

georgia world congress center authority
ANNUAL REPORT 2009





Attendees line up to enter the exhibit hall at the commencement of ASIS International.



The LSU Tigers run away with a Chick-fil-A Bowl victory over Georgia Tech at the Georgia Dome.



Fiesta Atlanta, the Southeast's largest Hispanic, outdoor family festival, returns to the Park for its third year.

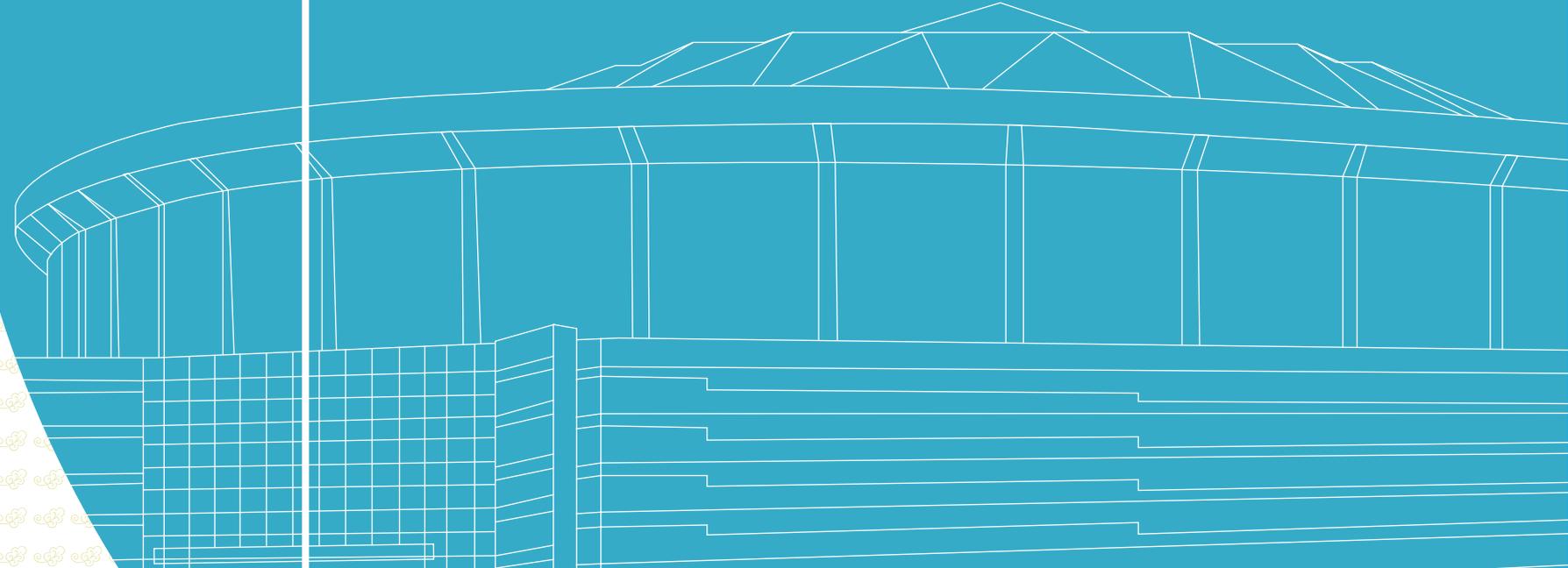


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mission

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.

1. Custom car enthusiasts examine the exciting vehicles at World of Wheels. **2.** Even the youngest Falcons fans enjoy the Roam the Dome event that kicks off the beginning of a fantastic Falcons season. **3.** Named after the mythological messenger god Hermes, the Hermes Towers shine bright after rebulbing.

director's report



Dan Graveline, GWCCA Executive Director



Towards the end of last fiscal year, the Georgia World Congress Center Authority was met with one of its greatest challenges which carried us into the next year—rebuilding after the devastation left by a major tornado. It was a hard way to do a renovation, but the months of work left our facilities looking better than ever.

After literally weathering that storm, we, like everyone else, entered into a time of tremendous economic struggle. We held our own as shows shrunk, but luckily, did not cancel. Our staff stepped up to the challenge of cutting expenses and because of their dedication our financial suffering was minimal.

The economic struggle has been difficult and much like the tornado, hit the convention center the hardest of our three venues. However, we believe there is a light at the end of the tunnel. Already, Fiscal Year 2011 looks more robust and we anticipate a turnaround and new growth.

This year, we were presented with a Master Plan which highlights the most likely options for future growth opportunities on our campus. The area around Centennial Olympic Park continues to grow despite the economy, and we welcomed many new restaurants, attractions and hotels to the neighborhood, which will help enhance our attendees' experience as they visit Atlanta.

During FY09, more than 3.4 million visitors attended events at the Georgia World Congress Center and the Georgia Dome, plus another 3 million people are estimated to have visited Centennial Olympic Park. Those visitors directly injected more than \$1.4 billion new dollars into the state's economy. That generated a \$2.2 billion total economic impact and an estimated \$171 million in new tax revenue.

The year was a difficult one, and our consolidated financial reports for the GWCC Authority, include total revenue of \$124.6 million, expenditures of \$116.8 million and a net income before depreciation of \$7.8 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 near and far. Customer service remains the top priority for our staff.

This report provides financial performance details for the three venues that comprise our campus and highlights accomplishments and accolades of FY09.

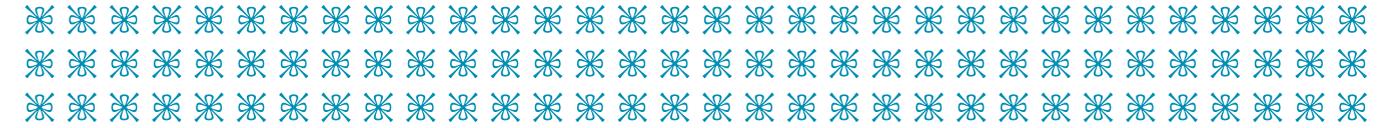


"I am writing to commend the GWCC on their hosting of the Bio International 2009 conference in May ... At the GWCC, everything was well marked, nicely laid out, and your staff was incredibly nice and helpful. I appreciate being welcomed, verbally and nicely, every time I entered ... Thank you to all of the GWCC staff for hosting an excellent event."

