



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

March 31, 2020

Approval of Minutes February 25, 2020

FINANCIAL

Financial Update

Janet Arsenault

Sr. Director of Finance

Financial Snapshot – February 2020

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Profit/
Loss



Georgia World
Congress Center



CENTENNIAL
OLYMPIC PARK

Actual

\$286,010

Budgeted

\$570,729

YTD Actual

\$946,816

Budgeted

(\$1,409,052)



H/M Tax

Actual

\$4.41M

Budget

\$4.53M

<2.69%

FY19

\$4.43M

<0.50%



Customers

(Estimated)

274,580



**Economic
Impact**

(Estimated)

\$140.0 M

FY20 Forecast Through Q3

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Quarter End Profit/Loss

Budget

\$182,474

Projection

\$1,370,456

COVID-19 Budget Impacts

Frank Poe

Executive Director, GWCCA

Jennifer LeMaster

Chief Administrative Officer, GWCCA

Overview

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- COVID-19 Situational Awareness
- FY20 Q4 Budget Strategies

COVID-19 Situational Awareness

- On February 25, the CDC issued its first set of recommendations to the U.S. that Americans should prepare for “disruptions to daily life”
- Subsequently, GWCCA began receiving its first inquiries from customers regarding building preparations
- GWCCA began preparing messaging strategies including:
 - GWCCA preparedness/infection control measures
 - Messaging to employees/staff at different levels of outbreak
 - Campus closure (pandemic level outbreak in U.S.)

COVID-19 Situational Awareness

- On March 2, Governor Kemp's office confirmed the first two cases of COVID-19 in Georgia
- On March 9, GWCCA developed its response plan in the event an employee or attendee reported symptoms consistent with COVID-19
- On March 9-12, GWCC hosted the MODEX tradeshow which reported a moderate decrease in attendance
- On March 10, Major League Soccer (MLS) announced the suspension of its season

COVID-19 Situational Awareness

- On March 11, Hinman Dental announced its cancellation and NCAA reported it would limit attendance at events
- On March 12, Governor Kemp released a State Workforce Readiness memo indicating that state government was to remain open and provided direction on staffing approaches inclusive of telework, flexible scheduling, and broad use of leave to limit COVID-19 exposure while mitigating against financial hardships on employees

COVID-19 Situational Awareness

- On March 13, NCAA president announced via twitter the cancellation of all championship activities
- On March 15, CDC announced guidance for mass gatherings and/or large community events
- On March 16, GWCCA released its workforce planning memo aligned to 15-Day Plan to “flatten the curve”

COVID-19 Situational Awareness

- On March 23, Mayor Bottoms announced a shelter-in-place order for Atlanta, which is shortly followed by similar declarations across the metro-area
- On March 27, GWCCA extended its workforce planning memo to Friday, April 3

Current Conditions

- On March 29, the Federal Government extended its social distancing strategies through April 30
- As of today, there are 3817 confirmed cases of COVID-19 in Georgia and 108 deaths
- In April, many GWCCA employees will begin reporting to the building under a highly controlled approach to begin maintenance, sanitation, and beautification efforts in anticipation of event activities in early June

FY20 Budget Mitigation Steps

- All non-essential programs and activities are suspended
- All personnel actions suspended (hiring, promotions, wage adjustments, etc.)
- Suspended the use of temporary and on-call staff
- Negotiated reductions of contract services
- Suspended all funded and unconsummated capital projects
- Redeployment of staff to facility operations and special assignments is underway in preparation for building recovery

FY20 Q4 Budget Considerations

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- April: Implement two-tiered pay cut approach for executive team and staff
- May: Continue pay cut approach and furlough approximately 15% of full-time employees (FTEs)
- June: Continue pay cuts and furlough an additional 15% FTEs
- Evaluate business in on-going manner and update
- Will present two potential budget scenarios for FY21

