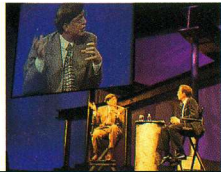
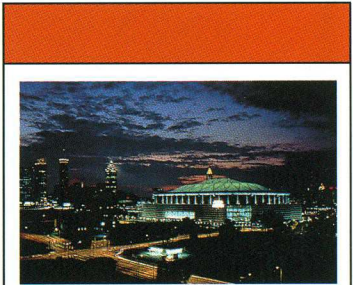
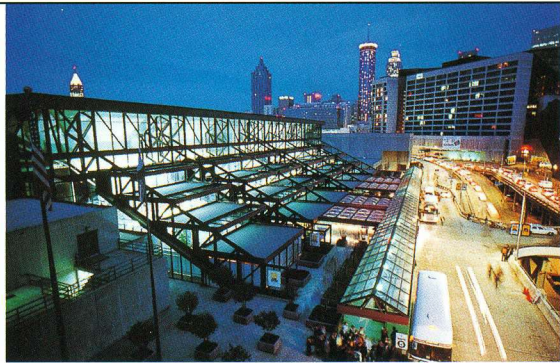


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GEORGIA WORLD CONGRESS CENTER AUTHORITY





AUTHORITY MEMBERS

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Human Resources Administrator
Turner Broadcasting System, Inc.

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Mid-City Atlanta Partnership, Inc.

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The Margaret Mitchell House, Inc.

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Chairman
Good Company Plantation

In memory: Ovid Davis
who served on the Authority
1991 - 1997

**LEGISLATIVE
OVERVIEW COMMITTEE**

Senator Paul C. Broun, Chairman
Senator Charles C. Clay
Senator Steve Henson

Representative Grace W. Davis, Vice Chair
Representative Roger Byrd
Representative Louise McBe





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MISSION STATEMENT

THE GEORGIA WORLD CONGRESS CENTER AUTHORITY WAS ESTABLISHED BY THE STATE OF GEORGIA TO DEVELOP AND OPERATE THE GEORGIA WORLD CONGRESS CENTER, THE GEORGIA DOME AND RELATED FACILITIES. SUCH FACILITIES WERE DEVELOPED WITH THE PRIMARY OBJECTIVE OF PROMOTING AND FACILITATING EVENTS AND ACTIVITIES THAT GENERATE ECONOMIC BENEFITS TO THE STATE OF GEORGIA AND THE CITY OF ATLANTA, AS WELL AS ENHANCE THE OVERALL QUALITY OF LIFE FOR ALL GEORGIA CITIZENS.

VISION

OUR VISION IS TO SUSTAIN A REPUTATION AS ONE OF THE FINEST CONVENTION, SPORTS AND ENTERTAINMENT FACILITIES IN THE WORLD EVERY DAY THROUGH A RELENTLESS COMMITMENT TO EXCELLENCE – IN OUR EXPERTISE, EFFICIENCY AND QUALITY OF SERVICE. TO BE A LEADER IN OUR INDUSTRY THROUGH INNOVATION. TO GENERATE PROFIT IN AN ETHICAL MANNER. TO MEET OUR CUSTOMERS' NEEDS WITH MOTIVATED SERVICE-ORIENTED PERSONNEL. AND TO PROVIDE AN ENVIRONMENT THAT FOSTERS GROWTH BOTH PERSONALLY AND PROFESSIONALLY.

VALUES

TO ACHIEVE THIS VISION, WE BELIEVE OUR CUSTOMERS ARE THE FOCUS OF EVERYTHING WE DO – WE MUST PROVIDE FRIENDLY AND COURTEOUS SERVICE FOR OUR GUESTS AND CUSTOMERS, WE BELIEVE IN CONSTANTLY STRIVING FOR IMPROVED PRODUCTIVITY, AND IN REFRAINING FROM ANY ACTIVITIES THAT WOULD CONFLICT WITH THE BEST INTERESTS OF THE GEORGIA WORLD CONGRESS CENTER, THE GEORGIA DOME AND CENTENNIAL OLYMPIC PARK.

The Director's Report

Fiscal year 1997 was a memorable year for the Georgia World Congress Center Authority. It began in the summer of 1996 with the Centennial Olympic Games – the world's largest peace-time gathering. More than two million sports fans visited our campus as we hosted more than one-fourth of the events of the 1996 Summer Olympics. The Congress Center hosted the International Broadcast Center as well as table tennis, judo, wrestling (Greco-Roman and Freestyle), team handball, weightlifting and fencing. The Georgia Dome hosted gymnastics and basketball and the finals of team handball. In addition, Centennial Olympic Park debuted – with its Fountain of Rings – and became the most popular and photographed place in Atlanta.

And while the bombing in Centennial Olympic Park will forever be etched in our memory, we were immensely gratified that literally millions of citizens and visitors came back to the Park when it was reopened. That outpouring showed the world that Centennial Olympic Park is as much an ideal as it is a place.

Following the Olympics, we quickly moved into another busy year of trade shows and sporting events. We also worked with the Atlanta Committee for the Olympic Games to dismantle the Festival of the American South and begin transforming the space into the beautiful Park that it will become. We plan to unveil a spectacular park in Spring of 1998 that will establish the Park as the most outstanding legacy of the Centennial Olympic Games.

Again this year, the Authority was able to sustain operations without public subsidy. Our attendance figures are nearly double a typical year due to the huge draw of the Centennial Olympic Games in July and August. Activities for the year produced \$2 billion in total economic impact.

