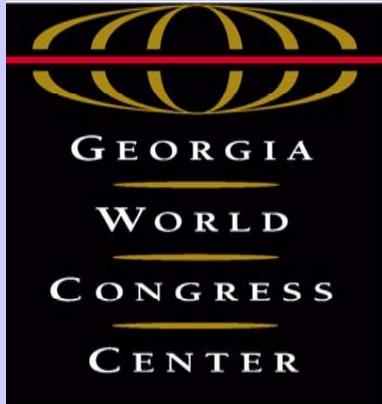


Georgia World Congress Center Authority

October 2011
Authority Meeting



Georgia World Congress Center Authority

Sales & Marketing Report

GWCCA

Sales & Marketing Update

September 2011



Georgia World Congress Center Sales Update

New Business Booked



ALIVE! Expo



April 2012

Hall C4

5,000

2 Days



American Dental Association

October 2017

ADA American
Dental
Association®

**Halls B1, B2, B3,
B4, B5**

30,000

12 Day



Mary Kay, Inc.

MARY KAY

January 2022

**Halls B2, B3,
B4, B5**

9,500

11 Days



Other GWCC Confirmed Events – September 2011

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Georgia Lottery	September 2011	Hall B1, Stadium	30	4
Susan G. Komen 3 Day for the Cure	October 2011	Halls C2, C3, C4	2,800	3
CFA Exam	June 2012	Hall C4	600	1



Georgia Dome Sales Update

New Business Booked



HBCU Bowl Game



December 2011

Dome Stadium

30,000

1 Day



Strayer University



June 2012

Dome Stadium

5,000

2 Day



Creekside High School



June 2012

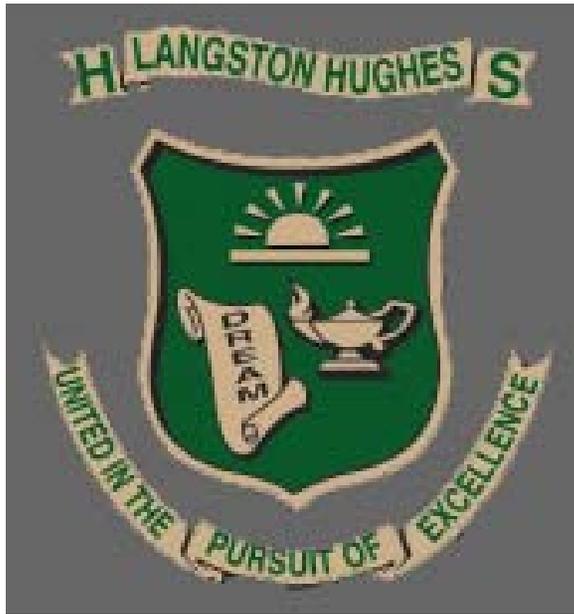
Half Floor - West

1,500

1 Days



Langston Hughes High School



June 2012

Half Floor - East

3,000

1 Days



Centennial Olympic Park Sales Update

New Business Booked



Park Confirmed Events – September 2011

<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Attendance</u>	<u>Days</u>
Wholly Guacamole Tour	September 2011	International Blvd	1,000	1
15 th Anniversary Broadcast of Sean Hannity	October 2011	Great Lawn - North	1,000	1
Journey of Hope Tour	October 2011	Reflection Pool Plaza	500	1



