

Georgia World Congress Center Authority

November 2010
Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA Sales & Marketing Update

October 2010



Georgia World Congress Center Sales Update

New Business Booked



Atlanta International Auto Show

**Atlanta International
AUTO SHOW**

MARCH 23-27, 2011
GEORGIA WORLD CONGRESS CENTER - C BUILDING - NORTHSIDE DR.

March 2011

Halls C1, C2, C3, C4

10,000

12 Days



Full Gospel Fellowship



July 2014
Halls A2, A3

10,000

8 Days



Other GWCC Confirmed Events – October 2010

Event	Date	Location	Attendance	Days
CFA Examination	December 2010	A2, A3	600	2
US Fencing Association Division 1/Open Team NAC	December 2010	A2	700	4
HealthExpo	June 2011	C4	3,000	4



Georgia Dome
Sales Update

New Business Booked



Russell Athletic HBCU All-Star Bowl Game



**December 2010
Stadium**

20,000

1 Day



Georgia State University Graduation



December 2010

Arena

10,000

2 Days



Georgia Tech Graduation



May 2011

Arena

15,000

5 Days



Other Dome Confirmed Events – October 2010

Event	Date	Location	Attendance	Days
Martin L. Ling Jr. High School Graduation	May 2011	Half Floor – West	1,000	1
Redan High School Graduation	May 2011	Half Floor – East	5,000	1
Westlake High School Graduation	May 2011	Half Floor – West	1,500	1
Creekside High School Graduation	May 2011	Half Floor – West	1,500	1



Centennial Olympic Park Sales Update

No New Business Booked



October 2010 Sales Summary

GWCC
Total Days Booked

30



DOME
Total Days Booked

12



PARK
Total Days Booked

0



Economic Impact – October 2010

Total Impact \$133.4 million

GWCC

2010 Grand Nationals
National Association of Convenience Stores

AALAS National Meeting
National Business Aviation Association

Mortgage Bankers Association
World Workplace Expo

63,718 attendance

New Dollars - \$70.6 million

Economic Impact - \$115 million

Sales Tax Generated - \$5 million

Dome

Georgia State University vs. Morehead
Falcons vs. 49ers

Georgia State University vs. Savannah State
Georgia State University vs. N.C. Central

Falcons vs. Bengals
Rams of America

150,811 attendance

New Dollars - \$11.7 million

Economic Impact - \$18.4 million

Sales Tax Generated - \$806 thousand



Grand Nationals



National Association of Convenience Stores



National Association of Convenience Stores



National Business Aviation Association



National Business Aviation Association



Mortgage Bankers Association



Atlanta Falcons vs. San Francisco 49ers



Cessna Product Launch



Atlanta Public Schools Domecoming



Atlanta Falcons vs. Cincinnati Bengals



Light the Night

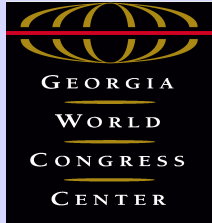


Walk to Cure Juvenile Diabetes



Walk to Cure Juvenile Diabetes

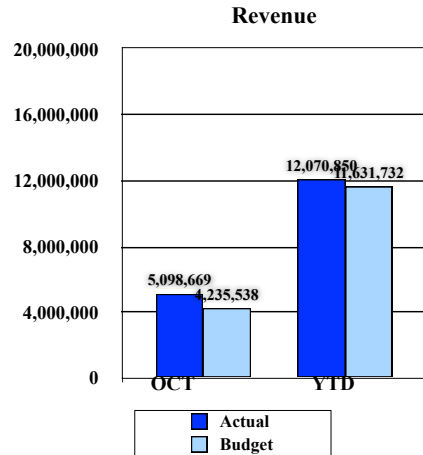




Georgia World Congress Center

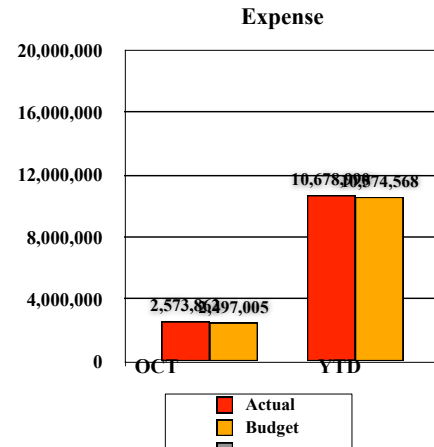
October 2010
Financial Reports

Georgia World Congress Center October 2010/YTD 2011 Operating Revenue and Expense



