

# Georgia World Congress Center Authority

## BOARD OF GOVERNORS MEETING

February 27, 2018



**Authority**



**Financial**



**Facility**



**Operations**



# ACTION ITEM

## Approval of Minutes January 30, 2018





# January Financial Update

Janet Arsenault

Sr. Director of Finance





# Financial Snapshot – January 2018

## Profit/Loss



<b>Actual</b>	<b>\$226,727</b>
<b>Budgeted</b>	<b>\$134,609</b>
<b>Actual YTD</b>	<b>\$2,190,450</b>
<b>Budgeted YTD</b>	<b>(\$2,782,372)</b>



H/M Tax

Actual	<b>\$3.61M</b>	
Budget	<b>\$3.62M</b>	<0.16%
FY17	<b>\$3.45M</b>	>4.83%



Customers  
(Estimated)

**293,680**



Economic  
Impact  
(Estimated)

**\$281.5M**





# Food & Beverage Contract Update

Joe Bocherer

Chief Commercial Officer





# STEPS COMPLETED

- Food & Beverage consultant hired and data gathered
- RFQ/RFP releases
- GWCCA Scoring/Advisory Committee selected
- Three finalist presentations: Savor, Levy, Centerplate
- RFP Scoring Committee conducted site visits in Boston, Orlando, and Chicago
- Scoring of three companies by RFP Scoring Committee
- Apparent awardee notified
- Food & Beverage Committee authorized Executive Director to proceed with contract negotiations





# EVALUATION CRITERIA

- Executive Vision and Strategy – 15%
- Detailed Team Organization – 35%
- Program Management Plan – 35%
- Financial Analysis and Financial Plan – 15%





# SCORING RESULTS

#1 Levy – 8.93

#2 Centerplate – 8.0

#3 Savor – 6.3







# KEY BUSINESS TERMS OF NEW CONTRACT/AGREEMENT

- Food & Beverage Financial Analyst/Director of Experience
- Service Recovery Model
- Creative Planning and Marketing
- Industry Benchmarking/Goals
- Reshape Financial Incentives (revenue, expense controls, equipment maintenance, survey results: experience/quality/variety)
- Leadership Turnover/Plan





# NEXT STEPS

- Contract terms negotiated
- Present contract to Board of Governors for approval





# QUESTIONS?





# MERCEDES-BENZ STADIUM 2018 CAPITAL EXPENDITURE PROPOSAL REVIEW

Kevin Duvall  
Chief Operating Officer





# OVERVIEW

Pursuant to the Stadium License Agreement Article 7 - Management, Operations, Routine Maintenance and Capital Work the Atlanta Falcons presented their MBS 2018 Capital Expenditure Proposal to staff and the Board of Governors on January 30, 2018.





## MBS 2018 Capital Expenditure Proposal

Scope of Work		
New Exit Doors at Plaza entrance	\$ 185,000	Fan experience
Suite Black-out Lighting Revisions	\$ 112,730	Enhanced safety for concert blackouts
Drainage at ADA Lifts	\$ 80,000	
Drainage at Field Telescopes	\$ 45,000	
MLS Curtain Anchor Change	\$ 40,000	Permanent Anchors under seats, less manual labor, safety
Roof Structure for Trash Compactor	\$ 1,000,000	Cover for rain and elements and enhance visual and odor control
Field Telescopes Aluminum Transition Track	\$ 250,000	Manufactured portable aluminum tracks, eliminate heavy manual process
Added Guard Shack at Loading Dock	\$ 50,000	Associate Safety
Paving of Levy Lot	\$ 250,000	Paving and fencing police lot
Add Countertops in Employee Break Rooms	\$ 20,000	Increase capacity in break rooms
Cold Weather Protection of equipment	\$ 150,000	
Heat Source at Ticket Office Windows	\$ 25,000	
eTemp Retrofit	\$ 138,000	Reduce run and cycle times on coolers and freezers
Bird Control Management Plan	\$ 250,000	Reduce pigeon population with laser lighting, sound effects, props (peregrine falcons), spikes, nixalite low volt track, etc
Tessera 2	\$ 500,000	Secondary Tessera System - to streamline video production
Renderfarm	\$ 100,000	Dedicated render server, allowing efficiency [overall render times].
Pitch Board conversion for Falcons Tunnel Walk	\$ 85,000	Design and implementation for utilizing existing Pitch Board display units for Falcons Tunnel walk. This would replace the rented lighting for tunnel lighting from 2017 season.
Red Weapon 8K Camera	\$ 90,000	Lens Mounts, Studio Components, Media and accessories
Red Camera Lenses	\$ 50,000	Canon lenses and accessories
<b>Total</b>	<b>\$ 3,398,730</b>	





# STADIUM LICENSE AGREEMENT

Following receipt of StadCo's capital improvements and maintenance plan, the GWCCA has twenty-five (25) business days to make objections.





# PROJECT #1: New Exit Doors at Plaza Entrance

Explanation: Fan Experience.

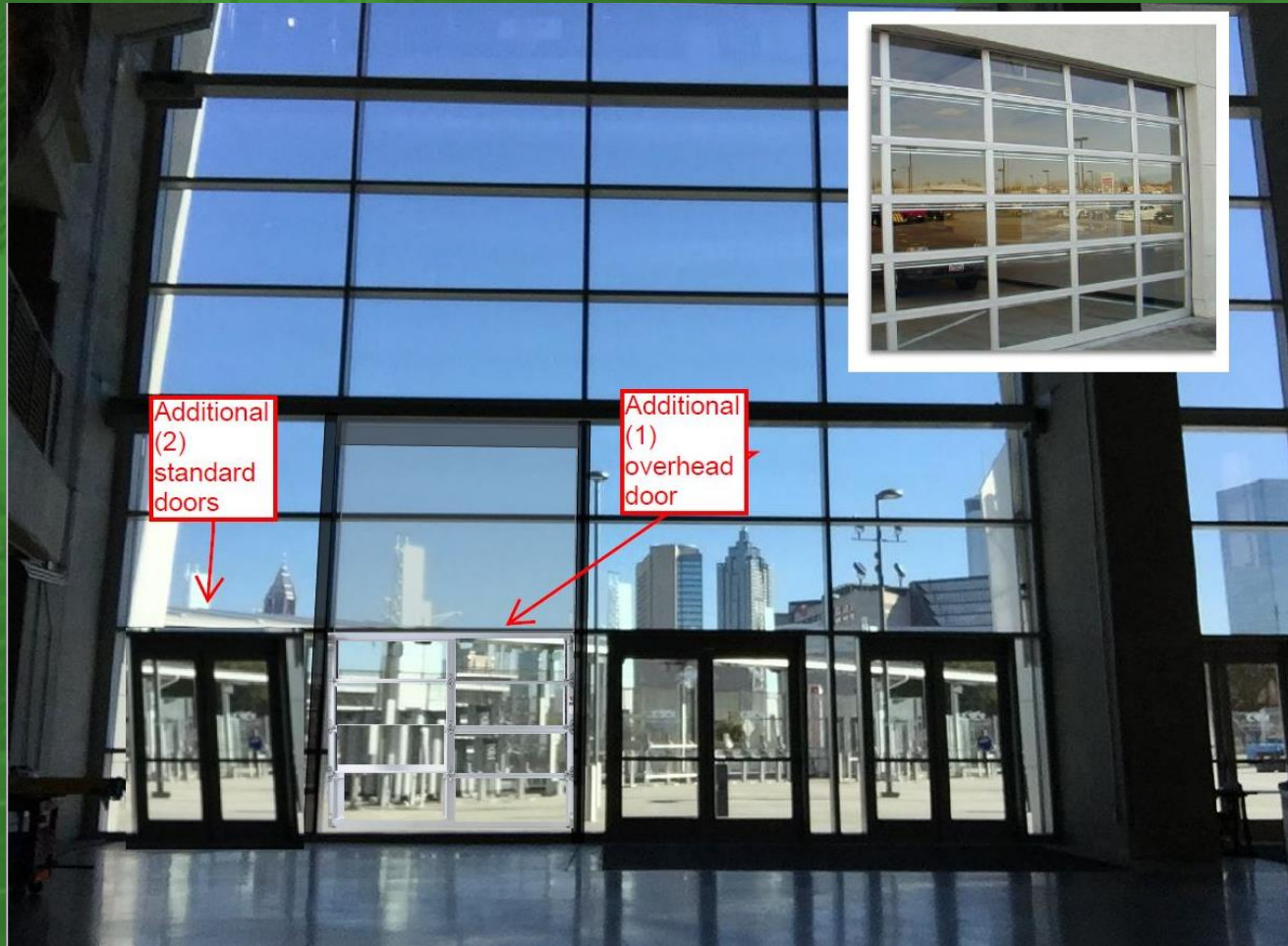
- Staff feedback: A roll-up garage door will be installed and extra bank of doors installed by interior escalators. Work to be performed in February 2018 in order to be completed prior to dirt show events and prior to MLS (Feb) season kickoff. Based upon feedback from the Board of Governors meeting stadium egress should be a priority. This is an operational improvement.







