



# THEN. NOW. NEXT.

2017 Annual Report

**“The only time you should ever look back is to see how far you’ve come.”**

– Author Unknown

When you reflect on the brief history of the Georgia World Congress Center Authority, truer words have never been spoken. It all started with the Georgia World Congress Center hosting the American Apparel Manufacturers Association’s Bobbin Show in one exhibition hall with 350,000 square feet. Today, the GWCC encompasses 3.9 million square feet and is embarking on an expansion to improve the facility’s connectivity while bolstering Atlanta’s status as a top convention destination.

Just over 20 years ago, a multi-block eyesore in the middle of downtown Atlanta was transformed into Centennial Olympic Park to welcome the world’s visitors during the 1996 Centennial Olympic Games. In July 2016, the Authority celebrated the 20th anniversary of the Centennial Olympic Games, and the Park as the lasting legacy to those games. Today, the Park is known for its role as a downtown entertainment nexus, and preservation of the Park for future generations is in full swing with numerous high-profile capital improvement projects.

In March 2017, the Georgia Dome closed its doors for the last time. An iconic history filled with football, basketball, concerts, graduations, the Olympics, one tornado and a million memories, the Dome changed the landscape of Atlanta by making major bid events possible on the Authority’s campus. She paved the way for her successor, Mercedes-Benz Stadium, and the GWCCA’s now 220-acre campus to host the College Football Playoff National Championship Game in 2018, Super Bowl LIII in 2019, and the NCAA Men’s Final Four in 2020.

While recapping the Authority’s business successes, highlights, innovations, events, achievements and milestones of fiscal year 2017, this annual report takes a look at where this dynamic organization began, where it is today, and what the future holds.

THEN. NOW. NEXT.

**CREDITS:** The 2017 Georgia World Congress Center Authority Annual Report is published by the GWCCA Department of Marketing and Communications, Frank Poe, Executive Director. Written, compiled and edited by Jennifer LeMaster, Holly Richmond, Kent Kimes, Alicia McNease, Morgan Smith-Williams, Parker Hendricks, Tim Trefzer and Tamara Johnson. Photography by Robb Cohen Photography and Video, Greg Mooney, the Atlanta Falcons, Carole Kaboya/CMK Photography, Chris Helton, Rotary International, Sony Pictures, Bleecker Street and GWCCA staff.

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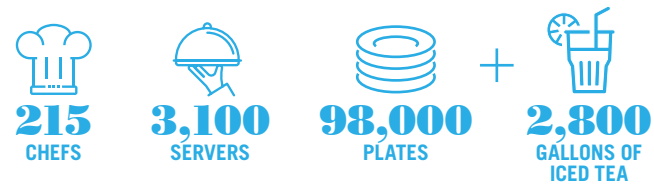
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# 2017 ECONOMIC IMPACT DRIVERS AND EVENT HIGHLIGHTS

## JULY 2016

Attempting to break its own Guinness world record, **Alpha Kappa Alpha Sorority, Inc.** hosted a plated dinner at the Georgia World Congress Center for more than **20,000 guests** during its 67th Boule. The dinner was a massive undertaking involving:



AKA's international convention generated more than **\$70 million** in estimated economic impact.



After two decades apart, it seemed unlikely that singer Axl Rose, guitarist Slash and bassist Duff McKagan would bury the hatchet, but hard rock icons Guns N' Roses reunited for the summer's most-anticipated concert as the "Not In This Lifetime...Tour" rocked 39,981 fans at the Georgia Dome.

### AUGUST

Peach Assist, the GWCC's new mobile alert text program allowing exhibitors to request assistance or services without leaving their booths, debuted during the Bronner Brothers International Beauty Show.



From lifetime achievements and commemorations to a number of firsts and lasts, here are some of the year's highlights from around the Georgia World Congress Center Authority campus.

### SEPTEMBER



The Georgia World Congress Center showcased its versatility when it hosted 20,000 "Bassheads," the term affectionately given to fans of electronic dance music (EDM) artist Bassnectar. Dubbed Basslanta, the two-day show was the first of its kind at the facility.



Centennial Olympic Park was transformed into Camp Ignite, an adult summer camp, for the final night of Microsoft Ignite. More than 15,000 IT professionals and developers enjoyed communal lounge areas, fire pits, teepees and cabins, and activities typically found at camps, including archery and relay races. The four-day conference generated an economic impact of more than \$56 million for the City of Atlanta and State of Georgia.

### OCTOBER



GWCCA Executive Director Frank Poe's iconic status within the public assembly industry was cemented Oct. 28 when the International Association of Venue Managers (IAVM) presented him with the prestigious Convention Center Lifetime Achievement Award. Poe is the second executive director in the Authority's 43 years of existence.



### DECEMBER

Centennial Olympic Park was the backdrop for the Southeast's first-ever Chinese Lantern Festival, featuring 25 ornate, handmade lanterns, handcrafted giant flowers, a three-story pagoda, and a 200-foot-long Chinese dragon. More than 38,000 visitors experienced the festival, which was recognized as a 2016 AMY Awards finalist by the Atlanta chapter of the American Marketing Association.

The last Chick-fil-A Peach Bowl to ever be played at the Georgia Dome was also an historic first for both the bowl and venue. The traditional New Year's Eve bowl game was designated as a College Football Playoff Semifinal featuring No. 4 Washington vs. No. 1 Alabama. A crowd of 67,063 watched the Crimson Tide defeat the Huskies 24-7, sending Alabama back to the CFP National Championship.



## JANUARY 2017



The Atlanta Falcons ended their tenure at the Georgia Dome with two electrifying playoff games that fans will never forget. The Falcons defeated the Seattle Seahawks 36-20 in the NFC Divisional Round. Then, in the last-ever football game at the Dome, eliminated the Green Bay Packers 44-21 in the NFC Championship Game, sending Atlanta to the Super Bowl. The two playoff games combined brought an additional 136,519 fans through the Dome's turnstiles.

### MARCH

On March 5, Monster Jam put a raucous stamp on the final public event to ever take place at the Georgia Dome. Hosting 52 events, total attendance for the Dome's final year reached nearly 1.4 million.

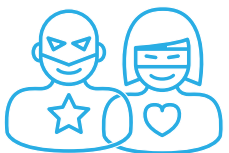


### APRIL

Headlined by President Donald J. Trump's keynote address, the GWCC hosted the National Rifle Association (NRA) Annual Meetings and Exhibits, featuring more than 800 exhibits and covering 264,599 square feet of booth space touted as "15 acres of guns and gear." Over four days, more than 81,000 visitors generated an estimated economic impact of more than \$197 million.

