2015 GWCCA Board Planning Retreat

September 23-24, 2015

Falcons Senior Debt Limit

Part One:
Convention Industry & Atlanta Update

Center for Exhibition Industry Research

BRIAN CASEY
President/CEO
Center for Exhibition Industry
Research (CEIR)

Brian Casey is President & CEO for The Center for Exhibition Industry Research and has more thar 34 years of experience in the trade show and meetings industry. Prior to joining CEIR he served a Vice President & General Manager of Cleveland's new Convention Center and Global Center fo Health Innovations, President and CEO of the High Point Furniture Market, Owner of his owi exhibition management company, Executive Vice President at Smith Bucklin and Managin Director of Trade Shows for the International Housewares Exposition. Casey has served on board of the Rock & Roll Hall of Fame Major American Trade Show Organizers, IAEE among othe industry associations.

CEIR Industry Outlook

Prepared for Georgia World Congress Center

September 23, 2015

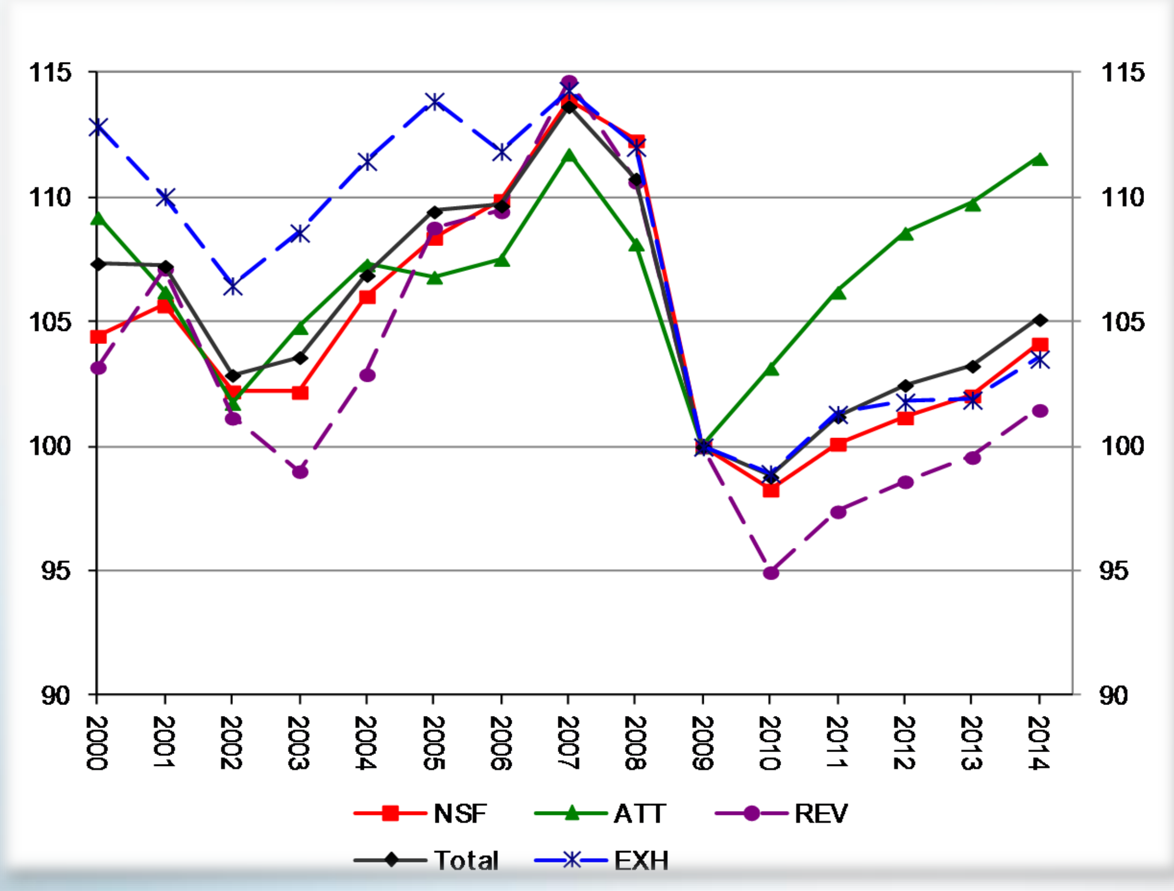
By: Brian Casey, CEM

President & CEO, CEIR

Center for Exhibition Industry Research

2015 CEIR Index

2014 CEIR Index for the Overall Exhibition Industry



GROWTH

Overall: 1.8%
NSF: 2.0%
Exhibitors: 1.6%
Attendance 1.7%
Real Revenue 1.9%

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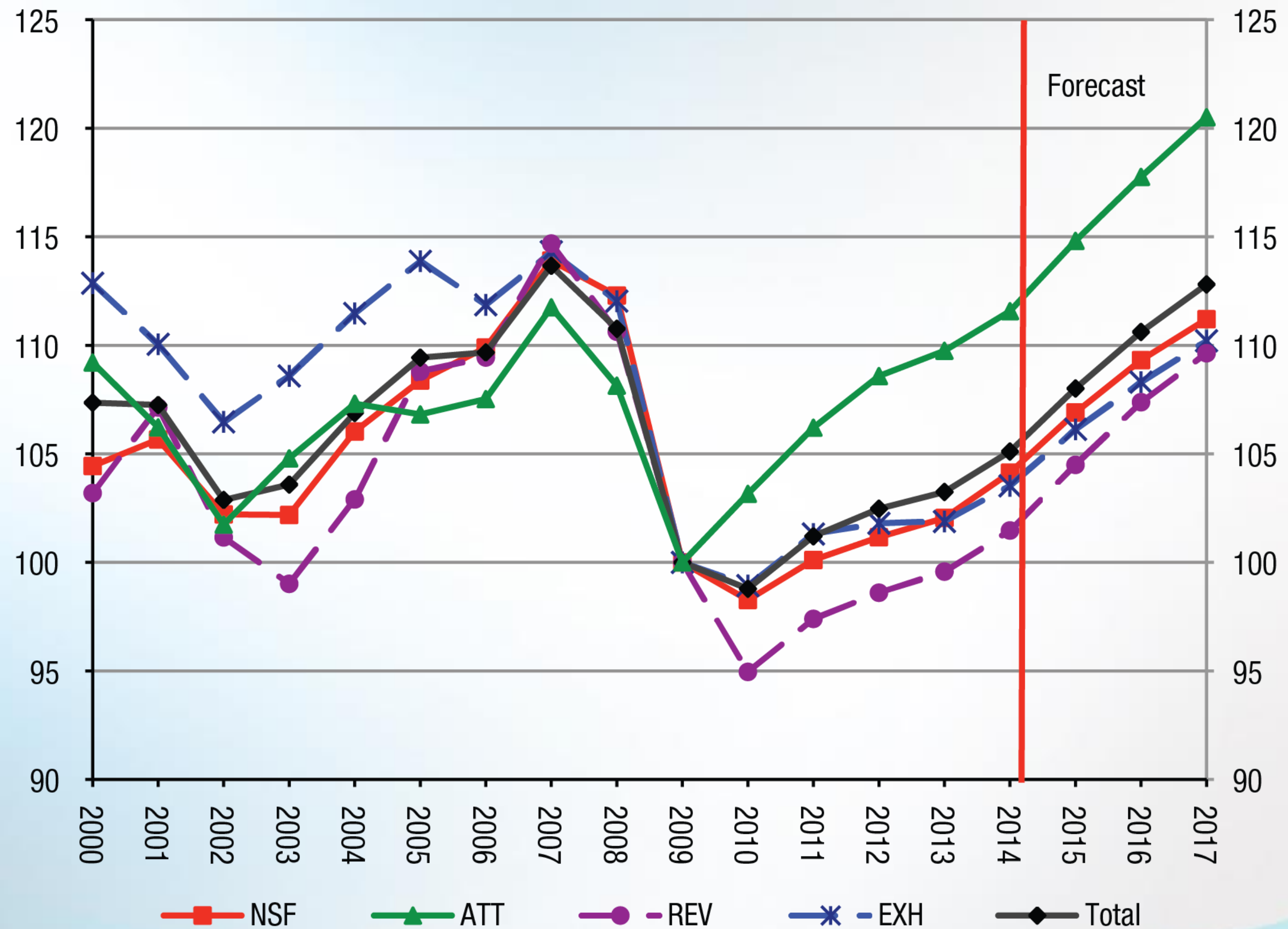
CEIR Index for the Overall Exhibition Industry, 2009=100



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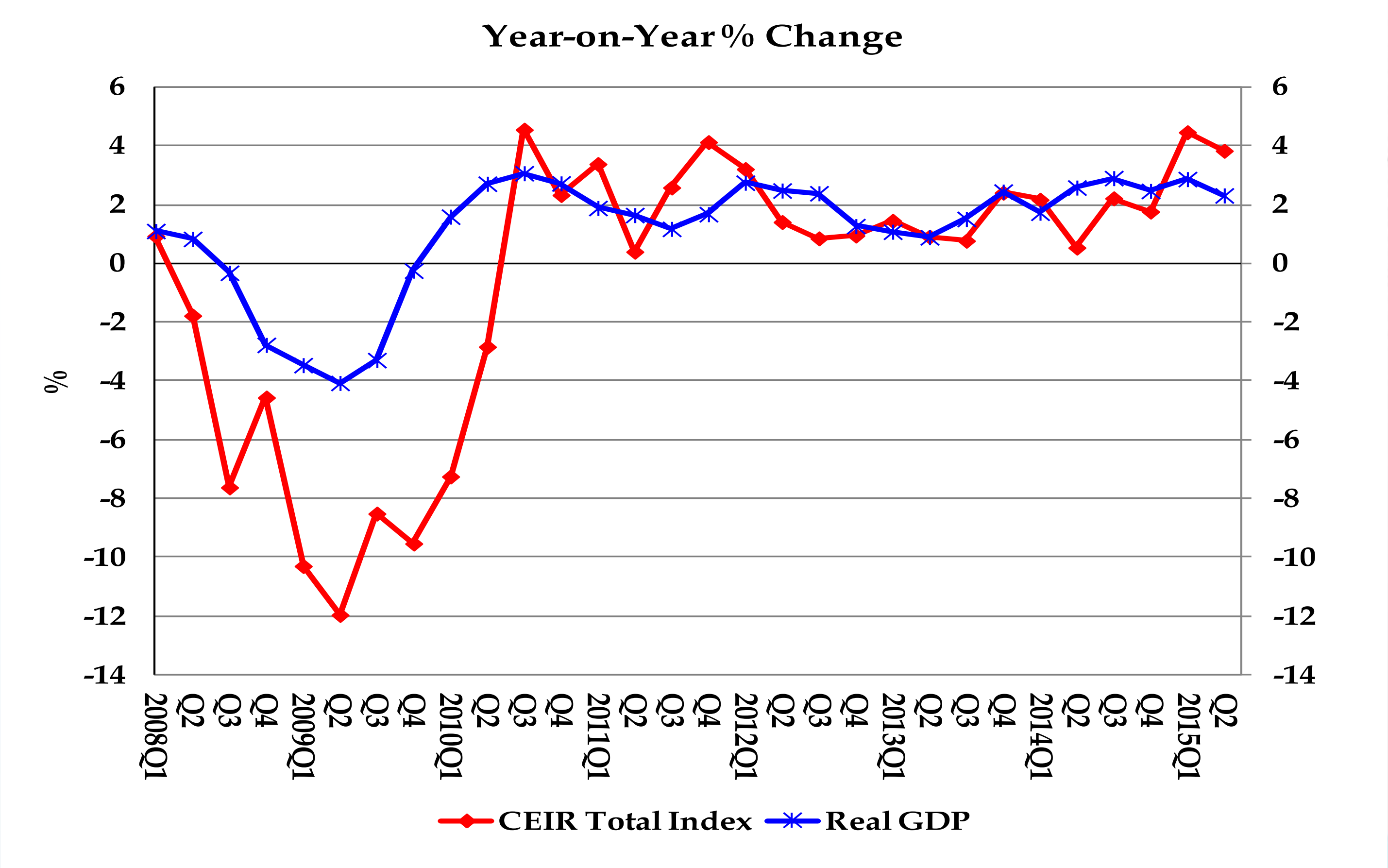
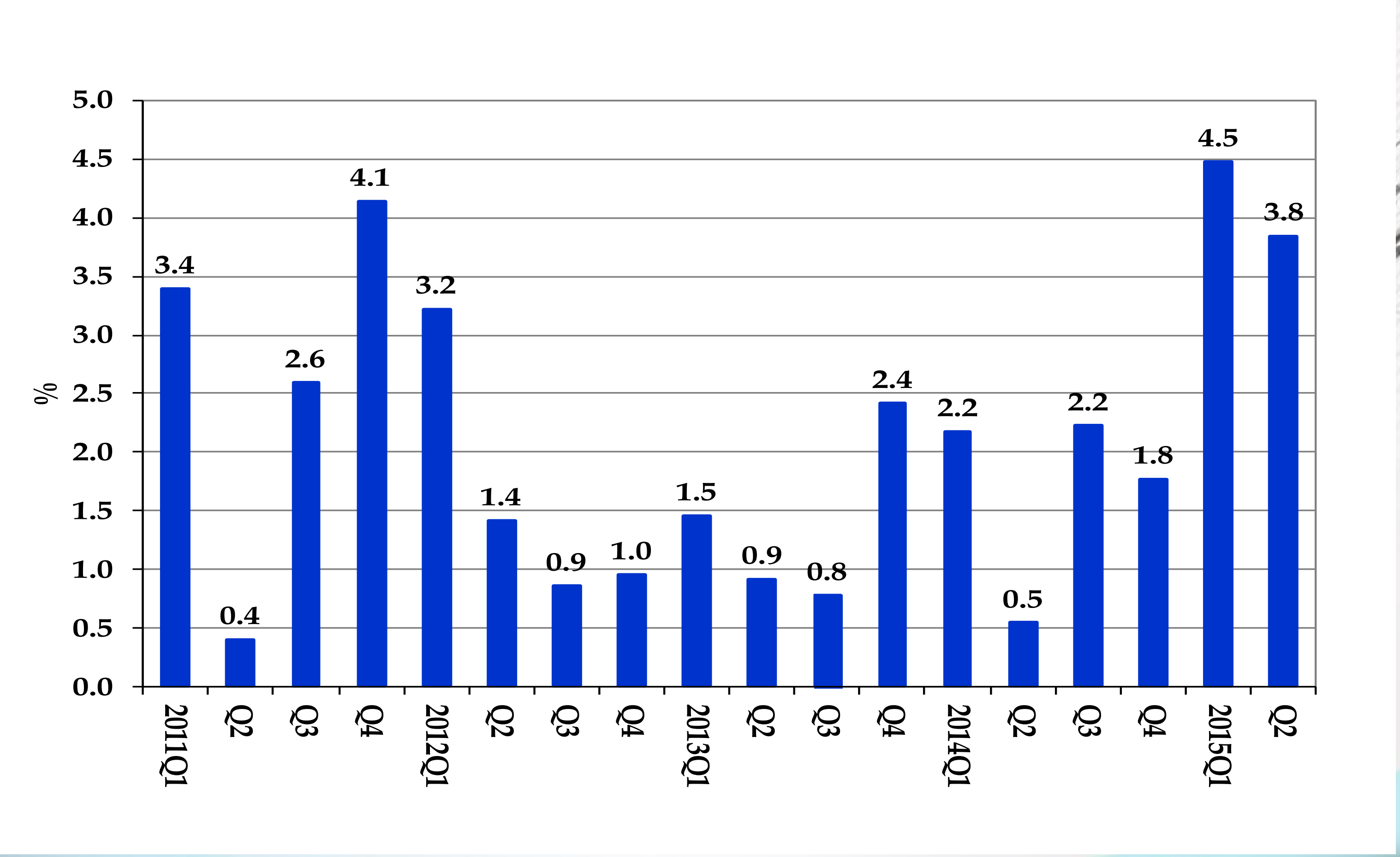
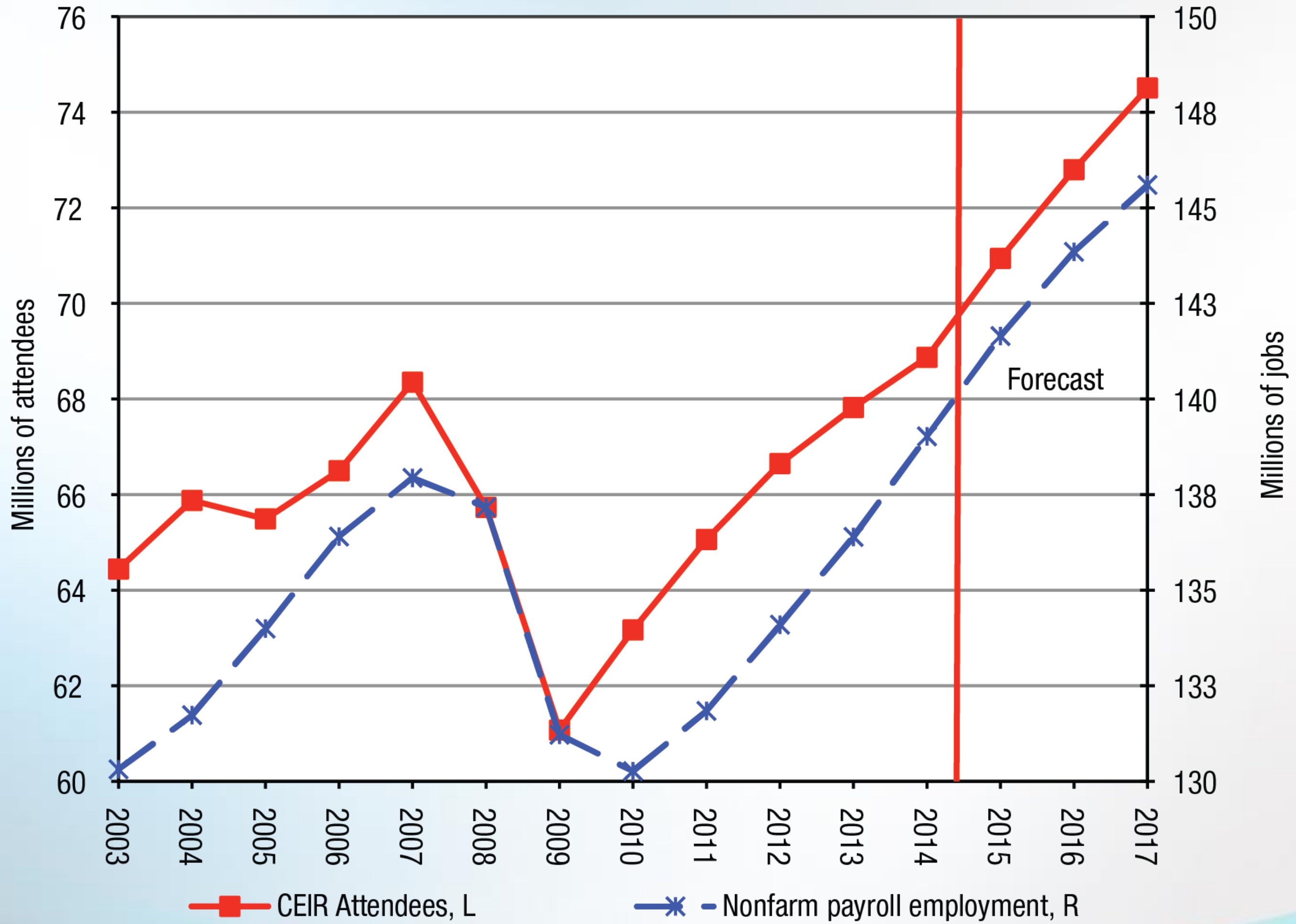
Total Index outperformed real GDP in both Q1 & Q2 by a wide margin.



The CEIR Total Index increased by a strong 4.5% in Q1 and 3.8% in Q2.



CEIR Attendance vs. Non-farm Payroll Employment



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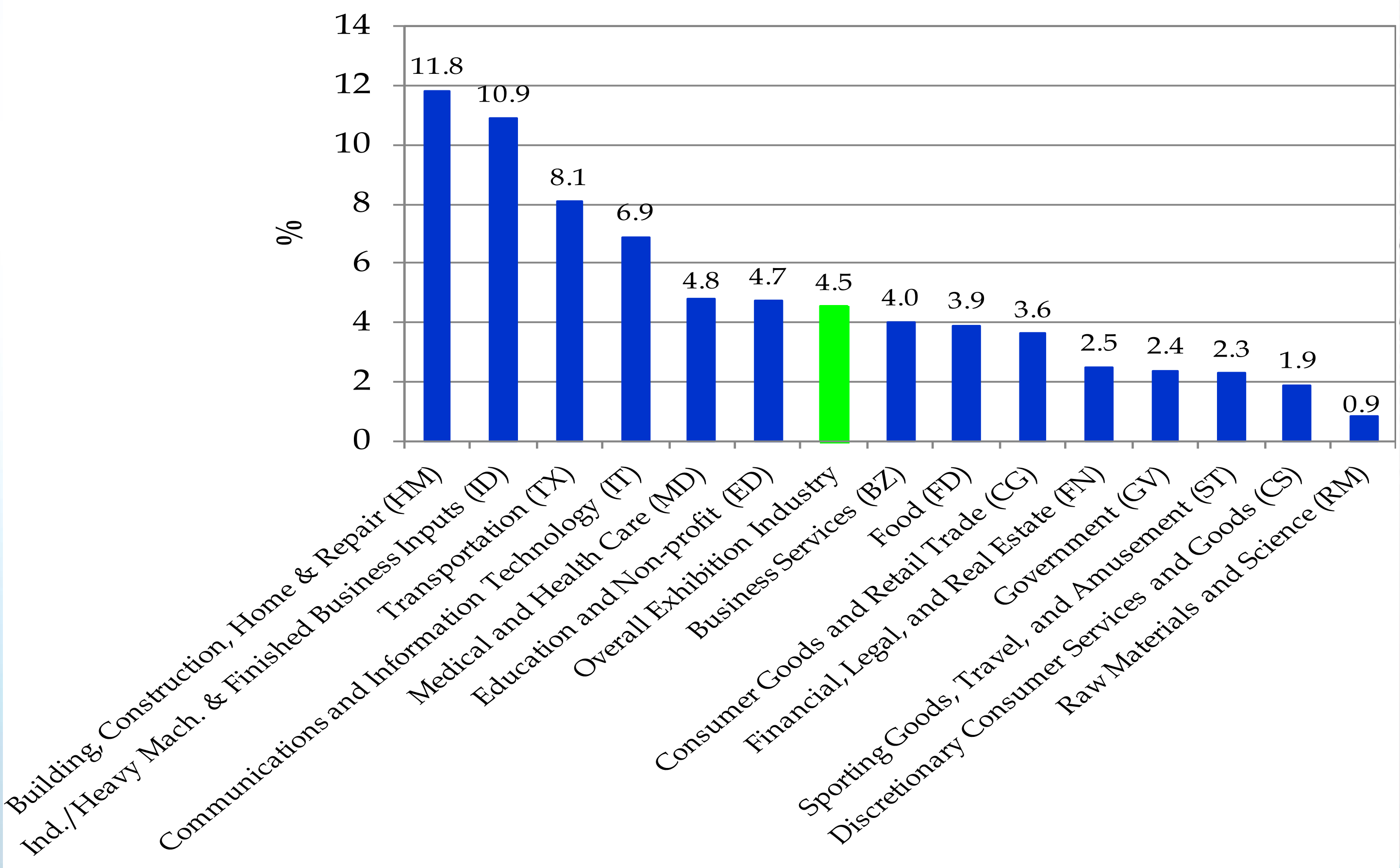
2015H1 survey results show mixed performance.



Consumer-related exhibitions were generally weaker than forecast, except CG.

Total CEIR Index for Consumer Related Industries, Y-o-Y % Change

Sector	2014H1	2014H2	2015H1	2015 Forecast[1/]	2015 Revised Forecast [2/]
Consumer Related Industries					
Consumer Goods and Retail Trade (CG)	1.1	-1.3	3.6	2.5	3.1
Discretionary Consumer Goods and Services (CS)	5.1	0.3	1.9	4.5	2.2
Food (FD)	5.5	5.6	3.9	4.8	4.4
Sporting Goods, Travel, and Amusement (ST)	2.5	1.6	2.3	3.2	2.4
Overall Exhibition Industry	1.4	2.5	4.5	2.8	3.9
Addenda:					
Real GDP	2.2	2.7	2.8	3.2	2.5
Real Personal Consumption	2.3	3.1	3.2	3.2	3.2
Durables	4.5	7.2	6.6	5.5	6.2
Non-durables	1.9	2.3	2.5	2.4	2.5
Services	2.1	2.7	2.9	3.1	2.9

Sources: Exhibition data: CEIR Survey; Macroeconomic data: BEA

Note: 1/ As published in the 2015 CEIR Index Report

2/ September 2015 forecast

Business-related exhibitions were generally stronger than forecast, except for FN & RM.

Total CEIR Index Business Related Industries, Y-o-Y % Change

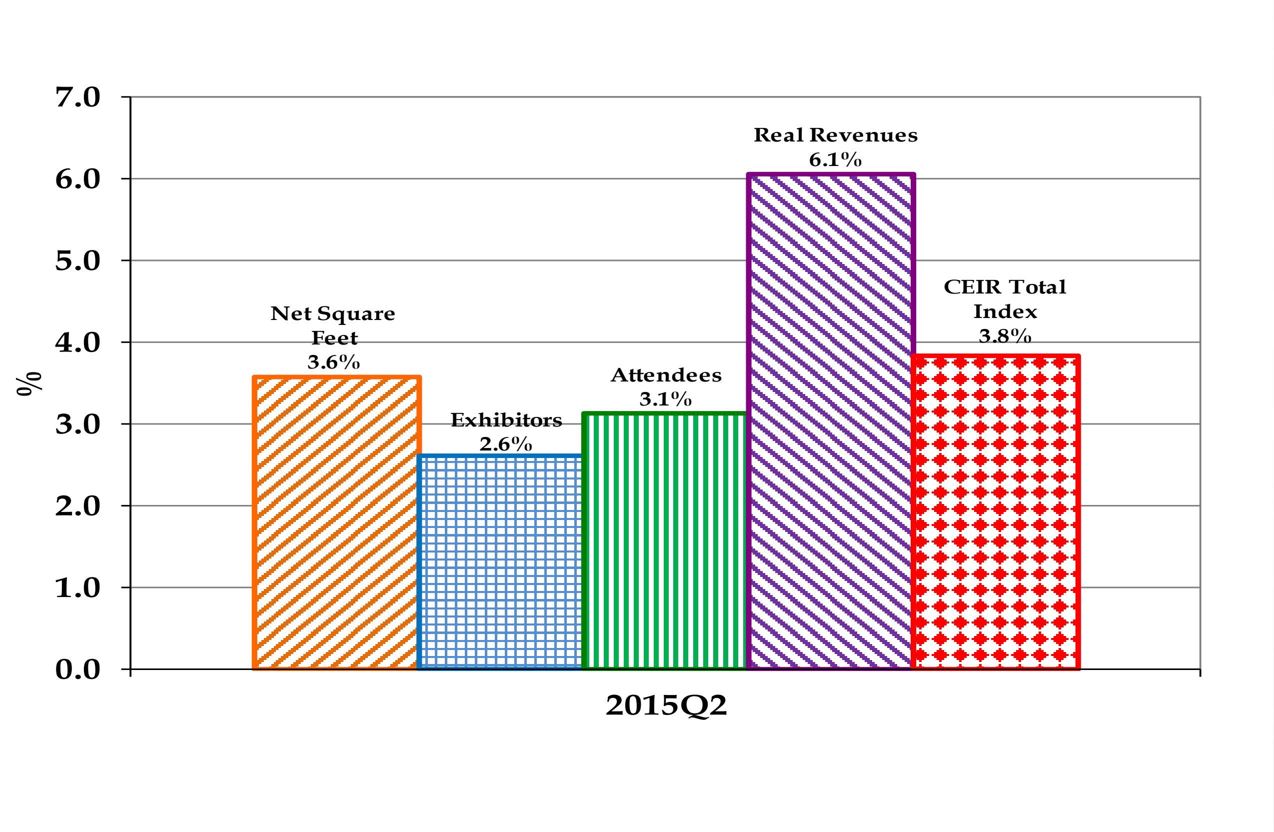
Sector	2014H1	2014H2	2015H1	2015 Forecast[1/]	2015 Revised Forecast [2/]
Business Services (BZ)	1.2	4.4	4.0	3.3	3.7
Financial, Legal, and Real Estate (FN)	2.0	12.5	2.5	5.8	4.1
Building, Construction, Home & Repair (HM)	2.8	15.2	11.8	5.4	8.6
Indus./Heavy Machinery and Finished Business Outputs (ID)	3.2	-7.8	10.9	2.8	6.8
Communications and Infor. Technology (IT)	4.3	2.9	6.9	4.8	5.8
Raw Materials and Science (RM)	-0.7	-2.1	0.9	1.9	1.4
Transportation (TX)	1.7	4.6	8.1	3.9	6.0
Overall Exhibition Industry	1.4	2.5	4.5	2.8	3.9
Addenda:					
Real GDP	2.2	2.7	2.8	3.2	2.5
Real Gross Private Fixed Investment	4.7	5.8	4.6	7.1	5.3
Nonresidential Structures	11.4	5.0	-1.0	-1.5	-0.1
Equipment	4.1	7.6	3.9	11.5	4.7
Intellectual Property Products	4.3	6.1	6.9	9.4	7.0
Residential Investment	0.7	2.8	8.1	10.7	9.2

Sources: Exhibition data: CEIR Survey; Macroeconomic data: BEA

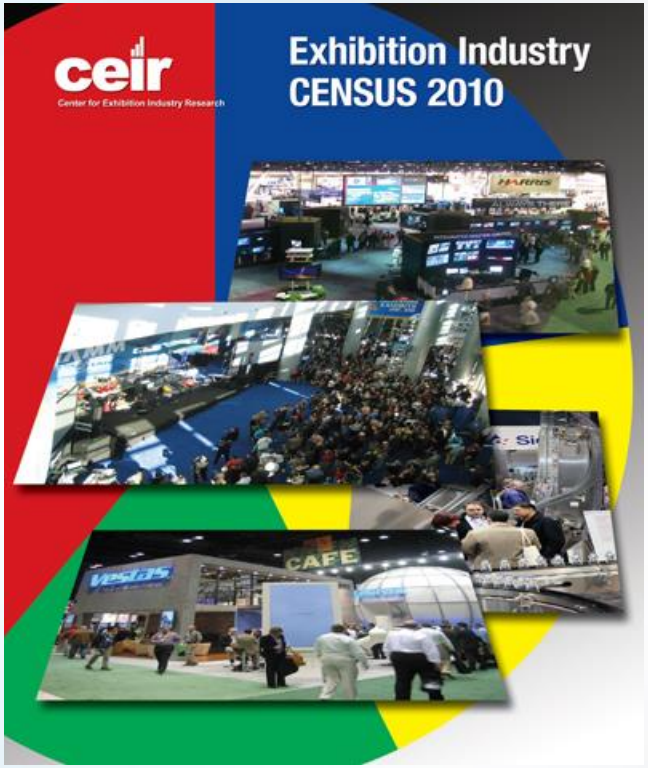
Note: 1/ As published in the 2015 CEIR Index Report

2/ September 2015 forecast

All four metrics in Q2 posted year-on-year gains.



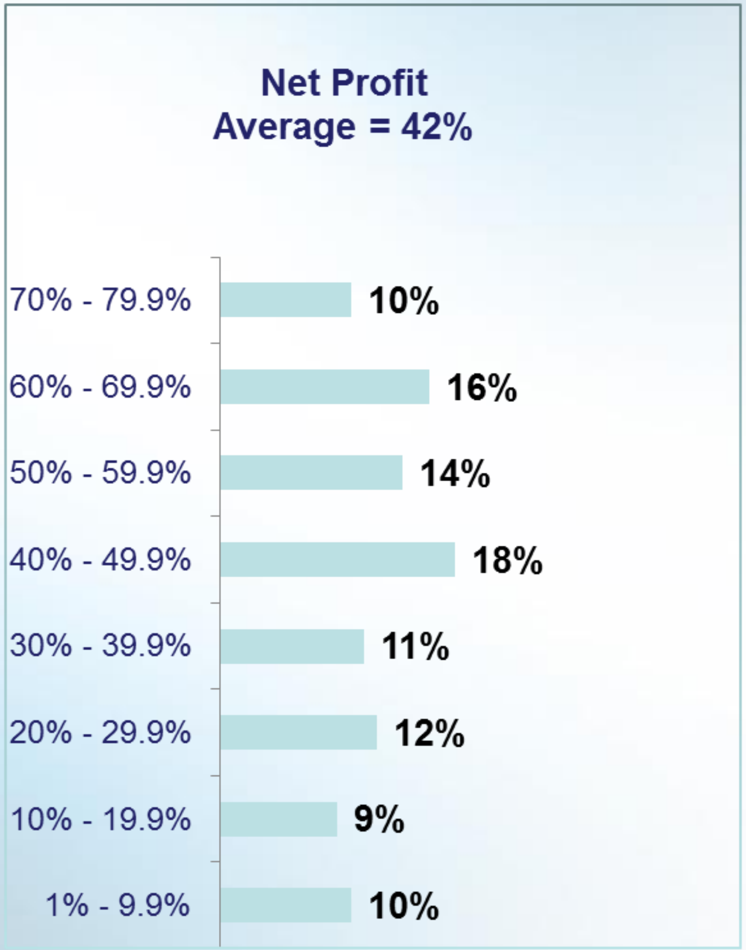
CEIR Census 2010



CEIR Census 2010

- Number of U.S. exhibitions dropped from 11,094 in 2000 to 11,041 in 2010 or -0.5%
- Added Mexico with 722 events
- Total U.S., Mexico & Canada 14,541
- In U.S. 9,000+ B to B
- B2B direct and indirect contribution to GDP in 2014 is $71.3B

Exhibition Organizers



Ownership of 11K Exhibitions

- **2/3 Association/Society**
- **1/3 Independent**

Source : Exhibit Surveys, Inc. and Lippman Connects

Association Exhibitions

- In North America, associations own and largely operate approximately 64% of the top 250 B2B events
- 62% of space sold
- Major associations have strong balance sheets with cash available to deploy on business development
- Better opportunity to interact year round with industry leaders and members

Some Signs of Association M&A Activity Increasing

Year	Seller: Association Buyer: Strategic	Seller: Strategic Buyer: Association	Seller: Association Buyer: Association	Total
2009	5	2	1	**8**
2010	1	3	0	**4**
2011	2	2	0	**4**
2012	0	3	0	**3**
2013	2	5	2	**9**
2014	4	5	0	**9**
Total	**14**	**20**	**3**	**37**

- Associations have been net buyers since 2009
- Activity has picked up since 2012 – 50% of transactions took place in 2013 and 2014
- 15 Transactions related to Exhibitions and Events

Source: Jordan Edmiston Group

Medium to Small Associations

- Rely heavily on income from exhibitions and events generating 40%-70% of operating income
- Risk averse
- Staff more heavily focused on operations - less about strategic initiatives or relationship sales
- Limited resources
- Heavy focus on membership retention
- B2B marketing is becoming more complex - requires human and financial capital

Trending toward smaller, more targeted events

	1 Million + NSF (100,000 NSM)	500,000-999,999 NSF (50,000 NSM)
2008	8	30
2010	3	20
2012	5	24
2013	4	26
2014	7	23

Source: Trade Show Executive

Business Challenges

- Economic uncertainty
- Customer demographic shift
- Changing customer expectations
- Regulations
- Security
- Human resources
- Technology

Technology

We are creating a new kind of reality (blended reality), one in which physical and digital environments, media, and interactions are woven together throughout our daily lives.

Technology enables this transformation but, as is always the case, when we invent new technologies, they in turn re-invent us.

Blended reality shapes the nature of what we experience and how we make sense of our surroundings.

FLAT

Marina Gorbis

The Nature of the Future: Dispatches from the Socialstructured World

Trends Worth Watching

- Technology will continue to change at an exceedingly rapid rate
- Creating experiences and opportunities for interaction on the show floor – and off
- Expect to see greater use of data analytics increase in importance
- Marketers are expecting more and are analyzing which exhibitions make the most sense

Adoption of Data Analytics Growing

- 68% are or will engage in data analytics within a year
- 70% or more C-level executives are involved in defining scope
- General software i.e.; Excel/Access most used
- 76% of tools used in function specific software

Marketing Is Evolving

- Overall marketing strategies evolving – where/how do face to face events fit
- Competition for marketing budget increasing
  - Other event channels
  - Other marketing channels
- Trade show and event mix strategies more sophisticated for major exhibitors
- Cost reduction - the "new normal"

Source: Customer Attainment from Event Engagement™ study conducted by CMO Council 2013
Source: Center for Exhibition Industry Research Report F05.12 The Role and Value of Face-to-Face Interaction, Trends in the Use of Exhibitions

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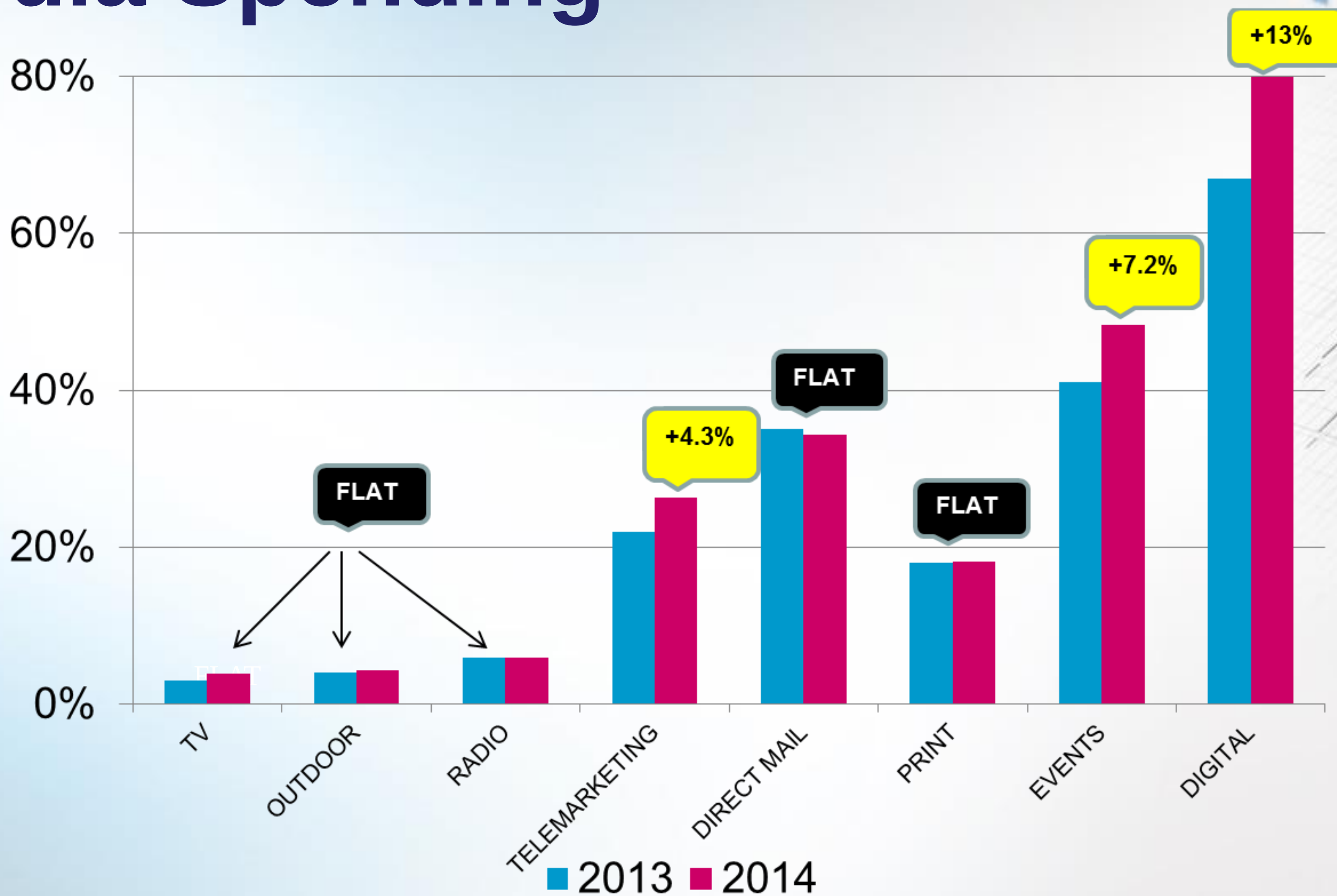
Further Considerations for Exhibitors

- 44% of CMO’s globally who exhibit report that they also produce their own events
- Attendees to exhibitions also attend private events (attend average of 3.4 trade shows and 2.6 private events)
- Many companies therefore have an “event mix” strategy, not just an exhibition selection strategy
- Some seek unique venues beyond the Convention Center

Media Spending



Source: B2B Magazine – 2014 Marketing Outlook

CEIR How the Exhibit Dollar is Spent 1996 – 2014 Comparison

	1996	2014
Exhibit Space	29%	39%
Exhibit Design	18%	11%
Show Services	18%	11%
T&E	13%	14%
Shipping	12%	9%
Promotion	9%	13%

Source: 1996: CEIR and Tradeshow Week, Inc.
2014: CEIR survey, Dr. Allen Shaw

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Marketing is Evolving

Source: DestinationNEXT, 2014, Destination Marketing Association International

Buyer/Exhibitor Retention Connection

#1 Unique Value of Exhibiting

Volume of F2F Interactions with Prospects & Customers

Top Ranked Effective Tactics Driving Attendance

Direct Mail, 87%
Email, 86%
Exhibitor Comps/Invites, 65%

#1 Factor Driving Decision to Exhibit

High Quality Buyers, 84%

Avoid Mass Marketing!

