

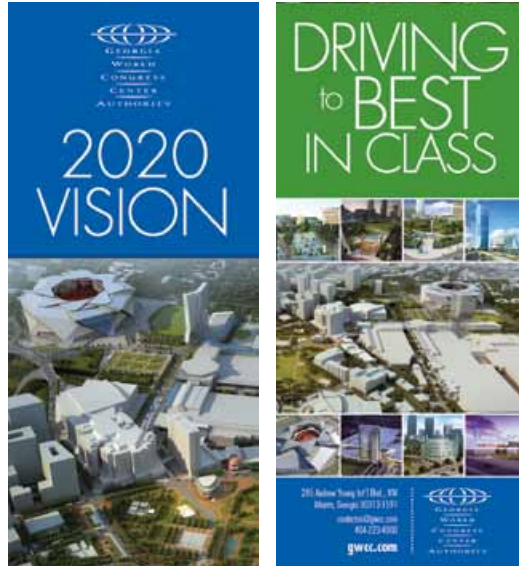
CATALYST



Georgia World Congress Center Authority
ANNUAL REPORT

2014

CATALYST



The GWCCA continues to be a catalyst for growth and development within Georgia's capital city. The Authority inked a business deal to manage a convention center in Savannah, linking the state's two most popular tourist destinations into a marketing powerhouse driving new business and tax revenues into the economy. Fostering new live music opportunities remained a focus for business development as thousands of attendees experienced the renewed vibrancy of Downtown Atlanta's urban core. Visitors now experience a thriving live-work-play district which includes the recently opened Center for Civil and Human Rights and the College Football Hall of Fame. The GWCCA is strategically re-imagining meeting spaces for once-in-a-lifetime events; unique places where businesses and visitors can empower their projects, finance their dreams, and build a better future. For more information on the Authority's strategic plan, see link below:

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.

The 2014 GWCCA Annual Report is published by the Department of Communications and Frank Poe, Executive Director. Written compiled and edited by: Jennifer LeMaster, Jason Kirksey, Alicia McNease, Morgan Smith-Williams. Principle photography by Robb D. Cohen and Greg Mooney. Additional photography by GWCCA Communications, TV5 Design, Gold Cup, Atlanta Falcons Football Club, Sweetwater 420 Festival, and Meru Networks.

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GWCCA TIMELINE FY14

► JULY 2013

A new record was set for attendance at a soccer game in the city of Atlanta as 54,229 fans witnessed the CONCACAF Gold Cup doubleheader at the Georgia Dome featuring Panama vs. Cuba and Mexico vs. Trinidad & Tobago on July 20.



► SEPTEMBER

British folk-rock band Mumford & Sons filled sold-out Centennial Olympic Park with more than 22,000 fans. The Vaccines and Bear's Den opened the concert as a stop of the nationwide Gentlemen of the Road Tour.



► NOVEMBER

The Centennial Olympic Park Ice Rink opened the week before Thanksgiving. By the time the season ended with the Martin Luther King Jr. holiday, more than 40,000 people had taken to the ice.



► AUGUST

For the second consecutive year Kenny Chesney brought his summer tour to the Georgia Dome. Nearly 50,000 fans packed the Dome for the No Shoes Nation tour featuring Chesney, Atlanta's Zac Brown Band, the Eli Young Band and Kacey Musgraves.

► OCTOBER

The 2013 National Association of Convenience Stores (NACS) show featured 392,000 square feet of exhibits, making it the largest NACS Show expo ever. A total of 1,050 companies exhibited at the show, 150 of those companies being first-time exhibitors.

► DECEMBER

The SEC held its annual championship game in the Georgia Dome for the 20th consecutive year in 2013. Auburn defeated SEC newcomers Missouri to become the eighth consecutive winner of the SEC Championship game to go on and play for the BCS Championship.



► **JANUARY 2014**

The 2014 International Production & Processing Expo (IPPE) drew more than 24,000 poultry, meat and feed industry professionals from around the world. The show included 1,152 exhibitors with more than 410,000 square feet of exhibit space.



