



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

JUNE 25, 2019

**Approval of Minutes
May 21, 2019**

FINANCIAL

May Financial Update

Terrence Coleman

Director of Accounting

Financial Snapshot – May 2019

FINANCIAL

**Profit/
Loss**



Georgia World
Congress Center



CENTENNIAL
OLYMPIC PARK

Actual **\$717,721**

Budgeted **\$835,171**

Actual YTD **\$9,524,584**

Budgeted YTD **\$3,051,874**



H/M Tax

Actual

\$6.6M

Budget

\$6.3M

>4.56%

FY18

\$5.9M

>11.19%



Customers

(Estimated)

454,582



**Economic
Impact**

(Estimated)

\$108.4M

Questions?

CUSTOMER

Business Intelligence Update

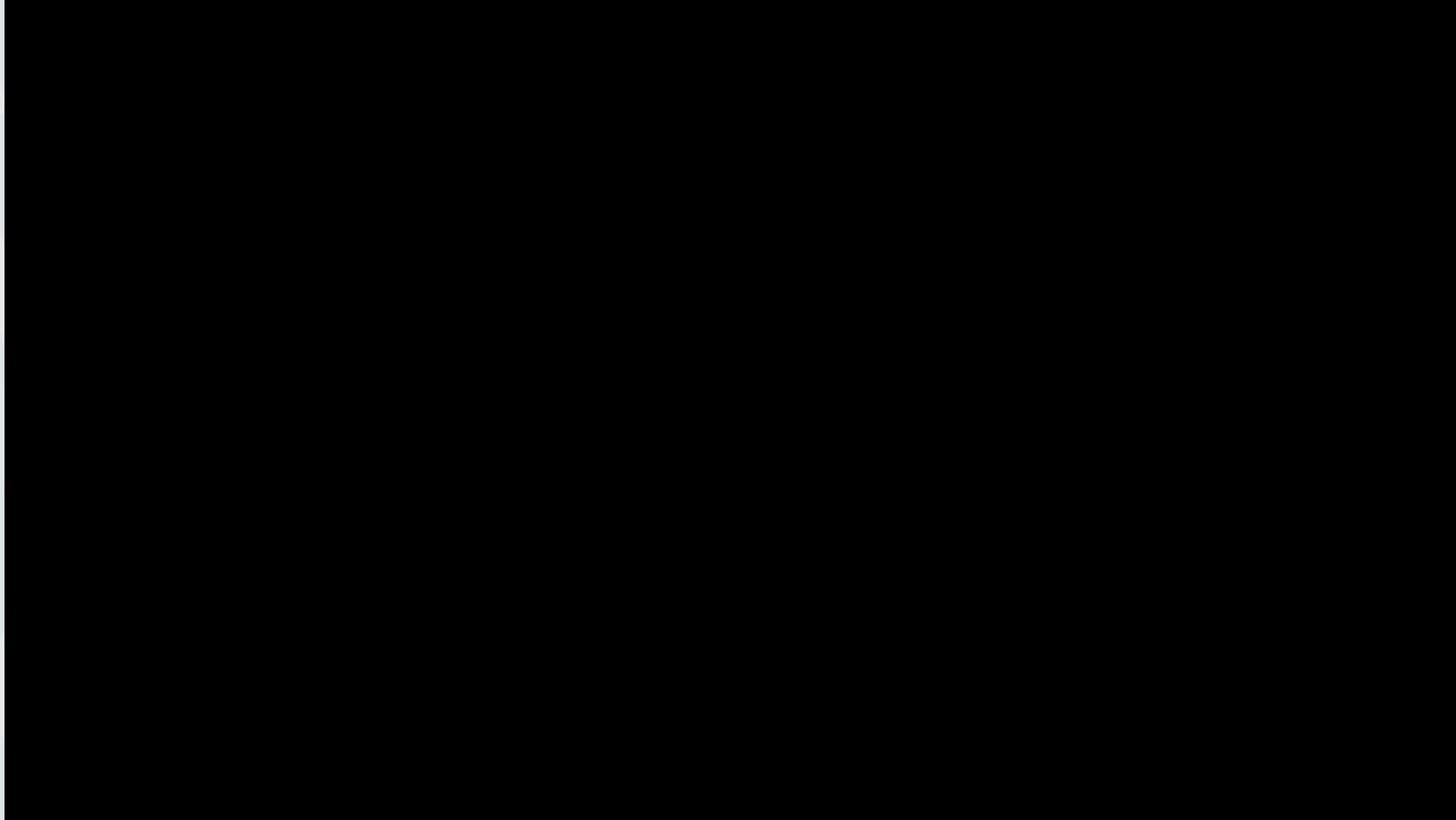
Mark Koeninger

Director of Business

Intelligence & Process Improvement

What is Qualtrics?

CUSTOMER



Customer Experience

CUSTOMER

- Surveys have grown into a program that involves the entire organization; it is integrated into our culture
- Critical mass of 8,000 surveys – proactively present to repeat shows and deliver success plan to client
- New technology: Text Analysis and Statistical/Correlation Analysis
- What is next?: FeedbackNow, Employee Experience

Customer Feedback: How are we doing overall?

CUSTOMER

FY 2018

Overall Satisfaction ⓘ

4.41

No change
Over previous 3 months

Total Responses

2,043

Overall Satisfaction



● 5 ● 4 ● 3 ● 2 ● 1

FY 2019 to date

Overall Satisfaction ⓘ

4.52

▲ 0.04
Over previous 3 months

Total Responses

5,703

Overall Satisfaction



● 5 ● 4 ● 3 ● 2 ● 1

- Overall score has improved from 4.41 in FY 2018 to 4.52 FY 2019 YTD
- Number of total responses has almost tripled from 2,043 in FY 2018 to 5,703 FY 2019 YTD
- 92% of all feedback received has been 5's and 4's (FY 2019 YTD)

'Incremental improvement is unstoppable – apply it every day, make yesterday jealous'

Planner Feedback: How has it changed?

