

GEORGIA
WORLD
CONGRESS
CENTER
ANNUAL
REPORT
1991

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OUR
CONSTRUCTION
THIS YEAR WILL
RESULT IN
SPECTACULAR
OPPORTUNITIES
AS THE '90S
UNFOLD. AND WE
LOOK FORWARD
TO REPORTING
THEM TO YOU
IN THE YEARS
AHEAD.

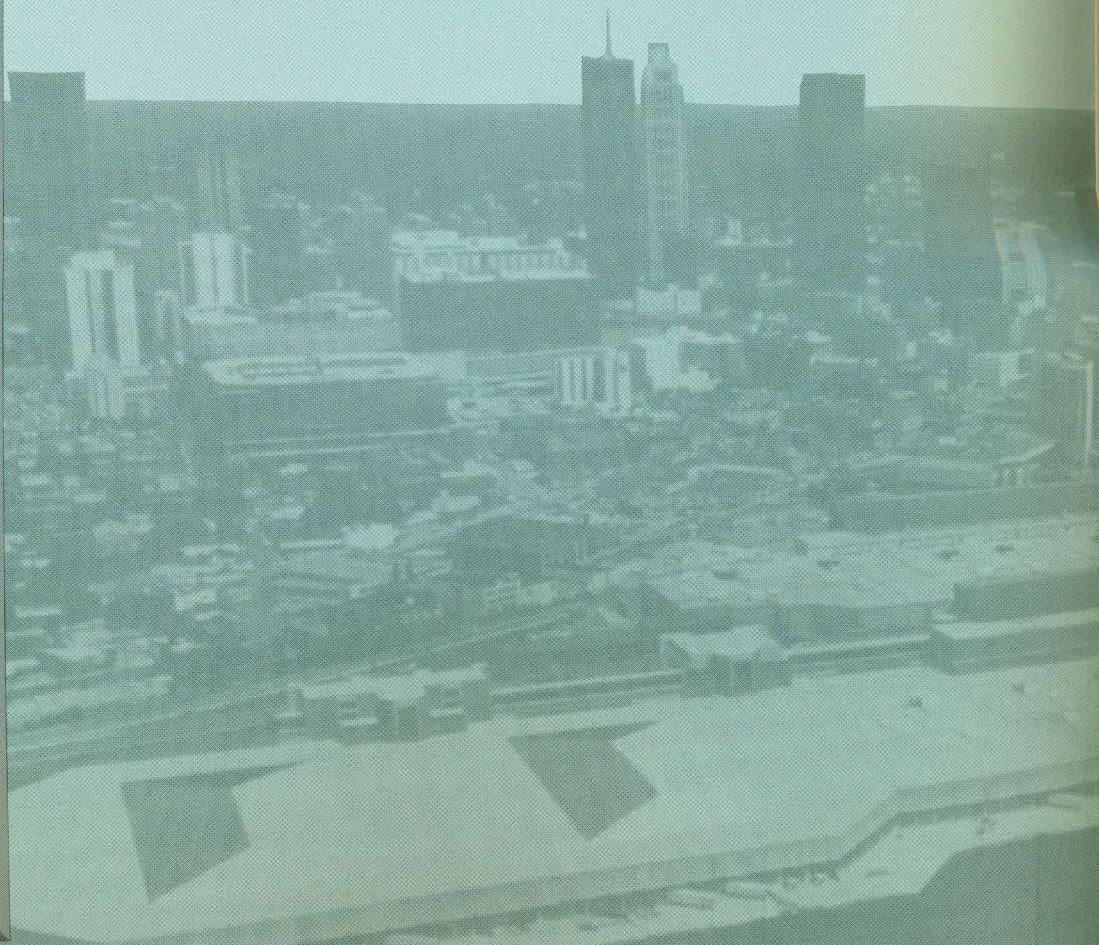


As Atlanta comes of age as an international city, the Georgia World Congress Center is proud to have kept pace. This was a year of unprecedented growth for the Congress Center as we continued to attract business from every corner of the nation, and our vision of expansion was realized.

Not since the Congress Center opened in 1976 have we seen so much construction activity at this facility. Construction of the Georgia Dome is progressing at a record pace for an August 1992 opening, and in February the General Assembly approved \$75 million for the Congress Center's second expansion in its 15-year history.

When our expansions open next year, the Georgia World Congress Center will become the second largest convention center in the nation behind Chicago's McCormick Place. More importantly, the Georgia Dome and Phase III allow us to maintain current bookings and accommodate future growth in our industry. Phase III's two exhibit halls — G and H — are already tentatively booked for 10 shows in late 1992 and 25 in 1993, and an average of 210 days per year through the year 2000.

