



SHINING BRIGHT

GWCCA
2022
ANNUAL
REPORT

Georgia is proud to be the No. 1 state for business. Continued legislative and executive support of huge economic drivers like GWCCA is essential to maintaining and building on this success. Today we have world-class facilities for conventions and business that few states can match contributing to economic growth and prosperity. As Georgia celebrates another record year for economic development in FY22, we recognize the important role GWCCA has played in attracting and supporting jobs and investments, from conventions and trade shows to fan fests and sporting events. In the coming years, I look forward to building on this success as our state welcomes thousands more for premier events such as the College Football Playoff National Championship and FIFA World Cup.



Governor
Brian P. Kemp

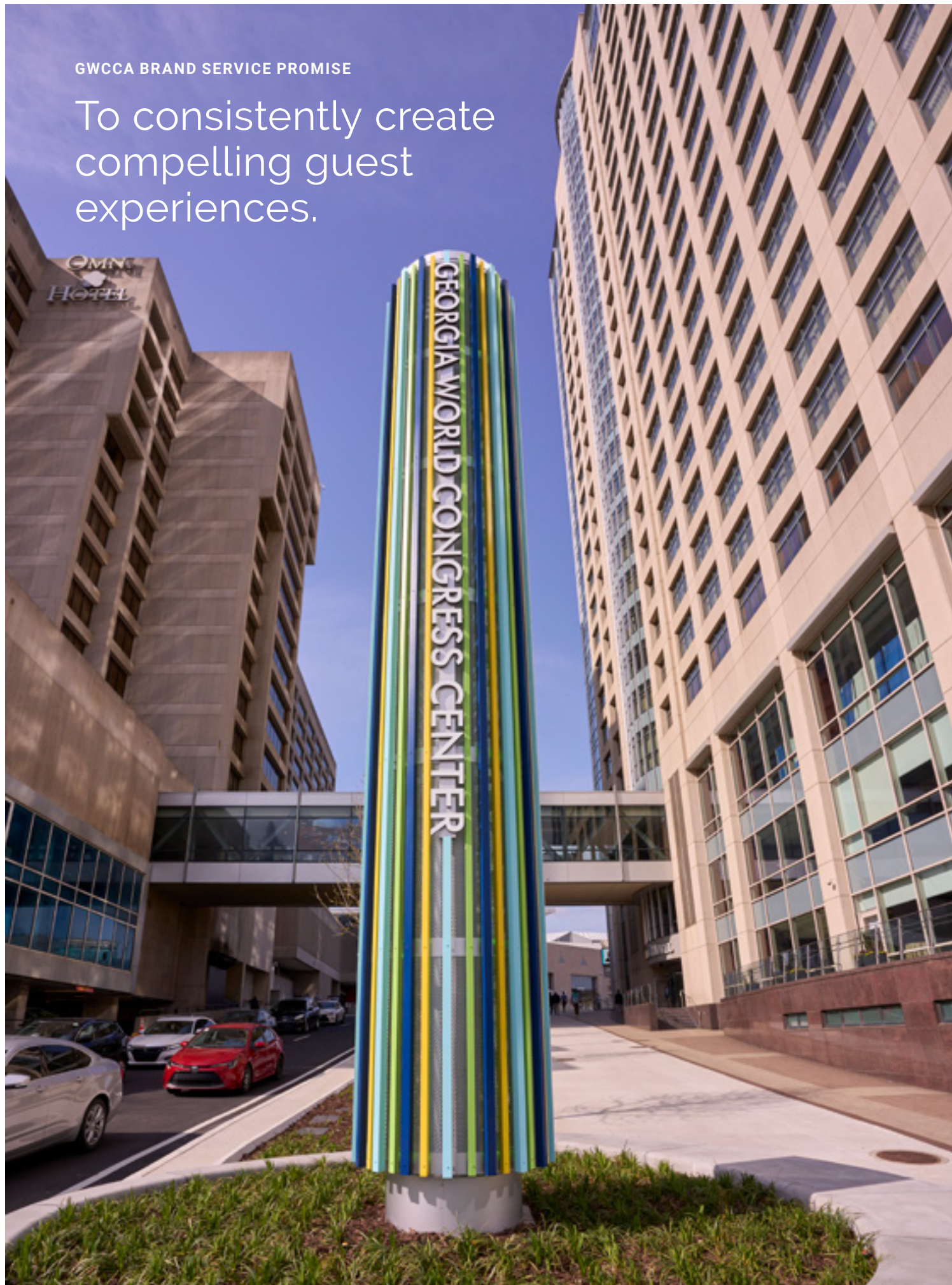
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2022

GWCCA BRAND SERVICE PROMISE

To consistently create
compelling guest
experiences.



Message from Leadership

From the onset of Georgia World Congress Center Authority's (GWCCA) existence, our mission has been to develop and operate facilities that enable us to host events and activities that generate economic benefits to the citizens of Georgia and the city of Atlanta as well as enhance the quality of life of every Georgian. Based on our performance this fiscal year (July 1, 2021 – June 30, 2022) we can proudly say that we are indeed living our mission.

