

BE OUR GUEST

GWCCA 2020 ANNUAL REPORT



YOU ARE INVITED

At its core, an annual report provides information on an organization's fiscal year. The financial information presented helps determine the status of business and delivers insight as to how the organization is funding operations and growth.

This annual report, presented by Georgia World Congress Center Authority (GWCCA), is more than a summary of financial information. It is a narrative, a story if you will, of the myriad ways the Authority upholds its two-pronged mission of generating economic benefits to the citizens of the state of Georgia and the city of Atlanta as well as enhancing the quality of life for every Georgian. It also is a story of community support, leadership, determination, perseverance, and teamwork; but perhaps most of all, it is a story of overcoming challenge.

GWCCA is no stranger to challenges and has weathered numerous storms, both literally and figuratively, in its 44-year history; but fiscal year 2020 (July 1, 2019 – June 30, 2020) was unlike any on record. It was a tale of two very different time periods within the fiscal year – before and after the COVID-19 global pandemic. An extremely robust eight-plus months were contrasted with the reality of the impacts the pandemic had on the hospitality and meetings and events industry, including GWCCA and its bottom line.

But the Authority never stopped working. GWCCA rolled up its collective sleeves to complete projects, doubled down on its promise to serve the state of Georgia, and readied its championship campus for a return to doing what it does best – create compelling guest experiences.

This report is an open-ended invitation for you to follow along as the Authority shares its journey through what has been a year to remember.

We invite you to Be Our Guest.

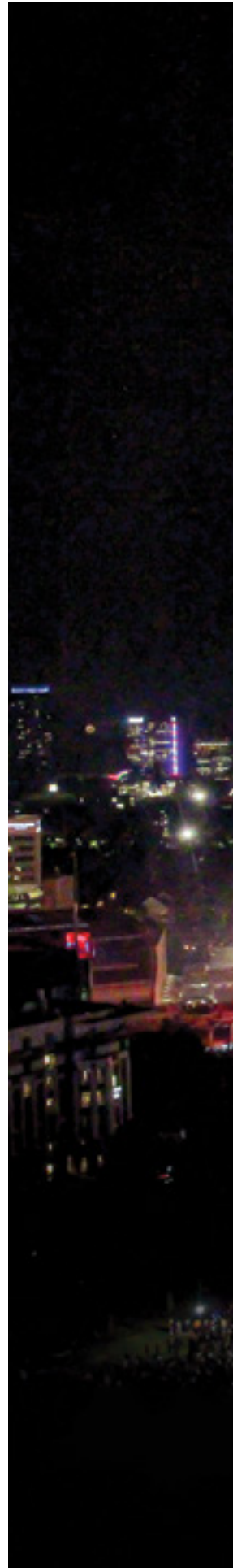




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GWCCA BRAND SERVICE PROMISE

TO
CONSISTENTLY
CREATE
COMPELLING
**GUEST
EXPERIENCES.**



LETTER FROM LEADERSHIP

Be Our Guest. No phrase better captures the essence of who we are and what we do than this small, but powerful expression. In this year's annual report, we explore what it means to be a guest on the GWCCA campus – both from an external and internal perspective. You will read first-hand accounts of what makes our campus so unique, how we are creating a culture of service, and most importantly, how we weathered the harsh realities associated with the COVID-19 pandemic...all with our customers in mind.

From a financial perspective, the first nine months of fiscal year 2020 indicated the Authority was on track for yet another successful 12 months. In that time, the campus hosted more than 230 events, welcomed upwards of 3.2 million guests and visitors, and generated over 1.3 billion in economic impact. We were just weeks away from hosting the NCAA Men's Final Four (the third major sporting event in as many years), which kicked off a robust fourth quarter that also included SweetWater 420 Fest, Hinman Dental Meeting, Big South National Qualifier (volleyball), and MomoCon. In all, GWCCA was trending well-ahead of its budget target.

Despite the loss of events and event-based revenue that began in mid-March, the overall portrait of fiscal year 2020 is filled with milestones, achievements, and opportunities. The dearth of event activity in the final quarter enabled the Authority to fast-track several campus projects, work diligently to define a partnership with Georgia Building Authority, and serve its community in a variety of ways, none more important than the conversion of one exhibit hall in GWCC's Building A into an alternate care facility for patients exhibiting mild to moderate coronavirus symptoms.

It is often said that leaders reveal their true selves in times of crisis. The Authority's extended leadership team shined on more than one occasion as they were tasked with developing a comprehensive business return plan (BRP) that was embraced by customers and served as inspiration for Georgia's public venue operating standards. Likewise, they worked tirelessly on GWCC's GBAC STAR™ accreditation and the efforts paid off as GWCC was the first convention center in the U.S. to achieve this recognition.

We would be remiss in not recognizing our industry best team members for continuing to deliver on our brand service promise to consistently create compelling guest experiences. Over the past three years, our overall guest satisfaction scores have steadily risen, with the percent of "5" ratings jumping 12 percentage points since FY2018. You will learn more about the work our team has done and how we're "Striving for 5" in the pages that follow.

As the theme of this year's annual report suggests, we invite you to be our guest as we share with you the highlights, challenges, and accomplishments of the extraordinary year that was fiscal year 2020.



Frank Poe
Executive Director



Joe Bocherer
Chief Commercial Officer



Kevin Duvall
Chief Operating Officer



Jen LeMaster
Chief Administrative Officer

YEAR IN REVIEW 2019-20



July

GWCCA's annual Fourth of July Celebration returned to Centennial Olympic Park with a bang after a one-year absence due to park renovations. Around 20,000 people gathered in the Park to witness the pyrotechnic extravaganza as more than 3,000 shells launched from the northern edge of the Park illuminating downtown Atlanta's skyline. July also saw the reopening of the Park's visitors center. Staffed by Atlanta Convention & Visitors Bureau (ACVB), the center received an updated interior and a whimsical, interactive mural on the building's exterior courtesy of local artists Lotus Eaters Club and Tiny Doors ATL.



