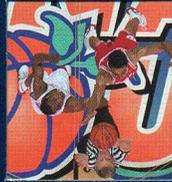
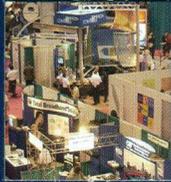


GEORGIA WORLD CONGRESS CENTER AUTHORITY



2002 Annual Report

Georgia
World
Congress
Center

Georgia
Dome

Centennial
Olympic
Park



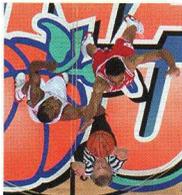
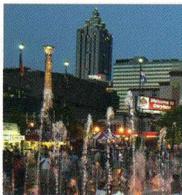
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www.gwcc.com

www.gadome.com

www.centennialpark.com

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Mission

The State of Georgia established the Georgia World Congress Center Authority to develop and operate the Georgia World Congress Center, the Georgia Dome, Centennial Olympic Park, and related facilities. These facilities exist for the primary purpose of promoting and facilitating events and activities that generate economic benefits to the citizens of the State of Georgia and the City of Atlanta as well as enhance the quality of life for every Georgian.

Vision

Our vision is to constantly earn our reputation as one of the world's finest convention, sports and entertainment venues. Every day we exemplify our steadfast commitment to excellence in our expertise, efficiency and quality of service. Our vision is to lead our industry through innovation; to operate successfully in an ethical manner; to satisfy our customers' expectations with motivated, service-oriented employees; to provide a safe, clean environment; and to foster both the personal and professional growth of our people.

Values

To achieve our vision, we make our customers the focus of all we do. We take pride in providing friendly and courteous service to our guests and customers. We strive constantly to improve productivity and to promote the best interests of the Georgia World Congress Center, the Georgia Dome, and Centennial Olympic Park.



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The convention industry was deeply impacted by the tragic events of Sept. 11. We were hosting NetWorld + Interop that autumn day and shared the grief of the nation with thousands of new friends.

Everyone felt a personal loss, but it was President George W. Bush - who made his first public address about Homeland Security to the nation from the Georgia World Congress Center - that rallied us to renew and reclaim our American values.

In the weeks and months following Sept. 11, convention centers nationwide experienced both show cancellations and significant drops in trade show and convention attendance as businesses already suffering from a slowing economy trimmed travel budgets.

The Georgia World Congress Center was not immune to the effects of the national tragedy. Known as a convention center for people who want to do business, coupled with our dedication to customer service, the GWCC was well positioned for the tough economic times Fiscal Year 2002 had in store.

Only one show cancelled - a show scheduled for mid-September - and show management made the decision in the days immediately following the tragedy.

The events of Sept. 11, combined with a slowing economy, resulted in operating revenues falling by 10 percent. But, thanks to the dedication of our staff, operating expenditures were reduced by 16 percent. This resulted in the GWCC ending the year with a \$1.6 million profit - more than \$1.3 million above budget forecasts.

And, this belt tightening occurred while construction of the 1.4 million square-foot addition was expedited to accommodate SUPERCOMM

2002, a high-tech communications conference that was the first to occupy the new Building C. The four new exhibit halls of Phase IV expansion were completed in time for the early June show, and SUPERCOMM's 800 exhibitors saw a glimpse of the Congress Center's future. After the show moved out, the halls were converted back to a construction site in preparation for the International Woodworking Fair in August - the center's largest show in terms of exhibit space.

The world once again turned its attention to the GWCCA campus as the Georgia Dome hosted the NCAA Men's Final Four. Security was a top concern - but the GWCCA had addressed the issue early and with fervor. A new Heightened Security Operations plan was adopted in the late autumn - and it served the campus well, as we hosted the President of the United States at the Georgia World Congress Center, the Final Four at the Georgia Dome and the State of Georgia at a remembrance ceremony at Centennial Olympic Park. That security operations plan also served as a "best practices" model for the International Association of Assembly Managers.

More than 2 million visitors traveled to the Georgia World Congress Center Authority campus in Fiscal Year 2002, generating \$1.2 billion in new dollars and more than \$1.9 billion in economic impact. The 52 exhibit events, corporate events, consumer shows and meetings at the Georgia World Congress Center generated nearly \$90 million in state and local taxes, while the activities at the Georgia Dome generated an additional \$11 million in state and local taxes.

We don't know how many visitors came to Centennial Olympic Park - but those numbers probably surpassed the visitors to the Georgia World Congress Center and the Georgia Dome combined. While we can't determine the eco-

nommic impact the Park has on the community, we do know the Park serves as the anchor for continued revitalization in downtown Atlanta.

With events booked out until 2018, the Georgia World Congress Center continues to set the standard in the industry because of its benchmark status among the competition.

By combining a state-of-the-art facility with "fast and friendly" customer service, the Georgia World Congress Center Authority ensures successful events time after time, every time.

