

# Submitted Questions and Answers from the February 20,2013 Atlanta City Council Finance/Executive Committee

The following questions were provided in advance by the Atlanta City Council to the GWCCA. Answers provided by the GWCCA during the work session are summarized below. Other questions were asked and answered dynamically. This is not meant to be a comprehensive list of every question responded to during the four hour session.

- 1. What is the current condition of the Georgia Dome? Include projected maintenance and/or renovation cost over the next 20 years (with details).
- Answer: Assuming the current license agreement with the Atlanta Falcons was to stay in place for use of the Georgia Dome, the Authority expends a minimum of \$1.25M annually from the dedicated renewal and extension and stadium reserve funds. Additionally, annual upkeep to include repair and maintenance and equipment purchases represents 11% of the FY12 operating expenses (excluding personnel expenses). Contributed equipment and major upgrades have averaged \$4.0M per year over the last 14 years which included the major capital renovations from 2007-2010. The current condition of the Georgia Dome is fully operational and preparing to host the 2013 Men's Final Four.
- The GWCCA analyzed three possible scenarios with Populous major renovation of the Georgia Dome (Phase II - 2010), limited capital investments under a two stadium scenario (Phase III - 2011) and replacement of the Georgia Dome with an operable roof venue (Phase IV - 2012). The capital reinvestments under the preceding analyses ranged from \$144.5m to over \$859.3m.
- 2. What is the outstanding debt on the Dome? Who will pay it off?
- Answer: 99.975 million outstanding as of 01/2013. The plan is to allow the current H/M tax to pay off the debt.







### 3. What is the Dome's current revenue stream?

Answer: FY11 and FY12 annual report of dome revenues will be provided as a handout

### a. Provide a breakdown based on events held.

 Answer: FY12 operational revenue for the dome was \$41.4M. FY12 operational revenue breakdown from events is 72% for Falcons games; 19% for legacy events; 9% for all other events. FY12 Hotel/Motel tax revenue of \$18.8M is not included in the \$41.4M.







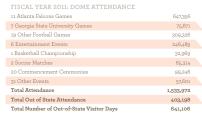
During Fiscal Year 2011, the Georgia Dome welcomed more than 1.5 million visitors during 188 licensed use days. According to a study conducted by Georgia State University's Andrew Young School of Policy Studies, the stadium generated \$139 million "new dollars" and had a total economic impact of \$280 million Dome raised over \$22 million in new tax revenue and sustained almost \$3.000 jobs totaling personal income of almost \$98 million for the State 64 workforce.

DOME ECONOMIC ACT	IVITY
"New Dollars"	139,319,006
Total Economic Impact	267,150,435
Personal Income	97,769,767
Employment	2,989
TAX REVENUES	
Georgia Sales Tax	7,674,881
Local Sales Tax	7,094,821
Hotel/Motel Tax	3,177,694
Personal Income Tax/Other	4,439,727

FRIOR S TEAR ECONOMIC SUMMART				
	2008	2009	2010	
"New Dollars" Generated	186,921,689	190,561,092	224,650,253	
Total Impact of "New Dollars"	285,883,949	295,709,909	348,550,611	
State	13,131,370	13,611,597	15,985,015	
Local	6,105,027	6,354,760	7,446,341	
Hotel/Motel	4,879,772	4,841,362	5,612,903	
Total	24,116,169	24,807,719	29,044,259	



In Fiscal Year 2011, seat and suite license fees remained the largest contributor to the facility's operating revenue accounting for 43 percent. Rent, food a services and advertising accounted for a collective 53 percent of the operating revenue with rent accounting for 25 percent, food 18 percent and advertising 10 percent. Operating revenue for the year totaled \$42 million and the year









GEORGIA DOME



# **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

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

### **OPERATING EXPENSES**

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













### **NON-OPERATING EXPENSES**

Net Income Before Depreciation	15,993,399
Total Expense	45,282,029
Subtotal	6,107,791
Debt Service Interest Expense	4,823,160
Contributed Equipment	550,732
Capital/Renovation Projects	/33,899



# 4. Why is the option to demolish the current Dome and build a new facility more feasible?

Answer: Based upon the current NFL program requirements for a stadium with an operable roof, the cost of renovation of the existing Georgia Dome to meet those specifications is \$859,300,000 versus building a new operable roof NFL facility of \$947,700,000 (Populous Phase IV report).