Scan QR or click [here](#).
Go behind the scenes of the Authority's Fourth of July Celebration.

August

GWCCA's championship campus added to its legacy as Atlanta United captured the 2019 Campeones Cup by defeating Club América on Aug. 14 and the Lamar Hunt U.S. Open Cup with a victory over Minnesota United on Aug. 27. Both games were contested at Mercedes-Benz Stadium and combined to bring in more than 75,000 fans.

September

Atlanta-based ONE Musicfest marked its 10th anniversary with a two-day event in Centennial Olympic Park on Sept. 7-8. Billed as the Southeast's largest two-day progressive urban music festival, the event featured three stages of continuous entertainment along with 25-plus food vendors, an artisan market, and various merchandise booths. Performers included Summer Walker, T-Pain, Trick Daddy, Wu-Tang Clan, Rick Ross, DMX, Ari Lennox, Musiq Soulchild, Raphael Saadiq, and KP the Great and his Super Friends (aka Usher, Pharrell Williams, and Lil Jon).



Scan QR or click [here](#).
Check out the sights and sounds of ONE Musicfest.



October

From Oct. 1-4, GWCC hosted NACS 2019, the convenience and fuel retail industry's annual global convenience store trade show. This massive event utilized all three buildings of the 3.9 million-square-foot convention center and welcomed an estimated 24,000 attendees. Each day, attendees perused exhibits that did everything from create the experience of being in an actual convenience store to offer samples of the hottest new food and beverage products. With exhibitors not wanting to take food back with them, GWCCA was able to collaborate with show organizers to donate more than 80,000 pounds of food to Atlanta Community Food Bank, almost half of that being protein.



November

Within a span of two weeks in November, GWCCA played host to the current U.S. president and the most-recent former commander-in-chief. President Donald J. Trump kicked off his Black Voices for Trump campaign at a rally Nov. 8 in Building C of the Congress Center. Then on Nov. 20, former President Barack Obama was the keynote speaker at the Greenbuild International Conference & Expo in Building B.

On Nov. 21, Centennial Olympic Park welcomed the public to its new holiday festival, International Winter Wonderland, featuring the return of the Chinese Lantern Festival with more than 25 handcrafted lanterns depicting land and sea animals and newcomer Atlanta Christkindl Market, an authentic German holiday experience with traditional German food, beverages, and handcrafted products such as ornaments, nutcrackers, and toys. The festival brought an estimated 250,000 visitors to the Park during the holiday season.

December

On Dec. 28, GWCCA's championship campus once again was in the spotlight as Mercedes-Benz Stadium hosted one of the College Football Playoff national semifinal games. No.1-ranked LSU defeated Oklahoma 63-28 in a lopsided affair in front of 78,347 fans. LSU would go on to win the national championship. Earlier in the day, thousands of fans flocked to pre-game activities at the Chick-fil-A Peach Bowl FanFest inside GWCC's Building C. This was the 52nd installment of the Peach Bowl.



January

International Production & Processing Expo (IPPE), one of the Authority's longest-running annual shows, returned to its traditional time in late January and was able to take advantage of the new Exhibit Hall BC. In fact, the new exhibit hall was officially christened with a ribbon cutting ceremony on the IPPE show floor Jan. 28, with IPPE executives joining Authority, hospitality, construction, and state government officials in the celebration. Utilizing all three buildings of GWCC, 2020 IPPE brought 31,504 attendees from around the globe, representing leaders from the animal food, meat, and poultry industries.



February

The last weekend in February saw several major events converge onto the No. 1 convention, sports, and entertainment destination in the world, bringing thousands of visitors to GWCCA's downtown campus. Mercedes-Benz Stadium hosted AMA Supercross while GWCC welcomed visitors to the Atlanta International Auto Show and America's Marathon Weekend Experience, a one-of-a-kind opportunity for fans and spectators to engage with the athletes competing in the 2020 U.S. Olympic Team Trials – Marathon, interactive vendor booths, and race packet pickup. Meanwhile, on back-to-back days, Centennial Olympic Park hosted the U.S. Olympic Marathon trials (marking the return of Olympic activity to the Park) and the ever-popular Publix Atlanta Marathon, Half Marathon & 5K.



Scan QR or click [here](#).

Watch our Center of Attention episode featuring the Atlanta International Auto Show.

March

In mid-March, the first impacts of COVID-19 were felt on GWCCA's campus. MODEX 2020, a manufacturer and supply chain expo held March 9-12 at GWCC, expected 33,460 registered attendees, but roughly half that number materialized because of coronavirus-related international travel restrictions. Soon thereafter, Atlanta United's 2020 season came to an abrupt halt as Major League Soccer announced the suspension of all league games and the NCAA made the tough decision to cancel all remaining winter and spring championships, including the NCAA Men's Final Four and ancillary activities that were set for April 3-6 on the GWCCA campus.

April

With events on pause at the Authority, GWCCA took advantage of the downtime to focus on completion of several projects and initiatives to enhance its championship campus. In Building C of GWCC, the relatively new terrazzo flooring was experiencing moisture defects resulting in raised floors which could create potential guest safety concerns. To remedy this, the decision was made to remove the tile and recover the repaired floors with new carpet. Additionally, many common spaces were repainted with colors complementing the carpet pattern. On the other side of GWCC, a new graphic spanning the course of the Omni Hotel connector was installed to welcome visitors arriving from East Plaza. The design takes inspiration from Building A's carpet design and features images and logos of GWCC, Centennial Olympic Park, Mercedes-Benz Stadium, Signia by Hilton Hotel, and the College Football Hall of Fame.

May

As the city and state ramped up healthcare capabilities in the wake of the COVID-19 pandemic, Gov. Kemp called on GWCC to help relieve the potential burden on area hospitals and healthcare resources. Georgia Emergency Management and Homeland Security Agency (GEMA) constructed a 200-bed alternate care facility (ACF) in one exhibit hall in Building A for treatment of patients with mild to moderate illness levels. The ACF ceased medical operations on May 16 though it would be resurrected in the months that followed as cases fluctuated through the summer.



