



Georgia World  
Congress Center  
Authority

# BOARD OF GOVERNORS MEETING

July 22, 2025

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# Action Item

Approval of Minutes  
June 24, 2025

# Financial Update

Janet Finlayson  
Chief Financial Officer

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# Financial Snapshot: June

Month	Budget	Actual	Variance
Revenue	\$4,669,312	\$4,321,394	↓ \$348K 7.5%
Expense	\$5,781,216	\$5,996,941	↑ \$216K 3.7%
Net Loss	(\$1,111,904)	(\$1,675,546)	↓ \$564K



# Financial Snapshot: YTD thru June 2025

YTD	Budget	Actual	Variance
<b>Revenue</b>	<b>\$63,362,653</b>	<b>\$74,188,162</b>	<b>↑ \$10.8M 17.1%</b>
<b>Expense</b>	<b>\$61,338,521</b>	<b>\$65,026,207</b>	<b>↑ \$3.7M 6.0%</b>
<b>Net Profit</b>	<b>\$2,024,132</b>	<b>\$9,161,955</b>	<b>↑ \$7.1M</b>



# Uncollectible Debt Approval

## Action Item

<b>Group</b>	<b>Amount</b>
<b>A-List Affairs</b>	<b>\$12,177.34</b>
<b>Atlanta Ultimate Women's Expo</b>	<b>\$13,252.49</b>
<b>Black is Tech</b>	<b>\$6,535.64</b>
<b>Canterbury Village Events, Inc.</b>	<b>\$10,896.81</b>
<b>Hannover Fairs USA</b>	<b>\$102,087.50</b>
<b>HIN Events LLC</b>	<b>\$5,232.63</b>
<b>National Lipid Association</b>	<b>\$9,688.56</b>
<b>RGI Events</b>	<b>\$7,653.08</b>
	<b>\$167,524.05</b>

# QUESTIONS?

# FY25 Sales Update

Kim Allison

Vice President, Convention Sales

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# GWCC Sales Production: Jan – June 2025

Future Bookings	Total	Goal	%	Future Breakdown		Wins for Campus
Rental	\$8,030,390	\$6,348,240	126%	FY25: 20 events FY26: 28 events FY27: 5 events FY28: 3 events FY29-32: 11 events	\$335,660 \$1,783,487 \$750,816 \$580,628 \$4,517,442	5 groups closed in June each over \$350,000 in rental
F&B	\$10,254,433	\$4,765,737	215%	FY25: \$516,000 FY26: \$2,393,000 FY27: \$451,000 FY28: \$550,000 FY29-32: \$5,983,000		SHRM \$3,000,000  Microsoft (3/26) \$1,535,000
Total Room Nights	364,219	255,000	142%	FY25: 6,489 FY26: 130,111 FY27: 19,950 FY28: 30,745 FY29-32: 177,016		SHRM 61,200

# Ideal Business Mix

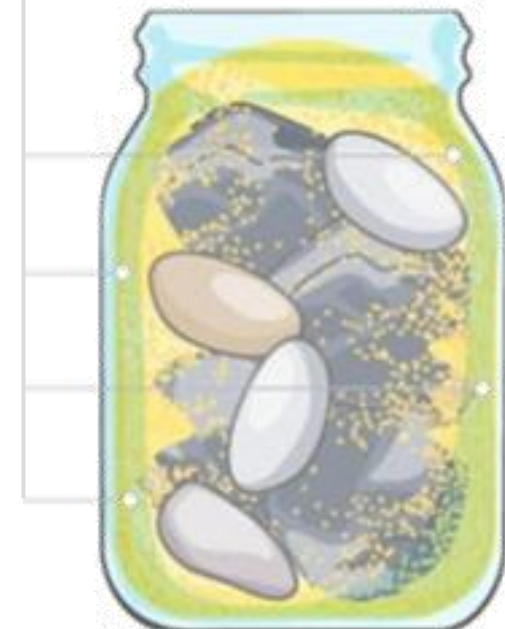
Citywide Large-Scale  
Events, Tradeshows,  
Large Associations



