



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

December 6, 2022

Approval of Minutes October 25, 2022

Welcome Shavannia Williams

- Director of Strategic Partnerships
- Leading Sustainability and Social Responsibility strategy; will supplement GWCCA's event development efforts
- Six years with AMB Sports and Entertainment leading fan innovation for Falcons, United, and Mercedes-Benz Stadium



FINANCIAL

Financial Update

Janet Arsenault
Sr. Director of Finance

Financial Snapshot: October 2022

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$2,174,892	\$2,840,848	↑ \$666K 30.6%
Expense	\$3,539,176	\$3,501,804	↓ \$37K 1%
Net Loss	(\$1,364,284)	(\$660,956)	↑ \$703K

Financial Snapshot: YTD thru October 2022

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$15,317,817	\$18,024,561	↑ \$2.7M 17.7%
Expense	\$15,855,510	\$16,114,788	↑ \$259K 1.6%
Net Profit (Loss)	(\$537,693)	\$1,909,773	↑ \$2.4M

Questions?

AUTHORITY

ACVB 3-Year Strategic Plan 2023 Business/Financial Plan

William Pate
President & CEO

Gregory Pierce
Executive Vice President & CAO/CFO

DISCOVER ATLANTA

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

RECOVERY 2023
Three-year Strategic Plan
and
2023 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



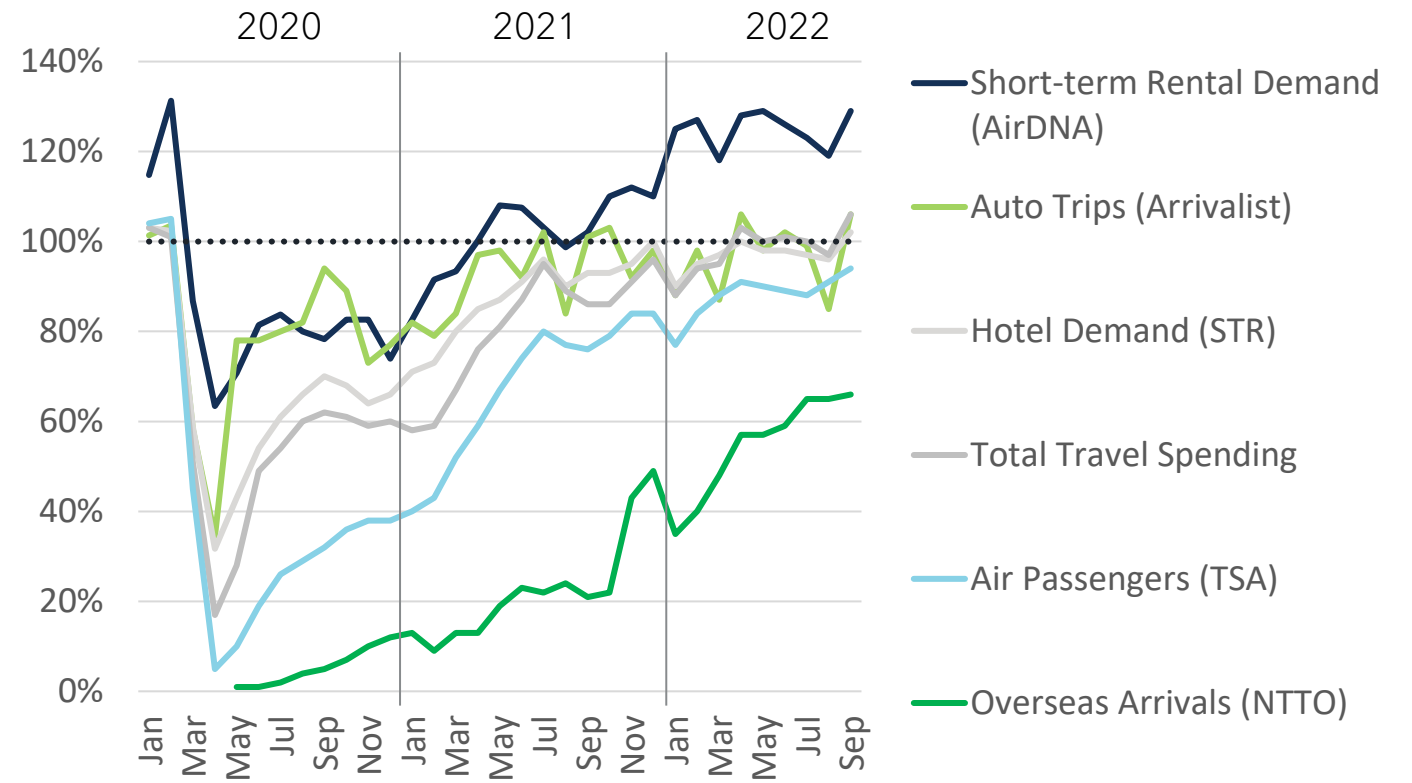
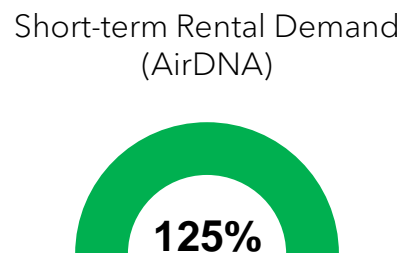
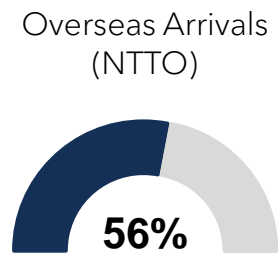
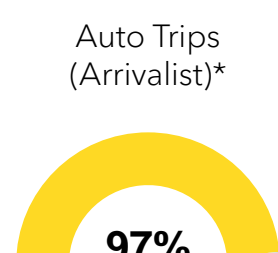
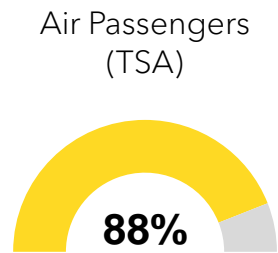
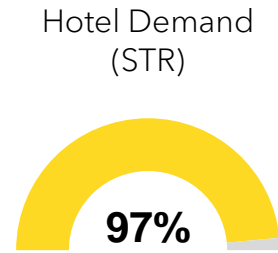
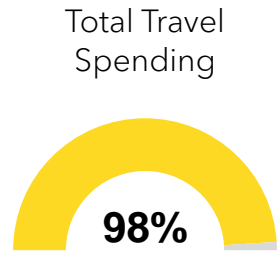
2023 BUSINESS PLAN

U.S. TRAVEL RECOVERY DASHBOARD

SEPTEMBER 2022 YTD

Recovery Ratio Legend vs 2019

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

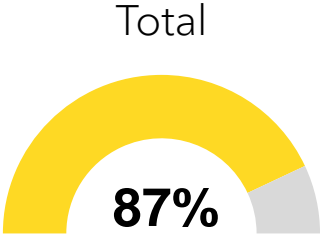


Source: Tourism Economics and U.S. Travel Association

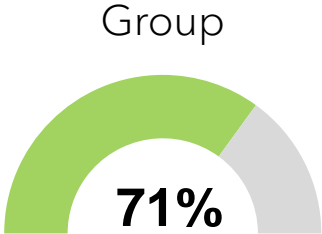
*Displaying average monthly recovery rate as year-to-date not specifically reported by Tourism Economics and USTA

CITY OF ATLANTA HOTEL DEMAND RECOVERY DASHBOARD

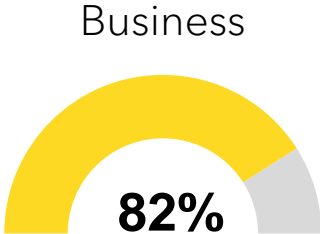
Recovery Rate : Oct 2022 YTD vs. Oct 2019 YTD



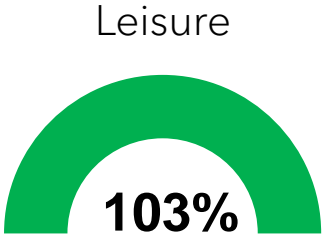
Total Demand	
2022	4.8 M
2019	5.6 M



Group Demand	
2022	1.6 M
2019	2.2 M



Business Demand on Weekdays*	
2022	1.3 M
2019	1.5 M



Leisure Demand on Weekends*	
2022	1.1 M
2019	1.0 M

Recovery Rate Legend

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

- Business = transient (non-group) rooms sold on weekdays within rate categories rates inferred as related to business travel
- Leisure = transient (non-group) rooms sold on weekends within rate categories inferred as related to leisure travel. Weekday leisure is not included in the displayed values.

