



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

DECEMBER 10, 2024

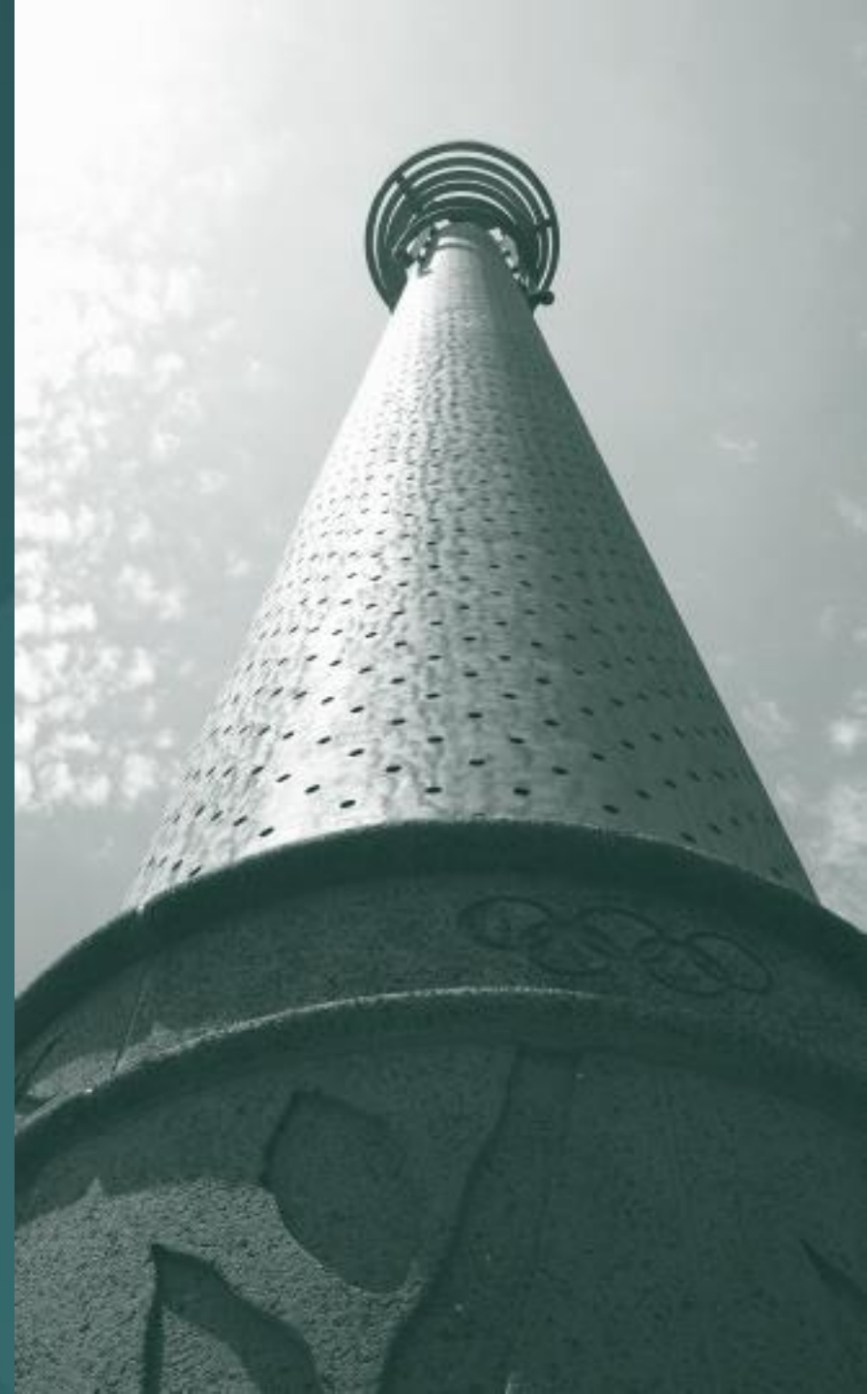
Action Item

Approval of Minutes October 29, 2024



Financial Update

Rey Rodriguez
Director of Finance



Financial Snapshot: October



Month	Budget	Actual	Variance
Revenue	\$6,658,946	\$7,388,585	↑ \$729.6K 11.0%
Expense	\$5,050,287	\$5,323,272	↑ \$273.0K 5.4%
Net Profit	\$1,608,659	\$2,065,313	↑ \$456.7K

Financial Snapshot: YTD thru October 2024



Month	Budget	Actual	Variance
Revenue	\$21,368,501	\$23,243,246	↑ \$1.9M 8.8%
Expense	\$20,405,494	\$21,213,690	↑ \$808K 4.0%
Net Profit	\$963,007	\$2,029,556	↑ \$1.1M

Questions?



Action Item: Energy Performance Contract

Jeff Oden
Vice President, Campus Operations

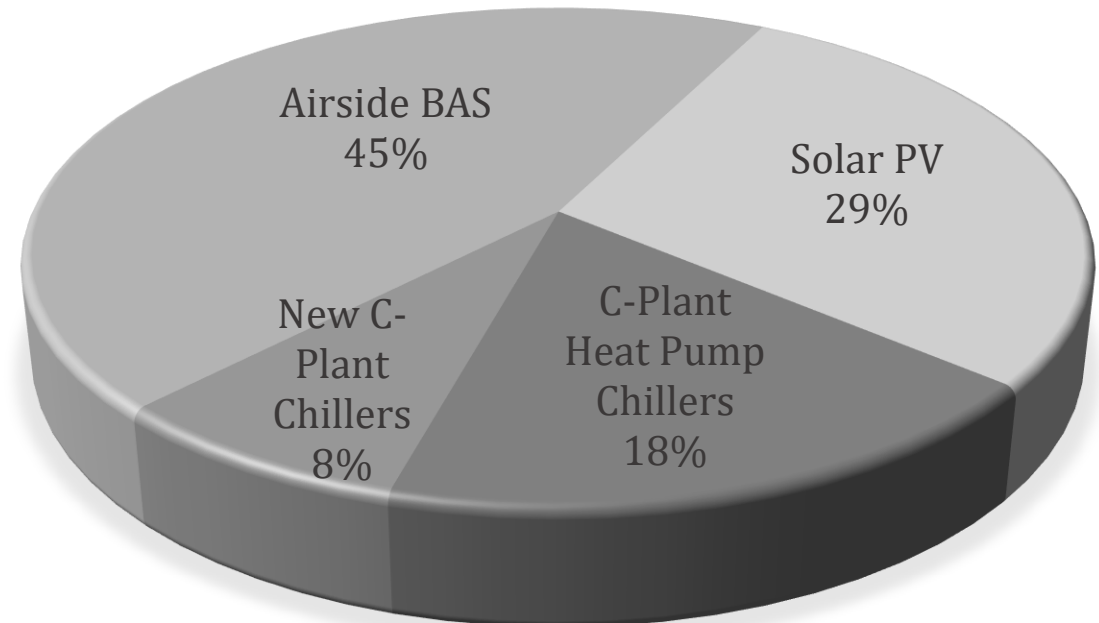
Pargen Robertson
Chief Legal Officer



Phase 2: Investment Grade Audit

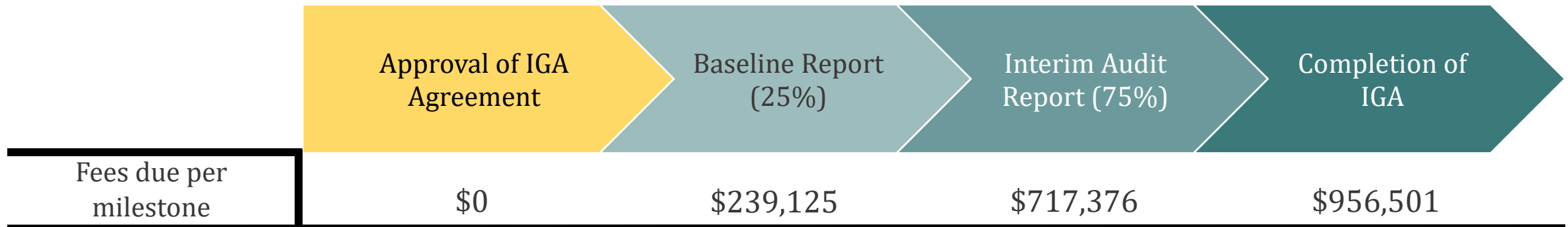
- Phase II EPC opportunity will allow GWCC to continue to address its critical aging infrastructure
- Energy Conservation Measures (electrical, mechanical, and water) to be evaluated
 - Replacement of the C-Plant
 - Full replacement of the pneumatic controls
 - Installation of a Solar PV array to directly offset grid energy use
 - Energy storage, including geothermal
 - Cooling tower well water make-up
 - Kitchen hood and compressed air optimization
 - High-efficiency low voltage transformers
 - Electric rate optimization / demand response

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



Phase 2: Contract and Fee

- IGA fee: \$956,501
- Payment contingent on performance
 - Defined milestones to limit GWCCA exposure
 - Cancellation between milestones defaults to lower value
- **IGA costs are paid for by project upon transition to construction**



Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Chief Executive Officer is authorized to negotiate with the pre-qualified Energy Service Provider(s) identified as the presumptive awardee under the RFP, and in case those negotiations are successful, the Chief Executive Officer is authorized, though not required, to contract an Investment Grade Audit in respect of such Energy Service Provider(s), substantially in the format attached hereto as Exhibit A.

BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Chief Executive Officer to be necessary or desirable to consummate the execution of such an agreement and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

Questions?



Action Item: Red Deck Elevators Modernization

Ken Stockdell
Director of Project and Program
Management

Pargen Robertson
Chief Legal Officer



Red Deck Elevators Modernization

➤ Process

- Design by Lerch Bates
- Competitive procurement process with three bidders
- Kone highest rated bidder

➤ Scope

- Modernization of Units IP-1 and IP-2

➤ Project Duration: 62 weeks, including equipment lead time

➤ Contract Amount: \$662,024.00

Red Deck Elevators Modernization



Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Chief Executive Officer is authorized, though not required, to execute and deliver, in substantially similar form attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an agreement for traction elevator modernization services and related equipment, goods, and services, but only so long as such agreement complies with applicable law and, in the judgment of the Chief Executive Officer, is consistent with the corporate purposes and mission of the Authority and the Authority's sound business practices.

BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Chief Executive Officer to be necessary or desirable to consummate the execution of an agreement for such services and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

Questions?



Signia by Hilton Atlanta 2025 Budget

**Melana McClatchey
VP, Hotel Counsel, GWCCA**

**Teri Agosta, General Manager
Julia Austin, Director of Sales**

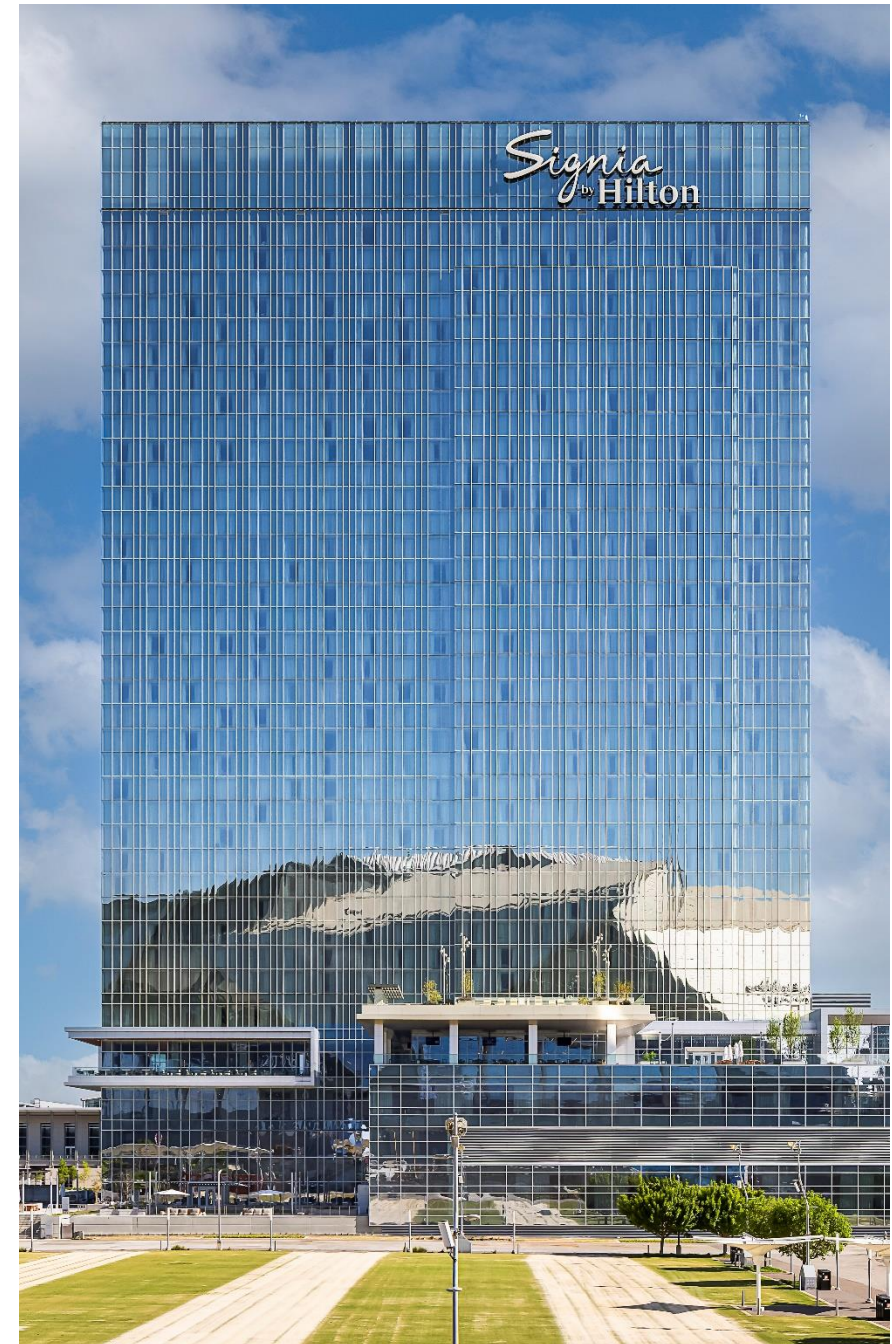
**Doug Gehret
SVP, US and Canada Operations**





