



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

FEBRUARY 28, 2023

Action Item

Approval of Minutes January 31, 2023



GWCCA TEAM MEMBER & DEPARTMENT RECOGNITION

Jen LeMaster
Chief Administrative Officer

Kevin Duvall
Chief Operating Officer



GWCCA Dept. of Public Safety



Officer Stacey Folds Officer James Foy



Team Member Milestones



Timmi Benton (20)
Police Captain



Scott Crutchfield (20)
CAD Systems Specialist



Christopher Davies (20)
Plumber I

Team Member Milestones



Terrell Jones (20)
Facility Manager - Housekeeping



Michael Leverett (30)
Electrician II



Agnes Reed (20)
Plumber II

Team Member Milestones



Kevin Rutledge (25)
Chief Engineer



Chris Sims (20)
Facility Manager - Exterior

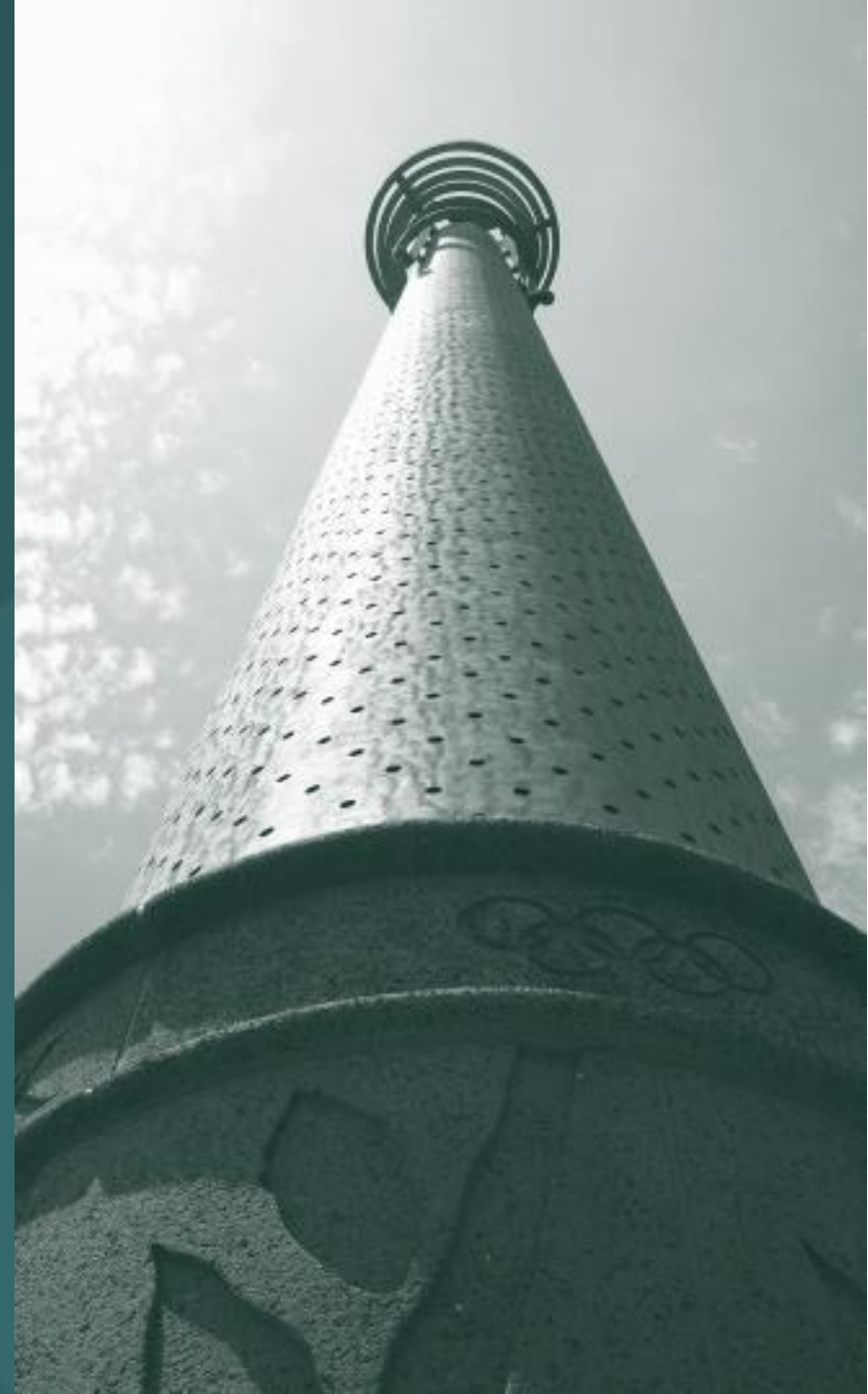


Matthew Williams (30)
Engineering Services Manager



FINANCIAL UPDATE

Janet Arsenault
Sr. Director of Finance



Welcome Rey Rodriguez

- Director of Finance
- Primary responsibilities include performing financial planning and analysis, revenue/cost optimization, and management reporting and analytics
- Hospitality experience includes ascending roles with IHG's Kimpton Hotels and Mainsail Lodging & Development