Just one short year ago, the Authority was squarely focused on surviving the pandemic. A laser focus on identifying and applying various expense mitigation efforts resulted in a \$7 million loss versus an original budgeted loss of \$10 million. Oh, what a difference a year makes! This fiscal year, thanks to robust event activity in the second and fourth quarters, revenue exceeded budget by \$11.7 million (or 29 percent) resulting in GWCCA recording its highest net profitability in its 46-year history.

Speaking of event activity, live events are back. This fiscal year saw the return of the Atlanta Convention & Visitors Bureau's annual meeting and Atlanta Mayor Andre Dickens' 2022 State of the City Address. MODEX blew away all its records with a completely sold-out show and over 18,000 attendees. International Sign Association planned for 7,000 attendees and ended up welcoming more than 12,000. IPPE shared they experienced one of their strongest shows in years with a slight increase in attendance over what they had projected. After a two-year hiatus, Sweetwater 420 Fest was back in Centennial Olympic Park and music fans could not have been happier.

Development on GWCCA's championship campus made great strides this fiscal year with the completion and opening of the new Andrew Young International Mall and Terminal in late March. It's getting rave reviews from customers and attendees. Progress on the new Signia by Hilton Atlanta continued to take shape while work on the all-important Buildings A and B roof replacement project began in earnest. We closed the year with the completion of Centennial Olympic Park's fencing project – just in time for Look Up Atlanta (more about that in next year's report).

The Authority's culture continues to evolve and thrive in the post-pandemic landscape. New organization values were presented by GWCCA's JEDI Council and approved by leadership; they are to be implemented in fiscal year 2023. The Council also is moving the needle on team member engagement through a variety of activities, many of which are featured in this report.

We invite you to continue reading to learn more about how GWCCA and its team members are shining bright.



Frank Poe
Executive Director



Joe Bocherer
Chief Commercial Officer



Kevin Duvall
Chief Operating Officer



Jen LeMaster
Chief Administrative Officer

GWCCA SUPPORT SHINES BRIGHT

During the fiscal year, more than \$586 million in capital investments were either underway or in the planning stages around the Authority's 222-acre campus. To some, a number that big might seem daunting and unnecessary, but as one of the top economic drivers of the state's economy it is critical for GWCCA's championship campus to remain a one-stop-shop option for the nation's top sporting and entertainment events as well as premiere meetings, conventions, and conferences.

To understand GWCCA's importance, Michelle Hiskey, former journalist for *The Atlanta Journal-Constitution*, sat down with members of the Authority's Overview Committee and some senior members of the Georgia legislature to learn why it's so critically important to support development on GWCCA's championship campus. Following is an abbreviated excerpt from her conversations.



Up To Speed

The success of GWCC hinges on retelling its story strategically every two years to new lawmakers, so they know what is at stake, what has happened historically, and why it's important to all of Georgia. Without that story, they may not get up to speed.

When the newly elected state lawmakers gather for the 2023 General Assembly, they will join mentors like State Rep. Larry J. "Butch" Parrish (R-Swainsboro) and other veterans who will impart the importance of legislative support for Georgia World Congress Center Authority. For Parrish, a very early mentor was George L. Smith II (1912-1973), for whom Georgia World Congress Center was officially named. Smith was a state representative for 29 years and speaker of the house for 11 years.

Parrish and other experienced lawmakers on the GWCCA Overview Committee want rookie legislators to understand the long, unbroken decades of state support for GWCCA as a huge economic engine for Georgia that requires vigilant support. This advocacy is shared by David Ralston, the second-longest serving Speaker of the House in Georgia history and one of the most powerful voices in state government.

"From Blue Ridge to Bainbridge, Georgia's economic success is built on extraordinary resources and Georgia World Congress Center is a prime example," Ralston said. "Because of its immense hosting capabilities, we can promote our state and its competitive advantages to businesses globally."



Building Knowledge and Support

Veteran lawmakers sometimes date their support of the Authority to GWCC's square footage at the time. For Parrish, that was when GWCC "only" had 750,000 square feet, before the 1996 Summer Olympics in Atlanta.

Calvin Smyre's support stretches back even further. The Dean of the Georgia House of Representatives, Smyre (D-Columbus) took on the GWCCA political mantle four years after it was created. He was elected in 1975.

"I knew it would become important ... to make Georgia a destination state. I learned early on about the World Congress Center as a valuable tool for Georgia, and now some 50 years later, it is still thriving."

A key mentor for Smyre was then-speaker Tom Murphy.

"Talking about his vision he mentioned the Georgia World Congress Center, so I knew that his affection was very, very strong in that regard," Smyre said. "That led to my support."

As floor leader for Gov. Joe Frank Harris, Smyre carried the legislation that created the Georgia Dome, predecessor to Mercedes-Benz Stadium.

Each major expansion of the Congress Center meant a legislative push for funding, and that string of success is significant to Smyre.

"Every time, we had to explain the value, but at the same time, the funding legislation was adopted because the General Assembly understood the value," Smyre said.

“Now being one of the largest convention centers in the country, that’s a remarkable feat. We’ve kept pace. We’ve been able to tell the story of why GWCC matters, and we must continue to tell the story. Georgia can’t rest on its laurels.”

Sen. Brandon Beach (R-Alpharetta) was elected in 2013. As former president and CEO of the Greater North Fulton Chamber of Commerce, Beach was fluent in economic development, so communicating the importance of GWCC came naturally to him.

