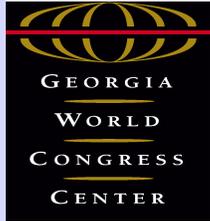


Georgia World Congress Center Authority

August 2010
Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA Sales & Marketing Update

July 2010



Georgia World Congress Center Sales Update

New Business Booked



National Propane Gas



April 2012
Halls A2, A3

3,000

8 Days



Association for Unmanned Vehicle Systems International



May 2015

Halls B1, B2, B3, B4, B5

5,500

9 Days



Other GWCC Confirmed Events – July 2010

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Music Travel Consultants, Inc.	October 2010	Hall A1	200	1
Energy Efficient Retrofit Design	October 2011	Hall A3	1,000	8



Georgia World Congress
Center Sales Update

New Business Cancelled



The Georgia Home Show



**September 2010 and
January 2011**

Hall B1 - 2010

Hall C1 - 2011

5,000 per event

10 Days

Lack of Exhibitor Sales

Waste Expo



May 2012

Halls B1, B2, B3, B4, B5

7,800

9 Days

**Board did not want to
return to Atlanta so soon –
wanted other cities in
rotation**

Georgia Dome
Sales Update

New Business Booked



Honda Battle of the Bands



**January 2011
Stadium**

60,000

4 Days



Centennial Olympic Park Sales Update

New Business Booked



Park Confirmed Events – July 2010

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Cuervo Games	August 2010	Game Plaza	1,000	4
Hello JELL-O Promotional Tour	August 2010	Reflection Pool	500	1
Turner Fest	September 2010	North Park	4,000	2



July 2010 Sales Summary

GWCC

Total Days Booked

26

Total Days Cancelled

19



DOME

Total Days Booked

4



PARK

Total Days Booked

7



Economic Impact – July 2010

Total Impact \$187.7 million

GWCC

Dome

Seventh Day Adventist Conference (GWCC & Dome)
 US Fencing Summer National Championship

Aarons International Soccer Challenge
 Drum Corps International

Full General Fellowship
 V103 Car and Bike Show

MGX Convergence (GWCC & COP)
 HonnAtlanta 3-on-3 Classic

145,442 attendance

34,441 attendance

New Dollars - \$110.5 million

New Dollars - \$4.8 million

Economic Impact - \$180.1 million

Economic Impact - \$7.5 million

Sales Tax Generated - \$7.8 million

Sales Tax Generated - \$328 thousand



Seventh-Day Adventists (GWCC)



Seventh-Day Adventists (GWCC)



Seventh-Day Adventists (Dome)



Seventh-Day Adventists (Dome)