► **MARCH**

SEC Basketball Tournament – For the 14th and final time the Georgia Dome hosted the SEC Basketball Tournament. Florida defeated Kentucky to win the 2014 Championship in what will likely be the final basketball games ever played in the Georgia Dome



► **MAY**

The Atlanta Falcons, with representatives from the NFL, Major League Soccer, the city and state, broke ground on the New Atlanta Stadium set to open in 2017. The estimated \$1.2 billion multi-purpose state-of-the-art sports and entertainment venue is designed to attract world-class sports, civic, cultural, and commercial events to Atlanta.



► **FEBRUARY**

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.

► **APRIL**

For the first year Centennial Olympic Park hosted the Sweetwater 420 Festival and welcomed more than 50,000 attendees. The annual celebration of spring in Atlanta highlights environmental awareness with live music and SweetWater brews.

► **JUNE**

The 2014 Conference & Expo for the International Society for Technology in Education (ISTE) broke attendance records with 16,288 registered attendees from 67 nations and nearly 540 exhibitors with 1,359 booths.

CATALYST

for growth

The Georgia World Congress Center Authority and Atlanta Falcons broke ground on a new retractable roof stadium to be built on the Georgia World Congress Center campus. Scheduled to open in early 2017, the new stadium will serve as the home of the Atlanta Falcons and the New Atlanta MLS team in addition to other sports, convention and entertainment events currently held at the Georgia Dome.

The new stadium groundbreaking ceremony took place on May 18, 2014.

For more information on the new stadium project, log on to gwcc.com and click on "Stadium Development" to see a comprehensive timeline and photos of construction progress.



ECONOMIC IMPACT TO THE STATE

Over the three-year construction period, the project is estimated to add more than 1,400 full-time jobs to Atlanta and more than 4,500 new jobs to the state's economy. The construction project will generate more than \$400 million in total economic impact in Georgia.

The new stadium will generate hundreds of millions of dollars in economic impact by hosting new events and ensuring that events currently held in the Georgia Dome remain in Atlanta. Marquee events are likely to include the Super Bowl, World Cup, NCAA Final Fours, and the College Football Playoff National Championship Game, which could generate more than \$450 million in economic impact for the state.



CATALYST

for community

Corporate citizenship is a cornerstone of the GWCCA. The guiding mission of our community endeavors is to positively impact the quality of life of the people living and working in and around our campus and to enhance the overall experience of our guests by investing our resources and relationships into organizations that share our vision.

The Authority's comprehensive community outreach objectives focus on economic empowerment, education, and environmental stewardship. Strategic partners include:

- ▶ Atlanta Community Food Bank
- ▶ Atlanta Mission
- ▶ Bethune Elementary
- ▶ City of Atlanta Summer Intern Program
- ▶ Gateway Center
- ▶ Phoenix Boys Association
- ▶ State of Georgia Charitable Contributions Program

Because of the efforts and generosity of Georgia World Congress Center Authority employees and partners, the following items were collected throughout the year during various campaigns:

- ▶ **356** towels
- ▶ **4,346** toiletry items
- ▶ **1,179** pairs of socks
- ▶ **63** blankets
- ▶ **232** toys
- ▶ **313** canned goods,
- ▶ **228** undergarments/t-shirts
- ▶ **630** bottles of water
- ▶ **275** books for education
- ▶ **4,800** snack packs
- ▶ **1,430** school supplies and
- ▶ **121** recyclable electronics



Bethune Principal Jamie Pettway (middle) accepts a donation from the Georgia Entertainment Gala, held at the Georgia World Congress Center annually. The event organizer is a Bethune Elementary alumnus who donates a portion of the proceeds to the school each year. Pictured with Ms. Pettway are executive director Frank Poe and Terry Copeland, Training and Programs Manager.

Each year the GWCCA supports the staff and students at Bethune Elementary School, which is adjacent to the GWCCA Atlanta campus. For the past two years, the Authority has hosted Bethune's annual field day on the turf of the Georgia Dome. In addition, the GWCCA provided more the 550 care packages to the students.



CATALYST

for event development

In 2014 the GWCCA Board of Governors authorized the establishment of an on-campus event development team now known as Authority Presents. This team includes specialists in the area of event sales, marketing, production, and can support event organizers looking to grow new events. Capitalizing on the changing landscape within the meetings and event industry as well as being an early adopter of modern event trends, Authority Presents is well positioned to drive new revenues to the campus. The team has a three year plan to leverage scheduling opportunities and develop strategic partnerships that will introduce new cultural events to the State.