While last year was a tremendous time of opportunity, we face a growing competitive threat. So as we move forward, our focus will be on expansion of the Georgia World Congress Center. Hospitality is the second-largest industry in Georgia and touches the economy of the state in a myriad of ways. We hope you enjoy this year's report as well as the story of how conventions impact the state's economy.



Daniel A. Graveline
Executive Director
Georgia World Congress Center Authority



The GWCC + The Super Show = Success for Georgia

As we work toward our third expansion, we thought it would be interesting to give you a behind-the-scenes look at how trade shows impact not only the city of Atlanta, but also the entire state of Georgia – making our business a win-win situation for Georgians.

To do this, we chose to take you on a journey to demonstrate how The Super Show – the world's largest sports products and apparel event and the GWCC's largest trade show – touches lives and businesses throughout our state. Since 1986, the show has grown to encompass the entire World Congress Center, the adjacent Georgia Dome as well as temporary pavilions built in Dome parking lots. In the span of two weeks, it moves in, builds a virtual global village for commerce, conducts the trade show, then dismantles and leaves town. And, the numbers are as phenomenal as the event itself:

- The Georgia World Congress Center has hosted the Super Show since its inception in 1986
- It has almost doubled in total attendance from 55,000 in 1986, to 103,812 in 1997
- 104 countries are represented
- 3,200 companies exhibit their products
- 10,000 exhibit booths are erected
- More than 3 million square feet was used in 1997 in the Georgia World Congress Center and Georgia Dome – including the temporary pavilions erected in the Dome parking lots



GWCCA

“But the numbers don’t tell the whole story. As you review this year’s report, you will learn how a trade show affects the city and the state and how it positively impacts the people of Georgia.”

Daniel A. Graveline, Executive Director
Georgia World Congress Center Authority



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GWCCA

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Daniel A. Graveline, Executive Director
Georgia World Congress Center Authority



1997 Revenue & Expense Statement

Revenue

OPERATING REVENUE

RENT	\$ 14,277,566
EXHIBIT UTILITY SERVICES	7,587,082
FOOD SERVICES (MGR)	3,556,480
PARKING	1,569,118
HOTEL/MOTEL TAX	3,235,292
OTHER	1,503,690
SUBTOTAL	\$ 31,729,228

NON-OPERATING REVENUE

CENTENNIAL OLYMPIC PARK	97,970
TRANSFER FROM RESERVES*	9,928,270
SUBTOTAL	\$ 41,755,468
HOTEL/MOTEL TAX (ACVB)	7,766,736
TOTAL	\$ 49,522,204

Expense

OPERATING EXPENSE

PERSONAL SERVICES	\$ 13,369,622
REGULAR OPERATING	6,135,508
EQUIPMENT	60,907
CONTRACTS/FEES	2,192,655
OTHER	400,992
SUBTOTAL	\$ 22,159,684

NON-OPERATING EXPENSE

CENTENNIAL OLYMPIC PARK	699,954
SPECIAL PROJECTS*	9,928,270
SUBTOTAL	\$ 10,628,224
HOTEL/MOTEL TAX (ACVB)	7,766,736
TOTAL	\$ 40,554,644
NET GAIN	\$ 8,967,560

* Transfer from Reserves to Special Projects included \$7,261,812 for Georgia International Plaza and \$2,250,000 for Centennial Olympic Park.



The World Congress Center's primary sources of operating revenue continue to be facility rent, utility services and food services, which combine to provide 80 percent of total operating revenue. Fiscal year 1997 saw particularly strong revenue increases as hosting the Summer Olympic Games pumped earnings into the normally quiet portion of our schedule.

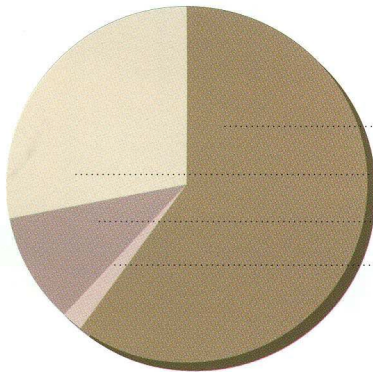
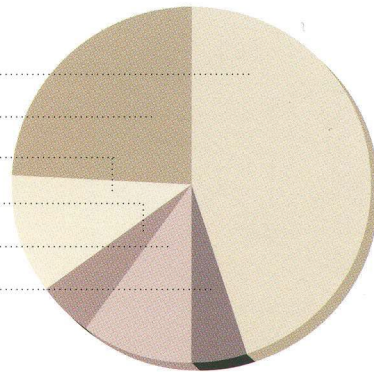
Operating expenditures were in line with projections for fiscal year 1997. "Other expenses" include telecommunications, computer costs, supplies, equipment leases, travel, printing and minor miscellaneous expenses.

Fiscal year 1997, ending June 30, marked a record-breaking year for the Georgia World Congress Center. Adding the Centennial Olympic Games to an already exciting stream of large trade shows, consumer shows, conventions and

corporate meetings led to a record profit of nearly \$9 million. In addition, operations generated \$87 million in new tax revenues for the state of Georgia.

