ACTION ITEM

Approval of Minutes

July 31, 2018
JULY FINANCIAL UPDATE

Janet Arsenault
Sr. Director of Finance
Financial Snapshot – July 2018

Profit/Loss

<table>
<thead>
<tr>
<th>Actual</th>
<th>Budgeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>($1,433,348)</td>
<td>($2,283,448)</td>
</tr>
</tbody>
</table>

H/M Tax

<table>
<thead>
<tr>
<th>Actual Budget FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>$607K</td>
</tr>
<tr>
<td>$488K</td>
</tr>
<tr>
<td>$462K</td>
</tr>
</tbody>
</table>

>24.31% >31.39%

Customers

(Estimated)

320,202

Economic Impact

(Estimated)

$67.0M
Visioning Process Focus Question

“How will we as stakeholders of the GWCCA advance our goal to become the #1 convention, sports, and entertainment destination in the world, efficiently deliver a seamless, world-class customer experience, sustain a streamlined, best-in-class organization, and effectively, innovatively, and dynamically drive superior operating results amidst market challenges and disruptors while attracting, developing, and retaining a talented, engaged, empowered workforce that remains clear and focused on our collectively-held vision of success?”
Vision 2025 Process Update

• Reviewed GIVENS – realities in place today
• Updated Industry Trends Inventory – Defined relevant paradigms, practices, behaviors or mindsets impacting our industry and profession
• Reviewed Practical Vision Roadmap
• Reviewed the Current Reality
Key Vision 2025 Elements

- Maximized Economic Performance
  
  *Strategic Direction 1 (SD): Elevating our Destination*

- Enhanced Campus Facilities
  
  *SD 2: Maximizing Operational Effectiveness*

- Recognized as Employer of Choice
  
  *SD 3: Strengthening our Team*

- Leveraged Technology to Create Quality Customer Engagement
  
  *SD 4: Diversifying Revenue Portfolio*
SD 1: Elevating our Destination

• Developing and Expanding our Campus
  – Hotel, AYIB, Entertainment District

• Creating a Destination
  – Engaging Entrances – sense of arrival

• Reinventing our Identity
  – Brand narrative, brand standards, style guides
SD 2: Maximizing Operational Effectiveness

- Implementation of KPMG Report
  - Janitorial Technical Solution
  - Material Handling and IOT Strategy

- Enhanced Safety and Preparedness
  - Active Shooter Training
  - Gunshot Detection System
  - Business Continuity Plan (BCP)
SD 3: Strengthening our Team

• GSU Partnership
  – Customer Service Academy
  – Micro-certifications
  – GSU Innovation Center
SD 4: Diversifying our Revenue Portfolio

• In-House Staffing Resources *(via exclusive services)*

• Expanding Retail Offerings

• Revisit sponsorship/brokerage agreement
Timeline: Efficiency

2017

June: Engaged Bourke Associates
July: Discovery Process Begins
August: Discovery/Planning
        Internal Stakeholder Engagement
September: Retreat Visioning with Board & Sr. Staff
November: Internal Stakeholder Engagement
Timeline: Efficiency

2018
February: Facilitated Update with Staff
August: Annual Update with Staff
December: Introduce Public Collateral/Documents

2019
March: Facilitated Update with Staff
September: Annual Update with Board and Sr. Staff
Questions?
Savannah Convention Center

“Best Midsized City for Business Meetings”
(#1, South Atlantic) RewardExpert.com, April 2018
2018 Accolades
Savannah and the Savannah Convention Center
FY18 Event Summary

- Hosted 160 events
- Record 216,000+ attendees
- Record 105,000 room nights
- $94.5 million new dollars to Georgia
- $176.4 million economic impact to Georgia
Customer Surveys

- 32% response rate
- Overall rating of 4.71
- 54% surveyed would like to schedule a future event
- 100% surveyed would recommend SITCC to a colleague
FY18 Financial Highlights

• Best year for the Authority with net income of $2,274,000 after capital cost
• Highest gross revenue: $12,171,431
• Record facility revenue: $7,961,813
• Highest capital investment: $1,826,000
• Highest incentive paid to GWCCA: $382,464 representing a 56% increase over 2015
FY18 Capital Projects

Repaved Bryan Square

Repaired Structural Issues on Riverwalk

Refinished Auditorium Stage
Installed 2 Rotating Ovens

Added Patio Furniture and Umbrellas

Installed 11 video monitors around the facility
FY18 Capital Projects

Damage from Hurricane Irma forced replacement of all the ceiling skylights and resealing of all exterior windows

Installed 2 Savannah Harbor Monument Signs
FY19 Capital Projects

- Dishwasher Replacement and Epoxy Floor
- Banquet Tables and Chairs
- Parking Garage Lighting
- Meeting Room Dimming System
- Facility Audio Video System
- Exterior Lighting Poles
- Cooling Tower Rebuild
- Tondee’s Awning
Food Service Transition
July 1, 2018

- Transitioned 29 employees to GWCCA, creating one seamless team
- Eliminated duplication of tasks within the organization
- Ability to retain all the food and beverage fees
Savannah Expansion Review
Convention Center Expansion Plans

- Roadways, Passenger and Docking Facilities
- New Hotel Site
- Trade Center Expansion
Questions?
RESOLUTION TO AUTHORIZE ABANDONMENT
OF BAKER STREET PARCEL
(Georgia Aquarium/PATH Foundation Transaction)

Kevin Duvall, Chief Operating Officer
Pargen Robertson, GWCCA Legal Counsel
Pemberton Place Site Plan
GAI 2020 Expansion Site Plan
Exterior

Existing

New
Baker Street Bike Trail
Questions?
NEXT MEETING

BOARD RETREAT

September 19-20, 2018