



Georgia World  
Congress Center  
Authority

# BOARD OF GOVERNORS MEETING

MARCH 25, 2025

# Action Item

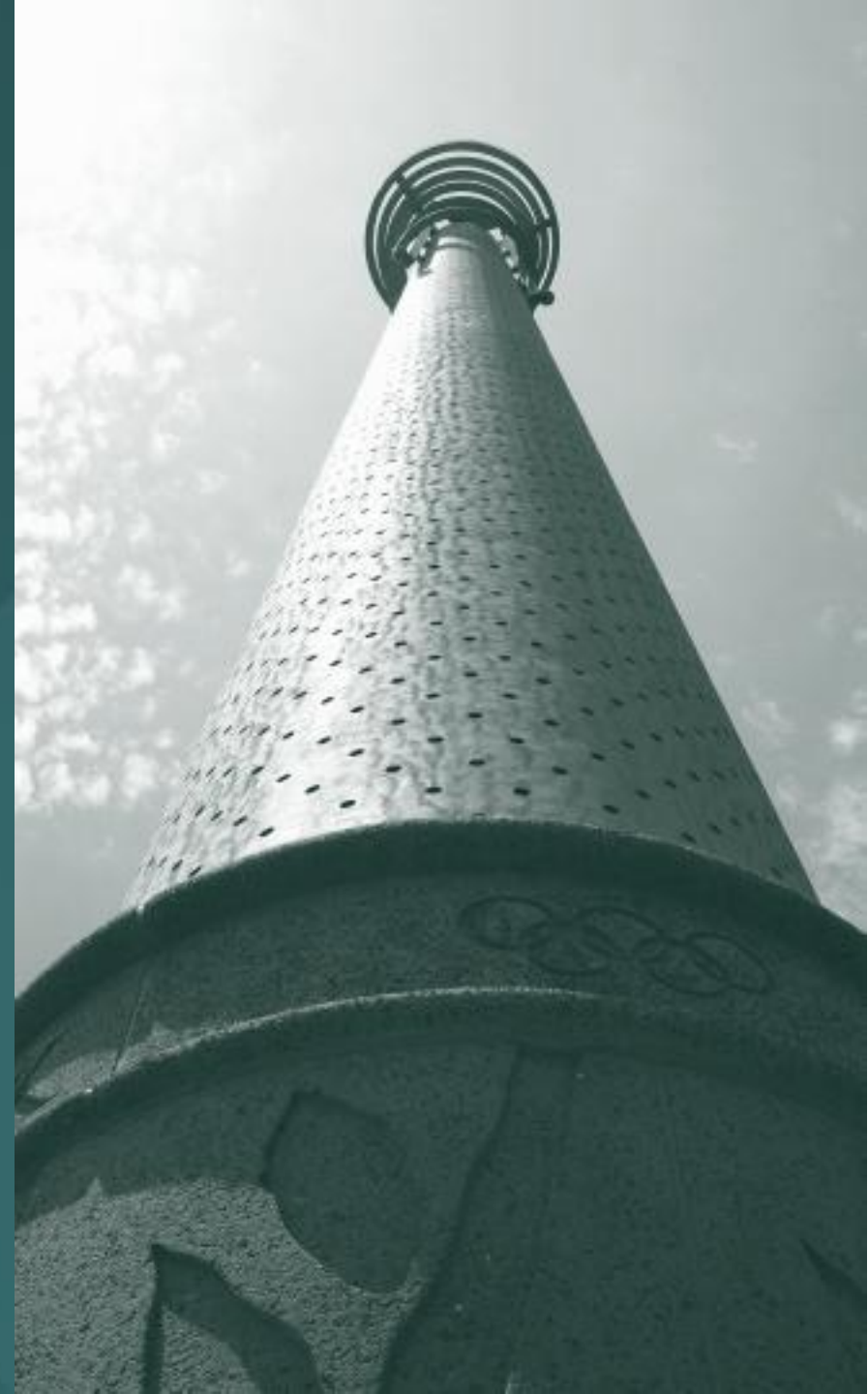
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## Approval of Minutes February 25, 2025



