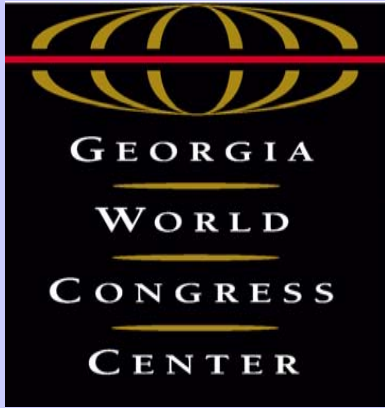




Georgia World Congress Center Authority

May 2011

Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA

Sales & Marketing Update

April 2011



Georgia World Congress Center Sales Update

New Business Booked



Monster Energy DUB Show Tour



April 2011

Halls C3-C4

7,218

2 Days



Reach Ministries



April 2012

Halls B1-B2

5,000

6 Days



True Value



February 2013

Halls B1,B2,B3-B5

6,000

10 Days



True Value



February 2014

Halls B1, B2, B3-B5

10,000

10 Days



Other GWCC Confirmed Events

April 2011

| <u>Event</u> | <u>Date</u> | <u>Location</u> | <u>Attendance</u> | <u>Days</u> |
|---|--------------|-----------------|-------------------|-------------|
| Tarpon Spring High School Band Boosters | October 2011 | B5 | 200 | 1 |



Georgia Dome Sales Update

New Business Booked



Georgia State University Graduation



May 2011

Arena

10,000

2 Days



Ethiopian Sports Federation in North America



July 2011

Stadium

26,000

7 Days



Drum Corp International



July 2011

Stadium

12,500

2 Days



Metro PCS Kell Classic



CORKY KELL FOOTBALL CLASSIC



August 2011

Stadium

20,000

2 Days



Georgia State University Football



| <u>Event</u> | <u>Date</u> | <u>Location</u> | <u>Attendance</u> | <u>Days</u> |
|-----------------------------|----------------|-----------------|-------------------|-------------|
| GSU vs. Clark Atlanta Univ. | September 2011 | Stadium | 8,000 | 1 |
| GSU vs. Old Dominion | September 2011 | Stadium | 8,000 | 1 |
| GSU vs. Murray State | September 2011 | Stadium | 8,000 | 1 |
| GSU vs. South Alabama | October 2011 | Stadium | 8,000 | 1 |
| GSU vs. TBD | November 2011 | Stadium | 8,000 | 1 |
| GSU vs. Campbell | November 2011 | Stadium | 8,000 | 1 |



Centennial Olympic Park Sales Update

New Business Booked



Coke 125th Anniversary



May 2011

Entire Park

15,000

7 Days



Juvenile Diabetes



October 2011

North Park

8,000

2 Days



Light the Night



**LIGHT THE
NIGHT® WALK**

November 2011

North Park

7,000

2 Days



ALS Walk



November 2011

**Southern Company
Amphitheater**

2,000

2 Days



April 2011 Sales Summary

GWCC

Total Days Booked

29



DOME

Total Days Booked

18



PARK

Total Days Booked

13



Economic Impact – April 2011

Total Impact \$119 million

GWCC

Big South National Qualifier

Diabetes Expo

Microsoft Corporation

Southeastern Convention & Int'l Propane Expo

Monster Energy DUB Show Tour

CMOR East Division (McDonalds)

