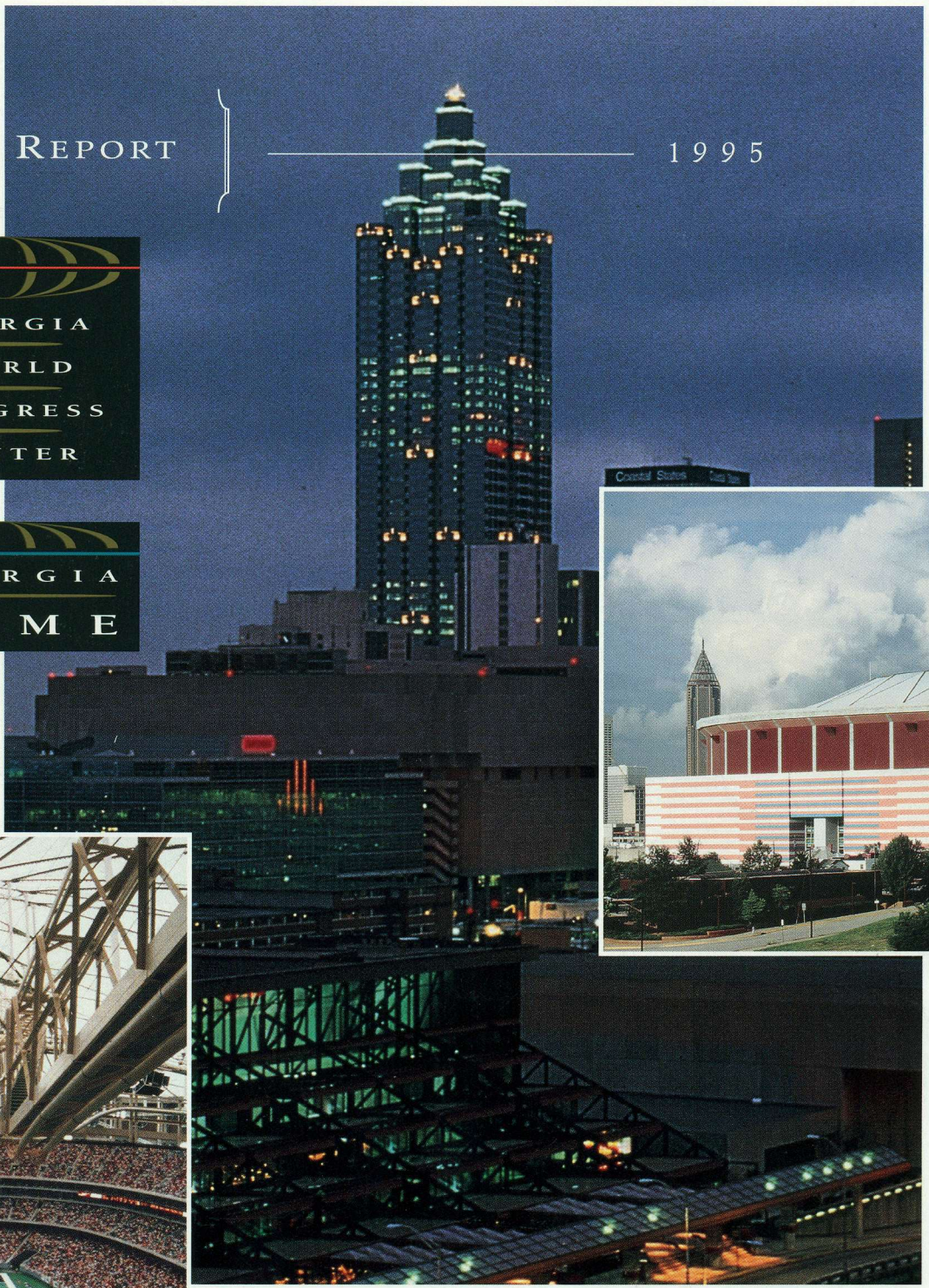
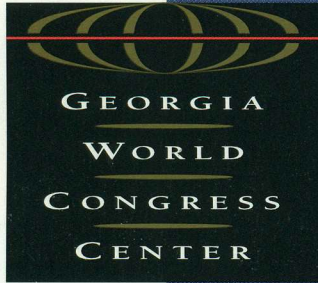


ANNUAL REPORT

1995





# GEORGIA WORLD CONGRESS CENTER AUTHORITY

Mary Rose Taylor, Chairman  
*Community Leader*

Rubye Mims Lucas, Secretary/Vice Chairman  
*Human Resources Administrator*  
Turner Broadcasting System, Inc.

Alfred Kile Barr, Treasurer  
*Executive Director of Leasing*  
Corporate Property Investors

Sharon Adams  
*President*  
The Adams Group

John E. Aderhold  
*Chairmen Emeritus*  
Winter Properties

Ovid Davis  
*Retired*  
The Coca-Cola Company

Thomas W. Dortch, Jr.  
*President & CEO*  
TWD, Inc.

Robert S. Prather, Jr.  
*President*  
Bull Run Corporation

Don W. Sands  
*CEO Emeritis*  
Goldkist

Howard J. Spiller  
*President & CEO*  
Mid City Atlanta Partnership, Inc.