FY20 Q4 Forecast Update: Revenue

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	Budget	Projection	Projection	Variance
	FY 2020	3/13/2020	3/31/2020	
Rental	\$ 14,800,000	\$ 15,280,880	\$ 10,466,420	\$ (4,814,460)
Food & Beverage	7,500,000	6,288,159	3,002,262	(3,285,897)
Exhibit Utility Service	10,012,100	9,794,650	7,399,180	(2,395,470)
Parking	8,551,223	8,516,853	5,988,596	(2,528,257)
Hotel/Motel Tax	7,350,000	7,299,645	6,235,174	(1,064,471)
Contract Labor/Services	3,906,730	4,711,166	3,425,022	(1,286,144)
Telecom/Audio	2,414,329	2,358,253	1,543,629	(814,624)
Advertising/Sponsorship	2,112,261	2,112,261	1,728,932	(383,329)
Land Lease	2,601,000	2,601,000	2,601,000	-
Other	1,369,171	1,983,527	1,928,977	(54,550)
Total Revenue	\$ 60,616,814	\$ 60,946,394	\$ 44,319,192	\$ (16,627,202)

FY20 Forecast Update: Expenses

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	Budget	Projection	Projection	Variance
	FY 2020	3/13/2020	3/31/2020	
Personnel Services	\$ 33,891,450	33,055,951	29,388,935	\$ (3,667,016)
Regular Operating	12,088,746	12,366,629	9,891,269	\$ (2,475,360)
Equipment Purchases	306,230	322,474	300,201	\$ (22,273)
Per Diem/Fees/Contracts	8,260,401	7,838,699	6,673,894	\$ (1,164,805)
Projects	600,000	724,795	178,795	\$ (546,000)
Computer Charges/Other	3,059,019	3,051,057	2,799,368	\$ (251,689)
Total Expenses	58,205,846	57,359,605	\$ 49,232,462	\$ (8,127,143)
OPERATING PROFIT(LOSS)	\$ 2,410,968	3,586,789	\$ (4,913,270)	\$ (8,500,059)

Cash Balance and Reserves

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Available Cash at 2/29/20	13,179,376.90
Potential Reserve Deferral	3,313,021.51
Total available cash	16,492,398.41

FY20 Organizational KPIs

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TEAM
Own It!

