



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

September 14 – 15, 2022

AUTHORITY

Introduction & Agenda Overview

Approval of Minutes August 30, 2022

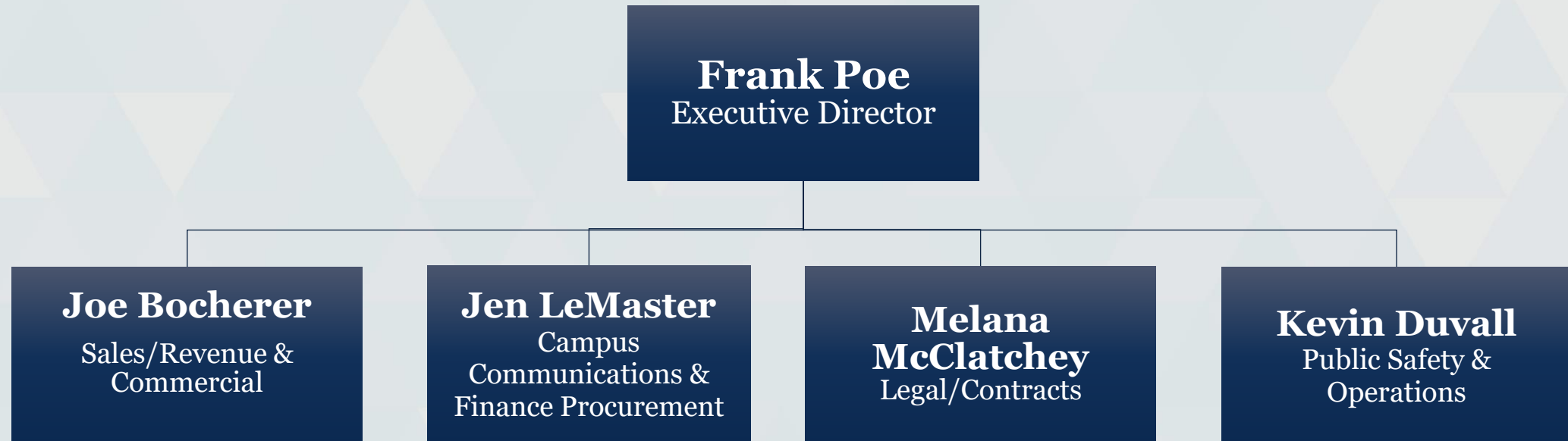
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Asset Management

Joe Bocherer
Chief Commercial Officer

Internal Asset Management Team: Signia by Hilton Atlanta

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Background: Asset Management

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Pre-Opening Tasks

- ✓ Sales & Revenue Performance and Goals; Booking Agreements – FRGT alignment
- ✓ Executive Team Hiring Oversight
- ✓ Legal (to include but not limited to): Contracts, Procurement, License Agreements, QMA, Room Block/ Georgia Ballroom Agreements, Development Agreement, Review of Specifications Associated with Goods and Services for the Hotel, Insurance Policies/Claims, Bond Compliance
- ✓ Pre-Opening Budget Management
- ✓ Contracts/Shared Services and Bookings
- ✓ Operational Oversight/Drew Company
- ✓ Weekly Meetings w/GM and DOS
- ✓ Quarterly Board Meeting Report

Post-Opening Tasks

- ✓ Sales & Revenue Accountability/Budget Performance/ P&L Review
- ✓ Marketing Campus/One Voice
- ✓ Legal (to include but not limited to): Contracts, Procurement, License Agreements, QMA, Room Block and Georgia Ballroom Agreements, Development Agreement, Review of Specifications Associated with Goods and Services for the Hotel, Insurance Policies/Claims, Bond Compliance
- ✓ Campus Public Safety/Physical Building/Traffic Management
- ✓ Financial/Capital/Cashflow
- ✓ Procurement
- ✓ Monthly Preparation for Board Meeting
- ✓ Hilton Owner Brand Meetings

Compliance Program: Purpose

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Ensure GWCCA's and Hilton's **compliance with applicable law, Authority governing documents, rules and regulations, and agreements** including but not limited to the Indenture of Trust, Qualified Management Agreement, Technical Services Agreement, Pre-Opening Services Agreement, the Georgia Ballroom Agreement, and the Room Block Agreement.

Program will be **formalized in a Policy** that will be **approved by the Executive Director**.

Compliance Program: Training by Hotel Counsel

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- **Annual and On-Boarding Training** for **GWCCA staff** who handle Hotel related matters and **Hotel Staff**
- **Topics of the training** will include Contracts, Procurement, Laws, Rules and Regulations that apply to operation of a state government project
- Additional **topics may be added to the training program** at the professional discretion of Hotel Counsel

Compliance Program: Development of Policy Committee

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- The Qualified Management **Agreement** calls for the **creation** of a Policy Committee
- The Committee will **coordinate the performance by GWCCA and Hilton** of their respective obligations and facilitate the **operation and promotion of the Hotel** in an efficient manner
- **GWCCA Staff on the Committee**: Chief Operating Officer, Chief Administrative Officer, Chief Commercial Officer, and Hotel Counsel
- **Hilton will designate 3 of its employees** to be on the Policy Committee
- Policy Committee **meets** at least **once per month**
- **Minutes will be taken** at the meetings and a **report provided to the Board**

Compliance Program: Development of Policy Committee (contd.)

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The Policy **Committee's scope shall include** but is not limited to:

- **selection of** the Senior Executive **Personnel**
- **policies** that materially affect Hotel Personnel
- **special projects** recommended by Hilton or GWCCA
- the annual **proposed and/or approved operating plan and budget and the proposed and/or approved Capital Budget** and periodic updates related thereto
- **marketing program** for the hotel
- campus **coordination, deliverables**, contracts, vendors, and procurement

Compliance Program: Development of Campus Coordination Committee

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No later than 90 days prior to the opening of the Hotel, a Campus Coordination Committee shall meet and shall continue **meeting on at least a weekly basis**.

The following **personnel from GWCCA shall sit on this Committee**: Hotel Counsel, Sr. Director of Campus Operations, Director of Purchasing, Director of Food and Beverage, Sr. Director of Campus Safety Operations, Director of Communications, and Director of Client and Guest Services. Other members of GWCCA may be requested to attend this Coordination meeting on an as-needed basis.

GWCCA shall request that the **Hotel designate appropriate personnel to participate in the weekly meeting** to discuss **topics and coordinate efforts on matters related to safety, event and site management including exterior activations, partner coordination, traffic and transportation management, parking, and campus messaging**.

POB Update

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Signia by Hilton Atlanta
 Number of Rooms: 975
 Opening Date: January 1, 2024

	7+5			6+6	
	Forecast Total	Budget Total	Variance B/(W)	Forecast Total	Variance B/(W)
Salaries and Wages					
Admin & General	\$1,717,552	\$1,799,029	\$81,477	\$1,708,755	-\$8,797
Sales & Marketing	\$4,701,028	\$4,853,463	\$152,435	\$4,685,050	-\$15,978
Rooms Division	\$236,143	\$234,922	-\$1,220	\$236,143	\$0
Food & Beverage	\$638,293	\$635,125	-\$3,168	\$638,293	\$0
Property Operations	\$195,871	\$194,755	-\$1,116	\$195,871	\$0
Other Operated Departments	\$540,000	\$0	-\$540,000	\$560,000	\$20,000
Total Management Wages	\$8,028,888	\$7,717,294	-\$311,593	\$8,024,113	-\$4,775
Total Hourly	\$1,167,009	\$1,167,009	\$0	\$1,167,009	\$0
Total Payroll	\$9,195,896	\$8,884,303	-\$311,593	\$9,191,122	-\$4,775
Other Operating Costs					
Travel and Task Force	\$130,562	\$128,000	-\$2,562	\$130,562	\$0
Team Member Relocation	\$263,467	\$300,000	\$36,533	\$249,943	-\$13,524
Employee Relations	\$104,787	\$109,000	\$4,213	\$106,287	\$1,500
Recruitment	\$189,419	\$250,000	\$60,581	\$189,419	\$0
A&G Miscellaneous	\$17,401	\$20,000	\$2,599	\$17,901	\$500
Bank Fees	\$11,093	\$11,400	\$307	\$11,223	\$130
Accounting Fees	\$71,250	\$73,100	\$1,850	\$71,500	\$250
Entertainment	\$42,195	\$34,150	-\$8,045	\$41,072	-\$1,123
Equipment Rental	\$18,000	\$21,500	\$3,500	\$18,500	\$500
Temp Living Expense	\$0	\$63,000	\$63,000	\$0	\$0
License / Legal	\$116,813	\$115,000	-\$1,813	\$116,813	\$0
Interim Signs	\$0	\$13,000	\$13,000	\$0	\$0
Postage & Freight	\$16,000	\$21,000	\$5,000	\$16,000	\$0
Office Supplies / Paper	\$43,813	\$45,000	\$1,187	\$43,608	-\$205
Employee Training	\$60,000	\$60,000	\$0	\$60,000	\$0
Telephone	\$154,466	\$158,950	\$4,484	\$157,444	\$2,977
Dues & Membership	\$0	\$0	\$0	\$0	\$0
Office Rental	\$0	\$0	\$0	\$0	\$0
Total Other Operating Costs	\$1,239,265	\$1,423,100	\$183,835	\$1,230,270	-\$8,994
Sales and Marketing					
eCommerce	\$83,500	\$54,000	-\$29,500	\$78,500	-\$5,000
Other Marketing Expense	\$34,714	\$45,000	\$10,286	\$35,286	\$571
Photography Image	\$213,140	\$242,500	\$29,360	\$210,281	-\$2,859
Collateral/Production Creative	\$82,905	\$72,500	-\$10,405	\$82,500	-\$405
Media Paid Search	\$124,000	\$124,000	\$0	\$124,000	\$0
Media Rooms	\$175,884	\$140,000	-\$35,884	\$175,884	\$0
Media F&B	\$12,500	\$12,500	\$0	\$12,500	\$0
Media Magazine	\$84,500	\$90,000	\$5,500	\$84,500	\$0
Promotions	\$12,500	\$12,500	\$0	\$12,500	\$0
Public Relations	\$40,000	\$40,000	\$0	\$40,000	\$0
IT Items	\$47,762	\$23,000	-\$24,762	\$48,595	\$833
Business & Professional Dues	\$28,364	\$12,300	-\$16,064	\$29,864	\$1,500
Comp Services & Gifts	\$123,711	\$168,000	\$44,289	\$126,211	\$2,500
Office Supplies and Postage	\$32,926	\$44,400	\$11,474	\$33,042	\$116
Trade Marketing Exhibits	\$151,707	\$180,000	\$28,293	\$151,707	\$0
Travel Other	\$100,237	\$91,500	-\$8,737	\$100,453	\$216
Entertainment External	\$61,025	\$74,700	\$13,675	\$62,375	\$1,349
Research Serv Fees	\$24,000	\$29,950	\$5,950	\$24,000	\$0
Training	\$0	\$24,600	\$24,600	\$0	\$0
Sponsorships	\$135,000	\$150,000	\$15,000	\$140,000	\$5,000
Total Sales and Marketing	\$1,568,374	\$1,631,450	\$63,076	\$1,572,197	\$3,822
Other					
F&B Inventory/Test Meals	\$150,000	\$150,000	\$0	\$150,000	\$0
Grand Opening	\$300,000	\$300,000	\$0	\$300,000	\$0
Contingency 3.00%	\$330,222	\$396,940	\$66,718	\$335,412	\$5,190
Technical Svc & Preopening Fee	\$400,000	\$400,000	\$0	\$400,000	\$0
Total Other	\$1,180,222	\$1,246,940	\$66,718	\$1,185,412	\$5,190
GRAND TOTAL	\$13,183,757	\$13,187,793	\$4,036	\$13,179,001	-\$4,757
COST PER KEY	\$13,522	\$13,526	\$4.14	\$13,517	

¹ This Preopening Budget summarizes the estimated working capital requirements for the preopening period to be funded by the Owning Company. This report does not include the costs for IT Equipment and Installation, FF&E or OS&E. All amounts are estimates only and subject to change. Includes Technical Services Fee and Pre_Opening fee as per MA

Key Management Hire Dates

Management Position	Hire Date
Director of Hotel Operations	7/1/23
Director of Food & Beverage	7/1/23
Director of Finance	3/1/23
Director of Human Resources	4/1/23
Director of MIS	3/1/23
Director of Security	11/1/23
Executive Chef	9/1/23
Director of Catering & Events	10/1/22
Director of Revenue Management	10/15/22
Marketing Manager	10/1/22

Next Steps for Internal Asset Team

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- Stand up the Policy Committee and begin a meeting cadence with Hilton Management to ensure alignment through and after opening
- Stand up the Campus Coordination Committee
- Develop processes between GWCCA staff and their hotel counterparts

Questions?

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Capital Projects and Major Maintenance Plans

Kevin Duvall
Chief Operating Officer

Matt Hollander
Sr. Director, Campus Operations

Projects and Improvements Funding Sources

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Self-Funded	Bond-Funded	Other
GWCC Reserves	State of Georgia General Obligation Debt	American Rescue Plan Act (ARPA)
Annual Operating budget	Major Repair and Renovation (MRR)	Park Capital Campaign
Food & Beverage Reserves		Property Disposition
		Legal Settlements

Focus on Five Major Sources in FY23

Sources of Funding	
FY23 Reserves	\$3,400,000
Property Disposition	\$900,000
Park Capital Campaign	\$1,000,000
Food & Beverage Reserves	\$1,000,000
ARPA (CARES Act)	\$5,253,000
Total Funds Available	\$11,553,000

Major Projects and Improvements Alignment with KPIs

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FACILITIES \$7,427,894

- FY23 Reserves: \$1,402,947
- COPV: \$865,290
- Property Disposition: \$652,100
- ARPA: \$4,507,511

CUSTOMER \$2,460,494

- FY23 Reserves: \$1,675,094
- F&B Reserves: \$400,000
- Property Disposition: \$247,900
- ARPA: \$137,500

TEAM \$1,208,810

- FY23 Reserves: \$545,698
- F&B Reserves: \$400,000
- ARPA: \$263,112

Project Highlights: Facilities

Completed Projects

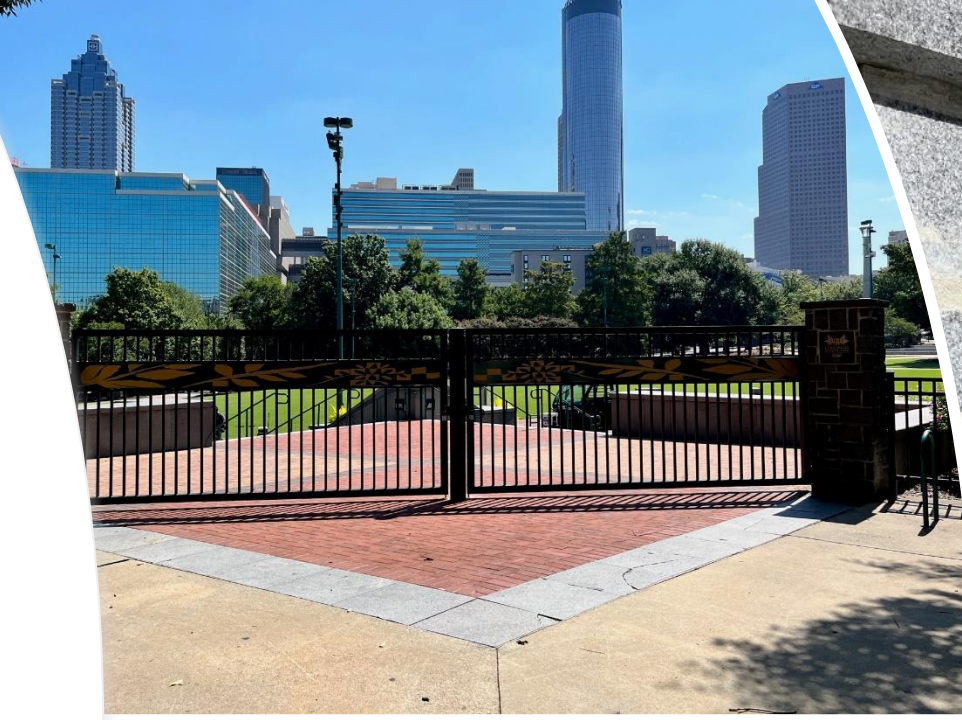
- Repairs to Red Deck stairwell #2
 - Significant cracking in CMU walls noted from Level 7 to Level 1
 - No structural concern of the main parking deck reinforced concrete frame noted
- Repairs to Orange Deck viaduct (not shown)
- Replaced emergency transfer switch (not shown)



Project Highlights: Facilities

Completed Project

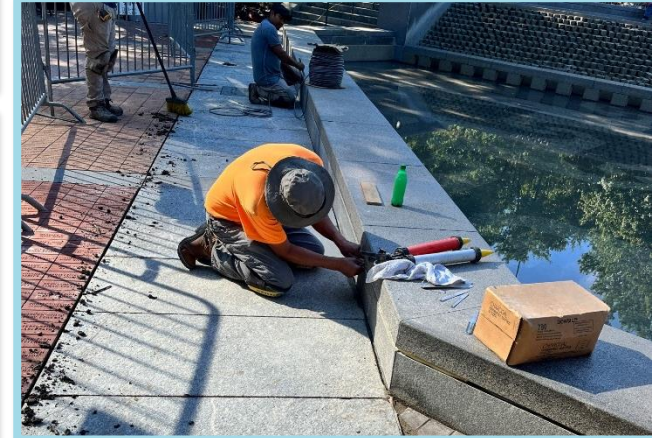
- COP perimeter fencing



Project Highlights: Facilities

In-Progress Project

- COP Quilt: repairs to hardscape



A photograph of a playground with green slides and structures on a safety mat. The playground equipment is made of metal and plastic, with green slides and structures. The safety mat is made of interlocking rubber tiles in shades of brown and grey. The background shows trees and a building under a clear blue sky.

Project Highlights: Facilities/Customer

In-Progress Project

- Resurfacing of COP playground
 - Installation of new “poured in place” padded safety materials to be completed in September

Project Highlights: Facilities

Completed Projects

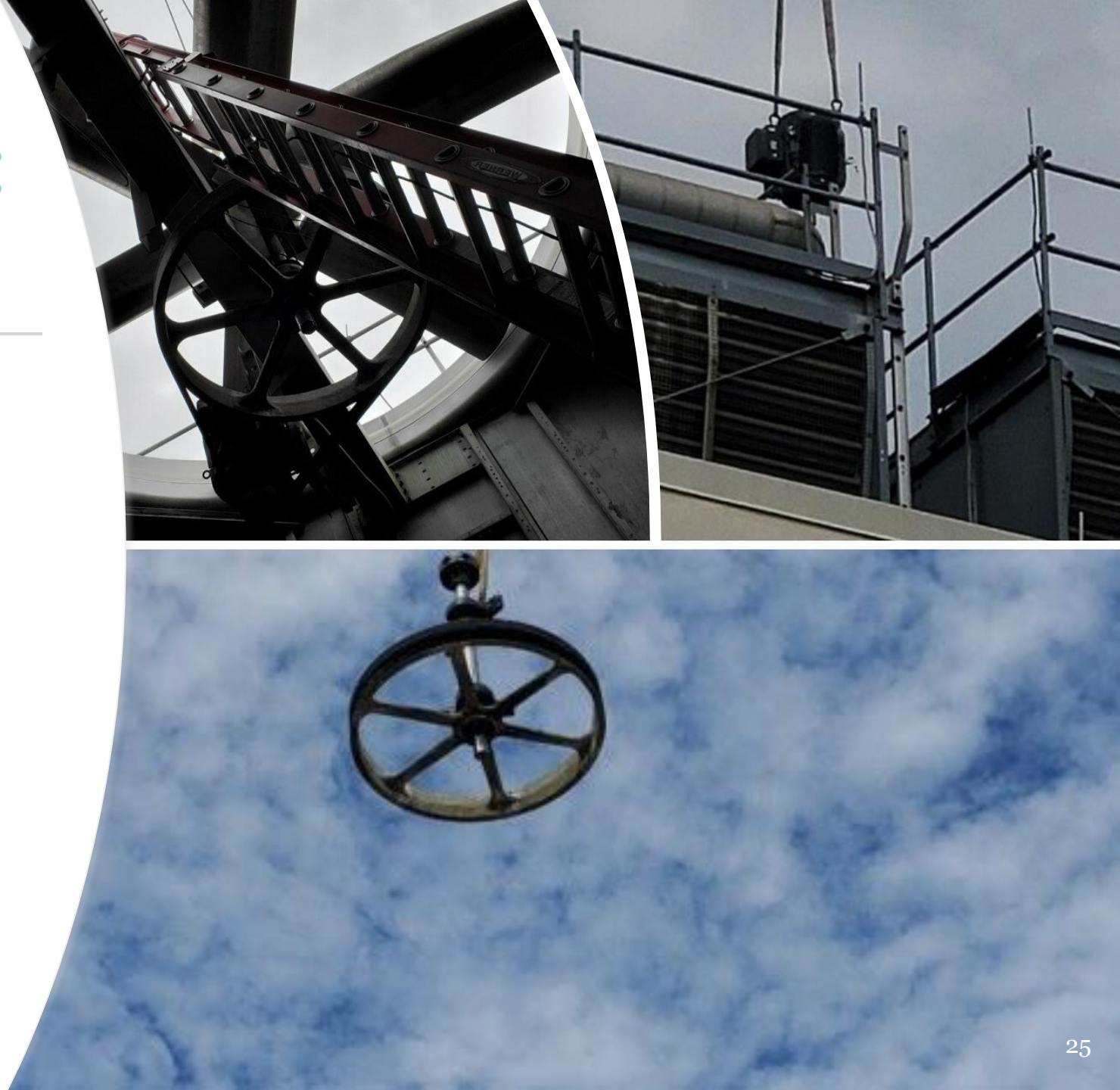
- Pressure washing façade of Buildings A and B (completed)
- Repainting the Main Lobby entrance steel (on-going)
- Pressure washing of Red, Silver, and Green parking decks (forthcoming)



Project Highlights: Facilities

Completed Project

- Replaced shaft bearing and drive on Cooling Tower 6



Project Highlights: Facilities

In-Progress Projects

- Improvements to crosswalks on AYIB



Project Highlights: Facilities

In-Progress Projects

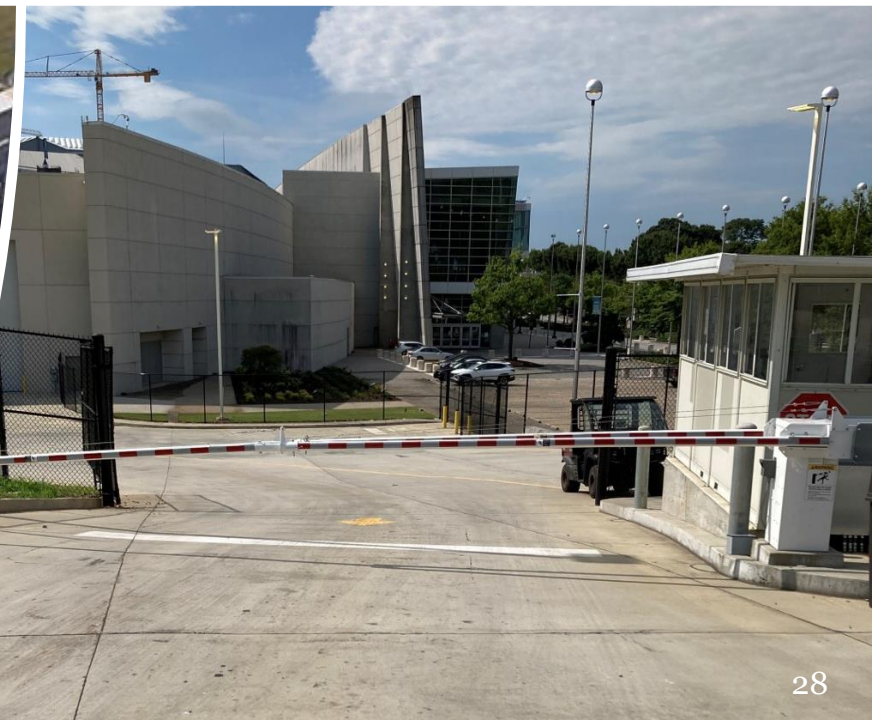
- Major repairs to escalators – Building B, Level 4 and Thomas Murphy Ballroom
- Mockup of Meeting Room modernization – Building A, Rooms 402/403 and 411/412 (not shown)
 - Carpet
 - Air wall replacement
 - Paint
 - Tables and chairs (part of ballroom purchase)



Project Highlights: Facilities

Upcoming Project

- Redesign of Gate 6 guard booth and access control



Project Highlights: Facilities

Upcoming Project

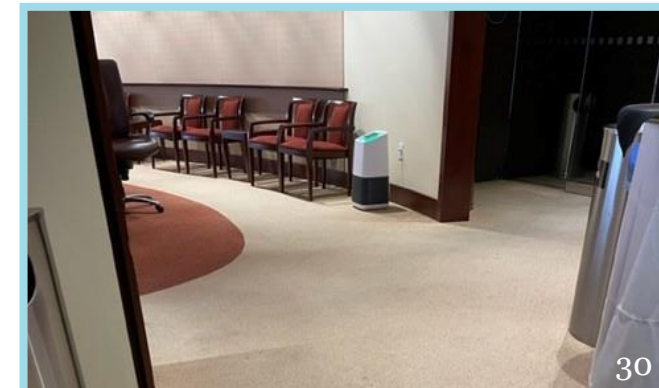
- Technology enhancements to Authority Boardroom
 - Audio to back table
 - Two-way video conference capability added
 - Computer replacement
 - Wire management



Project Highlights: Facilities

Upcoming Project

- Modernization of Executive Boardroom (technology and finishes)
 - Room last updated in 2005



Project Highlights: Customer

Other Technology Upgrades

- Room temperature and humidity sensor installations (completed)
 - Range alert settings
 - Dashboard information
 - IOT (Internet of Things)
- Feedback Now enhancement (forthcoming/not shown)
 - Next generation people counting capabilities
 - Allows for proactive staff deployment to high volume areas
- Replacement and upgrade of fire alarm notification system head end (ongoing/not shown)



