



Georgia World  
Congress Center  
Authority

# BOARD OF GOVERNORS MEETING

December 1, 2020

## Approval of Minutes October 27, 2020

FINANCIAL

# Financial Update

---

**Janet Arsenault**

**Sr. Director of Finance, GWCCA**

# Financial Snapshot – October 2020

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$3,505,702	\$864,875	↓ \$2.6M 75.3%
Expense	\$4,063,288	\$2,477,489	↓ \$1.6M 39.6%
Net Loss	(\$557,586)	(\$1,612,614)	↑ \$1.0M 170%

# Financial Snapshot – October 2020

FINANCIAL



YTD	Budget	Actual	Variance
Revenue	\$7,535,358	\$5,305,597	↓ \$2.2M 29.6%
Expense	\$15,012,572	\$10,503,893	↓ \$4.5M 30.0%
Net Loss	(\$7,477,214)	(\$5,198,295)	↓ \$2.3M 30.5%

# FY21 Revenue Assumptions

- Large event cancellations including IWF, Printing United, Super Computing, IPPE, SkillsUSA
- Attendance reduction in remaining events through Q3
- Anticipate NFL with limited fans through December 2020
- Anticipate MLS fans returning in May 2021

# Updated FY21 Revenue Budget and Forecast Comparison

FINANCIAL

**Original Rental  
Budget:  
\$11.9M  
106 Events**



**Original Other  
Revenue Budget:  
\$25.3M**



**Original Total  
Revenue Budget:  
\$37.3M**

**Updated Rental  
Forecast:  
\$7.2M  
90 events**



**Updated Other  
Revenue Forecast:  
\$14.6M**



**Updated Total  
Revenue Forecast:  
\$21.7M**

# Updated Expense Mitigation Results

FINANCIAL

**Salary/Fringe  
Savings  
\$5.7M**

**Overtime  
Reduction  
\$664K**

**Operating  
Expense  
\$2.3M**

**Temp Help  
Reduction  
\$3.1M**

**Show Labor  
Reduction  
\$1.8M**

**Contract SVC  
Savings  
\$3.4M**



# FY21 Forecast Update

FINANCIAL

	<b>Budget</b>	<b>Updated</b>	<b>Variance</b>
	<b>FY 2021</b>	<b>11/9/2020</b>	
<b>Total Revenue</b>	<b>\$ 37,255,508</b>	<b>\$ 21,738,624</b>	<b>\$ (15,516,884)</b>
<b>Total Expenses</b>	<b>\$ 47,031,821</b>	<b>\$ 31,256,719</b>	<b>\$ (15,775,102)</b>
<b>OPERATING LOSS</b>	<b>\$ (9,776,313)</b>	<b>\$ (9,518,095)</b>	<b>\$ 258,218</b>

Questions?

AUTHORITY

# Action Item: ACVB 3-Year Strategic Plan & FY21 Business/ Financial Plan

---

**William Pate**

President & CEO, ACVB

**Gregory Pierce**

Executive Vice President & CAO/CFO, ACVB

# DISCOVER ATLANTA

An aerial view of the Atlanta skyline, including the Mercedes-Benz Stadium, is shown with a semi-transparent red overlay. The text is centered over the image.

**RECOVERY 2023**  
**Three-year Strategic Plan**  
**and**  
**2021 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

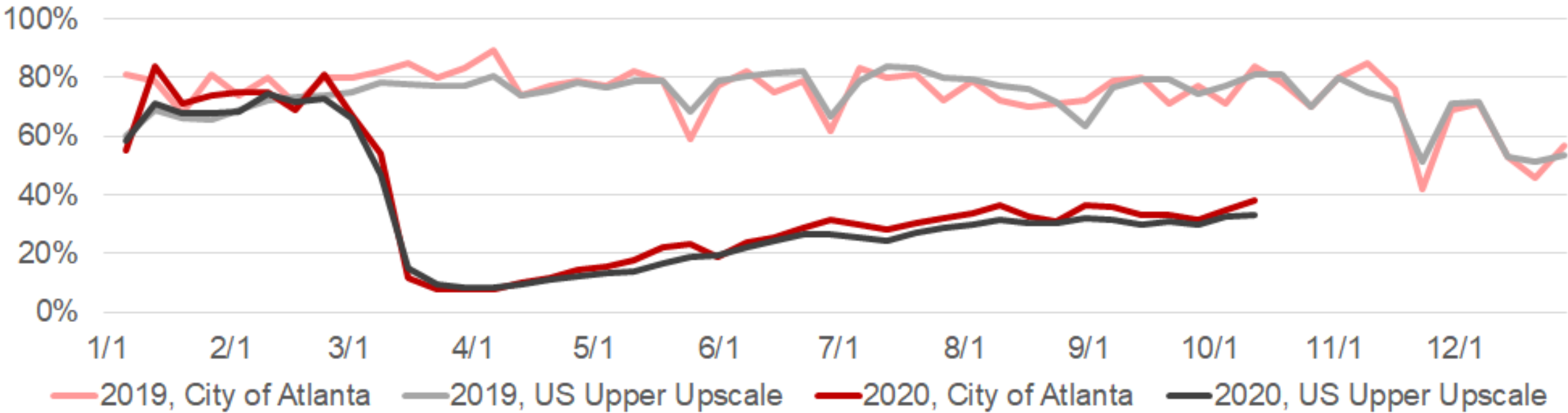
- Narrow use of group program resources to focus on citywide business
- Leverage competitive advantage as the premier destination for diversity, equity and inclusion
- Deepen our relationships with third-party lead producers
- Expand martech platform to generate increased leads and bookings
- In partnership 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 programs and products across all areas of ACVB



# 2021 BUSINESS PLAN



# CITY OF ATLANTA OCCUPANCY vs. US UPPER UPSCALE 2020



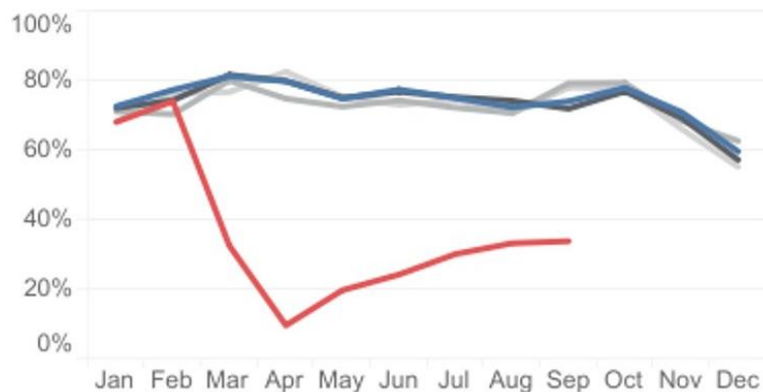
# SEPTEMBER 2020 HOTEL OCCUPANCY

## CITY OF ATLANTA

### SINGLE MONTH

# 34%

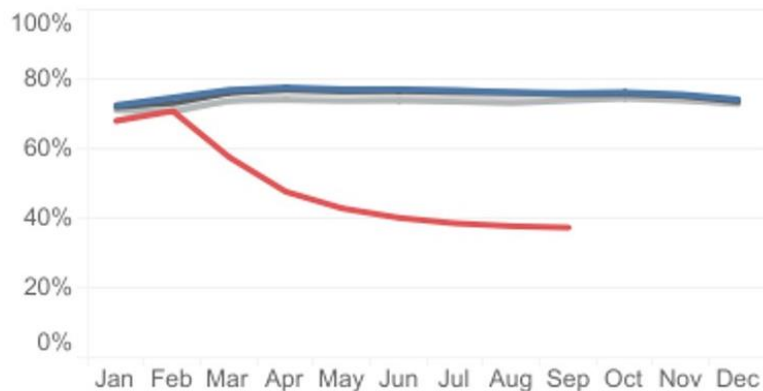
vs. LY **-40.2%** **-54.4%**  
 vs. 5 Yr Avg **-33.6%** **-49.9%**  
raw change % change



### YEAR TO DATE

# 37%

vs. LY **-38.7%** **-50.9%**  
 vs. 5 Yr Avg **-30.2%** **-44.7%**  
raw change % change



September 20..

	Occ	YoY	vs. 5 Yr
Total Atlanta Market	49%	-27.9%	-26.0%
Downtown	30%	-59.6%	-54.8%
Midtown	34%	-54.9%	-49.8%
Buckhead	42%	-44.7%	-40.3%
Airport	46%	-36.4%	-32.5%
Major Convention Hotels	25%	-67.5%	
GWCC 1-Mile Radius	29%	-60.7%	-55.5%
Top 25 Lux & UpUp	29%	-62.4%	-57.7%

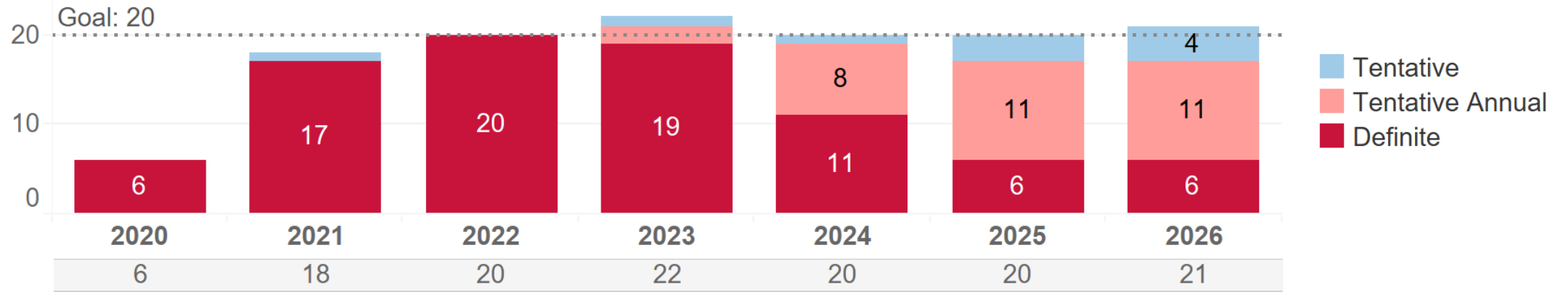
	Occ	YoY	vs. 5 Yr
Total Atlanta Market	48%	-33%	-28.0%
Downtown	37%	-53%	-46.2%
Midtown	36%	-51%	-45.2%
Buckhead	40%	-48%	-42.6%
Airport	47%	-39%	-32.7%
Major Convention Hotels	35%	-57%	
GWCC 1-Mile Radius	37%	-54%	-46.7%
Top 25 Lux & UpUp	36%	-53%	-48.0%

