

PRESS KIT

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The No. 1 convention, sports, and
entertainment destination in the world.



Georgia World
Congress Center
Authority





GEORGIA WORLD CONGRESS CENTER

@GWCC_ATL

Connect with us on social media channels for updates on our events and operations.

@CENTENNIAL_PARK



TABLE OF CONTENTS

The Georgia World Congress Center Authority is the largest combined convention, sports, and entertainment campus in North America and a top economic engine for the state of Georgia.

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04 Background

- History
- Economic Impact
- Venues

12 Leadership

- Executive Officers
- Board of Governors

14 Campus Development

- Special Projects
- Signia Hilton Hotel

16 Sustainability

- Better Buildings
- Better Community
- Better Partners

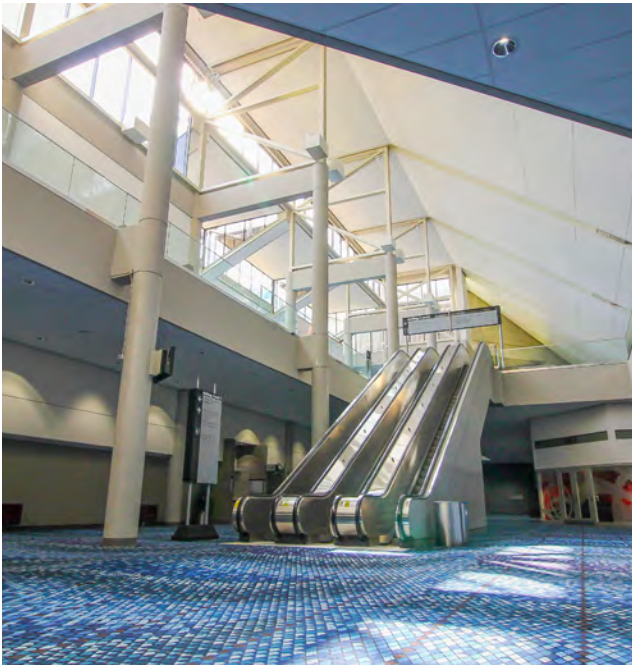
18 Future Focus

- Vision 2025
- Upcoming Events

21 In the News

- News Coverage
- Press Releases

ABOUT THE AUTHORITY

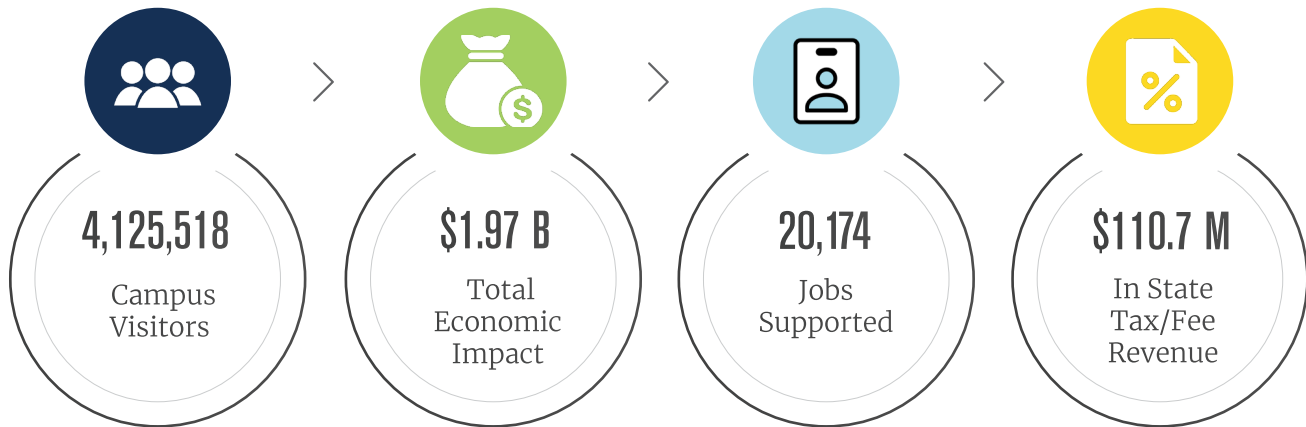


The Georgia World Congress Center Authority (GWCCA) was established in 1971 to oversee development of an international trade and exhibition center in Atlanta that today is known as the Georgia World Congress Center. Since then, the Authority has managed the development and operation of the Georgia Dome, the largest cable-supported domed stadium in the world, and Centennial Olympic Park, Atlanta's lasting legacy of the 1996 Summer Olympic Games.

