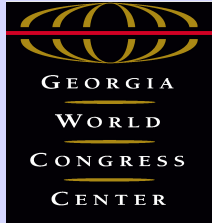


# Georgia World Congress Center Authority

February 2011  
Authority Meeting



# Georgia World Congress Center Authority

## Sales & Marketing Report

# GWCCA Sales & Marketing Update

January 2011



# Georgia World Congress Center Sales Update

## New Business Booked



# CHEERSPORT Grand Championships



**January 2011**

**Halls C3, C4**

**15,000**

**2 Days**



# ALIVE! Expo



**May 2011**

**Hall A2**

**10,000**

**6 Days**



# Ace Hardware Spring Convention and Exhibit



**March 2012**

**Halls B1, B2, B3, B4, B5**

**14,000**

**11 Days**



# Food Marketing Institute/American Meat Institute/United Fresh Produce



**May 2014**

**Halls A1, A2, A3, B1,  
B2, B3, B4, B5**

**20,000**

**12 Days**





# Specialty Coffee Association of America



**April 2016**  
**Halls C1, C2, C3**  
**7,000**  
**8 Days**



# American Society for Therapeutic Radiology and Oncology



**September 2020**

**Halls B2, B3, B4**

**10,000**

**10 Days**



## Other GWCC Confirmed Events – January 2011

<b>Event</b>	<b>Date</b>	<b>Location</b>	<b>Attendance</b>	<b>Days</b>
Unveiled, The Ultimate Wedding Planning Event	April 2011	Hall C3	1,500	5
Career Day	September 2011	Hall B1	1,200	3



Georgia World Congress  
Center Sales Update

**New Business Cancelled**



## International Window Coverings Expo

**CANCELLED**

**April 2012**

**Halls C2, C3, C4**

**8,000**

**8 Days**

**Company has gone out of  
business**

Georgia Dome  
Sales Update

New Business Booked



# NFC Divisional Playoff Game – Atlanta Falcons vs. Green Bay Packers



**January 2011**  
**Stadium**

**71,000**

**3 Days**



## Other Dome Confirmed Events – January 2011

<b>Event</b>	<b>Date</b>	<b>Location</b>	<b>Attendance</b>	<b>Days</b>
Clayton County High School's Graduations	May 2011	Stadium	3,000	2
Banneker High School Graduation	May 2011	Half Floor – West	3,000	1