October Over Budget \$863,131
YTD Over Budget \$439,118

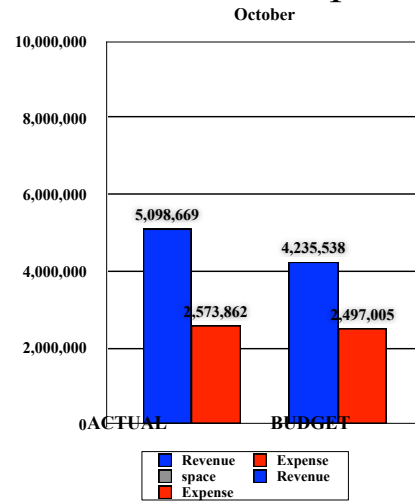
3.78%



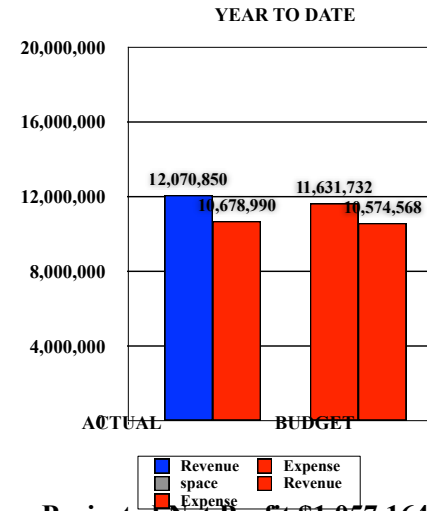
October Over Budget \$76,857
YTD Over Budget \$104,422

.99%

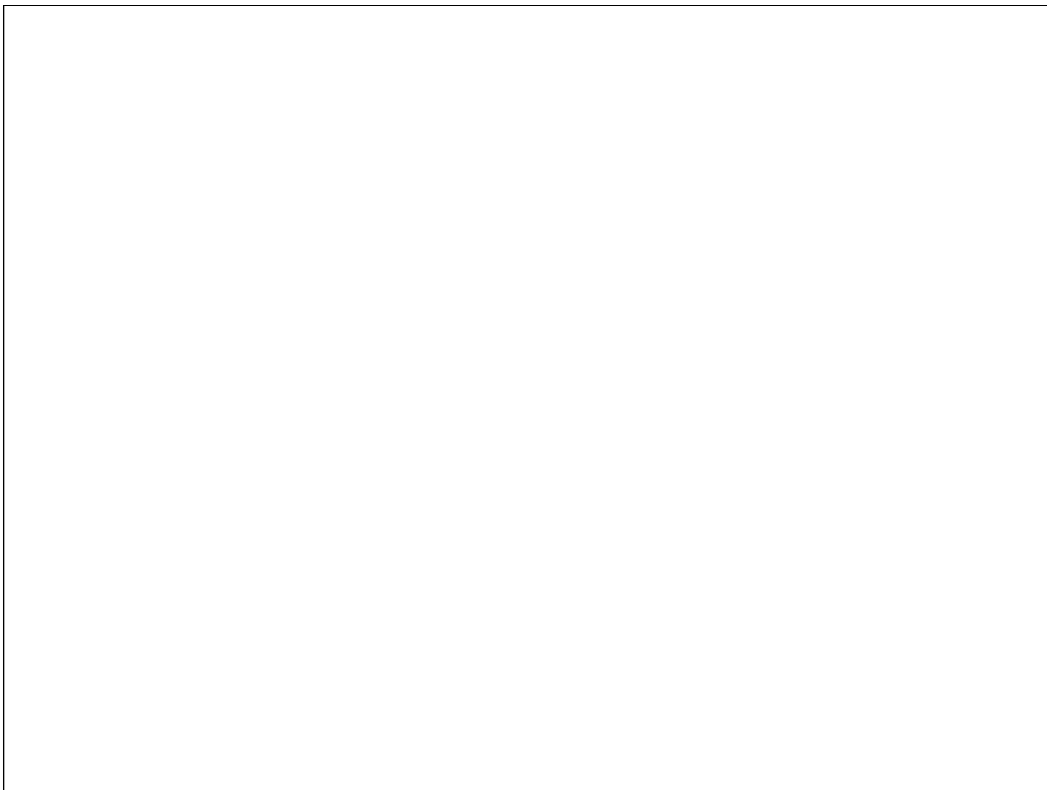
Georgia World Congress Center October 2010/YTD 2011 Net Operating Profit / Loss



