

# Georgia World Congress Center Authority

## BOARD OF GOVERNORS MEETING

October 30, 2018



**Authority**



**Financial**



**Facility**



# **ACTION ITEM**

**Approval of Minutes**

**August 28, 2018**

**September 19-20, 2018**





# SEPTEMBER FINANCIAL UPDATE

**Janet Arsenault**  
**Sr. Director of Finance**







# Financial Snapshot – September 2018

## Profit/Loss



**Actual** **\$265,400**  
**Budgeted** **(\$1,782,290)**



**Actual** **\$1.72M**  
**Budget** **\$1.54M** >11.57%  
**H/M Tax** **FY18** **\$1.46M** >17.39%



**Customers**  
(Estimated)  
**371,060**



**Economic Impact**  
(Estimated)  
**\$124.9M**



\$

# FY19 – Q1 Rolling Forecast Update



## Year-End Profit / Loss



<b>Budget</b>	<b>\$2,405,512</b>
<b>Projection</b>	<b>\$2,365,180</b>







Questions?





# CAMPUS DEVELOPMENT UPDATE

**Theonie Alicandro**  
**Drew Company, Inc.**





# Review of Hotel Operator RFP Evaluation Criteria

- Financial Proposal
- Related Experience
- Hotel Market and Project Understanding
- Hotel Product and Program
- Operations Plan
- Operating Projections
- Key Business Terms







# Review of Hotel Operator RFP Advisors and Scoring Team

**Hospitality Advisors:** Pinnacle, JLL & CBRE

**RFP Scorers:**

- Theonie Alicandro, Drew Co.
- Janet Arsenault, Sr. Director of Finance, GWCCA
- Joe Bocherer, CCO, GWCCA
- Kevin Duvall, COO GWCCA
- Jennifer LeMaster, CAO GWCCA
- Frank Smith, GSFIC
- Damon Bell, Sr. Director of Convention Sales (resigned 10/19)





# Action Since Board Retreat

- Further discussions with two finalists
  - Hyatt, Hilton
- QMA development
  - Term sheet exchange, discussion, refinement
  - Face to face discussions/negotiations





# Term Sheet

- Term
- Base management fee
- Subordinated management fee
- Key money
- Letter of credit
- Termination & ability to cure
- Reserves – FF&E, Capital, Working Capital
- Approval of operating and capital budgets
- Area of protection
- System fees
- Technical service fee and pre opening services fee
- Operators assignment rights
- Approval of key personnel







## Next Steps

- Review best & final offers
- Staff briefing and recommendations to the Development Committee
- December 4, 2018 Board of Governors meeting to receive recommendation from Development Committee





Questions?





**ATLANTA**




**HOST TO SUPER BOWL LIII**

**February 3, 2019 | Mercedes-Benz Stadium**



COUNTDOWN TO  
KICKOFF

FEBRUARY 3,  
2019

-  Atlanta's evolution as a city since we last hosted: **1.6 million residents since Super Bowl XXXIV**
-  Estimated 150,000 out-of-town visitors
-  Estimated economic impact: **\$185 million**



**ATLANTA**  
HOST TO SUPER BOWL LIII

# NFL ROOM BLOCKS

- NFL is currently contracted with 107 hotels
- NFL hotel block includes entire metro area and beyond:
- Airport, Decatur/DeKalb, Gwinnett, Perimeter, Cobb Galleria, Buckhead, Midtown, Downtown, Alpharetta and beyond
- Peak Nights:
  - Arrival: Friday, February 1, 2019
  - Departure: Monday, February 4, 2019
- Peak rooms nights: over 20,100 rooms contracted on peak by NFL

# SUPER BOWL LIII PRIMARY EVENTS

	Arizona 2015		Santa Clara 2016		Houston 2017		Minneapolis 2018		Atlanta 2019	
	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus
SBX		■		■		■		■	■	
Opening Night		■		■		■		■	■	
Media Center		■		■		■		■	■	
Super Bowl Live		■		■		■		■	■	
Friday Night Party		■		■		■		■	■	
NFL House		■		■		■		■		■
NFL Honors		■		■		■		■		■
Accreditation Center		■	■	■	■	■	■		■	
GD Staff Check In		■		■	■			■	■	
NFL Public Shop		■	■	■	■	■		■	■	
On Location Exp.	■		■		■		■	■	■	
OLE / DTV / Nomadic	■			■		■	■		■	
NFL Tailgate Party	■		■		■			■	■	
GameDay Fan Plaza	■		■		■		■		■	
Stadium Entries	■		■		■		■	■	■	
	5	10	6	11	7	10	5	12	13	2