## Georgia Dome Sales Update

**New Business Cancelled**



# New Birth Missionary Baptist Church Easter Service

**CANCELLED**

**April 2011**

**Stadium**

**20,000**

**4 Days**

**Economic Climate**

## Centennial Olympic Park Sales Update

No New Business Booked



# January 2011 Sales Summary

## GWCC

Total Days Booked

57

Total Days Cancelled

8



## DOME

Total Days Booked

6

Total Days Cancelled

4



## PARK

Total Days Booked

0



# Economic Impact – January 2011

Total Impact \$98.9 million

## GWCC

Passion Conference  
American Farm Bureau Federation

AG Connect  
Atlanta Boat Show

World of Wheels  
CHEERSPORT Grand Championships  
International Beer Exposition

**91,006 attendance**

**New Dollars - \$46.3 million**

**Economic Impact - \$75.5 million**

**Sales Tax Generated - \$2.3 million**

## Dome

Falcons vs. Panthers  
NFC Playoffs – Falcons vs. Packers

Honda Battle of the Bands

**178,760 attendance**

**New Dollars - \$14.9 million**

**Economic Impact - \$23.4 million**

**Sales Tax Generated - \$1 million**

# Passion 2011 Conference



# Atlanta Boat Show



# World of Wheels





# International Poultry Exposition



Falcons vs.  
Carolina  
Panthers



NFC Divisional  
Playoff Game



# Honda Battle of the Bands

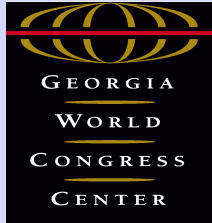


# America's Got Talent Video Shoot



# Sanctum 3D Movie Promotional

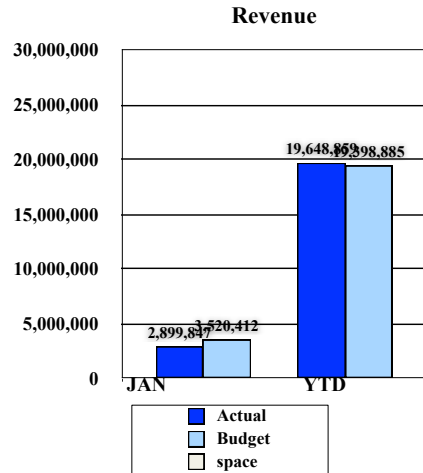




# Georgia World Congress Center

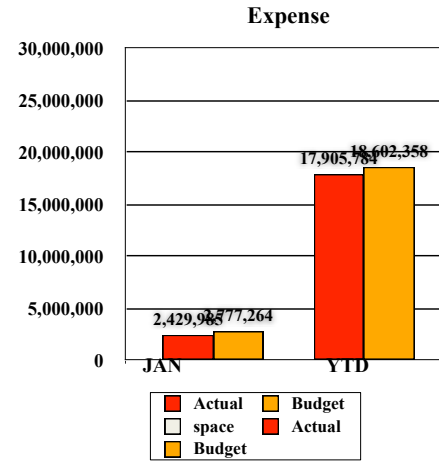
January 2011  
Financial Reports

# Georgia World Congress Center January 2011/YTD 2011 Operating Revenue and Expense



**January Under Budget \$620,565**  
**YTD Over Budget \$249,974**

**1.29%**

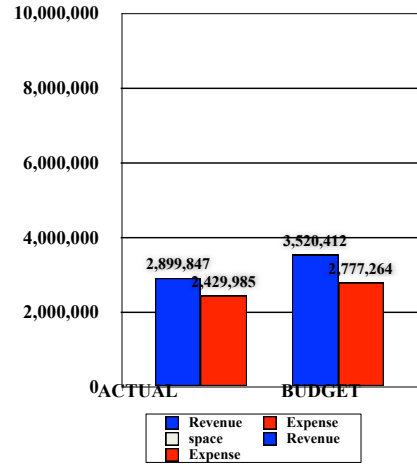


**January Under Budget \$347,279**  
**YTD Under Budget \$696,574**

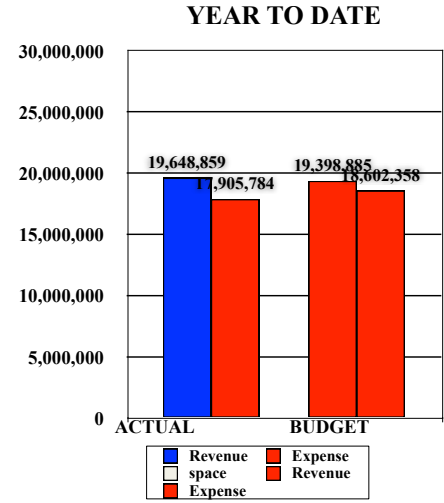
**3.74%**



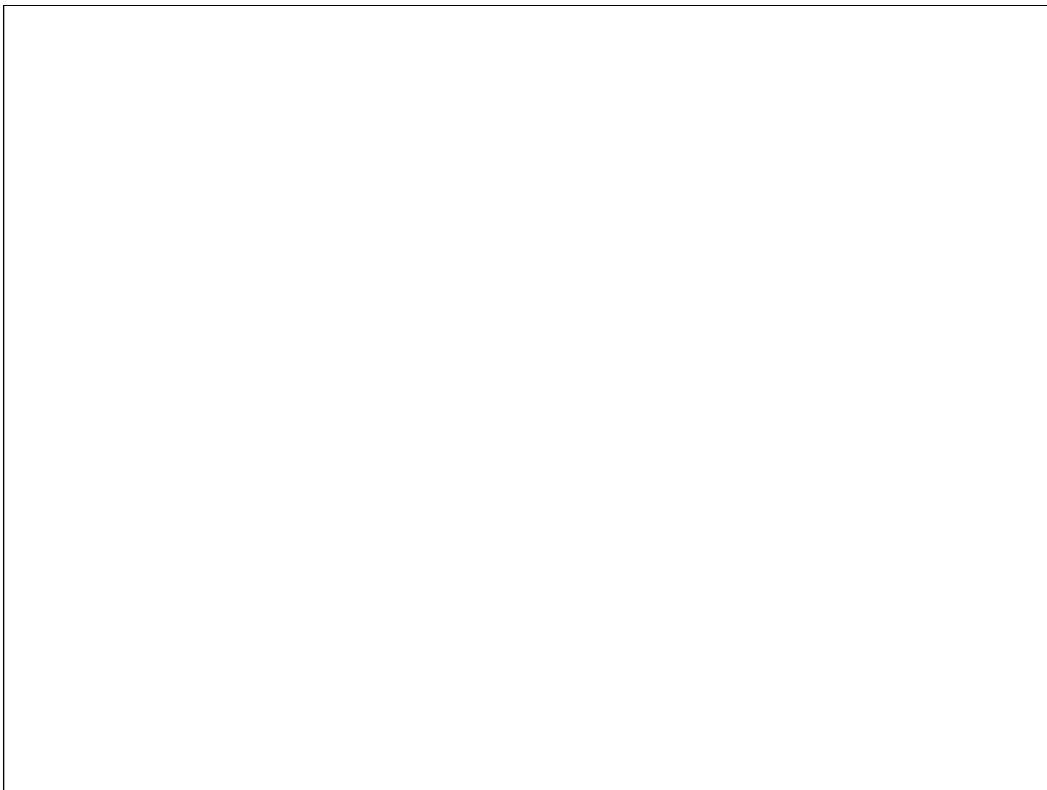
# Georgia World Congress Center January 2011/YTD 2011 Net Operating Profit / Loss



