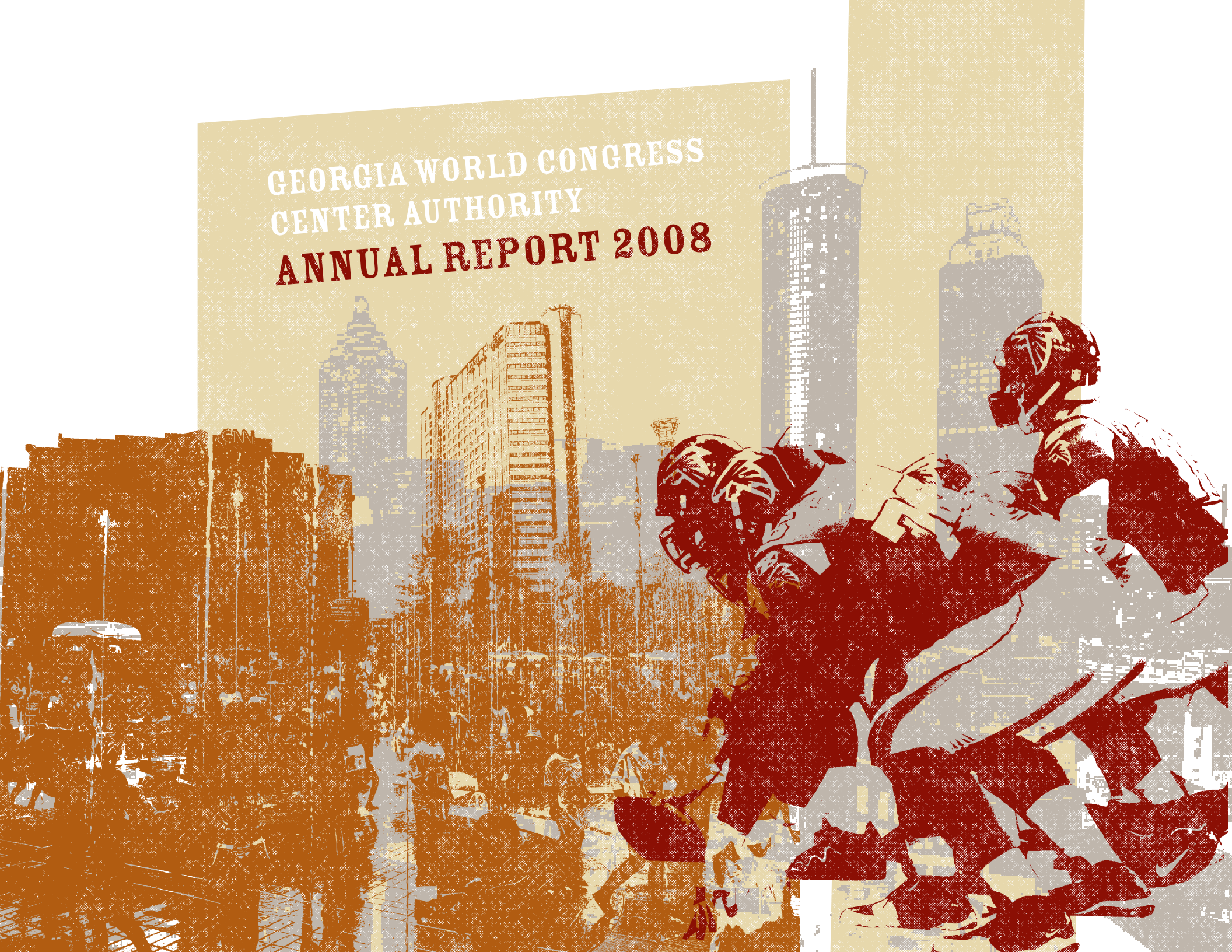


GEORGIA WORLD CONGRESS
CENTER AUTHORITY
ANNUAL REPORT 2008



2008

GEORGIA WORLD CONGRESS CENTER AUTHORITY: ANNUAL REPORT

Dean Kamen, inventor of the Segway and founder of FIRST, poses with former President George H.W. Bush during the 2008 FIRST Robotics Championship opening ceremony at the Georgia Dome.



Mayor Shirley Franklin and ACVB President and CEO Spurgeon Richardson address the crowd at the Atlanta Convention and Visitors Bureau annual meeting. Photo Credit: ACVB



Ghostland Observatory performs during the Southern Comfort Music Experience at Centennial Olympic Park.



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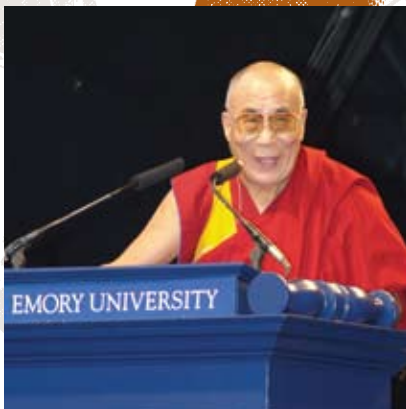




Above: Former President Jimmy Carter visits the Georgia World Congress Center regularly for major events. Below: Students from all over the world build robots to compete at the FIRST Robotics Championship.



Below: His Holiness the Dalai Lama gives a public talk at the Park during his only free, public appearance while visiting Atlanta.



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.

DIRECTOR'S REPORT

Fiscal Year 2008 was another excellent year for the Georgia World Congress Center Authority. While our facilities continued to be a great investment for the people of Georgia, we were also faced with the most unique challenge in our history.

On the night of March 14, 2008 the Georgia Dome was hosting the Quarter-final round of the SEC Basketball tournament. In the World Congress Center, a dinner for ROTC students was taking place in the Georgia Ballroom and several large tradeshows had closed for the evening. In Centennial Olympic Park, the Red Bull Illume exhibit was on display. Then the unimaginable... an F2 tornado ripped through downtown Atlanta directly hitting all three of our venues. As we walked through our facilities later that night trying to assess the damage, it quickly became clear we were up against perhaps the greatest challenge we had ever faced.