REVENUE

Rent	45%
Exhibit Utility Services	24%
Food Services (MGR)	11%
Parking	5%
Hotel/Motel Tax	10%
Other	5%



EXPENSE

60%	Personal Services
28%	Regular Operating
10%	Equipment/Contracts/Fees
2%	Other

[The Super Show Story... continues

The Atlanta Convention & Visitors Bureau markets the city and lays the ground work for trade shows that ultimately book the Georgia World Congress Center. The ACVB ensures the events' success by serving as a liaison between the shows and the city's hospitality partners.

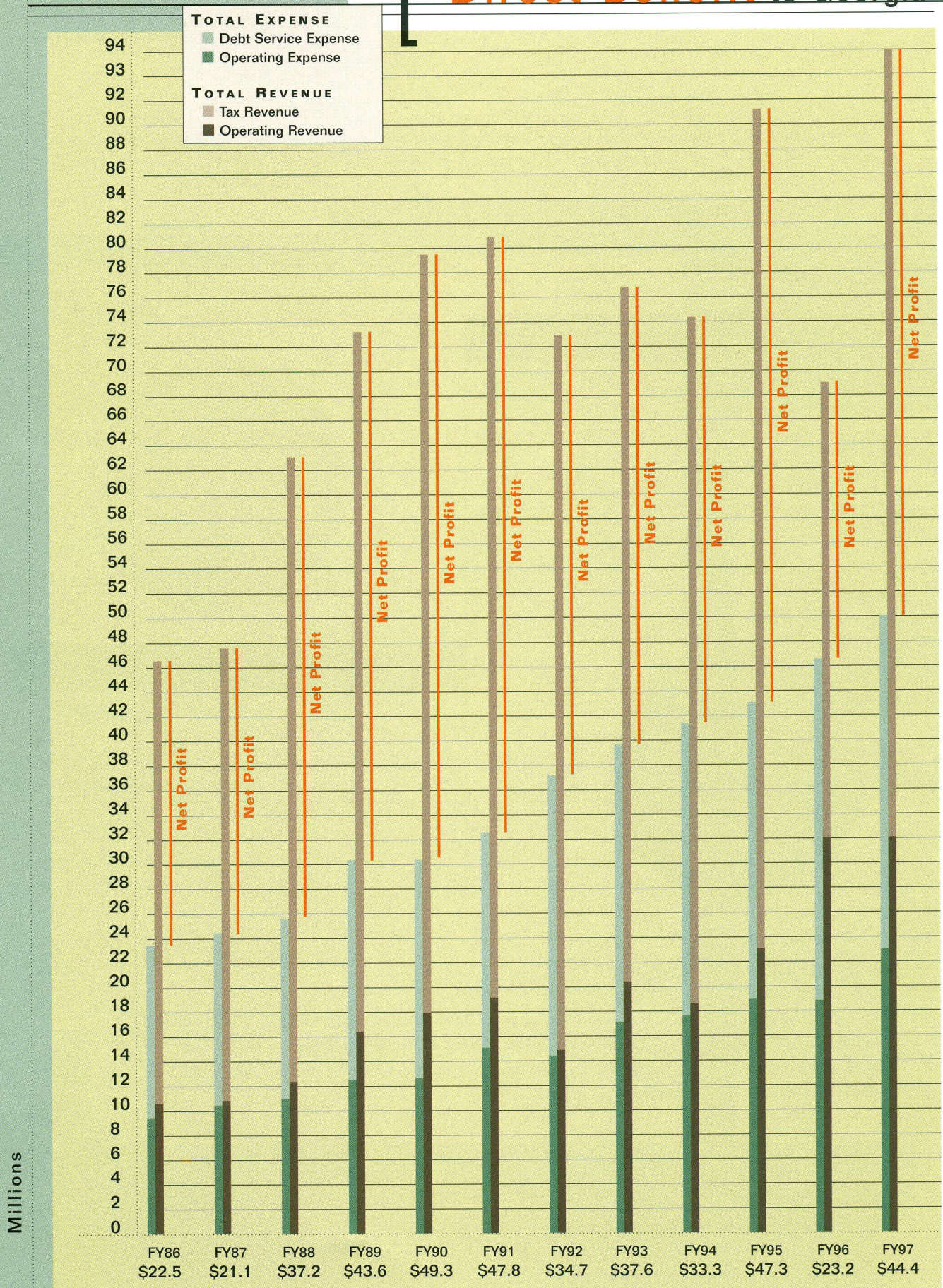
ACVB

"Trade shows, including The Super Show, are the lifeblood of the city. Not only do they impact our hotels and restaurants, but they give us the opportunity to showcase our rich history and wealth of cultural activities."

Spurgeon Richardson, President
ACVB



Direct Benefit to Georgia



Net Profit to State of Georgia in Millions

The Georgia World Congress Center's primary mission is to generate economic benefit for the state of Georgia. Economic benefit is created as new dollars brought into the state by attendees, sponsoring organizations and exhibitors are spent and respent. During 1997, \$693 million in "new dollars" was generated from activities at the Georgia World

Congress Center. As this money circulates to hotels, auto rentals, restaurants, retail shops and amusements, it created a total economic impact of \$1.6 billion. In addition, GWCC activities generated more than \$87 million in new tax revenue as well as sustaining more than 30,000 jobs.

