



Georgia World  
Congress Center  
Authority

# BOARD OF GOVERNORS MEETING

JANUARY 30, 2024

## Approval of Minutes December 5, 2023

# Savannah Convention Center

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Kelvin Moore,  
General Manager

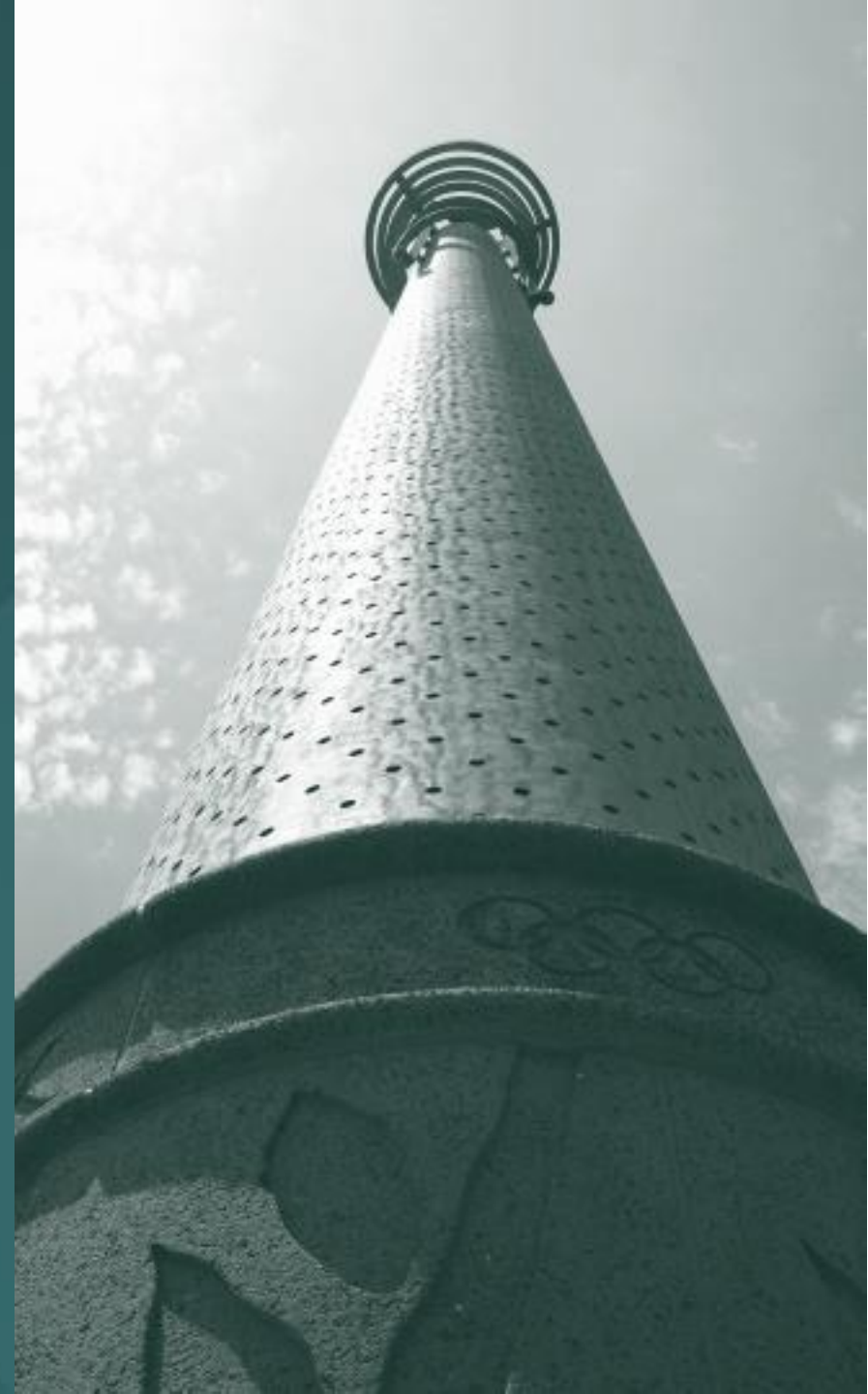


Stephen Hall,  
Asst. General Manager



# Financial Update

**Rey Rodriguez**  
Director of Finance



# Financial Snapshot: December



Month	Budget	Actual	Variance
Revenue	\$3,432,969	\$4,815,378	↑ \$1.4M 40.3%
Expense	\$3,629,472	\$3,953,507	↑ \$324K 8.9%
Net Profit	(\$196,503)	\$861,870	↑ \$1.1M

# Financial Snapshot: YTD thru December 2023



Month	Budget	Actual	Variance
Revenue	\$24,736,018	\$31,315,139	↑ \$6.6M 26.6%
Expense	\$25,468,874	\$27,293,556	↑ \$1.8M 7.2%
Net Profit	(\$732,856)	\$4,021,583	↑ \$4.8M

# FY24: Q2 Rolling Forecast Update



Year-End Profit / Loss	
Budget	\$1,401,377
Projection	\$5,540,072

# Questions?





# Signia By Hilton Atlanta Development Update

**Theonie Alicandro**  
COO/General Counsel  
Drew Company Atlanta, LLC



# Agenda

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- Project Update
- Schedule
- Remaining Work
- Change Order No. 16
- Development Budget Update
- Questions