CUSTOMER

Overall Satisfaction ⓘ

4.57

▲ 0.04
Over previous 3 months

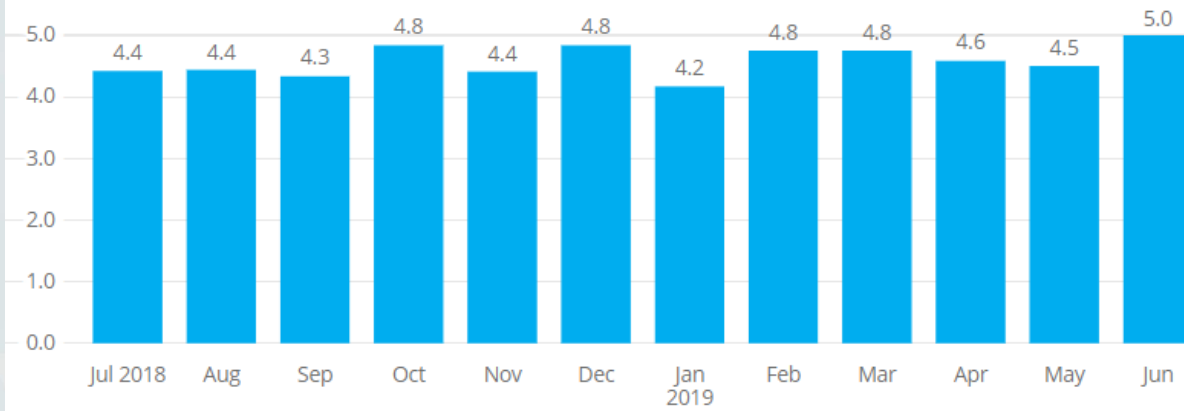
Total Responses

99

Overall Satisfaction



Average Satisfaction



● Planner

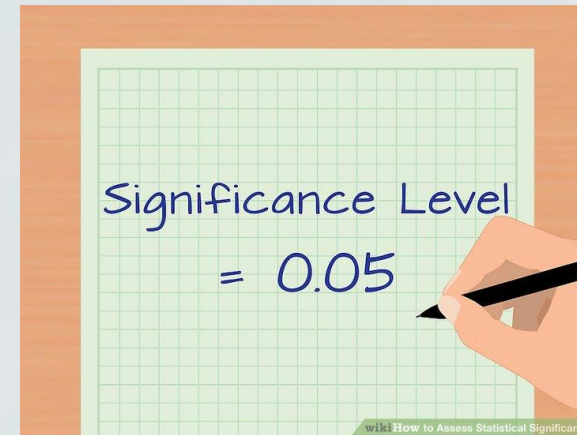
New Tools: Diving deeper into incremental changes to be made

CUSTOMER

Text Analysis



Statistical Significance/ Correlation



Text Analysis: What can it tell us?

CUSTOMER



Food Services Text Analysis: Key topics

CUSTOMER

Field: Restaurants or Concessions Stand C... ▾

Total Responses: 6,691 Total Comments: 58 Viewing 58 comments (100% of all)

Leave the New Text iQ

Search Topics



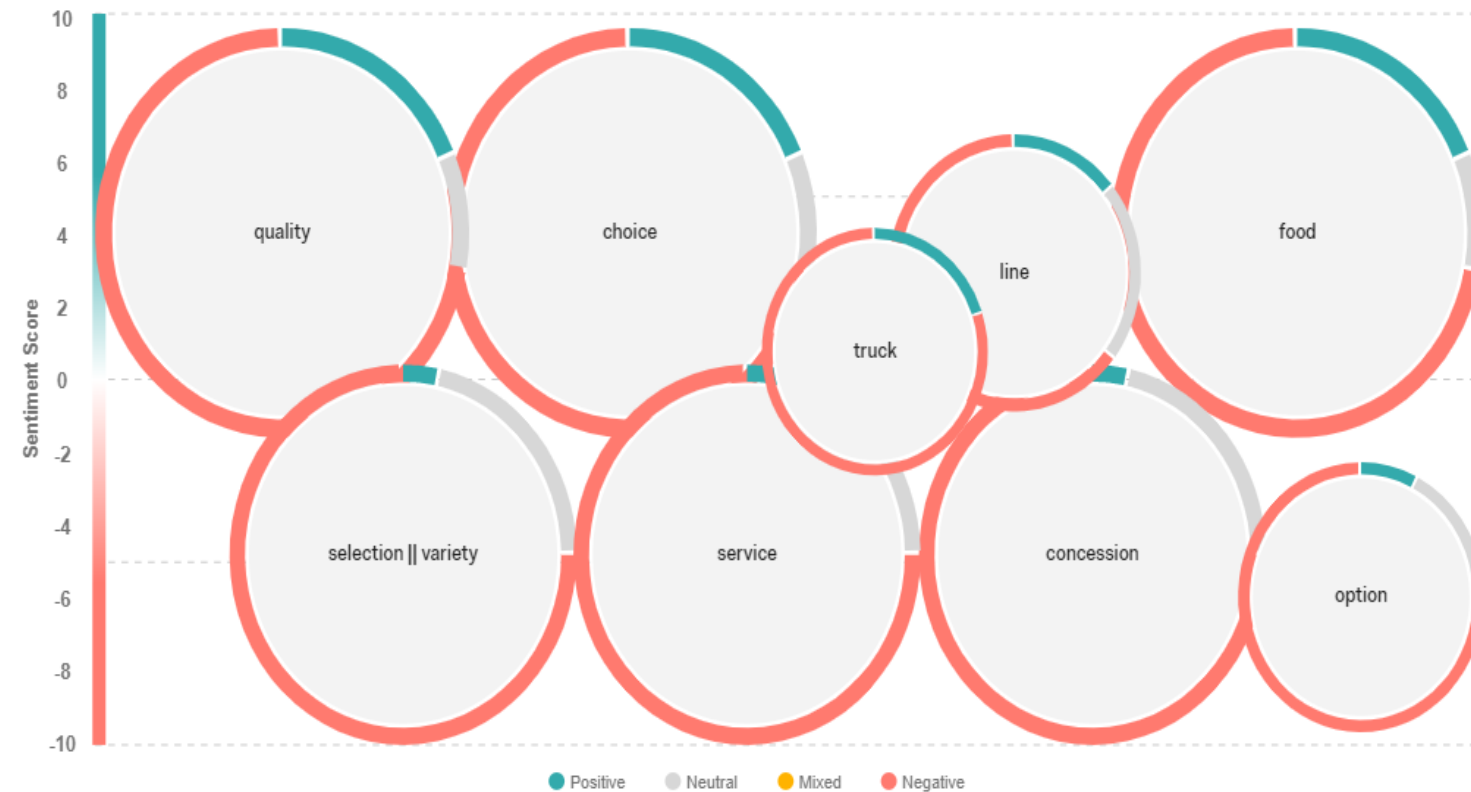
All Comments

- Comments with a Topic
- Comments without a Topic

All Responses

choice	32
food	32
quality	32
concession	28
selection variety	28
service	28
line	14
option	13

