



**Doug Tollett**  
**Rachel Little**  
**Holly Richmond**  
**Bill Rice**

**Sept. 2**  
**Sept. 13**  
**Sept. 25**  
**Sept. 30**

# Board Action Items

Stacey Church, Chief Operating Officer, GWCCA

Melana McClatchey, VP, Hotel Counsel, GWCCA

Pargen Robertson, Chief Legal Officer, GWCCA

# HVAC Maintenance Service Agreement

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# HVAC Maintenance Service Agreement

## Project Scope

Conduct preventive maintenance on 240 AHUs and 71 PIUs to include:

- Filter replacement with MERV 13 to maintain LEED Gold certification
- Greasing bearings and motors
- Belt inspection and adjustment
- Cleaning condensation drains/pans
- Performing visual inspections of coils and equipment housing to ensure consistent comfort, system reliability, and energy efficiency

## Term of Contract

- Nine months (through June 30, 2026)
- \$319,410 or \$35,490 per month

**KPI:  
FACILITIES**

**FUNDING:  
GWCCA  
SELF-FUNDED**

# QUESTIONS?

# 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 HVAC preventive maintenance 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?

# Gold Deck Improvements

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# Gold Deck Separation

## Project Scope

Renovation of original Gold Parking Deck adjacent to Signia by Hilton Atlanta to include:

- Tying operational systems to hotel versus GWCC
  - Lighting, security, and fire alarm
- Valet office updates
- Select door removal
- Code-compliant signage
- Passenger elevator refurbishment

**KPI:  
FACILITIES**

**FUNDING:  
HOTEL  
CONSTRUCTION  
ACCOUNT**

# Project Background

Gensler prepared drawings and specifications:

- Converting systems in Gold Deck to hotel control
- Lighting replacement to match new parking areas
- Closing of communicating doors between Gold Deck and Building C
- Improvements to space required for valet parking operation

PPM team worked with Holder under Task Order program to obtain pricing based on drawings

Holder cost proposal: \$782,870

- Includes work from Gensler drawings plus Kone proposal to reactivate and renovate elevator

# QUESTIONS?

# 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, a task order for general construction services in respect of its upgrade to the original Gold Deck by Holder Construction Group LLC 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?

# GWCCA Master Plan Phase 3

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# Campus Master Plan Phase 3

## Project Scope

Develop and advance the 220-acre campus master plan:

- Build on Phase 1 (Campus-wide Plan) and Phase 2 (Threshold Plan)
- Phase 3 to focus on exploring/delivering a cohesive, vibrant, and flexible urban space for both local and global audiences
- **Previous Phases of Master Plan**
  - Phase 1 – Campus Master Plan
  - Phase 1A – Composite Neighborhood Plan
  - Phase 2 – Threshold Plan



**KPI:**  
**FACILITIES,**  
**CUSTOMER**

**FUNDING:**  
**GWCCA**  
**SELF-FUNDED**

# Next Step

## Phase III Master Plan Overview

- Study of the feasibility for improving circulation between Buildings A, B, and C to align with the findings of the first two phases of the Master Plan and to improve the future guest experience within the buildings
- Develop proposed future program needs
- HKS

**Schedule:** 24 weeks

**Cost:** \$670,000 (fees and expenses)



# QUESTIONS?

# 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 to the one attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an amendment to its agreement with HKS, Inc. specifically in respect of Phase III of its campus master plan consulting services in substantially the form attached hereto as Exhibit A, but only so long as such amendment 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 sale of goods and 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?

# Second Supplemental Indenture of Trust and Amendment to Disclosure Agreement

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# Resolution

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority as follows:

The forms, terms, and conditions and the execution, delivery, and performance of the Supplemental Indenture and the Disclosure Agreement Amendment (collectively the "Amendments"), which have been filed with the Authority, are hereby approved and authorized. The Amendments shall be in substantially the forms submitted to the Board of Governors of the Authority with such changes, corrections, deletions, insertions, variations, additions, or omissions as may be approved by the Chief Executive Officer of the Authority, whose approval thereof shall be conclusively evidenced by the execution of each Amendment.

# Resolution

The Chief Executive Officer is hereby authorized and directed to execute on behalf of the Authority the Amendments, and the Secretary or Assistant Secretary of the Authority is hereby authorized and directed to affix thereto and attest the seal of the Authority, upon proper execution and delivery by the other parties thereto, provided, that in no event shall any such attestation or affixation of the seal of the Authority be required as a prerequisite to the effectiveness thereof, and the Chief Executive Officer and Secretary or Assistant Secretary of the Authority are authorized and directed to deliver the Amendments on behalf of the Authority to the other parties thereto and to execute and deliver all such other contracts, instruments, documents, affidavits, or certificates and to do and perform all such things and acts as each shall deem necessary or appropriate in furtherance of the consummation of the transactions authorized by this Resolution or contemplated by the instruments and documents referred to in this Resolution.

This Resolution and the Amendments, as approved by this Resolution, which are hereby incorporated in this Resolution by this reference thereto, shall be placed on file at the office of the Authority and made available for public inspection by any interested party immediately following the passage and approval of this Resolution.

# QUESTIONS?

# Sales Update

Charlene Lopez, EVP and Chief Sales Officer, ACVB  
Kim Allison, VP of Convention Sales, GWCCA

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# 2025 GWCC Board Retreat

Thursday, September 25

The View Now  
US only excl. Canada

# Industry Recovery Dashboard

## First half of 2025 (June YTD) vs. 2019



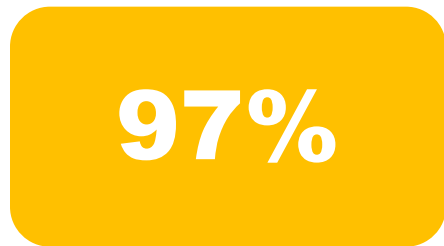
### Lead Volume

Total number of leads received by DMOs, counted for each DMO that received



### Number of Bookings

Number of leads turned definite, counted once per DMO that booked



### Expected Attendance

Total expected attendance for leads that were turned definite



### Booked Room Nights

Total room nights for leads that were turned definite



- For the first half of 2025, the recovery rates vs. 2019 are roughly similar.
- Lead volume continues to be above 2019 levels, although the ratio vs. 2019 does not appear as strong as in 2024.
- The number of bookings and expected attendance meanwhile appear closer to 2019 levels.
- Booked room nights continues to equal a level about June YTD 2019.
- Caution should be used in making direct comparisons between these two snapshots as the DMOs used in the analysis shifted from 2024 to 2025.

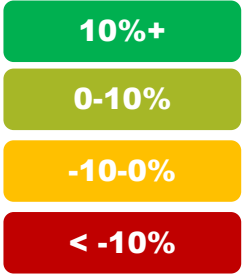
Source: 2Synergize, 212 US DMOs



# Industry Trend Dashboard

## First half of 2025 (June YTD) vs. 2024

Legend



### Lead Volume

Total number of leads received by DMOs, counted for each DMO that received



### Number of Bookings

Number of leads turned definite, counted once per DMO that booked



### Expected Attendance

Total expected attendance for leads that were turned definite



### Booked Room Nights

Total room nights for leads that were turned definite

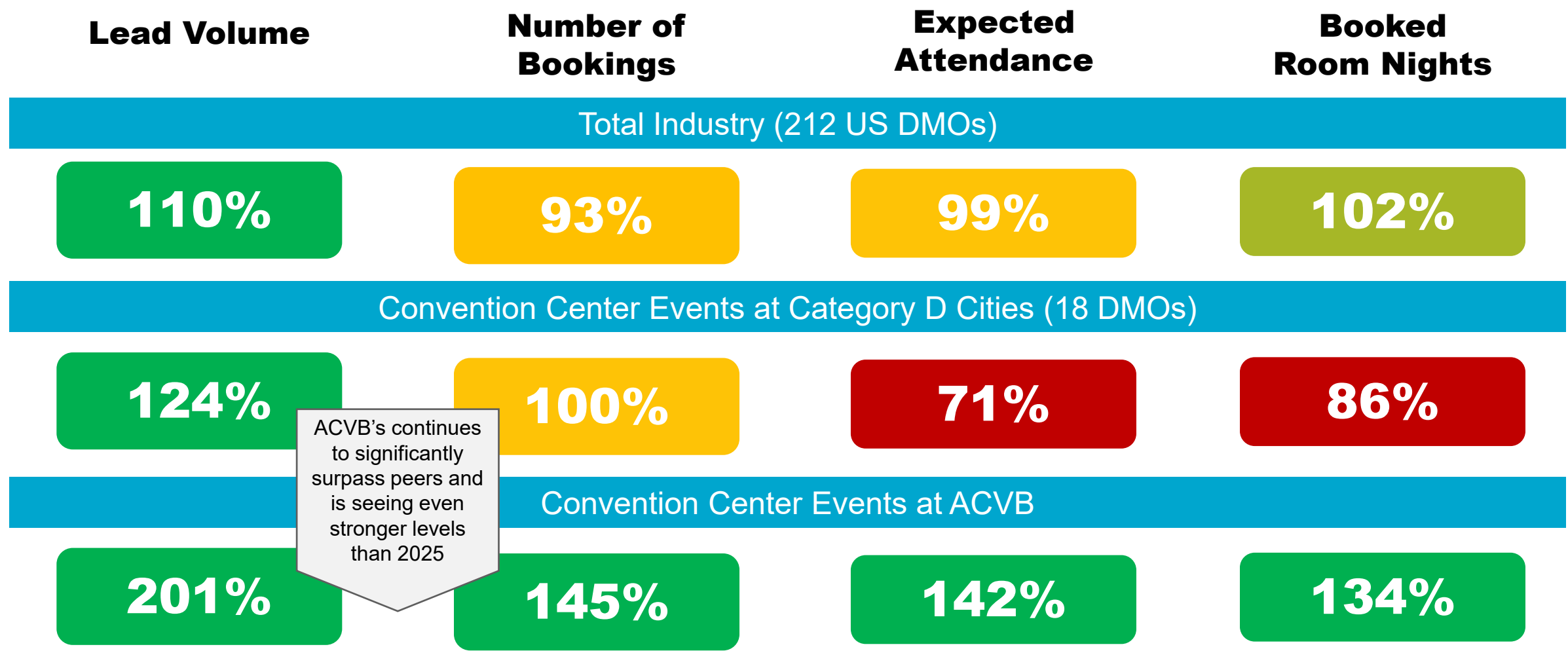
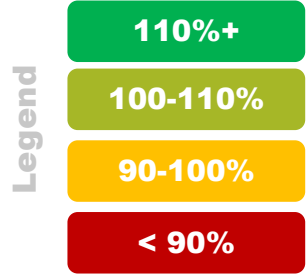


- Based on 212 US DMOs, the volume of leads in 2025 is down 6% from the same time in 2024, despite being 10% above 2019 in 2025.
- The number of bookings in 2025 is flat with 2024 while expected attendance and room nights are equally down 4%.