Data Sources:
STR & Travel Click



CITY OF ATLANTA HOTEL OCCUPANCY RECOVERY DASHBOARD

Recovery Rate : Oct 2022 YTD vs. Oct 2019 YTD



Total Occupancy

2022	61%
2019	76%

Group Occupancy

2022	20%
2019	31%

Business Occupancy on Weekdays*

2022	22%
2019	29%

Leisure Occupancy on Weekends*

2022	47%
2019	50%

Recovery Rate Legend

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

- *Business = transient (non-group) rooms sold on weekdays within rate categories rates inferred as related to business travel*
- *Leisure = transient (non-group) rooms sold on weekends within rate categories inferred as related to leisure travel. Weekday leisure is not included in the displayed values.*

Data Sources:
STR & Travel Click

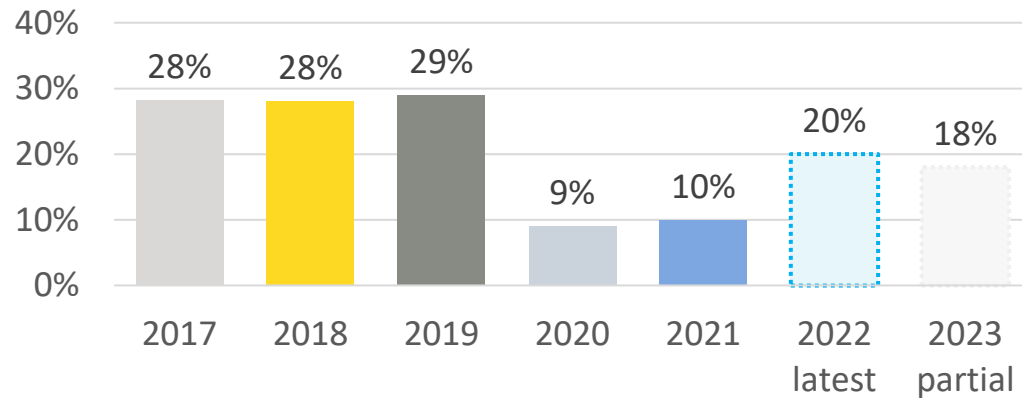


GROUP OCCUPANCY OUTLOOK

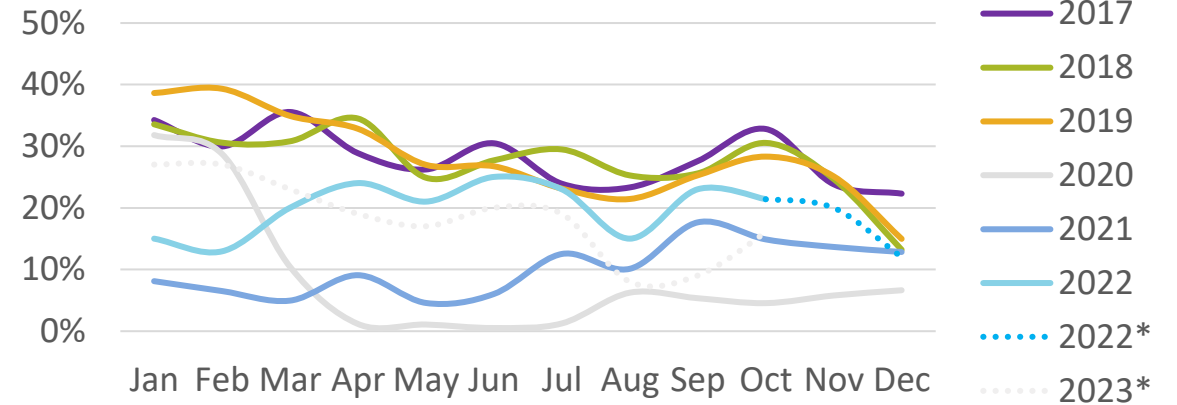
As of Nov 20, 2022

ANNUAL

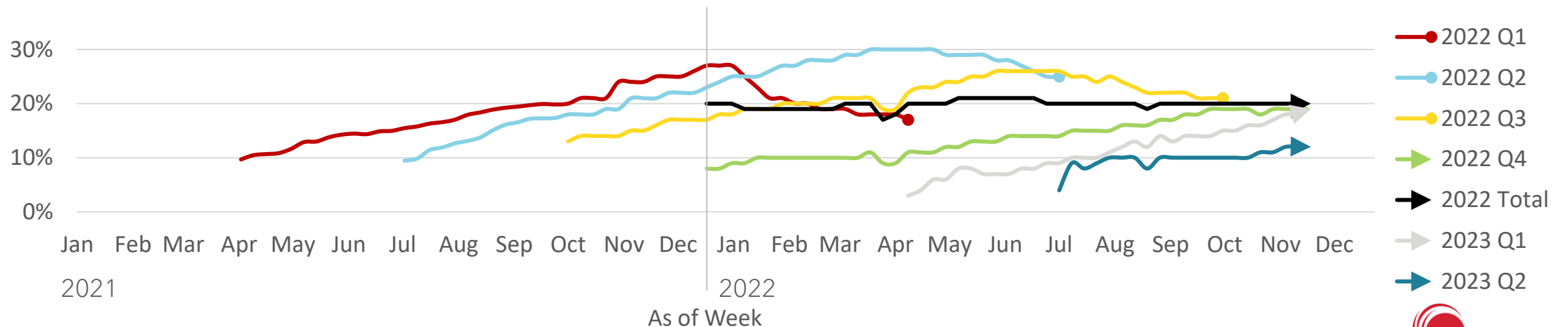
Final values for 2017-2022
Latest snapshot of blocked or sold group for 2022



MONTHLY



QUARTERLY by 'as of' week



Data sources: STR; TravelClick

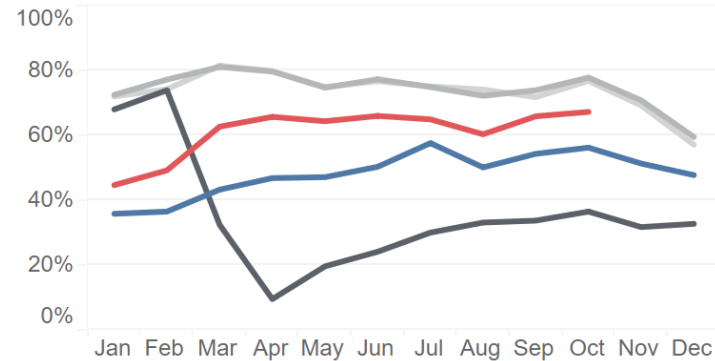
OCTOBER 2022 HOTEL OCCUPANCY CITY OF ATLANTA

