

IT HAPPENS HERE





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.

CREDITS: The 2013 Georgia World Congress Center Authority Annual Report is published by the GWCCA Department of Communications and Frank Poe, Executive Director • Written, compiled and edited by: Jennifer LeMaster, Jason Kirksey, Alicia McNease, Morgan Smith-Williams, Christy Petterson and Paul Donsky • Principal photography by: Robb D. Cohen and Greg Mooney • Additional photography by: GWCCA Communications, Jimmy Cribb, the National Football League, Junior Achievement of Georgia and Brasfield & Gorrie • Layout and Design: Tracy Wagner, Tweet Design • Printing: H&W Printing

A digital copy of this publication and prior year's annual reports, are available at: www.gwcc.com/about/Annual_Report.



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Fiscal Year 2013 – July 1, 2012 – June 30, 2013



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Frank Poe, GWCCA Executive Director

As I consider the past three years, it is inspiring to reflect upon the accomplishments we have achieved. Since 2010, GWCCA staff working with its Board of Governors have accomplished the following:

Secured the College Football Hall of Fame (CFHOF) on the GWCCA

campus – In the spring of 2010, GWCCA met with Atlanta Hall Management to discuss potential site locations and ultimately decided on the Marietta St. location due to its centralized access to the campus and potential for additional growth and development relative to the attraction including additional parking, retail, and advertising revenues. The Hall broke ground in 2013 and GWCC Building A became the permanent home of the CFHOF administrative offices.

Negotiated and extended the Food and Beverage (F&B) contract through June 2018

– In 2011 GWCCA met with its F&B business partner, Levy Restaurants, to begin exploring options for a contract extension. The new agreement eliminated the annual management fee, streamlined and improved the commission structure and included \$1M in capital reinvestments. As a follow up to the contract extension with Levy, pouring rights fees were expanded to include the Congress Center and Centennial Olympic Park. In September 2012, the Board approved a 10- year sponsorship agreement with Coca-Cola worth nearly \$6M in cash and equipment.

Negotiated and signed an agreement with the Atlanta Falcons for a new stadium development

– When the Atlanta Falcons notified the Authority that it did not intend to renew its lease on the Georgia Dome, negotiations began in earnest in August 2010. While many potential solutions were explored, ultimately all parties agreed on a new state-of-art multi-purpose retractable roof stadium to be built on the GWCCA campus. Opening of the new stadium is anticipated in 2017 and secures the Falcons in downtown Atlanta for the next 30 years; and by exercising its extension options, through 2062.

Negotiated and extended an agreement with our telecommunications and technology service provider

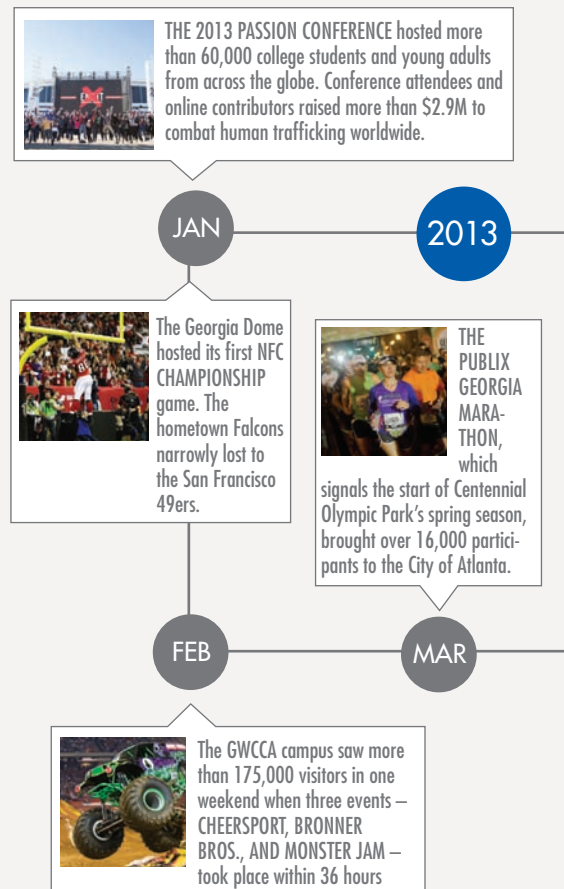
– Our in-house partner for the past 16 years, CCLD Networks, agreed to a seven-year extension through 2021. The terms of the extension included a significant investment in infrastructure totaling more than \$2.12M in improvements as well as improved commissions to the Authority, increasing its revenue share on consumer services and on the distributed antennae systems.

Created a new Authority Benefit Plan for employees

– The rising costs of healthcare through the State Health Benefit Plan had resulted in higher premiums and greater numbers of employees declining coverage. The GWCCA with the help of an independent insurance broker, was able to roll out its own plan in October 2012 at significantly less cost for the same or better coverage. The plan is estimated to save the Authority more than \$2M/year.

While the preceding are indeed transformational, we have much more to do in the coming years. However, what has been accomplished can only be done with the support and hard work of our employees, Board, loyal customers and business partners. We look to the future with hope and confidence.

FY13 WAS A LANDMARK YEAR FOR THE GEORGIA WORLD CONGRESS CENTER AUTHORITY. HERE IS A LOOK AT THE YEAR'S MOST SIGNIFICANT EVENTS.



17% PUBLIC
83% PRIVATE



THE 4TH OF JULY CELEBRATION IN CENTENNIAL OLYMPIC PARK sponsored by the Georgia Lottery and WSB-TV, won a regional Emmy Award for the TV special "Georgia Salutes America."



THE INTERNATIONAL WOODWORKING FAIR, the Western Hemisphere's largest showcase of machinery, materials, supplies and services for the woodworking industry, returned to Atlanta. The 2012 fair made Tradeshow Executive Magazine's "Fastest 50" list for attendance growth.



THE CHICK-FIL-A KICKOFF GAME hosted its first double-header during the Labor Day weekend. Tennessee defeated N.C. State in the first matchup of these two teams since 1963, while Clemson beat Auburn before a Kickoff game record crowd of 75,211.