# Project Update



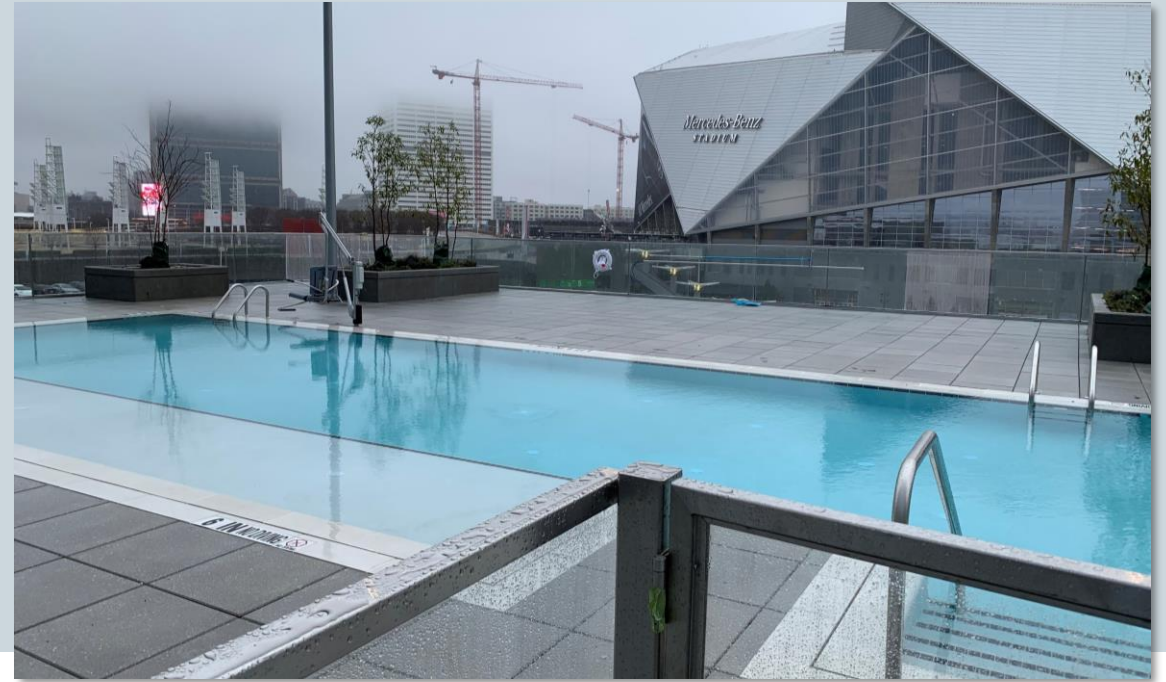
November 2019



January 2024



# Project Update: Pool



# Project Update: Ruby Prince Suite





# Project Update: Ruby Prince Suite



# Project Update: June Prince Suite



# Schedule: Final Completion

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- 60 days from Substantial Completion for Skanska
- 90 days from Substantial Completion for Drew



# Remaining Work

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- **Department of Public Health** permit for pool and pool bar expected by mid-February 2024. All other permits for use and occupancy have been received.
- Target Punchlist Completion **Feb. 16, 2024**
- Contract Close-out
- Resolution of outstanding weather delay claims
- Resolution of outstanding insurance claims

# Change Order No. 16

Miscellaneous Changes related to scope and operational issues including:

Additional Scope Associated with Added Kitchen and Uniform Equipment Changes Requested by Hilton

Reconciliation of Soil Haul-Off



Change Order No. 16 totaling \$253,514 will be executed by Executive Director pursuant to his signing authority and will be paid out of Owner's Hard Cost Contingency



# Development Budget Update: January 2024

	Development Budget as of December 31, 2023
Revised GMP Hard Cost (including Change Order #16)	\$331,890,443
Preconstruction Fee (not in GMP)	\$394,170
Owner Direct Hard Cost	\$3,576,290
Owner's Hard Cost Contingency*	\$2,086,226
Total Hard Cost	\$337,947,129
Total Soft Cost	\$110,748,731
Owner's Soft Cost Contingency**	\$1,726,829
<b>Total Project Cost</b>	<b>\$450,422,689</b>
Total Hard & Soft Cost Contingency	\$3,813,055

\*Owner's Hard Cost Contingency decreased from last month in amount of **\$25,000** due to misc. operational upgrades and Change Order #16 in amount of **\$253,514**

\*\*Owner's Soft Cost Contingency increased from last month in amount of **\$60,788** due to the following:

- Accounting Adjustment \$90,000
- Johnson-Lancaster (\$27,212)
- Working Capital (\$2,000)

# Development Budget Update

**\$450,422,688**

Total development budget

**\$399,434,105**

Total spend through 12.31.2023

**88.68%**

Percent spend through  
12.31.2023

# Questions?



# Mercedes-Benz Stadium Budget Update

**Dietmar Exler**  
SVP / Chief Operating Officer







# MBS 2.0

## Stadium Build Outs / Expansions

- Field Terraces – COMPLETE
- AT&T Lofts – COMPLETE
- Michelob Ultra Grill – target completion March 2024
- Molly B's – target completion August 2024

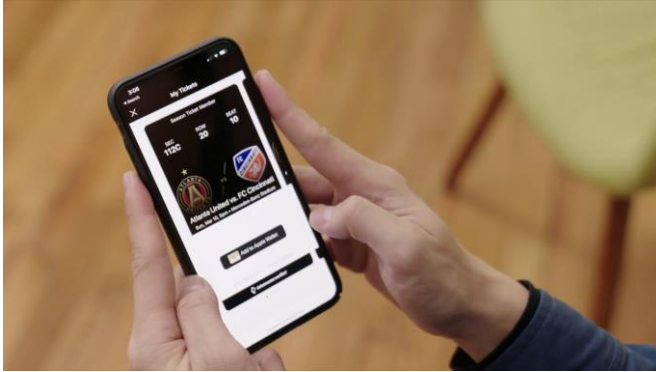
## Technology / Infrastructure Updates

- DAS Upgrades– in progress
- Wi-Fi Upgrade – planning in progress
- Control Room Refresh – in progress, design partner selected



# Technology / Infrastructure Update Details

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## **DAS Bowl C-Band System – until July 2025**

- Increasing 5G connectivity for guest primarily in the bowl via added spectrum/C-Band (AT&T and Verizon)
- Extended mmWave 5G (line of sight) installations to increase coverage in clubs, suites, etc. (AT&T, Verizon & T-Mobile)

## **Wi-Fi 6e – until July 2024**

- Wi-Fi usage per fan doubled from 2019 – 2023 (average 600 MB+ per user at Taylor Swift concert), expect it to double again by 2026
- Upgrade of existing Wi-Fi 5 network to the latest Wi-Fi 6E standard utilizing higher band-width (requires replacing 1800 access points)





