



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

JULY 25, 2023

Action Item

Approval of Minutes June 27, 2023

Welcome Levy Executives

Andy Lansing, CEO

Rob Ellis, President

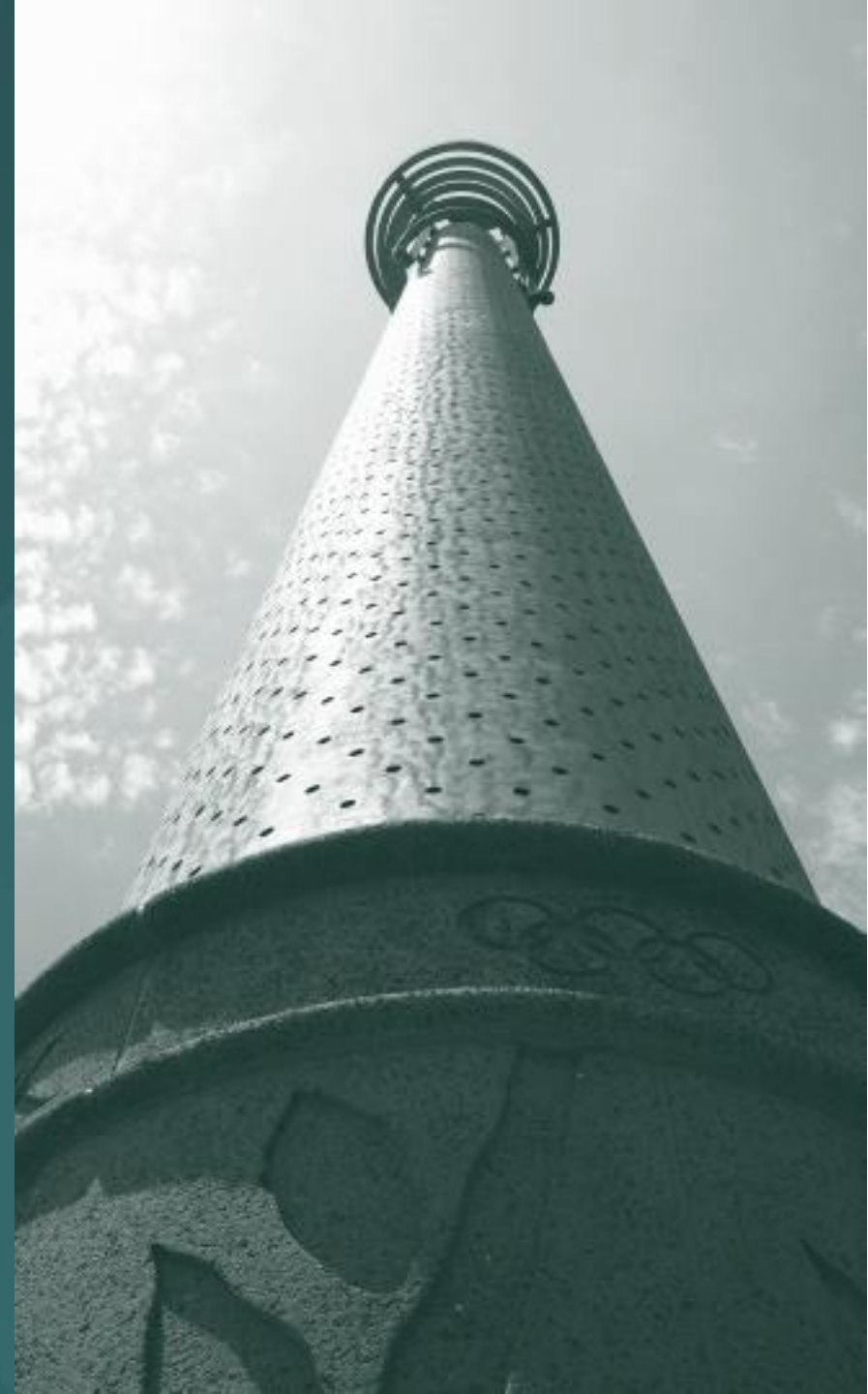
Cindy van Rensburg, Division President, Convention Centers

