



IT HAPPENS HERE.

GEORGIA WORLD CONGRESS CENTER AUTHORITY
2012 ANNUAL REPORT





MISSION

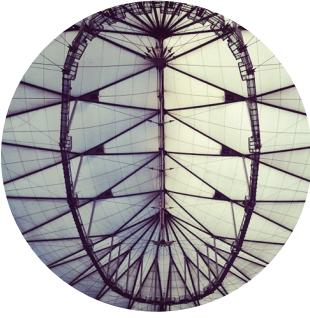
The State of Georgia established the Georgia World Congress Center Authority to develop and operate the Georgia World Congress Center, the Georgia Dome, Centennial Olympic Park, and related facilities. These facilities exist for the primary purpose of promoting and facilitating events and activities 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.



Fiscal Year 2012 – July 1, 2011-June 30, 2012

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SUCCESS Happens Here



Frank Poe, GWCCA Executive Director

At the Georgia World Congress Center Authority (GWCCA), **we make customers the focus of all we do.** The GWCCA is defining our success through our customers’ experience. Customer service remains a foundational element in our business development. As a major economic engine in the State of Georgia and a leader in the hospitality community, one of the city’s top industries, we recognize the importance our success has on the state and local economy. Whether we are celebrating the Falcons 20th season in the Georgia Dome or welcoming the International Poultry Show for their 64th tradeshow, we are driven to be the best for those whom we serve.

During the past fiscal year, our campus welcomed **millions of guests** to tradeshow, sporting events, concerts and more. These guests generated approximately \$106 million in local and state tax revenue and provided a total economic impact of \$1.2 billion. Events that took place on our campus **supported over 13,450 jobs for the State of Georgia.**

What follows is a list of milestones made special by the customers that have committed to our campus because they are happy; happy with the service we provide and happy with the experience their attendees receive. **Creating happiness** is the goal of our more than 400 employees and **is the GWCCA’s strategic vision for success.**

The Georgia World Congress Center Authority (GWCCA) campus welcomed over five million guests in Fiscal Year 2012 for tradeshow, sporting events, concerts and more. The campus hosted over 500 events. Below is a small sampling from our event calendar.

2011



—JULY—

The 4th of July celebration at Centennial Olympic Park was, once again, the venue’s largest event of the year and provided Atlantans with the best, free concert and fireworks in the city.

—AUG.—

The Atlanta Falcons began their 20th season playing in the Georgia Dome. Over the past four years (2008-11) the Falcons have recorded a 26-8 record inside the Georgia Dome. The Falcons drew 560,773 fans in the eight regular season games.

—SEPT.—



The Chick-fil-A Kickoff game has become one of the nation’s premier Labor Day Weekend games. In 2011 Boise State defeated Georgia 35-21 leading the Broncos to a 12-1 record and a top-10 final ranking, while the Bulldogs (10-4) went on to win the SEC East and a final ranking of 16 in the BCS. The game drew an announced crowd of 73,614 fans.

—OCT.—

Produce Marketing Association welcomed over 18,000 attendees to their tradeshow at the GWCC, and at the conclusion of the event contributed 158 tons of produce to the Atlanta Community Food Bank.

—NOV.

Centennial Olympic Park's self-produced annual Holiday in Lights display and ice skating rink, an Atlanta holiday tradition, brought over 40,000 skaters to downtown.

—DEC.

The winner of the SEC Championship game went on to participate in the BCS National Championship Game for the 6th consecutive season. LSU defeated Georgia by a score of 42-10 in front of 74,515 fans.

ESPN College GameDay broadcast live from Centennial Olympic Park for the 6th time the morning of the SEC Championship.

2012

—JAN.

Passion Conference welcomed over 43,000 students and leaders from 31 countries to the GWCC and Georgia Dome. Participants donated over 36,000 towels and 150,000 socks, enough to provide Atlanta's homeless shelters with towels and socks for the entire year as well as extra supplies to send to New York City during Hurricane Sandy relief efforts.

The GWCC's largest annual trade show, the International Poultry Exposition was honored by Georgia Governor Nathan Deal when he proclaimed the fourth week of January as Poultry Week in recognition of their 64 continuous years exhibiting, the 21,000 attendees they bring to the city each year and their estimated annual economic impact of \$23 million.

—FEB.

Material Handling Industry of America chose the GWCC for their inaugural event, the MODEX-Material Handling Show, welcoming 12,500 attendees in the manufacturing, logistics, distribution and supply chain industries.

Hinman Dental Meeting celebrated its 100th anniversary while hosting 22,700 dentists, dental assistants, hygienists and other dental professionals to their annual meeting at the GWCC.

—MAR.

For the fourth time the Georgia Dome played host to an NCAA Basketball Regional. In 2012, Baylor, Indiana, Kentucky and Xavier were the four schools that advanced to the "Sweet 16 Round." Kentucky cut down the nets in the Dome and again a week later as the Wildcats claimed their eighth National Championship. The three games over two days drew a crowd of 48,766.

The Publix Georgia Marathon started Centennial Olympic Park's season, bringing 13,000 marathoners and local runners from all across the country to compete.