# New Exit Doors at Plaza Entrance





# PROJECT #2: Suite Black-out Lighting Revisions

Explanation: Enhanced safety for concert blackouts.

- Staff feedback: Several shows require suite black-out lighting and this is a programming space adjustment. This is an operational improvement.





# PROJECT #3: Drainage at ADA Lifts

Explanation: Two locations are identified as improvement areas. This will provide additional drainage to assist with post event pressure washing.

- Staff feedback: Post event pressure washing is necessary to maintain the quality operating standard and the additional drainage is important.





# PROJECT #4: Drainage at Field Telescopes

Explanation: Additional drainage to assist with post event pressure washing.

- Staff feedback: Post event pressure washing is necessary to maintain the quality operating standard and the additional drainage is important.





# PROJECT #5: MLS Curtain Anchor Change

Explanation: Permanent anchors under seats, less manual labor, safety.

- Staff feedback: Anchors will assist with enhanced safety and quality operating standards.





# PROJECT #6: Roof Structure for Trash Compactor

Explanation: Cover for rain and elements and enhance visual and odor control.

- Staff feedback: A safety and productivity issue due to weather (snow) plus an aesthetic improvement. Goal is to be completed when The Home Depot Backyard comes online.





# PROJECT #7: Field Telescopes Aluminum Transition Track

Explanation: Manufactured portable aluminum tracks, eliminate heavy manual process.

- Staff feedback: Quality operational improvement to enhance MBS facility conversions. This project will include manufacturing a removable, sturdier track system.





# PROJECT #8: Added Guard Shack at Loading Dock

Explanation: Associate safety.

- Staff feedback: Creates an all-weather location for an existing staff position.







# PROJECT #9: Paving of Levy Lot

Explanation: Paving and fencing of the current police lot.

- Staff feedback: This is a current temporary undeveloped parking lot the GWCCA owns. The team offers to grade, pave, and fence in order to use as flex space for both storage and parking.
- Subject to business terms being successfully negotiated with GWCCA.





# PROJECT #10: Add Countertops in Employee Breakrooms

Explanation: Increase capacity in break rooms.

- Staff feedback: Additional room/space improvement for MBS front of house staff during events.





# PROJECT #11: Cold Weather Protection of Equipment

Explanation: Inadequate heating in loading docks and service drive.

- Staff feedback: Program is not fully defined.





# PROJECT #12: Heat Source at Ticket Office Windows

Explanation: Heat source.

- Staff feedback: Supply additional heat to the ticket offices located on northwest side of facility.





# PROJECT #13: eTemp Retrofit

Explanation: Reduce run and cycle times on coolers and freezers.

- Staff feedback: This is to provide additional efficiency improvements for coolers and freezers.





# PROJECT #14: Bird Control Management Plan

Explanation: Reduce pigeon population with laser lighting, sound effects, props (peregrine falcons), spikes, nixalite low volt track, etc.

- Staff feedback: There is no design for this program and thus this budget amount provided is a place holder.





# PROJECT #15: Tessera 2

Explanation: Secondary Tessera System to streamline video production.

- Staff feedback: Redundancy needed that allows simultaneous production for back to back events at the stadium.





# PROJECT #16: Renderfarm

Explanation: Dedicated render server for digital imaging.

- Staff feedback: Redundancy plus more processing power needed to work on the high definition files used for the halo board production suite.







# PROJECT #17: Pitch Board Conversion for Falcons Tunnel Walk

Explanation: Design and modification of existing Pitch Board display units for Falcons Tunnel walk. This would replace the rental equipment currently utilized for the tunnel.

- Staff feedback: The design is not complete; this is a budget estimate.





# PROJECT #18: Red Weapon 8K Camera

Explanation: Lens mounts, studio components, media, and accessories.

- Staff feedback: Dedicated equipment that will provide more intensive video and clarity.





# PROJECT #19: Red Camera Lenses

Explanation: Canon lenses and accessories.

- Staff feedback: Dedicated equipment that will provide more intense video and clarity.





# FEEDBACK

The Board of Governors expressed two concerns during the January 30 meeting:

- One concern was regarding the audio capabilities within the stadium specific to the clarity of the audio within the suites. This list does not include an assignment of funding to address that concern. MBS is testing the sound system on the field level, in the seating bowl, and suites. They will also test solutions in several suites during upcoming events.
- The second concern related to egress within the stadium, specifically egress to the main entry plaza during post events. This list does include new exit doors at the plaza entry. MBS will retain consulting services to review this subject matter.
- During the presentation both Scott Jenkins and Mike Egan promised to return for a Board update on these subjects.

