



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

November 30, 2021

Approval of Minutes October 26, 2021

FINANCIAL

Financial Update

Janet Arsenault
Sr. Director of Finance, GWCCA

Financial Snapshot: October 2021

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$5,162,357	\$4,443,801	↓ \$719K 13.9%
Expense	\$4,097,776	\$3,385,700	↓ \$712K 17.4%
Net Profit	\$1,064,581	\$1,058,101	↓ \$6K .61%

Financial Snapshot: YTD thru October 2021

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$11,903,274	\$13,494,865	↑ \$1.6M 13.4%
Expense	\$14,733,636	\$12,920,460	↓ \$1.8M 12.3%
Net (Loss)	(\$2,830,362)	\$574,405	↑ \$3.4M

Questions?

AUTHORITY

ACVB 3-Year Strategic Plan FY22 Business and Financial Plan (Action Item)

William Pate

President & CEO, ACVB

Gregory Pierce

Executive Vice President & CAO/CFO, ACVB

DISCOVER ATLANTA

An aerial view of the Atlanta city skyline, featuring several prominent skyscrapers and a large stadium with a distinctive geometric roof. The entire image is overlaid with a semi-transparent red filter. The text is centered in white, bold, sans-serif font.

RECOVERY 2023
Three-year Strategic Plan
and
2022 Business and
Financial Plan

ABOUT ACVB

Mission

To sell and market metro Atlanta and Georgia globally as the premier conventions, meetings and tourism destination in the regional, national and international marketplace and favorably impact the Atlanta economy through conventions and tourism

Vision

To be the most hospitable convention city in the U.S. that is the easiest with which to do business

RECOVERY 2023 | THREE-YEAR STRATEGIC PLAN

Overall goal

While continuing objective to reach a minimum **925,000 room nights** for meetings greater than 2,500 on peak, also maintain a minimum of **20 citywide bookings** of 5,000 room nights and greater on peak each year

Strategic priorities

Maintain a leadership position in citywide booking pace against top competitors

Drive visitation among meeting attendees and leisure visitors by enhancing destination appeal

Maintain our technological leadership with customers, consumers and employees

Restructure membership in ACVB

Key initiatives

- Narrow use of group program resources to focus on citywide business
- Leverage competitive advantage as the premier destination for diversity, equity and inclusion
- Deepen our relationships with third-party lead producers
- Expand martech platform to generate increased leads and bookings
- In partnership with meeting planners, utilize ACVB marketing assets and tools to maximize meeting attendance
- Leverage martech platform to drive increased leisure visitation
- Utilize competitive advantage as a progressive city to drive incremental visitation from diverse audiences
- Mobilize our influence to enhance the destination appeal of Downtown
- Expand martech platform to support sales engagement, email marketing and diversity marketing
- Provide state-of-the-art platforms for staff to work from any location
- Evaluate potential changes in membership structure and revenue and recommend new model
- Implement new membership structure involving different levels of engagement
- Increase involvement with diverse organizations
- Increase efficiency and effectiveness of all private revenue producing program and products across all areas of ACVB



2022 BUSINESS PLAN

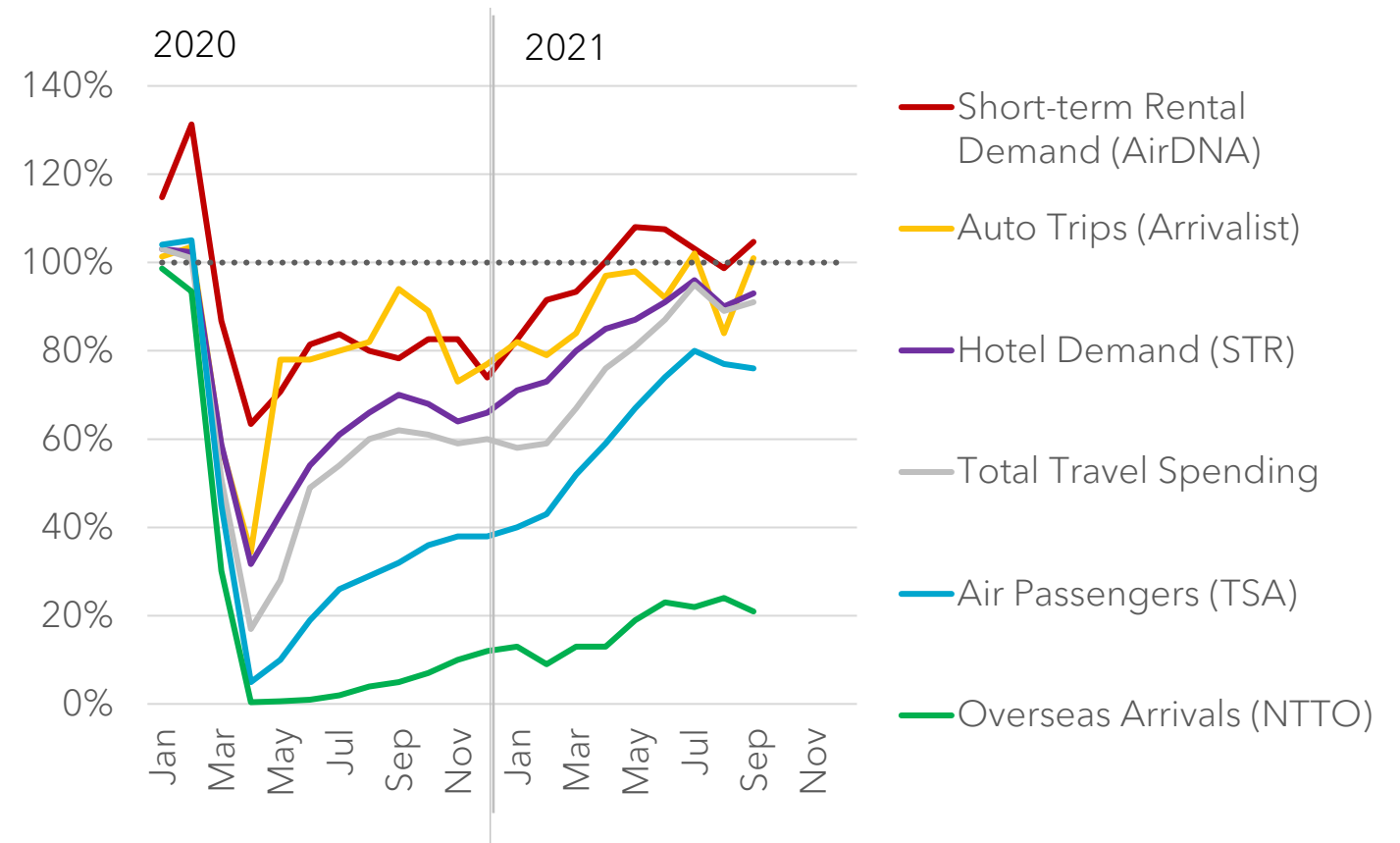
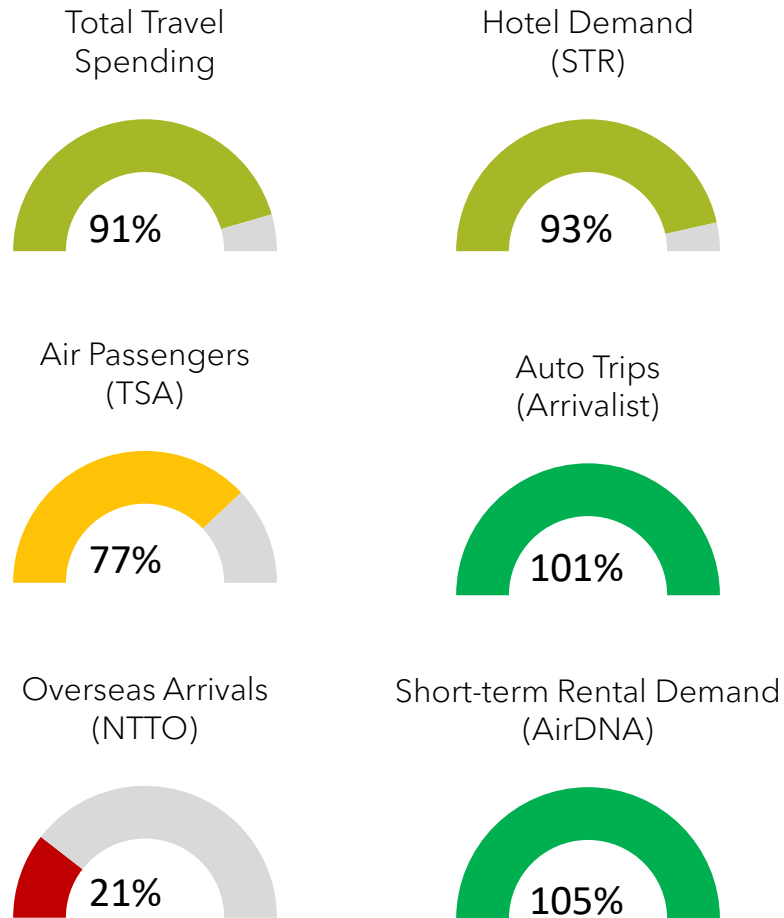
U.S. TRAVEL RECOVERY DASHBOARD

September 2021

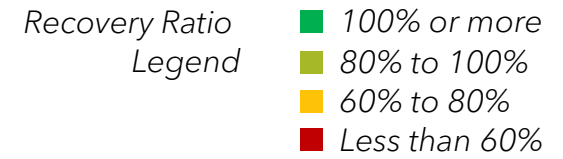
Recovery Ratio Legend

- 100% or more
- 80% to 100%
- 60% to 80%
- Less than 60%

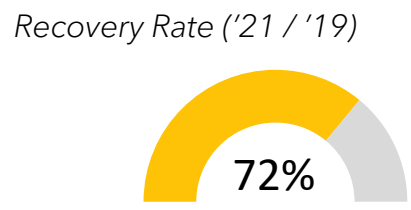
In September 2021, estimated travel spending across the U.S. was 91% of the level for September 2019. This level relative to 2019 is an improvement following a dip in August due to the spread of the delta variant. The recovery is spread unevenly across sectors with road trips and short-term rentals ahead, and international visitation far behind.