– BIO International 2009 Attendee



georgia world congress center year in review



With the economic downturn that has affected all industries, Fiscal Year 2009 proved to be a financially challenging year. With fewer people traveling and many businesses tightening their budgets, many shows suffered from a 20 percent decrease in attendance as well as a decline in exhibitor booth size and spending. Consequently, the Georgia World Congress Center exhibit hall occupancy went from 65 percent to 58 percent.

The year began with a projected deficit of \$774,000, but with the struggling economy, the GWCC ended the year down \$1.24 million despite concentrated efforts. The staff worked to reduce expenses and the sales team concentrated on short-term business that will take place within the next 12 months. This effort has already paid dividends of close to \$500,000 in new rental revenues for next year. Additionally, there has been a focus on potential exhibitor revenue areas such as electrical, food services and parking. With all of these combined efforts, the GWCC ended the year in a much better financial situation than most convention centers across the country.

The GWCC hosted 53 major tradeshows and conventions, 12 public and consumer shows and 285 meetings and other events during FY09. The combination of these events accounted for 2,124,538 in total daily attendance.

As always, care and maintenance of the facility are an

important priority. With the completion of projects that were a result of the tornado that hit all three buildings of the convention center in 2008, as well as scheduled maintenance projects, the buildings look better than ever. Building A, the original building which opened in 1976, was a major focus this year. Escalators, door hardware and handrails were replaced, and bathrooms were renovated. Roofs over Buildings A and B were replaced as well as 4,500 broken windows throughout the center. 280,000 square feet of carpet, 350,000 square feet of acoustical ceiling and all of the furniture in public spaces were replaced. Stairs and elevators in the Red parking deck were upgraded. Grass on International Plaza and the interior plants were also replaced.

Continued sustainability efforts included adding water coolers to each of the 106 meeting rooms, installing a corrugated cardboard bailer and purchasing permanent recycling cans for the public areas. Additionally, a well was drilled that will produce 50 gallons of water per minute. Along with a new water harvesting system, this will augment the facility's water supply for outside irrigation and ornamental water features on campus.

Despite difficult economic times, the staff remained dedicated to providing excellent customer service to show management, exhibitors and attendees. The customer remains the focus of everything we do.

georgia world congress center
 what our customers have to say



"I want to take a moment to thank each of you immensely for all of your support throughout this year's 2009 SCAD-Atlanta Commencement Ceremony...Each of you helped to fulfill a very specific role within a large and complex plan, and to each of you, thank you for your time and energy. I cannot begin to express what a pleasure it was to work with each of you over these past few months."

– Savannah College of Art and Design

"I would like to take the opportunity to appraise your team's performance regarding the recent 2009 FIRST Robotics Championship Event. The teams and FIRST staff were very pleased with the onsite service received...FIRST's hardworking volunteers felt like they had a great environment to work in. FIRST's sponsors are impressed with your facility...Of course, you delivering us good weather always adds to the grandeur of your facilities!...I always have that helicopter shot in my mind with our group moving from the Dome, through the Congress Center, into Centennial Olympic Park, safely, and in a picturesque backdrop. Yahoo!

We look forward to another great year in 2010 in your world class facilities."

– FIRST Robotics

"When one looks up the word Hospitality in Wikipedia, there will be a photograph of the staff of Atlanta CVB and GWCC. I would just like to tell you how very thankful I am (personally) and SISO is (unofficially) for your sponsorship and attention to all of our wants and needs...I have always loved Atlanta and this visit confirmed why."

– SISO



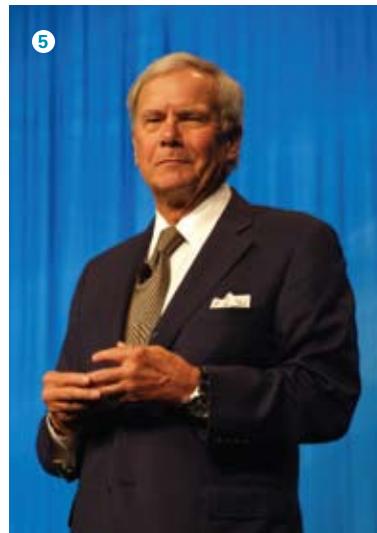
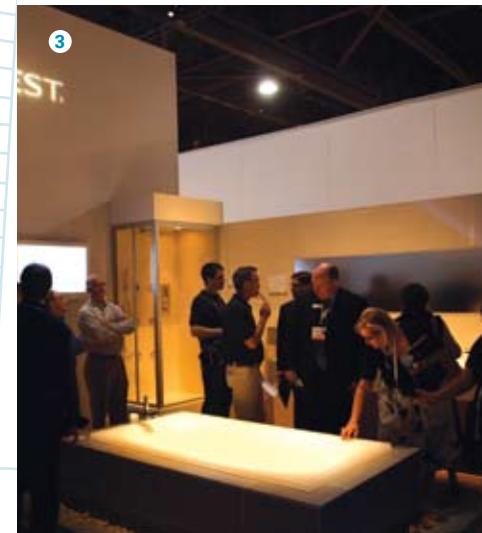
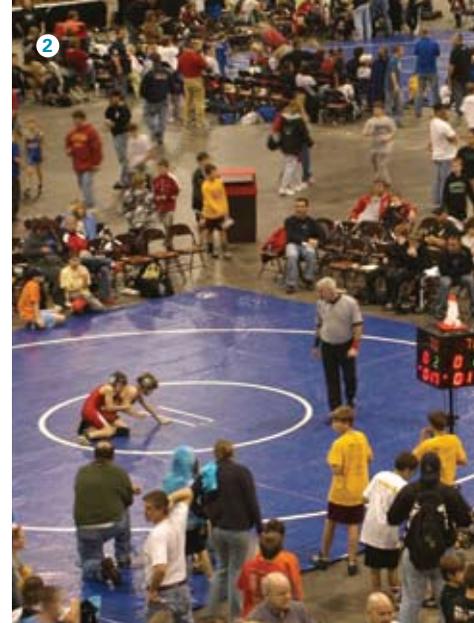
BIO International Convention attracts over 14,000 attendees involved in the Biotechnology industry.



SECO International promotes organized optometry and education for optometrists world-wide.



1. 22,000 ophthalmologists attend the American Academy of Ophthalmology annual meeting. 2. Youth and high school students compete at the Dixie National Wrestling Championship. 3. The 27,500 attendees of the Kitchen/Bath Industry Show and Conference are the first to see the latest in products for the kitchen and bathroom. 4. Attendees listen intently during a demonstration at the International Window Coverings Expo. 5. Tom Brokaw addresses attendees of ASIS International, the largest organization advancing the security profession worldwide.

