Approval of Minutes
January 31, 2023
GWCCA TEAM MEMBER & DEPARTMENT RECOGNITION

Jen LeMaster
Chief Administrative Officer

Kevin Duvall
Chief Operating Officer
Officer Stacey Folds  Officer James Foy
Team Member Milestones

Timmi Benton (20)
Police Captain

Scott Crutchfield (20)
CAD Systems Specialist

Christopher Davies (20)
Plumber I
Team Member Milestones

Terrell Jones (20)  
Facility Manager - Housekeeping

Michael Leverett (30)  
Electrician II

Agnes Reed (20)  
Plumber II
Team Member Milestones

Kevin Rutledge (25)
Chief Engineer

Chris Sims (20)
Facility Manager - Exterior

Matthew Williams (30)
Engineering Services Manager
FINANCIAL UPDATE

Janet Arsenault
Sr. Director of Finance
Welcome Rey Rodriguez

• Director of Finance
• Primary responsibilities include performing financial planning and analysis, revenue/cost optimization, and management reporting and analytics
• Hospitality experience includes ascending roles with IHG’s Kimpton Hotels and Mainsail Lodging & Development
FY22 Audit Report Summary

➢ Unqualified Audit Opinion (no findings)

➢ $3.2 million reclassed from current to noncurrent liabilities (PSLs)

➢ Presentation and disclosure changes to Notes

➢ Reclassifications on Cash Flow Statement for lease activity (GASB 87), Bond Interest Expense, and Hotel Project Expenses
### Financial Snapshot: January

<table>
<thead>
<tr>
<th>Month</th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$3,191,469</td>
<td>$4,177,624</td>
<td>$986K 31%</td>
</tr>
<tr>
<td>Expense</td>
<td>$3,953,124</td>
<td>$4,203,741</td>
<td>$251K 6%</td>
</tr>
<tr>
<td>Net Loss</td>
<td>($761,655)</td>
<td>($26,117)</td>
<td>$736K</td>
</tr>
</tbody>
</table>
# Financial Snapshot: YTD thru January

<table>
<thead>
<tr>
<th>Month</th>
<th>Budget</th>
<th>Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$24,902,731</td>
<td>$30,410,693</td>
<td>$5.5M</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>22%</td>
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<tr>
<td>Expense</td>
<td>$26,593,293</td>
<td>$27,520,927</td>
<td>$928K</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Net Profit</td>
<td>($1,690,562)</td>
<td>$2,889,766</td>
<td>$4.6M</td>
</tr>
<tr>
<td>(Loss)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Financial Snapshot: January 2023

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD Profit / Loss</td>
<td>$286,010</td>
<td>$2,889,766</td>
</tr>
<tr>
<td>YTD H/M Tax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actual Budget FY22</td>
<td>$4.6M</td>
<td>$4.2M</td>
</tr>
<tr>
<td>Budget FY22</td>
<td>$3.5M</td>
<td>&gt;11%</td>
</tr>
<tr>
<td>Economic Impact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(estimated)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customers (estimated)</td>
<td>229,864</td>
<td></td>
</tr>
<tr>
<td>Economic Impact (estimated)</td>
<td>$94,325,912</td>
<td></td>
</tr>
</tbody>
</table>
Questions?
CCLD UPDATE

Thomas Lloyd
Managing Director, CCLD

Joe Bocherer
Chief Commercial Officer
CCLD Networks

➢ Technology Services Provider specializing in the convention and hospitality markets
➢ CCLD Networks has been the IT services partner of GWCCA since 1994
➢ Contract was renewed in FY20
System Improvements Overview

- Camera System
- EOC Video Wall
- Meeting Room Signage
- Banner Box – LED Boards
- WiFi-6 Upgrade
- IoT Sensors
- Cyber Security – Darktrace
- LED Billboards
Camera System

