



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

FEBRUARY 27, 2024

Action Item

Approval of Minutes January 30, 2024



GWCCA RECOGNITION

Jen LeMaster
Chief Administrative Officer



Team Member Milestone

Harriet Thomas (20)
Asst. Director,
Talent Development and Communications



Atlanta is #1

- *CCi* is the preeminent guide for helping meeting planners improve their site selection process for citywide events
- For the third straight year, Atlanta ranked as top domestic convention city
- Six evaluation categories:
 - Amount of indoor exhibit space
 - Number of hotel rooms within 15-minute walk
 - Average cost of hotel room
 - Travel time from airport
 - Number of direct flights per month
 - City's safety level for travelers



Signia by Hilton Atlanta

- *Atlanta Business Chronicle's* “Best in Atlanta Real Estate” celebrates the biggest projects and best deals of 2023
- Recognized as winner in the Best in Hospitality category



GWCCA Named Owner of the Year

- Each year, *Engineering News-Record* chooses an owner for the honor from among those they've written about in the past calendar year
- The article in May 2023 about Signia by Hilton Atlanta led to GWCCA's nomination, and ENR's regional editors and managing editors voted to finalize the selection

ENRSoutheast

Best of Atlanta Winner

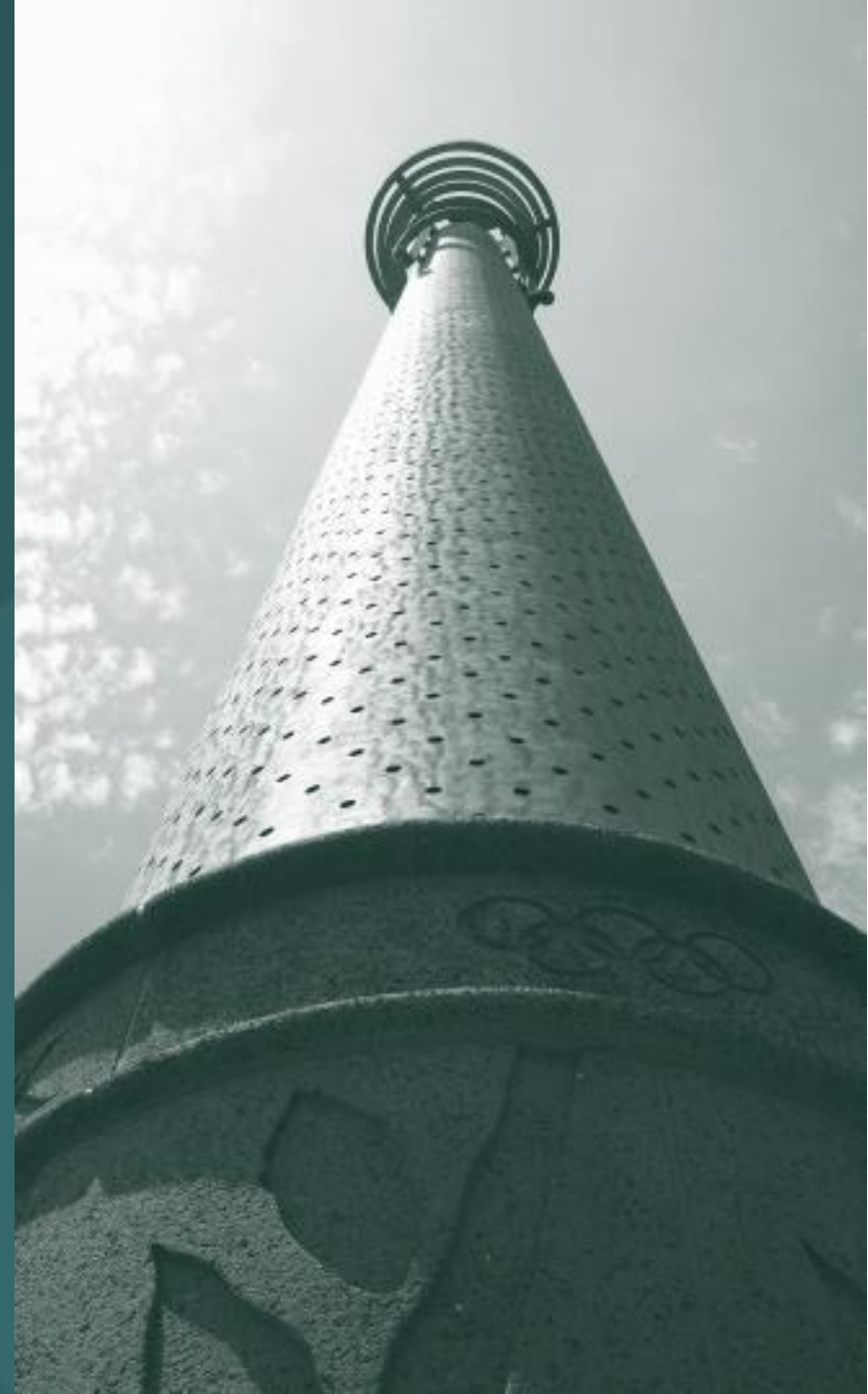
- *Jezebel Magazine's* “Best of Atlanta” winner as voted on by magazine’s readers
 - Source shared it has to do with one of the hotel’s meeting spaces
- Official announcement in the April/May print issue





