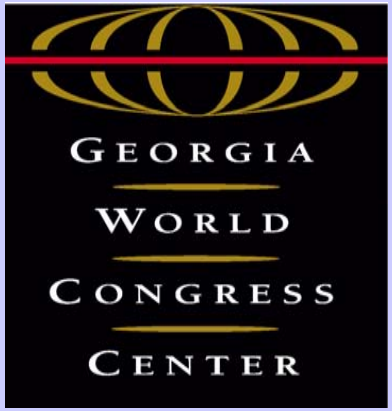
Georgia World Congress Center Authority

June 2011

Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA
Sales & Marketing Update

May 2011

Georgia World Congress Center Sales Update

New Business Booked

GEORGIA WORLD CONGRESS CENTER

National Association for College Admission Counseling College Fair

February 2012

Hall B2

8,000

2 Days

Bronner Brothers International Beauty Show

February 2012

August 2012

February 2013

Halls A1, A2, A3

40,000 per event

19 Days

GEORGIA WORLD CONGRESS CENTER

FREEDOM2Spit Music Makers Tradeshow

April 2012

Halls C1, C2

5,000

5 Days

GEORGIA WORLD CONGRESS CENTER

For Sisters Only

September 2012

Halls C1, C2, C3, C4

20,000

5 Days

GEORGIA
WORLD
CONGRESS
CENTER

National Science Teachers Association Area Convention

National Science Teachers Association

November 2012

Halls B1, B2

1,000

7 Days

Georgia World Congress Center

Tradeshow Confidential

July 2013

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

10,000

12 Days

GEORGIA WORLD CONGRESS CENTER

World Education Congress for Laundering and Dry Cleaning - “The Clean Show”

April 2015

June 2021

Halls B2, B3, B4, B5

10,000 per event

28 Days

Alpha Kappa Alpha Biennial International Conference - AKA

July 2016

Halls B1, B2, B3

8,000

12 Days

GEORGIA WORLD CONGRESS CENTER

Other GWCC Confirmed Events – May 2011

Event	Date	Location	Attendance	Days
Make A Wish Foundation Equipment Rodeo	September 2011	Hall C4	500	1

GEORGIA WORLD CONGRESS CENTER

Georgia Dome
Sales Update

New Business Booked

The Stand Campaign

September 2011

Stadium

25,000

3 Days

GEORGIA DOME

Supercross

February 2012

Stadium

60,000

7 Days

GEORGIA DOME

Centennial Olympic Park
Sales Update

New Business Booked

CENTENNIAL
OLYMPIC PARK

Park Confirmed Events – May 2011

Event	Date	Location	Attendance	Days
Combos Insider (3 events total)	June 2011	Reflection Pool Plaza	500 per event	3
Be Beautiful (and Safe) This Summer	June 2011	Reflection Pool Plaza	500	1
DoubleTree by Hilton Cookie CAREavan Tour	June 2011	Reflection Pool Plaza	500	1
Samsung Pursue the Infuse 4G	June 2011	Southern Company Amphitheater	500	1
Disney's "Let The Memories Begin"	June 2011	Reflection Pool Plaza	500	2
Get Out Get Active Yoga	June 2011	Game Plaza	500	1

May 2011 Sales Summary

GWCC

Total Days Booked **91**

DOME

Total Days Booked **10**

PARK

Total Days Booked **9**

Economic Impact – May 2011
Total Impact $52.3 million

GWCC

Southern Region Volleyball

Interwire

American Association of Airport Executives

Microsoft Tech Ed

ALIVE! Expo

29,256 attendance

New Dollars - $28.5 million

Economic Impact - $46.4 million

Sales Tax Generated - $2 million

Dome

Georgia State Graduation

Georgia Tech Graduation

Strayer University Graduation

Stone Mountain High School Graduation

Redan High School Graduation

MLK High School Graduation

Clayton County High Schools Graduations (8 schools total)