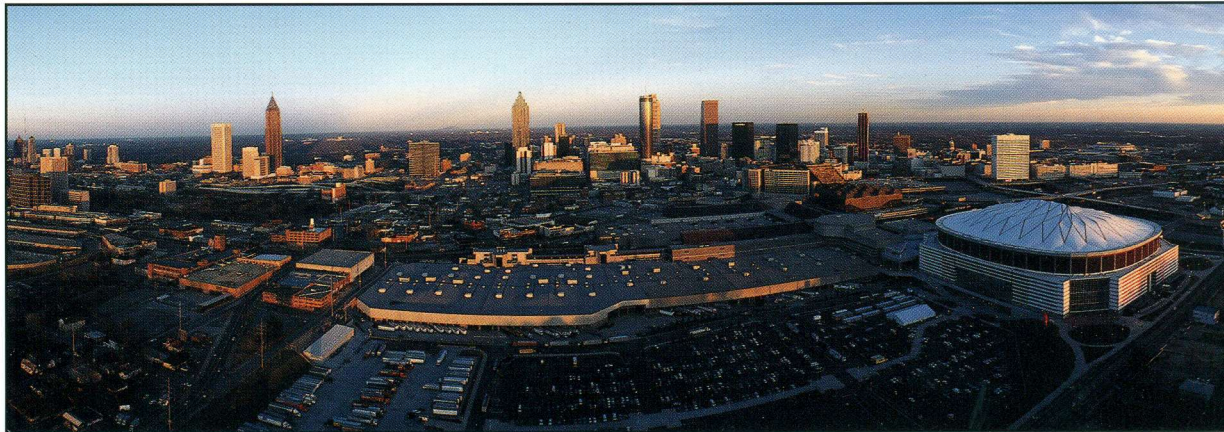
Patrick H. Thomas  
*Chairman*  
Good Company Plantation

## LEGISLATIVE OVERVIEW COMMITTEE

Senator Charles C. Clay, Chairman

# TABLE OF CONTENTS

Director's Report	2
GWCC Income & Expenses	4
GWCC Economic Impact	6
GWCC Sales and Event Attendance	8
Dome Income & Expenses	10
Dome Sales and Economic Impact	12
Authority Balance Sheet	14
Human Resources Report	16



## DIRECTOR'S REPORT

Fiscal year 1994-1995 was an exciting time at the Georgia World Congress Center and Georgia Dome. In addition to managing our traditional schedule of trade shows, public shows and sporting events, we furthered aggressive building programs on Centennial Olympic Park, Georgia International Plaza and several parking area developments.

Centennial Olympic Park grew from Billy Payne's dream of a world-class gathering place for the Olympic Games to a 21-acre urban park that Gov. Zell Miller called "a winner for Georgia." From the beginning, the park has received universal enthusiasm from both the public and private sectors, enabling the Authority to accomplish the task of selecting a design firm, to acquire land for the park and to begin site work in record time. By the end of the year, visitors could see the outline of the park and the beginning of a signature plaza with the world's only Olympic Ring fountain.

The park will enhance our immediate environment in many ways. It will serve as a magnificent gateway to the Georgia World Congress Center and Georgia Dome campus as well as be a pedestrian link to the hotel district. In addition, we believe the park will serve as a catalyst for significant development downtown.

Farther down International Boulevard adjacent to the Georgia World Congress Center, work on the new Georgia International Plaza and parking deck has progressed significantly. The plaza will provide guests beautifully landscaped areas in which to gather, meet and mingle before and after events at the Georgia World Congress Center and the Georgia Dome. In addition to enhancing the overall attractiveness of the area, the parking deck will allow us to park more than 1,000 additional vehicles, which will improve pedestrian and traffic flow on our campus.

Again this year, the World Congress Center did not require any state appropriations, as both the GWCC and Georgia Dome produced operating profits. Activities at the facilities produced **\$2.07 billion in economic impact** for the state of Georgia and the city of Atlanta.

Certainly this has been a gratifying year for the Georgia World Congress Center Authority. We hope you enjoy reading this year's report and look forward to sharing our progress with you as we prepare to host the world for the Centennial Olympic Games.



Dan Graveline  
*Executive Director*  
 Georgia World Congress Center Authority







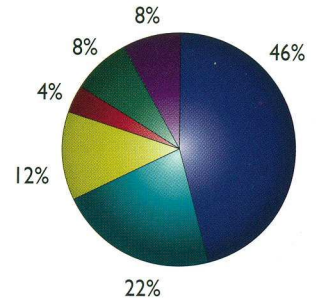
FY 1995 was a year of additions and improvements with the construction of Georgia International Plaza, development of Centennial Olympic Park and interior upgrades and accessibility improvements to the Congress Center and Dome.



## INCOME & EXPENSES

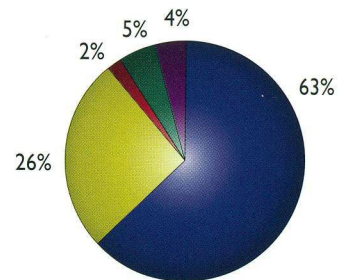
Fiscal year 1995, ending June 30, was a strong year for the Georgia World Congress Center. A solid combination of trade shows, consumer shows, conventions and corporate meetings delivered a profit in line with expectations. Again this year, the World Congress Center did not require any state appropriations for operations.

### INCOME



- Rent
- Exhibit Utility Services
- Food Services (MGR)
- Parking
- Hotel/Motel Tax
- Other (includes transfer from reserve)

### EXPENSES



- Personal Services
- Regular Operating
- Equipment
- Contracts/Fees
- Other



Building rental remained the largest income generator for the GWCC.





# INCOME & EXPENSE STATEMENT

## INCOME

Rent	\$	10,564,887
Exhibit Utility Services		5,077,667
Food Services (MGR)		2,684,965
Parking		1,019,669
Hotel/Motel Tax		1,734,071
Other		1,251,129
Transfer Reserve		479,859
<b>Sub-Total</b>	\$	22,812,247
Hotel/Motel Tax (ACVB)		6,427,776
<b>Total</b>	\$	29,240,023

The World Congress Center's primary sources of income continue to be building rental, exhibit utility services and catering, which provide 80 percent of our revenue. In fiscal year 1995, building rental remained the largest income generator at 46 percent of the GWCC's total income. Exhibit utility services provided 22 percent, followed by food services at 12 percent.



## EXPENSES

Personal Services	\$	12,119,522
Regular Operating		4,924,654
Equipment		388,089
Contract/Fees		1,057,160
Other		328,205
Special Projects		462,698
<b>Sub-Total</b>	\$	19,280,328
Hotel/Motel Tax (ACVB)		6,427,776
<b>Total</b>	\$	25,708,104
<b>Net Gain</b>	\$	3,531,919

Operating expenditures were in line with projections for fiscal year 1995. While personal services, equipment and contract/fees expenses grew, the GWCC was able to operate within budget. "Other expenses" include telecommunications, computer costs, supplies, equipment leases, travel, printing and minor miscellaneous expenses.

