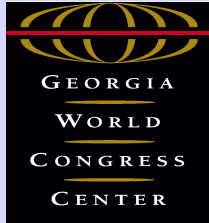


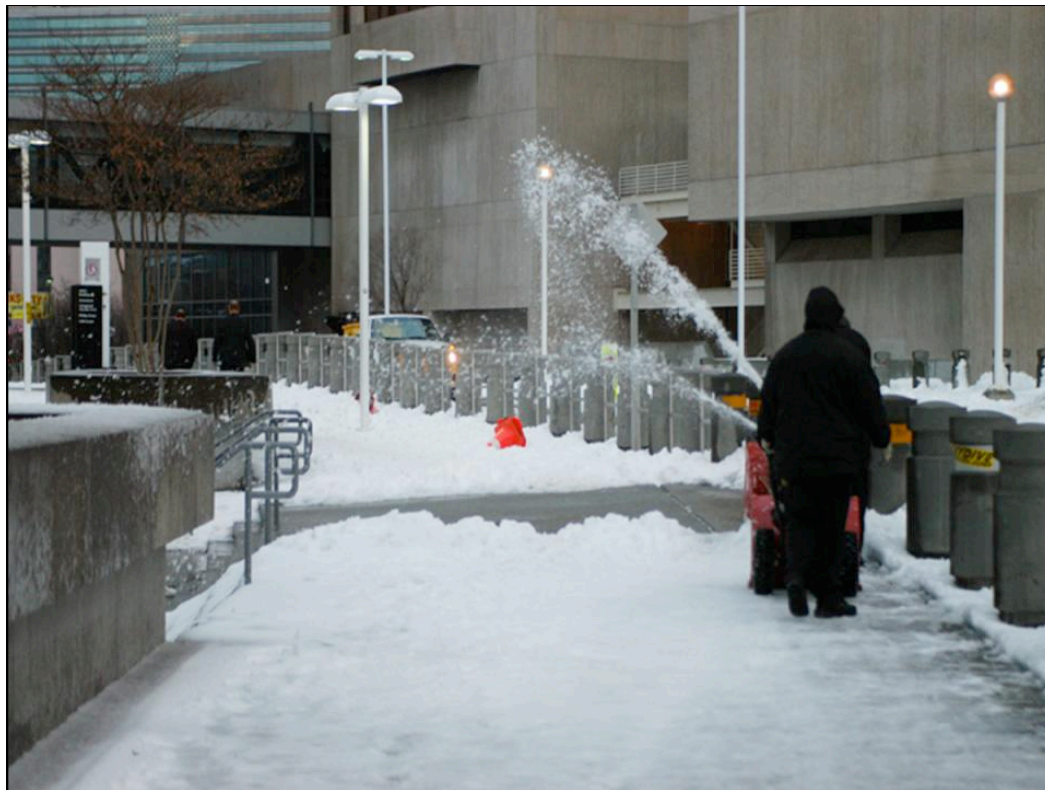
Georgia World Congress Center Authority

January 2011
Authority Meeting



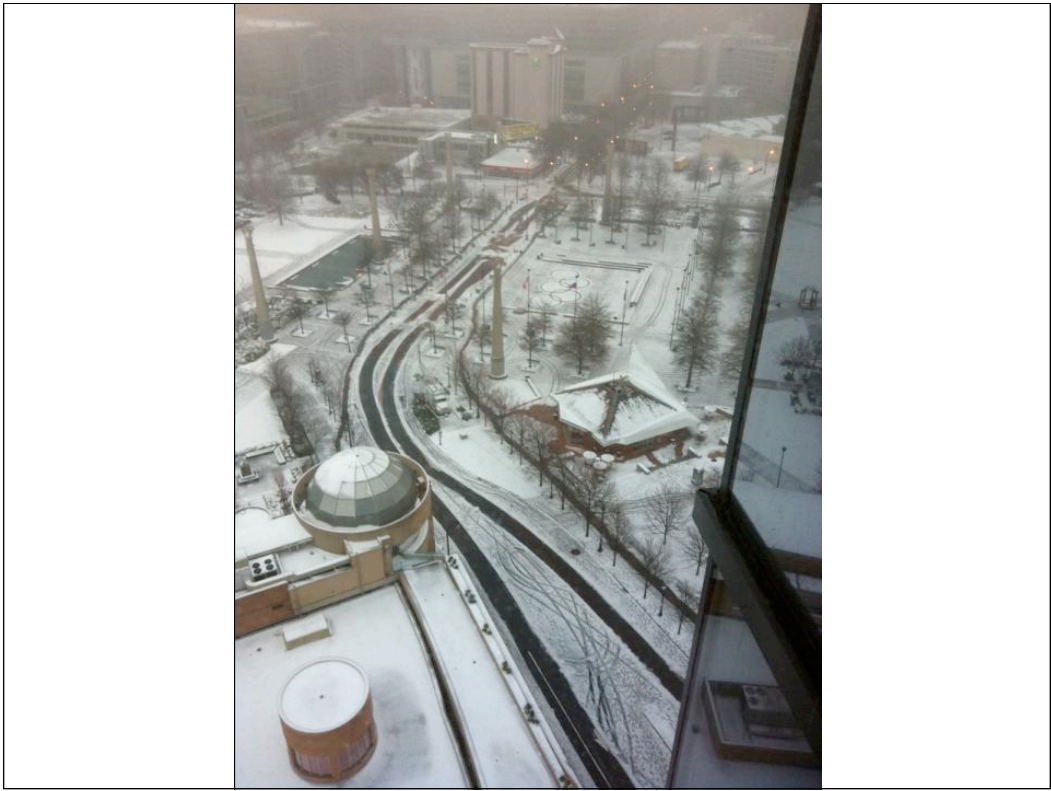
Georgia World Congress Center Authority

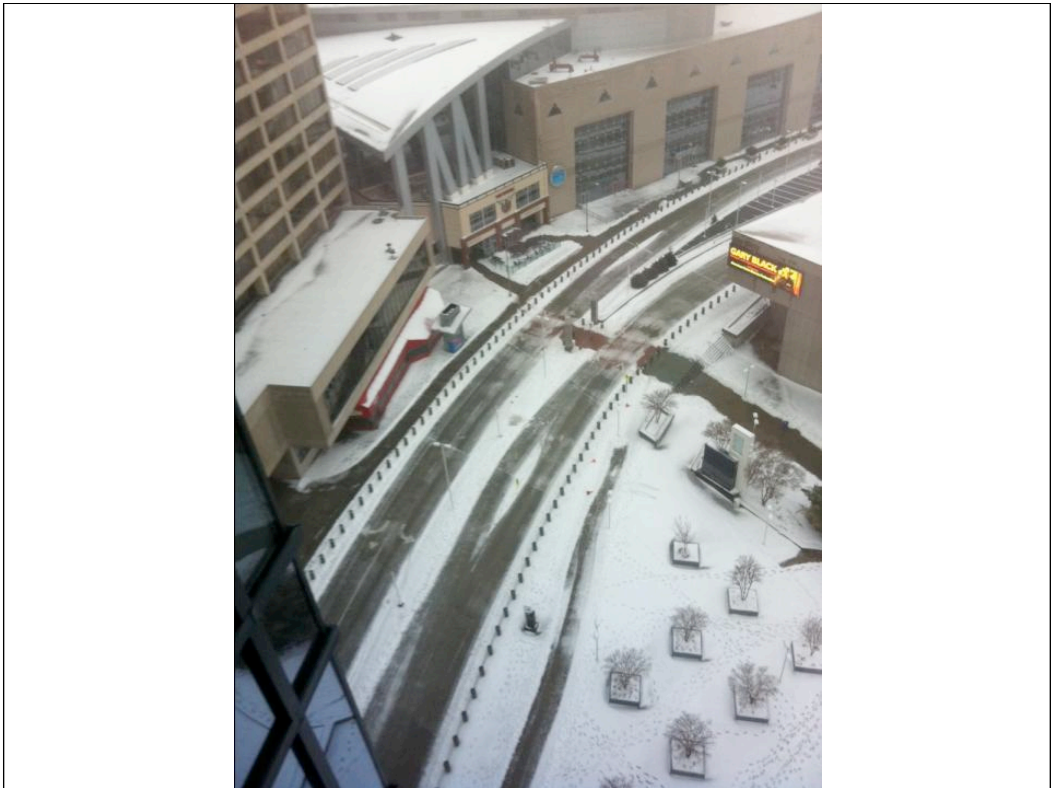
Snow & Ice Storm Clean-up

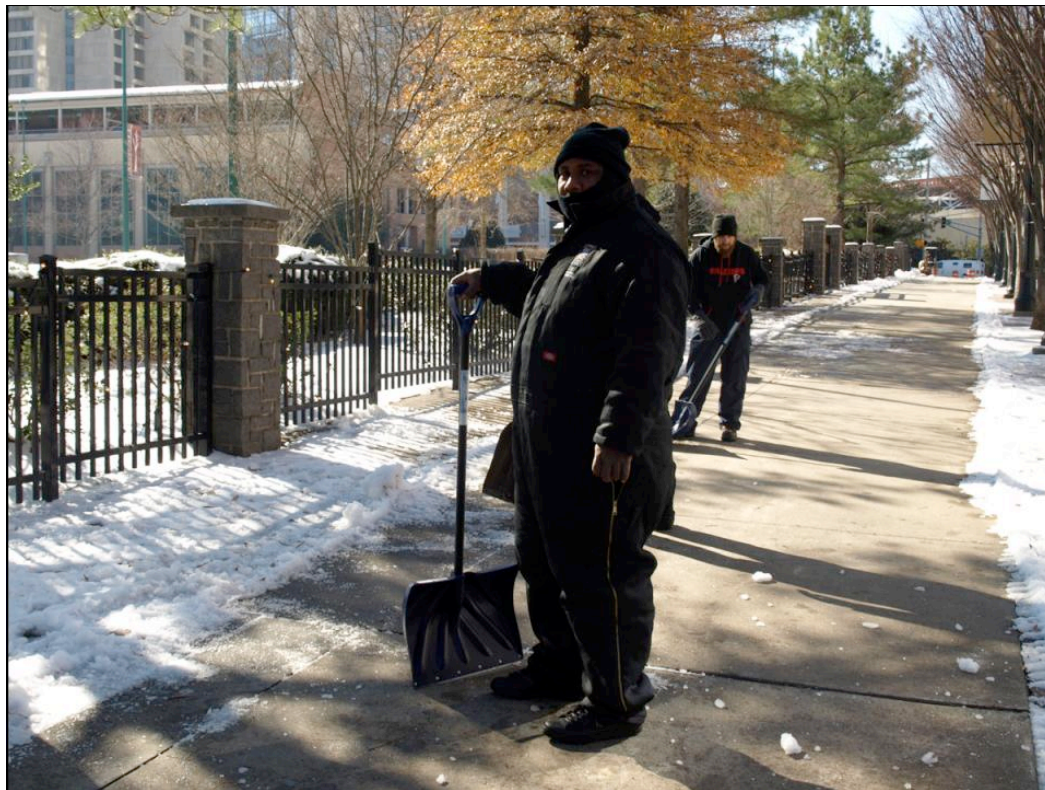
















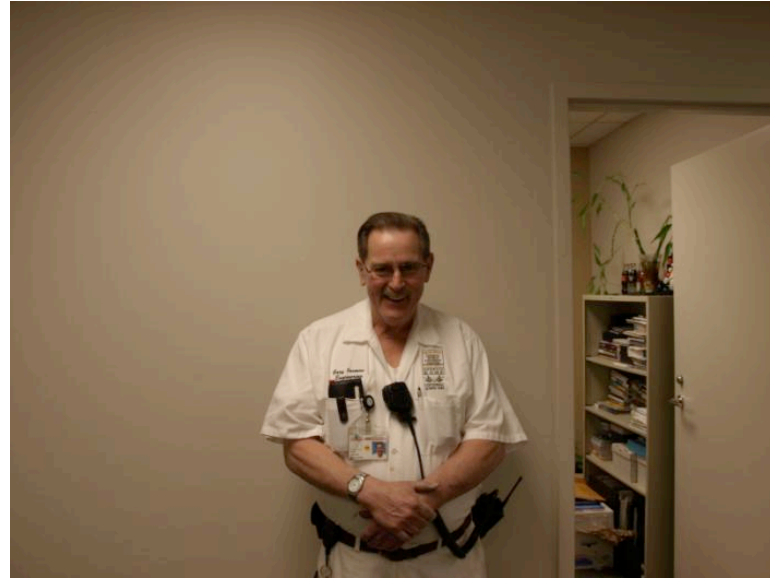


Georgia World Congress Center Authority

20-Year Employee Recognition



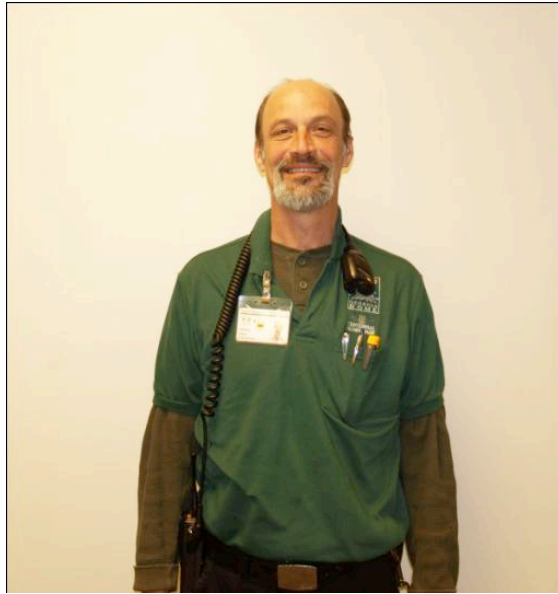
Andailai Clemon
GWCC Event Services



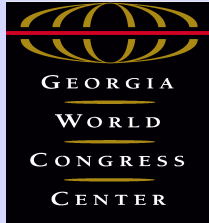
Gary Jarman
GWCC Engineering



Wayne Rosser
GWCC Engineering

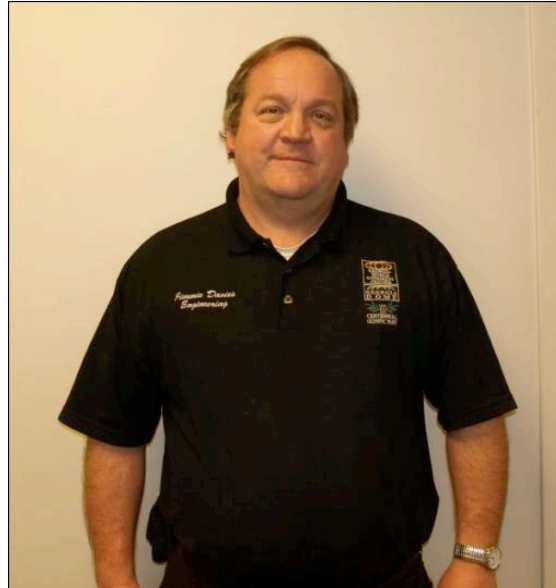


Tony Steed
GWCC Engineering



Georgia World Congress Center Authority

25-Year Employee Recognition



Jimmy Davies
GWCC Engineering



Robin Hughes
GWCC Event Services



Larry McCuller
GWCC Building Services



Ian Metcalf
GWCC Engineering



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA Sales & Marketing Update

December 2010



Georgia World Congress Center Sales Update

