

Georgia World Congress Center Authority

July 29, 2014

**Board of Governors Meeting**



Finance



Authority





# Financial Snapshot – June 2014

## Profit/Loss



Projected	<b>\$925,913</b>	<b>\$917,615</b>	<b>\$11,774</b>
Actual	<b>1,396,755</b>	<b>\$2,775,759</b>	<b>131,693</b>
Projected YTD	1,344,264	20,478,057	231,527
Actual YTD	553,770	21,107,984	<b>28,726</b>



## H/M Tax

Actual \$24.9M

Budget \$24.1M 3.12%

FY13 \$23.5M 5.96%



## Customers

(Estimated)

# 18,540



## Economic Impact

# 35.2M

(Estimated)





# **New Stadium Project 100% Design Development Update**

***Bill Darden***

Darden & Company

***Bill Johnson***

360 Architecture





# Design Development Update



***Steve White***

**Heery**

**GWCCA Construction Representative**





# Project Development Agreement

Pursuant to the PDA, the GWCCA has final approval rights over the Material Design Elements for the NSP, including the final Conceptual Design Documents, the Schematic Design Documents and the Design Development Documents.





# Design Development

## GWCCA to Review/Approve Material Design Elements that:

- Affect the exterior appearance
- Affect public access to facility (safety, convenience, etc.)
- Affect public accommodations (i.e. # restrooms, seats, concessions)
- Affect GWCCA ability to conduct Legacy Events





# Design Development

- Received June 23
- 2,157 total drawings
- GWCCA established 30 day schedule to complete.
- Review completed by Heery (BSW) and designated GWCCA Team
- Compilation of GWCCA comments sent to StadCo on July 22.
- Review meeting with StadCo scheduled
- Board of Governors authorization of Executive Director today to approve the 100% Design Development Documents subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions.





# Looking ahead



- Review construction documents as produced to insure compliance with approved DD's.
- Review work-in-place to insure compliance with approved DDs and construction documents.
  - Compliance with design
  - Quality of materials/workmanship
  - Required remedial work (punch lists, etc.)
- Coordinate logistics with GWCCA campus operations.





Questions?





# Resolution

## **New Stadium Project 100% Design Development Documents**





# Board Action

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that:

The Executive Director is authorized, but not required, subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, to approve on behalf of the Authority the Design Development Documents delivered by StadCo to the Authority.

**Staff recommends approval.**





# Resolution

## Advertising Brokerage Program & Advertising License Agreement





# Background

- Established GWCC sponsorship program in Oct 2008 to monetize the digital/static assets of the Center and develop new revenue streams.
- The goal was to offer show management new revenue streams through unique sponsorship opportunities in common space where the Center provides concept, production and fulfillment.
- Provide sales assistance & guidance for customers that do not have sales staff.





# Timeline

- Oct 2008: Digital assets included 14 single monitors, and two marquees, managed and sold by in house staff
- Assets were previously used for way-finding and welcome messages only.
- Nov 2009: In an effort to upgrade assets and sales resources an advertising license RFP was issued and awarded.
- Jan 2010: Digital signage RFP issued (Both advertising & signage agreements were 3-year terms and awarded to *Revelation Outdoor*)
- Dec 2010: Digital assets included:
- 17 new flat-screen monitors
  - Three multi-screen video walls
  - One 36'x10' digital billboard





# Timeline

- Jan 2011: Hard Rock Café first commercial digital advertising sold at GWCC
- Feb 2012: GWCC upgraded to larger single monitors and added two additional nine-screen video walls
- Oct 2012: Advertising/signage agreements were not renewed, fulfillment process brought back in-house.
- Oct 2013: Entered into agreement with Prism Technologies for Interactive Kiosks and Charging stations at GWCC & COP
- Feb 2014: RFP issued for two digital billboards to be installed on the Marietta Street Parking Deck/CFHOF and on the outside of the Thomas Murphy Ballroom
- Awarded to *Johnson Signs*





# Revenue History

Revenue Initiative	FY10	FY11	FY12	FY13	FY14
Show - Static sponsorship	\$25,000	\$19,200	\$13,062	\$12,684	\$51,282
Show - Digital Signage Sponsorship	\$10,000	\$37,700	\$222,000	\$159,858	\$165,645
Commercial Advertising	\$0	\$12,000	\$12,000	\$343,523	\$525,429
<b>TOTAL</b>	<b>\$35,000</b>	<b>\$68,900</b>	<b>\$247,062</b>	<b>\$516,065</b>	<b>\$742,356</b>

FY11/12 - Revelation and GWCC selling

FY13/14 - Coke/CFA (Advertising agreements in place)





# Outside Expertise

- 2008-13: Chris Russell, 30-years exp in local advertising and outdoor signage, assisted in initial valuation.
- 2012-14: Jack Jessen, President Clear Channel Outdoor, provided pricing strategy advice, traffic counts and industry standards for local area signage.
- 2013-14: Sean Fisher, VP Sponsorship Research International (SRi), provided valuation for all GWCC advertising inventory/assets and presented findings to the Stadium Development Committee in May. SRi is a nationally-recognized organization that provides sponsorship valuation to venues. The valuation report was necessary to establish an unbiased value to assets, from subject- matter experts, and prepare a rate card for negotiations.