2025 Commercial & Operational Strategy Plan

SIGNIA BY HILTON ATLANTA



2024 IN REVIEW




10,391
CROISSANTS
SOLD



638
GROUPS
SERVICED



\$6,172
HIGHEST
SUITE ADR



75K
CARS
PARKED

2024 IN REVIEW



\$2,779
MOST EXPENSIVE BOTTLE OF WINE SOLD
DRC GRANDS ECHEZEAUX 2020



10+
CELEBRITY VISITS
INCLUDING: DOMINIQUE DAWES, JOHN LEGEND, LUDACRIS, NICK SABAN, MARCUS SAMUELSSON, & MARK CUBAN



48
HILTON TEAM MEMBERS BROUGHT IN
31 IN LEADERSHIP ROLES



4
NFL TEAMS BOOKED
DALLAS COWBOYS
JACKSONVILLE JAGUARS
LA CHARGERS
PITTSBURGH STEELERS

2024 AWARDS + ACCOLADES



Capolinea

- *Jezebel's* 100 Best Restaurants: Capolinea is No. 23
- Capolinea featured in *Atlanta Magazine's* Best of Atlanta 2024: Drink
- Capolinea's wine program won *Wine Spectator's* 2024 Award of Excellence
- Capolinea Named Best New Restaurant in *The Atlantan's* 2024 "Atlanta's Finest" awards.
- Capolinea made *The Atlantan's* Best of the City List
- *Eater* named Capolinea one of "11 Hottest New Restaurants Around Atlanta" and one of "The Essential Downtown Atlanta Restaurants to Know"
- Capolinea listed in *Rough Draft's* roundup titled "5 New Atlanta Restaurants That Captured Our Attention"
- Capolinea in *Eater Atlanta's* Guide to Dining & Drinking Around Atlanta

FRIENDSHIP MARKET

- *Eater* Highlights Friendship Market for having one of the "Best Croissants in Atlanta"

Signia by Hilton

ATLANTA
GEORGIA WORLD CONGRESS CENTER

- Best in Hospitality category for *The Atlanta Business Chronicle's* 25th Annual Best in Atlanta Real Estate Awards
- Signia by Hilton Atlanta wins a 2024 *Men's Health* Travel Award

MEETING SPACE

- *Jezebel Magazine's* 2024 Best of Atlanta winner (Best Hotel Ballroom)
- *Smart Meeting's* 2024 Smart Stars Award in the category of Best Conference/Convention Center Hotel
- *BizBash's* 10 New Venues in Atlanta for Spring 2024 Meetings and Events
- *Sports Business Journal* released their second annual "Best Sports Business Cities: Event Hosting" rankings, with Atlanta being named the fourth most successful city at attracting and hosting sporting events (behind Orlando, Las Vegas and L.A.). Signia by Hilton Atlanta was specifically mentioned in part of the rationale behind Atlanta's ranking.
- Signia ranked No. 1 on *Explore Georgia's* List of 14 New and Unique Meeting Spaces

SPA Signia ATLANTA

- Spa Signia's included in the *Spa & Beauty* article titled "Georgia Spa Guide: The Best Spas in Atlanta"

KEY PERFORMANCE INDICATORS



ONLINE REPUTATION

STAY SCORE
MEETING PLANNER SCORE



PHYSICAL PLANT



LABOR MANAGEMENT



PROFITABILITY

2025 BUDGET



	2024	2025	24 vs 25 %
Occupancy	52.6%	61.9%	9.3pts
ADR	\$263.94	\$268.63	1.7%
<i>Transient</i>	\$281.22	\$274.12	-2.6%
<i>Group</i>	\$249.74	\$259.39	3.7%
RevPAR	\$138.88	\$166.22	16.5%
Rooms Revenue	50,152	59,216	15.3%
F&B Revenue	41,358	47,247	12.5%
<i>Outlet Revenue</i>	11,565	14,025	17.5%
<i>Outlet SPORT</i>	\$204.91	\$210.28	2.6%
<i>Catering Revenue</i>	29,792	33,222	10.3%
<i>Group TGCC</i>	\$206.84	\$203.24	-1.8%
Other Op/Misc Revenue	5,379	6,091	11.7%
Total Revenue	96,889	112,554	13.9%
GOP	28,643	39,396	27.3%

Dollars in Thousands excluding Occupancy, ADR, RevPAR, SPORT, TGCC, and Margin Metrics

SIGNIA ATLANTA GWCC COMMERCIAL NORTHSTAR

COMMERCIAL OVERVIEW

Background

Signia by Hilton Atlanta is a premier meetings and events brand, combining an elevated hotel experience with premium meeting and event spaces; the delivery is with **sophisticated energy** that provides direction on the tone, heart & soul, and identity of the experience. Using feedback from meeting professionals, guests, owners and developers, Signia by Hilton Atlanta was created to solve critical gaps in the industry to deliver an unparalleled experience from check-in to check-out.

Current Situation

Our inaugural year has afforded us a deeper understanding of our strengths and opportunities, and we are in the process of applying those learnings to the remainder of 2024, and the development of the 2025 budget. We are also monitoring the effectiveness of the changes to strategy that we have already made this year

Goal

As we look to 2025, we will be measuring our success against specific goals that target group & Transient business. We define these goals as year over year growth in these segments: group revenue growth of **16.5%**, and transient revenue growth of **12%** (broken down in to compressed dates and low demand dates).

SIGNIA ATLANTA GWCC COMMERCIAL NORTHSTAR

KEY STRATEGIES

MAXIMIZE GROUP & LOCAL CATERING BUSINESS	DRIVE TRANSIENT BUSINESS	DEVELOP BUSINESS TRAVEL & GOVERNMENT BUSINESS	ENHANCE HOTEL & BRAND AWARENESS/REPUTATION
<p><u>Objective:</u> Maximize group business and ensure strong year over year growth, in both group rooms and catering contribution</p>	<p><u>Objective:</u> Maintain high performance on compressed dates, and increase performance over low demand time frames</p>	<p><u>Objective:</u> Continue to grow business travel with our key and new accounts, and define our OCI goal for 2025</p>	<p><u>Objective:</u> Maintain and develop robust marketing strategies that build awareness of the hotel and the Signia brand</p>

GROUP TO BE



		Q1	Q2	Q3	Q4	TOTAL
Room Nights	2024 Roll 10+2/ACT	28,580	39,844	30,857	36,002	135,283
	2025 Budget	42,481	44,656	30,224	37,352	154,713
	2025 Definite	37,509	36,720	17,826	25,782	117,837
	2025 Tentative	2,663	166	2,781	-	5,610
	TO BE: Room Nights	4,972	7,936	12,398	11,570	36,876
2024 Position		28,405	34,779	30,918	21,366	115,468
Rate	2024 Roll 10+2/ACT	\$ 257.53	\$ 257.32	\$ 232.87	\$ 238.77	\$ 246.85
	2025 Budget	\$ 287.63	\$ 266.07	\$ 231.48	\$ 262.56	\$ 264.38
	2025 Definite	\$ 289.37	\$ 272.30	\$ 242.64	\$ 271.10	\$ 272.98
	2025 Tentative	\$ 282.25	\$ 285.63	\$ 249.68	\$ -	\$ 266.20
	TO BE: Rate	\$ 274.55	\$ 237.24	\$ 215.43	\$ 243.51	\$ 236.91
2024 Position		\$ 262.09	\$ 268.14	\$ 247.59	\$ 264.87	\$ 260.55
Revenue	2024 Roll 10+2/ACT	\$ 7,360,212	\$ 10,252,698	\$ 7,185,742	\$ 8,596,133	\$ 33,394,785
	2025 Budget	\$ 12,218,887	\$ 11,881,667	\$ 6,996,204	\$ 9,807,034	\$ 40,903,791
	2025 Definite	\$ 10,853,810	\$ 9,998,932	\$ 4,325,243	\$ 6,989,618	\$ 32,167,603
	2025 Tentative	\$ 751,636	\$ 47,414	\$ 694,360	\$ -	\$ 1,493,410
	TO BE: Revenue	\$ 1,365,076	\$ 1,882,735	\$ 2,670,961	\$ 2,817,416	\$ 8,736,188
2024 Position		\$ 7,444,767	\$ 9,325,633	\$ 7,654,978	\$ 5,659,284	\$ 30,084,662

CATERING REVENUE SUMMARY



Group Catering 2024	Group Catering 2025	\$ Growth	% Growth
\$27,566,747	\$31,246,743	\$3,679,997	13.3%

Local Catering 2024	Local Catering 2025	\$ Growth	% Growth
\$1,805,449	\$1,975,657	\$170,209	9.4%

Affiliates 2024	Affiliates 2025	\$ Growth	% Growth
\$696,389	\$430,610	-\$265,779	-38.2%



**THE HILTON
ENGINE IS
FULLY
ENGAGED**



HILTON'S AMERICA'S LEADERSHIP & COMMERCIAL CONFERENCE

HOME DEPOT BACKYARD EVENT



GBTA ANNUAL CONVENTION

HOSTED AT SIGNIA ATLANTA AND GEORGIA WORLD CONGRESS CENTER





HILTON WORLDWIDE SALES

CORPORATE NEGOTIATED		
Top Account	Total Revenue	Room Nights
Coca Cola	\$102,441	510
NetJets	\$69,300	495
Hilton Business Travel	\$68,056	231
Deloitte	\$28,241	130
Comcast	\$22,575	121

LOCAL NEGOTIATED		
Top Account	Total Revenue	Room Nights
Professional Referee Organization	\$90,413	463
Atlanta Falcons	\$10,529	29
CRISP	\$7,999	36
Georgia World Congress Center	\$5,704	17
Red Bull	\$3,126	15

- 2024 Group Leads = 1773
 - HWS accounted for 914 leads
- 2025 Group Leads = 2308
 - HWS accounted for 1439 leads

Signia by Hilton



● Current Properties

● Pipeline Properties

● Opening in January 2025

Questions?



ACVB 3-Year Strategic Plan and 2025 Business & Financial Plan

William Pate
President & CEO

Gregory Pierce
Executive Vice President & CAO/CFO



An aerial photograph of the Atlanta skyline, including the Mercedes-Benz Stadium, is overlaid with a semi-transparent red filter. The text is centered in white, bold, sans-serif font.

FORWARD 2026
Three-year Strategic Plan and
2025 Business and Financial Plan



Convention & Visitors Bureau

DISCOVER ATL

Mission

Favorably impact the Atlanta economy by selling and marketing Atlanta globally as the premier conventions, events and leisure destination

Vision

To be the most welcoming, inclusive and easiest convention city to work with in the U.S.