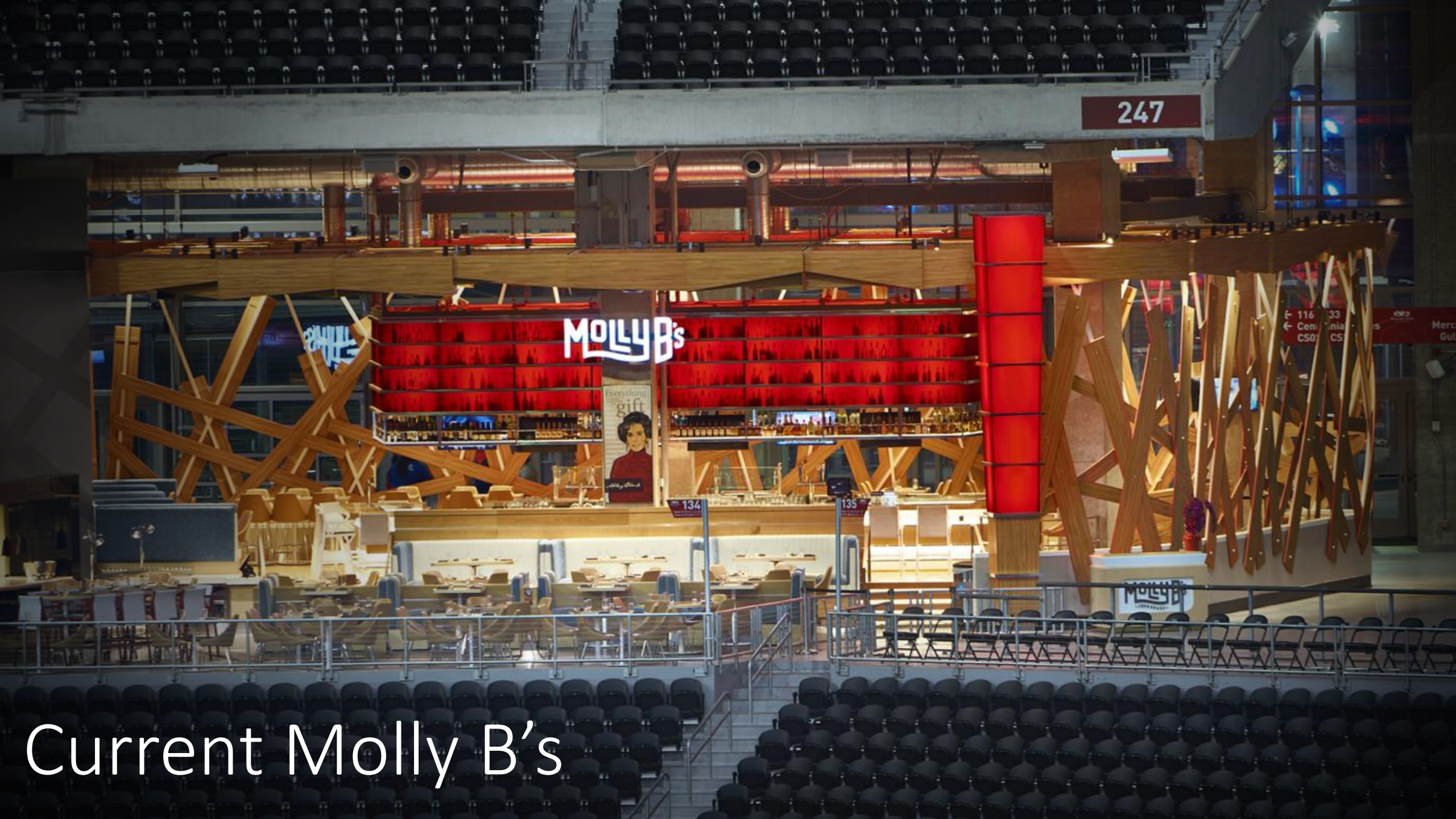
Michelob Ultra Grill



The image shows the interior of a restaurant named Molly B's 2.0. The space is characterized by a high ceiling with exposed wooden beams and a complex arrangement of red and white geometric panels. The walls are also decorated with red and white geometric patterns. In the background, a large red wall features a prominent white sign that reads "MOLLY B's". The dining area is filled with round tables, some of which are set with glassware and plates. The chairs are a mix of brown and blue. The overall atmosphere is modern and industrial.