FY22 Audit Report Summary

- Unqualified Audit Opinion (no findings)
- \$3.2 million reclassified from current to noncurrent liabilities (PSLs)
- Presentation and disclosure changes to Notes
- Reclassifications on Cash Flow Statement for lease activity (GASB 87), Bond Interest Expense, and Hotel Project Expenses

Financial Snapshot: January



| Month | Budget | Actual | Variance |
|----------|-------------|-------------|-----------------|
| Revenue | \$3,191,469 | \$4,177,624 | ↑ \$986K 31% |
| Expense | \$3,953,124 | \$4,203,741 | ↑ \$251K 6% |
| Net Loss | (\$761,655) | (\$26,117) | ↑ \$736K |

Financial Snapshot: YTD thru January



| Month | Budget | Actual | Variance |
|----------------------|---------------|--------------|-----------------|
| Revenue | \$24,902,731 | \$30,410,693 | ↑ \$5.5M 22% |
| Expense | \$26,593,293 | \$27,520,927 | ↑ \$928K 2% |
| Net Profit (Loss) | (\$1,690,562) | \$2,889,766 | ↑ \$4.6M |

Financial Snapshot: January 2023



| YTD Profit / Loss | |
|-------------------|-------------|
| 2020 | \$286,010 |
| 2023 | \$2,889,766 |

| | | | |
|-----------------|--------|--------|------|
| YTD H/M Tax | Actual | \$4.6M | |
| | Budget | \$4.2M | >11% |
| | FY22 | \$3.5M | >31% |

| | |
|------------------------------|------------------------------------|
| Customers (estimated) | Economic Impact (estimated) |
| 229,864 | \$94,325,912 |

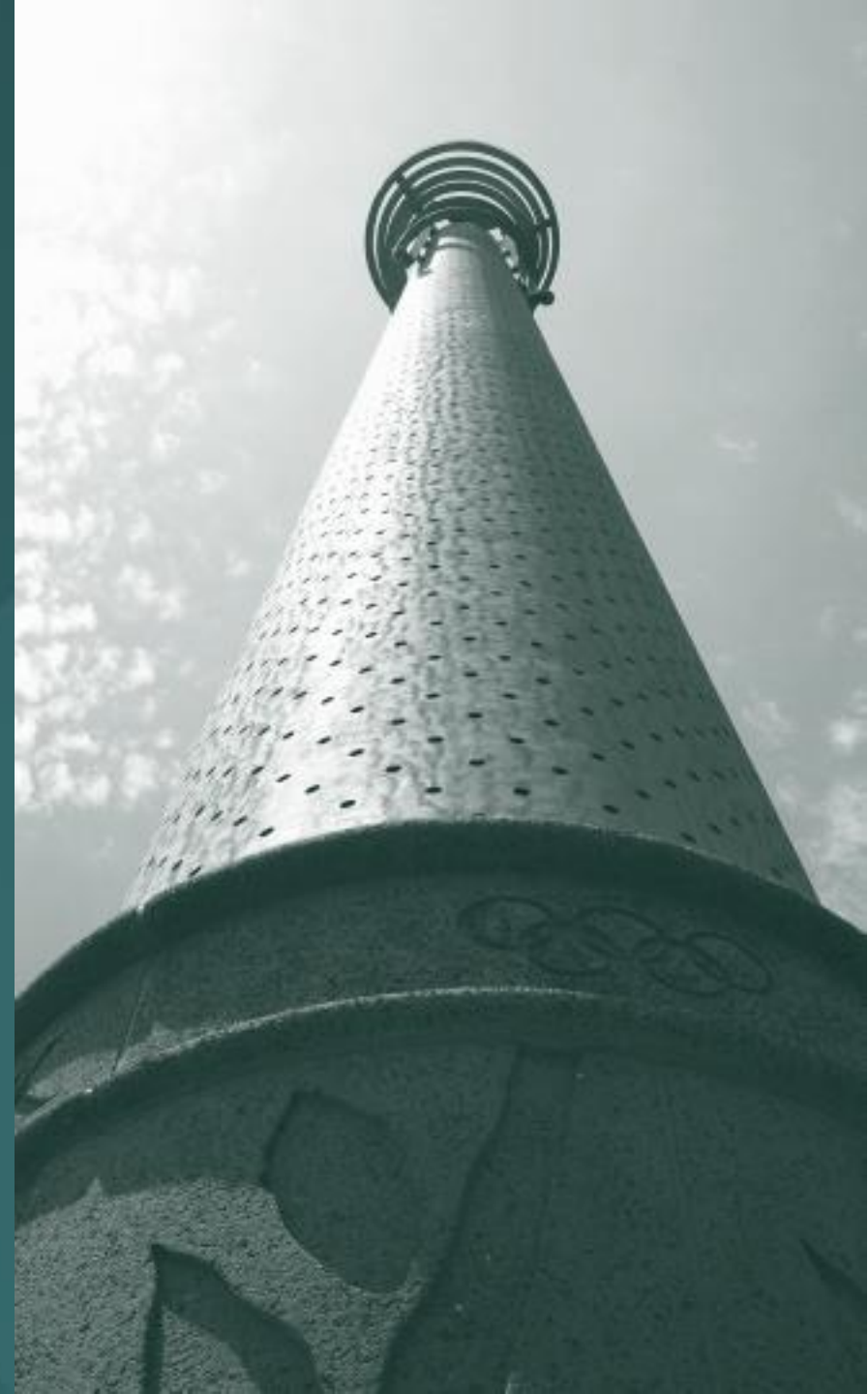
Questions?



