



**GEORGIA**  
**WORLD CONGRESS**  
**CENTER**  
**AUTHORITY**

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**ANNUAL**  
**REPORT**  
**2010**



The Georgia World Congress Center Authority welcomed almost 5.5 million visitors in FY10, which generated \$2.3 billion in economic impact for the State of Georgia.

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Top photos from left to right: Certified diabetes educators, nurses, dietitians, pharmacists and physicians enjoy a break between sessions in the Georgia World Congress Center's Building B. The American Association of Diabetes Educators is the largest event focused on diabetes education and provides state-of-the-art education and tools; The Tennessee Volunteers of the Southeastern Conference took on the Virginia Tech Hokies of the Atlantic Coast Conference in the Chick-fil-A Bowl to help close 2009 in yet another sell-out for the bowl game; Beautiful in every season, the Park offers a fun time for everyone.





From left to right: In FY10, the GWCC was host to 45 major tradeshows and conventions; The first World Fitness Day is held at the Dome with the likes of Jane Fonda, Richard Simmons, Denise Austin, Billy Blanks and Debbie Allen providing work-out tips and strategies for participants; The Siemens Smart Grid Tour, featuring integrated energy infrastructure, lands in the Park.

## 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.



Frank Poe, GWCCA Executive Director

**“Visitors generated an estimated \$1.4 billion new dollars for the local and state economy and a total economic impact of \$2.3 billion. Events held at the GWCCA sustained over 25,400 jobs.”**

## director's report

After 34 years as executive director of the Georgia World Congress Center Authority, Dan Graveline retired in December 2009. As the new executive director, starting in the last quarter of FY10, I would like to thank Dan for the strong foundation he established for the Authority. He was the visionary that guided development of the Georgia World Congress Center from its original building, opening in 1976, through three consequent expansions to the center as well as the construction of the Georgia Dome and Centennial Olympic Park. Dan successfully led the operations of these three world-famous venues. I look forward to building upon the foundation Dan established.

FY10 was a challenging year. Our national and local economic contraction resulted in a projected \$5.7 million loss at the GWCC, with many events experiencing lower than normal attendance numbers and reduction in exhibit space utilization. The year did not look promising. While the convention center did end the year with a deficit, the dedication and hard work of our staff closed the gap tremendously resulting in a year end loss of almost \$2.2 million.

Despite waning attendance, our campus welcomed over 5 million guests in FY10. Guests' spending created a direct profit to the state of Georgia of almost \$69 million. GWCC and Georgia Dome visitors generated an estimated \$1.4 billion new dollars for the local and state economy and a total economic impact of \$2.3 billion. Events held at the GWCCA sustained over 25,400 jobs.

FY10 consolidated financial reports for the Georgia World Congress Center Authority include total revenue of \$102.7 million with expenditures of \$94.7 million and a net income before depreciation of \$8 million.

In the coming months, our staff will be building our strategic plan, with the overarching objectives to build on the GWCCA's customer centered focus; to ensure the GWCCA continues to be recognized as the premier meetings, conventions, sporting and entertainment venue; and to secure the Authority's financial stability.

The following report highlights the GWCCA's accomplishments and financial performance of FY10.



Through the staff's dedication, focus, determination and hard work, overall expenses were reduced by over \$4 million, despite a continued slow economy.



## georgia world congress center year in review

Fiscal Year 2010 was the most financially challenging year in the history of the Georgia World Congress Center. The year began with a projected loss of \$5.7 million. Most shows reduced space, and income was down from utility services, parking, hotel/motel tax and interest.

Major adjustments were required for FY10, which included for the first time in 34 years, a reduction in force of 27 full-time positions. Through the staff's dedication, focus, determination and hard work, overall expenses were reduced by \$4,034,874, despite a continued slow economy.

At the close of the year, the convention center's in-house catering partner, Levy Restaurants, posted \$1.3 million above their projected budget. The center's sales team booked \$576,393 in rent and \$307,010 in food and beverage revenue throughout the year with most of this revenue deriving from new business. The goal to increase exhibit hall occupancy for the year was accomplished as it grew 5.7% within the fiscal year.

In the end, the convention center was able to reduce the projected loss to an almost \$2.2 million deficit.

The GWCC hosted 45 major tradeshows and conventions, 49 public and consumer shows and 237 meetings and other events during FY10. Over the course of the year, there was a total daily attendance of 2,283,003, an increase of over 150,000 from the previous year. A few of the events from FY10 included International Dairy Deli Bakery Association, Waste Expo, FIRST, Microsoft, Hinman Dental, International Poultry Expo, HIMSS Healthcare Information & Management Systems Society, American College of Cardiology, National Rural Electric, Bronner Brothers Hair Show, American Society of Reproductive Medicine and Southern

Council of Optometrists (SECO) as well as fan fares that were held at the GWCC, in conjunction with the Georgia Dome, for Supercross, Chick-fil-A College Kickoff, Chick-fil-A Bowl game, Southeastern Conference (SEC) Football Championship game and the Atlanta Falcons home game events.

Care for and maintenance of the facility remained a priority in FY10. There were many projects this year, including renovation of the International Plaza where the walking surfaces were all upgraded and replaced. Perhaps the most noticeable to the customer is the main entrance area. The patio in front of the Starbucks café was completely reconfigured and new furniture was added, making this a welcoming space for attendees to relax. Just through the front doors, the International Lounge was added to the main lobby with wireless internet access and lounge seating that includes 33 individual armchairs and two couches. Located off the International Lounge is a private conference room that can comfortably accommodate up to 8 people.

FY10 was a major turning point in the sustainability efforts of the convention center.

