

GEORGIA WORLD CONGRESS  
CENTER AUTHORITY

# 2011 ANNUAL REPORT





 The Georgia World Congress Center Authority welcomed over 5.7 million guests during Fiscal Year 11, which generated an economic impact of \$1.75 billion.



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*(top-bottom) Over 43,000 Primerica attendees utilize all twelve exhibit halls, both ballrooms, all three auditoriums and ample meeting rooms in the GWCC as well as the Georgia Dome. • Michael Turner rushes for the Atlanta Falcons. • Googie Burger celebrates the spirit of Atlanta and Centennial Olympic Park with an iconic and beloved food classic - the burger. Located adjacent to the Park's Fountain of Rings, patrons can take pleasure in all the action while devouring a delicious Googie Burger.*



## 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.



"Our campus welcomed over 5.7 million guests in FY 11. These visitors generated approximately \$141 million in local and state tax revenue and provided a total economic impact of \$1.75 billion. The convention/tradeshow and hospitality industry supported over 18,560 jobs for the State of Georgia."

Frank Poe, GWCCA Executive Director

# DIRECTOR'S REPORT

The Georgia World Congress Center Authority (GWCCA) ended Fiscal Year (FY) 2011 on a triumphant note. The campus reported positive net income despite a projected loss of \$1.5 million at the Georgia World Congress Center (GWCC). The convention center was able to turn its projected loss into a \$1.8 million profit and the campus as a whole ended the year with a profit of \$16.3 million. This positive variance can be attributed to a number of factors including our staff's continued focus on operational efficiencies, improving revenue development and event sales.

Our campus welcomed over 5.7 million guests in FY 11. These visitors generated approximately \$141 million in local and state tax revenue and provided a total economic impact of \$1.75 billion. The convention/tradeshow and hospitality industry supported over 18,560 jobs for the State of Georgia.

Our FY 11 consolidated financial report for the GWCCA includes total revenue of \$111 million with expenditures of \$95 million and a net income before depreciation of \$16.3 million.

We received the third and final study results from Populous Architects which focused on the feasibility of building an open-air stadium on the GWCCA campus as well as the sustainability of the Georgia Dome for the next 20 years. Following requests from the Atlanta Falcons, our Authority is actively engaged in discussions for the potential development of an open-air stadium on the GWCCA's campus.

The GWCCA Board of Governors adopted a Centennial Olympic Park Preservation Statement in FY 11. The statement outlines the Authority's commitment to preserving the original purpose and design intent of the Park as a lasting legacy to the 1996 Olympic Games.

Also during FY 11, our staff commenced the process of building a campus wide strategic plan. Representatives from all three venues explored options for growth, operational improvements and how to better serve our customers in the coming years. With FY 11 as the exploratory and research phase, a plan will be finalized in FY 12.

The following report highlights the GWCCA's accomplishments and financial performance of FY 11.





THE STAFF'S  
DEDICATION TO  
REDUCING EXPENSES  
AND INCREASING REVENUE  
TURNED THE SCENARIO AROUND  
AND THE YEAR ENDED WITH A  
\$1.8 MILLION OPERATING PROFIT.

Fiscal Year 2011 was another financially challenging year, but it ended on a high note. The 35-year-old facility began the year with a projected loss of \$1.5 million. The staff's dedication to reducing expenses and increasing revenue turned the scenario around and the year ended with a \$1.8 million operating profit. Levy Restaurants, the facility's food and beverage partner, had a strong year producing \$1,181,365 revenue over budget. Additionally, utility services had a net gain of \$725,953 over budget for the year and exhibitor spending on these services plus food and beverage and parking improved the convention center's bottom line.

The Georgia World Congress Center (GWCC) and the Atlanta Convention & Visitors Bureau (ACVB) were successful in implementing a one percent increase to the hotel/motel tax. This tax will be used to fund a marketing effort to increase city wide business for Atlanta.

The GWCC launched a digital signage partnership program in FY 11. A total of twenty-nine 46" and two 32" monitors plus one 36 ft. x 10.5 ft. outdoor digital billboard were installed to assist customers with internal directions as well as increase sponsorship opportunities and corporate advertising. A total of \$68,900 was generated from sponsorship and advertising initiatives in FY 11.

The GWCC hosted 49 major trade shows and conventions, 13 public/consumer shows and 197 meetings, corporate events, sporting events, graduations, concerts and more. The convention center welcomed 1,134,442 attendees. A few of the major events from FY 11 included American Farm Bureau Federation 2011 Annual Convention, Seventh Day Adventist 59th Session of the General Conference, American Veterinary Medical Association, International Woodworking Fair, CheerSport National Championship, American College of Rheumatology, Microsoft TechEd, Pittsburgh

(left photo) College football fans attend the SEC FanFare in Building C prior to the Southeastern Conference Football Championship Game at the Georgia Dome, just one example of the convenient layout of the GWCCA 200-acre campus. (right photos: left to right) Consumers get a sneak peak at over 500 new 2011 import and domestic cars, trucks, vans and SUVs at the Atlanta International Auto Show. • The American Veterinary Medical Association hosts veterinarians from all over the country who work in both private and public practice. • Former President Bill Clinton addresses members of the charter school community at the National Alliance for Public Charter Schools. • With 112 courts spanning the exhibit halls of Buildings A and B, the Big South National Qualifier is the largest indoor volleyball tournament held on a single weekend in North America. • The National Association of Convenience Stores, which serves the convenience and petroleum retailing industry, welcomes 22,000 attendees to the convention center.



Conference and Exposition (PITTCON), Primerica Convention and Custom Electronic Design & Installation Association (CEDIA). GWCC managed back-to-back-to-back mega-shows during the busy fall season. National Association of Convenience Stores, National Business Aviation Association and FABTECH each occupied 1 million square feet of gross exhibit space and generated a combined total revenue of over \$6.3 million.