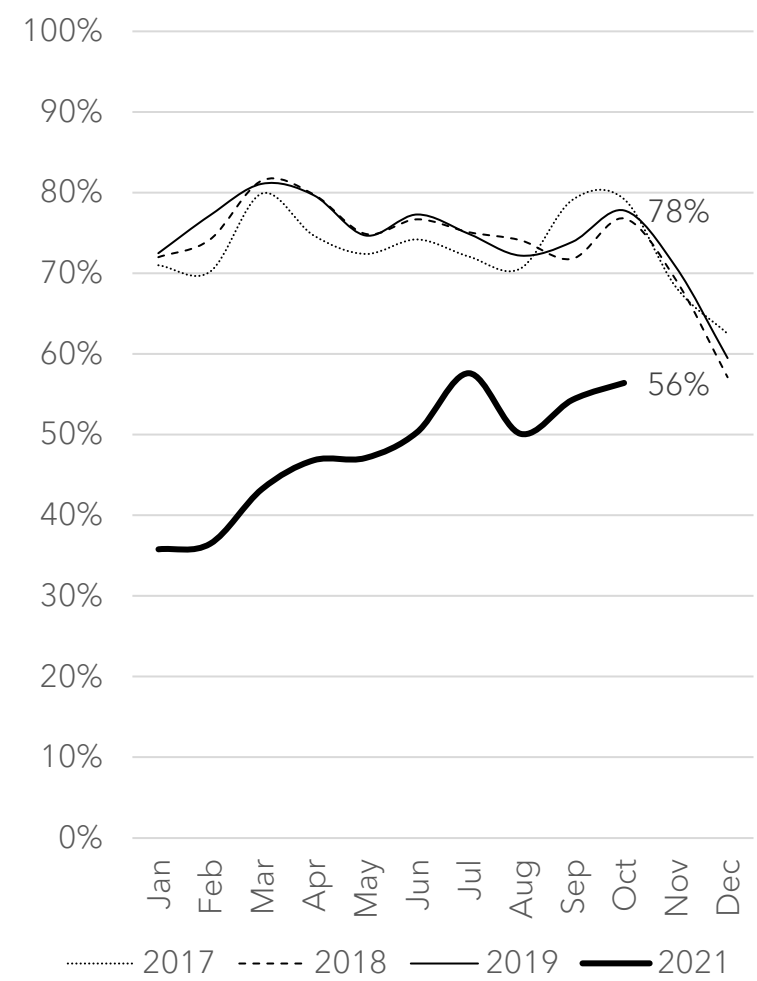
CITY OF ATLANTA HOTEL OCCUPANCY



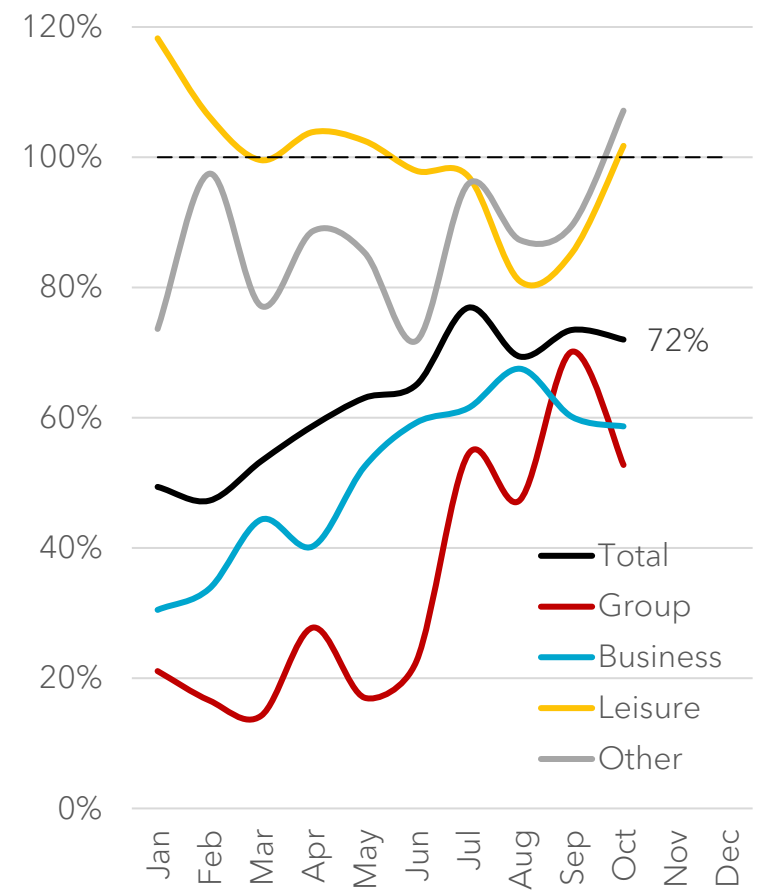
October 2021



MONTHLY LEVELS



RECOVERY RATE ('21/'19)



Preliminary data for October 2021 produces an occupancy of 56%. This marks two months of increases from the setback seen in August related to the delta variant.

This total occupancy for October equals 72% of the level for that month in 2019. August and September similarly saw approximately 72%

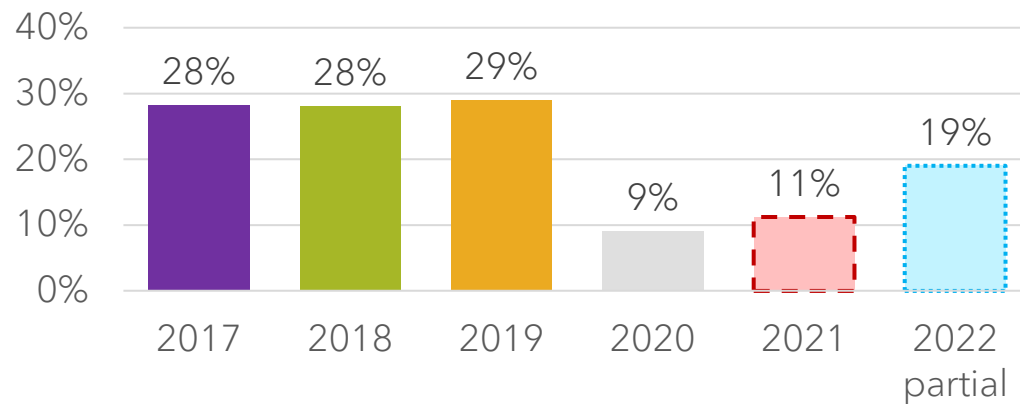
While the total recovery has remained steady in recent months, individual segments have fluctuated. Leisure dipped in August and September but recovered in October. Group saw improvement in September followed by a retraction in October.

Data sources: STR; TravelClick

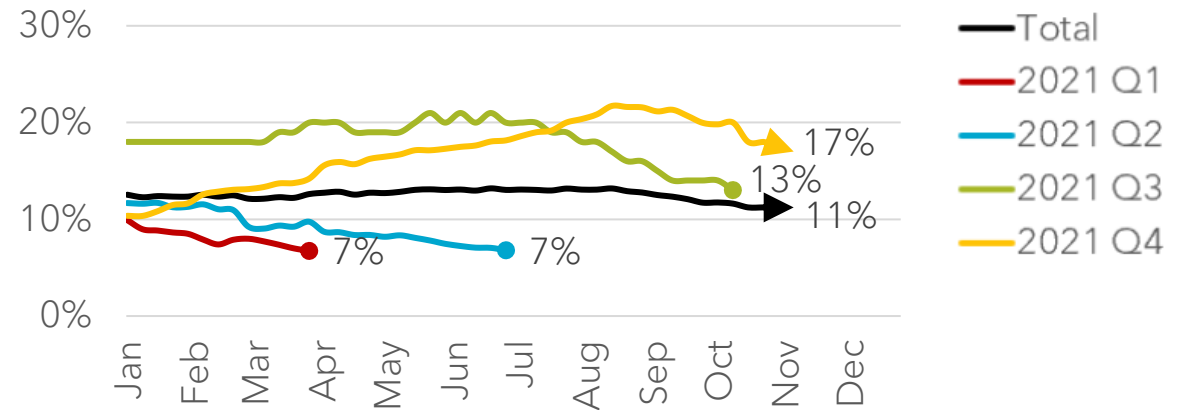
GROUP OCCUPANCY OUTLOOK

As of Nov 7, 2021

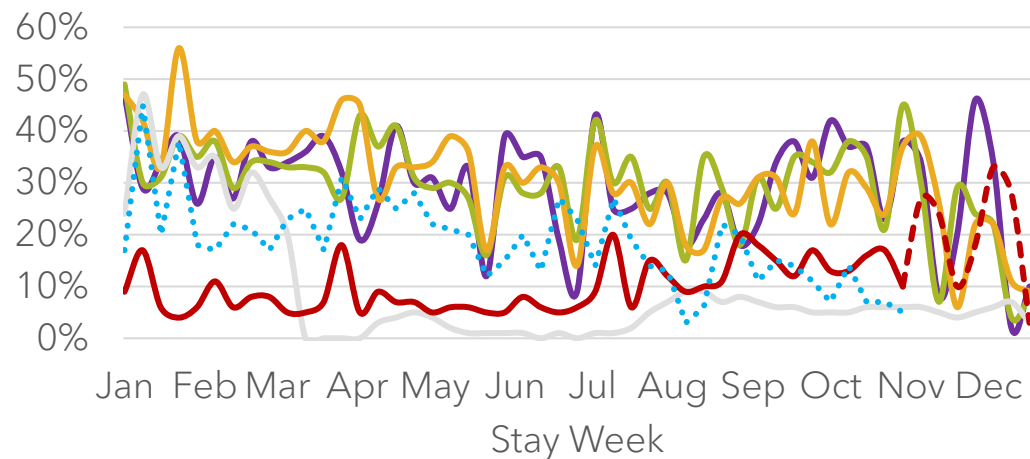
ANNUAL latest values



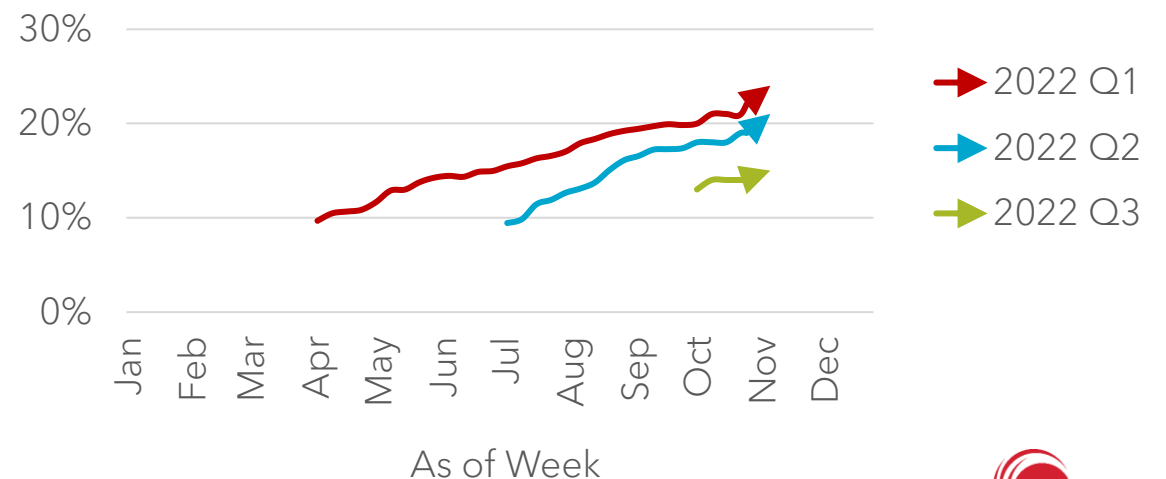
QUARTERLY 2021 by 'as of' week



WEEKLY showing latest values for individual stay week; line colors are same as annual chart above



QUARTERLY 2022 by 'as of' week



Data sources: STR; TravelClick

- Data Sources & Partners
- Impact Summary
- Travel Indicators
- Int'l Arrivals to the U.S.
- Economic Conditions
- Employment
- Workforce
- Travel Sentiment
- Covid-19 Vaccination
- Predictive DMO Indicators
- Predictive Industry Indicators
- Economic Forecast
- Domestic Travel Forecast
- International Travel Forecast
- U.S. Hotel Forecast

U.S. Resident Vacation Intentions

% of U.S. residents intending to travel in the next 6-months



Source: The Conference Board

U.S. Business Travel Sentiment

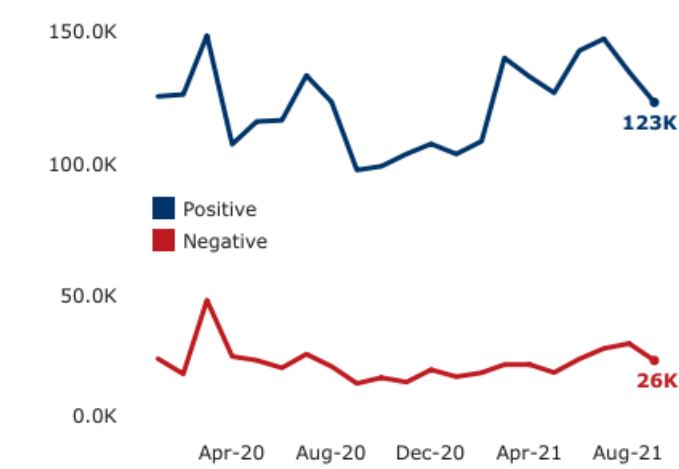
% of US companies that plan on being in the travel game the nex..