“The number one thing that amazed me the most then was how large the campus was, and second, that they had their own police force,” he said. “When we have a sporting event, or major convention, executives get to see our city, culture, and workforce. They see how beautiful Atlanta is ... how accessible everything is. When people come from all over the world for the 2026 FIFA World Cup, they’ll see what a great state we have, and we’ll have a spike in companies relocating here. We can showcase our city because of the World Congress Center, Centennial Olympic Park, and all the things we have there.”



Responding to Pushback

GWCC depends on lawmakers communicating across a state that is bigger than any other west of the Mississippi River. In rural areas represented by new legislators, GWCC’s value isn’t always apparent.

“If somebody gives you some pushback, they just don’t understand,” Parrish said. “If you can take a moment and explain the economic impact and jobs it creates, I think that helps ... our ports are not in everybody’s district, yet they have statewide impact like the Congress Center.”

“The golden goose is right here,” Beach added. “The World Congress Center is part of where a football team is going to get a college football championship or Super Bowl rings. That economic impact of hundreds of millions of dollars helps people in Ocilla, too, because the better we do, the better they do.”

“With some of my constituents and members of the General Assembly, it’s a tough sell, and I can understand the attitudes and sentiment,” Smyre said. “My philosophy has always been Atlanta is the engine that runs Georgia’s economic train. And when Atlanta does well, we all do well.”



Return on Investment

Elected by voters in middle Georgia, Sen. Larry Walker III (R-Perry) had only visited GWCC for the Southeastern Poultry Show, which eventually grew into the International Production and Processing Expo, the world’s largest annual poultry, feed, and meat technology exposition.

As the Senate Floor Leader for Gov. Nathan Deal, Walker helped pave approval for bond requests that benefited GWCC. When appointed to the GWCCA Overview Committee, Walker had to get up to speed on the GWCC value proposition to his constituents and all Georgians.

“I listened more than I talked, to more experienced legislators who were subject matter experts,” he said. “I hope new legislators will trust them as guides, too.”

These days, Walker is still absorbing knowledge and strategy related to GWCC. Staying up to speed is a dynamic responsibility.

“Certainly, the World Congress Center’s [funding request] numbers are kind of eyebrow-raising because of the scope and scale of its projects there,” Larry Walker III said. “We’ve been conservative with revenue protection projections, and we’ve got a proven track record of success. We support it because it stands on its own; it pays for itself. The positive track record is what legislators accept, and most understand the value proposition.”

Historically, Walker points out, “the business community and political leadership in Georgia have always somehow been able to come together for the good of the whole with big visionary projects ...and I don’t think there’s a better example than GWCC. I don’t want us to lose that.”

“This year, there’s going to be a big turnover, so there could very well be a lot of people who have no knowledge of the Georgia World Congress Center,” Parrish noted. “It’s a good return on investment for state dollars, and I think it’s an easy sell if you get them to listen. The GWCC is a great story to tell.”



Andrew Young International Mall and Terminal

On March 29, the Authority's vision of extending Centennial Olympic Park's aesthetic west through campus to the world-class offerings on its championship campus were realized as leaders from the Atlanta hospitality community, key project partners, team members, and customers joined members of GWCCA's board of governors, executive team, and overview committee for a ribbon cutting ceremony officially marking the opening of the new area. In a full-circle moment, MODEX, the last major show on campus before the pandemic, was the first to use the transformative space. The feedback from customers has been nothing short of spectacular. The mall has provided customers with a unique space for events and attendees have utilized as a gathering place for meetings and lunch. Likewise, the terminal has created a smoother, safer arrival experience for attendees while reducing transportation logistics headaches for customers.

GWCC Roofing Project

Like a home, GWCC's roof provides structural support that keeps the entire facility together; without a roof, many things like lighting, electrical wiring, and interior design couldn't happen. Based on commissioned reports and facility assessments, GWCC has several sections of roof that have surpassed the expected 20-25-year life span – many sections even date back to 1976. Keeping its brand service promise of creating compelling guest experiences in mind, the Authority embarked on a multiphase roof replacement project during the fiscal year with priority on sections of roof on Buildings A and B. More than 2.2 million square feet of roofing will be replaced as part of this capital investment project funded by the Georgia General Assembly. Legislative support is critical to GWCCA's success as a top-tier live event destination and a key element in its ability to drive economic impact for the state.



Signia by Hilton Atlanta

During the fiscal year, great strides were made on GWCCA's new convention center hotel. Construction and foundation logistics like bringing in tower cranes, concrete pouring, and laying the groundwork for utilities, plumbing, and electrical, paved the way for work on the amenity spaces, lobby, terrace lounge, event lawn, and grand ballroom. In parallel, the hotel's design narrative began to take shape as the Authority and its architectural services partner Gensler firmed up design drivers that will ultimately translate into a celebration of Atlanta's rich culture and history.

Great strides were made on the Equal Business Opportunity (EBO) Plan, which is the Authority's commitment to achieving a minimum goal of 31 percent participation by minority and women business enterprises (M/WBEs). As of the close of the fiscal year, GWCCA's EBO Plan was at 27.43 percent. Likewise, 95 percent of guaranteed maximum price (GMP) contracts were paid to Georgia contractors with headquarters or offices within the state.