New Business Booked



Interwire: Wire and Cable Manufacturing Week



April 2013
Halls A1, A2, A3
6,000
9 Days



Hinman Dental Meeting



March 2014
Halls A1, A2, A3
22,500
9 Days



Texprocess Americas

texprocess
AMERICAS

May 2014

May 2016

Halls C1, C2, C3, C4

10,000 per event

18 Days



Medtrade Conference



October 2014
Halls B1, B2, B3, B4
9,000
8 Days



International Dairy-Deli-Bakery Association



June 2015

Halls B1, B2, B3, B4, B5

8,000

12 Days



Orgill Dealer Market



August 2015
Halls B1, B2, B3, B4, B5
6,000
13 Days



American Public Health



November 2017
November 2023
Halls B1, B2, B3
8,000 per event
18 Days



SME/FABTECH



October 2018

**Halls A1, A2, A3, B1, B2,
B3, B4, B5, C1, C2, C3,
C4**

12,000

13 Days



Georgia World Congress Center Sales Update

New Business Cancelled



A Town Show Down

CANCELLED

January 2011

Hall A1

5,000

6 Days

**Unable to receive commitment
from Southern Regional
Volleyball**

HealthExpo

CANCELLED

June 2011

Hall C4

3,000

4 Days

Moving event to April 2012

TS2

CANCELLED

June 2013

Halls C1, C2

4,000

6 Days

Show no longer exists

Georgia Dome
Sales Update

New Business Booked



Soccer: Mexican National vs. Bosnia



February 2011
Stadium

40,000

4 Days



Publix Georgia Marathon and Half Marathon



March 2011
Dome Exhibit Floor
10,000
3 Days



Centennial Olympic Park Sales Update

New Business Booked



Publix Georgia Marathon and Half Marathon



March 2011
Entire Park

25,000

3 Days



Other Park Confirmed Events –

Event	Date	Location	Attendance	Days
Crohn's and Colitis Walk	May 2011	North & South Great Lawns	1,400	1



December 2010 Sales Summary

GWCC

Total Days Booked

100

Total Days Cancelled

16



DOME

Total Days Booked

7



PARK

Total Days Booked

4



Economic Impact – December 2010

Total Impact \$123.2 million

GWCC

Dixie Nationals

4,000 attendance

New Dollars - \$1.2 million

Economic Impact - \$1.9 million

Sales Tax Generated - \$86 thousand

Dome

SEC Championship/FanFare (GWCC)
GHSA Football Finals

Georgia State University Graduation
HBCU All Star Bowl

Falcons vs. Saints
Chick-fil-A Bowl/FanFest (GWCC)