2012

JULY

AUG

SEPT

THE SEC CHAMPIONSHIP was the second most watched college football game of the 2012 season, only surpassed by the BCS National Championship game, with 21.0 million viewers tuned in. The Alabama Crimson Tide won the game 32-28. Since 2006, the winner of this game has played in the BCS National Championship Game seven straight times.



THE GWCCA BOARD OF GOVERNORS voted unanimously to move forward with an agreement on business terms that would form the basis of a definitive contract with the Atlanta Falcons for a new stadium on the GWCCA campus.



CENTENNIAL OLYMPIC PARK'S ANNUAL HOLIDAY IN LIGHTS display and ice skating rink continued to attract visitors and neighbors alike.



HARTSFIELD-JACKSON INTERNATIONAL AIRPORT hosted the 50th anniversary of The International Air Cargo Association (TIACA) International Air Cargo Forum and Exposition at the Georgia World Congress Center. The 2012 meeting marked the first time since 2000 that the TIACA meeting took place in the United States, and Hartsfield-Jackson's ability to gain one new weekly cargo flight from the conference has an estimated economic impact of \$5 - \$7M.

DEC

NOV

OCT



The Georgia World Congress Center Authority campus hosted the **75TH NCAA MEN'S FINAL FOUR BASKETBALL CHAMPIONSHIP** and related activities over the course of four days. Fans that attended the semifinal action inside the Georgia Dome set a new attendance record for basketball, with 75,350 fans filling the Dome.

300,000

square feet of the GWCC was used to produce Bracket Town, an affordable, family-friendly, indoor interactive event featuring activities related to all NCAA sports, including basketball, hockey and lacrosse.



PRIMERICA RETURNED to the Georgia Dome and Georgia World Congress Center, attracting 35,000 conference attendees. The event — the city's largest corporate meeting — had an estimated economic impact of more than \$25M.

APR

MAY

JUNE



COVERINGS 2013, The Ultimate Tile + Stone Experience, attracted record numbers of architects, designers and specifiers when the four-day event was held in Atlanta for the first time. The show had 22,000 attendees, drawn by the opportunity to see the latest innovations by more than 950 exhibitors from over 35 countries and to attend more than 70 free education sessions. The projected direct economic impact of Coverings was \$23.7M.

Centennial Olympic Park's official 2013 line-up for **PARTY IN THE PARK** included Passion Pit, Ellie Goulding, Yeasayer, GROUPLOVE and The Electric Sons.



THE GEORGIA WORLD CONGRESS CENTER AUTHORITY BOARD of Governors voted unanimously to approve a contract for 360 Architecture to serve as the lead architect on the new stadium project, signaling the official start of the design process.

Invest Atlanta, the city's economic development agency, voted 8-1 to approve issuing \$200 million in bonds to finance the public contribution for the new retractable-roof stadium. The bonds will be backed by revenue associated with a portion of Atlanta's hotel-motel tax.

Downtown Atlanta is one of the region's most vibrant areas, bustling with tourists, residents, workers and students. In this epicenter, the Georgia World Congress Center Authority's sprawling 200-acre campus continues to be a catalyst for new developments in entertainment, commerce and urban living. In the past six years, Central Atlanta Progress estimates that more than \$2.9B in private investments and an additional \$182M in public investments have been made directly adjacent to the GWCCA. And that's not all: \$2.1B in proposals are dedicated to planned development downtown including: streetscape, retail, residential, hotel, attraction, office space and the campus' most iconic future development, a new state-of-the-art retractable roof stadium which will serve as home to the Atlanta Falcons and many other sports, entertainment, convention, trade and exhibition events.



SunTrust learning center at Finance Park, located inside Junior Achievement's Discovery Center.



JA students participating in the grand opening festivities on Aug. 20, 2013.



Finance Park located inside the Junior Achievement Chick-Fil-A Foundation Discovery Center.

Here are just a few of the GWCCA's campus development highlights from the past fiscal year ➔



Top: Artist's rendering of the new College Football Hall of Fame, set to open in the fall of 2014.
Bottom: Construction of the College Football Hall of Fame began in 2013.

JUNIOR ACHIEVEMENT'S CHICK-FIL-A FOUNDATION DISCOVERY CENTER – located inside GWCC Building C

Imagine a generation where young people, no matter their background, know how to budget, save, and invest; a generation that is armed with the confidence and understanding to take control of their financial futures, their careers and achieve their dreams. Atlanta is joining communities across the nation in the movement to incorporate financial literacy education and 21st century skills development as components of the core curriculum. With the support of the Chick-fil-A Foundation, Delta, SunTrust and other area businesses, Junior Achievement of Georgia is taking this one step further providing 6th-8th grade students the opportunity to not only learn about finances and careers but also to transform into productive adults and community leaders.

During the fall of 2013, Atlanta Public Schools, DeKalb County Schools and Fulton County Schools integrated Junior Achievement's financial literacy and work readiness education into the core curriculum for middle school students. The GWCCA will now help JA bring education to life by welcoming more than 30,000 middle school students at JA BizTown and JA Finance Park. These centers were designed as interactive marketplaces simulating roles in the local business community and macro-economy.

COLLEGE FOOTBALL HALL OF FAME – adjacent to GWCC Building A

Opting in 2009 to move from South Bend, Ind., the National Football Foundation has found a new home in the heart of downtown Atlanta. The new location will showcase the Hall within an exciting, entertaining attraction to hundreds of thousands of college football fans and other tourists and business travelers in one of the largest and most vibrant tourist and convention districts in the U.S. The \$66.5M facility will top out at 94,256 square feet and will feature approximately 30,000 square feet of exhibit space, as well as a 45-yard indoor football field that also will serve as a unique, flexible programming and event space.

The new Hall of Fame is being constructed at the former "Green Parking Lot" of the GWCC on Marietta Street.