A key driver for Georgia's economy, the GWCCA campus includes the Georgia World Congress Center, Centennial Olympic Park, and state-of-the-art Mercedes-Benz Stadium and exists to promote and facilitate events and activities that generate economic benefits to the citizens of the state of Georgia and city of Atlanta as well as enhance the quality of life for every Georgian.

ECONOMIC IMPACT FY 19

The Authority hosts millions of visitors annually who infuse what is known as “new dollars” into the local economy – money that would not be spent in Georgia without the events hosted on the GWCCA’s downtown Atlanta campus. A hub of activity and development, the GWCCA campus also contributes millions of dollars in labor income and sustains thousands of jobs, fulfilling the organization’s mission to generate economic benefits for Georgia and its capital city.



GEORGIA WORLD CONGRESS CENTER

The Georgia World Congress Center (GWCC) opened its doors in 1976 as a 350,000-square-foot exhibit space. Today, the 3.9 million-square-foot facility is the fourth largest convention center in the country. As the largest LEED certified convention center in the world, GWCC continues to be one of the nation's premier destinations for conventions, trade shows, film production, and much more.

Since its opening, GWCC has gone through major expansions in 1985, 1992, and 2002 to meet the needs of growing conventions and special events. The center features 1.5 million-square-feet of exhibit space, 12 exhibit halls, 98 meeting rooms, two ballrooms and three beautifully landscaped outdoor plazas.



Georgia World
Congress Center



1985


The Georgia World Congress Center officially celebrates the completion of the Phase II expansion project on April 26, which adds 1.1 million square feet.

1992

The GWCC Phase III expansion is completed increasing the facility's exhibit space to 950,000 square feet in eight exhibit halls. During the same year, the Georgia Dome, the first multi-purpose stadium of its kind, opens its doors and hosts its first Atlanta Falcons home game.

2002

Grand opening ceremonies for the completion of the 1.1 million square foot Phase IV expansion makes the Georgia World Congress Center one of the largest convention centers in the United States with the addition of 420,000 square feet of prime exhibit space.



CENTENNIAL OLYMPIC PARK

Centennial Olympic Park (COP) is a 22-acre urban oasis in the center of a dynamic downtown entertainment district. The Park performs a dual mission: it serves as Georgia's lasting legacy of the Centennial Olympic Games and it anchors efforts to revitalize residential and commercial development in Georgia's capital city. We invite you to experience the Park's new features.





WEST LAWN PROMENADE

Creating additional greenspace for visitors to enjoy, West Lawn Promenade showcases the Park's ties to the Centennial Olympic Games with a new medal podium.



FOUNTAIN OF RINGS PLAZA

Raised to plaza level using bricks purchased during the Park's 20th anniversary capital campaign, Andrew Young International Boulevard features The Spectacular, the city's newest selfie spot at Centennial Olympic Park Drive.



SOUTHERN COMPANY AMPHITHEATER

New infrastructure upgrades to the existing amphitheater give the Park additional flexibility to host a variety of outdoor music experiences, activities, and events.



UNITY PLAZA

A new water feature and a prominent, permanent home for the Androgyne Planet sculpture, representing the Game's continuity and spirit of international unity, create a welcoming entry point for guests visiting neighboring attractions.

PARALYMPIC PLAZA

This new access point and inviting greenspace honors the 3,000-plus athletes who participated in the 1996 Atlanta Paralympic Games.



MERCEDES-BENZ STADIUM

The LEED Platinum certified home of the NFL's Atlanta Falcons and MLS' Atlanta United FC, Mercedes-Benz Stadium is a world-class sports and entertainment facility. Since replacing the Georgia Dome in 2017, the state-owned stadium has provided fans with an unparalleled experience, while contributing to the economic growth and success of the city and state.

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SAVANNAH CONVENTION CENTER

The Savannah Convention Center, offers a unique and memorable venue for your next successful meeting, tradeshow or special event. The Savannah Convention Center is a 330,000 sq. ft. waterfront complex on the Savannah River featuring 100,000 sq. ft. of divisible exhibit space, 50,000 sq. ft. of prime meeting space, including 13 meeting rooms, four executive board rooms, a 25,000 sq. ft. Grand Ballroom, and a state-of-art 367-seat auditorium. Located on Hutchinson Island, the Savannah Convention Center has complimentary access via the Savannah Belles Water Ferry to the world-renowned historic district. The Savannah Convention Center is adjacent to the Westin Savannah Harbor Golf Resort & Spa. The historic district includes the Hyatt Regency, Savannah Marriott Riverfront, Hilton Savannah Desoto accompanied by many other eclectic and unique lodging options for conference attendees.

