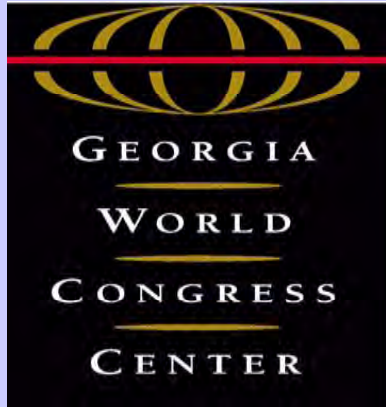


Georgia World Congress Center Authority

July 2010

Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA Sales & Marketing Update

June 2010



Georgia World Congress Center Sales Update

New Business Booked



V103 Car and Bike Show



July 2010

Halls C1, C2, C3

25,000

4 Days



World of Wheels



January 2011

Halls C1, C2

8,300

7 Days



SECO International, LLC



February 2011

Halls C1, C2, C3

4,000

8 Days



Big South Qualifier



March 2011

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

12,000

8 Days



Primerica



June 2011

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

55,000

8 Days



International Poultry Exposition



January 2014

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

15,000

11 Days



Rotary International



June 2017

Halls B1, B2, B3, B4, B5

10,000

12 Days



Georgia Dome Sales Update

New Business Booked



Chick-fil-A Kickoff



September 2010

Stadium, Park

71,500

2 Days



Centennial Olympic Park Sales Update

No New Business Booked



June 2010 Sales Summary

