

Georgia World Congress Center Authority

May 21, 2013

**Board of Governors Meeting**



Finance



Customer



Authority





# Financial Snapshot



## Profit/Loss



Projected April	<b>\$723,314</b>	<b>\$175,674</b>	<b>\$73,844</b>
Actual April	<b>583,956</b>	466,081	211,708
Projected YTD	<b>846,107</b>	16,565,225	29,822
Actual YTD	<b>1,095,140</b>	23,100,915	404,722



## H/M Tax

Actual **\$19.27M**

Budget **\$18.36M** **4.99%**

FY12 **\$17.65M** **9.22%**



## Customers (Estimated)

**119,410**



## Economic Impact

**141.6M**  
(Estimated)





# Overall Comments

The following highlights are reflected in each budget:

- H/M tax
  - Project a 3.4% increase over FY13
  - Recommend a plan to reduce contribution to COP by \$100k/year
- Personnel
  - Recommend a 3% average merit increase pool
  - Retirement costs are increasing from an average 13.22% to average 16.80% of salary = \$670k





# Operating Budget Summary Comparison for Georgia World Congress Center

<u>REVENUE</u>	Projected FY 2013	Budget FY 2014	Variance	
Rental	\$ 9,947,243	\$ 10,180,177	\$ 232,934	
Food & Beverage	6,569,405	6,900,730	331,325	
Exhibit Utility Service	6,222,176	6,929,485	707,309	
Parking	4,368,845	4,139,210	(229,635)	
Hotel/Motel Tax	2,873,450	3,171,149	297,699	
Other	2,464,103	2,773,780	309,677	
<b>REVENUE</b>	<b>\$ 32,445,222</b>	<b>\$ 34,094,531</b>	<b>\$ 1,649,309</b>	5.1%
 <u>EXPENDITURES</u>				
Personnel Services	\$ 16,914,098	\$ 18,313,588	\$ 1,399,490	
Regular Operating	9,857,219	9,831,262	(25,957)	
Equipment Purchases	207,873	303,400	95,527	
Per Diem/Fees/Contracts	3,639,189	2,812,604	(826,585)	
Computer Charges/Other	1,498,632	1,489,413	(9,219)	
<b>EXPENDITURES</b>	<b>\$ 32,117,011</b>	<b>\$ 32,750,267</b>	<b>\$ 633,256</b>	2.0%
<b>PROFIT/LOSS</b>	<b>\$ 328,211</b>	<b>\$ 1,344,264</b>	<b>\$ 1,016,053</b>	





# Operating Budget Summary Comparison for Georgia Dome

<u>REVENUE</u>	<u>Projected FY 2013</u>	<u>Budget FY 2014</u>	<u>Variance</u>	
Rental	\$ 13,398,005	\$ 10,014,701	\$ (3,383,304)	
Food & Beverage	9,325,571	6,767,262	(2,558,309)	
Suite/Seats License Fees	20,829,508	22,084,629	1,255,121	
Advertising	4,158,719	4,125,000	(33,719)	
Hotel/Motel Tax	20,252,509	20,941,095	688,586	
Other	3,792,517	2,041,933	(1,750,584)	
<b>REVENUE</b>	<b>\$ 71,756,829</b>	<b>\$ 65,974,620</b>	<b>\$ (5,782,209)</b>	<b>-8.1%</b>
 <u>EXPENDITURES</u>				
Personnel Services	\$ 9,833,372	\$ 9,860,961	\$ 27,589	
Regular Operating	8,961,179	6,508,830	(2,452,349)	
Per Diem/Equip	12,390,810	10,469,703	(1,921,107)	
Game Tickets	10,064,160	10,629,063	564,903	
Contract-Falcons	4,000,000	4,000,000	-	
Debt Service Interest	3,174,208	2,819,960	(354,248)	
Other	997,615	1,036,525	38,910	
<b>EXPENDITURES</b>	<b>\$ 49,421,344</b>	<b>\$ 45,325,042</b>	<b>\$ (4,096,302)</b>	<b>-8.3%</b>
 Falcons Contingency Pmt	 2,343,211	 171,521	 (2,171,690)	
<b>PROFIT/LOSS</b>	<b>\$ 19,992,274</b>	<b>\$ 20,478,057</b>	<b>\$ 485,783</b>	