The View Now  
US only excl. Canada

# Industry Recovery Dashboard

## First half of 2025 (June YTD) vs. 2019

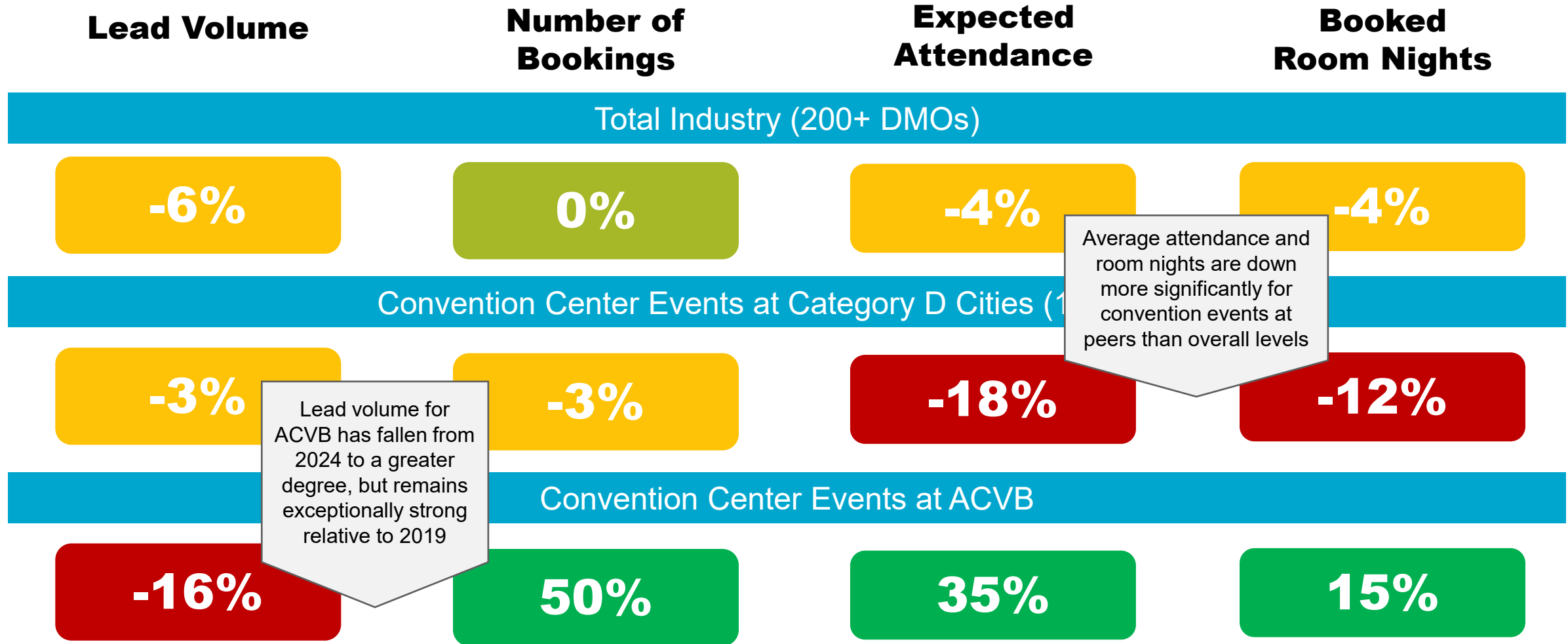


ACVB's continues to significantly surpass peers and is seeing even stronger levels than 2025

Source: 2Synergize, ACVB; Caution should be used in making direct comparisons between this and the 2024 snapshot given shifts in data collection

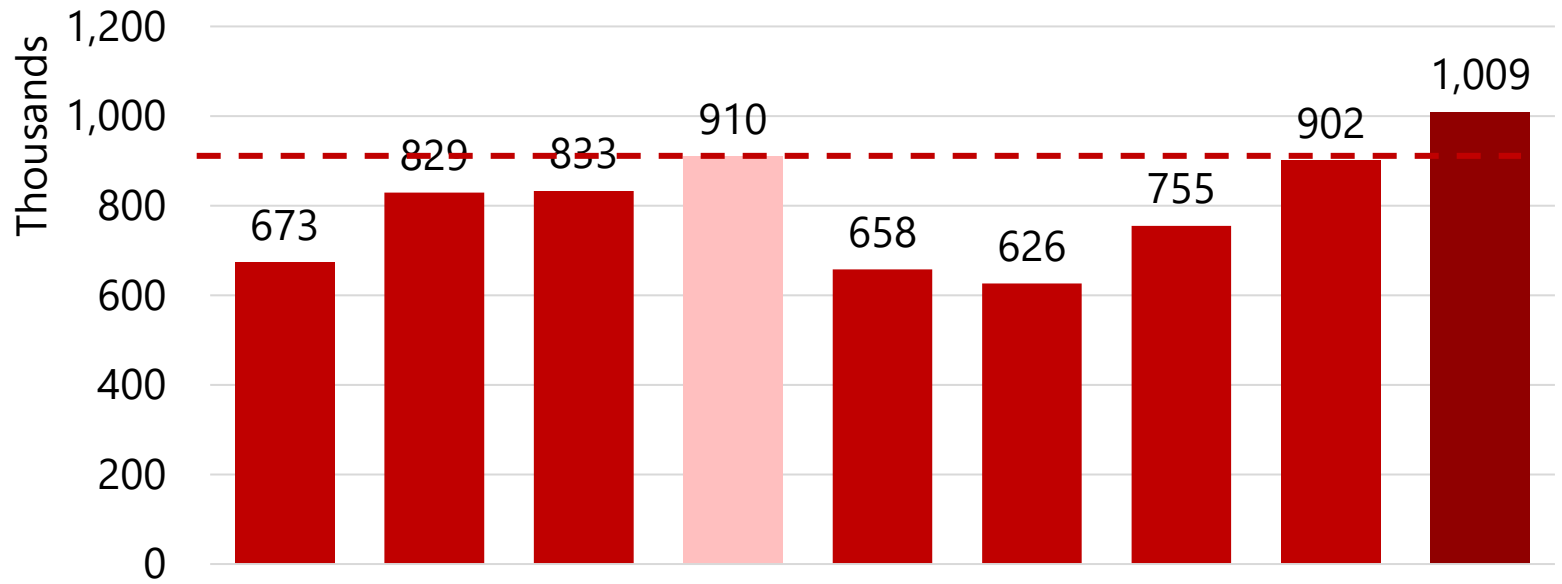
# Industry Trend Dashboard

## First half of 2025 (June YTD) vs. 2024



# ACVB Sales Rooms Blocked Each Year For The Future

**YTD**

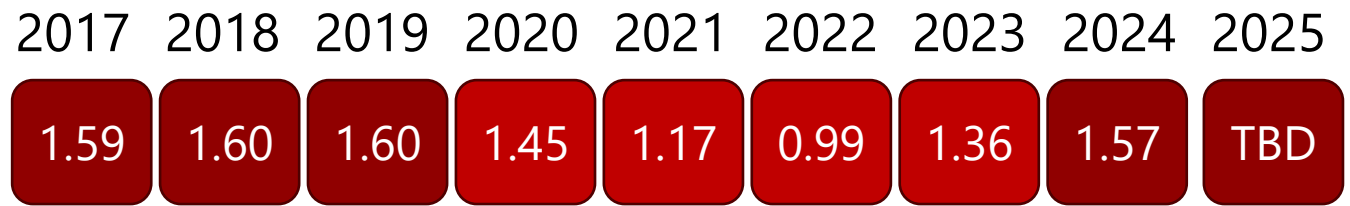


2025 vs. 2019  
**111%**

2025 vs. 2024, YOY  
**+12%**

**YE**

Millions

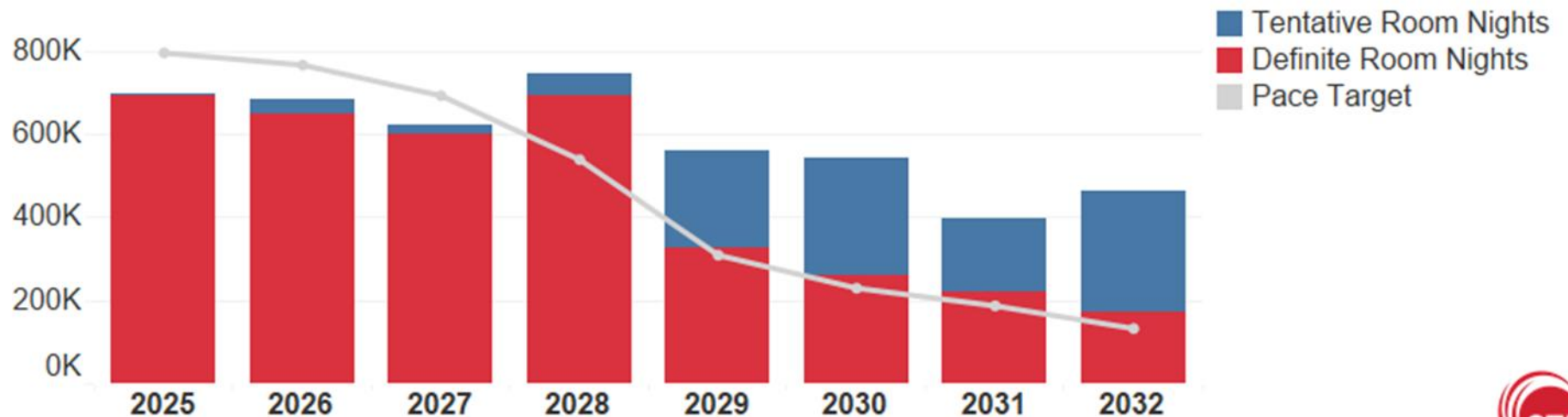


Note: 2020 had the strongest first half of the year in booking groups but dropped in pace in the second half of the year leading to a lower year-end total than 2016-2019.

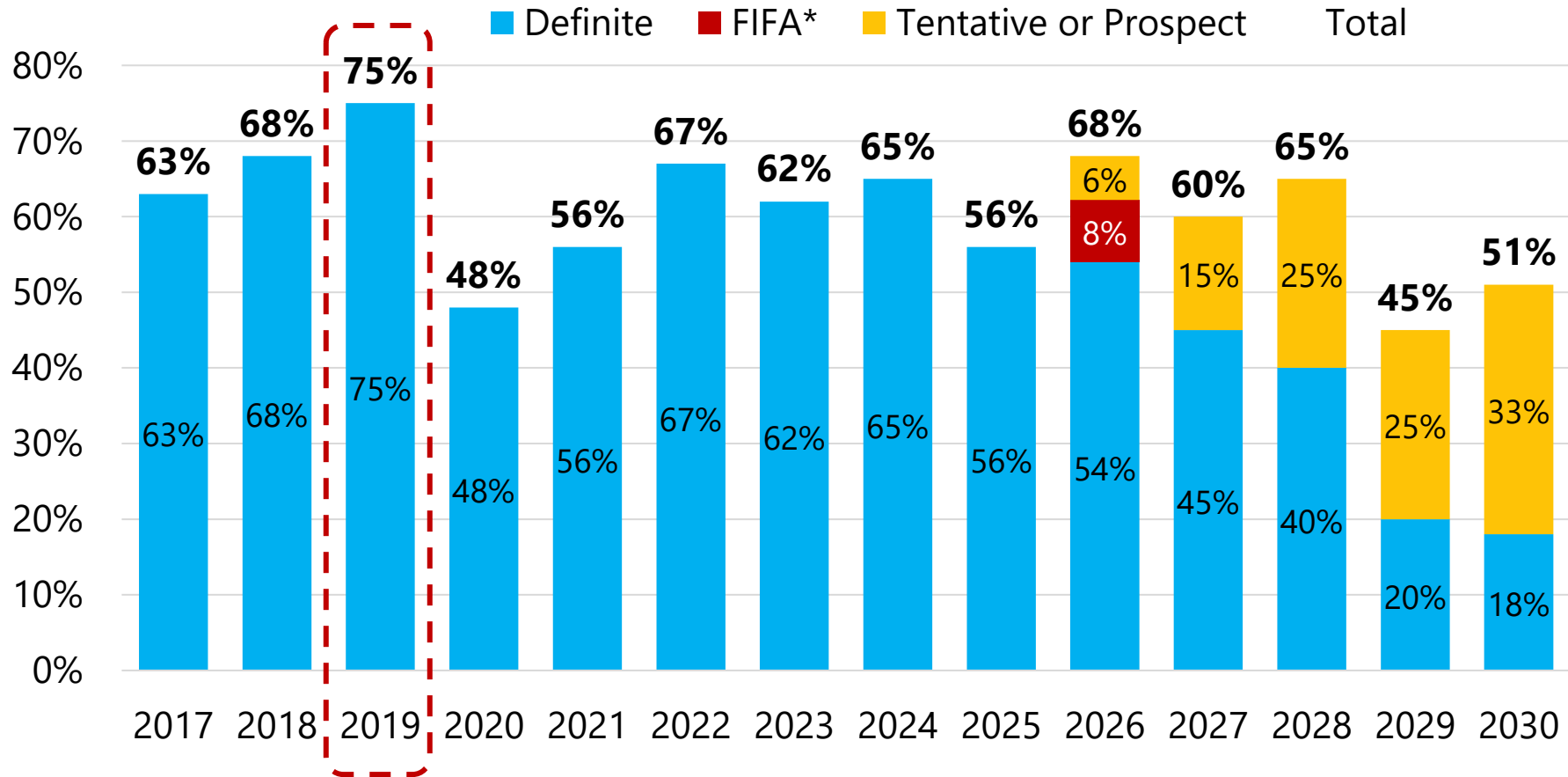
# Long-Term Pace Report

## GWCC Events | 2025 - 2032

	2025	2026	2027	2028	2029	2030	2031	2032	Total
Definite Room Nights	696,028	650,250	599,835	693,878	326,633	261,475	222,163	171,301	3,621,563
Pace Target	797,072	767,884	694,028	540,107	310,094	230,640	188,079	133,359	3,661,262
Variance	-101,044	-117,634	-94,193	153,771	16,539	30,835	34,084	37,942	-39,699
Consumption Benchmark	798,318	798,318	798,318	798,318	798,318	798,318	798,318	798,318	6,386,543
Pace Percentage	87%	85%	86%	128%	105%	113%	118%	128%	99%
Total Tentatives		32,125	23,120	50,983	235,117	283,756	176,715	293,404	1,095,220
Annual Tentatives			10,170	38,808	217,010	182,647	114,408	68,473	631,516



# GWCC Exhibit Hall Occupancy



Definite occupancy for 2026 nearly matches 2025 (54% vs 56%). With tentatives occupancy, 2026 is highest since 2019 (68% vs 75%)

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

Values as of August 2025, \*FIFA World Cup is currently considered tentative. It is broken out from the rest in this chart.