As always, care and maintenance of the facility is of utmost importance. The most significant project of FY 11 was the renovation of Building A's kitchen. Originally installed in 1976, the kitchen received a major renovation which resulted in a more flexible cooking arrangement. Additional improvements included an upgrade to the building automation system, renovation of the Red Parking Deck stairwell, renovation of the Brown Parking Lot, improvements to the employee cafeteria, an upgrade to the fire alarm system, enhancements

to the Building A security system and more. Sustainability continues to be a focus in the facility's day-to-day operations. A sustainability coordinator was hired this year to manage these efforts. Accomplishments for the year included switching from disposables to china in the employee cafeteria, furthering the education of the staff, receiving grant money for an exhibit hall lighting retrofit, enforcing our reduced vehicle idling policy and creating an Environmental Strategic Planning team to identify sustainability goals for the campus in coming years. Through recycling (plastic, paper, glass, aluminum, cardboard, wood pallets, grease and durable goods), composting and donating food the convention center diverted a total of 682 tons of waste from the landfill.

The GWCC team continues to look for ways to reduce expenses and increase revenue while improving services to our customers.

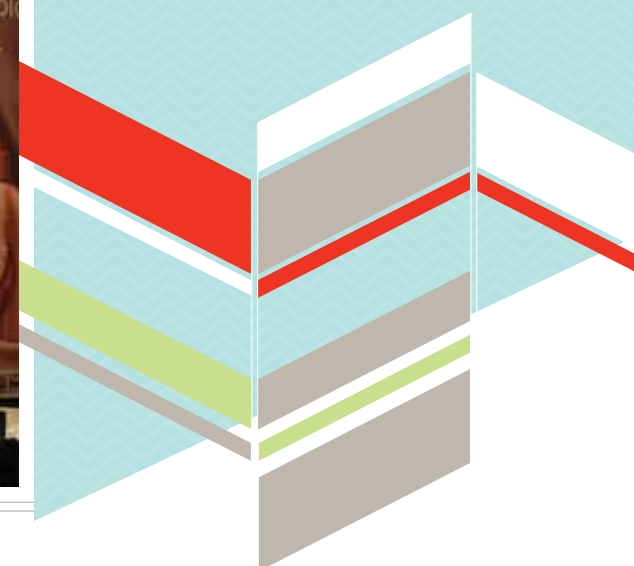


# WHAT OUR CUSTOMERS HAVE TO SAY



“WE’RE VERY IMPRESSED WITH THE STAFF AND MANAGEMENT OF THE GWCC AND OMNI. I TRULY APPRECIATED THE TIME AND ENERGY THEY PUT INTO MAKING THINGS RUN AS SMOOTH AS POSSIBLE. I GIVE THE GWCC TOP MARKS.”

– American Farm Bureau Federation



“I wanted to write to thank you for helping to make WrestleMania 27 the absolute success that it was on so many levels. We very much value our partnership with you and the very special and meaningful relationship that WWE has developed with Atlanta. Thank you for all of your key support and assistance at the GWCC!”

– WWE

“Thank you so much for all of your help, patience and stellar performance for me at this year’s IWF. I can’t thank you enough for helping to make me look good.”

– International Woodworking Fair

“Thank you for the extraordinary efforts of your staff at the Georgia World Congress Center. As the Atlanta Metro area froze to a halt due to an unusual winter storm, the American Farm Bureau Federation’s Annual Meeting continued with hardly a hitch. This is a credit to you and your staff members, who made their way to work every day on near-impassable roads and kept our large group of attendee’s warm, fed, safe and productive.”

– American Farm Bureau Federation

The GWCC staff and facility is one of the best in the country. Our event was successful because of your GWCC team.

– FABTECH

“Overwhelmingly, we have received positive feedback about the show from both our exhibitors and attendees and are hearing that this was the best show ever. There are many facets to delivering a show the size of the NACS show, but to pull it off with best show ever praise, is no small feat.”

– The Association for Convenience & Petroleum Retailing

“Thank you for an amazing job performed by you and your staff. I have extremely high service expectations and I hope that I wasn’t too much of a pest. Everything was absolutely to our liking; all of our needs were timely met and the meeting was a great success.”

– Columbia Residential

“Thank you very much for all of your hard work on this past Bronner Bros. International Hair Show. I really appreciate all your help and I am looking forward to working with you again in the future. You were right there, helping out whenever and wherever was needed during the show.”

– Bronner Bros. International Hair Show

*(left photo) Twenty-six thousand members of the business aviation community attend National Business Aviation Association, which promotes the aviation interests of organizations utilizing general aviation aircraft for business purposes. (right photos: left to right) Hundreds of boats fill the halls of Building C every January attracting boat enthusiasts from all over the Southeast. • Over 22,000 professionals attend Custom Electronic Design & Installation Association (CEDIA) for the most up-to-date information on home electronic system planning and installation. • Former President George W. Bush speaks to members of the convenience and petroleum retailing industry at the National Association of Convenience Stores. • Located in downtown Atlanta since 1947, the Bronner Bros. International Hair Show highlights the latest in styling products twice a year at the Georgia World Congress Center.*





THE DOME WAS RESPONSIBLE FOR GENERATING MORE THAN \$267 MILLION IN ECONOMIC IMPACT.

They are the first ones here and the last ones to leave. Hours before fans fill the Georgia Dome, Team Dome is meticulously inspecting 1.6 million square feet of event space. Long after the dramatics of the event are done and the roar of cheering fans has quieted, the team is still hard at work to make sure the venue is ready to welcome guests the next day.

The hours are long and odd, and the work may not be glamorous, but Team Dome wouldn't have it any other way. In their eyes, it's all worth it. "The most rewarding part of our job is when a customer takes the time to say that they feel welcome and comfortable in the Dome, because in the end, that's what we are here for, we are totally devoted to serve," said 16-year Dome veteran Pat White, Building Services Manager of the facility.

And serve they did, welcoming more than 1.5 million visitors during 188 licensed use days,

including 37 major publicly ticketed events. Highlighted by the Super Bowl of Sports Entertainment, Wrestlemania XXVII, a Falcons playoff game vs. the eventual World Champion, Green Bay Packers, two International soccer matches, and the inaugural season of Georgia State University football, the Dome was responsible for generating more than \$267 million in economic impact.