2013 FINAL FOUR®



A "Green" Final Four®

One of the main focuses of the 2013 Men's Basketball Committee was to make the 75th Anniversary the greenest Final Four® ever. Here are just a few of the successful initiatives from the 2013 Final Four® sustainability campaign:

- Planted 75 trees throughout Atlanta
- Added more than 100 recycling bins around downtown Atlanta
- Collected more than 500 pounds of recycled clothing
- Collected more than 14,000 pounds of recycled electronics
- Collected more than 59,000 pounds of recyclables such as paper, plastic, aluminum, glass and cardboard from the GWCCA campus. This is equivalent to the emissions generated by the electricity use of 10 homes for a year.
- Vinyl banners from inside the Georgia Dome and Bracket Town were collected following the events and were repurposed into more than 1,000 bags by a local company.



In April, the Georgia World Congress Center Authority had the opportunity to host the 2013 NCAA Men's Final Four® basketball championship, which celebrated its 75th anniversary in Atlanta. While 2013 was the third time the Authority has hosted the highly sought-after event it was without question the biggest.

149,676

NCAA record for highest-total Final Four® Attendance

74,326

NCAA record attendance for the National Championship Game

75,350

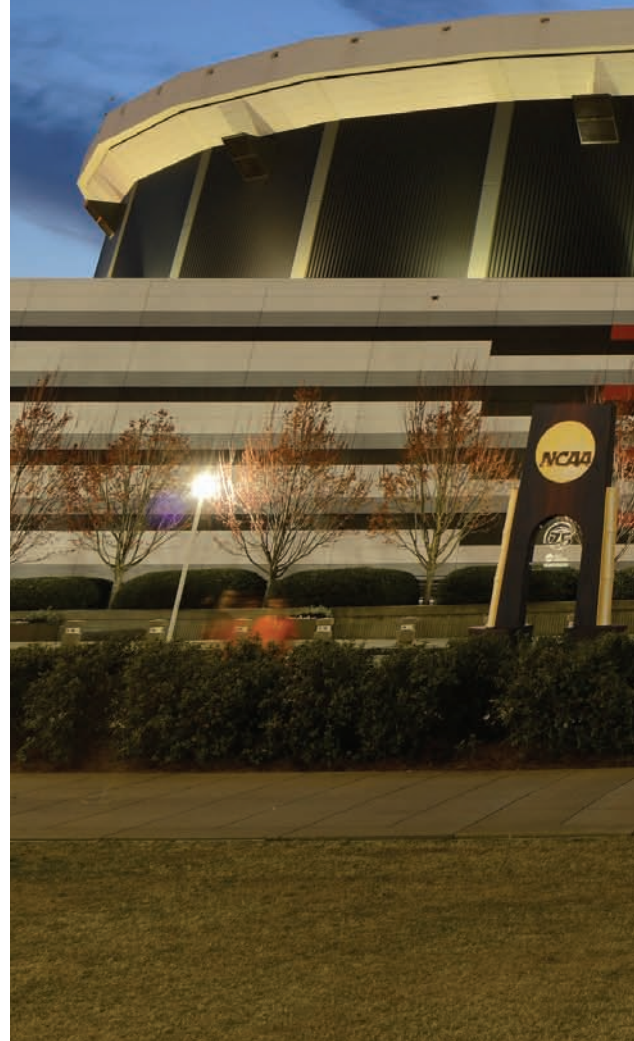
NCAA's second-highest attendance for semifinal games

62,800

NCAA record-breaking number of fans to attend BracketTown®

195,000

NCAA record-breaking number of fans to attend the Big Dance®



Mission Accomplished.

Successfully hosting campus-wide events, in particular, those of national prominence such as the 2013 Final Four®, drive deep revenues to the State of Georgia & City of Atlanta and showcase our Best-in-Class facilities.

