



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

AUGUST 27, 2024

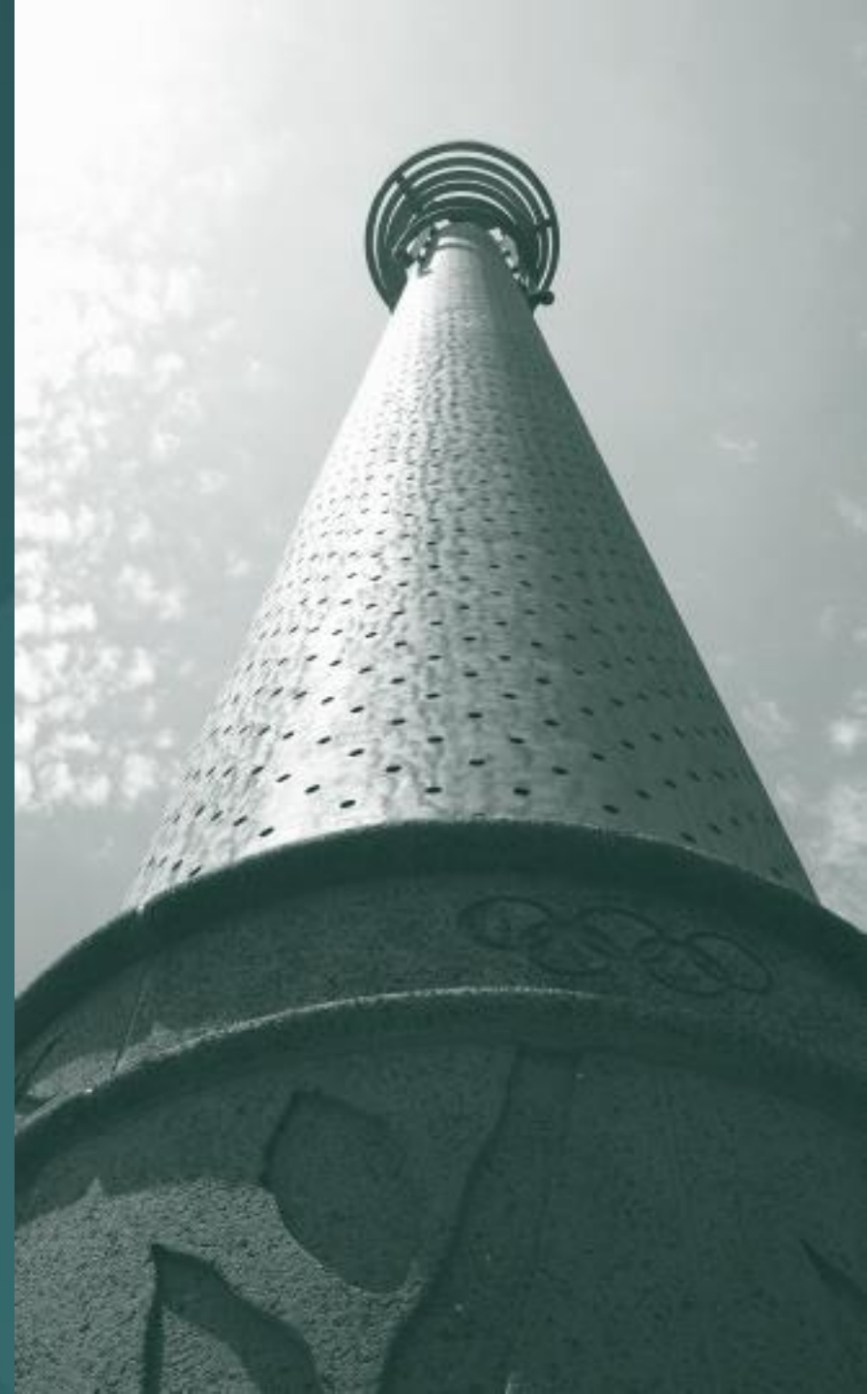
Action Item

Approval of Minutes July 30, 2024



Financial Update

Rey Rodriguez
Director of Finance



Financial Snapshot: July



Month	Budget	Actual	Variance
Revenue	\$3,932,696	\$4,944,212	↑ \$1.0M 25.7%
Expense	\$5,166,142	\$5,458,759	↑ \$293K 5.7%
Net Profit	(\$1,233,446)	(\$514,548)	↑ \$719K

Questions?