While delivering on its tradition of service excellence, throughout the fiscal year the Dome further defined its brand by reinforcing other core values including safety, sustainability, and technology:

- Team Dome is committed to creating a safe, comfortable and enjoyable event day experience. This past year, the NFL's unannounced audit of our security best practice operations once again ranked us in the highest scoring category among the 31 NFL stadiums. In addition, full time staff members underwent Emergency Response and

(left photo) The Atlanta Falcons take on the Tampa Bay Buccaneers in the Georgia Dome. (right photos: left to right) Winston-Salem State University prepares to march in the 2011 Honda Battle of the Bands. • Sandy Creek High School raises their state championship trophy. • Over 20,000 people witness the inaugural Stand Campaign. LSU and North Carolina face off in the annual Chick-fil-A Kick Off Game. • El Toro Loco jumps a set of cars at the annual MonsterJam show.



Automated External Defibrillators (AED) training and additional AED machines were permanently installed throughout the Dome.

- Team Dome is improving the quality of life for future generations by choosing to be environmentally responsible. During the past fiscal year, the Dome collected over 84 tons of recyclable materials due in part to new initiatives such as placing recycling containers throughout all public areas for every event, baling cardboard, and donating to food banks.
- Team Dome is leading the stadium industry in fan engagement through innovative new media. Embracing emerging technologies to enhance the customer experience, the Dome introduced the use of Quick Response Codes (QR Codes), a first for a major United States sporting venue. Located throughout the facility, when scanned by a smart phone, QR Codes provide direct access to

the Dome's mobile concierge service. This user friendly 'app' allows attendees to select a location within the facility through a comprehensive, intuitive directory of many of the Dome's features and service offerings.

- The Dome continued to grow its social media platforms as part of an integrated communication strategy. Facebook saw a growth of 501% while Twitter followers grew 426% over the previous year. The addition of a Dome specific YouTube Channel had over 150,000 views in its first year.

Through the diversity of the events hosted, the Georgia Dome continues to be at the forefront of the stadium industry. By keeping to its core values of safety, service, sustainability and technology the Dome continues to meet its mission of providing an enhanced quality of life for all citizens while driving economic impact to the city of Atlanta and the State of Georgia.



# WHAT OUR CUSTOMERS HAVE TO SAY



"I wanted to extend an Andre-the-Giant-sized thank you to your team for your tireless efforts in producing one of the most memorable live events EVER--bar none. You should be very proud of what we collectively accomplished."

– WWE Live Events

"I was very impressed with the Dome employees. It made me proud to be a Falcon fan. All of the ladies at the gate were so friendly. They were taking the time to speak to fans and going out of their way to be friendly and welcoming. The first people we encountered inside were the same way. I was really impressed and felt proud."

– NFL Fan

"I want to again express my thanks and appreciation to you and your entire staff for the outstanding service and commitment to Georgia State Football. Our inaugural football season was a success because of the teamwork between our two organizations"

– Georgia State University Football

"I wanted to say thank you for taking excellent care of us. We feel that the Dome went beyond their responsibility on accommodating the new security issues from Monster Jam. The way the Dome handled the entire situation was very professional and accommodating. My husband and I were very pleased with the way we were treated."

– MonsterJam Fan



"YOU HAVE AN INCREDIBLE STAFF AND TEAM THERE. IT IS A PLEASURE TO DEAL WITH SUCH PROFESSIONALS."

– International Soccer

"I would like to take this time to say thank you for your superb services that were provided during our 59th General Conference Session June 23 – July 3, 2010. As anticipated, this turned out to be a huge undertaking but with your well coordinated assistance I am glad to report that it was a wonderful success!! An event of this magnitude requires many hours of advanced planning and I am sure I speak for our management team in reporting that our partnership with you was above and beyond the call of duty."

– Seventh Day Adventist

"We would like to personally thank you and your staff for providing outstanding service last evening at our suite. The food was excellent and enjoyed by our guests."

– Georgia State Football Fan

"I just wanted to express sincere gratitude for your excellent performance leading up to the game. Even with the tremendous pressure of working in such an ever changing environment that this game seemed to encompass, you were totally unflappable. Handling everything that was thrown your way with cool professionalism and a determination to find a solution made all of us look good."

– International Soccer

"I wanted to let you know how impressed we were with everyone associated with the Georgia Dome. Your people were amazing. We were greeted daily with smiling faces and everyone was very helpful."

– SEC Basketball Fan

(left photo) Georgia State University kicks off their inaugural season of football vs. Shorter College. (right photos: left to right) 62,292 attendees pack the Georgia Dome for WrestleMania XXVII, including fans from all 50 states and 30 different countries. • Strayer University hosts its graduation inside the Georgia Dome. • Mexico and Bosnia battle on the pitch in an international friendly soccer match.





THE PARK IS PART  
OF THE OLYMPICS'  
\$5 BILLION ECONOMIC  
IMPACT ON THE CITY.

Centennial Olympic Park continued its string of hosting quality, annual public events in FY 11. For the fourth time in three years, ESPN's Game Day broadcast was in the Park highlighting Atlanta, a college football game at the Georgia Dome and of course, the Park. In addition to this national broadcast, the Park hosted a wide range of nationally recognized events, including: the Purina Dog Challenge, National Black Arts Festival, Coca-Cola's 125th Anniversary Celebration, World Wrestling Entertainment's ticket pre-sale party and the Major League Baseball Wanna Play children's festival. The Park also served the Atlanta charity community by hosting events such as Juvenile Diabetes Research Foundation, the Leukemia and Lymphoma Society and Crohn's and Colitis. Finally, promotional road shows were again a strong piece of the Park's FY 11 event mix. A total of 17 promotions chose the Park to market their products and/or

services, including Wal-Mart, Avon, Blackberry, Disney and Ford.