To fast forward...with well over \$75 million in damages, we still had to serve a myriad of customers. The SEC tournament was completed at Georgia Tech...the Dome was open for Easter Service the following Sunday, and the Congress Center opened one of its three buildings ten days after the storm...all facilities were back in operation in forty-two days...we survived!

More than 3.2 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 in FY08. Those visitors directly injected more than \$1.7 billion new dollars into the state's economy. That stimulated a ripple effect of \$2.8 billion total economic impact generating an estimated \$216 million in new tax revenue.

The consolidated financial reports illustrate a solid fiscal year for the GWCC Authority, including total revenue of \$149.8 million, expenditures of \$128.6 million and a net income before depreciation of \$20.8 million.

As a leading economic generator for the State of Georgia, the Georgia World Congress Center Authority is committed to providing an excellent experience to visitors from neighborhoods in Atlanta, cities across the country and nations all over the world. Customer service remains the top priority for our 559 full-time staff members.

This report details the financial performance of the three venues that make up the Authority and highlights accomplishments of the previous year.

Dan Graveline



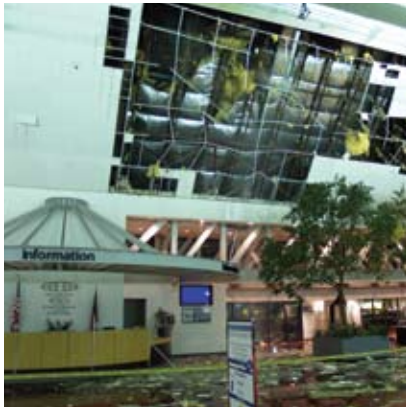
Dan Graveline, GWCCA Executive Director

"VISITORS DIRECTLY INJECTED MORE THAN \$1.7 BILLION NEW DOLLARS INTO THE STATE'S ECONOMY."





Above: The tornado hit the Georgia Dome during the SEC Men's Basketball tournament.



Above: All three buildings of the Georgia World Congress Center were hit by the tornado. Below: Two of Centennial Olympic Park's Hermes Towers were destroyed during the tornado.



GEORGIA WORLD CONGRESS CENTER AUTHORITY: THE TORNADO

On the night of March 14, an F2 tornado for the first time in history made its way through downtown Atlanta. That night the Georgia Dome was hosting the SEC Men's Basketball tournament. An ROTC dinner was taking place in the Georgia World Congress Center with exhibits for the Hinman Dental Meeting, Atlanta Home Show and SEC Fan Fare closed for the evening. The Red Bull Illume exhibit was on display at Centennial Olympic Park.

As the tornado made its way through downtown Atlanta it hit all three GWCCA venues causing over \$75 million in damages. What happened in the aftermath was a testament to determination and team work. Just hours after the tornado hit, arrangements were made to move the remaining games of the SEC Tournament to Georgia Tech's Alexander Memorial Coliseum. With the Big South National Qualifier scheduled to begin moving into the convention center on March 17, the hospitality community worked together to find alternate locations throughout the city for the event.

The facilities remained closed for about a week, and then the Dome hosted the first event on campus following the storm. On March 23, the Georgia Dome hosted Easter Sunday service for New Birth Missionary Baptist Church, an annual event. The Georgia World Congress Center reopened one of

its three buildings and hosted International Window Coverings Expo, which began March 26, and National Propane Gas Association began March 29. On March 30, Centennial Olympic Park served as the starting point and finish line for the 2008 ING Georgia Marathon & Half Marathon and the race's Health & Fitness Expo took place on the floor of the Dome.

After a lot of hard work and a mere 42 days, all three buildings at the Georgia World Congress Center reopened. Though the damage from the tornado proved to be a tremendous challenge, it was an opportunity to show the campus' fortitude to make all events the best they can be.



March 14, 2008 - Downtown Atlanta
Photo Credit: Shane Durrance

“DELIVERING THE VERY BEST IN CUSTOMER SERVICE TO OUR SHOW MANAGERS, EXHIBITORS AND ATTENDEES WAS THE TOP PRIORITY AGAIN...”



GEORGIA WORLD CONGRESS CENTER: YEAR IN REVIEW

Fiscal Year 2008 was a great year for the Georgia World Congress Center. With a projected \$2.7 million deficit, the year closed with a \$2.9 million dollar profit. This profit was the result of an increase of events booked during the year, increased food and beverage and services revenue, plus strong cost controls implemented by our staff.

After the tornado on March 14, the initial analysis of the damage looked grim, and a few events were relocated to other venues in Atlanta. Two major tradeshow were able to start move-in just one week after the storm, however, and forty-two days later all three buildings were open and holding events. The estimated damage to the GWCC was \$75 million.

The Georgia World Congress Center hosted 65 major tradeshow and conventions, 14 public and consumer shows and 233 meetings and other events during FY 2008. The combination of these events accounted for 2,591,334 in total daily attendance. The GWCC had a 64.71 percent exhibit hall occupancy, which is higher than most convention facilities in the country.

The GWCC generated operating revenues of \$39.5 million, and over \$193 million in local and state tax revenues were generated.

Delivering the very best in customer service to our show managers, exhibitors and attendees was again our top priority, with a goal of attracting and retaining profitable exhibitions, tradeshow and corporate events. Atlanta continues to build more “destination appeal” in the downtown area close to

the Georgia World Congress Center, and new dining options and accommodations opened this year within walking distance of our campus. The Georgia Aquarium, New World of Coca-Cola and Centennial Olympic Park continue to attract visitors to downtown and to entertain guests in town for conventions.