—APR.

The Purina Incredible Dog Challenge brought nearly 100 competitors to Centennial Olympic Park to participate in "Olympic-style" events including dog diving, freestyle flying disc, head-to-head weave poles and Jack Russell hurdle racing. Winners of the challenge went on to compete in the national championship.

—MAY

Centennial Olympic Park hosted Party in the Park, it's first self-produced ticketed concert in 10 years. The event headlined The Flaming Lips and drew a crowd of 8,700.

—JUNE

Kenny Chesney and Tim McGraw reunited for the concert event of the year in 2012, the 'Brothers of the Sun' tour. Joining Chesney and McGraw on the 'Brothers of Sun' Tour was Grace Potter & the Nocturnals and Jake Owen. The Concert was the Dome's first self-produced event and drew a crowd of over 43,000 fans.





GWCCA staff and youth from the Atlanta 5th Ward Boys Association enjoy ice skating together at the Park.

The Georgia World Congress Center Authority (GWCCA) is committed to positively impacting the quality of life of the people living and working around our campus and to enhance the overall experience of our guests by investing our resources and relationships into organizations that share our vision.

Recent efforts include:

- **Atlanta 5th Ward Boys Association**
 - Members of the Authority serve as mentors to high-risk youth to promote a positive attitude toward school and homework. For Fiscal Year 2012, the non-profit actually utilized the GWCC as meeting space for all program participants.
- **Atlanta and Fulton County Summer Youth Program**
 - In conjunction with The Atlanta Workforce Development Agency, the GWCCA provides an internship program to high school students. The program, designed to provide work experience and skills development, had more than 20 participants work on campus for more than 8 weeks.

THE GWCCA HAS SUPPORTED THE FOLLOWING NON-PROFITS THROUGH DONATIONS AND VOLUNTEERING BY EMPLOYEES:

- Atlanta Mission, which included My Sisters House and Shepherd's Inn
- The Gateway Center
- Bethune Elementary
- Toys for Tots
- Atlanta Community Food Bank



THE STATE CHARITABLE CONTRIBUTION COMMITTEE COLLECTED OVER \$19,000 IN PLEDGES AND DONATIONS. THE GWCCA HOLDS NUMEROUS FUNDRAISERS THROUGHOUT THE YEAR FOR THIS CAMPAIGN, INCLUDING A BAKE AUCTION, A LOOSE CHANGE DRIVE AND A FALL FESTIVAL.

EFFICIENCY Happens Here.



Members of the GWCCA Green Team with City of Atlanta Mayor Kasim Reed during the 2012 Downtown Atlanta Earth Day Clean Up Challenge.

The Georgia World Congress Center Authority (GWCCA) strives to continually improve our operational efficiencies and preservation of resources by working with our internal and external partners and clients.

This year we:

- Diverted 1,349 tons of material from landfills, 32.4% of our waste stream
- Participated in Earth Hour for the second consecutive year as well as the first Downtown Atlanta Earth Day Clean Up Challenge
- Converted the employee cafeteria to china and other reusable dishes to minimize waste
- Partnered with the Chick-fil-A Bowl to host the Chick-fil-A Bowl Sustainability Summit
- Registered the Georgia World Congress Center (GWCC) with the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) Operations and Maintenance in order to work towards certification
- Replaced lighting in all 12 exhibit halls with more efficient fixtures, added lighting controls and installed motion sensors in offices and storage rooms, contributing to a 6.3% reduction in electrical consumption compared to last year
- Hosted our first "Zero Waste Event" with EarthShare of Georgia for Earth Day
- Joined the Atlanta Better Buildings Challenge to reduce energy and water consumption by 20% by the year 2020

"Over the past few years we have taken the industry lead by focusing our operations on sustainable practices such as waste diversion and greening of events."

-Tim Trefzer, GWCCA Sustainability Coordinator



INTERNATIONAL PLAZA, WHICH TOPS-OFF THE SEVEN STORY RED PARKING DECK, WAS NAMED THE 6TH LARGEST GREEN ROOF IN THE WORLD



Safety and security are top priorities on the 200-acre Georgia World Congress Center Authority (GWCCA) campus in downtown Atlanta. GWCCA's Public Safety Department works hand in hand with the City of Atlanta Police Department (APD) and Central Atlanta Progress' Ambassador Force. Working together, the three agencies are dedicated to ensuring visitors are safe and comfortable while downtown.

GWCCA Public Safety provides a visible police presence by patrolling the whole campus including parking lots, plazas and thoroughfares. They are available to offer directions and provide information.

Ambassadors and APD officers also offer downtown patrols with a touch of southern hospitality. **The Ambassador Force** is located throughout downtown, including the hotel district and corridor leading to the GWCCA. Recognizable by their uniform, which includes a Pith helmet, Ambassadors have been assisting visitors with information, directions and escorts since the 1996 Centennial Olympic Games.

Joining the Ambassadors on the streets of Atlanta are **APD patrol officers** who ensure downtown guests have a safe and pleasant experience while in Atlanta.