As has been the case over the last two years, due to the extension of the ice rink season, the Park self-produced 164 event days for a total of 213. The Park's self-produced events, including the Fourth of July Celebration, Wednesday WindDown, Music @ Noon, Fourth Saturday Family Fun Day and Atlanta's only outdoor ice rink, continue to anchor the Park's event offerings. This wide mix of events, with something happening in all 12 months of the year, is integral to having a venue that is clean, safe and actively programmed.

Centennial Olympic Park, much like downtown Atlanta and the area surrounding it, continues to transition and grow. In recent years, the Park has received requests for commercial development in-

(left photo) Centennial Olympic Park's 4th of July Celebration is the place to be on Independence Day. (right photos: left to right) Coca-Cola employees celebrate the company's 125th anniversary with a day of fun and an exclusive concert at the Park. • The highlight of Centennial Olympic Park's 4th of July Celebration is the Fireworks Spectacular. • Atlanta's longest running free concert series entertains music lovers every Wednesday, April through September in the Park's Southern Company Amphitheater. • The Park's Fourth Saturday Family Fun Days continue to provide free, entertaining, interactive and educational activities for children of all ages. • The Park hosts the start and finish of the Walk to Defeat ALS.



side its boundaries. Because of this, in June 2011, the Georgia World Congress Center Authority Board of Governors adopted a Centennial Olympic Park Preservation Statement. The statement outlines the Authority's commitment to preserve the original purpose and design intent of the Park as the lasting legacy to the 1996 Olympic Games.

With Centennial Olympic Park celebrating fifteen years since the games, economists have taken this occasion to measure its impact. According to Harvey Newman, professor of public policy at Georgia State University, "One of the most prominent legacies of the games is Centennial Olympic Park in the heart of Atlanta. The 21-acre plaza glistens in what was an area of urban decay, and children run and linger in the fountain." Newman goes on to say, "The area surrounding the park has added major hotels, condominiums, new office

structures and, of course, people continue to flock to enjoy the Olympic rings fountain. The park is part of the Olympics' \$5 billion economic impact on the city. The games also planted the seeds for new tourist attractions, including the Georgia Aquarium." Central Atlanta Progress estimates the Park's direct impact on revitalization of the area immediately surrounding the Park at \$2.1 billion.

The Park's core principles - keeping our 21-acres clean, safe and actively programmed - allows us to provide a welcoming green space for the entire community, while enhancing the offerings of the Georgia World Congress Center and Georgia Dome. Centennial Olympic Park will continue its mission as the lasting legacy of the 1996 Centennial Olympic Games, triggering economic growth and impact on the surrounding area.



# WHAT OUR CUSTOMERS HAVE TO SAY



"I'd like to thank you and your staff again for helping... You are all truly professional and most helpful."

– Friends of Herman Cain

"Thank you so very much for a wonderful experience! You and your team were wonderful to plan with and I so appreciate you being available on Sunday to assist with requests and answer questions. Additionally your onsite team was friendly, helpful and great; very accommodating with ensuring we had the best set up. The space was perfect for our group. Thank you again for a wonderful experience!"

– W Atlanta Downtown

"Just want to thank you for your help and support in prep for our shoot yesterday. You've been a delight to work with. We completed all we needed to do yesterday and the park provided a visually stunning backdrop. Thanks again for letting us film there."

– The Church of Jesus Christ of Latter Day Saints

"So Great! All of your staff was fantastic!... We shot a great opening scene for our Atlanta episode and want to thank you for making it a smooth process for us! I hope we were not too much of an inconvenience for the staff or the public... Thanks again!"

– Long Pond Media for the Food Network



"Nothing but 'Top Shelf' stuff going on at Centennial Olympic Park. The evening was perfect... As always, another winner."

– Southeast Festivals and Events

"I am in awe of what this team produced this past weekend. We went from zero to 125 miles per hour in record time and created some very special Coca-Cola moments through the Family Fest and Concert for the associates, partners and consumers."

As the final walk-thru of Centennial Olympic Park was this morning, we are now well and truly finished, so I wanted to send you all my personal thanks for a job well done. You not only made it happen, but did so with passion, pride and

professionalism. You came together as one team, made it look easy, and left everyone smiling.

It is the mark of a successful event when the vendors, contractors, and all who experienced its creation and execution are still happy at the end of the process. We have achieved that on all levels. Thank you for helping to celebrate this once-in-a-lifetime milestone."

– The Coca-Cola Company

"MY PERSONAL THANKS TO EACH OF YOU - YOU MOVED PEOPLE AND CREATED POSITIVE COCA-COLA MEMORIES. THANKS NOT ONLY FOR WHAT YOU DID, BUT FOR THE SPIRIT YOU DISPLAYED THROUGHOUT THE PROCESS!! WELL DONE, AND MANY, MANY THANKS!"

– The Coca-Cola Company

(left photo) Some of the most talented dogs from around the country make their way to the Park to participate in the Purina Incredible Dog Challenge. (right photos: left to right) America's Got Talent video shoot in the Park showcases one of Atlanta's most iconic locations. • The Aids Memorial Quilt is displayed on the Great Lawn at Centennial Olympic Park. • Young people enjoy the Civil Rights Game Youth Summit "Wanna Play?" event at Centennial Olympic Park. • LSU and North Carolina fans enjoy ESPN College Game Day at Centennial Olympic Park.