Improvements to the facility continued this year. Projects included the completion of a second Starbucks, located in the lobby of Building C, roof replacement and re-carpeting in the registration hall and A/B Lower Connector, replacement of the marquee on the East Plaza, a build out and relocation of It’s About Georgia gift shop and various behind the scenes renovations and upgrades. While these projects were already scheduled prior to the tornado, several upgrades were the result of reconstruction after the storm. All of the concourse areas for Buildings A and B now have new, modern ceiling tiles that are more energy efficient, create better lighting because of their reflectivity and provide better acoustics. The new safety glass in the buildings is more energy efficient and the Lower A/B Connector now has energy efficient lighting.

Though several challenges presented themselves in FY08, the GWCC staff was dedicated to their mission — “the customer is the focus of everything we do” — and the facility ended the year on a strong note.



Above: Deepo, the Georgia Aquarium’s mascot, visits the Georgia World Congress Center to show off one of the many attractions that are popular with attendees downtown.



Above: GlassBuild America 2007 is one of 65 major tradeshow and conventions to take place at the GWCC this year. Below: Attendees of New Baptist Covenant enjoy lunch in the Thomas Murphy Ballroom.





Above: Over 18,000 educators attend the International Reading Association 53rd Annual Convention at the GWCC. Below: North American Association of Food Equipment Manufacturers' biennial tradeshow attracts 20,000 food-service professionals and more than 600 manufacturers.



Below: 2007 CBA International Christian Retail Show features products and resources for member Christian stores and draws over 12,000 attendees to the GWCC.



GEORGIA WORLD CONGRESS CENTER: WHAT OUR CUSTOMERS HAVE TO SAY

"What a great year back in Atlanta! So many things worked well. GWCC and the staff really stepped up to the plate in helping us deliver a terrific event."

– National Association of Convenience Stores

"The Georgia World Congress Center staff was unanimously voted the absolute best convention center staff in the country."

– National Business Aviation Association

"Working with the GWCC team was a pleasure. We had an outstanding event and we could not have had it without your great staff."

– National Association of Food Equipment Manufacturers

"You guys are AWESOME! The GWCC staff was extra friendly and went out of their way, no matter what the question was to help. Great job EVERYONE!!"

– International Reading Association

"Our attendees commented on how they felt and how first rate the staff was at the GWCC."

– International Microwave Symposium

"The relationship that the National Glass Association has with GWCC is extremely special, and we have no doubt that it will continue in future years. Thanks for going that extra step for us, and we look forward to future events in Atlanta."

– National Glass Association

"The contagious efforts to serve us by the GWCC staff made for a calm, pleasurable show investment...I am on a campaign to have Cast Expo relocate to Atlanta for all subsequent shows and will be very vocal about it."

– American Foundry Association/Cast Expo

"The 2007 National Philanthropy Day was a huge success, and the Georgia World Congress Center played a significant role in that success. We broke attendance records by a wide margin ... The GWCC staff was flexible and rose to the occasion ... Every aspect of the event, including all the pre-event planning, met and exceeded our expectations ... We're coming back ... and look forward to another wonderful experience."

– Association of Fundraising Professionals, Greater Atlanta Chapter

"I am still amazed at what your awesome team accomplished in just two weeks! I very much appreciate all of the long hours, patience and on-going commitment each one of you gave to make this show a success! ... We have an amazing group of individuals working on this show and we are so very fortunate to have each of you as a member of our team! Thank you so much for helping NPGA pull off what was truly a "miracle show"!"

– National Propane Gas Association



Inset: One of the large, annual consumer shows held at the GWCC, the AJC International Auto Show draws attendees from all over the region to enjoy the latest in automotive technology. Full page: Every segment of the poultry and egg industry is represented at the International Poultry Expo, held at the Georgia World Congress Center every year.

"THE GWCC STAFF IS ALWAYS SMILING AND HAPPY TO ASSIST US WITH EVERY TASK. NO MATTER WHAT WE PLACE IN FRONT OF THEM, THEY WILL ALWAYS GIVE 1000-PERCENT TO MAKE IT HAPPEN. IT IS A GREAT ASSET TO THE CITY OF ATLANTA AND THE STATE OF GEORGIA TO HAVE SUCH A HIGH LEVEL OF SOUTHERN HOSPITALITY AT ONE OF THE STATE'S LARGEST GATEWAYS INTO METRO ATLANTA. THE GWCC IS A SHOW PLACE FOR BOTH THE CITY AND STATE."

– NATIONAL ASSOCIATION OF FIRE CHIEFS

1980
NFC WEST
CHAMPIONS

"THE 2,500 MEMBERS OF TEAM DOME WERE DEDICATED TO THE CAMPUS-WIDE SUPPORT OF THE GOVERNOR'S CUSTOMER SERVICE PLAN."

GEORGIA
DOME

GEORGIA DOME: YEAR IN REVIEW

The Georgia Dome had an exciting Fiscal Year 2008, hosting just under 1.2 million visitors during 155 event days. Twenty-two major publicly ticketed events were produced, including 10 Atlanta Falcons Games, the SEC Football and Basketball Championships, the Bank of America Atlanta Football Classic and the Chick-fil-A Bowl. Other events included several marching band events, Monster Jam, Supercross and a religious conference. Additionally, 280,393 people attended a total of 48 private or non-publicly ticketed events.

On March 14, a tornado side-swiped the Dome in the middle of the SEC Basketball tournament resulting in approximately \$2 million in damages to the facility. Through determination, a mere one week later the scheduled move-in for annual customer New Birth Missionary Baptist Church began, and on March 23 the Dome hosted the church's Easter service.