		Economic Impact	
GWCC ACTIVITY			
"New Dollar" Impact			\$ 693,353,520
Total Economic Impact			\$ 1,661,550,420
Personal Income			\$ 635,081,000
Employment			30,700
TAXES			
Georgia Sales			\$ 45,343,000
Local			\$ 11,223,000
Hotel/Motel			\$ 14,665,000
Personal Income			\$ 16,511,480
TOTAL			\$ 87,742,480
		1996	1997
TWO-YEAR ECONOMIC SUMMARY			
"New Dollars" Generated	\$ 517,428,000		\$ 693,353,520
Total Impact of "New Dollar"	\$ 1,239,963,000		\$ 1,661,550,420
TAX REVENUES			
State	\$ 46,160,000		\$ 61,854,480
Local	\$ 8,375,000		\$ 11,223,000
Hotel/Motel	\$ 10,944,000		\$ 14,665,000
TOTAL TAX REVENUE	\$ 65,479,000		\$ 87,742,480

[The Super Show Story... continues

The Super Show begins with a two-week move-in. Decorators and exhibitors work around the clock to turn the Georgia World Congress Center into the world's largest global village for sporting goods and apparel.

Delta Air Lines

"Delta Air Lines provides Atlanta with more than 600 flights per day and is a major component of the GWCC's ability to attract conventions as large as The Super Show. Both domestic and international attendance at The Super Show continues to grow year after year, and Delta provides the worldwide transportation access to meet their growing needs."

Norma Dean, National Account Manager Meetings & Association Sales
Delta Air Lines



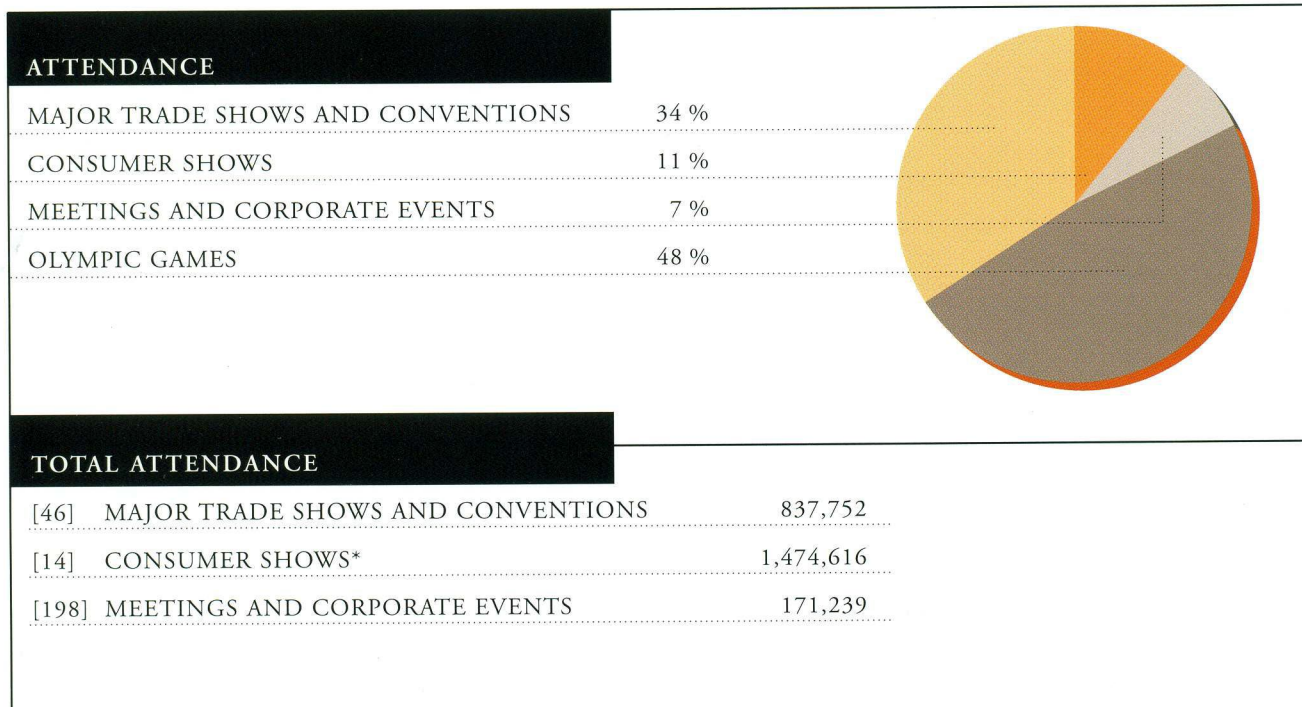
Sales and Economic Impact

Fiscal year 1997 was an exciting year at the Georgia World Congress Center. The Olympic Games along with 46 major trade shows and 14 consumer shows pushed attendance to exceed two million for the first time in our history. This increase was not unexpected as the GWCC hosted more than one-fourth of the Games of the Centennial Olympics and the International Broadcast Center.

The Olympic Games led attendance for public events with 1.2 million over the 17-day period of the Games, followed by The Festival of Trees, The Boy Scouts of America, The Atlanta Home Show and *The Atlanta Journal-Constitution* International Auto Show.

Among the largest trade shows were The Super Show with a total attendance of 103,812, Comdex, Networkworld + Interop and Electronic Entertainment Expo.

Bookings at the Georgia World Congress Center are strong through 2000 and beyond. The chart depicts practical maximum bookings. To explain, an "Exhibit Hall Day" is the 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 plus three days per month for inherent scheduling gaps between major trade shows.