CUSTOMER
Strive For 5

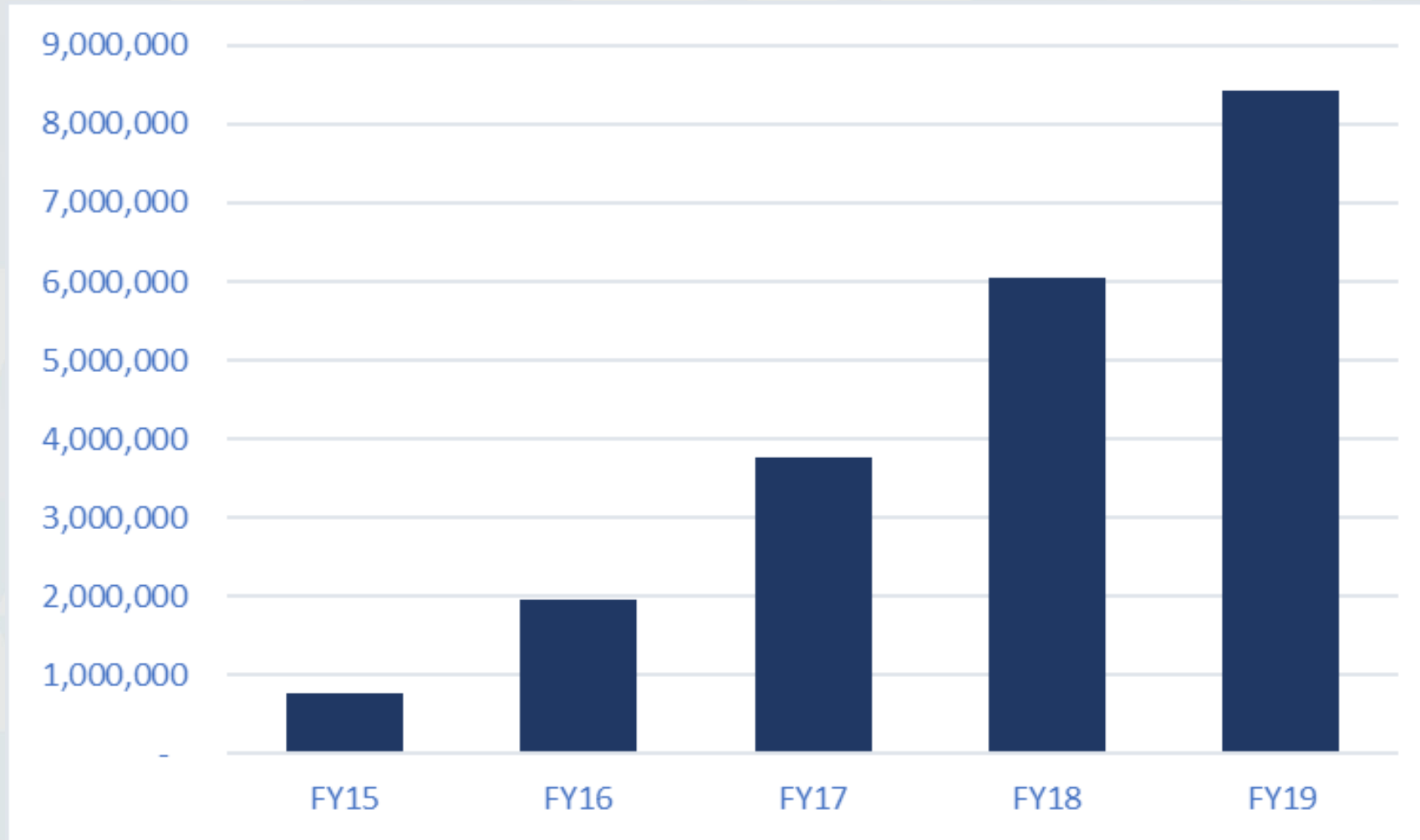
FACILITIES
Make It Better



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Fiscal Responsibility

Historical Net Operating Income

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Overall Satisfaction Increases

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Filters Response Date: Jul 1, 2018 to Jun 30, 2019 Respondent Role: All Event Name:
[Reset to Default](#)

