



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

July 26, 2022

Approval of Minutes June 28, 2022

FINANCIAL

Financial Update

Janet Arsenault
Sr. Director of Finance

Financial Snapshot: June 2022

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$3,845,920	\$5,073,354	↑ \$1.2M 32%
Expense	\$3,059,493	\$5,205,279	↑ \$2.1M 70%
Net Profit	\$786,427	(\$131,924)	↓ \$918K

FY22 Financial Snapshot

FINANCIAL



Month	Budget	Actual	Variance
Revenue	\$40,721,455	\$52,468,629	↑ \$11.7M 29%
Expense	\$40,650,058	\$40,931,690	↑ \$282K 0.6%
Net Profit	\$71,397	\$11,536,939	↑ \$11.5M

Questions?

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Mercedes-Benz Stadium: On-Field Terraces

Dietmar Exler
SVP/Chief Operating Officer

Kevin Duvall
Chief Operating Officer

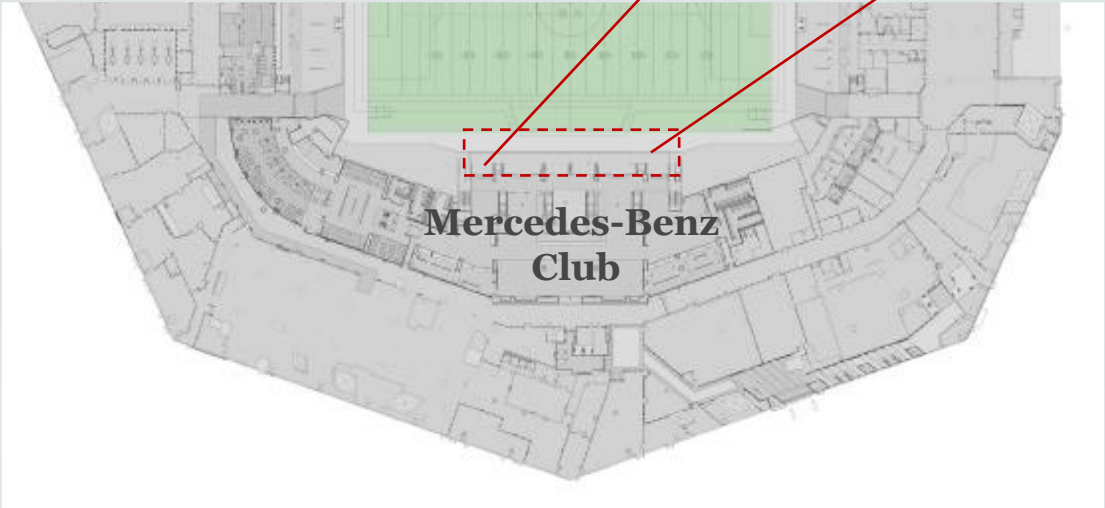
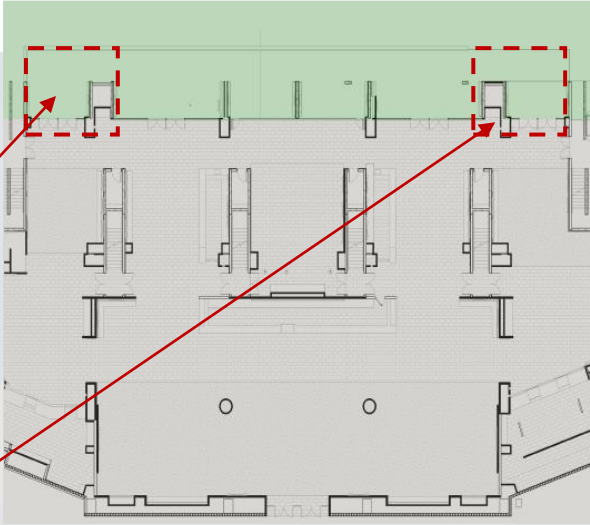
Current Set-Up

- Patios very popular space
- Fans enjoy being on the field rather than in their seats
- Fans stand 3-4 rows deep at all sporting events



Field Level Reference Plan

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- Create on-field terraces that can be sold for Falcons games, Atlanta United matches, college football games, concerts, etc.
- Include upscale Food & Beverage Service
- Focus on fans/guests that like to be seen or want to be as close as possible to their teams for football games

First Drawings: On-Field Terraces (1/3)

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Entrance from MB or Delta Club

