

Georgia World Congress Center Authority

January 31, 2017

Authority Meeting





20-Year Employee Recognition


GEORGIA
WORLD
CONGRESS
CENTER
AUTHORITY





Raymond Crum
GWCC Building Services



Lateshia Johnson
Project & Program Management



Cory Waters
General Supervisor of Engineering



30-Year Employee Recognition

GEORGIA
WORLD
CONGRESS
CENTER
AUTHORITY





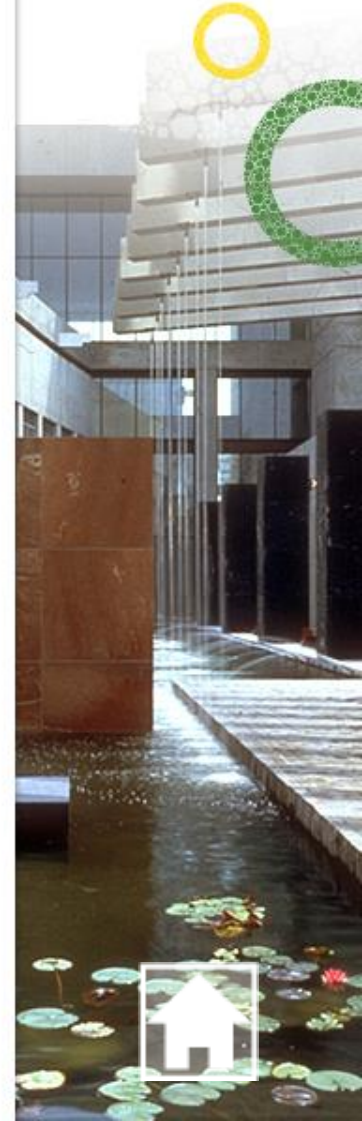
Jeff Croker
Project & Program Management



Lynn Ross
Business Office



25-Year Employee Recognition





Carl Adkins
Administration



Financial Snapshot – December 2016



Profit/Loss



Actual	\$1,107,761	\$2,080,795
Budgeted	\$1,250,456	\$1,958,343
Actual YTD	\$5,718,234	\$17,178,881
Budgeted YTD	\$4,806,975	\$16,740,433



H/M Tax YTD

Actual **\$3.1M**

Budget **\$3M**

FY16 **\$2.9M**

2.59%

6.7%



Customers

(Estimated)

364,212



Economic

Impact

(Estimated)

\$202.4M



FY17 – Q2 Rolling Forecast Net Profit/Loss



Budget	\$4,347,468	\$3,953,133
Projection	5,592,932	\$5,637,446
Variance	1,245,464	\$1,684,313





ATLANTA FOOTBALL HOST COMMITTEE

2018

Overview and Progress Report
January 31, 2017

Atlanta Football Host Committee

- Who We Are
- What We Do
- When We Do It
- Why We Do It
- How We Do It
- What's Next?
- The Big Win



Who We Are, What We Do, and Who We Serve

- The Atlanta Football Host Committee (AFHC) is a 501 (c) (6) organization that serves as an extension of the College Football Playoff administration in the local community. We're responsible for the planning, production, and local marketing of the 2018 CFP National Championship and accompanying fan events. The AFHC serves as the “boots on the ground” in Atlanta for the CFP administration.



MISSION

To host a one-of-a-kind championship experience for student-athletes, university representatives, media, and college football fans

VISION

To position the City of Atlanta as the premier destination for major sporting events highlighted by downtown's walkability, abundant hotel options, and world-class venues



**NATIONAL
CHAMPIONSHIP**
ATLANTA



CFP NATIONAL CHAMPIONSHIP JANUARY 8, 2018

- 🏈 Atlanta will host the 2018 College Football Playoff (CFP) National Championship on January 8, 2018 in the state-of-the-art Mercedes-Benz Stadium.
- 🏈 This will mark the fourth CFP National Championship and the first time a college football national championship will be played in Atlanta.
- 🏈 Downtown Atlanta will celebrate college football with fan-friendly events in Centennial Olympic Park, the Georgia World Congress Center, Philips Arena, and many more iconic Atlanta venues.

