

Georgia World Congress Center Authority

**Board of Governors Meeting**

April 30, 2013



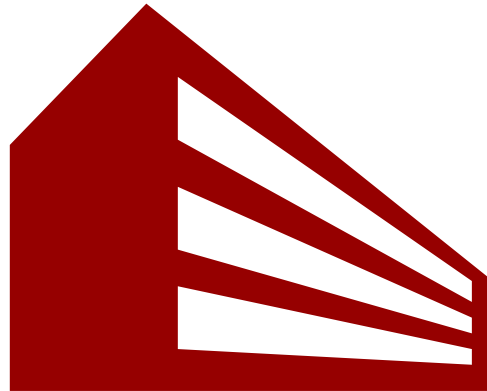
Sales &  
Marketing



Finance



Campus



Authority





# GWCC Sales Structure



- **Sales Team**

- *Two National Sales Managers*

- Focus on larger shows including multi building shows. The National Sales Managers also assist in mentoring the three Sales Executives

- *Three Sales Managers*

- Solicit business for single-building shows

- *Three Sales Executives*

- Focus is in the year/for the year business (primarily meeting rooms and ballrooms)





# GWCC Sales Team Structure



## Market Segments

- *Medical / Health* – American Society of Hematology
- *Building & Construction* - Coverings
- *Corporate*- Microsoft
- *Religious*- Passion Conference
- *Sports*- Cheersport
- *Consumer Goods and Services* – National Association of Convenience Stores
- *Government / Education*- National Conference of State Legislators
- *Multi-Level Marketing*- Primerica
- *Consumer Shows* – Auto Show, Boat Show





# How We Sell GWCC

- Destination
- Relationship sales
- Visitation sales approach





# Advertising and Sponsorship

- Staff:
  - Two full-time positions
  - One part-time position (intern)
- The marketing team positions the GWCC with the most effective and budget conscious advertising and sponsorship opportunities
- Sponsorship/ Co-Produced Events





## ACVB Partnership

- The GWCC sales team and the CVB sales team work hand in hand to solicit business for Atlanta.
  - Atlanta update DC twice annually
  - Atlanta update Chicago annually
  - Springtime in the Park- DC Marketplace Meeting
  - Joined forces at industry events (IAEE, PCMA, SISO, etc.)





# Financial Snapshot - March

## Profit/Loss

Projected March  
March  
Projected YTD  
YTD

**SECO International,  
Conference on Retroviruses &  
Opportunistic Infections  
American Royale  
Georgia Marathon  
International Auto Show  
African American Leadership  
Council  
Hinman Dental  
Big South Qualifier**



**\$41,474**  
**25,929**  
**103,666**  
**193,014**



H/M

Actual	\$17.33M	
Budget	\$16.24M	6.73%
FY12	\$15.63M	10.94%

**164,424**



## Economic Impact

**60.7M**  
(Estimated)





# FY13 Rolling Forecast Update



## Forecast Net Profit/Loss



Budget	<b>\$1,850,829</b>	<b>\$15,996,612</b>	<b>\$30,284</b>
Projection	<b>328,211</b>	<b>19,992,274</b>	<b>544,250</b>
Variance	<b>2,179,040</b>	<b>3,995,662</b>	<b>513,966</b>







# Architectural Services Agreement

April 30, 2013





# Agenda

- Architectural RFQ Overview
- Review of Architectural Services Agreement





# Architectural Request for Qualifications (RFQ) Overview

- Authority and Falcons prepared and conducted an Architect selection process in accordance with State law, which requires and prescribes a **qualifications-based selection** process for architectural services.
- Authority publicly advertised the RFQ on the GA Procurement Registry on 12/11/12. A restriction of communication has been in effect since advertisement and will remain in effect until execution of an Agreement.





# Architectural RFQ Overview (Cont'd)

- Statements of Qualifications were received from (10) firms on 12/28/12 (*alphabetically*):
  - 360 Architecture
  - AECOM
  - Eisenman Architects
  - Ewing-Cole
  - HKS, Inc.
  - Populous + Shop
  - RGC Stadium Design
  - Rosetti
  - tvsDesign/Heery/Gensler
  - Woods Bagot





# Architectural RFQ Overview (Cont'd)

- An Evaluation and Recommendation Committee (ERC), was established, made up of (4) Authority and (4) Falcons' Representatives:
  - **Kevin Duvall, GWCCA**
  - **Sherrie Spinks, GWCCA**
  - **Mark Zimmerman, GWCCA**
  - **Adam Straight, GWCCA**
  - **Greg Beadles, Falcons**
  - **Rich McKay, Falcons**
  - **Jim Smith, Falcons**
  - **Kim Shreckengost, Falcons**





# Architectural RFQ Overview (Cont'd)

- The ERC reviewed the Architectural Statements of Qualifications, using the following criteria categories to rank the firms:
  - ✓ **Stability and Resources of Firm**
  - ✓ **Relevant Experience & Qualifications**
    - ✓ **Suitability for Project**
  - ✓ **Past Performance and References**





## Architectural RFQ Overview (Cont'd)

- The ERC recommended a ranking which resulted in the following 5 highest-ranked firms (*alphabetically*):
  - **360 Architecture**
  - **Ewing Cole**
  - **HKS, Inc.**
  - **Populous + Shop**
  - **TVS Design/Heery/Gensler**





# Architectural RFQ Overview (Cont'd)

Firms submitted additional information which included a **Design Services Proposal**, comprised of:

- a) In-Depth Qualifications and Experience information;**
- b) Design Coordination Plan**
- c) Conceptual Submission**
- d) Preliminary EEO Plan**

Finalists were formally interviewed by the ERC on 4/15-16.





# Architectural RFQ Overview (Cont'd)

- The ERC met to evaluate and recommend final ranking after the interview process.
- A highest-ranked “Apparent Awardee” firm, **360 Architecture**, was recommended by the ERC on 4/17/13.
- An Architectural Fee Proposal was then submitted by **360 Architecture** on 4/18/13.