EXECUTIVE OFFICERS



A respected and accomplished leader in the convention, hospitality, and tourism industry, Frank Poe was named executive director of the GWCCA in April 2010. He has led negotiations for new public/private partnerships on the state-owned campus, including the Chick-fil-A College Football Hall of Fame, Junior Achievement Discovery Center, Mercedes-Benz Stadium, and the Signia Hilton.



In his role as chief commercial officer, Joe Bocherer is responsible for sales, client and guest services, business development, customer analytics, revenue management, and all vendor and contracted service agreements. A demonstrated leader with over 20 years of experience in the convention, hotel, and CVB industries, Bocherer is committed to delivering on several core philosophies, including proactive problem-solving, and superior customer service.



Kevin Duvall is an expert facility management professional. As GWCCA Chief Operating Officer, he manages the day-to-day operations of the Georgia World Congress and Centennial Olympic Park. Duvall is a detail-oriented leader who uses his event management knowledge to cultivate world-class events and excellent customer service. He has been a member of the International Association of Venue Managers (IAVM) since 1996, serving on IAVM's Board of Directors and past chair of numerous committees.



Jennifer LeMaster is an experienced senior executive and visionary. She leads the overall administration of the GWCCA, overseeing the Authority's strategic plan as well as the finance, talent management, corporate social responsibility, and marketing communication teams. With has more than 20 years of experience working in the hospitality and tourism industry, LeMaster is highly skilled in business development, public affairs, and event and venue management.

BOARD OF GOVERNORS

The Authority's day-to-day operations are headed by Executive Director Frank Poe and is governed by a 15-member board. All members are appointed by the Governor and serve four-year terms.



BILL RUSSELL, CHAIR
Russel Landscape Group, Inc.



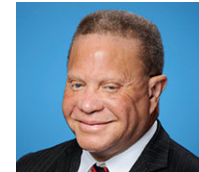
GLENN HICKS, VICE-CHAIR
First Beacon Investments



BRIAN DANIEL, SECRETARY
Carroll Daniel Construction



BILL RICE, TREASURER
RBH Lagrange, LLC



STEVE ADAMS
Southeastrans, Inc.



DAVID ALLEN
Allen Healthcare Consulting



DON BALFOUR
Waffle House, Inc.



STAN CONWAY
Majestic Realty



PHIL GINGREY
Former U.S. Congressman



BILL JONES
Jones Petroleum



LAURA GAMMAGE
Technical College System
of Georgia



ANDREW MACCARTNEY
Georgia Public Broadcasting



JEFF PAYNE
North Georgia Eye Clinic



BRIAN ROBINSON
Robinson Republic



DOUG TOLLETT
Douglas Management Co.

CAMPUS DEVELOPMENT

Over the years, the Georgia World Congress Center Authority campus has undergone various expansions to meet the growing needs of its customers and to stay competitive in the pursuit of high-profile events that drive economic impact for the state of Georgia and the city of Atlanta. With support from the legislature and the business community, the GWCCA campus continues to evolve with several projects currently in motion.



ANDREW YOUNG INTERNATIONAL BOULEVARD PROJECT

Pedestrian safety, traffic management, and modern aesthetics are central to this project, which will contribute to the Authority's competitive advantage and continued future economic impact.

EXHIBIT HALL BC

Creating over one million square feet of contiguous exhibition space allows customers to grow and opens the door to new, larger shows at GWCC.



ORANGE DECK

More than 500 new parking spaces provide additional parking on campus and easy access to GWCC, Mercedes-Benz Stadium, and The Home Depot Backyard.

Signia Hilton

SIGNIA HILTON HOTEL

Slated to sit on the former site of the Georgia Dome, the GWCCA is moving forward with plans to build a new luxury 1000-room Signia Hilton hotel. Signia Hilton completes a one-stop-shop package of facilities and is envisioned as an economic catalyst attracting commercial and residential growth, creating job opportunities, and boosting convention attendance. The hotel will be developed in a joint public/private venture and will be located on the northwest corner of the campus, adjacent to Building C of the Georgia World Congress Center. Expected to break ground in 2020, GWCCA's new headquarter hotel is projected to open in 2022 and will be the first newly-constructed Signia Hilton in the world.



SUSTAINABILITY

The GWCCA is committed to enhancing the quality of life for every Georgian. As an organization, the Authority continues to integrate sustainability in all aspects of our business to support better buildings, better community, and becoming better partners.



BETTER BUILDINGS

As the world's largest LEED Gold certified convention center, GWCCA is a leader in sustainability. It constantly strives to reduce the environmental impact of operations and events through energy, water, waste diversion, and much more.