- Reduced electrical consumption by 5,695,000 kWh
- Recycled 54 tons of single-stream waste (plastic, paper, glass, aluminum)
- Recycled 49 tons of baled cardboard
- Composted 290 tons of food waste
- Recycled 1,482 pallets
- Recycled 6 tons of cooking oil

The GWCC staff really stepped up to the challenge this year. Their combined efforts reduced expenses while maintaining the highest standards of service for our customers, who are the focus of everything we do.



From left to right: The operators of Ace Hardware's 4,600 independently owned stores nationwide peruse the products available for sale in their stores; The American Academy of Physician Assistants holds their annual conference at the Georgia World Congress Center; World of Wheels showcases custom cars, trucks, motorcycles, hot rods, race vehicles, antique cars and other special vehicles that attract thousands of attendees to the Georgia World Congress Center's Building C.



georgia world congress center  
**what our customers have to say**

“Our attendees enjoyed your venue and were very pleased with everything. I look forward to returning to Atlanta soon!”  
 – *Calstart*

“Thank you very much for your hospitality and support this past week during my visit to Atlanta. I invested much of my time in trying to view and experience Atlanta and its hospitality/events community as a future attendee, exhibitor and MHIA Member. If they experience in 2012 and beyond what I observed and felt this week, we all will hit home runs.”  
 – *MHIA*

“The care, attention and support that you gave us and our entire staff while we were in Atlanta - throughout the whole process in fact - was second to none. It was such a pleasure to work with people who are so capable and professional, yet so personable at the same time.”  
 – *EMS EXPO*

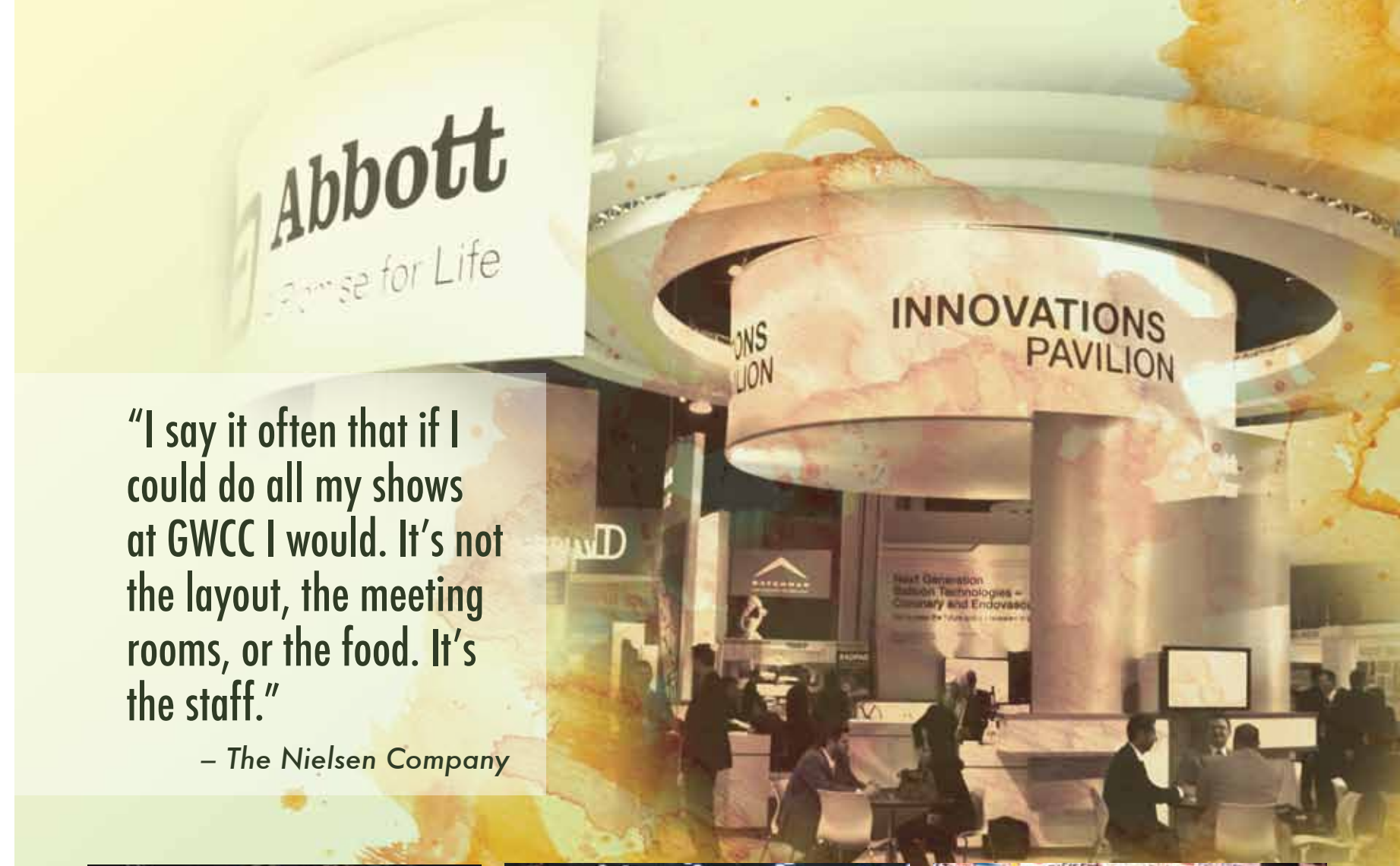
“I want to thank you for all your hard work on WasteExpo pre-show and on-site. Your efforts helped make the event the success that it was. I look forward to working with you in the future.”  
 – *Penton Media – WasteExpo and LDI*

“Please pass along our appreciation to everyone on the GWCC staff who contributed to our success. I will tell you it’s twice as nice to come home having had such a positive experience and response to our show. You and your staff/colleagues are a big part of that, which is why we will always enjoy coming to Atlanta!”  
 – *GlassBuild*

