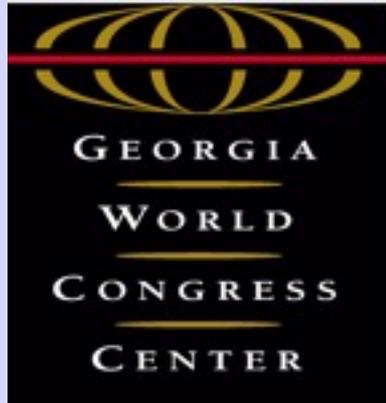




Georgia World Congress Center Authority

March 2010
Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA

Sales & Marketing Update

February 2011



Georgia World Congress Center Sales Update

New Business Booked



MathFest



March 2011

Halls B1

10,000

1 Day



2012 Atlanta Boat Show



January 2012

Halls C2, C3, C4

8,000

13 Days



Big South Volleyball Qualifier



March 2012

Halls B1, B2, B3, B4, B5

C1, C2, C3

50,000

7 Days



International Air Cargo Association



October 2012
Halls A1, A2, A3
5,000
8 Days



CheerSport Grand Championships



February 2013

Halls B1, B2, B3, B4, B5

C1, C2, C3, C4

50,000

6 Days



American Association of Museums



April 2015
Halls B3, B4

3,000

8 Days



Other GWCC Confirmed Events February 2011

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Georgia State University - Battle of Atlanta	April 2011	A3	100	2



Georgia Dome Sales Update

New Business Booked



Team Tiger – Children against Obesity



April 2011
Stadium

1,000

1 Day



Centennial Olympic Park Sales Update

New Business Booked



Purina Incredible Dog Tour



April 2011
South Park

500

4 Days



Fiesta Atlanta



May 2011
Entire Park

25,000

3 Days



Georgia Kite Festival



May 2011
Entire Park

4,500

2 Days



Insight Global Picnic



July 2011
Game Plaza

800

1 Day



Praise in the Park



August 2011

Entire Park

10,000

2 Days



Making Strides Against Breast Cancer



October 2011

North Park

10,000

2 Days



February 2011 Sales Summary

GWCC
Total Days Booked

45



DOME
Total Days Booked

1



PARK
Total Days Booked

14



Economic Impact – February 2011

Total Impact \$146.0 million

GWCC

Bronner Brothers Mid-Winter Hair Show
CheerSport 2011 National Championships

74,500 attendance

New Dollars - \$68.9 million
Economic Impact - \$112.3 million
Sales Tax Generated - \$4.8 million

Dome

Mexico National vs. Bosnia Soccer
Advance Auto Parts Monster Jam

AMA SuperCross

154,036 attendance

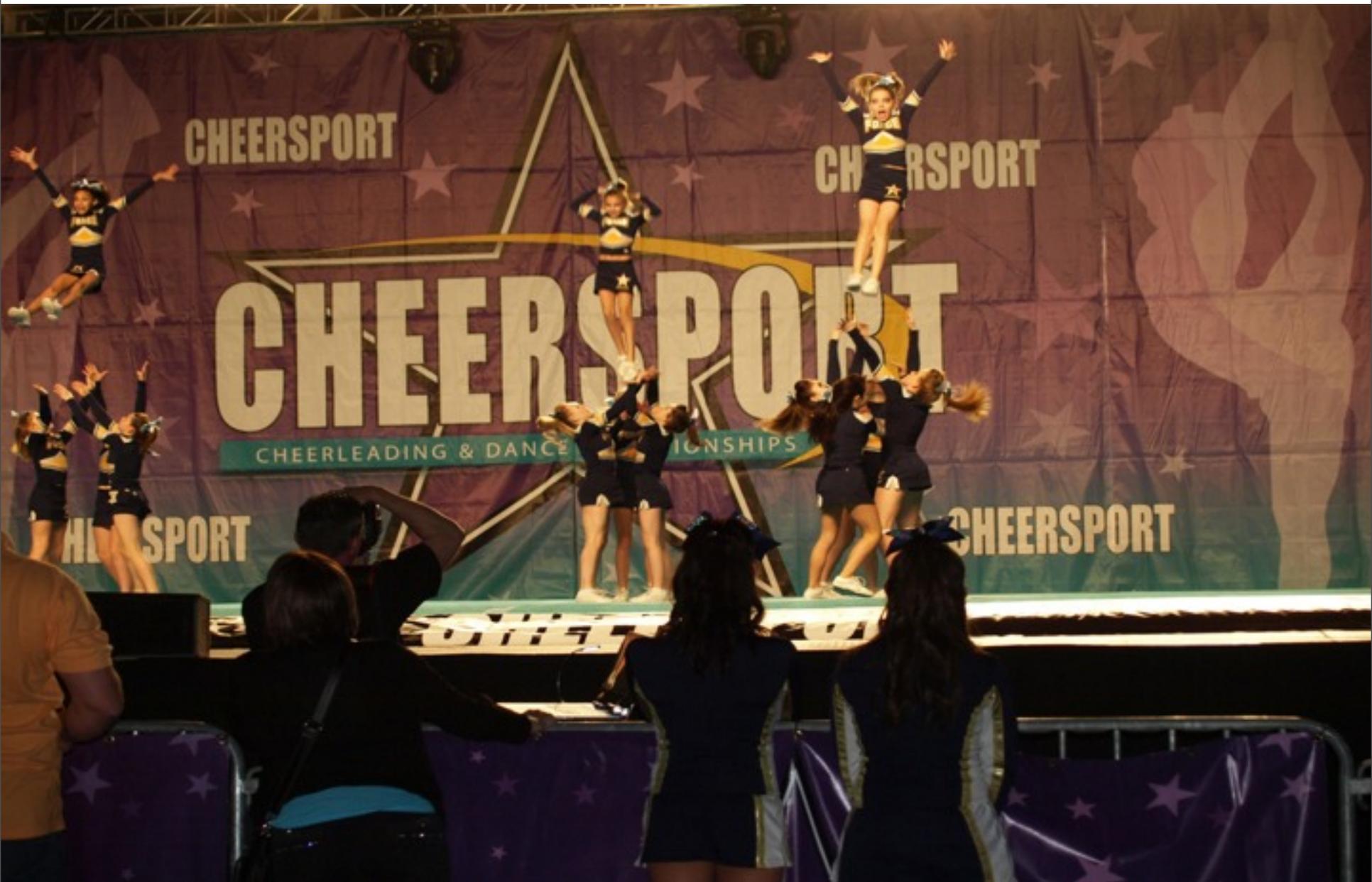
New Dollars - \$21.4 million
Economic Impact - \$33.7 million
Sales Tax Generated - \$1.4 million