Dome

Wrestlemania

GSU Spring Football

New Dollars - \$56.2 million

Economic Impact - \$91.6 million

Sales Tax Generated - \$3.9 million

New Dollars - \$17.4 million

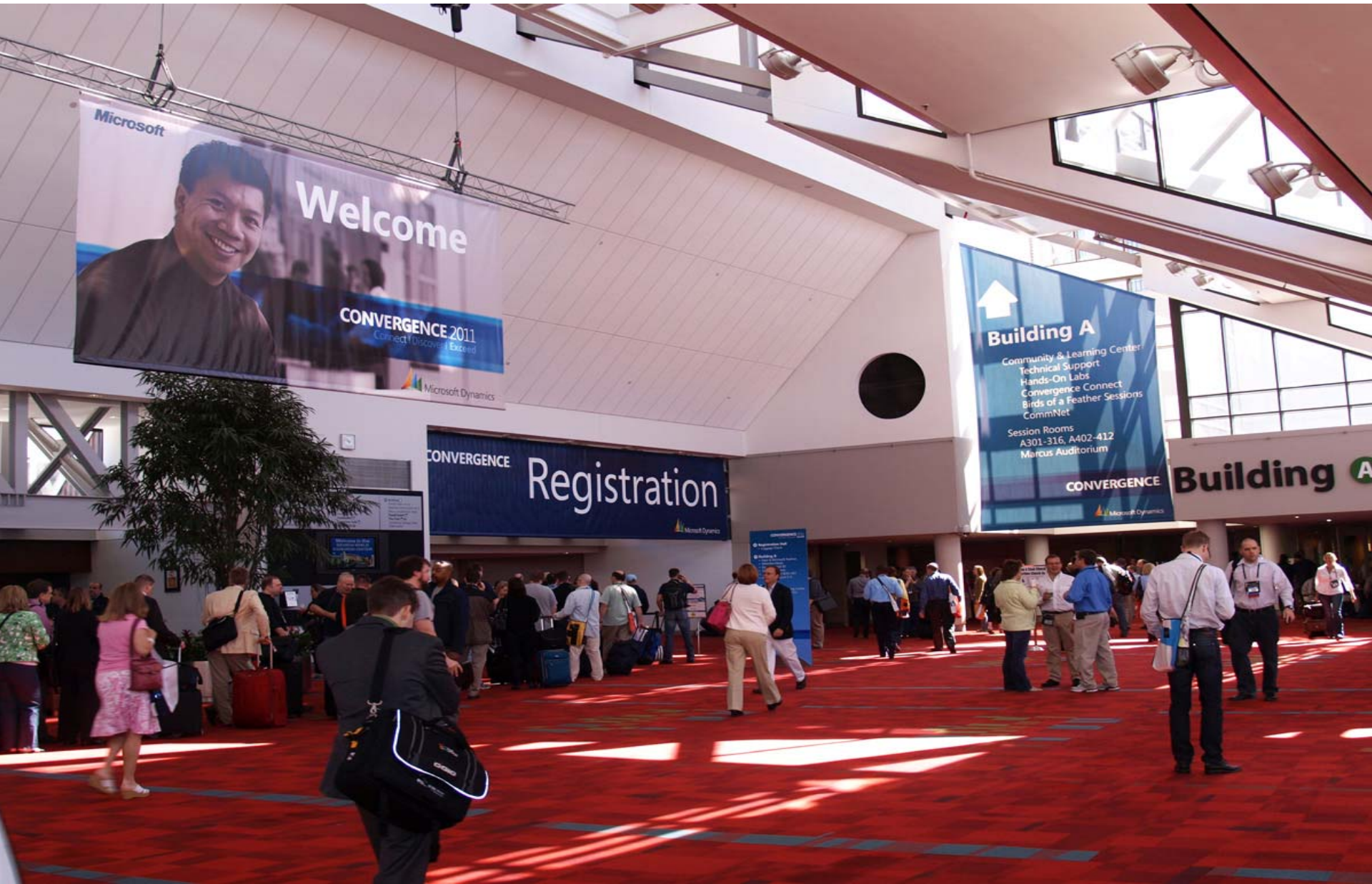
Economic Impact - \$27.4 million

Sales Tax Generated - \$1.1 million

Big South National Qualifier



Convergence 2011



National Propane Gas Association



DUB Show Tour 2011 Car Show



McDonald's CMOR East



March of Dimes for Babies



WrestleMania XXVII Axxess



Wrestlemania XXVII



Wrestlemania XXVII



Wrestlemania XXVII Walmart Promotional