SINGLE MONTH

67%

vs. LY 11% 20%
vs. 5 Yr Avg 4% 7%

raw change % change



October 2022

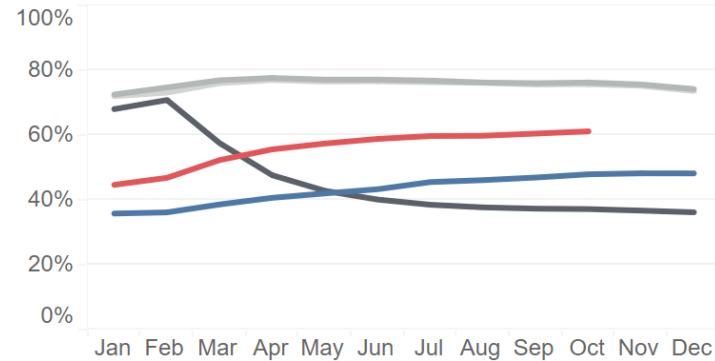
	Occ	YoY	vs. 5 Yr
Total Atlanta Market	69%	7%	4%
Downtown	64%	18%	5%
Midtown	71%	28%	13%
Buckhead	69%	12%	5%
Airport	71%	7%	6%
Major Convention Hotels	64%	18%	3%
GWCC 1-Mile Radius	64%	18%	4%
Top 25 Lux & UpUp	72%	27%	13%

YEAR TO DATE

61%

vs. LY 13% 28%
vs. 5 Yr Avg 2% 3%

raw change % change

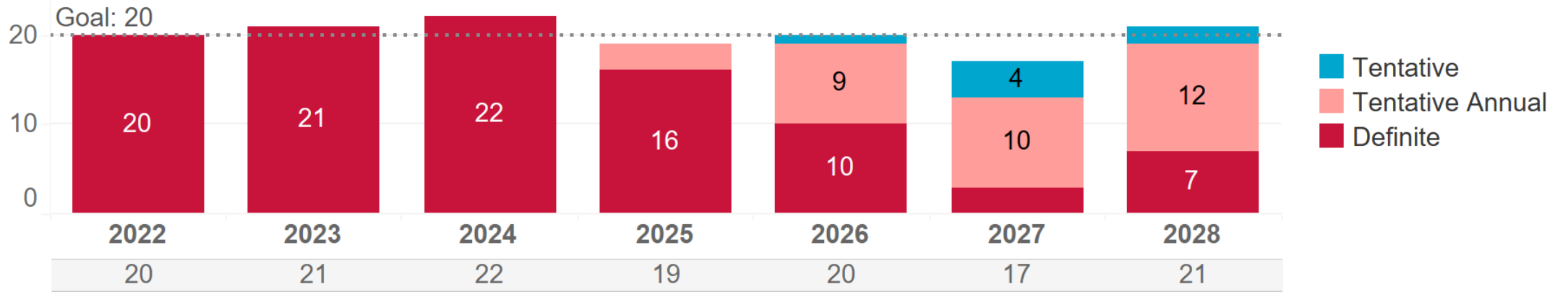


	Occ	YoY	vs. 5 Yr
Total Atlanta Market	66%	9%	4%
Downtown	60%	35%	2%
Midtown	63%	30%	7%
Buckhead	62%	14%	0%
Airport	70%	14%	7%
Major Convention Hotels	60%	42%	-1%
GWCC 1-Mile Radius	60%	34%	1%
Top 25 Lux & UpUp	65%	40%	8%

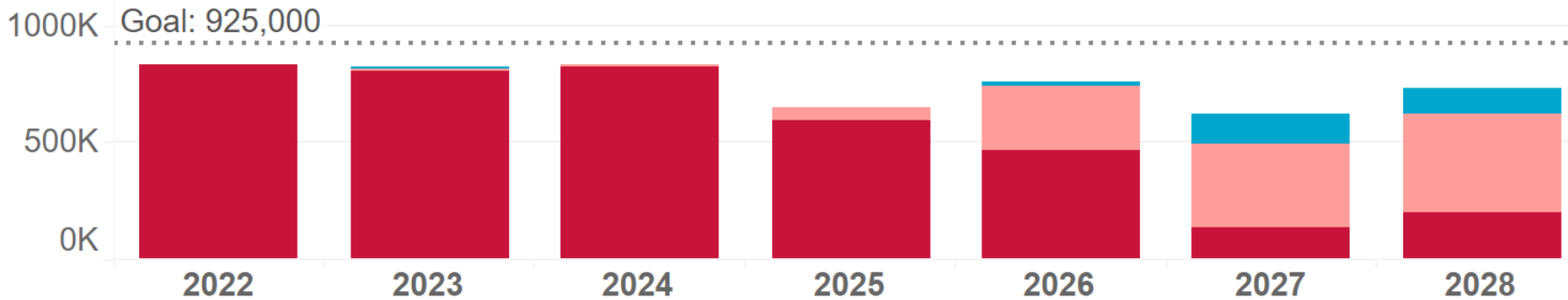
2022 2021 2020 2019 2018 Source: STR

LARGE GROUPS FOR FUTURE YEARS

5,000+ on Peak Number of Events

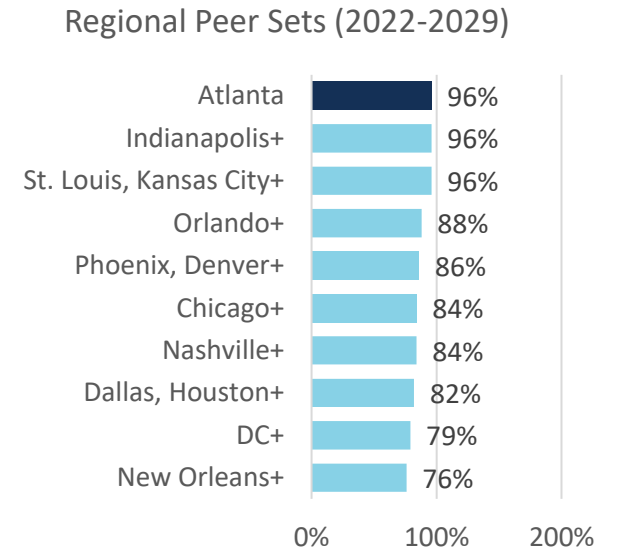
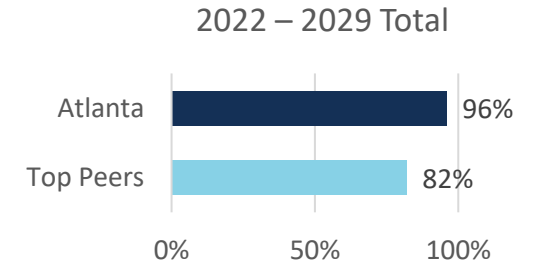
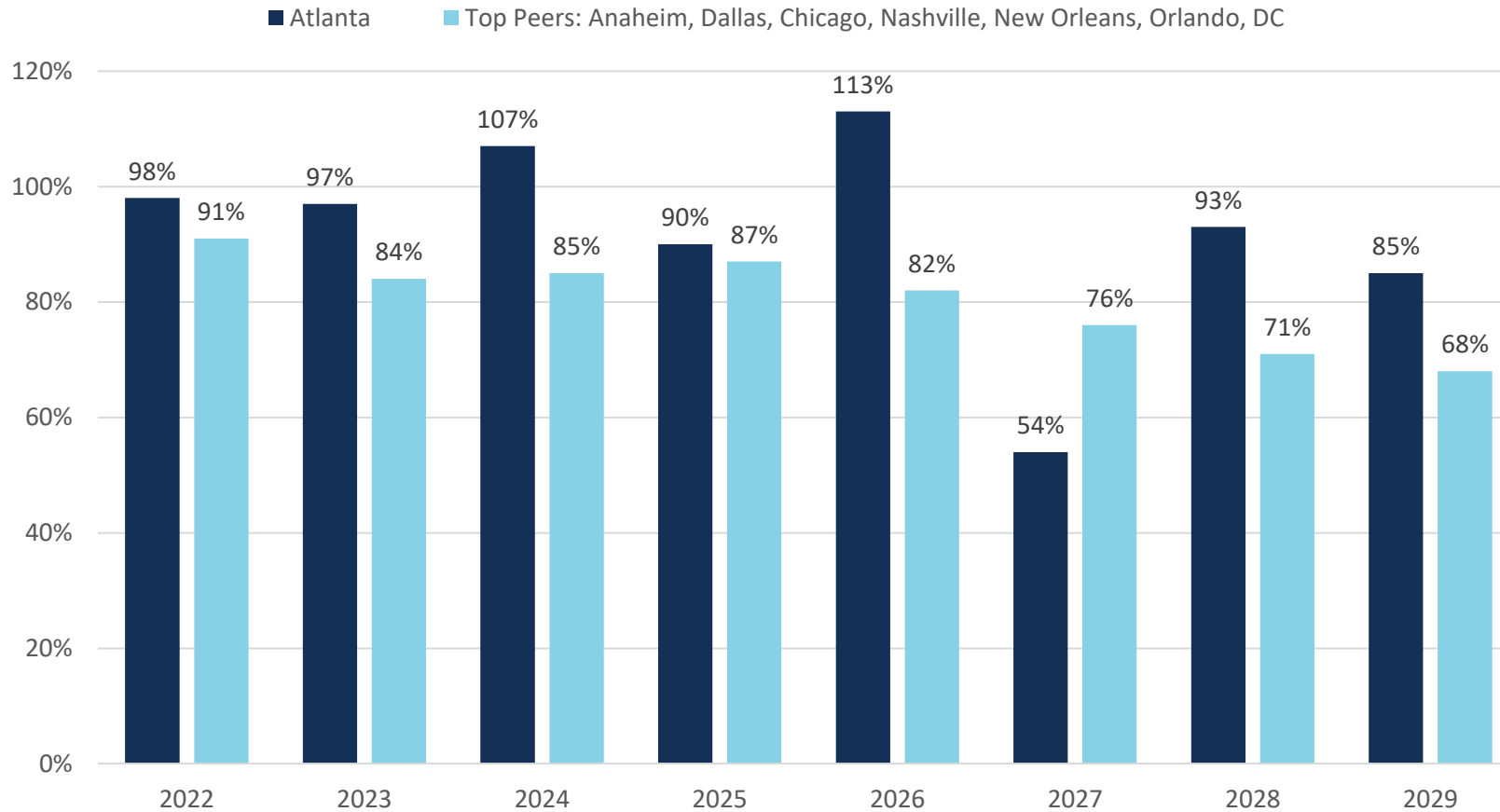


