Georgia World Congress Center Authority

BOARD OF GOVERNORS MEETING

February 27, 2018

Authority  Financial  Facility  Operations
ACTION ITEM

Approval of Minutes
January 30, 2018
January Financial Update
Janet Arsenault
Sr. Director of Finance
Financial Snapshot – January 2018

Profit/Loss

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budgeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit</td>
<td>$226,727</td>
<td>$134,609</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Actual YTD</th>
<th>Budgeted YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit</td>
<td>$2,190,450</td>
<td>($2,782,372)</td>
</tr>
</tbody>
</table>

H/M Tax

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
<th>FY17</th>
</tr>
</thead>
<tbody>
<tr>
<td>H/M Tax</td>
<td>$3.61M</td>
<td>$3.62M</td>
<td>$3.45M</td>
</tr>
</tbody>
</table>

Economic Impact

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact</td>
<td>$281.5M</td>
<td></td>
</tr>
</tbody>
</table>

Customers (Estimated)

|          | 293,680  |

Actual YTD ($2,190,450)
Budgeted YTD ($2,782,372)
Food & Beverage Contract Update

Joe Bocherer
Chief Commercial Officer
STEPS COMPLETED

• Food & Beverage consultant hired and data gathered
• RFQ/RFP releases
• GWCCA Scoring/Advisory Committee selected
• Three finalist presentations: Savor, Levy, Centerplate
• RFP Scoring Committee conducted site visits in Boston, Orlando, and Chicago

• Scoring of three companies by RFP Scoring Committee
• Apparent awardee notified
• Food & Beverage Committee authorized Executive Director to proceed with contract negotiations
EVALUATION CRITERIA

• Executive Vision and Strategy – 15%
• Detailed Team Organization – 35%
• Program Management Plan – 35%
• Financial Analysis and Financial Plan – 15%
SCORING RESULTS

#1 Levy – 8.93
#2 Centerplate – 8.0
#3 Savor – 6.3
KEY BUSINESS TERMS OF NEW CONTRACT/AGREEMENT

• Food & Beverage Financial Analyst/Director of Experience
• Service Recovery Model
• Creative Planning and Marketing
• Industry Benchmarking/Goals
• Reshape Financial Incentives (revenue, expense controls, equipment maintenance, survey results: experience/quality/variety)
• Leadership Turnover/Plan
NEXT STEPS

• Contract terms negotiated
• Present contract to Board of Governors for approval
QUESTIONS?
MERCEDES-BENZ STADIUM
2018 CAPITAL EXPENDITURE
PROPOSAL REVIEW

Kevin Duvall
Chief Operating Officer
Pursuant to the Stadium License Agreement Article 7 - Management, Operations, Routine Maintenance and Capital Work the Atlanta Falcons presented their MBS 2018 Capital Expenditure Proposal to staff and the Board of Governors on January 30, 2018.
# MBS 2018 Capital Expenditure Proposal