GWCCA PUBLIC SAFETY, APD AND THE AMBASSADOR FORCE PATROL OUR CAMPUS AND DOWNTOWN ATLANTA BY:

- Foot
- T3 Electronic Vehicle
- Automobile
- Bike
- Segway
- Horse

THIS YEAR, 20 EMERGENCY CALL BOXES WERE INSTALLED THROUGHOUT THE GWCCA CAMPUS. THE BOXES ARE SOLAR POWERED, AND CALLS GO DIRECTLY TO GWCCA'S 24-HOUR DISPATCH.



THE GWCCA'S PUBLIC SAFETY DEPARTMENT IS A STATE CERTIFIED LAW ENFORCEMENT AGENCY THROUGH THE GEORGIA ASSOCIATION OF CHIEFS OF POLICE. THE DEPARTMENT MUST COMPLY WITH 118 STANDARDS FOR CERTIFICATION.

SERVICE Happens Here.

Employee of the Year is the highest recognition given to an employee at the Georgia World Congress Center Authority (GWCCA). Employees of the year are nominated by their peers, and the first year for the program was in 2011. The recipient was Hollis Dyer of Georgia Dome Building Services. Ken Snow from the Department of Public Safety was the 2012 winner.



Ken Snow showed superior service by changing a tire for a young female college student whose vehicle was disabled a few blocks from campus.

2012

KEN SNOW

Police Lieutenant, 19 Years of Service

"I remind the other officers on the force that they are sworn to 'protect and serve.' The 'protect' part is very important but 'serve' is a reminder to the community that Public Safety is here to be of assistance in times of crisis."

An organizational champion for the whole campus, Ken demonstrates servant leadership on a daily basis.

- Ken is always willing to rearrange his schedule to accommodate other officers' needs.
- With the assistance of other officers, Ken rescued a kitten from the engine of a car in the Red Parking Deck. He is an animal enthusiast frequently taking in stray animals and once bottle fed two orphan kittens for weeks.

2011

HOLLIS DYER

Executive Assistant, 20 Years of Service

"I'm a low-key person. I don't serve for recognition. I'm here to help our staff feel valued."

Hollis helps her fellow employees and local community by lending her time and enthusiasm.

- Each summer, Hollis mentors high school students participating in Atlanta's Mayor Youth Program.
- Hollis is the head of a group of Building Services employees that volunteer during their time off to help at a nearby senior citizens home.



Hollis has assisted a number of employees at the Georgia Dome obtain their GED by volunteering her time to help them register and complete the coursework.



Video walls give visitors information about the events they are attending and provide advertising opportunities for exhibitors and local businesses.

The Georgia World Congress Center Authority (GWCCA) continually looks for innovation opportunities and ways to upgrade our current technology. Recent innovations include:

Video Walls

- The Georgia World Congress Center (GWCC) uses video walls and digital signage to broadcast information during events and for advertising purposes.
- Clients can post videos about their event, update last minute schedule changes, promote run of show and also engage social media initiatives.
- Exhibitors and Sponsors can use the video boards to advertise through rich video and static imagery.
- The GWCC currently has 5 video walls, 17 single monitors, 1 external billboard and 2 external marquees.

Expanded Surveillance Video

- There are 300+ cameras on the entire GWCCA campus
- The GWCCA received grant funds in 2012 to extend camera coverage campus-wide.

T3 VEHICLES

THE GWCCA'S PUBLIC SAFETY DEPARTMENT USES T3 MOTION VEHICLES, CLEAN-ENERGY THREE-WHEELED VEHICLES, FOR PATROLLING THE 200-ACRE CAMPUS. ALL-ELECTRIC, ZERO GAS EMISSIONS, HIGH EFFICIENCY, T3 VEHICLES REDUCE THE USE OF CAR PATROL AND OVER ALL FUEL USAGE.



NEW ADVANCED LIGHTING CONTROLS IN THE EXHIBIT HALLS ALLOW INDIVIDUAL LIGHTS AND LIGHT LEVELS TO BE CONTROLLED REMOTELY VIA IPAD.

ENGAGEMENT Happens Here.

The Georgia World Congress Center Authority (GWCCA) utilizes various social media platforms to engage the public, to connect with our customers, fans and attendees, as a listening strategy and to promote events on and around our campus.

A few highlights from Fiscal Year 2012, include:



Centennial Olympic Park won an award for **BEST SOCIAL MEDIA CAMPAIGN** from Southeast Festivals and Events Association (SFEA) for their 4th of July efforts.



The Georgia Dome had 200,000 views on a WrestleMania promo video on YouTube.



The campus started a blog on Tumblr (gwcca.tumblr.com), which won an Award of Excellence from APEX Awards for Publication Excellence.



Centennial Olympic Park reached 10,000 likes on Facebook.



The Georgia World Congress Center (@gwcc_atl) and Centennial Olympic Park (@centennial_park) joined Instagram.



The Georgia World Congress Center reached 5,000 likes on Facebook.



11Alive, the local NBC affiliate, included the Georgia Dome and Centennial Olympic Park in their list of "**ATLANTA'S TOP TWEETS - OLYMPICS EDITION**."



The Georgia Dome reached 15,000 likes on Facebook.



