

Georgia World Congress Center Authority

## Board of Governors Meeting

December 1, 2015



Finance



ACVB



Authority



# Georgia World Congress Center Authority

Financial Snapshot – October 2015



## Profit/Loss



Budgeted	\$1,606,131	\$3,119,497	\$218,701
Actual	2,034,165	2,770,747	54,562
Budgeted YTD	117,419	24,662,306	160,571
Actual YTD	33,133	25,606,278	163,100



## H/M Tax YTD

Actual \$9.9M

Budget \$9.6M 3.06%

FY15 \$9.3M 7%



## Customers

(Estimated)

285,114



## Economic

Impact

(Estimated)

\$163.3M





# **2016 Business and Financial Plan**

**Presentation**

**Atlanta Convention & Visitors Bureau, Inc.**

# 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.



# 2015 Highlights

Where we have come

- \* Continued positive momentum with visitor metrics from beginning of 2011 in City of Atlanta:
  - Occupancy up 12.5% or 2.5% annualized
  - REVPAR up 27.8% or 5.6% annualized
  - Demand up 13.8% or 2.8% annualized
  
- \* Metro market share of demand in top 25 destinations up 4.3% or approximately 1% annualized

# 2015 Highlights

Where we have come

## 5 Year Sales productivity history

- Total room nights booked up 22.2% or 5.6% annualized (1,685,000 projected 2015)
- Trade show room nights booked up 8.4% or 2.1% annualized (1,250,000 projected 2015)
- Trade show leads up 20.5% or 5.1% annualized (600 projected 2015)

# 2015 Highlights

Where we have come

- 3 year average 5000+ peak groups up 25% to 20 groups
- Total room nights booked on 2500+ peak groups up 15% from 2011 to just over 900,000

# 2015 Highlights

	Goal	Projected	% of Goal	2014 Actual
<b>Total room nights</b>	<b>1,645,000</b>	<b>1,685,000</b>	<b>102.4%</b>	<b>1,653,196</b>
<b>City wide room nights</b>	<b>1,225,000</b>	<b>1,250,000</b>	<b>102.0%</b>	<b>1,228,383</b>
<b># of major citywides</b>	<b>20</b>	<b>21</b>	<b>105.0%</b>	<b>22</b>
<b>&gt; 5000 peak nights</b>				
<b>3 year running average</b>				
<b>Room nights for 2,500 peak+</b>	<b>925,000</b>	<b>900,159</b>	<b>97.3%</b>	<b>942,843</b>
<b>Leads</b>				
<b>Total # of Leads</b>	<b>4,920</b>	<b>5,000</b>	<b>101.6%</b>	<b>4,777</b>
<b># of city-wide leads</b>	<b>617</b>	<b>600</b>	<b>97.2%</b>	<b>599</b>
<b>Attendance goal for major city wides</b>	<b>100%</b>	<b>105%</b>	<b>105.0%</b>	<b>106%</b>



# 2015 Highlights

- The last 3 ½ years show the strength of the market
  - 37 citywides that have not been to Atlanta in 5 or more years
  - 17 citywides that have not been to Atlanta in 10 years
  - 35 citywides that have never been to Atlanta
  - Highest % growth in hotel occupancy in top 25 markets
- Continued productivity growth from Group Sales and Convention Services efforts
  - Group sales lead volume up 13% over goal
  - Year end room night bookings will exceed goal
  - Booked 15 new business opportunities (not in Atlanta for >5 years) representing 190,240 room nights
  - 26 of 32 conventions have exceeded their attendance goals YTD by 8%
  - Increased 8 year TAP report pace from 109% to 113%

# 2015 Highlights-continued

- Secured leadership positions with PCMA, IAEE and ASAE.
- Launched Atlantameetings.com, a comprehensive, responsive website for meeting planners.
- Hosted a two day social influencer conference for 50 influencers, SITSUM, generating +90 million impressions.
- Facilitated and promoted Museum week in support of American Alliance of Museums, with industry wide participation to promote the cultural institutions.
- Redesigned the AtlantaNow bi-monthly visitor guide, enriching editorial content and improving design and layout.

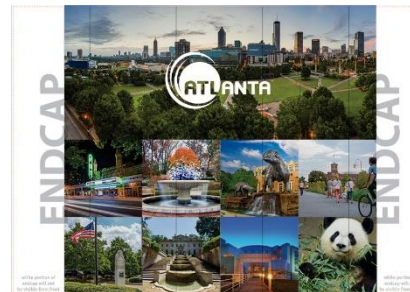
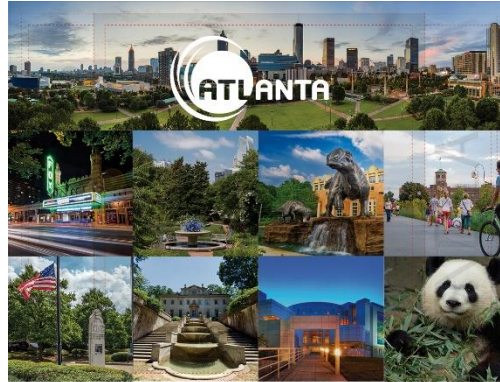
# 2015 Highlights-GWCCA assets through ACVB marketing channels

- Convention trade show booth
- Convention bid books
- UPDATE presentation
- Atlanta.net – Calendar of Events
- Atantameetings.com - meeting planner website
- Advertising – meeting planner channels
- Social media
- Advertorials
- PR driven articles
- Meetings & Event Planner
- Tour Manual
- Atlanta Now

# 2015 Convention Trade Show Booths



# 2015 Sales graphic displays – Trade Shows



# 2015 Sales (online) Bid Books – Trade Shows

## GEORGIA WORLD CONGRESS CENTER

Building A is the first of 3 beautiful buildings at the Georgia World Congress Center. This building features three exhibit halls totaling 340,000 square feet of prime exhibit space and 26 meeting rooms. Building A also houses the two-level, 1,742 seat Sidney Marcus Auditorium which is the perfect setting for speeches, award presentations, and entertainment events.



### BUILDING A

- 340,000 square feet of exhibit space
- 3 exhibit halls
- 26 meeting rooms
- Sidney Marcus Auditorium
- 1,726 Seats
- +18 Wheelchair Spaces
- 15,689 Square feet of useable area
- Executive Boardroom
- Seats 34

When the Georgia World Congress Center opened in 1976, it became the first state-owned and operated major convention center in the United States.

Located in the heart of downtown Atlanta, the Georgia World Congress Center features 1.4 million square feet of prime exhibit space, 12 exhibit halls, 106 meeting rooms and 2 grand ballrooms. Complemented by the Georgia Dome and Centennial Olympic Park, the three facilities comprise one of the finest convention, sports, and entertainment complexes in the world.

## GEORGIA WORLD CONGRESS CENTER

Building B is the core of the Georgia World Congress Center. With 5 exhibit halls Building B has over 600,000 square feet of exhibit space along with 47 meeting rooms. The 33,000 square foot Thomas Murphy Ballroom located on level 6 of Building B has hosted Presidential addresses, theatrical productions, and everything in between. The ballroom comfortably accommodates 3000 for dinner and 4,500 in theater-style arrangements.