# Operating Budget Summary Comparison for Centennial Olympic Park

<u>REVENUE</u>	<u>Projected FY 2013</u>	<u>Budget FY 2014</u>	<u>Variance</u>	
Rental	\$ 260,766	\$ 302,850	\$ 42,084	
Food & Beverage/Googie	687,692	634,105	(53,587)	
Transfer-GWCC	1,567,063	1,589,796	22,733	
Sponsorship/Other	610,725	430,030	(180,695)	
Ticket Sales	499,569	415,000	(84,569)	
<b>REVENUE</b>	<b>\$ 3,625,815</b>	<b>\$ 3,371,781</b>	<b>\$ (254,034)</b>	-7.0%
<u>EXPENDITURES</u>				
Personnel Services	\$ 1,657,737	\$ 1,756,590	\$ 98,853	
Regular Operating	531,783	563,824	32,039	
Other	892,045	819,840	(72,207)	
<b>EXPENDITURES</b>	<b>\$ 3,081,565</b>	<b>\$ 3,140,254</b>	<b>\$ 58,685</b>	1.9%
<b>GAIN/(LOSS)</b>	<b>\$ 544,250</b>	<b>\$ 231,527</b>	<b>\$ (312,719)</b>	





# Atlanta Streetcar Easements

## Background:

- City of Atlanta approached the Authority in late 2012 to receive an easement on COP Drive to install pole arms for the Streetcar project.
- Met with Park Committee on March 5, 2013 to review City of Atlanta easement request.
- Park Committee approved bringing a resolution to the board for action.





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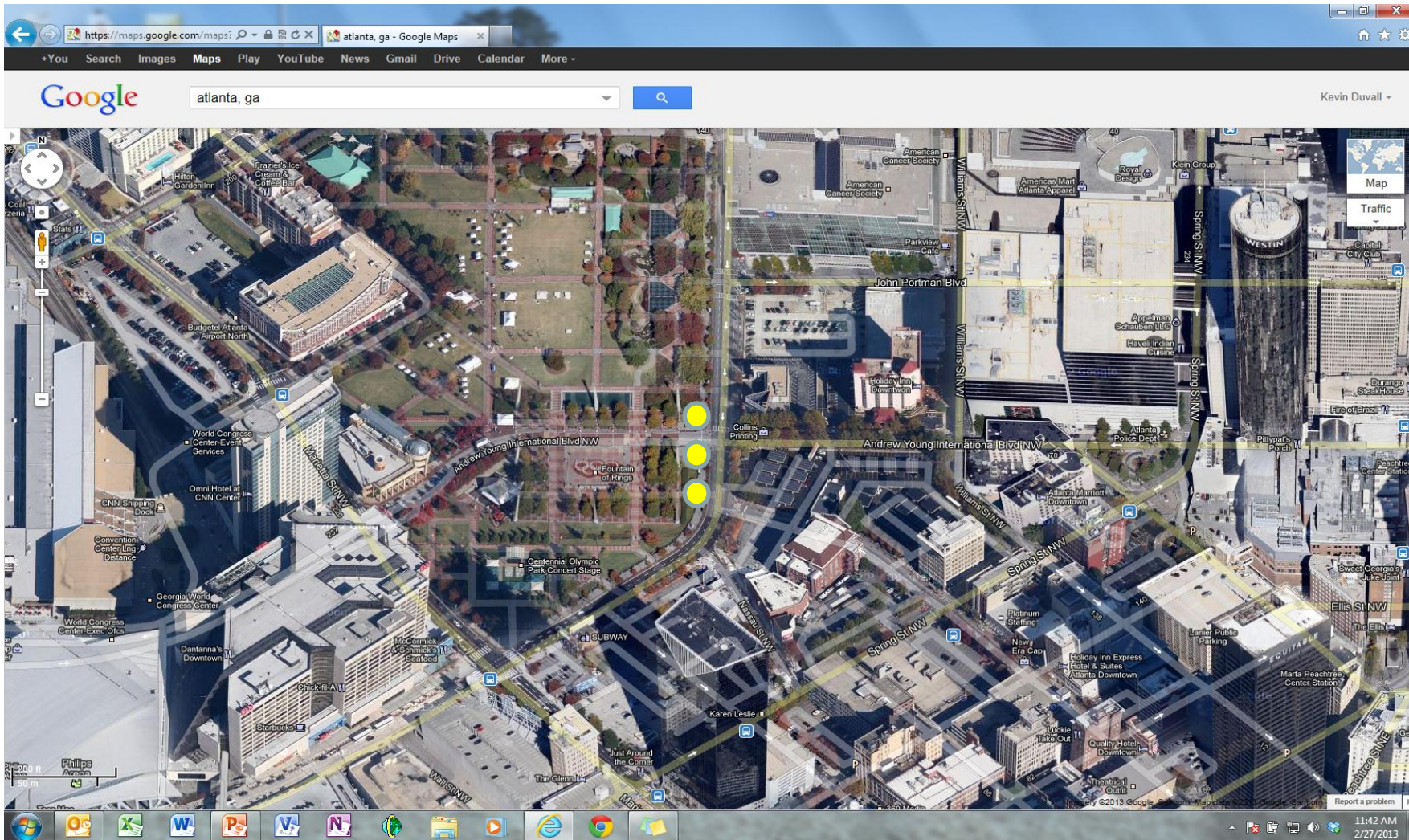