Overall, the Congress Center is booked at 87 percent of its practical maximum occupancy for the next five years and 83 percent through the year 2001. With the addition of Phase III, the Congress Center expects to attract an additional 200,000 to 300,000 attendees each year.



The unprecedented progress of the Georgia Dome, which will be the home of the NFL's Atlanta Falcons football team, is chronicled on the next page. We know it will become an interesting part of our annual report in the years to come.

Like all Georgians, we look forward to a more thriving economy. Fortunately, the World Congress Center has not felt many of the adverse effects of the current recession. Attendance for fiscal year 1990-1991 increased to nearly 1.3 million visitors, outpacing the industry during all four quarters. Another sign of our economic health, rental income remained steady at just over \$7 million.

Along with other convention centers, serving as an economic catalyst to the state is our primary objective. And it is important to note that the Congress Center did not require any operating subsidy from the state. Even in this weak economy, our industry has proven nearly recession-proof, as the Congress Center reported revenue of \$18,109,611.

Last year alone, attendees to the Congress Center's 60 major trade shows typically spent \$214 per day on everything from hotel accommodations to restaurants and transportation. This pumped more than \$580 million into the economy and generated \$39 million in state taxes.

Our construction this year will result in spectacular opportunities as the '90s unfold. And we look forward to reporting them to you in the years ahead.

DA Grasse

DOME CONSTRUCTION MILESTONES

OCTOBER '91:

Cable roof will reach its highest point and fabric installation will begin

DECEMBER '91:

Electricity will be turned on

JANUARY '92:

Installation of seats will begin (five-month process)

FEBRUARY '92:

Roof will be water-tight and interior work will intensify

APRIL '92:

Secondary roofing systems installed

MAY '92:

Air conditioning will be turned on

JUNE '92:

Astroturf and field equipment installed

JULY '92:

Georgia Dome staff will move its offices into the Dome

AUGUST '92:

Georgia Dome will host its first event — Atlanta Falcons vs. Philadelphia Eagles pre-season game

With just a year to go before opening, the Georgia Dome is rapidly shifting from the design and construction phase into ultimate operation. And the stadium is beginning to make an exciting addition to Atlanta's skyline.

Fiscal 1990-91 was a year of growth for the nation's newest and most sophisticated stadium. The construction team of Beers, Inc.; H.J. Russell & Company; Holder Corporation and Barton-Malow Company worked six days a week completing the foundation as well as the cabling for the 8.6-acre Teflon-coated Fiberglas roof. Inside, sales of executive suites and club seats progressed as rapidly as the construction. At the end of the fiscal year, 158 of the 182 suites had been leased and nearly half of the 5,600 club seats were leased.

The Dome, coupled with the adjacent 2.5 million square-foot GWCC, will comprise one of the largest, most sophisticated sports, entertainment and convention complexes in the world. In addition to being the home of the NFL's Atlanta Falcons, the Dome will host Super Bowl XXVIII in 1994 and serve as the basketball and gymnastics venues for the 1996 Olympic Games. With a seating capacity of 70,500 for football, the Georgia Dome will also provide arena and stadium configurations that can seat from 20,000 to 80,000 people. The Georgia Dome's arena style seating will also give the Congress Center tremendous flexibility in booking events. And the sealed concrete floor adds an additional 102,000 square feet to the exhibit space capacity.

Above all, we believe the team we are building to manage the Georgia Dome is an outstanding addition to the entire complex. During the coming year, they will concentrate on establishing marketing and operating procedures as well as continue to book the facility.

Looking forward, we expect the Georgia Dome to capture the international spotlight as it prepares to open its doors in August 1992 and become a dynamic addition for the complex during the years to come.

