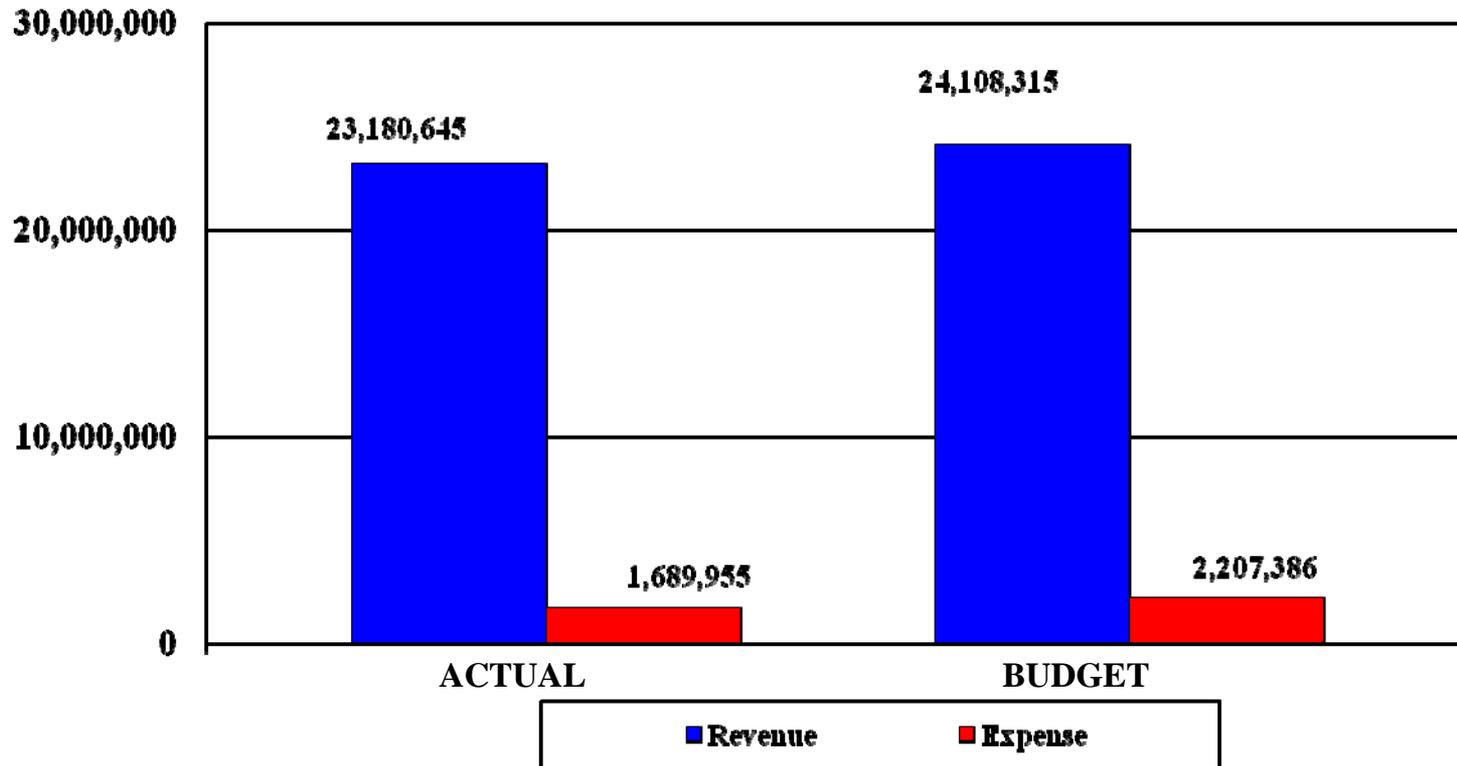
**23.44%**

# Georgia Dome

## July 2011/YTD 2011

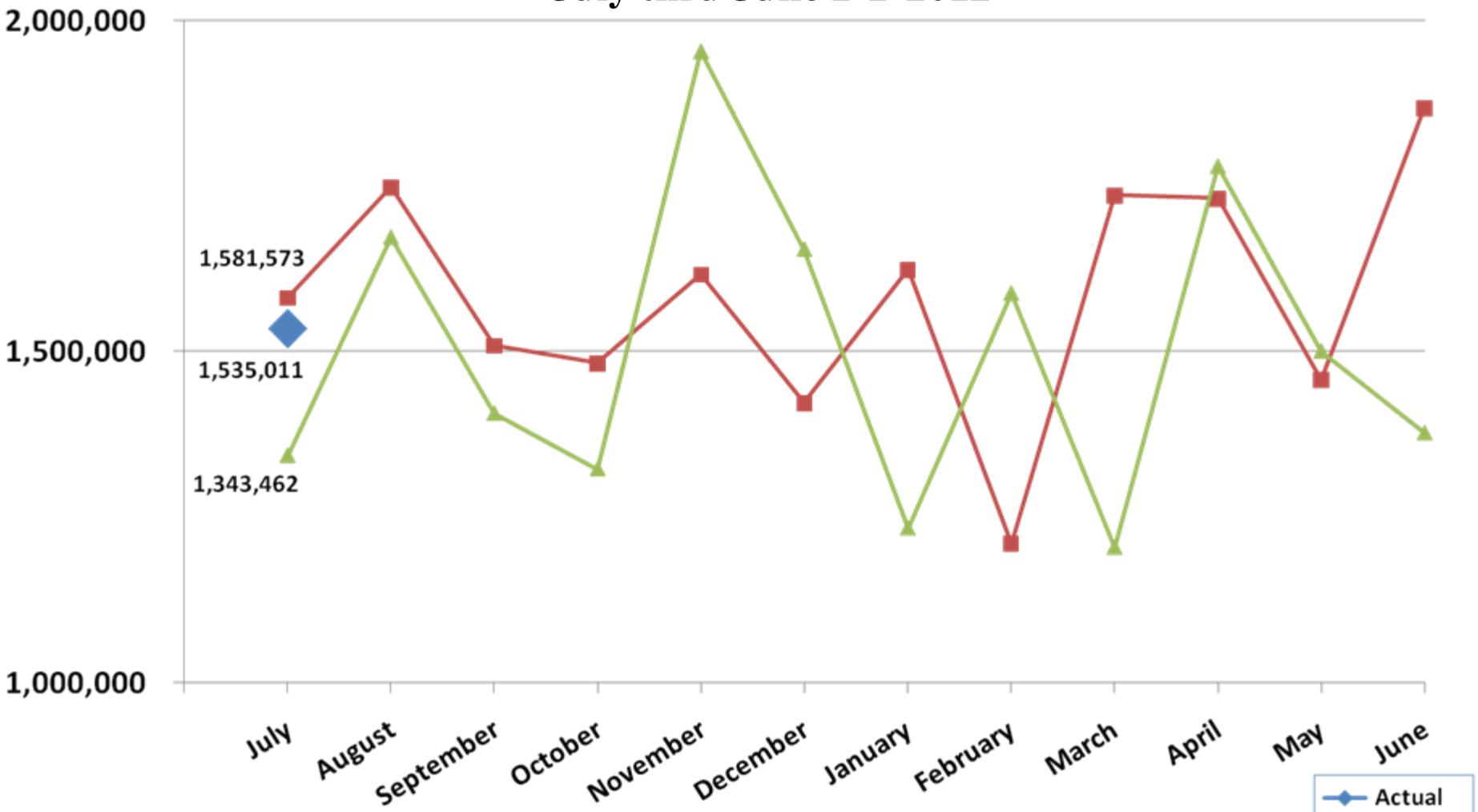
### Net Operating Profit / Loss

**JULY**



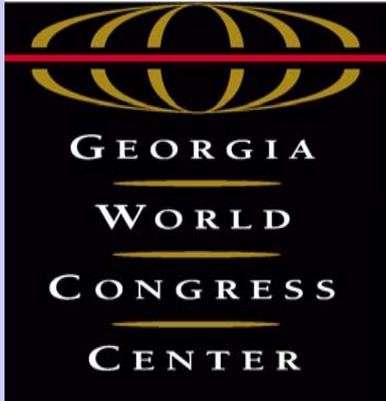
**Projected Net Profit \$21,900,929**  
**Actual Net Profit \$21,490,690**  
**Variance \$410,239**