**Projected Net Profit \$743,148**  
**Actual Net Profit \$469,862**



**Projected Net Profit \$796,527**  
**Actual Net Profit \$1,743,075**

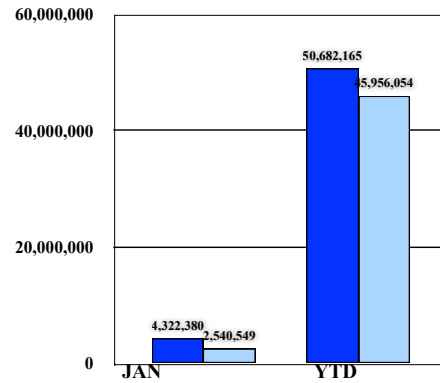




# Georgia Dome

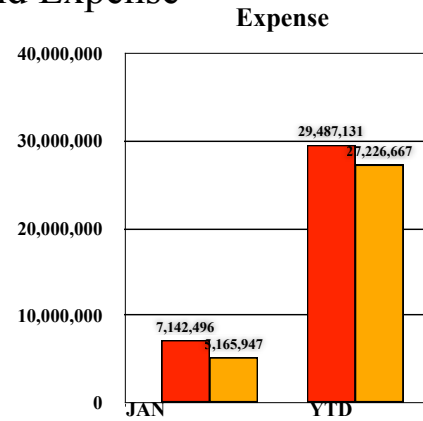
January 2011  
Financial Reports

# Georgia Dome January 2011/YTD 2011 Total Revenue and Expense



**January Over Budget \$1,781,831**  
**YTD Over Budget \$4,726,111**

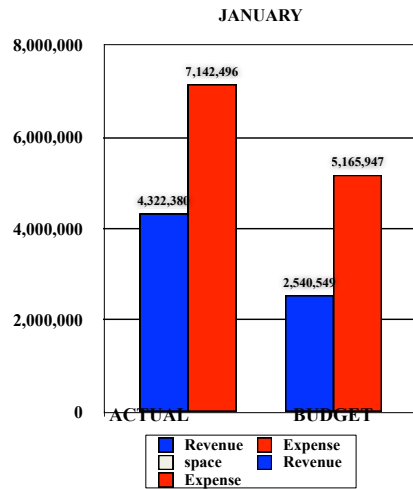
**10.28%**



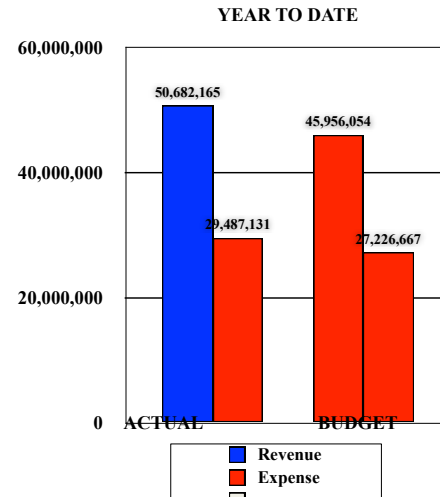
**January Over Budget \$1,976,549**  
**YTD Over Budget \$2,260,464**