236,110 attendance

New Dollars - \$77.2 million

Economic Impact - \$121.3 million

Sales Tax Generated - \$5.2 million



SEC Football Championship FanFare



SEC Football Championship



SEC Football Championship



GHSA



Chick-fil-A Bowl Parade



Chick-fil-A Bowl Parade



Chick-fil-A Bowl FanFest



Chick-fil-A Bowl FanFest



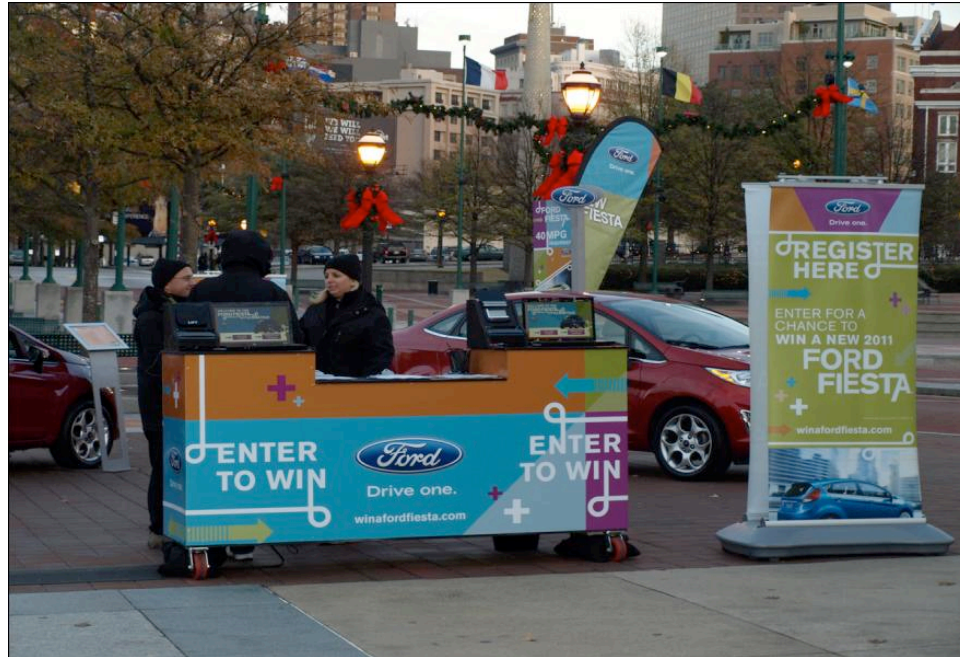
Chick-fil-A Bowl



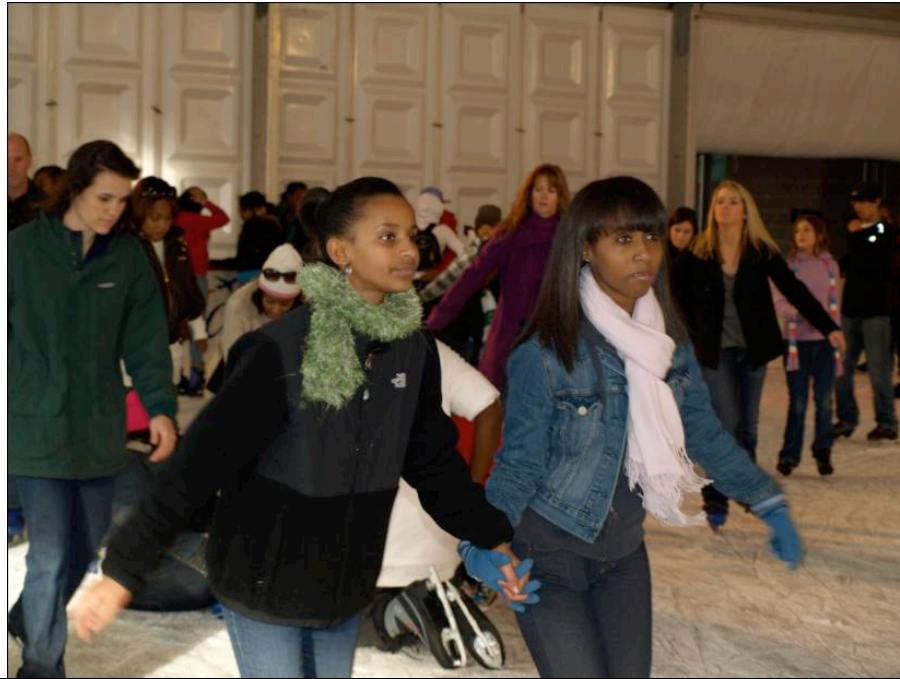
Holiday
In
Lights



Ford Promotional



Ice Rink



TBS Promotional
