



GAME CHANGERS

ANNUAL REPORT 2019



Georgia World
Congress Center
Authority



Georgia World
Congress Center
Authority

CREDITS

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AWARDS

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TABLE OF CONTENTS

GREETINGS FROM THE GOVERNOR	4
CHAMPIONSHIP CAMPUS GIVES ATLANTA THE GAME-CHANGING ADVANTAGE	5
MISSION, VISION, AND VALUES	6
A LETTER FROM LEADERSHIP	7
HIGHLIGHT REEL: THE YEAR IN REVIEW	8
SUPER BOWL LIII BY THE NUMBERS	11
CHANGING THE GAME FOR GEORGIA	12
FACILITY IMPROVEMENTS COMPLEMENT MAJOR PROJECTS	18
DIGITAL SCORECARD: CULTIVATING CUSTOMER AND AUDIENCE CONNECTIONS	19
MORE THAN A GAME: ENHANCING QUALITY OF LIFE FOR EVERY GEORGIAN	20
2020 AND BEYOND: FUTURE EVENT FORECAST ON THE CHAMPIONSHIP CAMPUS	22
SAVANNAH CONVENTION CENTER: ELEVATING ITS GAME	24
GAME PLAN: VISION 2025	26
GWCCA'S GAME-CHANGING WOMEN	28
CHANGING THE GAME: CUSTOMER EXPERIENCE	30
CAREER CHANGERS: ENHANCING THE AUTHORITY LIFE EXPERIENCE	32
FINANCIAL REPORTING & ECONOMIC IMPACT	34
BOARD OF GOVERNORS	39

Like my immediate predecessor Gov. Nathan Deal, I support the Georgia World Congress Center Authority's efforts to stimulate economic development, drive tourism, sustain jobs, and host world-class events that bolster Georgia's status as the nation's top state for business.

Although I'm new to the governorship, I've been involved with state government for several years, first as a member of the Georgia General Assembly and then as your Secretary of State, and have been well-acquainted with the GWCCA's championship campus and its capacity to host events on the world's stage.

The near future is brighter than ever, as work continues on the GWCCA's game-changing development projects – the \$55 million expansion of the Georgia World Congress Center and high-rise Signia Hilton convention hotel – solidifying Georgia's position as the premier convention, sports, and entertainment destination.

– Governor Brian P. Kemp

A portrait of Governor Brian P. Kemp, a middle-aged man with short brown hair, smiling. He is wearing a dark blue pinstripe suit, a white shirt, and a red patterned tie. A small American flag pin is on his lapel. The background is a blurred seal of the State of Georgia.

For the sixth year in a row, Georgia sits atop Area Development magazine's list of "Top States for Doing Business."

GREETINGS FROM THE GOVERNOR

CHAMPIONSHIP CAMPUS GIVES ATLANTA THE GAME-CHANGING ADVANTAGE

Recruiting major sporting events is becoming more competitive – but the GWCCA's package of facilities, assets, and know-how gives Atlanta the determined edge, changing the game.

And when you talk about game changers, you have to look at what the championship campus in the heart of downtown Atlanta has become: quality facilities, the way they're connected, surrounded by first-class hotels and amenities put together to create compelling guest experiences for fans, event owners, and the media. All of that truly becomes a game changer and the GWCCA is leading the way.

I think it starts with the championship campus. Without a doubt, having the Georgia World Congress Center (GWCC) next to Mercedes-Benz Stadium and State Farm Arena next to Centennial Olympic Park, along with versatile outdoor spaces including the GWCCA's International Plaza and The Home Depot Back Yard, that is the heart of the championship campus. It's also becoming the blueprint that other cities are trying to duplicate. Everyone now seems to be talking about "compact" and "walkable" – these terms that we've used in marketing our city.

We receive phone calls from other cities where they say, "You guys don't know how good you have it." We also hear from event owners and meeting planners when they experience other cities and then come to Atlanta — we take it to another level.

That's what sets Atlanta apart, and in particular, the GWCCA team led by Executive Director Frank Poe. You talk about the campus and talk about infrastructure, but you also have to talk about the people. At the end of the day, it's people and relationships that the customers and guests remember. That's who they look forward to working with and collaborating with, and finding ways to come up with solutions together.

The GWCCA embodies that can-do spirit which permeates everybody in the downtown community when it comes to not only going after these events, but also executing the game plan to make them highly successful.

- Dan Corso, President of Atlanta Sports Council



MISSION

The State of Georgia established the Georgia World Congress Center Authority to develop and operate the Georgia World Congress Center, Centennial Olympic Park, and related facilities. These facilities exist for the primary purpose of promoting and facilitating events and activities that generate economic benefits to the citizens of the state of Georgia and the city of Atlanta as well as enhance the quality of life for every Georgian.

VISION

To be recognized as the No. 1 convention, sports, and entertainment destination in the world.



Scan QR code to learn more about GWCCA's mission.

VALUES

01

BE ONE

We achieve together. We focus on the big picture and think in terms of what's good for the campus as a whole.

02

BE HONEST

We hold ourselves and each other accountable to high ethical standards. As state employees entrusted with public money and assets, we earn our reputation daily as both trustworthy and transparent.

03

BE STEWARDS

We are focused on safety and committed to serving our customers, community, environment, and each other. We demonstrate an unwavering commitment to quality and efficiency.

04

BE DYNAMIC

We seize the ever-changing, intense, and exhilarating environment in which we live and work. We recognize that our leadership position in the industry and across the state of Georgia is a privilege and requires us to continuously evaluate everything we do.

A LETTER FROM LEADERSHIP



From left to right: Executive Director Frank Poe, Chief Commercial Officer Joe Bocherer, Chief Operating Officer Kevin Duvall, Chief Administrative Officer Jennifer LeMaster.

Fiscal year 2019 was not only an extraordinary time for events and activities for the Georgia World Congress Center Authority, but a bellwether for financial performance.

Hosting football's biggest event, along with major conventions and trade shows, meetings, music festivals, and outdoor celebrations — all against a backdrop of continued facility expansion and campus development — it was a significant year for our downtown Atlanta campus.

You'd be hard-pressed to find a time on the fiscal year calendar (July 1, 2018-June 30, 2019), when the GWCCA's 220-plus acre campus wasn't abuzz with activity. It was one of the most challenging, yet rewarding years the Authority has experienced.

Week after week, multiple, overlapping events and activities across campus facilities, from the Georgia World Congress Center to Centennial Olympic Park to Mercedes-Benz Stadium, was the norm. The result was one of the organization's best financial years on record.

Profits exceeded expectations — by nearly \$6 million — and are being reinvested into the Authority and its team members to ensure we continue to maintain a strong, stable organization for years to come.

Meanwhile, major components of the Authority's 2020 Vision master plan were set in motion during this 12-month span as construction of the convention center's \$55 million

expansion kicked into high gear and the Authority selected Hilton Hotels and Resorts as its hotel partner — both game-changing projects for the near future and long-term outlook of the GWCCA's championship campus.

Another significant milestone, the Authority completed the \$27 million revitalization of Centennial Olympic Park, enhancing the majestic front door of our campus thanks to the benevolence of 29 incredible donors.

We also continued to deliver on our brand service promise to consistently create compelling guest experiences as our customer service scores continued to trend upward on a number of fronts. We have a passionate, dedicated team who, at the end of the day, delivered stellar experiences that will positively impact our ability to garner the top events for years to come, benefiting not only GWCCA but the state of Georgia as well.

We are proud to share these year-end results as well as highlight the initiatives, accomplishments, projects, and, most importantly, the team that is changing the game when it comes to convention, sports, and entertainment experiences in North America.

Four handwritten signatures in black ink, corresponding to the four leaders shown in the photo above.

HIGHLIGHT REEL: THE YEAR IN REVIEW

Recapping the year's best plays, here's a look at some of GWCCA's major events, milestones, and celebrations from July 1, 2018 to June 30, 2019.