# a. What are the standards required by the NFL to hold a Super Bowl?

 Answer: Current standards are updated annually. Generally speaking you must be a NFL stadium and have a minimum of 70k fixed salable seats.

# b. What is the cost of demolition of the Dome, and who pays?

 Answer: The term sheet outlines demolition costs of \$9.0M capped if the North site is selected. If the south site is selected there is not a cap. The costs will be covered as project costs.

## 5. Who will have ownership of the proposed Stadium?

Answer: The State of Georgia

# 6. What is the proposed location of the proposed stadium?

 Answer: Two locations on the GWCCA campus are under consideration. One is on the north end of the campus on the Marshaling Yard/Yellow Parking lot. One is on the south side of the Georgia Dome.

# 7. What are the projected infrastructure costs?

- a. What are the proposed projects?
- b. Who will be responsible for the costs?

# 8. Overall Budget Detail questions (submitted by Vice Chair Alex Wan)

- a. How much has been built in for contingency?
- b. How will budget overruns be handled? By Falcons? From Hotel/Motel Tax?
- c. What about the value engineering or cost savings? Who receives those?



- 9. Other questions submitted by Wan:
  - a. What percentage of the economic impact of the large marquis events actually come into the city coffers in terms of sale tax revenue and/or other fees/income? In other words, if a Super Bowl brings in \$200 million, how much ends up in the city's general fund?
  - b. Are there pro forma projections on the hotel motel tax and bond payment requirements specifically for the stadium? If it pulls in an average of \$15 million (low side, actually), that equates to \$450 million over 30 years. What comprises the balance over the principal amount of \$200 million?
  - c. Can we get more line item breakdowns for the estimated \$400 million stadium renovation estimated cost? "Major Renovation" and "Minor Renovation" aren't particularly descriptive (see p. 18 of GWCC presentation)
- Answer: The GWCCA analyzed three possible scenarios with Populous major renovation
  of the Georgia Dome (Populous Phase II 2010), limited capital investments under a two
  stadium scenario (Populous Phase III 2011) and replacement of the Georgia Dome with
  an operable roof venue (Populous Phase IV 2012). The range of capital reinvestments
  under the preceding analyses ranged from \$144.5m to over \$859.3m.
  - d. Ditto for the numbers on p. 39 of the GWCC presentation.
- Answer: We will provide further breakdown to the Populous Phase IV study is attached.







