

Georgia World Congress Center Authority

**Special Meeting of the Board of Governors**

January 8, 2014



Authority





# Resolution

## Personal Seat License Program

Rich McKay  
Atlanta Falcons





# NEW ATLANTA STADIUM

## CLUB SEAT PSL MARKETING PLAN





# NEW ATLANTA STADIUM

## PSL STAFF UPDATE



- Twenty-five (25) full-time Premium Sales Executives, Three (3) full-time Premium Service Executives, Two (2) Sales Managers, One (1) Vice President of Sales & Service





# NEW ATLANTA STADIUM

## PERSONAL SEAT LICENSE



### Pricing Research

- Studied many newer stadiums across the U.S. in all different sports (49ers Stadium, Cowboys Stadium, New Meadowlands, etc.) to gather both unique design features and numerous pricing structures.
- Convention, Sports & Leisure International (CSL) and Legends worked through a series of phone interviews and focus groups comprised of local corporations, individuals and season ticket holders. The questions focused on what people are willing to pay for PSLs in different areas and their perceived value.
- As part of the market research, Legends selected a limited group of individual prospects and tested the marketing plan. We gained feedback that became critical for presentation content, seat location value and pricing.



# NEW ATLANTA STADIUM

## WHAT IS A PERSONAL SEAT LICENSE?



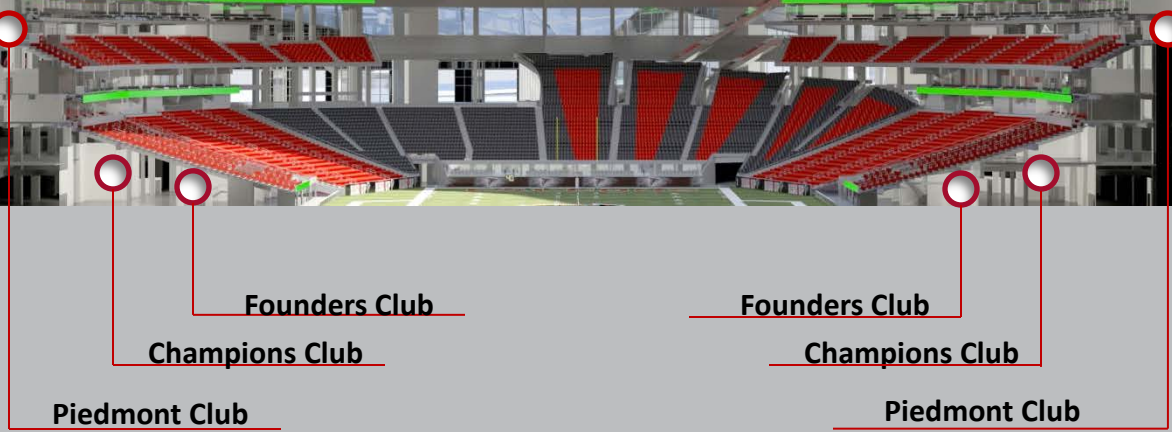
### Personal Seat License (PSL) Overview

- A Personal Seat License, or PSL, is a one-time fee and a common form of financing for building new stadiums or undergoing large-scale renovations of sporting venues.
- You have the right to own your PSL through the term of the stadium lease (minimum of 30 years).
- As a PSL owner, you have exclusive opportunities to purchase tickets to other events hosted at the stadium prior to the general public.
- Season ticket holders have the right to transfer their PSL to a member of their immediate family or to a third party. Details of the transfer process outlined in the PSL agreement.
- Season ticket holders have the right to sell their PSL to a third party. Details of the sales process outlined in the PSL agreement.
- Customers can choose to pay their PSL in full before the stadium opens, pay their PSL in 3 installments before the stadium opens, or select a financing plan to spread the payment over 10 years.
- Additional benefits may include the right to purchase Falcons single game tickets and discounts at certain stadium retail outlets.
- PSL proceeds go directly to fund a portion of construction of the new Atlanta stadium.



