

Georgia World Congress Center Authority

Board of Governors Meeting

June 27, 2017



Financials



Authority



Financial Snapshot – May 2017



Profit/Loss



Actual	\$593,016	\$409,744
Budgeted	\$421,303	\$440,057
Actual YTD	\$6,005,398	\$11,722,215
Budgeted YTD	\$5,947,917	\$7,196,917



H/M Tax YTD

Actual **\$5.6M**

Budget **\$5.4M**

>4.17%

FY16 **\$5.5M**

>2.77%



Customers

(Estimated)

240,197



Economic

Impact

(Estimated)

\$103.4M



Commercial Advertising Brokerage Agreement

TIM ZULAWSKI
SVP, Chief Commercial Officer
AMB Sports + Entertainment



GWCC Advertising



AMB Sports & Entertainment is the advertising broker representative for the GWCC and our focus is on the sale of GWCC signage and activation assets.

AMB Sports & Entertainment has a staff five full time associates focused on the sale of GWCC assets. Staff consists of Chief Commercial Officer, Director, and three sales executives.

The AMB Sports & Entertainment sales team continues to focus on identifying new organizations that could drive value from annual exposure at the GWCC as well as client retention and upselling existing partners.

The following slides outline current FY18 progress as well as a recap of FY15 – FY18.

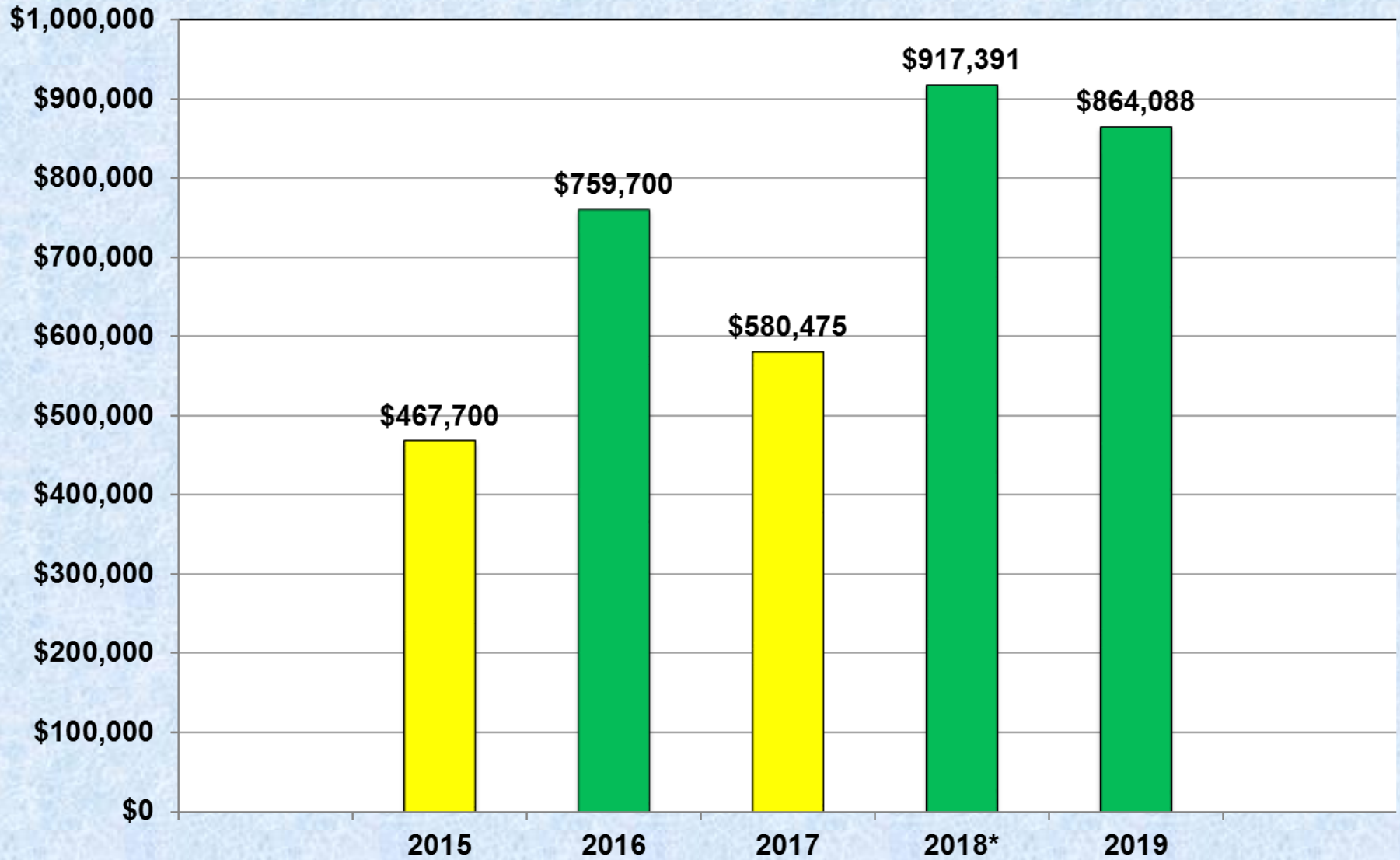
FY18 GWCC Advertising Update

As of today, we are headed into the FY18 and are currently at gross annual revenue of \$917,391 with a budget of \$1.1 million.

