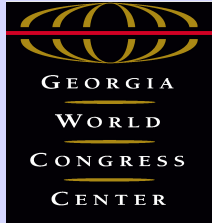


Georgia World Congress Center Authority

October 2010
Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA Sales & Marketing Update

August / September 2010



Georgia World Congress Center Sales Update

New Business Booked



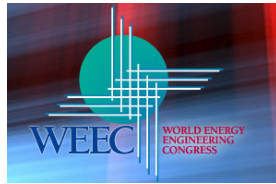
Advanced Wound Care and Wound Healing Society



April 2012
Halls B1, B2, B3
2,500
7 Days



World Energy Engineering Conference



October 2012

Hall A1

3,500

6 Days



SECO International

February 2013
Halls A1, A2, A3
5,500
9 Days



National Council of Teachers of English



November 2016

Hall A2

7,000

7 Days



Texprocess Americas

texprocess
AMERICAS

April 2012
Halls A1, A2, A3
10,000
9 Days



National Baptist Convention, USA



August 2012
Halls C1, C2, C3, C4
40,000
11 Days



National Association of Convenience Stores

NACS

October 2013

**Halls B1, B2, B3, B4, B5,
C1, C2, C3, C4, C5**

30,000

11 Days



Other GWCC Confirmed Events – August/ September 2010

Event	Date	Location	Attendance	Days
Unveiled, The Ultimate Wedding Planning Event	November 2010	C3	5,000	5
Dixie Nationals	December 2010	B1	5,000	2
Agricultural Equipment Technology Conference	January 2011	B3	1,000	3
HoopAtlanta 3-on-3 Classic	April 2011	A1, A2	3,000	6
National Funeral Directors and Morticians Association	July 2011	A2	1,000	6

Other GWCC Confirmed Events – August/ September 2010

Event	Date	Location	Attendance	Days
Training 2012	February 2012	A2	1,800	7
Abilities Expo	February 2012 February 2013	C4	2,500 per event	12



Georgia World Congress
Center Sales Update

New Business Cancelled



The Black Expo of Georgia

CANCELLED

September 2010

Halls C3, C4

1,500

2 Days

Did not fulfill contract obligation

CANCELLED

September 2012

Hall A1

3,900

6 Days

**Management selected
Schaumburg, Illinois -
offered complimentary
space**

Georgia Dome
Sales Update

New Business Booked



Monster Energy AMA Supercross



**February 2011
Stadium**

60,000

7 Days



Strayer University



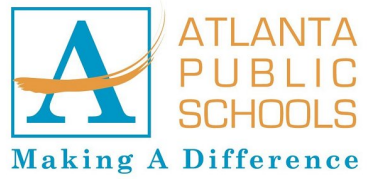
**May 2011
Stadium**

5,000

2 Days



Atlanta Public Schools Homecoming Football Games



**October 2010
Stadium**

14,000

1 Day



Bands of America Super Regional



October 2010

Stadium

10,000

2 Days



Other Dome Confirmed Events – August/ September 2010

Event	Date	Location	Attendance	Days
Stone Mountain High School Graduation	May 2011	Half Floor – East	1,500	1
Langston Hughes High School Graduation	May 2011	Half Floor – East	3,000	1



Centennial Olympic Park Sales Update

New Business Booked



ESPN Game Day



September 2010
Great Lawn - South

5,000

4 Days



Partnership Walk



October 2010
North Park

6,000

2 Days



Other Park Confirmed Events – August/ September 2010

Event	Date	Location	Attendance	Days
One Meyn One Company – 50 th Anniversary	November 2010	Game Plaza	2,000	1



Centennial Olympic Park Sales Update

New Business Cancelled



Psoriasis Walk

CANCELLED

November 2010

**Southern Company
Amphitheater**

125

1 Day

Event Postponed

August / September 2010 Sales Summary

GWCC

Total Days Booked

101

Total Days Cancelled

8



DOME

Total Days Booked

14



PARK

Total Days Booked

3

Total Days Cancelled

1



Economic Impact – August 2010

Total Impact \$141.8 million

GWCC

American Veterinary Medical Association
Bronner Brothers International Beauty Show
GSA SmartPay Conference
International Woodworking Fair