View from the field



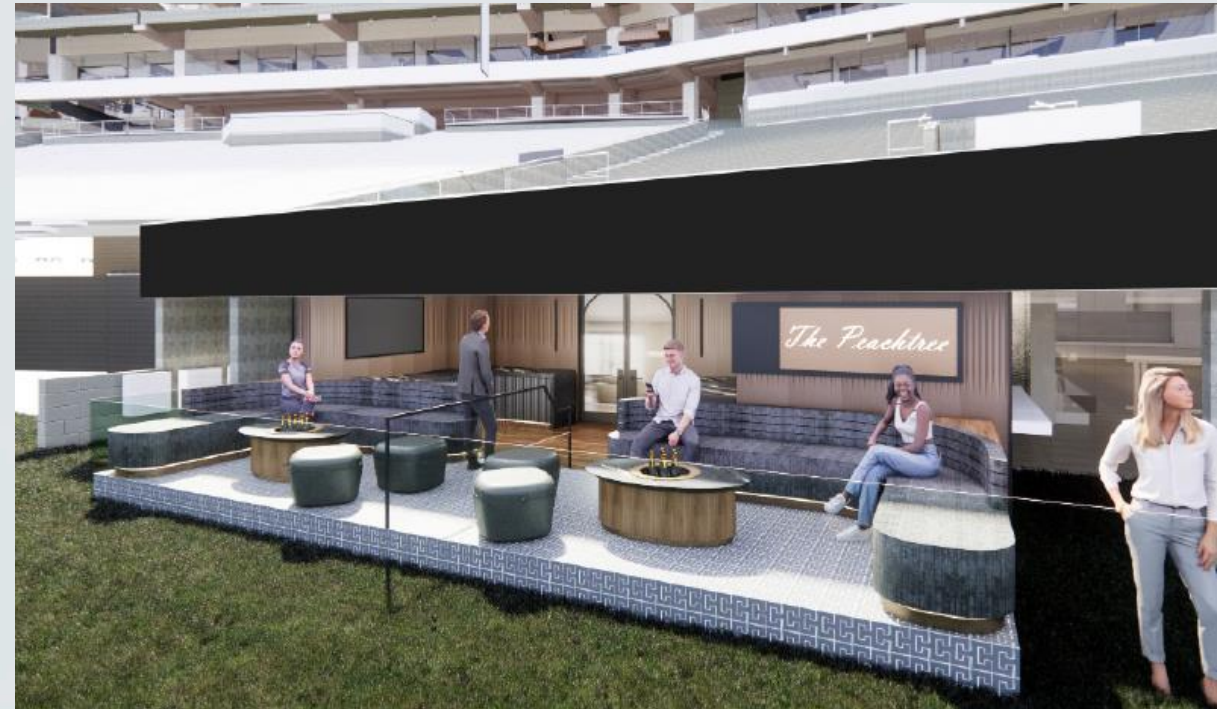
First Drawings: On-Field Terraces (2/3)

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Set up as 1 terrace
(16 or 12 capacity*)



Set up as 2 terraces
(8+8 and 6+6 capacity*)



** Current thinking: 2 terraces with 16 or 8+8 capacity on MB side; 2 terraces with 12 or 6+6 capacity on Delta side*

First Drawings: On-Field Terraces (3/3)

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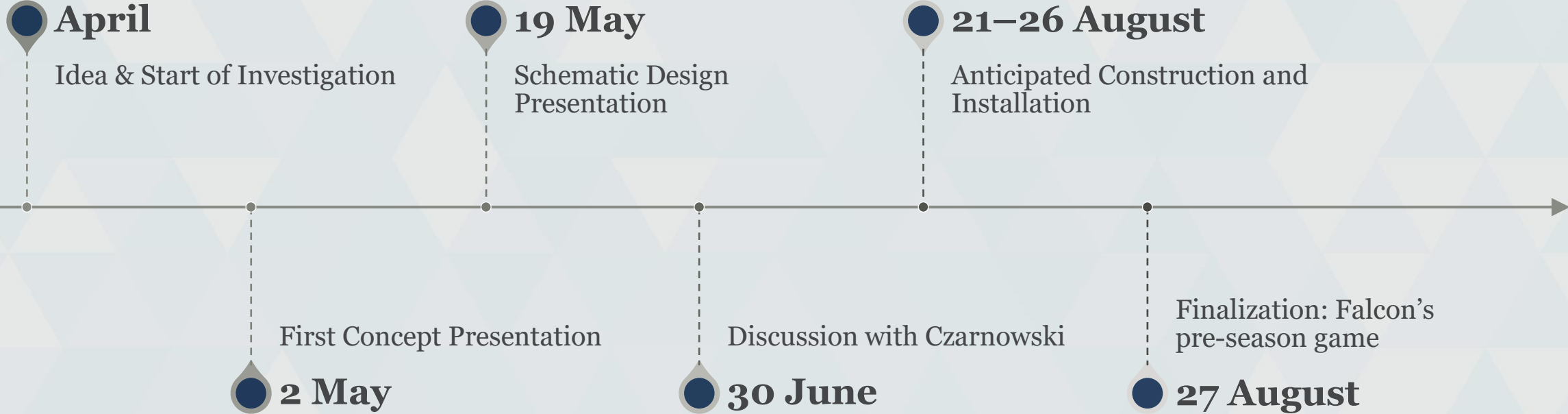


