



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

October 27, 2020

Approval of Minutes September 17, 2020

FINANCIAL

Financial Update

Janet Arsenault

Sr. Director of Finance, GWCCA

Financial Snapshot – September 2020

FINANCIAL



	Budget	Actual	Variance
Revenue	\$1,394,907	\$1,325,429	↓ \$69K 4.98%
Expense	\$3,622,011	\$2,179,626	↓ \$1.4M 39.8%
Net Loss	(\$2,227,104)	(\$854,197)	↓ \$1.4M 61.6%

Questions?

CUSTOMER

COP Concert Weekend

Joe Bocherer

Chief Commercial Officer, GWCCA



Partnership with Rival Entertainment

COVID-19 Precautions and Policies

- Temperature check required; guests exceeding 100.5 degrees could not enter
- Facemasks required in all public areas and encouraged in pods except while eating and drinking
- Social distancing (6') required at all times, except while transient to and from pods, restrooms, and concessions
- Hand hygiene encouraged; hand wash stations and sanitizer dispensers provided throughout the Park
- Sanitization of common touch points and portable toilets throughout the event
- See Something, Say Something!



Financials

BIG NIGHT OUT

GWCC Revenue Share Report

Ticket Rebate

Total Sales \$5 Per to GWCC

10/23/20	1666	8,330.00
10/24/20	1758	8,790.00
10/25/20	1342	6,710.00

Concessions Commission

Noble App Sales Best Ring POS Daily Total 25% to GWCC

10/23/20	23,660.00	18,409.00	42,069.00	10,517.25
10/24/20	8,666.00	18,533.00	27,199.00	6,799.75
10/25/20	10,613.00	14,965.00	25,578.00	6,394.50

Ticket Total 23,830.00

Concession Total 23,711.50





Biba Adams @BibatheDiva · 9h
 If this is the future of concertgoing... I am not totally mad. #BigNightOutATL



LeeClois Bolar
 @OKCmeinATL

We made it OUTSIDE!! 🙌😄
 Centennial Park Outdoors Concert.
 Great night with MY friends and Big Boi and HIS! 🎵🎧🎉🎊💖
 #FunTimes #BigNightOut #Atlanta
 ConcertPods #TheNewWave
 VID #2020 #SafetyMeasures 😄
 ...m.com/p/CGztDWoJ5LR/...



bbboy1987 and others
 I had a wonderful time back in my
 Shout out to @bigboi for
 ...the kids



Charlotte C.

SAT 4:43 PM

Charlotte C. replied to your story

That's neat how they got the
 mentioned off for social dis

Overall Attendee Sentiment



Questions?

Update: Georgia Building Authority Agreement

Kevin Duvall

Chief Operating Officer, GWCCA

- The Georgia Building Authority (GBA) is responsible for all services associated with the management of 36 buildings and various facilities located in the Capitol Hill Complex in Atlanta, Georgia, including the Georgia State Capitol building and the Governor's Mansion in northeast Atlanta
- GBA provides maintenance, renovations, housekeeping, landscaping, food service, event catering, recycling, parking, and building access services to state employees housed in GBA-managed facilities
- The GBA Landscaping Department is responsible for the maintenance of the grounds surrounding 27 Capitol Hill Complex locations, the Governor's Mansion grounds, and six cemeteries throughout Georgia



GERALD PILGRIM
Deputy Executive Director/Chief of Staff
Georgia Building Authority



BRIAN KEMP
Governor of Georgia



DOMINIC BRUNO
Director



ROB CONGER
Director



KEVIN EMERT
Director



KATHRYN MCGRADY
Director



JIM HYDE
Manager



LISA PAYNE
Director



MARTY SMITH
State Property Officer



HEATHER YORK
Executive Assistant
Board Secretary



GEORGIA
BUILDING AUTHORITY



LISA SHARPTON
Director



ALISA PEREIRA
Director



APRIL KING
Chief Financial Officer



ALAN PERRY
Chief Technology Officer

FACILITIES OPERATIONS & TENANT SERVICES

FACILITIES MAINTENANCE

PARKING & ACCESS SERVICES

ACCOUNTING

PROCUREMENT

BUDGET

HUMAN RESOURCES

LEGAL SERVICES

FINANCIAL SERVICES

INFORMATION TECHNOLOGY

FACILITIES INCLUDE:

- Governor's Mansion
- 2 Peachtree (GDOT)
- Capital Hill Team North: State Capital and buildings north of the capital
 - Floyd Twin Towers
 - MLK 1 (current BGA offices)
 - MLK 7 (annex)
 - MLK 19 (Agriculture building)
 - MLK 55 (old World of Coca-Cola building)
 - Train Depot

- Capital Hill Team South
 - Judicial Complex
 - Post 50 (Capital education building)
 - Law Building
 - 244 Washington (State annex)
 - 254 Washington
 - Health Building
 - Coverdale Legislative Office Building (CLOB)
 - OPB
 - Trinity & Washington Building
- Central Engineering Plant: 5 chiller/6 boiler plants that supply chilled, heated, and domestic hot water to buildings. Maintained and monitored 24/7

Capitol Hill Facilities



Relationship Background

- As COVID started there were accelerated conversations at OPB (Chris Wells) with agencies regarding a resources sharing approach
 - One particular conversation with OPB and GBA related to sharing equipment or staffing
- At that point, GWCCA began initial discussions with GBA regarding housekeeping and how they could utilize 10 housekeepers for their facilities
- Both parties recognized other personnel resources (trades) GWCCA was able to provide to GBA
- Overall relationship began in April 2020
- Currently there are 45 +/- team members working with GBA in various locations
- Relationship has been extended through April 2021

Assigned Duties

- Alongside GBA staff, GWCCA team members are working on some of the great State of Georgia assets:
 - State Capitol (strip, patch, paint, restore)
 - Governor's Mansion (finishes)
 - Trinity Washington Building – full renovation inclusive of demolition of offices and building new offices; all trades, including carpentry, electrical, paint, plumbing, and HVAC
- Day-to-day maintenance to repair and/or replace lighting, pumps, motors, plumbing, roofing, parking lot, etc.
- New systems – electrical, irrigation, and HVAC equipment – are being installed



Team Members







Office Updates

Questions?

AUTHORITY

Update: Atlanta Falcons and Atlanta United

Dietmar Exler

**Sr. Vice President and COO,
AMB Sports and Entertainment**



Mercedes-Benz Stadium

Welcoming Back Our Fans



Mercedes-Benz
STADIUM

Overview

Fan Communications

Parking & Arrival

Sanitation

Seating

Food & Beverage

Retail


Egress

Game Day Associate Training

Voice of the Fan Results



Fan Communications

- 6600+ tickets distributed
- New “Know Before You Go” video taking best practices/learning from other teams into account
- Usage of emcees outside of BBZ (Bag Buffer Zone) proactively approaching fans with updates about new process
- Distribution of branded mask at BBZ to ensure fans have masks - all fans coming to gates were wearing masks



GAMEDAY





SUN, OCT 11 | 1:00 PM » FOX

ATL vs.  TRUIST 

COUNTDOWN TO KICKOFF!

It's almost gametime and we're excited to have you back at Mercedes-Benz Stadium for **Falcons Football!** Your health and safety are our top priorities and we have implemented some new protocols to ensure that all of our fans feel comfortable on gameday. Face coverings are mandatory outside and inside the stadium, including during security screening. **Watch this video** to learn about all of our new requirements for gameday.


GATES OPEN AT NOON
GATES 1 AND 2 ONLY

 **P**   

PARKING **SAFETY FAQ** **BAG POLICIES** **GAMEDAY HUB**

CONTINUOUS IMPROVEMENT

We need your help to achieve our goal of delivering a world-class experience. Please look out for an event survey following the game.





Parking & Arrival

- Parking Lots open 5 hours prior to kick off (8:00am)
- Allowed tailgating, very limited participation - rain during the morning)
- Gate time shortened to 1-hour, slight crowd build up approx. 10 minutes before gate time, opened early; intentionally overstaffed gates, 30% of mags open for <10% of fans
- Testing 2 new Evolv mags at Gate 2, set-up in tents (allows to keep phones and keys in pockets), worked very well
- Usage of single use paper trays for keys, phones, etc., visual inspection rather than “touching” inspection
- Clear bag policy, Mobile ticket only



Sanitation



- Over 500 hand sanitizers in use, additional signage on free-standing hand sanitizers, adding more hand sanitizers in selected areas (loading dock) and looking for options to increase visibility (suites)
- 65 member “mobile high touch teams” in highly visible yellow shirts, very well received
- Use drones to apply sanitizer and inhibitor in bowl (needed for overnight conversions)
- Utilizing sanitizers and inhibitors