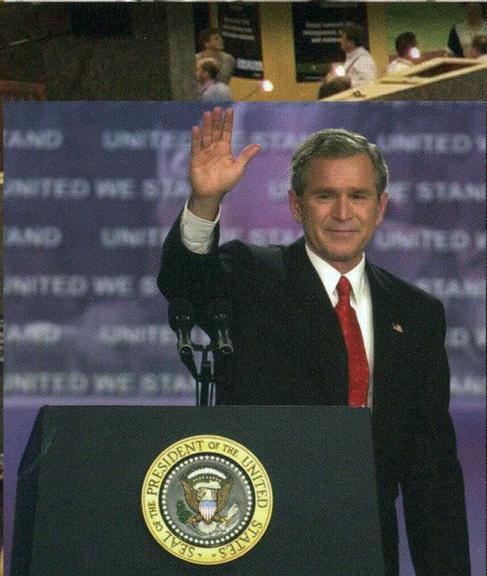


DANIEL A. GRAVELINE

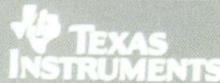
Executive Director

Georgia World Congress Center Authority





Georgia World Congress Center



The Georgia World Congress Center positioned itself for future growth in Fiscal Year 2002, with an early opening of the 1.4 million-square-foot Phase IV expansion. Originally slated for late summer completion, construction was expedited to accommodate the growth of SUPERCOMM 2002, which opened in early June.

By all measures, the additional 420,000 square feet of exhibit space in four new exhibit halls will allow the center to meet the needs of its future customers. With an additional 29 meeting rooms, two new auditoriums and a second grand ballroom, the expansion alone is larger than most convention centers in the United States.

Targeting mid-sized conventions and trade shows, the expanded GWCC can accommodate two or three shows at one time. The expanded calendar of availability is expected to

play a large role in keeping the GWCC booked at or near capacity in future years.

Following the June show, the expansion returned to a hard hat area as an estimated 1,000 workers a day resumed construction on the Georgia Ballroom, meeting rooms, Food World, Terraces Restaurant and the West Plaza. The doors will open prior to completion yet again to accommodate International Woodworking Fair in August, with the project slated for a late 2002 completion.

Meanwhile, the GWCC played host to over 1 million visitors in Fiscal Year 2002. The cen-

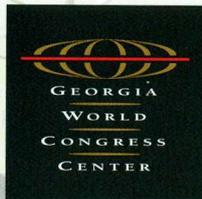
ter hosted 39 trade shows and conventions, including 11 of *Tradeshow Week's Top 200* shows – American Academy of Family Physicians, Christian Booksellers Association, Forest Products Machinery & Equipment Exposition, IEEE/PES Transmission & Distribution Conference; International Air Conditioning, Heating and Refrigerating Exposition, The International Builders' Show, INTERWIRE 2001, National Safety Council Congress & Expo, Network+Interop, SUPERCOMM and True Value Spring Market.

More than 80 meetings and corporate events and 12 consumer shows, including the

International Car Show, For Sisters Only, the Atlanta Boat Show and the NCAA Men's Final Four Hoop City, called the center home.

The economic impact to the state – illustrating the Georgia World Congress Center's dedication to its mission – is impressive.

In Fiscal Year 2002, the Georgia World Congress Center had an economic impact of \$1.7 billion to the state's economy and contributed \$113 million in state and local tax revenues. Since opening its doors in 1976, the economic impact the center has had for the City of Atlanta and State of Georgia is astounding – with attendance of over 30 million, the dollar impact is over \$23 billion. State and local taxes collected over the past 26 years total \$1.3 billion.



GWCC Revenue & Expense Statement



The Georgia World Congress Center's primary sources of operating revenue continued to be rent, food service and utility services, which when combined, made up 70 percent of our operating revenue. Building rental remains the largest revenue generator at 40 percent of the facility's \$29,298,755 in income, while revenue from exhibit utility services

accounted for 17 percent, food services accounted for 13 percent and parking accounted for 8 percent. While revenues fell 10 percent below projections, operating expenses were reduced by 16 percent. "Other" expense items include computer, telecommunications, equipment leases, travel, printing and other minor expenses.

Operating Revenue

Rent	\$11,729,260
Exhibit Utility Services	5,065,665
Food Services	3,729,932
Parking	2,274,277
Hotel/Motel Tax	3,656,647
Other	2,842,974
SUBTOTAL	\$29,298,755

Non-Operating Revenue

Transfers from Reserve	3,800,074
Contributed Equipment	386,442
SUBTOTAL	\$4,186,516
Hotel/Motel Tax (ACVB)	\$8,534,705
TOTAL	\$42,019,976

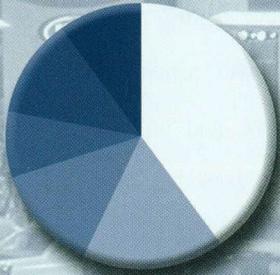
Operating Expenses

Personal Services	\$17,023,653
Regular Operating	6,428,230
Equipment	192,444
Contracts/Fees	1,441,603
Other	953,819
SUBTOTAL	26,039,749
Net Operating Gain	3,259,006

Non-Operating Expenses

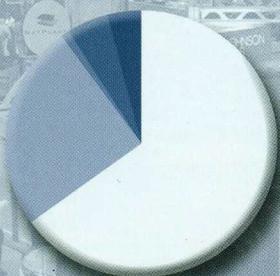
Contribution to Centennial Olympic Park ⁽¹⁾	1,354,173
Capital Improvements and Projects	4,433,601
Net Depreciation Expense	841,149
Hotel/Motel Tax (ACVB)	\$8,534,705
SUBTOTAL	15,163,628
TOTAL	\$41,203,377
NET GAIN	\$816,599

(1) Contribution to Centennial Olympic Park to assist in funding of next year Operating Expenses.