Premium Food & Beverage
Space

“White Glove Service”
dedicated attendants for
F&B service



Timeline & Budget



Estimated overall project cost: \$2 million

Questions?

AUTHORITY

Event Recap: Look Up Atlanta

Jen LeMaster
Chief Administrative Officer



LOOK UP
Atlanta

Look Up Atlanta Aspirations

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➤ VIABILITY

For 25 years GWCCA has subsidized the region's most significant patriotic celebration in Centennial Olympic Park. The increasing costs for safety and experience threatened its long-term survivability.

➤ PARTNERSHIPS

A true destination and community event of this magnitude requires buy-in and financial support.

➤ BRAND

No longer “neutral”, Look Up Atlanta envelopes the legacy and the future of our city. Leveraging the best story-tellers who tease out positive and uplifting stories showcasing the best of us.



LOOK UP
Atlanta



Pre-Event Marketing



GWCCA.org

A section was added to the GWCCA and COP homepages introducing the event and redirecting to a new landing page featuring event information, videos, entertainment, new elements, FAQ, sponsor/partner showcase, and CTA to purchase tickets.



Lucie Content Partnership

Owned storytelling of event by developing a series of videos designed to educate re: new event and enhance awareness and understanding of Park legacy by celebrating and recognizing visionaries and contributors; used pre and day-of event. Also brokered a broadcast partnership with Gray Television.



Digital Billboards/Advertising

Amplified event information/ticket purchase via digital boards on Marietta, AYIB, East Plaza, CFHOF. Paid social campaign and AJC digital takeover.



Email Marketing Campaign

Targeted 70K+ contacts – email addresses collected from previous events in COP/around Atlanta -- with information on event.



Media Partnership/Interviews

Partnered with CBS46/Peachtree TV for a series of announcements, features, and interviews leading up to event day. Secured interviews and/or coverage with AJC, iHeart Radio, 11Alive, Good Day Atlanta, WSB Radio, and Atlanta Magazine.



Event/Community Partners

Shared 45 unique promo codes to drive awareness and attendance; leveraged partner newsletters to push out information; held COP town hall; held sweeps promos with Falcons and ACVB.



Social Strategy/Influencers

Social channels were used to push out information leading up to and through event. Partnered w/ popular social influencers Eating Through Atlanta, GA Followers, ATL Scoop, Angelica Hale (3.3M combined followers) to drive awareness and ticket sales. Created Facebook event to drive engagement and awareness.

Event Assets



LOOK UP
Atlanta

LOOK UP Atlanta
TICKETS ON SALE NOW!
Buy Now at GWCCA.org/LookUpATL

Digital Billboards & Advertising

4th of July Fireworks are **BACK** at the Park!
Sunday, July 3rd
GWCCA.org/LookUpATL

QR Codes



VIP VILLAGE ENTRANCE
LOOK UP Atlanta

Event Signage & Pole Banners

LOOK UP Atlanta
#LookUpATL

Press Releases

Look Up Atlanta!
Southeast's Largest Fireworks Show Returns to Centennial Olympic Park

All-new celebration scheduled for Sunday, July 3rd

ATLANTA (May 17, 2022) - Atlantans have something new to cheer about as Georgia World Congress Center Authority (GWCCA) today announced the return of the Southeast's largest fireworks show to Centennial Olympic Park. The all-new patriotic celebration, titled "Look Up Atlanta," will take place on Sunday, July 3rd in hopes of providing an additional day of fun and fireworks for Atlantans to enjoy with family and friends.

As in years past, attendees to the Park's fireworks spectacular can expect to celebrate America's 246th birthday with a variety of their favorite food and beverage options as well as a few new surprises. Among them will be a VIP experience offering amazing amenities and premium viewing locations. Tickets for the VIP experience, along with general admission tickets, will go on sale Thursday, May 26. To view ticket prices and learn more about the event please visit: GWCCA.org/LookUpATL.