JULY 2018

Fiscal year 2019 on the GWCCA campus began with a bang, literally. Once again, the Authority hosted its free, family-friendly Independence Day celebration featuring the Southeast's largest Fourth of July fireworks show – but with a twist. Due to Centennial Olympic Park renovations, the annual celebration moved to GWCCA's International Plaza where 15,000-plus revelers celebrated the Red, White, and Blue. They partied to the sounds of J. Fly and Friends, and witnessed the 14-and-a-half minute pyrotechnic spectacle, featuring more than 3,000 shells which zoomed up to 600 feet, lighting up the night sky over downtown Atlanta.

AUGUST 2018

Bee One. In a joint venture with North Carolina-based Bee Downtown, on Aug. 17 the Authority unveiled the campus' first-ever beehives located in the grassy pocket park at the corner of Northside Drive and Joseph E. Boone Blvd. A key component of the Authority's corporate social responsibility strategy, the beehives positively affect 18,000 acres within a three-mile radius by pollinating nearby urban gardens, neighborhood flora, school landscaping, and plants and flowers that give Centennial Olympic Park its natural beauty.

AUGUST (CONTINUED)

Experiencing growth in exhibits and attendance for a fourth consecutive show, the biennial International Woodworking Fair (IWF) welcomed more than 30,000 visitors to the GWCC on Aug. 22-25, and featured more than 1,000 exhibitors utilizing 615,874 net square feet of exhibit space. The largest woodworking technology trade show in North America, IWF 2018 had an estimated economic impact of \$76.6 million.

SEPTEMBER 2018

Commemorating the Georgia Dome as a cultural, economic and architectural icon, on Sept. 6 the Georgia Historical Society dedicated its latest Business History Initiative historical marker on site of the Dome's former Gate B, overlooking the soon-to-open Home Depot Back Yard and the venue's successor, Mercedes-Benz Stadium.



*Watch the IWF 2018 episode of
Center of Attention.*



OCTOBER 2018

Featuring scenes shot inside and outside GWCC and the campus' subterranean tunnels, comic book-based action flick "Venom" debuted nationwide in theaters on Oct. 5, pulling in \$80 million at the box office during its opening weekend.

Announced Oct. 12 at the Atlanta Botanical Gardens, the Georgia World Congress Center, the world's largest LEED Gold certified convention center, won the 2018 Georgia Green Award for Building Performance from the U.S. Green Building Council.



NOVEMBER 2018

Generating \$76.4 million in estimated economic impact, FABTECH, North America's largest metal forming, fabricating, welding and finishing event (Nov. 6-8) brought 38,408 guests to the GWCC that introduced more than \$40 million in new dollars into the local economy. The show utilized 650,300 of net square footage.

More than 10,000 gamers flocked to GWCC's Building A for the return of DreamHack Atlanta (Nov. 16-18) featuring 72 straight hours of all things related to video gaming (e-sports, music, cosplay, streaming) under one roof.



DECEMBER 2018

Another champion was crowned on the Authority's campus as the Atlanta United captured the MLS Cup on Dec. 8, defeating the Portland Timbers 2-0 before a record-breaking crowd of 73,019 at MBS. A victory parade through the GWCCA campus followed two days later.

After an extensive process, on Dec. 4 the Authority selected Hilton Hotels & Resorts as the flagship for its headquarter hotel that will be built on part of the former Georgia Dome site between the GWCC and MBS. Flying under the new Signia Hilton name, the luxury hotel will cater to the meetings and events industry and be the first newly constructed Signia Hilton in the world.

Signia
Hilton



JANUARY 2019

Between Jan. 14-16 at GWCC, the 71st AHR Expo (International Air-Conditioning, Heating, Refrigerating Exposition) brought together more than 30,000 industry professionals from around the world, including 1,900 exhibitors, and generated an estimated \$99 million in economic impact.



FEBRUARY 2019

All eyes were on Atlanta and GWCCA's championship campus for 10 days leading up to and including Super Bowl LIII on Feb. 3 at Mercedes-Benz Stadium where the New England Patriots defeated the Los Angeles Rams 13-3 in front of 70,081 fans. More than a half-million guests visited the GWCCA campus for ancillary events, including the Super Bowl Experience, the NFL's interactive theme park inside the GWCC, and Super Bowl Live, a free six-day fan village at Centennial Olympic Park. The event generated approximately \$185 million in economic impact to the state of Georgia.



Watch the Championship Campus episode of Center of Attention.



FEBRUARY (CONTINUED)

The International Production & Processing Expo (IPPE), held Feb. 12-14 at GWCC, expanded its show floor to include exhibit halls in all three buildings totaling more than 600,000 square feet of exhibit space, more than 1,400 exhibitors, and more than 32,000 attendees, resulting in the Atlanta-based trade show's largest event on record. IPPE traditionally happens the last week of January but shifted due to Super Bowl LIII, which meant the event's move-in window was compressed into a span of five days rather than the usual 12.



MARCH 2019

Landing in Atlanta for the first time, the Helicopter Association International (HAI) HELI-EXPO took flight March 4-7 at GWCC with a show floor featuring 55 helicopters that were flown into the GWCCA's Marshalling Yards and then transported into the Congress Center. The world's largest trade show dedicated to the helicopter industry, HELI-EXPO had approximately 18,000 attendees, 700 exhibitors, and produced an estimated \$36.6 million in economic impact.



Watch the HAI Heli-Expo episode of Center of Attention.



APRIL 2019

Featuring more than 120 courts inside GWCC's exhibit halls, the Mizuno Big South National Qualifier volleyball competition comprised of 1,200 middle school and high school girls' teams vying for Junior Olympics bids meant big business for downtown Atlanta over the course of two weekends in April. The event brought in an estimated 45,500 out-of-state attendees, who stayed at area hotels, ate at local restaurants, shopped locally, and visited nearby attractions, contributing to an estimated economic impact of more than \$45.5 million.



MAY 2019

On May 13 more than 250 people, including representatives for all 29 donors, attended "A Legacy of Dreams," a dedication ceremony celebrating the recently completed \$27 million makeover of Centennial Olympic Park.

Celebrating its 15th year, MomoCon, the homegrown convention for animation, gaming, comics, and cosplay enthusiasts, drew its biggest crowd to date over the Memorial Day weekend at GWCC, welcoming more than 120,000 guests.