# Molly B's 2.0





247

MOLLY B's



134

135

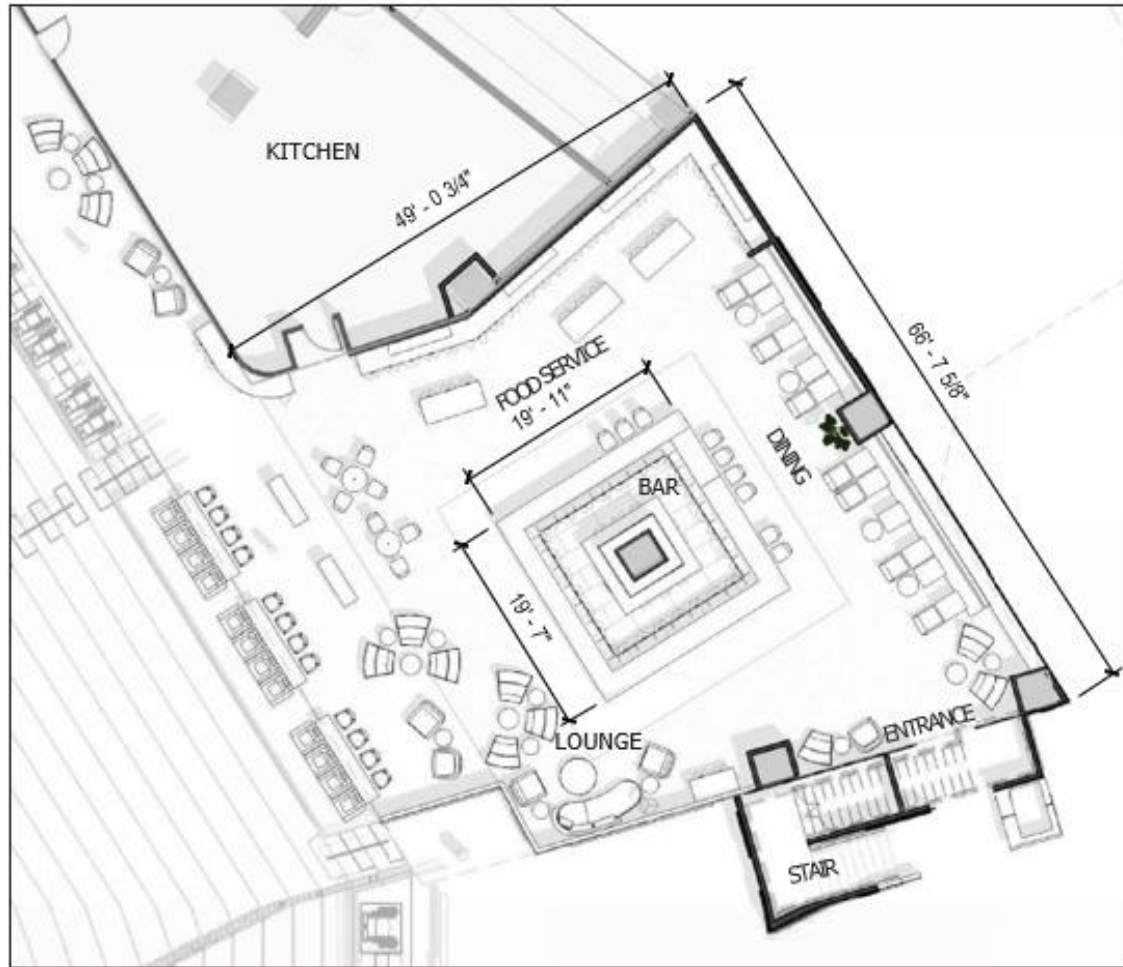
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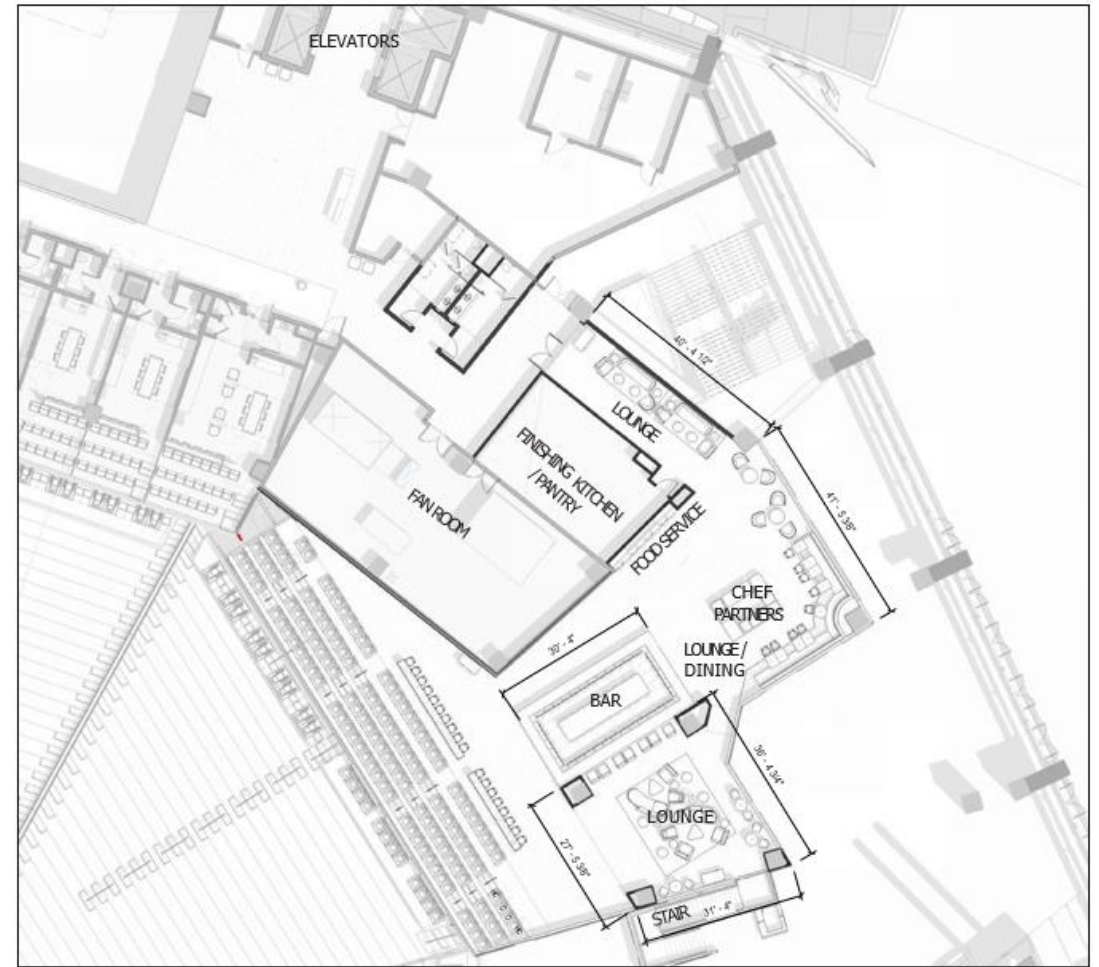
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Current Molly B's





Concourse Club



Suite Level (S1) Club

# Floor Plans



# 100 Level Concourse Club





# Suite (S1) Level Club





# Coming to Atlanta!

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MBS Accrual Budget: 3/1/23-2/29/24  
2023 Department Budget vs Projection Comparison

Description	MBS Budget 2023	MBS Projection 2023	2023 Budget v 2023 Projection	% Change
<b>Operating Expenses</b>				
Ticket Sales, Services, & Ops	3,708,233	4,232,736	(524,504)	-14%
Private Events	5,529,792	5,698,046	(168,254)	-3%
Tours	241,261	377,809	(136,549)	-57%
Food & Beverage	20,212,426	23,182,687	(2,970,260)	-15%
Restaurant	113,565	37,987	75,578	67%
Retail	289,847	277,301	12,545	4%
Parking	273,673	275,494	(1,821)	-1%
Administration	6,943,086	7,431,315	(488,229)	-7%
Finance	1,205,083	1,570,788	(365,705)	-30%
Information Technology	8,461,314	8,267,188	194,125	2%
Stadium Production	3,509,164	3,027,147	482,018	14%
Live Events	1,325,983	1,258,165	67,818	5%
Engineering	14,069,565	13,932,718	136,848	1%
Home Depot Backyard	1,986,737	1,997,606	(10,869)	-1%
Event Operations	1,127,401	1,085,528	41,874	4%
Guest Services	2,294,063	2,096,417	197,645	9%
Security	10,285,594	12,051,570	(1,765,976)	-17%
Housekeeping	5,957,279	6,077,440	(120,161)	-2%
Conversion	1,763,984	1,847,346	(83,362)	-5%
Other	200,000	85,165	114,835	57%
<b>Total Operating Expenses</b>	<b>89,498,050</b>	<b>94,810,453</b>	<b>(5,312,404)</b>	<b>-6%</b>