CCLD UPDATE

Thomas Lloyd
Managing Director, CCLD

Joe Bocherer
Chief Commercial Officer



CCLD Networks

- Technology Services Provider specializing in the convention and hospitality markets
- CCLD Networks has been the IT services partner of GWCCA since 1994
- Contract was renewed in FY20

System Improvements Overview



CAMERA
SYSTEM



EOC VIDEO
WALL



MEETING ROOM
SIGNAGE



BANNER BOX –
LED BOARDS



WIFI-6
UPGRADE



IOT SENSORS



CYBER SECURITY
– DARKTRACE



LED BILLBOARDS

Camera System

- Added 450 views to the IP Camera System
 - Now have over 1000 camera views on GWCCA's Campus
 - Using AI to learn patterns and can monitor and alert based off specific criteria
 - Integrated exterior cameras from State Farm Arena and Georgia Aquarium into GWCCA system for more visibility

Emergency Operations Center Video Wall

- Installed (18) 55-inch monitors that connect to the camera system
- Can display up to 648 cameras giving Public Safety and Emergency Management team a clear picture of the campus



Meeting Room Digital Signage

➤ Meeting Room Digital Signage

- Installed 120 monitors on the exterior of meeting rooms, ballrooms, and auditoriums
- Used to display meeting room schedules, sponsorship information, and logos
- Created a custom content management system for customer ease of use



System Improvements

- Upgraded the network infrastructure to support these systems
- Installed additional cabling for future projects
- These projects were completed in time for IPPE in January 2020

Banner Box LED Boards

- With the redesign of the International Blvd. entrance, we saw an opportunity to move from static signage to digital LED boards
- Installed (4) 10-foot by 6.5-foot LED screens in July 2022



WiFi-6 Upgrade

- Installed 400 Wireless Access Points
- Can support up to 30,000 concurrent connections
- Project completed on Feb. 16, 2023
- In place for IPPE and AHR; have seen a 60% increase in speed in high density areas

