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convention,
sports, and
entertainment
destination in
the world

**2015
Annual
Report**



One-Stop Destination for Conventions, Sports and Entertainment

2015 Annual Report

Over the course of one weekend in February 2015, a singular organization hosted more than 120,000 attendees, exhibitors, fans and participants in downtown Atlanta as the Bronner Bros. International Beauty Show occupied the Georgia World Congress Center, Monster Energy Supercross invaded the Georgia Dome, and the Atlanta Mission 5K Race was staged at Centennial Olympic Park.

Who does that? The Georgia World Congress Center Authority does. And with best-in-class service – and on a regular basis routinely hosting overlapping and concurrent large-scale sporting events, concerts and expos on the same downtown Atlanta campus, earning the

title of No. 1 convention, sports and entertainment destination in the world.

Fiscal Year 2015 saw the GWCCA's properties abuzz with activity, hosting top-drawing sporting events including nine Atlanta Falcons home games, the SEC Championship Game, the Chick-fil-A Peach Bowl, superstar concerts featuring Beyonce and Jay-Z, Kenny Chesney, Outkast, One Direction, the Sweetwater 420 Festival, community events and industry-leading conventions and meetings, including the International Production & Processing Expo, the V103 Car and Bike Show, the Hinman Dental Meeting, Cheersport Nationals, and the ASIS International Seminar and Exhibits.

With the College Football Hall of Fame opening up on GWCCA's campus in FY 2015 the Authority added another offering to the downtown entertainment and tourism district that it anchors. Meanwhile the future of this robust live-work-play urban corridor continued to take shape as construction of the \$1.4 billion retractable roof Mercedes-Benz Stadium rapidly progressed next to the Georgia Dome. Set to open in 2017, the state-of-the-art venue ensures that the Atlanta Falcons remain downtown, that Georgians will get their first taste of Major League Soccer, and that heritage events established at the Dome, such as the SEC Championship Game and Peach Bowl, transfer to the new facility.

As a leader, it often means being the first to achieve and attain certain status – and FY 2015 saw the GWCC become the largest LEED (Leadership in Energy and Environmental Design) certified convention center in the world, as well as the GWCCA campus becoming the first combined convention center-and-sports-entertainment complex to be recognized as a National Weather Service StormReady® Supporter.

Many other strategic initiatives aligned during the year as the Authority marched toward the goals outlined in the organization's strategic plan known as 2020 Vision, available online at: www.gwcc.com/vision.

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.

CREDITS The 2015 Georgia World Congress Center Authority Annual Report is published by the GWCCA Department of Communications, Frank Poe, Executive Director. Written, compiled and edited by: Jennifer LeMaster, Alicia McNease, Kent Kimes, Jason Kirksey and Morgan Smith-Williams. Principal photography by: Robb D. Cohen and Greg Mooney. Additional photography by: GWCCA Communications, CCLD Networks IT Director Sam Brown, Georgia Department of Economic Development, International Dairy-Deli-Bakery Association, Hopper Stone, and Warner Bros.

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EVENT HIGHLIGHTS 2014-2015

JULY 2014 Hip-hop/pop/R&B power couple Jay-Z and Beyoncé's "On the Run" tour dazzled a sold-out Georgia Dome, representing the first major concert event at the venue since construction began in close proximity on the New Atlanta Stadium on GWCCA's campus.



AUGUST 2014 Downtown Atlanta's newest crown jewel, the College Football Hall of Fame and Chick-fil-A Fan Experience, officially opened on the GWCCA campus adjacent to Centennial Olympic Park.



AUGUST Steve Harvey's State Farm Neighborhood Awards Expo came to the Georgia World Congress Center for the first time, relocating from Las Vegas. The three-day event drew 44,366 attendees and featured live broadcasts of the "Steve Harvey Morning Show," a stand-up comedy jam in Sydney Marcus Auditorium and an expo-only version of "Family Feud" with Harvey hosting.



SEPTEMBER Homegrown hip-hop mega-duo Outkast thrilled Atlanta with their first hometown dates in nearly 15 years, performing three sold-out #ATLlast concerts at Centennial Olympic Park with a combined attendance approaching 60,000.

OCTOBER British pop heartthrobs One Direction brought the "Where We Are" tour to a sold-out Georgia Dome.



OCTOBER Centennial Olympic Park, built for the 1996 Summer Olympics, was given the Urban Land Institute's special 20-year project award, recognizing the attraction's impact on downtown Atlanta tourism and economic development.

NOVEMBER Long time Georgia Dome Event Services Manager Ken Jefferson was inducted into the Atlanta Convention and Visitors Bureau Hospitality Hall of Fame.

NOVEMBER Providing a seamless indoor, climate-controlled pedestrian corridor to and from the Georgia World Congress Center's closest overnight luxury lodging option, the GWCC-Omni Atlanta Hotel connector opened, linking to the GWCC-College Football Hall of Fame connector.

FEBRUARY The 68th Mid-Winter Bronner Bros. International Beauty Show – the nation's largest multi-cultural beauty product trade show – featured more than 300 exhibitors, celebrity appearances, and drew 18,000 patrons over the course of three days at the Georgia World Congress Center.

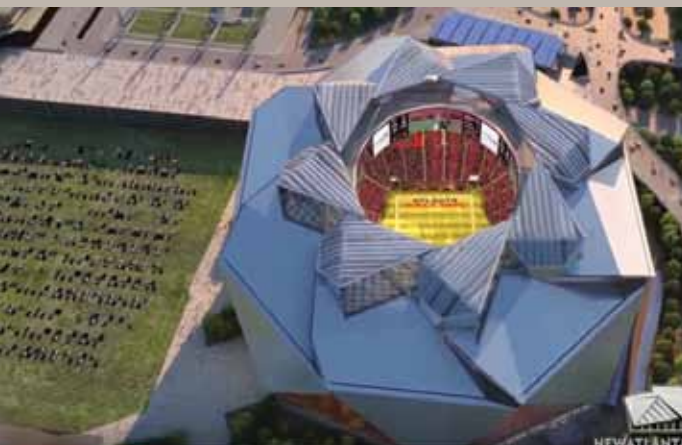


DECEMBER As part of the new College Football Playoff format, the "Peach Bowl" name returned to the Chick-fil-A Bowl. In its first game as a host bowl, No. 6 TCU defeated No. 9 Ole Miss 42-3.

MARCH Joel and Victoria Osteen filled the Georgia Dome on an inspirational night of hope, worship and encouragement.



MAY The massive, colorful traveling Current Collections See the Unseen Sculpture, designed to raise awareness about how trash travels from our streets to impact local waterways, was unveiled at Centennial Olympic Park, where it stayed on display through June 22.