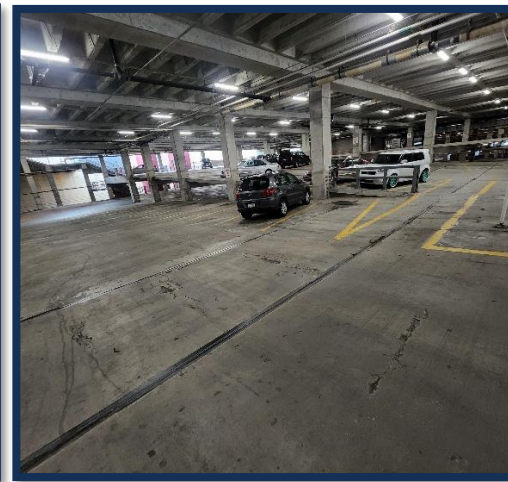
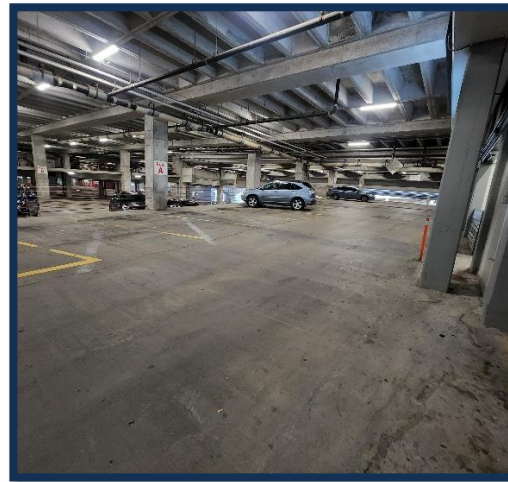
Project Highlights: Customer

In-Progress Projects

- Purchase of 5,000 Thomas Murphy ballroom chairs
 - Begin receipt of chairs in October
- Purchase of new folding tables and chairs for outdoor seating near Social Table (not shown)
- Installation of new wheelchair lift in Building A (not shown)

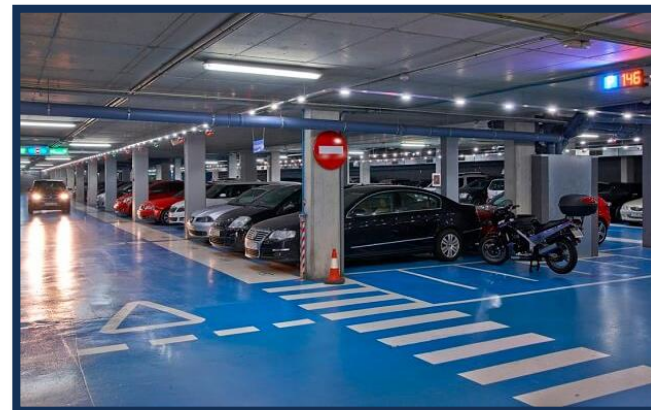


Project Highlights: Customer



Upcoming Projects

- VIP parking in Red Deck



Project Highlights: Customer

Upcoming Project

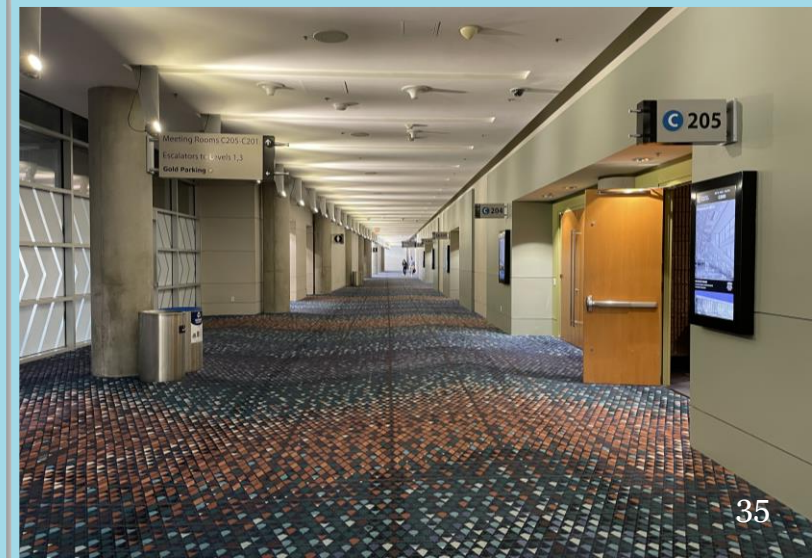
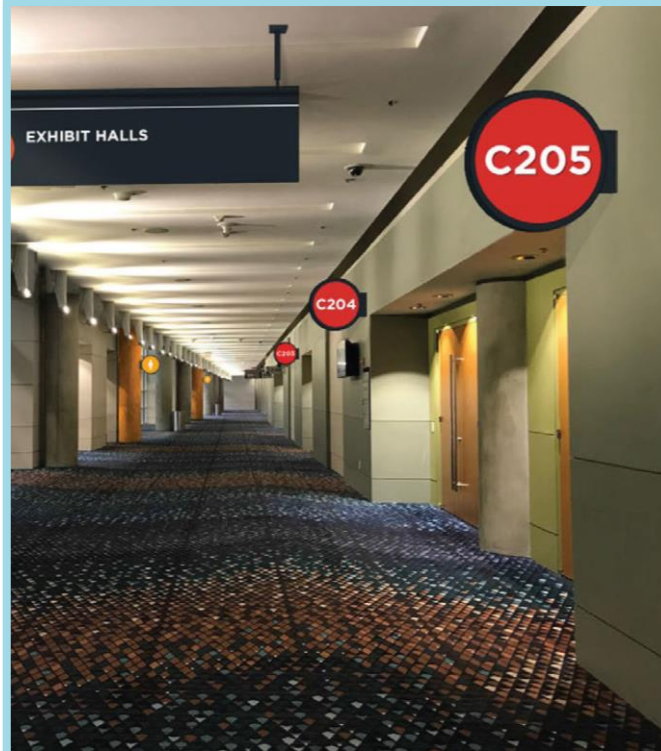
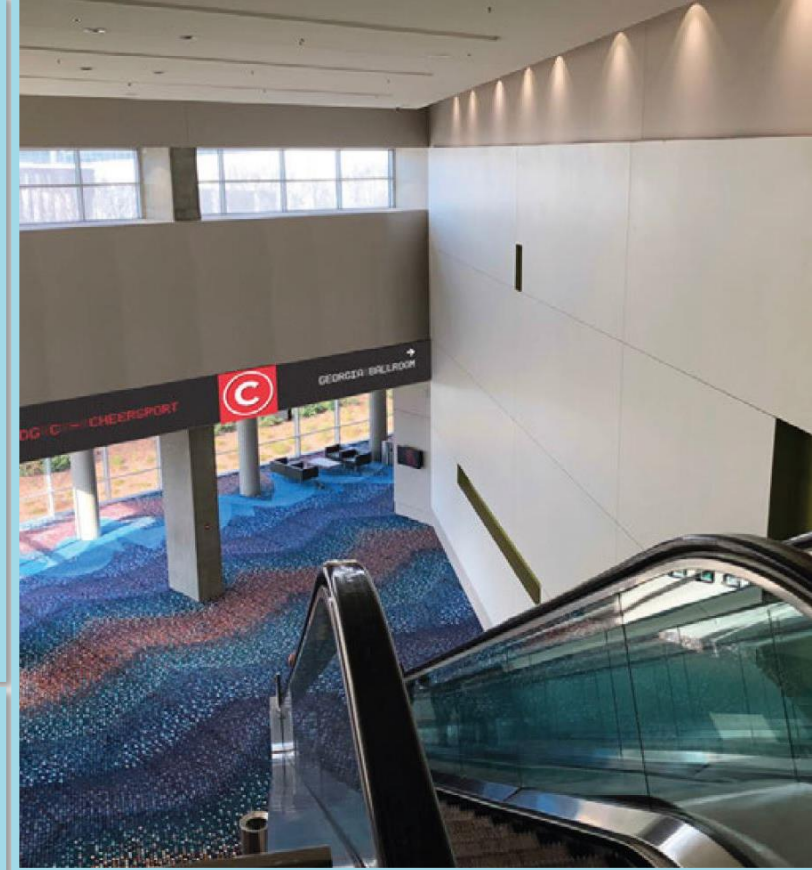
- Addition of Refuge Coffee in lobby of Building A



Project Highlights: Customer

Upcoming Project

- First phase of enhancements to interior and exterior wayfinding signage



Project Highlights: Team

Completed Project

- Purchased two new police patrol vehicles



Project Highlights: Team

Completed Project

- Purchased new side-by-side patrol vehicles for rapid response and traffic support



Project Highlights: Team

Completed Project

- Purchased two new forklifts for Facility Operations department



Project Highlights: Team

Upcoming Projects

- Improvements to HVAC controls in GWCC/Signia shared Sales office
- Purchase of additional Setup department equipment and transport dollies
- Purchase of additional transportation equipment to move equipment to/from COP
- Recommission Building A kitchen
- Modernize restroom near Bridge Point (team member cafeteria) as model for future public restroom projects

ARPA Funds (CARES Act)

Total Funding for Capital and Major Maintenance Projects: \$5,253,122

- Grant application requested funds to support facility updates to improve health, safety, and security. Focus was on Facility Management and Public Safety projects and personnel.
- Breakdown of grant use:

Equipment	\$ 195,000
Supplies	\$ 205,612
Contracts/Consultants	\$4,852,510

Major Building Enhancements

- Consolidation of chiller and boiler plants to achieve significant operational efficiencies
- Consolidation of cooling tower systems to achieve efficiencies and retire aging equipment and piping
- Technology and furniture improvements to communications/dispatch center
- Replacement of aging entry doors in Buildings A and B
- Life safety improvements in Building B
- Deep cleaning of carpets and floors and replacement of elevator floors

Questions?

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Retirement Plan Strategy

Jennifer LeMaster
Chief Administrative Officer

Background

- FY12 State Health Benefit Plan Rate – 27.4%
- \$1.7 million (14%) in savings from SHBP in FY22
- Same or better health benefits with less enterprise and employee costs

Retirement Plan Overview

- New plan pays 2% for every year of service
- GSEPS plan pays 1% for every year of service
- FY12 Retirement Plan Avg Rate – 9.3%
- FY23 Retirement Plan Avg Rate – 29.24%
- Plus 2% increase to budget for 401K (SB343)
- **\$857K in additional retirement expense for FY23**

Timeline and Next Steps

- **To date:** meetings with AG Office, Fiduciaries, and Consultants and staff
- **Now through the end of the year:** assemble advisors to assist with reviewing data
- **Feb & July 2023:** update Personnel Committee/BOG on potential changes
- **September 2023:** recommendation

Questions?

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15-Minute Break

F & B CONCEPT PRESENTATION

ATL / GWCC

HILTON BRAND F & B DEVELOPMENT

Signia
by Hilton



AGENDA

SECTION I

- Welcome to Signia by Hilton
- Master Plan

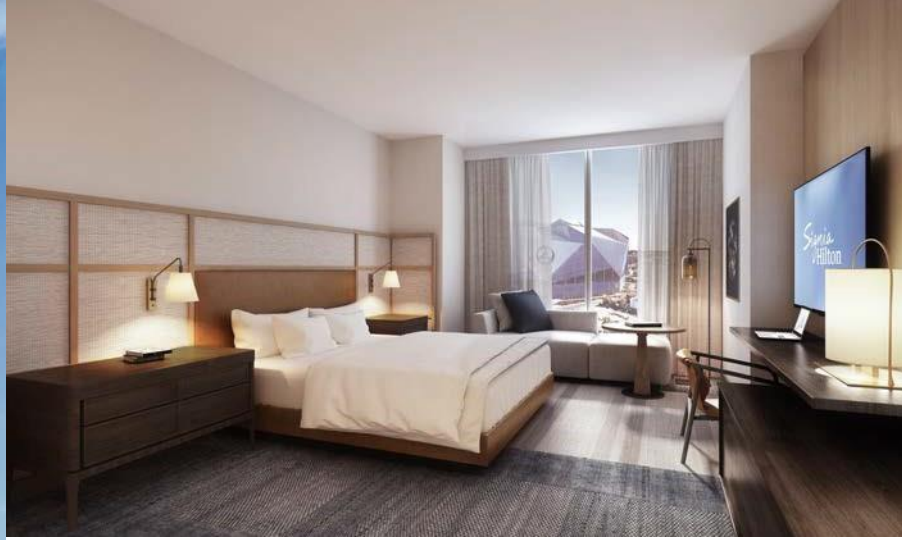
SECTION II

- F&B Program Overview
- F&B Concepts
 - Lobby Bar
 - Club Signia
 - Friendship Market | Grab & Go
 - Homespun | All Day Dining
 - The Nest on Four | Sports Bar
 - Highball | Pool Bar
 - Capolinea | Signature Restaurant
- The Finer Details & Next Steps



SECTION I:

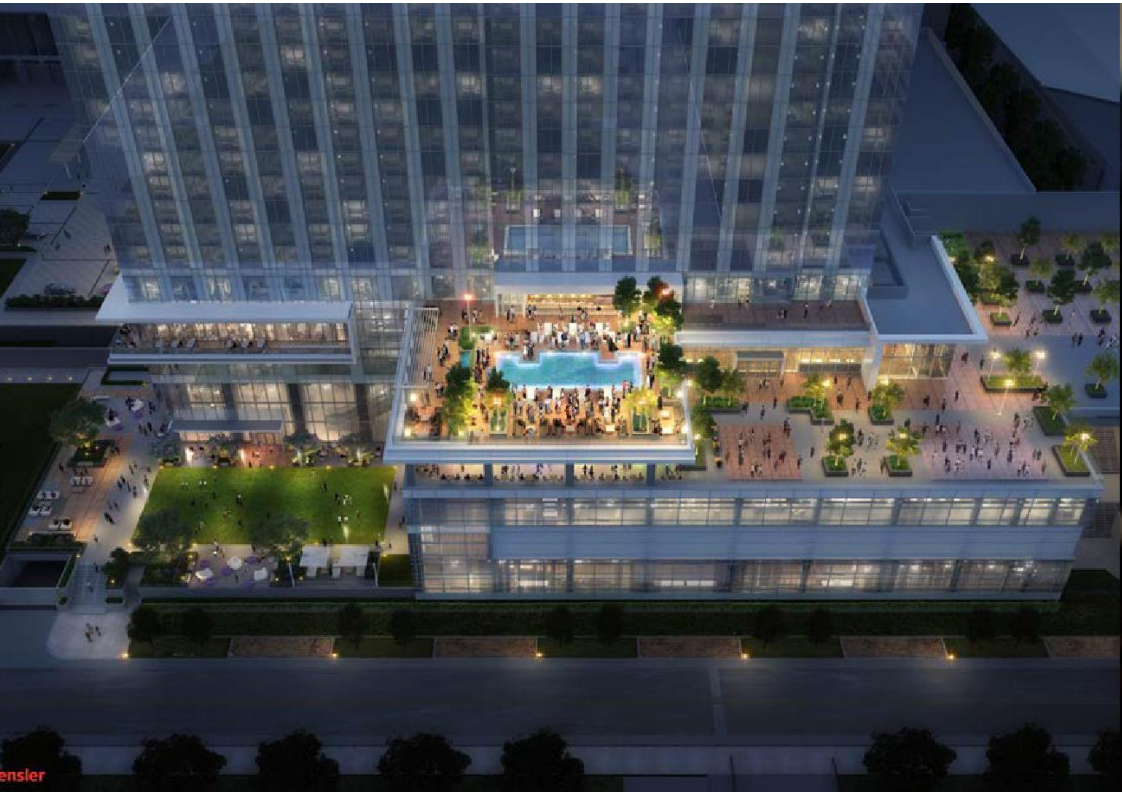
SIGNIA BY HILTON
MARKET ANALYSIS
MASTER PLAN



WELCOME TO SIGNIA BY HILTON...

Signia by Hilton is a dynamic, meetings- and events-focused brand that infuses sophisticated travel and premium experiences into every aspect of the guest experience. Each Signia by Hilton hotel will offer unparalleled meetings and events capabilities with world-class design, state-of-the-art technology and signature food and beverage offerings, all backed by the Hilton name and award-winning Hilton Honors program.

A CUT ABOVE.



BRAND PILLARS

WORLD CLASS DESIGN
STATE-OF-THE-ART TECHNOLOGY
SIGNATURE FOOD & BEVERAGE



MASTER
PLAN

MASTER PLAN

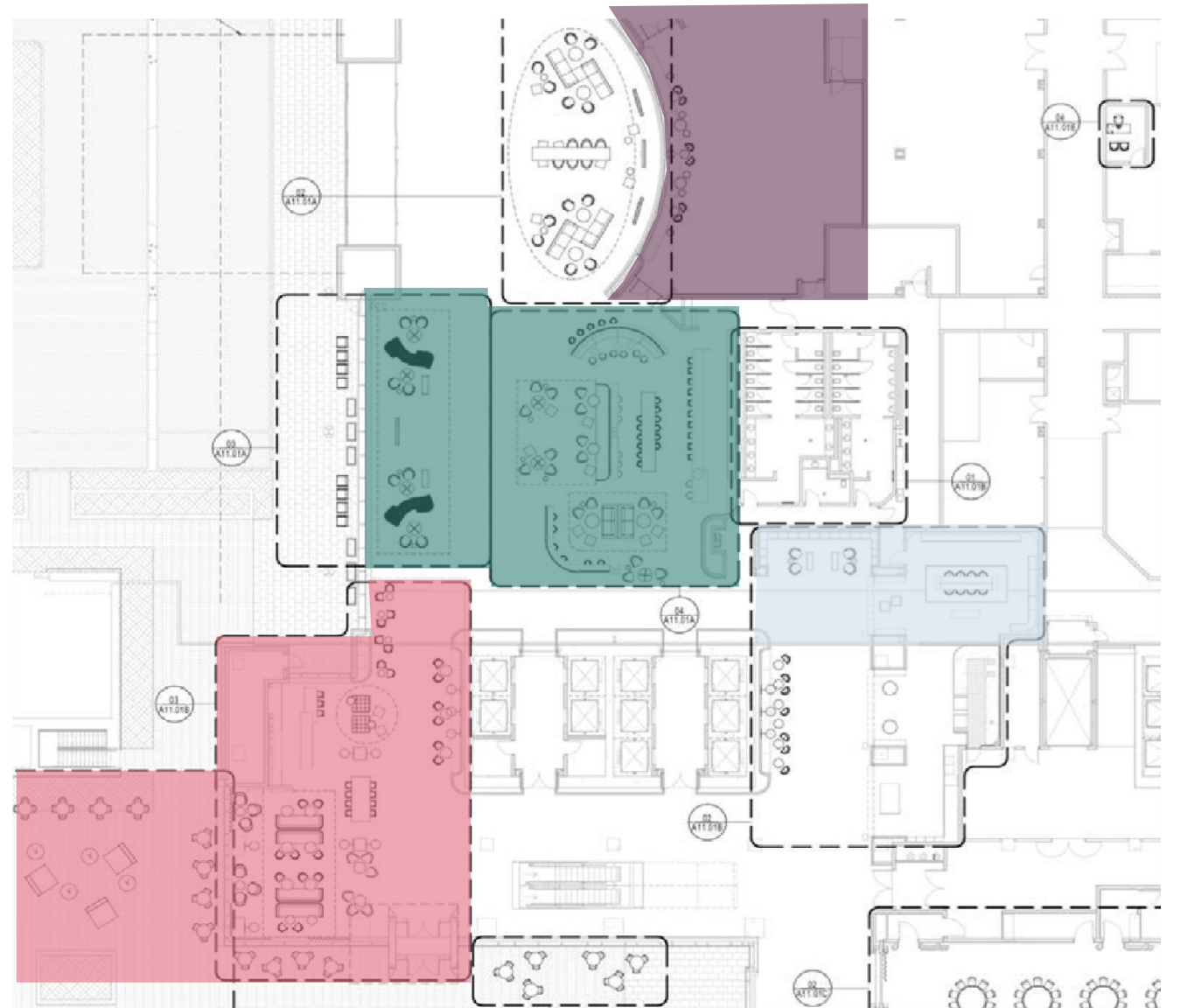
LEVEL ONE

● CLUB SIGNIA
2490 SF / 88 SEATS

● LOBBY BAR
1961 SF / 80 SEATS

● CAFÉ & MARKET
2084 SF / 24 SEATS

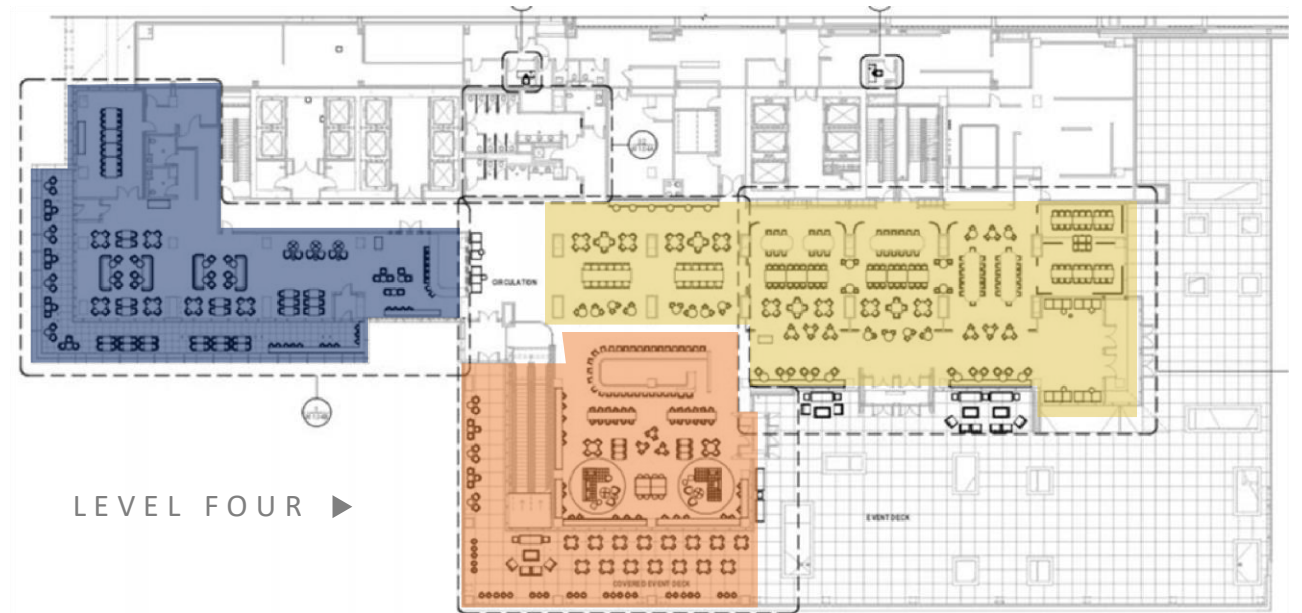
● TERRACE BAR



MASTER PLAN

LEVEL FOUR + LEVEL FIVE

- ALL DAY DINING
4793 SF / 285 SEATS
- SIGNATURE RESTAURANT
4750 SF / 120 SEATS
- SPORTS BAR
2174 SF / 134 SEATS
- POOL BAR





SECTION II:

F&B PROGRAM OVERVIEW

F&B CONCEPTS

PARTNERSHIP CONSIDERATIONS

NEXT STEPS

FOOD & BEVERAGE PROGRAM

UNCOMPROMISED DELIVERY
OF WORLD CLASS FOOD & DRINK

The food and beverage program at Signia by Hilton Atlanta is representative of the brand's unparalleled commitment to quality and creativity. Beginning with the first impression – a dramatic and design-forward lobby bar to the bustling energy of the sports bar – each and every guest will enjoy the dynamic spectrum of food and drink experiences within the property's footprint.





LOBBY
BAR



CONCEPT POSITIONING

THE GATEWAY TO SIGNIA'S WORLD-CLASS FOOD & DRINK

The Lobby Bar at Signia by Hilton – Atlanta sets the tone for the guest's holistic food and beverage experience. Music heralding the history of Atlanta's cultural roots – from 1920's and 30's jazz to contemporary soul hums in the background. As the first space, and first impression, for guests arriving on property, this space suits the needs of the moment. Whether hosting a large group after a meeting breakout or a destination for locals to visit for a post-workday cocktail, this space is functional and evolutionary. Refined and approachable, the back bar is lined with a spectrum of spirits, while cocktails are crafted with care and precision. A rotational wine and beer program further complements the lighter fare served from the space – all of which is both individual- and group-friendly.

NEXT: CUISINE VISUALIZATION



BEVERAGE PROGRAM

CONTEMPORARY & SEASONALLY-DRIVEN

The beverage program of the Lobby Bar mirrors the sleek and contemporary design of the space itself. Thin-stemmed martini glasses are filled with classics like a Vesper martini or contemporary variations of Pre-Prohibition classics. What's constant is a perfectly balanced and executed drink, garnished with impeccable precision. Of course, the lobby bar will also feature a selection of seasonally-rotating wine - poured tableside, and beers. The seats at the front bar are most coveted, placing the skills of Signia's high caliber bartenders on stage.



