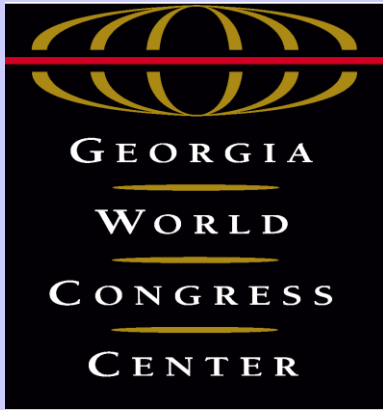


Georgia World Congress Center Authority

May 2010

Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA Sales & Marketing Update

April 2010



Georgia World Congress Center Sales Update

New Business Booked



HOOP ATLANTA 3 on 3 Classic



July 2010

Halls A1, A2

3,000

5 Days



The Georgia Home Show



September 2010 – Hall B1

January 2011 – Hall C1

5,000 per event

8 Days



Interwire



April 2011

Halls A1, A2, A3

6,000

9 Days



Tradeshow Confidential



May 2011

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

14,000

13 Days



American Society for Association Executives



August 2013

Halls B1, B2, B3, B4, B5

22,000

9 Days



American Meteorological Society



February 2014

Halls C1, C2

5,000

9 Days



National Association for the Education of Young Children



November 2017

Halls A1, A2, A3, B1, B2

20,000

10 Days



Georgia Dome Sales Update

New Business Booked



Georgia State University Graduation



May 2010

Arena

10,000

2 Days



Kell Football Classic



August 2010

Stadium

10,000

2 Days



The Stand Campaign



November 2010

Arena

50,000

1 Day



New Birth Missionary Baptist Church Easter Service



April 2011

Arena

20,000

4 Days



Centennial Olympic Park Sales Update

New Business Booked



Park Confirmed Events – April 2010

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Glidden Paint Kiosk Promotion	May 2010	Reflection Pool Plaza	1,000	3

April 2010 Sales Summary

GWCC

Total Days Booked

63



DOME

Total Days Booked

9



PARK

Total Days Booked

3



Economic Impact – April 2010

Total Impact \$157.4 million

GWCC

Benny Hinn Ministries

Big South National Qualifier

National Propane Gas Association

Southern Region Volleyball

Microsoft Convergence

FIRST (GWCC, Dome, Park)

108,121 attendance

New Dollars - \$96 million

Economic Impact - \$157.4 million

Sales Tax Generated - \$6.5 million

2010 Big South National Qualifier



National Propane Gas Association



FIRST



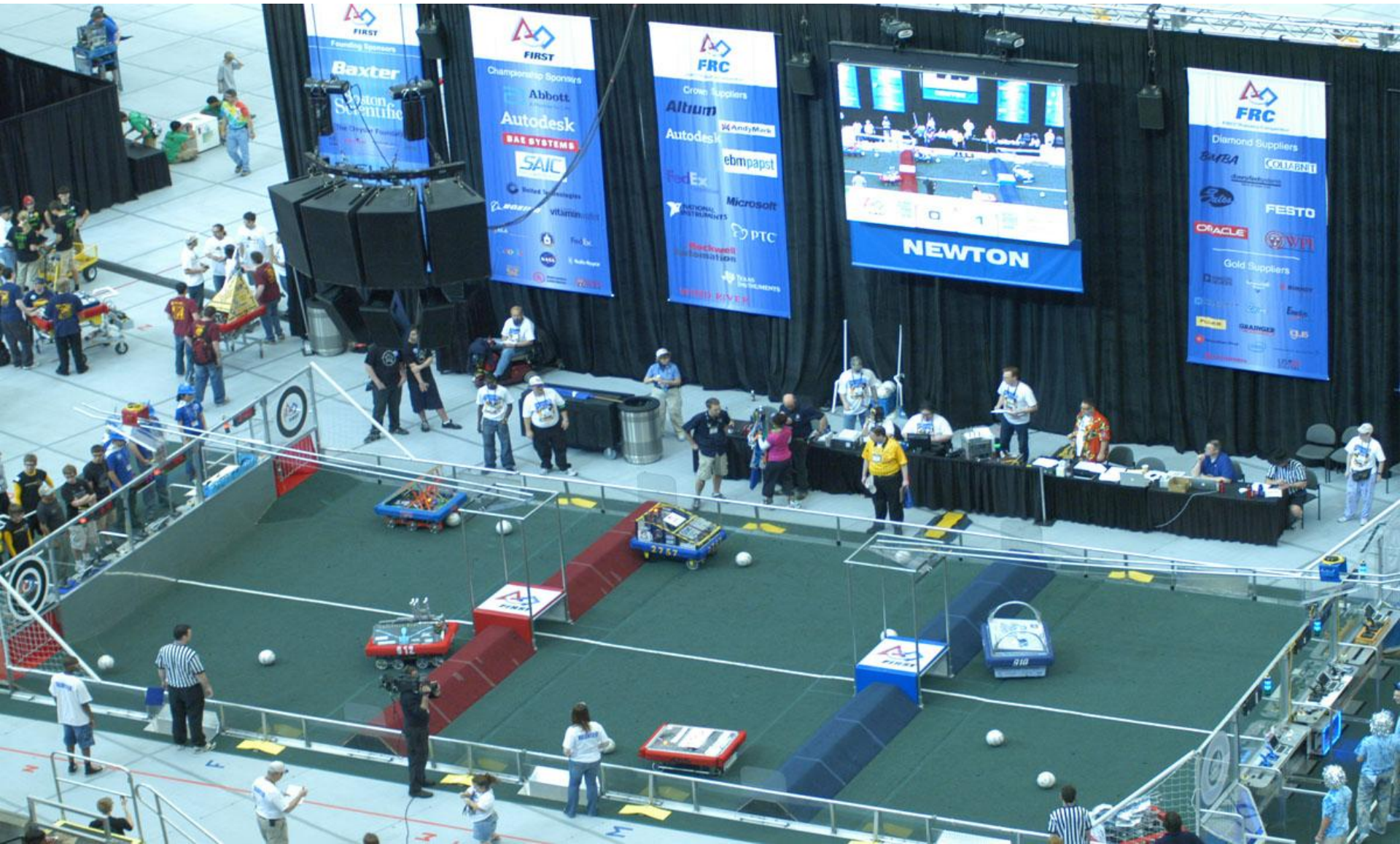
FIRST (West Plaza)



