

# Georgia World Congress Center Authority

October 2012  
Authority Meeting

# GWCCA

## Sales & Marketing Update

### September 2012



# Georgia World Congress Center Sales Update

## New Business Booked



# SECO International



**March 2014**

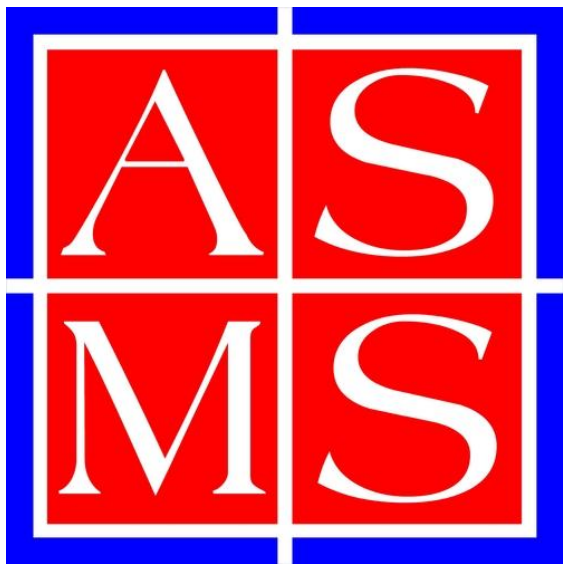
**Halls A1, A2, A3**

**7,000**

**8 Days**



# American Society of Mass Spectrometry



**American Society of  
Mass Spectrometry**

**Halls B1, B2, B3**

**7,000**

**6 Days**



# Georgia Dome Sales Update

## New Business Booked



# Bands of America Super Regional



**October 2012**

**Stadium**

**10,000**

**1 Day**



# Georgia State University Graduation



**May 2013**

**Stadium**

**20,000**

**1 Day**





# Other Dome Confirmed Events – September 2012

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Stone Mountain Graduation	May 2013	Half Floor East	1,500	1
Westlake High School Graduation	May 2013	Half Floor West	1,500	1
Langston Hughes High School	May 2013	Half Floor East	3,000	1



# Centennial Olympic Park Sales Update

**No New Business Booked**



# September 2012 Sales Summary

## GWCC

Total Days Booked

14



## DOME

Total Days Booked

5



## PARK

Total Days Booked

0



# Economic Impact – September 2012

Total Impact \$114.5 million

## GWCC

National Baptist Convention  
5Linx National Event  
For Sisters Only  
Worship Facilities Conference & Expo

**68,901 attendance**

**New Dollars - \$17.8 million**

**Economic Impact - \$33.8 million**

**Sales Tax Generated - \$1.5 million**

## Dome

Chick-fil-A Kickoff  
GSU vs. UT San Antonio  
Falcons vs. Broncos  
GSU vs. Richmond  
Bank of America Football Classic  
Falcons vs. Panthers

**167,305 attendance**

**New Dollars - \$42.5 million**

**Economic Impact - \$80.7 million**

**Sales Tax Generated - \$3.5 million**

# Chick-fil-A Kickoff FanZone



# Second Chick-fil-A Kickoff Game



# Speakeasy Cocktail Festival



# Worship Facilities Conference





# Falcons vs. Denver Broncos



# GSU vs. Richmond



# Bank of America Atlanta Football Classic



Falcons

vs.

Carolina Panthers



# Downtown Touchdown Concert

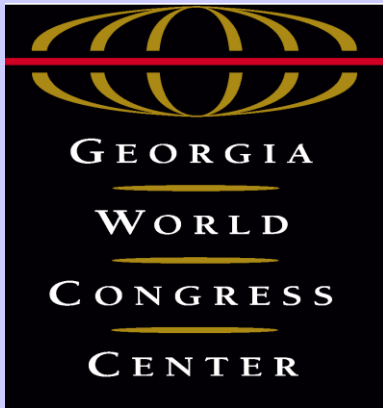


# Googie Battle of the Burgers 2012



# Paws in the Park





# Georgia World Congress Center

September 2012  
Financial Report

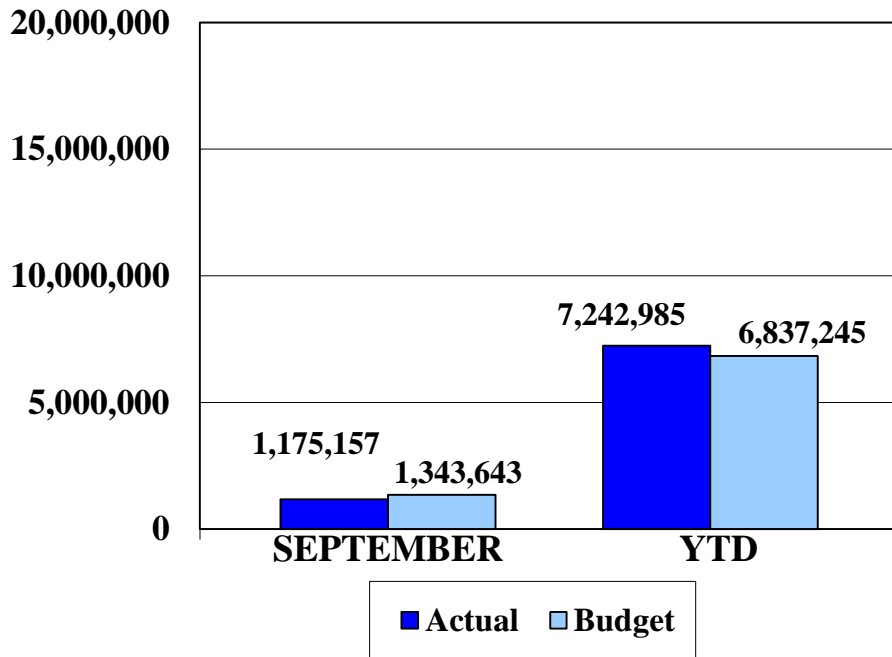


# Georgia World Congress Center

## September 2012/YTD 2012

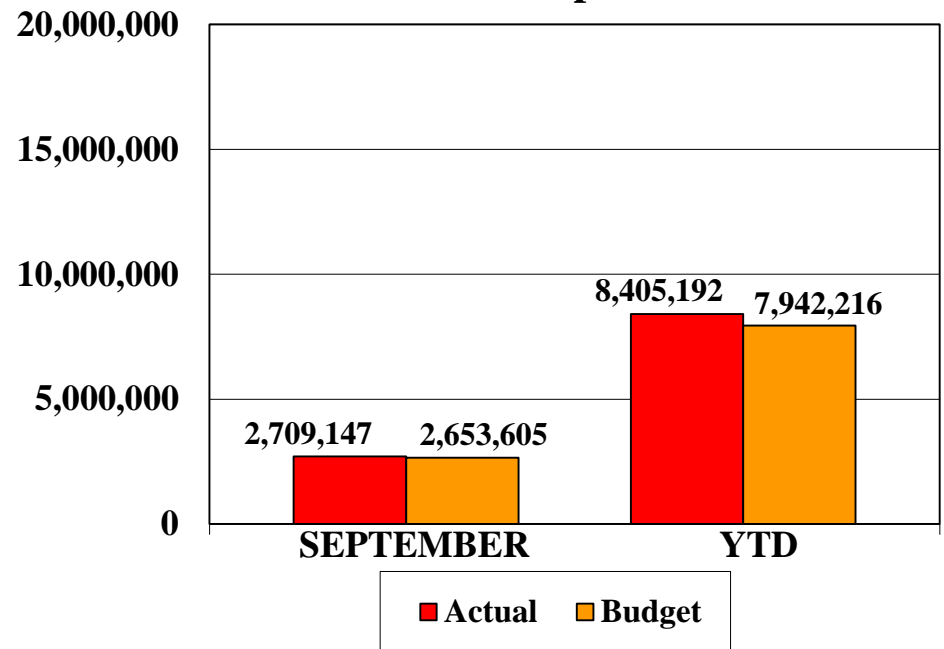
### Operating Revenue and Expense

Revenue



September Under Budget **\$168,486**  
 YTD Over Budget **\$405,740**  
**5.93%**