FOOD PROGRAM

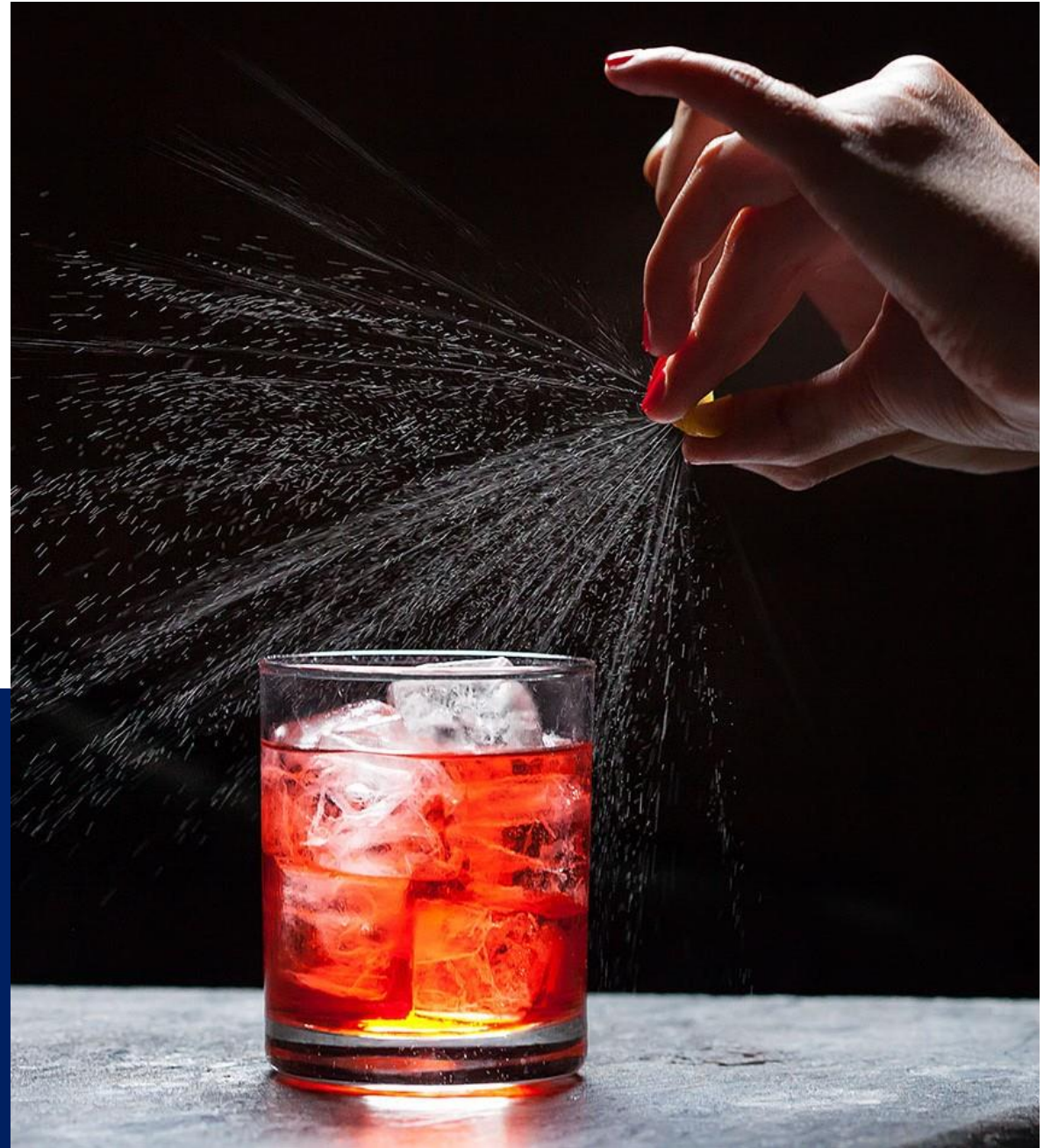
IMBIBE-FRIENDLY SEASONAL COCKTAIL FARE

Complementary to the Lobby Bar beverage program, the food program focuses on shareable, cocktail-friendly fare. Whether visited by a solo guest in search of a respite from a long day of travel, or a larger group celebrating the culmination of meetings, the offerings at the Lobby bar will prove perfectly equipped. From a seasonal cheese and charcuterie menu to a snacks like a carrot hummus with dill crostini, or a main such as a grass-fed burger with cave-aged gouda on a brioche bun, guests will enjoy the American regional fare in a chic, energetic setting.



SERVICE POSITIONING

Guests are invited into the Lobby Bar with a welcoming smile and a pristine view of skilled bartenders mixing cocktails, presenting wine labels and garnishing cocktails with care. Cocktail servers are well versed in the spirits, beer, and wine on the menu and the lighter fare bites to complement the guest's beverage selection. Service is regimented, but without the air of pretentiousness or inaccessibility – the perfect balance to set the tone of the F&B experience at large.





MOMENTS & RITUALS

The subtle rituals and special moments at the Lobby Bar will set create a markedly different experience than other hotel bars in the market. Some of our unique differentiators will include an ever-rotating charcuterie menu tailored to individuals and groups, a specialty ice program for signature cocktails and high-end pours, and an abstract, art-driven, photograph-worthy menu weaving in the music of Atlanta's rich history.



ENVIRONMENT AND AMBIENCE ▶

SLEEK, DESIGN-FORWARD,
AND COHESIVE ELEMENTS

As the energetic hub of the property, the ambience of the Lobby bar will require a lighthearted and welcoming energy during daylight, and a transition to a moody abode at nightfall. Music influenced by the city of Atlanta will hum in the background while lighting will progressively dim. The OS&E will be representative of the minimalist and sleek design – think thin-stemmed, sky high martini glasses and pre-prohibition era bar tools and a menu that beckons the guests to stay for one more.

CLUB SIGNIA





CONCEPT POSITIONING

A PREMIUM, DESIGN-DRIVEN,
AND EXCLUSIVE CLUB EXPERIENCE

Entry to Club Signia requires that guests pay a premium on eligible room types and as a result, a sense of exclusivity surrounds the Club Signia experience. An impressive moment of arrival transports guests from the haste of a bustling lobby into a calm and restrained environment. Inside, several zones create an immersive and multi-functional experience for guests. Whether in the bar and lounge area, at hard tables that may be used for work or dining, or inside the flexible den for a meeting, Club Signia serves a variety of purposes. Club Signia is a purposeful space, modern in appearance and welcoming in atmosphere, whose attention to design and detail is a cut above.

NEXT: CLUB VISUALIZATION



BEVERAGE PROGRAM

CLUB-STYLE SERVICE & A SELF-SERVICE PANTRY

An all-day beverage program is a key pillar of the Club Signia experience. A self-service pantry, fully stocked with everything from sparkling water to canned lattes will be a frequently utilized amenity for Club guests visiting the space midday for a quick meeting or quiet escape. In the evening, a full bar offering will be executed from the Club's seated bar. Guests may select a signature cocktail from the menu or opt for a beer or wine from the seasonally-changing menu.



FOOD PROGRAM

A BALANCE OF DISPLAYED AND COOKED-TO-ORDER ITEMS

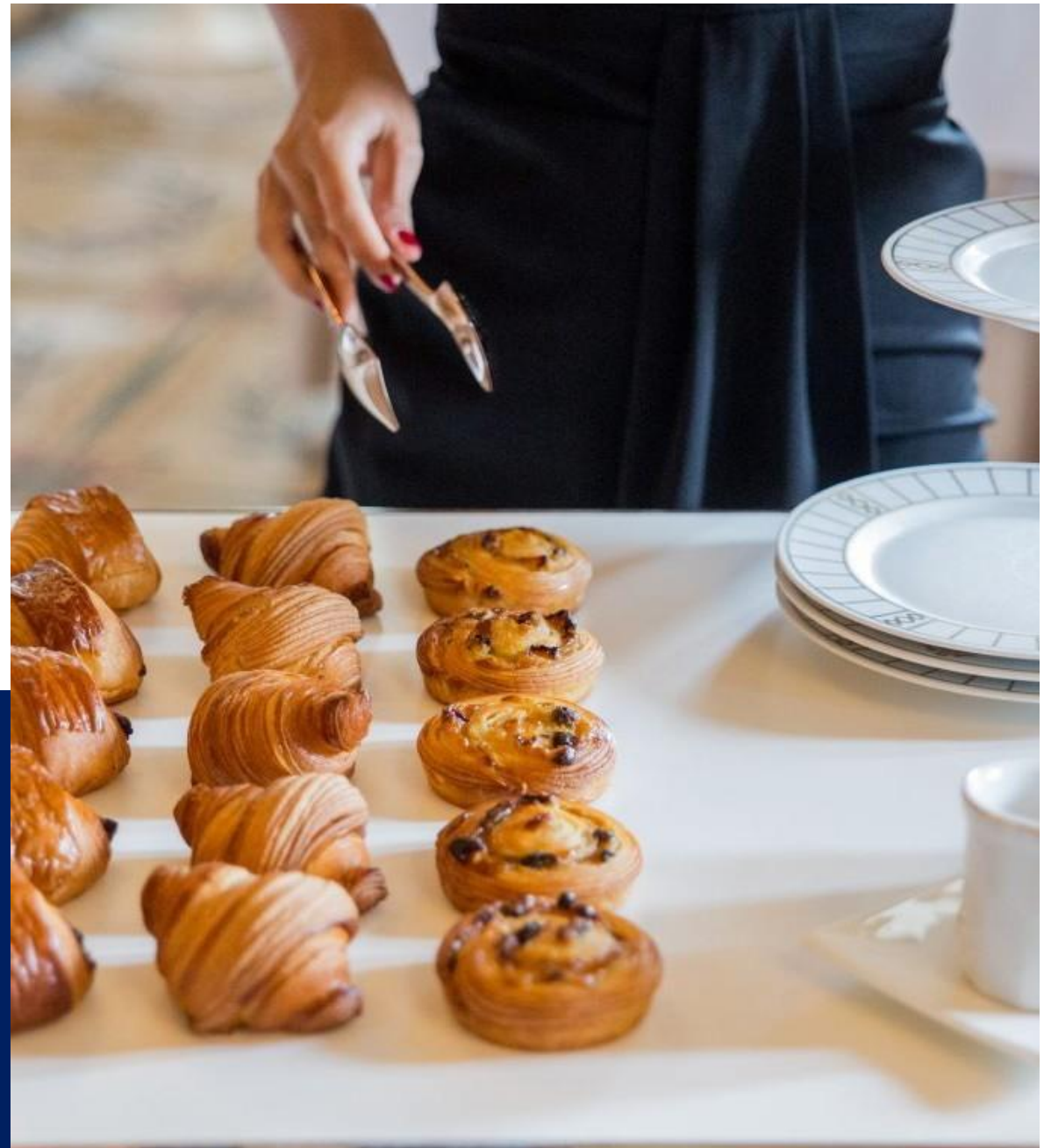
Equally as important as the beverage program at Club Signia, the food offerings will drive the guest satisfaction of the experience. In the morning, the breakfast offerings will be displayed on the integrated-induction countertop and chefs will prepare eggs à la minute in the live cooking zone. Evenings at Club Signia will be another fully bespoke experience, with lighter fare served alongside the beverage program, menu offerings will be chef-driven and rotational.



SERVICE POSITIONING

AN EXPERIENCE FOCUSED ON DELIVERING PERSONALIZED SERVICE

The team members in the Club Signia space will be welcoming, reliable, and perfectly present to provide personalized service to each and every guest. Beginning before the arrival with an email outlining the components of the experience, whether F&B-driven or not, and service will continue throughout the guests stay. Chefs in the live cooking zone will be well-versed in FOH steps of service, and bartenders and cocktail servers will provide insights to the destination attractions of the local market.





ENVIRONMENT AND AMBIENCE ▶

BESPOKE BRANDING IN AN EXCLUSIVE SETTING

When guests choose to pay for a premium Club Signia room at Signia by Hilton, the experience will be noteworthy. Each piece of collateral – menu, coasters, and in-room amenities – will be specifically branded in Club Signia’s emblem. Meanwhile, the in-club experience will have an environment that is tailored to the needs of its guests, zones within the space each have its own purpose, from integrated meeting niches to a residentially-inspired dining nook.



CONCEPT POSITIONING

A GRAB-AND-GO REMINISCENT OF A BOUTIQUE MARKET

The Cafe and Market is more than a place for casual encounters and conveniences. Thoughtful planning, innovative design, and curated programming creates a space for so much more - all said, a space to pause and inspire. Of course, a wholesome and nourishing food and beverage experience will be paramount, but additional, expertly-curated retail elements and items will also be available to its guests. In the morning, the café and market will act as an alternative breakfast location, particularly for guests in search of a quick bite, while the midday and evening offerings will be for guests looking to go to their room or dine in the surrounding seating zones of the terrace bar.

NEXT: MARKET VISUALIZATION



FOOD & BEVERAGE PROGRAM

In the morning, the aroma of freshly-brewed coffee fills the space. The breakfast program boasts a high-quality espresso program, freshly-baked pastries, and a selection of grab-and-go, healthy breakfast items.

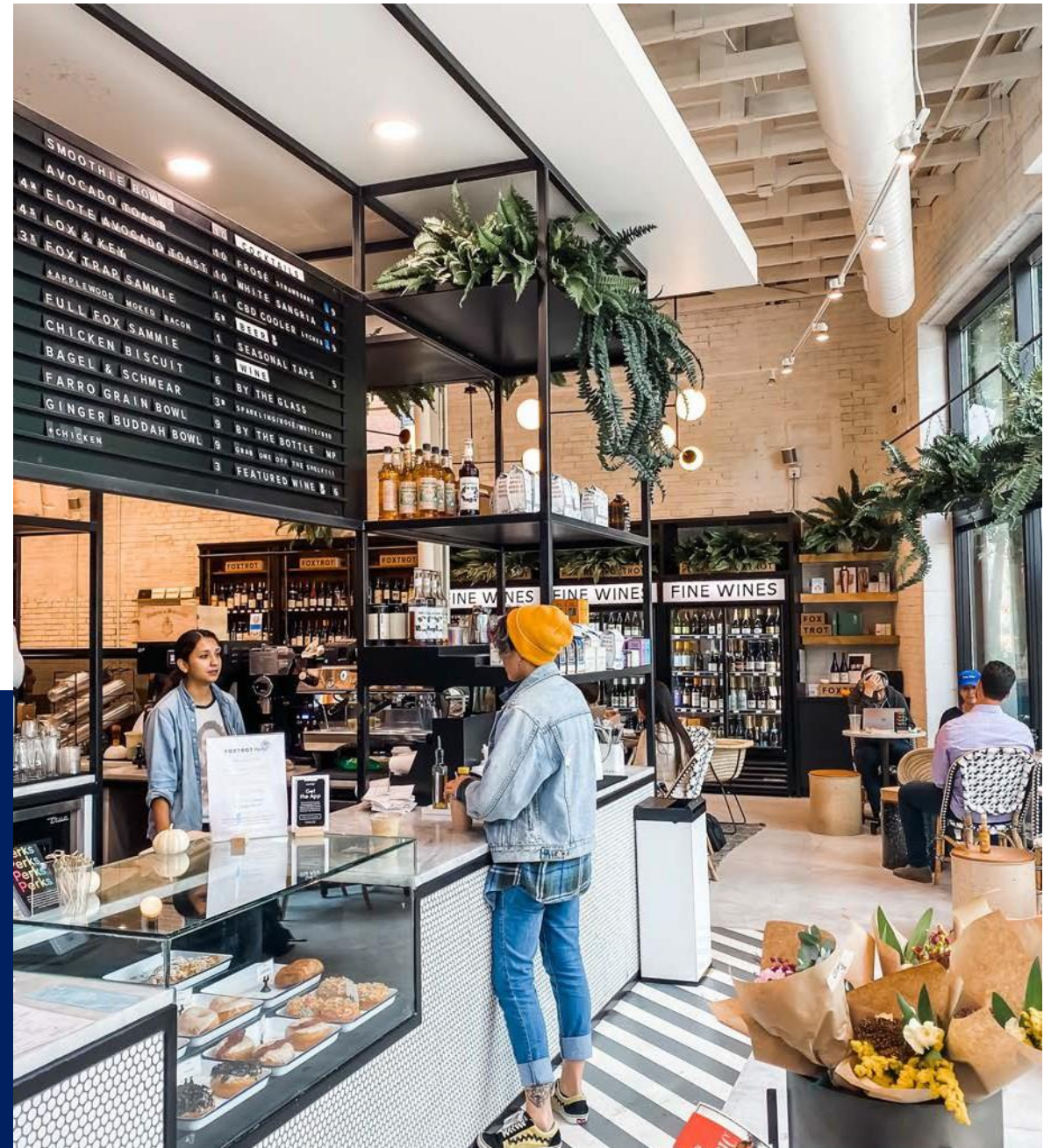
As the day unfolds, midday visitors can opt for a prepared salad or sandwich, or an afternoon snack from the pantry complimented by an afternoon pick-me-up latte before returning to their day. In the evening, guests may peruse the wine shelves and select a freshly-prepared, yet packaged, cheese board or hummus with crudité to enjoy in the seating zones both within and outside of the market footprint. All in all, a broad beverage selection and wellness-driven menu of creative dishes encourages all day gathering and dining for the Signia guest.



SERVICE POSITIONING

FRIENDLY COUNTER SERVICE FROM MORNING TO NIGHT

While quick service is incredibly important in the café and market space, unparalleled hospitality will still be a mainstay. Trained baristas will execute boutique coffee shop level beverages, and chefs will package the freshly made, yet pre-prepared snacks and meals with care. The market zone will be well-maintained and organized throughout the shifts and team members will have a keen knowledge of the local specialty products available and encourage the guests to sample some of Atlanta's small purveyor specialties.





MOMENTS & RITUALS

Signia guests will be surprised by the unique elements of the café and market space. Its adjacency to the terrace bar encourages guests to select a bottle of wine or RTD cocktail from the boutique retail zone and pair it with one of the chef-curated cheese boards or local, Atlanta-based di amano artisanal chocolate tastings.



ENVIRONMENT AND AMBIENCE ►

A FUNCTIONALLY-EFFICIENT SPACE
WITH A SPECIALTY MARKET FEEL.

Unlike many hotel markets and cafés, this space will feel more nuanced and boutique. In place of lines of retail merchandisers will be custom millwork, sleek product placement, and undeniably fresh packaged products. Team members will be outfitted in branded barista aprons accessorized with a branded pin. The disposable packaging will be secured with a custom sticker or embossed parchment paper before being placed behind the ambient glass display or open-air refrigerator. Each area of the space will have a specific function, from the barista counter to the market's wine cellar.

THE NEST ON FOUR

Sports Bar





CONCEPT POSITIONING

A DESTINATION BAR WITH VIEWS OF ATLANTA'S FAMED ARENA

The destination bar is the perfect place for casual conversation among friends and a standout venue to watch sports games being broadcast at the nearby Mercedes Benz Stadium and beyond. The grand central bar features an expansive selection of beers on tap and bottled spirits. Local and craft selections from breweries around Atlanta are highlighted. A focused wine list and creative cocktails round out the beverage program that feels cohesive and complete. On gamedays, the bar quickly fills with hotel guests and locals alike. Drinks flow within a communal atmosphere as guests easily spill out onto the outdoor terrace, bringing the energy throughout the space.

NEXT: CUISINE VISUALIZATION



BEVERAGE PROGRAM

LIBATIONS THAT SPEAK TO THE ULTIMATE SPORTS FAN

Atlanta and its surrounding region has no shortage of craft, small batch purveyors of beer and spirits. The beverage program at the Sports Bar will feature many of these products, from Terrapin Beer Co.'s Pregame Lager on draft or as a draft pour or a seasonal cocktail using Armour & Oak's Northern Georgia-based Apple Brandy. As many visitors to this space will be in search of a place to watch the game, its expected that a well balanced, yet interesting, beer program will lead. A wide selection of draft, canned and a bottled beer will be available, with a core focus on Georgia-produced offerings. However, for those interested in a cocktail or glass of wine instead, the menu will offer a selection of white, red, and rosé pours, a spectrum of standard and top shelf spirits.



FOOD PROGRAM

STADIUM FAN FAVORITES ON A WHOLE NEW LEVEL

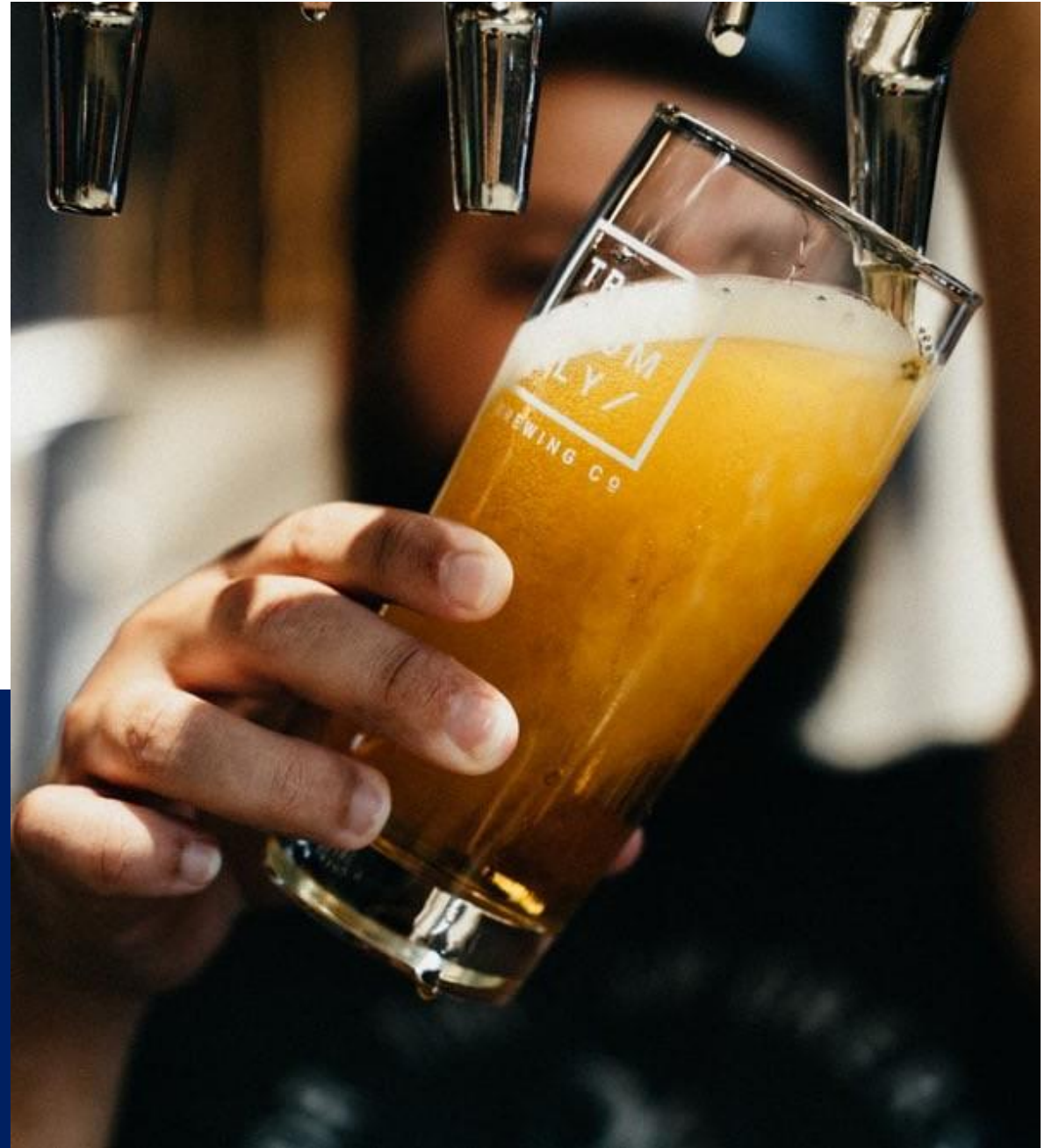
The cuisine in the Sports Bar will focus on classic bar fare with Atlanta roots. Using inspiration from the most coveted vendors in Mercedes Benz Stadium – like Delia’s Chicken Sausage Stand or Fox Bros. BBQ - expect a range of Southern American favorites. Big and bold (and fun) flavors will dominate, and guests will feel the creativity of the culinary team in every bite. And for those joining for a nightcap – bartenders will suggest one of their favorite sweets from the menu, a Georgia Peach Fritter to enjoy as either a late night snack or a morning delight.



SERVICE POSITIONING

ENERGETIC AND FRIENDLY BAR-FORWARD SERVICE

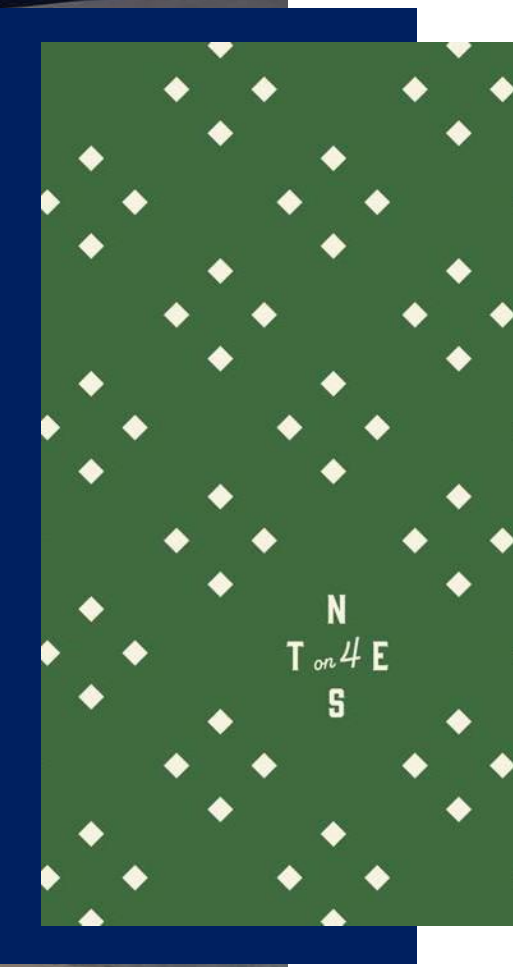
The service style in the Sports Bar will be friendly, energetic and fun. Servers and bartenders will be more casual in their approach compared to other outlets within the hotel, encouraging a lively, familial atmosphere. Cocktail-style service will be utilized on the terrace zone, with servers recommending sharing-friendly F&B for larger groups.





MOMENTS & RITUALS

The Sports Bar will pride itself on its differentiators from other sports bars in the market. Signature elements such as buckets of local beer or the bar's housemade bar mix of caramel corn and peanuts will be moments that guests will not forget.



ENVIRONMENT AND AMBIENCE

A SPACE THAT CHANNELS
THE ENERGY OF A FRONT ROW SEAT

Energetic, fun and vibrant, the sports bar will have an ambience unlike any other space in the hotel. Its design, technology, and leading F&B program will encourage local guests to become regulars at this destination bar. Small touches to pay homage to the sport teams of Atlanta will be woven into the menu and collateral and team members from matchboxes, beverage napkins, or decorative pennants at the host stand.

HOMESPUN

All Day Dining





CONCEPT POSITIONING

A BUSTLING BRASSERIE WITH SOUTHERN ROOTS

The all day restaurant is central and communal, an energetic center for regionally- inspired American dining in a modern, airy setting. From a strong design ethos to the open finishing counter, tabletop elements and the menu itself, this concept is wholly inspired by a bustling brasserie with a Southern touch.

The menu features seasonal ingredients from regional farmers and producers. These ingredients are presented simply and honestly – in dishes that are never unnecessary in complexity and pure in presentation.

NEXT: CUISINE VISUALIZATION



BEVERAGE PROGRAM

FROM FRESHLY BREWED COFFEE
TO A BOURBON NIGHTCAP

The All Day Restaurant will require a thoughtful beverage offering for each meal period. Beginning with a leading coffee and tea program in the morning, guests will enjoy drip coffee or an expertly-prepared latte or chilled Southern tea alongside their meal. As day transitions to night, more dynamic program will emerge. Beer, wine, spirits will be available from midday onward. The cocktail program will be rotated on a seasonal basis, utilizing the same farmers and regional purveyors as the chef-prepared food offerings. Southern classics, such as a mint julep or a cajun lemonade will be menu staples, or guests can easily conclude their night with a neat pour of the restaurant's southern whiskey collection.