CFP Championship Week Events

- 🏈 College Football Playoff National Championship
- 🏈 Playoff Playlist! Live
- 🏈 Playoff Fan Central
- 🏈 Media Day
- 🏈 Media Party
- 🏈 Extra Yard for Teachers 5K
- 🏈 Taste of the Championship
- 🏈 Extra Yard for Teachers Summit

**HOST COMMITTEE
BOARD OF DIRECTORS**



BOARD PRESIDENT
DAN CORSO – PRESIDENT,
ATLANTA SPORTS COUNCIL



BOARD VICE PRESIDENT
WILLIAM PATE – PRESIDENT & CEO,
ACVB



TREASURER
FRANK POE – EXECUTIVE DIRECTOR,
GWCC AUTHORITY



SECRETARY
DAVID EPPS – COO,
CHICK-FIL-A PEACH BOWL



JENNIFER BALL – VP PLANNING &
ECONOMIC DEV,
CENTRAL ATLANTA PROGRESS



DAN GORDON – COO,
CITY OF ATLANTA



JOHN GRANT – EXECUTIVE DIRECTOR,
CELEBRATION BOWL



RICH MCKAY – PRESIDENT & CEO,
ATLANTA FALCONS



STEVE RIDDELL – PARTNER,
TROUTMAN SANDERS

HOST COMMITTEE STAFF



CARL ADKINS
EXECUTIVE DIRECTOR



AMY PATTERSON
MANAGER,
OPERATIONS AND LOGISTICS



ERIN SHEARER
MANAGER,
MARKETING AND COMMUNICATIONS



CHRISTINA TEDCASTLE
MANAGER,
EVENTS AND SPONSOR ACTIVATION



BRENDAN THOMAS
LEGAL COUNSEL,
TROUTMAN SANDERS



DIANA TRUJILLO
MANAGER,
VOLUNTEER PROGRAM

LIAISONS

 Janet Arsenault, Financial Liaison

 Keisha Burnette, Local Government Liaison

 Brett Daniels, Media & CFP Game Liaison

 Michael Drake, Venue Co-Liaison

 Scott Jenkins, Venue, Co-Liaison

 Doug Justice, Team Host Liaison

 Katie Kling, Lodging Liaison

 Derek Martin, Game Management Co-Liaison

 Kendyl Moss, CFP Foundation Liaison


 Tim Trefzer, Sustainability Liaison

 Adrian Williams, Game Management Co-Liaison

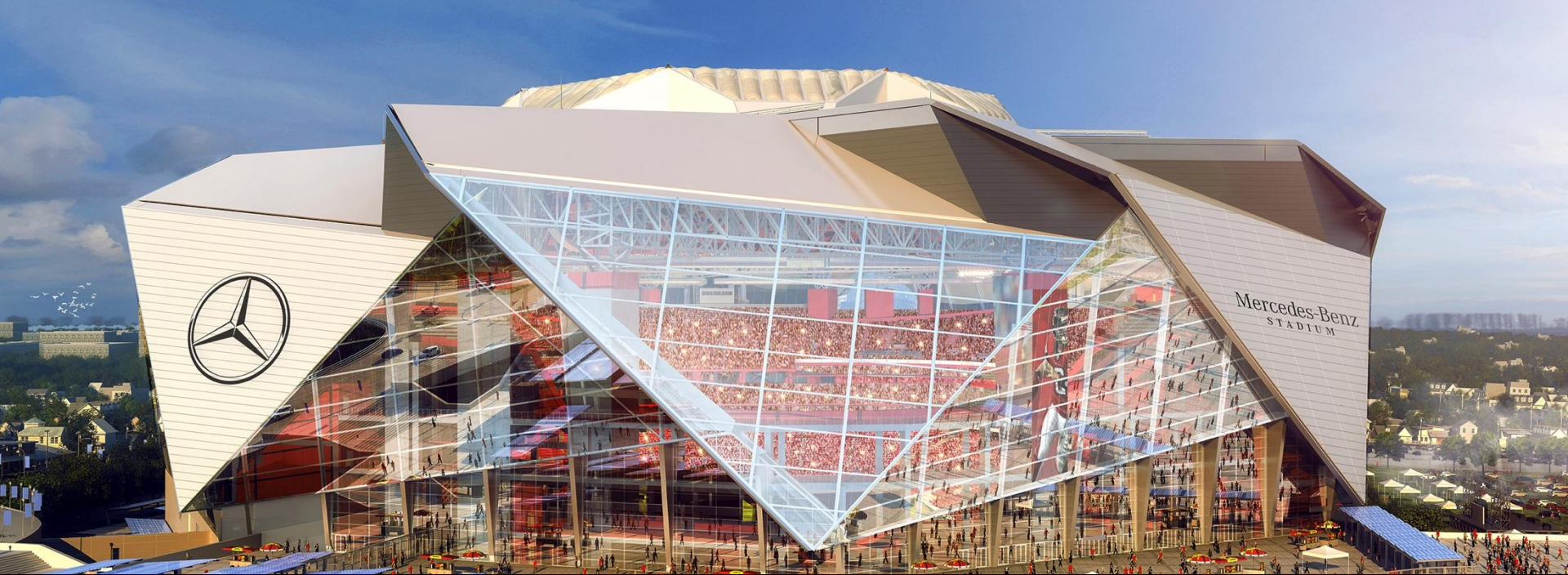
When We Do It

 The organization was launched in June 2016 and since then has hosted:

- Three (3) three-day site visits from the CFP staff;
- Four (4) AFHC Board meetings;
- Twelve (12) staff meetings; and