Update: GWCCA Campus Projects

Ken Stockdell
Director, Project and Program
Management



Campus Projects: Master Plan

➤ Status Update

- Phase 1 of master plan, campus-wide plan, completed February 2024
- Composite neighborhood plan completed July 2024
- Phase 2 of master plan, threshold plan, started July 2024

➤ Future Steps

- Phase 2 status report to Board of Governors at retreat on September 18
- Phase 3 of master plan, building master plan, timing TBD

Amplifying the
**Georgia World Congress Center (GWCC)
Comprehensive Master Plan Study**

Investigate | Explore | Recommend

September 2023 - February 2024

*What it means to be with and for
The Neighborhood,
The City of Atlanta,
The State of Georgia,
The Country of USA,
and The World*

Overview

The Charge

The Georgia World Congress Center (GWCC) Master Plan represents opportunity for the GWCC Authority and the community to reconsider the highest and best possible use for the Georgia World Congress Center site.

The Components

- Urban Planning
- Urban Design
- Market Dynamics
- Land Development
- Landscape Architecture
- Engineering & Mobility
- Sustainable & Resilient Design
- Experiential Branding
- Venues Design

The Approach

Our approach has been designed with the end in mind so that the opportunities are driven from a 360° comprehensive perspective.

The Process

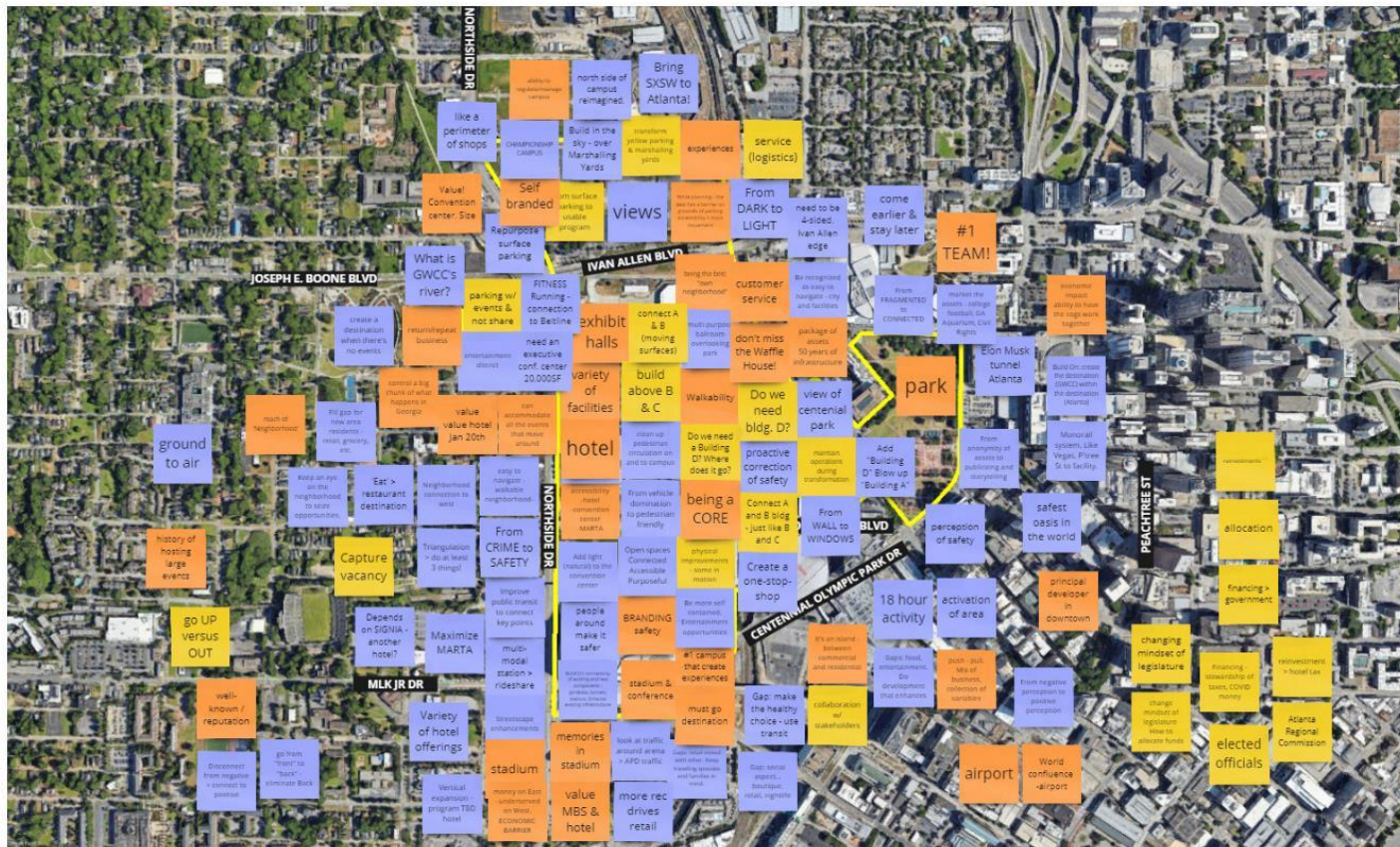
Investigate | Explore | Recommend | Document

