




Georgia World Congress Center Authority

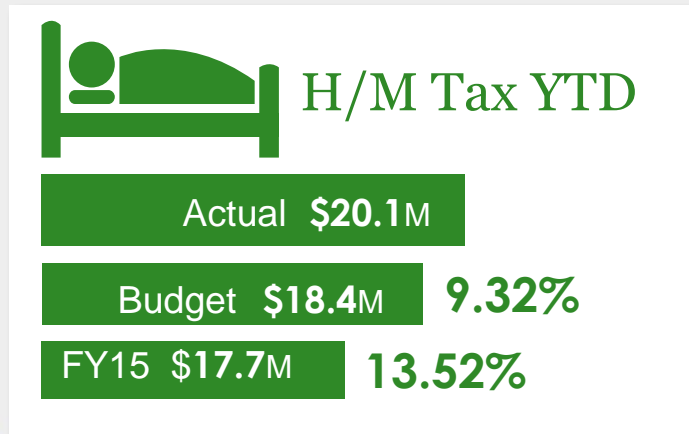
March 29, 2016

Authority Meeting



Financial Snapshot – February 2016

Profit/Loss	 GEORGIA WORLD CONGRESS CENTER	 GEORGIA DOME	 CENTENNIAL OLYMPIC PARK
Budgeted	\$1,052,747	\$1,131,612	(\$62,667)
Actual	\$1,757,699	\$1,901,576	(\$67,899)
Budgeted YTD	\$461,186	\$28,796,358	(\$110,450)
Actual YTD	\$1,359,647	\$31,192,759	(\$485,256)





Spring Event Schedule

Julia Karrenbauer

Sr. Director of Business Development





Upcoming Events



- Sweetwater 420 Festival - April 22-24
- Shaky Knees Festival - May 13-15
- Shaky Beats Festival - May 20-22
- 20th Anniversary Celebration - July 16





April 22-24

- Fourth Year at COP
- 3 Days with 3 Stages
- 15,000-20,000 per day
- Earth Day Partnership





SHAKY KNEES

ATL MUSIC FEST GA

May 13-15

- Fourth year for the event in Atlanta – First year with GWCCA
- Utilizing both COP and International Plaza
- 3 stages in COP, 2 stages on the Plaza
- 20,000 per day
- 30-50 years old
- RFID wristbands
- Neighborhood Partnerships





SHAKY BEATS

MUSIC FESTIVAL

May 20-22

- First year for the event
- 3 stages in COP
- Electronic/Live Band music
- 18-35 years old
- 10,000 -15,000 per day





July 16

- 20th Anniversary Celebration of the Atlanta Olympic Games
- Focus on volunteers
- Free and open to the public
- Various entertainment elements throughout the day





