Approval of Minutes
May 21, 2019
May Financial Update

Terrence Coleman
Director of Accounting
Financial Snapshot – May 2019

Profit/Loss

Actual: $717,721
Budgeted: $835,171

Actual YTD: $9,524,584
Budgeted YTD: $3,051,874

Economic Impact (Estimated): $108.4M

Customers (Estimated): 454,582

H/M Tax

Actual FY18: $6.6M
Budgeted FY18: $6.3M

Actual FY18: $5.9M
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Questions?
Business Intelligence Update

Mark Koeninger
Director of Business Intelligence & Process Improvement
What is Qualtrics?
Surveys have grown into a program that involves the entire organization; it is integrated into our culture.

Critical mass of 8,000 surveys – proactively present to repeat shows and deliver success plan to client.

New technology: Text Analysis and Statistical/Correlation Analysis.

What is next?: FeedbackNow, Employee Experience.
Customer Feedback: How are we doing overall?

- Overall score has improved from 4.41 in FY 2018 to 4.52 FY 2019 YTD
- Number of total responses has almost tripled from 2,043 in FY 2018 to 5,703 FY 2019 YTD
- 92% of all feedback received has been 5’s and 4’s (FY 2019 YTD)

‘Incremental improvement is unstoppable – apply it every day, make yesterday jealous’
Planner Feedback: How has it changed?

Overall Satisfaction: 4.57 (△ 0.04 over previous 3 months)
Total Responses: 99
New Tools: Diving deeper into incremental changes to be made

**Text Analysis**

Techniques that computers use to extract worthwhile information from human language in a smart and efficient manner.

**Statistical Significance/Correlation**

Significance Level = 0.05
Text Analysis: What can it tell us?
Food Services Text Analysis: Key topics
Choice:
Sentiment Breakdown and Comments

Food Services Text Analysis Drill-down

-8 March 6th 2019 13:03 pm
Food was very overpriced chick fil a. Sandwich was small. Lack of sauces
choice  quality  line  food

-2 February 26th 2019 14:02 pm
There weren’t enough food vendors, line up were huge, and prices were over double what you pay for at a regular restaurant with less than half the variety
quality  line  concession  service  selection  variety  truck  food  choice

-3 February 2nd 2019 14:02 pm
Typical concessions food, nothing healthy, not good and very expensive
quality  concession  service  selection  variety
food  choice

-5 January 29th 2019 18:01 pm
Food, prices too expensive
Helpfulness of Staff is strongly positively correlated with Q3: Please rate your overall experience at the Georgia World Congress Center Authority.
Q47: How would you rate the overall level of cleanliness of our facility? is positively correlated with Q3: Please rate your overall experience at the Georgia World Congress Center Authority.

Show statistical test results •
What is Next: FeedbackNow

Footfall counters

Attendance trackers for cleaning staff – replacing the sheets for each restroom

Customer experience
FeedbackNow: Performance Widgets

Standard or mini Widget

Smiley only Widget

Alerts Widget

Control room example running our software
What is Next: Team Member Experience

2019 GWCCA Employee Engagement

Key Metrics

- Overall Satisfaction: 4.1
- Total Responses: 356
- Participation: 47%
- Overall Breakdown

Department Breakdown

- Food Services
- Facility Management
- Facility Operations
- Guest Services
- Sales
- Event Services
- Public Safety
- Human Resources
- Administrative
- Accounting
- Purchasing
- Marketing / Communications
- Products and Services
- Project Management
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BC Exhibit Hall Update

Otto Johnson, Project Manager
Program & Project Management
100,000sf expansion creating fixed gateway between exhibit halls in Buildings B and C
On track to meet project deadline of December 23rd, 2019
January 21st, 2019

- Beginning of steel installation (South End)
- Majority of concrete at loading docks still in place
- New gas lines being installed on top of B & C Exhibit Halls
- Tearing back of existing loading docks to make way for BC Exhibit Hall floors
- Construction limits located at black scrim fence
- Gate 6 still active and being utilized by events
June 25th, 2019

- Construction limits extended with Gate 6 closed
- Demo of existing roadway to begin creating new driveway
- BC Exhibit Hall completely dried in
- Exhaust vents, AHUs, penthouse rooms, drain systems being installed
- Hanger door install prep
- Concrete slab 100% complete inside BC Exhibit Hall
BC Exhibit Hall: Interior View

View from North End

View from South End
<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Total Man Hours</td>
<td>22,500</td>
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<tr>
<td>Peak Man Power</td>
<td>175</td>
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<tr>
<td>Days w/o Lost Time Incident</td>
<td>263</td>
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<tr>
<td>Total CY of Concrete Installed</td>
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<tr>
<td>Total Miles of CMU Installed</td>
<td>14.5</td>
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<tr>
<td>Total SF of Gypsum Installed</td>
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Questions?
GWCCA July 4th Update

Erik Waldman
Sr. Director of Special Events
Overview

• Event moved back into Centennial Olympic Park with completion of capital campaign projects
• Last year, the event was held on International Plaza
• Event scaled back from previous years to make the fireworks the star of the show
• Using this year as an opportunity to reset and build a successful future
July 4th Celebration Timeline

- 7:00 pm – Gates Open
- 7:30 pm – DJ (Yvonne Monet) performs
- 9:30 pm – GWCCA videos of campus promotion
- 9:45 pm – Fireworks Begin
- 10:10 pm – Fireworks End
July 4th Entertainment and Food

- Music by DJ Yvonne Monet
- Set to begin at 7:30 p.m.

Food Trucks Available
- ANGELFIRE7 BBQ
- Atlanta Seafood Company
- Big C’s Chicago Kitchen
- Coach Joe’s Food Truck
- Flatbread Bistro
- Jerkbrothersatl
- Not As Famous Cookie Company
- Uptown Food Truck
Preview: Fireworks Show
July 4th: GWCCA Team Member Engagement

- Activities exclusively for team members and their families
- College Football Hall of Fame and special area inside Centennial Olympic Park
- Approximately 400 RSVPs, including 80 children
- Mascot appearance, face painting, balloon artist, and arts and crafts for the kids
Questions?
Next Meeting

July 30, 2019