Georgia State Spring Football Game



FIRST (Dome)



Wednesday WindDown



FIRST (Park)



Monthly Park Staff Meeting Cook Out





Georgia World Congress Center

April 2010

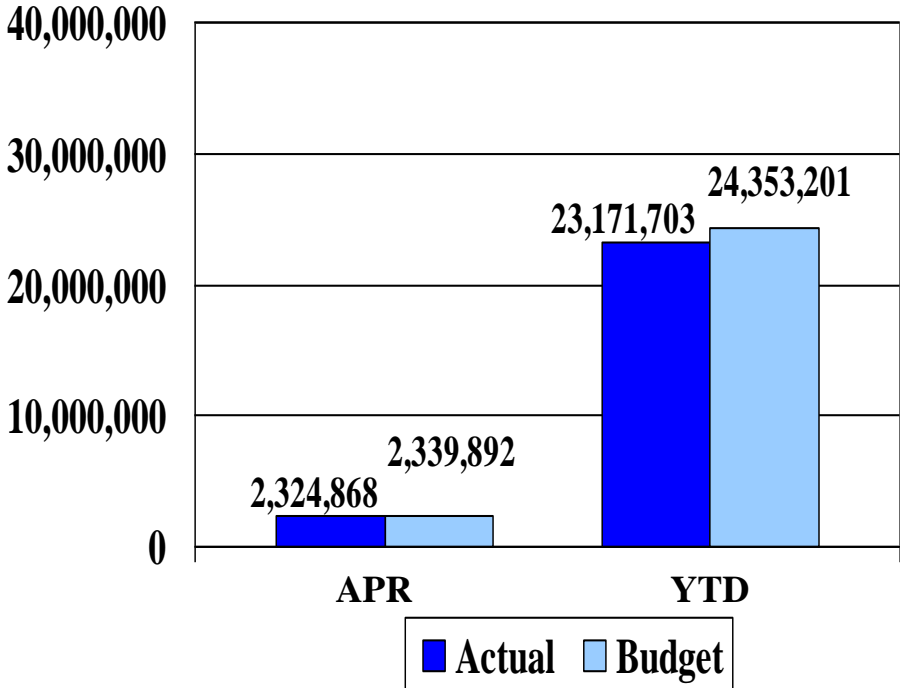
Financial Reports

Georgia World Congress Center

April 2010/YTD 2010

Operating Revenue and Expense

