



Georgia World Congress Center Authority

June 2012

Authority Meeting

GWCCA

Sales & Marketing Update

May 2012



Georgia World Congress Center Sales Update

New Business Booked



NACA American Dream Event



May 2012

Hall C1

5,000

5 Days



Atlanta International Auto Show

Atlanta International
AUTO SHOW

March 2013 & 2014

Halls C1, C2, C3, C4

50,000 (each event)

5 Days



Toyota



August 2013

Halls A1, A2, A3

5,000

3 Days



Hinman Dental



March 2015

Halls A1, A2, A3

22,500

3 Days



Other GWCC Confirmed Events – May 2012

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
CROI	Feb.-March 2013	B2, B3	4,000	7
Move Productions National Dance Competition	March 2013	C1	2,000	2



Georgia World Congress Center Sales Update

New Business Cancelled



Food Market Institute

CANCELLED

May 2014

Halls B1, B2, B3, B4, B5

20,000

3 Days

**Customer chose current city,
due to co-hosted event
backing out.**

Georgia Dome Sales Update

No New Business Booked



Georgia Dome Sales Update

New Business Cancelled



31 Gifts

CANCELLED

August 2012

Arena

20,000

2 Days

Chose alternate site.

Centennial Olympic Park Sales Update

New Business Booked



National Black Arts Festival



July 2012

Entire Park

5,000

3 Days



Other Park Confirmed Events – May 2012

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
DoubleTree By Hilton Cookie CAREavan Tour	June 2012	Reflection Pool Plaza	500	1
100 Black Men of America Family Enrichment Day	June 2012	Southern Company Amphitheater	500	1
Disney*Pixar's BRAVE Highland Games	June 2012	Game Plaza	500	1
AHA Hands Only CPR Tour	June 2012	International Blvd.	2,000	1
CureSearch Cancer Walk – Atlanta	November 2012	Southern Company Amphitheater	850	1

May 2012 Sales Summary

GWCC

Total Days Booked

30

Total Days Cancelled

3



DOME

Total Days Booked

0

Total Days Cancelled

2



PARK

Total Days Booked

8



Economic Impact – May 2012

Total Impact \$70.5 million

GWCC

Clinical Laboratory Management Association
2012 AAHOA Annual Convention & Trade Show
Chick-fil-A Leadercast
American Urological Association
Iron and Steel Technology Conference
Southeast Regional Championships
NACA American Dream Event

39,178 attendance

New Dollars - \$43.8 million

Economic Impact - \$68.7 million

Sales Tax Generated - \$3 million

Dome

Strayer University Commencement
Georgia Tech Spring Commencement
Georgia State University Commencement
18 Local High School Graduations