Chef Frank Abbinatti, Sr. Vice President, Culinary



Financial Update

Janet Arsenault
Sr. Director of Finance



Financial Snapshot: June



Month	Budget	Actual	Variance
Revenue	\$3,602,305	\$4,696,430	↑ \$1.1M 30.4%
Expense	\$3,418,228	\$4,947,686	↑ \$1.5M 44.7%
Net Profit	\$184,077	(\$251,256)	↓ (\$435K)

Financial Snapshot: YTD thru June 2023



Month	Budget	Actual	Variance
Revenue	\$44,615,074	\$56,198,804	↑ \$11.6M 26%
Expense	\$44,162,738	\$48,740,122	↑ \$4.6M 10.4%
Net Profit	\$452,336	\$7,458,681	↑ \$7M

Questions?



GWCCA FY23 Sales Update

Kim Allison
Sr. Director of Convention Sales



GWCC Sales FY23: Year End Production



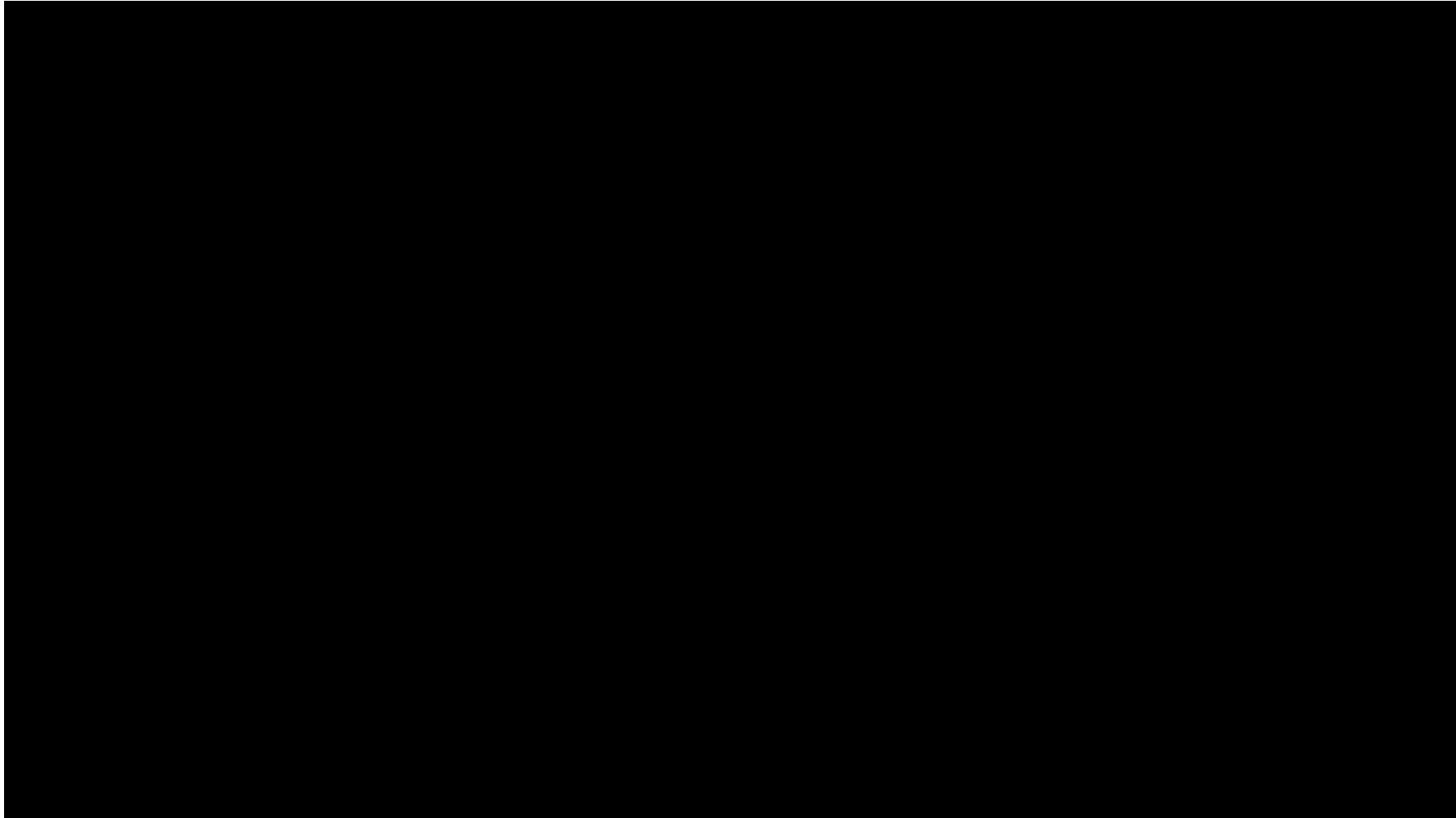
Period	Rental	Rental Goal	F&B	F&B Goal	Total Room Nights	Total Room Nights Goal
FY23 Jan. – June	\$8.8 M	\$6.9 M	\$7.4 M	\$4.3 M	368,672	285,300
FY23 Annual	\$16.3 M	\$14 M	\$11.4 M	\$8 M	606,722	551,850
Comparison						
FY22 Actual	\$13.7 M	-	\$7.9 M	-	717,406	-
FY21 Actual	\$4.5 M	-	\$814 K	-	159,937	-

