Action Item

Approval of Minutes
September 17, 2021
Financial Update

Janet Arsenault
Sr. Director of Finance, GWCCA
## Financial Snapshot: September 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$3,033,035</td>
<td>$3,141,356</td>
<td>$108K 3.6%</td>
</tr>
<tr>
<td>Expense</td>
<td>$3,257,772</td>
<td>$3,145,310</td>
<td>$112K 3.5%</td>
</tr>
<tr>
<td>Net (Loss)</td>
<td>($224,737)</td>
<td>($3,954)</td>
<td>$221K 98.2%</td>
</tr>
</tbody>
</table>
### Financial Snapshot: YTD thru September 2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$6,740,917</td>
<td>$9,051,064</td>
<td>$2.3M 34.3%</td>
</tr>
<tr>
<td>Expense</td>
<td>$10,941,677</td>
<td>$9,534,760</td>
<td>$1.4M 12.9%</td>
</tr>
<tr>
<td>Net (Loss)</td>
<td>($4,200,760)</td>
<td>($483,696)</td>
<td>$3.7M 88.5%</td>
</tr>
</tbody>
</table>
FY22 – Q1 Rolling Forecast Update

Year-End Profit / Loss

Budget

Projection

$71,397

$182,019
Questions?
Mercedes-Benz Stadium Update

Tim Zulawski
Chief Revenue Officer, SVP
AMB Sports & Entertainment
COVID IMPACT ON MERCEDES-BENZ STADIUM

March - October 2020
Society shuts down, MBS offices close, events are cancelled and/or postponed.

Mid October - December 2020
Limited capacity matches and games return for Falcons and United.

March - June 2021
Vaccines become available to the public and MBS serves as a mass vaccination site for 12 weeks, administering over 300,000 vaccines.

March 2021 - Current
MBS is operating at full-capacity while adhering to all MLS and NFL Covid protocols.
Still emerging from the Covid-19 pandemic:

• **Vaccination Status:** A person’s vaccination status is being called into question in all walks of life.

• **No Shows:** Live entertainment is experiencing a 10-30% no show rate across the country.

• **Workforce:** Hourly labor has been a challenge on businesses that rely on this workforce.

• **Move to 2022:** All signs are pointing up. Private event business, concerts and large events are all feverishly scheduling their dates for 2022.
MERCEDES-BENZ STADIUM 2022 OUTLOOK

Concerts: 8
College: 5
Conferences/Other: 7
Falcons Games: 10
United Matches: 18-22

TOTAL MAJOR EVENTS: 45-50
Questions?
• **Pedestrian Mall**
  - **Project Information**
    - Project Manager: Ken Stockdell
    - Project Scope: Extend COP pedestrian experience to GWCC building entrances and eventually leading to GWCCA Hotel. Create a safer pedestrian experience through the GWCCA Campus.
    - Project Location: Current sidewalks & traffic lanes along Andrew Young International Blvd from Marietta St. to Centennial Olympic Park Drive.
  - **Project Status**
    - Current Phase: Construction
    - Construction Schedule: Mid-March – December 2021

• **Transportation Depot**
  - **Project Information**
    - Project Manager: Ken Stockdell
    - Project Scope: Create a designated pick-up and drop-off area for all buses and taxi/rideshare vehicles. To improve traffic conditions by minimizing congestion and improving trip times.
    - Project Location: Current green space between International Plaza and State Farm Drive and current Red Deck Entry & COP Drive.
  - **Project Status**
    - Current Phase: Construction
    - Construction Schedule: April 2021 – April 2022
Pedestrian Mall Drone Photo: Oct. 13, 2021
Pedestrian Mall Before Photo
Pedestrian Mall - Moving “The Peach”
Pedestrian Mall Photos: Oct. 12-13, 2021
Transportation Depot Before Photo
Transportation Depot Photos: Oct. 25, 2021
GWCCA Roof Replacement Project

• **Project Information**
  - Project Manager: Ken Stockdell
  - Project Scope: Replacing sections of roof on Buildings A & B classified as in need of “urgent” replacement status.
  - Project Location: Sections of Building A & B Roofs

• **Project Status**
  - Current Phase: Design Phase
  - Proposed Construction Schedule
    - Design Phase: February 2021 – June 2021
    - Preconstruction/Pricing Phase: June 2021 – August 2021
    - Construction Phase:
      - Phase 1 Halls B4 & B5: August 2021 – February 2022
      - Phases 2-3: TBD
Re-roofing Oct. 14 Photo and Design
Centennial Olympic Park