# 360 Architecture





# Architectural Services Agreement Negotiations

- The Principle Representative of the Authority (Executive Director) appointed a negotiation team made up of Falcons and Authority Representatives.
- Negotiation team worked with **360 Architecture** to achieve a final recommended agreement.
- Negotiating team notified Principal Representative on 4/24/13 of an agreement in principal subject to Board action. A draft of the agreement was submitted to the Board for review as a part of your pre-meeting packet.





# Stadium Development Committee (SDC)

On April 29, 2013 the SDC received a briefing on the following:

- Architectural RFQ procurement process overview
- Briefing from **360 Architecture**

SDC action included:

- Recommended approval of **360 Architecture** as the selected Lead Architect.
- Authorized Executive Director to complete Architectural Services Agreement.
- Following action of the SDC, Board received additional information regarding the negotiated fee, services and other Architectural Services Agreement information.





# Architect Services Agreement Overview

- General provisions regarding Equal Employment Opportunity (EEO); Nondiscrimination
- Architect compensation and payment
- Architectural Services Schedule





# Equal Employment Opportunity (EEO)

- **Contractual EEO Policy:** Architect and its Sub-consultants are required to abide by the affirmative action requirements imposed upon Developer and Owner pursuant to Applicable Law, including as a result of the construction of the Project being financed in whole or in part with public funds or owned by any public entity, or any agreement Developer or Owner may have with any public entity or any public financing authority.
- **Contractual EEO Participation:** Developer and Owner desire that the activities and services supporting the design, construction, and operation of the NSP will be performed in a manner that will advance the development of DBEs in the City of Atlanta, Fulton County, Georgia and the State of Georgia to the extent consistent with competition and with the objective of obtaining the highest quality performance of the work required.





# EEO; Nondiscrimination (Cont'd)

- **Contractual EEO Plan will include:**
  - Utilization of the City of Atlanta's DBE database and other available sources to identify qualified DBEs for participation in the NSP;
  - processes for outreach efforts, invitations to bid or solicitations to quote directed to DBEs, and procedures to ensure that complete information is provided to DBEs and that inquiries, reviews and requests for information are handled promptly and thoroughly;
  - implementation of a quarterly reporting system for monitoring performance in accordance with the requirements described above; exclusion of parties who fail or refuse to comply with the EEO Plan from further participation in the NSP;
  - and commercially reasonable best efforts to cause third party vendors to implement similar EEO plans and providing outreach and resource information and assistance to facilitate such implementation.





# Architect Compensation and Payment

• Total compensation for Preliminary Services	(2%)	\$ 650,000
• Total compensation for Basic Services:		
– Schematic Design	(18%)	\$5,850,000
– Design Development	(26%)	\$8,450,000
– Construction Documents and Bid/Award	(30%)	\$9,750,000
– Construction	(23%)	\$7,475,000
– <u>Post Construction</u>	(1%)	\$ 325,000
<b>TOTAL ARCHITECTURAL FEES</b>		<b>\$32,500,000</b>
• Total reimbursable compensation not to exceed:		<u>\$2,500,000</u>
<b>TOTAL ARCHITECT COMPENSATION:</b>		<b>\$35,000,000</b>







## Architectural Services Schedule

<u>Design Phase/Delivery/Task</u>	<u>Start Date</u>	<u>Finish Date</u>
Programming/Conceptual Design	4/30/2013	5/27/2013
<b>Conceptual Design Approval</b>		<b>6/3/2013</b>
Schematic Design Phase	6/4/2013	10/31/2013
■ CM Estimate - 50% SD Set	7/15/2013	7/29/2013
■ CM Estimate - 100% SD Set	9/24/2013	10/14/2013
<b>Schematic Design Approval</b>		<b>10/31/2013</b>
Design Development Phase	10/31/2013	4/18/2014
■ CM Estimate - 50% DD Set (IGMP)	1/9/2014	2/2/2014
■ CM GMP Proposal	3/18/2014	4/18/2014
■ GMP Review and Negotiation	4/18/2014	5/5/2014
<b>Design Development Approval</b>		<b>4/18/2014</b>
Construction Document Phase	4/21/2014	2/13/2015
Deliver 100% Construction Documents		2/13/2015
<b>Construction Document Approval</b>		<b>3/1/2015</b>





# Questions?





# Recommendation

The Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority authorizes the Executive Director to execute and deliver, in substantially similar form as Exhibit A to the resolution, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an Agreement for Architectural Services for the NSP.





