

2007



Georgia World Congress Center Authority **annual report**



Georgia World Congress Center Authority

annual report



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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.

Top to Bottom: Habitat for Humanity and the Atlanta Hawks construct a house on the GWCC's East Plaza. Riders cue their bikes for the final race during the annual Supercross Series event at the Georgia Dome. Of the millions who visit the Park each year, many return to find the bricks they purchased before construction of the Park.

director's report

Fiscal Year 2007 was an excellent year for the Georgia World Congress Center Authority and our facilities continue to be a great investment for the people of Georgia.

More than 3 million visitors attended events at the Georgia World Congress Center and the Georgia Dome and another 3 million people are estimated to have visited Centennial Olympic Park. Those visitors directly injected more than 1.8 billion new dollars into the state's economy. That stimulated a ripple effect of \$3 billion total economic impact generating an estimated \$238 million in local and state taxes.

The consolidated financial reports illustrate a solid fiscal year for the GWCC Authority, including total revenue of \$113.4 million, expenditures of \$104.6 million and a net income of \$8.8 million.

However, financial results are only part of the story. The campus of the Georgia World Congress Center took center stage during the NCAA Men's Final Four Basketball Tournament. While the games were played on the floor of the Georgia Dome in front of more than a total of 100,000 spectators, the four-day celebration included interactive fan activities in the Georgia World Congress Center, as well as free concerts and entertainment in Centennial Olympic Park. The event, recognized by the NCAA as an incredible success, exemplifies the uniqueness of our campus and is a reflection of the dedication of our 559 full-time staff members.

The following report offers details on the financial performance of the three venues, as well as highlights of accomplishments at the Georgia World Congress Center, Georgia Dome and Centennial Olympic Park.

We hope you find this report informative and we look forward to continuing to serve as a leading economic generator for the State of Georgia.



Dan Graveline, GWCCA Executive Director

"The campus of the Georgia World Congress Center took center stage during the NCAA Men's Final Four Basketball Tournament."



The resurgence of downtown has continued with added momentum. Construction began along Marietta Street for development which will add additional dining options and accommodations to the convention center neighborhood in the next year.





Left to Right: Bronner Brothers celebrates its 60th anniversary with their winter International Hair Show. Hinman Dental draws a crowd of dental professionals who expand their knowledge in workshops and on the tradeshow floor. Junior Olympic Girls Volleyball Tournament sets up 48 courts for eight days of competition.

georgia world congress center: year in review

Fiscal Year 2007 was another good year for the Georgia World Congress Center. With early projections forecasting a small operating deficit, the year closed with a \$5.2 million operating profit. This profit was due to an increase in booking events in the year for the year, an increase in food and beverage sales and engineering services to exhibitors.

The Georgia World Congress Center hosted 57 major trade-shows and conventions, 19 public and consumer shows and 257 meetings and other events during FY 2007. The combination of these events accounted for 2,902,055 in total daily attendance. The GWCC had a 67.7 percent exhibit hall occupancy, which was a slight decrease over occupancy from last year and means the GWCC is still one of the leading centers in the country.

The GWCC realized operating revenues of \$39.1 million, and over \$219 million in local and state tax revenues were generated.

A continued collaboration with the Atlanta Convention & Visitors Bureau, downtown hotels and general service contractors has created a collective effort to sell Atlanta on a national level. The New World of Coca-Cola opened across the

street from Centennial Olympic Park and the Georgia Aquarium continued to attract visitors to downtown during FY 2007. The resurgence of downtown has continued with added momentum. Construction began along Marietta Street for development which will add additional dining options and accommodations to the convention center neighborhood in the next year.

Improvements to the facility continued this year with construction of the Executive Boardroom, a complete renovation of the Sidney Marcus Auditorium, upgrades to the Thomas Murphy Ballroom and various behind the scenes renovations and upgrades.

Staff continued to focus on customer service and with the creation of the Governor's Office of Customer Service, emphasis on service was even greater. The result is evident with positive comments from customers in both post-event critiques and on customer surveys. Positive responses from customers reveal the GWCC's staff is very dedicated and the mission statement is followed on a daily basis—"The customer is the focus of everything we do."

georgia world congress center: what our customers have to say



The Southeastern Conference takes advantage of the convenient campus by utilizing halls at the GWCC for FanFare during its competition at the Georgia Dome.

"The GWCC came through for ASTD once again! It's really a great facility – excellent event and set up staff, good housekeeping (clean restrooms!) – and whoever came up with the idea of live music outside Terraces gets a gold star in my book. What a nice touch!"