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Exhibitions Deliver Unique Value NOT Fulfilled by Other Channels

The Young Professional Exhibitor

- 98% identified 1+ unique values
- 82% likely to exhibit in future

Source: CEIR/SISO Young Professional Study

Why Buyers Come

Most Urgent Shopping Needs

Show me what's NEW!	• New technology 5.54 • New product intros 5.33
Let me interact w/ new products	• Interact with new products 5.31
I want to talk	• Talk w/ industry experts 5.51 • Questions answered 'on the spot' 5.26
Help me process	• Idea generation, 5.24 • Solutions to problems, 5.12 • Brand comparison, 5.14 • Info for upcoming purchase, 5.07

Source: CEIR AC32.13 What Attendees Want from Trade Exhibitions
Scale of 1 to 7 where 1=Very Unimportant and 7=Very Important

Why Buyers Come

Most Urgent Learning Needs

Industry trend insights – what's hot?

- Industry insights 5.51

I want to connect F2F!

- Professional networking 5.30

I want to excel in my job

- Better job performance 5.30

I want to grow personally

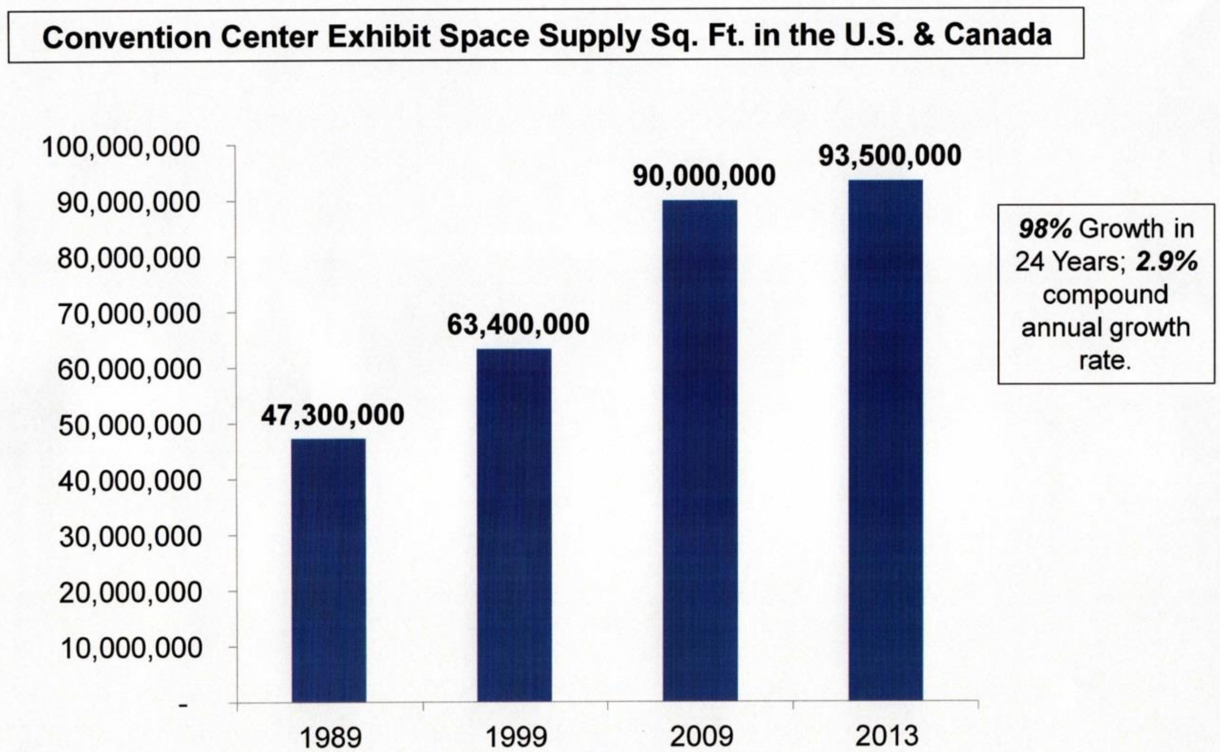
- Personal development 5.18

Young Professional Format Preferences

- Hands-on workshops, 51%
- Facilitated discussions, 41%
- Short! 20 minute sessions, 39%
- 45 minute lecture and Q&A, 39%

Source: CEIR AC32.13 What Attendees Want from Trade Exhibitions
Scale of 1 to 7 where 1=Very unimportant and 7=Very Important

Convention Center Supply Growth



Source: Red 7 Media Research & Consulting – Millions of Square Feet of Exhibit Space

The Facilities

- Fourth generation construction underway
- Reducing exclusive services
- Free Wi-fi in public areas
- Private Management
- Space supply exceeds demand yet supply continues to grow
- Partial space repurposing
- Organizing own exhibitions

Questions?

Center for Exhibition Industry Research

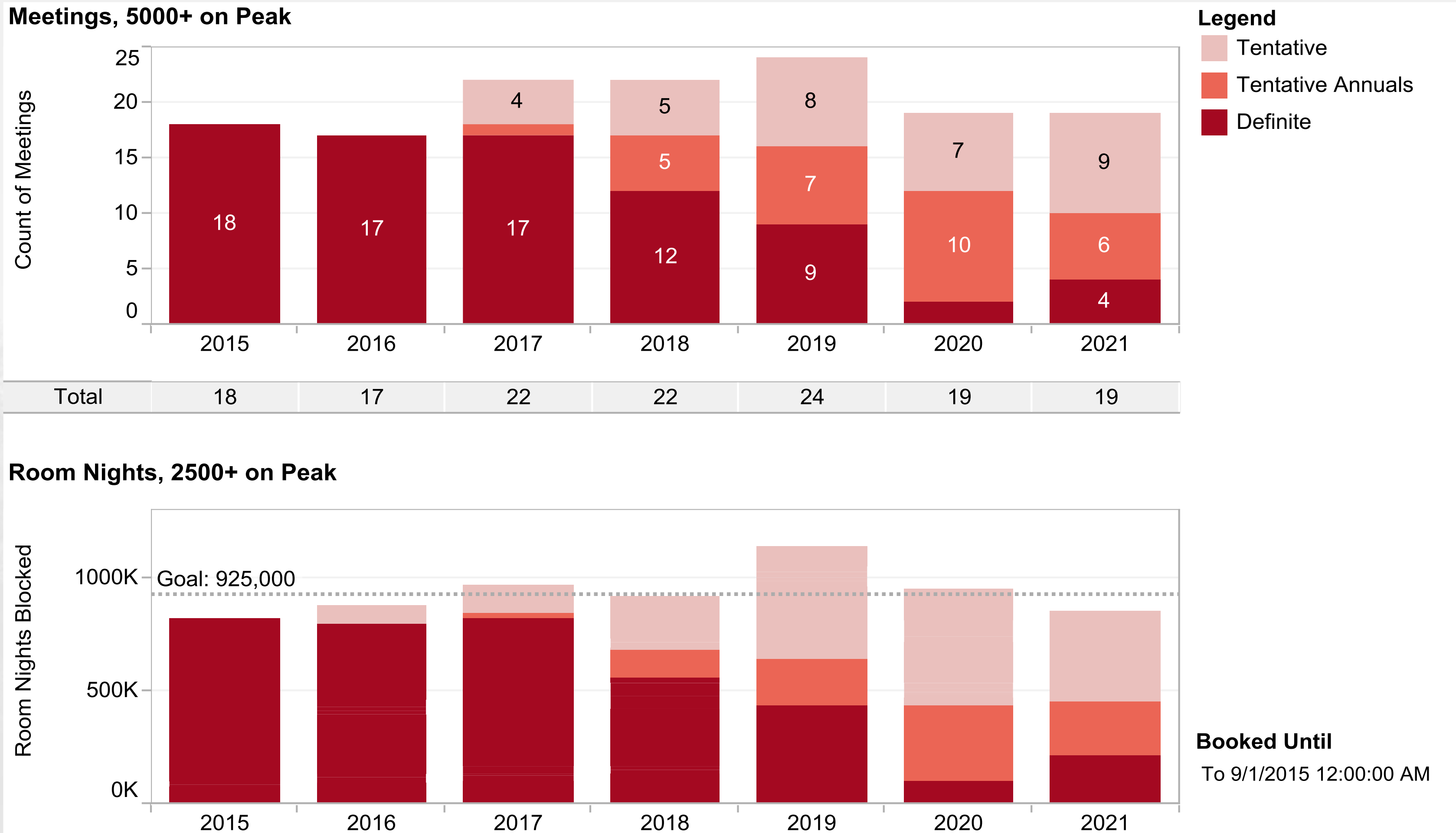
ATLANTA OUTLOOK

GWCC BOARD OF DIRECTORS RETREAT

BACKGROUND

- ACVB/GWCC Relationship
- Marketing Support
- 2016 Business Plan

MAJOR GROUPS FOR FUTURE YEARS



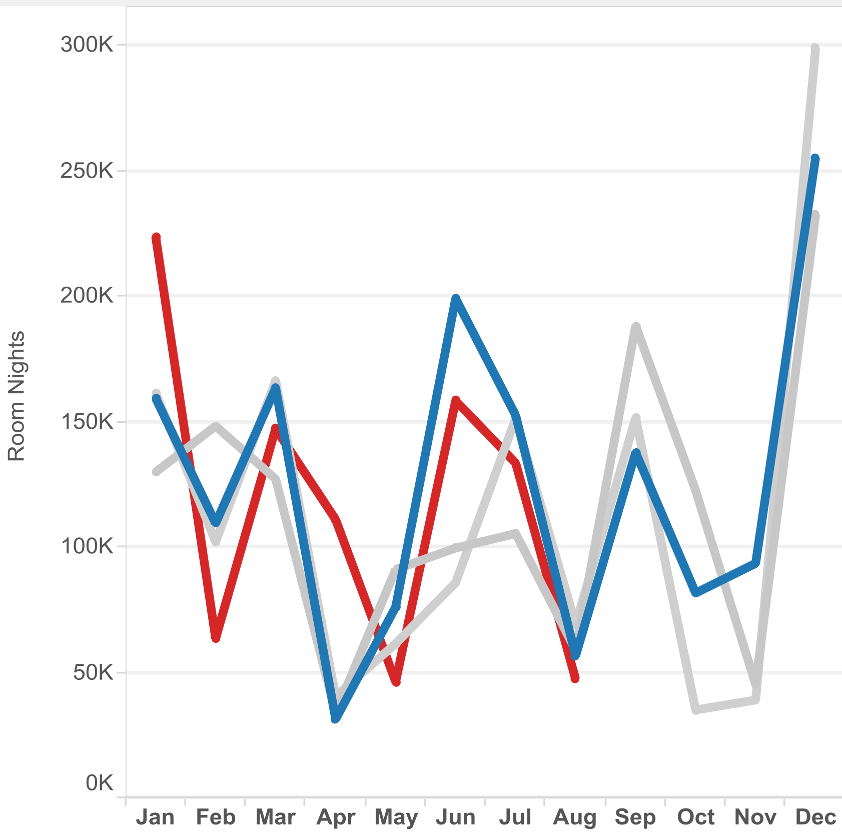
ATTRACTING NEW BUSINESS

- The last 3 ½ years show the strength of the market
  - 37 citywides that have not been in Atlanta in 5 or more years
  - 17 citywides that have not been to Atlanta in 10 years
  - 35 citywides that have never been to Atlanta
  - Highest % growth in hotel occupancy in the top 25 markets
  - Two years running of demand share growth

BOOKINGS VS. LAST YEAR

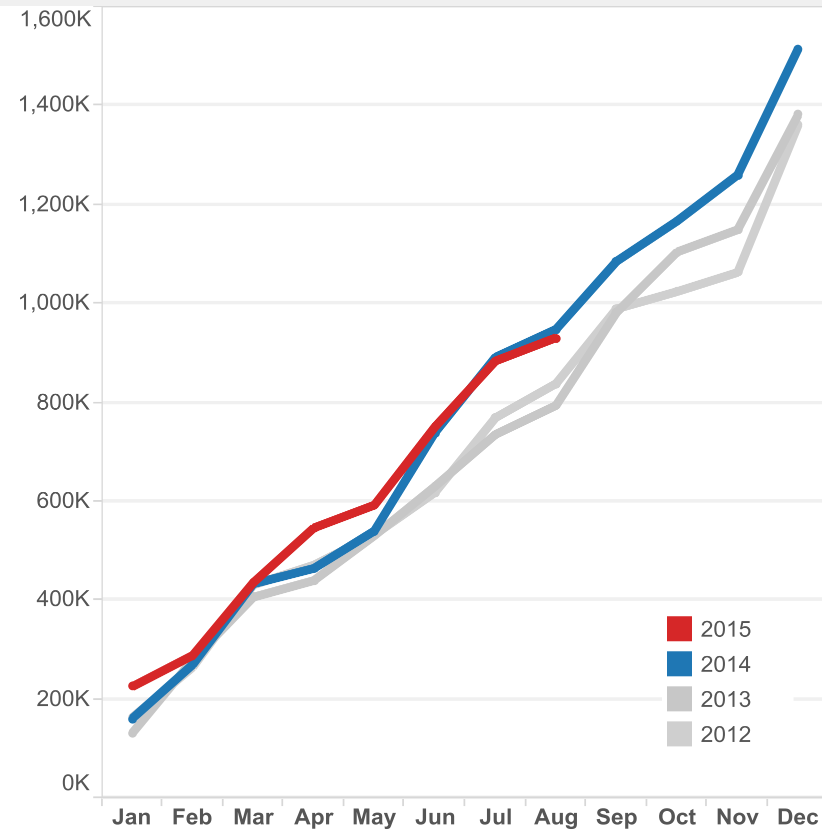
ALL GROUPS

MONTHLY TOTALS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
YoY	41%	-42%	-10%	255%	-39%	-20%	-13%	-17%

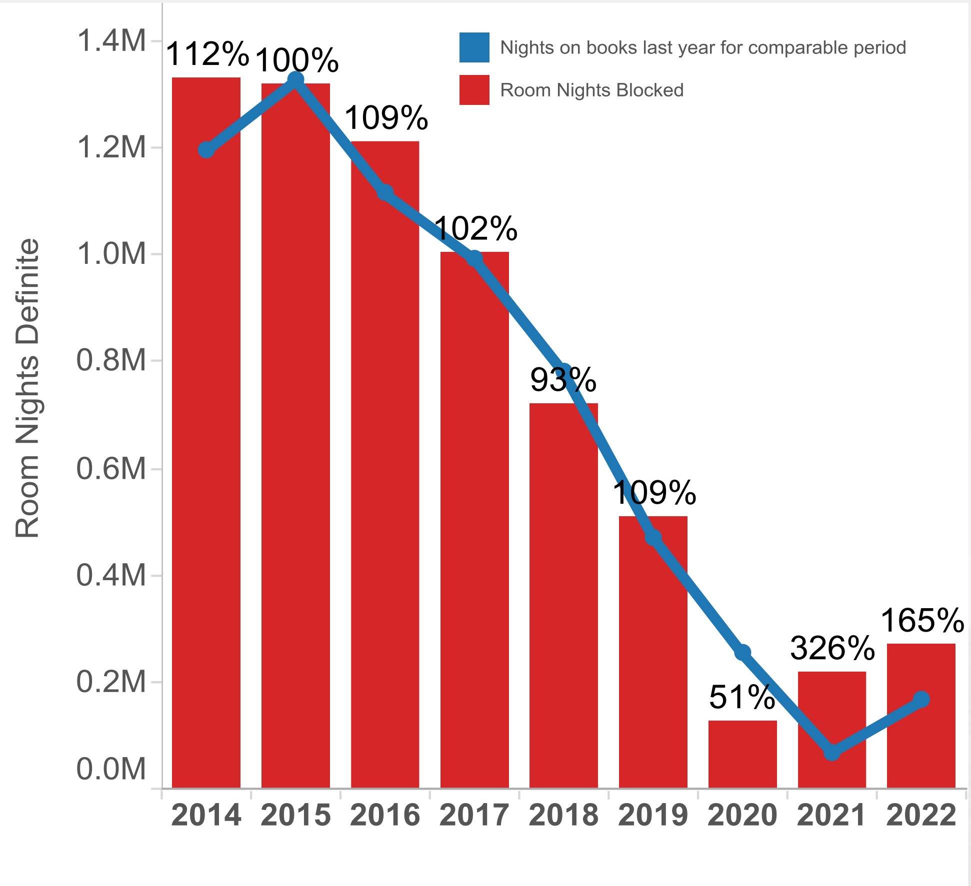
YTD TOTALS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
YoY	41%	7%	1%	18%	10%	2%	-1%	-2%

YOY PACE

DEFINITE ROOM NIGHTS



YOY Pace = Nights on books currently / Nights on books last year for comparable period
e.g. Currently booked for 2016 / Booked at this time last year for 2015

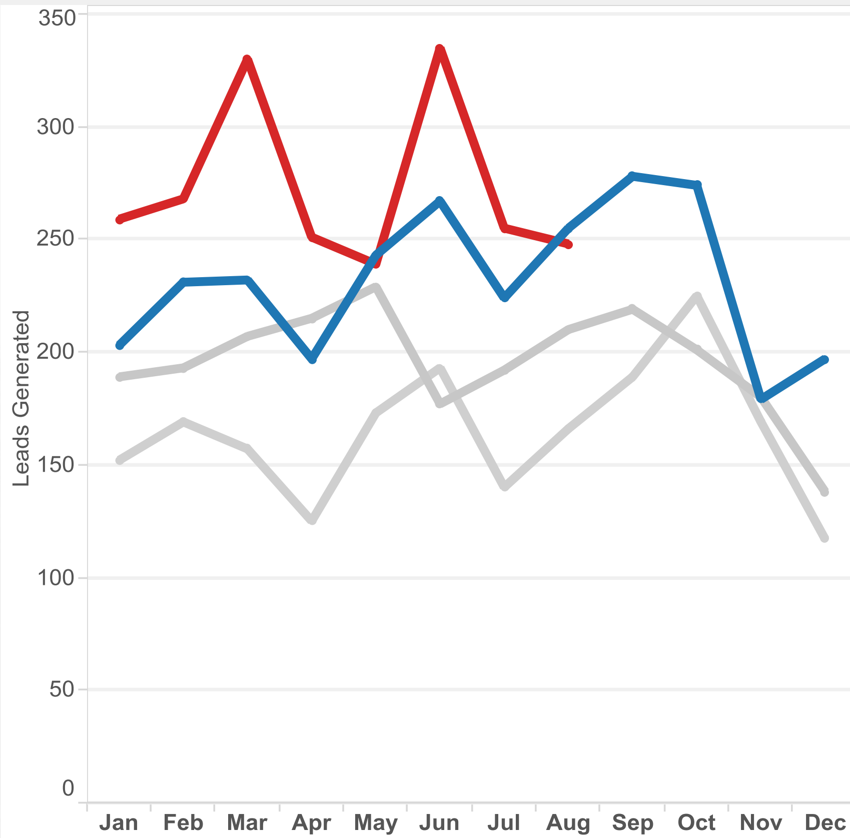
CHANGE IN LAST MONTH

	Current YOY Pace	YOY Pace @ End of Last Month	Change
2014	112%	112%	
2015	100%	100%	
2016	109%	110%	-1%
2017	102%	100%	+2%
2018	93%	92%	+1%
2019	109%	111%	-2%
2020	51%	51%	
2021	326%	358%	-32%
2022	165%	165%	

LEADS VS. LAST YEAR

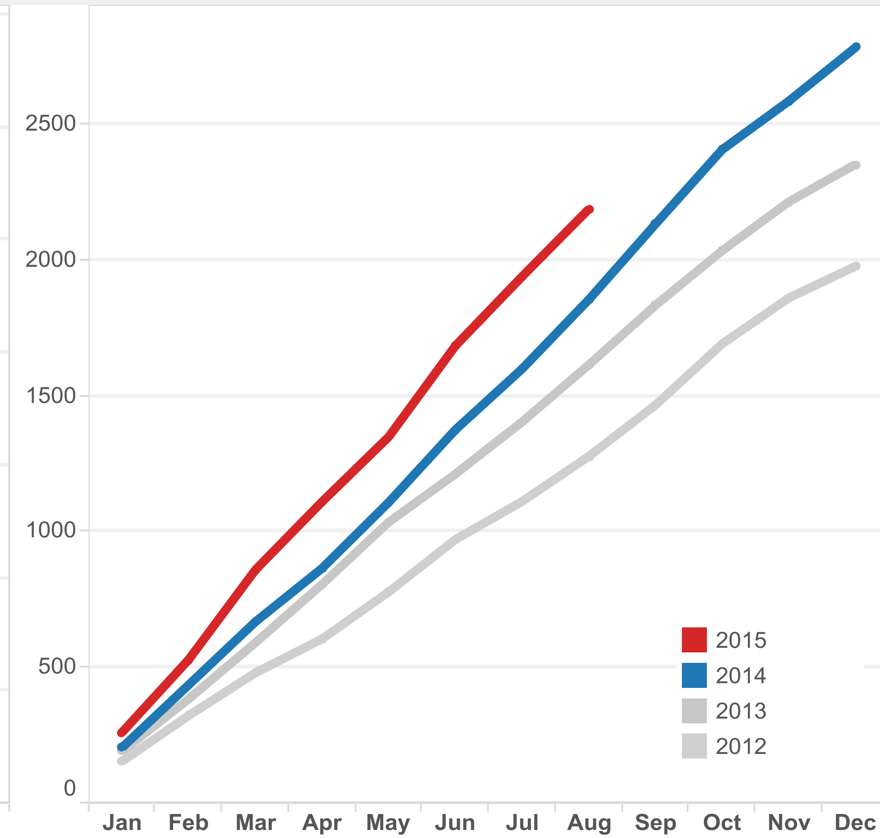
ALL GROUPS

MONTHLY TOTALS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
YoY	28%	16%	42%	27%	-2%	25%	14%	-3%

YTD TOTALS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
YoY	28%	21%	29%	28%	22%	23%	21%	18%

SPORTING EVENTS REMAIN IMPORTANT

- Typically weekends and need periods
- SEC Championship
- Celebration Bowl - 2015
- CFA Peach Bowl Semifinals - ‘16, ‘19, ‘22
- College Football Championship - 2018
- Super Bowl - 2019
- NCAA Men’s Final Four - 2020
- Major League Soccer – 2017
- SEC 2017 - 2026

INCREMENTAL OPPORTUNITIES

- Building B/C Connector
  - 21 additional conventions that would consider Atlanta with the connector
  - 10 Additional conventions that currently rotate through Atlanta have expressed space concerns
  - Competitive Advantage

- New Hotel
  - Incremental business to Building C
  - Additional Headquarter Hotel
  - “Stacking” the Center

The Very Good ……Will Continue

HOTEL SECTOR UPDATE - SEPTEMBER 2015

PKF Hospitality Research

Presented By:

Mark Woodworth, *Senior Managing Director, PKF Hospitality Research, a CBRE Company*

September 23, 2015

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ECONOMETRIC ADVISORS

LODGING INDUSTRY UPDATE

- ✓ The Economy
- ✓ U.S. Lodging Market Overview
- ✓ Hotel Business Cycle
- ✓ Atlanta

THE U.S. ECONOMY

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WHAT COULD DERAIL THE GOOD TIMES?

1. The Economy

Is the economy:

Good ?

Okay ?

Bad ?

What about in a year from today?

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WHAT COULD DERAIL THE GOOD TIMES?

1. The Economy Okay, moving to good
2. Asset Price Bubble ???
3. Unpredictable Demand Shock ?
4. Oil/Energy Price Increases Not on the horizon
5. Over Building Mostly no, some yes.

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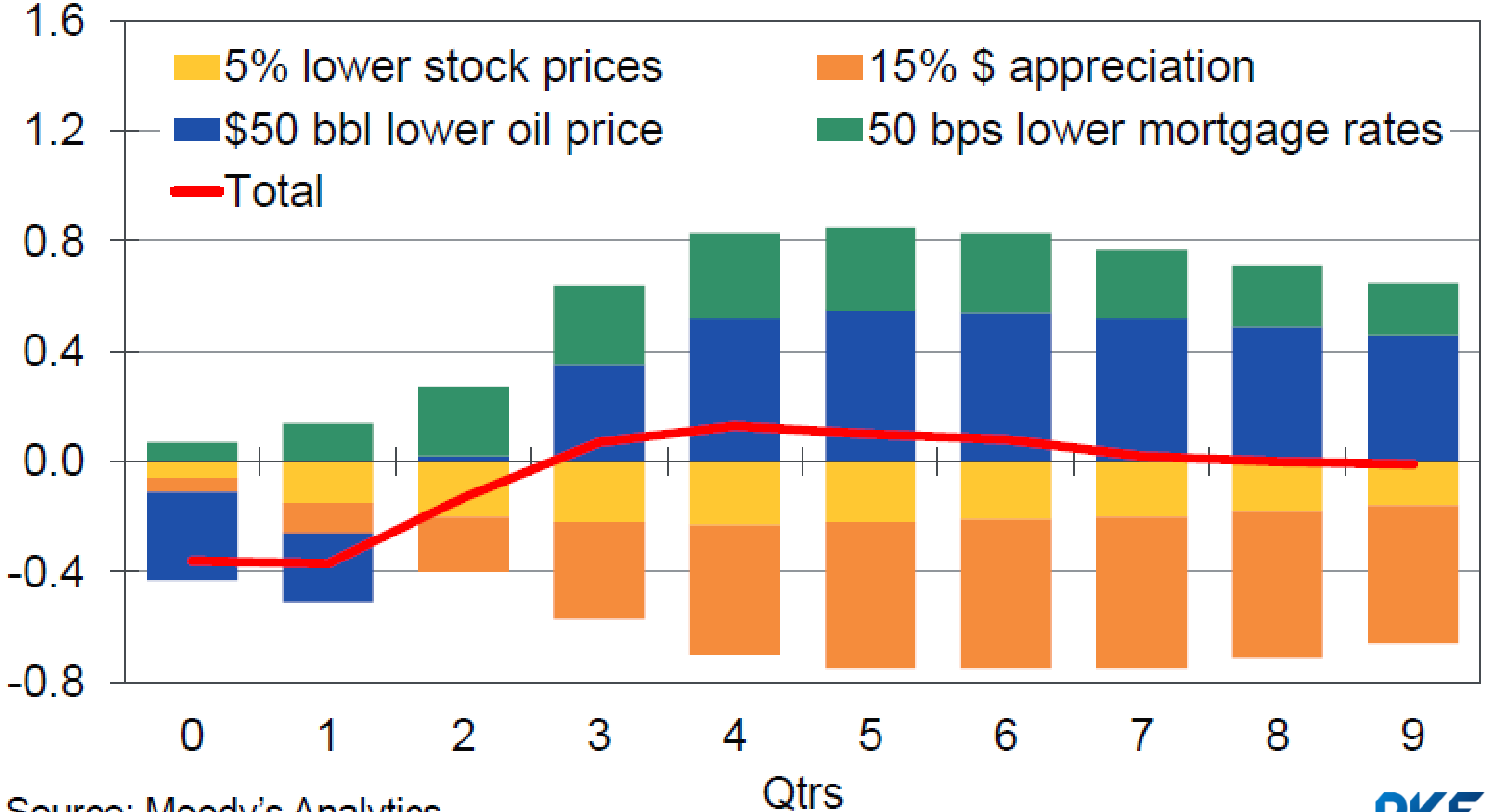
Economic Cross Currents Net Out

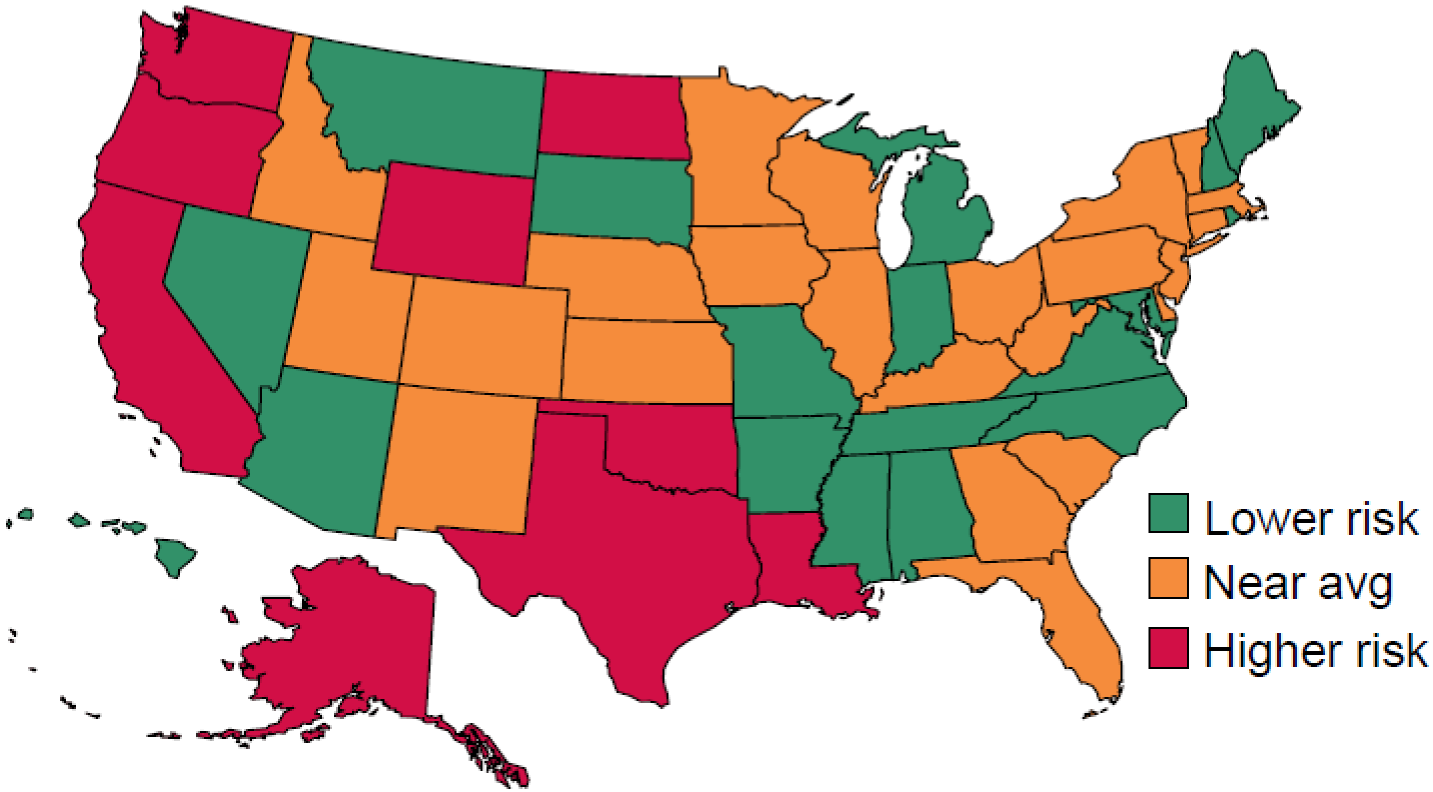
Real GDP deviation from no change scenario, % change



Source: Moody's Analytics

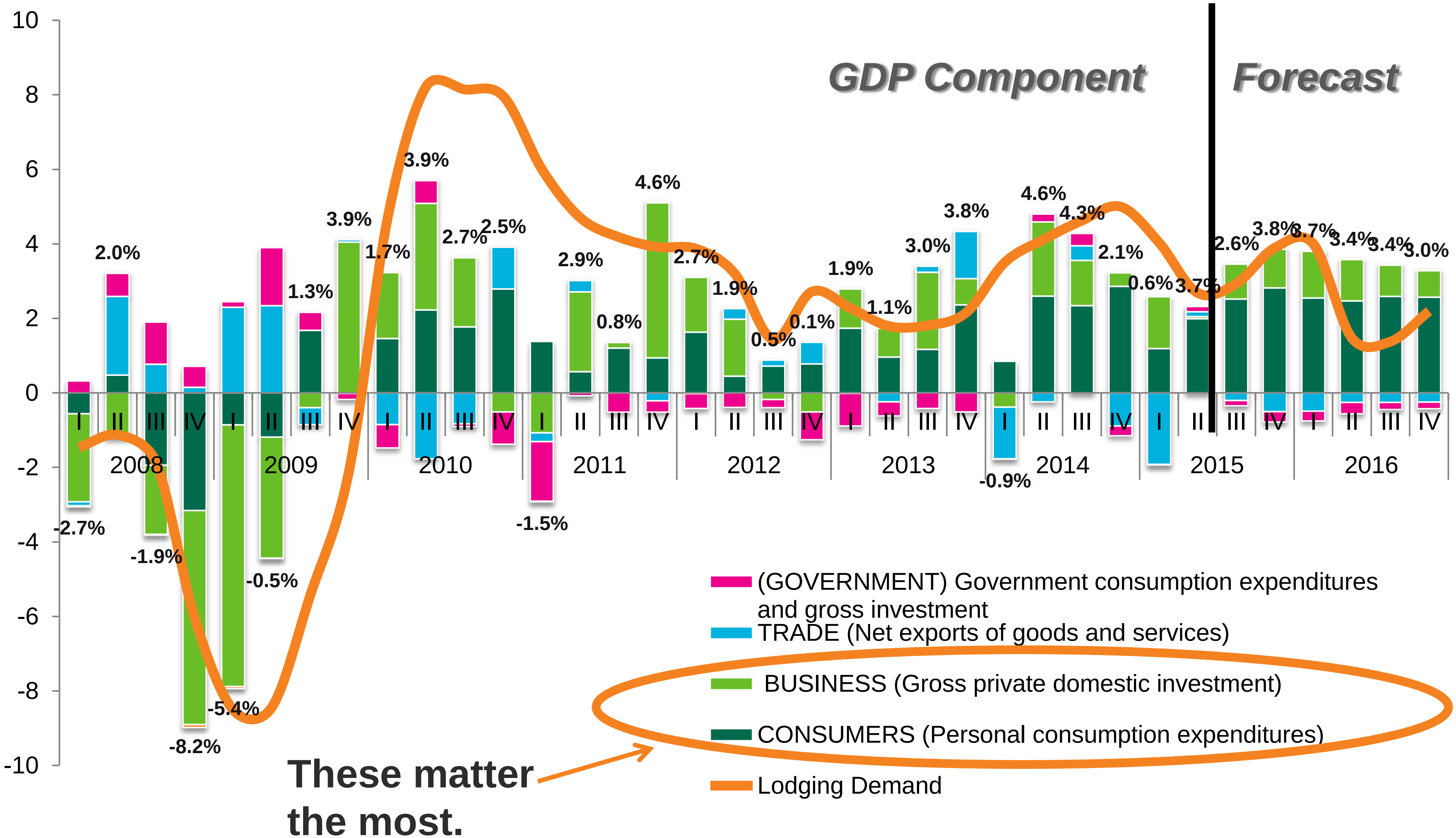
Overall Risk Index

Wealth effect 40%; trade 40%; energy 20%



Sources: BLS, Moody's Analytics

THE OUTLOOK FOR THE DRIVERS THAT ARE MOST IMPORTANT TO HOTELS REMAINS FAVORABLE



Source: BEA, Moody's Analytics, PKF Hospitality Research, a CBRE Company Hotel Horizons: September – November 2015, STR, Inc.