GWCC REVENUE & EXPENSE REPORT

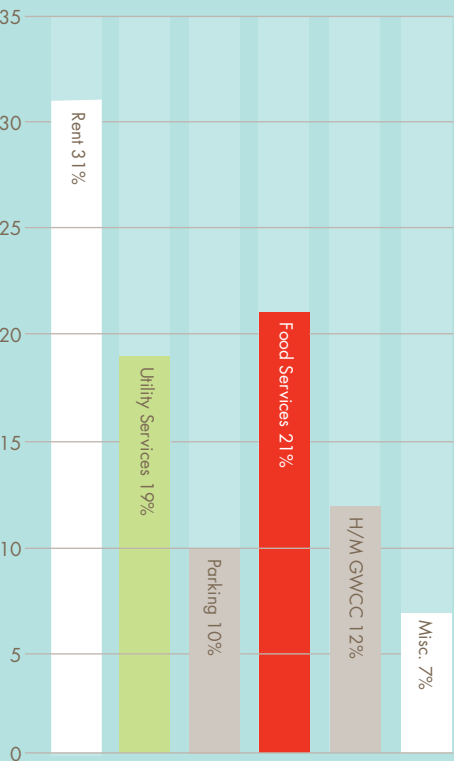
OPERATING REVENUE

Rent	10,574,087
Utility Services	6,576,554
Parking	3,385,601
Food Services	6,920,974
H/M GWCC	4,053,150
Miscellaneous	2,375,577
<b>Subtotal</b>	<b>33,885,943</b>

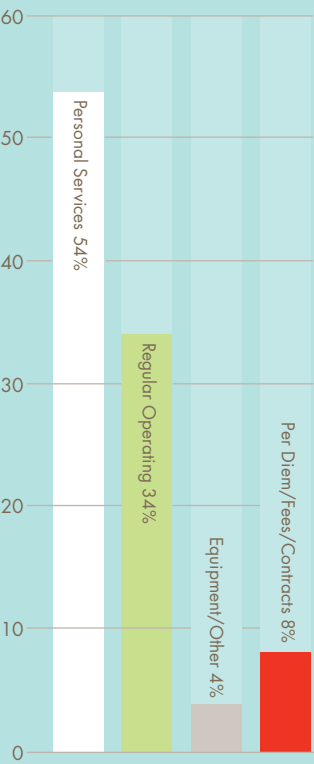
NON-OPERATING REVENUE

H/M Tax - ACVB	9,460,152
Transfer from Prior Year Reserves	1,368,674
Contributed Equipment	1,076,299
Transfer From Other Agencies	531,495
<b>Subtotal</b>	<b>12,436,620</b>
<b>Total Revenue</b>	<b>46,322,563</b>

OPERATING REVENUE



OPERATING EXPENSES



OPERATING EXPENSES

Personal Services	16,589,743
Regular Operating	10,597,406
Equipment/Other	1,311,670
Per Diem/Fees/Contracts	2,464,944
<b>Subtotal</b>	<b>30,963,763</b>
<b>Net Operating Profit</b>	<b>2,922,180</b>

NON-OPERATING EXPENSES

ACVB H/M Tax	9,460,152
Capital/Renovation Projects	1,900,169
Contributed Equipment	692,769
Transfer to COP/Others	1,501,011
<b>Subtotal</b>	<b>13,554,100</b>
<b>Total Expense</b>	<b>44,517,864</b>
<b>Net Income Before Depreciation</b>	<b>1,804,699</b>

ECONOMIC IMPACT



In Fiscal Year 2011, the Georgia World Congress Center welcomed 1.1 million attendees. These visitors generated an estimated \$770 million “new dollars” for the local and state economy. According to a Georgia State University study conducted by the Andrew Young School of Policy Studies, these visitors spent “new dollars” in Georgia restaurants, hotels, retail shops and on entertainment, generating a total economic impact of almost \$1.5 billion. The facility generated more than \$118 million in new tax revenue. Events held at the GWCC in FY 11 sustained over 15,500 jobs totaling personal income of \$545 million for the state’s workforce

GWCC ECONOMIC ACTIVITY

“New Dollars”	767,248,826
Total Economic Impact	1,481,263,498
Personal Income	544,605,371
<b>Employment</b>	<b>15,571</b>

TAX REVENUES

Georgia Sales Tax	39,509,052
Local Sales Tax	36,334,025
Hotel/Motel Tax	17,799,503
Personal Income Tax/Other	24,596,334
<b>Total</b>	<b>118,238,914</b>

PRIOR 3 YEAR ECONOMIC SUMMARY

	2008	2009	2010
“New Dollars” Generated	1,558,641,553	1,179,702,700	1,195,355,289
Total Impact of “New Dollars”	2,555,741,507	1,943,308,312	1,955,454,789
State	109,734,650	83,803,959	84,420,586
Local	48,652,215	37,355,492	37,641,616
Hotel/Motel	47,291,519	35,018,298	34,593,656
<b>Total</b>	<b>205,678,384</b>	<b>156,177,749</b>	<b>156,655,858</b>

REVENUE & EXPENSE REPORT

Rent, food services and utility services remain the primary sources of operating revenue for the Georgia World Congress Center accounting for a total of 71 percent of all operating revenue in Fiscal Year 2011. Rent served as the largest revenue generator, accounting for 31 percent of the income followed by food services at 21 percent and utility services at 19 percent. Operating revenue for the year totaled almost \$34 million. With a projected loss of \$1.5 million, the year ended with a profit of \$1.8 million due to reduced expenses and additional revenue generated through new bookings.

FISCAL YEAR 2011: GWCC ATTENDANCE

49 Major Tradeshows & Conventions	539,680
13 Public/Consumer Shows	215,589
197 Meetings, Corporate Events & others	379,173
<b>Total Attendance</b>	<b>1,134,442</b>
<b>Total Out of State Attendance</b>	<b>709,959</b>
<b>Total Number of Out-of-State Visitor Days</b>	<b>2,164,503</b>



DOME REVENUE & EXPENSE REPORT

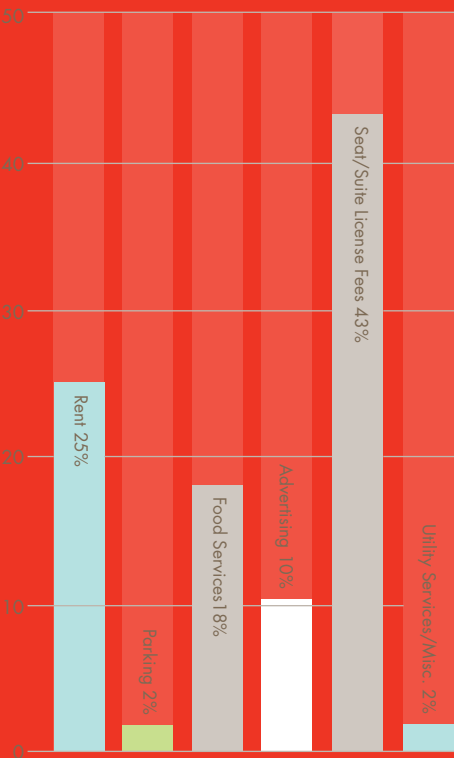
OPERATING REVENUE

Rent	10,428,636
Utility Services	146,559
Parking	766,791
Food Services	7,565,363
Advertising	3,992,755
Seat/Suite License Fees	18,182,981
Miscellaneous	766,594
<b>Subtotal</b>	<b>41,849,678</b>