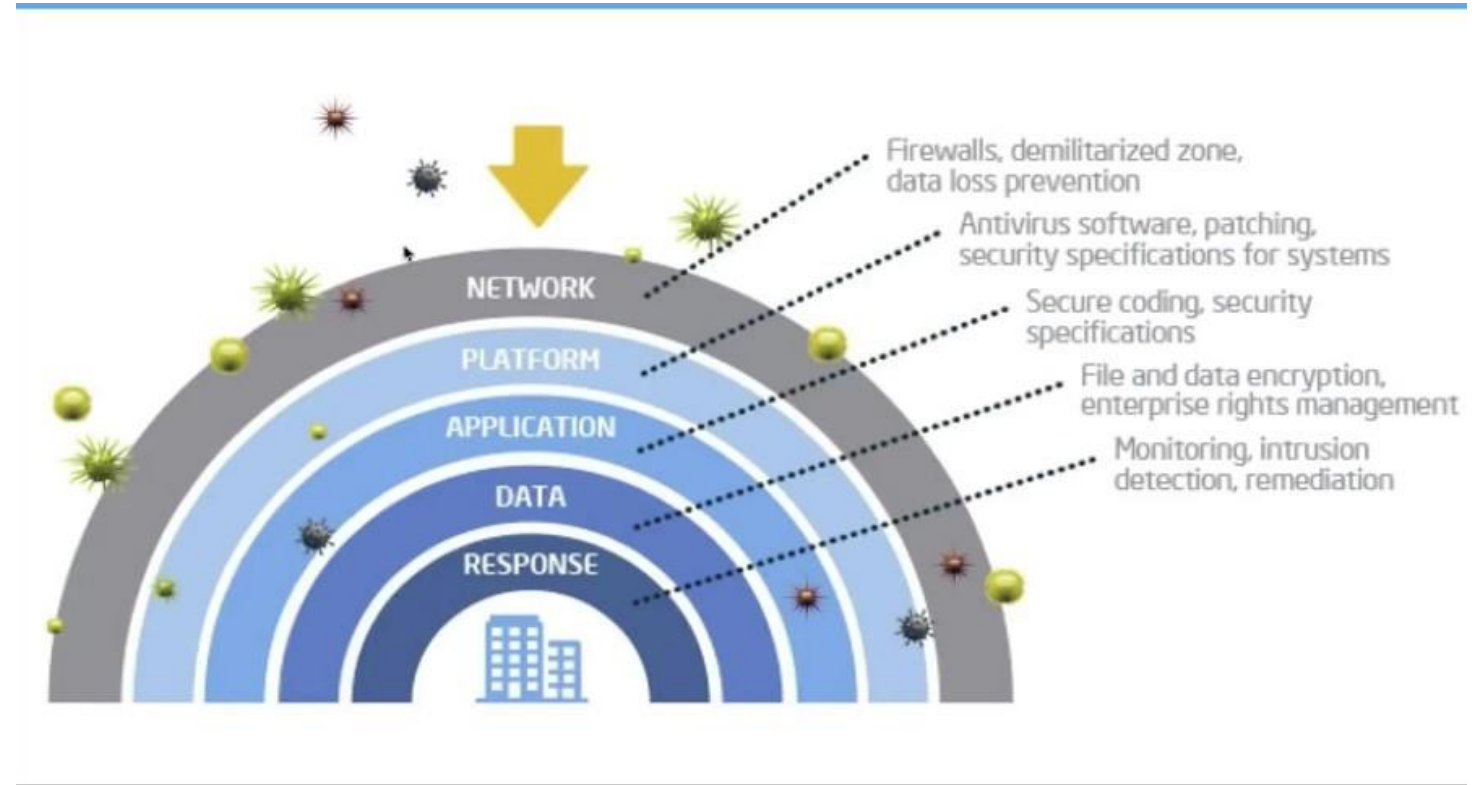
IOT Sensors

- Installed data collectors throughout the meeting space
- Installed temperature, water, and proximity sensors
- Installing additional sensors as the need arises



Cybersecurity: DarkTrace

- GWCC has always taken both physical and cybersecurity very seriously
- Defense in Depth approach to cyber security
- Added DarkTrace to our cybersecurity arsenal in July 2022



Cybersecurity: DarkTrace

- Darktrace adds another layer to the Defense in Depth model
- Uses AI and Machine Learning to continuously identify threats, alert our team members, and halt the attacks
- Establishes “patterns of life” behavior for devices on the system



Outdoor LED Billboards

- Current billboards are out of date
- Difficult to secure replacement parts
- Incompatible components and management systems

Marietta Street Billboard



East Plaza Billboard



Thomas Murphy Ballroom (East) Billboard



Thomas Murphy Ballroom (South) Billboard



Overall Satisfaction

4.9

Questions?



