

Georgia World Congress Center Authority

August 27, 2013

Authority Meeting



Falcons



Sales & Marketing



Finance



Authority



ATLANTA
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2014 Georgia Dome

Premium Seating & Signage



*Verizon Wireless Club Seats
& NCR Suites*



2013 (FY 2014) Georgia Dome Verizon Wireless Club Seats and NCR Suites

- Projected \$23.9 million in gross Verizon Wireless Club and Suite inventory
- Year over year increase of \$3.3 million or 16%
- Generated over \$3.4 million in new club and supersuite revenue; a 95% increase over new sales in 2012
- Generated over \$1.5 million in new suite revenue
- Renewed \$3.3 million in club, suite and super suite revenue.
- Projections are to sell out of seating in the Verizon Wireless Club. Annual memberships will increase to 90% capacity (from 67%)

2014 Georgia Dome Verizon Wireless Club Seats and NCR Suites

Club Renewals

- Existing contracts: 3% Increase

New Club Seat Pricing

- Increase by 3-5% over 2013 prices
- For one (1) year deals, new Executive Members pay the price for the next highest price section
- Sections 200 and 243 will be converted back to Verizon Wireless Club Seating



2014 Georgia Dome Verizon Wireless Club Seats and NCR Suites

Suites Renewals

- Existing Suite Contracts: 3% Increase

New Suite Pricing

- Sell on one (1) and three (3) year terms
- Increase suite prices by 3% rounded up
- There will be a \$5,000 premium for one (1) year agreements
 - As supply becomes limited, the Atlanta Falcons can increase this premium to \$15,000 with consent from the Georgia Dome.

New and Renewal Super Suites

- Existing Contracts: 3% Increase
- New Super Suite Pricing: 3.4% Increase (\$3,000/seat if purchased as entire box)
- There will be a \$200 premium per seat for one (1) year deals

2014 (FY 2015) Georgia Dome Verizon Wireless Club Seats and NCR Suites

- 56 suites, 2 Super Suites, and 1,953 Verizon Wireless Club & Super Suite seats are up for renewal representing a total of \$11.2M.
- Sales Staff: Ten full-time sales executives, nine seasonal sales executives, two sales managers and one Vice President of Sponsorship are focused on selling the Georgia Dome premium seating inventory in 2014.
- Total Revenue Projections:
 - \$8.8 million in renewed Club and Suite Sales
 - \$2.8 million in new Club and Suite Sales
 - 6.79% Growth in Licensed Club Seats
 - Maintain 2013 Quantity of Licensed Suites

Georgia Dome Signage



2013 (FY 2014) Georgia Dome Signage

- Projected (FY14) \$8,073,310 in gross annual signage
- Year over year increase of \$1,419,360 or 21.3%
- Generated over \$1.2 million in New Business revenue from clients including but not limited to multi-year partnerships with NCR, Global Franchise Group, Scana Energy and YP.com
- Renewed over \$2.5 million in annual signage revenue from partners including but not limited to Verizon, Southwest and The Georgia Lottery
- Sold-out all annual digital and static inner bowl advertising (A & B Packages) and all static signage.

2014 (FY 2015) Georgia Dome Signage

- Total inventory for 2014-2015: \$10.16 million which is a 3% increase over 2013-2014
- A target increase of \$450,000 or 5% for 2014-2015 brings the gross target goal to \$8.5 million.
- Total inventory available for sale 2014-15 : \$2,854,000 prior to any renewals
- In, 2014-2015 there will be \$1,489,000 Dome/Falcons sponsorships on renewal, including but not limited to Ford, Aarons, Napa, National Guard and Georgia Power



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2014 Georgia Dome

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Sales and Marketing Updates

- Review of FY 13
- Future Sales
- Recent Success
- Understanding Sales Goals





FY14 Overall Sales Goals

Year	Goal	Actual
FY13	\$ 9,065,000	\$ 9,697,343
FY14	\$ 10,010,000	\$ 4,646,324

- This is the booking revenue goal for the sales team for business booked in FY14. The business could occur anytime in the future.





Sales since July 1, 2013

(Confirmed and Notice of Intent)

FY14	FY15	FY16	FY17	FY18+	Total
\$833,147	\$255,225	\$729,655	\$1,085,375	\$1,742,922	\$4,646,324

Future Years Snapshot

	FY15	FY16	FY17	FY18+
Confirmed/ Notice of Intent	\$7,600,558	\$5,991,695	\$3,973,783	\$7,892,738
First Option	\$1,909,123	\$1,589,318	\$3,943,670	\$25,731,567
Total	\$9,509,681	\$7,581,013	\$7,917,453	\$45,721,996





Implementation for FY14

- Revised Weekly Sales Report
- More defined short term and long term sales goals for team members
- Book NEW business- Formulate relationships with accounts that have not been to Atlanta in the last five years or has never been to Atlanta. Each sales manager has goal to book two new accounts. This will result in 16 new shows for the GWCC.
- Capitalize on Atlanta hosting American Society of Association Executives (ASAE)
- 24 site visits to shows in competing cities





Recent Activity

Glimpse of Booked New Business

- Residential Construction & Remodeling Expo (FY15) 5,000 attendees
- Athena Health (FY15) / 2,400 attendees
 - Group is also looking at booking FY17
- American Rental Association (FY16) 12,000 attendees
- National Science Teachers Association (FY18) 15,000 attendees
- International Chiefs of Police (FY21) 15,000 attendees





Financial Snapshot



Profit/Loss



Projected July

\$1,294,226

\$26,256,634

\$263,010

Actual July

1,042,797

23,533,556

618,295



H/M Tax

Actual \$1.84M

Budget \$2.18M **15.42%**

FY13 \$2.11M **12.55%**



Customers

(Estimated)

106,066



Economic Impact

\$97.6M

(Estimated)





Personnel Committee Report





Consolidated Financial Results- Fiscal Year 2013



REVENUE:

Budgeted	\$113,740,381	
Actual	\$130,433,924	
Revenue over Budget	\$16,693,543	14.7%

EXPENSE:

Budgeted	\$99,564,313	
Actual	\$109,497,519	
Expense over Budget	\$9,933,206	10.0%

NET PROFIT (Before Depreciation):

Budgeted	\$14,176,068	
Actual	\$20,936,405	
Net Profit over Budget	\$6,760,337	47.7%





Year End Highlights

Campus wide

- Health Care savings of \$1.7Million with 25% increase in employee participation
- Event management software –Live July 1, 2013
- Rolling forecast – within \$90k of year end actual
- BEST IN CLASS Central Customer Service Training
- HR Cloud – Electronic onboarding of employees
- Applicant system – 25,620 applicants – 25% increase
- Commissioner’s Award for State Charitable Contributions - \$20,780
- 5,700 razors, 4,700 pairs of socks, 1,500 diapers, Food, Toys 4 Tots, book bags and uniforms





Campus-Wide Contract Highlights

Pouring Rights

- Resulted in a revenue increase of \$525,000 per year

CCLD

- Invested \$1.5m upgrading infrastructure.
- Improved commission structure resulted in a revenue increase of \$154,000.

Levy

- Invested \$1m in the purchase a Point of Sale System.
- Improved commission structure resulted in a revenue increase of \$527,953.

Insurance

- Savings to the Authority was \$1.7m.





Board Action

Based upon the FY13 performance, the Personnel Committee recommends implementation of the 3% merit pool which was approved in May as part of the FY14 Budget.