Forward 2026 | Three-year Strategic Plan

OVERALL GOAL

While continuing objective to reach a minimum

925,000 room nights

for meetings greater than 2,500 on peak,

also maintain a minimum of

20 citywide bookings

of 5,000 room nights and greater on peak each year

STRATEGIC PRIORITIES

Maintain a leadership position in citywide booking pace against top competitors

Drive visitation and meeting attendance by promoting destination appeal and experience

Maintain a position of leadership in emerging trends in technology

Position ACVB for the future

KEY INITIATIVES

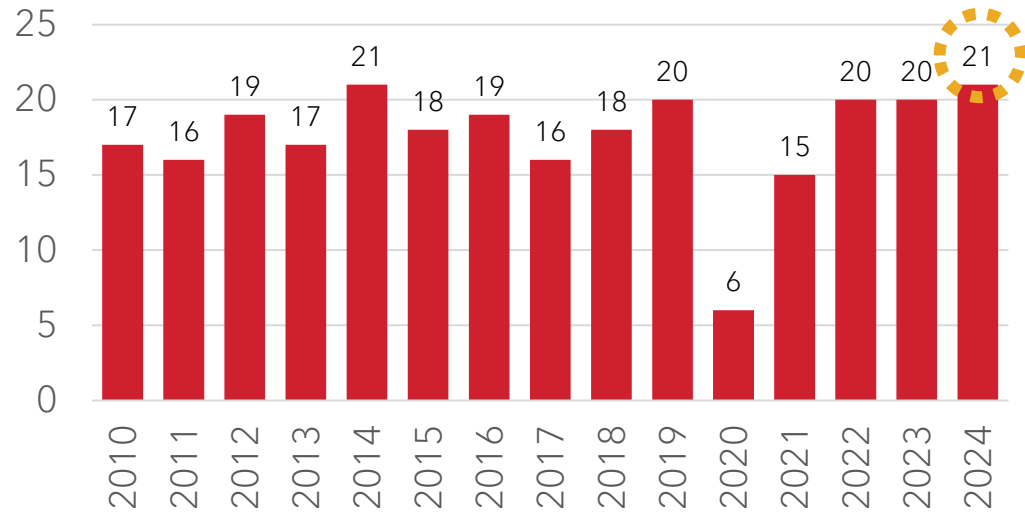
- Promote improvements at GWCCA to include campus facilities and campus routes
- Elevate Atlanta's position and leverage competitive advantage as a leader in sustainability, diversity, equity and inclusion
- Capitalize on the impact of the new Signia by Hilton Atlanta on the GWCCA campus and increase room blocks from midsize and smaller hotels
- Market Atlanta's diverse culinary offerings and capitalize on the MICHELIN Guide selections and star ratings
- Support initiatives and programs that educate and enhance the perception of safety, security and cleanliness of Downtown
- Maximize the 2026 FIFA World Cup opportunity to elevate our position as the sports capital of the world
- Expand and promote our competitive advantage as a welcoming city to drive incremental visitation from diverse audiences
- Create modular content that can be tailored by demographics/areas of interest and serve up via martech
- Leverage advanced digital marketing techniques including AI, expand adoption of our martech platform, and promote and grow Atlanta Meta World to support sales and services efforts
- Better serve members and stakeholders by building a new membership portal with emphasis on user access, data, experience and security
- Expand use of Simpleview and Digideck to support sustainability marketing efforts and help maintain brand standards
- Extend hotel tax contract beyond 2027
- Support the effort to obtain a sustainable funding model for major sporting events
- Execute the succession plan for executive leadership and throughout ACVB
- Create CSR/ESG/community-focused resources for use throughout the organization and hospitality industry
- Increase professional development opportunities for key leaders and decision makers

2025 BUSINESS PLAN



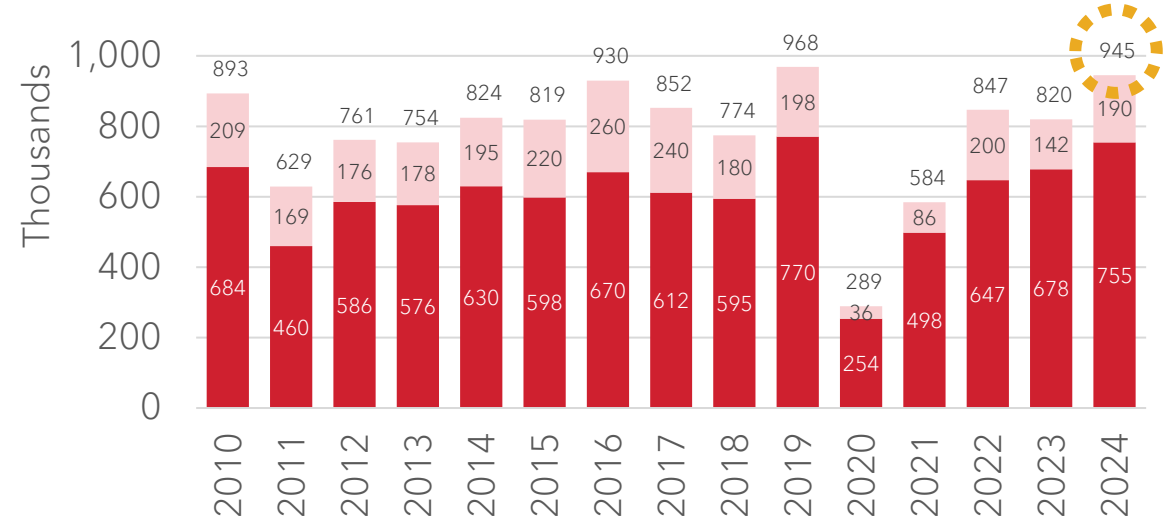
Atlanta held 21 major citywide events in 2024, surpassing its goal of 20 and matching its historic high. Atlanta also hosted more than 940,000 room nights for events with 2,500 or more on peak, surpassing its goal of 925,000.

Major Citywide Events Hosted
(5,000+ on Peak)



Rooms for Events Hosted by Peak Room

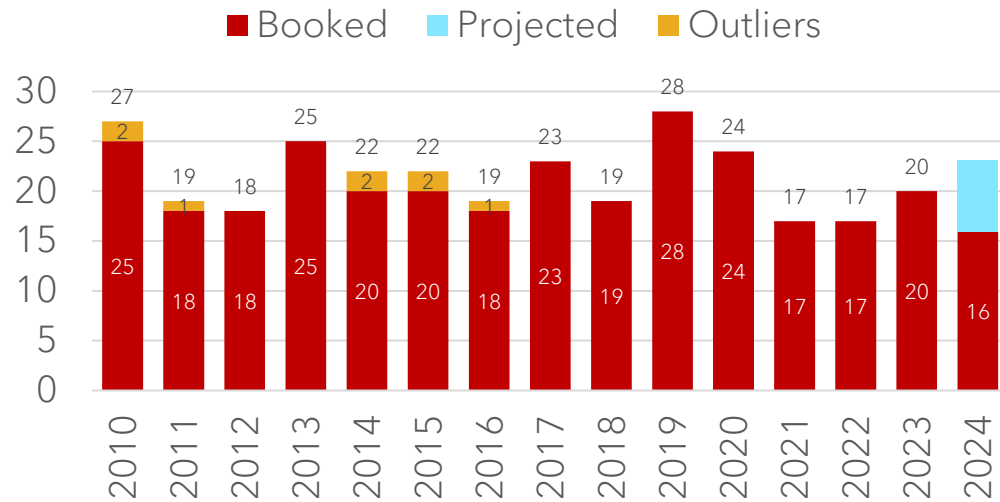
■ 5,000+ ■ 2,500 - 4,999



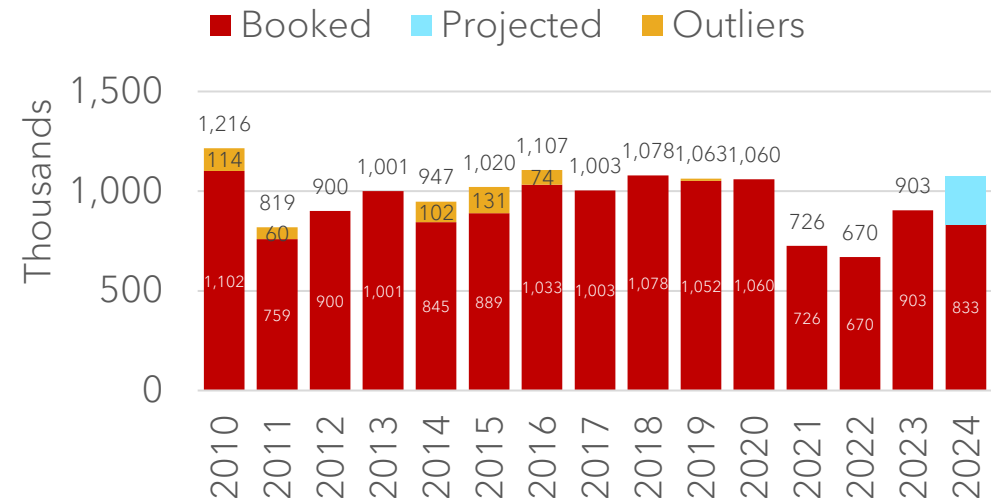
Data as of Oct 22, 2024; Peak room value and room night values are based on the current meeting values

In 2024 to date, ACVB has booked 16 major citywides for future dates and more than 830,000 rooms for 2,500+ on peak events. At its current pace, ACVB is on track to surpass its goal of 20 major citywides booked and more than 925,000 room nights for groups with 2,500+ on peak.

Major Citywide Events Booked
(5,000+ on Peak)



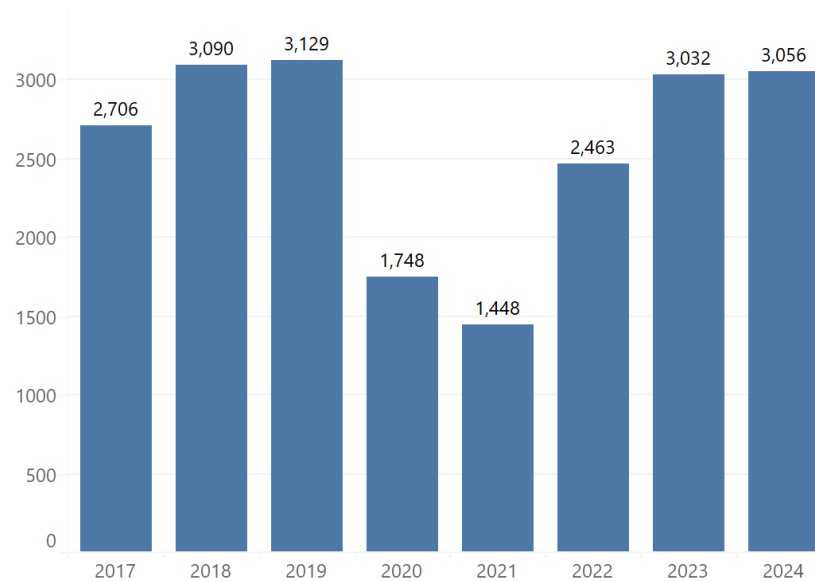
Rooms for Events Booked
(2,500+ on Peak)



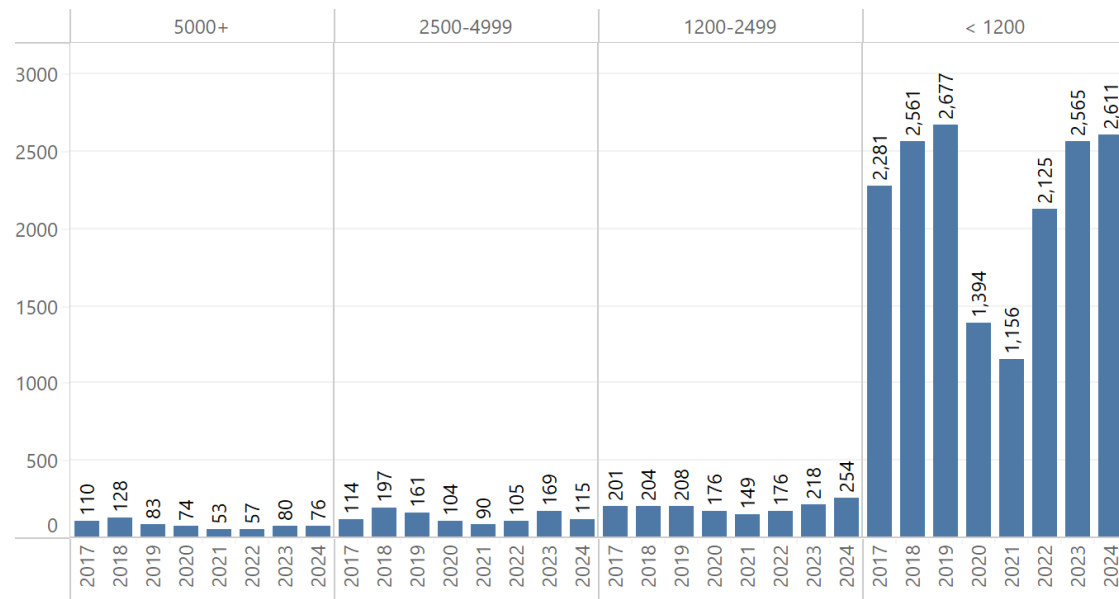
Data as of Oct 22, 2024; Peak room values are based on the value when the group was booked; Projected value is based on pace vs. recent years.

