



Georgia World
Congress Center
Authority

Board of Governors Meeting

June 30, 2026

Action Item

Approval of Minutes May 19, 2026

Financial Update

Janet Finlayson
Chief Financial Officer



Financial Snapshot: May

Month	Budget	Actual	Variance
Revenue	\$6,489,682	\$8,363,440	↑ \$1.9M 28.9%
Expense	\$4,532,123	\$5,917,177	↑ \$1.4M 30.6%
Net Surplus/(Loss)	\$1,957,559	\$2,446,263	↑ \$488.7K



Attendance:
(estimated) **272,145**



Economic Impact:
(estimated) **\$172.3M**

Financial Snapshot: YTD thru May 2026

YTD	Budget	Actual	Variance
Revenue	\$61,522,841	\$72,612,458	↑ \$11.1M 18.0%
Expense	\$60,446,629	\$64,838,362	↑ \$4.4M 7.3%
Net Surplus/(Loss)	\$1,076,212	\$7,774,096	↑ \$6.7M



FIFA World Cup 2026™ Update

Dietmar Exler, Chief Operating Officer, AMBSE

Joe Bocherer, Chief Commercial Officer, GWCCA

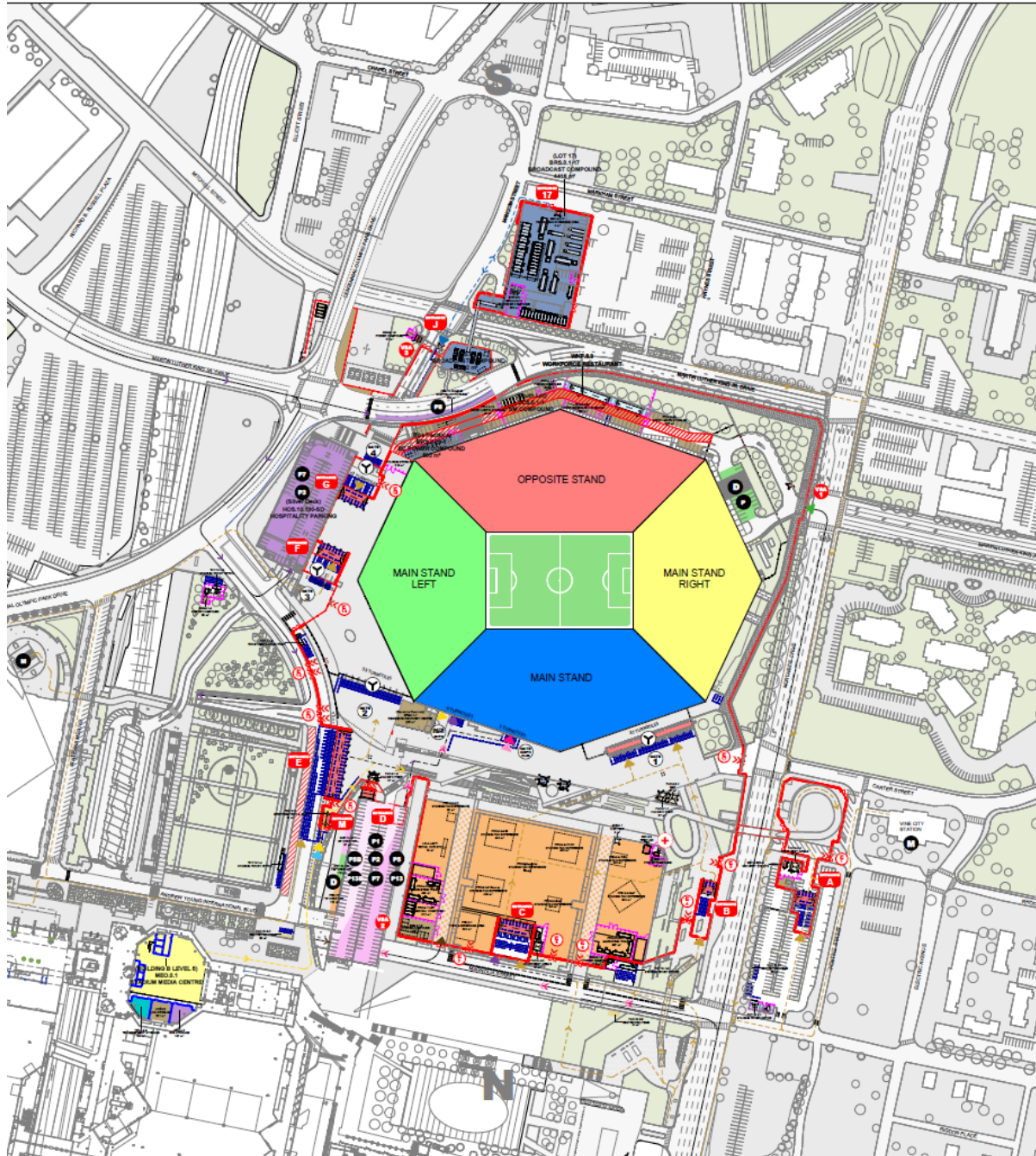
Rick Toller, Chief Marketing Officer, GDED