Festival Operations Plan

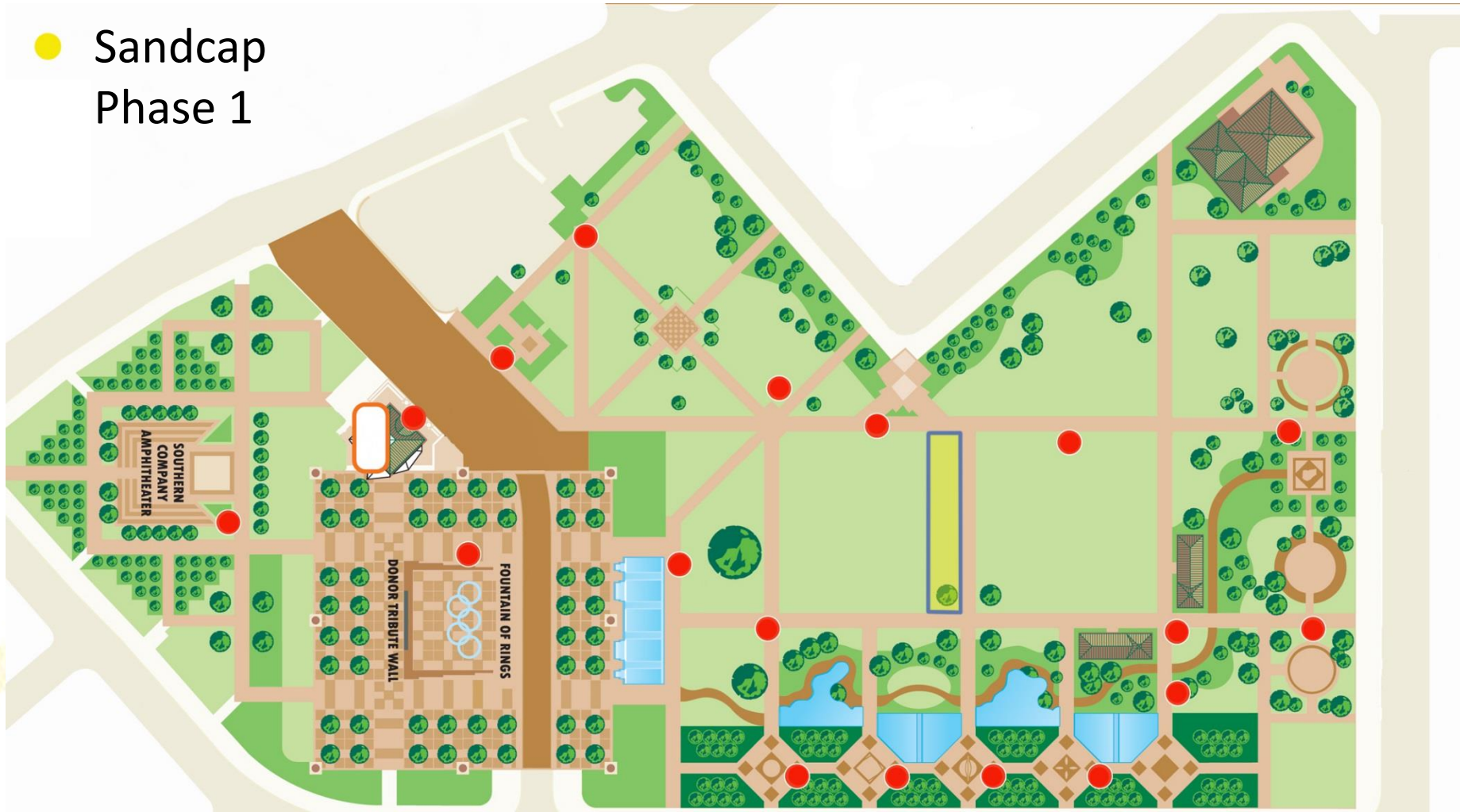
Patrick Skaggs

Sr. Director of Campus Operations



Festival Operations Plan

● Sandcap
Phase 1



Festival Operations Plan

● Tarps



Festival Operations Plan

● Decking



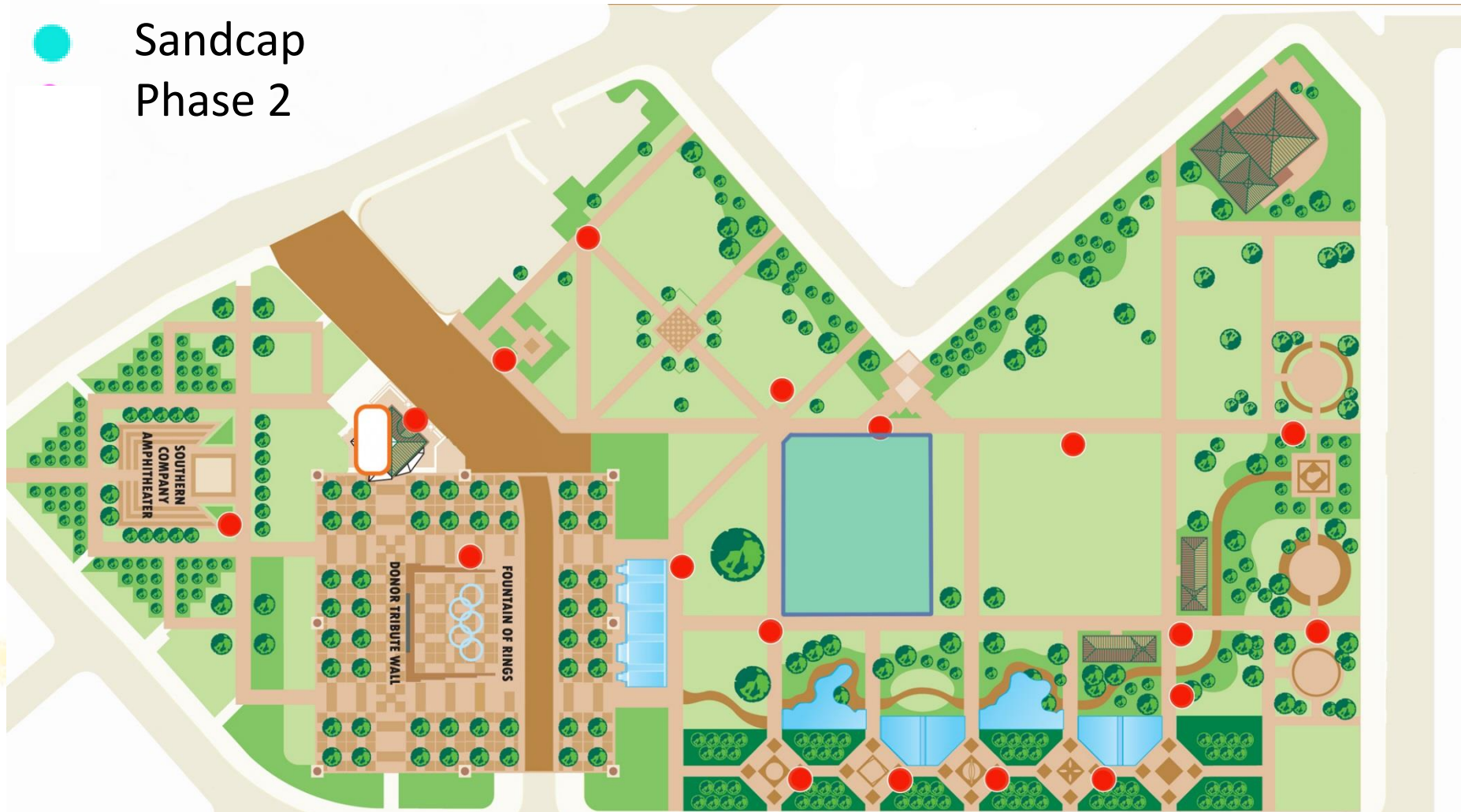
Festival Operations Plan

- Tarps
- Decking



Festival Operations Plan

 Sandcap
Phase 2



Sandcap project



Sandcap project



Sandcap project





Park Vision Update





Acquisition of Metro Atlanta Chamber of Commerce Building

Pargen Robertson
Legal Counsel





Option for Purchase of Real Property



- Recall that the Option Agreement was executed on **October 30, 2015**
- The Authority paid to MACOC **\$200,000** at the time it executed the Option Agreement (which counted as a credit toward the purchase price if in fact the Authority later exercised the Option)





Exercise of the Option

- Subsequently, on **December 28, 2015**, the Authority **exercised** its option
- At that time, the Authority paid to MACOC an additional **\$300,000** (which also counted as a credit toward the purchase price)





Closing on MACOC Acquisition

- The transaction closed on March 23, 2016. At that time, the **\$10 million balance** of the purchase price was funded (for a total acquisition price paid to MACOC of \$10.5 mm)