Westlake High School Graduation

Creekside High School Graduation

Langston Hughes High School Graduation

Banneker High School Graduation

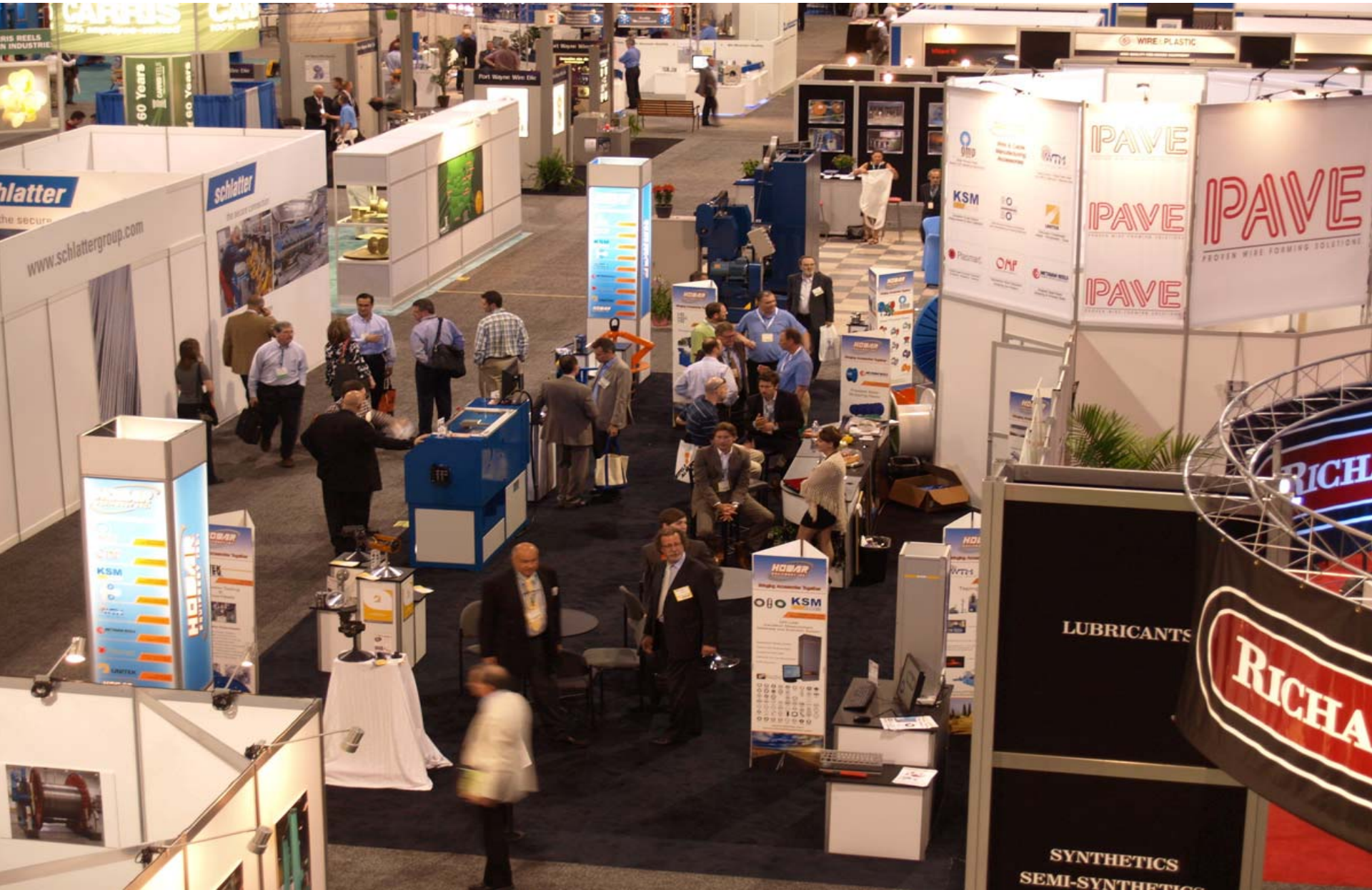
106,869 attendance

New Dollars - $3.7 million

Economic Impact - $5.8 million

Sales Tax Generated - $253 thousand

Interwire


www.schlattergroup.com
KSM
HOBAR
PAVE
PAVE
PAVE
PROVEN WIRE FORMING SOLUTIONS
LUBRICANTS
SYNTHETICS
SEMI-SYNTHETICS

Chick-fil-A Leadercast

American Association of Airport Executives

TechEd

QUEST SOFTWARE
QUEST SOFTWARE
SPECOPS
riverbed
SCRIPTLOGIC
A QUEST SOFTWARE COMPANY
Symantec
AppSense
ADMIN IT TO WIN IT