More information about "Look Up Atlanta" will be announced in the coming weeks. Follow GWCCA on [Twitter](#), [Facebook](#), and [Instagram](#) and Centennial Olympic Park on [Twitter](#), [Facebook](#), and [Instagram](#) for the latest #LookUpATL news.

###

About Georgia World Congress Center Authority
Georgia World Congress Center Authority (GWCCA), a key driver for Georgia's economy, is the largest combined convention, sports, and entertainment campus in North America. Established in 1971, the GWCCA campus includes Georgia World Congress Center, Centennial Olympic Park, Mercedes-Benz Stadium, and opening in late 2023, Signia by Hilton Atlanta. To learn more about the No. 1 convention, sports, and entertainment destination in the world, visit www.gwcca.org.

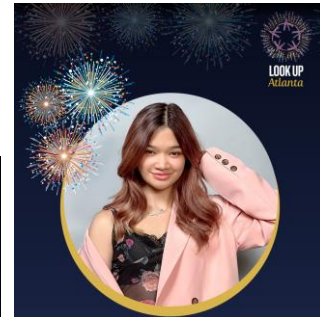
Contact:
Randy Lieberman, Manager, Marketing Communications
rlieberman@gwcca.com | 404.223.4013



Event Poster



Social Graphics



DJ YVONNE MONET

ATLANTA SYMPHONY YOUTH ORCHESTRA

ANGELICA HALE

5:00 PM - DOORS OPEN
5:45 PM - DJ YVONNE MONET
7:55 PM - NATIONAL ANTHEM
8:00 PM - ASYO
9:00 PM - ANGELICA HALE
9:35 PM - FIREWORKS

SUNDAY, JULY 3RD | CENTENNIAL OLYMPIC PARK

PROHIBITED ITEMS

- NO BAGS OR BACKPACKS, CLEAR BAGS UNDER 12"X12"X12" WILL BE PERMITTED. BAGS MAY NOT HAVE COLORED TINTING OR OBSTRUCTIVE PATTERNS
- NO FIREWORKS/SPARKLES
- NO COOLERS, GLASS CONTAINERS OR GRILLS
- NO LARGE UMBRELLAS OR TENTS (REACH, LOW-PROFILE, AND TALLITE CHAIRS ARE PERMITTED)
- NO SKATEBOARDS, SCOOTERS, HOVERBOARDS, OR BICYCLES
- NO PETS
- NO ILLEGAL DRUGS OF ANY KIND
- ALCOHOL OR OUTSIDE FOOD MAY NOT BE BROUGHT INTO THE PARK
- NO BANNERS, POSTERS OR SIGNS

GEORGIA WORLD CONGRESS CENTER AUTHORITY RESERVES THE RIGHT TO REFUSE SERVICE TO ANYONE WHOSE BEHAVIOR OR APPEARANCE IS DEEMED TO BE INCONSISTENT WITH THE EVENT. VISITORS UNDER 17 YEARS OF AGE ARE REQUIRED TO BE ACCOMPANIED BY A PARENT OR GUARDIAN 15 YEARS OF AGE OR OLDER AT ALL TIMES.

KBYG & Wayfinding Information

ANGELICA HALE

SUNDAY, JULY 3RD | CENTENNIAL OLYMPIC PARK

THANK YOU TO OUR SPONSORS & PARTNERS



Media Results (May 19 – July 7)

★ **5:** number of press releases distributed to media to drive awareness of event, entertainment, and tickets

★ **4:** interviews conducted with non-media partners



★ **7:** outlets covering event prior to July 3



★ **2:** stations covering day-of (non-partner stations)



★ **317:** total mentions

★ **71.4M:** total reach

★ **\$247.6K:** total publicity value

★ **MSN:** listed Look Up Atlanta as the best/top fireworks show in Georgia



Digital Results (May 19 – July 7)

Look Up Atlanta Webpage

- ★ **48,171:** total page views of Look Up Atlanta web page located on GWCCA.org
- ★ **39,845:** total unique page views of Look Up Atlanta web page
- ★ **3:39 seconds:** average amount of time spent on Look Up Atlanta web page
- ★ **16,351:** total page views on July 3 (peak day)