at
Ice Rink

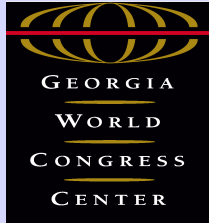


Georgia Boys Choir performs at Ice Rink



Ice Rink Tweet Up

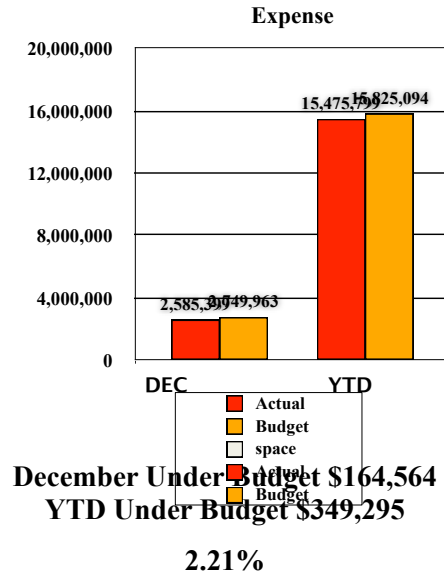
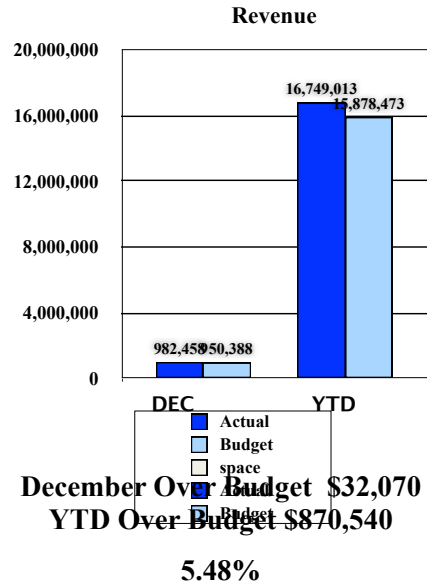




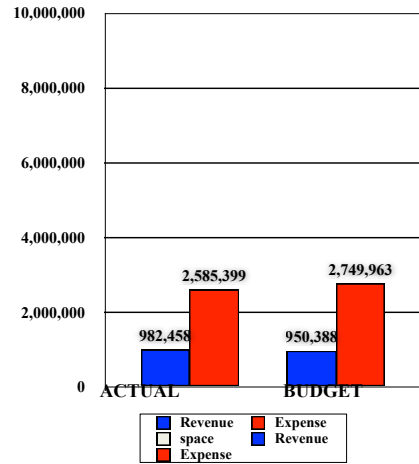
Georgia World Congress Center

December 2010
Financial Reports

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

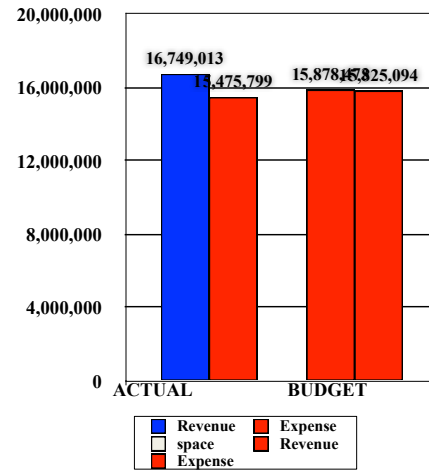


Georgia World Congress Center December 2010/YTD 2011 Net Operating Profit / Loss December