# GWCC Exhibit Hall Occupancy

Below shows the increase in occupancy for the first half of 2026 from October 2024 to August 2025 due to various groups being booked.

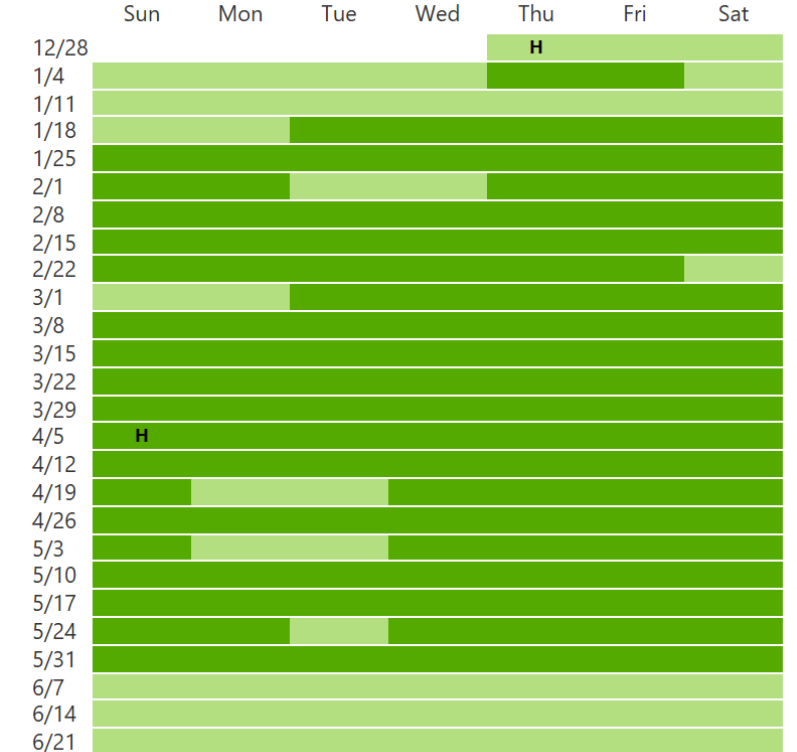
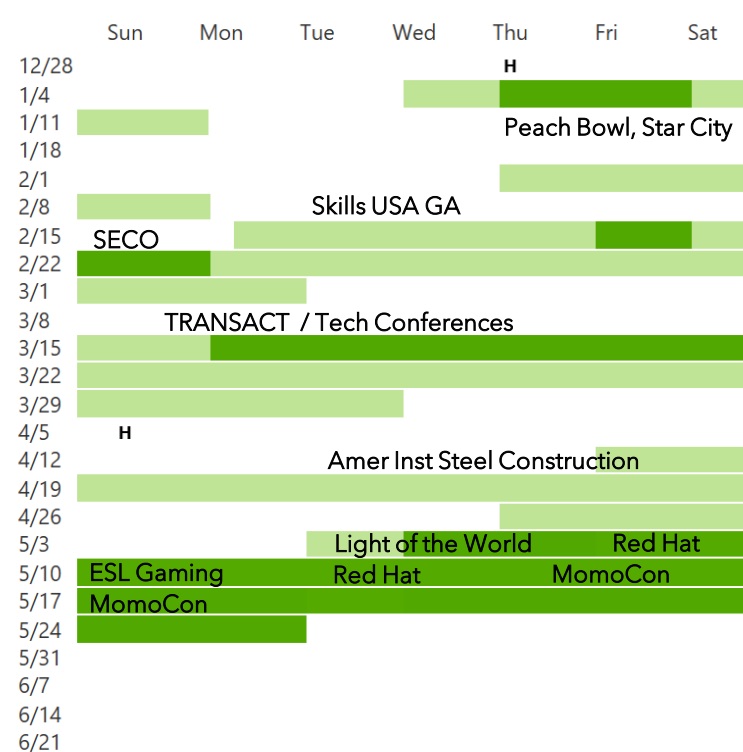
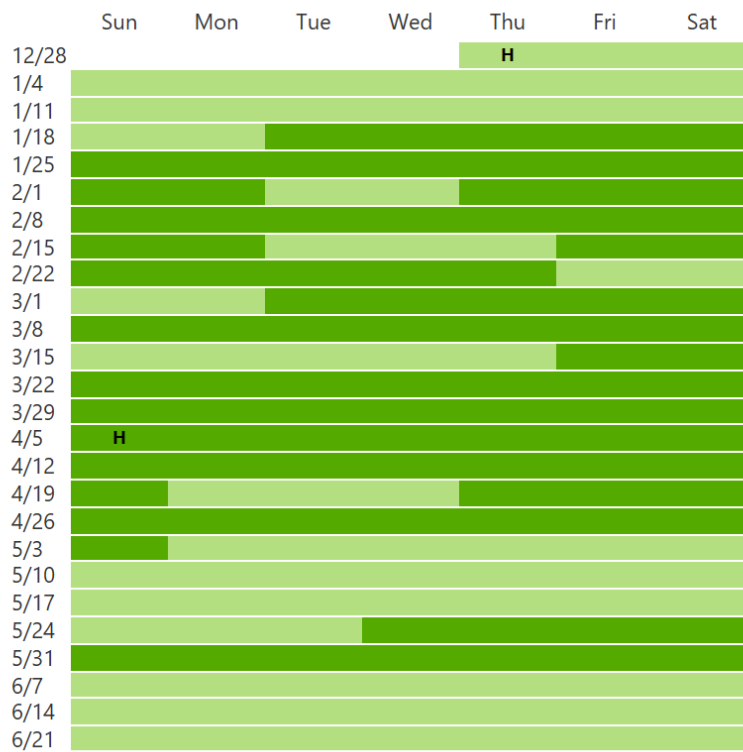
As of Oct 2024



Booked (Oct '24 – Aug '25)



As of Aug 2025

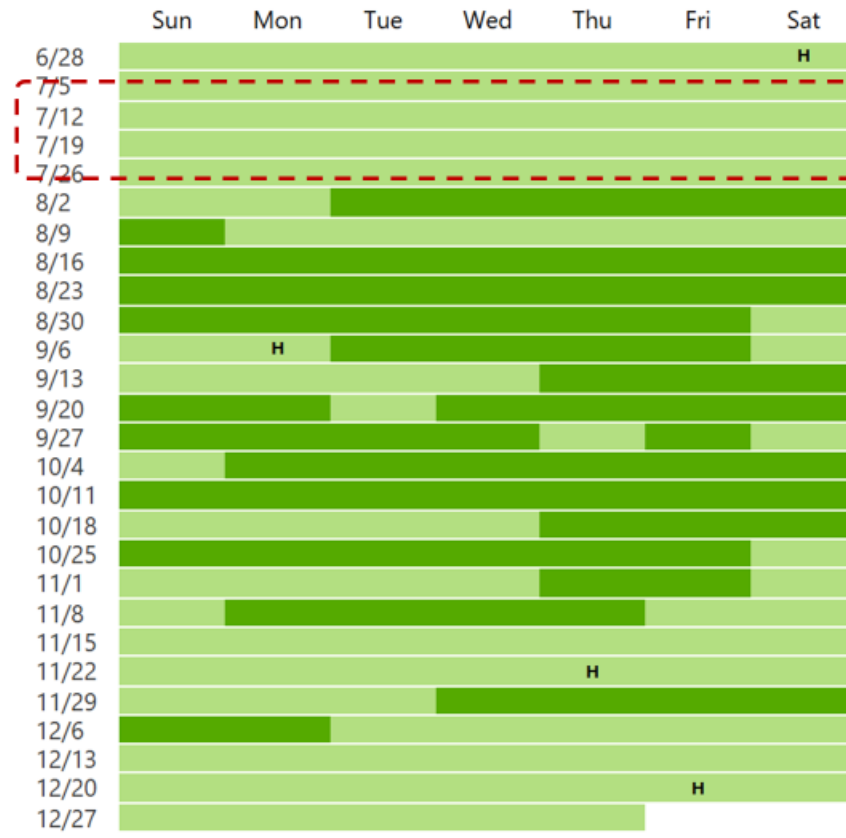
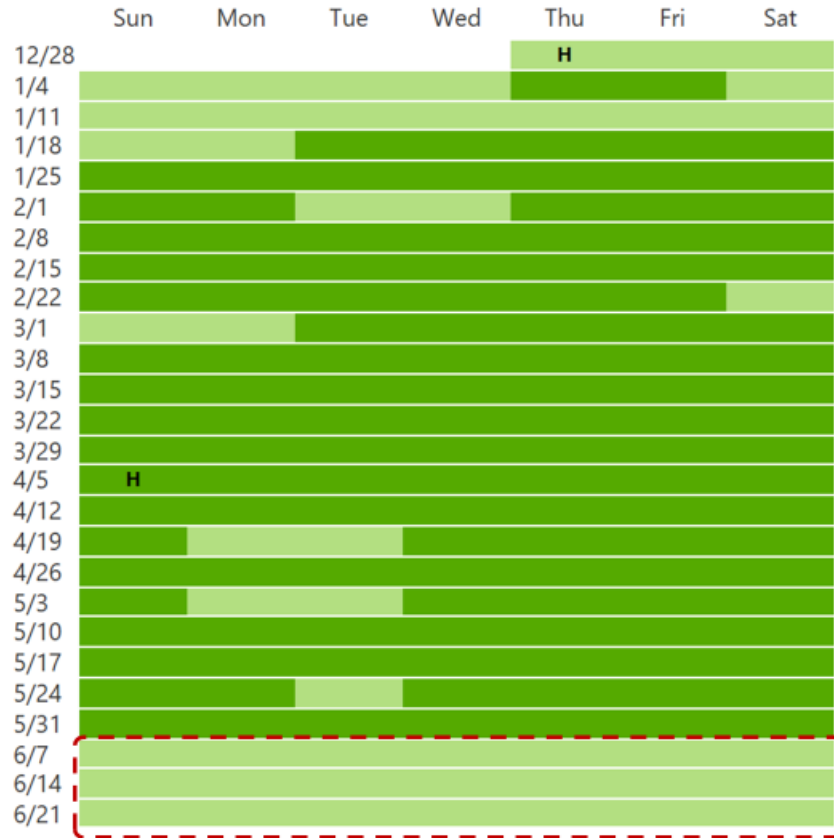


2 or 3 Bldgs. Occupied  
 1 or 0 Bldgs. Occupied

*\*not all groups booked are labeled*

# GWCC Exhibit Hall Occupancy

Shown below is daily exhibit hall usage in 2026, which has an overall occupancy of **54%** currently.