U. S. Fencing



U. S. Fencing



Atlanta International Soccer Challenge



Atlanta International Soccer Challenge



Drum Corps International



4th of July Celebration



4th of July Celebration



National Black Arts Festival



MGX FY11 Opening Reception



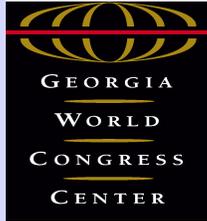
Park Promotionals



Hebrew National



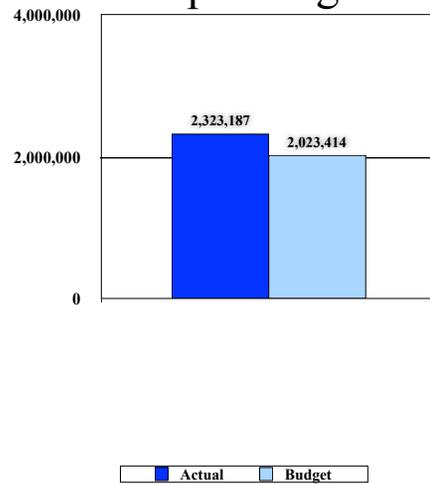
Blackberry



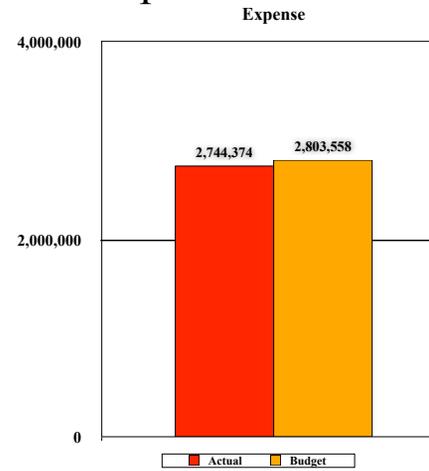
Georgia World Congress Center

July 2010
Financial Reports

Georgia World Congress Center July 2010/YTD 2010 Operating Revenue and Expense

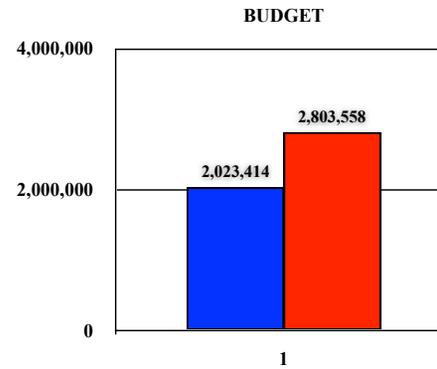
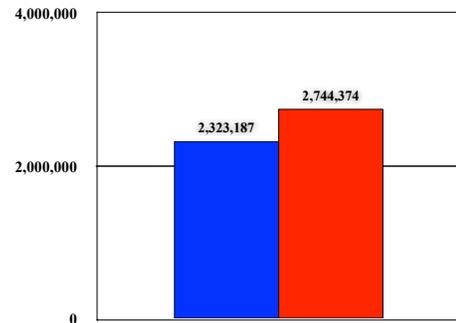


