



RFQ finalists for new stadium project on GWCCA campus interviewed

ATLANTA (April 16, 2013) – The Georgia World Congress Center Authority (GWCCA) hosted five finalists on Monday and Tuesday, as the process to select an architect moves forward. The finalists presented to 19 participants, including GWCCA Executive Director Frank Poe, Falcons owner Arthur Blank, the Evaluation and Recommendation Committee (ERC), and other advisors. The new stadium in Atlanta will not only serve as the home of the Atlanta Falcons but other sports, convention and entertainment events that are currently held at the Georgia Dome as well as those that could be held in the future.

The RFQ presentations, prescribed to allow the ERC to develop their recommendations as to the most qualified architect for the project, covered a variety of topics of interest including: overall fan experience, community impact, sustainability, and state of the art retractable roof technologies. “The presentations were thorough and informative. Each firm showcased the opportunity to continue our rich tradition of hosting our most popular events,” said GWCCA Executive Director Frank Poe. “The ERC will have a difficult decision to make.”

Atlanta Falcons Owner & Chairman Arthur Blank added, “There is no doubt that any of the groups we met with can execute on our vision for a stadium that will represent the finest of Atlanta’s past and future, add an iconic asset to the downtown landscape, and serve the best interests of the Georgia World Congress Center, the city and state, and the Falcons and our fans. We look forward to moving forward with this process.”

FAQs are included below for additional information on the RFQ process. For more on the new stadium development process, visit gwcc.com and click on the “Stadium Development”.

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1. What is the difference between an RFQ and an RFP?

An RFP (“Request for Proposal”) typically asks respondents for a combination of technical information, qualifications, term language, and pricing information. An RFQ (“Request for

Qualifications”) is a solicitation that strictly asks for qualifications data from the respondents that will serve to allow judgment of the respondent’s qualifications

2. Why is an RFQ being used in this situation vs. an RFP?

As the Authority will own the new stadium, an RFQ is required when “Professional Services” [as defined by OCGA 50-22-2(4)] are being acquired by State or Federal government. Architects and Engineers are considered firms that provide Professional Services.

3. Why are you not looking for the lowest bid?

This RFQ scenario is not a low bid process. However, the ultimate fees charged by the Architect and Engineers are very important and will be negotiated with the selected finalist (Apparent Awardee). If an agreement cannot be reached, then the 2nd highest-ranked respondent will be engaged for negotiation, and so on, until an agreement is reached. The process works in a way that if we choose to stop negotiations with the Apparent Awardee and move to Number 2, we cannot go back to Number 1. That is a very powerful incentive for the Apparent Awardee to make sure their fee is highly competitive.

4. Who is making the final decision on selecting an architect?

The Principal Representative of the Authority, the GWCCA Executive Director with the Board of Governors approval. The Principal Representative will enlist assistance from a committee of reviewers, the Evaluation and Recommendation Committee (ERC).

5. Who is on the ERC?

A total of eight representatives make up the ERC and include four members from the GWCCA and four from the Atlanta Falcons:

Rich McKay, President and CEO, Atlanta Falcons

Kim Shreckengost, EVP - Chief of Staff, Atlanta Falcons

Greg Beadles, EVP of Administration and CFO, Atlanta Falcons

Jim Smith, SVP and Chief Marketing Officer, Atlanta Falcons

Sherrie Spinks, CFO GWCCA

Kevin Duvall, COO GWCCA

Mark Zimmerman, GM GWCC

Adam Straight, Director of Facility Operations, Georgia Dome

6. What is the role of the Falcons?

The Authority is closely coordinating the solicitation process with the Falcons.

7. What is the role of the NFL?

NFL guidelines and specifications will be adhered to as the design process unfolds.

8. Do you have a design in mind?

A new stadium design will be determined when an Architect is on board. The RFQ process is to select the most qualified team, not to select a design.

9. Will the selected site impact the design?

Yes, but likely to minimal extent. Final site will be determined as outlined by the MOU.

10. What about specific questions about seats, suites, capacity, etc ?

While there is a preliminary facilities program included in the RFQ, those details will be used as a guideline and further developed as the design process proceeds.

11. What qualifications are asked for in terms of experience, licenses, suitability...how is this determined?

The RFQ is very specific on what is being requested (deliverables) and how the deliverables are judged (criteria).

12. What are the differentiators?

There can be many, but generally the firms that excel with regard to all of the stated qualifications criteria (Stability & Resources, Experience, Suitability, and Past Performance) will likely be ranked higher.

13. What do you mean by iconic?

It can mean widely admired, universally recognized, heavily symbolic, invoking emotional reaction, etc. That will be a key issue the Lead Architect will work on with the Falcons, the Authority, and the community, among others.

14. Does the RFQ include a target Construction Price?

The RFQ includes an approximate construction budget, as is customary in communicating project information to Architects.

Media Contact:

Jennifer LeMaster

Director of Communications

404-223-8697 (direct)

jlemaster@gwcc.com

Located in the heart of downtown Atlanta, the Georgia World Congress Center Authority, which includes the 3.9 million square foot convention center, the 71,250-seat Georgia Dome and 21-acre Centennial Olympic Park, ranks among the top five largest convention destinations in the country as well as one of the best sports and entertainment campuses in the world.