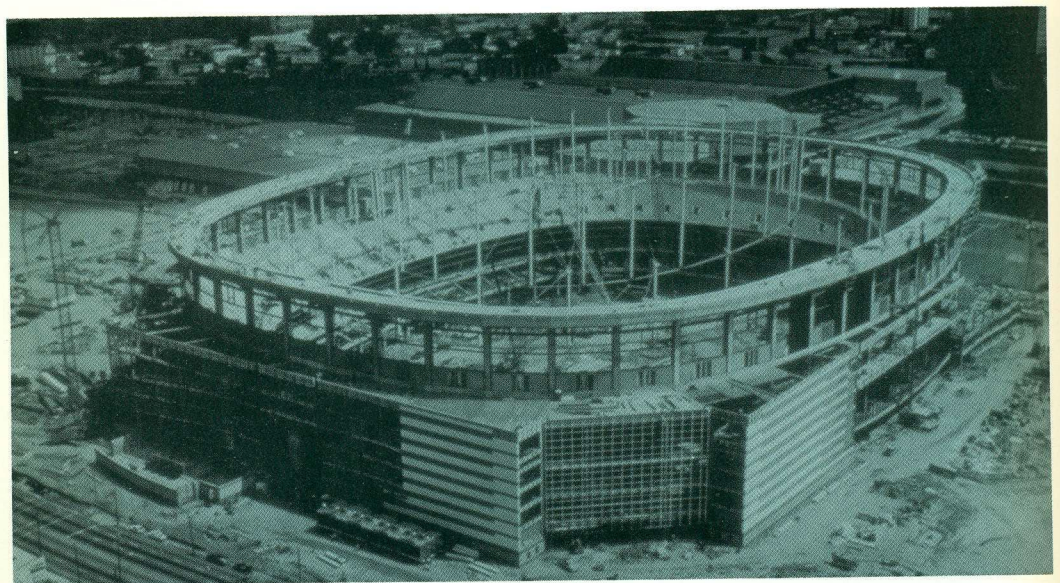


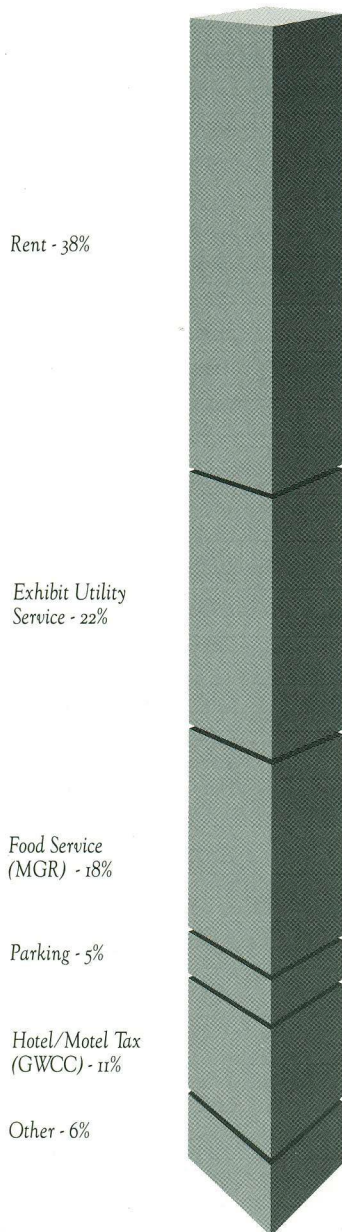
Photo courtesy Aerial Innovations of Georgia, Inc.

Fiscal year 1990-91, ending June 30, marked another record year for the Georgia World Congress Center. A steady year of large trade shows, consumer shows, conventions and corporate meetings resulted in a net operating profit of \$4.5 million. And even in a weak economy, the Congress Center proved relatively recession-proof and required no state appropriations for operations. In addition, the GWCC generated \$39 million in new tax revenue for the state of Georgia.

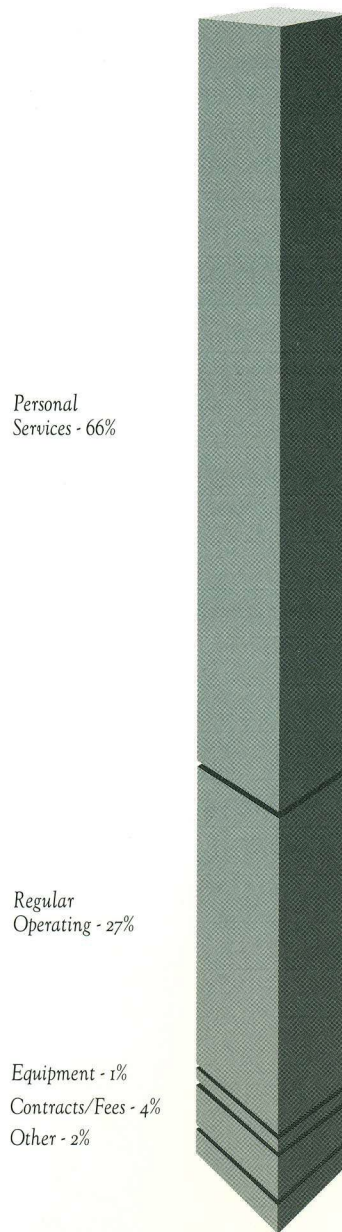
INCOME

Building rental income provided 38% of the GWCC's total income in fiscal year 1990-91. Exhibit space rental dropped slightly this year; however, income generated from meeting rooms, ballroom, auditorium and the conference center increased significantly from \$746,050 to \$1,084,161. Exhibit utility services income, food service income and parking revenue also continued to increase.