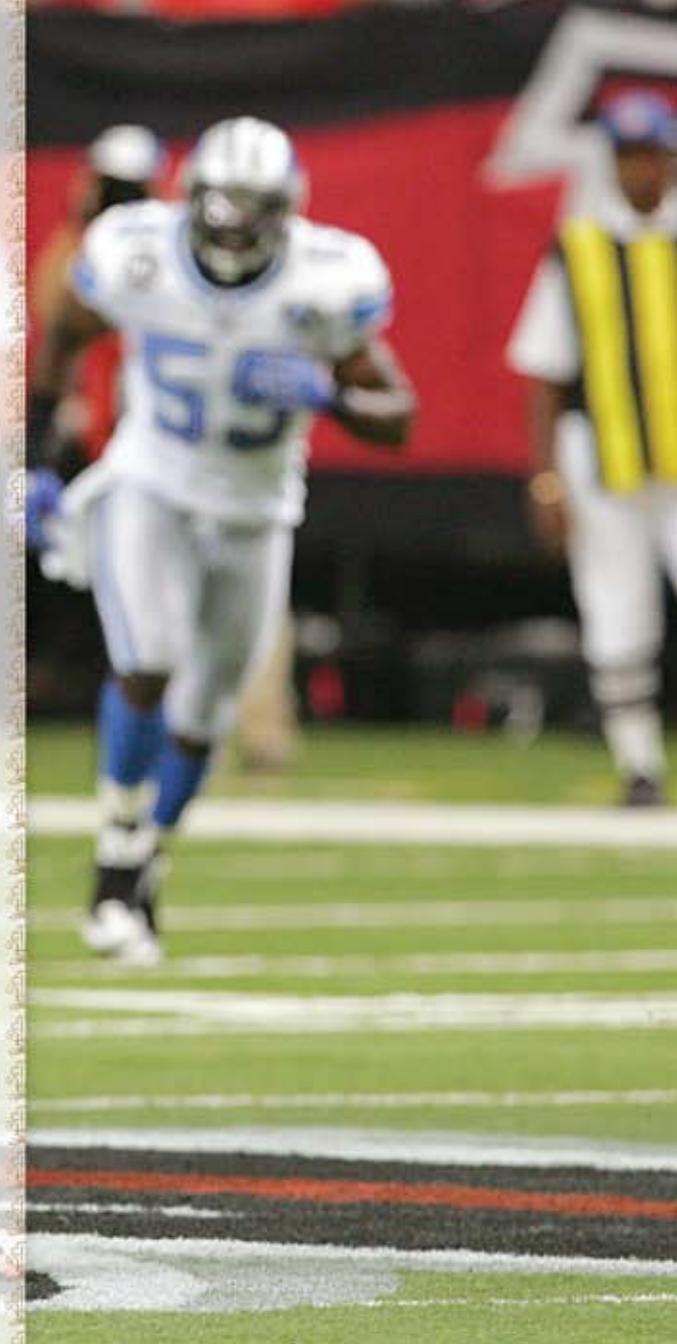
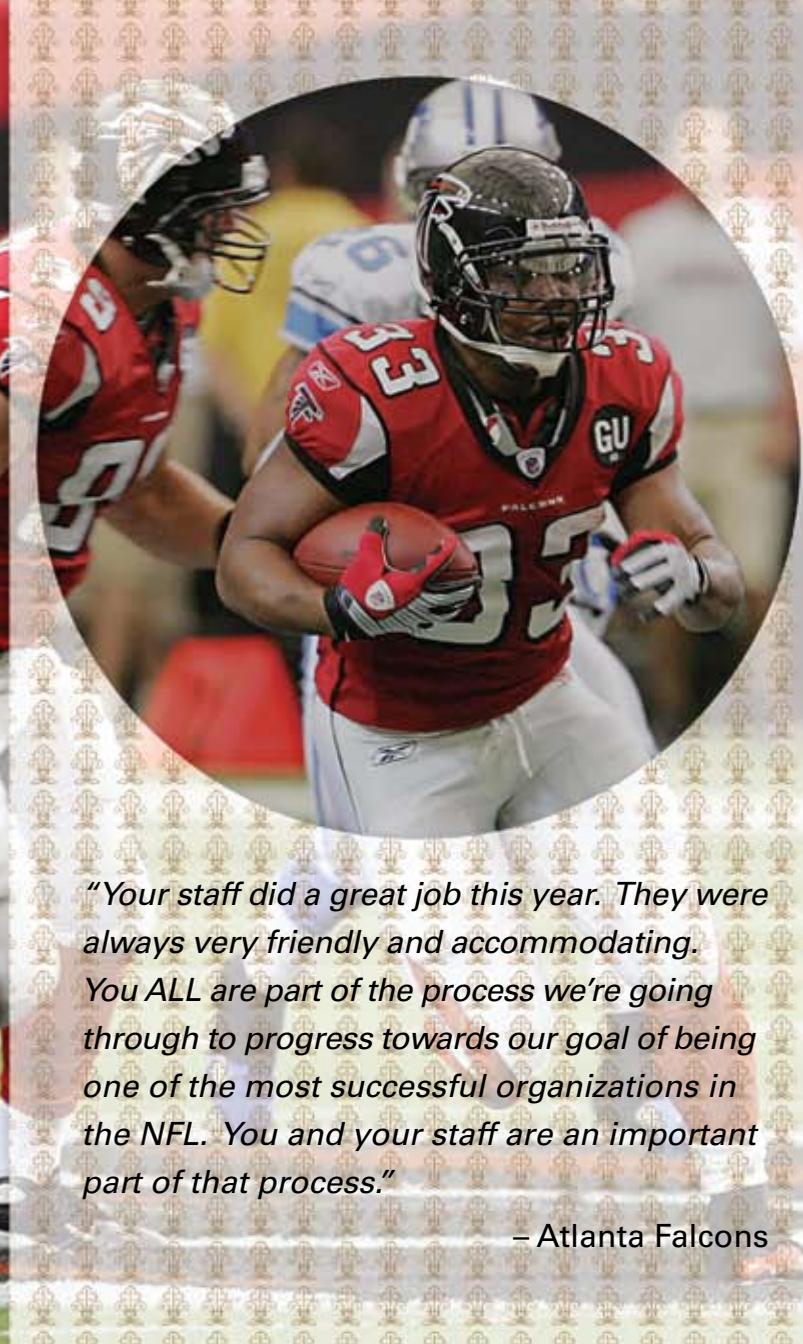


"The show was a great success, and the effort of you and your team was a key reason why K/BIS exceeded expectations. Because of the success of the show, I'll always have fond memories of K/BIS 2009... Thank you so much for your hard work and dedication in making K/BIS such a wonderful event this year."