Look Up Atlanta Big Ticket Website

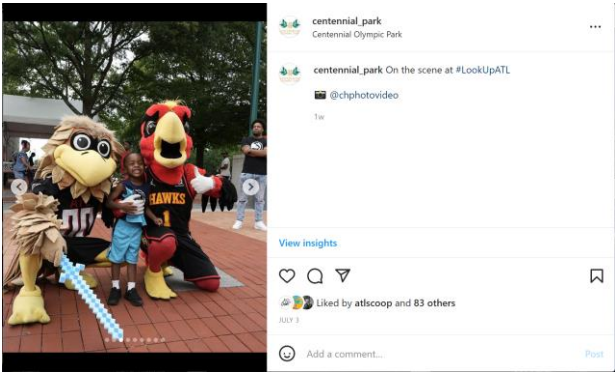
- ★ **55,782:** total site visits – 79.7% mobile, 20.3% desktop
- ★ **4,138:** total purchases
- ★ **20,377/2,393:** peak visits/purchases (July 3)

Look Up Atlanta Promotion Codes

- ★ **45:** unique codes created, distributed to partners
- ★ **844:** usage of top producing code (Peachtree TV); followed by 534 uses by CAP

Look Up Atlanta Social Media (COP)

- ★ **Twitter:** 29 tweets, 73.2K impressions, 467 likes
- ★ **Facebook:** 1,733,183 reached, 19,304 page visits, 944 organic engagements, 375 new page likes, 9,236 paid reach, 25,647 paid impressions
- ★ **Facebook Event Page:** reached 33,676 people and generated 3,831 event responses
- ★ **Instagram:** 9,265 reach, 6,674 page visits, 657 new followers, 741 accounts engaged

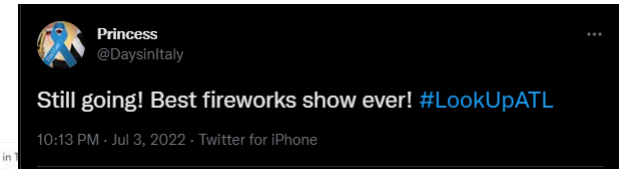


"Easily the best fireworks display I've ever seen!" ~ @fcampagna

"Best fireworks show I have ever seen!" ~ Shenequa S.

100 100 100 100
~ @mrwhatley1000

"Thank you for a spectacular fireworks show!! It was one of the best I've ever seen. You made up for the two years we all lost." ~ Wauncya E.

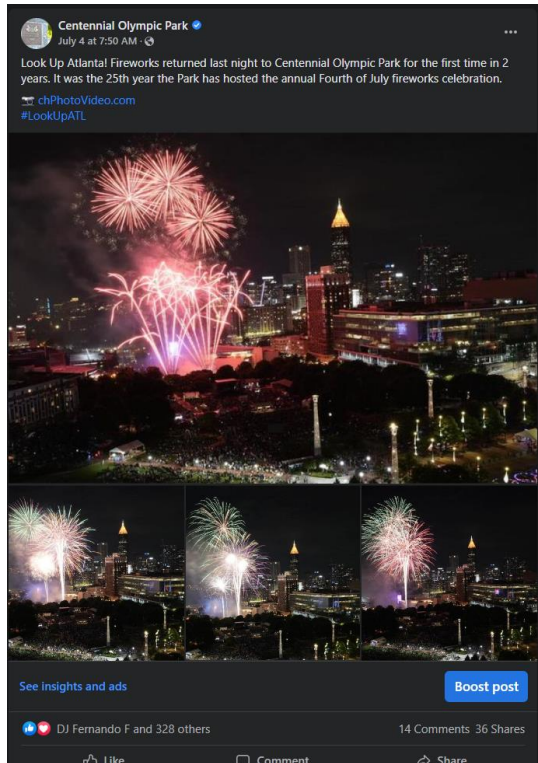


"Best show ever!!!" ~ @techgurlatl



"Hope it's bigger & better in 2023!" ~ @sayednairb

"Hands down the best local fireworks display we've seen. We're already talking about next year. VIP Village was a nice touch!" ~ @evenday_nj



🥰🥰🥰
~ @carolinamontshg



👏👏👏👏👏
~ @littlecutiejessie





Questions?

AUTHORITY

GWCC Meeting Room Chair Replacement Update

Matt Hollander
Sr. Director of Campus Operations

Background

Georgia World Congress Center Authority is in the process of evaluating options to replace the aging and diminishing inventory of all event setup support equipment. Examples of this type of equipment include tables, chairs, transport carts and dollies, podiums, and risers.