Operating Revenue

Rent	40%
Exhibit Utility Services	17%
Food Services	13%
Parking	8%
Hotel/Motel Tax	12%
Other	10%



Operating Expenses

Personal Services	65%
Regular Operating	25%
Equipment	1%
Contracts/Fees	5%
Other	4%



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GWCC Economic Impact

The mission of the Georgia World Congress Center is to promote and facilitate events that generate economic benefits to the citizens of the State of Georgia and the City of Atlanta. Following the events of Sept. 11, 2001, the GWCC staff rededicated itself to the citizens of this state. In Fiscal Year 2002, \$1.1 billion was generated by the 1 million visitors to the Georgia World Congress Center.

According to a University of Georgia study conducted by the Selig Center for Economic Growth, these visitors spent "new dollars" in Georgia at restaurants, hotels, retail shops and on entertainment, generating an economic impact of more than

\$1.7 billion. During the course of the year, GWCC activities sustained 26,335 jobs and produced \$677 million in personal income. The State of Georgia received nearly \$40 million tax revenues while local governments collected nearly \$30 million. Total tax collections for the region totaled over \$113 million, reaffirming the important role of the Georgia World Congress Center in the state's economy.

GWCC Attendance

569,877	39 Major Trade Shows & Conventions
354,015	12 Public / Consumer Shows
83,347	82 Meetings, Corporate Events and Others*
1,007,249	Total Attendance**
610,010	Total Out-of-Town Attendance
2,185,977	Total Daily Attendance

* Includes fashion shows, licensing exams, graduations, sporting events, concerts and other performing arts productions.
** Includes events that also used Georgia Dome space.

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GWCC Activity

"New Dollar" Impact	\$1,056,756,473
Total Economic Impact	1,744,511,921
Personal Income	677,149,631
Employment	26,335

Taxes

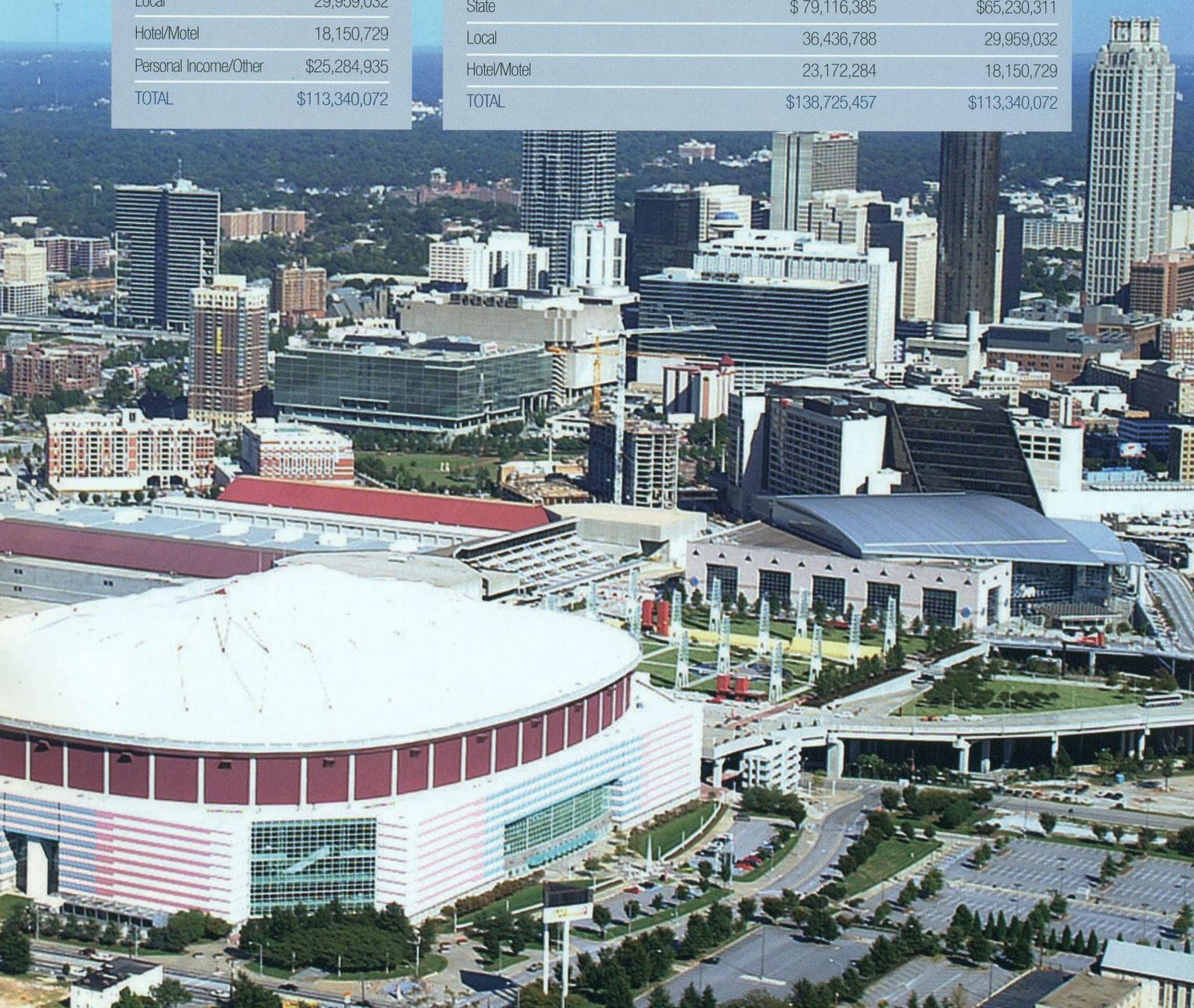
Georgia Sales	\$39,945,376
Local	29,959,032
Hotel/Motel	18,150,729
Personal Income/Other	\$25,284,935
TOTAL	\$113,340,072