2,500+ on Peak Room Nights



CITYWIDE PACE

Groups with 2,500+ on Peak vs. 2017 - 2019



Source: FuturePace, Pace is based on definite room nights for groups with 2,500+ on relative to 2017-2019. Top Peers includes seven markets Anaheim, Dallas, Chicago, Nashville, New Orleans, Orlando, D.C. Regional peer sets values include the primary city + related or smaller nearby cities because individual competitor pace is not available, e.g., Nashville+ = Nashville, Memphis, Lexington and Louisville

As of 11/2/2022

2022 HIGHLIGHTS

- Booked 18 major citywides and 822,000 convention room nights
- One of the top U.S. destinations in booking convention business
- Hosted 35 groups with more than 2,500 room nights on peak (34 in 2019)
- Hosted 161 in-person site visits (77 definite customer planning visits)
- Launched Atlanta Meta World, a metaverse platform to support virtual site visits for meeting planners
- Secured 2025 College Football Playoff National Championship game
- Hosted two industry organization meetings – IAEE’s annual board meeting and Major American Trade Show Organizers (MATSO)
- Engaged more than 900 international tour operators and travel agents in participation with Delta, Travel South and Brand USA

2022 HIGHLIGHTS

- Leveraged Lonely Planet's "Best in Travel 2022" and National Geographic's "Best of the World 2022" accolades in all leisure and group messaging
- Earned Platinum Adrian Award in diversity marketing category for ATL Unguided
- Organized and hosted DNC TAG site selection committee visit to Atlanta
- Achieved a 4.9 / 5 score in overall satisfaction with ACVB from meeting planner event surveys (Tied with 2021 results for the highest score in the last seven years)
- Restructured membership dues policy and moved all members to calendar-year billing dates
- Created a full in-house content publishing effort across print, social, web and video
 - Increased website stories by 400% Y.O.Y.
 - Expanded Spanish language content across web and print
 - Revitalized Discover Atlanta YouTube channel, ramped up TikTok and Instagram Reels and launched Discover Atlanta podcast

2022 HIGHLIGHTS

- Enhanced marketing of diverse travel experiences and DEI efforts
 - Refreshed and expanded ATL Unguided content Black travelers
 - Developed in-language Spanish travel content on all platforms
 - Promoted the return of festivals and special events including Atlanta Food & Wine Festival, Cirque du Soleil and Harry Potter: The Exhibition



CONVENTION TRADE SHOWS

2022 ASAE Annual Meeting & Expo – Aug. 20-23

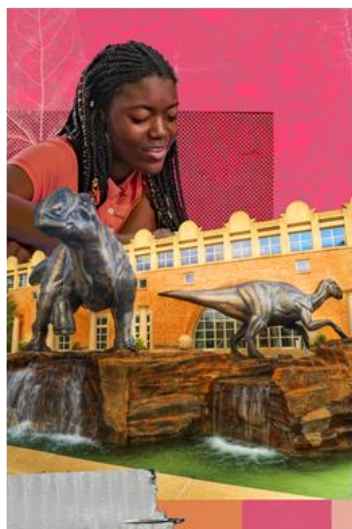
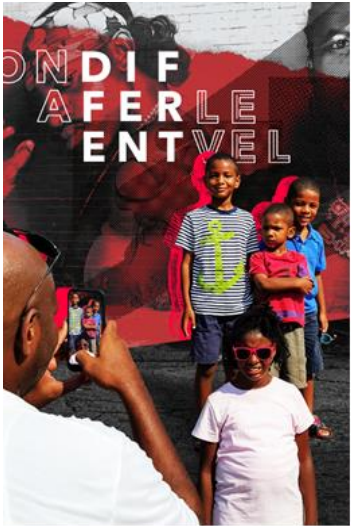
- 20x20 immersive booth featuring key ACVB and GWCCA collateral
- New developments video loop featuring updated visuals of GWCCA campus enhancements and additions
- Created page to create awareness and drive booth traffic during ASAE 2022 - <https://discoveratlanta.com/meetings/asae/>



2022 IMEX – Oct. 10-13

- Brand new 10x40 custom designed booth
- New developments video loop featuring updated visuals of GWCCA campus enhancements and additions

ON A DIFFERENT LEVEL CAMPAIGN

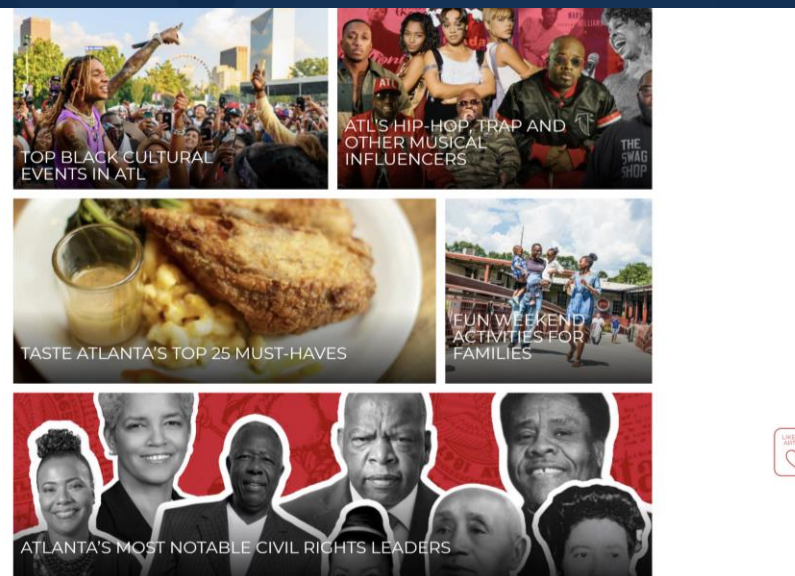


ATL UNGUIDED



ATLANTA'S BLACK TRAVEL GUIDE

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



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

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

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

LONNIE C. KING JR.
CHAMPION OF VOTING RIGHTS

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

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

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

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

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

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

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

DR. ROSLYN POPE
UNDAUNTED

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

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

2023 ASSUMPTIONS

- Convention attendance will continue to improve
- Inbound international will return
- Corporate meetings recovery could be impacted by recession fears
- Hotel occupancy will end the year between 62-66%
- Continued backlog of lead volume will impact convention bookings as organizations reward cities they had to cancel during the pandemic
- Meeting planners will be cautious on booking room blocks and convention space as they look to see how attendance returns