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U.S. LODGING MARKET OVERVIEW

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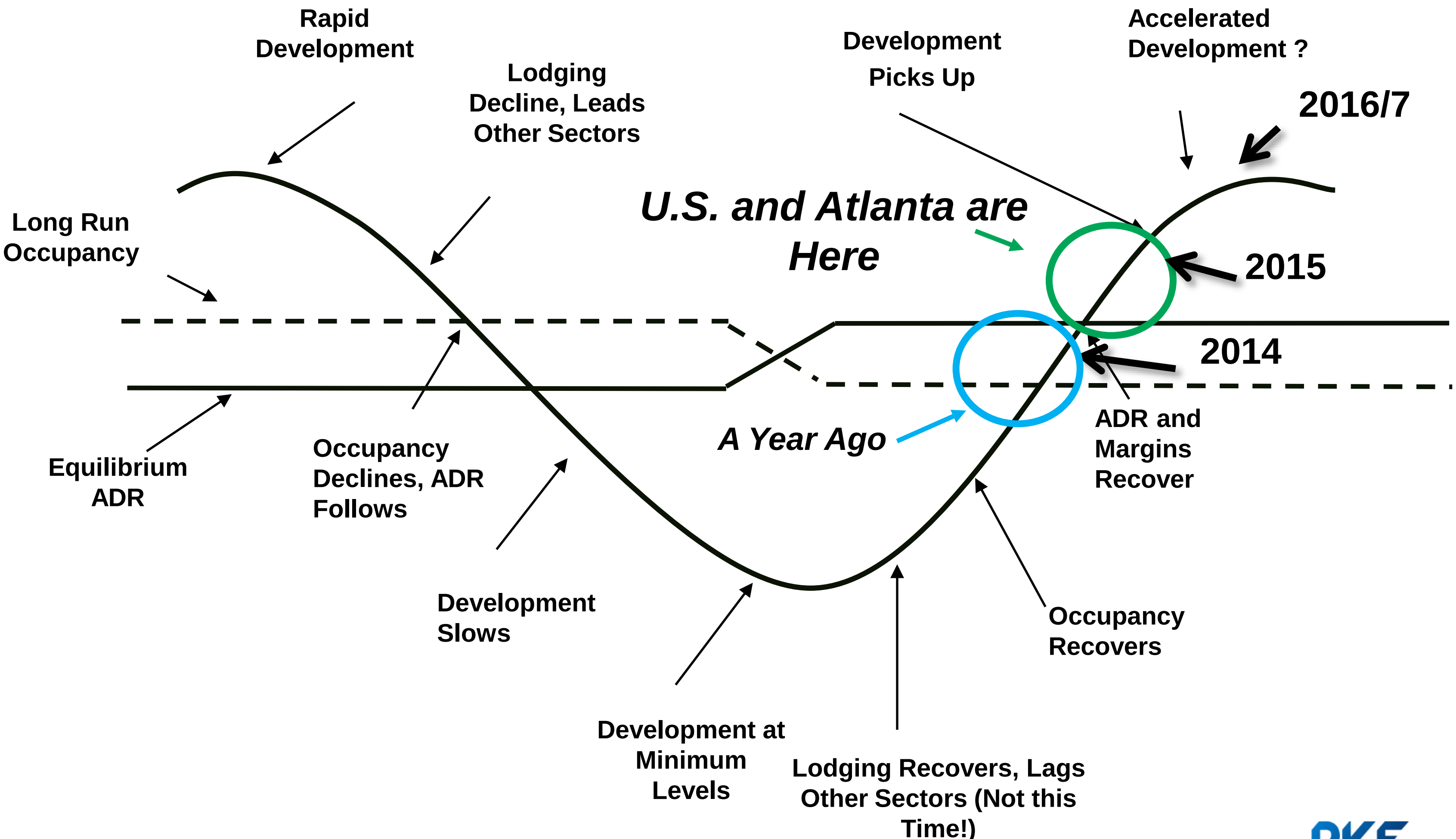
THE HOTEL MARKET CYCLE

Our Opinion



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NATIONAL FORECAST – ALL U.S. HOTELS

2014-2016

	Long Run Average	2012	2013	2014	2015F	2016F
Supply	**1.9%**	0.4%	0.7%	0.8%	1.1%	1.8%
Demand	**2.0%**	2.8%	2.0%	4.4%	3.3%	2.2%
Occupancy	**62.0%**	61.4%	62.2%	64.4%	65.8%	66.1%
ADR	**3.0%**	4.2%	3.9%	4.5%	5.0%	5.9%
RevPAR	**3.2%**	6.6%	5.2%	8.2%	7.2%	6.3%

RevPAR driven by ADR Growth

Source: PKF Hospitality Research - *Hotel Horizons® September-November, 2015*, STR, Inc.

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REVPAR FORECAST BY LOCATION

Only Interstate and Small Town Behind Pre-Recession Occupancy

Location	2014	2015F	2016F
Urban	7.3%	6.9%	6.2%
Suburban	9.2%	8.3%	6.0%
Airport	9.7%	8.7%	8.8%
Interstate	7.3%	6.1%	5.2%
Resort	8.4%	7.3%	7.4%
Small Town / Metro	7.0%	5.5%	5.6%
All Hotels	**8.2%**	**7.2%**	**6.3%**

Source: PKF Hospitality Research - *Hotel Horizons® September-November, 2015*, STR, Inc.

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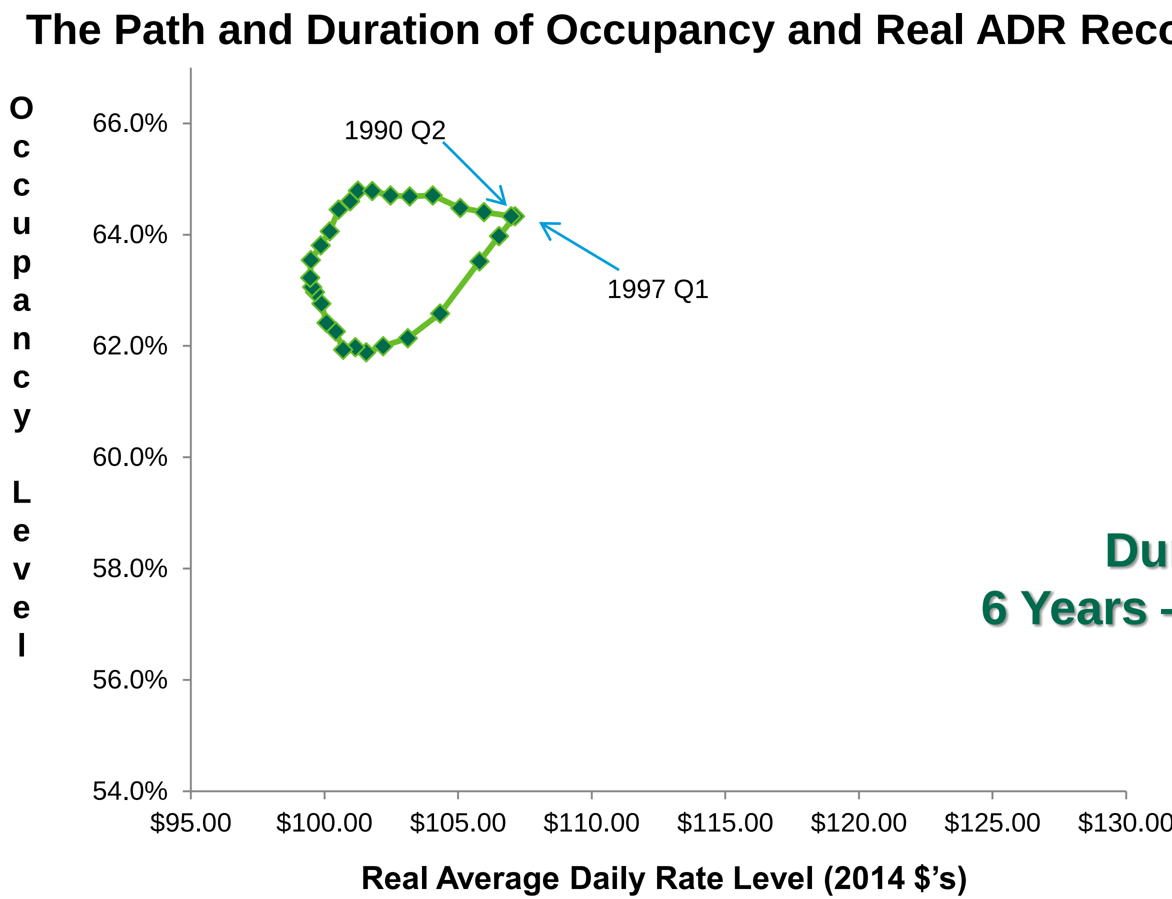
TRACKING THE BUSINESS CYLCES OF U.S. HOTELS

REAL ADR PERFORMANCE – U.S.

A Look at Past Cycles – 1991 Recession



Duration:
6 Years – 3 Quarters

Source: PKF HR, STR, Inc.

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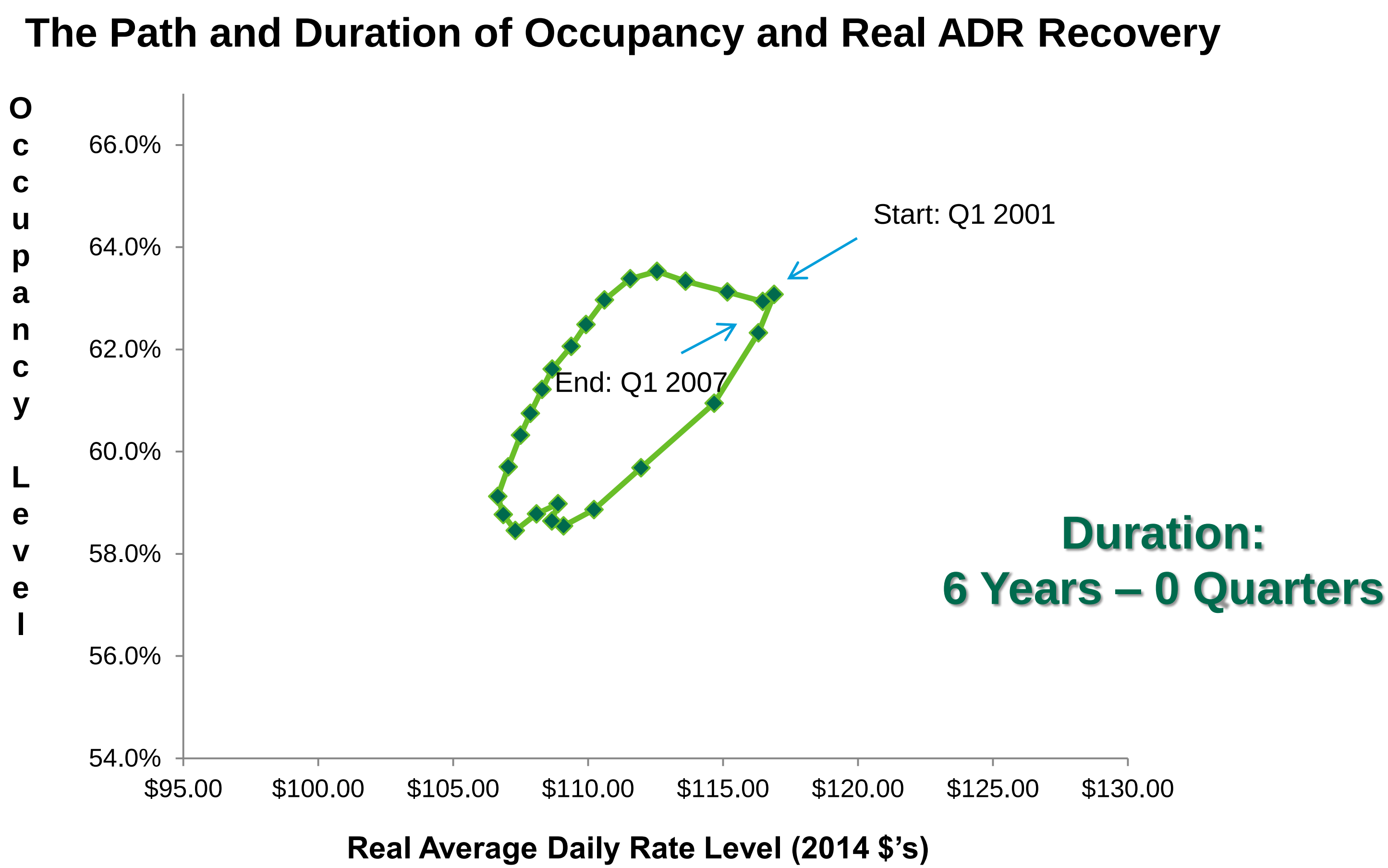
REAL ADR PERFORMANCE – U.S.

A Look at Past Cycles – 2001 Recession



Source: PKF HR, STR, Inc.

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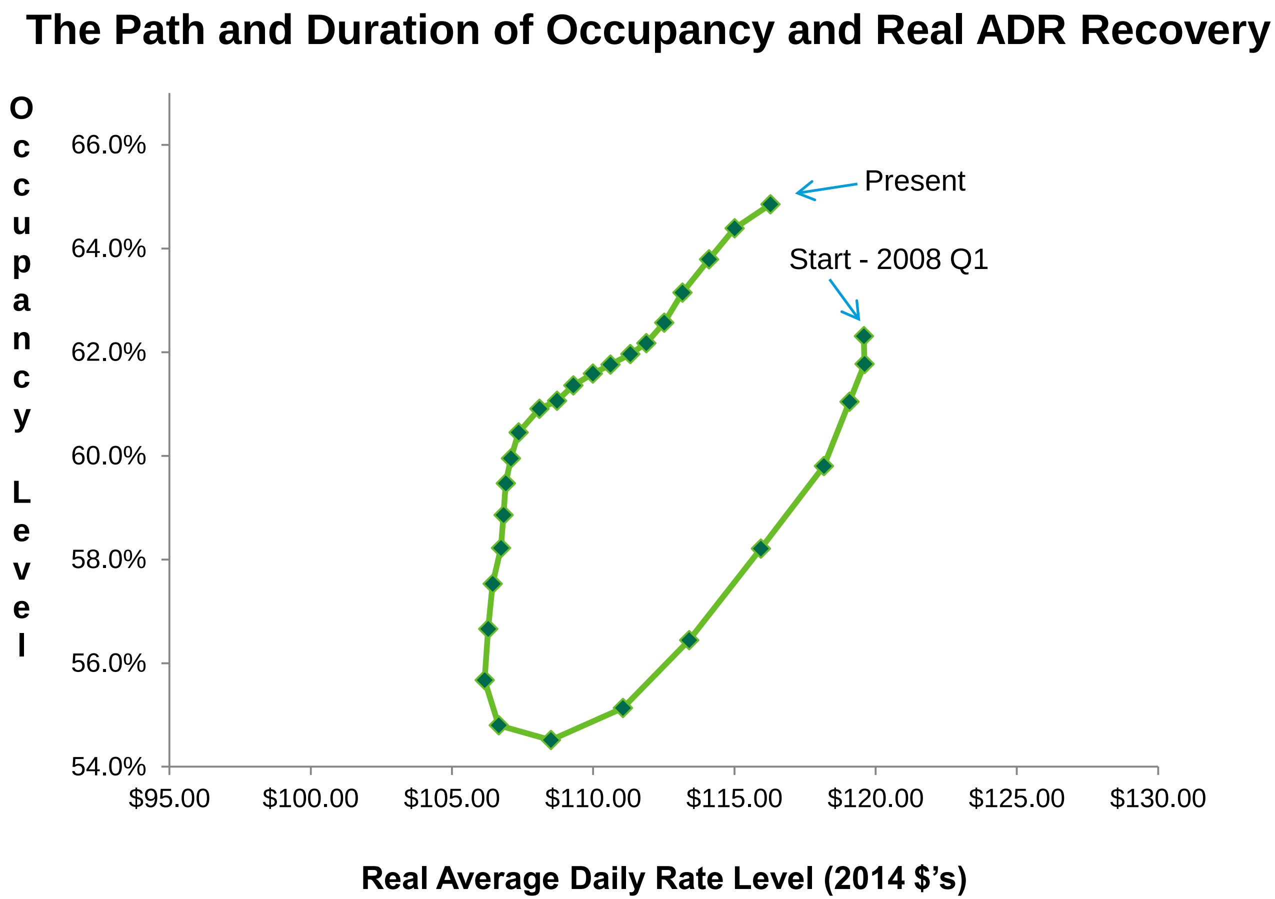
REAL ADR PERFORMANCE – U.S.

Current Cycle



Source: PKF HR, STR, Inc.

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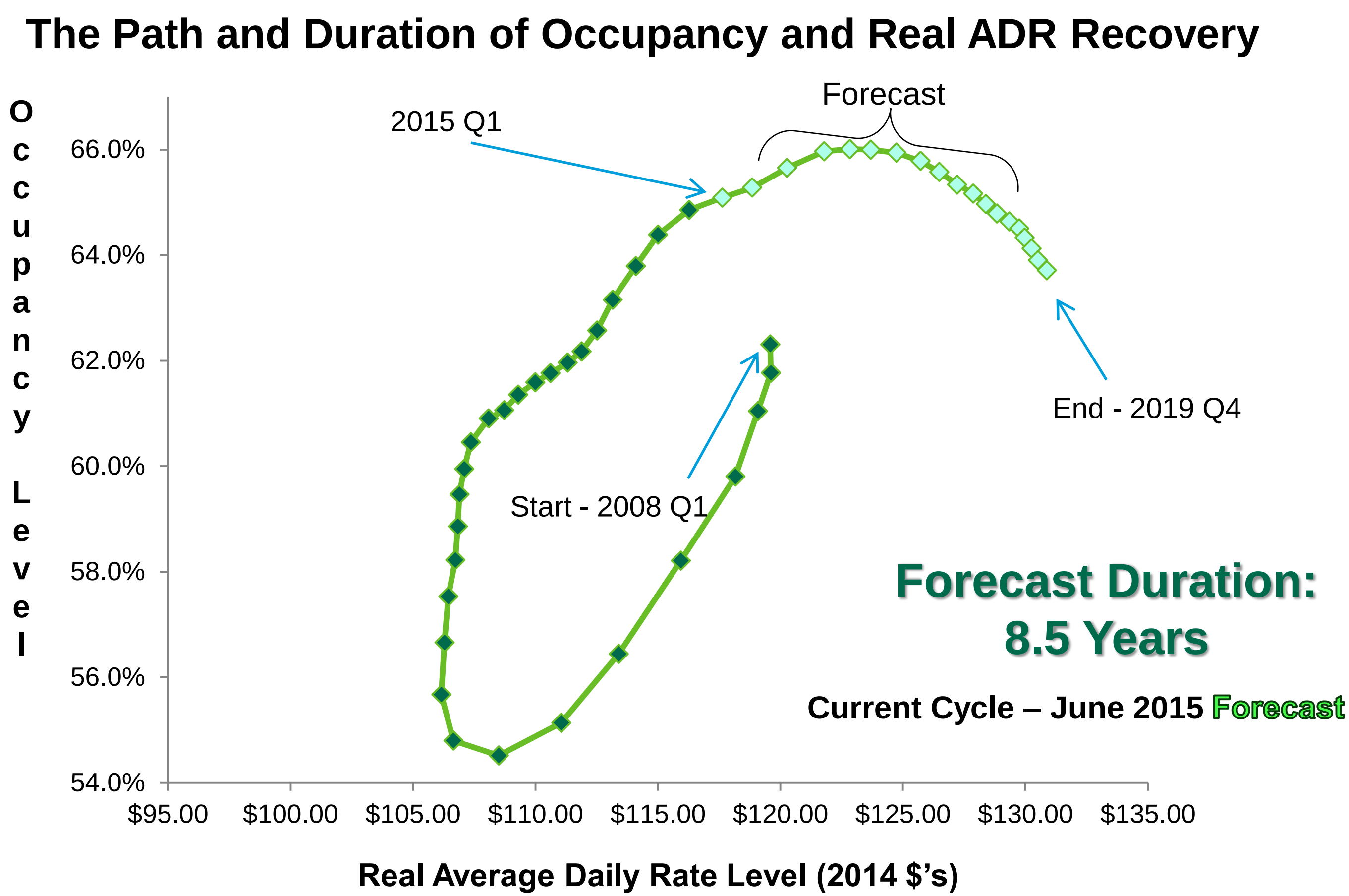
REAL ADR PERFORMANCE – U.S.

Current Cycle – cont'd

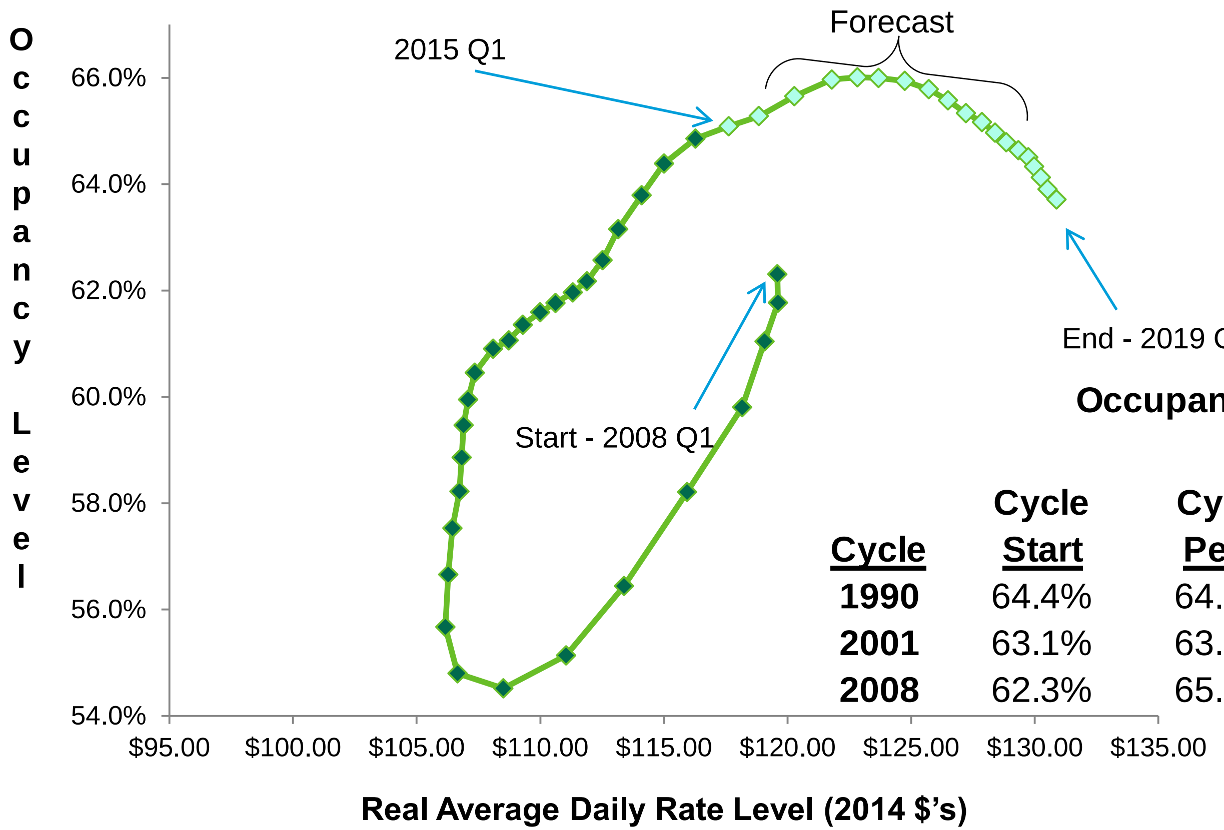


Source: PKF HR, STR, Inc.

REAL ADR PERFORMANCE – U.S.

Current Cycle – cont'd

The Path and Duration of Occupancy and Real ADR Recovery



Occupancy Level

Cycle	Cycle Start	Cycle Peak	At Real ADR Recovery	Delta
1990	64.4%	64.8%	64.3%	-0.1%
2001	63.1%	63.5%	62.9%	-0.2%
2008	62.3%	65.8%	65.4%	3.1%

Source: PKF HR, STR, Inc.

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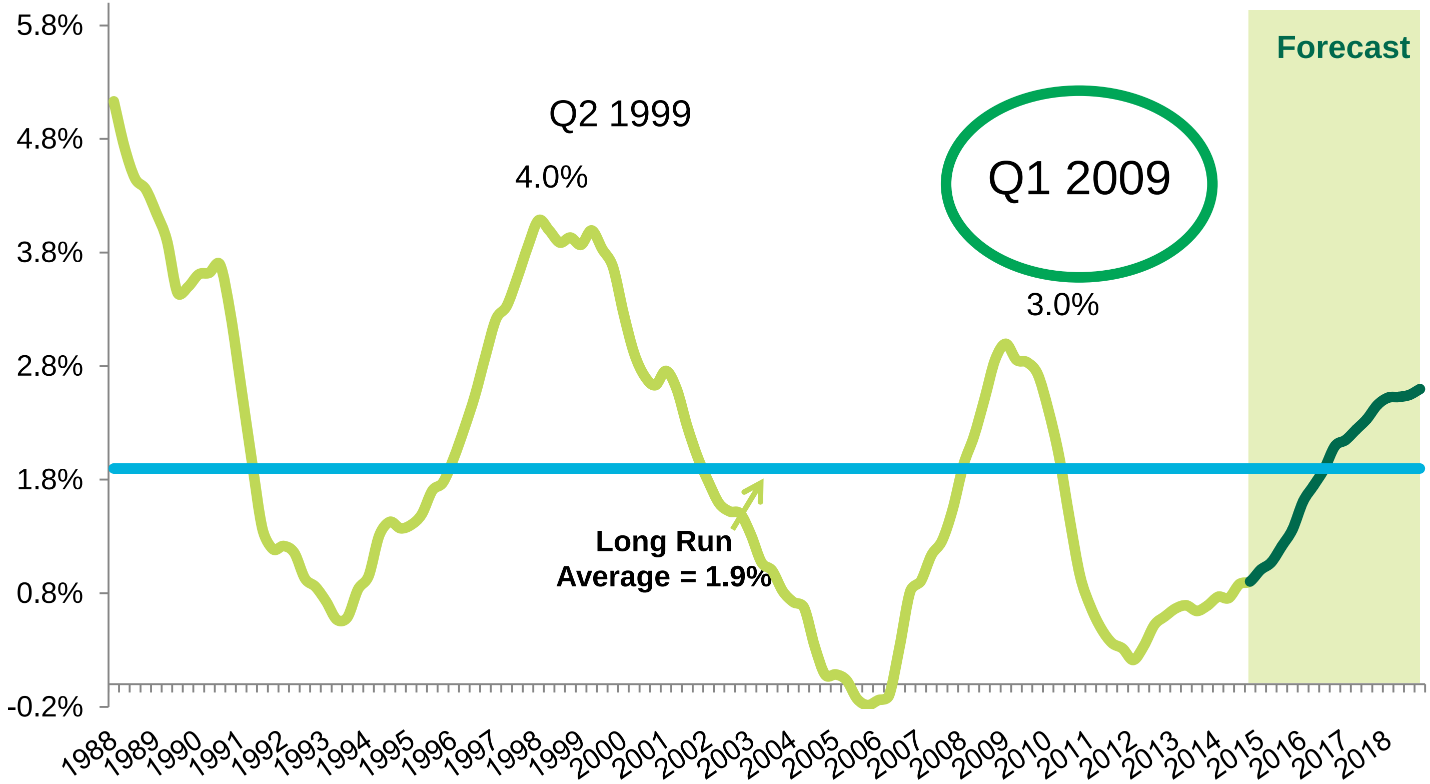
U.S. SUPPLY CHANGE

When did we hit our last peak number of new hotels entering the market?



Source: PKF Hospitality Research, STR, Inc.

CBRE

TODAY VS. THE PREVIOUS PEAK OF CONSTRUCTION ACTIVITY

U.S. Pipeline, Number of Rooms by Phase, July 2015 and March 2008

Phase	*2015*		*Q1/2008*	*% Difference Change*
In Construction	**129,155**	**0.3%**	**207,468**	**-39.4%**
Final Planning	**173,932**	**0.8%**	**113,419**	**53.3%**
Planning	**127,830**	**2.4%**	**344,363**	**-62.9%**
Active Pipeline	**430,917**	**1.1%**	**665,250**	**-35.2%**

Source: STR, Inc.

Change from June 2015

CBRE

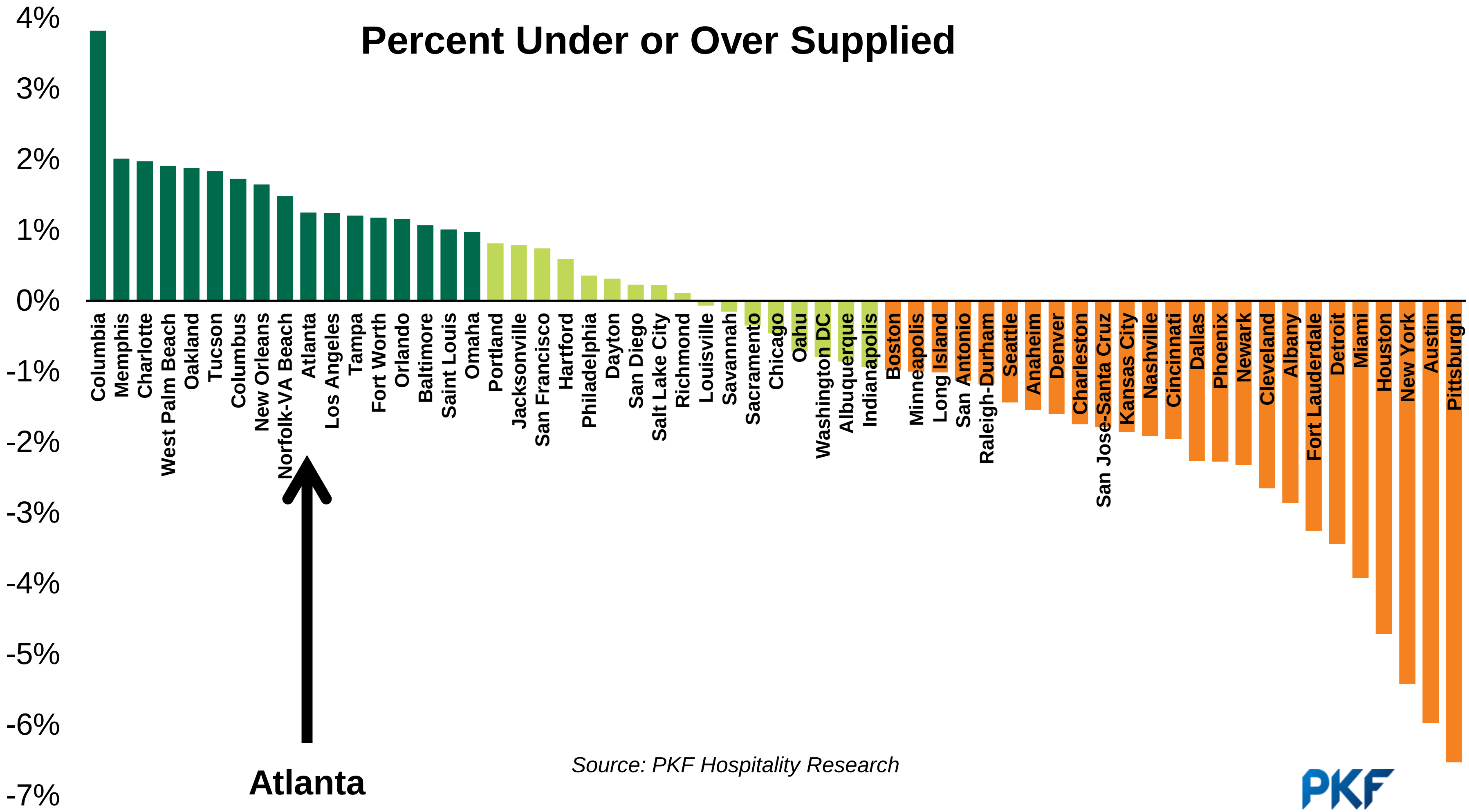
PKF HOSPITALITY RESEARCH A CBRE COMPANY

WHY SO LITTLE NEW CONSTRUCTION?

1. Financing remains a challenge.
2. Elevated uncertainty that characterized this past cycle has not yet been forgotten.
3. Construction costs are rising faster than property values in many markets, undermining the feasibility of new development.
4. Scarcity of brands that lenders are willing to finance.

MODELED OUTPUT

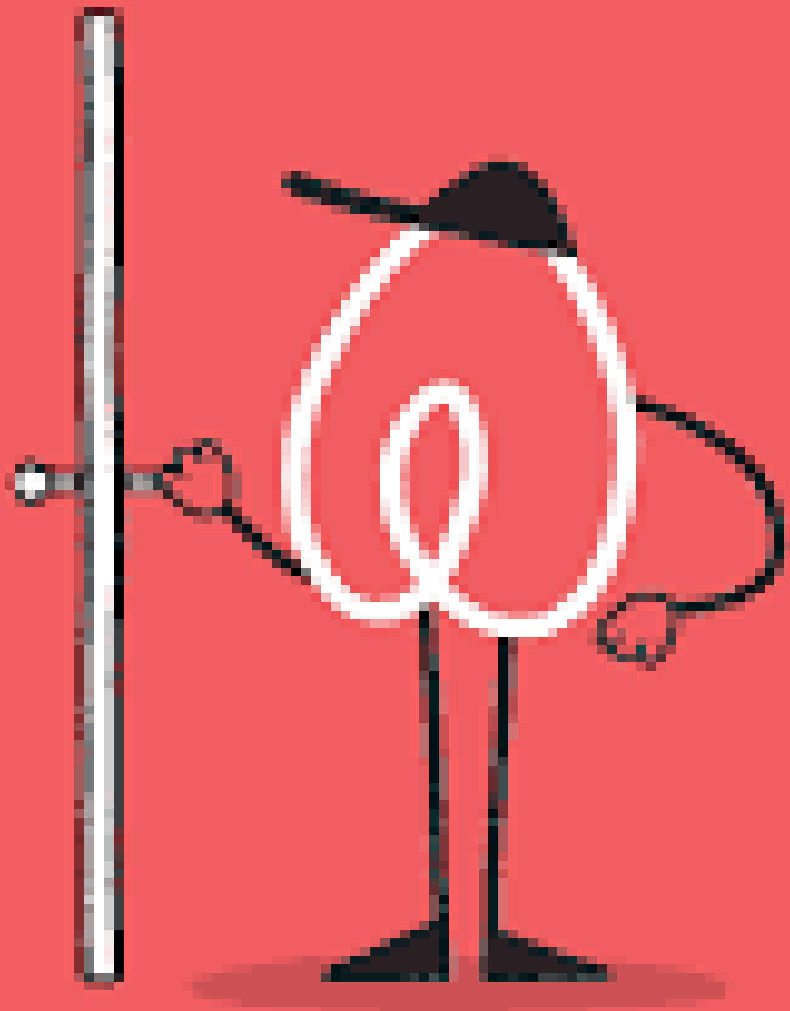
2016 Under vs. Over Supplied Markets



Source: PKF Hospitality Research

PKF HOSPITALITY RESEARCH A CBRE COMPANY

CBRE

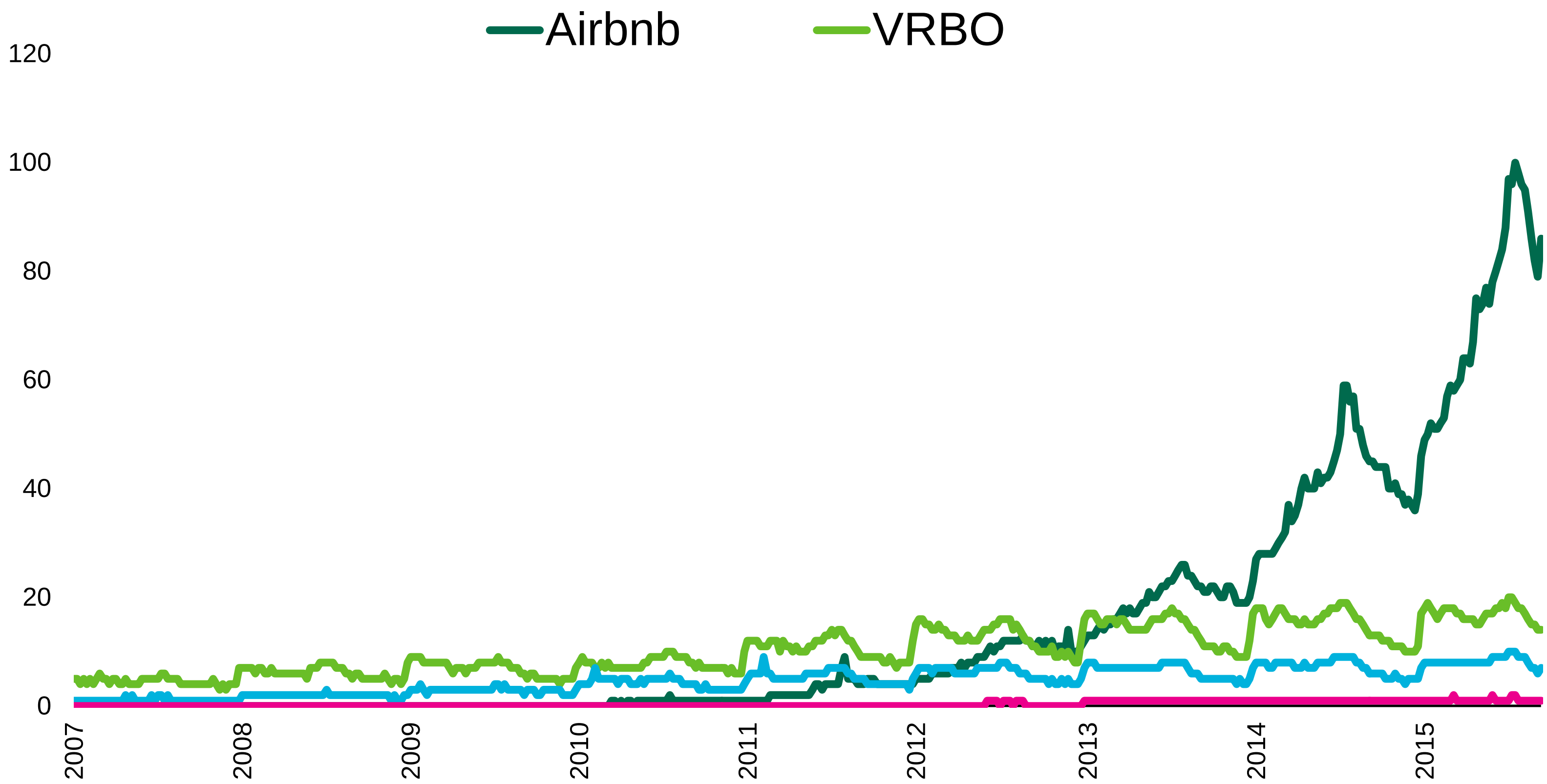


A NEW DISRUPTOR?

airbnb

AIRBNB AND OTHER SHORT-TERM RENTALS

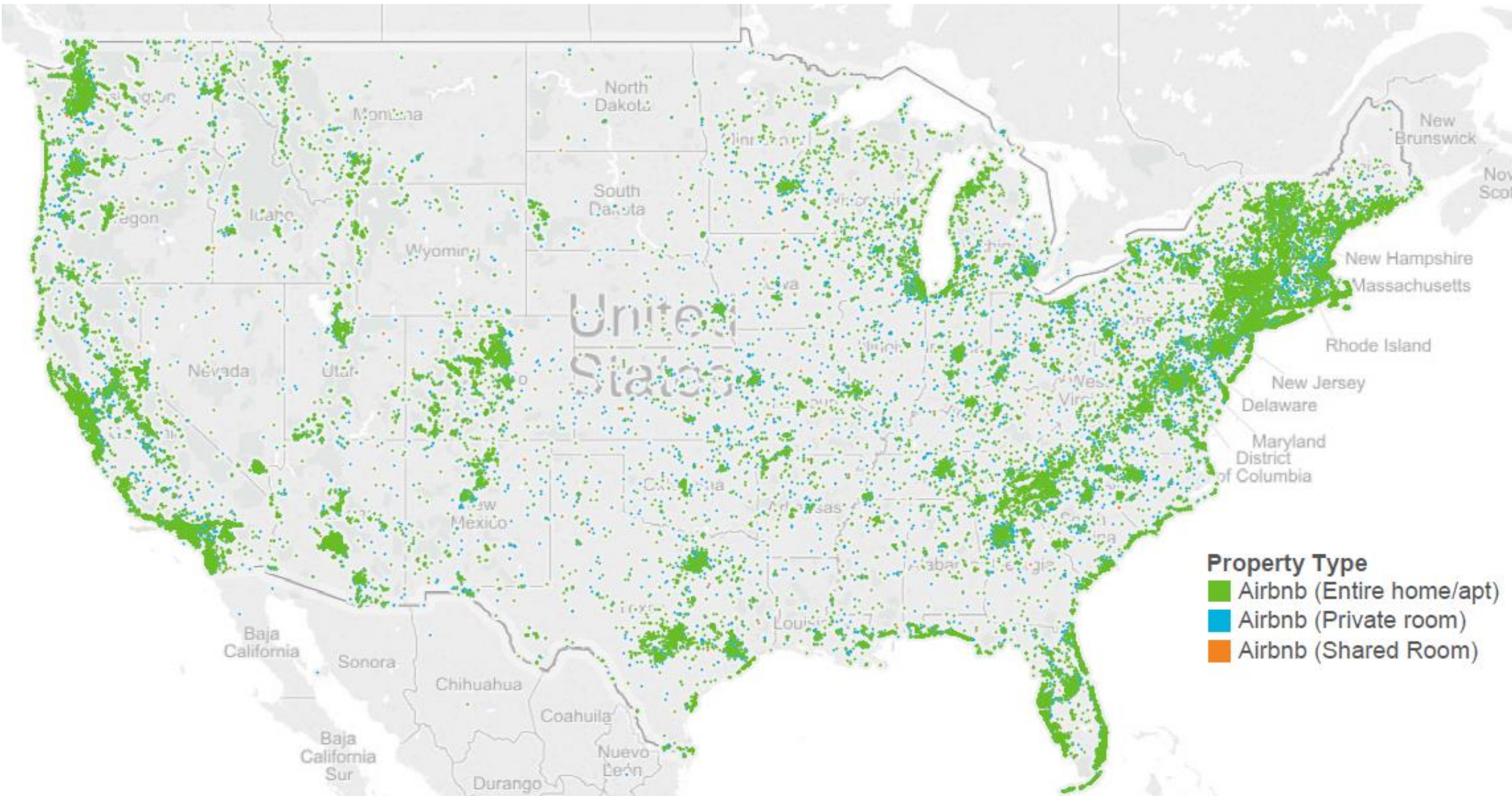
Google Trends – Search Data



Source: Google Trends; PKF Hospitality Research, a CBRE Company

AIRBNB – U.S.