The Place

To inspire sustainable, resilient, and inclusive design we start with a Nature Of Place study that is made up of 10 measures, reflecting the AIA Framework for Design Excellence. It organizes our thinking, facilitates conversations with our clients and the communities we serve, and sets meaningful goals and targets for climate action and equitable **developments**.



Envisioning Your Project



Creating a cohesive campus IDENTITY | Identifying opportunities to maximize the ECONOMIC potential of the campus | Pinpointing SUSTAINABILITY and stewardship opportunities | Integrating our campus with and connecting it to the surrounding COMMUNITY | Creating a safe, PEDESTRIAN-FRIENDLY environment both within our campus and extending into the surrounding community.

RE-IMAGINING BLUE & YELLOW LOTS

The master plan layout for the blue lot incorporates a community gathering space that can host events such as farmer's markets, outdoor gatherings and other events supporting ongoing programming at GWCC. A pedestrian path that connects to the terrace plaza incorporates stormwater features and can also be used as an educational tool. Townhomes that front Maple Street transition to the single family neighborhood and connect to Rodney Cook Sr Park.

The Yellow Lot uses the existing urban fabric as organizing elements for the developable blocks and public realm. A large linear greenway and dedicated pedestrian and bike path fronting Ivan Allen Jr Blvd. creates safe, direct connectivity from Northside Drive and Marietta St. Strategies for these new developments include the following:

1. Improve arrival experience at Gateway Plaza and activate existing public realm at Building C's north entrance
2. Provide safe access and connectivity across Ivan Allen Boulevard to the Yellow Lot
3. Integrate stormwater landscapes, shared streets and plazas with seating to create a pedestrian friendly environment at the Blue Lot
4. Create a multimodal Linear Greenway along southern edge of the Yellow Lot with recreation and play areas
5. Provide sufficient space to create a Yellow Lot quad to provide spaces of respite and seating for residents and the broader community



An aerial photograph of a city grid, likely Atlanta, Georgia. The image is semi-transparent, showing a city street layout with various buildings. Two specific areas are highlighted with semi-transparent overlays: a yellow area in the upper left and a larger yellow and blue area in the lower right. The blue area appears to be a park or green space with some structures. The text and logos are overlaid on the center of the image.

Georgia World Congress Center Threshold Site Plan

Investigate

Draft Issued August 16, 2024



Georgia World
Congress Center

HKS

Questions?