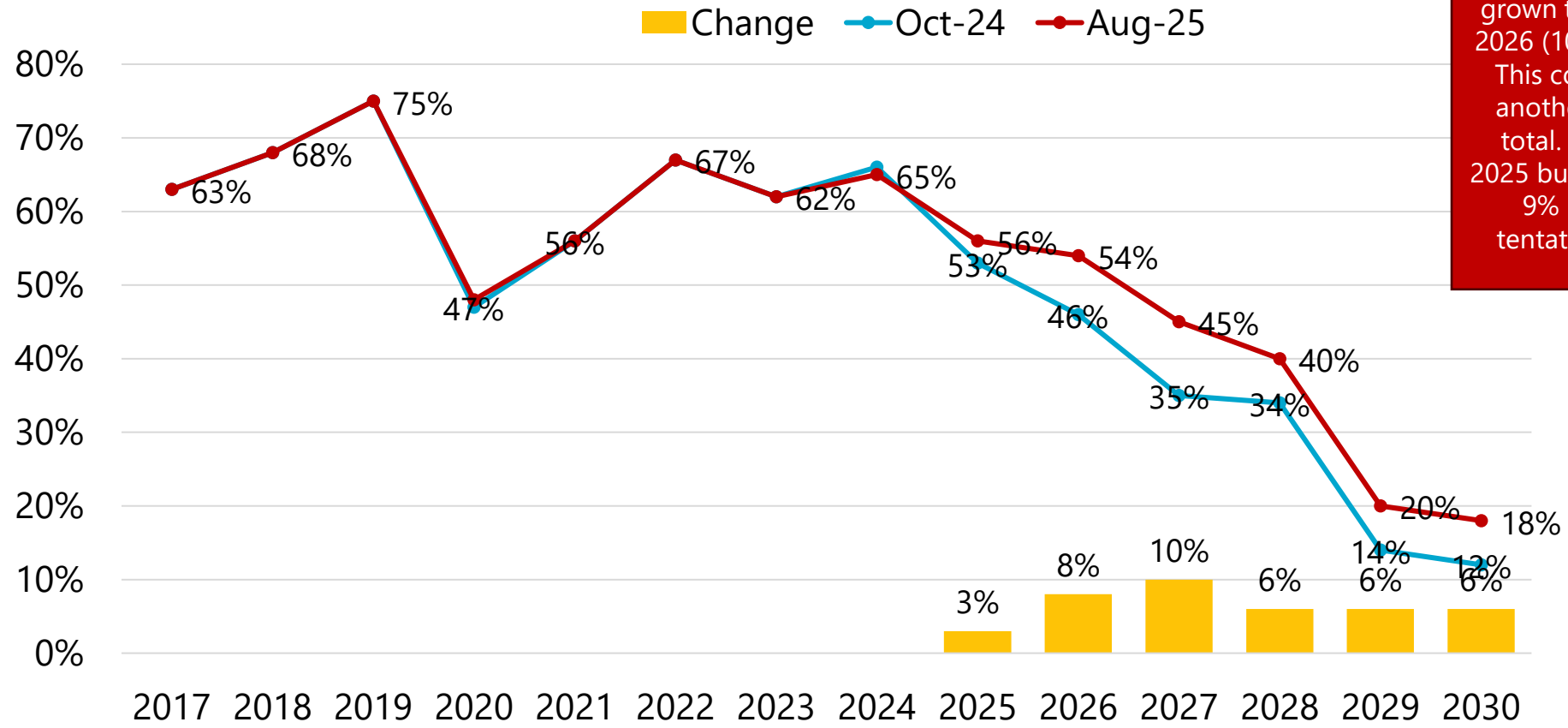
- 2 or 3 Bldgs (Exhibit space only) Occupied
- 1 or 0 Bldgs (Exhibit space only) Occupied
- H = Holidays
  - New Years Day
  - Easter Sunday
  - July 4<sup>th</sup>
  - Labor Day
  - Thanksgiving Day
  - Christmas Day

Occupancy	54%
Hall Days Occupied	591

Occupancy is calculated as a percent of total hall days for the year for 3 buildings (3 x 365 in 2026 = 1095). 591 / 1095 = 54%

# GWCC Exhibit Hall Occupancy

## Definite Events



Since Oct 2024, definite occupancy has grown the most for 2027 followed by 2026 (10%, 8%). For 2025 it grew 3%... This could suggest 2026 may grow another 3%-9% leading to 57-65% total. This would be stronger than 2025 but weaker than 2022. (Estimated 9% max based on the share of tentatives that converted after Oct 2024)

# 33 Mid-Size Citywides Booked at GWCC

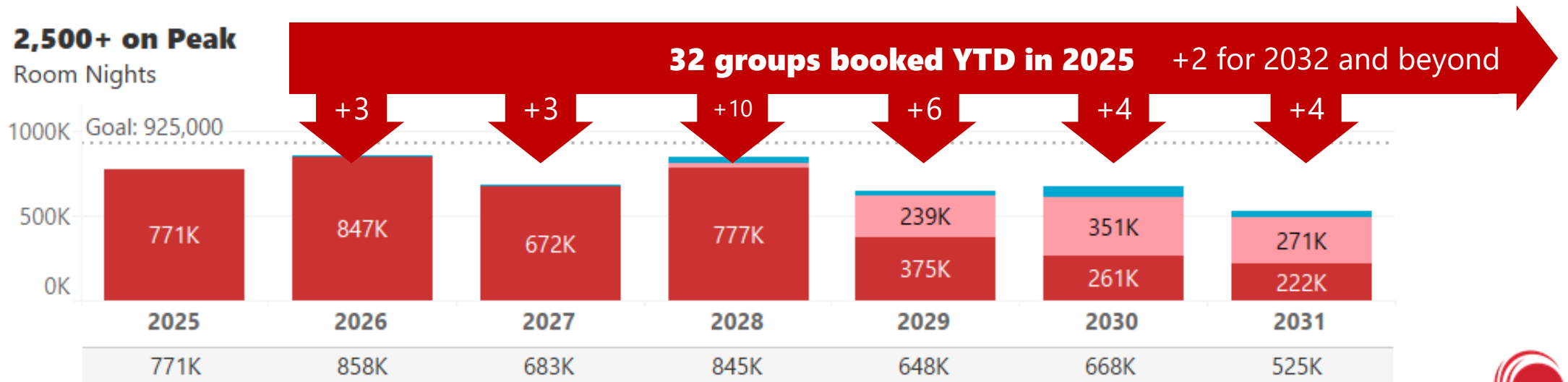
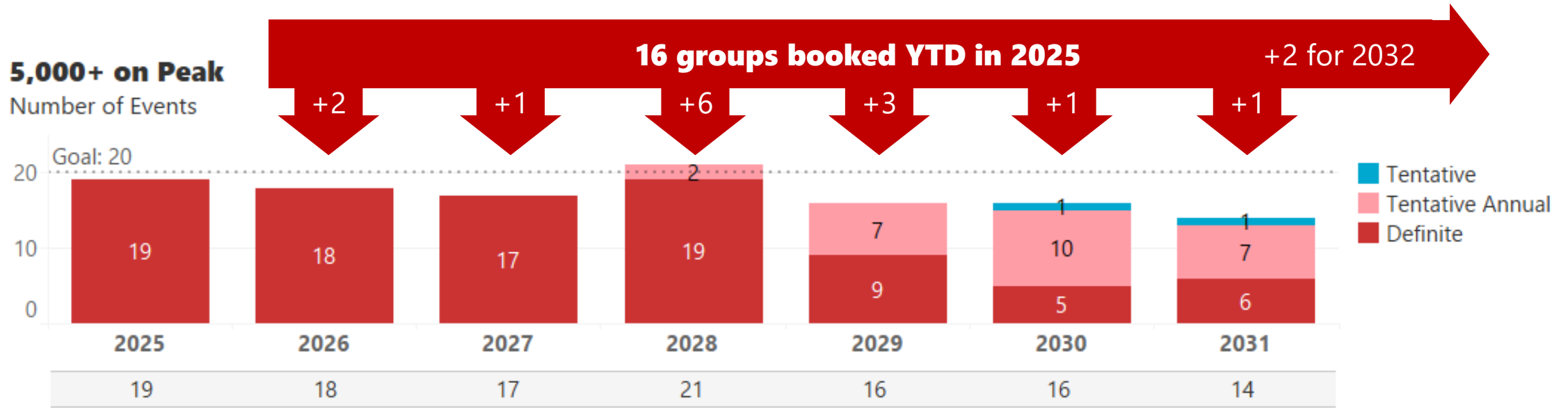
August YTD

1,000 to 4,999 on Peak

	2024	2025
Total Mid-Size Citywides Booked in Atlanta	26 (2)	42 (9)
<b>Total Mid-Size Citywides Booked at GWCC</b>	<b>11 (2)</b>	<b>33 (Mint: 9)</b>

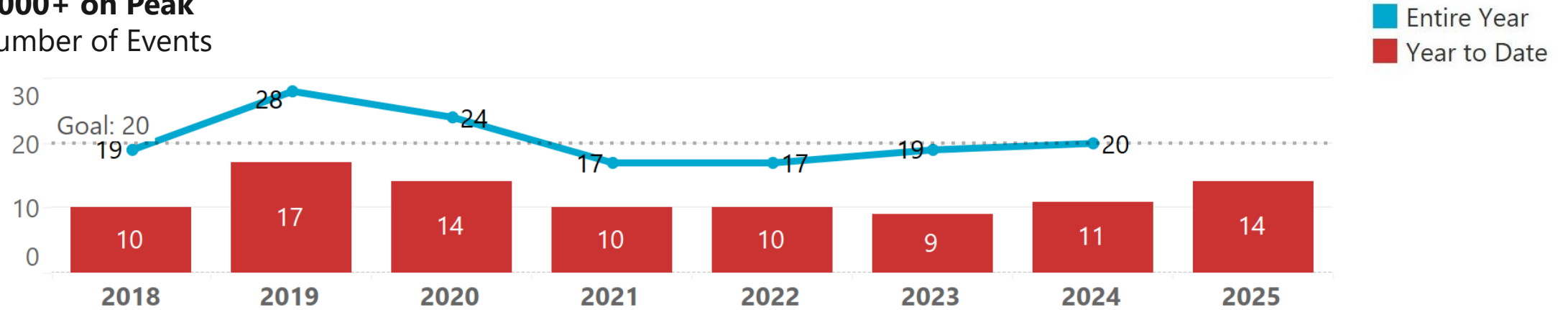
Values in Parentheses are meetings booked from accounts in Mint's Top 250 list