Bronner Brothers Hair Show



Wednesday, April 13, 2011

Cheersport

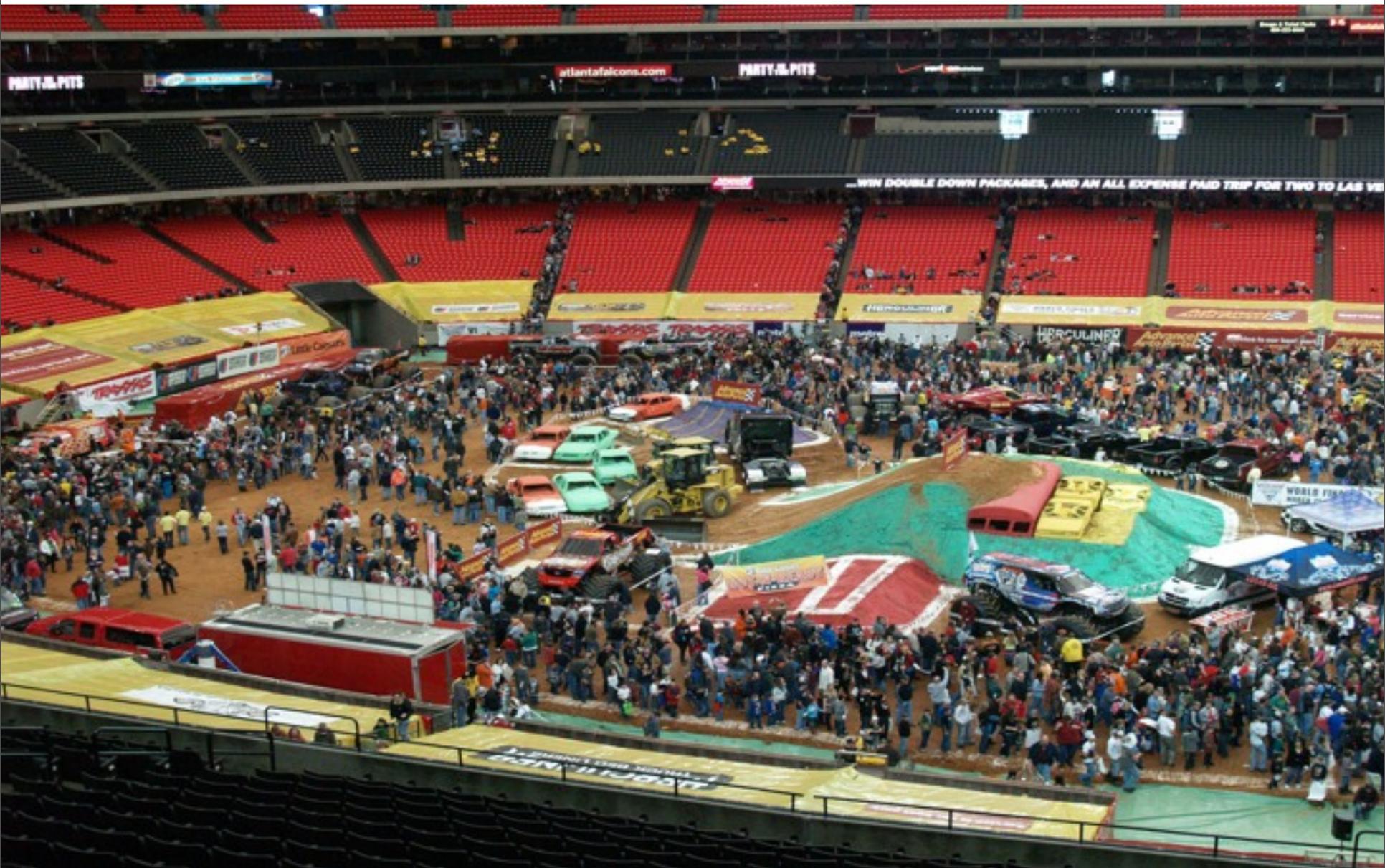


Wednesday, April 13, 2011

Mexico vs. Bosnia



Monster Jam Pit Party



Wednesday, April 13, 2011

Monster Jam



Wednesday, April 13, 2011

AMA Supercross



Wednesday, April 13, 2011

AMA Supercross

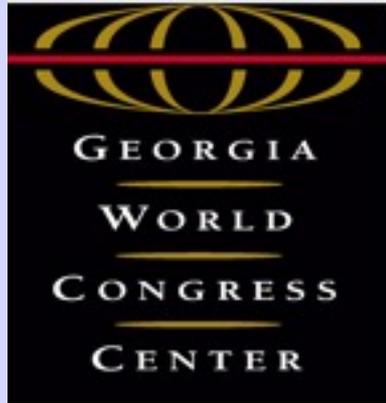


Wednesday, April 13, 2011

Pachyderm Picnic in the Park



Wednesday, April 13, 2011

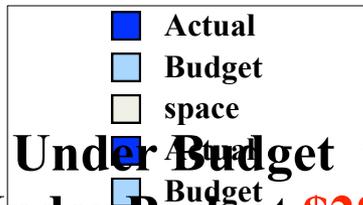
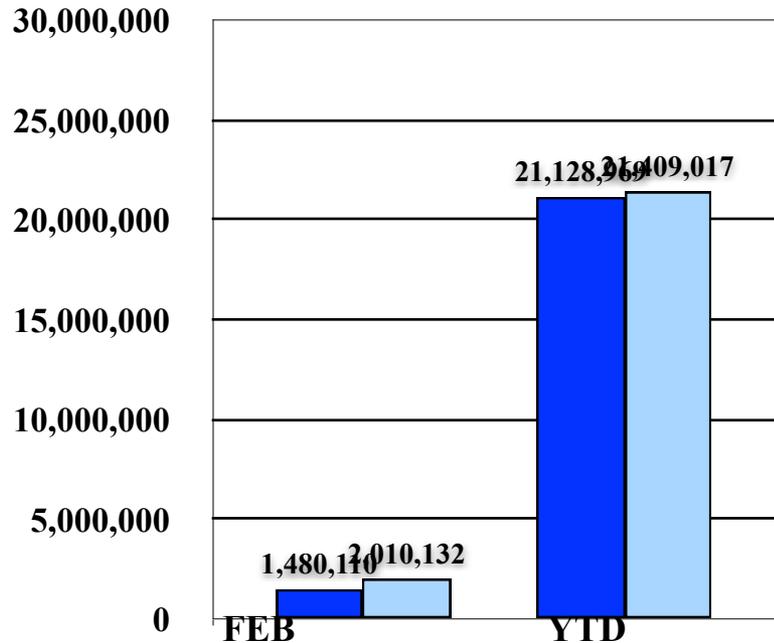


Georgia World Congress Center

February 2011
Financial Reports

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

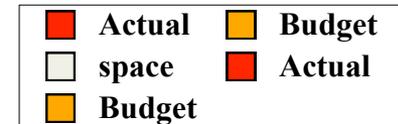
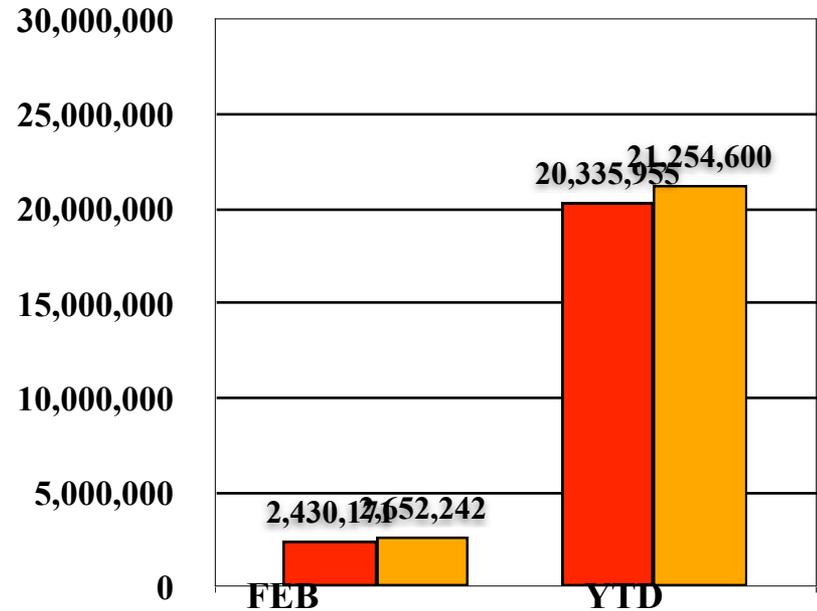
Revenue



February Under Budget \$530,022
YTD Under Budget \$280,048

1.31%

Expense



February Under Budget \$222,071
YTD Under Budget \$918,645

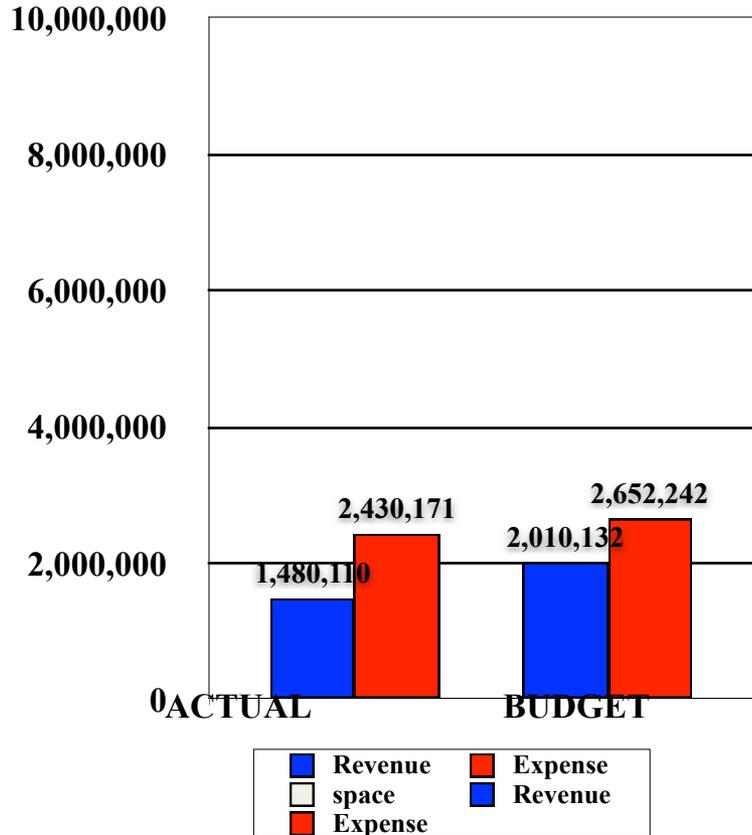
4.32%

Georgia World Congress Center

February 2011/YTD 2011

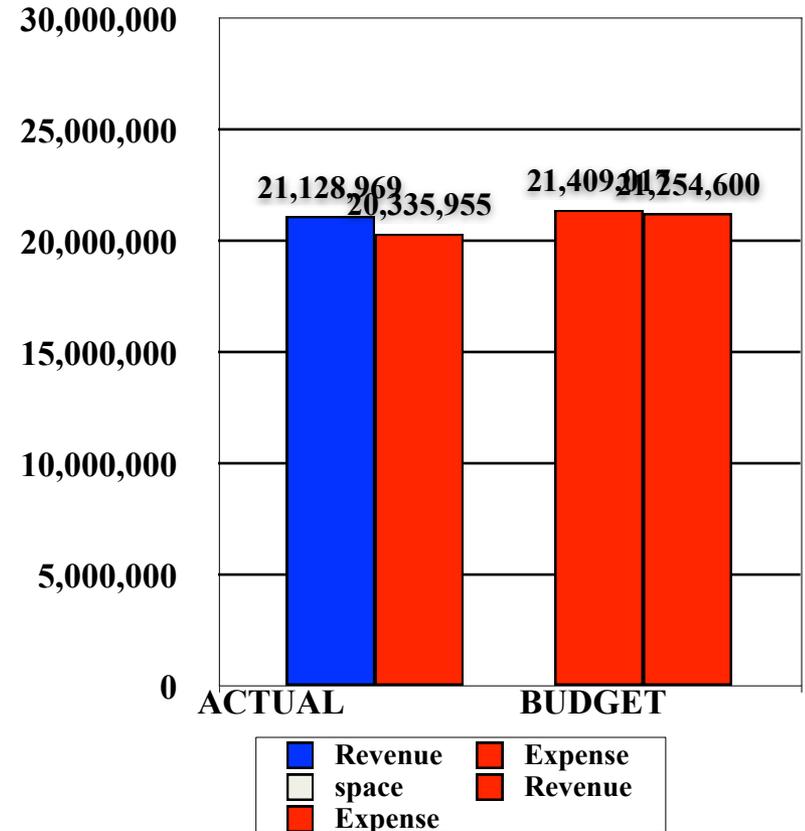
Net Operating Profit / Loss

FEBRUARY



Projected Net Loss \$642,110
Actual Net Loss \$950,061

YEAR TO DATE



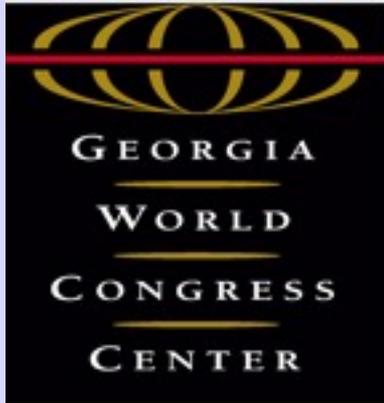
Projected Net Profit \$154,417
Actual Net Profit \$793,014