➢ Added 450 views to the IP Camera System
  ▪ Now have over 1000 camera views on GWCCA’s Campus
  ▪ Using AI to learn patterns and can monitor and alert based off specific criteria
  ▪ Integrated exterior cameras from State Farm Arena and Georgia Aquarium into GWCCA system for more visibility
Emergency Operations Center Video Wall

- Installed (18) 55-inch monitors that connect to the camera system
- Can display up to 648 cameras giving Public Safety and Emergency Management team a clear picture of the campus
Meeting Room Digital Signage

- Meeting Room Digital Signage
  - Installed 120 monitors on the exterior of meeting rooms, ballrooms, and auditoriums
  - Used to display meeting room schedules, sponsorship information, and logos
  - Created a custom content management system for customer ease of use
System Improvements

➢ Upgraded the network infrastructure to support these systems
➢ Installed additional cabling for future projects
➢ These projects were completed in time for IPPE in January 2020
Banner Box LED Boards

➢ With the redesign of the International Blvd. entrance, we saw an opportunity to move from static signage to digital LED boards

➢ Installed (4) 10-foot by 6.5-foot LED screens in July 2022
WiFi-6 Upgrade

➢ Installed 400 Wireless Access Points
➢ Can support up to 30,000 concurrent connections
➢ Project completed on Feb. 16, 2023
➢ In place for IPPE and AHR; have seen a 60% increase in speed in high density areas
IOT Sensors

➢ Installed data collectors throughout the meeting space
➢ Installed temperature, water, and proximity sensors
➢ Installing additional sensors as the need arises
Cybersecurity: DarkTrace

➢ GWCC has always taken both physical and cybersecurity very seriously
➢ Defense in Depth approach to cyber security
➢ Added DarkTrace to our cybersecurity arsenal in July 2022
Darktrace adds another layer to the Defense in Depth model
- Uses AI and Machine Learning to continuously identify threats, alert our team members, and halt the attacks
- Establishes “patterns of life” behavior for devices on the system
Outdoor LED Billboards

➢ Current billboards are out of date
➢ Difficult to secure replacement parts
➢ Incompatible components and management systems
Marietta Street Billboard
East Plaza Billboard
Thomas Murphy Ballroom (East) Billboard
Thomas Murphy Ballroom (South) Billboard
Customer Service Score

Overall Satisfaction

4.9
Questions?
• Production for Q4 finished at 105% to goal
• Team secured $12.5 M in rooms revenue to quota of $11.9 M on 43,845 RN in final quarter of 2022
• Production placement for 2024 & 2025 made-up 66% of group room revenue capture for Q4
• Production ADR from final ‘22 quarter was $285
• Club Signia interest continues to assist in ADR growth
• To date, we have contracted $49.6 M in group rooms revenue through the cycle on 181,655 RN

Total Definite Revenue: $48.6 M
Sales Metrics

- Total Prospect & Tentative revenue equates to $188.3 M
- 5.5% increase from Q3’s Prospect & Tentative revenue of $178.5 M
Sales Update

- Attendance to IMEX with Signia Brand presentation
- Sales calls including Experient networking opportunity in St. Louis
- Representation at ACVB Sustainable Meeting Workshop(s) with customer base
- Active participant in Democratic National Convention visit to Atlanta
- SmithBucklin visit and presentation along with HWS in Chicago
- Monthly collaboration with Signia branded hotels
- Scheduled calls with Hilton Worldwide Sales leaders
- Hard hat tours for group tentatives, in addition to acquisition accounts
- Attendance to PCMA and Signia brand activation
- Scheduled conference in Orlando to present Signia brand to MCAF
- Interviews and hiring of sales professionals that are considered local and on property
- GE presentation and site inspection to 16 decision makers
- Annual Sales Retreat to discuss goals, objectives and needs moving forward
Marketing Update

- Citizenship Presentation
- Event Opportunities
- HWS Newsletter
- Monthly Collaboration with GWCC
- Public Relations
- Social Media
- Topping Off
- Vanity Website - C&E build out
• In the month of November, we hosted the Atlanta Black Chamber and Morris Brown College for another EBO/SBO Mixer. It was well attended with 20+ people.