### BUILDING B

- 608,000 square feet of exhibit space
- 5 exhibit halls
- 47 meeting rooms
- 33,000 square foot Thomas Murphy Ballroom that includes 33,000 Sq. ft. of Useable Space
- Made up of 4 Sections

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## GEORGIA WORLD CONGRESS CENTER

Building C will offer a breathtaking welcome to show attendees with a lobby large enough to hold the Titanic. This area includes 4 exhibit halls totaling over 400,000 square feet, 27 meeting rooms and 2 fixed-seat auditoriums. The 25,700 square-foot Georgia Ballroom has a gallery area and outdoor balcony. The ballroom comfortably seats 2000 for dinner and 3,880 theater-style.



### BUILDING C

- 323,600 square feet of exhibit space
- 2 Fixed-Seat Auditoriums
- 27 meeting rooms
- 25,277 square foot Georgia Ballroom made up of three sections
- Building C has a gallery area and outdoor balcony.

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## GREEN MEETINGS IN ATLANTA

The U.S. Environmental Protection Agency lists Atlanta as one of the top U.S. cities for energy-efficient buildings that earned EPA's Energy Star certification and in 2013 the U.S. Department of Energy recognized Atlanta for national leadership in launching the Better Building Challenge.

### DETAILS AND FACTS

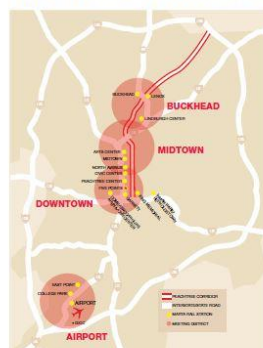
- Atlanta is the U.S.'s largest convention hotel, offering programs for meeting waste.
- Atlanta reduced energy costs by 10 percent in 2013 through SolarShare window treatments.
- Atlanta is home to five Green Key Rated hotels, including the Omni West Atlanta Hyatt Regency Atlanta in the convention center.
- The Georgia World Congress Center (GWCC) is the world's largest LEED-certified convention center and the 18th largest building in the world to be LEED-certified.
- In 2013, the GWCC earned 166 stars of LEED certification and donated 20 tons of food to local charities.
- In 2013, GWCC increased the amount of single-use water recycled and reused from 10 million to 15 percent over 2012.
- The Georgia International Convention Center is the only convention center in the U.S. with a direct connection to an international airport – the ATL Sky Train.
- Phillips Arena is the first NBA arena to achieve LEED certification for an existing facility.
- Centennial Olympic Park was named Great Place where in the Atlanta Regional Commission's 10th annual Development of Excellence award. The park boasts 100 acres of green space and 100,000 visitors.
- Atlanta is home to 541 clean tech companies, representing 10,000 clean technology jobs.
- Top building recycling rates from 60 million square feet of building space have been recognized by the Atlanta Better Building Challenge.

### AT-A-GLANCE

#### Top Local Environmental Resources

- Atlanta 2014 is the Capital World Travel Authority (MTRTA) provides safety and reliability, transportation to all 48 states in Atlanta.
- Every year, MTRTA saves 18.3 million gallons of gasoline and keeps more than 300 million pounds of pollutants out of the air, on average.
- MTRTA carries 80 percent of all travel routes in the Atlanta region, allowing traffic competition and lowering the city's carbon footprint.
- Expected to open in 2014, the Atlanta SkyTrain will transport residents and visitors from the convention center downtown to the core sites of the city, passing through top attractions and to new neighborhoods.
- The Atlanta SkyTrain network is designed to become "GoGreen," neighborhood centered for sustainability and walkability.
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## ATLANTA'S UNIQUE MEETING DISTRICTS



### DOWNTOWN DISTRICT

Downtown Atlanta is fast becoming a 24-hour neighborhood with renewed vitality and premier facilities, including the fourth largest convention center in the country. Surrounded by attractions and located within walking distance of numerous hotels, Downtown Olympic Park is the epicenter of Downtown Atlanta. Downtown's portfolio continues to grow with two new attractions – the Center for Child and Human Rights and the College Football Hall of Fame and the Olympic Village. A new structural steel bridge operation in late 2014, connecting the city's downtown hotels and attractions on an east-west rail to the Martin Luther King Jr. Historic District.

The downtown meeting district is accessible by the MARTA rail system or 15-minute car or cab ride from the airport. Walkability, top attractions, flexible meeting space and numerous dining options make the perfect setting for a meeting in Downtown Atlanta.

### THE NUMBERS

10,000+ lost tons  
2.1 million square feet of meeting and event space  
10 miles from Centennial Olympic Park

Getting to Atlanta is easy. Once you've discovered the best of Atlanta and met our people, leaving will be the hard part. Atlanta's four unique meeting districts provide you with the options to select the best location within our city for your upcoming meeting. These districts offer a variety of hotels and special event venues to best fit your needs, and each with a unique personality of their own. These areas are sure to keep your attendees entertained during their free time.

## JUST STEPS AWAY



Plan on Atlanta and a great meeting is just steps away. Once you land at Hartsfield-Jackson Atlanta International Airport, hop on a MARTA train for a 15-minute ride into Atlanta's convention and entertainment district – downtown. From hotel accommodations and attractions to dining and nightlife, you'll find all the necessities within steps of your meeting destination.

Our website details include event space and a flexible hotel portfolio to best any size meeting. At 1.9 million square feet with 1.4 million square feet of prime exhibit space, Atlanta boasts the fourth largest convention center in the U.S. – the Georgia World Congress Center – and the Atlanta Convention Center at Atlanta-Fulton County Stadium, as well as 200+ facilities. Additionally, top attractions like the World of Coca-Cola, Georgia Aquarium and CNN Center distill an unique event facilities, making meeting in Atlanta a distinct experience.

More than 10,000 rooms housed in 20 hotels downtown make it easy for attendees to walk from their hotel right into the meeting. Two thirds of those rooms are in 16 hotels – Atlanta Marriott Marquis, Hilton Atlanta, Hyatt Regency Atlanta, Omni Hotel at CNN Center, Sheraton Atlanta and The Westin Peachtree Plaza – providing planners with the room blocks and event space that make meeting easy. Three of these hotels are connected via a sky bridge, making movement between them seamless. For more in-house options, Atlanta has a growing selection of meeting-ready luxury hotels.

The area offers more than 300 dining options, crafts a delicious experience sure to leave your attendees asking for more. Attendees can catch a concert or game at the Georgia Dome and Philips Arena or take a spin on SkyView Atlanta by spectacular city views. Whether seeking attractions, culture or nightlife in the Lukey's Market District, attendees will become a part of the energy that makes Atlanta a thriving metropolitan city.

Always looking to the future, Atlanta is proud of newer special attractions. The new Atlanta Structural connects visitors to the city by rail, and the College Football Hall of Fame and Chick-fil-A Fan Experience and the Center for Child and Human Rights engage both sports fans and history enthusiasts and expand the city's range of meeting options.