Thomas Murphy Ballroom chairs, which support stand-alone ballroom activities as well as general session and food and beverage needs of many of our tradeshow and exhibition events, have been identified as the first point of focus due to the quantity, quality, and age of the current inventory.

Background

To allow for future efficiency, one important goal of the chair procurement process is to identify a chair style and type that can be universally deployed across the campus for all meeting rooms and ballrooms.



Background

Additionally, we wanted to select a chair that:

- Is comfortable for our guests
- Has an enduring aesthetic
- Will hold up in our busy environment
- Can densely stack to minimize storage needs
- Is lightweight and safe for staff to handle

We are confident that our recommended selection achieves these goals



RFP Process and Timeline

- Evaluation Committee members: Matt Hollander, Ashlee Trice, Mark Koeninger, Chris Chadwick, Heather Kulla, and Billy Miller
- RFP posted on May 3, 2022
- RFP submissions due on May 23, 2022
- Evaluated proposals from MTS Seating, Shelby Williams, MityLite, Atlanta Office Furniture, and Office Design Concepts
- Committee finalized evaluation on June 24, 2022

Bid Summary

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Equipment description: stacking chairs, banquet, quantity of 5,000 (frame style 584 Omega)

15 heavy duty
transport
carts

200 spare
seat bottoms
and seat
backs

1,000 spare
feet

Freight

Equipment
purchase:
\$544,336

Thomas Murphy Ballroom – Future of Existing Chairs

- 1,050 of the best chairs will be redeployed to service meeting rooms B215-218, increasing total available inventory of chairs across campus
- Chairs that are safe for use, but not up to GWCC quality standards, will be sold through GovDeals for use by others
- Any chairs that are unsafe will be sent to a scrapper, at no cost to GWCCA, for recycling of usable materials

Questions?

Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Executive Director is authorized, though not required, to execute and deliver, in substantially similar form to the one attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an agreement for the sale of goods and related services, but only so long as such agreement 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.

BE IT FURTHER RESOLVED that the Executive Director is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Executive Director to be necessary or desirable to consummate the execution of an agreement for such sale of goods and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

Staff recommends approval.

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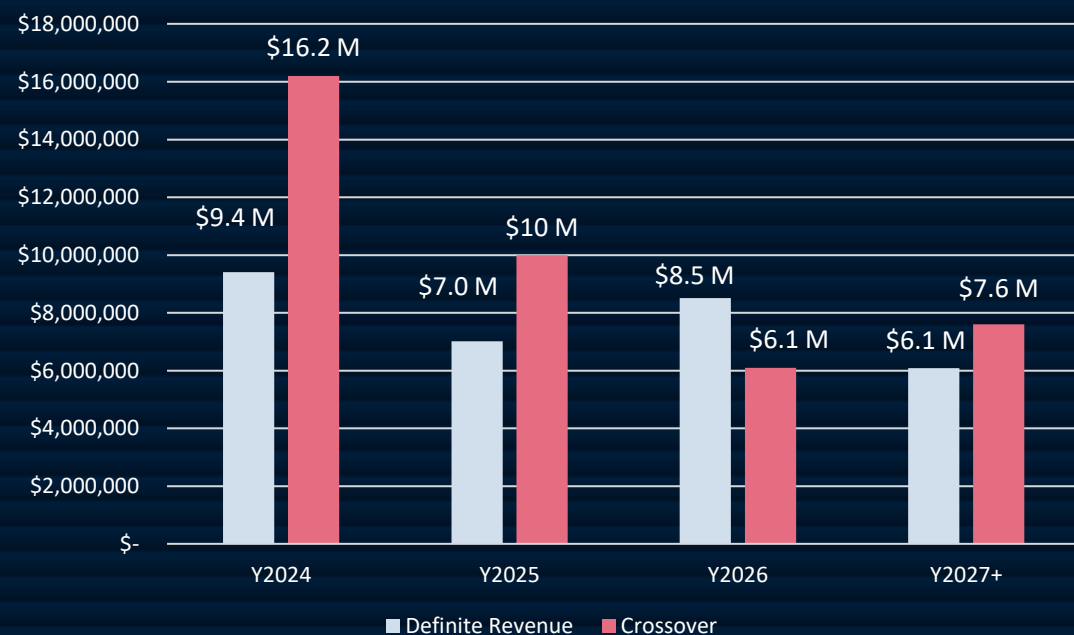
Signia by Hilton Atlanta: Sales & Marketing Quarterly Review