JANUARY 2015 Stoking the excitement surrounding the construction of the \$1.4 billion state-of-the-art retractable roof New Atlanta Stadium (now known as Mercedes-Benz Stadium) — the new home of the Atlanta Falcons and Atlanta United FC Major League Soccer club on the GWCCA campus — a dramatic animated fly-through video was released on YouTube. It features a bird's eye view of the facility's grand plazas, seating bowl and peeks inside the club lounges, suites, and concourses.

APRIL After a 28-year absence from Atlanta, The Clean Show – the world's largest trade show and seminar for the laundering, dry-cleaning and textile care industry – was staged at the Georgia World Congress Center with 437 exhibiting companies using 195,400 square feet of booth space and attracting 11,250 attendees.



MAY In partnership with Levy Restaurants, the Georgia World Congress Center hosted the grand opening of Southern Roots Café in the former Building A Starbucks space, serving Southern-inspired breakfast, lunch and dinner menus, and featuring a soundtrack and décor honoring the contributions of Georgia-born musicians.



JUNE In what has become a Georgia Dome tradition, country superstar Kenny Chesney returned to the stadium for his third headlining performance as "The Big Revival" tour featured opening acts Eric Church, Brantley Gilbert, Chase Rice and Old Dominion, thrilling an approximate 45,000 fans.

#1

LEADING THE CHARGE FOR CONNECTIVITY

When it comes to connectivity, the Georgia World Congress Center Authority's downtown Atlanta campus – encompassing the Georgia World Congress Center, Georgia Dome and Centennial Olympic Park – is the convention, sports and entertainment industry's leader.

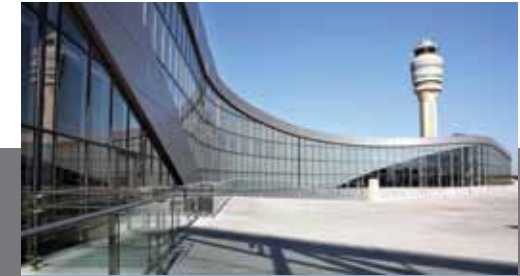
The Authority is literally, figuratively and technologically speaking, connected to downtown Atlanta's burgeoning tourism/attractions/hospitality and entertainment district, the surrounding community and the international convention, trade show and meeting industry.

And those connections are ignited via relationships forged by GWCCA's knowledgeable and personable staff, innovative leadership team and on-site partners offering best-in-class products and services.

Here is a sampling of ways the Authority and its facilities are connected to everything that drives business, tourism and hospitality in downtown Atlanta:



Out-of-town exhibitors, conventioners, sports and concert fans attending GWCCA events have an array of lodging options to consider with 10,000 hotel rooms within a one-mile radius of the GWCCA complex. These include the 1,000-plus guest rooms at Omni Hotel at CNN Center connected directly to the Georgia World Congress Center by a climate-controlled indoor corridor that also leads directly to the College Football Hall of Fame. And another major hotel connection is on the way as the Authority moves forward on the development of a high-rise convention hotel adjacent to where the Georgia Dome is now.



Travelers can get to the GWCCA campus directly from the world's busiest airport, Atlanta's Hartsfield-Jackson, via MARTA's rapid rail line. Passengers can board at the airport, transfer to the Blue Line (aka East-West line) at the Five Points station and get off at the first western stop: the Dome/GWCC/Philips/CNN Station. MARTA's Vine City Station also provides overflow service to the Georgia Dome. The Five Points and Peachtree Center station are just a short walk away.

GWCCA Milestones

1970

An ad hoc committee forms to study the feasibility of developing an international trade and exhibition center in Atlanta.

1971

The Georgia General Assembly passes legislation establishing the Georgia World Congress Center Board, later renamed the Georgia World Congress Center Authority, to develop the facility.

1974

On October 30, groundbreaking ceremony celebrates initial construction of the Georgia World Congress Center.

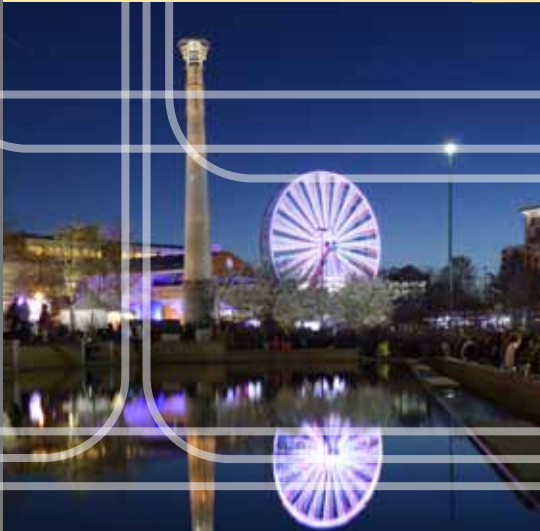




The GWCCA campus is also connected to the heart of downtown Atlanta's hospitality and sports/entertainment district's various attractions, including Philips Arena, the Georgia Aquarium, the World of Coca-Cola, SkyView Ferris wheel, Tabernacle concert venue, Center for Civil and Human Rights, Children's Museum of Atlanta, and the College Football Hall of Fame, which sits on GWCCA property, with direct access from the Georgia World Congress Center.



The Authority also contracts with nationally-recognized product and service providers to enhance the customer experience, while also sustaining jobs and supporting the local economy. These include on-site Information Technology partner, CCLD Networks, on-site food and beverage partner, Levy Restaurants, our parking manager, AAA Parking, Onsite, the facility's in-house Audio/Visual provider, a full service on-site FedEx office, crowd management/security partner Contemporary Services Corporation, and Crawford Communications subsidiary Georgia Dome Productions, a full-service television production company located in the Georgia Dome.



GWCCA's guests, customers, show managers and exhibitors experience an inter-connected community of technology at their fingertips. Laptops, phones and other devices can connect to the GWCCA's free WiFi network zones throughout the campus, access user-friendly information about the facilities, events and downtown Atlanta via touchscreen wayfinding kiosks and device-charging stations, and state-of-the-art digital signage and billboards broadcasting event updates and news scrolls.



The Georgia World Congress Center officially opens its first exhibition hall on September 8 to host the Bobbin Show/American Apparel Manufacturers Association.



1977

The construction of Phase I is completed in mid-January with a total of 750,000 square feet, including 350,000 square feet of exhibit space.

1981

The Georgia General Assembly authorizes \$83 million in general obligation bond funding to construct the Phase II expansion. Groundbreaking ceremonies held September 17.

#1

CERTIFIED AND PREPARED

The GWCCA's Public Safety Department is the first state-certified law enforcement agency of its kind recognized by the Association of Chiefs of Police. The department complies with 118 standards of certification.

“

"We're open for improvement and we want to continue to challenge ourselves to be better."

