



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

April 27, 2021

Approval of Minutes March 30, 2021

FINANCIAL

Financial Update

Janet Arsenault
Sr. Director of Finance, GWCCA

Financial Snapshot: March 2021

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$4,651,428	\$1,672,110	↓ \$3.0M 64.1%
Expense	\$3,768,132	\$2,172,533	↓ \$1.6M 42.3%
Net (Loss)	\$883,296	(\$500,423)	↓ \$1.4M

Financial Snapshot: Thru March 2021

FINANCIAL



YTD	Budget	Actual	Variance
Revenue	\$26,353,678	\$15,194,749	↓ \$11.2M 42.3%
Expense	\$35,164,502	\$21,353,211	↓ \$13.8M 39.3%
Net Loss	(\$8,810,824)	(\$6,158,462)	↓ \$2.7M 30.1%

Updated FY21 Revenue Budget and Forecast Comparison

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**Original Rental
Budget: \$11.9M
106 Events**

+

**Original Other
Revenue Budget:
\$25.3M**

=

**Original Total
Revenue Budget:
\$37.3M**

**Updated Rental
Forecast: \$8.5M
55 events**

+

**Updated Other
Revenue
Forecast:
\$12.7M**

=

**Updated Total
Revenue Forecast:
\$21.1M**

FY21 Expense Reductions

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**FT Salary/
Fringe: \$6.0M**

+

**PT Wages/
Fringe: \$3.4M**

=

**Total
Personnel:
\$9.4M**

**Show Labor/
Contract
Services: \$3.2M**

+

**Other
Operating:
\$4.1M**

=

**Total Non-
Personnel:
\$7.3M**

FY21 Forecast Update (as of 4/21/21)

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	Original Budget	Updated Forecast	Variance
Total Revenue	\$37,255,508	\$21,132,608	(\$16,122,900)
Total Expense	\$47,031,821	\$30,153,508	(\$16,878,313)
Net Loss	(\$9,776,313)	(\$9,020,900)	\$755,413

Questions?

GOVERNMENT

2021 Legislative Session Update

Lindsay Strickland
Director of Government Relations, GWCCA

Legislative Session Update

- FY21 Amended and FY22 Budgets
- Notable Legislation
- American Rescue Plan (ARP)
- Legislative Overview Committee

2021 Legislative Budget Review

GOVERNMENT

FY21 Amended Budget

**\$3M for
Operations and
Marketing**

FY22 Budget

**\$12M (bonds)
for GWCC Roof
Replacement**

Business Interruption

**\$2.9M
Insurance
Proceeds**

Notable Legislation

- FY21(amended) and FY22 Budgets
- House Bill 317: Short Term Rental Parity
- House Bill 112: COVID Liability Protection
- Senate Bill 33 & 34: Human Trafficking Legislation

American Rescue Plan (Federal)

- Georgia is estimated to receive \$4.6 billion in a “State Fiscal Relief Fund”
- ARP provides four general purposes for which the State Fiscal Relief Fund may be leveraged:
 1. Respond to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19) or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality;
 2. Provide premium pay to essential workers in both the state and private sector as designated by the Governor;
 3. Provide government services to the extent of lost revenue from the public health emergency, relative to revenues in the fiscal year prior to the pandemic;
 4. Make investments in water, sewer, or broadband infrastructure.

Legislative Overview Committee

GOVERNMENT

House Members

Rep. Barry Fleming
Rep. Jan Jones
Rep. Butch Parrish
Rep. Calvin Smyre
Rep. Ron Stephens
(*vacant seat*)

Senate Members

Sen. Butch Miller (Chair)
Sen. Brandon Beach
Sen. Harold Jones
Sen. Jeff Mullis (*new*)
Sen. Bruce Thompson (*new*)
Sen. Larry Walker

Special Thanks

House Appropriations
Chairman **Terry England**
House Sub-Committee
Chairman **Penny Houston**
Senate Appropriations
Chairman **Blake Tillery**

Questions?