GWCC Hotel/Motel tax July thru February FY 2011

ACTUAL \$1,727,002

BUDGET \$1,543,332

12%



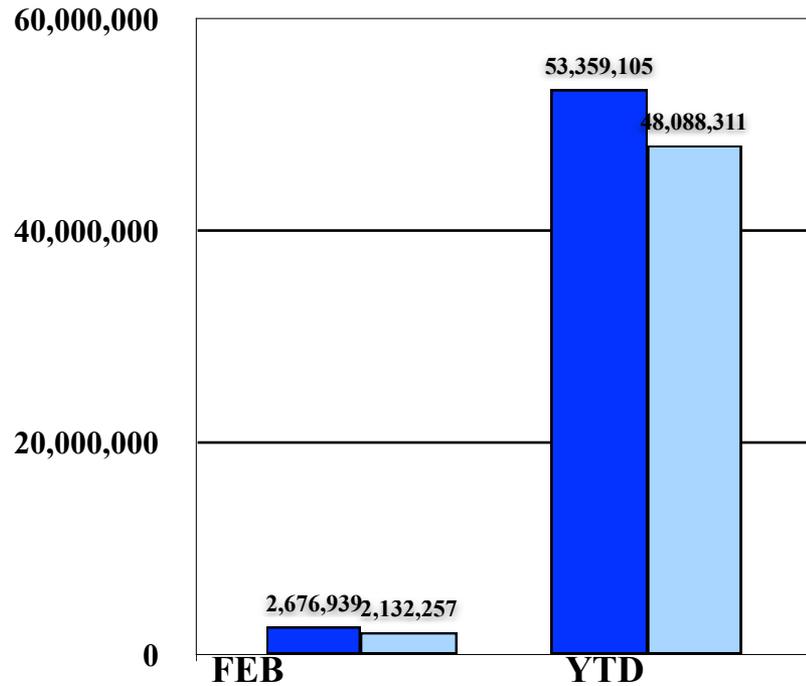
Georgia Dome

February 2011
Financial Reports

Georgia Dome

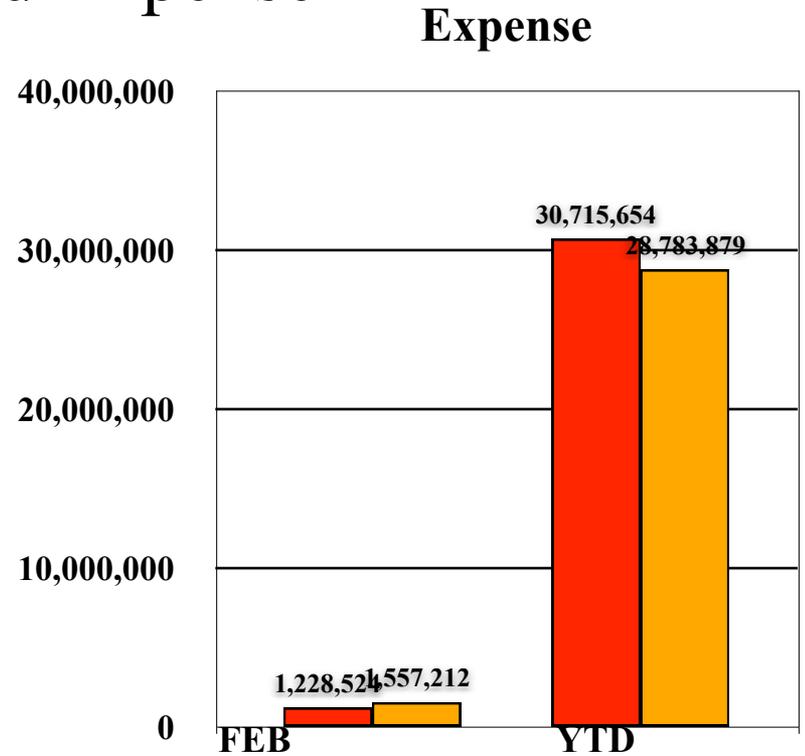
February 2011/YTD 2011

Total Revenue and Expense



February Over Budget \$544,682
YTD Over Budget \$5,270,794

10.96%



February Under Budget \$328,688
YTD Over Budget \$1,931,775

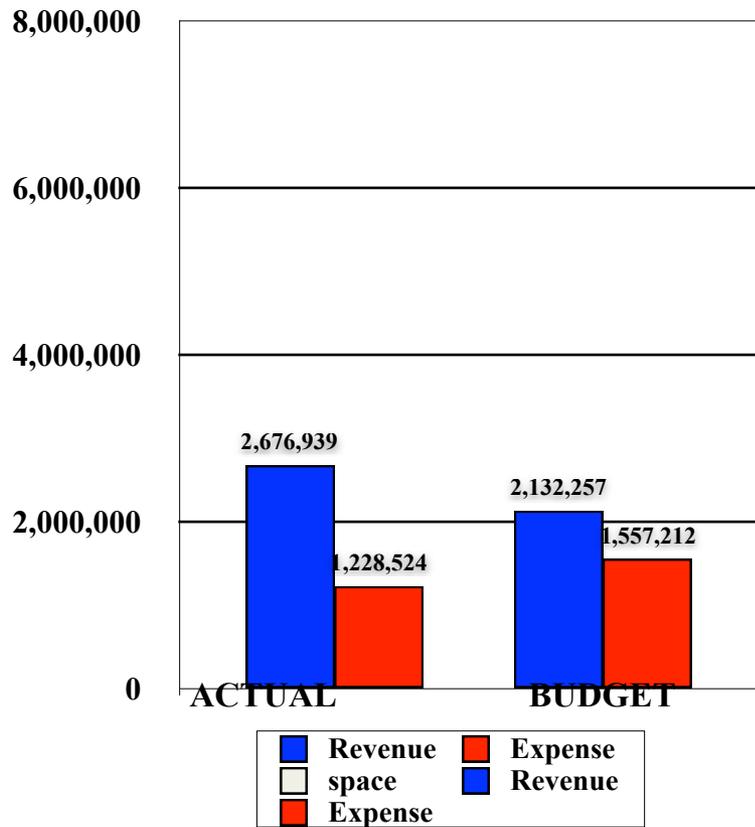
6.71%

Georgia Dome

February 2011/YTD 2011

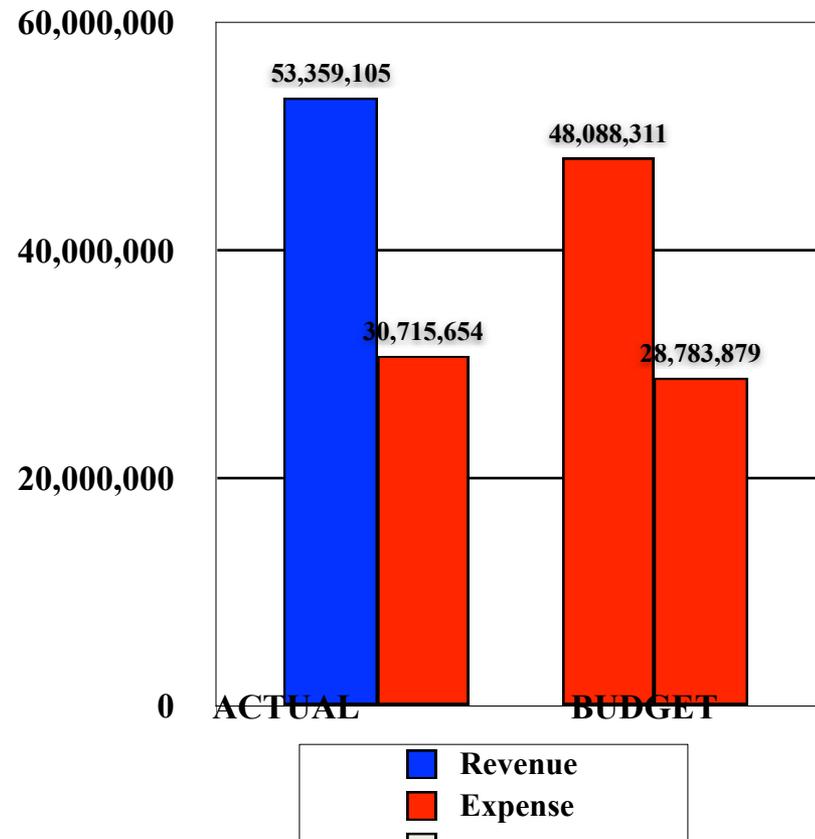
Net Profit / Loss

FEBRUARY



Projected Net Profit \$575,045
Actual Net Profit \$1,448,415

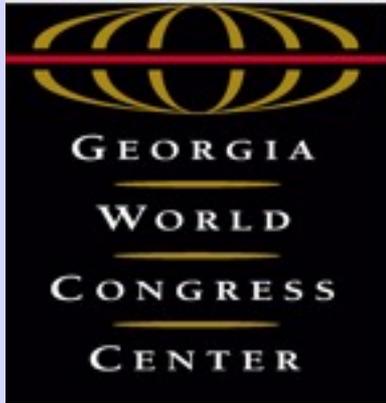
YEAR TO DATE



Projected Net Profit \$19,304,432
Actual Net Profit \$22,643,450

Georgia Dome Hotel/Motel Tax July thru February FY 2011

ACTUAL \$12,177,092
BUDGET \$10,961,570
11%

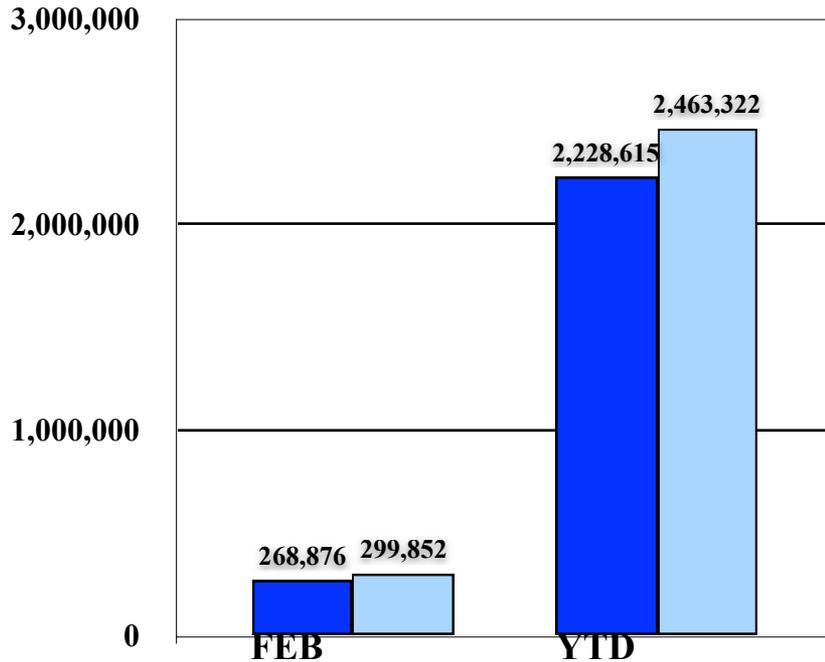


Centennial Olympic Park

February 2011
Financial Reports

Centennial Olympic Park February 2011/YTD 2011

Revenue



~~February Under Budget \$30,976~~
~~YTD Under Budget \$234,707~~

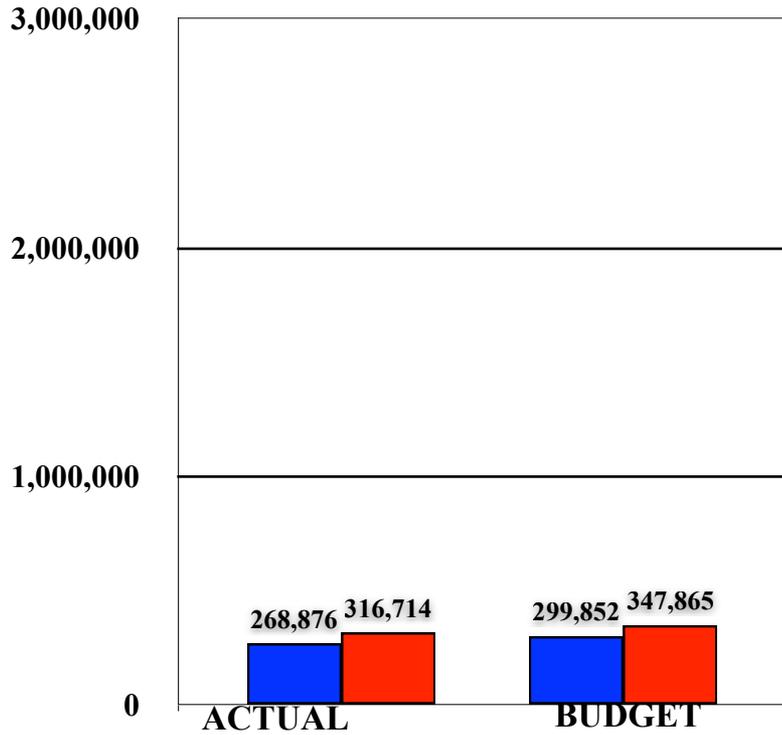
9.53%

February Under Budget \$31,151
 YTD Under Budget \$18,663

.77%

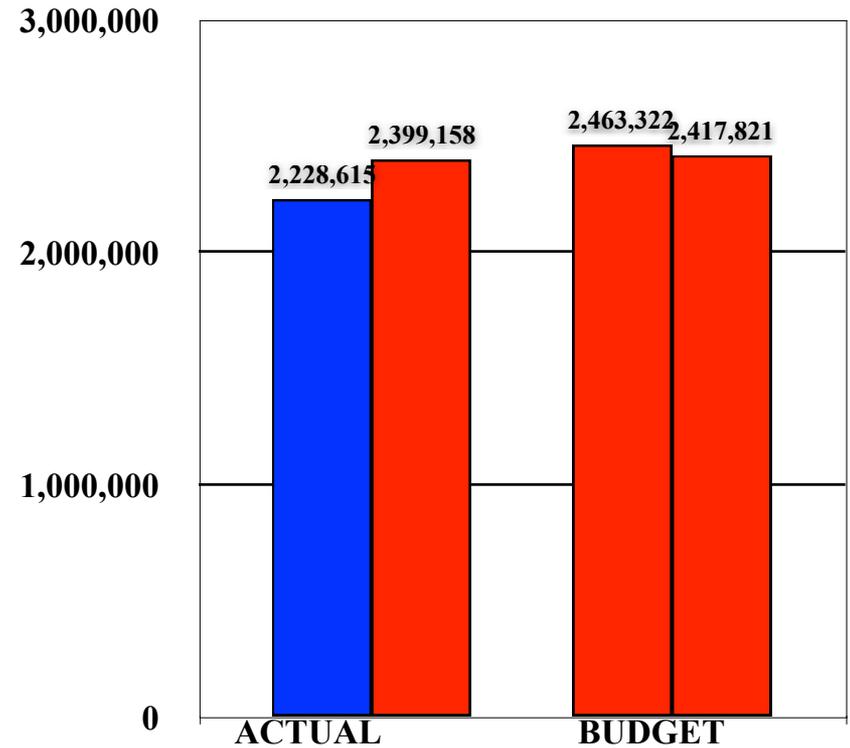
Centennial Olympic Park February 2011/YTD 2011

FEBRUARY

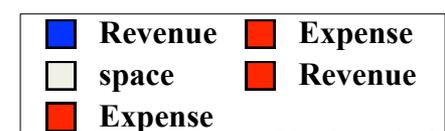


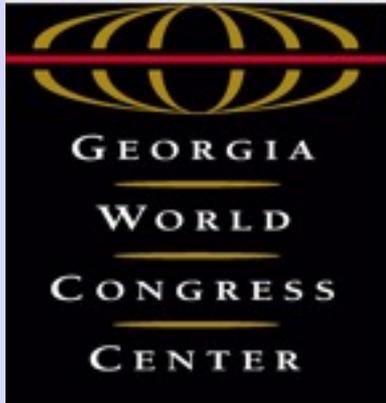
Projected Net Loss \$48,013
Actual Net Loss \$47,838

YEAR TO DATE



Projected Net Gain \$45,501
Actual Net Loss \$170,543





Georgia World Congress Center Authority

CCLD
2010 Update

Introduction

Event Services

- Internet Services
 - Hardwired
 - Wireless
 - Private Networking
- Telephone Services

Internal Services

- IT Administration
 - Networking
 - Server & Application Administration
 - Email
 - Desktop Support
- Telephone Administration & Support



System Upgrades

Major 2010 Initiatives

- Windows 7 Migration
- Expansion of Virtual Infrastructure
 - 21 Virtual Servers
 - 5 Physical Hosts
- Expansion of Network Storage Capacity
 - 27 TB



Benefits of Virtualization

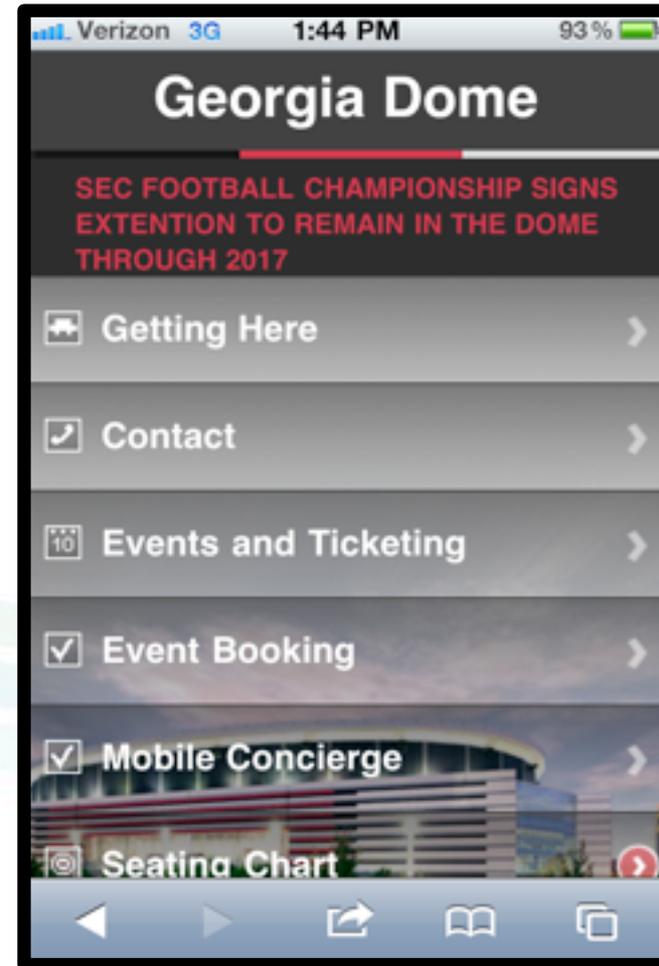