GWCC Sales on the Books



Period	Rental	F&B	Total Room Nights
FY24	\$13.7 M	\$10.6 M	673,538
FY25	\$12.5 M	\$6.3 M	583,873
FY26	\$8.3 M	\$3.9 M	479,065

Atlanta Bound: 2025-2029 Dallas Safari Club



Questions?



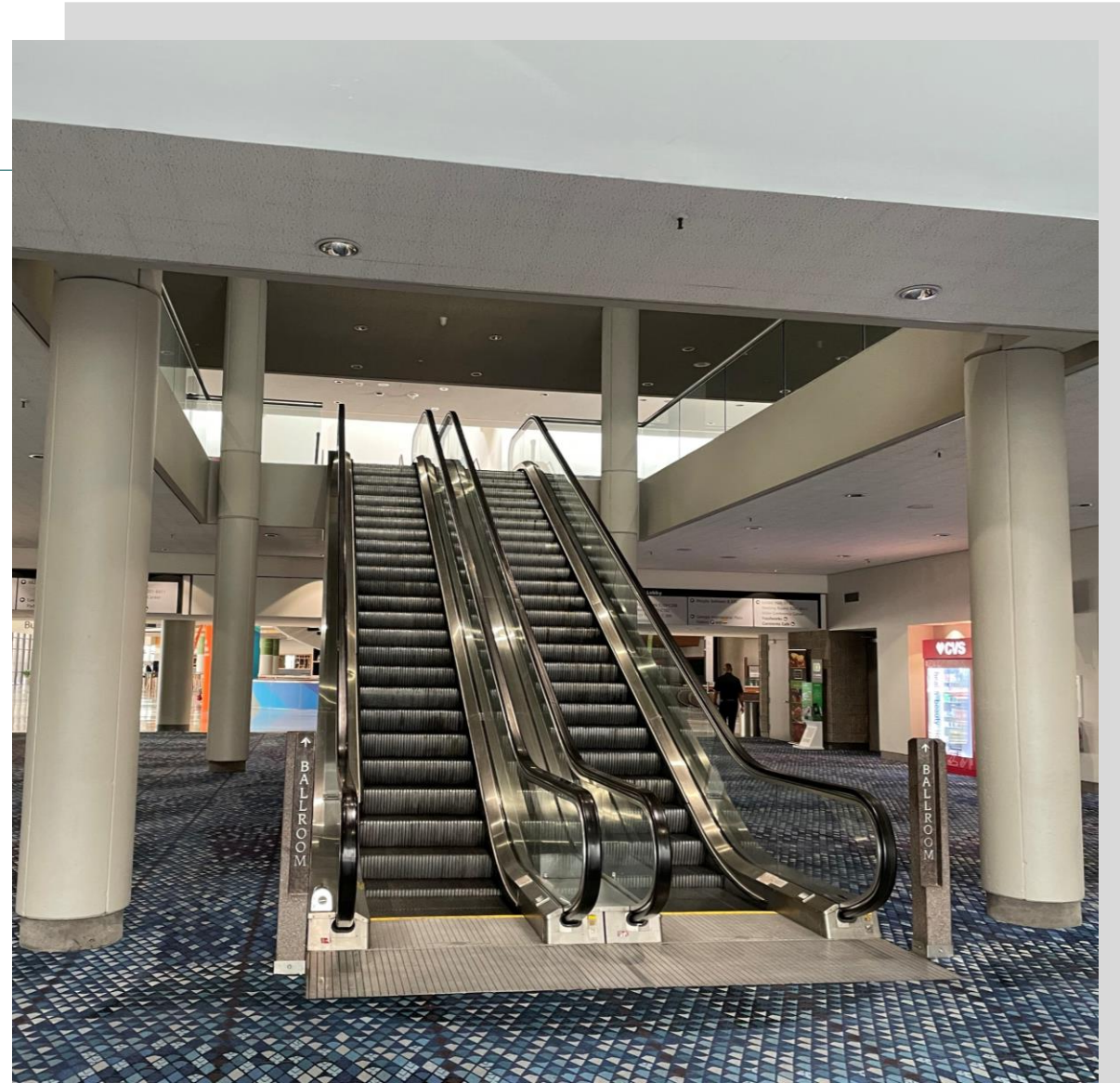
Thomas Murphy Ballroom Escalator Modernization

Ken Stockdell
Director of Project and Program
Management



Project Highlights

- Units are original from 1983 Phase II construction; 40 years old
 - Industry expected life is 20-25 years
- Units, while well maintained, are increasingly unreliable
- Parts very difficult to obtain
 - Recent gearbox replacement part took four (4) months
 - Routine parts take up to six (6) weeks



Project Highlights

- Procurement Process
 - Design Services: Lerch Bates
 - Issued RFP via Procurement Registry
 - Received three proposals
 - Selected Kone
- Modernization Cost: \$925,965
- Project Duration: 63 weeks
 - Design/submittals/approvals: 8 weeks
 - Procurement/fabrication: 25 weeks
 - Modernization work: 15 weeks each unit



Next Project

- Scope
 - Remaining Phase II (Building B) escalators
- Procurement Process
 - Design Services: Lerch Bates
 - Specifications complete by end of July
 - Issue RFP early August
 - Receive proposals mid-August
 - Request Board authorization in August or September
- Funds Available: \$15,288,577
- Could begin installation as early as June 2024



Questions?



KONE Escalator Modernization Agreement

**Pargen Robertson
Legal Counsel**



Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Executive Director is authorized, though not required, to execute and deliver, in substantially similar form to the one attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an agreement for escalator modernization services, but only so long as such agreement complies with applicable law and, in the judgment of the Executive Director, is consistent with the corporate purposes and mission of the Authority and the Authority's sound business practices.

BE IT FURTHER RESOLVED that the Executive Director is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Executive Director to be necessary or desirable to consummate the execution of an agreement for such services and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

Questions?