# Atlanta Streetcar Route





# Atlanta Streetcar Pole Locations





# Resolution

*Authorize the Executive Director to execute the appropriate agreement necessary to grant an easement to the City of Atlanta for the purposes of installing, operating, and maintaining overhead contact system poles and associated equipment over any applicable portion of Centennial Olympic Park.*





# Staff Recommendation

❖ Staff recommends approval of the permanent easement request.

Questions?





# Revocable License Agreement for StadCo

## Pursuant to the MOU:

- StadCo will perform feasibility studies on both of the proposed north and south sites.
- This includes the right to examine and review all aspects of the physical condition of the NSP Site and to conduct studies of the NSP Site, including engineering, soils, geotechnical, wetlands, and Phase I and/or Phase II environmental inspections.
- StadCo has requested access to State property south of the Georgia Dome.





# Resolution

*Authorize the Executive Director request the State Properties Commission issue a revocable license agreement to StadCo to perform due diligence on State property.*





# Staff Recommendation

❖ Staff recommends approval of the Revocable License Agreement request.

Questions?





# General Obligation Bond Sale

Recommend the Department of Economic Development Board submit a request to the Georgia State Financing and Investment Commission to issue General Obligation Bonds in the aggregate principal amount of \$30,000,000.

- \$15M for acquisition of real property;
- \$11.75M for the College Football Hall of Fame; and
- \$3.25M for GWCC Building B projects







# Resolution

*Authorize the Executive Director to communicate a request the DEcD Board submit a request to the Georgia State Financing and Investment Commission to issue the General Obligation Bonds in the aggregate principal amount of \$30,000,000.*





# Staff Recommendation

- ❖ Staff recommends approval of the request.

Questions?





Wrap Up - May 2013



# Breaking Records: 2013 NCAA Men's Divisions I, II, and III Game Attendance

- **149,676**: Highest total Final Four attendance
- **75,350**: Second-highest attended Semifinals in history
  - Record is 75,421 held by Houston - 2011
- **74,326**: Highest attended National Championship Game
- **7,763**: Highest attended Division II Championship since 1971
- **6,824**: Likely highest attended Division III Championship

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# 2013 NCAA Men's Divisions I, II, and III Game Attendance



Inside the Georgia Dome

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# Inside Philips Arena



<https://www.youtube.com/watch?v=zR4eY1JDmZc>

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# 2013 NCAA Men's Final Four FAN EVENTS

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# Bracket Town™ Refreshed by Coca-Cola Zero™

A record breaking 62,800 fans and community members attended The Ultimate Final Four Fan Fest over four days at the Georgia World Congress Center.