Financial Update

Rey Rodriguez
Director of Finance



Financial Snapshot: January



Month	Budget	Actual	Variance
Revenue	\$1,445,423	\$1,979,284	↑ \$534K 36.9%
Expense	\$4,495,759	\$5,023,092	↑ \$527K 11.7%
Net Profit	(\$3,050,336)	(\$3,043,808)	↑ \$6.5K

Financial Snapshot: YTD thru January 2024



Month	Budget	Actual	Variance
Revenue	\$26,181,441	\$33,294,423	↑ \$7.1M 27.2%
Expense	\$29,956,266	\$32,316,648	↑ \$2.4M 7.9%
Net Profit	(\$3,774,825)	\$977,775	↑ \$4.8M

Questions?



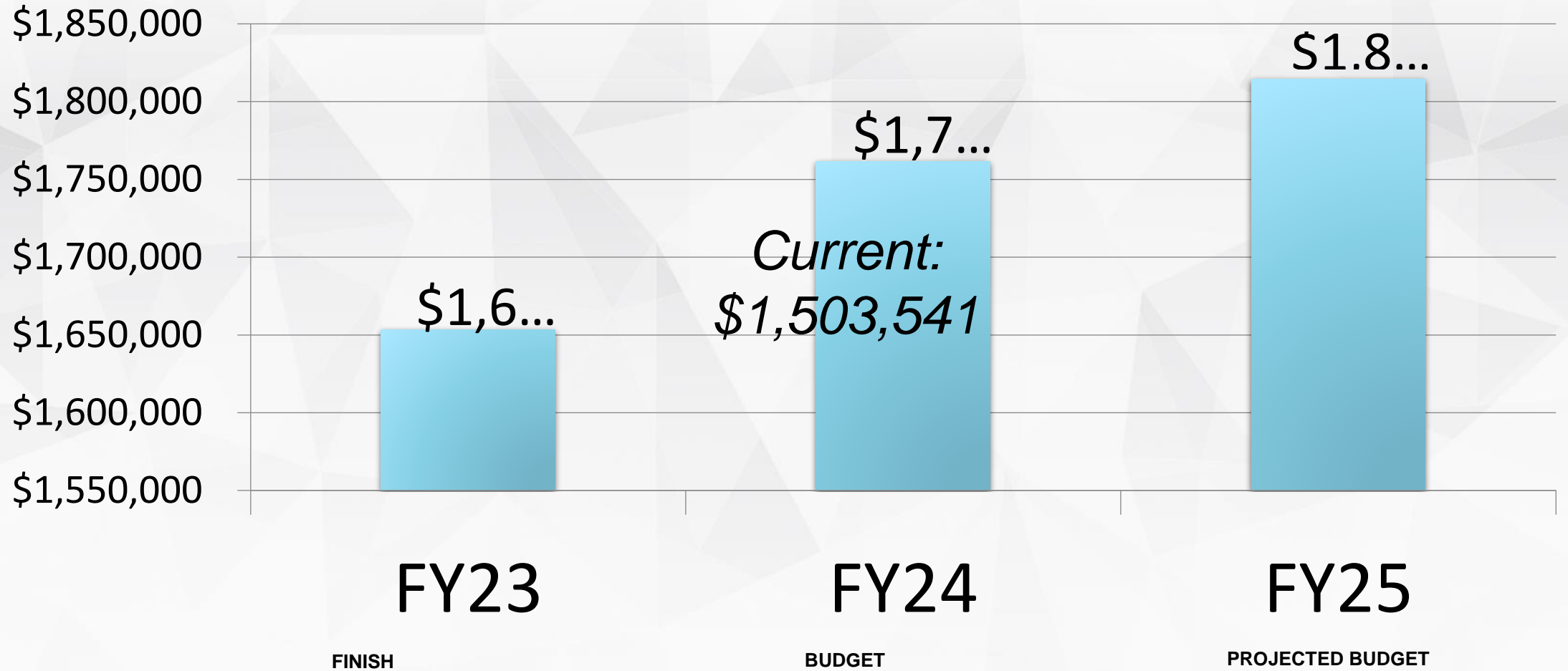
Falcons Advertising Brokerage Agreement

Nana-Yaw Asamoah
Chief Commercial Officer, AMBSE

Debbie Slingerland
Director, Corporate Partnership Sales, AMBSE



FY23 TO FY25 PROJECTED BUDGET



FY24 GWCC Advertising Budget

Projected (FY24) \$1,761,719 in Gross Annual Signage

Contracted Revenue Pre-Brokerage	\$ 655,796
Contracted Revenue Post-Brokerage	\$ 766,545
Secured New Business	\$ 81,200
Projected New Business	\$ 258,178
FY24 TOTAL	\$1,761,719

FY24 GOALS

- FY23 to FY24 revenue increase of 3% plus \$28,000 short from FY23
- Generate \$339,378 in new business in FY24
- At FY24 budget, there has been \$847,745 generated in post-brokerage revenue
- Total COI from FY16 to FY27 is \$4,721,644