Income generated from exhibit utility services and catering remained strong in FY 1995.



## ECONOMIC IMPACT

The Georgia World Congress Center is a state authority created to encourage economic development. Economic impact is generated as new dollars brought into the state by attendees, sponsoring organizations and exhibitors are spent and respent.

This past year, the Authority commissioned an economic impact study from IRE Advisors. The study provides a picture of the financial impact of the World Congress Center and the Georgia Dome on the state's economy during fiscal year 1995.

During FY 95, **\$802 million were generated from activities at the World Congress Center.** As this money circulated – to everything from hotel rooms, local transportation, restaurants and shopping it created a total economic impact of approximately \$1.8 billion. In addition, GWCC activities generated more than \$95 million in tax income as well as adding more than 30,000 full- and part-time jobs to Georgia's economy.

### ESTIMATED FY 1995 ECONOMIC IMPACT

#### GWCC ACTIVITY

"New Dollar" Impact	\$	802,826,503
Secondary Impact	\$	960,581,909
Total Economic Impact	\$	1,763,408,412
Personal Income	\$	556,864,834
Employment		30,348

#### TAXES

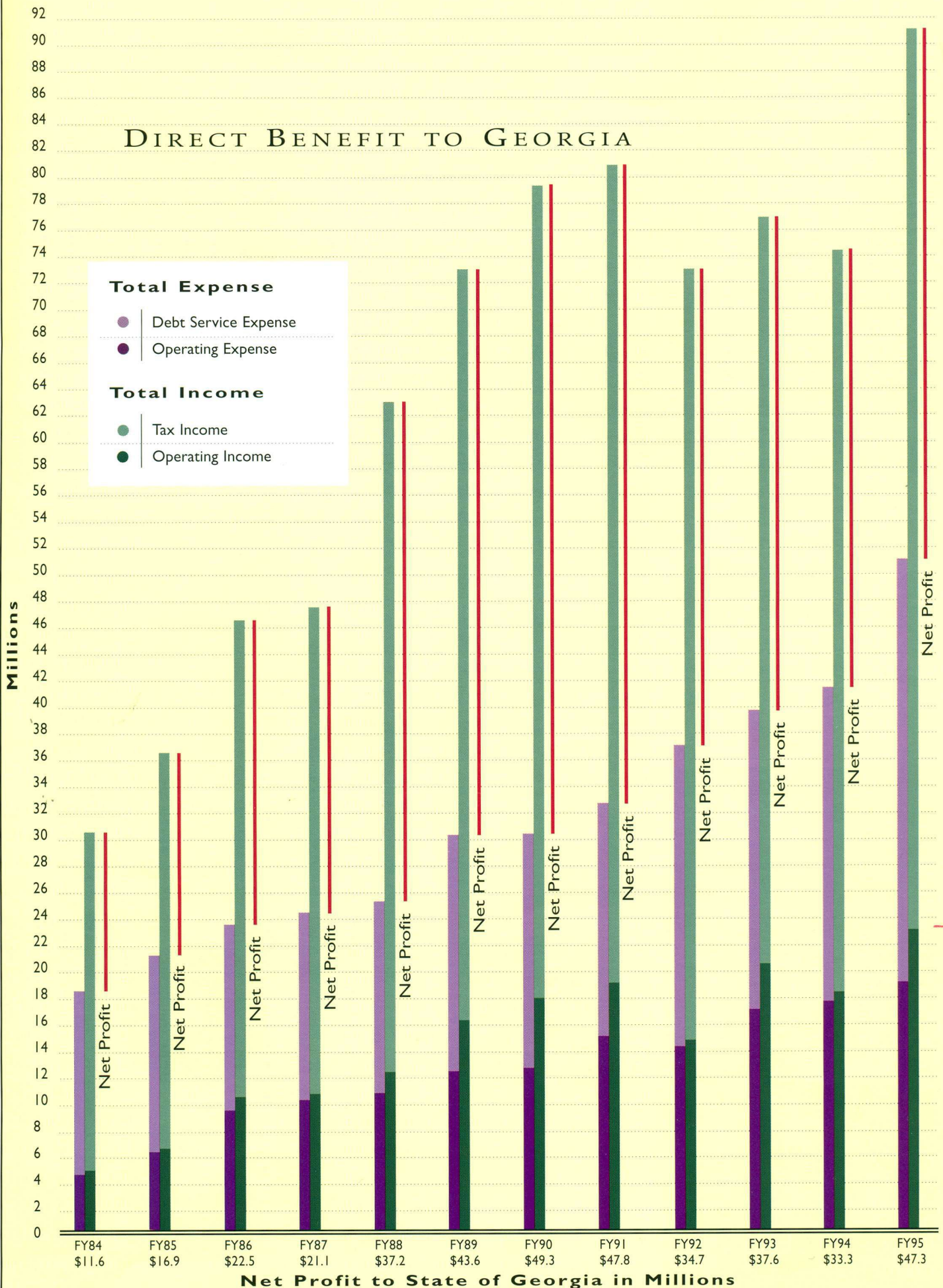
Georgia Sales	\$	45,083,776
Local	\$	13,663,194
Hotel/Motel	\$	13,838,680
Personal Income	\$	20,436,939
Corporate Income	\$	2,951,384
<b>Total Taxes</b>	\$	95,973,973

### TWO YEAR ECONOMIC SUMMARY

	FY 1994	FY 1995
"New Dollars" Generated	\$ 642,346,810	\$ 802,826,503
Total Impact of New Dollars	\$ 1,411,056,448	\$ 1,763,408,412
<b>Tax Revenues</b>		
State	\$ 54,978,682	\$ 68,472,099
Local	\$ 10,924,171	\$ 13,663,194
Hotel/Motel	\$ 11,361,764	\$ 13,838,680
<b>Total Tax Revenue</b>	\$ 77,264,617	\$ 95,973,973