113,609 attendance

New Dollars - \$1.1 million

Economic Impact - \$1.8 million

Sales Tax Generated - \$78 thousand

Clinical Laboratory Management Association



Asian American Hotel Owners' Association



Chick-fil-A Leadercast



Association for Iron & Steel Technology



American Urological Association



Martin Luther King High School Graduation



Clayton County High School Graduations



Fiesta Atlanta



Party in the Park



Party in the Park





Georgia World Congress Center

May 2012

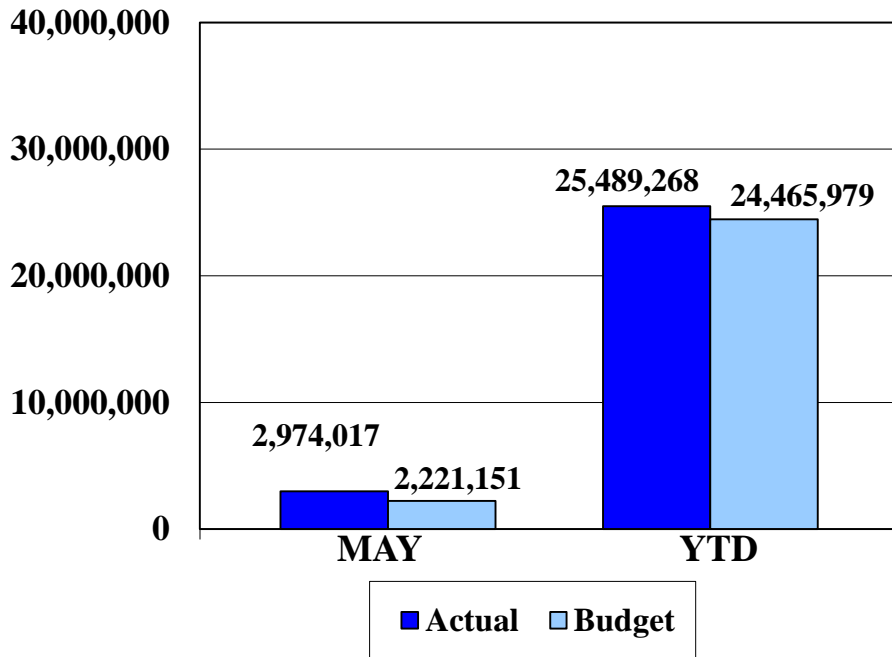
Financial Report

Georgia World Congress Center

May 2012/YTD 2012

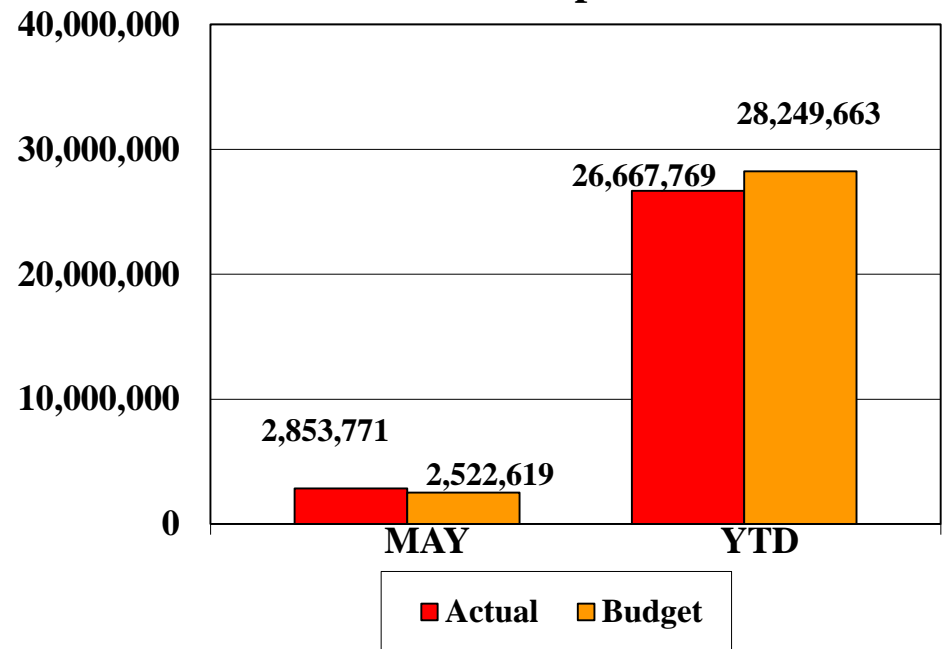
Operating Revenue and Expense

Revenue



May Over Budget \$752,866
 YTD Over Budget \$1,023,289
 4.18%

Expense



May Over Budget \$331,152
 YTD Under Budget \$1,581,894
 5.60%

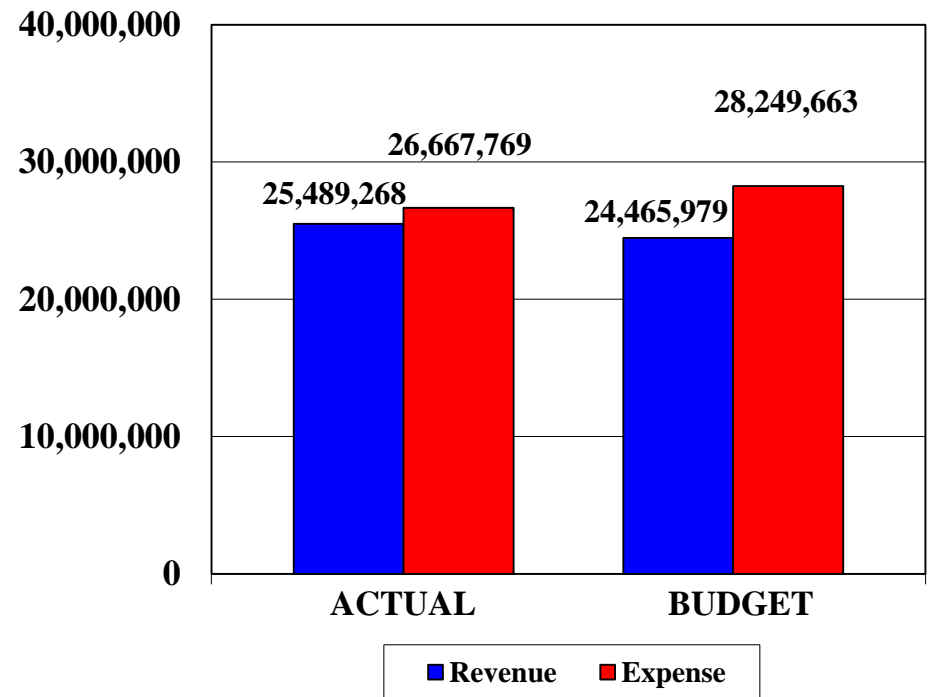
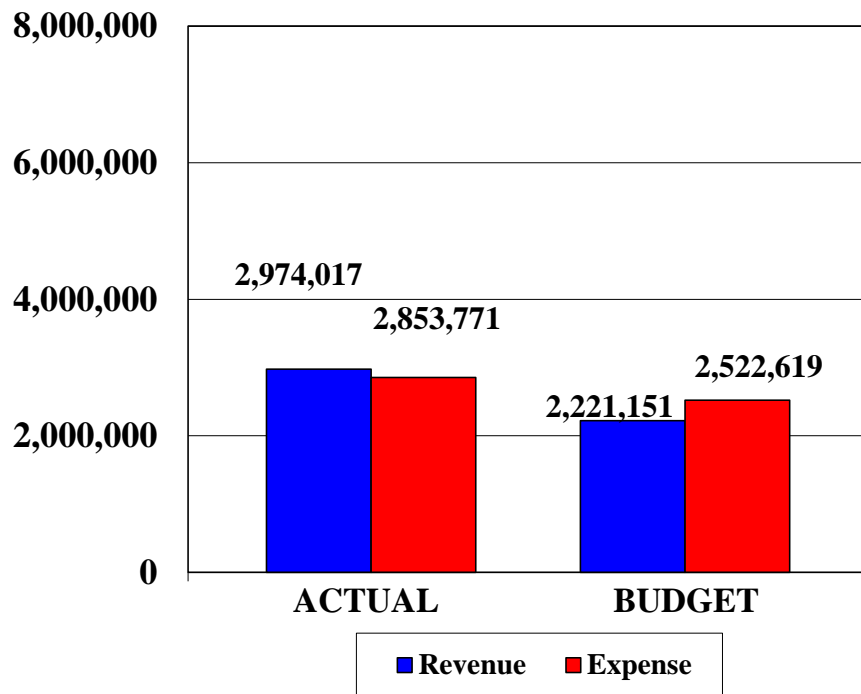
Georgia World Congress Center