# NEW ATLANTA STADIUM

## CLUB SPACE CROSS SECTION



**Founders Club**

**Founders Club**

**Champions Club**

**Champions Club**

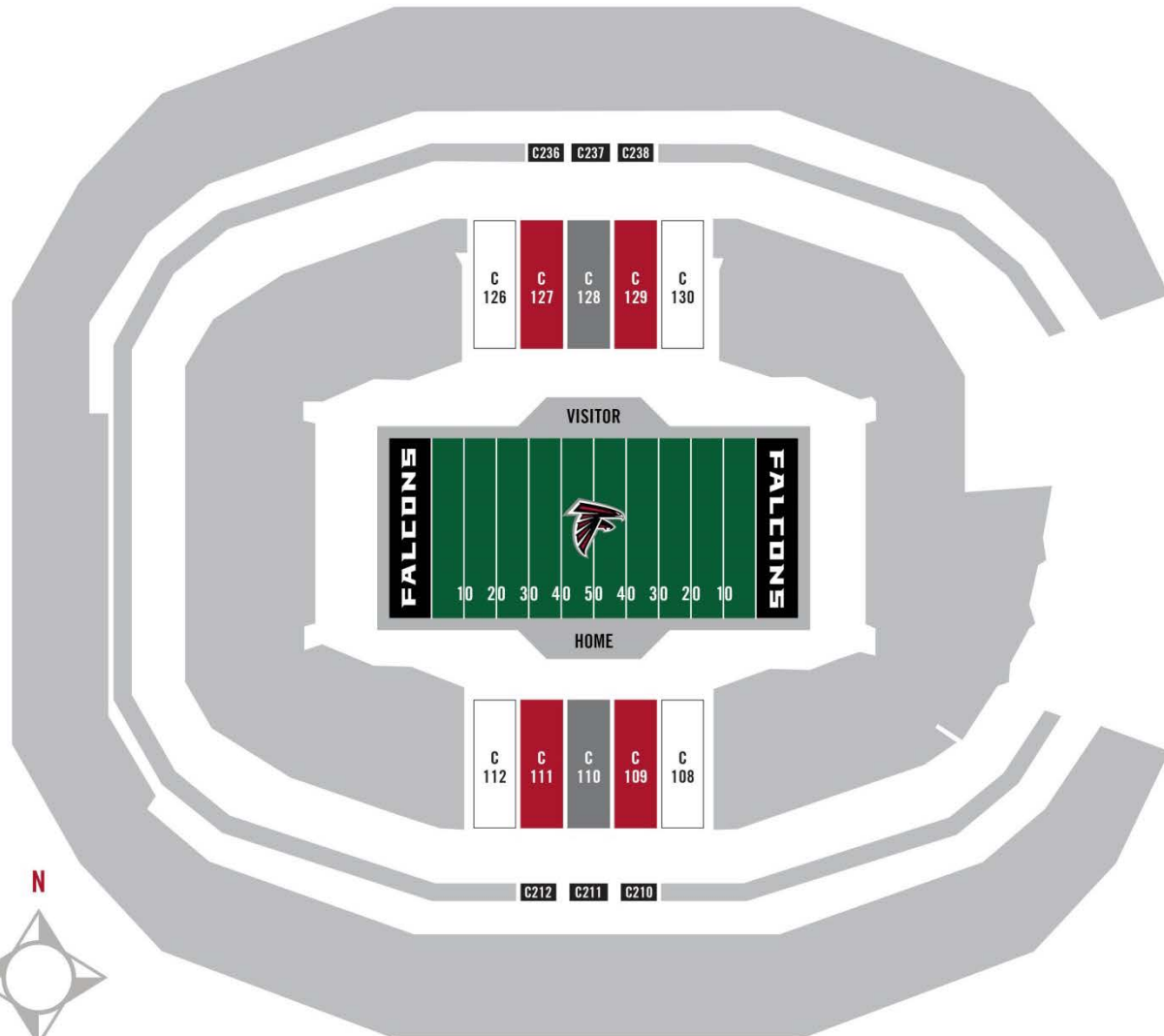
**Piedmont Club**

**Piedmont Club**



# NEW ATLANTA STADIUM

## PSL CLUB SEAT PRICING MAP



### CLUB PRICING

	PSL COST
Founders Club (All-Inclusive)	\$45,000
Champions Club	\$20,000
Champions Club	\$15,000
Piedmont Club	\$10,000







# NEW ATLANTA STADIUM

## CLUB SEAT INFORMATION



- PSLs provide seat ownership rights to all season ticket holders for the duration of the stadium lease.
- 3 year price lock on the season tickets from 2017 through 2019
- ~1,200 Founders Club seats (\$45K PSL), which make up roughly 1.5% of the total seating in the new stadium
- ~6,500 sellable Club seats (\$10K-\$20K PSL), which make up roughly 9% of the total seating in the new stadium
- Club seat PSLs give you priority rights to purchase tickets to most stadium events.
- 90% of Club seating moving closer to the field
- All season ticket holders are encouraged to visit the Preview Center to meet one-on-one with a stadium representative.