# Large Groups for Future Years

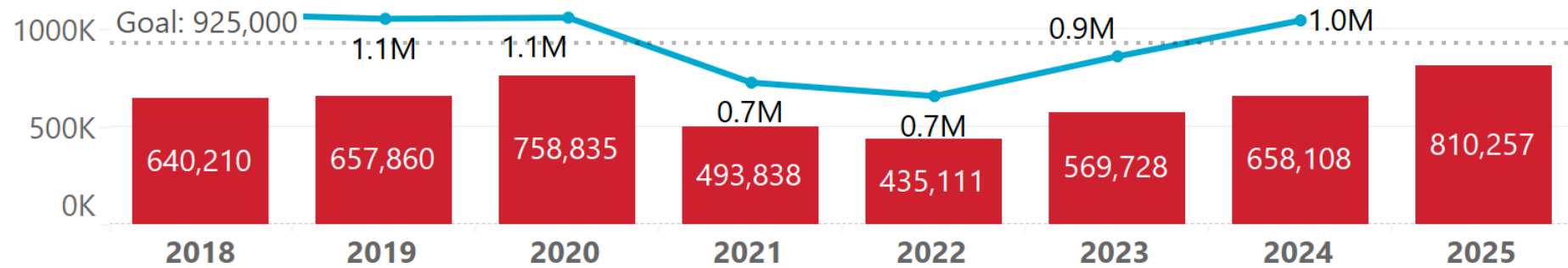


# Large Groups Booking Trend

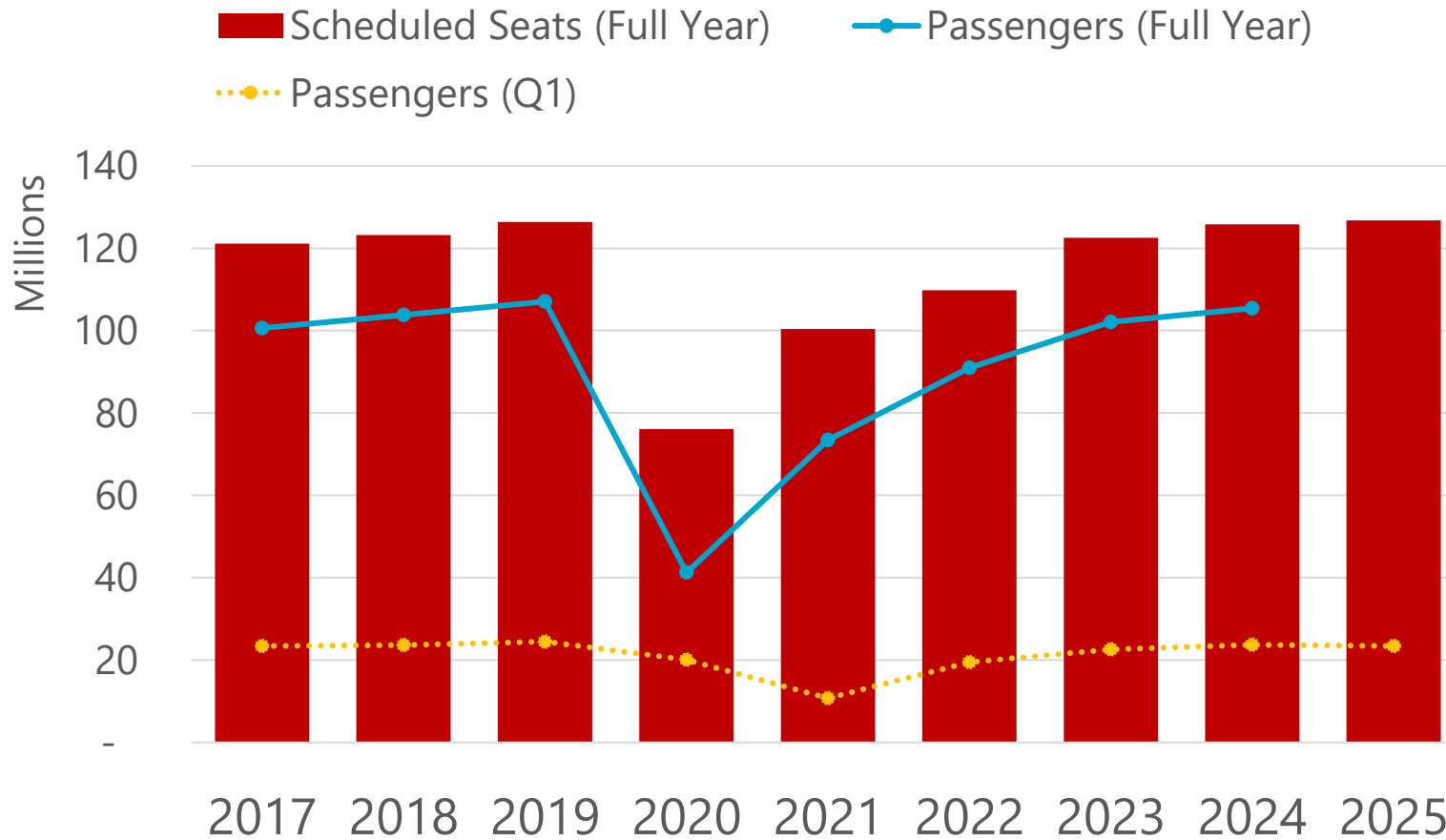
### 5,000+ on Peak Number of Events



### 2,500+ on Peak Room Nights



# Recovery Of Capacity And Travelers At ATL



## Scheduled Seats

2025 vs. 2019

**100.3%**

## Passengers (Q1)

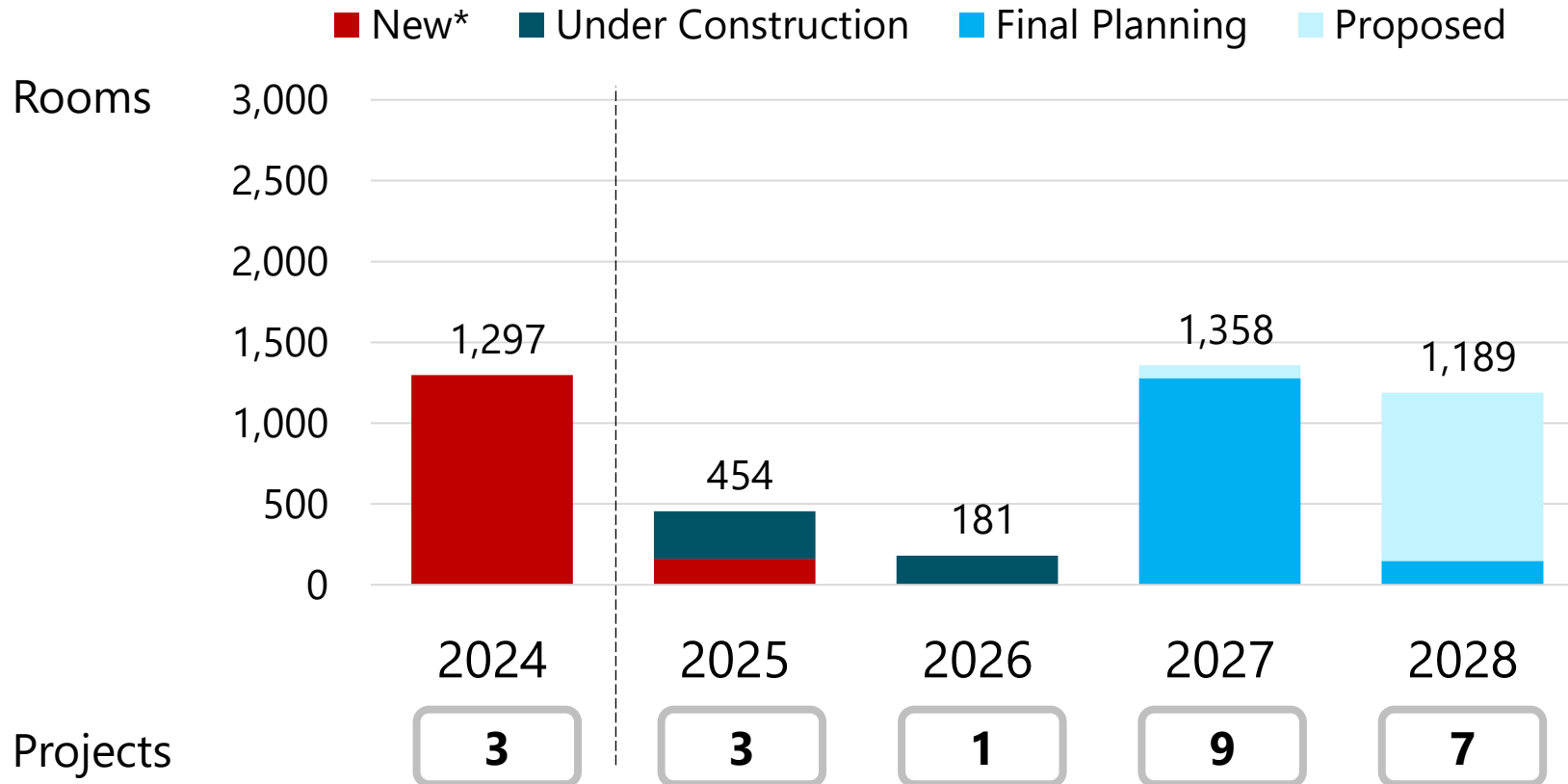
2025 vs. 2019

**95.8%**

In 2025, ATL has nonstop flights to 87 international destinations. This is 7 more than 2024 and 11 more than 2019. It is also the highest yearly level in at least the last nine years.

# Hotel Pipeline

## City of Atlanta



Projects (2025 – 2028)

**17**

Rooms

**3,100**

2024 YE Nightly Supply

**27,500**



## Closing Thoughts

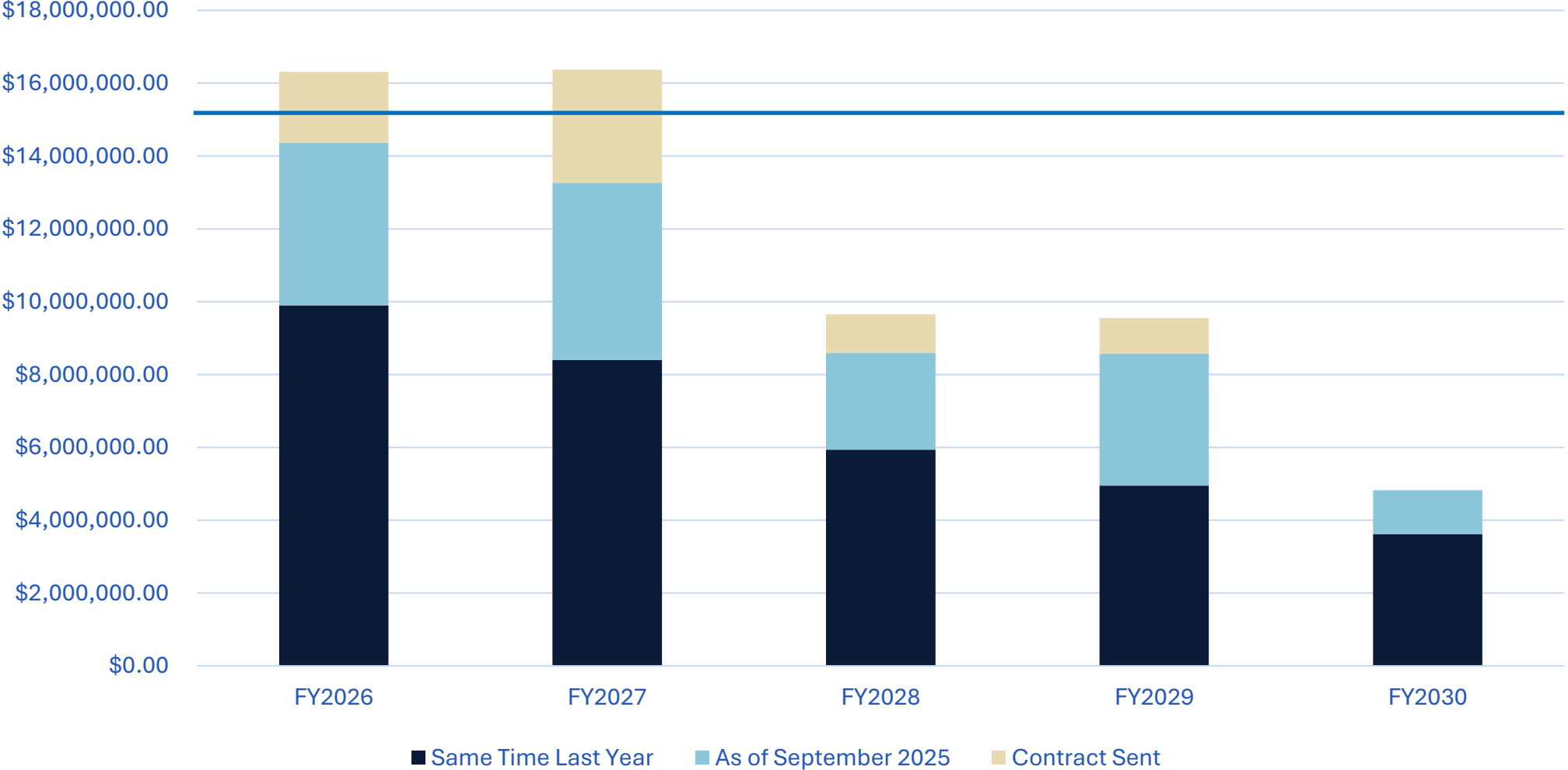
- Significant gains have been made since 2019
- Uncertainty has significantly impacted short-term bookings in 2025
- International inbound travel is down
- Hotel rooms have been added to the Atlanta market, but GWCC has no additional space
- Strategic plan to optimize GWCC is working



**THANK YOU**

[DiscoverAtlanta.com](https://www.DiscoverAtlanta.com)

# GWCC Rental Booking Pace 2026 - 2030



**3-Year  
Avg:  
\$15.1M**

# Major Convention Center Renovations



\$233M - including 80,000 sq ft ballroom



\$3.7B - including over 700,000 gsf exhibit hall, 105,000 gsf ballroom



\$625M - including 300,000 gsf exhibit hall and ballroom



\$2B - including 700,000 gsf building with 2 halls, flex space, and public space development



\$560M - including exhibit space and 100,000 gsf ballroom



\$1B - including 1.4M exhibit, ballroom, and meeting space

# QUESTIONS?

# Financial Update

Janet Finlayson, Chief Financial Officer, GWCCA

Thomas Lloyd, Managing Director, CCLD

Rey Rodriguez, Director of Finance, GWCCA

# Driving Value Through Revenue and Impact Initiatives

- Revenue Management
- Event Profitability
- Economic Impact
- Spend Mapping
- 3-Year Forecast
- Hotel Update