70,944 attendance

New Dollars - \$78.6 million

Economic Impact - \$128.1 million

Sales Tax Generated - \$5.5 million

Dome

Falcons vs. Chiefs
Falcons vs. Patriots
US Army Corky Kell Football Classic

115,939 attendance

New Dollars - \$8.7 million

Economic Impact - \$13.7 million

Sales Tax Generated - \$597 thousand



Economic Impact – September 2010

Total Impact \$139.5 million

GWCC

For Sisters Only
CEDIA

50,736 attendance

New Dollars - \$28.9 million

Economic Impact - \$47.1 million

Sales Tax Generated - \$2 million

Dome

Georgia State vs. Shorter
Chick-fil-A Kickoff Game

Georgia State vs. Lombuth
Georgia State vs. Jacksonville

Falcons vs. Cardinals
Bank of America Football Classic

197,904 attendance

New Dollars - \$58.8 million

Economic Impact - \$92.3 million

Sales Tax Generated - \$4 million



American Veterinary Medical Association



International Woodworking Fair



International Woodworking Fair



Chick-fil-A
Kickoff Game
Fan Zone



For Sisters Only



CEDIA



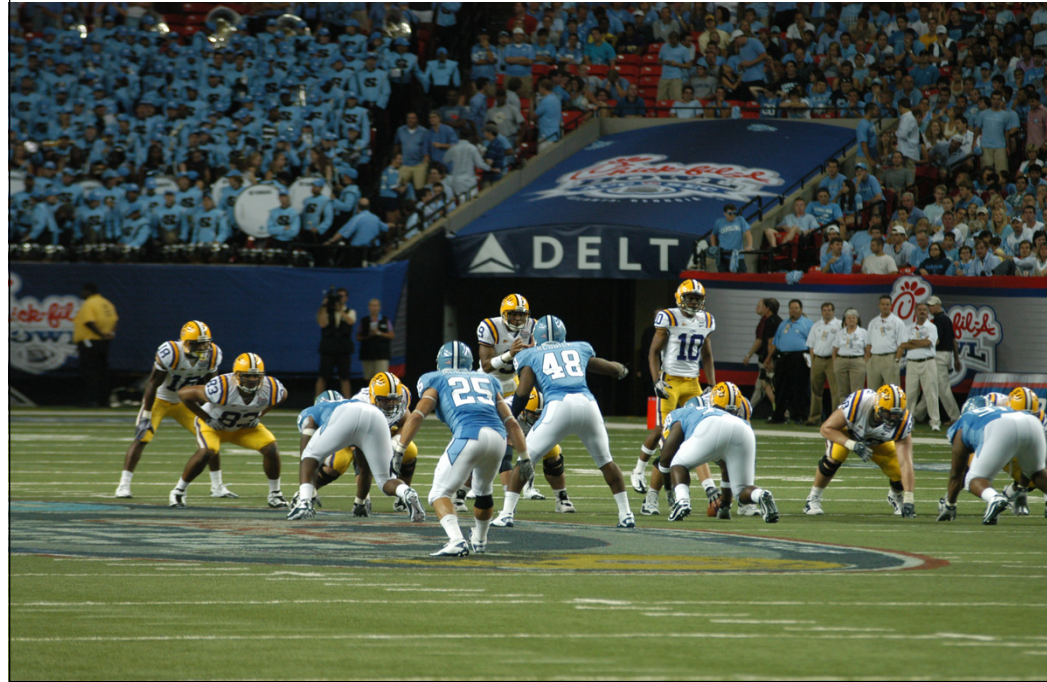
Falcons vs. Patriots



US Army Corky Kell Classic



Chick-fil-A Kickoff Game



Bank of America Football Classic



Falcons vs. Cardinals



Georgia State University Football



Georgia State University Football



Georgia Tech's
"Be The Change
Day"