# Financials

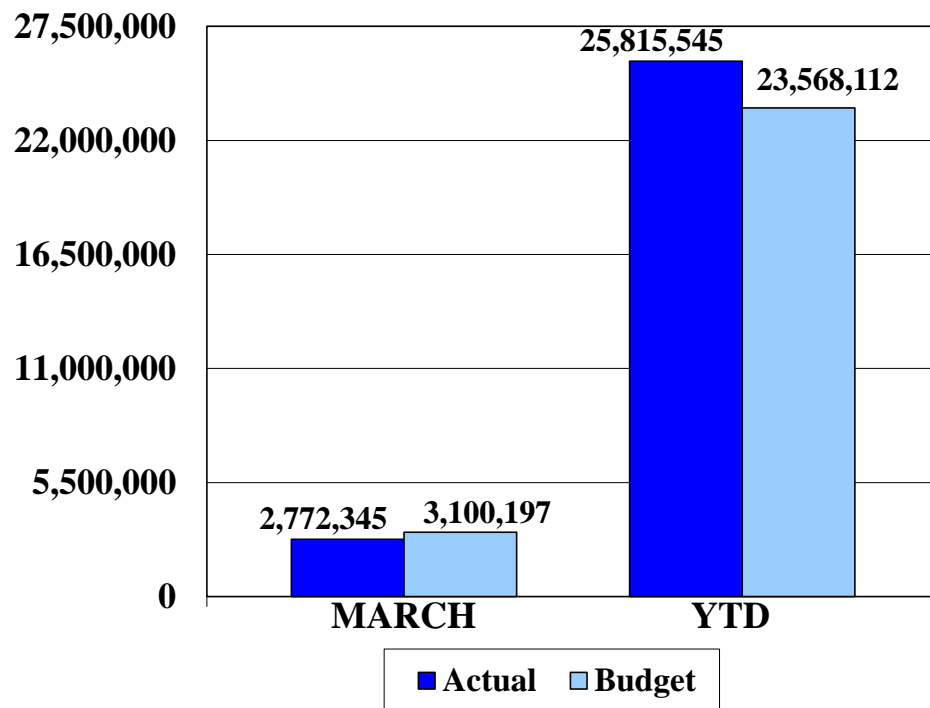
Georgia  
World Congress  
Center

March 2013



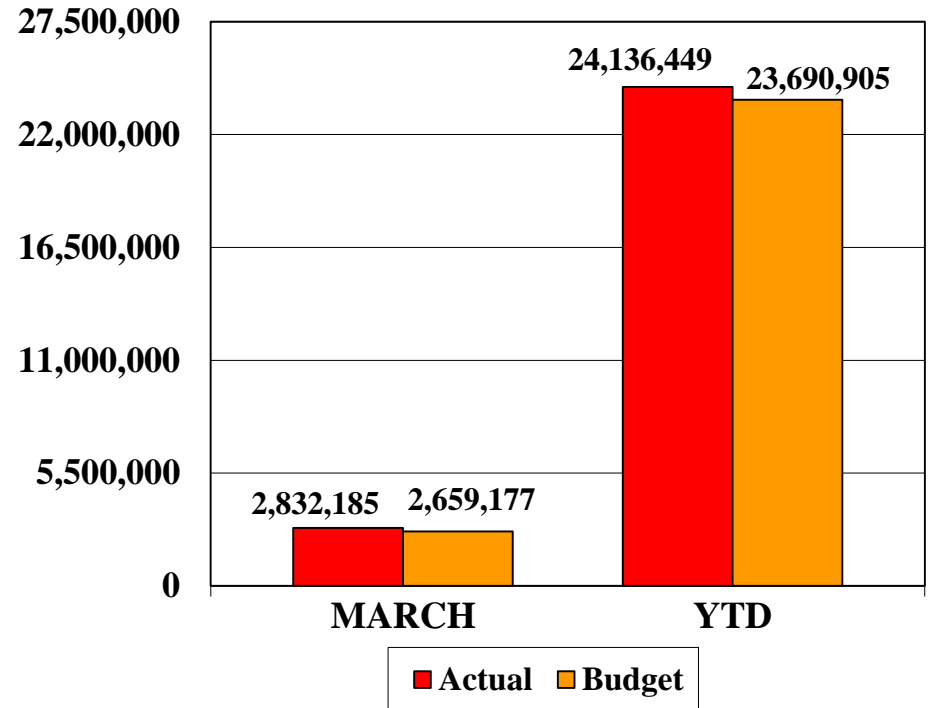
# Georgia World Congress Center March 2013/YTD FY13 Operating Revenue and Expense

## Revenue



**March Under Budget \$327,852**  
**YTD Over Budget \$2,247,433**  
**9.54%**

## Expense



**March Over Budget \$173,008**  
**YTD Over Budget \$445,544**  
**1.88%**

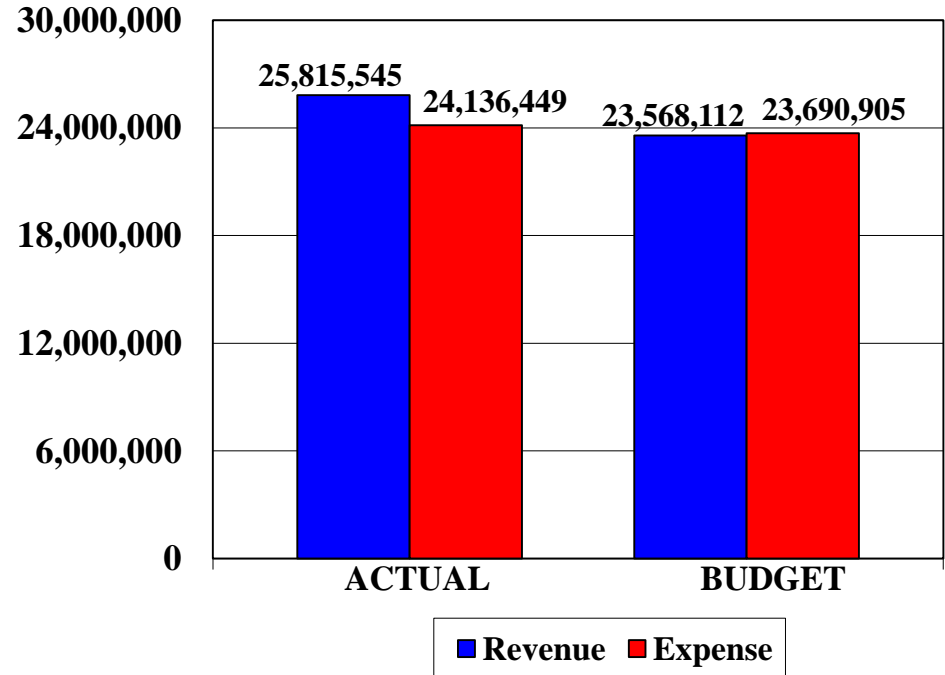
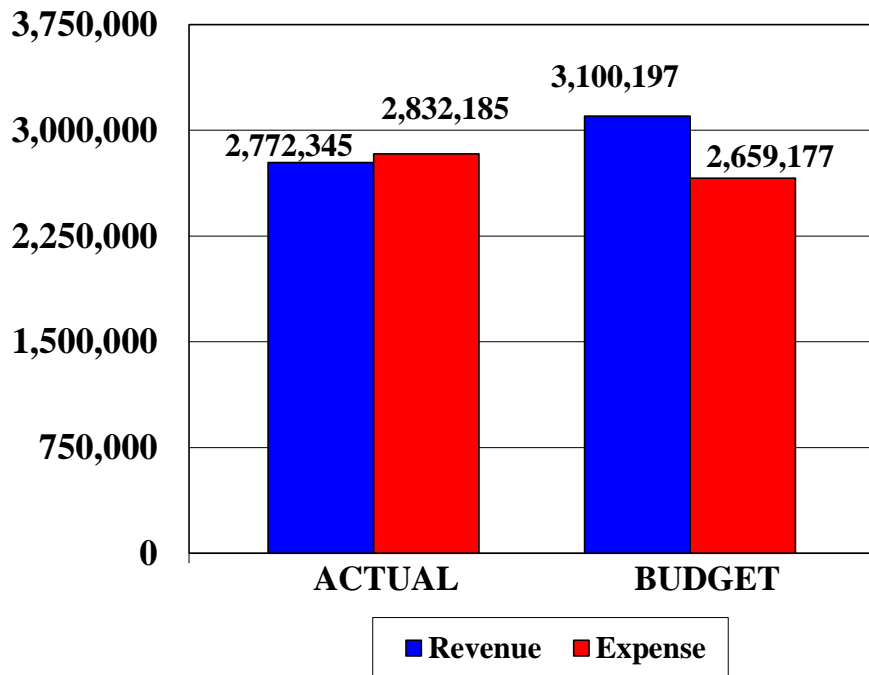
# Georgia World Congress Center