Joe Bocherer
Chief Commercial Officer

Kyle Stevens
Director of Sales & Marketing

Current Pace and Position of Hotel

Definite vs Year End 2022 Crossover Goals



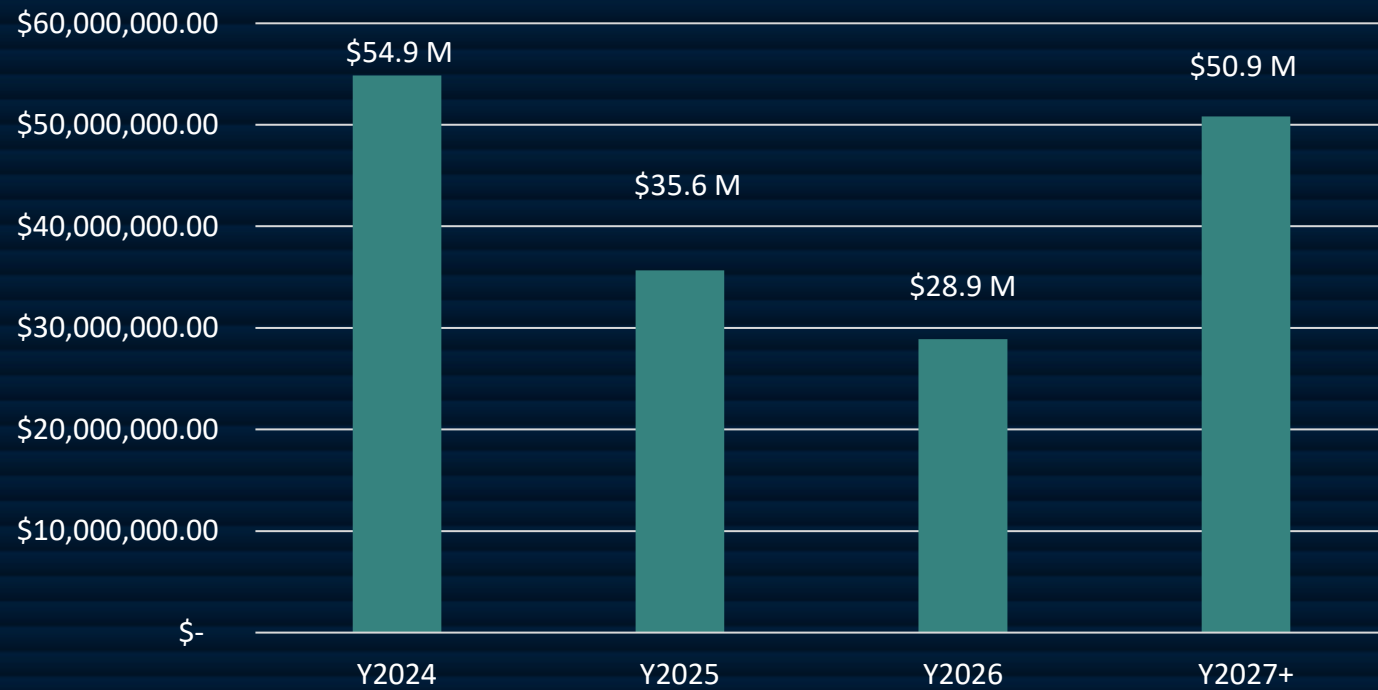
Total Definite Revenue: \$31 M

- Actual production compared to crossover goals
- Citywide production vs. In-house production
- Current ADR and room night placement
- Club Signia interest
- Lead volume and current trends
- Partners and competitors feedback related to current business environment
- Goals for Q3 along with action items

Sales Metrics

- Q3 outlook for group production
- Upcoming special events
- Goals and action items set for second half of year

Prospect & Tentative Revenue 2024 - 2027+



Total Prospect & Tentative Revenue: \$170.3 M



Closing Strong



Forecasted Production Placement by Quarter

Q1 (3/31/2022)

- 2024: \$2.8 M
- 2025: \$2.5 M
- 2026: \$1.9 M
- 2027+ \$1.5 M

Total: \$8.7 M

Actual: \$11.2 M

Q2 (6/30/2022)

- 2024: \$3.4 M
- 2025: \$1.6 M
- 2026: \$2.1 M
- 2027+ \$1.5 M

Total: \$8.6 M

Actual: \$9.2 M

Q3 (9/30/2022)

- 2024: \$3.9 M
- 2025: \$3.1 M
- 2026: \$1.9 M
- 2027+ \$1.7 M

Total: \$10.6 M

Q4 (12/31/2022)