Things also began to take shape on the hotel management front with the hiring of hotel industry veterans Teri Agosta as general manager and Kyle Stevens as director of sales. Advertising, experiential events, and targeted communication regarding the soon-to-open hotel ramped up during the fiscal year, creating buzz throughout the industry. Combined efforts of Hilton's and GWCCA's sales teams resulted in more than \$29 million in contracted group/convention rooms revenue on 112,432 total room nights booked for the 2024-2028 timeframe.



Premium wellness experiences, an unmatched lobby culture, state-of-the-art event spaces, and culinary destinations are designed to attract and wow residents and visitors alike.



YEAR IN

FY22 (JULY 1, 2021 - JUNE 30, 2022) EVENTS, MILESTONES, AND HIGHLIGHTS

Centennial Olympic Park marks 25th anniversary

GWCC welcomes **OPTAvia Convention 2021**; the first of a six-year agreement

July

August

GWCCA's championship campus serves as host to IAVM's annual conference **VenueConnect**, a gathering of industry leaders and professionals from a spectrum of public assembly venues

American Chemical Society Fall 2021 features thousands of presentations on new discoveries in science

GWCC celebrates 45th anniversary of first exhibit hall opening to host the Bobbin Show/ American Apparel Manufacturers Association

GWCC welcomes **GlassBuild America**, the largest trade and networking event for the entire glass, window, and door industry in the Western Hemisphere

September

October

The Authority partners with Atlanta Convention & Visitors Bureau to staff visitor center as Centennial Olympic Park fully reopens to the public

ONE Musicfest rocks Centennial Olympic Park with H.E.R., the Isley Brothers, Kirk Franklin, Big Boi, and Lil Wayne among the performers

GWCCA dedicates a new feature in Centennial Olympic Park commemorating Richard Jewell and the law enforcement community for protecting the public on July 27, 1996

GWCC welcomes the **Delta Sigma Theta Sorority, Inc. 55th National Convention**

November

December

American Society of Hematology holds 63rd Annual Meeting & Conference



REVIEW

IPPE reports a highly productive show featuring more than 1,100 exhibitors occupying more than 500,000 square feet of exhibit space; attendance nears 22,000

The future of food, fiber, and renewable fuels are front and center at the **2022 American Farm Bureau Convention**

Thousands of independent beauty consultants converge on GWCC for **Mary Kay Leadership 2022**

January

February

GWCC welcomes more than 150 Worlds-level teams from around the U. S. who are competing for the coveted **CHEERSPORT 2022** National Champion title

The last major show before the pandemic, **MODEX** returns to GWCC with a sold-out show floor and more than 18,000 attendees

March

April

Atlanta Mayor Andre Dickens delivers his first State of the City address from GWCC's Georgia Ballroom

GWCC hosts more than 14,000 finalists from 52 chartered associations competing for international honors in **DECA's** Competitive Events Program

International Sign Expo welcomes more than 12,000 attendees; in the fall, attendance was predicted to be 7,000

May

June

Primerica's biennial convention brings 35,000 attendees to GWCCA's championship campus and downtown Atlanta

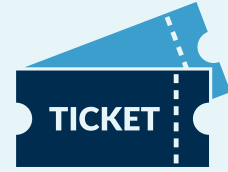
Nearly 5,200 outstanding career and technical education students compete in 108 trade, technical, and leadership career competitions during **SkillsUSA** Championships



37

number of "in the year, for the year" events hosted during last six months of fiscal year generating more than \$1 million in space rental...a total usually reserved for a full fiscal year

170



number of events hosted on GWCCA's championship campus

\$600K



approximate amount saved by completing AYIB Pedestrian Mall and Terminal ahead of schedule; funds to be used for other campus projects



3+

MILLION

guests and visitors welcomed

GWCCA BY THE NUMBERS

Highlights from the fiscal year

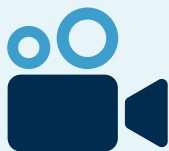


3

LED screens installed at exterior entrance of AB Lobby; each screen is 10 ft x 6.5 ft and projects high-resolution images and videos

203

yards of Elaeagnus donated to Zoo Atlanta to help feed animals



200+

site selection, planning, filming scout, and filming tech visits conducted by GWCCA's Sales team

6.6 MILLION

Approximate miles flown by GWCCA bees to produce latest honey harvest





REIMAGINING AN ATLANTA TRADITION

For more than 20 years, GWCCA has hosted the Southeast’s largest fireworks celebration – a popular, family-friendly event which has become an Atlanta tradition for the thousands who attend – as a way of saying thank you to the community it has supported for decades. When the pandemic forced a two-year hiatus of the event (2020 and 2021), the Authority began to use that down time to reimagine the event into a celebration of all that makes Atlanta a great city – from its sports teams and attractions to the culturally diverse and celebrated food and arts scene. After consultation with many key Park supporters, a new celebration titled Look Up Atlanta started taking shape.

