

GEORGIA  
WORLD  
CONGRESS  
CENTER

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ANNUAL  
REPORT



GEORGIA  
DOME

# GEORGIA WORLD CONGRESS CENTER AUTHORITY

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## GWCC LEGISLATIVE OVERVIEW COMMITTEE

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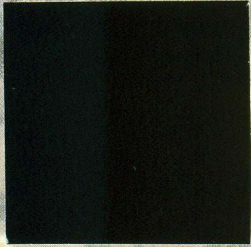
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Senator Ronald D. Slotin

Representative Larry J. Parrish,  
Vice Chairman

Representative Roger Byrd

Representative Louise McBee



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Photo by David Murray Jr.

## DIRECTOR'S REPORT

Fiscal year 1992-1993 was a year of dramatic growth for the Georgia World Congress Center Authority. With the August opening of both the 71,500-seat Georgia Dome and the Congress Center's 310,000 square foot Phase III expansion, we became one of the world's largest sports, entertainment and convention complexes virtually overnight.

The spectacular opening of the Georgia Dome included a public weekend entitled "Roam the Dome" that drew more than 230,000 visitors from around the state and region, as well as a gala dinner to honor the people who contributed to the success of the project. From there, the Dome immediately moved into its first season and hosted more than one million guests in its first three months of operation.

Phase III, with its dramatic new concourse, will allow the Congress Center to keep up with growth demands of events and host larger events as well as increase the number of simultaneous activities the facility can host. Overall, the Congress Center is booked at 87 percent of its practical maximum occupancy for the next 10 years.

Both of these new additions are major assets the state of Georgia can be proud of for years to come. The primary goal is for these facilities to serve as economic catalysts for the entire state. Moving into the next year and beyond, we forecast that both the expanded World Congress Center and the new Georgia Dome will be major factors in the success of the state's hospitality industry.

Elsewhere in this report you will note these developments were accomplished with a dedicated staff who continued to offer excellent service to our ongoing business, thus allowing us to post another strong year of financial performance with steady attendance figures.

And the coming year brings new challenges. We are excited about hosting Super Bowl XXVIII for the National Football League. The Dome is the NFL's newest host stadium and allows Atlanta to become one of only 10 cities to host the NFL's ultimate matchup. The Super Bowl is the perfect event to showcase our facilities to the world. In addition, the proposed development of a much-needed parking deck and pedestrian circulation plaza will help alleviate traffic congestion and allow the complex to go forward with planning for continued expansion.

We hope you enjoy this progress report, and we look forward to continuing to play a role in the growth and development of Georgia and our capital city Atlanta.



A handwritten signature in black ink, which reads "Dan Graveline". The signature is written in a cursive, flowing style.

Dan Graveline  
Executive Director  
Georgia World Congress Center Authority

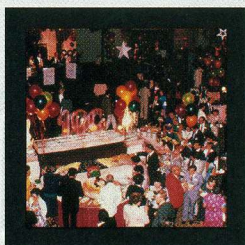


As part of the grand opening activities, more than 230,000 guests visited the Georgia Dome during "Roam the Dome" weekend. The open house featured indoor parades, high school bands from across Georgia, competitions for non-athletes and much more.



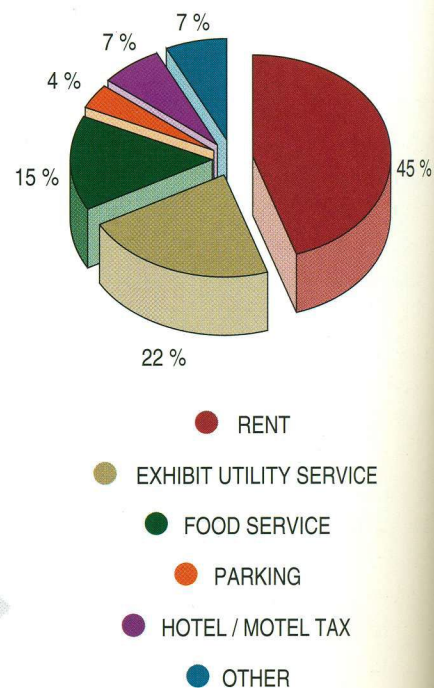
## INCOME AND EXPENSES

**F**iscal year 1993, ending June 30, was another strong year for the Georgia World Congress Center. A successful combination of large trade shows, consumer shows, conventions and corporate meetings resulted in a net operating profit of \$4.7 million. Even in a less than robust economy, the World Congress Center required no state appropriations for operations. In fact, the GWCC generated \$56 million in new tax revenue for the state.