INCOME



EXPENSES



EXPENDITURES

Overall operating expenses were in line with budget projections. Personal services expense increased slightly due to new staffing and normal payroll increases. "Other" expenses account for telecommunication and computer costs and supplies, leases on equipment, travel, printing and minor miscellaneous expenses.

INCOME AND EXPENDITURES STATEMENT

EVENTS
AT THE
GWCC
GENERATED
A TOTAL
ECONOMIC
IMPACT OF
MORE THAN
\$900,000,000.

INCOME

| | FY 1989-90 | FY 1990-91 |
|-------------------------------|----------------------|----------------------|
| Beginning Adjusted Balance | \$ 1,736,267 | \$ 487,344 |
| Rent | 7,344,953 | 7,216,396 |
| Exhibit Utility Services | 3,820,333 | 3,924,850 |
| Food Service (MGR) | 3,201,784 | 3,170,574 |
| Parking | 712,387 | 725,703 |
| Hotel/Motel Tax (GWCC) | 1,169,435 | 1,927,377 |
| Other | 2,082,367 | 1,144,712 |
| Sub-total: | \$ 18,331,259 | \$ 18,109,611 |
| State of Georgia | 0 | 0 |
| Hotel/Motel Tax (ACVB) | 5,625,539 | 5,005,794 |
| Hotel/Motel Tax (Atlanta '88) | 4,740,938 | 1,015,903 |
| Special Projects | 100,000 | 300,000 |
| TOTAL | \$ 28,797,736 | \$ 24,431,308 |

EXPENDITURES

| | | |
|------------------------|----------------------|----------------------|
| Personal Services | 8,218,280 | 8,929,182 |
| Regular Operating | 3,685,522 | 3,752,833 |
| Equipment | 341,806 | 169,921 |
| Contracts/Fees | 619,007 | 589,573 |
| Other | 373,439 | 289,920 |
| Sub-total | \$ 13,238,054 | \$ 13,731,429 |
| Special Projects | 114,136 | 1,103,239 |
| Hotel/Motel Tax (ACVB) | 10,366,477 | 5,005,794 |
| TOTAL | \$ 23,718,667 | \$ 19,840,462 |
| NET PROFIT | \$ 5,079,069 | \$ 4,590,846 |
| RESERVE FUNDS | \$ 5,828,370 | \$ 3,000,000 |
| FUND BALANCE | \$ 986,965 | \$ 2,078,190 |

RENTAL

| | FY 1989-90 | FY 1990-91 |
|--|---------------------|---------------------|
| Exhibit Hall Rent | \$ 6,308,638 | \$ 5,730,725 |
| Meeting Rooms/ Ballroom/Auditorium Conference Center | \$ 746,050 | \$ 1,084,161 |
| Miscellaneous Rent | \$ 290,265 | \$ 401,510 |
| TOTAL RENT | \$ 7,344,953 | \$ 7,216,396 |

UTILITY SERVICE

| | FY 1989-90 | FY 1990-91 |
|----------------------|---------------------|---------------------|
| GROSS INCOME | \$ 3,820,333 | \$ 3,924,850 |
| EXPENSE | | |
| Labor | \$ 661,459 | \$ 563,805 |
| Material & Supplies | \$ 282,879 | \$ 325,311 |
| TOTAL EXPENSE | \$ 944,338 | \$ 889,116 |
| GROSS PROFIT | \$ 2,875,995 | \$ 3,035,734 |

FOOD SERVICE

| | FY 1989-90 | FY 1990-91 |
|----------------------------------|----------------------|----------------------|
| INCOME | | |
| Food Sales | \$ 8,966,793 | \$ 9,043,082 |
| Beverage Sales | 1,417,395 | 1,148,393 |
| Miscellaneous | 172,190 | 253,181 |
| TOTAL INCOME | \$ 10,556,378 | \$ 10,444,656 |
| EXPENDITURES | | |
| Cost of Sales (Product) | \$ 2,463,419 | \$ 2,399,392 |
| Wages, Salaries & Related | 2,867,643 | 2,933,422 |
| Other Operating Expenses | 1,678,971 | 1,586,180 |
| TOTAL EXPENSE | \$ 7,010,033 | \$ 6,918,994 |
| NET INCOME | \$ 3,546,345 | \$ 3,525,662 |
| DIVISION OF NET INCOME | | |
| MGR, Inc. | \$ 327,317 | \$ 326,283 |
| Georgia World Congress Center | \$ 3,219,028 | \$ 3,199,379 |

RENTAL

Rental income from exhibit halls, meeting facilities and miscellaneous equipment represented 38% of all self-generated income for the GWCC. Total rental income decreased 1.75% or \$128,557 in fiscal year 1990-91; however, income generated from meeting rooms, ballroom, auditorium and the conference center and miscellaneous rental during FY 90-91 increased significantly from \$746,050 to \$1,084,161.