# DIRECT BENEFIT TO GEORGIA



58 mm

Net Profit to State of Georgia in Millions

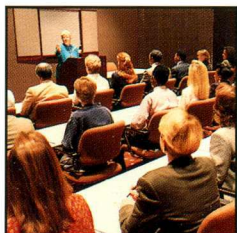
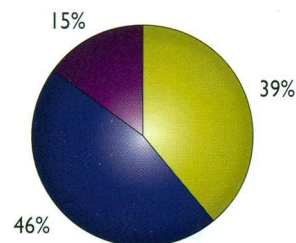


## SALES AND EVENT ATTENDANCE

Sales and event attendance at the Georgia World Congress Center grew again to 1.9 million guests in FY 95. With 80 major trade shows, conventions, consumer shows and scores of smaller events and banquets, attendance at the World Congress Center grew for the fifth straight year. Bookings remain steady through the end of the decade and beyond.

The Congress Center is booked at 85 percent of practical maximum through the year 2004. The chart on the right depicts bookings in terms of "Exhibit Hall Days." To explain, 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" is equivalent to all exhibit hall space booked for 285 days. This number takes into account national holidays plus three days per month for inherent scheduling gaps between major trade shows. Trade shows and conventions, consumer shows and a myriad of food functions and smaller events drew 1,879,434 visitors to the World Congress Center, up from 1,542,805 last year. Of that number, 885,120 were out-of-town guests. Among the largest trade shows and conventions was The Super Show, which attracted 134,976 attendees. In addition, Networld + Interop, COMDEX, International Woodworking Fair, The Bobbin Show and the International Poultry Exhibition rounded out the top trade shows. The Festival of Trees had the highest attendance for public shows with 130,050, followed by the annual Atlanta Area Council of Boy Scouts of America, the Atlanta Boat Show and the Atlanta Home Show each with 60,000. *The Atlanta Journal/Constitution* Auto Show rounded out the top five with 50,000 attendees.

### TOTAL ATTENDANCE



Attendance grew at the Congress Center for the fifth straight year.

- 50 Major Trade Shows & Conventions (879,036)
- 30 Consumer Shows (716,950)
- Meetings & Corporate events (283,448)

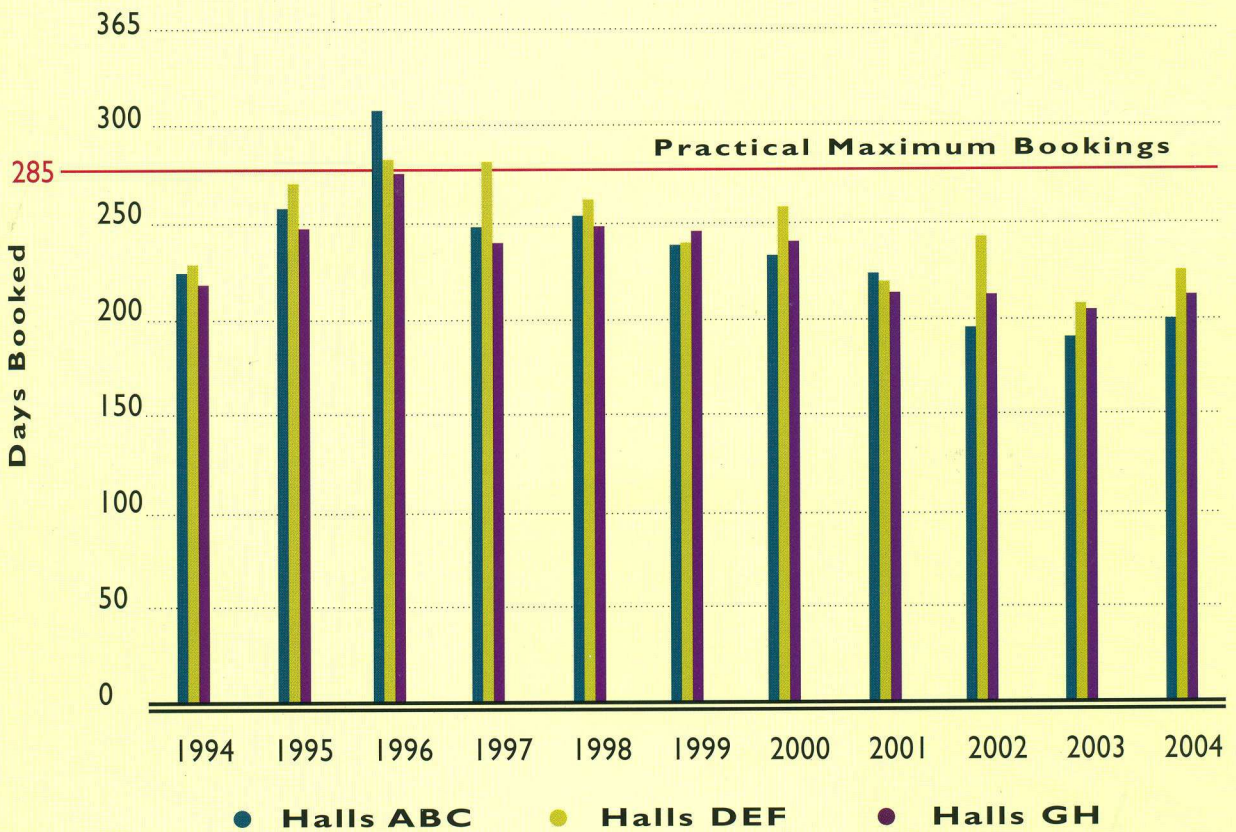
Out-of-Town Attendance 915,043



# GEORGIA WORLD CONGRESS CENTER HALL BOOKINGS



## GWCC HALL BOOKINGS

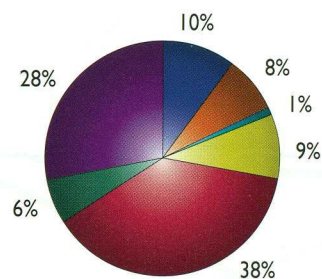




# INCOME & EXPENSES

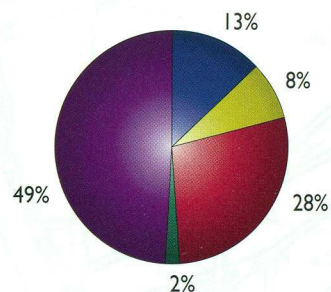
Fiscal year 1995, ending June 30, was the Dome's second full year of operation. The Dome profited from a strong line-up of Atlanta Falcons football, SEC football and basketball, Peach Bowl, Heritage Bowl as well as college basketball, motor sports, concerts and a wealth of trade shows and smaller meetings.