-American Society for Training & Development

"APhA 2007, held March 16-19, 2007 in Atlanta was a resounding success! It takes a team of professionals to pull together the many complicated aspects of such a big meeting. Needless to say, convention center logistics are a major component and can make or break our members' perception of the association. I want to take this opportunity to thank the Georgia World Congress Center staff for a job well done.

A special note of appreciation goes to the facility set up crews. We had many changes, and they were handled flawlessly.

The entire team working with APhA was very responsive, polite, and had a great attitude. It was truly a pleasure working with them all."

- American Pharmacists Association

"As I told you in Atlanta, your entire team was excellent. As a service supplier to the tradeshow and convention industry for some 25 years, the GWCC is at the top of its' game in my opinion. There are a lot of convention centers in this country that could take lessons from your people in how to make it right the first time."

- Production Transport, Inc.



Local gardeners explore horticultural displays at the Southeastern Flower Show.

"From the early planning to execution, you and your staff were helpful, professional and prepared! We are honored that nearly every member of your team met with us daily to ensure a smooth meeting. There are no words to adequately express how positive we feel about our experience in Atlanta at the GWCC. Thank you."

- American Academy of Pediatrics

"We'd like to take this opportunity to thank you for a successful event at the Georgia World Congress Center. The International Association of Amusement Parks and Attractions appreciates all that you and your staff do to make our visits prosperous and worry-free. The Team at the GWCC is always going above and beyond our expectations."

- International Association of Amusement Parks and Attractions

"Our General Assembly was a success in part because the convention facility was a great host. Your staff was most helpful. Those who had direct responsibility with our group were excellent. We look forward to a return trip!"

- Cooperative Baptist Fellowship

"We would like to thank you for the outstanding job done with the staff and management during the 2007 FIRST Robotics Championships this past week. We are very grateful for the cleanliness and friendliness of the staff, and the overall atmosphere created while we were at the GWCC."

- Near North Student Robotics Initiative Team 1305 (NNSRI)

"Again, your staff consistently exceeded our expectations. As the executive director of the association professionals, I believe what makes a great facility is the staff who works there and their obvious commitment to serving the customers' needs. I would not hesitate to recommend the Georgia World Congress Center to any association looking for an exceptional place to host a meeting."

- Georgia Society of Association Executives



Ballroom dancers enjoy the ambiance in the Thomas Murphy Ballroom at the Southeastern Regional Championship.



International Association of Amusement Parks and Attractions (IAAPA) turns the halls into a virtual carnival with rides, inflatables and games.



Customer service, professional development, financial performance and care and maintenance of the facility continued to be our primary focus throughout the year.



Left to Right: T.D. Jakes Ministry brings crowds to The Georgia Dome for MegaFest, a family oriented religious conference. The North Atlanta High School Band is ready to take the Georgia Dome field and show off their skills during the Atlanta Original Battle of the Bands. The Florida A&M University Rattlers gain yard after yard over the Tennessee State University Tigers, clinching their fifth consecutive Bank of America Atlanta Football Classic win at the Georgia Dome.

georgia dome: year in review

The Georgia Dome had an exciting Fiscal Year 2007, hosting over 1.3 million visitors during 121 licensed use days. Thirty-four publicly ticketed events were produced, including 10 Atlanta Falcons games, the SEC Football Championship, the Bank of America Atlanta Football Classic, the Chick-fil-A Bowl and the NCAA Men's Final Four Basketball tournament. Other events attracting thousands of attendees included four different marching band events, Monster Jam, Supercross and several religious conferences. Additionally, 56,766 people attended a total of 13 private or non-public ticketed events.

Customer service, professional development, financial performance and care and maintenance of the facility continued to be our primary focus throughout the year.

In addition to implementing customer service initiatives specific to the Dome, the 2,500 members of the Team Dome event day staff were dedicated to the campus-wide support of the Governor's Customer Service Plan of Greet, Help, Listen and

Honor. The facility's 121 full-time staff members also participated in over 2,100 hours of staff development and training, an increase of 137 percent over the previous year.

Through dedication, focus and determination of personnel, the Dome posted operating revenue of \$34 million. This generated approximately \$6.6 million in local tax revenue and state tax revenues of \$8.8 million.