“I wanted to take a moment to thank you and your staff for yet another wonderful Championship event at the Georgia World Congress Center. Every year the bar gets set higher and higher and thanks to you and your team, 2010 was another great success!”  
 – *FIRST Robotics Competition*

“Thanks for all you did to make the 23rd Annual Staff Development Conference a Success in Atlanta. It meant a lot to me and the staff for the ACBV and Georgia World Congress Center to come and meet with us on Friday afternoon.”  
 – *Southern Regional Education Board*

**“I say it often that if I could do all my shows at GWCC I would. It’s not the layout, the meeting rooms, or the food. It’s the staff.”**  
 – *The Nielsen Company*



From left to right: North America’s largest waste and recycling tradeshow, WasteExpo welcomes attendees from both the public and private sectors; Fans have some pregame fun at the GWCC prior to the Chick-fil-A college kickoff game next door at the Georgia Dome; Students enjoy festivities on the West Plaza during FIRST, a robotics competition for grades k-12.

From left to right: Members of the residential electronic systems industry attend CEDIA, Custom Electronic Design & Installation Association, to learn about the latest technologies and to receive training on new products in home entertainment, environmental control, energy management, green technology, home health and security; Members of the hair and beauty industry learn about the latest styling products during the Bronner Bros International Hair Show; Students attend Passion, a four day religious gathering of 18-25 year olds held at the Georgia World Congress Center.



**The Dome continued its long run of hosting and booking major events of national and international importance, while providing top-notch customer service to each event organizer and attendee.**



## georgia dome year in review

The Georgia Dome closed the books on an exciting 2010 Fiscal Year hosting over 1.3 million visitors during 70 events. Highlighting the year were high profile publicly ticketed events such as the Atlanta Falcons 2009 season, the Atlanta Football Classic, the SEC Football Championship, the Chick-fil-A Kickoff and Chick-fil-A Bowl games, the Georgia High School Association State Football Championships, Aaron's International Soccer Challenge, two sold out entertaining thrill shows, Advance Auto Parts Monster Jam and Monster Energy AMA Supercross, plus the highest grossing rock and roll tour of the year, U2 360. Additionally, over 300,000 people attended 44 private events throughout the year.

The Chick-fil-A Kickoff Game, pitting Alabama versus Virginia Tech in a nationally televised contest, gave fans a great way to kick off the 2009 college football season. Alabama returned to the Dome in December to face Florida in the SEC Football Championship. The Crimson Tide avenged last season's defeat on the way to claiming the 2009 NCAA National Championship.

The Dome continued its impressive streak of being awarded high profile events as it was chosen to host Wrestlemania XXVII. Considered the "Super Bowl of Sports Entertainment," the world-wide pay-per-view event will be held Sunday, April 3, 2011. On the bidding horizon, the city of Atlanta and Dome made "the cut" from 57 to be one of the final 18 cities/facilities included in the US Bid Committee's bid presentation to FIFA to host either the 2018 or 2022 World Cup Soccer matches.

During FY10, Georgia Dome staff continued to work closely with the architectural firm Populous to complete the second phase of the Master Plan Study, Stadium Solutions. Numerous coordination meetings were held with the Populous team, the Atlanta Falcons

staff and the Dome's annual customers to determine the desired programming requirements that could be incorporated into a renovated Georgia Dome to position the facility for future success in the years to come.

Customer service, professional development, financial performance and care and maintenance of the facility continued to be a primary focus throughout the year. In an effort to maintain the highest possible level of customer service, employees participated in 3,401 hours of customer focused training, an increase of 24 percent over the previous year. The recognition of Excellent performance by the Dome staff continued with three Governor's Commendation Nominees, nine Bright Idea winners, 15 Customer Service Heroes Nominees and 41 Excellence Awards Nominees & Recipients.

The fourth phase of renovations to the facility was completed, which included a \$3 million replacement of the stadium's original audio system. Highlights of the replacement included replacing all amplifiers and adding new speakers to the seating bowl, concourses and suites. Additionally, a new high-definition digital menu board system was installed in all permanent concession stands throughout the facility.

Fiscal Year 2010 was an excellent year on all fronts for the Georgia Dome. The Dome continued its long run of hosting and booking major events of national and international importance, while providing top-notch customer service to each event organizer and attendee. The efforts to continually enhance the value of the facility continued with on-going maintenance and repair projects. With a team of professionals focused on service and excellence, the facility enjoyed another profitable year.



From left to right: A major announcement is held at the Georgia Dome when WWE's Vince McMahon announces the Dome will play host to Wrestlemania XXVII in April of 2011; FIRST Robotics Competition invades the Dome for strategic competition from some of the brightest minds the world has to offer; Atlanta Falcons tight end Tony Gonzalez looks for extra yardage against the Philadelphia Eagles.



## what our customers have to say

"I can't thank you enough for all the hard work you put into making the first Annual World Fitness Day a success. None of this would have been possible without your help, so I send deep gratitude to you."

– World Fitness Day

"I just had to take this opportunity to let you know how wonderful your staff in the club level is. My family and I attended the Monster Jam last night and I was blown away by the incredible customer service from the person checking tickets at the door to the person working in the men's restroom. Everyone was great, smiles everywhere, never hard to find an employee to ask a question, and most of all the most friendly and polite people you could ask for."

– Monster Jam Attendee

"On behalf of the Partnership for Public Service, thank you so much for hosting our Excellence in Government Fellows at the Georgia Dome during their trip to Atlanta. It was educational and fun, which is everything a benchmark should be. The hospitality and enthusiasm of your team made for a truly memorable experience, and we definitely look forward to partnering with you on future projects."