Source: GBTA Business Travel Survey

Social Travel Sentiment by Month

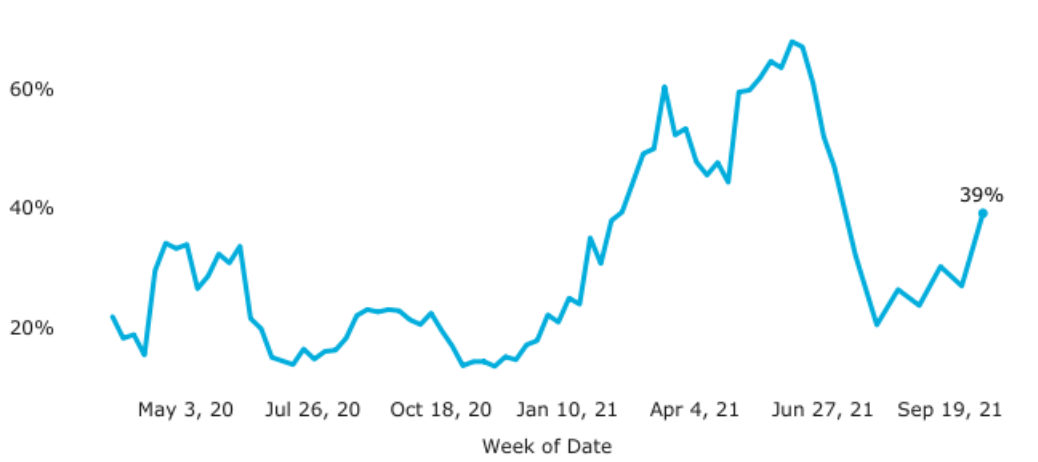
Positive vs. Negative mentions of travel Jan-20 to Sep-21



Source: MMGY Global

Consumer Travel Sentiment

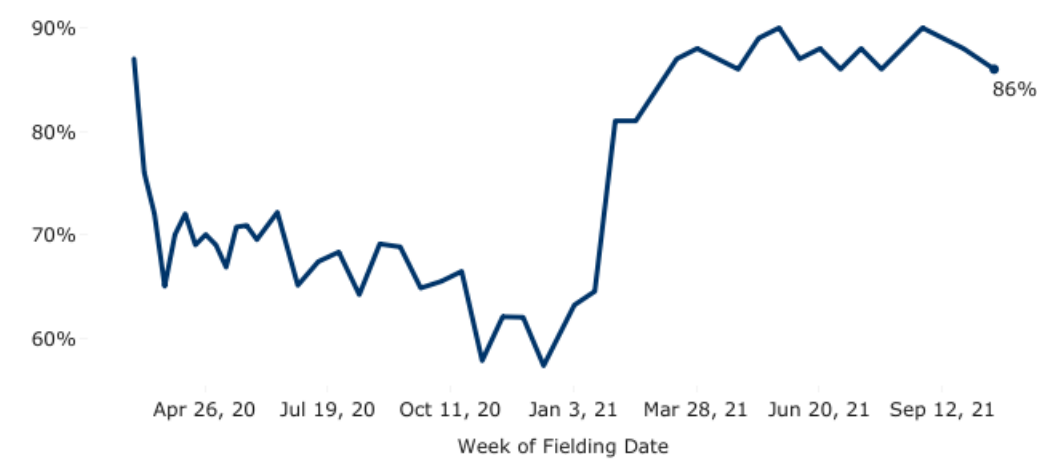
Travelers that expect the severity of the coronavirus situation in the U.S. to get better in the n..



Source: Destination Analysts

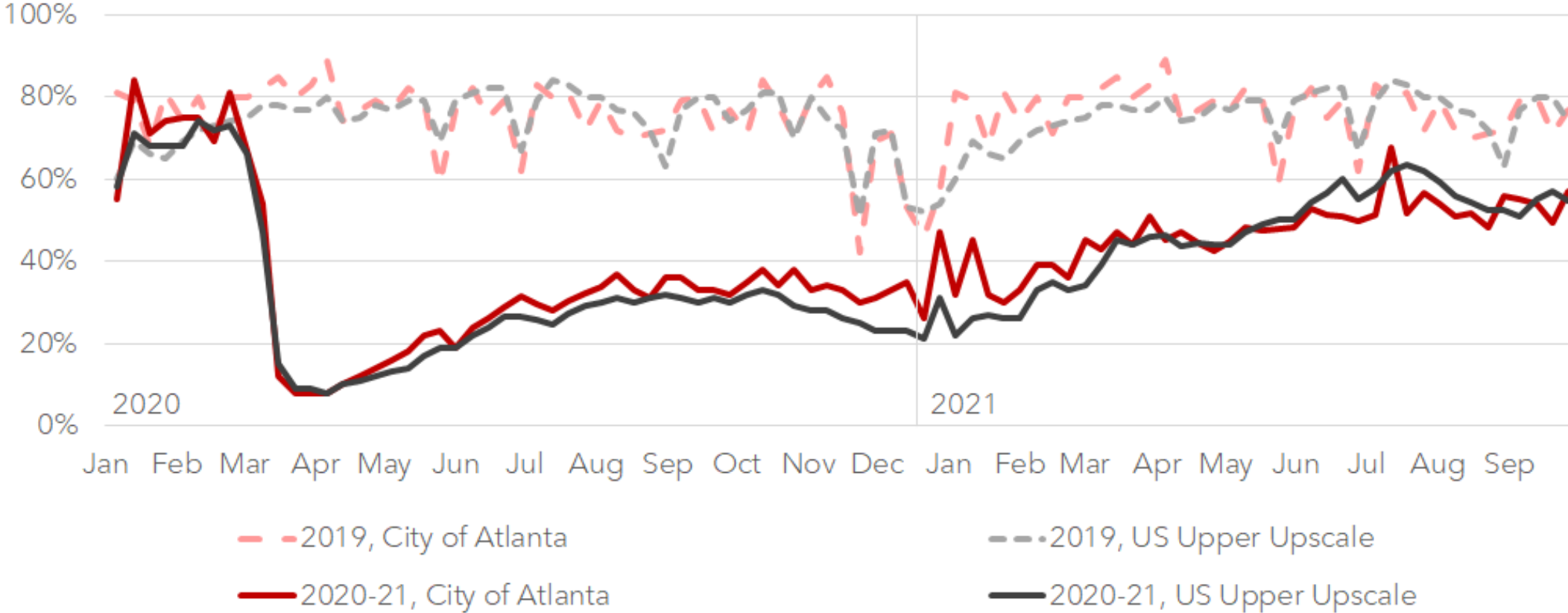
Consumer Travel Sentiment

Travelers with Travel Plans in the Next Six Months



Source: Longwoods International

CITY OF ATLANTA AND U.S. UPPER UPSCALE HOTEL OCCUPANCY



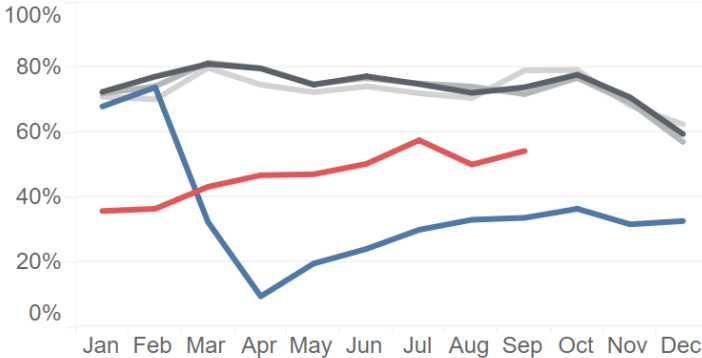
SEPTEMBER 2021 HOTEL OCCUPANCY CITY OF ATLANTA

SINGLE MONTH

54%

vs. LY 21% 63%
vs. 5 Yr Avg -8% -13%

raw change % change



September 2021

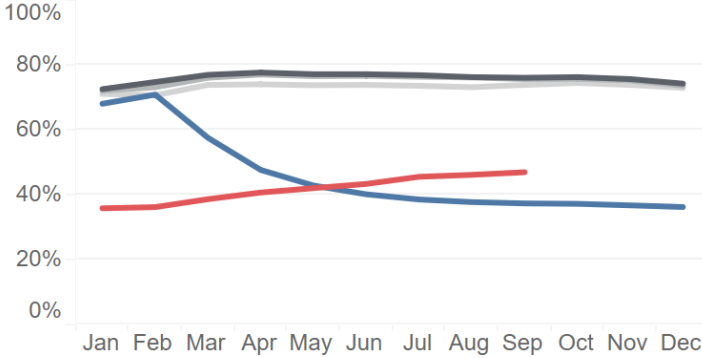
	Occ	YoY	vs. 5 Yr
Total Atlanta Market	62%	25%	-5%
Downtown	52%	80%	-15%
Midtown	57%	72%	-9%
Buckhead	59%	41%	-11%
Airport	65%	39%	-2%
Major Convention Hotels	51%	102%	-10%
GWCC 1-Mile Radius	52%	79%	-15%
Top 25 Lux & UpUp	54%	88%	-14%

YEAR TO DATE

47%

vs. LY 10% 26%
vs. 5 Yr Avg -15% -24%

raw change % change



	Occ	YoY	vs. 5 Yr
Total Atlanta Market	60%	26%	-7%
Downtown	44%	19%	-29%
Midtown	47%	35%	-21%
Buckhead	53%	33%	-18%
Airport	62%	30%	-8%
Major Convention Hotels	40%	16%	-33%
GWCC 1-Mile Radius	44%	20%	-29%
Top 25 Lux & UpUp	45%	26%	-28%

2021 2020 2019 2018 2017

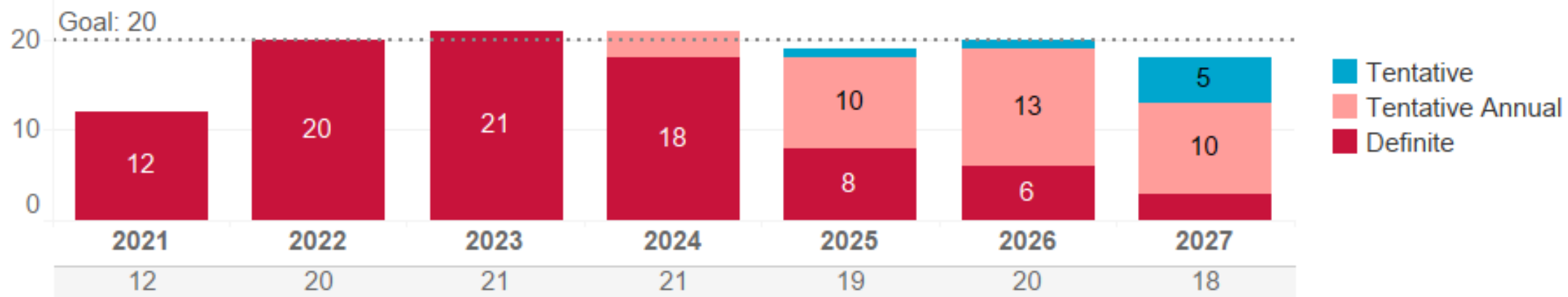
Source: STR



LARGE GROUPS FOR FUTURE YEARS

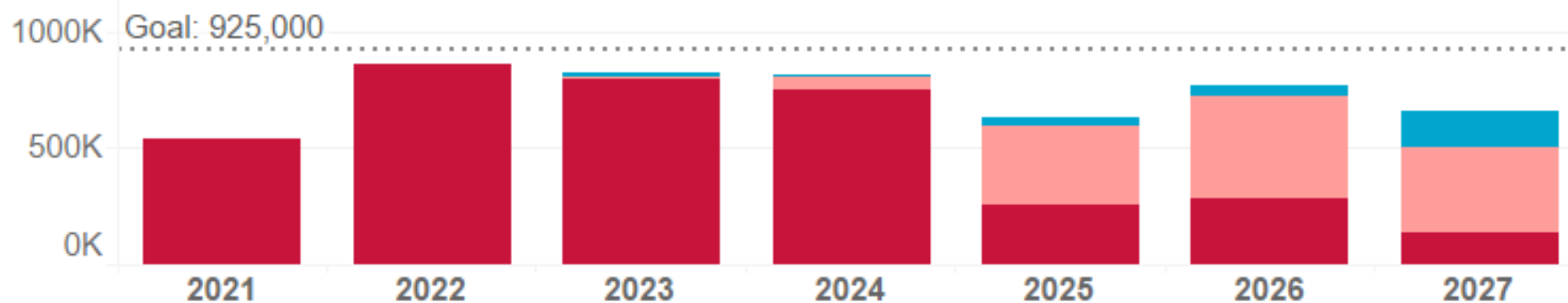
5,000+ on Peak

Number of Events



2,500+ on Peak

Room Nights



2021 HIGHLIGHTS

- Booked 18 major citywides and 900,000 convention room nights
- One of the top U.S. destinations in booking convention business during pandemic
- Hosted 125 virtual and in-person site visits
- Developed new marketing assets for attendance building and city resource engagement – Atlanta stories, social media toolkit, planners timeline series, community engagement and outreach and public safety websites
- Hosted IGLTA, Large Show Roundtable, ASAE regional and Delta Meeting Exchange to promote the future of Atlanta and showcase the city as a welcoming and accessible destination
- Engaged more than 900 international tour operators and travel agents with virtual training webinars in participation with Delta, Travel South and Brand USA
- Maintained leadership positions with PCMA, IAEE, ASAE, MPI Georgia, U.S. Travel Association and Destinations International
- Moved to a one-team sales approach
- Engaged regional, national and international travel journalists at industry events including IGLTA, IPW and Travel Media Meetup
- Maintained COVID-19 resource pages on DiscoverAtlanta.com to provide the one-stop shop for visitors, meeting planners and attendees regarding local guidance and updated policies and procedures from businesses and government
- Restarted in-person member events including the 22nd annual Atlanta Hospitality Hall of Fame, board meetings and Connect networking events
- Introduced a monthly hotel data email to members
- Categorized members into various disadvantaged business enterprise statuses and made public facing

2021 HIGHLIGHTS

Website and Content

- Rebranded Discover Atlanta Now magazine to integrate with new Discover Atlanta website
- Launched Discover Atlanta Stories for leisure and meetings audiences
- Partnered with Apple to publish Atlanta guides on Apple Maps app
- Partnered with Google to publish Atlanta stories on Google Arts and Culture stories
- Rolled out website platform initiatives including new personalization tactics, mobile optimization, new advertising opportunities