Projected Net Profit \$1,738,533
Actual Net Profit \$2,524,807

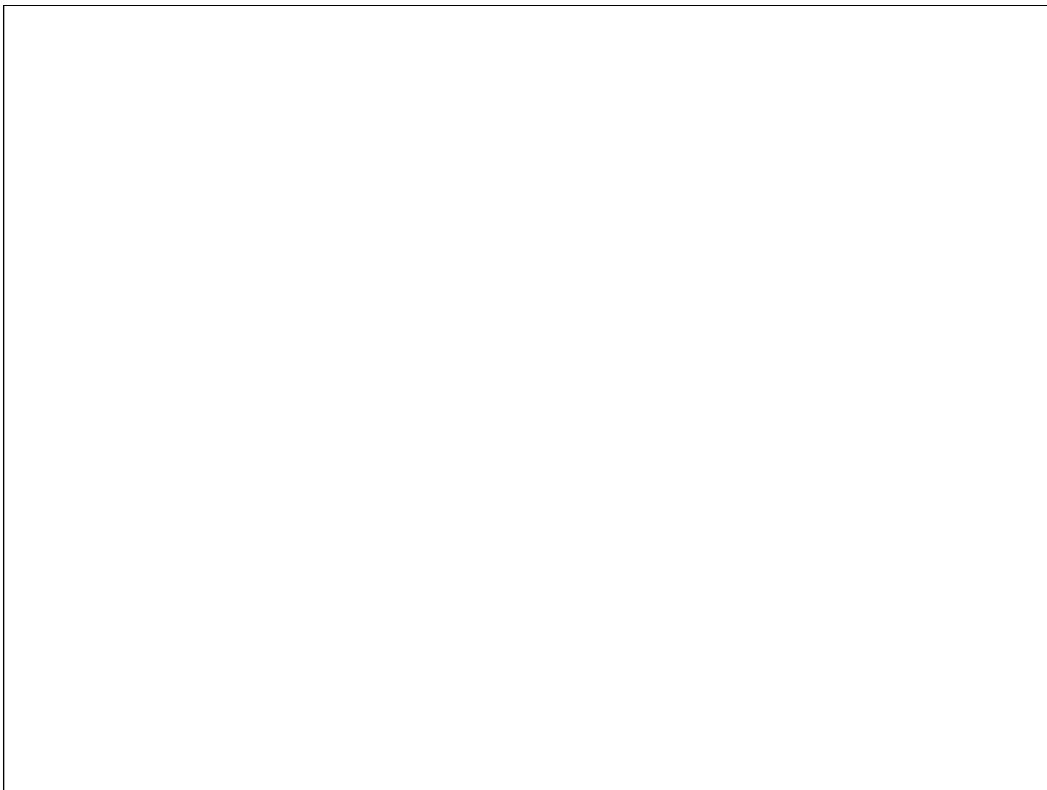


Projected Net Profit \$1,057,164
Actual Net Profit \$1,391,860



**GWCC FOOD & BEVERAGE REVISED
PROJECTIONS
FY 2011**

	BUDGET	ACTUAL/REVISED FORECAST	VARIANCE
JULY – OCTOBER	\$2,084,921	\$2,002,538	(\$82,383)
NOVEMBER- DECEMBER	459,834	499,838	40,004
JANUARY - JUNE	3,194,854	3,453,819	258,965
TOTAL	\$5,739,609	\$5,956,195	\$216,586