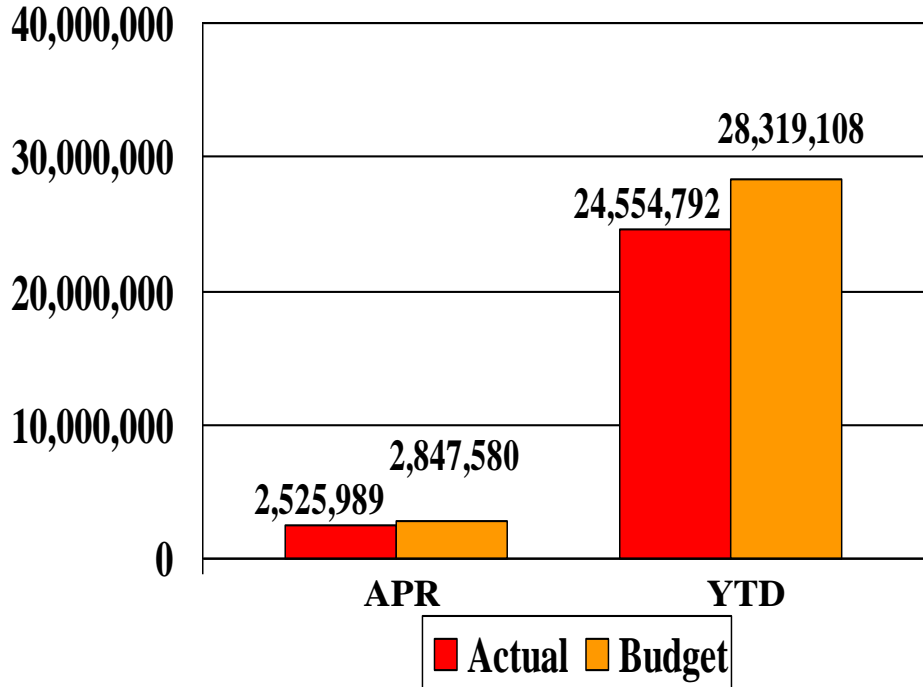
Revenue



April Under Forecast \$15,024 **YTD**
Under Forecast \$1,181,498

4.86%

Expense



April Under Budget \$321,591
YTD Under Budget \$3,764,316

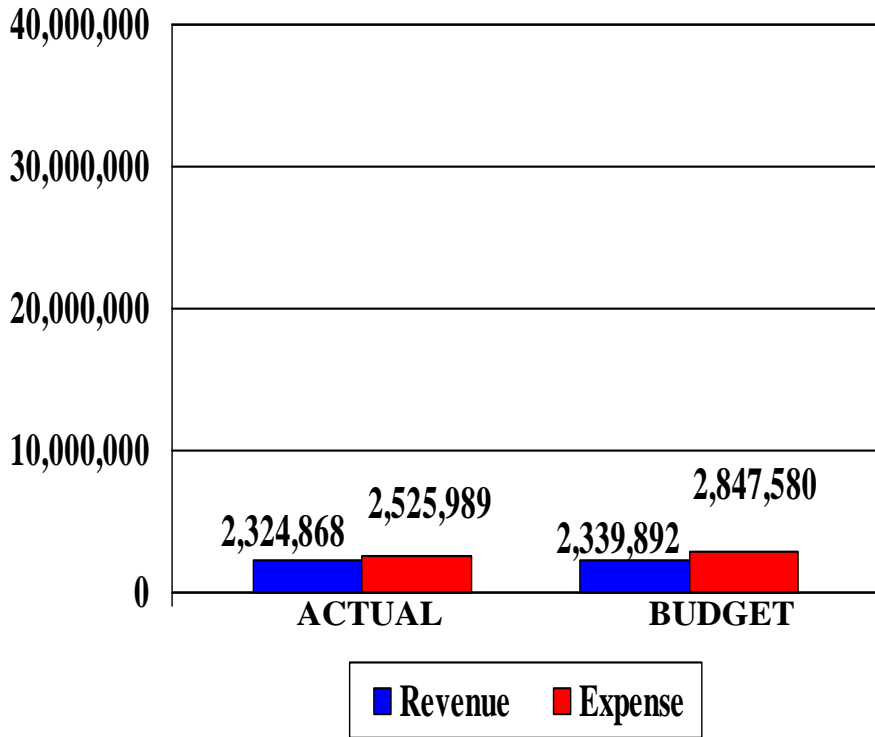
13.29%

Georgia World Congress Center

April 2010/YTD 2010

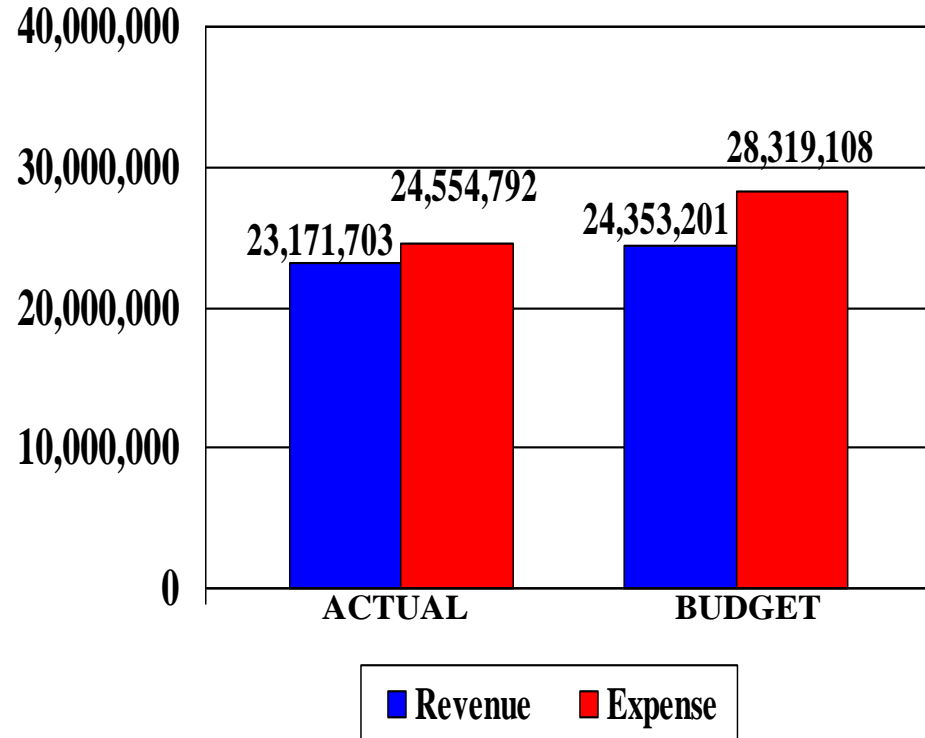