May 2012/YTD 2012

Net Operating Profit / Loss

MAY

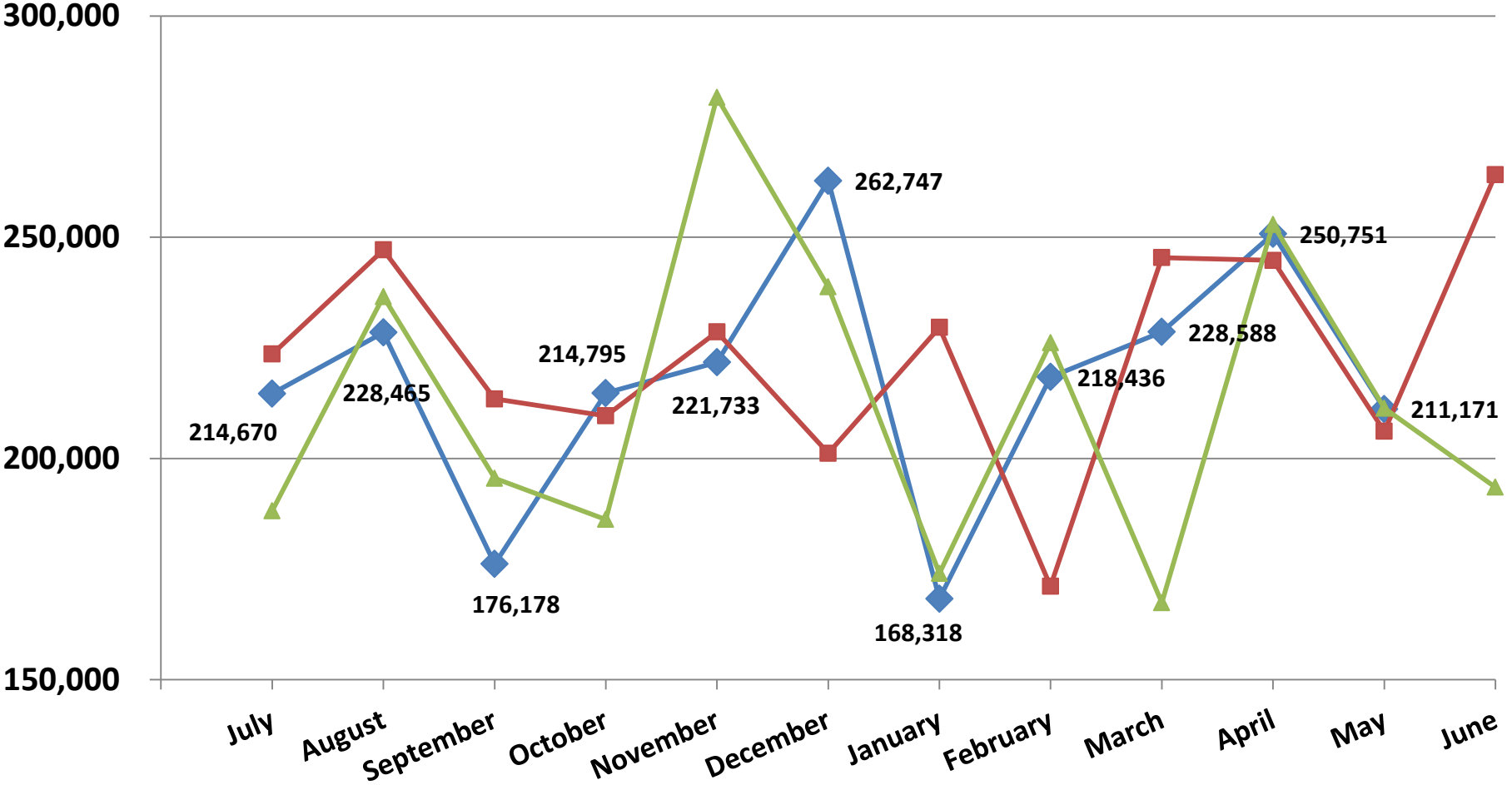
YEAR TO DATE



Projected Net Loss **\$301,468**
 Actual Net Profit **\$120,246**
 Variance **\$421,714**

Projected Net Loss **\$3,783,684**
 Actual Net Loss **\$1,178,501**
 Variance **\$2,605,183**

GWCC Hotel/Motel tax July thru June FY 2012



ACTUAL \$2,395,850
BUDGET \$2,420,607
LAST YEAR \$2,358,623
Actual under budget 1.02%
Actual over last year 1.58%