Overall Satisfaction ⓘ

4.53

No change
Over previous 3 months

Total Responses

5,925

Overall Satisfaction



● 5 ● 4 ● 3 ● 2 ● 1

FY 19

FY 20

Filters Response Date: Jul 1, 2019 to Today Respondent Role: All Event Name: All

Overall Satisfaction ⓘ

4.63

▲ 0.04
Over previous 3 months

Total Responses

4,482

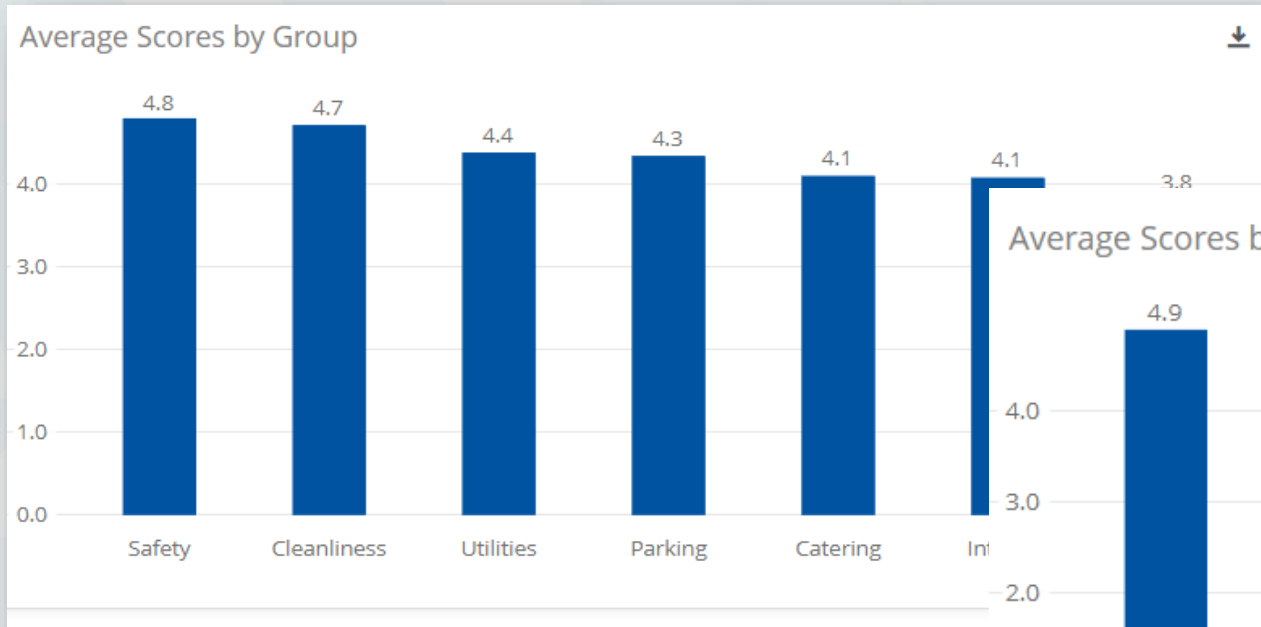
Overall Satisfaction



● 5 ● 4 ● 3 ● 2 ● 1

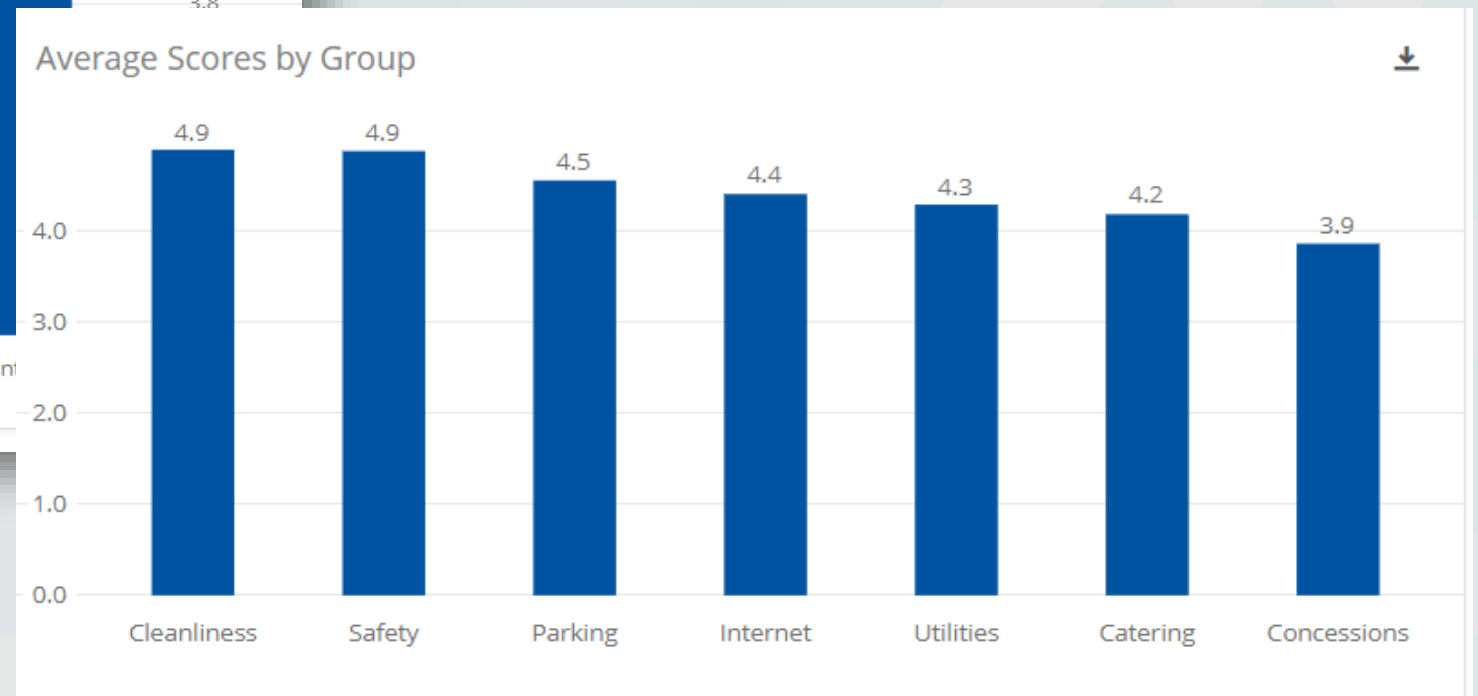
Overall Satisfaction Increases

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FY 19

FY 20



What Guests Are Saying About Us

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“Staff were extremely friendly, even those cleaning the washrooms!”

“Sales and Operations teams were amazing! Electrical staff was by far the best I've ever worked with at any convention center/ event venue.”

“Very nice staff, love the hospitality!”

“All staff I met were always cheerful and welcomed me into the exhibit hall each day which was indeed a pleasure.”

“Outstanding execution of our event from the entire GWCC team.”

**TOP
WORK
PLACES**

2020

**The Atlanta
Journal-Constitution**

Top Work Places Celebration – Feb. 28

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Questions?

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Next Scheduled Board Meeting

April 28, 2020