June

In June, GWCCA lived its mission to enhance the quality of life for every Georgian through a collaboration with Westside Community Market. Each Saturday during the month, GWCCA team members volunteered to hand out free boxes of fresh, Georgia-grown produce to members of the community. All totaled, more than 12,000 boxes were distributed. Equally as important, on June 19, team members gathered in Centennial Olympic Park to participate in "March on Atlanta," a rally to decry racism in every form and declare unity across lines of denomination, class, race, and culture.

2020 TOP WORKPLACES

In early March 2020, the Authority fulfilled a Vision 2020 goal to be recognized as an employer of choice when The Atlanta Journal-Constitution announced GWCCA as one of the city's Top Workplaces. GWCCA achieved recognition in the large company category (one of 22 companies); a total of nearly 3,000 local companies were nominated or asked to participate. The achievement has special meaning to the Authority as results were based solely on team member feedback gathered from a third-party employee research and consulting firm. Responses to 24 factors covering seven areas was collected, including organizational health factors relating to workplace culture. GWCCA team members were surprised with a party to celebrate this milestone.



3.2+ 
MILLION
guests and visitors welcomed

\$1.3 
BILLION
approximate economic impact
generated

230+ 
number of events hosted on
GWCCA's championship campus


GWCCA BY THE NUMBERS

We invite you to review some of
the compelling statistics from
fiscal year 2020

430 
jars of honey bottled from
GWCCA's first honey harvest

1,000 
security camera views added across
GWCCA's championship campus

120 
monitors installed outside of
meeting rooms, ballrooms, and
auditoriums in GWCC

38 
miles of fiber optic cable installed
in Centennial Olympic Park to
support cameras, wireless access
points, and connectivity

2,000+ 
hours spent by GWCC Sales Team
on COVID-related cancellations and
re-bookings

PUTTING GWCCA'S SERVICE TO THE TEST

The Authority's commitment to its brand service promise and overall guest satisfaction continued to shine during fiscal year 2020 as scores yet again increased from the previous year. Key to this success was the ongoing, consistent use of a service ticketing system designed to create follow-up opportunities with customers regarding low scores coupled with the organization fully embracing the survey concept set in motion three years ago (FY18).

Prior to the shortened event calendar, GWCCA was on pace to conduct 6,548 surveys – an increase of 600 surveys from FY19. The satisfaction scores and customer feedback collected are indicative of what was to be the best scores to date. A comparison of the first three quarters of FY20 versus FY19 follows.

Guest Satisfaction

	Exhibitor	Meeting Planner	Attendee	Overall
FY20	4.0	4.62	4.76	4.63
FY19	4.0	4.57	4.71	4.53

Striving for 5:



The percentage of 5-star ratings has increased from

60% to **67%** to **72%**
in the past three years

"Your whole team did an AMAZING job at MODEX especially considering the obstacles we all faced. Thank you to all the GWCC staff that made MODEX happen! MHI truly values your partnership!"

Melissa A., MHI

"GWCC has a great team and we are always made to feel like the largest show that comes to Atlanta. There is nowhere we would rather be with Medtrade than Atlanta and the GWCC."

Lane V., Medtrade

"The departments work well together during the event and are absolutely fabulous! The "team" spirit was awesome and I grew to love each and every member of the staff. They worked hard to make our event flawless and when there was a glitch they were fast to correct it."

Carrie M., Outbound 2019



For years, GWCCA team members have gone above and beyond for customers, guests, and their peers; these actions are what sets the organization apart from its industry competition. And for years, the Authority has found ways to recognize these good deeds – although it may have varied by department. Tapping into feedback from the most recent employee engagement survey stating a desire for a more formal form of acknowledgment the Authority launched a new recognition program in fiscal year 2020 called Authority All-Stars.

The points-based program gives team members a fun and easy way to give, receive, and share recognition, commemorate team achievements, and reward team members who are an authentic reflection of GWCCA’s brand service promise and core values. The program also has a unique feature: the ability for customers to provide feedback and nominate a team member during their event. All-Star recipients receive a letter of recognition, a plaque, a lapel pin, and points toward purchases in the team store, plus their story is shared organization-wide via an email that recounts in the customer’s own words how they exceeded expectations. A list of FY20 Authority All-Stars is on the right.



Authority All-Star Recipients

- | | |
|--|---|
| Jamiel Baker
<i>Facility Supervisor</i> | Brian Howell
<i>Facility Operations</i> |
| Vincent Barnes
<i>Electrician III</i> | Michelle Jacobs
<i>Guest Services</i> |
| Brittany Brown
<i>Commercial Services Supervisor</i> | Chris James
<i>Fountain Technician</i> |
| Cullen Clark
<i>Facility Supervisor</i> | Henry Lyons
<i>Food Services</i> |
| Robert Cobb
<i>Electrician Lead</i> | Noah Robinson
<i>Electrician III</i> |
| Sefton Downer
<i>Electrician II</i> | Meion Sherman
<i>Food Services</i> |
| Melvin Farmer
<i>Set-up Lead</i> | Terence Smith
<i>Public Safety</i> |
| Antjuan Grimes
<i>Electrician III</i> | Joe Stallings
<i>Electrician II</i> |
| Daryl Heidelberg
<i>Set-up</i> | Sam Watson
<i>Electrician II</i> |