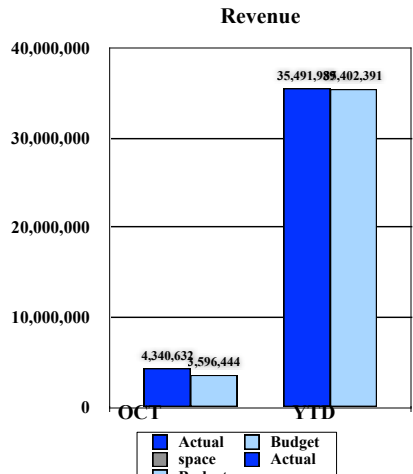




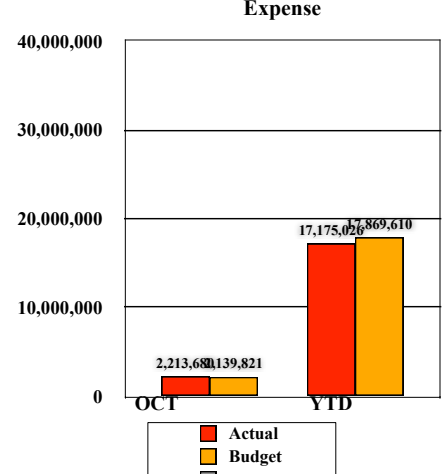
Georgia Dome

October 2010
Financial Reports

Georgia Dome October 2010/YTD 2011 Total Revenue and Expense

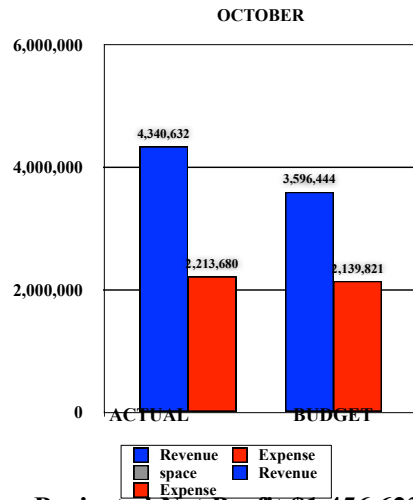


October Over Budget \$744,188
YTD Over Budget \$89,598
0.25%

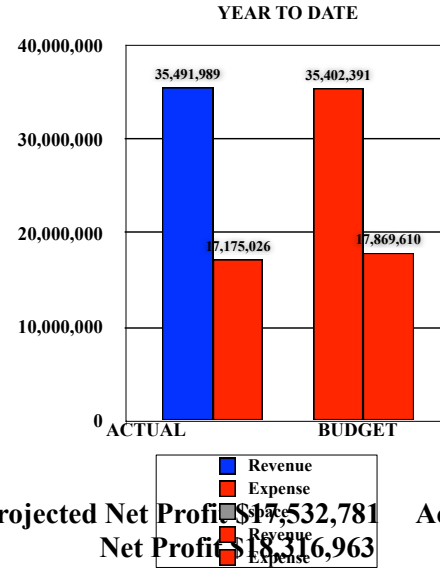


October Over Budget \$73,859
YTD Under Budget \$694,584
3.89%

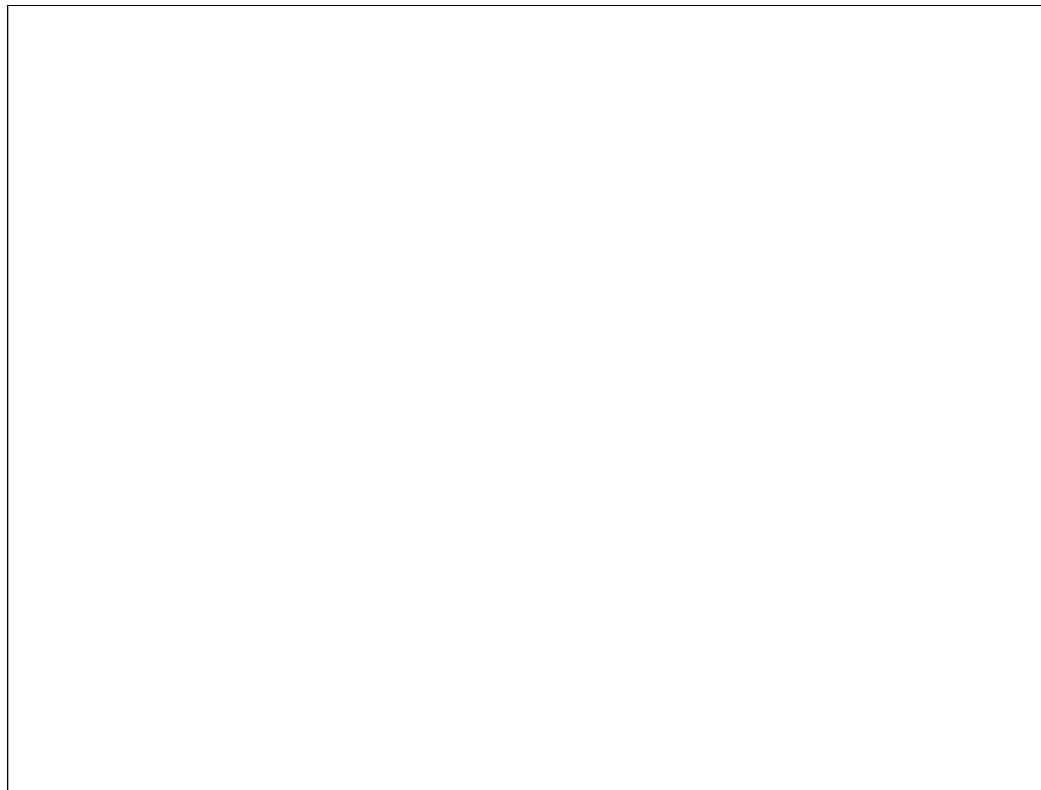
Georgia Dome October 2010/YTD 2011 Net Profit / Loss