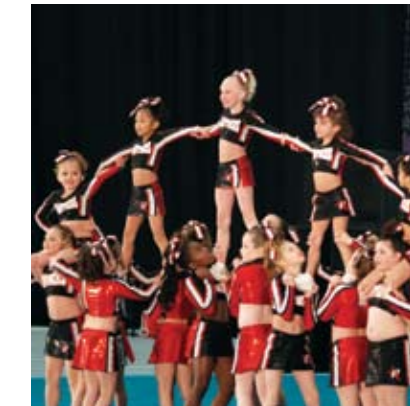
Customer service, financial performance, professional development, and care and maintenance of the facility continued to be the primary focus throughout the year. Major maintenance, repair and renovation projects were the largest investments to the facility. The most noticeable projects were the Falcons' themed paint on the exterior of the building and the replacement of the remaining seats in the bowl to match those on the premium levels from last year's renovation of the premium seating areas. Upgrades to the concourse areas included additional lighting, fresh ceiling and wall treatments, renovated concession areas and the addition of flat screen televisions throughout. Gate area upgrades

included floor treatments, renovated Dome service centers and new graphics and signage. All of the public restrooms in the Dome received a facelift with new ceiling, wall and floor treatments, as well as, new lighting and television upgrades.

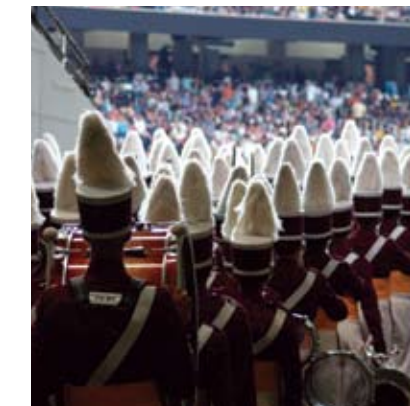
In addition to implementing customer service initiatives specific to the Dome, the 2,500 members of Team Dome were dedicated to the campus-wide support of the Governor's Customer Service Plan of Greet, Help, Service in Action, Listen and Honor. The facilities 121 full-time staff members also participated in over 2,300 hours of staff development and training, an increase of 9.8 percent over the previous year. In addition, 10 staff members won the honor of Customer Service Hero and four were awarded a Governor's Commendation.

Through the Dome staff's creativity, dedication, focus, determination and hard work, the facility generated approximately \$6.1 million in local tax revenue and \$13.1 million in state tax revenues.

FY08 was again an excellent year on all fronts for the Dome. The staff continued the legacy of hosting major events of national importance and providing excellent customer service to the organizers and attendees of each event. They rose to the challenge when the tornado hit and they continued throughout the year to enhance the value of the facility through on-going maintenance and repair projects resulting in what is essentially a new facility.



Above: These tiny tots were full of pep and poses during the Cheersport competition. Below: This group is poised to impress the judges as they show off months of dedicated practice during Drum Corps International.



Below: The US Army step team marched into the Dome in synchronized style during the Allstate HBCU Step Show and Band JAMBoree presented by the 100 Black Men of Atlanta.





Above: During the FIRST Championship at the Georgia Dome, the robotics teams compete in timed challenges during the "Overdrive" event.



Above: The Georgia Dome is home to the annual Corky Kell Classic where Class AAAAA high school football champs face-off on the gridiron. Below: This year's SEC Men's Basketball Tournament was full of excitement both on the court and off.



GEORGIA DOME: WHAT OUR CUSTOMERS HAVE TO SAY

"Live Nation Motor Sports' Monster Jam and AMA Supercross Series 2008 events at the Georgia Dome were once again tremendous successes, with sold-out capacity crowds enjoying edge of your seat entertainment. The hard work and dedication that the Dome staff provided was once again exemplary, and is a critical factor in these events achieving the beyond the norm success that we have enjoyed in Atlanta. In our eyes, the Georgia Dome IS an industry leader, and we can not wait to return in 2009."

– Live Nation

"We have a tremendous comfort level with the staff of the Georgia Dome. They make our jobs so much easier because of their level of commitment to excellence, passion for our events, knowledge of the issues and the familiarity of the arena. It's a great relationship that we have enjoyed in the past and one that we look forward to for years to come."

– Southeastern Conference

Our Coca-Cola hosts and VIP customers had an EXCELLENT time in the Owner's Club. The ambience was first class, the food was very good and the service was great. I received many comments. I think it is the perfect venue for such a VIP group of attendees. Second to none for this type of event at a dome/stadium/venue. Thank you!

– Coca-Cola, Final Four

"It is a pleasure to work with Team Dome, the entire staff makes you feel like you are the only client. The team continues to go over and beyond the call of duty...Go Team Dome!"

Our relationship with the Georgia Dome has been critical to the success of the Bank of America Atlanta Football Classic. It is one of the great facilities in America because of its staff and their commitment to customer excellence."

– 100 Black Men of Atlanta
Bank of America Atlanta Football Classic

"When you put together over 20,000 -- spectators, thousands of students ages 6 through 18, a thousand volunteers and hundreds of robots (some made entirely of LEGO pieces) -- all under one roof ... that's a lot of moving parts! And, the Georgia Dome has successfully hosted the FIRST Championship for five years. The staff, facility and customer service from the Dome is excellent and they really help each year as we stage the capstone event for our mission....to celebrate science and technology."

– FIRST

"Who ever would have thought that our DECA sessions could be done in the Georgia Dome? But it was awesome! Great customer service from the entire staff! All this within two weeks of the tornado. DECA was very pleased with the conference—so much so that we're returning in 2014!"

– DECA



Inset: The Red Sea of Sound from Winston-Salem University wows the Georgia Dome crowd with their precision and passion during Honda Battle of the Bands. Full Page: The Georgia Dome was a sea of orange as Auburn Tiger and Tennessee Volunteer fans packed the house for the 2007 Chick-fil-A Bowl.

"OUR EXPERIENCE WITH THE STAFF OF THE GEORGIA DOME HAS BEEN EXCEPTIONAL. THIS PAST MARCH, OUR EXPO HAD TO BE MOVED TO THE GEORGIA DOME AFTER THE TORNADO DAMAGE IMPACTED THE GEORGIA WORLD CONGRESS CENTER WHICH WAS OUR ORIGINAL LOCATION. THE STAFF WORKED WITH US IN A TIMELY AND DIRECT MANNER TO HOST AN EVENT FOR MORE THAN 15,000 PEOPLE OVER A 2-DAY PERIOD. TO US, IT WAS AS IF THE STAFF OF THE DOME WAS OUR PARTNER, AND NOT SO MUCH OUR VENDOR. WE APPRECIATED THE DIFFERENCE."