A very busy and challenging year, construction began in January on phase one of a two phase renovation project. Phase one focused on changing the look and feel of the Club Seat and Suite Levels of the facility. The Atlanta Falcons organization managed the \$24 million renovation project. The Dome's contribution to this phase of the project was the replacement of carpeting, ceiling tiles and painting at a projected expense of \$1.2 million.

georgia dome:
what our customers have to say



The seemingly miniature tug-of-war teams provide added entertainment for the sellout Dome crowd during Monster Jam.

"The Georgia Dome simply has assembled a team of true professionals who are dedicated to their jobs and represent the FIRST's championship needs very well."

-Show Ready Events

"You have the best staff in the business and we are truly grateful for that."

- Chick-fil-A Bowl

"The food and presentation were spectacular. You guys were fantastic."

- University of Connecticut Foundation

"Not only is the facility top rate, but perhaps more importantly, the people who run it are among the best in the business. Thanks again for all you do for us – you guys are special."

- Southeastern Conference

"Everyone made a real effort to make sure our needs were met and we can't express our appreciation enough for all of their hard work."

- Georgia High School Association

"We could not have been more pleased with you and your team. I appreciate the flexibility you showed and the fact your staff was willing to do whatever it took to make the event work."

- Cheersport Championships



SEC Basketball action heats up the Georgia Dome for four days in March.

"Thank you for your many contributions in assisting to make the 2007 Men's Final Four one of the most successful ever. The significant time and effort you devoted to the event are very much appreciated"

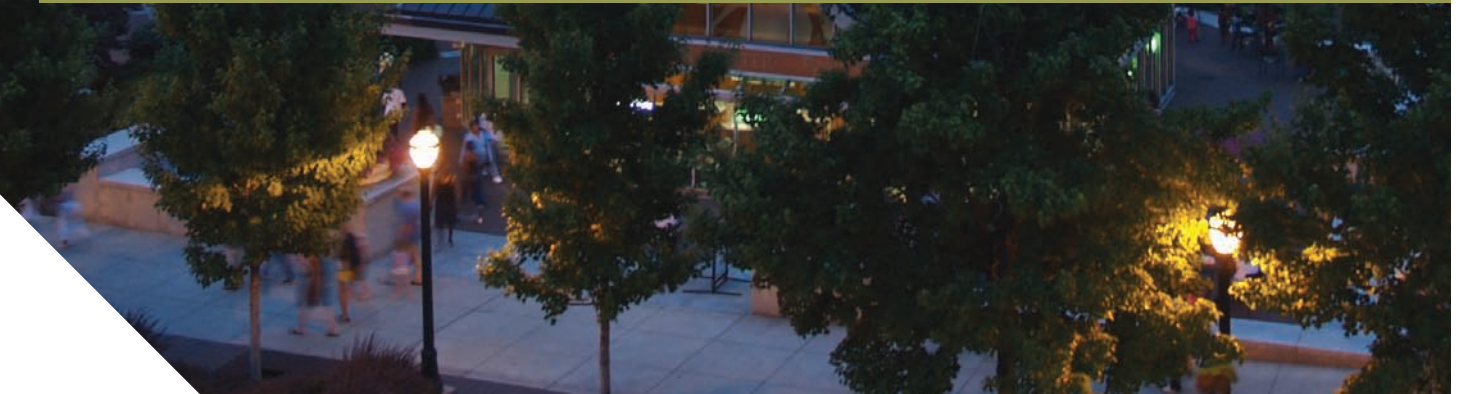
- NCAA Men's Final Four Championship



Thousands gather at the Georgia Dome during the Final Four weekend to be a part of the history making event.



Not only does the Park serve as a community gathering space, but it is also the anchor for downtown development and the core of a thriving tourist district.





Left to Right: Thousands attend the Park's 10th Anniversary Celebration of the Centennial Olympic Games to reunite and celebrate the summer of 1996. Extreme bikers entertain crowds during the final leg of the annual Tour de Georgia cycling race which finished just outside of the Park gates. Atlanta's only outdoor ice skating rink is located at Centennial Olympic Park for the holidays.

centennial olympic park: year in review

Centennial Olympic Park is one of the most recognizable and visited landmarks in the state of Georgia, welcoming over 3 million visitors during Fiscal Year 2007.

The Park made several improvements this year to maintain excellence in its facilities. After 10 years, the Fountain of Rings received a complete renovation. The project spanned five winter months and totaled over \$3 million funded by the State. The Park acquired new, interactive brick locator kiosks that offer a video history of the Park, advanced touch screen capability and customer surveys. The Southern Company Amphitheater underwent an amazing, 72-hour restoration with donated materials and labor by Metro Atlanta Landscape and Turf Association members. In addition, a crosswalk was built on Baker Street to make popular downtown attractions more easily accessible from the Park.