ALIVE! Expo

10 minutes a day on th
machine is like a two-hou
workout in
R FIT USA

Autism Speaks Walk

Redan High School Graduation

West Plaza after a Graduation

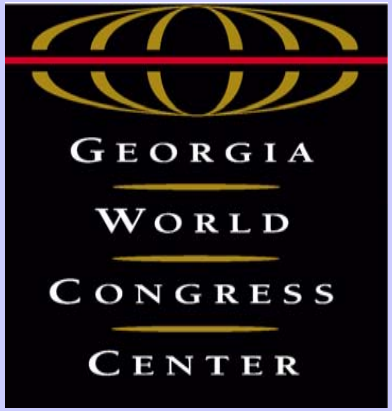
Fiesta Atlanta

Coke 125th Anniversary

Zoetic Dance Ensemble

AIDS Quilt Display

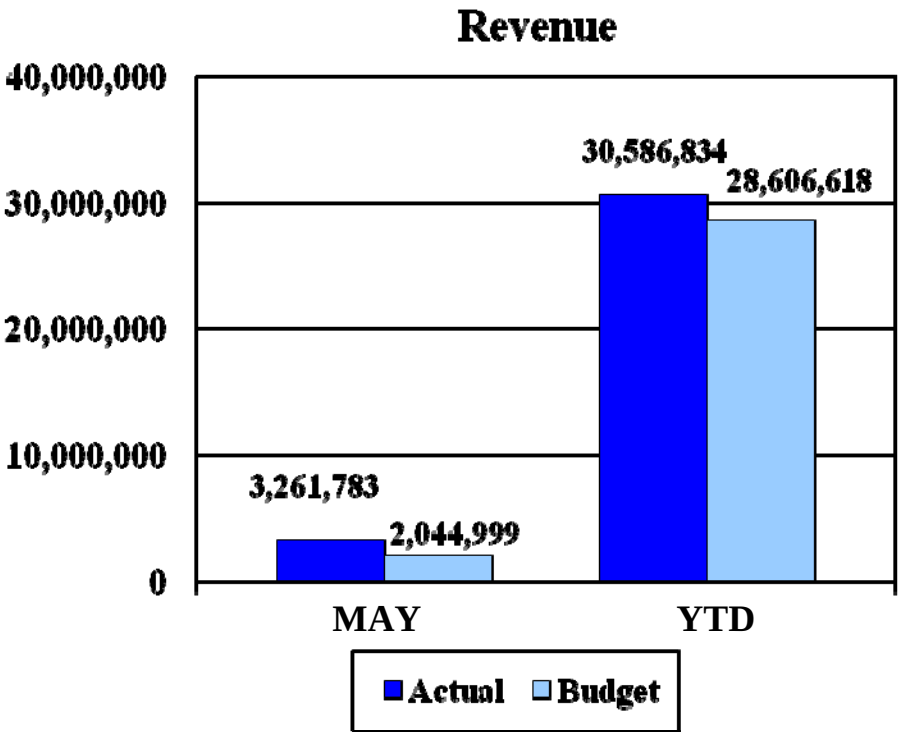
Civil Rights Game Youth Summit

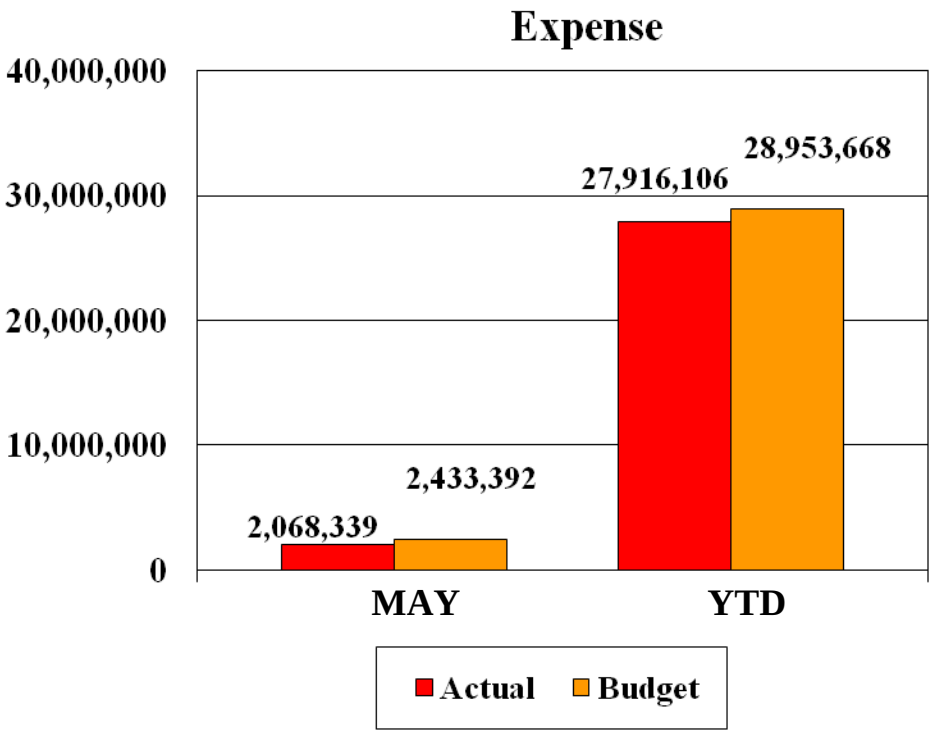


Georgia World Congress Center

May 2011 Financial Report

Georgia World Congress Center
May 2011/YTD 2011
Operating Revenue and Expense





May Over Budget $1,216,784
YTD Over Budget $1,980,216

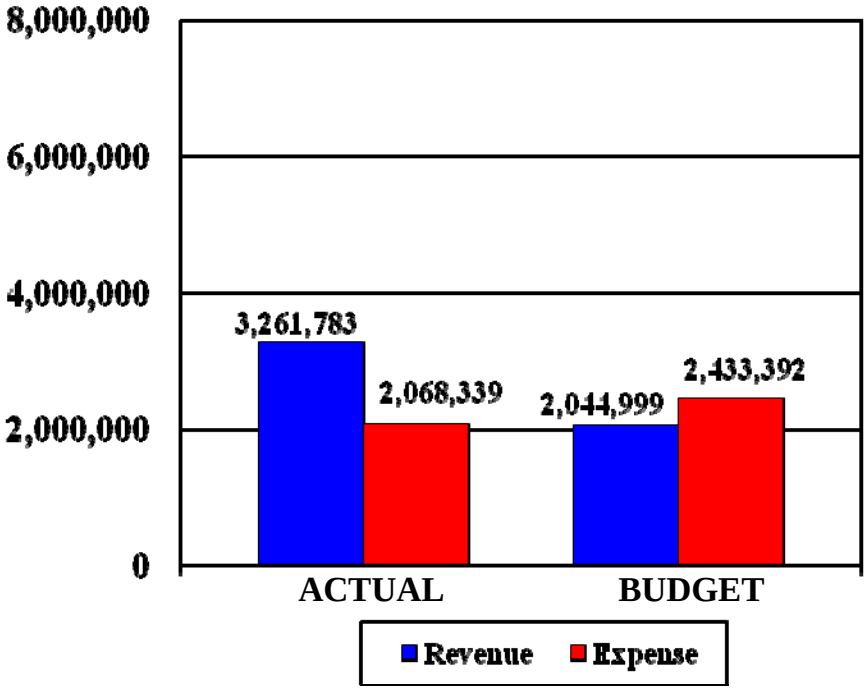
6.92%

May Under Budget $365,053
YTD Under Budget $1,037,562

3.58%

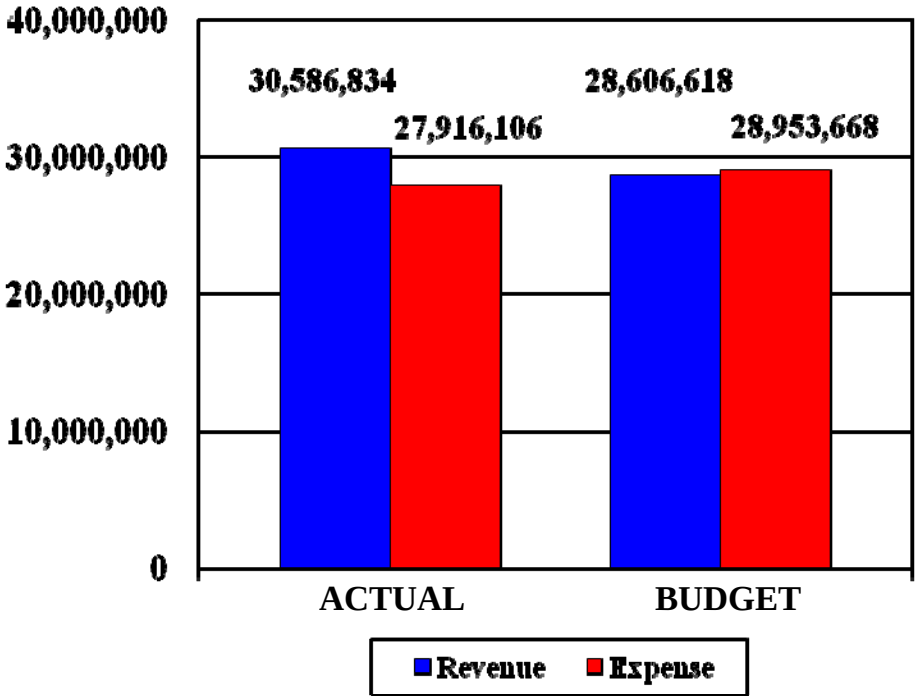
Georgia World Congress Center
May 2011/YTD 2011
Net Operating Profit / Loss