GWCC

Total Days Booked

58



DOME

Total Days Booked

2



PARK

Total Days Booked

0



Economic Impact – June 2010

Total Impact \$31.3 million

GWCC

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

29,215 attendance

New Dollars - \$19.2 million

Economic Impact - \$31.3 million

Sales Tax Generated - \$1.3 million

Dome

0 attendance

New Dollars - \$0

Economic Impact - \$0

Sales Tax Generated - \$0

American Academy of Physician Assistants



Government Financial Officers Association



Institute of Internal Auditors



National Retail Federation

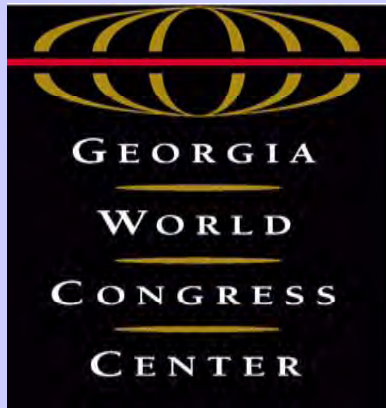


Wednesday WindDown



Fourth Saturday Family Fun Day





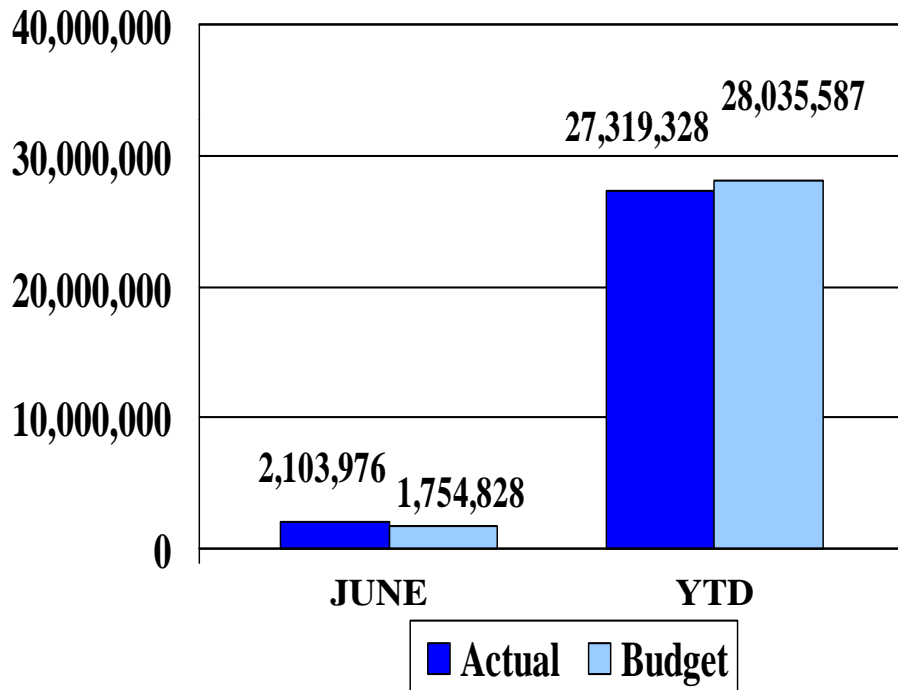
Georgia World Congress Center

June 2010

Financial Reports

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

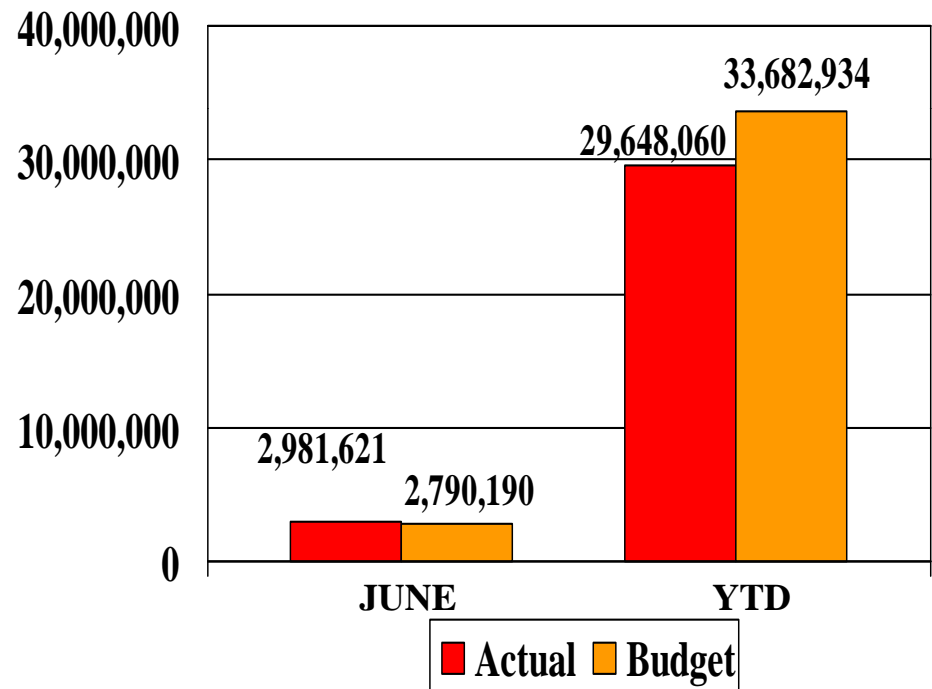
Revenue



June Over Forecast \$349,148
YTD Under Forecast \$716,259

2.55%

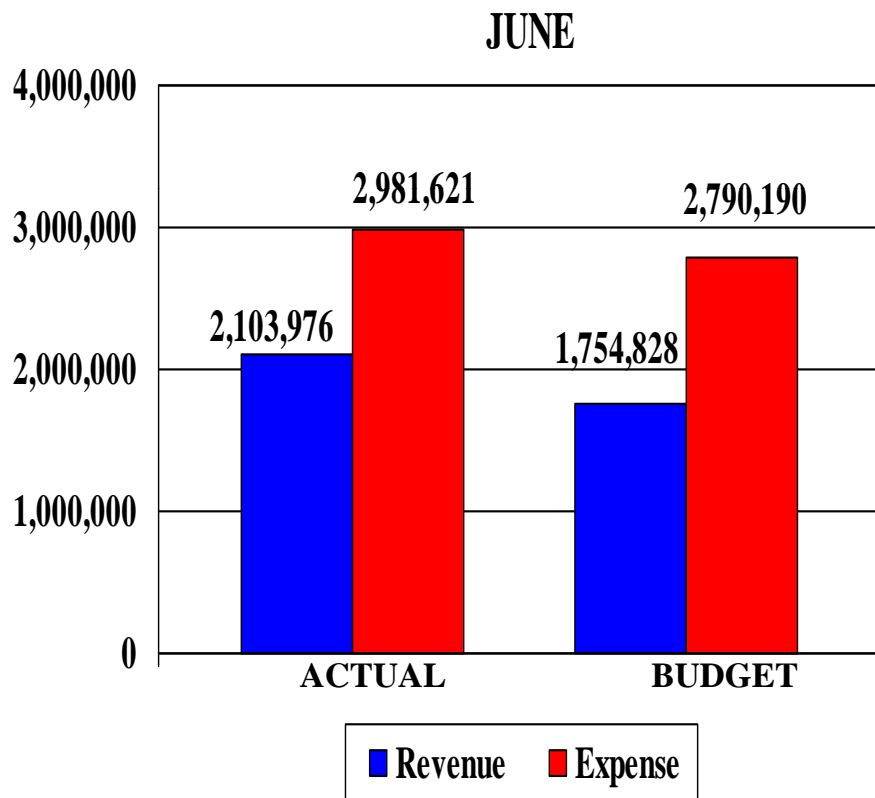
Expense



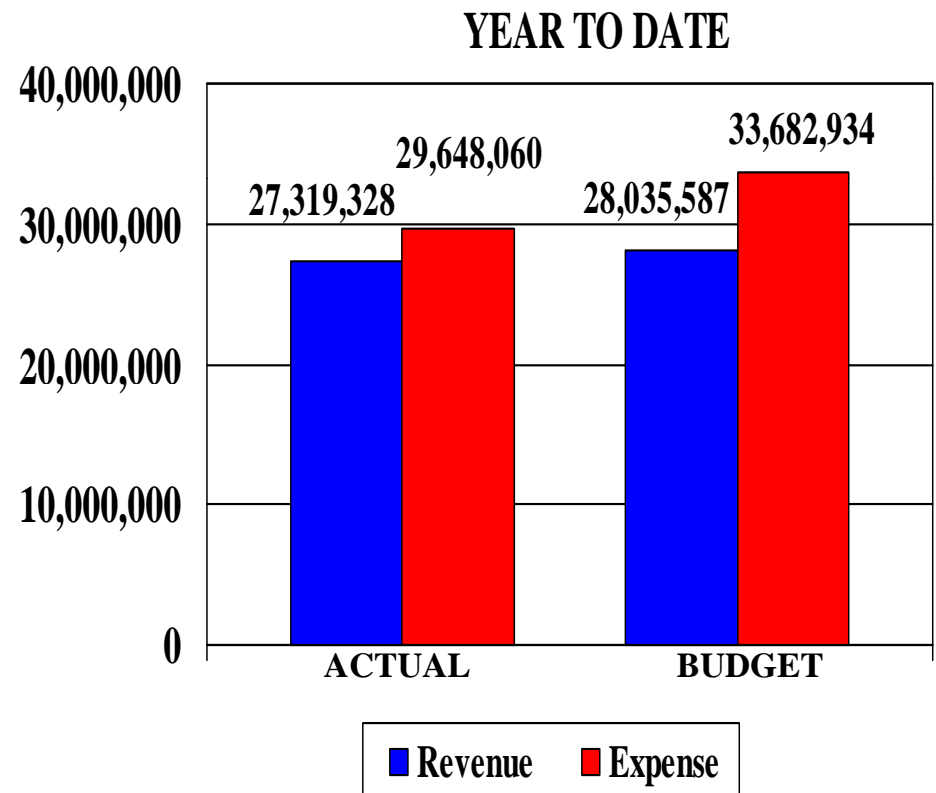
June Over Budget \$191,431
YTD Under Budget \$4,034,874