**8.30%**

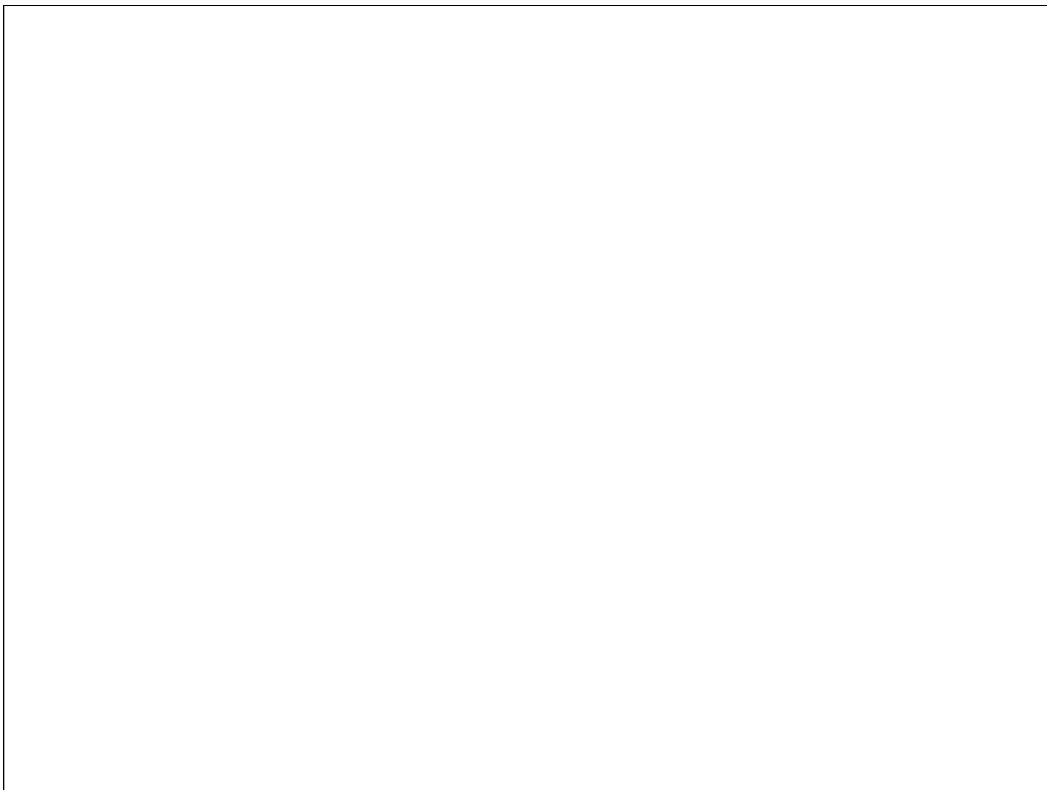
# Georgia Dome January 2011/YTD 2011 Net Profit / Loss

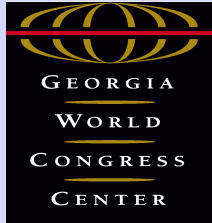


**Projected Net Loss \$2,625,398**  
**Actual Net Loss \$2,820,116**



**Projected Net Profit \$18,729,387**  
**Actual Net Profit \$21,195,034**

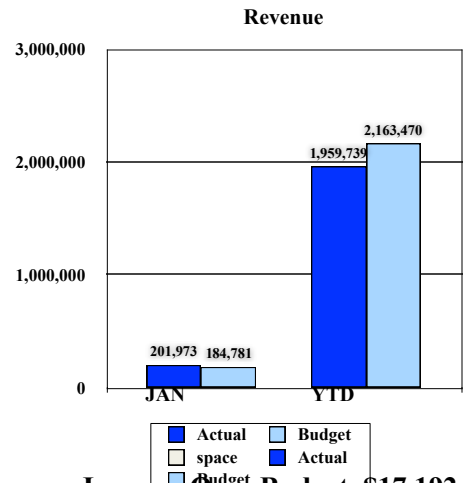




# Centennial Olympic Park

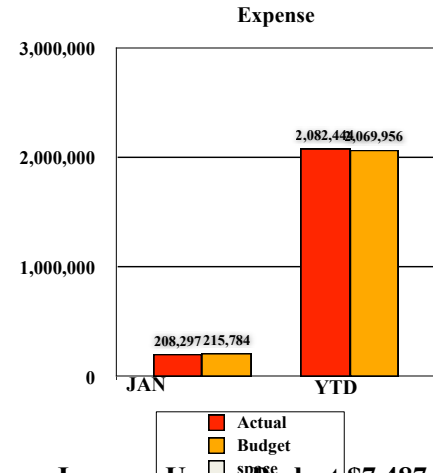
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Financial Reports