FOOD PROGRAM

REGIONAL AMERICAN FARE WITH A STORY TO TELL

A strong commitment to regional farmers will be evident in the food program. Simply-prepared, wholesome, seasonal ingredients will drive the menu. Agriculturally-inspired, many menu items will note the ingredient's origin. For breakfast, dishes such as biscuits and gravy or steak and eggs will appear alongside healthier alternatives like a Greek yogurt parfait with housemade peach granola. In the afternoon and evening, guests can explore the range of menu items, from small snacks like deviled eggs with crispy bacon to main courses for two, like a whole roasted chicken with stewed collard greens and a rich au jus.



SERVICE POSITIONING

IMPARTING THE HISTORY OF SOUTHERN HOSPITALITY

Southern hospitality is the core inspiration for the warm service style of this space. Beginning with a friendly greeting by the host and prompt coffee service upon arrival at breakfast, guest will appreciate the approachable and knowledgeable demeanor of the FOH team members. A particular focus will be given into the overall narrative of the concept, including the agricultural roots of the menu, the farm partners and the local spirits behind the bar.





MOMENTS & RITUALS

Both Atlanta and the deep south is rooted in culture and rituals. In the All Day Dining Restaurant, we will incorporate some of these signature moments:

- Small batch, Southern whiskey collection
- Dessert program featuring Southern-inspired pies, from classic Buttermilk to Peach Crumb
- Southern Tea features – from iced and hot teas, tea incorporated in menu items whether food or drink.



ENVIRONMENT AND AMBIENCE ►

The uniform program and OS&E in the All Day Restaurant will utilize elements of Southern design and culture. Particularly, to recollect the significance of Southern quilt making and its importance to conveying stories and family histories, the patterns will be incorporated in the smaller tabletop and uniform touches - from a quilted linen napkin to the interior binding of the menus and the pocket square of the maître'd. To support the tea program, vintage-inspired tea ware can be utilized for both design elements and tableside moments.

HIGHBALL

Pool Bar





CONCEPT POSITIONING

FUN AND LIGHT HEARTED POOLSIDE FARE

As the gem of the fifth floor of the Signia by Hilton, the Pool Bar will be an escape for the hustle and bustle of Atlanta. A fully-stocked bar will be accompanied by a sunshine-friendly food program – executed from the fourth floor main kitchen. Channeling the energy and vibe of the best garden party, the Pool Bar will offer a more casual, sustainably packaged fare, best enjoyed during a sunny afternoon in a chaise.

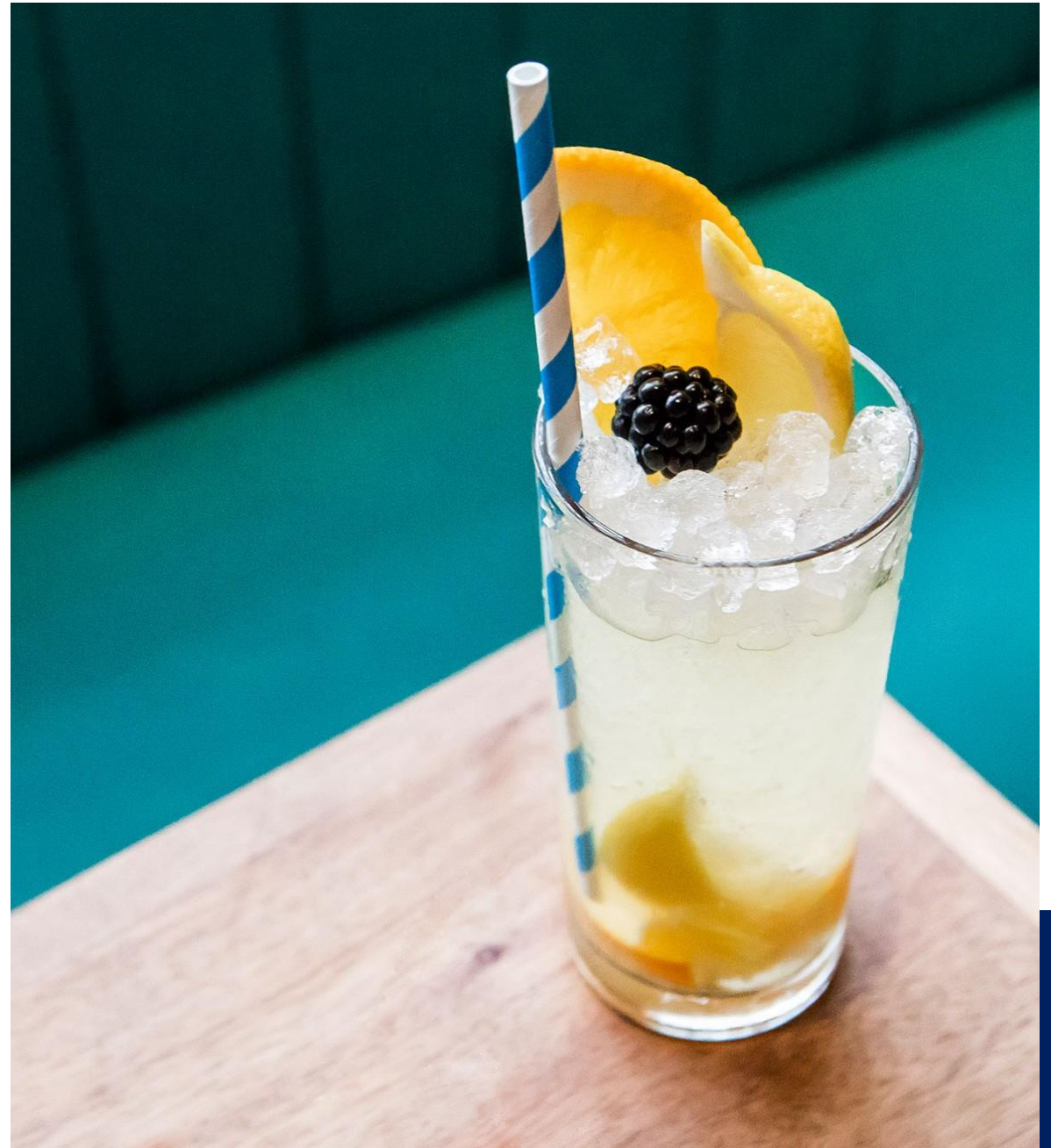
NEXT: CUISINE VISUALIZATION



BEVERAGE PROGRAM

CHILLED BEER, WINE, AND A ONE-OF-A-KIND “HIGHBALL” PROGRAM

Bright and vibrant beverages will be served from midday to evening on the pool deck. For those joining midday in search of a light refreshment, low- and no-alcohol cocktails will be best suited. Guests may choose one of our speciality highball cocktails from our signature menu - for example, a peach lemonade garnished with mint or a Chinola passionfruit spritz, topped with Fever Tree lemon tonic. For those looking for a more conventional afternoon pool drink – a selection of canned beers will be provided, extra cold, and served in a branded koozie.

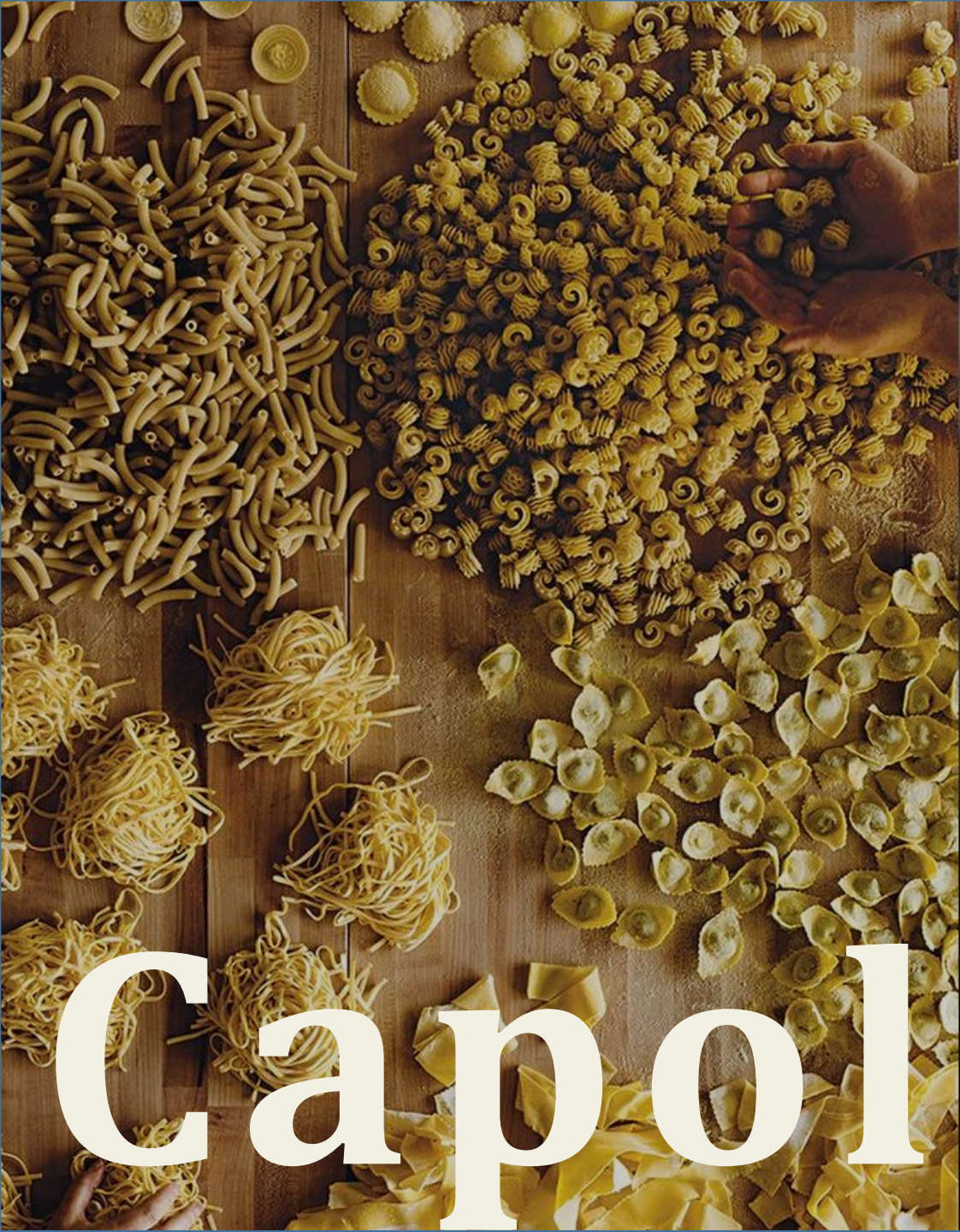


FOOD PROGRAM

A SOUTHERN PICNIC LUNCH, WHILE LOUNGING POOLSIDE

Like a ghost kitchen operation, the food program for the Pool Bar will be executed from the kitchens on the floor below. Offering more casual, poolside-friendly fare, unique and rotational pop-up menus will continue the cuisine of its 4th floor counterparts – Homespun, The Nest on Four, and Capolinea. Perhaps one week will offer a Southern-Style Picnic featuring dishes like a Crispy Chicken Sandwich with a tangy cabbage slaw and housemade bread & butter pickles. While other weeks we can utilize Capolinea's wood-fired oven to serve up Neopolitan-style pizzas with both classic and seasonal toppings and crust with the perfect char.





Capolinea

While **Sinatra** serenades...
ice cold **martinis** are stirred...
fresh **pasta** is rolled...
and guests come to **see and be seen.**



Concept Overview

The ultimate homage to Italian-American cuisine, where classic “red sauce” fare is reinvented with astounding elegance.

A destination restaurant in the Atlantic food scene, Signia by Hilton’s signature restaurant attracts guests for all occasions, from a business gathering to anniversary celebration.

Located on the fourth floor, guests arriving to the space – whether by escalator or elevator – are greeted by a vision of the display kitchen where pasta is *fatto a mano*. The bar’s vibrant scene carries the energy throughout the space, continuing through the main dining zone and culminating in an outdoor terrace adorned with greenery and curated lighting.



Concept Visualization





Beverage Program

Lively and welcoming, the bar presents an atmosphere reminiscent of Little Italy. Ice cold martinis, amaros poured neat and prosecco-on-tap are central elements to the vibe. The ultimate reason for the visit? An opportunity to see and be seen.



Food Program

The food program embodies the unpretentiousness and hospitality of Italian-American cuisine with an air of elegance. All pasta is produced in-house with modern equipment and culinary techniques. Nostalgic dishes such as veal parmigiana and tagliatelle bolognese are elevated with optional lavish additions to known conventional classics.



Moments & Rituals



THE FINER DETAILS
& NEXT STEPS



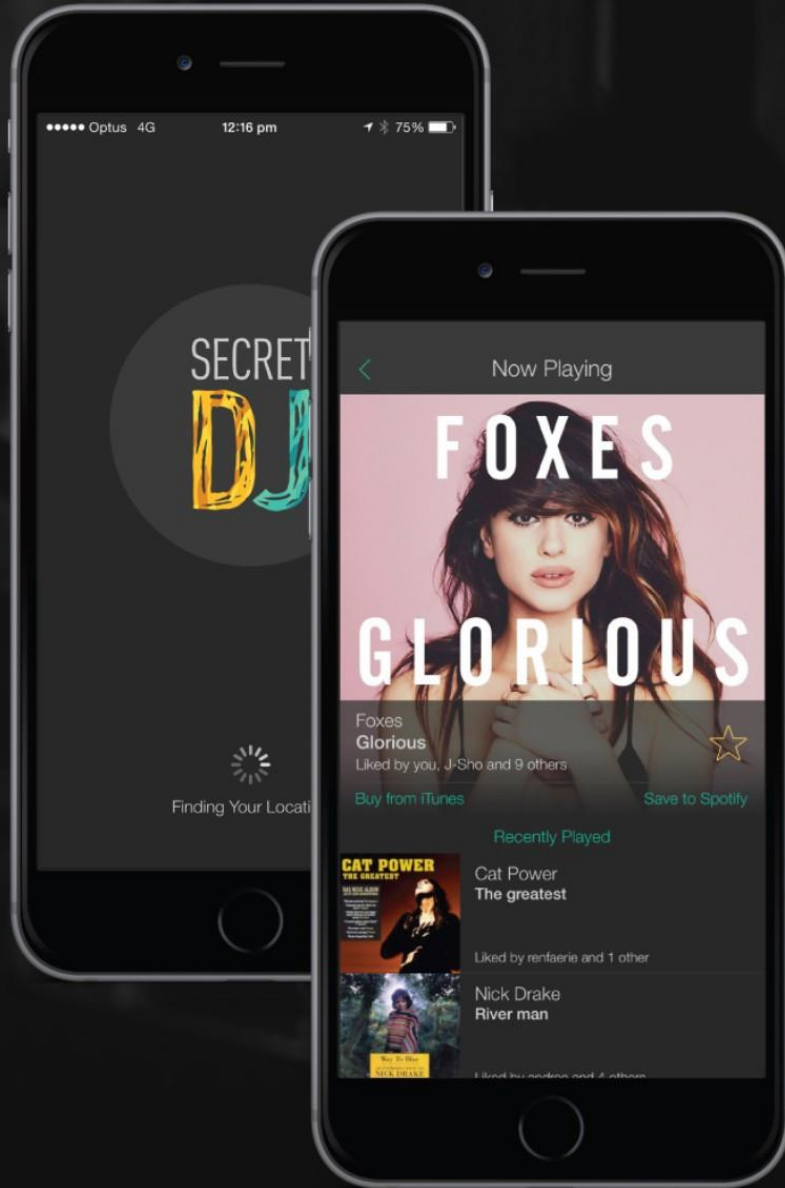
UNIFORM SELECTION

CURRENT RFPs / DEVELOPMENT:

Finery LA

Kimmie Kakes

Design Collective by Cintas



MUSTARD MUSIC

PROPERTY-WIDE,
BESPOKE MUSIC CURATION.

[LINKED HERE.](#)

BRANDING & CREATIVE

ATLANTA-BASED TENDERLING
DESIGN ON RETAINER

[LINKED HERE.](#)





NEXT STEPS

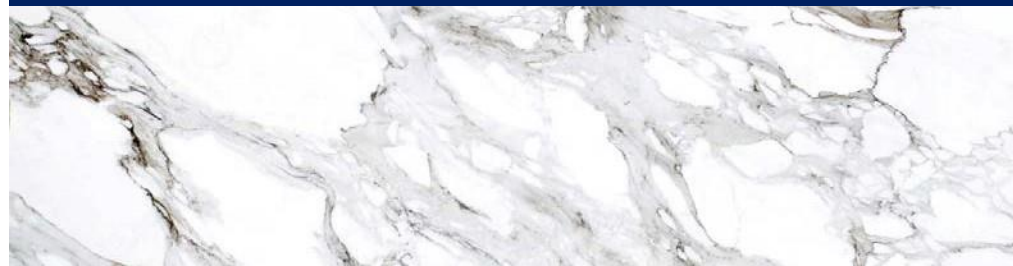
Finalize Concept-Driven OS&E

Approve Final Graphic Identity and Signage Packages

Menu Development and Testing

Pre-Opening and Training

Final Menu Printing and Concept Launch





THANK YOU.

HILTON FOOD & BEVERAGE DEVELOPMENT
catherine.ker@hilton.com



Signia
by Hilton

Updates, Trends and Initiatives



A Premium Full-Service Experience Like None Other

Elevating the Full-Service Experience

Positioned between Hilton and Conrad providing an elevated Full-Service Experience

The World's Best Locations

Properties in the most iconic cities and sought-after resort destinations across the globe

Premiere Meetings & Events Brand

Designed for the unique needs & requirements of today's most discerning groups & meetings

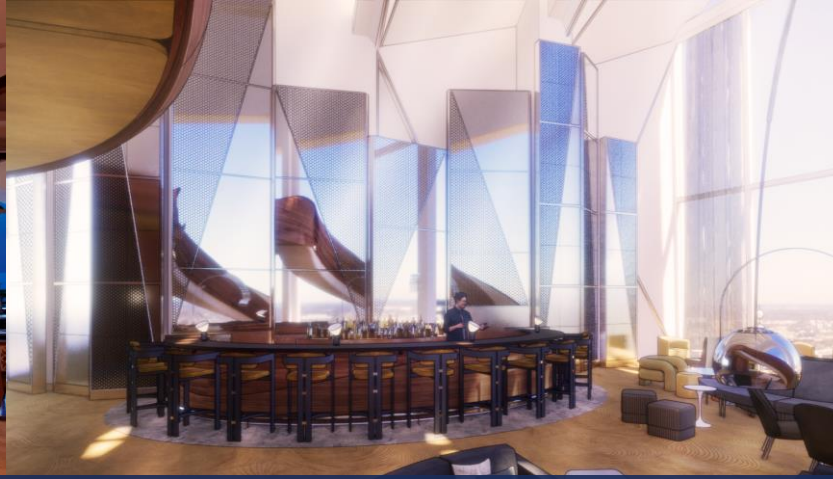
The Competition



Signature Brand Elements



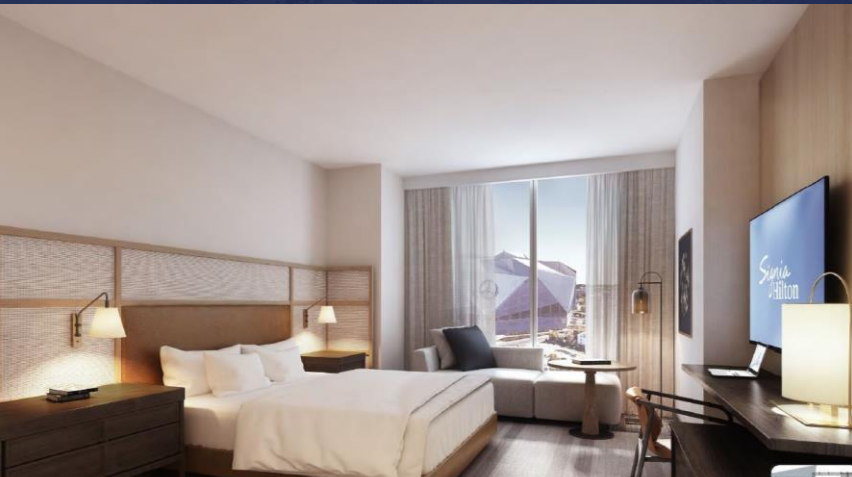
Impactful Arrival Experience



Destination Bar



Culinary Experiences



Inviting Guest Rooms



Premium Wellness Experiences



Elevated Meetings & Events

The Signia Guest

Target Customer

These **sophisticated guests** travel in comfort and are comfortable traveling. They live the **business class lifestyle but also regularly travel for leisure**. They want a modern hotel that is designed to help them **meet, engage, and socialize** in thoughtfully designed public common areas/gathering spaces. But that can't be at the expense of well-appointed, inviting guest rooms.

In their day-to-day life they are very **active socially and culturally**. They thrive in the complexity and chaos of life and are the first to buy the new technology. They **want to be served but also empowered** to have the opportunity to do things for themselves when they so choose.

Want to feel: **Connected and Distinguished**

Want to be: **Served**



Customer Trends



Bleisure

- **89%** of respondents to a 2022 survey wanted to add some leisure time to their next business trip.¹
- **62%** of millennials have extended their business trips⁴

Wellness

- The market for "integrated wellness" is expected to grow **\$1.3 trillion** by 2024²
- **57%** of global consumers say it is important to have the tools to monitor your own health on a regular basis

Experiences

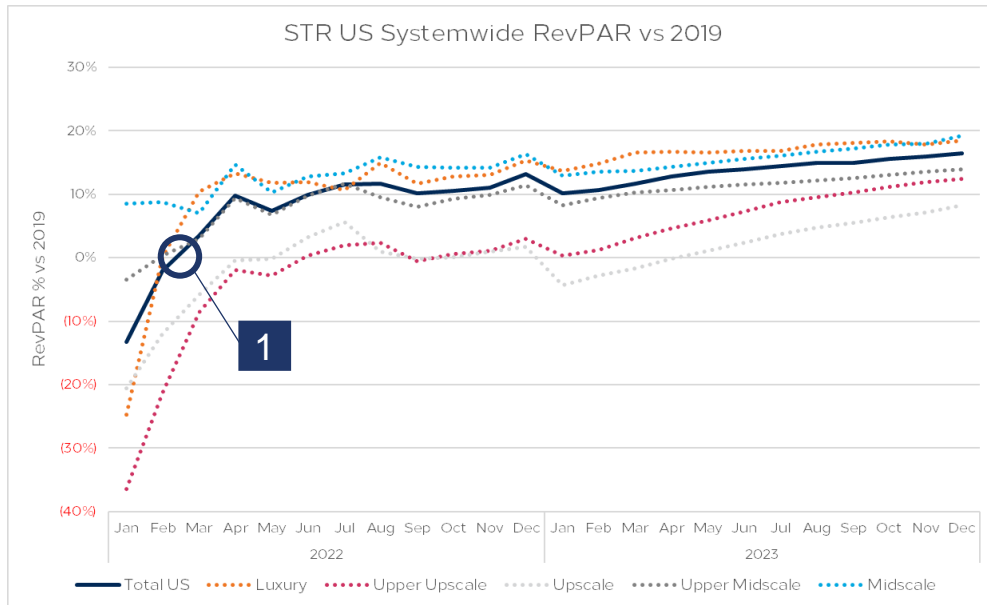
- **64%** of US Millennials find it extremely/very important to prioritize experiences over material possessions
- Americans are expected to spend an additional **29%** on 2022 trips when compared to pre-pandemic travel³

Other Major trends: Technology, Connection and Responsibility



Industry Outlook

Industry Outlook



2023 Industry Outlook						
	vs 2022			vs 2019		
	RevPAR	Occ (pts)	ADR	RevPAR	Occ (pts)	ADR
Luxury	3 7.5%	4.7	0.0%	16.9%	(4.5)	24.7%
Upper Upscale	12.4%	5.6	3.3%	7.3%	(4.0)	13.5%
Upscale	4.3%	0.7	3.3%	2.6%	(4.6)	9.6%
Upper Midscale	3.9%	0.8	2.6%	11.6%	(1.4)	14.0%
Midscale	2.9%	0.3	2.4%	15.9%	(0.1)	16.0%
Economy	2.7%	0.5	1.7%	18.1%	1.2	15.7%
Independents	4.7%	2.3	0.9%	22.0%	(0.1)	22.2%
Total United States	2 5.9%	1.8	3.0%	13.8%	(1.3)	16.1%

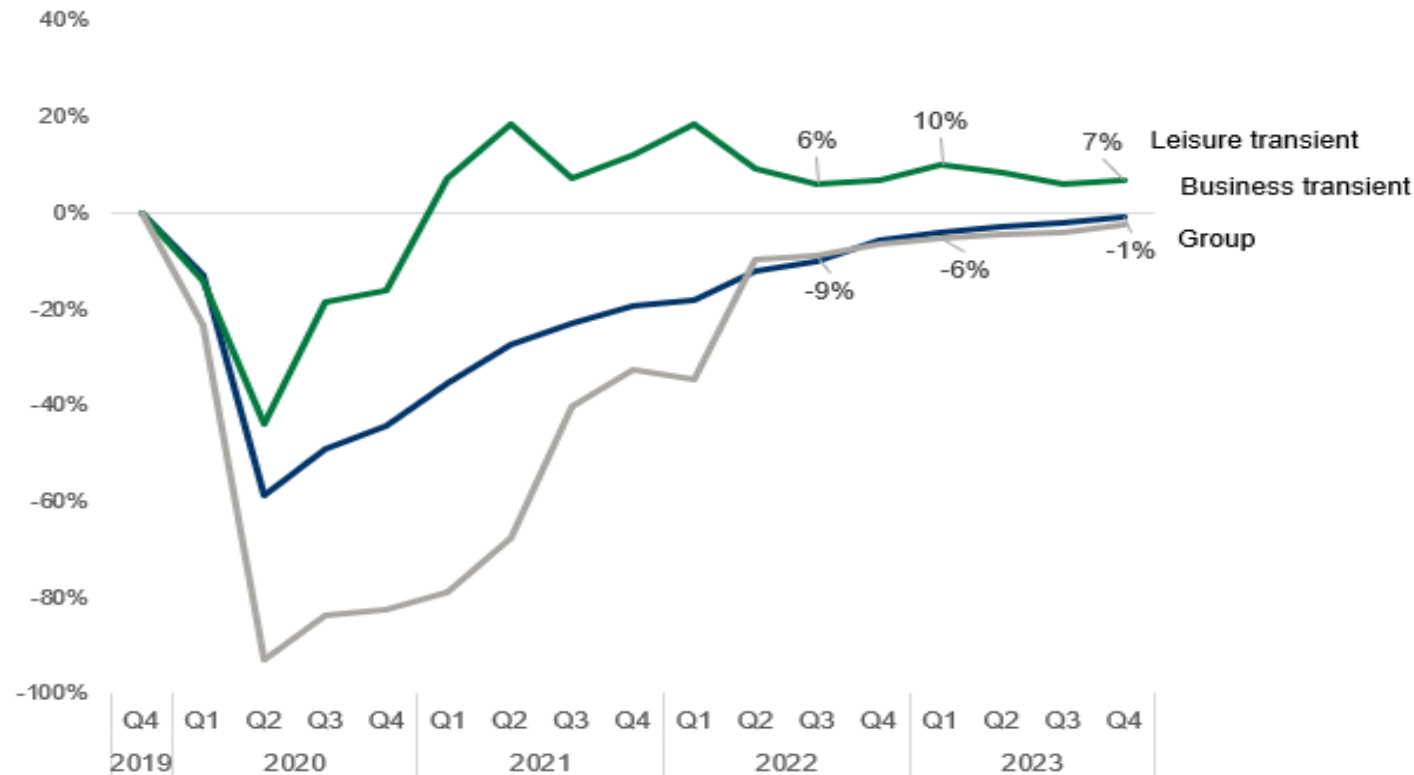
1. US hotel industry RevPAR (Revenue Per Available Room) returned to 2019 levels in early 2022
2. In 2023, Total US RevPAR is expected to increase 13.8 pts compared to 2019 and 5.9 pts YOY

3. Luxury and Upper Upscale Chainscales are expected to see the greatest YOY gains in RevPAR in 2023
4. Rate is the key driver for the projected increases in RevPAR compared to 2019

Industry Outlook

Demand by segment (through 2023)

Relative to 2019, quarterly, representative estimates by segment



Source: STR; Tourism Economics

Group

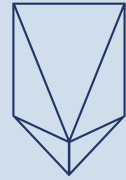
- In 2023 Group demand is projected increase 14pts YOY which is -4.3% vs 2019
- Expect Q4 2023 to reach 97% of 2019 performance.