2020 2019 2018 2017 2016

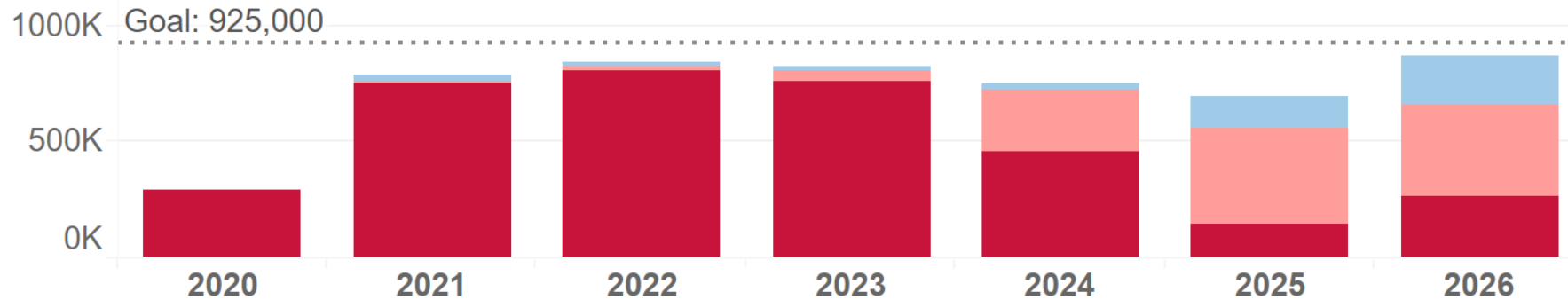
Source: STR

# LARGE GROUPS FOR FUTURE YEARS

## 5,000+ on Peak Number of Events



## 2,500+ on Peak Room Nights



# 2020 HIGHLIGHTS

- Booked 20 major citywides and 925,000 convention room nights
- Led U.S. destinations in booking convention business during pandemic
- Secured four major new groups due to GWCC expansion
- Rebooked 17 major conventions for future years
- Maintained top five ranking among meeting destinations (No. 4)
- Hosted 60 virtual and in-person site visits
- Redesigned convention services collateral and marketing assets for convention customers
- Secured three industry events to promote the future of Atlanta
- Engaged more than 300 international tour operators and travel agents with virtual training webinars
- Maintained leadership positions with PCMA, IAEE, ASAE, MPI Georgia, U.S. Travel Association and Destinations International
- Redirected support staff to optimize sales efforts

# 2020 HIGHLIGHTS

- Launched new martech platform and new DiscoverAtlanta.com website
- Launched Still Atlanta campaign, expanded to feature 26 Black leaders, receiving 4.8 million impressions
- Developed 'We are ATL' microsite and content for COVID-19 resources and updates
- Launched Atlanta's food story campaign with cookbook, culinary microsite and Atlanta Film Festival partnership
- Broadcast four 24-minute episodes of 'Taste Atlanta' globally
- Executed Expedia OTA campaign with 7.2 million impressions, delivering 22,000 room nights and 24,000 air tickets
- Received international recognition for best travel/tourism campaign for 'I AM ATL' from Online Media, Marketing and Advertising Association (OMMA)
- Continued enhancements of 360ATL virtual tour and development of ATL FlyCycle virtual bike tour
- Supported ASAE with debut of engaging virtual trade show booth including virtual tours, GWCCA new developments video and COVID-19 resources
- Launched 'On a Different Level' campaign for meeting planners focused on supporting citywide sales

# KEY MARKETING HIGHLIGHTS

- Social media
  - 44.3 million impressions (through Q3)
  - 2.69 million engagements (through Q3)
- Website traffic
  - 2 million sessions (through Q3)
  - 4 million page views (through Q3)
- Meeting planner media campaigns
  - 5 million impressions (through Q3)
- Discover Atlanta app
  - 235,000 app page views
  - 3,500 monthly active users



ATLANTA...MAKING

Sue Sabatke  
International Data  
Association

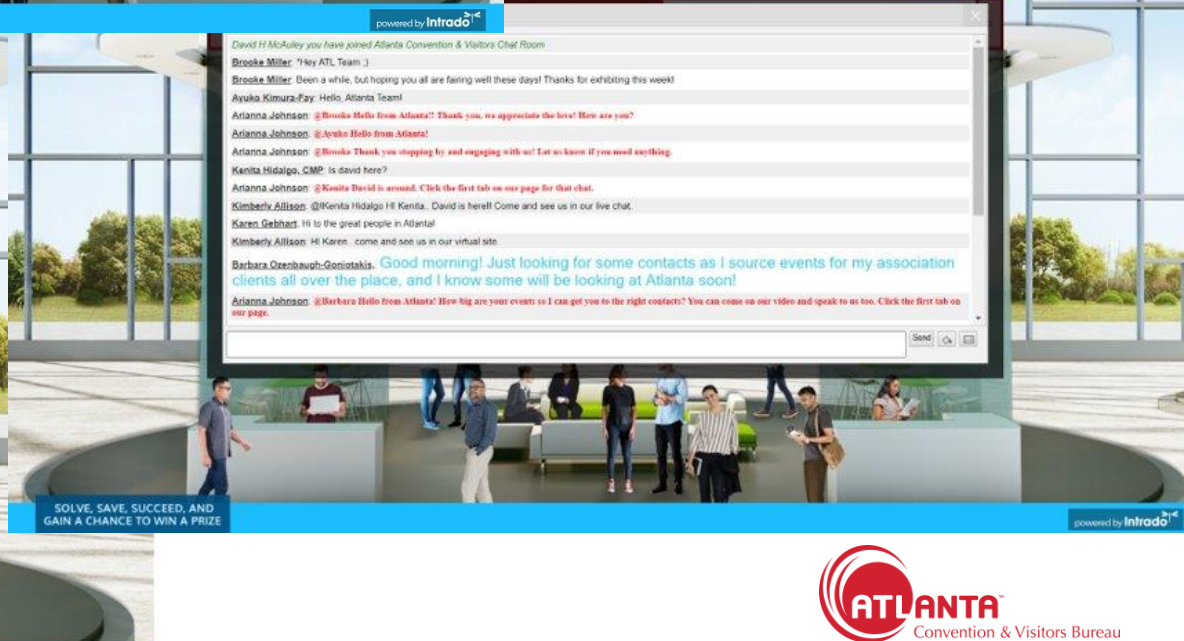
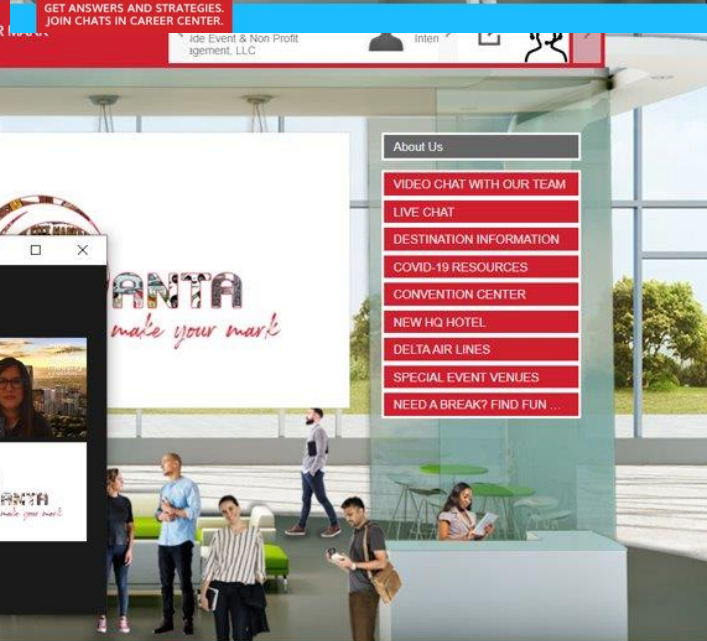
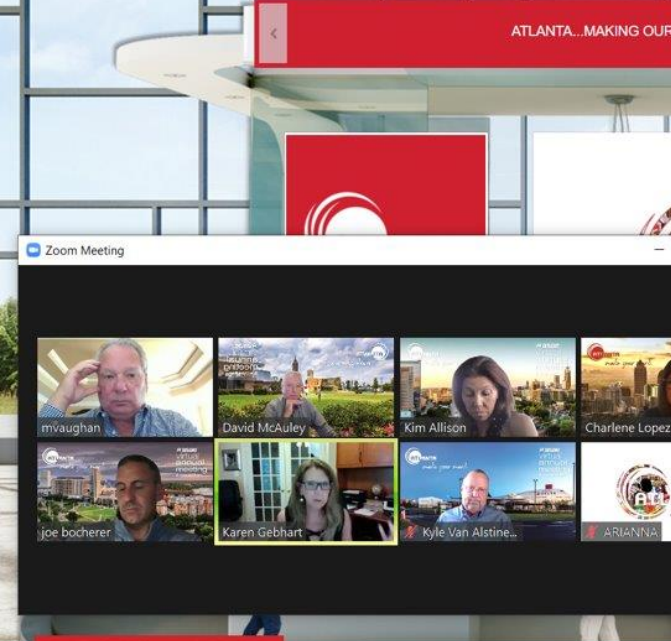
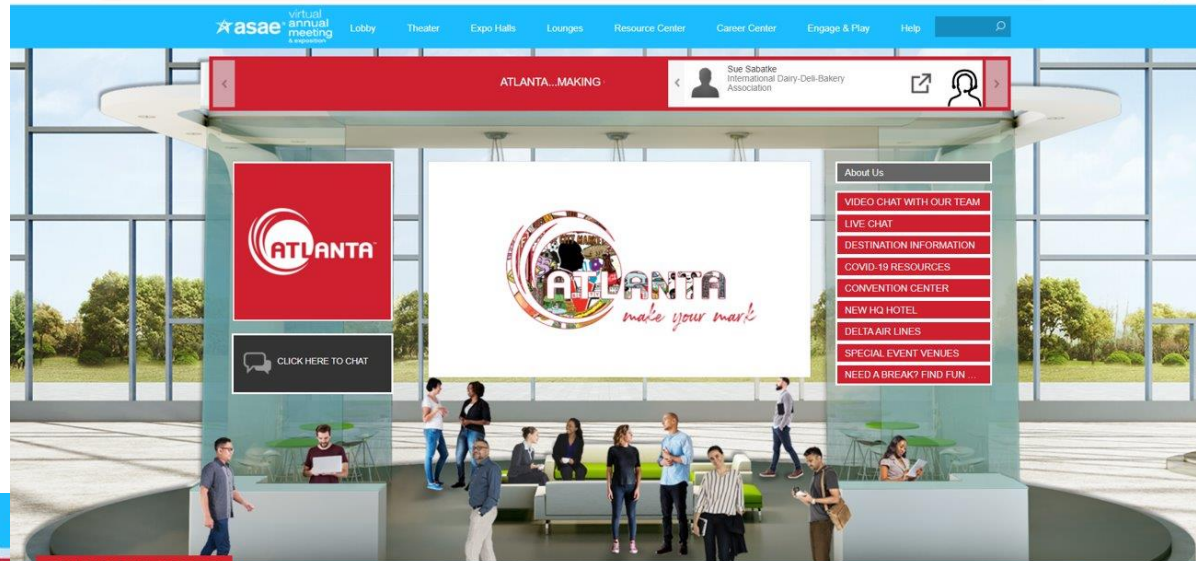
# CONVENTION TRADE SHOWS