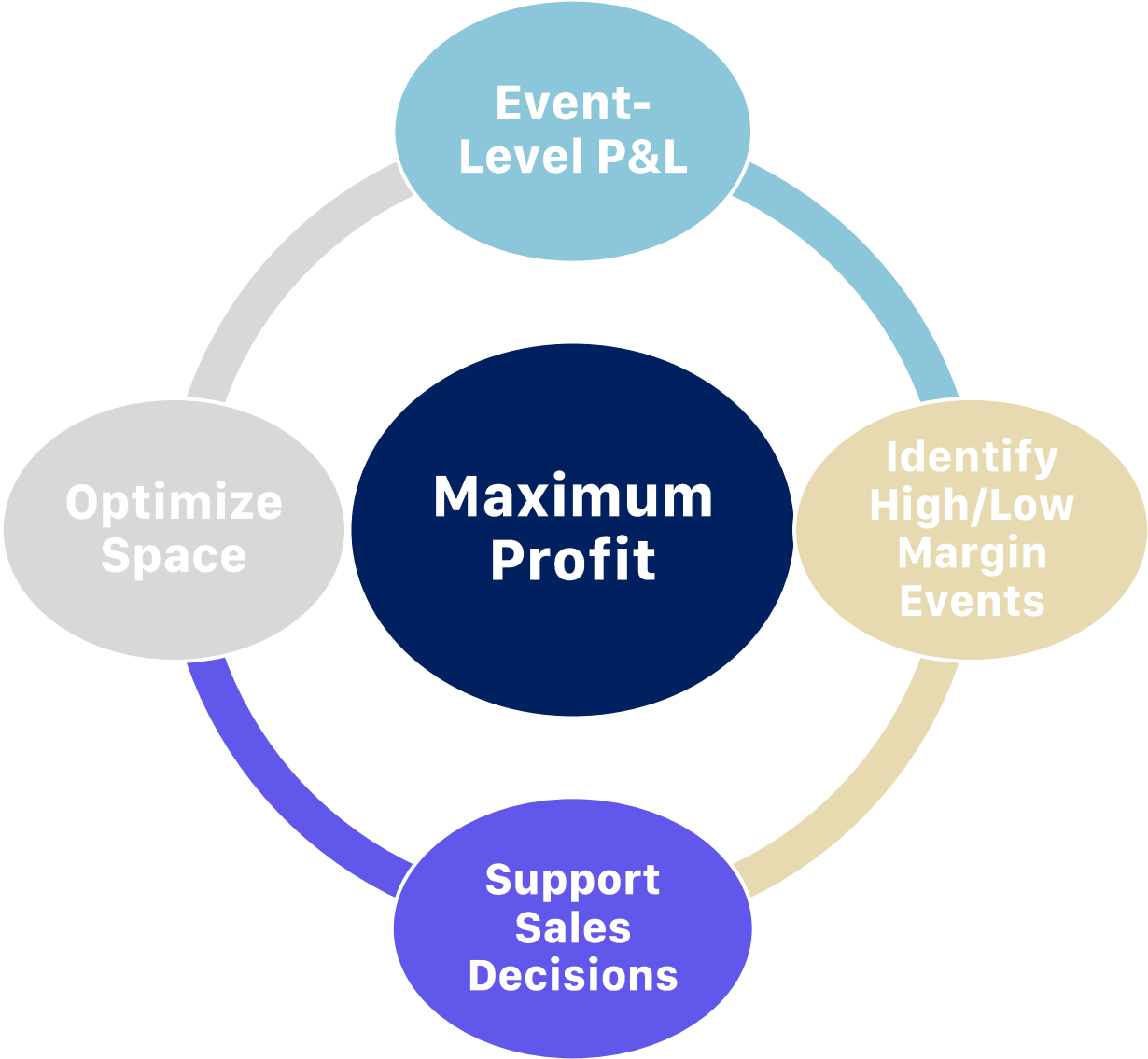
# Revenue Management Initiatives

Optimize pricing  
across space  
rental, F&B, and  
other services

Use dynamic  
pricing models

Balance yield and  
customer  
satisfaction

# Event Profitability



# Economic Impact

**Attendee Spend**  
**\$1,076,721,236**

**Direct, Indirect,  
and Induced  
Impacts**

**Statewide  
Benefit: Job  
creation, Tax  
revenues**

**Tourism Growth**

152 Events = 3,463,573 attendees

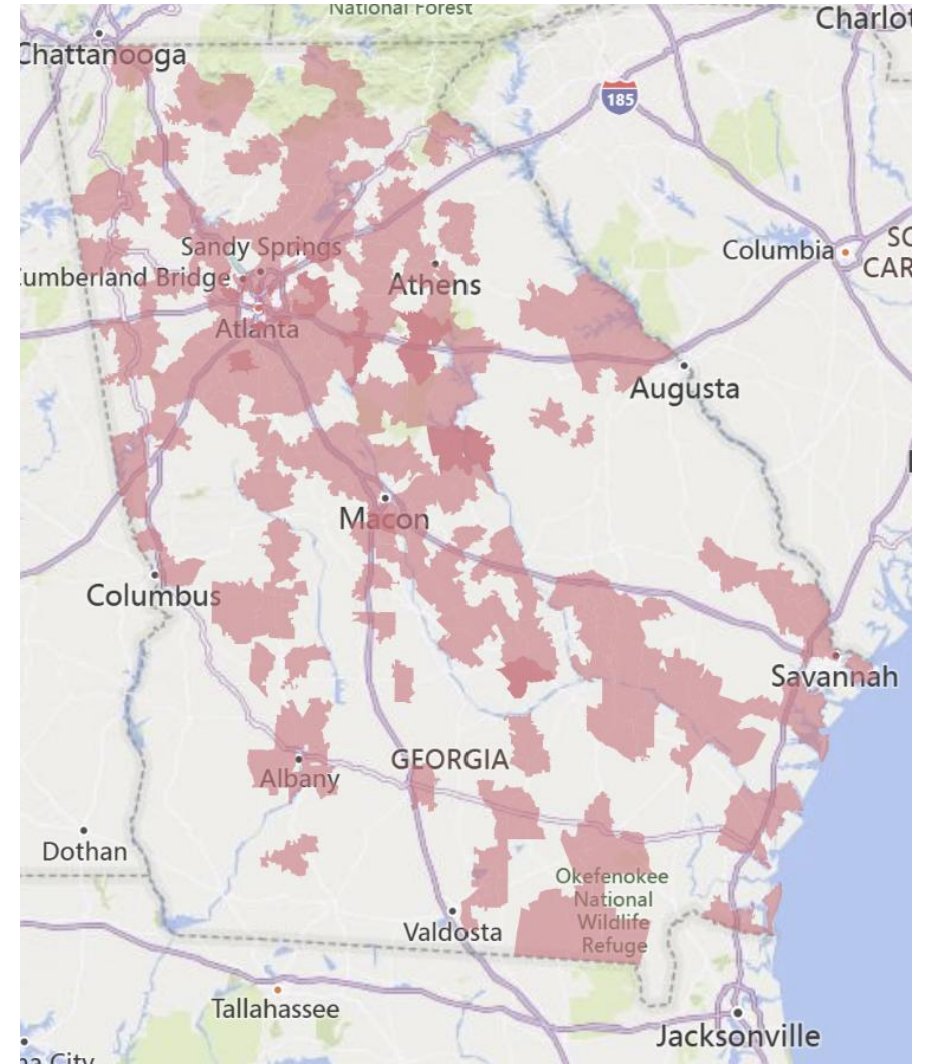
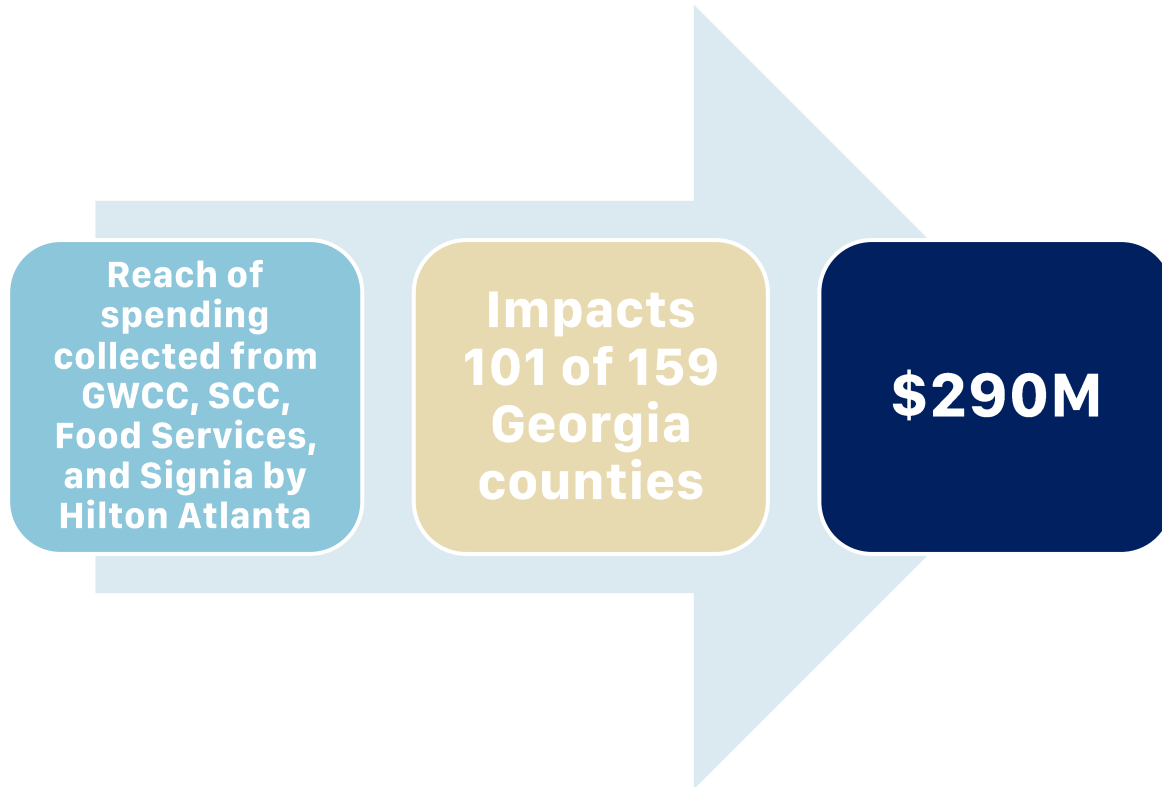
Impact on Labor Income: \$644,755,221

Impact on Employment: 15,392 jobs

**State Tax Revenue: \$127,495,031**  
**Local Tax Revenue: \$93,706,641**

Total Economic Impact: \$1,942,351,870

# Areas of Spend Impact in Georgia



# 3-Year Forecast: Revenue Highlights

<b>FY27</b>	<b>FY28</b>	<b>FY29</b>
➤ <b>\$14.2 million in highly likely rent revenue</b>	➤ <b>\$12.2 million in highly likely rent revenue</b>	➤ <b>\$8.7 million in highly likely rent revenue</b>
➤ <b>13 large shows: over \$1M in total revenue</b>	➤ <b>15 large shows: over \$1M in total revenue</b>	➤ <b>12 large shows: over \$1M in total revenue</b>
➤ <b>\$12.9M in minimum gross F&amp;B</b>	➤ <b>\$5.1M in minimum gross F&amp;B</b>	➤ <b>\$6.1M in minimum gross F&amp;B</b>
➤ <b>3 FIFA matches</b>	➤ <b>Super Bowl LXII</b>	➤ <b>Printing United, IWF and IPPE</b>

# Event Performance Management

## Events With Revenue Over \$1M

	Fiscal Year	# of Events	Revenue	% of Total Event Revenue	Total # of Events
Actual	2016	9	12,048,045	29%	347
Actual	2017	6	16,111,029	35%	308
Actual	2018	7	12,520,272	31%	295
Actual	2019	12	26,429,536	49%	312
Actual	2023	12	19,469,513	50%	146
Actual	2024	13	25,101,235	50%	131
Actual	2025	20	34,198,819	46%	103
Budget	2026	13	27,393,418	39%	88
Forecast	2027	13	20,217,380	26%	65
Forecast	2028	15	33,636,134	40%	41
Forecast	2029	12	24,000,351	31%	34

# 3-Year Forecast: Expense Highlights

- **Total FTE count stabilized; possible increase**
- **Temporary/contract labor: variable based on events with offsetting revenue**
- **Total operating expenses**
  - **5.6% increase FY27 due to expenses surrounding final 3 FIFA matches**
  - **4.3% increase FY28 due to Super Bowl needs**
  - **Flat in FY29 as additional spend to service "extra large" events is not required**
- **Energy Performance Contract (FY29)**
- **Commitment to \$2.5M per year in maintenance, repair, and renovation**

# 3-Year Forecast: FY27

<b>FY27 Forecast</b>			
<b>Revenue</b>		<b>Expenses</b>	
Rental	18,614,325	Personnel Services	24,464,962
F&B	12,552,837	Temp/OT/Show Labor	11,477,465
Utilities	7,288,780	Operating Expenses	33,512,823
Parking	9,636,398	Maint. Repair/Renov.	2,500,000
H/M	9,221,000		<b>71,955,250</b>
Contract Labor	8,926,159		
Telecom/Audio Visual	3,246,243		
Advert/Sponsorship	2,447,884		
Other	4,726,260		
	<b>76,659,885</b>	<b>Net Profit</b>	<b>4,704,635</b>

# 3-Year Forecast: FY28

## FY28 Forecast

### Revenue

Rental	17,581,115
F&B	13,386,624
Utilities	9,472,774
Parking	12,256,535
H/M	10,143,100
Contract Labor	9,818,774
Telecom/Audio Visual	3,343,630
Advert/Sponsorship	2,692,672
Other	5,198,886

**83,894,111**

### Expenses

Personnel Services	25,870,206
Temp/OT/Show Labor	13,051,338
Operating Expenses	34,970,319
Maint. Repair/Renov.	2,500,000

**76,391,863**

**Net Profit**

**7,502,248**

# 3-Year Forecast: FY29

<b>FY29 Forecast</b>			
<b>Revenue</b>		<b>Expenses</b>	
Rental	16,697,870	Personnel Services	26,615,783
F&B	10,942,097	Temp/OT/Show Labor	11,918,242
Utilities	8,800,158	Operating Expenses	35,016,823
Parking	9,759,600	Maint. Repair/Renov.	2,500,000
H/M	10,166,152		<b>76,050,849</b>
Contract Labor	9,469,762		
Telecom/Audio Visual	3,443,939		
Advert/Sponsorship	2,961,939		
Other	5,718,775		
	<b>77,960,292</b>	<b>Net Profit</b>	<b>1,909,443</b>