– National Kitchen & Bath Association

"IDDBA was thrilled to be in Atlanta for Dairy-Deli-Bake 2009 and the Georgia World Congress Center certainly rolled out the red carpet for us. A big thank you to you and your entire team for all you did to make the IDDBA show such a success. We love your staff. There wasn't a slacker in the bunch and they pulled out all the stops to make this our best show ever!...Each of them delivered above and beyond our expectations and we'd be very pleased to work with them again—any time, any where!...We think they're the best of the best and played a key role in making this the show of shows! We can't wait to come back to Atlanta!"

– International Dairy-Deli-Bakery Associations



georgia dome year in review



The Georgia Dome had an exciting Fiscal Year 2009, hosting just over 1.3 million visitors during 75 event days. Twenty-three major publicly ticketed events were produced, including 10 Atlanta Falcons Games, the SEC Football and Basketball Championships, the Bank of America Atlanta Football Classic, the Chick-fil-A College Kickoff Classic and the Chick-fil-A Bowl. Other events included several marching band events, Monster Jam, Supercross and high school football games. Additionally, 172,460 people attended a total of 52 private or non-publicly ticketed events.

The highlight of the year was winning the bid for the NCAA Men's Final Four for 2013, the 75th anniversary of the NCAA. Also awarded during the year were the 2012 NCAA Men's regional and the 2014 SEC Men's Basketball tournament. The Dome had the honor of opening the college football season by hosting the inaugural Chick-fil-A College Kickoff Classic which featured top ranked football teams Alabama and Clemson in a sold out, nationally televised event. Other marquee events hosted include the 2008 SEC Football Championship and the 2009 ACC Men's Basketball tournament, which featured the eventual national champions, Florida and North Carolina respectively.

Another milestone was the successful completion of the second phase of renovations to the Dome, a \$20 million project which included the replacement of all of the seating in the bowl and painting of the facility's exterior. The project was on time, on budget and had no negative effect on our customers or scheduled events. The third phase of renovations began during the later part of FY09 and continued into FY10.

Customer service, professional development, financial performance and care and maintenance of the facility continued to be the primary focus throughout the year. In addition to implementing customer service initiatives specific to the Dome, the 2,500 members of the event day

Team Dome staff were dedicated to incrementally building on the previous year's efforts in order to increase customer loyalty. By simply acting from the heart, we strengthened and solidified our Team's service philosophy of heartfelt hospitality at every opportunity. These efforts did not go unnoticed by the customer and the Dome's percentage of excellent survey scores improved in every category and in some cases increased by a full 10 percent.

Team Dome continued to maintain the high level of customer-focused training this year with a 4 percent increase of total training hours. We achieved 100 percent of our overall Team Dome training goal, with an average of 21 hours completed by our 114 full-time employees. For the second year in a row, the Dome included staff recognition as one of our business plan objectives. There were 10 Governor's Commendation Nominees, 17 Customer Service Heroes Nominees, 49 Excellence Awards Nominees & Recipients and 39 Bright Idea Winners as a result of our facility recognition efforts: Through the Dome staff's creativity, dedication, focus, determination and hard work, the facility posted operating revenue of \$36.4 million. This generated approximately \$6.1 million in local tax revenue and \$13.1 million in state tax revenues.

FY09 was another 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. Team Dome continued its track record of being fiscally responsible while continuing to develop and invest in our team through training and recognition programs. Once again, our team rose to the occasion to meet every challenge head on while keeping our guiding principle at heart – to keep the customer the focus of all that we do and satisfy every customer we touch.

"Your staff did a great job this year. They were always very friendly and accommodating. You ALL are part of the process we're going through to progress towards our goal of being one of the most successful organizations in the NFL. You and your staff are an important part of that process."

– Atlanta Falcons

georgia dome
what our customers have to say



"I had a guest in from Alabama for the game and they, and myself, were overwhelmed at the hospitality and kindness of every Georgia Dome employee we came in contact with. It was very refreshing and it was not limited to just a few. They were a great representative for us and ambassadors for Atlanta."

– Chick-fil-A Corporate

"Thank you for another amazing event! We love our event at the Georgia Dome each year—your Southern Hospitality is hard to beat and your staff's knowledge of music events really singles you out among the rest of the venues we work with each year. Thank you for all of your hard work and preparation!"

– Drum Corps International (DCI)

"Let me thank you again for a great Chick-fil-A Bowl arena...you guys run a great operation and help the Chick-fil-A Bowl create a great atmosphere for a college football game. Please extend my thanks to all of your leadership team and those that served us for the Bowl."

– Chick-fil-A

"I have been the recipient of more than a few compliments on the staging of the event and, more importantly, on the courteous service provided by your staff. Quality basketball and service are the hallmarks of the men's basketball tournament. Your staff took that message and ran with it as well as any. There are too many Georgia Dome staff members to thank to name them all. I hope you will pass along our heart-felt appreciation to everyone involved in the event and let them know we are excited to be returning in 2012."

– Men's Basketball, ACC



Kenny Loggins, American singer/songwriter, provides the entertainment for the opening party at the Georgia Dome during the ASIS 54th Annual Seminar & Exhibits.



Tim Tebow and the Florida Gators clench the SEC Championship with a win against Alabama at the Georgia Dome to bring a dramatic close to an unforgettable season.



1



2

1. The McEachern High School cheerleaders get pumped up for kickoff at the Georgia Dome during the US Army Corky Kell Classic. 2. Fans in the Georgia Dome enjoy the roar of the engines, the steel crushing power and the pure adrenaline during Monster Jam. 3. The ACC Men's Basketball Tournament returned to the Georgia Dome with record crowds. 4. The "Blue Cheese" FIRST Robotics team wait for their chance to show off a year's worth of precision work as their robot takes its turn in the ring at the Georgia Dome. 5. James Stewart takes home another win at the Georgia Dome Supercross Series on his way to being crowned the 2009 AMA Supercross and FIM World Champion.



3



4



5

"Thank you for all of your hard work and commitment to the 2009 Honda Battle of the Bands Invitational Showcase and program. Please note that your diligent work does not go unnoticed and I / USEG / Honda appreciate everything that you and your team has done for us. The radio stations are still talking about the show, and it's because of you that it was a HUGE success! Again, Thank You, Thank You, and Thank You!"