2023 BUSINESS PLAN GOALS

- Book 1 million citywide room nights (goal to be reviewed quarterly based on recovery and market conditions)
- Assist meeting planners to achieve adjusted attendance goals for major citywide conventions
- Increase visibility of Atlanta as one of the top U.S. meeting and travel destinations
- Leverage ACVB martech platforms and expanded content capabilities to deliver highly-targeted content to meeting planners, attendees and leisure audiences
- Continue to position ACVB as an industry expert nationally and locally with a continued focus on diversity, equity and inclusion
- Complete 2024-2026 3-year strategic plan

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

New or significant ramp up in focus

- Leverage GWCCA campus improvement assets and messaging to maximize reach and awareness through key meeting channels including LinkedIn
- Host ASAE's annual meeting in 2023
- Finalize Atlanta's FIFA World Cup bid for 2026
- Expand in-house email marketing capabilities to deliver industry-specific and personalized content to meeting planners
- Restart trade and consumer international sales and marketing efforts with Nashville and New Orleans
- Prepare for Global Business Travel Association in 2024

Continue or enhance focus from prior year

- Optimize all partnership agreements
- Host in-market sales missions in Washington, D.C. and Chicago
- Enhance airline efforts as flights increase into Atlanta
- Continued efforts with international travel trade in key markets
- Attend 45 industry direct sales events
- Continue LinkedIn and other social media messaging efforts

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

New or significant ramp up in focus

- Expand customized microsite offerings to all size groups to build show attendance
- Promote new and expanded Atlanta Stories series for increased convention destination appeal
- Build attendance for ASAE's Annual Meeting and Expo in 2023 through programming, event promotions and targeted attendee marketing
- Include Atlanta presence and onsite marketing promotions through pre-show travel to 11 of Atlanta's largest 2024 conventions
- Organize local customer FAM to share city developments and destination marketing resources and services

Continue or enhance focus from prior year

- Work with groups to continue to right size attendance expectations and room block needs
- Increase collection of housing pace reports in advance of meetings
- Target citywide conventions for public relations proactive outreach and pitching media FAMs
- Continue to plan and host UpNext Atlanta in Washington, D.C. for meetings booked for upcoming three years
- Continue relationship building activities with Georgia Department of Economic Development and Metro Atlanta Chamber to expand additional resources for successful convention outreach in the region
- Support ongoing collaboration with city partners and public safety to address meeting planner concerns for safety and city readiness

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

New or significant ramp up in focus

- Highlight citywide events in earned media to help refresh visitor perspectives of Atlanta
- Expand messaging and content delivery focused on culinary and nightlife
- Significantly expand Spanish language content on all channels targeting the domestic Latino travel audience
- Introduce and promote new Atlanta sustainable meetings toolkit in conjunction with Maritz Global Events
- Connect convention leaders with Atlanta's Giving Circle and community support resources

Continue or enhance focus from prior year

- Promote construction and opening of Signia by Hilton Atlanta and highlight GWCCA campus enhancements to meeting planners
- Continue participation in ESPA Leadership Roundtable virtual meetings
- Partner with Explore Georgia to promote Atlanta as a meetings destination
- Continue meeting planner-oriented editorial strategy
- Continue to amplify travel industry accolades to enhance destination appeal
- Refresh as needed 360ATL content supporting virtual, hybrid and in-person site visits, FAM trips and trade shows
- Pitch and submit Atlanta assets to publications for national accolade opportunities
- Continue to add content to digital platforms and optimize the personalization engine and search (video and website)

LEVERAGE THE MARTECH PLATFORMS AND EXPANDED CONTENT CAPABILITIES TO DELIVER ENGAGING, HIGHLY-TARGETED CONTENT TO MEETING PLANNERS, ATTENDEES AND LEISURE AUDIENCES

New or significant ramp up in focus

- Ramp up email marketing leveraging martech platform to increase personalization and cadence for convention attendees and leisure visitors
- Expand metaverse platform to include GWCCA and other meeting venues and start conducting virtual site visits

Continue or enhance focus from prior year

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

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

New or significant ramp up in focus

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

Continue or enhance focus from prior year

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



2023 FINANCIAL PLAN

2023 FINANCIAL PLAN NARRATIVE

- Total revenue over five years:
 - 2023: \$40,544,262
 - 2022: \$36,278,573
 - 2021: \$22,168,062
 - 2020: \$26,809,740
 - 2019: \$43,739,097
- 2023 room demand increase of 5.7% and annual occupancy rate of 63.5%
- Payroll and related expenses will be up approximately 14% from 2022 and flat to 2019
- Operating and fixed expenses will be up 2.5% from 2022
- Direct promotional expenses will be up 13% from 2022

2023 SUMMARY BUDGET

	2023 Budget	2022 Forecast
Total revenue	\$ 40,544,262	\$ 36,278,573
Total expense	39,840,163	35,686,590
Excess (deficiency)	\$ 704,099	\$ 591,983

TOTAL PUBLIC SECTOR REVENUE

	2023 Budget	2022 Forecast
Hotel tax - City of Atlanta	\$ 15,370,850	\$ 14,159,473
Hotel tax - City of Atlanta - STR	3,422,128	2,540,972
Atlanta Convention Marketing Fund - 80%	7,807,416	7,188,795
Atlanta Convention Marketing Fund STR - 80%	1,738,224	1,433,396
Atlanta Convention Marketing Fund - 20%	1,951,854	1,733,965
Atlanta Convention Marketing Fund STR - 20%	434,556	342,516
Total public sector revenue	\$ 30,725,028	\$ 27,399,119

TOTAL PRIVATE SECTOR REVENUE

	2023 Budget	2022 Forecast
Annual meeting/HHOF	\$ 125,000	\$ 127,200
Contributed services	7,825,000	6,728,290
Co-op cash support	-	372,219
Grants/sponsorships	-	-
Internet revenue	138,000	135,122
Membership dues	808,069	675,155
Membership services	4,500	24,666
Other revenue	523,666	438,772
Publication ad revenue	395,000	378,032
Total private sector revenue	\$ 9,819,235	\$ 8,879,454

TOTAL EXPENSE

	2023 Budget	2022 Forecast
Direct promotional expense	\$ 16,494,750	\$ 14,960,429
Expense against capital assets	2,331,483	1,871,925
Other operating expense	958,101	1,018,872
Payroll and related expense	10,510,190	9,213,173
Transfer to ACMF reserve	9,545,639	8,622,191
<hr/> Total expense	<hr/> \$ 39,840,163	<hr/> \$ 35,686,590

TOTAL BUDGET BY CORPORATE ENTITY

	2023 Revenue	2023 Expense
Atlanta Convention & Visitors Bureau, Inc.	\$ 38,886,262	\$ 38,275,140
ACVB Enterprises, LTD	568,000	540,023
ACVB Foundation, Inc.	1,090,000	1,025,000
	<hr/>	<hr/>
	\$ 40,544,262	\$ 39,840,163

Questions?