### MAY

Over 31,000 fans descended upon the GWCC for the fast-growing MomoCon, an all-ages geek culture convention. Focused on anime, animation, comics, video games and tabletop games, MomoCon 2017 topped previous attendance marks and generated an estimated \$49 million in economic impact.



### JUNE

The Georgia World Congress Center and Centennial Olympic Park hosted the Rotary International Convention, featuring keynote speeches by Microsoft co-founder Bill Gates and actor/activist Ashton Kutcher. Estimated attendance neared 35,000 attendees and generated an economic impact of close to \$95 million.





# BETTER BUILDINGS. BETTER HOSTS. BETTER NEIGHBORS.

JUST OVER A DECADE AGO, the Authority was beginning to explore green building certifications and feasibility. Staff education and paper recycling soon evolved into a campus-wide recycling, composting and energy conservation program and mindset called "Growing Green." This initial foray into understanding its environmental impact helped the GWCCA establish baselines for energy, water, waste, and procurement practices. With the hiring of the facility's first sustainability manager, the push for (and awarding of) GWCC LEED Silver certification, and industry recognition and accolades for sustainability leadership in Atlanta and in the hospitality industry, the GWCCA soon became a recognized leader for its sustainability efforts. Rebranded as "See Green," the platform has become synonymous with hosting events on the downtown Atlanta campus.

Today, GWCCA is a catalyst for green meetings and venues and is setting the standard for how the industry approaches sustainability. Efforts to reduce the Authority's carbon footprint span strategic integration of solar power, electric vehicle charging stations, waste diversion, green cleaning practices and sustainable procurement, to name just a



few. But nowhere is this more evident than the recently completed Guaranteed Energy Savings Performance Contract (EPC) project with Trane – the largest stand-alone project in Georgia and the largest in the country for public assembly venues. Giving a nod to one of the Authority's core values – Be Stewards – the \$28 million spent to upgrade lighting, chillers and outdated equipment is expected to reduce annual utility costs by at least 39 percent as well as repay the cost of installing energy-conservation equipment.

## ENERGY SAVINGS PERFORMANCE CONTRACT

### 18-MONTH CONSTRUCTION PERIOD BY THE NUMBERS

**17,810,772**

NUMBER OF KILOWATT HOURS OF ELECTRICITY SAVED – ENOUGH TO POWER 1,781 HOMES IN GEORGIA ANNUALLY

**13,704,856**

GALLONS OF WATER SAVED – MORE THAN WHAT IS CONTAINED IN 20 OLYMPIC-SIZED SWIMMING POOLS

**18,481**

NUMBER OF THERMS OF NATURAL GAS SAVED – ENOUGH TO POWER 26 HOMES IN GEORGIA ANNUALLY

**578,277**

POUNDS OF CONSTRUCTION WASTE RECYCLED

**39%**

EXPECTED SAVINGS ON UTILITIES ANNUALLY

So what's next for the GWCCA? As an organization that places an emphasis on the well-being of employees and the strength of the community at large, GWCCA is setting its sights on building on its environmental sustainability success through a corporate social responsibility (CSR) platform. The platform is built on the Authority's mission statement that addresses quality of life enhancement for all Georgians. Focused on the importance of learning, serving, and growing, the program is founded on four pillars that are fundamentally material to our business, represented by the acronym B.A.S.E.



**Basic needs**  
(food, water, clothing, and clean air)



**Arts and Education**



**Shelter**



**Environment**



Each quarter of the fiscal year, the Authority's CSR program offers GWCCA team members opportunities to learn, serve and grow. During the most recent fiscal year, one of the first major initiatives was the collection of more than 1,258,782 aluminum containers from the Georgia Dome. The value of the aluminum collected (approximately \$60,000) built a home in the nearby English Avenue neighborhood through Habitat for Humanity and partners Novelis and the Atlanta Falcons.



**14,000,000 POUNDS**

of materials have been diverted from landfills through recycling, composting, and reuse since 2008.



**1,900 SOLAR PANELS**

in the GWCCA's truck marshalling yard produce enough electricity to power 89 homes in Georgia each year.



**60,000 LED LAMPS**

recently installed on GWCCA campus resulting in 70% energy savings, 500% increase in bulb life, improved lighting levels, and ability to individually control lighting levels in exhibit halls.

# THE GENESIS *of an* INTERNATIONAL CITY



**WHY WOULD YOU PLAY FOOTBALL INDOORS...IN ATLANTA?**  
That was the prevailing question posed by pundits and pigskin fans in the late '80s when the GWCCA announced plans for a state-of-the-art, cable-supported domed stadium that would serve as the new home of the Atlanta Falcons. And while the original intent was football, then-Executive Director Dan Graveline wrote in the Authority's 1988 annual report that the Dome would "serve as an important adjunct to our convention center allowing Atlanta to attract major sporting events such as the NCAA tournament and bowl games, as well as large religious conferences, concerts and perhaps even the Olympic Games."

Little did anyone know that, in just a few short years, the Georgia Dome would not only be instrumental in turning Atlanta into a hotbed for college football, but an international city. In September 1990, in what was considered a surprise announcement, Atlanta was selected to host the Centennial Olympic Games and the search was on to find venues to host all of the events. The Georgia Dome, with its reputation as a world-class facility, was tapped to host basketball, gymnastics and handball. And, it did not disappoint.

With a curtain draped across the 50-yard line splitting the Dome in half (one side for basketball and the other for gymnastics) spectators and millions more watching on television around the world witnessed history as the U.S. Olympic women's gymnastics team captured its first-ever team gold medal when Kerri Strug stuck her landing on the vault, catapulting the "Magnificent Seven" into history.

## FOOTBALL WAS JUST THE BEGINNING...

Held at Legion Field in Birmingham, Ala., the first two Southeastern Conference (SEC) championship games weren't exactly the events they are today. Fraught with cold, rainy conditions and declining attendance, SEC member schools, in February 1994, voted to play the championship game at the Georgia Dome where, as the saying went, it's always sunny and 72 degrees inside.

Taking weather out of the equation was one of the important factors that allowed the SEC Championship Game to thrive for 23 years. "The Georgia Dome permitted us to elevate that game to a real national event and spotlight it all across the country," said Roy F. Kramer, SEC Commissioner from 1990-2002, who is credited as the architect of the SEC Championship Game.

Around the same time, the Peach Bowl – also cursed by the elements – bid Atlanta-Fulton County Stadium adieu in favor of the Dome. In its new home the bowl game, now known as the Chick-fil-A Peach Bowl, thrived earning the bowl and the Dome a spot in the College Football Playoff rotation with the Alabama-Washington semifinal game in January 2017.