– The Partnership for Public Service

"I wanted to take a moment and express what an amazing evening your staff provided the many U2 fans crazy enough to hang out all day to get up close with the band. The planning and execution, the pleasant attitudes...all first rate."

– U2 Concert Attendee

"I wanted to let you know how pleased we were with the GHSA Football Championships held recently at the Georgia Dome. Once again the staff at the Dome did a great job. Our Event Coordinator did a fantastic job in all areas of the event and is such a pleasure to work with."

– Georgia High School Association

"I have run events all over the world, and that includes Wimbledon, the European Championships and the World Cup and worked with many of the top venues in the world, and I can honestly say that the staff you have at the Dome is one of the most professional, attentive and welcoming I have ever seen. Everything went smoothly and that is a testament to the fact that your team knows how to run big events and how to make the customer feel special."

– First Sports – World Football Challenge



From left to right: Monster Jam produces its first live television event as standing room only crowds witness intense monster truck action; The Florida A&M Rattlers celebrate another victory in the Bank of America Atlanta Football Classic after defeating rival Tennessee State University; The U.S. Army Corky Kell Classic opens the 2009 Georgia High School football season with action-packed contests from some of the finest programs the state has to offer with a quadruple header.

# "You and your team are running a terrific operation and we are very proud of our partnership."

– Chick-fil-A



From left to right: Drum Corp International makes its annual stop in Atlanta for the Atlanta Super Regional. Drum and bugle corps from across the country wowed fans with exciting and ground-breaking shows; Soccer makes its second appearance in the Dome with a natural grass surface for the World Football Challenge; High school seniors close one chapter and prepare for a new adventure with the Georgia Dome providing the backdrop for their graduation.



## The Park continues to be the hub for this walkable area of businesses, tourist attractions and special events.

### centennial olympic park year in review

Centennial Olympic Park, host to more than 3 million visitors each year, remains the anchor for downtown development and the core of a thriving tourist district. Fiscal Year 2010 was a banner year for Centennial Olympic Park in regards to the number and diversity of events, major construction projects and condition of the greenspace.

The Park continues to host annual public events like Fiesta Atlanta, the Georgia Marathon and the JDRF Walk to D'feet Diabetes. These events were joined by two ESPN GameDay broadcasts, a week-long housing of the Budweiser Clydesdale's and the inaugural Georgia Kite Festival. Additionally, the Park self-produced 170 events for a total of 219 event days. The Park's self-produced events: Fourth of July Celebration, Wednesday WindDown, Music @ Noon, Fourth Saturday Family Fun Day and Atlanta's only outdoor ice skating rink are the cornerstone to the Park's philosophy of being a clean, safe and actively programmed venue.

Parents and children, who visit the Park and enjoy our community programming also like to eat quality, fresh, reasonably priced meals. With this in mind a new restaurant concept was introduced in the space previously occupied by the FountainSide Cafe. Googie Burger is a fresh, never frozen "burger joint" located next to the iconic Fountain of Rings. Levy Restaurants, Park management, and a fleet of architects, designers and craftsmen helped design and build a beautiful

building serving burgers, fries and shakes to families, downtown employees and conventioners. This, too, should provide enjoyment to folks for years to come.

The area surrounding Centennial Olympic Park continues to grow and evolve. New companies and businesses in the neighborhood include Baja Fresh, Subway and City Segway Tours. The Glenn Hotel has gone through changes to its restaurant and roof top lounge, Ventanas event space on top of the Hilton Garden Inn opened to rave reviews and the American Cancer Society moved into the former Inforum building. The Park continues to be the hub for this walkable area of businesses, tourist attractions and special events.

Now in its 14th year of hosting events and welcoming visitors to Atlanta, Centennial Olympic Park continues to anchor downtown. The Park's mission of keeping our 21-acres clean, safe and actively programmed continues to be at the core of its business philosophy. Everyday, the Park assists our sister facilities in hosting and promoting events, helps revitalize the downtown corridor and provides impetus for economic impact to the State of Georgia.



From left to right: Googie Burger, located next to the iconic Fountain of Rings, is a popular new feature to the Park; In conjunction with the soccer match held at the Georgia Dome, the Park hosts an entertaining soccer clinic and promotion for young students; ESPN College GameDay broadcasts live from the Park before the kickoff of the Chick-fil-A Kickoff Game at the Georgia Dome.



## what our customers have to say

"This event would not have been the same without the efforts of you and your staff. It has been a pleasure working with you and we look forward to working with you again in the future."

– Project Dance Atlanta Staff

"Thank you so much for your support yesterday. You all did a fabulous job and we are so grateful for everything! We were very pleased with the turnout yesterday and I look forward to working with you again soon!"

– Foundation Fighting Blindness

"I would like to personally thank each and every one of you for helping make this one of the smoothest and most successful openings of our long tenure at the park."

– The Ice Guys Staff

"Thanks again for all of your help making this past week work. I think all of us agree it was a great showcase for the Budweiser Clydesdales."

– Atlanta Beverage Company

"Thank you so much for having our crew film at Centennial Olympic Park. Your staff was excellent to work with the entire step of the way."

– Third House Productions

"This is a fantastic place. Really impressive!"

– Visitor from Mississippi

"Thanks for the hospitality."

– Visitor from New Jersey

"The Olympics were wonderful. The Park brings back beautiful memories."

– Visitor from Florida

"Great fountains."

– Visitor from Russia

"Very beautiful downtown & park."

– Visitor from Canada

"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

# "A celebration of teamwork at its finest! Take a deep breath, enjoy and get ready for the next great opportunity for the Park."