## March 2013/YTD FY13

### Net Operating Profit / Loss

#### MARCH

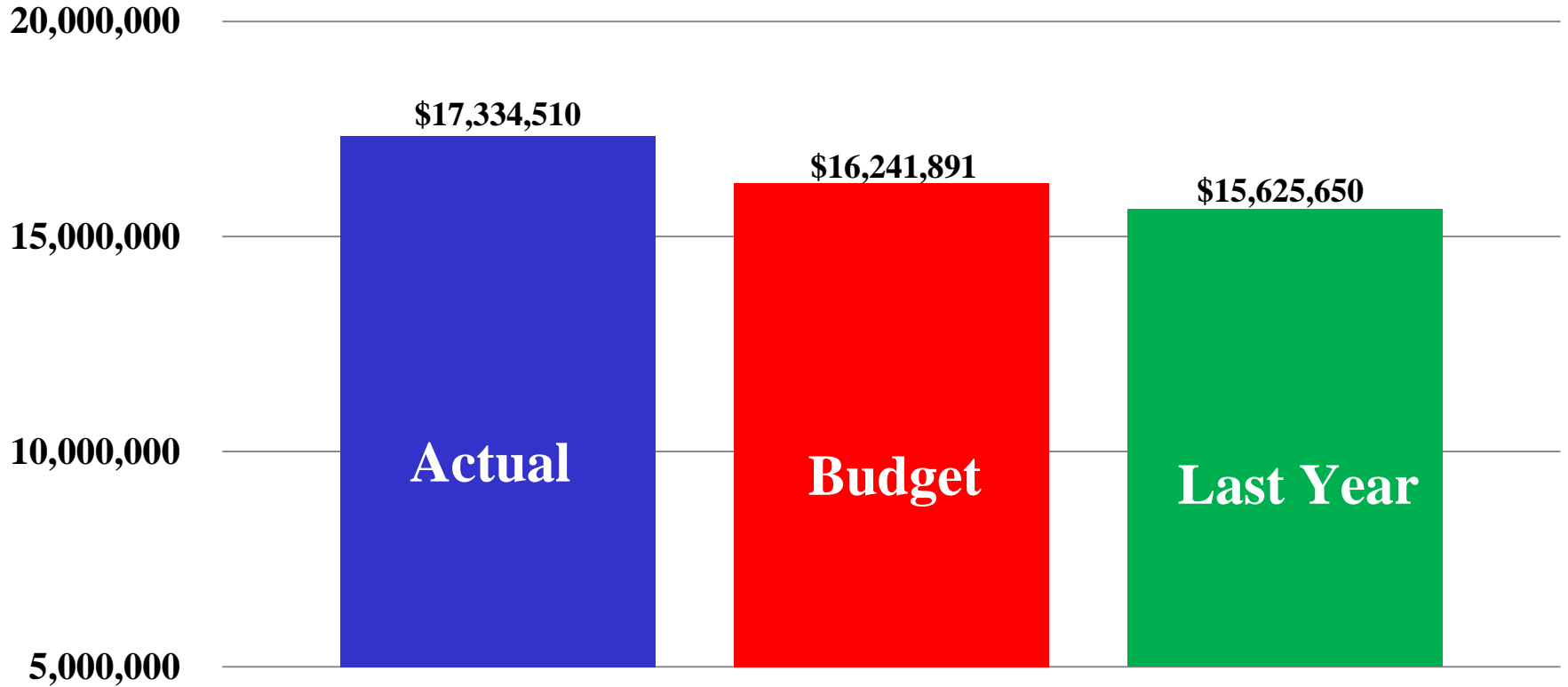
#### YEAR TO DATE



**Projected Net Profit \$441,020**  
**Actual Net Loss \$59,840**  
**Variance \$500,860**

**Projected Net Loss \$122,793**  
**Actual Net Profit \$1,679,096**  
**Variance \$1,801,889**

# GWCC/DOME Hotel/Motel Tax YTD July thru Mar 2013



**Actual over Budget 6.73%**  
**Actual over Last Year 10.94%**

**GEORGIA WORLD CONGRESS CENTER  
OPERATING BUDGET SUMMARY COMPARISON  
FY 2013 ROLLING FORECAST**

Updated through March 2013 actual

<b><u>REVENUE</u></b>	<b>Budget FY 2013</b>	<b>Projection FY 2013</b>	<b>Variance</b>
Rental	\$ 10,086,546	\$ 9,947,243	\$ (139,303)
Food & Beverage	5,023,272	6,569,405	1,546,133
Exhibit Utility Service	6,227,250	6,222,176	(5,074)
Parking	3,742,280	4,368,845	626,565
Hotel/Motel Tax	2,703,717	2,873,450	169,733
Other	2,126,588	2,464,103	337,515
<b>TOTAL REVENUE:</b>	<b>\$ 29,909,653</b>	<b>\$ 32,445,222</b>	<b>\$ 2,535,569</b>
<b><u>EXPENDITURES</u></b>			
Personnel Services	17,991,513	16,914,098	(1,077,415)
Regular Operating	9,255,498	9,857,219	601,721
Equipment Purchases	256,160	207,873	(48,287)
Per Diem/Fees/Contracts	2,812,557	3,639,189	826,632
Computer Charges	1,085,754	1,224,435	138,681
Other	359,000	274,197	(84,803)
<b>SUB-TOTAL EXPENDITURES:</b>	<b>\$ 31,760,482</b>	<b>\$ 32,117,011</b>	<b>\$ 356,529</b>
<b>NET PROFIT/LOSS</b>	<b>\$ (1,850,829)</b>	<b>\$ 328,211</b>	<b>\$ 2,179,040</b>