MAY



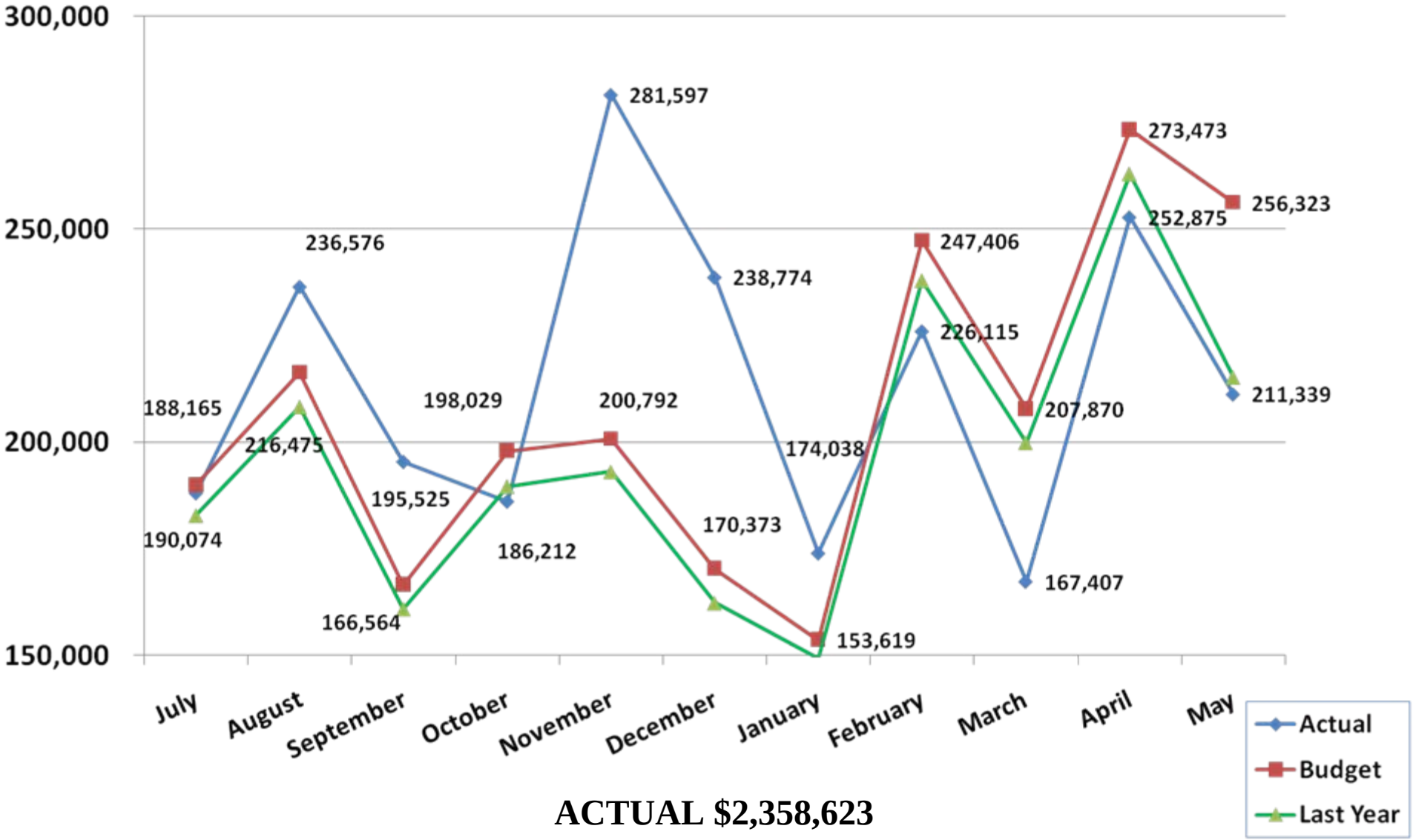
Projected Net Loss $388,393
Actual Net Profit $1,193,444
Variance $1,581,837