– ING GEORGIA MARATHON & HALF MARATHON



**“NOT JUST A COMMUNITY-GATHERING SPACE,
THE PARK IS ALSO THE ANCHOR FOR DOWNTOWN
DEVELOPMENT AND THE CORE OF A THRIVING
TOURIST DISTRICT.”**

CENTENNIAL OLYMPIC PARK: YEAR IN REVIEW

Centennial Olympic Park, constructed for the 1996 Olympic Games, is still downtown’s premier gathering space.

There were many improvements for visitors in the Park during Fiscal Year 2008. To continue to ensure the Park serves everyone, the immensely popular All Children’s Playground opened in February 2008. The new playground, designed for universal accessibility, allows children of all physical abilities to play side-by-side. To enhance safety in the Park, multiple projects were completed including resurfacing the Fountain of Rings and installing a severe weather/lightning prediction system. Adding to the Park’s physical appearance, the seasonal color flower beds were again donated by Simply Flowers, valued at over \$18,000 per year and tended with reclaimed water.

Even with the severe drought in metro Atlanta, the Park was able to maintain the full 180 event days planned as well as add several high-profile events to the calendar by utilizing expert turf management and landscape strategies. One of Atlanta’s favorite summer pastimes, Screen on the Green, relocated from Piedmont Park to Centennial Olympic Park, bringing more than 30,000 attendees over five weeks. The Park was also able to operate the Fountain of Rings as a “zero-depth pool,” offering much needed relief from the Atlanta heat and enjoyment to Park patrons.

The March 14 tornado, which cut a direct path through downtown, also had minimal impact on

the Park’s event calendar. The Park hosted the ING Marathon with over 15,000 runners and fans a mere two weeks after the storm. The Park hosted new events such as the Red Bull Illume Exhibit and the Atlanta 2-Day Walk for Breast Cancer as well as returning favorites like Fiesta Atlanta, Tour de Georgia and the Southern Comfort Music Experience. The Park was selected as the site for His Holiness the Dalai Lama’s only free public appearance during his visit to Atlanta. These events were in addition to the Park’s self-produced free, family-friendly programming.

Not just a community-gathering space, the Park is also the anchor for downtown development and the core of a thriving tourist district. In addition to Imagine It! The Children’s Museum, the Georgia Aquarium and World of Coca-Cola, the Park continues to gain new neighbors such as the Hilton Garden Inn, STATS sports bar and a new Philips Arena tenant, WNBA franchise the Atlanta Dream. The future homes of the National Museum of Patriotism, the National Health Museum and the Center for Civil and Human Rights will all be located around the Park’s perimeter. Currently there is almost \$3 billion in planned development around the Park. Centennial Olympic Park continues to be a safe and clean destination for the relaxation and recreation of millions of visitors and residents annually.



Above: The new All Children’s Playground is accessible to children of all physical abilities.



Above: Centennial Olympic Park offers a unique location for special occasions. Below: A parade through the Park is just one part of the fan festivities prior to the Chick-fil-A Bowl at the Georgia Dome.





Above: The Park is a favorite venue for charity walks and fundraisers. Below: The Indie Craft Experience offers over 100 unique vendors selling hand-made goods.



Below: Every Fourth Saturday Family Fun Day includes entertaining, educational and interactive activities for children of all ages.



CENTENNIAL OLYMPIC PARK: WHAT OUR CUSTOMERS HAVE TO SAY

"I wanted to say thank you for everything you guys did to make the 5th annual Aquafina Back to School Block Party a success. I appreciate all your help and guidance in working out the details for the event. I think the event proved to be a wonderful, safe and exciting experience for the community – again, thanks for the partnership!"

– WAOK/WVEE – CBS Radio

"We would not have been as successful without the Park staff's years of knowledge and exceptional expertise. Working with the Park has been a pleasure and you bring a touch of class to everything you do!"

– Screen on the Green

"Your crew is great! A personal thanks to making sure we were able to provide such a great show for the Atlanta market. All the professionals on your team helped make our job easier."

– 11 Alive WXIA-TV

"I would give Wednesday WindDown a 10 out of 10, it's FREE music! You can't beat that!"

– Wednesday WindDown Regular

"Well done on excellent landscape design!"

– Park Visitor

"Over 10 years later and still great!"

– Park Visitor

"Best place on earth."

– Park visitor from Zanzibar

"Wonderful piece of history."

– Park visitor from Anaheim, California

"Nice park – particularly liked the Paralympic Monument."

– Park visitor from Oxford, England

"Caliente y hermoso."

– Park visitor from Yauco, Puerto Rico

"Accueil formidable!! Merci beaucoup."

– Park visitor from Menton, France

"From one park manager to another – BRAVO!"

– Post Office Square Park, Boston, Massachusetts



Inset: The elephants of the Ringling Bros. and Barnum & Bailey Circus enjoy brunch in the Park at the Pachyderm Picnic. Full Page: Fireworks light up the sky at Centennial Olympic Park.

"CENTENNIAL OLYMPIC PARK'S WEDNESDAY WINDDOWN HAS BEEN ONE OF THE THINGS I LOVE ABOUT ATLANTA. THE SCENE ACCOMPANIED BY THE MUSIC AND THE DOWNTOWN ATL VIBE ARE VERY RELAXING."

