

**MINUTES**  
**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**JULY 27, 2010**

The following were in attendance:

**GWCCA Authority Members**

David Allman  
Taz Anderson  
Ken Cornelius  
Anne Hennessy  
Glenn Hicks  
Lee Hunter  
Bill Linginfelter  
Tim Lowe  
Bob Prather, Chair  
Gary Smith  
Doug Tollett

**Absent**

Tom Bell  
John Downs  
Jim Edenfield  
Dee Yancey

**GWCC Legislative Overview Com.**

**Senators**

None

**Representatives**

Chuck Martin  
Butch Parrish

**GWCC Staff**

Dale Aiken  
Kevin Duvall  
Mark Geiger  
Frank Poe  
Pattsie Rand  
Sherrie Spinks  
Mark Zimmerman

**Dome Staff**

Carl Adkins  
Will Lofdahl

**COP Staff**

Joe Skopitz

**Levy - GWCC**

Mike Plutino  
Chris Smith  
Scott Sweeney

**GWCC Legal Counsel**

Pargen Robertson

**Atlanta Convention & Visitors Bureau**

William Pate  
Mark Vaughan

**Atlanta Falcons**

Greg Beadles  
Rich McKay

**Attorney General's Office**

Shannon McGhee

**Office of Planning & Budget**

Yvonne Turner

**Press**

Lisa Schoolcraft, Atlanta Business Chronicle  
Leon Stafford, AJC

**Guests**

Dan Graveline

Chair Bob Prather welcomed everyone and called the meeting to order at 12:20 p.m.

Chair Prather then asked for a motion to approve the minutes of the June 29, 2010 meeting.

*A motion to approve the minutes of the June 29, 2010 meeting was made by Lee Hunter, seconded by Glenn Hicks, and unanimously approved.*

Chair Prather then called on Pattsie Rand to present the Sales and Marketing Report for June 2010, which is hereby appended and made a part of these minutes.

Seven events totaling twenty-three days, which includes move-in and move-out days, confirmed during June for GWCC exhibit halls.

<u>Event</u>	<u>Date</u>
V103 Car and Bike show	July 2010
World of Wheels	January 2011
SECO International, LLC	February 2011
Big South Qualifier	March 2011
Primerica	June 2011
International Poultry Exposition	January 2014
Rotary International	June 2017

No exhibit hall events were cancelled at the GWCC in June 2010.

One new event was confirmed at the Georgia Dome during June 2010 for a total of two days, which includes move-in and move-out.

<u>Event</u>	<u>Date</u>
Chick-fil-A Kickoff	September 2010

No events were cancelled at the Georgia Dome during June 2010.

No new business was confirmed in Centennial Olympic Park during June 2010.

No events were cancelled in Centennial Olympic Park during June 2010.

A Summary of the Economic Impact for major events at the Georgia World Congress Center and the Georgia Dome during June was reviewed. Total attendance for June events was 29,215. New dollars generated by out-of-town visitors were \$19.2 million and estimated total economic impact was \$31.3 million. Estimated State sales tax generated was \$1.3 million.

Photographs of the following June 2010 events were reviewed:

**GWCC**

American Academy of Physician Assistants  
Government Finance Officers Association  
The Institute of Internal Auditors  
National Retail Federation Loss Prevention  
South Atlantic Conference of Seventh Day

**Centennial Olympic Park**

Wednesday WindDown  
Fourth Saturday Family Fun Day

Chair Prather thanked Ms. Rand for her report and then called on Sherrie Spinks for the review of the June 2010 financial reports, which are appended and made a part of these minutes.

### **GEORGIA WORLD CONGRESS CENTER**

Operating revenue for June was \$2,103,976 against a budget of \$1,754,828, which was \$349,148 **ahead** of forecast for the month. The increase is mainly due to an increase in food and beverage revenue. YTD operating revenue is \$27,319,328 or 2.55% **below** forecast. Total expenditures of \$2,981,621 were \$191,431 **over** budget mainly due to projects. YTD expenses are **under** budget by \$4,034,874 or 11.98%. All departments and staff worked very hard over the past year to hold down expenses. The Congress Center projected a net loss of (\$1,035,362) but had an actual net loss of (\$877,645) for the month. The Congress Center projected a net loss YTD of (\$5,647,347) but had an actual net loss of (\$2,328,732). This is a \$3.3 million improvement on the budget.