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



**ACTUAL \$1,535,011**  
**BUDGET \$1,581,573**  
**2.94%**





# Centennial Olympic Park

July 2011

Financial Report

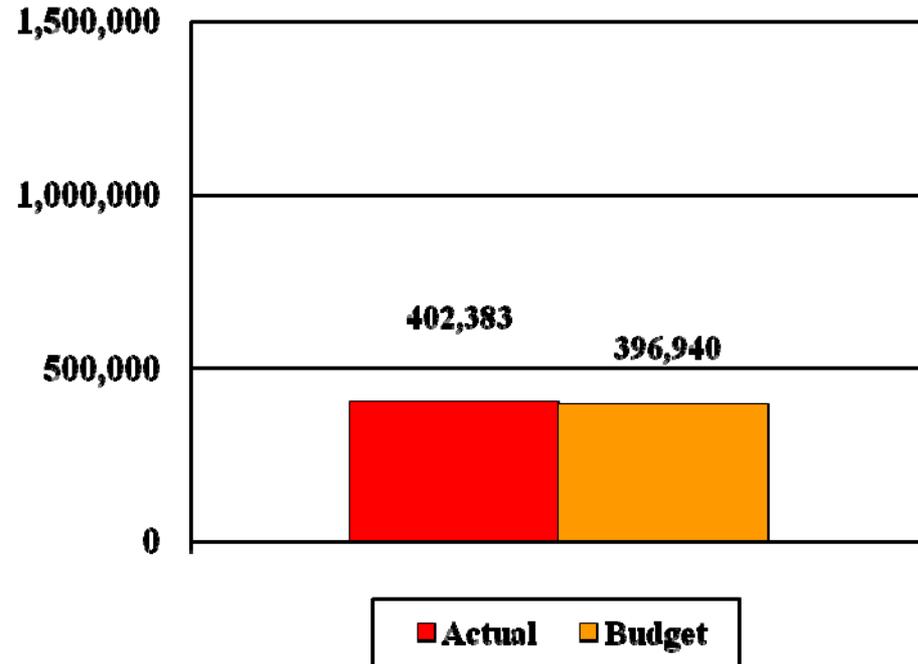
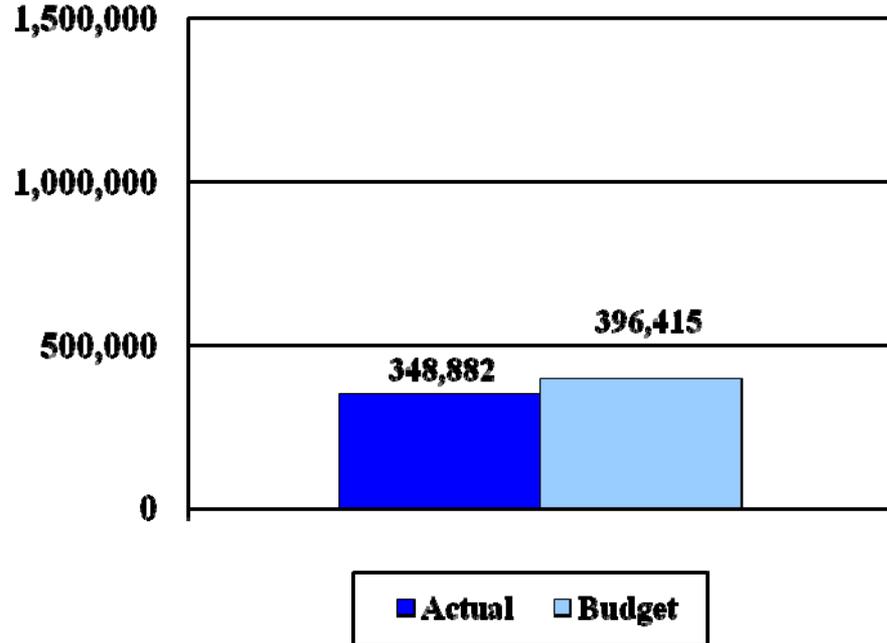
# Centennial Olympic Park