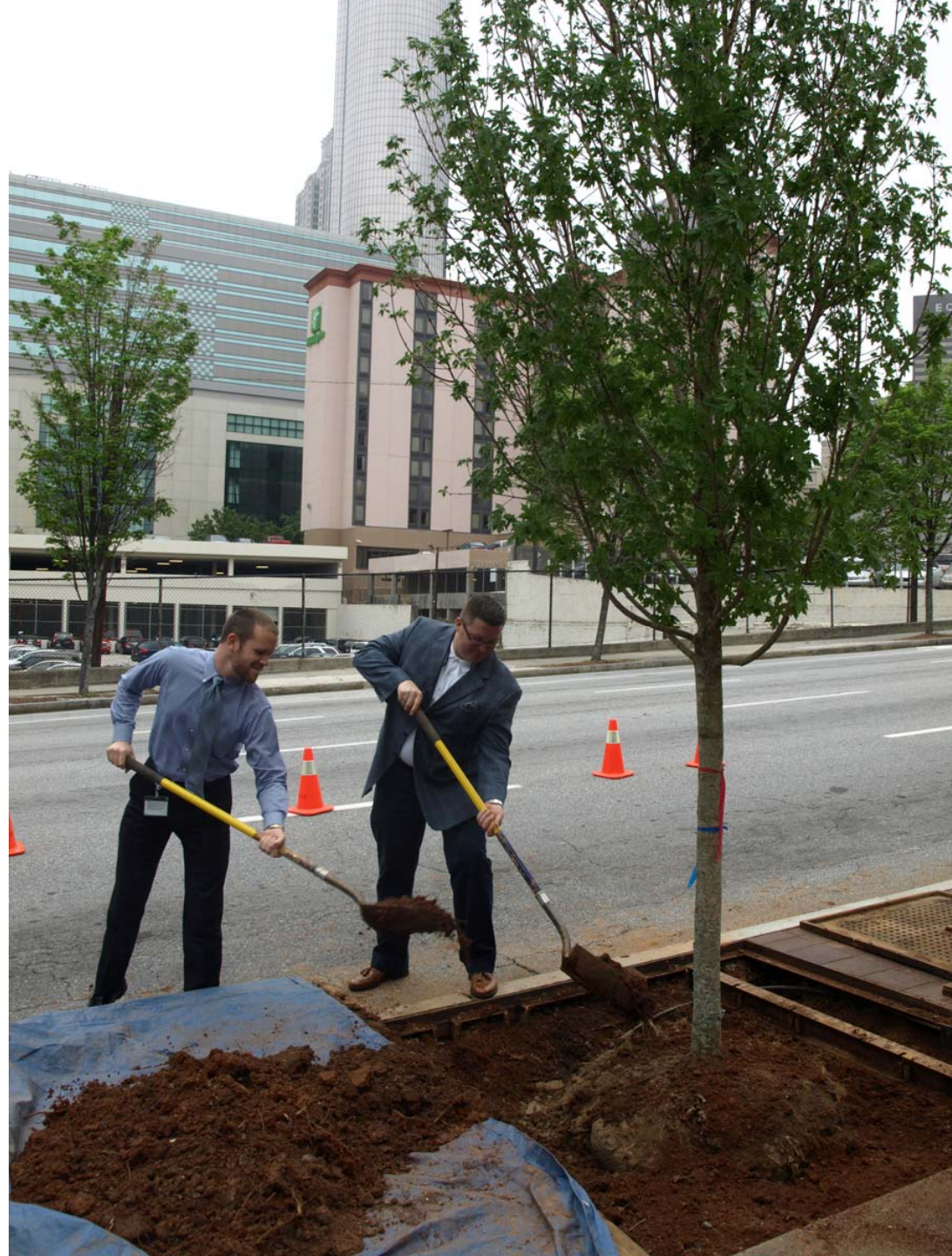
GSU Spring Football Scrimmage



Team Tiger -
Sack
Childhood
Obesity



Earth Day Tree Planting



Purina Incredible Dog Challenge



Silk Soy Milk Promotional



Southern Company Amphitheater Turf Project



Southern Company Amphitheater Turf Project

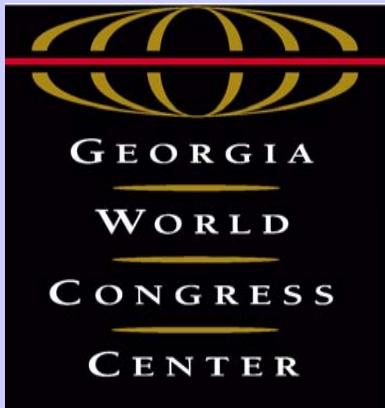


Wednesday WindDown



Fourth Saturday Family Fun Day





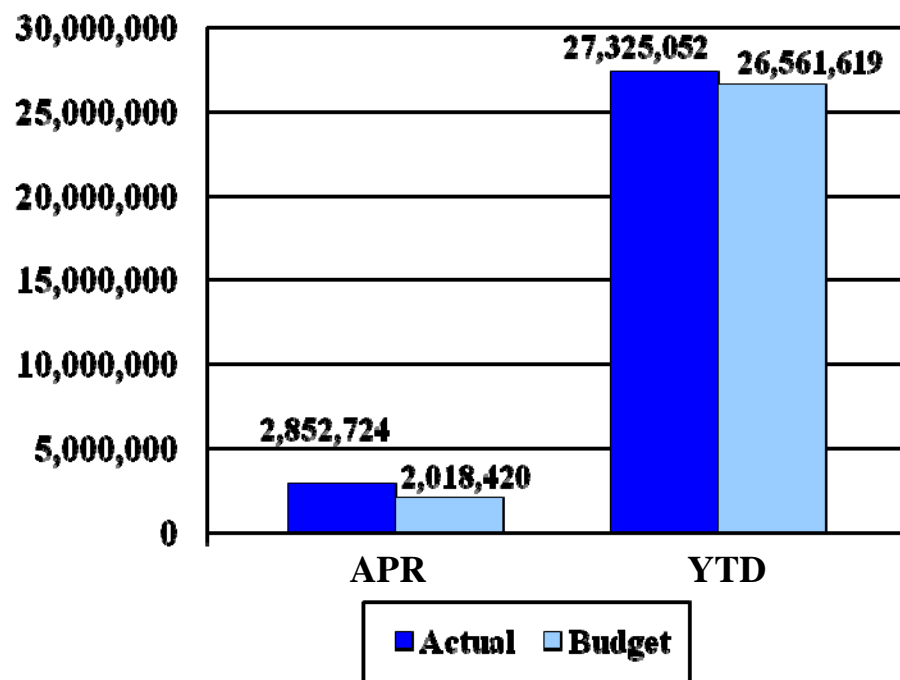
Georgia World Congress Center

April 2011

Financial Report

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

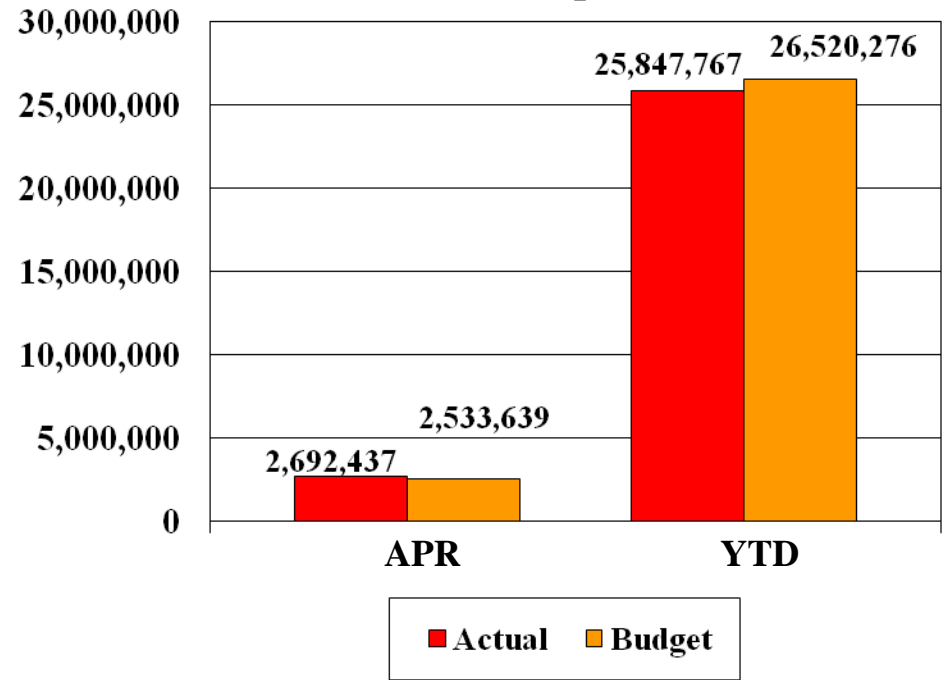
Revenue