# 2015 atlanta.net & atlantameetings.com

ATLANTA.NET | ABOUT A REUNION | TRAVEL PROFESSIONALS | MEDIA ROOM | BECOME A MEMBER | ACCOUNT LOGIN

WHY ATLANTA | PLAN A MEETING | SUBMIT RFP | FACILITIES & VENUES | PROMOTE A MEETING | ABOUT | TRAVEL RESOURCES | SEARCH

## GEORGIA WORLD CONGRESS CENTER

The nation's fourth-largest convention center

FACILITIES AND VENUES | GEORGIA WORLD CONGRESS CENTER

**FACILITIES AND VENUES**

GEORGIA WORLD CONGRESS CENTER  
ATLANTA CONVENTION CENTER AT PEARCE/SMART  
FACILITIES & VENUES  
SEARCH


**NEWS RELEASES**

Smart Meetings, Atlanta Ranks as Busiest Passenger Airport  
[READ MORE](#)

Successful Meetings, 2013 Pinnacle Awards Best of the Best  
[READ MORE](#)

ACVB Adds to Sales and Convention

### A WORLD-CLASS CONVENTION AND EXHIBITION COMPLEX THAT'S ANYTHING BUT COMPLEX



The Georgia World Congress Center Authority operates the Georgia Dome, the 21-acre Centennial Olympic Park and Georgia World Congress Center (GWCC). Located in the heart of downtown Atlanta, the three facilities are one of the largest combined sports, entertainment and convention center facilities in the world. The Georgia World Congress Center is consistently ranked as one of North America's leading meeting and exhibition facilities.

Whether you need to build teams or business, assemble a trade show or convention, or meet clients or contributors, the Georgia World Congress Center is the place to get it done.

ATLANTA | THINGS TO DO | FIND A HOTEL | WHERE TO EAT | EVENTS | EXPLORE | ATL INSIDER BLOG | DEALS

## GEORGIA DOME

VISIT WEBSITE

Phone: 404.223.2000  
Email: info@georgiadome.com  
Address: 1 Georgia Dome Drive, N.W., Atlanta, GA 30319-1591

[View on Map](#)

Nearby Hotels  
Nearby Restaurants

Go behind the scenes of the largest cable-supported domed stadium in the world. Take a tour of the Georgia Dome, home of the Atlanta Falcons and site of two Super Bowls, the 1996 Centennial Olympic Games, SEC Football Championship, the Chick-fil-A Bowl, the Bank of America Atlanta Football Classic, Monster Trucks, Supercross, NCAA Men's and Women's Final Four tournaments, band competitions and much more. Tours are offered on the hour 10 a.m. - 2 p.m. Monday-Friday. Adjacent to the Georgia World Congress Center, the Georgia Dome also offers group tours and corporate packages. Tour schedules may be affected by events. Please call 404.223.TOUR (8687) for updates.

More Links  
[Facebook](#)

VISIT WEBSITE

ATLANTA | MEETING PLANNERS | REUNIONS | TRAVEL PROFESSIONALS | MEDIA ROOM | BECOME A MEMBER | ABOUT ACVB

THINGS TO DO | FIND A HOTEL | WHERE TO EAT | EVENTS | EXPLORE | BLOG | DEALS

## GEORGIA WORLD CONGRESS CENTER BECOMES WORLD'S LARGEST LEED CERTIFIED CONVENTION CENTER

OCTOBER 30, 2014

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Georgia World Congress Center Bldg

LEED certified building in the world.

The Georgia World Congress Center (GWCC) was recently awarded LEED Silver certification by the U.S. Green Building Council. LEED, which stands for Leadership in Energy and Environmental Design, is a rating system for the design, operation and maintenance of green buildings. The GWCC is now the world's largest LEED certified convention center. With 3.9 million square feet, the GWCC is also the 14th largest

"This achievement solidifies Atlanta's place as one of the leading convention destinations in the country," said Mark Vaughan, executive vice president and Chief Sales Officer. "We applaud the efforts of the GWCC to help advance the environmental sustainability of Atlanta's convention industry."

The facility, located in downtown Atlanta, first opened in 1976 with a total of 750,000 square feet. The fourth and final phase of construction of the building was completed in 2002 bringing the total square footage up to the current 3.9 million, including 1.4 million of exhibit space.

"We could not be happier to receive this certification," said Frank Poe, executive director of the Georgia World Congress Center Authority (GWCCA), the State Authority that governs the GWCC, Georgia Dome, Centennial Olympic Park and manages the Savannah International Trade and Convention Center. "Our staff has worked diligently to green our event practices, reduce our environmental impact, and preserve our facilities for future generations. This recognition solidifies our leadership role in our industry and demonstrates our commitment to the community."

**ATLANTA IN THE NEWS**

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**MEDIA CONTACTS**

Heather Kirksey Manager, Public Relations Email	Rachel Peavy Director, Public Relations Email
Travis Currie Coordinator, Public Relations Email	Victoria Lightfoot Specialist, Public Relations Email

# 2015 I AM ATL – Meeting Planner Campaign (print and interactive)

**I AM ATL.**



**I HELP MAKE YOUR MEETING A WALK IN THE PARK.**

► Plan on Atlanta and a great meeting is just steps away.



**I AM ATL.**



**I HELP MAKE YOUR MEETING A WALK IN THE PARK.**

I am your on-wheels concierge in Atlanta's compact convention district. I'm a friendly guide to convenient hotels, attractions, restaurants, parks and much more. I'm here to help 365 days a year in five languages and personally escort you where you need to go. Plan on Atlanta and a great meeting is just steps away.

[ATLANTAMEETINGS.com](http://ATLANTAMEETINGS.com)



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# 2015 Social Media samples – Twitter

Same for Facebook, Instagram, Google+

**Discover Atlanta** @DiscoverAtlanta · Nov 9  
ICYMI: We have a 24/7 station all about the A. Get a taste of #ATL on the #Atlanta Channel. [budurl.com/c575](http://budurl.com/c575)



8 6

**Discover Atlanta** @DiscoverAtlanta · Nov 10  
Popping the question in #ATL? Make it one to remember at exciting & romantic hot spots like [budurl.com/vk42](http://budurl.com/vk42)



2

**Discover Atlanta** @DiscoverAtlanta · Oct 1  
.@FooFighters. @Centennial\_Park. You. It's about to go down 10/4!  
[budurl.com/rndx](http://budurl.com/rndx)



2 6

**Discover Atlanta** @DiscoverAtlanta · Oct 6  
#Atlanta won't hurt your wallet. Vote for us in @10Best's "Best U.S. Budget Destination!" [budurl.com/h3vw](http://budurl.com/h3vw)



9 6

**Discover Atlanta** @DiscoverAtlanta · Oct 5  
#ATL is where it's at! Check out @TravelLeisure's "11 Reasons to Visit #Atlanta This Fall." [budurl.com/zufq](http://budurl.com/zufq)



19 15

# 2015 Advertorial sample – Meeting News

## CVB UPDATE

A Special Advertising Section

## Atlanta CVB



discoveratlanta  
@ATLMeetings

### Description

Home to the fourth-largest convention center in the U.S., Atlanta is known as a premier convention destination. However, this hub of the Southeast offers much more than meeting space.