—John Bauer, GWCCA Public Safety Director/Chief of Police

GWCCA Public Safety earns National Weather Service certification

In 2015, the Georgia World Congress Center Authority's downtown Atlanta campus – encompassing the Georgia Dome, Georgia World Congress Center and Centennial Olympic Park – became the first convention center-and-sports-entertainment complex in the country to be recognized as a StormReady® Supporter, a hazardous weather and safety awareness certification developed by the National Weather Service.

The designation recognizes local governments, universities, schools, businesses, retail centers and public facilities for reaching a high level of severe weather preparedness.

For GWCCA Public Safety Director/Chief of Police John Bauer, the certification signifies a change in culture where emergency preparedness plays an ever-increasing role in law enforcement, public safety and facility management.

"We're getting more prepared," he said. "We're open for improvement and we want to continue to challenge ourselves to be better."

To achieve StormReady status, the GWCCA had to meet the following criteria which were verified by NWS staff:

- ▶ Establish an emergency operations center and a local 24-hour warning point.
- ▶ Have multiple ways of receiving NWS warnings.
- ▶ Actively monitor local river and weather conditions.
- ▶ Have various ways of alerting public, guests and patrons about emergency weather conditions.
- ▶ Use community seminars and presentations to promote public readiness.
- ▶ Formalize a hazardous weather plan.
- ▶ Maintain trained spotters.
- ▶ Conduct periodic exercises and drills.

GWCCA provides staff and management with safety and communication skills paramount to saving lives and property in the event of a severe storm – and being a designated supporter means the organization promotes and follows the guidelines of the StormReady program.

1985

The Georgia World Congress Center officially celebrates the completion of the Phase II expansion project on April 26, which adds 1.1 million square feet.

1987

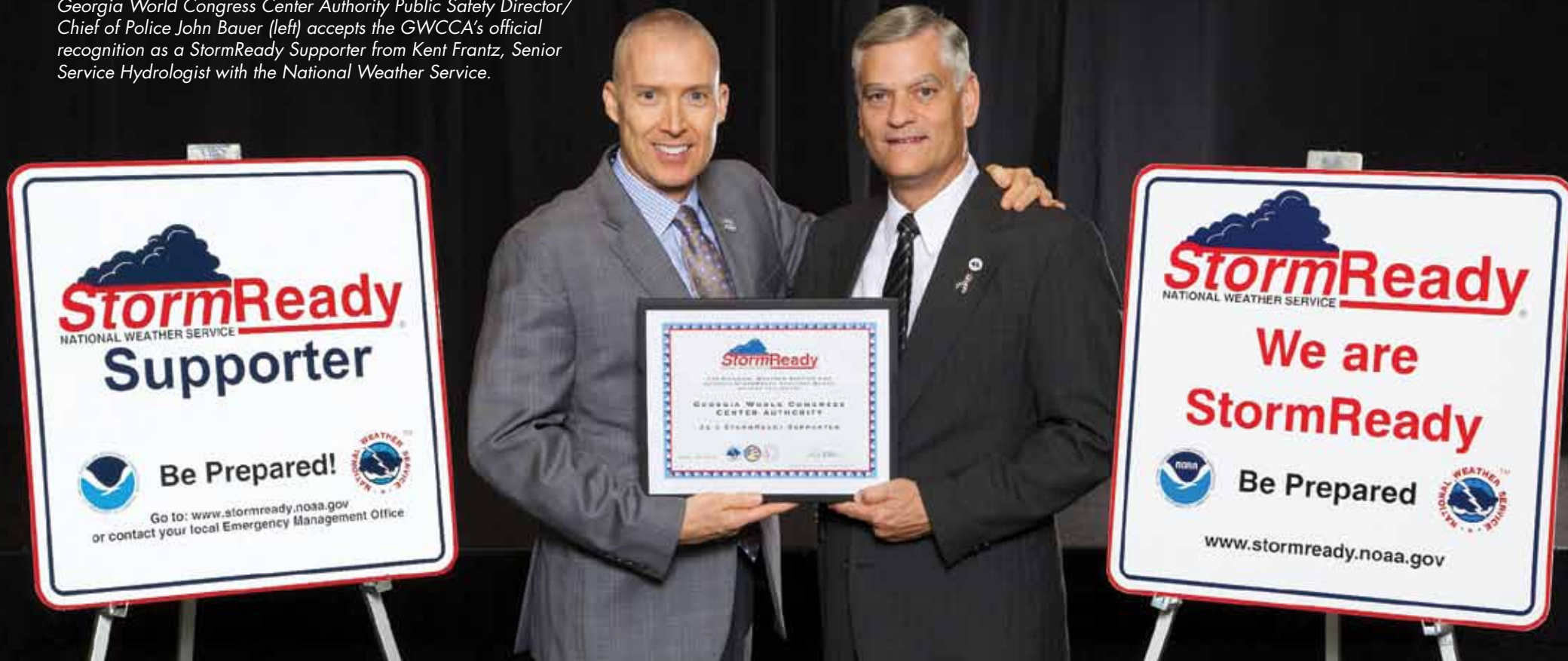
The Georgia General Assembly authorizes funding for the Phase III Georgia World Congress Center expansion feasibility study and market analysis.

1988



Based on a feasibility study and market analysis, the Georgia General Assembly approves \$5 million in general obligation bonds for land acquisition and design development for 300,000 square feet of additional exhibition space.

Georgia World Congress Center Authority Public Safety Director/ Chief of Police John Bauer (left) accepts the GWCCA's official recognition as a StormReady Supporter from Kent Frantz, Senior Service Hydrologist with the National Weather Service.



Legislative approval is granted for \$13 million worth of general obligation bond funding for land acquisition for a 4,000-vehicle surface parking and truck marshaling facility.



The Georgia World Congress Center hosts the National Democratic Convention.

1989



Construction begins on a new home for the Atlanta Falcons. The 71,250-seat Georgia Dome will be located next to the Georgia World Congress Center and will host year-round sporting events and concerts.

#1

COMMUNITY COMMITMENT

The GWCCA is a multiple recipient of the Governor's Cup for its support of State Charitable Contributions. The award is the highest honor bestowed on an agency of the State of Georgia.

The GWCCA becomes the classroom

Tapping into some of the area's brightest young minds while strengthening community partnerships, the Georgia World Congress Center Authority expanded its footprint among the state's top institutions of higher learning in 2015.

The Authority worked hand-in-hand with five of the Peach State's finest universities and colleges.

Georgia State University

Because Georgia is a leader in the hospitality industry and the fourth largest convention center is just a few blocks away, Georgia State University's Cecil B. Day School of Hospitality Administration holds some of its classes at the Georgia World Congress Center. The Hospitality Learning Center is located in Building A and is the first dedicated university classroom located in a major convention center. The students in the program have access to tradeshow, events, conventions, and leading professionals in the hospitality industry.