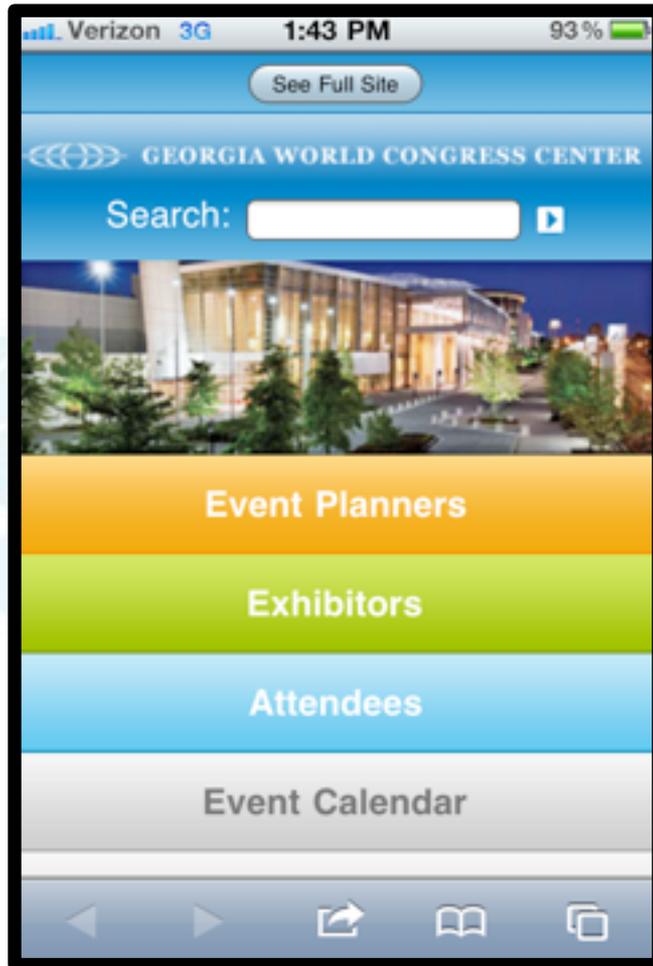
- Reduced power consumption
- Reduced HVAC consumption
- Redundancy
- Uptime



Online Upgrades

- GWCC.com launched January 2011
 - New Interactive Planning Guide
 - Mobile-optimized
- Gadome.com launched August 2011
 - Mobile-optimized
 - Mobile Concierge added in December 2011





Training

- 348 Authority & Partner Staff
 - Windows 7
 - Microsoft Office
 - Basic Computer Concepts
- 3 CCLD Networks staff members renewed their technical certifications (2 Cisco and 1 Microsoft)



Current & Future Initiatives

- Windows 7 Migration
- Microsoft Exchange 2010 Upgrade
- Work Order Maintenance System
- Core Network Upgrades
- Centennialpark.com Redesign
 - Mobile optimized
 - Mobile brick locator





51°F Fair
H: 76°F L: 51°F



Upcoming Events

- 3/20/2011
Publix Georgia Marathon & Half Marathon
- 3/24/2011
American Heart Association NPAM Fun Run
- 4/ 1/2011 - 4/ 3/2011
Purina Incredible Dog Challenge



twitter

Best @MetromixAd 2011 winners...
@STATSatl wins for best sports bar!
Congrats neighbor!
<http://bit.ly/H5EeO> 3 days ago



GWCC.com : Gadome.com : Atlanta.net : Feedback : Questions : Employment : Contact
Georgia World Congress Center Authority



- | | | | | |
|---|--|--------------------------------------|---|---|
| Plan Your Visit | Things to Do | Friends of the Park | Plan an Event | About the Park |
| Event Calendar
Hours & Directions
Park Guidelines | Event Calendar
Fountain of Rings
Googie Burger | Corporate
Individual
Volunteer | Hosting an event
Application
Services | Park History
Latest News
Policies |

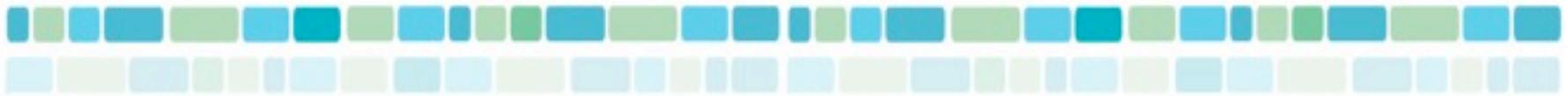
Event Network Upgrades

- Bandwidth Upgrades
- In-Building Cellular Upgrades
 - AT&T at the Dome
 - 352 Antennas
- Wireless Infrastructure Upgrade
 - More reliable connections
 - Greater bandwidth to client devices





Customer Feedback

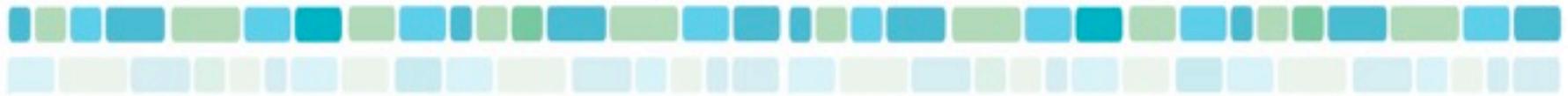


I just wanted to follow up and say thank to your team for all the hard work. I have somehow lost all the contact info for everyone else, so please feel free to forward to your team.