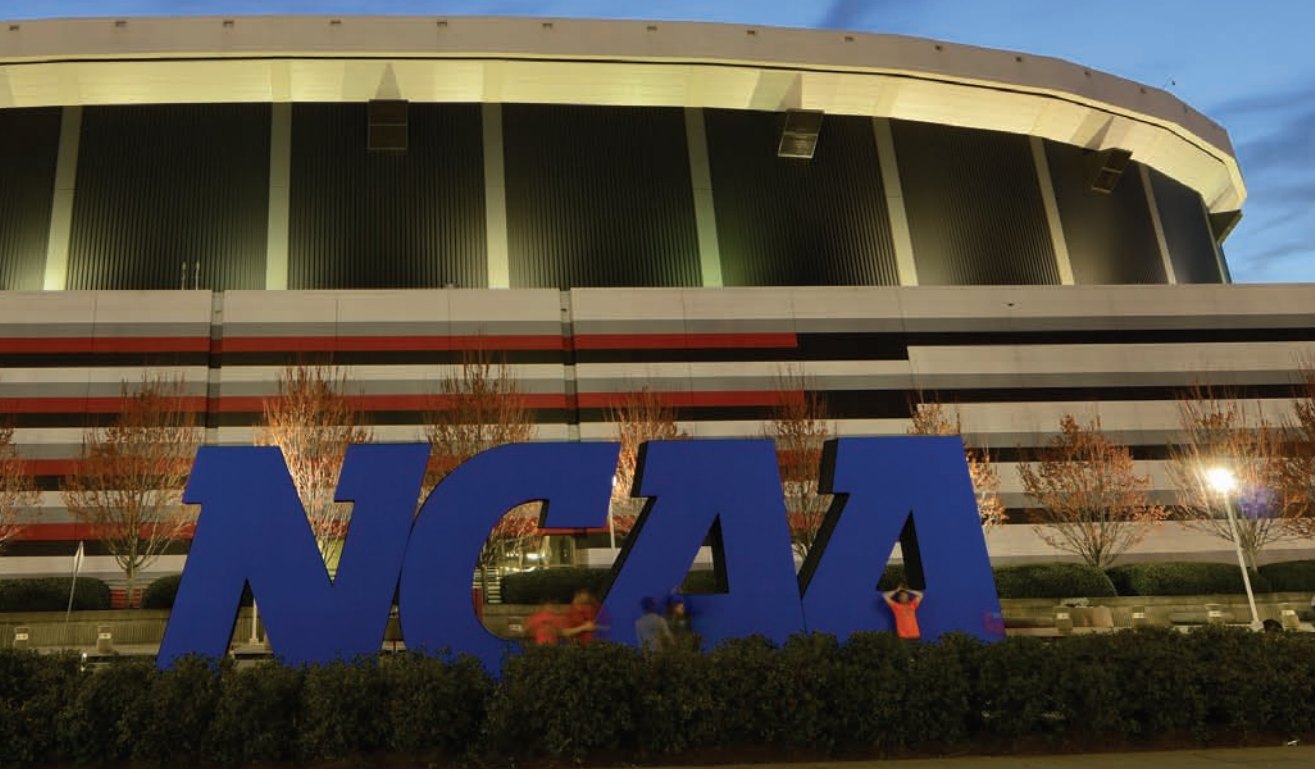


MORE THAN
100,000 PEOPLE
VISITED ATLANTA

OVER THE FIVE
DAY PERIOD

ECONOMIC
IMPACT OF
\$110 M TO
THE ATLANTA
AREA

\$2.9 M IN
NEW DOLLARS
TO THE STATE
OF GEORGIA



“From great facilities to great volunteers to great fans, Atlanta and Mayor Reed delivered on its promise to put on a wonderful event for our fans, our teams and our student-athletes as we celebrated 75 years of March Madness.”

-Dr. Mark Emmert, President, NCAA

THE GWCCA WAS HONORED BY THE GATEWAY CENTER, A KEYSTONE PROJECT OF THE REGIONAL COMMISSION ON HOMELESSNESS' EFFORT TO IMPACT CHRONIC HOMELESSNESS, WITH THEIR GATEKEEPER AWARD. THIS AWARD HONORS THEIR TOP 5 IN-KIND CONTRIBUTORS.



Bethune Elementary principal, Jamie Pettway and students pose with Atlanta Falcon wide receiver, Kevin Cone, following a Final Four community update, co-hosted by the GWCCA.

The Authority's work at Bethune Elementary includes working with Atlanta Mayor Kasim Reed to deliver the Everybody Wins! Power Lunch reading program. This literacy and mentoring program matches volunteers with students for one-on-one weekly read-aloud sessions that take place during lunch. The effort has helped to improve the reading skills of many struggling students.

Also this fiscal year, in conjunction with the Men's Final Four® basketball tournament, the Authority hosted an art contest for Bethune students with the theme

"favorite thing about Atlanta." A reproduction of the winning art pieces were given as a gift to members of the NCAA Men's Basketball committee to serve as a reminder of their time in Atlanta for the 75th anniversary of the Final Four®. The GWCCA further helped Bethune by hosting the school's Field Day at the Georgia Dome in May, while the engineering department helped repair a deteriorating fence on school property. The Authority also collected white polo shirts and clear backpacks for students during a back-to-school fund-raiser.



FY13, OVER 37 TONS OF FOOD WERE DONATED TO LOCAL ORGANIZATIONS FROM THE GWCCA AND LEVY RESTAURANTS, THE CAMPUS'S CATERING PARTNER.



Atlanta Public Schools, DeKalb County Schools, Fulton County Schools and the Chick-fil-A Foundation®. The Junior Achievement project broke ground on January 9, 2013 and celebrated its grand opening on August 20, 2013. The on-site experience leverages a "mini-city" of simulated storefronts to teach students the importance of personal budgeting, career readiness and real-life adult responsibilities. Bringing JA BizTown® and JA Finance Park® to Atlanta represents Junior Achievement's commitment to building financial literacy, career readiness and improving the graduation rate among local students and the Authority's commitment to being a catalyst for economic development.



CCLD, the Authority's IT team, and the Georgia Dome were awarded the "Georgia Technology Innovation Showcase Award" for the Georgia Dome Wi-Fi Project, which was completed in FY13. Pictured from l-r: Thomas Lloyd, Adam Straight and Sam Brown.



THE GEORGIA DOME COMPLETED THE INSTALLATION OF A HIGH-DENSITY WIRELESS NETWORK TO PROVIDE FREE WI-FI ACCESS TO NEARLY 1.5 MILLION ANNUAL VISITORS.

When the Dome upgraded its point-of-sale system, which includes about 150 portable concession stands, stadium officials needed to ensure the wireless network could quickly and reliably process credit card transactions. They also needed to provide wireless technology that would enable the stadium to compete more effectively with the growing popularity of home theaters, NFL RedZone and other viewing options.

- With the prevalence of smart phones the Wi-Fi network is also used to offload 3G and 4G data services from the in-building cellular system, providing better voice and SMS services for fans.
- During the 2012 NFL season the Georgia Dome averaged 7,200 concurrent wireless network users and 11,000 unique users.
- In a fan survey of Wi-Fi enabled stadiums, the Georgia Dome received the highest ratings of those surveyed for wireless activity.

FY13 GWCC TECHNOLOGY EXPANSION

The Georgia World Congress Center overhauled the facility's event network infrastructure. This project enables the Georgia World Congress Center to provide best-in-class IT connectivity. These network upgrades are critical to the success of the Georgia World Congress Center, allowing the facility to host large technology events. The improvements include:

- Installation of 10 gigabit single-mode fiber from the GWCC's data center to the main distribution points in Buildings A, B and C.
- Upgrade of network electronics to provide 1 GB Ethernet connections to the end user and 10 GB back haul for data traversing the network.
- Installation of spare fiber to increase back haul speeds up to 40 gbps.