Total lead volume in 2024 is slightly above 2023 and comparable to 2019. More than 80% of this performance is from leads with less than 1,200 on peak. Of the segments, 1,200-2,499 on peak is seeing the strongest relative growth in 2024.

Total leads generated, YTD September



Total leads generated by peak room segment, YTD September



Data as of Sep 30, 2024

October 2024

OCCUPANCY

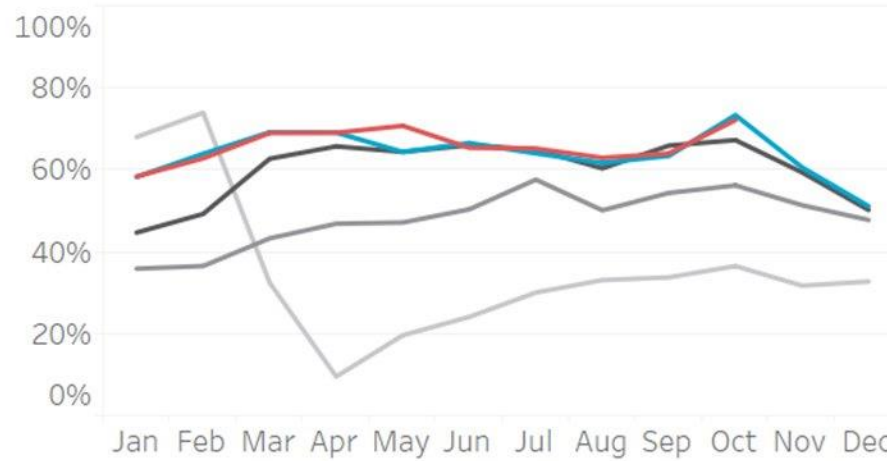
SINGLE MONTH

72%

vs. LY -1% -2%

vs. 5 Yr Avg 11% 18%

raw change *% change*



	October 2024	Occ	YoY	vs. 5 Yr
Total Atlanta Market	70%	70%	3%	9%
Downtown	71%	71%	-1%	21%
Midtown	73%	73%	-4%	15%
Buckhead	72%	72%	-1%	12%
Airport	70%	70%	-1%	6%
Major Convention Hotels	71%	71%	1%	22%
GWCC 1-Mile Radius	71%	71%	-2%	20%
Top 25 Lux & UpUp	75%	75%	0%	22%

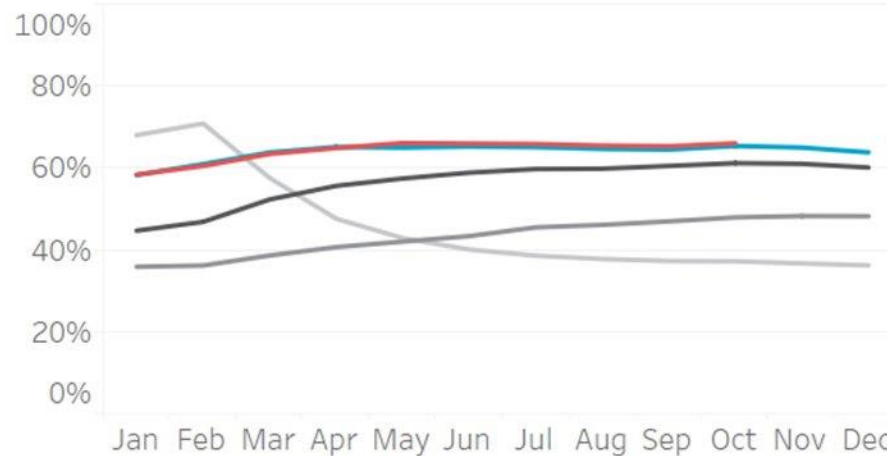
YEAR TO DATE

66%

vs. LY 0% 1%

vs. 5 Yr Avg 10% 19%

raw change *% change*



	Occ	YoY	vs. 5 Yr
Total Atlanta Market	66%	-2%	6%
Downtown	65%	1%	19%
Midtown	67%	0%	17%
Buckhead	66%	1%	13%
Airport	69%	-5%	7%
Major Convention Hotels	65%	0%	21%
GWCC 1-Mile Radius	66%	1%	19%
Top 25 Lux & UpUp	72%	1%	24%

2024 2023 2022 2021 2020

■ ■ ■ ■ ■

October 2024

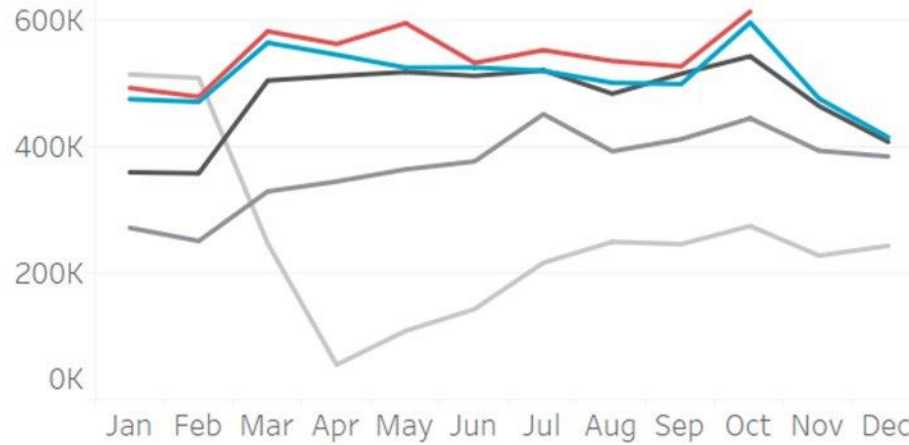
ROOM DEMAND

City of Atlanta

SINGLE MONTH

614K

vs. LY 16.0K 2.7%
 vs. 5 Yr Avg 119.2K 24.1%
raw change % change



October 2024

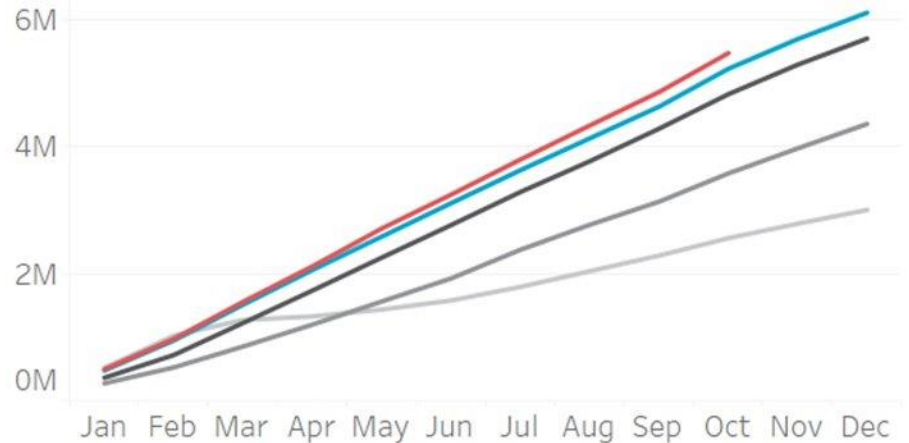
	Dem	YoY	vs. 5 Yr
Total Atlanta Market	2,469K	5%	12%
Downtown	293K	7%	28%
Midtown	149K	0%	24%
Buckhead	145K	-2%	17%
Airport	286K	-1%	11%
Major Convention Hot..	178K	15%	35%
GWCC 1-Mile Radius	303K	6%	28%
Top 25 Lux & UpUp	655K	45%	35%

*Demand for Top 25 Lux & UpUp
 = Total / 25 (i.e. weighted average)*

YEAR TO DATE

5.47M

vs. LY 228.6K 4.4%
 vs. 5 Yr Avg 1,140.1K 26.3%
raw change % change



	Dem	YoY	vs. 5 Yr
Total Atlanta Market	22.52M	0%	11%
Downtown	2.64M	9%	29%
Midtown	1.30M	0%	27%
Buckhead	1.30M	0%	20%
Airport	2.77M	-3%	12%
Major Convention Hot..	1.60M	14%	37%
GWCC 1-Mile Radius	2.73M	9%	30%
Top 25 Lux & UpUp	6.14M	66%	40%