ASAE Virtual Annual Meeting & Expo – Aug. 10-12

- Virtual booth design featuring video chat with ACVB sales team members and booth partners
- Interactive virtual tour of Atlanta including GWCC virtual tour
- GWCCA new developments video loop featuring updated visuals of new GWCC expansion and other significant campus enhancements
- Provided COVID-10 specific resources

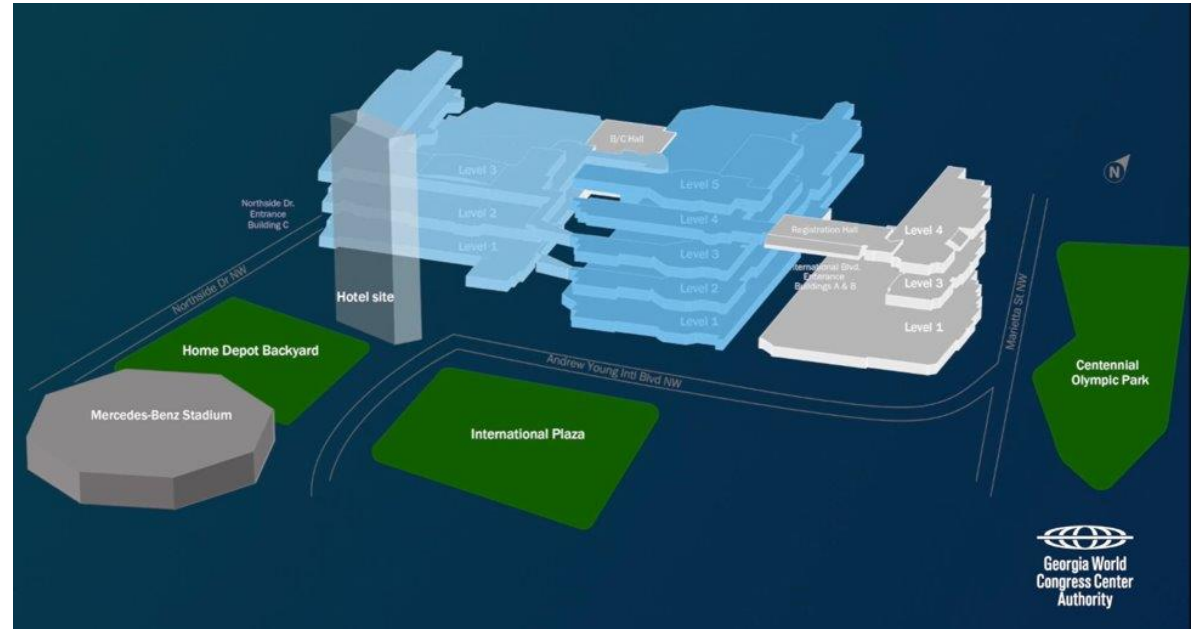


# 2020 VIRTUAL TRADE SHOW BOOTH

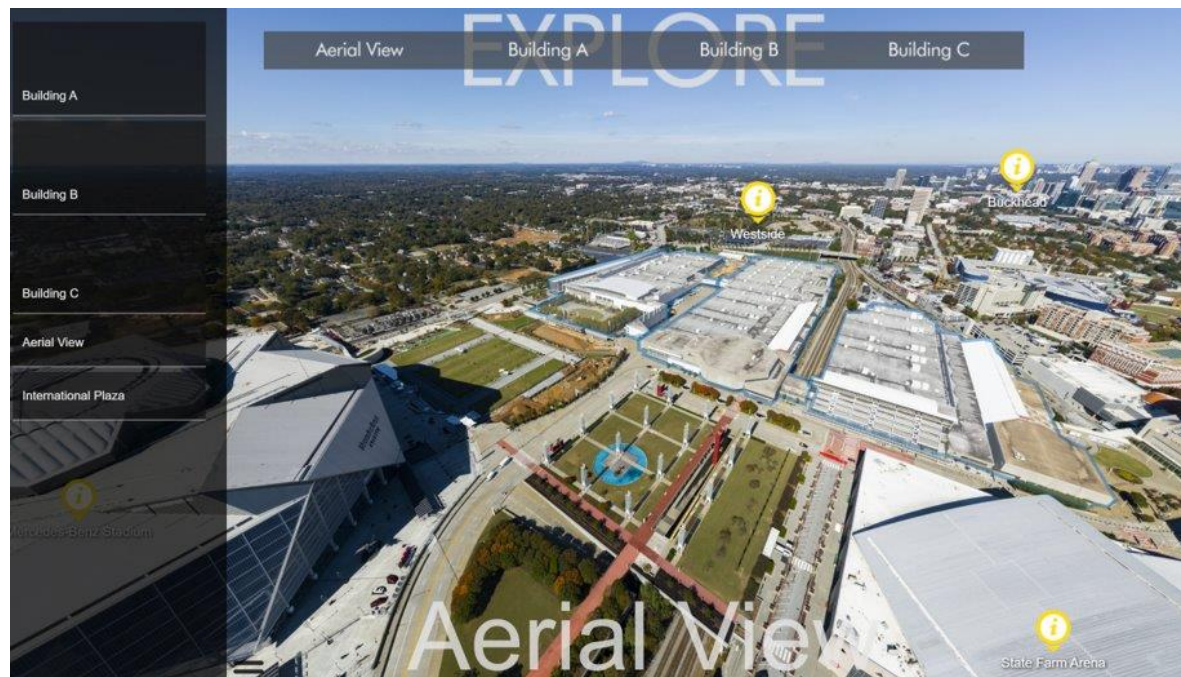
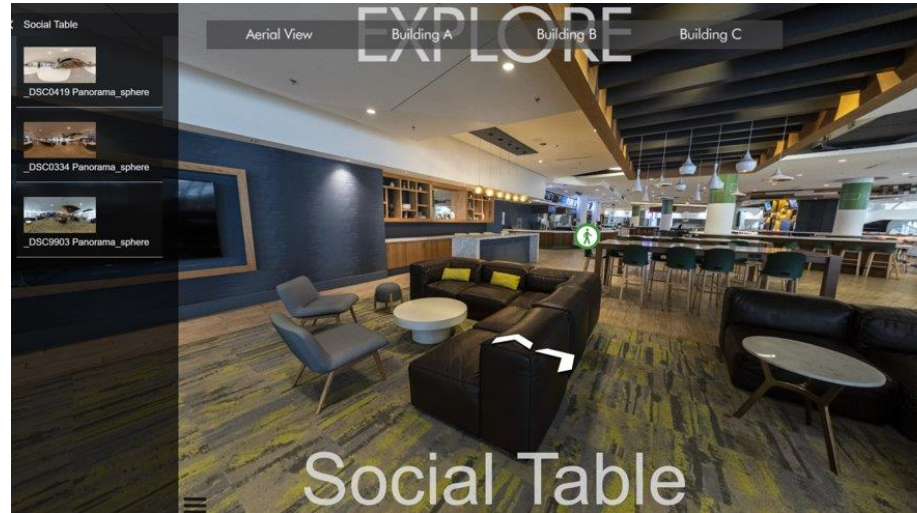
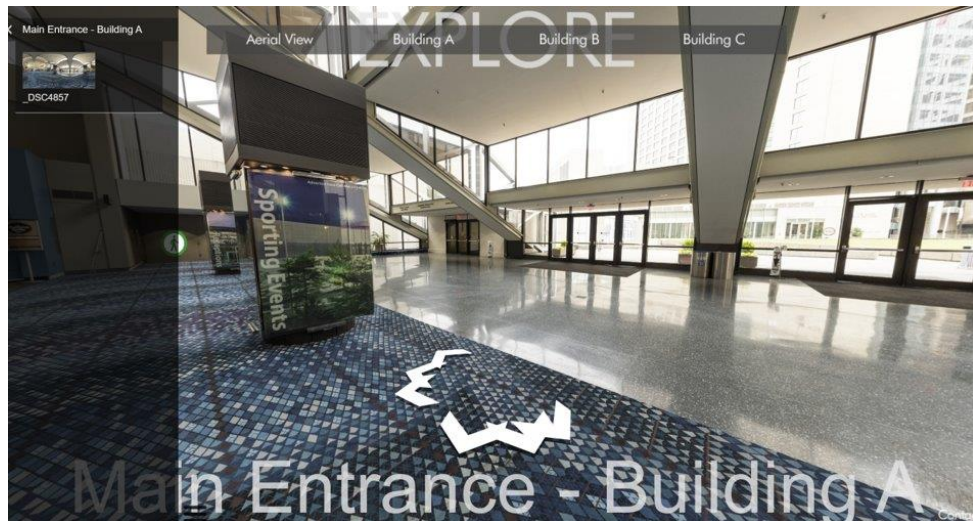