Associations/  
Corporate



Short-term Corporate,  
Entertainment, Smaller  
Associations, Local Events



# GWCC Future

Past & Future Bookings	Number of Groups	Space Rental	Gross F&B Minimums	Total Room Nights
2023	158	\$13,603,258	\$5,240,370	638,280
2024	136	\$15,652,019	\$11,224,250	751,864
2025	123	\$15,890,700	\$9,847,815	731,111
2026	88	\$14,797,727	\$11,595,757	660,299
2027	41	\$13,597,238	\$12,680,406	558,446
2028	28	\$10,847,564	\$5,094,000	548,867
2029	20	\$10,705,234	\$8,594,802	400,449
2030	10	\$12,821,208	\$5,650,000	267,376
2031	3	\$2,216,625	\$200,001	93,566
2032	4	\$2,341,785	\$1,024,628	176,455

# QUESTIONS?

# FIFA World Cup 26

Georgia O'Donoghue  
Chief Operating Officer,  
Atlanta World Cup Host Committee / MBS

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## OVERVIEW:

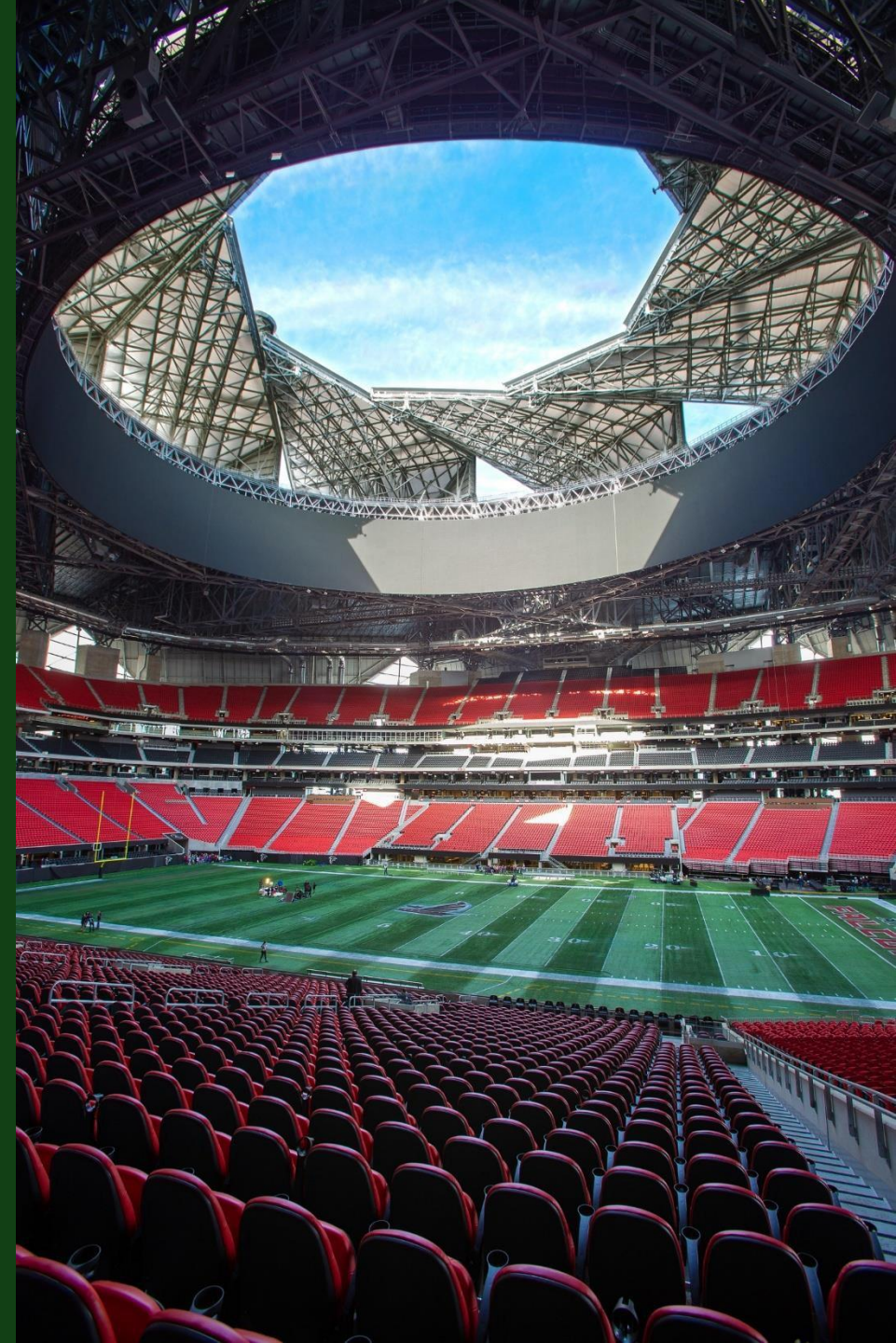
- The FIFA World Cup 2026™ will begin on Thursday, June 11, 2026, and the Final Match will be held Sunday, July 19, 2026.
- Atlanta will be hosting eight (8) matches, including a semifinal.
- The tournament draw will occur in December 2025 and be broadcast globally, drawing over a billion viewers.
- The FIFA World Cup 2026™ is the biggest sporting event in history, with 48 teams and 104 matches across the US, Canada, and Mexico.
- 2026 will be the first time the World Cup will be hosted across three (3) countries and 16 Host Cities.