The Georgia Dome hosted Super Bowl XXVIII in 1994 between the Dallas Cowboys and Buffalo Bills, and Super Bowl XXXIV in 2000 pitting the St. Louis Rams against the Tennessee Titans – featuring a finish many call the most thrilling in the game's history.

Although it took college basketball a few years to catch up, the road to the Final Four ended in Atlanta three times as the Georgia Dome played host to the NCAA Men's Final Four in 2002, 2007 and 2013.

Quieting the naysayers, the Dome became the only venue in the world to host the Olympics, the Super Bowl and the Final Four.

The Dome made Atlanta, and the GWCCA's downtown campus, a destination for every big event. "It was a game-changer in terms of what Atlanta could do with events," said Carl Adkins, general manager of the Dome from 2002-2016. "It elevated every game and event. All of a sudden you had a stadium right next to the nation's fourth largest convention center – and eventually Centennial Olympic Park. With big events, we had all of this excellent space to do ancillary events about the same time that most of these major events were expanding their footprint."

But the Dome wasn't just about sports; over the years some of the world's biggest bands and performers tapped the Georgia Dome for Atlanta tour stops, including The Rolling Stones, U2, Beyoncé, Taylor Swift, Tim McGraw, Kenny Chesney, Metallica, Paul McCartney, and Billy Joel and Elton John, to name just a few.



## SPEAKING OF WEATHER...

No look back at the Georgia Dome's illustrious history would be complete without mention of March 14, 2008. That night, an EF2 tornado – with winds reaching 135 mph – tore through downtown Atlanta and, directly in its path of destruction, the Dome and thousands of basketball fans inside watching the SEC quarterfinal game between Alabama and Mississippi State. As the game drew to a close, Alabama guard Mykal Riley sank a three-pointer, sending the game into overtime and, quite possibly, preventing what could have been a major tragedy.

During overtime, the tornado hit. Fans, players, coaches, and staff stood up out of their seats as scaffolding swayed, debris fell, and the Dome roof shook, undulating back and forth like a sheet. The Dome's cable roof structure held under the twister's pressure, but did not come away entirely unharmed as a canvas panel was so damaged it had to be replaced. The very next day, Georgia Dome staff and several GWCCA partners began working feverishly to get the Dome repaired and open for business again. Just nine days later, the Dome opened for New Birth Missionary Baptist Church's annual Easter service.

## GEORGIA DOME BY THE NUMBERS:

**1,400+**

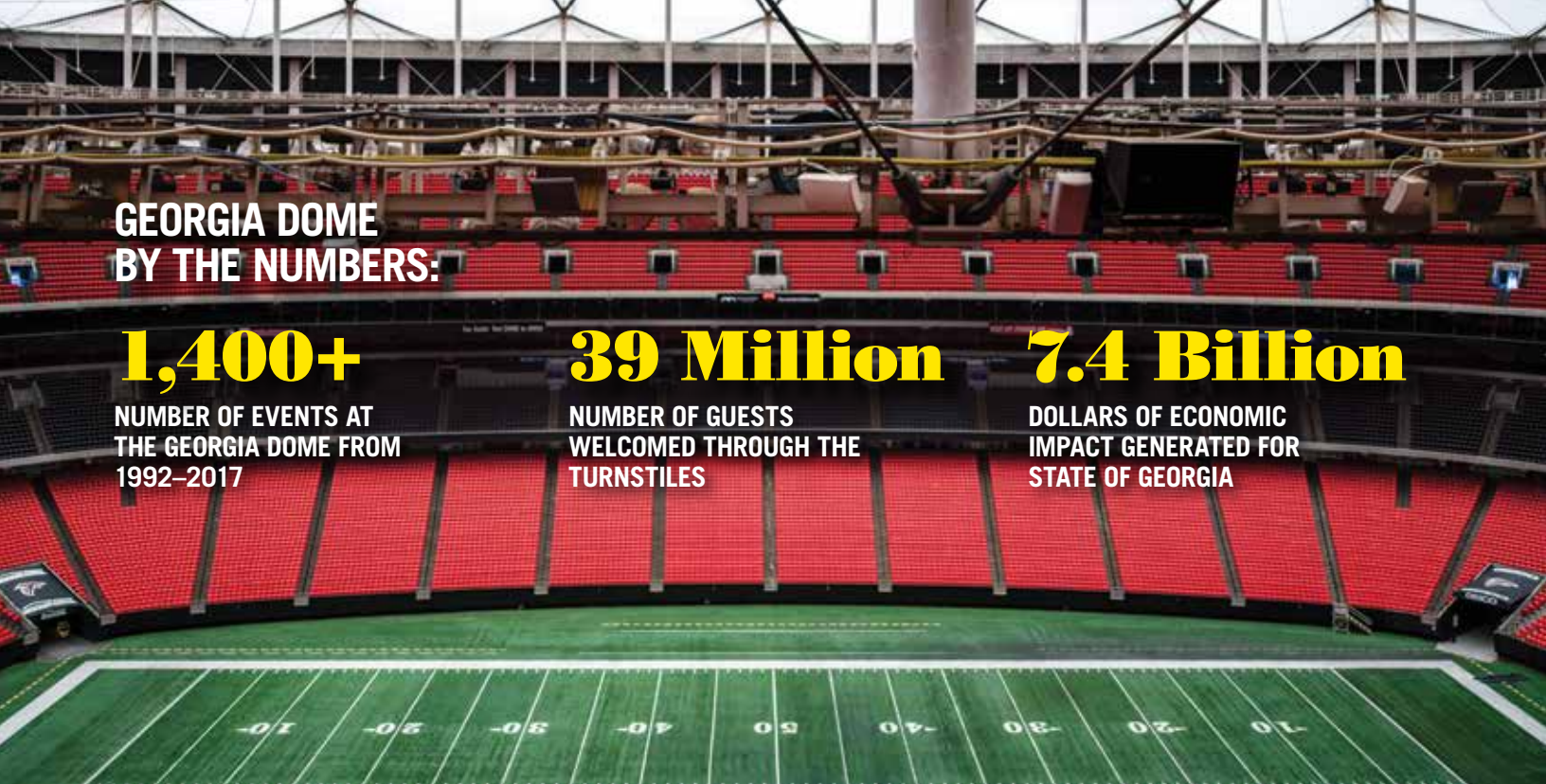
NUMBER OF EVENTS AT THE GEORGIA DOME FROM 1992-2017

**39 Million**

NUMBER OF GUESTS WELCOMED THROUGH THE TURNSTILES

**7.4 Billion**

DOLLARS OF ECONOMIC IMPACT GENERATED FOR STATE OF GEORGIA



## A BLUEPRINT FOR SUCCESS...

“The Dome changed Atlanta and Atlanta’s sports,” wrote *Atlanta Journal-Constitution* sports columnist Mark Bradley. “Without the Dome, there would have been no Super Bowl here, no continuing SEC championship, no Final Four beyond the Omni’s 1977 one-off. There would have been no Olympics.”