SUSTAINABILITY AND CSR

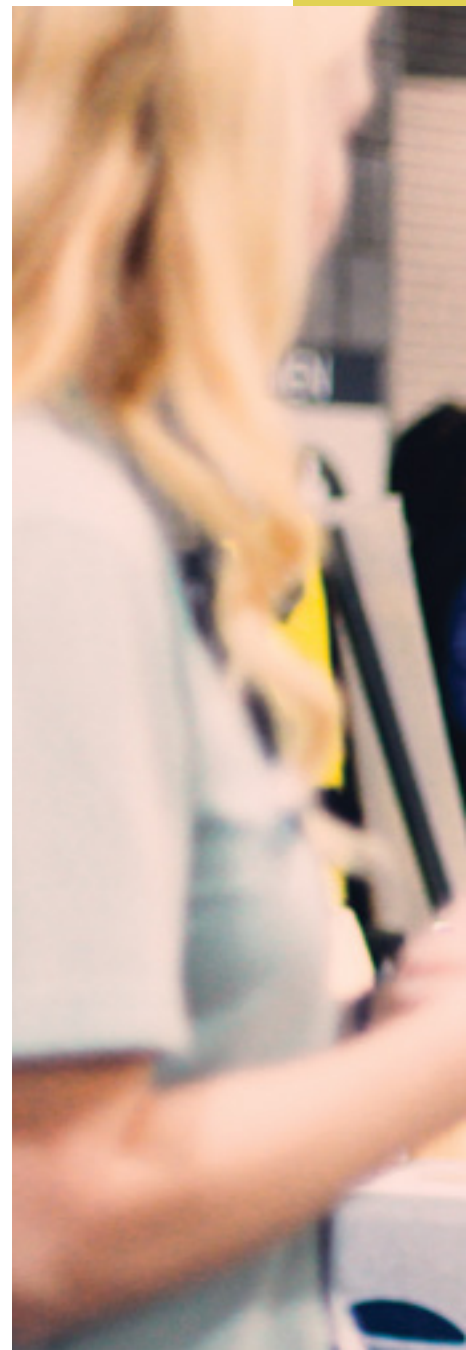
Sustainability and corporate social responsibility continued to be a priority during fiscal year 2020 with initiatives benefiting the environment, education, and the Atlanta community taking center stage. Through ongoing relationships with like-minded organizations, the Authority is strengthening its position as a leader in enhancing the quality of life for Georgians.

Sweet Engagement

The second full year of a three-year agreement with Bee Downtown was quite productive as GWCCA was able to fully leverage the three beehives on its campus to engage team members, guests, and the community. In October, many of the organization's leaders participated in Hivemind™, a biomimicry education workshop designed to improve performance, strengthen relationships, create a sense of community, and heighten morale using the world of honeybees – one of nature's oldest and best examples of a high-performing team.

The following month, 30 GWCCA team members partook in a honey harvest on the exhibit hall floor of the Greenbuild International Conference and Expo giving more than 1,000 show attendees the opportunity to witness the monumental impact the Authority's tiniest team members (pollinators) had on Atlanta's environment and to taste the fruits of their labor. Team members extracted more than 100 pounds of honey which was bottled into 430 jars for use in food service offerings and as gifts.

GWCCA rounded out its Bee Downtown activities with three lunch-and-learn events where team members learned the basics of beekeeping and the impact honeybees have on society and the environment. Additionally, a local Girl Scout Daisy Troop visited the apiary on the corner of Northside Dr. and Boone Blvd. earning their Golden Honeybee Leadership Award.



“The Georgia World Congress Center’s green building efforts and LEED Gold certification reinforced the decision to host Greenbuild in the city. Its incredibly walkable location meant our attendees wouldn’t have to rely on cars to get from their hotel to the venue. Throughout the conference, attendees also saw first-hand how a focus on reducing waste, conserving water, and access to greenery and outdoor spaces can make for a more impactful conference experience.”

Sherida Sessa, Brand Director, Greenbuild International Conference & Expo



SUSTAINABILITY AND CSR

Beyond the Classroom

For more than five years, GWCCA has tapped into the creative and innovative students from Savannah College of Art and Design (SCAD) for projects ranging from promoting a Kenny Chesney concert at the Georgia Dome to reimagining the team member dining experience to curating ideas for the Authority's many public entrances and corridors designed to make them more engaging.

This year, Authority leadership tasked a class of master's students from SCAD's award-winning visual design program to create a team member aesthetics guide in support of a cohesive, branded look across functional departments and positions. The resulting style guide and accompanying look book provided actionable steps to implement as part of GWCCA's Vision 2025 strategic plan and will boost the Authority's visual brand recognition while providing flexibility and personality in each area of business.

Recently, GWCCA forged a partnership with Georgia Institute of Technology (Georgia Tech) and one of its most recognized areas of study – Industrial Systems Engineering (ISyE). During fiscal year 2020, the Authority's Facility Operations and Sustainability and CSR departments tasked a group of eight of the ISyE program's undergraduate students with improving the management of its waste streams while increasing the amount of materials diverted from landfills and decreasing costs associated with disposal. The six-month project, which the students were required to complete in order to graduate, resulted in the development of a proprietary model used to predict the amount of waste generated from an event based on its square footage, attendance, type, and duration. Likewise, the students proposed a tiered pricing structure that would incentivize meeting organizers to develop waste management plans with general service contractors and exhibitors to divert more materials from the traditional landfill-bound streams while maximizing the use of containers and dumpsters to minimize the overall



number of hauls required. The result of the students' impressive analysis of years' worth of data and research was first place in the ISyE Senior Design Challenge. The GWCCA team beat out 29 other team for this distinction. The findings will be used by the Authority to guide its waste stream planning and contracts.

Feeding Our Community

Although it negatively impacted the business in unprecedented ways, the emergence of the coronavirus provided new opportunities for GWCCA to support the surrounding community. Shortly after the pandemic halted all events, the Authority's Food



Services team quickly moved to capture all produce and perishable food from its kitchens and contacted partner Goodr, who collected and redistributed the surplus food to Atlanta-area nonprofit organizations. More than 12,000 pounds of food, equating to 10,000 meals, was distributed primarily to families within the Atlanta Public Schools system who were traditionally dependent on school meals to feed their children.

As families continued to struggle to put food on their tables, the Authority looked for additional ways to have a positive impact on the community it serves. In early May, GWCCA partnered with Westside Community Market (WCM), which had received

a federal grant from the U.S. Department of Agriculture to purchase and give away free boxes of Georgia-grown produce. Over the course of six Saturdays (extending into June), GWCCA offered use of its Blue Lot for setup and distribution of more than 18,000 boxes containing fresh lettuce, carrots, onions, lemons, potatoes, and apples to area residents by WCM volunteers and Authority team members. The Saturday “farmer’s produce boxes” were so well received that WCM was able to extend this program on the Authority’s campus through the end of summer.