Expense

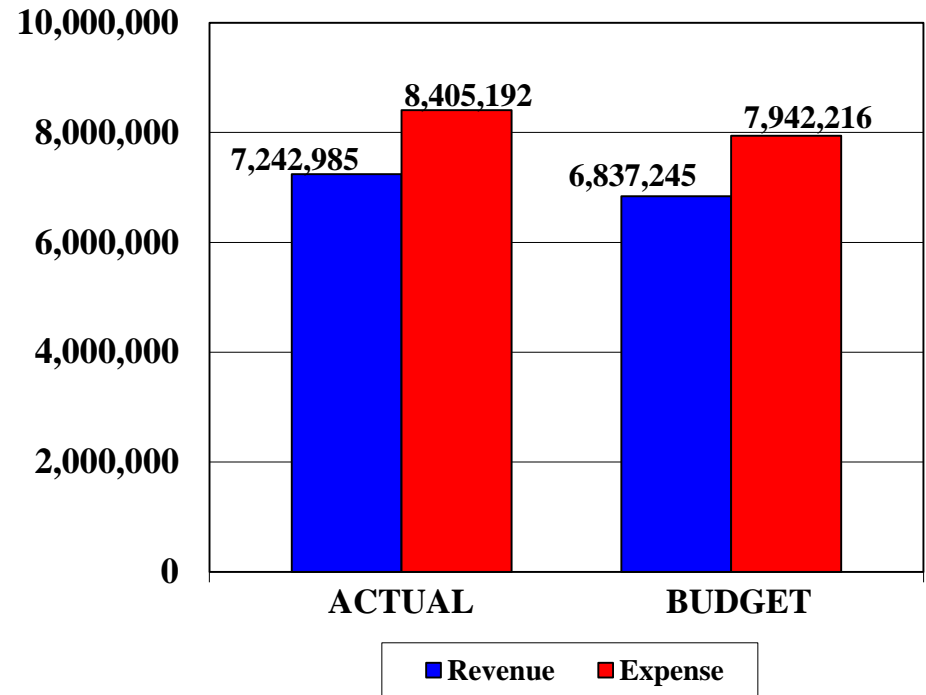
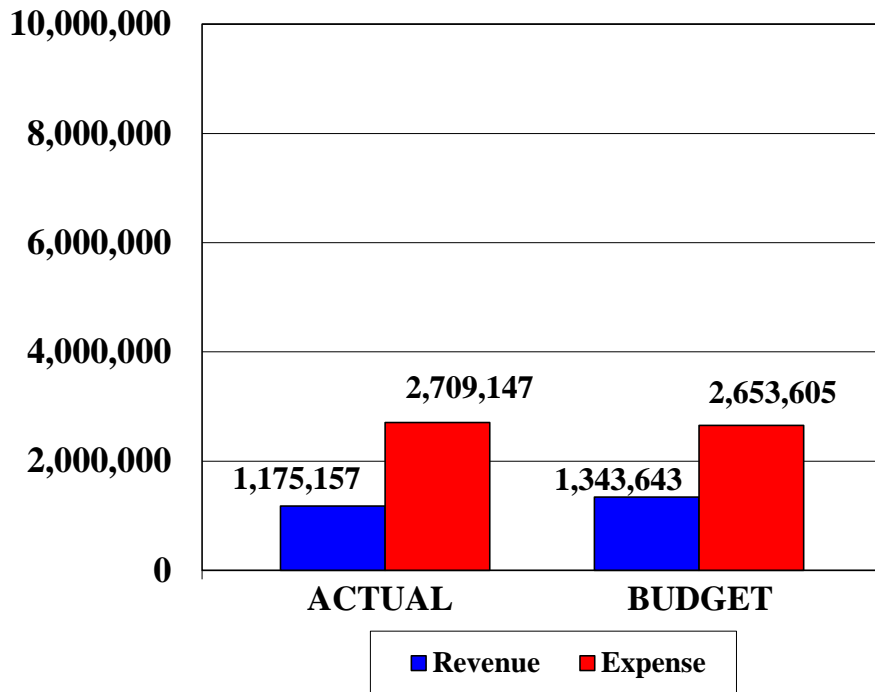


September Over Budget **\$55,542**  
 YTD Over Budget **\$462,976**  
**5.83%**

# Georgia World Congress Center September 2012/YTD 2012 Net Operating Profit / Loss

SEPTEMBER

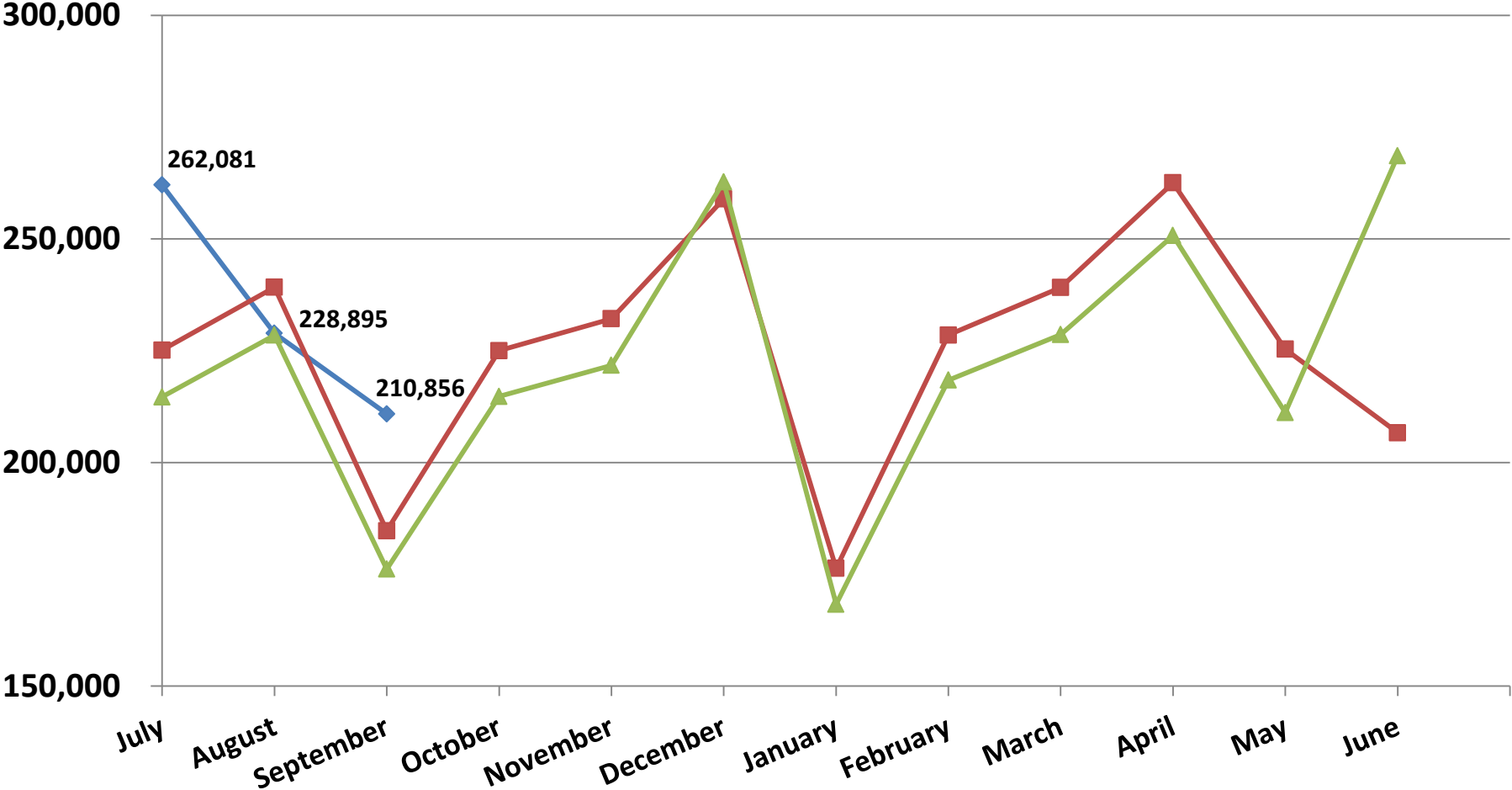
YEAR TO DATE



**Projected Net Loss \$1,309,962**  
**Actual Net Loss \$1,533,990**  
**Variance \$224,028**

**Projected Net Loss \$1,104,971**  
**Actual Net Loss \$1,162,207**  
**Variance \$57,236**

# GWCC Hotel/Motel tax July thru June FY 2013



**ACTUAL \$701,833**  
**BUDGET \$649,075**  
**LAST YEAR \$619,313**  
 Actual over budget 8.13%  
 Actual over last year 13.32%