April Over Budget \$834,304
YTD Over Budget \$763,433

2.87%

Expense



April Over Budget \$158,798
YTD Under Budget \$672,509

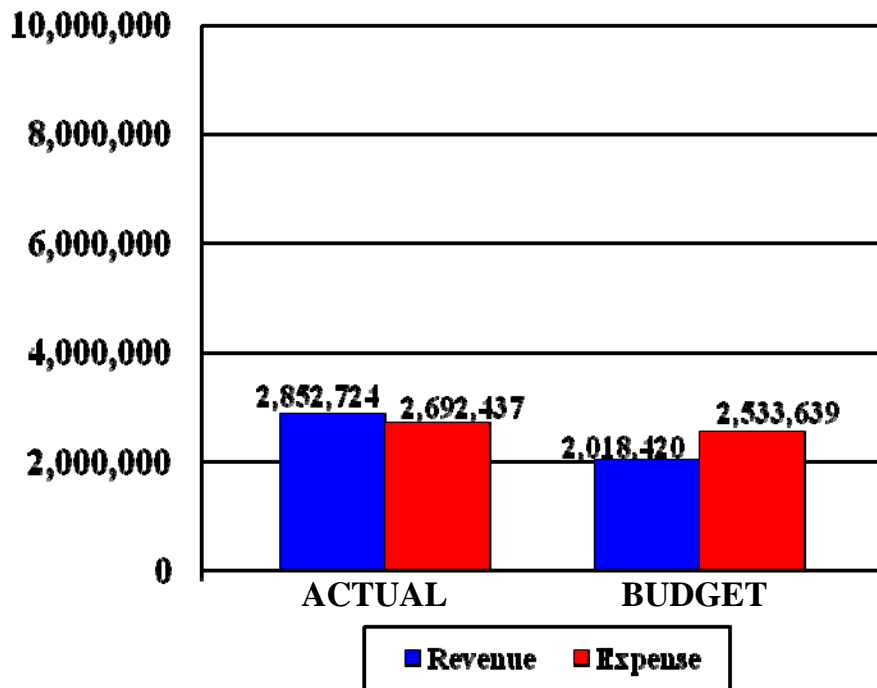
2.54%

Georgia World Congress Center

April 2011/YTD 2011

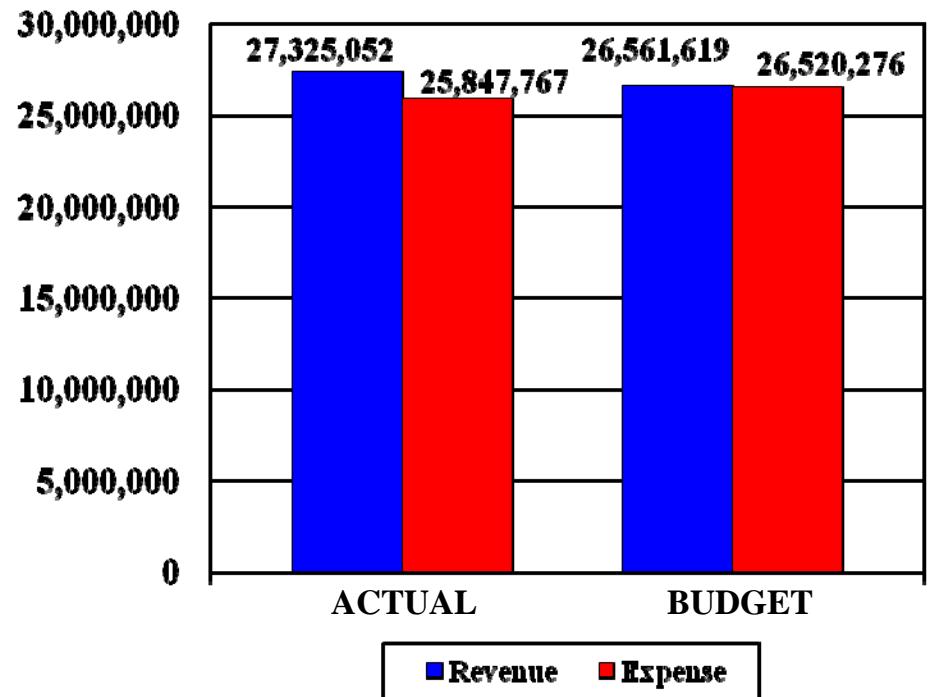
Net Operating Profit / Loss

APRIL



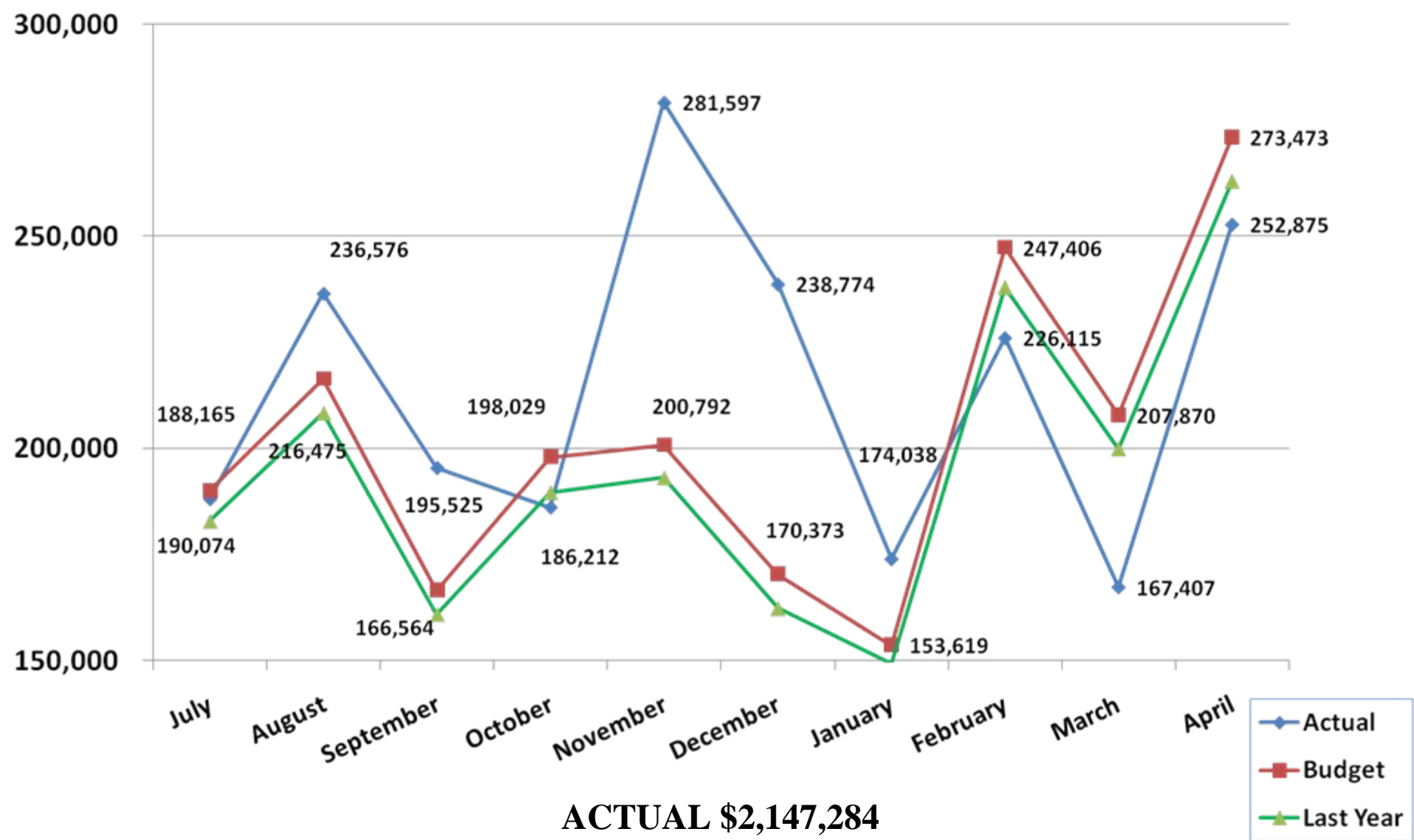
Projected Net Loss **\$515,219**
 Actual Net Profit **\$160,287**
 Variance **\$675,506**

YEAR TO DATE

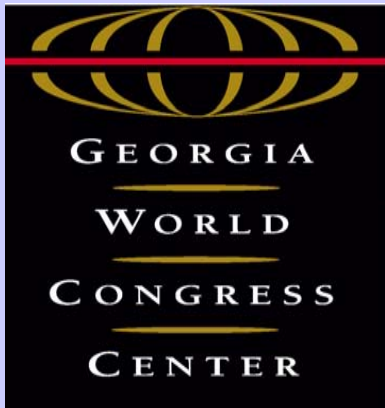


Projected Net Profit **\$41,343**
 Actual Net Profit **\$1,477,285**
 Variance **\$1,435,942**