Georgia Dome

May 2012

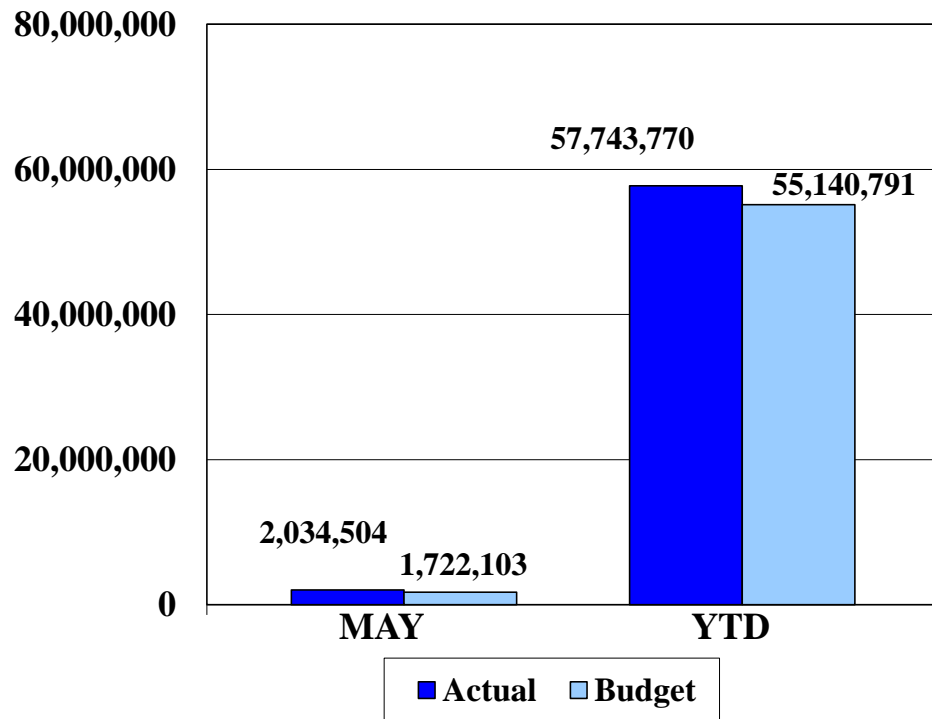
Financial Report

Georgia Dome

May 2012/YTD 2012

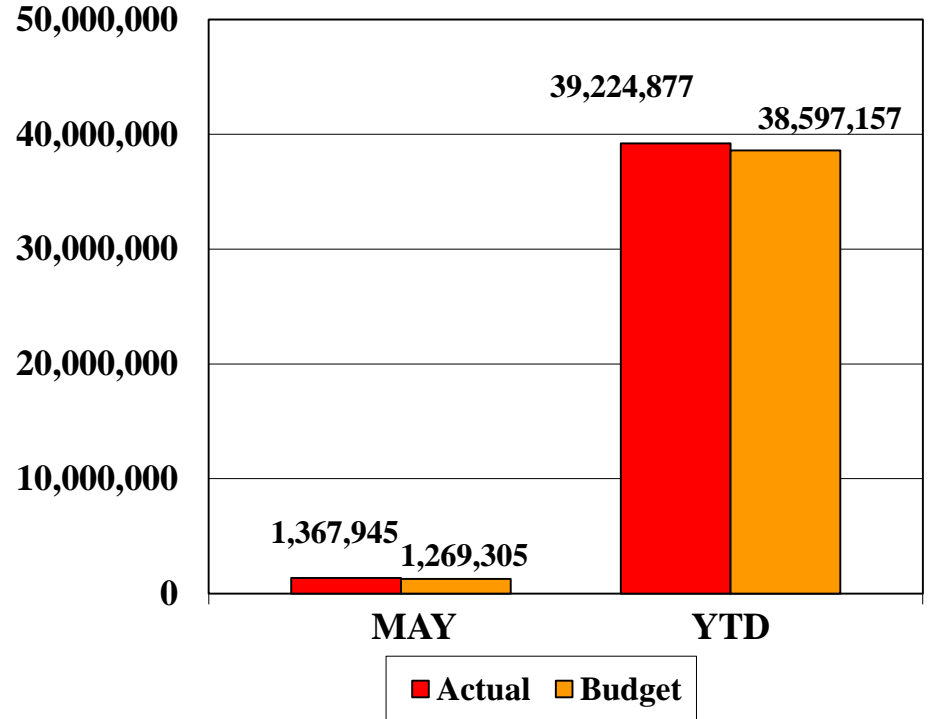
Total Revenue and Expense

Revenue



May Over Budget \$312,401
YTD Over Budget \$2,602,979
4.72%

Expense



May Over Budget \$98,640
YTD Over Budget \$627,720
1.63%

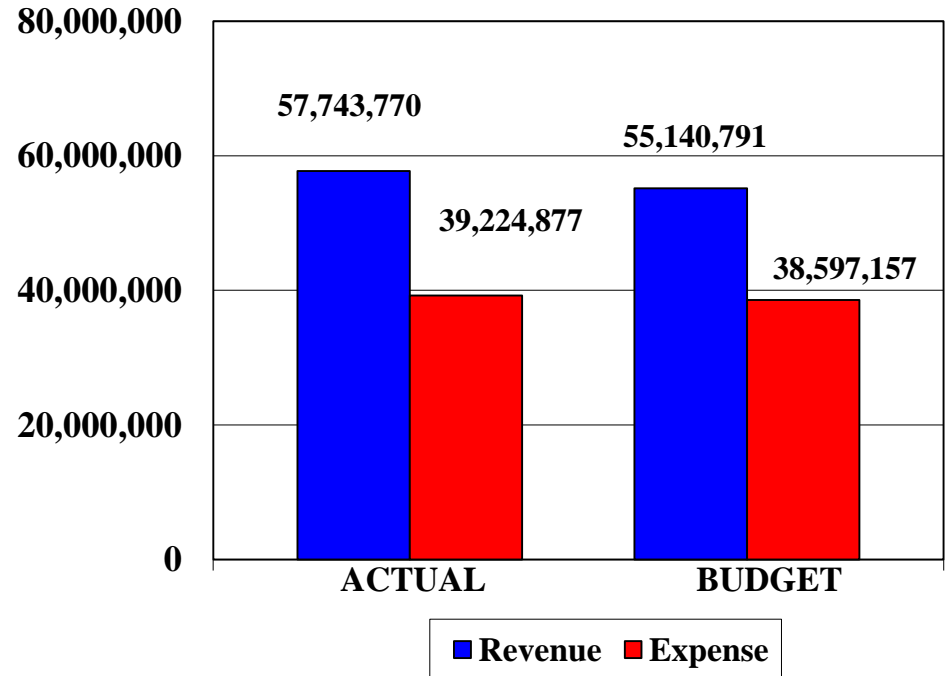
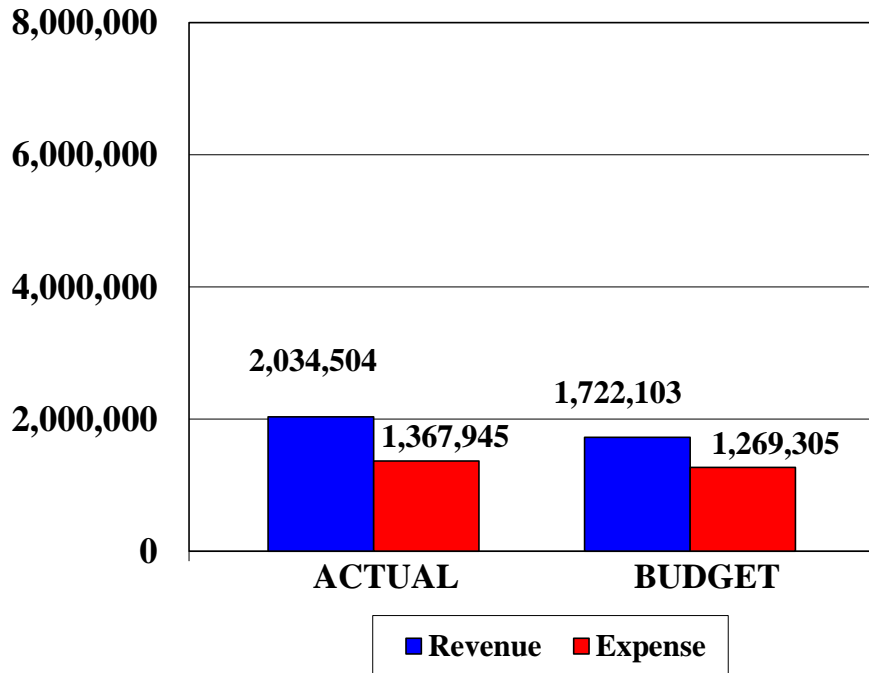
Georgia Dome