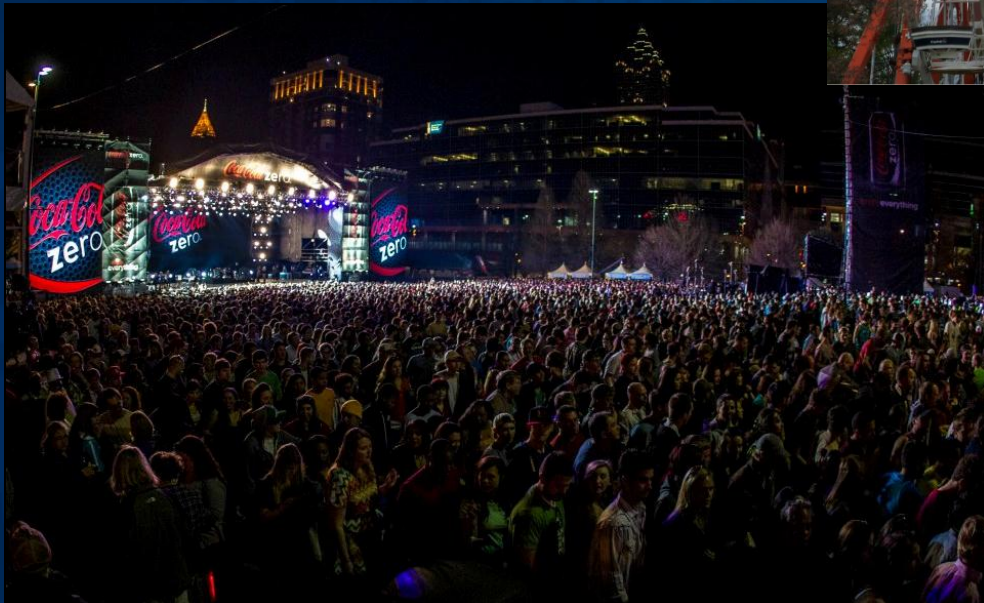




# The Big Dance<sup>®</sup> Concert Series

A record breaking ~195,000 fans attended

- This accounts for crowd turnover throughout the day and evening on Friday, Saturday and Sunday





# Reese's® Final Four Friday®

- More than **18,400** fans attended the four teams practices and the Reese's College All-Star Game





# Final Four Dribble Fueled by POWERADE®

- ~2,875 youths participated, along with parents and guardians, who dribbled through the Final Four festivities at Georgia World Congress Center and the Georgia Dome on Sunday, April 7





# 2013 NCAA Men's Final Four COMMUNITY OUTREACH

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# Samaritan's Feet, NABC and Feed the Hungry Distributions

7,500 pairs of shoes and 2,500 boxes of food were distributed.

Shoes were provided by the NCAA, the National Association of Basketball Coaches' and Samaritan's Feet. Meals were provided by the NCAA and Feed the Hungry.





# NCAA Four Courts in Four Days



Before

NCAA and Tyler Ugolyn Foundation renovated the Dunbar Recreation Center for Hope in Atlanta. Other refurbishments took place at Harland Boys & Girls Club, George Washington Carver Boys & Girls Club, Peachtree Hills Center for Hope.