VISION 2025

Introduced in last year's annual report, Vision 2025 emphasizes technology and talent and features strategic elements designed to elevate GWCCA as a destination and employer of choice while systematizing quality operating standards.

Although the overall economic impact of COVID-19 led to the suspension of several critical activities while funding sources are identified and reprioritized, many other implementation plans were completed and FY21 goals were set despite this hardship – a testament to the tenacity and resourcefulness of the GWCCA team.



C = COMPLETE | F = FUNDING



Strategic Direction 1: ENHANCE OUR CAMPUS

Elevate Our Destination

Engaging Entrances:

- Red Deck/Level 7 (C)
- COP Visitors Center (C)
- Team Member Entrance (F)

Brand Identity/Marks (C)

- Wayfinding (F)
- Furniture Design Plan (F)

Focus on Championship Campus Connectivity and Package of Facilities

Orange Deck: In Progress

- AYIB Pedestrian Mall:
In Progress

Transportation Depot: In Progress

- Headquarter Hotel:
In Progress

FY21 GOALS

› Finalize scope, design, and pricing for Team Member Entrance for FY22 budget process.

› Determine timeline, funding approach for wayfinding implementation plan by June 30, 2021.

› Manage on-time, at-budget construction of capital projects outlined in organizational goals by June 30, 2021.

› Finalize plan of finance and establish groundbreaking for Headquarter Hotel as outlined by June 30, 2021.



**Strategic Direction 2:
STRENGTHEN OUR TEAM**

Build Team Capability

Customer Focus Manual (C)
 People Manager Tool Kit (C)
 Achieve/Maintain Sanitation and Cleanliness Accreditation (C)
 Innovation Center (F)
 Micro-certifications/Professional Credentialing (F)

Incorporate Employee Experience (EX) with Customer Experience (CX) in Survey Collection/ Data Reporting

Complete

Create Team Member Look and Team Store

GWCCA Team Store (C)
 Comprehensive Team Uniform Plan (F)

Recognized as Employer of Choice

Top Workplaces Recognition (C)
 Establish justice, equity, diversity and inclusion (JEDI) Team and Initiatives (C)

FY21 GOALS

› Utilizing the Business Return Plan developed in response to COVID-19, achieve and maintain the highest levels of cleanliness and sanitation by improving internal processes and building team capabilities by January 4, 2021.

› Utilizing the internal governance model, develop an inclusion counsel charter with a focus on race, relationships, and respect in the workplace by December 31, 2020.



**Strategic Direction 3:
MAXIMIZE OPERATIONAL EXCELLENCE**

Develop, Implement Business Continuity Plan (BCP)

Complete

Janitorial Technical Solution (Feedback Now)

Complete

Active Shooter Training / Gunshot Detection System

Complete

Material Handling Protocols

In Progress

FY21 GOALS

› In calendar year 2021, utilize KPMG Report as background to develop a comprehensive material handling process and budget impact that achieves overall reduction in inventory costs and decreases the need for human capital for implementation.



**Strategic Direction 4:
MAXIMIZE ECONOMIC PERFORMANCE**

Diversify Revenue Portfolio

In-house Services Exclusives: In Progress
 Retail Offering Expansion: In Progress
 Tenant Relationships: In Progress

Organization Staffing Project

In Progress

Job Sharing / Contractual Opportunities

Home Depot Backyard patrol (C)
 Georgia Building Authority (C)

FY21 GOALS

› Identify, analyze, and build consensus around Core Functions with/without customers to determine baseline cost to operate the campus and future workforce size. Outcomes will be included as a topic at annual GWCCA Board of Governors retreat and will be incorporated into FY22 budget presentation.

A DIGITAL GUEST EXPERIENCE

Being a guest of GWCCA goes beyond the brick and mortar buildings of its campus. Through its award-winning social media channels and Center of Attention video series, the Authority continued to invite customers and visitors inside the events, activities, and campus projects that make it one of the top economic drivers for the state of Georgia. This year, compelling storytelling and visuals, celebrating frontline workers during the pandemic, sharing community support efforts, and strategic use of user-generated content resulted in double-digit increases in followers on Instagram and LinkedIn, more than one million unique page views on GWCCA.org, and 4,000 video views per week on Facebook.

New to the digital arsenal in fiscal year 2020 was The Authoricast, GWCCA's podcast designed with meeting planners in mind. Launched in the back half of the fiscal year, the podcast invited listeners in to hear from some of the industry's top thought leaders about what makes GWCCA a championship campus, how the Authority's growth has shaped downtown Atlanta, and what goes into creating compelling guests experiences at the No. 1 convention, sports, and entertainment destination in the world.

75%

Follower Increase on Instagram since 2018



54%

Follower Increase on LinkedIn since 2018



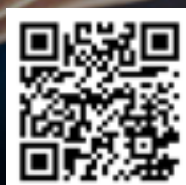
73%

Viewer Increase for Center of Attention video series (vs FY19)



100k+

Check-ins on Facebook during FY20



Scan QR or click [here](#).

Listen to The Authoricast to learn more about GWCCA's championship campus

CHAMPIONSHIP CAMPUS STRONGER THAN EVER

While the pandemic put a screeching halt to in-person events and meetings, GWCCA used the gift of time to speed up key campus development projects, focus on beautification efforts, complete a business continuity plan, as well as develop a critical business return plan that addressed the new look of events taking COVID-19 into consideration.

Exhibit Hall BC

In December 2019, work on GWCC's new 100,000 square-foot expansion, known as Exhibit Hall BC, was completed ahead of schedule and under budget. The very next month, long-time customer IPPE christened the space, using it as a food court for its ever-growing international expo. The new hall has induced more than 170 news bookings through 2030 and was recognized at the 2020 Build Georgia Awards for construction excellence.