Miscellaneous income, representing 5.5% of rental income, was generated from guest services in the Entrance Concourse, equipment rental and permanent displays in Georgia Hall.

UTILITY SERVICES

Utility services provided to exhibitors at the GWCC accounted for revenue totaling \$3,924,850 in fiscal year 1990-91. Exceeding last year's gross income by 3%, this revenue includes the supply of electrical service, gas connections, compressed air, water and drains to GWCC exhibitors.

FOOD SERVICES

Food Services by MGR, Inc., which provides all food and beverage service within the GWCC, is a vital part of the Congress Center's success. Fiscal year 1990-91 was another successful year for MGR and its staff of 87 permanent employees and more than 375 part-time employees. MGR provided outstanding service to the Congress Center not only by catering to meetings and banquets, but also by operating 13 restaurants and concession areas, a bakeshop and an on-site florist.

During FY 1990-91, MGR's net income totaled \$3,525,662, very close to last year's record \$3,546,345.

GEORGIA ECONOMIC BENEFITS SUMMARY

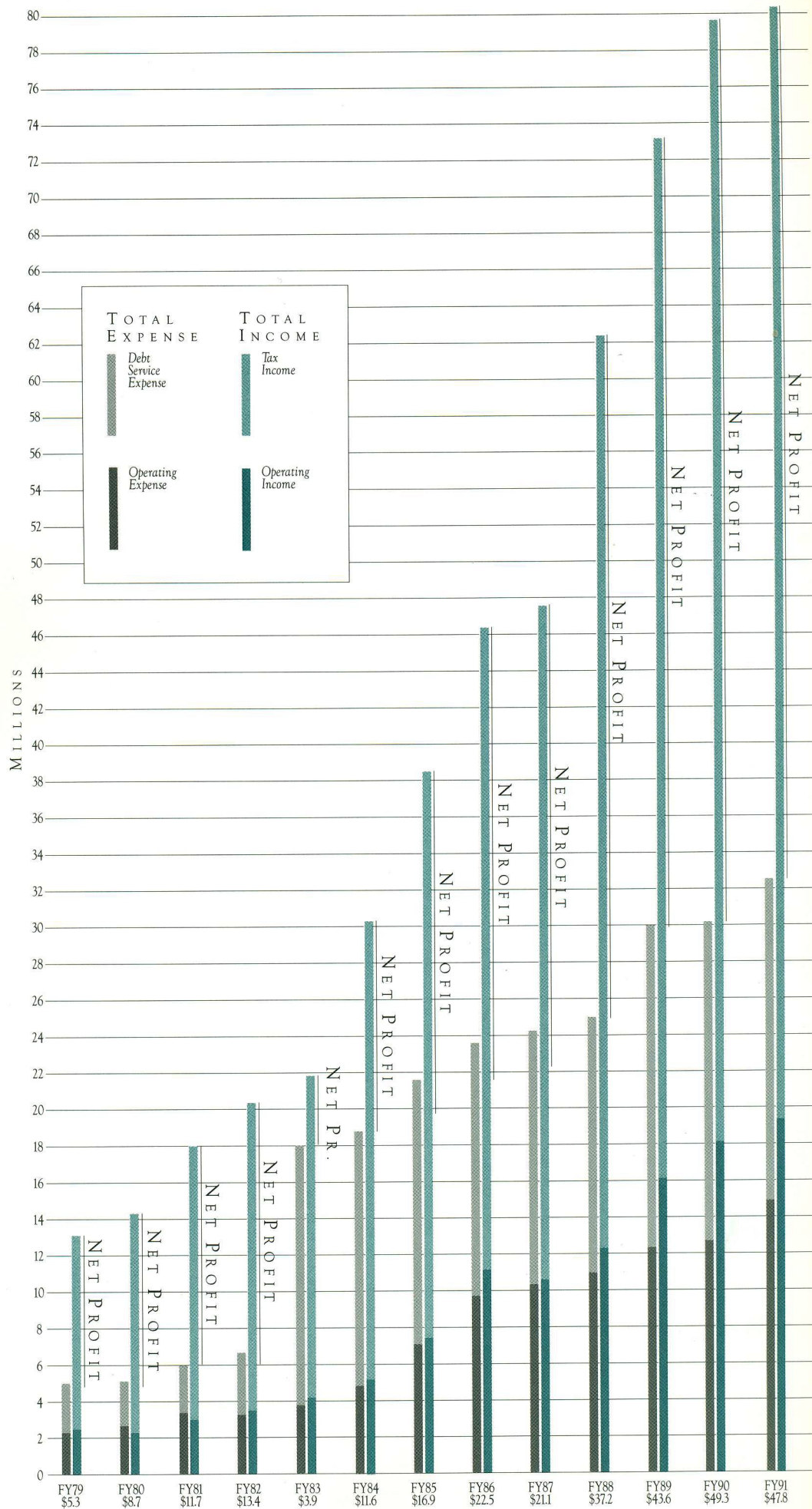
The Georgia World Congress Center is a state authority created to encourage economic development. By attracting out-of-town visitors to conventions and trade shows, the state of Georgia realizes millions of "new dollars" from direct spending as well as income from taxes.