AUTHORITY

Action Item: ACVB 2023 Business and Financial Plan

AUTHORITY

Year-end GWCC Sales Report

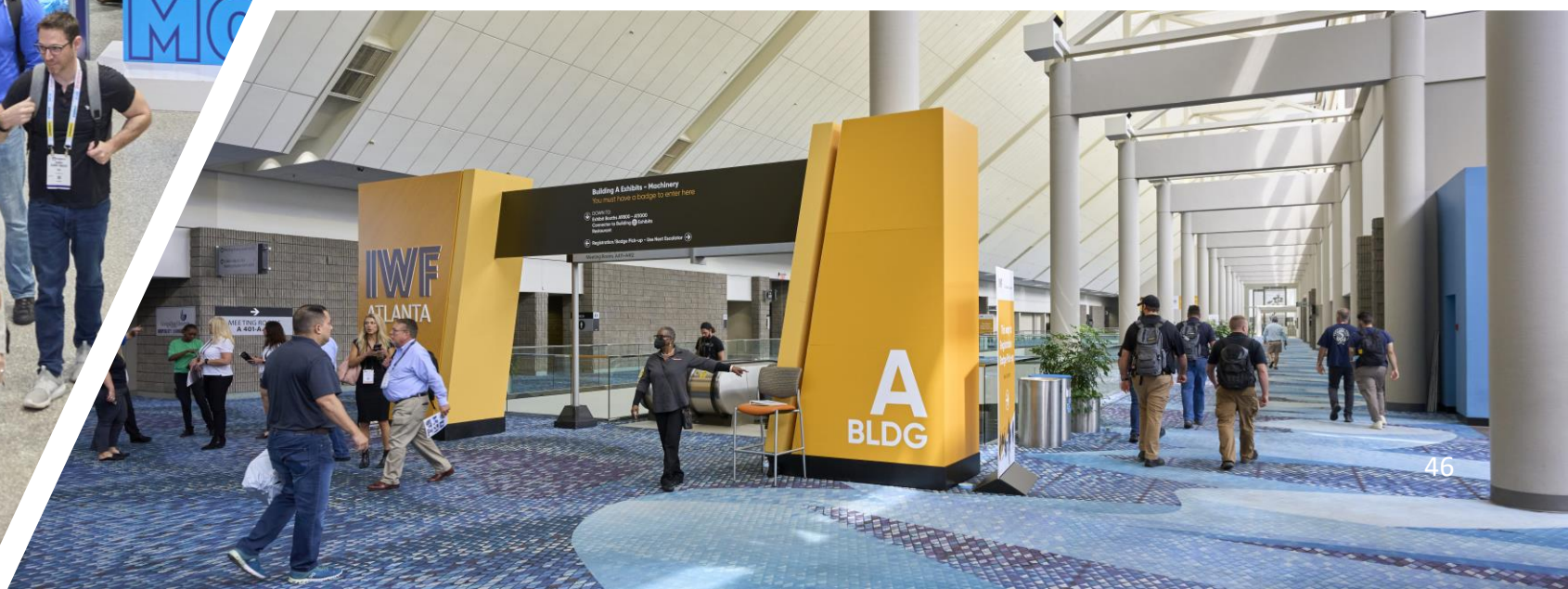
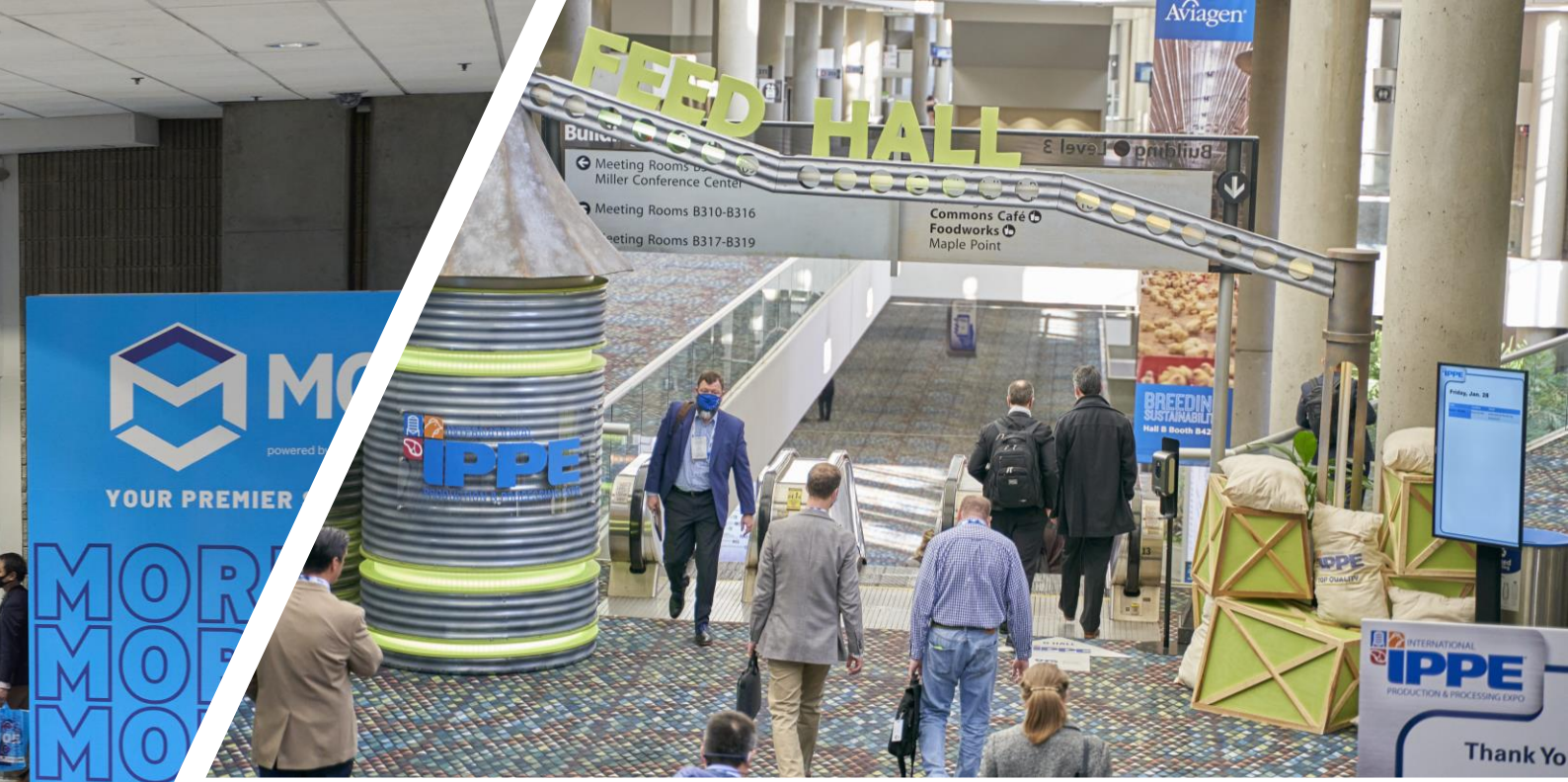
Kim Allison

Sr. Director of Convention Sales

GWCC Sales Snapshot

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Future Bookings Period 1 July – December	Number of Events	Revenue	Food and Beverage	Room Nights	Of Note
FY 2023	55	\$5,238,318	\$2,791,271	187,050	IPPE multi-year deal through 2025; Coverings 2030 rebook; Sunbelt and Indeed Corporate Bookings
FY 2022	51	\$3,901,477	\$1,545,130	154,523	Relocations, Rebookings, and ITYFTY
Funnel To Close	Number of Events	Revenue	Food and Beverage	Room Nights	Of Note
All Future years	17	\$2,983,268	2,070,684	118,685	IPPE 2026, Primerica 2024



A Strong FY23 Trade Show Year

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MONTH	SHOW	ECONOMIC IMPACT
July 2022	Clean Show	\$19,563,895
August 2022	IWF	\$48,912,228
November 2022	FABTECH	\$39,649,614
January 2023	IPPE	\$49,165,519*
February 2023	AHR	\$60,719,609*
March 2023	HeliExpo	\$31,719,611*
May 2023	MRO-Aviation Week	\$15,859,845*
May 2023	RIMS	\$17,445,829*
June 2023	Messe Frankfurt-TEXPROCESS	\$20,391,129*
		\$309,649,343*

**Estimated Economic Impact*

Feedback and Happenings

- Since July, customers have reported attendance is back up to 80% of pre-pandemic levels; international participation is lagging
- Meeting planners continue to be hesitant about forecasting; for the future they commit to lower F&B and hotel room night projections due to continued concerns over lingering international pandemic implications as well as safety and security
- GWCC sales team continues to work collaboratively with ACVB and Signia by Hilton Atlanta sales teams
- Upcoming opportunities to show off GWCCA's Championship Campus:
 - August 2023: ASAE Annual Meeting
 - 2024: Global Business Travel
 - 2025: College Football Playoff National Championship
 - 2026: FIFA World Cup

Customer Sentiment

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“Four years ago, you asked us to trust that you could deliver for us. We accepted and you did it.”