Campaigns

- Created local campaign for International Gay and Lesbian Travel Association (IGLTA)
- Partnered with Golden Flake to develop Golden Flake Southeast Road Trip Sweepstakes + Summer family fun
- Developed marketing campaign with Expedia to drive Atlanta hotel bookings

2021 HIGHLIGHTS

Client support

- Marketing support to 30+ enhanced groups
- Developed new agency-curated social media toolkit for clients to promote their upcoming meeting in Atlanta
- Developed new content toolkit for clients and Discover Atlanta to promote and amplify messaging for groups with public-facing events
- Developed community resources page
- Upgraded 360 CMS platform to support itinerary development
- Updated sales presentation and new developments video
- Developed collateral for industry events including ASAE Community Pop-UP and Delta Meeting Exchange

Community Partnerships and Engagement

- Partnered with Mayor's Office of Cultural Affairs to promote its nationally recognized ELEVATE public art festival, expanded this year to an eight-week citywide event
- Produced hospitality recruitment videos in support of stimulating employment in the industry

2021 HIGHLIGHTS

- Planned and executed a FAM trip for U.S. Black Cultural Heritage Road Trip
 - Partnered with and featured some of Atlanta's top black-owned businesses
 - Added to Black Cultural Heritage Tours book of tour itineraries
- Prioritized diverse travel experiences and DEI efforts
 - Launched ATL Unguided brochure, website portal and new Black traveler content
 - Developed stories for Black, LGBTQ+, Asian and Spanish-speaking travelers as well as content for supporting businesses with DBE status on website and in Discover Atlanta Now magazine
 - Added disadvantage business enterprise status to business listings on DiscoverAtlanta.com and family of sites including venue catalog
 - Developed community engagement page

Awards

- Platinum Hermes Award (Creative Integrated Marketing Campaign category – Atlanta's Food Story)
- Online Media, Marketing and Advertising Association – OMMA (Best Travel/Tourism campaign – I AM ATL)
- Silver HSMAI Adrian Award (Website category – DiscoverAtlanta.com)
- Drum Awards finalist (Travel and Tourism category – Still Atlanta)
- ESTO Destiny Award finalist (Destination Website – DiscoverAtlanta.com)
- eTourism Summit eTSY Award (Best Website – DiscoverAtlanta.com)



BEST IN TRAVEL 2022





BEST OF THE WORLD 2022



NATIONAL
GEOGRAPHIC

TRAVEL

KEY MARKETING HIGHLIGHTS

- Social media
 - 32.1 million impressions (through Q3)
 - 2.2 million engagements (through Q3)
- Website traffic
 - 1.8 million sessions (through Q3)
 - 4.7 million page views (through Q3)
- Meeting planner media campaigns
 - 860,000 impressions (through Q3)
- Discover Atlanta app
 - 57,271 app dialogue views
 - 1,100 average monthly active users



CONVENTION TRADE SHOWS

ASAE Virtual Annual Meeting & Expo – Aug. 13-18
ASAE Community Pop-UP Host – Aug. 16

- Virtual booth featuring key ACVB and GWCC collateral
- GWCCA new developments video loop featuring updated visuals of GWCC expansion and other significant campus enhancements
- Created page to build attendance for Community Pop-UP
<https://discoveratlanta.com/meetings/asae/>



2021 ASAE COMMUNITY POP-UP

ASAE Annual Meeting

Atlanta Community Pop-Up



Monday, August 16, 2021

Miss the face-to-face environment and ready to celebrate in-person? Atlanta is proud to be selected as an ASAE Annual Meeting Community Pop-Up host city.

This half-day, in-person event will provide attendees with networking, programming and industry discussions! Registration is now closed. For questions please contact ACVB staff listed below. We look forward to connecting with you soon!

LOCATION



Hyatt Regency Atlanta
205 Peachtree Street, NE
Atlanta, GA 30303

Guests choosing to stay overnight can take advantage of a \$100.00 rate offered for August 15 & 16. Click [here](#) to book.

SCHEDULE

Monday, August 16

8:30-9:00 a.m.	Continental Breakfast & Networking
9:00 -9:15 a.m.	Welcome & Announcements
9:15-10:45 a.m.	Watch Party: ASAE Annual Meeting <ul style="list-style-type: none"> Individual Honor Awards & Recognition Opening Keynote
10:45-11:00 a.m.	Break
11:00-11:45 a.m.	Community Pop-Up Keynote Curve Benders – How Strategic Relationships Can Power Your Association Growth in the Future David Nour For most association professionals learning is linear – but we believe when it comes to relationships, a different lens is needed. Time and again, people enter our lives that dramatically alter both the direction and destination of our lives. I call enablers of this adaptive and accelerated non-linear growth, Curve Benders. So, who are your Curve Benders and how do you find them? More importantly, how do you become one in the lives of others? Join ACVB and bestselling author, David Nour, as he shares key insights from his 11th book, <i>Curve Benders</i> at the intersection of the future of work, strategic relationships, and non-linear growth.
11:45a.m.-12:05 p.m.	LIVE From the Community Pop-Ups
12:00-1:30 p.m.	Lunch & Interactive Group Session with David Nour
1:30 p.m.	Event Ends



Bestselling author, David Nour is internationally recognized as the leading expert on applications of strategic relationships in profitable growth, sustained innovation, and lasting change. Nour serves as a trusted advisor to global clients and coaches corporate leaders. He is an adjunct professor at the Goizueta Business School at Emory University and was named to the Global Gurus Top 30 Leadership Professionals and the Thinkers 50 Radar Class of 2021 (twice). A Forbes Leadership contributor on the Future of Work, and an iMx contributor on Relationship Economics, he's also the host of the biweekly Curve Benders podcast. Learn more at www.NourGrowth.com

KNOW BEFORE YOU GO

Event Mask Protocols

In accordance with current local guidelines, we want to communicate wearing a mask is highly recommended for all guests, and required for non-vaccinated guests with the exception while actively eating/drinking. For updates to the protocol be sure to check the pre-event email that will be sent in advance of the Community Pop-Up.

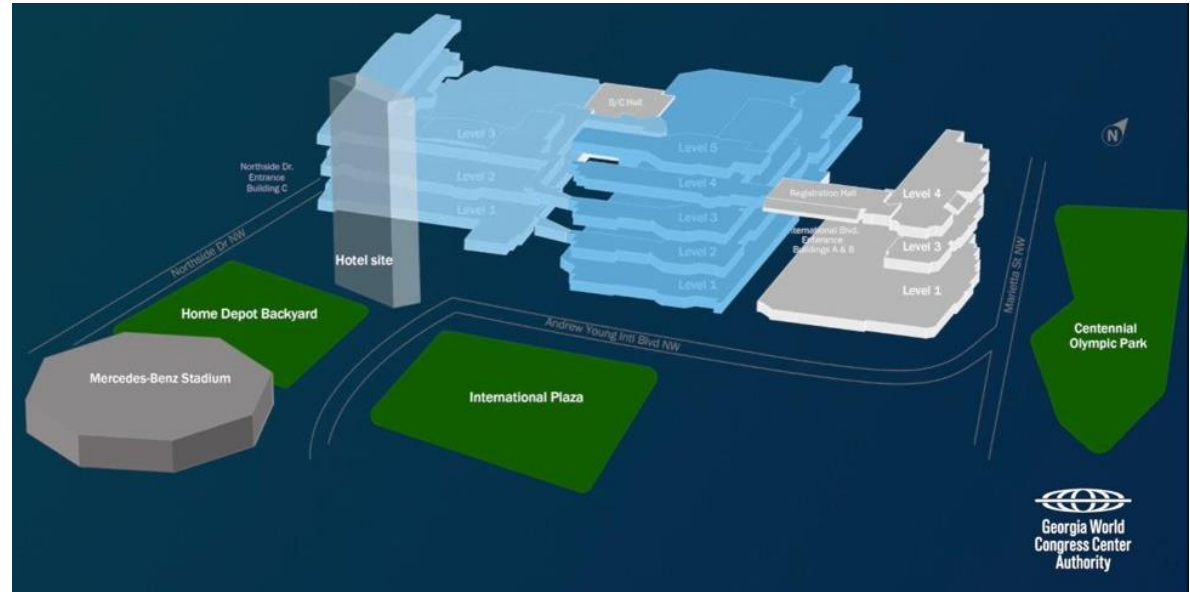
Parking

Daily event valet parking at Hyatt Regency Atlanta is \$10 and based on availability. For maps and additional nearby parking options, click [here](#).

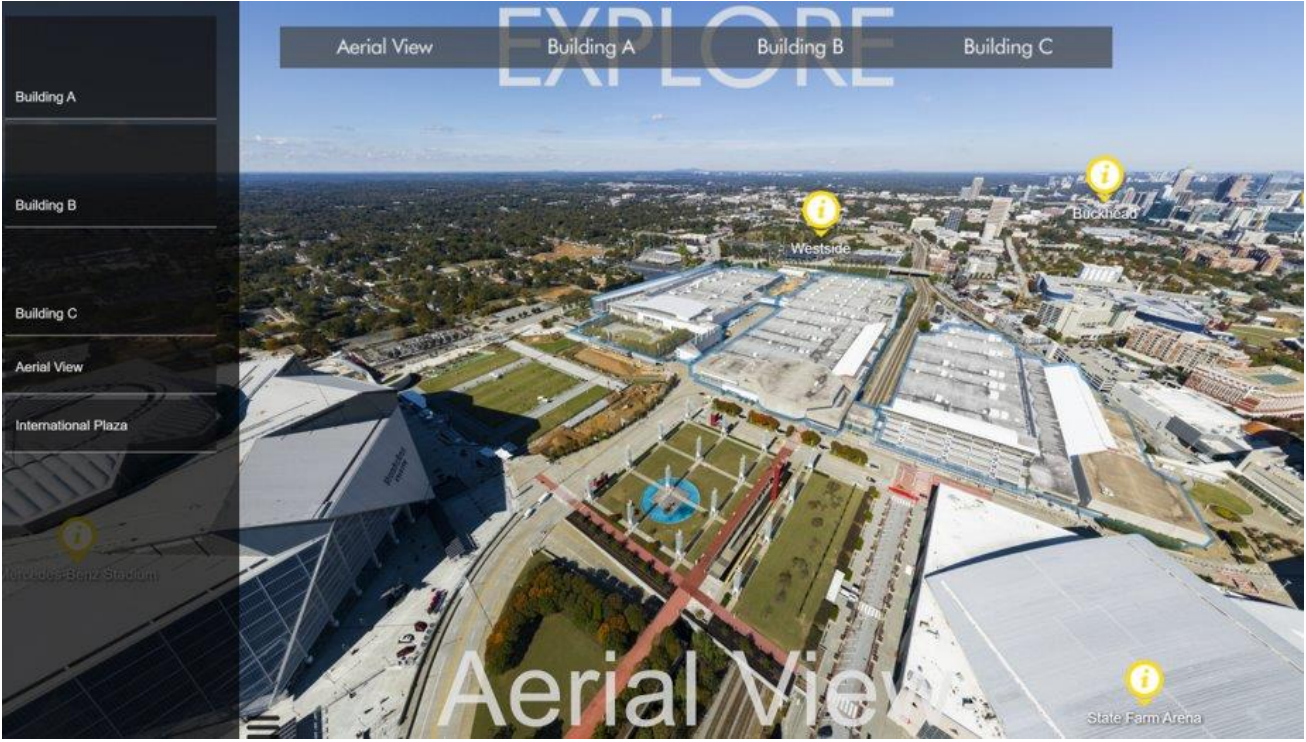
EVENT PARTNERS



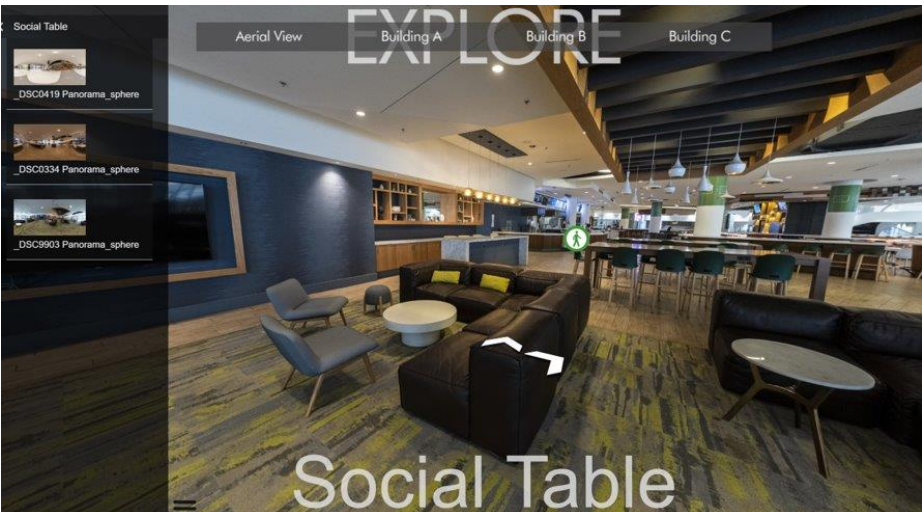
GWCCA NEW DEVELOPMENTS VIDEO LOOP



GWCCA 360 VIRTUAL TOUR



Comprehensive, high-resolution virtual tour of GWCC featured on DiscoverAtlantaMeetings.com virtual tour platform; also promoted on gwcca.org



2021 UPDATE AND UPNEXT PRESENTATIONS



Georgia World
Congress Center
Authority

New luxury Signia by Hilton Atlanta
convention center hotel now under
construction

Pedestrian Promenade opening
December 2021

Transportation Hub opening April 2022

GWCC Exhibit Hall BC creating
1+ million GSF exhibit space is now
OPEN



2021 BID BOOK COLLATERAL

GEORGIA WORLD CONGRESS CENTER

Located in the heart of downtown Atlanta, the Georgia World Congress Center Authority (GWCCA) campus, which includes Georgia World Congress Center, Centennial Olympic Park, and Mercedes-Benz Stadium, is the largest combined convention, sports, and entertainment campus in North America. GWCCA's campus features over 200 acres of prime event space.