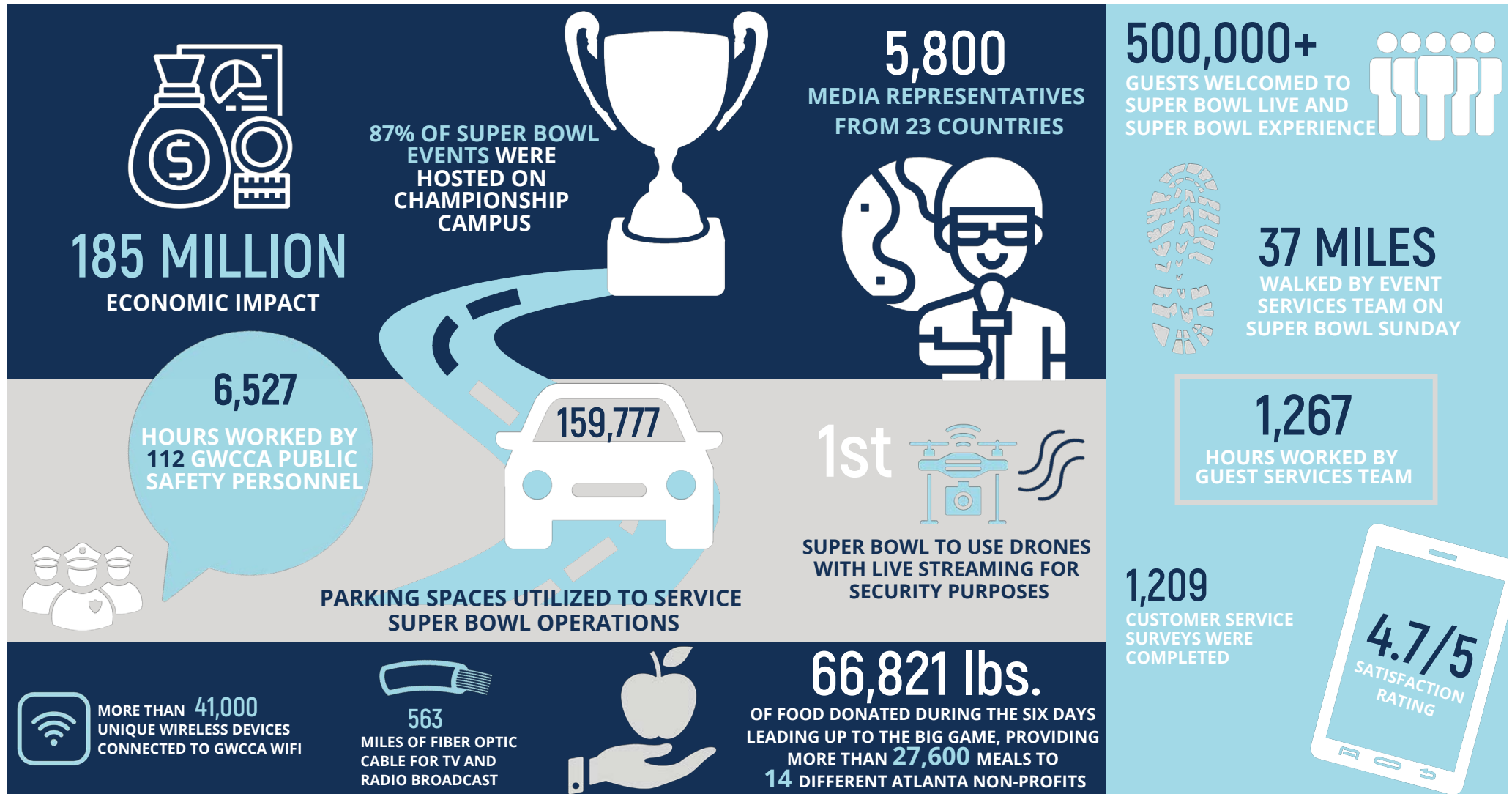
JUNE 2019

The first international friendly soccer match held at Mercedes-Benz Stadium on June 5 featured a rematch of the first such futbol exhibition game on the GWCCA campus. Mexico and Venezuela squared off on the MBS pitch before a crowd of 51,834, with Mexico prevailing 3-1, the same outcome as when the two national teams battled it out June 24, 2009 at the Georgia Dome (Mexico 4, Venezuela 0).



SUPER BOWL LIII BY THE NUMBERS

A behind-the-scenes look at how GWCCA made Super Bowl LIII a memorable experience for customers, visiting media, and thousands of fans visiting our championship campus.





CHANGING THE GAME **FOR GEORGIA**

Change, it is often said, is the only constant.

Simply consider how much GWCCA's campus has changed since 1976. Over a four-decade span, the Authority's assets have evolved from a single exhibition hall to the nation's fourth-largest convention center; Centennial Olympic Park welcomed the world during the 1996 Olympics and now anchors downtown commercial and residential revitalization efforts; the Georgia Dome was instrumental in turning Atlanta into a hotbed for college football and an international city, thus creating the blueprint for its successor Mercedes-Benz Stadium which is hosting back-to-back-to-

back championships in college football, professional football, and college basketball, respectively.

In fiscal year 2019, the Authority continued making significant forward progress in its vision to create a championship campus featuring a package of facilities unrivaled by any city in the U.S. Here's a look at some of the game-changing projects that are elevating the GWCCA campus, and by extension the city of Atlanta and state of Georgia, to the next level.



*Scan to watch a
drone timelapse video
of Exhibit Hall BC
construction.*

EXHIBIT HALL BC

Representing the convention center's first major expansion in 16 years, Exhibit Hall BC, GWCC's new 100,000-square-foot exhibit hall connecting Buildings B and C, officially got underway with a groundbreaking ceremony on July 31. GWCCA stakeholders, customers, team members, partners, and elected officials — many who were instrumental in getting the budget request approved — were in attendance as then-Gov. Nathan Deal spoke regarding the impact of such a project on the Authority's ability to drive economic growth.

A direct result of customer feedback regarding concerns over limited future show growth, the expansion will give customers the flexibility to create one massive hall featuring more than 1 million square feet of contiguous exhibit space. Now, long-term customers such as Atlanta-based International Production & Processing Expo (IPPE), International Woodworking Fair (IWF), Bronner Bros. International Beauty Show, and MomoCon can continue to grow at home.

Likewise, the expansion gives the Authority the ability to vie for the industry's largest shows that have, in the past, opted for other cities because of GWCC's space constraints. Not anymore. With completion set for December 2019, more than 20 events have already committed to using the new space with bookings as far out as 2030 (see graphic below). This translates into \$18.2 million in rental revenue and more than 600,000 projected attendees coming into town, thanks to this new asset.

Exhibit Hall BC represents next-level growth and is key to the types of business — from major sporting events to citywide conventions — the Authority can bring into the state of Georgia. It also places GWCC in the very upper echelon of convention facilities in the U.S. to offer this type of package to customers. Potential economic impact is estimated north of \$600 million.

BOOKINGS HEATING UP FOR NEW EXHIBIT HALL

While the construction dust had not yet settled on GWCC's \$55 million expansion project, here's a look at groups that have either confirmed or have notices of intent to utilize Exhibit Hall BC.





Signia
Hilton

SIGNIA HILTON

The addition of a hotel to the Authority's package of facilities is a key pillar of the organization's 2020 Vision strategy and central to advancing the GWCCA campus as the No. 1 convention, sports, and entertainment destination in the world.

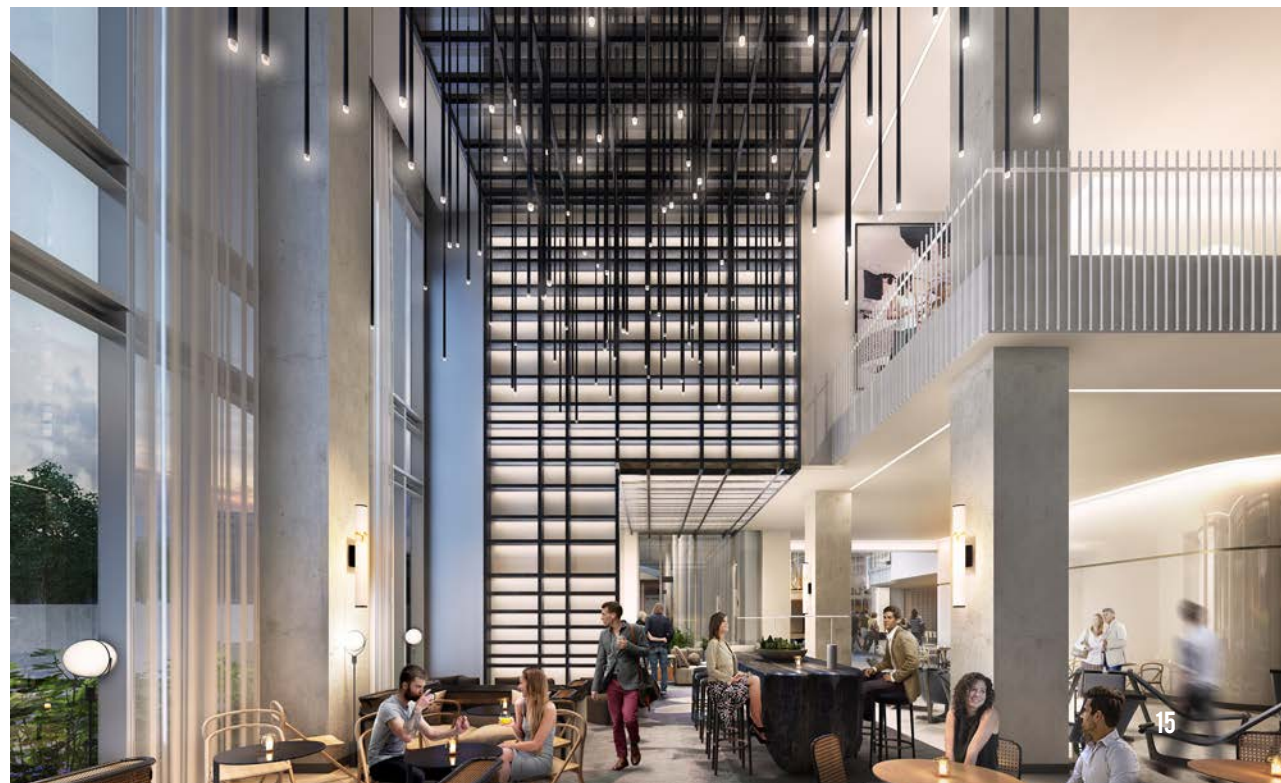
In December, the Authority announced the selection of Hilton Hotels and Resorts as its headquarter hotel partner. In February, the hotelier officially launched its 17th brand, Signia Hilton, a luxury brand focused on high-end meetings and events with emphasis on modern, flexible design, technology, and upgraded culinary experiences. The flagship brand of the state-owned hotel, Signia Hilton Atlanta will be located on the northwest corner of the GWCCA campus, connect directly to GWCC Building C, and will be the first newly-constructed Signia Hilton in the world.