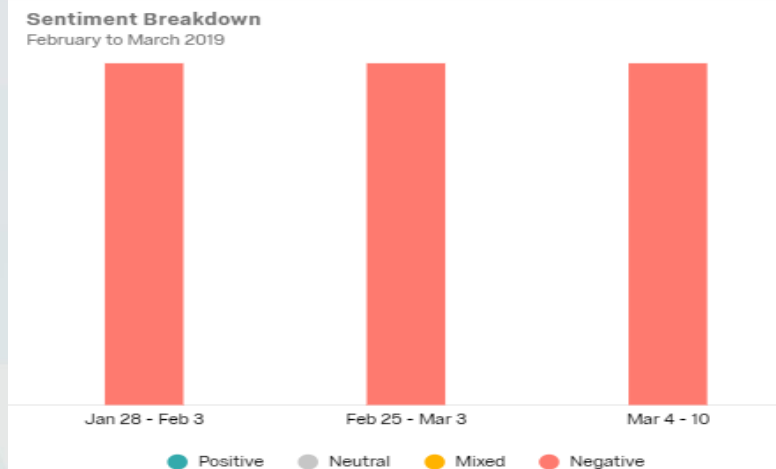
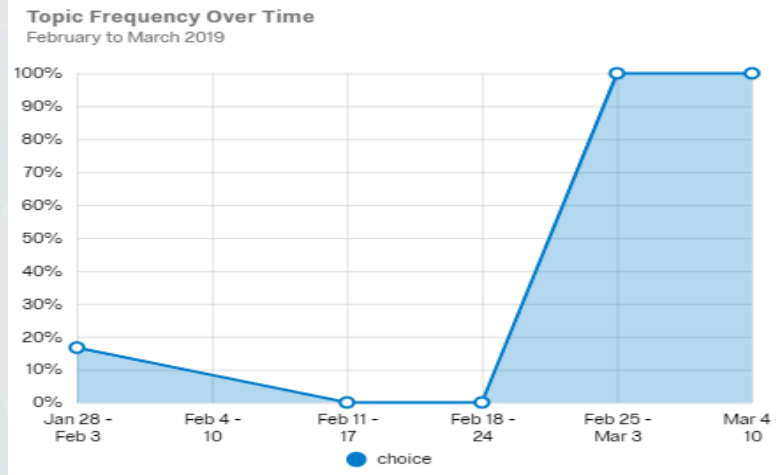
All Topics



Food Services Text Analysis Drill-down

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Choice: Sentiment Breakdown and Comments



- 8** March 6th 2019 13:03 pm
Food was very overpriced chick fil a. Sandwich was small lack of sauces

choice quality line food
- 2** February 28th 2019 14:02 pm
There weren't enough food vendors, line up were huge, and prices were over double what you pay for at a regular restaurant with less than half the variety

quality line concession service
selection || variety truck food choice
- 3** February 2nd 2019 14:02 pm
Typical concessions food, nothing healthy, not good and very expensive

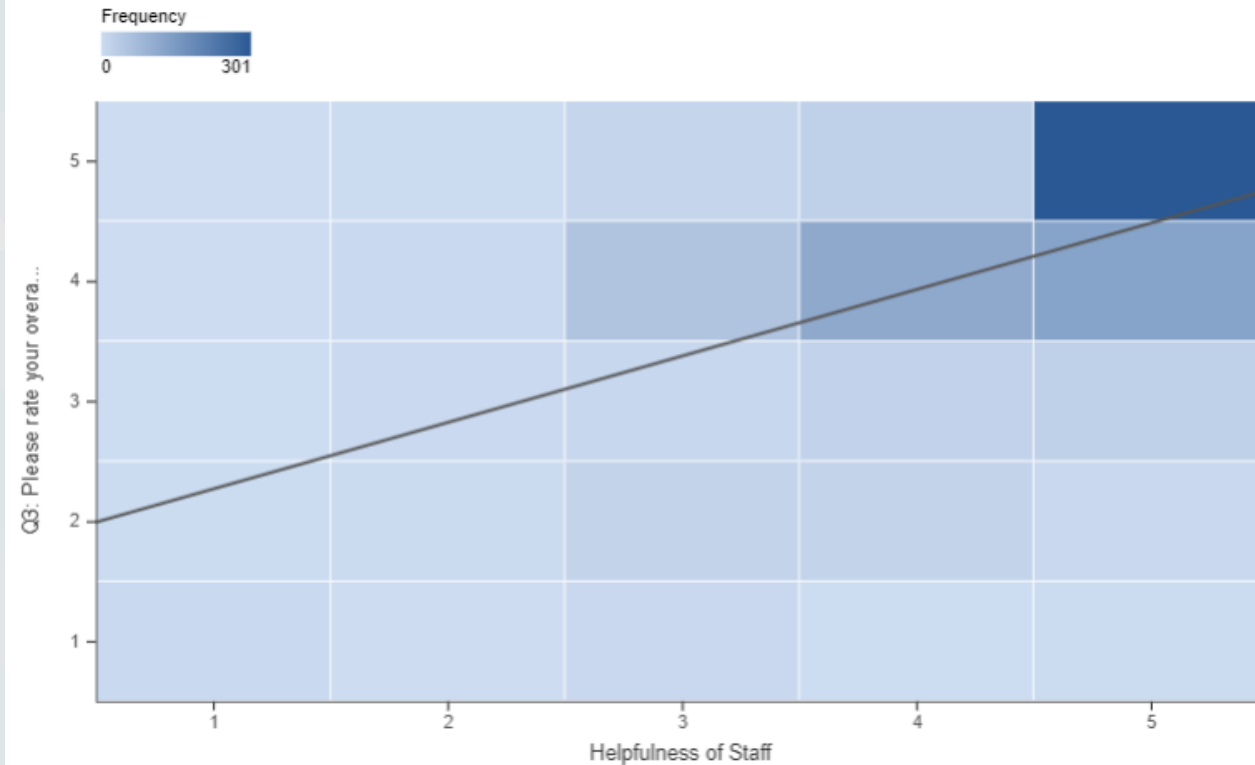
quality concession service selection || variety
food choice
- 5** January 29th 2019 18:01 pm
Food prices too expensive

