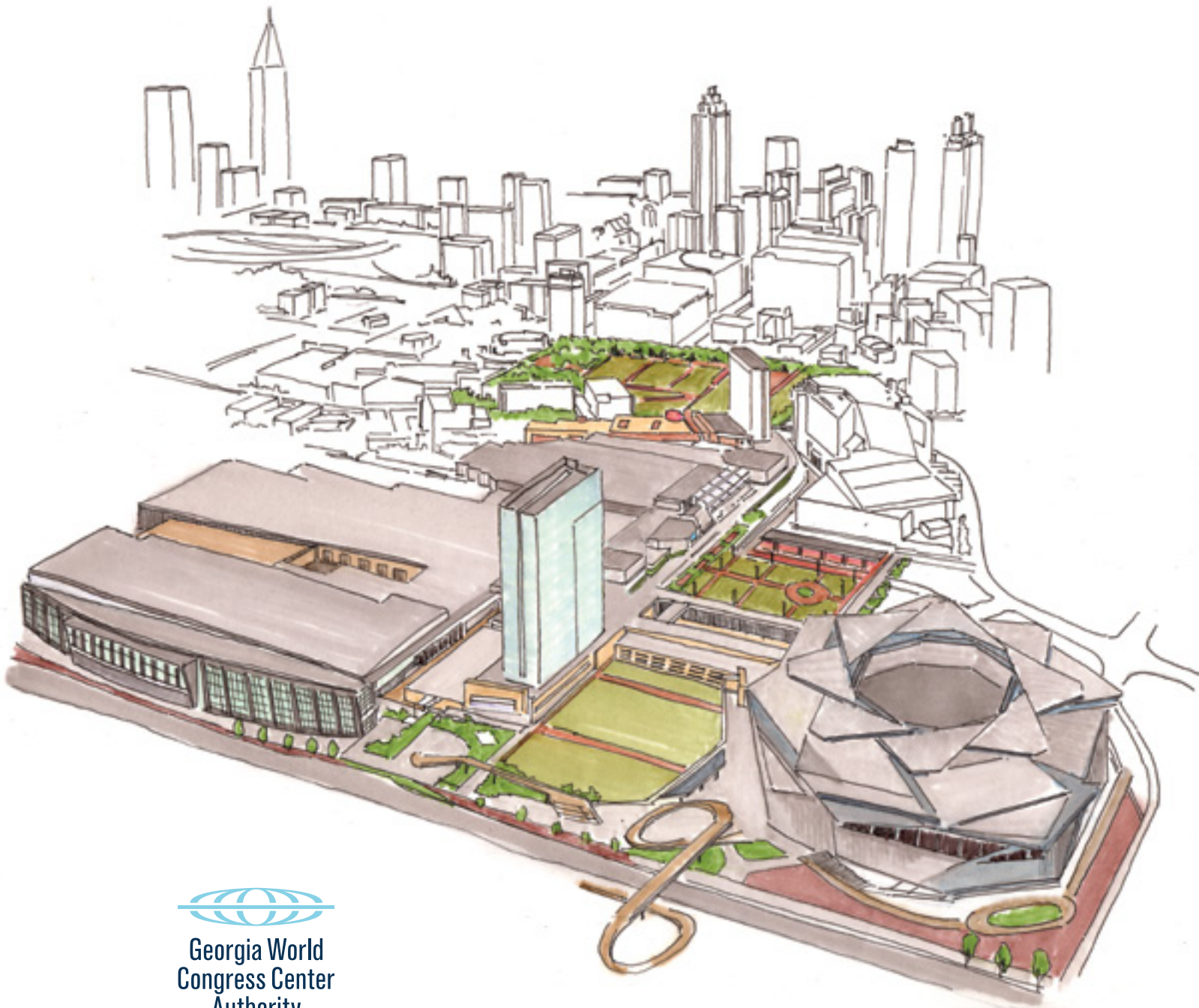


Legacy

2024 ANNUAL REPORT




Georgia World
Congress Center
Authority

leg·a·cy (n)

the long-lasting impact of events, actions, etc. of a person's life



Welcome from the Board

What a remarkable year it has been for the Georgia World Congress Center Authority (GWCCA). On behalf of GWCCA’s board of governors, it is my privilege to welcome you to this year in review that highlights not only the accomplishments of GWCCA’s leadership and talented team members but also reflects a significant milestone in the history of the Authority. This year’s report is especially meaningful as we bid a fond farewell to our esteemed Executive Director, Frank Poe, and honor the incredible legacy he leaves behind—a legacy defined by the lasting impact of his vision, dedication, and transformative contributions that will shape GWCCA’s campus and surrounding community for generations to come.

From the moment he took the reins, Frank’s tenure has been marked by developments that have expanded the capacity, reputation, leadership model, and reach of GWCCA, positioning the Authority’s campus and Atlanta as a premier destination for world-class events. Among the milestones achieved under Frank’s leadership was the construction of Mercedes-Benz Stadium. MBS elevated Atlanta’s sports and entertainment capabilities to a new level. In less than a decade, the stadium has been home to the College Football Playoff National Championship (2018 and coming in 2025), MLS All-Star Game (2018), Super Bowl LIII (2019), SEC Championship (annually), and will host eight matches during FIFA World Cup 2026.

Frank’s vision didn’t stop there. Under his guidance, Georgia World Congress Center expanded by 100,000 square feet, allowing the ability to accommodate larger events and serve an even greater number of visitors. This expansion not only put GWCC in the top-tier of convention centers but bolstered Atlanta’s competitive edge as a global meetings and convention destination.

One of Frank’s lasting contributions to the community has been his dedication to preserving Centennial Olympic Park. Through various capital projects, he ensured that this cherished landmark remains a vibrant and welcoming space for Atlanta residents and visitors alike. Frank understood the park’s significance, not just as a physical space but as a symbol of Atlanta’s spirit, resilience, and international legacy.

Perhaps one of the most important accomplishments of Frank’s time with the Authority was leading the public-private partnership that brought a new 976-key hotel to GWCCA’s campus. Signia by Hilton Atlanta complements an unrivaled package of facilities and further solidifies Atlanta and the Authority’s campus as a world-class destination. Frank’s leadership in securing this deal is a testament to his commitment to elevating GWCCA, creating an ecosystem that seamlessly connects people and experiences.

Frank exemplifies a remarkable blend of leadership styles. As a visionary, he not only saw a future for the GWCCA campus but also mapped a clear path to realize that vision. His bold leadership consistently propelled the Authority forward, undeterred by the many challenges and setbacks encountered. Yet, he remained a humble and quiet servant leader, never concerned with receiving credit for our shared successes.

As we turn the page and look to the future, we do so with gratitude for Frank’s extraordinary service and with excitement for what lies ahead. His legacy will undoubtedly guide the next generation of leaders at the Authority as we continue to fulfill our mission, keeping GWCCA at the forefront of the world’s premier venues and as a cornerstone of the Atlanta community. Thank you, Frank, for everything you have done to shape and strengthen GWCCA... you will be missed.



Brian Daniel
Chair, GWCCA Board of Governors

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MESSAGE FROM LEADERSHIP

As we look back on the fiscal year (July 1, 2023 – June 30, 2024), we are reminded of the powerful legacy that drives our work at Georgia World Congress Center Authority. For decades, GWCCA has stood as a cornerstone of live event excellence and economic impact. This legacy is the foundation of everything we do and guides our vision as we strive to elevate our campus and experiences year after year. It is a proud tradition that inspires us to push boundaries, set new standards, and work together to shape a lasting future for our team members, customers, and the communities we serve. As we present the 2024 Annual Report, we look back on the past year with pride, celebrating the remarkable achievements and forward strides that have defined another successful year at the Authority. Thanks to the dedication and hard work of our team members, we have strengthened our position as a leader in the industry, creating impactful and compelling guest experiences and defining Atlanta as a leading destination for live events. Here are just a few of the highlights we are excited to share.

One of the year's most exhilarating milestones was the opening of Signia by Hilton Atlanta. This exceptional property complements our unrivaled package of facilities and adds a new dimension to our campus, providing sophisticated accommodations and amenities that enhance the experience for our guests. With its unique design and connection to GWCC, Signia by Hilton Atlanta has already become a standout destination for meeting planners and locals alike, adding immense value to our campus and our city. The hotel was one of \$458 million in projects that were completed during the fiscal year; another \$84 million are currently in the construction, design, or planning phase. Speaking of development, we also unveiled the Authority's campus master plan which seeks to utilize existing state-owned land for mixed-use development, potentially including an entertainment district, with the goal of creating a more vibrant and interconnected campus.