### ATTACHMENT 3 - REDEVELOPED GEORGIA DOME COST MODEL - 2014

Existing Stadium - Area Total	14,400,000 295,700,000
A	
5         Redeveloped Stadium - Area Subtotal         1,192,800         \$         \$ 280         203,840,000         \$           7         Major Work         728,000         sf         \$ 280         203,840,000         \$           8         Minor Work         234,800         sf         \$ 220         51,656,000           9         Retained Upper & Club Seating         230,000         sf         \$ 220         51,656,000           10         Subtotal Redeveloped Space         \$           11         New Construction - Area Subtotal         607,200           12         Floor Area         340,800         sf         \$ 335         114,168,000           13         Lower Seating         166,400         sf         \$ 225         37,440,000           14         Playing Field         100,000         sf         \$ 75         7,500,000           15         Redeveloped Stadium - Total Area         1,800,000           17         Remove Fixed Roof         1         Lump Sum         \$ 2,160,000.00         \$           20         Construct Operable Roof         1         Lump Sum         \$ 194,400,000.00         \$           24 <td< td=""><td></td></td<>	
New Construction - Area Subtotal   1,192,800   Sf   \$ 280   203,840,000   203,840,0	
7         Major Work         728,000 sf state         \$ 280 state         203,840,000 state         203,840,000 state         \$ 220 state         51,656,000 state         203,840,000 state         \$ 220 state         51,656,000 state         200,000 state         \$ 175 state         40,250,000 state         \$ 175 state         40,250,000 state         \$ 175 state         40,250,000 state         \$ 175 state	295,700,000
8         Minor Work         234,800         sf         \$ 220         51,656,000	295,700,000
Retained Upper & Club Seating   230,000   sf   \$ 175   40,250,000   10   Subtotal Redeveloped Space   \$ 11   New Construction - Area Subtotal   607,200   12   Floor Area   340,800   sf   \$ 335   114,168,000   13   Lower Seating   166,400   sf   \$ 225   37,440,000   14   Playing Field   100,000   sf   \$ 75   7,500,000   15   Subtotal New Construction   \$ 100,000   Sf   \$ 75   7,500,000   \$ 16   Redeveloped Stadium - Total Area   1,800,000   15   Subtotal New Construction   \$ 1   Lump Sum   \$ 2,160,000.00   16   Subtotal New Operable Roof   1   Lump Sum   \$ 194,400,000.00   17   Subtotal Stadium Construction Costs   \$ 1   Subtotal Stadium Construction Costs   \$ 1   Subtotal Stadium Project Budget   \$ 1   Subtotal St	295,700,000
New Construction - Area Subtotal   Subtot	295,700,000
New Construction - Area Subtotal   Subtot	295,700,000
12	
13         Lower Seating         166,400         sf         \$ 225         37,440,000           14         Playing Field         100,000         sf         \$ 75         7,500,000           15         Subtotal New Construction         \$           16         Redeveloped Stadium - Total Area         1,800,000         ***********************************	
14         Playing Field         100,000         sf         \$ 75         7,500,000           15         Subtotal New Construction         \$           16         Redeveloped Stadium - Total Area         1,800,000           17         1,800,000           18         Operable Roof         1 Lump Sum         \$ 2,160,000.00           20         Construct Operable Roof         1 Lump Sum         \$ 194,400,000.00           21         Subtotal Stadium Construction Costs         \$           22         Subtotal Stadium Construction Costs         \$           24         Soft Costs         \$           25         Soft Costs         \$           26         \$         \$           26         \$         \$           27         Total Redeveloped Stadium Project Budget         \$           28         \$         \$         \$         \$           29         SITE BUDGET         Units         Cost/Stall         Component Cost	
Subtotal New Construction   Subtotal New Construction   Subtotal New Construction   Subtotal Stadium - Total Area   1,800,000   Subtotal Stadium - Total Redeveloped St	
16       Redeveloped Stadium - Total Area       1,800,000         17       18       Operable Roof       1 Lump Sum       \$ 2,160,000.00         20       Construct Operable Roof       1 Lump Sum       \$ 194,400,000.00         21       Subtotal New Operable Roof       \$         22       Subtotal Stadium Construction Costs       \$         24       Soft Costs       \$         25       Soft Cost       \$         26       \$         27       Total Redeveloped Stadium Project Budget       \$         28       Total Redeveloped Stadium Project Budget       \$         29       SITE BUDGET       Units       Cost/Stall       Component Cost         30       Site Development       \$	
17         18       Operable Roof       1 Lump Sum       \$ 2,160,000.00         20       Construct Operable Roof       1 Lump Sum       \$ 194,400,000.00         21       Subtotal New Operable Roof       \$         22       Subtotal Stadium Construction Costs       \$         23       Soft Costs       \$         25       Soft Cost       \$ 26%       \$         26       Total Redeveloped Stadium Project Budget       \$         28       Total Redeveloped Stadium Project Budget       \$         29       SITE BUDGET       Units       Cost/Stall       Component Cost         30       Site Development	159,100,000
18 Operable Roof           19 Remove Fixed Roof         1 Lump Sum         \$ 2,160,000.00           20 Construct Operable Roof         1 Lump Sum         \$ 194,400,000.00           21 Subtotal New Operable Roof         \$           22 Subtotal Stadium Construction Costs         \$           24 Soft Costs         26%         \$           25 Soft Cost         26%         \$           26 Soft Cost         *         *           27 Soft Education Project Budget         \$           28 Soft Education Project Budget         \$           29 SITE BUDGET         Units         Cost/Stall         Component Cost	
19         Remove Fixed Roof         1         Lump Sum         \$ 2,160,000.00         2           20         Construct Operable Roof         1         Lump Sum         \$ 194,400,000.00         \$           21         Subtotal New Operable Roof         \$           22         Subtotal Stadium Construction Costs         \$           24         Soft Costs         26%         \$           25         Soft Cost         26%         \$           26         Total Redeveloped Stadium Project Budget         \$           28         Total Redeveloped Stadium Project Budget         \$           29         SITE BUDGET         Units         Cost/Stall         Component Cost           30         Site Development	
20         Construct Operable Roof         1 Lump Sum         \$ 194,400,000.00         2           22         Subtotal New Operable Roof         \$           22         Subtotal Stadium Construction Costs         \$           24         Soft Costs         26%         \$           25         Soft Cost         26%         \$           27         Total Redeveloped Stadium Project Budget         \$           28         Units         Cost/Stall         Component Cost         \$           30         Site Development	
21         Subtotal New Operable Roof         \$           22         Subtotal Stadium Construction Costs         \$           24         Soft Costs         26         \$           25         Soft Cost         26         \$           26         Total Redeveloped Stadium Project Budget         \$           28         29         SITE BUDGET         Units         Cost/Stall         Component Cost           30         Site Development	
22       Subtotal Stadium Construction Costs       \$         24       Soft Costs       \$         25       Soft Cost       \$         26       Total Redeveloped Stadium Project Budget       \$         28       Total Redeveloped Stadium Project Budget       \$         28       Total Redeveloped Stadium Project Budget       \$         28       Total Redeveloped Stadium Project Budget       \$         29       SITE BUDGET       Units       Cost/Stall       Component Cost         30       Site Development	
23         Subtotal Stadium Construction Costs         \$           24         Soft Costs         \$           25         Soft Cost         \$           26         Total Redeveloped Stadium Project Budget         \$           28         Cost/Stall         Component Cost           30         SITE BUDGET         Units         Cost/Stall         Component Cost           31         Site Development	196,600,000
24       Soft Costs       26%       \$         25       Soft Cost       26%       \$         26       Total Redeveloped Stadium Project Budget       \$         28       Total Redeveloped Stadium Project Budget       \$         29       SITE BUDGET       Units       Cost/Stall       Component Cost         30       Site Development	
25     Soft Cost     \$       26     Total Redeveloped Stadium Project Budget       27     Total Redeveloped Stadium Project Budget       28     Total Redeveloped Stadium Project Budget       29     SITE BUDGET     Units     Cost/Stall     Component Cost       30       31     Site Development	665,800,000
26         Total Redeveloped Stadium Project Budget         \$           28         SITE BUDGET         Units         Cost/Stall         Component Cost         30           30         Site Development         31         Site Development	
Total Redeveloped Stadium Project Budget	173,100,000
28 29	
29 SITE BUDGET Units Cost/Stall Component Cost 30 31 Site Development	838,900,000
29 SITE BUDGET Units Cost/Stall Component Cost 30 31 Site Development	
31 Site Development	Total Cost
·	
22 Parline Confere	
32 Parking - Surface 750 cars \$ 4,536 3,402,000	
33 Parking - Structured 675 cars \$ 20,655 13,942,125	
34 Subtotal Site Construction Costs \$	17,300,000
35 Soft Costs	, ,
36 Soft Cost 18% \$	3,100,000
37	
38 Total Redeveloped Site Budget \$	20,400,000
39	-,,
40 REDEVELOPED GEORGIA DOME TOTAL PROJECT BUDGET \$	
41	859,300,000