GWCC Hotel/Motel tax July thru April FY 2011



ACTUAL \$2,147,284
BUDGET \$2,024,675
6.06%



Georgia Dome

April 2011

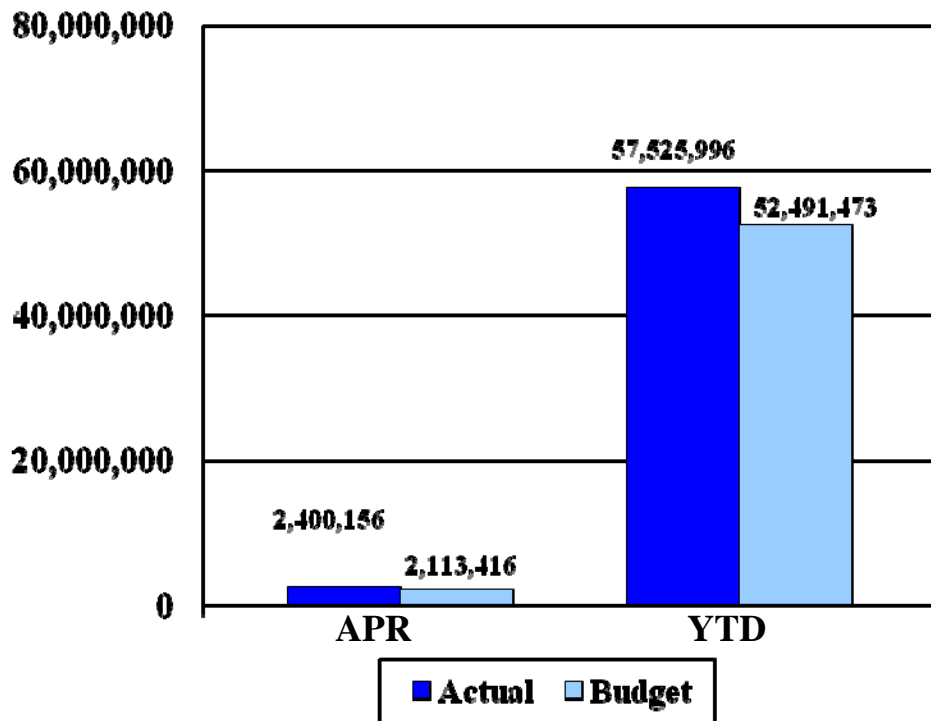
Financial Report

Georgia Dome

April 2011/YTD 2011

Total Revenue and Expense

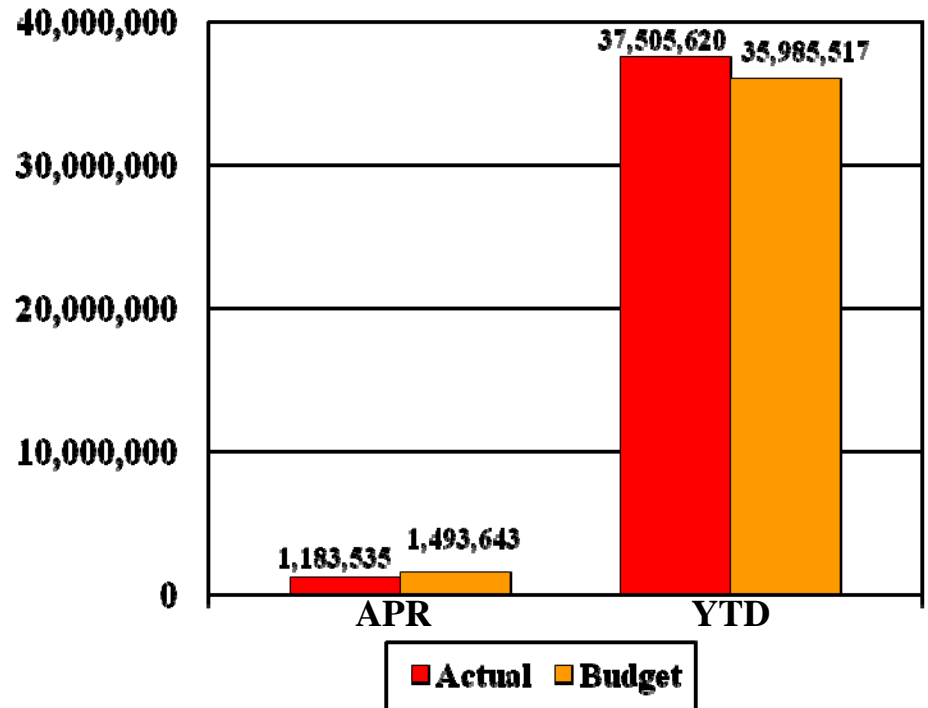
Revenue



April Over Budget \$286,740
YTD Over Budget \$5,034,523

9.59%

Expense



April Under Budget \$310,108
YTD Over Budget \$1,520,103

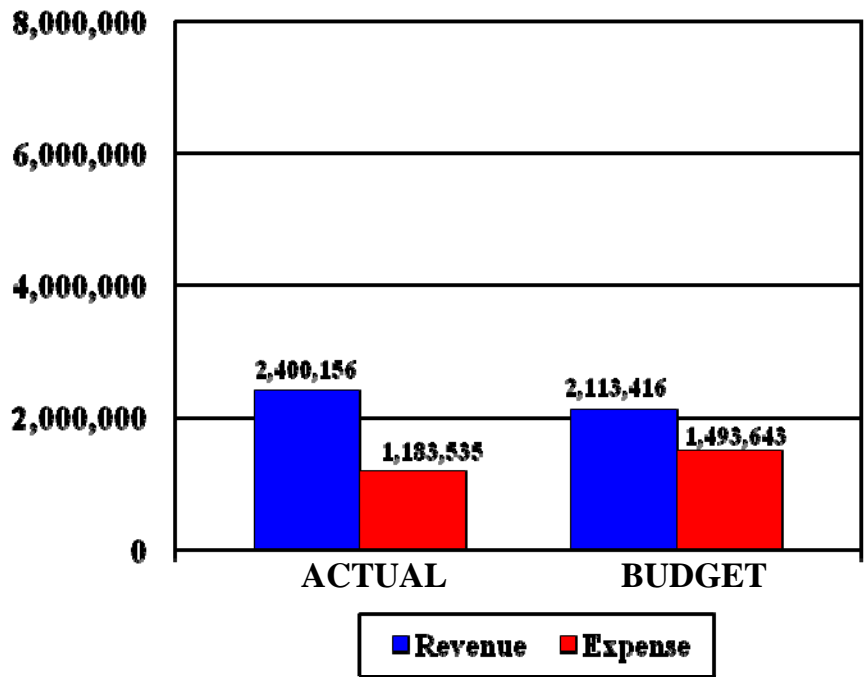
4.22%

Georgia Dome

April 2011/YTD 2011

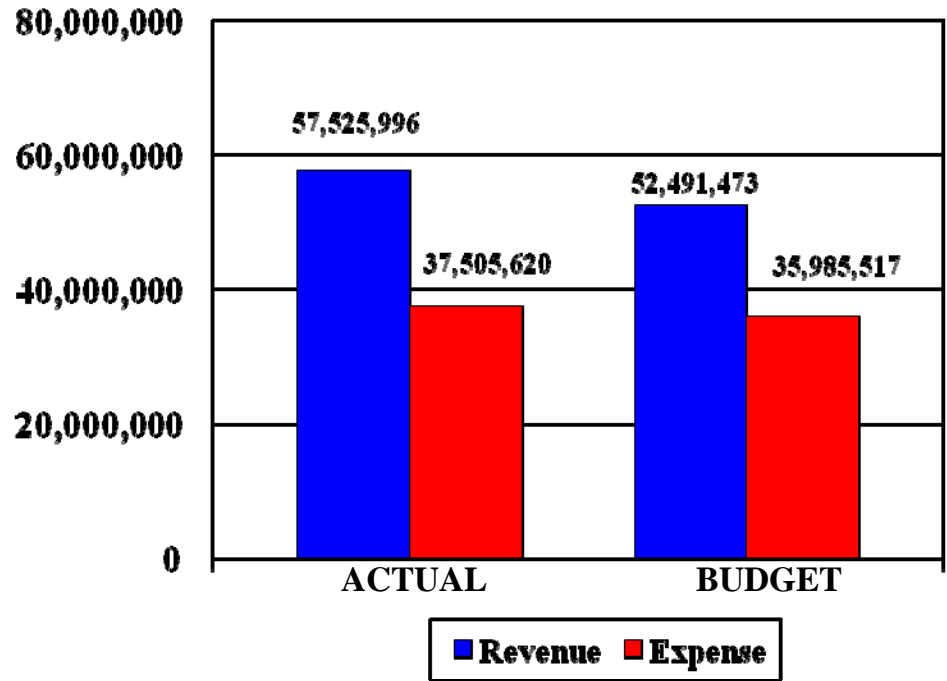