The Georgia Dome was named **NO. 16 IN THE COUNTRY** among all venues for its social media efforts by Venues Today Magazine (January 2012 issue).

FACEBOOK

GeorgiaWorldCongressCenter
TheGeorgiaDome
CentennialOlympicPark

TWITTER

@GWCC_ATL
@GeorgiaDome
@Centennial_Park

YOUTUBE

GWCCTV
TheGeorgiaDome
centennialparkatl

INSTAGRAM

@GWCC_ATL
@GeorgiaDome
@Centennial_Park

TUMBLR

gwcca



HISTORY

Happens Here

Opened in 1976, the Georgia World Congress Center Authority (GWCCA) campus began as one of the nation's premier convention facilities with 350,000-square-feet of exhibit space. After three expansions and the addition of two other facilities, the GWCCA now consists of the 3.9 million square foot Georgia World Congress Center (GWCC), the 71,250-seat Georgia Dome and 21-acre Centennial Olympic Park. The campus ranks among the top five largest convention destinations in the country as well as one of the best sports and entertainment campuses in the world.

— 1970 —

AN AD HOC COMMITTEE FORMS to study the feasibility of developing an international trade and exhibition center in Atlanta.

— 1974 —

On October 30, groundbreaking ceremony celebrates initial construction of the GWCC.

— 1976 —

The GWCC officially opens its first exhibit 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.

— 1985 —

The GWCC officially celebrates the completion of the Phase II expansion project (Building B) on April 26, which adds 1.1 million square feet.

— 1990

Construction begins on a new home for the Atlanta Falcons. The **71,250-SEAT GEORGIA DOME** will be located next to the GWCC and will host year-round sporting events and concerts.

— 1992

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

— 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.

— 1996

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, and Centennial Olympic Park serves as the world's gathering place during the games.

— 2002

Grand opening ceremonies for the completion of the 1.1 million square foot Building C expansion makes the GWCC **ONE OF THE LARGEST CONVENTION CENTERS IN THE UNITED STATES**.

— 2008

A tornado rips through Downtown Atlanta hitting all three buildings of the GWCC, 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 are open for events.

— 2009

After 33 years at the helm of one of the nation's largest convention, sports and entertainment complexes, **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 GWCCA. A 38-year convention center veteran, Poe was director of the Dallas Convention Center prior to accepting the GWCCA position.

The Atlanta Falcons and GWCCA complete the fourth and final stage of a **\$58 MILLION RENOVATION TO THE GEORGIA DOME**, including updated premium areas, new color schemes throughout the facility, new HD video screens and a new updated sound system.

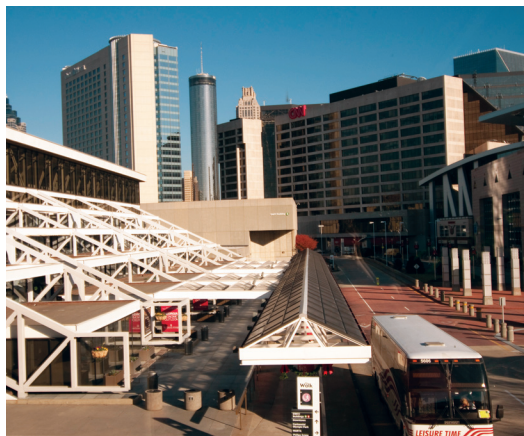
— 2011

The GWCCA campus is chosen as the new location of the College Football Hall of Fame expected to open in 2014 on Marietta Street.

— 2012

GWCCA publishes first draft of non-binding term sheet culminating two years of negotiations on a new football stadium for the campus.

MID 1980s



TODAY

GROWTH Happens Here

The first structure built on the Georgia World Congress Center Authority campus was Building A, which opened in 1976. Since then the campus has changed quite a bit with the addition of Building B (1985), expansion of the same building (1992), construction of the Georgia Dome (1992), addition of Centennial Olympic Park (1996) and construction of Building C (2002).

EARLY 1990s



TODAY

MID 1990s



TODAY



The 200-acre GWCCA campus is located on the west side of downtown Atlanta.

Over the years, the Georgia World Congress Center Authority (GWCCA) campus has seen exceptional commercial growth in downtown Atlanta. Since the development of Centennial Olympic Park, built for the 1996 Olympic Games, the campus has become an **anchor for downtown development** and economic impact. Downtown has become a thriving tourist district with neighbors that include:

- **World of Coca-Cola**
- **Georgia Aquarium**
- **CNN Center**
- **Imagine It! The Children's Museum**

Over **\$3 billion** is dedicated to planned development around the GWCCA campus including: streetscape, retail, residential, hotel, attraction and office space. In the near future, we can look forward to the following additions to downtown Atlanta:

- \$92.5M in public investment, including the **Atlanta Streetcar** scheduled to be operational in 2013
- **The College Football Hall of Fame**
- **The Center for Civil & Human Rights**

DOWNTOWN ATLANTA'S EXTENSIVE GROWTH OVER THE PAST FEW YEARS:

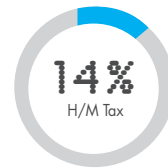
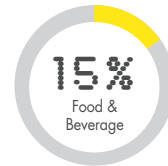
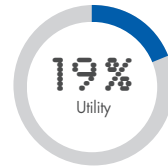
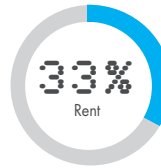
- 1996** Centennial Olympic Park, Embassy Suites Hotel, Metro Chamber of Commerce Addition
- 1999** Phillips Arena
- 2002** Centennial Park West, Museum Tower, Centennial House
- 2003** Imagine IT! Children's Museum, Omni Hotel North Tower
- 2005** Georgia Aquarium
- 2006** The Glenn Hotel, Southern Co.
- 2007** World of Coca-Cola, Twelve Centennial Park, Ernst & Young, Centennial Park North Town Homes
- 2008** Hilton Garden Inn, AmericasMart Addition, Luckie-Marietta District Restaurant Row
- 2009** W Hotel
- 2011** Georgia Aquarium Dolphin Addition, Courtyard Atlanta Downtown



REVENUE & EXPENSE REPORT

OPERATING REVENUE

Rent	10,113,692
Utility Services	5,936,142
Insurance Recovery	24,851
Parking	3,632,434
Food & Beverage	4,740,123
Advertising	98,785
H/M Tax	4,231,508
Miscellaneous	1,989,252
Subtotal	30,766,787

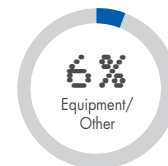
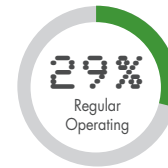


NON-OPERATING REVENUE

H/M Tax - ACVB	14,054,011
Transfer from Prior year Reserves	416,752
Contributed Equipment	2,847,380
Gain/Loss of Fixed Assets	32,562
Transfer from Other Agencies	903,171
Subtotal	18,253,876
Total Revenue	49,020,663

OPERATING EXPENSES

Personal Services	16,786,539
Regular Operating	8,679,273
Equipment/Other	1,950,977
Per Diem/Fees/Contracts	2,609,106
Subtotal	30,025,895
Net Operating Profit	740,892



NON-OPERATING EXPENSES

ACVB H/M Tax	14,054,011
Capital/Renovation Projects	1,319,923
Contributed Equipment	2,847,380
Transfer to PARK/Others	1,567,063
Subtotal	19,788,377
Total Expense	49,814,272
Net Income/Loss Before Depreciation	(793,609)



THE LOBBY IN BUILDING C AT THE GEORGIA WORLD CONGRESS CENTER IS OVER 1,000 FEET LONG, 80 FEET WIDE AND OVER 90 FEET HIGH – LARGE ENOUGH TO HOLD THE TITANIC.



Events at the Georgia World Congress Center (GWCC) produced a total economic impact of over \$930 million in Fiscal Year 2012.



ATTENDANCE

FISCAL YEAR 2012: GWCC ATTENDANCE

41 Major Tradeshows & Conventions	462,267
11 Public/Consumer Shows	300,889
258 Meetings, Corporate Events & Others	222,101
Total Attendance	985,257
Total Out of State Attendance	601,137



ECONOMIC IMPACT

GWCC ECONOMIC ACTIVITY

"New Dollars"	492,444,892
Total Economic Impact	938,859,134
Labor Income	337,041,322
Employment	10,426

TAX REVENUES

Georgia Sales Tax	26,134,725
Local Sales Tax	24,125,861
Hotel/Motel Tax	11,945,542
Personal Income Tax/Other	17,991,988
Total	80,198,116

PRIOR 3 YEAR ECONOMIC SUMMARY

	2009	2010	2011
"New Dollars"			
Generated	1,179,702,700	1,013,641,402	767,248,826
Total Impact of "New Dollars"	1,943,308,312	1,669,965,410	1,481,263,498
State	83,803,959	71,916,220	64,105,386
Local	37,355,492	32,030,217	36,334,025
Hotel/Motel	35,018,298	29,804,325	17,799,503
Total	156,177,749	133,750,762	118,238,914



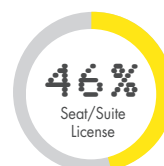
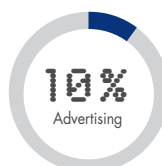
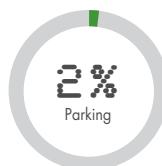
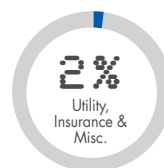
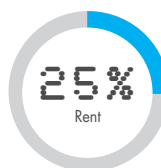
THE GEORGIA WORLD CONGRESS CENTER HOSTED OVER 300 EVENTS IN FISCAL YEAR 2012 WELCOMING ALMOST 1 MILLION ATTENDEES.