Net Operating Profit / Loss

APRIL



Projected Net Loss \$507,688
Actual Net Loss \$201,121

YEAR TO DATE



Projected Net Loss \$3,965,907
Actual Net Loss \$1,383,089



Georgia Dome

April 2010

Financial Reports

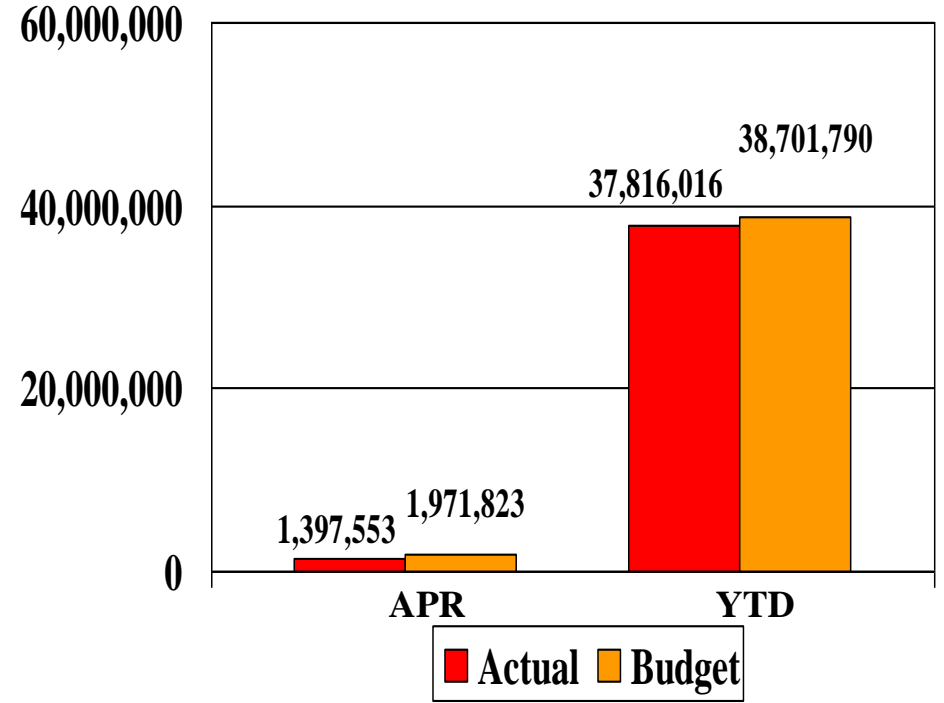
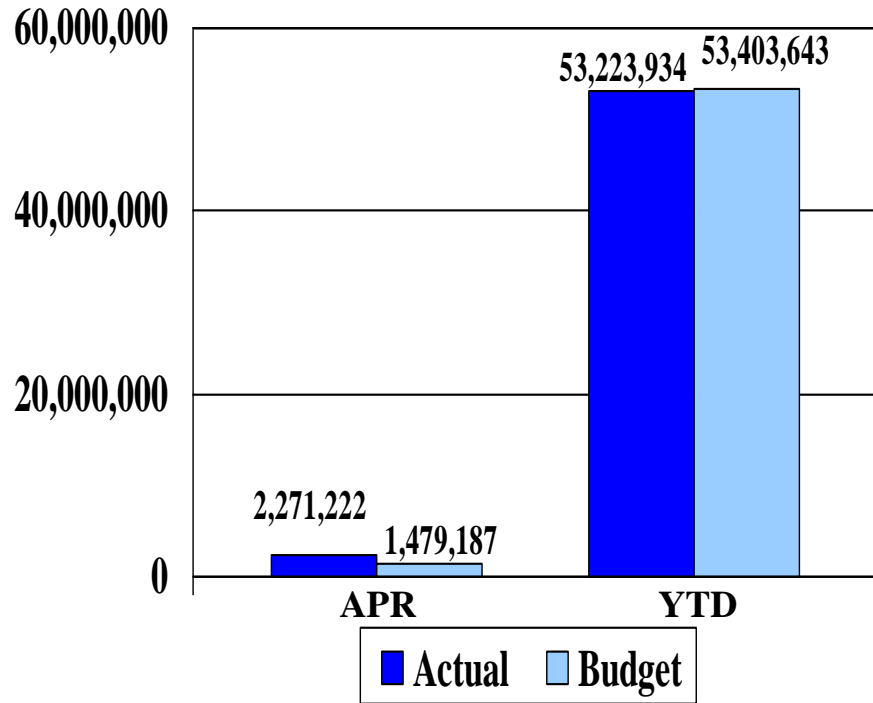
Georgia Dome