SIGNIA BY HILTON ATLANTA: SALES & MARKETING QUARTERLY UPDATE

Kyle Stevens
Director of Sales & Marketing

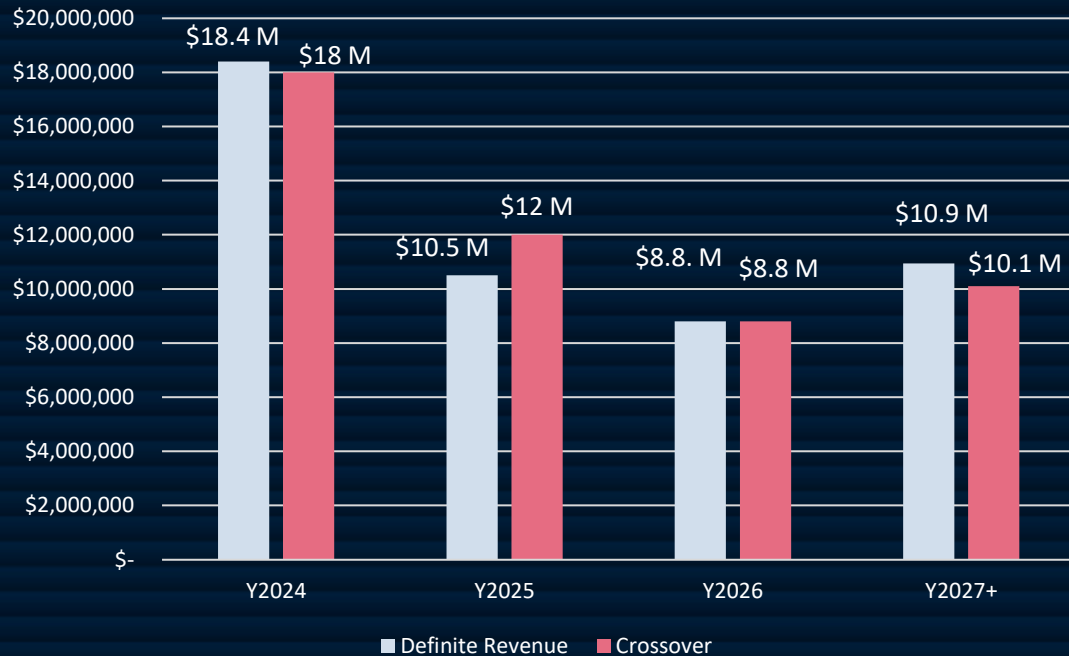
Teri Agosta
General Manager



Current Pace and Position of Hotel

Signia
Hilton

Definite vs Year End 2022 Crossover Goals



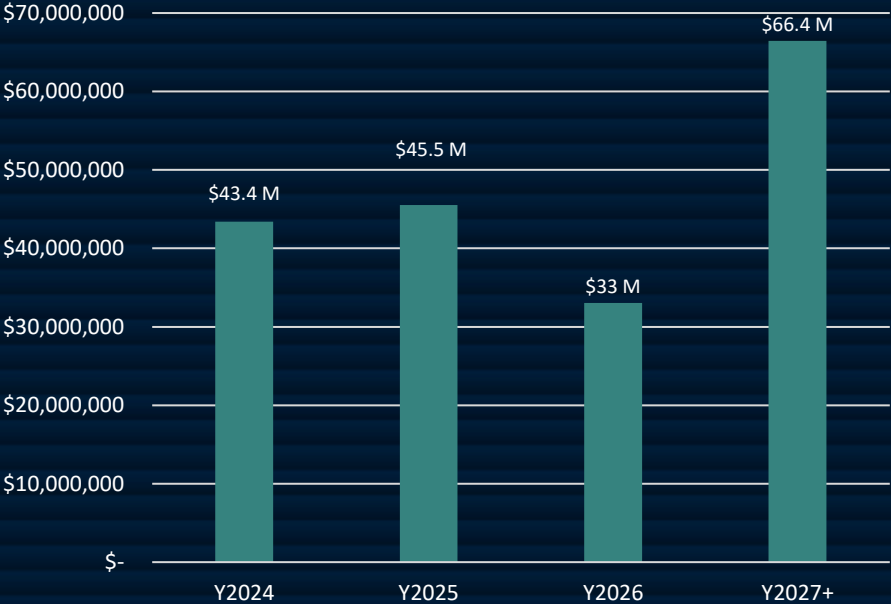
Total Definite Revenue: \$48.6 M

- Production for Q4 finished at 105% to goal
- Team secured \$12.5 M in rooms revenue to quota of \$11.9 M on 43,845 RN in final quarter of 2022
- Production placement for 2024 & 2025 made-up 66% of group room revenue capture for Q4
- Production ADR from final '22 quarter was \$285
- Club Signia interest continues to assist in ADR growth
- To date, we have contracted \$49.6 M in group rooms revenue through the cycle on 181,655 RN

Sales Metrics

- Total Prospect & Tentative revenue equates to \$188.3 M
- 5.5% increase from Q3's Prospect & Tentative revenue of \$178.5 M