– Urban Sports & Entertainment Group

"On behalf of the SEC and its member institutions, I want to express our deepest appreciation to you for your support of the 2008 SEC Football Championship weekend in Atlanta. This office works with many facilities in staging SEC Championship events and none is better than the Georgia Dome. Not only is the facility top-rate, but perhaps more importantly, the people who run it are among the best in the business. We look forward to many more years in partnership together! Best to you..."

– Chick-fil-A

"I am one that looks at customer service everyday in my business. It is refreshing to see Dome employees from top to bottom smiling and willing to assist."

– First National Bank of Crestview



“Best 4th of July I’ve ever seen! It was a pleasure working with all of you. We’re already looking forward to next year!”

– Q100

centennial olympic park year in review



Centennial Olympic Park is the anchor for downtown development and the heart of a thriving tourist district.

Multiple projects during Fiscal Year 2009 enhanced the physical appearance for these visitors and contributed to the “greening” of the Park. The new Baker Street pedestrian crosswalk and grand entrance to the Park, provides a safer and more aesthetic environment for pedestrians from Pemberton Place. The completed well and cistern project enabled the ornamental water features to run after 18 months of inactivity due to the drought. The water gardens also serve a dual-purpose as a holding tank for 250,000 gallons of natural well water used to irrigate the Park’s landscape. A before and after photo display was installed in the Visitor Center, “Centennial Olympic Park... An Urban Transformation.” Patrons can now see what the area looked like prior to the 1996 Centennial Olympic Games in contrast to the thriving Park today.

Guests come to the Park today to enjoy free, public, returning events like Fiesta Atlanta, the ING Georgia Marathon and Screen on the Green, as well as new events such as the Chick-fil-A College Kickoff and a live, televised broadcast of the Presidential Inauguration. In addition to

hosted events, the Park self-produces 138 event days, including: one of the Southeast’s largest 4th of July celebrations, Atlanta’s longest-running, free concert series Wednesday WindDown, award-winning, family-oriented programming and Atlanta’s only outdoor ice skating rink.

With a variety of events and daily use, the Park continues to be many things to many people. As a part of the Georgia World Congress Center Authority, it is an area to rest and relax after a long convention day. It is a gathering place before Hawks, Thrashers and Falcons games. It is the perfect, creative alternative to a ballroom or boardroom for large and small rental events. The Park is an outdoor movie theatre, a concert venue and home to the world renowned Fountain of Rings. With neighbors that include the Georgia Aquarium, World of Coca-Cola, National Museum of Patriotism, CNN Center, Imagine It! The Children’s Museum, the future Center for Civil and Human Rights and future National Museum of Health, all bordered by the Luckie Marietta District, the Park welcomed over 3 million visitors this fiscal year.

Centennial Olympic Park is a beautiful green space for relaxation and recreation under the Atlanta skyline, providing a clean, safe and actively programmed destination.

centennial olympic park
 what our customers have to say



“Great show tonight, my daughters especially enjoyed the fireworks. As always, y’all pull off the most amazing logistics feats and make it look seamless. Thank you for including us.”

– Park Visitor

“I wanted to send a quick note to say thank you for all that you did in the pre-planning stages of this event, and for everything you did this past weekend. Thanks to your efforts, the inaugural Chick-fil-A College Kickoff was a success! With such a great outcome, Atlanta is sure to be able to continue hosting an annual kickoff event, and grow into an even larger celebration of college football.”

– Chick-fil-A Bowl

“Congratulations to you and your fine team on the recognition received from the International Festivals and Events Association. Centennial Olympic Park is a very special place in the neighborhood and we appreciate the efforts put forth to continue to make it a stellar attraction Downtown.”

– Park Neighbor

“On behalf of the entire National Kitchen and Bath Association, we’d like to thank you and your entire team on your efforts and dedication toward making the 2009 Kitchen/Bath Industry Show a success. We’re very pleased with the overall experience and feedback that we’ve received from our exhibitors and attendees.”

– National Kitchen & Bath Association



The Game Day Parade through Centennial Olympic Park kicks off the festivities for the annual Chick-fil-A Bowl held at the Georgia Dome.



Patrons never know what to expect at the Park’s popular Music @ Noon concert series, as audience members jump up to perform a surprise dance attack promoting the film “Love N’ Dancing.”



1. The Park’s Fourth Saturday Family Fun Days continue to provide free, entertaining, interactive and educational activities for children of all ages. 2. Peachtree TV’s Screen on the Green returns to the Park for five consecutive weeks of blockbuster hits on the Great Lawn. 3. The Park hosts the start and finish of the ING Georgia Marathon and Half Marathon. 4. For events large and small, private and public, the Park offers a fun time for everyone. 5. The National Kitchen & Bath Association kick off their conference with an elegant evening under the stars on the Park’s Fountain of Rings plaza.



“Great place to hang out!”
 - Park Visitor from India

“Espectacular! (Spectacular!)”
 - Park Visitor from Valencia, Venezuela

“I had a great rest on the grass! So calm, great!”
 - Park Visitor from Nice, France

“Howdy partners! Great place, enjoyed it!”
 - Park Visitor from San Antonio, Texas

“Out of this world.”
 -Park Visitor from Victoria Falls, Zimbabwe

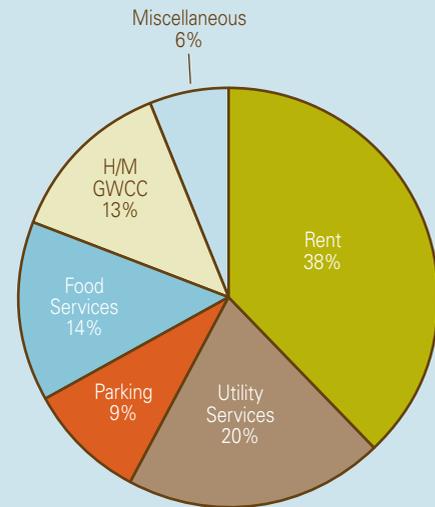
“Great fountains.”
 - Park Visitor from Yoshkar-Ola, Russia



georgia world congress center revenue & expense report

Rent, utility services and food service remain the primary sources of operating revenue for the Georgia World Congress Center. When combined, they account for 72 percent of all operating revenue, with rent serving as the largest revenue generator, accounting for 38 percent of the income followed by utility services at 20 percent and food services at 14 percent. Operating revenue for the year totaled over \$33 million. With a projected loss of revenue of \$774,000 and an unexpected downturn in the economy, the year ended with a loss of \$1.2 million.