11.98%

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

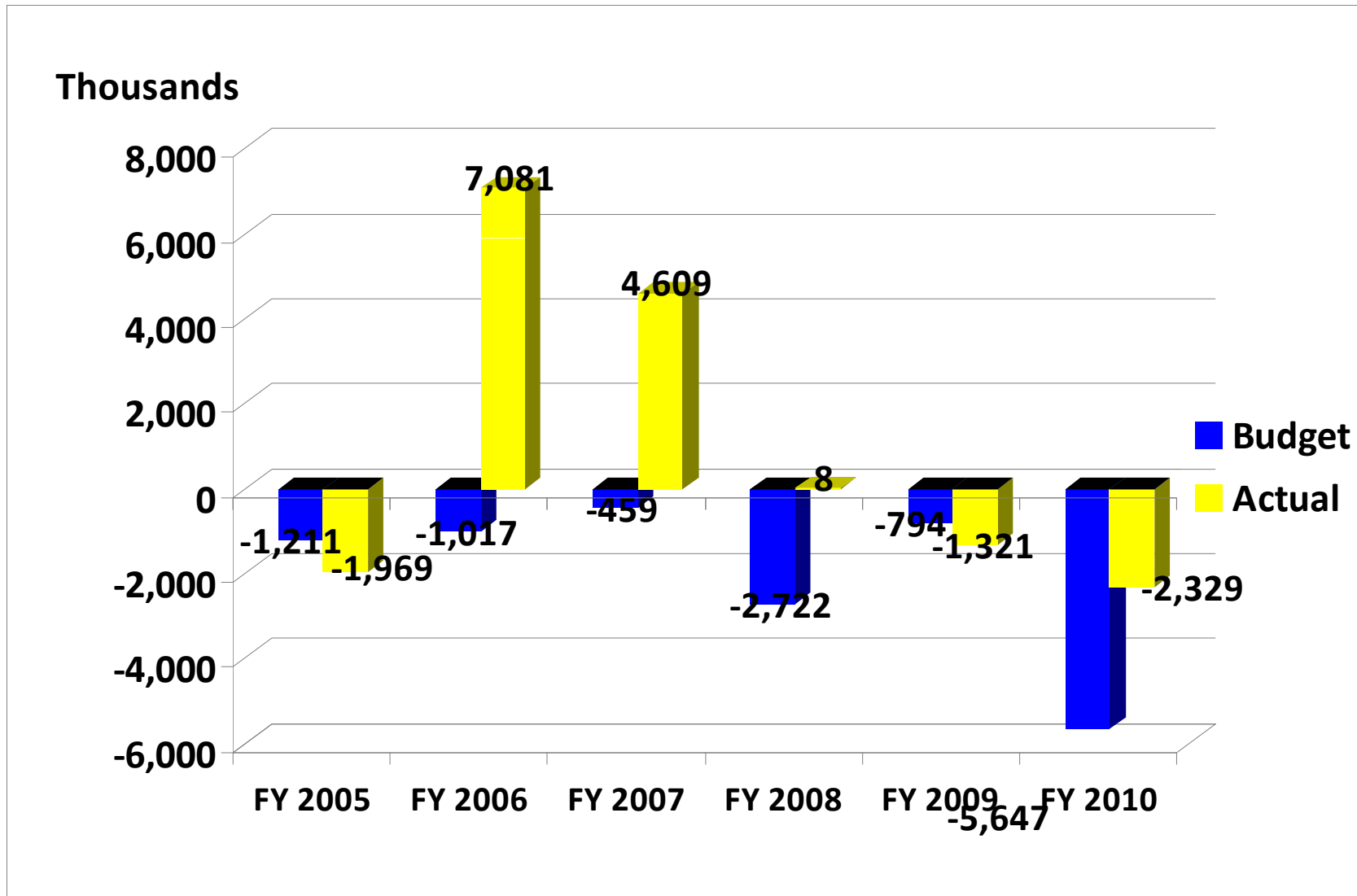


Projected Net Loss \$1,035,362
Actual Net Loss \$877,645

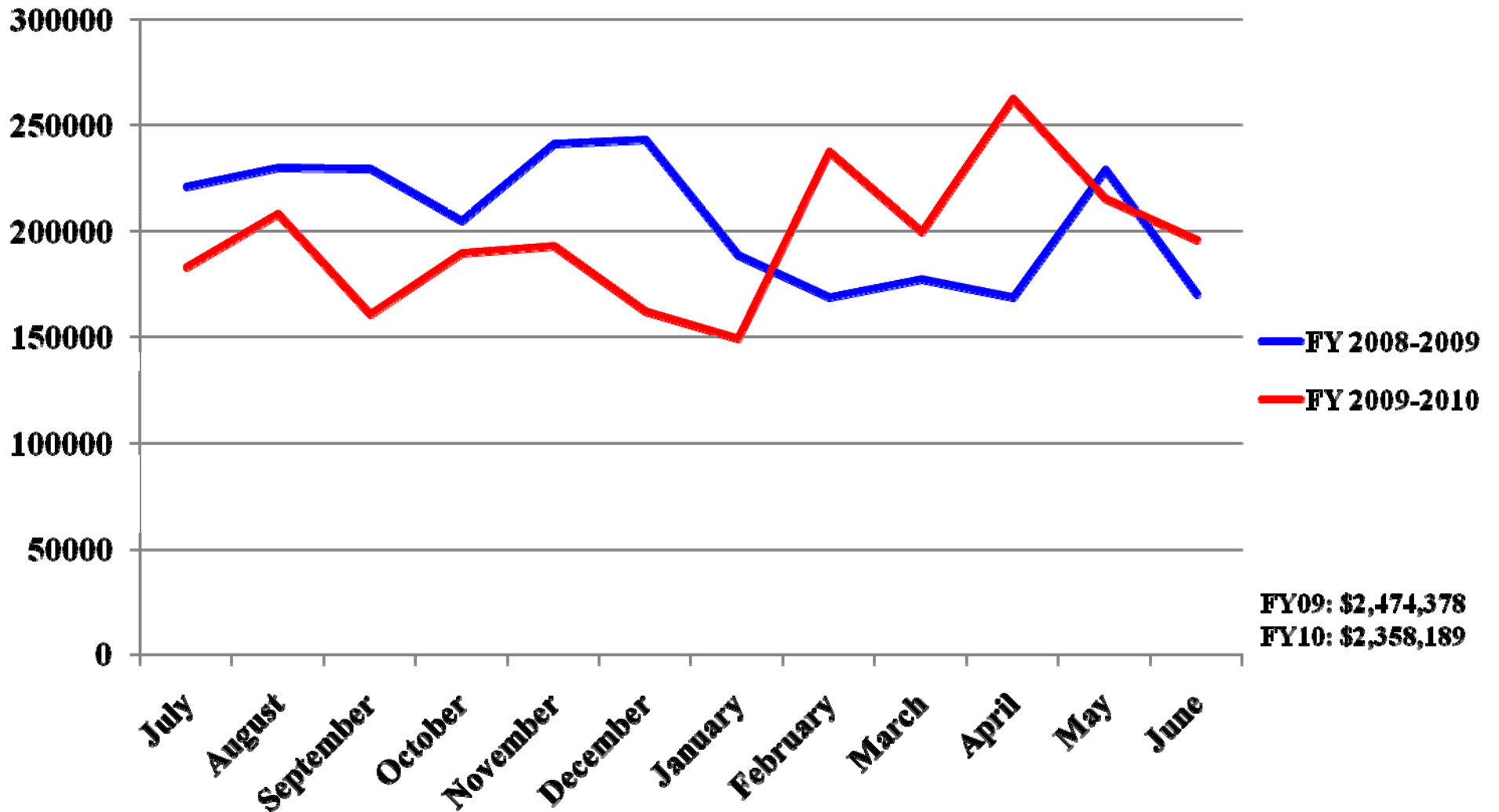


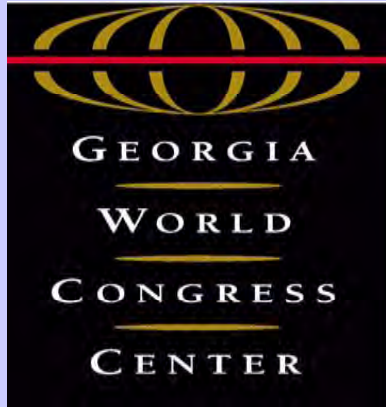
Projected Net Loss \$5,647,347
Actual Net Loss \$2,328,732