Roughly 215,000 Units available in the U.S. (July 2015)



Source: Insideairbnb.com (July 2015); PKF Hospitality Research, a CBRE Company

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HOW MANY ARE COMPETITIVE WITH HOTELS?

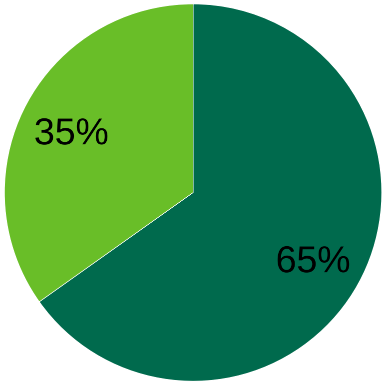
We Estimate 63% of Airbnb Units are competitive with U.S. Hotels

	United States	
Total Airbnb Units	214,218	
Shared Units	4,169	1.9%
Inactive[1] Units	53,332	24.9%
Units with out a Real Bed[2]	6,095	2.8%
Non-Normal Housing Units[3]	2,301	1.1%
Minimum number of nights greater than 7	3,449	1.6%
Noncompetitive Rates[4]	1,474	0.7%
Total Competitive Units	135,514	63.3%

[1] - A listing older than 60 days with 0 reviews in the past six months
[2] - Includes airbeds, Pull-out Sofas, Futons, and Couches
[3] - Includes tree houses, Dorms, boats, etc...
[4] - Rates above $2000 and below $20

Entire home/apt — 88,319 Units = 174,309 Rooms, 1.97 Rooms per Unit

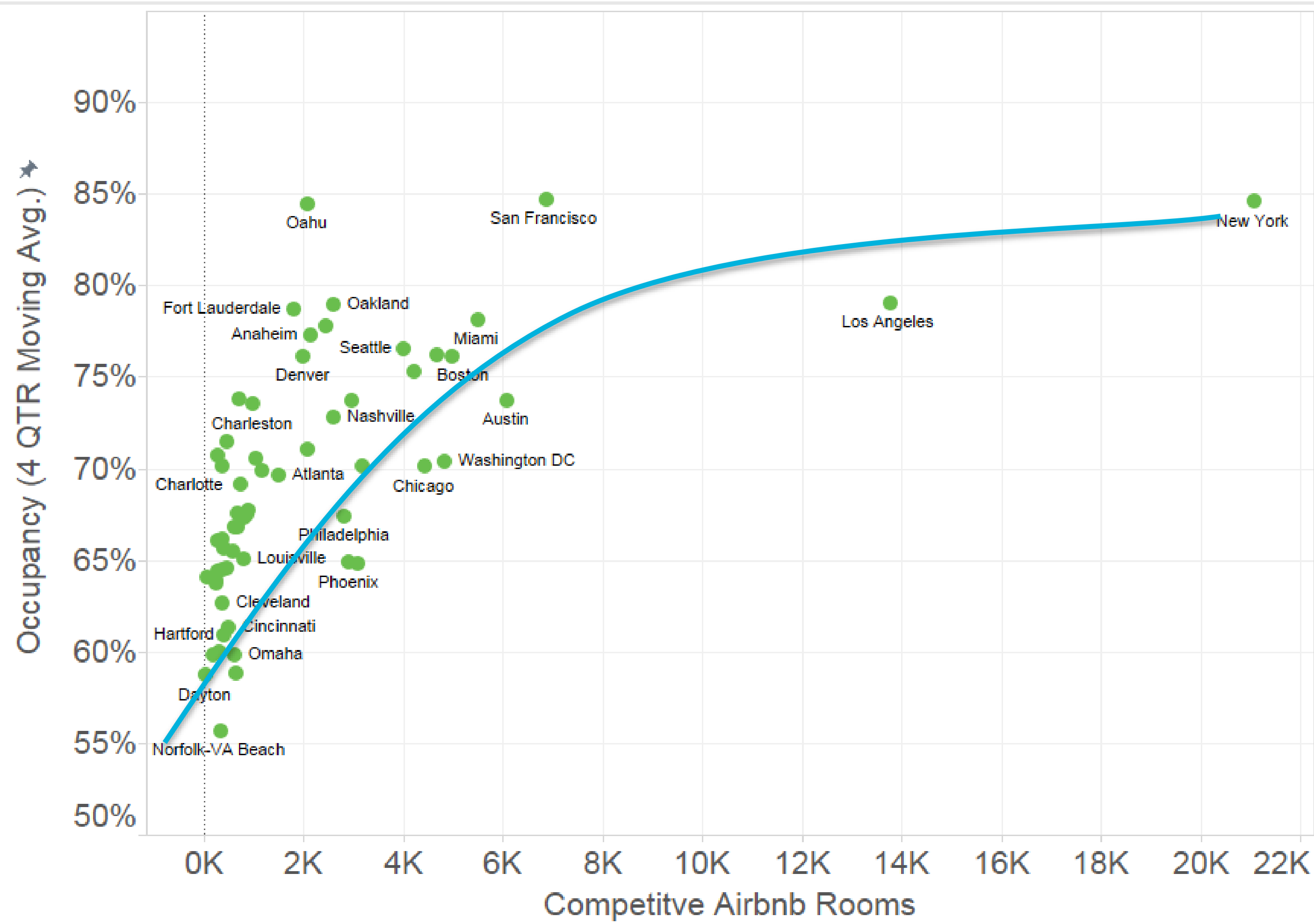
Private room — 47,195 Units



Competitive Airbnb Rooms (To 20 Markets)

Source: Insideairbnb.com (July 2015); PKF Hospitality Research, a CBRE Company

INDUCED SUPPLY?



Source: Insideairbnb.com (July 2015); PKF Hospitality Research, a CBRE Company, STR, Inc.

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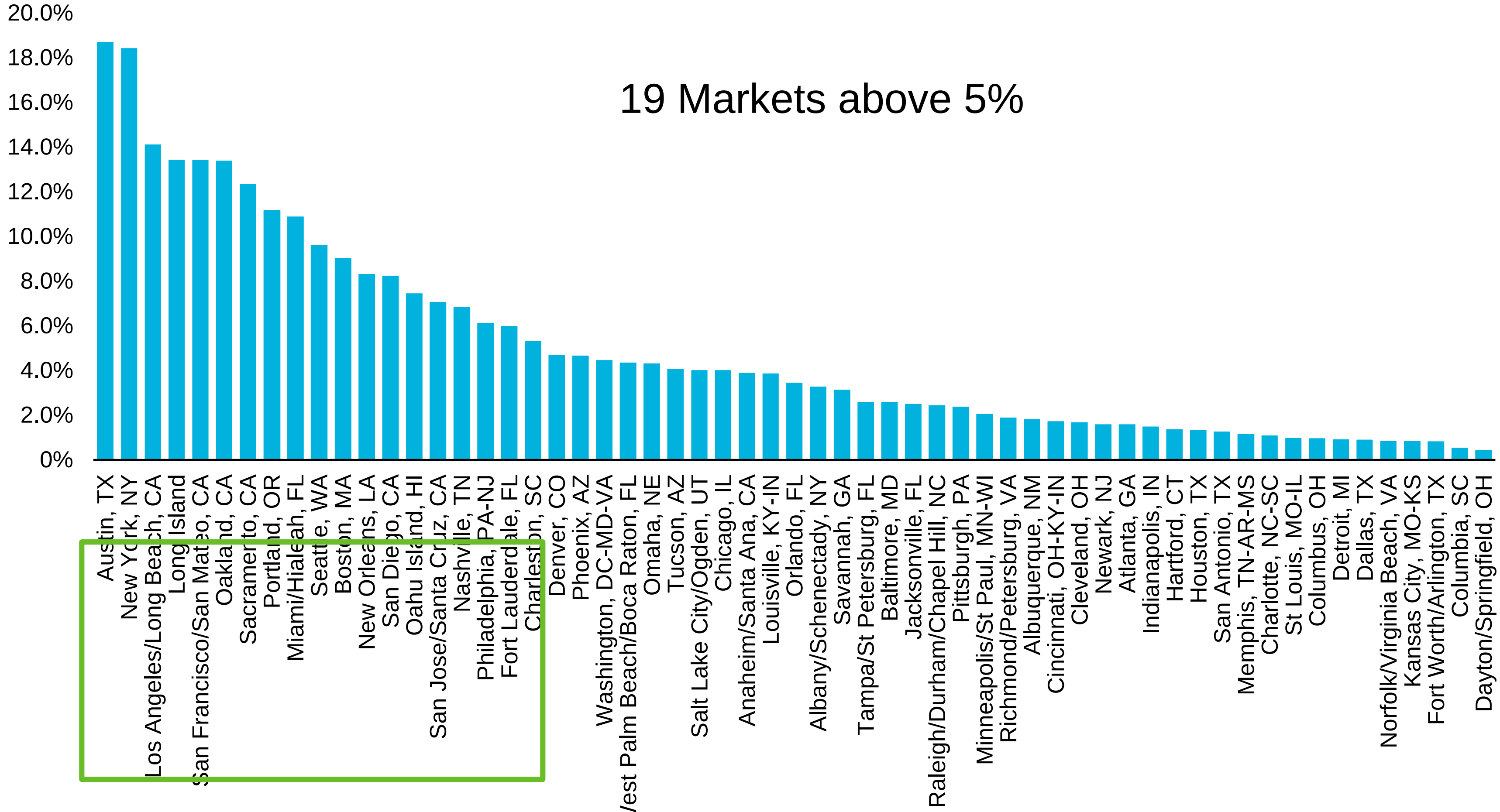
INCREASING THREAT FROM AIRBNB

Competitive Airbnb Rooms as a Percent of Hotel Rooms



Source: Insideairbnb.com (July 2015); PKF Hospitality Research, a CBRE Company, STR, Inc.

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A LOOK AT METRO ATLANTA

CBRE

PKF HOSPITALITY RESEARCH
A CBRE COMPANY

ECONOMETRIC ADVISORS

METRO ATLANTA WILL CONTINUE TO EXPAND

"Atlanta's output growth will peak in 2016 as its economy rides the strengthening U.S. expansion. <u>High industrial diversity</u> - mostly stemming from outsize professional/business services, tech and transportation/utilities - <u>will help to sustain above-average payroll gains</u>.

The continued influx of residents, meanwhile, will buoy retail and housing. <u>With its array of competitive advantages and strong demographics, Atlanta will be an above-average performer in the long run</u>."

Source: Moody's Economy.com

CBRE

ATLANTA MSA - ALL HOTELS

ADR Growth Begins to Power Ahead

	2012	2013	2014	2015F	2016F	Long-Term Average
Occupancy	60.8%	63.1%	68.2%	70.1%	70.4%	62.3%
% Change	3.1%	3.8%	8.1%	2.9%	0.5%	-
ADR	$85.89	$87.70	$91.80	$98.12	$105.75	-
% Change	3.8%	2.1%	4.7%	6.9%	7.8%	2.1%
RevPAR	$52.23	$55.33	$62.59	$68.76	$74.47	-
% Change	7.0%	5.9%	13.1%	9.9%	8.3%	2.6%

Source: PKF Hospitality Research –September-November 2015 Hotel Horizons® Report, STR, Inc.

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SELECT BRANDS – UPPER AND LOWER TIERS

Upper-Priced	Lower-Priced
Courtyard by Marriott	Days Inn
Hilton Garden Inn	Fairfield Inn
Hyatt	Hampton Inn
Loews	Holiday Inn Express
Marriott Hotels	InTown Suites
Ritz-Carlton	TownPlace Suites
Westin	

Source: STR, Inc.

CBRE

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ATLANTA MSA - ALL UPPER-PRICED HOTELS

OCCUPANCY GROWTH GIVES WAY TO ADR INCREASES

	2012	2013	2014	2015F	2016F	Long-Term Average
Occupancy	67.3%	68.7%	70.5%	73.9%	73.9%	66.0%
% Change	+3.6%	+2.1%	+2.7%	+2.1%	0.0%	--
ADR	$120.80	$123.64	$129.95	$138.02	$149.59	--
% Change	+3.9%	+2.3%	+5.1%	+6.9%	+8.4%	+2.2%
RevPAR	$81.26	$84.89	$91.64	$102.02	$110.58	--
% Change	+7.6%	+4.5%	+7.9%	+9.1%	+8.4%	+2.9%

Source: PKF Hospitality Research –September-November 2015 Hotel Horizons® Report, STR, Inc.

PKF HOSPITALITY RESEARCH A CBRE COMPANY

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ATLANTA MSA - ALL LOWER-PRICED HOTELS

OCCUPANCY LEVEL BEGINS TO PLATEAU

	2012	2013	2014	2015F	2016F	Long-Term Average
Occupancy	56.2%	59.1%	63.6%	67.2%	67.8%	59.9%
% Change	+2.7%	+5.3%	7.5%	3.5%	0.9%	--
ADR	$55.77	$57.79	$61.20	$65.62	$70.39	--
% Change	+3.0%	+3.6%	+5.9%	+7.2%	+7.3%	+1.8%
RevPAR	$31.33	$34.17	$38.91	$44.12	$47.75	--
% Change	+5.8%	+9.1%	+13.9%	+11.0%	+8.2%	+2.1 %

Source: PKF Hospitality Research –September-November 2015 Hotel Horizons® Report, STR, Inc.

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ATLANTA PROFIT GROWTH EXPECTATIONS

– THIS YEAR AND NEXT

Upper-Priced	Occcupancy Increase	ADR Increase	RevPAR Increase	Estimated NOI Increase
2014-2015	2.1%	6.9%	9.0%	**14.0%**
2015-2016	0.0%	8.4%	8.4%	**12.3%**
Lower-Priced				
2014-2015	3.5%	7.2%	10.7%	**14.8%**
2015-2016	0.9%	7.3%	8.2%	**11.5%**

Source: PKF Hospitality Research

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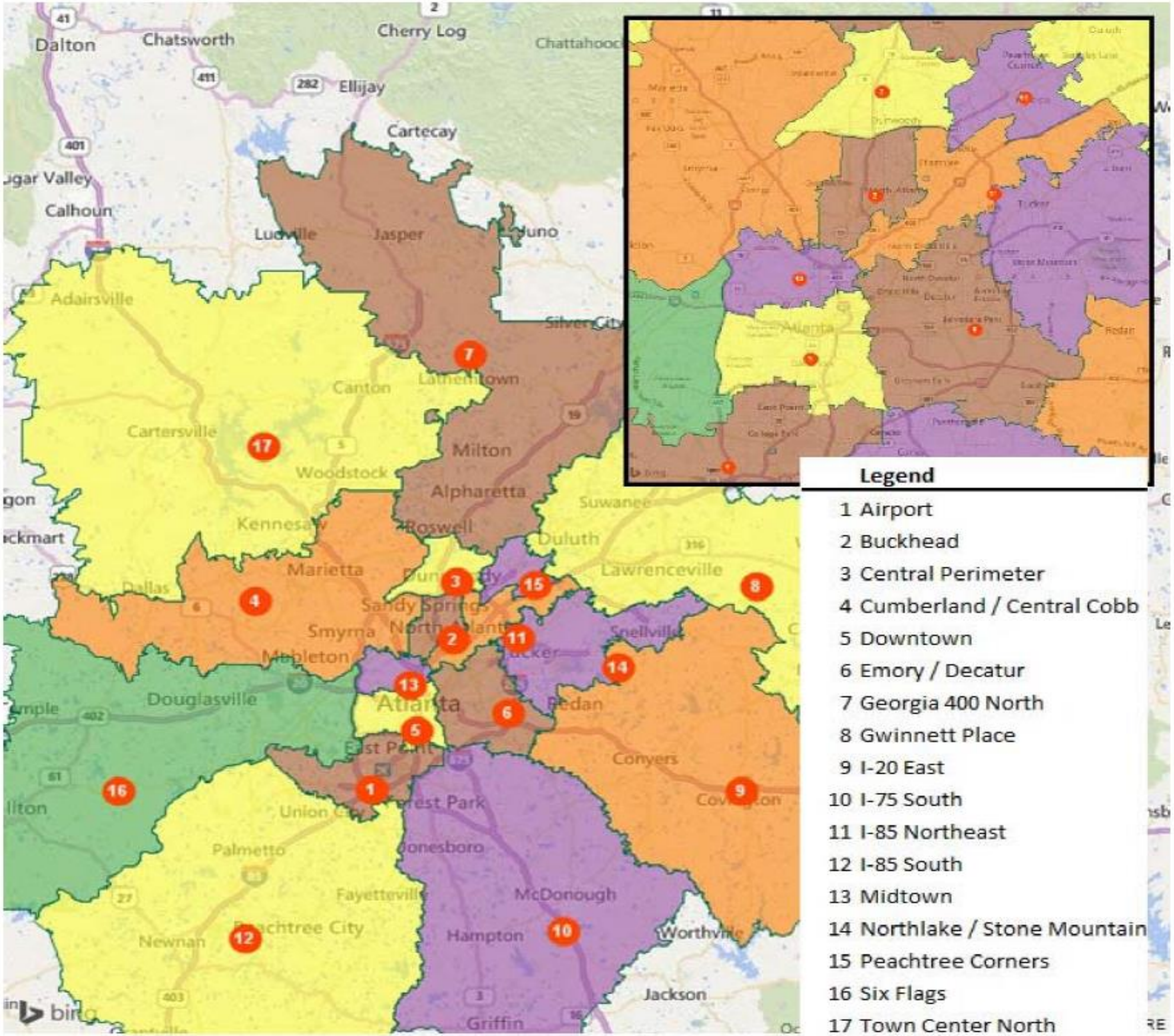
Atlanta Submarket Map

Total Room Supply: 94,199



Source: CBRE EA

WHERE IS THE GROWTH?

H1 2015 Submarket Performance vs H1 2014 (All Hotels)

Submarket	Mid Year Occupancy Level	Y-O-Y Occupancy Change	Y-O-Y ADR Change	Y-O-Y RevPAR Change
I-75 South	68.3%	12.8%	6.1%	19.7%
Town Center North	66.0%	5.0%	9.8%	15.3%
I-85 South	66.0%	7.1%	7.3%	15.0%
I-85 Northeast	73.3%	3.5%	8.7%	12.5%
Peachtree Corners	73.1%	6.1%	5.5%	11.9%
Six Flags	61.7%	6.2%	5.4%	11.9%
Airport	77.3%	3.5%	6.7%	10.5%
Georgia 400 North	72.9%	0.8%	9.7%	10.5%
Central Perimeter	75.0%	0.6%	9.7%	10.3%
Cumberland / Central Cobb	70.5%	3.0%	6.9%	10.1%
Downtown	72.3%	7.7%	1.9%	9.8%
Gwinnett Place	72.4%	4.1%	5.0%	9.4%
Northlake / Stone Mountain	69.5%	1.8%	7.1%	9.1%
Buckhead	77.5%	2.3%	6.4%	8.9%
I-20 East	69.0%	4.3%	3.2%	7.6%
Midtown	76.8%	0.0%	7.1%	7.1%
Emory / Decatur	69.3%	0.1%	5.3%	5.4%

Source: PKF Hospitality Research –September-November 2015 Hotel Horizons® Report, STR, Inc.

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Highest Since 2000

OCCUPANCY BY SUBMARKET

H1 2015

Submarket	Mid Year Occupancy Level	Y-O-Y Occupancy Change	Y-O-Y ADR Change	Y-O-Y RevPAR Change
Buckhead	77.5%	2.3%	6.4%	8.9%
Airport	77.3%	3.5%	6.7%	10.5%
Midtown	76.8%	0.0%	7.1%	7.1%
Central Perimeter	75.0%	0.6%	9.7%	10.3%
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Emory / Decatur	69.3%	0.1%	5.3%	5.4%
I-20 East	69.0%	4.3%	3.2%	7.6%
I-75 South	68.3%	12.8%	6.1%	19.7%
Town Center North	66.0%	5.0%	9.8%	15.3%
I-85 South	66.0%	7.1%	7.3%	15.0%
Six Flags	61.7%	6.2%	5.4%	11.9%

Source: PKF Hospitality Research –September-November 2015 Hotel Horizons® Report, STR, Inc.

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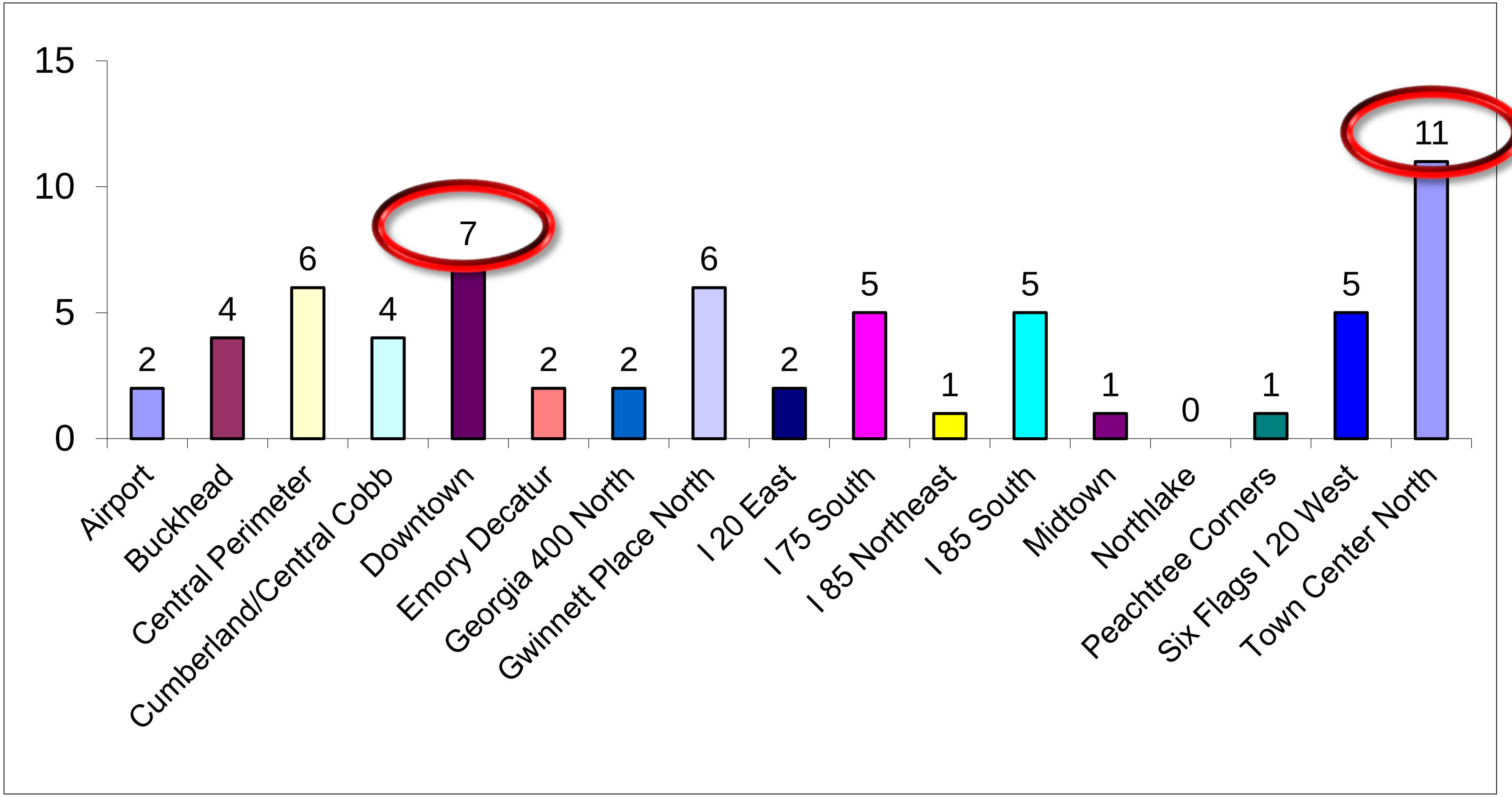
ALL PROJECTS IN THE PLANNING PIPELINE SEPTEMBER 2015



Source: STR, Inc.

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ATLANTA PROJECTS UNDER CONSTRUCTION – SEPTEMBER 2015

City Sectors	# Projects	# Rooms
Airport	1	122
Buckhead	1	154
Central Perimeter	1	132
Cumberland	1	260
Downtown	3	484
Georgia 400 North	1	83
Gwinnett Place North	1	115
I-75 South	2	183
Six Flags	1	105
North Park Town Center	3	166
	15	1,804

1.9% of Existing Supply

Source: STR, Inc.

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SUB-MARKET OUTLOOK: 2015 - 2016

All Sub-Markets Will Do Well in 2016

City Sectors	2015 Occupancy % Change	2015 ADR % Change	2015 RevPAR % Change	2016 Occupancy % Change	2016 ADR % Change	2016 RevPAR % Change
Downtown	7.1%	2.1%	9.4%	0.0%	7.8%	7.8%
Midtown	0.1%	7.2%	7.3%	0.3%	7.8%	8.1%
Buckhead	2.4%	6.4%	9.0%	0.0%	7.2%	7.2%
Central Perimeter	0.7%	9.5%	10.2%	0.4%	7.8%	8.2%
Cumberland	3.1%	6.9%	10.2%	0.5%	7.2%	7.7%
Airport	3.4%	6.8%	10.4%	1.2%	6.9%	8.1%
GA 400 North	0.7%	9.4%	10.2%	0.9%	7.5%	8.4%
Atlanta Total*	**2.9%**	**6.9%**	**9.9%**	**0.5%**	**7.8%**	**8.3%**

*Source: PKF Hospitality Research – September-November 2015 Atlanta Hotel Horizons® Report

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SUMMARY THOUGHTS

The Very Good ……Will Continue

1. The fundamentals are solid across the vast majority of markets.
2. Elevated industry growth will persist comfortably through 2017 and likely beyond.
3. High occupancy levels will provide the leverage needed to achieve large real ADR increases for the next two-three years.
4. Competition for building materials and labor will continue to present challenges for developers in most markets. Below average hotel construction will be the result for the next three years.
5. Above long run average occupancy levels will lead to strong profit growth comfortably through 2017, enough to off-set increasing labor costs.
6. It is a great time to be in the hotel business, especially in Atlanta!

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THANKS FOR YOUR TIME

CBRE HOTELS & PKF HOSPITALITY RESEARCH

MARK WOODWORTH
mark.woodworth@pkfc.com

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GEORGIA WORLD CONGRESS CENTER AUTHORITY

Part Two:
Voice of the Customer

GEORGIA WORLD CONGRESS CENTER AUTHORITY

John Kaatz, CSL

GEORGIA WORLD CONGRESS CENTER AUTHORITY

CURRENT AND POTENTIAL CUSTOMER RESEARCH

September 23, 2015

CONVENTIONS SPORTS & LEISURE
CSL

Customer Survey Results

CONFIDENTIAL DRAFT

Selected GWCC Customer Survey Results

Customer Survey Results

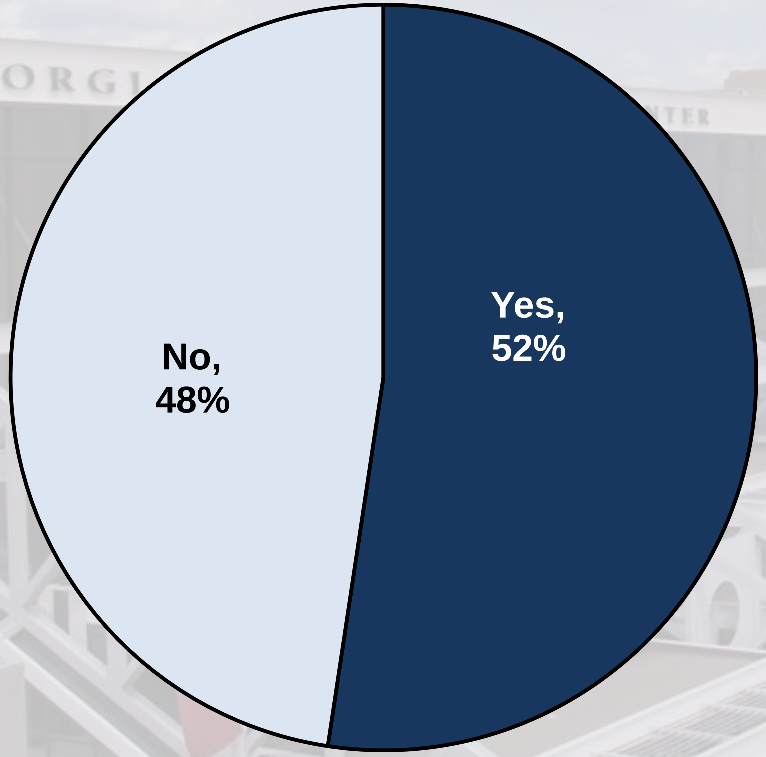
Surveyed 21 out of 35 current and potential GWCC customers contacted:

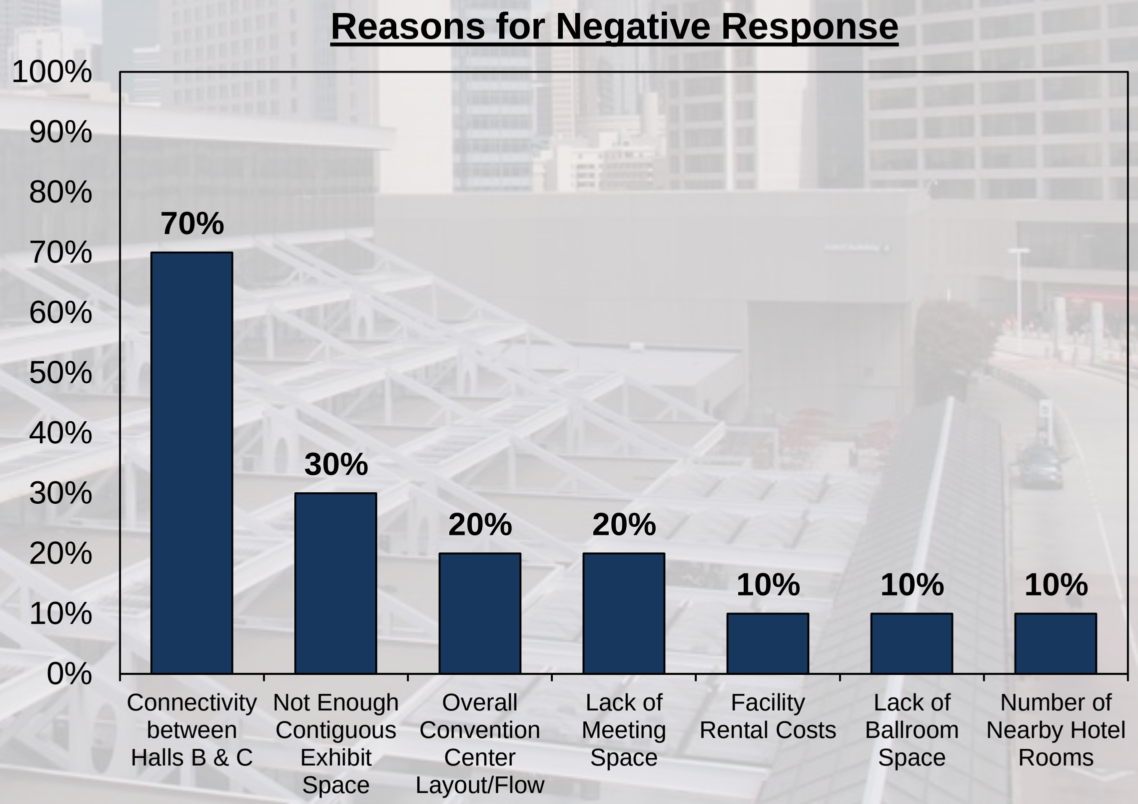
- American Urological Association
- American College of Cardiology
- Atlanta Auto Show
- Emerald Expositions
- Helicopter Association international
- HIMSS
- InfoComm International
- International Woodworking Fair
- LIGHTFAIR International
- National Association of Broadcasters
- National Association of Food Equipment Manufacturing
- National Business Aviation Association
- National Trade Productions
- NTEA - The Association for the Work Truck Industry
- PennWell Corporation
- Produce Marketing Association
- Reed Exhibitions
- SME
- Society of Human Resource Management
- The International Air-Conditioning, Heating, Refrigerating Exposition
- US Poultry & Egg Association / International Production and Processing Expo
- International Woodworking Fair
- Society of Human Resource Management
- LIGHTFAIR International
- The International Air-Conditioning, Heating, Refrigerating Exposition
- National Association of Broadcasters
- US Poultry & Egg Association / International Production and Processing Expo
- National Association of Food Equipment Manufacturing

Source: Event planner survey, 2015

Selected GWCC Customer Survey Results

For your most recent event held at the GWCC, were there any limitations of the Center in terms of event space or other areas with regards to the needs of your event?





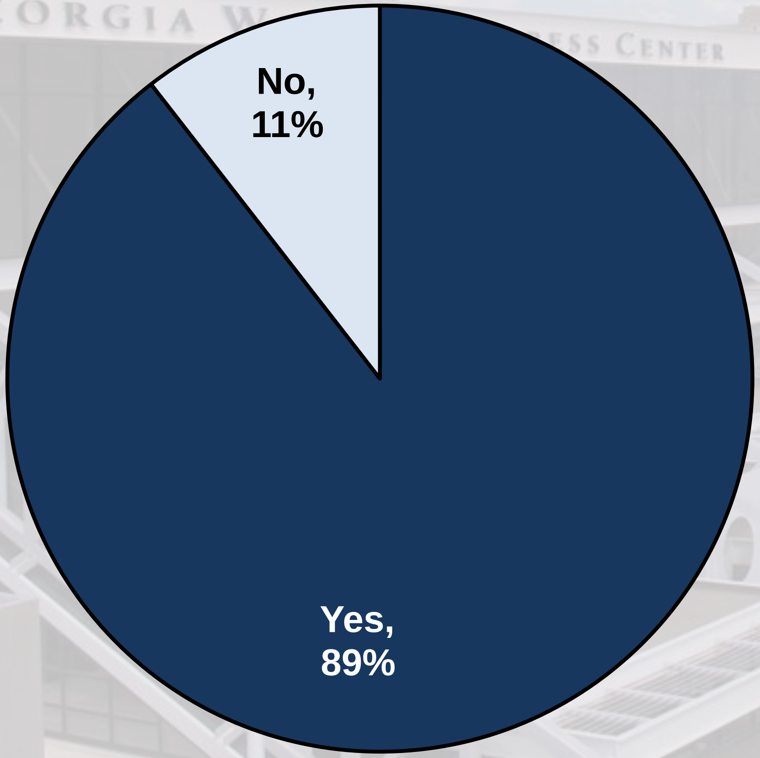
Source: Event planner survey, 2015

Selected GWCC Customer Survey Results

Customer Survey Results

How would you describe near future changes (if any) to your event in terms of space needs, attendees, educational sessions, etc.?