MACOC's Lease Rights and Demolition

- Pursuant to the terms of the deal, MACOC is granted a right to **lease office space** for 9 to 12 months after closing





Questions?





Adopt A Brick Campaign

Rebecca Mobley

Marketing and Media Manager





Adopt A Brick History



1996 Adopt A Brick Campaign

- \$35
- 480,000+ bricks sold
- Paper, mail in order forms
- No email addresses

2016 Adopt A Brick Campaign

- \$65
- 42,000+ bricks to sell
- Digital
- Pedestrian Gateway





Adopt A Brick Timeline

- **October 2015** - Procurement team commenced
- **December 2015** – Awarded Fund Raisers, Ltd. Adopt A Brick bid
- **January 2016** – Launched Website
- **February 1** – GWCCA staff invitation to purchase
- **February 15** – Community partners and neighbors invitation to purchase
- **March 7** – Public announcement of Adopt a Brick Launch





Adopt A Brick



Celebrate your
MEMORIES &
MILESTONES

ORDER YOUR BRICK TODAY!

A circular logo with a sunburst effect, containing the text '20TH CENTENNIAL OLYMPIC PARK ANNIVERSARY' and a laurel wreath with the number '100'.

**PERFECT WAY
TO SECURE
YOUR PLACE
IN OLYMPIC
HISTORY.**

An 8x8 inch brick with the text: 'THE JOHNSON'S JOHN, MARY SARAH & MATT 2016'.

8" x 8" BRICK \$125
with 4 lines of text

A 4x8 inch brick with the text: 'FRED SNYDER 3/7/2016'.