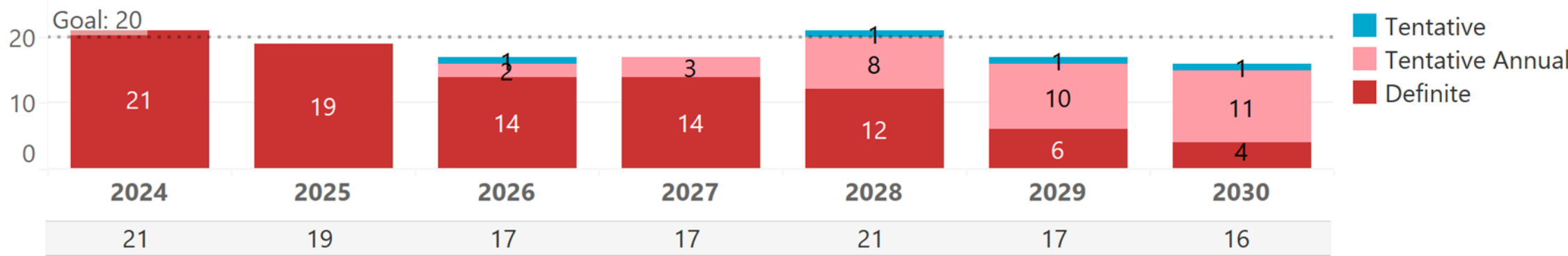
2024 2023 2022 2021 2020

Source: STR

LARGE GROUPS FOR FUTURE YEARS

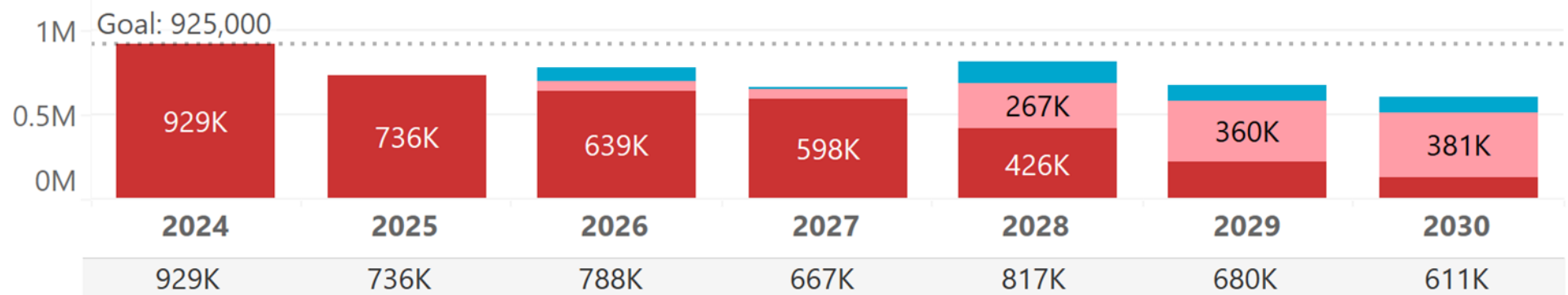
5,000+ on Peak

Number of Events



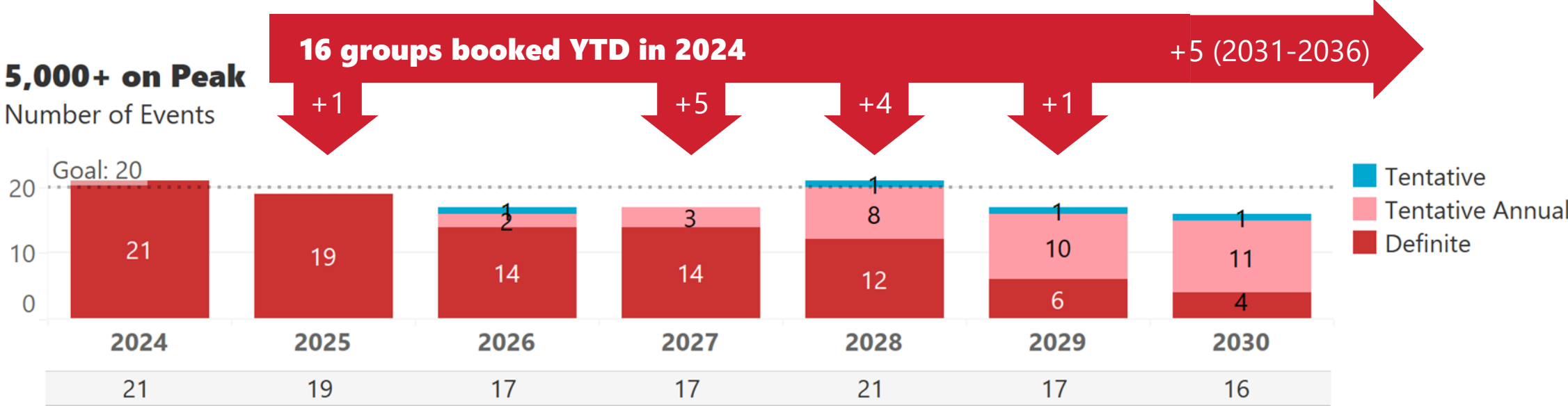
2,500+ on Peak

Room Nights

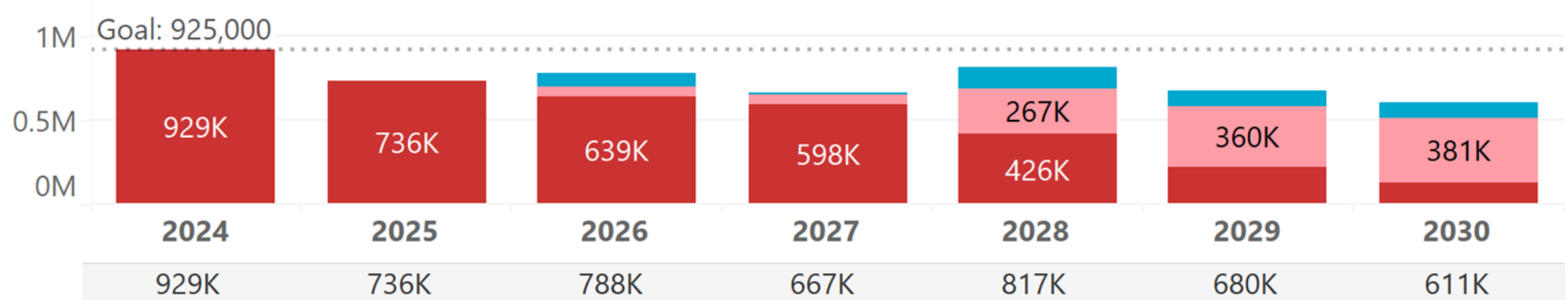


LARGE GROUPS FOR FUTURE YEARS

5,000+ on Peak
Number of Events

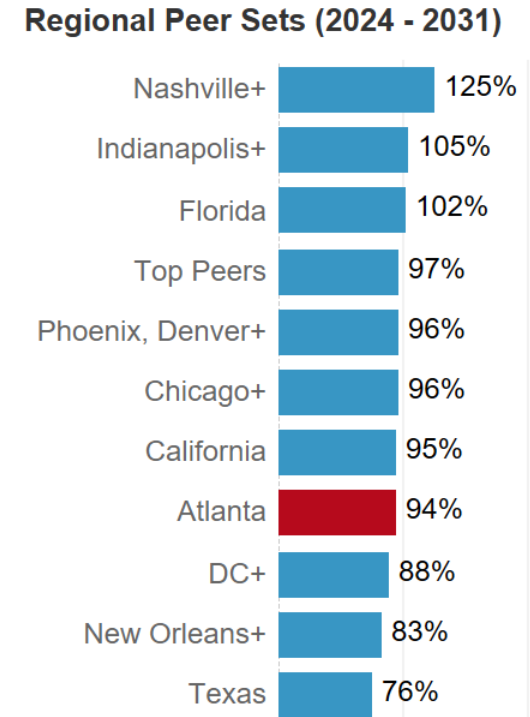
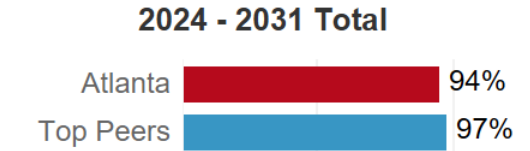
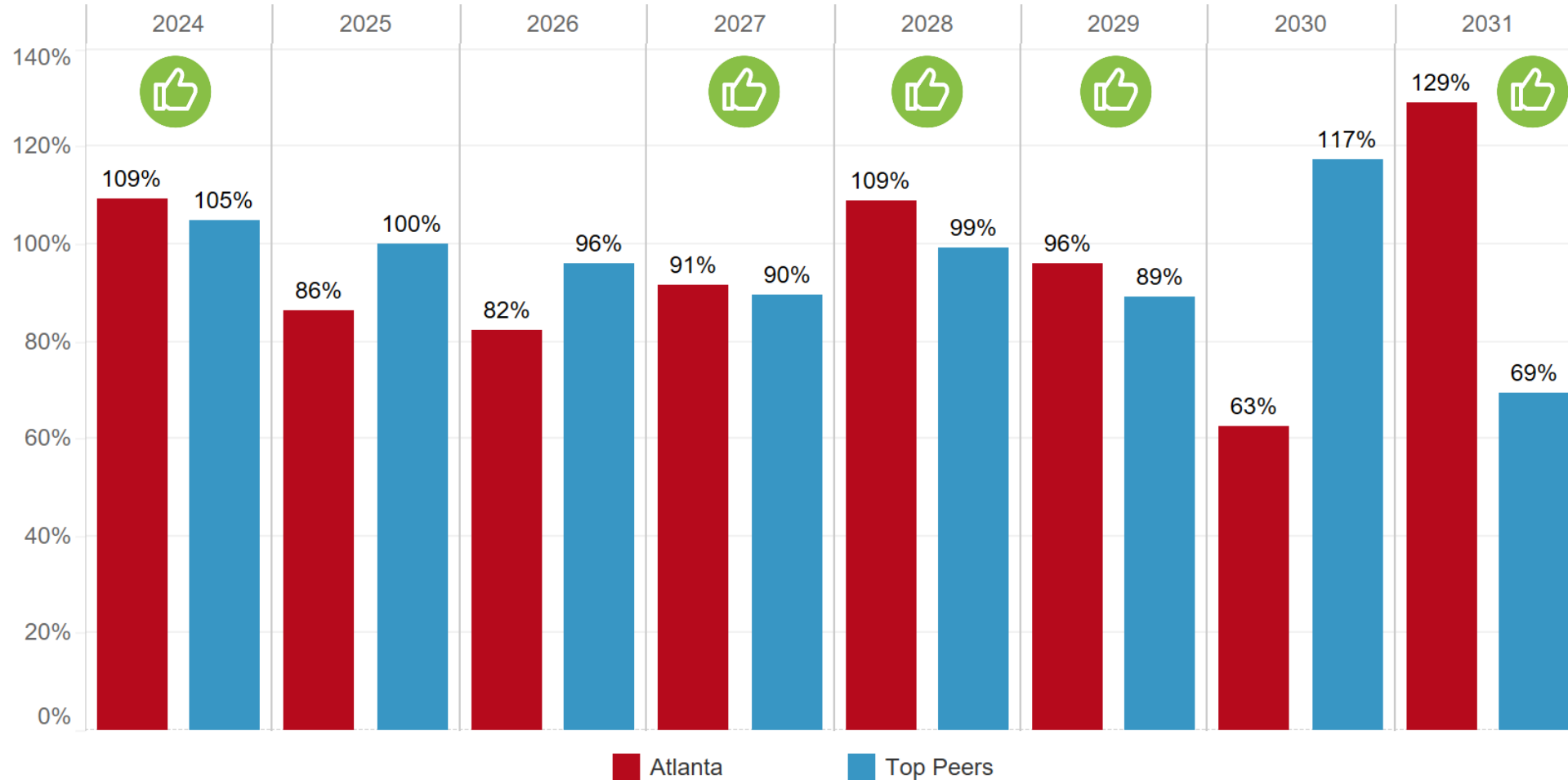


2,500+ on Peak
Room Nights



CITYWIDE PACE

Groups with 2,500+ on Peak vs. 2017 - 2019



As of Date
10/22/2024

Source FuturePace, Pace is based on definite room nights for groups with 2,500+ on relative to 2017 - 2019. Top Peers includes six markets Anaheim, Chicago, Nashville, New Orleans, Orlando, D.C. Regional peer sets values include the primary city + related or smaller nearby cities because individual competitor pace is not available, e.g. Nashville += Nashville, Memphis, Lexington, and Louisville.

2024 HIGHLIGHTS

- Booked 20 major citywide events representing 725,000 convention room nights (by EOY 2024)
- More than 20 percent of business booked is new business for Atlanta
- Overall booking pace is projected at 106 percent
- One of the top U.S. destinations in booking convention business
- Hosted 156 in-person site visits for future business as of Q3 2024
- Celebrated second year of expanded MICHELIN Guide restaurant selections
- Engaged more than 625 international tour operators and hosted 123 individuals on FAM trips (by EOY 2024)
- Hosted Maritz Sourcing Summit for 20 top sourcing executives to increase destination awareness and drive additional business to Atlanta
- Maintained leadership positions with ASAE, Association Forum, Destinations International, IAEE, Maritz Travel, MPI, PCMA and U.S. Travel Association
- Created partnership with a sustainability firm to finalize three-year sustainability project and webpage
- Hosted/attended more than 50 face-to-face customer trade shows and events across the U.S.

2024 HIGHLIGHTS

- Hosted Global Business Travel Association, Travel South International Showcase, Georgia Governor's Tourism Conference, and Maritz Sourcing Summit FAM for top sourcing agents representing citywide association and corporate business
- Enhanced service support for 46 midtier and citywide conventions/events and 209 groups total
- Organized and hosted 136 (as of Q3) customer planning site visits
- Achieved a 4.8 / 5 score in overall satisfaction with ACVB from meeting planner event surveys (100 percent listed either "satisfied" or "very satisfied")
- Introduced Social Offset, a new community impact partner to aid in attendance building
- Hosted FIFA Security Conference with operational and security representatives from all North American host cities for emergency preparedness planning for 2026 FIFA World Cup
- Hosted more than 30 domestic and international journalists in market to secure earned media coverage of Atlanta
- Activated our partnership with Atlanta Film Festival with integrated branding and TV spots aired throughout
- Hosted culinary-themed annual meeting to support organization's marketing focus on Atlanta's dining scene
- Maintained a 96 percent membership retention rate

2024 HIGHLIGHTS

- Launched interest-based technology ClickTripz/Chime AI chatbot for personalization in advertising and direct integration with DiscoverAtlanta.com
- Rolled out interest-based sign-up and testing for modular content via email marketing
- Updated Natural Language Processing (NLP) on DiscoverAtlanta.com to include interest-based data
- Added new Trip Planner app integration
- Launched FIFA microsite and supported FIFA with Atlanta assets and materials
- Launched September Kids Free promotion with Georgia Aquarium and member attractions
- Produced ATL Unguided Vol. 3 brochure with new digital content including partnerships with social influencers
- Produced and aired second season of Atlanta con Sabor Latino in Spanish for Telemundo with six 30-minute episodes
- Produced four 30-minute episodes for Voyager TV series – Colors of Atlanta
- Completed production of second cookbook entitled "Fearless Innovation: What Unites Us" and launched both books to local media
- Developed new brand strategy and destination campaign, "We're Atlanta. You're Welcome."
- Earned a NATAS Southeast Chapter Emmy Award for season one of the Atlanta Con Sabor Latino documentary

KEY MARKETING HIGHLIGHTS 2024 Q1-Q3

- Social media
 - 131.3 million impressions
 - 6.0 million engagements
- Website traffic
 - 5.4 million sessions
 - 7.5 million page views
- Discover Atlanta eNews
 - 33% average monthly open rate
 - 4.1% average monthly CTR
- Content production (through 9/16)
 - 881 articles, videos, posts
 - 98 in Spanish
- Discover Atlanta app
 - 4,351 average monthly active users
 - 259,795 app page views



Convention Trade Shows

2024 ASAE Annual Meeting & Expo – Aug. 10-13

- 20x20 immersive booth featuring Atlanta and GWCCA visuals
- New developments video loop featuring highlights of GWCCA campus enhancements and additions
- Created a microsite and content to create awareness, drive booth traffic during ASAE 2024 and support volunteers

2024 IMEX – Oct. 8-10

- Additional enhancements made to existing 10x40 custom designed booth including tables and presentation setting
- Atlanta video loop featuring updated highlights of GWCCA campus enhancements and additions

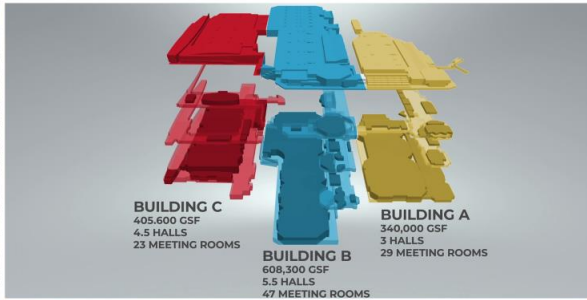
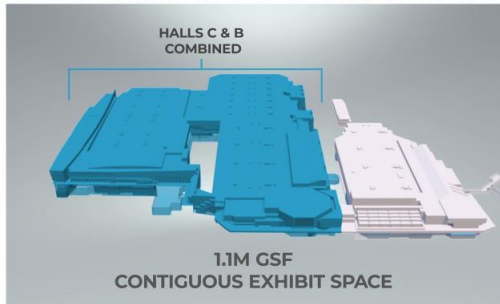
2024 ASAE Annual Meeting & Expo Cleveland