Events and future bookings on the Authority's campus have continued to build momentum, further validating last year's update that major shows are making a strong comeback. A prime example of this was Atlanta's selection as a host city for eight FIFA World Cup 2026 matches. Long-standing clients like the International

Production & Processing Expo (IPPE) and Cheersport also saw their largest events to date at the Congress Center. Alongside industry leaders such as MODEX, Coverings, the NACS Show, Printing United, and the American College of Cardiology (ACC), these events contributed significantly to surpassing year-end goals for rentals, food and beverage revenue, and room nights. This success reflects our unwavering commitment to driving efficiency, enhancing value, and optimizing our business mix. Through a collaborative, campus-wide approach focused on maximizing the success of our facilities, the ACVB, GWCC, Signia by Hilton Atlanta sales teams, and the Atlanta Sports Council are working together to position the Authority and our expanding campus for sustained success. Meeting planner satisfaction scores further underscore this commitment, averaging an impressive 4.7.

This year's strong financial performance highlights our strategic planning and disciplined management approach, positioning us well for future growth. For FY24, we achieved revenue of over \$67 million, which was close to our FY19 revenue when we hosted the Super Bowl. With FY24 expenses at \$58.5 million, our actual profit reached \$8.6 million, surpassing FY19 and significantly exceeding our budgeted target of \$1.4 million. Thanks to this success, we are investing \$5.8 million in capital projects, allocating \$1.5 million for retiree benefits and leadership incentives, and strengthening our cash reserve to \$15.3 million, meeting our 90-day operating requirement.

We continue to invest in our team members and the communities we serve. This was on full display during our annual Team Summit leadership development event and

during the hotel's grand opening in January as members of the Authority participated in the Community Legacy Program, a week of volunteerism and service events benefiting several organizations; we invite you to learn more about our impact on the pages that follow.

Having the right mix of leadership in an organization is essential, as it directly influences team member morale, productivity, innovation, and overall success. A diverse leadership team brings a variety of styles and approaches, ensuring adaptability and optimal performance across different departments and levels, which enables the organization to navigate complex challenges effectively and foster a positive work environment. This year, we seized the opportunity to invest in the Authority's future by expanding and restructuring our leadership team to better serve the organization. Appointments were made at the close of the year; new responsibilities and roles will take effect at the start of the new fiscal year.

As we look to the future, we are energized by the possibilities that lie ahead for GWCCA and the role we play in Georgia's progress and reputation as a must-visit destination for live events. With a shared commitment to progress, a vibrant culture, and a strong sense of community, we are poised to tackle new challenges and embrace exciting opportunities. We look forward to celebrating the success we will create together as we continue building a brighter future for our campus, our community, and our state.



Frank Poe
Executive Director



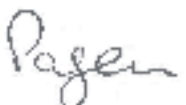
Joe Bocherer
Chief Commercial Officer



Kevin Duvall
Chief Operating Officer



Janet Finlayson
Chief Financial Officer



Pargen Robertson
Chief Legal Officer



Ron Miranda
Chief Human Resources Officer

2024 YEAR IN

FY24 (July 1, 2023 – June 30, 2024) EVENTS, MILESTONES, AND HIGHLIGHTS



JULY

Look Up Atlanta returns to Centennial Olympic Park to the delight of thousands; second installment features a talent showcase, elevated food and beverage options, and a performance by the Atlanta Symphony Orchestra.



OCTOBER

The 2023 NACS Show attracted over 24,000 attendees from 67 countries to GWCC, making it the best-attended show ever in Atlanta. The 436,100-square-foot expo featured 1,261 exhibitors, showcasing a wide range of products and innovations. WWE Superstar, actor, and philanthropist John Cena delivered an inspiring, industry-focused talk, encouraging attendees to pursue their dreams.

AUGUST

American Society of Association Executives (ASAE) annual meeting and exposition tops expected attendance as association executives and convention/exhibition planners flock to GWCC to network and learn how to improve the marketing and execution of their own events. Daymond John, founder of FUBU clothing and star of “Shark Tank,” was the featured keynote speaker.



NOVEMBER

GWCCA executive director Frank Poe is inducted into the Atlanta Hospitality Hall of Fame, recognizing his significant contributions to the city’s hospitality and convention industry.



SEPTEMBER

On September 14, GWCCA’s campus and surrounding neighborhoods were impacted by an unprecedented storm that dumped four inches of rain in less than 30 minutes; the volume of rain caused damage to many parts of the Authority’s campus, including Signia by Hilton Atlanta which was still under construction.



DECEMBER

GWCC hosted the 10th session of the Conference of the States Parties (CoSP) to the United Nations Convention Against Corruption; CoSP is convened every two years.

At Mercedes-Benz Stadium, Alabama beat Georgia in the SEC Championship; Howard University fell to Florida A&M in the Celebration Bowl; and Ole Miss bested Penn State in the Chick-fil-A Peach Bowl.



REVIEW

JANUARY

2024 IPPE opens with 620,850 square feet of exhibit space and 1,432 exhibitors; it is the largest trade show floor in its history, covering all four halls of Georgia World Congress Center. Attendance topped 31,000, including over 9,000 international visitors from 133 countries.

GWCCA Board of Directors passes resolution honoring Frank Poe with street sign at entrance to Signia by Hilton Atlanta hotel.



APRIL

Signia
by Hilton

Signia by Hilton Atlanta receives top honors from Atlanta Business Chronicle as 2024 Best in Atlanta Real Estate – Hospitality and Tourism. The hotel’s Triumph Ballroom lands on Jezebel magazine’s 2024 best-of list.

MAY

Atlanta transforms into the epicenter of geek society during Memorial Day weekend as over 55,800 attendees from all 50 states and several countries dressed as characters from anime, comics, and everything else in pop culture filled GWCC for MomoCon. Legendary Disney voices such as Jodi Benson (The Little Mermaid) and Scott Weinger (Aladdin) also graced the event, delighting fans with their presence. The event’s economic impact is estimated to be nearly \$35 million.



FEBRUARY

FIFA selects Atlanta to host eight matches at Mercedes-Benz Stadium during 2026 FIFA World Cup, comprising five group matches and three knockout round matches, including a semifinal.

CHEERSPORT National Cheerleading Championship descends on GWCC with more than 1,400 teams and becomes the largest cheer competition in the world.



JUNE

International soccer star Lionel Messi leads Argentina to a 2-1 victory over Canada in front of more than 70,000 fans during the COPA América International men’s soccer tournament at Mercedes-Benz Stadium; the following week USA loses to Panama 2-1.

Atlanta Business Chronicle recognizes GWCCA executive director Frank Poe as one of Atlanta’s most admired CEOs.



MARCH

MODEX fills all three halls at GWCC for the first time in its 12-year history, pulling off its largest event ever in Atlanta. The manufacturing and supply chain trade show welcomed 48,733 attendees and 1,164 exhibitors showcasing the latest supply chain technology and innovation across 580,000 net square feet of exhibit space.

GWCCA selected as “Owner of the Year” by Engineering News-Record Southeast for its Signia by Hilton Atlanta project.





Signia by Hilton Atlanta Makes Debut

In 2013, the Authority began envisioning a hotel connected to Georgia World Congress Center. After a decade of diligent planning, that vision came to life with the January opening of Signia by Hilton Atlanta, Hilton’s flagship property. This marked the debut of the Signia by Hilton brand in Georgia and represented Atlanta’s largest ground-up hotel development in 40 years. To celebrate, the Authority hosted a ribbon-cutting ceremony attended by state legislators, members of GWCCA’s board of governors and leadership team (above), leaders in Atlanta’s hospitality industry, Hilton executives, and Governor Brian Kemp and First Lady Marty Kemp.

Following the ribbon-cutting, the Authority held Premiere Weekend—a series of events showcasing the hotel’s extensive amenities, distinctive meeting spaces, and culinary offerings. GWCCA executive director Frank Poe warmly welcomed attendees (above), emphasizing the hotel’s role in enhancing the region’s hospitality landscape. Key guests included state and local officials, meeting planners, customers, and influential Atlanta business

figures and pop culture influencers. The weekend proved to be a major success, serving as a catalyst for future event bookings, media coverage, and establishing the hotel as a top venue for local gatherings.

In its first few months, the hotel received accolades from Atlanta Business Chronicle (Best in Hospitality Real Estate Award), Jezebel magazine (Best Ballroom of 2024), and Engineering News-Record Southeast (GWCCA as 2024 Owner of the Year). The hotel continues to host a diverse range of events and earn features in influential hospitality and travel publications.