September 2011 Sales Summary

GWCC

Total Days Booked

33



DOME

Total Days Booked

5



PARK

Total Days Booked

3



Economic Impact – September 2011

Total Impact \$60.3 million

GWCC

What to Expect When You're Expecting

GlassBuild America 2011

Association of Zoos and Aquariums

For Sisters Only

International Dairy Foods Association

35,000 attendance

New Dollars - \$14.3 million

Economic Impact - \$27.6 million

Sales Tax Generated - \$744 thousand

Dome

Falcons vs Ravens

GSU vs Clark Atlanta University

Chick-fil-A Kickoff Game

GSU vs Old Dominion

Great American Football Classic

Falcons vs Eagles

Bank of Amer. ATL Football Classic

BET "The Game" Film Shoot

250,429 attendance

New Dollars - \$17 million

Economic Impact - \$32.7 million

Sales Tax Generated - \$936 thousand

Chick-fil-A Kickoff Game FanZone



Chick-fil-A Kickoff Game



Downtown Touchdown Concert



Freedom Riders



International Dairy Foods Association



Atlanta Falcons vs. Baltimore Ravens



GSU vs. Old Dominion



Atlanta Falcons vs. Philadelphia Eagles



Bank of America Atlanta Football Classic



Necessary Roughness TV Shoot



Paws in the Park

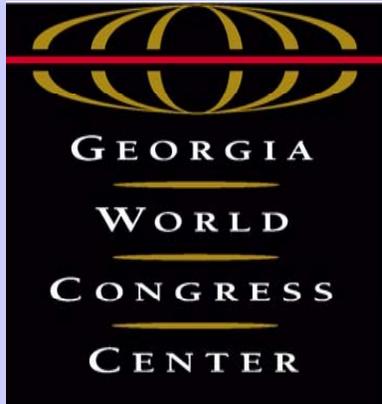


Wednesday WindDown Final Concert of the Season



World of Coke Volunteer Project



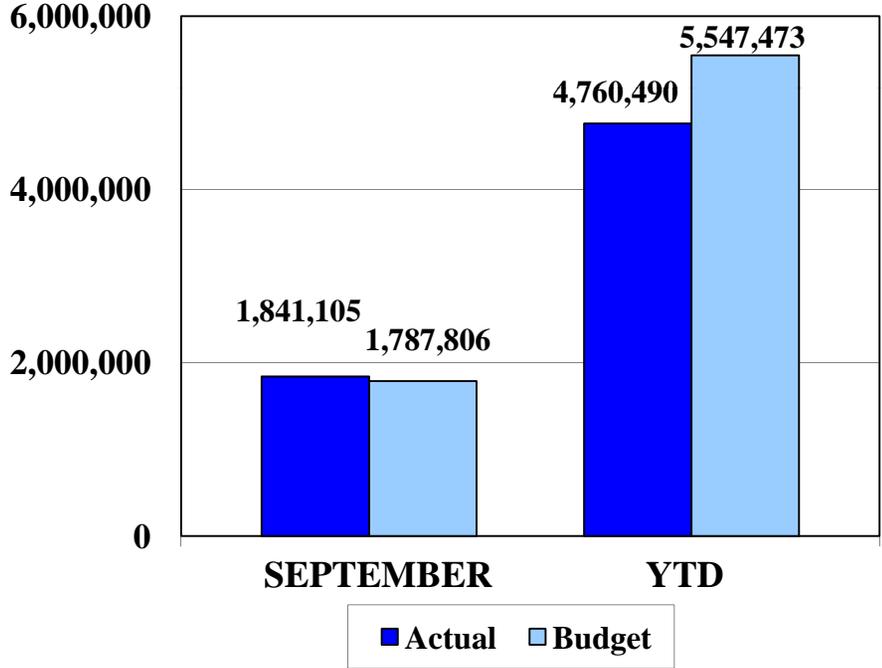


Georgia World Congress Center

September 2011
Financial Report

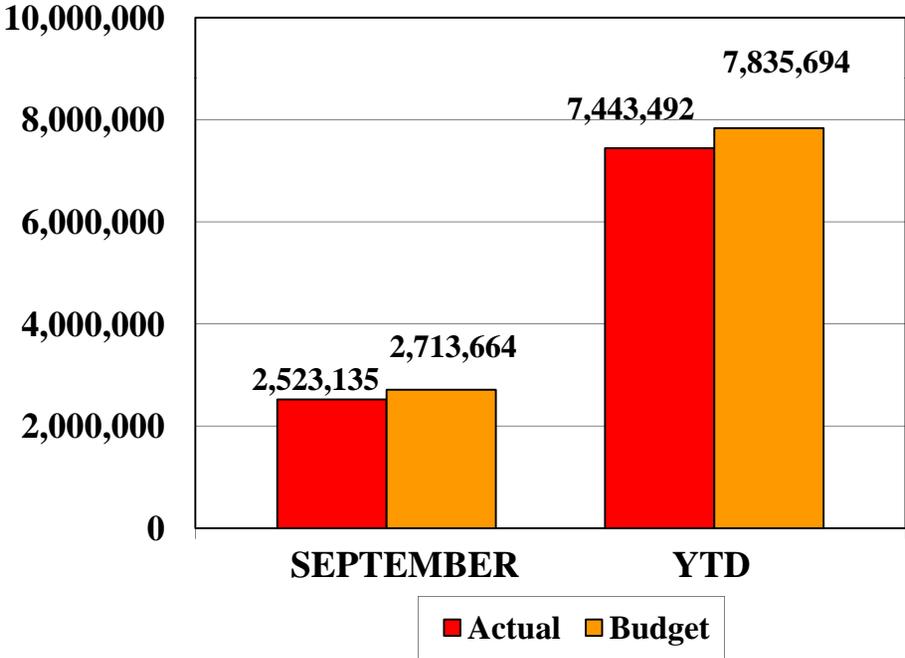
Georgia World Congress Center September 2011/YTD 2011 Operating Revenue and Expense

Revenue



September Over Forecast \$53,299
YTD Under Forecast \$786,983
14.19%

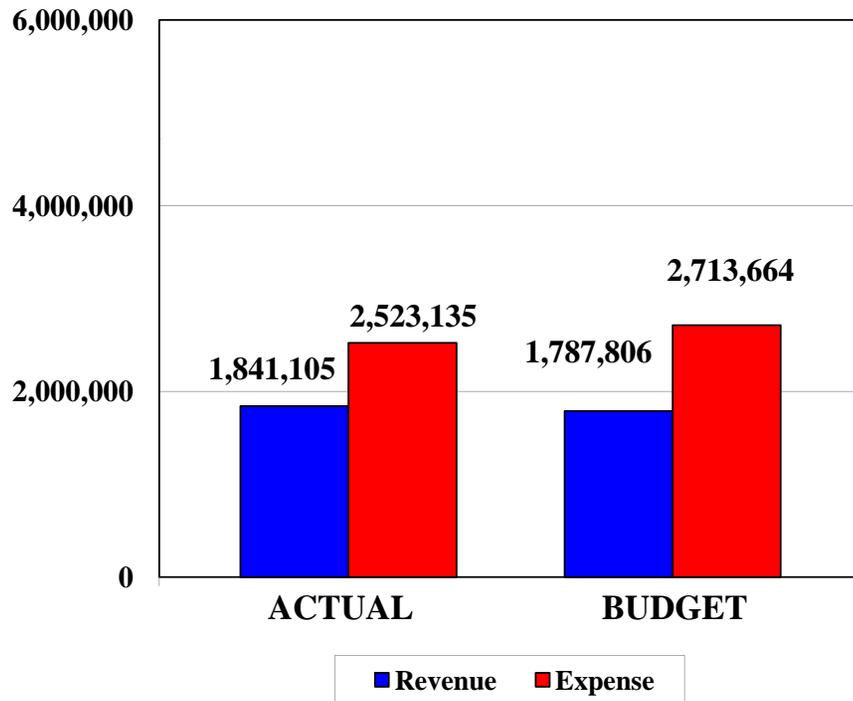
Expense



September Under Budget \$190,529
YTD Under Budget \$392,202
5.01%

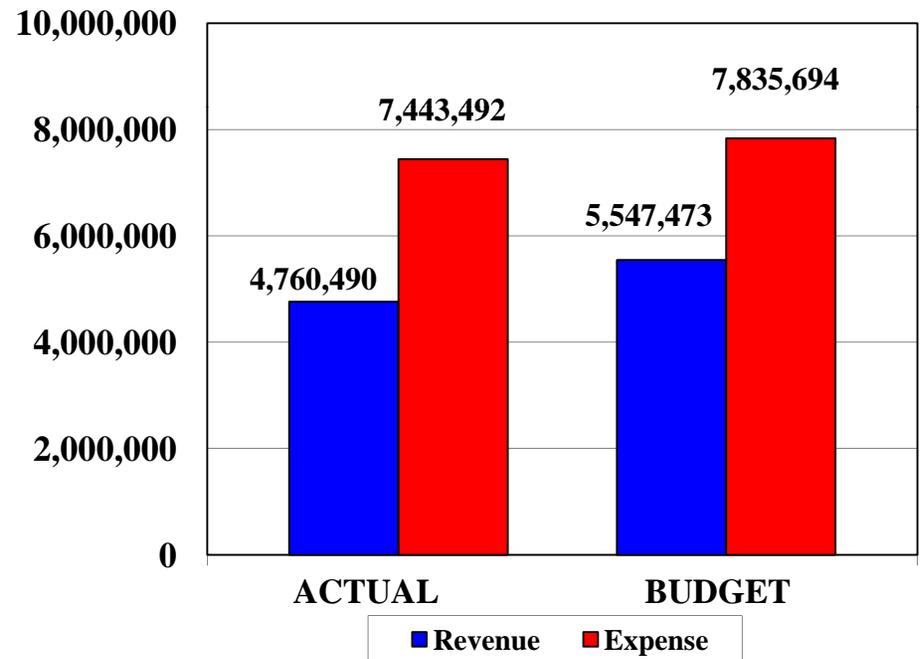
Georgia World Congress Center September 2011/YTD 2011 Net Operating Profit / Loss