# Financial Update

**Rey Rodriguez**  
Director of Finance



# Financial Snapshot: February



| Month      | Budget      | Actual      | Variance            |
|------------|-------------|-------------|---------------------|
| Revenue    | \$6,285,584 | \$7,842,040 | ↑ \$1.6M<br>24.8%   |
| Expense    | \$5,130,066 | \$5,772,695 | ↑ \$642.6K<br>12.5% |
| Net Profit | \$1,155,518 | \$2,069,345 | ↑ \$913.8K          |

# Financial Snapshot: YTD thru February 2025



| YTD        | Budget       | Actual       | Variance          |
|------------|--------------|--------------|-------------------|
| Revenue    | \$42,170,040 | \$48,054,680 | ↑ \$5.9M<br>14.0% |
| Expense    | \$40,172,016 | \$42,316,670 | ↑ \$2.1M<br>5.3%  |
| Net Profit | \$1,998,024  | \$5,738,011  | ↑ \$3.7M          |

# Questions?



# Advertising Brokerage Agreement Update

**Pargen Robertson**  
Chief Legal Counsel

**Joe Bocherer**  
Chief Commercial Officer



# Background: Brokerage Agreement

The Authority executed the current Advertising Brokerage Agreement with **AMB Sports & Entertainment, LLC** (the “Falcons”) on July 1, 2015.

Essentially, the Broker has an exclusive right (subject to certain exceptions) to sell advertising as broker on behalf of the Authority in the **World Congress Center, Centennial Olympic Park**, on **International Plaza**, and in **all the parking decks** except the parking deck on Marietta Street.

Exceptions to Broker’s exclusivity include advertising related to concessionaire’s goods and services sold on the Authority’s campus, advertising of future Authority-hosted events, advertising of event sponsors, and advertising displayed during “Special Events” (e.g. Super Bowl and NCAA Final Four).



# Background: Brokerage Agreement

Commissions structure: **30%** of net revenues goes **to the Broker**, and the Authority retains 70%.

Regarding advertising deals that existed prior to this Advertising Brokerage Agreement, the Broker is entitled to a commission only with respect to inventory of **advertising equipment that did not exist** when the 2015 Advertising Brokerage Agreement was executed and revenue from pre-existing Advertisers for **increased payments over the amount that was paid for the same inventory in the Pre-Existing Advertising Contracts** (unless otherwise agreed by the Broker and the Authority).

The term of the current Advertising Brokerage Agreement was ten (10) years and expires on **June 30, 2025**.

# Background: Brokerage Agreement

## Reports Due From Broker

- No less frequently than **once per quarter**, the Broker must deliver a written current list of prospects along with the current status negotiations with each of prospect.
- Once per year, Broker must submit for the Authority's approval, at Authority's sole and absolute discretion, **a license fee rate schedule** for advertising, **projected advertising revenues**, and **projected Broker commissions**.



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# **Brokerage Agreement**

**Rate Card FY25/FY26**

**Production History**

# Annual Advertising Rates



| <b><u>Element</u></b>                          | <b><u>FY25 Annual Rate</u></b> | <b><u>Proposed FY26 Annual Rate</u></b> |
|--|--------------------------------|---|
| <b>Static Exterior</b>                         |                                |   |
| East Plaza                                     | \$56,812                       | \$58,516                                |
| International Plaza/Red Deck                   | \$369,281                      | \$380,539                               |
| Magnum Parking Deck (Silver Deck)              | \$142,030                      | \$146,290                               |
| Marietta Parking Deck (Green Deck)             | \$85,219                       | \$87,775                                |
| Blue Parking Lot                               | \$142,030                      | \$146,290                               |
| Yellow Parking Lot                             | \$150,000                      | \$154,500                               |
| <b>Digital Signage Exterior</b>                |                                |   |
| East Plaza BB/10 second ad 120 sec loop        | \$30,900                       | \$31,827                                |
| TMBR BB/10 second ad 120 sec loop              | \$42,000                       | \$43,260                                |
| Marietta BB/10 second ad 120 sec loop          | \$61,800                       | \$63,654                                |
| <b>Static Interior</b>                         |                                |   |
| Vehicle Placement                              | \$40,015                       | \$41,215                                |
| Mamava Nursing Stations (2)                    | \$16,222                       | \$16,708                                |
| Fuel-Rod Stations (total of 8)                 | \$21,630                       | \$22,278                                |
| <b>Digital Signage Interior</b>                |                                |   |
| 5 LED Video Walls/10 – second ad 180 sec loop  | \$64,890                       | \$66,836                                |
| 57 single monitors/10 – second ad 180 sec loop | \$54,075                       | \$55,697                                |