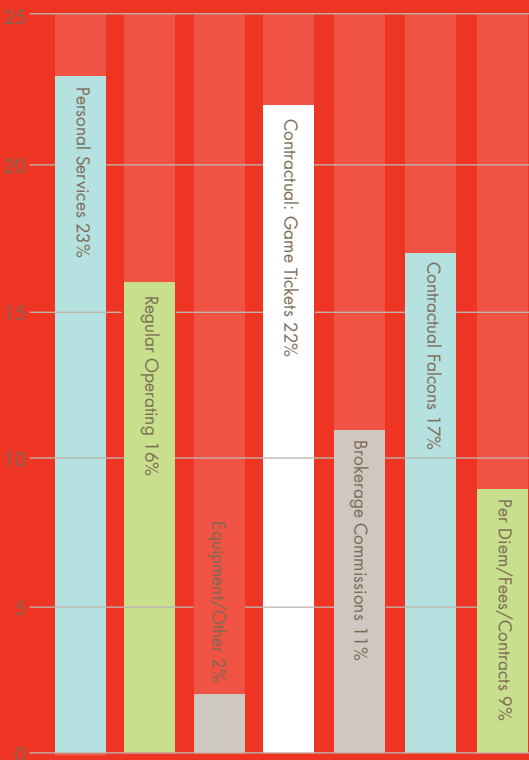
NON-OPERATING REVENUE

Transfer from Prior Year Reserves	1,167,438
H/M Tax	18,040,355
Contributed Equipment	857,942
<b>Subtotal</b>	<b>20,065,735</b>
<b>Total Revenue</b>	<b>61,915,413</b>

OPERATING REVENUE



OPERATING EXPENSES



OPERATING EXPENSES

Personal Services	8,825,329
Regular Operating	6,142,132
Equipment/Other	657,062
Contractual: Game Tickets	8,456,608
Brokerage Commissions	4,244,899
Contractual Falcons	6,328,241
Per Diem/Fees/Contracts	3,569,070
<b>Subtotal</b>	<b>38,223,341</b>
<b>Net Operating Profit</b>	<b>3,626,337</b>

NON-OPERATING EXPENSES

Capital/Renovation Projects	1,411,608
Contributed Equipment	648,401
Debt Service Interest Expense	6,840,319
<b>Subtotal</b>	<b>8,900,328</b>
<b>Total Expense</b>	<b>47,123,669</b>
<b>Net Income Before Depreciation</b>	<b>14,791,744</b>

ECONOMIC IMPACT



During Fiscal Year 2011, the Georgia Dome welcomed more than 1.5 million visitors during 188 licensed use days. According to a study conducted by Georgia State University’s Andrew Young School of Policy Studies, the stadium generated \$139 million “new dollars” and had a total economic impact of \$267 million for the State of Georgia. Additionally, activities at the Georgia Dome raised over \$22 million in new tax revenue and sustained almost 3,000 jobs totaling personal income of almost \$98 million for the state’s workforce.

DOME ECONOMIC ACTIVITY

“New Dollars”	139,319,006
Total Economic Impact	267,150,435
Personal Income	97,769,767
<b>Employment</b>	<b>2,989</b>

TAX REVENUES

Georgia Sales Tax	7,674,881
Local Sales Tax	7,094,821
Hotel/Motel Tax	3,177,694
Personal Income Tax/Other	4,439,727
<b>Total</b>	<b>22,387,123</b>

PRIOR 3 YEAR ECONOMIC SUMMARY

	2008	2009	2010
“New Dollars” Generated	186,921,689	190,561,092	224,650,253
Total Impact of “New Dollars”	285,883,949	295,709,909	348,550,611
State	13,131,370	13,611,597	15,985,015
Local	6,105,027	6,354,760	7,446,341
Hotel/Motel	4,879,772	4,841,362	5,612,903
<b>Total</b>	<b>24,116,169</b>	<b>24,807,719</b>	<b>29,044,259</b>

REVENUE & EXPENSE REPORT

In Fiscal Year 2011, seat and suite license fees remained the largest contributor to the facility’s operating revenue accounting for 43 percent. Rent, food services and advertising accounted for a collective 53 percent of the operating revenue with rent accounting for 25 percent, food 18 percent and advertising 10 percent. Operating revenue for the year totaled \$42 million and the year concluded with a \$14.8 million profit.

FISCAL YEAR 2011: DOME ATTENDANCE

11 Atlanta Falcons Games	647,356
7 Georgia State University Games	75,671
19 Other Football Games	309,326
6 Entertainment Events	246,489
1 Basketball Championship	32,969
2 Soccer Matches	65,314
20 Commencement Ceremonies	99,246
31 Other Events	57,601
<b>Total Attendance</b>	<b>1,533,972</b>
<b>Total Out of State Attendance</b>	<b>403,198</b>
<b>Total Number of Out-of-State Visitor Days</b>	<b>641,106</b>