# SUPER BOWL LIII EVENTS



## **SUPER BOWL OPENING NIGHT**

January 28, 2019  
State Farm Arena



## **SUPER BOWL EXPERIENCE**

January 26 - February 2, 2019  
Georgia World Congress Center,  
Building B



## **SUPER BOWL LIVE**

January 26 - February 2, 2019  
Centennial Olympic Park



## **NFL HONORS**

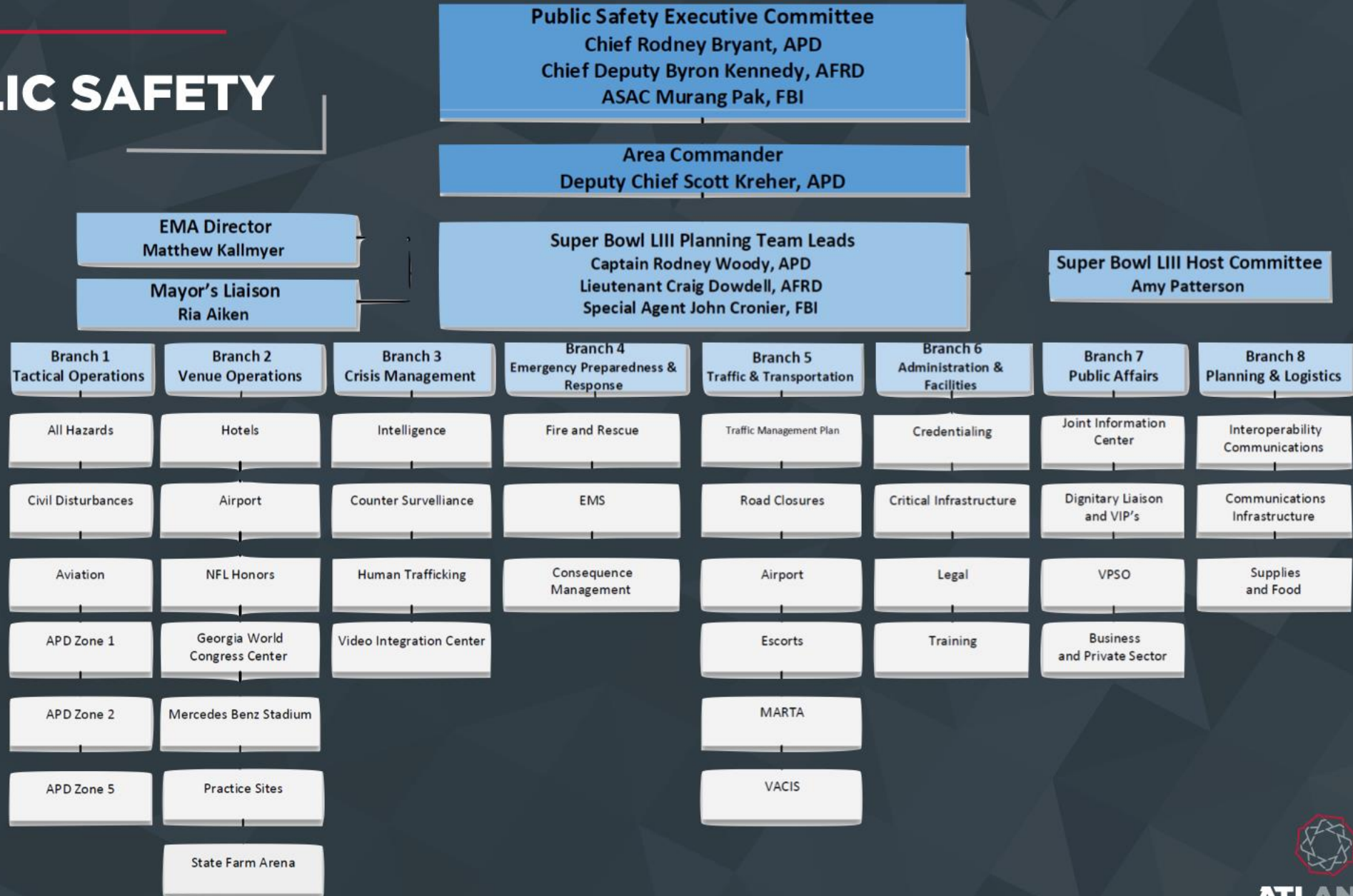
February 2, 2019  
The Fox Theatre



## **SUPER BOWL LIII**

February 3, 2019  
Mercedes-Benz Stadium

# PUBLIC SAFETY



# EVENT PORTAL FOR SITUATIONAL AWARENESS

 Event Types

 Venue Partnerships

 Logistical Considerations









The information provided in the top section below is FOR OFFICIAL USE ONLY. It will be used by the Super Bowl Host Committee and City of Atlanta to better prepare for public safety, traffic and crowd management. Please fill out as much information as you can about each event. If this is a public event and you wish to add this info to Atlanta.net's Calendar of Events, you may do so in the lower section.