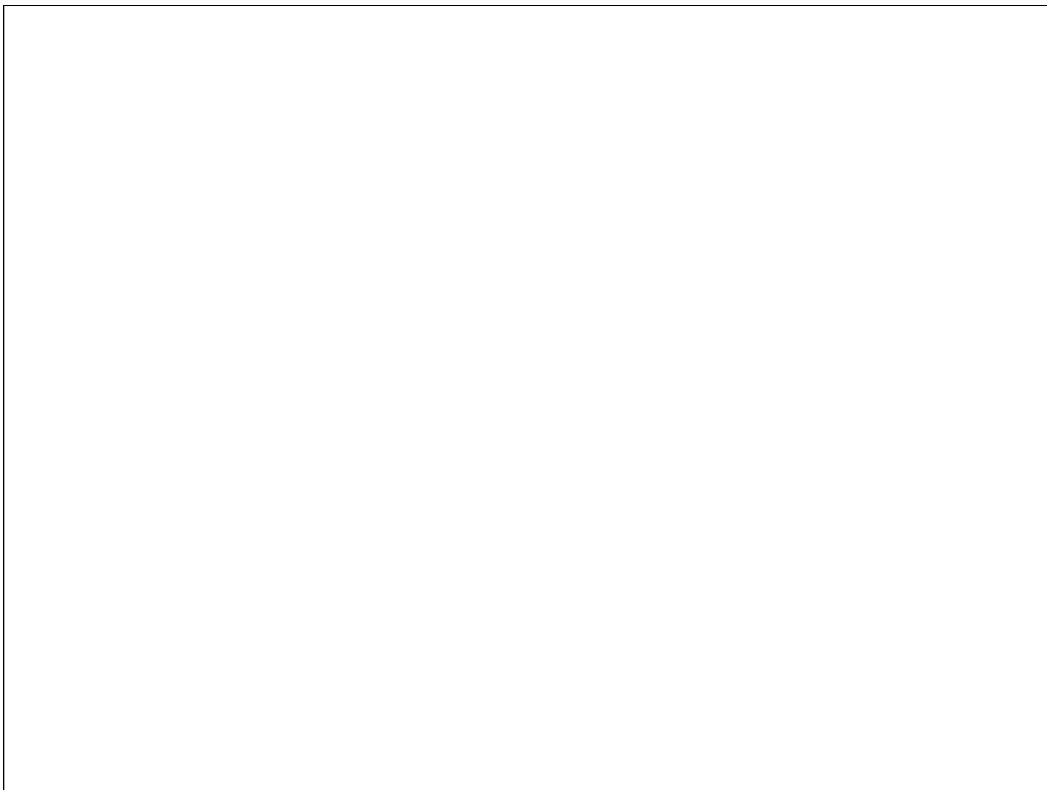


Projected Net Loss \$1,799,575
Actual Net Loss \$1,602,941

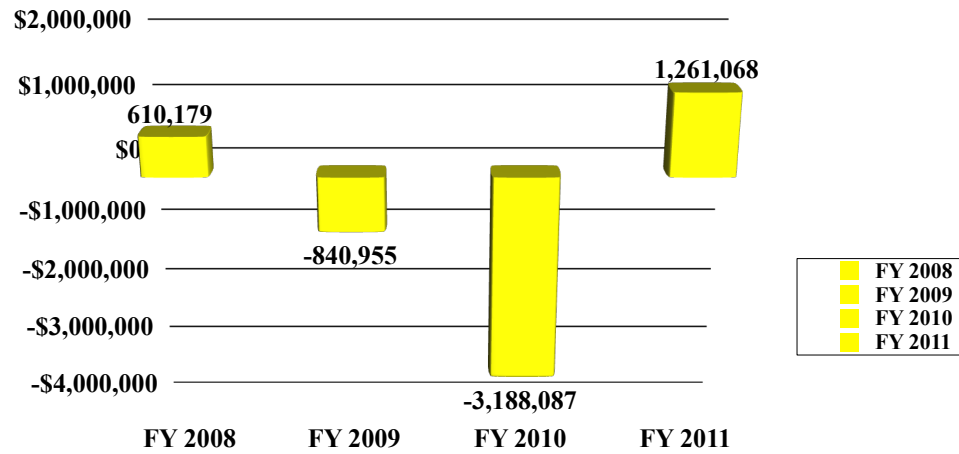
YEAR TO DATE

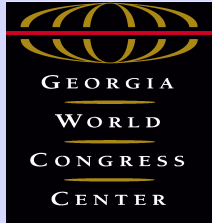


Projected Net Profit \$53,379
Actual Net Profit \$1,273,214



Georgia World Congress Center July - December Prior Years Comparison

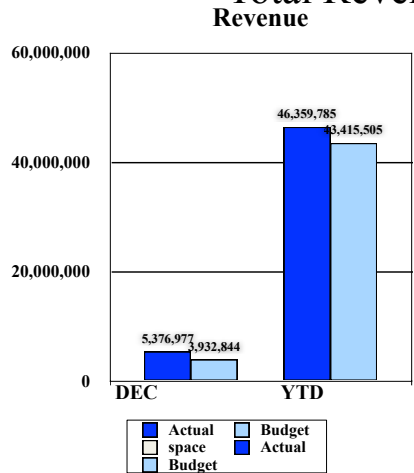




Georgia Dome

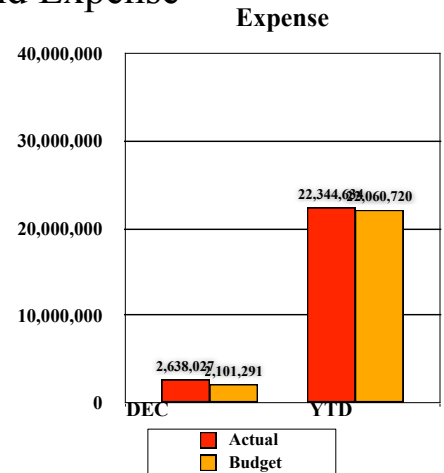
December 2010
Financial Reports