## MATCH SCHEDULE

6/15/26	<b>GROUP STAGE</b>	6/27/26	<b>GROUP STAGE</b>
6/18/26	<b>GROUP STAGE</b>	7/01/26	<b>ROUND OF 32</b>
6/21/26	<b>GROUP STAGE</b>	7/07/26	<b>ROUND OF 16</b>
6/24/26	<b>GROUP STAGE</b>	7/15/26	<b>SEMIFINAL</b>

# ORGANIZATIONS THAT MAKE UP THE AWC HC



# 2026 HOST CITIES

**2** Canada

**11** United States

**3** Mexico



# ECONOMIC IMPACT + FACTS:

## TOURNAMENT FACTS:



Approximately  
**50% OF THE WORLD**  
watches the FIFA World Cup.



**5 BILLION**  
people watched the FIFA  
World Cup 2022 in Qatar.



**3.4 MILLION**  
fans attended the FIFA World Cup  
2022.



**94 MILLION**  
people posted on social media  
about the FIFA World Cup during  
the tournament in 2022.



**OVER 1 MILLION**  
people traveled to Qatar for the  
FIFA World Cup 2022 and more  
than 5 million traveled to Russia  
for the FIFA World Cup 2018.

# ECONOMIC IMPACT + FACTS:

## TOURNAMENT FACTS:



### FIFA WORLD CUP 2026

will be the biggest sporting event ever – three host countries – 16 host cities – 48 teams and 104 matches.



### ATLANTA

is one of 16 cities that will host eight (8) matches of the 104 total matches during the summer of 2026.



It is estimated that the FIFA World Cup will mean

**\$503 MILLION**

in net economic benefits for Georgia



The FIFA World Cup is broadcast to more than

**200 COUNTRIES**

around the world



### ONLY TWO U.S. CITIES

will have hosted both the summer Olympics and the FIFA World Cup – Atlanta and Los Angeles.



The FIFA World Cup had nearly

**6 BILLION ENGAGEMENTS**

across social media platforms during the 2022 tournament.



# PROJECTED ECONOMIC IMPACT

**\$503M+**  
ECONOMIC IMPACT  
ON GEORGIA ECONOMY

**\$20M+**  
CORPORATE  
SPENDING

**500K+**  
FANS EXPECTED

# TEAM BASE CAMPS:

The Team Base Camps for the FIFA World Cup 2026™ in Georgia will be the Atlanta United FC Training Grounds, Fifth Third Stadium at Kennesaw State University, and Mercer University. These are the locations where the 48 participating teams may opt to establish their “homes away from home.”



**FIFTH THIRD STADIUM AT  
KENNESAW STATE UNIVERSITY**



**ATLANTA UNITED FC  
TRAINING GROUND**



**MERCER UNIVERSITY**



FIFA  
FAN  
FEST  
IVAL  
2026





**20**  
**FIFA**  
**ATLANTA**

Soccer   
*in the* Streets®



• StationSoccer

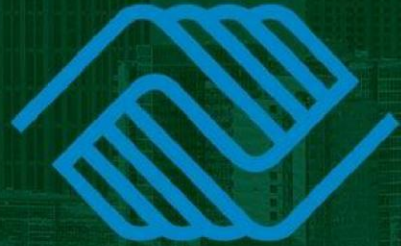
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F.I.L.O MAP