Your team is definitely one of the best, if not the best team we work with during our Annual Conferences. Your team was independent, smart, knowledgeable, and proactive and this is what we need to ensure the cardiologists receive the education they need. I can't say enough how good a job you all did. New Orleans has some big shoes to fill!!! Good luck to everyone and we look forward to working with you again!

Thanks again!

Dave Denbow
Associate Director – IT Infrastructure & Operations
American College of Cardiology

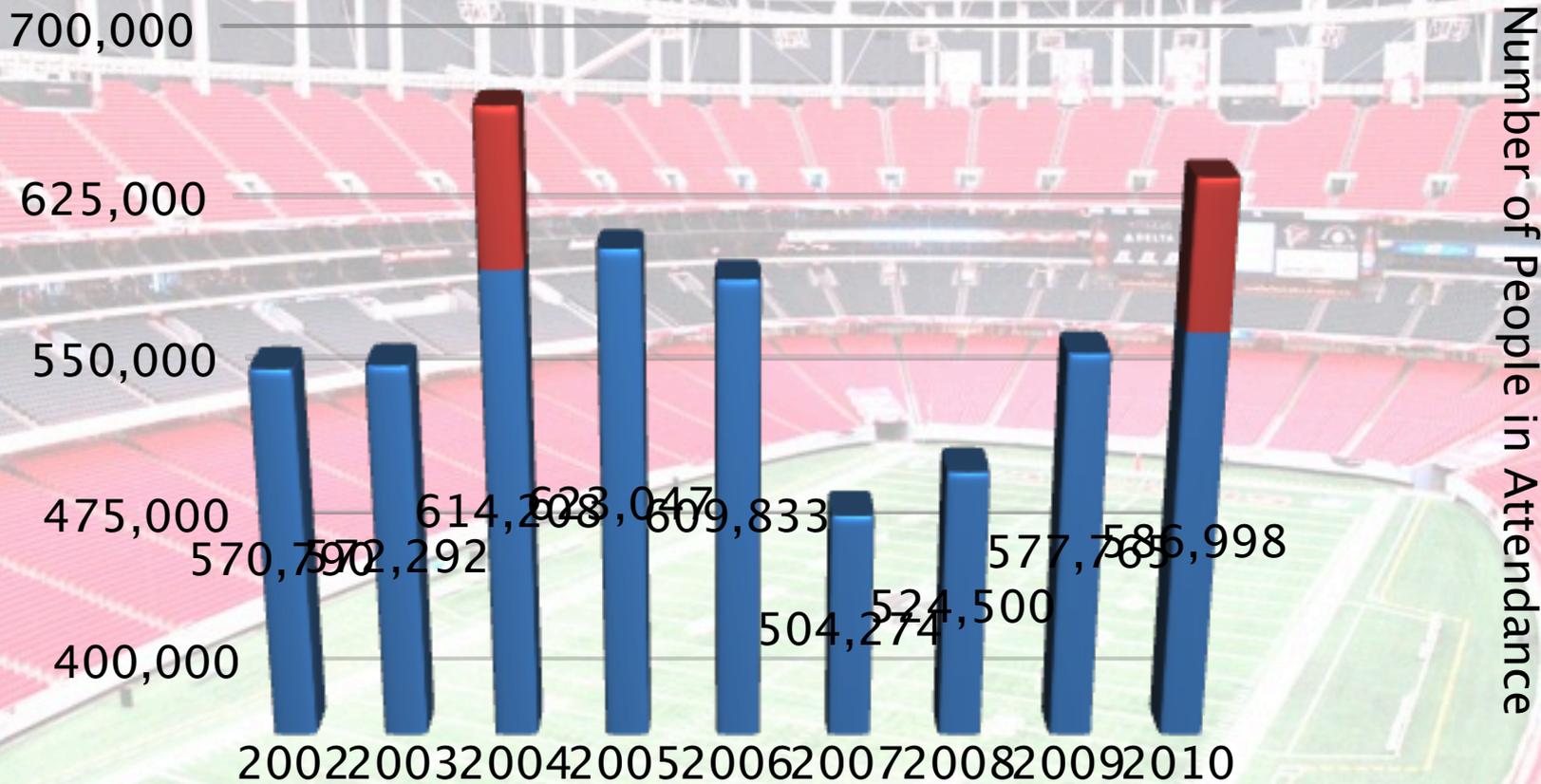




2010 Falcons' Season Review

Wednesday, April 13, 2011