2024 IMEX Las Vegas

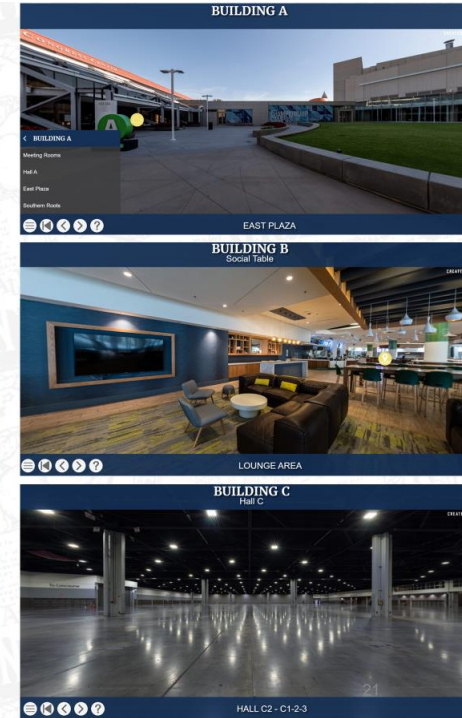
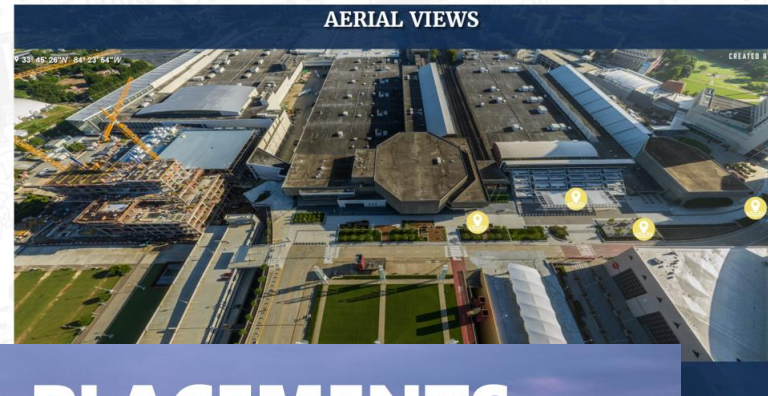


GWCCA Convention and Entertainment District Video



GWCCA 360 Virtual Tour

Comprehensive, high-resolution virtual tour of GWCC featured on the virtual tour platform on DiscoverAtlantaMeetings.com; also promoted on gwcca.org



2024 MEDIA PLACEMENTS

meetings
PEOPLE + PLACES TODAY

Signia by Hilton Debuts Atlanta Georgia World Congress Center HQ Hotel

CORPORATE EVENT NEWS
Brought to you by TSNN

HOTEL NEWS: NEW HILTON HEADQUARTERS HOTEL DEBUTS IN DOWNTOWN ATLANTA

The Atlanta Journal-Constitution

Atlanta is on clock for College Football Playoff title game

Forbes

How To Plan The Perfect Nature-Focused Atlanta Getaway

ATLANTA BUSINESS CHRONICLE

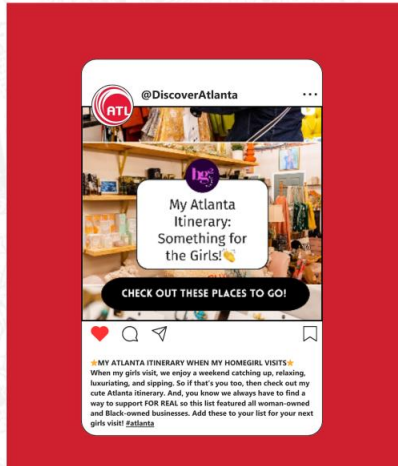
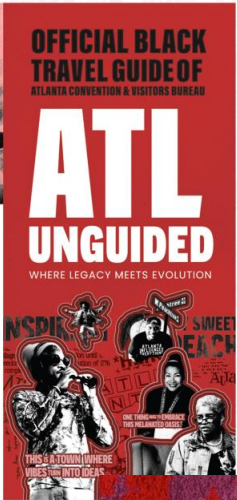
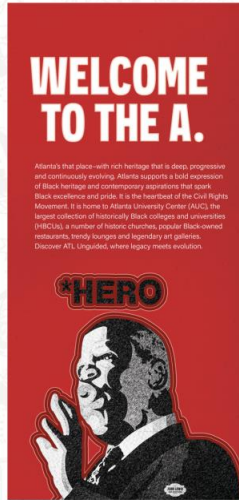
Atlanta's culinary scene, convention business is thriving

TELEMUNDO

La segunda temporada de 'Atlanta con Sabor Latino' ya está aquí

ATL Unguided

Produced Vol. 3 brochure, new articles and influencer social posts



Kids Free September
Partnered with Georgia Aquarium and member attractions for new need period campaign



2025 Assumptions

- We continue with our assumption of a soft economic landing from the past few years and will add a moderate growth trajectory for at least the near term.
- Successfully execute business strategy to target incremental citywide convention business
- Utilize small convention (1,250-2,500) strategy to more efficiently stack business at GWCC and hotels
- Association attendance will be flat year-over-year
- Inbound international attendance will continue to grow
- Corporate meetings will continue to remain soft
- Lead volume will continue to normalize

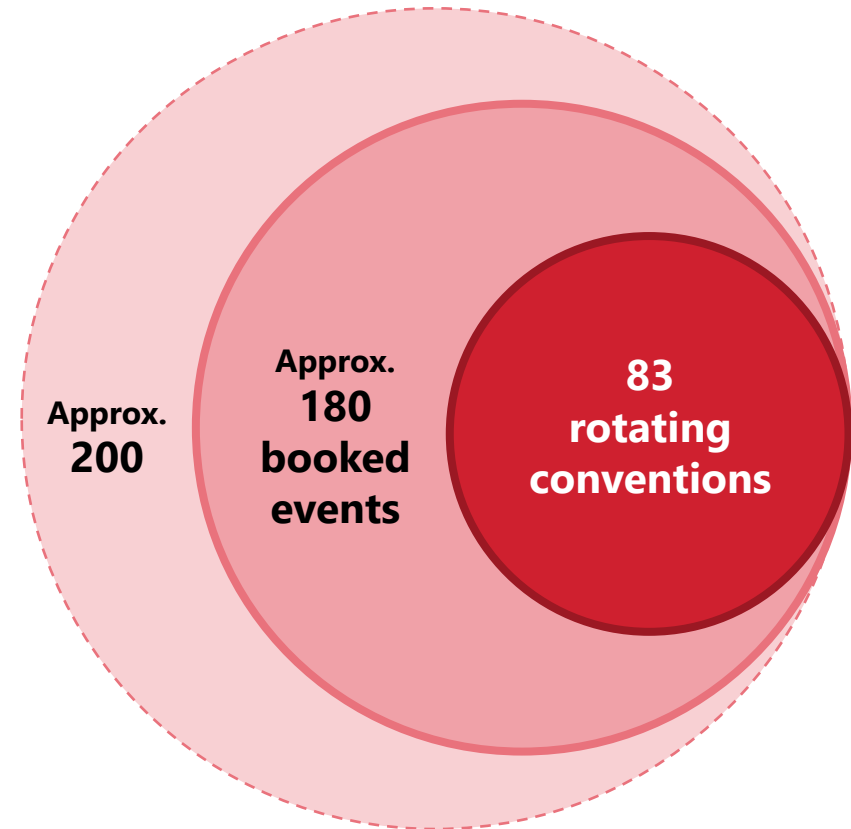
The Universe of Major Citywides

Meetings in the U.S. with 5,000+ on peak

ACVB estimates approximately **200** events are held annually in the U.S. with 5,000 or more hotel room nights on peak.

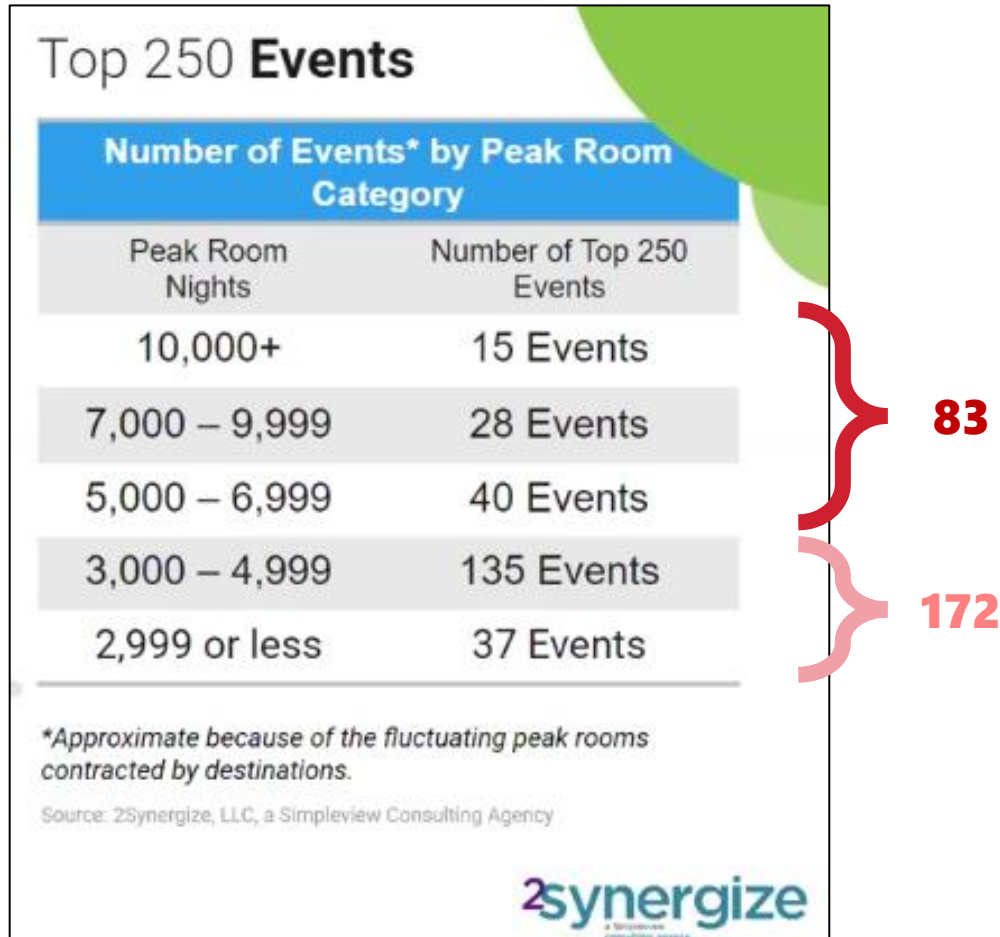
This estimate is based on a count of approximately **180** events booked by 214 reporting DMOs in 2019 and projected to be booked in 2024.

83 of these events are conventions that rotate between cities or are available for booking.



Counts of events booked were provided directly to ACVB by 2Synergize / Simpleview. Absent from the 214 reporting DMOs was Las Vegas. The estimated 200 is primarily a function of adding in Las Vegas. Counts of rotating conventions were produced by 2Synergize in their Mint Top 250.

The Largest Rotating Meetings



There are **83** conventions with 5,000+ on peak available for DMOs to book and **172** with approximately 2,700 to 4,999 on peak.