SEPTEMBER



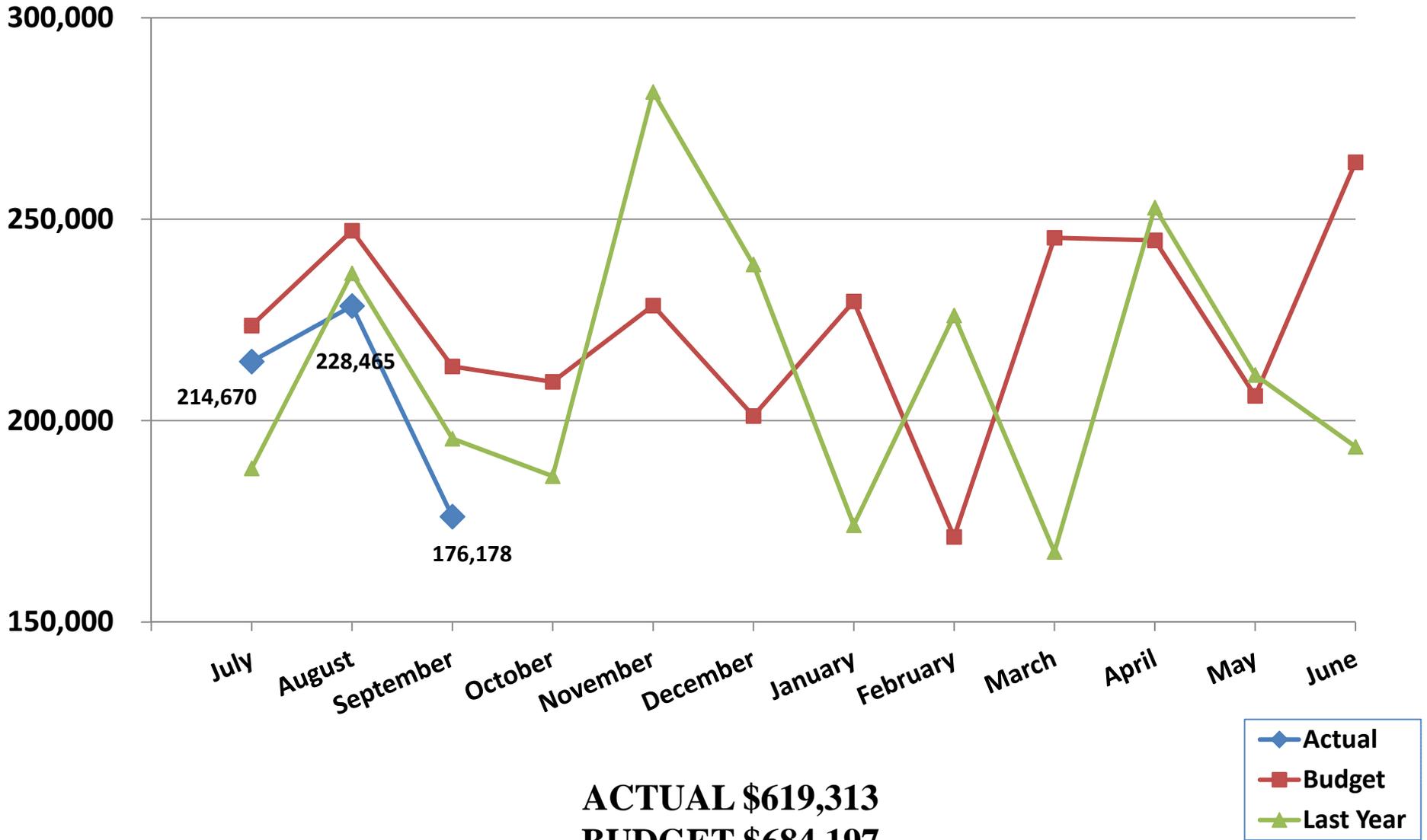
Projected Net Loss \$925,858
Actual Net Loss \$682,030
Variance \$243,828

YEAR TO DATE



Projected Net Loss \$2,288,221
Actual Net Loss \$2,683,002
Variance \$394,781

GWCC Hotel/Motel tax July thru June FY 2012

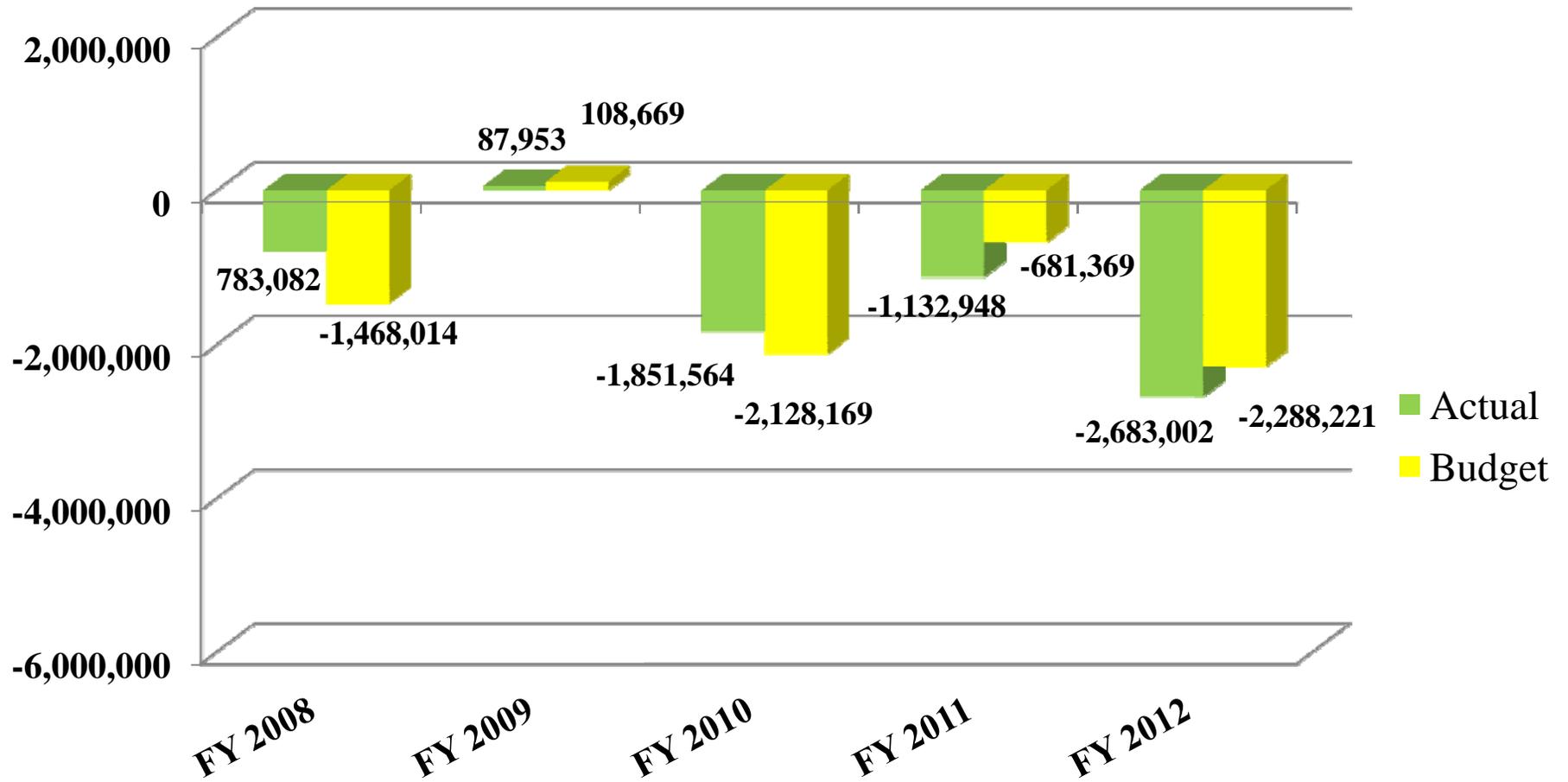


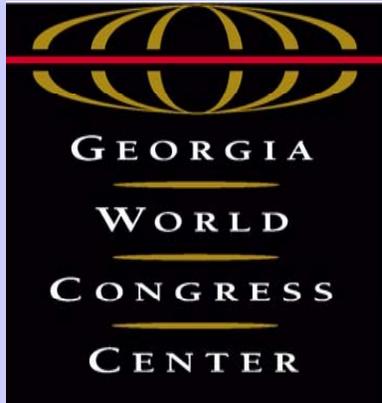
ACTUAL \$619,313

BUDGET \$684,197

9.48%

Georgia World Congress Center Prior Years' Comparison July thru September Net Operating Profit/Loss