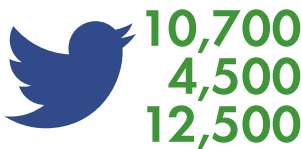
THE GEORGIA WORLD CONGRESS CENTER AUTHORITY HAS CONTINUED TO UTILIZE A VARIETY OF SOCIAL MEDIA PLATFORMS TO ENGAGE, CONNECT, AND INFORM OUR CUSTOMERS, FANS, CLIENTS AND ATTENDEES. THE GWCCA USES THESE PLATFORMS AS A LISTENING TOOL, TO PROMOTE EVENTS AND TO COMMUNICATE WITH ALL OF THOSE ENGAGED BEFORE, DURING AND AFTER AN EVENT. THIS ENABLES THE GWCAA TO PROVIDE BEST-IN-CLASS CUSTOMER SERVICE BY UTILIZING NEW PLATFORMS FOR ENGAGEMENT AND COMMUNICATION, CREATING THE ULTIMATE EXPERIENCE FOR OUR FANS AND GUESTS.

The number of “likes” and “follows” GWCCA received on Twitter and Facebook **INCREASED BY 85%**

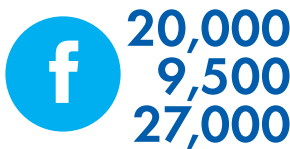
85%



The GWCCA is currently reaching more than **3,000 UNIQUE FANS, CLIENTS, AND CUSTOMERS VIA INSTAGRAM**



TWITTER FOLLOWERS:
Centennial Olympic Park reached 10,700 • The Georgia World Congress Center reached 4,500 • The Georgia Dome reached 12,500



FACEBOOK LIKES:
Centennial Olympic Park reached 20,000 • The Georgia World Congress Center reached 9,500 • The Georgia Dome reached 27,000

OUR HANDLES

FACEBOOK
GeorgiaWorldCongressCenter
TheGeorgiaDome
CentennialOlympicPark

TWITTER
@GWCC_ATL
@GeorgiaDome
@Centennial_Park

YOUTUBE
GWCCTV
TheGeorgiaDome
centennialparkatl

INSTAGRAM
@GWCC_ATL
@GeorgiaDome
@Centennial_Park

TUMBLR
gwcca

WORD CLOUD

What our visitors tweeted about in FY13
Dome • Georgia Dome • **Final Four** • Ice Skating • **Centennial Park** • Centennial Olympic Park • Party in the Park • **4th of July** • Ferris Wheel • Concert • **Passion** • GWCC • Georgia World Congress Center • NFC Championship • **Atlanta Falcons** • **Tony Gonzalez** • Coverings • FanFest • **Big Dribble** • Falcons New Stadium • Fireworks • **Fountain of Rings** • Playoffs • Kevin Ware • Louisville



MOST POPULAR PHOTO
Seen by **26,000** people on **April 5, 2013**



Renewable Energy Certificates, an investment in Georgia-based renewable energy projects, offset the Georgia Dome's electrical consumption during all three games of the Final Four.

GEORGIA WORLD CONGRESS CENTER AUTHORITY FY13 SUSTAINABILITY HIGHLIGHTS

Here at the GWCCA, we work with our internal and external partners to improve our operational efficiencies and preserve resources. FY13 was a banner year for sustainability efforts, highlighted by the following achievements:

- Diverted over 768 tons of material from landfills, including over 75,000 pounds of food donated to local shelters and organizations, totaling 18.38% of our waste stream
- Participated in Earth Hour for a third straight year
- Participated in the Sustainable Atlanta Roundtable panel discussion "Sustainable Hospitality and Economic Development," presented on the panel "Access, Educate, Evaluate" at the Georgia Recycling Coalition's annual conference and sat on the Green Meeting Industry Council of Atlanta's panel "Incorporating Sustainability into Large Events"
- Hosted the NCAA Men's Final Four™ and contributed a number of initiatives and practices to make it the greenest event in its history, including a bike valet, electronics recycling drive and repurposing banners from the Georgia Dome and Congress Center into bags
- Hosted sustainability-related events such as the Historic Green Preservation Conference, U.S. Green Building Council's High Performing Healthy Schools Summit and the EPA's Brownfields Conference
- Continued to improve efficiencies in an effort to achieve LEED for Existing Buildings: Operations & Maintenance certification at the GWCC



20 AUTHORITY EMPLOYEES COLLECTED 26 BAGS OF TRASH AND RECYCLABLES FROM ALONG NORTHSIDE DRIVE AS PART OF THE 2ND ANNUAL DOWNTOWN ATLANTA EARTH DAY CLEAN UP CHALLENGE.



Executive Director Frank Poe and COO Kevin Duvall try out the new equipment at the grand opening.



Healthy snack options for employees can now be found throughout the GWCCA.



GWCCA Wellness Champions promote healthy lifestyles and encourage participation in many wellness activities.



IN FY13 THE GWCCA OPENED UP A FITNESS CENTER ACCESSIBLE TO ALL EMPLOYEES AND PARTNERS 24 HOURS A DAY.

The Georgia World Congress Center Authority is committed to the health and wellness of all team members. In FY 2013 the GWCCA encouraged team members to pledge to live a healthier life by offering workshops, weight loss programs and healthier food options to aid them along the way.

- The GWCCA began a weight loss challenge in FY13. 79 team members participated; the GWCCA team lost 314 pounds collectively over an eight week period.
- The GWCCA brought in a personal trainer in July of 2013 that conducted group fitness classes for all team members.
- GWCCA team members participated in the Luckie 5k, a part of the Publix Georgia Marathon.
- FY13 introduced a healthier menu in the employee cafeteria with more salad, vegetarian and local vegetable and fruit options.

GWCCA 24-HOUR FITNESS CENTER FEATURES:

- ELLIPTICAL
- STATIONARY BIKES
- TREADMILL
- MULTI-GYM WEIGHT STACK
- OFFICE AND KITCHEN FOR HEALTH AND WELLNESS CONSULTATIONS AND ACTIVITIES
- LOCKER AREA AND 24-HOUR SURVEILLANCE
- FLAT SCREEN TV AND A DVD PLAYER



Centennial Olympic Park produced its first Park Market Series in FY13. Hundreds of local residents and employees were given the opportunity to purchase local, healthy goods from Georgia vendors.