Road to FIFA World Cup 2026



Dedicated MBS/GWCC leadership team focused on FIFA since 2024
FIFA leadership team - 80% of the leadership team worked FIFA CWC 25 and WC 26



Unique Secure Perimeter

Separate security check and multiple ticket controls

Key Focus on Ingress

- Easy access – little wait time for fans
- 95% of fans inside stadium 15 min before kickoff

Fan Marches

Multiple fan marches, typically substantially bigger than announced – well handled by police & security

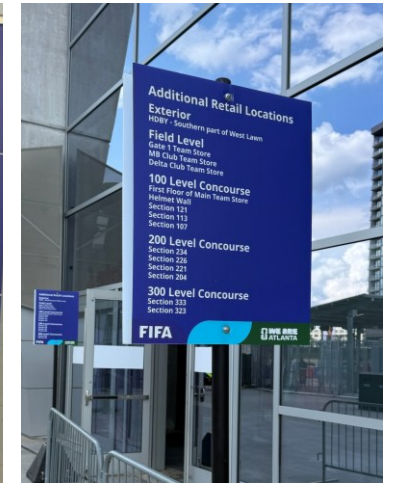
Stadium Fan Entertainment

Open as gates open (3 hours) until 2 hours after whistle - fan participation huge success

Spain March



Key Focus Areas



Natural Grass

Learning journey

- COPA 1 week
- Club WC 25 4 weeks
- FIFA WC 26 Grass since February 2026

Best feedback possible – non issue for teams

Clean Site

- Over 3,100 commercial logos covered
- Agreement with FIFA to not cover roof
- Uniforms: 2,000+ new uniforms needed for GDA

Fan Experience

- Entrance experience and updated signage
- Fan Friendly Food & Beverage pricing not negotiable
- Addressing unique fan needs (Muslim Hospitality)


Top Starting Position Resulted in Top Results

- **Support from the Top**
 - Governor and Mayor set the tone
- **Top Infrastructure**
 - Airport, Hotels, MARTA, Airport, SoDo
- **Great Venues**
 - Atlanta Stadium, GWCC, Centennial Olympic Park, AU Training Grounds, Kennesaw State Training Grounds
- **Experienced Teams**
 - GWCCA, Atlanta Sports Council, Atlanta Convention and Visitors Bureau, AMBSE

The Athletic | World Cup | Scores & Schedule | Live Results | Groups | Teams | Bracket | Daily Newsletter

FIFA World Cup 2026 | LIVE Ecuador vs Germany 30m ago | LIVE Curacao vs Ivory Coast 30m ago | Mexico Marches Into Knockouts | Third-Place Qualifiers

=1. Mercedes-Benz Stadium



Ratings

- Matchday experience: 10/10
- Match atmosphere: 9/10
- Transport and location: 9/10
- Aesthetics: 9/10
- Suitability for soccer/football: 10/10

Total: 47/50

Mattia Ozbot/Getty Images

It's downtown. It's indoors. It's gigantic. Mercedes-Benz Stadium (or Atlanta Stadium, according to FIFA) is the type of thing you'd sketch as a child if your art teacher said: "No rules. Draw an imaginary stadium."