April 2010/YTD 2010

Total Revenue and Expense

Revenue

Expense



April Over Forecast \$792,035
 YTD Under Forecast \$179,709

April Under Budget \$574,270
 YTD Under Budget \$885,774

.34%

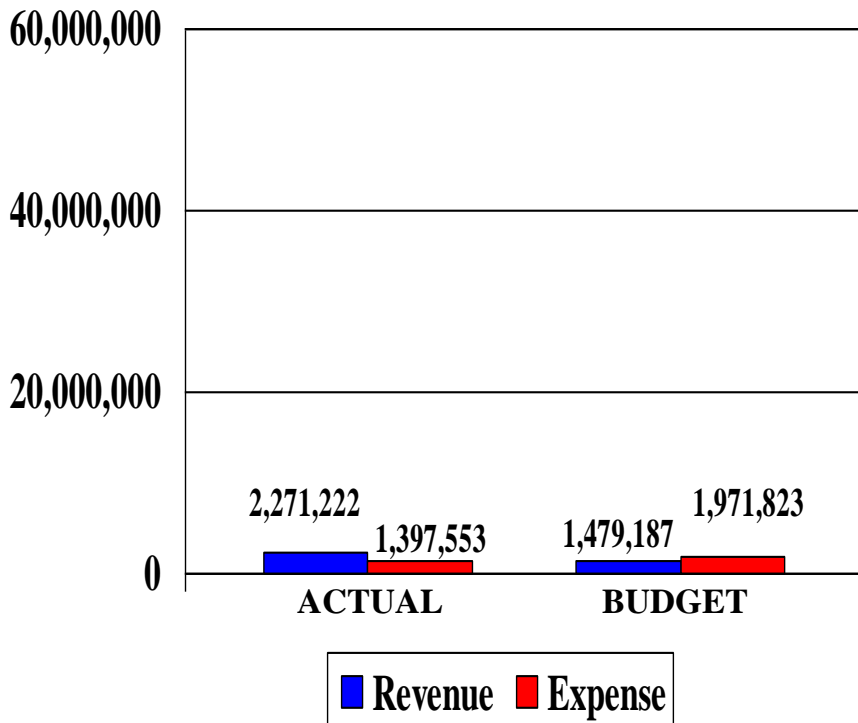
2.29%

Georgia Dome

April 2010/YTD 2010

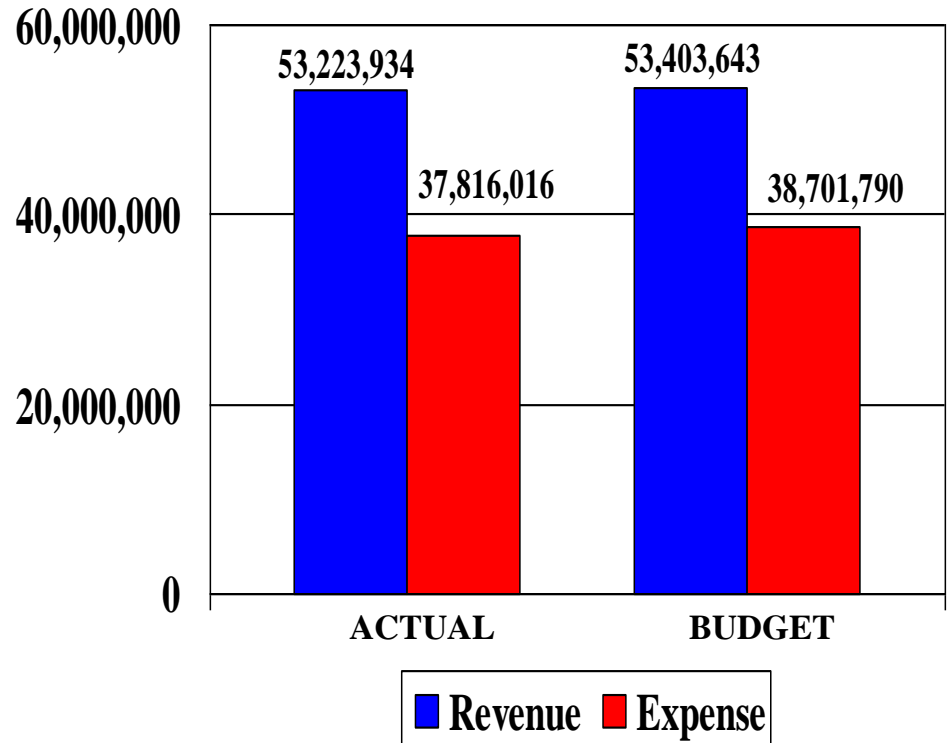
Net Profit / Loss

APRIL



Projected Net Loss \$492,636
Actual Net Profit \$873,669

YEAR TO DATE



Projected Net Profit \$14,701,853
Actual Net Profit \$15,407,918



Centennial Olympic Park

April 2010

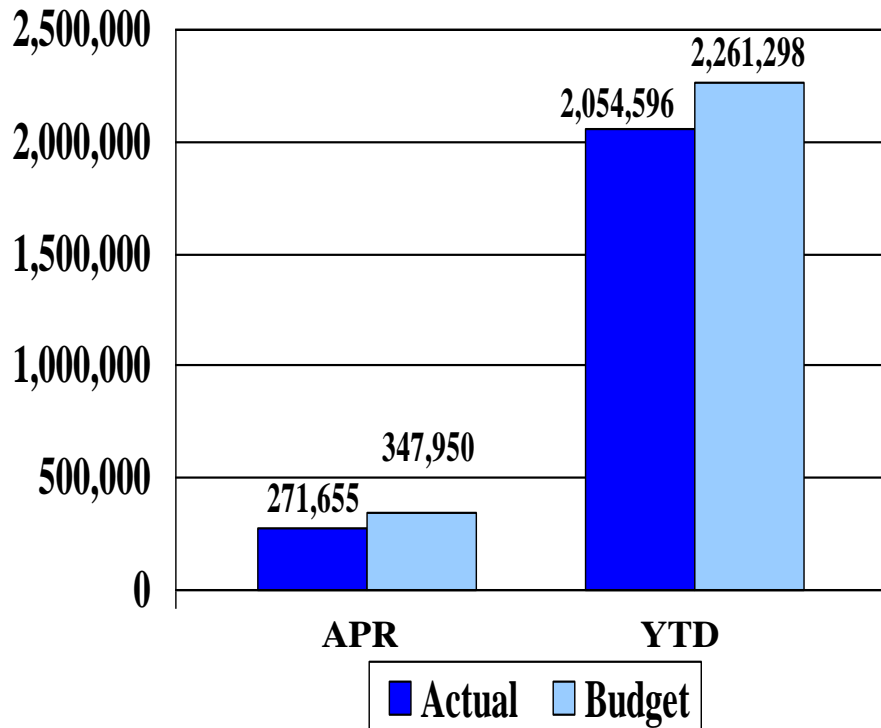
Financial Reports

Centennial Olympic Park

April 2010/YTD 2010

Total Revenue and Expense

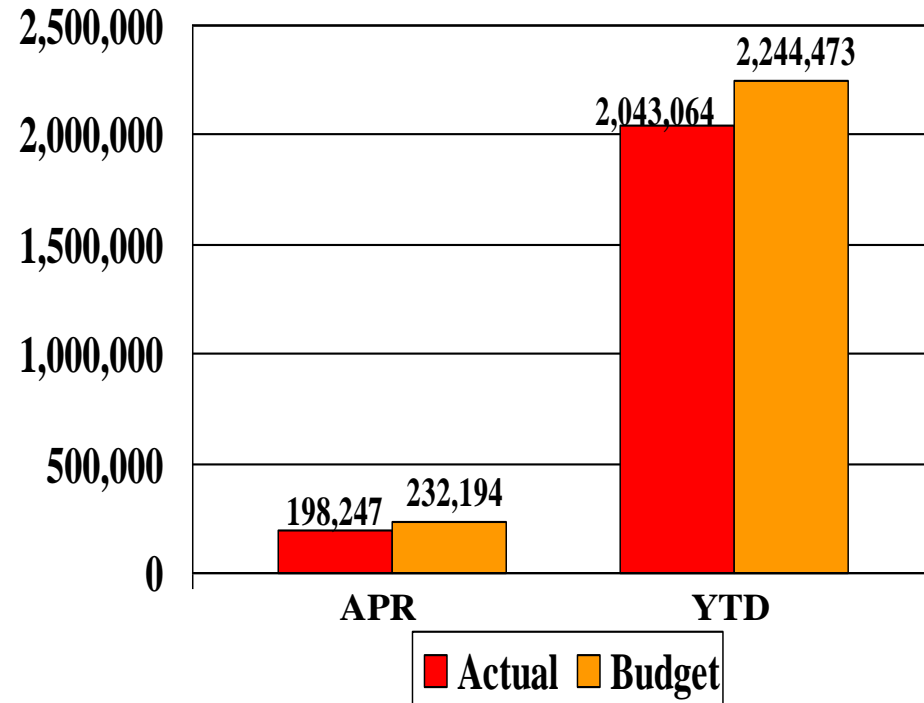
Revenue



April Under Forecast **\$76,295**
 YTD Under Forecast **\$206,702**

9.14%

Expense



April Under Budget **\$33,947**
 YTD Under Budget **\$201,409**

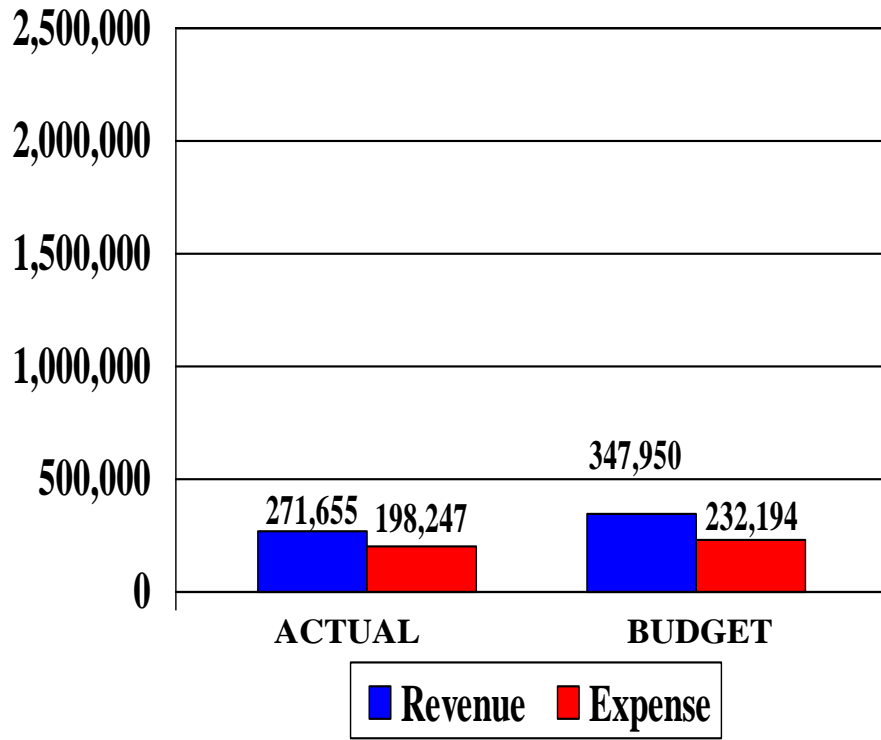
8.97%

Centennial Olympic Park

April 2010/YTD 2010

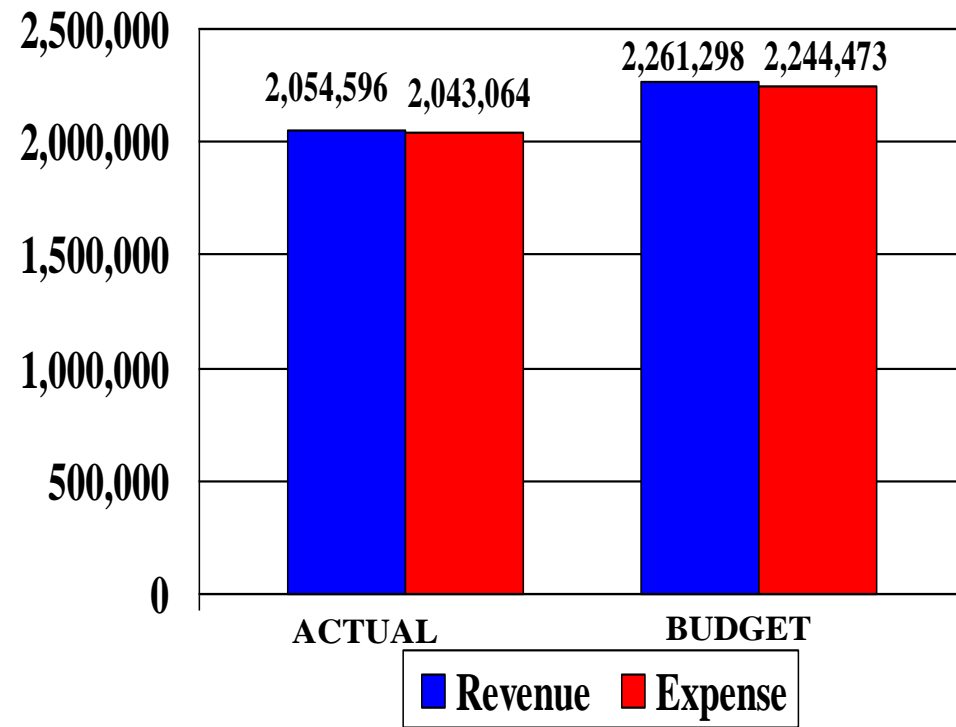
Net Gain / Loss Against Budget

APRIL

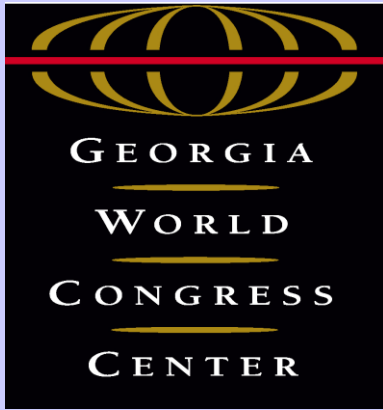


Projected Net Gain \$115,756
Actual Net Gain \$73,408

YEAR TO DATE



Projected Net Gain \$16,825
Actual Net Gain \$11,532