Georgia Dome

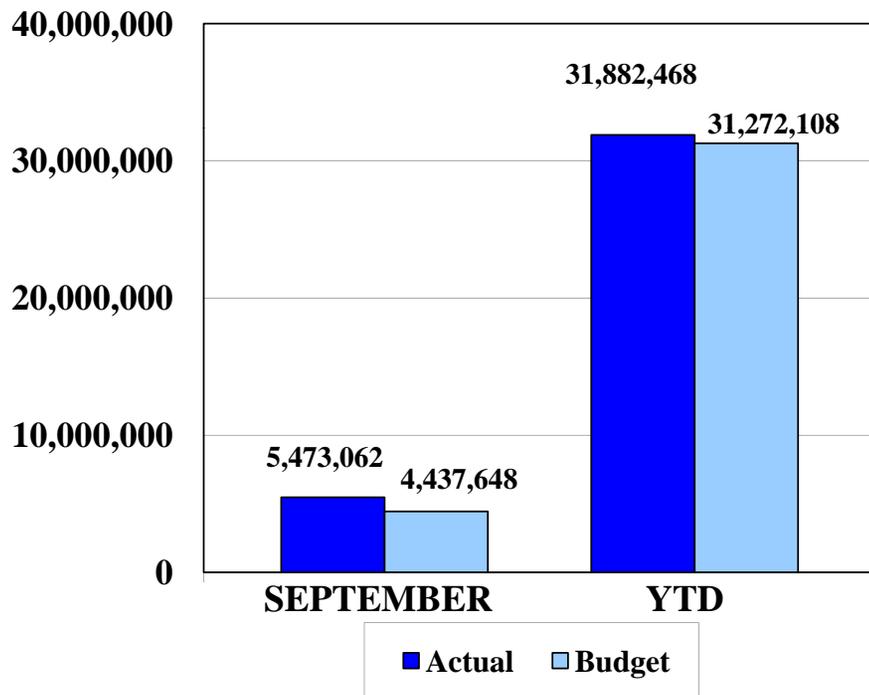
September 2011
Financial Report

Georgia Dome

September 2011/YTD 2011

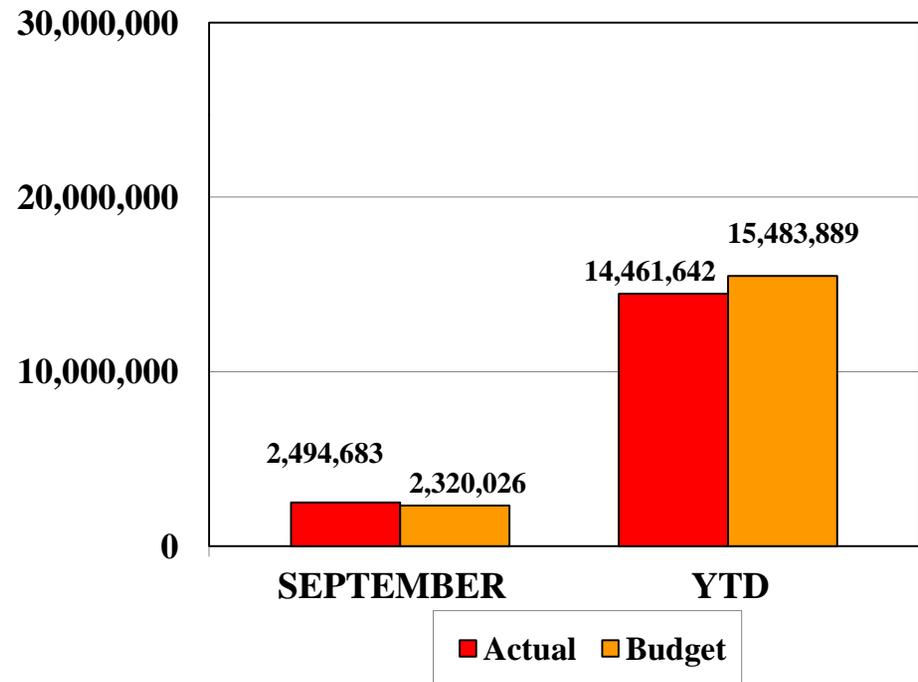
Total Revenue and Expense

Revenue



September Over Forecast \$1,035,414
 YTD Over Forecast \$610,360
 1.95%

Expense



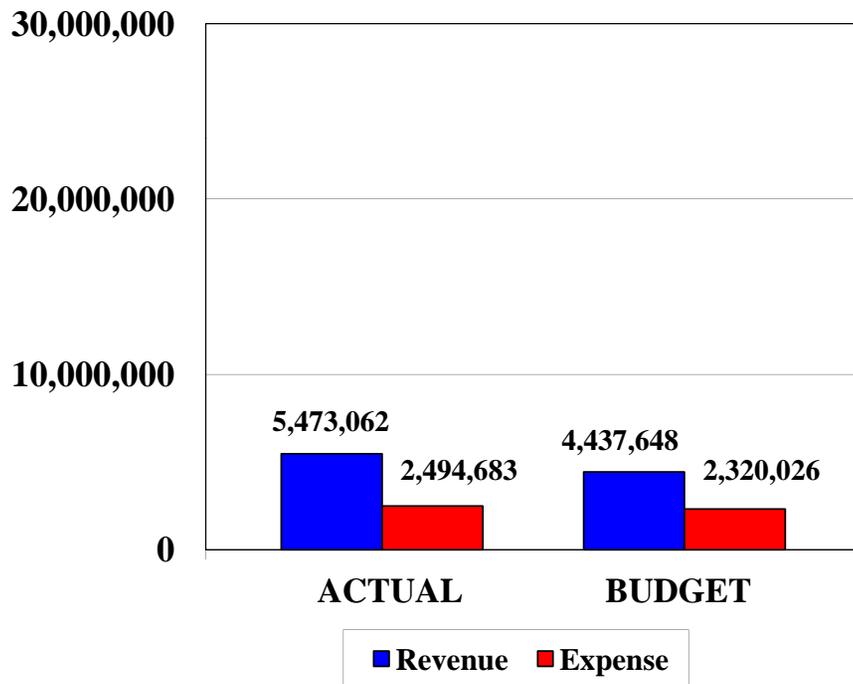
September Over Budget \$174,657
 YTD Under Budget \$1,022,247
 6.60%