REVENUE & EXPENSE REPORT

OPERATING REVENUE

Rent	10,169,646
Utility Services	103,623
Insurance Recovery	2,322
Parking	811,984
Food & Beverage	6,219,430
Advertising	4,111,235
Seat/Suite License Fees	19,013,908
Miscellaneous	962,261
Subtotal	41,394,409

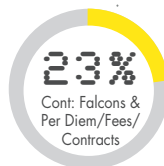
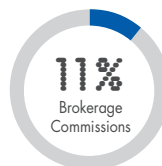
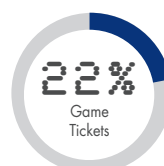
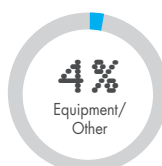
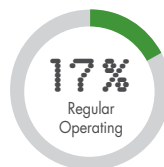


NON-OPERATING REVENUE

Transfer from Prior Year Reserves	480,955
H/M Tax	18,841,612
Contributed Equipment	550,732
Gain/Loss of Fixed Assets	7,720
Subtotal	19,881,019
Total Revenue	61,275,428

OPERATING EXPENSES

Personal Services	8,985,104
Regular Operating	6,681,847
Equipment/Other	1,329,335
Game Tickets	8,664,806
Brokerage Commissions	4,422,898
Contractual: Falcons	4,501,557
Per Diem/Fees/Contracts	4,588,691
Subtotal	39,174,238
Net Operating Profit	2,220,171



NON-OPERATING EXPENSES

Capital/Renovation Projects	733,899
Contributed Equipment	550,732
Debt Service Interest Expense	4,823,160
Subtotal	6,107,791
Total Expense	45,282,029
Net Income Before Depreciation	15,993,399



THE GEORGIA DOME IS THE ONLY FACILITY TO HOST THE OLYMPICS, THE SUPER BOWL AND THE NCAA FINAL FOUR, THREE OF THE LARGEST SPORTING EVENTS IN THE WORLD.



Events at the Georgia Dome produced a total economic impact of almost \$270 million in Fiscal Year 2012.



ATTENDANCE

FISCAL YEAR 2012: DOME ATTENDANCE

10 Atlanta Falcons Games	575,898
6 Georgia State University Games	45,348
1 Basketball Championship	23,653
1 Concert	41,549
57 General Meetings	196,720
15 Spectator Sports	501,063

Total Attendance 1,384,231



ECONOMIC IMPACT

DOME ECONOMIC ACTIVITY

"New Dollars"	141,979,527
Total Economic Impact	269,214,554
Labor Income	94,317,516
Employment	3,027

TAX REVENUES

Georgia Sales Tax	7,966,592
Local Sales Tax	7,394,035
Hotel/Motel Tax	5,019,364
Personal Income Tax/Other	5,093,958

Total 25,473,949

PRIOR 3 YEAR ECONOMIC SUMMARY

	2009	2010	2011
"New Dollars"			
Generated	190,561,092	224,650,253	139,319,006
Total Impact of			
"New Dollars"	295,709,909	348,550,611	267,150,435
State	13,611,597	15,985,015	12,114,608
Local	6,354,760	7,446,341	7,094,821
Hotel/Motel	4,841,362	5,612,903	3,177,694

Total 24,807,719 29,044,259 22,387,123



THE GEORGIA DOME HOSTED OVER 100 EVENTS IN FISCAL YEAR 2012 WELCOMING 1.4 MILLION ATTENDEES.



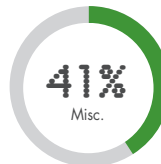
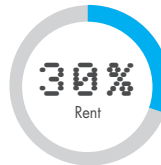
REVENUE & EXPENSE REPORT

Centennial Olympic Park welcomes millions of guests each year who enjoy concerts, ice skating, the 4th of July celebration, visiting the Fountain of Rings and more.



OPERATING REVENUE

Rent	273,040
Utility Services	23,581
Insurance Recovery	396
Food & Beverage	120,588
Sponsorship	117,586
Miscellaneous	372,292
Subtotal	907,483



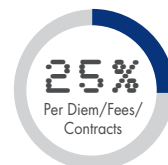
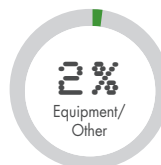
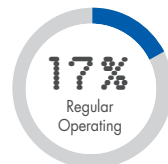
NON-OPERATING REVENUE

Transfer from Prior year Reserves	66,391
Transfer from GWCC	1,501,011
Contributed Equipment	51,038
Gain/Loss of Fixed Assets	480
Subtotal	1,618,920
Total Revenue	2,526,403



OPERATING EXPENSES

Personal Services	1,551,625
Regular Operating	458,579
Equipment/Other	48,170
Per Diem/Fees/Contracts	689,361
Subtotal	2,747,735
Net Operating Profit	(1,840,252)



NON-OPERATING EXPENSES

Capital/Renovation Projects	66,392
Contributed Equipment	51,038
Subtotal	117,430
Total Expense	2,865,165
Net Income/Loss Before Depreciation	(338,762)



A TOTAL OF 54,250 PEOPLE PARTICIPATED IN THE 12 WALKS/RUNS HOSTED AT CENTENNIAL OLYMPIC PARK IN FISCAL YEAR 2012, WHICH EQUATES TO ALMOST 400,000 MILES THROUGH DOWNTOWN ATLANTA.

DIRECT PROFIT TO GEORGIA



- The Georgia World Congress Center Authority (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.
- In Fiscal Year 2012, the State of Georgia had a net profit of almost \$30 million.
- 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.