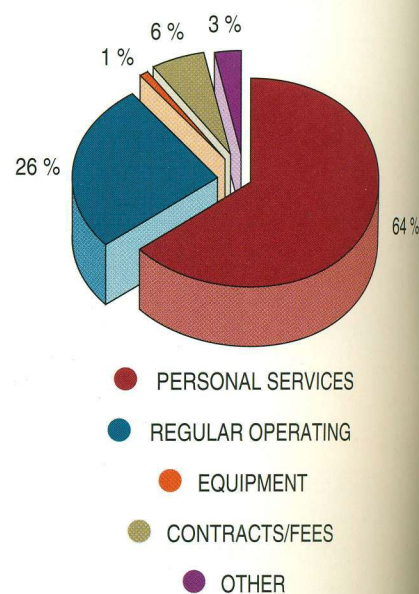


MGR Food Services, the exclusive caterer of the Congress Center and Georgia Dome, provides a vast array of dining options from casual box lunches to lavish receptions and sit-down dinners.

### INCOME



### EXPENDITURES



## INCOME AND EXPENDITURES STATEMENT

FY 1993

### INCOME

Rent .....	\$ 9,600,114
Exhibit Utility Services .....	\$ 4,747,691
Food Services .....	\$ 3,247,889
Parking .....	\$ 902,869
Hotel/Motel Tax.....	\$ 1,433,436
Other .....	\$ 1,415,694
<b>Sub-Total .....</b>	<b>\$ 21,347,693</b>
Hotel/Motel Tax (ACVB).....	\$ 5,313,395
<b>TOTAL .....</b>	<b>\$ 26,661,088</b>

### EXPENDITURES

Personal Service.....	\$ 10,542,833
Regular Operating .....	\$ 4,299,575
Equipment.....	\$ 169,656
Contract /Fees .....	\$ 1,030,349
Other .....	\$ 540,971
<b>Sub -Total.....</b>	<b>\$ 16,583,384</b>
Hotel/Motel Tax (ACVB).....	\$ 5,313,395
<b>TOTAL .....</b>	<b>\$ 21,896,779</b>
<b>NET GAIN.....</b>	<b>\$ 4,764,309</b>

Meeting space rental, security and technical support are just a few of the services that provide income for the facility.



## GWCC INCOMES

FY 1993

### RENTAL

Exhibit Hall Rent.....	\$ 8,615,943
Meeting Rooms/Ballroom/ Auditorium/Conference Center .....	\$ 697,399
Miscellaneous Rent.....	\$ 286,772
<b>TOTAL RENT .....</b>	<b>\$ 9,600,114</b>

### UTILITY SERVICE

GROSS INCOME.....	\$ 4,747,691
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### INCOME

Building rental income increased slightly, providing 45 percent of the GWCC's total income in fiscal year 1993. Exhibit utility services provided 22 percent of the GWCC's income at \$4.7 million. Income derived from food service operations, parking and the hotel/motel tax decreased slightly.

### EXPENDITURES

In general, operating expenses were in line with projections. The GWCC held regular operating expenses and equipment expenditures steady, while personal services and contract fees grew slightly. "Other expenses" cover telecommunications and computer costs as well as supplies, equipment leases, travel, printing and minor miscellaneous expenses.

## ECONOMIC IMPACT



Events held in the Congress Center contributed more than \$ 1.04 billion into Atlanta's and Georgia's economy.

The Georgia World Congress Center Authority is a state authority created to generate economic development. By attracting out-of-town visitors to conventions and trade shows, the state of Georgia realizes millions of "new dollars" as money they spend circulates through the economy.

During FY 93, \$625 million "new dollars" were generated from Georgia World Congress Center activity. As this money circulated, it created a total economic impact of approximately \$1.04 billion.

Each out-of-town guest spends approximately \$214 per day in Atlanta during the average 4.25 days a visitor stays while attending 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 686,739 (the number of FY 1993 out-of-town guests).

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

### FY 1993 ECONOMIC IMPACT

	GWCC Activity "New Dollar" Impact	Secondary Impact	Total Economic Impact
Personal Income	\$ 115,548,987	\$ 76,262,331	\$ 191,811,318
Retail Sales	509,040,134	335,966,489	845,006,623
Total Dollars	\$ 624,589,121	\$ 412,228,820	\$1,036,817,941
<b>EMPLOYMENT</b>	5,706	9,301	15,007
<b>TAXES</b>			
Retail Sales	\$ 30,542,408	\$ 20,157,989	\$ 50,700,397
Concessions	305,424	0	305,424
Hotel/Motel	23,615,091	0	23,615,091
Personal Income	2,426,529	1,601,509	4,028,038
Corporate Income	544,673	359,484	904,157
Total Taxes	\$ 57,434,125	\$ 22,118,982	\$ 79,553,107

### FOUR YEAR ECONOMIC SUMMARY

	FY90	FY91	FY92	FY93
"New Dollars" Generated	\$ 613,113,050	\$580,468,366	\$522,945,220	\$ 624,589,121
Total Impact of New Dollars	1,017,767,663	963,577,488	868,089,065	1,036,817,941