Georgia World Congress Center Prior Years Comparison



Georgia World Congress Center Hotel/Motel Tax Comparison





Georgia Dome

June 2010

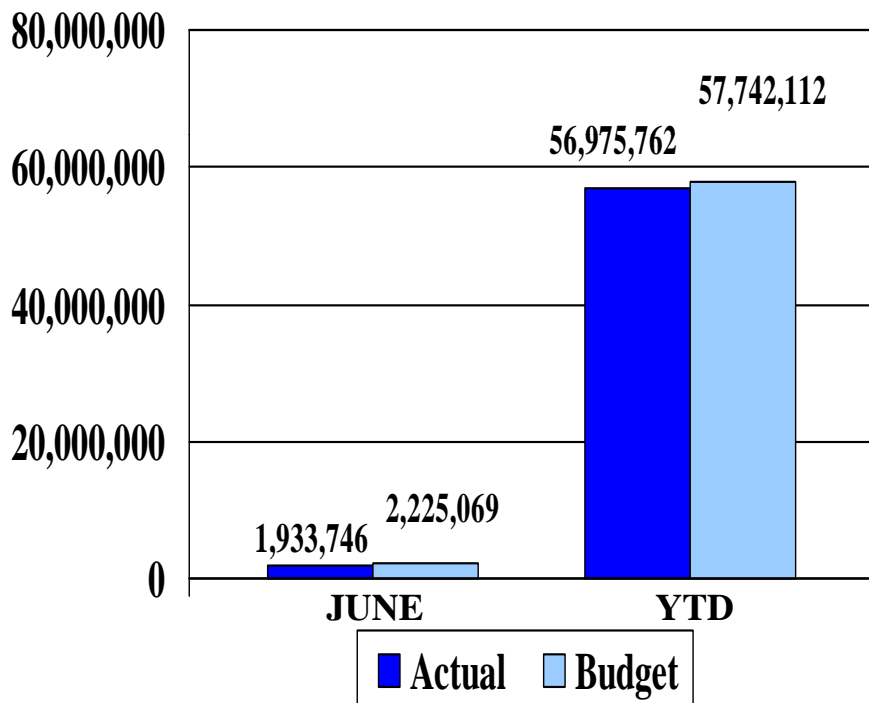
Financial Reports

Georgia Dome

June 2010/YTD 2010

Total Revenue and Expense

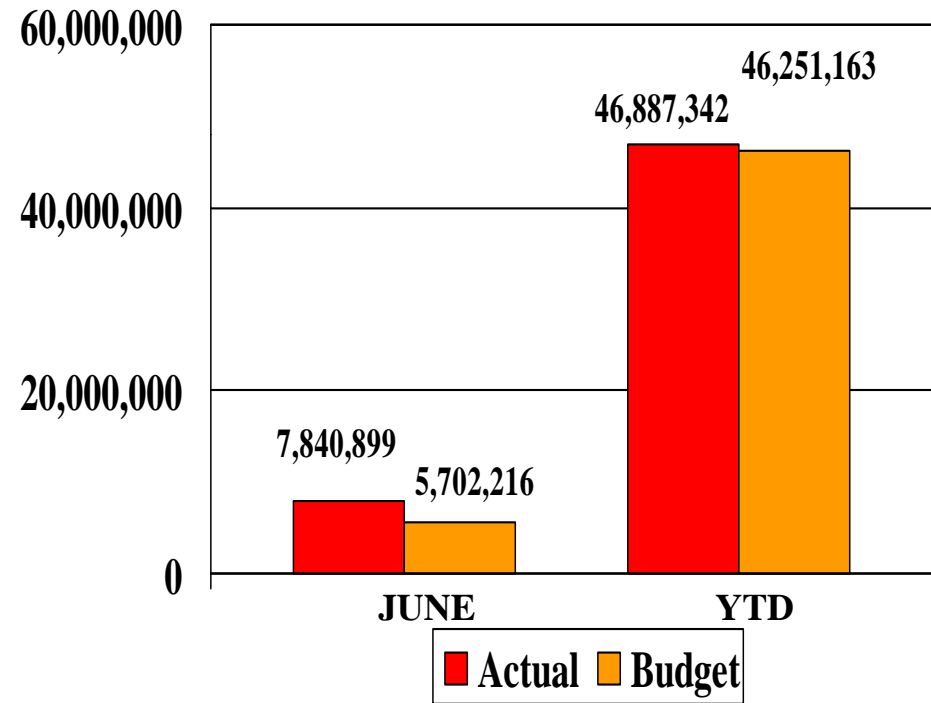
Revenue



June Under Forecast \$291,323
YTD Under Forecast \$766,350

1.33%

Expense



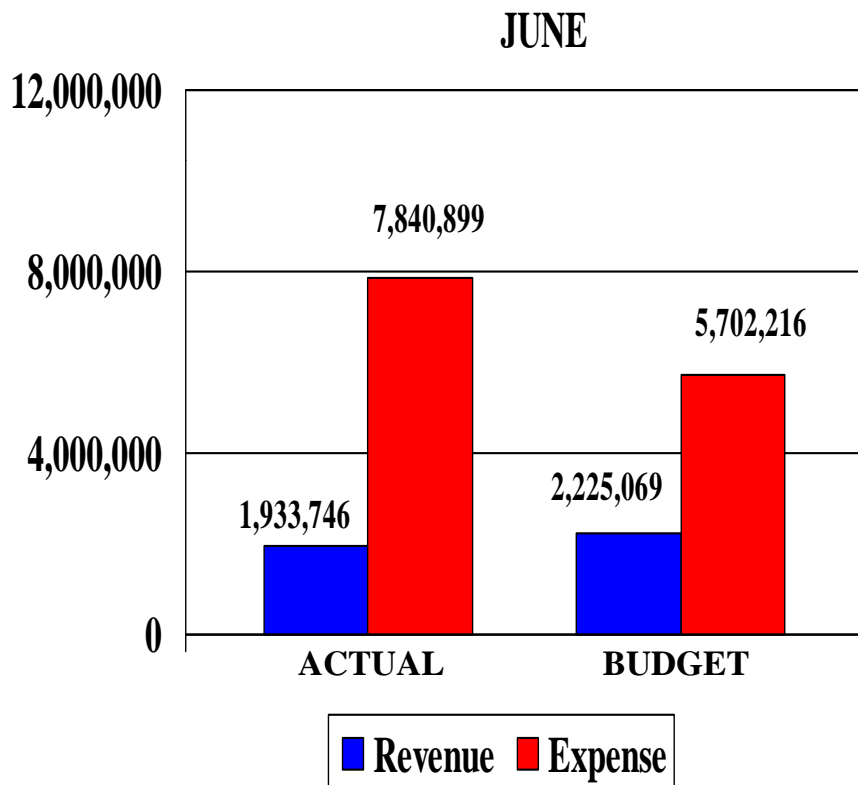
June Over Budget \$2,138,683
YTD Over Budget \$636,179