Attendance



■ Playoff Game
■ Falcon's Season

Marta

200,000

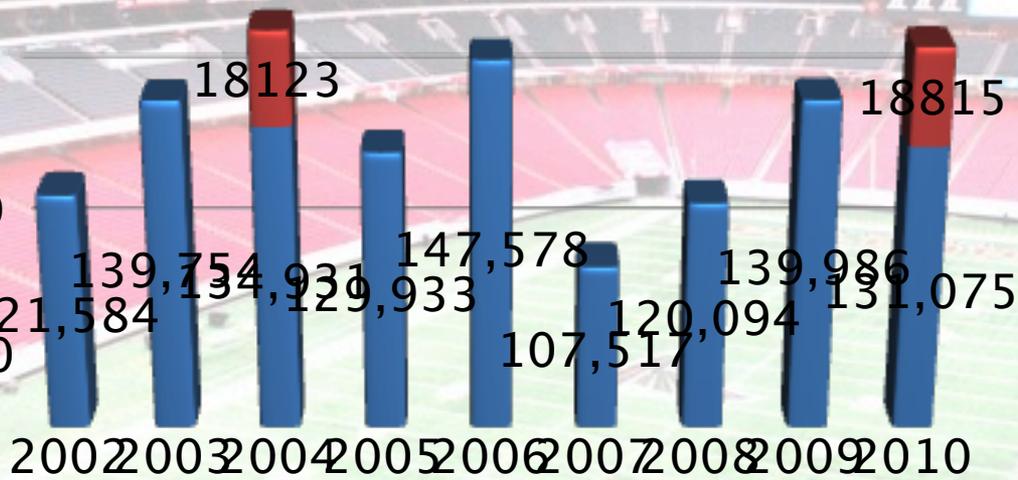
168,750

137,500

106,250

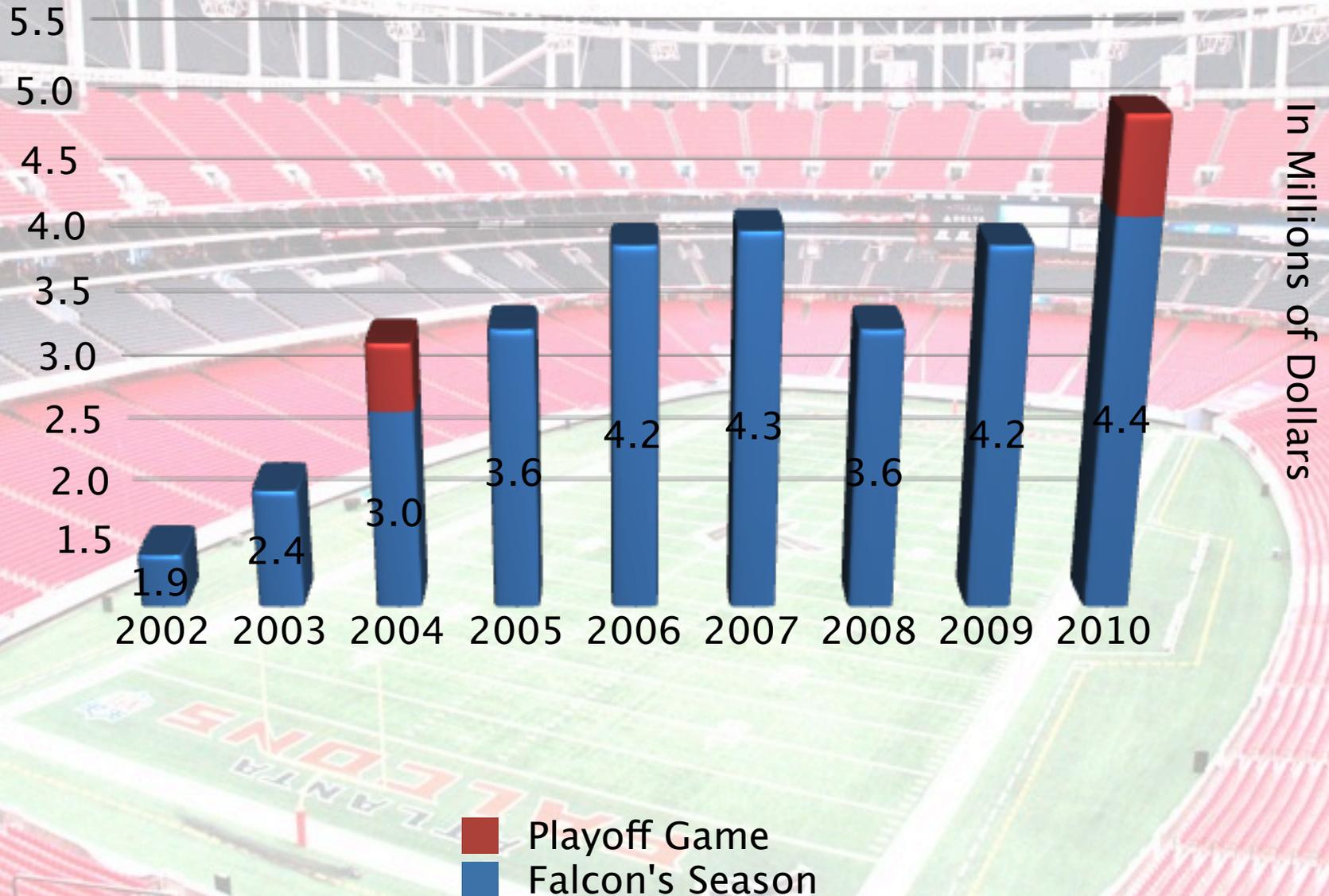
75,000

Number of People Using Marta

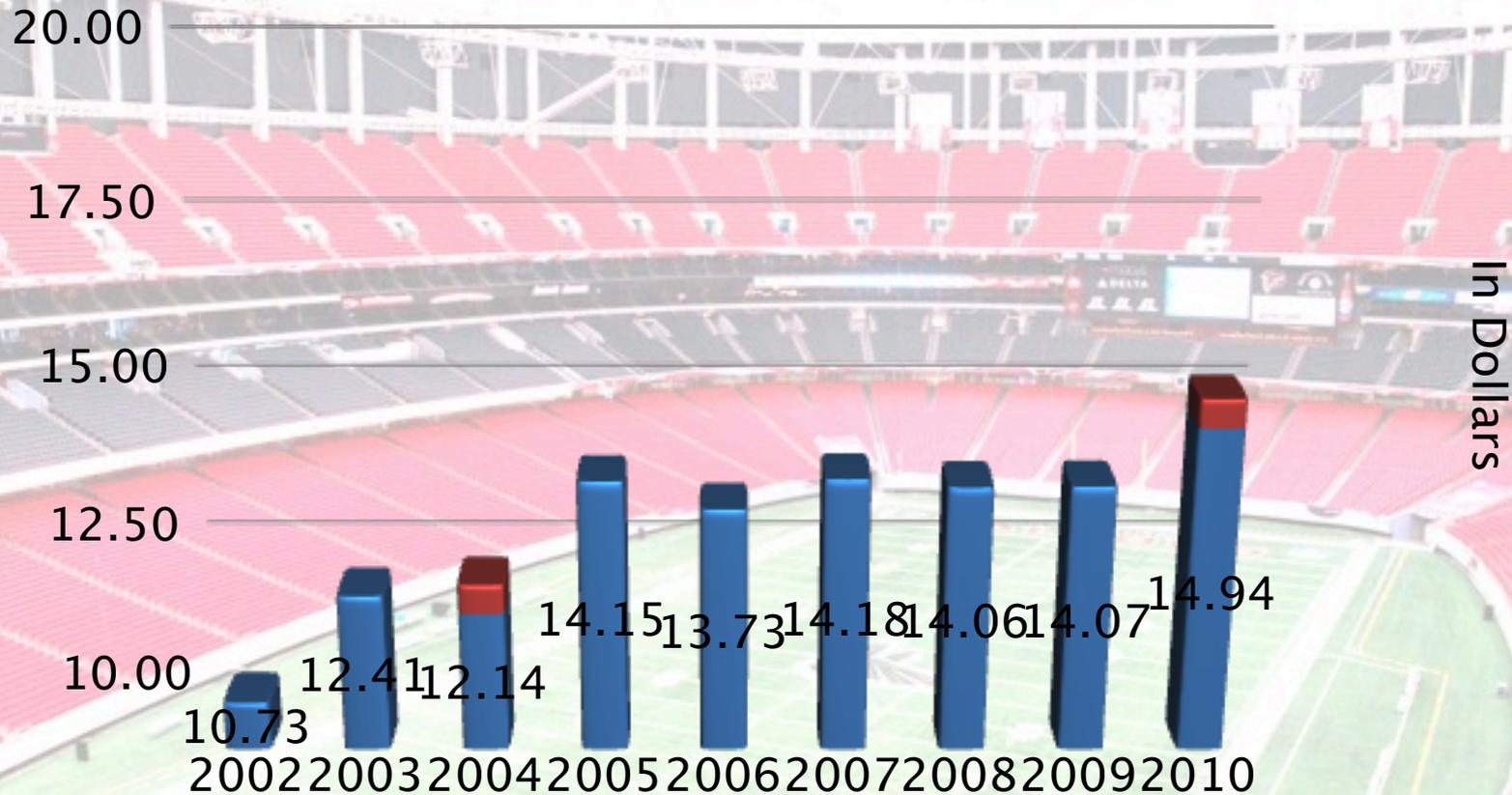


■ Playoff Game
■ Falcon's Season

Space Rental

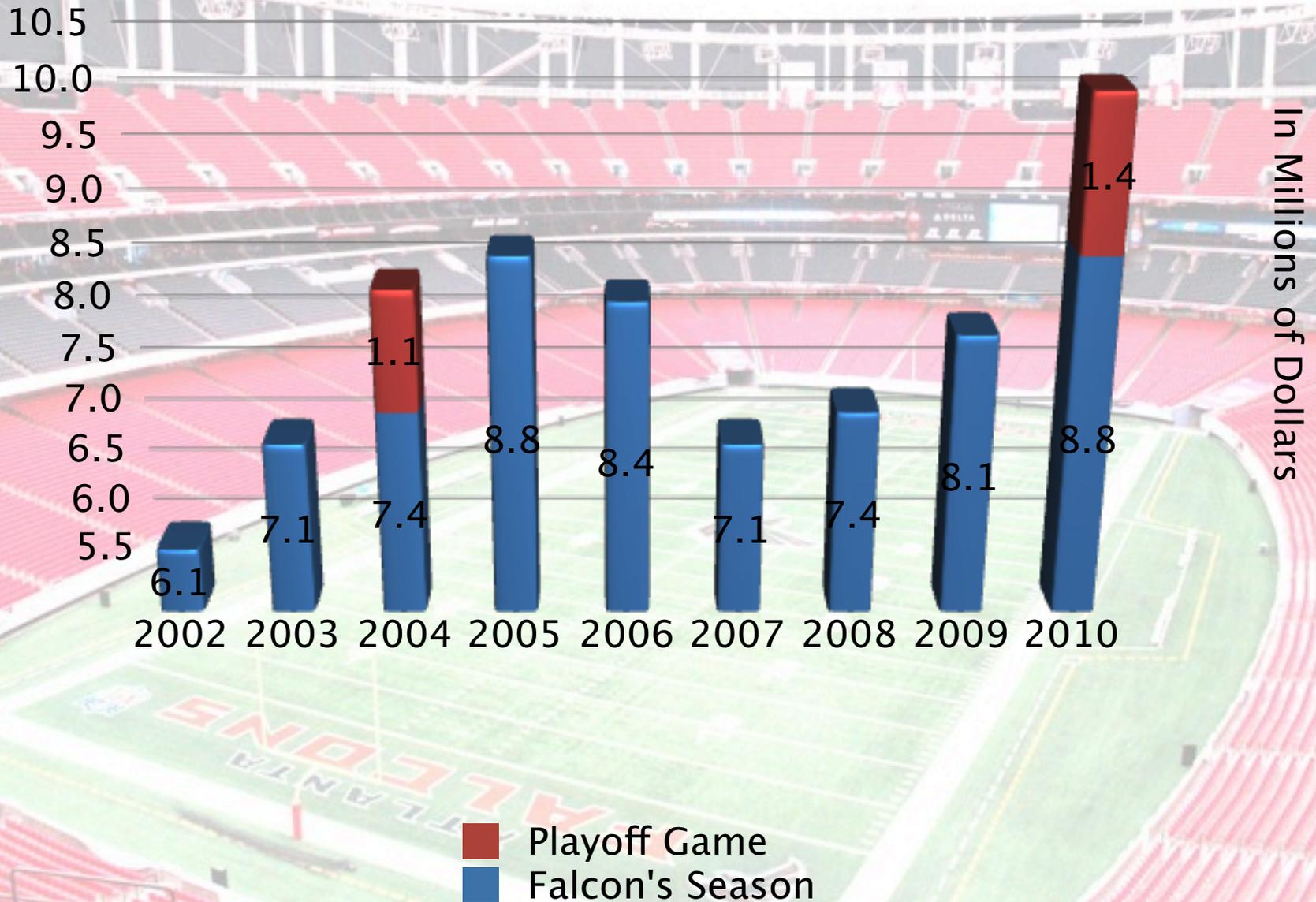


Food & Beverage Per

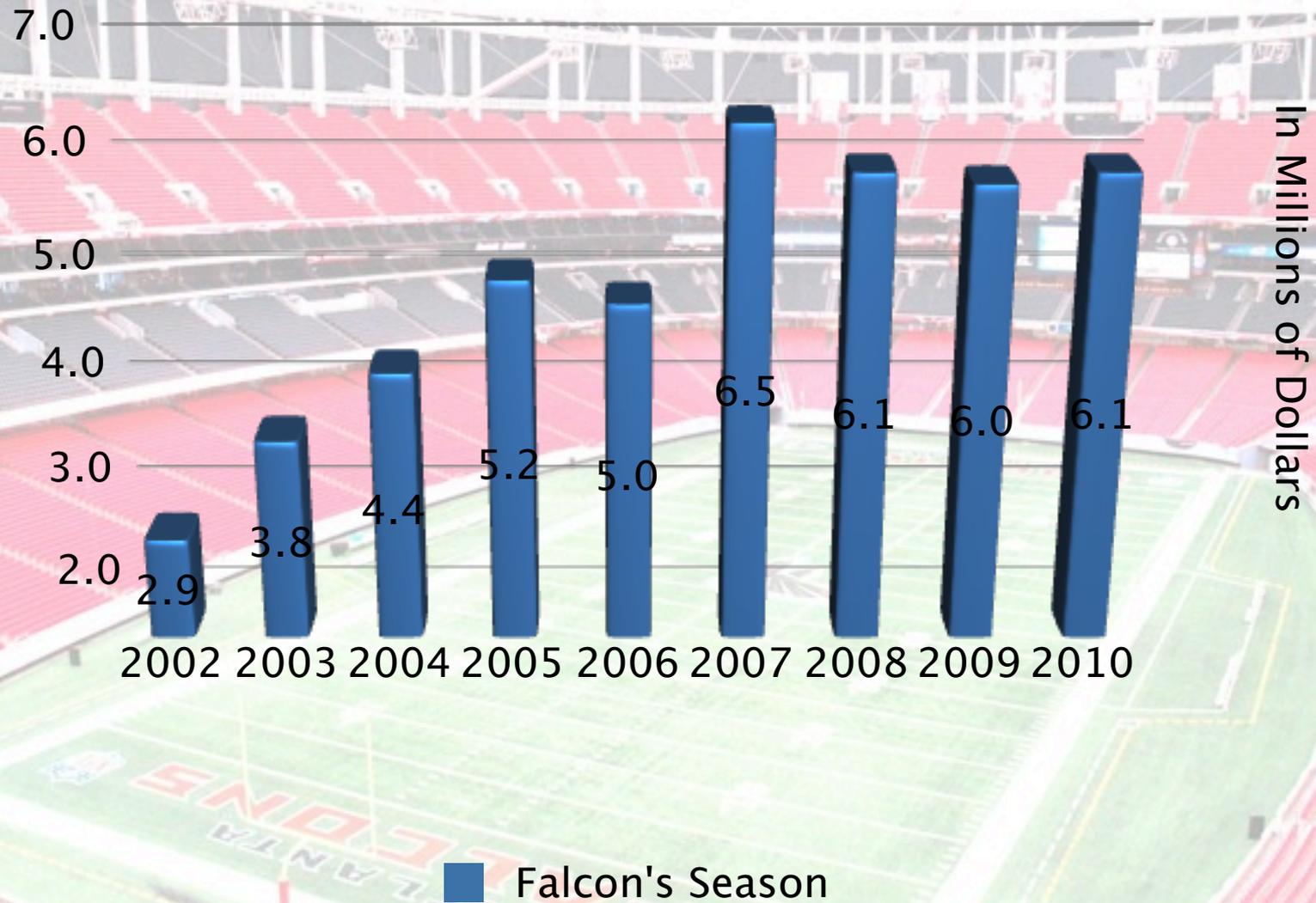


■ Playoffs
■ Falcon's Season

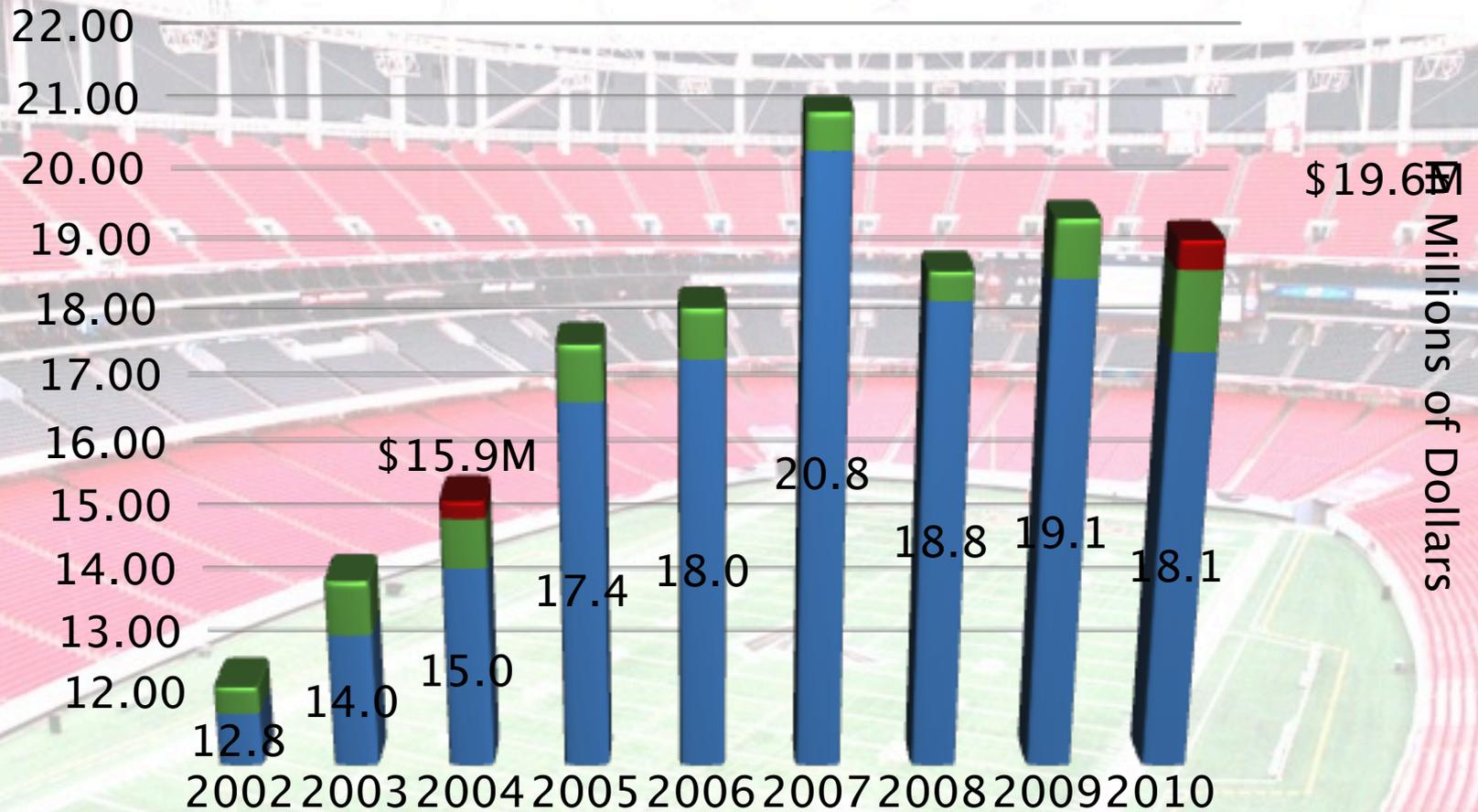
Gross Food & Beverage



Gross Advertising



Gross Licensed Premium



- Single Game Suite Sales- Playoffs
- Single Game Suite Sales