# Centennial Olympic Park January 2011/YTD 2011



**January Over Budget \$17,192**  
**YTD Under Budget \$203,731**

**9.42%**

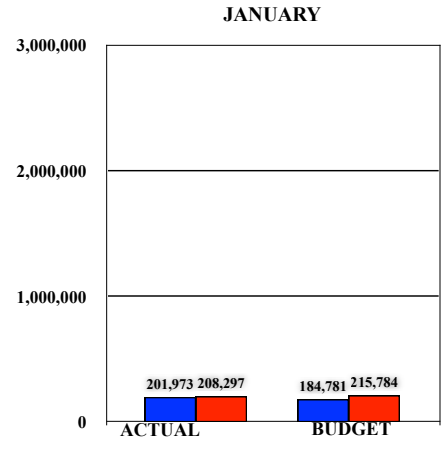


**January Under Budget \$7,487**  
**YTD Over Budget \$12,488**

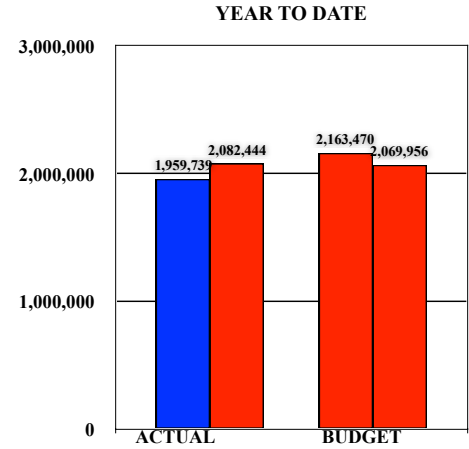
**.60%**



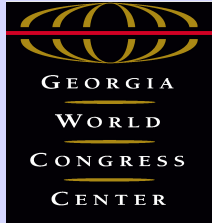
# Centennial Olympic Park January 2011/YTD 2011



Projected Net Loss **\$31,003**  
 Actual Net Loss **\$6,324**



Projected Net Gain **\$93,514**  
 Actual Net Loss **\$122,705**



# Georgia World Congress Center Authority

Populous  
Phase III Report

# MASTER PLAN PHASE III



MASTER PLAN PHASE III: February 22, 2011

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# Summary

- Phase I Master Plan  
Analysis of Entire GWCC Campus
- Phase II Master Plan  
Develop a solution for complete renovation of existing Georgia Dome
- Phase III Master Plan  
Determine the viability of an open air NFL stadium sited on the Yellow Lot and Marshalling Yard

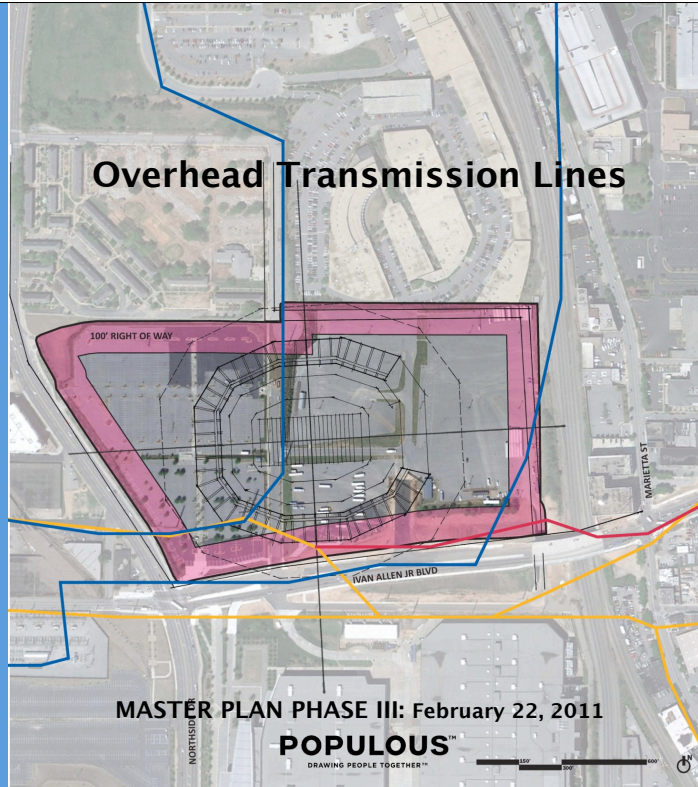
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# Yellow Lot/ Marshalling Site:



# Overhead Transmission Lines



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# Marshalling Yard



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## Open Air NFL Stadium Program:

- 65,000 seat stadium – additional 10,000 temporary seats
- 7,500 club seats and 111 suites
- Best practice recommendations for NFL facilities regarding concession points of sale, general seating, circulation and restrooms
- Best practice recommendations for building operations, storage, staging and maintenance facilities.
- Provided as many parking spaces as possible on-site

ASAP TO PLANNING PAGE 22

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- 1 Surface parking for 750 cars
- 2 Three level, 675 car parking structure
- 3 Player and team parking for 150 cars
- 4 Pedestrian plaza
- 5 Vertical circulation to bridge connections to stadium
- 6 100' security setback
- 7 Stadium footprint
- 8 Service level
- 9 Loading dock
- 10 Team store
- 11 Hall of Fame



Field Level

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- 1 Bridge connection to main concourse
- 2 Main concourse
- 3 Hall of fame
- 4 Team store
- 5 Toilets and concessions
- 6 Lower seating bowl