Total out-of-town attendance 1997 [691,055

Total daily attendance for 1997 [6,657,296

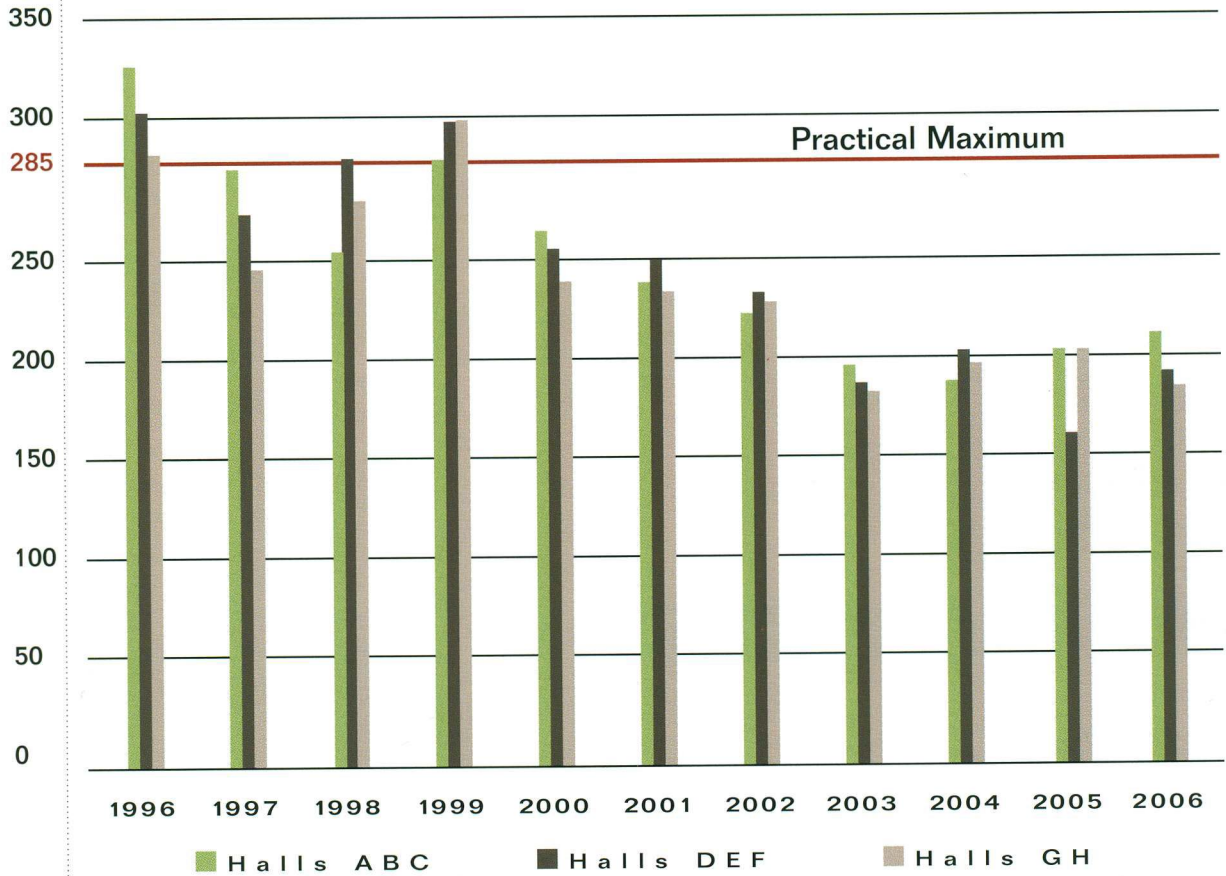
Total daily attendance is calculated at 4.25 visits per out-of-town attendee plus one visit for area residents attending seminars or public shows.

* Number includes attendance at Centennial Olympic Games. However, that number was not included in calculating out-of-town attendance as the GWCC was not the sole driving force for the event.

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GWCC Exhibit Hall Bookings

Days Booked



The Super Show Story... continues

One of the first groups to feel the impact of The Super Show is the metropolitan area's hotels. With more than 70,000 hotel rooms available, Atlanta ranks fourth among major U.S. cities. The Super Show exhibitors and buyers book more hotel rooms than any other trade show that visits the city.

Marriott Marquis

"The Super Show brings a wonderful, energetic crowd to Atlanta. We look forward to hosting their attendees each year."

Yuillermina Bartalza, Housekeeping
Atlanta Marriott Marquis



1997 Revenue & Expense Statement

R e v e n u e

OPERATING REVENUE

RENT	\$ 4,318,104
FOOD SERVICES (MGR)	3,124,301
PARKING	618,007
OTHER	3,226,716
LICENSE FEES	15,376,700
ADVERTISING	2,201,976
SUBTOTAL	\$ 28,865,804

NON-OPERATING REVENUE

TRANSFER FROM RESERVES	336,344
SUBTOTAL	\$ 29,202,148
HOTEL/MOTEL TAX	13,565,898
TOTAL	\$ 42,768,046

E x p e n s e

OPERATING EXPENSE

PERSONAL SERVICES	\$ 4,766,059
REGULAR OPERATING	3,512,799
CONTRACTS/FEES	12,137,024
OTHER	230,315
SUBTOTAL	\$ 20,646,197

NON-OPERATING EXPENSE

DEBT SERVICE	16,734,053
TOTAL	\$ 37,380,250
NET GAIN	\$ 5,387,796



Suite and club seat license fees continue to be the Dome's largest source of revenue during fiscal year 1997. Food sales and parking revenues also rose this year.

Debt service on revenue bonds will continue to be the largest expense until the bonds are retired.