No detail has been spared to ensure every guest touchpoint is a true experience. Six design pillars are at the core of the 975-room hotel, including a grand arrival space featuring modern architecture with a Southern twist; a lobby that will double as a social hub and celebrate Atlanta's Southern roots; guest rooms with innovative technology, including Hilton's Digital Key; a bar that celebrates the spirit of Atlanta; chef-driven restaurants targeting both locals and guests; and a state-of-the-art wellness offerings designed to make visitors feel their best.

While the guest experience will be unrivaled in the market, the meetings and events spaces will be the signature showpiece of Signia Hilton Atlanta. Geared for customers of all sizes, Signia Hilton Atlanta will feature 75,000 square feet of meeting space, including a 40,000-square-foot ballroom, a dedicated executive conference center with 17 meeting rooms, a boardroom, and hospitality zone, an 8,000-square-foot social ballroom surrounded by smaller meeting rooms, and a 16,000-square-foot event lawn. Moreover, the smaller event spaces will have detailed localized touches that will help the hotel compete with independent event venues around town.

In addition to the significant economic impact associated with additional convention attendees on an annual basis, Signia Hilton Atlanta is expected to spur additional commercial and residential growth surrounding the west side of the campus while serving as an economic stimulator during construction and once it opens in 2022.

Conceptual renderings of Signia Hilton's executive boardroom (left), social ballroom and pre-function space (top right), and terrace cocktail lounge (bottom right).



THE ORIGINAL GAME CHANGER

It's not a fresh addition to the Authority's portfolio, but Centennial Olympic Park, which has changed the game for downtown Atlanta for two-plus decades serving as the catalyst for \$4 billion-worth of investments in surrounding development, began a new phase in fiscal year 2019.

The Park's \$27 million renovation came to a close in spring 2019, boasting new amenities designed to increase community access, enhance the visitor experience, and strengthen the Park's Olympic legacy. The improvements focused on five key areas of the Park:



Southern Company Amphitheater

Upgrades to this Park staple that can accommodate 1,200 guests for events include the installation of a new permanent stage, a modified irrigation system, a new permanent waterproof shade structure, and the new Ring of Magnolias.



Unity Plaza

At the corner of Baker Street and Centennial Olympic Park Drive landscaping and fencing was removed, replaced with a new cascading water feature, incorporating the Androgyne Planet sculpture relocated from the interior of the Park, beckoning guests to enter through this new gateway.



Paralympic Plaza

A new access point to the Park at the corner of Park Avenue West and Baker Street where the Park administration building used to be, prominently displays the Paralympic symbol which compliments the Park's Paralympic Legacy monument.



Fountain of Rings Plaza

Already an iconic spot due to the popular Fountain of Rings interactive water feature, this area is enhanced now with a new round of commemorative bricks creating a pedestrian walkway where Andrew Young International Boulevard bisected the Park, and the addition of The Spectacular, the colorful new 11-foot high, 23.5-foot wide interactive sculpture depicting the Olympic Rings that's become a top selfie destination.



West Lawn Promenade

Acquiring and then demolishing the former Metro Atlanta Chamber of Commerce building added an acre of green space to the Park and opened up vistas, and this area now showcases the Park's ties to the Olympics with a new medal podium sculpture made from local granite.

”

My dream for Centennial Olympic Park is that it will continue to serve as a beacon, calling the people of Atlanta, and all of our visitors and guests, to celebrate what we share in common. The great diversity of this community, the fun, the beauty of the Park all add to this enduring legacy of the Olympic Games. To see something that has survived this span of time and honestly gets better every year – that's what the Park does.

- William Porter Payne, President and CEO of the Atlanta Committee for the Olympic Games



Watch the Centennial Olympic Park episode of Center of Attention.



ANDREW YOUNG INTERNATIONAL BLVD. PROJECT

With the recent improvements to Centennial Olympic Park at one end of campus and a new hotel scheduled for the other, plans are in motion to reimagine and modernize the arrival experience on Andrew Young International Blvd., creating a seamless experience from the surrounding entertainment and hospitality district through COP, past the front doors of the Congress Center, to Mercedes-Benz Stadium and Signia Hilton Atlanta.

Approved by Gov. Kemp in May, the state's fiscal year 2020 budget includes \$22 million (adding to the \$15 million already approved by the Georgia General Assembly in the previous year) earmarked for the project that will focus on pedestrian movement and safety, traffic management, and enhanced aesthetics. A dedicated bus depot and ride share options, which will move bus and shuttle loading and unloading away from the front doors of the convention center, is scheduled to break ground in 2020.

Also in the works are conceptual designs proposing a linear park in front of GWCC's Building B (along with expanded greenery and features on East Plaza) and a front porch-style veranda with seating options located throughout designed to create an inviting respite for guests and residents alike, befitting the Authority's reputation for providing Southern hospitality.

When casting a wider lens to include development surrounding the campus, such as redevelopment of The Gulch (Centennial Yards), which includes live-work-and-play projects, the reimagining of Andrew Young International Blvd. is another competitive differentiator that allows GWCCA to attract more conventioners, event attendees, and sports fans to spend more time connected to its growing downtown community.

FACILITY IMPROVEMENTS COMPLEMENT MAJOR PROJECTS

Along with the marquee projects, fiscal year 2019 included a number of lower-profile, yet equally important, campus projects that underscore the Authority's commitment to reinvesting in facilities and improving the guest experience.

Flooring Project – Complementing terrazzo flooring installed in high-traffic areas throughout Georgia World Congress Center, all three buildings of the convention center were outfitted with a customized Georgia-made carpet scheme that represents three distinct topographical regions of the Peach State.

Orange Deck – Although delayed by bad weather and unforeseen complications posed by Georgia Dome foundation remnants, the multi-level, 500-plus-space parking garage began rising from the red Georgia clay in autumn 2018, with an expected completion of spring 2020.



FLOORING PROJECT



ORANGE DECK



WAYFINDING AND MASTER
SIGNAGE PLAN



JUNIOR ACHIEVEMENT DISCOVERY
CENTER RENOVATIONS

Wayfinding and Master Signage Plan – With an eye toward improving guests' experience and navigation around the convention center and campus, the Authority engaged Sky Design to develop a comprehensive signage and wayfinding system that also adds revenue potential via digital signage and prepares for future growth and development.

Junior Achievement Discovery Center Renovations – Located in GWCC's Building C, updates to this 50,000-square-foot, civic-minded educational space included renovated bathrooms, offices, breakroom, main storefront entrance, mezzanine storefront, and now includes the organization's headquarters. More than 30,000 middle school students take part annually in JA BizTown and JA Finance Park, the two interactive areas located inside of the Discovery Center, which serves as an everyday reminder of the Authority's commitment to arts and education, which is in line with its mission to enhance the overall quality of life of every Georgian.