Georgia Dome

September 2011/YTD 2011

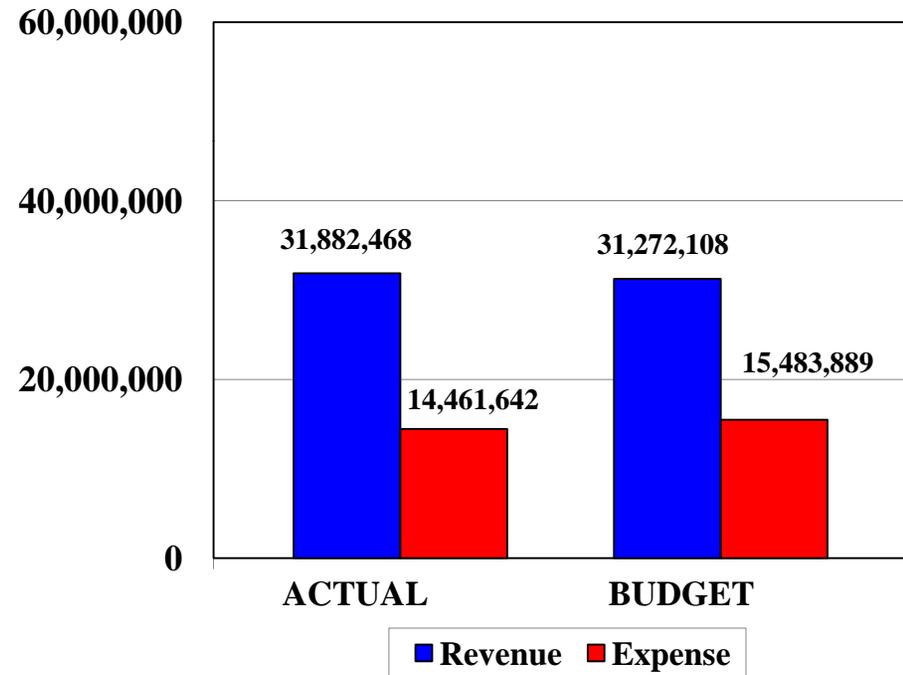
Net Profit / Loss

SEPTEMBER



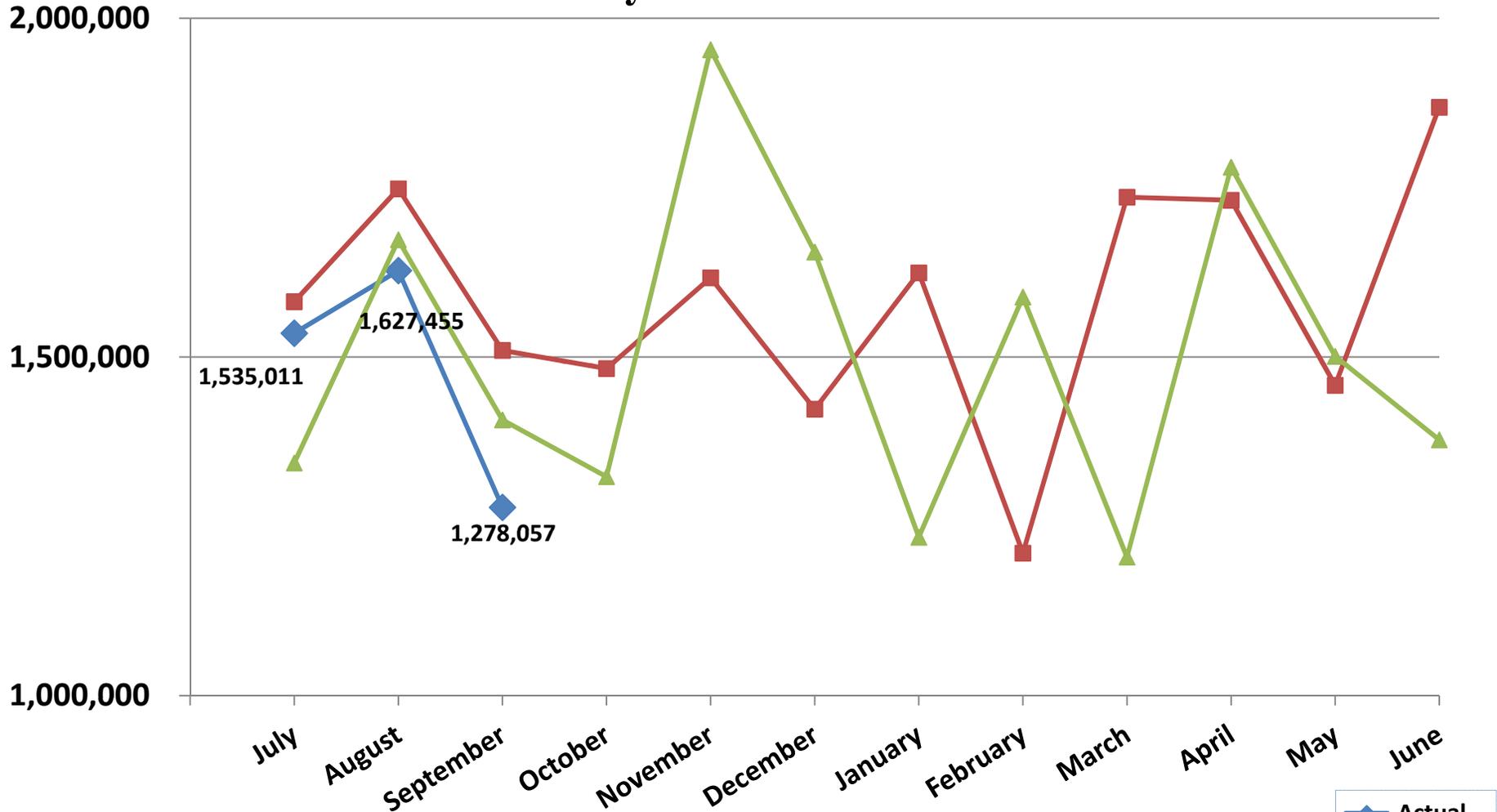
Projected Net Profit \$2,117,622
Actual Net Profit \$2,978,379
Variance \$860,757

YEAR TO DATE



Projected Net Profit 15,788,219
Actual Net Profit \$17,420,826
Variance \$1,632,607