Statistical Significance Analysis

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Helpfulness of Staff is strongly positively correlated with **Q3: Please rate your overall experience at the Georgia World Congress Center Authority.**

[Show statistical test results](#) ▶

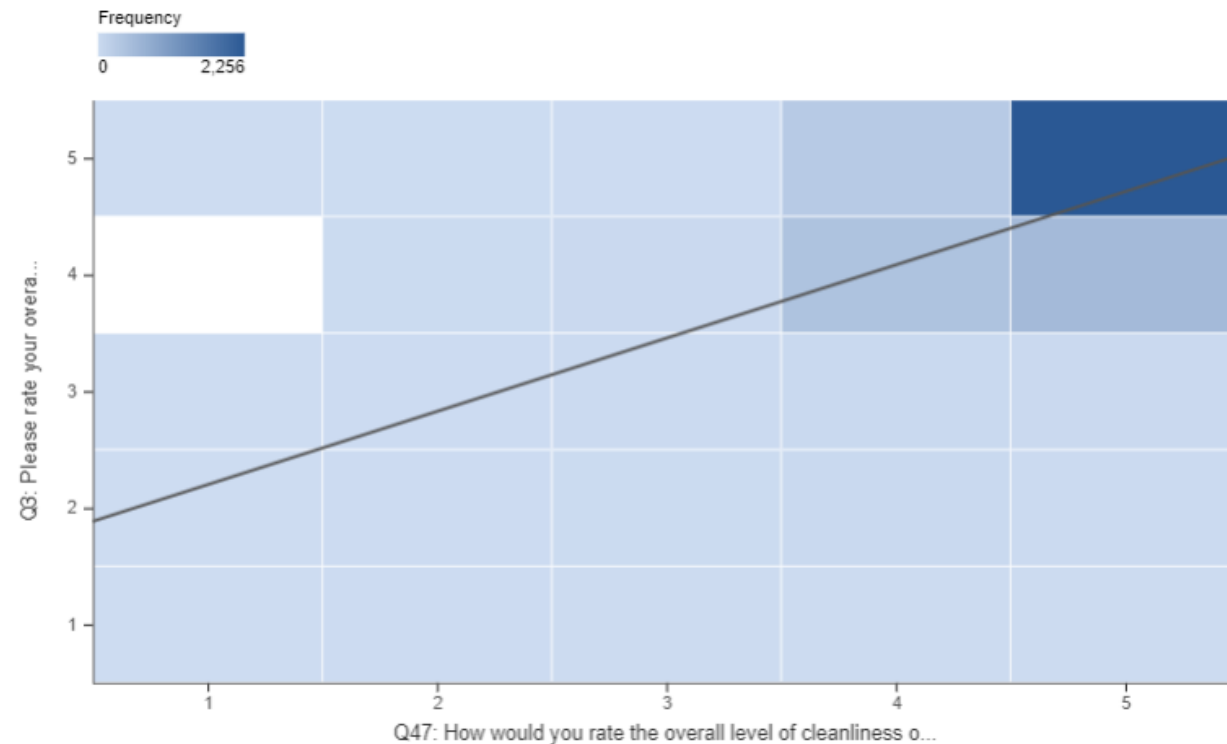


Statistical Significance Analysis

CUSTOMER

Q47: How would you rate the overall level of cleanliness of our facility? is positively correlated with **Q3: Please rate your overall experience at the Georgia World Congress Center Authority.**