John Catalano, Senior Director,
Society of Manufacturing Engineers, FABTECH (November 2022)

“This was the best show we have had.”

Kevin Holtzclaw, IWF (August 2022)

“Sales, concessions, event services, Levy, and facility ops team provided Exceptional services.”

Shermell Williams, Senior Operations Manager, Messe Frankfurt
(April 2023)

“We had the best meeting we have ever had. We need more space to grow. We love Atlanta.”

Daniel McKinnon, Executive Vice President, Exhibitions and Events, MHI,
MODEX (March 2022)

Questions?

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Hotel Development Update

Theonie Alicandro

Chief Operating Officer/General Counsel

Drew Company Atlanta, LLC

Agenda

- Construction Update
- Schedule
- Challenges
- Development Budget Update
- Change Order Preview
- Amendment to Architectural Services Agreement with Gensler
- Subcontractor Updates
- EBO and Georgia Contractor Update
- Questions

Construction Update

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Thanksgiving Day 2021



Thanksgiving Day 2022

Construction Update



November 2021

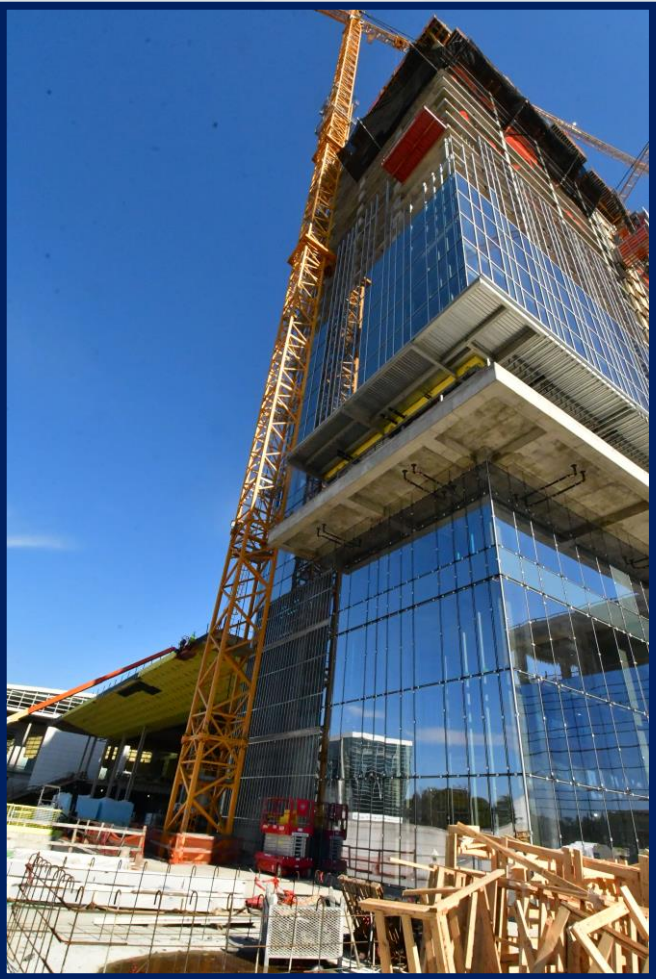


November 2022

Construction Update



Curtainwall Installation



Construction Update



Escalators



Lobby

Construction Update

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Triumph Ballroom



Magnificent Meeting Room

- Per Change Order No. 004, Substantial Completion Date is **December 18, 2023**
- Previously reported tracking one (1) day behind schedule from material shortage issue in May 2022; Skanska just recently logged 3 days of delays due to adverse weather in mid-November; Skanska trying to mitigate
- Average number workers on site per day: 400
- Schedule reviews being conducted by CASCAD-e

Challenges

- Supply Chain disruption causing delays, material shortages, and escalation
 - Escalation Notices
- Labor – Notices regarding Manpower
- Weather, Geopolitical, COVID-19 continued impact in Asia and other issues beyond our control
- OS&E Budget

Development Budget Update

\$450,422,688

Total development budget

\$208,749,329

Total spend through 11.30.2022

[consisting of \$16,863,111 GWCCA equity pre-closing and \$174,164,389 post-closing requisitions]



46.35%

Percent spend through
11.30.2022

Development Budget Update: December 2022



	Development Budget as of November 30, 2022
Revised GMP Hard Cost	\$327,545,557
Preconstruction Fee (not in GMP)	\$394,170
Owner Direct Hard Cost	\$3,369,467
Owner's Hard Cost Contingency	\$6,568,137
Total Hard Cost	\$337,877,331
Total Soft Cost	\$107,341,933
Owner's Soft Cost Contingency*	\$5,203,425
Total Project Cost	\$450,422,689
Total Hard & Soft Cost Contingency	\$11,771,562

*Owner's Soft Cost Contingency increased from last month due to credit from F&L for Lobby Sculpture and minor adjustments

Change Order Preview

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- CCD 5 cleaned up various design enhancements and miscellaneous coordination being tracked on our Change Order Log, including:
 - Color Changing Lights on Lobby Sculpture Art
 - Beam conflict at the “Knuckle”
 - Exploratory Work at Doghouse
- Frank Poe will execute a Change Order totaling approximately \$175,000 pursuant to his authority to incorporate these items into the Skanska GMP which will be paid out of Owner’s Hard Cost Contingency
- In addition, Owner has requested Skanska to replace roof at the “Knuckle” between GWCC and the Hotel which will also be reflected in a future Change Order in approximate amount of \$126,000 which will be paid out of Owner’s Hard Cost Contingency

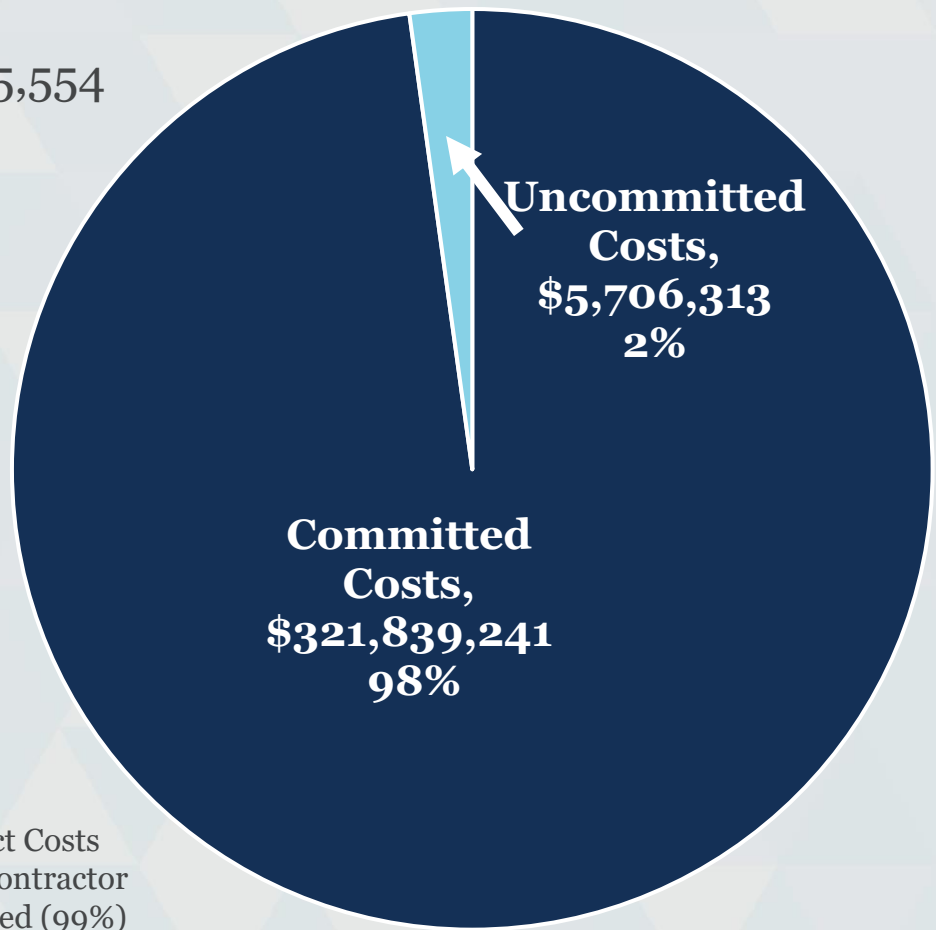
Amendment to Agreement for Architectural Services with Gensler