- Two (2) trips to Tampa
 - One for the CFP's final production meeting with over 200 partners in attendance
 - One for the week of the 2017 National Championship – over 40 of our team

 Upcoming.....We have:

- Seven (7) three-day site visits planned with CFP staff;
- Nine (9) additional AFHC Board meetings;
- Over 30 staff meetings and many more on-site planning meetings at the venues that will be used for ancillary events and the game on Monday, January 8; and
- Multiple local events to market the ancillary events, game, and the impact on the Atlanta community



How We Do It

NATIONAL CHAMPIONSHIP

HOST COMMITTEE
NEWS CONFERENCE





JANUARY 10, 2017
CAMPAIGN AND
BILLBOARDS

TAMPA TO ATLANTA





2017-2018 CAMPAIGN AND BILLBOARDS

GAME ON COUNTDOWN BOARDS

- 🏈 Four (4) boards daily
January 10-15
- 🏈 Two (2) boards daily for
entire year
- 🏈 Currently working
with the airport to use their
new LED screen above the
escalators to baggage claim

#ATLCHAMP2018 BOARDS

- 🏈 Six (6) boards daily
January 10-15





Delta

ATL
PRESENTS
COUNTDOWN TO CHAMPIONSHIPS

NATIONAL CHAMPIONSHIP

MONTHS	DAYS	HOURS
1234	56	7890

Atlanta begins with ATL

"I'M IN" MARKETING CAMPAIGN



PLAYOFF SEMIFINALS

NEW YEAR'S EVE

WHO'S IN?

ESPN

STREAMING LIVE ON

WATCH ESPN

JANUARY 17-24, 2017

ARE YOU IN?

OUTFRONT

THE REVEAL CENTENNIAL OLYMPIC PARK



JANUARY 24, 2017



OUTFRONT

THE CAMPAIGN FACES

I'M IN
MAYOR KASIM REED
ATLANTA

ATLANTA FOOTBALL HOST COMMITTEE
2018
#ATLCHAMP2018

OUTFRONT

A billboard featuring a portrait of Mayor Kasim Reed. The background is dark with a faint circular seal on the left and a stylized Atlanta skyline with the Georgia Dome in the center. The text is in white and gold. The billboard is mounted on a black metal structure against a blue sky with clouds.