### TAX REVENUES

Georgia State Tax	\$ 41,633,290	\$ 39,416,562	\$ 35,510,467	\$ 55,938,016
Atl. Hotel/Motel Tax	19,734,032	21,405,664	21,296,356	23,615,091
Total Tax Revenue	\$ 61,367,322	\$ 60,822,226	\$ 56,806,823	\$ 79,553,107



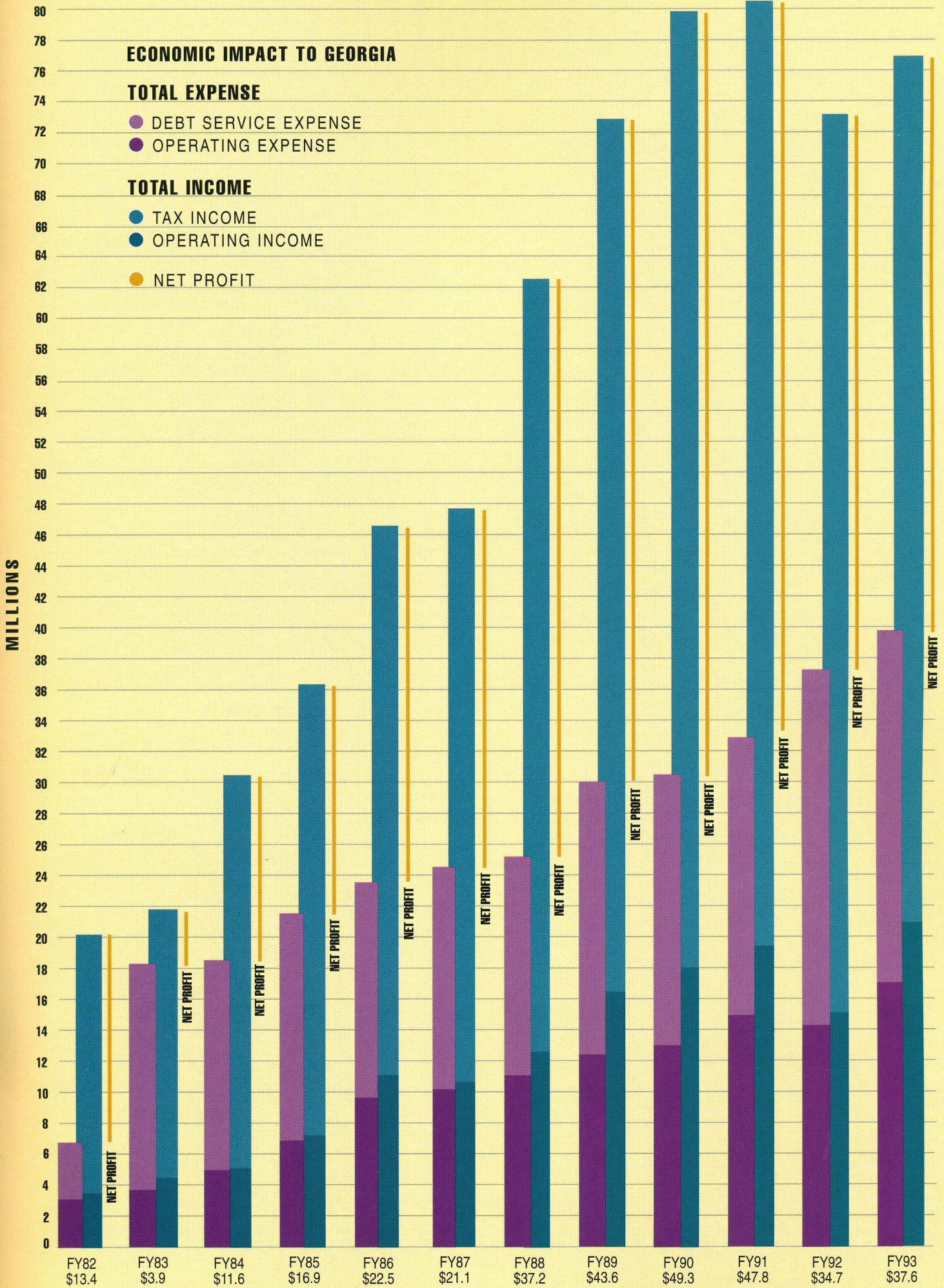
# ECONOMIC IMPACT TO GEORGIA

## TOTAL EXPENSE

- DEBT SERVICE EXPENSE
- OPERATING EXPENSE

## TOTAL INCOME

- TAX INCOME
- OPERATING INCOME
- NET PROFIT



**NET PROFIT TO STATE OF GEORGIA IN MILLIONS**

## SALES AND EVENT ATTENDANCE

Attendance to events at the Georgia World Congress Center grew for the third straight year in FY 1992-1993. The center hosted more than 50 trade shows, 22 consumer shows and a myriad of smaller events and banquets of all types and sizes, and bookings for the future are holding steady. Currently, the center is booked at 87 percent of practical maximum through the year 2003.