Georgia Dome Hotel/Motel Tax July thru June FY 2012



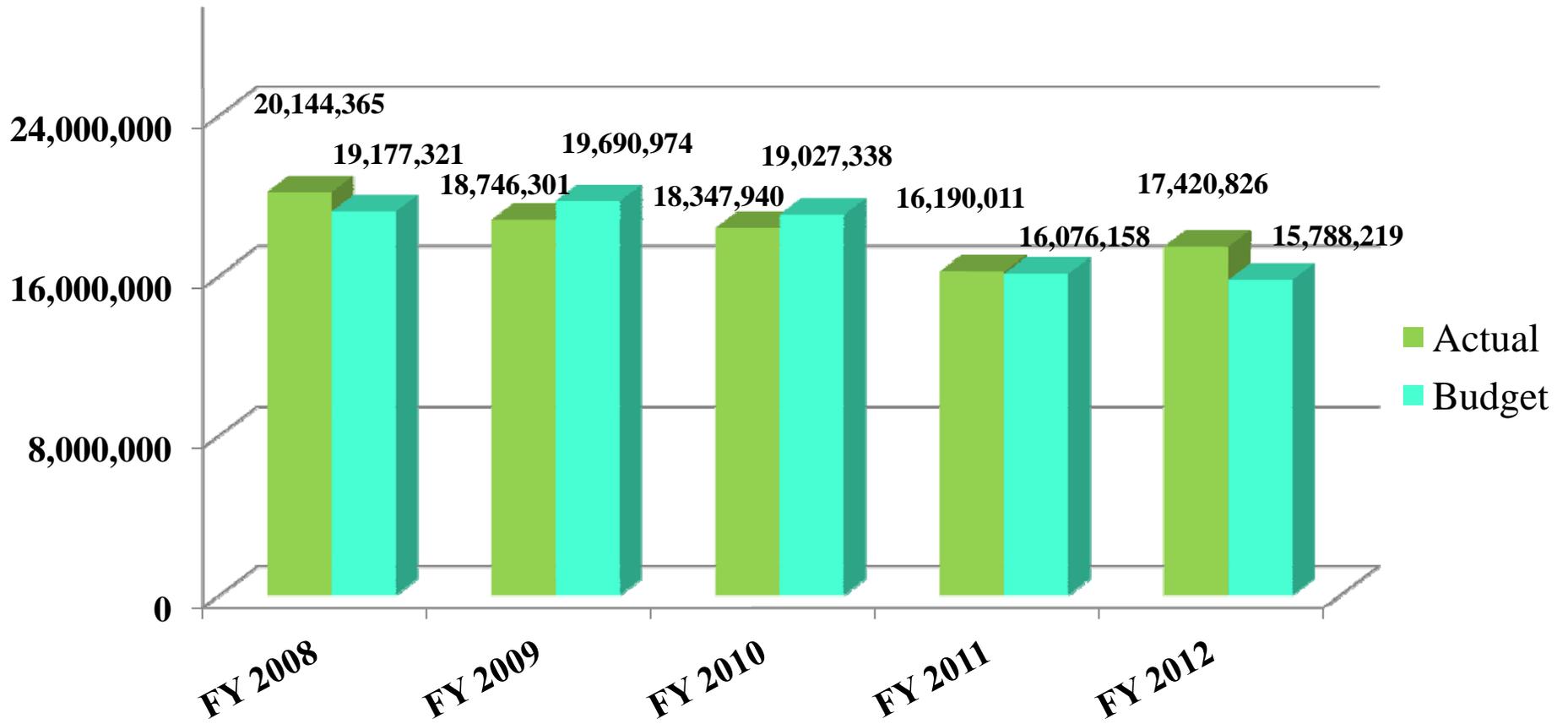
ACTUAL \$4,440,523

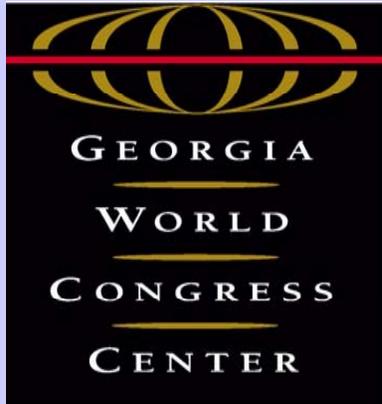
BUDGET \$4,839,427

8.24%



Georgia Dome Prior Years' Comparison July - September Net Profit/Loss



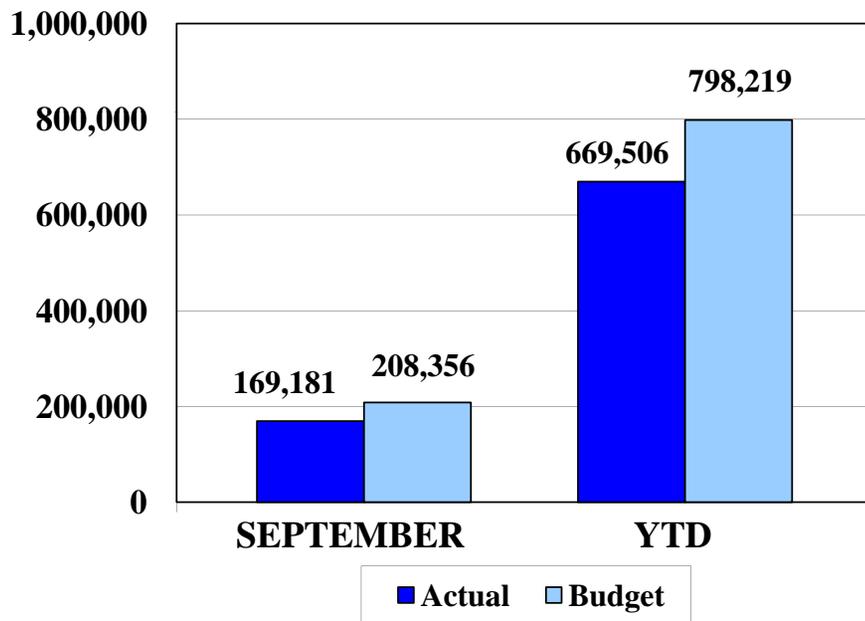


Centennial Olympic Park

September 2011
Financial Report

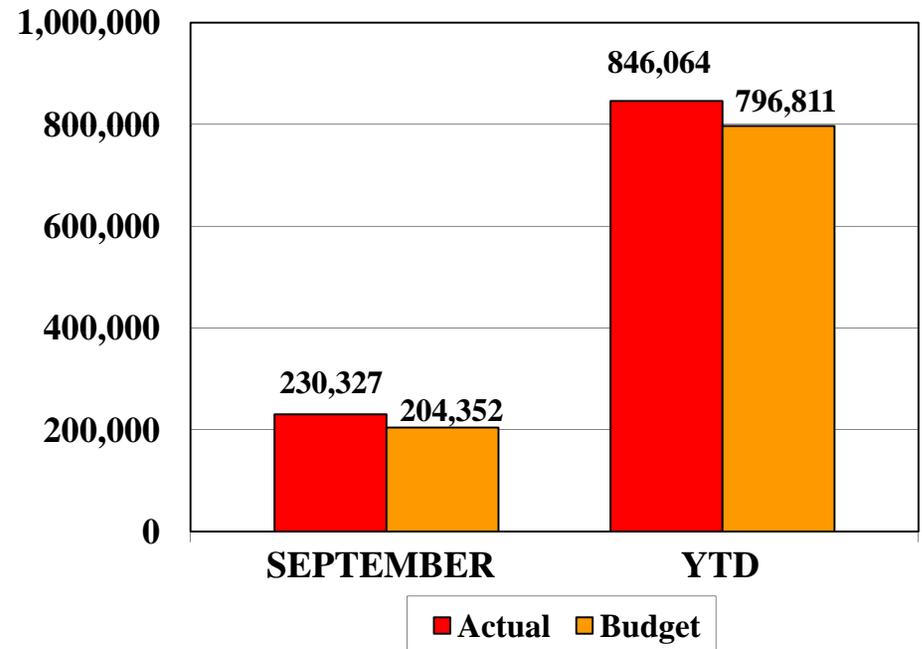
Centennial Olympic Park September 2011/YTD 2011 Total Revenue and Expense