The Park continued to produce popular, free events for the whole family including the 4th of July Celebration, Wednesday WindDown, Music @ Noon, Fourth Saturday Family Fun Day, Holiday in Lights and the Ice Rink. Thousands also attended the

Park's 10th Anniversary Celebration of the Centennial Olympic Games. In addition to regular programming, the Park hosted many special gatherings. New events like Mothers Against Drunk Driving, Fiesta Atlanta and the NCAA Men's Final Four "Big Dance" joined returning favorites like the March of Dimes' Walk America, Southern Comfort Music Experience and Hands on Atlanta Day.

Not only does the Park serve as a community gathering space, but it is also the anchor for downtown development and the core of a thriving tourist district. Currently close to \$2 billion is estimated for planned development around the Park, including retail, residential, hotel, attraction and office space as well as the redevelopment of Baker Street, Luckie Street and Ivan Allen Jr. Boulevard. The Georgia Aquarium and the New World of Coca-Cola draw millions of attendees downtown, many of whom visit the Park.

Centennial Olympic Park continues to offer a clean, safe and actively programmed environment for all and truly serves as a lasting legacy of the Centennial Olympic Games.

centennial olympic park: what our customers have to say



The Park serves as the epicenter of fan activity during the NCAA Men's Final Four basketball tournament, offering free musical entertainment, activities, big screen broadcasts of the games and a fantastic fireworks display.

"I wanted to send you a quick note of thanks and congratulations. Thanks for all your help as we produced a great 4th of July show and congratulations on what seemed to me a great event in the Park. May you continue to enjoy great success with all your projects."

- 11Alive WXIA-TV

"Thank you for your outstanding work during the 4th of July Celebration at Centennial Olympic Park. We really appreciate your organization highlighting the Air Force's 60th Anniversary Celebration. Your work helped to educate over 50,000 people on the Air Force and our mission as well as recognizing the service of the veterans from all the different branches. Please accept my sincere appreciation for a job WELL DONE!"

- United States Air Force

"So many memories from the Olympics. It's good to be back."

- Park Visitor

"The Park staff has been dedicated to our event since we first came to Atlanta four years ago. Their advice and knowledge have been instrumental in our ability to put on a quality event."

- FIRST Robotics

"Easy to fall in love with this city."

- Park Visitor

"Very nice park with meaningful message."

- Park Visitor

"Love Atlanta! Gets better every time I visit."

- Park Visitor



The renovated Fountain of Rings delights children of all ages with intricate choreography, lighting, sound and special effects.

"We thoroughly enjoyed the show at Centennial Olympic Park last night. The bands were awesome, especially the local group Stokeswood. The fireworks display was decidedly spectacular."

- Park Visitor



The Southern Comfort Music Experience brings entertainment to thousands of fans in the Park.



The Southern Company Amphitheater is center stage for live music, dance and cultural performances.



The Park is a favorite venue for fundraising walks for charities.

georgia world congress center: revenue & expense report

Rent, food services and utility services remain the primary sources of operating revenue for the Georgia World Congress Center. When combined, they account for 75 percent of all operating revenue, with rent serving as the largest revenue generator, accounting for 37 percent of income followed by food service and utility services, which each account for 19 percent. Operating revenue totaled \$39.1 million. With early projections forecasting a small operating deficit, the year ended with increased bookings and ancillary revenue resulting in a \$5.2 million operating profit.

fiscal year 2007 GWCC attendance

57 Major Tradeshows & Conventions	806,672
19 Public/Consumer Shows	536,863
257 Meetings, Corporate Events & Others*	227,104

TOTAL ATTENDANCE	1,570,639
TOTAL OUT OF STATE ATTENDANCE	841,836
TOTAL DAILY ATTENDANCE	2,902,055

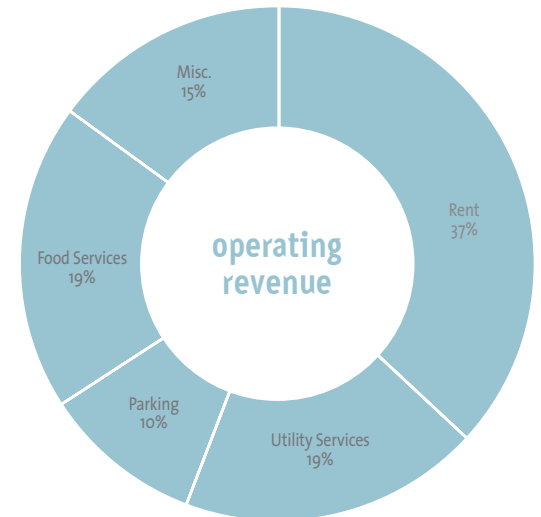
*Includes small meetings, sporting events, graduations, concerts and other small events.