Georgia State students in the sports administration program have the opportunity to conduct surveys at the Georgia Dome during three events in the spring if they are enrolled in the marketing research class. Students then prepare a report and presentation

for GWCCA staff showing trends and offering ways to improve the event experience. In turn, the staff evaluates the students' presentations, providing industry-specific insights and feedback.

Savannah College of Art and Design

The GWCCA partnered with Savannah College of Art and Design (SCAD) students to create a 15-minute documentary chronicling the non-traditional marketing strategies utilized to promote the Kenny Chesney Big Revival Tour at the Georgia Dome. The documentary was then tailored for three specific audiences: future customers, tour-related personnel, and the GWCCA Board of Governors. The GWCCA purchased a used school bus for \$1 and



1990

Atlanta is selected to host the 1996 Olympic Games.

1992

The GWCC Phase III expansion is completed, increasing the facility's exhibit space to 950,000 square feet in eight exhibit halls. Meanwhile, the 71,250-seat Georgia Dome, the largest cable-supported domed stadium in the world, opens its doors and hosts its first Atlanta Falcons home game.

1993

The Georgia Dome hosts the Peach Bowl for the first time.

1994

In March, the Georgia General Assembly approves \$28 million to fund the Georgia International Plaza project, a 6-acre pedestrian plaza and 1,000-space parking deck.

challenged three SCAD students with recreating the iconic bus featured on the cover of Chesney's latest album, "The Big Revival." The colorful bus traveled on the road as part of the documentary and was ultimately given to Chesney. The entire project was a huge success and a great benefit to both SCAD and the GWCCA, creating a once-in-a-lifetime experience for students to work behind the scenes for a major concert.

Also in 2015, the GWCCA partnered with the University of Georgia, the Georgia Institute of Technology and Kennesaw State University for a variety of initiatives, including state-of-the-art training programs for GWCCA employees, Website development, facility tours and in-classroom presentations.



GWCCA partners with dairy-deli-bakery expo for record donation

Donating surplus items is one of the many ways the Georgia World Congress Center Authority and its customers give back to the community. One such effort tipped the scales in 2015 as the International Dairy-Deli-Bakery Association (IDDBA) 2015 Dairy-Deli-Bake Seminar and Expo held June 7-9 at the Georgia World Congress Center supplied 19 tractor-trailers of food to the Atlanta Community Food Bank (ACFB), believed to be the largest one-time donation the non-profit agency has ever received.

The donated items included meats, packaged bread, cheese, baked goods and desserts, weighing in at 148,714 lbs., or 74.357 tons, helping 25 of the food bank's partner agencies provide a total of 123,928 meals. The ACFB partners with agencies in 29 metro Atlanta and North Georgia counties to collect food and distribute to community kitchens, childcare centers, senior centers, night shelters and food pantries. "The whole state of Georgia will feel the impact of this one show," said Mark Zimmerman, GWCC's General Manager.

The complex's catering partner, Levy Restaurants, donates more than 30,000 pounds of food annually. And the IDDBA donated 18 truckloads of food to the ACFB after its 2009 show at the GWCC as well.

These massive food endowments dovetail with the GWCCA's heightened sustainability efforts focusing on waste diversion, the organization's mission statement, and commitment to community outreach.

The GWCCA hosts Super Bowl XXVIII. The Dallas Cowboys defeat the Buffalo Bills 30-13.



The GWCCA hosts the Southeastern Conference Football Championship for the first time.

1995



In preparation for Atlanta hosting the 1996 Centennial Olympic Games, construction begins on the 21-acre Centennial Olympic Park, a gathering place for concerts, exhibits, food and more.

#1

LIGHTS. CAMERA. CASH!

The GWCCA is a premier destination for film production, helping Georgia become the #1 location in the Southeast, third in the nation behind only California and New York.

Ron Livingston and Ed Helms in a scene from "Vacation" filmed at the Georgia World Congress Center.

GWCCA: Ready for its Closeup

Business is booming behind the lens in the Peach State, making more than a \$6 billion economic impact in Fiscal Year 2015, and the Georgia World Congress Center Authority's downtown Atlanta campus has a starring role. From the "Hunger Games" and "Alvin and the Chipmunks" franchises to Tyler Perry Productions to commercial shoots, film and TV production at GWCCA's properties have generated more than \$4 million in revenue since 2010, and FY 2015 was a banner year.

Film and TV production at the Georgia World Congress Center, Georgia Dome and Centennial Olympic Park generated \$1.25 million in revenue in 2015, up from \$1.16 million in 2014.

"It is good business, and while it certainly doesn't replace a traditional trade show or convention – it's a great short-term alternative," said Mark Adams, GWCCA Sales Director.

Projects shot on-site in 2015 included "Alvin and the Chipmunks (4): The Road Chip," the theatrical reboot of National Lampoon's "Vacation," the eighth season of BET situation comedy "The Game," the TV adaptation of "Constantine" and the Jamie Foxx feature film "Sleepless Night."

How do film and TV shoots generate revenue for the Authority? The financial boost includes rent, utilities, parking, catering buy-outs, among others. For instance, the producers of "Alvin and the Chipmunks 4" paid an advance fee to utilize an exhibit hall, lobby, meeting rooms and Southern Roots Café



Photo: Hopper Stone

in the GWCC's Buildings A and B, and to shoot scenes on Andrew Young International Boulevard in front of the facility. But additional charges were added for engineering services, parking and public safety.

The variety of settings – the Georgia Dome's NFL regulation playing field, the open green space of Centennial Olympic Park, and the versatility of GWCC's abundance of ballrooms, auditoriums and exhibit halls, along with the facilities' large parking decks and other distinctive features — make the 220-acre campus attractive to filmmakers interested in one-stop shopping. Also, the GWCC's aesthetic resemblance to an

1996

10



From July 19 through August 4, Atlanta hosts the Centennial Olympic Games. The International Broadcast Center, as well as seven sporting events, take place on the GWCCA campus. Centennial Olympic Park serves as the world's gathering place during the games.

“It’s good business, and while it certainly doesn’t replace a traditional trade show or convention, film production is a great short-term alternative.”