YEAR TO DATE

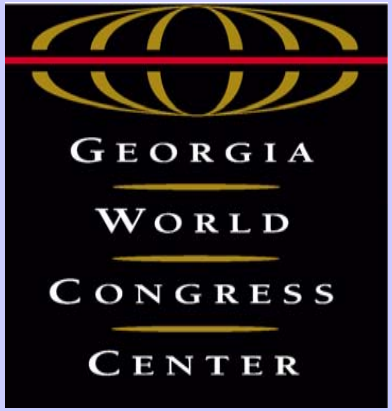


Projected Net Loss $347,050
Actual Net Profit $2,670,728
Variance $3,017,778

GWCC Hotel/Motel tax
July thru May FY 2011



ACTUAL $2,358,623
BUDGET $2,280,998
3.40%

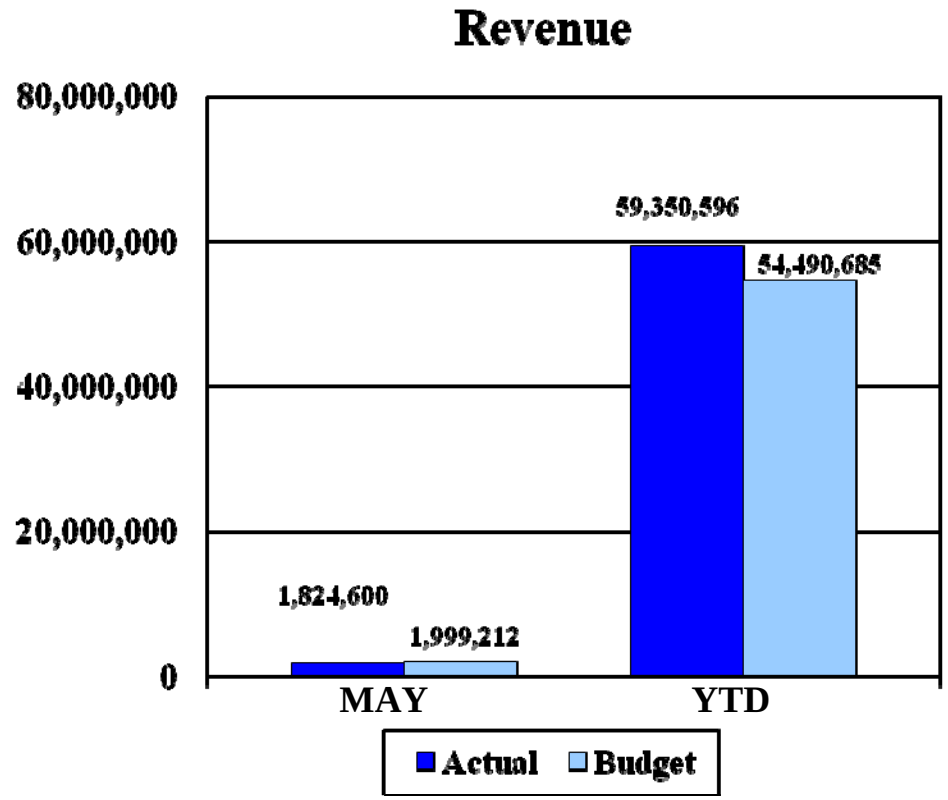


Georgia Dome

May 2011

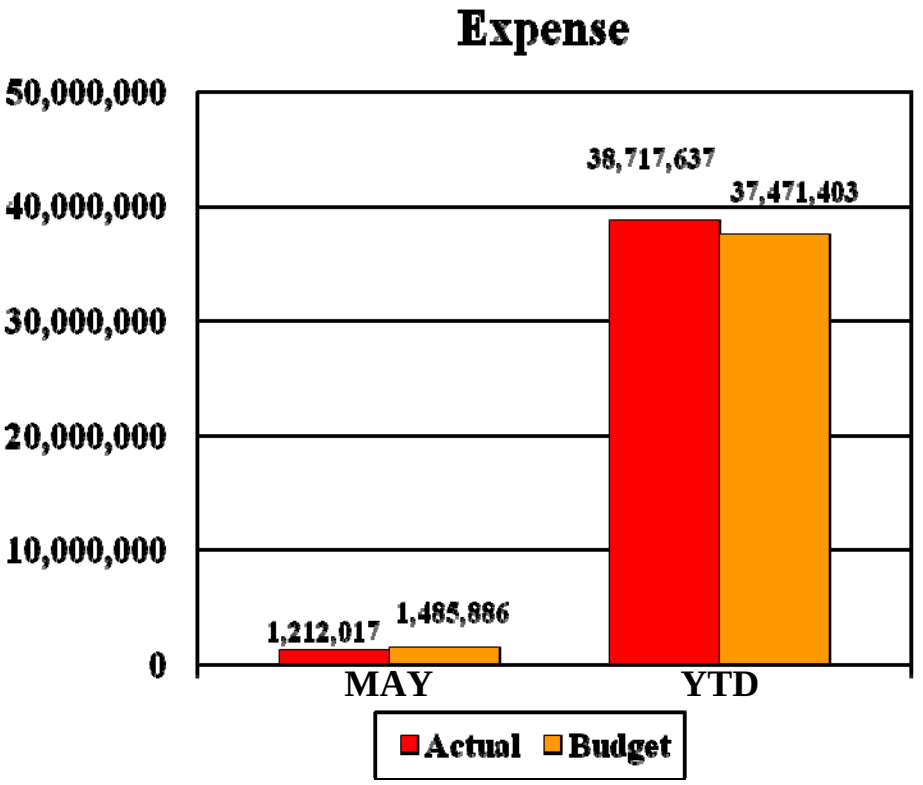
Financial Report

Georgia Dome
May 2011/YTD 2011
Total Revenue and Expense



May Under Budget $174,612
YTD Over Budget $4,859,911