[Show statistical test results](#) ▶



What is Next: FeedbackNow

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Footfall counters



Attendance trackers for cleaning staff – replacing the sheets for each restroom



Customer experience



FeedbackNow: Performance Widgets

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Standard or mini Widget



Smiley only Widget



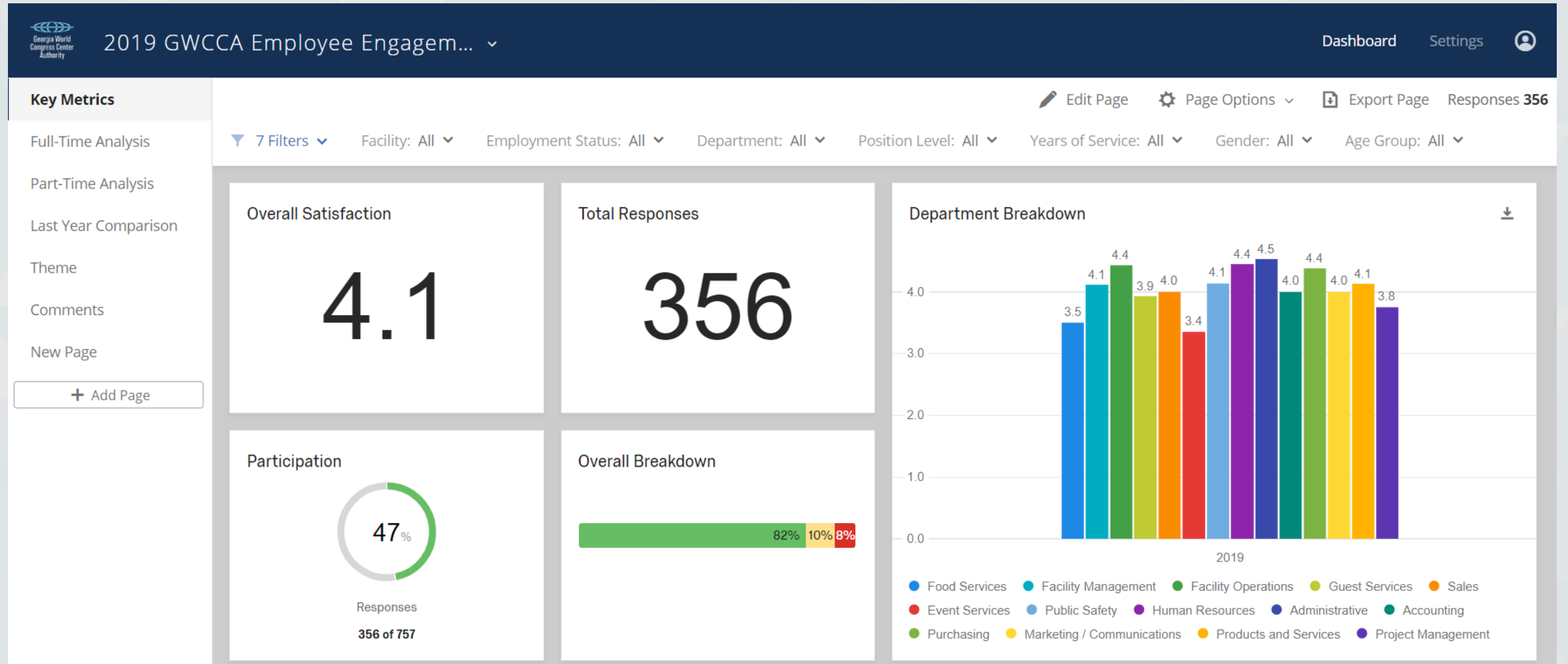
Alerts Widget



Control room example running our software

What is Next: Team Member Experience

CUSTOMER



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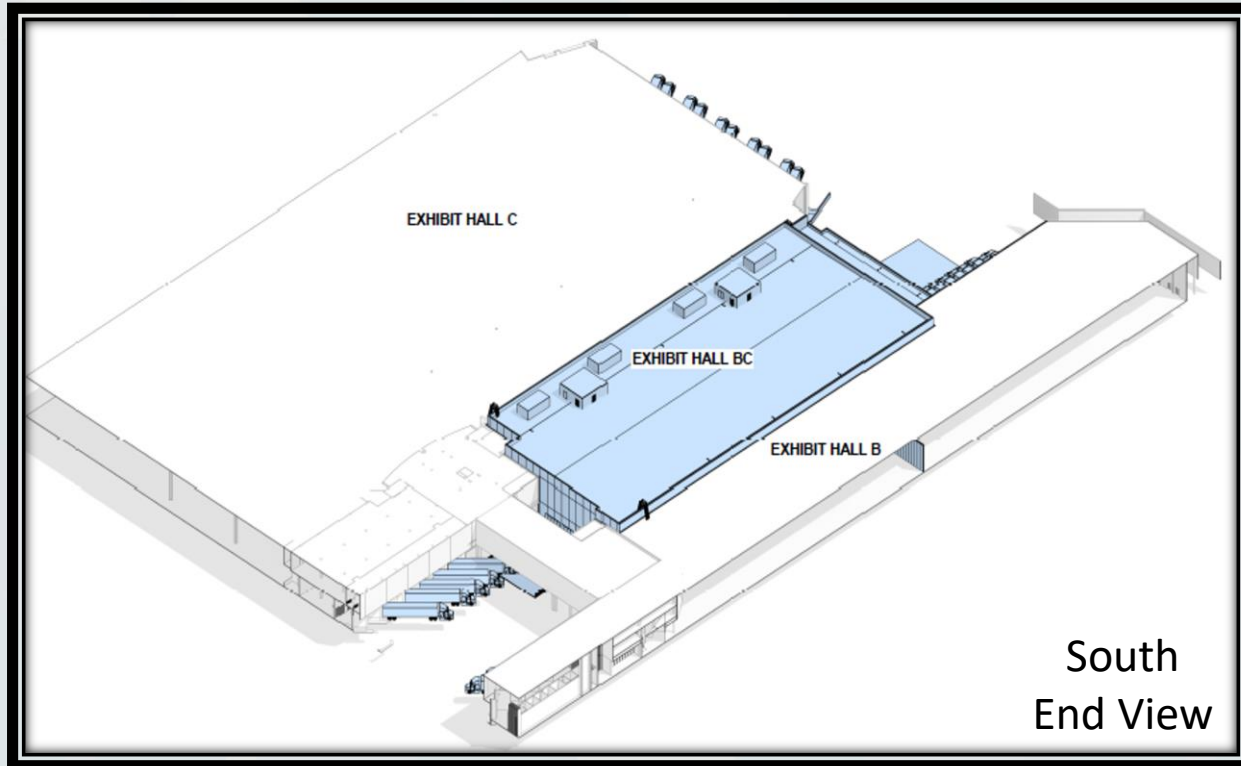
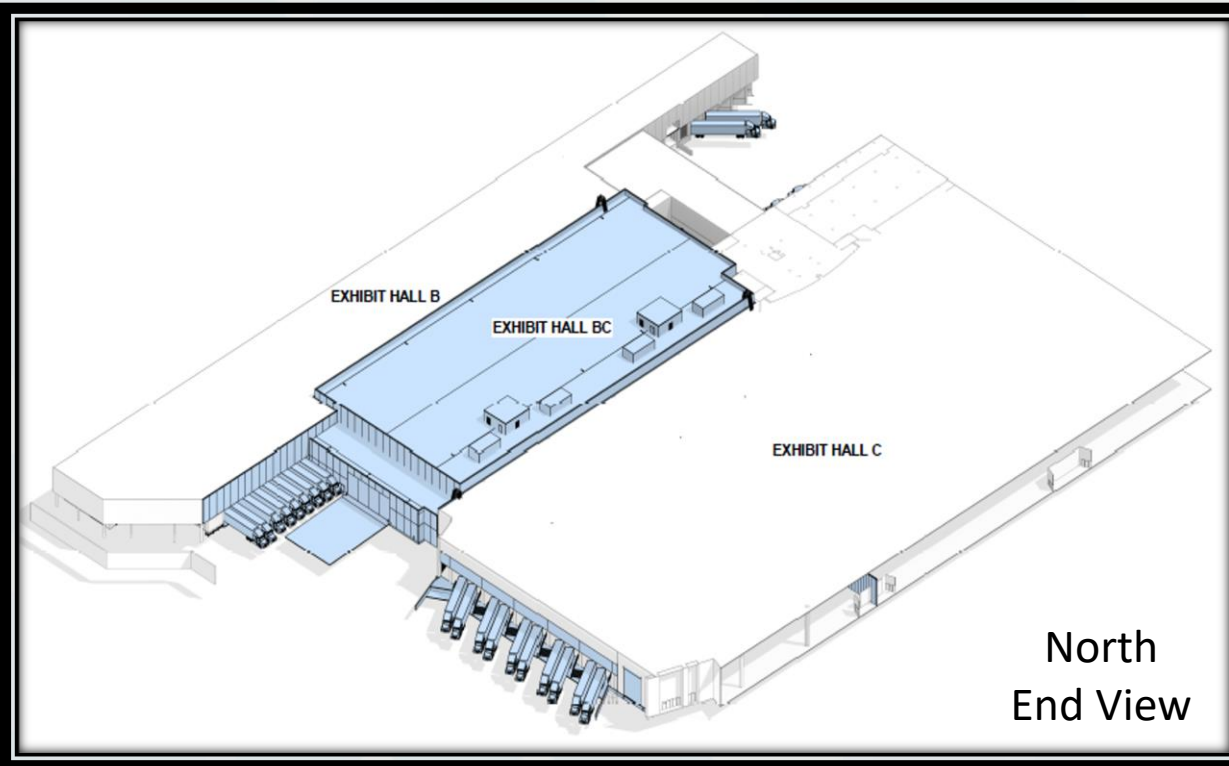
Questions?