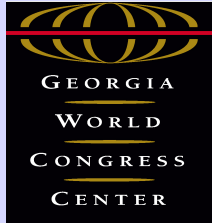


Projected Net Profit \$1,456,623
Actual Net Profit \$2,126,952



Projected Net Profit \$17,532,781
Actual Net Profit \$18,316,963

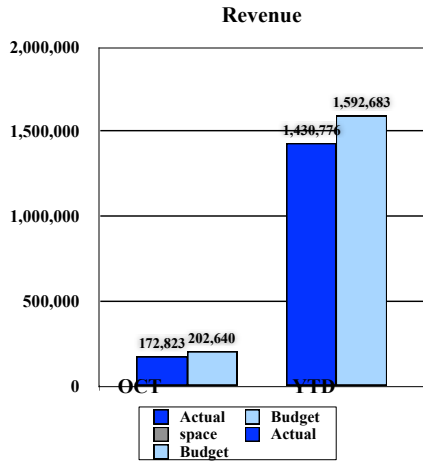




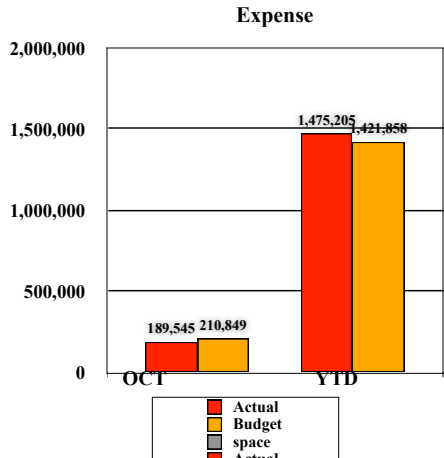
Centennial Olympic Park

October 2010
Financial Reports

Centennial Olympic Park October 2010/YTD 2011 Total Revenue and Expense

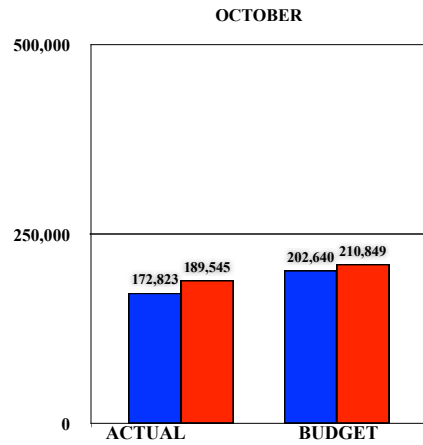


October Under Budget \$29,817
YTD Under Budget \$161,907
10.17%

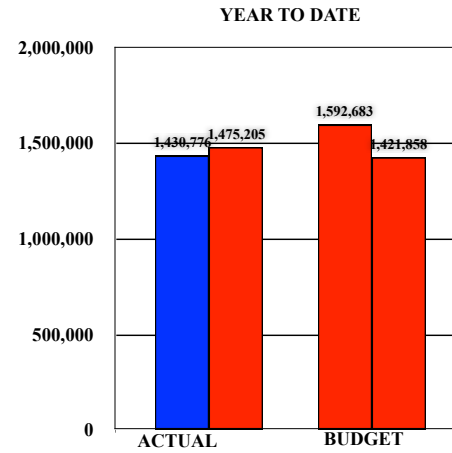


October Under Budget \$21,304
YTD Over Budget \$53,347
3.75%

Centennial Olympic Park October 2010/YTD 2011 Net Gain / Loss



Projected Net Loss \$8,209
Actual Net Loss \$16,722



Projected Net Gain \$170,825
Actual Net Loss \$44,429



Georgia World Congress Center Authority

ACVB 2011
Business and Financial Plan



— What moves you.



Georgia World
Congress Center
Authority Presentation
November 30, 2010

2011 Business & Financial Plan

Atlanta Convention & Visitors Bureau, Inc.

Our Mission

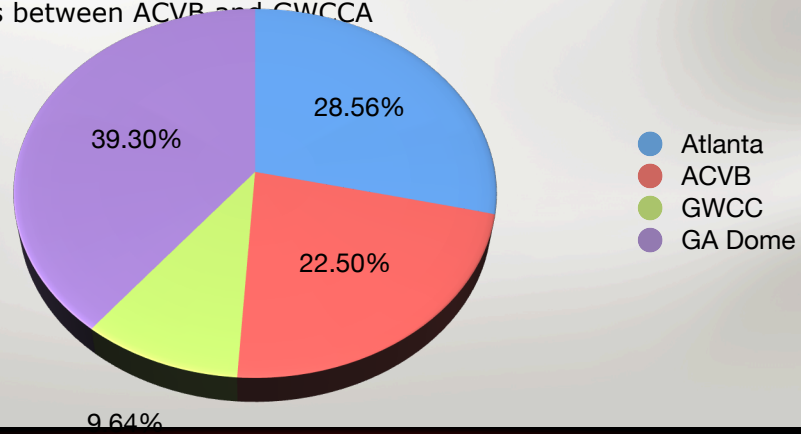
To *sell* and market metro *Atlanta* and Georgia globally as the premier *conventions*, meetings and *tourism* destination in the regional, *national* and international marketplace and *favorably* impact the *Atlanta* economy through conventions and tourism.

ACVB Background

- **ACVB founded 1913**
- **Market Atlanta to tourists, convention attendees, meeting planners and business travelers**
- **Promote entire destination**
 - Hotels
 - Restaurants
 - Attractions, etc
- **93,000 hotel rooms in metro Atlanta**
- **Bed tax collected on City of Atlanta accommodations (18,625 rooms in Atlanta) primarily in:**
 - Downtown
 - Midtown
 - Buckhead

Bed Tax Background

- Current contract dated 1984 with expiration in 2017, major amendment 1992 **Bed Tax Allocation**
- Contract is between ACVB and GWCCA



2010 Highlights

- Booked group room-nights projected to end year at 1,727,000 - up 33% over 2009
- Hosted more than 750 prospective customers for SITE visits and FAM trips
- Hosted 4 customer board of directors meetings and secured 1 tradeshow for 2 years as a result
- Secured ASAE annual meeting for 2013 which was last in Atlanta in 1992
- On track to meet attendance goals with 25 out of 33 of our largest conventions exceeding their attendance goals
- Made formal Atlanta presentations in 5 cities to over 475 potential clients
- Executed seven consumer promotions (Diana, Allure of the Automobile, Summer Fun, Backyard Adventure, Dali, BIG BOO, and Holiday)
- Executed our first destination appeal year-round meeting planner campaign with over 7 million targeted media impressions
- Launched 5 foreign language mini-sites to promote Atlanta to key international feeder markets
- Grew atlanta.net traffic by 6%
- Exceeded online advertising revenue goals by more than 20%
- Secured a major 70 page Atlanta feature in the November issues of Delta SKY in-flight