Georgia Dome December 2010/YTD 2011 Total Revenue and Expense



December Over Budget \$1,444,133
YTD Over Budget \$2,944,280

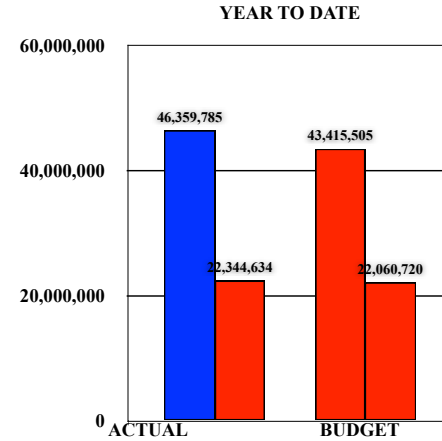
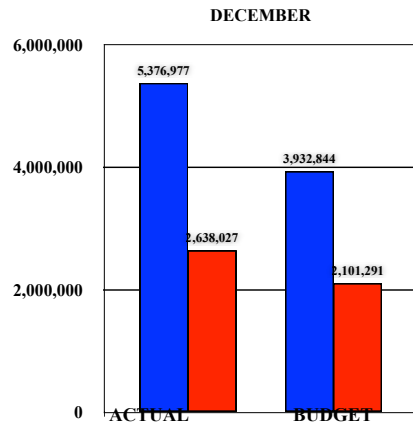
6.78%



December Over Budget \$536,736
YTD Over Budget \$2,283,914

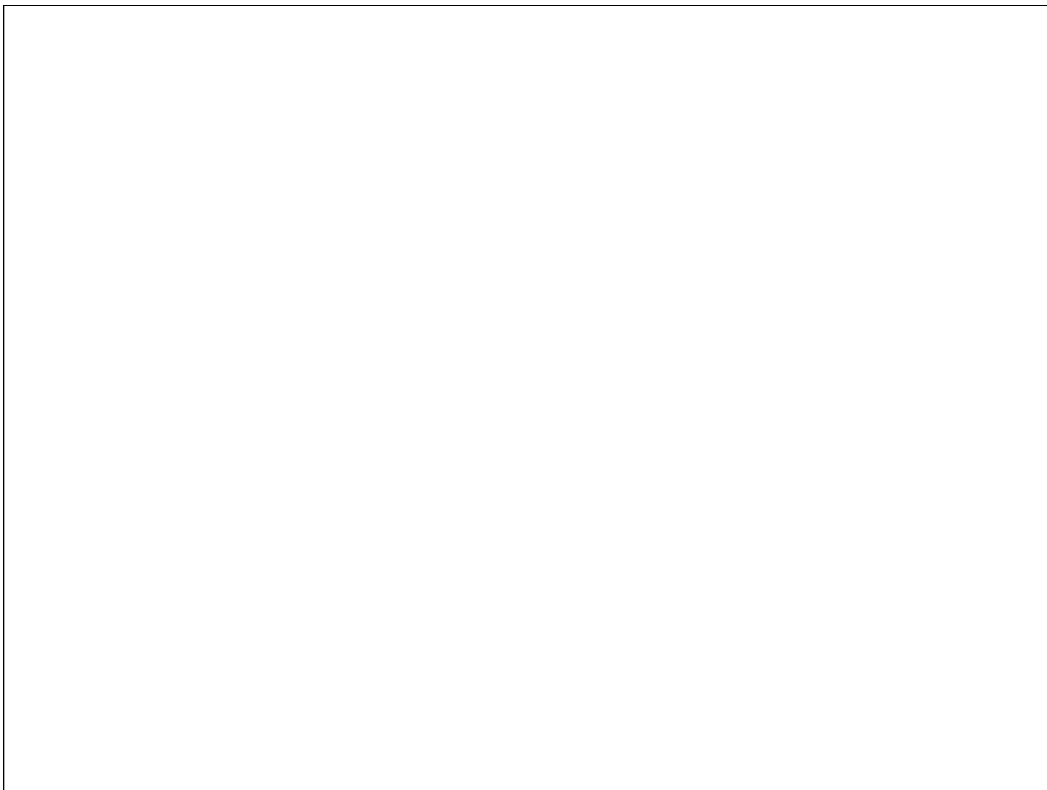
1.29%

Georgia Dome December 2010/YTD 2011 Net Profit / Loss

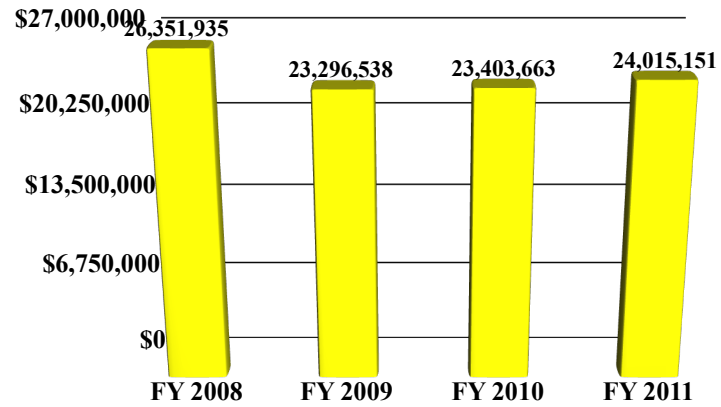


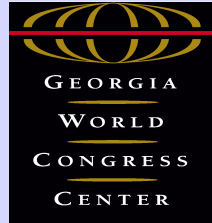
Projected Net Profit \$1,831,553
Actual Net Profit \$2,738,950