It has restaurants, bars, shopping and more. Getting there is easy on public transport. It's home to the NFL's Atlanta Falcons and Atlanta United of MLS. The Benz, as locals call it, is a big-event venue, regularly hosting high-profile college football games and music acts. It staged the 2019 Super Bowl and will do so again in 2028.



FIFA Fan Festival June: By the Numbers



Attendance

Date	GA	GA+/VIP	Total	Key Match
June 11	6,610	1,163	7,773	Opening Day
June 12	15,652	878	16,530	USA/Paraguay
June 13	27,869	1,220	29,116	Brazil/Morocco
June 14	26,927	1,376	28,303	Japan/Netherlands
June 15	32,541	1,280	33,821	Belgium/Egypt
June 17	18,670	775	19,445	All 3 matches
June 18	3,344	205	3,549	Czechia/South Africa
June 19	40,493	1,951	42,444	USA/Australia
June 20	44,652	2,045	46,697	Germany/Ivory Coast
June 21	44,844	2,412	47,256	Spain/Saudia Arabia
June 24	35,007	2,671	37,678	Mexico/Czechia
June 25	11,548	1,031	12,579	USA /Türkiye
June 26	27,662	2,134	29,796	Spain/Uruguay + DAVIDO
June 27	30,203	2,919	33,122	Colombia/Portugal
TOTAL	366,022	24,011	388,082	

Abbreviated Hours/Weather

Peak Days:
Father's Day Weekend

Attendee Origin

All 50 US States Represented
80 Countries Represented
(including US)

US Attendees by State

Georgia (86%)
Florida
North Carolina
South Carolina
Tennessee

Attendees by Country

Mexico (20%)
Spain, UK, Colombia, Canada,
Guatemala, Puerto Rico, Costa Rica

Food & Beverage

94,427
Dasani

84,703
Michelob Ultra

27,362
Hamburgers

26,812
Cokes

24,408
Margaritas

16,232
Empanadas

12,807
Pizzas

Total FIFA Fan Festival Revenue

Figures cover 14 operating days through **June 27**

**Total Revenue, F&B & GA+/VIP:
\$9,335,236**

**Total Budget, F&B + GA+/VIP:
\$10,657,894**

Media Covering Festival

1,452 Credentialed Media

166 Total media credentialed on Match Day 1; highest to date
88 outlets – 14 countries – 5 continents

40
Countries

United States, Morocco, Brazil, Turkey, Qatar, Netherlands, Canada, Colombia, Egypt, Haiti, Mexico, South Africa, United Kingdom, Peru, Costa Rica, India, France, Saudi Arabia, Ghana, Israel, Germany, Greece, Spain, Puerto Rico, Australia, Vietnam, Czech Republic, El Salvador, Kazakhstan, Ecuador, Mongolia, Poland, Italy, Belgium, Portugal

6
Continents

North America
South America
Asia
Africa
Europe
Oceania

4
Tiers

National / International
Atlanta / Georgia local
Spanish-language & diaspora
Independent creators / influencers

Fun Facts

1,492 stories published and counting!

458 in first 48 hours

358 between June 15-17

692 unique outlets

Published coverage in 25+ countries, 12+ languages

Independent creators as force multiplier on social

Media Coverage

“Atlanta’s World Cup fan fest is most popular in US. What’s inside?”