2010 Highlights-continued

- Adjusted sales strategies to respond to shifts in the visitor/convention market
 - Expanded focus to emerging growth segments where government is investing (alternative energy, healthcare, engineering, manufacturing, education and infrastructure) key bookings – Wind Energy, MODEX, ASH, TIACA
 - Expanded opportunities with 500-1200 peak room night segment, due to second tier cities becoming more competitive (Nashville, Charlotte, Louisville)
 - Increased average room nights booked for each meeting by 31% (1,378 to 1,805 room-nights) within our in-house sales team
- Advanced customer insights to refine sales messaging
- *Significantly improved metrics in City of Atlanta hotel tax district:

* YOY through 9/30/2010



— What engages you.

2011 Business Plan



2011 Goals

- Increase bookings by 7% percent to **1,850,000** group room nights & generate **3,350** leads
- Achieve 100 percent attendance goal for major city wide conventions
- Increase visibility of Atlanta as one of the top **US** travel **destinations**
- Establish and maintain **atlanta.net** as the **premier** hospitality online **marketing platform**
- Optimize **processes** and ensure **alignment** of resources
- Position ACVB as an industry expert nationally and as the singular **voice** of hospitality in Atlanta

Increase group bookings by 7% to 1,850,000 room nights & generate 3,350 leads

New or significant ramp up in focus

- Maximize strategic partnership with ASAE
 - Maximize association research opportunities
 - Market to senior level association executives
 - Maximize marketing opportunities to meeting planners and targeted associations in emerging markets
- Host 2011 Travel South Showcase which will bring more than 150 domestic tour operators, international travel companies and media to Atlanta for 3 day event
- Implement year-long industry focused email marketing(CRM) to meeting planner database
- Promote international mini-sites in five languages to assist with international attendance

Continue or enhance focus from prior year

- Continue deployment strategy implemented in January 2010 from the McKinsey Project
- Host four familiarization tours (FAMs) with a target of 100 meeting planners
- Host three sales missions in Washington DC and Chicago

Increase group bookings by 7% to 1,850,000 room nights & generate 3,350 leads-(continued)

Continue or enhance focus from prior year (continued)

- Market Atlanta's assets in the medical, manufacturing, construction, financial, energy and education industries to support the sales team emerging industries strategy
- Host 21 international FAM trips for a total of 165 tour and travel professionals
- Participate in 65 industry events and trade shows highlighting Atlanta as a premier meeting and convention destination
- Enhance Atlanta's destination online advertising campaign targeted to meeting planners
- Continue emphasis on emerging markets – Energy, Healthcare, Manufacturing, Transportation, Financial

Achieve 100% attendance goal for major city-wide conventions

New or significant ramp up in focus

- Implement comprehensive attendance building marketing package advancing engagement between meeting planners and ACVB (including Sales, Convention Service, Marketing and Membership departments)
 - Repackage all service tools to better communicate to planners all opportunities

Continue or enhance focus from prior year

- Align ACVB efforts with goals from each major group
- Target 2012 city-wide conventions and expand visibility of Atlanta at their 2011 convention
- Develop 22 micro-sites providing online attendance building support for top city-wide groups
- Communicate Atlanta's destination messaging to promote attendance building program to attendees

Increase visibility of Atlanta as one of the top U.S. travel destinations

New or significant ramp up in focus

- Increase visitation and page views on atlanta.net by expanding timely content and leveraging social media (blogs, etc.)
 - Site traffic increased due to growing referrals from search engines (SEO) and
 - From increased return visits due to expanding timely content

Continue or enhance focus from prior year

- Continue integration of brand messaging across all communication channels
- Target increased drive-in market tourism by continuing prior year implementation of a year-long destination co-op campaign
- Implement a sustainable organization model to consistently engage with visitors across all preferred channels in a cost efficient and responsive manner (leveraging social media, digital marketing channels, and visitor touch points)
- Increase destination awareness through coverage in national and regional media

Establish and maintain atlanta.net as the premier hospitality online marketing platform

Research has proven that increasing visitation to atlanta.net increases visitation to Atlanta

New or significant ramp up in focus

- Drive additional revenue by development of quarterly site section sponsorships
- Evaluate and improve usability of interior site content sections
- Significantly enhance mobile accessibility in order to meet growing user demands with best in class functionality

Continue or enhance focus from prior year

- Position atlanta.net as the source for information on what to see and do in Atlanta for over 7,500,000 site visitors
- Refine successful search engine optimization (SEO) strategy to drive additional qualified traffic to exceed and maximize advertiser value for each key content category with an overall target of 62% of network traffic
- Continue eCRM program to maximize registered user database of 118,000 active users and target 30,000 new users to register by providing content rich information