During FY 1990-91, \$580,468,366 "new dollars" were generated from Georgia World Congress Center activity. As this money circulated, it created a total economic impact of approximately \$963,577,488.

Each out-of-town guest spends an average of \$214 per day in Atlanta during the average 4.25 days a visitor spends during a convention or trade show. This amount includes everything from hotel rooms and local transportation to restaurants and shopping.

To calculate the "new dollars" generated by GWCC activity, multiply \$214 (average spending per day) X 4.25 (average stay) X 638,228 (number of FY 90-91 out-of-town guests). This amount represents the dollar figure that is contributed to the local economy by visitors to the World Congress Center.

The total economic impact is calculated by multiplying the "new dollars" by 1.66 times. This indicates the approximate number of times these "new dollars" generated by the GWCC are turned over in the community to stimulate the economy.



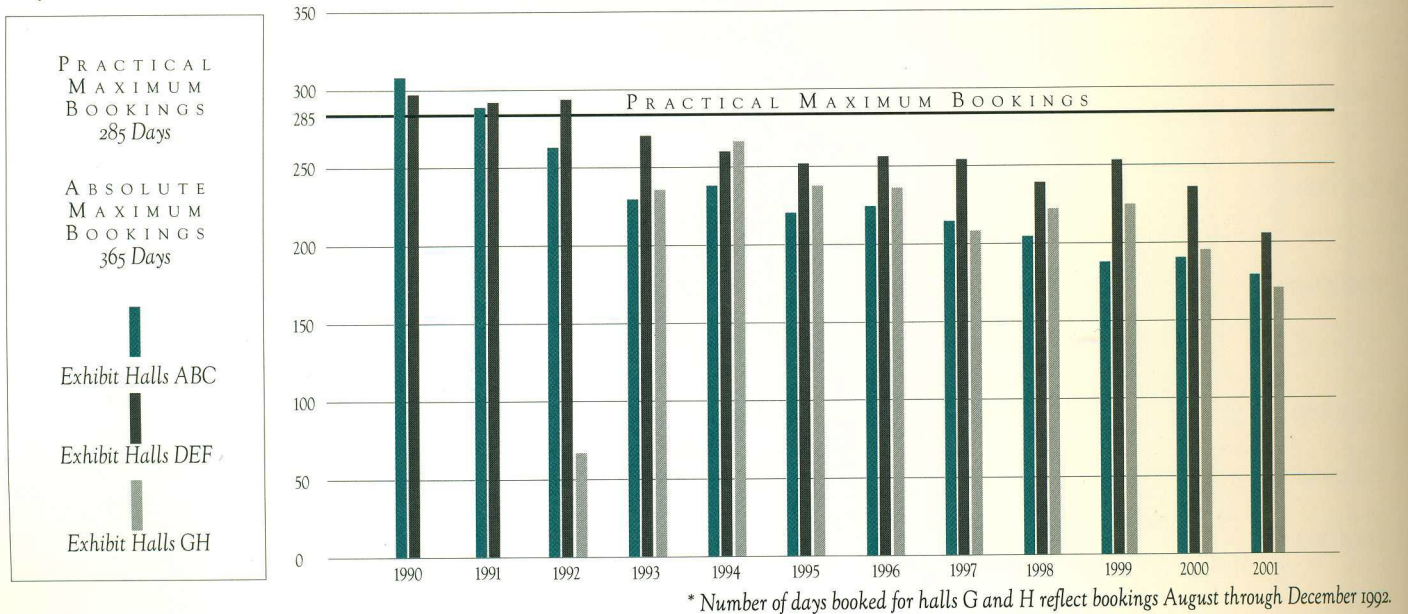
FISCAL YEAR 1990-91

| Category | "New Dollar" Impact | Secondary Impact | Total Economic Impact |
|---------------------|------------------------|---------------------|-----------------------------|
| Personal Income | \$ 107,386,648 | \$ 249,137,023 | \$ 356,523,671 |
| Retail Sales | 473,081,718 | 133,972,099 | 607,053,817 |
| <hr/> | | | |
| Total Dollars | \$ 580,468,366 | \$ 383,109,122 | \$ 963,577,488 |
| Employment | 5,303 | 8,644 | 13,947 |
| TAXES | | | |
| Retail Sales | \$ 23,654,086 | \$ 6,698,605 | \$ 30,352,691 |
| Concessions | 283,849 | 0 | 283,849 |
| Hotel/Motel | 21,405,664 | 0 | 21,405,664 |
| Personal Income | 2,255,120 | 5,231,877 | 7,486,997 |
| Corporate Income | 506,197 | 786,828 | 1,293,025 |
| <hr/> | | | |
| TOTAL TAXES | \$ 48,104,916 | \$ 12,717,310 | \$ 60,822,226 |