- ◆ Actual
- Budget
- ▲ Last Year

**GEORGIA WORLD CONGRESS CENTER  
OPERATING BUDGET SUMMARY COMPARISON  
FY 2013 ROLLING FORECAST**

Updated through September 2012 actual

<b><u>REVENUE</u></b>	<b>Budget FY 2013</b>	<b>Projection FY 2013</b>	<b>Variance</b>
Rental	10,086,546	9,980,000	(106,546)
Food & Beverage	5,023,272	5,596,022	572,750
Exhibit Utility Service	6,227,250	6,409,668	182,418
Parking	3,742,280	3,854,538	112,258
Hotel/Motel Tax	2,703,717	2,756,475	52,758
Other	2,126,588	2,075,121	(51,467)
<b>TOTAL REVENUE:</b>	<b>\$ 29,909,653</b>	<b>\$ 30,671,824</b>	<b>\$ 762,171</b>
<b><u>EXPENDITURES</u></b>			
Personnel Services	17,991,513	16,855,111	(1,136,402)
Regular Operating	9,255,498	9,471,381	215,883
Equipment Purchases	256,160	242,332	(13,828)
Per Diem/Fees/Contracts	2,812,557	3,087,786	275,229
Computer Charges	1,085,754	1,075,631	(10,123)
Other	359,000	343,312	(15,688)
<b>SUB-TOTAL EXPENDITURES</b>	<b>\$ 31,760,482</b>	<b>\$ 31,075,553</b>	<b>\$ (684,929)</b>
<b>NET PROFIT/LOSS</b>	<b>\$ (1,850,829)</b>	<b>\$ (403,729)</b>	<b>\$ 1,447,100</b>



# Georgia Dome

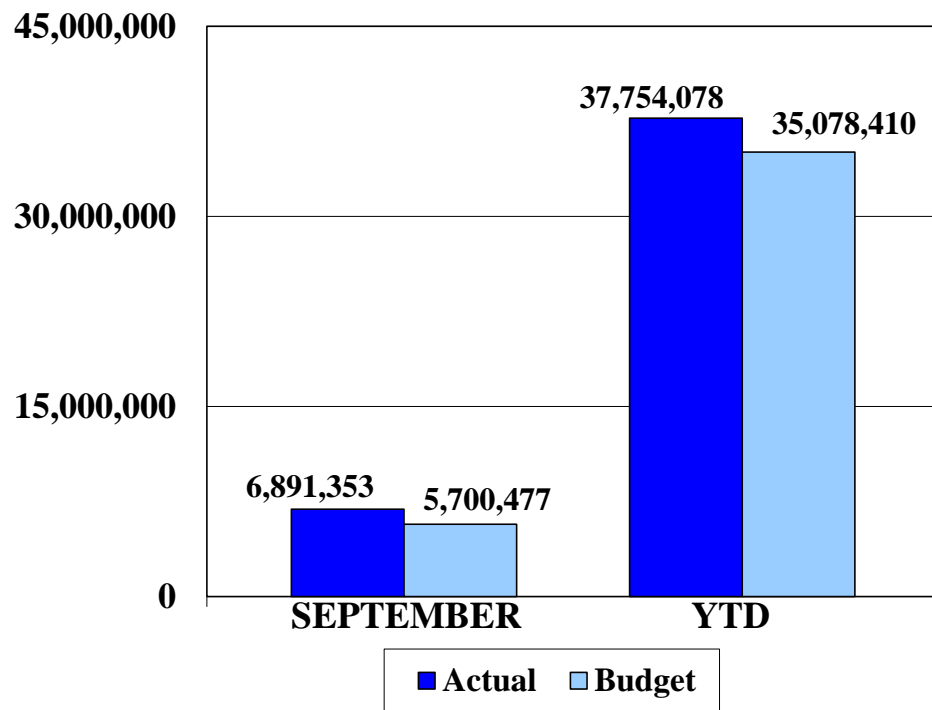
September 2012  
Financial Report

# Georgia Dome

## September 2012/YTD 2012

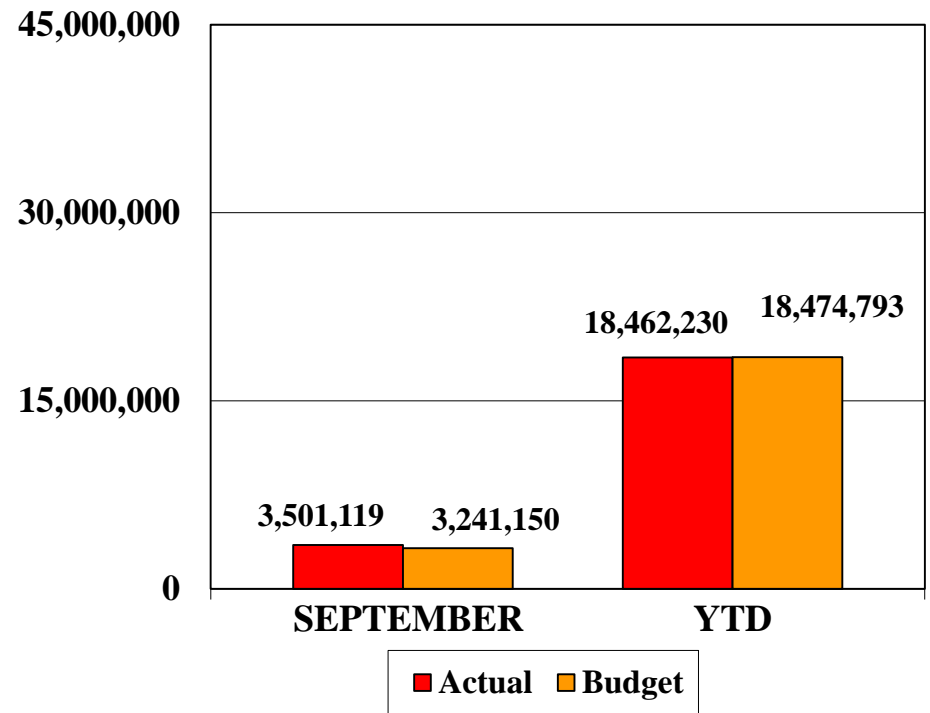
### Total Revenue and Expense

**Revenue**



**September Over Budget \$1,190,876**  
**YTD Over Budget \$2,675,668**  
**7.63%**

**Expense**



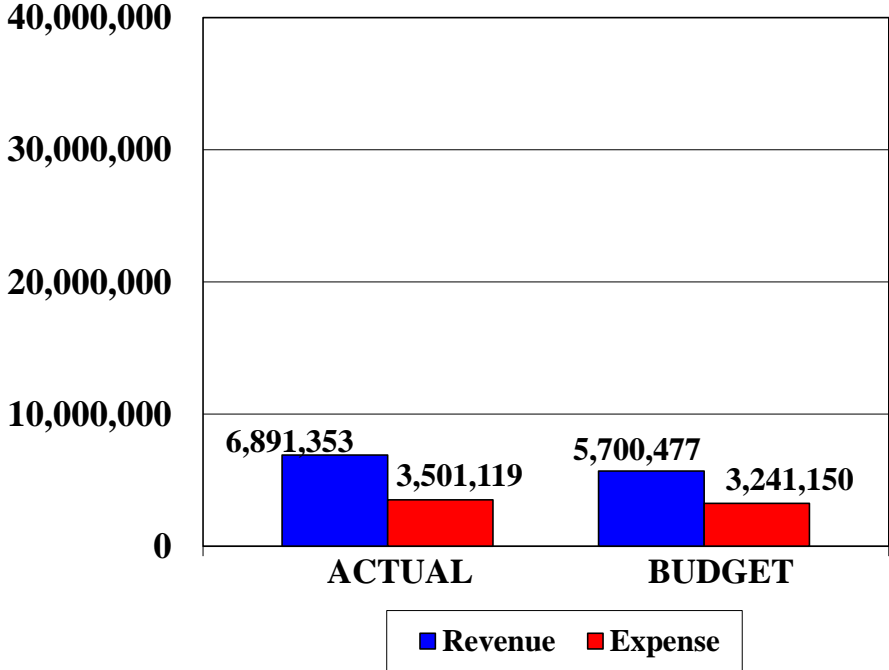
**September Over Budget \$259,969**  
**YTD Under Budget \$12,563**  
**.07%**