**Actual Over Budget \$299,773
14.81%**



**Actual Under Budget \$59,184
2.11%**

Georgia World Congress Center July 2010/YTD 2010 Net Operating Profit / Loss

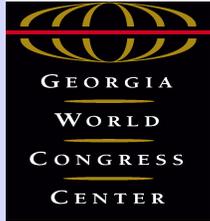


Revenue Expense

Actual Net Loss \$421,187

Revenue Expense

Projected Net Loss \$780,144

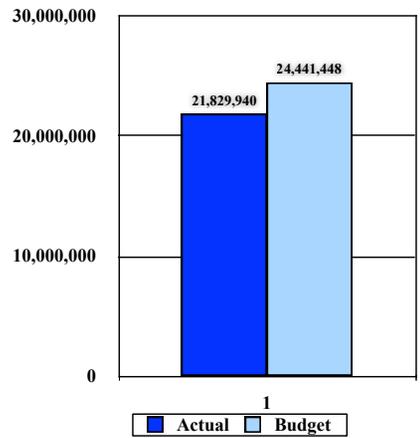


Georgia Dome

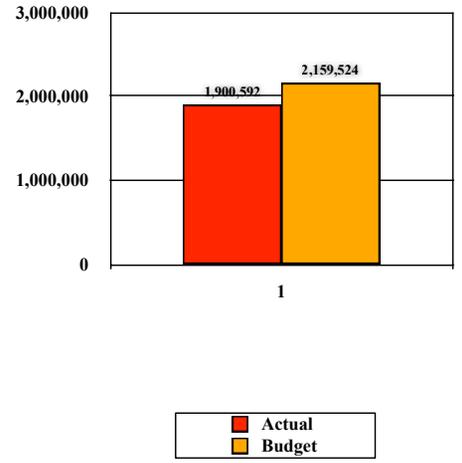
July 2010

Financial Reports

Georgia Dome July 2010/YTD 2010 Total Revenue and Expense

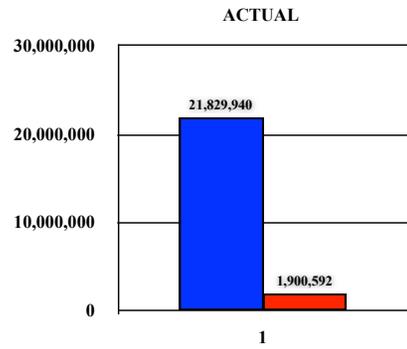


Actual Under Budget \$2,611,508
10.68%



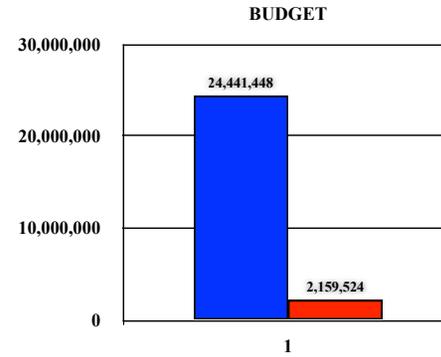
Actual Under Budget \$258,932
11.99%

Georgia Dome July 2010/YTD 2010 Net Profit / Loss



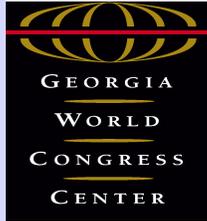
■ Revenue
■ Expense

Actual Net Profit \$19,929,348



■ Revenue
■ Expense

Projected Net Profit \$22,281,924

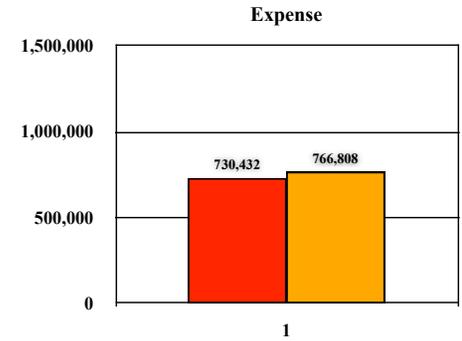
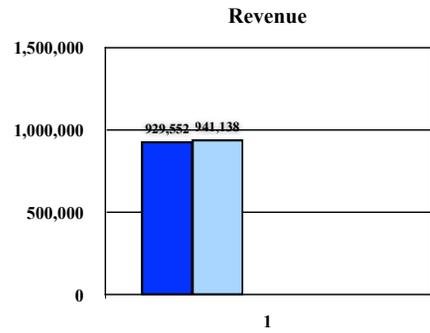


Centennial Olympic Park

July 2010

Financial Reports

Centennial Olympic Park July 2010/YTD 2010 Total Revenue and Expense



Actual
 Budget
 space
 Actual

Actual Under Budget \$11,586

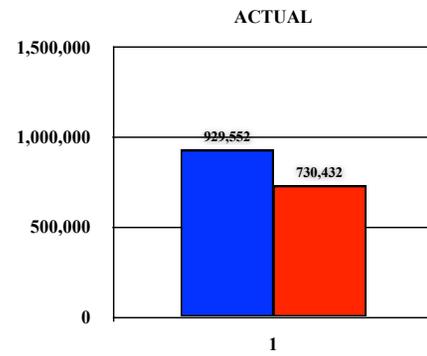
1.23%

Actual
 Budget

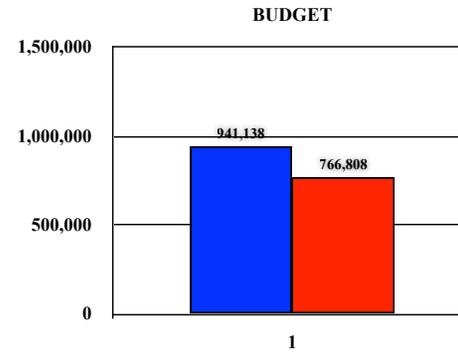
Actual Under Budget \$36,376

4.74%

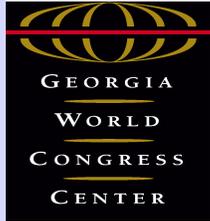
Centennial Olympic Park July 2010/YTD 2010 Net Gain / Loss Against Budget