# Brokerage Historical Production

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## ➤ Advertising Production

- FY21: \$810,000
- FY22: \$825,000
- FY23: \$997,000
- FY24: \$881,000
- FY25: \$1,066,000 (currently)

## ➤ Pre-Brokerage Agreements

- Coca-Cola: \$645,000
- Jr. Achievement Signage: \$50,000
- Georgia Power Solar Panels: \$81,000

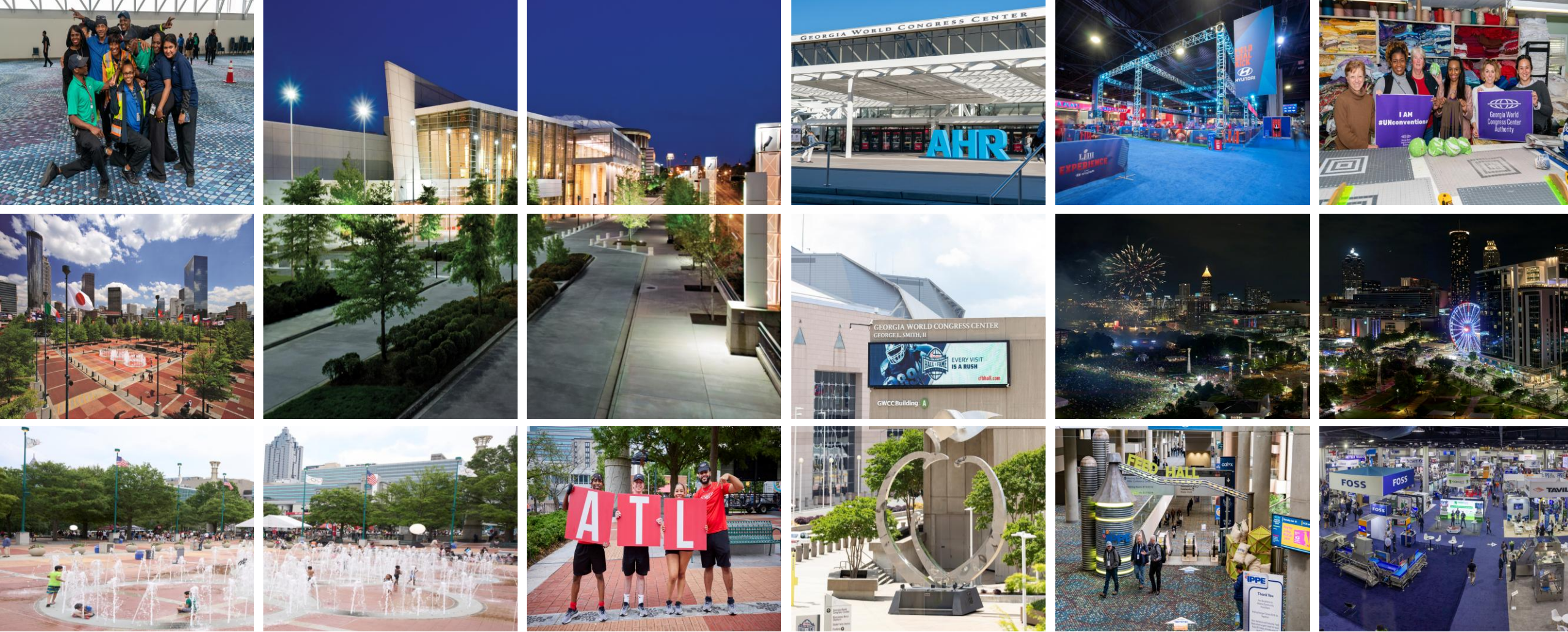


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# POV Sports Marketing

## Process and Introduction





# VENUE, MARKET & REVENUE REPORT





## **Molly (Mullady) Arbogast**

***President & CEO***

**POV SPORTS MARKETING**

*molly@povsportsmarketing.com*

30 Years of Corporate Sponsorship Sales & Service Experience:

- Founded POV Sports Marketing in 2016
- NFL Philadelphia Eagles and Lincoln Financial Field
- Learfield Sports
- WNBA
- Palace Sports & Entertainment (NBA Detroit Pistons)
- International Management Group (IMG)