- Long-Term Licenses



NFL
Security -
Best
Practices

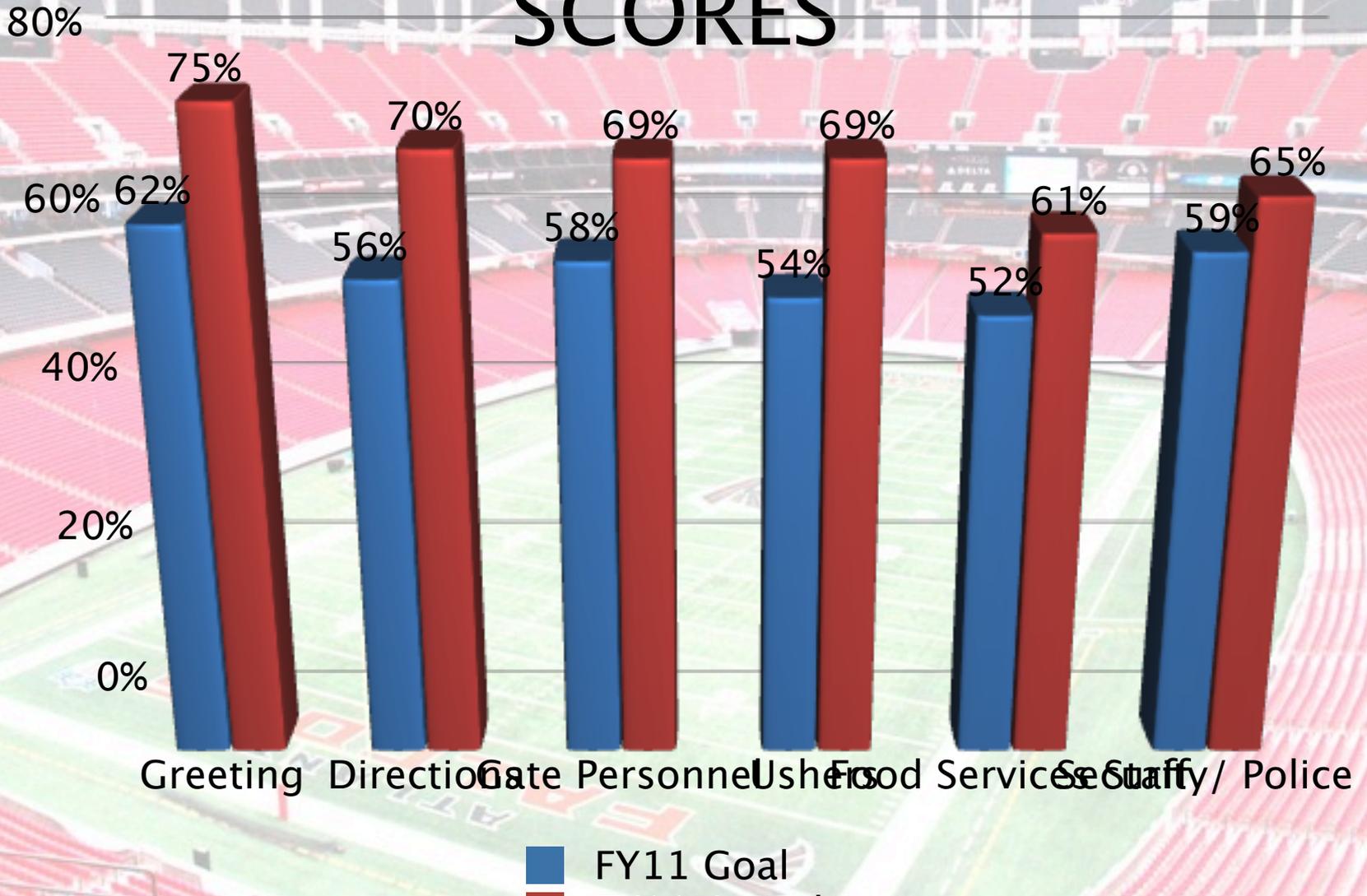


Level	Description
1	Excellent levels of compliance with the Best Practices on a consistent basis, minor instances of non-compliance.
2	Good levels of compliance with Best Practices, some remaining areas of non-compliance.
3	Fair Levels of compliance, several ongoing instances of non-compliance, some present substantial vulnerabilities.
4	Inadequate levels of compliance or non-compliance in important element(s) of Best Practices, unresponsive to repeated recommendations to improve.
	*Corresponds to your 2010 final rating.