A major component of Premiere Weekend also included the Community Legacy Program—a week dedicated to volunteerism and service as a gesture of gratitude for the community’s support of Signia by Hilton Atlanta. GWCCA and Signia team members collectively contributed 200 volunteer hours across four impactful areas: education, food insecurity, homelessness, and human trafficking, reaching over 20,000 lives in the Atlanta area.



2013

GWCCA commissions market study regarding viability of a hotel attached to Georgia World Congress Center

2015

GWCCA selects Drew Company as hotel development partner

2018

GWCCA selects Hilton Hotels & Resorts as hotel operator

Community Legacy Program

Impact Report: A Week of Volunteerism & Service

GIGI'S HOUSE

HUMAN TRAFFICKING

Partnered with Gigi's House to create awareness on human trafficking.

The house has supported

190+ girls
since 2018.



ATLANTA MISSION

HOMELESSNESS

Provided an intimate look at homelessness, the different types of homelessness and the variety of needs.

Sorted clothes and shoes for almost

300 people.



NATIONAL BLACK MBA ASSOCIATION ATLANTA CHAPTER

EDUCATION

Amplified the brand of Championship Campus and its diverse career opportunities.



60 high school and college students mentored for careers in hospitality and tourism.

ATLANTA COMMUNITY FOOD BANK

FOOD INSECURITY

Educated team members on food insecurity in the Atlanta Metro Area.



Provided **22,013** lbs of food which is equivalent to

18,344 meals.



2019

Hilton launches Signia by Hilton, a new brand focused on business travel, meetings, and events

2021

Hotel bond sales in March deemed as “a bellwether” for public/private partnerships; hotel groundbreaking ceremony follows in May

2023

GWCCA marks key construction milestones for Signia by Hilton Atlanta, with a topping-off ceremony in March and reaching substantial completion in December

2024

Signia by Hilton Atlanta grand opening in January; serves as the brand’s flagship property

Campus Development Update

This fiscal year, the Authority successfully completed a total of \$458 million in projects across its campus. While the most significant of these was the new Signia by Hilton Atlanta, the commitment to campus improvements extended well beyond. Over 35 additional projects enhanced GWCCA's campus, from replacing the iconic cherry trees in Centennial Olympic Park to upgrading plant installations at International Plaza. In collaboration with our parking partner, SP+, the Authority also implemented critical parking control enhancements and technology upgrades across all campus parking decks, setting a foundation for long-term growth in parking revenue. These investments were funded through a strategic blend of reserves, insurance reimbursements, and the current fiscal year's operating budget.

Looking forward, the Authority has \$84.8 million in capital investments that are either in progress or planned. Of this, \$83 million is directed toward facility improvement projects now in active construction. Leveraging funding from multiple sources—including the American Rescue Plan Act (ARPA), appropriations, and bond funds from FY21 and FY22—essential projects like chiller plant integration, Thomas Murphy Ballroom and Building B escalator modernization, and extensive re-roofing initiatives are advancing steadily and nearing completion.

Further bolstering GWCCA's development pipeline, the Authority has earmarked nearly \$1.8 million for projects currently in the design and planning stages. Among these is the recently approved Phase 2 Energy Performance Project, which will enable GWCCA to finance critical energy efficiency upgrades. This initiative uses future energy cost savings to fund improvements, with nine energy service companies expressing interest as the RFP process launched at the start of the 2025 fiscal year. The following pages highlight some of the projects in the works around campus.



\$83M

Projects in
CONSTRUCTION PHASE



\$764K

Projects in
DESIGN PHASE



\$1M

Projects in
PLANNING PHASE



Centennial Olympic Park Fountain of Rings Modernization

Since its debut at the 1996 Summer Olympic Games as an interactive, choreographed fountain show, Centennial Olympic Park’s Fountain of Rings has become an iconic symbol of Atlanta’s Olympic legacy and remains one of the most photographed landmarks in Georgia. While still a popular attraction, the fountain has not seen major upgrades in over 15 years. Due to the age of its system, several features have ceased to function properly because of outdated control software and hardware dating back to the 1990s.

In May, the Authority announced that the Fountain of Rings would undergo significant upgrades to enhance its operational reliability and guest experience thanks to a generous \$2.5 million grant from the Robert W. Woodruff Foundation, a longtime supporter of the park.

Key enhancements include updated technology and controls, improved water valves and lighting, repairs to the fog system, and remote access capabilities. Once completed, these upgrades will offer nearly limitless possibilities for lighting, water propulsion, and fog effects, allowing for customized shows and interactive experiences, day or night, tailored to special holidays, events, and celebrations.



Learn more about the new Fountain of Rings show

Campus Enhancement and Upgrade Highlights

GWCCA's facility maintenance and operations teams consistently bring the Authority's brand service promise to life through strategic enhancements across campus. Over the past fiscal year, notable projects included ADA compliance and accessibility updates, such as refreshed signage and re-striped accessible parking spaces in the Red Parking Deck; the addition of 1,000 new tables to the Congress Center's equipment inventory, with procurement underway for 10,000 chairs and portable risers; and the restoration of terrazzo floors, exterior window cleaning, and installation of new carpet in Building A meeting rooms. These improvements underscore GWCCA's commitment to providing a welcoming, well-equipped environment for all campus events, ensuring every guest enjoys a comfortable experience.



89%

Beyond large-scale maintenance and upgrades, the facility operations team diligently manages a high volume of requests through its work order system. This fiscal year alone, 3,715 work orders were submitted, and an impressive 89%—or 3,311—were successfully completed, showcasing the team's dedication to timely, efficient service.



3,715
Work Orders Submitted



3,311
Successfully Completed

GWCCA Historical Project Funding

Since 2002, the Authority has invested nearly \$170 million of self-funded capital into its facilities. These ongoing investments are crucial to ensuring that GWCCA’s campus remains competitive, innovative, and capable of attracting high-profile events. By maintaining state-of-the-art facilities, GWCCA can fulfill its mission to drive economic growth in the region by boosting tourism, generating business opportunities, and creating jobs.

In the years ahead, Atlanta will further solidify its status as a premier destination for major events, thanks to GWCCA’s world-class venues. Examples include the 2025 CFP National Championship, 2026 FIFA World Cup, the Super Bowl in 2028, followed by the NCAA Men’s Final Four in 2031. Continued investment in the GWCCA campus is essential to upholding Atlanta’s reputation as a top-tier event destination, ensuring it remains capable of hosting these landmark events, and maximizing the economic benefits for the community.

During the fiscal year, the Authority invested nearly \$6 million in GWCC and Centennial Olympic Park projects focused on technology, equipment, safety, and connectivity.

A summary of GWCCA’s historical investments follow.

FISCAL YEAR	GWCC FUNDED	FISCAL YEAR	GWCC FUNDED
2002	\$31,600,000	2014	\$2,600,000
2003	\$0	2015	\$31,432,687
2004	\$906,547	2016	\$2,324,950
2005	\$1,033,744	2017	\$6,034,548
2006	\$794,500	2018	\$3,225,015
2007	\$3,342,316	2019	\$12,766,321
2008	\$1,469,146	2020	\$6,742,792
2009	\$3,498,983	2021	\$41,595,010
2010	\$746,879	2022	\$4,523,054
2011	\$1,400,784	2023	\$6,270,282
2012	\$483,143	2024	\$5,766,778
2013	\$1,287,718	Total	\$169,845,198