4" x 8" BRICK \$65
with 2 lines of text



Honoring THE Legacy

1.844.496.BRICK (2742)

CUSTOMER SERVICE HOURS: 9AM-8PM EST

CENTENNIAL OLYMPIC PARK RELAUNCHES WILDLY SUCCESSFUL ADOPT-A-BRICK CAMPAIGN AND ANNOUNCES DATE FOR 20TH ANNIVERSARY OLYMPIC CELEBRATION

ATLANTA
(GWCCA)
Program,

ATLANTA
BUSINESS CHRONICLE

SUBSCRIBE NOW *Limited Time Offer*

Search

From the Atlanta Business Chronicle:
<http://www.bizjournals.com/atlanta/news/2016/03/08/centennial-olympic-park-launches-new-brick.html>

[Click to Print Now](#)

Centennial Olympic Park launches new brick campaign, announces 20th anniversary Olympic celebration

Mar 8, 2016, 2:14pm EST Updated: Mar 8, 2016, 2:26pm EST

The state agency that oversees Centennial Olympic Park is launching a new Adopt-A-Brick program to mark the makeover of the park.

The Georgia World Congress Center Authority is launching a new Adopt-A-Brick program at Centennial Olympic Park that served as a focal point for the 1996 Olympic Games. The program will form a pedestrian gateway that stretches from the front steps of the College Football Hall to the front steps of the Georgia World Congress Center.

It's part of a major revamp of the park that includes demolishing the Metro Atlanta Chamber building and building a new arena.

The new brick program builds upon one of the park's most popular programs, the Adopt-A-Brick program, which was launched in 1996. That campaign sold more than 100,000 bricks.

"We are thrilled to bring back such a popular program to Centennial Olympic Park and the 1996 Olympic Games," Frank R. Williams, CEO of the Georgia World Congress Center Authority, said. "We will be the stewards of a place that so many people love."





Adopt A Brick Next Steps

- Opportunity for the community to honor the legacy of Centennial Olympic Park
- Community Engagement
 - Social media campaigns
 - Co-marketing with 20th Anniversary Celebration
 - Engagement of campus events and partners





Legislative Update

Lindsay Strickland

Director of Government Relations

Robb Willis

Troutman Strategies





GWCCA Flooring



- CAPX request – FY13 through FY18
- 2013 Board retreat - Updated Board on our FY14 capital request to replace Building C carpet.
- FY15 - \$2.235M received (GWCC-37)
- 2014/15 - TVS selected to create a flooring master plan
- 2016 – RFP for flooring
- March 2016 staff recommendation





GWCCA Flooring Project Update



Adam Straight

Sr. Director of Project and Program
Management

Andy McLean

TVS

Emery Leonard

TVS

Danielle Trost

TVS





Scope of Work (Terrazzo)

Where? - Building C to Terraces
Restaurant (87,500 sq. ft.)