Getting here is a breeze with 80 percent of the U.S. population within a two-hour direct flight. Four compact meeting districts are connected by MARTA, Atlanta's public rail system, and are located less than 20 minutes from Hartsfield-Jackson Atlanta International Airport. Within each district, you'll find hotels at every price point, award-winning dining options, top attractions and flexible venues for meetings of any size.

Downtown Atlanta's walkable convention corridor offers more than 10,000 hotel rooms, 2.1 million square feet of versatile exhibit space and nearly 300 restaurants within a one-mile radius of the Georgia World

Congress Center (GWCC). GWCC provides more than 1.4 million square feet of exhibit space, but the city's event facilities don't end there. Unique spaces like Atlanta Convention Center at AmericasMart, 200 Peachtree and top attractions like Center for Civil and Human Rights, College Football Hall of Fame, Georgia Aquarium, CNN Headquarters and World of Coca-Cola make meeting in Atlanta all about options. The new Atlanta Streetcar provides another easy way to traverse the city, connecting GWCC, major attractions, hotels and nightlife options with its 2.7-mile loop.

Midtown: Known as the "heart of the arts," Midtown is the seat of Atlanta's arts and cultural community. The district offers more than 4,500 hotel rooms and 180,000 square feet of meeting and event space for small to mid-sized meetings. After the meeting, attendees can enjoy extraordinary exhibits, musical performances and entertainment for all ages at award-winning venues like the Woodruff Arts Center, Center for Puppetry Arts, Fox Theatre and Museum of Design Atlanta. Locals and visitors alike congregate at Piedmont Park, Atlanta's favorite green space, for festivals and concerts. This district is also home to some of the city's best restaurants, trendy boutiques and chic nightclubs.

Buckhead melds the fast pace of a dynamic business center with the city's most exquisite restaurants, upscale shops and exciting nightlife options to create the ultimate in luxury. The neighborhood reigns supreme when it comes to high-end accommodations, with more than 7,000 hotel rooms and 180,000 square feet of meeting and event space. A new ultra-lux shopping and

TOTAL GUEST ROOMS: 34,117  
TOTAL SQ. FT. OF EXHIBIT SPACE: 2,337,464

dining district, Buckhead Atlanta, contributes to this neighborhood's posh profile and offers special event options that are sure to impress.

Airport area: Just minutes from the airport you'll find 11,000 hotel rooms at all price points and more than 250,000 square feet of meeting space. The Georgia International Convention Center offers another 150,000 square feet of exhibit space, two LEED-certified convention hotels and a free automated people mover that directly connects to the airport. Less than 20 minutes by car or MARTA, attendees have quick access to downtown Atlanta's convention hub.

However, the best part of Atlanta lies not in its concrete and steel, but in its people. From convention services to concierge, Atlanta's collaborative hospitality industry is here to make your meeting run flawlessly. For more information, visit [Atlantameetings.com](http://Atlantameetings.com).

### Atlanta CVB

Maik Sussman, Director of Trade Show Sales  
233 Peachtree St., NE, Ste. 1400  
Atlanta, GA 30203  
Tel: (404) 521-6679  
Fax: (404) 584-5112  
[msussman@atlanta.net](mailto:msussman@atlanta.net)  
[www.atlantameetings.com](http://www.atlantameetings.com)

# I AM ATL.

**I'M YOUR FRIENDLY SMILE ON APPROACH TO A FIRST CLASS MEETING.**

I am pleased to welcome you to Atlanta. My route is one of 200+ daily nonstops to ATL from every major city worldwide, and whether coming or going, morning, noon or night, flights on the hour make your commute a breeze. **Plan on Atlanta and watch your meeting take flight.**

[ATLANTAMEETINGS.com](http://ATLANTAMEETINGS.com)

**Katherine Hinton**  
Delta Flight Attendant

# 2015 – samples of Public Relations driven placements



## Explore new developments in the Capital of the South

The 1996 Summer Olympics spurred Atlanta's first development boom, leading to beloved attractions across the city, including Centennial Olympic Park, Philips Arena, Turner Field, World of Coca-Cola and the Georgia Aquarium.

Atlanta recently experienced another groundbreaking year with more than \$1.5 billion in new attractions, hotels, restaurants, retail and transportation options, which all opened in 2014. This two-day itinerary from the Atlanta Convention & Visitors Bureau takes groups on a tour of Atlanta's newest developments.

Stop at Centennial Olympic Park, where two new attractions surround the park. First up, visit the Center for Civil and Human Rights. Located next to the World of Coca-Cola and the Georgia Aquarium, the center features theatrical and high-tech exhibits that use motion, sights and sounds to immerse visitors in the American civil rights movement and current human rights issues.



## Olympic Venues

### Atlanta 1996 Summer Games

Travelers leaving Atlanta-Hartsfield International Airport still pass a sign welcoming them to the site of the 1996 Summer Olympics. The 85,000-seat track-and-field venue built for the games, Centennial Olympic Stadium, saw Carl Lewis win his fourth consecutive long-jump gold, and Canada's Donovan Bailey set a world record in the 100 meters. After the games, the facility was transformed into Turner Field (turnerfield.com), home of baseball's Atlanta Braves. Aside from taking in a game, groups can enjoy tours of the field and the team's museum. For dining, the Braves' clubhouse seats 500.

The games' primary gathering place, the 21-acre Centennial Olympic Park now welcomes outdoor events of all sizes.

With 321 guest rooms and 16,000 square feet of meeting space, Embassy Suites Atlanta at Centennial Olympic Park offers a Ruth's Chris Steak House.



## GWCC Is World's Largest LEED Certified Convention Center

OCTOBER 31, 2014



The Georgia World Congress Center (GWCC) was recently awarded LEED Silver certification by the U.S. Green Building Council. LEED, which stands for Leadership in Energy and Environmental Design, is a rating system for the design, operation and maintenance of green buildings. The GWCC is now the world's largest LEED certified convention center. With 3.9 million sf, the GWCC also is the 14th largest LEED certified building in the world.

"This achievement solidifies Atlanta's place as one of the leading convention destinations in the country," said Mark Vaughan, executive vice president and chief sales officer. "We applaud the

efforts of the GWCC to help advance the environmental sustainability of Atlanta's convention industry."

## EL MERCURIO

### REDESCUBRIENDO UN BARRIO



## OLYMPIC PARK La escala ideal en Atlanta

La construcción de este parque en 1996, con motivo de los Juegos Olímpicos, significó la revitalización de una parte de Atlanta antes abandonada. Hoy, rodeado de varios museos, el Centennial Olympic Park -ubicado en el centro, a 20 minutos en metro del aeropuerto- es una excelente alternativa si tiene una conexión de vuelo muy larga o, simplemente, si quiere empezar a conocer esta ciudad que sorprende. POR Selección Muestra Wixson, DESDE ESTADOS UNIDOS

# 2015 Atlanta Now – all issues

## NEIGHBORHOODS

### EXPLORE OUR NEIGHBORHOODS

Explore our neighborhoods and find the best fit for you. Atlanta's main thoroughfare is Peachtree Street, which travels through Buckhead, Midtown and Downtown, connecting attractions, restaurants and shopping areas. A few miles off Peachtree, you'll find some of the city's trendiest areas around the Eastside and Westside.