GWCCA Campus Master Plan and Entertainment Project

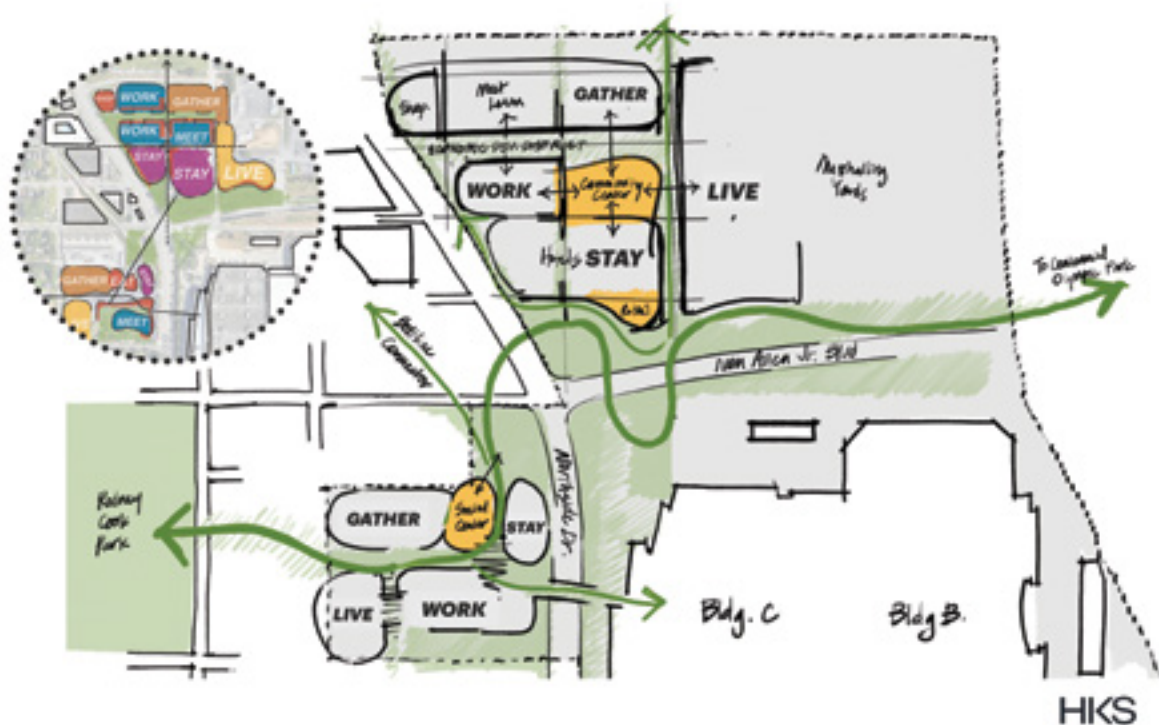
The development of a campus master plan is crucial for guiding growth in a way that promotes a cohesive and forward-thinking vision. For GWCCA, this planning process goes beyond simple expansion; as a state instrumentality, the Authority exists to generate economic benefits for Georgia and the city of Atlanta. By hosting events and activities that enhance Atlanta’s appeal, GWCCA’s efforts enrich the quality of life for all Georgians.

A decade ago, GWCCA introduced a strategic vision focused on ensuring its facilities were positioned for the future. Anchoring that vision were three projects that today have had significant impact on the campus and its ability to host events: the addition of a 100,000-square-foot exhibit hall creating one million square feet of exhibition space; capital improvements to Centennial Olympic Park that revitalized residential and commercial development; and the development of Signia by Hilton Atlanta, the Congress Center’s headquarter hotel.

Today, GWCCA’s new campus master plan, which kicked off in earnest at the September 2023 board retreat and has progressed from the investigation to exploration phase, provides a strategic roadmap for transforming facilities

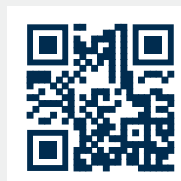
and spaces into a more cohesive, flexible, and welcoming urban space that benefits both Atlanta’s local community and visitors from around the world. This framework allows each project to build on the previous one, enhancing the campus while maintaining flexibility for future needs. Emphasizing sustainability, community integration, and economic potential, the plan also prioritizes pedestrian-friendly design. At its core, the plan aims to create a space deeply rooted in the local community while resonating on a global stage. Learn more about the Authority’s comprehensive master plan study and the plan’s guiding principles on the opposite page.

In partnership with Mercedes-Benz Stadium, the Authority initiated a Request for Qualifications (RFQ) in the spring to explore innovative ways to repurpose The Home Depot Backyard. This effort aims to transform the popular green space to better serve the community and align with GWCCA’s master plan for a dynamic campus. By diversifying campus amenities and fostering growth and development on Atlanta’s west side, the proposed development will integrate indoor and outdoor features designed to enhance visitor satisfaction, elevate aesthetic appeal for GWCCA’s future clientele, and contribute to the area’s economic vitality.



Guiding Principles

- 1. Cohesive Campus Identity:** Establish a unified and recognizable identity for the GWCC campus.
- 2. Maximizing Economic Potential:** Leverage the site's potential to drive economic growth and development.
- 3. Sustainability:** Implement sustainable practices to reduce environmental impact, including addressing the urban heat island effect.
- 4. Community Integration:** Foster strong connections with surrounding neighborhoods, ensuring the development benefits local residents.
- 5. Pedestrian-Centric Design:** Prioritize human-first design, reducing dependency on vehicles and enhancing walkability.



Explore GWCCA's
Campus Master Plan

Partnership in Action: CCLD Networks' Legacy of Service

In 1994, an issue of delayed customer invoicing for long-distance charges by BellSouth prompted the creation of Convention Center Long Distance (CCLD). Initially brought in to resolve those billing delays, CCLD quickly proved its value, expanding its role over the next six years to include installation of the first fiber network throughout GWCC as well as management of phone services and internal IT services.

A license agreement in 2001 gave CCLD the right to sell telecommunications services for conventions and trade shows held at Georgia World Congress Center and allowed them to install and manage a wireless system covering the whole campus and support the Authority's administrative needs. Since then, CCLD has enhanced GWCCA's systems through equipment upgrades, personnel expansion, and service innovations. Key milestones include extending services to the Savannah Convention Center, managing and maintaining GWCCA's camera systems, and providing cutting-edge digital advertising solutions for both the Savannah and Atlanta campuses.

Today, CCLD has grown from offering a single specialized solution to a trusted, integral technology partner delivering top-tier services while fostering long-standing relationships with customers. Their technical expertise, commitment to outstanding customer service, and timeliness of installation annually earn high praise from customers. During fiscal year 2024, CCLD earned top-box customer satisfaction scores across the board and continues to keep Georgia World Congress Center at the forefront of technology and telecommunications in the live events industry.

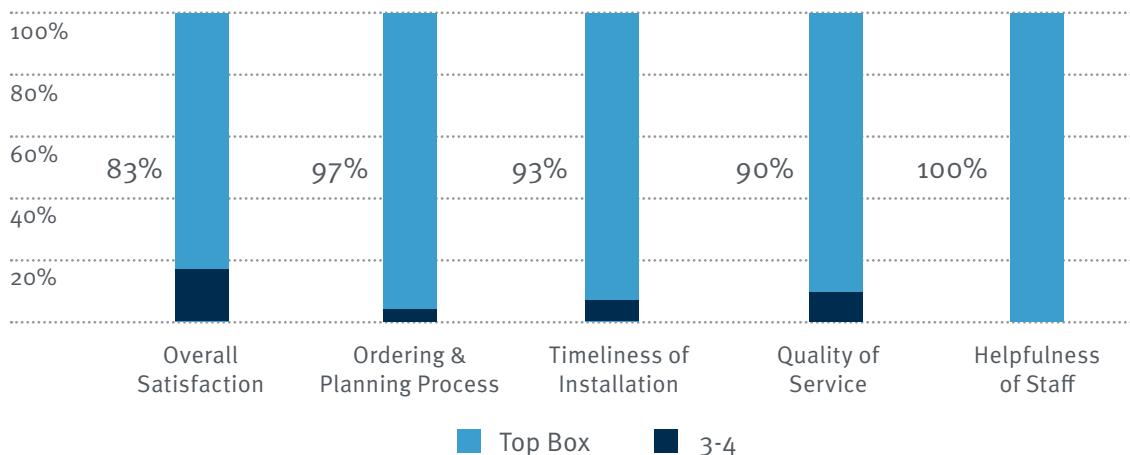
"I'll attest to CCLD, the Internet at the GWCC is hands down the best in the country I interact with."

Lawrence Givens, ASAE

"As usual the CCLD team was absolutely fantastic to work with...your team is the benchmark we refer to when we meet with other sites of comparable scale when doing equally difficult work....I am a tough critic, as you know, and I don't give kudos such as this lightly...this isn't a fluff piece. You have a solid team, with the right skills, the right attitude, and the right customer focus, and that is not as common as one might hope in our business. As always, I look forward to our next opportunity to work together in Atlanta." Thank you!

John O'Gara, Microsoft Corporation

Internet (Planners, Exhibitors)



By the Numbers

The Authority prides itself on working with the best partners in the events industry. Here are just a few interesting facts and statistics generated by GWCCA partners during fiscal year 2024.



42

The number of lanes in all parking decks and lots that now feature fully automated Parking Access and Revenue Control Systems (PARCS), installed by GWCCA's parking services partner SP+.

