

Georgia World Congress Center Authority

BOARD OF GOVERNORS MEETING

April 24, 2018



Authority



Financial



Facility



Government



HOTEL OPERATOR RFP UPDATE

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Chief Operating Officer





Background

- Drew Company is undertaking this RFP process to select an operator (the “Operator”) for the Hotel
- Upper Upscale/Luxury Operator
- 1,000 keys
- 100,000 NSF of Ballroom/Meeting space





Primary Objectives of RFP

- Provide management services on terms and conditions that are most favorable to the GWCCA
- Relate well to the quality and overall positioning of the GWCCA
- Understand the vision for the hotel and align its objectives with the objectives of the GWCCA
- Offer a strong brand, generating immediate and long-term positive consumer recognition
- Deliver a significant market premium in terms of RevPAR index
- Provide a consistently high-quality level of service as demonstrated by measurable guest satisfaction





Primary Objectives of RFP (cont'd)

- Aggressively market and promote the Hotel through national and international marketing programs
- Demonstrate exceptional revenue management and brand promotional tools, maximizing RevPAR
- Expertly and efficiently operate the Hotel to maximize net operating income
- Provide and demonstrate experienced, tailored, innovative approaches to hotel operations
- Maintain the Hotel in keeping with the highest standards for a top-tier headquarters hotel





Schedule

- RFP Release Date: March 30, 2018
- RFP Questions Due: April 13, 2018 at 5:00 p.m. EST
- Tour of the GWCC: April 23, 2018 at 2:00 p.m. EST
- Intent to Submit: April 27, 2018 at 5:00 p.m. EST
- Proposal Submission: May 15, 2018 at 5:00 p.m. EST
- Interviews/presentations: June 11-13, 2018
- Development Committee: Mid-June (TBD)
- Apparent Awardee: June 26, 2018





Questions?