DIGITAL SCORECARD: CULTIVATING CUSTOMER AND AUDIENCE CONNECTIONS

The Authority continued to refine its digital game plan in fiscal year 2019 with focus on a revamped website, an enhanced LinkedIn strategy, and production of more original content. Meanwhile, the strategies put in place the previous year continued to yield results as the Authority's social media platforms picked up a combined 8,179 new followers across Facebook, Twitter, and Instagram.

GWCCA.ORG



To capitalize on anticipated site traffic in the weeks leading up to Super Bowl LIII, on Jan. 19 the organization relaunched GWCCA.org to provide a more robust, organized user experience for visitors looking for Super Bowl-specific event information and beyond. The impact was immediate — new users increased 67 percent and page views increased 40 percent in the first 12 days. GWCCA.org is a vital resource for media and stakeholders interested in the Authority's governance, campus development, economic impact, customer and event mix, venues, and social responsibility initiatives as told through a variety of channels and dedicated pages on the site.

The Authority's LinkedIn strategy hit its stride during fiscal year 2019 as it dialed up the cadence of sharing GWCCA-produced creative content, including infographics on economic impact, event photos, thought leadership-centric blog posts, and video content. The result: triple-digit increases in engagements, new fans, and impressions.

CENTER OF ATTENTION



MY AUTHORITY LIFE



The Authority's Facebook, Twitter, and Instagram presence continued to grow as well. Highlights include more than 1 million Twitter impressions, 5,000 new Facebook fans, and a robust 26 percent increase in followers on Instagram. Two new video series gained major momentum during fiscal year 2019. "Center of Attention," geared to external stakeholders, highlighted the wide variety of events, partners, and offerings on campus. The 10-episode season garnered more than 79,000 views. "My Authority Life" profiled various GWCCA team members and made its home on the internal resource portal *George*, which debuted during fiscal year 2018.

unConventional, the Authority's blog which launched the previous fiscal year, continued to be an instrumental storytelling vehicle with 110 original articles producing almost 40,000 page views. Subscriptions nearly quadrupled by the end of year. GWCCA's digital strategy is creating a dynamic destination for both internal and external stakeholder information.

UNCONVENTIONAL





**MORE THAN A GAME:
ENHANCING QUALITY OF
LIFE FOR EVERY GEORGIAN**

It is estimated that one third of the food that we consume each day relies on pollination mainly by bees. The complex communication protocol and collaboration process of bees is remarkably similar to the teamwork required to successfully pull off large-scale events. So it's no surprise that, in fiscal year 2019, the Authority jumped at the chance to partner with North Carolina-based Bee Downtown to help rebuild the declining honey bee population by placing three hives totaling more than 60,000 bees on campus.

The first and largest convention center in partnership with Bee Downtown, GWCCA also is taking advantage of the engagement and leadership development programming offered so current and aspiring organization leaders can strengthen their relationship with one another and enhance a sense of community within their own hive.

Throughout the year, GWCCA's corporate social responsibility (CSR) platform continued to focus on initiatives that are fundamentally material to the business, including basic needs, education, and environment.

Highlights include:

- When Hurricane Michael ravaged South Georgia in October, the Authority responded by forming a new partnership with the American Red Cross to host on-campus blood drives, directly benefitting patients at hospitals across the state.

- The Authority partnered with the Atlanta Mission to provide and serve more than 300 meals at the Mission's shelters and collected and donated more than 300 basic needs items such as coats, socks, and undergarments.
- In addition to participating in reading programs, Authority team members donated more than 500 books to local elementary school students.
- GWCCA supported environmental programs in conjunction with Super Bowl LIII, including planting more than 500 trees, creating an urban food forest and pollinator gardens throughout metro Atlanta to leave an environmental legacy.
- Stemming from Super Bowl-related events, the Authority spearheaded donations of 66,821 pounds of food and beverage items and 70,000 pounds of materials to local organizations.



Watch the Corporate Social Responsibility episode of Center of Attention to learn about the Authority's commitment to better buildings, community, and partners.



2020 AND BEYOND: FUTURE EVENT FORECAST ON THE CHAMPIONSHIP CAMPUS

During the first weekend in April 2020, the Authority's championship campus will host its third major sporting event in as many years. The NCAA Men's Final Four games will be played at Mercedes-Benz Stadium while fan experiences and concerts are set for Georgia World Congress Center and Centennial Olympic Park, respectively.



But that doesn't mean the Championship Campus is done with its close-up, rather it's just getting warmed up.

Atlanta is aiming to secure 2026 FIFA World Cup semi-final matches and its international broadcast center, and also bidding to host another College Football Playoff National Championship (the first availability is 2025), another Final Four, and perhaps another Super Bowl.

And even though the 2021 Major League Baseball All-Star Game is happening at SunTrust Park, some 12 miles from downtown in neighboring Cobb County, some of the game's ancillary festivities may utilize Centennial Olympic Park.

Beyond those high-profile sports extravaganzas, GWCCA's calendar through the next decade is filling up at a rapid pace with top trade shows, conventions, meetings, expos, music festivals, exhibitions, tournaments and more.

With GWCCA's Exhibit Hall BC already triggering new bookings and Signia Hilton projected to open in 2022, the future looks bright for GWCCA's downtown Atlanta campus.

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.

COMING SOON...

2020

- Chinese Lantern Festival
- Progressive Atlanta Boat Show
- International Production & Processing Expo (IPPE)
- CHEERSPORT National Championships
- Bronner Bros. International Beauty Show (winter)
- Atlanta International Auto Show
- MODEX
- Hinman Dental Meeting
- Big South Qualifier
- NCAA Men's Final Four
- Sweetwater 420 Fest
- MomoCon
- American Association of Orthodontists Annual Session 2020
- DeKalb County School District Graduations
- 71st National Athletic Trainers' Association Clinical Symposia & AT Expo
- National Education Association Annual Meeting
- OPTAVIA Convention
- HoopSeen Best of the South Tournament
- International Woodworking Fair (IWF)
- Atlanta Comic Con
- Bronner Bros. International Beauty Show (summer)
- ASIS International
- Chick-fil-A Kickoff Games
- Woman Thou Art Loosed
- ONE Musicfest
- Athleticon
- Georgia Tech vs. Notre Dame

- DreamHack Atlanta
- SC20: The International Conference for High Performance Computing, Networking, Storage and Analysis
- Dr. Pepper SEC FanFare
- SEC Football Championship

2021

- IPPE
- CHEERSPORT
- Bronner Bros. International Beauty Show
- Hinman Dental Meeting
- ACC.21 (American College of Cardiology) Scientific Session & Expo
- Big South Qualifier
- MomoCon
- IEEE (Institute of Electrical and Electronics Engineers) International Microwave Symposium
- SkillsUSA's National Leadership & Skills Conference
- Primerica
- Delta Sigma Theta Sorority, Inc. National Convention
- OPTAVIA Convention
- American Chemical Society National Meeting & Exposition: Resilience of Chemistry
- Chick-fil-A Kickoff Games
- ONE Musicfest
- National Council of Teachers of Mathematics
- North American Commercial Vehicle Show
- Society of Cable Telecommunications Engineers

- International Association of Chiefs of Police
- DreamHack Atlanta
- Georgia Tech vs. TBA
- Dr. Pepper SEC FanFare
- ASH Annual Meeting & Exposition

2022

- IPPE
- CHEERSPORT
- Big South
- Pittcon Conference and Expo
- Hinman Dental Meeting
- MODEX
- DECA 2022
- International Sign Association International Sign Expo
- The Endocrine Society
- SkillsUSA's National Leadership & Skills Conference
- OPTAVIA Convention
- IWF
- Chick-fil-A Kickoff Games
- ASIS International 2022
- National Black MBA Association, Incorporated
- FABTECH International
- Dr. Pepper SEC FanFare

2023

- IPPE
- AHR Expo (The International Air-Conditioning, Heating and Refrigeration Exposition)
- HAI HELI-EXPO
- The Risk and Insurance Management Society's Annual Conference and Exposition

- SkillsUSA's National Leadership & Skills Conference
- OPTAVIA Convention
- National Association of Convenience Stores
- Georgia Tech vs. TBA
- Dr. Pepper SEC FanFare
- SEC Football Championship
- MODEX
- American Association for Cancer Research (AACR) Annual Meeting

2024

- COVERINGS 2024
- American Society for Microbiology Microbe
- SkillsUSA's National Leadership & Skills Conference
- OPTAVIA Convention
- IWF
- Georgia Tech vs. Notre Dame
- Society of Cable Telecommunications Engineers
- SC24: The International Conference for High Performance Computing, Networking, Storage and Analysis

2025

- National Rifle Association Annual Meetings & Exhibits
- SkillsUSA's National Leadership & Skills Conference
- OPTAVIA Convention
- Society of Women Engineers Annual Conference
- Dr. Pepper SEC FanFare
- SEC Football Championship

SAVANNAH CONVENTION CENTER: ELEVATING ITS GAME

Savannah has long been regarded as a historic coastal outpost brimming with tradition and Southern charm. Today, the four main drivers of Savannah's economy are tourism, manufacturing, the state-operated port, and the military.