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# NCAA Four Courts in Four Days





# Community Outreach Events

Powerade® NCAA Youth Clinics Total = 780

Young YMCA: 85 participants

Carver YMCA: 92 participants

Agnes Scott Clinic: 94 participants

Bracket Town (Friday-Monday): 509 participants



## Sustainability Initiatives

- The Sustainability committee avoided **476,198** lbs. of greenhouse gas emissions through the purchase of renewable energy certificates and carbon offsets
- Added **100** recycling bins downtown
- Collected **500+** lbs. of recycled clothing, **14,380** lbs. of recycled electronics
- Planted **75** trees throughout Atlanta



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# Volunteers

- More than **1,950** people volunteered for the 2013 NCAA Men's Final Four, giving almost **23,500** hours of service





# 2013 NCAA Men's Final Four MEDIA

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# 2013 NCAA Men's Final Four Media

- **1,128** credentialed media members for the 2013 NCAA Men's Final Four
- **TV Ratings:** CBS Sports coverage of the National Championship game on Monday, April 8
  - Earned an average fast national household rating/share of **14.0/22**, up **14%** from last year's 12.3/19 (Kentucky-Kansas).
  - The National Championship game averaged **23.4 million** viewers, up **12%** from last year's 20.9 million
- **International:** All 67 games were broadcast nationally. Beyond the national reach, games were broadcast internationally via ESPN International to more than **192** countries across the globe

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# 2013 NCAA Men's Final Four MARKETING, PR, & INTERACTIVE

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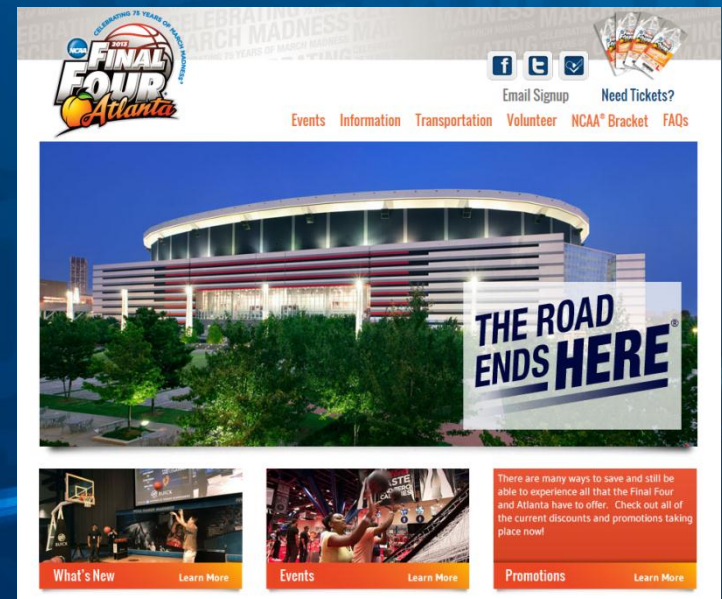
# 2013 NCAA Men's Final Four Marketing, PR, and Interactive

## Media Relations

- More than 20 press releases distributed in March/April alone
- Conducted ~5 live and 10 taped interviews with local media
- In April alone, over 35 placements on local TV, 28 hits in print, 79 placements in blogs/news websites
- From November 2011 – April 2013 – 97 million in media impressions with an ad equivalency of \$722,000

## Website – live on Feb 11<sup>th</sup>

- Total visits: **65,461**
- Total page views: **183,230**
- Total unique visitors: **55,274**





# 2013 NCAA Men's Final Four Media/Social Media

## AT&T Mobile App

- For the first time, the NCAA developed a smart phone app, which detailed the weekend events and resulted in more than **25,000** downloads / Goal-20K

## Facebook

- More than **6,800** fans
- Promotions with local media helped increase followers and entries for contests and giveaways
- A Facebook contest for a free 3V3 Tournament team

## Email Marketing

- Local distribution list of **273**
- Final Four e-newsletters – 2 sent in March and 6 sent during Final Four week



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# 2013 NCAA Men's Final Four Media/Social Media

## Twitter

- Almost **4,300** Twitter followers
- Local media promotions helped increase followers and entries for contests and giveaways
- Held weekly Twitter contest for four pairs of Bracket Town tickets

## Social Media Street Teams

- Total of **34** volunteer street team members
- Promoted all social media platforms, and took hundreds of photos and videos for Facebook and Twitter
- Gave away T-shirts, wristbands, dog tags, etc.
  - Helped our street team gain visibility and encouraged social media engagement



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# 2013 NCAA Men's Final Four DI Championship Game



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# Campus Wide Financial Impact

- + Extremely competitive bid process
- + More than 100k visitors over 5 days
- + Economic Impact = **\$110M**
- + \$2.9M in new dollars to the State of Georgia through sales tax.