Anticipate Future Event Growth



- **Growing market, with addition of new segments and more International attendance. Meeting space is critical along with connected hall space. Adding more education sessions.**
- **We expect a growth rate of 3%-5% for exhibition space on our major events provided the economy is stable. We see conference or educational space needs increasing 5%-8% again based upon the industry and the economy.**
- **Conference is growing and requires more meeting space close to exhibit halls. This has been an ongoing challenge at the GWCC.**
- **All growing. This puts strain on available dates, hotel rooms and exhibit space needed.**
- **Need more large, multipurpose space that can be used for general sessions, exhibits, networking events within the convention center = 30,000 GSF or larger (column free).**

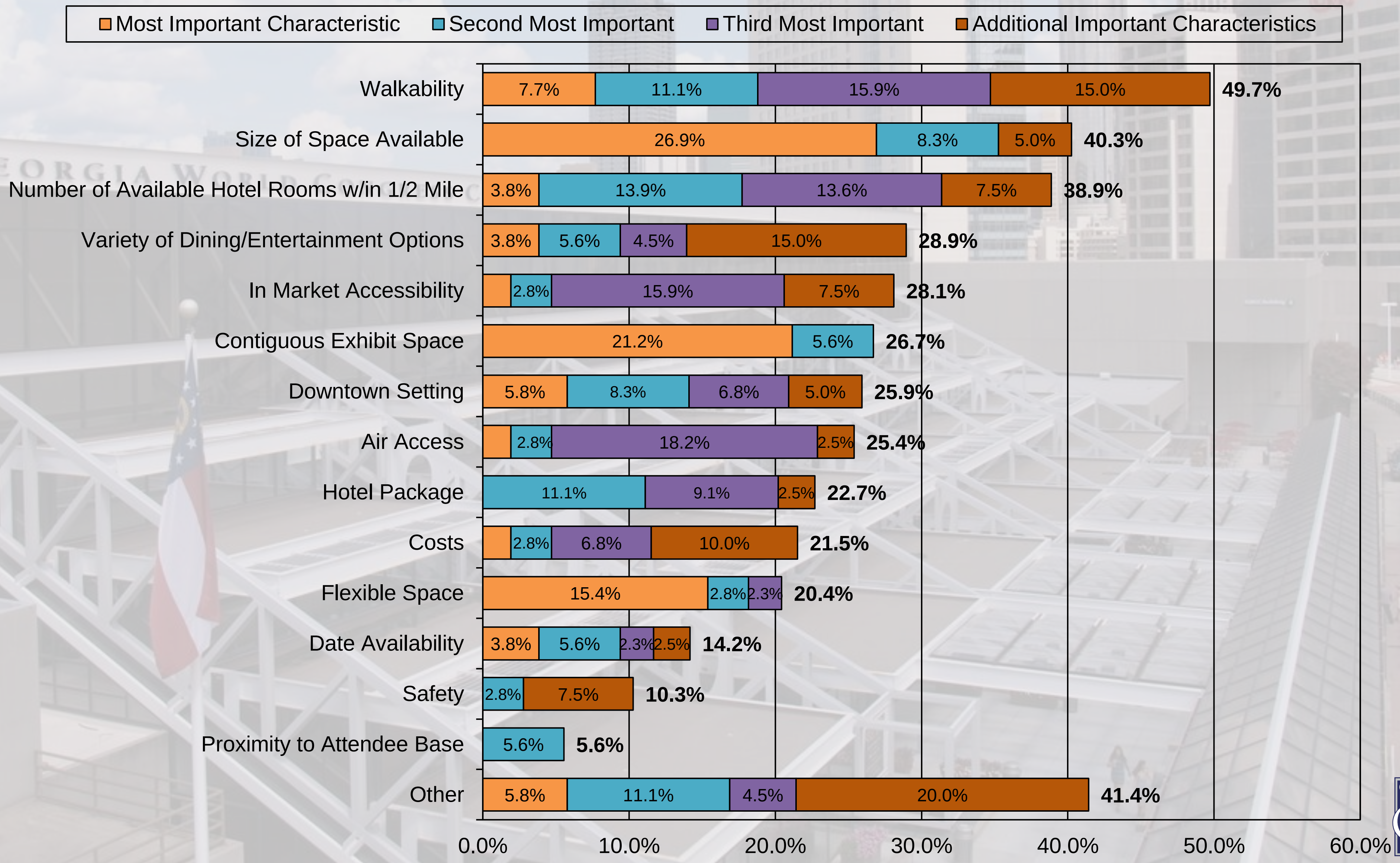
Source: Event planner survey, 2015

CONFIDENTIAL DRAFT

Selected GWCC Customer Survey Results

Customer Survey Results

When selecting a destination for your event, what are the top characteristics considered?



Source: Event planner survey, 2015

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Selected GWCC Customer Survey Results

Customer Survey Results

Consideration is being given to an important improvement to the connectivity between Buildings B and C, please provide feedback focusing on the ability of this connector to offer your event viable contiguous space.

Approximately 76% of respondents indicated that improvement to the connectivity between Buildings B and C could or could possibly offer their event viable contiguous space.

Positive comments include:

- **The connector is what is bringing us to GWCC in 2019 and 2023. The rendering looks great.**
- **This connector would make a big difference in our desire to hold our show in Atlanta. I believe we would give Atlanta serious consideration for future dates if this connector was built.**
- **This is exactly what we would need to make the show work. Connecting the two hall and using a good portion of the space for food service.**
- **This appears to be a good addition – creates flow between the buildings and is large enough to allow for additional exhibits. Makes sense.**
- **Excellent space. Size is great and design allows for flexibility in use.**

Cautionary comments include:

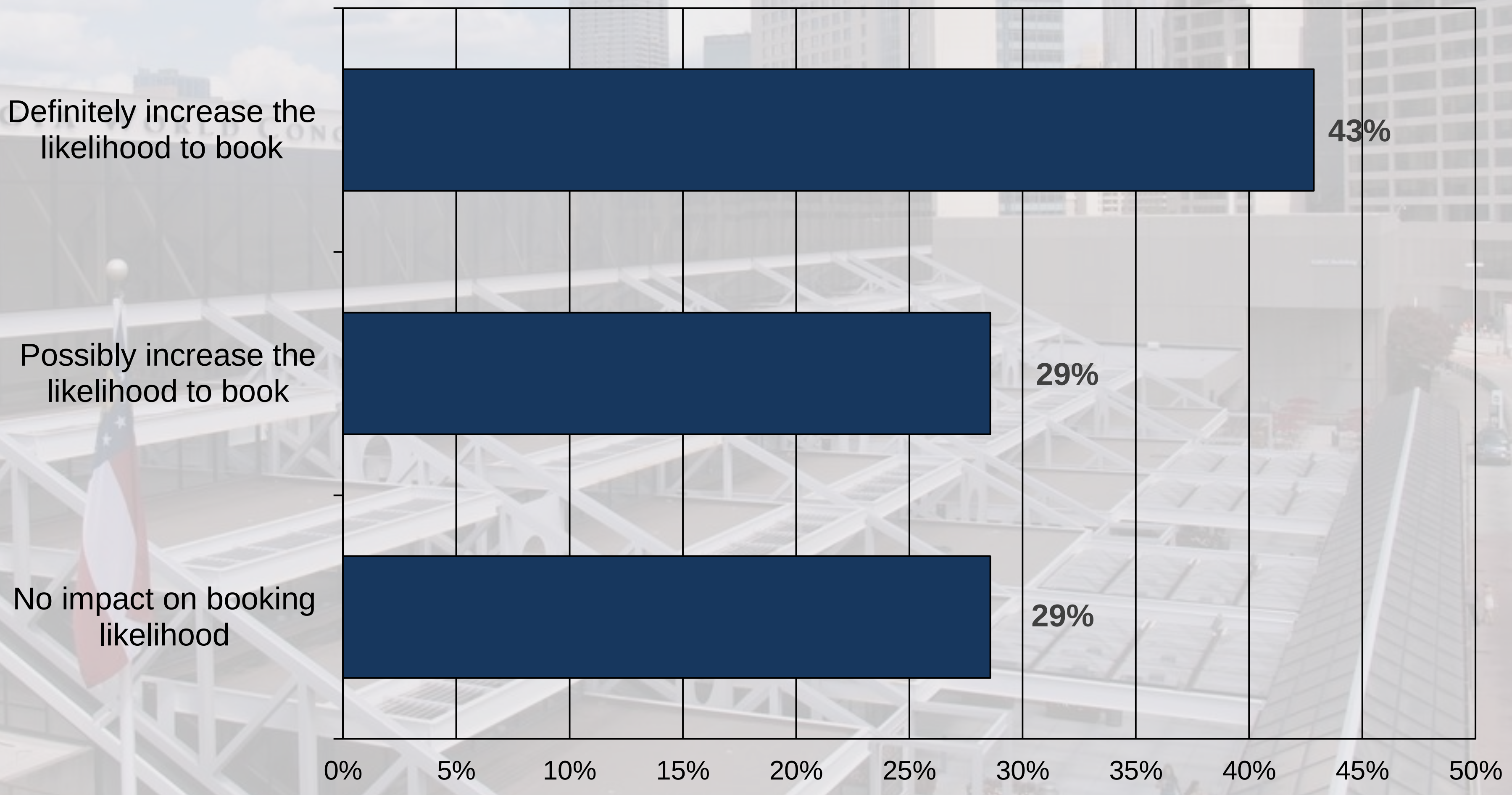
- **Concerned about potential compromises to entrances to loading docks.**
- **Lower ceiling heights would not be appealing and would create a visual impediment when walking from Hall B into Hall C.**
- **The connector space would have to look and function as another exhibit hall and not just a large corridor between B and C.**

Source: Event planner survey, 2015

Selected GWCC Customer Survey Results

Customer Survey Results

Consideration is being given to the development of a new headquarter hotel near the GWCC that would include at least 800 rooms. How would such a property impact the desirability of the GWCC for your event?



Source: Event planner survey, 2015

Selected GWCC Customer Survey Results

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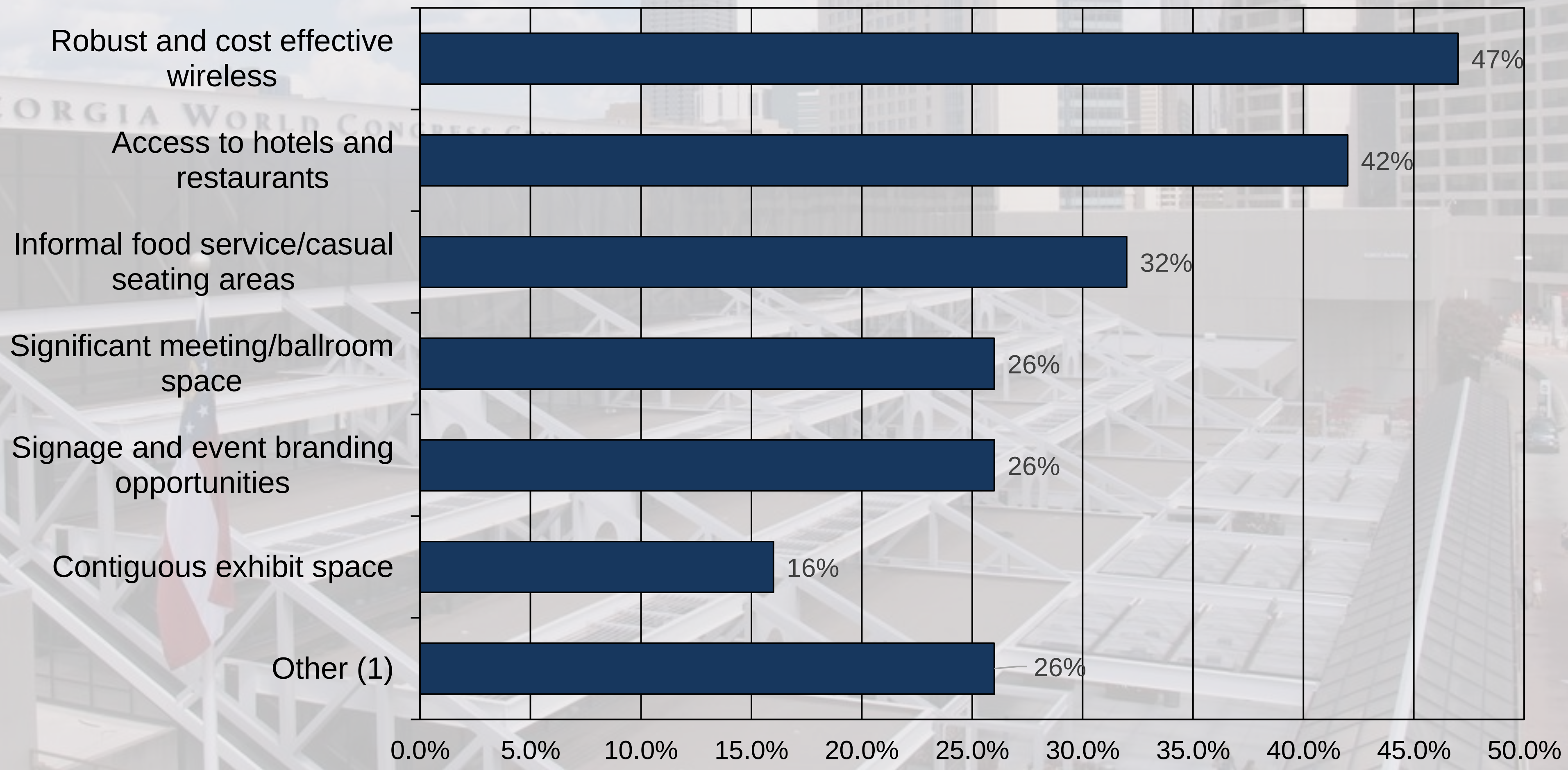


(1) Includes covered loading docks, large lobby/pre-function area, broadcast production facility and natural light.

Source: Event planner survey, 2015

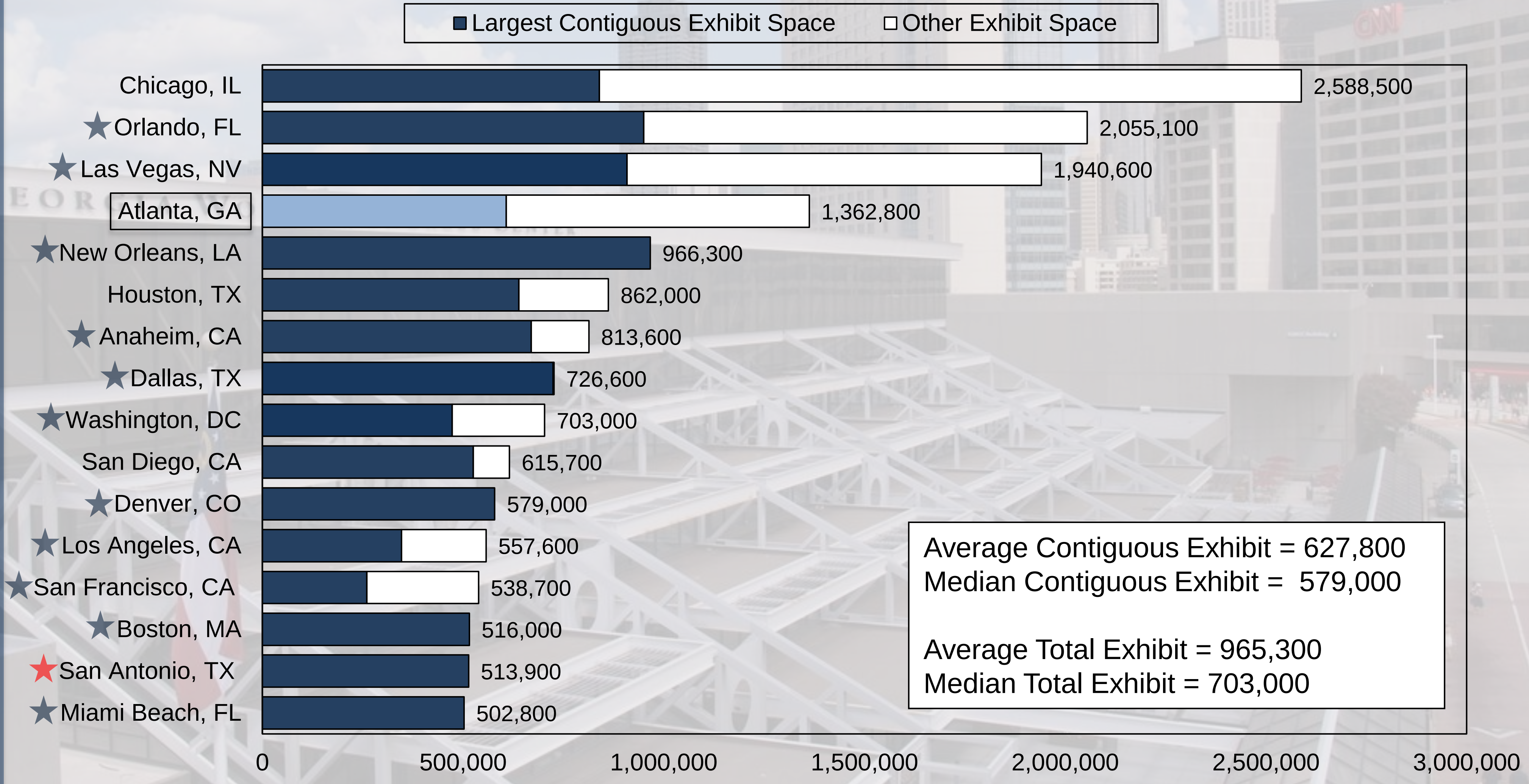
The Competitive Landscape

CONFIDENTIAL DRAFT

Comparable Convention Centers

Prime Exhibit Space

The Competitive Landscape

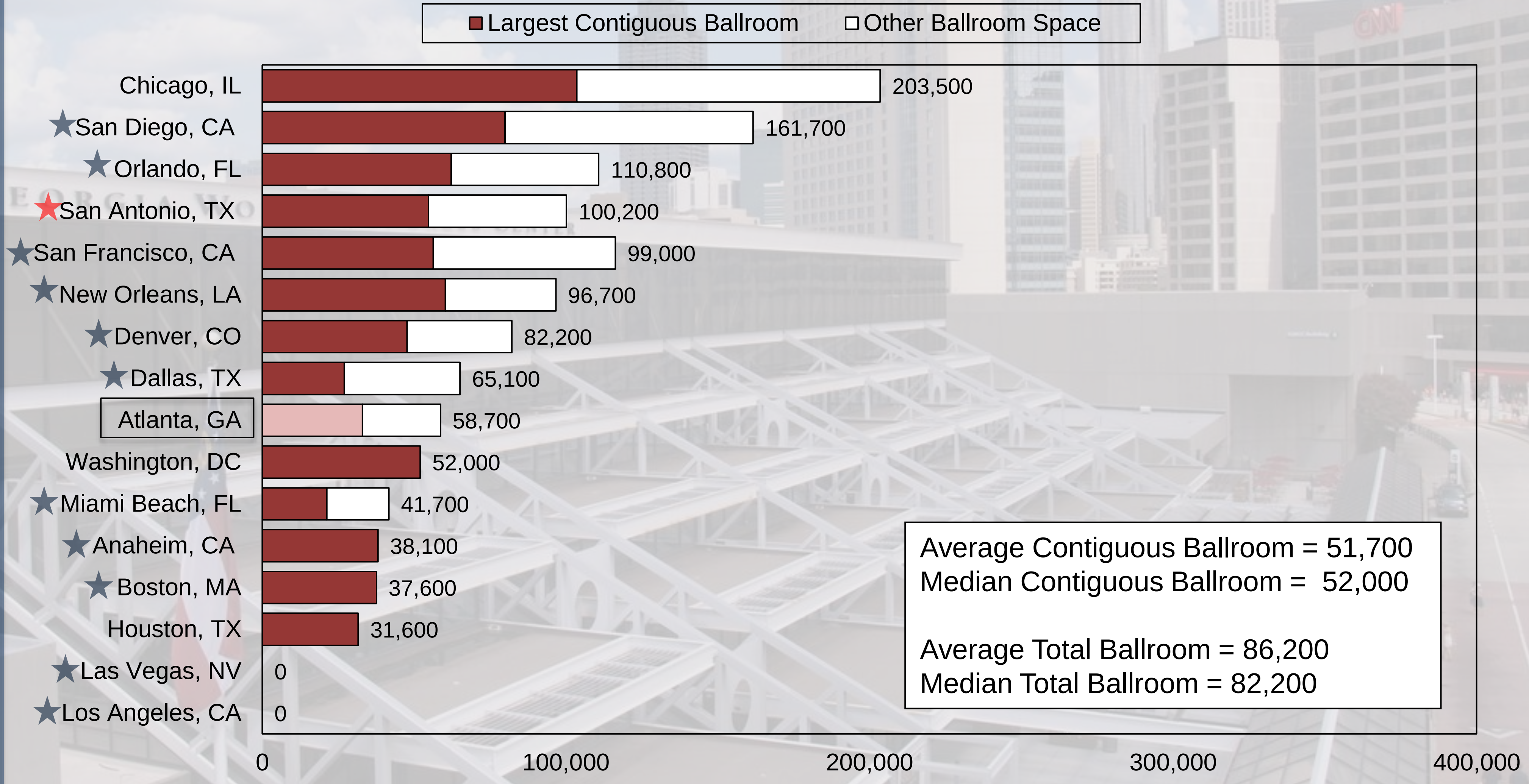


Notes: Star indicates planning or considering additional event space.
Red star indicates space under construction and is included in figure.
Source: CVB's and industry publications, 2015.

CONFIDENTIAL DRAFT

Comparable Convention Centers

Ballroom Space



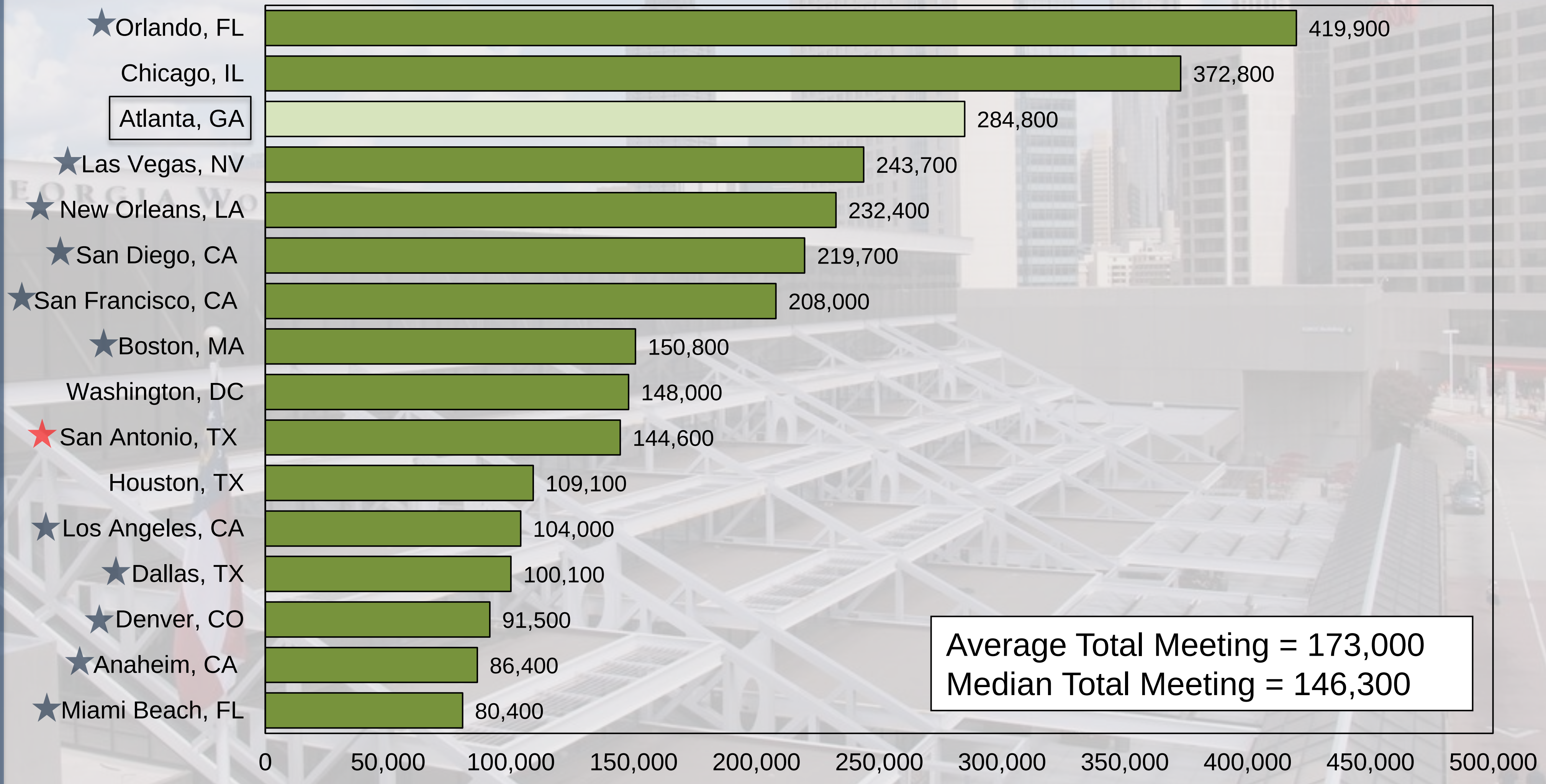
Notes: Star indicates planning or considering additional event space.
Red star indicates space under construction and is included in figure.
Source: CVB's and industry publications, 2015.

The Competitive Landscape

CONFIDENTIAL DRAFT

Comparable Convention Centers

Meeting Space

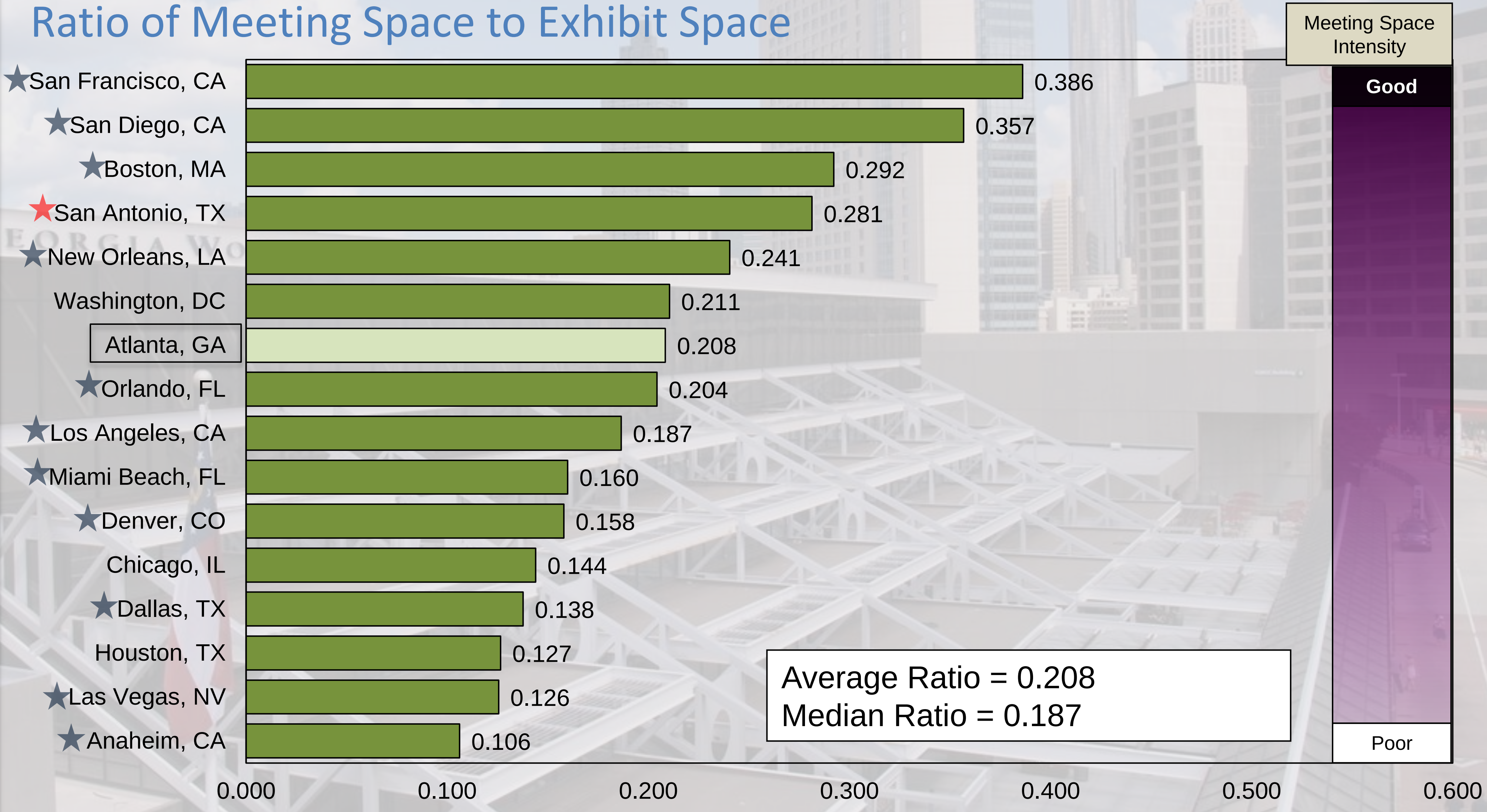


Notes: Star indicates planning or considering additional event space.
Red star indicates space under construction and is included in figure.
Source: CVB's and industry publications, 2015.

Comparable Convention Centers

CONFIDENTIAL DRAFT

Ratio of Meeting Space to Exhibit Space



Notes: Star indicates planning or considering additional event space.
Red star indicates space under construction and is included in figure.
Source: CVB's and industry publications, 2015.

Miami Beach Convention Center

- **Beginning in December 2015, the Miami Beach Convention Center will undergo an extensive renovation and expansion project.**
- **Upon completion, the facility will provide 500,000 square feet of contiguous exhibit space, a 60,000-square foot ballroom and three 20,000-square foot junior ballrooms, 880 onsite parking spaces and 12 acres of parks and landscaped areas.**
- **A 800-room headquarter hotel is being developed.**
- **The plan includes unique, high-end terrace space overlooking a new 6-acre park, with greater connectivity to retail and hospitality.**

New Orleans Morial Convention Center

CONFIDENTIAL DRAFT

- Currently planning for significant Convention Center District Development on 47 acres adjacent to the NOCC.
- Reimagining and revitalizing integration of indoors/outdoors.
- Direct access to the Mississippi River with outdoor entertainment and gathering places.
- Four-star, world class, headquarters hotel.
- Multi-modal transportation hub for shuttles and taxis.
- Over $700 million in private investment anticipated.
- Investment up to $170 million from Ernest N. Morial New Orleans Exhibition Hall Authority.

CONVENTIONS SPORTS & LEISURE

Orange County Convention Center - Orlando

CONFIDENTIAL DRAFT

- **Project in planning stages to add significant meeting and ballroom space.**
- **Added lobby space will be added to North/South Hall to improve circulation.**
- **Indoor lounges and attendee meeting areas will be developed in the existing pre-function space.**
- **Consideration is being given to unique outdoor spaces.**

CONVENTIONS SPORTS & LEISURE

Los Angeles Convention Center

CONFIDENTIAL DRAFT

- Architects have been retained to create a new vision for the Los Angeles Convention Center.
- Preliminary plans call for a 100,000 s.f. covered event space, a new grand ballroom and added meeting space.
- Significant outdoor/plaza areas would be developed.
- An entire new entrance experience would be created.
- Plans include a new headquarter hotel.

Moscone Center – San Francisco

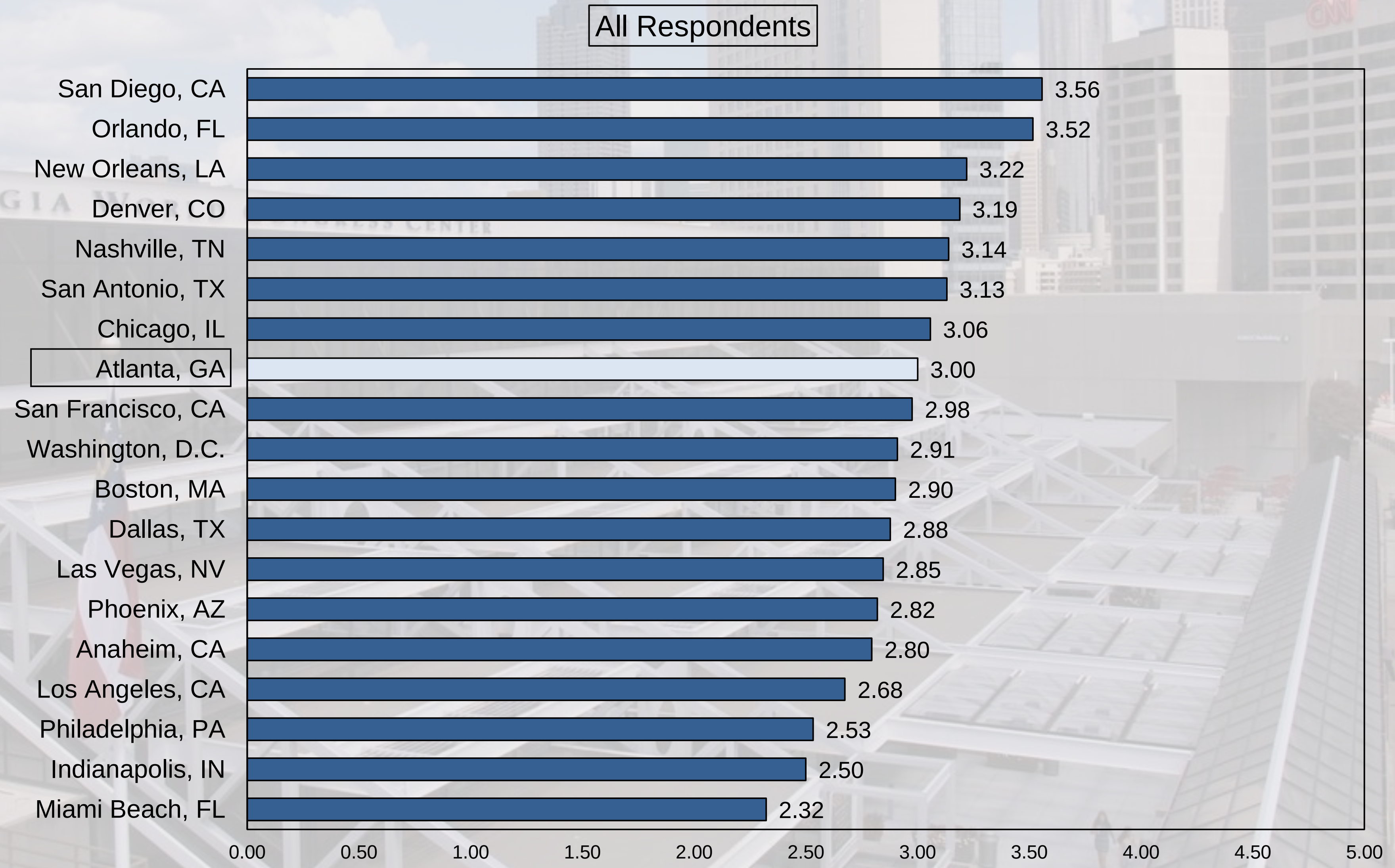
- **Currently constructing a $500 million expansion of the Moscone Center, with completion expected in 2018.**
- **The expansion will add approximately 305,000 square feet of exhibit, ballroom and meeting space.**
- **The project includes 80,000 or more square feet of added contiguous exhibit space, and an additional 20,000 square feet of outdoor terrace space.**

CONVENTIONS SPORTS & LEISURE

National Organization Survey –
Ranking of Competitive and Comparable Markets

CONFIDENTIAL DRAFT

The Competitive Landscape



Source: CSL National Organization Survey, 2015.

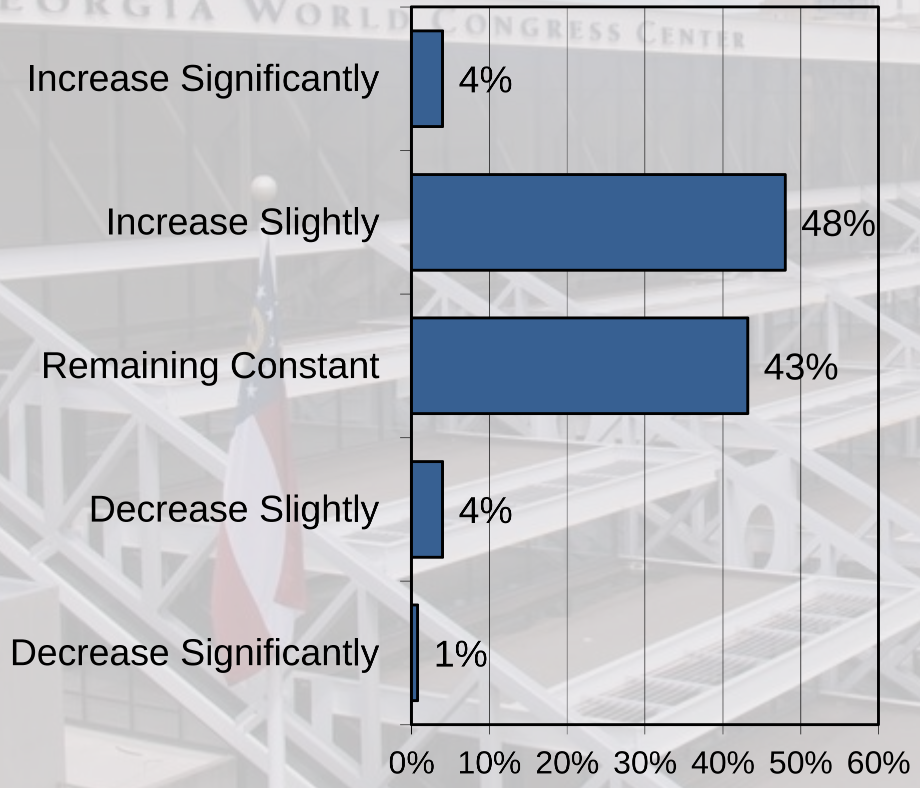
Industry Growth Trends

CONFIDENTIAL DRAFT

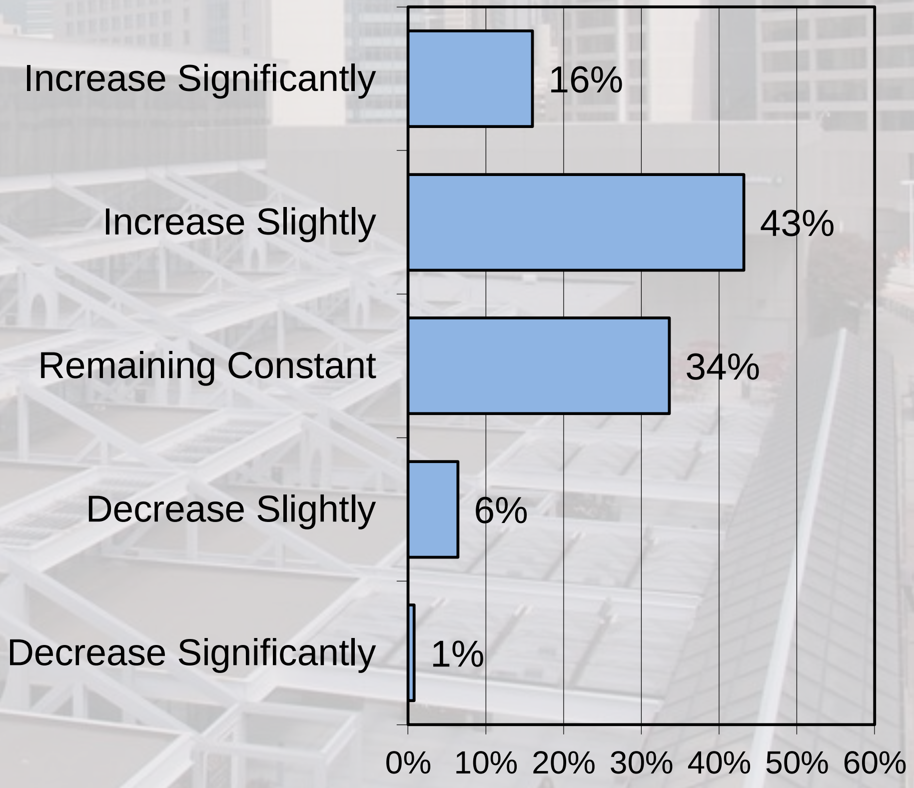
National Organization Survey – Exhibit Space Growth

How do you believe your event's <u>exhibit</u> space needs will change over the next: ?