FIND OUT MORE  
[atlanta.net/neighborhoods](http://atlanta.net/neighborhoods)



#### DOWNTOWN

With major venues and attractions within walking distance of transit, it's no surprise that downtown is a popular destination for visitors. From the Georgia State Capitol to the Atlanta-Fulton County Stadium, it's an urban area with a lot to offer. It's also home to many of the city's best restaurants, bars and hotels.



#### MIDTOWN

Midtown is a vibrant neighborhood with a mix of urban and suburban living. It's home to many of the city's best restaurants, bars and hotels. It's also a great place to live if you're looking for a mix of urban and suburban living.



#### BUCKHEAD

Buckhead is a prestigious neighborhood with a mix of urban and suburban living. It's home to many of the city's best restaurants, bars and hotels. It's also a great place to live if you're looking for a mix of urban and suburban living.



#### EASTSIDE

The Upper Eastside is a trendy neighborhood with a mix of urban and suburban living. It's home to many of the city's best restaurants, bars and hotels. It's also a great place to live if you're looking for a mix of urban and suburban living.



#### WESTSIDE

One of the most diverse neighborhoods in Atlanta, the Westside is home to many of the city's best restaurants, bars and hotels. It's also a great place to live if you're looking for a mix of urban and suburban living.



#### NEARBY

Our nearby communities might not connect directly to downtown, but they're just as important. From the historic city of Decatur to the modern city of Marietta, there's a lot to see and do in the surrounding areas.

#### WHILE YOU'RE IN DOWNTOWN DO THIS:

**WALK TO THE STATE CAPITOL**  
A young boy playing a video game.

#### WHILE YOU'RE IN MIDTOWN DO THIS:

**WALK TO THE STATE CAPITOL**  
A young girl eating a meal.

#### WHILE YOU'RE IN BUCKHEAD DO THIS:

**WALK TO THE STATE CAPITOL**  
A person sitting at a table in a restaurant.

#### WHILE YOU'RE ON THE EASTSIDE DO THIS:

**WALK TO THE STATE CAPITOL**  
A group of people sitting on a lawn.

#### WHILE YOU'RE ON THE WESTSIDE DO THIS:

**WALK TO THE STATE CAPITOL**  
A bowl of food with a red bowl.

#### WHILE YOU'RE IN AREAS NEARBY DO THIS:

**WALK TO THE STATE CAPITOL**  
A green teapot.

## ATTRACTIONS



THE FOUNTAIN OF RINGS

### ARC AROUND THE PARK

Families coming to Atlanta this winter won't want to miss Centennial Olympic Park and the walkable ring of attractions surrounding the park.

Here is what you can find:

#### THE FOUNTAIN OF RINGS

The world's largest interactive fountain featuring the Olympic Ring symbol.

#### INSIDE CNN STUDIO TOUR

A once-in-a-lifetime view of the global headquarters of CNN, including an inside look at the newsroom, control room and more.

#### GEORGIA AQUARIUM

The nation's largest aquarium with 90 million gallons of fresh and saltwater and more than 100,000 animals representing 500 species from around the world.

#### WORLD OF COCA-COLA

The only place where you can explore the fascinating story of Coca-Cola through artifacts and interactive exhibits.

#### THE CHILDREN'S MUSEUM OF ATLANTA

Where children learn basic skills from math to science by using all of their senses in a unique and interactive way. The Children's Museum of Atlanta has recently been closed for renovations, and will reopen Dec. 15. Please see page 30 for more information.

#### CENTER FOR CIVIL & HUMAN RIGHTS

One of the few places in the world educating visitors on the bridge between the American Civil Rights Movement and contemporary human rights movements worldwide.

#### COLLEGE FOOTBALL HALL OF FAME AND CHICK-FIL-E FAN EXPERIENCE

Featuring a walk-in 3D helmets of more than 700 college football teams, a 45-yard replica field and more.

#### SKYVIEW ATLANTA

The city's new gondola-style Ferris wheel towering almost 30 stories above Centennial Olympic Park.

#### FIND OUT MORE

Centennial Olympic Park isn't the only place to find cool Atlanta attractions. For a full list, check

[Atlanta.net/attractions](http://Atlanta.net/attractions)



WORLD OF COCA-COLA



THE CHILDREN'S MUSEUM OF ATLANTA



COLLEGE FOOTBALL HALL OF FAME AND CHICK-FIL-E FAN EXPERIENCE

# 2016 Meeting & Event Planner

THE OFFICIAL PLANNER OF ATLANTA CONVENTION & VISITORS BUREAU | 2015-16

## MEETING & EVENT PLANNER

## ATLANTA

WORLD'S MOST WELCOMING CITY

A few things you need to know: It's easy to get here, we are a city to discover and, most importantly, we want you here.

Atlanta is one of the most accessible cities in the world and home to the world's most efficient airport. With more than 80 percent of the U.S. population within a two-hour flight, enhanced global access with the Mordecai H. Jackson Jr. International Terminal and three interstates converging in the heart of the city, it's easy to get here...

...and it's easy to get around. Take MARTA from the airport's baggage claim straight to the convention and entertainment district, Georgia World Congress Center and other notable Atlanta venues.

Atlanta boasts four unique meeting districts, so attendees can easily explore all that Atlanta has to offer. Your journey begins in our walkable Downtown Meeting District with walking attractions, exciting dining and world-class venues. Then take a stroll up Peachtree Street, which winds southeast through the artsy Midtown Meeting District to Buckhead Meeting District. Taste the best Southern cuisine, indulge in legendary shopping, check out Atlanta's hottest neighborhoods and feel out why we are a city to discover. Meeting planners looking for convenience, accessibility, affordability and a welcoming destination will find it all in the Airport Area Meeting District, located just 15 minutes from downtown via car or MARTA. Plus, an Atlanta and we'll think big for small together.

In 2014, the Georgia World Congress Center was awarded LEED Silver certification by the U.S. Green Building Council as the world's largest LEED certified convention center and the 10th largest LEED certified building.

In Atlanta, our people make this city great. Atlanta's collaborative hospitality community not only understands the moving parts that come together to create a successful meeting, but we also create the stories that make meetings in Atlanta so memorable. We host 800 events each year, we want your here, too. Our industry experts will help you craft a truly memorable event. From our flexible meeting spaces to attractions and restaurants that double as one-of-a-kind event venues, Atlanta will make a lasting impression on your attendees. Even better, Georgia is a right-to-work state, so you pay less and reduce your risk of litigation.

**THE FACTS**

- 48 million visitors welcomed to Atlanta each year
- 220 destinations with nonstop service to Atlanta
- 10 miles from Hartsfield-Jackson Atlanta International Airport to Downtown
- 10,000 hotel rooms within one mile of the Georgia World Congress Center (GWCC)
- 300+ restaurants within a two-mile radius of the GWCC
- 4th largest U.S. convention center, GWCC
- \$2.5 billion in new hospitality development over the next five years

WHY ATLANTA? | ATLANTAMEETINGS.COM

## JUST STEPS AWAY

The Fountain of Rings at Centennial Olympic Park

Plan in Atlanta and a great meeting is just steps away. Once you land at Hartsfield-Jackson Atlanta International Airport, hop on a MARTA train for a 15-minute ride into Atlanta's convention and entertainment district in downtown. From hotel accommodations and attractions to dining and nightlife, you'll find all the necessities with a step of your meeting destination.