– WEDNESDAY WINDDOWN REGULAR

**GEORGIA WORLD CONGRESS CENTER:
REVENUE & EXPENSE REPORT**

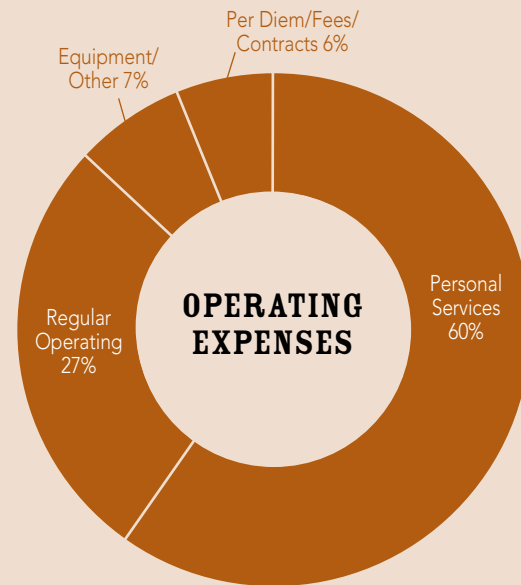
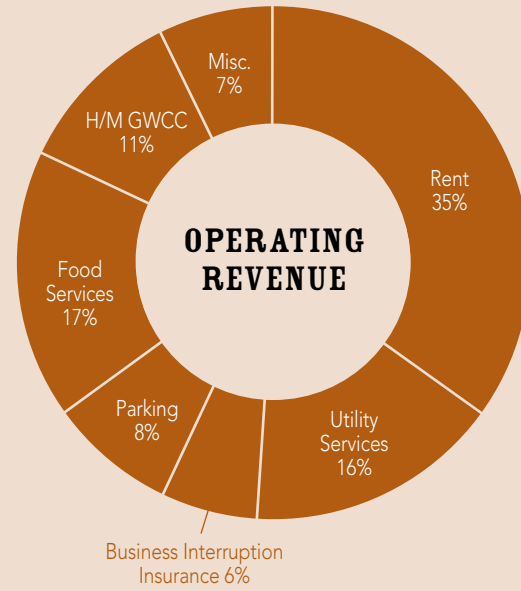
Rent, food service and utility services remain the primary sources of operating revenue for the Georgia World Congress Center. When combined, they account for 68 percent of all operating revenue, with rent serving as the largest revenue generator, accounting for 35 percent of income followed by food service and utility services, which account for 17% and 16% respectively. Operating revenue totaled \$39.5 million. With a projected deficit of \$2.7 million, the year ended with increased bookings and ancillary revenue resulting in \$2.9 million profit before depreciation for the year.

**FISCAL YEAR 2008
GWCC ATTENDANCE**

65 Major Tradeshows & Conventions	697,578
14 Public/Consumer Shows	374,503
233 Meetings, Corporate Events & Others*	240,372

TOTAL ATTENDANCE	1,312,453
TOTAL OUT OF STATE ATTENDANCE	765,016
TOTAL DAILY ATTENDANCE	2,591,334

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



OPERATING REVENUE

Rent	13,708,430
Utility Services	6,396,423
Business Interruption Insurance – Tornado	2,389,595
Parking	3,134,263
Food Services	6,858,925
H/M GWCC	4,374,281
Miscellaneous	2,648,340

OPERATING REVENUE 39,510,257

NON-OPERATING REVENUE

H/M Tax - ACVB	10,209,681
Transfer From Prior Year Reserves	1,452,525
Transfer From Other Agencies	906,563

SUBTOTAL 12,568,769

TOTAL REVENUE 52,079,026

OPERATING EXPENSES

Personal Services	20,835,814
Regular Operating	9,594,678
Equipment/Other	2,623,896
Per Diem/Fees/Contracts	1,934,914

OPERATING EXPENSES 34,989,302

NET OPERATING PROFIT 4,520,955

NON-OPERATING EXPENSES

ACVB H/M Tax	10,207,706
Capital/Special Projects	2,359,088
Transfer to COP/Others	1,619,936

SUBTOTAL 14,186,730

TOTAL EXPENSE 49,176,032

NET INCOME BEFORE DEPRECIATION

2,902,994

**GEORGIA WORLD CONGRESS CENTER:
ECONOMIC IMPACT**

An estimated 1.3 million visitors attending events at the Georgia World Congress Center during Fiscal Year 2008 generated an estimated \$1.6 billion new dollars 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 \$2.6 billion. The facility generated more than \$205 million in new tax revenue. Events held at the GWCC sustained 28,290 jobs totaling personal income of \$890 million for the state’s workforce.

GWCC ECONOMIC ACTIVITY

“New Dollars”	1,558,641,553
Total Economic Impact	2,555,741,507
Personal Income	890,081,090
Employment	28,290

TAX REVENUES

Georgia Sales Tax	64,869,620
Local Sales Tax	48,652,215
Hotel/Motel Tax	47,291,519
Personal Income Tax/Other	44,865,030
TOTAL	205,678,384

PRIOR 3 YEAR ECONOMIC SUMMARY

	2005	2006	2007
“New Dollars” Generated	1,067,196,956	1,531,557,145	1,658,742,554
Total Impact of “New Dollars”	1,746,123,274	2,507,544,577	2,714,897,736
State	72,238,455	104,141,534	115,360,515
Local	32,569,173	46,827,645	52,249,266
Hotel/Motel	33,419,143	47,997,945	51,954,107
TOTAL	138,226,771	198,967,124	219,563,888



An annual repeat customer, the Hinman Dental Meeting was founded in 1911 and today draws over 22,700 attendees.



National Business Aircraft Association represents the aviation interests of nearly 7,000 companies and drew 32,000 attendees.