2 Years



5 Years



Source: CSL Event Planner Surveys, 2015

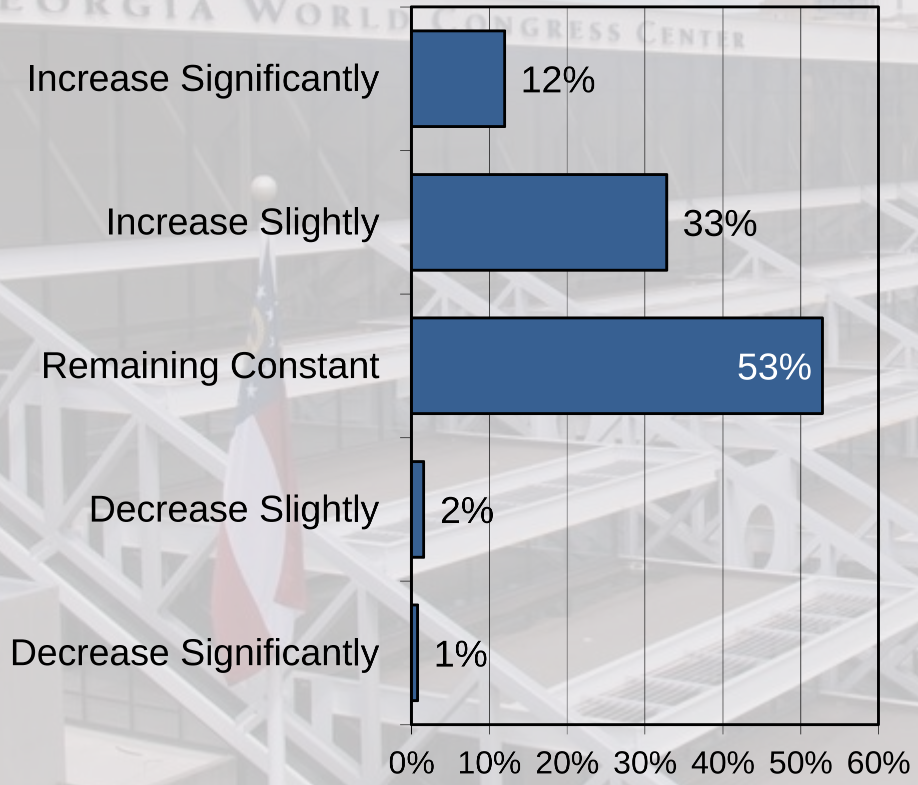
National Organization Survey – Meeting Space Growth

CONFIDENTIAL DRAFT

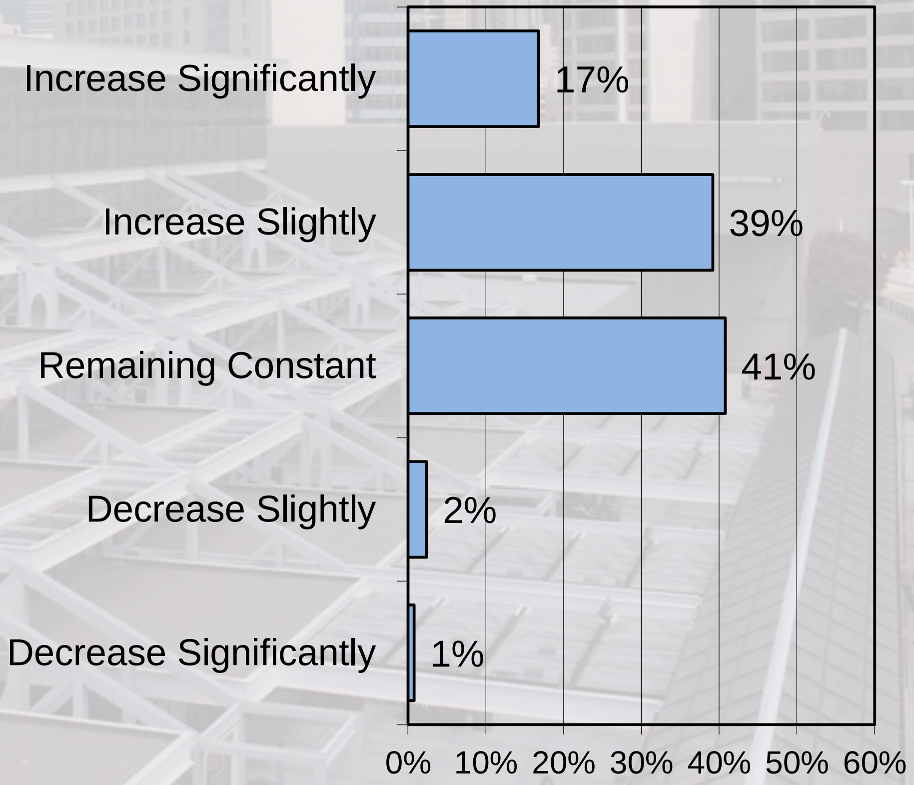
Industry Growth Trends

How do you believe your event's <u>meeting</u> space needs will change over the next: ?

2 Years



5 Years



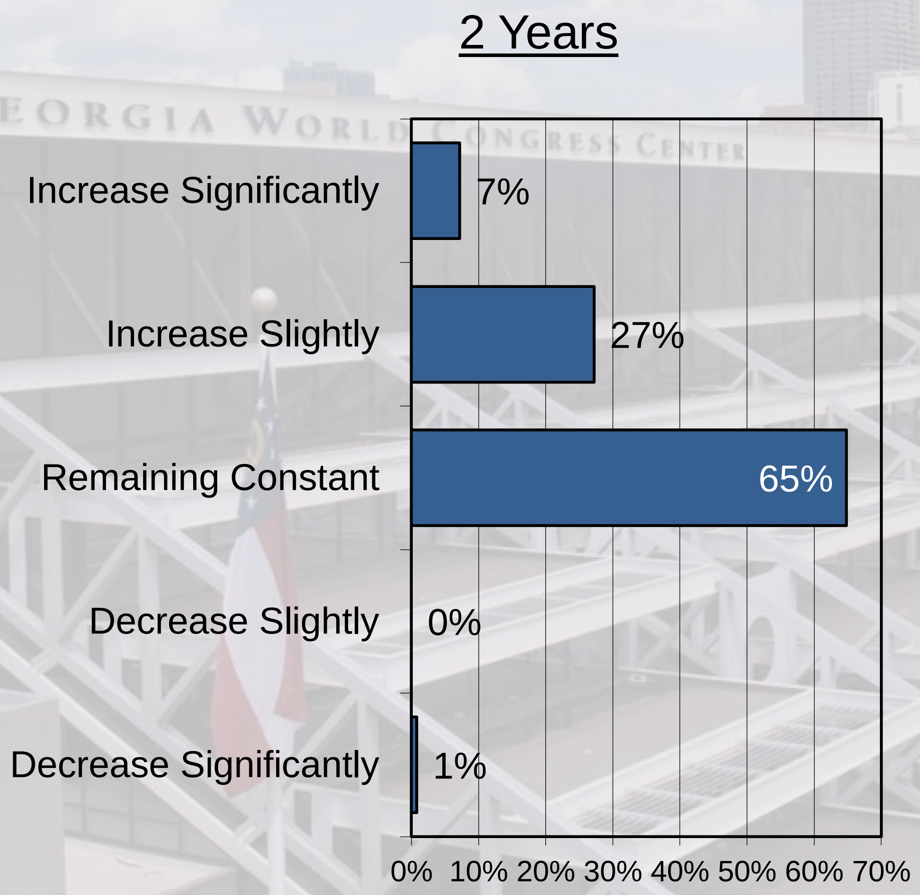
Source: CSL Event Planner Surveys, 2015

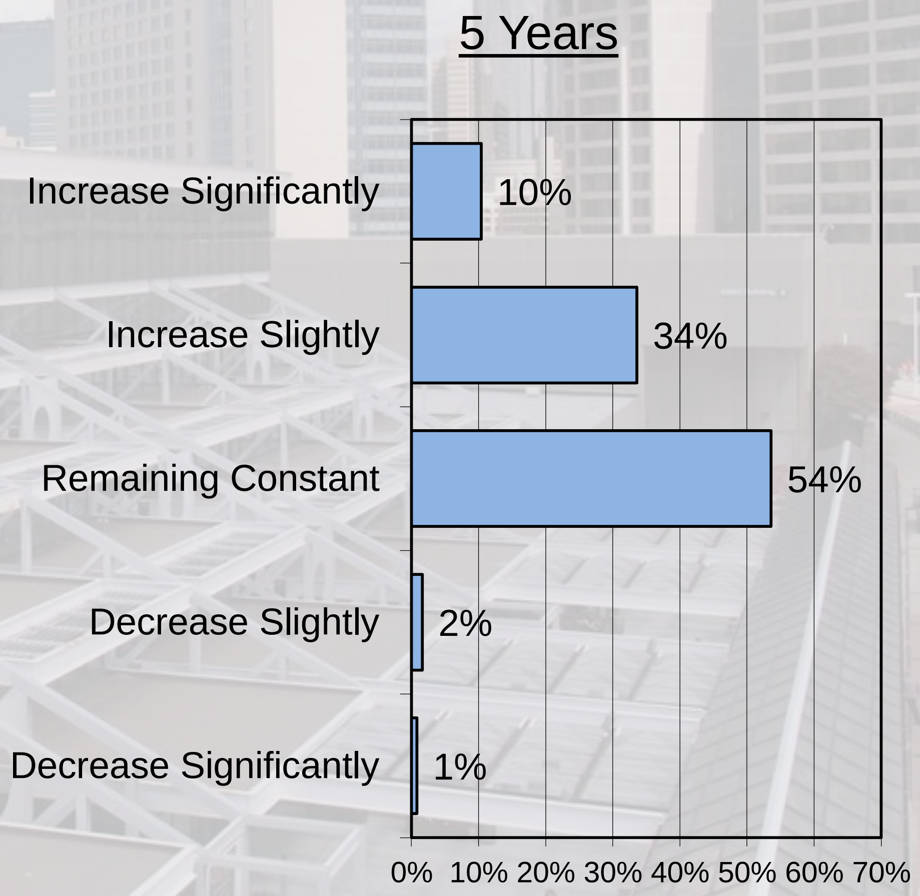
National Organization Survey – Ballroom Space Growth

CONFIDENTIAL DRAFT

Industry Growth Trends

How do you believe your event's <u>ballroom</u> space needs will change over the next: ?



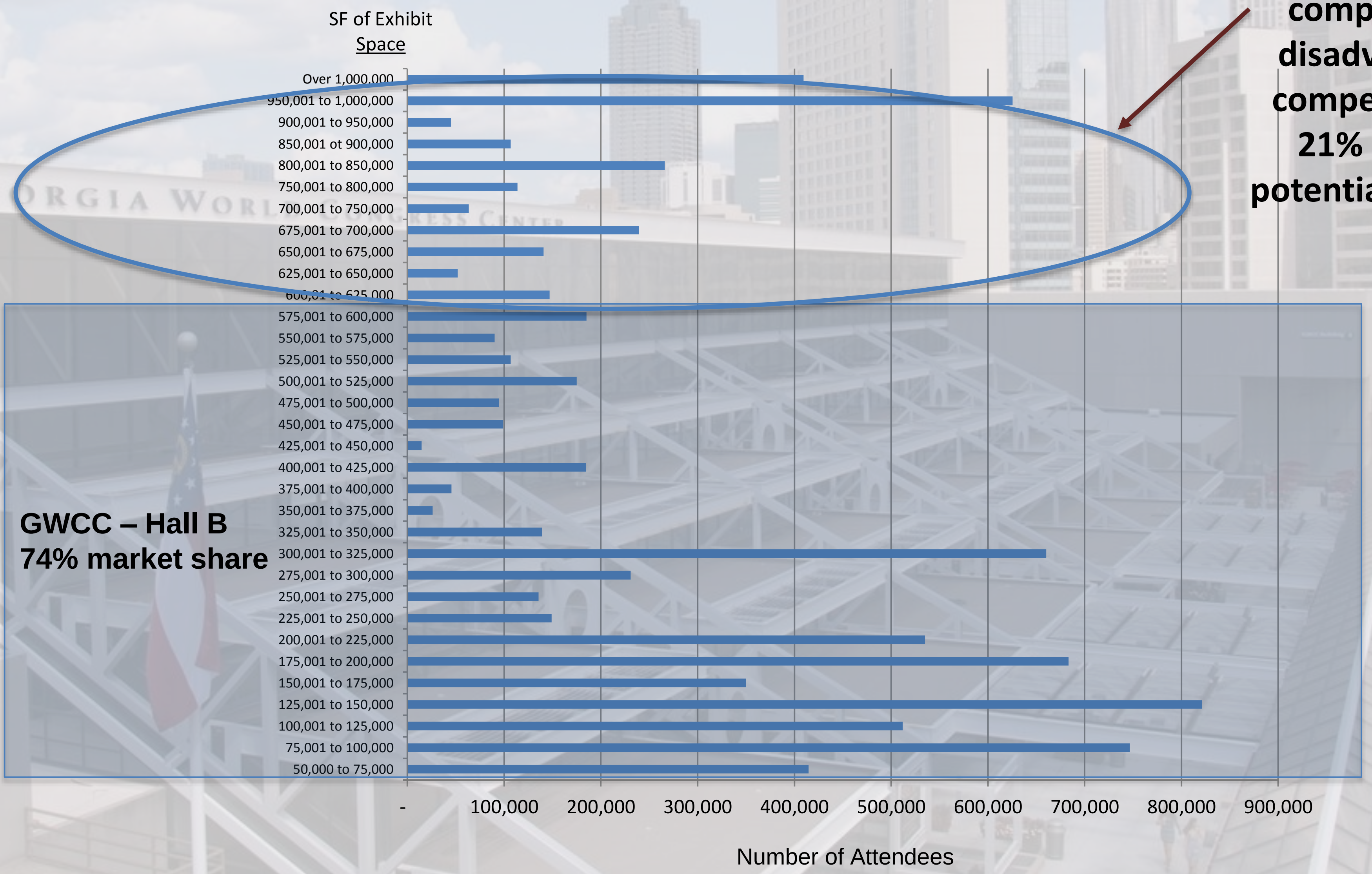


Source: CSL Event Planner Surveys, 2015

CONFIDENTIAL
DRAFT

Distribution of National Market

Attendance



GWCC is at a competitive disadvantage competing for 21% of the potential market

Note: Data represents total share of annual national event attendees that Hall B's square footage could accommodate.
Source: DMAI Mint Database, 2015

The Competitive Landscape

Georgia World Congress Center Authority

Customer Panel

JOHN E. STARKEY, P.E.

President

U.S. Poultry & Egg Association, IPPE

Gross sq. ft./Exhibit space 1 million
Total Attendance: 30,400
Estimated new dollars: $32M
Event days: 3
Estimated Economic Impact: $61M

**IPPE has held there conference at GWCC since 1977*

KEVIN HOLTZCLAW
President & CEO
International Woodworking Fair

Gross sq. ft./Exhibit space 1 million
Total attendance: 20,884
Estimated new dollars: $27M
Event days: 4
Estimated Economic Impact: $51M

**IWF host their conference at GWCC bi-annually. The last time here was 2014.*

JOHN CATALANO
Show Manager
FABTECH

Gross sq. ft./Exhibit space 1 million
Total Attendance 30,250
Estimated new dollars $31M
Event days: 3
Estimated Economic Impact: $57M

**FABTECH holds their conference at GWCC every four years.*

ASHRAE
Shaping Tomorrow's Built Environment Today

MARK STEVENS
Vice President
International Exposition Company

Gross sq. ft./Exhibit space 1 million
Total attendance: 40,000
Estimated new dollars: $47M
Event days: 3
Estimated Economic Impact: $86M

**ASHRAE was last at GWCC in 2001.*

KEN MCAVOY
Sr. Vice President
REED Exhibitions (Retired)
June 1999 – July 2014

Reed is the largest producer of tradeshows and conventions in the world with offices in 42 countries with over 525 events.

Ken joined the Senior Management Team of Reed Exhibitions at the request of the Chairman of the Board. He accepted the Senior Vice President position of Operations, Vendor Relations and Hotels. Ken was responsible for venue selection, registration, client services, and customer satisfaction for the largest producer of tradeshows and conventions in North America, South America and Mexico.

Ken later went on to established Las Vegas, Orlando, New York, and Chicago as major venue partners for Reed events. He negotiated several master agreement contracts with venues and hotels to secure long-term space, dates and contract terms in these major market cities. In 2012 he received the Chairman’s Award, the highest award given for Outstanding Performance in Reed Exhibitions.

Lunch break

Georgia World Congress Center Authority

Part Three: GWCCA Outlook, GWCCA Vision, & Legislative Strategy

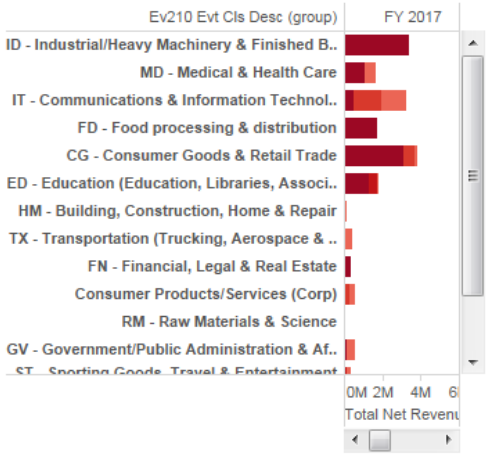
Georgia World Congress Center Authority

GWCCA Outlook

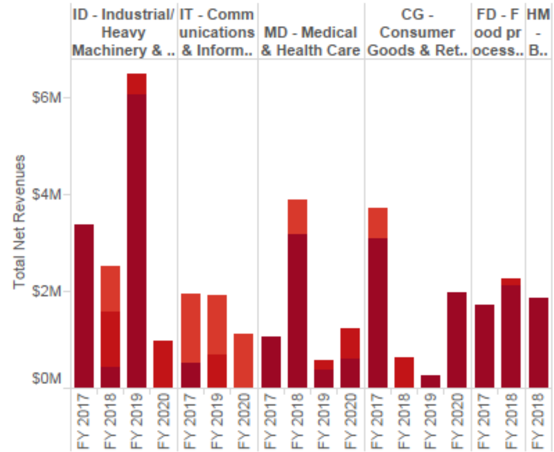
- Enhanced analytical capabilities
- Outlook for GWCCA
    - compared to ACVB and CEIR presentation
- Performance since last retreat
- Schedule Administration/Booking Maximization

Outlook for FY 2017 – 2020

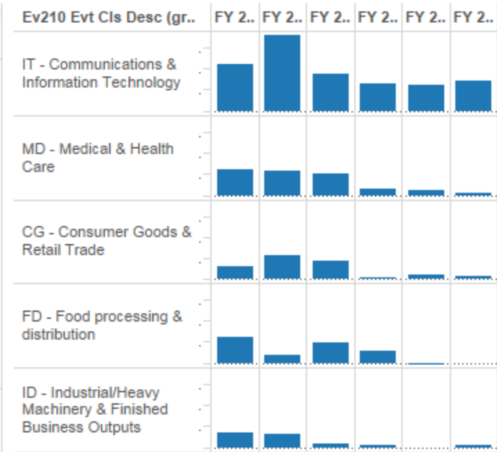
CEIR - Market seg



CEIR - top 5 by year

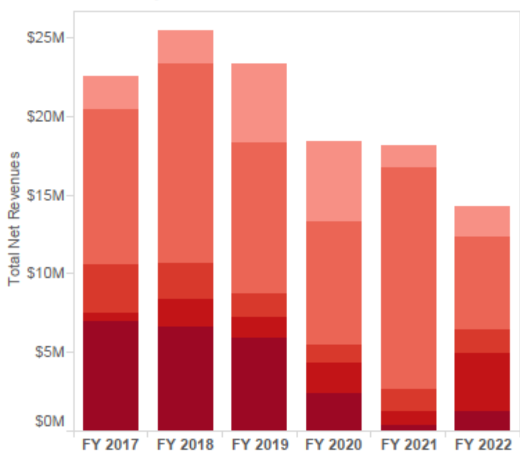


Prospects by CEIR

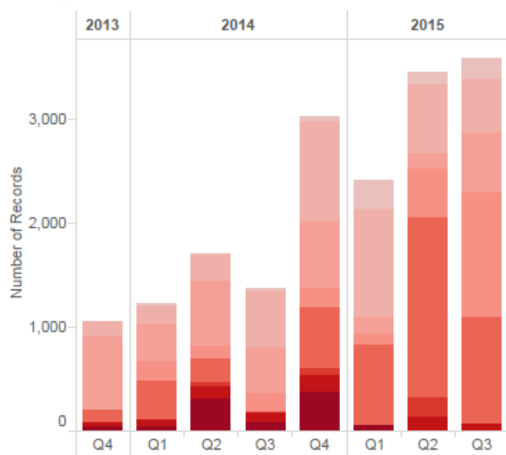


Bookings by CEIR

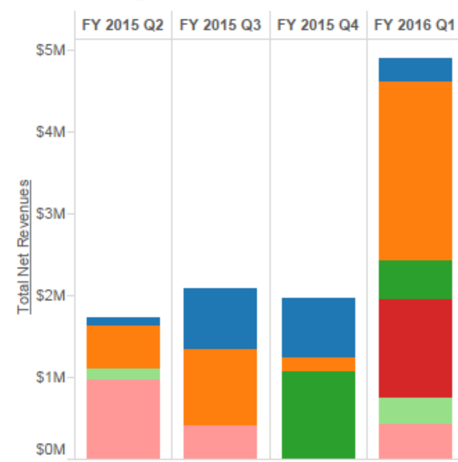
Net Revenue by Status



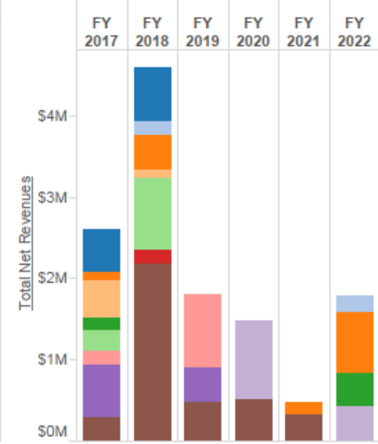
Lead generation



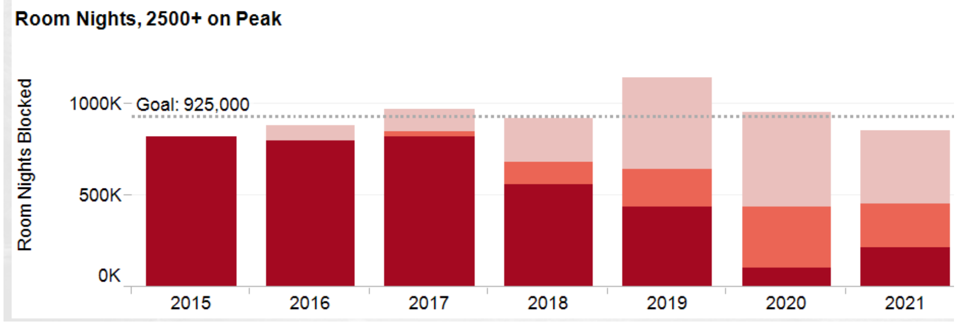
Firm Bookings

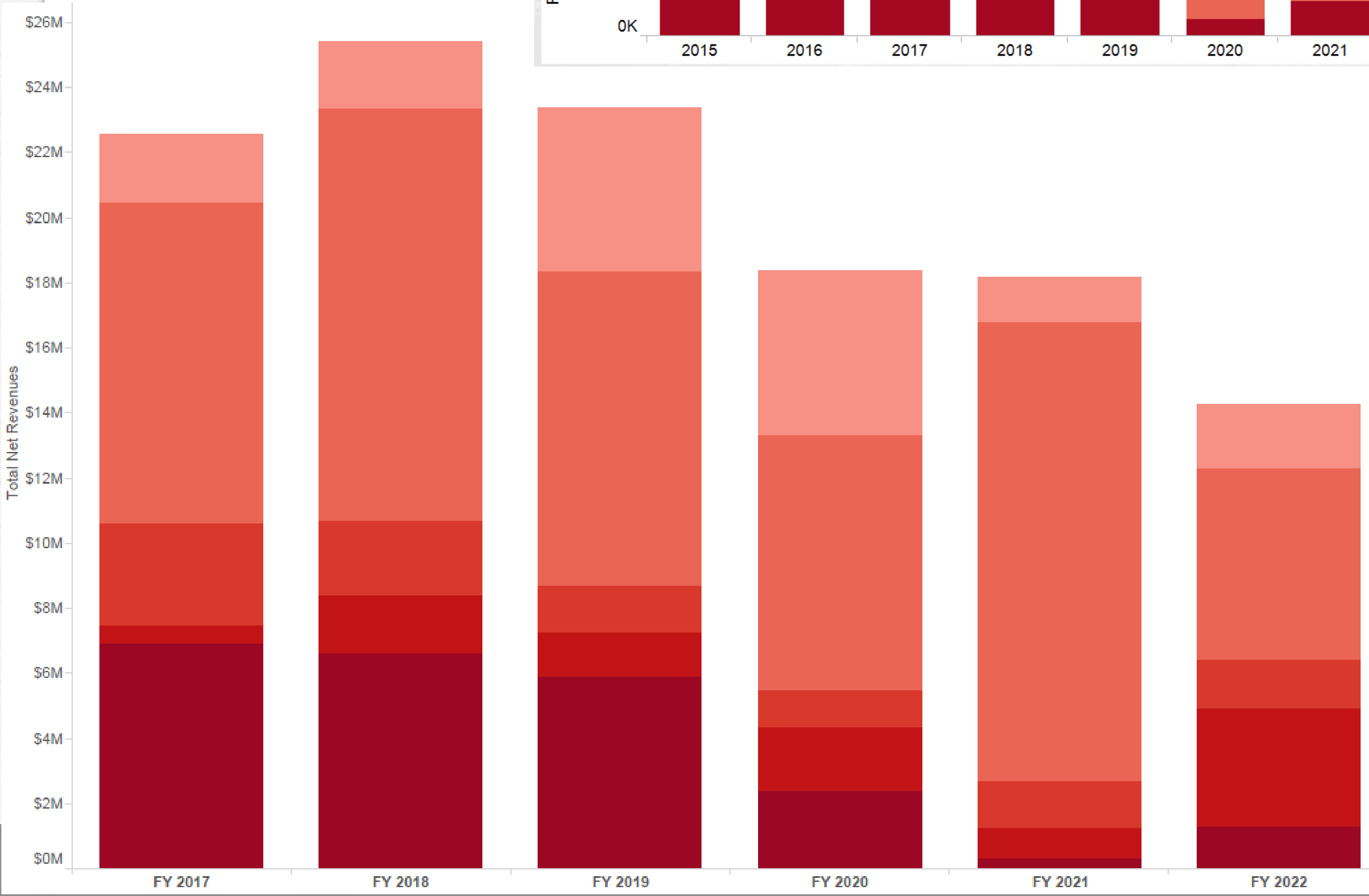


Bookings by event year

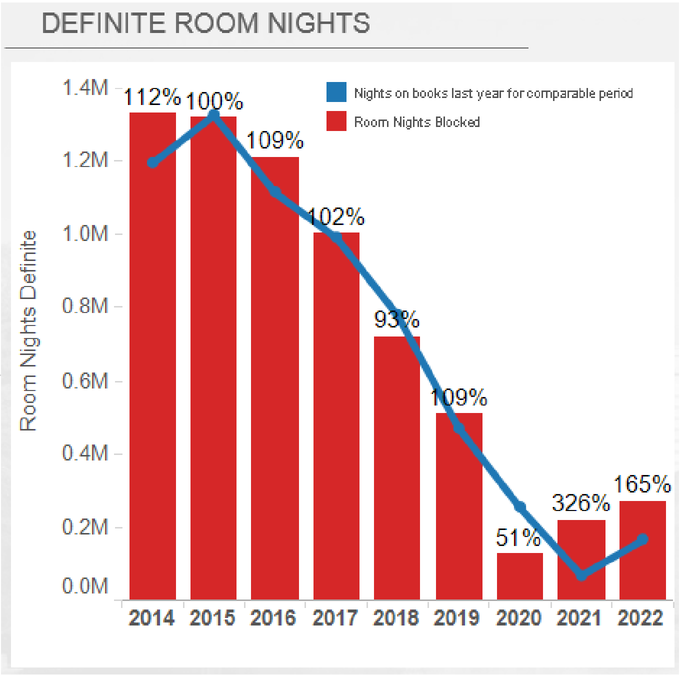


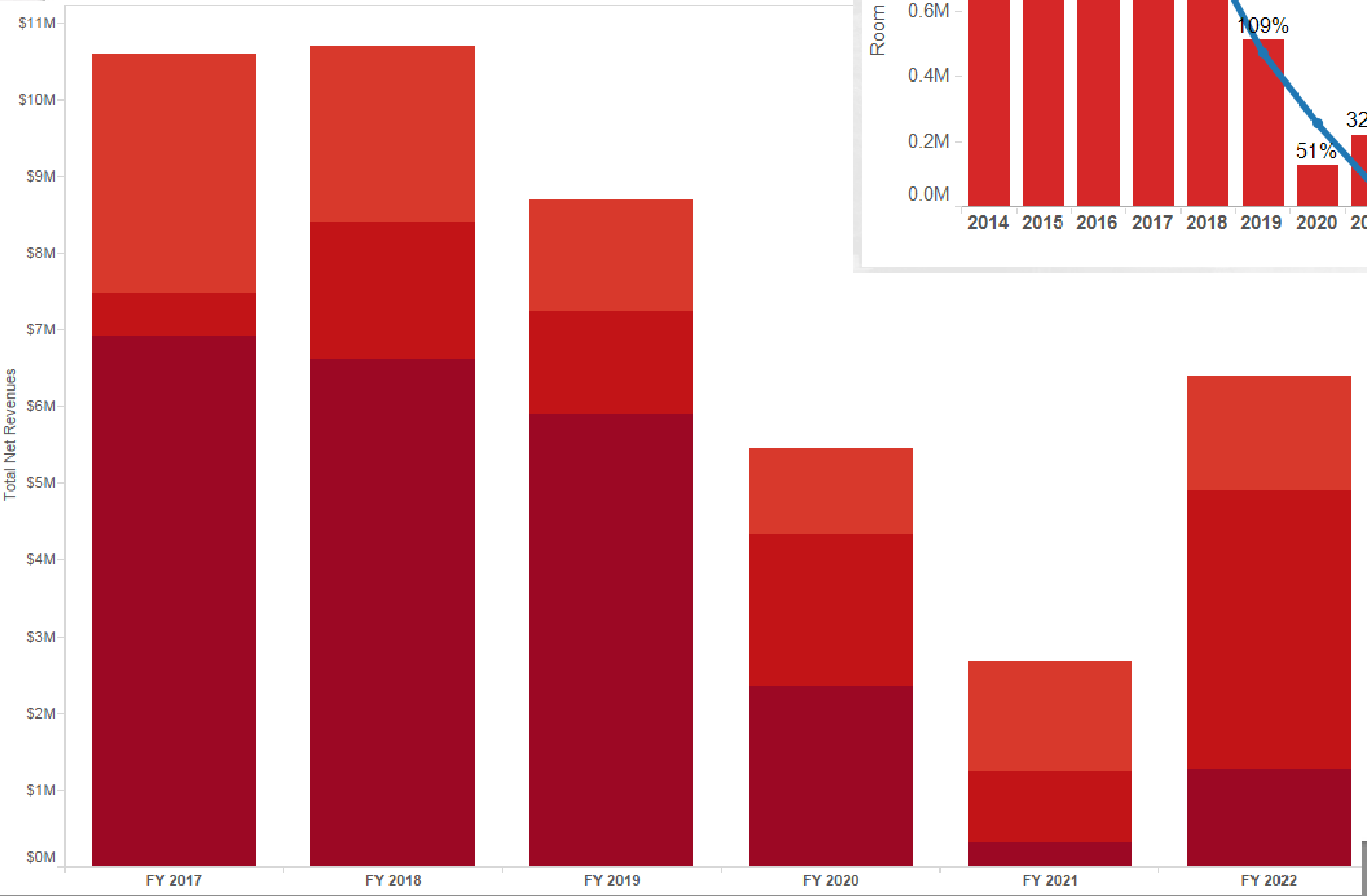
Room nights & GWCCA Revenues



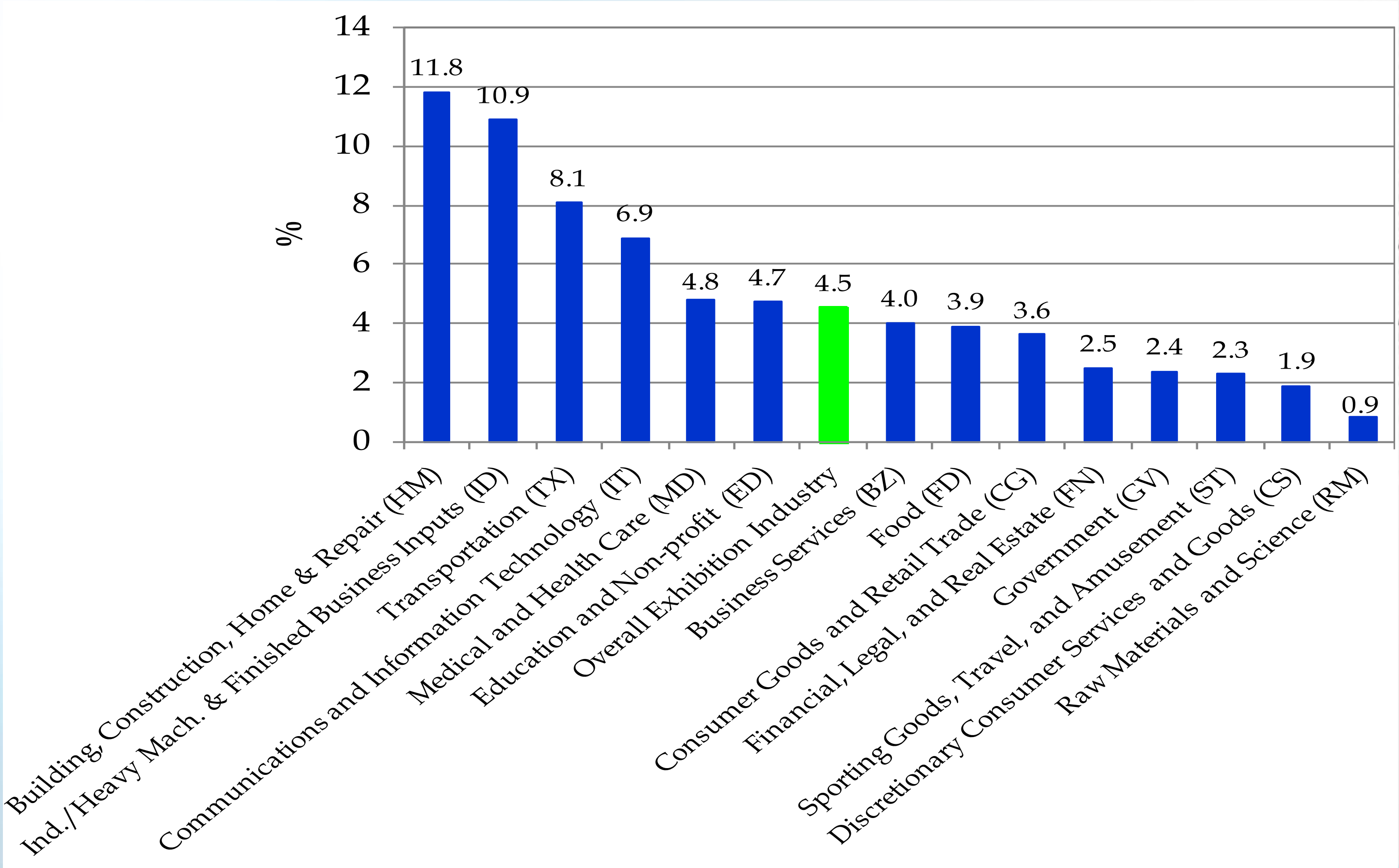


Room Nights & GWCCA Firm Revenues

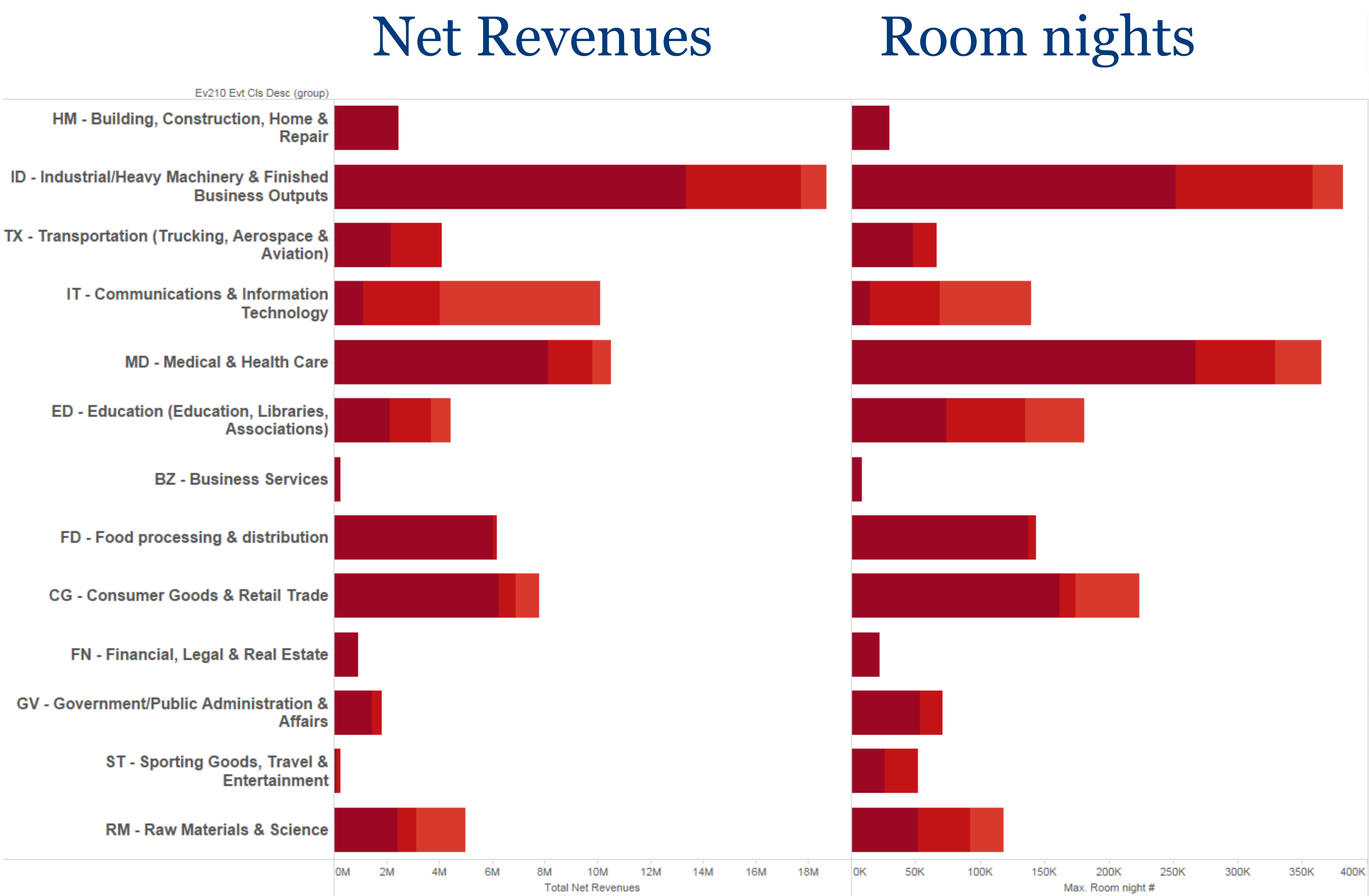


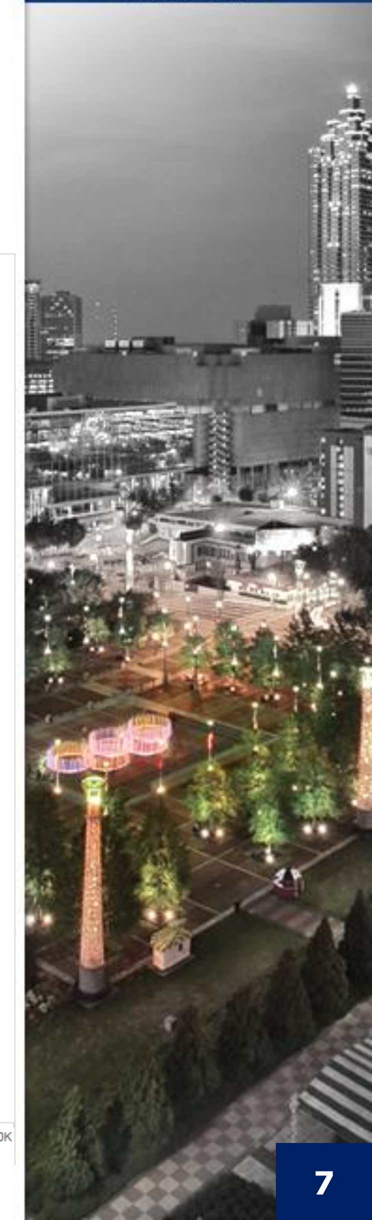


2015H1 survey results show mixed performance.