Event Options	
<b>Please provide the following information as an overview to the event:</b>	
Sponsoring Group	<input type="text"/>
*Event Name	<input type="text"/>
*Event Start Date	<input type="text"/>
Event End Date	<input type="text"/>
Event Start Time	<input type="text"/>
Event End Time	<input type="text"/>
Event Address 1	<input type="text"/>
Event Address 2	<input type="text"/>
Event City	<input type="text"/>
Event Zip	<input type="text"/>
Region	<input type="text"/>
Anticipated Attendance	<input type="text"/>
Public or Private Event	<input type="text"/>
<b>Please provide the following information about the transportation of the attendees:</b>	
Transportation Type	<input type="text"/>
Number of Vehicles	<input type="text"/>
Attendee Drop-Off Street(s)	<input type="text"/>
--Drop-off Start Time	<input type="text"/>
--Drop-off End Time	<input type="text"/>
Attendee Pick-Up Street(s)	<input type="text"/>
--Pickup Start Time	<input type="text"/>
--Pickup End Time	<input type="text"/>
Staging Area(s) for Vehicles	<input type="text"/>
Have you submitted a request for your street closure?	<input type="text"/>
Status of your street closure request?	<input type="text"/>
Street Closure 1	<input type="text"/>
--Time of Closure 1:	<input type="text"/>
Street Closure 2	<input type="text"/>
--Time of Closure 2:	<input type="text"/>
<b>Please provide the following additional information, if applicable:</b>	
Are you partnering with a rideshare company?	<input type="text"/>
Will there be any VIPs/Celebrities/Dignitaries that could impact security and/or traffic?	<input type="text"/>
<b>Please provide the following information about the primary point of contact:</b>	
*Contact Name	<input type="text"/>
*Email	<input type="text"/>
*Phone Number	<input type="text"/>
Title	<input type="text"/>
Organization	<input type="text"/>



# TRAFFIC & CROWD MANAGEMENT

-  Know Before You Go - [ATLSuperBowl53.com](https://ATLSuperBowl53.com)
-  Closures/Detours around Fox Theatre - Saturday, February 2
-  Closures/Detours around GWCCA Campus & Mercedes-Benz Stadium
-  Northside, Centennial Olympic Park Drive, Mitchell Street  
February 1 - February 4
-  MARTA - 24-Hour Operations: February 1- February 5
-  Ride-Share Locations

# VOLUNTEER PROGRAM

## WHO WE ARE

- 32,500 applicants
- 10,000 chosen volunteers
- 450 captains

## WHERE WE ARE

- Airport Ambassadors
- Street Teams
- Super Bowl LIVE
- Volunteer HQ
- Hotels

## WHAT'S NEXT

- October 28: Volunteer Kickoff Rally
- December/January: Role-Specific Training
- January 25- February 4: Team ATL Deployment

## WHAT WE'RE WEARING

- Six (6) apparel pieces
- Partnered with The Icebox

**TEAM**ATL

# TEAM ATL OFFICIAL UNIFORM





# MARKETING AND COMMUNICATIONS

- ⦿ Coordination with NFL messaging
- ⦿ Know Before You Go
- ⦿ Public Relations Outreach
- ⦿ Legacy 53





**ATLANTA**  
HOST TO SUPER BOWL LIII

LEGACY **53**

## OUR MISSION

To leverage Super Bowl LIII to create a lasting impact on communities throughout Atlanta



**BUSINESS  
CONNECT**

200+ businesses  
selected



**CAPITAL  
IMPROVEMENT  
PROJECT**

\$2M renovation  
of John F.  
Kennedy Park



**CIVIL RIGHTS  
AND SOCIAL  
JUSTICE**

“Off the Wall”  
Project



**SUSTAINABILITY**




Trees Atlanta  
Mercedes-Benz Stadium  
GWCC



**YOUTH  
ENGAGEMENT**

GENYOUTH  
Laureus  
Playworks

## **BOTTOM LINE**

-  **3,000 media**
-  **115 million viewers in the U.S.**
-  **\$38 million budget**
-  **\$185 million economic impact**







**QUESTIONS?**

# THANK YOU

[ATLSuperBowl53.com](https://ATLSuperBowl53.com)



@ATLSuperBowl53



**ATLANTA**

HOST TO SUPER BOWL LIII



# EXECUTIVE SESSION

## Personnel Matter







# RESOLUTION

Glenn Hicks, Chair  
Personnel Committee





# NEXT MEETING

December 4, 2018