# Financials

Georgia  
Dome

March 2013

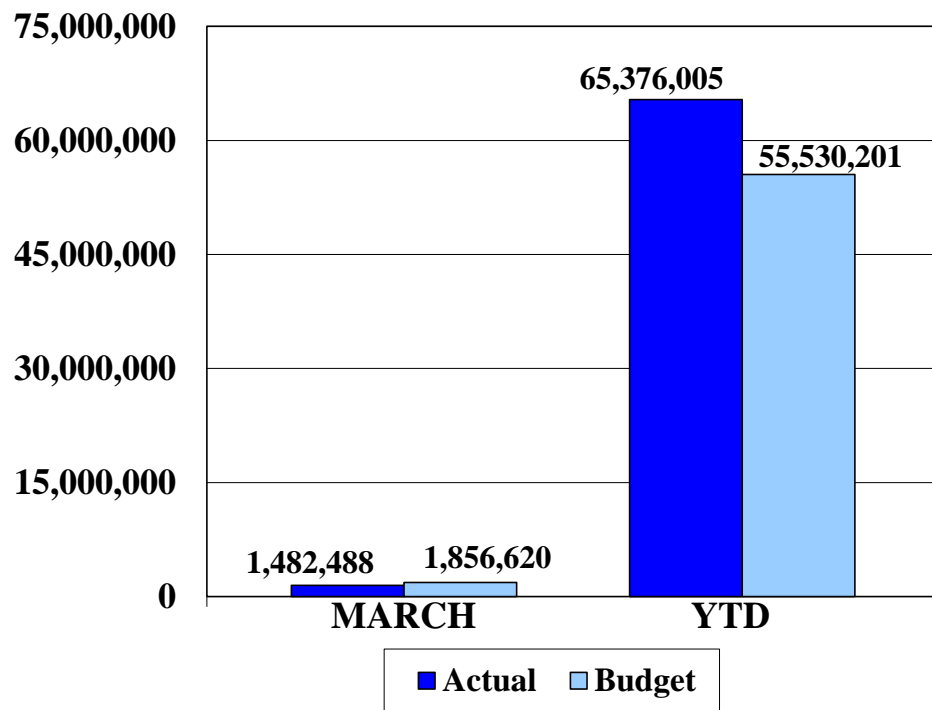


# Georgia Dome

## March 2013/YTD FY13

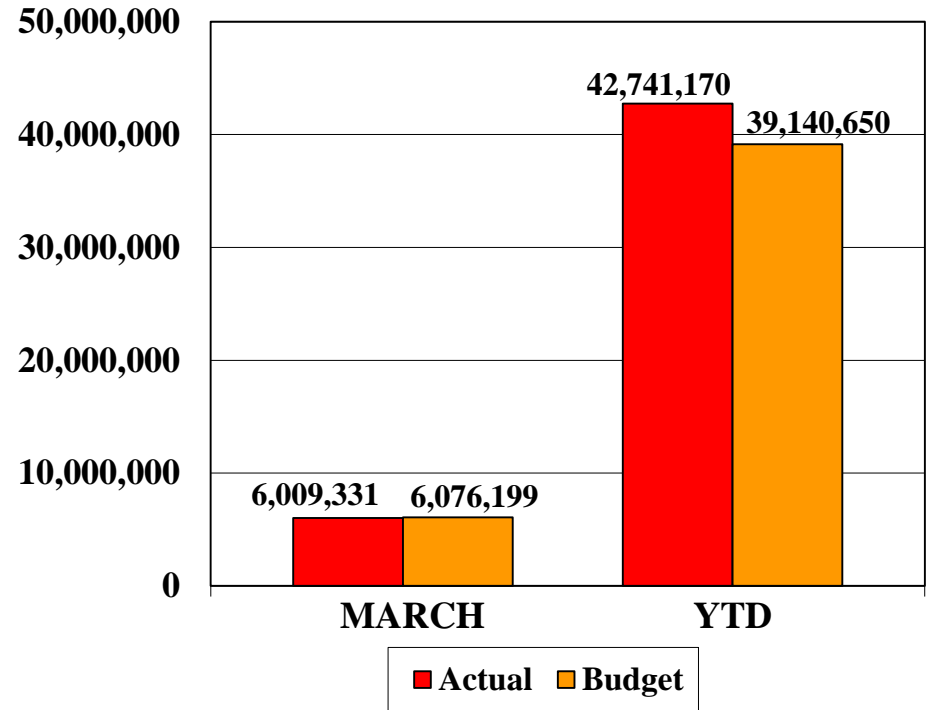
### Total Revenue and Expense

**Revenue**



**March Under Budget \$374,132**  
**YTD Over Budget \$9,845,804**  
**17.73%**

**Expense**



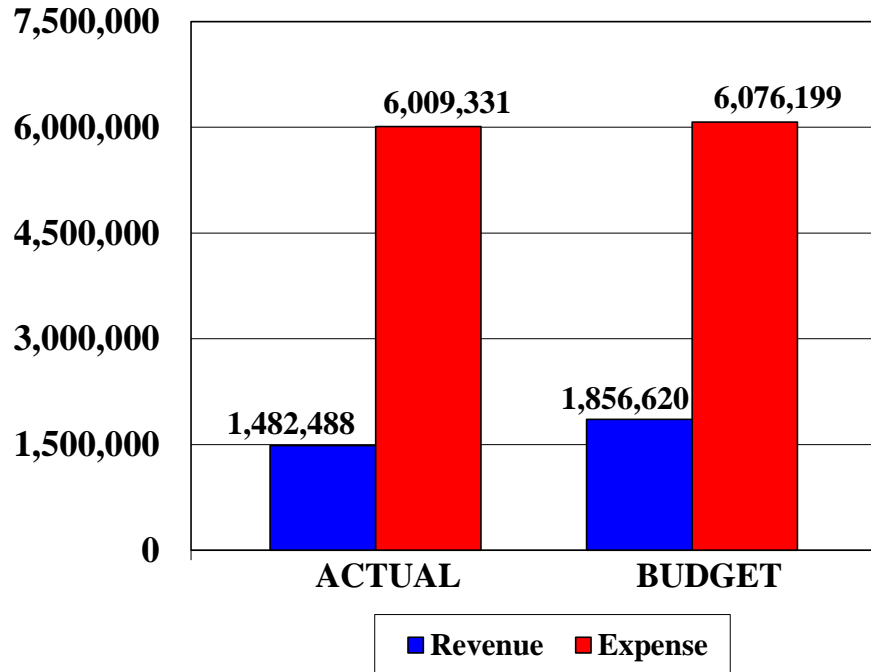
**March Under Budget \$66,868**  
**YTD Over Budget \$3,600,520**  
**9.20%**

# Georgia Dome

## March 2013/YTD FY13

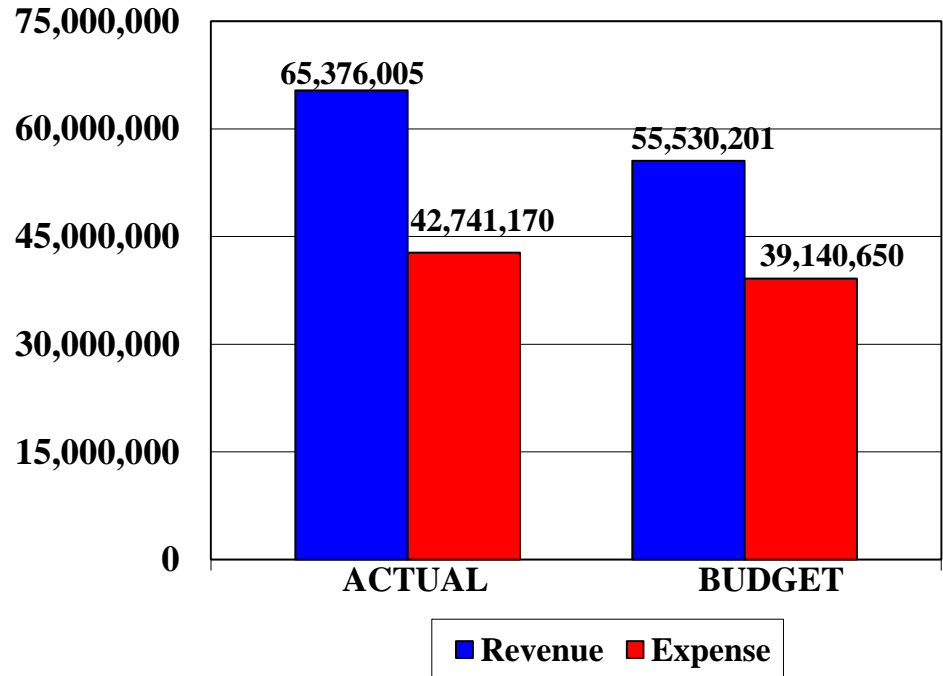
### Net Profit / Loss

MARCH



**Projected Net Loss \$4,219,579**  
**Actual Net Loss \$4,526,843**  
**Variance \$307,264**

YEAR TO DATE



**Projected Net Profit \$16,389,551**  
**Actual Net Profit \$22,634,835**  
**Variance \$6,245,284**

**GEORGIA DOME  
OPERATING BUDGET SUMMARY COMPARISON  
FY 2013 ROLLING FORECAST**

Updated through March 2013 actual

<b><u>REVENUE</u></b>	<b>Budget FY 2013</b>	<b>Projection FY 2013</b>	<b>Variance</b>