DIRECT PROFIT TO GEORGIA

DATE	OPERATING REVENUE	-	OPERATING EXPENSE	=	OPERATING PROFIT	TAX REVENUE	-	DEBT SERVICE	=	STATE PROFIT	DIRECT PROFIT TO GEORGIA
2003	30,868,814		29,396,282		1,472,532	70,219,908		38,796,511		31,423,397	32,895,929
2004	29,628,125		28,104,740		1,523,385	76,246,050		40,207,304		36,038,746	37,562,131
2005	28,671,882		30,641,032		(1,969,150)	83,512,721		41,435,601		42,077,120	40,107,970
2006	39,721,815		32,389,842		7,331,973	104,141,534		40,579,064		63,562,470	70,894,443
2007	73,487,283		67,695,083		5,792,200	129,213,843		40,709,070		88,504,773	94,296,973
2008	78,925,903		68,707,062		10,218,841	122,866,019		37,530,305		85,335,714	95,554,555
2009	69,901,524		64,136,324		5,765,200	97,415,555		34,731,065		62,684,490	68,449,690
2010	67,926,966		62,416,159		5,510,807	87,901,235		36,921,791		50,979,444	56,490,251
2011	75,735,621		69,187,104		6,548,517	76,219,994		36,691,726		39,528,268	46,076,785
2012	72,161,196		69,200,133		2,961,063	57,187,264		30,686,513		26,500,751	29,461,814

Direct profit to Georgia is calculated by adding operating profit/loss and state profit.

Prior to 2007, profit and tax revenue only included Georgia World Congress Center (GWCC). Starting in 2007, GWCC and Georgia Dome are included.

THE GEORGIA WORLD CONGRESS CENTER AUTHORITY EMPLOYMENT TEAM

- Comprised of 397 full-time employees –
Georgia World Congress Center: 251, Georgia Dome: 120
and Centennial Olympic Park: 26
- Included part-time employees who worked 325,648
hours, the equivalent of 157 full-time employees
- Participated in 12,097 hours of training related to
customer service and specific job functions

WORKFORCE DIVERSITY FOR FULL-TIME EMPLOYEES

	GWCCA	Metro Atlanta
Caucasian	30%	55%
African American	65%	32%
Other	5%	13%
Male	63%	49%
Female	37%	51%



THE GEORGIA WORLD CONGRESS CENTER AUTHORITY MEMBERSHIP 2012

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Representative Donna Sheldon

LEADERSHIP Happens Here

The Georgia World Congress Center Authority salutes the following employees for their Best In Class service to our organization. They were nominated by their peers to be employees of the month, submitted a winning idea for improving our campus (Bright Idea) or received recognition from a peer for excellent service (E-Card Recipient)!

EMPLOYEES OF THE MONTH

Salih Abdurhman – Jeff Cash – Edward Cazenave – Antonio Jackson – Latonia Jackson – Steven James – Stan Johnson – April Neely – Randy Rogers – Ken Snow – Deborah Waddy – Lucius Watts

BRIGHT IDEA WINNERS

Mike Bishop – Jerome Clark – Andailai Clemon – Terry Copeland – Daniela Dukes – Sharon Durham – Marvey Ellis – Le'Shon Favors – Kevin Herron – James Hill – Mary Catherine Hiller – Mike Jackson – Michelle Jacobs – Haydee Jones – Ivan Jones – Shawn King – Jason Kirksey – Jennifer LeMaster – Shanicka McClendon – Serena McKibbens – Steve Morrow – Mark Neifeld – Lindsay Newman – Rosa Owen – Catlin Ramsdell – Shaneta Robinson – Carolyn Robison – Jason Romine – John Scott – Sandy Smith – Morgan Smith-Williams – Peggy Spencer – Ubong Uting – Tammy Wall – Corey Waters – Daphne Williams – Floyd Williams