MBS Accrual Budget: 3/1/24-2/28/25  
2024 Department Budget Comparison

Description	MBS Budget 2024	MBS Projection 2023	2024 Budget v 2023 Projection	% Change
<b>Operating Expenses</b>				
Ticket Sales, Services, & Ops	4,332,265	4,270,723	61,543	1%
Private Events	5,739,047	5,698,046	41,001	1%
Tours	434,478	377,809	56,669	13%
Food & Beverage	27,314,380	23,182,687	4,131,693	15%
Retail	345,166	277,301	67,865	20%
Parking	284,229	275,494	8,735	3%
Administration	7,558,745	7,431,315	127,430	2%
Finance	1,704,850	1,570,788	134,062	8%
Information Technology	8,958,326	8,267,188	691,137	8%
Stadium Production	3,548,038	3,027,147	520,892	15%
Live Events	1,401,704	1,258,165	143,539	10%
Engineering	14,515,560	13,932,718	582,843	4%
Home Depot Backyard	2,189,984	1,997,606	192,378	9%
Event Operations	1,177,128	1,085,528	91,600	8%
Guest Services	2,224,690	2,096,417	128,273	6%
Security	12,898,224	12,051,570	846,654	7%
Housekeeping	6,126,209	6,077,440	48,770	1%
Conversion	1,852,183	1,847,346	4,837	0%
Other	200,000	85,165	114,835	57%
<b>Total Operating Expenses</b>	<b>102,805,207</b>	<b>94,810,453</b>	<b>7,994,753</b>	<b>8%</b>

## MBS Capital Expenditure Summary 2024 (3/1/24 – 2/28/25)

Item No	Budget Category	Budgeted Cost	Timing	Project Description
1	Technology	\$ 12,417,350	Q1 - 2024	Control Room Technology Refresh
2	Technology	\$ 2,000,000	Q2 - 2024	Continue/finalize of Wi-Fi 6e deployment
3	Technology	\$ 1,850,000	Q4 - 2024	Cisco Core Switches Replacement
4	FF&E	\$ 1,600,000	Q3 - 2024	New Delta and MB Club Furniture
5	Building Infrastructure	\$ 856,000	Q1 - 2024	Replace soccer pitch LED
6	Technology	\$ 850,000	Q3 - 2024	Xenial Gen 3 implementation costs
7	FF&E	\$ 420,000	Q4 - 2024	Replace boiler
8	Building Infrastructure	\$ 300,000	Q1 - 2024	ADA Ramp Configuration in HDBY
9	Building Infrastructure	\$ 300,000	Q2 - 2024	Replace tile in MB Club
10	Discretionary Improvement	\$ 250,000	Q2 - 2024	Update stadium CAD drawings needed to host major events
11	FF&E	\$ 250,000	Q2 - 2024	Upgrade exterior trash bins
12	FF&E	\$ 210,000	Q4 - 2024	Additional camera in levy kitchen, corridor, and office area
13	FF&E	\$ 170,000	Q2 - 2024	Emergency backup batteries for MER Servers
14	FF&E	\$ 125,000	Q2 - 2024	Continue to phase in new concourse receptacles
15	Building Infrastructure	\$ 125,000	Q3 - 2024	New flooring and equipment for HDBY playground
16	FF&E	\$ 110,000	Q1 - 2024	New credential printers
17	FF&E	\$ 108,000	Q1 - 2024	6 battery powered mobile beverage coolers
18	Discretionary Improvement	\$ 100,000	Q2 - 2024	Upgrade HDBY restroom finishes
19	Building Infrastructure	\$ 100,000	Q2 - 2024	Survey, design, and bid to replace retractable seats
20	Building Infrastructure	\$ 75,000	Q3 - 2024	Improve drainage in R3 space
21	Building Infrastructure	\$ 75,000	Q2 - 2024	Metasys Tie-In for remaining 10 Coolers/Freezers associated with the Refrigeration Rack
22	FF&E	\$ 70,000	Q3 - 2024	8K Forklift with 3boom and fork spread control
23	Building Infrastructure	\$ 70,000	Q2 - 2024	Enhance engineering control system for emergency conditions
24	Building Infrastructure	\$ 65,000	Q2 - 2024	Install water source for bowl AHU coil cleaning
25	FF&E	\$ 65,000	Q1 - 2024	Replace products and equipment storage units
26	FF&E	\$ 60,000	Q1 - 2024	Scissor lift to work at a higher height
27	Building Infrastructure	\$ 60,000	Q3 - 2024	Upgrade AV in Central Security Office
28	FF&E	\$ 58,524	Q3 - 2024	Standing Pallet Jack to push heavy items throughout the stadium
29	Building Infrastructure	\$ 50,000	Q3 - 2024	Upgrade falcons locker room flooring and inset RFID equipment into the ground