“No lie, if you’re in a funk, depressed, or just need a little push getting out of a dark space PLEASE go downtown to the FIFA World Cup Fan Festival in Atlanta”

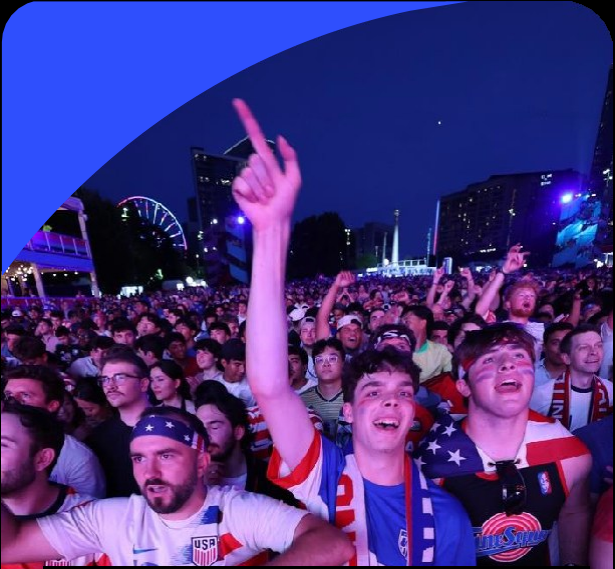
“USA loses, but Atlanta’s FIFA Fan Festival wins big”

“FAN-TASTIC: FIFA Fan Fest Atlanta is a big hit”

“Atlanta’s free FIFA Fan Festival may be the best World Cup experience without a ticket”



HOST CITY SPOTLIGHT: FIFA FAN FESTIVAL ATLANTA



Atlanta-related pages accounted for 4 of the Top 10 most visited pages on the website.



The Atlanta Events Page was the most visited FIFA Fan Festival page overall.



Atlanta Registration and Google Maps links ranked among the most-clicked assets across the platform.



Overall, Atlanta generated the highest interest across FIFA Fan Festival Digital Channels.