Update: GWCCA Campus Projects

Jeff Oden
Vice President, Campus Operations



Energy Savings Performance Contracting

- What it is and how it works
- Process
- Phase 1 Project
- Phase 2 Project

Energy Savings Performance Contracting

- An innovative financing technique that uses cost savings from reduced energy consumption to repay the cost of installing energy conservation measures
- Energy conservation measures include lighting, heating, air conditioning, system controls, water conservation
- Process
 - Project development and feasibility study
 - Georgia Environmental Finance Authority (GEFA)
 - Georgia State Financing and Investment Commission (GSFIC)
 - RFP
 - ✓ Energy Service Company (ESCO)
 - ✓ Selection process and award
 - ✓ Investment Grade Audit (IGA)
 - ✓ GWCCA enters contract based on IGA
 - ✓ Project verification
 - ✓ Construction
 - ✓ Ongoing services

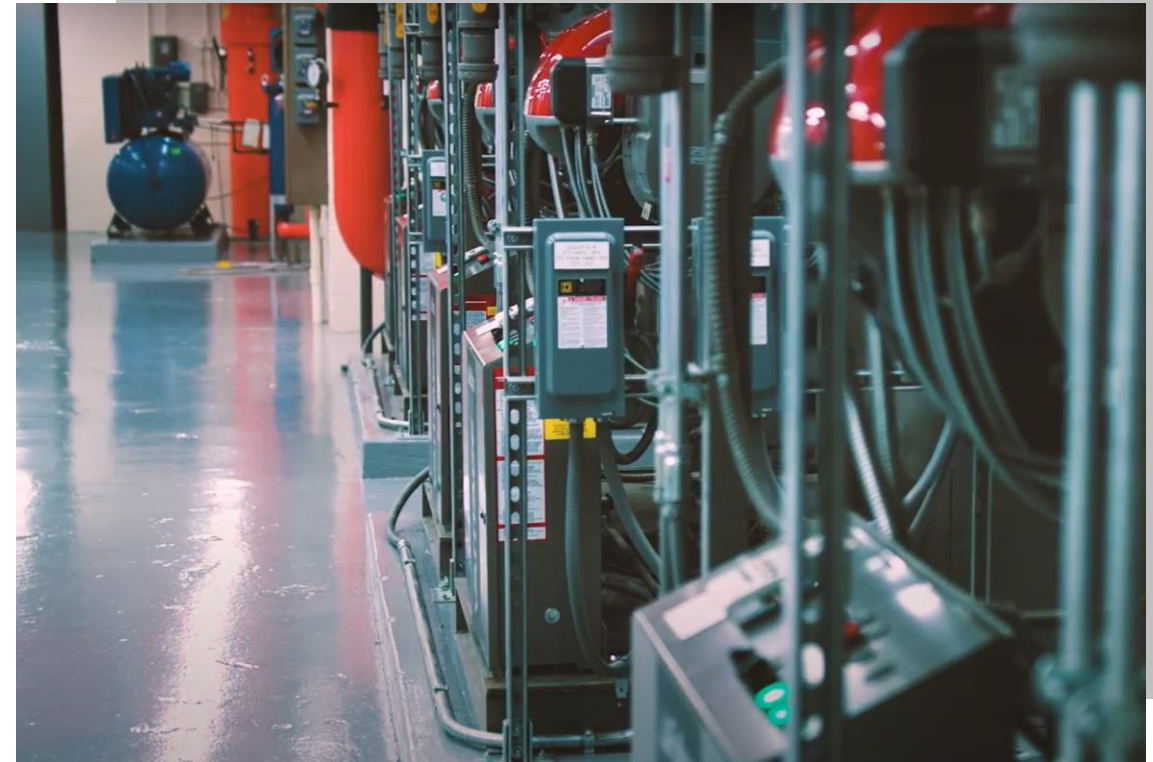


**GEORGIA STATE FINANCING
and INVESTMENT COMMISSION**

Phase 1

- Project installed 2015-2017
 - Project cost: \$28M
 - Guaranteed year-one energy savings: \$2.04M
 - Georgia Power rebates: \$422,264
 - 179D Tax Payment: \$560,146
 - Construction period: 18 months
 - **Guaranteed savings met every year**
 - ECMs
 - ✓ Campus Wide Lighting
 - ✓ Replaced B Plant
 - ✓ Water Conservation