CUSTOMER

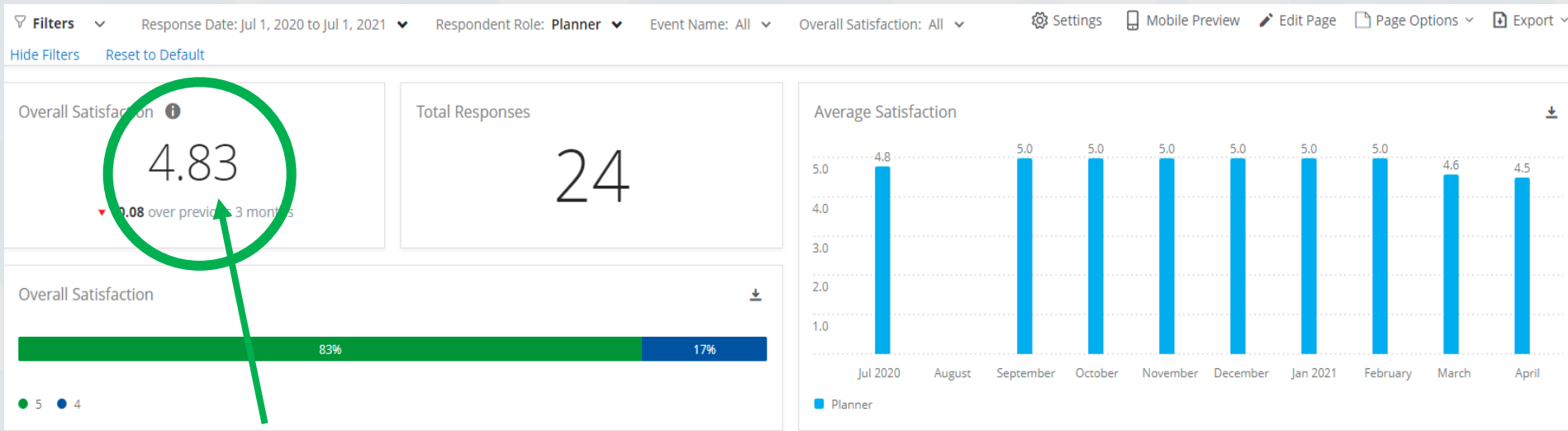
Customer Survey Data Update

Mark Koeninger

**Director of Business Intelligence
and Process Improvement, GWCCA**

FY21 Overall Satisfaction Scores

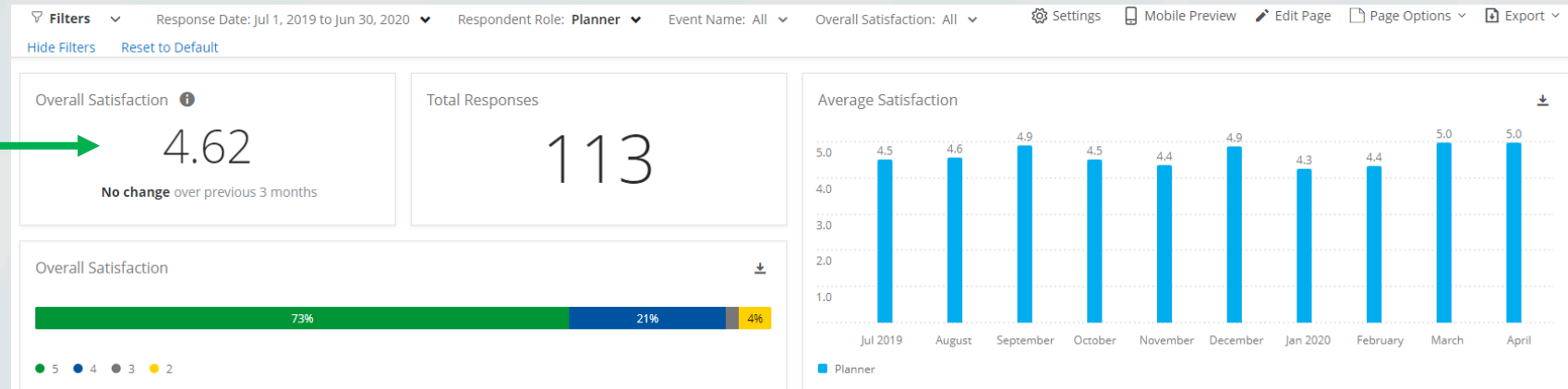
CUSTOMER



All 4s and 5s



Currently trending at 5% increase over FY20 Scores

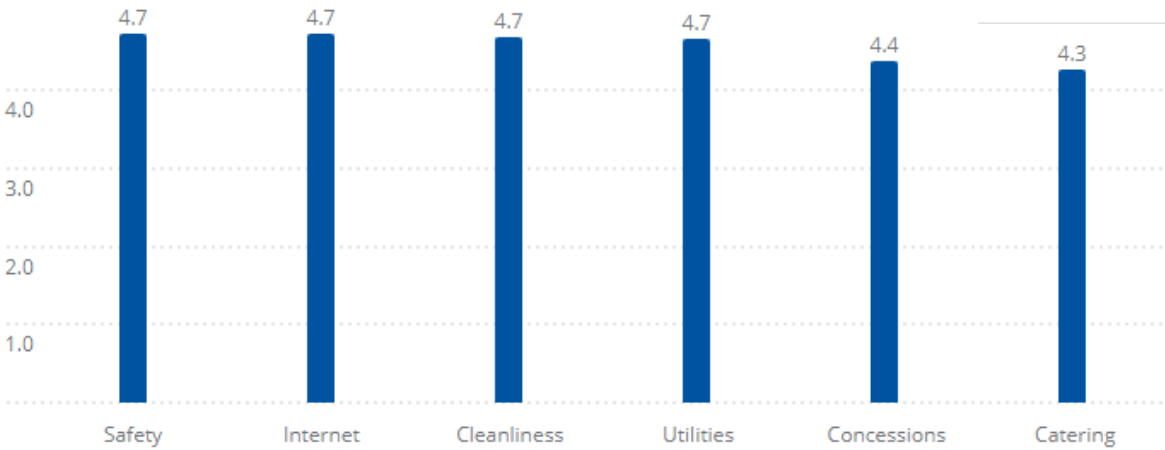


Major Categories Seeing Increases or Holding Steady

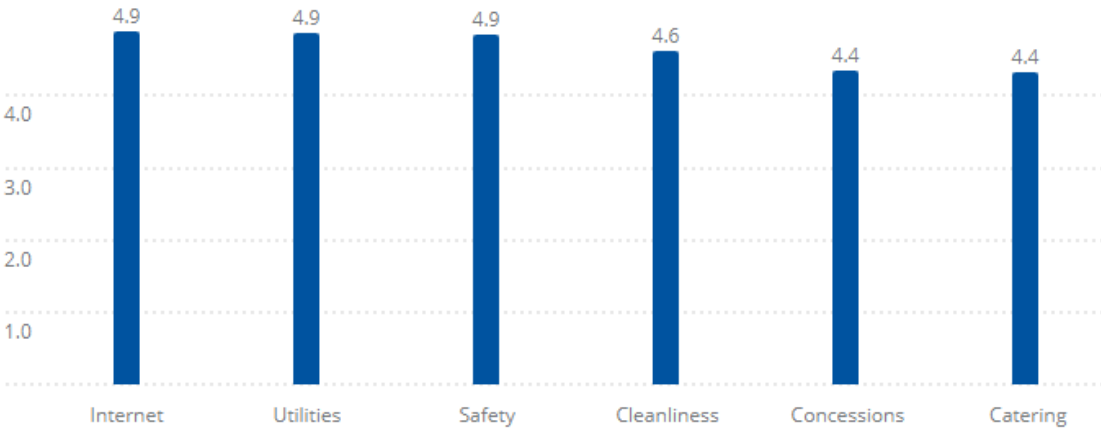
CUSTOMER

FY21 Planner Scores

Average Scores by Group



Average Scores by Group



FY20 Planner Scores

What Customers Are Saying...

CUSTOMER

*“Thank you for going out in front and leading the Convention Center industry in hosting events again! **It was impressive to witness the mentality of 'all hands on deck,' with staff members willing to pitch in and do work previously designated to others.** You are on the right path as this country emerges from the pandemic, and I wish you abundant favor in the months ahead.” **Bonnie Goldberg, Capitol Hill Classic***

*“Our experience was that of a first-class facility that truly cares about their clients and goes out of their way to make you feel welcomed and important. **The cleanliness of the facility was the best we have experienced in over 10 years, especially the bathrooms and exhibit hall.** Outstanding service!” **Lauri Dagostino, Lil Big South***

*“Given the circumstances, an incredible job by the GWCC. Overall, **very proud of what we accomplished together.** Thank You!” **Jeff Fowlkes, Cheersport***

Questions?