With the addition of Phase III, which added 310,000 square feet of exhibit space to the west side of the building in August, we expect these numbers to continue to rise. This year's expansion generated excitement in the industry and will make it possible to secure more and larger events for the GWCC.

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.

Conventions, consumer shows and a variety of small meetings and food functions attracted 1,542,805 visitors to the Congress Center, up from 1,330,248 last year. Of that number, 686,739 were out-of-town guests.

Among the largest trade shows and conventions was The Super Show, drawing 95,977 attendees. The Super Show — the largest trade show in the world for the sporting goods industry and one of the top five largest tradeshow in the United States —

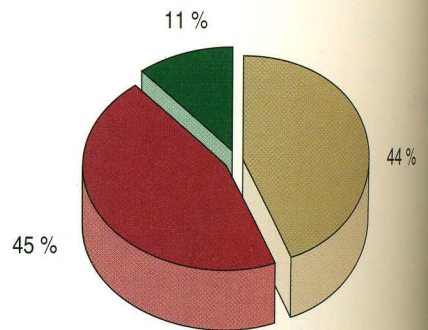
was the first event to occupy both the GWCC and the Georgia Dome. In addition to Comdex, with an attendance of 89,108, Bronner Brothers International Beauty Show and the International Woodworking Machinery & Furniture Supply Fair - U.S.A. rounded out the top four shows by attendance.

The Festival of Trees had the highest attendance for public shows with 125,000 visitors, followed by the Atlanta Area Council of Boy Scouts with 86,000. The Atlanta Boat Show, National Sports Collectors and the Spring edition of the Atlanta Home Show were also among the top public shows.

The Festival of Trees, benefitting Egleston Children's Hospital, is the largest annual public event held in the Congress Center attracting more than 125,000 attendees over the nine-day celebration.

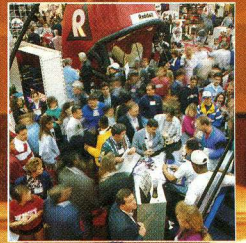
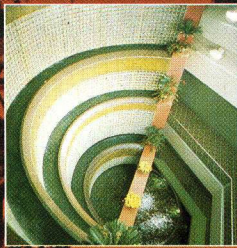


### FY 1993 TOTAL ATTENDANCE 1,542,805

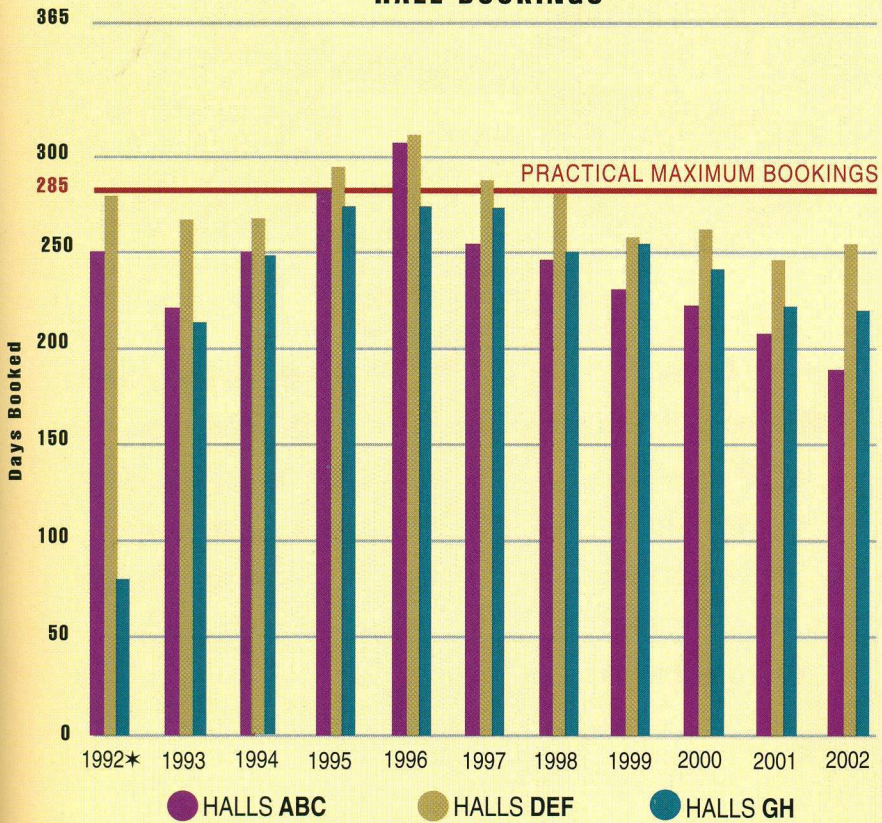


- 50 MAJOR TRADESHOWS & CONVENTIONS (677,332)
- 22 CONSUMER SHOWS (690,473)
- MINOR EVENTS (175,000)

**OUT OF TOWN ATTENDANCE  
TOTAL (686,739)**



### GEORGIA WORLD CONGRESS CENTER HALL BOOKINGS



## INCOME AND EXPENSES

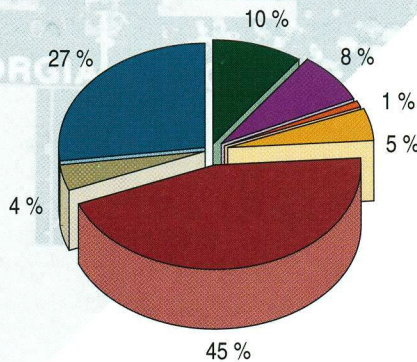


Natalie Cole provided "An Unforgettable Evening" during the Georgia Dome dedication ceremonies.

