

Georgia World Congress Center Authority

March 28, 2017

Board of Governors Meeting



Financial Snapshot – February 2017



Profit/Loss



Actual	\$1,934,405	\$943,584
Budgeted	\$1,639,923	\$734,674
Actual YTD	\$6,920,461	\$16,555,872
Budgeted YTD	\$5,406,983	\$12,328,192



H/M Tax YTD

Actual **\$4.01m**

Budget **\$3.88m**

FY16 **\$3.9m**

3.5%

2.8%



Customers

(Estimated)

258,267



Economic

Impact

(Estimated)

\$187.4M



GWCCA Sales Update

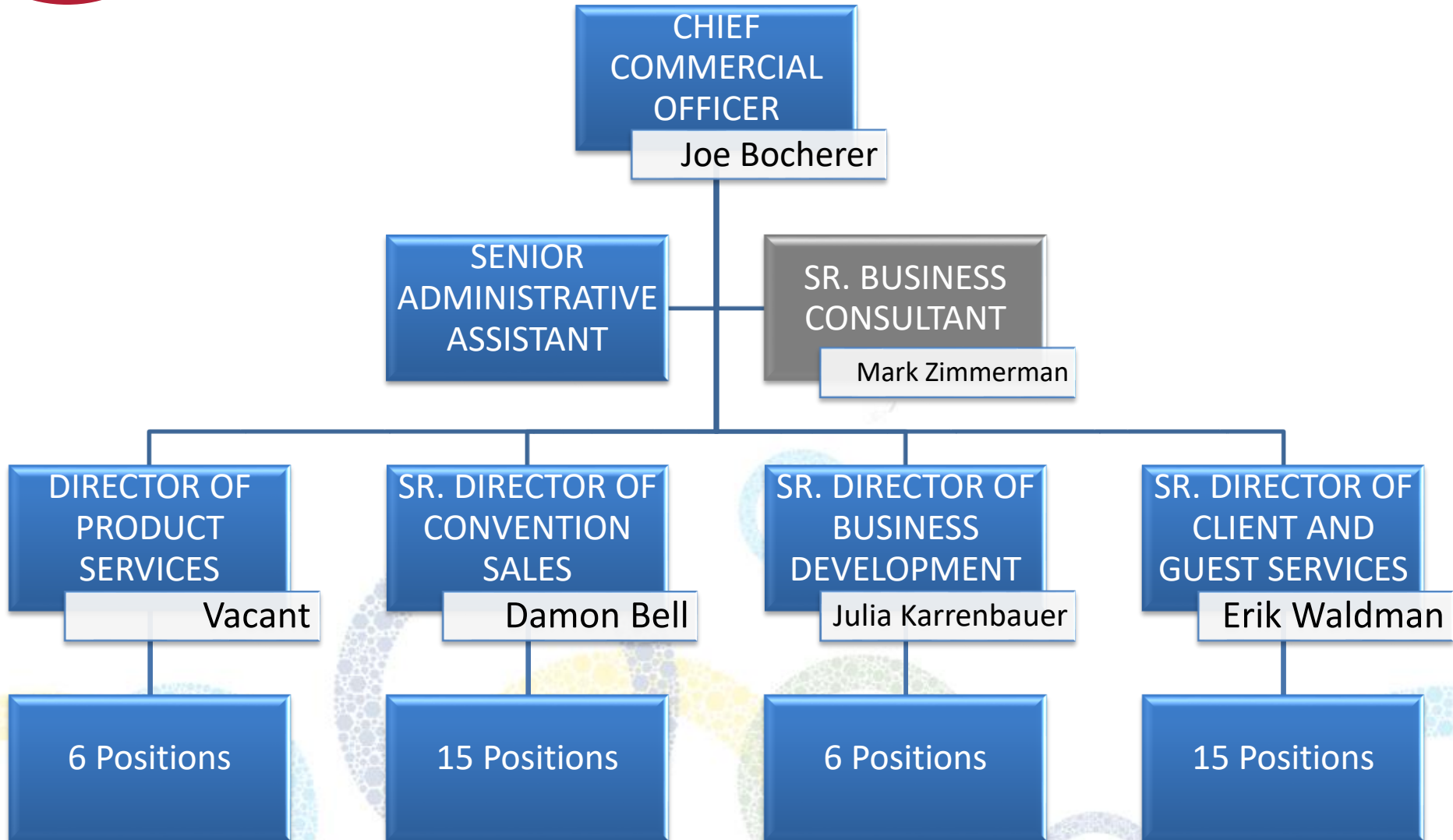
Joe Bocherer

Chief Commercial Officer





Commercial Team Structure





ACVB/Partnership

- Strategic Alignment of Sales Teams
- Telling the “Story” ... Connector, Hotel Development, Terrazzo Flooring Project, COP Vision
 - Tradeshow Visibility
 - Combined Marketing & PR
- Lead Management/Speed to Market