Net Profit / Loss

APRIL



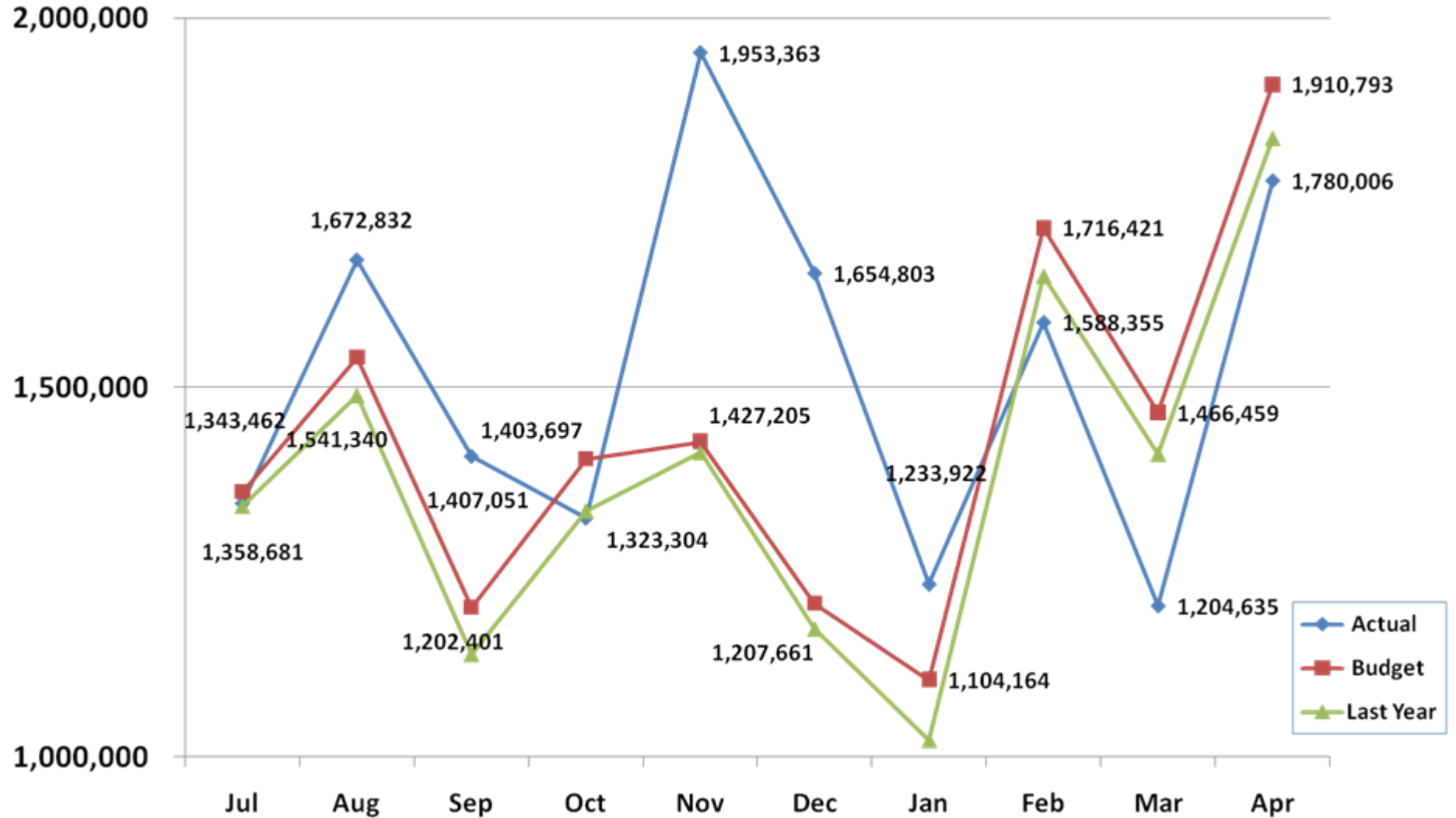
Projected Net Profit \$619,773
Actual Net Profit \$1,216,621
Variance \$596,848

YEAR TO DATE

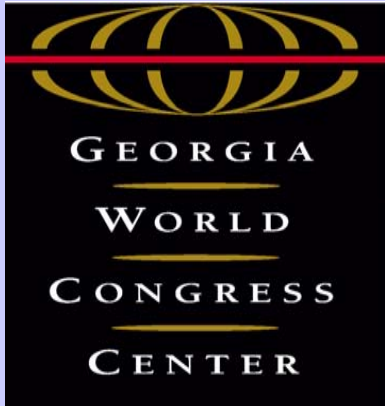


Projected Net Profit \$16,505,956
Actual Net Profit \$20,020,376
Variance \$3,514,420

Georgia Dome Hotel/Motel Tax July thru April FY 2011



ACTUAL \$15,161,734
BUDGET \$14,338,822
5.74%



Centennial Olympic Park

April 2011

Financial Report

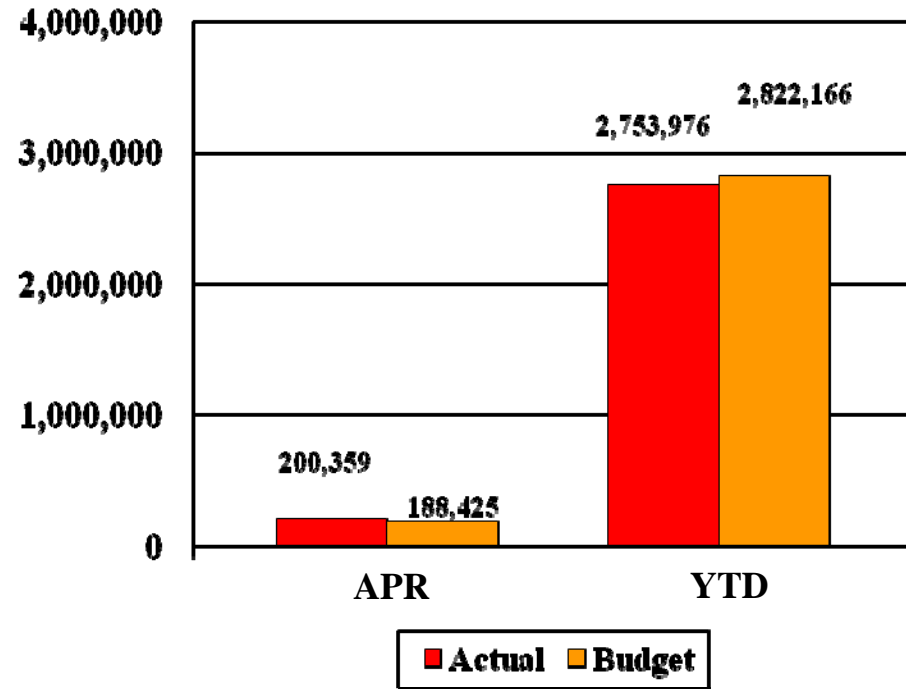
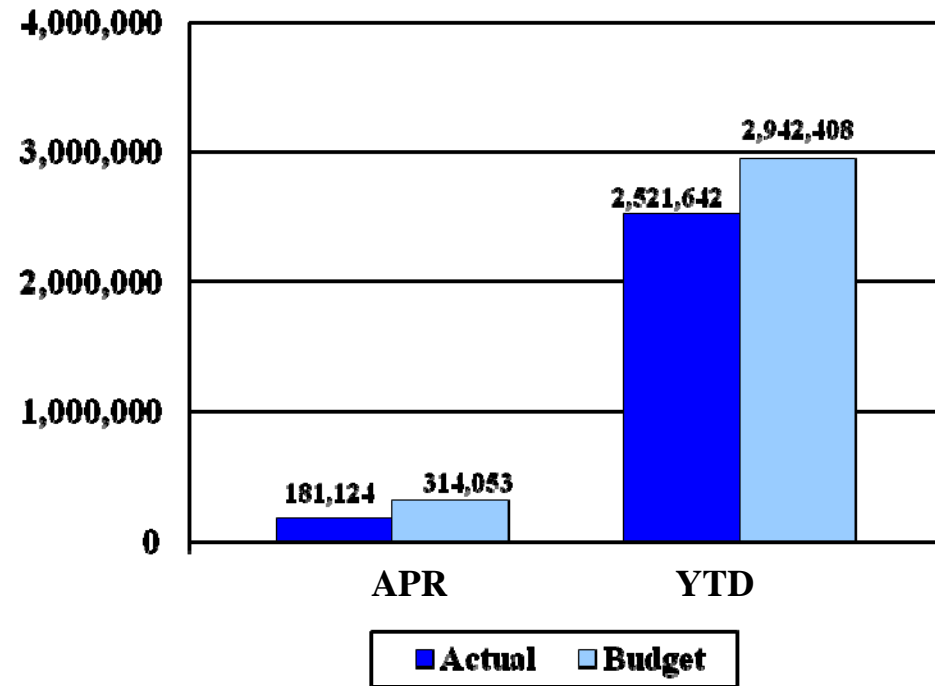
Centennial Olympic Park