Two-year Economic Summary

	2001	2002
"New Dollars" Generated	\$1,305,040,632	\$1,056,756,473
Total Impact of "New Dollars"	2,075,367,269	1,744,511,921

Tax Revenues

	2001	2002
State	\$ 79,116,385	\$65,230,311
Local	36,436,788	29,959,032
Hotel/Motel	23,172,284	18,150,729
TOTAL	\$138,725,457	\$113,340,072



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GWCC Direct Benefit to Georgia

The Georgia World Congress Center's primary mission is to generate economic benefit for the State of Georgia and the City of Atlanta, as well as enhance the overall quality of life for every Georgian.

Consider the Georgia World Congress Center as a company and the citizens of Georgia as its shareholders. Those shareholders will see a very strong return on the state's investment in the facility. The chart below highlights net profit to the state of

Georgia during the past decade. After paying debt service and operating expenses in Fiscal Year 2002, the State of Georgia realized a net profit of over \$22 million, which legislators can appropriate for such projects as schools, roads, libraries and senior centers, etc.

The Georgia World Congress Center is an asset to the citizens of Georgia, providing an excellent return on the state's investment, sustaining thousands of jobs and pumping millions of dollars into the economy.



	Operating Revenue	–	Operating Expense	=	Operating Profit	Tax Revenue	–	Debt Service	=	State Profit	Direct Benefit to Georgia
1993	21,347,693		16,583,384		4,764,309	55,938,016		23,138,073		32,799,943	37,564,252
1994	22,020,607		19,430,734		2,589,873	54,978,682		23,360,105		31,618,577	34,208,450
1995	22,812,247		19,280,328		3,531,919	68,472,099		24,559,580		43,912,519	47,444,438
1996	23,742,599		19,395,316		4,347,283	46,160,000		27,343,710		18,816,290	23,163,573
1997	31,729,228		22,159,684		9,569,544	61,854,480		27,118,841		34,735,639	44,305,183
1998	30,030,518		25,313,630		4,716,888	62,548,261		27,367,073		35,181,188	39,898,076
1999	35,613,820		27,279,653		8,334,167	64,490,285		27,777,777		36,712,508	45,046,675
2000	33,967,289		25,019,091		8,948,198	72,846,428		34,418,098		38,428,330	47,376,528
2001	39,983,740		27,388,214		12,595,526	79,116,385		44,904,470		34,211,915	46,807,441
2002	29,298,755		26,039,749		3,259,006	65,230,311		46,164,521		19,065,790	22,324,796

*Direct Benefit to Georgia is calculated by adding the operating profit and the state profit.





WGA

TEAM



2002

Georgia Dome

Fiscal Year 2002 was a banner year for the Georgia Dome - celebrating its 10th anniversary, welcoming new ownership for the Atlanta Falcons and hosting many high profile sporting events, including the NCAA Men's Final Four Basketball Tournament.

Fan excitement was at an all-time high in late March as more than 111,000 basketball fans filled the Dome for the two-day Final Four tournament. Millions more watched the pinnacle of men's college basketball on television as Maryland and Indiana played in the final game.

While the Final Four took center stage at the Georgia Dome in March, the facility provided many highlights for sports fans throughout the year as it

played host to the SEC Football Championship, the Chick-fil-A Peach Bowl, the Atlanta Football Classic and the SEC Basketball Tournament. Early in the fiscal year, thousands of youngsters enjoyed the music of pop band N'Sync and in the spring, Monster Jam and the Super Bowl of Motor Sports - Supercross - had enthusiasts on their feet.

The Dome served as a movie set for "Drumline," a film featuring the talents of marching bands from four historically African-American colleges. Cameras rolled in late January as thousands gathered at the Dome hoping for their chance at fame as extras in the film.