Since 2010, GWCCA has invested over \$360M to create a championship campus focused on improving connectivity between its facilities and the surrounding entertainment district. Highlights include the new 700,000-square-foot Exhibit Hall BC, which creates more than 1 million square feet of contiguous exhibit space; two new parking facilities increasing capacity to 7,500+ connected spaces; and a pedestrian gateway project creating a seamless guest experience from the surrounding hospitality district through Centennial Olympic Park to

the front door of the convention center, stadium, and soon, GWCCA's new headquarters hotel Signia by Hilton. GWCCA is also the first convention center in the U.S. to achieve GBAC STAR facility accreditation from the Global BioRisk Advisory Council. There are more than 12,500 hotel rooms within walking distance of the GWCCA campus, creating a walkable park-like experience in a downtown urban environment where event attendees can visit some of the city's most popular attractions and acclaimed restaurants.

THE FACTS

World's largest LEED Gold certified convention center

1.5 million square feet of exhibit space

12 exhibit halls, 98 meeting rooms, 2 grand ballrooms

Building C entrance lobby is over 1,000 feet long and 90 feet high

80 foot wide, 7,500+ parking spaces

BUILDING A HIGHLIGHTS

3 exhibit halls, 340,000 square feet of exhibit space

29 meeting rooms

Sibley Marcus Auditorium

1,726 seats, 18 wheelchair spaces

15,689 square feet of usable space

34 Executive Boardroom seats

BUILDING A

Building A, the first of three buildings comprising Georgia World Congress Center, features three exhibit halls totaling 340,000 square feet of prime exhibit space, 29 meeting rooms, and is home to the two-level Sibley Marcus Auditorium, a perfect setting for speeches, award presentations, and entertainment events.



BUILDING B

Located in the heart of downtown Atlanta, the Georgia World Congress Center Authority (GWCCA) campus, which includes Georgia World Congress Center, Centennial Olympic Park, and Mercedes-Benz Stadium, is the largest combined convention, sports, and entertainment campus in North America. GWCCA's campus features over 200 acres of prime event space.



BUILDING B HIGHLIGHTS

5 exhibit halls, 607,500 square feet of exhibit space

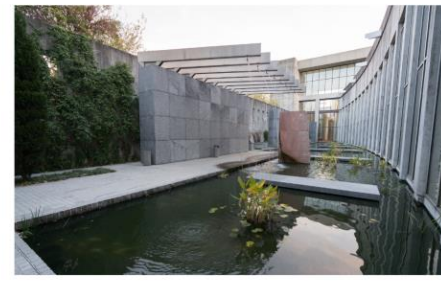
47 meeting rooms

Thomas Murphy Ballroom

33,000 square feet of usable space

4 restrooms, 4 restrooms, 4 restrooms

Amenities include FedEx's office, gift shop, Southern Books Cafe, and Social Table



BUILDING C



Building C features new terrazzo flooring, creating a breathtaking welcome for show attendees. Highlights include four exhibit halls totaling over 400,000 square feet, 23 meeting rooms, two food and beverage ballrooms, and the Georgia Ballroom featuring a gallery area and outdoor balcony.



BUILDING C HIGHLIGHTS

4 exhibit halls, 405,600 square feet of exhibit space

2 food and beverage ballrooms, 23 meeting rooms

25,722 square foot Georgia Ballroom

2,000 coverable seats, 3,680 theater seats

Amenities include FedEx's office and gift shop



Together, Buildings B and C have nine exhibit halls totaling over 900,000 square feet of exhibit space, 70 meeting rooms, two food and beverage ballrooms providing a variety of banquet, classroom, and theatre seating options.

The dates and hours of the business listed may vary due to COVID-19. Please check the business website and EventSource.com for the most up-to-date information.

BUILDING A HIGHLIGHTS

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29 meeting rooms

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BUILDINGS A & B

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BUILDINGS B & C

Buildings A and B combined feature eight exhibit halls totaling over 945,000 square feet of exhibit space, 76 meeting rooms, a food and beverage ballroom, and a 33,000 square foot ballroom. Both buildings are accessible from Andrew Young International Blvd., a convenient shuttle drop-off location.



BUILDING B HIGHLIGHTS

5 exhibit halls, 607,500 square feet of exhibit space

47 meeting rooms

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EXHIBIT HALL BC

Georgia World Congress Center is the largest LEED Gold certified convention center in the world and continues to be one of the nation's premier destinations for conventions, trade shows, film production, and much more.



Now open, GWCCA's new 100,000-square-foot Exhibit Hall BC connects Buildings B and C of the Congress Center, creating more than 1 million square feet of contiguous exhibition space.



The addition of Exhibit Hall BC positions GWCCA as the upper echelon of convention centers in North America to offer this much space to customers and allows the Authority to use for the industry's largest shows while providing long-term customers the ability to grow.



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Continued on page 8

DISCOVERATLANTAMEETINGS.COM

HOSTING A MEETING OR EVENT IN ATLANTA? CLICK HERE FOR ADDITIONAL PLANNING RESOURCES. X



DISCOVER ATLANTA

THINGS TO DO

EVENTS

PLAN YOUR VISIT

MEETING PLANNERS

TRAVEL PROS

MEDIA

PARTNERS

SEARCH

MEETINGS & EVENTS



WHY ATLANTA

READ MORE >



SEE WHAT'S NEW IN ATLANTA

LEARN MORE >



EXPLORE CONVENTION CENTER & MEETING SPACE

LEARN MORE >

ON A DIFFERENT LEVEL CAMPAIGN



DON'T MISS THE LATEST IN ATLANTA



© 2019, Alessio Loreti

Atlanta has new venues, culinary experiences and boutique hotels with iconic rooftop views ready for your arrival!



The Excitement Over Signia Continues...

Signia by Hilton Atlanta (opening late 2023) will be Georgia World Congress Center Authority's new 975-room signature hotel -- joining remarkable facilities on North America's largest combined convention, sports and entertainment campus!


[SNEAK A PEEK AT THE PLANS >](#)



Host Your Event at the World's First Illuminarium!

The brand-new Illuminarium is now open with exceptional entertainment and 14,000 square feet of special event space featuring soaring ceilings, custom-designed interiors, state-of-the-art projection and sound systems.

[PLAN YOUR IMMERSIVE EVENT >](#)



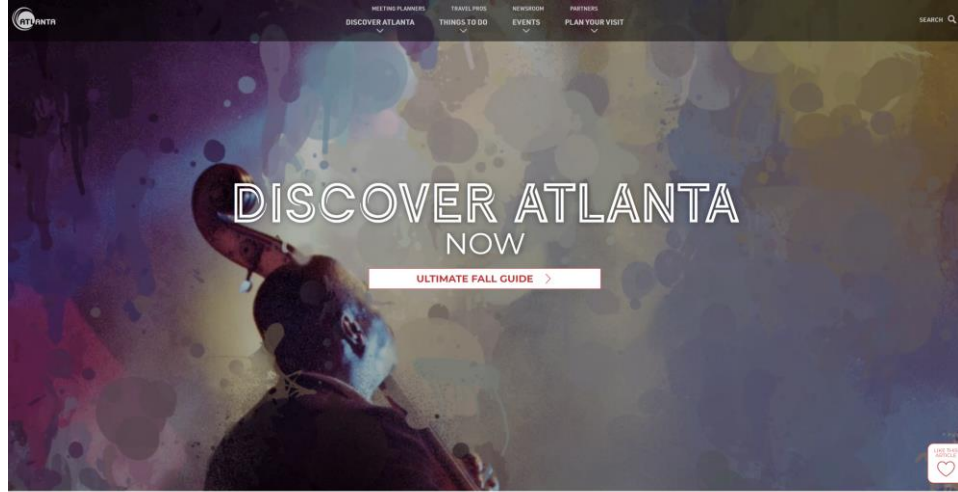
Fresh Recap: Delta Meeting Exchange

Atlanta Convention & Visitors Bureau partnered with Delta Air Lines to host select travelers for the Delta Meeting Exchange. The event offered a unique, firsthand look at Atlanta's meeting culture, food scene and Delta Air Lines flight experience, ending with tours of iconic spots and venues around the city.

If you're interested in seeing Atlanta for yourself, reach out to our team to start planning YOUR experience!

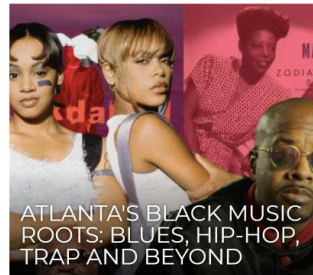
[CONTACT ACVB >](#)

REBRAND AND INTEGRATION OF DISCOVER ATLANTA NOW



EXPLORE ATLANTA'S STORIES

Come in, get comfortable and take a look around. Discover Atlanta Now speaks to all things Atlanta. Here, you'll find interesting articles on everything ATL has to offer, including fun, real-life Atlanta experiences, little-known facts and helpful travel information.



NEW PERSONALIZATION FEATURES



MEETING PLANNERS
DISCOVER ATLANTA
↓

TRAVEL PROS
THINGS TO DO
↓

NEWSROOM
EVENTS
↓

PARTNERS
PLAN YOUR VISIT
↓

SEARCH 🔍



THINGS TO DO

SPORTS EVENTS IN ATLANTA THIS FALL

STORIES WE THINK YOU'D LIKE



EVENTS



50 FUN THINGS TO DO



ATL UNGUIDED



GOOGLE ARTS AND CULTURE



Discover Atlanta
Atlanta, United States



Discover Atlanta is the city's official guide for travelers and locals to find things to do – from arts and culture to history, restaurants and more. Operated by Atlanta Convention & Visitors Bureau, Discover Atlanta is the marketing organization for the destination and serves to favorably impact Atlanta's economy through conventions and tourism.