A quarter century after forever altering Atlanta and the state of Georgia’s cultural, architectural and economic landscape, the Georgia Dome has passed the baton to Mercedes-Benz Stadium, laying the groundwork for the next chapter in the evolution of the No. 1 convention, sports and entertainment destination in the world. High profile events at Mercedes-Benz Stadium already scheduled include the 2018 College Football Playoff National Championship, 2019 Super Bowl and 2020 NCAA Men’s Final Four – all with ancillary events across the GWCCA’s campus.

The Georgia Dome raised the bar, proving that yes, Atlanta can deftly handle the bright lights and scrutiny that comes with the world’s highest profile gatherings, from the Olympics to championship football games, to the concert industry’s top-grossing tours.

## Mr. Georgia Dome


Known around town as Mr. Georgia Dome, Ken Jefferson missed only one Atlanta Falcons game at the Georgia Dome in 25 years. “It wasn’t by choice,” said Jefferson, the Dome’s event services manager from the facility’s opening until its closing. Suffering from the flu, Jefferson was forced to stay home breaking up his consecutive game streak, said Carl Adkins, general manager of the Dome from 2002-2016. Even though he wasn’t physically at work that fateful November day, he was working the phones making sure everything was in place for game day – “until they stopped answering my calls,” he joked.

Overall, Jefferson worked behind the scenes of 198 Falcons regular season home games, 50 preseason games, and seven playoff games – including the last-ever gridiron matchup at the stadium, the NFC Championship Game on Jan. 22, 2017.


Inducted into the Atlanta Hospitality Hall of Fame in 2014, Jefferson’s impressive career includes coordinating two Super Bowls, the 1996 Centennial Olympic Games, USA Track & Field Indoor Championships, numerous Chick-fil-A Peach Bowls and Kickoff Games, multiple concerts, three NCAA Final Fours, and various events large and small.




## SETTING RECORDS...

 Up until 1999, the Georgia Dome – standing as tall as a 27-story building – was the **largest domed structure in the world.**


 Although not an official Guinness world record, Olympics sponsor Sara Lee created the **world’s longest hotdog**, which spanned 1996 feet, in order to promote the 1996 Summer Olympics.

 In 1997, after getting married inside the Georgia Dome, German national **Uwe Brockmann** skated the Dome for 24 hours to break the 24-hour distance speed skating record. His final record was 296 miles.

 On March 27, 1998, witnessing **Michael Jordan’s** last appearance in Atlanta in a Chicago Bulls uniform, 62,046 fans packed the Dome, setting an attendance record for a single NBA game.

 In 2009, a record-breaking **75,892 fans** filled the Georgia Dome to watch the Florida Gators face off against the Alabama Crimson Tide in the SEC Football Championship Game.

 In 2013, the Georgia Dome hosted a record-breaking 71,009 fans, the largest recorded attendance in **Monster Energy Supercross** history.

 In November of 2015, paper towel manufacturer Brawny set the world record for the **“Largest Gathering of People Wearing Plaid”** with 1,146 fans gathering on the Dome’s field, each wearing two plaid articles of clothing.

## A FINAL TOAST...

On March 8, 2017, the Georgia World Congress Center Authority, along with state and local dignitaries, business partners, and special guests, gathered to pay respects to the Georgia Dome and her legacy. Executive Director Frank Poe shared these sentiments, words that could be attributed to anyone who stepped foot in the Georgia Dome over the past 25 years.



“When you gaze upon the Georgia Dome this evening, you readily see a building composed of concrete, metals, fabrics, and equipment of all types. And indeed that would be correct, but I suggest a building such as the Dome is more than that.

The Dome comes to life through her events, staff, and customers – each contributing to the memories all of us share this evening. I dare say, everyone in this room that has had the good fortune to work here, bring events here, or attend events here can draw upon a special time or event that represents a wonderful and warm experience or memory.

The Georgia Dome has hosted many special events throughout her history. Each one with its unique and special challenges and impacts. After all, that is what our industry and this venue is all about. As we close this book on the Georgia Dome, one can be sad; but I suggest to you, if the Dome could speak, she would say, ‘let not your hearts be sad, but joyful for as you can see, I am going out on top with the pride that comes from knowing that I did my best for those that made memories with me.’

Thank you for your friendship. God bless and goodbye.”



# COMMITTED *to* PRESERVING ATLANTA'S OLYMPIC LEGACY

THE COMPLEXION OF DOWNTOWN ATLANTA WAS FOREVER CHANGED when Centennial Olympic Park welcomed visitors from around the world during the 1996 Summer Games. Evolving from a glorious gathering spot to the springboard for economic and commercial development, the Park has attracted \$2.2 billion in new development to downtown Atlanta, including nine hotels, seven residential towers, and attractions such as Georgia Aquarium, Center for Civil and Human Rights, College Football Hall of Fame, World of Coca-Cola, and SkyView Atlanta. An additional \$705 million of development is planned for the future.

Paying homage to what started it all, the GWCCA commemorated the 20th anniversary of the Centennial Olympic Games and Centennial Olympic Park on July 16 with a star-studded celebration open to the public and featuring live music, fireworks, local, state and Atlanta Committee for the Olympic Games dignitaries, and appearances by Olympians Janet Evans, Carl Lewis, Amy Van Dyken and members of "Magnificent Seven," the U.S. women's gymnastics team that captured an historic gold medal at the Georgia Dome.

The celebration capped off a wildly successful capital campaign designed to update the Park for future generations. Thanks to the generosity of the Georgia General Assembly, the private sector, the philanthropic community, and a popular relaunch of the adopt-a-brick campaign, in March 2017 the GWCCA started phase I of its capital improvements projects with the demolition of Metro Atlanta Chamber (MAC).

## PARK VISIONING IN CLEAR FOCUS

Over the next 18 months, transformative projects will be completed, culminating in Centennial Olympic Park reopening in time for Super Bowl LIII on February 3, 2019. A closer look at each project follows.