Cuervo Games



ESPN Game Day



ESPN Game Day



Fourth Saturday Family Fun Day



Fourth Saturday Family Fun Day

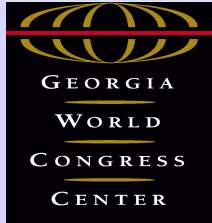


Mt. Vernon Presbyterian School Volunteer Day



Wednesday WindDown

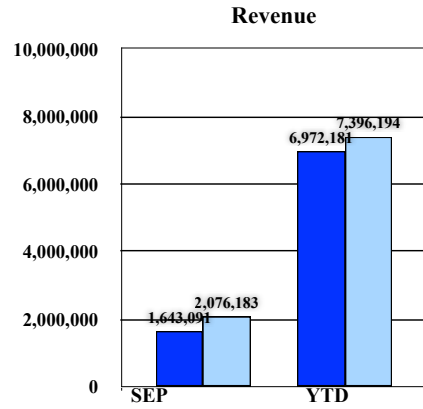




Georgia World Congress Center

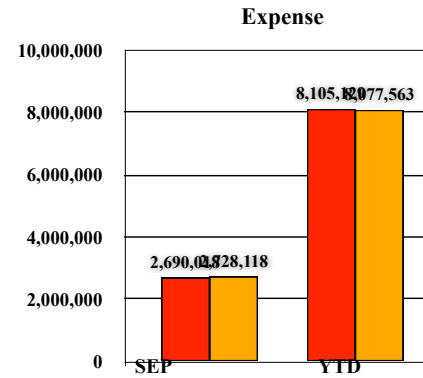
September 2010
Financial Reports

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



September Under Budget \$433,092
YTD Under Budget \$424,013

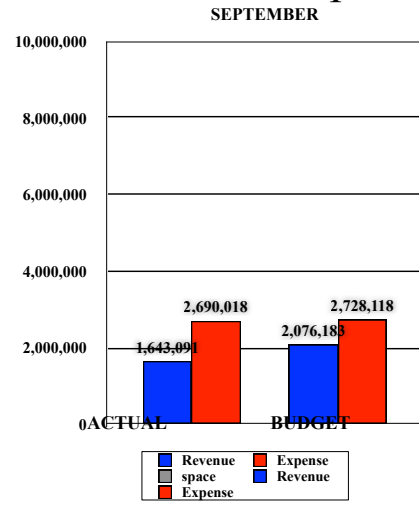
5.73%



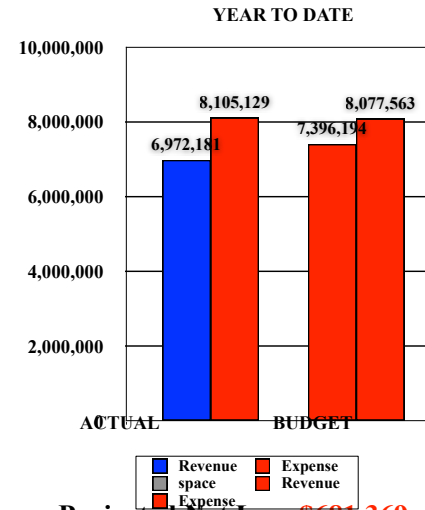
September Under Budget \$38,100
YTD Over Budget \$27,566