– WXIA-TV/WATL-TV



From left to right: The Fountain of Rings is the centerpiece of Centennial Olympic Park and one of the most recognized and photographed landmarks in Georgia; The Chevy Drive Away Promotion featuring one hundred 2009 Camaros, drive from Athens to Atlanta where they are on display in Centennial Olympic Park; Fiesta Atlanta, the city's largest Hispanic outdoor festival, takes place every Cinco de Mayo weekend at Centennial Olympic Park.

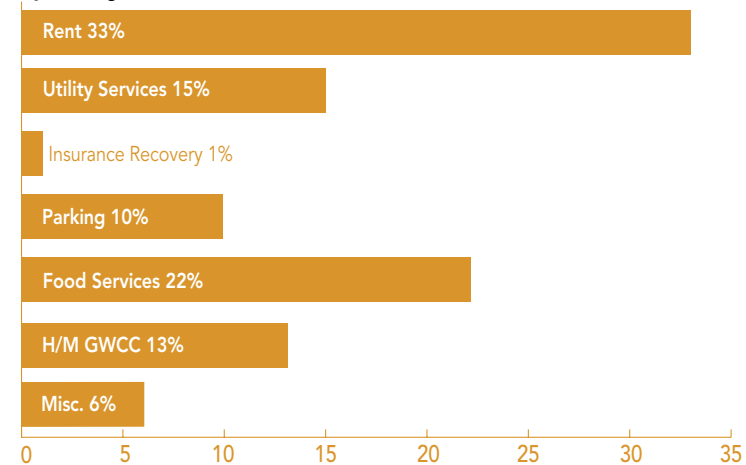
From left to right: Music @ Noon is the perfect lunchtime getaway. Guests get out of the office for a midday break filled with sunny skies and great entertainment every Tuesday and Thursday from noon to 1 p.m. April through October; The Park's Fourth Saturday Family Fun Days continue to provide free, entertaining, interactive and educational activities for children of all ages; Downtown Atlanta's only outdoor ice skating rink at Centennial Olympic Park is an annual holiday tradition.



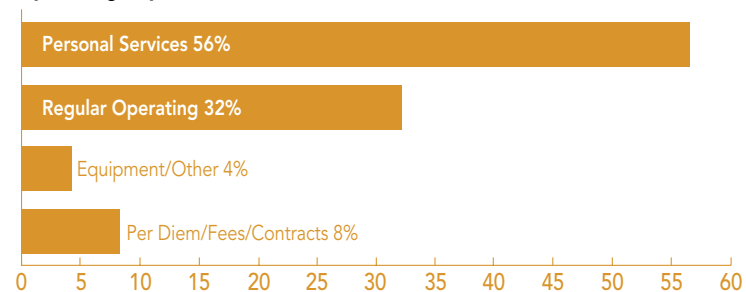
## georgia world congress center revenue and expense report

Rent, food services and utility services remain the primary sources of operating revenue for the Georgia World Congress Center. When combined, they accounted for 70 percent of all operating revenue in FY10. Rent served as the largest revenue generator, accounting for 33 percent of the income followed by food services at 22 percent and utility services at 15 percent. Operating revenue for the year totaled almost \$30 million. With a projected loss of \$5.7 million, the year ended with a loss of almost \$2.2 million because of cost-cutting measures and new bookings.

### operating revenue



### operating expenses



### fiscal year 2010: gwcc attendance

45 Major Tradeshows & Conventions	473,448
49 Public/Consumer Shows	488,535
237 Meetings, Corporate Events & Others*	136,345
<b>Total Attendance</b>	<b>1,098,328</b>
<b>Total Out Of State Attendance</b>	<b>685,786</b>
<b>Total Daily Attendance</b>	<b>2,283,003</b>

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

### operating revenue

Rent	9,694,789
Utility Services	4,535,280
Insurance Recovery	147,632
Parking	3,101,751
Food Services	6,451,240
H/M GWCC	3,745,131
Miscellaneous	1,898,086
<b>Subtotal</b>	<b>29,573,909</b>

### operating expenses

Personal Services	16,663,683
Regular Operating	9,484,808
Equipment/Other	1,248,123
Per Diem/Fees/Contracts	2,251,446
<b>Subtotal</b>	<b>29,648,060</b>
<b>Net Operating Loss</b>	<b>(74,151)</b>

### non-operating revenue

H/M Tax - ACVB	8,741,229
Transfer From Prior Year Reserves	710,457
Transfer From Other Agencies	3,835,783
<b>Subtotal</b>	<b>13,287,469</b>
<b>Total Revenue</b>	<b>42,861,378</b>

### non-operating expenses

ACVB H/M Tax	8,741,229
Capital/Renovation Projects	4,546,239
Contributed Equipment	690,728
Transfer to COP/Others	1,386,942
<b>Subtotal</b>	<b>15,365,138</b>
<b>Total Expense</b>	<b>45,013,198</b>
<b>Net Loss Before Depreciation</b>	<b>(2,151,820)</b>

## georgia world congress center economic impact



From left to right: Expo! Expo!, the annual meeting and exhibition of the International Association of Exhibitions and Events (IAEE), welcomes hospitality industry representatives from all over the country; Physicians, nurses, nurse practitioners, physician assistants, pharmacists and practice managers attend the American College of Cardiology's Annual Scientific Session and Expo to learn about ground-breaking cardiovascular care and ways to improve heart health; Consumers get a sneak peak at over 500 new 2010 import and domestic cars, light trucks, vans and sports utility vehicles at the Atlanta International Auto Show's annual showcase.

In Fiscal Year 2010, 1.1 million visitors attended events at the Georgia World Congress Center. These visitors 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 a total economic impact of \$2 billion. The facility generated more than \$157 million in new tax revenue. Events held at the GWCC in FY10 sustained 21,386 jobs totaling personal income of \$684 million for the state's workforce.