Girl Talk performing at Centennial Olympic Park's Party in the Park concert. Fans were invited on stage during a surprise performance with rap artist Waka Flocka Flame.



Authority Presents developed a model for self-produced and co-promoted live music events on the Authority's campus during the past fiscal year. Leveraging its location and reputation for best in class services, GWCCA has welcomed artists such as: Ellie Goulding, Mumford & Sons, Girl Talk, and Kenny Chesney.

The evolving event mix for the campus has strengthened the idea that a targeted and dedicated department will create a strategic advantage for the the Authority's sales initiatives.



Mumford and Sons was presented with an engraved granite marker during their Gentlemen of the Road tour stop at Centennial Olympic Park in September of 2013. The marker will be a part of the park's Walk of Fame which will commemorate famous artists that perform in the venue.

Mumford and Sons performing
at Centennial Olympic Park
September 10, 2013.



CATALYST

for sustainability



To recognize its new role as a leader in sustainability, the GWCCA began developing a new sustainability brand by converting from its original "Growing Green" logo to a new, direct "See Green" standard.

- ▶ In 2005 the GWCC began investigating green building certifications and feasibility. During Fiscal Year 2014 the Georgia World Congress Center applied for Leadership in Energy and Environmental Design (LEED) certification.
- ▶ The GWCCA Atlanta campus diverted more than 760 tons of materials from landfills, including more than 333 tons of paper, plastic, aluminum, and glass – 51 tons more than the previous year – a 15 percent increase.
- ▶ The GWCCA joined the Green Sports Alliance and represented the Georgia Dome at its annual conference on the panel "A Watershed Moment: Innovative strategies in water conservation at stadiums and venues" in Brooklyn, NY. The Georgia Dome also hosted and helped coordinate a regional transportation workshop with the Green Sports Alliance.
- ▶ Centennial Olympic Park's 21 acres of green space, open to the city of Atlanta and visiting guests, continues to be one of the nation's most prestigious examples of environmental conservation. In 2014, 44 additional permanent recycling containers were acquired for the park, providing more sustainable options for patrons.



The Georgia World Congress Center Authority installed its first electric vehicle charging station in the Red Parking Deck.

GWCCA earned the Georgia Recycling Coalition's 2013 Spirit of Green Award for outstanding institutional program for our work during the 2013 NCAA Men's Final Four.



CATALYST for innovation

Innovation and technology are cornerstones of GWCCA's service initiatives. Embracing mobile technologies and the ever-growing demand for connectivity, the Authority invested in the expansion of network infrastructure allowing thousands of visitors simultaneous access to the network using multiple devices. Other highlights include:



- ▶ The GWCC partnered with Google to bring the Google Mapping Technology inside the building which allows anyone to search the levels of all three buildings and see the centers layouts in Google's map section of its website.
- ▶ The GWCCA expanded its free Wi-Fi in public areas to Centennial Olympic Park. Upgrades to wireless capabilities over the last few years total more than \$2 million.
- ▶ On the exterior of the center two new digital billboards were added to compliment the current digital billboard found on Building A.



The GWCCA continues to expand its digital presence throughout the campus. As of June 2014, the digital inventory included 82 screens in 39 locations. Internal digital signage includes way-finding monitors, video walls, interactive kiosks, as well as charging stations.

CATALYST

for health, wellness,
and achievement

In FY14, the Authority continued to focus on fostering a culture of “Wellness in the Workplace.” The overall healthiness of GWCCA employees contributes to increased productivity in the work place and helps to maintains health insurance premiums at historical lows under the Authority’s own benefit plan.

The GWCCA encouraged employees to participate in Cigna’s “Better Health Guaranteed Program” which is designed to help employees transition to healthier lifestyles through opportunities that include biometric screening, lifestyle coaching, smoking cessation, and more.



In February the GWCCA spotlighted heart disease and its effects on women. The “Go Red” celebration” inspired 21 employees to walk the runway in support of Women’s Heart Health Awareness.