ORANGE DECK

Scheduled for completion in December 2020, the new, six-level Orange Deck will create an additional 544 parking spaces, 12 electric vehicle charging stations, and 12 truck berths for use by visitors and exhibitors. Holding true to GWCCA's commitment to a connected campus, the deck will feature entry/exit points at Andrew Young International Blvd., The Home Depot Backyard, and Mangum Street.



SIGNIA BY HILTON

Although unstable bond markets fueled by the pandemic derailed the spring 2020 groundbreaking of Signia by Hilton, the Authority's new headquarter hotel, work on several milestones, including plan of finance, legal, design, and construction were solidified. With continued support from its Board of Governors, the hotel is poised to break ground in late 2020 and projected to open in late 2023/early 2024 and will be the first newly-constructed Signia by Hilton in the world.



ANDREW YOUNG INTERNATIONAL BLVD. **PEDESTRIAN MALL & TRANSPORTATION DEPOT**




A compelling guest experience extends to all parts of GWCCA's campus, including outdoor spaces. The Authority's vision for a reimagined "front porch" that offers meeting planners another unique event space and attendees and visitors a place to connect continued to evolve during fiscal year 2020 with design and construction teams identified and project milestones mapped out. Work on the Authority's pedestrian mall is scheduled to begin in early 2021 and be complete by the end of the year.

Just as important to the guest experience is the arrival process. GWCCA's new transportation depot, located between International Plaza and State Farm Drive, creates a designated pick-up and drop-off area for all buses and taxi/rideshare vehicles and will improve traffic conditions by minimizing congestion and improving trip times. Programming and schematic design milestones were achieved during the fiscal year; plans call for project completion in early 2022.





GWCCA TEAM SUMMIT

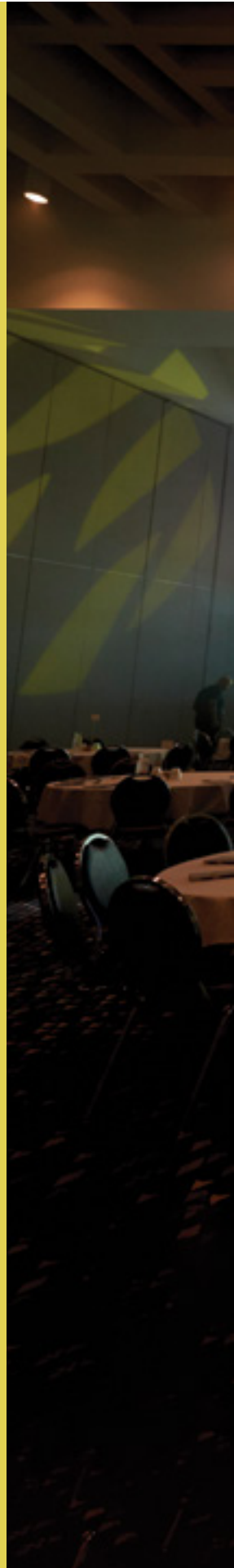


Over the past two years Team Summit, GWCCA's one-day leadership conference exclusively planned for team members, has called upon team members to recognize internal barriers to success (See It) and commit to personal and organizational objectives such as creating compelling guest experiences, operating in a first-class manner, and being professional, intentional, and thoughtful (Own It).

Taking inspiration once again from *The Oz Principle* by Roger Connors, Tom Smith, and Craig Hickman, the 2019 event continued the conversation with a deeper dive into personal accountability – the choice to rise above one's circumstances and demonstrate the ownership necessary to achieve desired results. Attendees were posed with the question: How do we SOLVE IT?

Bookended by an inspiring event opening featuring a drumline, Family Feud-inspired games, and a live sketch artist capturing the day's key messages, speakers Jeff Henderson, Trent Shelton, and Don Haley shared their personal stories and led discussions on accountability at the organizational, departmental, and personal levels.

Attendees learned that creating a culture of empowerment starts at the top with leaders committed to inclusivity, feedback from all directions, and transparency. Team members also learned the importance of personal accountability and how understanding individual roles within an organization are key to its success. Speakers zeroed in on how an individual's ability to anticipate and recognize problems, identify what else can be done, creatively remove obstacles, and stay in the moment can lead to a fine-tuned organization and deliver a compelling guest experience.





SAVANNAH CONVENTION CENTER

Expansion of Savannah Convention Center (SCC) progressed during fiscal year 2020 thanks to the Georgia General Assembly's approval of \$70 million in bonds to begin construction on the project, which will double the exhibit hall space available for events – a key factor in bringing new events to the city.

Scheduled to break ground in fall of 2020, additional features of the SCC expansion include a 60-foot-wide hangar door, a 40,000-square-foot ballroom, 15 new meeting rooms, and a 900-space parking deck to accommodate conference attendees and visitors. With Gov. Kemp's support and under the leadership of Savannah-Georgia Convention Center Authority, the expansion will serve to reinforce Georgia's position as a top destination for meetings and events.

Highlights from the shortened fiscal year include:

104 
events hosted

128,449 
event attendees welcomed

Approximately **75,000** 
room nights generated

\$90.7 M 
in economic impact to Georgia





CHAMPIONSHIP CAMPUS ECONOMIC IMPACT

Despite COVID-19 washing out the fourth quarter of fiscal year 2020, GWCCA's championship campus proved to be an important component of Georgia's economic infrastructure. Using data gathered by multiple sources, economic impact was measured based on incremental spending by out-of-state visitors, event organizers, and exhibitors. These "new dollars" are infused into the local economy as a direct result of events hosted on the Authority's downtown campus. We invite you to review the results of this analysis below.

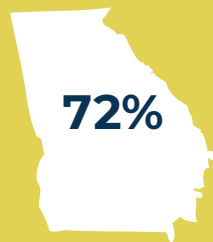
3,259,182

GWCCA's championship campus continued to drive tourism for Georgia by welcoming more than 3 million visitors attending everything from trade shows and conferences to participation sports, spectator events, and consumer shows.