## MBS Capital Expenditure Summary 2024 (3/1/24 – 2/28/25) (cont'd)

Item No	Budget Category	Budgeted Cost	Timing	Project Description
30	FF&E	\$ 50,000	Q2 - 2024	New P-prex for necessary upgrade
31	Discretionary Improvement	\$ 50,000	Q2 - 2024	Life-size bobbleheads to celebrate legend players
32	Discretionary Improvement	\$ 50,000	Q2 - 2024	Upgrade Falcons Player intro set pieces
33	FF&E	\$ 45,000	Q2 - 2024	Nilfisk Scrubber
34	FF&E	\$ 42,000	Q3 - 2024	Trikke EV Patrol bikes for each officer on shift (3)
35	Building Infrastructure	\$ 40,000	Q2 - 2024	Add an additional passthrough window in AT Grill 210
36	Technology	\$ 40,000	Q2 - 2024	Replace existing Genetec workstations
37	Technology	\$ 40,000	Q2 - 2024	Co-purchase a communications staff app
38	FF&E	\$ 38,280	Q2 - 2024	Purchase 6 pallet Jacks Manual
39	FF&E	\$ 36,000	Q1 - 2024	Refresh SCO Security PCs
40	Technology	\$ 35,000	Q2 - 2024	Replace Boardroom Digital Media Presentation System
41	FF&E	\$ 32,815	Q4 - 2024	Pallet rack shelving for freezers and coolers
42	FF&E	\$ 32,000	Q2 - 2024	3 Stand up coolers to be used in AMG, Truist, and Owners Club
43	Building Infrastructure	\$ 30,000	Q2 - 2024	Fence off portion of Orange Deck for equipment storage
44	Building Infrastructure	\$ 30,000	Q2 - 2024	Continue to replace carpet throughout the stadium
45	FF&E	\$ 24,470	Q1 - 2024	Replace 3 table slicers for kitchen production
46	Building Infrastructure	\$ 20,000	Q2 - 2024	Run security consoles on emergency power supply for emergency functionality
47	Discretionary Improvement	\$ 20,000	Q3 - 2024	Replace Falcons field banner
48	Building Infrastructure	\$ 20,000	Q3 - 2024	Install Built-in trash receptacles in the two field-level all-inclusive clubs
49	Building Infrastructure	\$ 20,000	Q1 - 2024	Add beverage pantry walk-in cooler in kitchen
50	FF&E	\$ 20,000	Q1 - 2024	Purchase 2 Mamavas for breastfeeding mothers
51	FF&E	\$ 15,000	Q2 - 2024	Replace pressure washers for bowl cleaning
52	FF&E	\$ 15,000	Q3 - 2024	Replace/relocate the two concierge desks that are in AMG/Truist to outside of the club
53	Building Infrastructure	\$ 15,000	Q1 - 2024	Build out 2 closets in Harrah's club to store product/equipment
54	FF&E	\$ 15,000	Q1 - 2024	Install 2 guest service mobile kiosks
55	FF&E	\$ 13,800	Q2 - 2024	6 Rational oven racks in the kitchen
56	FF&E	\$ 12,500	Q2 - 2024	Purchase a Falcons throne for fan photo opportunities
57	FF&E	\$ 12,500	Q3 - 2024	Upgrade the DJ console and booth for in game entertainment
58	FF&E	\$ 12,368	Q1 - 2024	Replace Hobart Mixer for table top and Hobart mixer floor unit

MBS Capital Expenditure Summary 2024 (3/1/24 – 2/28/25) (cont'd)

Item No	Budget Category	Budgeted Cost	Timing	Project Description
59	FF&E	\$ 10,000	Q2 - 2024	Refrigeration rack chilled water pump VFD
60	Discretionary Improvement	\$ 10,000	Q1 - 2024	Purchase pink ribbon flag to eliminate annual rental cost
61	Building Infrastructure	\$ 10,000	Q4 - 2024	Convert area inside Gate 4 for Live Events storage
62	FF&E	\$ 8,000	Q2 - 2024	Upgrade paint machine
63	FF&E	\$ 5,800	Q1 - 2024	Vegetable prep machine (dicer)
	Total	\$ 23,660,407		

## MBS CapEx five-year plan

League Year	MBS Projected Costs		Anticipated HMT Proceeds *		MBS Investment Beyond HMT
2024	\$	23,660,407	\$	1,126,162	\$ 22,534,245
2025	\$	48,090,000	\$	1,148,685	\$ 46,941,315
2026	\$	62,090,000	\$	1,171,659	\$ 60,918,341
2027	\$	72,156,000	\$	1,206,809	\$ 70,949,191
2028	\$	56,500,000	\$	1,243,013	\$ 55,256,987
<b>Total</b>	<b>\$</b>	<b>262,496,407</b>	<b>\$</b>	<b>5,896,329</b>	<b>\$ 256,600,078</b>

*\*HMT proceeds are recouped from the “NSP Renewal and Extension Account” which are to be used for capital improvements, per the site agreement*

# Questions?





# Signia By Hilton Atlanta Opening Events Recap

## Marketing Communications

Randy Lieberman

Holly Richmond

## Strategic Partnerships

Shavannia Williams





Strategic Event Framework

1 Your Brand

Every event experience is a reflection of the brand. All aspects of the event experience should reinforce your brand personality, to do that we utilize the Strategic Event Framework that follows.

Creating economic opportunity for all through hospitality.



2 Statement of Intent

A statement of intention says why you do what you do.

Introduce our newest product offering, showcase it’s unique elements and status in the market, and ignite economic opportunity for all stakeholders.

3 Organizing Principle

An organizing principle is one or two words that capture the essence of the event, it’s the “why.” It is not a marketing phrase or slogan. Its purpose is to provide a frame for design, a guiding principle or standard to evaluate event elements.

SOPHISTICATED ENERGY

4 Business Outcomes

Define five business outcomes. What does the business want the event experience to deliver? These outcomes are then translated into guest impressions or people outcomes.

- Showcase appreciation for the public leaders who supported this vision.
- Generate new business from prospective and returning buyers & customers
- Communicate the value prop of new jobs & business development for the city of Atlanta
- Achieve 1 billion media impressions from marketing investment
- Convert Buckhead business to establish Signia as the premiere destination in Atlanta

Shared Values

- RESPECT
- GROWTH
- PROSPERITY
- ACHIEVEMENT
- OPPORTUNITY

5 Guest Impressions

Guest Impressions or People Outcomes become the program narrative, the story the guest use to describe their experience when telling others.

- “Georgia’s state and local officials are making smart decisions for the state’s future.”
- “Together, GWCC & Signia have upped their game, they will get my business.”
- “The investment into Signia will create new jobs and transform this area.”
- “Things are happening in Atlanta right now. We need to bring our business there.”
- “The top location in Atlanta for social events, galas or weddings is Signia.”

# A brand launch experience.

Two distinct brands, one singular focus.



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

GWCC promotes and facilitates events and activities that generate 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.

**Together, creating economic opportunity for all through hospitality.**

You can't call your meeting, convention, or tradeshow an event if it hasn't come through Atlanta's GWCC. Now, with the addition of Signia, Atlanta sets another gold standard for business and leisure travel.