Georgia World Congress Center Authority

FY 2011

Final Budget
Recommendations

**GEORGIA WORLD CONGRESS CENTER
OPERATING BUDGET SUMMARY COMPARISON
FY 2011**

<u>REVENUE</u>	Projected FY 2010	Revised FY 2011	Proj. FY10 vs. Rev. FY11 Variance	
Rental	\$ 9,615,672	\$ 10,699,273	\$ 1,083,601	
Catering	5,291,658	5,739,609	447,951	
Exhibit Utility Service	4,475,419	5,850,601	1,375,182	
Parking	2,990,754	3,279,643	288,889	
Hotel/Motel Tax	2,401,266	2,497,317	96,051	
Other	1,977,148	2,012,862	35,714	
TOTAL REVENUE:	\$ 26,751,917	\$ 30,079,305	\$ 3,327,388	12.4%
<u>EXPENDITURES</u>				
Personal Services	\$ 17,303,547	\$ 17,278,509	\$ (25,038)	
Regular Operating	9,244,901	10,528,628	1,283,727	
Equipment Purchases	235,331	291,380	56,049	
Per Diem/Fees/Contracts	2,113,727	2,286,220	172,493	
Computer Charges	706,873	842,347	135,474	
Other	314,238	340,398	26,160	
SUB-TOTAL EXPENDITURES	\$ 29,918,617	\$ 31,567,482	\$ 1,648,865	5.5%
NET PROFIT(LOSS)	\$ (3,166,700)	\$ (1,488,177)	\$ 1,678,523	
Operating Reserve:	3,166,700	1,488,177		
Net Income	\$ -	\$ -	\$ -	

**GEORGIA DOME
OPERATING BUDGET SUMMARY COMPARISON
FY 2011**

<u>REVENUE</u>	Projected FY 2010	Revised FY 2011	Proj. FY10 vs. Rev. FY11 Variance	