4 stories



ONLINE EXHIBIT
A Seat at the Table with Evelyn J. Frazier
Discover Atlanta



ONLINE EXHIBIT
Atlanta's Culinary Scene is Like No Other
Discover Atlanta



ONLINE EXHIBIT
Atlanta's Food Story and the Civil Rights Movement
Discover Atlanta

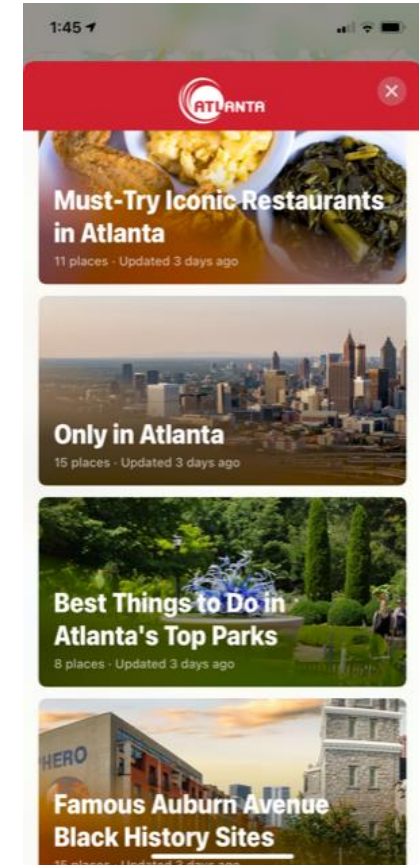
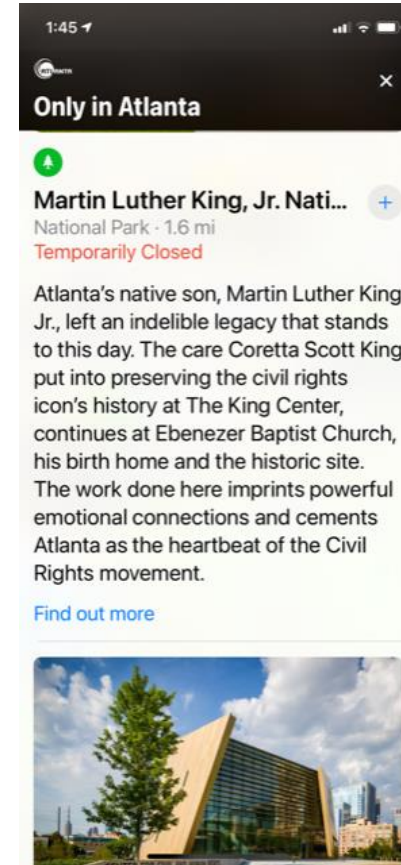
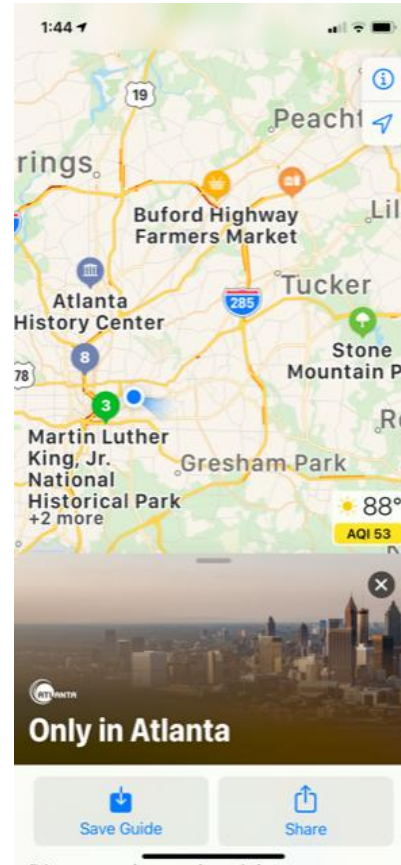


ONLINE EXHIBIT
Atlanta's Street Art by Neighborhood
Discover Atlanta

In this collection



APPLE MAPS GUIDES



2021 OTA (EXPEDIA) CAMPAIGN

Expedia More travel

English List your property Support Trips Sign in

Discover Atlanta

Stays Flights Packages

Choose one or more items to build your trip:

Stay added Flight added

1 room, 2 travelers Economy

Leaving from Going to Atlanta

Departing Oct 27 Returning Oct 28

I only need accommodations for part of my trip

Search

Target audience:
Families in Southeast drive markets*

Results:

- 7.2 million impressions
- 21.6K room nights
- 24.3K airline tickets
- 116 return on ad spend

Sponsored content by Atlanta

Plan your Atlanta getaway

Atlanta is an easy, affordable weekend getaway with amazing food and drinks, walkable neighborhoods, lush parks and open spaces. Come see why the city in the forest is the ultimate place to discover for its unique style of food and culture. Atlanta is on a different level. Ready for fun? Welcome back! See Atlanta's safety and health procedures here.

Fall for festivals and events

With lovely weather and beautiful foliage, fall is the perfect time to visit Atlanta. Make your plans to discover Atlanta festivals and special events including music and art, immersive experiences and plenty more. See what's happening during autumn in Atlanta. See experiences

Atlanta's food scene

Atlanta is a foodie paradise. Innovative chefs, the best locally sourced ingredients and international influences are some of the reasons Atlanta's food scene is like no other. Whether you're in the mood for Atlanta-style barbecue, ramen, tacos, craft beer and cocktails, your order is ready. Foodie guide

Places to visit only in Atlanta

A breathtaking aquarium in the heart of Downtown, an epic urban trail dotted with public art, patio dining and people-watching, a museum dedicated to the world's most popular soft drink, and the revered birthplace of the civil rights movement. Learn about these and other attractions that are only in Atlanta. See what's only in Atlanta

Southeast radio:

- Paid and promotional campaign via I Heart Radio
- Seven markets: 11 million impressions

*Metro Atlanta, Birmingham, Charlotte, Nashville, Jacksonville, Greenville/Spartanburg/Asheville++

U.S. BLACK CULTURAL HERITAGE ROAD TRIP



BLACK CULTURAL HERITAGE TOURS ROAD TRIP (DISCOVER ATLANTA)

WEDNESDAY, AUGUST 4, 2021

- 9:00 a.m. Arrival at Hamilton Howell House
- 9:30 a.m. History & Heritage with Dr. Karcheik Sims-Alvarado
Fountain at Morris Brown College, Historic West End 44th & 3rd Bookseller
- 11:00 a.m. Tour of Atlanta with ATL-Cruzers
- 12:45 p.m. Lunch at Bar Vegan ATL
Shop Black-Owned Businesses at Village Market Atlanta with Dr. LaKeysha Hallmon
Ponce City Market
- 2:30 p.m. Beltline Tour with Black Girl Magic Tours
Meet at The Shed
Afternoon Tea at Just Add Honey
Eastside BeltLine



- 4:00 p.m. Return to Hamilton Howell House
- 5:30 p.m. Depart for Reception with points of interest
- 6:30 p.m. Reception with Black-Owned Businesses
The Gathering Spot

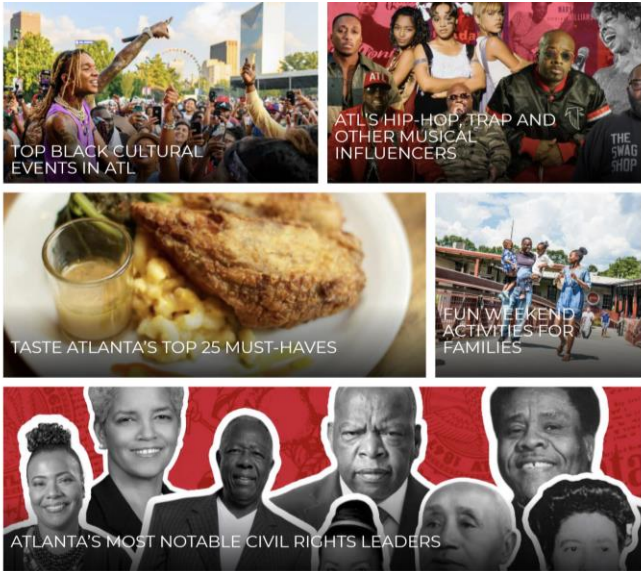
ATL UNGUIDED



ATL UNGUIDED

ATLANTA'S BLACK TRAVEL GUIDE

Atlanta's rich heritage is deep, progressive and continuously evolving. Atlanta supports a bold expression of Black heritage and contemporary aspirations that spark Black excellence and pride. It is the heartbeat of the Civil Rights Movement, the largest collection of historically Black colleges and universities (HBCUs), a number of historic churches, popular Black-owned restaurants, trendy lounges and legendary art galleries. Discover ATL Unguided, where legacy meets evolution.



what is right. He taught me not to look down, but to look up." —*Andrea Boone, daughter of Joseph E. Boone*

Joseph E. Boone was at the helm of multiple facets of the civil rights movement. One of his many notable acts was to mobilize students of Atlanta University Center to conduct civil disobedience and demonstrations. Ultimately these actions resulted in the desegregation of 70 lunch counters, theaters and golf courses in Atlanta. He didn't stop there. Boone helped desegregate Atlanta Public Schools, was the lead negotiator for Operation Bread Basket, the economic arm of the Southern Christian Leadership Conference, and, at the behest of Coretta Scott King, coordinated the initial phase of the Poor People's Campaign.

Where to Visit: Visit [Atlanta University Center](#) and the [Southern Christian Leadership Conference](#)

LONNIE C. KING JR. CHAMPION OF VOTING RIGHTS

"In the long run, the greatest triumph I think was really the Voting Rights Act." —*Lonnie King in an interview with Bob Short*

Lonnie King (no relation to Dr. King) launched the Atlanta Student Movement along with Joseph Pierce, Julian Bond and others. His work protesting and urging a boycott of businesses in downtown Atlanta ultimately led to the desegregation of the city's stores and restaurants.

Along with other students at the six universities comprising Atlanta University Center, King encouraged development of the Appeal for Human Rights, written by Roslyn Pope of Spelman College.

The crux of the appeal, which was published in the Atlanta Journal & Constitution, the New York Times and the Congressional Record is summarized thus:

"Every normal being wants to walk the earth with dignity and abhors any and all proscriptions placed upon him because of race or color. In essence, this is the meaning of the sit-down protests that are sweeping this nation today.

"We do not intend to wait placidly for those which are already legally and morally ours to be meted out to us one at a time. Today's youth will not sit by submissively while being denied all of the rights, privileges and joys of life. We want to state clearly and unequivocally that we cannot tolerate in a nation professing democracy and among people professing democracy, and among people professing Christianity, the discriminatory conditions under which the Negro is living today in Atlanta, Georgia — supposedly one of the most progressive cities in the South."

Where to Visit: Go to the corner of James P. Brawley Drive and Atlanta Student Movement Boulevard to see the [historical marker](#) placed by the Georgia Historical Society and the Georgia Department of Economic Development. The marker describes the beginnings of the movement, which occurred at the former site of Yates & Milton Drug Store (presently the Student Center on the campus of Clark Atlanta University).

DR. ROSLYN POPE UNDAUNTED

"We do not intend to wait placidly for those rights which are already legally and morally ours to be meted out to us one at a time."

The call to action, "An Appeal for Human Rights," was authored by activist, academic and Spelman College student Roslyn Pope in 1960. Founder of the Committee On Appeal for Human Rights and initiator of the Atlanta Student Movement. Boone collaborated with Lonnie King



SOCIAL MEDIA TOOLKIT

SOCIAL MEDIA CONTENT

Once you get to know Atlanta, the destination sells itself. But we know it's not that simple when you're planning a meeting or convention. A destination's appeal is what can boost registrations, so we've created a content resource to help you showcase Atlanta on your social channels. We want to help you drive attendance and get attendees excited about meeting here!

Our official hashtags are #ATLMeetings and #DiscoverATL. Use these hashtags to discover new content to share or tag your own content.

Social Channels

- Twitter ([@DiscoverAtlanta](#) + [@ATLMeetings](#))
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)
- [Pinterest](#)

Digital Asset Library Access

Images and videos are available for use rights-free in your social media content by registering for a [Barberstock](#) account.

FACEBOOK / LINKEDIN CONTENT



CAPTION

Save the date! Meet us in the capital of the Southeast. Next year we're headed to Atlanta.

WEBSITE LINK

discoveratlanta.com

IMAGES

[Barberstock Skyline Collection](#)



CAPTION

From Peachtree to Ponce, there's plenty to explore in Atlanta! Take a short walk to top attractions like Chick-fil-A College Football Hall of Fame, Georgia Aquarium, The National Center for Civil and Human Rights and World of Coca-Cola. Or a take short ride to Ponce City Market's Skyline Park, Atlanta Botanical Garden or Zoo Atlanta.

WEBSITE LINK

<https://bit.ly/3D3gTm>

IMAGES

[Barberstock Attractions Collection](#)



CAPTION

At the heart of Atlanta is a walkable downtown convention and entertainment district, anchored by Centennial Olympic Park. This greenspace is the perfect starting point to explore!

WEBSITE LINK

<https://bit.ly/3xu7dyo>

IMAGES

[Barberstock Convention District Collection](#)



FACEBOOK / INSTAGRAM STORIES



IMAGES

Vertically formatted images like you see here are available in Barberstock throughout our collections.



2021 PR PLACEMENTS



Georgia World Congress Center Adds Exhibit Space

With the completion of Exhibit Hall BC, [Georgia World Congress Center](#) has more than 1 million square feet of contiguous exhibition space. Perhaps most impressive: The 100,000 sq.-ft. addition came in on time and under budget.

Step back a few thousand feet, and the new space is a key cog in a larger picture. Georgia World Congress Center Authority is marking off its checklist on a 2020 improvement plan. Other projects include \$100 million in improvements to Centennial Olympic Park and the addition of a headquarter hotel, [Signature Hilton](#), set to break ground this spring.

"Exhibit Hall BC continues the transformation of Atlanta's walkable convention and entertainment district into one of the country's top meetings destinations," says William Pate, president and CEO of the Georgia World Congress Center Authority.