\$8.2 Million

Parking revenue generated by SP+ from parking approximately 425,000 vehicles.



\$32.7 Million

Gross revenue generated by Levy, the Authority's exclusive food and beverage partner for 20 years; this was the highest revenue in its tenure and provided nearly \$10 million in net revenue to GWCCA.

4.43

Overall satisfaction score (OSAT) for the fiscal year, the highest score since the program's inception.



21,000+

Gallons of coffee sold during the fiscal year; Levy also introduced a new partner to the Atlanta community in Change Please! Coffee, an organization that supports people experiencing homelessness by providing essential services, training them to become baristas, and placing them in the workforce.



8,941

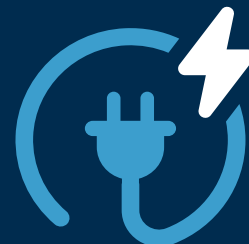
Number of exhibitors serviced during the 104 events produced in the fiscal year; this translated to almost 40,000 electrical outlets, 1,320 plumbing outlets, and nearly 1,400 lights sold.

4.75

Overall satisfaction score from exhibitors; the highest score since GWCCA's electrical partnership began in fiscal year 2022.

\$8.75 Million

Fiscal year commissions provided to GWCCA; a reflection of the quality of service and strong, collaborative approach with customers.





Savannah Convention Center

Fiscal year 2024 was a year of remarkable progress and achievement for Savannah Convention Center (SCC), marked by overcoming challenges, celebrating milestones, and advancing capital projects that enhance its role as a premier destination for large-scale events, conventions, and exhibitions in the Southeast.

Financially, SCC generated nearly \$15 million in gross revenue—the highest in its history. This success was driven by the hard work and dedication of the SCC team, which welcomed over 198,000 visitors and managed 136 events, a 35% increase from the 95 events originally projected at the start of the fiscal year. Notable highlights included securing four first-time clients, hosting five events that grossed more than \$500,000 each, and welcoming National BETA, which generated the highest gross concessions revenue in SCC history with over 14,574 transactions and \$195,000 in revenue.

On the capital projects front, the \$276 million expansion project is nearing completion and has already resulted in over 60 future event bookings. Over \$8.9 million in capital improvements have been completed, with an additional \$3 million under construction, more than \$10 million in the design or procurement phase, and \$3.6 million in the planning stage. These efforts contributed to a total of more

than \$300 million in capital investments for SCC. In addition, the development of a convention center hotel was approved by the Savannah Georgia Convention Center Authority, with pre-development and pre-construction agreements in place, and a development team kickoff meeting held during the year.

In January, industry veteran Kelvin Moore took leadership of SCC, bringing over two decades of experience in convention center management along with fresh energy and innovative strategies focused on revenue growth and operational efficiency. Overall, fiscal year 2024 was a banner year for Savannah Convention Center. With satisfaction scores consistently rated as “excellent,” a strong management structure in place, and ongoing support from the state of Georgia, SCC is poised for continued growth as a top-tier venue for events of all sizes.



Environment, Social, and Governance

In fiscal year 2024, Georgia World Congress Center Authority continued to elevate its Intentional Gatherings platform—an environmental, social, and governance (ESG) strategy focused on fostering purposeful, sustainable, and community-centered gatherings. Anchored in the core pillars of people, planet, and performance, the Authority continued to weave these values into its operations, strengthening its brand, promoting inclusivity, and underscoring its commitment to social responsibility and environmental stewardship.

Through a variety of partnerships, participation in community-driven initiatives, and mindful corporate policies, GWCCA reinforced its role as an employer of choice, a community partner, and a leading voice in sustainability in the industry. In the coming years, all eyes will be on the Authority’s campus as it hosts top customers and major sporting events and advances its master plan, giving opportunity to amplify its impact through strategic partnerships and community initiatives that prioritize inclusivity, sustainability, and innovation. In partnership with its stakeholders, GWCCA is committed to building a vibrant future for its campus community, the city of Atlanta, and the broader Georgia community. Following recaps this fiscal year’s key accomplishments within each pillar.



People: Strengthening relationships within our community

In the past year, GWCCA’s commitment to building strong relationships through workforce development, supplier diversity, and team member engagement shined bright. These efforts not only fuel the Authority’s business success but also empower individuals and communities, creating a positive impact that extends far beyond the GWCCA campus. Highlights from the year are outlined on the next page.

Workforce Development Initiatives:

The Authority deepened its relationship with Georgia Tech during the fiscal year by participating in the university's Career Accelerator program that helps student-athletes develop their careers and transition to life after college. After a tour of Signia by Hilton Atlanta, students participated in a panel discussion with leaders from GWCC, Mercedes-Benz Stadium, and AMB Sports + Entertainment to learn more about career pathways in the convention, sports, and entertainment industries.

“On behalf of the Georgia Tech Total Person Program, we could not be more thankful for our incredible partnership with the Georgia World Congress Center Authority! Our student-athletes have had opportunities to learn from and build relationships with industry leaders, enhancing their professional skills while positively impacting our community. We appreciate the Authority's investment in the young people who will positively change the world and are excited about the continued partnership for years to come!”

Kevin Cone, Assistant AD / Student-Athlete Development, Georgia Tech

Mentorship and Community Service:

In partnership with Everybody Wins! Atlanta, a nonprofit organization that aims to improve literacy and reading skills for low-income students in public elementary schools, GWCCA team members volunteered at nearby Centennial Academy, fostering literacy development and providing powerful role models for local children. During the holiday season, the Authority partnered with Lift Up Atlanta for its 12 Days of Christmas Toy Drive to help make a difference and brighten the holidays for children in need.

Supplier Diversity and Empowering Small Businesses:

Aligned with Governor Kemp's executive order to support minority, veteran, and women-owned businesses, GWCCA supported small and emerging businesses through several programs and events during fiscal year 2024. In February, GWCCA held a Diverse Business Summit to provide access and resources to emerging, minority, veteran, and women-owned business owners as well as aspiring entrepreneurs. Highlights from the event included a keynote by Julian Bailey, small business and supplier diversity manager with the Georgia Department of Administrative Services, on understanding Georgia's procurement process and the new certification program and a panel discussion on the state of entrepreneurship in Atlanta featuring members of the Atlanta Black Chambers, Atlanta Business League, Georgia Hispanic Chamber of Commerce, Georgia Minority Supplier Development Council, and Greater Women's Business Council. More than 140 business leaders and small business owners attended the event.

In March, the Authority held its GWCCA Business Exchange event with complimentary training sessions for aspiring entrepreneurs and local small business owners. Topics ranged from doing business with Georgia and how to submit impactful RFPs to branding, current opportunities, subcontracting, and more. Additionally, in May 2024, GWCCA hosted a small business think tank featuring conversations with leaders in the small business community to understand the challenges and priorities to support local entrepreneurs and create opportunities to partner and make a greater impact.

2nd Annual Making HERstory:

In celebration of Women's History Month, GWCCA hosted the 2nd annual Making HERstory event to honor the achievements and highlight the significant contributions of women leaders Atlanta's hospitality and tourism industry, which plays a vital role in driving Georgia's economy.

Highlights of the event included a powerful panel discussion focused on the new era of hospitality and developing women leaders with intent, a shopping experience featuring women-owned businesses, and an awards ceremony honoring women (and one well-deserving man!) who have made significant contributions to their communities and industries. Honorees included Roz Lewis, president and CEO, Greater Women's Business Council; Shannon Heath Longino, senior vice president, Truist; Cindy Parlow Cone, president, United States Soccer Federation; and GWCCA Executive Director Frank Poe.



Planet: Committing to sustainable venue management practices and policies

The Authority prides itself on the Congress Center being the largest LEED Gold public assembly/convention center project in the world and remains committed to sustainable venue management through minimizing environmental impacts while promoting green practices. This commitment extends to initiatives on campus that benefit the surrounding community. Key activities from the fiscal year included:

Sustainability Tours and Innovations:

GWCCA hosted sustainability tours, giving industry leaders, meeting planners, and visitors an inside look at efforts to reduce energy consumption and waste. Additionally, the Authority shared sustainability practices and highlighted the importance of sustainable renovations and operations with more than 80 attendees during the Project Management Institute's 2023 Global Summit.

Earth Month Collaboration:

In celebration of Earth Day, GWCCA team members joined forces with the Atlanta Falcons, Atlanta United, and Mercedes-Benz Stadium to mulch and harvest the stadium's urban garden. The Authority also partnered with the City of Atlanta Mayor's Office of Sustainability and Resilience on the Economic & Electric Mobility Forum to bring together mayors, philanthropy, corporations, startups, and federal agencies actively engaged in climate and clean energy initiatives.