.34%

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



Projected Net Loss \$651,935
Actual Net Loss \$1,046,927



Projected Net Loss \$681,369
Actual Net Loss \$1,132,948

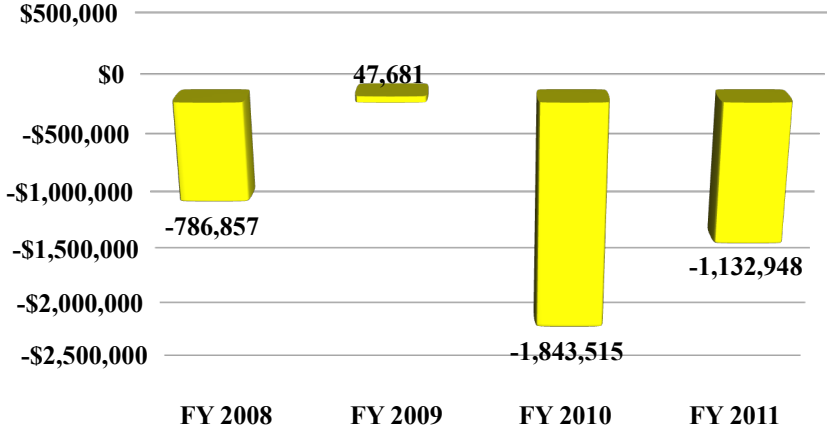
GWCC FOOD & BEVERAGE - 1ST QUARTER FY 2011

	BUDGET	ACTUAL	VARIANCE	EXPLANATION
JULY	\$961,712	\$1,168,511	\$206,799	MGX
AUGUST	306,600	(24,884)	(331,484)	IWF, Bronner Brothers
SEPTEMBER	335,121	(62,449)	(397,570)	CEDIA , Chick-fil-A College Kickoff Game
TOTAL	\$1,603,433	\$1,081,178	(\$522,255)	

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

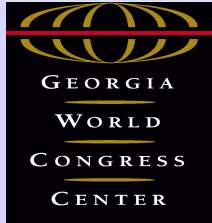
	BUDGET	ACTUAL/REVISED FORECAST	VARIANCE
JULY - SEPTEMBER	\$1,603,433	\$1,081,178	(\$522,255)
OCTOBER - DECEMBER	941,322	1,282,110	340,787
JANUARY - JUNE	3,194,854	3,453,819	258,966
TOTAL	\$5,739,609	\$5,817,107	\$77,498

Georgia World Congress Center July - September Prior Years Comparison



GWCC HOTEL/MOTEL TAX COMPARISONS
1ST QUARTER – FY 2008 thru FY 2011

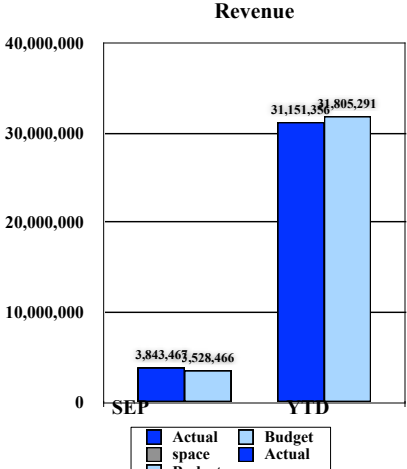
**GWCC NET SQUARE FEET COMPARISONS
1ST QUARTER – FY 2008 thru FY 2011**