# NEW ATLANTA STADIUM

## FOUNDERS CLUB



### Benefits & Amenities

- Roomier cushioned seats with expanded leg room
- Access to the Exclusive Founders Club for members only
- All-inclusive food and beverage inside the Founders Club (beer, wine, soda, water)
- Complimentary parking
- Access to private stadium entrances for Founders Club members
- Access to purchase seats to ALL stadium events (including any Super Bowl, Final Four, SEC Championship, etc.)
- Exclusive invitations to team events
- Exclusive viewing access to watch the players as they walk to the field from the tunnel





# NEW ATLANTA STADIUM

## CHAMPIONS CLUB



### Benefits & Amenities

- Roomier cushioned seats with expanded leg room
- Access to the exclusive 30,000 sq. ft. Champions Club located directly below the 100 level club seats
- Access to the on-field Champions Club patio located behind the team benches
- Champions Club lounges will contain traditional and upscale dining/beverage options
- Access to private stadium entrances for club seat holders
- Option to purchase premium parking
- Opportunity to purchase tickets to other stadium events before the general public





# NEW ATLANTA STADIUM

## PIEDMONT CLUB



### Benefits & Amenities

- Great elevated sightlines in the stadium
- Roomier cushioned seats with expanded leg room
- Access to the exclusive Piedmont Club located directly behind the seats
- Expanded views of the field from the Piedmont Club
- Piedmont Club will contain traditional and upscale dining/beverage options
- Option to purchase premium parking
- Access to private stadium entrances for club seat holders
- Opportunity to purchase tickets to other stadium events before the general public





# NEW ATLANTA STADIUM

## PSL PAYMENT TERMS



### OPTION 1

#### *(Single Payment Option)*

- The customer pays their entire PSL cost upfront.

### OPTION 2

#### *(Equal Payment Option)*

- The customer pays their entire PSL cost in equal installments.
- Installments vary depending on when purchased.
- Option to pay the PSL cost interest free prior to March 1, 2017

#### **Example 2015 Buyer:**

- 33% of entire PSL cost due at time of purchase
- 33% of entire PSL cost due February 29, 2016
- 34% of entire PSL cost due February 28, 2017

### OPTION 3

#### *(Finance Option)*

- Option to finance PSL cost over 10 years with no pre-payment penalty.
- Down payment percentage based on when they purchase

#### **Example 2015 Buyer:**

- 10% down payment due at time of purchase
- 10% down payment due February 29, 2016
- 10% down payment due February 28, 2017
- First PSL financed installment of the remaining 70% due on or before February 28, 2018
- Fixed 8.5% interest rate



# NEW ATLANTA STADIUM

## CLUB SEAT RELOCATION PROCESS



### Phase I – Club Relocation

All current Georgia Dome executive members will have the opportunity to purchase their allocated Club seats.

### Phase II – Club Relocation

All current Georgia Dome Lower Level sideline season ticket holders will have the opportunity to purchase their allocated Club seat.





# NEW ATLANTA STADIUM PREVIEW CENTER



3284 NORTHSIDE PARKWAY, NW  
SUITE 100  
ATLANTA, GA 30327



# Resolution

NOW, THEREFORE, BE IT RESOLVED that the Executive Director is authorized to approve on behalf of the Authority the NSP Personal Seat License Marketing Plan and Price Structure.

**Staff recommends approval.**







## **Resolution**

# **Assignment to Amendment to 360 Architecture Services Agreement**





# Resolution

NOW, THEREFORE, BE IT RESOLVED that the Executive Director is authorized to execute and deliver the Authority's consent to the assignment by 360 Architecture, Inc. of its rights under the Agreement for Architectural Services for the NSP to HOK Group, Inc.

**Staff recommends approval.**





# Questions?



GEORGIA  
WORLD  
CONGRESS  
CENTER  
AUTHORITY



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CENTER