Partnering with Nonprofits for Impact:

GWCCA worked closely with several nonprofit organizations, including Atlanta Habitat for Humanity, Georgia Building Trades Academy, Inc., Lifecycle Building Center, Scraplanta, and The Salvation Army to upcycle and donate materials from events hosted at GWCC. These partnerships allow the Authority to extend the life of materials used during events, diverting them from landfills, and putting them to good use in local community projects.

Bee Downtown:

The Authority bees continued to enrich the local ecosystem through the production of more than 140 pounds of honey which was bottled and used as customer gifts and by food and beverage partner Levy in many recipes.



Learn how GWCCA and its customers
give back to the community.



Performance:

Creating a competitive advantage through performance and participation

GWCCA team members continued to enhance their professional development and the lives of Georgians by actively engaging in industry and community organizations. Here are just some of the leadership appointments and ways they are participating and being recognized.

Roni Bell

Contract Manager

- Certification: Introduction to Market Research; Foundations of Public Procurement; Communication Essentials

Melinda Buchanan

Director, Event and Guest Services

- Certification: Community Emergency Response Team (CERT) training

Colleen Etheridge

Project Manager

- Appointment: President, Osborne High School Booster Club

Paul Guerrucci

VP Campus Safety Operations

- Certification: Community Emergency Response Team (CERT) training
- Recipient: 2024 Judge Andrew A. Mickle Outstanding Instructor Award, Department of Criminal Justice & Criminology, Georgia State University

Lee Hinds

Security Sergeant

- Certification: Basic Certified Emergency Manager

Alisha King

Administration Manager

- Member: Executive Board, Delta Sigma Theta Sorority, Inc. (Henry Co. Alumnae Chapter)
- Chair: Policies & Procedures Committee, Delta Sigma Theta Sorority, Inc. (Henry Co. Alumnae Chapter)
- Appointment: Parliamentarian, Delta Sigma Theta Sorority, Inc. (Henry Co. Alumnae Chapter)

Mark Koeniger

Director, Business Intelligence and Process Improvement

- Certification: Community Emergency Response Team (CERT) training

Melana Kopman McClatchey

Vice President, Hotel Counsel

- Appointment: Board of Directors, Jewish Family and Career Services (Atlanta)

Laura Pape

Senior Project Manager

- Appointment: Board of Directors, Georgia Association of State Facilities Administrators

Michelle Parris

Public Safety Communications Manager

- Certification: Georgia 911 Director's Academy
- Certification: Leadership Advancement for Women in Law Enforcement

April Russell

Director of Sales

- Appointment: Co-chair, DEI Committee, PCMA (Capital Chapter)

Ken Stockdell

Director, Program and Project Management

- Member: Convention Centers Committee, IAVM

Harriet Thomas

- Appointment: Faculty, Academy for Venue Safety and Security, IAVM

Shavannia Williams

Director, Strategic Partnerships

- Recipient: ConventionSouth Meeting Professionals to Watch in 2024
- Appointment: Diversity Inclusion Leadership Council, IAVM
- Member: Director of Public Relations, National Black MBA Association Board (Atlanta Chapter)

Building a Legacy: Creating Compelling Guest Experiences

At the core of everything GWCCA does is our commitment to delivering compelling guest experiences—ones that make visitors feel valued, safe, and cared for, and that leave a lasting positive impression. This year, the Authority made significant strides in elevating these experiences by focusing on the organization’s most valuable asset: its team members.

A confident, prepared team is essential for exceptional service. GWCCA prioritizes diverse learning opportunities to ensure team members are well-equipped to meet each guest’s needs. This fiscal year, the Authority’s Office of Emergency Management conducted community emergency response team (CERT) training for 11 team members, preparing them to handle emergencies. Additionally, 11 active shooter response sessions trained 137 participants, including team members, customers, and campus partners, to respond swiftly to potential threats.

Training efforts also focused on fostering a safe and respectful environment. Over 500 team members participated in sexual harassment prevention and employment discrimination training through both online and in-person sessions, reinforcing GWCCA’s commitment to inclusivity and respect. Code of ethics training was also provided to 64 new team members, instilling the organization’s values from the start.

GWCCA’s dedication to creating compelling guest experiences aligns with its commitment to developing future leaders. This year’s Team Summit, the Authority’s leadership experience for team members, focused on “unconventional leaders” and emphasized interpersonal skills, valuing everyone’s unique journey, and how personal experiences shape communication and decision-making. Highlights from the event included a keynote from Rev. Dr. Bryant Marks who discussed unconscious bias and its impact on leaders and the workplace and from former UGA standout and New England Patriots Super Bowl Champion Malcolm Mitchell who discussed navigating the path of personal leadership by turning adversity into an opportunity.

With a human-centered approach, the Authority’s Team Summit fosters an environment where team members contribute to a shared vision, building a legacy rooted in authenticity, adaptability, and innovation—creating an extraordinary experience for everyone who steps onto the GWCCA campus.



“We love coming to Atlanta, everyone is very customer focused and attentive to all our needs, every department is a joy to work with!”

Justine S., National Association of Convenience Stores





GEORGIA WORLD CONGRESS CENTER AUTHORITY - 2023 ANNUAL SUMMIT - AUGUST 2023



Each year, GWCCA partners with The Sketch Effect to deliver impactful leadership content through dynamic graphic recordings. These visually engaging summaries capture key ideas and discussions from Team Summit, creating an accessible and memorable resource for team members.

“The level of professionalism and courtesy displayed by the GWCC staff was incredible... Thank you for your hospitality and for your contributions to the success of this incredibly important industry event.”

Denise H., Georgia Hotel & Lodging Association

“I wanted to take a moment to express my utmost appreciation for the entire team at the Georgia World Congress Center... Looking ahead, we are thrilled at the prospect of continuing our partnership with the GWCC for many years. The venue’s world-class facilities... make it an obvious choice for our event.”

Michelle W., RE+ Southeast

“A simple thank you is not adequate to express our appreciation for what your team did last weekend to make our event a success, but it is extremely heartfelt. We know our event presents some unusual challenges and your team overcame them all. One of our highlights from the weekend was getting a text from one of our large customers thanking us for the cleanliness of the restrooms. Amazing!

Every department and partner was great and we are thankful for how hard everyone worked to deliver an amazing experience for all of our attendees but especially for delivering an outstanding experience for the kids.”

Jeff F., Varsity Spirit

“GWCC exceeded our expectations.
Thankful for everyone for their partnership...
We appreciate the attention we received
once we were onsite.”

Jolene M., American Public Health Association

A comprehensive approach to training not only strengthens team members’ ability to handle a wide range of situations but also directly impacts the guest experience. When team members feel confident, prepared, and supported, they can deliver the highest levels of service. Focus on team development is reflected in this year’s guest satisfaction scores, which hit record highs for the Authority — overall planner satisfaction reached 4.70 out of 5, while exhibitor satisfaction hit 4.2.

While these scores are impressive, it is the positive feedback received directly from guests that truly affirms the success of the Authority’s approach. By continuing to invest in team members through training, development, and recognition, GWCCA is building on its legacy of ensuring that every guest interaction is a positive, memorable experience.

GWCCA Service Awards and Retirees

Each year, the Authority proudly honors its longest-serving team members through the Service Award program. These dedicated individuals exemplify the spirit of GWCCA’s brand, embodying our brand service promise and vision to be the world’s premier convention, sports, and entertainment destination. We extend our heartfelt thanks to the following team members for their invaluable contributions to the Authority’s success over the years. Congratulations to all!