Georgia Dome

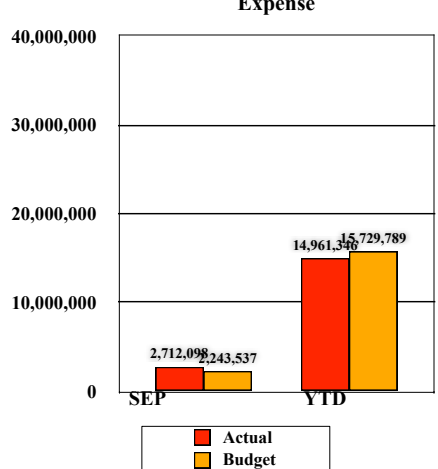
September 2010
Financial Reports

Georgia Dome September 2010/YTD 2011 Total Revenue and Expense



September Over Budget \$315,001
YTD Under Budget \$653,935

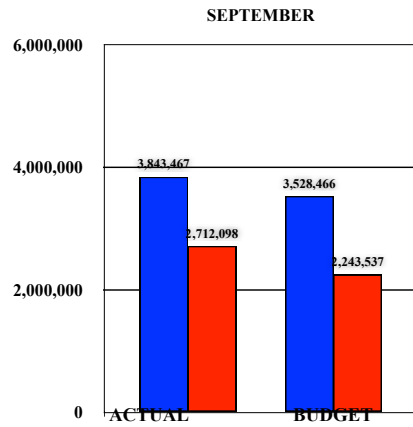
2.06%



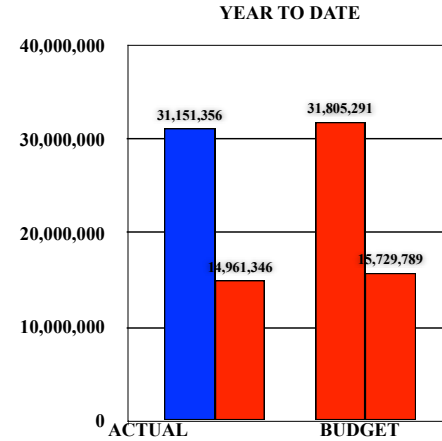
September Over Budget \$468,561
YTD Under Budget \$768,443

4.89%

Georgia Dome September 2010/YTD 2011 Net Profit / Loss



Projected Net Profit \$1,284,929
Actual Net Profit \$1,131,369

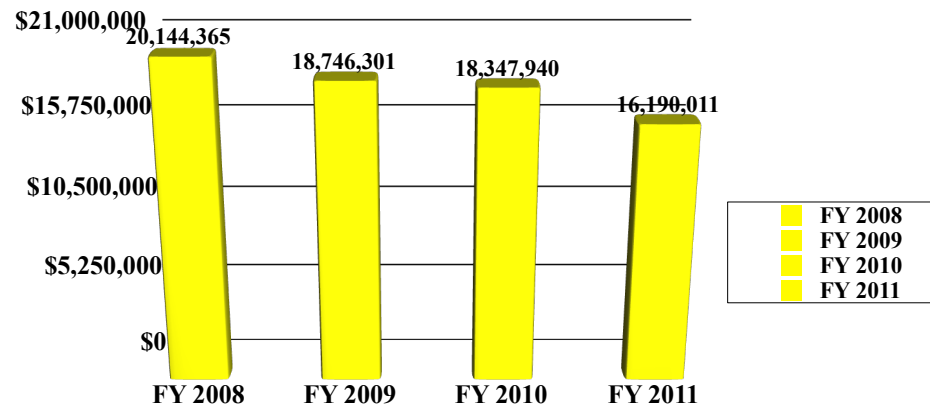


Projected Net Profit \$16,075,502
Actual Net Profit \$16,190,010

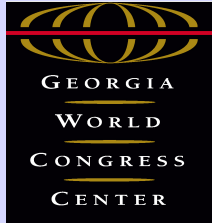
Revenue
Expense

Revenue
Expense

Georgia Dome July - September Prior Years Comparison



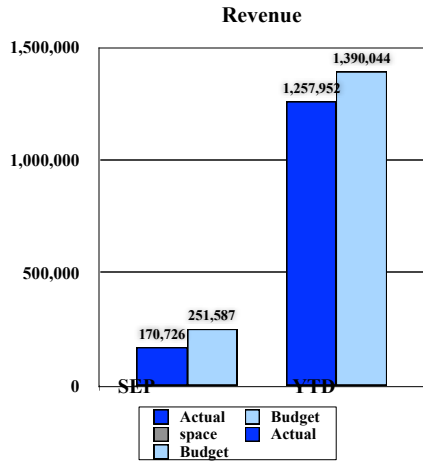
DOMESTIC HOTEL/MOTEL TAX COMPARISONS
1ST QUARTER – FY 2008 thru FY 2011