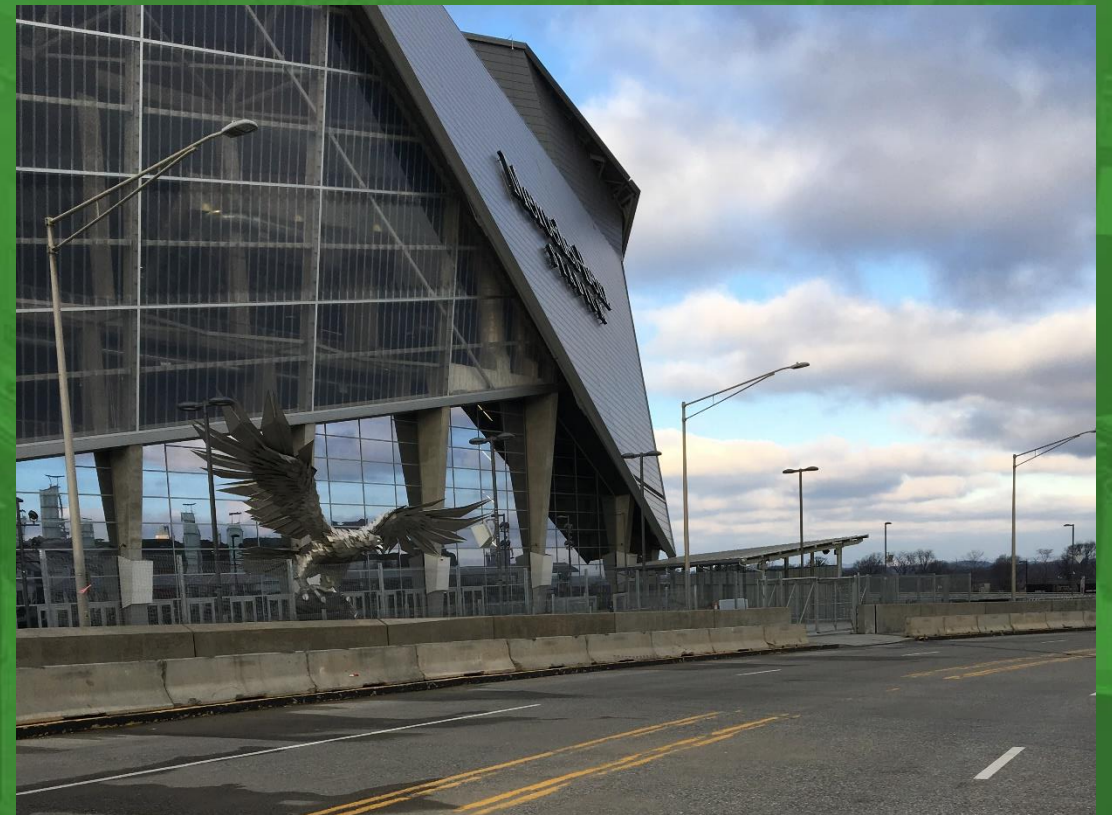




# ADDITIONAL CONSIDERATION

The barricade deployment is not aesthetically complementary to the investment made in Mercedes-Benz Stadium and the GWCCA campus and is temporary by nature.

Staff is reviewing with Falcons different solutions that would complement the campus.





QUESTIONS?





# MERCEDES-BENZ STADIUM/ GWCCA EVENT RATE CARD

## Kevin Duvall Chief Operating Officer

<p><b>RUGBY</b> Dany Belanger CAN David Campbell CAN Christy Clark CAN Robert Dickie NZL David Gooden USA</p> <p>Joerg Park AUT Anthony Podile CAN Johnson Sulola NZL Richard Thompson NZL</p> <p>Montafa Hamed UAE Adam Latta CAN</p>	<p>Allan Semeniuk CAN Grant Sherman NZL Jayson Searles NZL Daryl Stibel CAN Sholto Taylor NZL Jeremy Tanker NZL David Tweed CAN Walter Zyslegierski CAN</p>	<p>Franz Falke CAN The Hockaday Roland Hartmann CAN Lotta Helsingør NZL Jonas Johansson NZL Thomas Johansson NZL Jens Knipf NZL Andreas Ljungstrand NZL Santo Mangano ITA Antonio Martella ITA</p>	<p>Simon Ahlstrad SWE Olens Akopyan CAN Tina Akeevich CAN Lili Allen USA Gloria Amey CAN Anastasiya Arsenova CAN Janae Atkinson CAN Genezi Andrade BRA Yuriy Andryushyn CAN Akinobu Aoki JPN Jose Arribas CAN Emanuel Aspin CAN</p>	<p>Pierre Bellot FRA Ana Bernarda SWE Mairiad ITA Serguei Bestouches NZL Ziv Better CAN Aaron Bilois NZL Francoise Bonnet CAN Patrik Bonin CAN Christine Brackmann CAN Karen Bracamio ITA Anna Gerda Brisek CAN Victoria Broadribb CAN Scott Broockenhire AUS Lana Broadman CAN Stephanie Brooks CAN</p>	<p>Tania Ceric ITA Dhar Cohen ITA Dominic Collins SWE Anahit Cosaradi CAN Pablo Cosaradi CAN Pablo Cosaradi CAN Camelia Draghici CAN Tanya Evans CAN Julie Fawcett NZL Christina Fiedler CAN Christina Fiedler CAN Camille De Borch AUS Marie De Borch AUS Federic Delpy ITA Polina Djourava CAN Qinling Duan CAN Dawn Duffy NZL Corine D'Urso ITA</p>	<p>David Fawcett NZL John Fawcett NZL Martin Fawcett NZL E. Fawcett NZL Cesar Fawcett NZL Christopher Fox NZL Christine Fox NZL Evelyn Fox NZL Konstanze Fyke NZL Anna Garcia ITA Cristina Garcia ITA Christine Garcia ITA Marie Garcia ITA Thomas Garcia ITA Craig Greenwood NZL</p>	<p>Karen Johnson CAN Gust Johansson SWE John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL John Johnson NZL</p>
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# Article 6: Stadium Event Scheduling

Pursuant to the Comprehensive Booking Policy, MBS is to provide a rate card for GWCCA events annually by March 1







## Section 7.4: GWCCA Events

(a) "GWCCA Events" means the following events: regional, national or international tradeshows, conventions, corporate events, public shows, certain civic events, and city-wide events requiring the utilization of more than 75,000 gross square feet of contiguous exhibition space in the Stadium due to special requirements or unavailability of space in the GWCC or as otherwise requested on a space-available basis in accordance with established booking policies and procedures, or in excess of 25,000 seats for general sessions or meetings at the Stadium.





# FY19 Mercedes-Benz Stadium Event Rates

- Event day rental fee for Mercedes-Benz Stadium: \$250,000
- Each additional load-in and load-out day: additional \$50,000
- Tickets are subject to ticket fees
- Client pays all expenses (i.e. security, video board use, lights, etc.)
- AMBSE retains all food and beverage





QUESTIONS?