May 2012/YTD 2012

Net Profit / Loss

MAY

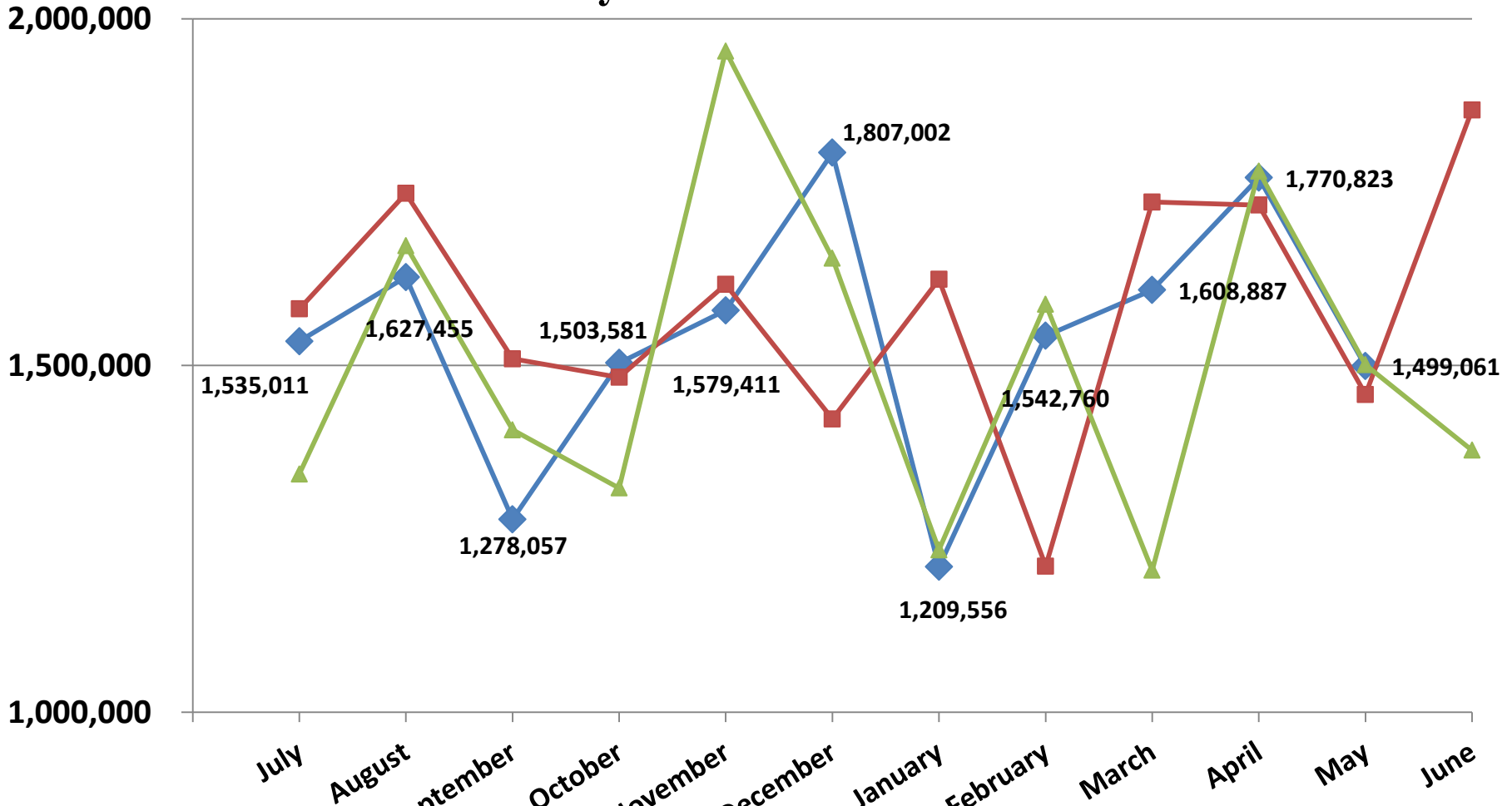
YEAR TO DATE



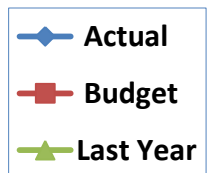
Projected Net Profit \$452,798
Actual Net Profit \$666,559
Variance \$213,761

Projected Net Profit \$16,543,634
Actual Net Profit \$18,518,893
Variance \$1,975,259

Georgia Dome Hotel/Motel Tax July thru June FY 2012



ACTUAL \$16,961,605
BUDGET \$17,121,833
LAST YEAR \$16,662,678
Actual under budget 0.94%
Actual over last year 1.79%