# 2020 GWCCA NEW DEVELOPMENTS VIDEO LOOP



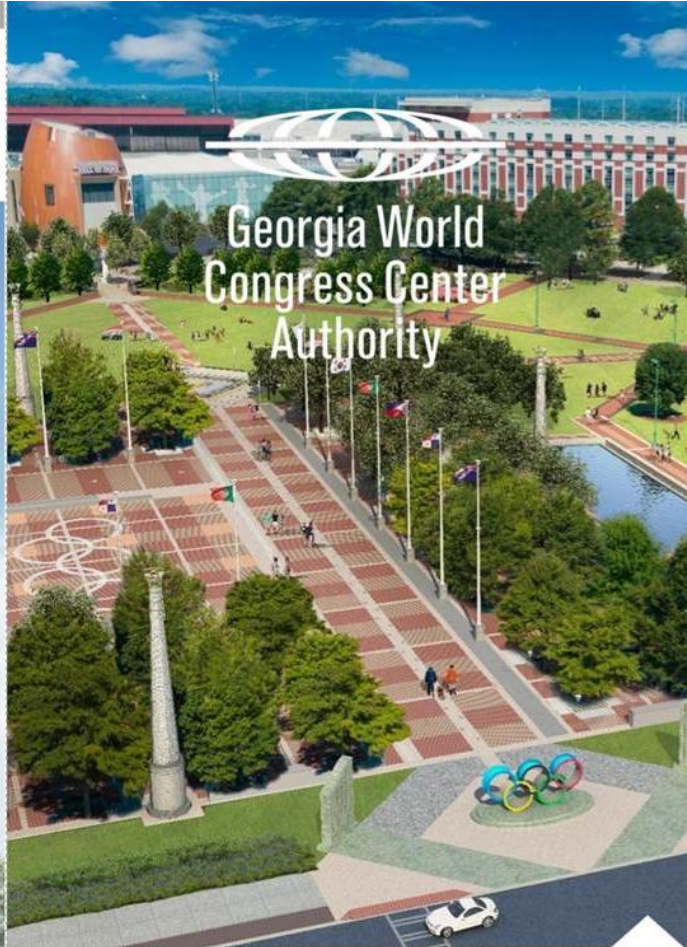
# 2020 GWCCA 360 VIRTUAL TOUR



Comprehensive, high resolution virtual tour of GWCC featured on [DiscoverAtlantaMeetings.com](https://DiscoverAtlantaMeetings.com) virtual tour platform; also promoted on [gwcca.org](https://gwcca.org)

# 2020 UPDATE AND UPNEXT PRESENTATIONS

**NEW LUXURY  
SIGNIA BY HILTON CONVENTION  
CENTER HOTEL  
OPENING SOON**



**\$27 MILLION RE-ENVISIONING OF  
CENTENNIAL OLYMPIC PARK**

**GWCC EXHIBIT HALL BC  
CREATING 1+ MILLION GSF  
EXHIBIT SPACE  
COMPLETION DATE: DEC 2019**



# 2020 BID BOOKS

## GEORGIA WORLD CONGRESS CENTER

Located in the heart of downtown Atlanta, Georgia World Congress Center features 1.4 million square feet of prime exhibit space, 12 exhibit halls, 88 meeting rooms, two ballrooms and three beautifully landscaped outdoor plazas ideal for after-hours functions.

Complemented by Centennial Olympic Park and Mercedes-Benz Stadium, the three facilities comprise one of the finest convention, sports, and entertainment destinations in the world.



### OVERVIEW

- 5.3x million square feet
- 12 exhibit halls featuring 1.4 million square feet of prime exhibit space
- 88 meeting rooms
- 2 ballrooms
- 3 food court auditoriums
- Around 7,000 parking spaces in on-site, surface lots
- Fully ADA accessible

## GEORGIA WORLD CONGRESS CENTER

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 Sidney Marcus Auditorium, a perfect setting for speeches, award presentations, and entertainment events.



### BUILDING A HIGHLIGHTS

- 3 exhibit halls totaling 340,000 square feet of exhibit space
- 29 meeting rooms
- Sidney Marcus Auditorium
- 1,200 seats x 10 wheel-chair spaces
- 65,000 square feet of exhibit space
- Executive Boardrooms with 24

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, Georgia World Congress Center features 1.4 million square feet of prime exhibit space, 12 exhibit halls, 88 meeting rooms, two ballrooms and three beautifully landscaped outdoor plazas ideal for after-hours functions.

Complemented by Centennial Olympic Park and Mercedes-Benz Stadium, the three facilities comprise one of the finest convention, sports, and entertainment destinations in the world.

## GEORGIA WORLD CONGRESS CENTER

The heart of Georgia World Congress Center, Building B features four exhibit halls, 47 meeting rooms, and the 50,000 square foot Thomas Murphy Ballroom. Amenities include a FedEx office, gift shop, Southern Rivers Cafe, and Social Table.



### BUILDING B HIGHLIGHTS

- 4 exhibit halls totaling 607,000 square feet of exhibit space
- 47 meeting rooms
- Thomas Murphy Ballroom
- 50,000 square feet of exhibit space
- 4 sections provide numerous options
- Amenities include FedEx office, gift shop, Southern Rivers Cafe, and Social Table

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, Georgia World Congress Center features 1.4 million square feet of prime exhibit space, 12 exhibit halls, 88 meeting rooms, two ballrooms and three beautifully landscaped outdoor plazas ideal for after-hours functions.

Complemented by Centennial Olympic Park and Mercedes-Benz Stadium, the three facilities comprise one of the finest convention, sports, and entertainment destinations in the world.

## GEORGIA WORLD CONGRESS CENTER

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



### BUILDING C HIGHLIGHTS

- Four exhibit halls totaling 410,200 square feet of exhibit space
- 23 meeting rooms
- 25,727 square foot Georgia Ballroom conveniently south of 2,000 for dinner and 3,000 theater seats
- Amenities include FedEx office and gift shop

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, Georgia World Congress Center features 1.4 million square feet of prime exhibit space, 12 exhibit halls, 88 meeting rooms, two ballrooms and three beautifully landscaped outdoor plazas ideal for after-hours functions.

Complemented by Centennial Olympic Park and Mercedes-Benz Stadium, the three facilities comprise one of the finest convention, sports, and entertainment destinations in the world.

## GREEN MEETINGS IN ATLANTA THE CITY IN THE FOREST

Atlanta is known as the city in the forest due to its abundance of trees. With 30 percent of the city covered in trees, Atlanta is more densely wooded than other major regions in the U.S., which average only 21 percent coverage.

**WHAT IS GREEN CERTIFICATION?**  
According to the Green Building Institute (GBI), a rating system designed for the Green Star Building based on leadership in design and construction (LEED) is a rating system designed for building and construction projects that demonstrate superior environmental performance.

**LEED CERTIFICATION**

LEED Green Building (LEED GB) is the most widely used certification system for buildings. It is a rating system for buildings that are designed, built and operated in an environmentally responsible and resource-efficient manner. LEED GB is a green building certification program that helps building owners and managers make decisions about sustainable buildings. LEED GB is a green building certification program that helps building owners and managers make decisions about sustainable buildings.

**AT-A-GLANCE**

- LEED Green Building (LEED GB) is the most widely used certification system for buildings.
- LEED GB is a green building certification program that helps building owners and managers make decisions about sustainable buildings.

## ATLANTA'S UNIQUE MEETING DISTRICTS

Getting to Atlanta is easy. Atlanta's unique meeting districts provide you with the options to select the best location within our city for your upcoming meeting. Each district has a unique personality and offers a variety of hotels and special event venues to meet all your needs.



### DOWNTOWN

Downtown is the most popular meeting district in Atlanta. It offers a variety of hotels, restaurants, and entertainment venues. The district is also home to the Georgia World Congress Center.