1.38%

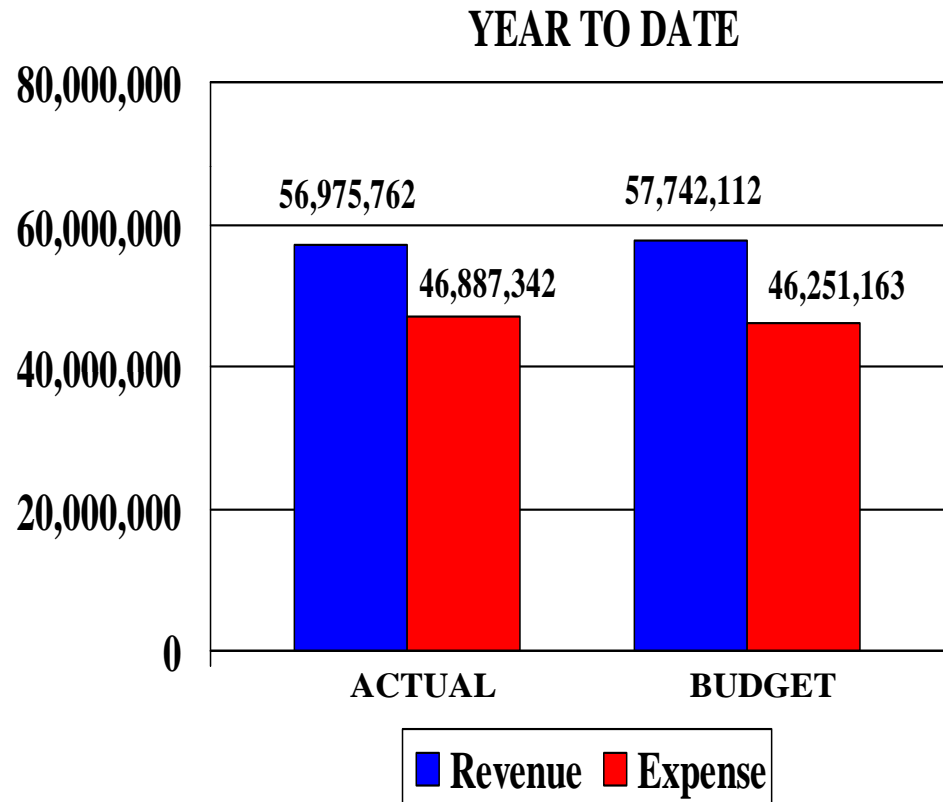
Georgia Dome

June 2010/YTD 2010

Net Profit / Loss

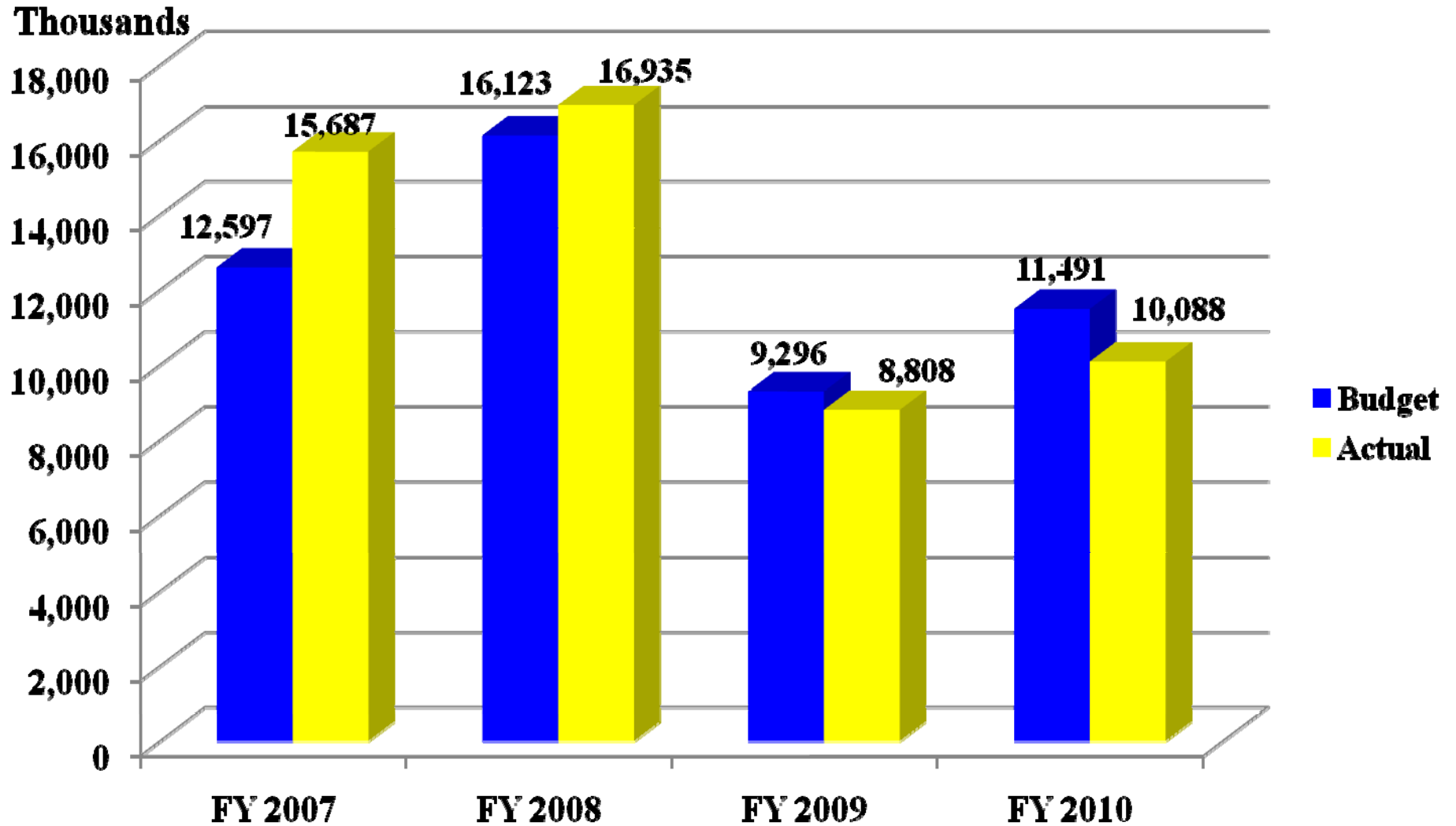


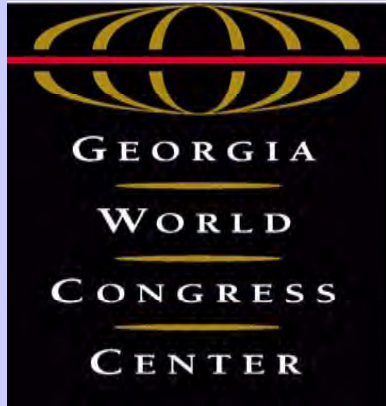
Projected Net Loss \$3,477,147
Actual Net Loss \$5,907,153