Centennial Olympic Park

May 2012

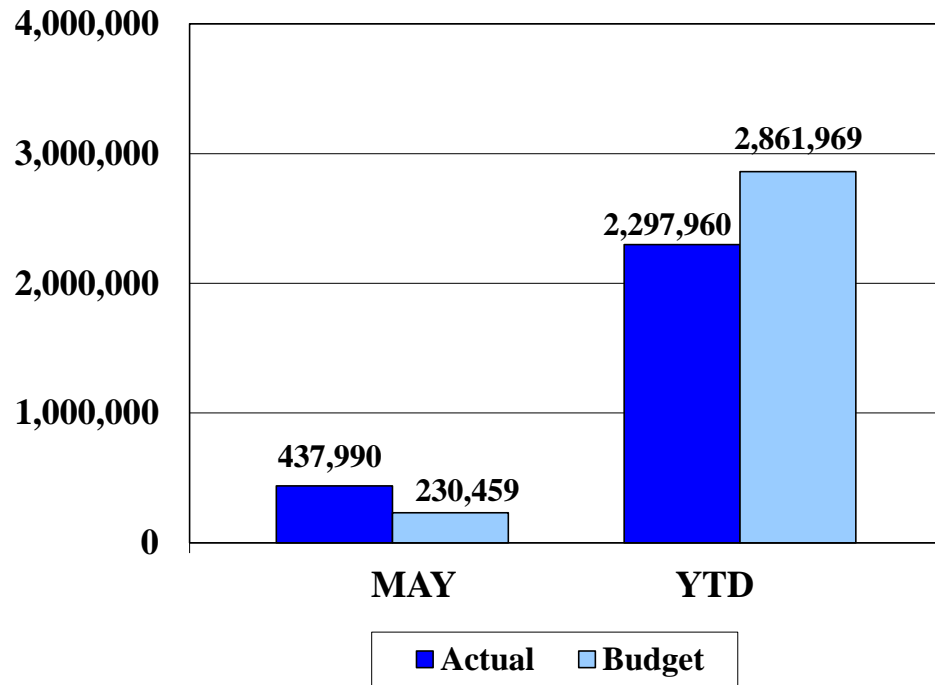
Financial Report

Centennial Olympic Park

May 2012/YTD 2012

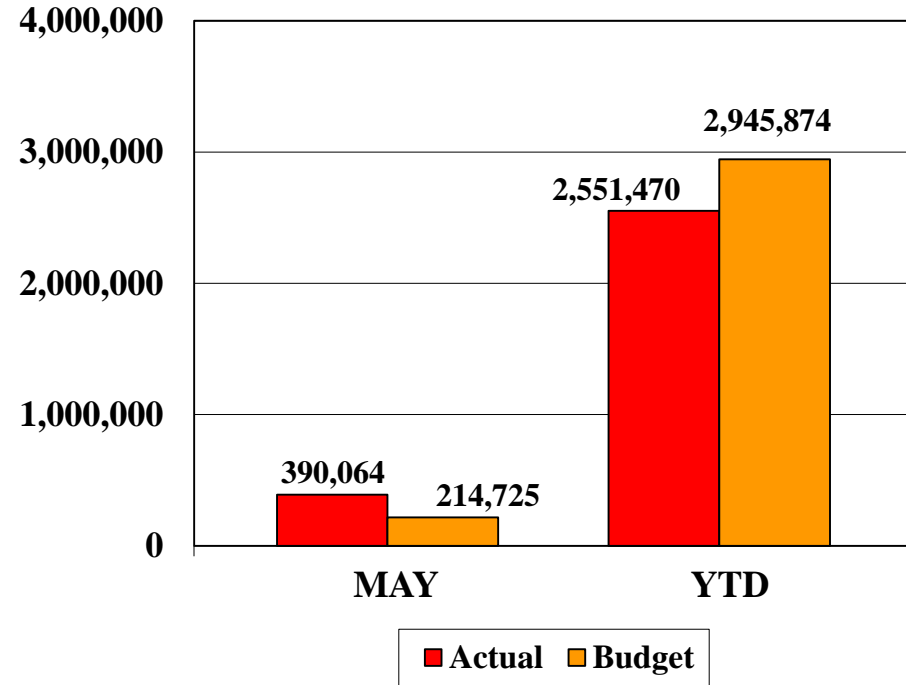
Total Revenue and Expense

Revenue



May Over Budget \$207,531
YTD Under Budget \$564,009
19.71%

Expense



May Over Budget \$175,339
YTD Under Budget \$394,404
13.39%

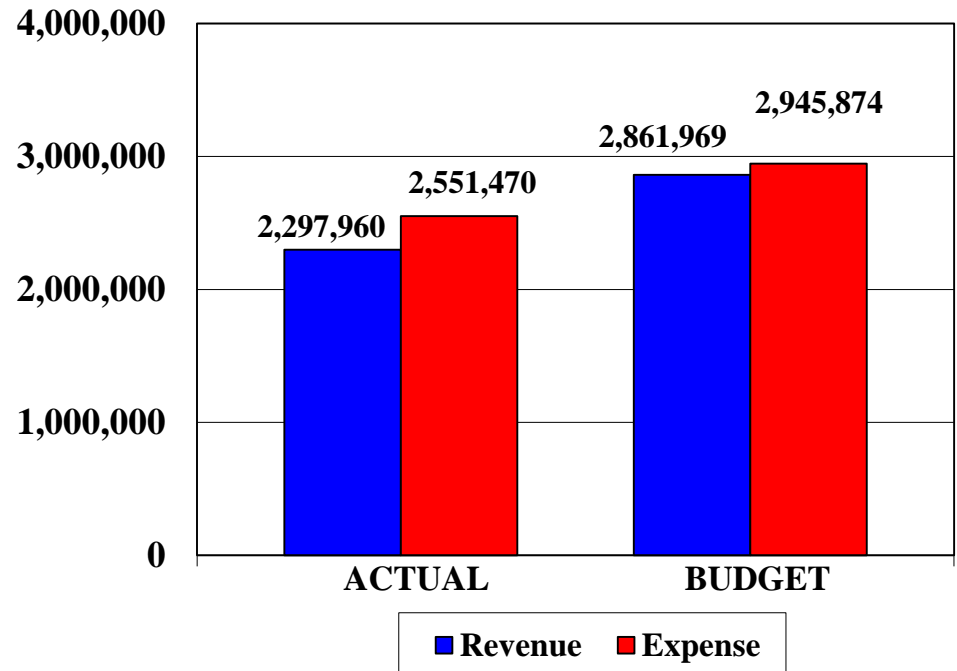
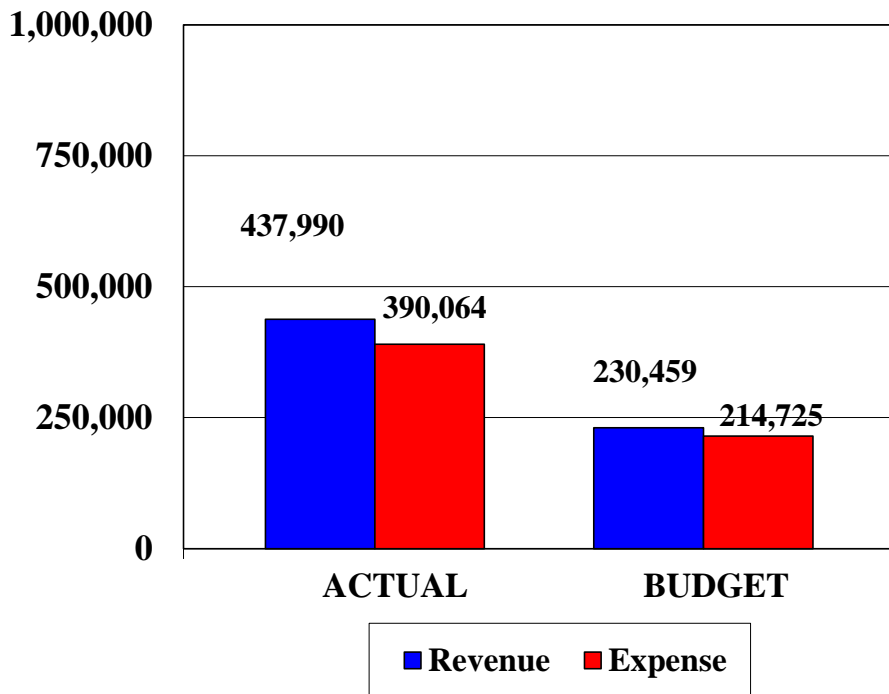
Centennial Olympic Park

May 2012/YTD 2012

Net Gain / Loss

MAY

YEAR TO DATE



Projected Net Gain \$15,734
Actual Net Gain \$47,926
Variance \$32,192

Projected Net Loss \$83,905
Actual Net Loss \$253,510
Variance \$169,605



Georgia World Congress Center Authority

Wi-Fi Phase 2

Objective

- Extend the coverage and capabilities of the Georgia Dome's network to provide additional data processing capabilities.
- Construct the highway that allows us to accommodate increased traffic/ data transmission for both internal and customers/ attendee use



Status

- Site survey completed May 7-11
- System design completed May 25
- Access points & antenna received June 19
- Physical installation on-going

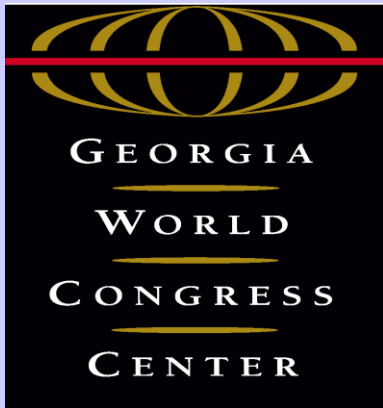


R&E Request

- April 24 - Board approved initial request of \$750,000 - Phase 1
- June 26 - request of \$700,000 - Phase 2
 - Back End Equipment (switches, controllers)
 - Configuration and testing

Questions?