April 2011/YTD 2011

Total Revenue and Expense

Revenue

Expense



April Under Budget \$132,929
YTD Under Budget \$420,766

14.30%

April Over Budget \$11,934
YTD Under Budget \$68,190

2.42%

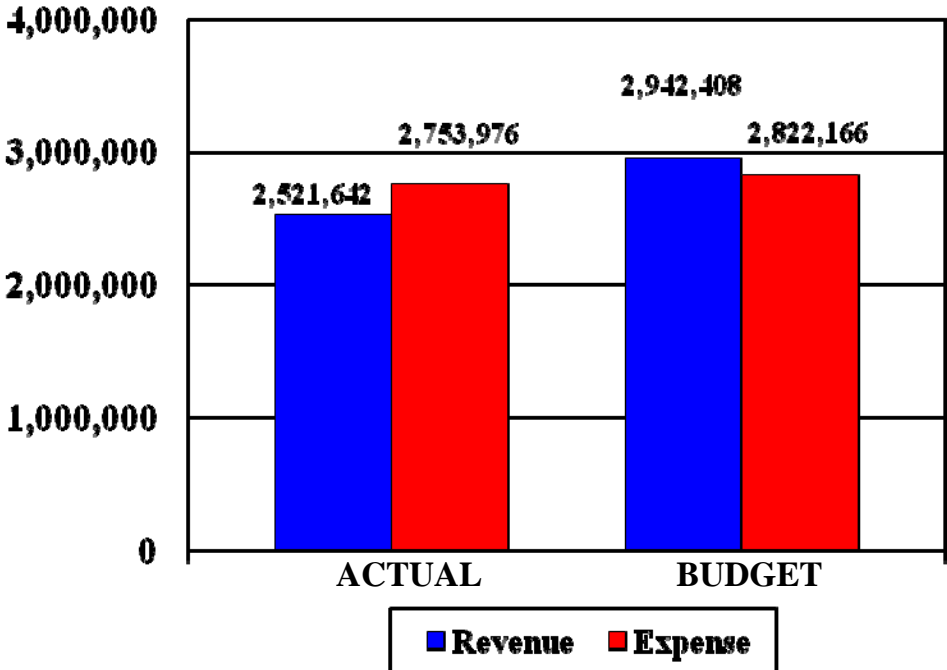
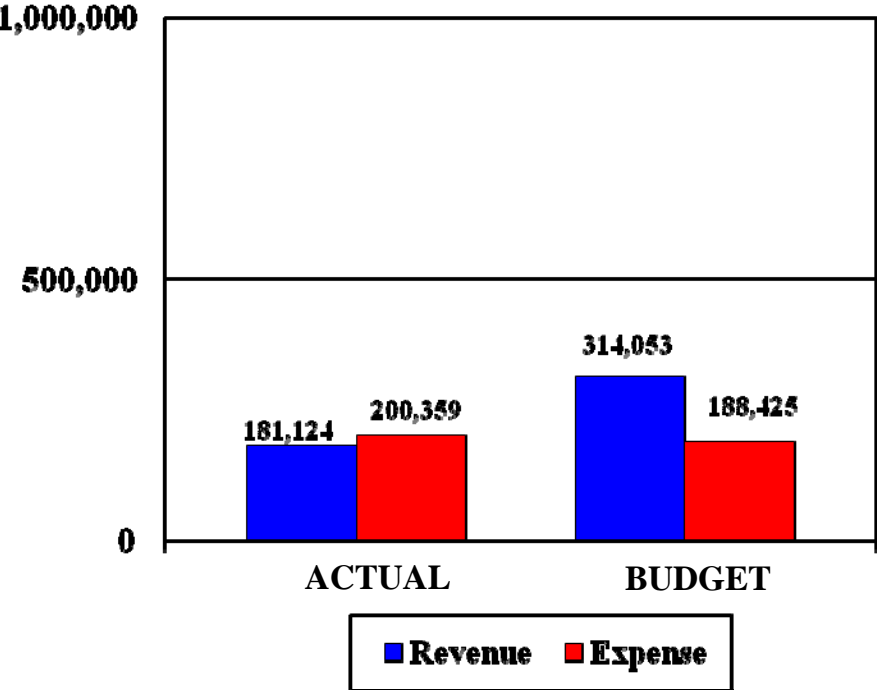
Centennial Olympic Park