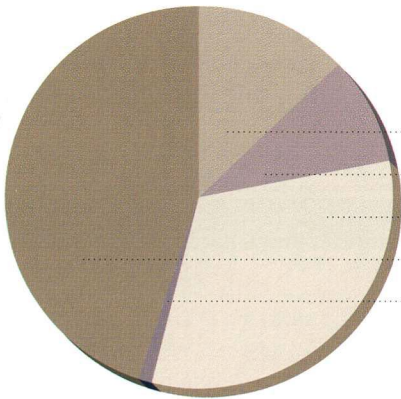
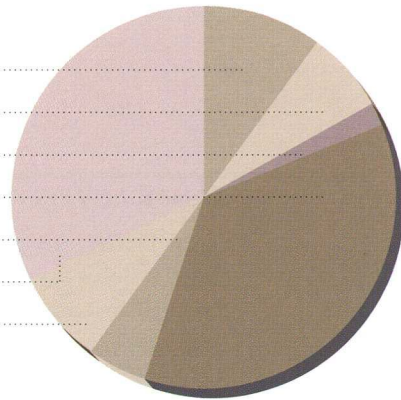


Fiscal year 1997, ending June 30, was an excellent year for the Georgia Dome. With a variety of events scheduled including Atlanta Falcons football, Olympic basketball and gymnastics, the SEC

Football Championship, Supercross and motorsport shows, Peach and Heritage bowl games, concerts, trade shows and corporate meetings, the Dome had its greatest net profit to date, \$5.4 million.

REVENUE

Rent	10 %
Food Services (MGR)	7 %
Parking	2 %
License Fees	36 %
Advertising	5 %
Hotel/Motel Tax	32 %
Other	8 %



EXPENSE

13 %	Personal Services
9 %	Regular Operating
32 %	Contracts/Fees
45 %	Debt Service
1 %	Other

The Super Show Story... continues

With exhibitors selling everything from tennis shoes to car mats from every corner of the world, The Super Show boasts 10,000 booths spread across more than three million square feet of exhibit space.

Signature Design

"Each year we strengthen our customer base because of The Super Show. We see buyers from all over the United States and the world. We especially like the fact that the show is located less than one hundred miles from our operation."

Debbie Famber, Office Manager
Signature Design



Sales and Economic Impact

Fiscal year 1997 brought a busy schedule to the Georgia Dome and bookings continue to grow through 2000. As host of the basketball, gymnastics and finals of team handball events during the Centennial Olympic Games, the Georgia Dome attracted more than 1.5 million guests over 17 days. Along with the regular schedule of Atlanta Falcons, collegiate, bowl and high school football games, the Holiday Classic, USA Indoor Track & Field Championships, motorsports,

concerts, trade and consumer shows and a myriad of smaller events, the Georgia Dome drew almost 2.4 million guests.

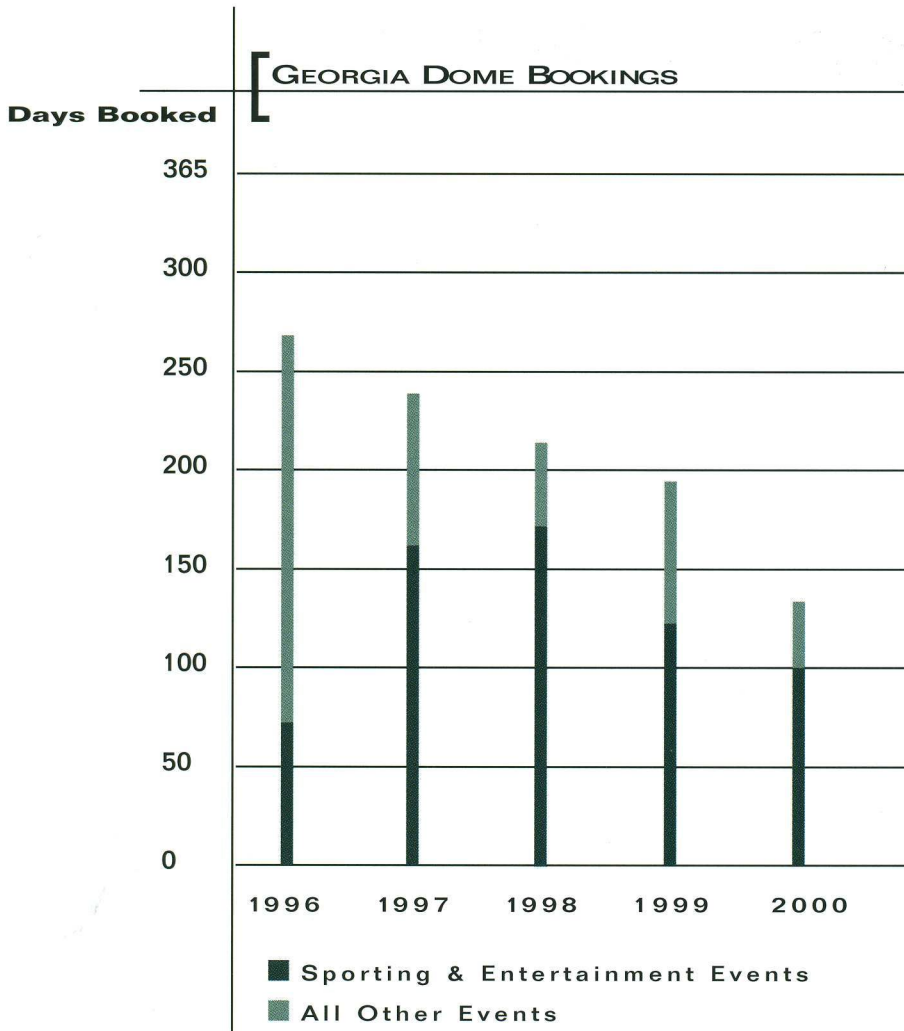
Dome visitors spent more than \$190 million in "new dollars," which when circulated through the state's economy, generated a total economic impact of more than \$414 million. Additionally, \$20 million in new tax revenue and 7,130 full- and part-time jobs were added to Georgia's economy.