The International Poultry Exposition utilizes most of Building B and Building C for its exhibits, which draw attendees from all over the world.

operating revenue

Rent	14,686,377
Utility Services	7,472,661
Parking	3,759,136
Food Services	7,402,894
Miscellaneous	5,810,617
Subtotal	39,131,685



non-operating revenue

ACVB H/M Tax	10,270,603
Investment/Misc.	1,158,046
Bond Funds	250,745
Subtotal	11,679,394

TOTAL REVENUE 50,811,079

operating expenses

Personal Services	19,356,858
Regular Operating	9,948,951
Equipment/Other	2,230,383
Per Diem/Fees/Contracts	2,438,474
Subtotal	33,974,666

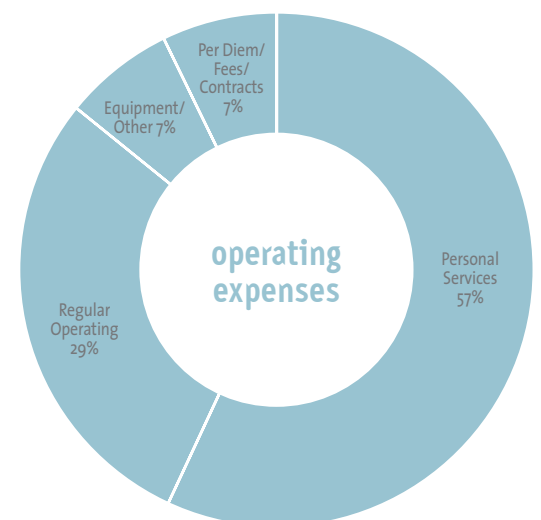
NET OPERATING PROFIT 5,157,019

non-operating expenses

ACVB H/M Tax	10,270,603
Capital/Special Projects	3,523,159
Transfer to COP/Others	1,632,509
Depreciation Expense	233,750
Subtotal	15,660,021

TOTAL EXPENSE 49,634,687

NET INCOME 1,176,392



georgia world congress center: economic impact

An estimated 1.6 million visitors attending events at the Georgia World Congress Center during Fiscal Year 2007 generated an estimated \$1.7 billion for the local and state economy. According to a University of Georgia study conducted by the Selig Center for Economic Growth, these visitors spent “new dollars” in Georgia restaurants, hotels, retail shops and on entertainment, generating an economic impact of more than \$2.7 billion. The facility generated more than \$167 million in state and local tax revenue. The Georgia World Congress Center also boosts the state’s economy by sustaining jobs throughout the economy. Events held at the GWCC sustained 31,853 jobs totaling personal income of \$947 million for the state’s workforce.

gwcc economic activity

“New Dollars”	1,658,742,554
Total Economic Impact	2,714,897,736
Personal Income	946,827,752
Employment	31,853

tax revenues

Georgia Sales Tax	69,665,689
Local Sales Tax	52,249,266
Hotel/Motel Tax	51,954,107
Personal Income Tax/Other	45,694,826
TOTAL	219,563,888

prior 3 year economic summary

	2004	2005	2006
“New Dollars” Generated	1,102,090,496	1,067,196,956	1,531,557,145
Total Impact of “New Dollars”	1,819,304,971	1,746,123,274	2,507,544,577
State	75,828,050	83,512,721	62,436,858
Local	32,676,879	32,569,173	46,827,656
Hotel/Motel	22,564,086	33,419,143	47,997,945
TOTAL	131,069,015	149,501,037	157,262,448



Top to Bottom: Southeastern Educational Congress of Optometry (SECO) uses the Sidney Marcus Auditorium for their general session just a few weeks after the auditorium reopens from a major renovation. Thousands of families experience MegaFest, a four-day religious convention in the GWCC and the Georgia Dome.

georgia dome: revenue & expense report

Fiscal Year 2007 proved to be a solid year financially for the Georgia Dome, with an increase in rent, while revenue remained consistent for Suites and Club Seats, advertising/sponsorships and parking. Suites and Club Seats still account for the largest percentage of the Georgia Dome's operating revenue at 52 percent. Rent increased by \$1.3 million over the previous year boosting rent to 19 percent of total operating revenue. Net profit for the year was \$5.5 million.