Business Travel

- Expect Q4 2023 to reach 99% of 2019 performance.

Leisure

- 2023 Leisure demand is projected to normalize throughout the year, but remain above historical trends with FY at +7.4% vs 2019.



Brand Updates

A large, modern hotel building with a distinctive checkered facade of blue and white panels, illuminated from within. The building is reflected in a body of water in the foreground. In the foreground, there is a golf course with a green and a sand trap. The sky is a deep blue twilight color. The text 'Signia by Hilton' is written in a white, elegant script font in the upper right corner, with 'by Hilton' in a smaller, sans-serif font. Below it, 'ORLANDO BONNET CREEK' is written in a white, all-caps, sans-serif font.

Signia by Hilton

ORLANDO BONNET CREEK

- Converted from Hilton Bonnet Creek to Signia by Hilton Bonnet Creek in 2021
- Bonnet Creek is the brand's first property
- Surrounded by Walt Disney World Resort
- Adjacent to the Waldorf Astoria Orlando







A tall, multi-story hotel building with a light-colored facade and many windows. The building has a classic architectural style with gabled roof sections. An American flag is flying from a tall pole on the roof. To the left, there is another building with a darker facade and circular decorative elements. In the foreground, there are palm trees and a lower building with a gabled roof and a circular window. The sky is clear and blue.

Signia
by Hilton

SAN JOSE

- Conversion of the Fairmont San Jose
- 800+ guest rooms and 65k ft² of meeting space
- Full renovations of the lobby are completed with guest rooms and other enhancements forthcoming
- Opened April 2022





Signia by Hilton

Scottsdale
Taking Stick







Growth & Development



Brand Commercial Activity & Support

- Hilton For The Stay
- Hilton LIVE
- Event Presence
- PR Campaigns
- Meetings & Events Playbook
- Property Collaboration

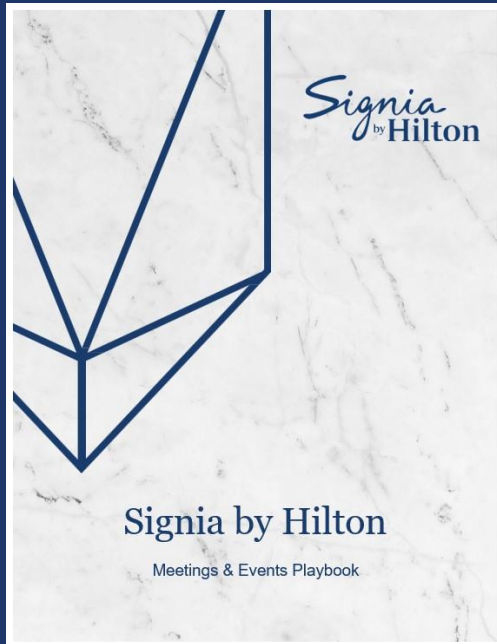


Brand Commercial Activity & Support

- Hilton For The Stay
- Hilton LIVE
- Event Presence
- PR Campaigns
- Meetings & Events Playbook
- Property Collaboration



Meetings and Events Playbook



Brand Commercial Activity & Support

- Hilton For The Stay
- Hilton LIVE
- Event Presence
- PR Campaigns
- Meetings & Events Playbook
- Property Collaboration



In-Room Products and Pilots



Signia
by Hilton

Thank You

AUTHORITY

Lunch

Savannah Foyer/Terrace

AUTHORITY

Hotel Development Update

Theonie Alicandro

**Chief Operating Officer/General Counsel
Drew Company Atlanta, LLC**

Scott Cannon

**EVP/General Manager
Skanska**

Agenda

- Construction Update
- Schedule
- Challenges
- Development Budget Update
- Subcontractor Updates
- EBO and Georgia Contractor Update
- Questions

Construction Update

AUTHORITY



June 2022



September 2022



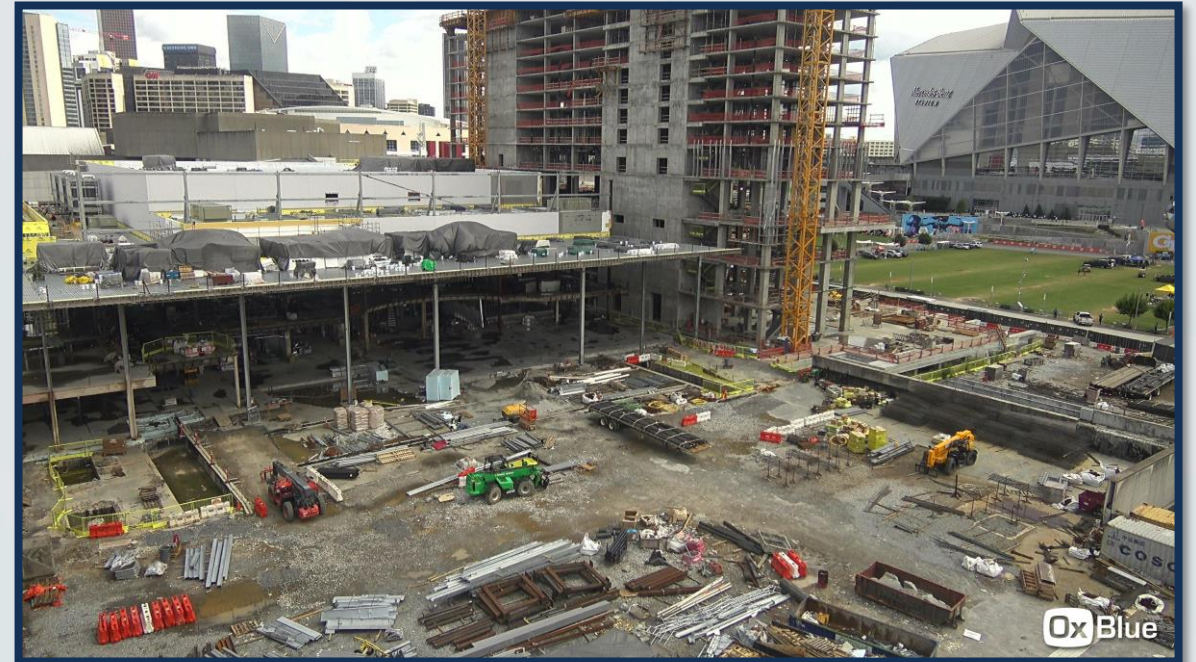


Construction Update

AUTHORITY



Porte Cochere Rendering



September 2022

Construction Update

AUTHORITY



Arrival Rendering



September 2022

Construction Update

AUTHORITY

AYIB Rendering



Sept. 2022



Construction Update

AUTHORITY



SW Podium Rendering



September 2022

Construction Update

AUTHORITY



Terrace Lounge and
Event Lawn Rendering



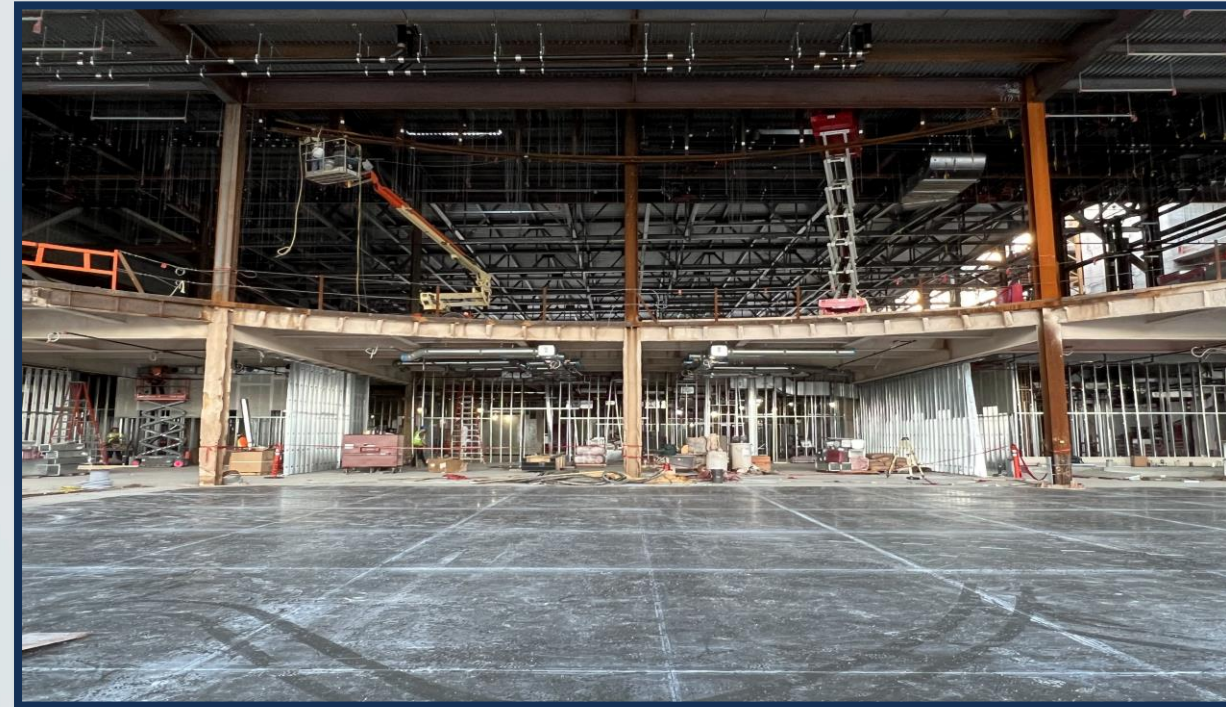
September 2022

Construction Update

AUTHORITY



Main Lobby Rendering



September 2022

Construction Update

AUTHORITY



Main Lobby Rendering



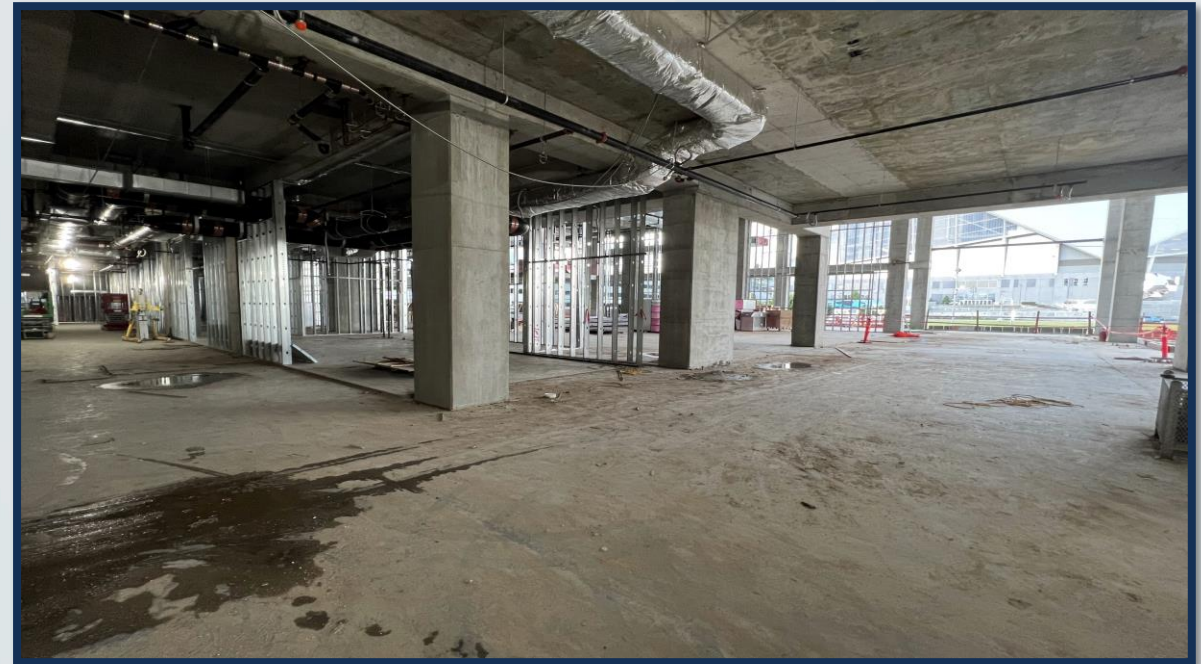
September 2022

Construction Update

AUTHORITY



Dream Ballroom
Prefunction Rendering



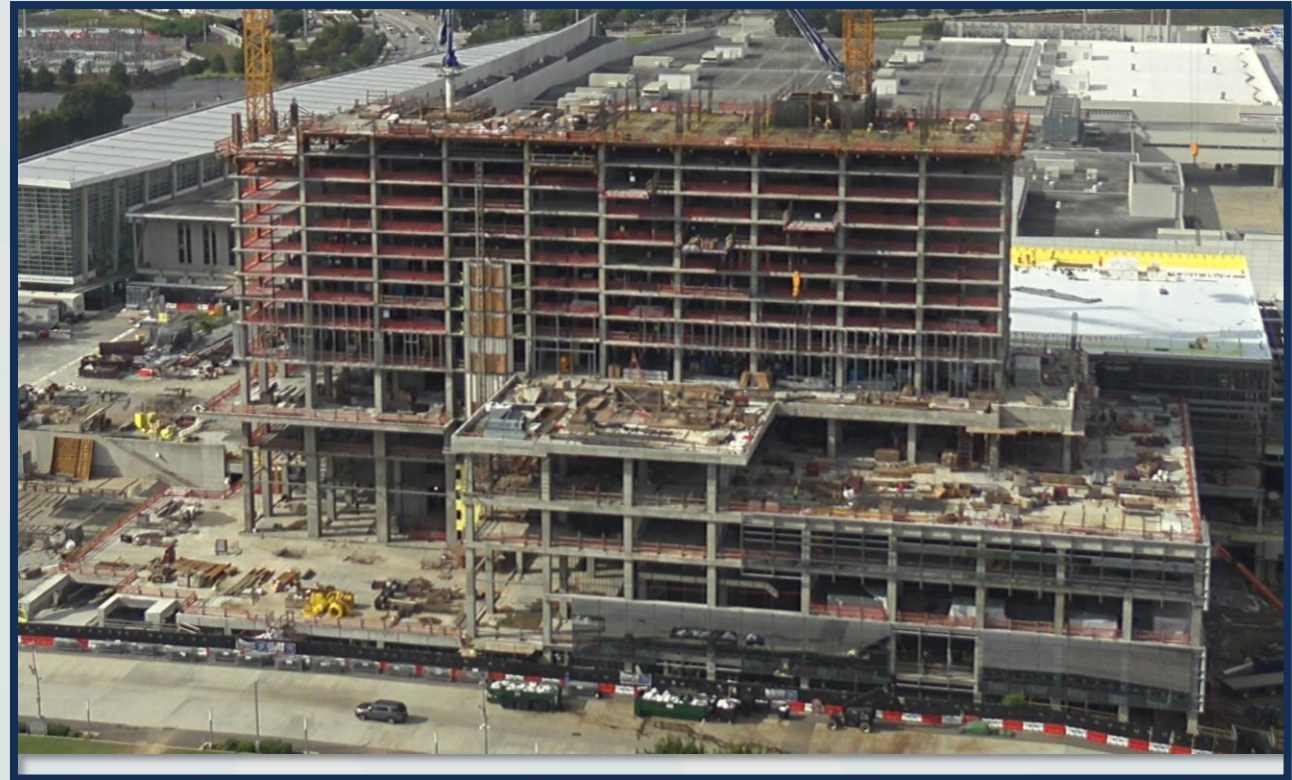
September 2022

Construction Update

AUTHORITY



Hotel Amenities Rendering



September 2022

Fun Facts: Concrete

Total yards of concrete poured. How much is that?



122,913,450 lbs.

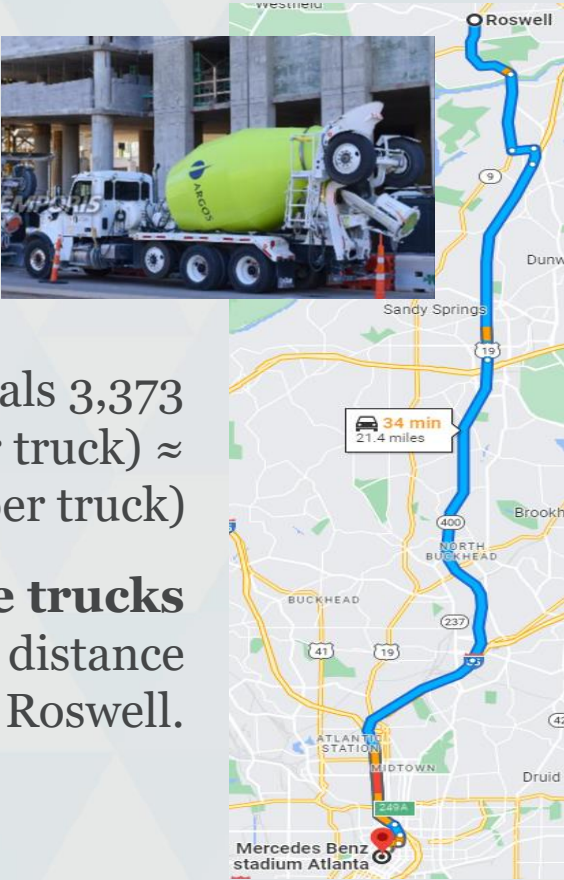
≈

30,349 cubic yards

Equivalent to the weight of **2.5 million** bulldogs

30,349 cubic yards equals 3,373 trucks (9 cubic yards per truck) ≈ 101,190 ft (30 feet per truck)

Equivalent to **20 miles of concrete trucks** lined end-to-end or the approximate distance from hotel site to Roswell.



Fun Facts: Steel

SKANSKA



Total tons of steel used. How much is that?

2,015 tons

≈

4,030,000 lbs.



Equivalent to the weight of **16,120 full-size refrigerators**

Weight of average full-size refrigerator: 250 pounds

Equivalent to the weight of **202 school buses**



Weight of average school bus: 20,000 pounds

461 days until
Substantial Completion

Schedule

- Per Change Order No. 004, Substantial Completion Date is **December 18, 2023**
- Concrete pours are tracking well; tracking one (1) day behind schedule from material shortage issue in May 2022; Skanska trying to mitigate
- Schedule reviews being conducted by Cascad-e

Challenges

AUTHORITY

- Supply Chain disruption causing delays, material shortages, and escalation
 - Escalation Notices
- Labor – Notices regarding Manpower
- Weather, Geopolitical, COVID-19 continued impact in Asia and other issues beyond our control
- Coordination of Lobby Sculpture (“Wow Moment”)

My doctor asked me if I've ever had a stress test. I replied, yes...it's called work.



someecards
user card

Development Budget Update – September 2022

	Development Budget after Change Order No. 5
Revised GMP Hard Cost	\$327,478,867
Preconstruction Fee (not in GMP)	\$394,170
Owner Direct Hard Cost	\$3,369,467
Owner's Hard Cost Contingency*	\$6,634,827
Total Hard Cost	\$337,877,331
Total Soft Cost	\$110,844,220
Owner's Soft Cost Contingency*	\$5,123,578
Total Project Cost	\$450,422,689
Total Hard & Soft Cost Contingency	\$11,758,405

*Owner's Hard Cost Contingency decreased by \$44,600 for additional soil hauling and Owner's Soft Cost Contingency increased by \$126,069 due to accounting adjustment

Development Budget Update

AUTHORITY

\$450,422,688

Total development budget

\$152,302,813

Total spend through 8.31.2022

[consisting of \$16,863,111 GWCCA equity pre-closing and \$135,439,702 post-closing requisitions]

33.81%

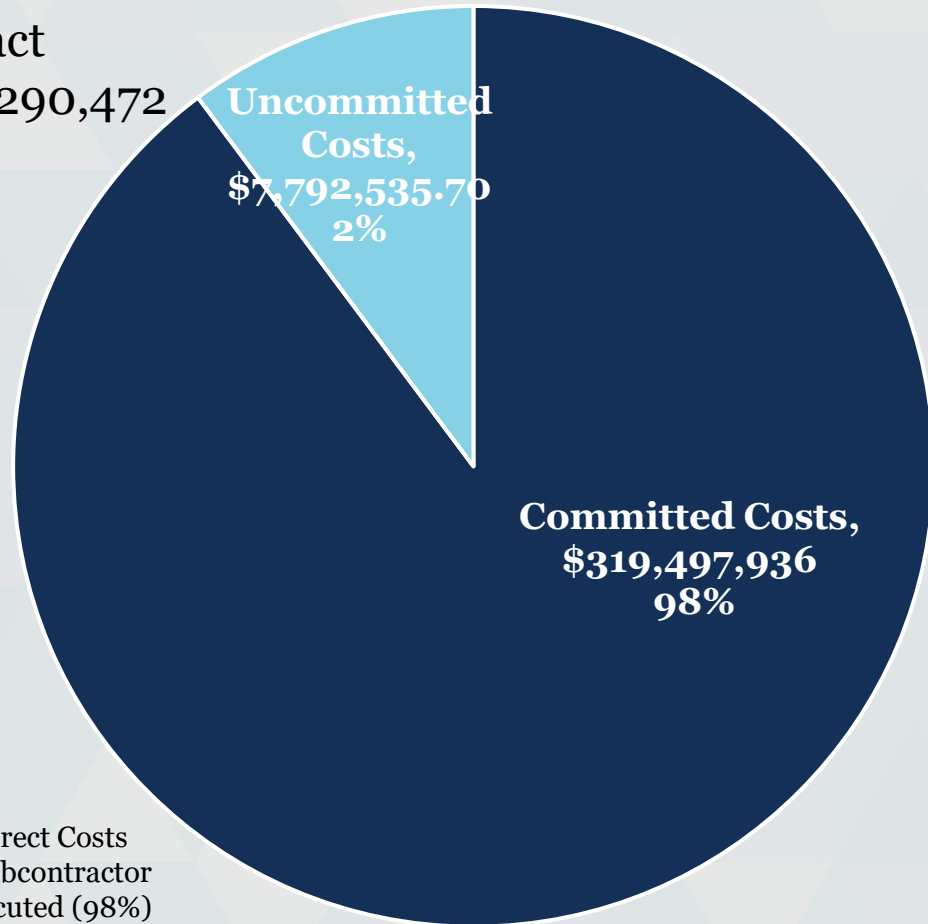
Percent spend through
8.31.2022



Subcontractor Update (Hard Costs)

AUTHORITY

GMP Contract
Value \$327,290,472

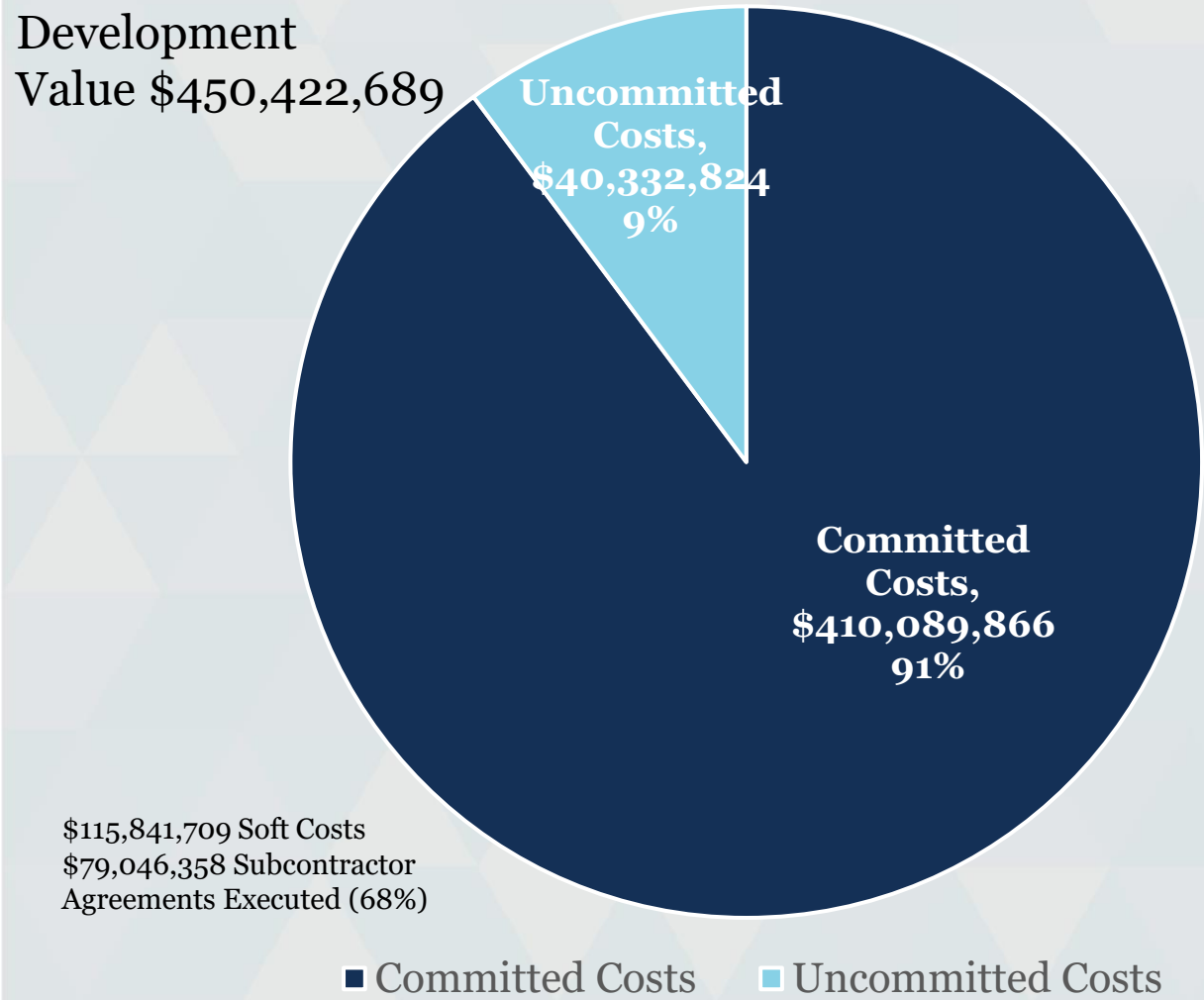


\$284,183,499 Direct Costs
\$279,564,875 Subcontractor
Agreements Executed (98%)

Trade	Top Uncommitted Costs
Chain-Link Fencing	\$109,522

■ Committed Costs ■ Uncommitted Costs

Subcontractor Update (All Costs)



Trade	Top Uncommitted Costs
Pre-Opening	\$11,146,415
OS&E	\$ 7,506,055
F&B Supplies	\$ 4,195,139
OS&E Warehouse, Install, & Freight	\$ 3,641,496
Hilton I.T.	\$ 2,686,095



EBO Plan and Georgia Contractor Update

- EBO Plan Target 31% Participation of M/WBE Firms
- Currently 27.43% GMP
- 95% of GMP paid to Georgia Contractors
 - 79% Firms with Georgia Headquarters
 - 16% Firms with Georgia Offices

Questions?