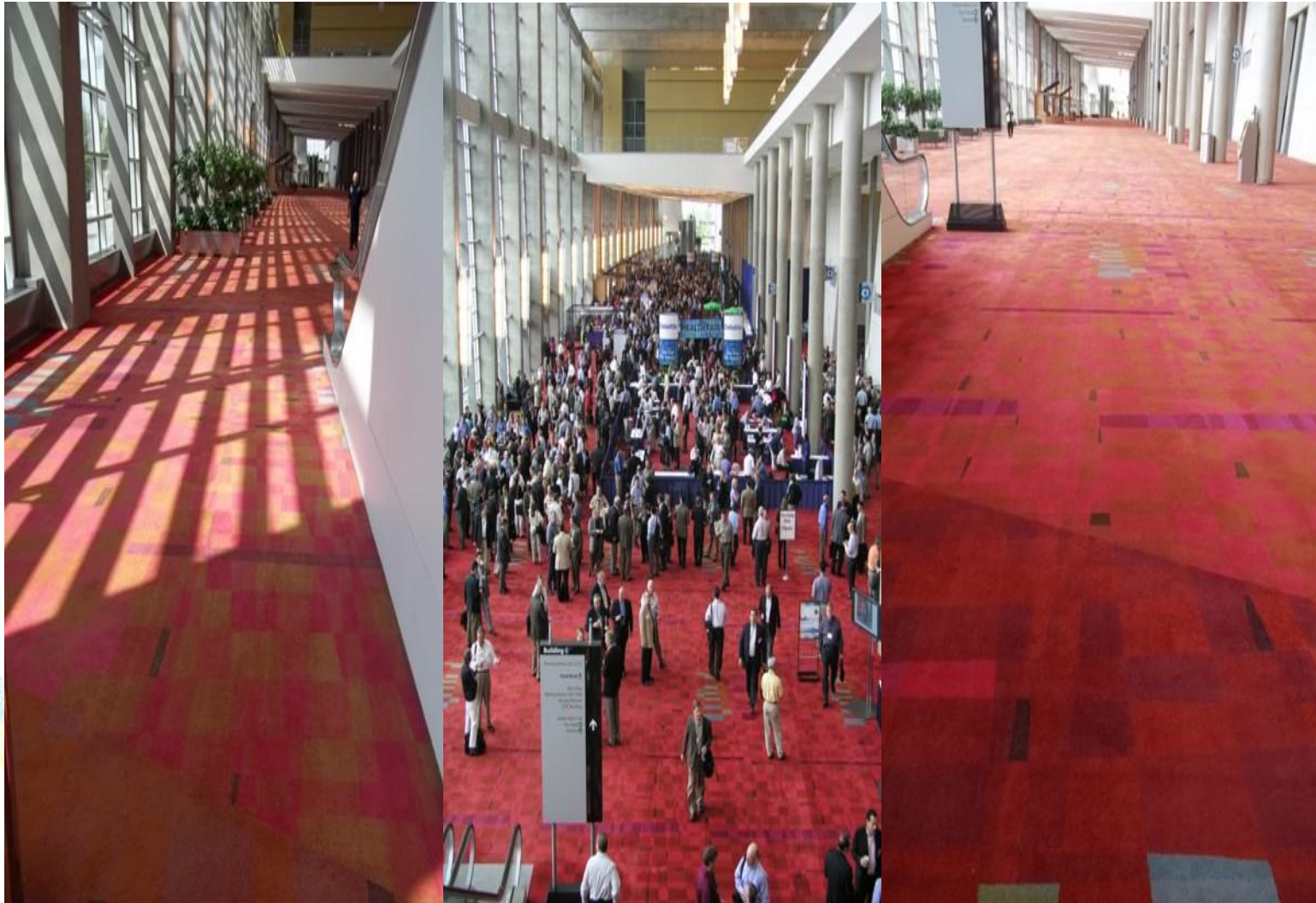
When? - May 1, 2016 – March 1, 2017
(Project “phased” to
accommodate event activity)

Why? - Carpet life is up.
Deterioration in spots.
Terrazzo provides a long
lasting hard surface.