In addition staff participated in training from Digital Signage Federation and received Digital Signage Expert certification





# Current inventory

Single Monitors.....	17
Video Walls .....	5
*40 screens	
Interactive Kiosks.....	6
*12 screens	
*One unit located at COP	
Charging Stations.....	4
Billboards.....	2
*East Plaza 36ft x 10ft	
*Marietta Street 48ft x 14ft	

Total locations = 34

Total screens = 75





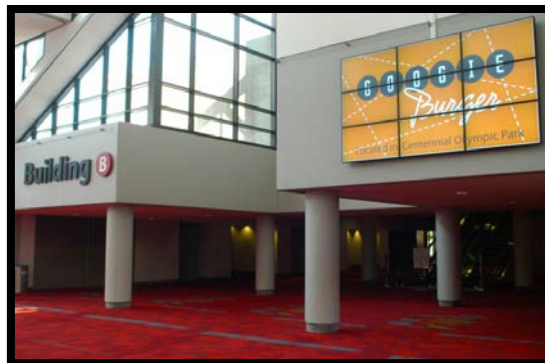
# Current inventory

## External examples



East Plaza Billboard

## Internal examples



Regis. Hall B Video Wall



Marietta St. Deck Billboard



Regis. Hall Monitors (single units)





# Future Inventory

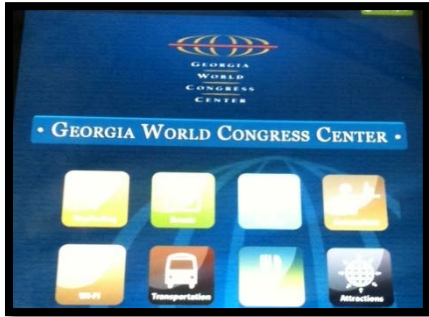
August – September 2014

TMB Billboard (1)  
Interactive Kiosks (4)





# Future Concepts



Marketing App which mirrors interactive kiosk



Marquee outside C Building  
2-sided digital marquee  
16'x8'



Billboard, Corner IAB &  
Northside Dr. 2-sided  
48'x14'





# Brokerage

As discussions regarding the new Falcons Stadium were ongoing in early 2013, the idea surfaced of having the Falcons act as the GWCC advertising broker.

- GWCCA leadership was open to idea
- The Falcons have a seasoned sales staff
- Extensive portfolio of advertisers
- Vested long-term interest in property

After many conversations, meetings and exchange of data during the last 13 months we have been unable to reach consensus.





# Next Steps

- Develop Commercial Advertising RFQ
- Finalize Ambush marketing terms in Site Coordination Agreement.





# Marietta Street Parking Deck Sign

During venue opening conversations in the last few months with the College Football Hall of Fame, the billboard on the side of the Marietta Street Parking Deck subject was raised. Atlanta Hall Management (AHM) leadership expressed interest in having exclusive sales rights to advertising on the board.

Following presentations, consultation and direction from the Stadium Development Committee during meetings on and 5-13-14 and 7-15-14 , the following business terms are presented for review:





# Proposed Terms



## Marietta Street Parking Deck Sign

### Inventory

- The Authority will offer AHM the exclusive rights to sell eight (8) 10 second spots (out of 12 total spots).
- The remaining four (4) 10-second spots will be utilized at the GWCCA's discretion.

### Fulfillment

- All advertising content will be submitted to the GWCC for approval and upload.
- The Authority will be responsible for all operational costs.

### Terms

- A five (5) year advertising license agreement
- \$250,000 annual guarantee
- AHM commissioned at 10% advertising revenue sold over the \$250,000



# Staff Recommendation

THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that:

The Executive Director is authorized to continue to negotiate with AHM regarding the terms and conditions of a proposed agreement granting to AHM a license to advertise or to sub-license to others a right to advertise on a digital billboard manufactured located on the parking deck facing northward on Marietta Street. In any event, any such license agreement or other agreement may not exceed a term of five (5) years.

**Staff recommends approval.**





# Resolution



## License to Sell/Dispense Alcoholic Beverages





# Resolution Regarding Alcohol Sales

Under the Georgia World Congress Center Act, the Authority has the power to grant permits authorizing others to sell or dispense alcoholic beverages for consumption on our campus. O.C.G.A. § 10-9-4(e).

**Prerequisite:** Applicants for GWCCA liquor permits first must obtain a license from the Georgia Department of Revenue.

**Limitation:** Only for on-campus consumption. No unopened bottles may be sold.





# **Resolution Regarding Alcohol Sales**

The Authority also has the statutory responsibility to determine and regulate by resolution, as it may amend from time to time, the conditions under which such sales or dispensing of alcoholic beverages for consumption on the premises shall be allowed.

This includes the hours and days during which sales are allowed, other rules and regulations relating to such sales, and the procedure for permit applications.





# Resolution Regarding Alcohol Sales

## Previous GWCCA Resolutions:

- 1992 Resolutions authorized sale of alcoholic beverages in GWCC and Georgia Dome, and adopted regulations
- 1997 Resolution authorized sale of alcoholic beverages in Centennial Olympic Park and on International Plaza





# Staff Recommendation

THEREFORE, BE IT RESOLVED by the Board of Governors of the Authority that it hereby adopts the following:

The Executive Director of the Authority shall be authorized to issue one or more licenses to permit the sale, dispensing, or distribution of alcoholic beverages within the College Football Hall of Fame, Savannah International Trade & Convention Center, and upon and within the remainder of the territorial limits of property of or under the management and control of the Authority.

**Staff recommends approval.**





# Executive Session

## Real Property

