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

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.

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.

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.


Layout and design: Lampe-Farley Communications Inc.
Printing: H&W Printing
A digital copy of this publication and prior year’s annual report are available at gwcc.com.

The 2013 Annual Report is the proud recipient of a 2014 Apex Award for Publication Excellence.
A Catalyst
4 For Growth
6 For Community
8 For Event Development
10 For Sustainability
11 For Innovation
12 For Health, Wellness, and Achievement

Financials
14 Direct Profit to Georgia
15 Georgia World Congress Center
16 Georgia Dome
17 Centennial Olympic Park
17 2014 GWCCA Social Media Statistics
**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.

**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.
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

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

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 than 550 care packages to the students.
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.

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 Authority’s sales initiatives.

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.

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.
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.

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.

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.

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

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

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

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>64%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Male</td>
<td>64%</td>
</tr>
<tr>
<td>Female</td>
<td>36%</td>
</tr>
</tbody>
</table>

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.
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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Operating Revenue</th>
<th>Operating Expense</th>
<th>Operating Profit</th>
<th>Tax Revenue</th>
<th>Debt Service</th>
<th>State Profit</th>
<th>Direct Profit to Georgia</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>63,194,387</td>
<td>62,127,328</td>
<td>1,067,059</td>
<td>83,512,721</td>
<td>41,530,153</td>
<td>41,982,568</td>
<td>43,049,627</td>
</tr>
<tr>
<td>2006</td>
<td>78,188,628</td>
<td>65,568,714</td>
<td>12,619,914</td>
<td>104,141,534</td>
<td>41,269,932</td>
<td>62,871,602</td>
<td>75,491,516</td>
</tr>
<tr>
<td>2007</td>
<td>78,435,644</td>
<td>73,250,147</td>
<td>5,185,497</td>
<td>129,213,843</td>
<td>40,332,332</td>
<td>88,881,511</td>
<td>94,067,008</td>
</tr>
<tr>
<td>2009</td>
<td>71,060,589</td>
<td>77,079,259</td>
<td>(6,018,670)</td>
<td>97,415,555</td>
<td>33,922,265</td>
<td>63,493,290</td>
<td>57,474,620</td>
</tr>
<tr>
<td>2010</td>
<td>68,707,527</td>
<td>68,752,678</td>
<td>(45,151)</td>
<td>87,901,235</td>
<td>36,429,879</td>
<td>51,471,356</td>
<td>51,426,205</td>
</tr>
<tr>
<td>2011</td>
<td>78,280,863</td>
<td>71,963,267</td>
<td>6,317,596</td>
<td>76,219,994</td>
<td>30,455,391</td>
<td>45,764,603</td>
<td>52,082,199</td>
</tr>
<tr>
<td>2013</td>
<td>89,504,084</td>
<td>82,199,870</td>
<td>7,304,214</td>
<td>59,096,921</td>
<td>29,798,276</td>
<td>29,298,645</td>
<td>36,602,859</td>
</tr>
<tr>
<td>2014</td>
<td>89,459,952</td>
<td>85,338,631</td>
<td>4,121,321</td>
<td>72,762,330</td>
<td>27,904,591</td>
<td>44,857,739</td>
<td>48,979,060</td>
</tr>
</tbody>
</table>

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.
### 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

#### 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: $2,5674
- 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

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Dollars Generated</td>
<td>$767,248,826</td>
<td>$492,444,892</td>
<td>$448,925,330</td>
</tr>
<tr>
<td>Impact of New Dollars</td>
<td>$1,481,263,498</td>
<td>$1,938,859,134</td>
<td>$834,462,527</td>
</tr>
<tr>
<td>State</td>
<td>$64,105,386</td>
<td>$44,126,713</td>
<td>$24,021,831</td>
</tr>
<tr>
<td>Local</td>
<td>$36,334,025</td>
<td>$24,125,861</td>
<td>$24,021,831</td>
</tr>
<tr>
<td>Hotel/Motel Tax</td>
<td>$17,799,503</td>
<td>$11,945,542</td>
<td>$9,430,410</td>
</tr>
<tr>
<td>Total</td>
<td>$118,238,914</td>
<td>$80,198,116</td>
<td>$72,531,736</td>
</tr>
</tbody>
</table>
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 1,449,191
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

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

<table>
<thead>
<tr>
<th>Non-operating Revenue</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>H/M Tax</td>
<td>21,590,989</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gain/Loss of Fixed Assets</td>
<td>49,791</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transfer From Other Agencies</td>
<td>13,616</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td>$21,654,396</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL REVENUE</td>
<td>$71,512,174</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-operating Expenses</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital/Renovation Projects</td>
<td>278,099</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debt Service Interest expense</td>
<td>2,820,060</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td>$3,098,159</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Expense</td>
<td>$49,888,014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Income before depreciation and OPEB accrual</td>
<td>$21,524,160</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**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 Total:** $1,962,917

**FOLLOWERS**

- Facebook: 69,940 (14,739 NEW, 23%)
- Twitter: 36,500 (14,124 NEW, 32%)
- Instagram: 5,900 (2,910 NEW, 97%)

**GWCCA SOCIAL MEDIA STATISTICS**

- Sent messages: 2,276
- Incoming messages: 867,967
- Unique users: 305,702
- Impressions: 162,471,158

**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 Total:** $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

**FOLLOWERS**

- Facebook: 69,940 (14,739 NEW, 23%)
- Twitter: 36,500 (14,124 NEW, 32%)
- Instagram: 5,900 (2,910 NEW, 97%)

**GWCCA SOCIAL MEDIA STATISTICS**

- Sent messages: 2,276
- Incoming messages: 867,967
- Unique users: 305,702
- Impressions: 162,471,158

**Operating Expenses**

- Personal Services: $1,773,094
- Regular Operating: $865,560
- Equipment/Other: $28,687
- Per Diem/Fees/Contracts: $877,909

**Operating Expenses Total:** $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