Revenue



September Under Forecast \$39,175
YTD Under Forecast \$128,713
16.13%

Expense



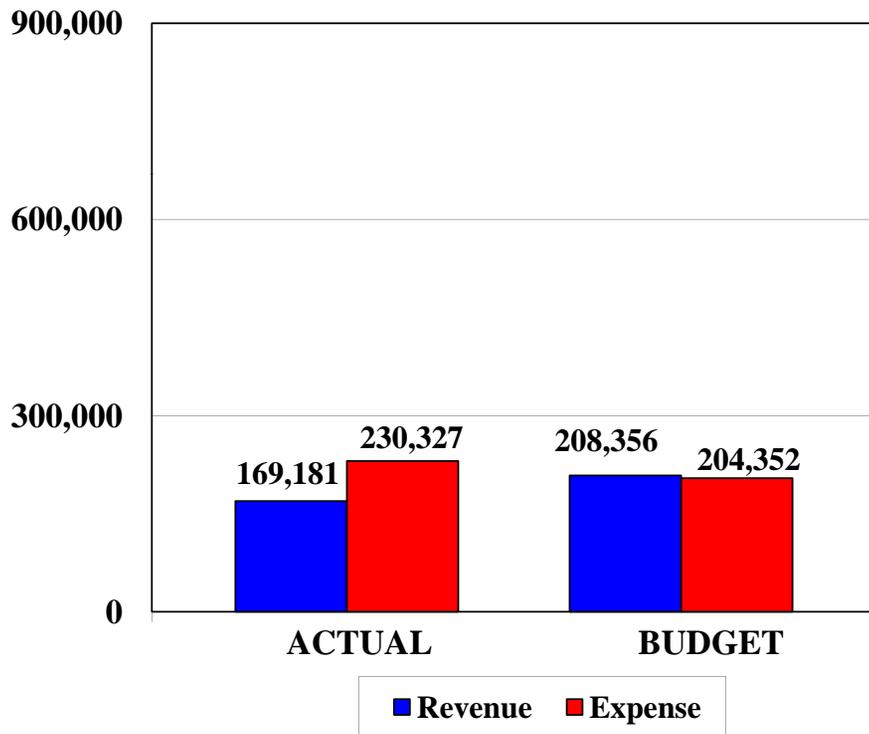
September Over Budget \$25,975
YTD Over Budget \$49,253
6.18%

Centennial Olympic Park

September 2011/YTD 2011

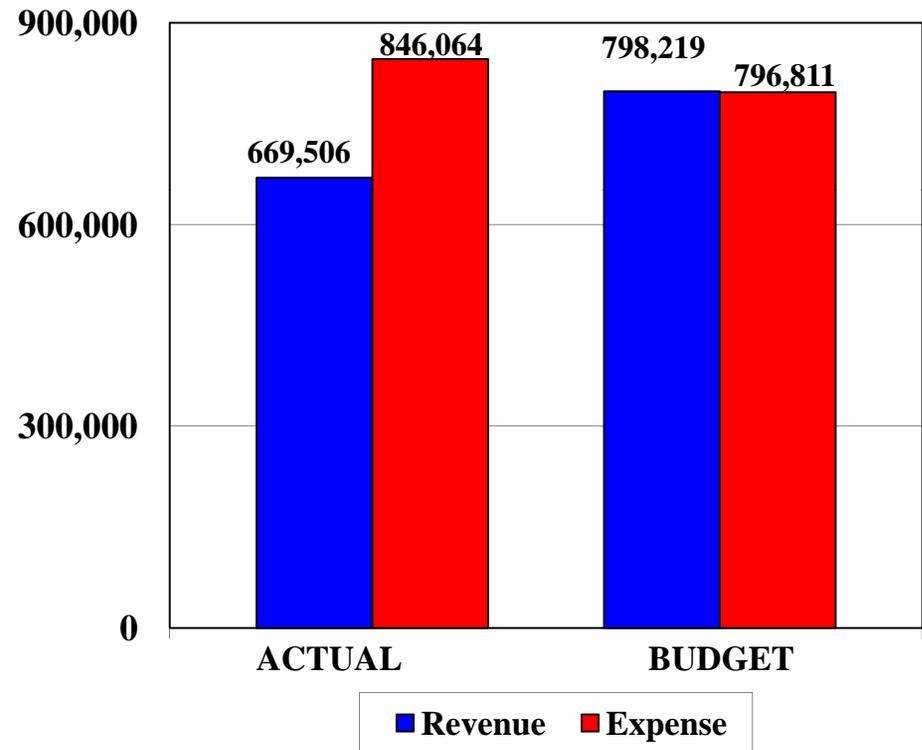
Net Gain / Loss Against Budget

SEPTEMBER



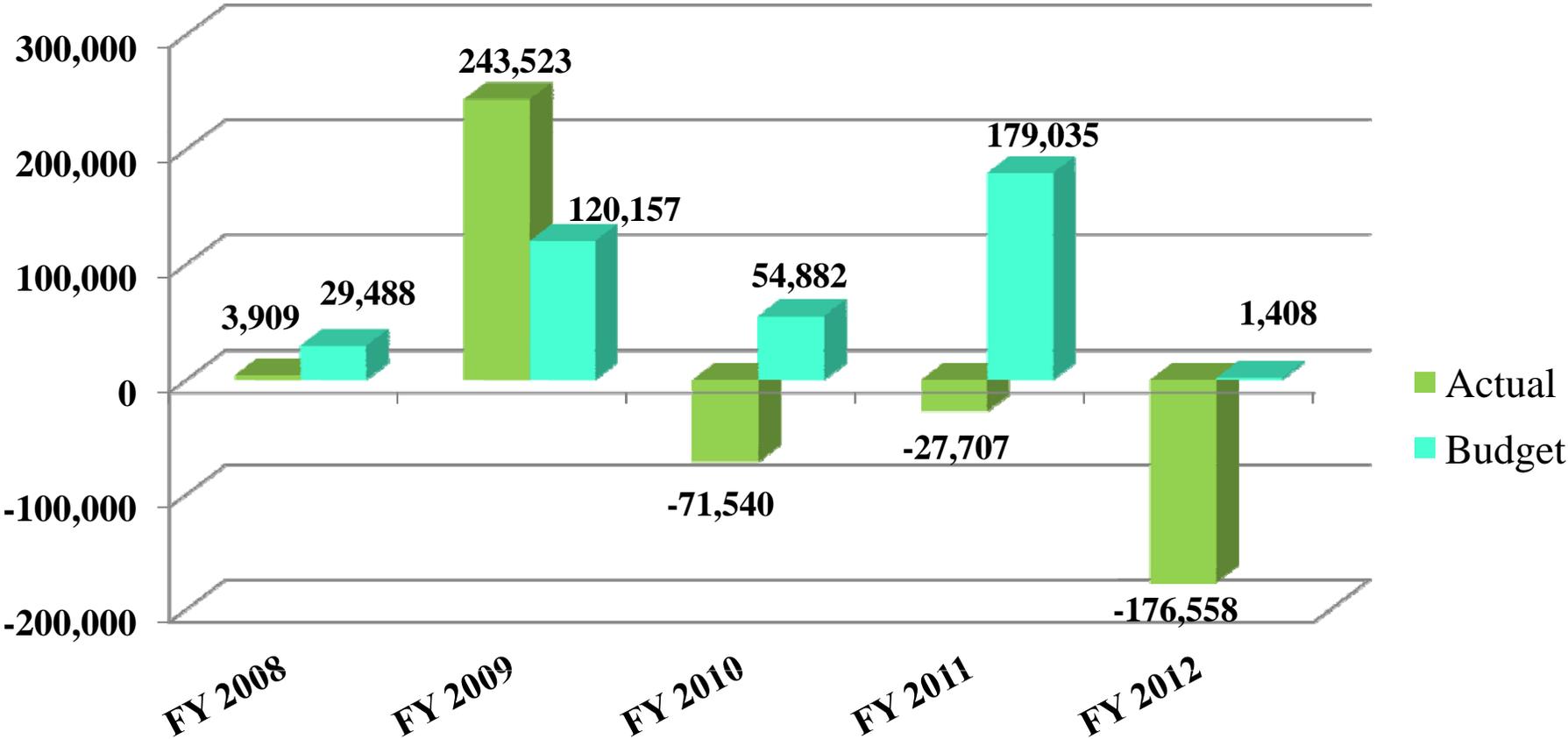
Projected Net Gain \$4,004
Actual Net Loss \$61,146
Variance \$65,150