# Georgia Dome

## September 2012/YTD 2012

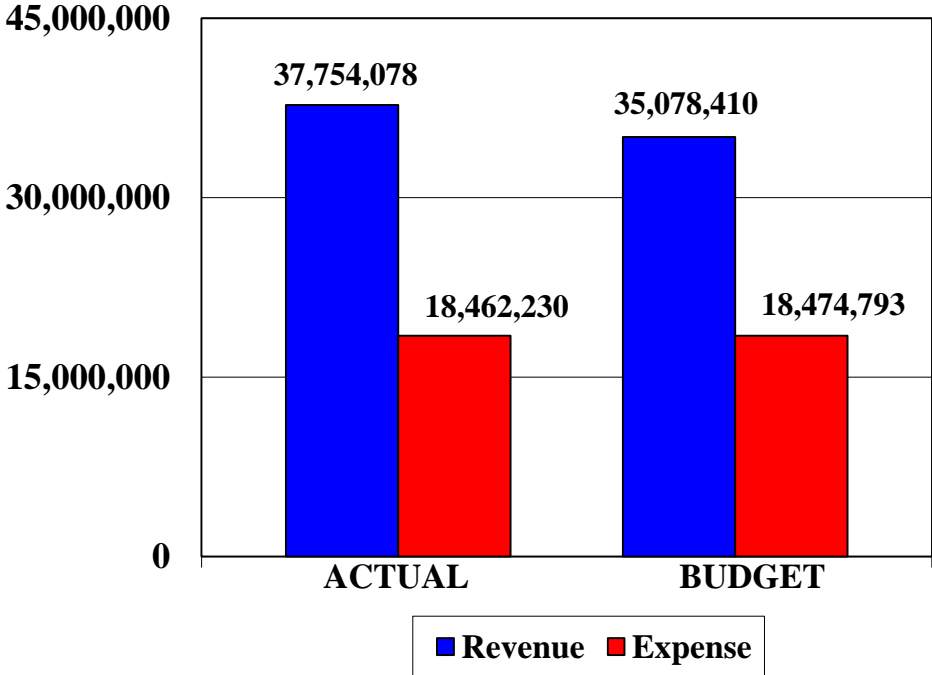
### Net Profit / Loss

SEPTEMBER



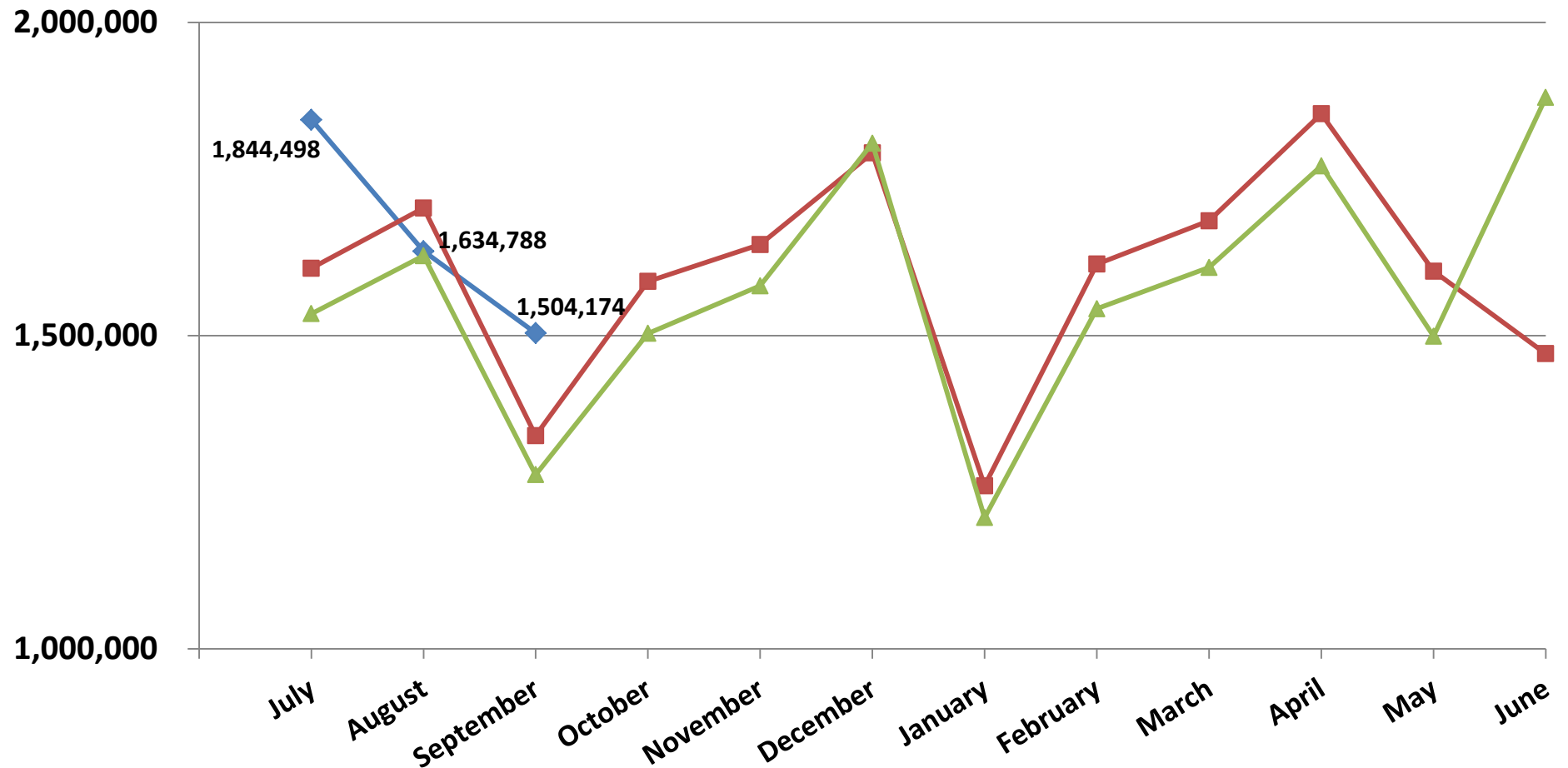
**Projected Net Profit \$2,459,327**  
**Actual Net Profit \$3,390,234**  
**Variance \$930,907**

YEAR TO DATE

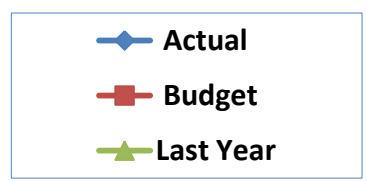


**Projected Net Profit \$16,603,617**  
**Actual Net Profit \$19,291,848**  
**Variance \$2,688,231**

# Georgia Dome Hotel/Motel Tax July thru June FY 2012



**ACTUAL \$4,983,460**  
**BUDGET \$4,651,623**  
**LAST YEAR \$4,440,524**  
 Actual over budget 7.13%  
 Actual over last year 12.23%

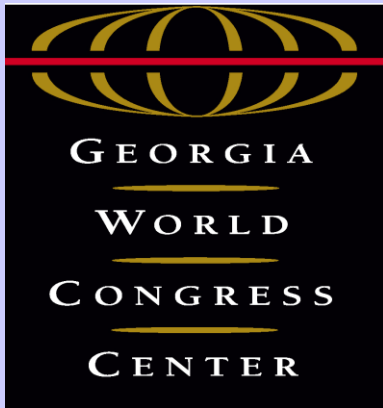




**GEORGIA DOME  
OPERATING BUDGET SUMMARY COMPARISON  
FY 2013 ROLLING FORECAST**

Updated through September 2012 actual

<b><u>REVENUE</u></b>	<b>Budget FY 2013</b>	<b>Projection FY 2013</b>	<b>Variance</b>
Rental	9,502,284	9,454,097	(48,187)
Exhibit Utility Service	81,500	99,267	17,767
Parking	972,816	918,063	(54,753)
Food & Beverage	6,833,315	7,011,459	178,144
Suite/Seats License Fees	18,864,950	20,693,158	1,828,208
Advertisers	4,160,000	4,160,000	-
Hotel/Motel Tax	19,160,939	19,492,776	331,837
Interest	44,600	41,703	(2,897)
Other	691,066	1,565,750	874,684
<b>TOTAL REVENUE:</b>	<b>\$ 60,311,470</b>	<b>\$63,436,273</b>	<b>\$ 3,124,803</b>
<b><u>EXPENDITURES</u></b>			
Personal Services	9,705,547	9,432,599	(272,948)
Regular Operating	6,900,913	7,865,898	964,985
Equipment Purchases	1,067,088	1,025,107	(41,981)
Per Diem/Fees/Contracts	9,200,482	9,988,240	787,758
Computer Charges	525,570	481,922	(43,648)
Other	241,364	227,815	(13,549)
Game Tickets	9,249,187	9,518,853	269,666
Contract-Falcons	4,000,000	4,000,000	-
Debt Service Interest	3,174,707	3,174,707	-
Stadium Reserve	250,000	250,000	-
<b>SUB-TOTAL EXPENDITURES</b>	<b>\$ 44,314,858</b>	<b>\$45,965,141</b>	<b>\$ 1,650,283</b>
<b>OPERATING PROFIT/LOSS</b>	<b>\$ 15,996,612</b>	<b>\$17,471,132</b>	<b>1,474,520</b>