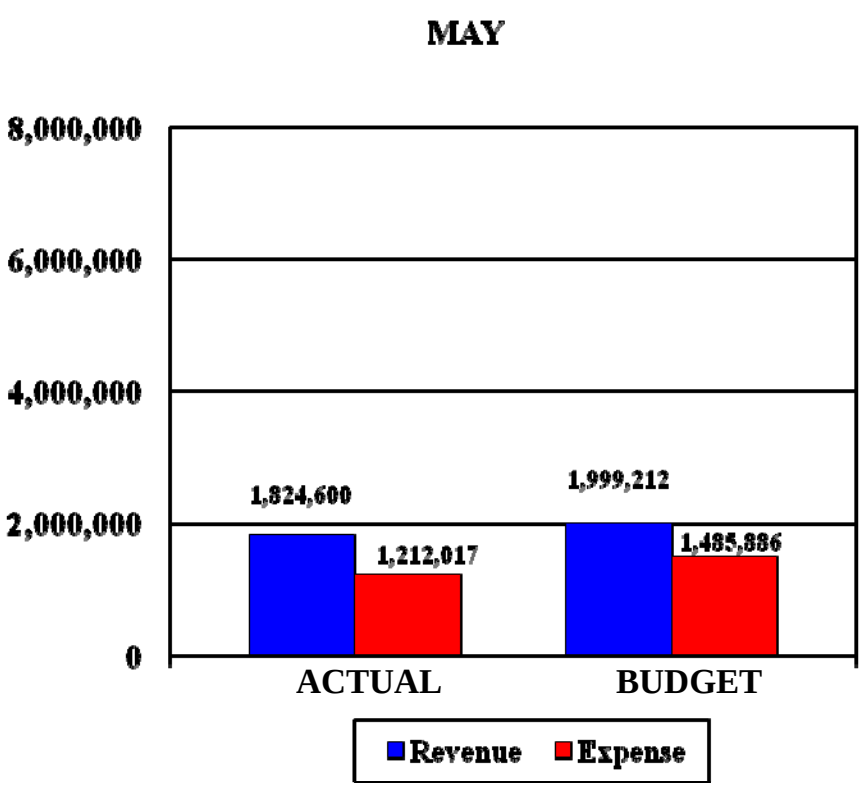
8.92%



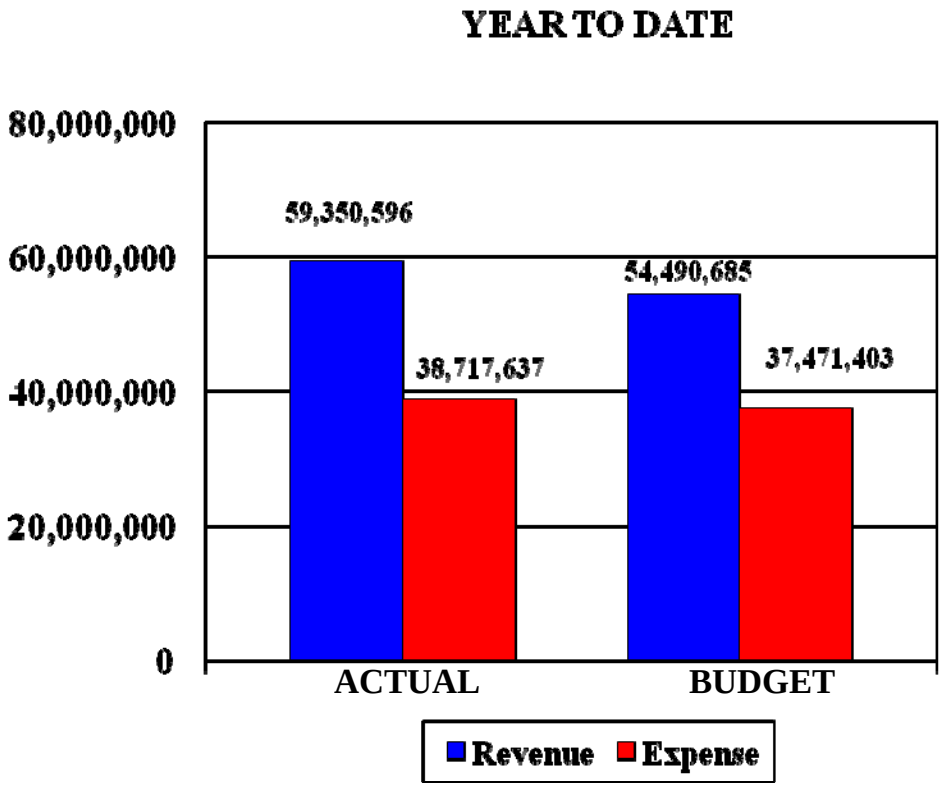
May Under Budget $273,869
YTD Over Budget $1,246,234

3.33%

Georgia Dome
May 2011/YTD 2011
Net Profit / Loss

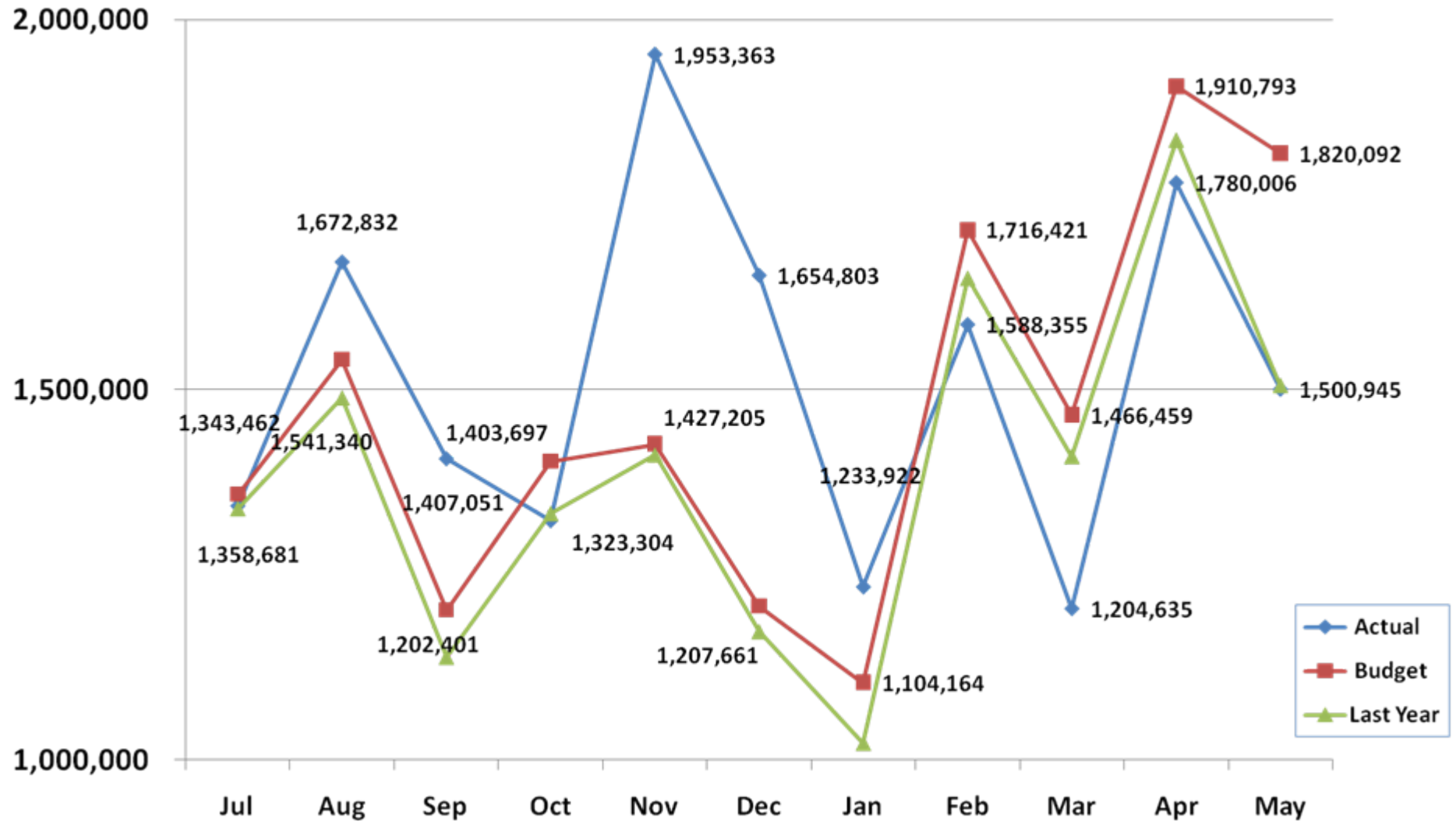


Projected Net Profit $513,326
Actual Net Profit $612,583
Variance $99,257

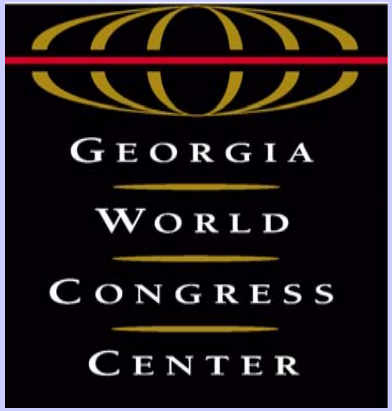


Projected Net Profit $17,019,282
Actual Net Profit $20,632,959
Variance $3,613,677