# Signia by Hilton Atlanta

	Budget	Forecast	Variance
Revenue	\$112,554,059	\$118,228,141	↑ \$5.7M 5.0%
Expense	\$46,003,312	\$46,175,393	↑ \$172K .37%
EBITDA	\$37,648,475	\$42,569,620	↑ \$4.9M



# QUESTIONS?

# 15- Minute Break

# Campus Development Update

Mason Zimmerman, Pope & Land Real Estate

Jeff Fuqua, Fuqua Development

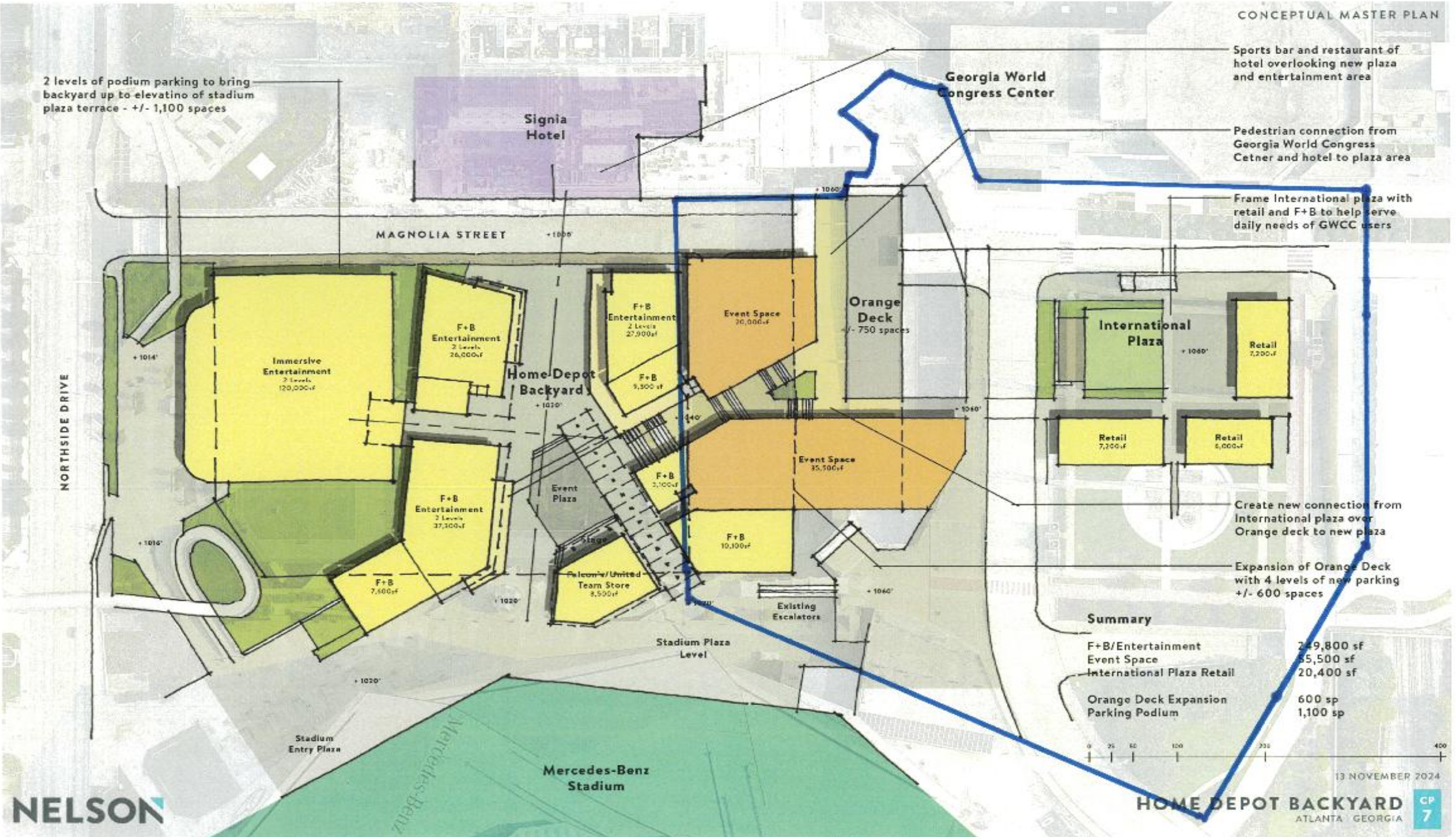
Heather Correa, Fuqua Development

Jeremy Hull, Nelson

# Overview

- In September 2023, the development team of Pope & Land, Nelson Worldwide, and Fuqua Development was selected to provide preliminary design consulting services related to the Home Depot Backyard property.
- In furtherance of a potential project, in June 2024, the Authority employed a statutory procurement process in respect of development services, and this development team (now operating for purposes of this project as “PLFD Backyard LLC”) was selected.
- Over time, the focus of this undertaking has shifted from Home Depot Backyard to International Plaza.
- The Authority and PLFD Backyard LLC entered into a Pre-Development Services Agreement on October 30, 2024, and PLFD Backyard LLC continues to provide services under that agreement. The term of that existing agreement runs until April 30, 2026.

# Project Evolution



2 levels of podium parking to bring backyard up to elevation of stadium plaza terrace - +/- 1,100 spaces

Sports bar and restaurant of hotel overlooking new plaza and entertainment area

Pedestrian connection from Georgia World Congress Center and hotel to plaza area

Frame International plaza with retail and F+B to help serve daily needs of GWCC users

Create new connection from International plaza over Orange deck to new plaza

Expansion of Orange Deck with 4 levels of new parking +/- 600 spaces

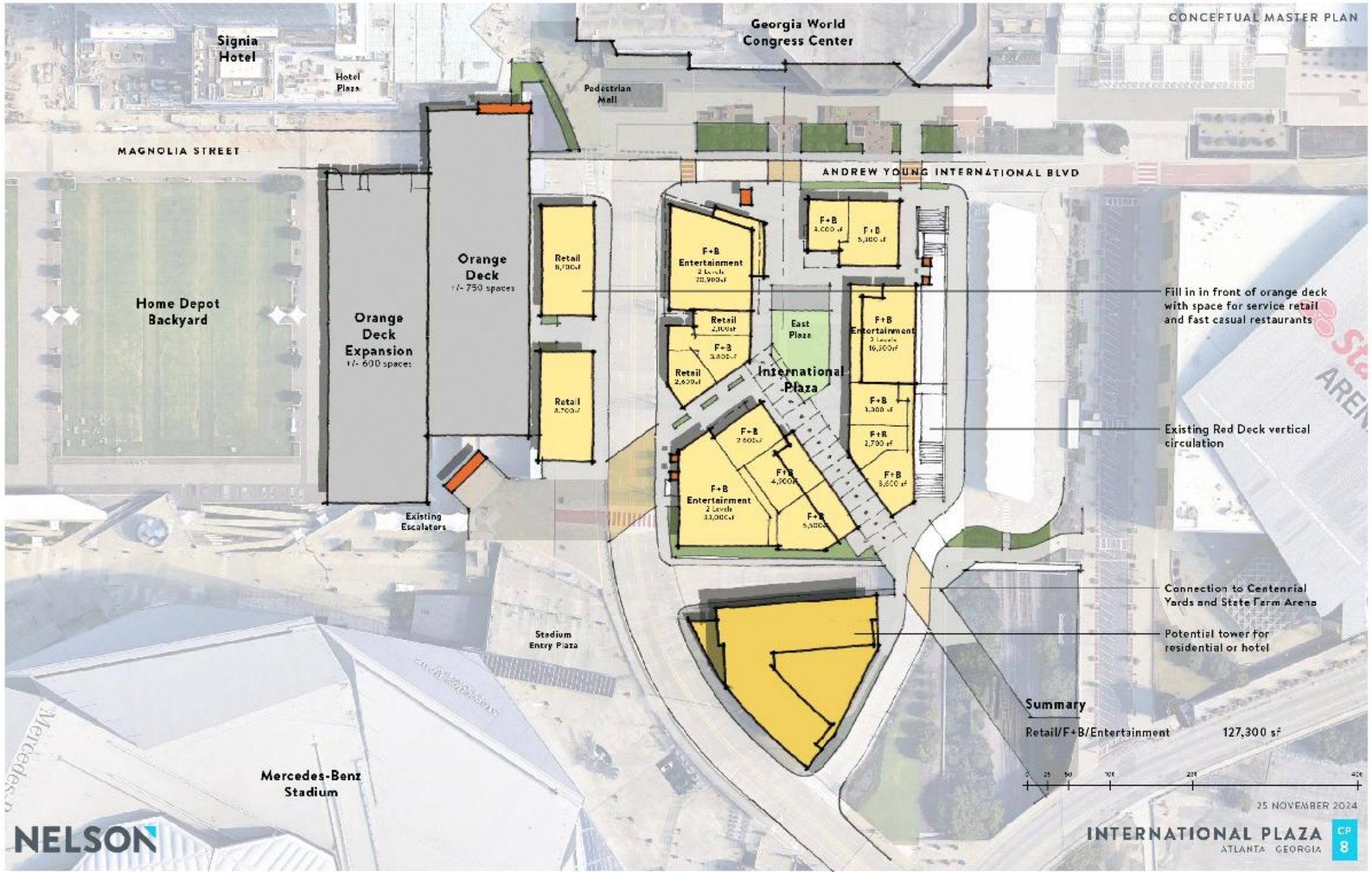
**Summary**

F+B/Entertainment	249,800 sf
Event Space	55,500 sf
International Plaza Retail	20,400 sf
Orange Deck Expansion	600 sp
Parking Podium	1,100 sp



13 NOVEMBER 2024

# Site Plan Evolution



MAGNOLIA STREET

Georgia World Congress Center

Signia Hotel

Hotel Plaza

Pedestrian Mall

ANDREW YOUNG INTERNATIONAL BLVD

Home Depot Backyard

Orange Deck  
17-750 spaces

Orange Deck Expansion  
17-600 spaces

Retail  
8,700sf

F+B Entertainment  
2 Levels  
20,900sf

F+B  
3,000sf

F+B  
5,100sf

Fill in front of orange deck with space for service retail and fast casual restaurants

Retail  
2,300sf

F+B  
3,800sf

East Plaza

F+B Entertainment  
3 Levels  
16,700sf

Existing Red Deck vertical circulation

Retail  
8,700sf

International Plaza

F+B  
3,300sf

F+B  
2,700sf

Connection to Centennial Yards and State Farm Arena

Existing Escalators

F+B  
7,500sf

F+B  
4,000sf

F+B  
3,600sf

Potential tower for residential or hotel

F+B Entertainment  
2 Levels  
23,000sf

F+B  
5,800sf

Stadium Entry Plaza

Summary

Retail/F+B/Entertainment 127,300 sf

Mercedes-Benz Stadium

0 25 50 100 200 400

25 NOVEMBER 2024



Shared service area with dumpsters and compactor screened from view by wall and landscaping

Orange Deck Expansion  
+/- 600 sp

Existing Orange Deck  
+/- 750 sp

Reconfigure street profile to provide some surface parking for retail

Beer garden for watch parties with video board screening parking deck

F+B Entertainment  
25K

Beer Garden

F+B  
2.4K

Reconfigure escalators to allow room for future entertainment box on Orange Deck expansion

Mercedes-Benz Entry Plaza

F+B Entertainment 2 Levels  
20K

F+B  
2.8K

F+B  
6.9K

Future Development Pad

Ramp Down to Red Deck

Central Plaza

F+B  
4.2K

F+B  
4.4K

Retail  
2K

Retail  
1.5K

F+B  
1.8K

Patio

F+B  
2.4K

Retail  
1.2K

F+B  
4K

Service

M  
W  
Bar  
.8K

Retail and fast casual F+B along edge facing GWCC to provide services for convention patrons