The timing could not be better. The space debuted at International Production & Processing Exposition, the world's largest annual poultry, feed and meat technology exposition. The event has been held at the congress center for 44 years (and Atlanta for 72 years), beginning in 1977, and enjoyed several expansions over that time.

IPPE had no trouble filling the extra space this year, hosting a chicken wing eating contest, food stations, as well as additional booths, there.

Pate says the additional exhibition area is not a vanity project. It is designed to attract more competitive bidding on events that previously would not fit in the building.

"This exhibit hall is really a game changer for our city to compete for the largest convention center in the country," he says.

In addition to meetings, the congress center has also been used during an extra special event which Atlanta has hosted the College Football Playoff Championship, Super Bowl LVII.



Virtual Destination Tours Help Event Planners Get Business Back on the Books

The Atlanta Convention and Visitors Bureau is taking its southern hospitality online and inviting meeting planners to explore the Georgia capital through an immersive, 360-degree tour. [360ATL](#) goes through the heart of the city's convention and entertainment district. Guests can explore the [Georgia World Congress Center](#), as well as nearby hotels, restaurants and attractions such as the [Georgia Aquarium](#).

"Virtual site visits allow our sales staff to guide meeting planners through a complete tour of the city, beginning with their arrival at Hartsfield-Jackson Atlanta International Airport," said William Pate, president and CEO of the ACVB. "Given the state of the industry, this immersive experience shows meeting planners the proximity between special event venues, attractions, hotels and dining options in lieu of an in-person site visit."

CREATIVE WAYS CVBS ARE USING VIRTUAL EXPERIENCES TO PROMOTE THEIR DESTINATIONS



Atlanta Convention & Visitors Bureau

Even though the Atlanta Convention & Visitors Bureau launched [360ATL](#), its suite of online virtual reality tour products for event planners, almost four years ago, the need for this content couldn't be more current. Check out the city's walkable downtown convention and entertainment district, which includes the Georgia World Congress Center, Centennial Olympic Park, Mercedes-Benz Stadium, hotels, restaurants and attractions, or get a more expansive view of the destination by exploring the Midtown, Buckhead, Eastside and Westside neighborhoods. To complement the virtual tours, ACVB also offers an online venue catalog of more than 300 restaurants, facilities and attractions that can double as event spaces.



Convention Centers Add GBAC STAR Accreditation as COVID-19 Assurance

Two convention centers have stepped up to model [best practices](#) for meeting during a pandemic. [Georgia World Congress Center](#) (GWCCA) in Atlanta announced at the end of June that it was the first convention center in the country to achieve [Global BioRisk Advisory Council](#) (GBAC) STAR facility accreditation. The more than 4 million-square-foot facility documented each step of its procedures for [cleaning](#), disinfection and infection prevention.

"Although events will look different moving forward, our commitment to our customers, show attendees and team members that the highest cleaning and disinfection protocols are being implemented at GWCC hasn't changed," said Frank Poe, executive director of Georgia World Congress Center Authority. He described the step as assurance for planners and exhibitors that venues are doing everything they can to provide a [safe, clean environment](#).

2022 ASSUMPTIONS

- COVID-19 pandemic will move to endemic phase worldwide
- Conventions will move forward with attendance 50-70 percent of 2019 levels
- Corporate travel restrictions will continue easing through early 2022
- Hotel occupancy at year-end will fall between 59-64%
- Continued backlog of lead volume will impact convention bookings as organizations reward cities they had to cancel during the pandemic
- Meeting planners will be cautious on booking room blocks and convention space as they look to see how attendance returns post-pandemic

2022 BUSINESS PLAN GOALS

- Book 1 million citywide room nights (goal to be reviewed quarterly based on recovery and market conditions)
- Assist meeting planners to achieve adjusted attendance goals for major citywide conventions
- Increase visibility of Atlanta as one of the top U.S. meeting and travel destinations
- Refine and expand new martech platform using machine learning to deliver personalized content to meeting planners, attendees and leisure visitors
- Continue to position ACVB as an industry expert nationally and locally with a continued focus on diversity, equity and inclusion

BOOK 1 MILLION CITYWIDE ROOM NIGHTS TO BE REVIEWED QUARTERLY BASED ON RECOVERY AND MARKET CONDITIONS

New or significant ramp up in focus

- Leverage GWCC campus improvement assets and messaging to maximize reach and awareness through key meeting channels including LinkedIn
- Prepare to host ASAE Annual Convention in 2023
- Participate in the coordination of Atlanta's FIFA World Cup bid for 2026
- Maximize Atlanta representation on third-party planner platforms within the scope of partnership agreements
- Evaluate and streamline Simpleview CRM / email marketing integration opportunities with martech platform

Continue or enhance focus from prior year

- Optimize all partnership agreements
- Host in-market sales missions in Washington, D.C. and Chicago
- Conduct virtual presentations to international customers and tour operators
- Assist Travel South with USA Global Week in April
- Attend 32 trade shows and events in person
- Continue LinkedIn and other social media messaging efforts

WORK WITH MEETING PLANNERS TO HELP THEM ACHIEVE ADJUSTED ATTENDANCE GOALS FOR MAJOR CITYWIDE CONVENTIONS

New or significant ramp up in focus

- Work with groups to right size attendance expectations and room block needs
 - Increase collection of housing pace reports in advance of meetings
 - Push GWCC enhancements and Atlanta destination messaging on marketing platforms to refresh attendee perspectives on city
- Revamp toolbox offerings to 12 largest 2022 citywide meetings and optimize promotional opportunities during 2022 shows to build traffic for future Atlanta shows
- Utilize new tiered pre-show promotion package and virtual exhibit booth destination marketing assets to expand Atlanta exposure opportunities for all size 2023 groups at their 2022 meetings
- Launch new digital Planner's Toolkit leveraging enhanced email marketing analytics to increase meeting planner engagement
- Support program planning, marketing and city décor to build excitement for ASAE Annual Meeting and Expo in 2023

Continue or enhance focus from prior year

- Target citywide conventions for public relations proactive outreach
 - Pitch Atlanta stories to industry trade media and host client media FAMs
- Continue to plan/host UpNext Atlanta in Washington, D.C. for meetings booked 2022-24
- Continue to leverage relationships with GDEcD and Metro Atlanta Chamber to connect customers to additional resources for programming and attendance building in the region
- Ongoing collaboration with city partners and public safety to address meeting planner concerns and distribute relevant convention specs to aid in preparing the community for the arrival of the meeting

INCREASE VISIBILITY OF ATLANTA AS ONE OF THE TOP U.S. MEETING AND TRAVEL DESTINATIONS

New or significant ramp up in focus

- Promote construction and opening of Signia by Hilton Atlanta hotel and highlight GWCC campus enhancements to meeting planners
- Partner with Explore Georgia to promote Atlanta as a meetings destination
- Highlight any citywide events in earned media to help refresh visitor perspectives of Atlanta
- Amplify earned media coverage and travel industry accolades to enhance destination appeal
- Cater to growing ADA audience with content on accessibility and ensure website meets accessibility requirements
- Ramp up ongoing efforts for earned media coverage to build more destination appeal

Continue or enhance focus from prior year

- Continue to promote GWCCA campus developments in meeting planner messaging
- Continue meeting planner-oriented editorial strategy
- Enhance 360ATL content supporting virtual, hybrid and in-person site visits/FAMs and trade shows
- Pitch and submit Atlanta assets to publications for national accolade opportunities
- Develop and acquire new assets representing diverse audiences to inspire visitors (photography, video, UGC, partner content)
- Continue to add content to digital platforms and optimize the personalization engine and search (video and website)
- As opportunities arise, target leisure and meetings markets leveraging brand ambassadors with a priority on culinary and diversity messaging

REFINE AND EXPAND NEW MARTECH PLATFORM USING MACHINE LEARNING TO PROGRAMMATICALLY DELIVER PERSONALIZED CONTENT TO MEETING PLANNERS, ATTENDEES AND LEISURE VISITORS

New or significant ramp up in focus

- Ramp up email marketing leveraging martech platform to increase personalization and cadence for convention attendees and leisure visitors
- Integrate Bandwango experiences, itinerary and savings platform to complement content strategy, help evolve Savings in the City member discount program and expand membership services
- Increase participation in ACVB among disadvantaged business enterprises and local member stakeholders

Continue or enhance focus from prior year

- Improve the organizational adoption of 360ATL content with CRM platform to better support virtual, hybrid and in-person site visits/FAMs and trade shows
- Expand content to feed NLP/personalization engine to reach target audiences
- Ensure legal and financial risks of collecting and maintaining proprietary audience data are appropriately documented
- Optimize ad model across all channels to provide additional revenue opportunities (ACVB, Discover Atlanta Publishing, membership – publications + DiscoverAtlanta.com)
- Develop and acquire new assets representing diverse audiences (photography, video, UGC, partner content)
- Evaluate platforms, technologies and agencies to streamline efforts

CONTINUE TO POSITION ACVB AS AN INDUSTRY EXPERT NATIONALLY AND LOCALLY WITH A HEIGHTENED FOCUS ON DIVERSITY, EQUITY AND INCLUSION

New or significant ramp up in focus

- Develop cultural/diversity-specific marketing content and blogs to highlight unique Atlanta heritage for convention attendees
- Ensure our value is shown through strengthened relationships and leadership roles with organizations that fit our mission, including – but not limited to – our core hospitality partners
- Increase focus on representation by diverse team members at trade shows, conferences, panels, etc.
- Connect meeting planners with community organizations and build a resource library of local engagement and charitable give-back opportunities for convention team building events, exhibit hall donations and community service projects/programming
- Participate in Event Services Professional Association's Celebrate Services Week and heighten awareness of the hospitality industry and elevate service industry professionals with a team building community service volunteer opportunity
- Develop cultural/diversity-specific marketing content and blogs to highlight unique Atlanta heritage for convention attendees

Continue or enhance focus from prior year

- Provide sales and services with collateral and tools that reinforce benefits of working with ACVB along with third-party providers
- Enhanced focus on working with companies committed to DEI or disadvantaged business enterprises for vendors
- Highlight industry expertise through guest columns and opinion editorials
- Capitalize on media opportunities to show importance of Atlanta's hospitality industry



2022 FINANCIAL PLAN

2022 FINANCIAL PLAN NARRATIVE

- Total revenue over four years:
 - 2022: \$26,548,973
 - 2021: \$22,168,062
 - 2020: \$26,809,740
 - 2019: \$43,739,097
- 2022 occupancy rate of 60.5%
- Hotel tax revenue will be up 40% over 2021 and 77% of 2019
- Payroll and related expenses will be up approximately 11% from 2021 and 85% of 2019
- Operating and fixed expenses will be flat to 2021
- Direct promotional expenses will be up 9% from 2021

2022 SUMMARY BUDGET

	2022 Budget	2021 Forecast
Total revenue	\$ 26,548,973	\$ 22,168,062
Total expense	26,056,125	22,475,000
Excess(deficiency)	\$ 492,848	\$ (306,938)

TOTAL PUBLIC SECTOR REVENUE

	2022 Budget	2021 Forecast
Hotel tax - City of Atlanta	\$ 12,568,790	\$ 9,025,858
PPP loan forgiveness	-	2,700,000
Atlanta Convention Marketing Fund - 80%	6,384,147	4,584,563
Atlanta Convention Marketing Fund - 20%	1,596,037	1,146,141
Total Public Sector Revenue	\$ 20,548,974	\$ 17,456,562

TOTAL PRIVATE SECTOR REVENUE

	2022 Budget	2021 Forecast
Annual meeting/HHOF	\$ 75,000	\$ 75,000
Contributed services	3,500,000	3,500,000
Co-op cash support	-	-
Grants/sponsorships	-	-
Internet revenue	92,500	45,000
Membership dues	987,179	625,000
Membership services	4,500	1,500
Other revenue	715,237	250,000
Publication ad revenue	383,000	215,000
Total private sector revenue	\$ 5,757,416	\$ 4,711,500

TOTAL EXPENSE

	2022 Budget	2021 Forecast
Direct promotional expense	\$ 7,804,437	\$ 7,190,437
Expense against capital assets	2,331,483	2,100,000
Other operating expense	705,176	700,000
Payroll and related expense	8,830,882	7,900,000
Transfer to ACMF reserve	6,384,147	4,584,663
<hr/> Total expense	<hr/> \$ 26,056,125	<hr/> \$ 22,475,100

TOTAL BUDGET BY CORPORATE ENTITY

	2022 Revenue	2022 Expense
Atlanta Convention & Visitors Bureau, Inc.	\$ 24,775,889	\$ 24,535,725
ACVB Enterprises, LTD	475,500	470,400
ACVB Foundation, Inc.	1,055,000	1,050,000
	<hr/>	<hr/>
	\$ 26,306,389	\$ 26,056,125

Questions?