**DEVELOPING A STATEWIDE IMPACT WITH  
15 CITIES CURRENTLY IDENTIFIED**



**BOYS & GIRLS CLUBS  
OF GEORGIA**

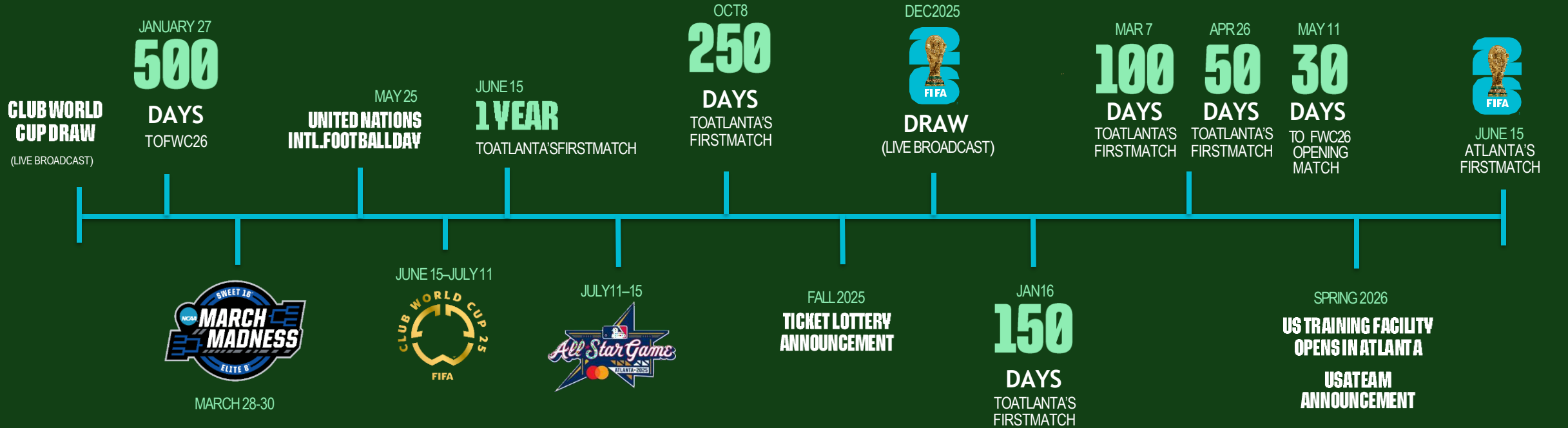


# COMMUNITY ENGAGEMENT

- Public Viewing Party Support
- Volunteer Program
- City of Atlanta / Showcase Atlanta
- Partner Organizations +ACVB Connection



# UPCOMING MILESTONES



# TICKETING

FIFA World Cup™ tickets are released in phases and often require applying for the chance to buy tickets. There will be several distinct ticket sales phases from the start of sales on September 10, 2025, through to the final match on July 19, 2026. Each phase may differ in purchasing processes, payment methods, and ticket products.

- NOW: visit [FIFA.com/tickets](https://www.fifa.com/tickets) to register your interest and create for FIFA ID
- SEPTEMBER 10: The first day fans can apply for the chance to buy tickets
  - If selected, you will receive a timeslot to buy tickets at a later date.
- Draw: Early December

\*Premium Hospitality Packages are currently available and being sold by On Location starting at \$1,350 per person.





**328  
DAYS**

**ATLANTA**

**JUNE 15**

# MERCEDES-BENZ STADIUM UPDATE

Adam Fullerton

Vice President, Stadium Operations, MBS

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# FIFA Club World Cup

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- Six matches hosted — more than any U.S. city (FIFA)
- 66,937 peak attendance (Paris Saint-Germain vs. Bayern Munich) — among the top ten highest attended matches of the tournament (ESPN; FIFA)
- 30 million+ global viewers tuned in to Atlanta-hosted games (Sports Business Journal; Reuters)
- Zero major incidents reported by the Atlanta Police Department during match days
- 800+ volunteers ensured inclusive, welcoming service (FOX 5 Atlanta)
- 540 minutes of world-class competition at Mercedes-Benz Stadium (FIFA)
- 18 goals scored by clubs from England, Mexico, France, Germany, Japan, Portugal, Egypt, and the United States (FIFA; ESPN)



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# Beyonce Cowboy Carter Tour

- July 10th – Sold Out
- July 11th – Sold Out
- July 13th – Sold Out
- July 14th – Sold Out
  
- 210,000 attendees
- GWCCA logistics/coordination
- Exterior merchandise locations



# •Sports Illustrated Tickets Lounge























# QUESTIONS?

# GWCCA RECOGNITION

Kevin Duvall  
Chief Executive Officer



# Happy Birthday

Glenn Hicks

Aaron McWhorter



# Happy Birthday

Kevin Duvall



# Next Scheduled Meeting

# August 26, 2025

# MBS Tour

# 300-Level Club

# Thank You