<table>
<thead>
<tr>
<th>Scope of Work</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Exit Doors at Plaza entrance</td>
<td>$185,000</td>
<td>Fan experience</td>
</tr>
<tr>
<td>Suite Black-out Lighting Revisions</td>
<td>$112,730</td>
<td>Enhanced safety for concert blackouts</td>
</tr>
<tr>
<td>Drainage at ADA Lifts</td>
<td>$60,000</td>
<td></td>
</tr>
<tr>
<td>Drainage at Field Telescopes</td>
<td>$45,000</td>
<td></td>
</tr>
<tr>
<td>MLS Curtain Anchor Change</td>
<td>$40,000</td>
<td>Permanent Anchors under seats, less manual labor, safety</td>
</tr>
<tr>
<td>Roof Structure for Trash Compactor</td>
<td>$1,000,000</td>
<td>Cover for rain and elements and enhance visual and odor control</td>
</tr>
<tr>
<td>Field Telescopes Aluminum Transition Track</td>
<td>$250,000</td>
<td>Manufactured portable aluminum tracks, eliminate heavy manual process</td>
</tr>
<tr>
<td>Added Guard Shack at Loading Dock</td>
<td>$50,000</td>
<td>Associate Safety</td>
</tr>
<tr>
<td>Paving of Levy Lot</td>
<td>$250,000</td>
<td>Paving and fencing police lot</td>
</tr>
<tr>
<td>Add Countertops in Employee Break Rooms</td>
<td>$20,000</td>
<td>Increase capacity in break rooms</td>
</tr>
<tr>
<td>Cold Weather Protection of equipment</td>
<td>$150,000</td>
<td></td>
</tr>
<tr>
<td>Heat Source at Ticket Office Windows</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>eTemp Retrofit</td>
<td>$136,000</td>
<td>Reduce run and cycle times on coolers and freezers</td>
</tr>
<tr>
<td>Bird Control Management Plan</td>
<td>$250,000</td>
<td>Reduce pigeon population with laser lighting, sound effects, props (peregrine falcons), spikes, nixalite low volt track, etc</td>
</tr>
<tr>
<td>Tessera 2</td>
<td>$500,000</td>
<td>Secondary Tessera System - to streamline video production</td>
</tr>
<tr>
<td>Renderfarm</td>
<td>$100,000</td>
<td>Dedicated render server, allowing efficiency (overall render times).</td>
</tr>
<tr>
<td>Pitch Board conversion for Falcons Tunnel Walk</td>
<td>$85,000</td>
<td>Design and implementation for utilizing existing Pitch Board display units for Falcons Tunnel walk. This would replace the rented lighting for tunnel lighting from 2017 season.</td>
</tr>
<tr>
<td>Red Weapon 8K Camera</td>
<td>$90,000</td>
<td>Lens Mounts, Studio Components, Media and accessories</td>
</tr>
<tr>
<td>Red Camera Lenses</td>
<td>$50,000</td>
<td>Canon lenses and accessories</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 3,398,730</strong></td>
<td></td>
</tr>
</tbody>
</table>
STADIUM LICENSE AGREEMENT

Following receipt of StadCo’s capital improvements and maintenance plan, the GWCCA has twenty-five (25) business days to make objections.
PROJECT #1: New Exit Doors at Plaza Entrance

Explanation: Fan Experience.

• Staff feedback: A roll-up garage door will be installed and extra bank of doors installed by interior escalators. Work to be performed in February 2018 in order to be completed prior to dirt show events and prior to MLS (Feb) season kickoff. Based upon feedback from the Board of Governors meeting stadium egress should be a priority. This is an operational improvement.
New Exit Doors at Plaza Entrance
PROJECT #2: Suite Black-out Lighting Revisions

Explanation: Enhanced safety for concert blackouts.

• Staff feedback: Several shows require suite black-out lighting and this is a programming space adjustment. This is an operational improvement.
PROJECT #3: Drainage at ADA Lifts

Explanation: Two locations are identified as improvement areas. This will provide additional drainage to assist with post event pressure washing.

• Staff feedback: Post event pressure washing is necessary to maintain the quality operating standard and the additional drainage is important.
PROJECT #4: Drainage at Field Telescopes

Explanation: Additional drainage to assist with post event pressure washing.

• Staff feedback: Post event pressure washing is necessary to maintain the quality operating standard and the additional drainage is important.
PROJECT #5: MLS Curtain Anchor Change

Explanation: Permanent anchors under seats, less manual labor, safety.

• Staff feedback: Anchors will assist with enhanced safety and quality operating standards.
PROJECT #6: Roof Structure for Trash Compactor

Explanation: Cover for rain and elements and enhance visual and odor control.

- Staff feedback: A safety and productivity issue due to weather (snow) plus an aesthetic improvement. Goal is to be completed when The Home Depot Backyard comes online.
PROJECT #7: Field Telescopics
Aluminum Transition Track

Explanation: Manufactured portable aluminum tracks, eliminate heavy manual process.

• Staff feedback: Quality operational improvement to enhance MBS facility conversions. This project will include manufacturing a removable, sturdier track system.
PROJECT #8: Added Guard Shack at Loading Dock

Explanation: Associate safety.

- Staff feedback: Creates an all-weather location for an existing staff position.
PROJECT #9: Paving of Levy Lot

Explanation: Paving and fencing of the current police lot.

- Staff feedback: This is a current temporary undeveloped parking lot the GWCCA owns. The team offers to grade, pave, and fence in order to use as flex space for both storage and parking.
- Subject to business terms being successfully negotiated with GWCCA.
PROJECT #10: Add Countertops in Employee Breakrooms

Explanation: Increase capacity in break rooms.

• Staff feedback: Additional room/space improvement for MBS front of house staff during events.
PROJECT #11: Cold Weather Protection of Equipment

Explanation: Inadequate heating in loading docks and service drive.