TEAM

Legacy Gardens Dedication

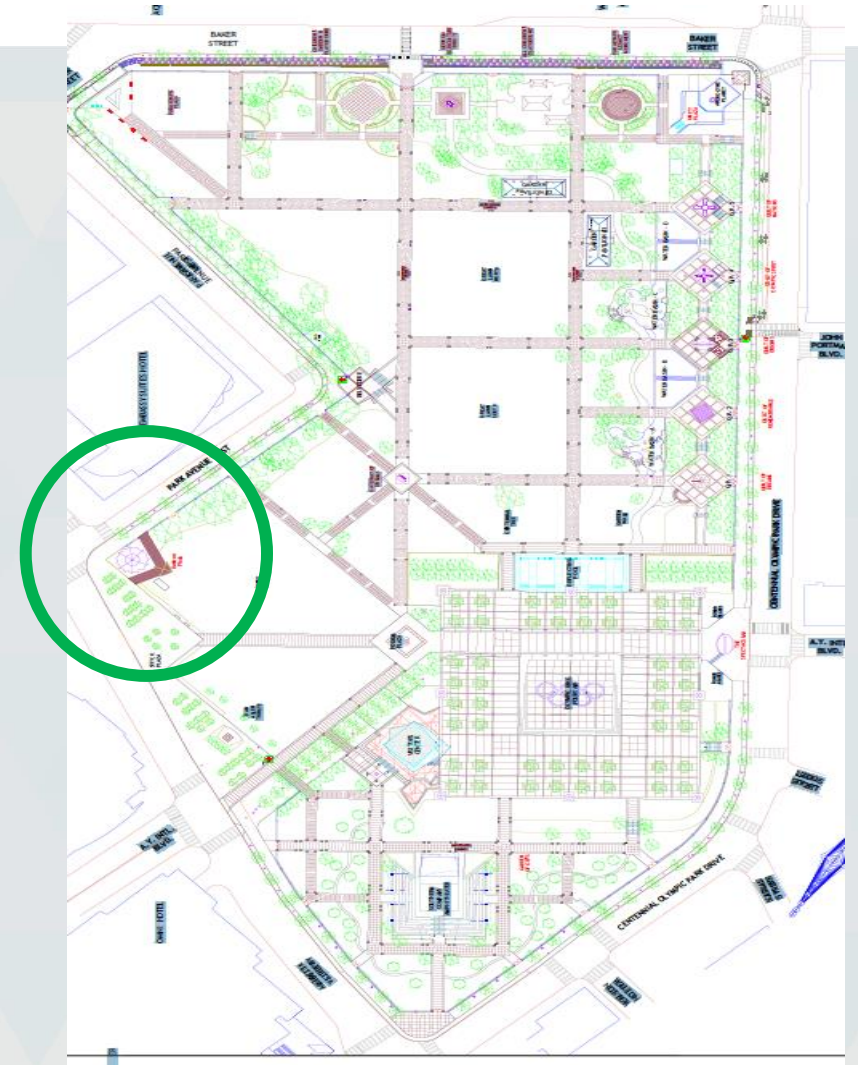
Holly Richmond

Director of Marketing Communications, GWCCA

Legacy Gardens: Celebrating GWCCA Retirees

TEAM

- Legacy Gardens is the Park's latest feature and the Authority's newest tradition; bricks will immortalize Authority retirees
- GWCCA wanted to properly recognize, honor those who have contributed to our industry leading reputation
- More than 50 honorees and guests attended ceremony; total of 175 retirees celebrated with inscribed bricks; area updated annually
- Opportunity to celebrate recent retirees who did not receive a formal send-off due to pandemic
- First experience in which all team members gathered since the C3: Campus Champions Connect event last September





Embed Video Here

Questions?

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First Amendment to Site Coordination Agreement

Joe Bocherer

Chief Commercial Officer, GWCCA

Site Coordination Agreement (SCA) amendment areas:

- **Pandemic Language:** Previously did not exist in the original SCA; mutually agreed adjustments were made to the existing SCA to prepare for future pandemics and how to solve for contractual obligations of the guaranteed parking spaces when fans are not able to be present. During the 2020 season there were six (6) Falcons games and four (4) United games played without fans.
- **SCA Exhibit G:** Orange Deck final space count (527) , hotel site spaces (190) moving to Red Deck, shifting of guaranteed Gold Deck spaces (150) to Red Deck permanently as hotel will utilize Gold Deck moving forward for valet services and hotel guests.