Rental	\$ 9,502,284	\$ 13,398,005	\$ 3,895,721
Food & Beverage	6,833,315	9,325,571	2,492,256
Suite/Seats License Fees	18,864,950	20,829,508	1,964,558
Advertisers	4,160,000	4,158,719	(1,281)
Hotel/Motel Tax	19,160,939	20,252,509	1,091,570
Other	1,789,982	3,792,517	2,002,535
<b>TOTAL REVENUE:</b>	<b>\$ 60,311,470</b>	<b>\$ 71,756,829</b>	<b>\$ 11,445,359</b>
 <b><u>EXPENDITURES</u></b>			
Personnel Services	\$ 9,705,547	\$ 9,833,372	\$ 127,825
Regular Operating	6,900,913	8,961,179	2,060,266
Per Diem/Equip	10,267,570	12,390,810	2,123,240
Game Tickets	9,249,187	10,064,160	814,973
Contract-Falcons	4,000,000	6,343,211	2,343,211
Debt Service Interest	3,174,707	3,174,208	(499)
Other	1,016,934	997,615	(19,319)
<b>SUB-TOTAL EXPENDITURES:</b>	<b>\$ 44,314,858</b>	<b>\$ 51,764,555</b>	<b>\$ 7,449,697</b>
 <b>OPERATING PROFIT/LOSS</b>	<b>\$ 15,996,612</b>	<b>\$ 19,992,274</b>	<b>\$ 3,995,662</b>