DESTINATION UPDATE

MARK VAUGHAN

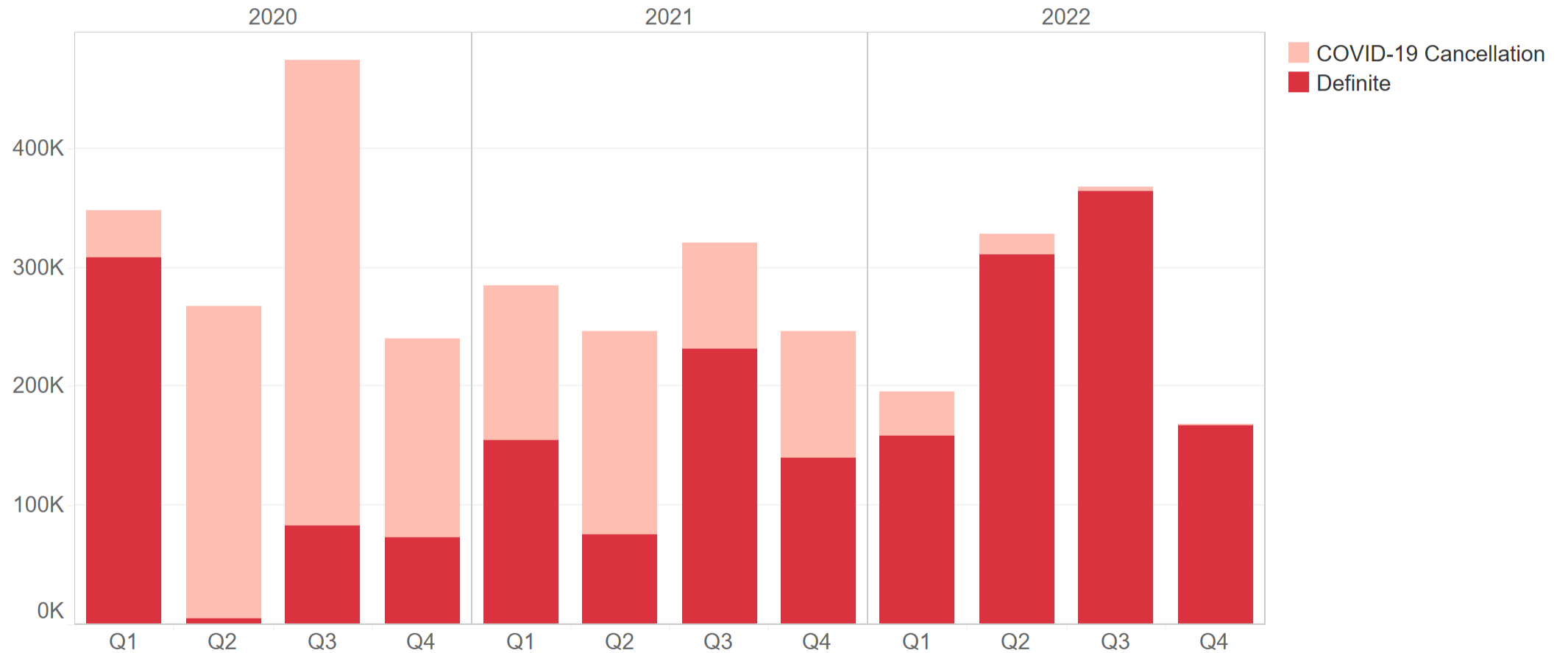
EXECUTIVE VICE PRESIDENT AND CHIEF SALES OFFICER

SEPT. 14, 2022



2020, 2021 & 2022 GROUP ROOMS

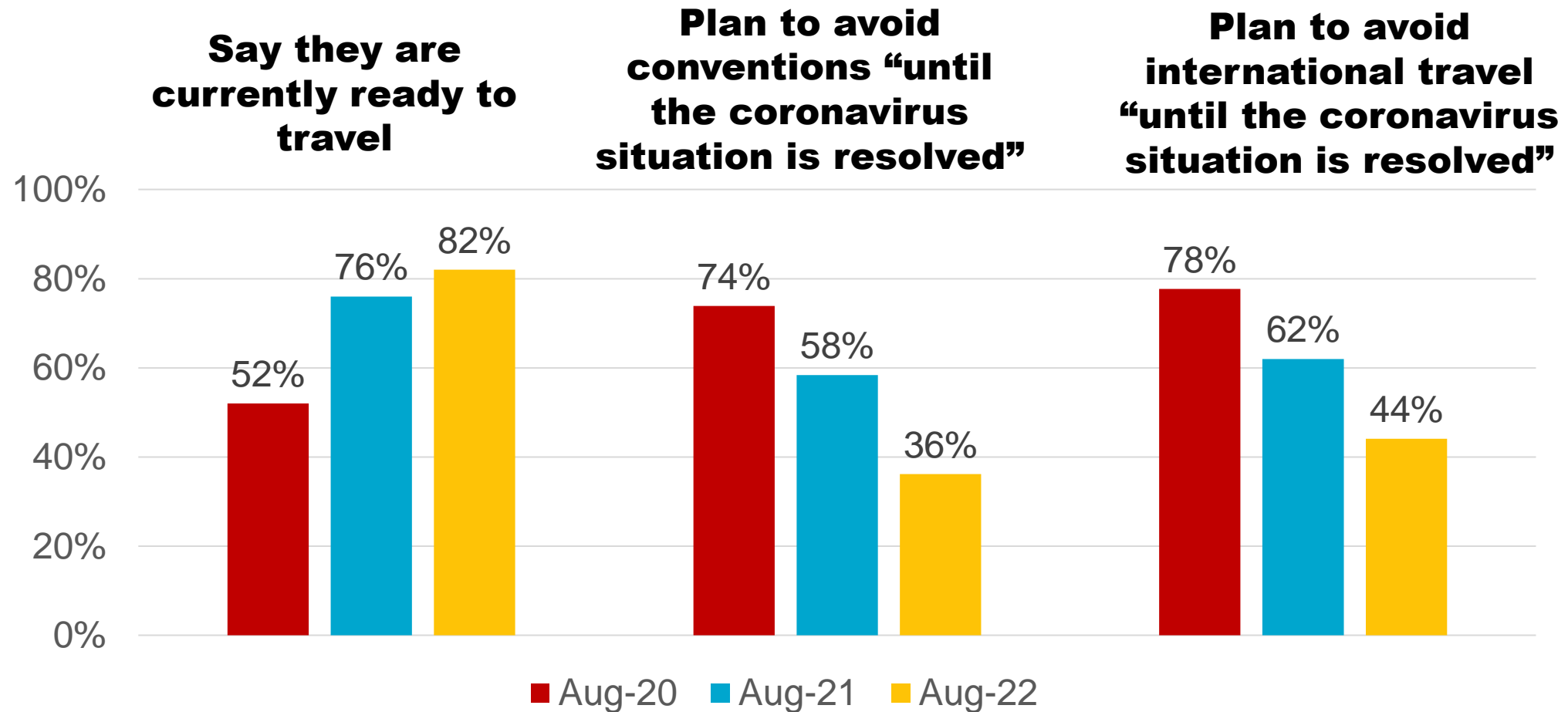
by Room Date for ACVB Definite & Canceled Groups



Cancellations for reasons other than COVID-19 are excluded.



Traveler Readiness Recovering and Resistance Falling



Source: Destination Analysts

July 2022

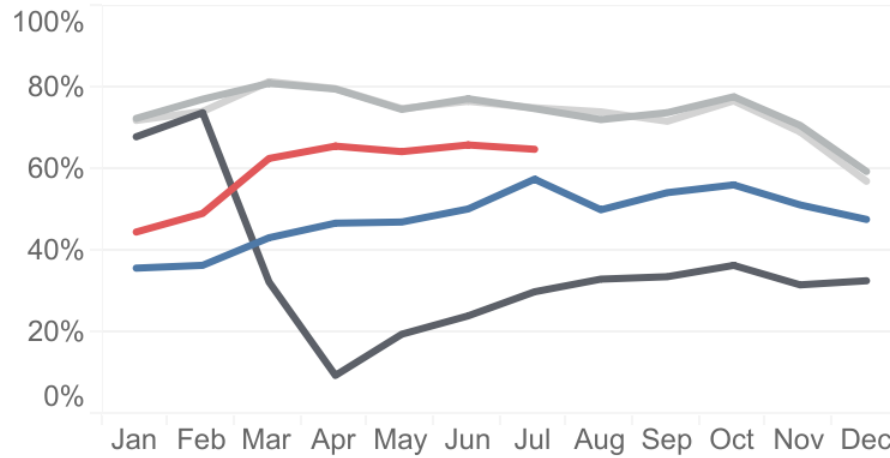
OCCUPANCY

City of Atlanta

SINGLE MONTH

65%

vs. LY **7%** **13%**
 vs. 5 Yr Avg **4%** **7%**
raw change % change



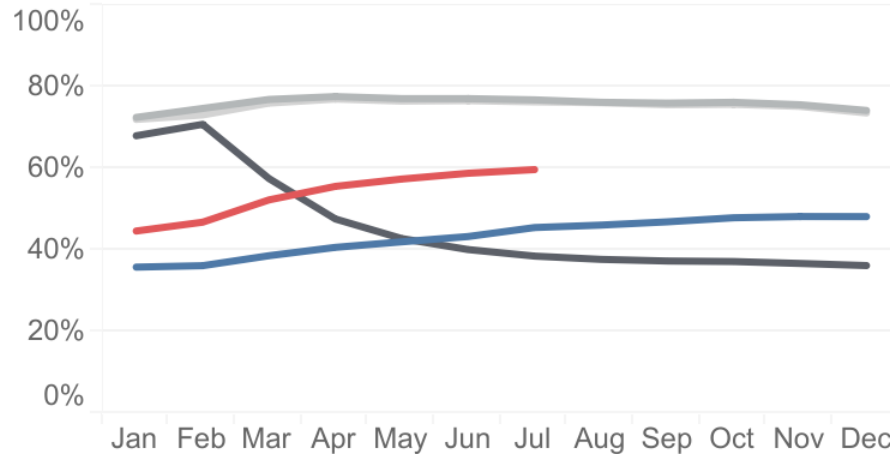
July 2022

	Occ	YoY	vs. 5 Yr
Total Atlanta Market	71%	0%	4%
Downtown	66%	19%	8%
Midtown	64%	11%	12%
Buckhead	65%	7%	3%
Airport	73%	3%	6%
Major Convention Hotels	67%	27%	9%
GWCC 1-Mile Radius	66%	18%	7%
Top 25 Lux & UpUp	70%	16%	12%

YEAR TO DATE

60%

vs. LY **14%** **32%**
 vs. 5 Yr Avg **0%** **1%**
raw change % change



	Occ	YoY	vs. 5 Yr
Total Atlanta Market	66%	10%	4%
Downtown	59%	41%	-1%
Midtown	61%	36%	5%
Buckhead	60%	17%	-1%
Airport	71%	17%	7%
Major Convention Hotels	58%	50%	-4%
GWCC 1-Mile Radius	59%	39%	-1%
Top 25 Lux & UpUp	63%	47%	6%

2022 2021 2020 2019 2018

Source: STR

July 2022

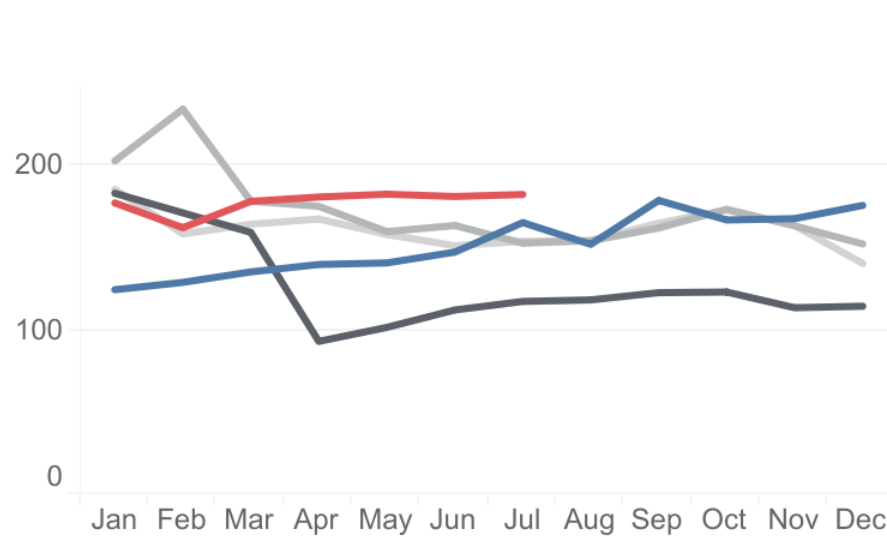
ADR

City of Atlanta

SINGLE MONTH

\$183

vs. LY \$16.1 9.7%
 vs. 5 Yr Avg \$28.1 18.2%
raw change % change

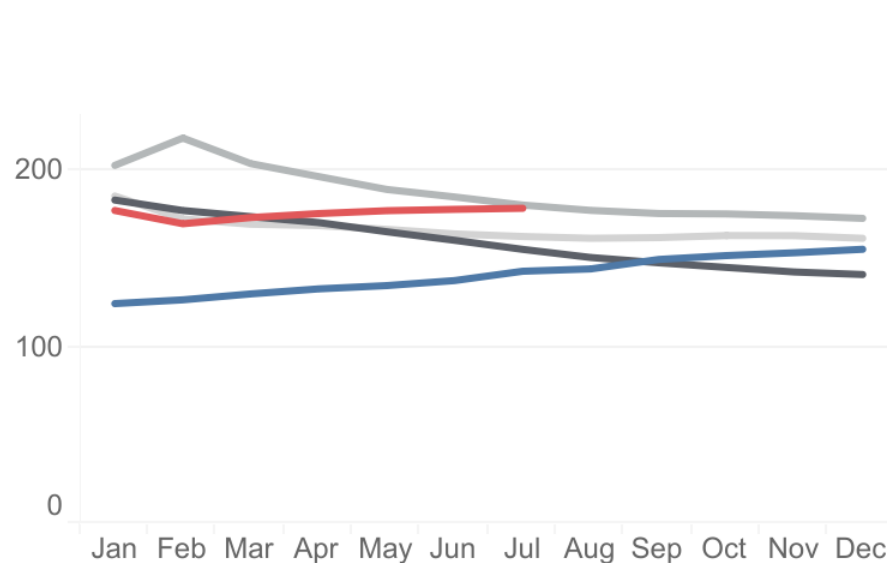


	ADR	YoY	vs. 5
	Yr		
Total Atlanta Market	\$127	11%	17%
Downtown	\$187	9%	21%
Midtown	\$185	10%	16%
Buckhead	\$180	8%	12%
Airport	\$113	12%	14%
Major Convention Hotels	\$178	8%	19%
GWCC 1-Mile Radius	\$185	10%	20%
Top 25 Lux & UpUp	\$257	13%	17%

YEAR TO DATE

\$179

vs. LY \$34.7 24.1%
 vs. 5 Yr Avg \$14.6 8.9%
raw change % change



	ADR	YoY	vs. 5
	Yr		
Total Atlanta Market	\$118	24%	11%
Downtown	\$182	28%	15%
Midtown	\$185	21%	12%
Buckhead	\$174	16%	4%
Airport	\$108	24%	9%
Major Convention Hotels	\$178	31%	13%
GWCC 1-Mile Radius	\$180	29%	13%
Top 25 Lux & UpUp	\$257	27%	14%

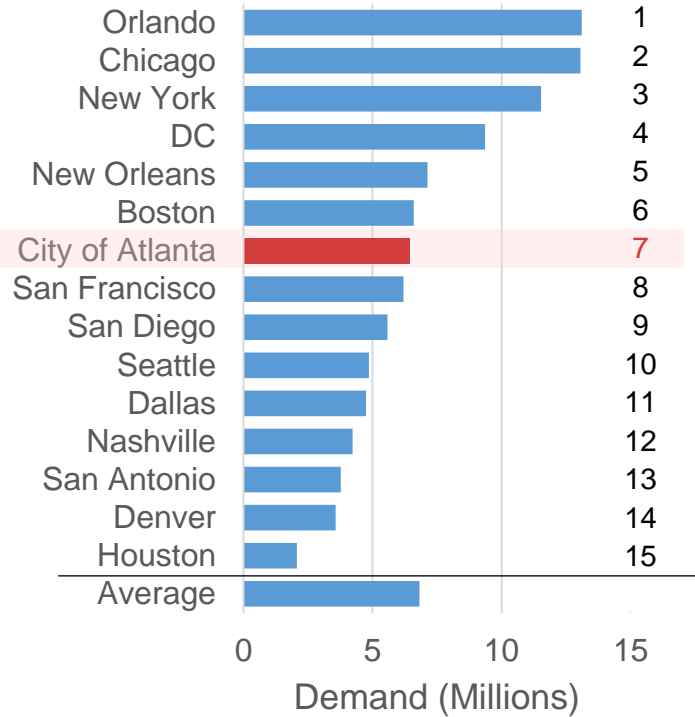
JULY DEMAND

12-MONTH RUNNING TOTAL

City of Atlanta and central business / convention submarkets within 14 competitive destinations