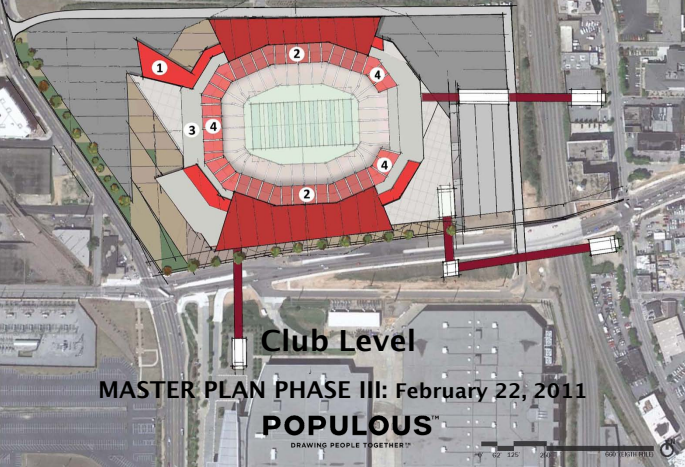
**Main Concourse**

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- 1 Club spaces
- 2 Club seating
- 3 Concourse
- 4 Club level seating



- 1 Suites
- 2 Suite amenities & club level below.



**Lower Suite Level**

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0' 12' 24' 36' 48' 60' 72' 84' 96' 108' 120' 132' 144' 156' 168' 180' 192' 204' 216' 228' 240'

- 1 Suites
- 2 Suite amenities and club level below
- 3 Press area
- 4 Press support

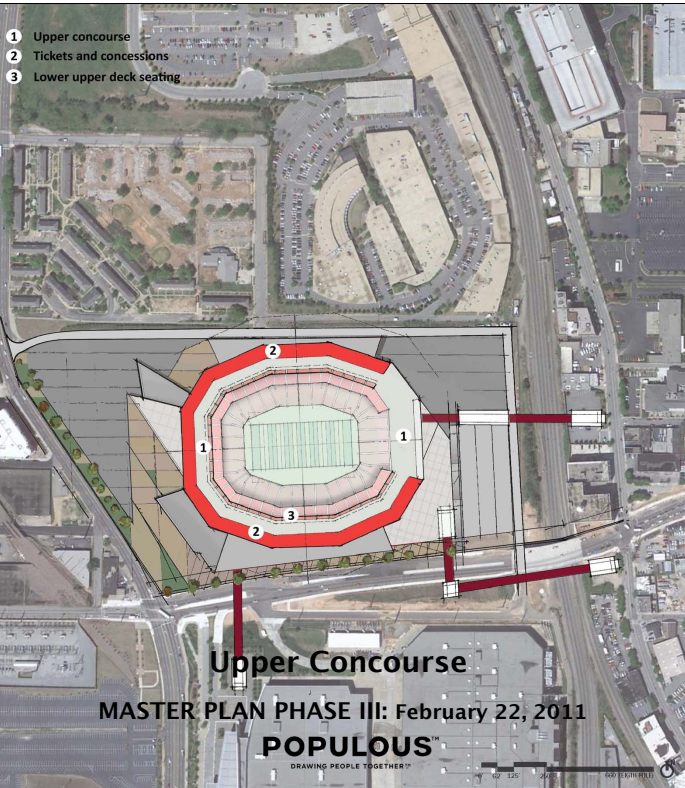


**Upper Suite Level and Press**  
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- 1 Upper concourse
- 2 Tickets and concessions
- 3 Lower upper deck seating



## Upper Concourse

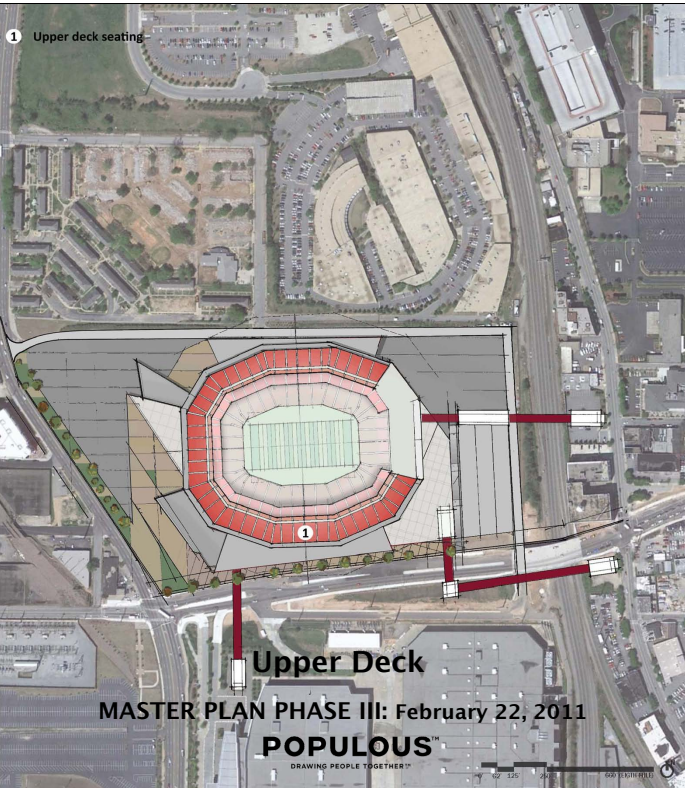
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0' 12' 24' 36' 48' 60' 72' 84' 96' 108' 120' 132' 144' 156' 168' 180' 192' 204' 216' 228' 240'