I'M IN
JERRY KOSOFF
ATLANTA
PUBLIC SCHOOLS
TEACHER OF THE YEAR

ATLANTA FOOTBALL HOST COMMITTEE
2018
#ATLCHAMP2018

OUTFRONT

A billboard featuring a portrait of Jerry Kosoff, a smiling man with a goatee. The background is dark with a faint circular seal on the left and a stylized Atlanta skyline with the Georgia Dome in the center. The text is in white and gold. The billboard is mounted on a black metal structure against a blue sky with clouds.

I'M IN
ERIKA SHIELDS
CHIEF OF POLICE
ATLANTA

ATLANTA FOOTBALL HOST COMMITTEE
2018
#ATLCHAMP2018

OUTFRONT

A billboard featuring a portrait of Erika Shields, a woman with short brown hair. The background is dark with a faint circular seal on the left and a stylized Atlanta skyline with the Georgia Dome in the center. The text is in white and gold. The billboard is mounted on a black metal structure against a blue sky with clouds.

I'M IN
ZAC BROWN
ATLANTA

ATLANTA FOOTBALL HOST COMMITTEE
2018
#ATLCHAMP2018

OUTFRONT

A billboard featuring a portrait of Zac Brown, a man with a full beard and a hat. The background is dark with a faint circular seal on the left and a stylized Atlanta skyline with the Georgia Dome in the center. The text is in white and gold. The billboard is mounted on a black metal structure against a blue sky with clouds.

I'M IN
JOHN HALL
MARTA BUS OPERATOR
ATLANTA

ATLANTA FOOTBALL HOST COMMITTEE
2018
#ATLCHAMP2018

OUTFRONT

A billboard featuring a portrait of John Hall, a man wearing a black cap with the 'marta' logo. The background is dark with a faint circular seal on the left and a stylized Atlanta skyline with the Georgia Dome in the center. The text is in white and gold. The billboard is mounted on a black metal structure against a blue sky with clouds.

I'M IN
KEVIN GILLESPIE
OWNER/HEAD CHEF
GUNSHOW

ATLANTA FOOTBALL HOST COMMITTEE
2018
#ATLCHAMP2018

OUTFRONT

A billboard featuring a portrait of Kevin Gillespie, a man with a beard. The background is dark with a faint circular seal on the left and a stylized Atlanta skyline with the Georgia Dome in the center. A 'Taste' logo is visible in the bottom left corner. The text is in white and gold. The billboard is mounted on a black metal structure against a blue sky with clouds.

ATLANTA'S ALL IN.



ATLANTA FOOTBALL HOST COMMITTEE

2018

#ATLCHAMP2018

Where We Do It

- Local Events – Activation
- Support of the CFP's Foundation Extra Yards for Teachers program
 - \$1M in programs to support Atlanta's educational needs
- A local media event in summer
- Kickoff Luncheon – Labor Day weekend
- A "Who's In" watch party on selection Sunday





What's Next?

- Finalizing hotel agreements
- Finalizing CFP production partners
- Finalizing agreements for ancillary event venues
- Selling local hospitality and sponsorship packages
- Rolling out volunteer recruitment program
- Continue elevating local marketing campaign
- Board's assistance



The Bottom Line

- **Estimated economic impact of \$84M to the State of Georgia**
- **Approximately \$1.2M in rental and services to the GWCCA**
- **The invaluable number of national advertising impressions over the next year**
- **Further solidifying Atlanta as THE Home of Championship Events**
- **The opportunity to showcase Atlanta to the nations business leaders attending**





**NATIONAL
CHAMPIONSHIP**
ATLANTA 2018



THANK YOU





**Next Meeting:
Tuesday,
February 28, 2017**