International Plaza

GWCC Roof Replacement Strategy
Questions?
Rep. Calvin Smyre Recognition

Lindsay Strickland
Director of Government Relations, GWCCA
State Representative Calvin Smyre
“Dean of the House”

- Executive Vice President, Synovus
- Chairman and CEO, Synovus Foundation
- Served in the State House of Representative from 1974-present (47 years)
- Chairman, House of Representatives Minority Caucus
- Member, Rules Committee (former Chair)
- Member, Appropriations Committee
- Administrative Floor Leader for Governor Joe Frank Harris (1986-1989)
- Chairman, Dr. Martin Luther King Jr., Georgia State Holiday Commission (1991-1999)
- Current Presidential Nominee for US Ambassador to the Dominican Republic
CCLD Digital Commissions

Joe Bocherer
Chief Commercial Officer, GWCCA
Advertising and Sponsorship

➢ Advertising and Sponsorship revenues for GWCCA is separated into two parts: Brokered Advertising, which is with the Atlanta Falcons, and Event Sponsorship, which is managed by the Authority.

➢ During the COVID-19 slowdown and reduction in staff, CCLD Networks assisted GWCCA in marketing, selling, and fulfilling advertising and sponsorship products.

➢ GWCCA and CCLD propose to continue this relationship.
GWCCA and the Atlanta Falcons have an agreement in place for digital advertising on billboards around the campus. Historically, sales from these advertising agreements have averaged between $1.2M and $1.5M with customers such as Coca-Cola, Georgia Aquarium, Southern Company, SCANA, Georgia Power, etc.

GWCCA would continue to keep all associated revenue with this agreement.
➢ CCLD Networks will assume the responsibility for marketing, sales, and fulfillment of event-related advertising
➢ This includes advertising on the monitors around the Authority’s campus and column wraps, window clings, banner boxes, etc.
➢ Support of FuelRod machines, Best Buy kiosks, and CVS kiosks by keeping machines in working order and managing inventory
➢ Assist in deploying content, maintaining equipment, and producing reports for clients
## Digital Advertising/Sponsorship for Events

<table>
<thead>
<tr>
<th>Event Digital Advertising</th>
<th>LOW</th>
<th>MEDIUM</th>
<th>HIGH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Revenue</td>
<td>$500,000.00</td>
<td>$750,000.00</td>
<td>$1,000,000.00</td>
</tr>
<tr>
<td>Estimated Expenses (column wraps, banners, monitors, etc.)</td>
<td>($100,000.00)</td>
<td>($160,000.00)</td>
<td>($220,000.00)</td>
</tr>
<tr>
<td>Expense for Skykit Content Manager</td>
<td>($65,000.00)</td>
<td>($65,000.00)</td>
<td>($65,000.00)</td>
</tr>
<tr>
<td>GWCC 30% Commission</td>
<td>($150,000.00)</td>
<td>($225,000.00)</td>
<td>($300,000.00)</td>
</tr>
<tr>
<td>CCLD Employee Labor</td>
<td>($200,000.00)</td>
<td>($225,000.00)</td>
<td>($250,000.00)</td>
</tr>
<tr>
<td>CCLD Profit/Loss (Estimated)</td>
<td>($15,000.00)</td>
<td>$75,000.00</td>
<td>$165,000.00</td>
</tr>
</tbody>
</table>
Why CCLD Networks?

1. These systems are all nodes on the current Data Network; CCLD already supports these systems.
2. CCLD has the labor on site to fulfill, install, and support these functions and can scale up or down based on demand. Very competitive landscape and GWCCA is not exclusive on sponsorship and advertising opportunities.
3. Keeps GWCCA risk very low, with no capital investment.
4. Two less fulltime employees on GWCCA’s payroll and benefits estimated at $200K annually.
5. Proven partner, knows our client base and driver of service excellence.

✓ CCLD recently placed an order for $200,000 worth of LED screens to replace the static banner boxes in front of Building A/B registration area. This will solve a “hot button” issue for clients and help us achieve additional sponsorship revenue. Boards are projected to be in place by the end of this calendar year.
New LED Screen Locations: Buildings A and B

Inside
106.75"W x 79"H

Outside
132"W x 103.25"H
Examples: Static Window, Wall, Column, and Escalator Clings
210 Digital Signage Assets Currently Being Managed by CCLD Networks

- 120 Room Signs
- 57 Monitors
- 5 LED Walls
- 3 Billboards
- 20 Mobile Monitors
- 5 Beam Robots
Questions?
Board of Governors approval of CCLD Networks Digital Commissions as presented to and approved by Finance Committee on October 25, 2021.

Staff Recommends Approval.
Nominating Committee

Glenn Hicks, Chair
Next Scheduled Meeting

November 30, 2021