Rental	\$ 7,683,079	8,555,702	\$ 872,623	
Exhibit/Utility Services	79,460	75,000	(4,460)	
Parking	491,738	647,166	155,428	
Catering	6,090,590	5,182,363	(908,227)	
Suite/Seats License Fees	19,078,495	18,186,902	(891,593)	
Advertising	3,900,975	4,056,000	155,025	
Hotel/Motel Tax	17,040,222	17,721,831	681,609	
Interest	275,000	300,000	25,000	
Other	493,421	468,170	(25,251)	
TOTAL REVENUE	\$ 55,132,980	\$ 55,193,134	\$ 60,154	0.1%
 <u>EXPENDITURES</u>				
Personal Services	\$ 7,792,098	\$ 8,418,630	\$ 626,532	
Regular Operating	4,937,033	5,127,940	190,907	
Equipment Purchases	117,936	146,496	28,560	
Per Diem/Fees/Contracts	7,842,566	7,084,098	(758,468)	
Computer Charges	314,530	389,612	75,082	
Other	174,451	211,854	37,403	
Game Tickets	7,393,019	8,837,660	1,444,641	
Contract-Falcons	4,000,000	4,000,000	-	
Debt Service Interest	7,359,918	6,840,819	(519,099)	
Contract - Repairs/Maint Projects	4,909,104	-	(4,909,104)	
Stadium Reserve	250,000	250,000	-	
SUB-TOTAL EXPENDITURES	\$ 45,090,655	\$ 41,307,109	\$ (3,783,546)	-8%
 OPERATING PROFIT/LOSS	 <u>\$ 10,042,325</u>	 <u>\$ 13,886,025</u>	 <u>\$ 3,843,700</u>	
 Falcons Annual	 58,462	 262,212	 203,750	