# VENUE, MARKET AND REVENUE REPORT (VMR)



# NAMING RIGHTS vs. ENTITLEMENTS

## Naming Rights Revenue Generation

Naming rights is often the most efficient way for a property to generate long-term sponsorship revenue, but it comes at a cost. **Though naming rights garners year-round exposure for a brand, there is a risk that it could discourage certain events from using the space due to a category conflict and/or confuse the public on the venue's ownership and purpose. Because convention centers are built with state and municipal money to serve and grow the hospitality industry in which they reside, there is often pride in maintaining the city/state/municipality name on the building.** If you choose to sell Naming Rights or Sub-Naming Rights, we suggest bundling all of the entitlement mocks into a marketing benefits program for the naming rights partner.

## Entitlements Revenue Generation

**Based on the GWCC's goals and objectives, we recommend individual entitlements for the various spaces within the venue to drive revenue. Though still a relatively new endeavor for most convention centers, this approach has a strong history in professional sports and entertainment venues across the United States.** Entitlement spaces attract companies seeking a high-profile branding opportunity without the hefty expense of a naming rights partnership, while still generating long-term sponsorship revenue for the property. Entitlement opportunities also offer more specific targeting that can be very attractive to sponsors. **Given the development of Centennial Yards and the neighboring sports facilities, we believe GWCC will have success in this approach.**

The advantages of this approach are:

- Potential to generate more collective revenue selling individual entitlement opportunities within the venue vs. one naming rights partner
- Build your sponsor base in the region with marquee inventory unique to your venue
- Drive revenue in key *brand-building* categories based on entitlement value and ancillary benefits
- Partner with hometown employers to showcase their commitment to the region, the citizens and their employees
- Once your entitlements are sold, you may decide to revisit naming rights as an upsell opportunity for a single current entitlement partner

# ENTITLEMENT PROJECTIONS

## ENTITLEMENT PARTNERSHIP ANNUAL RATES

|  |                    |
|--|--------------------|
| Building A - Entitlement Partner   | \$400,000          |
| Auditorium Presenter (Building A)  | \$275,000          |
| Building B – Entitlement Partner   | \$425,000          |
| Premium Club Concept<br>(interior/exterior access)                                   | \$300,000          |
| Building C – Entitlement Partner   | \$450,000          |
| Ballroom Entitlement Partner (Building C)<br>(Georgia Ballroom & Meeting Concourses) | \$300,000          |
| <b>TOTAL</b>   | <b>\$2,150,000</b> |

- All entitlement rates are in annual amounts and include a standard benefits package.
- Partnerships include a blend of entitlement signage, marketing platform affiliation, digital network signage exposure, digital banner ads, social content features, meeting room use, auditorium use and other programmatic event involvement each year.
- Allocate for signage production and installation expenses and content/event creation costs. First time signage production is generally included in partnerships over 5 years.
- Properties pitch and brands counter. The goal is to stay within 15% of estimated values or compromise based on deal term.
- We recommend you present seven (7) year entitlement deals and negotiate down as low as five (5) years.

# Summary

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- Entitlement projections valued at a minimum of \$2,150,000
- Parking Decks: valuation forthcoming
- Next Steps by end of Q2
  - Receive and socialize final report with Executive Committee
  - Engage key stakeholders at MBS to renegotiate brokerage agreement terms
  - Staff recommendation for approval to full board

# Questions?



# GWCCA Marketing Communications Update

**Holly Richmond**  
Director, Communications



# Strategic Priorities

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- Elevate reputation as an industry thought leader and economic driver for the state of Georgia
- Demonstrate how we are easy to do business with
- Strengthen the Authority's brand



# The Authoricast Podcast

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- Insight into our role as a state agency and our impact
- Campus and surrounding development
- Customer opportunity to share why they choose Atlanta and GWCCA campus







# A key driver of Georgia's economy

[Learn More About Our Impact](#)



# Social Media Tells Our Story





# Celebrating Our Team



*The Heart of Hospitality*  
Lenora Evans



*un*CONVENTIONAL.