Signia By Hilton Atlanta Development Update

Theonie Alicandro
COO/General Counsel
Drew Company Atlanta, LLC



Agenda

- Construction Update
- 90 Day Lookahead
- Schedule
- Change Order No. 13
- Preview Change Order No. 14
- Development Budget Update
- Questions

Construction Update



July 2022



July 2023

Construction Update



Construction Update: AYIB

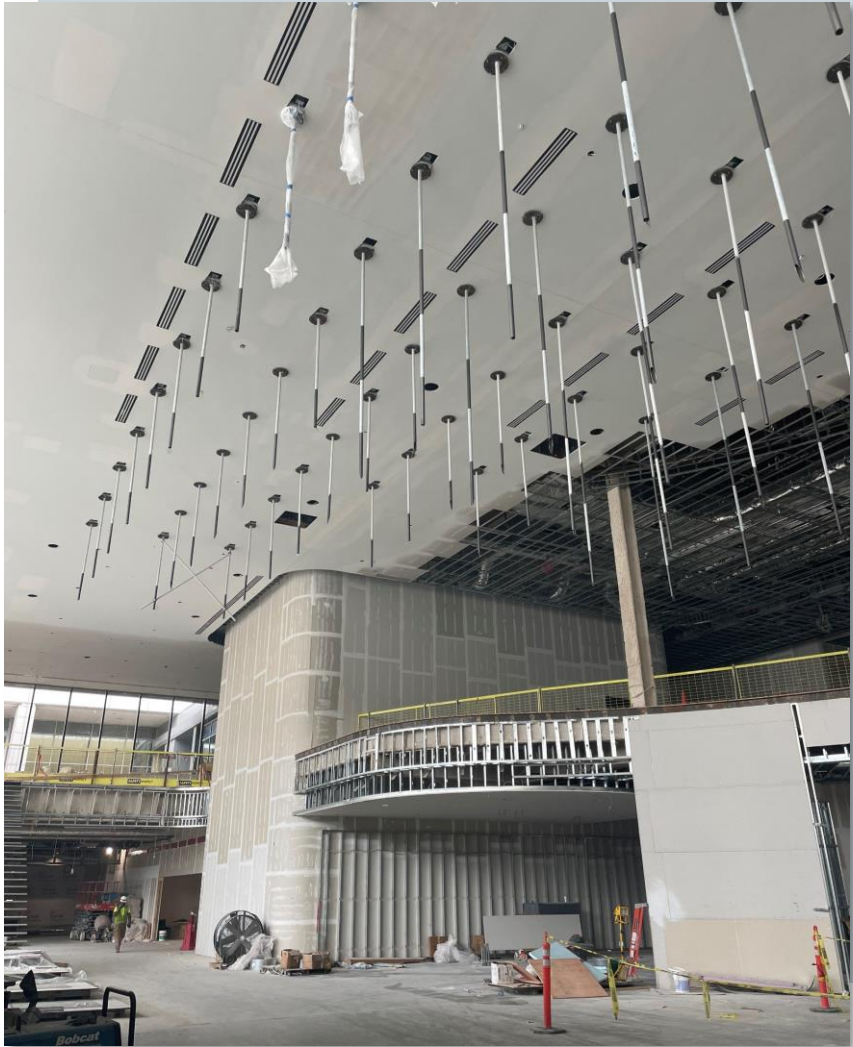


January 2023

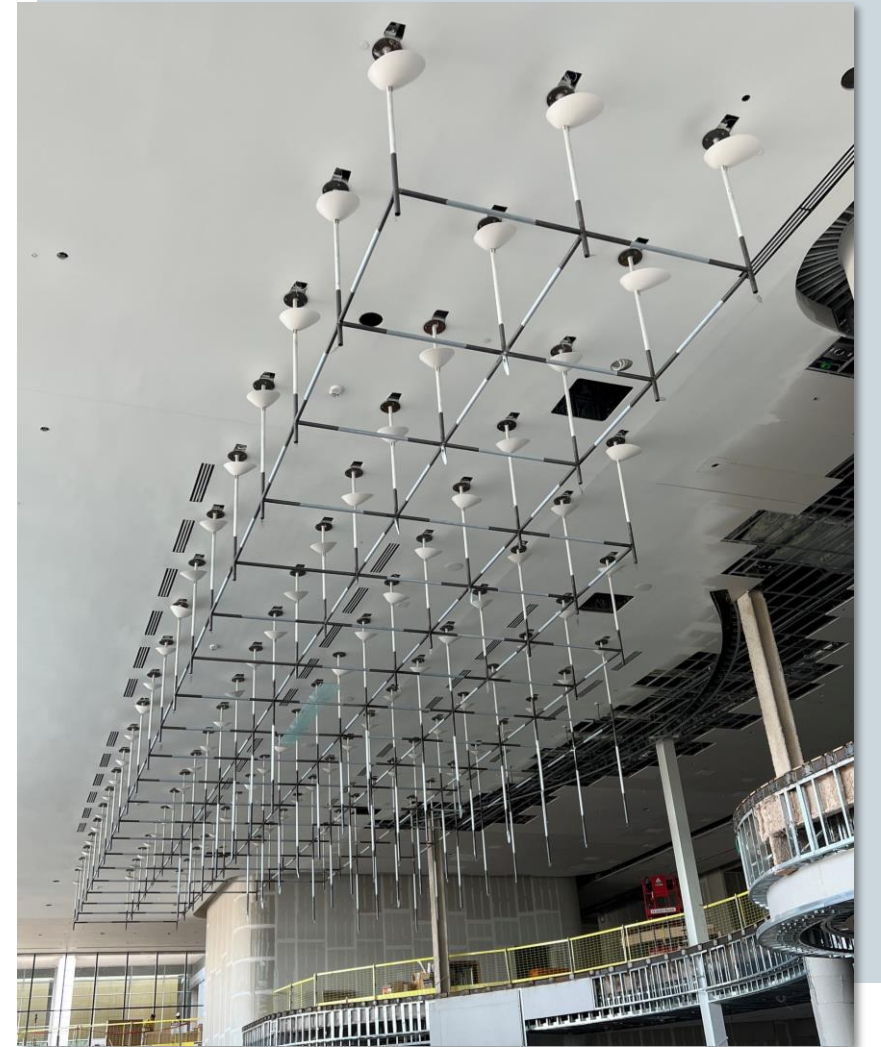


July 2023

Construction Update: Lobby



June 2023



July 2023

Construction Update: Lobby Bar



Construction Update: Triumph Pre-function



Construction Update: Triumph Pre-function



Construction Update: Homespun

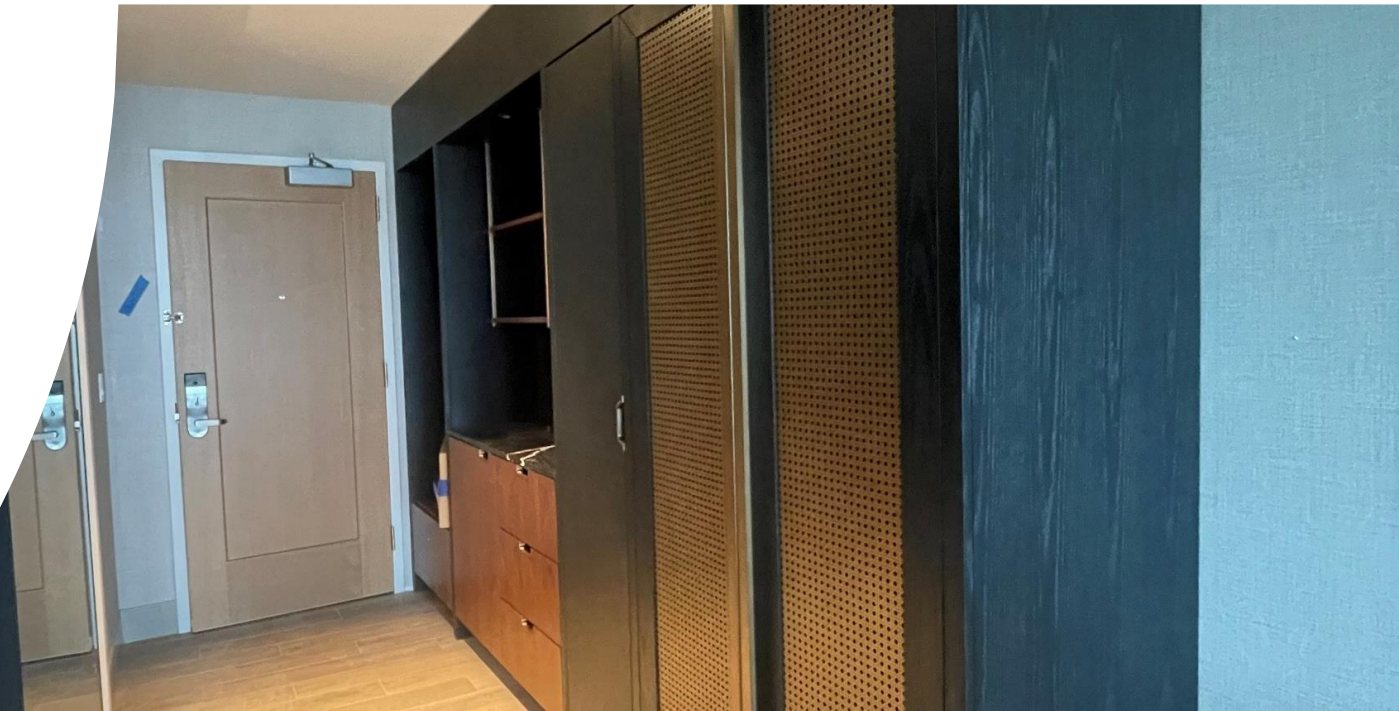


Construction Update: Nest on Four



90-Day Outlook

- Continue guest tower interiors, including tile work, wall covering, installation of guestroom lit vanity mirrors, unit doors, vanities, and carpet