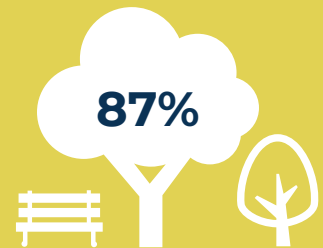
Did You Know?



More than half (53%) of guests to Georgia World Congress Center came from out of state



Nearly three-quarters (72%) of guests to Mercedes-Benz Stadium call Georgia home



Visitors to Centennial Olympic Park were almost exclusively (87%) from in state



\$1,343,920,732

The economic impact generated by GWCCA on Georgia's economy once again surpassed the \$1 billion mark thanks to direct spending by out-of-state visitors.



13,785 / \$441,509,702

Jobs supported and additional labor income generated by Georgia World Congress Center, Mercedes-Benz Stadium, and Centennial Olympic Park continued to positively influence Georgia's labor market.



\$80,309,796 / \$54,181,811

Economic activity on GWCCA's campus generated additional funds for state and local governments with \$80.3 million in tax and fee revenues going to the state of Georgia and \$54.2 million going to local governments, including \$16.2 million in hotel/motel taxes.

**CHAMPIONSHIP
CAMPUS EVENTS**

ATTENDANCE

Conferences	79,031
Consumer Shows	484,113
General Meetings/Other	93,127
Graduations	11,000
Participation Sports	165,957
Spectator Events	2,262,484
Trade Shows	163,470
Grand Total	3,259,182

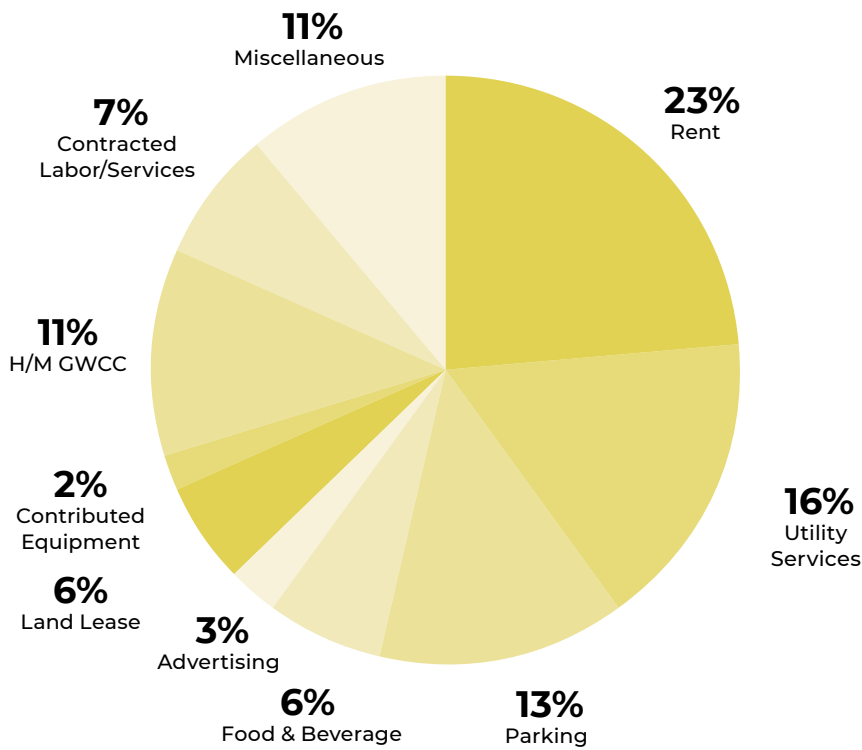
**GWCCA CAMPUS
TAX REVENUES**

State Sales Tax	\$35,370,977
State Personal Income Tax	\$16,377,455
State Hotel/Motel Fee	\$6,453,664
Other Taxes/State	\$22,107,700
Local Hotel/Motel Fee	16,223,569
Local Sales Tax	\$37,958,242
Grand Total	\$134,491,607

GWCCA REVENUE & EXPENSES

For fiscal year 2020, GWCCA generated operating revenue totaling more than \$47 million with primary sources coming from space rental, utility services, food and beverage, and parking. Operating expenses came in slightly higher at approximately \$51 million, thus creating a deficit for the first time in a decade. It is important to note that, prior to COVID-19, GWCCA was on track to achieve a positive net income of \$3.5 million.

Operating Revenue



OPERATING REVENUE

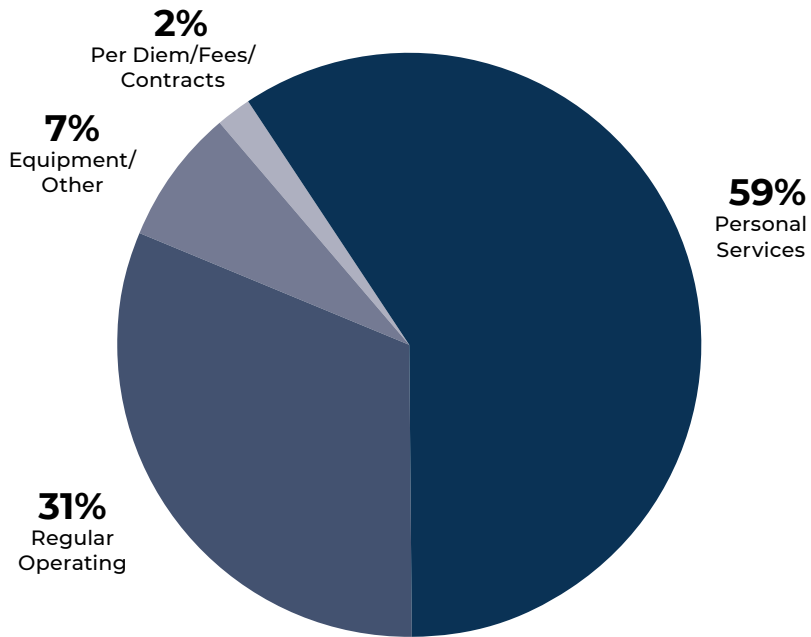
Rent	10,971,029
Utility Services	7,595,871
Parking	6,265,428
Food & Beverage	3,327,406
Advertising	1,803,169
Land Lease	2,627,010
Contributed Equipment	844,200
H/M GWCC	5,291,450
Contracted Labor/Services	3,331,296
Miscellaneous	5,029,922