# PROJECT UPDATE: COPV, CEF AND ORANGE PARKING DECK

Jeff Oden

Director of Project and Program Management

Demaurio Starks & James Brownsmith

Georgia State Financing and Investment Commission



# CENTENNIAL OLYMPIC PARK













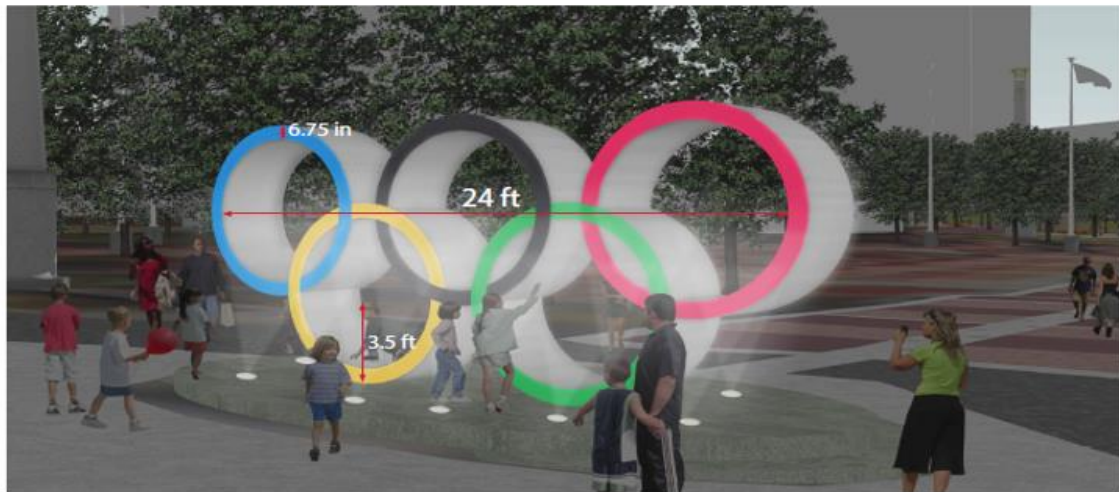
# SPECTACULAR RINGS



BACK VIEW



DETAIL VIEW



Paralympic Plaza





# AMPHITHEATRE

- Build permanent stage and roof structure
- Replace shade structure