## July 2011/YTD 2011

### Total Revenue and Expense

#### Revenue

#### Expense



**Actual Under Budget \$47,533**

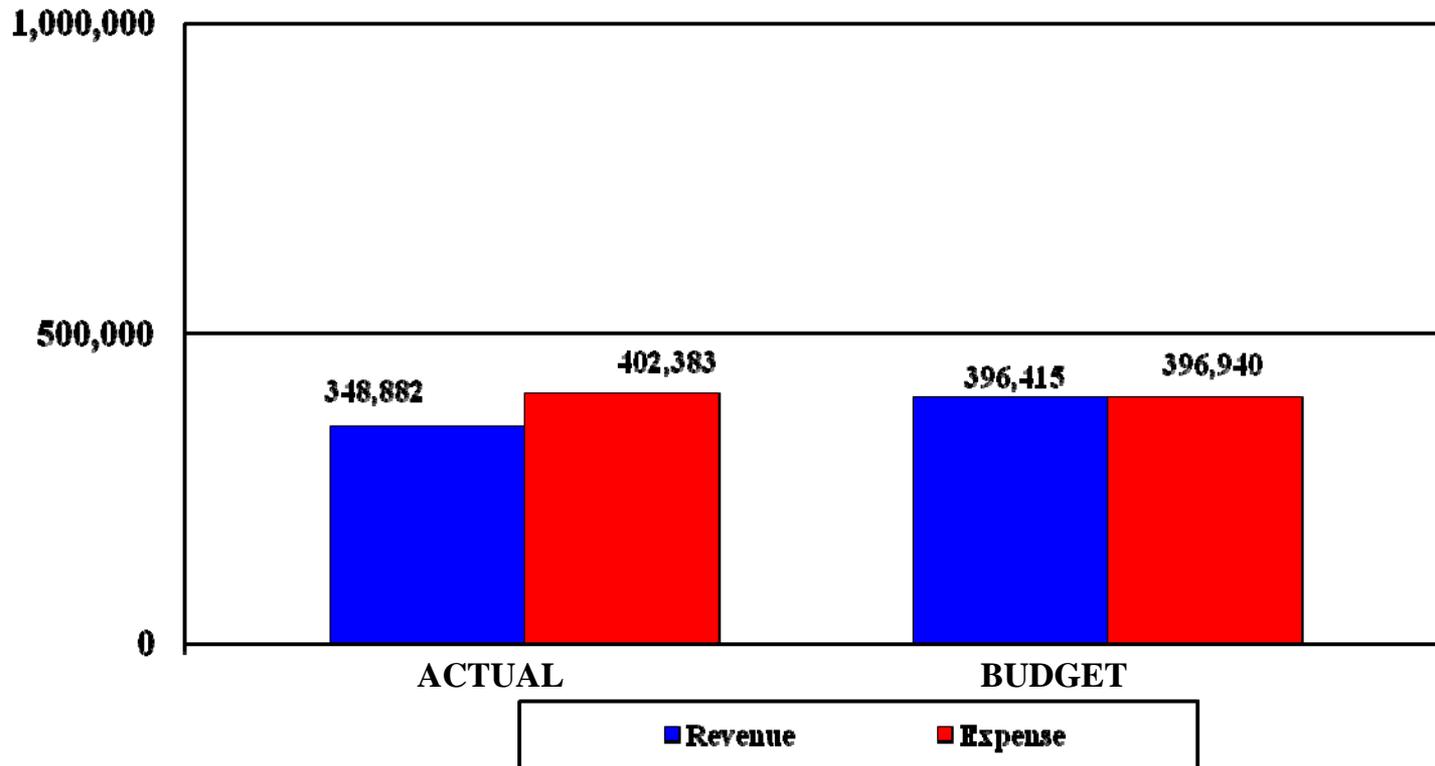
**11.99%**

**Actual Over Budget \$5,443**

**1.37%**

# Centennial Olympic Park July 2011/YTD 2011 Net Operating Profit / Loss

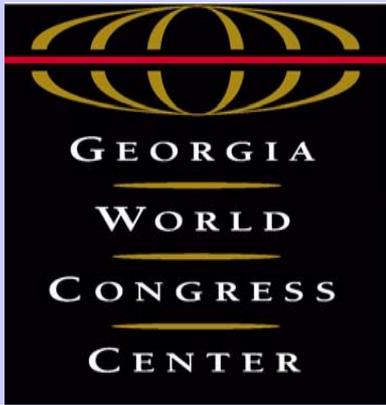
**JULY**



**Projected Net Loss \$525**

**Actual Net Loss \$53,501**

**Variance \$52,976**



# Georgia World Congress Center Authority

## Underwriter Resolution

# Recommendation for Senior Underwriting Services

Presented to GWCCA Board of Governors

August 30, 2011



# Background

In May 2011 a GWCCA Board resolution was passed which directed staff in conjunction with GSFIC to do the following:

- prepare and distribute an RFP as described herein,
- review the responses received to the RFP, and
- based on such responses, select a senior managing underwriter(s), which selection shall be subject to the further approval of the Commission.



# Purpose

The Georgia World Congress Center Authority (“GWCCA”) seeks to retain a qualified senior managing underwriter in connection with its contemplated issuance of bonds in calendar year 2014 (or later) to finance a portion of the costs associated with a new outdoor stadium or renovation of the existing stadium to be leased to the Atlanta Falcons (“Falcons”) football franchise of the National Football League (“NFL”).



# Qualifications Sought

The firm selected would assist the GWCCA and its advisors in:

- Developing a plan of finance for bonds supported by the Hotel Taxes,
- Review projected revenues from the stadium,
- Provide analysis as requested to assist the GWCCA in its negotiations with the Falcons, and