## INCOME

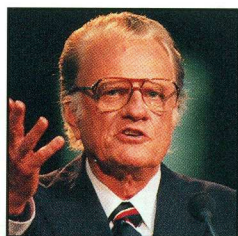


- Rent
- Food Services (MGR)
- Parking
- Other
- License Fees
- Advertising
- Hotel/Motel Tax

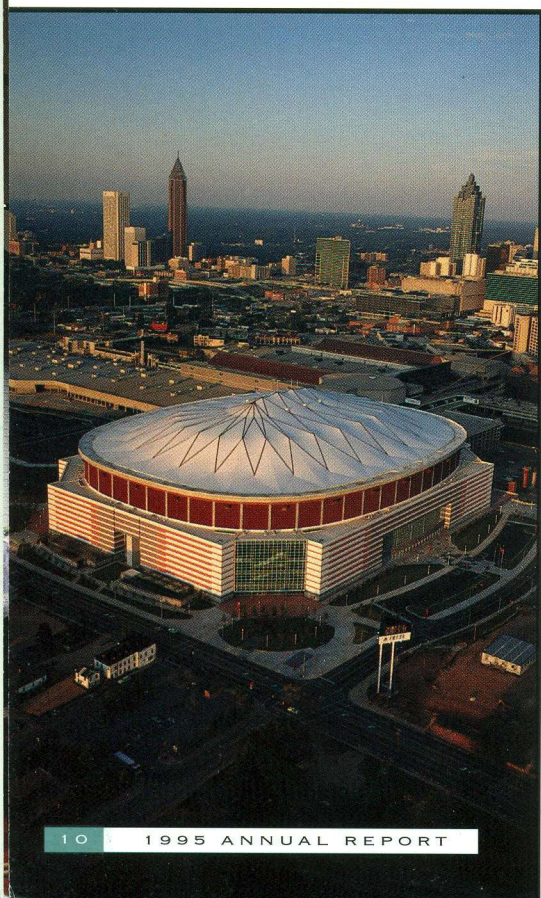
## EXPENSES



- Personal Services
- Regular Operating
- Contracts/Fees
- Other
- Debt Service



The Georgia Dome hosted more than 300,000 guests for the Atlanta Billy Graham Crusade in October 1994.





# SALES AND ECONOMIC IMPACT

Fiscal year 1995 was an exciting year at the Georgia Dome and bookings are strong for 1996, 1997 and 1998. The Dome's action-packed year included Atlanta Falcons' games, high school and collegiate football, the Peach Bowl, the Heritage Bowl, SEC football and basketball championships, the Kuppenheimer Classic, motor sports, the USA/Mobil Indoor Track & Field Championships, National Tae Kwon Do Championships and Fox 97's Ultimate Oldies Concert. These diverse events plus a myriad of smaller non-ticketed events drew 1.9 million guests. This year's economic impact study reveals that these Dome visitors pumped \$307 million into the state's economy. Additionally, more than \$17 million in tax income and 5,000 full- and part-time jobs were added to the state's economy.

## ESTIMATED FY 1995 ECONOMIC IMPACT

### Dome Activity

"New Dollar" Impact	\$	140,022,506
Secondary Impact	\$	167,536,929
Total Economic Impact	\$	307,559,435
Personal Income	\$	97,123,861
Employment		5,293

### Taxes

Georgia Sales	\$	7,863,148
Local	\$	2,383,024
Hotel/Motel	\$	2,413,631
Personal Income	\$	3,564,446
Corporate Income	\$	514,756
<b>Total Taxes</b>	<b>\$</b>	<b>16,739,005</b>

## TWO YEAR ECONOMIC SUMMARY

	FY 1994	FY 1995
"New Dollars" Generated	\$ 77,669,903	\$ 140,022,506
Total Impact of New Dollars	\$ 170,534,938	\$ 307,559,435

### Tax Revenue

State	\$ 6,489,943	\$ 11,942,350
Local	\$ 1,295,368	\$ 2,383,024
Hotel/Motel	\$ 1,345,156	\$ 2,413,631
<b>Total Tax Revenue</b>	<b>\$ 9,130,467</b>	<b>\$ 16,739,005</b>



The Dome hosted the USA/Mobil Indoor Track and Field Championships for the third consecutive year.