# Baker Street Corner





# GSFIC PARTNERSHIP

## Demaudio Starks

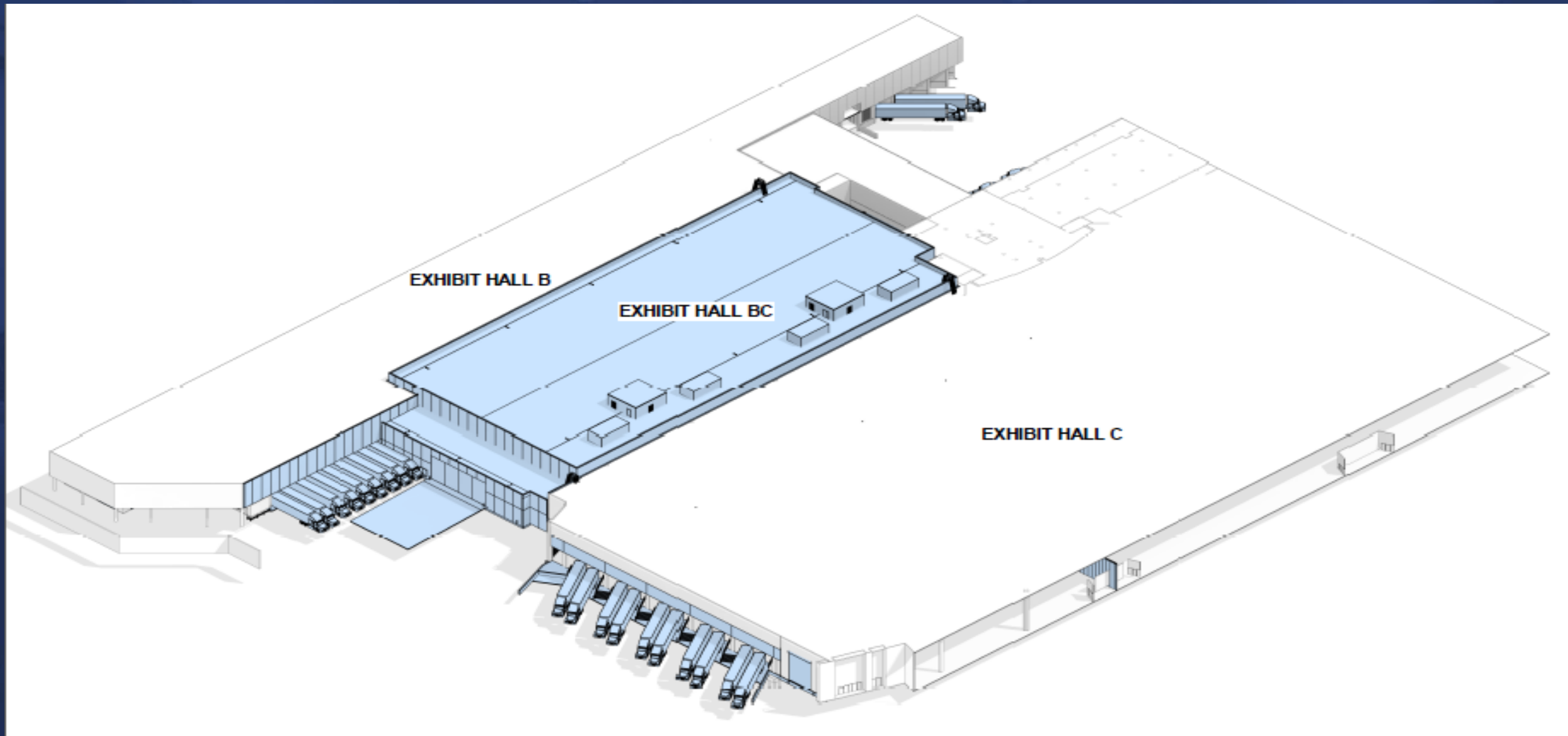


# Contiguous Exhibition Facility (CEF)

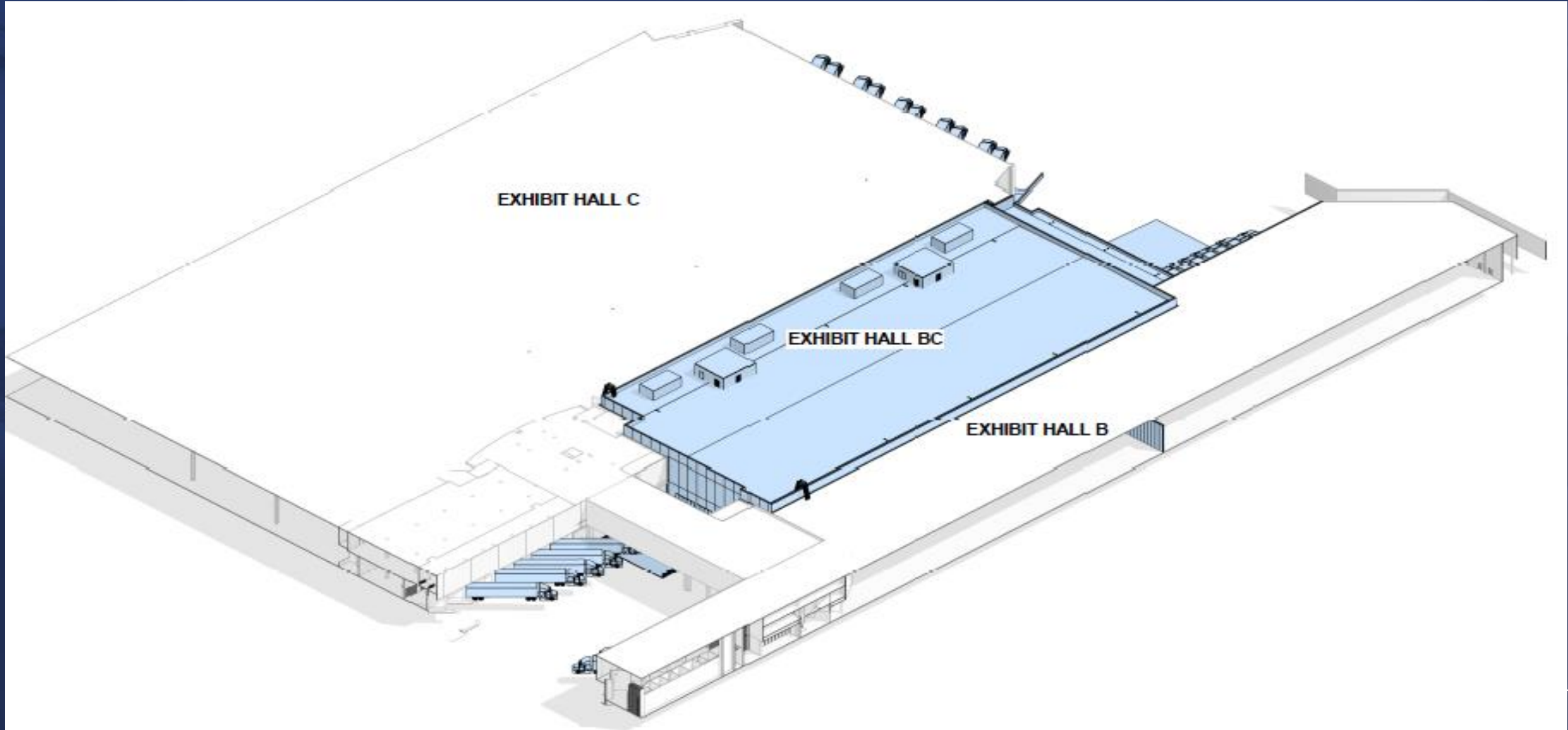




# CEF: North End View



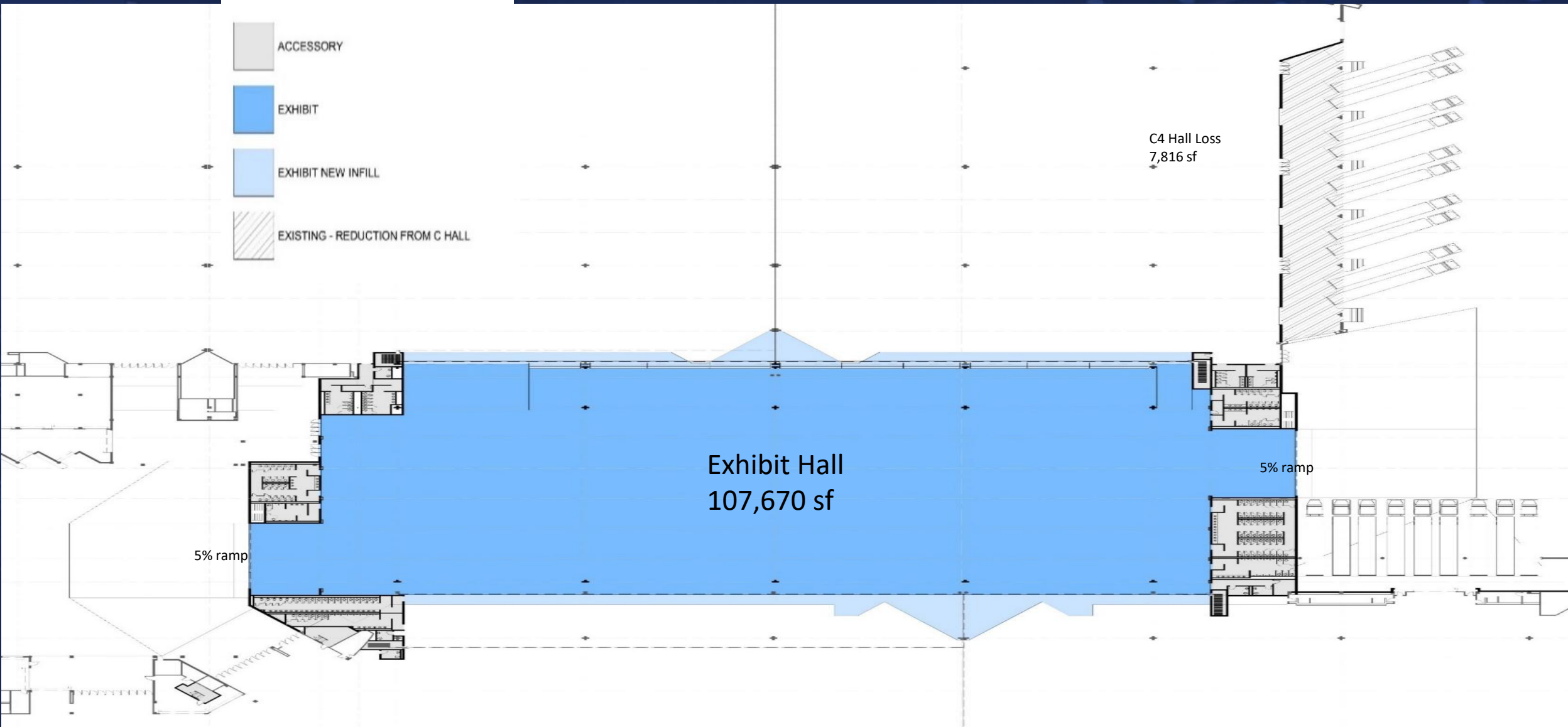
# CEF: South End View



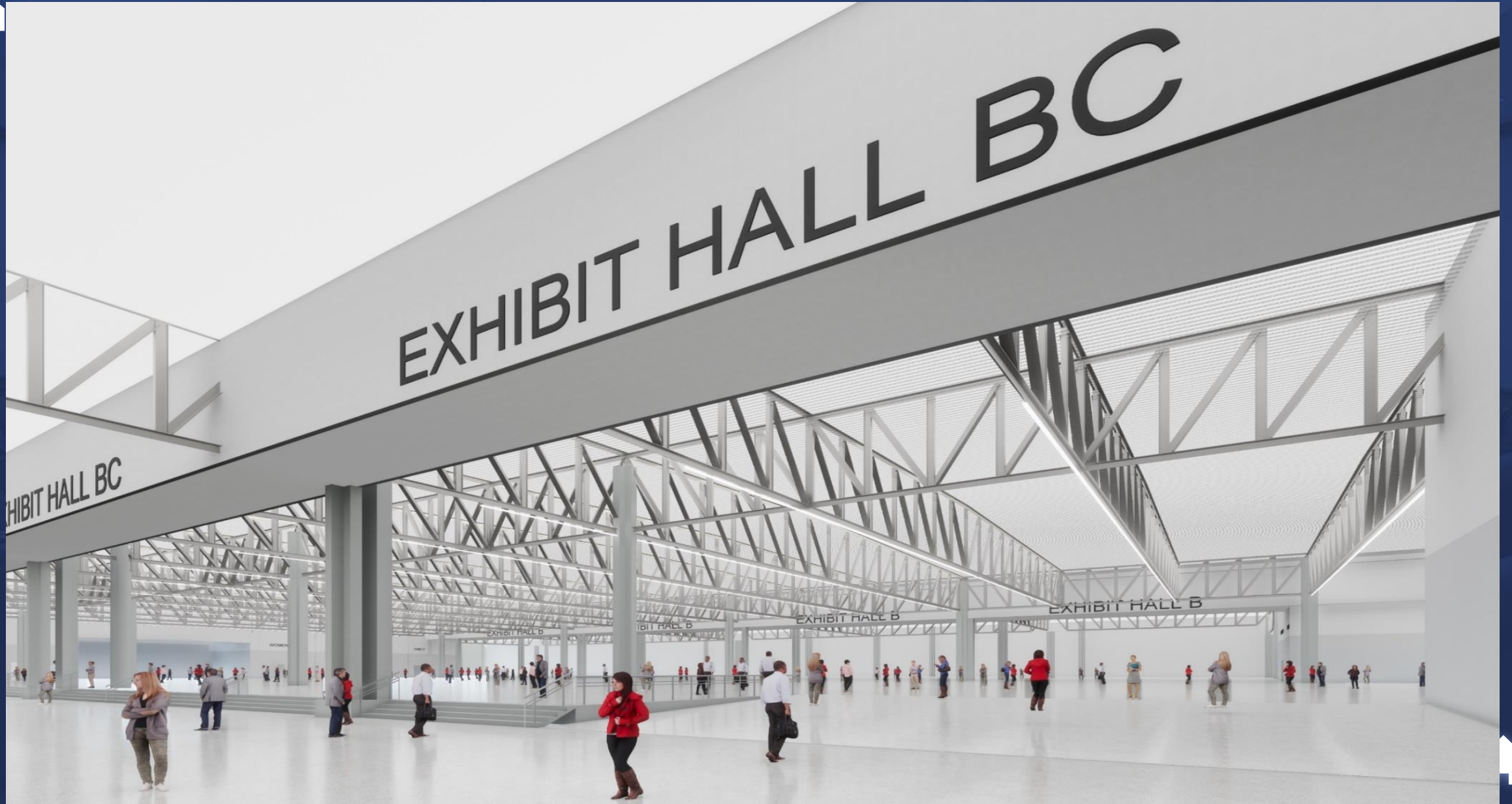




- ACCESSORY
- EXHIBIT
- EXHIBIT NEW INFILL
- EXISTING - REDUCTION FROM C HALL