SCA Proposed Pandemic Language

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“For any Home Game at which attendance is limited as a result of **a Pandemic Requirement** to less than 50% of the Stadium seating capacity, StadCo will not be obligated to purchase the Guaranteed Parking Spaces or the Additional NFL Spaces or Additional MLS Spaces for such Home Game, but instead will only be obligated to pay the applicable per space amount shown on Exhibit G for each space actually used in the applicable parking facility for such Home Game. **For all purposes of this provision, the term “Pandemic Requirement” means that because of a pandemic the Centers for Disease Control and Prevention (“CDC”) issues a Health Alert in respect to the United States of America through its Health Alert Network (“HAN”), or the World Health Organization (“WHO”) issues a Phase 5 or Phase 6 Alert in respect of the to the United States of America through its Global Outbreak Alert and Response Network (“GOARN”)** or NFL or MLS policies issued to address a pandemic as declared for the United States of America through the CDC or the WHO as described herein”

Questions?

Resolution: Site Coordination Amendment

AUTHORITY

With this Resolution, the Board essentially would authorize the Executive Director to sign amendment as described.

Staff Recommends Approval.

AUTHORITY

Electrical and Plumbing Services Agreement

Jennifer LeMaster

Chief Administrative Officer, GWCCA

Erle Coleman

Director of Supply Chain, GWCCA

Background: Electrical and Plumbing Services

- As reported to the Board in February, a highest-ranked “Apparent Awardee” firm, **Edlen**, was selected by GWCCA’s Selection Committee on February 19 from a thorough evaluation of three submitting firms
- A Fee Proposal was requested of and negotiations ensued. Careful attention has been paid to important issues, including billable rates, transition plan inclusive of customer communication, commission structure, and equipment evaluation/buyout

RFP Process and Timeline: Electrical and Plumbing Services

- Evaluation Committee members: Kevin Duvall, Billy Miller, Melinda Buchanan, Thomas Lloyd, Frank Poe
- RFP was posted on November 24, 2020
- Finalist presentations were held on January 27, 2021
- References from Las Vegas CC, McCormick Place, and Orlando World Center Marriott
- Evaluation Committee finalized vendor selection on February 19, 2021
- Board updated on February 23, 2021

Negotiation: Electrical and Plumbing Services

AUTHORITY

- License Term: **Three (3) years** with two (2) consecutive one-year options to extend agreement
- Monthly Contract Fee: GWCCA will receive **51% of all gross revenue net of taxes** for temporary utilities and **45% of all gross revenue net of taxes** for temporary utility labor
- Customer Satisfaction at Risk Fee: Contractor will be continuously monitored and required to pay GWCCA an annual sum of **\$200,000** if annual Qualtrics score is less than 4.0; if Contractor attains an annual Qualtrics score of 4.5 or higher, the Contractor shall retain **\$100,000** per measurement year
- Equipment Reserve and Replenishment Fund: \$1,552,294

Edlen Venue Partners

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Questions?

Resolution: Edlen

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With this Resolution, the Board essentially would authorize the Executive Director to contract with Edlen for the provision of such services.

Staff Recommends Approval.

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General Obligation Bond Resolution 2021

Pargen Robertson
Legal Counsel, GWCCA

Background

Recall that pursuant to a 1974 Intergovernmental Agreement, the Georgia World Congress Center Authority essentially operates its facilities as agent of the Georgia Department of Economic Development.

This session the General Assembly passed an act appropriating the aggregate amount of **\$12 million** for GWCCA projects.

Mechanically, the procedure at this stage is a **two-step process**:

1. The GWCCA Board of Governors would make a request to the **Department of Economic Development (“DEcD”)**. That is the purpose of today’s action.
2. The Department of Economic Development (“DEcD”), in turn, then would make a request that the **Georgia State Financing and Investment Commission (“GSFIC”)** issue these general obligation bonds.

Questions?

Resolution: General Obligation Bonds

AUTHORITY

With this Resolution, the Board essentially would request the Georgia Department of Economic Development to proceed.

Staff Recommends Approval.

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Executive Session: Personnel

Glenn Hicks

Chairman, GWCCA Board of Governors

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Next Scheduled Board Meeting

May 18, 2021