Beginning in February and over the next five months, GWCCA built the foundation for Look Up Atlanta beginning with the logo. Drawing inspiration from his iconic 5-As which adorned Atlanta’s bid book for the 1996 Centennial Olympic Games, graphic designer Brad Copeland delivered another stunning, memorable logo for Look Up Atlanta. From there, the Authority secured partnerships with Atlanta-based Gray Television

and Lucie Content for broadcast and original content strategy; secured the Atlanta Falcons, Atlanta United, Atlanta Hawks, and Atlanta Dream regarding fan experiences; and collaborated with the Atlanta Symphony Orchestra and “America’s Got Talent” finalist and Atlanta native Angelica Hale for entertainment.

In a very short amount of time, the Authority was able to create a new event model that provided the ability to own storytelling, share Park legacy messaging, define community partnerships, and grow revenue for important capital reinvestment projects, such as new fencing around the Park, which was completed just as the fiscal year closed.

The inaugural Look Up Atlanta was held on July 3, 2022, just three days into the new fiscal year.



Scan to learn more about
Look Up Atlanta



SAVANNAH CONVENTION CENTER

Savannah Convention Center's (SCC) expansion project – which will nearly double its size – made great strides during the fiscal year, most notably staying on schedule and on budget. More than 490,000 man-hours resulted in the west concourse steel being topped out, ground assembly of steel trusses, and installation of metal decking, among other things, with the spotlight now turning to the east concourse meeting rooms and parking garage. The \$276 million expansion project is projected to be completed in January 2024. To date, SCC has secured several contracts for future events, including National Beta Club, NIKE Savannah Showdown volleyball tournament, National Rural Water Association, National Agricultural Aviation Association, and Southeast Regional Fruit and Vegetable to utilize the new space.

The Authority has managed SCC since 2014 and has played a strategic role in maximizing the facility's assets, including the current expansion project which will place it in the top 75 convention centers in the country.

Hosting a record number of events, the Center closed the fiscal year with a surplus of more than \$1.2 million – the best in the Center's history. These dollars will be reserved for future capital projects. Additionally, Savannah Georgia Convention Center Authority started work with a developer on a new hotel project adjacent to SCC. The Savannah Convention Center continues to be an economic engine not only for Savannah, but Georgia.



Highlights from the fiscal year:

129

Events hosted

162,000+

Event attendees welcomed

\$212M+

In economic
impact to Georgia

160,000+

Hotel room nights generated

2,600+

Jobs supported in Chatham County

SUSTAINABILITY & CSR

SUSTAINABILITY AND COMMUNITY IMPACT CONTINUE TO

SHINE



GWCCA's mission to enhance the lives of every Georgian continued to shine bright during the fiscal year with a variety of initiatives, including some new partnerships, supporting its pillars of Better Community, Better Environment, and Better Leaders. We invite you to learn more about the Authority's efforts in the highlights and by-the-numbers that follow.

Driving the Authority's focus on the environment was GWCCA's Resource Recovery Program, an initiative that aims to redirect conference and trade show

materials out of landfills and into the hands of organizations that provide items a second shelf life. In total, more than 10,000 items ranging from hand sanitizer, masks, and clothing to sports equipment and concrete materials were diverted from landfills and donated to various nonprofits around metro Atlanta.



Learn more about GWCCA's environmental initiatives

ENVIRONMENTAL IMPACT

203

Yards of trimmings from plants on GWCCA's championship campus that were trucked to Zoo Atlanta (a new partner) where they helped feed animals such as elephants, giraffes, and zebras

66

Points GWCCA earned for successful LEED Gold recertification, solidifying its designation as the largest "green" convention center in the world

"When we talk about improving the quality of life for Georgians, I never thought it would include animals. But they also deserve a good quality of life, and Zoo Atlanta is a city/state tourist attraction. To know that we're contributing to their food cycle at no cost to them or to us, that's a win-win situation."

Janet Sevilla, the first woman and Latina to serve as GWCCA's manager of sustainability and corporate social responsibility (SCSR)



The Authority's team members continued to play an important role in community impact volunteering for several service projects and building upon existing partnerships. In July, team members, alongside other organizations, helped distribute 5,000 backpacks and school supplies, health and safety kits, hand sanitizers, food boxes, cleaning wipes, and lunch boxes benefiting Atlanta Public School students; in total, more than 4,500 families were served. In September, GWCCA and partners Edlen and SP+ Parking, joined with American Red Cross to host the first blood drive on the Authority's campus that was open to the public. More than 228 units of blood were collected, which was expected to save up to 600 lives.

COMMUNITY IMPACT

"Oftentimes in the events industry, people get wrapped up in moving from one event to the next event without taking a step back and saying, 'Well, rather than throwing all this food away why don't we donate it?' There are hungry individuals all around our city who need it, and donating it means we save money on waste disposal. Ultimately, GWCCA's campus can provide a lot for the community beyond just the economic benefits."

Tim Trefzer, GWCCA director of SCSR for more than a decade and who now holds that position at Cox Enterprises

1,774

Number of diaper bags packed and sorted by 15 GWCCA team members for Helping Mamas, a nonprofit baby supply bank

97,251

Pounds of food recovered from shows at GWCC and put into the care of the Authority's community partner Atlanta Community Food Bank; the rescued food equated to more than 80,000 meals for families in metro Atlanta

There are many qualities that go into building better leaders, including consistent communication and trust. Strengthening these qualities with team members was the focus of GWCCA’s JEDI Council during the fiscal year. To go about this, the Council put emphasis on engagement events exposing team members to new places, new foods, and new content, as well as increasing awareness in diverse cultures through dedication of awareness months. Highlights ranged from a movie screening of “Notorious RBG” (Women’s History Month), a visit to the Center for Civil & Human Rights (Black History Month), and Latin American-inspired dishes served in Bridge Point (Hispanic Heritage Month).