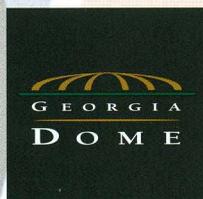
Events at the Dome welcomed more than 1.2 million visitors in Fiscal Year 2002 and commitment to fan security was a top priority. Following the events of Sept. 11, the Georgia Dome, in coordination with the NFL, addressed the issue of security in a public assembly facility and adopted a new Heightened Security Operations plan.

Home to the NFL's Atlanta Falcons, the traditionally quiet months of spring and summer were filled with excitement and anticipation of the 2002 football season. The dedication

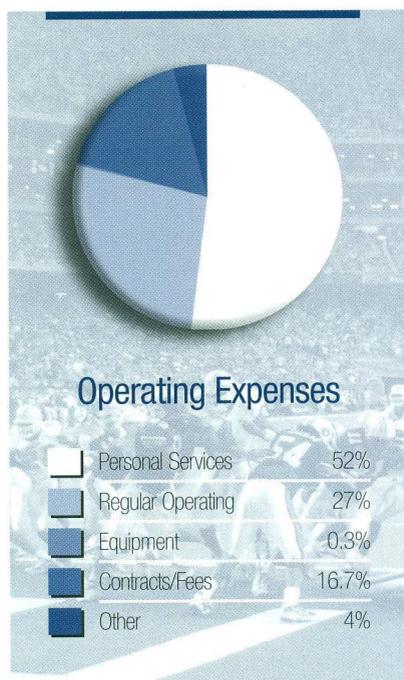
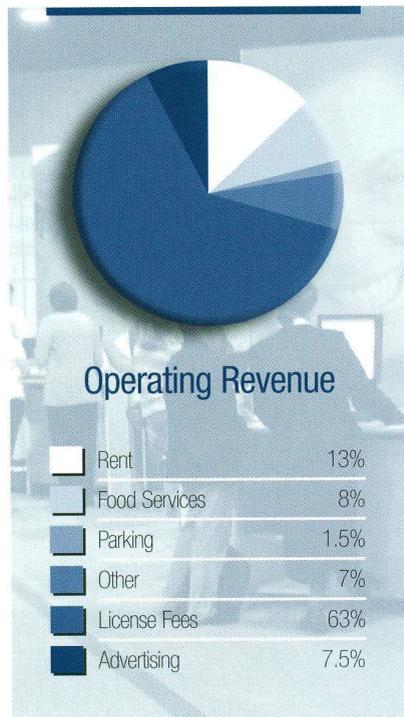
of the Dome staff was revitalized when Arthur M. Blank, co-founder and retired co-chairman of Atlanta-based Home Depot, purchased the team from the Taylor Smith

Family.

The Falcons experience is expected to rally fans, as is the Dome experience. A renewed commitment to customer service, new video boards, scoreboards and electronic message boards - all part of a new sponsorship package - will give the Dome a new look and feel for the future. A bright future, which not only includes a season of Falcons football, but the return of the SEC Football Championship and the 35th anniversary of the Chick-fil-A Peach Bowl, as well as the Women's Final Four in 2003 and a return of the Men's Final Four in 2007.



ATLANTA



Revenue & Expense Statement

Atlanta and out-of-towners alike gather at the Georgia Dome on Sundays for the excitement and thrills of NFL football. The Dome is home to the Atlanta Falcons. Home Depot co-founder Arthur Blank purchased the Falcons last spring, and his spirit is expected to fill the Georgia Dome with a record number of NFL fans. The Atlanta Falcons played a total of 10 games at the Georgia Dome during FY 2002.

The Georgia Dome also hosted a variety of other events during FY 2002 ranging from major concerts to Final Four's "March Madness." Among the highest attended events held at the Georgia Dome were the NCAA Men's Final Four, the SEC Basketball and Football Championships, the Atlanta Football Classic, Clear Channel Entertainment's Supercross and Motorcross and Georgia High School Association (GHS) Football Semi-Finals.

Dome Attendance

449,727	10 Atlanta Falcons Games
266,312	8 Other Football Events
202,655	3 Major Basketball Events
171,701	5 Entertainment Events
116,004	23 Other Events *
1,206,399	Total Attendance **

* Includes conventions, corporate events and meetings.
** Does not include Georgia World Congress Center events that also used Georgia Dome facilities.

Operating Revenue

Rent	\$3,255,660
Food Services	2,008,604
Parking	449,497
Other	1,740,572
License Fees	15,851,374
Advertising	1,948,593
SUBTOTAL	\$25,254,300

Non-operating Revenue

Transfers from Reserves	2,018,022
Hotel/Motel Tax	14,907,285
Contributed Equipment	764,285
SUBTOTAL	\$17,689,592
TOTAL REVENUE	\$42,943,892

Operating Expenses

Personal Services	6,127,081
Regular Operating	3,210,503
Equipment	41,962
Contracts/Fees	1,962,865
Other	526,821
SUBTOTAL	11,869,232
Operating Gain	13,385,068

Non-operating Expenses

Debt Service	10,389,818
Falcons Contract	5,238,211
Contracts/projects	6,289,057
SUBTOTAL	21,917,086
TOTAL EXPENSES	\$33,786,318