— Mark Adams, GWCCA Sales Director

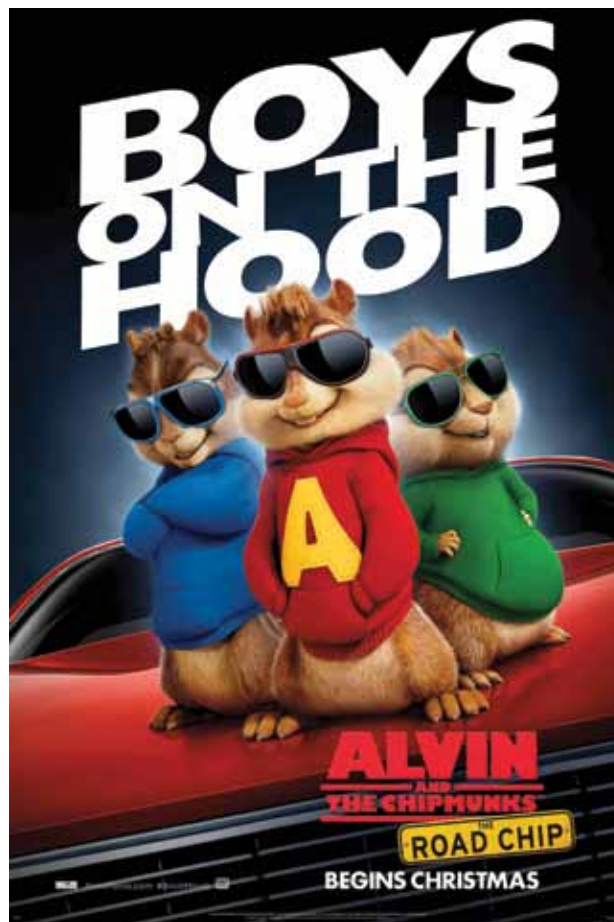
airport has helped land many film and TV shoots, especially since filming is not allowed at Atlanta’s Hartsfield-Jackson International Airport.

Film and TV production at GWCC, the Dome and the Park have a ripple effect on the local economy, too, as production crews book lodging, eat at local restaurants, visit other attractions, and utilize other services.

Meanwhile, the GWCCA’s business model continues to evolve as metro Atlanta’s film industry grows.

Even when film projects don’t incorporate the GWCCA campus for scenes or as a backdrop, our properties can still generate revenue as base camps, where film crews and production can set up shop with equipment and props, etc. In FY15, AMC’s “Halt and Catch Fire” utilized the Georgia Dome’s Blue Lot as a base camp, paying rent to do so.

“What we’re doing is evolving and changing because they’re opening up more sound stages and studios in town,” said Adams. “When we first got into the movie business, we’d rent an exhibit hall (to a production company) for a couple of months at a time. Then we recognized the opportunity to provide space as a base camp for a short term.”



Film and TV production that utilized the GWCCA campus in 2015 include:

- “The 5th Wave”
- “Alvin and the Chipmunks (4): The Road Chip”
- “Billy Lynn’s Long Halftime Walk”
- Centers for Disease Control Training Video
- “Complications” (USA Network)
- “Confirmation” (HBO)
- “Constantine” (NBC)
- “The Game, Season 8” (BET)
- “Game of Silence” (NBC)
- “Quest”
- “Sleepless Night”
- “Tums Ultimate Tailgate” (HLN)
- “Vacation”

1998



The largest crowd in National Basketball Association history — 52,046 fans — visits the Georgia Dome to watch Michael Jordan play his final game as a Chicago Bull in Atlanta against the Hawks.

Centennial Olympic Park opens to the public after Phase II of construction, which involved renovating the area to support year-round use. The park features lasting legacies from the games such as the Fountain of Rings and the Hermés towers, as well as an amphitheater, concession and retail facilities. The park is now host to music/art festivals, community events, and large private events.

1999



In March, the Georgia General Assembly approves \$220 million in funding for construction of the Phase IV expansion of the Georgia World Congress Center.

#1

FIRST IN SUSTAINABILITY

The Georgia World Congress Center is the largest LEED certified convention center in the world.

LEEDing the Way

The Georgia World Congress Center Authority has established itself as a leader in corporate social responsibility, earning the No. 1 spot as the largest LEED certified convention center in the world. The certification was awarded during Fiscal Year 2015 by the U.S. Green Building Council, and is partly the result of having the industry's first on-site sustainability coordinator to provide a dedicated focus for our green initiatives.

LEED, which stands for Leadership in Energy and Environmental Design, is a rating system for the design, operation and maintenance of green buildings. At 3.9 million square feet, the GWCC is also the 14th largest LEED certified building in the world.



GWCCA Sustainability Manager Tim Trefzer (center) accepts the U.S. Green Building Council's LEED certification award.

Leading up to LEED

2005: GWCCA staff created an internal sustainability committee to begin investigating green building certifications and feasibility. Educating staff and implementing a paper recycling program were two of the team's initial focuses.

2008: Started a recycling and energy conservation program.

2010: Hired Tim Trefzer as the facility's first sustainability coordinator, enabling the GWCC to make substantial changes involving waste diversion and energy conservation.

2011: Assessed compliance with LEED requirements.

2012: Registered for LEED EBOM certification with the U.S. Green Building Council.

2013: The LEED performance period began and included implementing policies and tracking procedures and data.

2000

In January the GWCCA hosts Super Bowl XXXIV. The St. Louis Rams defeat the Tennessee Titans 23-16.

2002



The GWCCA hosts the NCAA Men's Division I Final Four Basketball Tournament for the first time.

Grand opening ceremonies held for the completion of the 1.1 million square foot Phase IV expansion, which makes the Georgia World Congress Center one of the largest convention centers in the United States.

2008

A tornado rips through Downtown Atlanta hitting all three buildings of the Georgia World Congress Center, the Georgia Dome and Centennial Olympic Park. Despite thousands of people being on campus, no one is hurt. Just 42 days later, all areas of the campus re-open for events.



The GWCCA is a sponsor of the Green Meetings Industry Council (Atlanta Branch), a participant in the Atlanta Better Buildings Challenge and a member of the U.S. Green Building Council. Its convention center is approximately 27 percent more energy efficient than an average building of similar size and characteristics. With convenient access to public transportation, recent installation of electric vehicle charging stations, and employee incentives, transportation-related air quality issues have been reduced by team members. Also, 47 percent of regular employees have reduced their commutes to the building.



“The Urban Green Council created an EBie Award, the Jury Award, solely for GWCC due to the sheer magnitude of the building’s sustainability leadership in Atlanta and within the hospitality industry.”

—Tim Trefzer, GWCCA Sustainability Manager

Other highlights from Fiscal Year 2015:

- ▶ The GWCCA received the Jury Award at the Urban Green Council’s annual EBie Awards for sustainability within existing buildings in recognition of the Congress Center.
- ▶ Built the newly developed “See Green” sustainability communications platform, which included a video highlighting our environmental efforts: vimeo.com/125823914.
- ▶ Added more electric vehicle charging stations to its parking garages to serve customers and employees.
- ▶ Hired its first recycling specialist to solely focus on improving material reuse and waste diversion practices on the campus.
- ▶ Instituted a pilot front-of-house composting collection station in the new Southern Roots Cafe.
- ▶ Continued building community relationships by providing sustainability-oriented tours and presentations for local organizations such as Kennesaw State University, Metro Atlanta Chamber’s Environmental Committee, Delta Airlines, Cox Communications, Ponce City Market, U.S. Green Building Council – Georgia Chapter, Green Chamber of the South, and Georgia Recycling Coalition.
- ▶ Received national recognition for environmental leadership in publications such as *USGBC+ Magazine*, *Atlanta Business Chronicle*, *The NEBB Professional Magazine*, and *Network Magazine*.