# Financials

Centennial  
Olympic Park

March 2013



GEORGIA  
WORLD  
CONGRESS  
CENTER  
AUTHORITY



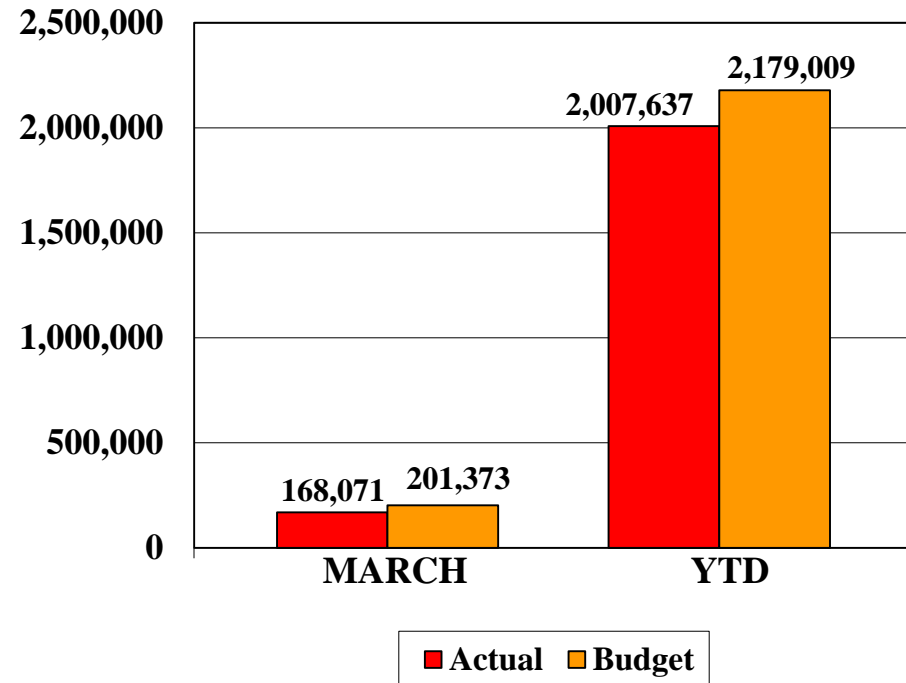
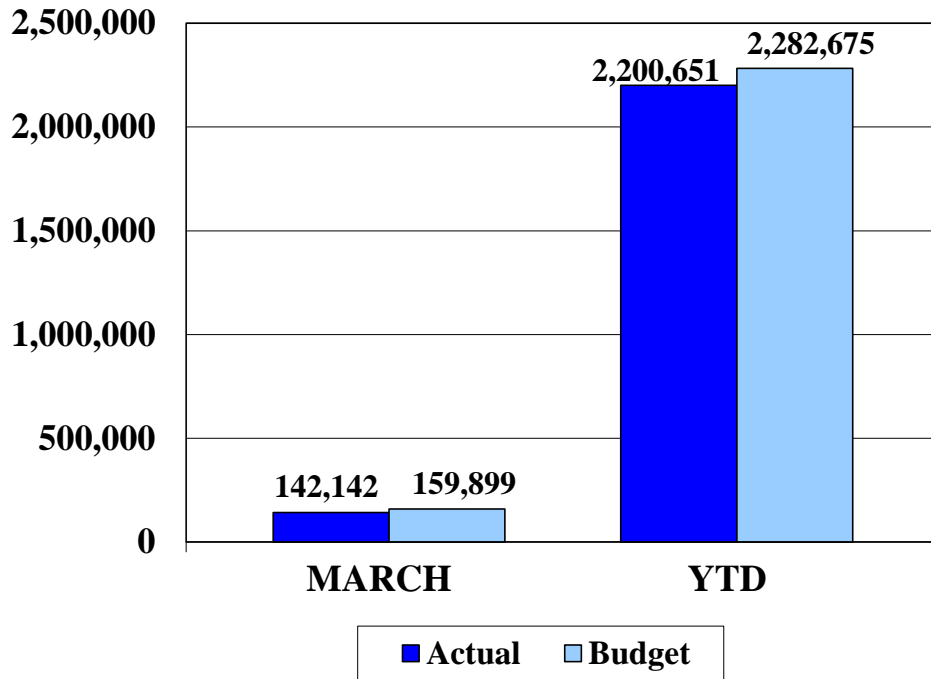
# Centennial Olympic Park