NET GAIN (before depreciation)	9,157,574
Net depreciation expense (equipment/building)	8,083,542
NET GAIN	\$1,074,032



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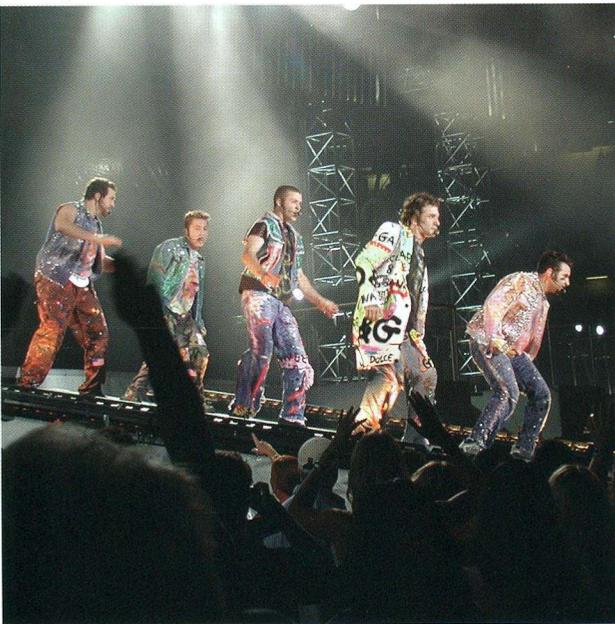
The Georgia Dome hosted everything from professional football and collegiate sports championships to conventions and tradeshows welcoming 1,206,399 visitors in Fiscal Year 2002. Those visitors pumped more than \$119 million into the state's economy. Based on a study conducted by the University of Georgia's Selig Center for Economic Growth, that \$119 million had a total economic impact of \$195 million for the State of Georgia. Activities at the Dome sustained 3,317 jobs totaling personal income of \$77,104,982 for the state's workforce. The stadium generated more than \$9 million in state and local tax revenue.

Georgia Dome Activity

"New Dollar" Impact	\$119,534,838
Total Economic Impact	195,516,127
Personal Income	77,104,982
Employment	3,317

Taxes

Georgia Sales	\$5,144,248
Local	3,858,186
Hotel/Motel	2,026,752
Personal Income/Other	\$2,879,120
TOTAL	\$13,908,306



Two-year Economic Summary

	2001	2002
"New Dollars" Generated	\$124,832,640	\$119,534,838
Total Impact of "New Dollars"	192,824,438	195,516,127

Tax Revenues

State	\$ 5,263,506	\$ 5,144,248
Local	3,947,631	3,858,186
Hotel/Motel	2,184,571	2,026,752
TOTAL	\$11,395,708	\$11,029,186





Centennial Olympic Park

Since its dedication as a downtown park in 1998, Centennial Olympic Park continues to uphold its legacy and purpose as Atlanta's gathering place, just as it did during the 1996 Centennial Olympic Games. With each passing year, park activities continue to grow - offering citizens an opportunity to enjoy urban life in Georgia's capital city.

As it approaches its fifth anniversary, the Park has become more than a place for people to relax or cool off in the "Fountain of Rings." This downtown oasis is where people come to watch chart-topping artists and local musicians perform, enjoy family festivals, conduct business and, for more and more people, it serves as a beautiful front yard for downtown living.

While the Park is still young, it has evolved into a place for traditional celebrations. Each year, ParkFest kicks off the spring season with a weekend celebration and each Independence Day, thousands gather to celebrate the country's birthday. Both events enjoyed growth during fiscal year 2002, with more visitors and participants than ever. The "Holiday in Lights" tradition continued, too, with thousands enjoying the Park's beauty in holiday illumination and a chance to enjoy outdoor ice-skating in the south.

Hundreds of thousands of people attended the second annual "On the Bricks" summer concert series during fiscal year 2002 and the Park welcomed jazz and blues music fans after work at the weekly Wednesday Wind Down concert series. Memories were created for youngsters at the Family Fun Days, a summer celebration of the arts, sports and crafts.

The Park is also where company picnics were held, volunteers gathered on Saturday afternoons and conventioners mingled at special receptions or after a long day on the trade show floor.

The variety of programming combined with meticulously maintained lawns and attractive water features is not only attracting visitors from the city

and around the world, it is spurring economic revitalization in Atlanta and bringing people to the Park to stay. Thousands of people moved into the Centennial Olympic Park area during the last six years and during FY 2002, the finishing touches were put on more than 500 condominiums - all with a view of the Park.

An anchor for downtown revitalization and a welcome mat for conventioners, Centennial Olympic Park is a true cornerstone of the Georgia World Congress Center Authority campus.