**THE NUMBERS**

11,000 meeting rooms

2.5 million square feet of exhibit space

10 food and beverage outlets



## JUST STEPS AWAY

It's just steps away from the heart of downtown Atlanta. The Georgia World Congress Center is just steps away from the heart of downtown Atlanta. The Georgia World Congress Center is just steps away from the heart of downtown Atlanta.

## WALKING AROUND THE CONVENTION & ENTERTAINMENT DISTRICT

The Convention & Entertainment District is a vibrant area in downtown Atlanta. It is home to the Georgia World Congress Center, Mercedes-Benz Stadium, and Centennial Olympic Park. The district is also home to a variety of hotels, restaurants, and entertainment venues.

# DISCOVERATLANTAMEETINGS.COM

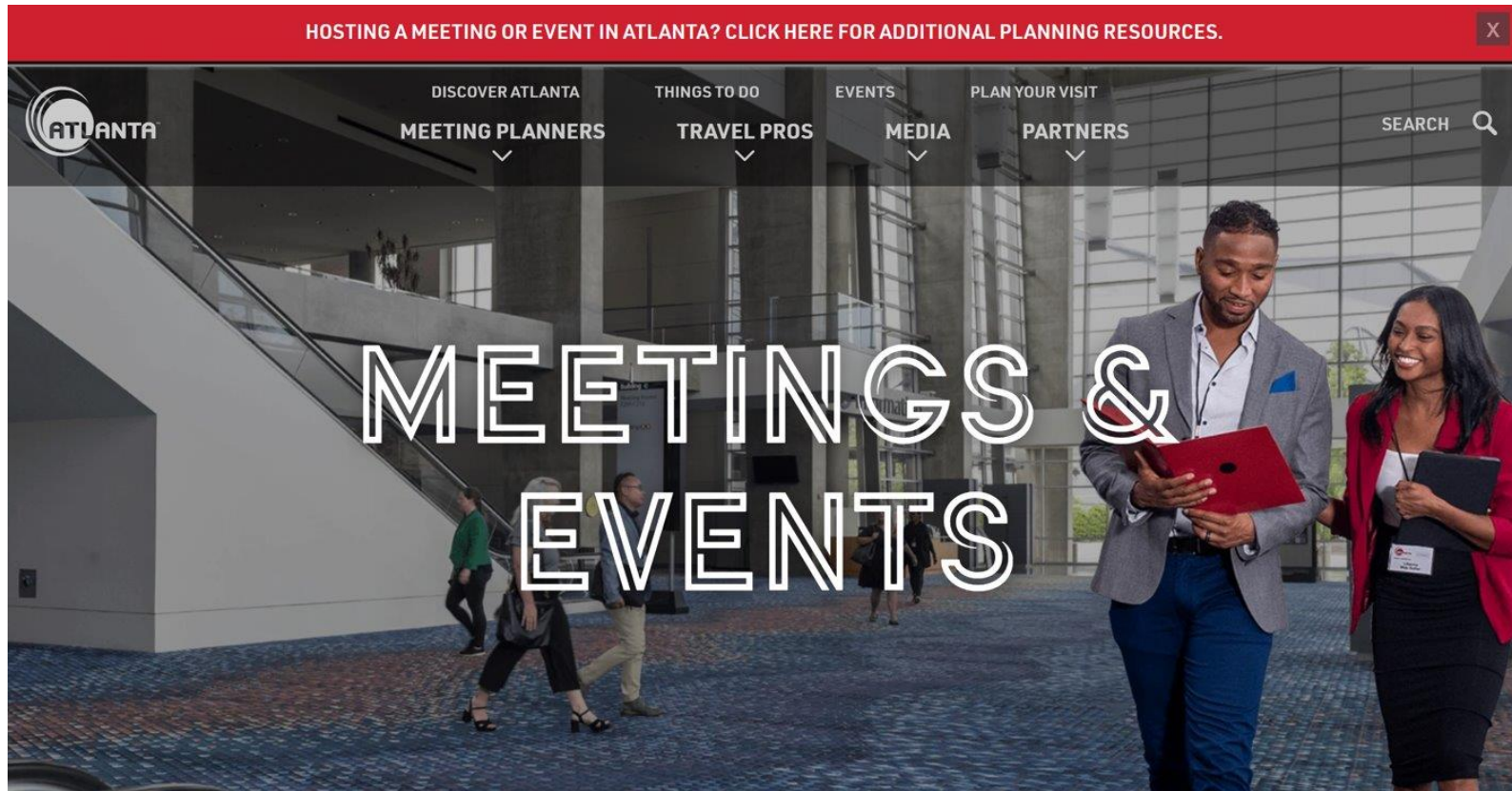
HOSTING A MEETING OR EVENT IN ATLANTA? CLICK HERE FOR ADDITIONAL PLANNING RESOURCES. X

ATLANTA

DISCOVER ATLANTA   THINGS TO DO   EVENTS   PLAN YOUR VISIT

MEETING PLANNERS   TRAVEL PROS   MEDIA   PARTNERS   SEARCH

# MEETINGS & EVENTS



**WORLD-RENOWNED ACCESSIBILITY**

LEARN MORE >



**WALKABLE CONVENTION & ENTERTAINMENT DISTRICT**

READ MORE >

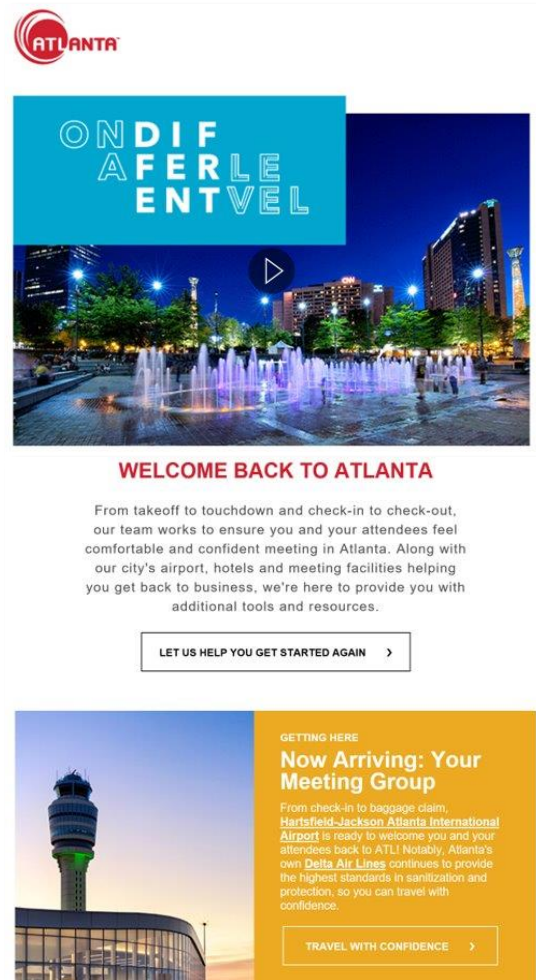


**UNIQUE ATTRACTIONS & SPECIAL EVENT VENUES**

VIEW VENUES >



# ON A DIFFERENT LEVEL CAMPAIGN



ATLANTA

## ON A DIFFERENT LEVEL

WELCOME BACK TO ATLANTA

From takeoff to touchdown and check-in to check-out, our team works to ensure you and your attendees feel comfortable and confident meeting in Atlanta. Along with our city's airport, hotels and meeting facilities helping you get back to business, we're here to provide you with additional tools and resources.

LET US HELP YOU GET STARTED AGAIN >

GETTING HERE  
**Now Arriving: Your Meeting Group**

From check-in to baggage claim, Hartsfield-Jackson Atlanta International Airport is ready to welcome you and your attendees back to ATL! Notably, Atlanta's own Delta Air Lines continues to provide the highest standards in sanitization and protection, so you can travel with confidence.

TRAVEL WITH CONFIDENCE >

Meeting planner e-newsletter  
September 2020



ATLANTA

MEETING MODE III NIGHT MODE

## ON A DIFFERENT LEVEL

**1<sup>ST</sup>** Convention Center in the US to achieve GBAC STAR™ accreditation for facility preparedness

Plus 1.1M+ sq. ft. of contiguous exhibit space

With charming meeting districts, expansive green spaces, entertainment for every curiosity, and a sprawling 200-acre convention campus, Atlanta doesn't invent meeting and event possibilities—we put them **on a different level.**

See the latest health and safety precautions Atlanta is taking to ensure a safe meeting for your attendees.

### VIRTUAL ATLANTA

Experience Atlanta's 2021 virtual meeting to different level. Take a virtual tour of one of Atlanta's most transformational assets, the BeltLine. Explore the different meeting districts, unique venues and diverse group dining spots, or get a favor of the vibrant, modern neighborhoods.

LEARN MORE >

### DOWNTOWN CONVENTION CAMPUS

1.1M+ SQ. FT. OF Contiguous Exhibit Space  
Luxury Signia Hilton Hotel (2023)  
Mercedes-Benz Stadium  
Re-imagined Centennial Olympic Park

LEARN MORE >

Campaign landing page

# JUNE AND AUGUST 2020 MART SUPPORT


  
**6,282**
  
 TOTAL IMPRESSIONS


  
**187**
  
 TOTAL ENGAGEMENTS

June 2020



  
**17,972**
  
 TOTAL IMPRESSIONS


  
**739**
  
 TOTAL ENGAGEMENTS

August 2020

**Atlanta Meetings** @ATLMeetings

You can't shop on an empty stomach. 🍔 Luckily some of ATL's favorite flavors are just a quick walk down the street from @AtlantaApparel! Get the energy you need to shop 'til you drop at spots like Hard Rock Cafe, Morton's, Red Phone Booth, C and more, all open for dine-in.