Materials diverted from landfills in 2015:

Single-stream recyclables	316.3 tons
Compost	285.4 tons
Grease/fryer oil	39.2 tons
Baled Cardboard	35.6 tons
Wood pallets	16.5 tons
Durable goods/furniture/equipment	11.9 tons
Donated food	7.5 tons
Metals and copper wire	4.8 tons

717.2 tons

2009

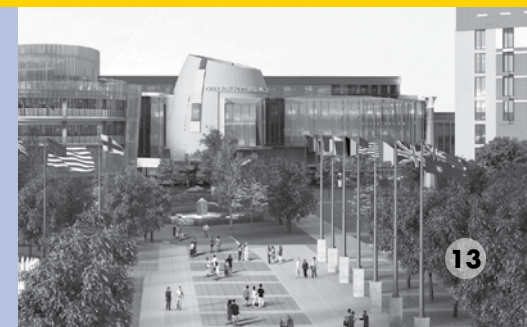
After 33 years, GWCCA Executive Director Dan Graveline retires. The three venues generated more than \$40 billion in economic impact for Georgia and the city of Atlanta during Graveline’s tenure.

2010

Frank Poe is appointed as the Executive Director of the Georgia World Congress Center Authority. A 38-year convention center veteran from Dallas, Poe was director of the Dallas Convention Center prior to accepting the GWCCA position.

2011

The GWCCA campus is chosen as the new location of the College Football Hall of Fame.



#1

INVESTING IN THE TEAM

For the first time, every Authority employee with supervisory responsibilities was offered external job-specific leadership skill development and coaching. Total participation in these programs represented 20% of full-time employees.



"Our goal is to become the industry institute for learning for venue management professionals."
— Harriet Thomas, GWCCA Training and Programs Manager

Cultivating Professionals for a globalized economy

In 2014, the GWCCA partnered with the Carl Vinson Institute of Government at the University of Georgia to deliver professional and leadership development courses to front-line supervisors and managers. These courses include leadership assessments for each participant, and cover concepts such as change management, strategic planning, and conflict

resolution. To date, more than 60 employees have completed the Institute's courses at the Authority.

In 2015, the Authority launched the Senior Leadership Development Program in partnership with the University of Georgia's Terry College of Business. The overarching goal: to cultivate a future executive leadership pool with



2012

The GWCCA Board of Governors votes unanimously to move forward with an agreement on business terms that would form the basis of a definitive contract with the Atlanta Falcons for a new stadium on the GWCCA campus.

2013



The Junior Achievement Chick-fil-A Foundation Discovery Center opens in Building C of the GWCC welcoming more than 30,000 middle school students at JA BizTown and JA Finance Park. These centers were designed as interactive marketplaces simulating roles in the local business community and macro-economy.

professionals that can guide the organization through the changing economic environment in the years to come. The program is a competitive, rigorous, six-month commitment that includes courses in transformational leadership, leading through change, and business writing. Also throughout the time period, students undergo extensive leadership assessments and one-on-one coaching with professors, and are paired with mentors within the Atlanta business community.

As the Authority moves forward, the organization strives to be intentional in efforts to offer value and quality to the employee work experience by demonstrating a commitment to grow and develop visionary leaders within the industry.

"GWCCA's success would not be possible without faithful and committed service of Authority team members," said GWCCA Board of Governors Chairman Lee Hunter. "Preserving this unique legacy is paramount, and the Board is ensuring investments in both our physical campus and in our human capital remain a top priority."

◀ UGA Carl Vinson Institute of Government Middle Manager Program graduates.



UGA Carl Vinson Institute of Government Introduction to Leadership graduates.



UGA Carl Vinson Institute of Government Front Line Leadership Program Graduates.



The Georgia World Congress Center Authority campus hosts the 75th NCAA Men's Final Four Basketball Championship and related activities over the course of four days. With 75,350 attendees filling the Georgia Dome, a new attendance record for basketball is set.

#1

FIRST IN BUSINESS

Georgia has been ranked as the No. 1 state for business by CNBC, Site Selection and Area Development, leading in workforce, infrastructure and global access.

A leader in growing international tourism

BRAZIL

With an eye on expanding the Georgia World Congress Center Authority's global reach, Executive Director Frank Poe participated in Gov. Nathan Deal's 2015 trade mission to Brazil — Poe's third such trek since taking the reins of the GWCCA in 2010.

Poe joined the Governor's delegation of 30-plus government officials and Georgia business leaders on the June 13-19 mission to Brazil, the Peach State's sixth largest export market (\$1.4 billion in 2014).

The Brazil expedition, headed up by the Georgia Department of Economic Development, was an effort "to build ties between their corporate world and Corporate Georgia," said Poe, who was part of the group's tourism delegation.

As for the Authority's presence in Brazil, he said, "our mission is to support the state, No. 1; But there was a more specific agenda within that trade mission that involved more hospitality, tourism, tour operators and convention facilities. It was a good opportunity to advance the Authority's interests."

"It was a small delegation we met with, but the right companies that can help establish Georgia's tourism product in Brazil," said Tracy Vaughan, Director of Business Development and International Accounts for the Georgia Department of Economic Development. "In an intimate lunch setting, we were able

to have meaningful conversations. Our goal was to inspire and influence these key travel professionals. They were very interested in learning about what the state has to offer. It was very helpful as well to have the Delta (Airlines) Sao Paulo team with us supporting Atlanta as the gateway, not only to the city, but the state."

And when building awareness about Atlanta, the state and GWCCA's properties, the delegates were able to say to the Brazilian business professionals: "Here are some of the processes you might experience, here are some of the attractions, here are some of the conference opportunities," according to Poe.

The delegation shared information about changes to the GWCCA campus, including Mercedes-Benz Stadium and the Major League Soccer franchise that will play there, Vaughan said. And Centennial Olympic Park, which commemorates the 1996 Games hosted by Atlanta, is always promoted to first-time visitors, she said.

Both Poe and Vaughan commented on an ancillary benefit of gathering many of Georgia's movers and shakers on the same trip, travelling together in close quarters: Networking.

"Networking within the delegation that you do business with, or that you want to do business with, that's the other part of the trade missions that make them helpful to us as an organization," said Poe.

2014

The Georgia International Maritime and Trade Center Authority (GIMTCA) approved the selection of the GWCCA to manage the Savannah International Trade & Convention Center (SITCC), beginning April 1, 2014.