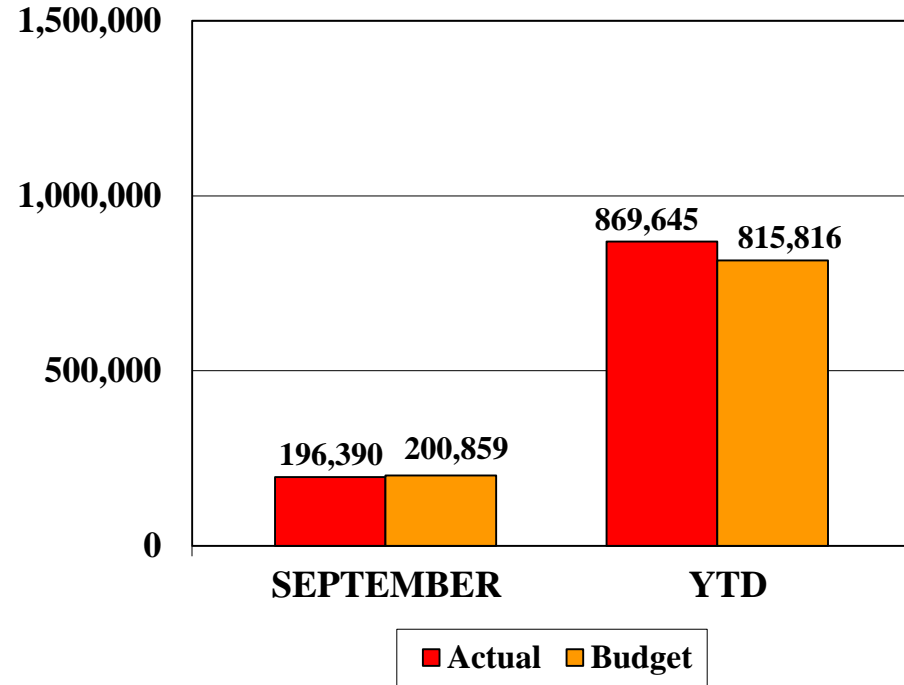
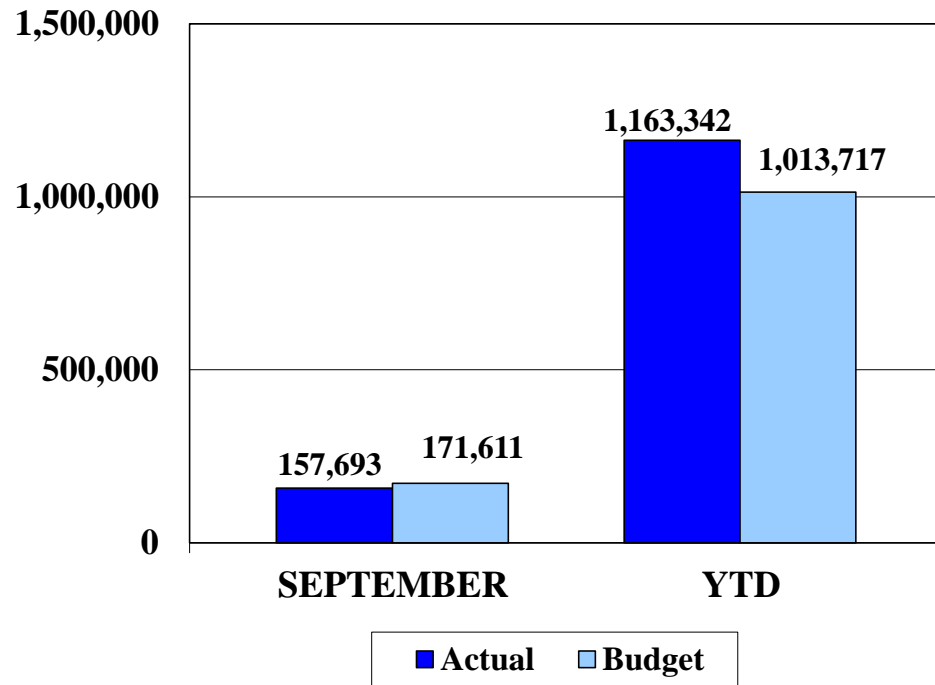
# Centennial Olympic Park