E-CARD RECIPIENTS

Dale Aiken – Stewart Alexander – Vicker Alexander – Abdelrazzak Alhassani – Thoms Allen – Billy Anderson – Carmen Anderson – Gail Anderson – Micshon Anderson – Seberia Anderson – Y'keisha Andrews – Rubin Antoine – Rubin Atwell – Travis Banks – Jasmine Barber – John Barclay – Dwight Baylor – Chris Beal – Corey Beasley – Mirvon Bell – Paulette Bell – Timmi Benton – Michael Bester – Christopher Billingslee – Mike Bishop – Patricia Blakley – Barry Boatfield – James Boatfield – Nath Boeur – Carlos Bonner – Quentra Booker – Gary Bowen – Derico Boyd – Catherine Bradwell – Anthony Bray – Kenneth Bray – Larry Brinson – Naomi Brodie – Ronald Brooks – Arron Broom – John Broom – Anthony Brown – Johnny Brown – LaVerne Brown – Sam Brown – Brandy Bryant – Rodger Bustamante – Christain Byrd – Ben Cadore – James Calloway – Barbara Cantrell – Howard Carey – Jeff Cash – Terry Causey – Tyler Charrasse – Joseph Childs – Eugenia Chiscop – Larry Chubb – Laymontz Clark – Andailai Clemon – Shanterria Clemons – Michael Coatney – Grover Collier – Sherry Collier – Tony Combs – Alfonso Cooler – Curtis Cooper – Terry Copeland – Nickebra Crowley – Raymond Crum – Iliana Cuadros – Clark Cullen – Rodney Dannenberg – Brian Davies – Chris Davies – Jimmy Davies – J. Dawson – Dawson Justin – Roger Deaton – Lawanna Demetrius – Detris Dennis – Missy Dennis – Christine Dillard – Sefton Downer – Daniela Dukes – Harry Duncan – Mario Dunlap – Diest Dunson – Sharon Durham – Hollis Dyer – Collette Edmonds – Jazzmon Edmundson – Chris Edwards – Iyekekpolor Egbe – Marvey Ellis – Charles Evans – Melvin Farmer – John Flaherty – Jennifer Footman – Regina Ford – Kenneth Fortson – Janet Fuller – Johnny Gary – Aundre Goode – Billy Gordon – Reggie Graham – Don Hall – Miles Hamilton – Maurice Hardin – Delwyn Harlequin – Artmetrius Harris – Matthew Harris – Derrick Harrison – Orlovic Hasan – Kevin Herron – Theda Hicks – Delores Hill – James Hill – Lee Hinds – Unandi Hodges – Kenny Holmes – Matt Hopkins – Deidra Howard – Tatyana Hudson – Chad Hurston – Bianca Hymes – Eric Ingvaldsen – Eon Jackman – Antonio Jackson – Kennie Jackson – LaTonia Jackson – Michael Jackson – Michelle Jacobs – Chris James – Steve James – Daniel Johnson – Deandre Johnson – Ira Johnson – Lateshia Johnson – Nash Johnson – Nathaniel Johnson – Julius Jones – Kiaesha Jones – Pat Jones – William Jones – Carmen Kelsey – Shawn King – Jason Kirksey – Karen Kitchens – Burnell Lapeyrolerie – Kay Lawrence – Mike Lee – Jennifer LeMaster – Angela Lester – Mike Leverett – LaShaundra Little – Crystal Lowe – Kenneth Lowe – David Lytle – Zelda MacLison – Jimmy Marcus – Tabatha Martin – Mercy Mbugua – Jenell McCrory – Tico McGriff – Demarcus McGruder – Terrell McKenzie – Ian Metcalfe – Billy Miller – Erin Miller – Ernest Mills – Felicia Milner – Robb Miltner – Johnny Minosky – Kevin Minosky – Jerome Mitchel – David Mitchell – Frank Mitchell – Castonia Montgomery – Michael Morgan – April Neely – Mark Neifeld – Jeff Oden – Hasan Orlovic – Prennis Outlaw – Chirstopher Pace – Rory Parks – Kalpesh Patel – Ruth Patton – John Paynter – Brittany Penn – Virgil Person – Christy Petterson – Bridgette Phillips – Ajit Poddar – Orwin Prass – Betty Presley – Ernest Price – Charles Printup – Caitlin Ramsdell – Gerry Redwine – Agnes Reed – Sheilah Reed – Hugh Reynolds – James Reynolds – Antonio Ricks – Jim Ridgway – Rico Riggins – Haydee Rios-Jones – Eddie Rivera – Don Robida – Caroline Robinson – Randy Rogers – Jason Romine – Leonard Ruffin – Jason Rutledge – Kevin Rutledge – Jeff Sanders – Sonya Scandrett – Tremenelle Schaffers – Stephanie Schatzer – Rose Schultze – John Scott – Rebecca Scott – Virginia Scott – Williams Shamblee – Aaron Shearron – Matt Shumake – Chris Simms – John Skelton – Adam Slechta – James Smiley – Bill Smith – Darrell Smith – Gail Smith – Rebekah Smith – Shantanda Smith – Kenneth Snow – Preston Snowden – Melba Sowell – Peggy Spencer – Mike Springfield – Leon Staples – Tony Steed – Mike Stephenson – Alexander Steward – Allen Stewart – Lisa Stock – Anthony Storey – Joe Sturdivant – Willie Styles – Jim Taylorson – Sharita Thomas – Andrea Thomas – Crystal Thomas – Harriet Thomas – Shantanda Thomas-Smith – Erica Trotty – Bryan Upshaw – Andre Valentine – Robert Vincent – Christopher Walker – Eugene Walker – Jessica Walker – Patricia Walker – Taylor Walker – Tammy Wall – Mike Walsh – Janice Ware – Corey Waters – Newton Watkins – Denis Watt – Alan White – Kevin White – Patrick White – Sharon White – Corey Williams – Donald Williams – Dorkist Williams – Gentry Williams – Jacquelyn Williams – Matt Williams – Schandra Williams – Tangela Williams – Anthony Wills – Larry Wilson – Sharita Wilson – Reginald Wimbush – Norris Wingo – Rita Worth – Bobby Wynn – Egbe Yekekpolor – Keith Zachery



IT HAPPENS HERE.

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