April 2011/YTD 2011

Net Gain / Loss

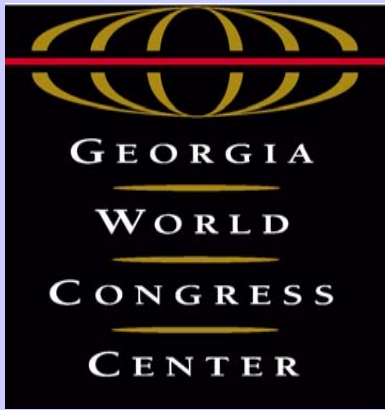
APRIL

YEAR TO DATE



Projected Net Gain \$125,628
Actual Net Loss \$19,235
Variance \$144,863

Projected Net Profit \$120,242
Actual Net Loss \$232,334
Variance \$352,576



Georgia World Congress Center Authority

FY 2012

Final Budget
Recommendations

**GEORGIA WORLD CONGRESS CENTER
OPERATING BUDGET SUMMARY COMPARISON
FY 2012**

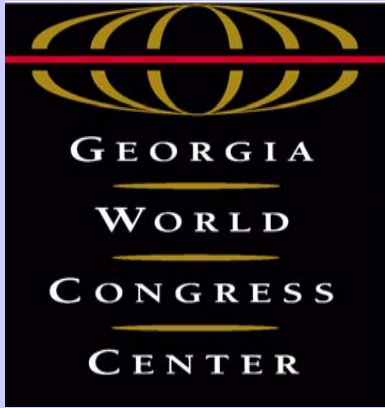
| REVENUE | Budget FY 2011 | Projected FY 2011 | Budget FY 2012 |
|-----------------------------------|---------------------------|------------------------------|---------------------------|
| Rental | \$ 10,699,273 | \$ 10,470,593 | \$ 9,383,720 |
| Catering | 5,739,609 | 5,850,119 | 4,809,579 |
| Exhibit Utility Service | 5,850,601 | 6,378,417 | 4,500,000 |
| Parking | 3,279,643 | 3,442,825 | 3,552,756 |
| Hotel/Motel Tax | 2,497,317 | 2,599,093 | 2,684,758 |
| Other | 2,012,862 | 2,278,879 | 2,636,849 |
| TOTAL REVENUE: | \$ 30,079,305 | \$ 31,019,926 | \$ 27,567,662 |
| | | | |
| EXPENDITURES | | | |
| Personnel Services | \$ 17,278,509 | \$ 16,689,861 | \$ 17,401,674 |
| Regular Operating | 10,528,628 | 10,495,455 | 10,113,005 |
| Equipment Purchases | 291,380 | 271,568 | 212,000 |
| Per Diem/Fees/Contracts | 2,286,220 | 2,444,052 | 2,460,120 |
| Computer Charges | 842,347 | 751,164 | 1,163,512 |
| Other | 340,398 | 342,016 | 369,800 |
| SUB-TOTAL EXPENDITURES | \$ 31,567,482 | \$ 30,994,116 | \$ 31,720,111 |
| | | | |
| NET OPERATING PROFIT(LOSS) | \$ (1,488,177) | \$ 25,810 | \$ (4,152,449) |
| | | | |
| Operating Reserve | \$ 1,488,177 | \$ - | \$ 4,152,449 |
| | | | |
| Net Operating Income | \$ - | \$ 25,810 | \$ - |

GEORGIA DOME
BUDGET SUMMARY COMPARISON
FY 2012

| <u>REVENUE</u> | Budget FY 2011 | Projected FY 2011 | Budget FY 2012 with Falcons | Budget FY 2012 w/o Falcons |
|-------------------------------------|----------------------|----------------------|-----------------------------------|----------------------------------|
| Rental | 8,555,702 | \$ 10,472,398 | \$ 8,309,213 | \$ 3,076,442 |
| Exhibit/Utility Services | 75,000 | 86,739 | 60,000 | 60,000 |
| Parking | 647,166 | 781,513 | 717,000 | 552,000 |
| Catering | 5,182,363 | 7,337,716 | 6,311,955 | 2,639,475 |
| Suite/Seats License Fees | 18,186,902 | 18,182,981 | 18,186,902 | 6,062,301 |
| Advertising | 4,056,000 | 3,992,755 | 4,056,000 | 1,144,000 |
| Hotel/Motel Tax | 17,721,831 | 18,384,500 | 18,990,295 | 18,577,673 |
| Interest | 300,000 | 130,000 | 150,000 | 50,000 |
| Other | 468,170 | 694,378 | 439,203 | 422,203 |
| TOTAL REVENUE | \$ 55,193,134 | \$ 60,062,980 | \$57,220,568 | \$ 32,584,094 |
| <u>EXPENDITURES</u> | | | | |
| Personnel Services | \$ 8,418,630 | \$ 8,715,481 | \$8,980,559 | \$ 8,180,115 |
| Regular Operating | 5,127,940 | 5,946,190 | 6,068,337 | 5,540,951 |
| Equipment Purchases | 146,496 | 146,496 | 379,964 | 379,964 |
| Per Diem/Fees/Contracts | 7,084,098 | 7,514,564 | 7,359,354 | 2,956,186 |
| Computer Charges | 389,612 | 314,554 | 560,855 | 560,855 |
| Other | 211,854 | 199,570 | 213,567 | 213,567 |
| Game Tickets | 8,837,660 | 8,456,608 | 8,837,660 | - |
| Contract-Falcons | 4,000,000 | 4,000,000 | 4,000,000 | - |
| Debt Service Interest | 6,840,819 | 6,840,819 | 6,288,219 | 6,288,219 |
| Stadium Reserve | 250,000 | 250,000 | 250,000 | 250,000 |
| SUB-TOTAL EXPENDITURES | \$ 41,307,109 | \$ 42,384,282 | \$ 42,938,515 | \$ 24,369,857 |
| OPERATING PROFIT/LOSS | \$ 13,886,025 | \$ 17,678,698 | \$ 14,282,053 | \$ 8,214,237 |
| Falcons Annual | 262,212 | 2,254,500 | | - |
| NET PROFIT/(LOSS) | \$ 13,623,813 | \$ 15,424,198 | \$ 14,282,053 | \$ 8,214,237 |
| Depreciation-Building/Equipment | 8,901,428 | 10,112,031 | 9,692,544 | 9,692,544 |
| NET GAIN/(LOSS) | \$ 4,722,385 | \$ 5,312,167 | \$ 4,589,509 | \$ (1,478,307) |

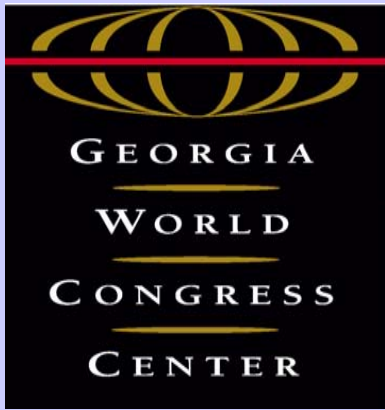
**CENTENNIAL OLYMPIC PARK
OPERATING BUDGET SUMMARY COMPARISON
FY 2012**

| REVENUE | Budget FY 2011 | Projected FY 2011 | Budget FY 2012 |
|--------------------------------|---------------------------|------------------------------|---------------------------|
| Rental | \$ 184,900 | \$ 195,876 | \$ 236,350 |
| Catering | 550,000 | 450,959 | 341,068 |
| Restaurant (Googie) | 180,500 | 19,488 | 128,500 |
| Exhibit Utility Service | 50,000 | 42,740 | 47,040 |
| Other | 52,000 | 28,965 | 26,719 |
| Transfer -GWCC | 1,412,279 | 1,386,942 | 1,552,865 |
| Holiday Festival | 159,000 | 121,832 | 125,000 |
| Sponsorship | 145,000 | 148,206 | 265,000 |
| Benefit Concert | | - | 300,000 |
| TOTAL REVENUE: | \$ 2,733,679 | \$ 2,395,008 | \$ 3,022,542 |
| | | | |
| EXPENDITURES | | | |
| Personnel Services | \$ 1,529,768 | \$ 1,431,888 | \$ 1,626,611 |
| Regular Operating | 563,000 | 710,323 | 638,092 |
| Equipment Purchases | 24,000 | 34,556 | 33,944 |
| Per Diem/Fees/Contracts | 505,000 | 372,181 | 835,000 |
| Computer | 4,200 | 2,359 | 4,365 |
| Other | 21,400 | 18,908 | 21,420 |
| SUB-TOTAL EXPENDITURES: | \$ 2,647,368 | \$ 2,570,215 | \$ 3,159,432 |
| | | | |
| OPERATING GAIN/(LOSS) | \$ 86,311 | \$ (175,207) | \$ (136,890) |
| | | | |
| Fund Balance: | | \$ 175,207 | \$ 136,890 |
| | | | |
| Net Operating Gain/(Loss) | \$ 86,311 | \$ - | \$ - |



Georgia World Congress Center Authority

Resolutions



Georgia World Congress Center Authority

May 2011

Authority Meeting