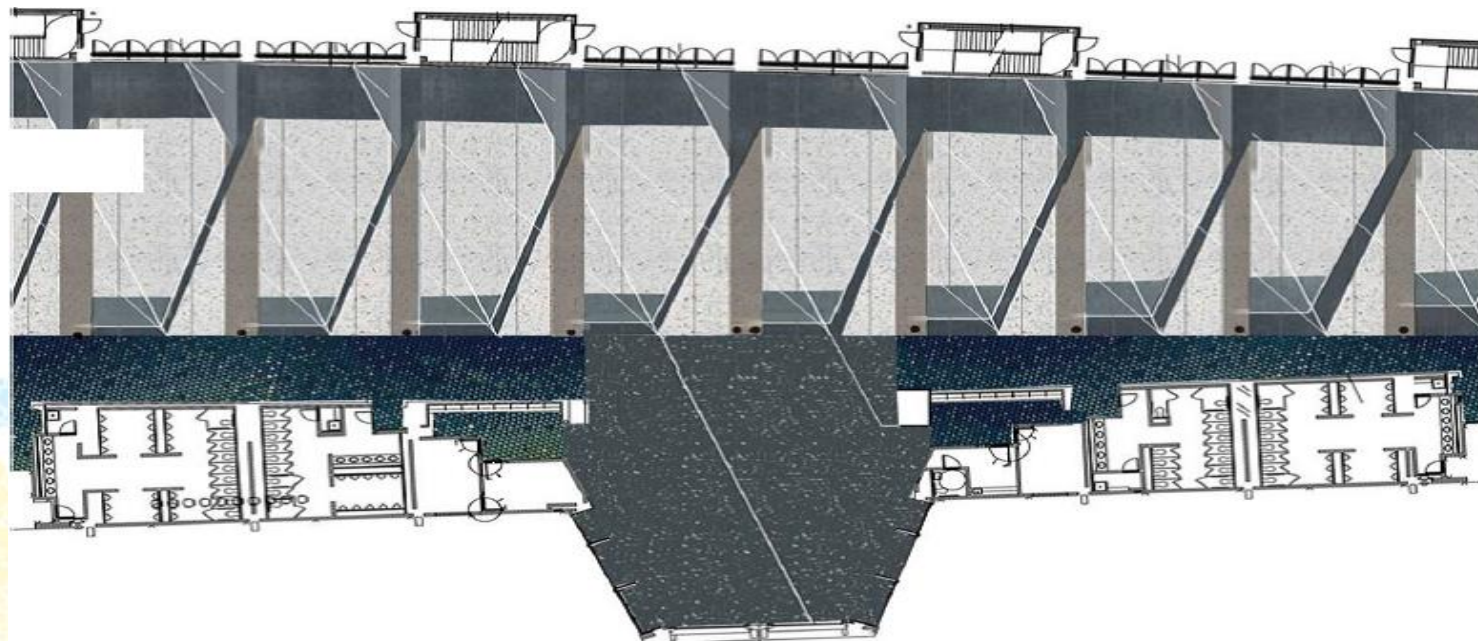
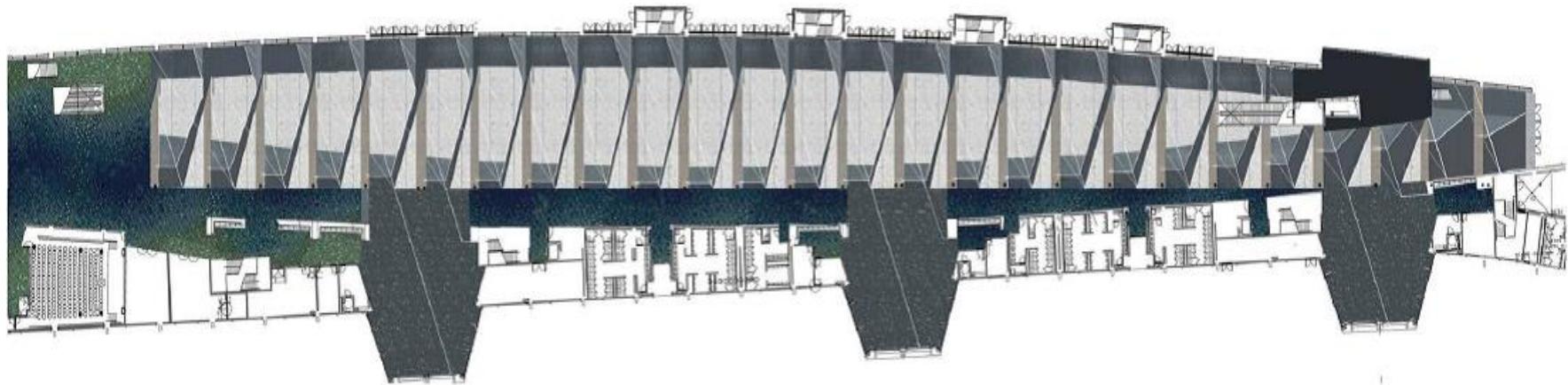


Carpet Conditions





Terrazzo Footprint





	Approximate Cost (Provided by manufacturer)	Local-Georgia	Local-US	Custom design potential 1 (least) to 5 (greatest)	Potential Repeat size	
Hard Surface						
Tile	\$12		●	2	36"x48"	Varies per manufacturer
Terazzo	\$19-22	●	●	5	No Limit	
Stone	\$20	●	●	2	24"x24"	Stone must be thin set No larger than 24x24
Soft Surface						
Woven Tufted	Broadloom Tufted \$3 sq.ft. \$27 yard	●	●	1	12"x12"	Varies per manufacturer
	Tufted Carpet Tile \$4 sq.ft \$36 yard	●	●	1	12"x12"	Varies per manufacturer
	Printed \$3 sq.ft \$28 yard	●	●	5	No Limit	
	Printed Carpet Tile \$4.5 sq.ft \$40.5 yard	●	●	4	Limited	Carpet Limited to tile size- Overall pattern in limitless
	CYP Computer Yarn Placement \$3.6 sq.ft \$33 yard	●	●	4	No Limit	Mills vary from 6-8
	Axminster \$3.7 sq. ft. \$34 yd.			5	No Limit	
	Axminster Carpet Tile \$6 sq.ft \$55 yd.			4	Limited	Carpet Limited to tile size- Overall pattern in limitless