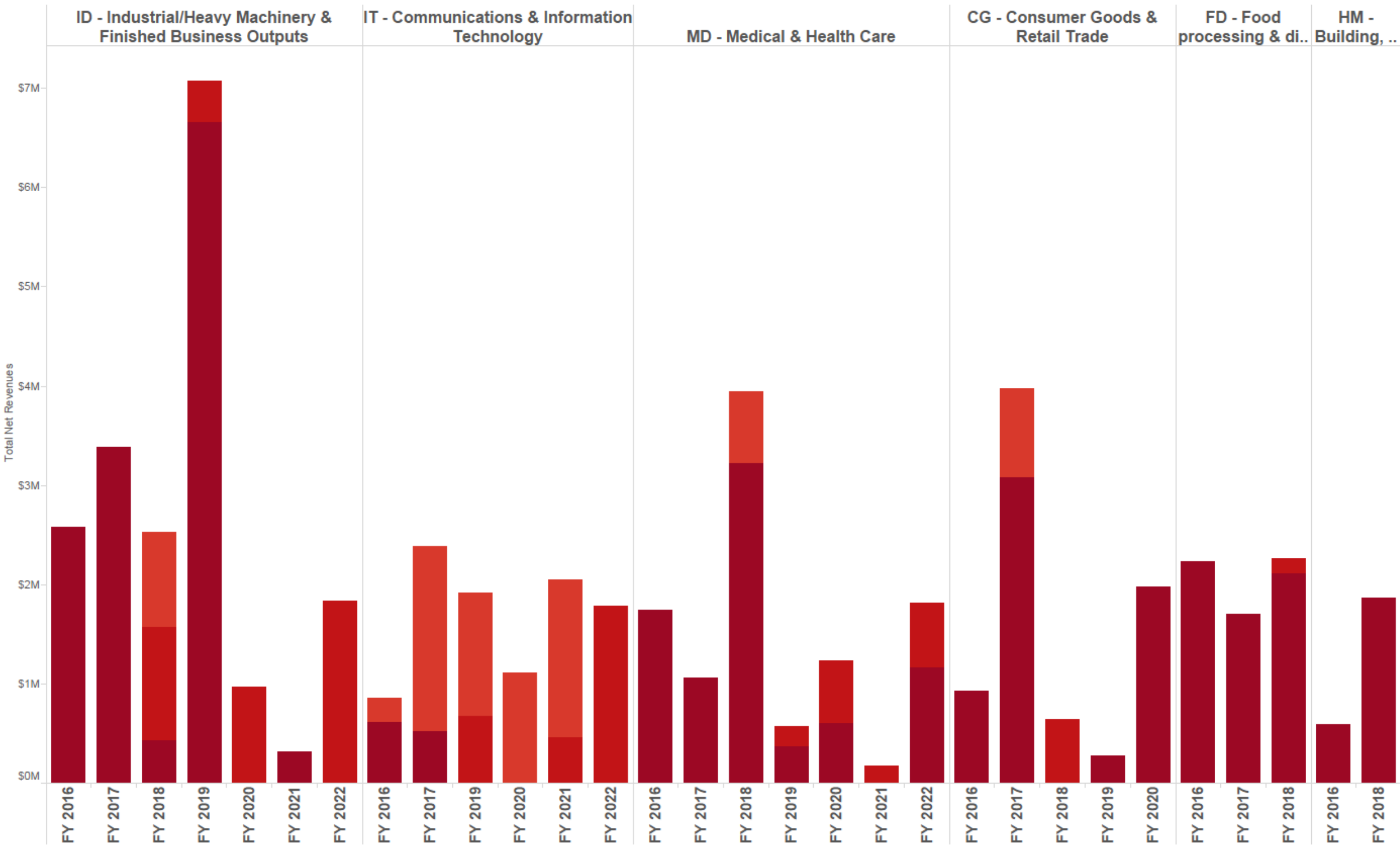
Firm Bookings by CEIR Market Segments



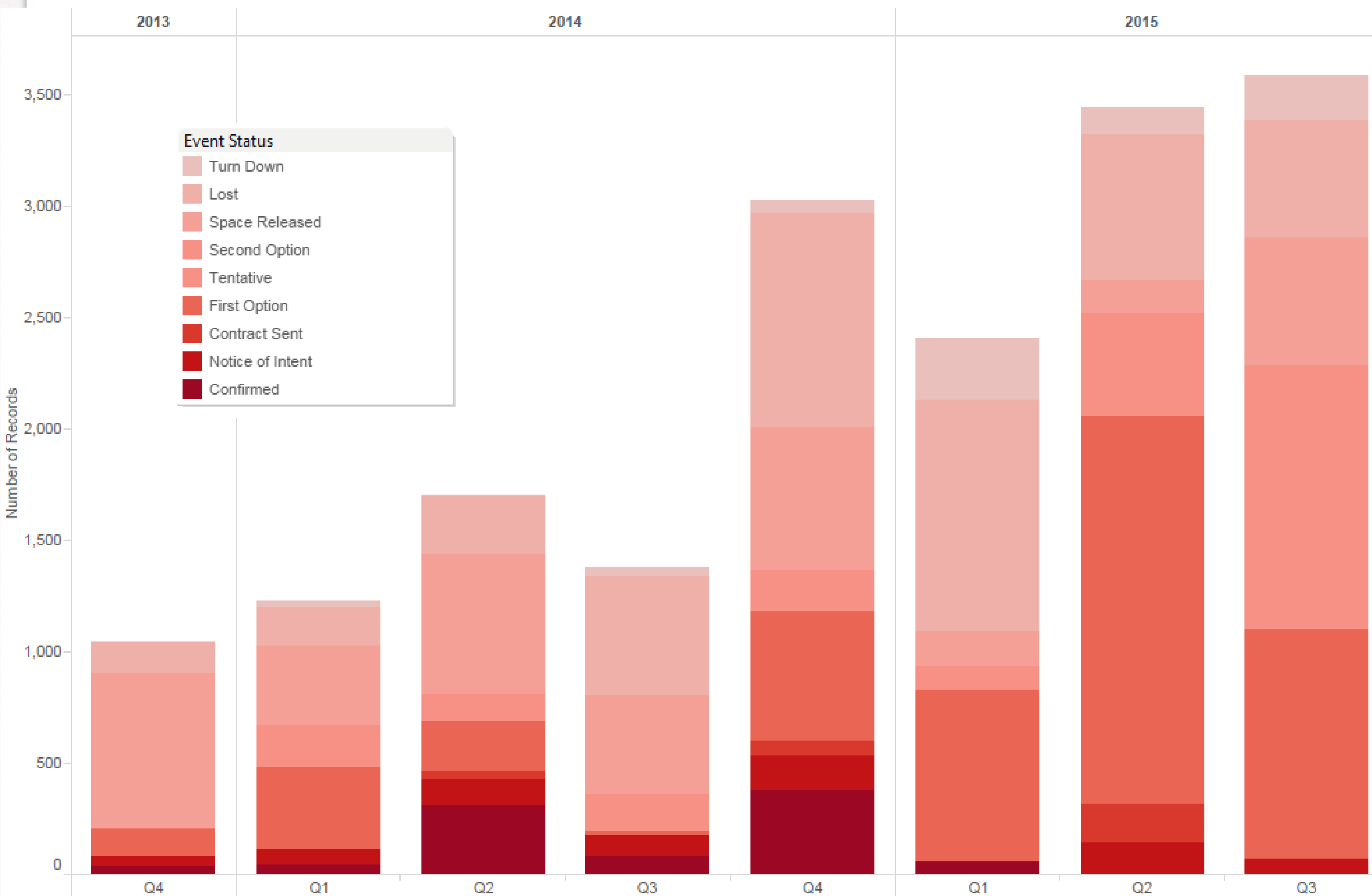


GEORGIA WORLD CONGRESS CENTER AUTHORITY

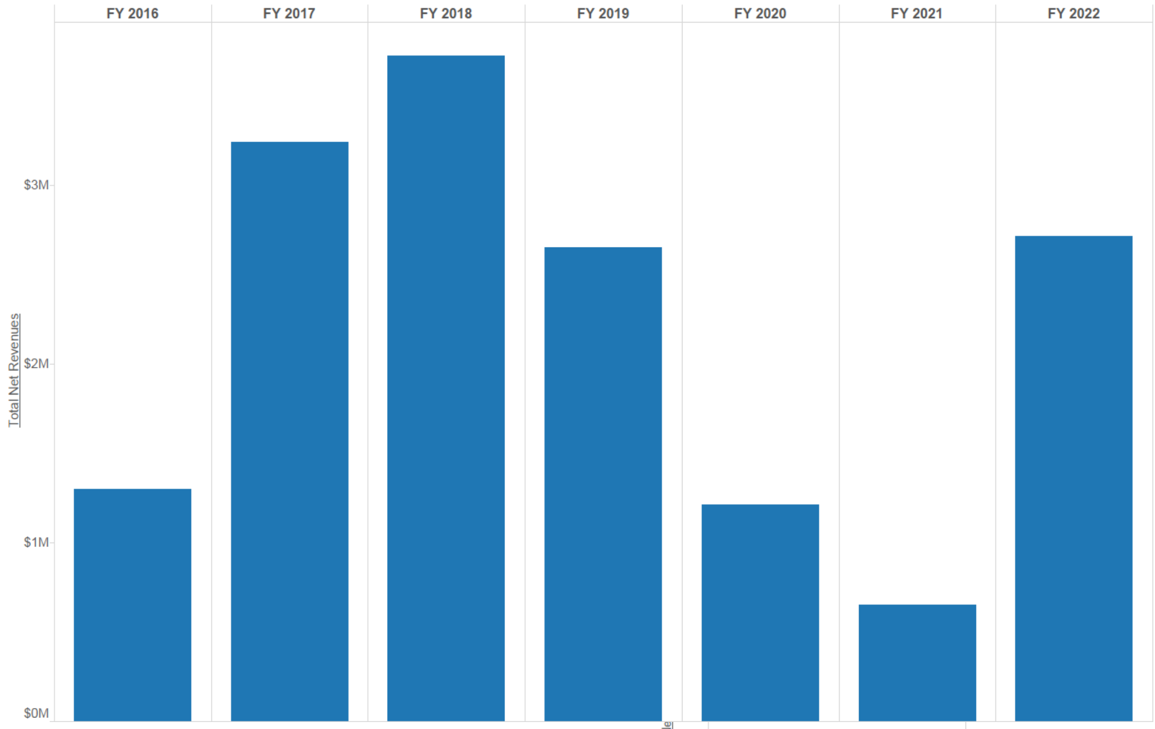
Firm Bookings by Year
CEIR Market Segments

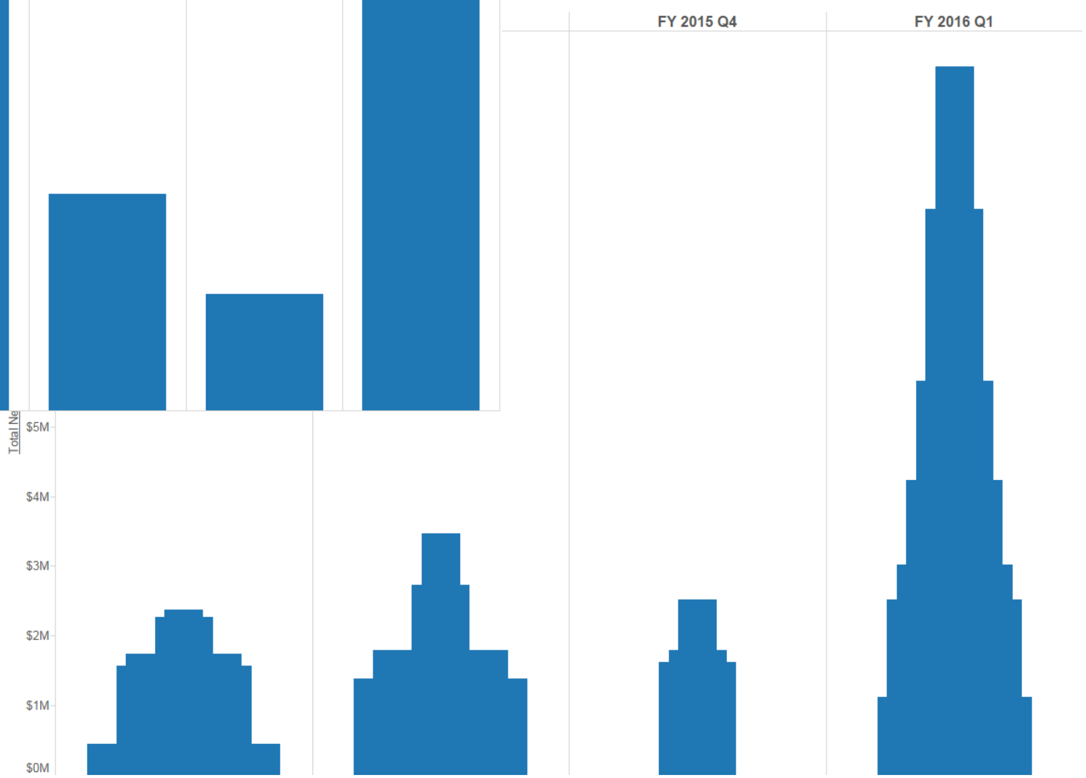


Lead Generation



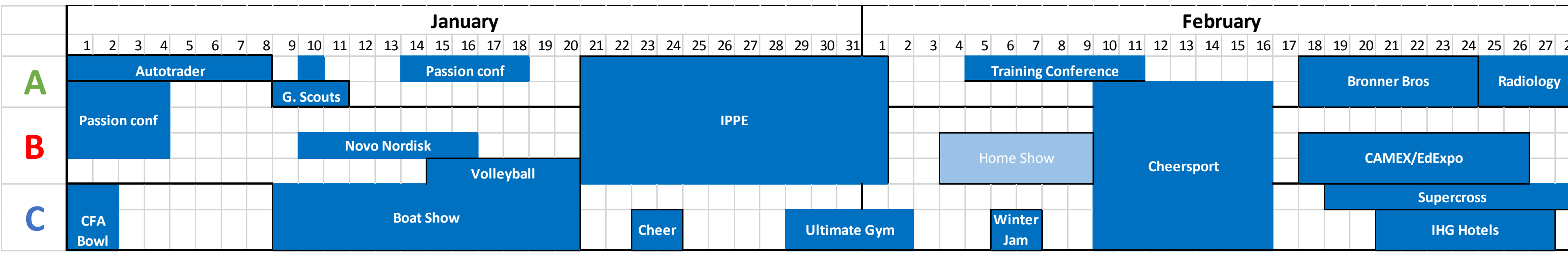
Firm Business since last retreat



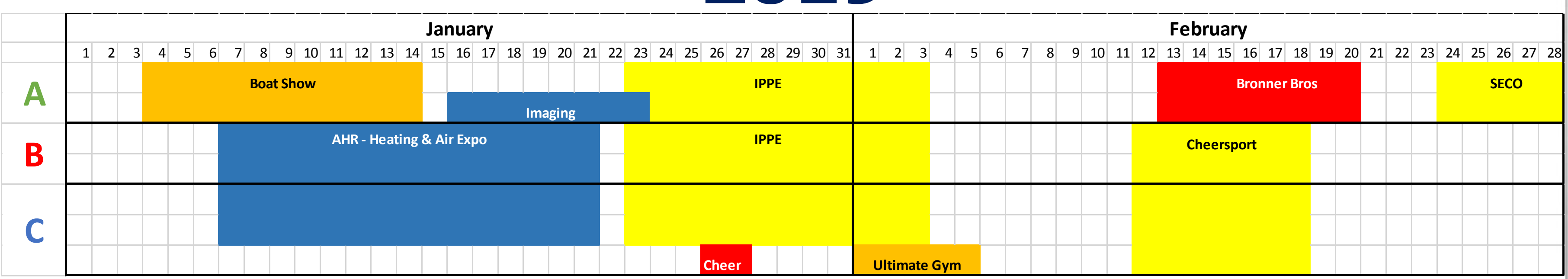


Schedule Administration

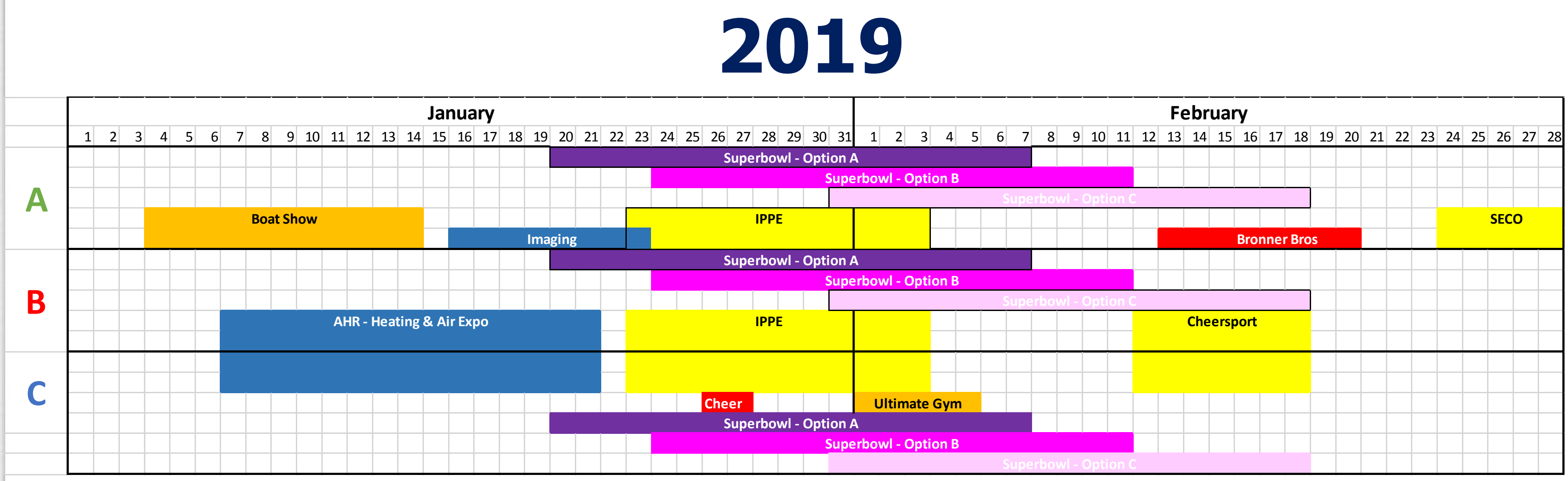
2015



2019



Schedule Administration



Firm Bookings Since Last Retreat

Estimated Economic Activity

	Attendance	Total Tax rev	New Dollars	Tot Economic Impact	Jobs
51 events totaling	**613k**	**$86.5M**	**$678M**	**$1.25B**	**12,854**
including:					
MODEX 2020 & 2022	40K	$7.2M	$56M	$104M	1,088
HAI HELI-EXPO 2019 & 2023	40K	$5.4M	$42M	$80M	830
AHR Expo Intl Exposition Co.	40K	$5.3M	$42M	$77M	803
American Society for Microbiology	20K	$4.4M	$35M	$64M	672
2018 International Poultry Exposition	30K	$4.2M	$33M	$61M	636
American Chemical Society	30K	$4.0M	$32M	$58M	606
COVERINGS 2024	18K	$3.2M	$25M	$47M	487
International Sign Association	20K	$2.6M	$21M	$38M	401
TMC Annual Meeting & Transportation Technology Exhibition	16K	$2.3M	$18M	$33M	352

Georgia World Congress Center Authority

Summary

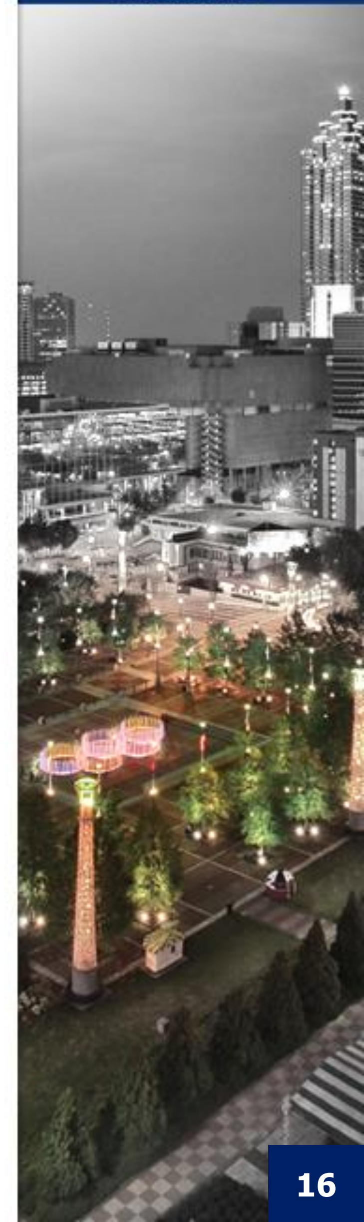
- **Multi-year outlook**
  - **Improved forecasting and analytical tools in place**
- **Tradeshow Industry continuing to recover**
- **Future market segment mix is strong**
- **Increase in Lead generation**
- **Schedule Administration**
- **Solid growth in GWCCA revenues & Economic Impact**

GWCCA Vision

Summary of story line

Georgia World Congress Center Authority

- The convention and trade show market is healthy – Industry, Atlanta & GWCCA
- Customer feedback regarding their needs will help guide our focus
- CAPX program ($158m) will keep us current (TLC for the Economic engine) but not necessarily ahead.



Atlanta (1.4 million sq.ft.)

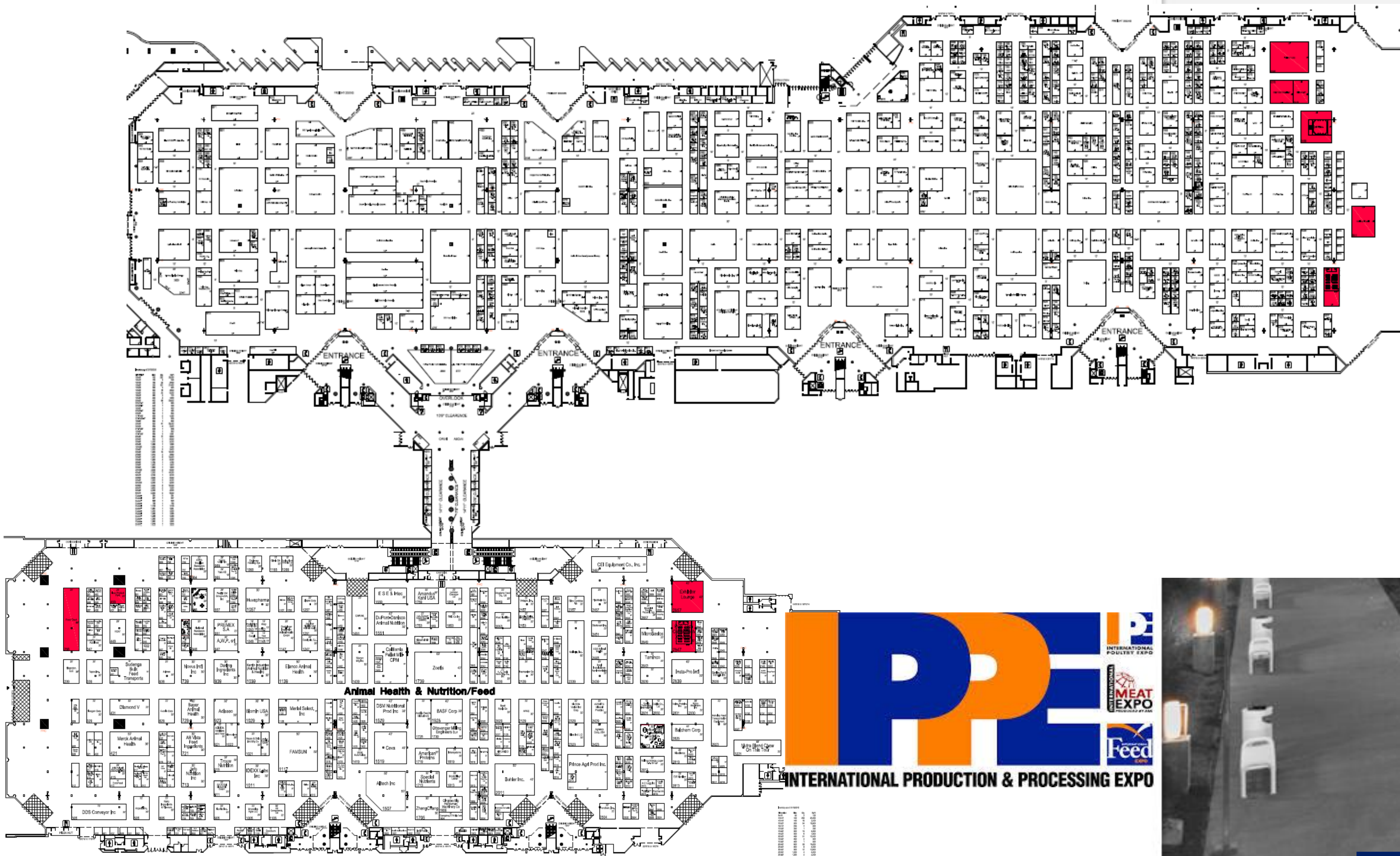
GEORGIA WORLD CONGRESS CENTER AUTHORITY

(650,000 million sq.ft. contiguous)

[FabTech Video]

Atlanta (1.4 million sq.ft. total)

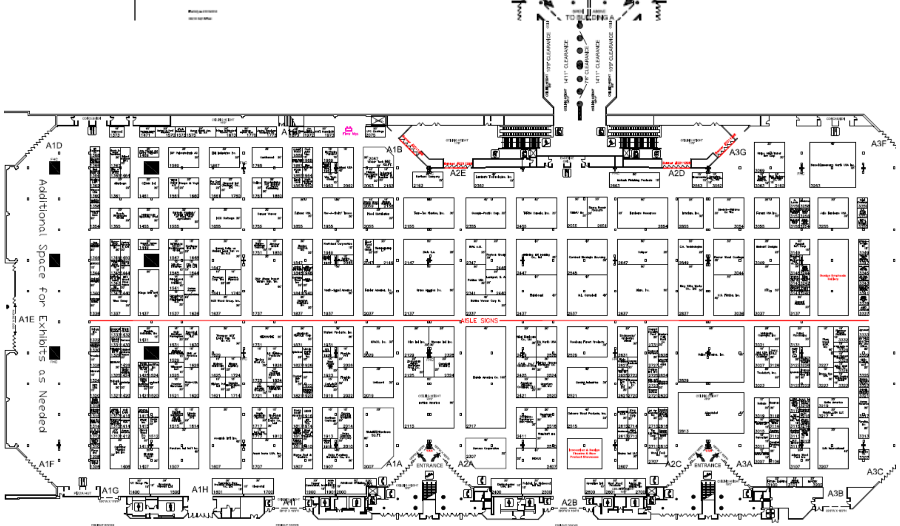
GEORGIA WORLD CONGRESS CENTER AUTHORITY



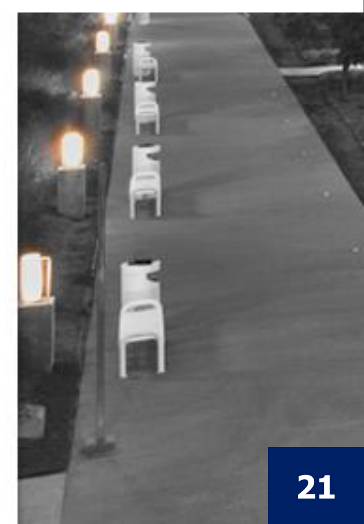
IPPE
INTERNATIONAL POULTRY EXPO
MEAT EXPO
Feed EXPO
INTERNATIONAL PRODUCTION & PROCESSING EXPO

Atlanta (1.4 million sq.ft. total)

Georgia World Congress Center Authority



IWF ATLANTA 2014



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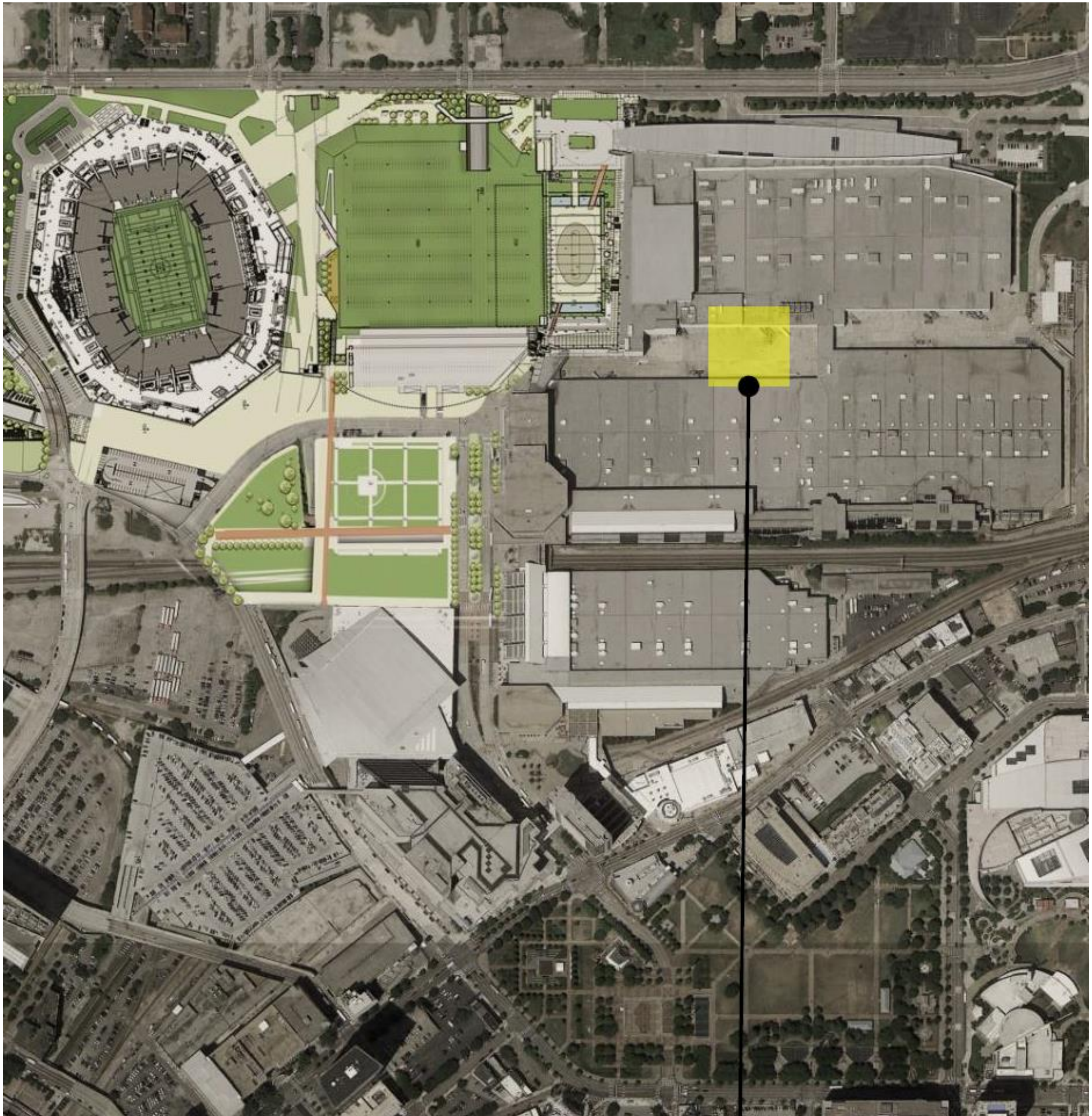
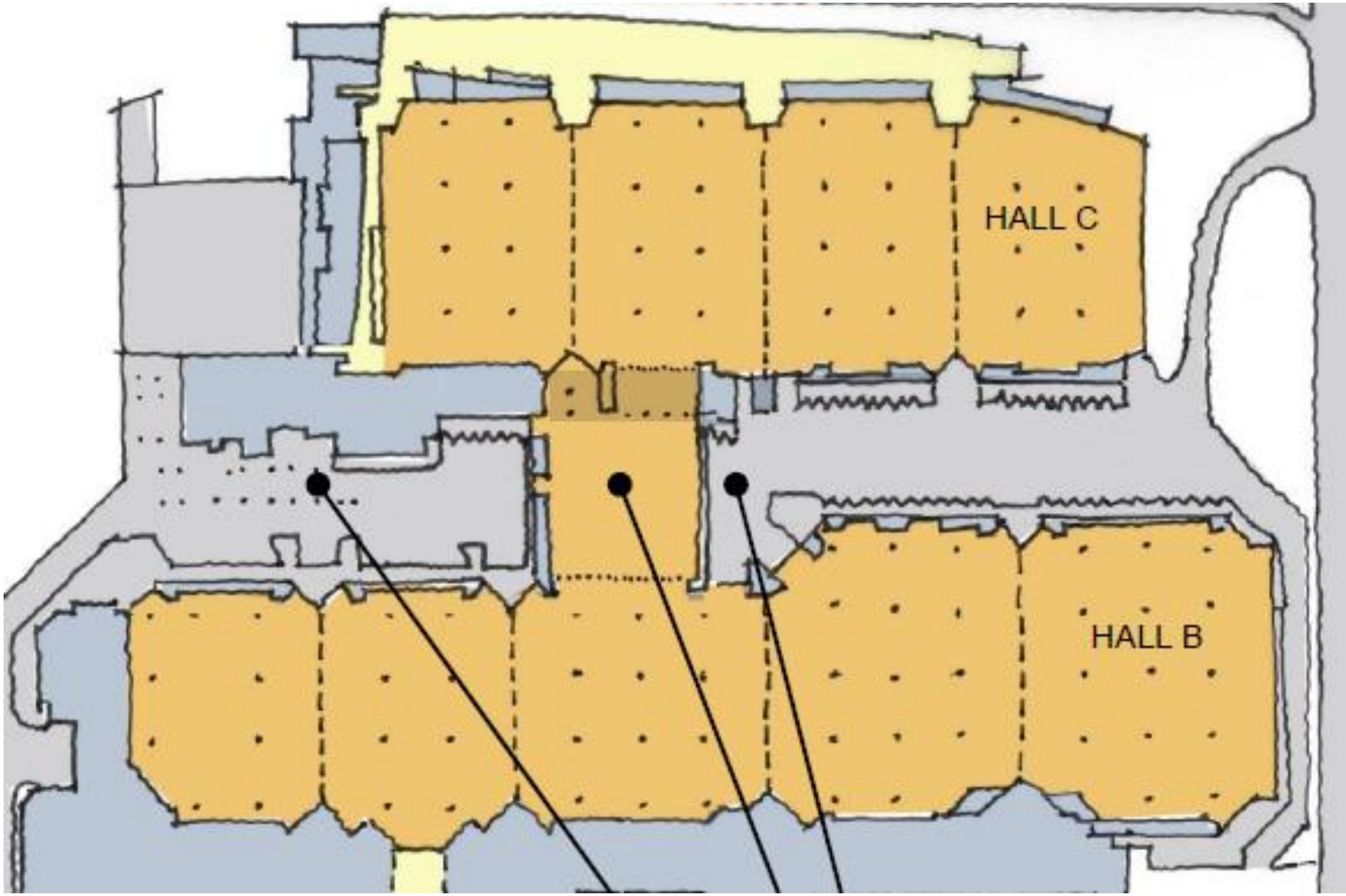
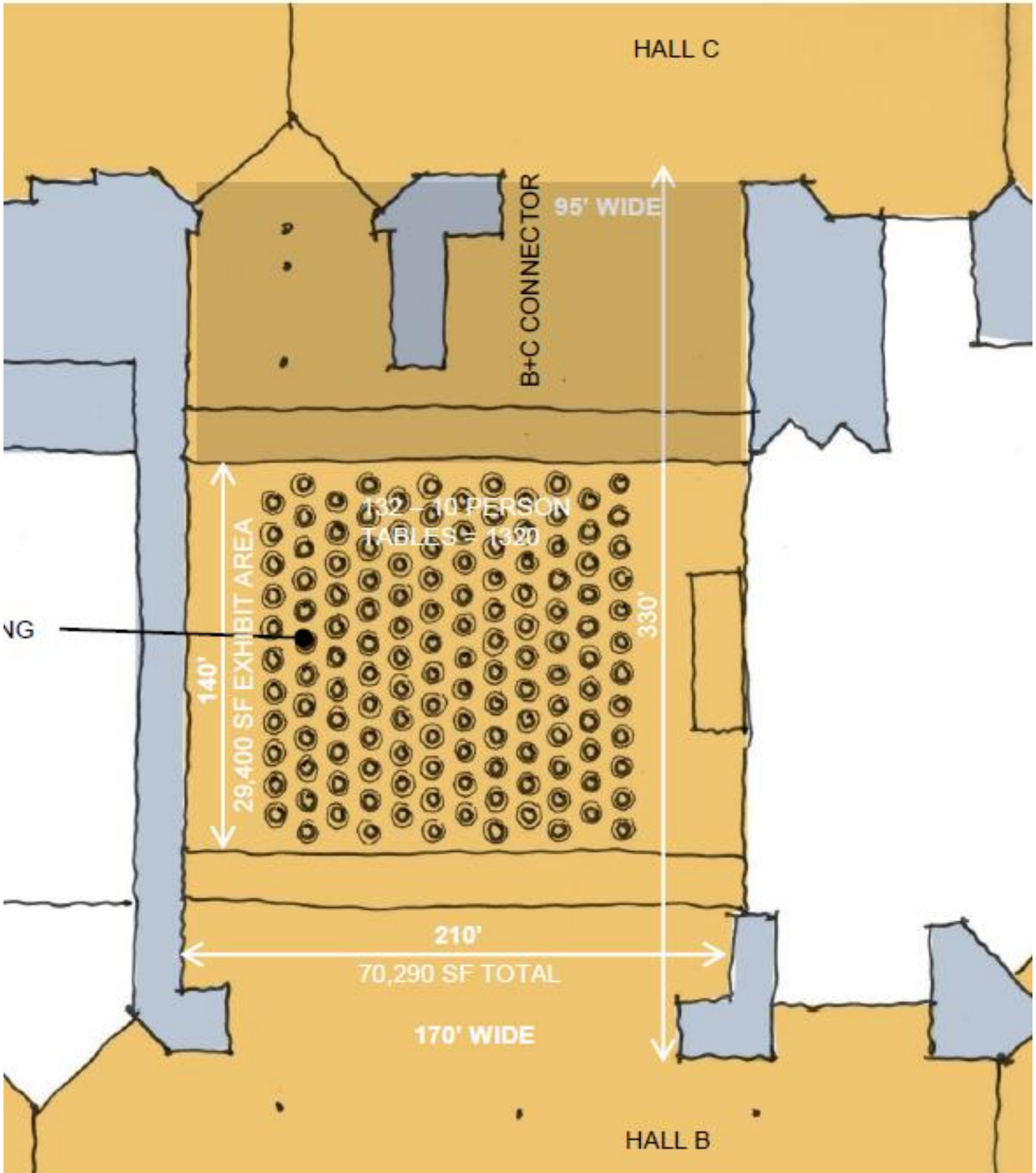