1 Upper deck seating



Upper Deck

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0' 62' 125' 250' 500' 1000' FEET

# Open Air NFL Stadium Cost Model

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# Open Air NFL Stadium Cost Model

- Stadium Construction Cost = \$574,200,000

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# Open Air NFL Stadium Cost Model

- Stadium Construction Cost = \$574,200,000
- On-Site Development Cost = \$48,000,000

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# Open Air NFL Stadium Cost Model

- Stadium Construction Cost = \$574,200,000
- On-Site Development Cost = \$48,000,000
- Off-Site Development Cost = \$72,000,000

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## Open Air NFL Stadium Cost Model

- Stadium Construction Cost = \$574,200,000
- On-Site Development Cost = \$48,000,000
- Off-Site Development Cost = \$72,000,000
- Total Project Budget = \$694,200,000

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# Maintenance and Improvements

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# Maintenance and Improvements

- Maintenance and repair of the facility based on current use over the next 20 years  
\$44,500,000

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# Maintenance and Improvements

- Maintenance and repair of the facility based on current use over the next 20 years  
\$44,500,000
- Improvements address the changing nature of customers and event types over the next 20 years  
\$35,000,000 – \$70,000,000

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# Maintenance and Improvements

- Integrating seamlessly into the GWCC in order to provide a more attractive environment to users.

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## Maintenance and Improvements

- Integrating seamlessly into the GWCC in order to provide a more attractive environment to users.
- It is important to meet the changing expectations of show/event producers and customers in all areas of facilities operations including
  - Technology
  - Food Service
  - Equipment
  - Playing and Performance Surfaces

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## Maintenance and Improvements

- Provide the facility the ability to attract new users where the existing resources or spaces in the facility cannot be adapted to meet the expectations and needs of potential new users

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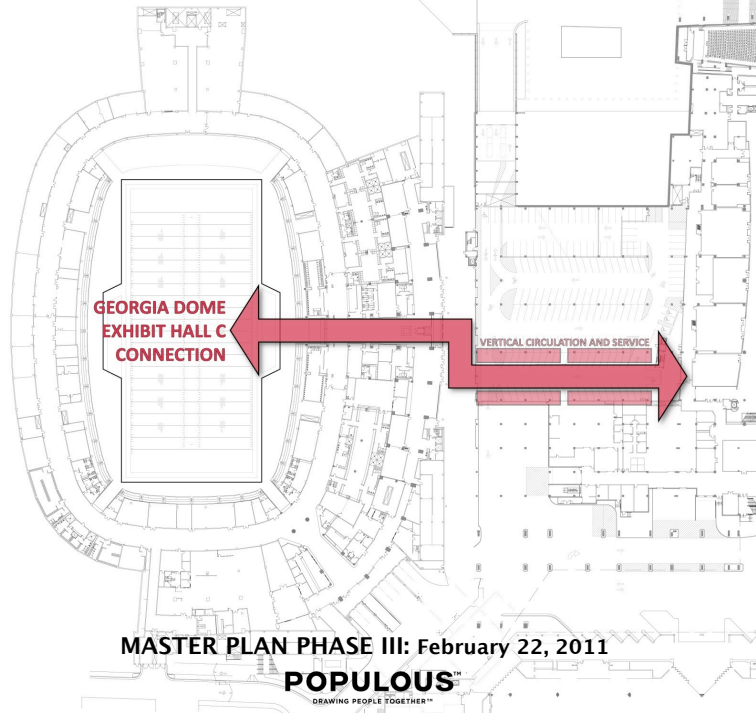
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## Maintenance and Improvements

- Provide the facility the ability to attract new users where the existing resources or spaces in the facility cannot be adapted to meet the expectations and needs of potential new users
- Seamless integration into the GWCC in order to provide a more attractive environment to users.