BETTER COMMUNITY

The health of our business and the health of our community are interdependent. GWCCA's mission statement is to enhance the quality of life of the people of Georgia. We do so through our partners at the Atlanta Mission, Atlanta Community Food Bank, Red Cross, and many others.



BETTER PARTNERS

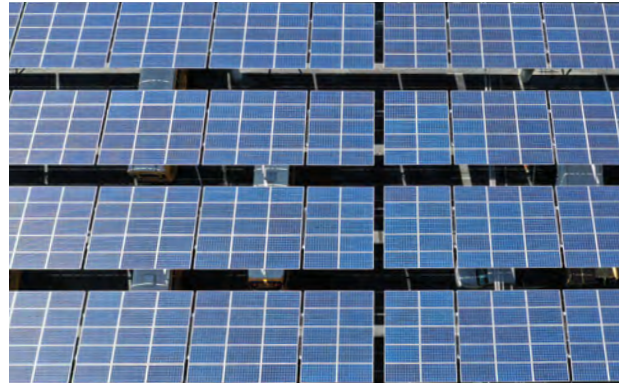
We work with higher education partners such as Georgia State University, Savannah College of Art and Design, Georgia Tech, and University of Georgia to help educate the next generation of leaders and to build a pipeline of future talent.

\$28 M

invested in our facilities to reduce energy and water consumption

39%

saved on utilities compared to a 2013 baseline



4,000

solar panels sit on the GWCCA campus and produce enough electricity to power 89 homes

108,870

pounds of food donated after events in FY19

178.894

tons of organics collected for composting in FY19

150,000

GWCCA honey bees support our local urban agriculture and provides our food services team an endless supply of delicious honey.



300+

meals cooked and served at local shelters

1,000+

pounds of food donated to the Atlanta Community Food Bank

549

new and gently used books donated to in local elementary schools to support literacy

27,600

meals donated following Super Bowl LIII

VISION 2025

GWCCA is now shifting its focus to 2025 Vision, a plan prioritizing activation of its assets with an emphasis on technology and talent and featuring strategic elements to better brand GWCCA as a destination, achieve employer-of-choice recognition, deliver quality operating standards, and enhance customer offerings.





MAXIMIZE ECONOMIC PERFORMANCE

Diversifying the Authority's revenue portfolio through enhanced customer retail and vending offerings, expanded in-house customer amenities, co-sponsored spaces, and sponsorship and signage opportunities.



ENHANCE OUR DESTINATION

Re-imagining the customer and team member arrival experience, development of fresh, modern branding, and reinventing Andrew Young International Blvd. to serve as a gateway to the world-class facilities on Championship Campus and as a future dynamic gathering spot for visitors and residents.



RECOGNIZED AS EMPLOYER OF CHOICE

A laser focus on the team member life cycle through a reimagined new-hire orientation experience, training and development solutions, partnerships to deliver certifications, administrative professional development plan and compensation model, and strategic collaborations with SCAD, Georgia Tech, and Georgia State University designed to enhance business performance and elevate culture.



LEVERAGE TECHNOLOGY FOR OPERATIONAL EFFECTIVENESS

Setting the standard for excellence via QOS manual and implementation of maintenance plan; investing in gunshot detection system and active shooter training; implementation of janitorial technical solution; expanded surveys.

UPCOMING EVENTS

- With the GWCC's exhibit hall expansion available for booking and the Signia Hilton hotel projected to open in 2022 – events on the GWCCA's downtown Atlanta campus are only going to be staged on a grander scale. Here's a look at select events with projected attendance of at least 10,000 coming to the No. 1 convention, sports and entertainment destination in the world in 2020 and beyond.



AMERICAN
COLLEGE of
CARDIOLOGY



IN THE NEWS



NEWS ARTICLES

- [Atlanta Journal Constitution](#) - New Hilton hotel Signia announced for Georgia World Congress Center
- [Atlanta Business Chronicle](#) - Event celebrates Centennial Olympic Park's legacy in Atlanta (Photos)
- [CBS 46](#) - How do you like the changes to the Centennial Olympic Park?

PRESS RELEASES

- [GWCCA](#) - The Georgia World Congress Center Authority and the German American Cultural Foundation bring Atlanta Christkindl Market to Centennial Olympic Park
- [GWCCA](#) - Georgia World Congress Center Authority Breaks Ground on Congress Center Expansion Project
- [GWCCA](#) - Georgia World Congress Center Authority Moves Southeast's Biggest Fireworks Show Back to Centennial Olympic Park

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