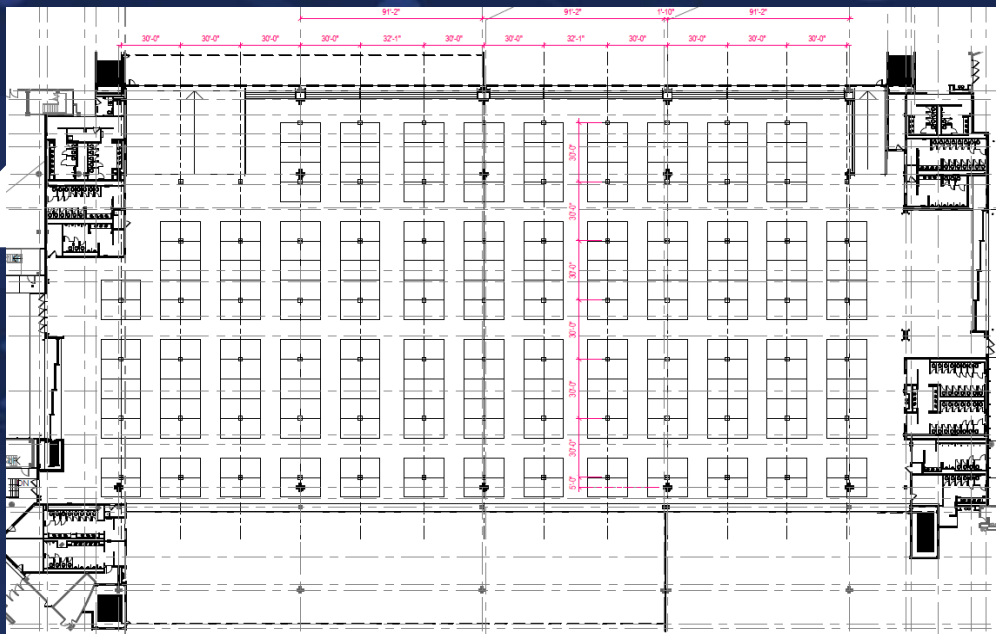


# View of CEF from C Hall



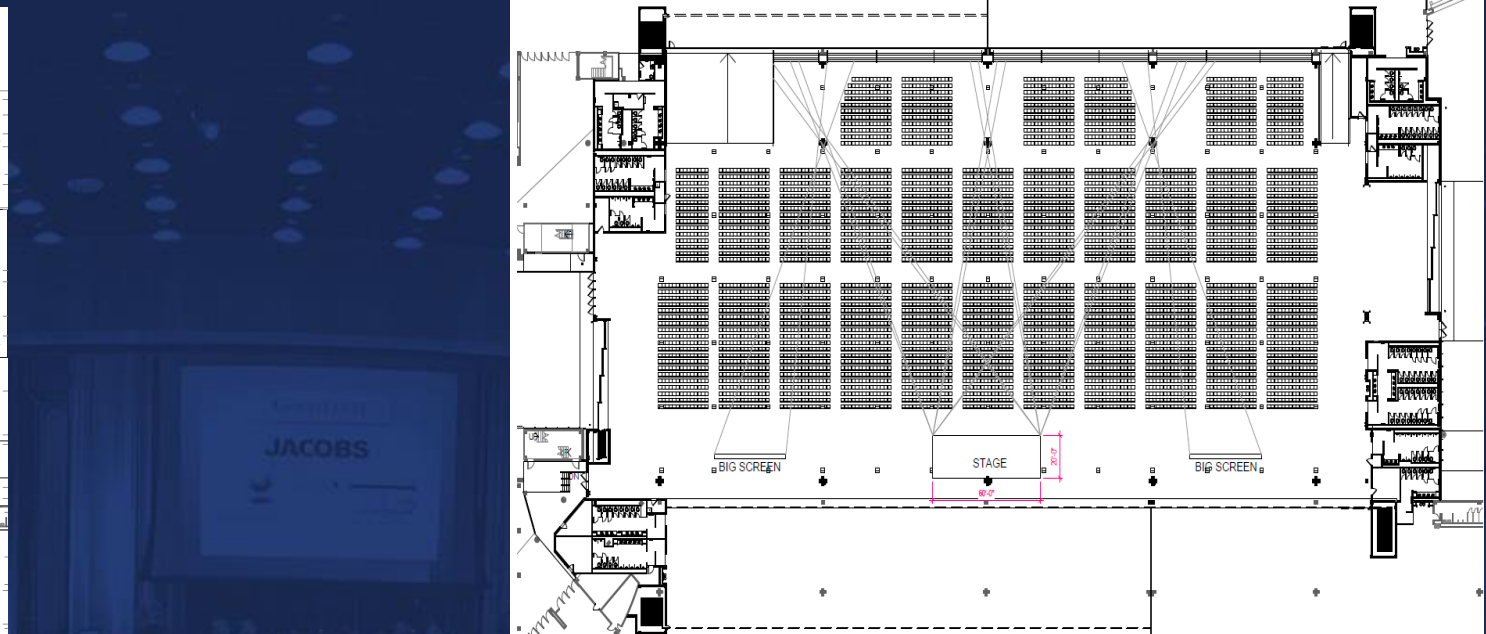
# Looking South into CEF





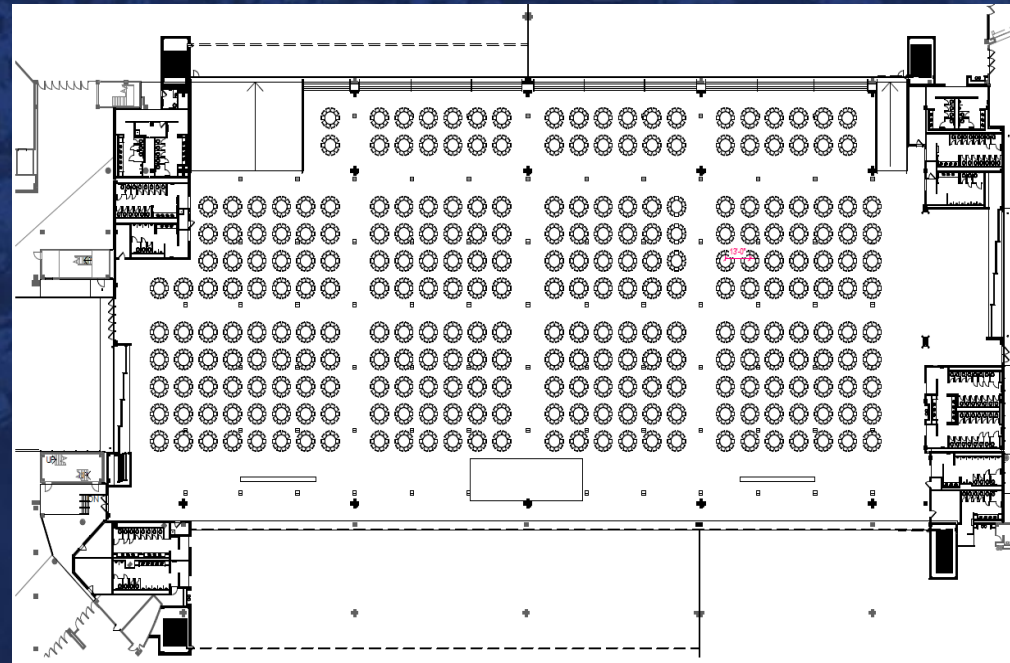
3995 TOTAL Occupants

LEVEL 1 (982.00) BOOTH LAYOUT | 1/32" = 1'-0" (1)



6182 Chairs = 6182 Occupants

LEVEL 1 (982.00) LECTURE LAYOUT | 1/32" = 1'-0" (2)



275 Tables of 10 = 2750 Occupants

LEVEL 1 (982.00) BANQUET LAYOUT | 1/32" = 1'-0" (4)