FOUR YEAR ECONOMIC SUMMARY

| | FY 87-88 | FY 88-89 | FY 89-90 | FY 90-91 |
|----------------------------------|-------------|-------------|---------------|-------------|
| "New Dollars" Generated | 525,031,612 | 598,511,937 | 613,113,050 | 580,468,366 |
| Total Impact Of "New Dollars" | 871,552,476 | 993,529,815 | 1,017,767,663 | 963,577,488 |
| TAX REVENUES | | | | |
| Georgia State Taxes | 35,674,105 | 40,641,806 | 41,633,290 | 39,416,562 |
| Atlanta Hotel/ Motel Tax | 14,425,939 | 16,613,023 | 19,734,032 | 21,405,664 |
| <hr/> | | | | |
| TOTAL TAX REVENUES | 50,100,044 | 57,254,829 | 61,367,322 | 60,822,226 |

An "Exhibit Hall Day" is equivalent to all space booked in either exhibit halls ABC, DEF or GH* for one full day. "Practical Maximum Bookings" are equivalent to all exhibit hall space booked for 285 days. This number takes into account national holidays, weak seasonal periods in July, August and December, plus three days per month for inherent scheduling gaps between major trade shows.



EVENT ATTENDANCE

Convention attendance at the Georgia World Congress Center remained steady in fiscal year 1990-91. With 60 conventions, consumer shows and trade shows and a myriad of small meetings and food functions, the Congress Center attracted 1,294,664 visitors. Of that number, 638,228 were out-of-town guests.

Eight trade shows drew more than 20,000 people, including the Bobbin Show/AAMA Convention, 21,920; Southeastern Poultry & Egg Convention, 22,071; Southern Baptist Convention, 23,465; American College of Cardiology, 25,621; National Home Health Care, 28,600; International Woodworking, 34,561; National Association of Home Builders, 55,105; COMDEX, 58,000; and The Super Show, 85,456.

Consumer and public shows ranging from automobile and boat shows to baby expos also continued to draw large crowds to the Congress Center. Attracting the largest crowds were the International Auto Show, 40,000; the annual Atlanta Area Council of Boy Scouts Show, 60,000; and the Festival of Trees, 97,000.

| | FY 1986-87 | FY 1987-88 | FY 1988-89 | FY 1989-90 | FY 1990-91 |
|--------------------------|------------|------------|------------|------------|------------|
| Attendance | 1,343,821 | 1,622,477 | 1,302,882 | 1,265,040 | 1,294,664 |
| "Out of Town" Attendance | 598,062 | 577,275 | 658,067 | 674,121 | 638,228 |
| Total Daily Attendance | 3,287,522 | 3,498,621 | 3,441,600 | 3,455,933 | 3,368,905 |

As of June 30, 1991, the Georgia World Congress Center had 269 authorized full-time positions. In addition, the Congress Center utilized 169,827 hours of part-time labor during the year, equivalent to approximately 42 full-time positions at 40 hours per week. The supplemental labor force enables the GWCC to balance labor peaks and valleys created by large events.

The Congress Center's reputation for outstanding service has helped place the GWCC among the most sought-after meeting places in the country. The service-oriented attitude and can-do spirit of our employees is fundamental to ensuring a premier place for the Georgia World Congress Center within our industry. During the past year, 28 employees were honored with five-year service awards while three people received 10-year awards. The first 15-year service awards will be presented in December 1991 to the 16 employees who have worked at the facility since its opening in 1976.

Additionally, the World Congress Center expanded training and educational opportunities in 1990-91. New career development programs were introduced that augmented standard training and productivity. During the past year, eight employees were enrolled in the Tuition Reimbursement Program; 78 employees were trained in CPR; 25 employees participated in departmental specialized mini-seminars to upgrade supervisory skills; approximately 30 Security employees spent 2,723 hours in training; and 14 employees received assistance through the Employee Assistance Program.

During the past year the GWCC/DOME also employed several interns. Two Georgia State School of Hospitality Administration students spent 11 weeks each in the Event Services Department; four interns have assisted the Georgia Dome staff with start-up projects; and two students were hired during the summer months in the Engineering Department. Also during the year, the Human Resources department finalized an organizational structure for the Georgia Dome and geared up to recruit for positions for the Georgia Dome as well as to handle Phase III Expansion of the Congress Center.