- Continue installation of owner-installed FF&E, including wardrobes, headboards, and desks
- Low-rise elevators and service elevators
- Finish work throughout podium
- Ongoing installation of kitchen equipment
- Completion of AYIB connection
- Start turning over spaces to Hilton



**146 Days until Substantial
Completion...**

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. **No Change**
- Hilton Milestones and Substantial Completion Date are still intact
- Average number of workers on site per day: 468
- New worker orientations: 3,019
- Schedule reviews being conducted by Chaifetz Consulting, Inc.

Change Order No. 13

Scope and coordination
issues include:

Pool Bar
Revisions

Metallic
Ceramic
Tile

Guest
Room
Door
Stops

Shower
Door
Pulls



Change Order No. 13 totaling
\$265,617 will be executed by
Frank Poe pursuant to his signing
authority and will be paid out of
Owner's Hard Cost Contingency



Preview Change Order No. 14

Scope and coordination issues include:

Kitchen Equipment Changes/ Mechanical	Emergency Generator Louvers and Fans	Guestroom Vertical Mullion Gap and L Trim	Elevator Platforms
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Change Order No. 14 in an amount TBD will be presented for approval to be executed by Frank Poe to be paid out of Owner's Hard Cost Contingency



Development Budget Update

\$450,422,688

Total development budget

\$332,103,475

Total spend through 6.30.2023

73.73%

Percent spend through
6.30.2023

Questions?



Look Up Atlanta Event Recap

Jen LeMaster
Chief Administrative Officer





LOOK UP
Atlanta



Media Engagement and Results



12

Interviews conducted prior to the event focused on tickets, food, and entertainment



9

Unique media outlets covering event, including national coverage on CNN's *The Fourth in America* broadcast