Revenue & Expense Statement

Operating Revenue

Rent	\$120,791
Exhibit Utility Services	13,656
Food Services	418,685
Other	45,004
Sponsorship	229,380
SUBTOTAL	\$827,516

Non-Operating Revenue

Transfers from Reserve	\$244,019
GWCC Contribution ⁽¹⁾	1,524,996
SUBTOTAL	1,769,015

TOTAL \$2,596,531

Operating Expenses

Personal Services	\$1,121,493
Regular Operating	531,175
Equipment	2,210
Contracts/Fees	315,712
Other	29,359
SUBTOTAL	1,999,949

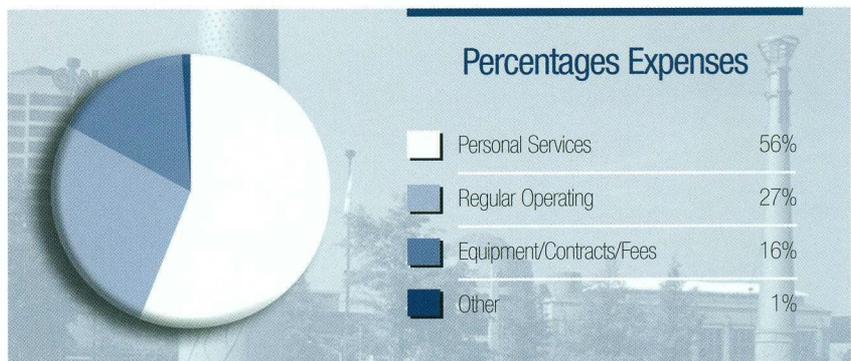
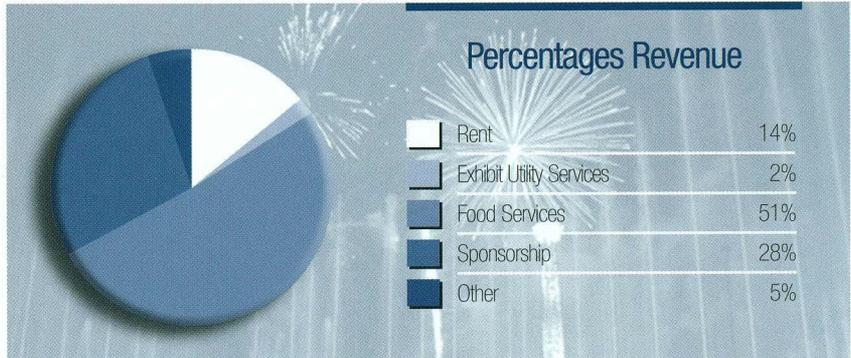
Non-Operating Expenses

Capital Improvements and Projects	339,953
Net Depreciation Expense	1,272,863
SUBTOTAL	1,612,816