HALL C
HALL B

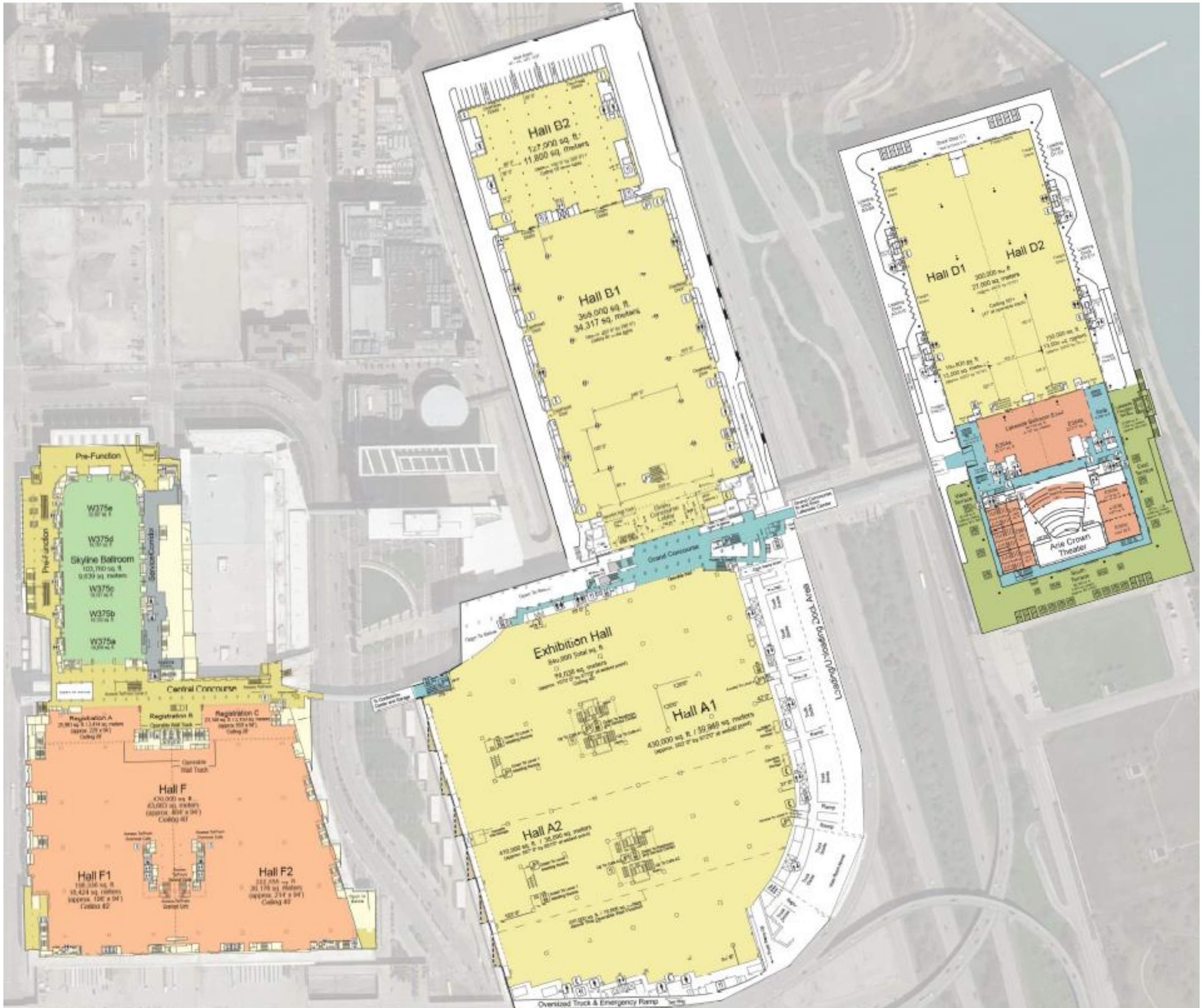
GEORGIA WORLD CONGRESS CENTER AUTHORITY




SHOW
SL-Klasse
HONDA


HONDA

Chicago (2.6 million sq.ft total)



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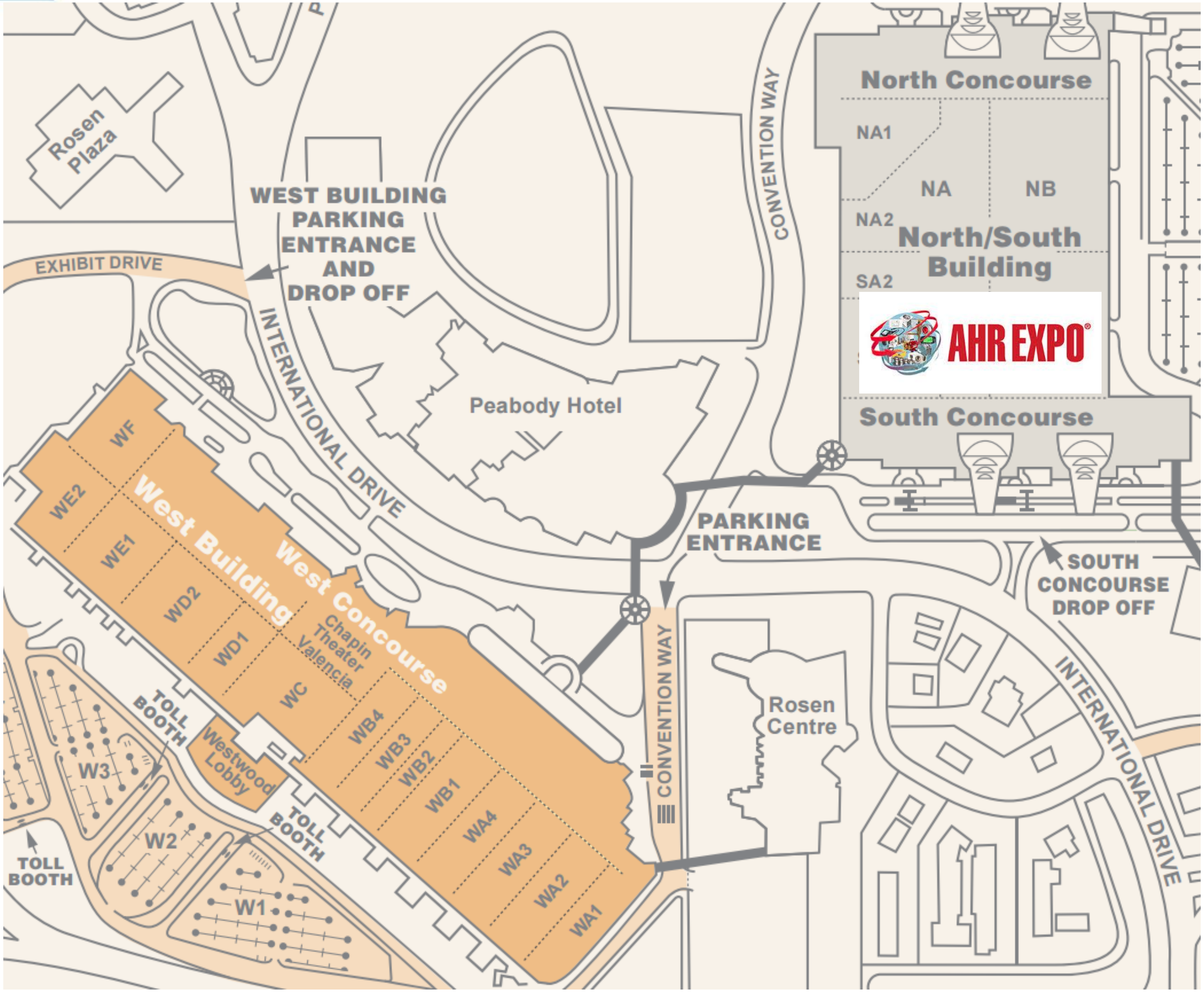
Chicago

(1.3 million sq.ft contiguous)

Orlando (2.2 million sq.ft. total)



Orlando (1.1 million sq.ft. contiguous x 2)

AHR EXPO®

GEORGIA WORLD CONGRESS CENTER AUTHORITY

GEORGIA WORLD CONGRESS CENTER AUTHORITY

Las Vegas (2.0 million sq.ft. total)

1.03 million sq.ft. contiguous)

AHR EXPO®

GWCCA Capital Outlay Needs	fiscal year	
Renovations and upgrades to Centennial Olympic Park and GWCC Buildings A & B (Phases 1-3)	fy17	$8,000,000
Exhibit Hall Connectivity Project - GWCC Buildings B and C	fy18	$50,000,000
Renovations and upgrades to GWCC Buildings A & B (Phases 1-2)	fy19	$50,000,000
Renovations and upgrades to GWCC Building B & Campus Grounds (Phase	fy20	$50,000,000

GWCC Building B

GWCC Building A

International Plaza

Georgia World Congress Center Authority

Catalyst Video

Georgia World Congress Center Authority

Legislative Strategy

Lindsay Strickland

&

Troutman Sanders: Pete Robinson and Robb Willis

Legislative Strategy

Goal: Secure $158M

Action Plan I: accomplished

1.Governor's Office

-Strategy meeting

2. Office of Planning and Budget

-Submitted capital outlay requests

- **$8M** for COP improvements to coincide with the public campaign
- **$50M** GWCC buildings B-C Connector project
- **$50M** GWCC renovations and upgrades to buildings A and B
- **$50M** GWCC renovations to GWCC Building B & Campus Grounds

Action plan II: in process

1. Legislative Update and Tour
   - 10/1, 11/4, 11/5
2. Atlanta City Council Update
   - 10/22
3. One-on-one meetings with leadership
   - Fall/Winter 2015-2016
4. 2016 Legislative Session
   - January-March 2016

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Legislative Strategy

- 20/20 Vision Pieces
- Public Messaging (PR)
- Legislative Priority List
- Elevator Speech
  - Economic Impact to Georgia
  - Number of visitors
  - Number of events
  - Jobs

Legislative Strategy

Georgia World Congress Center Authority

Hot Topics of 2016

- Religious Freedom Restoration Act
- $5.00 Hotel room fee
- Tax Reform
- Preservation of the HOPE Scholarship
- Election year

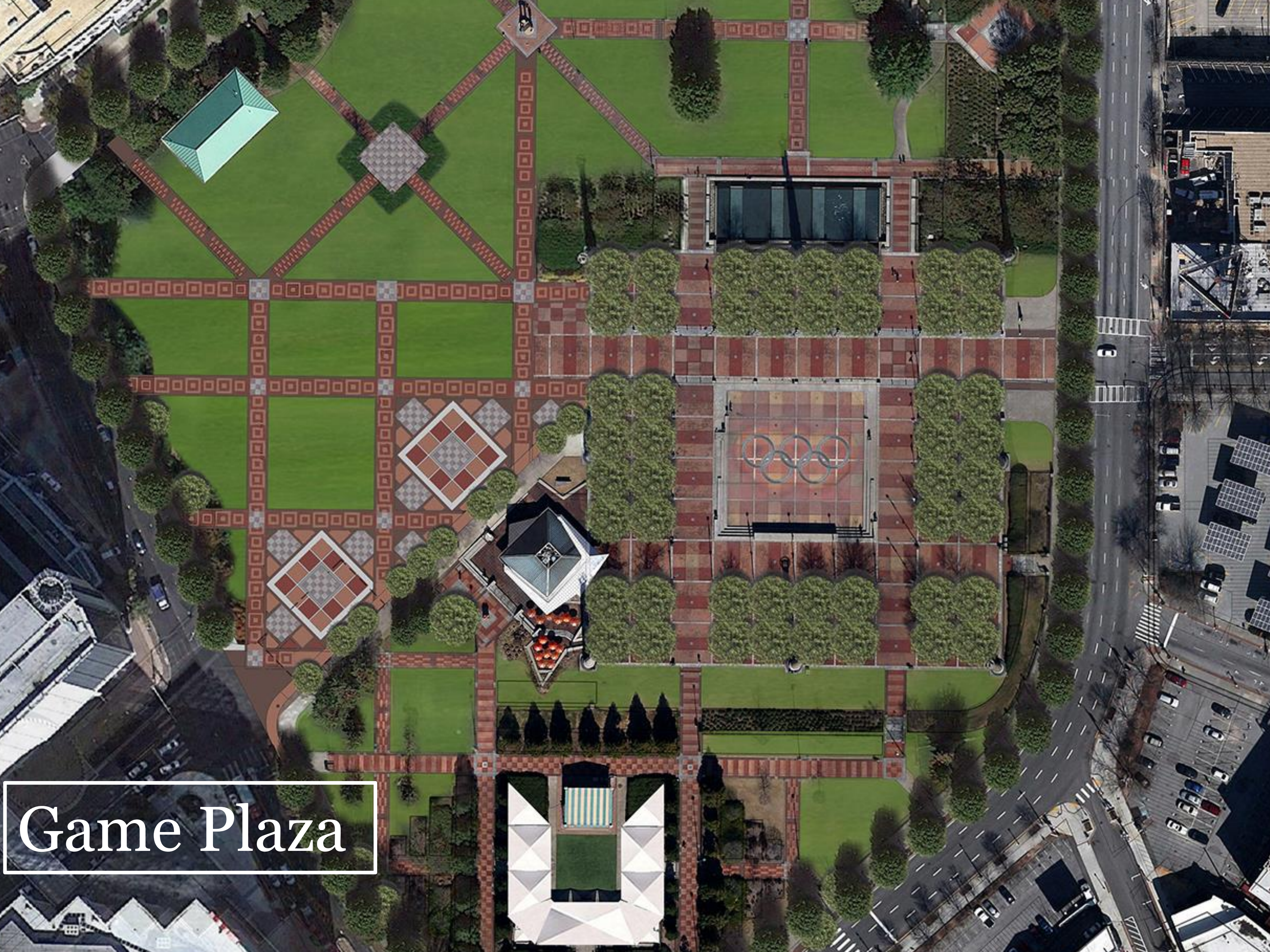
Georgia World Congress Center Authority

Board Feedback

GEORGIA WORLD CONGRESS CENTER AUTHORITY

Part Four: Centennial Olympic Park Vision Update

Game Plaza


Game Plaza

Southern Company Amphitheater

Centennial Plaza

Baker Street Entrance

Multi-Use Space

Bike Depot

Georgia World Congress Center Authority

Feasibility Study summary

The interviewees overwhelmingly feel that Centennial Olympic Park (COP) is one of the most important landmarks in our city and are supportive of the Georgia World Congress Center Authority's (GWCCA) proposed campaign for COP. They believe that the plans will increase community access, expand programming opportunities and greatly enhance the visitor experience.

COP is viewed as a 'park for the people'. This is a critical position to maintain in Atlanta. As such, the park should not be an overly branded venue. While corporate 'sponsorship' is certainly welcome, careful attention should be paid to COP continuing as the people's park.

COP hosts many events throughout the year, but it is important not to over-program the park. The large scale programming creates challenges for other venues due to road closures and increased traffic. Additionally, GWCCA currently covers COP's annual deficit with its own budget. The philanthropic community recognizes that events help to offset this deficit, however, they are not interested in seeing the park make a profit. They feel that their philanthropic dollars should not produce a profit for the state.

A few interviewees acknowledged the difficulty in having regular events at COP

Selected Comments:

- *“While I would like to see more revenue generated from the park, the residual fallout and recovery is tough. The wear and tear of the park gets to be too much. They need to strike the right balance.”*
- *“When the park holds big events, it ties up the streets and creates a chokehold for the city. GWCCA needs to think about logistics. They need to spend the money to get people in and out of the events effectively.”*

A Balancing Act…

Park Space

&

Event Space

GEORGIA WORLD CONGRESS CENTER AUTHORITY

OUTKAST

READERS PICKS from p.68

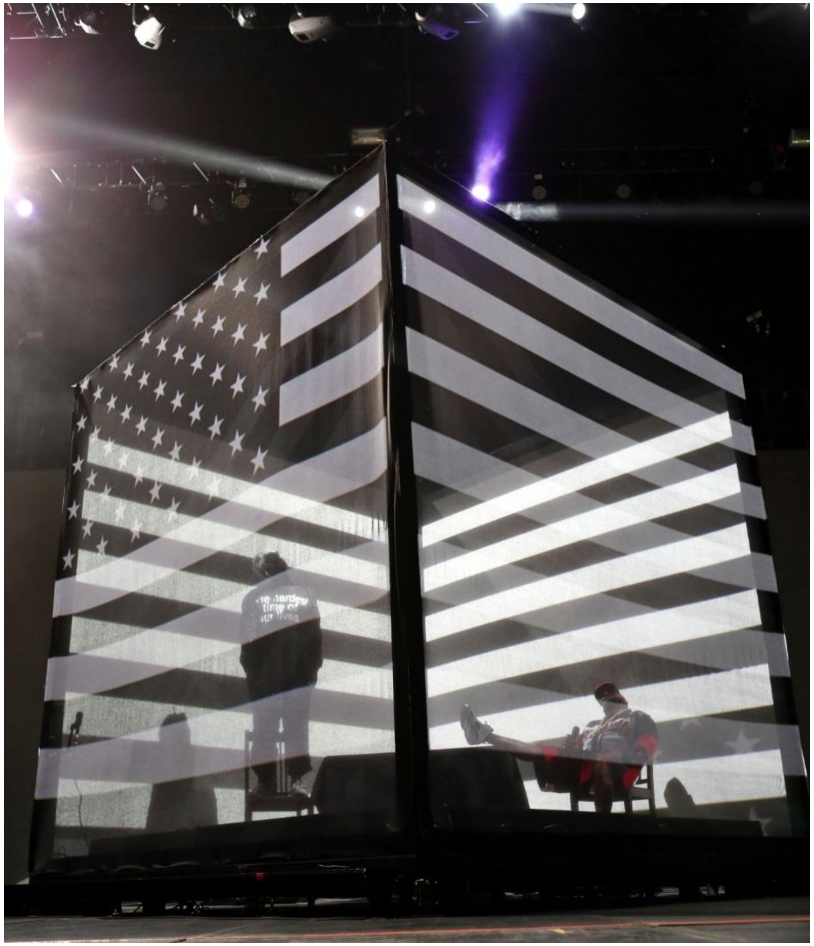
BEST WEEKLY CLUB NIGHT AND BEST DJ NIGHT
The IRIS aka Rush Lounge ESP101[Learn To Believe]
2715 Buford Highway N.E.
770-240-0377
www.irispresents.com

BEST CONCERT OF THE PAST YEAR
OutKast #ATLast
www.outkastatlast.com

BEST MUSIC FESTIVAL
Music Midtown
www.musicmidtown.com

BEST COUGAR DEN
Johnny's Hideaway
3771 Roswell Road N.E. 404-233-8026
www.johnnyshideaway.com

BEST BURLESQUE
Blast-Off Burlesque
www.blastoffburlesque.com



The annual Creative Loafing Best of ATL issue is out and the people have spoken; OutKast #ATLast was THE BEST CONCERT OF THE PAST YEAR

Event by the Numbers

- Concert dates: September 26 -28, 2014
- 58,000+ in attendance
- Estimated economic Impact: $5.8M
- Net to the Park: $238,996

Event by the Numbers

- Concert dates: April 17-19, 2015
- 75,000 in attendance
- Estimated Economic Impact: $4.9M
- Net to the Park: $144,865

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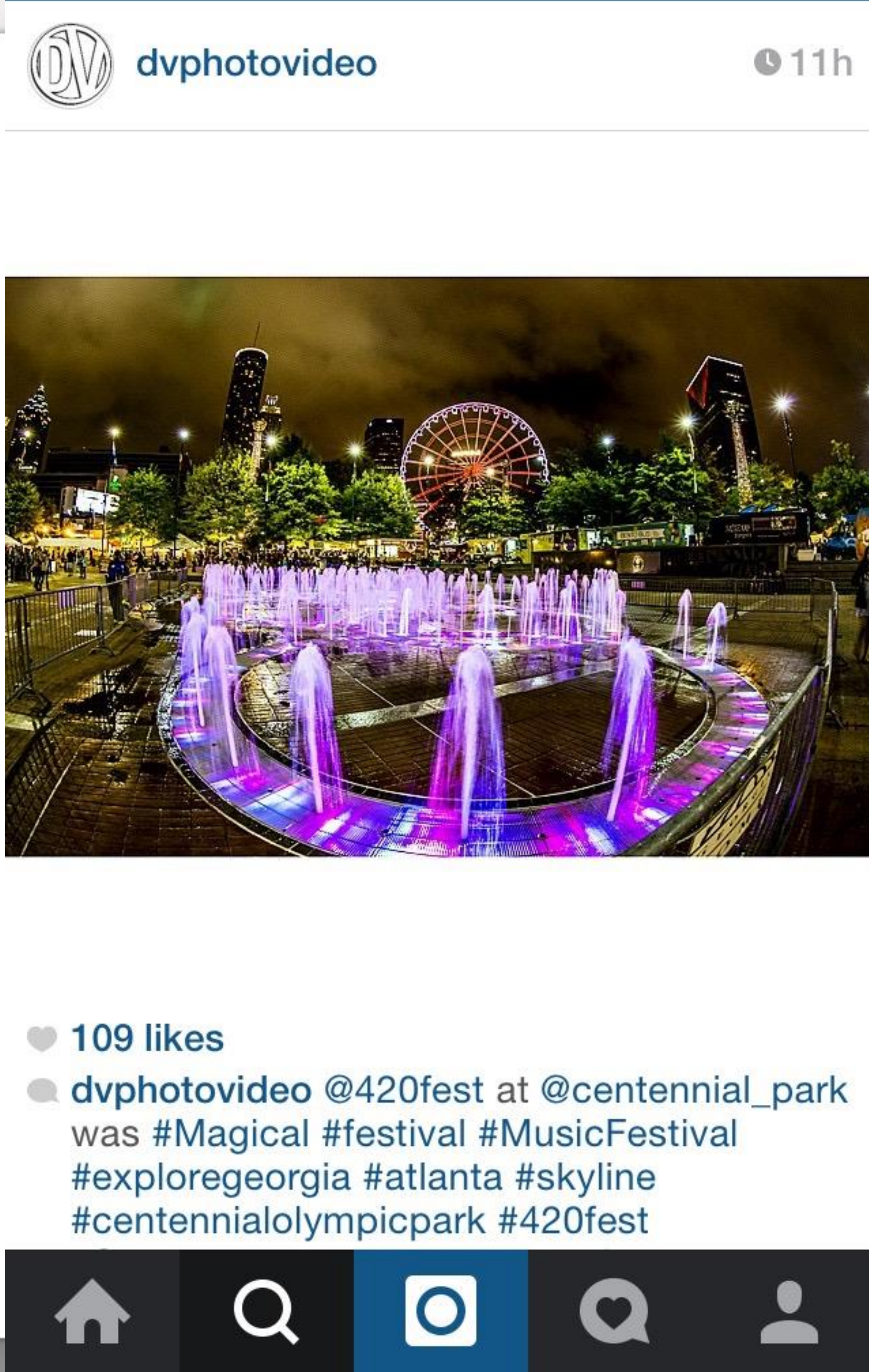
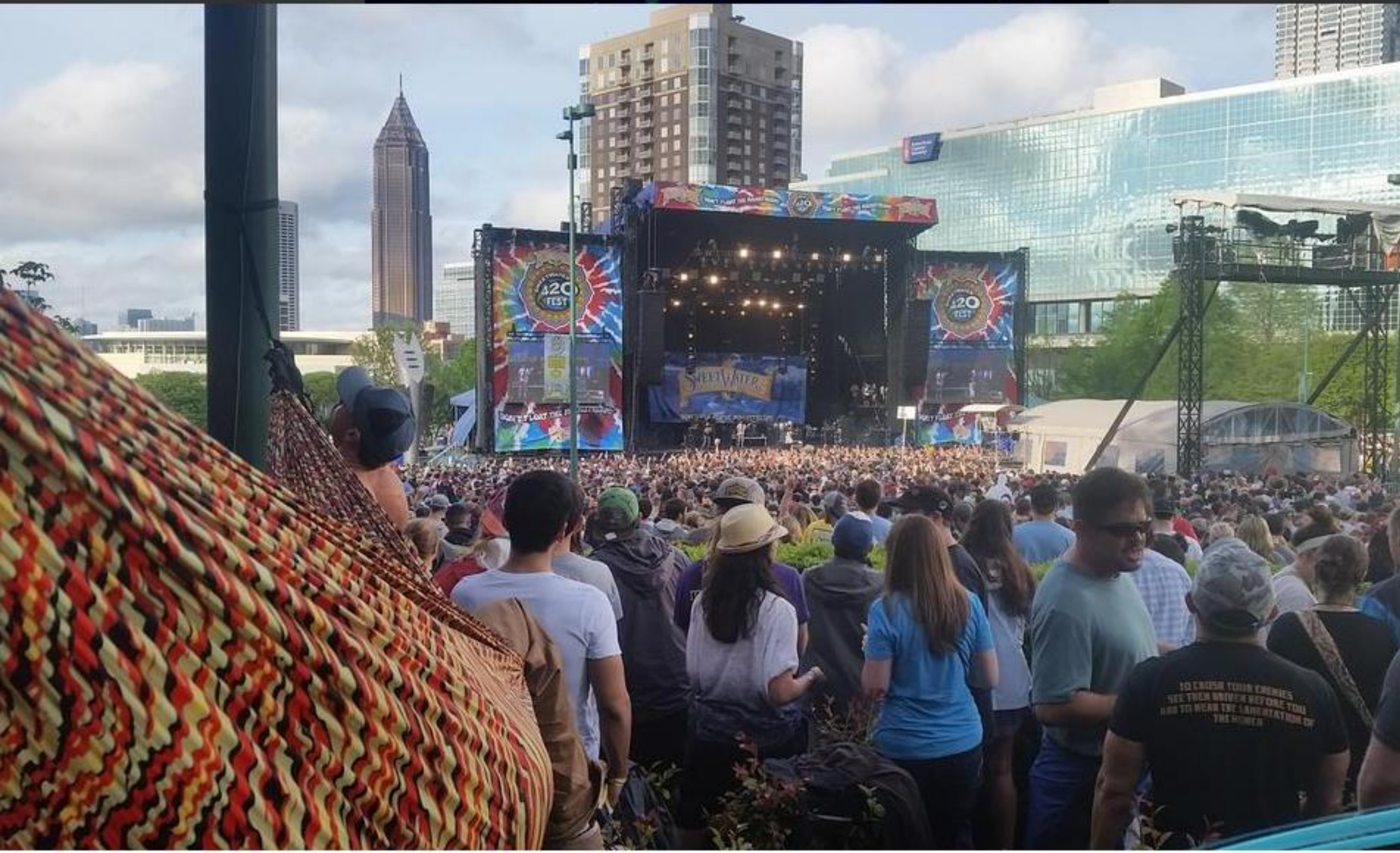


SW420 was…

- *#Magical*
- *#festival*
- *#MusicFestival*

Georgia World Congress Center Authority



Seth Freeman @sethAfreeman · Apr 20
#Sweetwater420Fest What it's all about right here. Great vibes in the city all weekend. Power of the people!

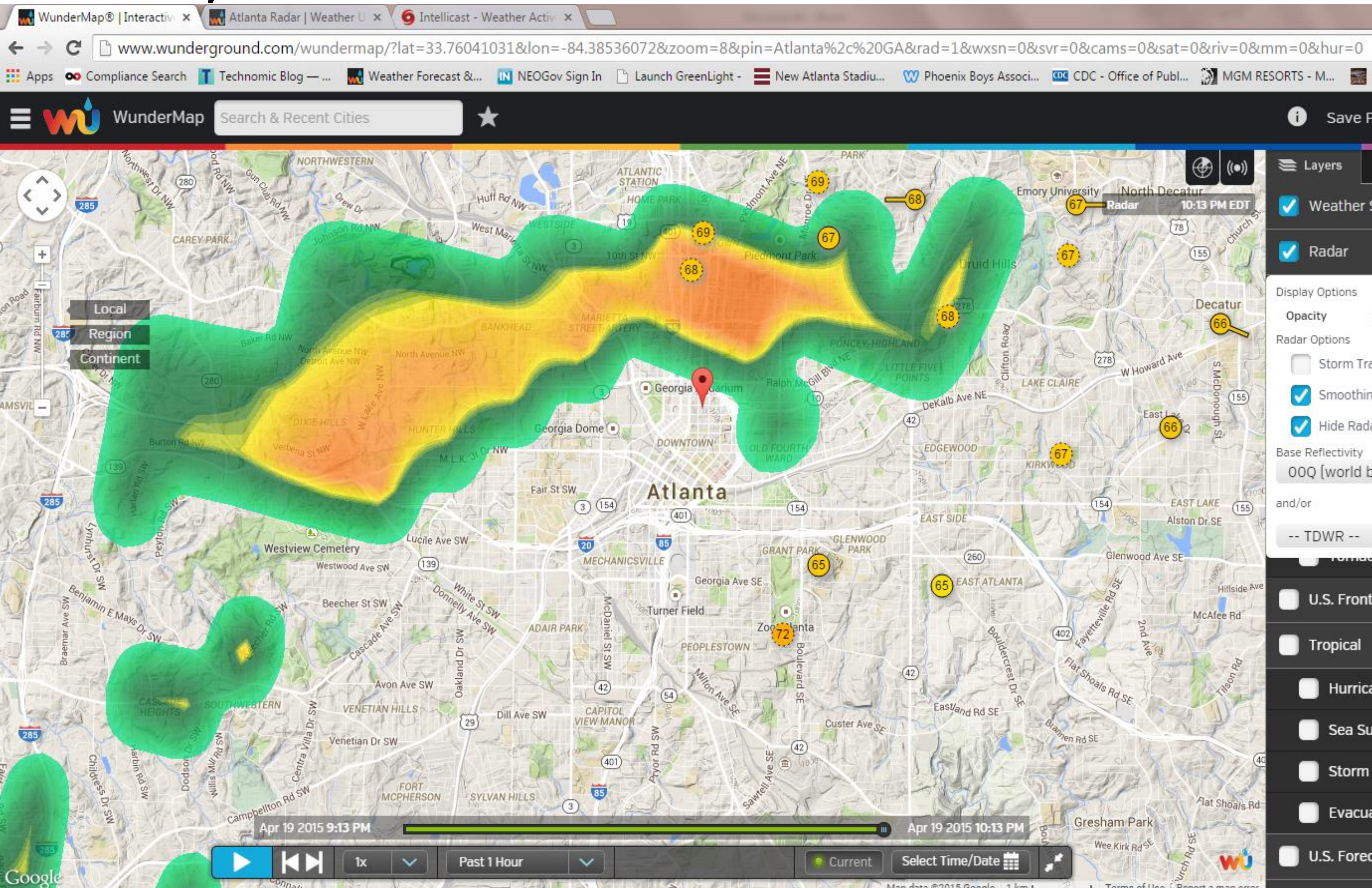
1

Weather was the storyline in 2015

The SweetWater 420 Fest rolled into downtown Atlanta April 17-19 — and so did big time thunderstorms.

It had rained in Atlanta every single day of the week leading up to the festival’s kick-off Friday. The weather left Centennial Olympic Park, home of the 1996 Summer Olympics, a virtual mud pit. Even the walkways were a slip ’n slide of muck.

Day 3…and 2 and 1



PD

PorchDrinking.com @PorchDrinkingCO · Apr 21
7 Reasons Rain Couldn't Stop SweetWater 420 Fest bit.ly/1Jq6FZd via @craftcurious #420Fest #GAbeer #craftbeer
SweetWater Brewery and SweetWater 420 Fest

8 15

theartistcurrentlyk...
SweetWater 420 F...

FOLLOW

36 likes 20w

theartistcurrentlyknownaspaul When it's not 4/20 this water is used as a toilet by the many people who frequent Centennial Olympic Park. Pretty sure I watched somebody poop in it one time. There isn't enough weed in the world to get me to walk in that shit.

theartistcurrentlyknownaspaul #420 #420fest #atlanta #centennialpark #poopwater #sweetwater420 #happy420

brd1693 Bro I got stupid drunk and fell into that shit busted my knee all up

elliotromeo I didn't get to smoke any weed on April 20th this year. None, does that make me a terrible stoner and bad person

kingbishoppro Dope!!

Add a comment...

vickijai 24m

andreaagarcia1304, smknksh, smokethafinest420, babydollsplus

vickijai The aftermath at @420fest #mudfest #420 #420day #Sweetwaterfest #Sweetwater420fest #musicfestival

jlev2013 4h

menitara, acarlisle44, belle_bassetmix, covet_thou, leeaspics

jlev2013 #sweetwater420fest was such a blast! #muddy #beforeandafter #instalove jabaugrad

9h

11 likes

Event Impact

Turf

- 5 Acres of damaged or mud covered turf
- Replacement of 30,000 square feet of sod
- Turf recovery plan:
  - Form a mud crust layer
  - Use mini-steam roller to flatten out the turf
  - Aero-vate.
  - “Drag” dried up mud crust layer
  - Aerate
  - Replace turf
  - Fertilize
  - Irrigate, irrigate, irrigate

Schedule

- North Park closed to the public for 8 days (after the event)
- 10 week total recovery time

Staffing

- Cross campus staff resources all worked to clean facility
- Reflection Pool and Quilt Plaza water feature drained, washed and refilled

4/17 Event Day 1

4/19 – Event Day 3

4/20 – load-out/clean-up
Event Day +1

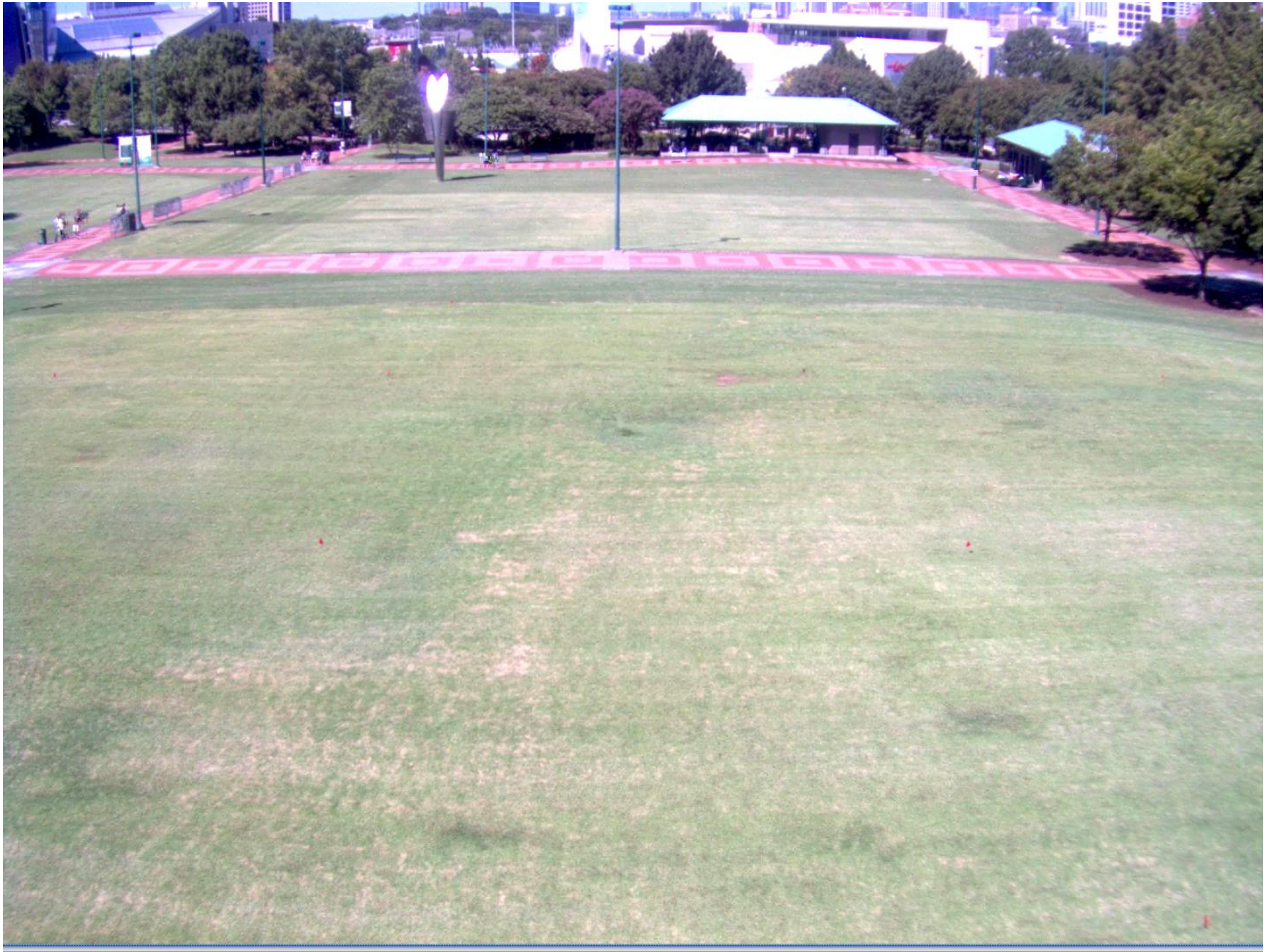
5/5 –recovery
Event Day +16

6/5 –recovery
Event Day +47

4th of July - recovery
Event Day +76

September 14

Event Day +137




EQUITABLE

Takeaways for all of us

Georgia World Congress Center Authority

- Other than large hosted functions…large concerts and festivals drive revenue
  - Foo Fighters in two weeks (single day event)
- Lessons learned to be applied
  - Client responsibility
  - Updated drainage system (sand cap system)
  - Turf protection
    - Tarps
    - Covering/decking
- 3 festivals scheduled in 2016 (within 6 weeks)
  - Requires schedule management (rest & recovery)
- There is a required balance

Philanthropic Campaign Update

- Feedback from face to face meetings
- Strategy
- Public campaign

Georgia World Congress Center Authority

September 18 kick-off

USOC

GEORGIA WORLD CONGRESS CENTER AUTHORITY