NET PROFIT/(LOSS)	\$ 9,983,863	\$ 13,623,813	\$ 3,639,950	
 Depreciation-Building/Equipment	 6,901,428	 8,901,428	 2,000,000	
 NET GAIN/(LOSS)	 <u>\$ 3,082,435</u>	 <u>\$ 4,722,384</u>	 <u>\$ 1,639,949</u>	

**CENTENNIAL OLYMPIC PARK
OPERATING BUDGET SUMMARY COMPARISON
FY 2011**

REVENUE	Projected FY 2010	Revised FY 2011	Proj. FY10 vs. Rev. FY11 Variance
Rental	\$ 167,040	\$ 184,900	\$ 17,860
Catering	218,185	730,500	512,315
Exhibit Utility Service	32,068	50,000	17,932
Other	55,729	52,000	(3,729)
Transfer -GWCC	1,572,732	1,412,279	(160,453)
Holiday Festival	145,811	159,000	13,189
Sponsorship	143,411	145,000	1,589
SUB-TOTAL REVENUE:	\$ 2,334,976	\$ 2,733,679	\$ 398,703 17.1%
EXPENDITURES			
Personal Services	\$ 1,353,307	\$ 1,529,768	\$ 176,461
Regular Operating	535,946	563,000	27,054
Equipment Purchases	22,974	24,000	1,026
Per Diem/Fees/Contracts	436,420	505,000	68,580
Computer	2,212	4,200	1,988
Other	15,058	21,400	6,342
TOTAL EXPENDITURES:	\$ 2,365,917	\$ 2,647,368	\$ 281,451 11.9%
NET OPERATING GAIN/(LOSS)	\$ (30,941)	\$ 86,311	\$ 117,252
Net Depreciation	1,506,638	1,509,462	2,824
NET GAIN/(LOSS)	\$ (1,537,579)	\$ (1,423,151)	\$ 114,428



Georgia World Congress Center Authority

May 2010
Authority Meeting