PARK REVENUE & EXPENSE REPORT

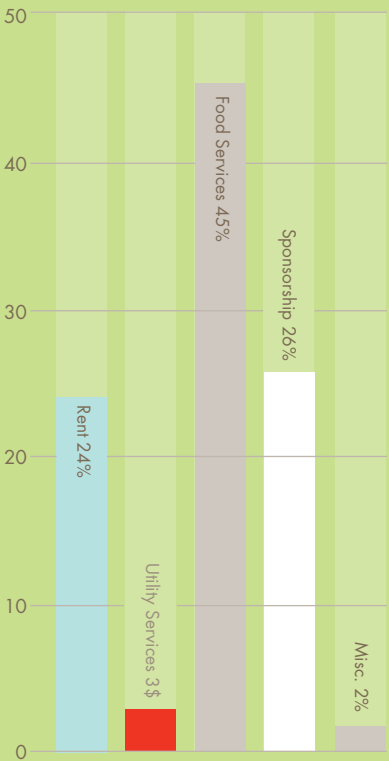
OPERATING REVENUE

Rent	242,353
Utility Services	34,235
Food Services	457,635
Sponsorship	270,038
Miscellaneous	20,829
<b>Subtotal</b>	<b>1,025,090</b>

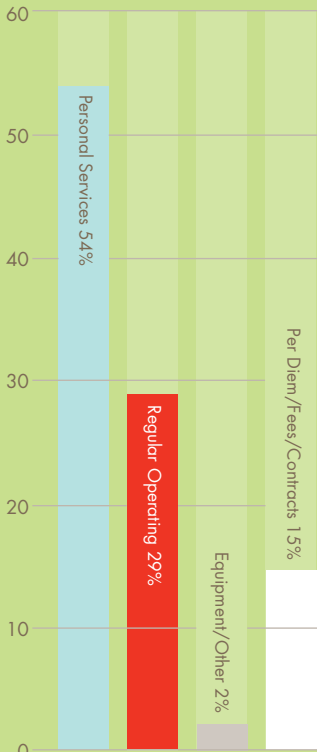
NON-OPERATING REVENUE

Transfer from Prior Year Reserves	31,430
Transfer from GWCC	1,386,942
Contributed Equipment	34,480
Transfer from Other Agencies	567,697
<b>Subtotal</b>	<b>2,020,548</b>
<b>Subtotal</b>	<b>3,045,638</b>

OPERATING REVENUE



OPERATING EXPENSES



OPERATING EXPENSES

Personal Services	1,425,030
Regular Operating	781,257
Equipment/Other	51,500
Per Diem/Fees/Contracts	408,097
<b>Subtotal</b>	<b>2,665,884</b>
<b>Net Operating Loss</b>	<b>(1,640,794)</b>

NON-OPERATING EXPENSES

Capital/Renovation Projects	599,806
Contributed Equipment	34,480
<b>Subtotal</b>	<b>634,286</b>
<b>Total Expense</b>	<b>3,300,170</b>
<b>Net Loss Before Depreciation</b>	<b>(254,532)</b>

REVENUE & EXPENSES REPORT



Food Services accounted for 45 percent of the Park's operating revenue in Fiscal Year 2011. Sponsorship accounted for 26 percent, rent 24 percent and utility services and miscellaneous accounted for the remaining five percent.

Located between the Georgia World Congress Center and the downtown hotel district, Centennial Olympic Park continues to welcome visitors headed to the convention center and to serve as a community gathering place with free programming year round.

(left to right photos) The Visitor Center is home to the commemorative brick locator kiosks, audio walking tour and the Information Desk. The Visitor center is staffed by friendly volunteers who are available to answer questions about the Park and Atlanta. • Fiesta Atlanta is the city's largest Hispanic outdoor festival. The event takes place every Cinco de Mayo weekend at the Park in the heart of Atlanta. • In conjunction with the Million Dollar Round Table Annual Meeting at the Georgia World Congress Center, the Park hosts a private concert in the Southern Company Amphitheater. • Park volunteers play a vital role in preserving Centennial Olympic Park's legacy and donate the gift of community service to ensure everyone has a memorable visit.



# DIRECT PROFIT TO GEORGIA

Each year the Georgia World Congress Center Authority welcomes millions of guests who attend trade shows, sporting events, conventions, corporate meetings and other events. When attendees, exhibitors and show managers visit Atlanta for events on the GWCCA campus they spend “new dollars” that contribute to the state’s economy.

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 2011, the State of Georgia realized a net profit of over \$46 million.