Prospect & Tentative Revenue 2024 – 2027+



Total Prospect & Tentative Revenue: \$188.3 M



Sales Update



- Attendance to IMEX with Signia Brand presentation
- Sales calls including Experient networking opportunity in St. Louis
- Representation at ACVB Sustainable Meeting Workshop(s) with customer base
- Active participant in Democratic National Convention visit to Atlanta
- SmithBucklin visit and presentation along with HWS in Chicago
- Monthly collaboration with Signia branded hotels
- Scheduled calls with Hilton Worldwide Sales leaders
- Hard hat tours for group tentatives, in addition to acquisition accounts
- Attendance to PCMA and Signia brand activation
- Scheduled conference in Orlando to present Signia brand to MCAF
- Interviews and hiring of sales professionals that are considered local and on property
- GE presentation and site inspection to 16 decision makers
- Annual Sales Retreat to discuss goals, objectives and needs moving forward

Marketing Update

- Citizenship Presentation
- Cvent Opportunities
- HWS Newsletter
- Monthly Collaboration w/GWCC
- Public Relations
- Social Media
- Topping Off
- Vanity Website-C&E build out

Signia by Hilton Atlanta
342 followers

Opening January 2024. Helping book your event right now. Select "Book Events" in the upper right corner of our website for more information. See our floor plans: <https://lnkd.in/eHtaBBZ2>

Meeting, Event & Travel Planning with Hilton
16,239 followers
4d · Edited ·

Hilton's President and CEO, Chris Nassetta, took the Main Stage alongside other leaders at PCMA Convening Leaders 2023 last week to discuss what's next for the business events industry.

MEETINGS & EVENTS PAGE BOOKING FORM EXPANDED

NOTES

- + Full form slides out from right side when clicked
- + Form submits to atwc_smi@hilton.com

Let Us Host You

To book your next big event or to get more information about our spaces and services, please fill out the form below and we will contact you shortly.

First Name Last Name

Phone Email

Your Location - City Your Location - State

Company or Individual Hosting

Event Date(s)

Estimated # of Attendees

Submit

PLAN YOUR EVENT

Signia by Hilton, Atlanta (Opening Q1 2024)

159 Northside Dr NW Atlanta, GA 30313

Overview Meeting Space Guest Rooms Nearby More

Overview

| | | | | |
|-------|------------------|----------------|----------------------------------|------------------|
| Chain | Hilton | Built 2024 | Total meeting space 12,077 sq. m | Venue type Hotel |
| Brand | Signia by Hilton | Renovated 2024 | Guest Rooms 975 | |

Save The Date

Tuesday, March 28th, 2023

Signia by Hilton
ATLANTA
GEORGIA WORLD CONGRESS CENTER

Topping Off Ceremony

Begins at 11 a.m.

Elevate the Occasion

Anticipation that's felt the moment you arrive.

Set within the largest combined convention, sports and entertainment campus in North America, Signia by Hilton Atlanta will open as one of the city's largest hotels offering over 130,000 total square feet of flexible

MEETINGS & EVENTS PAGE VIEW BY CAPACITY SECTION

NOTES

- Find Your Venue Section
- + View By Capacity selected
- + User can filter by Event Type, Event Size and/or select Indoor/Outdoor
- + Applicable venue spaces are shown in a full capacity chart