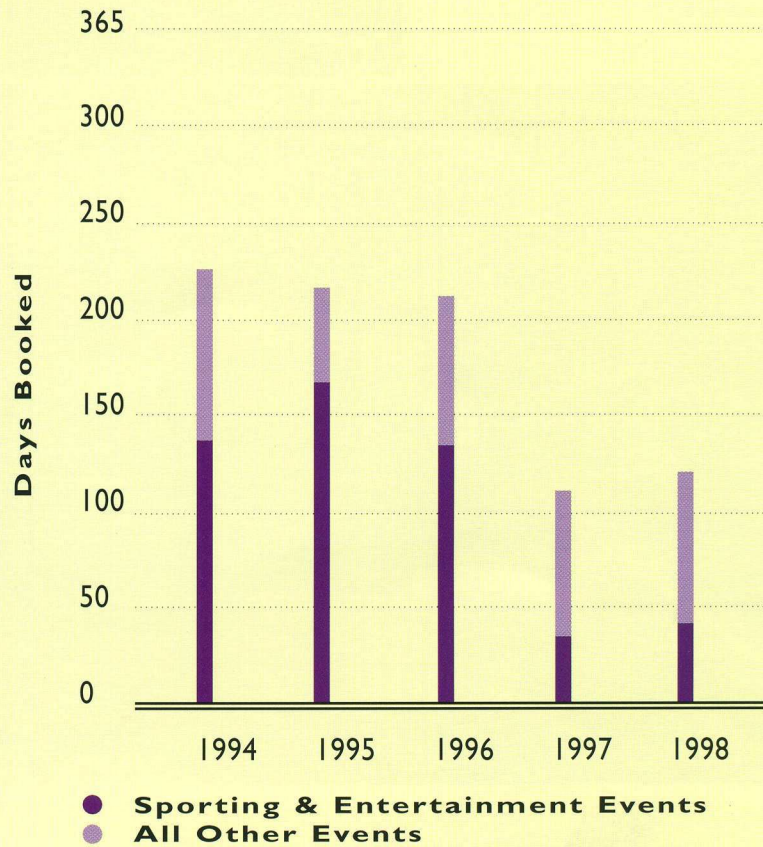


The Rolling Stones filled the Georgia Dome for two nights in November. ▼



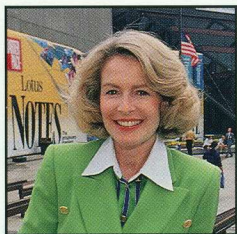
▲ The SEC Basketball Championship came to the Dome in March.

## GEORGIA DOME BOOKINGS



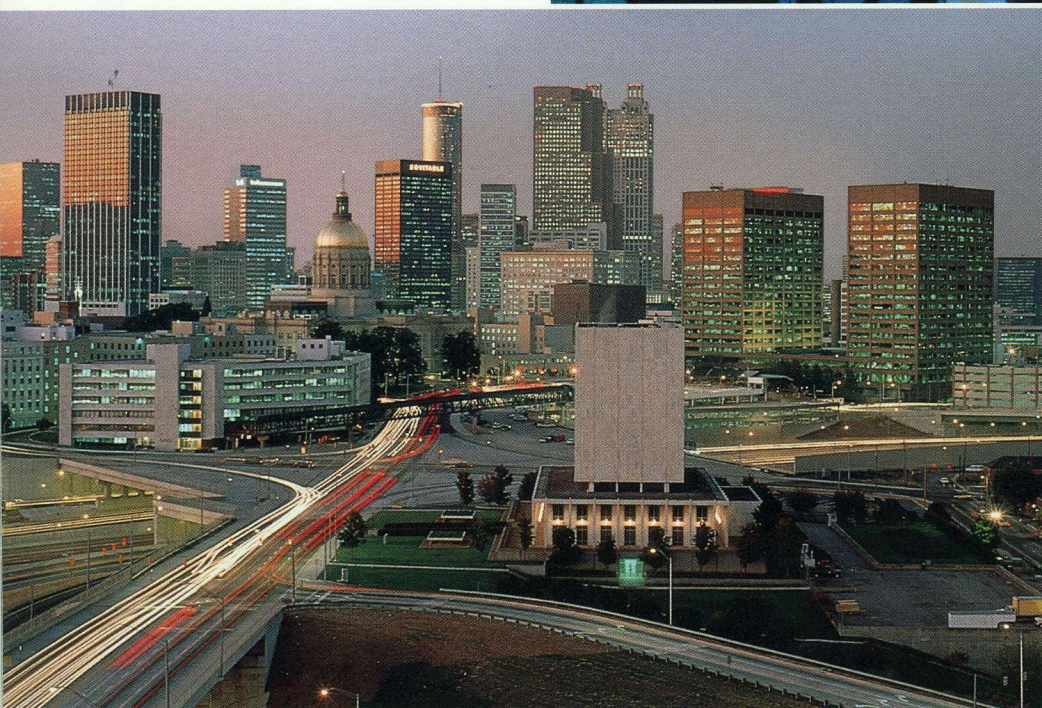
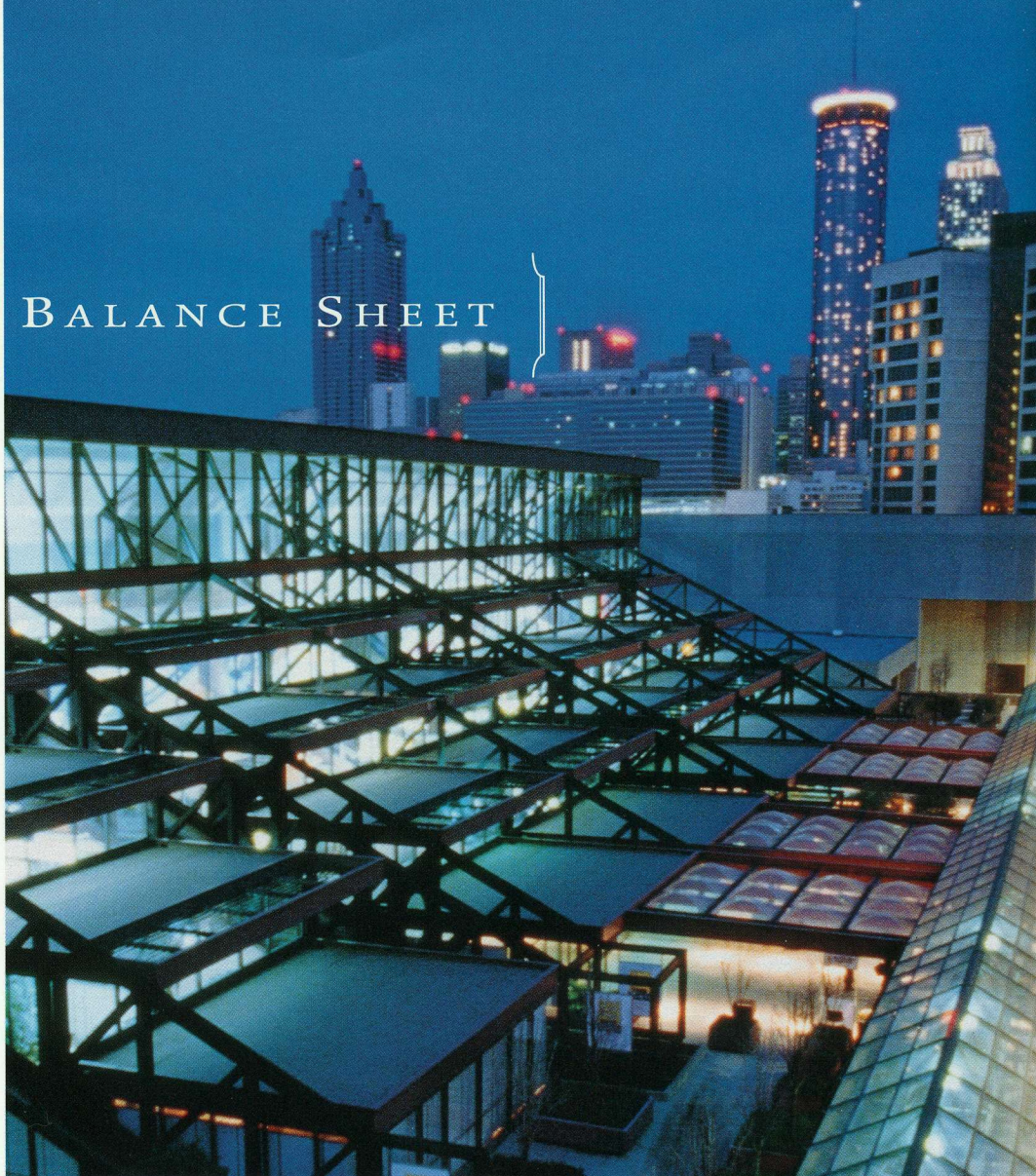