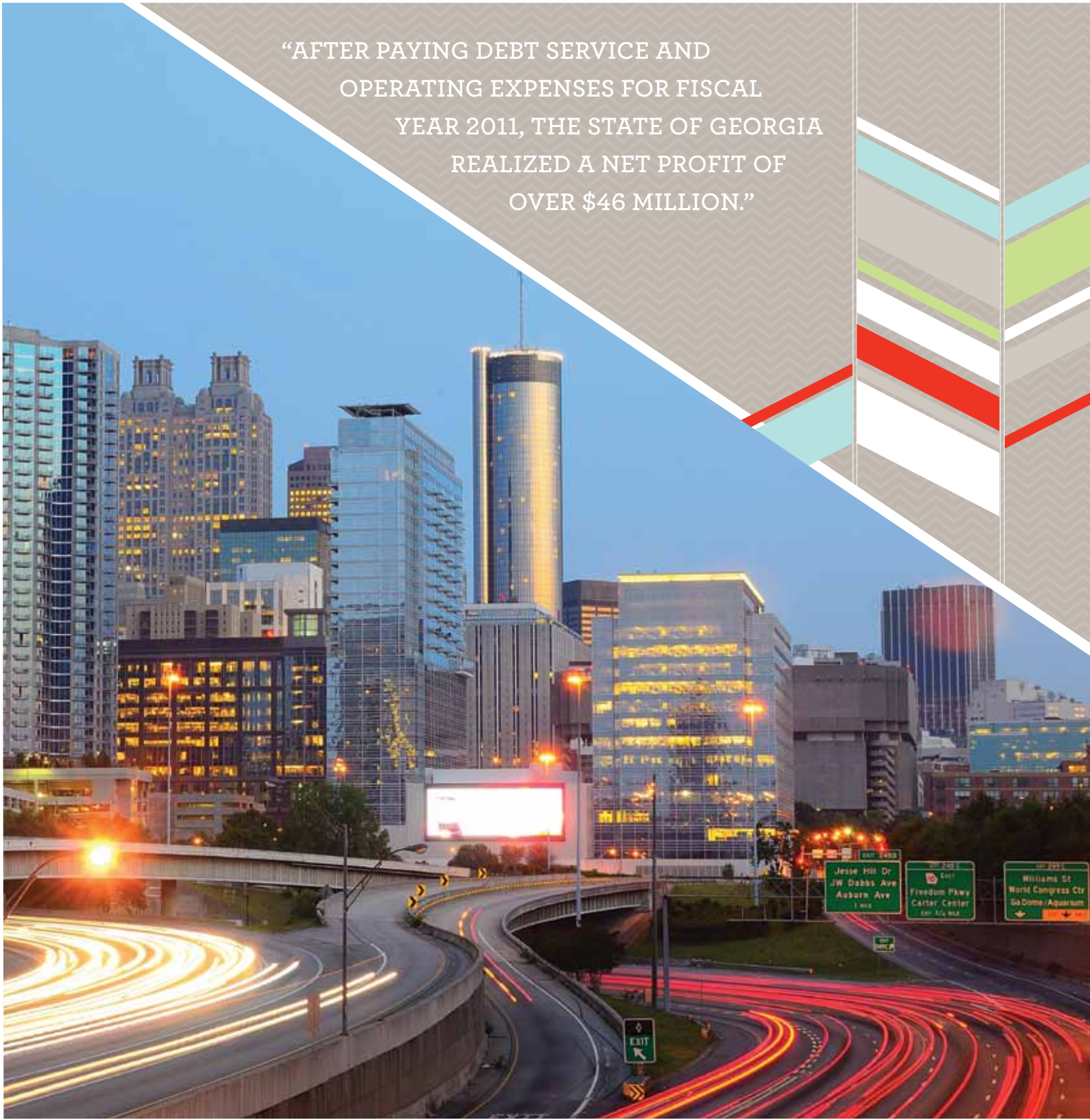
The Georgia World Congress Center Authority sustains thousands of jobs and pumps millions of dollars into the state’s economy thus fulfilling its mission to generate economic benefits to the citizens of the State of Georgia and the City of Atlanta as well as to enhance the quality of life for every Georgian.



## DIRECT PROFIT TO GEORGIA

DATE	OPERATING REVENUE	- OPERATING EXPENSE	= OPERATING PROFIT	TAX REVENUE	- DEBT SERVICE	= STATE PROFIT	DIRECT PROFIT TO GEORGIA
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
2011	75,735,621	69,187,104	6,548,517	76,219,994*	36,691,726	39,528,268	46,076,785*

Direct profit to Georgia is calculated by adding operating profit/loss and state profit. Starting in 2007, Georgia Dome profit and tax revenue included.  
\*An updated economic impact model was utilized by Georgia State University's Andrew Young School of Policy Studies.





The GWCC Employment Team

The staff of the Georgia World Congress Center Authority continued to make the customer the focus of everything they did during FY 2011.

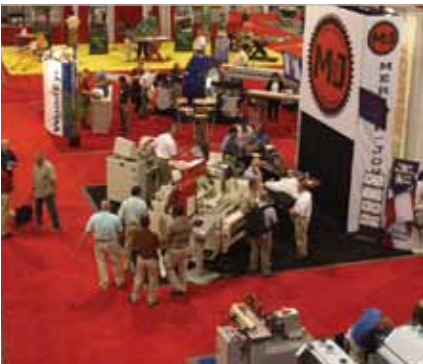
There were 415 full-time employees in FY 11—271 at the Georgia World Congress Center, 117 at the Georgia Dome and 27 at Centennial Olympic Park.

Part-time staff contributed 661,236 hours of labor during the year – the equivalent of 318 full-time employees. Their contribution was an integral part of the success of the facility.

Employees attended 11,632 hours of training during FY 11. Curriculum focused on job-specific aspects of positions, customer service, leadership, computer training and management techniques.

WORKFORCE DIVERSITY

	GWCCA	Metro Atlanta
Caucasian	23%	53%
African American	70%	35%
Other	7%	12%
Male	63%	49%
Female	37%	51%



The GWCC Authority Membership 2011

BOARD OF GOVERNORS

- Bob Prather - Chairman  
*Gray Television, Inc.*
- David Allman  
*Regent Partners, LLC*
- Jeff Anderson  
*Huron Consulting Group*
- Taz Anderson  
*Taz Anderson Realty Company*
- John Downs  
*The Coca-Cola Company*
- Mike Garrett  
*Georgia Power Company*
- Anne Hennessy  
*Hennessy Investments*
- Glenn Hicks  
*First Beacon Investments*
- Lee Hunter  
*MidTown Vending, LLC*
- Tim Lowe  
*Lowe Engineers*

- Gary Smith  
*Strategic Value Properties, LLC*
- Doug Tollett  
*Douglas Management Company*
- John Watson  
*TPA Realty Services*
- Dee Yancey  
*State Mutual Insurance Company*

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OVERVIEW COMMITTEE

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- Senator Don Balfour
- Senator Bill Hamrick
- Senator Jeff E. Mullis
- Senator Chip Pearson
- Senator Ronald Ramsey
- Representative Mark Butler
- Representative Matt Dollar
- Representative Chuck Martin
- Representative Larry “Butch” Parrish
- Representative Donna Sheldon
- Representative Ron Stephens

(top to bottom photos) Hosted at the Georgia World Congress Center, the International Woodworking Fair brings the material processing and design industries together for four days every other year. • The Auburn Tigers and the South Carolina Gamecocks face off in the SEC Championship Game. • The Cuervo Games take over Centennial Olympic Park.





# 2011



**Georgia World Congress Center Authority**

285 Andrew Young International Blvd. N.W. • Atlanta, Georgia 30313-1591

[www.gwcc.com](http://www.gwcc.com) • [www.gadome.com](http://www.gadome.com) • [www.centennialpark.com](http://www.centennialpark.com)



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