BOARD OF GOVERNORS MEETING

October 27, 2020
Approval of Minutes
September 17, 2020
## Financial Snapshot – September 2020

<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$1,394,907</td>
<td>$1,325,429</td>
<td>$69K</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4.98%</td>
</tr>
<tr>
<td>Expense</td>
<td>$3,622,011</td>
<td>$2,179,626</td>
<td>$1.4M</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>39.8%</td>
</tr>
<tr>
<td>Net Loss</td>
<td>($2,227,104)</td>
<td>($854,197)</td>
<td>$1.4M</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>61.6%</td>
</tr>
</tbody>
</table>
Questions?
COP Concert Weekend

Joe Bocherer
Chief Commercial Officer, GWCCA
Partnership with Rival Entertainment

COVID-19 Precautions and Policies

• Temperature check required; guests exceeding 100.5 degrees could not enter

• Facemasks required in all public areas and encouraged in pods except while eating and drinking

• Social distancing (6’) required at all times, except while transient to and from pods, restrooms, and concessions

• Hand hygiene encouraged; hand wash stations and sanitizer dispensers provided throughout the Park

• Sanitization of common touch points and portable toilets throughout the event

• See Something, Say Something!
## Financials

**BIG NIGHT OUT**

GWCC Revenue Share Report

<table>
<thead>
<tr>
<th>Ticket Rebate</th>
<th>Total Sales</th>
<th>$5 Per to GWCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/23/20</td>
<td>1666</td>
<td>8,330.00</td>
</tr>
<tr>
<td>10/24/20</td>
<td>1758</td>
<td>8,790.00</td>
</tr>
<tr>
<td>10/25/20</td>
<td>1342</td>
<td>6,710.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concessions Commission</th>
<th>Noble App Sales</th>
<th>Best Ring POS</th>
<th>Daily Total</th>
<th>25% to GWCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/23/20</td>
<td>23,660.00</td>
<td>18,409.00</td>
<td>42,069.00</td>
<td>10,517.25</td>
</tr>
<tr>
<td>10/24/20</td>
<td>8,666.00</td>
<td>18,533.00</td>
<td>27,199.00</td>
<td>6,799.75</td>
</tr>
<tr>
<td>10/25/20</td>
<td>10,613.00</td>
<td>14,965.00</td>
<td>25,578.00</td>
<td>6,394.50</td>
</tr>
</tbody>
</table>

**Ticket Total** 23,830.00

**Concession Total** 23,711.50
Charlotte replied to your story:

That's neat how they got the seating sectioned off for social distance.

We made it OUTSIDE!! 🧘‍♀️CENTENNIAL PARK OUTDOORS CONCERT. Great night with my friends and Big Boi and HIS! 🎧🎧🎵üler Kids Fun Times Big Night Out Atlanta Concert Pods The New Wave VID #2020 Safety Measures 😊做得.com/p/CGztDWoJ5LR/...
Questions?
Update: Georgia Building Authority Agreement

Kevin Duvall
Chief Operating Officer, GWCCA
The Georgia Building Authority (GBA) is responsible for all services associated with the management of 36 buildings and various facilities located in the Capitol Hill Complex in Atlanta, Georgia, including the Georgia State Capitol building and the Governor's Mansion in northeast Atlanta.

GBA provides maintenance, renovations, housekeeping, landscaping, food service, event catering, recycling, parking, and building access services to state employees housed in GBA-managed facilities.

The GBA Landscaping Department is responsible for the maintenance of the grounds surrounding 27 Capitol Hill Complex locations, the Governor's Mansion grounds, and six cemeteries throughout Georgia.
FACILITIES INCLUDE:

- Governor’s Mansion
- 2 Peachtree (GDOT)
- Capital Hill Team North: State Capital and buildings north of the capital
  - Floyd Twin Towers
  - MLK 1 (current BGA offices)
  - MLK 7 (annex)
  - MLK 19 (Agriculture building)
  - MLK 55 (old World of Coca-Cola building)
  - Train Depot

- Capital Hill Team South
  - Judicial Complex
  - Post 50 (Capital education building)
  - Law Building
  - 244 Washington (State annex)
  - 254 Washington
  - Health Building
  - Coverdale Legislative Office Building (CLOB)
  - OPB
  - Trinity & Washington Building

- Central Engineering Plant: 5 chiller/6 boiler plants that supply chilled, heated, and domestic hot water to buildings. Maintained and monitored 24/7
As COVID started there were accelerated conversations at OPB (Chris Wells) with agencies regarding a resources sharing approach

- One particular conversation with OPB and GBA related to sharing equipment or staffing

At that point, GWCCA began initial discussions with GBA regarding housekeeping and how they could utilize 10 housekeepers for their facilities

Both parties recognized other personnel resources (trades) GWCCA was able to provide to GBA

Overall relationship began in April 2020

Currently there are 45 +/- team members working with GBA in various locations

Relationship has been extended through April 2021
Assigned Duties

➢ Alongside GBA staff, GWCCA team members are working on some of the great State of Georgia assets:
  • State Capitol (strip, patch, paint, restore)
  • Governor’s Mansion (finishes)
  • Trinity Washington Building – full renovation inclusive of demolition of offices and building new offices; all trades, including carpentry, electrical, paint, plumbing, and HVAC

➢ Day-to-day maintenance to repair and/or replace lighting, pumps, motors, plumbing, roofing, parking lot, etc.