• Staff feedback: Program is not fully defined.
PROJECT #12: Heat Source at Ticket Office Windows

Explanation: Heat source.

• Staff feedback: Supply additional heat to the ticket offices located on northwest side of facility.
PROJECT #13: eTemp Retrofit

Explanation: Reduce run and cycle times on coolers and freezers.

• Staff feedback: This is to provide additional efficiency improvements for coolers and freezers.
PROJECT #14: Bird Control Management Plan

Explanation: Reduce pigeon population with laser lighting, sound effects, props (peregrine falcons), spikes, nixalite low volt track, etc.

• Staff feedback: There is no design for this program and thus this budget amount provided is a place holder.
PROJECT #15: Tessera 2

Explanation: Secondary Tessera System to streamline video production.

• Staff feedback: Redundancy needed that allows simultaneous production for back to back events at the stadium.
PROJECT #16: Renderfarm

Explanation: Dedicated render server for digital imaging.

• Staff feedback: Redundancy plus more processing power needed to work on the high definition files used for the halo board production suite.
Explanation: Design and modification of existing Pitch Board display units for Falcons Tunnel walk. This would replace the rental equipment currently utilized for the tunnel.

– Staff feedback: The design is not complete; this is a budget estimate.
PROJECT #18: Red Weapon 8K Camera

Explanation: Lens mounts, studio components, media, and accessories.

• Staff feedback: Dedicated equipment that will provide more intensive video and clarity.
PROJECT #19: Red Camera Lenses

Explanation: Canon lenses and accessories.

- Staff feedback: Dedicated equipment that will provide more intense video and clarity.
The Board of Governors expressed two concerns during the January 30 meeting:

- One concern was regarding the audio capabilities within the stadium specific to the clarity of the audio within the suites. This list does not include an assignment of funding to address that concern. MBS is testing the sound system on the field level, in the seating bowl, and suites. They will also test solutions in several suites during upcoming events.

- The second concern related to egress within the stadium, specifically egress to the main entry plaza during post events. This list does include new exit doors at the plaza entry. MBS will retain consulting services to review this subject matter.

- During the presentation both Scott Jenkins and Mike Egan promised to return for a Board update on these subjects.
The barricade deployment is not aesthetically complementary to the investment made in Mercedes-Benz Stadium and the GWCCA campus and is temporary by nature.

Staff is reviewing with Falcons different solutions that would complement the campus.
QUESTIONS?
MERCEDES-BENZ STADIUM/GWCCA EVENT RATE CARD

Kevin Duvall  
Chief Operating Officer
Article 6: Stadium Event Scheduling

Pursuant to the Comprehensive Booking Policy, MBS is to provide a rate card for GWCCA events annually by March 1.
Section 7.4: GWCCA Events

(a) "GWCCA Events" means the following events: regional, national or international tradeshows, conventions, corporate events, public shows, certain civic events, and city-wide events requiring the utilization of more than 75,000 gross square feet of contiguous exhibition space in the Stadium due to special requirements or unavailability of space in the GWCC or as otherwise requested on a space-available basis in accordance with established booking policies and procedures, or in excess of 25,000 seats for general sessions or meetings at the Stadium.
FY19 Mercedes-Benz Stadium Event Rates

- Event day rental fee for Mercedes-Benz Stadium: $250,000
- Each additional load-in and load-out day: additional $50,000
- Tickets are subject to ticket fees
- Client pays all expenses (i.e. security, video board use, lights, etc.)
- AMBSE retains all food and beverage
QUESTIONS?
PROJECT UPDATE: COPV, CEF AND ORANGE PARKING DECK

Jeff Oden
Director of Project and Program Management

 Demaurio Starks & James Brownsmith
Georgia State Financing and Investment Commission
• Build permanent stage and roof structure
• Replace shade structure
GSFIC PARTNERSHIP
Demaurio Starks
Contiguous Exhibition Facility (CEF)
Exhibit Hall
107,670 sf
View of CEF from C Hall
Looking South into CEF
Orange Parking Deck
Orange Parking Deck: Birdseye View

- Orange Parking Deck: approx. 654 spaces
- The Home Depot Backyard: approx. 693 spaces
Orange Parking Deck: Looking East
QUESTIONS?
NEXT MEETING

Tuesday, March 27, 2018