### gwcc economic activity

"New Dollars"	1,195,355,289
Total Economic Impact	1,955,454,789
Personal Income	683,503,849
Employment	21,386

### tax revenues

Georgia Sales Tax	50,188,822
Local Sales Tax	37,641,616
Hotel/Motel Tax	34,593,656
Personal Income Tax/Other	34,231,764
<b>Total</b>	<b>156,655,858</b>

### prior 3 year economic summary

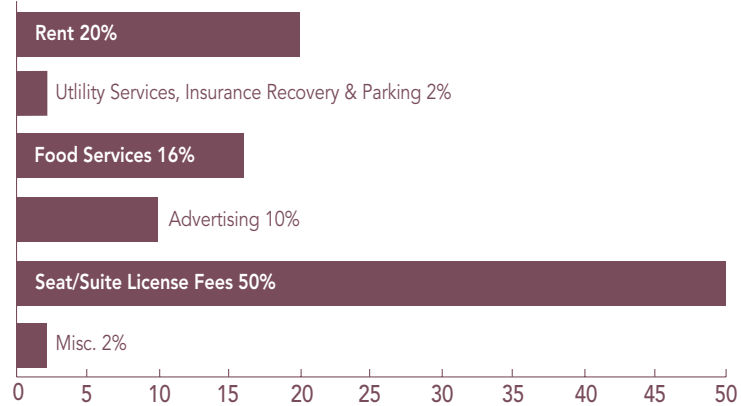
	2007	2008	2009
"New Dollars" Generated	1,658,742,554	1,558,641,553	1,179,702,700
Total Impact of "New Dollars"	2,714,897,736	2,555,741,507	1,943,308,312
State	115,360,515	109,734,650	83,803,959
Local	52,249,266	48,652,215	37,355,492
Hotel/Motel	51,954,107	47,291,519	35,018,298
<b>Total</b>	<b>219,563,888</b>	<b>205,678,384</b>	<b>156,177,749</b>



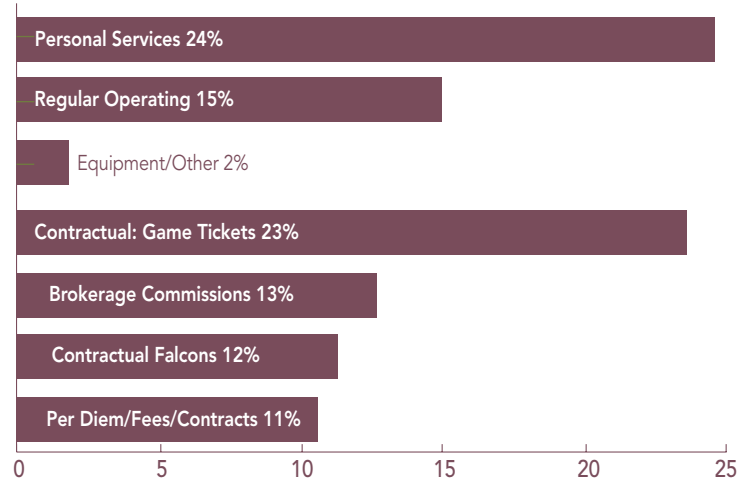
## georgia dome revenue and expense report

FY10 was another financially solid year for the Georgia Dome. Seat and suite license fees remain the largest contributor to the facility's operating revenue accounting for 50 percent. Rent, food services and advertising brought in a collective 46 percent of the operating revenue with rent accounting for 20 percent, food 16 percent and advertising 10 percent. Operating revenue for the year totaled \$38.4 million and the year concluded with a \$10 million profit, up \$1.2 million from the previous year.

### operating revenue



### operating expenses



### fiscal year 2010: dome attendance

10 Falcons games	577,765
17 Other football games	311,552
11 Entertainment	277,049
5 Receptions	1,373
1 Soccer game	41,275
17 Graduations	91,348
19 Other	45,476
<b>Total Attendance</b>	<b>1,345,838</b>

### operating revenue

Rent	7,714,529
Utility Services	87,114
Insurance Recovery	59,186
Parking	576,393
Food Services	6,268,592
Advertising	3,900,975
Seat/Suite License Fees	19,078,495
Miscellaneous	667,772
<b>Subtotal</b>	<b>38,353,056</b>

### operating expenses

Personal Services	7,895,499
Regular Operating	4,892,573
Equipment/Other	680,907
Contractual: Game Tickets	7,393,019
Brokerage Commissions	4,287,824
Contractual Falcons	4,000,000
Per Diem/Fees/Contracts	3,618,277
<b>Subtotal</b>	<b>32,768,099</b>
<b>Net Operating Profit</b>	<b>5,584,957</b>

### non-operating revenue

Transfer From Prior Year Reserves	1,565,995
H/M Tax	16,726,223
Contributed Equipment	349,795
<b>Subtotal</b>	<b>18,642,013</b>
<b>Total Revenue</b>	<b>56,995,069</b>

### non-operating expenses

Projects	6,428,836
Contributed Equipment	349,795
Debt Service Interest Expense	7,359,919
<b>Subtotal</b>	<b>14,138,550</b>
<b>Total Expense</b>	<b>46,906,649</b>
<b>Net Income Before Depreciation</b>	<b>10,088,420</b>

## georgia dome economic impact



From left to right: Cheerleaders bring spirit to the game during the U.S. Army Corky Kell Classic at the Georgia Dome; U2 and opening act Muse make a stop at the Georgia Dome as part of their 360 tour which includes the largest stage and production in rock-n-roll history; Atlanta Falcons wide receiver Roddy White catches the game-winning touchdown in the final seconds as the Falcons defeat the Tampa Bay Bucs 20-17.