LEADERSHIP IMPACT



More than 20 GWCCA team members and partners attended a screening of the Netflix series “Chef’s Table” featuring Mashama Bailey, recipient of the 2022 James Beard Award for Outstanding Chef and executive chef and partner at The Grey in Savannah, GA, as part of Black History Month activities



GWCCA military veterans and first responders were celebrated with online profiles and breakfast as part of Veterans Day and National First Responders Day activities

Better Leaders: JEDI Council Events

AUG ‘21

GWCCA Cultures of Food Celebration

SEPT ‘21

Latino/Hispanic Heritage Month

OCT ‘21

Atlanta Pride

NOV ‘21

Veteran’s Day
National Native American Heritage Month

DEC ‘22

Recognition of Holidays & Traditions

FEB ‘22

Black History Month

MAR ‘22

Women’s History Month

MAY ‘22

Asian American Pacific Island Month

GWCCA'S CULTURE CONTINUES TO SHINE



The satisfaction of team members is equally as important to GWCCA as its overall satisfaction (OSAT) scores from customers. After a two-year hiatus, the Authority brought back its annual employee engagement survey designed to give team members a voice in shaping the culture and work experience at GWCCA.

In 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. At the time, GWCCA's overall team member satisfaction score was 4.1 (out of 5) indicating that the Authority was firing on all cylinders regarding creating a positive organizational culture. It would be easy to understand a dip in satisfaction given the events of the past two years, but results from this year's survey held steady at 4.1 (out of 5), indicating that GWCCA team members continue to believe in the vision of the Authority and the steps it is taking to achieve its goals. A sampling of the drivers of team member satisfaction follows.

"I would recommend GWCCA as a great place to work."

100%

"I have the freedom to make decisions on my own to get the job done."

85% of team members agree or strongly agree

78% of team members believe that colleagues in their work group adapt easily to new ways of doing things

"I believe the people in my work group are committed to creating compelling guest experiences."

88% of team member agree or strongly agree

84% of team members agree or strongly agree they their managers encourage them to share ideas and points of view

92% of team members are strongly committed to helping GWCCA achieve its vision and goals.

GWCCA SERVICE AWARDS, RETIREES, AND CERTIFICATIONS

At the heart of the Authority's success lie the team members who embody GWCCA's brand service promise to consistently create compelling guest experiences. Whether it be through years of service or enhancing personal skills for the benefit of the organization, GWCCA recognizes and thanks each of the following team members for their talent, value, accomplishments, and successes over the course of their careers. Congratulations!

SERVICE AWARD RECIPIENTS

1 Year

Randy Lieberman
Lindsey Wolf

5 Years

Joe Bocherer
Brittany Brown
Rachel Caldwell
Cristina Griffin
Paul Guerrucci
Mark Koening
Ron Miranda
Elisha Moody
Jon Shaw

10 Years

Lee Hinds

15 Years

Jeffrey Cash
Clark Cullen
Jennifer LeMaster
James Taylorson

20 Years

Roni Bell
Christopher Davies

25 Years

Sherrie Spinks

RETIREES

Dale Aiken	<i>Executive Office Project Specialist</i>
Edward Cazenave	<i>Painter</i>
Michael Stephenson	<i>Carpenter</i>
Rodney Morrow	<i>Police Lieutenant</i>
John Manu	<i>Security Officer</i>
Meggie	<i>K9/Public Safety</i>

CERTIFICATIONS

Alisha King	<i>Diversity & Inclusion Certificate, Cornell University</i>
Rachel Caldwell	<i>IAVM Venue Management School Graduate</i>
Harriet Thomas	<i>IAVM Venue Management School Graduate</i>





SHINING BRIGHT WITH OUR CUSTOMERS

A key element of any successful product or business is listening to your customer. This especially holds true in the live events industry. While the Authority has always absorbed the feedback of its customers through pre- and post-event meetings, site visits, industry events, and customer feedback solutions like Feedback Now, GWCCA has added other strategic elements to the mix designed to provide team members with real-time information straight from the customer. The goal: learning what it most important for creating a successful event today and for future visits.

At quarterly GWCCA State of the Authority meetings, customers are invited to share information about the focus of their upcoming event and insights on attendees and what makes a compelling event for them. GWCCA team members have heard from IAVM, Delta Sigma Theta Sorority, Inc., MODEX, and Optavia, just to name a few. The opportunity to hear live from customers has translated into a better understanding of pressure points and being able to anticipate and address needs associated with each event.

In 2018, the Authority formalized a customer advisory board (CAB) to ensure its brand service promise of creating compelling guest experiences continues to be front and center in the decisions being made on campus. Meeting twice yearly and featuring a cross-section of corporate and association leaders representing a variety of industry segments, the Authority's objectives in forming its CAB included providing guidance and

validation on strategic initiatives, sharing of industry insights, and creating champions for its brand as a preferred destination for events.