**WEST LAWN PROMENADE:** Reinforcing the Park's ties to the Centennial Olympic Games, the West Lawn Promenade will celebrate our roots. Retooling the area with Olympic-themed features, plans call for an interactive medal podium. (Estimated completion: December 2017)

**FOUNTAIN OF RINGS PLAZA:** Andrew Young International Boulevard will be raised to plaza level using bricks purchased during the Park's 20th anniversary capital campaign. A new interactive Olympic ring feature will create a focal point at Centennial Olympic Park Drive. (Estimated completion: December 2017)

**SOUTHERN COMPANY AMPHITHEATER:** Creating memorable outdoor music experiences, the amphitheater will receive infrastructure upgrades. (Estimated completion: August 2018)

**BAKER STREET CORNER:** Water features along Centennial Olympic Park Drive will be extended to Baker Street corner, creating a new welcoming oasis for guests visiting neighboring attractions. The Androgyne Planet sculpture will move to be prominently displayed on this corner. (Estimated completion: August 2018)

**PARALYMPIC PLAZA:** A plaza on the northwest corner of the Park will honor the courage of Paralympians and the spirit of the 1996 Paralympic Games. (Estimated completion: August 2018)



GRANITE FROM EACH OF THE **5 Continents** REPRESENTED IN THE OLYMPIC GAMES IS USED IN THE PARK.

**\$2.3 Billion**

APPROXIMATE DIRECT IMPACT OF THE PARK ON REVITALIZATION OF THE AREA IMMEDIATELY SURROUNDING THE PARK SINCE 1996.

**25 ft.**

EACH OF THE FIVE OLYMPIC RINGS MAKING UP THE FOUNTAIN OF RINGS IS 25 FEET IN DIAMETER, LARGE ENOUGH TO COMFORTABLY PARK TWO CARS SIDE-BY-SIDE WITHIN EACH RING.

## A Pioneer for Progress

For more than a century and a half, the Metro Atlanta Chamber (MAC) has worked to successfully drive positive, fundamental change in metro Atlanta and across Georgia. In 1986, the Chamber's leadership elected to move its headquarters to the western side of downtown – an area at the time that was blighted – with the hopes of stimulating additional growth in the area. That vision came to fruition in the early 1990s when MAC provide seed money for the 1996 Centennial Olympic Games bid and for what would eventually become Centennial Olympic Park.

The MAC's vision for the area has come full circle as Centennial Olympic Park has been a catalyst for real estate and tourism development. In 2016, the Metro Atlanta Chamber reached an agreement with GWCCA to sell its building adjacent to Centennial Olympic Park, thus adding three acres of greenspace back to the Park to be known as West Lawn Promenade – an homage to the 1996 Summer Olympic Games that the Chamber was instrumental in bringing to Atlanta.



Film and TV production generated close to **\$1 million** during the most recent fiscal year. Here's a rundown of productions utilizing the GWCCA campus during 2017:

- FAMILY FEUD (SYNDICATED)**

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- SPIDER MAN: HOMECOMING**

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- FAST AND FURIOUS 8**

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- BABY DRIVER**

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- SLEEPY HOLLOW (FOX)**

---

- 24: LEGACY (FOX)**

---

- ZAXBY'S (COMMERCIAL)**

---

- DEN OF THIEVES**

---

- PITCH PERFECT 3**

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- MANIFESTO (DISCOVERY CHANNEL)**

---

- LOGAN LUCKY**

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- MACGYVER (CBS)**

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- SURVIVOR'S REMORSE (STARZ NETWORK)**

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- IPHONE SIRI X THE ROCK (COMMERCIAL)**



# AN ORIGINAL SCREENPLAY: FILM, TV *and* GWCCA

TRADE SHOWS, CONVENTIONS, MEETINGS, AND FOOTBALL GAMES – these are the words synonymous with the Georgia World Congress Center Authority and for years, these were the only words. The limited filming done on campus involved a small shoot on the exhibit floor during a trade show, a local TV station doing a live remote or, perhaps, a national broadcast of a Falcons game from the Georgia Dome.

Then, in the early 2000s, things began to change. Film and television production began to branch out from traditional strongholds California and New York. Producers wanted, and Georgia was more than ready to offer, better tax incentives and locations that offered an assortment of backdrops. As fate would have it, the Georgia Film, Music & Digital Entertainment Office was searching for stage space that could accommodate the massive production of “The Hunger Games: Catching Fire.” A call to then-GWCC general manager Mark Zimmerman and two weeks of logistical planning resulted in the GWCC being used as stage space for the film – a first for the GWCC – which grossed more than \$424 million in North America alone.



**FAST FORWARD TO 2017.** Georgia is now the No. 1 filming location in the world for movies, according to a FilmL.A. 2016 Feature Film study, and the 220-acre GWCCA campus is in the middle of the action. In fiscal year 2017, film producers and scouts alike took full advantage of the Authority’s campus for a variety of projects, including “Spider-Man: Homecoming,” television series “Sleepy Hollow,” television series “24: Legacy,” television series “MacGyver,” Discovery Channel TV series “Manifesto,” and box office smash “Baby Driver,” just to name a few.

Variety is one of the key assets that the Authority’s campus has to offer. Whether it be an airport, a supermax prison, high-speed car chases, gameshows, commercials or as a production base camp, the GWCCA campus has film-friendly qualities not found with many of its competitors.

“I presented the Red and Gold Decks at the GWCC to the director and producers of Baby Driver for its unique aesthetic qualities. We were in search of an enormous parking deck that could accommodate stunt driving while also looking fantastic,” shared Kyle Hinshaw, location manager for Universal Pictures. “We were able to accommodate a complicated mix of technical difficulties and logistical needs to create a heart-pounding driving sequence for Baby Driver. Our director, producers, and audiences everywhere were thrilled with the final product. I have used the GWCC for multiple shoots, and each experience is better than the last.”

Another 2017 film with scenes produced on the GWCCA campus was the Steven Soderbergh-directed let’s-rob-the-racetrack heist comedy “Logan Lucky.” The Georgia World Congress Center was used for the racetrack’s underground tunnels. The Authority, through strong relationships and forward-thinking customer service, contributed to the film’s economic impact of \$18 million to Georgia.

Mark Cottrell, location manager for Lionsgate Entertainment, has worked with the Authority staff on several productions. He has this to say about working with the GWCCA: “What we really love is the staff... and their mission to make our project a success. From our first scout of property, through contract and flawless execution, the GWCCA is geared for greatness.”

By continuing to foster relationships with the film and entertainment industry, the Authority will certainly be on the short list for more productions in the years to come. FOX Network’s “STAR,” the film “Front Runner” and a film starring Ryan Gosling titled “First Man” are just a few of the productions set to film on the GWCCA campus in the coming months.



# FORWARD MOTION: A PROGRESS REPORT ON CAMPUS DEVELOPMENT

**FROM ITS BEGINNINGS** as a single exhibit hall to the economic engine that today drives Atlanta's entertainment and hospitality district, the Georgia World Congress Center Authority's 220-acre campus continues to evolve. Several development and improvement projects reached milestones during fiscal year 2017, highlights include:

**The Georgia General Assembly** approved \$55 million for the GWCCA's contiguous exhibition facility (CEF) project, which will create a fixed gateway between exhibit halls in Buildings B and C to create over one million square feet of contiguous exhibition space.