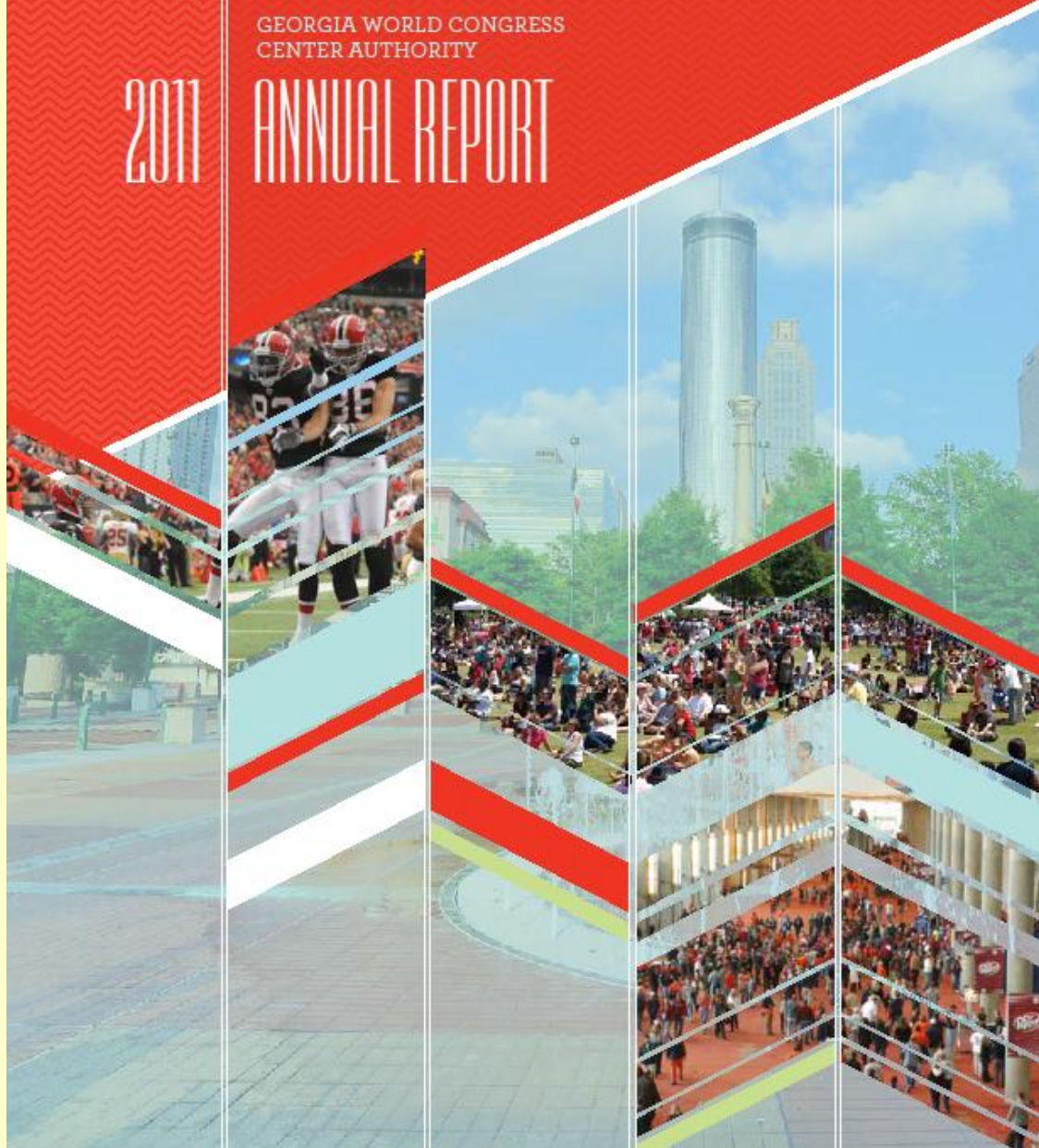
Georgia World Congress Center Authority

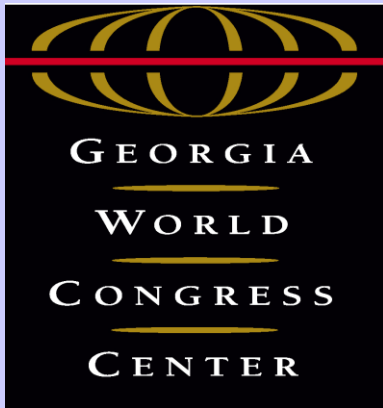
2011 Annual Report Recognition

GEORGIA WORLD CONGRESS
CENTER AUTHORITY

2011

ANNUAL REPORT





Georgia World Congress Center Authority

Retirements

Louis Maya

Paula McDuffy

Pattsie Rand



Georgia World Congress Center Authority

FY 2013

Final Budget Recommendations

General Comments



The following highlights are reflected in each budget:

- Personnel
 - Recommended 3% average merit increase
- Hotel/Motel Tax – 4.75%
- Final Four

GWCC FY 2013 Overview



- Challenging year
- Scorecard
 - Event mix highlighted by 14% Building & Construction, 14% Health & Medical and 9% Athletic Sport Recreation
- Non-traditional revenues:
 - Pursuing Non-traditional revenues
 - ✦ Junior Achievement, Film Shoots
 - Event co-promotion and self-production

GWCC FY 2013 Overview



- Marketing Fund
 - 11 events valued at \$370+ million in Economic Impact
- Sales organizational review
 - Alignment with the ACVB
 - Short term concentration with incentives

GWCC FY 2013 Scorecard



Exhibit Hall

Events	Confirmed Attendance	Estimated Economic Impact
43 tradeshow 2 public shows	908,000	\$1.5 B