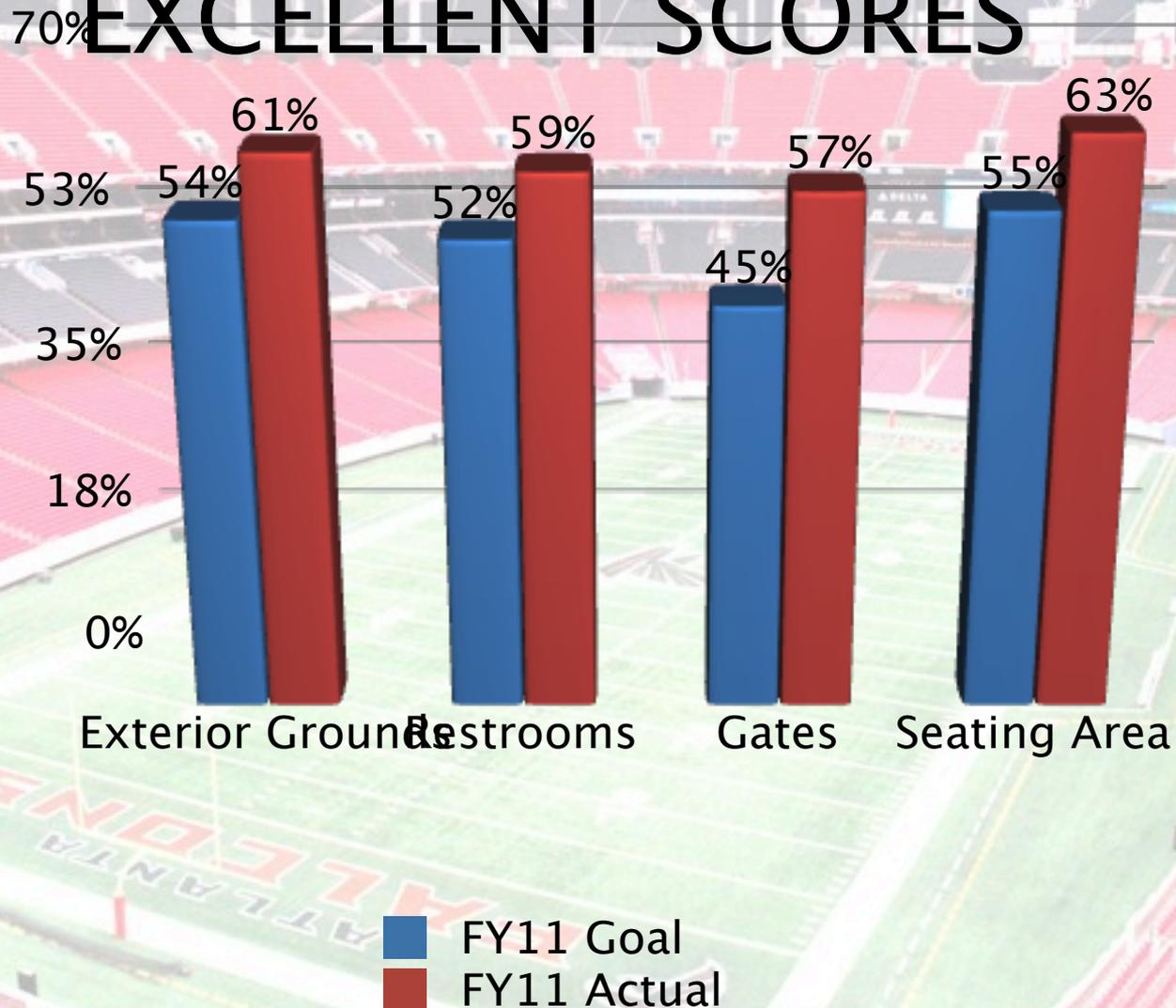


Customer Service Survey Scores

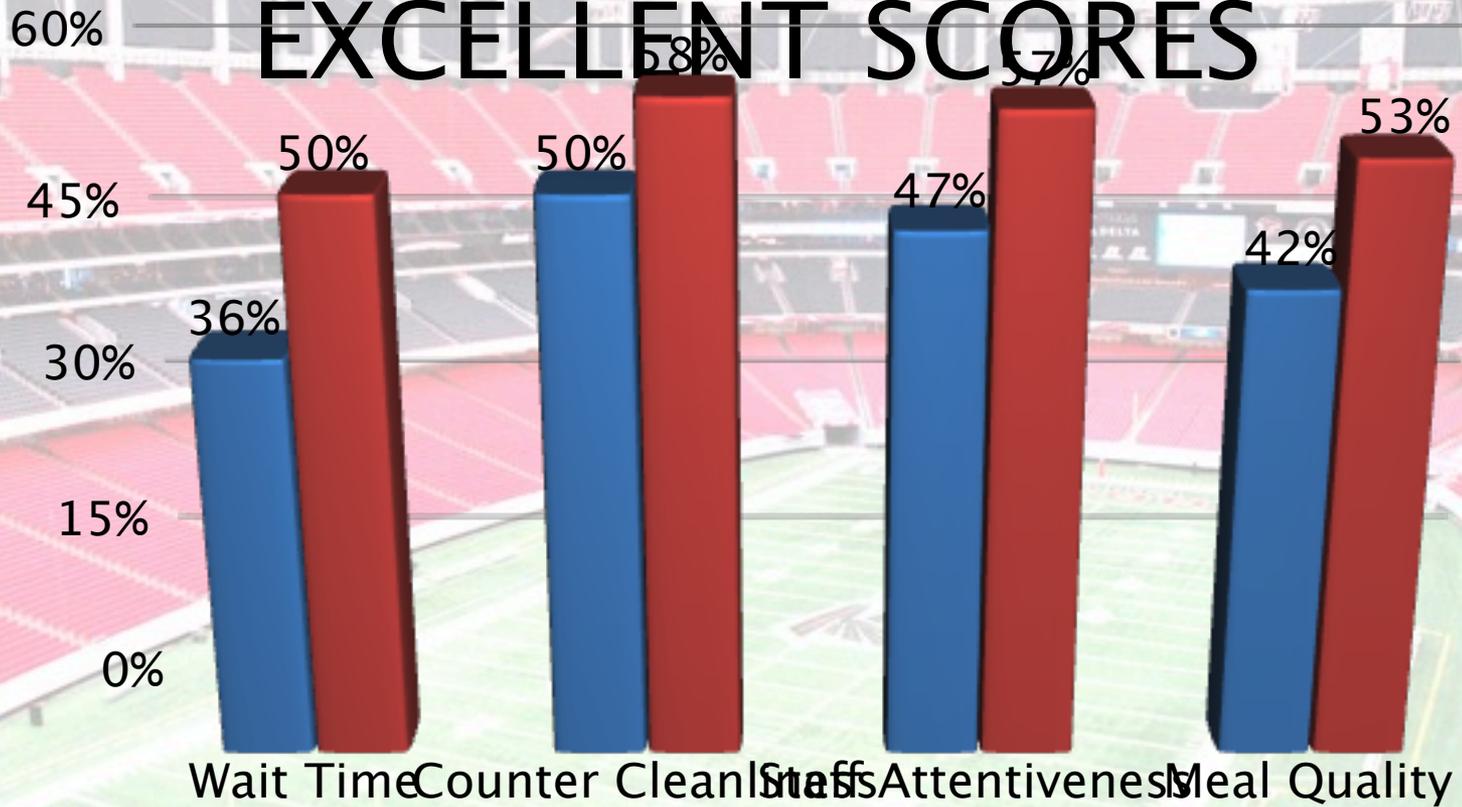
FALCONS IN-GAME SURVEYS - STAFF PERFORMANCE % OF EXCELLENT SCORES



FALCONS IN-GAME SURVEYS - FACILITY CLEANLINESS % OF EXCELLENT SCORES



FALCONS IN-GAME SURVEYS - CONCESSION EXPERIENCE % OF EXCELLENT SCORES



■ FY11 Goal
■ FY11 Actual

Mobile



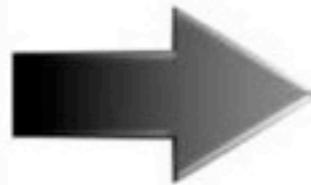


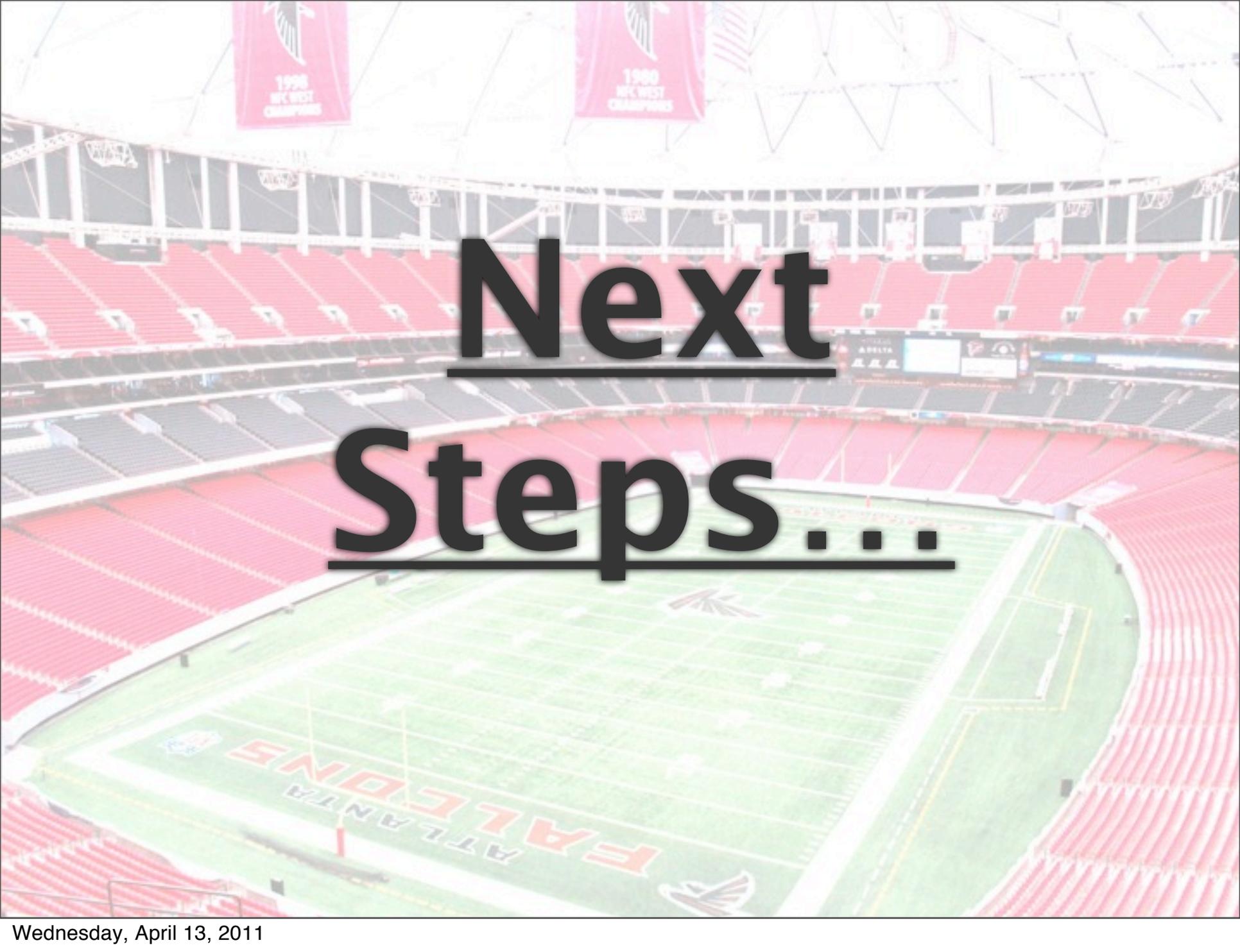
QR Codes, like the one pictured above, can be generated for free, from many different manufacturers.

What is a Quick Response Code?

- QR Codes were originally developed by Toyota to manage inventory on autoparts, moving around assembly factories in 1992.
- QR Codes are 2D, binary codes.
- Over the past few years, as smartphones have become more abundant, they've been used for marketing, sales and more.
- They are scanned over 500 million times per day in Japan.

How is The Georgia Dome using QR Codes?





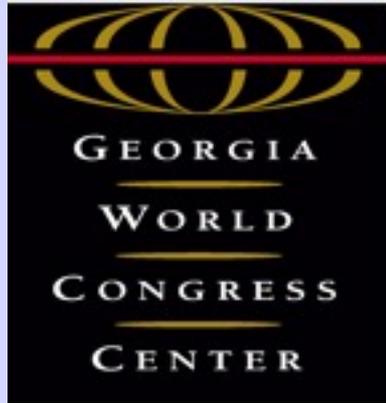
Next Steps...

Turf Replacement

- The current FieldTurf product was installed in 2003.
- Biannual GMAX tests suggests it is time to replace.
- The Falcons and Dome staff agree it is time to replace.
- The Falcons and Dome staff reviewed different products and presentations over last 12 month period.
- The Falcons and Dome staff agree that

Turf Replacement

- Combination of cash and marketing trade – Falcons and Dome
- Cash funded via Dome FY12 O&M budget
- Request resolution approval to replace turf
- Questions?



Georgia World Congress Center Authority

College Football Hall of Fame Resolution



Georgia World Congress Center Authority

March 2011
Authority Meeting