### ATTACHMENT 3 - NEW STADIUM COST MODEL ON MARSHALING YARD - 2014 DOLLARS

1	STADIUM BUDGET	Uı	nits		Cost/SF	Component Cost		Total Cost
2	New Stadium - Total Area		1,800,000	\$	290	522,000,000		
3					Su	btotal New Stadium	\$	522,000,000
4								
5	Operable Roof	1	Lump Sum			\$ 183,600,000		
6					Subtotal	New Operable Roof	\$	183,600,000
7	Existing Stadium - Area Total		1,637,000					
8	Demolition - Removed Structure	1,637,000	sf	\$	5	8,185,000		
9						Subtotal Demo	\$	8,200,000
10								
11			Sub	tota	l Stadium	Construction Costs	\$	713,800,000
12	Soft Costs							
13	Soft Cost				26%	1	\$	185,600,000
14								
15			To	otal	New Stadi	um Project Budget	<u>\$</u>	899,400,000
16								
17	Planning Related Costs - To be determined by fir	nal design						
18	Stadium Plaza - On Grade					TBD		
19	Stadium Plaza - Elevated Deck					TBD		
20	Pedestrian Bridge					TBD		
21						1		
22	SITE BUDGET	Uı	nits	(	Cost/Stall	Component Cost		Total Cost
23	Site Development							
24	Parking - Surface	750	cars	\$	4,536	3,402,000		
25	Parking - Structured	675	cars	\$	20,655	13,942,125		
26	Soil Mitigation	200,000	су	\$	43	8,600,000		
27	Power Line Relocation	1	Lump Sum		15,000,000	15,000,000		
28				Sul	ototal Site	Construction Costs	\$	40,900,000
29	Soft Costs							
30	Soft Cost				18%		\$	7,400,000
31								
32			Total	New	/ Stadium S	Site Project Budget	\$	48,300,000
33								
34		N	EW GWCC S	TAD	IUM TOTA	L PROJECT BUDGET		\$947,700,000
35								