Savannah Convention Center (SCC) wants to add another driver to the mix -- conventions and meetings destination -- to solidify its position as a top contributor to metro Savannah and the state of Georgia, generating jobs, labor income, and economic activity.

Fiscal year 2019 was game changing for the 330,000-square-foot riverfront center, which is managed by GWCCA, even a name-changing one if you will.

Many aspects of SCC's game plan came together during this 12-month period as the facility positioned itself for an even brighter future by continuously providing excellent customer service based on survey feedback -- a key element in elevating the Hostess City as an events destination and growing hotel room nights in Savannah and Chatham County.

SCC recognized an increase in the number of events hosted in fiscal year 2019 (170) compared to the previous year (160) and an approximate \$100,000 increase in gross revenue year over year. Since the Authority's partnership with SCC began, the past five years have seen revenues increase 100 percent while also improving the bottom line 71 percent.

There also were many strategic victories during the year that weren't etched in the financial ledger.

The most immediate, and impactful, was the unveiling of a new moniker and logo to replace the center's name of Savannah International Trade & Convention Center. New, brightly lit, block-letter signage across the front of the facility now reads Savannah Convention Center, making the property an easier and more attractive sell to meeting planners while leaving no doubt the building's purpose.

The city's convention and visitors bureau, Visit Savannah, identified "inadequate center space" as the top reason for lost opportunities to book more business at SCC in fiscal year 2019. Plans are in place to remedy that. The creation of a new governing board, the Savannah-Georgia Convention Center Authority, an instrumentality of the state of Georgia authorized by Gov. Kemp in April, now enables the convention center to receive state funding for expansion.

Expansion plans would include 100,000 square feet of additional exhibit hall space, 15 new conference and meeting rooms, a 40,000-square-foot ballroom, and a 900-space parking garage. A new convention center hotel adjacent to SCC on Hutchinson Island also is part of the plan.

Already ranked the top mid-sized meeting destination in the South Atlantic by travel website RewardExpert, expansion of SCC mirrors the playbook of its sister facility, Georgia World Congress Center, with facility growth opening the door to new markets. Thus, changing the game.



Scan to learn more about the Savannah Convention Center expansion.



During the five-year partnership between GWCCA and the Savannah Convention Center, the facility has increased revenues by 100 percent while reducing losses by 71 percent. Fiscal year 2019 continued this positive trajectory.



\$8,915,981

Facility revenue
for FY19



170

Events
hosted



1,244

Total jobs supported
in Georgia



\$120.3 M

Total economic output for
state of Georgia

GAME PLAN: VISION 2025

Where do you see yourself in five years?
The Authority's answer to that question comes from its Vision 2025 strategy, a game 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, systematize quality operating standards, and expand customer retail offerings.

Having the right package of facilities, amenities, and infrastructure is important. Equally important is having the right people, services, and technologies in place to consistently deliver compelling guest experiences and optimize economic performance – that is the focus of Vision 2025.

Strategic Directions:



While not capital intensive like the 2020 Vision plan, Vision 2025 is about accelerating performance for GWCCA team members while informing business partners, stakeholders, and the surrounding community about the intentional direction the Authority is headed.

Vision 2025 gives the organization guideposts along the journey to ensure that the Authority is meeting stated financial, facility, customer, and team member goals and objectives. It sets the pace to enhance the return on the more than \$160 million invested in the Authority's public assets during the past decade.

This plan also is about transparency. The Authority has a history of doing what it says it is going to do. Case in point: 2020 Vision plan envisioned and delivered Mercedes-Benz Stadium, \$27 million in capital improvements to Centennial Olympic Park, expansion of GWCC to stay competitive and secure new customers, and development of its headquarter hotel, Signia Hilton.

Vision 2025 calls for continued diversification of revenue streams through enhanced customer retail and vending offerings, expanded in-house customer amenities, co-sponsored spaces, and sponsorship and signage opportunities.

Vision 2025 is also reimagining the team member journey from hire-to-retain, with a redesigned orientation experience, enhanced training and career development solutions, professional certification opportunities, and career pathing.

Utilizing innovations to provide smart work solutions and foster the safety of guests, customers and the GWCCA team, Vision 2025 also leverages technology for optimal operational effectiveness.

Re-imagining the customer arrival experience, implementing modern branding, and reinventing Andrew Young International Blvd. as a gateway to the Championship Campus are all part of the strategy as well.

Vision 2025 will continue the Authority's mission to generate economic benefits for the state of Georgia and enhance the quality of life for every Georgian; deliver on its brand service promise of creating compelling guest experiences; and drive toward its vision to be the No. 1 convention, sports, and entertainment destination in the world.

To understand Vision 2025, dial back the clock to 2010 when the Authority began mapping out the future of the organization and its championship campus guided by the 2020 Vision master plan. The following is a snapshot of campus achievements, additions and improvements.

FACILITIES	CUSTOMER	FINANCIAL
Expanded on-campus parking	Created independent health insurance plan for employees	Consolidated organizational structure
Georgia Dome decommissioning/implosion	Expanded dining options, including GWCC's Social Table	In-house event promotion and development
Mercedes-Benz Stadium	LEED certification (GWCC, MBS and CFBHOF)	Film and entertainment destination marketing strategy
Headquarter hotel development	Implemented Corporate Social Responsibility platform	Guaranteed Energy Performance Contract with Trane
Five transformative projects at Centennial Olympic Park	Proprietary learning programs in partnership with	Management contract with Savannah Convention Center
GWCC flooring replacement	UGA, SCAD, GSU and Ga. Tech	Centralized supply chain management in consultation
The Home Depot Back Yard, 11-acre greenspace	Expanded campus security camera coverage	with KPMG
National Weather Service Storm Ready Certification	Peach Assist text alert for exhibitors	GWCCA trust fund to support future health
College Football Hall of Fame (CFBHOF)	Expanded WiFi capabilities	benefit obligations

GWCCA'S GAME-CHANGING WOMEN

When WISE's (Women in Sports and Events) Atlanta chapter hosted its Executive Summit: Atlanta's Women of Super Bowl LIII in December at Mercedes-Benz Stadium, the symposium proved the tide is changing for the inclusion of women in the business operations of sports as an unprecedented contingent of women leaders from across GWCCA played key roles in delivering the most compelling guest experience of fiscal year 2019 — Super Bowl LIII.

Likewise, women also are changing the fabric of public assembly facilities and GWCCA is again leading the way as a contingent of women in leadership positions have been instrumental in several high-profile campus projects, including flooring replacement, GWCC expansion, Andrew Young international Blvd. master plan, and one of the organization's most significant projects in recent years — Signia Hilton.

According to Atlanta-based Castell Project, a non-profit focused on increasing diversity in hospitality industry leadership, men are 10 times more likely than women to be promoted to an executive level position in the hospitality industry.

The Authority is bucking that trend with an executive team and administration that features women in leadership roles in a number of key areas, including administration, finance, marketing and communications, client and guest services, commercial services, sales, security, government relations, internal audit, learning and development, and venue management.