Projected Net Profit \$11,490,949
Actual Net Profit \$10,088,420

Georgia Dome Prior Years Comparison





Centennial Olympic Park

June 2010

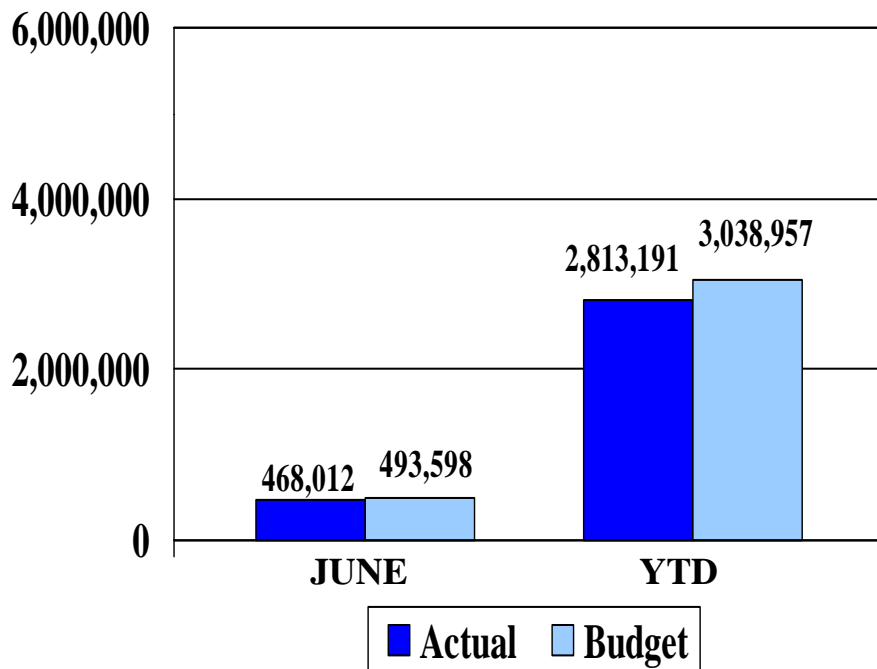
Financial Reports

Centennial Olympic Park

June 2010/YTD 2010

Total Revenue and Expense

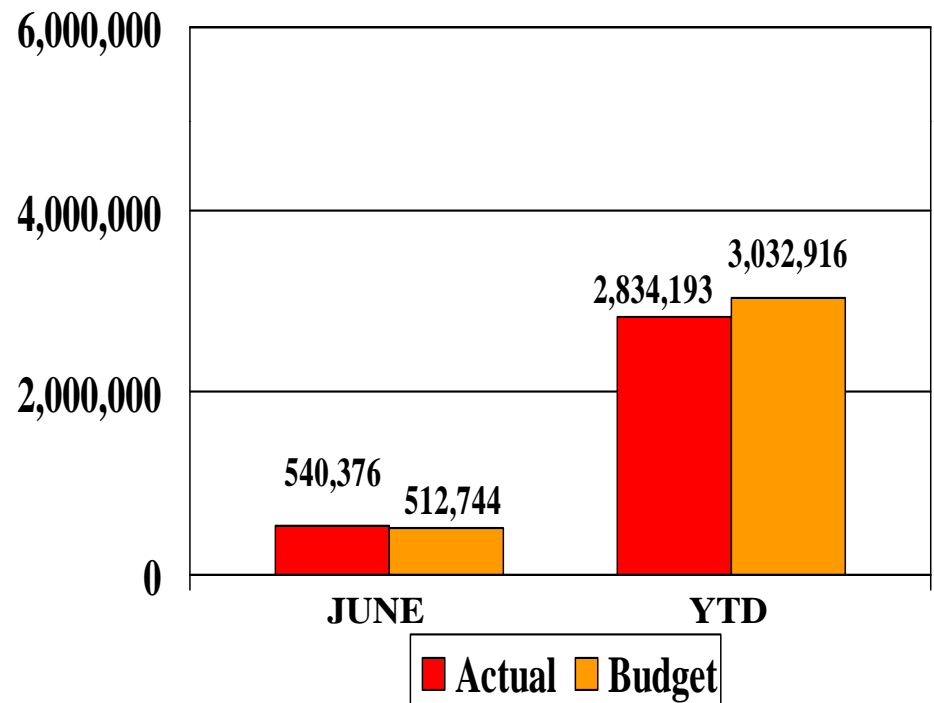
Revenue



June Under Forecast \$25,586
YTD Under Forecast \$225,766

7.43%

Expense



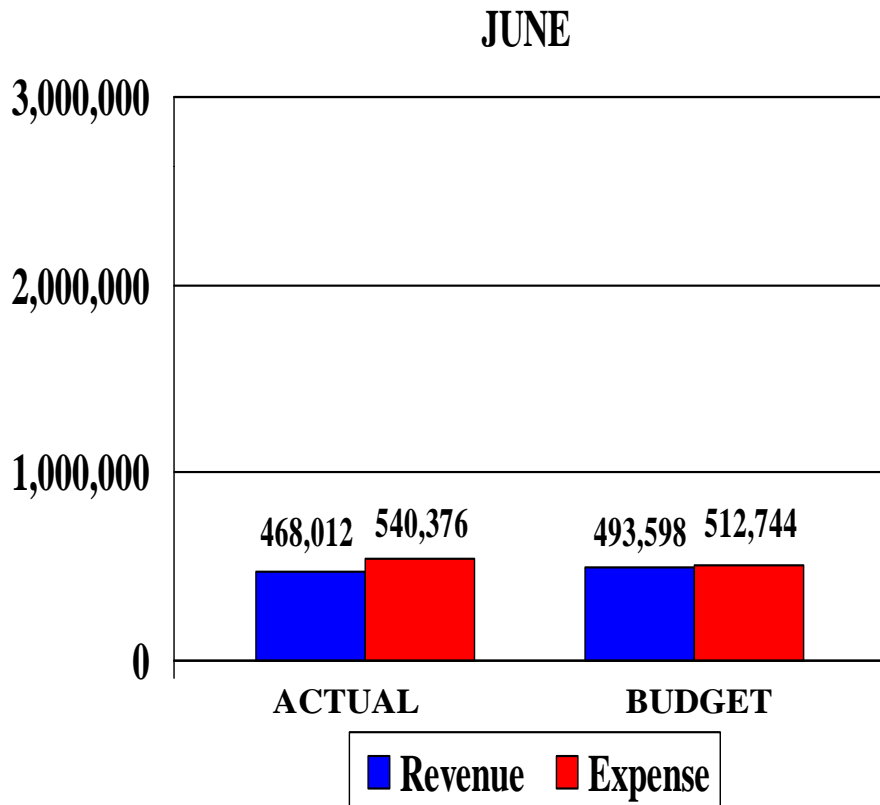
June Over Budget \$27,632
YTD Under Budget \$198,723