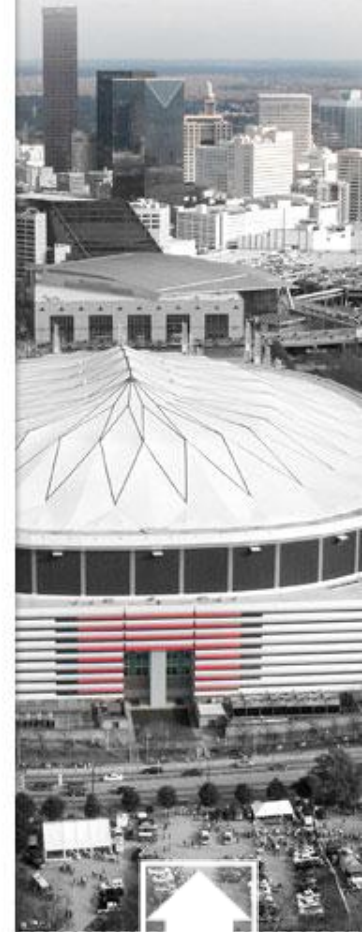




## What our Customers are saying about us...

*“From great facilities to great volunteers to great fans, Atlanta and Mayor Reed delivered on its promise to put on a wonderful event for our fans, our teams and our student-athletes as we celebrated 75 years of March Madness.”*

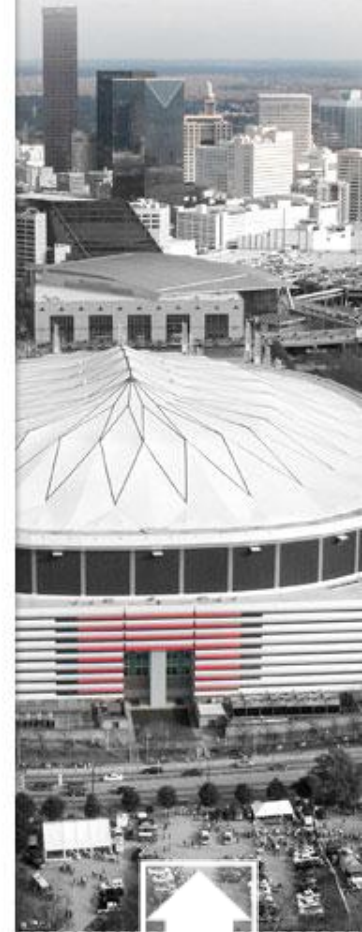
**--Dr. Mark Emmert**  
President, NCAA





*“I was blown away by the friendliness, efficiency and well, friendliness of your [team]. It started when we entered the doors...Everyone we encountered was friendly, patient, kind, and engaging. They were like that on Saturday. They were like that on Monday.”*

**--Catherine Graham**  
Fan and Attendee





*“Your staff has done an awesome job!  
Staff is courteous and the building looks  
great. Enjoy the moment!”*

**--Steve Robinson**  
CMO, Chick-fil-A





# What our Competition said:

*“We’ve got the absolute best stadium in the world, but we don’t have anything like Centennial Park.”*

**--Tony Fay**

Spokesman, North Texas Local Organizing  
Committee (NTLOC), 2014 Men’s Final Four  
Host





*“What can I say? You made me feel right at home and I’ll never ever forget the milk and cookies delivered at the scorer’s table. You [guys] are first-class. Thanks for everything!”*

**--L.J. Wright**

Director of Men’s Basketball Championships, NCAA