• Currently planning a mixer for Q1 with National Minority Business Enterprise Input Committee (MBEIC) and Greater Woman Business Council (GWBC).

• Continued partnership with Hilton’s Diverse Supply Chain network and opportunities moving forward.

• Acquired LTP Printing for printing services such as the Opening Soon Banner and Giant Peach for the topping off ceremony in March 2023

• Scheduled bi-weekly check-in meetings with the law firm to share updates etc.
Anticipated EBO Spend

Areas of Vendor Opportunity (Pre Opening)

• Signage
• Graphic Design
• Printing (Promotional Material)
• VIP Items and Gift Items
• Office Supplies/Equipment
• Photography
• Catering (Meet & Greet)
• Transportation (Limo Services)
• Florist (Offices and Events)
• Office Decoration (FF&E – Furniture Fixtures and Equipment)

Areas of Vendor Opportunity (Post Opening)

• Signage
• Laundry Services
• Security
• VIP Items and Gifts Items
• Photography
• Transportation
• Gardening/Landscaping Services
• F&B Products
• Artesian Serving Product
• Spa Products

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Educational Terms

- Affiliate ICW Capture
- Contractual Performance
- C.P.O.R-Cost per Occupied Room
- Group Deployment
- Local Catering
- ROGR – Rev per occupied group rooms
- Segmentation
  - Acquisition
  - Reactivation
  - Retention
Questions?
SIGNIA BY HILTON ATLANTA: CONSTRUCTION UPDATE & TOPPING OFF PREVIEW

Theonie Alicandro
COO/General Counsel, Drew Company
Construction Update

February 2022

February 2023
Construction Update
Construction Update

4th Floor Entrance from AYIB
Construction Update

Nest on Four Sports Bar
Construction Update

Club Signia
Construction Update

Lobby Bar
Construction Update

Dream Ballroom
Schedule

- Per Change Order No. 004, Substantial Completion Date is **Dec. 18, 2023**
- Previously reported tracking one (1) day behind schedule from material shortage issue in May 2022 and eight (8) days of delays due to adverse weather for a total of nine (9) days
- Hilton milestones and Substantial Completion Date are still intact
- Average number of workers on site per day: 604 (last month was 485)
- Over 1 million man-hours worked!
- Schedule reviews being conducted by CASCAD-e
90-Day Outlook

➢ Topping Off milestone (Mid-March)
➢ Commence tile work in guestroom bathrooms
➢ Commence installation of guestroom lit vanity mirrors and vanities
➢ Installation of kitchen hoods, coolers, and freezers
➢ VS1 wall completion (lobby curtainwall)
➢ Podium dry-in
➢ AYIB structural steel installation
Development Budget Update

$450,422,688  Total development budget

$241,783,583  Total spend through 1.31.2023

53.7%  Percent spend through 1.31.2023
Topping Off Ceremony: March 28, 2023

➢ Topping Off Ceremony on Orange Parking Deck roof at 11:00 am
➢ Lunch following ceremony in Authority Boardroom: 12:00 pm
➢ Board Meeting: 12:30 pm
➢ Site Tour: 1:15 pm
Questions?
Executive Session
SIGNIA BY HILTON ATLANTA: ASSET MANAGEMENT AND COMPLIANCE UPDATE

Melana McClatchey
Hotel Counsel
ASSET MANAGEMENT AND COMPLIANCE

➢ QMA
➢ Contracts and Process
➢ Compliance Training
➢ Hilton personnel
➢ Important dates
➢ Internal Compliance
➢ Development agreement
➢ Technical services agreement
➢ Policy committee
Questions?
Next Meeting
March 28, 2023
THANK YOU