BC Exhibit Hall Update

Otto Johnson, Project Manager
Program & Project Management

Project Overview/Status: BC Exhibit Hall

FACILITY



- 100,000sf expansion creating fixed gateway between exhibit halls in Buildings B and C
- On track to meet project deadline of December 23rd, 2019

BC Exhibit Hall: 6 months ago...

FACILITY

January 21st, 2019

- Beginning of steel installation (South End)
- Majority of concrete at loading docks still in place
- New gas lines being installed on top of B & C Exhibit Halls
- Tearing back of existing loading docks to make way for BC Exhibit Hall floors
- Construction limits located at black scrim fence
- Gate 6 still active and being utilized by events



**Georgia World Congress
Center Expansion**

UAV Flyover

285 Andrew Young International Blvd NW
Atlanta, GA

January 21st, 2019

BC Exhibit Hall: Last 6 months...

FACILITY

June 25th, 2019

- Construction limits extended with Gate 6 closed
- Demo of existing roadway to begin creating new driveway
- BC Exhibit Hall completely dried in
- Exhaust vents, AHUs, penthouse rooms, drain systems being installed
- Hanger door install prep
- Concrete slab 100% complete inside BC Exhibit Hall



Georgia World Congress Center Expansion

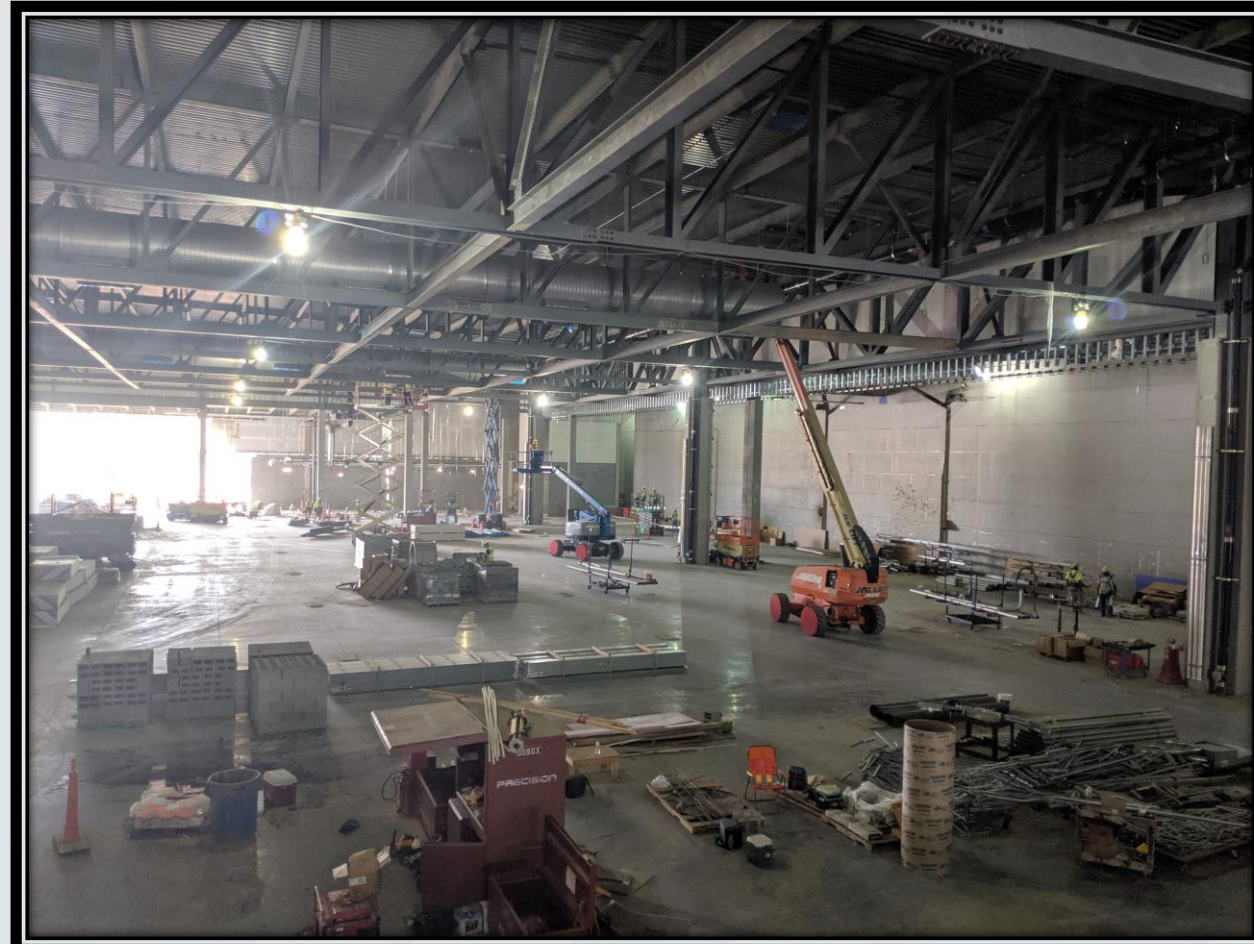
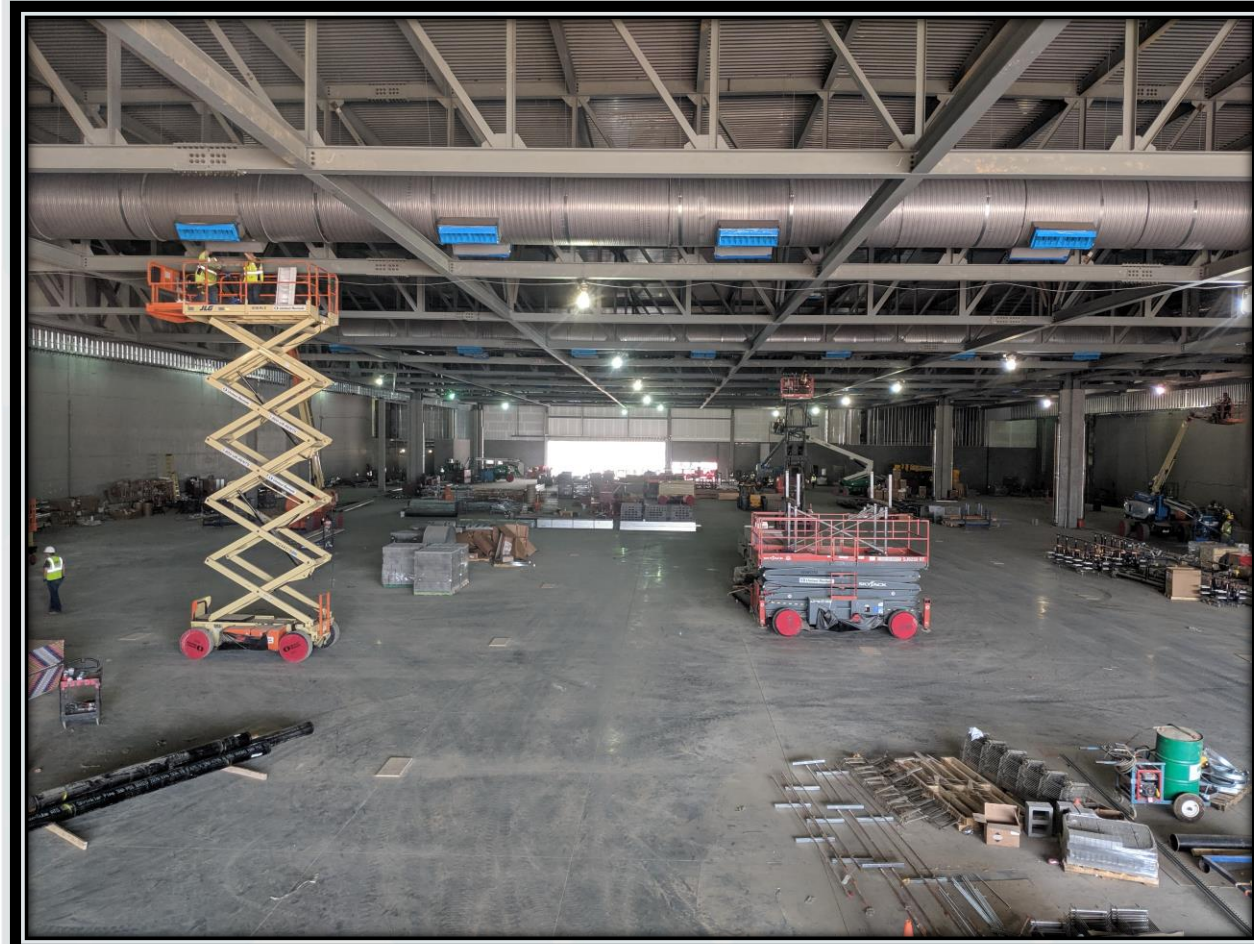
UAV Flyover

285 Andrew Young International Blvd NW
Atlanta, GA
June 19th, 2019

BC Exhibit Hall: Interior View

View from North End

View from South End



BC Exhibit Hall: Fast Facts

FACILITY

22,500

175

263

6,850

14.5

320,000

Total
Man
Hours

Peak
Man
Power

Days
w/o Lost
Time
Incident

Total CY
of
Concrete
Installed

Total
Miles of
CMU
Installed

Total SF
of
Gypsum
Installed

Questions?

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GWCCA July 4th Update

Erik Waldman
Sr. Director of Special Events

- Event moved back into Centennial Olympic Park with completion of capital campaign projects
- Last year, the event was held on International Plaza
- Event scaled back from previous years to make the fireworks the star of the show
- Using this year as an opportunity to reset and build a successful future

July 4th Celebration Timeline

- 7:00 pm – Gates Open
- 7:30 pm – DJ (Yvonne Monet) performs
- 9:30 pm – GWCCA videos of campus promotion
- 9:45 pm – Fireworks Begin
- 10:10 pm – Fireworks End

July 4th Entertainment and Food

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- Music by DJ Yvonne Monet
- Set to begin at 7:30 p.m.