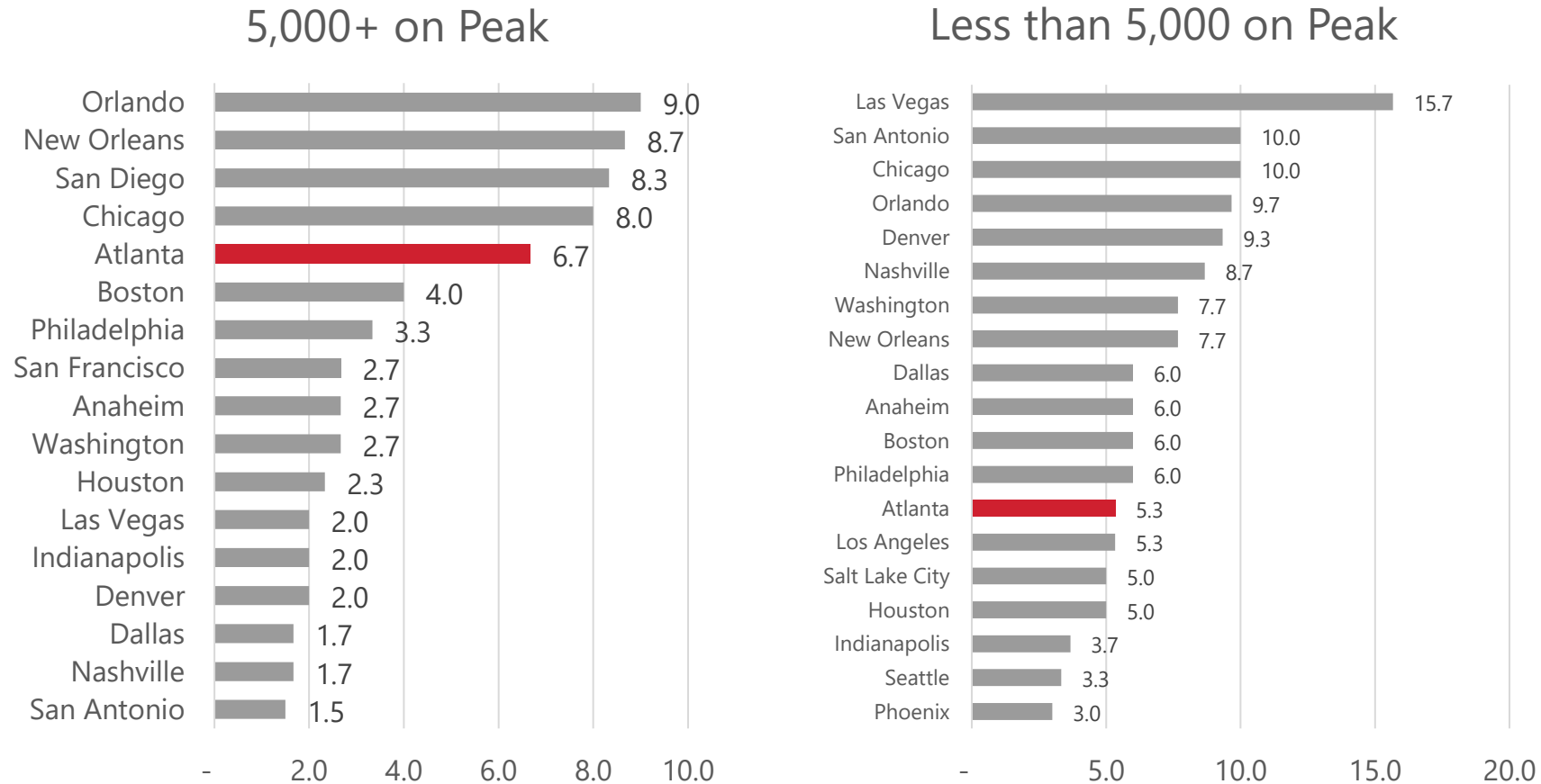
Their analysis excluded events held in the same city annually, sporting events and local festivals, and events with less than 2,700 on peak.

Reported by 2Synergize in October 2024 based upon analysis of data reported by 150+ DMOs

Atlanta's Top 250 Event Ranking in 2022-2024

With a yearly average of seven groups in the top 250 with 5,000+ on peak, Atlanta ranked No. 5 for 2022-2024.

With five groups in the top 250 with less than 5,000 on peak, Atlanta is tied with Los Angeles for No. 13.



Atlanta and Mint's Major Citywides

As part of a new targeting approach, we grouped accounts in our database into four buckets based upon our history with them.

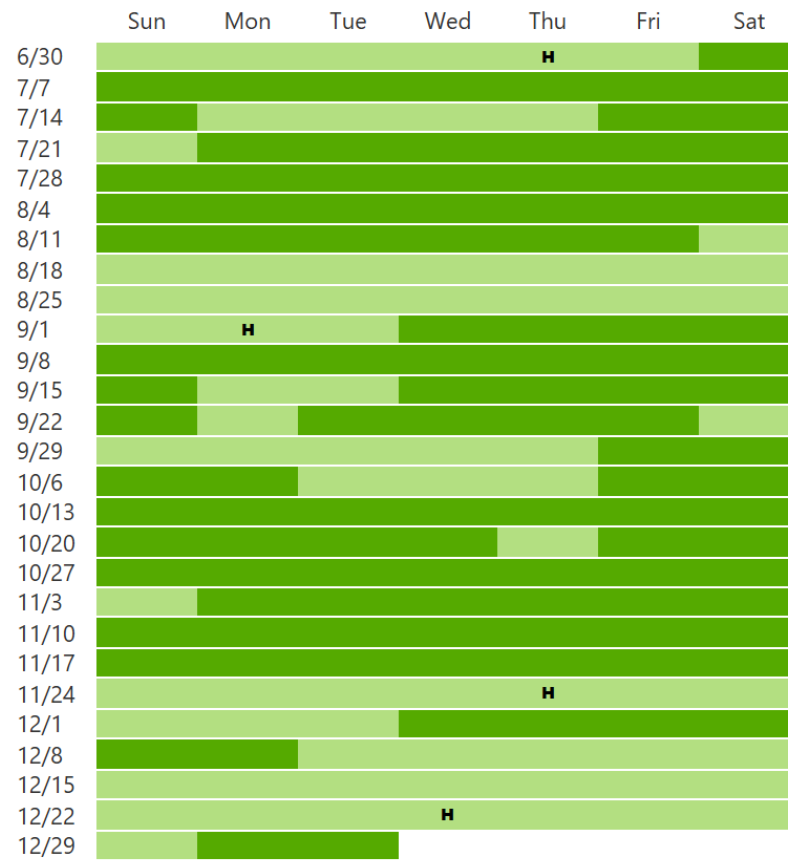
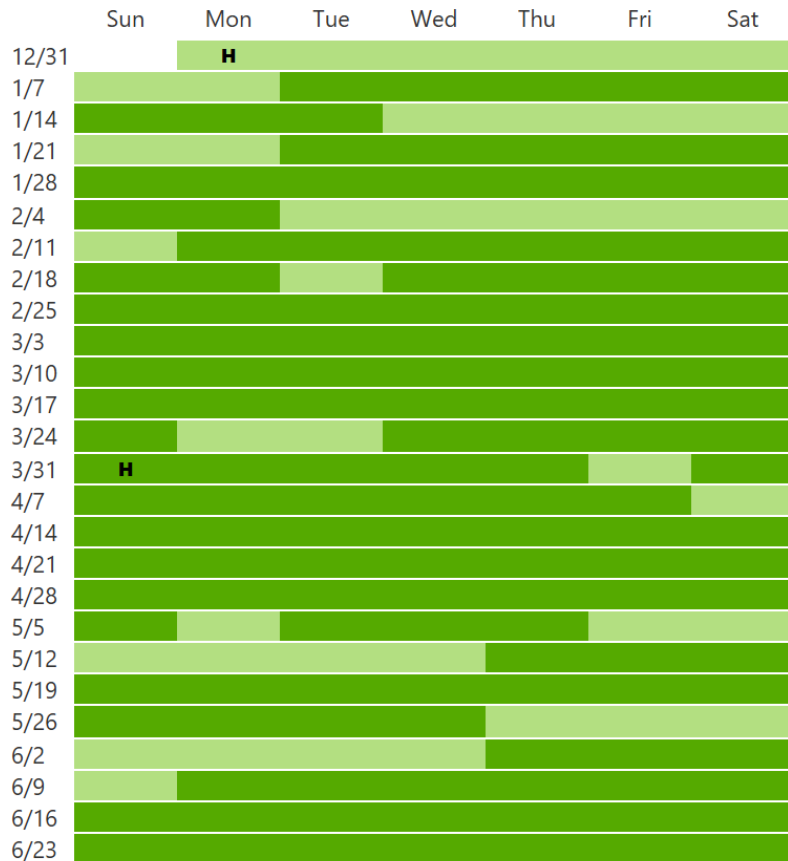
	10,000+	7,000 to 9,999	5,000 to 6,999	Total 5,000+
Booked for the future	3	8	11	22
Hosted in the last seven years but not yet rebooked	2	3	4	9
Last hosted more than seven years ago	7	11	9	27
Never hosted, never booked	3	6	16	25
Total	15	28	40	83

Atlanta and Mint's Midsize Citywides

As part of a new targeting approach, we grouped accounts in our database into four buckets based upon our history with them. Accounts listed as never hosted, never booked also includes those not found in our database.

	3,000 to 4,999	2,999 or less	Total 2,700 to 4,999
Booked for the future	23	4	27
Hosted in the last seven years but not yet rebooked	17	3	20
Last hosted more than seven years ago	32	9	41
Never hosted, never booked	63	21	84
Total	135	37	172

**According to GWCC, the facility's optimal occupancy is 75%.
 For 2024, GWCC exhibit hall occupancy is calculated at 66%.
 To achieve 75% in years like 2024, GWCC will need more midsize citywide events and/or increased pairing up of groups.**



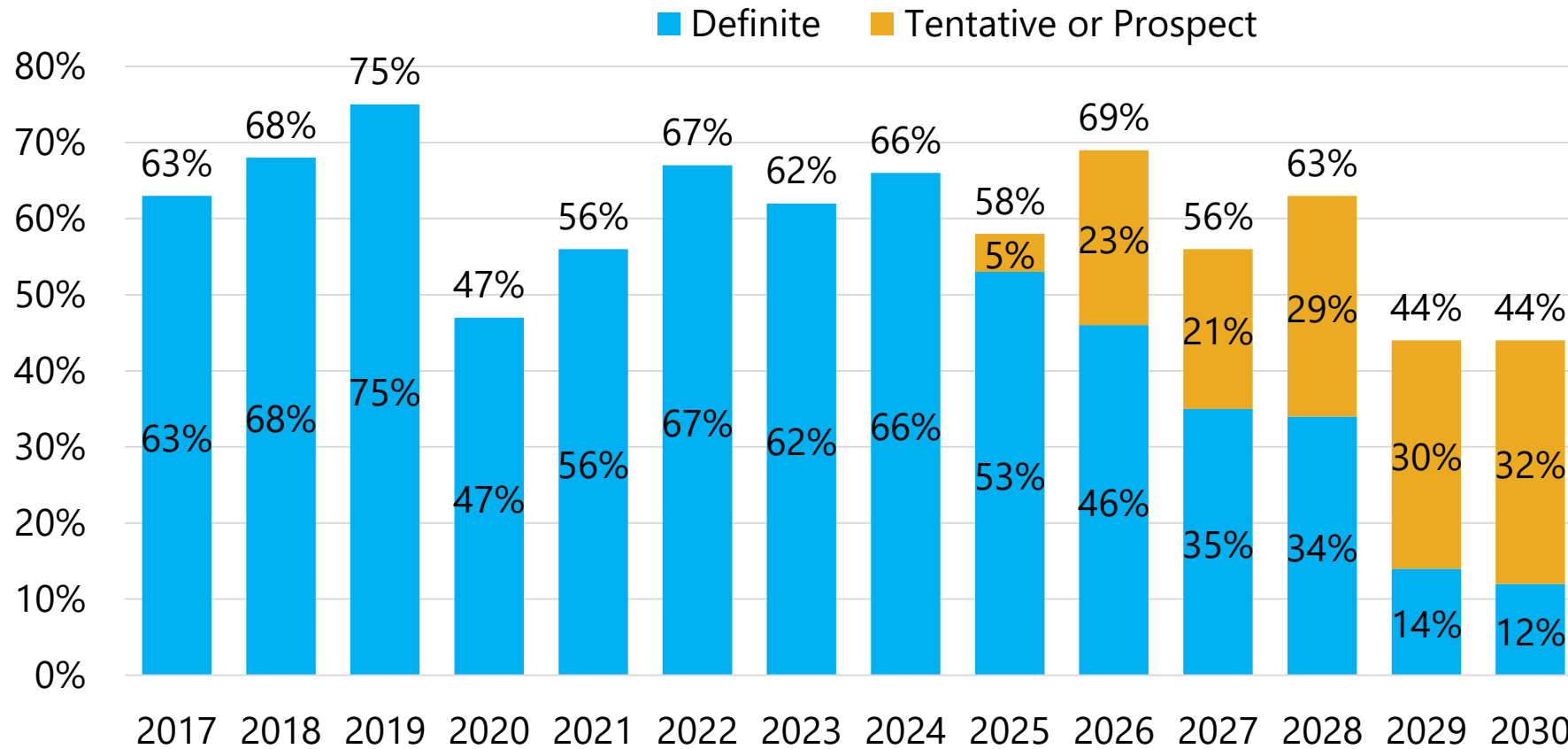
■ 2 or 3 Bldgs. Occupied
 ■ 1 or 0 Bldgs. Occupied

- H = Holidays
- New Years Day
 - Easter Sunday
 - July 4th
 - Labor Day
 - Thanksgiving Day
 - Christmas Day

Occupancy	66%
Hall Days Occupied	722

Occupancy is calculated as a percent of total hall days for the year for three buildings (3 x 366 in 2024 = 1098). 722 / 1098 = 66%

GWCC EXHIBIT HALL OCCUPANCY



Tentative or prospect days are days with an event with a first option status with GWCCA.