## September 2012 Financial Report

# Centennial Olympic Park September 2012/YTD 2012 Total Revenue and Expense

Revenue

Expense

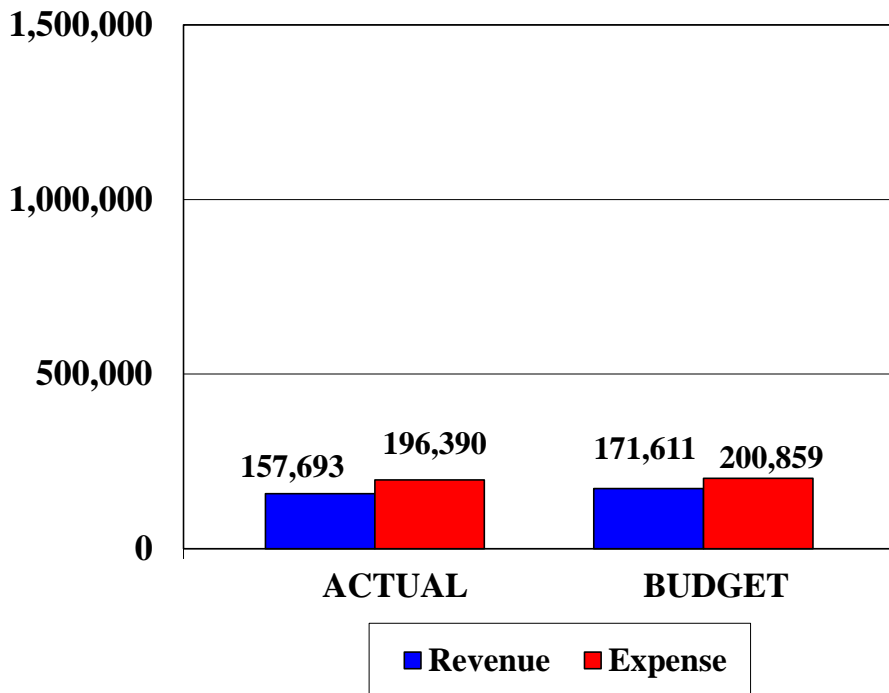


**September Under Budget \$13,918**  
**YTD Over Budget \$149,625**  
**14.76%**

**September Under Budget \$4,469**  
**YTD Over Budget \$53,829**  
**6.60%**

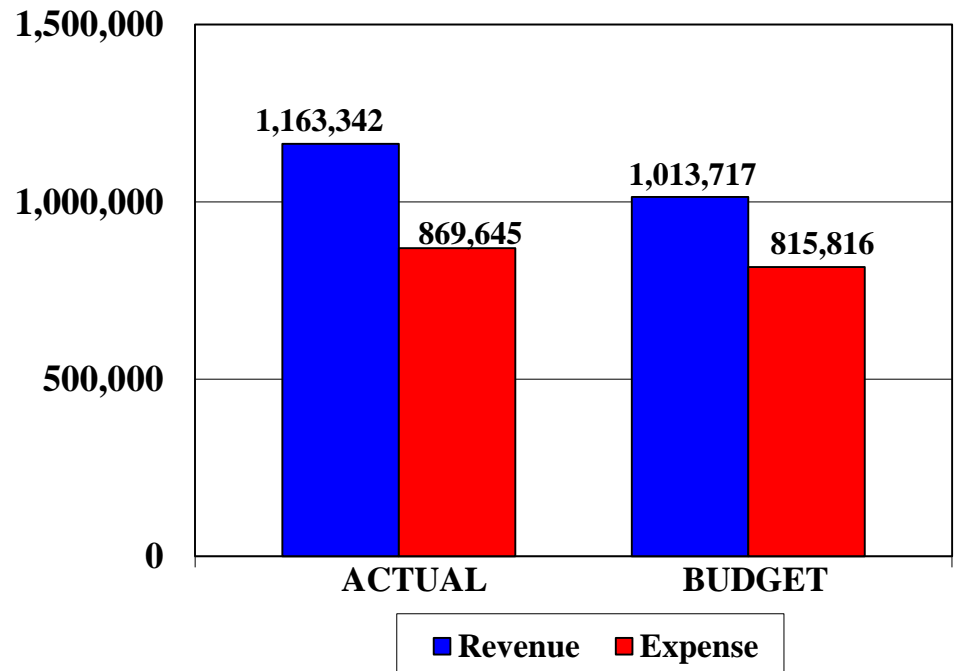
# Centennial Olympic Park September 2012/YTD 2012 Net Gain / Loss

SEPTEMBER



**Projected Net Loss \$29,248**  
**Actual Net Loss \$38,697**  
**Variance \$9,449**

YEAR TO DATE



**Projected Net Gain \$197,901**  
**Actual Net Gain \$293,697**  
**Variance \$95,796**

**CENTENNIAL OLYMPIC PARK  
OPERATING BUDGET SUMMARY COMPARISON  
FY 2013 ROLLING FORECAST**

Updated through September 2012 actual

<b><u>REVENUE</u></b>	<b>Budget FY 2013</b>	<b>Projection FY 2013</b>	<b>Variance</b>
Rental	223,300	226,666	3,366
Food & Beverage	585,214	621,012	35,798
Restaurant (Googie)	56,531	23,564	(32,967)
Exhibit Utility Service	38,235	38,568	333
Advertising	100,000	100,000	-
Other	25,973	162,698	136,725
Transfer -GWCC	1,527,600	1,567,063	39,463
Holiday Festival	165,000	165,000	-
Sponsorship	145,000	150,000	5,000
Park Concert	400,000	400,000	-
<b>TOTAL REVENUE:</b>	<b>\$ 3,266,853</b>	<b>\$ 3,454,571</b>	<b>\$ 187,718</b>
<b><u>EXPENDITURES</u></b>			
Personnel Services	1,746,658	1,660,839	(85,819)
Regular Operating	617,148	606,733	(10,415)
Equipment Purchases	20,896	21,095	199
Per Diem/Fees/Contracts	827,331	911,527	84,196
Computer	4,364	4,349	(15)
Other	20,170	16,750	(3,420)
<b>SUB-TOTAL EXPENDITURES:</b>	<b>\$ 3,236,567</b>	<b>\$ 3,221,293</b>	<b>\$ (15,274)</b>
<b>OPERATING GAIN/(LOSS)</b>	<b>\$ 30,286</b>	<b>\$ 233,278</b>	<b>\$ 202,992</b>



# Georgia World Congress Center Authority

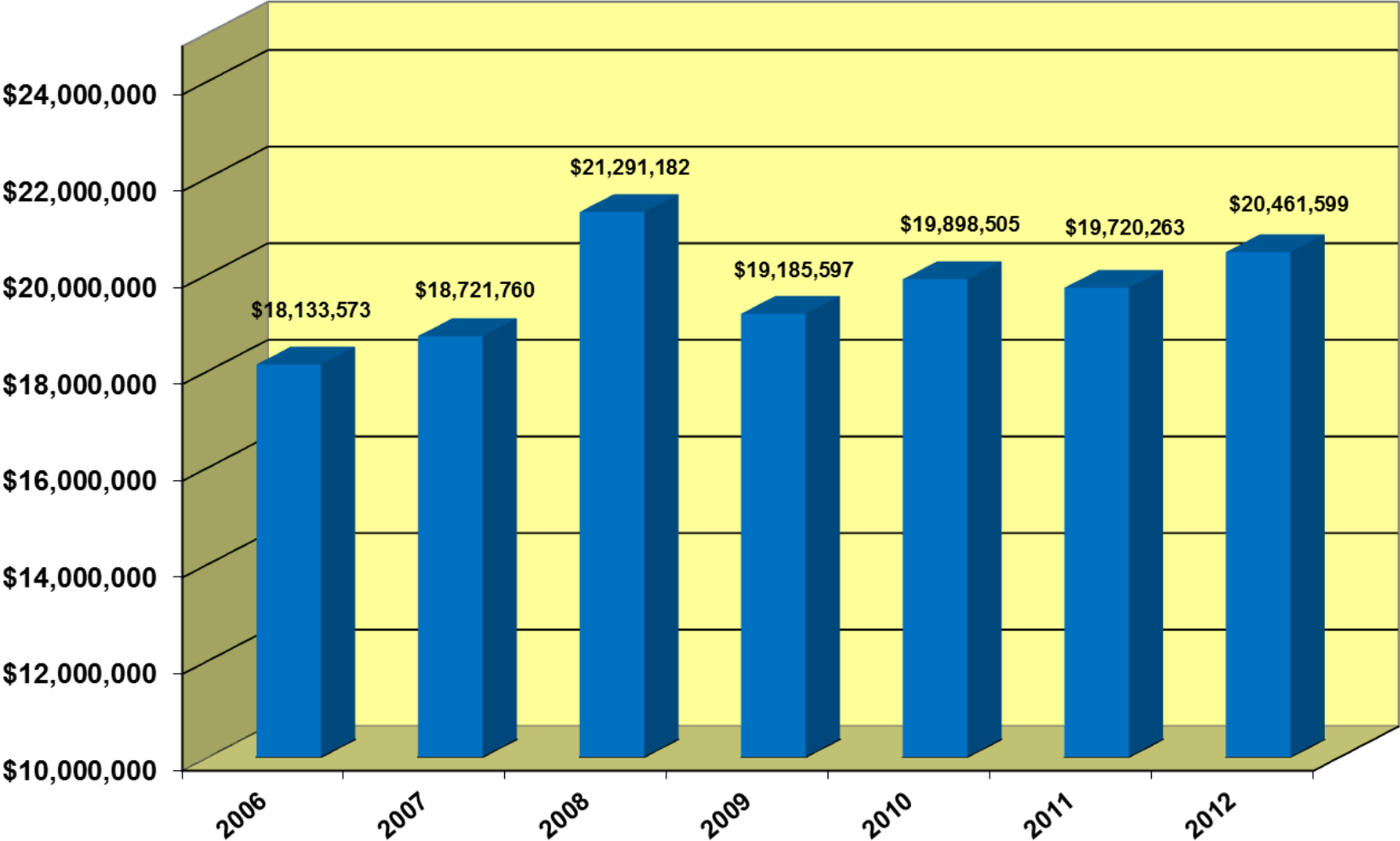
## Falcons 2013 Sales & Marketing Plan

**ATLANTA**  
**FALCONS**

*2013 Georgia Dome Signage & Premium  
Seating*



# *Georgia Dome Gross Club and Suite Sales*





## *2013 Premium Pricing*

- Total inventory for 2013: \$32,385,660
- 2013 is a vital year for Georgia Dome Premium Seating with 14 suites, 1 Super Suite, 60 Super Suites seats and 915 Verizon Wireless Club seats are up for renewal representing \$4,539,561.



## *2013 Premium Pricing*

- With 20% of the 2012 revenue on renewal, the Falcons sales team will use the final months of the 2012 Falcons season to get an early start on the renewal (and new sales) campaign.
- Sales Staff: Nine Full-Time Sales Executives, six Seasonal Sales Executives, two Sales Managers and one Vice President of Sponsorship are focused on selling the Georgia Dome premium seating inventory in 2013.