- e. Can we get a list of the Georgia Dome bookings for the last couple of years and the revenues generated?
- Answer: Yes. The FY11 and FY12 list of events is below FY11 and FY12 Dome revenue is after question 3 in this doucment.

# 2010 - 2011 GEORGIA DOME EVENT EVENTS

### **FALCONS GAMES**

DATE	EVENT
8/13/2010	Atlanta Falcons vs. Kansas City Chiefs
8/19/2010	Atlanta Falcons vs. New England Patriots
9/19/2010	Atlanta Falcons vs. Arizona Cardinals
10/3/2010	Atlanta Falcons vs. San Francisco 49ers
10/24/2010	Atlanta Falcons vs. Cincinnati Bengals
11/11/2010	Atlanta Falcons vs Baltimore Ravens
11/8/2010	Atlanta Falcons vs Tampa Bay Buccaneers
11/28/2010	Atlanta Falcons vs Green Bay Packers
12/27/2010	Atlanta Falcons vs New Orleans Saints
1/2/2011	Atlanta Falcons vs Carolina Panthers
1/15/2011	NFC Playoff Game 1 Atlanta Falcons vs Green Bay Packers

# **GSU PANTHERS GAMES**

9/2/2010	Georgia State University vs Shorter
9/11/2010	Georgia State University vs. Lambuth
9/18/2010	Georgia State University vs. Jacksonville
10/2/2010	Georgia State University vs. Morehead
10/9/2010	Georgia State University vs. Savannah
10/16/2010	Georgia State University vs. NC Central
11/6/2010	Georgia State University vs Lamar
DATE	EVENTS
7/27/2010	Aaron's International Soccer Challenge/Practice
7/28/2010	Aaron's International Soccer Challenge
7/31/2010	Drum Corps International
8/21/2010	Corky Kell Classic
9/4/2010	Chick-fil-A Kickoff
•	

**EVENT** 

DATE







9/25/2010 Bank of America Football Classic 10/23/2010 Atlanta Public Schools Domecoming

10/30/2010 Bands of America 11/1/2010 Get Motivated

12/4/2010SEC Football Championship12/10/2010GHSA Football Finals12/18/2010HBCU All Star Bowl12/31/2010Chick-fil-A Bowl

1/29/2011Honda Battle of the Bands2/9/2011Mexican National vs Bosnia2/12/2011Monster Jam

 2/26/2011
 AMA Supercross

 3/10-11/11
 SEC Basketball

 4/7/2011
 Wrestlemania

### **NON-TICKETED EVENTS**

DATE EVENTS

6/23/10-7/3/10 Seventh Day Adventist 7/7/2010 WWE Photo Shoot

7/26/2010 Miller Lite Day at the Dome 8/6/2010 Metro Atlanta Auto Dealer 8/23-27/2010 Fast and Furious Film Shooting