Georgia World Congress Center FY 2013 Operating Budget Summary Comparison



<u>REVENUE</u>	<u>Projection FY 2012</u>	<u>Budget FY 2013</u>	
Rental	\$ 9,698,340	\$ 10,086,546	
Catering	4,330,565	5,023,272	
Exhibit Utility Service	6,493,370	6,227,250	
Parking	3,473,618	3,742,280	
Hotel/Motel Tax	2,581,108	2,703,717	
Other	1,593,577	2,126,588	
TOTAL REVENUE:	\$ 28,170,578	\$ 29,909,653	6%
<u>EXPENDITURES</u>			
Personal Services	\$ 16,717,925	\$ 17,991,513	
Regular Operating	8,826,461	9,255,498	
Equipment Purchases	719,600	256,160	
Per Diem/Fees/Contracts	2,476,012	2,812,557	
Computer Charges	1,177,557	1,085,754	
Other	270,023	359,000	
SUB-TOTAL EXPENDITURES	\$ 30,187,578	\$ 31,760,482	5%
NET PROFIT(LOSS)	\$ (2,017,000)	\$ (1,850,829)	-8%

Marketing Support Fund (MSF)



Purpose of Incentive Fund

- Attract new citywide convention opportunities for Atlanta
- Create a competitive advantage over other destination consideration
- Close business and build a solid base for the future

General Guideline – 80% dedicated

- Minimum 100,000 Gross Square Feet at GWCC
- Minimum 2,500 peak rooms at contracted block hotels
- Must use at least 3 hotels in block
- Signed license agreement with GWCCA
- Special Events – (Final Four, Super Bowl, etc.) utilizing Georgia Dome. Non-recurring events with a minimum of 8,500 room nights.
- Major Industry Hospitality events including MPI, ASAE, IAEE, PCMA, etc.

Marketing Support Fund Results to Date

54

Fiscal Year	# of events	Peak Hotel Rooms	Total Attn	Estimated Economic Impact	Estimated State Sales Tax	Concession Amount
2013	2	16,000	82,430	109,522,719	3,327,794	2,100,000
2014	4	17,730	46,000	72,279,446	3,151,384	2,240,000
2015	1	3,500	15,000	22,816,676	994,807	100,000
2017	2	14,000	34,000	83,431,684	3,637,621	150,000
2022	3	17,500	48,000	83,630,642	3,646,296	641,344
Total	12	68,730	225,430	\$371,681,167	\$14,757,902	\$5,231,344

GWCC Sales Department Organization



- Staff changes
- Consultant review of sales process
 - Make recommendations
- Re-visit responsibilities with ACVB

Georgia Dome FY 2013 Overview



- Strong Year
- Marquee events –
 - NCAA Men's Final Four
 - 2nd Kick-off Game

Georgia Dome FY 2013 Scorecard



Events	Attendance	Estimated Economic Impact
32 Publicly Ticketed 13 Private	1,572,000	\$271 million

Georgia Dome

FY 2013 Operating Budget Summary Comparison



<u>REVENUE</u>	<u>Projected FY 2012</u>	<u>Budget FY 2013</u>	
Rental	10,022,745	9,502,284	
Exhibit/Utility Services	96,994	81,500	
Parking	754,940	972,816	
Catering	6,380,826	6,833,315	
Suite/Seats License Fees	19,013,908	18,864,950	
Advertising	4,111,235	4,160,000	
Hotel/Motel Tax	18,292,066	19,160,939	
Interest	78,387	44,600	
Other	789,356	691,066	
TOTAL REVENUE	\$ 59,540,457	\$ 60,311,470	1.29%
<u>EXPENDITURES</u>			
Personnel Services	\$ 8,907,402	\$ 9,705,547	
Regular Operating	5,962,111	6,900,913	
Equipment Purchases	309,309	1,067,088	
Per Diem/Fees/Contracts	8,819,450	9,200,482	
Computer Charges	516,557	525,570	
Other	187,834	241,364	
Game Tickets	8,664,806	9,249,187	
Contract-Falcons	4,000,000	4,000,000	
Debt Service Interest	5,052,285	3,174,707	
Stadium Reserve	250,000	250,000	
SUB-TOTAL EXPENDITURES	\$ 42,669,754	\$ 44,314,858	3.86%
OPERATING PROFIT/LOSS	\$ 16,870,703	\$ 15,996,612	-5.18%
Falcons Annual	1,030,378	-	
NET PROFIT/(LOSS)	\$ 15,840,325	\$ 15,996,612	0.99%
Depreciation-Building/Equipment	9,692,544	9,663,644	
NET PROFIT/(LOSS)	\$ 6,147,781	\$ 6,332,968	3.01%

Centennial Olympic Park Overview



- Consistent Year
- Marquee events
 - NCAA Men's Final Four
 - 2nd Kick-off Game Concert
 - July 4th Celebration
 - *Party in the Park*

Park FY 2013 Scorecard



Total Events & Event Type

215 Total events
8 - Runs/Walks
26 - Wednesday WindDown
6 - Fourth Saturday Family Fun Days
71 - Ice Rink days
12 - Road Shows
July 4th Celebration
Party in the Park Concert

Centennial Olympic Park

FY 2013 Operating Budget Summary Comparison



<u>REVENUE</u>	<u>Projected FY 2012</u>	<u>Budget FY 2013</u>	
Rental	\$ 253,500	\$ 223,300	
Catering	145,425	585,214	
Restaurant (Googie)	37,099	56,531	
Exhibit Utility Service	35,133	38,235	
Advertising	-	100,000	
Other	22,950	25,973	
Transfer -GWCC	1,500,832	1,527,600	
Holiday Festival	117,586	165,000	
Sponsorship	146,000	145,000	
Park Concert	143,750	400,000	
TOTAL REVENUE:	\$ 2,402,275	\$ 3,266,853	36%
<u>EXPENDITURES</u>			
Personal Services	\$ 1,558,339	\$ 1,746,658	
Regular Operating	478,427	617,148	
Equipment Purchases	13,271	20,896	
Per Diem/Fees/Contracts	638,715	827,331	
Computer	3,938	4,364	
Other	19,018	20,170	
SUB-TOTAL EXPENDITURES:	\$ 2,711,708	\$ 3,236,567	19%
OPERATING GAIN/(LOSS)	\$ (309,433)	\$ 30,286	110%
Depreciation- Equipment	1,527,976	1,513,066	
NET PROFIT/(LOSS)	\$ (1,837,409)	\$ (1,482,780)	19%

FY 2013 Budgets



Questions?



Georgia World Congress Center Authority

Executive Session



Georgia World Congress Center Authority

July 2012

Authority Meeting