The blog of the Georgia World Congress Center Authority

## What's Next

- CEO blog
- Brand refresh
- Trade and business media

# Questions?

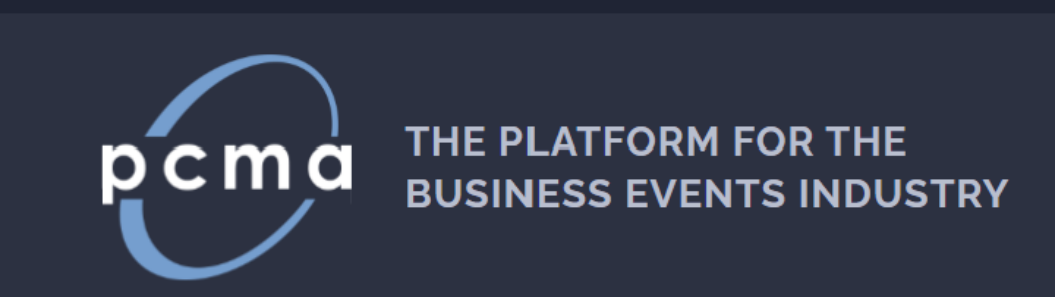


# **GWCC Sales Update: Client Connections and Events Booking Summary**

**Kim Allison**  
Vice President, Convention Sales



# GWCC Partnership Overview







# Trade Show Executive's GOLD 100 AWARDS & SUMMIT





# July - December GWCC Sales Team Future Year Bookings



| Rental  | Food and Beverage   | Total Room Nights   |
|---|---|---|
| July - December 2024<br>GOAL<br>\$9,751,740   | July - December 2024<br>GOAL<br>\$5,734,263   | July - December 2024<br>GOAL<br>310,000   |
| July - December 2024<br>ACTUAL<br>\$10,255,977  | July - December 2024<br>ACTUAL<br>\$8,152,107   | July - December<br>ACTUAL<br>386,870  |
| <b>Year Over Year Breakdown</b><br><br>FY25: \$2,380,558<br>FY26: \$2,315,330<br>FY27-29: \$5,560,089 | <b>Year Over Year Breakdown</b><br><br>FY25: \$855,203<br>FY26: \$3,690,201<br>FY27-29: \$3,966,703 | <b>Year Over Year Breakdown</b><br><br>FY25: 60,254<br>FY26: 69,571<br>FY27-29: 257,045 |

# Questions?



# GWCCA Recognition

**Kevin Duvall**  
**Chief Executive Officer**



# Michelle Jacobs

## Guest Services Manager

- Born in Jamaica
- Joined GWCCA in 2007 as parttime Guest Services specialist
- Worked at Georgia Dome; continues to work parttime at MBS
- January 2023 joined Facility Operations as a fulltime supervisor; rejoined Guest Services in August 2023 as a coordinator
- Promoted to Guest Services manager in August 2024
- Lives customer service with a servant soul!



# Accolades...

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*“I was deeply impressed by Michelle Jacobs’ outstanding leadership. She exemplified what it means to be a true boss—leading by example, coaching her team with grace, and ensuring that every guest received top-tier service. I witnessed her guiding an employee to prioritize clients, reinforcing the importance of making every guest feel like the top priority.”*

*~Hinman Dental Meeting Attendee*

# Teri Agosta, General Manager

- 32 years with Hilton
- Led pre-opening and opening Signia by Hilton Atlant; hotel has had great commercial success
- Opened the Hilton Cleveland Downtown in 2016
- GM at DoubleTree Wilmington, DoubleTree DC Crystal City, Hilton Phoenix Resort at Squaw Peak
- GM of the Year – Hospitality Sales & Marketing Association International, Arizona Chapter
- Hotelier of the Year – Delaware Hotel & Lodging Association
- Deeply committed to community service; passion for the arts and symphony
- Plans to remain in Atlanta and stay busy traveling



# Next Scheduled Meeting

Tuesday, April 29, 2025



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**THANK YOU**