The largest investment made to the facility during the year was complete renovation of the Club, Suite A and B levels. The Dome's contribution to the renovation project was the replacement of carpeting, ceiling tiles and painting at a projected expense of \$1.2 million.

fiscal year 2007 georgia dome attendance

10 Falcons Games	609,833
7 Entertainment	228,046
4 Other Football Games	255,274
16 Basketball Games	195,518
2 Religious Conferences	19,200
17 Other	137,026

TOTAL ATTENDANCE 1,444,897



Truett Cathy, founder and chairman of Chick-fil-A, waves to fans from his vintage ride sporting the new logo, as the Chick-fil-A Bowl Parade makes its way up Andrew Young International Boulevard to the Georgia Dome.

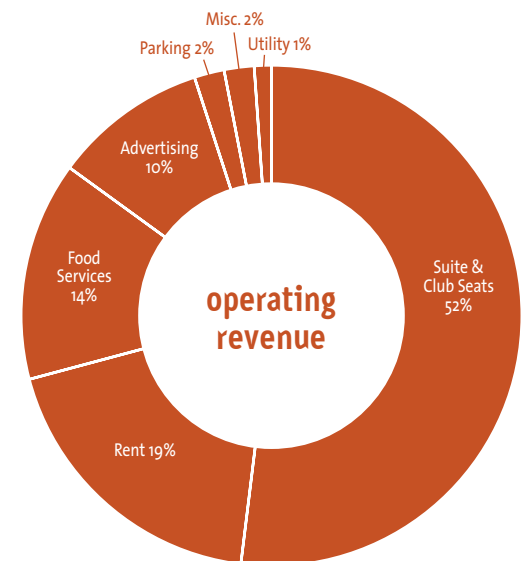
operating revenue

Rent	6,640,719
Utility	71,562
Parking	707,268
Food Services	5,015,629
Suite & Club Seat	18,008,292
Advertising	3,514,320
Miscellaneous	397,809
Subtotal	34,355,599

non-operating revenue

Hotel & Motel Tax	20,010,490
Investment/Misc.	2,550,351
Subtotal	22,560,841

TOTAL REVENUE 56,916,440



operating expenses

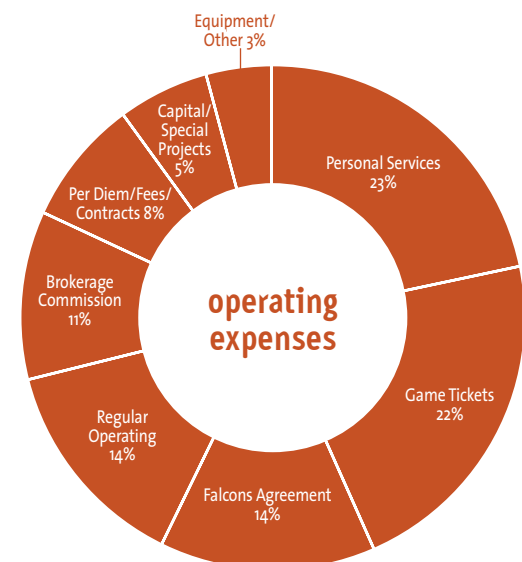
Personal Services	7,691,845
Regular Operating	4,834,798
Equipment/Other	1,181,409
Capital/Special Projects	1,873,976
Per Diem/Fees/Contracts	2,583,734
Game Tickets	7,316,867
Falcons Agreement	4,608,195
Brokerage Commissions	3,629,593
Subtotal	33,720,417

NET OPERATING PROFIT 635,182

non-operating expenses

*Debt Service Interest	8,741,822
Depreciation Expense	8,981,116
Subtotal	17,722,938

TOTAL EXPENSE 51,443,355
NET INCOME 5,473,085



*Note:
FY2007 Debt Service Principal was \$6,780,000
for a Total Debt Service Cost of \$15,521,822.

georgia dome: economic impact

During Fiscal Year 2007, the Georgia Dome welcomed more than 1.3 million visitors over 121 licensed use days. These events included the Atlanta Falcons football games, SEC football and basketball, Bank of America Atlanta Football Classic, Chick-fil-A Bowl, Supercross, Monster Jam, NCAA Men's Final Four Basketball tournament, marching band competitions and a host of others. The continued sell-out crowds at these events helped the Georgia Dome generate, 198 million "new dollars" for the state of Georgia. A study conducted by the University of Georgia's Selig Center for Economic Growth estimated this sum had a total economic impact of \$304 million for the state of Georgia. Additionally, activities at the Georgia Dome raised almost \$26 million in state and local tax revenue and sustained 3,760 jobs totaling personal income of more than \$106 million for the state's workforce.