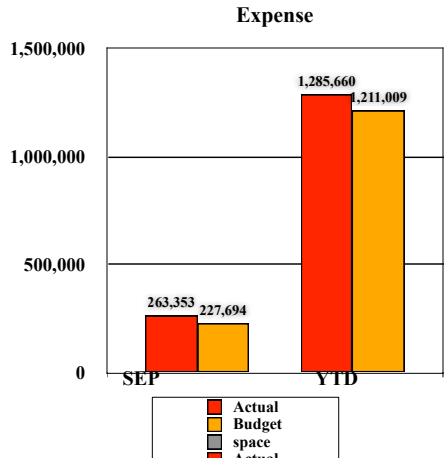
Centennial Olympic Park

September 2010
Financial Reports

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

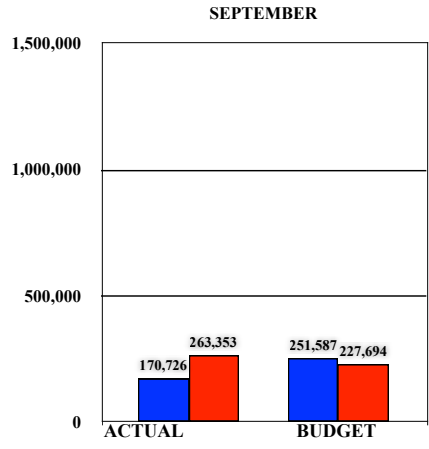


September Under Budget \$80,861
YTD Under Budget \$132,092
9.50%



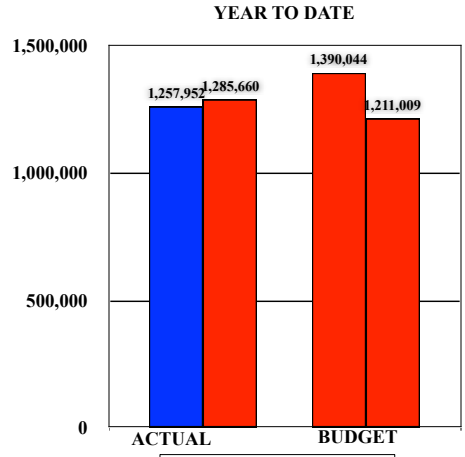
September Over Budget \$35,659
YTD Over Budget \$74,651
6.16%

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



■ Revenue ■ Expense
■ space ■ Revenue
■ Expense

Projected Net Gain \$23,893
Actual Net Loss \$92,627

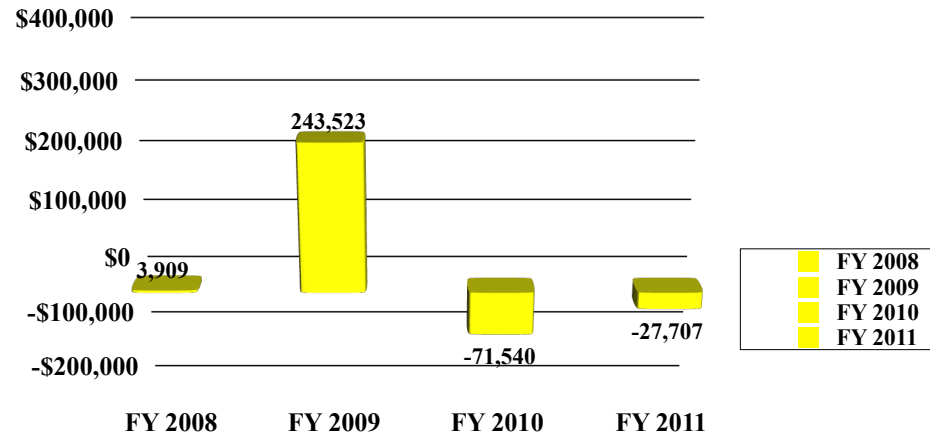


■ Revenue ■ Expense
■ space ■ Revenue

Projected Net Gain \$179,035
Actual Net Loss \$27,708

COP WATER COMPARISONS
1ST QUARTER – FY 2008 thru FY 2011

Centennial Olympic Park July - September Prior Years Comparison

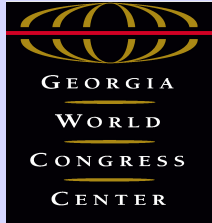




Georgia World Congress Center Authority

January 2010

Authority Meeting



Georgia World Congress Center Authority

GWCCA Nominating Committee



Georgia World Congress Center Authority

October 2010
Authority Meeting