Gov. Nathan Deal and First Lady Sandra Deal (fourth and fifth from left) with the governor's trade mission to Brazil delegates, including GWCCA Executive Director Frank Poe (third from right).

ATLANTA CAMPUS FINANCIALS				STATE OF GEORGIA			
DATE	OPERATING REVENUE	OPERATING EXPENSE	OPERATING PROFIT	STATE TAX REVENUE	DEBT SERVICE	STATE PROFIT	DIRECT PROFIT TO GEORGIA
2006	78,188,628	65,568,714	12,619,914	104,141,534	40,579,064	63,562,470	76,182,384
2007	78,435,644	73,250,147	5,185,497	129,213,843	40,709,070	88,504,773	93,690,270
2008	80,115,757	84,613,865	(4,498,108)	122,866,019	37,621,219	85,244,800	80,746,692
2009	71,060,589	77,079,259	(6,018,670)	97,415,555	35,022,336	62,393,219	56,374,549
2010	68,707,527	69,818,566	(1,111,039)	87,901,235	36,921,791	50,979,444	49,868,405
2011	78,280,863	73,931,987	4,348,876	76,219,994	36,691,726	39,528,268	43,877,144
2012	76,410,365	73,661,411	2,748,954	57,187,264	30,686,513	26,500,751	29,249,705
2013	89,504,084	83,551,929	5,952,155	59,096,921	30,864,376	28,232,545	34,184,700
2014	89,459,952	86,857,029	2,602,923	72,762,330	32,180,471	40,581,859	43,184,782
2015	96,645,804	89,540,897	7,104,907	71,872,730	32,898,503	38,974,227	46,079,134

All GWCCA net operating profits for Atlanta have been restated to include all facilities: GWCC, Georgia Dome and Centennial Olympic Park. The Net Operating Profit ties to audited financial statements, excluding OPEB, pension and depreciation.



The Atlanta Falcons, with representatives from the NFL, Major League Soccer, the city and state, breaks ground on the New Atlanta Stadium set to open in 2017.

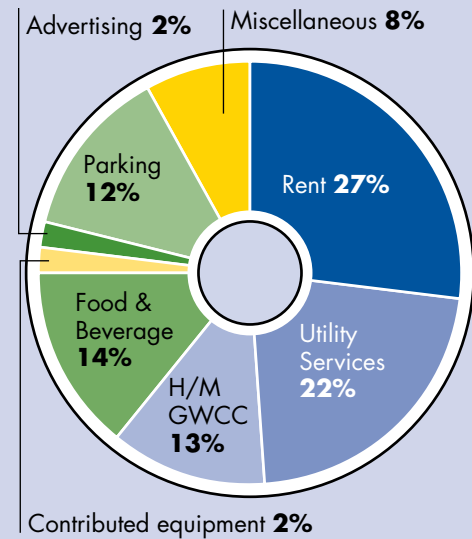


The new College Football Hall of Fame opens in the fall of 2014 in the heart of downtown Atlanta on the Georgia World Congress Center campus. The \$66.5 million facility features approximately 30,000 square feet of exhibit space and a 45-yard indoor football field that also serves as a unique, flexible programming and event space.

GEORGIA WORLD CONGRESS CENTER

Operating Revenue

Rent	11,518,211
Utility Services	9,461,757
Parking	5,319,030
Food & Beverage	5,986,918
Advertising	965,790
Contributed equipment	873,605
H/M GWCC	5,393,797
Miscellaneous	3,539,768
Operating Revenue	\$43,058,876



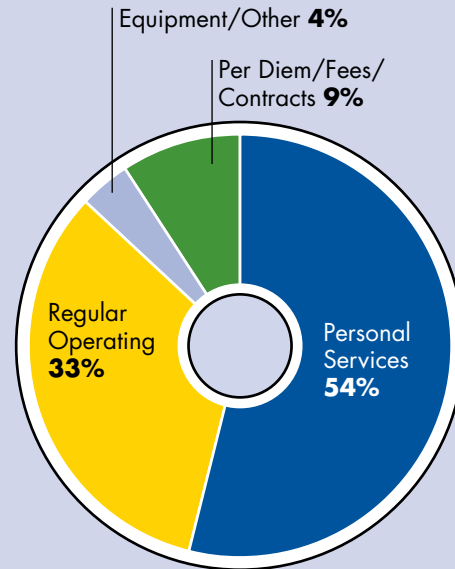
Non-operating Revenue

H/M Tax - ACVB	20,535,371
Gain/Loss of Fixed Assets	2,026
Transfer from other agencies	1,779,373
Subtotal	\$22,316,770
Total Revenue	\$65,375,646

GEORGIA WORLD CONGRESS CENTER

Operating Expenses

Personal Services	20,398,263
Regular Operating	12,339,057
Equipment/Other	1,662,132
Per Diem/Fees/Contracts	3,450,306
Operating Expenses	\$37,849,758
Net Operating Profit	\$5,209,118



Non-operating Expenses

ACVB H/M Tax	20,535,371
Capital/Renovation Projects	1,929,031
Transfer to COP/Others	1,607,629
Subtotal	\$24,072,031
Total Expense	\$61,921,789
Net Income/loss before depreciation and OPEB accrual	\$3,453,857

ATTENDANCE

47 Major Trade Shows & Conventions	423,904
12 Public/Consumer Shows	207,291
159 Meetings, Corporate Events, & Others	321,051
Total	952,246

ECONOMIC IMPACT

GWCC ECONOMIC ACTIVITY

New Dollars	\$467,298,714
Total Economic Impact	\$852,847,014
Economic Impact on labor Income	\$322,175,204
Employment	9,206

TAX REVENUES

Georgia Sales Tax	\$24,847,111
Local Sales Tax	\$22,930,692
Hotel/Motel Tax	\$11,433,429
Personal Income Tax/Other	\$20,598,443

3-YEAR SUMMARY

	2012	2013	2014
New Dollars Generated	492,444,892	448,925,330	478,965,717
Impact of New Dollars	1,938,859,134	834,462,527	893,169,407
State	44,126,713	24,021,831	24,948,467
Local	24,125,861	22,107,967	23,084,551
Hotel/Motel Tax	11,945,542	9,430,410	11,405,928
Total	\$80,198,116	\$55,560,208	\$59,438,946