Our walkable district includes event space and a flexible hotel portfolio to host any size meeting. At 3.9 million square feet with 1.4 million square feet of prime exhibit space, Atlanta boasts the fourth-largest convention center in the U.S. — the Georgia World Congress Center — and the Atlanta Convention Center at AmersatMarket, as well as 200 Theatres. Additionally, top attractions like the World of Coca-Cola, Georgia Aquarium and CNN Center double as unique event facilities, making meeting in Atlanta all about options.

More than 10,000 rooms housed in 33 hotels downtown make it easy for attendees to walk from their hotel right into the meeting. Two thirds of those rooms are in six hotels — Atlanta Marriott Marquis, Hilton Atlanta, Hyatt Regency Atlanta, Omni Hotel at CNN Center, Sheraton Atlanta and The Westin Peachtree Plaza — providing planners with the room blocks and event space that enable meetings to thrive. These hotels are connected to a city bridge, making movement between them seamless. For more in-house options, Atlanta has a growing selection of boutique and luxury hotels.

The area offers more than 300 dining options that create a delicious experience sure to leave your attendees asking for more. Attendees can catch a concert or game at the Georgia Dome and Philips Arena or take a spin on SkyView Atlanta for spectacular city views. Whether seeking attractions, culture or nightlife in the Lukie Marsett District, attendees will become a part of the energy that makes Atlanta a thriving cosmopolitan city.

Always looking to the future, Atlanta is proud of newly opened attractions. The new Atlanta-Savannah connects visitors to the city's top sites, and the College Football Hall of Fame and Chick-fil-A Fun Experiences and Center for Civil and Human Rights engage both sports fans and history enthusiasts and expand the city's range of meeting options.

Atlanta's meeting and event facilities boast a combined exhibition capacity of more than two million square feet. This flexible space can accommodate events of all sizes, and the unique variety of venues in our city is sure to please.

18 ATLANTA'S ACCESSIBILITY | ATLANTAMEETINGS.COM

## LEARN TO LOVE ATLANTA

GEORGIA WORLD CONGRESS CENTER

THE FOX THEATRE

THE CNN CENTER

ATLANTA BOTANICAL GARDEN

Atlanta's meeting and event facilities boast a combined exhibition capacity of more than two million square feet. This flexible space can accommodate events of all sizes, and the unique variety of venues in our city is sure to please.

WHERE TO MEET

Convention Centers	91
Special Event Facilities	91
Catering	105

ATLANTA

## gwcc

georgia world congress center

A world-class convention and exhibition complex that's anything but complex.

Located in the heart of downtown Atlanta, the Georgia World Congress Center is one of the world's best convention, sports and entertainment venues. The center consists of 1.4 million square feet of prime exhibit space, 156 meeting rooms, 2 auditoriums and 2 grand ballrooms.

Whether you need to build teams or business, assemble a trade show or convention, or create client or contributor, the Georgia World Congress Center is the place to get started. Our goal is to make sure that all your needs are met, so the power that we get from the business of holding the most successful meeting you can.

30 metro.park@metromedia.com • metro.park@atl.com • 404.222.4400 • www.gwcc.com

## park

There's no better place to host a great event than the great outdoors.

Centennial Olympic Park continues its legacy as the gathering place for millions of visitors in the heart of downtown Atlanta. The Park debuted during the 1996 Olympic Games, creating a community gathering space for the people of Atlanta and honoring all of the athletes who competed in the XXIV Olympic.

From an elegant dinner under the stars for 50 to a product launch for 5,000, Centennial Olympic Park is a perfect choice for an unforgettable event. Our guests enjoy the great outdoors. You enjoy the kind of technical and personal support only found indoors. That's an unbeatable combination when you're hosting people you truly want to impress.

285 park@metromedia.com • atlanta.gwcc@atl.com • 404.222.4402 • www.centennialpark.com

## dome

Where your business side and your sports side come out to play.

The Georgia Dome is the largest cable-supported domed stadium in the world. Located in the heart of downtown, the Dome is home to the NFL's Atlanta Falcons and has hosted such great events as Super Bowl, NCAA final four tournaments and the Olympics.

Your attendees will experience a level of excitement that won't fade at any other venue. Imagine hosting an elegant dinner in the topgazebo. Or celebrating your win in the lovely Atlanta Falcons Owners Box. Or enjoying your side force in the Atlanta Falcons Locker Room.

www.gwcc.com/atlanta.com • metro.park@atl.com • 404.222.4400 • www.gwcc.com

## ONLY IN ATLANTA

Because where you meet can be as important as why.

The choice is simple.

Atlanta and the Georgia World Congress Center Authority offer unparalleled flexibility, resources and services to help you succeed in making any size meeting successful.

30 metro.park@metromedia.com • metro.park@atl.com • 404.222.4400 • www.gwcc.com

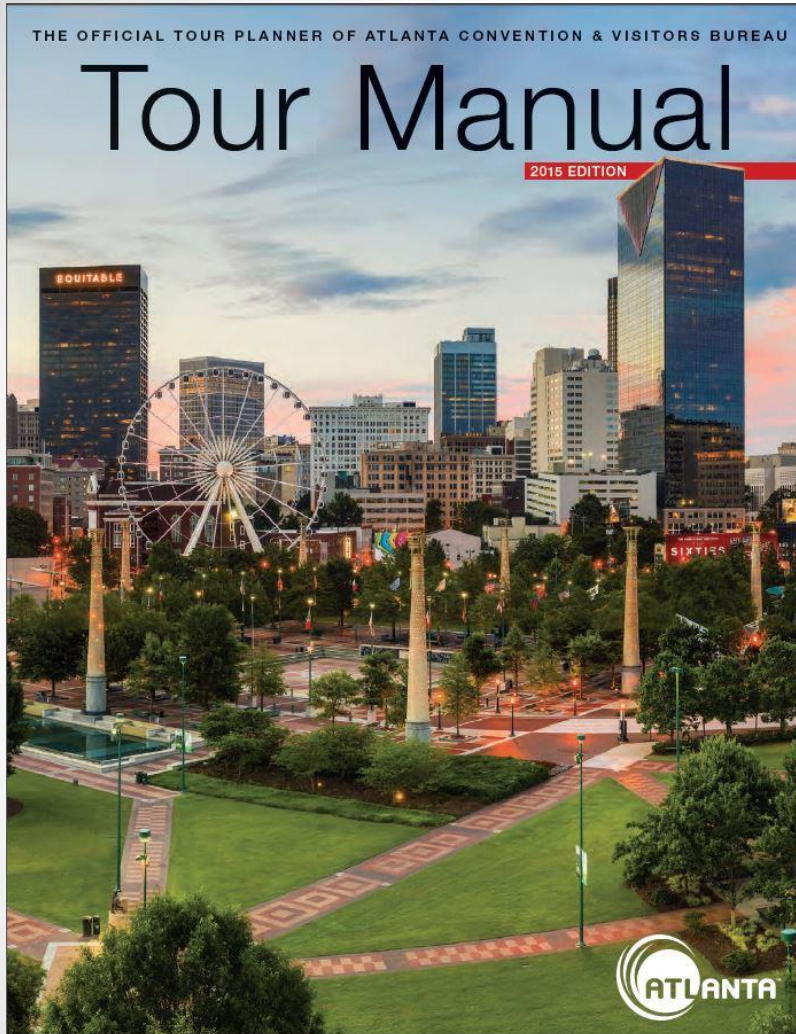
## ONLY IN ATLANTA

Atlanta is a city of firsts. From the first cable-stayed bridge to the first cable-stayed stadium, Atlanta has a rich history of innovation. And now, Atlanta is leading the way in meeting and event technology.