Estimated FY 1997 Economic Impact

		FY 1996	FY 1997
DOMESTIC ACTIVITY			
	"New Dollar" Impact		\$ 190,597,399
	Total Economic Impact		\$ 414,342,172
	Personal Income		\$ 153,306,603
	Employment		7,130
TAXES			
	Georgia Sales		\$ 10,598,822
	Local		\$ 3,157,095
	Hotel/Motel		\$ 3,382,603
	Personal Income		\$ 2,960,161
	TOTAL		\$ 20,098,681
TWO-YEAR ECONOMIC SUMMARY			
	"New Dollars" Generated	\$ 119,138,813	\$ 190,597,399
	Total Impact of "New Dollar"	\$ 258,997,419	\$ 414,342,172
TAX REVENUES			
	State	\$ 6,625,122	\$ 13,558,983
	Local	\$ 1,973,440	\$ 3,157,095
	Hotel/Motel	\$ 2,114,401	\$ 3,382,603
	TOTAL TAX REVENUE	\$ 10,712,963	\$ 20,098,681



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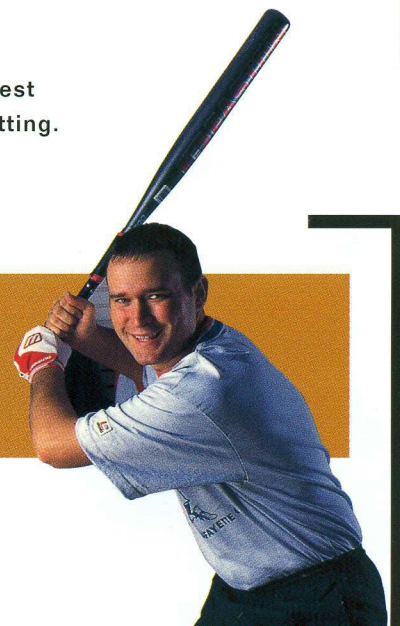
The Super Show Story... continues

With more than 3,000 exhibitors, buyers from 104 countries see the latest sporting goods and apparel at 19 different product shows in one convenient setting.

Athlete's World

"The Super Show allows me to see a variety of the latest sporting goods and accessories—all under one roof and close to home."

William Caylor, Sales
Athlete's World



Authority Balance Sheet as of June 1997

ASSETS		GWCC	DOME	TOTAL
Cash	\$ 6,510,752	\$ 63,849,872 (1)	\$ 70,360,624	
Accounts Receivable	2,296,886	2,497,907	4,794,793	
Prepaid Expense	83,463	13,462	96,925	
Inventories	248,240		248,240	
Advances to Other Funds (Dome)	10,117,327		10,117,327	
Deferred Charges		3,269,916	3,269,916	
FIXED ASSETS				
Equipment/Building	247,948,162 (2)	180,660,129	428,608,291	
TOTAL ASSETS	\$ 267,204,830	\$ 250,291,286	\$ 517,496,116	
LIABILITIES & FUND BALANCE		GWCC	DOME	TOTAL
LIABILITIES:				
Vouchers Payable	\$ 1,504,639	\$ 5,864,766 (1)	\$ 7,369,405	
Debt Service		8,348,350	8,348,350	
Term Loan/Bond Payable		194,882,510	194,882,510	
Interfund Payable		10,117,327	10,117,327	
RESERVES:				
Designated	13,670,223	25,617,706	39,287,929	
Deferred Revenue		18,818,037	18,818,037	
Investments in Fixed Assets/Bldg.	247,539,255	10,806,023	258,345,278	
FUND BALANCE—PRE-DEPRECIATION	4,703,857	9,679,725	14,383,582	
Less Depreciation	(213,144)	(33,843,158)	(34,056,302)	
TOTAL LIABILITIES & FUND BALANCE	\$ 267,204,830	\$ 250,291,286	\$ 517,496,116	

Notes: (1) includes \$ 10,000,000 Debt Service Reserve
 10,842,826 Debt Service Interest and
 Credit Enhancement
 15,090,900 Security Deposits (Suites and Seats)

(2) 244,150,000 Land and Building

(Funding provided by State of Georgia General
 Obligation Bonds)



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Progress Continues

Centennial Olympic Park became the most recognized legacy of the 1996 Olympic Games. As the world's gathering place during the Games, the Park saw millions of visitors enjoy its brick pathways and myriad of entertainment. The Fountain of Rings, the heart of the Park, was the most photographed site of the Games and remains the favorite location of visitors to the Park today.

Following the Olympics, the Festival of the American South was dismantled and the land was re-graded to its permanent configuration. Funding was finalized with a donation of \$3.75 million from the Southern Company, \$2.25 million donation from the Authority, then matched by

ON CENTENNIAL OLYMPIC PARK

the Woodruff Foundation, which was added to the \$65 million previously raised.