DEMOLITION

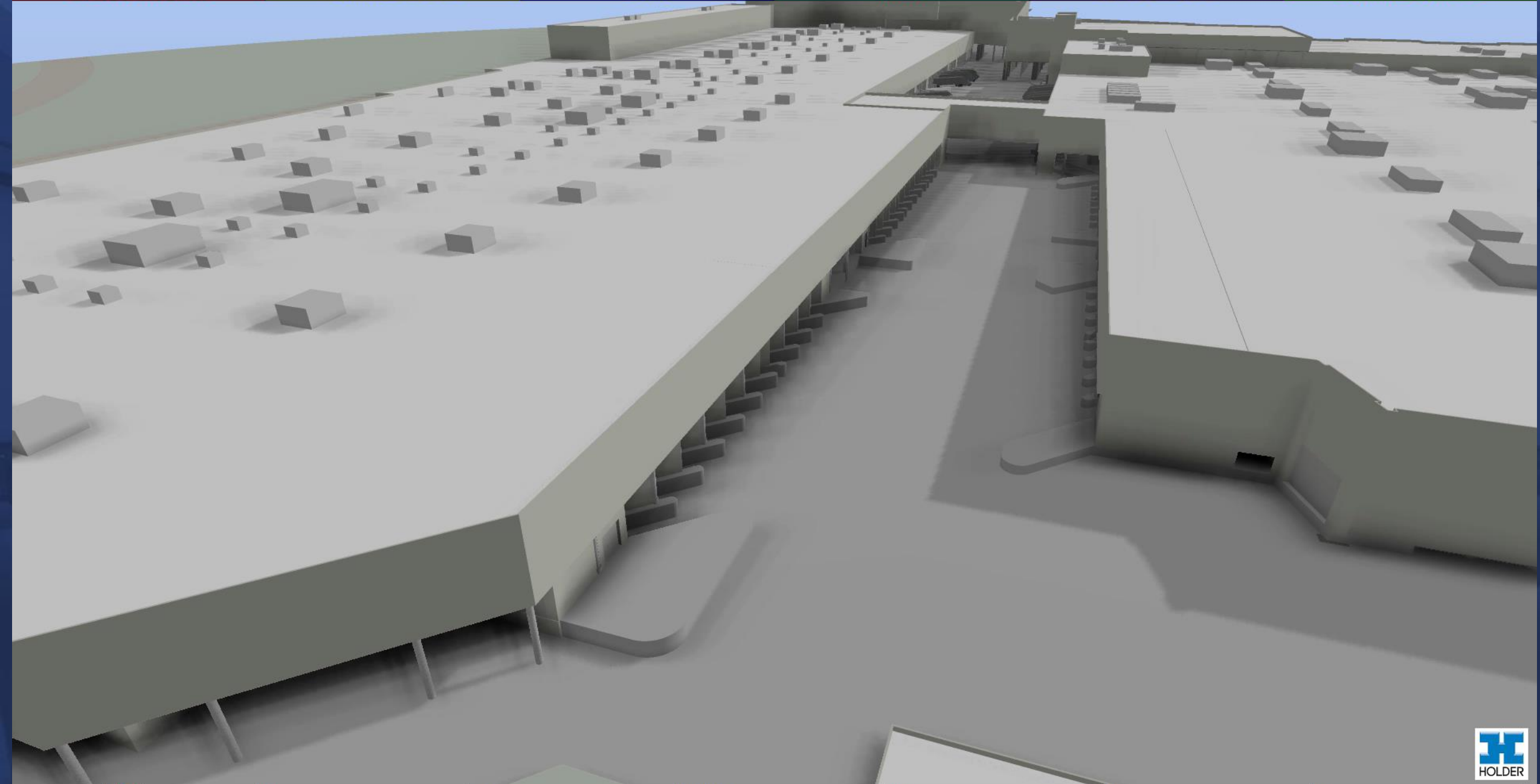
STRUCTURE

SKIN

MEP

INTERIORS

TEMP. WALLS



May 2018	May wk 50	Jun wk 55	Jul wk 59	Aug wk 63	Sep wk 68	Oct wk 72	Nov wk 77	Dec wk 81	Jan 2019 wk 85	Feb wk 90	Mar wk 94	Apr wk 98	May wk 102	Jun wk 107	Jul wk 111	Aug wk 116	Sep wk 120	Oct wk 124	Nov wk 129	Dec wk 133	Jan wk 137
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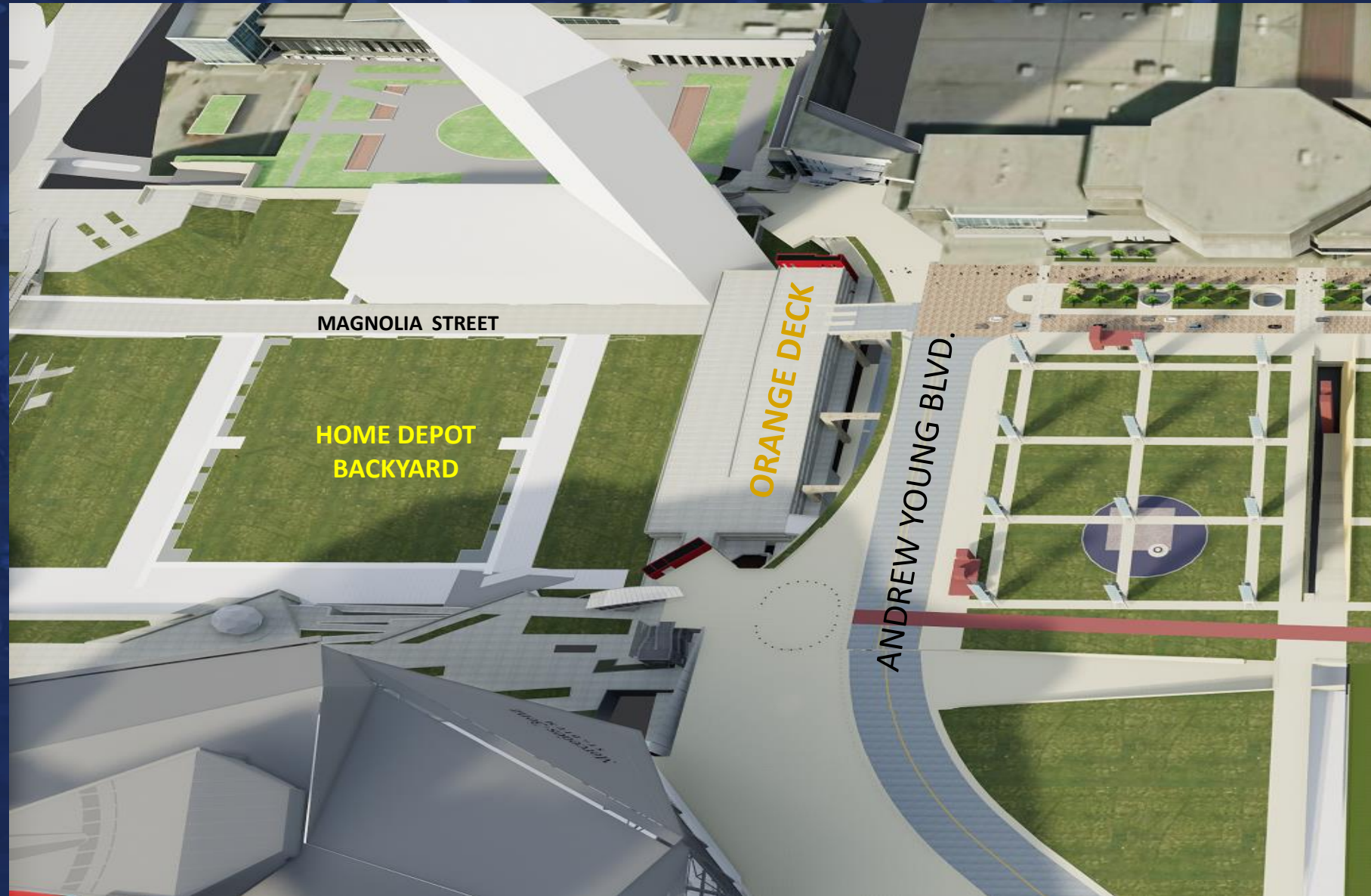