Cost for hard surface based on 100,000 square feet

Cost for soft surface based on 200,000 square feet

● Category is true for this technology

● Very Limited



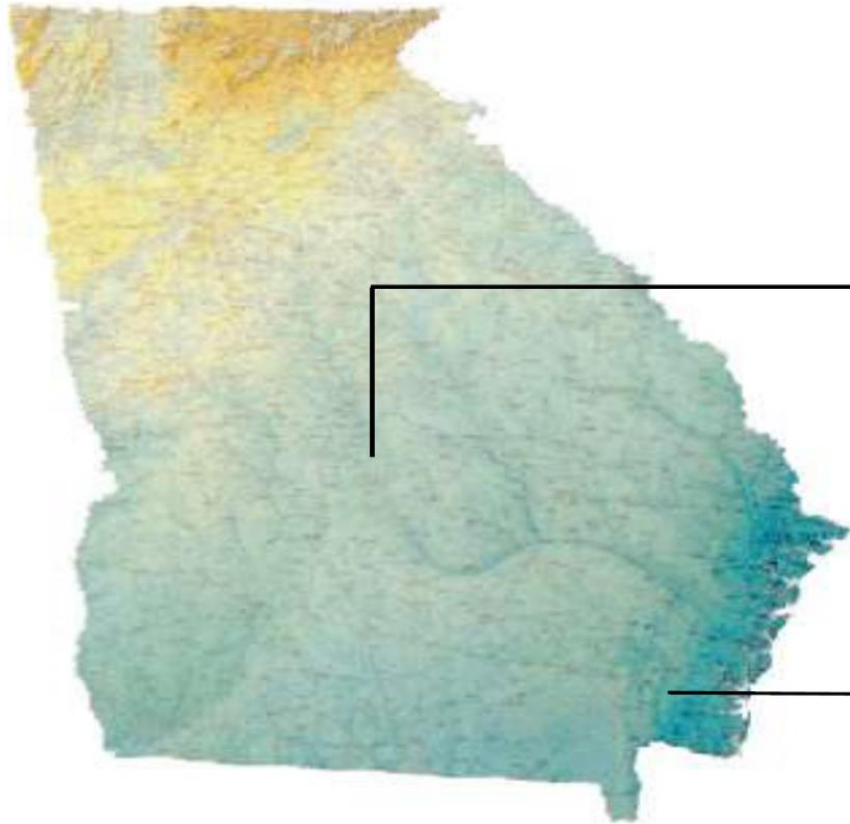
Scope of Work (Additional Flooring)

- 815,000 square feet of area
- Buildings A, B, and C
- Phased between common areas, ballrooms, and meeting rooms