Values as of October 2024

2025 Business Plan Goals

- Book 1.5 million room nights
- Work with convention planners to attain attendance goals
- Collaborate with hotel and convention center sales teams to optimize GWCCA convention center space
- Increase visibility of Atlanta as one of the top U.S. meeting and travel destinations
- Leverage ACVB martech platforms and expanded content capabilities to deliver highly-targeted content to meeting planners, attendees and leisure audiences
- Continue to position ACVB as an industry expert nationally and locally with a continued focus on diversity, equity and inclusion

Book 1.5 Million Room Nights

New or significant ramp up in focus

- Strategically target city-wide meetings under 2,500 peak room nights to maximize stacking, utilization of the marketing fund, and increase occupancy of GWCC
- Maximize opening of new convention center hotel to showcase continued upgrades to GWCCA campus
- Operationalize Atlanta's FIFA World Cup activation plan for 2026
- Leverage GWCCA campus improvement assets and messaging to maximize reach and awareness through key meeting channels including LinkedIn
- Launch campaign to promote Atlanta as a soccer city and as a potential hub to experience the entire 2026 FIFA World Cup tournament
- Redesign/build trade show booths for both form and function
- Expand international efforts into Asian markets
- Serve on host committees and provide operational support for 2025 major sporting events- College Football Playoff National Championship, NCAA Men's Basketball Regional, FIFA Club World Cup, Major League Baseball All-Star Game and Southeastern Conference Football Media Days
- Promote/utilize Social Offset to address booking concerns and attendance building challenges

Continue or enhance focus from prior year

- Optimize all partnership agreements
- Host in-market sales missions in Washington, D.C., Chicago and Atlanta
- Enhance airline efforts as flights increase into Atlanta
- Continue efforts with international travel trade in key markets
- Attend more than 40 industry direct sales events
- Continue LinkedIn and other social media messaging efforts
- Increase usage of Atlanta Meta World and other virtual platforms to increase in-person site visits, follow up after site visits and support client planning

Work With Convention Planners To Optimize Attendance Goals

New or significant ramp up in focus

- Promote/utilize Social Offset to address attendance building challenges
- Offer enhanced attendee marketing services and PR support for major sporting events
- Produce local customer Update / UpNext event to share city developments and destination marketing resources and services
- Utilize new demographic profile surveys to curate personalized marketing content for meeting planners and attendees
- Increase targeting of citywide conventions to offer hosted media FAMs and industry outreach for Atlanta content placement

Continue or enhance focus from prior year

- Work with groups to continue to right size attendance expectations and room block needs
- Promote Spanish language content to conventions with Latino travel audience
- Include Atlanta presence and onsite marketing promotions through pre-show travel to 10 of Atlanta's largest 2026 conventions
- Increase collection of housing pace reports in advance of meetings
- Continue relationship building activities with Georgia Department of Economic Development and Metro Atlanta Chamber to expand additional resources for successful convention outreach in the region
- Support ongoing collaboration with city partners and public safety to address meeting planner concerns for safety and city readiness
- Promote expanded Atlanta Stories series for increased convention destination appeal
- Support clients with enhanced destination maps for logistics, walkability, things to do and high-level wayfinding
- Increase development of and distribution of Atlanta stories for enhanced convention destination appeal
- Continue LinkedIn and other social media messaging efforts
- Expand attendee offerings through Savings in the City discount program

Increase Visibility of Atlanta as One of the Top U.S. Meeting and Travel Destinations

New or significant ramp up in focus

- Leverage year two of MICHELIN Guide selections of diverse culinary offerings through content, press events, activations, trade shows and as part of international tourism
- Promote, distribute and expand content promoting Atlanta's diverse and tourism-ready neighborhoods
- Launch Atlanta cookbooks with chef-supported media events in few key cities
- Develop engaging and multilingual content to increase visibility of Atlanta as a host of 2026 FIFA World Cup
- Revisit content strategy – especially SEO, video, meetings and events – for increased relevance, reach and engagement
- Leverage visibility of Atlanta as host to major sporting events like College Football Playoff National Championship, NCAA Men's Basketball Regional, FIFA Club World Cup, Major League Baseball All-Star Game and Southeastern Conference Football Media Days

Continue or enhance focus from prior year

- Highlight citywide events in earned media to help refresh visitor perspectives of Atlanta
- Continue expanding messaging and content delivery focused on culinary
- Continue adding Spanish language content on all channels targeting the domestic Latino travel audience
- Promote GWCCA campus enhancements and headquarter hotel's connectivity to meeting planners
- Enhance partnerships with Hartsfield-Jackson Atlanta International Airport, Metro Atlanta Chamber and City of Atlanta to increase awareness of Atlanta on a global scale
- Continue showcasing destination services activity on LinkedIn to highlight services, special programs/events and partner assets
- Continue to support key strategic public-facing events with content, media, micro campaigns (360 review of data and lifecycle)
- Pitch and submit Atlanta assets to publications for national accolade opportunities
- Continue to add content to digital platforms and optimize the personalization engine and search (video and website)
- Continue participation in ESPA annual meeting and Leadership Roundtable
- Expand and refresh as needed digital content supporting virtual, hybrid and in-person site visits, FAM trips and trade shows

Leverage the Martech Platforms and Expanded Content Capabilities To Deliver Engaging, Highly-Targeted Content To Meeting Planners, Attendees and Leisure Audiences

New or significant ramp up in focus

- Integrate AI into website, leading to one-to-one personalization providing better UI/UX for consumer life cycle, meeting planner journey and partner traffic
- Develop accessible Atlanta campaign to highlight accessible members and education and encourage other members to be more accessible; host industry briefing event to support the initiative
- Develop sustainable meetings resources for clients and Incorporate members into a toolkit; include criteria on membership applications
- Develop compelling content to serve needs of all consumers, keeping a journalistic approach while understanding impact of AI and SEO

Continue or enhance focus from prior year

- Ramp up email marketing to increase personalization and cadence for convention attendees and leisure visitors using integration of ActOn and Simpleview
- Position Atlanta Meta World as a planning tool for booked meeting planners and promote this new resource in updated services collateral
- Continue to expand Atlanta Meta World platform to include additional meeting venues; provide training support for sales and destination services teams including GWCC
- Update NLP/personalization engine to reach target audiences through interest-based services
- Ensure legal and financial risks of collecting and maintaining proprietary audience data are appropriately documented
- Optimize ad model across all channels to provide additional revenue opportunities (ACVB, Discover Atlanta Publishing, membership – publications and DiscoverAtlanta.com)
- Increase participation in ACVB among disadvantaged business enterprises and local member stakeholders
- Increase representation of diverse audiences with owned assets as well as content creators (photography, video, UGC, partner content)
- Evaluate platforms, technologies and agencies to streamline efforts, resources and budget

Continue to Position ACVB as an Industry Expert Nationally and Locally With a Heightened Focus On Diversity, Equity and Inclusion

New or significant ramp up in focus

- Increase integration of ACVB leadership into visible roles in industry and trade organizations
- Develop destination toolkit to include messaging and assets for members (only available on member portal)
- Participate in Event Services Professional Association's Celebrate Services Week to heighten awareness of the hospitality industry and elevate service industry professionals with a team building community service volunteer opportunity
- Promote newly launched Atlanta sustainable meetings website and continue to expand content
- Continue to feature customer CSR programs and initiatives through social media and Atlanta Stories
- Promote and utilize Social Offset to address booking concerns and attendance building challenges
- Promote Spanish language content to conventions with Latino travel audience

Continue or enhance focus from prior year

- Develop DEIA and sustainability marketing content and articles to highlight unique Atlanta history, heritage and experiences for convention attendees
- Provide sales and services with collateral and tools that reinforce benefits of working with ACVB along with third-party providers
- Enhanced focus on working with companies committed to sustainability, DEIA or disadvantaged business enterprises for vendors
- Highlight industry expertise through guest columns and opinion editorials
- Capitalize on media opportunities to show importance of Atlanta's hospitality industry
- Expand and update resource library of local engagement and charitable opportunities for convention team building events, exhibit hall donations and community service projects and programming
- Continue to refine and promote major events calendar in partnership with GWCCA for situational awareness and planning with city departments, permit offices, major venues, etc.
- Continue to connect meeting planners with community organizations for CSR efforts
- Continue support of Atlanta Police Foundation through volunteer opportunities and APD appreciation event

A scenic view of a city skyline at sunset, reflected in a body of water. The sky is filled with golden and orange clouds, and the sun is low on the horizon. The city buildings are silhouetted against the bright sky. In the foreground, two ducks are swimming in the water, and their reflections are visible. The water is calm, and the overall atmosphere is peaceful and serene.

2025 FINANCIAL PLAN

2025 FINANCIAL PLAN NARRATIVE

- Total revenue over seven years:
 - 2025: \$45,597,590
 - 2024: \$44,658,990
 - 2023: \$40,544,262
 - 2022: \$37,604,412
 - 2021: \$22,168,062
 - 2020: \$26,809,740
 - 2019: \$43,739,097
- 2025 room demand increase of 1.4% and annual occupancy rate of 64.8%
- Payroll and related expenses will be up approximately 9% from 2024 reflecting full staff, merit increases, additional positions and benefit renewal increases
- Operating and fixed expenses will be relatively flat to 2024
- Direct promotional expenses will be up relatively flat to 2024

2025 SUMMARY BUDGET

	2025 Budget	2024 Forecast
Total revenue	\$ 45,597,590	\$ 44,550,358
Total expense	44,592,802	43,271,858
Excess (deficiency)	\$ 1,004,788	\$ 1,278,500

TOTAL PUBLIC SECTOR REVENUE

	2025 Budget	2024 Forecast
Hotel tax - City of Atlanta	\$ 17,370,261	\$ 17,216,659
Hotel tax - City of Atlanta - STR	3,558,596	3,523,363
Atlanta Convention Marketing Fund - 80%	8,822,990	8,744,970
Atlanta Convention Marketing Fund STR - 80%	1,807,541	1,789,644
Atlanta Convention Marketing Fund - 20%	2,205,747	2,186,242
Atlanta Convention Marketing Fund STR - 20%	451,885	447,411
Total public sector revenue	\$ 34,217,020	\$ 33,908,289

TOTAL PRIVATE SECTOR REVENUE

	2025 Budget	2024 Forecast
Annual meeting/HHOF	\$ 120,000	\$ 118,000
Contributed services	8,580,000	8,500,000
Co-op cash support	667,500	450,000
Membership dues	1,150,069	808,069
Other revenue	323,000	230,000
Publication ad revenue(Digital & print)	540,000	536,000
<hr/> Total private sector revenue	<hr/> \$ 11,380,569	<hr/> \$ 10,642,069

TOTAL EXPENSE

	2025 Budget	2024 Forecast
Direct promotional expense	\$ 17,867,032	\$ 17,707,229
Expense against capital assets	2,582,800	2,331,483
Other operating expense	780,200	958,101
Payroll and related expense	12,732,239	11,740,431
Transfer to ACMF reserve	10,630,531	10,534,614
Total expense	\$ 44,592,802	\$ 43,271,858

TOTAL BUDGET BY CORPORATE ENTITY

	2025 Revenue	2025 Expense
Atlanta Convention & Visitors Bureau, Inc.	\$ 43,927,590	\$ 42,932,122
ACVB Enterprises, LTD	595,000	610,680
ACVB Foundation, Inc.	1,075,000	1,050,000
<hr/>	<hr/>	<hr/>
	\$ 45,597,590	\$ 44,592,802

Questions?

Action Item

- GWCCA Staff recommends approval of the ACVB 2025 business and financial plan



Action Item: Nominating Committee Report

Glenn Hicks
Nominating Committee Chair





Action Item: 2025 Proposed Board Meeting Dates

Brian Daniel
GWCCA Board Chair



2025 Meeting Schedule

JANUARY 28	FEBRUARY 25	MARCH 25	APRIL 29	MAY 20	JUNE 24
JULY 22	AUGUST 26	SEPTEMBER 23-25	OCTOBER 28	DECEMBER 9	

MAY meeting moved to prior Tuesday due to Memorial Day holiday

SEPTEMBER meeting typically cancelled in lieu of an Authority planning retreat

NOVEMBER / DECEMBER meetings combined



Georgia World
Congress Center
Authority

Chairman's Holiday Toast

Next Scheduled Meeting

January 28, 2025



Georgia World
Congress Center
Authority

THANK YOU