# Orange Parking Deck



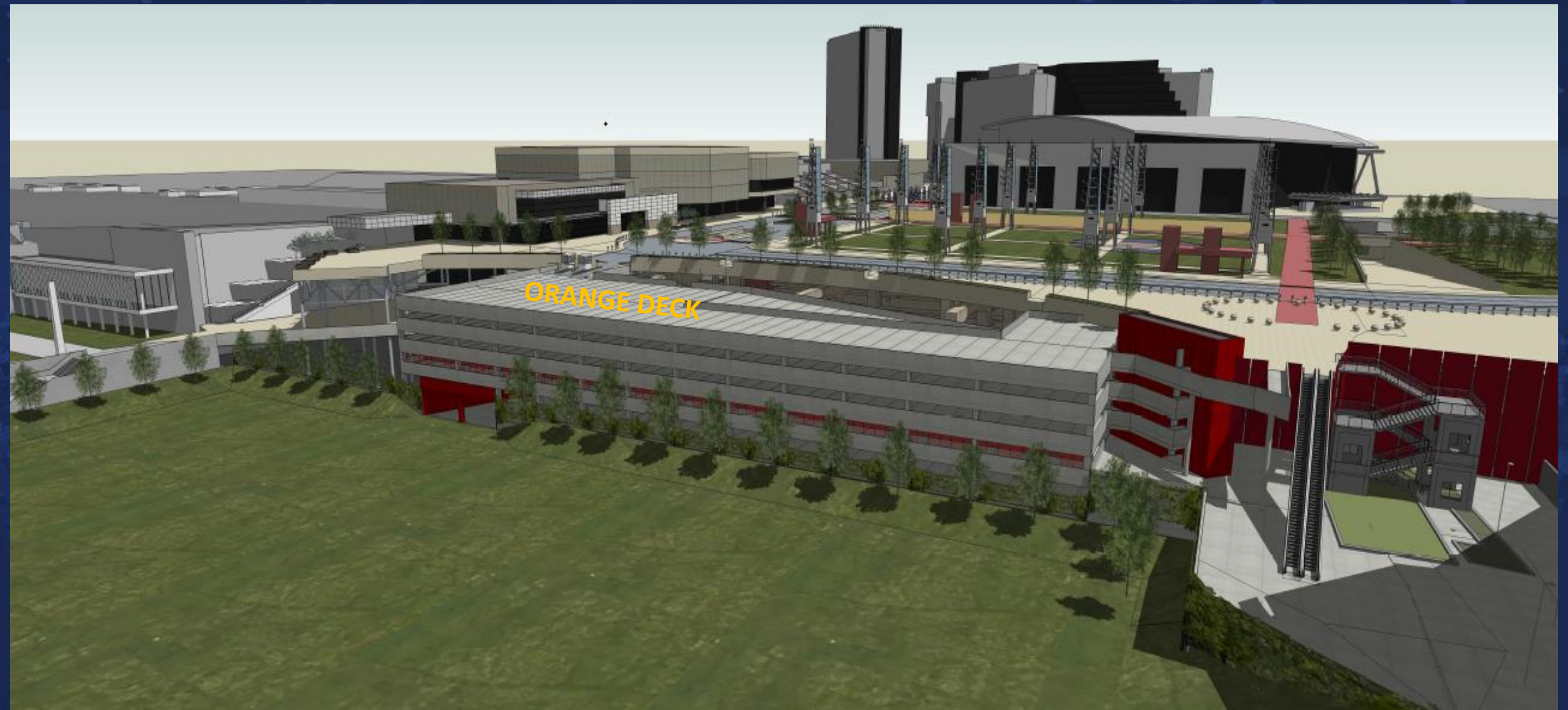
# Orange Parking Deck: Birdseye View

- Orange Parking Deck: approx. 654 spaces
- The Home Depot Backyard: approx. 693 spaces





# Orange Parking Deck: Looking East







# Orange Parking Deck: Looking West





QUESTIONS?





# NEXT MEETING

Tuesday, March 27, 2018