## *2013 Premium Pricing*

- Club Seat & Super Seat pricing to increase between 4-5%
- One year Club Seat price to be offered again at a premium
- Suite pricing increased by 3%
- Whole number pricing and transitional pricing introduced in 2013 resulting in 3 suites increasing more than 3% and 4 suites decreasing in price



**ATLANTA**  
**FALCONS**

*2013 Georgia Dome Marketing*



# *Georgia Dome Gross Advertising Sales*



\* All numbers are in millions

# *2013 Georgia Dome Signage*

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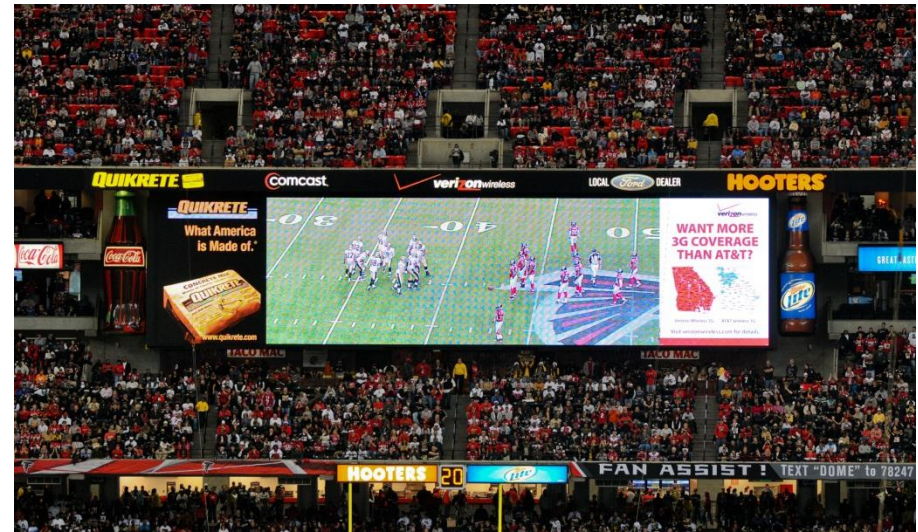
- Total inventory for 2013: \$10.02 million
- 2013 is another big year with \$2,287,150 Dome/Falcons sponsorships on renewal, including but not limited to Verizon, Georgia Lottery, Equifax, Aarons, Piedmont, The Home Depot, Southwest, Novelis and The National Guard.

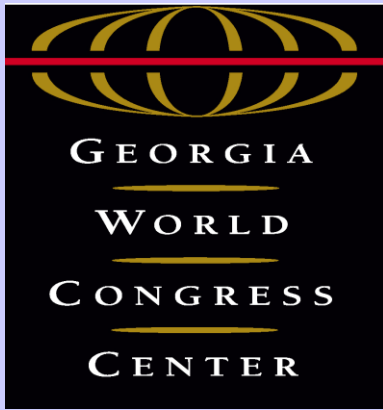


# 2012 Georgia Dome Signage

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- With 35% of the 2012 gross signage revenue on renewal, the Falcons sales team will focus on client retention and where that's not possible identifying new organizations that could drive value from annual exposure at the Georgia Dome.
- Sales Staff: Four full-time Sales Executives and one Vice President of Sponsorship are focused on selling Dome inventory.





# Georgia World Congress Center Authority

## GWCC Reserve Request

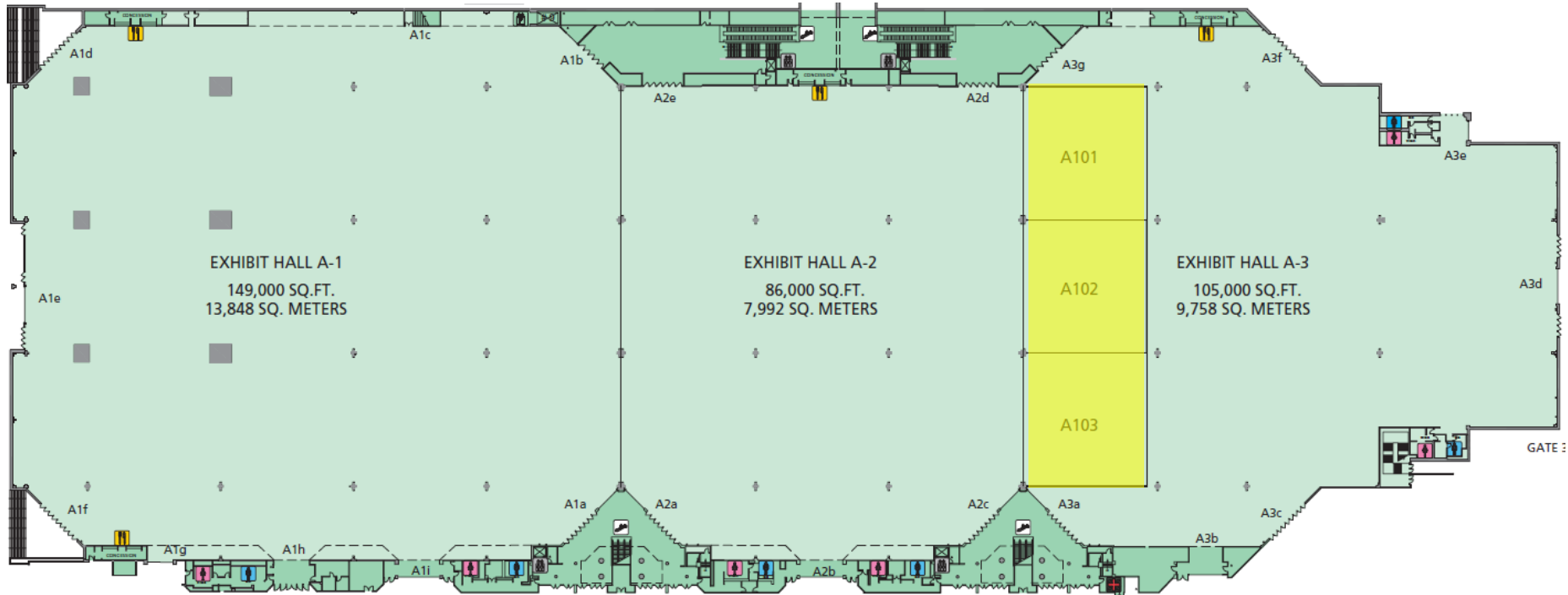


# Operable Wall Project

## Building C

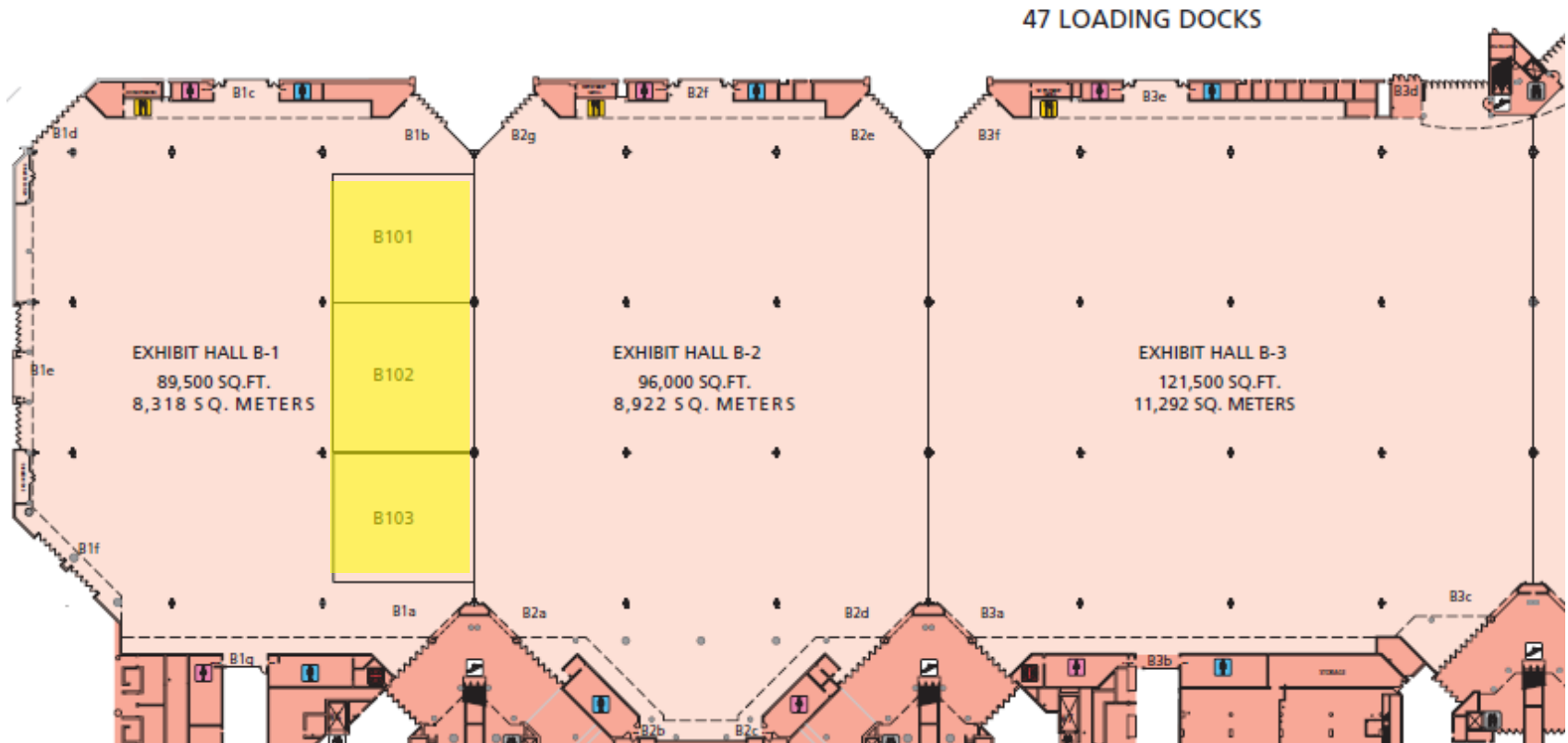
- Enhance the capabilities of Building C by creating more meeting space on south end of building
  - A and B buildings are equipped with multi-use spaces
- Considerations
  - Space located adjacent to existing meeting space
  - Must be multi-use space within the existing footprint
  - Use existing HVAC, Lighting, and Restrooms
  - Structural Steel already in place