Signia brings an unrivaled product offering to the GWCC complex - a new class of high-energy luxury tied closely to the local community through art, food, and activations.

The two exist in harmony sharing a joint mission to create economic impact while providing for quality of life.

Atlanta, GWCC, and Signia by Hilton bring the **ENERGY!** It's where business gets done.



A new portfolio of premier hotels in highly sought-after urban and resort destinations. Each Signia by Hilton hotel offers **unparalleled, dynamic meetings and event capabilities with world-class design, state-of-the-art technology, signature food and beverage experiences** and premium wellness offerings, all backed by the Hilton name and award-winning Hilton Honors Program.

Hilton fills the earth with the light and warmth of hospitality.

# Background



## Buyers and Customers

- 300 guests
- Association, Corporate, Trade Show, Conference, Social, Hilton Honors, etc.
- Familiarization experience w/ deep immersion
- Experiential, special treatment... 'see everything'



## State Officials and Project Partners

- 300 guests
- Specific, personalized experience
- Formal reception with high-end feel
- Demonstrate the appreciation for those who helped bring this to life



## Local Atlanta Business and Influencers

- 200 guests
- Local stakeholder group
- Travel personalities
- Culinary experts
- Provide canvas to create content

## Additional audience segments engaged pre- and post-brand launch event:

- National press/media
- Local advocacy and community groups
- Non-profit/fundraising
- Art curators
- Weddings
- Hilton owners and developers
- Travel agency
- Sports business

# Strategy Overview



**REPUTATION:** Showcase Signia by Hilton Atlanta features and benefits to meetings and events industry via strategic media engagements, customer activations, and one-of-a-kind experiences

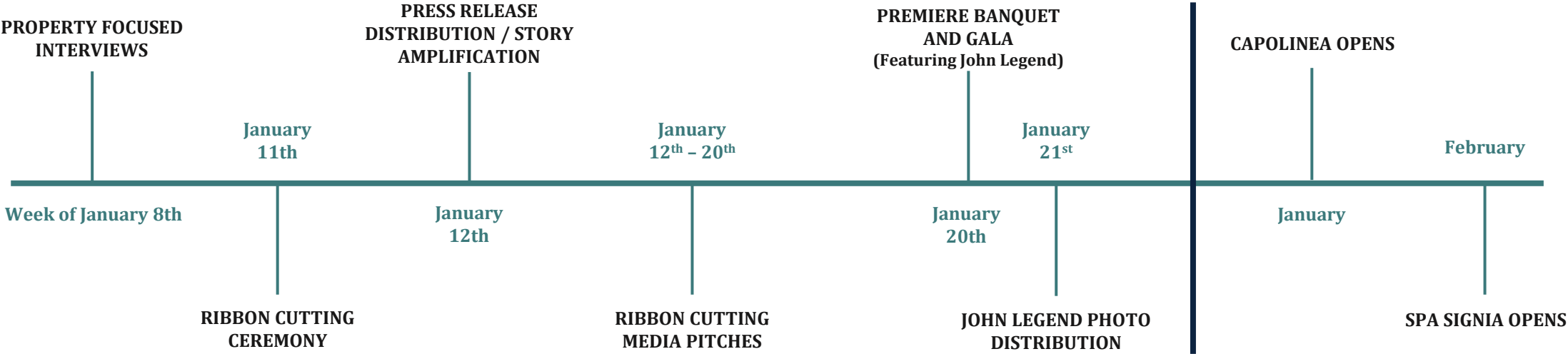


**CUSTOMER:** Celebrate and recognize the many hands who played an important part in envisioning, financing, developing, and delivering this important new asset to  
Championship Campus



**COMMUNITY:** Leverage the excitement to showcase hotel as a natural extension of GWCCA's character, specifically, to be a neighbor of choice

# Promotional Timeline



# 1 Billion Impressions Worldwide

## ➤ Ribbon Cutting Ceremony Attendance (12 reporters)

- Zachary Hansen - Local News Reporter - Atlanta Journal-Constitution ,
- Amy Wenk - Hospitality and Business Reporter - Atlanta Business Chronicle
- Skyler Heath - News Editor - Northside Neighbor & Cobb Life Magazine
- Rachel Kellogg - Associate Managing Editor - Northside Neighbor
- Keith Pepper - Publisher - Rough Draft Atlanta
- Rachel Q. - Travel 42
- Janelle Ward - The Atlanta Voice
- Maria Saporta – Saporta Report
- Atlanta TV Stations (WANF-TV, WXIA-TV, WAGA-TV, WSB-TV)

## ➤ Media Attendance at Premiere Weekend

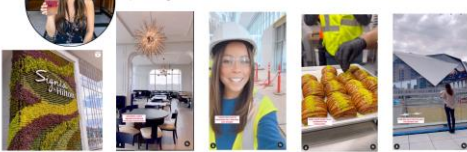
- Sucheta Rawal, Freelancer for HuffPost, CNN Travel, Georgia Trend, Atlanta Magazine and more
- Alyssa Fagien, @ATLBucketList, 350K followers
- Tariro Mzezewa, Freelancer for The Cut, New York Times, Conde Nast Traveler, Slate and more
- Kate Abney, Luxe Interiors + Design

## ➤ Total Media Placements: 280+

## ➤ Total Impressions: 1.65 billion and counting

### MAJOR MEDIA HEADLINES - ATL\_BUCKETLIST

Tour of facility with Evite McDaniels on Jan. 8 - Social Content Posted Jan. 12



### Business Wire Distribution

"Signia by Hilton Debuts Flagship Hotel in Downtown Atlanta"

The Business Wire distribution was picked up by 143 total outlets, including Yahoo! Finance, CNN Business, the Associated Press, and in various TV and online outlets in cities throughout the United States.

Overall, the Business Wire pickup has secured a total of 251,629,340 impressions.



The Atlanta  
Journal-Constitution

NORTHSIDE NEIGHBOR



THE ATLANTA  
VOICE

### MAJOR MEDIA HEADLINES - NASDAQ

"Signia by Hilton Debuts Flagship Hotel in Downtown Atlanta"



Signia by Hilton Debuts Flagship Hotel in Downtown Atlanta

Hilton expands Georgia portfolio with first Signia by Hilton property in the state - Atlanta's largest ground-up hotel development project in 40 years

The Business Wire release was picked up by NASDAQ on Friday morning, adding more than 5 million viewers to the release.