The Georgia Dome welcomed more than 1.3 million visitors in Fiscal Year 2010 during 70 events. These events included the Atlanta Falcons football games, the SEC Football Championship, the Chick-fil-A Kick off and Chick-fil-A Kickoff Game, the Bank of America Atlanta Football Classic, the Georgia High School Association State Football Championships, World International Soccer Challenge, the U2 360 tour concert, Advance Auto Parts Monster Jam and Monster Energy AMA Supercross. The Georgia Dome generated \$225 million "new dollars" for the state of Georgia during FY10. A study conducted by the University of Georgia's Selig Center for Economic Growth estimated this sum had a total economic impact of \$349 million for the state of Georgia. Additionally, activities at the Georgia Dome raised almost \$29 million in new tax revenue and sustained 4,042 jobs totaling personal income of over \$122 million for the state's workforce.

### dome economic activity

"New Dollars"	224,650,253
Total Economic Impact	348,550,611
Personal Income	121,860,997
Employment	4,042

### tax revenues

Georgia Sales Tax	9,928,455
Local Sales Tax	7,446,341
Hotel/Motel Tax	5,612,903
Personal Income Tax/Other	6,056,560
<b>Total</b>	<b>29,044,259</b>

### prior 3 year economic summary

	2007	2008	2009
"New Dollars" Generated	197,673,083	186,921,689	190,561,092
Total Impact of "New Dollars"	304,309,628	285,883,949	295,709,909
State	13,853,326	13,131,370	13,611,597
Local	6,586,470	6,105,027	6,354,760
Hotel/Motel	5,474,686	4,879,772	4,841,362
<b>Total</b>	<b>25,914,482</b>	<b>24,116,169</b>	<b>24,807,719</b>



centennial olympic park  
revenue and expense report



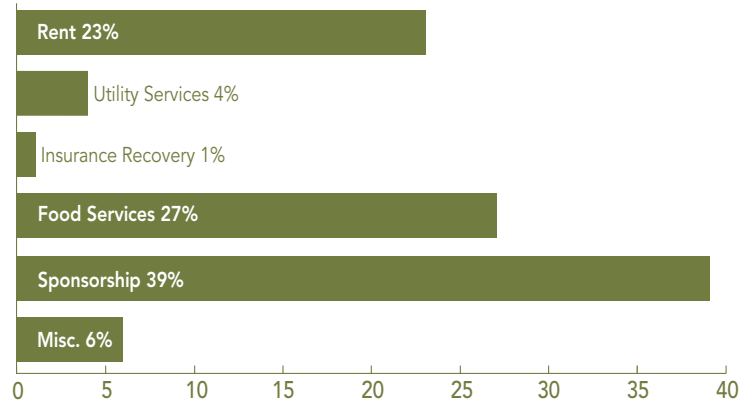
While Centennial Olympic Park had a record number of event days in FY10, two major budgeted corporate food and beverage functions were moved to the Georgia World Congress Center due to inclement weather. While holding expenses \$195,000 under budget, the Park could not overcome the nearly \$350,000 loss due to these two events. Like the rest of the GWCCA campus, the Park tightened spending and saved money where possible. Major areas of saving included: salaries, contracted landscape management, publishing and printing, choreography for the Fountain of Rings and travel expenses.

Sponsorship, Food Service and Rent accounted for 89 percent of the Park's income.



From left to right: No strangers to television broadcasts and parades, the Budweiser Clydesdales make their first appearance in Centennial Olympic Park; The Park hosts the start and finish of the ING Georgia Marathon and Half Marathon; Each year, thousands of people come to Centennial Olympic Park to celebrate Atlanta's largest 4th of July Celebration. It's the place to be on Independence Day.

operating revenue



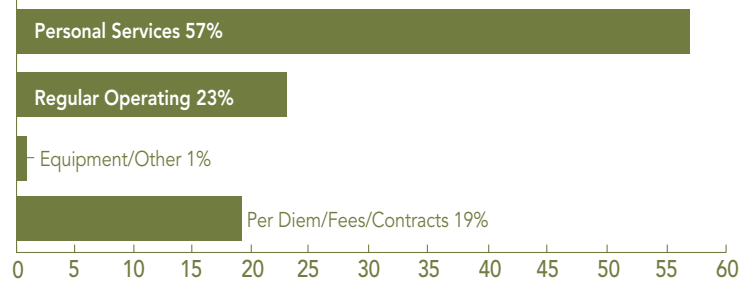
operating revenue

Rent	172,240
Utility Services	26,768
Insurance Recovery	8,022
Food Services	203,075
Sponsorship	290,737
Miscellaneous	44,490
<b>Subtotal</b>	<b>745,332</b>

non-operating revenue

Transfer From Prior Year Reserves	32,230
Transfer From GWCC	1,572,734
Transfer From Other Agencies	466,142
<b>Subtotal</b>	<b>2,071,106</b>
<b>Total Revenue</b>	<b>2,816,438</b>