Find Your Venue

VIEW BY FLOOR VIEW BY CAPACITY

FILTER BY EVENT TYPE

FILTER BY EVENT SIZE

INDOOR/OUTDOOR

| ROOM | VIEW ALL | BOARD MEETINGS | WEDDINGS | LARGE EVENTS | BIRTHDAYS | BAR/BAT MITZVAHS | SESSIONS | MAX CAPACITY | U SHAPE | BANQUET ROUNDS | THEATER | CLASSROOM | FLOORPLAN |
|--------------------------------|---------------|----------------|----------------------|--------------|-----------|------------------|-----------|--------------|---------|----------------|---------|-----------|-----------------|
| Dream Ballroom | 7 | | | | | | 137.4 ft. | 816 | 105 | 550 | 816 | 459 | View Download |
| Dream Ballroom Prefunction 1 | 2 | | | | | | 27 ft. | 140 | - | 140 | - | - | View Download |
| Dream Ballroom Prefunction 123 | 4,342 sq. ft. | 18 ft. | 23.7 ft. x 191.5 ft. | | | | | 220 | - | 220 | - | - | View Download |
| Dream Ballroom 1 | 2,557 sq. ft. | 18 ft. | 59.8 ft. x 44.5 ft. | | | | | 216 | 57 | 150 | 216 | 108 | View Download |
| Dream Ballroom 152 | 5,376 sq. ft. | 18 ft. | 59.9 ft. x 93.5 ft. | | | | | 504 | 99 | 350 | 504 | 324 | View Download |
| Dream Ballroom 2 | 2,819 sq. ft. | 18 ft. | 59.9 ft. x 49 ft. | | | | | 240 | 57 | 200 | 240 | 162 | View Download |
| Dream Ballroom 283 | 5,331 sq. ft. | 18 ft. | 59.9 ft. x 93 ft. | | | | | 504 | 99 | 350 | 504 | 324 | View Download |
| Dream Ballroom 3 | 2,512 sq. ft. | 18 ft. | 59.8 ft. x 43.9 ft. | | | | | 216 | 57 | 150 | 216 | 108 | View Download |
| Peace 1 | 687 sq. ft. | 11 ft. | 26.5 ft. x 29.7 ft. | | | | | 40 | 15 | 20 | 40 | 27 | View Download |
| Peace 2 | 713 sq. ft. | 11 ft. | 26.5 ft. x 30.3 ft. | | | | | 44 | 15 | 20 | 44 | 27 | View Download |
| Peace 3 | 627 sq. ft. | 11 ft. | 26.5 ft. x 25.1 ft. | | | | | 36 | 18 | 20 | 36 | 27 | View Download |
| Peace 354 | 1,260 sq. ft. | 11 ft. | 26.5 ft. x 50.2 ft. | | | | | 88 | 42 | 40 | 88 | 54 | View Download |
| Peace 4 | 633 sq. ft. | 11 ft. | 26.5 ft. x 25.1 ft. | | | | | 36 | 18 | 20 | 36 | 27 | View Download |
| Peace 5 | 782 sq. ft. | 11 ft. | 23.9 ft. x 37.4 ft. | | | | | 56 | 21 | 30 | 56 | 36 | View Download |
| Heritage Lounge | 572 sq. ft. | 11 ft. | 24.4 ft. x 23.9 ft. | | | | | 32 | 18 | 30 | 32 | 18 | View Download |

Building a Bridge



- In the month of November, we hosted the Atlanta Black Chamber and Morris Brown College for another EBO/SBO Mixer. It was well attended with 20+ people.
- Currently planning a mixer for Q1 with National Minority Business Enterprise Input Committee (MBEIC) and Greater Woman Business Council (GWBC).
- Continued partnership with Hilton's Diverse Supply Chain network and opportunities moving forward.
- Acquired LTP Printing for printing services such as the Opening Soon Banner and Giant Peach for the topping off ceremony in March 2023
- Scheduled bi-weekly check-in meetings with the law firm to share updates etc.



Anticipated EBO Spend

Areas of Vendor Opportunity (Pre Opening)

- Signage
- Graphic Design
- Printing (Promotional Material)
- VIP Items and Gift Items
- Office Supplies/Equipment
- Photography
- Catering (Meet & Greet)
- Transportation (Limo Services)
- Florist (Offices and Events)
- Office Decoration (FF&E –Furniture Fixtures and Equipment)

Areas of Vendor Opportunity (Post Opening)

- Signage
- Laundry Services
- Security
- VIP Items and Gifts Items
- Photography
- Transportation
- Gardening/Landscaping Services
- F&B Products
- Artesian Serving Product
- Spa Products

Educational Terms

- Affiliate ICW Capture
- Contractual Performance
- C.P.O.R-Cost per Occupied Room
- Group Deployment
- Local Catering
- ROGR – Rev per occupied group rooms
- Segmentation
 - Acquisition
 - Reactivation
 - Retention



Questions?