With the assistance of Mike Greto, owner of brand activation and event design firm The Chatt Hills Company and Kris Hammett, co-founder of Juice Studios, a local destination management company, the Authority has created a series of meetings featuring incredible guest speakers on industry trends and new topics such as "neuroscaping" in experiential environments that not only engage CAB members but provide inspiration for how they design their own meetings. The impact of these CAB meetings can be seen across the Authority's campus in projects including Exhibit Hall BC, which added an additional 100,000 square feet of exhibit space; Andrew Young International Mall and Terminal, which created an engaging pedestrian walkway onto campus as well as a permanent bus and ride share location;

"The entire GWCC team was proactive, helpful, and pleasant to work with. I can't remember the last meeting I worked where I didn't have to call in for trash pickup, a room cleaned, or a room set completely wrong. The team just did an outstanding job."

Jamie S., American Association for Clinical Chemistry



89%

of meeting planners surveyed said they would recommend GWCC to fellow colleagues

and GWCCA's new headquarter hotel Signia by Hilton Atlanta scheduled to open in January 2024. CAB also has advised on new wayfinding for the Authority's campus which is currently in the planning phase.

GWCCA is an industry leader in the customer advisory board experience. From its inception, the CAB was designed to deliver a giveback component to board members. "We didn't want this to be us talking to our members in a boardroom setting, but rather us creating experiential moments in comfortable, relaxed settings where barriers are broken down and conversations become more productive," shared Joe Bocherer, GWCCA's chief commercial officer. "We continually hear that nobody does it better...that the thoughtfulness, execution, givebacks, strategic conversations, and relaxed environments are spot on."

This holistic approach to building relationships with customers continues to pay off in consistent satisfaction scores, including the Authority's net promoter score (NPS) which is held up as the gold standard of customer service metrics and a predictor of business performance and growth.

"GWCC is top notch and doing the best they can in these post pandemic times, which are so challenging. I cannot express how grateful I am to everyone who went so far above and beyond to deliver for us. This was a hard show pulled together in short order. I can't thank you all enough."

Cait G., Society for Science

CHAMPIONSHIP CAMPUS

ECONOMIC IMPACT



During its July 2021 board meeting, the Authority reported a fiscal year loss of \$7.3 million. Fast forward one year and quite a different story had unfolded across GWCCA's championship campus. Events had gained momentum, visitors to campus were close to pre-pandemic numbers, and in-the-year-for-the-year business exploded with 37 events hosted in the last half of the fiscal year which translated into GWCCA's revenue exceeding budget by over \$11.7 million or 29 percent. This resurgence of activity on the Authority's campus also moved the needle on the "new dollars" being infused into the local economy by out-of-state visitors, event organizers, and exhibitors. GWCCA's economic impact highlights follow.

3,003,917

Visitors to GWCCA's championship campus surged as more than 3 million visitors, with more than 1 million being out of state, were welcomed during the fiscal year; attendance spanned a variety of events, including amateur/professional sports, concerts, trade shows, conferences, and consumer shows.

DID YOU KNOW



253

Centennial Olympic Park supported 253 jobs during FY22



1.74M

Events on GWCCA's championship campus generated 1.74 million out-of-state visitor stays



\$198-\$493

The average daily spend by an out-of-state visitor attending an event at GWCC ranged from \$198 to \$493 depending on type of event



1,374,016,295

The economic impact generated by GWCCA on Georgia’s economy once again exceeded \$1 billion as a result of increased events and direct spending by out-of-state visitors.



16,058 / \$473.8M

Jobs supported and additional labor income generated by Georgia World Congress Center, Mercedes-Benz Stadium, and Centennial Olympic Park was up from FY20 numbers and continues to positively influence Georgia’s labor market.



\$82,859,833 / \$60,197,883

The economic upswing on the Authority’s championship campus produced additional funds for state and local governments with nearly \$83 million in tax and fee revenues going to the state of Georgia and \$60 million going to local governments, including \$18.6 million in hotel/motel taxes.

CHAMPIONSHIP CAMPUS EVENTS

ATTENDANCE

Conferences	71,203
Consumer Shows	130,936
General Meetings/Other	62,638
Graduations	11,296
Participation Sports	172,830
Spectator Events	2,332,068
Trade Shows	157,341
Outdoor/Charity/Entertainment	14,789
Concert/Festival	50,816
Grand Total	3,003,917

GWCCA CAMPUS TAX REVENUES

State Sales Tax	\$38,655,702
State Personal Income Tax	\$15,780,374
State Hotel/Motel Fee	\$5,354,634
Other Taxes/State	\$23,069,123
Local Hotel/Motel Fee	\$18,589,729
Local Sales Tax	\$41,608,154
Grand Total	\$143,057,716