operating expenses

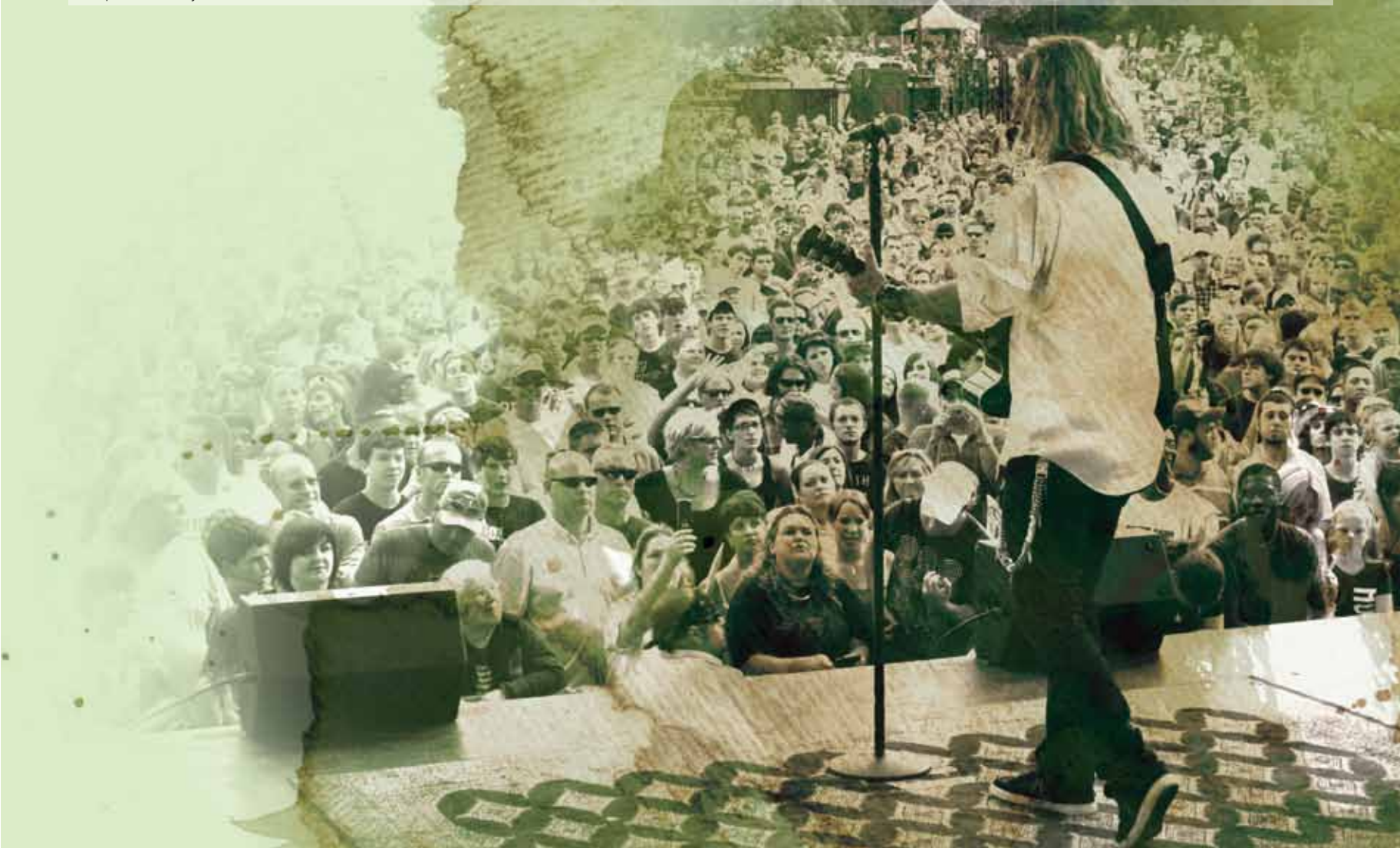


operating expenses

Personal Services	1,332,913
Regular Operating	539,764
Equipment/Other	24,770
Per Diem/Fees/Contracts	441,620
<b>Subtotal</b>	<b>2,339,067</b>
<b>Net Operating Loss</b>	<b>(1,593,735)</b>

non-operating expenses

Capital/Renovations Projects	498,372
<b>Subtotal</b>	<b>498,372</b>
<b>Total Expense</b>	<b>2,837,439</b>
<b>Net Loss Before Depreciation</b>	<b>(21,001)</b>





After paying debt service and operating expenses for Fiscal Year 2010, the State of Georgia realized a net profit of almost \$69 million.

georgia world congress center authority

direct profit to georgia

Each year the Georgia World Congress Center Authority welcomes millions of guests who attend trade shows, conventions, sporting events and other events. While visiting Atlanta these attendees, exhibitors, show managers and fans spend “new” dollars that contribute to the state’s economy, thus fulfilling the GWCCA’s primary mission to serve as an economic generator for the State of Georgia.

The chart below highlights net profit to the State of Georgia during the past decade. After paying debt service and operating expenses for Fiscal Year 2010, the State of Georgia realized a net profit of almost \$69 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.

direct profit to georgia

Date	Operating Revenue	-	Operating Expense	=	Operating Profit	Tax Revenue	-	Debt Service	=	State Profit	Direct Profit to Georgia*
2001	39,983,740		27,388,214		12,595,526	79,116,385		44,904,470		34,211,915	46,807,441
2002	29,298,755		26,039,749		3,259,006	65,230,311		46,164,521		19,065,790	22,324,796
2003	30,868,814		29,396,282		1,472,532	70,219,908		38,796,511		31,423,397	32,895,929
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	129,213,843		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**
2009	69,901,524		64,136,324		5,765,200	97,415,555		34,731,065		62,684,490	68,449,690**
2010	67,926,966		62,416,159		5,510,807	100,405,601		36,921,791		63,483,810	68,994,617**

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





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 FY 2010.

There were 449 budgeted full-time employees in FY 2010—293 at the Georgia World Congress Center, 133 at the Georgia Dome and 23 at Centennial Olympic Park. There were 408 actual employees with 264 at the GWCC, 123 at the Dome and 21 at the Park.

Part-time staff contributed 156,846 hours of labor during the year – the equivalent of 75 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 in FY10 with employees attending 11,335 hours of training focused on customer service, leadership skills, computer skills, management skills and job specific training.

workforce diversity

	GWCCA	Metro Atlanta
Caucasian	30%	53%
African American	66%	35%
Other	4%	12%
<b>Male</b>	<b>65%</b>	<b>49%</b>
<b>Female</b>	<b>35%</b>	<b>51%</b>

the gwcca  
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# 2010

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