Atlanta Meetings  
www.atlanta.net

11:56 AM · Jun 11, 2020 · Twitter for Advertisers

View Tweet activity

3 Retweets 16 Likes

**Atlanta Meetings** @ATLMeetings

It's easy to work up an appetite when you're shopping. Take a break to grab a quick bite to eat! Restaurants like Hard Rock Cafe and Morton's Steakhouse are located within walking distance of @AmericasMart and are perfect for a midday pick-me-up. [bit.ly/2PnDFMM](https://bit.ly/2PnDFMM)



Atlanta Meetings @ATLMeetings

What an incredible week it's been in downtown #ATL at August Atlanta Apparel! Why not close it out in style? Amalfi Pizza is open for takeout and outdoor dining, and is just a hop and skip away from the venue. [bit.ly/2Yh1Kco](https://bit.ly/2Yh1Kco)




11:47 AM · Aug 6, 2020 · Twitter Web App

View Tweet activity

3 Likes

**Atlanta Meetings** @ATLMeetings

End the week of Atlanta Market in style. ☀️ Located a street away from @AmericasMartATL is a host of fine dining, open and operating safely to give you the best #ATL experience. [bit.ly/2Yh1Kco](https://bit.ly/2Yh1Kco)



2020 · Twitter Web App

View Tweet activity

1 Like

**Atlanta Meetings** @ATLMeetings

Start your day properly with a cup of coffee and breakfast from a classic #ATL spot! Atlanta Breakfast Club is just a few blocks away from @AmericasMartATL and is a perfect start to any day. [bit.ly/2PnDFMM](https://bit.ly/2PnDFMM)



8:56 AM · Aug 15, 2020 · Twitter Web App

View Tweet activity

2 Retweets 8 Likes

**Atlanta Meetings** @ATLMeetings

Whether you're learning, shopping or exhibiting, it's important to be pouring into your business right now. #Atlanta is here to make sure you feel at home before and after you visit @AmericasMartATL. [bit.ly/2DusaR8](https://bit.ly/2DusaR8)




3:54 PM · Aug 13, 2020 · Twitter Web App

View Tweet activity

3 Retweets 11 Likes

**Atlanta Meetings** @ATLMeetings

Make sure you're energized for August Atlanta Apparel at @AtlantaApparel! Grab fuel to start your day right at Atlanta Breakfast Club before heading over. [bit.ly/2Yh1Kco](https://bit.ly/2Yh1Kco)



8:42 AM · Aug 4, 2020 · Twitter Web App

View Tweet activity

1 Like

**Atlanta Meetings** @ATLMeetings

In town for August Atlanta Apparel? You'd be remiss to not check out Busy Bee Cafe! An #Atlanta staple just minutes away from @AmericasMart, no trip to the A is complete without a plate. Check them out when that meal break hits! [bit.ly/2DusaR6](https://bit.ly/2DusaR6)



12:49 PM · Aug 6, 2020 · Twitter Web App

View Tweet activity

1 Like

# STILL ATLANTA CAMPAIGN EXPANDED TO SUPPORT THE BLM MOVEMENT

Due to the protests that started May 29, we pivoted from our planned Still Atlanta/Still Beautiful brand affinity campaign to celebrate past and present Black leaders that have helped make Atlanta the city it is today.

- Started posts June 5, ended June 23
- Posts promoted on Instagram, Facebook and Twitter, with additional video content on Facebook and Twitter
- Garnered +300,000 impressions



Discover Atlanta  
12 June at 11:47

Still Atlanta

Still being forged in fire, Atlantans have trailblazed their way through every obstacle. Keeping the same energy as those that came before us is why we're Still Atlanta. See less





# 2020 ADVERTORIALS



SkiftX

SPONSORED

## How Atlanta's BeltLine Is Revitalizing the City for Meetings and Events

Atlanta Convention and Visitors Bureau + Skift- Sep 15, 2020 8:42 am

### SKIFT TAKE

Atlanta's BeltLine loop has already transformed the way meeting and event attendees can experience the city, and will continue to do so as the project continues to develop through 2030.

— Atlanta Convention & Visitors Bureau



SHARE



Tweet



Share



Post



Send

Atlanta is known for its intown neighborhoods, each with its own personality and unique vibe. A common thread that unites the communities is Atlanta BeltLine, a former railway corridor turned pedestrian path around the core of the city.

The BeltLine, one of the largest transportation projects in Atlanta's history and one of the most ambitious sustainable redevelopment projects taking place in the United States right now, has transformed the landscape of the city. As of today, Atlanta BeltLine comprises 22 miles of unused railroad tracks circling 45 of the city's in-town neighborhoods. By the time the BeltLine is complete in 2030, it will provide a 33-mile network of multi-use trails and walkways, open green space, and restored parks, as well as access to outdoor art installations, restaurants and breweries, and art galleries and shopping, to locals and visitors alike. The BeltLine shouldn't have any problem living up to its slogan, "Where Atlanta Comes Together."

### ATLANTA'S BELTLINE BOLSTERS ITS MEETINGS AND EVENTS

# DISCOVERATLANTA.COM



- MEETING PLANNERS
- DISCOVER ATLANTA
- TRAVEL PROS
- THINGS TO DO
- MEDIA
- EVENTS
- PARTNERS
- PLAN YOUR VISIT

SEARCH

## DISCOVER ATLANTA



What makes our city great?

It's not just the gleaming skyline that peers through the lush tree canopy. It's not just the mix of innovative flavors and Southern traditions. It's also the spirit of our people and our approach to life that, no matter how much the world changes, remain rock solid. Because even though the world around us has changed, we are still pushing forward. The City in the Forest is ever-evolving, but the truth endures — everything that everyone loves about our city is everything that still makes it Atlanta.

[Still beautiful. Still welcoming. Still Atlanta.](#)

ATLANTA  
CityPASS

SAVE 40% AT 5 TOP ATTRACTIONS

See the best of Atlanta with one easy-to-use mobile ticket and enjoy 30 days of validity.

[SEE HOW IT WORKS](#)



A TRIP  
OF A  
LIFETIME

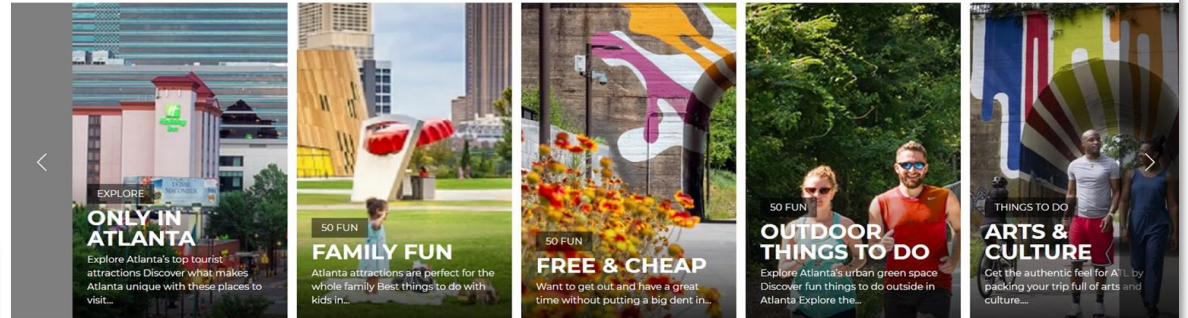
musicians across the city, or stroll through endless neighborhoods of unique shops. Whatever you choose, you're in for a trip of a lifetime.

We can't wait to share our remarkable city with you!

Be sure to grab an Atlanta CityPASS and save on tickets to some of the top attractions.

## 50 FUN THINGS TO DO

Check out [50 fun things to do in Atlanta](#) to get a head start on learning about our city favorites.

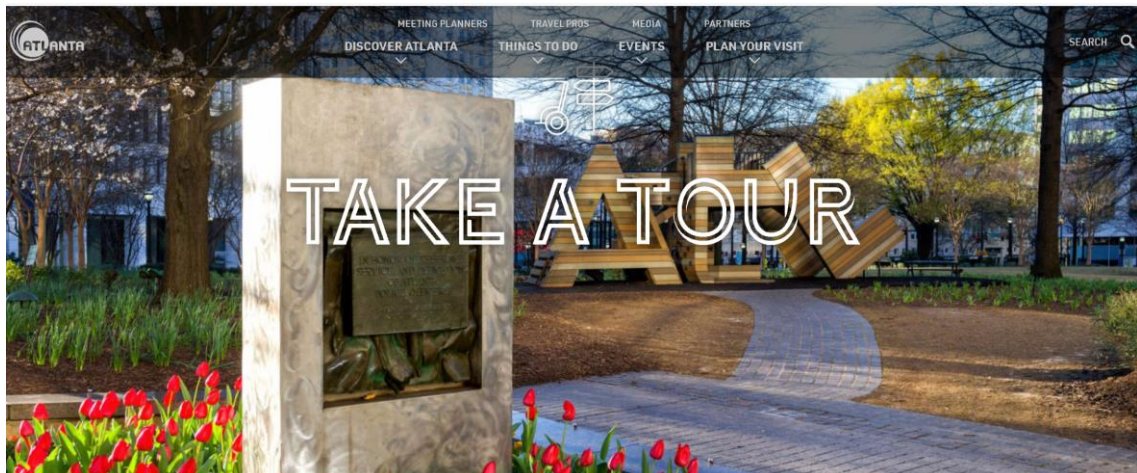


[SEE ALL 50 THINGS TO DO](#)