- Provide all services normal and customary for the issuance of the bonds.

Submissions requested experience in negotiating stadium arrangements, particularly with NFL teams.



# Review Team

Our team includes:

- Georgia State Finance Investment Commission (GSFIC) – Susan Ridley and Lee McElhannon
- Public Resource Advisory Group (PRAG) – Steven Peyser
- Bond counsel – Sutherland, Matt Nichols
- GWCCA staff – Frank Poe, Kevin Duvall and Sherrie Spinks



# RFP's Received From

- Barclays
- Goldman Sachs
- Citi
- First Southwest
- JP Morgan
- Wells Fargo
- Loop
- Morgan Stanley
- Raymond James
- Sterne Agee
- Suntrust



# Recommended Firm

Staff, in conjunction with GSFIC and PRAG, recommend **Citi** as the senior underwriter for the engagement.



# Recommended Analysis

Current market conditions and preliminary analysis suggests, the Authority should assess debt refunding of the Series 2000 Bonds for the Georgia Dome.

Board resolution will direct staff, in conjunction with GSFIC, to evaluate a Georgia Dome refunding and that such a refunding be accomplished by a private placement of the refunding bonds directly with an underwriting firm(s) or commercial bank(s).

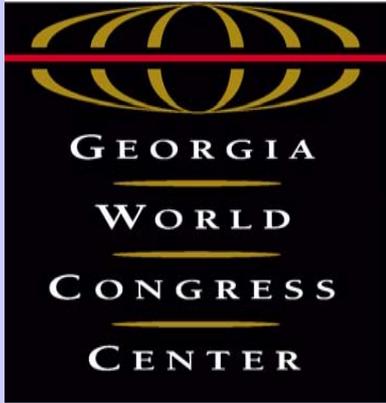
Should it be determined that refunding of Georgia Dome debt may be in the best financial interest of the Authority, staff will bring back to Board recommendations for further consideration and action.



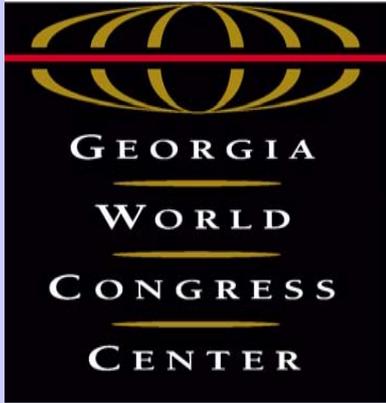
# Next Steps

- Approve recommended firm
- Approve further investigation of refinancing
- Transmit Board resolution to GSFIC for their Board's approval





Georgia World  
Congress Center  
Authority  
Executive  
Session



# Georgia World Congress Center Authority

## August 2011 Authority Meeting