The GWCCA's Public Safety Department is a state certified law enforcement agency through the Association of Chiefs of Police. The department must comply with 118 standards for certification.



New state-of-the-art command center located inside the GWCC police precinct.



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 visitor safety and security is of utmost importance, which is why the state-of-the-art campus-wide Operations Center was constructed in 2013. Thanks in part to a grant from the Georgia Emergency Management Agency's Buffer Zone Protection Program, the Operations Center will serve as the main command center for managing events on the GWCCA campus.

The GWCCA incident management team will use the Operations Center to make decisions to allocate and coordinate resources, provide communications coordination and direct emergency and non-emergency responses campus wide.

The GWCCA Operations Center is equipped with:

- Data and phone system installation
- Electrical wiring installation
- Four LED TVs
- Five CCTV monitors
- Three projectors and mounts
- Three projection screens
- Access control system for the room
- Base station radios and antenna wiring
- Four desktop computers
- 36 laptop computers
- Fax machine
- Copy machine
- 11 CCTV cameras
- Wireless access points for CCTV cameras

IN 2013, 40% OF GWCCA POLICE OFFICERS UNDERWENT CRISIS INTERVENTION TEAM (CIT) TRAINING TO BETTER ASSIST PEOPLE WITH MENTAL ILLNESSES AND OTHER BRAIN DISORDERS IN CRISIS.



GWCCA employees celebrated Best in Class achievements with King of Pops.

ARE YOU BEST IN CLASS?

This year we launched “Best in Class,” a customer service initiative designed to enhance the visitor experience. Best in Class kicked off on March 14 with a guest appearance from Atlanta Falcons Coach Mike Smith, who shared words of motivation with GWCCA team members.

Best in Class offers a series of focused training sessions for all team members, including leadership training

sessions, train-the-trainer sessions, training modules, and external activities. Best in Class is offered to all team members and GWCCA business partners.

The program also includes the Best in Class Champions, who participated in multi-day training sessions before the kick-off to assist with training and to motivate other team members to truly be the Best in Class.



EMPLOYEE OF THE YEAR – ROBIN HUGHES

Having represented the Authority as a pillar of excellence for 27 years, Robin is known internationally as a premier event coordinator and expert in the field. The subject of positive customer comments and compliments, Robin continues to be a workhorse in the Event Services Department, stepping up and filling in at a moments notice, tackling some of our largest and most profitable customers without missing a beat.

TO ME, BEST IN CLASS MEANS...

“I really feel as if I have done my job when customers walk out of the GWCC; they are happy and want to return for another show. I basically like pleasing people and making them happy.”

— Robin Hughes, Sr. Event Coordinator



DIRECT PROFIT TO GEORGIA

DIRECT PROFIT TO GEORGIA

DATE	OPERATING REVENUE	- OPERATING EXPENSE	= OPERATING PROFIT	TAX REVENUE	- DEBT SERVICE	= STATE PROFIT	DIRECT PROFIT TO GEORGIA
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
2013	85,671,346	80,832,616	4,838,730	59,096,921	30,864,376	28,232,545	33,071,275

- 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.
- 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 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.



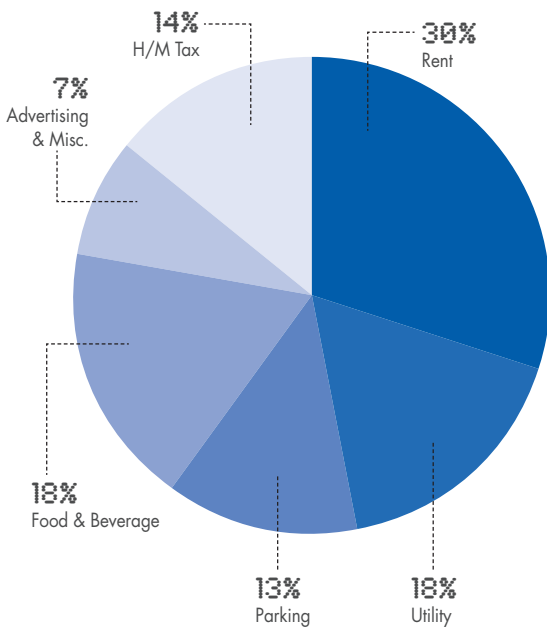
REVENUE & EXPENSE REPORT

OPERATING REVENUE

Rent	10,078,162
Utility Services	6,107,761
Parking	4,427,644
Food & Beverage	6,111,391
Advertising	460,752
H/M Tax	4,621,530
Miscellaneous	2,149,628
Subtotal	33,956,868

NON-OPERATING REVENUE

H/M Tax - ACVB	17,591,493
Transfer from Prior Year Reserves	79,038
Contributed Equipment	893,304
Gain/Loss of Fixed Assets	(18,895)
Transfer from Other Agencies	968,571
Subtotal	19,513,511
Total Revenue	53,470,379

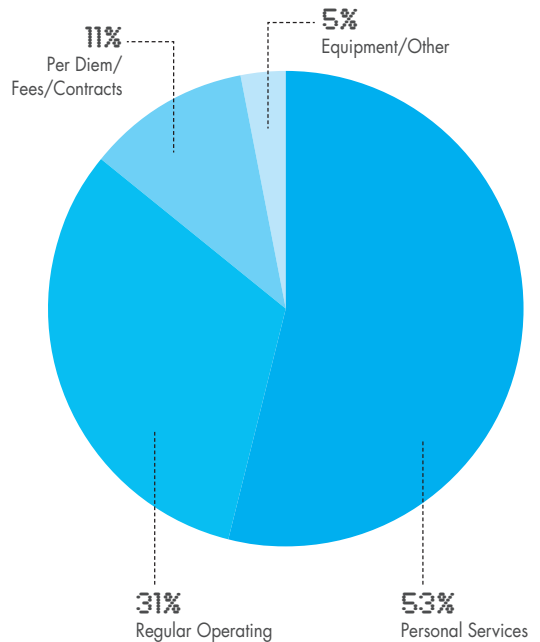


OPERATING EXPENSES

Personal Services	17,082,537
Regular Operating	10,059,706
Equipment/Other	1,543,640
Per Diem/Fees/Contracts	3,449,203
Subtotal	32,135,086
Net Operating Profit	1,821,783

NON-OPERATING EXPENSES

ACVB H/M Tax	17,591,493
Capital/Renovation Projects	1,047,609
Contributed Equipment	893,304
Transfer to PARK/Others	1,611,500
Subtotal	21,143,906
Total Expense	53,278,992
Net Income/Loss Before Depreciation and OPEB Accrual	191,387





Hinman Dental annual conference.