811

Total Mentions

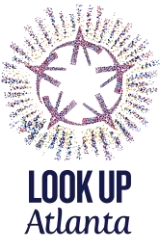
\$2.5 M

Total Publicity Value

22.3M

Total Reach

☆ Digital Highlights ☆



- **LookUpATL.com:** Launched new, stand-alone website that generated more than **106K page views**; welcomed **34K new users**; averaged **:57 engagement time/page**; and garnered more than **35K total page views** on event day (July 1)
- **Digital Advertising:** Strategic digital ad placement produced more than **287K unique impressions** translating into **165% return on average spend** and nearly **\$7K in conversion revenue**
- **LUA Newsletter:** Distributed nine (9) reimagined newsletters to nearly **110K recipients**; produced **75K opens** (up 90% from 2022) which translated to **42% open rate** (up 60% from 2022)
- **LUA Social Media:** Leveraged COP Facebook, Instagram, and Twitter channels to engage and inform followers with content focused on tickets, GTS auditions/entertainment, KBYG, and day-of experience:



31 tweets, 14K impressions, 91 mentions



37.7K accounts reached, 10K profile visits, 1,219 **new** followers, 1,852 accounts engaged



1,098,110 reached, 26,770 page visits, 303 **new** page likes, largest post reach was nearly 178K

Facebook Event Page reached 31,964 people and generated **4,473 event responses**

LOOK UP ATLANTA HOMETOWN HEROES



LOOK UP ATLANTA SPONSORS AND PARTNERS



Event Gaining Momentum

When asked “How likely are you to recommend attending Look Up Atlanta to a friend or colleague?” survey respondents indicating **likely or very likely** increased by 10 percent from last year.

71%

2022 respondents “likely” or “very likely”
to recommend LUA

81%

2023 respondents “likely” or “very likely”
to recommend LUA

What Attendees Shared

The event was handled perfectly, the ground maintenance crew was great, security made us feel safe and the schedule for the evening was just enough...

My family and I had an amazing time at this event. The staff were incredibly kind and provided an amazing experience. Thank you to the Georgia World Congress Center for continuing to serve the community and create a positive, fun, and safe environment for me and my family. We look forward to attending this every year!

The fireworks was the best I've seen and I've been to a lot of shows throughout the country. It is great to know that there's still places you can go as a family and feel safe and not worry about language and drug use and violence. Even when we left the event there was enough police to make sure that we got back to our cars safe and sound.

The event is cool and the performance from local artist and orchestra was absolutely fantastic. I am loving this event.

It was really easy to enter / leave the park. Great job done by organizers and ticket handlers! The fireworks show was arguably the best in the entire Americas!

Andy Young Video



Questions?



Executive Session





Compliance Update

Melana Kopman McClatchey
Hotel Counsel



Compliance Update: Part II

Compliance Procedures and Asset Management for GWCCA Hotel Policy

➤ Reports to Board of Governors and Executive Committee

- No less frequently than once annually...Hotel Counsel shall provide a report to the Executive Committee and Board regarding all findings in respect of compliance by GWCCA, Hotel Manager, and Hotel Developer of their legal and contractual duties...
- Hotel Counsel shall report on behalf of the Policy Committee to the Board...on any matters discussed during the Policy Committee meetings

➤ Training

- Hotel Counsel shall perform training for GWCCA staff who handle Hotel-related matters and Hotel staff at least annually, but also on a periodic basis. Additionally, Hotel Counsel shall perform training for such new employees during the onboarding process. Training shall consist of the following topics: contracts, procurement, and compliance with all other requirements attendant to the operation of a state government project. Additional topics may be added to the training program at the professional discretion of Hotel Counsel.

Compliance Update: Part II

I. Issues of Compliance

A. Qualified Management Agreement*

i. Contracts

ii. Selection of Hilton Personnel

B. Training

C. Insurance Review and Procurement

D. Drew Development Agreement

E. Technical Services Agreement

II. Policy Committee Topics

A. Marketing, Topping Off Ceremony and Grand Opening planning, OS&E Budget, Sales Update, Contracts, Hiring of Hotel Personnel, Communication Process

**Completed at June board meeting*

Questions?

Next Meeting

August 29, 2023



Georgia World
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Authority

THANK YOU