Praised to become a signature landmark and economic catalyst on the city's west side, Signia by Hilton Atlanta is owned by Georgia World Congress Center Authority (GWCCA) and is part of the Authority's Championship Campus, North America's largest combined convention, sports, and entertainment destination, which also includes Georgia World Congress Center, Mercedes-Benz Stadium and Centennial Olympic Park. Built on the improved foundation of the Georgia Dome, the hotel features eight food and beverage experiences, a spa, beauty bar, rooftop pool and fitness center; more than 100,000 square feet of flexible meeting space, including the largest hotel ballroom in Georgia; a grand outdoor event deck and lawn; and Club Signia.

### MAJOR MEDIA HEADLINES - YAHOO! FINANCE

"Signia by Hilton Debuts Flagship Hotel in Downtown Atlanta"

The Business Wire release was picked up by Yahoo! Finance on Friday morning, adding nearly 50 million viewers to the release.



travel 42



### MORE OF TODAY'S TOP NEWS

City seeks update to historic district



### MAJOR MEDIA HEADLINES - WSB-TV

"Tallest Hotel on Atlanta's Westside Officially Opens Next to Mercedes-Benz Stadium"



WSB-TV, the ABC affiliate station in Atlanta and the city's #1 watched news station, attended the Ribbon Cutting Ceremony on Thursday, Jan. 11, leading to coverage about Signia's opening the following morning.



### Tallest hotel built in city since mid-1980s officially opens





# Engaging with Customers

**Customer Segmentation** focused on acquisition, retention, and reactivation with priority on groups with historical pickup of 500-600 room nights and an F&B spend of \$200 per revenue room night.

**Current Clients** in attendance represented over 50 confirmed future events through 2036, over 360,000 attendees, and nearly \$10M in rental revenue.

**New Business** from current GWCC customers representing over 25,000 attendees and between \$2-\$5M in rental revenue to GWCC.

**Lead Volume** from groups attending is pacing at a 28% increase from two weeks prior coming out of Premiere Weekend.

**Legislative Members/Business Partners** recognized for the ongoing support and work done to bring project to life.





# Customer Sentiment

***We had a perfect time!! The party was so well done. The hotel is everything we have been talking about. I will see you soon back in Atlanta 😊***

***Jen Hoff, Coverings***

***Atlanta certainly is my favorite GBA location. All of you in Atlanta have the most wonderful hospitality! It was a wonderful weekend, and I am grateful for the invitation.***

***Wendy Rochelle, GlassBuild***

***The addition of this world-class hotel amenity will be a game changer for the tourism and convention industry not only in Atlanta but the entire state of Georgia.***

***Senate Majority Leader Steve Gooch***

***The addition of the Signia continues to tell the story of why Atlanta is an amazing home for SkillsUSA and many other conferences and events.***

***Courtney Ferrel, SkillsUSA***

***I was eager to see the hotel as the Hilton is vying for headquarter status when we are there in 2028. We had a fantastic time and enjoyed the entire weekend.***

***Stephanie Jones, Water Environment Federation***

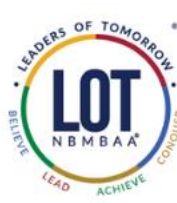
# Intentional Gatherings

GWCCA and Signia by Hilton Atlanta team members volunteered 200 hours with local organizations with missions supporting human trafficking, education, homelessness, and food insecurity and impacted more than 20,000 people in the metro area:

- **Gigi's House:** female leaders spent the day engaging with and empowering teen girls who were victims of sex trafficking through a Building Confidence workshop
- **National Black MBA Association (Atlanta):** held a virtual mentoring event for 60 high school and college students on careers in hospitality and tourism
- **Atlanta Mission:** spent the day sorting clothing and shoes serving over 300 people
- **Atlanta Community Food Bank:** sorted more than 22,000 pounds of food, equating to more than 18,000 meals donated across the region









# Impact

*This was a great, eye-opening recruitment event. The culture at GWCCA seems like a dream. I will look at the opportunities that are available.*

***Y. Chelle Hall, Student  
National Black MBA Association***

*This is a full circle moment for me. I know people who have received donations from the mission. I am paying my dues, being from Atlanta I know it's the right thing to do.*

***Heavenly Boykin  
Community Engagement and Events Manager, GWCCA***

*You all were the best. You accomplished a lot in your shift. Please come back!*

***Wes Wood, Senior Volunteer Experience Manager  
Atlanta Mission***

*Thank you so much for your work in the Hunger Action Center and Community Food Center. It goes a long way!*

***Chynna Edwards, Volunteer Coordinator  
Atlanta Community Food Bank***

*Amazing! Thank you so much for this presentation. I was so proud to see one young lady who was not speaking get up in front of everyone at the end and share her vision board. This was great!*

***Amadi Leaks, Chief Operating Officer, Gigi's House***

*Very engaging workshop. I thought it was good for all ages, not just the girls.*

***Rachael Pollard, Director of Human Resources  
Signia by Hilton Atlanta***

# Questions?





# GWCCA TEAM MEMBER RECOGNITION

**Jen LeMaster**  
Chief Administrative Officer



# Team Member Milestone

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Juan Smith(30)  
Logistics & Supply Chain





# Action Item: Fourth Amendment to SCC Management Agreement

Pargen Robertson  
Legal Counsel



# Overview

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Recall that pursuant to O.C.G.A. § 10-9-16.1(a), the Authority is authorized to contract with any other county, municipality, public corporation, or public authority, to exercise on behalf of the local entity such responsibility in connection with **the planning, design, acquisition, construction, operation, management, and maintenance of a local trade and convention center** and to provide to the local entity goods and services in connection with the planning, design, acquisition, construction, operation, management, and maintenance of any local trade and convention center of the local entity, all as the parties may by contract determine appropriate.

# Resolution

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Under that statutory authority, on March 25, 2014, the Authority executed the original agreement pursuant to which the Authority now operates the Savannah Convention Center.

That Agreement has been amended several times to extend its term.

With this Resolution today you would simply authorize another extension of the Savannah Convention Center Management Agreement – this one until **June 30, 2028**.



# Questions?

# Next Scheduled Meeting

## February 27, 2024



# THANK YOU