Case in point is the Authority's headquarter hotel development team, a functional area identified by the Castell Project where women leadership is significantly lower across the industry. But on this project team, made up of individuals from GWCCA, Drew Co., Hilton, and design firm Gensler, women are well represented. They include the Authority's Chief Administrative Officer Jennifer LeMaster, Hilton's Vice President of Luxury, Lifestyle and Corporate Development Amy King, and Theonie J. Alicandro, Chief Operating Officer and General Counsel for Drew Company, Inc.



Leadership diversity is critical to GWCCA's vision to be recognized as the No.1 convention, sports, and entertainment destination in the world. By tapping into diverse perspectives, thoughts, and ideas from a variety of leaders and sources — a direct reflection of the customers and guests it serves on a daily basis — the result is a better understanding of what it takes to deliver a consistent, compelling experience for everyone who steps foot on the Authority's campus.



Lindsay Strickland, director of government relations, liaises at the Capital to secure funding for GWCCA projects and campus enhancements.



Kelly Ross, client services manager, played a vital role in the GWCCA team member credentialing process during Super Bowl LIII.



Kay Lawrence, senior accounting manager, manages finances of the Authority as well as the Atlanta Basketball Host Committee.

“

The GWCCA has absolutely encouraged an inclusive environment where creative and innovative thinking can be fostered. The GWCCA hotel project has so many senior female leaders on the team, which is rare for such a large, complicated project. It is great to work with such talented women on such an iconic project.

- Theonie J. Alicandro
COO and General Counsel
Drew Company



*Scan to watch the episode of
My Authority Life featuring
Kay Lawrence.*

CHANGING THE GAME: CUSTOMER EXPERIENCE



The Authority's commitment to creating compelling guest experiences continued to gain momentum during fiscal year 2019 as overall customer satisfaction ratings improved to 4.53, up from 4.41 the previous year. Complementing these scores were efforts to turn insights into immediate action and a focus on leveraging technology for operational effectiveness.

One new program that is paying immediate dividends is Feedback Now, a cloud-based customer experience platform from Forrester that enables GWCCA to monitor and improve the guest experience in real time. In January, the Authority deployed Feedback Now as part of an initiative to monitor the cleanliness of restrooms at GWCC. Fed by The Original Smiley Box, a push-pad device located in every public restroom that allows guests to rate their restroom experience by selecting a corresponding emoji-style icon, management was able to monitor aggregated results, identify trouble spots, and dispatch housekeeping immediately to address. Additional Smiley Boxes are located throughout the convention center asking guests "how was your experience at GWCC today?"

This scenario is an example of the myriad ways the Authority utilizes data and analytics to enhance the customer and guest experience. Another is the use of artificial intelligence

(AI) to augment current safety measures across the campus. AI initiatives either implemented or explored by the Authority during fiscal year 2019 included investing in a gun-shot detection system, advanced camera technology, and license plate readers that can alert law enforcement of suspicious activity.

Smart use of technology aids the decision-making process and enhances response times, but it will never replace the Authority's calling card: relationship building and face-to-face human interaction. This includes the Southern hospitality provided by the Authority's red-sweater-clad Guest Services specialists who serve as a first point of contact for many guests visiting GWCC. These team members also are the human link to the customer satisfaction data gathered as they spearhead the customized electronic feedback surveys administered via tablet computers to guests.

Fueled by attendance at Super Bowl-related events, the number of attendee surveys gathered by these specialists nearly quadrupled in fiscal year 2019 with overall satisfaction scores increasing from 4.64 to 4.71. Exhibitor satisfaction continued to be at the forefront for the Authority throughout the year with increased surveys and a focus on relationship building leading the efforts to fine-tune their experience.

“

GWCC has a great team and we are always made to feel like the largest show that comes to Atlanta. There is nowhere we would rather be with Medtrade than Atlanta and the GWCC. We really enjoy everyone that we get to work with. A big thank you to all of them as they really take care of us.

- Lane Vento
Medtrade



”

Customer Satisfaction
Score for FY 2019



4.53

GWCC worked with EY on our largest and highest profile meeting. They helped deliver expectations from the EY partners, with service and quality, that surpassed goals. We appreciate the partnership that was built along the way and look forward to the next time we meet again!

- Rachel Risdal
Ernst & Young

“

The departments work well together during the event and are absolutely fabulous. The team spirit was awesome and I grew to love each and every member of the staff. They worked hard to make our event flawless and when there was a glitch they were fast to correct it. We were highly impressed and relieved beyond measure. We hope to see you all again soon!

- Carrie Martinez
Outbound 2019





 GWCCA
TEAM
SUMMIT

 GWCCA
TEAM
SUMMIT

**CAREER CHANGERS:
ENHANCING THE AUTHORITY
LIFE EXPERIENCE**



Game-changing initiatives, plans, and programs were not limited to campus development and customers during fiscal year 2019 as the Authority set in motion a new vision for team members' career journeys as part of its commitment to building a culture of engagement.

An employee's first 90 days at GWCCA are critical to ensuring he or she becomes a successful, contributing member of the organization and its vision to be the No. 1 convention, sports, and entertainment destination in the world. Knowing this, a revamped onboarding experience was instituted featuring enhanced touchpoints from the career portal to Day One orientation to the collateral provided outlining a team member's "My Authority Life" journey. This was complemented by an enriched assortment of training and career development programs, professional certifications, and industry partnerships.

Another initiative the Authority introduced that reinforces that every team member—regardless of title or function—is an integral part of GWCCA's success was Team Summit. Debuting in August, the Authority's new leadership and learning event, inspired by the

best-selling book "The Oz Principle," focuses on accountability, ownership, employee involvement, follow-through, and effective execution.

Originally known as Training Day, the second year of Team Summit included: a mixture of guest speakers, interactive games, contests, and team-building activities. The Authority asked team members to "Own It," making the tie between individual actions and results. Team-building exercises included small-group discussions centered on operating in a first-class manner, being professional, intentional, and thoughtful, and ways to consistently deliver compelling guest experiences.

By taking care of the internal customer—Authority team members—GWCCA is creating a culture of service that places every customer first, no matter the endeavor. It's a key ingredient in establishing the Authority as the employer of choice and in attracting, nurturing, and retaining top talent in an increasingly competitive market.

GAME CHANGER: ECONOMIC IMPACT

4,125,518 CAMPUS VISITORS

TOTAL ECONOMIC IMPACT OF \$1.92 BILLION

SUPPORTED 19,675 JOBS

\$109.4 MILLION IN STATE TAX/FEE REVENUE

A KEY ECONOMIC DRIVER FOR THE PEACH STATE

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.

REVENUE GENERATOR

Economic activity on GWCCA’s campus continued to generate additional funds for local and state coffers in fiscal year 2019, contributing \$109.4 million in tax and fee revenues to Georgia and \$81.1 million to local governments (including \$23.7 million in hotel/motel taxes).

EMPLOYMENT IMPACT

The economic impact generated by the GWCCA campus in fiscal year 2019 also positively impacted Georgia’s labor market, with the Georgia World Congress Center, Mercedes-Benz Stadium and Centennial Olympic Park combining to support 19,675 jobs and add \$644.7 million in labor income.



KEY COMPONENTS

DRIVING TOURISM

Of the 4-million-plus visitors that attended events on the GWCCA campus during the fiscal year, 1.29 million came from outside of Georgia, including event attendees, participants, exhibitors and sponsoring organizations.

ECONOMIC OUTPUT

Direct spending by out-of-state visitors to the GWCCA campus fueled an estimated economic output of \$1.92 billion in fiscal year 2019.

ATTENDANCE

45%

Almost half of the Georgia World Congress Center’s 1,226,368 visitors came from outside of Georgia, for trade shows, conferences, conventions, participation sports, graduations, consumer shows, general meetings and more.

74%

Approximately three-quarters of Mercedes-Benz Stadium’s 2,839,760 guests were Georgia residents, attending sporting events, concerts and general meetings.

79%

Enhancing the quality of life for Georgians, the majority of event attendees at Centennial Olympic Park came from within the Peach State in fiscal year 2019.