- 2024: \$3.3 M
- 2025: \$3.6 M
- 2026: \$2.8 M
- 2027+ \$2.3 M

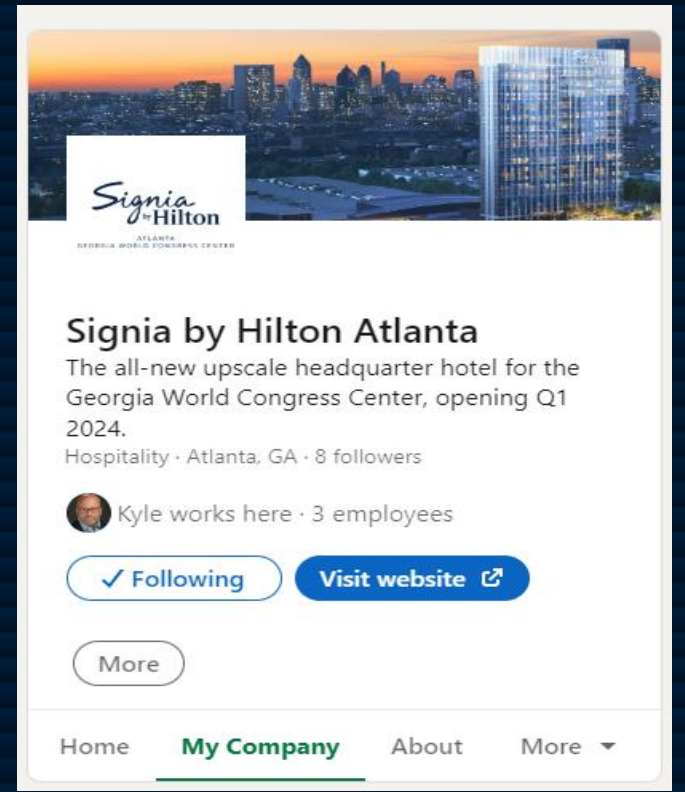
Total: \$12 M

Sales Update



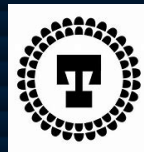
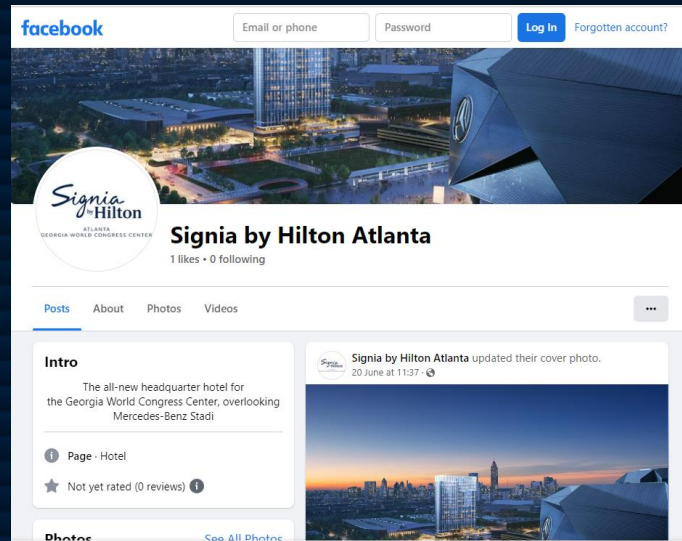
- GWCC & Signia by Hilton ATL Sales Teams Strategy Meeting-April
- Internal Presentation to Hilton Worldwide Sales' Sports Team-April
- Site Tour and Hotel Presentation to Maritz Team-April
- Educational Rollout to ACVB on Monthly Basis-April
- Third Party Presentation on Hotel to IMN Solutions-May
- Attendance and Brand Rollout at Helms Briscoe ABC Annual Meeting-May
- HWS FAM and Educational Tour-May
- Monthly Collaboration Amongst Two Additional Signia Properties-June
- Partnership w/ACVB and ATL Update in Feeder Market of Washington D.C.-June
- Site Inspection Initiatives-Ongoing
- Group Account Discovery-Ongoing

Marketing Update



Get To Know Your Signia by Hilton Sales Team

[Click Here!](#)



An aerial night view of a city skyline. In the center, a tall glass skyscraper is illuminated with the Hilton logo. To the right, a large, modern stadium with a dark, angular facade is visible. The foreground shows a complex road network with a curved overpass and a parking lot. The sky is a mix of orange and blue, suggesting dusk or dawn.

Questions?

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Executive Session

AUTHORITY

Next Scheduled Meeting

August 30, 2022