# AUTHORITY BALANCE SHEET



Mary Rose Taylor  
*Chairman*

Georgia World Congress Center Authority





# AUTHORITY BALANCE SHEET JUNE 1995

## ASSETS

	<b>GWCC</b>	<b>Dome</b>	<b>Total</b>
Cash	\$ 9,583,036	\$ 61,037,353 (1)	\$ 70,620,389
Accounts Receivable	2,232,142	2,908,493	5,140,635
Prepaid Expenses	28,642	9,544	38,186
Inventories	222,322	0	222,322
Advances to Other Funds (Dome)	11,906,765	0	11,906,765
Deferred Charges	0	3,554,268	3,554,268
<b>Fixed Assets:</b>			
Equipment/Building	247,933,969 (2)	196,266,861	444,200,830
<b>Total Assets</b>	<b>\$ 271,906,876</b>	<b>\$ 263,776,519</b>	<b>\$ 535,683,395</b>

## LIABILITIES & FUND BALANCE

	<b>GWCC</b>	<b>Dome</b>	<b>Total</b>
<b>Liabilities</b>			
Vouchers Payable	\$ 1,446,713	\$ 1,276,908	\$ 2,723,621
Debt Service	0	8,754,066	8,754,066
Term Loan/Bond Payable	2,843,277	198,949,894	201,793,171
Interfund Payable	0	11,667,734	11,667,734
<b>Reserves:</b>			
Designated	13,384,760	19,195,973	32,580,733
Deferred Revenue	0	26,733,565	26,733,565
Investment in Fixed Assets/Bldg.	247,525,324	10,064,060	257,589,384
<b>Fund Balance-Pre-Depreciation</b>	<b>6,863,353</b>	<b>3,988,575</b>	<b>10,851,928</b>
Less Depreciation	(156,551)	(16,854,256)	(17,010,807)
<b>Total Liabilities &amp; Fund Balance</b>	<b>\$ 271,906,876</b>	<b>\$ 263,776,519</b>	<b>\$ 535,683,395</b>

**Note:** (1) \$10,000,000 Investment of Debt Service Reserve  
           9,540,406 Debt Service Interest and Credit Enhancement Fee  
           15,498,156 Security Deposits (Suites and Seats)  
 (2) 244,150,000 Land and Building (Funding Provided by State of Georgia General Obligation Bonds)



# HUMAN RESOURCES REPORT

In Fiscal Year 1995, the Human Resource Department emphasized stabilization of the Georgia World Congress Center and Georgia Dome work force by emphasizing training, operational efficiencies and planning.

There were 339 authorized full-time positions at the Congress Center and 130 at the Georgia Dome as of June 30, 1995. Forty-two employees were promoted, thus recognizing their outstanding performance and dedication while the facilities benefited from their many years experience. One hundred ten employees were hired, and 44 full-time employees were recognized for contributing a total of 330 years of exceptional service to the facilities and its customers: one 15-year, 20 ten-year and 23 five-year awards were presented.

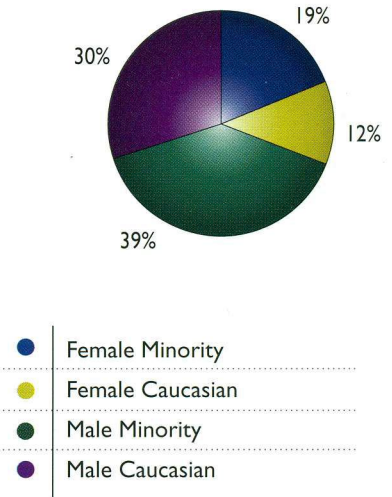
Our part-time work force continues to make significant contributions to the successful operation of the facilities. The World Congress Center used 140,090 hours of part-time labor or the equivalent of 67 full-time employee positions at 40 hours per week. The Dome used 60,147 hours of part-time labor or the equivalent of 43 full-time positions.

Working with the operational departments, Human Resources reviewed job descriptions, organizational structures, promotional opportunities and training requirements for all job categories in the complex. This review process was designed to clarify and redefine employee and departmental responsibilities as well as define upward progression and training requirements. Many administrative and operational procedures were standardized, creating efficiencies and improving performance. An initiative was also started to improve the efficiency of Congress Center and Dome labor, and the mix of labor categories, compensation and work force quality were among the areas reviewed. Planning the labor requirements for the 1996 Centennial Olympic Games also received special emphasis.