Fiscal year 1993, ending June 30, was the Georgia Dome's first year of operation. Even in an abbreviated year, an exciting combination of Atlanta Falcons football games, the Peach Bowl, concerts, tradeshow, basketball and business meetings, the Dome exceeded expectations and produced a profit.

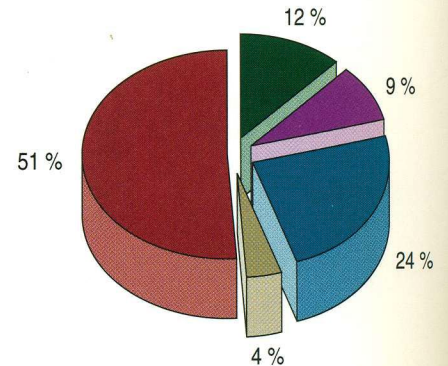
GEORGIA DOME

### INCOME



- RENT
- FOOD SERVICE (MGR)
- PARKING
- OTHER
- LICENSE FEES
- ADVERTISING
- HOTEL/MOTEL TAX

### EXPENDITURES



- PERSONAL SERVICES
- REGULAR OPERATING
- CONTRACTS/FEES
- OTHER
- DEBT SERVICE

## INCOME AND EXPENDITURES STATEMENT

FY 1993

### INCOME

Rent .....	\$ 3,283,590
Food Services .....	\$ 2,925,699
Parking .....	\$ 359,921
Other .....	\$ 1,549,434
License Fees .....	\$ 15,561,678
Advertising .....	\$ 1,473,898
Hotel/Motel Tax.....	\$ 9,280,731
<b>TOTAL .....</b>	<b>\$ 34,434,951</b>

### EXPENDITURES

Personal Service.....	\$ 4,199,294
Regular Operating .....	\$ 3,081,698
Contract /Fees .....	\$ 8,066,269
Other .....	\$ 1,426,276
Debt Service.....	\$ 17,515,246
<b>TOTAL .....</b>	<b>\$ 34,288,783</b>

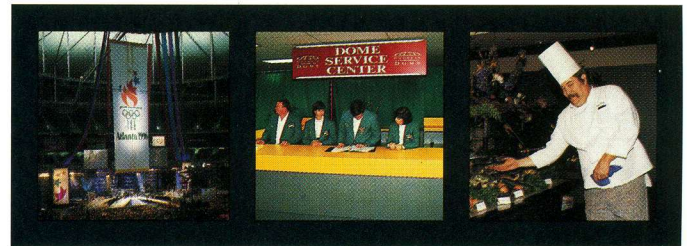
NET GAIN.....\$ 146,168

### INCOME

*License fees and advertising brought in more than 49 percent of total income, with building rental, food services and parking following closely behind.*

### EXPENDITURES

*Operating expenses were in line with projections. Debt service on revenue bonds, at 51 percent, will continue to be the largest single item in this category until the bonds are retired.*



As host to a variety of public and private events, the Georgia Dome offers outstanding service with a knowledgeable staff in the Dome Service Centers. Dining options also run the gamut from game day fare to fine dining in the "In-Zone Restaurant."