**In September 2016**, construction of a new solar canopy system in the GWCCA's Marshalling Yard was completed. Designed to accommodate vehicle parking underneath its sizeable array of solar panels, the project features approximately 200 shaded parking spaces and 1,900 solar panels that are expected to generate enough electricity to power 89 homes in Georgia annually.

**After a \$3 million makeover**, the former Terraces Restaurant in the lobby of Building B of the Georgia World Congress Center reopened in February 2017 as Social Table. With a sleek, modern feel incorporating the latest technology upgrades, the space is designed to adapt to the changing needs of events taking place on the GWCCA campus. The open concept entices customers with grab-and-go options, a quick-service grill, and flexible bar service offering coffee and pastries in the morning and cocktails after five.

**In March 2017**, demolition of the Metro Atlanta Chamber of Commerce building kicked off work on the Centennial Olympic Park capital campaign aimed at increasing community access, expanding programming opportunities and enhancing the visitor experience.

**The GWCCA announced plans** to build a 1,010-room hotel on Northside Drive on the former site of the Georgia Dome. Envisioned as an economic catalyst for the area, the hotel will help Atlanta capture new convention and entertainment business as well as generate jobs during the construction phase and once it opens.

**In April 2017**, plans were announced for The Home Depot Backyard, a 13-acre multi-purpose greenspace featuring event-day tailgating/parking as well as unique arts, entertainment and cultural experiences that will occupy a portion of the Georgia Dome footprint. The Home Depot Backyard is scheduled to open in fall 2018.

**The Terrazzo Flooring project**, intended to enhance the customer experience, kicked into high gear as approximately 81,000 square feet of carpeting in high foot-traffic areas in GWCCA's Buildings B and C were replaced with the more durable hard surface. The terrazzo flooring is set to be completed in March 2018.



## BY THE NUMBERS

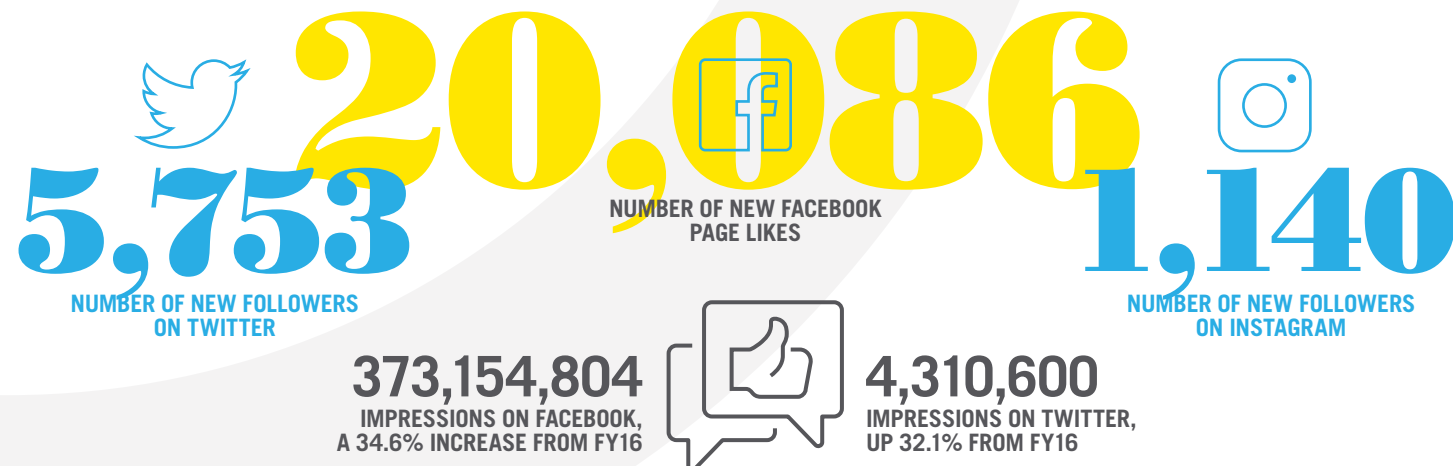
Numbers have an important story to tell. Here's the fiscal year 2017 story – in numbers – of the economic impact of the Georgia World Congress Center Authority and its facilities.



A story in numbers wouldn't be complete without a nod to the dedicated staff who put their hearts and souls into helping the GWCCA strive to be the No. 1 convention, sports, and entertainment destination in the world.



The Authority's social media channels play a vital role in educating, engaging, and informing Georgia World Congress Center, Centennial Olympic Park and Georgia Dome audiences throughout the year. Here's a look at how the three most popular channels fared during the year.



## DIRECT PROFIT TO GEORGIA

After paying all operating expenses and debt service for fiscal year 2017, the GWCCA provided a direct profit of approximately \$79 million to the State of Georgia, an increase of almost \$14 million compared to the previous year. Here's a snapshot of the Authority's net profit to the State of Georgia during the last decade.

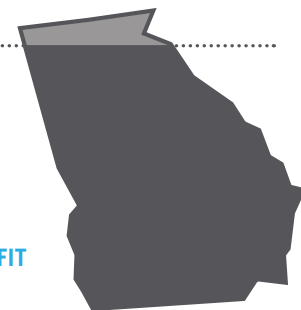
### GWCCA Financials

DATE	OPERATING REVENUE	OPERATING EXPENSE	OPERATING PROFIT	STATE TAX REVENUE
2008	80,115,757	84,613,865	(4,498,108)	122,866,019
2009	71,060,589	77,079,259	(6,018,670)	97,415,555
2010	68,707,527	69,818,566	(1,111,039)	87,901,235
2011	78,280,863	73,931,987	4,348,876	76,219,994
2012	76,410,365	73,661,411	2,748,954	57,187,264
2013	89,504,084	83,551,929	5,952,155	59,096,921
2014	89,459,952	86,857,029	2,602,923	72,762,330
2015	96,645,804	89,540,897	7,104,907	71,872,730
2016	104,526,078	95,640,972	8,885,106	87,097,971
<b>2017</b>	<b>108,371,541</b>	<b>102,092,148</b>	<b>6,279,393</b>	<b>104,273,146</b>

### State Of Georgia

DATE	DEBT SERVICE	STATE PROFIT	DIRECT PROFIT TO GEORGIA
2008	37,621,219	85,244,800	80,746,692
2009	35,022,336	62,393,219	56,374,549
2010	36,921,791	50,979,444	49,868,405
2011	36,691,726	39,528,268	43,877,144
2012	30,686,513	26,500,751	29,249,705
2013	30,864,376	28,232,545	34,184,700
2014	32,180,471	40,581,859	43,184,782
2015	32,898,503	38,974,227	46,079,134
2016	30,969,143	56,128,828	65,013,934
<b>2017</b>	<b>31,566,447</b>	<b>72,706,699</b>	<b>78,986,092</b>

All GWCCA net operating profits have been restated to include all facilities: GWCC, Georgia Dome and Centennial Olympic Park. The Net Operating Profit ties to audited financial statements, excluding OPEB, pension and depreciation.