ANALYSIS OF CURRENT GWCC
WORK FORCE

| | MALE | | FEMALE | |
|---------|-----------|----------|-----------|----------|
| | Caucasian | Minority | Caucasian | Minority |
| Number | 75 | 97 | 36 | 40 |
| Percent | 30% | 38% | 15% | 17% |

ANALYSIS OF METROPOLITAN ATLANTA
AREA WORK FORCE

| | MALE | | FEMALE | |
|---------|-----------|----------|-----------|----------|
| | Caucasian | Minority | Caucasian | Minority |
| Number | 513,252 | 129,057 | 381,423 | 133,921 |
| Percent | 44.3% | 11.1% | 33% | 11.6% |

GWCC ORGANIZATIONAL CHART

THE CONGRESS

CENTER'S

REPUTATION FOR

OUTSTANDING

SERVICE HAS

HELPED PLACE

THE GWCC

AMONG THE

MOST SOUGHT-

AFTER MEETING

PLACES IN THE

COUNTRY.

GEORGIA WORLD
CONGRESS CENTER
AUTHORITY

ADMINISTRATION

EXECUTIVE DIRECTOR

General Manager
Asst. General Manager
Director of Administration
Exec. Sec. to Exec. Director
Exec. Secretary
Secretary
Guest Services Coordinator
Tourism Info. Coordinator
Clerk Typist

ENGINEERING

Director Of Engineering

Asst. to Director of Engineering
Secretary

EVENT SERVICES

Dir. Of Event Services

Event Services Manager
Event Coordinator Sr.
Event Coordinator (5)
Event Coordinator Trainee
Executive Secretary
Secretary
Data Entry Clerk
CADD Systems Spec.
Asst. CADD Sys. Spec.
Reproduction Clerk

SECURITY

Chief Of Security

Asst. Chief of Security
Lieutenant (4)
Sergeant (3)
Security Guard (24)
Communications Spec. (6)
Clerk Typist

MARKETING

Director Of Marketing

Asst. to Marketing Director
Sales Director
Sales Manager
Account Executive (4)
Comp. Scheduling Spec.
Asst. Comp. Sched. Sp.
Market Research Analyst
Secretary (2)
Clerk Typist
Record Center Clerk
Receptionist

ACCOUNTING

Controller

Asst. Controller
Accountant (2)
Computer Operations Mgr.
Payroll Supervisor
Payroll Technician
Accounting Tech. II (2)
Accounting Clerk
Secretary
Data Transcriber

HUMAN RESOURCES

Director Of Human Resources

Personnel Assistant
Personnel Analyst
Employment Coordinator Secretary

BUILDING SERVICES

Building Services Director

Asst. to Building Services Dir.
Secretary

FOOD SERVICES*

General Manager

Asst. General Manager
Personnel
Marketing
Culinary
Accounting
Banquet
Concessions
Utilities
Terraces
Laundry/Labor Pool

Utility Services Manager

Service Desk Rep. (4)
Electrician I (5)
Electrician II (5)
Electrician III (6)
Electrician IV (7)
Plumber
Plumber/Welder III
Maintenance Engineer (4)

Physical & Power Plant Sys. Mgr.

Chief A/C Mechanic
A/C Mechanic II (2)
A/C Mechanic III (2)

Maintenance Manager

Maintenance Foreman
Data Entry Clerk
Carpenter I
Carpenter II
Carpenter III (2)
Carpenter IV
Painter I
Painter II (4)
Plumber
Plumber/Welder I
Brickmason
Shop Mechanic
Equipment Repair Mechanic
Maintenance Engineer (5)

Parking Supervisor

Parking Attendant (3)

Public Relations Manager

Public Relations Asst.

Purchasing Agent

Asst. Purchasing Agent
Data Transcriber
Central Supply Coordinator
Receiving Clerk

Tech. Services Manager

Sr. Audio Technician (2)
Audio Technician (5)

Housekeeping Serv. Manager

Shift Manager (2)
Custodian Swing Lead
Custodian Lead (11)
Custodian (11)
Housekeeper (24)
Groundskeeper Lead
Groundskeeper (3)

Set-Up Services Manager

Asst. Set-Up Services Manager
Set-Up Lead (5)
Set-Up Attendant I (3)
Set-Up Attendant (14)

* Contractual Service by MGR Food Services, Inc.

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Atlanta, Georgia

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Chief Executive Officer
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Hapeville, Georgia

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Vice President
Sea Island Company
Sea Island, Georgia

Paula Lawton-Bevington
Vice President
Servidyne, Inc.
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OVERVIEW
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