AUTHORITY

Action Item: FY22 Business and Financial Plan

AUTHORITY

Nominating Committee Report

AUTHORITY

Resolution: Limited Authority Change Orders

Pargen Robertson
General Counsel, GWCCA

Background

NOW THEREFORE BE IT RESOLVED . . . that the Executive Director expressly is authorized, though not required, . . . **to effect the execution of one or more future change orders not exceeding the sum of \$300,000.00 per change order** under the Guaranteed Maximum Price Construction Agreement . . ., provided however that the Executive Director generally **shall exercise his best efforts to communicate his intentions** to execute such future change order(s) in advance of execution to the individual members of the Development Committee . . .(**with a subsequent briefing**, which may be conducted after execution of such future change order(s), by the Executive Director and his designees **to the full Board of Governors**), and only so long as such future change order(s) comply with the terms and conditions of the Guaranteed Maximum Price Construction Agreement and applicable law and, in the judgment of the Executive Director, are consistent with the corporate purposes and mission of the Authority and the Authority's sound business practices.

Questions?

Recommendation

AUTHORITY

Staff Recommends Approval.

AUTHORITY

Resolution: Hotel Development Change Order

Theonie Alicandro

COO and General Counsel, Drew Company

Austin Bell

**Senior Director and Development Manager
Drew Company Atlanta, LLC**

Change Order No. 2 Summary

AUTHORITY

- Completed 62 drilled piers.
- As mentioned at the Board Retreat, in the process of drilling the piers, we hit a rock lens formation in several locations that was not substantial enough to support the piers. When encountering such locations, we had to drill through the lens, then soil, until we hit solid rock.
- Now that the drilled piers have been completed, Drew, Skanska and their subcontractor have reconciled the drill lengths and obstructions and are now seeking a change order.

Change Order No. 2 Summary (cont'd)

- The value of the drilled pier change order is \$524,660. This will be funded from owner's hard cost contingency within the development budget (currently \$7,861,559 before this change order) with an amendment to the GMP to reflect the acceptance of the change order.
- After the change order in the amount of \$524,660, the owner's hard cost contingency would be \$7,336,899 and the GMP would be increased from \$326,603,826 to \$327,128,486. The owner retains a soft contingency of \$5,917,094. After this change order is approved, the total owner's hard and soft contingency will be \$13,253,993.

Questions?

Recommendation

AUTHORITY

With this Resolution the Board essentially would authorize the Executive Director to execute Change Order No. 2.

Staff Recommends Approval.

AUTHORITY

Property Conveyance

Pargen Robertson
Legal Counsel, GWCCA

Kevin Duvall
Chief Operating Officer, GWCCA

Background

- In 2018, the State Properties Commission determined to convey to CIM all state property rights in support of the Gulch Development.
- Two parcels were excluded at the request of GWCCA to support our on-going traffic management and parking plans for MBS and GWCCA events.
- In May/June 2021, CIM approached the State Properties Commission regarding acquiring ownership of the two parcels previously excluded.
- State Properties Commission approached GWCCA regarding our interest in transferring these properties to GWCCA for purposes of entering negotiations with CIM to facilitate a sale.

Background (cont'd.)

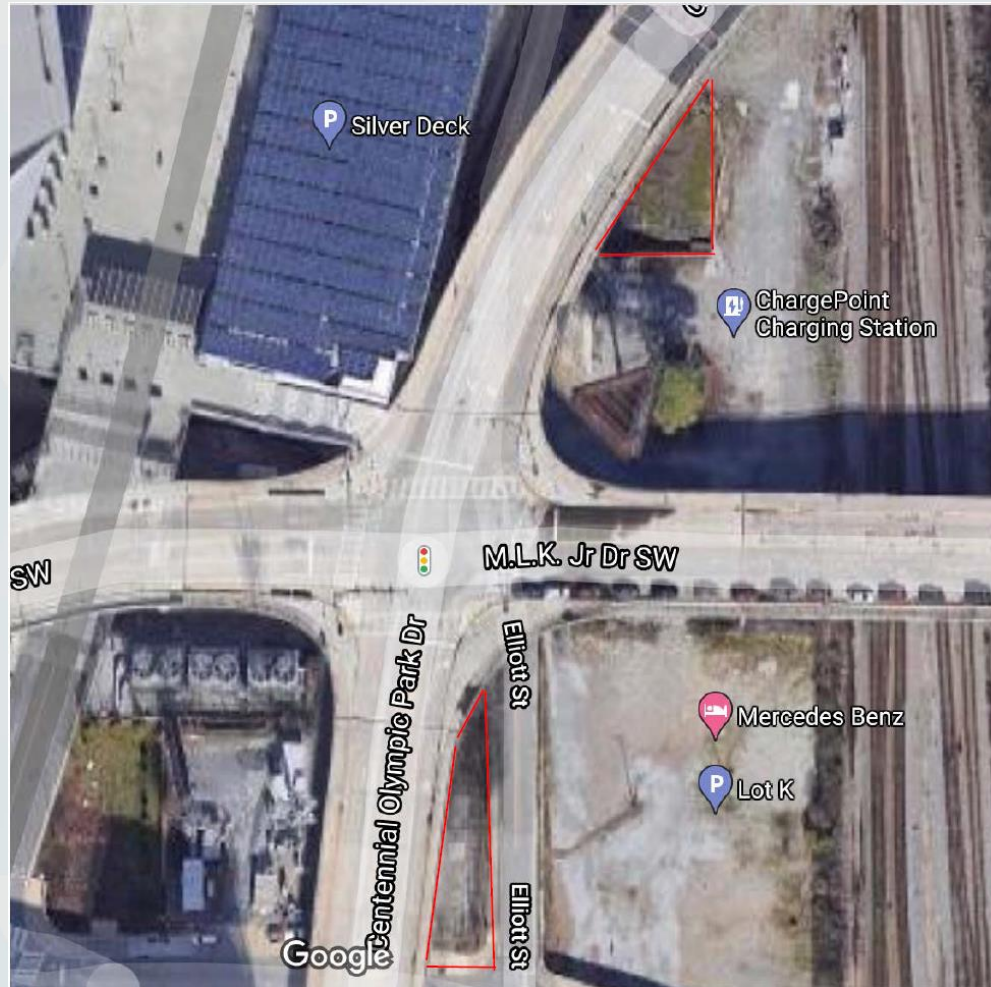
- In August, GWCCA sent a letter seeking the assistance and approval of the State Properties Commission to convey the two state-owned parcels adjacent to the Gulch to GWCCA.
- The acquisition of Tracts 1 and 2 would support the future strategic operations of the campus; specifically, the acquisition would support traffic control related to Elliott Street plus associated parking impact as a part of negotiations to sell the properties to CIM.
- GWCCA would pay \$10.00 to the State Properties Commission for these two parcels.
- GWCCA would retain all funds associated with the sale as well as ensure we retain control of certain operational needs in support of our traffic management plan and parking needs.

Remnant Parcels



Remnant Parcels

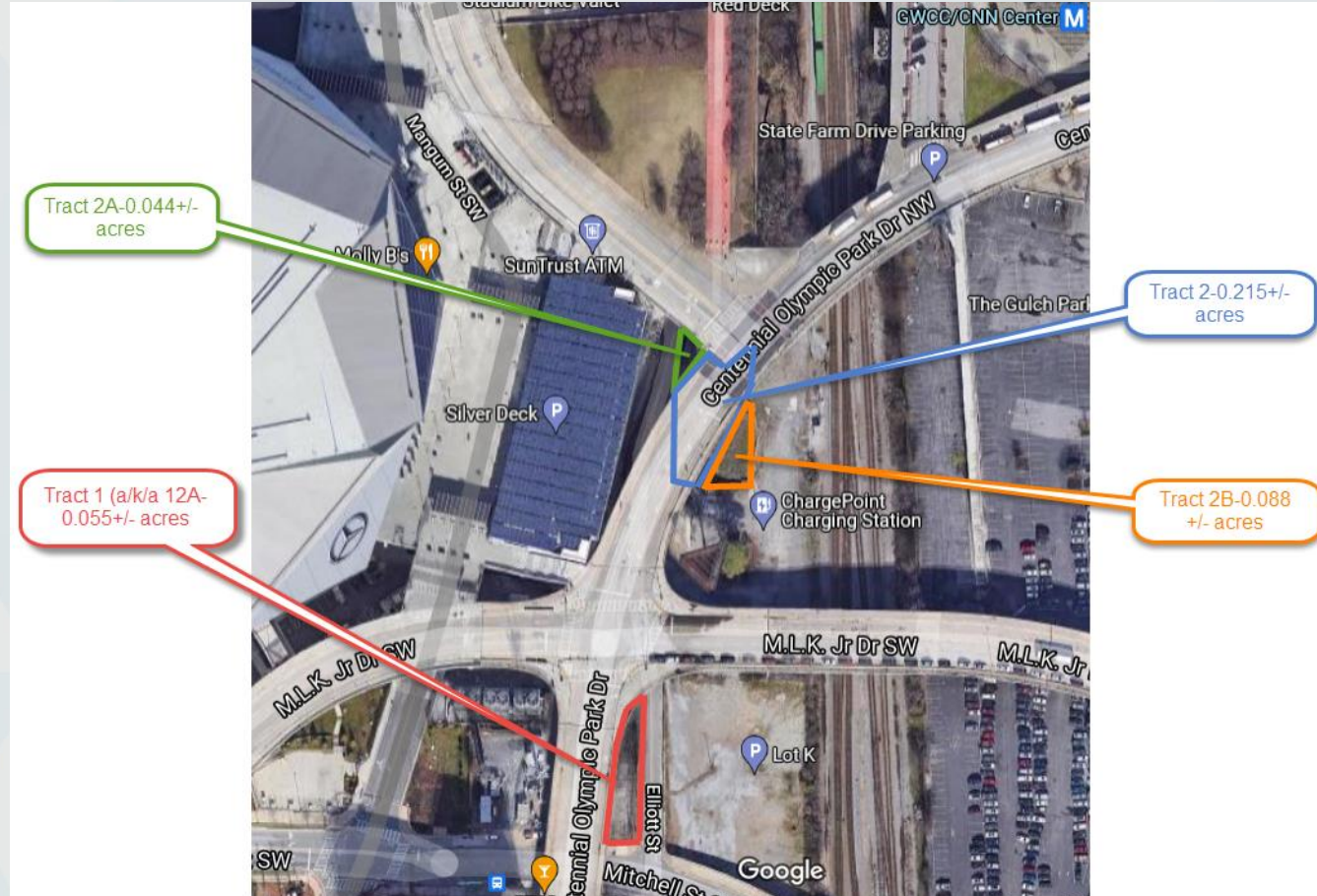
AUTHORITY



- Since your action in September:
 - CIM indicated a need to acquire two adjacent additional parcels: Tracts 2 and 2A
 - State Properties Commission acted upon your request for the original two parcels
- GWCCA would retain all funds associated with the sale of the now four (4) tracts (Tract 1, Tract 2, 2A, 2B) in excess of appraised value. Appraised value for the tracts would be remitted to the State of Georgia, less expenses.
- GWCCA would continue to retain control of certain operational needs in support of our traffic management plan and parking needs.

Remnant Parcels

AUTHORITY



Questions?

AUTHORITY

Executive Session

AUTHORITY

Resolution: Acquisition of Two Supplemental Elliott Street Parcels

Pargen Robertson
General Counsel, GWCCA

Background

NOW, THEREFORE, BE IT RESOLVED . . . that the Executive Director expressly is authorized to coordinate with the State Properties Commission regarding the terms and conditions of a proposed acquisition of the Supplemental Elliott Street Parcels and, in case those actions are successful, then the Executive Director is authorized, though not required, to take such actions and to execute and deliver such documents as may be necessary or appropriate **to effect the acquisition of the Supplemental Elliott Street Parcels**, but only so long as such proposed acquisition 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.

Staff recommends approval.

Questions?

AUTHORITY

2022 Board Meeting Schedule

2022 Meeting Schedule

AUTHORITY

JANUARY 25	FEBRUARY 22	MARCH 29	APRIL 26	MAY 24	JUNE 28
JULY 26	AUGUST 30	SEPTEMBER 13-14 (Tentative)	OCTOBER 25	DECEMBER 6	

MAY meeting moved to prior Tuesday due to Memorial Day holiday

SEPTEMBER meeting typically cancelled in lieu of an Authority planning retreat

NOVEMBER / DECEMBER meetings combined

AUTHORITY

Next Scheduled Meeting

January 25, 2022