## REVENUE & EXPENSES

Rent, food and beverage service, utility services, and seat and suite license fees continued as the primary operating revenue generators for the Georgia World Congress Center Authority in fiscal year 2017. Operating revenue for the year totaled more than \$108 million.

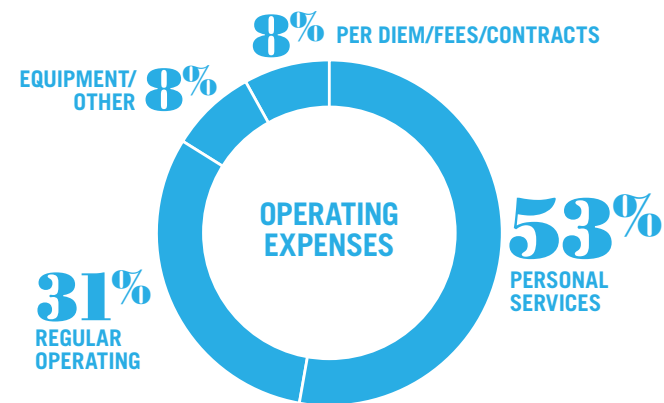
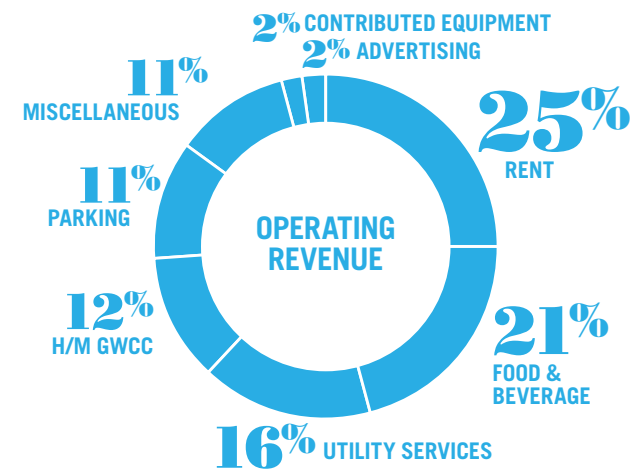
### Georgia World Congress Center & Centennial Olympic Park

#### OPERATING REVENUE

Rent	12,880,094
Utility Services	8,316,551
Parking	5,563,721
Food & Beverage	11,420,902
Advertising	1,318,409
Contributed Equipment	1,056,482
H/M GWCC	6,148,193
Miscellaneous	5,569,935
<b>Operating Revenue</b>	<b>52,274,287</b>

#### OPERATING EXPENSES

Personal Services	24,959,224
Regular Operating	14,157,927
Equipment/Other	3,628,421
Per Diem/Fees/Contracts	3,666,660
<b>Operating Expenses</b>	<b>46,412,232</b>
<b>Net Operating Profit</b>	<b>5,862,055</b>



#### NON-OPERATING REVENUE

H/M Tax	13,939,867
H/M Tax - ACVB	23,396,703
Insurance recovery	7,099
Miscellaneous	76,504,537
<b>Subtotal</b>	<b>113,848,206</b>
<b>Total Revenue</b>	<b>166,122,493</b>

#### NON-OPERATING EXPENSES

ACVB H/M Tax	23,396,703
Capital/Renovation Projects	65,901,495
<b>Subtotal</b>	<b>89,298,198</b>
<b>Total Expense</b>	<b>135,710,430</b>
<b>Net Income/loss before depreciation and OPEB accrual</b>	<b>30,412,063</b>

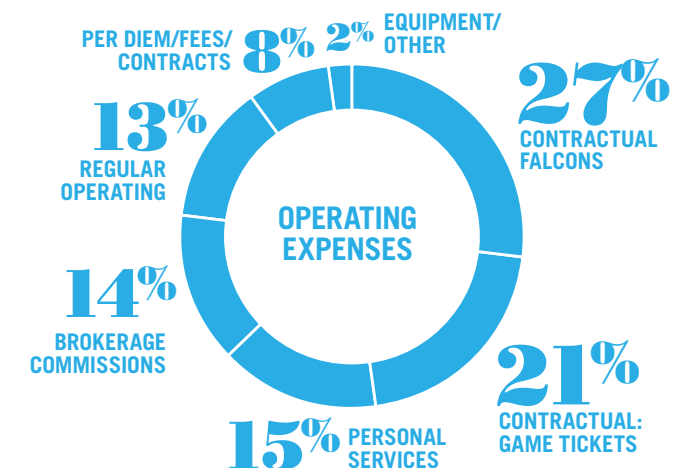
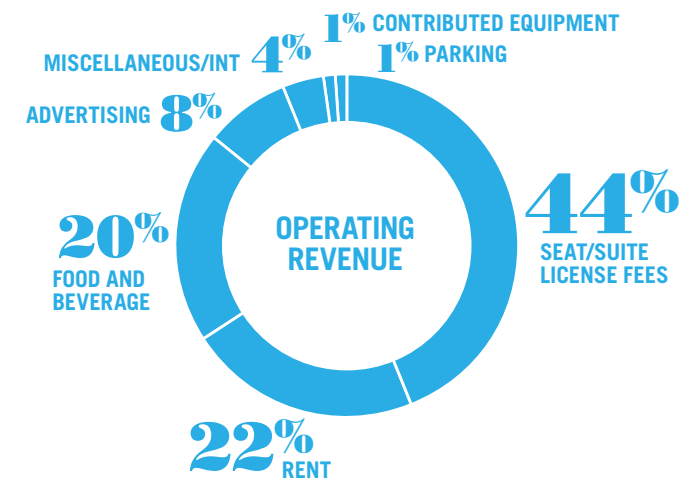
### Georgia Dome

#### OPERATING REVENUE

Rent	12,339,846
Utility Services	70,537
Parking	495,843
Food & Beverage	11,218,180
Advertising	4,678,411
Seat/Suite License fees	24,943,021
Contributed equipment	122,906
Miscellaneous	2,228,508
<b>Operating Revenue</b>	<b>56,097,252</b>