Georgia Dome Hotel/Motel Tax
July thru May FY 2011



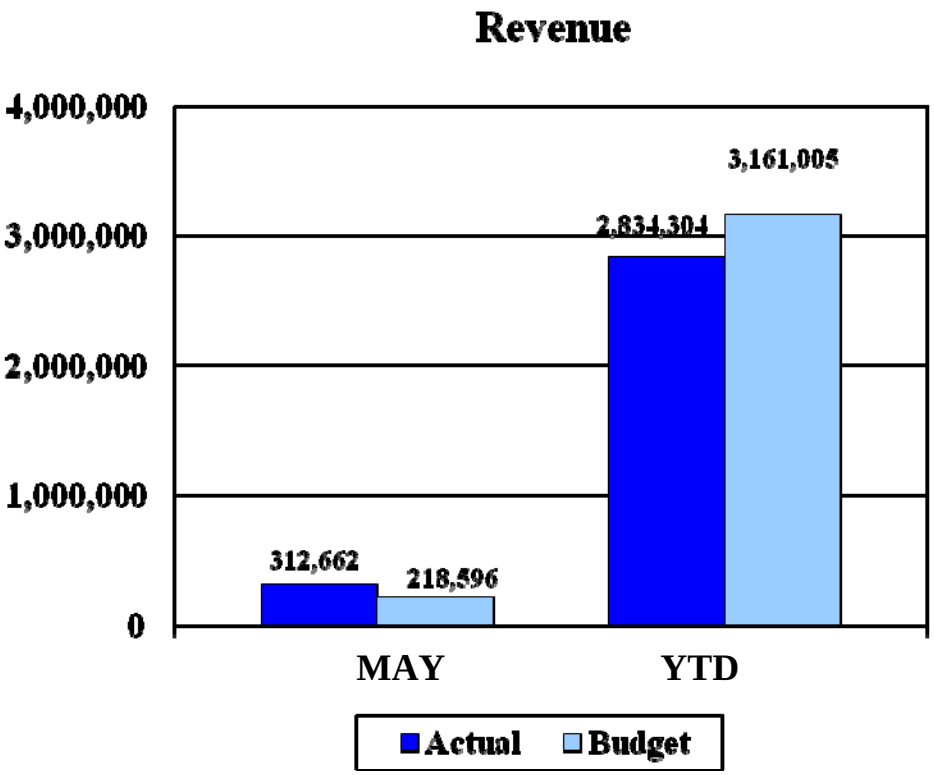
ACTUAL $16,662,679
BUDGET $16,158,914
3.12%