## March 2013/YTD FY13

### Total Revenue and Expense

Revenue

Expense



**March Under Budget \$17,757**  
**YTD Under Budget \$82,024**  
**3.59%**

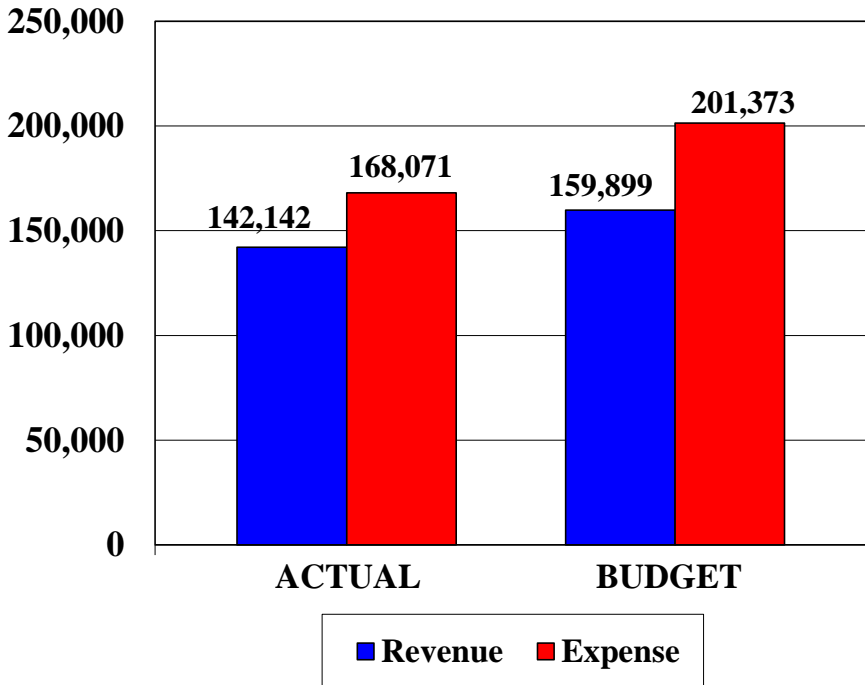
**March Under Budget \$33,302**  
**YTD Under Budget \$171,372**  
**7.86%**

# Centennial Olympic Park

## March 2013/YTD FY13

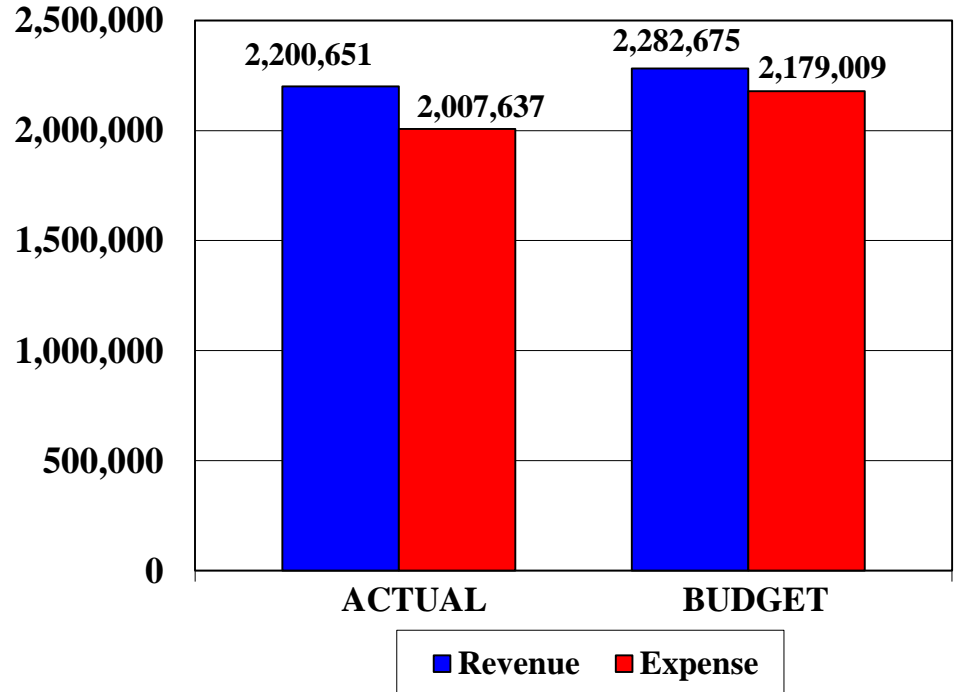
### Net Gain / Loss

MARCH



**Projected Net Loss \$41,474**  
**Actual Net Loss \$25,929**  
**Variance \$15,545**

YEAR TO DATE



**Projected Net Gain \$103,666**  
**Actual Net Gain \$193,014**  
**Variance \$89,348**

**CENTENNIAL OLYMPIC PARK  
OPERATING BUDGET SUMMARY COMPARISON  
FY 2013 ROLLING FORECAST**

Updated through March 2013 actual

<b><u>REVENUE</u></b>	<b>Budget</b>	<b>FY 2013</b>	<b>Projection FY 2013</b>	<b>Variance</b>		
Rental	\$	223,300	\$	260,766	\$	37,466
Food & Beverage/Googie		641,745		687,692		45,947
Transfer -GWCC		1,527,600		1,567,063		39,463
Sponsorship/Other		474,208		610,725		136,517
Ticket Sales/Ice Rink		400,000		499,569		99,569
<b>TOTAL REVENUE:</b>	<b>\$</b>	<b>3,266,853</b>	<b>\$</b>	<b>3,625,815</b>	<b>\$</b>	<b>358,962</b>
<b><u>EXPENDITURES</u></b>						
Personnel Services	\$	1,746,660	\$	1,657,737	\$	(88,923)
Regular Operating		617,148		531,783		(85,365)
Other		872,761		892,045		19,284
<b>SUB-TOTAL EXPENDITURES:</b>	<b>\$</b>	<b>3,236,569</b>	<b>\$</b>	<b>3,081,565</b>	<b>\$</b>	<b>(155,004)</b>
<b>OPERATING GAIN/(LOSS)</b>	<b>\$</b>	<b>30,284</b>	<b>\$</b>	<b>544,250</b>	<b>\$</b>	<b>513,966</b>



# Economic Impact – March 2013

Total Impact \$60.7 million

## **GWCC**

SECO, International, LLC

Conference on Retroviruses & Opportunistic Infections (CROI)

American Royale

Georgia Marathon

International Auto Show

African American Leadership Council (AALC)

Hinman Dental

Big South Qualifier

**164,424 attendance**

**New Dollars - \$32 million**

**Economic Impact - \$60.7 million**

**Sales Tax Generated - \$1.6 million**