**GEORGIA DOME:
REVENUE & EXPENSE REPORT**

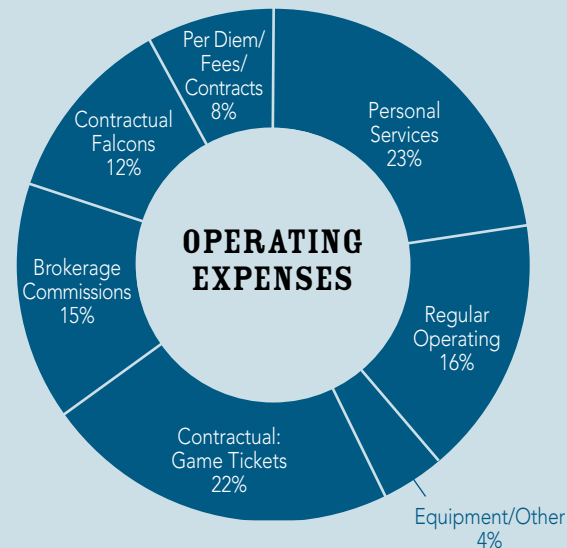
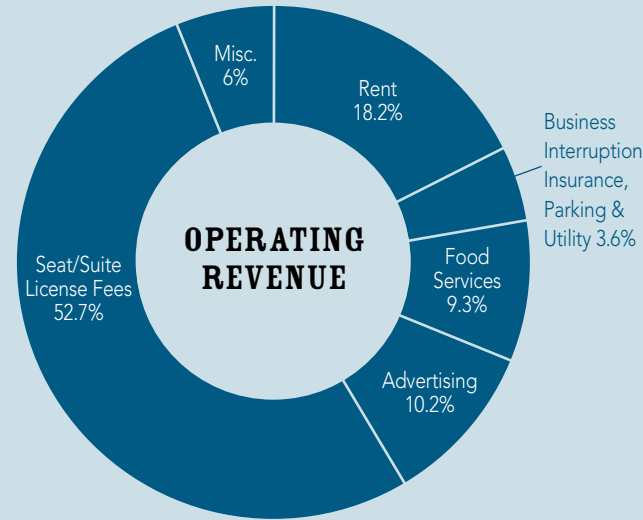
Fiscal Year 2008 proved to be a solid year financially for the Georgia Dome, with an increase in revenue from rent, Suites and Club Seats, utilities and advertising/sponsorships. Suites and Club Seats still account for the largest percentage of the Georgia Dome's operating revenue at 52.5 percent. Rent increased by over \$500 thousand from the previous year and net profit before depreciation for the year was \$17.1 million.

The largest investments made to the facility during the year were major maintenance, repair and renovation projects. Several visible changes took place throughout the facility, the most noticeable being the Falcons' themed paint on the exterior of the building and replacement of the remaining 61,000 red and black seats in the bowl. The improvements represent a partnership between the Falcons and the Dome for a total investment of \$43 million. This year's maintenance, repair and renovation projects were completed for \$34 million of that total.

**FISCAL YEAR 2008
DOME ATTENDANCE**

10 Falcons Games	504,274
6 Entertainment	195,523
5 Other Football Games	250,942
7 Basketball Games	46,394
1 Religious Service	22,034
9 Graduations	65,078
13 Receptions	2,697
27 Other	121,103

TOTAL ATTENDANCE 1,208,045



OPERATING REVENUE

Rent	7,183,618
Utility Services	100,628
Business Interruption Insurance	602,217
Parking	704,158
Food Services	3,668,297
Advertising	4,067,586
Seat/Suite License Fees	20,780,204
Misc.	2,308,938

OPERATING REVENUE 39,415,646

NON-OPERATING REVENUE

H/M Tax	19,735,423
Transfer From Prior Year Reserves	11,415,123
Contributed Equipment	23,136,891

SUBTOTAL 54,287,437

TOTAL REVENUE 93,703,083

OPERATING EXPENSES

Personal Services	7,777,687
Regular Operating	5,371,921
Equipment/Other	1,340,252
Contractual Game Tickets	7,294,716
Brokerage Commissions	5,248,959
Contractual Falcons	4,000,000
Per Diem/Fees/Contracts	2,684,225

OPERATING EXPENSES 33,717,760

NET OPERATING PROFIT 5,697,886

NON-OPERATING EXPENSES

Capital/Renovation Projects	11,415,123
Renovation Expense	23,136,891
Debt Service Interest Expense	8,308,819

SUBTOTAL 42,860,833

TOTAL EXPENSE 76,578,593

NET INCOME BEFORE DEPRECIATION 17,124,490

**GEORGIA DOME:
ECONOMIC IMPACT**

During Fiscal Year 2008, the Georgia Dome welcomed more than 1.2 million visitors over 155 licensed use days. These events included the Atlanta Falcons football games, the Southeastern Conference Football and Basketball Championships, the Bank of America Atlanta Football Classic, Chick-fil-A Bowl, Supercross, Monster Jam, marching band competitions and a host of others. The continued sell-out crowds at these events helped the Georgia Dome generate, \$187 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 \$286 million for the state of Georgia. Additionally, activities at the Georgia Dome raised almost \$23 million in new tax revenue and sustained 3,360 jobs totaling personal income of just under \$100 million for the state's workforce.

DOME ECONOMIC ACTIVITY		TAX REVENUES	
"New Dollars" Generated	186,921,689	Georgia Sales Tax	8,140,036
Total Economic Impact	285,883,949	Local Sales Tax	6,105,027
Personal Income	99,736,317	Hotel/Motel Tax	4,879,772
Employment	3,360	Personal Income Tax/Other	4,991,334
		TOTAL	24,116,169

PRIOR 3 YEAR ECONOMIC SUMMARY

	2005	2006	2007
"New Dollars" Generated	164,251,659	174,260,380	197,673,083
Total Impact of "New Dollars"	257,183,007	272,854,522	304,309,628
State	11,274,265	12,024,237	13,853,326
Local	5,364,615	5,714,703	6,586,470
Hotel/Motel	4,549,057	4,826,255	5,474,686
TOTAL	21,187,937	22,565,195	25,914,482



The colorful costumes, interesting sets and spectacular music fill the Georgia Dome during Bands of America.