Customer Engagement

Enhancing the customer experience:

- Site Visit Process
- Client Services/Guest Engagement
- Customer Survey

GEORGIA
WORLD
CONGRESS
CENTER
AUTHORITY





Social Table Success



- Doubled revenue over the first 3 months of the calendar year vs LY – \$148K to \$308K
- Average daily sales up by nearly \$2,000 or 23%
- The total number of checks are up 19,534 or 512%

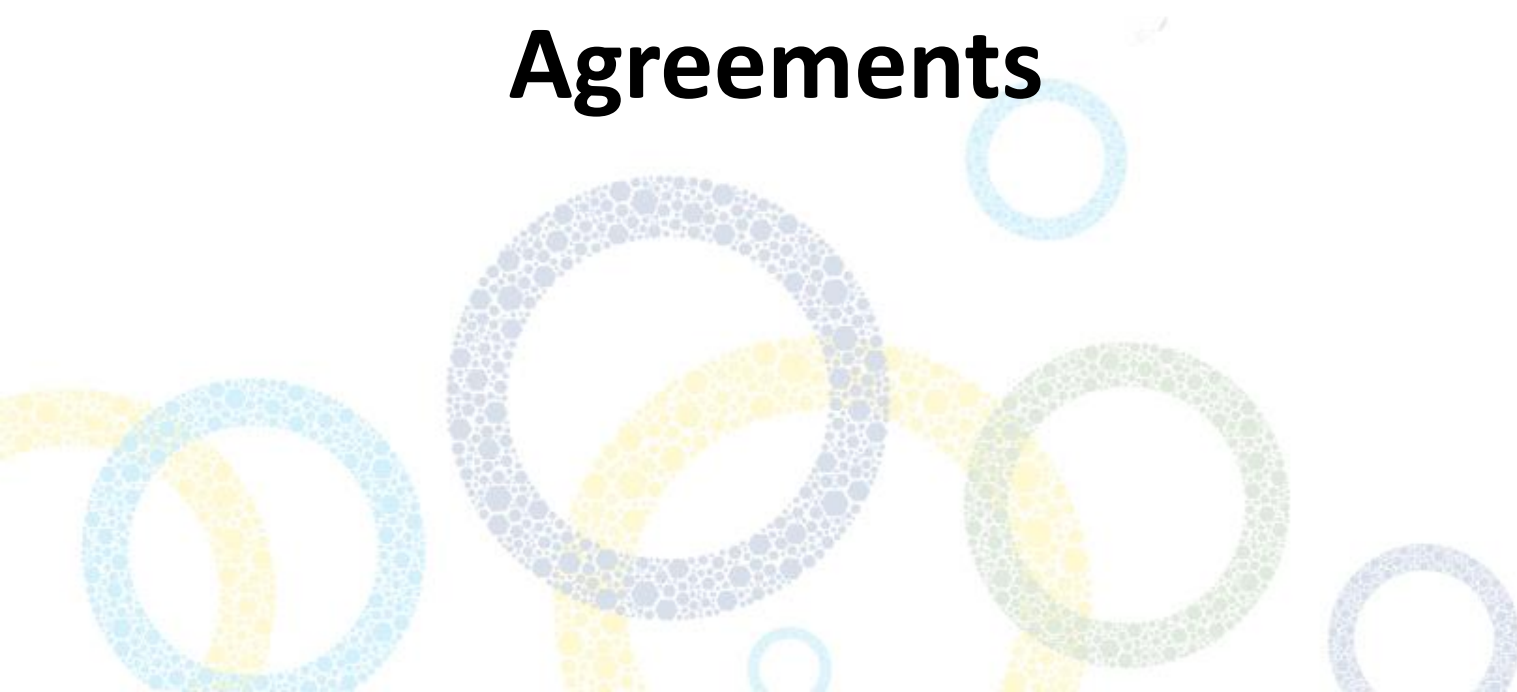




Resolution



Temp Labor Services Agreements





Next Meeting:
Tuesday,
April 25, 2017