Optimize processes and ensure alignment of resources

New or significant ramp up in focus

- Revamp atlanta.net media room to leverage new media and maximize messaging opportunities
- Create a MarketPlace on the FMO that will serve as a place where ACVB's corporate members can advertise specials for the members
 - Specials to be for an individual or an organization
- Implement fully automated tracking and reporting for contributed services
- Implement project management tracking solution for extended eTeam

Position ACVB as an industry expert nationally and as the singular voice of hospitality in Atlanta

New or significant ramp up in focus

- Establish strong relationship with new state administration

Continue or enhance focus from prior year

- Engage public and private sector by serving on boards, identifying speaking engagements, and utilizing Atlanta executives in ACVB sales efforts
- Maintain relationships with city and establish same with new state administration
- Maintain leadership positions on hospitality industry boards
- Expand media efforts through guest columns, editorials, and Q&A on industry issues

Business Environment-Looking Ahead

- Trade show attendance continues to improve
- PKF is forecasting the metro Atlanta market to grow 0.7% in occupancy and 5.2% in REVPAR for 2011
- While will host fewer city-wide conventions in 2011, we will exceed our historical average for the past several years
- Transient business travel and short term meetings are on the rise
- We will continue to see pricing pressure as convention center supply (Nashville, Indy) increases and new convention hotels are being developed (Nashville, Indy, Washington, Dallas)
- Looking ahead to 2012, The Travel Promotion Act will generate \$200 million to promote travel to the U.S. in overseas markets, which should benefit Atlanta significantly



— What moves you.

2011 Financial Plan



2011 FINANCIAL PLAN NARRATIVE

We are projecting for the purposes of our financial plan that public sector revenues for 2011 will be flat to 2010. We are also projecting relatively flat private sector revenue. As we continue to rebuild our financial strength after the most recent recession, it is more important than ever that we take a very conservative position on building our plan and projecting our revenue streams for 2011.

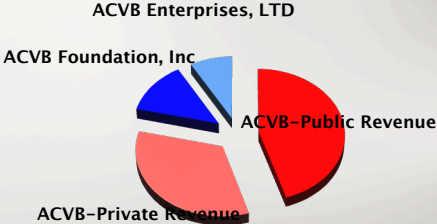
Payroll and related expenses, for ACVB only, are projected to increase 2.0% during 2011 over 2010's forecast. This is due primarily to two issues. Approximately one-half of this increase is due to our increased healthcare costs, and the other half of this increase is due to reinstating our merit increase program effective July 1st. The average merit increase pool is 2%.

Operating expenses are relatively flat.

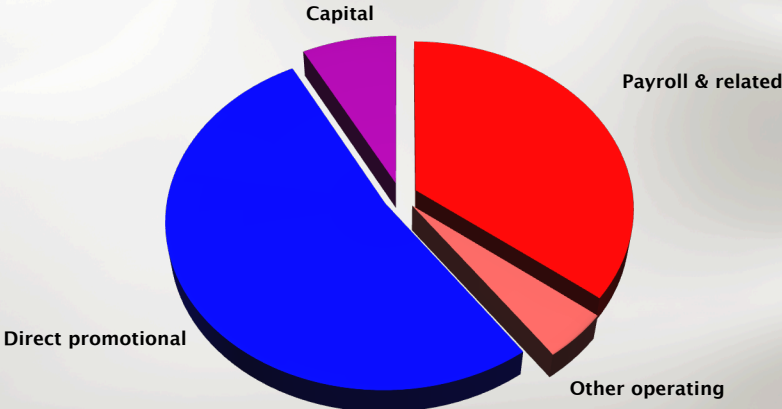
Direct promotional expenses are increasing 1.0% due primarily to an increase in private sector funding to programs.

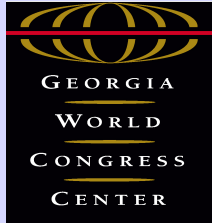
Expenses for Capital assets are relatively flat.

**TOTAL CONSOLIDATED
REVENUE \$20,042,781**



**TOTAL CONSOLIDATED
EXPENSE \$19,912,282**





Georgia World Congress Center Authority

College Football
Hall of Fame
Resolution



Overview

- Concept – Build 50k/\$50M College Hall of Fame in Atlanta
- Licensor – National Football Foundation (NFF). License granted to build and operate the facility to Atlanta Hall Management (AHM).
- State involvement – Approved \$10 million in GO bonds in FY11 budget.
- Site – Marietta Street parking lots adjacent to the Omni.
- Seeking – 30 year ground lease with up to four 5-year options.
- Key Business Points – facility design input, enhanced parking facility, Marietta street presence for the GWCC.



Process

- Development of business terms with AHM
- Board Ad-hoc Committee review
- State entities involvement for resolution development
 - Georgia Dept of Economic Development (GDEcD)
 - State Properties Commission (SPC)
 - Attorney General's office (AG)
 - Georgia State Financing Investment Commission (GSFIC)
- Approvals – GWCCA Board resolution is the first step.
 - General Assembly approval
 - State Properties Commission authorization of the ground lease



Advantages

- New attraction for Atlanta.
- Another booking option for customers of the GWCC.
- Solidifies our campus as the home of college football
 - Georgia Dome/Hall/GWCC
- Unique event space to offer clients that overlooks the Park
- Potential new events could be hosted at the GWCC.