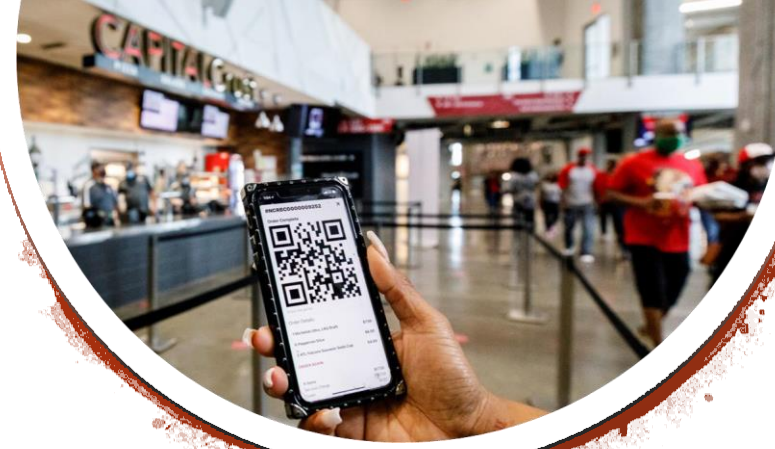
Fans Back in Stadium/Seating

- High discipline of fans wearing masks while in transit and getting F&B
- Decided not to show game on monitors in hallways & clubs to discourage congregating and try to get fans into seats
- Fans in bowl were seated in pods, unused seats were zip tied (minor instances of zips broken)
- Mask compliance while seated okay
 - Video Rich of McKay asking fans to wear masks while seated was shown on halo board – well received
 - Defining actively eating and drinking challenging
- Staff was instructed to not be confrontational but call for support if any issues occurred with fans not complying with request to wear masks



Food & Beverage

- Price reduced to \$1 for fan friendly items and 50% off other items, no price change on alcohol
- Approx. 40% of POS open for <10% of fans, significantly overstaffed for all F&B areas
- Removed tables in concourses and asked as well as placed signage directing fans to eat in their seat
- 12 concession stands/portables open for “Order N Go” utilizing via Falcons app or QR codes
 - Significant focus on up front communication
 - Use ambassadors outside each POS line
- Suites & Clubs – new menu with individually packaged items in suites, served buffet in all-inclusive areas





Retail

- Opened a limited number of locations (4 of 12), representing 80% of typical volume
- Added space occupancy limits in main store, used one monitor to show game in Team Store
- Offered mobile order for in suite purchases





Egress

- No special egress announcements (e.g., leaving per row, etc.) due to low number of fans
- All doors open just like at normal games
- No issues due to low number of guests

Game Day Associates Training

Welcome Back Training:

- Requiring all Game Day team members to complete Welcome Back and Leadership Training
- Virtual Safety & Hospitality training programs have been added that include new MBS protocols in response to the Covid-19 pandemic

Welcome Back Kits:

- All team members were welcomed with a kit that included an MBS pouch, hand sanitizer, mask, and Welcome Back note

Recognize & Appreciate Returning Event Day Team Members:

- Appreciation Bonus
- Game/Match Day Tickets



Voice of the Fan Survey

Atlanta Falcons vs. Carolina Panthers

Overall Summary



Direction of the team	Overall Satisfaction	Arrival	Mobile Ticketing
3.4 ↑ (+0.8)	8.3 ↑ (+0.5)	9.0 ↑ (+0.7)	9.0 ↑ (+0.4)
Safety & Security	Gameday Staff	Venue Environment	Food & Beverage
9.1 ↑ (+0.4)	9.3 ↑ (+0.4)	9.2 ↑ (+0.3)	8.6 ↑ (+0.2)
Game Entertainment	Technology	Merchandise	Departure
7.0 ↓ (-0.6)	8.7 - (+0.0)	8.9 ↑ (+0.7)	9.2 ↑ (+1.0)

Key	vs. 2019 Falcons Loss
↑	+0.2 or greater improvement
-	Less than a 0.2 change
↓	+0.2 or worse decline

*n = 301

Questions?

AUTHORITY

Nominating Committee Announced

Bill Russell

Chairman, GWCCA Board of Governors

AUTHORITY

Next Scheduled Board Meeting

December 1, 2020