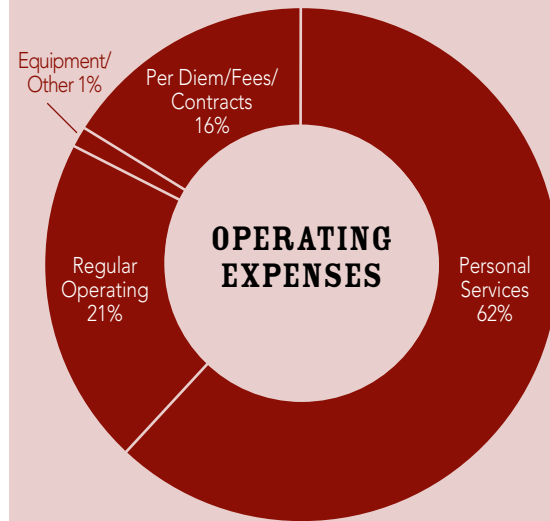
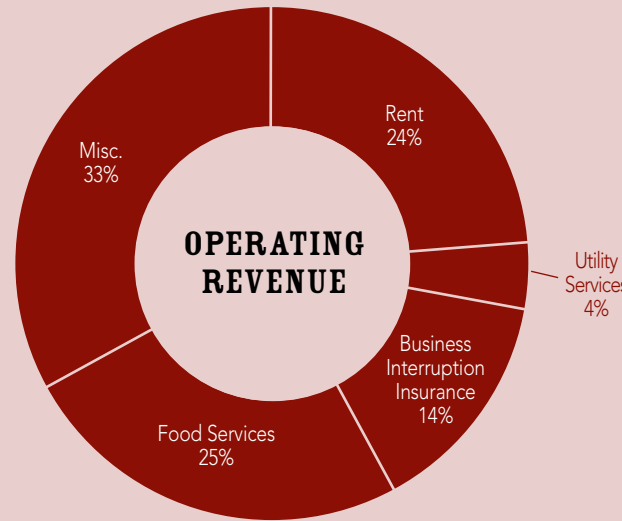
The Falcons' flag waves and the fireworks shoot off in the Georgia Dome as the Atlanta Falcons' 2007 starting line up takes the field.

CENTENNIAL OLYMPIC PARK:

REVENUE & EXPENSE REPORT

Centennial Olympic Park had its largest gain against budget ever through control of expenses, revenue from added space rental and promotional road shows. The Park's space rental was up almost 30 percent over expected revenue, with new events such as Red Bull Illume, the ING Georgia Marathon and Screen on the Green. In total, the record gain against budget was \$813,181 before depreciation for FY 2008.

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	186,715
Utility Services	33,501
Business Interruption Insurance	107,806
Food Services	197,884
Miscellaneous	262,477

OPERATING REVENUE 788,383

NON-OPERATING REVENUE

Transfer From Prior Year Reserves	816,878
Transfer From GWCC	1,629,602
Transfer From Other Agencies	449,167

SUBTOTAL 2,895,647

TOTAL REVENUE 3,684,030

OPERATING EXPENSES

Personal Services	1,245,122
Regular Operating	425,249
Equipment/Other	20,185
Per Diem/Fees/Contracts	322,394

OPERATING EXPENSES 2,012,950

NET OPERATING PROFIT (1,224,567)

NON-OPERATING EXPENSES

Capital/Special Projects	857,899
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SUBTOTAL 857,899

TOTAL EXPENSE 2,870,849

NET GAIN BEFORE DEPRECIATION 813,181

GEORGIA WORLD CONGRESS CENTER AUTHORITY:

DIRECT PROFIT TO GEORGIA

The Georgia World Congress Center Authority's primary mission is to serve as an economic generator for the State of Georgia and to enhance the quality of life for its citizens. This is accomplished by hosting national and international trade shows, conventions and events, which bring attendees, exhibitors and show management to Atlanta.

During their stay, they spend "new" dollars, thus contributing to the state's economy.

If you consider the Georgia World Congress Center Authority as a company and the citizens of Georgia as the shareholders, the citizens are experiencing a very healthy return on their investment. The chart below highlights net profit to the State

of Georgia during the past decade. After debt service and operating expenses for Fiscal Year 2008, the State of Georgia realized a net profit of over \$95 million, the highest profit generated in the history of the 32-year-old convention center.

DIRECT PROFIT TO GEORGIA

	OPERATING REVENUE	-	OPERATING EXPENSE	=	OPERATING PROFIT	TAX REVENUE	-	DEBT SERVICE	=	STATE PROFIT	DIRECT PROFIT TO GEORGIA*
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	116,165,773		40,579,064		63,562,470	70,894,443
2007	73,487,283		67,695,083		5,792,200	129,213,843		40,709,070		88,504,773	94,296,973**
2008	78,925,903		68,707,062		10,218,841	122,866,019		37,530,305		85,335,714	95,554,555**

*Direct profit to Georgia is calculated by adding operating profit/loss and state profit. **Georgia Dome profit and tax revenue included in 2007 and 2008 reports.

THE GWCCA:

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 they do during FY 2008.

There were 559 budgeted full-time employees in FY 2008—404 at the Georgia World Congress Center, 132 at the Georgia Dome and 23 at Centennial Olympic Park.

Part-time staff contributed over 314,950 hours of labor during the year – the equivalent of 151 full-time employees. Their contribution was, again, an integral part of the success of the facility.

Employee training continued to contribute to the success of the campus with employees attending 10,035 hours of training during FY 2008, an increase of 1,403 hours from FY 2007. Training focused on customer service, leadership skills, computer skills, management skills and job specific training.

WORKFORCE DIVERSITY

	GWCCA	Metro Atlanta
Caucasian	31%	60%
African American	67%	30%
Hispanic	1%	6%
Other	1%	4%
Male	66%	49%
Female	34%	51%

GWCCA AUTHORITY 2008

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Above: Attendees of the National Association of Convenience Stores Show enjoy the sun filled lobby of Building C.



Above: The Monster Energy AMA Supercross brought the best riders in the world to the Dome again this year to wow the crowd with high-speed, high-flying action. Full Page: Thousands gather to celebrate at Centennial Olympic Park's annual 4th of July Celebration.

2008



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www.gwcc.com
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