6.55%

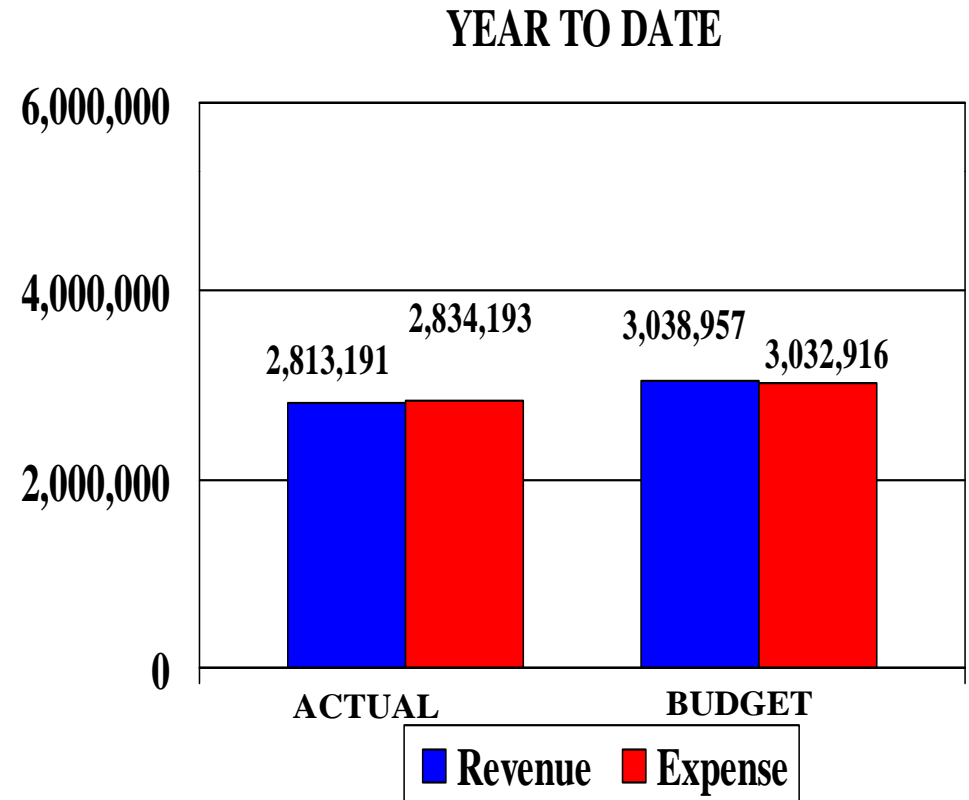
Centennial Olympic Park

June 2010/YTD 2010

Net Gain / Loss Against Budget

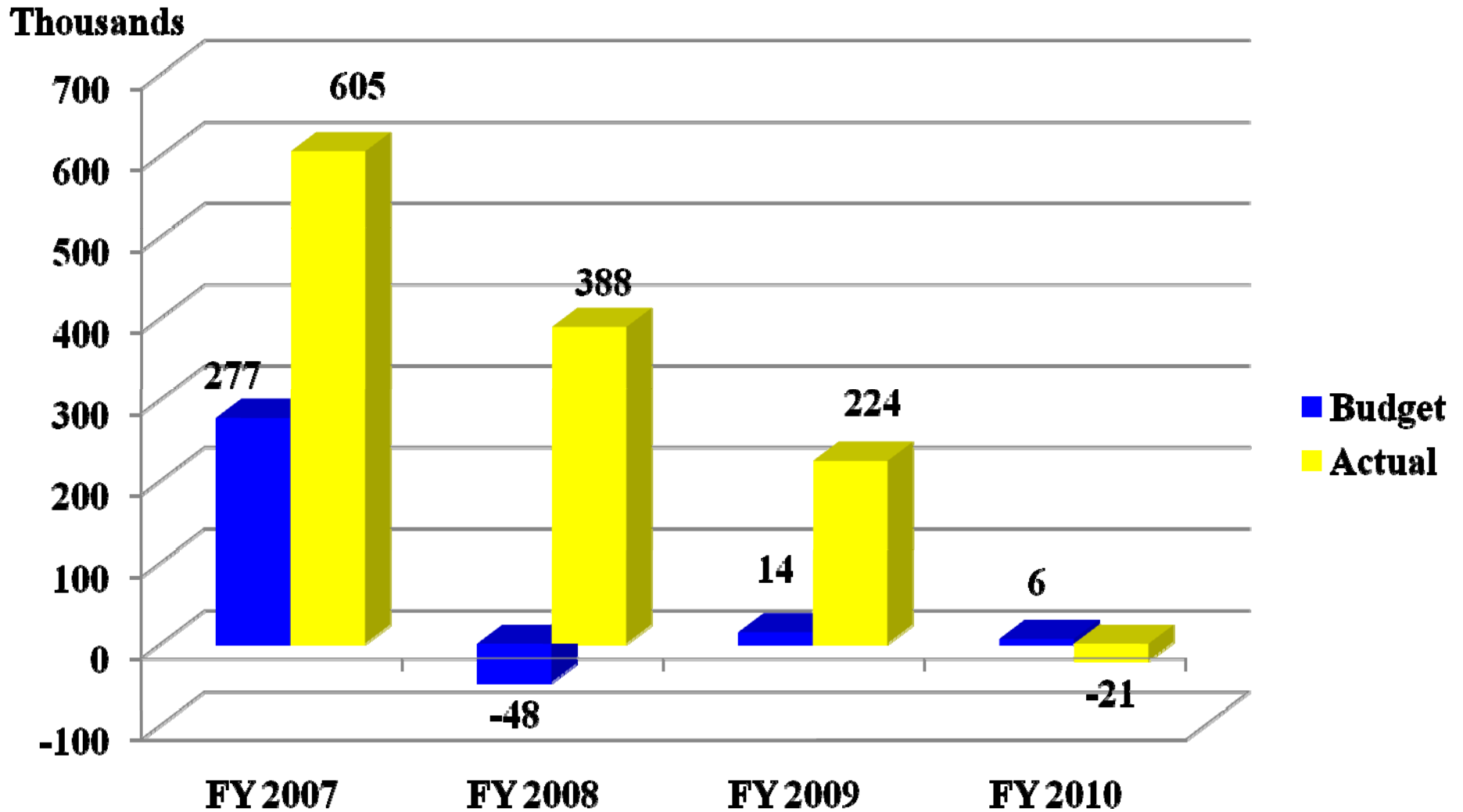


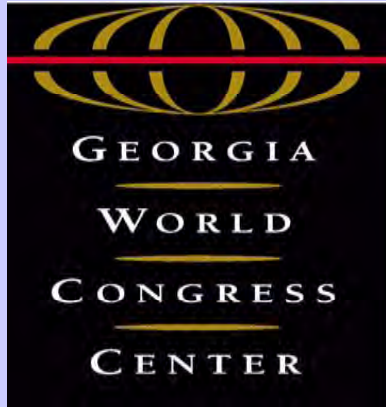
Projected Net Loss \$19,146
Actual Net Loss \$72,364



Projected Net Gain \$6,041
Actual Net Loss \$21,002

Centennial Olympic Park Prior Years Comparison





Georgia World Congress Center Authority

Levy Restaurants Update



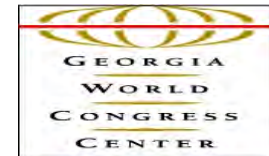
AGENDA

Introductions

Levy Restaurants Overview

Year End Results

What's New & Happening



Levy Restaurants

Levy Restaurants

- 1978 Two Brothers and a Deli
- 1982 Comiskey Park
- 1989 Disneyworld Restaurants
- 1999 Premium Market Leader
- 2000 Compass Strategic Partnership
- 2006 Georgia World Congress Center and Georgia Dome
- 2008 Levy celebrates 30 years
- 2010 Levy goes to Mexico



Levy Restaurants in Atlanta



Compass in Atlanta



HIGH MUSEUM OF ART ATLANTA



THE WOODRUFF
ARTS CENTER



Levy Restaurants

Compass Group

Global Sectors

Corporate Dining



Restaurant Associates

BON APPÉTIT
MANAGEMENT COMPANY



Education



BON APPÉTIT
MANAGEMENT COMPANY



Healthcare



Sports & Entertainment

Levy Restaurants

Vending



Corrections



Support Services



Eurest
Services

Strategic Partners



Wolfgang Puck
Catering



Levy Restaurants

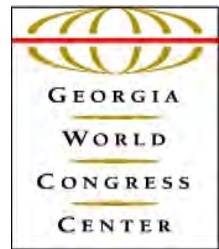
Our Innovations Studio



- ✧ A kitchen, a think-tank, a creative zone
- ✧ A place to develop meaningful relationships with your key stakeholders

Levy Restaurants

Revenue Results



GWCC
1,355,147

Actual
5,735,147

Budget
4,380,000



Georgia Dome
2,596,465

6,268,592

3,672,127



COP
(176,907)

191,093

368,000

3,774,705

Trends

What drives our guests...

- ✧ Return to basic ingredients- burgers, shakes, etc.
- ✧ Grab and Go Options
- ✧ Value propositions
- ✧ Concept driven locations
- ✧ Mainstreaming sustainability
- ✧ Gluten free and wellness menus



Levy Restaurants

Focus on the Food

- ✧ Fresh baked breads and pastries