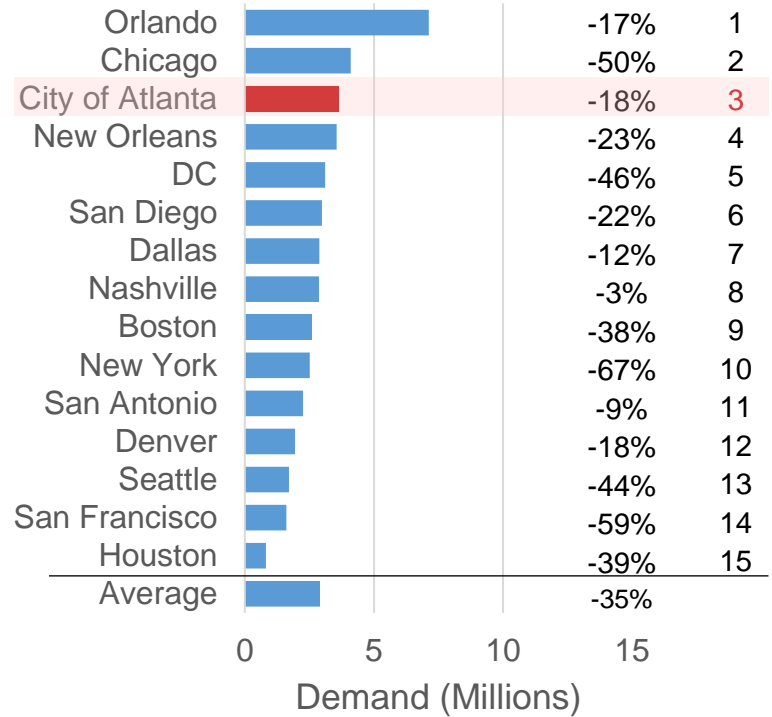
2019 - 2020 : Pre-Covid

(Mar '19 – Feb '20) Rank



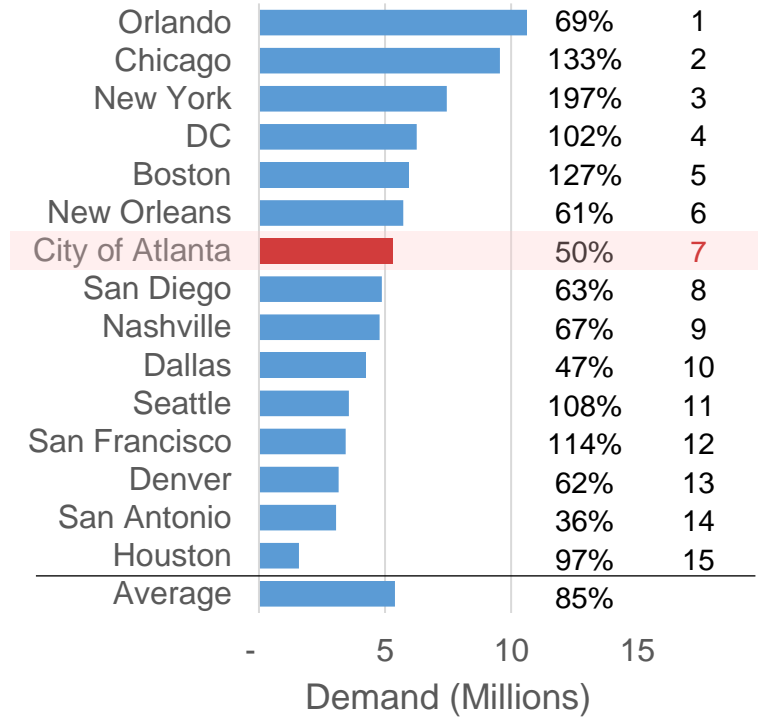
2020 - 2021 : Mid-Covid

(Jun '20 – Jul '21) YoY Change Rank

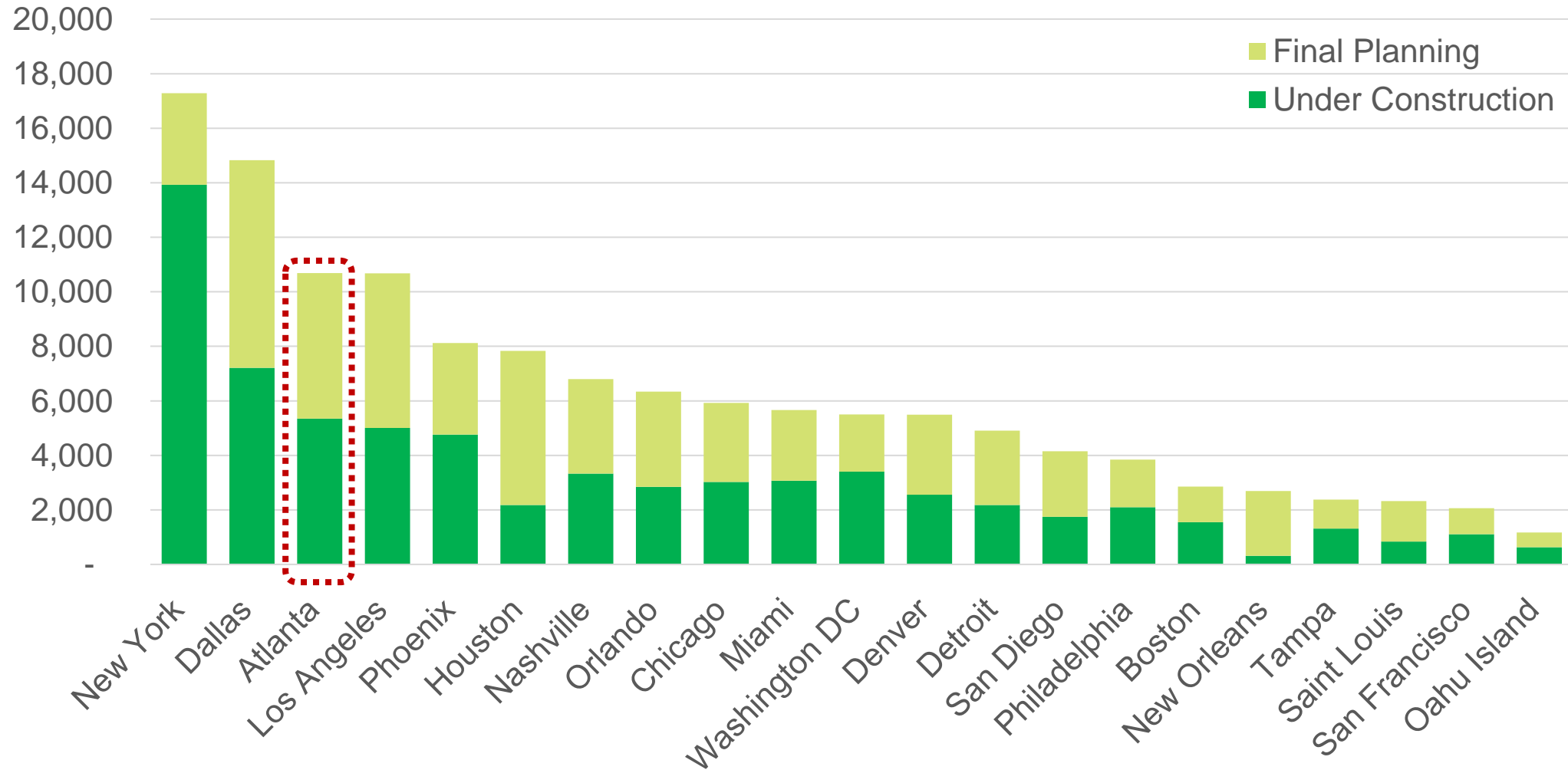


2021 - 2022 : Recovery

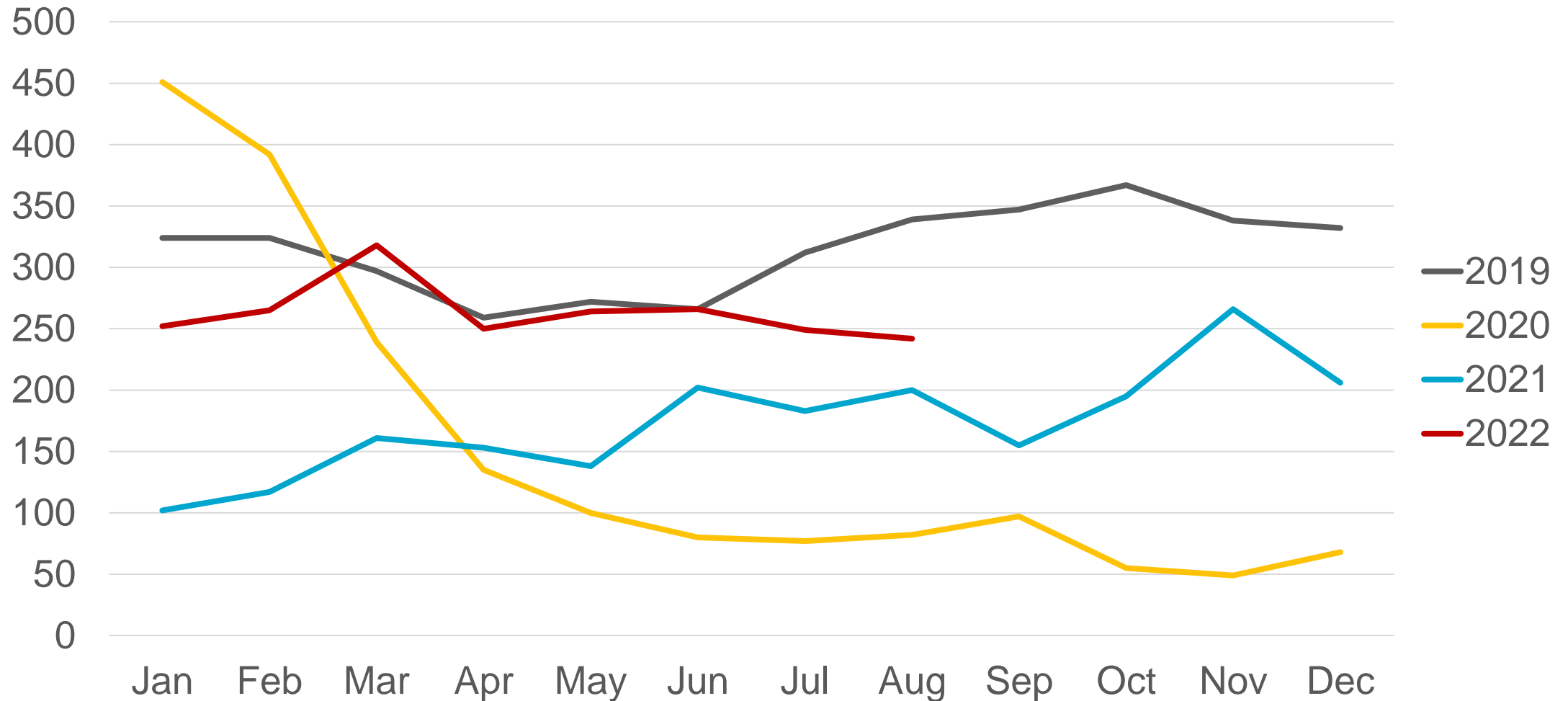
(Jun '21 – Jul '22) YoY Change Rank



HOTEL ROOMS IN PIPELINE



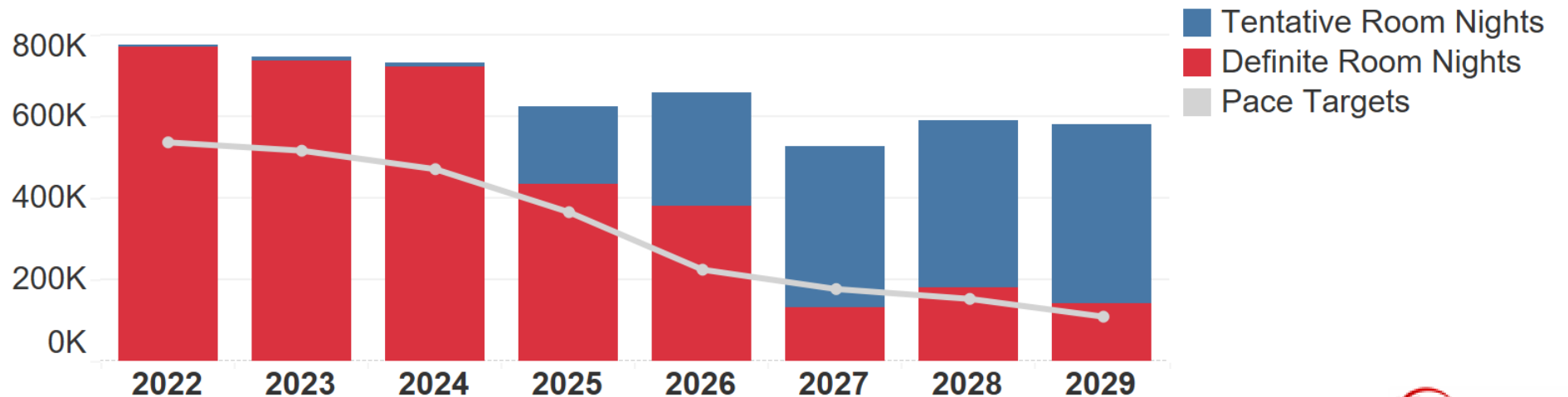
ACVB MONTHLY LEAD VOLUME



LONG-TERM PACE REPORT

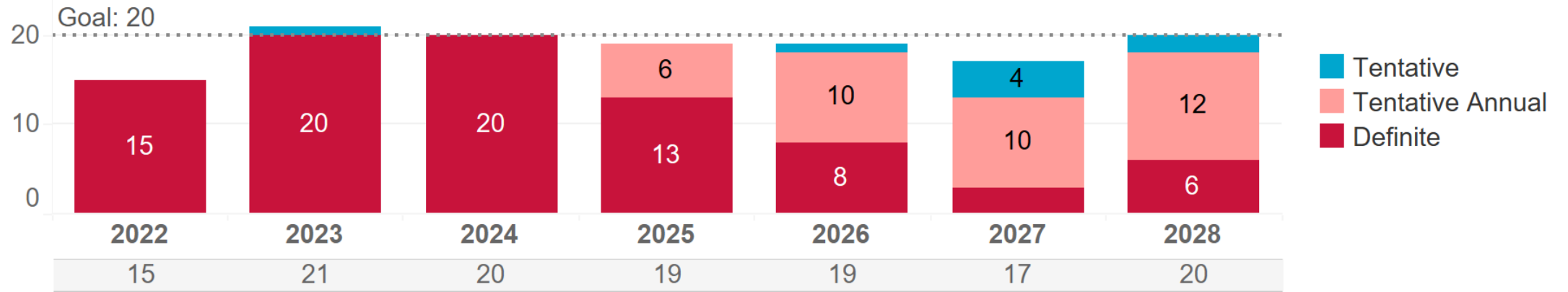
GWCC Events, Benchmark = 3 Year Avg. (2019 - 2021)

	2022	2023	2024	2025	2026	2027	2028	2029	Total
Definite Room Nights	778,181	737,408	723,195	436,490	379,226	134,147	179,792	141,624	3,510,063
Pace Targets	539,897	519,367	473,884	368,129	226,641	179,014	154,826	111,098	2,572,856
Variance	238,284	218,041	249,311	68,361	152,585	-44,867	24,966	30,526	937,207
Consumption Benchmark	541,073	541,073	541,073	541,073	541,073	541,073	541,073	541,073	4,328,585
Pace Percentage	144%	142%	153%	119%	167%	75%	116%	127%	136%
Total Tentatives		11,934	9,195	188,496	278,965	396,592	411,542	440,887	1,737,611
Annual Tentatives		5,384	4,165	81,060	250,903	241,207	220,462	145,843	949,024

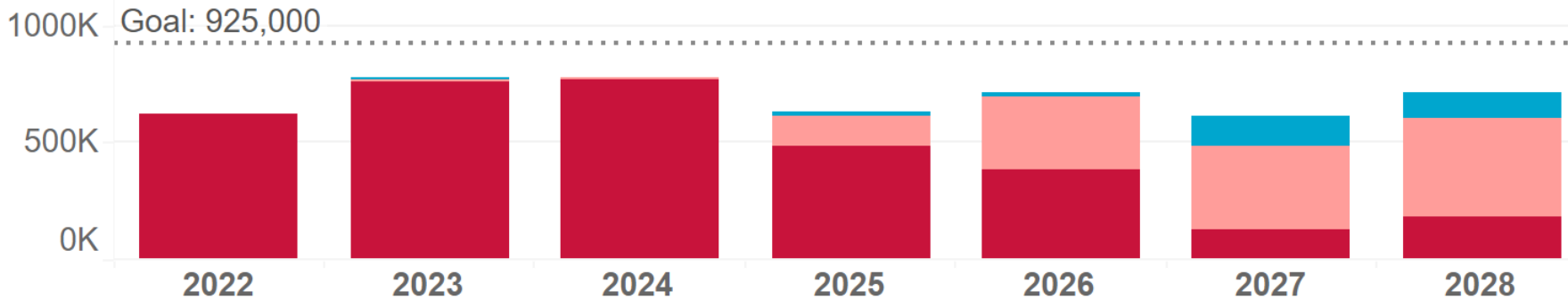


LARGE GROUPS FOR FUTURE YEARS

5,000+ on Peak Number of Events



2,500+ on Peak Room Nights



UPCOMING INDUSTRY EVENTS

August 2023

American Society of
Association Executives
(ASAE) annual meeting

July 2024 and July 2029

Global Business Travel
Association (GBTA)
annual convention





FUTURE EVENTS

- 2025 College Football Playoff National Championship
- 2026 FIFA World Cup
- Super Bowl
- NCAA Men's Final Four

2022 Meetings Marketing

Continued emphasis on significant enhancements taking place on GWCCA's championship campus utilizing the following channels:

- Meetings newsletter (including Northstar drip campaign)
- Social (Twitter concentration)
- Robust LinkedIn strategy to highlight our sales team authority and strengthen presence at key industry events
- Attendee-focused articles

The campus development messaging focuses on:

- Signia by Hilton Atlanta
- Andrew Young International Mall & Terminal
- Exhibit Hall BC
- Centennial Olympic Park expansion



2022 Meetings Marketing

Create awareness and generate excitement among planners, exhibitors and convention attendees (both prospective groups and booked groups) to increase demand and boost attendance to GWCCA campus and Atlanta

- Robust, multi-year omnichannel campaign targeting meeting professional and attendees via digital, social, activations and other media channels
- Anthemic video highlighting the new hotel, convention campus and overall destination amenities
- Retargeting and geofencing at top industry events (ASAE, IMEX and IAEE)
- Activations at ASAE 2022 and other key industry trade shows with significant buildup to ASAE 2023 being hosted in Atlanta with continued video and email distribution



Atlanta Enters the Metaverse

- Launched Atlanta Meta World at ASAE in Nashville
- Continued buildout of GWCCA campus and facilities
- Collaborating with venue partners around Atlanta to expand virtual site visit capabilities



ATLANTA META WORLD

THANK YOU!

[DiscoverAtlanta.com](https://www.DiscoverAtlanta.com)



AUTHORITY

Sales and Marketing Update

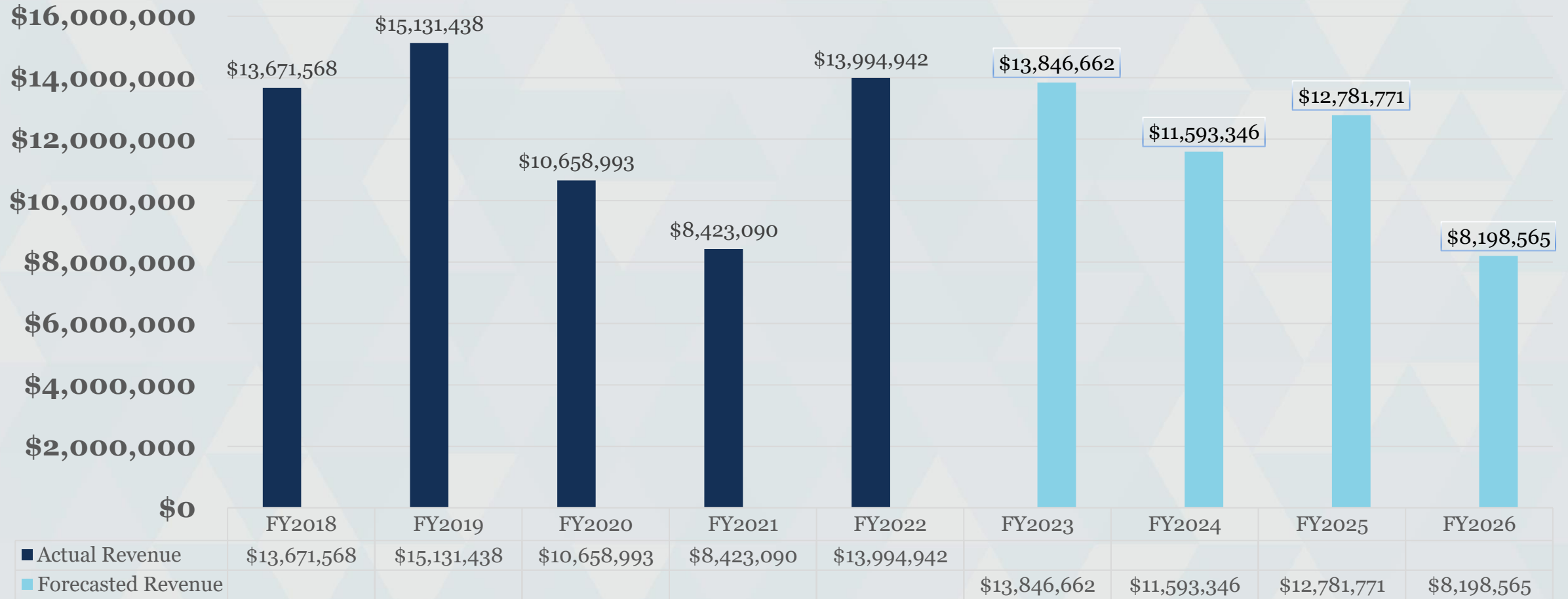
Joe Bocherer

Chief Commercial Officer

Kim Allison

Senior Director, Convention Sales

Rental Production Timeline



STAFFING

BACKTUBUSINEPOLITICALCLIMATE

GROWTH

COST

SUSTAINABILITY

GLOBAL UNREST

BLEISURE

SUPPLY CHAIN

EXPERIENTIAL

HYBRID VIRTUAL

OPTIMISM

DEI

RECOVERY

EXPENSES

DESTINATION BOYCOTTS

Budget Influencers: Business Mix

AUTHORITY

**In The Year For The Year
(ITYFTY)**



**Sports &
Entertainment**

SMERF

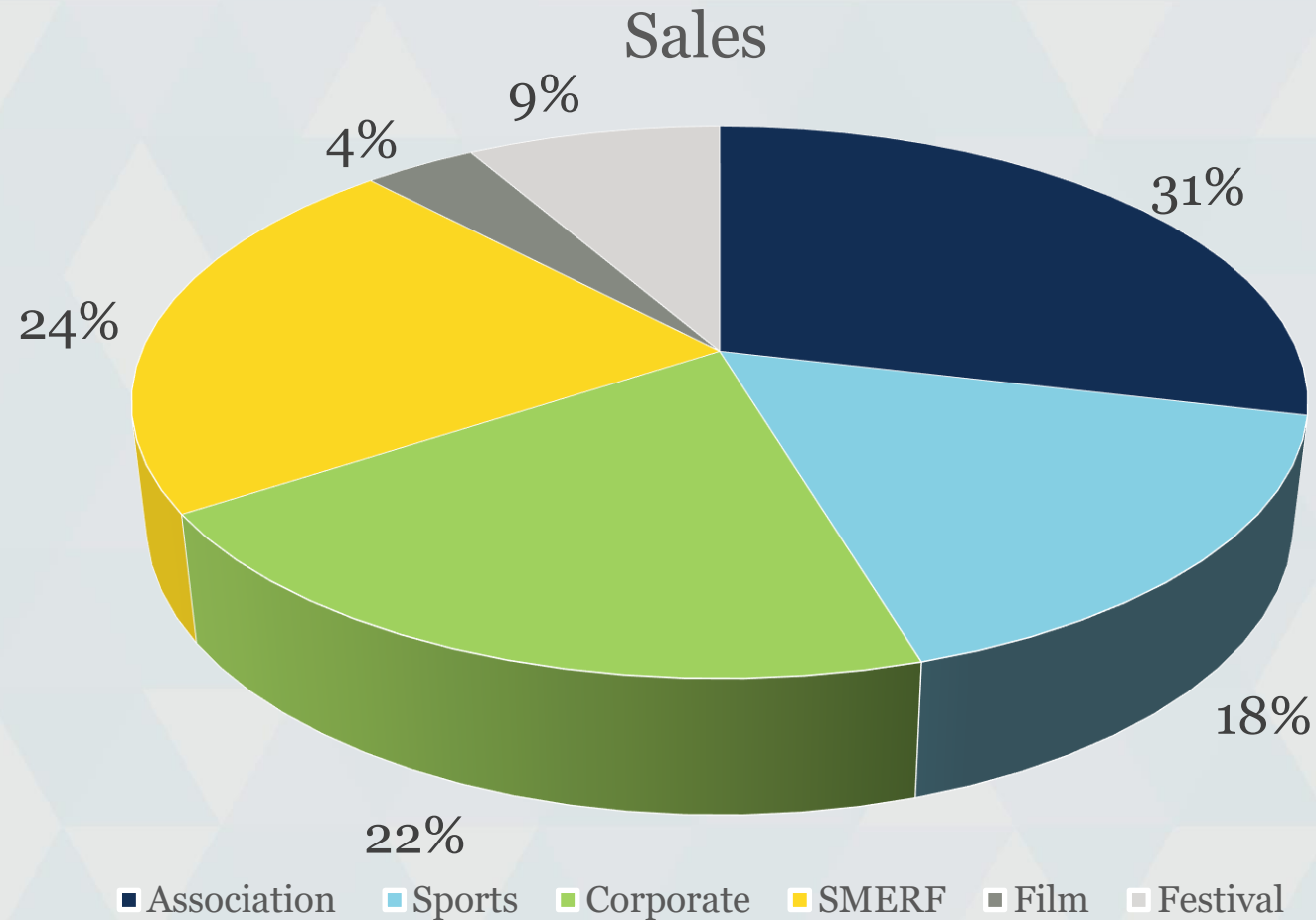
Social*Military*Education*Religious*Fraternal

Corporations

Associations

2023 Business Mix

AUTHORITY



Event Trends

AUTHORITY

Attendance

- *Returning to 75-80% of 2019 levels

- *Exhibitors returning, albeit smaller booths and less staff

- *Asian presence continues to lag

Disruptors

- *Labor shortages

- *Supply chain

- *Global unrest

- *Destination boycotts

Customer Concerns

- *Rising costs in all areas

- *Unexpected expenses

- *Registration pace

Industry Buzz

AUTHORITY

Hotel rate increases were initially driven by strong leisure travel in 2021 while group travel for corporate meetings and events is improving.

Transient business travel is similarly gaining healthy pace, putting further impact on average daily hotel rates.

(GBTA BTI)

A lack of return to the office is creating demand for extended stay and drives decision to attend.

(CoStar Group)

“There are not enough unemployed people to fill new positions. As of July 2022, the leisure and hospitality industry has 1.5 million jobs and only 677,000 unemployed people. ...The Fight for Talent is real.”

(US Travel CoStar)

Higher labor rates are here to stay.

(GBTA BTI & CoStar Group)

The cost-per-attendee for meetings and events in 2022 is expected to be around 25% higher than in 2019, and it's forecast to rise an additional 7% in 2023.

(GBTA BTI)

Demand for business travel and meetings is high; however, labor shortages across the travel and hospitality industry along with rising raw material prices have an impact on services.

(GBTA BTI)

GWCC Impact

AUTHORITY

Largest* shows in 2022:
IWF, MODEX, IPPE, SKILLS
USA, DECA, OPTAvia, Big
South and CheerSport

(*By attendance)

GWCC SALES TEAM:
Filled vacant Director of
Sales position

Dynamic Sales
deployment alignment
with ACVB and Signia
Hilton

Focus on Sales
process efficiency
through technology
and SOPs

Return to in-market
events

Take Aways

- Business is back
- Costs are high
- Labor shortages are real
- Short-term business is robust
- Return of preferred business mix
- Championship Campus is well positioned

Questions?

2022 GWCCA BOARD RETREAT

Signia by Hilton Atlanta

Teri Agosta, General Manager

Kyle Stevens, Director of Sales and Marketing



LXR

CONRAD

canopy

Signia
by Hilton



CURIO
COLLECTION



TAPESTRY
COLLECTION



TEMPO

MOTTO

Hilton
Garden Inn



HOMEWOOD
SUITES

HOME
SUITES 2

Hilton
GRAND VACATIONS



AGENDA

Marketing Update

Sales Update

Critical Path

Industry Terms

Q&A

Marketing

Brand Website

1

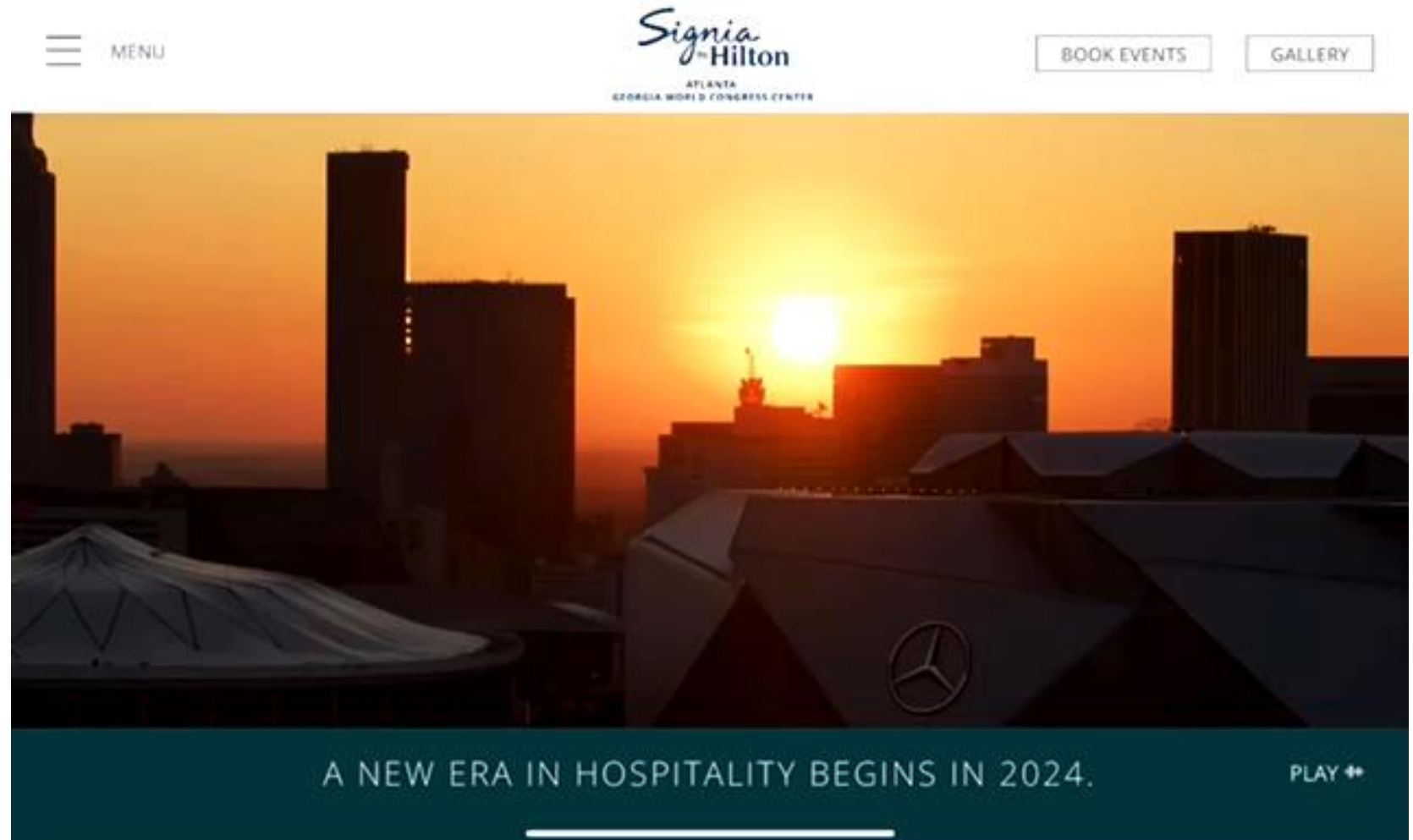
Brand Website

Signiabyhiltonatlanta.com

⊗

- Home
- Welcome
- Meetings & Events
- Guest Rooms
- Wellness
- Culinary
- Club Signia
- Gallery