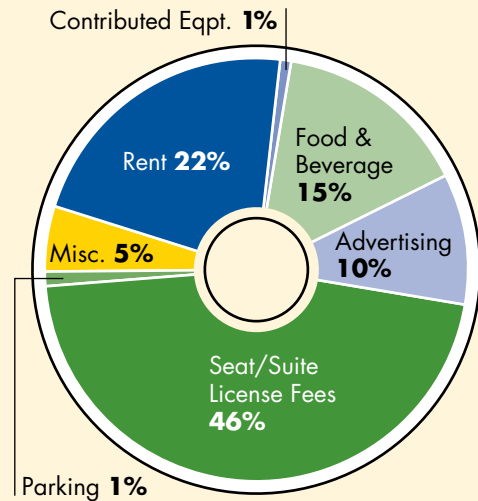


GEORGIA DOME

Operating Revenue

Rent	10,838,143
Utility Services	96,800
Parking	488,818
Food & Beverage	7,187,164
Advertising	4,727,693
Seat/Suite License fees	22,731,364
Contributed equipment	488,914
Sponsorship	49,486
Miscellaneous	2,616,411

Operating Revenue \$49,224,793



Non-operating Revenue

H/M Tax	23,888,868
Gain/Loss of Fixed Assets	(3,277)
Transfer from other agencies	7,071

Subtotal \$23,892,662

Total Revenue \$73,117,455

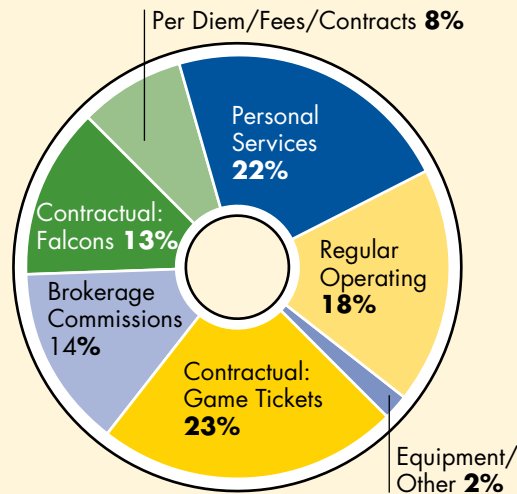
GEORGIA DOME

Operating Expenses

Personal Services	10,357,150
Regular Operating	8,040,291
Equipment/Other	935,718
Contractual: Game Tickets	10,275,046
Brokerage Commissions	6,410,499
Contractual Falcons	5,871,264
Per Diem/Fees/Contracts	3,592,870

Operating Expenses \$45,482,838

Net Operating Profit \$3,741,955



Non-operating Expenses

Capital/Renovation Projects	143,152
Debt Service Interest expense	1,755,038

Subtotal \$1,898,190

Total Expense \$47,381,028

Net Income/loss before depreciation and OPEB accrual \$25,736,427



ATTENDANCE

9 Falcons Games	539,803
4 Concerts	172,046
6 Georgia State Games	45,018
17 Graduations	86,476
15 Spectator Sport	503,588
36 General Meetings	120,909
Total	1,467,840

ECONOMIC IMPACT

GWCC ECONOMIC ACTIVITY

New Dollars	\$266,838,913
Total Economic Impact	\$481,304,930
Economic Impact on labor Income	\$3182,424,153
Employment	5,476

TAX REVENUES

Georgia Sales Tax	\$14,781,639
Local Sales Tax	\$13,748,213
Hotel/Motel Tax	\$8,004,283
Personal Income Tax/Other	\$11,645,537

3-YEAR SUMMARY

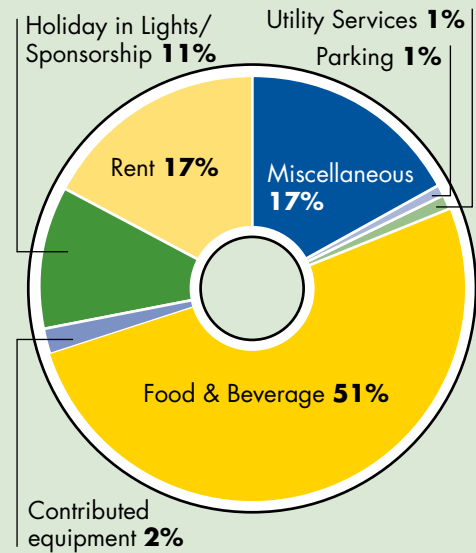
	2012	2013	2014
New Dollars Generated	141,979,527	196,098,825	268,845,490
Impact of New Dollars	269,214,554	361,774,794	469,489,121
State	13,060,550	10,824,632	14,840,453
Local	7,394,035	10,078,785	13,816,057
Hotel/Motel Tax	5,019,364	6,033,323	7,638,305
Total	\$25,473,949	\$34,215,670	\$36,294,815

CENTENNIAL OLYMPIC PARK

Operating Revenue

Rent	388,987
Utility Services	34,675
Parking	14,303
Food & Beverage	1,188,373
Contributed equipment	44,396
Holiday in Lights/Sponsorship	254,660
Miscellaneous / Int	390,035

Operating Revenue **\$2,315,429**



Non-operating Revenue

Transfer from GWCC	1,607,629
Gain/Loss of Fixed Assets	29,157
Transfer from other agencies:	1,100,166

Subtotal **\$2,736,952**

Total Revenue **\$5,052,381**

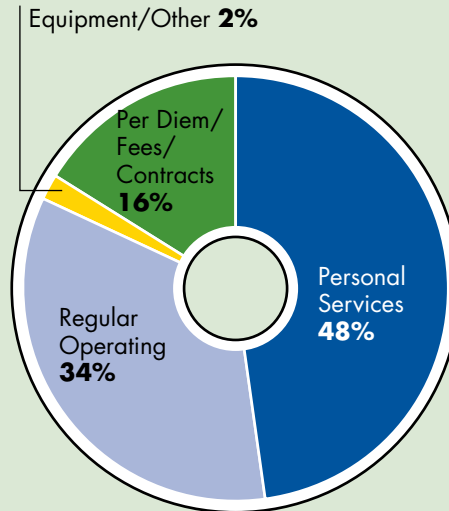
CENTENNIAL OLYMPIC PARK

Operating Expenses

Personal Services	1,855,973
Regular Operating	1,342,442
Equipment/Other	66,353
Per Diem/Fees/Contracts	639,062

Operating Expenses **\$3,903,830**

Net Operating Profit **\$(1,588,401)**



Non-operating Expenses

Capital/Renovation Projects	1,100,000
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Subtotal **\$1,100,000**

Total Expense **\$5,003,830**

Net Income/loss before depreciation and OPEB accrual **\$48,551**



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WORKFORCE DIVERSITY THE GWCCA TEAM

African American	62%
Caucasian	31%
Other	7%
Male	277
Female	162

GWCCA BY THE NUMBERS

439 Full-time employees
279 GWCC employees
100 Georgia Dome employees
29 Centennial Olympic Park employees
31 SITCC employees
361,672 hours worked by part-time employees, equivalent to 174 full-time employees
7,560 hours of training completed by full-time employees



www.gwcc.com



www.gadome.com



www.centennialpark.com

GEORGIA WORLD CONGRESS CENTER AUTHORITY

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