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- Agreement for Architectural Services was entered into as of February 12, 2019
- Original Agreement contemplated Construction Administration services based on 26-month schedule and needs to be amended to reflect current schedule of 31 months
- Schedule Adjustment results in additional fee equal to \$665,525
- Gensler has also requested additional staffing to adequately address resequencing and acceleration of activities, higher than anticipated volume of cost and scope reviews and front loading of submittals and RFIs
- Additional staffing results in additional fee not to exceed \$297,000
- GWCCA staff recommends approval of an Amendment to the Agreement for Architectural Services between GWCCA and Gensler to reflect these two items

Subcontractor Update (Hard Costs)

GMP Contract
Value \$327,545,554

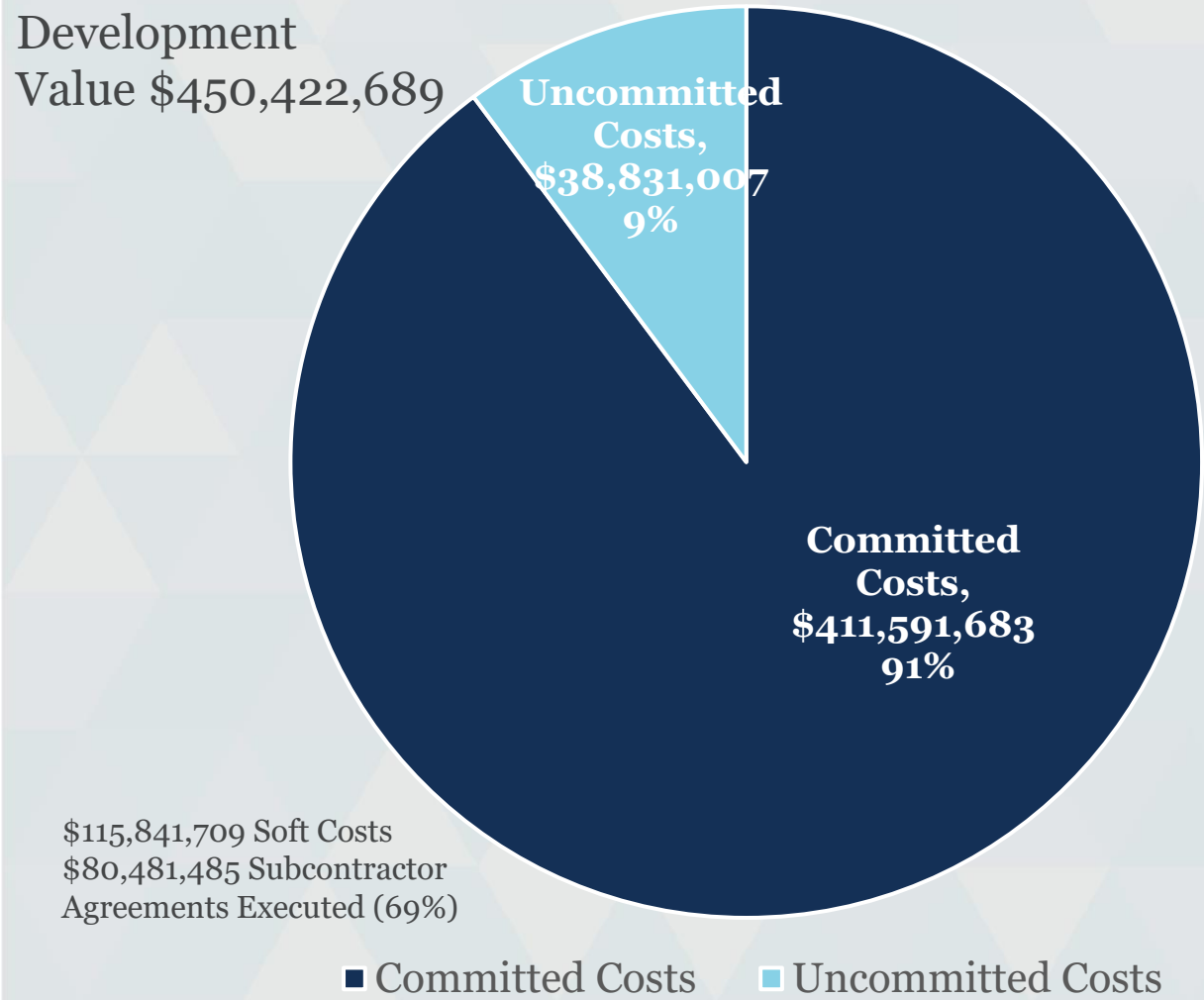


\$284,871,442 Direct Costs
\$281,678,018 Subcontractor
Agreements Executed (99%)

■ Committed Costs ■ Uncommitted Costs

Trade	Top Uncommitted Costs
None	None

Subcontractor Update (All Costs)



Trade	Top Uncommitted Costs
Pre-Opening	\$12,008,815
OS&E	\$ 7,506,055
F&B Supplies	\$ 4,195,139
OS&E Warehouse, Install, & Freight	\$ 3,641,496
Hilton I.T.	\$ 2,686,095



EBO Plan and Georgia Contractor Update

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

Questions?

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Resolution: First Amendment to Architectural Services Agreement

Melana McClatchey
Hotel Counsel

Resolution

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NOW THEREFORE BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority **that the Executive Director expressly is authorized** to continue to negotiate with M. Arthur Gensler Jr. & Associates, Inc. regarding the terms and conditions of a proposed First Amendment to Agreement for Architectural Services for the Hotel Project and, in case those negotiations with M. Arthur Gensler Jr. & Associates, Inc. are successful, then the Executive Director is authorized, though not required, to take such actions and **to execute and deliver such documents as may be necessary or appropriate to effect the execution of the proposed First Amendment to Agreement for Architectural Services (which proposed First Amendment to Agreement for Architectural Services would be in substantially the form attached hereto as Exhibit A)**, but only so long as such proposed First Amendment to Agreement for Architectural Services complies with applicable law and, in the judgment of the Executive Director, is consistent with the corporate purposes and mission of the Authority and the Authority's sound business practices.

Staff recommends approval.

Questions?

Signia by Hilton Atlanta: One Year Out

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Executive Session

2023 Meeting Schedule

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JANUARY 31	FEBRUARY 28	MARCH 28	APRIL 25	MAY 23	JUNE 27
JULY 25	AUGUST 29	SEPTEMBER 13-14 (Tentative)	OCTOBER 31	DECEMBER 5	

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

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Next Scheduled Meeting

January 31, 2023