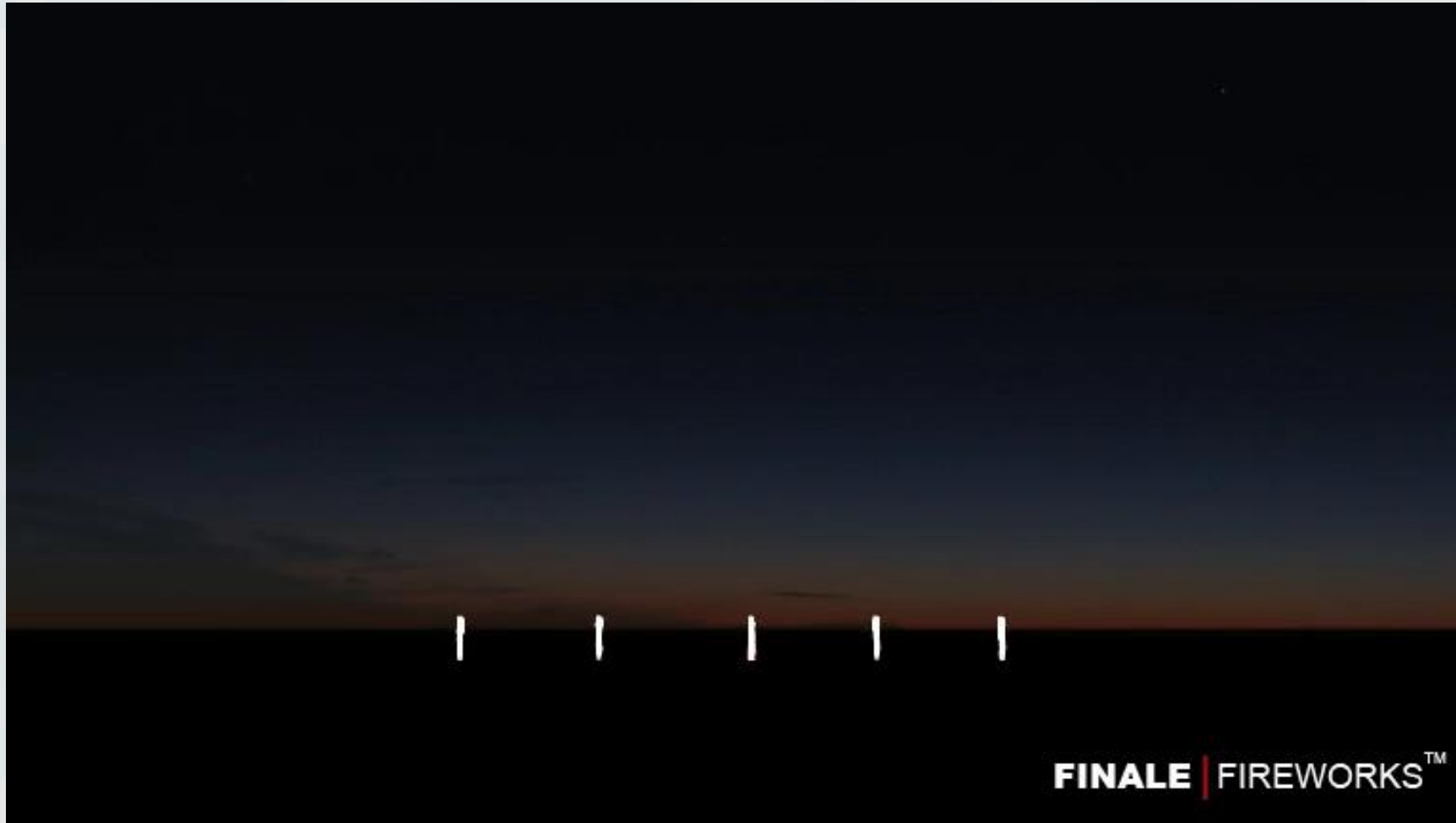


Food Trucks Available

- ANGELFIRE7 BBQ
- Atlanta Seafood Company
- Big C's Chicago Kitchen
- Coach Joe's Food Truck
- Flatbread Bistro
- Jerkbrothersatl
- Not As Famous Cookie Company
- Uptown Food Truck

Preview: Fireworks Show

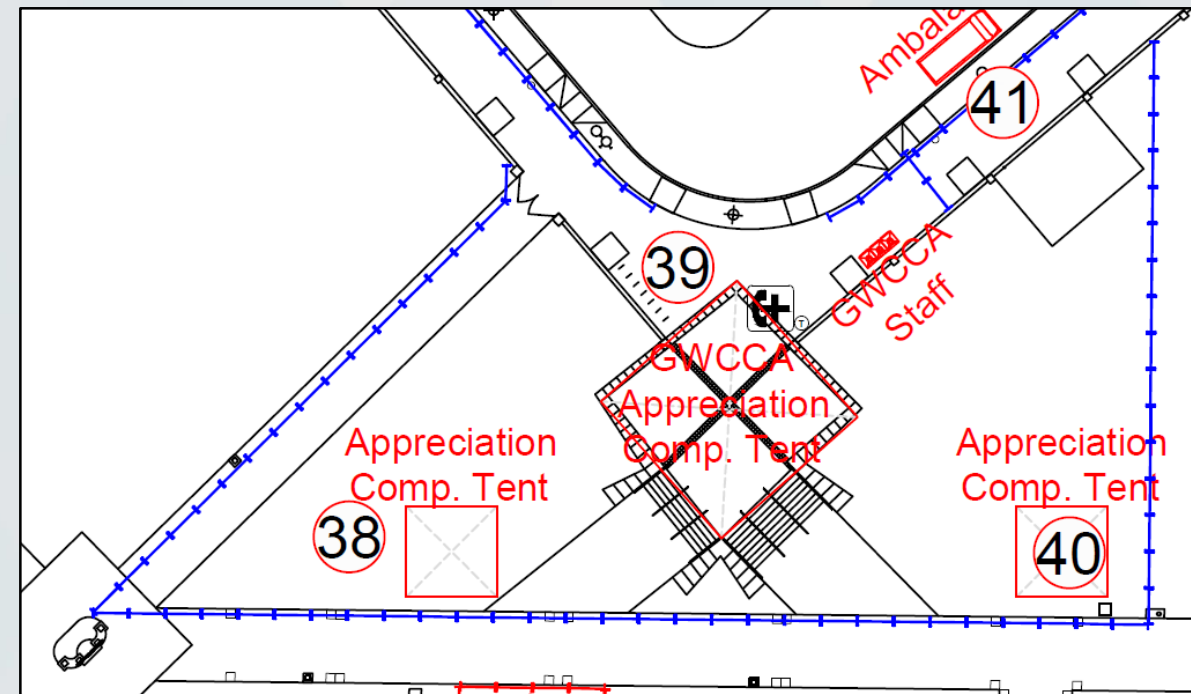
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July 4th: GWCCA Team Member Engagement

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- Activities exclusively for team members and their families
- College Football Hall of Fame and special area inside Centennial Olympic Park
- Approximately 400 RSVPs, including 80 children
- Mascot appearance, face painting, balloon artist, and arts and crafts for the kids



Questions?

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2019 Annual Board of Governors Planning Retreat

September 18-19, 2019

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Next Meeting

July 30, 2019