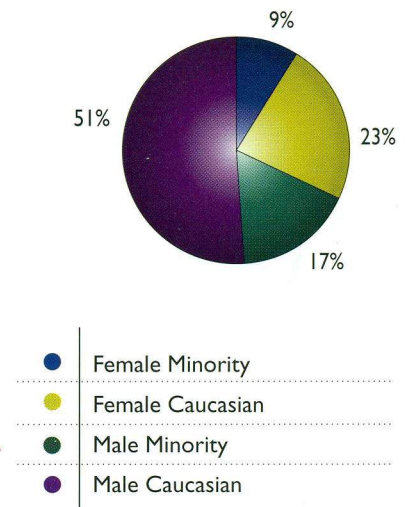
Employee training programs continued to be a focus for the two facilities. Employees participated in some 2,800 hours of training conducted in more than 300 training opportunities.

Customer focus continues to be the byline for the Congress Center and Georgia Dome. Employees continue to be our most effective marketing tool in influencing customers to return to the facilities year after year. Our quality of service demonstrates that the "Customer Focus" theme of our employee training program is more than merely words – employees routinely practice "Customer Focus" in their daily jobs.

## AUTHORITY WORK FORCE



## METRO ATLANTA WORK FORCE

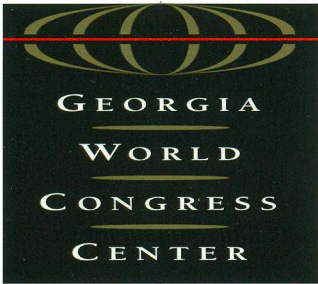


Source: Georgia Department of Labor

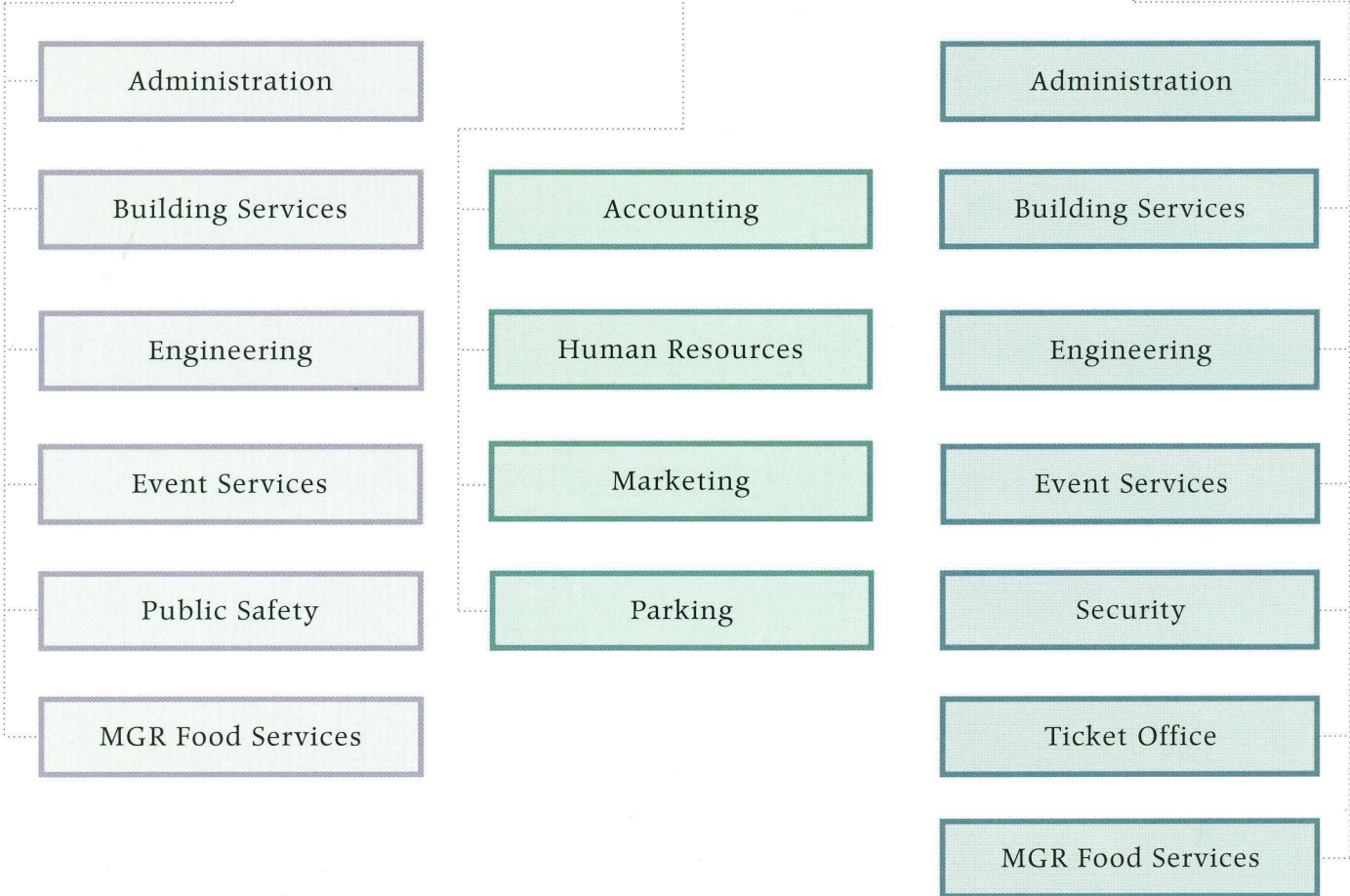


# GWCC AUTHORITY

## EXECUTIVE DIRECTOR



Joint Responsibilities







Georgia World Congress Center Authority  
285 International Boulevard, N.W.  
Atlanta, Georgia 30313-1591