CONCEPT



Georgia Mountains



Georgia Pines

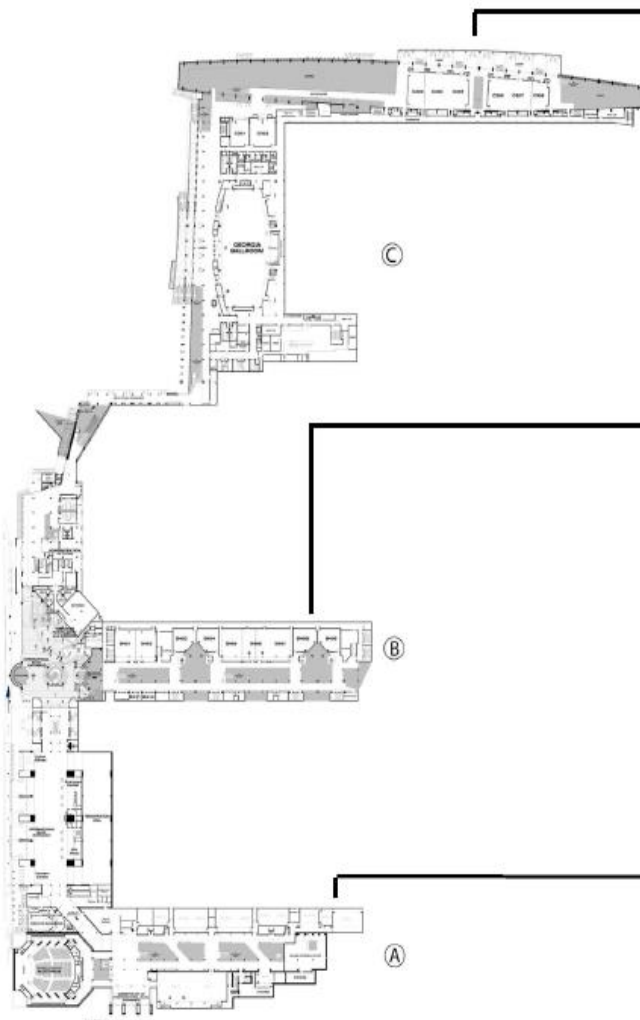


Georgia Beaches





CONCEPT



Georgia Mountains



Georgia Pines



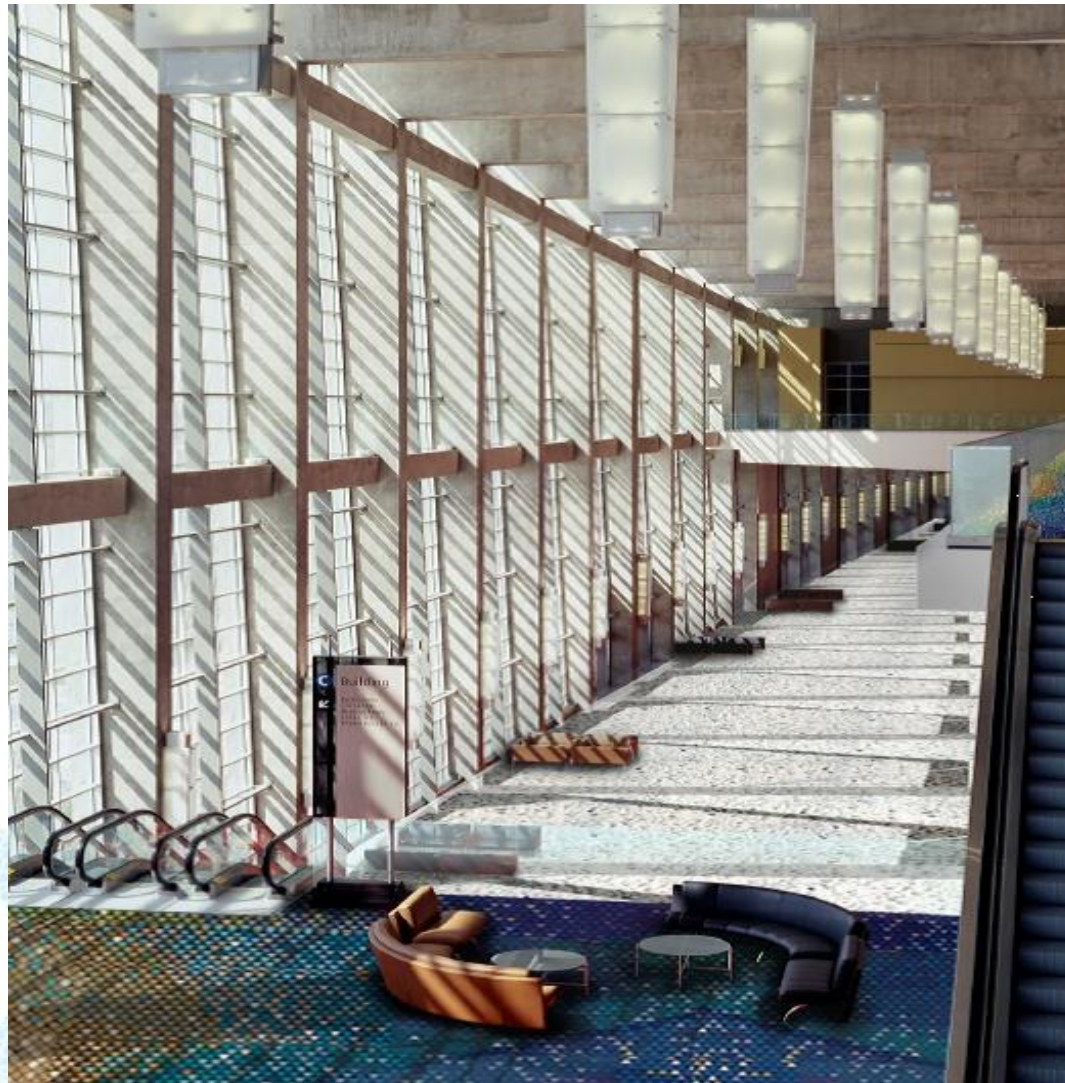
Georgia Beaches





Design Concepts

- Terrazzo and Carpeting in Building C





Financial Detail (Terrazzo)

Budget: **\$2,200,000.00**

Contracted costs: **\$1,840,000.00**
(Hard costs)

Apparent Awardee:

Doyle Dickerson Terrazzo





**Next Meeting:
Tuesday, April 26, 2016**