- ✧ Georgia supporting Georgia
- ✧ In tune with the environment
- ✧ Value driven products
- ✧ Culinary apprenticeship



Levy Restaurants



Innovation on Campus

Centennial Olympic Park

✧ Googie Burger

Georgia World Congress Center

✧ Outtakes

Georgia Dome

✧ 2View

Levy Restaurants

Centennial Olympic Park

GOOGIE Burger

Trend: Return to basic ingredients – burgers, shakes, etc

- ❖ Futuristic design and a nostalgic menu - create a destination
- ❖ The architecture creates an iconic place for people to gather
- ❖ Traditional burger, fries and shakes inspires people to “park themselves” here often to savor every bite



Levy Restaurants

GWCC



Trend: Support the need for convenience and flexibility

- ✧ A solution for any space: Linear Model, Kiosk or Store
- ✧ Lower labor, flexible modeling for variety of show sizes
- ✧ High-end consumer packaging
- ✧ Brand support, programming, training



Before



After

Georgia Dome

2View

Trend: Approachable and Concept Driven

- ✧ Club Level East end zone
- ✧ Improved capacity
- ✧ Fresh ingredients made to order
- ✧ Accessible to more guests
- ✧ Revenue growth



Levy Restaurants

Technology Update

One-to-One Ordering



- ✧ HD Digital menu boards at Dome
- ✧ On Demand exhibitor booth sales
- ✧ e-LEVY- Online Suite ordering

Levy Restaurants

Most Innovative Company in Sports

Fast Company

PLUS Top 10 Companies in Sports, Music, Design

FAST COMPANY

SPECIAL ISSUE

THE WORLD'S 50 MOST INNOVATIVE COMPANIES

FROM APPLE TO ZAPPOS
COMPANIES TO BET ON

10 MOST INNOVATIVE COMPANIES IN SPORTS

ESPN

NIKE

BOSTON RED SOX

ANDREWS
Sports Medicine And Orthopaedic Center

HOK
SPORT VENUE EVENT

Levy Restaurants

"This Chicago restaurant company caters the Super Bowl, the Kentucky Derby, tennis's U.S. Open, and every venue from Wrigley to Lambeau"

AEG

UFC

NHL

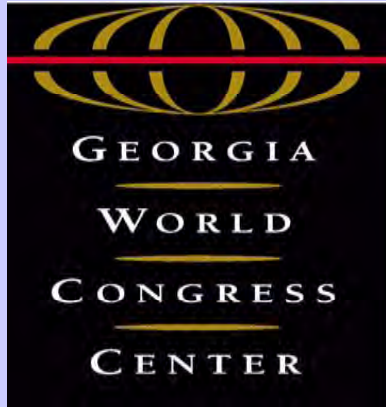
speedo

PASSIONATE

Levy Restaurants

Thank you!

Levy Restaurants



Georgia World Congress Center Authority

July 2010
Authority Meeting