EMPLOYEES OF THE MONTH

JULY 2013	Nathaniel Johnson	Building Services
AUGUST	Kenneth Fortson	Building Services
SEPTEMBER	Matthew Williams	Engineering
OCTOBER	Rory Parks	Building Services
NOVEMBER	Quaneisha Robinson-Green	Human Resources
DECEMBER	Jeff Oden	Engineering
JANUARY 2014	Nash Johnson	Building Services
FEBRUARY	Larry Young	Purchasing
MARCH	Gerry Eng	Sales
APRIL	Angela Lester	Building Services
MAY	Jason Tutt	Event Services
JUNE	Jerome Clark	Administration



JEFF ODEN, GWCCA’s Employee of the Year, is known for his commitment to excellence throughout the organization. A 20-year veteran of the Authority, Jeff was recently promoted to Building Maintenance and Projects Manager in Engineering.

MARSHALL SHEPARD was awarded “Bright Idea of the Year.”

The Bright Idea program encourages employees to submit practical solutions for improving guest experiences. The program has received thousands of suggestions since the program’s inception.



2014

Georgia World Congress Center Authority BOARD OF GOVERNORS



Tim Lowe
Chairman
Lowe Program
Management



Lee Hunter
Vice Chairman
Midtown Vending,
LLC



David Allman
Treasurer
Regent Partners, LLC



Bill Russell
Secretary
Russell Landscape
Group, Inc.



Steve Adams
Southeastrans, Inc.



Taz Anderson
Taz Anderson Realty
Company



Brian Daniel
Carroll Daniel
Construction Co.



John Downs
The Coca-Cola
Company



Anne Hennessy
Hennessy
Investments



Glenn Hicks, III
First Beacon
Investments



Bill Jones
Jones Petroleum
Company



**Greg
O'Bradovich**



Bill Rice
RBH LaGrange, LLC



Doug Tollett
Douglas
Management
Company



Charlie Yates
Retired

Legislative Overview Committee

Senator Butch Miller, Chairman

Senator Frank Ginn
Senator Judson Hill
Senator Ronald Ramsey
Senator David Shafer
Senator Renee Unterman

Representative Mark Hamilton
Representative Matt Hatchett
Representative Jan Jones
Representative Rahn Mayo
Representative Butch Parrish

WORKFORCE DIVERSITY THE GWCCA TEAM

African American	64%
Caucasian	29%
Other	7%
Male	64%
Female	36%

GWCCA BY THE NUMBERS

421 Full-time employees
275 GWCC employees
117 Georgia Dome employees
29 Centennial Olympic Park employees
385,920 hours worked by part-time employees, equivalent to 185 full-time employees.
7,672 hours of training completed by full-time employees.

2014

GEORGIA'S BOTTOM LINE

After paying debt service and all operating expenses for fiscal year 2014, the State of Georgia realized a net profit of more than

\$45 million

from Georgia World Congress Center Authority events and activities.

The GWCCA hosts millions of attendees each year who spend “new dollars” in the local economy that would not be spent in Georgia without the events taking place on the campus.

By sustaining thousands of jobs and driving millions of dollars into the state’s economy, the GWCCA fulfills its mission to generate economic benefits to the citizens of the State of Georgia and the City of Atlanta.

Date	Operating Revenue - Operating Expense = Operating Profit			Tax Revenue - Debt Service = State Profit			Direct Profit to Georgia
2005	63,194,387	62,127,328	1,067,059	83,512,721	41,530,153	41,982,568	43,049,627
2006	78,188,628	65,568,714	12,619,914	104,141,534	41,269,932	62,871,602	75,491,516
2007	78,435,644	73,250,147	5,185,497	129,213,843	40,332,332	88,881,511	94,067,008
2008	80,115,757	84,613,865	(4,498,108)	122,866,019	34,845,481	88,020,538	83,522,430
2009	71,060,589	77,079,259	(6,018,670)	97,415,555	33,922,265	63,493,290	57,474,620
2010	68,707,527	68,752,678	(45,151)	87,901,235	36,429,879	51,471,356	51,426,205
2011	78,280,863	71,963,267	6,317,596	76,219,994	30,455,391	45,764,603	52,082,199
2012	76,410,365	70,212,260	6,198,105	57,187,264	30,472,031	26,715,233	32,913,338
2013	89,504,084	82,199,870	7,304,214	59,096,921	29,798,276	29,298,645	36,602,859
2014	89,459,952	85,338,631	4,121,321	72,762,330	27,904,591	44,857,739	48,979,060

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 our audited financial statements, excluding OPEB accrual and depreciation.