SERVICE AWARD RECIPIENTS

1 Year

- Clifford Barker
- Jonathan Binion
- Lamont Carter
- Joseph Estenes
- Colleen Etheridge
- Breonna Genous
- Frederick Harris
- Terrell Hill
- Antoine Pope
- Kjirsten Randall
- Rey Rodriguez
- Quintavious Sancho
- Joseph Scheafer
- David Sims
- Michael Vanderberg
- Daniel Villalobos
- Damien Whitfield
- Anisa Wilder
- Rayshawn Young

5 Years

- Kim Allison
- Shameka Pierce
- Ken Stockdell
- Shundra Thomas

10 Years

- Luan Baker
- Robbie Crowe
- Chavais Latham
- Pargen Robertson

15 Years

- Dorkist Williams
- Jennifer LeMaster
- James Taylorson

20 Years

- Harriet Thomas

30 Years

- Juan Smith



RETIREES

- Laymontz Clark, Carpenter
- Derrick Marcus, HR Manager
- Frank Poe, Executive Director

GWCCA CAMPUS ECONOMIC IMPACT

GWCCA continued to demonstrate its significant role as an economic powerhouse for the state of Georgia during fiscal year 2024. Despite a slight decline in out-of-state visitors, overall spending increased this year compared to last year, leading to an even greater economic impact. This growth mirrors the broader recovery of the travel and tourism industry, much of which has fully rebounded from the challenges of the pandemic. The Authority's campus is part of this resurgence, achieving an economic impact that surpassed pre-pandemic levels from FY 2019 and that continues to fuel Georgia's economy, driving job creation, local business revenues, and tax contributions. Highlights from the fiscal year's economic impact follow.

3,389,863

The Authority saw a nearly 5 percent increase in visitors to its campus during fiscal year 2024. Out-of-state visitors made up 33 percent, totaling 1,115,138. Notably, more than half of the visitors to Georgia World Congress Center were from out-of-state, compared to just 25 percent of visitors to Mercedes-Benz Stadium. The campus hosted 164 events over the course of the fiscal year.

DID YOU KNOW



\$361

An out-of-state visitor attending a conference at Georgia World Congress Center spends an average of \$361 per day while in Atlanta



2.35M

Events on GWCCA's campus generated 2.35 million out-of-state visitor days, a 6 percent increase from the previous fiscal year's total of 2.22 million



60%

Georgia World Congress Center events accounted for 61 percent of the Authority's total economic impact; Mercedes-Benz Stadium accounted for 40 percent



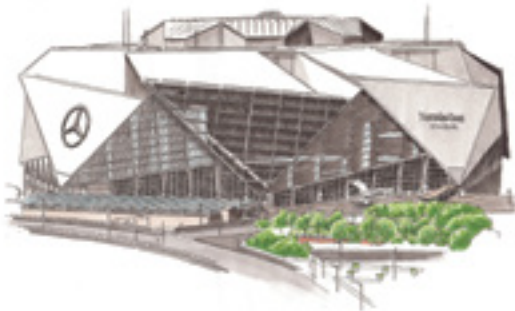
\$1,840,203,521

GWCCA’s campus continued its trend of surpassing \$1 billion of economic impact to Georgia’s economy with a 4 percent increase from the previous fiscal year. The recovery of travel and tourism resulted in \$1.59 billion – or 86.2 percent – of direct spending by out-of-state visitors.



16,157 / \$601.5M

The economic contributions of Georgia World Congress Center, Mercedes-Benz Stadium, and Centennial Olympic Park continued to positively influence Georgia’s labor market. While job numbers experienced a slight decline, labor income saw an increase compared to the previous fiscal year.



\$99,136,800 / \$84,698,168

Events on GWCCA’s campus contributed nearly \$100 million in tax and fees revenues to the state of Georgia and more than \$84 million to local governments. The latter total includes \$26.1 million in hotel/motel taxes.

GWCCA CAMPUS EVENTS

ATTENDANCE

Conferences	120,179
Consumer Shows	173,000
General Meetings/Other	75,402
Graduations	10,900
Participation Sports	216,000
Spectator Events	2,558,829
Trade Shows	219,930
Outdoor/Charity/Entertainment	15,125
Film Shoot	498

Grand Total 3,389,863

GWCCA CAMPUS TAX REVENUES

State Sales Tax	\$52,777,053
State Personal Income Tax	\$20,029,801
State Hotel/Motel Fee	\$8,128,232
Other Taxes/State	\$18,201,714
Local Hotel/Motel Fee	\$26,100,923
Local Sales Tax	\$58,597,245

Grand Total \$183,834,968

Georgia's Economic Engine

GWCCA's campus remains a leading force in Georgia's tourism industry, generating over \$82 million in direct profit for the state in fiscal year 2024. Over the past 15 years, the Authority has consistently strengthened Georgia's economy, contributing an average of more than \$50 million annually.

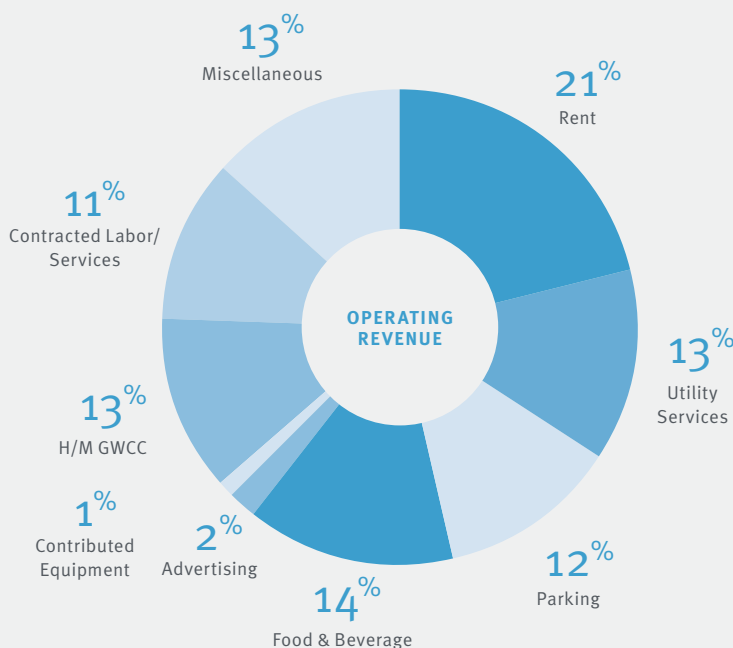
ATLANTA CAMPUS

Date	Operating Revenue	Operating Expense	Operating Profit/(Loss)
2010	68,707,527	69,818,566	(1,111,039)
2011	78,280,863	73,931,987	4,348,876
2012	76,410,365	73,661,411	2,748,954
2013	89,504,084	83,551,929	5,952,155
2014	89,459,952	86,857,029	2,602,923
2015	96,645,804	89,540,897	7,104,907
2016	104,526,078	95,640,972	8,885,106
2017	108,371,541	102,092,148	6,279,393
2018	59,024,482	52,880,256	6,144,226
2019	69,582,696	60,730,953	8,851,743
2020	47,086,781	51,143,201	(4,056,420)
2021	Did not issue economic impact report due to COVID-19		
2022	53,118,264	41,259,730	11,858,534
2023	57,626,826	50,929,042	6,697,784
2024	69,117,275	68,390,870*	726,405

Note: Net Operating Profit ties to audited financial statements, excluding OPEB (Other Post-Employment Benefits), pensions, and depreciation. Figures prior to 2018 include Georgia Dome. *Includes \$8.4M in project expenses utilizing reserve funds.

GWCCA Revenue & Expenses

The Authority reported over \$69 million in operating revenue, with more than 20 percent (nearly \$15 million) generated from rent. Operating expenses exceeded \$68 million, with the majority allocated to personal services and regular operations.



OPERATING REVENUE

Rent	14,777,519
Utility Services	8,754,066
Parking	8,248,908
Food & Beverage	9,933,577
Advertising	1,541,178
Contributed Equipment	677,083
H/M GWCC	8,613,392
Contracted Labor/Services	7,263,380
Miscellaneous	9,308,172
Operating Revenue	69,117,275

NON-OPERATING REVENUE

H/M Tax - ACVB	32,843,920
Land Lease	2,222,264
Miscellaneous	9,509,244
Subtotal	44,575,428

STATE OF GEORGIA

State Tax Revenue	−	Debt Service	=	State Profit	*Direct Profit to Georgia
87,901,235		36,921,791		50,979,444	49,868,405
76,219,994		36,691,726		39,528,268	43,877,144
57,187,264		30,686,513		26,500,751	29,249,705
59,096,921		30,864,376		28,232,545	34,184,700
72,762,330		32,180,471		40,581,859	43,184,782
71,872,730		32,898,503		38,974,227	46,079,134
87,097,971		30,969,143		56,128,828	65,013,934
104,273,146		31,566,447		72,706,699	78,986,092
98,772,115		34,397,803		64,374,312	70,518,538
109,437,916		35,567,114		73,870,802	82,722,545
80,309,796		35,278,562		45,031,234	40,974,814
		Did not issue economic impact report due to COVID-19			
82,859,833		18,011,319		64,848,514	76,707,048
100,406,695		18,594,600		81,812,095	88,509,879
99,136,800		17,413,268		81,723,532	82,449,937