8/24/2010 100 Black Men of Atlanta Sponsor Meeting

8/26/2010 Mitsubishi Meeting

9/8-12/2010 Fast and Furious Film Shooting

9/14/2010 100 Black Men of Atlanta Sponsor Meeting

9/16/2010 Scan Source

9/22/2010 Cedia Chairman Reception 9/24/2010 Harmon Dealer Party

9/30/2010 Corporate Events and Meetings 10/6/2010 Dean Houston Reception

10/7/2010 NACS

10/7/2010 Recruit Military

10/11-12/2010 One Tree Hill Film Shoot

 10/18/2010
 CESSNA

 10/25-26/2010
 BB&T

 11/9/2010
 Pulse 220

11/18-19/10 Unnecessary Riughness Film Shoot

11/22/2010 GHSA Football Film Shoot 12/7/2010 Atlanta Falcons Fitness Event

12/13/2010 HBCU Combine

12/15/2010 Georgia State University Graduation

1/25/2011 NFL Draft Workout

1/26/2011 Suntrust Corporate Meeting







2/1/2011 Competitive Edge Sports
2/14/2011 11 Allive Film Shoot
3/18-19/11 Publix Georgia Marathon
4/14/2011 GSU Spring Football

4/16/2011 Team Tiger - Children Against Obesity

4/29/2011Corporate Events and Meetings5/7/2011Georgia State Commencement5/8/2011Georgia Tech Commencement5/14/2011Strayer University Graduation

5/19/2011 Stone Mountain High School Graduation 5/21/2011 Martin Luther King High School Graduation

5/23/2011 Mount Zion High School Graduation

# 2011 - 2012 GEORGIA DOME EVENTS

### **FALCONS GAMES**

DATE **EVENT** 8/12/2011 Atlanta Falcons vs. Miami Dolphins 9/1/2011 Atlanta Falcons vs. Baltimore Ravens 9/18/2011 Atlanta Falcons vs. Philadelphia Eagles Atlanta Falcons vs. Green Bay Packers 10/9/2011 Atlanta Falcons vs. Carolina Panthers 10/16/2011 Atlanta Falcons vs. New Orleans Saints 11/13/2011 11/20/2011 Atlanta Falcons vs. Tennessee Titans 11/27/2011 Atlanta Falcons vs. Minnesota Vikings 12/15/2011 Atlanta Falcons vs. Jacksonville Jaguars 1/1/2012 Atlanta Falcons vs. Tampa Bay Bucs

### **GSU PANTHERS GAMES**

DATE

9/2/2011

9/2/2011

Georgia State University vs. Clark Atlanta University

9/10/2011

Georgia State University vs. Old Dominion

10/8/2011

Georgia State University vs. Murray State

10/22/2011

Georgia State University vs. South Alabama

11/5/2011

Georgia State University vs. St. Francis

11/19/2011

Georgia State University vs. Campbell

### TICKETED EVENTS

DATE EVENTS

7/3/2011-7/7/2011 Ethiopian Sports Federation in North America

7/30/2011 Drum Corps International 8/20/2011 Metro PCS/Corky Kell Classic

9/3/2011 Chick-fil-A Kickoff

9/16/2011-9/17/2011 Great American Football Classic - Day 1

Great American Football Classic - Day 2

9/24/2011 Bank of America Football Classic 10/15/2011 Atlanta Public Schools Domecoming

10/29/2011 Bands of America







12/3/2011 SEC Football Championship Game 12/9/2011 - 12/10/2011 GHSA Football Finals - Day 1

GHSA Football Finals - Day 2

12/18/2011 HBCU Bowl Game 12/31/2011 Chick-fil-A Bowl Game

1/14/2012 Monster Jam

1/28/2012 Honda Battle of the Bands 2/18/2012 Professional Bull Riders

2/25/2012 Supercross

 3/23/2012
 NCAA Regional - Day 1

 3/25/2012
 NCAA Regional - Day 2

 6/3/2012
 Brothers of the Sun Tour

### **NON-TICKETED EVENTS**

DATE EVENTS

8/9/2011 Miller Lite Day at the Dome

8/23/2011 100 Black Men of Atlanta Sponsor Meeting

8/24/2011-8/25/2011 Necessary Roughness Film Shoot

9/13/2011 VISA Financial

9/13/2011 100 Black Men of Atlanta Meeting

9/14/2011 Marriage Proposal

 $9/27/2011\hbox{--}9/29/2011 \qquad BET \text{ "The Game" Film Shoot}$ 

10/4/2011 The Stand Campaign 10/4/2011 Home Depot Flag Football

10/6/2011 Emory Reception 10/11/2011 Hanley Wood Reception

 10/20/2011
 Recruit Military

 10/20/2011
 Horseshoes Reception

 11/11/2011
 Rachel's Challenge

 11/15/2011
 FedEx Dome Day

11/16/2011 BET "The Game" Film Shoot 12/4/2011 GHSA Annual Coaches Meeting 12/6/2011 Chick-fil-A Bowl Promo Shoot 12/13/2011 Chick-fil-A Bowl Preview Program