2014

BY THE NUMBERS

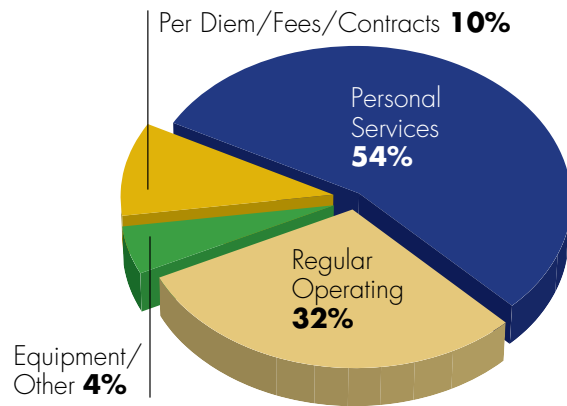
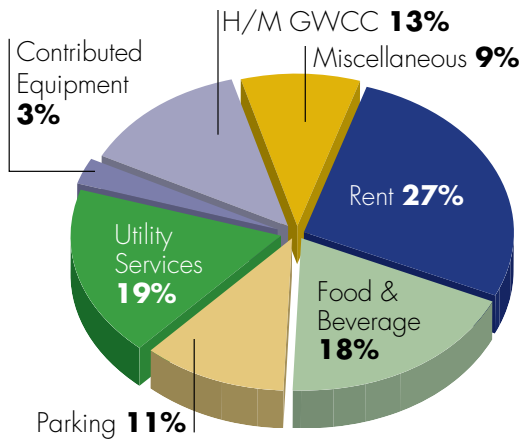


GEORGIA WORLD CONGRESS CENTER Operating Revenue

Rent	9,923,710
Utility Services	6,908,601
Parking	4,211,448
Food & Beverage	6,709,165
Contributed Equipment	998,962
H/M GWCC	4,881,105
Miscellaneous	3,476,715
Operating Revenue	\$37,109,706

GEORGIA WORLD CONGRESS CENTER Operating Expenses

Personal Services	18,538,577
Regular Operating	10,973,899
Equipment/Other	1,381,198
Per Diem/Fees/Contracts	3,480,301
Operating Expenses	\$34,373,975
Net Operating Profit	\$2,735,731



Non-operating Revenue

H/M Tax – ACVB	18,586,956
Gain/Loss of Fixed Assets	25,674
Transfer from other agencies:	2,046,974
Subtotal	\$20,659,604
TOTAL REVENUE	\$57,769,310

Non-operating Expenses

ACVB H/M Tax	18,586,956
Capital/Renovation Projects	5,278,016
Transfer to COP/Others	1,611,500
Subtotal	\$25,476,472
Total Expense	\$59,850,447
Net Income before depreciation and OPEB accrual	(\$2,081,137)

ATTENDANCE:

38 Major Trade Shows & Conventions	390,870
14 Public/Consumers Shows	178,144
184 Meetings, Corporate Events & Others	293,055
Total Attendance	862,069
Total Out of State Attendance	512,926

ECONOMIC IMPACT

GWCC ECONOMIC ACTIVITY

New Dollars	478,965,717
Total Economic Impact	893,169,407
Economic Impact on Labor Income	327,880,338
Employment	9,527

TAX REVENUES

Georgia Sales Tax	24,948,467
Local Sales Tax	23,084,551
Hotel/Motel Tax	11,405,928
Personal Income Tax/Other	21,176,557

3-YEAR SUMMARY

	2011	2012	2013
New Dollars Generated	767,248,826	492,444,892	448,925,330
Impact of New Dollars	1,481,263,498	1,938,859,134	834,462,527
State	64,105,386	44,126,713	24,021,831
Local	36,334,025	24,125,861	24,021,831
Hotel/Motel Tax	17,799,503	11,945,542	9,430,410
Total	\$118,238,914	\$80,198,116	\$72,531,736