Atlanta's meeting and event facilities boast a combined exhibition capacity of more than two million square feet. This flexible space can accommodate events of all sizes, and the unique variety of venues in our city is sure to please.

18 ATLANTA'S ACCESSIBILITY | ATLANTAMEETINGS.COM

# 2015 Tour Manual



DOWNTOWN: Centennial Olympic Park



MIDTOWN: Museum of Design Atlanta (MODA)



BUCKHEAD: Atlanta History Center's Swan House



LITTLE FIVE POINTS: Get you kitsch fix at stores like Jurkman's Daughter

## TOUR OUR FRIENDLY NEIGHBORHOODS

For all its big-city feel, Atlanta really is a group of small communities. Here's a brief introduction to some of those you may be interested in visiting.

### DOWNTOWN

#### Castleberry Hill

Adjacent to Downtown, this is one of Atlanta's up-and-coming neighborhoods, where early 20th century commercial and industrial structures give the area a distinctive look. An ever-growing conglomeration of art galleries, restaurants such as No Mas! Cantina, boutiques and loft housing make this place appealing to locals, visitors and film crews.

#### Convention and Entertainment District

Many of Atlanta's top attractions, leading sports and entertainment venues, and premier convention facilities are anchored around Centennial Olympic Park, home to the 1996 Centennial Olympic Games. Modern boutique hotels and renowned architecture add up to create a world-class destination. The walkable Luckie Marietta District includes attractions such as the Georgia Aquarium, World of Coca-Cola, InStyle CNN Studio Tour, The Children's Museum of Atlanta, College Football Hall of Fame, Center for Civil and Human Rights, and more than 20 dining choices.

### Fairlie Poplar

Fairlie-Poplar is the place to be in Downtown Atlanta for performance and street art. The area is home to smaller performing arts venues such as The Tabernacle and Rialto Center for the Arts. Take a stroll around for a look at some of Atlanta's most interesting public galleries – street art adorning the sides of massive buildings.

### MIDTOWN

#### Arts District

Anchored by the Woodruff Arts Center and The Fox Theatre, Midtown's Arts District is home to the High Museum of Art, the Atlanta Symphony Orchestra and the Alliance Theatre. The Atlanta Botanical Garden and Piedmont Park are also located here, along with the Museum of Design Atlanta, The Center for Puppetry Arts, with performances for all ages, the Brennan Jewish Heritage Museum and the Margaret Mitchell House.

#### Midtown Mile

The Midtown Mile – located on Peachtree Street between North Avenue and 15th Street – is a major thoroughfare in terms of retail and rapid development. The neighborhood features street-level retail from national brands to local boutiques. Visit some shops you'll find nowhere else in Atlanta, then take in Atlanta's temperate climate while sipping coffee or a cocktail at one of the eateries lining the street.

### BUCKHEAD

#### Buckhead Hotel District

The extravagant and elegant community of Buckhead houses many luxury hotels. Here you'll find Phipps Plaza and Lenox Square malls where high-end shopping awaits. Cartier, Bloomingdale's and more will capture your heart at Lenox Square, while Tiffany and Co., Armani and Versace will tempt at Phipps Plaza, as well as LEGOLAND Discovery Center Atlanta for the kids. Down the street, the Atlanta History Center's two historic homes, a museum and 33 acres beckons. Destination dining in Buckhead for lunch, dinner or brunch will deliver taste and atmosphere to complement your experience.

#### Buckhead Atlanta

One of Atlanta's newest major retail developments, Buckhead Atlanta spans eight blocks and features everything from high-end shopping to amazing dining experiences. The walkable complex is anchored by Hermes, Atlanta-based Sparx and Eto. Dining options in Buckhead Atlanta span from high-end to affordable.

#### Andrews Entertainment District

Whether it's heart-pumping music or hand-crafted cocktails, there's no need to look further than this Buckhead destination. Find a burger joint that specializes in moonshine, a bar made solidly of ice, and a 1920s-style speakeasy all under one roof. The district is made up of nine separate bars, clubs and restaurants. With ev-

# 2016 Goals

- Increase room night bookings and maximize 1% Convention Marketing Fund
  - Room nights:
    - 1,275,000 room night goal for trade show sales (2% YOY)
    - 445,000 room night goal for in-house sales (2% YOY)
  - 3-year average of major citywide conventions booked/events (5,000 peak nights and above) to continue at 20
  - 925,000 room nights booked for 2,500 peak and above
  - Leads to increase by 2% over year-end actual
- Achieve 100 percent attendance goal for major citywide conventions
- Increase visibility of Atlanta as one of the top U.S. meeting and travel destinations
- Maintain atlanta.net as the premier hospitality online marketing platform
- Continue to position ACVB as an industry expert nationally and as the singular voice of hospitality in Atlanta

# 2016 Top Major Programs / Initiatives

- Expand group travel market by hosting National Tour Association (NTA) annual meeting
  - Top tour operators controlling the majority of domestic group tours
  - Expose these tour operators to all of Atlanta's major assets
- Expand international travel by hosting Travel South – International Showcase
  - International travel buyers having a specific interest in the South
  - Expose these travel buyers to all of Atlanta's major assets
  - Partner with Rhythms of the South to maximize opportunity
- Shift our sales message to the anticipated GWCC connector and hotel. As these projects continue to be considered we will create the buzz during the booking window to ensure we capture incremental convention business if these projects come to fruition
- Launch scalable and responsive mini-sites for ALL ACVB convention/meetings clients
- Develop an international sales presentation with in=language VO, prioritizing South America markets
- Expand leisure marketing of the I AM ATL destination awareness campaign, and evolve the meeting planner campaign
- Design and execute for mobile – to reflect significant behavioral shift online from desktops to mobile devices
- Marketing to provide Membership with enhance selling tools – collateral, business case, and tiered digital/social packages
- Major focus on risk to our business due to proposed religious freedom legislation without non-discriminatory language





**2016 Financial Plan**

# 2016 Financial Plan Points

- Total revenue up 4.7%
  - Public sector revenue up 3.5% over 2015 forecasted year-end (2015 up 7.5% over 2014)
  - Private sector up 7.3% due to program variations and hosting industry meetings
- Payroll and related expenses, for ACVB only, up 6.5%
  - 2.5% performance based merit increase pool,
  - 3 new positions (2 added year end 2015)
  - Group insurance renewal increase
- Direct promotional expenses up 6.9% due to increased revenue available for programs and due to marketing fund
- Operating expenses and expenses against capital assets are relatively flat.