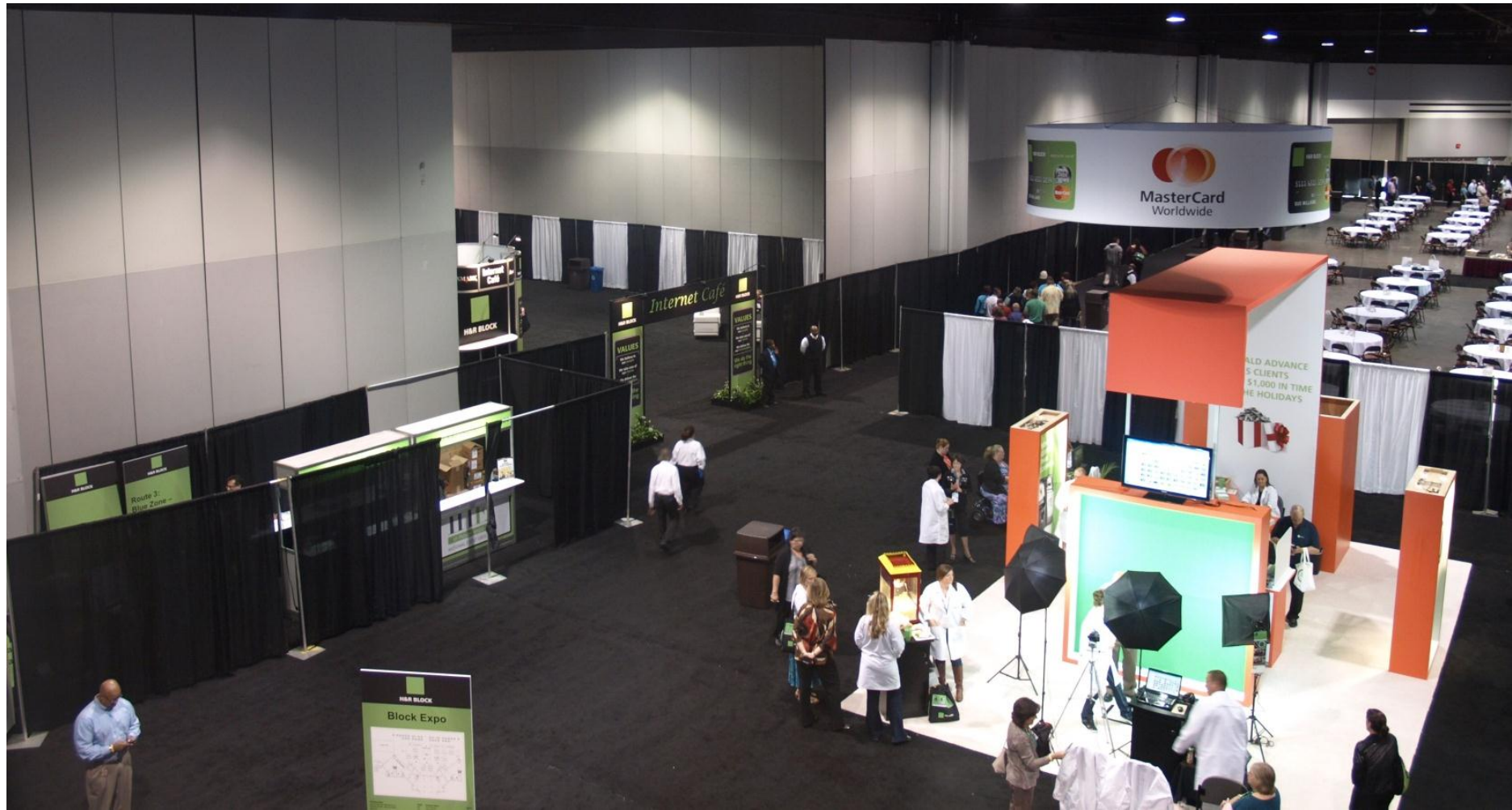
# Building A Multi-use Space



# Building B Multi-use Space

To B/C CONNE





# Building C Multi-use Space



# Establish Designated Reserve

- Preliminary drawings already prepared
- Estimated cost of \$1.3 million
- Completion by June 2013



# Georgia World Congress Center Authority

## Park Reserve Request





# Fountain Facts



- The Fountain of Rings is the world's largest interactive fountain utilizing the Olympic symbol.
- Each of the five Rings is 25 feet in diameter.
- About 5,000 gallons of water per minute is recycled through the Fountain, enough to fill an average size swimming pool in five minutes.
- Water height during normal fountain operation can reach 12 feet. During the Fountain Show, sprays can be up to 30 feet tall.
- Due to the number of controlled water jets and lights the Fountain of Rings is one of the most sophisticated fountains in the world.

# Renovation/Rehabilitation



- The Fountain was part of the original “Park” during the 1996 Olympics
- Fountain rehabilitation in 2007 = \$2.9 million
- Rated the #1 attraction in the Park in a 2011 survey by AECOM
- Most photographed/filmed area of the Park for commercials, civic/government presentations and tourists.
- Viewed by over 3 million local, national and international visitors annual

# Establish Designated Reserve



- Centennial Olympic Park would like to begin an above-ground, Fountain of Rings rehabilitation project to replace all jets, valves, lights, solenoids and filters.
- The estimated cost for this project is \$135,000. Funds would come from our existing fund balance and be placed in a designated reserve.
- Recently, over \$90,000 was returned to the fund balance from previously established special reserves for projects.
- Work is estimated to take (5) business days, once all parts have been received/manufactured, and would be finished by January 13, 2013.

# Staff Summary

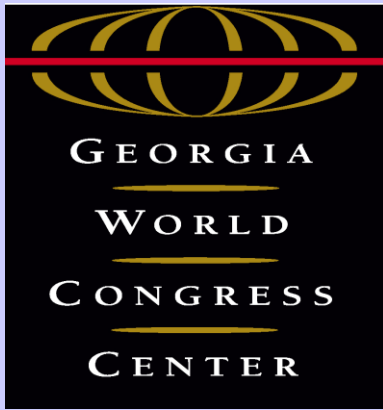
- Rated the #1 attraction in a 2011 Park survey.
- Viewed by over 3 million visitors annually.
- The Park would like to begin an above-ground, Fountain of Rings rehabilitation project.
- Staff recommends spending \$135K from existing fund balance.
- Project would be finished by January 13, 2013.







Georgia World  
Congress Center  
Authority  
  
Executive  
Session



# Georgia World Congress Center Authority

October 2012  
Authority Meeting