- New Business prospect categories: Real Estate, Legal, Telecom, Automotive Brands, Beer-Wine & Spirits, Restaurants, Retail, State Safety Initiatives, Insurance, Banking, Fast Food and Office Supply.
- Areas of inventory focus: Parking Decks, International Plaza Elevator Bank, New Digital Billboard.

Annual Advertising Rates

Element

FY23 Annual Rate

Proposed FY24 Annual Rate

(3% increase except TMBR BB)

Static Exterior

East Plaza	\$55,158	\$56,812
International Plaza/Red Deck	\$358,526	\$369,281
Magnum Parking Deck (Silver Deck)	\$137,894	\$142,030
Marietta Parking Deck (Green Deck)	\$82,737	\$85,219
Blue Parking Lot	\$137,894	\$142,030
Yellow Parking Lot	N/A	\$150,000

Digital Signage Exterior

East Plaza BB/10 second ad 120 sec loop	\$30,000	\$30,900
TMBR BB/10 second ad 120 sec loop	\$36,000	\$42,000 (new location)
Marietta BB/10 second ad 120 sec loop	\$60,000	\$61,800

Static Interior

Vehicle Placement	\$38,850	\$40,015
Mamava Nursing Stations (2)	\$15,750	\$16,222
Fuel-Rod Stations (total of 8)	\$21,000	\$21,630

Digital Signage Interior

5 LED Video Walls/10 – second ad 180 sec loop	\$63,000	\$64,890
57 single monitors/10 – second ad 180 sec loop	\$52,500	\$54,075