dome economic activity

"New Dollars"	197,673,083
Total Economic Impact	304,309,628
Personal Income	106,099,939
Employment	3,760

tax revenues

Georgia Sales Tax	8,781,859
Local Sales Tax	6,586,470
Hotel/Motel Tax	5,474,686
Personal Income Tax/Other	5,071,367
TOTAL	25,914,382

prior 3 year economic summary

	2004	2005	2006
"New Dollars" Generated	159,391,314	164,251,659	174,260,380
Total Impact of "New Dollars"	260,706,860	257,183,007	272,854,522
State	11,484,299	11,274,265	7,619,605
Local	5,090,913	5,364,615	5,714,703
Hotel/Motel	3,168,788	4,549,057	4,826,255
TOTAL	19,744,000	21,187,937	18,160,563

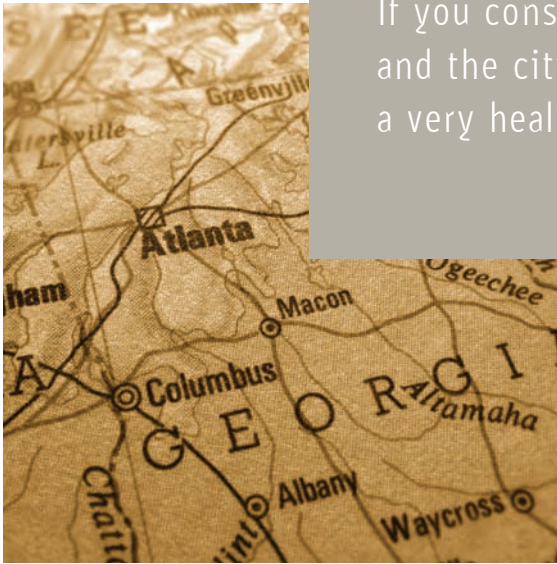


Top to Bottom: The Georgia Dome hosts teams from around the globe at the USA Junior Olympic Taekwondo competition. Confetti rains down at the Georgia Dome as Florida wins their second consecutive NCAA Men's Division I Final Four championship, beating Ohio State 84-75 in overtime.



georgia world congress center: **direct profit to georgia**

If you consider the Georgia World Congress Center Authority as a corporation and the citizens of Georgia as its shareholders, the citizens are experiencing a very healthy return on their investment.



The Georgia World Congress Center's primary mission is to serve as an economic generator for the State of Georgia, enhancing the quality of life for its citizens.

The convention center does this by hosting national and international trade shows and conventions that attract delegates and exhibitors who contribute to the state's economy by spending "new" money. The Georgia Dome plays host not only to the Atlanta Falcons, but to national events including the NCAA Men's Final Four Basketball Tournament, the SEC Football and Basketball championships and the Chick-fil-A Bowl, all of which attract national attention and attendees.

If you consider the Georgia World Congress Center Authority as a corporation and the citizens of Georgia as its shareholders, the citizens are experiencing a very healthy return on their investment.

This chart highlights net profit to the State of Georgia during the past decade. After paying debt service and operating expenses for Fiscal Year 2007, the State of Georgia realized a net profit of over \$94 million, the highest profit generated in the history of the 31-year-old convention center.





direct profit to georgia

	Operating Revenue	−	Operating Expense	=	Operating Profit	Tax Revenue	−	Debt Service	=	State Profit	Direct Profit to Georgia*
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	39,893,740		27,388,214		12,595,526	79,846,428		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
2003	30,868,814		29,396,282		1,472,532	70,219,908		38,796,511		31,423,000	32,895,532
2004	29,628,125		28,104,740		1,523,385	76,246,050		40,207,304		36,038,746	37,562,131
2005	28,671,882		30,641,032		-1,969,150	83,512,721		41,435,601		42,077,120	40,107,970
2006	39,721,815		32,389,842		7,331,973	104,141,534		40,579,064		63,562,470	70,894,443
2007	73,487,283		67,695,083		5,792,200	129,213,846		40,709,070		88,504,776	94,296,976**

*Direct profit to Georgia is calculated by adding operating profit/loss and state profit.