revenue



operating revenue

Rent	12,789,434
Utility Services	6,670,424
Parking	2,904,734
Food Services	4,901,672
H/M GWCC	4,246,822
Miscellaneous	1,976,580
Subtotal	33,489,666

non-operating revenue

H/M Tax - ACVB	9,912,188
Transfer from Prior Year Reserves	3,304,770
Transfer From Other Agencies	8,969,454
Subtotal	22,186,412
Total Revenue	55,676,078

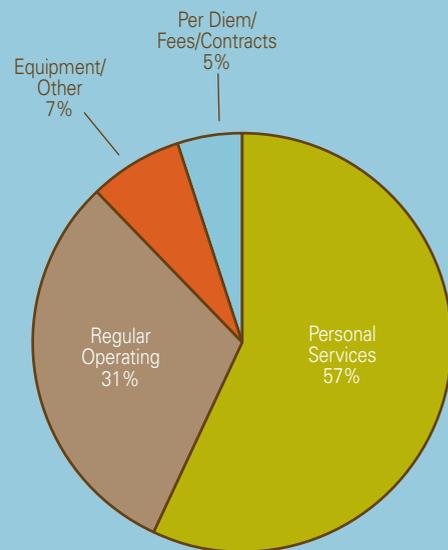
operating expenses

Personal Services	18,853,658
Regular Operating	10,255,738
Equipment/Other	2,249,295
Per Diem/Fees/Contracts	1,837,282
Subtotal	33,195,973
Net Operating Profit	293,693

non-operating expenses

ACVB H/M Tax	9,914,162
Capital/Special Projects	12,239,155
Transfer to COP/Others	1,572,734
Subtotal	23,726,051
Total Expense	56,922,024
Net Loss Before Depreciation	(1,245,946)

expenses



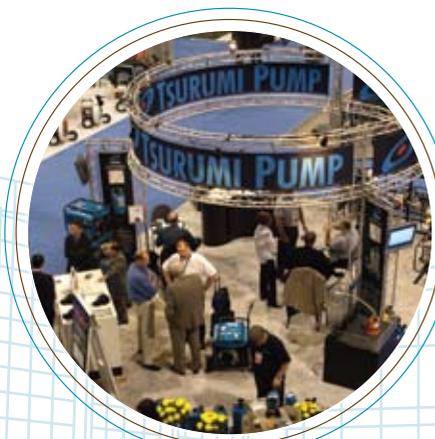
fiscal year 2009: GWCC attendance

53 Major Tradeshows & Conventions	548,603
12 Public/Consumer Shows	395,436
285 Meetings, Corporate Events & Others*	188,917
Total Attendance	1,132,956
Total Out Of State Attendance	634,095
Total Daily Attendance	2,124,538

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

georgia world congress center economic impact

An estimated 1.1 million visitors attending events at the Georgia World Congress Center during Fiscal Year 2009 generated an estimated \$1.2 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 \$1.9 billion. The facility generated more than \$156 million in new tax revenue. Events held at the GWCC sustained 21,189 jobs totaling personal income of \$678 million for the state's workforce.



The Rental Show represents owners of equipment rental businesses as well as manufacturers and suppliers of construction, general tool and party rental equipment.



New windows are lifted to the roof as part of repairs required after the tornado that hit the convention center in 2008.

gwcc economic activity

"New Dollars"	1,179,702,700
Total Economic Impact	1,943,308,312
Personal Income	677,793,418
Employment	21,189

tax revenues

Georgia Sales Tax	49,807,322
Local Sales Tax	37,355,492
Hotel/Motel Tax	35,018,298
Personal Income Tax/Other	33,996,637
Total	156,177,749

prior 3 year economic summary

	2006	2007	2008
"New Dollars" Generated	1,531,557,145	1,658,742,554	1,558,641,553
Total Impact of "New Dollars"	2,507,544,577	2,714,897,736	2,555,741,507
State	104,141,534	115,360,515	109,734,650
Local	46,827,645	52,249,266	48,652,215
Hotel/Motel	47,997,945	51,954,107	47,291,519
Total	198,967,124	219,563,888	205,678,384

georgia dome revenue & expense report

Fiscal Year 2009 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 percent. Rent decreased by 2.2 percent from the previous year and the net profit before depreciation for the year was \$8.8 million.

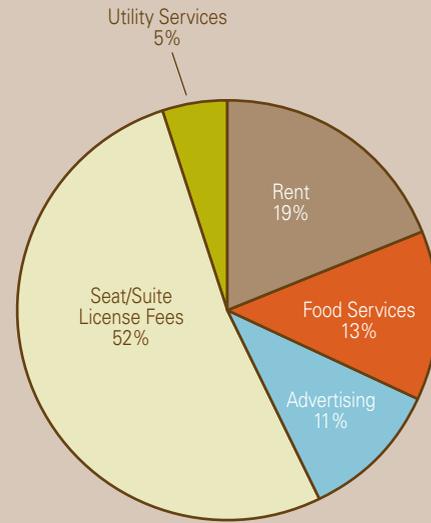
The largest investments made to the facility during the fiscal year was the completion of the second phase of renovations to the Dome, a \$20 million project which included the replacement of all of the seating in the seating bowl and the painting of the exterior of the facility. The third phase of renovations began and included the installation of two 100' x 21' high definition video boards and the construction of a new state of the art video production suite that can broadcast and send an HD signal anywhere in the facility.