12/14/2011 Georgia State University Fall Commencement

12/16/2011 NCAA Luncheon

12/17/2011 Georgia Institute of Technology Fall Commencement

12/19/2011 BET "The Game" Film Shoot 1/2/2012-1/5/2012 Passion Conference - Day 1 Passion Conference - Day 2

Passion Conference - Day 3 Passion Conference - Day 4

 1/18/2012
 NFL Combine

 1/24/2012
 Concur Luncheon

 2/8/2012
 NFL Combine

3/12/2012 American Heart Association Reception
4/3/2012 Presenting Atlanta - Aetna Reception
4/4-5/2012 Necessary Roughness Film Shoot
Necessary Roughness Film Shoot

4/8/2012Hosea Feed the Hungry4/9/2012GSU Press Conference4/18/2012Direct TV Reception

4/21/2012 Team Tiger

4/23/2012 Purchasing Power Luncheon

4/25/2012 University of Missouri Coaches Caravan







5/3/2012	Falcons Community Day
5/4-5/2012	Georgia Tech Spring Commencement - PHD Program
	Georgia Tech Spring Commencement - Bachelors Program
5/6/2012	Georgia State University Spring Commencement
5/12/2012	Strayer University Commencement
5/17/2012	Price Waters House Coopers Luncheon
5/18/2012	Creekside High School Graduation
5/18/2012	Westlake High School Graduation
5/19/2012	Langston Hughes High School Graduation
5/19/2012	Tri-Cities High School Graduation
5/20/2012	Banneker High School Graduation
5/21/2012	Jonesboro High School Graduation
5/21/2012	Forest Park High School Graduation
5/21/2012	Morrow High School Graduation
5/21/2012	Mount Zion High School Graduation
5/22/2012	Riverdale High School Graduation
5/22/2012	Mundy's High School Graduation
5/22/2012	Lovejoy High School Graduation
5/22/2012	North Clayton High School Graduation
5/22/2012	Drew High School Graduation
5/23/2012	Miller Grove High School Graduation
5/24/2012	Stone Mountain High School Graduation
5/25/2012	Redan High School Graduation
5/26/2012	Martin Luther King Jr. High School Graduation
6/24/2012	Devry University Commencement
6/25/2012	Fisher & Phillips
6/28/2012	Recruit Military

- f. Obviously there are questions about the related infrastructure costs in the adjacent areas not included in the stadium construction budget. How much? What work? How will it be funded?
- g. How many stadiums have been funded 100% by teams?
- h. How does the additional 8% tax impact our hotels/motels from being able to compete with those facilities just outside of the city limits? What does that industry have to say about this?



- 10. Questions by Council Member Moore:
  - a. The City of Atlanta has a procurement process for goods and services that set goals for specific levels of Female and Minority Business participation. Since the City of Atlanta is taking the lead on financing of the proposed stadium, will all parties agree to adhere to our procurement and contract compliance procedures?

i.If not, what is your plan to ensure minority and female participation?

- b. What are your Workforce Development plans?
- c. What are your plans and Community Benefits?
- d. What are your plans to lessen the impact of the proposed stadium construction and events in the surrounding neighborhoods?
- 11. If the hotel-motel tax is extended, the revenue stream for the GWCC will be the same whether the bond issuance for a new stadium is \$300 million or \$200 million. How will the tax revenue, in excess of that required to pay off the bonds, be used? If it goes toward operating and maintenance of the new stadium (as has been reported), then whose costs will be reduced those of the GWCC or those of the Falcons?
- Answer: Falcons
- 12. If the entire GWCCA portion (39.3% of 7%) of an extended hotel-motel tax goes toward the new stadium, how will the remaining \$100 million debt on the Georgia Dome be paid off? Can part of the tax still be used to pay off the old debt if not needed for the new debt?
- Answer: Prior to the implementation of the H/M extension the current Georgia Dome debt is required to be paid off. Hotel motel tax projections show a 2017 payoff is possible.