FINAL RESULTS: GENERATING ECONOMIC BENEFITS

True to its mission, GWCCA continued to generate economic benefits for the Georgia citizenry in fiscal year 2019. According to a Georgia State University analysis, the GWCCA campus welcomed 4.1 million visitors and generated an estimated economic impact of \$1.92 billion, while producing more than \$190.5 million in new tax revenue, and sustaining 19,675 jobs.

GWCCA CAMPUS TAX REVENUES	
State Sales Tax	\$54,256,963
State Personal Income Tax	\$23,913,854
State Hotel/Motel Fee	\$8,485,350
Other Taxes/State	\$22,781,749
Local Hotel/Motel Fee	\$23,728,326
Local Sales Tax	\$57,338,110
Grand Total	\$190,504,352



\$ 1,920,868,933

TOTAL ECONOMIC IMPACT

\$941,357,054

NEW DOLLARS

19,675

JOBS

Campus Events	Attendance
General Meetings/Other	325,945
Trade Shows	313,295
Conferences	141,249
Participation Sports	183,517
Graduations	93,341
Consumer Shows	288,498
Spectator Events	2,779,673
Grand Total	4,125,518

FINANCIAL REPORT CARD: REVENUE & EXPENSES

GWCCA's primary sources of operating revenue continued to come from space rental, utility services, parking services, and food services in fiscal year 2019.

\$69,582,696

Operating Revenue

\$33,054,356

Non-Operating Revenue

\$102,637,052

Total Revenue



REVENUE AT A GLANCE

RENT

Facility rental contributed \$15,446,177 to operating revenue in fiscal year 2019, up \$1.4 million from 2018.

UTILITY SERVICES

GWCCA's skilled trades and professional staff fulfilled \$11,691,218 in utility service orders, ranging from electrical needs to rigging to plumbing, an increase of more than \$3 million compared to last year.

PARKING SERVICES

Motorists utilized more than 5,000 on-campus parking spaces managed by the GWCCA's parking services partner SP+ generating \$10,425,875 in revenue, an increase of more than \$1.3 million from the previous year.

FOOD & BEVERAGE

GWCCA's exclusive caterer Levy Restaurants contributed \$10,098,016 to the operating revenue bottom line in fiscal year 2019, nearly doubling its total last year (\$5,686,970).

MISCELLANEOUS

The remaining breakdown of operating revenue includes: Hotel/Motel Tax (GWCC), \$7,188,266 (10 percent); Land Lease, \$2,575,500 (4 percent); Advertising, \$1,914,446 (2 percent); and Contributed Equipment, \$1,598,478 (2 percent).

OPERATING REVENUE

Rent	\$15,446,177	23%
Utility Services	\$11,691,218	17%
Parking	\$10,425,875	15%
Food & Beverage	\$10,098,016	14%
Advertising	\$1,914,446	2%
Land Lease	\$2,575,500	4%
Contributed Equipment	\$1,598,478	2%
Hotel/Motel Tax GWCC	\$7,188,266	11%
Contracted Labor/Services	\$4,327,013	6%
Miscellaneous	\$4,317,706	6%
Operating Revenue	\$69,582,696	100%

OPERATING EXPENSES

Personal Services	\$32,689,134	53%
Regular Operating	\$23,259,082	39%
Equipment/Other	\$4,030,312	7%
Per Diem/Fees/Contracts	\$752,426	1%
Operating Expenses	\$60,730,953	100%

= \$8,851,743
NET OPERATING PROFIT

GWCCA's non-operating revenue in fiscal year 2019 totaled \$33,054,356, with \$27,379,199 from Hotel/Motel Tax (ACVB) and \$5,675,157 from miscellaneous sources.

NON-OPERATING REVENUE

Hotel/Motel Tax - ACVB	\$27,379,199
Miscellaneous	\$5,675,157
Subtotal	\$33,054,356
Total Revenue	\$102,637,052

NON-OPERATING EXPENSES

ACVB Hotel/Motel Tax	\$27,379,199
Construction/Renovation	\$590,548
Subtotal	\$27,969,747
Total Expenses	\$88,700,700

BOOSTING GEORGIA'S BOTTOM LINE

How is direct profit to Georgia calculated? By adding GWCCA's operating profit/loss and state profit.



GWCCA Operating Revenue
- Operating Expenses
= Operating Profit



State Tax Revenue
- Debt Service
= State Profit



Operating Profit
+ State Profit
= Direct Profit to Georgia



The State of Georgia realized almost **\$84 million in direct profit** from events and activities on GWCCA's campus in fiscal year 2019, the **highest profit total** in more than a decade.

Atlanta Campus Financials				State of Georgia			
Date	Operating Revenue	Operating Expense	Operating Profit	State Tax Revenue	Debt Service	State Profit	Direct Profit to Georgia
2008	80,115,757	84,613,865	(4,498,108)	122,866,019	37,621,219	85,244,800	80,746,692
2009	71,060,589	77,079,259	(6,018,670)	97,415,555	35,022,336	62,393,219	56,374,549
2010	68,707,527	69,818,566	(1,111,039)	87,901,235	36,921,791	50,979,444	49,868,405
2011	78,280,863	73,931,987	4,348,876	76,219,994	36,691,726	39,528,268	43,877,144
2012	76,410,365	73,661,411	2,748,954	57,187,264	30,686,513	26,500,751	29,249,705
2013	89,504,084	83,551,929	5,952,155	59,096,921	30,864,376	28,232,545	34,184,700
2014	89,459,952	86,857,029	2,602,923	72,762,330	32,180,471	40,581,859	43,184,782
2015	96,645,804	89,540,897	7,104,907	71,872,730	32,898,503	38,974,227	46,079,134
2016	104,526,078	95,640,972	8,885,106	87,097,971	30,969,143	56,128,828	65,013,934
2017	108,371,541	102,092,148	6,279,393	104,273,146	31,566,447	72,706,699	78,986,092
2018	59,024,482	52,880,256	6,144,226	98,772,115	34,397,803	64,374,312	70,518,538
2019	69,582,696	60,730,953	8,851,743	110,711,352	35,567,114	75,144,238	83,995,981

* The Net Operating Profit ties to audited financial statements, excluding OPEB (Other Post-Employment Benefits), pensions and depreciation. Figures prior to 2018 include the Georgia Dome.

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



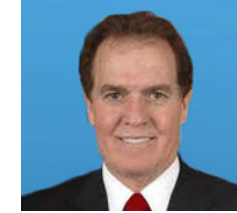
DON BALFOUR
Waffle House, Inc.



STAN CONWAY
Majestic Realty



LAURA GAMMAGE
Technical College System
of Georgia



PHIL GINGREY
Former U.S. Congressman



BILL JONES
Jones Petroleum



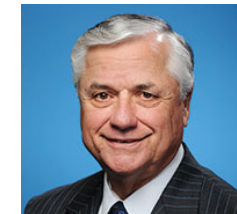
ANDREW MACCARTNEY
Georgia Public Broadcasting



JEFF PAYNE
North Georgia Eye Clinic



BRIAN ROBINSON
Robinson Republic



DOUG TOLLETT
Douglas Management Co.

THE STATE OF GEORGIA
ESTABLISHED THE GEORGIA
WORLD CONGRESS CENTER
AUTHORITY TO OVERSEE THE
OPERATION OF THE GEORGIA
WORLD CONGRESS CENTER,
CENTENNIAL OLYMPIC PARK,
AND RELATED FACILITIES.

Legislative Overview Committee Members

- SEN. BRANDON BEACH
- SEN. MIKE DUGAN
- SEN. STEVE GOOCH
- SEN. BUTCH MILLER
- SEN. NAN ORROCK
- SEN. RENEE UNTERMAN
- REP. BARRY FLEMING
- REP. JAN JONES
- REP. LARRY PARRISH
- REP. TERRY ROGERS
- REP. CALVIN SMYRE
- REP. RON STEPHENS



GAME CHANGERS

ANNUAL REPORT 2019



Georgia World
Congress Center
Authority

Join the conversation



285 Andrew Young
International Blvd NW,
Atlanta, GA 30313

www.gwcca.org