Board Resolution Summary

The Property is the Marietta Street (Green) parking lots and includes three (3) parcels with the following uses:

- Primary Lease Parcel (includes acquisition of Foundry Street)
- Entrance Parcel – from Marietta Street Entrance Improvements
- Parking Deck Parcel – for 225 parking garage.
- Air Rights Parcel for potential future expansion. Final language is still under review.

Exterior & Concept Design

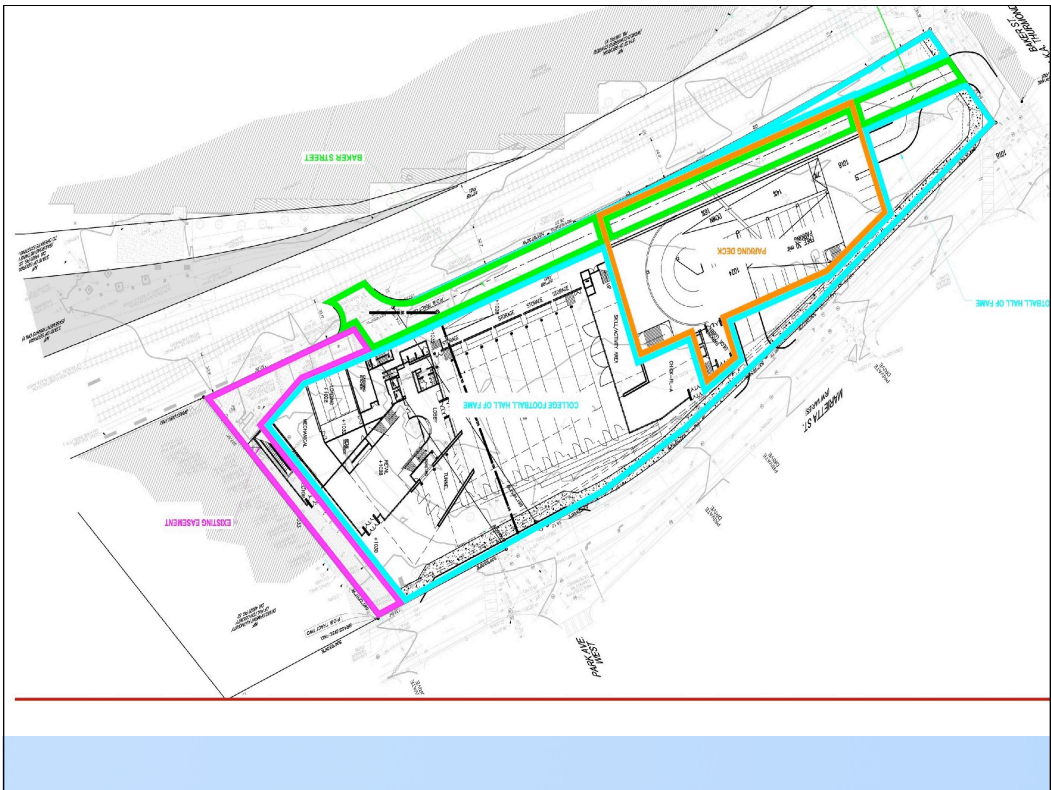
- Approval by State

Ground Lease Term

- 30 year plus four (4) additional five (5) year option terms

Consideration

- \$700,000 annually with 3% escalator applied every fifth year





Board Resolution Summary

Assignment and Subleasing

- Final language is still under review

Cessation of Operations

- Final language is still under review

Operating Agreement for Parking Deck

- Net revenue split above \$700,000 shared with AHM (75%) and State (25%)

Office & Storage space lease

- Building A, \$75,000 annually, for AHM and CFA Bowl staff

Conduct of Due Diligence; Satisfaction of Contingencies; Evidence of Project Financing

- The State's obligations under the Ground Lease will be conditioned on receipt of evidence from AHM of obtaining 100% financing of the Project on or before July 1, 2011.
- Quarterly, AHM will update the State on Project financing.



Board Resolution Summary

The resolution under consideration today is to authorize the Executive Director to:

- negotiate other terms and conditions of the Ground Lease,
- negotiate written contractual arrangements not inconsistent with this resolution ; and
- recognize that final approval and execution of the lease shall be contingent upon action by the General Assembly and other applicable State agencies

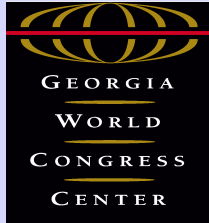


Timeline

- General assembly authorization – on/about April 2011
- Governor signs legislation
- State Properties Commission approves the ground lease – on/about June 2011
- August 2011 – construction begins
- March 2013 – anticipated opening



Questions?



Georgia World Congress Center Authority

GWCCA
Nominating Committee



Georgia World Congress Center Authority

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