BOARD OF GOVERNORS MEETING

April 28, 2020
Action Item

Approval of Minutes

March 31, 2020
Financial Snapshot – March 2020

Profit/Loss

- **Actual** $427,341
- **Budgeted** $1,409,578

H/M Tax

- Actual $5.23M
- Budgeted FY19 $5.35M
- **%** <6.06%

Economic Impact

- **(Estimated)** $77.1M

Customers

- **(Estimated)** 95,458

Years To Date

- **Actual** $1,374,158
- **Budgeted** $526

- **%** <8.13%
Questions?
COVID-19 Impact Review

Jennifer LeMaster
Chief Administrative Officer,
GWCCA
Overview: COVID-19 Q4 Impacts

- FY20 Q4 Budget & Mitigation Strategies
- COVID-19 Q4 Event-Related Activities
Operating Profit/Loss

FY 20 Budget: $2,410,968
Projection as of March 13: $3,586,789
Projection as of March 31: (4,913,270)
Mitigation Steps Taken Immediately

➢ All non-essential programs and activities are suspended
➢ All personnel actions suspended (hiring, promotions, wage adjustments, etc.)
➢ Suspended the use of temporary and on-call staff
➢ Negotiated reductions of contract services
➢ Suspended all funded and unconsummated capital projects
➢ Redeployment of full-time staff to special assignments
Event-Related Activities

- On March 9-12, GWCC hosted the MODEX tradeshow which reported a decrease in attendance.
- On March 10, Major League Soccer (MLS) announced the suspension of its season.
- On March 11, Hinman Dental announced its cancellation and NCAA reported it would limit attendance at events.
- On March 13, NCAA president announced via twitter the cancellation of all championship activities.
- On March 15, CDC announced guidance for mass gatherings and/or large community events.
Event-Related Activities

➢ Key agreements with the Georgia Building Authority and GEMA for the ACF will improve the projected loss by June 30, 2020

➢ Staff is looking cautiously toward FY21 and has engaged in a Business Reopening Plan (BRP) to prepare for the return of guests in the near future

➢ The GWCC & ACVB sales team are working in tandem to identify business impacts short and long-term
Questions?
Sales Outlook

Joe Bocherer
Chief Commercial Officer, GWCCA

Kim Allison
Sr. Director of Convention Sales, GWCCA
GWCC Event Snapshot

101
EVENTS SCHEDULED
March 1 – June 30, 2020

7
ACTUALIZED

20
POSTPONEMENTS

71
CANCELATIONS

3
CURRENTLY AT RISK
Looking Ahead to FY21

Committed to Atlanta and GWCC • Revised, Smaller Footprint
Key Activities

➢ SAVE EVERY GROUP!
➢ Customer Advisory Board “virtual” Happy Hour on April 2
➢ Key Connections to Industry Associations: ASAE, PCMA, IAEE, and IAVM
➢ Airlift is a key indicator we are following
Dynamic Sales Solutions

- Concept 3D - Live imaging of socially-distanced floor sets
- Beam Robots - Virtual site visits in the next 10 days
Questions?
Next Scheduled Board Meeting

May 19, 2020