# 2016 Summary Budget

	2016 Budget	2015 Forecast
Total revenue	\$ 30,864,918	\$ 29,467,126
Total expense	30,579,802	28,901,867
Excess(deficiency)	\$ 285,116	\$ 565,259

# Total Public Sector Revenue

	2016 Budget	2015 Forecast
Georgia World Congress Center-Atlanta	\$ 13,516,866	\$ 13,025,000
Georgia World Congress Center-Fulton Co	35,000	35,285
Atlanta Convention Marketing Fund - 80%	6,865,710	6,615,873
Atlanta Convention Marketing Fund - 20%	1,716,427	1,653,968
Total Public Sector Revenue	\$ 22,134,003	\$ 21,330,126

# Total Private Sector Revenue

	2016 Budget	2015 Forecast
Annual meeting/HHOF/HBN	\$ 150,000	\$ 143,000
Contributed services	4,110,575	3,415,000
Co-op cash support	1,464,340	1,300,500
Grants/sponsorships	15,000	13,500
Internet revenue	175,000	181,000
Membership dues	1,375,000	1,420,000
Membership services	20,000	17,000
Other revenue	221,000	372,000
Publication ad revenue	1,200,000	1,275,000
<b>Total private sector revenue</b>	<b>\$ 8,730,915</b>	<b>\$ 8,137,000</b>

# Total Expense

	2016 Budget	2015 Forecast
Direct promotional expense	\$ 11,835,242	\$ 11,067,344
Expense against capital assets	1,675,000	1,541,500
Other operating expense	923,510	966,150
Payroll and related expense	9,280,340	8,711,000
Transfer to ACMF reserve	6,865,710	6,615,873
Total expense	\$ 30,579,802	\$ 28,901,867

# Total Budget by Corporate Entity

	2016 Revenue	2016 Expense
Atlanta Convention & Visitors Bureau, Inc.	\$ 27,963,918	\$ 27,874,982
ACVB Enterprises, LTD	1,375,000	1,204,820
ACVB Foundation, Inc.	1,526,000	1,500,000
	<hr/>	
	\$ 30,864,918	\$ 30,579,802







GEORGIA  
WORLD  
CONGRESS  
CENTER  
AUTHORITY

# Integrated Campus-Wide Regulations and Ordinances

December 1, 2015



## GWCCA Legislative Power

“The (Georgia World Congress Center Authority) **shall have legislative power to adopt reasonable ordinances** relating to the property, affairs, and administration of the authority for which no provision has been made by general law and which are not inconsistent with the general laws and Constitution of the State of Georgia and the laws and Constitution of the United States.”

O.C.G.A. 10-9-4.1(b)



## GWCCA Legislative Power

“The officers of the Georgia World Congress Center Police, including the Security Guard Division thereof, and law enforcement officers acting within the jurisdiction of the authority under paragraph (3) of subsection (d) of Code Section 10-9-15, and subject to the requirements of . . . the “Georgia Peace Officer Standards and Training Act,” shall be authorized **to serve and execute warrants and to make arrests for violation of ordinances adopted by the authority.**”

O.C.G.A. 10-9-4.1(b)





## GWCCA Legislative Power

“For the purposes of exercising the powers and responsibilities of such officers as peace officers under paragraph (8) of Code Section 35-8-2, including their duties and responsibilities with respect to matters occurring within the limits of the facilities of the authority or requests by another law enforcement agency to provide aid and assistance, such officers **shall have the same authority, powers, privileges and immunities regarding enforcement of laws as law enforcement officers employed by the state.**”

O.C.G.A. 10-9-4.1(b)



## FULTON COUNTY MAGISTRATE COURT HAS EXCLUSIVE JURISDICTION TO HEAR SUCH GWCCA CASES

“Prosecutions for violations of the ordinances of the authority **shall be in the magistrate court sitting in the county in which such violation occurs** as provided in Article 4 of Chapter 10 of Title 15.”

O.C.G.A. § 10-9-4.1(b)

# PROSECUTION OF VIOLATIONS

“The **maximum punishment** for violation of such an ordinance shall be stated in the ordinance and shall not exceed a **fine of \$500.00** or **imprisonment for 60 days, or both.**”

O.C.G.A. 10-9-4.1(b)



# Integrated Campus-wide Regulations and Ordinances

What are we asking the Board to act on today?

Over time, **two sets of Regulations and Ordinances were implemented**, one more current version for Centennial Olympic Park (which first was implemented in 2002) and another older version for the remainder of the campus.

This arrangement is not ideal. A **single integrated campus-wide set** of regulations and ordinances **is preferable**.

The regs and ordinances for the Park are much more current, and should be used as the model for the remainder of campus.



## Integrated Campus-wide Regulations and Ordinances

Essentially, these Regs and Ordinances impose **reasonable rules** governing the **activities** and **conduct** of persons on the Authority's campus during:

1. **Authority Events** (events or activities effected by the Authority itself such as COP's 4<sup>th</sup> of July event);
2. **Private Events** (events or activities by others contracting for the use of Authority facilities such as conventions, tradeshow, consumer shows, concerts, NFL games, etc.); and
3. At **all other times** when we do not necessarily have an event taking place in a given facility at a given time, but persons nevertheless have or obtain access to the facility.





# Integrated Campus-wide Regulations and Ordinances

Summary description of topics covered in Integrated Campus-wide Regulations and Ordinances:

1. Safety-related matters protecting persons and property such as rules regarding aircraft (including drones), alcoholic beverages, animals, damage to property, fires, prohibited substances, prohibited activities, etc.
2. Commercial or non-commercial use of Authority facilities without proper authorization.
3. Reasonable restrictions in respect of the time, place and manner of speech and expression on our campus.





GEORGIA  
WORLD  
CONGRESS  
CENTER  
AUTHORITY

**Questions?**



# Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Authority hereby adopts and implements the Regulations and Ordinances Governing Use of Facilities and Adjacent Sidewalks of the Georgia World Congress Center, the Georgia Dome, Mercedes Benz Stadium, Centennial Olympic Park, and Other Facilities of the Authority.

**Staff recommends approval.**





# **GWCCA Nominating Committee Report**

**Glenn Hicks**  
Chairman





# **GWCCA 2016 Board Meeting Schedule**





**GEORGIA WORLD CONGRESS CENTER AUTHORITY**  
**BOARD OF GOVERNORS**  
**2016 MEETING DATES**

January 26  
February 23  
March 29  
April 26  
May 24\*  
June 28  
July 26  
August 30  
September 27\*\*  
October 25  
November 29\*\*\*

*\*The May meeting is moved to the prior Tuesday due to Memorial Day Holiday.*

*\*\*The September meeting is typically cancelled in favor of an Authority Planning Retreat.*

*\*\*\*November and December meetings are combined.*





**Next Meeting:  
Tuesday, January 26, 2016**