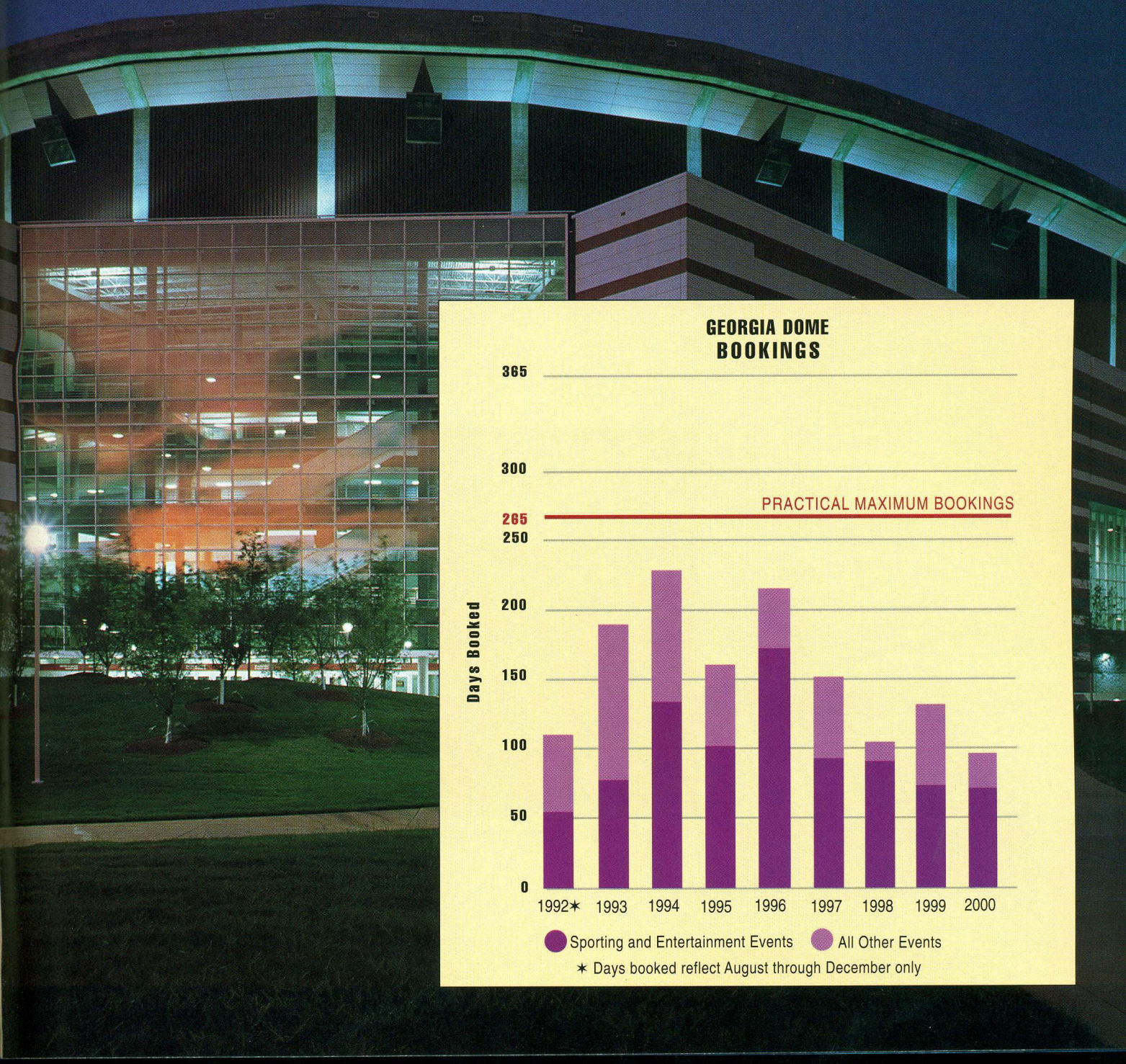
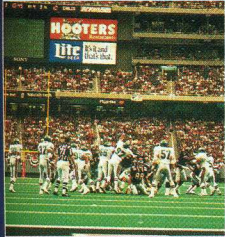
## SALES AND ECONOMIC IMPACT

**F**Y 1993 was an excellent initial year for the Georgia Dome. In addition to grand opening events, the Dome hosted its first season with 10 Falcons' games, high school and collegiate football, the Peach Bowl, the Kuppenheimer Basketball Classic as well as three major concerts and a variety of other sporting and entertainment events. These events attracted nearly two million fans. Currently, the Dome is booked at 87 percent of its practical maximum capacity for 1994 and at 58 percent through the year 2000.

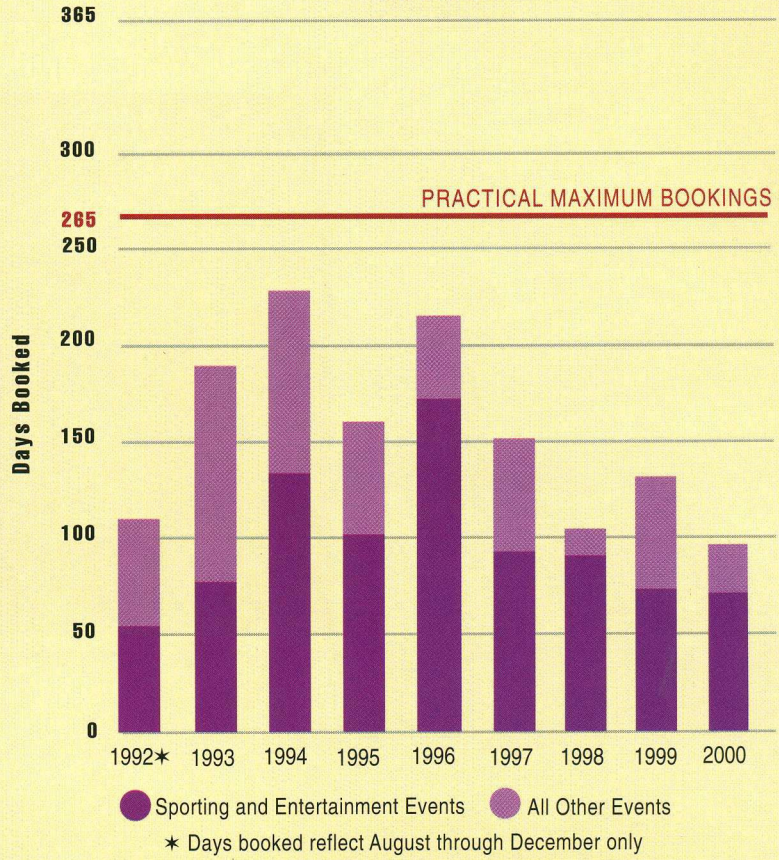
The Georgia Dome's mission, like the adjacent World Congress Center's, is to serve as an economic catalyst for the state of Georgia. In helping to attract major sporting events like Super Bowl XXVIII, the Olympic Games and NCAA basketball tournaments, the Dome is successfully fulfilling its mission.