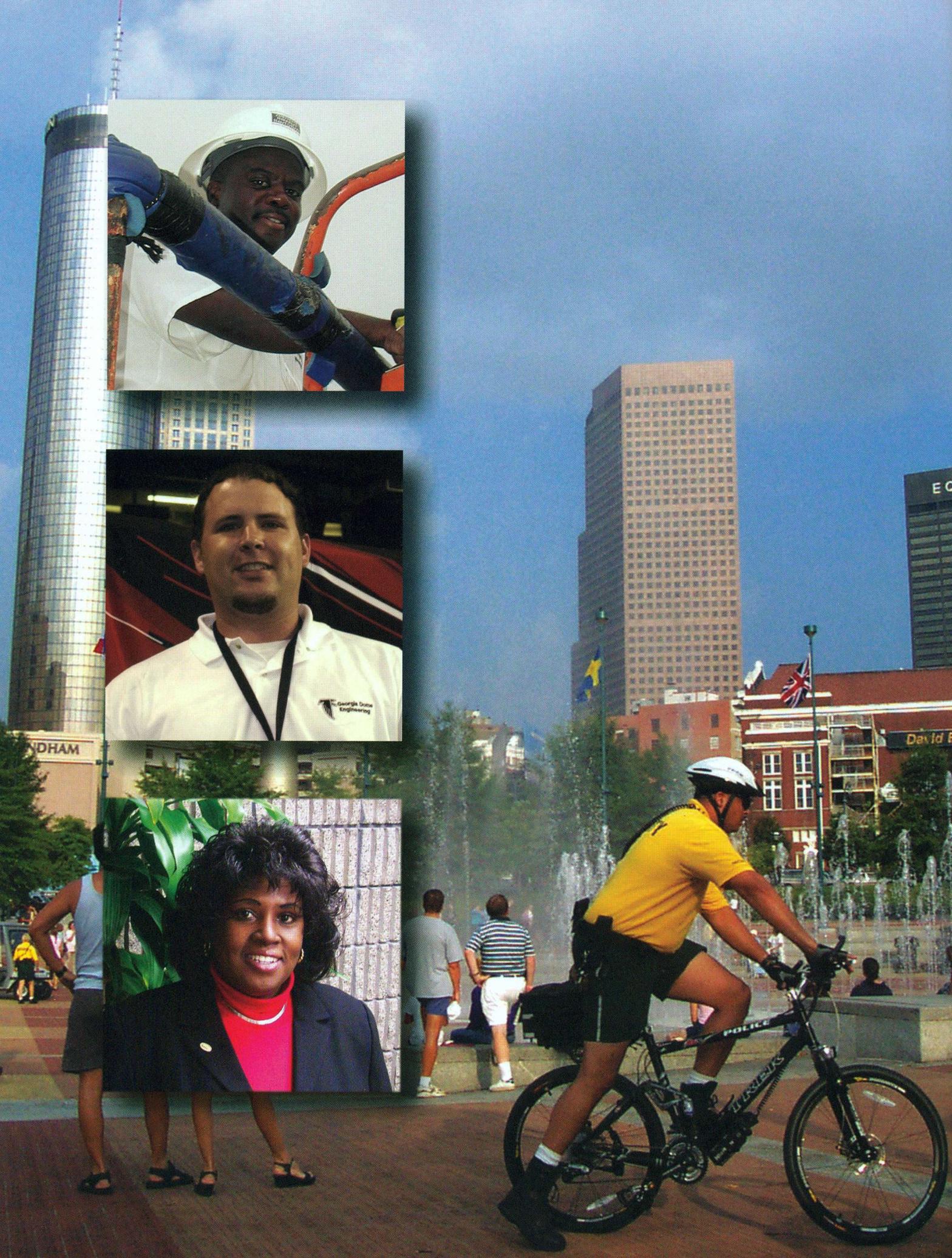
TOTAL \$3,612,765

NET LOSS (\$1,016,234)

(1) Contribution from GWCC to assist funding of Operating Expenses.







The Georgia World Congress Center Authority prides itself on maintaining extraordinary customer service. Our employees leave a lasting impression on all customers who come to an event, be it an intimate corporate reception or a sold out Falcons game. During FY 2002, employees learned first-hand of the importance of keeping the Georgia World Congress Center Authority a customer-friendly campus. Through Town Hall Meetings and employee orientation sessions held throughout the year for both new hires and current employees, the message was clear: go above and beyond the customer's expectations.

This heightened emphasis on customer service brought with it a new program that recognizes employees for exceeding customer expectations. The Fast and Friendly campaign recognizes these exceptional employees in a monthly newsletter, *The Fast and Friendly Times*, and on bulletin boards across campus.

The Authority continues to employ immigrants and refugees from around the world. We work closely with the Atlanta office of the International

Rescue Committee and provide employment for individuals from many countries, including Bosnia, Iraq, Somalia, India and the Sudan. Instruction in English as a Second Language was provided to employees twice a week, assisting them in language proficiency both in and out of the workplace.

During FY 2002, an astounding 61 employees received service awards for service milestones ranging from 5 years to 25 years. Six employees have worked with the Authority since the Georgia World Congress Center's grand opening in 1976, four employees completed 20 years of service, 10 employees completed 15 years of service, 10 employees completed 10 years of service and 31 employees completed five years of service. By a unique combination of training and recognition programs, the Georgia World Congress Center Authority is able to provide incomparable customer service to our clientele.

Employee Profile



Workforce Distribution

	Minority	Percent	Caucasian	Percent	Total
Female	116	22%	49	9%	31%
Male	214	41%	149	28%	69%
Total	330	63%	198	37%	100%

Director's
Report

Georgia
World
Congress
Center

Georgia
Dome

Centennial
Olympic
Park

Employee
Profile

GWCC
Authority
Board of
Governors

GWCC Authority Board of Governors



Chair

Stephen R. Leeds

Partner

ROGERS AND HARDIN

Vice Chair

Bill Archer

Executive Vice President

GEORGIA POWER COMPANY

Secretary

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THE WALKER GROUP

Treasurer

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President & CEO

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C. Jere Sechler Jr.

Chairman & CEO

EAGLE BANCSHARES, INC.

R. Elliott Caudell

President

CAUDELL REALTY

Mark H. Cohen

Partner

TROUTMAN SANDERS, LLP

Glenn Hicks III

President

EAGLE SERVICE CORPORATION

Ruby Mims Lucas

VP Community Relations

TURNER BROADCASTING SYSTEM, INC.

William "Billy" Porter Payne

Partner

GLEACHER AND COMPANY

Richard W. Cohen, M.D.

Surgeon

RESURGENS ORTHOPAEDICS

Lewis J. Cooper

Chairman

COOPER BARNETT & PAGE

David M. Franklin

Chairman & CEO

FRANKLIN & WILSON AIRPORT CONCESSIONS

Robert S. Prather Jr.

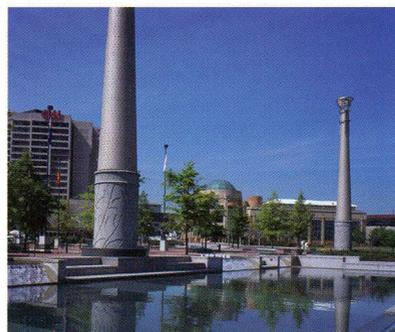
President & CEO

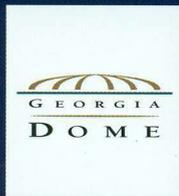
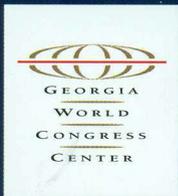
BULL RUN CORPORATION

J. Thomas "Tommy" Vance

Partner

TISINGER, TISINGER, VANCE & GREER, P.C.





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