Operating Revenue **47,086,781**

NON-OPERATING REVENUE

H/M Tax - ACVB	20,168,158
Miscellaneous	860,729
Subtotal	21,028,887

Operating Expenses



OPERATING EXPENSES

Personal Services	30,541,783
Regular Operating	15,932,580
Equipment/Other	3,743,280
Per Diem/Fees/Contracts	925,558
Operating Expenses	51,143,201
Net Operating Loss	(4,056,420)

NON-OPERATING EXPENSES

ACVB H/M Tax	20,168,158
Construction/Renovation Projects	2,566,579
Subtotal	22,734,737

GEORGIA'S ECONOMIC ENGINE

Despite the anomaly that was fiscal year 2020, the state of Georgia realized nearly \$41 million in direct profit stemming from events and activities on GWCCA's championship campus. Since 2008, the Authority has boosted Georgia's bottom line by more than \$721 million. Direct profit is calculated by adding GWCCA's operating profit/loss and state profit.

ATLANTA CAMPUS FINANCIALS

Date	Operating Revenue	—	Operating Expense	=	Operating Profit/(Loss)
2008	80,115,757		84,613,865		(4,498,108)
2009	71,060,589		77,079,259		(6,018,670)
2010	68,707,527		69,818,566		(1,111,039)
2011	78,280,863		73,931,987		4,348,876
2012	76,410,365		73,661,411		2,748,954
2013	89,504,084		83,551,929		5,952,155
2014	89,459,952		86,857,029		2,602,923
2015	96,645,804		89,540,897		7,104,907
2016	104,526,078		95,640,972		8,885,106
2017	108,371,541		102,092,148		6,279,393
2018	59,024,482		52,880,256		6,144,226
2019	69,582,696		60,730,953		8,851,743
2020	47,086,781		51,143,201		(4,056,420)

STATE OF GEORGIA

State Tax Revenue	—	Debt Service	=	State Profit	Direct Profit to Georgia
122,866,019		37,621,219		85,244,800	80,746,692
97,415,555		35,022,336		62,393,219	56,374,549
87,901,235		36,921,791		50,979,444	49,868,405
76,219,994		36,691,726		39,528,268	43,877,144
57,187,264		30,686,513		26,500,751	29,249,705
59,096,921		30,864,376		28,232,545	34,184,700
72,762,330		32,180,471		40,581,859	43,184,782
71,872,730		32,898,503		38,974,227	46,079,134
87,097,971		30,969,143		56,128,828	65,013,934
104,273,146		31,566,447		72,706,699	78,986,092
98,772,115		34,397,803		64,374,312	70,518,538
109,437,916		35,567,114		73,870,802	82,722,545
80,309,796		35,278,562		45,031,234	40,974,814

*Net Operating Profit ties to audited financial statements, excluding OPEB (Other Post-Employment Benefits), pensions, and depreciation. Figures prior to 2018 include Georgia Dome.

**2019 State Tax Revenue, Debt Service, and Direct Profit figures updated from FY19 annual report.

GWCCA SERVICE AWARDS

Celebrating Dedicated Service

Each year the Authority recognizes its longest-serving team members through its Service Award program. These team members embody GWCCA's brand service promise and vision to be the No. 1 convention, sports, and entertainment destination in the world. Congratulations!

5 YEARS

Janet Arsenault
Luan Baker
Robert Cobb, Jr.
Robbie Crowe
Charles Davis
Liovanni Downer
Octavia Everett
Keith Harden
Carla Jenkins
Lacretia Desean Leigh
Ryan A. Panozzo
James Robertson
Alissa Ross
John Taylor
Charles Ware
Robert Wright
Rayshawn Young

10 YEARS

Darryl Bogues
Christopher James
Derrick Marcus
Roxanne McFarlane
Beverly Owens
Frank Poe
RuchiraSaha Sardar
John Scott
William Shamblee
Norris Strickland
Dorkist Williams

15 YEARS

Brenda Clark
Lawanda Cody
Miskey Dennis
Melvin Farmer
Janice Gendraw
Kenneth Holmes
Brian Howell
Earnest Mills
Kalpeshkumar Patel
Joseph Sturdivant
Harriet Thomas
Debra Watson

20 YEARS

Don-Juan Flowers
Jason Rutledge

25 YEARS

Annie Pines
Roosevelt Simmons
Juan Smith

30 YEARS

Barry Boatfield
Andailai Clemon

35 YEARS

Gary Bowen

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MISSION

The State of Georgia established the Georgia World Congress Center Authority to develop and operate the Georgia World Congress Center, Centennial Olympic Park, and related facilities. These facilities exist for the primary purpose of promoting and facilitating events and activities that generate economic benefits to the citizens of the state of Georgia and the city of Atlanta as well as enhance the quality of life for every Georgian.

VISION

To be recognized as the No. 1 convention, sports, and entertainment destination in the world.

VALUES



Be One

We achieve together. We focus on the big picture and think in terms of what’s good for the campus as a whole.



Be Honest

We hold ourselves and each other accountable to high ethical standards. As state employees entrusted with public money and assets, we earn our reputation daily as both trustworthy and transparent.



Be Stewards

We are focused on safety and committed to serving our customers, community, environment, and each other. We demonstrate an unwavering commitment to quality and efficiency.



Be Dynamic

We seize the ever-changing, intense, and exhilarating environment in which we live and work. We recognize that our leadership position in the industry and across the state of Georgia is a privilege and requires us to continuously evaluate everything we do.

CREDITS

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Digital copies of this report and prior GWCCA annual reports are available for download at www.gwcca.org.



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JOIN THE CONVERSATION



Georgia World
Congress Center
Authority

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