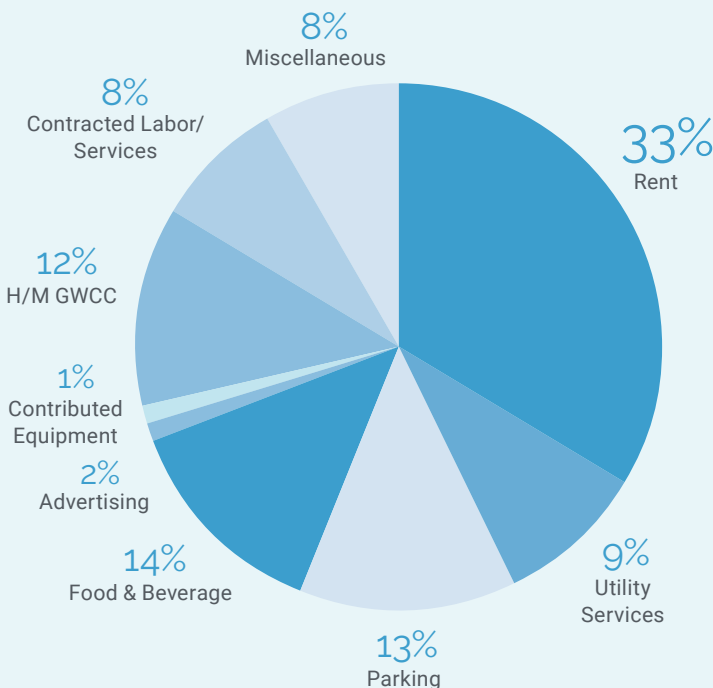
GEORGIA'S ECONOMIC ENGINE

ATLANTA CAMPUS

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)
2021	Did not issue economic impact report due to COVID-19				
2022	53,118,264		41,259,730		11,858,534

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

GWCCA REVENUE & EXPENSES



OPERATING REVENUE

Rent	17,487,795
Utility Services	5,018,609
Parking	6,738,046
Food & Beverage	7,227,560
Advertising	1,160,946
Contributed Equipment	438,730
H/M GWCC	6,538,069
Contracted Labor/Services	4,178,133
Miscellaneous	4,330,376
Operating Revenue	53,118,264

NON-OPERATING REVENUE

H/M Tax - ACVB	24,939,662
Investment Loss	(2,526,213)
Land Lease	2,484,674
Miscellaneous	1,203,829
Subtotal	26,101,952

With spending on the rise, events and activities on GWCCA’s campus contributed more than \$76 million in Direct Profit to the state of Georgia. Over the past 15 years, the Authority has boosted Georgia’s bottom line by nearly \$800 million.

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
82,859,833	18,011,319	64,848,514	76,707,048

*Direct Profit to Georgia is calculated by adding GWCCA’s operating profit/loss and state profit.

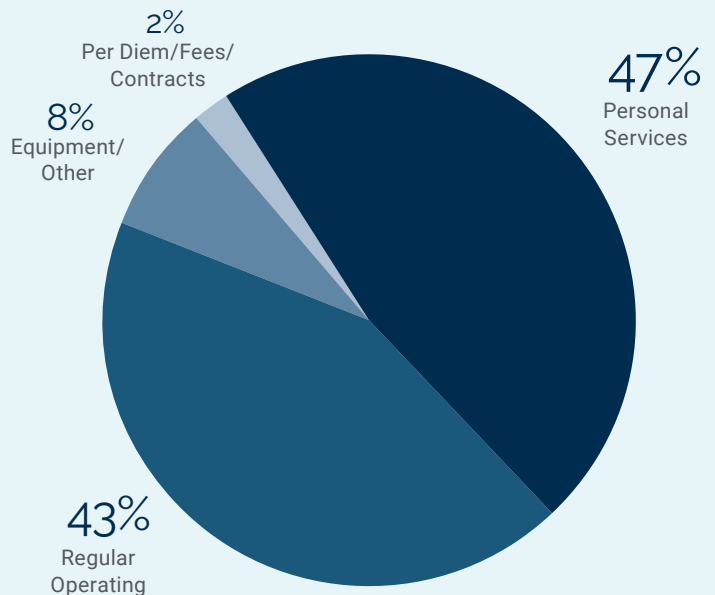
Fiscal year 2022 was certainly a good year for the Authority as more than \$53 million in operating revenue was generated from sources such as space rental, utility services, parking, and food and beverage. Operating expenses came in at approximately \$41 million with the majority falling into the personal services and regular operating buckets.

OPERATING EXPENSES

Personal Services	19,670,397
Regular Operating	17,597,092
Equipment/Other	3,075,683
Per Diem/Fees/Contracts	916,557
Operating Expenses	41,259,730
Net Operating Profit	11,858,534

NON-OPERATING EXPENSES

ACVB H/M Tax	24,939,662
Hotel	21,500,992
Misc.	23,683
Subtotal	46,464,337



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MISSION VISION VALUES

Mission

The State of Georgia established Georgia World Congress Center Authority to develop and operate 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



WE ARE ACCOUNTABLE

We embrace proactive and responsible behaviors that create ownership of outcomes for the individual and the business.



WE ARE AUTHENTIC

We operate with transparency; encourage vulnerability and expression of self and others to foster an inclusive environment for our Customers.



WE ARE ONE

We move with a unified purpose and voice to ensure our Customers experience radical hospitality.

Credits

Georgia World Congress Center Authority's 2022 annual report was written by Holly Richmond and photographed and published by the Authority's Marketing Communications department. Special editorial content courtesy of Michelle Hiskey. Editorial oversight courtesy of Jennifer LeMaster, Chief Administrative Officer. Additional photography and design renderings courtesy of Chris Helton, Gensler, Adam Berta, and GWCCA team members.

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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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Authority

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