Construction of Phase II began in January. With the additional monies, Phase II will now include a dramatic series of flowing water gardens and pathways along the quilt plazas that border Techwood Drive, two garden pavilions for visitors, a visitor center, an operations center, belvedere and perimeter fence.

The majority of the complex infrastructure and new commemorative bricks have been installed in the north end of the Park. Grass, trees and shrubs have also been planted. The Park is scheduled for completion in Spring of 1998.



The Super Show Story... continues

Over their four-night stay, The Super Show attendees enjoy sampling cuisine from Atlanta's more than 8,000 area restaurants. Dining options include everything from Planet Hollywood downtown to the five-star dining room at the Ritz-Carlton, Buckhead.

Café Tu Tu Tango

"When a large show, like The Super Show, comes to Atlanta —our tables are always filled. Convention guests are a large part of our success."

Vanessa Parker, Waitress
Café Tu Tu Tango



Human Resources Report

The Authority's facilities have a well-earned reputation for superior customer service. And the guardians of that reputation are our employees. In fiscal year 1997, Human Resources focused on providing manpower requirements necessary to support the Olympic Games, staff Centennial Olympic Park and expand training programs for employees.

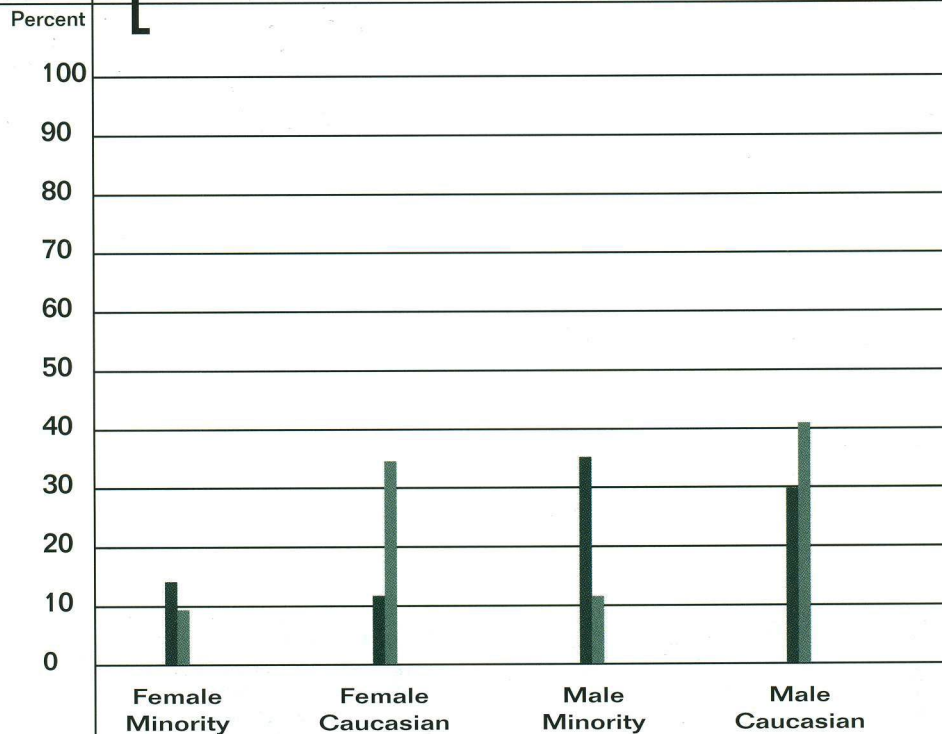
With the addition of Centennial Olympic Park as another Authority facility, the number of full-time positions rose to 502. This year, 56 employees were recognized for service milestones: 10 employees completed 20 years of service, five completed 15

years, 15 completed 10 years and 26 completed five years of service.

Our part-time staff continues to make significant contributions to the success of the facilities. The World Congress Center and Georgia Dome used 287,000 hours of part-time labor during the year, the equivalent of 138 full-time employee positions working 40 hours per week.

Employee training continues to lay the groundwork for our success. This year, we provided more than 2,600 hours of training concentrating on customer service techniques and management skills.

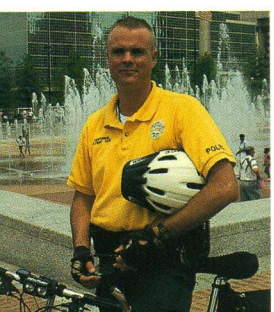
Work Force Distribution



■ Authority Work Force ■ Metro Atlanta Work Force

Source: Georgia Department of Labor

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8



GWCC Authority

Executive Director



Georgia Dome



- Administration
- Building Services
- Engineering
- Event Services
- Executive Services
- Security
- Ticket Office
- MGR Food Services



GWCC



- Administration
- Building Services
- Engineering
- Event Services
- Public Safety
- MGR Food Services



Centennial Olympic Park



- Administration
- Operations
- Public Safety
- MGR Food Services
- Volunteer Program

Joint Responsibilities

- Accounting
- Human Resources
- Marketing
- Parking

[The Super Show Story never really ends...

Atlanta has enjoyed hosting The Super Show and its hundreds of thousands of visitors for more than 10 years and looks forward to many more...

"We have a great city for business and each time a group comes, they leave as fans of Atlanta."

Sam Williams, President
Metro Atlanta Chamber of Commerce

Chamber of Commerce