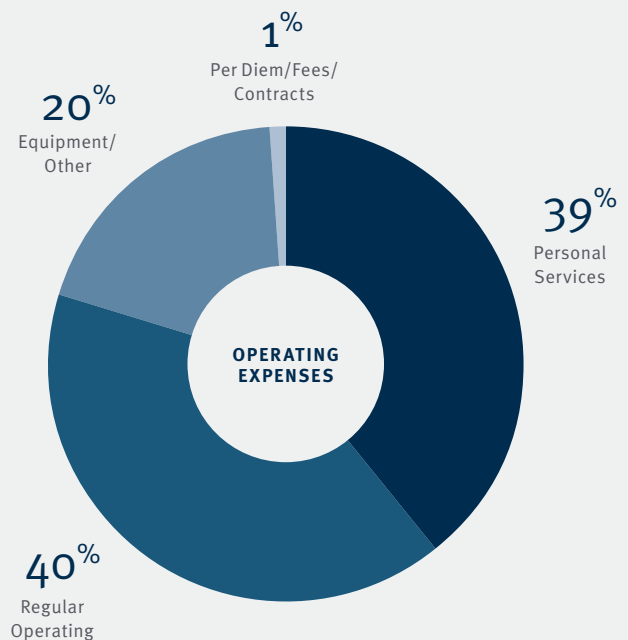
*Direct Profit to Georgia is calculated by adding GWCCA's operating profit/loss and state profit.

OPERATING EXPENSES

Personal Services	26,671,750
Regular Operating	27,559,633
Equipment/Other	13,264,144
Per Diem/Fees/Contracts	895,343
Operating Expenses	68,390,870
Net Operating Profit	726,405

NON-OPERATING EXPENSES

ACVB H/M Tax	32,843,920
Interest Expense	1,959,330
Misc.	3,238,376
Subtotal	38,041,626



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Carroll Daniel Construction

Natasha Bell

360 Venture Law

Aaron Mcwhorter

North Georgia Turf, Inc.

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Jones Petroleum

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Rep. Butch Parrish

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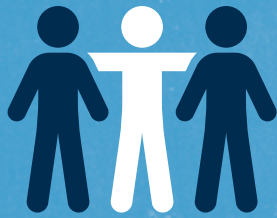
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Sen. John Kennedy

Rep. Scott Holcomb

Rep. Marcus Wiedower

MISSION VISION VALUES



Mission

The State of Georgia established Georgia World Congress Center Authority to develop and operate Georgia World Congress Center, Centennial Olympic Park, and related facilities. These facilities exist for the primary purpose of promoting and facilitating events and activities that generate economic benefits to the citizens of the state of Georgia and the city of Atlanta as well as enhance the quality of life for every Georgian.



Vision

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



Values

WE ARE ACCOUNTABLE

We embrace proactive and responsible behaviors that create ownership of outcomes for the individual and the business.

WE ARE AUTHENTIC

We operate with transparency; encourage vulnerability and expression of self and others to foster an inclusive environment for our customers.

WE ARE ONE

We move with a unified purpose and voice to ensure our customers experience radical hospitality.

Credits

Georgia World Congress Center Authority's 2024 annual report was written by Holly Richmond, Director of Communications, and published by the Authority's Communications department. Additional photography and design renderings courtesy of ACVB and AtlantaPhotos.com, Chris Helton, Gensler, Austin Simmons, Savannah Convention Center and The Sketch Effect.

GRAPHIC DESIGN: David Wells, DL Creative

ILLUSTRATIONS: Shawn Vincelette

SOURCES: Economic impact analysis courtesy of Peter Bluestone, Associate Director, Fiscal Research Center, Andrew Young School of Policy Studies, Georgia State University.

Digital copies of this report and prior GWCCA annual reports are available for download at www.gwcca.org.

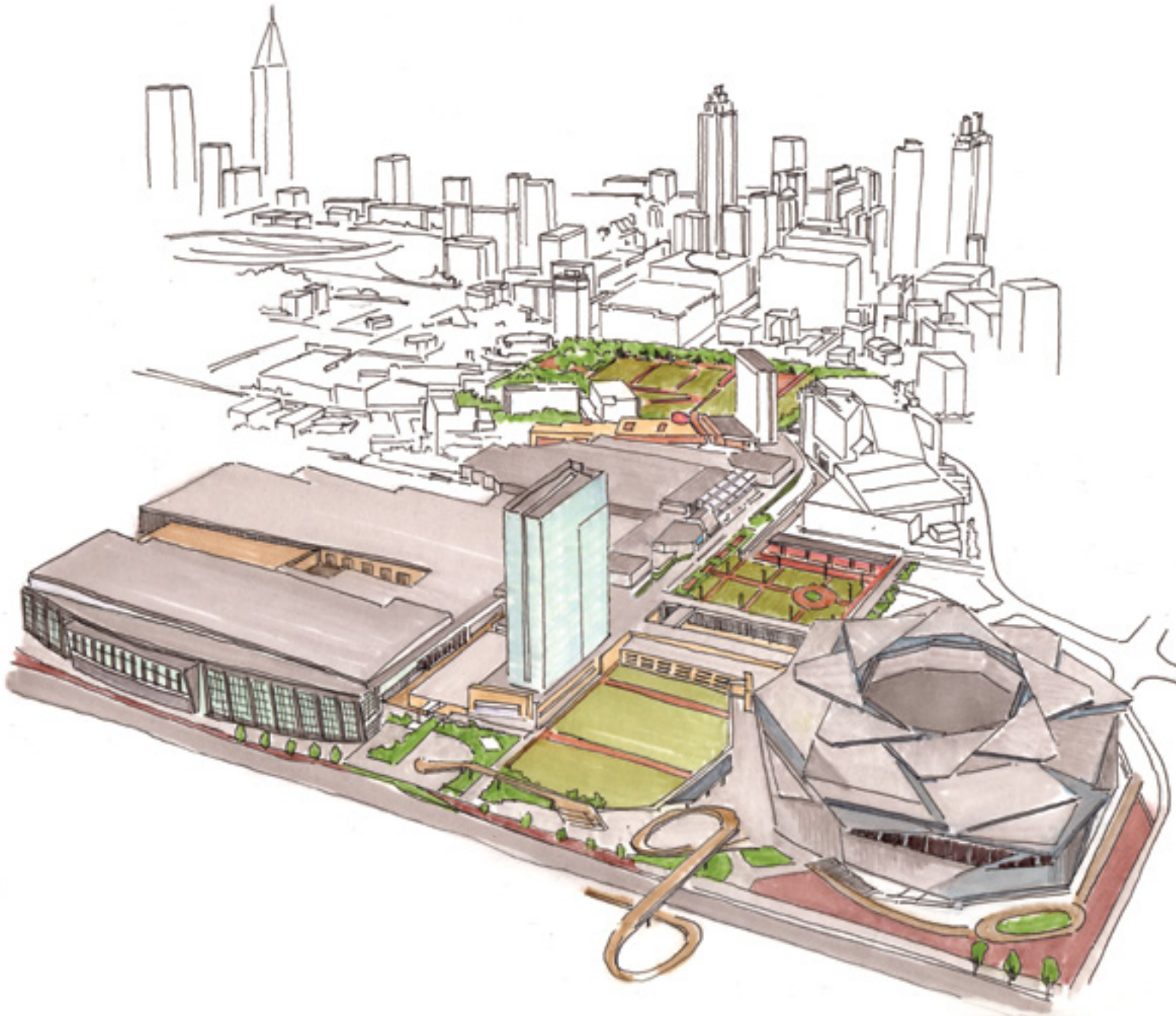
Thank You!

A leader inspires others to dream bigger, learn more deeply, achieve greater things, and grow into their fullest potential. For more than a decade, Frank Poe has embodied this ideal, guiding the Authority with extraordinary vision, compassion, and an unwavering commitment to be the very best. His leadership has not only propelled our organization forward but has also left an indelible mark on the people who have had the privilege to work alongside him.

Frank's heartfelt care for others has created an environment where individuals feel empowered to grow, contribute, and make meaningful strides toward our shared vision. His dedication has elevated the Authority to become a benchmark of excellence in the hospitality industry and the home to many of the industry's most significant live events.

The legacy of Frank Poe's leadership will resonate for years to come, serving as a shining example of what it means to lead with integrity, passion, and purpose. Thank you, Frank, for showing us the true essence of leadership and for inspiring us all to aim higher and achieve more.

Your GWCCA Family



Stay Connected



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