#### OPERATING EXPENSES

Personal Services	7,651,687
Regular Operating	7,447,653
Equipment/Other	881,861
Contractual	12,149,448
Brokerage Commissions	7,839,372
Contractual Falcons	15,047,147
Per Diem/Fees/Contracts	4,662,746
<b>Operating Expenses</b>	<b>55,679,914</b>
<b>Net Operating Profit</b>	<b>417,338</b>



#### NON-OPERATING REVENUE

Miscellaneous	13,112
<b>Subtotal</b>	<b>13,112</b>
<b>Total Revenue</b>	<b>56,110,364</b>

#### NON-OPERATING EXPENSES

Capital/Renovation Projects	80,652
<b>Subtotal</b>	<b>80,652</b>
<b>Total Expense</b>	<b>55,760,566</b>

<b>Net Income/loss before depreciation and OPEB accrual</b>	<b>349,798</b>
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Note: As the Authority prepared for a future without the Georgia Dome, the operational decision was made to consolidate the financial reporting of the Georgia World Congress Center and Centennial Olympic Park. As a result, the data you see here representing fiscal year 2017 differs slightly from previous years.

## ECONOMIC IMPACT

More than 2.9 million visitors attended events on the GWCCA campus during fiscal year 2017, generating an estimated economic impact of \$1.8 billion, according to a Georgia State University analysis. Approximately 40 percent of visitors came from out of state, generating the largest slice (\$1.5 billion) of this economic impact pie, pumping what's known as "new dollars" into the local economy, staying at hotels, eating in local restaurants, shopping at local retail outlets and spending on entertainment and visiting attractions. Spending by out-of-state visitors added with spending by exhibitors and sponsors creates economic impact.

### Georgia World Congress Center



#### ATTENDANCE

25 Trade Shows	425,008
20 Conferences, Corporate Events, Conventions Without Exhibits	171,383
20 Participation Sports	270,806
11 Graduations	174,488
13 Consumer Shows	212,835
108 General Meetings	101,770
<b>197 TOTAL</b>	<b>1,356,290</b>

#### ECONOMIC IMPACT

<b>GWCC ECONOMIC ACTIVITY</b>	
New Dollars	\$676,781,385
Total Economic Impact	\$1,286,844,359
Economic Impact on Labor Income	\$443,680,279
Economic Impact on Employment	12,282 (jobs)

#### TAX REVENUES

Georgia Sales Tax	\$35,341,505
Local Sales Tax	\$32,596,222
Hotel/Motel Tax	\$16,176,935
Personal Income Tax/Other	\$39,546,254

### Georgia Dome



#### ATTENDANCE

12 Falcons Games	707,741
4 Concerts	163,108
6 Georgia State Games	33,714
13 Spectator Sports	458,325
17 Other Events	30,262
<b>52 TOTAL</b>	<b>1,393,150</b>

#### ECONOMIC IMPACT

<b>GEORGIA DOME ECONOMIC ACTIVITY</b>	
New Dollars	\$258,131,104
Total Economic Impact	\$492,592,666
Economic Impact on Labor Income	\$168,396,946
Economic Impact on Employment	5,182 (jobs)

#### TAX REVENUES

Georgia Sales Tax	\$14,812,240
Local Sales Tax	\$13,698,819
Hotel/Motel Tax	\$5,683,951
Personal Income Tax/Other	\$11,533,743

### Centennial Olympic Park



#### ATTENDANCE

3 Music Festivals	137,887
1 Concert	11,600
2 Other Events	64,755
<b>6 TOTAL</b>	<b>214,242</b>

#### ECONOMIC IMPACT

<b>C.O.P. ECONOMIC ACTIVITY</b>	
New Dollars	\$15,084,046
Total Economic Impact	\$28,049,508
Economic Impact on Labor Income	\$9,220,668
Economic Impact on Employment	277 (jobs)

#### TAX REVENUES

Georgia Sales Tax	\$885,815
Local Sales Tax	\$829,354
Hotel/Motel Tax	\$695,140
Personal Income Tax/Other	\$2,153,588

## BOARD OF GOVERNORS

The GWCCA Board of Governors consists of 15 members, each serving 4-year terms. They are appointed by the Governor of Georgia.



**David Allman**  
Chairman  
*Regent Partners, LLC*



**Bill Russell**  
Vice-Chair  
*Russell Landscape Group, Inc.*



**Brian Daniel**  
Secretary  
*Carroll Daniel Construction*



**Bill Rice**  
Treasurer  
*RBH LaGrange, LLC*



**Steve Adams**  
*Southeasterns, Inc.*



**David Allen**  
*Allen Healthcare Consulting*



**Stan Conway**  
*Majestic Realty*



**Chris Cummiskey**  
*Southern Company*



**Phil Gingrey**  
*Former U.S. Congressman*



**Anne Hennessy**  
*Hennessy Investments*



**Glenn Hicks, III**  
*First Beacon Investments*



**Bill Jones**  
*Jones Petroleum*



**Tim Lowe**  
*Lowe Program Management*



**Andrew MacCartney**  
*Georgia Public Broadcasting*



**Doug Tollett**  
*Douglas Management Co.*

In 1978, the Georgia General Assembly created a six-member legislative overview committee for the purpose of overseeing the activities of the GWCCA. In 2003, Gov. Sonny Perdue signed legislation that expanded the committee to 12 members, evenly split among the state Senate and House of Representatives.

### LEGISLATIVE OVERVIEW COMMITTEE

- |                             |                            |
|-----------------------------|----------------------------|
| Sen. Butch Miller, Chairman | Rep. Mike Cheokas          |
| Sen. Brandon Beach          | Rep. Jan Jones             |
| Sen. Judson Hill            | Rep. Rahn Mayo             |
| Sen. Nan Orrock             | Rep. Larry "Butch" Parrish |
| Sen. David Shafer           | Rep. Terry Rogers          |
| Sen. Renee Unterman         | Rep. Ron Stephens          |

## 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

To be globally recognized as the No. 1 convention, sports, and entertainment destination in the world.

## VALUES

Our Core Four Values shape every part of our culture and combined with our vision provide the foundation that guides every action and decision.

**BE ONE:** We achieve together. We focus on the big picture and think in terms of what's good for the campus as a whole.

**BE HONEST:** We hold ourselves and each other accountable to high ethical standards. As state employees entrusted with public funds and assets, we earn our reputation daily as trustworthy and transparent.

**BE STEWARDS:** We are focused on safety and committed to serving our customers, community, environment, and each other. We demonstrate an unwavering commitment to quality and efficiency.

**BE DYNAMIC:** We seize the ever-changing, intense and exhilarating environment we work in. We recognize that our leadership position is a privilege and requires us to continuously innovate and evaluate everything we do.



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[www.gwcca.org](http://www.gwcca.org)