SIGNIA BY HILTON ATLANTA: CONSTRUCTION UPDATE & TOPPING OFF PREVIEW

Theonie Alicandro
COO/General Counsel, Drew Company



Construction Update



February 2022



February 2023

Construction Update



Construction Update



AYIB

Construction Update



4th Floor Entrance from AYIB



Construction Update



Nest on Four Sports Bar

Construction Update



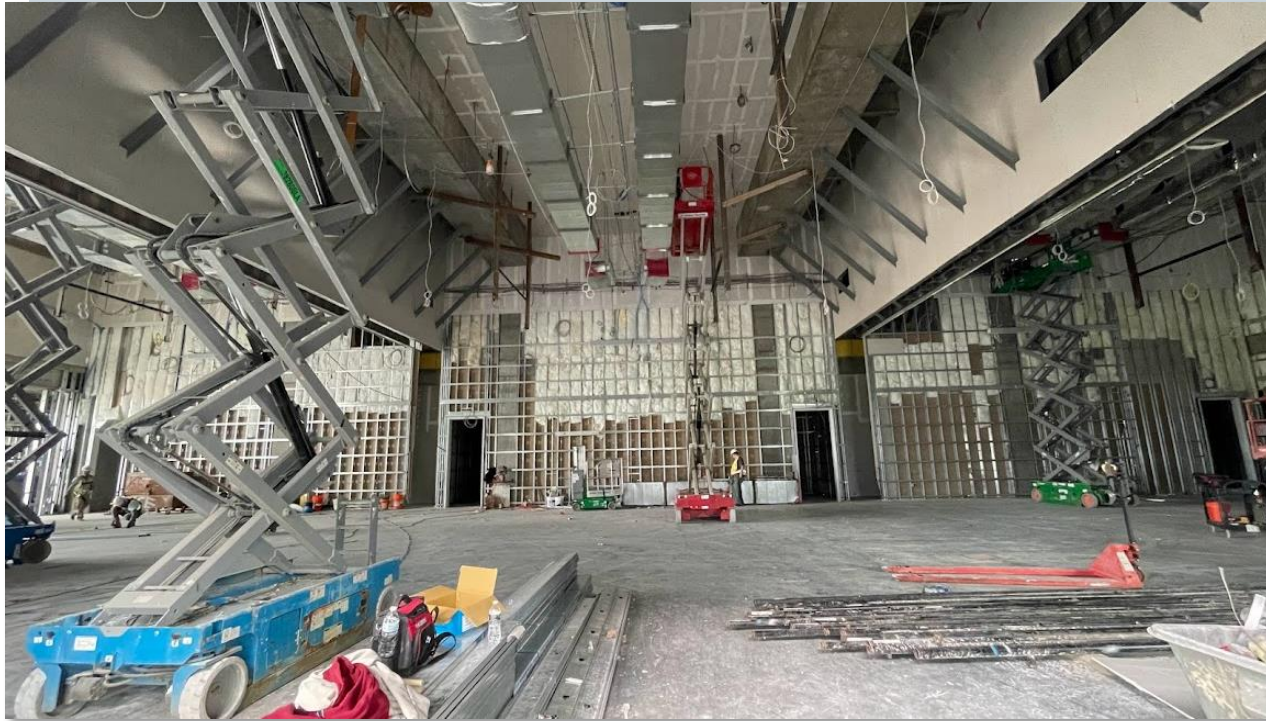
Club Signia

Construction Update



Lobby Bar

Construction Update



Dream Ballroom

Schedule

- Per Change Order No. 004, Substantial Completion Date is **Dec. 18, 2023**
- Previously reported tracking one (1) day behind schedule from material shortage issue in May 2022 and eight (8) days of delays due to adverse weather for a total of nine (9) days
- Hilton milestones and Substantial Completion Date are still intact
- Average number of workers on site per day: 604 (last month was 485)
- Over 1 million man-hours worked!
- Schedule reviews being conducted by CASCAD-e

90-Day Outlook

- Topping Off milestone (Mid-March)
- Commence tile work in guestroom bathrooms
- Commence installation of guestroom lit vanity mirrors and vanities
- Installation of kitchen hoods, coolers, and freezers
- VS1 wall completion (lobby curtainwall)
- Podium dry-in
- AYIB structural steel installation



Development Budget Update

\$450,422,688

Total development budget

\$241,783,583

Total spend through 1.31.2023

53.7%

Percent spend through
1.31.2023

Topping Off Ceremony: March 28, 2023

- Topping Off Ceremony on Orange Parking Deck roof at 11:00 am
- Lunch following ceremony in Authority Boardroom: 12:00 pm
- Board Meeting: 12:30 pm
- Site Tour: 1:15 pm

Questions?



Executive Session





SIGNIA BY HILTON ATLANTA: ASSET MANAGEMENT AND COMPLIANCE UPDATE

Melana McClatchey
Hotel Counsel



ASSET MANAGEMENT AND COMPLIANCE

- QMA
- Contracts and Process
- Compliance Training
- Hilton personnel
- Important dates
- Internal Compliance
- Development agreement
- Technical services agreement
- Policy committee

Questions?

Next Meeting

March 28, 2023



Georgia World
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Authority

THANK YOU