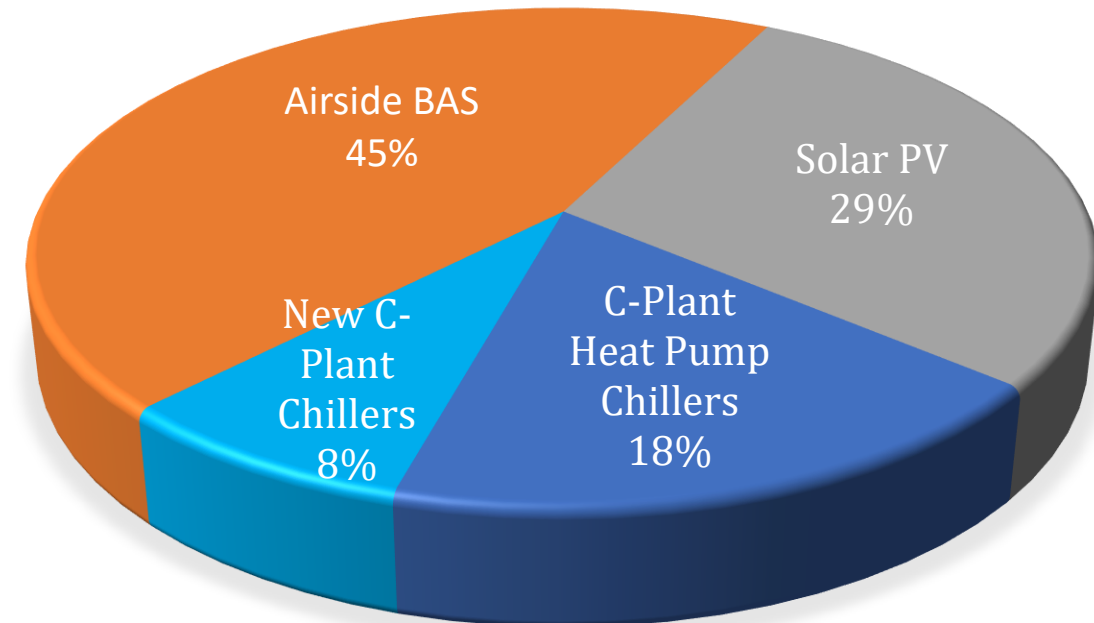
- On-going services and guaranteed energy savings began 2017-2031; **energy savings are guaranteed**



Phase 2

- Project installation cost: \$25.7M
- Guaranteed year-one energy savings: \$1.5M (Est.)
- Phase II EPC opportunity will allow GWCC to continue to address our critical aging infrastructure.
- ECMs
 - Replacement of the C-Plant
 - Full replacement of the pneumatic controls
 - Installation of a Solar PV array to directly offset grid energy use
- Technologies such as energy storage, heat pumps, and high efficiency control devices will be evaluated to optimize GWCC's grid consumption

Solar PV, Airside Controls and Rebates/Incentives savings enable C Plant work scope / deferred maintenance



Energy Performance Schedule: Next Steps

- Evaluate Six respondents (all pre-approved ESCO's)
 - Engie, ESG, Honeywell, Path, Schneider, Trane
- Evaluations due on August 28
- Interview top three
- Award
- Investment Grade Audit (IGA)
- Investment Grade Audit will vet out opportunities



Questions?



GWCC 50th Anniversary Celebration

Holly Richmond
Director, Communications





**GEORGIA WORLD
CONGRESS CENTER**

Celebrating 50 Years of
Unconventional Experiences

Event Overview

- Tuesday, October 1 | 6 – 8:30 pm
- A dynamic **'Then to Now'** cocktail reception designed with **A/B Lobby** divided into two distinct halves
- One side takes guests back to the year 1974 to celebrate the groundbreaking of GWCC's Building A. The other side immerses guests into present day and beyond with a sleek, modern aesthetic, cutting-edge technology, and forward-thinking innovations



Questions?



Executive Session



Next Scheduled Meeting

**Board Planning Retreat
Signia by Hilton Atlanta**

September 17-19, 2024



Georgia World
Congress Center
Authority

THANK YOU