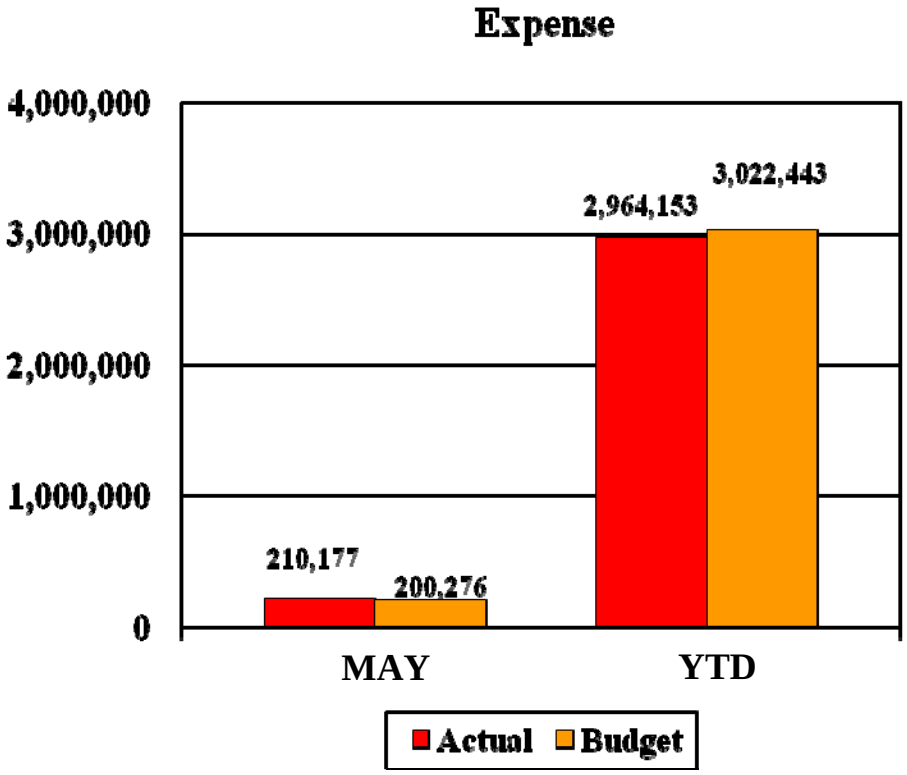


Centennial Olympic Park

May 2011 Financial Report

Centennial Olympic Park
May 2011/YTD 2011
Total Revenue and Expense





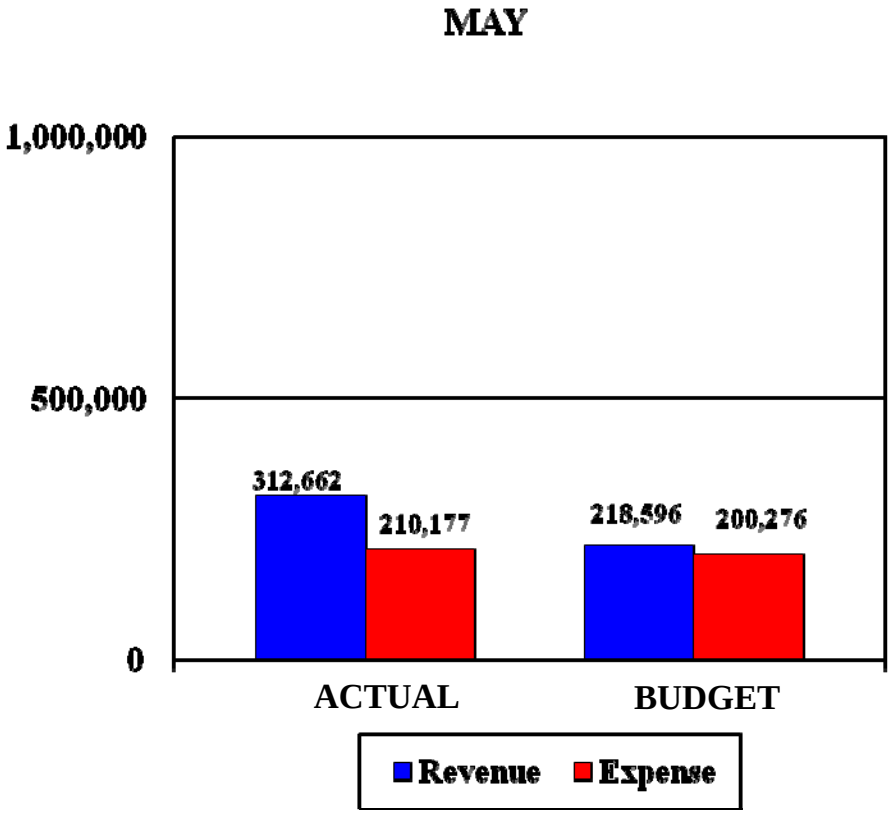
May Over Budget $94,066
YTD Under Budget $326,701

10.34%

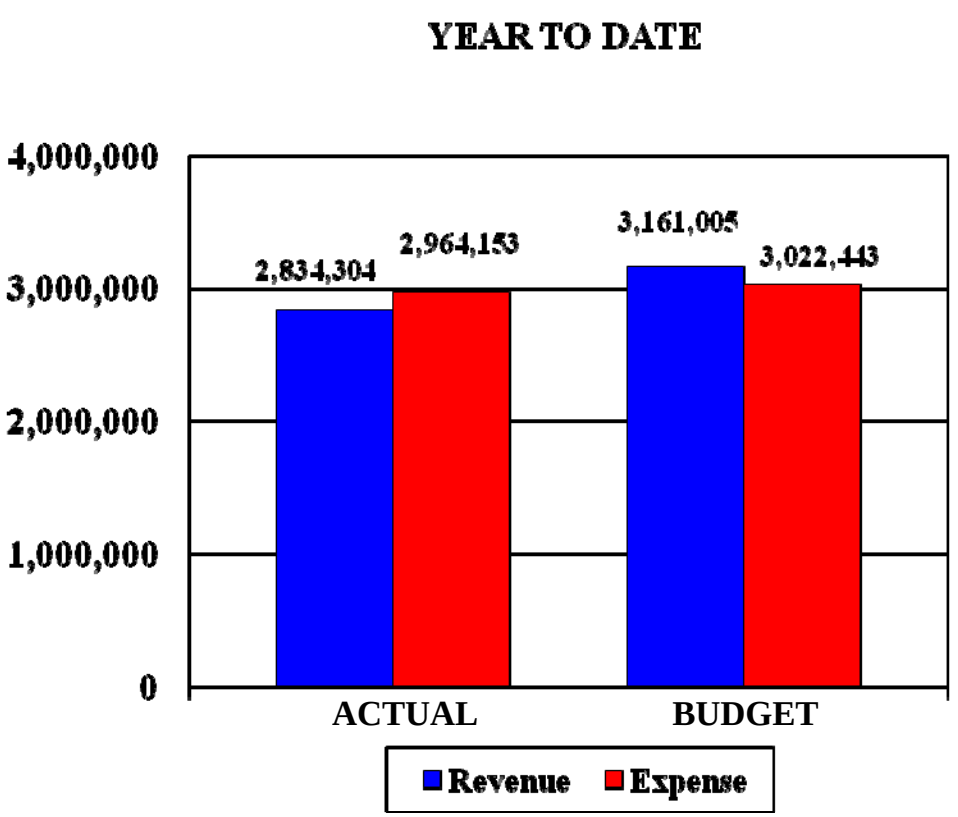
May Over Budget $9,901
YTD Under Budget $58,290

1.93%

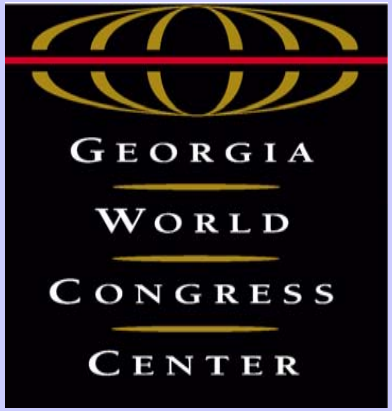
Centennial Olympic Park
May 2011/YTD 2011
Net Gain / Loss



Projected Net Gain $18,320
Actual Net Gain $102,485
Variance $84,165

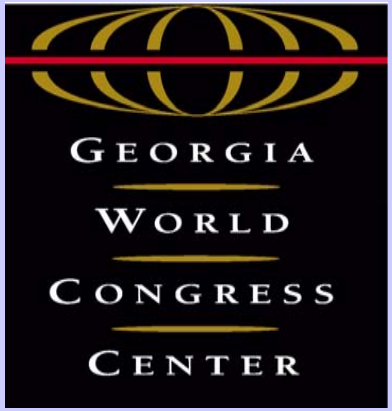


Projected Net Profit $138,562
Actual Net Loss $129,849
Variance $268,411



Georgia World Congress Center Authority

Park Preservation Statement



Georgia World Congress Center Authority

4th of July Celebration Preview

Georgia World Congress Center Authority

June 2011

Authority Meeting