Georgia World Congress Center Authority

March 2013

Authority Meeting
Georgia World Congress Center Authority
Sales & Marketing Report
GWCCA
Sales & Marketing Update

February 2013
Georgia World Congress Center
Sales Update

New Business Booked
October 2013, 2018 & 2021
Halls B1, B2, B3, B4, B5
15,000 (each event)
3 Days (each event)
Southern Region Volleyball

April 2014
Halls B1, B2, B3, B4, B5
8,000
2 Days
National Tour & Motorcoach Travel Exchange 2016

January 2016
Halls C1, C2, C3, C4
3,000
5 Days
The Gideons International

July 2019
Hall A1
4,000
1 Day
Georgia Dome
Sales Update
No New Business Booked
Centennial Olympic Park
Sales Update

No New Business Booked
Cheersport
Supercross Fanfare
Supercross
Monster Jam
## Economic Impact – March 2013

**Total Impact**  $91.9 million

<table>
<thead>
<tr>
<th>GWCC</th>
<th>Dome</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEHE Distributors</td>
<td>Advance Auto Parts Monster Jam</td>
</tr>
<tr>
<td>Luxottica</td>
<td>Monster Energy AMA Supercross</td>
</tr>
<tr>
<td>Abilities Expo</td>
<td></td>
</tr>
<tr>
<td>CheerSport – National</td>
<td></td>
</tr>
<tr>
<td>Bronner Brothers</td>
<td></td>
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<tr>
<td>True Value Hardware</td>
<td></td>
</tr>
</tbody>
</table>

- **128,700 attendance**
- **New Dollars - $41.3 million**
- **Economic Impact - $78.5 million**
- **Sales Tax Generated - $2 million**

- **104,714 attendance**
- **New Dollars - $7 million**
- **Economic Impact - $13.4 million**
- **Sales Tax Generated - $352 thousand**
Georgia World Congress Center
March 2013/YTD FY13
Operating Revenue and Expense

Revenue

<table>
<thead>
<tr>
<th>Month</th>
<th>Actual</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>2,772,345</td>
<td>3,100,197</td>
</tr>
<tr>
<td>YTD</td>
<td>25,815,545</td>
<td>23,568,112</td>
</tr>
</tbody>
</table>

March Under Budget $327,852
YTD Over Budget $2,247,433
9.54%

Expense

<table>
<thead>
<tr>
<th>Month</th>
<th>Actual</th>
<th>Budget</th>
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</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>2,832,185</td>
<td>2,659,177</td>
</tr>
<tr>
<td>YTD</td>
<td>24,136,449</td>
<td>23,690,905</td>
</tr>
</tbody>
</table>

March Over Budget $173,008
YTD Over Budget $445,544
1.88%
Georgia World Congress Center
March 2013/YTD FY13
Net Operating Profit / Loss

**MARCH**

- **Revenue**
  - Actual: 2,772,345
  - Budget: 2,832,185

- **Expense**
  - Actual: 2,659,177
  - Budget: 3,100,197

Projected Net Profit: $441,020
Actual Net Loss: $59,840
Variance: $500,860

**YEAR TO DATE**

- **Revenue**
  - Actual: 25,815,545
  - Budget: 24,136,449

- **Expense**
  - Actual: 23,690,905
  - Budget: 23,568,112

Projected Net Loss: $122,793
Actual Net Profit: $1,679,096
Variance: $1,801,889
GWCC/DOME Hotel/Motel Tax
YTD July thru Mar 2013

Actual over Budget 21.06%
Actual over Last Year 25.72%
Georgia Dome
March 2013/YTD FY13
Total Revenue and Expense

Revenue

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
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<tbody>
<tr>
<td>March</td>
<td>$1,415,714</td>
<td>$1,789,846</td>
</tr>
<tr>
<td>YTD</td>
<td>$65,309,231</td>
<td>$55,463,427</td>
</tr>
</tbody>
</table>

March Under Budget $374,132
YTD Over Budget $9,845,804
17.75%

Expense

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March Over Budget $4,374
YTD Over Budget $3,671,761
9.40%
# Georgia Dome
## March 2013/YTD FY13
### Net Profit / Loss

#### MARCH

<table>
<thead>
<tr>
<th></th>
<th>ACTUAL</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>1,415,714</td>
<td>1,789,846</td>
</tr>
<tr>
<td>Expense</td>
<td>6,013,799</td>
<td>6,009,425</td>
</tr>
</tbody>
</table>

**Projected Net Loss $4,219,579**  
**Actual Net Loss $4,598,085**  
**Variance $378,506**

#### YEAR TO DATE

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<thead>
<tr>
<th></th>
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<th>BUDGET</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>65,309,231</td>
<td>55,463,427</td>
</tr>
<tr>
<td>Expense</td>
<td>42,745,637</td>
<td>39,073,876</td>
</tr>
</tbody>
</table>

**Projected Net Profit $16,389,551**  
**Actual Net Profit $22,563,594**  
**Variance $6,174,043**
Centennial Olympic Park
March 2013/YTD FY13
Total Revenue and Expense