ATTENDANCE

FISCAL YEAR 2013: GWCC ATTENDANCE

48 Major Tradeshows & Conventions	471,244
13 Public/Consumer Shows	180,269
78 Meetings, Corporate Events & Others	161,029
Total Attendance	812,542
Total Out of State Attendance	578,867

OUT OF STATE ATTENDEES
ACCOUNTED FOR MORE
THAN 70% OF OVERALL
VISITORS TO THE GEORGIA
WORLD CONGRESS CENTER.



ECONOMIC IMPACT

GWCC ECONOMIC ACTIVITY

"New Dollars"	448,925,330
Total Economic Impact	834,462,527
Labor Income	305,223,702
Employment	8,988

TAX REVENUES

Georgia Sales Tax	24,021,831
Local Sales Tax	22,107,967
Hotel/Motel Tax	9,430,410
Personal Income Tax/Other	16,971,528
Total	72,531,736

PRIOR 3 YEAR ECONOMIC SUMMARY

	2010	2011	2012
"New Dollars" Generated	1,013,641,402	767,248,826	492,444,892
Total Impact of "New Dollars"	1,669,965,410	1,481,263,498	938,859,134
State	71,916,220	64,105,386	44,126,713
Local	32,030,217	36,334,025	24,125,861
Hotel/Motel	29,804,325	17,799,503	11,945,542
Total	133,750,762	118,238,914	80,198,116



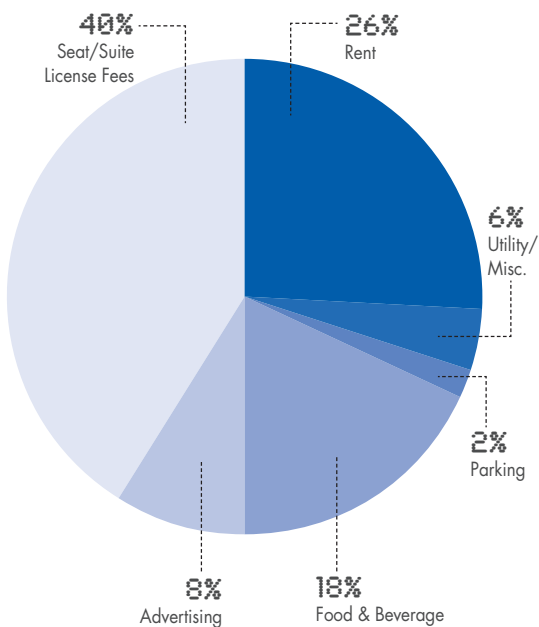
REVENUE & EXPENSE REPORT

OPERATING REVENUE

Rent	13,475,099
Utility Services	157,650
Parking	943,429
Food & Beverage	9,452,835
Advertising	4,158,719
Seat/Suite License Fees	20,829,508
Miscellaneous	2,697,238
Subtotal	51,714,478

NON-OPERATING REVENUE

H/M Tax	20,455,242
Transfer from Prior Year Reserves	1,709,557
Contributed Equipment	451,296
Gain/Loss of Fixed Assets	4,963
Subtotal	22,621,058
Total Revenue	74,335,536

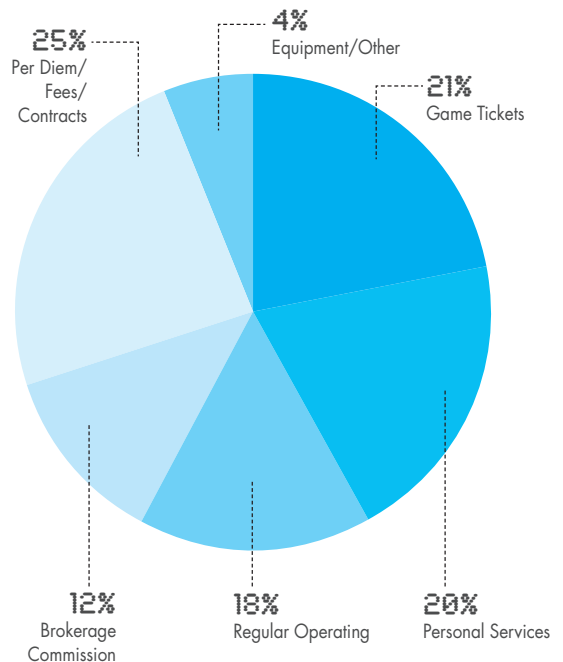


OPERATING EXPENSES

Personal Services	9,822,714
Regular Operating	8,707,481
Equipment/Other	1,953,898
Game Tickets	10,064,160
Brokerage Commissions	5,611,463
Contractual: Falcons	6,634,938
Per Diem/Fees/Contracts	5,902,877
Subtotal	48,697,531
Net Operating Profit	3,016,947

NON-OPERATING EXPENSES

Capital/Renovation Projects	1,959,557
Contributed Equipment	451,296
Debt Service Interest Expense	3,174,208
Subtotal	5,585,061
Total Expense	54,282,592
Net Income/Loss Before Depreciation and OPEB Accrual	20,052,944





Honda Battle of the Bands annual competition has been held in the Georgia Dome for 20 consecutive years.



ATTENDANCE

FISCAL YEAR 2013: DOME ATTENDANCE

12 Atlanta Falcons Games	715,495
6 Georgia State University Games	35,023
24 Graduations	110,125
2 General Meetings	1,150
16 Spectator Sports	622,884
Total Attendance	1,484,677

SINCE ITS OPENING IN 1992,
THE GEORGIA DOME HAS
HOSTED EVENTS FOR MORE
THAN 33 MILLION PEOPLE.