➢ New systems – electrical, irrigation, and HVAC equipment – are being installed
Team Members
Office Updates
Questions?
Update: Atlanta Falcons and Atlanta United

Dietmar Exler
Sr. Vice President and COO,
AMB Sports and Entertainment
Mercedes-Benz Stadium
Welcoming Back Our Fans
<table>
<thead>
<tr>
<th>Overview</th>
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<tr>
<td>Fan Communications</td>
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<tr>
<td>Parking &amp; Arrival</td>
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<tr>
<td>Sanitation</td>
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<tr>
<td>Seating</td>
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<tr>
<td>Food &amp; Beverage</td>
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<tr>
<td>Retail</td>
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<tr>
<td>Egress</td>
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<tr>
<td>Game Day Associate Training</td>
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<tr>
<td>Voice of the Fan Results</td>
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</tbody>
</table>
Fan Communications

- 6600+ tickets distributed
- New “Know Before You Go” video taking best practices/learning from other teams into account
- Usage of emcees outside of BBZ (Bag Buffer Zone) proactively approaching fans with updates about new process
- Distribution of branded mask at BBZ to ensure fans have masks - all fans coming to gates were wearing masks
Parking & Arrival

• Parking Lots open 5 hours prior to kick off (8:00am)
• Allowed tailgating, very limited participation - rain during the morning)
• Gate time shortened to 1-hour, slight crowd build up approx. 10 minutes before gate time, opened early; intentionally overstaffed gates, 30% of mags open for <10% of fans
• Testing 2 new Evolv mags at Gate 2, set-up in tents (allows to keep phones and keys in pockets), worked very well
• Usage of single use paper trays for keys, phones, etc., visual inspection rather than “touching” inspection
• Clear bag policy, Mobile ticket only
Sanitation

- Over 500 hand sanitizers in use, additional signage on free-standing hand sanitizers, adding more hand sanitizers in selected areas (loading dock) and looking for options to increase visibility (suites)

- 65 member “mobile high touch teams” in highly visible yellow shirts, very well received

- Use drones to apply sanitizer and inhibitor in bowl (needed for overnight conversions)

- Utilizing sanitizers and inhibitors
Fans Back in Stadium/Seating

- High discipline of fans wearing masks while in transit and getting F&B

- Decided not to show game on monitors in hallways & clubs to discourage congregating and try to get fans into seats

- Fans in bowl were seated in pods, unused seats were zip tied (minor instances of zips broken)

- Mask compliance while seated okay
  - Video Rich of McKay asking fans to wear masks while seated was shown on halo board – well received
  - Defining actively eating and drinking challenging

- Staff was instructed to not be confrontational but call for support if any issues occurred with fans not complying with request to wear masks
Food & Beverage

• Price reduced to $1 for fan friendly items and 50% off other items, no price change on alcohol

• Approx. 40% of POS open for <10% of fans, significantly overstaffed for all F&B areas

• Removed tables in concourses and asked as well as placed signage directing fans to eat in their seat

• 12 concession stands/portables open for “Order N Go” utilizing via Falcons app or QR codes
  • Significant focus on up front communication
  • Use ambassadors outside each POS line

• Suites & Clubs – new menu with individually packaged items in suites, served buffet in all-inclusive areas
Retail

- Opened a limited number of locations (4 of 12), representing 80% of typical volume
- Added space occupancy limits in main store, used one monitor to show game in Team Store
- Offered mobile order for in suite purchases
Egress

- No special egress announcements (e.g., leaving per row, etc.) due to low number of fans
- All doors open just like at normal games
- No issues due to low number of guests
Game Day Associates Training

Welcome Back Training:
• Requiring all Game Day team members to complete Welcome Back and Leadership Training
• Virtual Safety & Hospitality training programs have been added that include new MBS protocols in response to the Covid-19 pandemic

Welcome Back Kits:
• All team members were welcomed with a kit that included an MBS pouch, hand sanitizer, mask, and Welcome Back note

Recognize & Appreciate Returning Event Day Team Members:
• Appreciation Bonus
• Game/Match Day Tickets
## Voice of the Fan Survey

**Atlanta Falcons vs. Carolina Panthers**

### Overall Summary

<table>
<thead>
<tr>
<th>Direction of the team</th>
<th>Overall Satisfaction</th>
<th>Arrival</th>
<th>Mobile Ticketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.4 ↑ (0.8)</td>
<td>8.3 ↑ (0.5)</td>
<td>9.0 ↑ (0.7)</td>
<td>9.0 ↑ (0.4)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Safety &amp; Security</th>
<th>Gameday Staff</th>
<th>Venue Environment</th>
<th>Food &amp; Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1 ↑ (0.4)</td>
<td>9.3 ↑ (0.4)</td>
<td>9.2 ↑ (0.3)</td>
<td>8.6 ↑ (0.2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Game Entertainment</th>
<th>Technology</th>
<th>Merchandise</th>
<th>Departure</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.0 ↓ (-0.6)</td>
<td>8.7 - (0.0)</td>
<td>8.9 ↑ (0.7)</td>
<td>9.2 ↑ (1.0)</td>
</tr>
</tbody>
</table>

**Key**

- ↑: +0.2 or greater improvement
- –: Less than a 0.2 change
- ↓: +0.2 or worse decline

*n = 301*
Questions?
Nominating Committee Announced

Bill Russell
Chairman, GWCCA Board of Governors
Next Scheduled Board Meeting

December 1, 2020