The Dome also wrapped up five major R&E projects that were started last fiscal year - replacement of two cooling towers, critical components of our audio system, replacement of hot water heaters, concrete work inside the main entry gates and an exterior protective bollard/ planter project at a cost of \$1.8 million.

fiscal year 2009: dome attendance

10	Falcons Games	524,500
6	Entertainment	213,052
13	Other Football Games	297,287
6	Basketball Games	107,644
1	Soccer Game	46,794
19	Graduations	96,662
5	Receptions	1,380
46	Other	47,698
Total Attendance		1,335,017

revenue



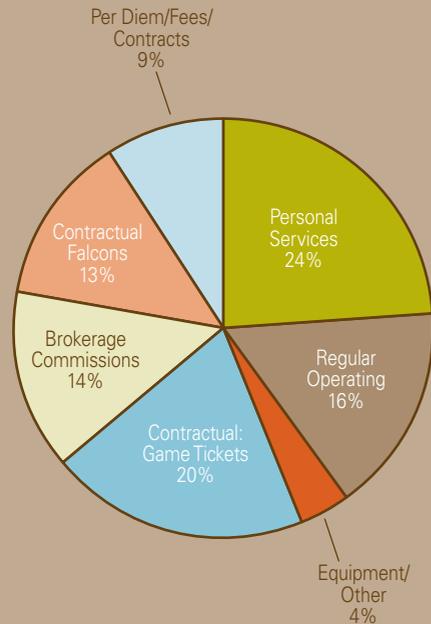
operating revenue

Rent	7,025,124
Utility Services	73,542
Parking	591,077
Food Services	4,696,327
Advertising	3,959,077
Seat/Suite License Fees	18,766,955
Miscellaneous	1,299,757
Subtotal	36,411,859

non-operating revenue

H/M Tax	19,107,742
Transfer from Prior Year Reserves	4,601,677
Contributed Equipment (Falcons)	5,467,024
Subtotal	29,176,443
Total Revenue	65,588,302

expenses



operating expenses

Personal Services	7,561,763
Regular Operating	4,954,968
Equipment/Other	1,074,904
Contractual:	
Game Tickets	6,169,890
Brokerage Commissions	4,264,429
Contractual Falcons	4,000,000
Per Diem/Fees/Contracts	2,914,397
Subtotal	30,940,351
Net Operating Profit	5,471,508

non-operating expenses

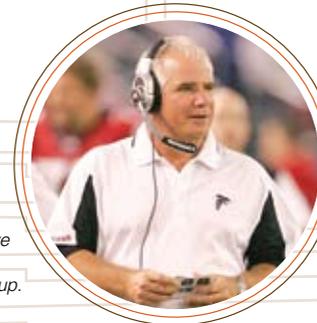
Capital/Special Projects	12,524,319
Contribution Falcons	5,467,024
Debt Service	
Interest Expense	7,848,919
Subtotal	25,840,262
Total Expense	56,780,613
Net Income Before Depreciation	8,807,689

georgia dome economic impact

During Fiscal Year 2009, the Georgia Dome welcomed more than 1.3 million visitors over 122 licensed use days. These events included the Atlanta Falcons Football games, the Southeastern Conference Football Championships, the ACC Men's Basketball Tournament, the Bank of America Atlanta Football Classic, Chick-fil-A College Kickoff, Chick-fil-A Bowl, Supercross, Monster Jam, an International Soccer match, marching band competitions and a host of others. The continued sell-out crowds at these events helped the Georgia Dome generate, \$190 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 \$296 million for the state of Georgia. Additionally, activities at the Georgia Dome raised almost \$25 million in new tax revenue and sustained 3,429 jobs totaling personal income of over \$103 million for the state's workforce.



The Marching 100 of Florida A&M University wow the Georgia Dome crowd with another outstanding performance during the Bank of America Atlanta Football Classic.



Head Coach Mike Smith steps on the Georgia Dome field with purpose and drive to lead the Atlanta Falcons to a surprising 11-5 season and a wild card playoff matchup.

dome economic activity

"New Dollars"	190,561,092
Total Economic Impact	295,709,909
Personal Income	103,381,781
Employment	3,429

tax revenues

Georgia Sales Tax	8,473,014
Local Sales Tax	6,354,760
Hotel/Motel Tax	4,841,362
Personal Income Tax/Other	5,138,583
Total	24,807,719

prior 3 year economic summary

	2006	2007	2008
"New Dollars" Generated	174,260,380	197,673,083	186,921,689
Total Impact of "New Dollars"	272,854,522	304,309,628	285,883,949
State	12,024,237	13,853,326	13,131,370
Local	5,714,703	6,586,470	6,105,027
Hotel/Motel	4,826,255	5,474,686	4,879,772
Total	22,565,195	25,914,482	24,116,169

centennial olympic park revenue & expense report

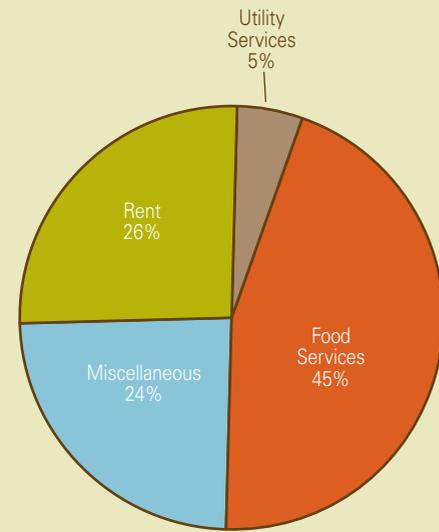
Centennial Olympic Park had another successful financial year with an actual gain against budget of \$224,096 versus a projected gain of \$14,152. The gain was achieved through control of expenses, revenue from additional space rental and food and beverage revenue. The catering revenue finished 41 percent ahead of forecast, space rental was 23 percent over expectations and employer related costs were under budget by 39 percent. New bookings for the Park included a live television broadcast of the Presidential Inauguration, an opening reception for the Kitchen & Bath Industry Show and a live broadcast of ESPN GameDay. Located in the heart of a thriving, tourist district, Centennial Olympic Park continues to be an integral part of the Georgia World Congress Center Authority Campus and a major downtown destination.

Tom Browne performs his classic "Funkin for Jamaica" with rising star Ryan Whitehead at Atlanta's longest-running, free concert series, Wednesday WindDown.



Crowds brave the winter weather to watch the live CNN telecast of the Presidential Inauguration in the Park.

revenue



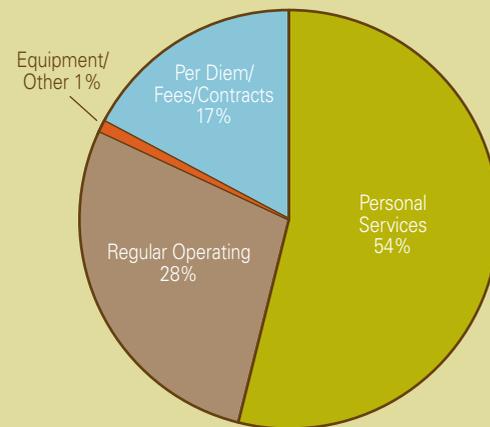
operating revenue

Rent	263,553
Utility Services	52,333
Food Services	458,203
Miscellaneous	232,561
Subtotal	1,006,650

non-operating revenue

Transfer From Prior Year Reserves	165,540
Transfer From GWCC	1,619,936
Transfer From Other Agencies	528,639
Subtotal	2,314,115
Total Revenue	3,320,765

expenses



operating expenses

Personal Services	1,289,328
Regular Operating	667,389
Equipment/Other	22,930
Per Diem/Fees/Contracts	399,436
Subtotal	2,379,083
Net Operating Loss	(1,372,433)

non-operating expenses

Capital/Renovation	
Projects	717,586
Subtotal	717,586
Total Expense	3,096,669
Net Income Before Depreciation	224,096



The Park is a favorite venue for corporate events.