Looking Ahead: July

1st
Round of 32
11 am – 11 pm

7th
Round of 16
10 am – 8 pm

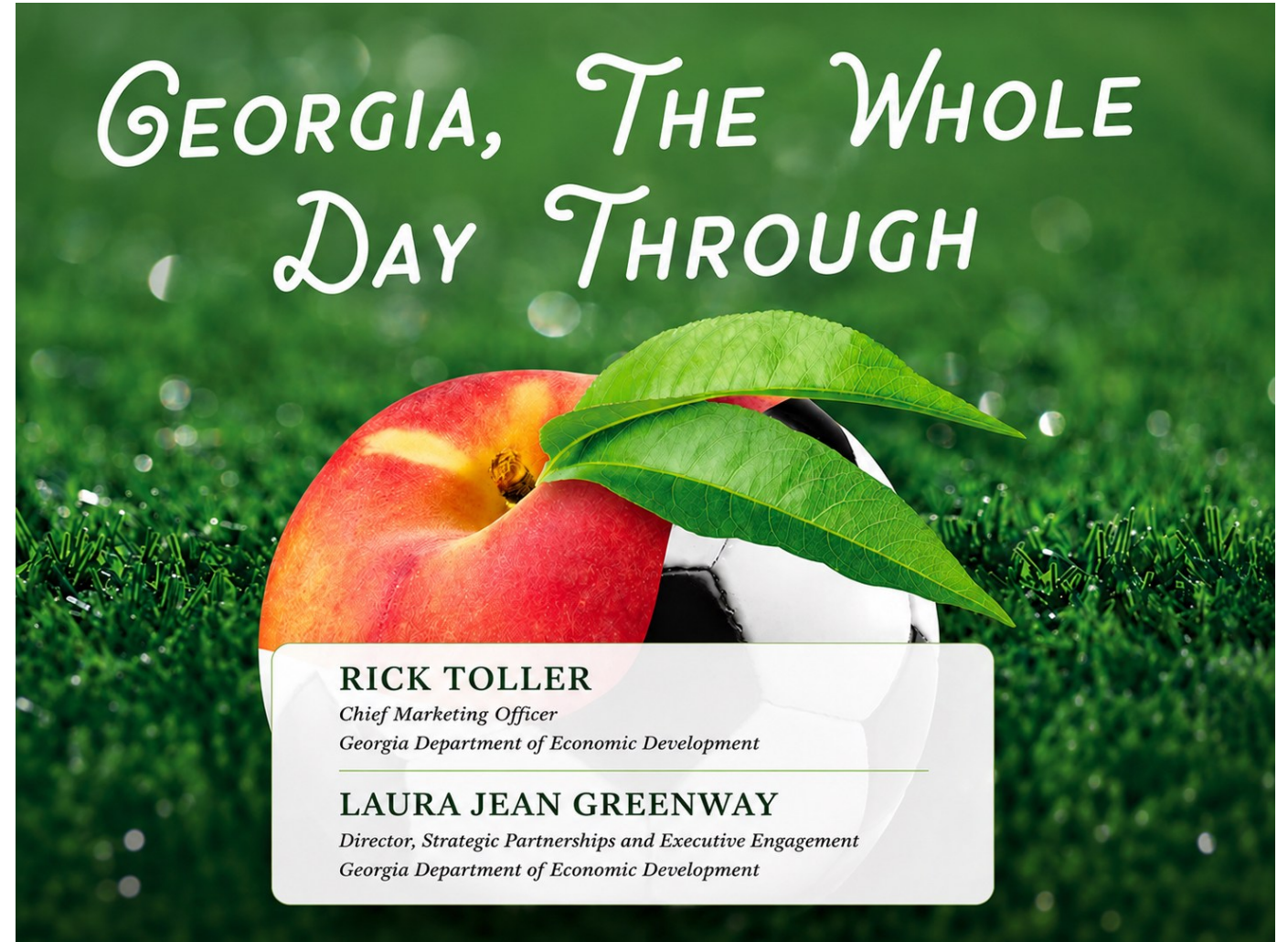
15th
Semi Final
11 am – 9 pm

11th
Quarter Final
3 pm – 12 am

14th
Semi Final
1 pm – 7 pm



Georgia, the Whole Day Through



Georgia, the Whole Day Through

June 15, 18, 21, 24, 27 & July 1, 7, 15
24,000 visitors over 5 dates activated

- Atlanta
- Athens
- Augusta
- BAPS
- Cartersville
- City of Forsyth
- Columbus
- Department of Natural Resources
- Ellijay
- Explore Georgia
- Georgia Department of Agriculture
- Georgia Department of Economic Development
- Georgia Grown
- Georgia Council for Arts
- Golden Isles
- Lake Lanier
- Macon
- McDonough
- North Georgia
- Savannah



QUESTIONS?

Hogan – A/B Connector Groundwater Mitigation Project

Stacey Church
Chief Operating Officer

A/B Connector Groundwater Mitigation Project

Project Background/History:

- Groundwater intrusion has persisted in the AB Connector area for decades
- Water infiltration has contributed to the deterioration of elevator and escalator infrastructure
- Multiple vertical transportation assets have become inoperable as a result of ongoing moisture impacts
- Previous drainage improvements reduced risk but did not fully eliminate groundwater intrusion
- Groundwater mitigation is required before planned escalator and elevator modernization work can proceed
- Project protects critical infrastructure, improves reliability, and supports long-term asset performance

**KPI:
FACILITIES**

**FUNDING:
GWCCA
SELF-FUNDED**

A/B Connector Groundwater Mitigation Project

Project Scope:

The project includes the following key remediation and infrastructure improvement activities:

- Removal of water, sediment, debris, and deteriorated materials from affected tunnel areas
- Installation of new waterproofing systems to protect escalator pits, elevator pits, and adjacent spaces
- Addition of sump pumps, drainage infrastructure, and water collection systems to manage groundwater intrusion
- Improvement of site safety through enhanced lighting, access, and egress measures
- Quality assurance testing and provided manufacturer and contractor warranties
- Coordination of construction sequencing with KONE escalator and TK Elevator modernization efforts

**KPI:
FACILITIES**

**FUNDING:
GWCCA
SELF-FUNDED**

Approval to Award:

- Hogan Construction Group, LLC cost proposal: \$2,098,000
- Expected project duration: 15 weeks

QUESTIONS?

Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Chief Executive Officer is authorized, though not required, to execute and deliver, in substantially similar form to that attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an agreement with Hogan Construction Group, LLC for such labor and related equipment, goods and services in respect of the A-B Connector groundwater intrusion mitigation project, but only so long as such agreement complies with applicable law and, in the judgment of the Chief Executive Officer, is consistent with the corporate purposes and mission of the Authority and the Authority's sound business practices.

BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Chief Executive Officer to be necessary or desirable to consummate the execution of an agreement for such an agreement for such labor and related equipment, goods and services in respect of temporary utility services including but not limited to electrical and plumbing services, and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

Phase II – Life Safety Device Replacement

Stacey Church
Chief Operating Officer

Life Safety Device Replacement Project

Project Scope:

Remove and replace outdated addressable fire alarm devices throughout the facility to:

- Replace aging ionization smoke detectors and CLIP protocol devices
- Upgrade to fully addressable, code-compliant devices that are compatible with existing control panels
- Improve system reliability and long-term maintainability
- Add detection and strobes in areas currently lacking full reporting capability
- Enhance life-safety performance and maintain NFPA 72 compliance

Approval to Award:

- Basesix Systems LLC cost proposal: \$693,292 (Phase 2)
- Expected project duration: 18 weeks

**KPI:
FACILITIES**

**FUNDING:
GWCCA
SELF-FUNDED**

QUESTIONS?

Resolution

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BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Chief Executive Officer to be necessary or desirable to consummate the execution of an agreement for such services and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

Electrical Infrastructure Master Plan

Stacey Church
Chief Operating Officer

Electrical Infrastructure Master Plan

Project Scope:

The project will evaluate existing electrical infrastructure and develop a phased implementation strategy for future upgrades and capital investment.

- Assess and document existing electrical systems and infrastructure across the campus
- Perform power quality monitoring and system analysis to identify operational issues and risks
- Develop updated electrical system documentation and campus-wide riser diagrams
- Establish upgrade priorities and recommended phasing for future improvements
- Prepare Phase I design and construction documents for priority infrastructure projects
- Provide construction administration support for Phase I implementation, including site observations and construction coordination
- Deliver a comprehensive Electrical Master Plan outlining long-term infrastructure needs and investment recommendations

**KPI:
FACILITIES**

**FUNDING:
STATE
APPROPRIATION**

Electrical Infrastructure Master Plan

Approval to Award:

- Masterplan Development Fee: **\$506,920**
- Develop Phase I Construction Documents: **\$465,416**
- Phase I Construction Administration Services Fee: **\$61,104**

- Expected project duration: **18 months**

**KPI:
FACILITIES**

**FUNDING:
STATE
APPROPRIATION**

QUESTIONS?

Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Chief Executive Officer is authorized, though not required, to execute and deliver, in substantially similar form to the one attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an agreement with TLC Engineering Solutions, Inc., substantially the form attached hereto as Exhibit A, but only so long as such amendment complies with applicable law and, in the judgment of the Chief Executive Officer, is consistent with the corporate purposes and mission of the Authority and the Authority's sound business practices.

BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Chief Executive Officer to be necessary or desirable to consummate the execution of an agreement for such sale of goods and services, and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

**Happy
Birthday!**

Natasha Bell



Recognition

Kevin Duvall
Chief Executive Officer



Brittany Martin

- Started with the Authority in 2020 and is now Assistant Director of Event Services
- Recipient of the 2026 IAVM VMA Asian-Pacific Leadership Institute Scholarship
- Part of IAVM's 30 under 30, Class of 2020
- Graduate of University of South Carolina
- Singer and member of the worship praise team at Change Church
- Engaged and will be married this year!
- Mario Kart enthusiast



Next Scheduled Meeting

July 28, 2026

Thank You!