A graph comparing FY09 and FY10 Hotel/Motel Tax revenue was presented.

### **GEORGIA DOME**

Total operating revenue for June was \$1,933,746 against a budget of \$2,225,069, which was \$291,323 **below** forecast. YTD operating revenue is **below** budget by (\$766,350) or 1.33%. Catering was ahead of forecast by \$2.6 million or 71%. Operating expenditures of \$7,840,899 were \$2,138,683 **over** budget due to a \$4 million debt service payment made in June. YTD expenditures are **under** budget by \$636,179 or 1.38%. The Dome projected a net loss of (\$3,477,147) but had an actual loss of (\$5,907,153) for the month due to projects. YTD the Dome projected a net profit of \$11,490,949 but had an actual net profit of \$10,088,420.

### **CENTENNIAL OLYMPIC PARK**

Operating revenue for June was \$468,012 against a budget of \$493,598, which was \$25,586 **below** forecast mainly due to lost food and beverage service. YTD revenue is **below** forecast by \$225,766 or 7.43%. Operating expenditures for the month were \$540,376, which was \$27,632 **less** than projected. YTD expenses are **over** budget \$198,723 or 6.55%. The Park projected a net loss of (\$19,146) for the month, but had an actual **net loss** of (\$72,364). YTD the Park projected a net gain against budget of \$6,041, but experienced an actual net loss of (\$21,002).

A graph for each facility comparing actual versus budgeted revenue was presented.

Chair Prather commended GWCCA staff for reducing the projected \$5.7 million FY10 loss to \$2.3 million. Congratulations and thanks go to the entire staff. It has been a difficult year and the board appreciates the effort made to reduce the loss.

### **LEVY RESTAURANTS PRESENTATION**

Mr. Poe introduced Mike Plutino, Levy's Regional Director of Operations. Mr. Plutino thanked the board for the opportunity to present a Levy Restaurants update. Mr. Plutino introduced Levy key leadership which includes Chris Smith, Director of GWCC and COP Operations; Scott Sweeney, Director of Dome Operations; and Frank Abbinanti, Executive Chef. Mr. Plutino reviewed Levy's background and history. Levy Restaurants has grown nationwide since its beginning in 1978 when two brothers opened a deli. Levy Restaurants partnered with the Compass Group in 2000. The Compass Group is based in Charlotte, North Carolina, is the largest food service company in the world, and is the seventh largest employer in the world. Levy restaurant locations in Atlanta include

the Georgia World Congress Center, the Georgia Dome, Centennial Olympic Park, Philips Arena, and Atlanta Motor Speedway. Compass restaurant locations in Atlanta include the High Museum of Art, the Woodruff Arts Center, The Georgia Aquarium, Bank of America. In FY10 Levy increased its budget revenue by \$3,774,705. Unique components of Levy's operation were reviewed, e.g. produces fresh baked breads and pastries, buys from local businesses, uses biodegradable products, and works with local schools. Levy presented three new food service concepts on campus this year: the Googie Burger in Centennial Olympic Park, Outtakes in the Congress Center, and 2View in the Georgia Dome. Additionally, to increase the speed and efficiency for ordering and receiving food service on the exhibit show floor and in the Dome, Levy has implemented "on demand" exhibitor booth sales in the Congress Center and e-Levy online suite ordering in the Dome. Levy has recently been named as one of the "most innovative" companies in sports.

Chair Prather thanked Mr. Plutino for the very educational Levy update. The Authority has been very pleased with Levy's quality service.

The next Authority meeting will be August 31, 2010. Chair Prather then called for a motion to adjourn.

*With no further business to discuss, a motion to adjourn was made by Taz Anderson, seconded by Tim Lowe, and unanimously approved.*

**RESPECTFULLY SUBMITTED:**

**APPROVED:**

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**DALE AIKEN**  
**ASSISTANT SECRETARY**

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**ANNE HENNESSY**  
**SECRETARY**