Dogs strut their stuff down the red brick walkway for the "Bolt" fashion show.



Centennial Olympic Park constructs a well and cistern to maintain the water gardens and to serve as a holding tank for irrigation water.

The Park's largest event of the year, Centennial Olympic Park's 4th of July Celebration is the place to be on Independence Day.



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. These bring attendees, exhibitors and show management to Atlanta where they spend "new" dollars, thus contributing to the state's economy. If you consider the Georgia World Congress Center Authority as a corporation with the citizens of Georgia as the 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 2009, the State of Georgia realized a net profit of over \$68 million.

The Georgia World Congress Center Authority 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 state's economy.

	Operating Revenue	-	Operating Expense	=	Operating Profit	Tax Revenue	-	Debt Service	=	State Profit	Direct Profit to Georgia*
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	129,213,846		40,709,070		88,504,776	94,296,973**
2008	78,925,903		68,707,062		10,218,842	122,866,019		37,530,305		85,335,714	95,554,555**
2009	69,901,524		64,136,324		5,765,200	97,415,555		34,731,065		62,684,490	68,449,690**

* Direct profit to Georgia is calculated by adding operating profit/loss and state profit. ** Georgia Dome profit and tax revenue included in 2007, 2008 and 2009 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 did during FY09.

There were 559 budgeted full-time employees in FY09—404 at the Georgia World Congress Center, 132 at the Georgia Dome and 23 at Centennial Olympic Park.

Part-time staff contributed over 268,689 hours of labor during the year – the equivalent of 129 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 11,345 hours of training during FY09, an increase of 1,310 hours from FY08. Training focused on customer service, leadership skills, computer skills, management skills and job specific training.

workforce diversity

	Caucasian	African American	Other	Male	Female
GWCCA	31%	62%	7%	64%	36%
Metro Atlanta	53%	35%	12%	49%	51%

the gwcc authority membership 2009

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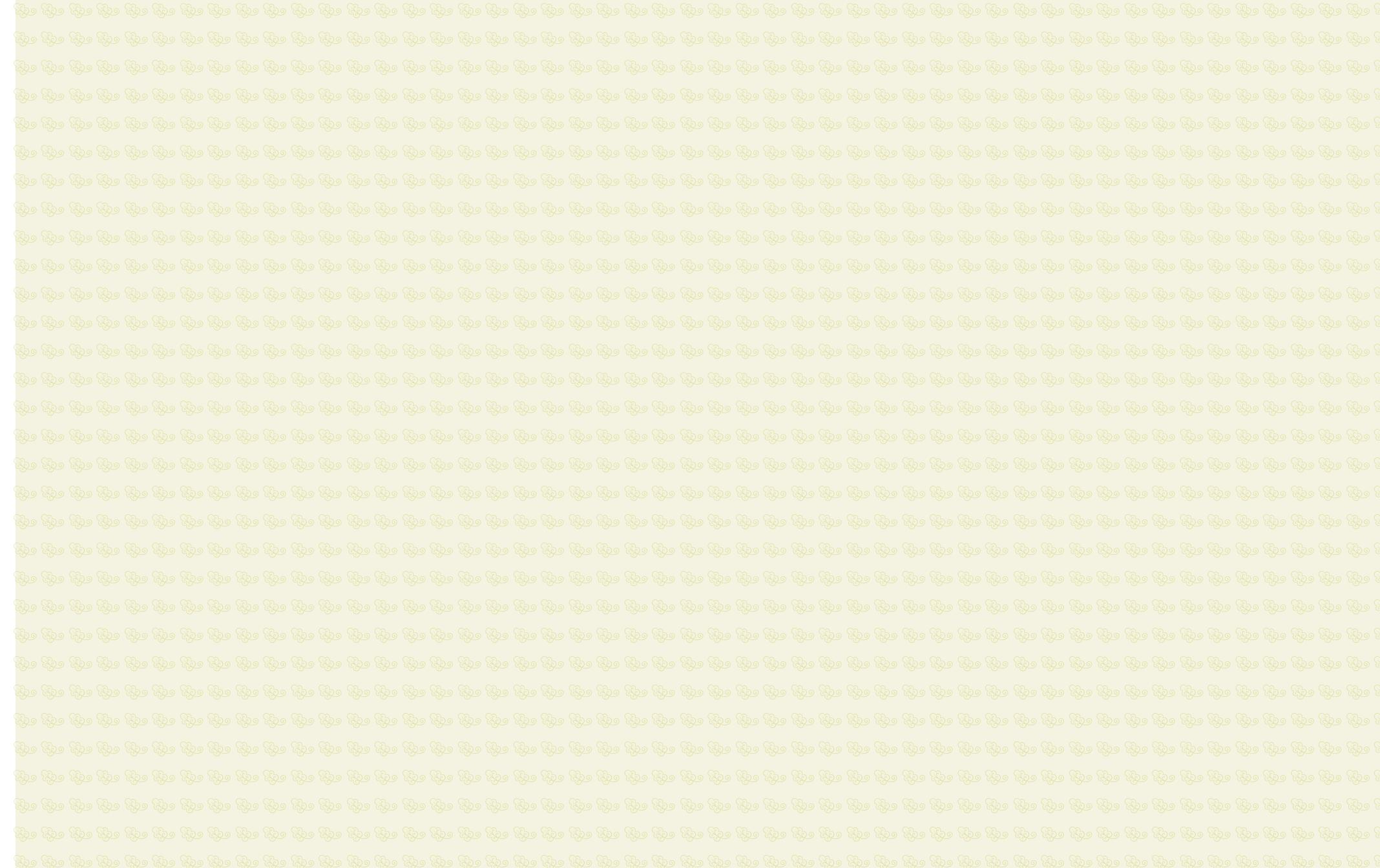
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