Revenue

March Budget
$2,282,675
March Actual
$2,200,651
March Under Budget
$17,757

YTD Budget
$2,179,009
YTD Actual
$2,007,637
YTD Under Budget
$171,372

Revenue March Under Budget 3.59%
Revenue YTD Under Budget 7.86%

Expense

March Budget
$2,179,009
March Actual
$2,007,637
March Under Budget
$33,302

YTD Budget
$2,007,637
YTD Actual
$168,071
YTD Under Budget
$171,372

Expense March Under Budget 16.34%
Expense YTD Under Budget 8.55%
Centennial Olympic Park
March 2013/YTD FY13
Net Gain / Loss

MARCH

Revenue | Expense
---|---
ACTUAL | BUDGET

Projected Net Loss $41,474
Actual Net Loss $25,929
Variance $15,545

YEAR TO DATE

Revenue | Expense
---|---
ACTUAL | BUDGET

Projected Net Gain $103,666
Actual Net Gain $193,014
Variance $89,348
Preview of New Board of Governors Meeting Format
Overview

Focus on Telling Our Story

• Engage and Excite
• Promote Efficiency
• Forward-looking; less review
• Integrate Technology
• Digital (paperless)
Customer

Events

Economic Impact

Quality of Life
Team

Personnel

Partners

Training

Recognition
Campus

Venues

Projects

Downtown Development
Efficiency

- Waste Diversion
- Greening Events
- LEED Certification
- Preservations
- Atlanta Better Building Challenge
Tech

- Innovation
- Engagement
- Listening Strategies
- Media Monitoring
- Catalyst
- Analytics
Government

- Legislation
- Public Policy
Sales & Marketing

- Initiatives
- Sales Structure
- Campaigns (ACVB)
- Short/Long term bookings
- Self/Co-Produced Events
- Sponsorship
Financials

Budget Projections
Revenues
Expenses
Hotel/Motel Tax
Public Affairs

- Community
- Branding
- Issue Management
Georgia World Congress Center Authority
Board of Governors Meeting
March 26, 2013

Sales & Marketing

Authority

Finance

Public Affairs

Customer
Georgia World Congress Center Authority

Amendment to Premium Seating Brokerage Agreement
The Falcons approached staff requesting a modification of the current brokerage agreement as it relates to NFL playoff games.

Per the League guidelines, the NFL requires the Falcons to calculate and remit 50% of the **single game suite sales premium** to the league as part of their gross gate receipts (GGR).

Current commission rates on post season **single game suite sales** would shift from the 10% of gross dollars collected to 50% of the net dollars collected.
Example – Championship Game

• One 24-Person Suite
• Retail value = $11,038
• Current 10% commission to Falcons = $1,104
• Ticket cost paid to the NFL is $350/each = $8,400
• Current net premium to Dome
  ➢ $11,038 - $1,104 - $8,400 = $1,534
• Proposed 50% of premium due Falcons (NFL)
  ➢ $11,038 - $8,400 = $2,638 x 50% = $1,319
  ($1,319 is a direct pass through from Falcons to NFL)
Value of the Proposed Change

The commission structure change based upon the 2013 playoffs is outlined below:

Impact of current commission structure = $88,210

Impact of proposed commission structure = $199,842

-or-

A net difference of $111,632
# Playoff Games P&L

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility Rental</td>
<td>1,865,257</td>
</tr>
<tr>
<td>Rent - Game Day Suites</td>
<td>882,108</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>1,259,123</td>
</tr>
<tr>
<td>Parking</td>
<td>44,173</td>
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<tr>
<td>Other</td>
<td>6,781</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$4,057,442</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>In House Expense</td>
<td>627,700</td>
</tr>
<tr>
<td>Contract Services</td>
<td>338,750</td>
</tr>
<tr>
<td>Fixed Cost</td>
<td>1,385,090</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td>$2,351,540</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Net</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net</strong></td>
<td>$1,705,902</td>
</tr>
</tbody>
</table>
Staff reviewed this proposal with the Board of Governors Executive Committee in January and received their approval to carry forward the proposal to the full Board for consideration.

Staff recommends to adjust the language in the Falcons premium seating brokerage agreement to reflect a change in the commission structure to account for NFL guidelines.
Revocable License Agreement Request
• As a reminder the College Football Hall of Fame will have a permanent connection to the GWCC that will stretch from Marietta Street to the front doors of Building A

• The Omni hotel (through their joint partnership “TOJV, LLC”) has expressed a desire to study, design and potentially construct and operate a connector from the hotel (“Omni Connector”) to the permanent GWCC connector.

• In order to facilitate this review, the Authority must request that the State Properties Commission issue a revocable license agreement to TOJV to perform due diligence.
That the Board of Governors authorizes the Executive Director, on behalf of the Authority, to request the State Properties Commission grant TOJV, LLC the right to perform due diligence, construct, operate, and maintain the Omni Connector over, on, under or through state property based upon plans approved by the Authority.
Georgia World Congress Center Authority

May 2013

Authority Meeting Proposal
Georgia World Congress Center Authority

March 2013

Authority Meeting