The economic impact of these events cannot be calculated in the same way as events at the Georgia World Congress Center. Consequently, we

*have commissioned a study by Dr. Jeffrey Humphreys of the Selig Center for Economic Growth at the University of Georgia to develop an econometric model for determining the impact of Dome events. The results from his report are expected early in 1994 and will give the Authority specific figures as well as a formula to calculate economic impact for succeeding years.*



### GEORGIA DOME BOOKINGS

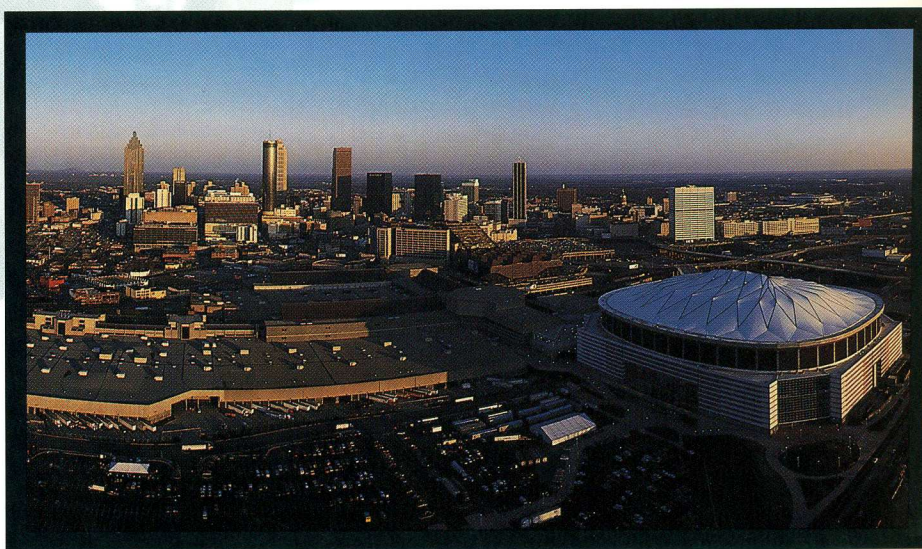


# AUTHORITY BALANCE SHEET



Don W. Sands  
Chairman

Georgia World Congress Center Authority



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**AUTHORITY BALANCE SHEET • JUNE 30, 1993**

<b>ASSETS</b>	GWCC	DOME	TOTAL
Cash	\$ 5,156,676	\$ 53,241,458 (1)	\$ 58,398,134
Accounts Receivable	2,502,689	3,009,776	5,512,465
Prepaid Expense	1,000	0	1,000
Inventories	148,624	0	148,624
Advances to Other Funds (Dome)	11,859,450	0	11,859,450
Deferred Charges	0	4,416,264	4,416,264
<b>Fixed Assets:</b>			
Equipment /Building	247,572,922 (2)	212,303,625	459,876,547
<b>TOTAL ASSETS</b>	<b>\$ 267,241,361</b>	<b>\$ 272,971,123</b>	<b>\$ 540,212,484</b>

**LIABILITIES AND FUND BALANCE**

<b>Liabilities:</b>			
Vouchers Payable	\$ 1,236,084	\$ 1,537,226	\$ 2,773,310
Term Loan/Bond Payable	4,216,459	200,411,771	204,628,230
Interfund Payable	0	11,685,284	11,685,284
<b>Reserves:</b>			
Designated	11,865,696	40,816,766	52,682,462
Deferred Revenue	0	3,199,438	3,199,438
Investment in Fixed Assets/Bldg.	247,479,915	10,400,986	257,880,901
<b>Fund Balance</b>	<b>2,443,207</b>	<b>4,919,652</b>	<b>7,362,859</b>
<b>TOTAL LIABILITIES &amp; FUND BALANCE</b>	<b>\$ 267,241,361</b>	<b>\$ 272,971,123</b>	<b>\$ 540,212,484</b>