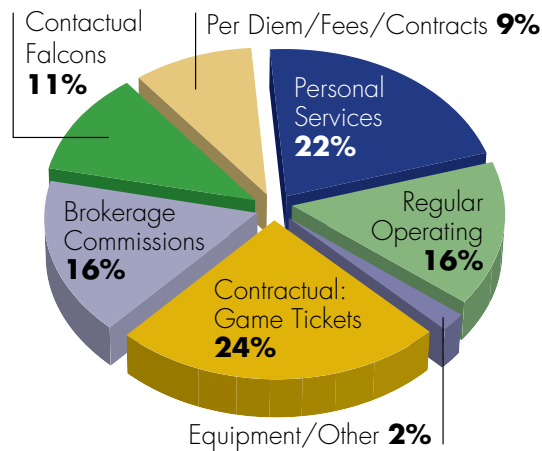
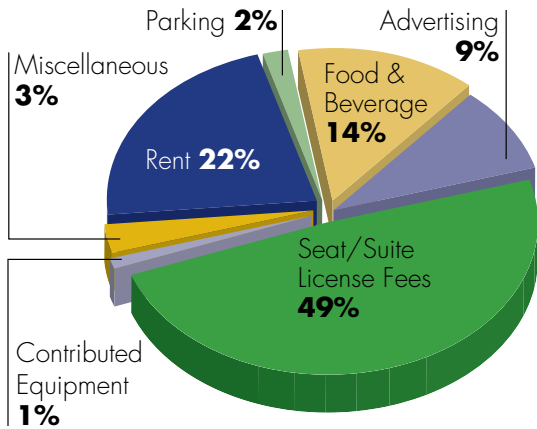


GEORGIA DOME Operating Revenue

Rent	10,874,958
Utility Services	50,949
Parking	754,263
Food & Beverage	6,917,435
Advertising	4,666,873
Seat/Suite License fees	24,716,129
Contributed Equipment	427,252
Miscellaneous	1,449,919
Operating Revenue	\$49,857,778

GEORGIA DOME Operating Expenses

Personal Services	9,972,367
Regular Operating	7,563,286
Equipment/Other	727,862
Contractual: Game Tickets	11,415,078
Brokerage Commissions	7,598,152
Contractual Falcons	5,391,188
Per Diem/Fees/Contracts	4,221,922
Operating Expenses	\$46,889,855
Net Operating Profit	\$2,967,923



Non-operating Revenue

H/M Tax	21,590,989
Gain/Loss of Fixed Assets	49,791
Transfer From Other Agencies	13,616
Subtotal	\$21,654,396
TOTAL REVENUE	\$71,512,174

Non-operating Expenses

Capital/Renovation Projects	278,099
Debt Service Interest expense	2,820,060
Subtotal	\$3,098,159
Total Expense	\$49,988,014
Net Income before depreciation and OPEB accrual	\$21,524,160

ATTENDANCE:

10 Atlanta Falcons Games	578,501
5 Concerts	90,083
7 Georgia State University Games	41,261
18 Graduations	104,805
34 General Meetings	6,334
17 Spectator Sports	604,406
Total Attendance	1,425,390

ECONOMIC IMPACT: DOME ECONOMIC ACTIVITY

New Dollars	268,845,490
Total Economic Impact	469,489,121
Economic Impact on Labor Income	182,997,410
Employment	5,607

TAX REVENUES

Georgia Sales Tax	14,840,453
Local Sales Tax	13,816,057
Hotel/Motel Tax	7,638,305
Personal Income Tax/Other	11,796,853

3-YEAR SUMMARY

	2011	2012	2013
New Dollars Generated	139,319,006	141,979,527	196,098,825
Impact of New Dollars	267,150,435	269,214,554	361,774,794
State	12,114,608	13,060,550	10,824,632
Local	7,094,821	7,394,035	10,078,785
Hotel/Motel Tax	3,177,694	5,019,364	6,033,323
Total	\$22,387,123	\$25,473,949	\$34,215,670