FY24 MERCEDES-BENZ STADIUM EVENT RATES

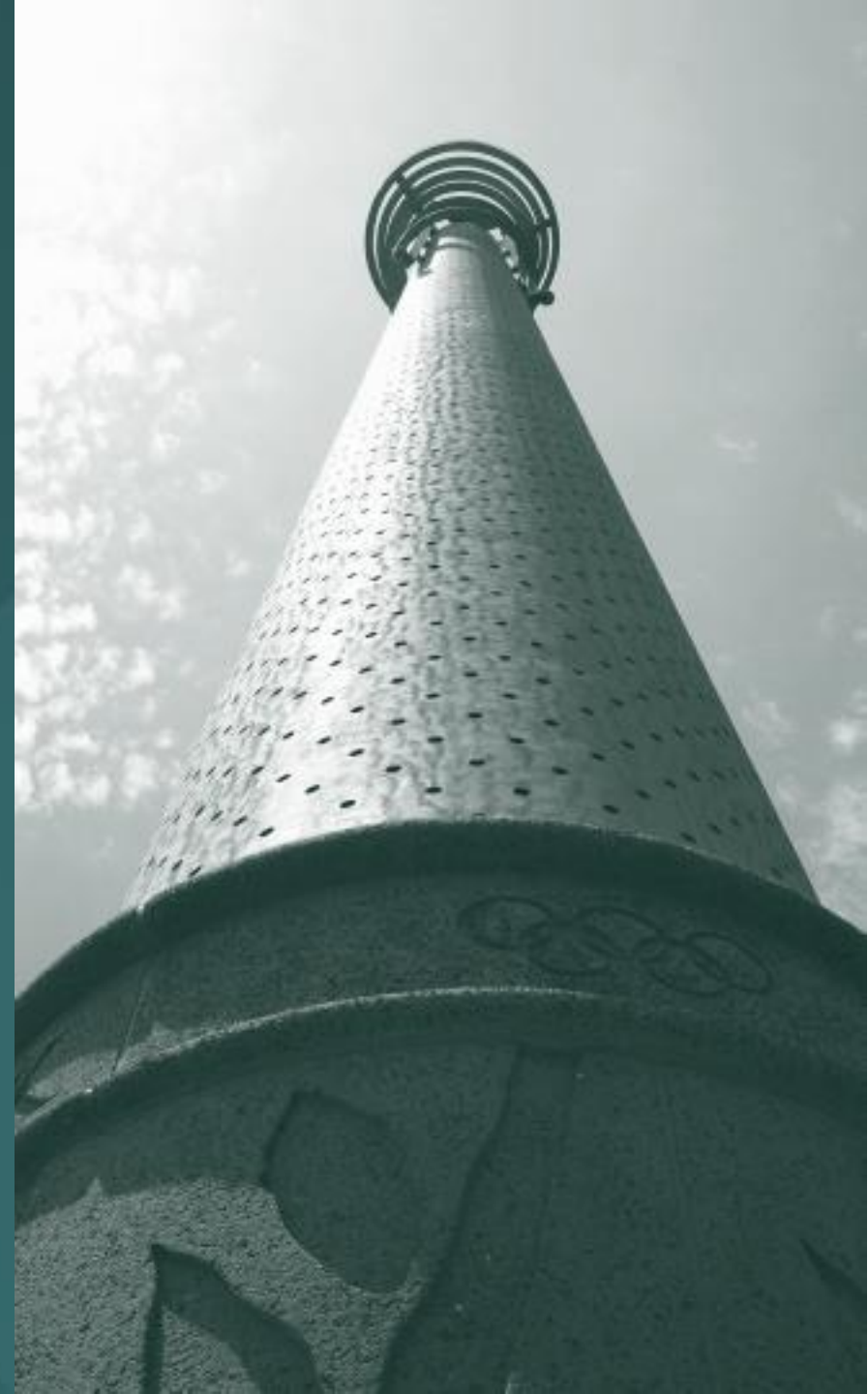
- Event day rental fee for Mercedes-Benz Stadium is \$250,000
- Each additional load-in and load-out day is \$50,000 per day
- Event must use Ticketmaster. Promoter keeps gross ticket money (less taxes), MBS keeps ticket fees.
- Client pays all event-specific expenses (i.e. security, video board use, lights, etc.)
- AMBSE retains all food and beverage profits

Questions?



Action Item: Bylaws Amendment

Pargen Robertson
Legal Counsel



Questions?

Next Scheduled Meeting

March 26, 2024

Signia by Hilton Atlanta

Level 3 | Lightning Boardroom



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THANK YOU