NOTE: (1) \$ 10,000,000 Investment of Debt Service Reserve  
           8,850,625 Debt Service Interest and Credit Enhancement Fee  
           15,426,099 Security Deposits (Suites and Seats)

(2) 244,150,000 Land and Building (Funding provided by State of Georgia General Obligation Bonds)

## HUMAN RESOURCES REPORT

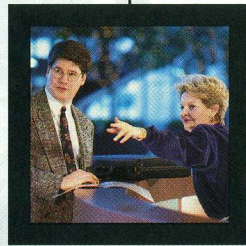
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Fiscal year 1992-1993 saw a dramatic increase in the number of full- and part-time personnel employed by the Georgia World Congress Center Authority. These increases accommodated the opening of the Georgia Dome and completion of the Congress Center's Phase III expansion. During this time, the Human Resources Department processed more than 5,000 applications from candidates nationwide. In addition to the normal recruiting efforts, a job fair was held in the adjacent Vine City community to inform the neighboring area about employment opportunities.

As of June 30, 1993, the World Congress Center had 327 authorized full-time positions and the Georgia Dome had 109. In addition, the Congress Center used 192,550 hours of part-time labor, equivalent to approximately 92 full-time positions at 40 hours per week; the Dome used 213,659 hours of part-time labor, equivalent to approximately 103 full-time positions. This part-time labor force enabled the Congress Center and Dome to cover workload peaks and valleys created by large events in an efficient manner. During the past year, several interns were also employed in various departments.

Our personnel continued to exhibit dedication and commitment to excellence in their job performance. Clients consistently cited quality customer service and the "can-do" attitude of our veteran work force as reasons they return to our facilities year after year. During this past year four employees received 15-year service awards; 10 employees received 10-year awards and 17 received five year awards.

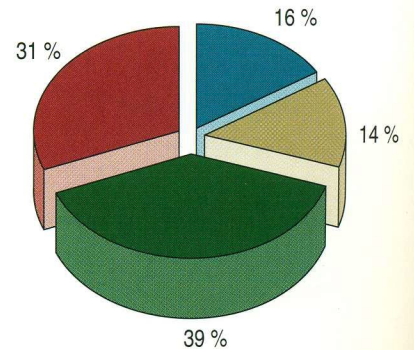
Impeccable customer service from the entire Congress Center and Georgia Dome staff is the key to the success of both facilities.



The Congress Center and Dome continue to stress the importance of training and education in maintaining our industry position. Personnel participated in seminars familiarizing them with the operations of all departments; six employees participated in the Tuition Reimbursement Program; and the Security Department utilized 10,658 hours of training, with five officers earning post certification. Twenty-eight other staffers participated in job-skill and management training courses. At the same time, the Dome conducted initial departmental training for their new work force and held several all-staff town meetings.

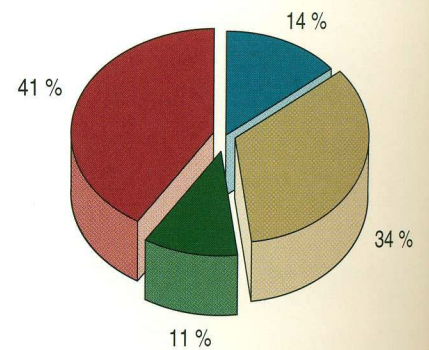
Also during the year, the Human Resources Department consolidated their operations for the Congress Center and the Georgia Dome to provide more efficient personnel and training services for all Authority personnel.

### AUTHORITY WORK FORCE



- FEMALE MINORITY
- FEMALE CAUCASION
- MALE MINORITY
- MALE CAUCASION

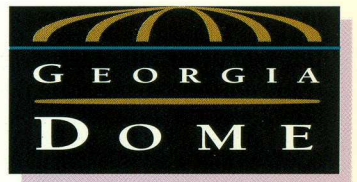
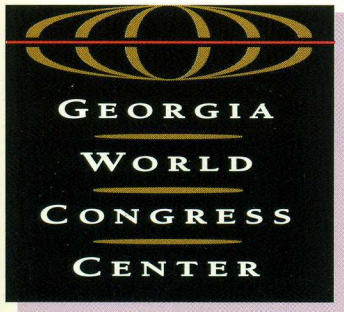
### METRO ATLANTA WORK FORCE



- FEMALE MINORITY
- FEMALE CAUCASION
- MALE MINORITY
- MALE CAUCASION

Source: Georgia Department of Labor

**GWCC  
AUTHORITY  
EXECUTIVE DIRECTOR**



*Joint Responsibilities*

Administration

Accounting

Administration

Building Services

Human Resources

Accounting

Engineering

Marketing

Building Services

Event Services

Parking

Engineering

Police

Event Services

Food Service

Security

Ticket Office

Food Service



GEORGIA WORLD CONGRESS CENTER AUTHORITY  
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