ECONOMIC IMPACT

DOMESTIC ECONOMIC ACTIVITY

"New Dollars"	196,098,825
Total Economic Impact	361,774,794
Labor Income	129,618,010
Employment	3,989

TAX REVENUES

Georgia Sales Tax	10,824,632
Local Sales Tax	10,078,785
Hotel/Motel Tax	6,033,323
Personal Income Tax/Other	7,278,930
Total	34,215,670

PRIOR 3 YEAR ECONOMIC SUMMARY

	2010	2011	2012
"New Dollars" Generated	224,650,253	139,319,006	141,979,527
Total Impact of "New Dollars"	348,550,611	267,150,435	269,214,554
State	15,985,015	12,114,608	13,060,550
Local	7,446,341	7,094,821	7,394,035
Hotel/Motel	5,612,903	3,177,694	5,019,364
Total	29,044,259	22,387,123	25,473,949



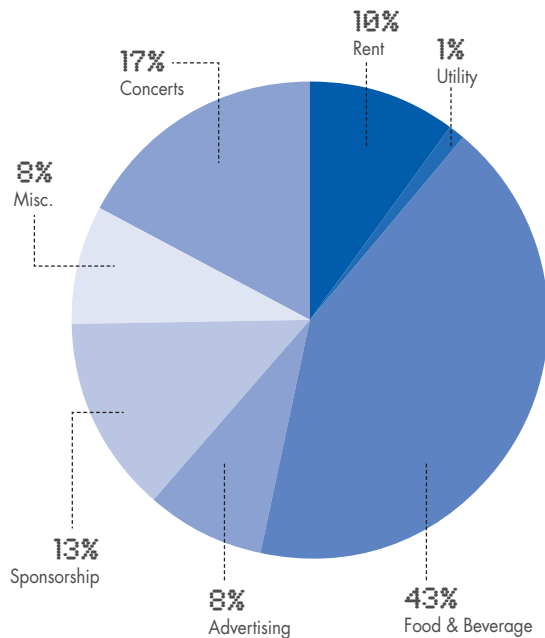
REVENUE & EXPENSE REPORT

OPERATING REVENUE

Rent	256,891
Utility Services	31,770
Food & Beverage	1,053,811
Advertising	206,250
Sponsorship	313,293
Concerts	430,081
Miscellaneous	195,722
Subtotal	2,487,818

NON-OPERATING REVENUE

Transfer from Prior Year Reserves	177,000
Transfer from GWCC	1,567,063
Contributed Equipment	7,459
Gain/Loss of Fixed Assets	170
Subtotal	1,751,692
Total Revenue	4,239,510

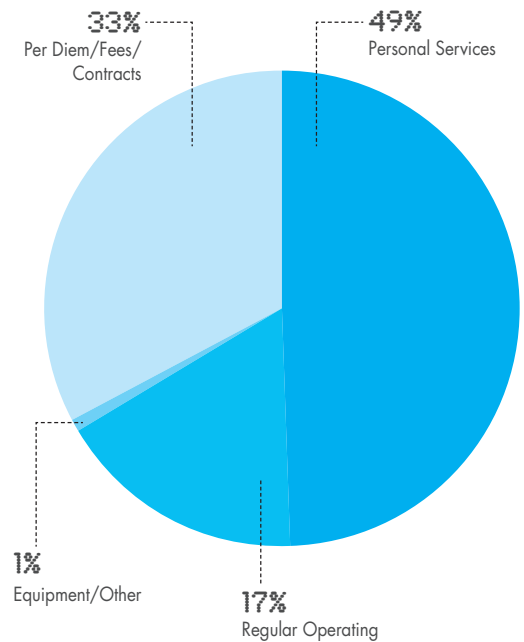


OPERATING EXPENSES

Personal Services	1,663,788
Regular Operating	567,896
Equipment/Other	28,900
Per Diem/Fees/Contracts	1,102,393
Subtotal	3,362,977
Net Operating Profit	(875,159)

NON-OPERATING EXPENSES

Capital/Renovation Projects	177,000
Contributed Equipment	7,459
Subtotal	184,459
Total Expense	3,547,436
Net Income/Loss Before Depreciation and OPEB Accrual	692,074



THE GEORGIA WORLD CONGRESS CENTER AUTHORITY TEAM

GWCCA BY THE NUMBERS:

- 416 full-time employees
- 262 GWCC employees
- 125 Georgia Dome employees
- 29 Centennial Olympic Park employees
- 382,683 hours worked by part-time employees, the equivalent of 184 full-time employees
- 12,097 hours of training completed by employees

WORKFORCE DIVERSITY

	GWCCA	Metro Atlanta
Caucasian	28%	55%
African American	66%	32%
Other	6%	13%
Male	64%	49%
Female	36%	51%

THE GEORGIA WORLD CONGRESS CENTER AUTHORITY MEMBERSHIP 2013

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Chairman
Lowe Engineers



LEE HUNTER,
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Midtown Vending, LLC



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Secretary
Hennessy Investments



DOUG TOLLETT,
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DAVID ALLMAN
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Taz Anderson Realty Co.



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The Coca-Cola Co.



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First Beacon
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Jones Petroleum Co.



GREG O'BRADOVICH
Cantor Colburn LLP



BILL RICE
Retired



BILL RUSSELL
Russell Landscape
Group, Inc.



GARY SMITH
Strategic Value
Properties, LLC

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- Senator Ronnie Chance
- Senator Bill Hamrick
- Senator Ronald Ramsey
- Senator Chip Rogers
- Senator David Shafer
- Representative Jan Jones
- Representative Edward Lindsey
- Representative Billy Mitchell
- Representative Larry "Butch" Parrish
- Representative Jimmy Pruett
- Representative Donna Sheldon



www.gwcc.com | www.gadome.com | www.centennialpark.com