404.223.4414
ATLWC-salesadm@hilton.com

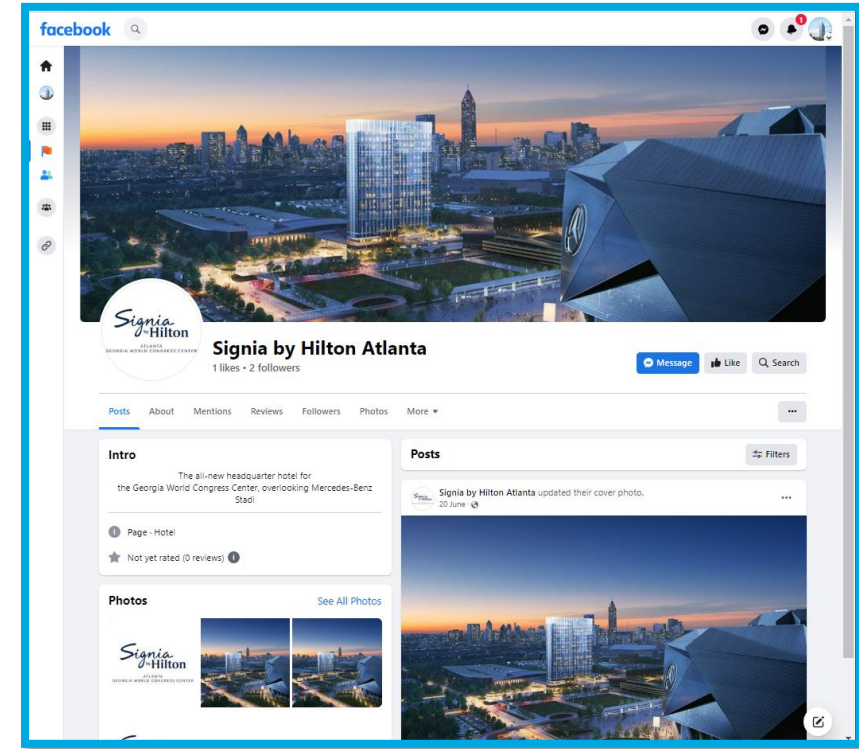
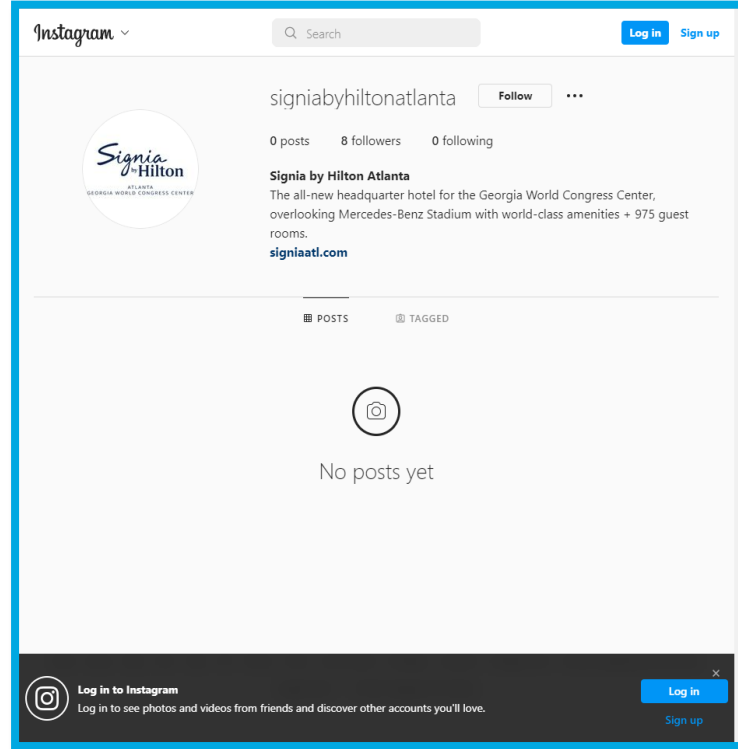
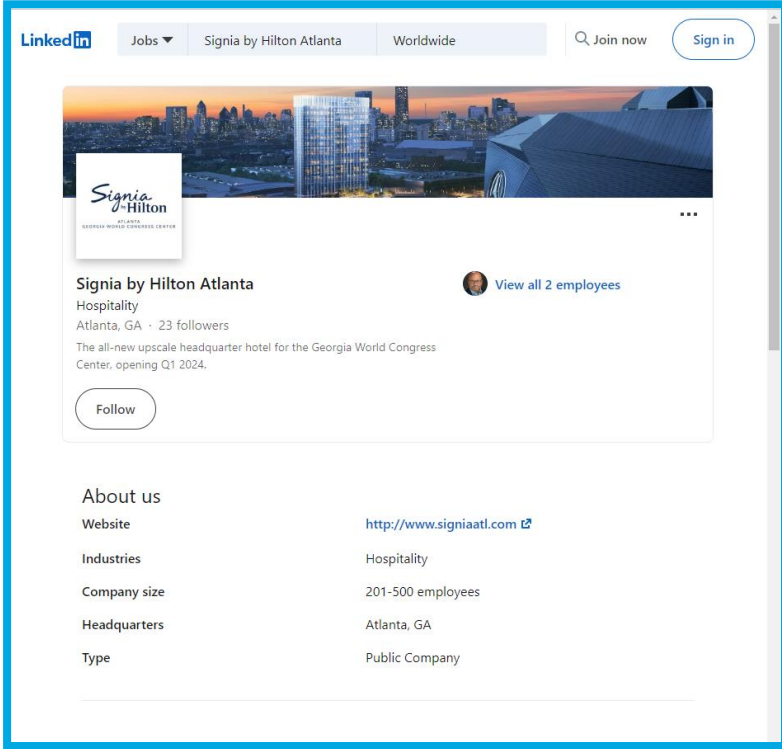


TrueTour

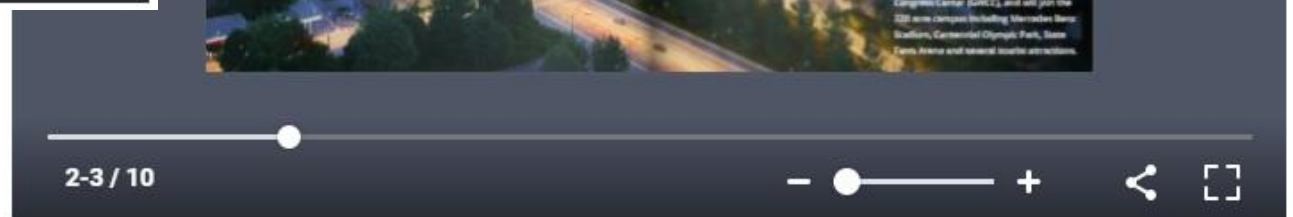
Signia by Hilton TrueTour



Our Presence on the Web

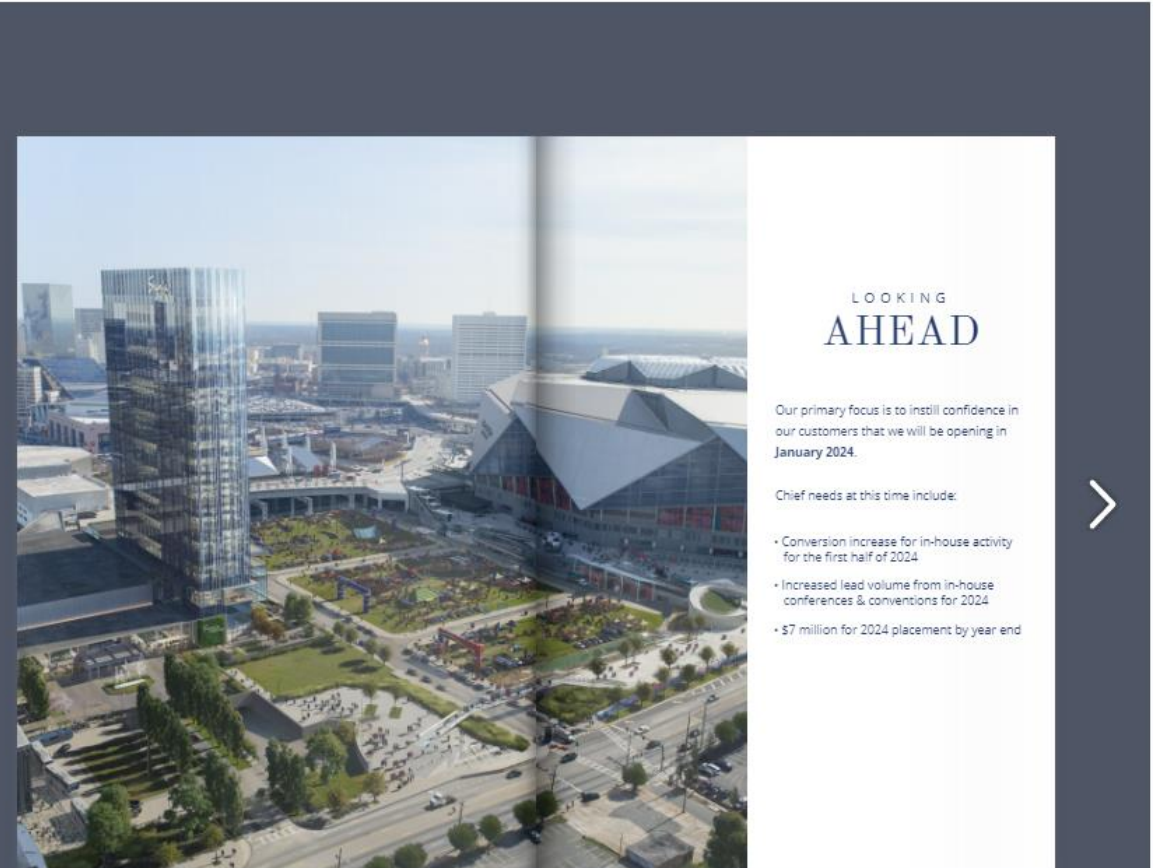


Newsletter





4-5 / 10



Sales Update

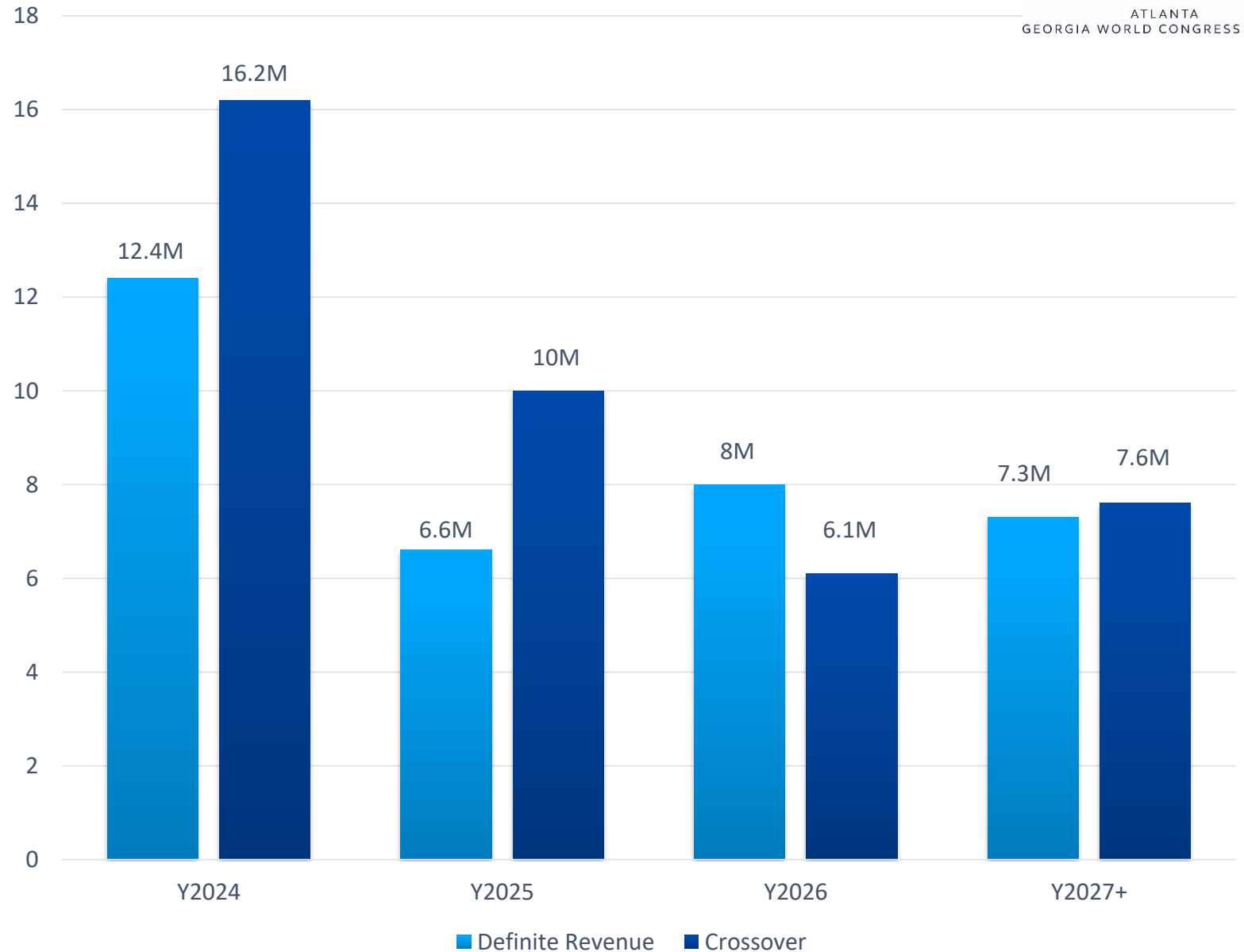
2

Definite vs Year End 2022 Crossover Goals



Sales Update

Current Pace and Position of Hotel



Special Events



Dates	Event
August of 2023	American Society of Association Executives (ASAE)
August of 2024	Democratic National Convention-Tentative
January of 2025	College Football National Championship Game
March of 2025	NCAA Men's Basketball Regionals
Summer of 2026	FIFA
February of 2028	Super Bowl Bid
March of 2029	NCAA Final Four
March of 2031	NCAA Final Four

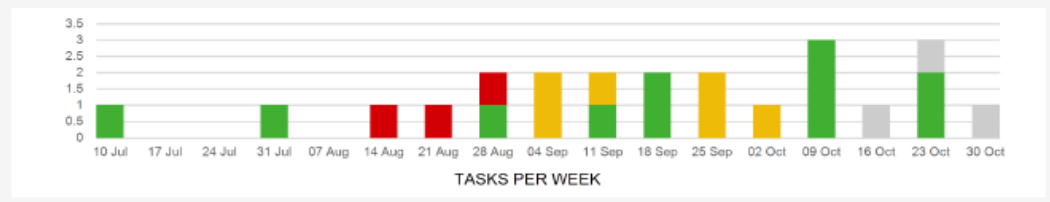
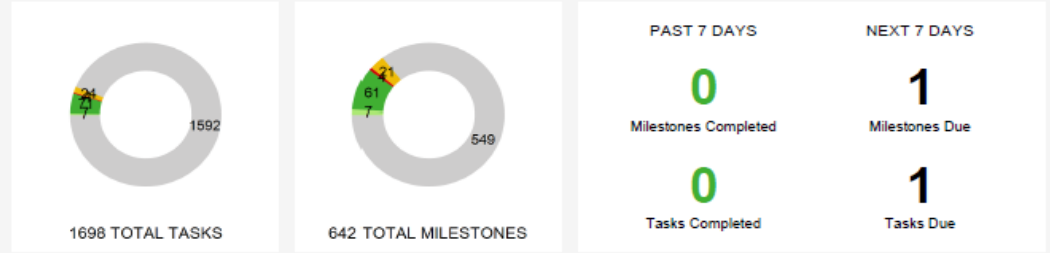
Critical Path

3

Critical Path

Signia GWCC Atlanta

Opening Date: 02 Jan 2024



AD&C	3	3 TOTAL	0 DUE SOON
Administrative & General	51	215 TOTAL	1 DUE SOON
Engineering	376	376 TOTAL	0 DUE SOON
Finance	162	162 TOTAL	0 DUE SOON
Food & Beverage	303	303 TOTAL	0 DUE SOON
Front Office	27	27 TOTAL	0 DUE SOON
Hotel Openings	52	52 TOTAL	0 DUE SOON
Housekeeping	125	125 TOTAL	0 DUE SOON
HSM	29	29 TOTAL	0 DUE SOON
Human Resources	65	65 TOTAL	0 DUE SOON
Information Technology	136	136 TOTAL	0 DUE SOON
Legal	3	3 TOTAL	0 DUE SOON
Marketing	3	43 TOTAL	0 DUE SOON
Revenue Management	4	56 TOTAL	0 DUE SOON
Safety & Security	14	14 TOTAL	0 DUE SOON
Sales	13	57 TOTAL	0 DUE SOON

Industry Terms

4

Industry Terms

Crossover Goals

Amount of group revenue that is considered definite at time of entering a specific year

Minimal Acceptable Rate (MAR)

Room rate pricing at a minimal price point for group conventions or conferences

RevPAR

Revenue per Available Room. A combination of paid occupancy percentage and ADR.

Smith Travel Research (STR)

Data that shows hotel's performance within a competitive set related to occupancy, ADR and overall RevPAR

Total Group Catering Contribution (TGCC)

Total group catering contribution comparative to the number of guestrooms contracted for convention/conference

Q&A

Thank You!

Questions?

FINANCIAL

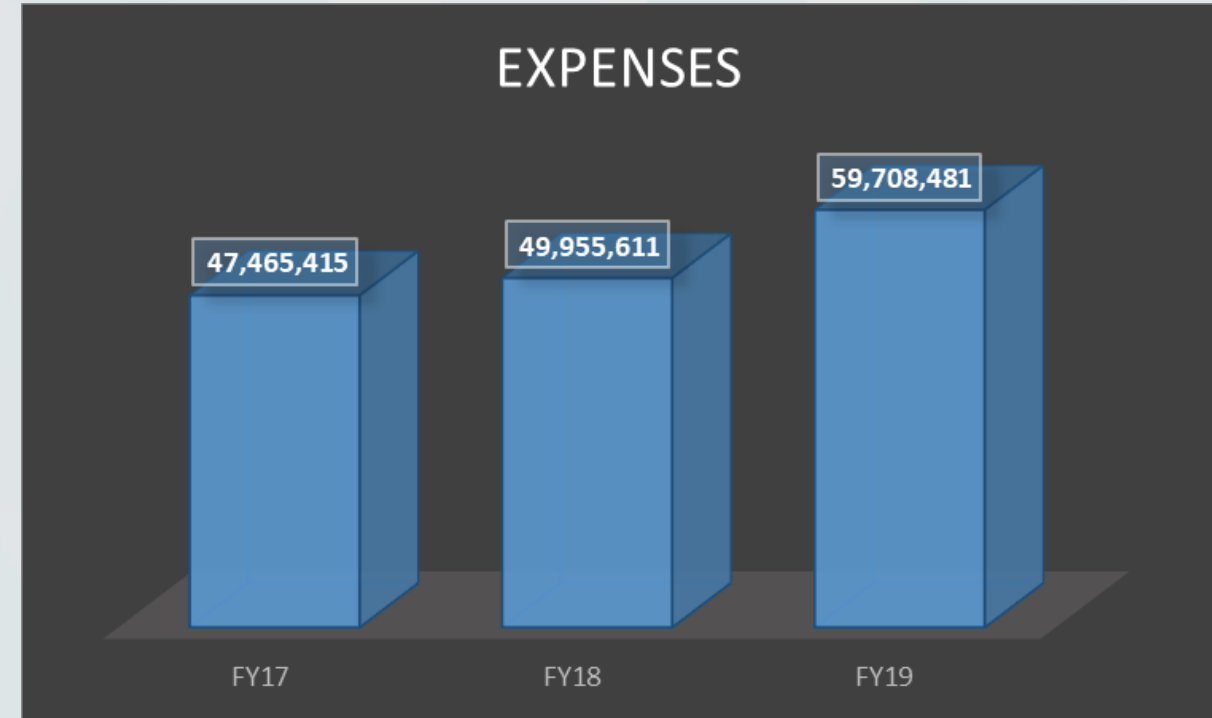
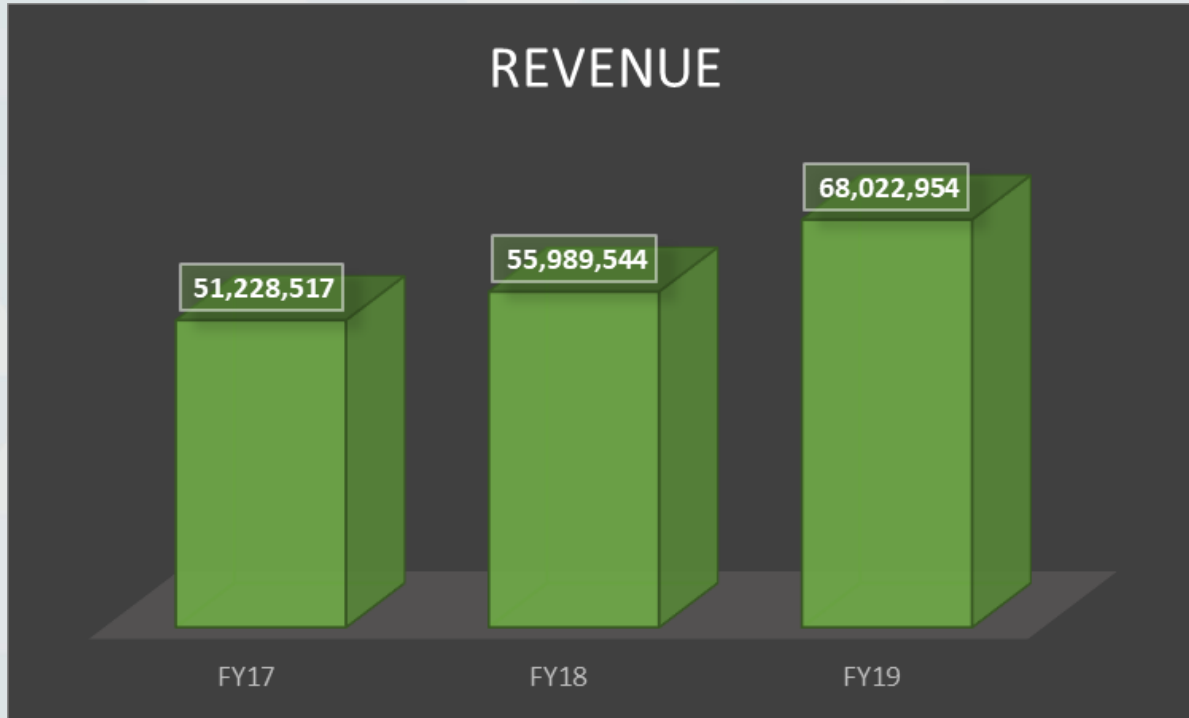
GWCCA 3-Year Financial Forecast

Janet Arsenault

Sr. Director of Finance

FY17-FY19 (Pre-COVID)

FINANCIAL



FY17-FY19 (Pre-COVID)



FY20-FY22 (COVID & Recovery Year)

FINANCIAL

	<u>FY20 Actual</u>	<u>FY21 Actual</u>	<u>FY22 Actual</u>
Revenue	45,672,153	22,251,384	52,682,407
Expenses	49,984,801	29,363,913	41,212,468
Net Profit/(Loss)	(4,312,648)	(7,112,529)	11,469,938

FY24 Revenue Highlights

FINANCIAL

- \$11.4 million in highly likely rent revenue
- 9 large shows
- \$9.8M in minimum F&B

FY25 Revenue Highlights

FINANCIAL

- \$12.4 million in highly likely rent revenue
- 13 large shows
- \$8.8M in minimum F&B
- College Football Playoff

FY26 Revenue Highlights

- \$8.2 million in highly likely rent revenue
- 8 large shows
- \$6.4M in minimum F&B
- FIFA World Cup (IBC only)

Expense Highlights

- Total FTE Count Stabilizing
- Temporary/Contract Labor – Variable based on events
- Operating Expenses – 5-10% increases

FY23 Current Year Budget

FINANCIAL

Revenue

Rental	14,129,885
F&B	3,078,799
Utilities	6,711,698
Parking	6,772,373
H/M	7,177,070
Contract Labor	2,899,508
Telecom/Audio Visual	2,281,780
Advert/Sponsorship	1,434,631
Other	745,000
	<hr/>
	44,615,074
	<hr/> <hr/>

Expenses

Personnel Services	19,340,297
Temp/OT/Show Labor	6,646,059
Operating Expenses	18,176,382
	<hr/>
	44,162,738
	<hr/> <hr/>

Net Profit 452,336

FY24 Forecast

FINANCIAL

Revenue

Rental	14,553,782
F&B	5,012,190
Utilities	6,915,596
Parking	6,868,290
H/M	7,535,924
Contract Labor	3,932,991
Telecom/Audio Visual	2,602,626
Advert/Sponsorship	1,506,363
Other	1,000,000
	<hr/>
	49,927,760
	<hr/> <hr/>

Expenses

Personnel Services	20,694,118
Temp/OT/Show Labor	7,044,822
Operating Expenses	19,994,020
	<hr/>
	47,732,961
	<hr/> <hr/>

Net Profit 2,358,746

FY25 Forecast

FINANCIAL

Revenue

Rental	15,135,933
F&B	5,293,223
Utilities	7,496,129
Parking	7,787,367
H/M	7,912,720
Contract Labor	4,129,641
Telecom/Audio Visual	3,105,726
Advert/Sponsorship	1,656,999
Other	1,050,000
	<hr/>
	53,567,736
	<hr/> <hr/>

Expenses

Personnel Services	22,142,707
Temp/OT/Show Labor	7,537,960
Operating Expenses	20,993,721
	<hr/>
	50,674,387
	<hr/> <hr/>

Net Profit 2,893,349

FY26 Forecast

FINANCIAL

Revenue

Rental	15,590,011
F&B	6,436,440
Utilities	6,660,675
Parking	8,338,250
H/M	8,308,356
Contract Labor	4,336,123
Telecom/Audio Visual	3,604,527
Advert/Sponsorship	1,822,699
Other	1,102,500
	<hr/>
	<u>56,199,580</u>

Expenses

Personnel Services	23,249,842
Temp/OT/Show Labor	8,065,617
Operating Expenses	<hr/> 22,043,407
	<hr/> <u>53,358,866</u>

Net Profit 2,840,714

FY24-FY26 Net Profit Forecast

FINANCIAL



Discussion and Questions

AUTHORITY

Day 1 Adjourn