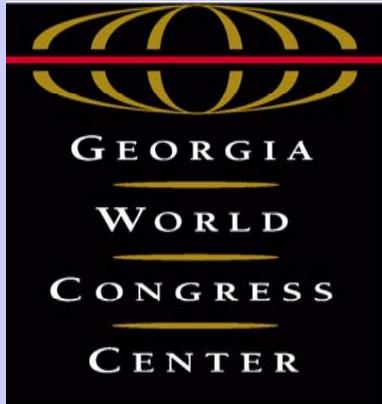
YEAR TO DATE



Projected Net Gain \$1,408
Actual Net Loss \$176,558
Variance \$177,966

Centennial Olympic Park Prior Years' Comparison July - September Net Gain/Loss





Georgia World Congress Center Authority

Economic Impact Update

GWCCA Economic Impact Model

46

**PRESENTED TO THE GWCCA BOARD
OF GOVERNORS
OCTOBER 25, 2011**

Background

47

- **Current economic impact model – ExPact (supported by Destination Marketing Association International – DMAI).**
 - ExPact relied on a single survey.
 - Data had not been updated since 2005.
 - Based on national/regional data, the output was skewed toward higher travel cost convention destination cities.
- **Spending per attendee was adjusted annually for inflation by Selig Center, University of Georgia.**

New Model FY11

48

- Partnered with ACVB and Georgia State to evaluate ExPact and identify alternative methodologies for economic impact assessments.
- Based upon assessments, we determined that the Oxford Event Impact Calculator represented the best methodology for economic impact assessments.
 - Oxford Economics - formerly Oxford Economic Forecasting - is a world-leader in quantitative analysis and rigorous economic forecasting. Utilizing an evidence-based approach to economic analysis helps businesses, governments and international organizations make the right investment, policy, and market decisions. Founded in 1981 as a joint venture with Templeton College, the business college of Oxford University, Oxford Economics has since grown into a major independent provider of global economic, industry, and business analysis.

New Model FY11 cont.

49

- Oxford Event Impact Calculator incorporates regular updates from 8 data sources/surveys:
 - ✦ Oxford's survey of meeting planners responsible for 290 exhibitions (in 2010)
 - ✦ Longwoods International's survey with exclusive focus on meeting, convention, and trade show spending. Longwoods is a respected leader in marketing, advertising, and public opinion research.
 - ✦ *Convention Industry Council's Economic Significance of Meeting Industry Study*
 - ✦ City-specific data on local costs: restaurant, retail, recreation, transportation, lodging, and U.S. Labor statistics
 - ✦ City-specific sales, wage, employment, tax rates, etc.
 - ✦ DMAI's database of metrics on # of delegates and room nights
 - ✦ Input from end user on event specific data
- In September 2011, DMAI partnered with Oxford Economics to offer the event impact calculator model to their membership; 74 have joined to date.

Methodology

50

- Major events list per facility, the length of the event and the estimated # of attendees.
- Classify each event by type (i.e.: Trade Show, Consumer Show, Sporting event [participation vs. spectator], or Corporate event).
- Utilizing the Oxford model, ticketing and surveys, we are able to estimate the # of out of state attendees based on the event type.
- Using the estimated out of state attendees and length of stay, the Model calculates the estimated direct spending by attendees, exhibitors, and support services to those events.

Methodology cont.

51

- Taking the Direct spend as calculated by the Oxford model, GSU, utilizing the IMPLAN modeling system, provided us with estimates to use for our monthly estimated economic impact and incremental state sales tax calculations.
- *IMPLAN modeling system: a complete economic assessment package, providing economic resolution from the National level down to the ZIP Code level.*
- GSU, utilizing the IMPLAN Modeling system, provides the Authority an annual impact assessment of events on campus for the past year.

Comparison

52

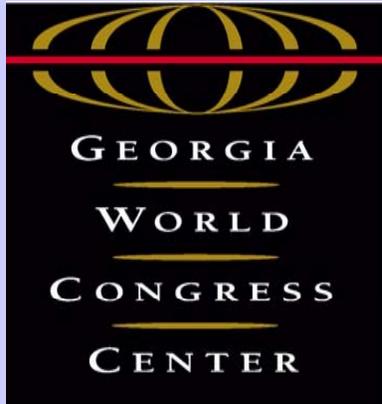
	<u>Oxford</u>	<u>ExPact</u>
Data Sources	8 different surveys	Single Survey - not updated since 2005
Geographic Focus	Individual destinations- Atlanta	National & Regional
Platform	Dynamic system for testing different event parameters	
Event Types	Analysis of business meetings, conferences, tradeshow, sporting events, etc.	Analysis of conferences and Tradeshow

Summary of FY11 Annual Economic Impact Report

53

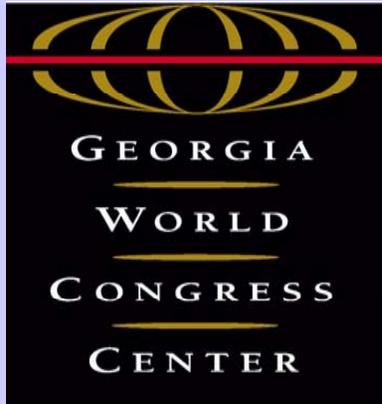
- Impact from direct spending \$1.75 billion;
- Additional \$76.2 million - State tax revenues;
- Additional \$64.4 million – local tax revenues;
- Additional \$21 million – Hotel/Motel tax revenues;
- Additional \$642 million in labor income

QUESTIONS?



Georgia World Congress Center Authority

Georgia Dome
2011 Proposed Bond
Refunding

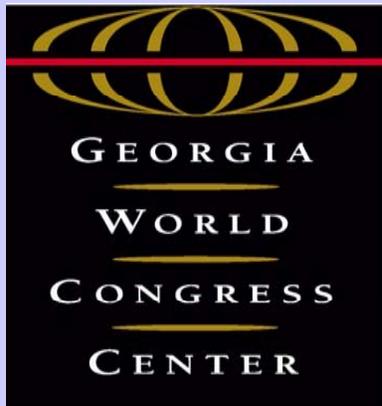


Georgia World Congress Center Authority

Refunding Schedule

Refunding Schedule

- October 24: Review transaction with GWCCA Finance Committee
- October 25: GWCCA Board approval
- October 26: Validation petition filed
- November 2: GSFIC Board approval
- November 15: Bonds validated
- November 29: GWCCA Board approves final pricing, Closing, redeem 2000 bonds



Georgia World Congress Center Authority

October 2011
Authority Meeting