Projected Net Profit \$4,354,785
Actual Net Profit \$24,015,151



Georgia Dome July - December Prior Years Comparison

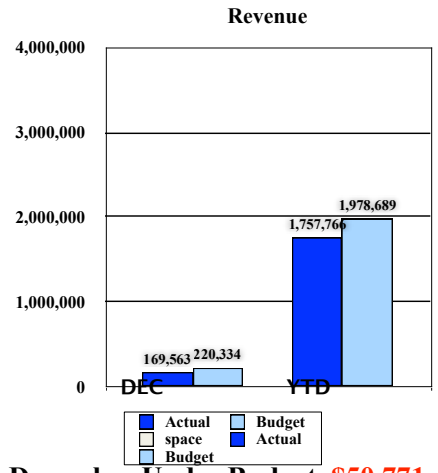




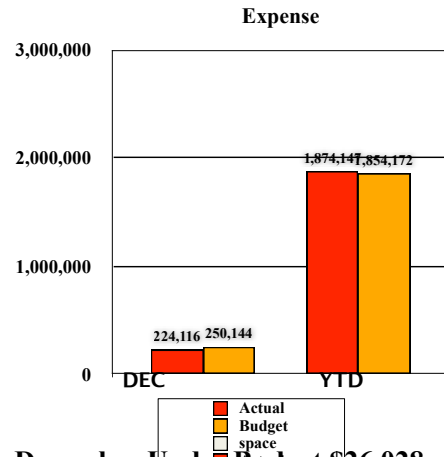
Centennial Olympic Park

December 2010
Financial Reports

Centennial Olympic Park December 2010/YTD 2011

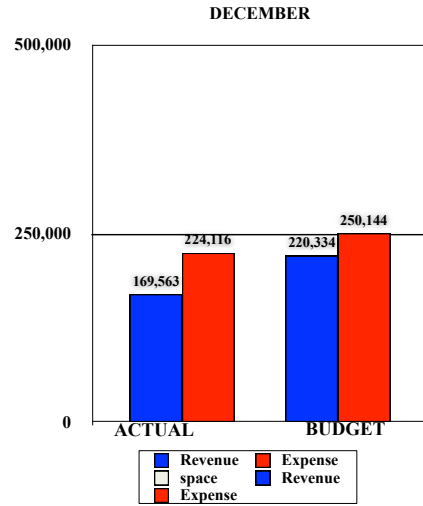


December Under Budget \$50,771
YTD Under Budget \$220,923
11.17%

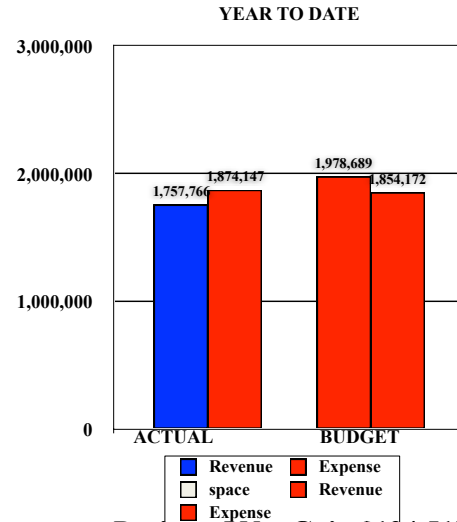


December Under Budget \$26,028
YTD Over Budget \$19,975
1.08%

Centennial Olympic Park December 2010/YTD 2011

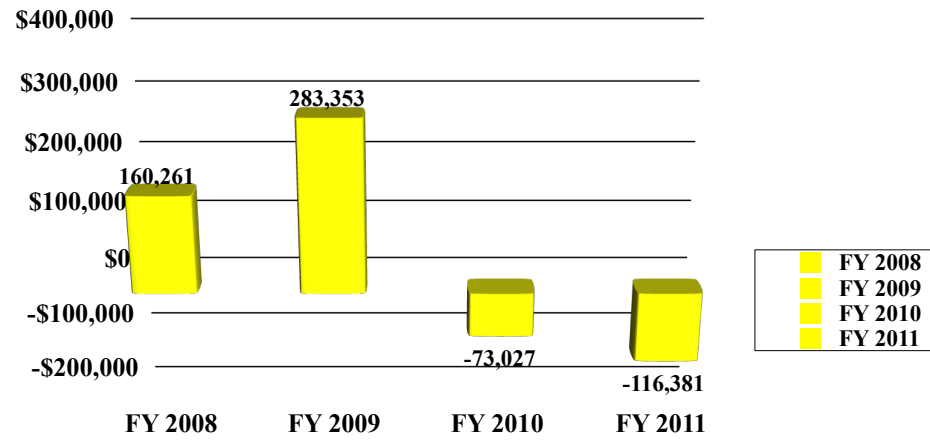


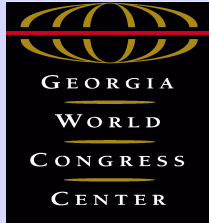
Projected Net Loss \$29,810
Actual Net Loss \$54,553



Projected Net Gain \$124,517
Actual Net Loss \$116,381

Centennial Olympic Park July - December Prior Years Comparison

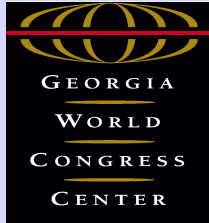




Georgia World Congress Center Authority

Falcons 2011

Premium Seating &
Advertising Pricing



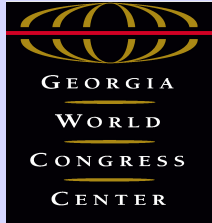
Georgia World Congress Center Authority

GWCCA 2011
Committee Assignments



Georgia World Congress Center Authority

GWCCA 2011
Meeting Schedule



Georgia World Congress Center Authority

January 2011

Authority Meeting