**Georgia Dome profit and tax revenue included in 2007 report.

centennial olympic park revenue & expense report

Through control of expenses and increased revenue from space rental, sponsorships and food and beverage sales, the Park had its best financial year ever. Regular operating expenses were down from the previous year. In addition to the contribution from the Georgia World Congress Center, the Park received significant funding for the production of a one-time, celebratory event, the 10th Anniversary Celebration of the Centennial Olympic Games. The Park also received contributions for special projects, overall maintenance and improvements in Park facilities.

Located between the Georgia World Congress Center and the downtown hotel district, Centennial Olympic Park continues to be an integral part of the Georgia World Congress Center Authority Campus as well as a major downtown destination.

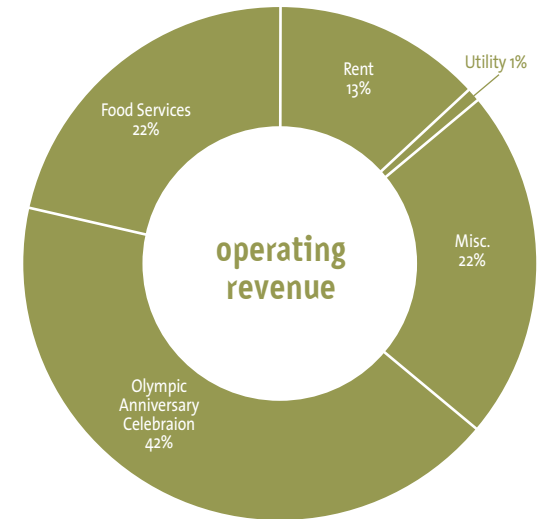
operating revenue

Rent	154,592
Utility	14,459
Food Services	262,062
Olympic Anniversary Celebration	496,200
Miscellaneous	248,467
Subtotal	1,175,780

non-operating revenue

Investments/Misc.	98,634
Transfer from GWCC	1,632,509
Bond Funds	2,811,067
Subtotal	4,542,210

TOTAL REVENUE 5,717,990



operating expenses

Personal Services	1,161,917
Regular Operating	468,289
Equipment/Other	26,117
Capital/Special Projects	31,976
Per Diem/Fees/Contracts	594,350
Subtotal	2,282,649

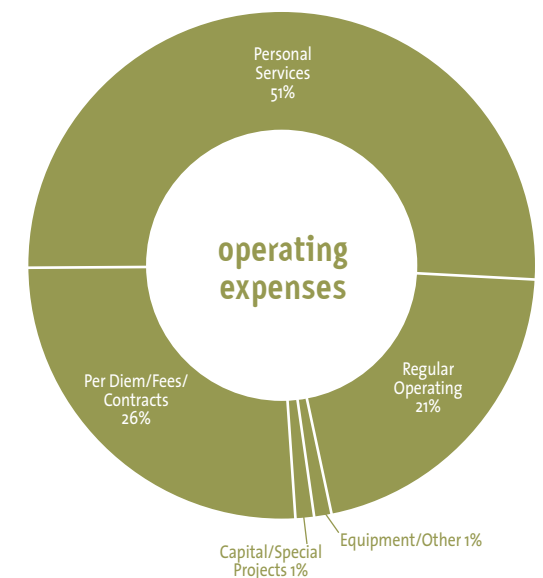
NET OPERATING LOSS (1,106,869)

non-operating expenses

Depreciation	1,217,802
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TOTAL EXPENSE 3,500,451

NET INCOME 2,217,539



Music @ Noon delights downtown April through October.



The NCAA Men's Final Four's Big Dance in the Park provides a whole new experience for basketball fans.

the gwcc employment team

The staff of the Georgia World Congress Center, Georgia Dome and Centennial Olympic Park continued to make the customer the focus of everything we do during FY 2007.

There were 559 budgeted full-time employees in FY 2007—404 at the Georgia World Congress Center, 132 at the Georgia Dome and 23 at Centennial Olympic Park.

Part-time staff contributed over 383,987 hours of labor during the year – the equivalent of 184 full-time employees. Their contribution was an integral part of the success of the facility.

Employee training continued to contribute to the success of the campus with employees attending 8,632 hours of training during FY 2007, an increase of 3,282 hours from FY 2006. Training focused on customer service, computer skills, management skills and job specific training. The correlation between training, job satisfaction, customer service and financial performance is undeniable.

workforce diversity

	GWCCA	Metro Atlanta
Caucasian	32%	60%
African American	65%	30%
Hispanic	1%	6%
Other	2%	4%
Male	68%	49%
Female	32%	51%

gwcc authority 2007

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2007