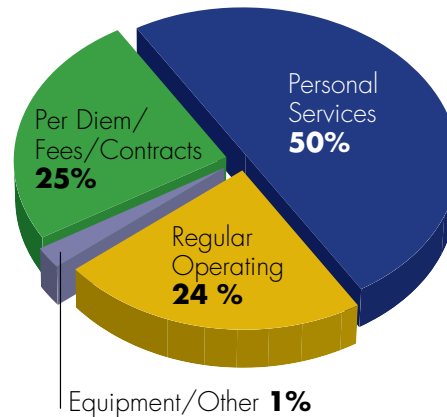
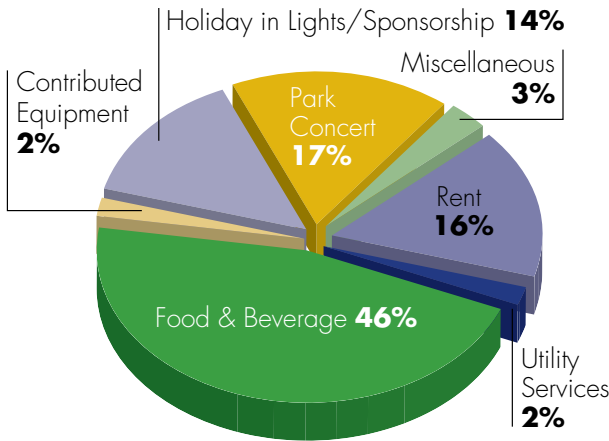


**CENTENNIAL OLYMPIC PARK
Operating Revenue**

Rent	317,104
Utility Services	35,310
Parking	3,083
Food & Beverage	918,334
Contributed equipment	35,555
Holiday in Lights/Sponsorship	270,000
Park Concert	329,503
Miscellaneous	54,028
Operating Revenue	\$1,962,917

**CENTENNIAL OLYMPIC PARK
Operating Expenses**

Personal Services	1,773,094
Regular Operating	865,560
Equipment/Other	28,687
Per Diem/Fees/Contracts	877,909
Operating Expenses	\$3,545,250
Net Operating Profit	(\$1,582,333)



Non-operating Revenue

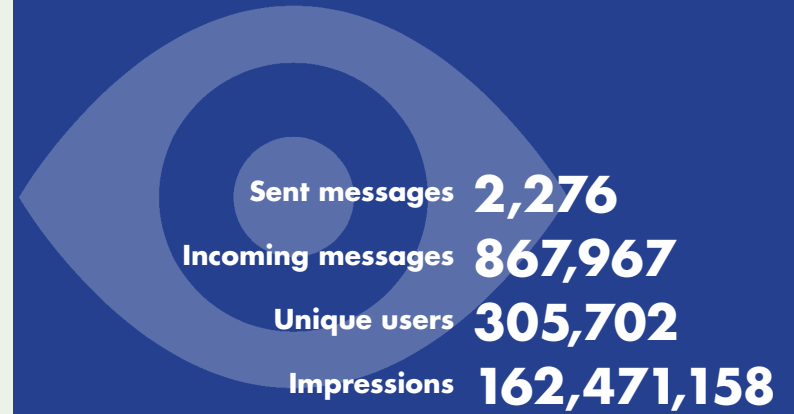
Transfer from GWCC	1,611,500
Gain/Loss of Fixed Assets	(223)
Transfer From Other Agencies	372
Subtotal	\$1,611,649
TOTAL REVENUE	\$3,574,566

Total Expense

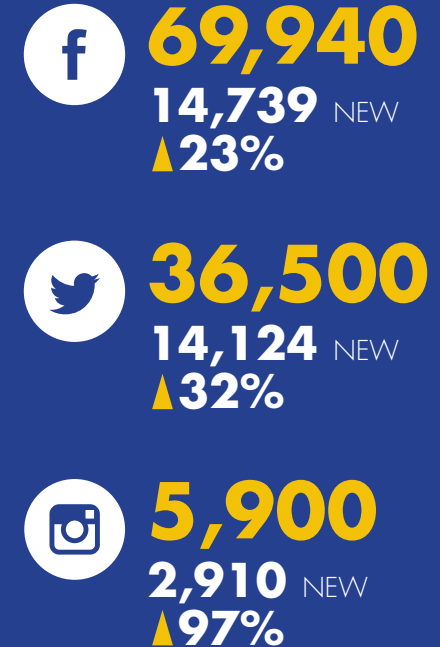
Total Expense	\$3,545,250
Net Income before depreciation and OPEB accrual	\$29,316

2014

**GWCCA SOCIAL
MEDIA STATISTICS**



FOLLOWERS





www.gwcc.com

www.gadome.com

www.centennialpark.com



GEORGIA WORLD CONGRESS CENTER AUTHORITY

285 Andrew Young Int'l Blvd., NW • Atlanta, Georgia 30313-1591