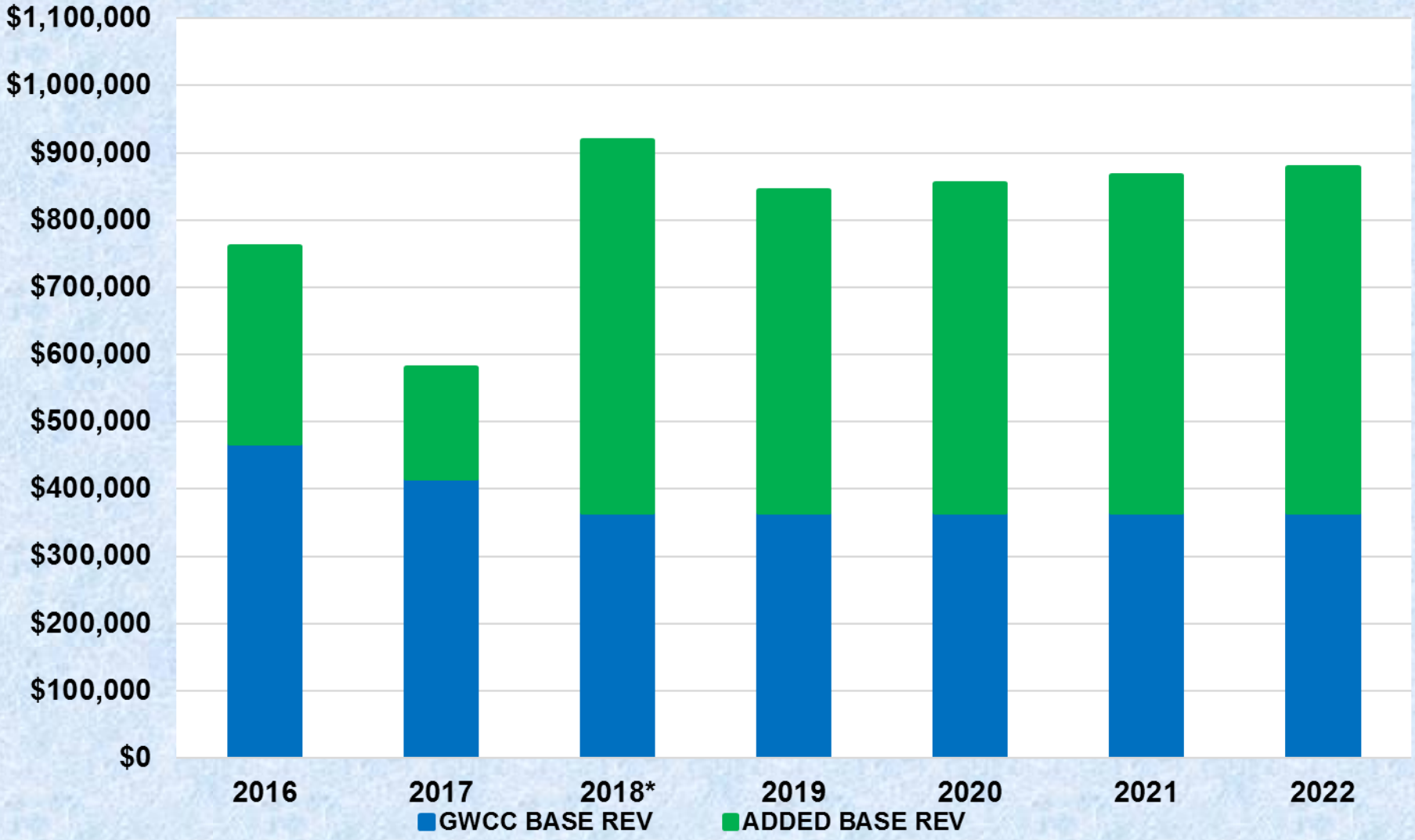
– Contracted revenue	\$ 526,125
– New Business	<u>\$ 391,266</u>
FY 18 TOTAL	\$ 917,391

- Generated new long-term partnership agreements with Scana Energy (9yr), Southern Company (5yr), and NAPA Auto Parts (5yr).
- Total long-term revenue impact of the aforementioned companies is \$2,521,663.
- Will not renew smaller short-term agreements as the goal is to acquire more significant long term partnerships.
- When we achieve the revenue goal of \$1,100,000 for FY18, that will mark an 90% increase over FY17 revenue.
- We will be prospecting categories including but not limited to airlines, telecom, insurance, auto, and courier service.
- Projected broker commission based on the FY18 goal of \$1,100,000 is \$220,500.

FY15 - FY18 GWCC GROSS ADVERTISING SALES



IMPACT ON LONG TERM BASE REVENUE



- Average starting GWCC Revenue 2018 – 22 \$365,000
- Average starting GWCC Revenue with Broker 2018 – 22 \$871,445

* Current fiscal year



**Next Meeting:
Tuesday,
July 25, 2017**