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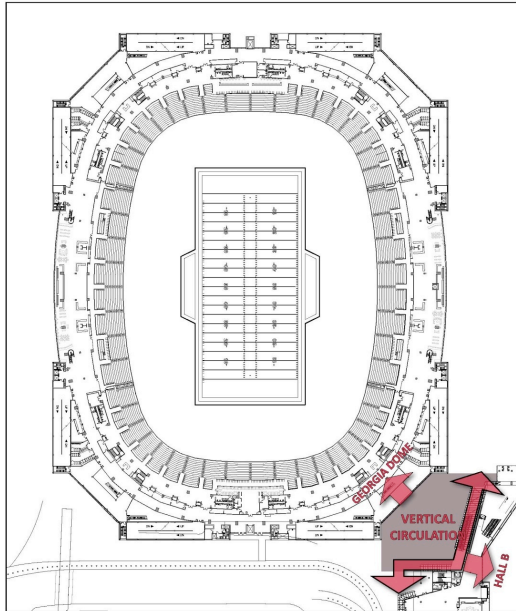
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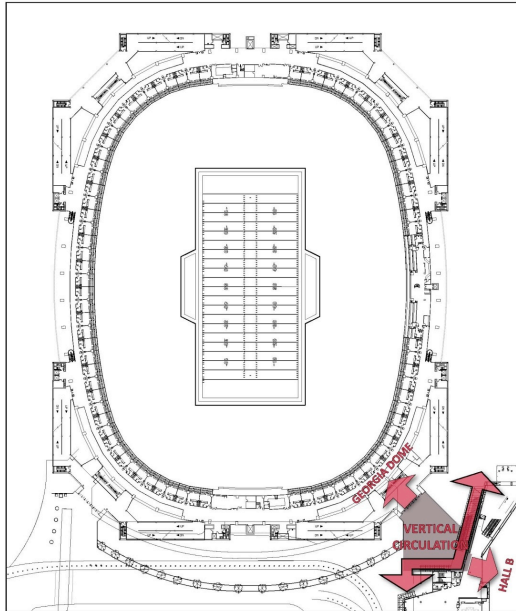
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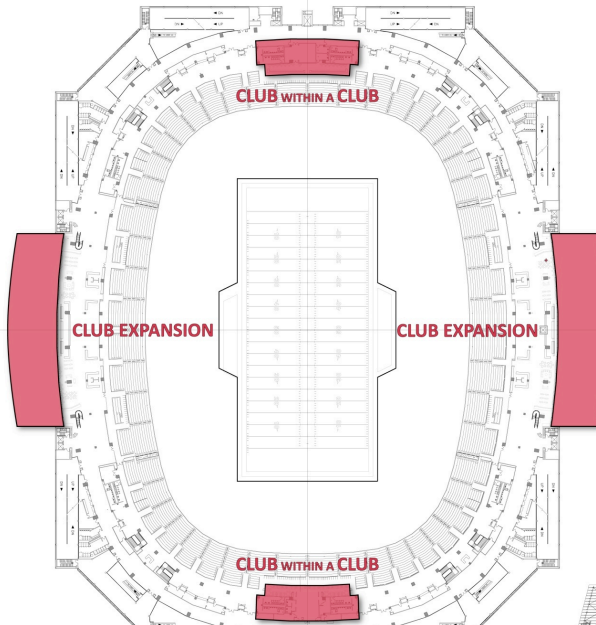
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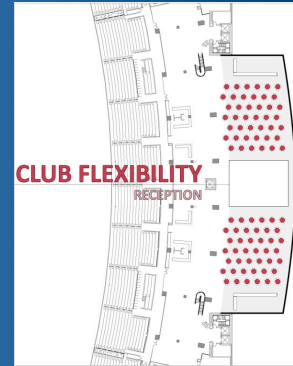
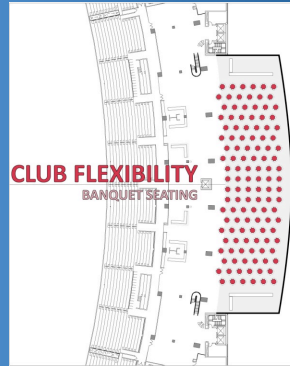
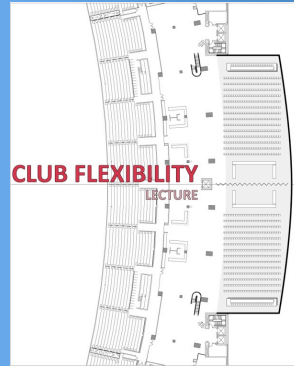
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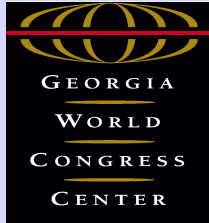
# MASTER PLAN PHASE III



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# Georgia World Congress Center Authority

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