Actual Net Gain \$199,120



Projected Net Gain \$174,330



Georgia World Congress Center Authority

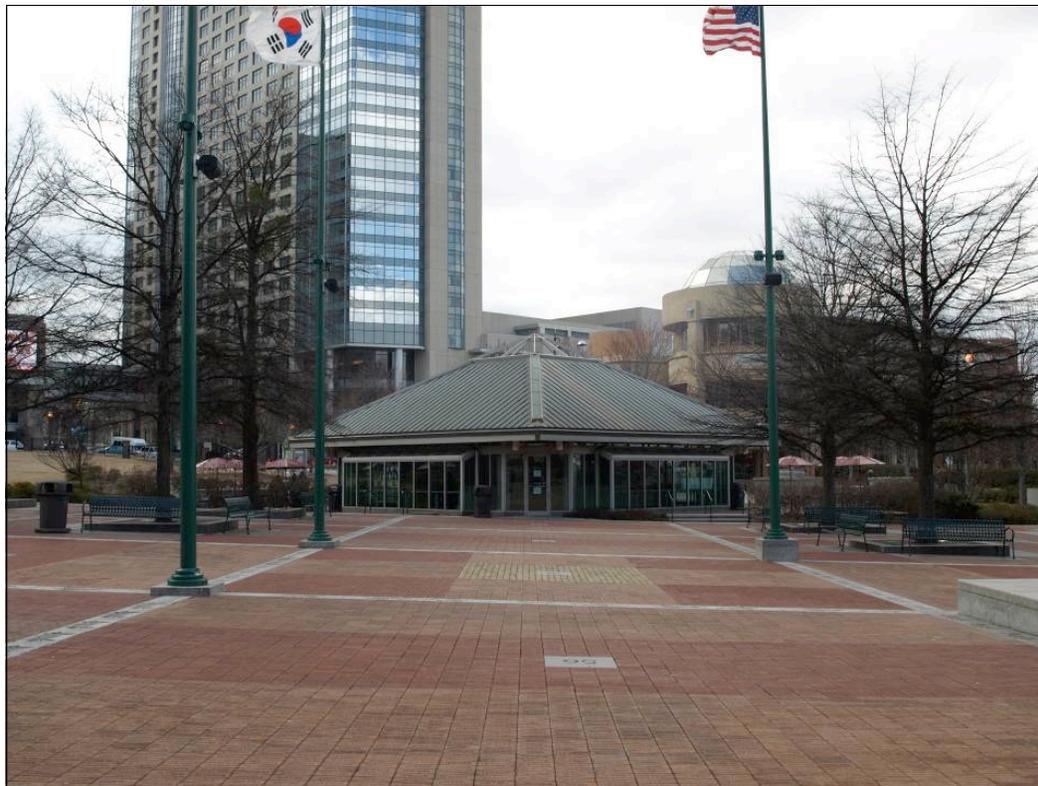
Googie Burger
Update

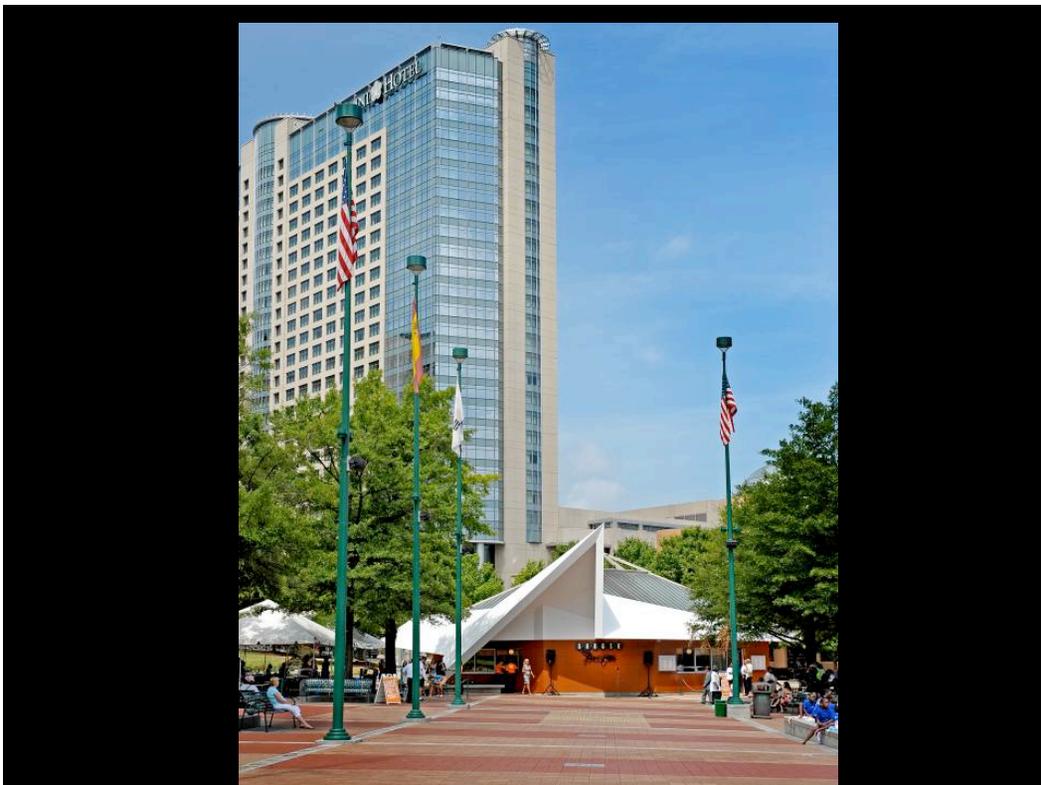
G O O G I E

Burger



Now Open in Centennial/Olympic Park















FIRST 45 DAYS

\$41,584

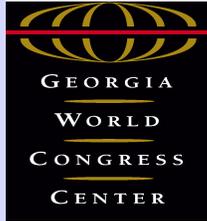
51% INCREASE JULY 10 vs. 09

\$49,538

142% INCREASE AUGUST 10 vs. 09

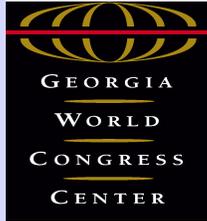
6,419 Googie Burger Guests in July

7,371 Googie Burger Guests in August



Georgia World Congress Center Authority

Executive Session



Georgia World Congress Center Authority

August 2010
Authority Meeting