## EXPLORE ATL



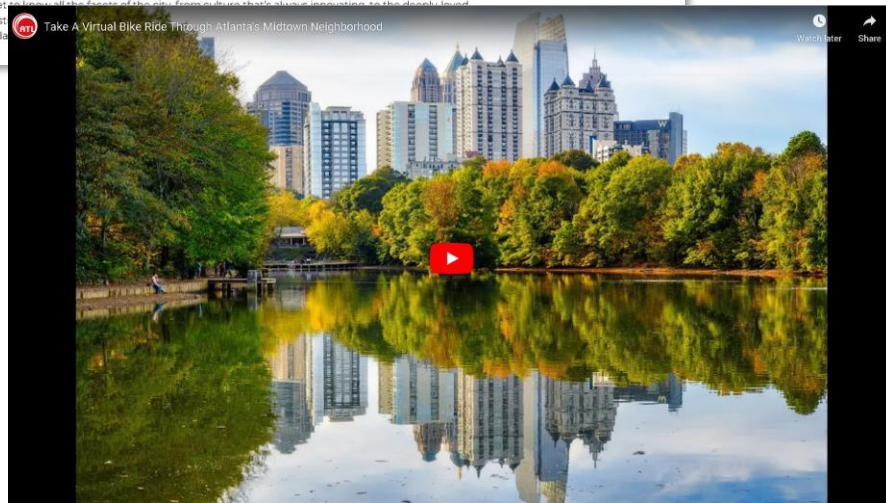
# WeAreATL AND COVID-19 RESOURCES



PICTURE YOURSELF HERE

Explore the city without leaving home. See all the things to do in Atlanta from a new point of view. Find the home of the Atlanta Braves, the world-famous Georgia Aquarium, and plenty of other attractions that keep explorers discovering what makes the city different from any other.

Get inspired by the forces of nature, from culture to art, innovation to the deeply rooted history of Atlanta.



## COVID-19 TRAVEL UPDATES



Atlanta Convention & Visitors Bureau is actively monitoring developments surrounding coronavirus as the safety and health of our visitors is a top priority. [Stay up to date](#) with the latest information.

SEE TRAVEL RESOURCES

## COMMUNITY RESOURCES



Looking for [ways to help](#) those in need impacted by the COVID-19 (coronavirus) emergency? Or if you [need help](#), there are people and organizations rising up to assist. Job openings available during this crisis are [provided here](#).

SEE COMMUNITY RESOURCES

# COVID-19 RESOURCES

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



- MEETING PLANNERS
- TRAVEL PROS
- MEDIA
- PARTNERS
- DISCOVER ATLANTA
- THINGS TO DO
- EVENTS
- PLAN YOUR VISIT

SEARCH

## COVID-19 (CORONAVIRUS)

### HEALTH AND SAFETY PROCEDURES REGARDING COVID-19

Welcome back to Atlanta!

Atlanta Convention & Visitors Bureau (ACVB) is actively monitoring developments surrounding coronavirus as the safety and health of our visitors is our top priority. We are fully engaged with local and state officials to coordinate a safe return to travel. ACVB executives serve on Atlanta Mayor Keisha Lance Bottoms' advisory council for reopening the city and are also involved in discussions with leaders at the state level. Hospitality partners throughout Atlanta are implementing new and enhanced procedures to safeguard our guests as we welcome you back.

TRAVEL RESOURCES: COVID-19 (CORONAVIRUS). LEARN MORE.



- MEETING PLANNERS
- TRAVEL PROS
- MEDIA
- PARTNERS
- DISCOVER ATLANTA
- THINGS TO DO
- EVENTS
- PLAN YOUR VISIT

SEARCH

## NEW EVENT SOLUTIONS

Atlanta is open and ready to host your event! Meetings and conventions held in Georgia are asked to follow 21 specific requirements outlined on pages 48-50 in Governor Brian Kemp's executive order.

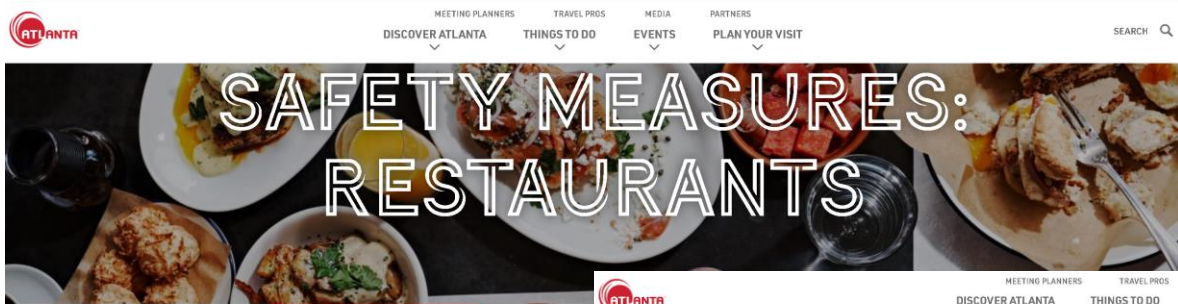
[SEE STATE EXECUTIVE ORDER](#)

## MASK GUIDELINES

Mayor Bottoms issued an [executive order](#) requiring face coverings in public buildings and outdoor areas within the city of Atlanta where social distancing is not possible. Masks are mandatory at all times inside Hartsfield-Jackson Atlanta International Airport. Private businesses may mandate mask requirements at their discretion.



# COVID-19 RESOURCES



**OPEN RESTAURANTS WITH OPERATION STATUS**

The current operating status of individual restaurants is listed below. For additional information about each business, changes to operations and safety measures, click the related browse links per listing. Please see our disclaimer below regarding the accuracy of this information.

For more COVID-19 resources, [click here](#).

THANK

SEARCH  
KEYWORD

[LIST VIEW](#) [MAP VIEW](#)

SORT BY:  
NAME

NEIGHBORHOOD



**OPEN HOTELS WITH OPERATION STATUS**

The current operating status of individual hotels are listed below. For additional information about each business, changes to operations and safety measures, click the related browse links per listing. Please see our disclaimer below regarding the accuracy of this information.

For more COVID-19 resources, [click here](#).

SEARCH  
KEYWORD

[LIST VIEW](#) [MAP VIEW](#)

SORT BY:  
NAME



**OPEN ATTRACTIONS WITH OPERATION STATUS**

The current operating status of individual attractions is listed below. For additional information about each business, changes to operations and safety measures, click the related browse links per listing. Please see our disclaimer below regarding the accuracy of this information.

For more COVID-19 resources, [click here](#).

SEARCH  
KEYWORD

[LIST VIEW](#) [MAP VIEW](#)

SORT BY:  
NAME

CATEGORY

SHOWING 1 - 15 OF 27



# 2020 OTA (EXPEDIA) CAMPAIGN

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

Southeast radio:

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

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

Expedia English List your property Support Trips Sign in

Stays Flights Cars Vacation packages Things to do More travel

### Discover Atlanta hotel packages

Hotel only  
Flight only  
Flight + Hotel

Leaving from: City or airport  
Going to: Atlanta

Departing: mm/dd/yyyy  
Returning: mm/dd/yyyy

Rooms: 1  
Adults (18+): 2  
Children (0-17): 0

Direct flights only  
 I only need a hotel for part of my trip

Advanced options  
Preferred class: Economy

Search

Stay flexible. We recommend reviewing hotel and airline cancellation change policies before booking in case your plans change.

Please check government advisories before booking and traveling.

Follow Atlanta

**Atlanta welcomes you. Treat yourself to a future Atlanta getaway.**

Refresh and refuel with Atlanta hotel getaway packages and enjoy special deals and perks. The City in the Forest welcomes you with attractions, beautiful neighborhoods, lush parks and foodie cuisine. There is so much to explore with ease. Treat yourself to a future

### TASTE: ATLANTA FIRE

Atlanta was forged in fire and that's reflected in its impressive culinary scene. Meet chef Ron Iku, along with newcomer chef Mia Orino, and bartender Tim Faulkner.



### TASTE: ATLANTA FLAVORS

It's the Southern flavors infused with innovative that Atlanta is known for and chefs Terry Kousl and Carla Fears take us on a tour together with bartender Todd Sears.



### TASTE: ATLANTA COLORS

Chefs create like artists paint. Meet chefs Mercedes Vega and Steven Satterfield, inspired by local ingredients, create a meal that is crowned by a cake from Karen Portales, Sugar Artist.



# TASTE ATLANTA VOYAGER

- Four episodes in worldwide syndication
- Reach of more than two billion on five continents with episodes on repeat broadcast
- Showcased during Atlanta Film Festival

## FIRE. FLAVOR. COLOR.

When three top food critics were tasked with researching the top 50 restaurants in Atlanta, they ended up with 72. They could not write it down any further. That tells you something -- our food scene has matured big time.

Atlanta has long been overlooked and underappreciated as a culinary destination. This occurs despite many national media articles touting about the food scene and the best places to eat in Atlanta, including everything from The Wall Street Journal's top three burgers in the nation to Bon Appetit's best new restaurant in the country.

Simply put, Atlanta is a foodie city that does not rely on outside validation but continues to innovate and thrive. Local support the culinary community and, even in the midst of a pandemic, they're keeping a majority of our restaurants open. Here's a guide to what your appetite and to what you've been missing.



TASTE THE DIFFERENCE. ATLANTA'S FOOD SCENE IS LIKE NO OTHER.



TASTE: ATLANTA



FORGED IN THE FIRE OF THE CIVIL RIGHTS MOVEMENT



A SEAT AT THE TABLE



FEARLESS INNOVATION: ATLANTA'S FOOD STORY



MEET CHEF LINTON HOPKINS



SINK YOUR TEETH INTO SOOTHING SOUL FOOD AND SOUTHERN EATS IN ATLANTA

**ATLANTA**

*"Food (and cooking food together) is the most sincere form of giving and sharing one can do. Cooking is a temporary art that requires dedication and attention at the stove. That dedication is not only a sacrifice of the person cooking. It opens the heart of the person receiving these delicious gifts."*

- Chef Todd Richards

**FEARLESS INNOVATION**  
Atlanta's Food Story  
by Taria Camerino

**ATLANTA'S COOKBOOK IS NOW AVAILABLE**

**FEARLESS INNOVATION: ATLANTA'S FOOD STORY**

Atlanta's food story has been told by many people over the years but none with the focus and passion that chef Taria Camerino has brought to this project. This is not a typical cookbook. Yes, it has 49 recipes covering a wide spectrum of cuisines, including cocktails, but this book will be more at home on your coffee table than in your kitchen with more than 280 pages filled with beautiful photography celebrating Atlanta's food scene.

Visit @fearlessatlanta

Also available on [amazon](#) & [BARNES&NOBLE](#)  
[DiscoverAtlanta.com](#)

click on link in bio and use code "FEARLESS" for \$20 off

# ATLANTA'S FOOD STORY

## Coffee table cookbook

- 49 recipes including cocktails from 30 diverse chefs and bartenders across Atlanta

## Digital experience

- Eight culinary articles  
DiscoverAtlanta.com  
- Seven cocktail recipes  
- Five videos including Forged in the Fire of the Civil Rights Movement and Meet the Chef

## National media placements

The Local Palate – June/July summer edition  
Black Meetings & Tourism – November/December issue



# 2020 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, Signia Atlanta 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](#).

# 2021 ASSUMPTIONS

- A vaccine will be available with general public distribution by late Q2 2021
- Corporate travel restrictions will continue through Q2 2021
- Nationally, convention booking pace will be down 20-40%
- Hotel occupancy will end year between 42-44%
- Continued backlog of lead volume on the major convention side as organizations reward cities they had to cancel during the pandemic
- Traveler sentiment is up to 70% from 58% for attendees to return to events in fall 2021
- 60% of convention planners expect to use a virtual component moving forward
- Conventions will require less rooms and more space to account for decreased attendance and social distancing in the near future

# 2021 BUSINESS PLAN GOALS

- Estimating booking 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 heightened focus on diversity, equity and inclusion

# **ESTIMATING BOOKING 1 MILLION CITYWIDE ROOM NIGHTS TO BE REVIEWED QUARTERLY BASED ON RECOVERY AND MARKET CONDITIONS**

## **New or significant ramp up in focus**

- Increase GWCC expansion efforts by hosting:
  - Large Show Roundtable in August
  - IAEE board of directors in May
- Host IGLTA in September
- Support Atlanta Braves with MLB All-Star Game
- 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
- Ramp up safety messaging and city/state guidelines via DiscoverAtlanta.com to provide real-time resources to meeting planners and attendees

## **Continue or enhance focus from prior year**

- Restructure all partnership agreements
- Start initial preparation for ASAE 2023 annual convention
- 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
- Restructure overall sales programs and attend 30 trade shows and events
- Continue LinkedIn and other social media messaging efforts as budget allows

# 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
  - Leverage our martech platform to provide online attendance-building marketing for all full-service citywide groups
- Revamp toolbox offerings to 12 largest 22 citywide meetings and optimize promotional opportunities during 2021 shows to build traffic for Atlanta show
- Utilize new tiered preshow promotion package and virtual exhibit booth destination marketing assets to expand Atlanta exposure opportunities for all size 2022 groups at their 2021 meetings
- Review and update existing Toolkit and Planner's Timeline and collateral to incorporate new martech platform capabilities
  - Utilize all redesigned marketing and convention services collateral and improved virtual tools (site visits/360ATL, venue catalog, content and blog guides, COVID-19 planning)
  - Update differentiators, messaging points and supporting marketing assets for sales and convention services
  - Leverage digital assets in earned media as people continue making decision virtually
- 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 (virtual or in person)
- Continue to plan/host UpNext Atlanta in Washington, D.C. for meetings booked 2022-24
- Continue to leverage relations 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 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

- Leverage DiscoverAtlanta.com as an enhanced benefit and service for meeting planners, visitors, members and media
- Highlight any citywide events in earned media to help build consumer confidence in return to Atlanta
- Ramp up ongoing efforts for earned media coverage to build more destination appeal

## Continue or enhance focus from prior year

- Develop and acquire new assets 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)
- Target leisure and meetings markets leveraging brand ambassadors with a priority on culinary and diversity messaging
- Enhance 360ATL content supporting virtual, hybrid and in-person site visits/FAMs and trade shows
- Continue to promote GWCCA campus developments in meeting planner messaging
- Continue meeting planner-oriented editorial strategy
- Build on successful 2020 OTA co-op campaign to bring in additional partners
- Pitch and submit Atlanta assets to publications for national accolade opportunities

# **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**

- Establish internal task force to evaluate Simpleview CRM / email marketing integration opportunities with martech platform
  - Develop project scope for 2022 execution
- Refine NLP/personalization engine to reach target audiences beginning with the Black traveler experience
- Merge ACVB's newsroom into new platform to align organizational channels and branding
- Integrate Bandwango experiences, itinerary and savings platform to complement content strategy, help evolve Savings in the City member discount program and expand membership services

## **Continue or enhance focus from prior year**

- 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, ATCOMM, membership – publications + DiscoverAtlanta.com)
- Evaluate platforms, technologies and agencies to streamline efforts
- Develop and acquire new assets to inspire visitors (photography, video, UGC, partner content)
- Improve the integration of 360ATL content with CRM platform to better support virtual, hybrid and in-person site visits/FAMs and trade shows

# **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**

- 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.
- Host IGLTA in September
- 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
- Develop cultural/diversity-specific marketing content and blogs to highlight unique Atlanta heritage for convention attendees
- Participate in ESPA Celebrates Services week and elevate service industry professionals with a team building community service volunteer opportunity
- Seek earned media opportunities in industry trade outlets to highlight ACVB's efforts around DEI

## **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
- Increased focus to educate and offer innovative marketing resources and options to planners that are new to the industry through virtual, hybrid and in-person events
- Highlight industry expertise through guest columns and opinion editorials
- Capitalize on media opportunities to show importance of Atlanta's hospitality industry





# 2021 FINANCIAL PLAN

# 2021 FINANCIAL PLAN NARRATIVE

- For budgeting and cash flow purposes, our financial plan is being presented in cash basis rather than in GAAP basis.
- Total revenue over three years:
  - 2021: \$19,183,234
  - 2020: \$19,513,290
  - 2019: \$40,281,180
- Hotel tax revenue will be up 35% over 2020 and down 57% over 2019
- Private revenue will be up 21% over 2020 and down 67% over 2019
- Payroll and related expenses will be down approximately 10% from 2020 and down nearly 30% from 2019
- Operating and fixed will be down 16% from 2020 and down nearly 51% from 2019. This is primarily due to conversion to cash basis and to rent concessions and cuts in fixed expenses.
- Direct promotional expenses will be down 7% from 2020 and 68% from 2019.

# 2021 SUMMARY BUDGET

	2021 Budget	2020 Forecast
Total revenue	\$ 19,183,234	\$ 19,513,290
Total expense	19,168,234	19,477,690
Excess(deficiency)	\$ 15,000	\$ 35,600

# TOTAL PUBLIC SECTOR REVENUE

	2021 Budget	2020 Forecast
Hotel tax - City of Atlanta	\$ 9,210,784	\$ 6,803,762
Reserves used from deferred revenue	-	5,000,000
Atlanta Convention Marketing Fund - 80%	4,678,493	3,455,879
Atlanta Convention Marketing Fund - 20%	1,169,623	863,970
Total Public Sector Revenue	\$ 15,058,900	\$ 16,123,611

# TOTAL PRIVATE SECTOR REVENUE

	2021 Budget	2020 Forecast
Annual meeting/HHOF	\$ -	\$ -
Contributed services	1,750,000	1,800,000
Co-op cash support	-	-
Grants/sponsorships	-	-
Internet revenue	105,000	95,000
Membership dues	975,000	987,179
Membership services	7,500	7,500
Other revenue	536,834	200,000
Publication ad revenue	750,000	300,000
<b>Total private sector revenue</b>	<b>\$ 4,124,334</b>	<b>\$ 3,389,679</b>

# TOTAL EXPENSE

	2021 Budget	2020 Forecast
Direct promotional expense	\$ 5,191,053	\$ 5,612,157
Expense against capital assets	942,275	1,107,728
Other operating expense	722,176	865,073
Payroll and related expense	7,634,237	8,436,853
Transfer to ACMF reserve	4,678,493	3,455,879
<hr/> Total expense	<hr/> \$ 19,168,234	<hr/> \$ 19,477,690

# TOTAL BUDGET BY CORPORATE ENTITY

	2021 Revenue	2021 Expense
Atlanta Convention & Visitors Bureau, Inc.	\$ 17,273,234	\$ 17,413,558
ACVB Enterprises, LTD	855,000	704,676
ACVB Foundation, Inc.	1,055,000	1,050,000
	<hr/>	
	\$ 19,183,234	\$ 19,168,234

**THANK YOU!**

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





AUTHORITY

**Action Item:**  
**ACVB FY21 Business &  
Financial Plan**

AUTHORITY

# Action Item: Nominating Committee Report

---

AUTHORITY

# 2021 Board Meeting Schedule

---

# 2021 Meeting Schedule

AUTHORITY

JANUARY 26	FEBRUARY 23	MARCH 30	APRIL 27	MAY 18	JUNE 29
JULY 27	AUGUST 31	SEPTEMBER 16	OCTOBER 26	NOVEMBER 30	

**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 Board Meeting

---

January 26, 2021