Existing elevators and vertical circulation to Red Deck below

Restrooms

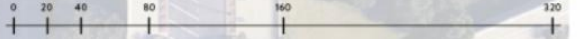
Expansion joint

Existing Bus Terminal

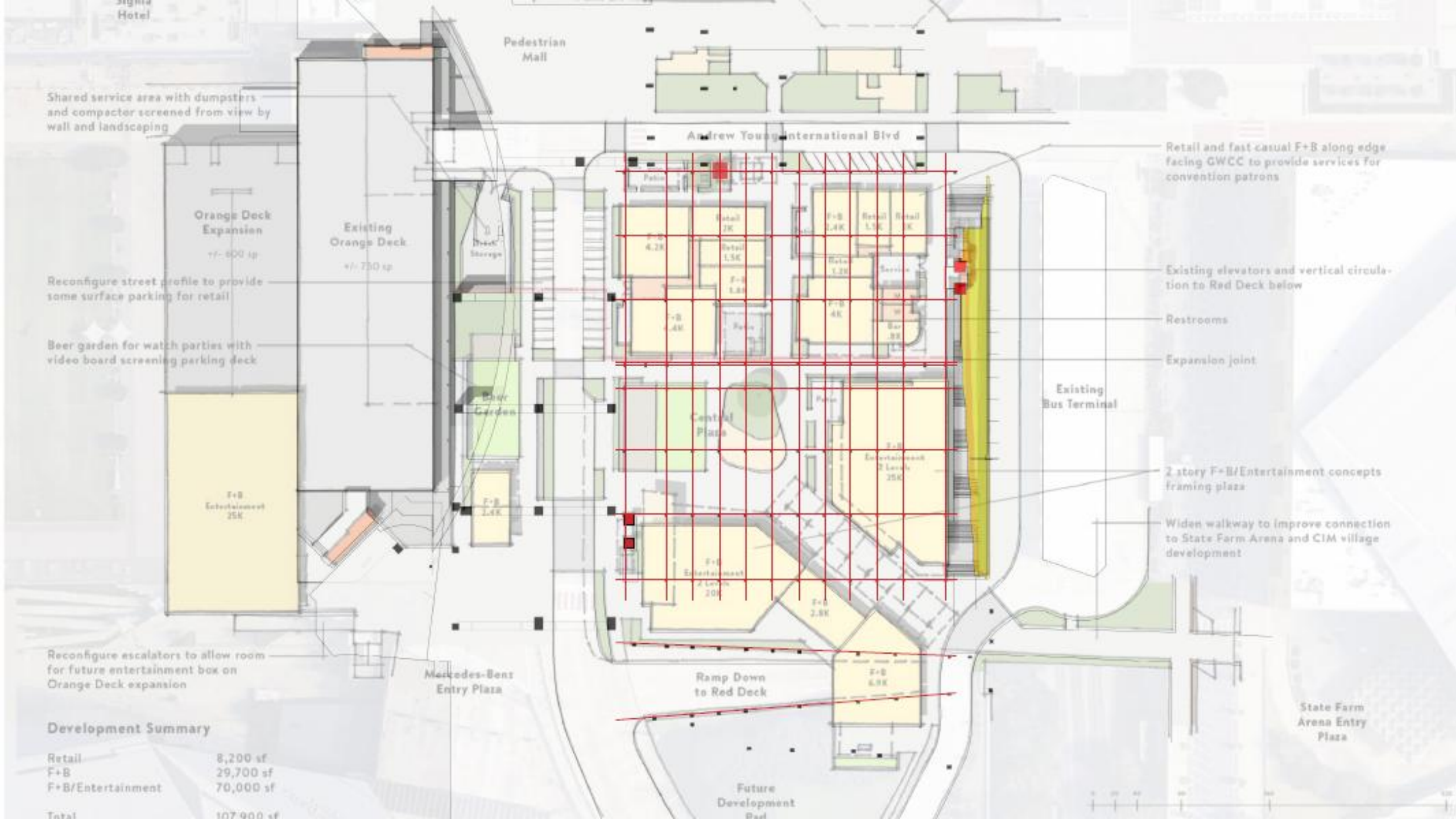
2 story F+B/Entertainment concepts framing plaza

Widen walkway to improve connection to State Farm Arena and CIM village development

State Farm Arena Entry Plaza



12 FEBRUARY 2025



Shared service area with dumpsters and compactor screened from view by wall and landscaping

Orange Deck Expansion  
+/- 400 sq

Existing Orange Deck  
+/- 750 sq

Reconfigure street profile to provide some surface parking for retail

Beer garden for watch parties with video board screening parking deck

F+B Entertainment  
25K

Beer Garden

F+B  
1.4K

Reconfigure escalators to allow room for future entertainment box on Orange Deck expansion

**Development Summary**

Retail	8,200 sf
F+B	29,700 sf
F+B/Entertainment	70,000 sf
<b>Total</b>	<b>107,900 sf</b>

Pedestrian Mall

Andrew Young International Blvd

Central Plaza

Entertainment  
2 Levels  
25K

F+B Entertainment  
2 Levels  
20K

F+B  
2.8K

F+B  
6.9K

Ramp Down to Red Deck

Future Development Pad

Retail and fast casual F+B along edge facing CWCC to provide services for convention patrons

Existing elevators and vertical circulation to Red Deck below

Restrooms

Expansion joint

Existing Bus Terminal

2 story F+B/Entertainment concepts framing plaza

Widen walkway to improve connection to State Farm Arena and CIM village development

State Farm Arena Entry Plaza



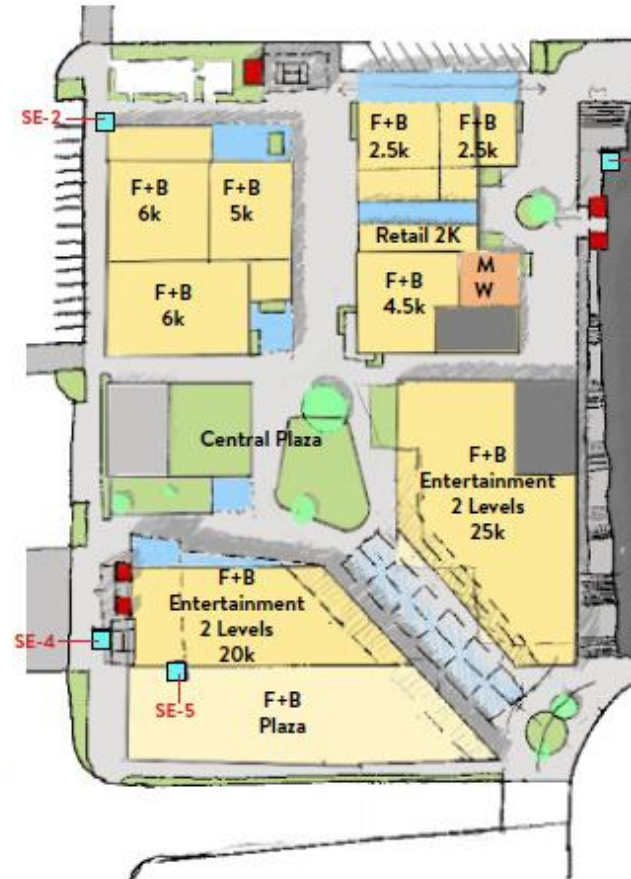
## FEB 2025



### Development Summary

Retail	8,200 sf
F+B	29,700 sf
F+B Entertainment	70,000 sf
<b>Total</b>	<b>107,900 sf</b>

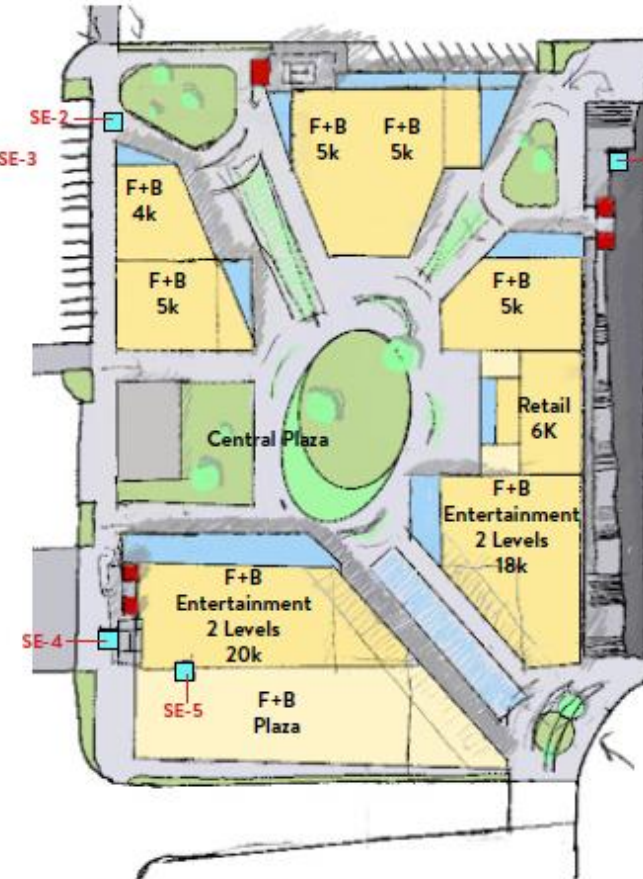
## OPT 1



### Development Summary

Retail	4,000 sf
F+B	26,500 sf
F+B Entertainment	70,000 sf
<b>Total</b>	<b>99,600 sf</b>

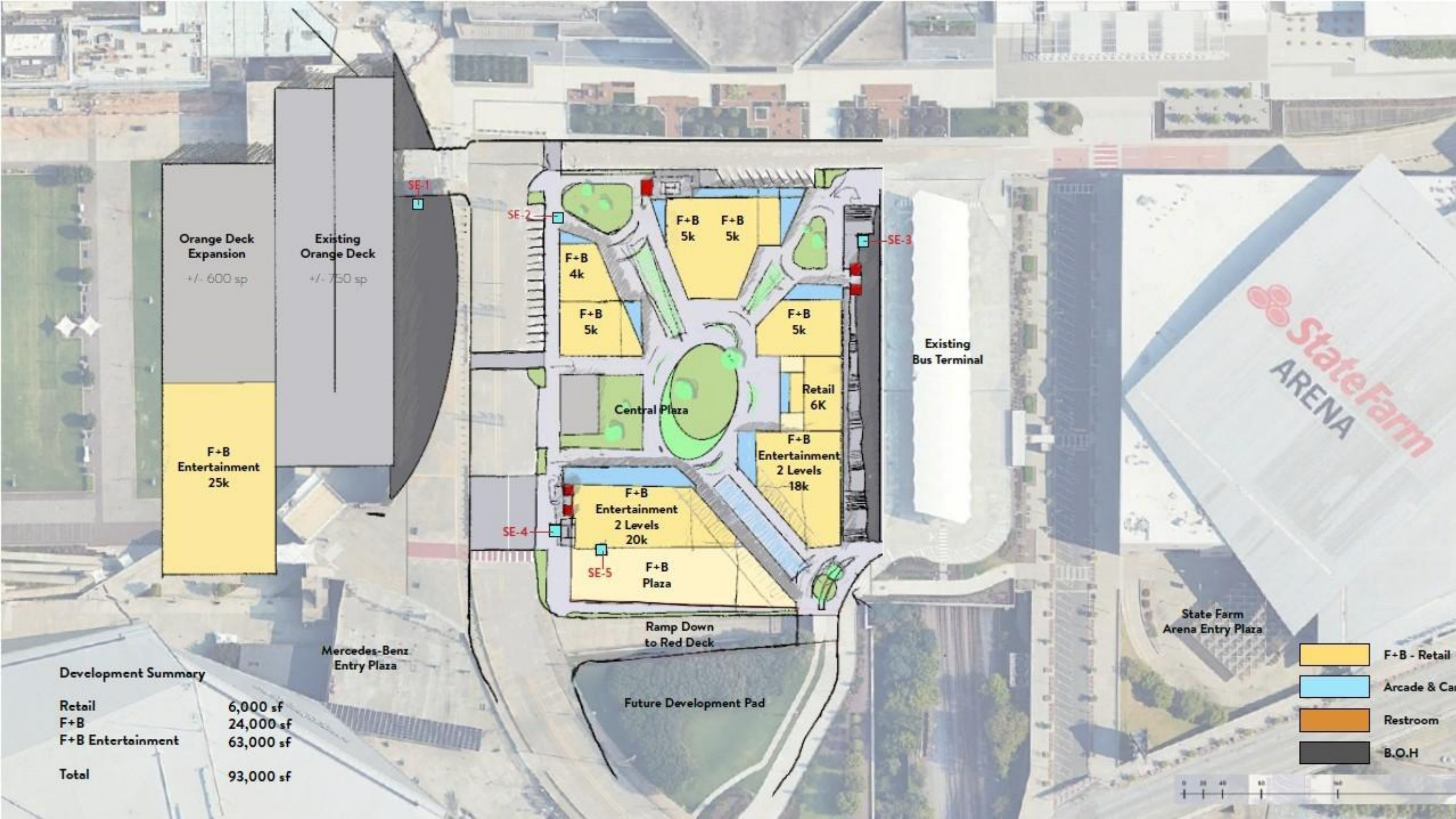
## OPT 2



### Development Summary

Retail	6,000 sf
F+B	24,000 sf
F+B Entertainment	63,000 sf
<b>Total</b>	<b>93,000 sf</b>

# Current Site Plan



Orange Deck Expansion  
+/- 600 sp

Existing Orange Deck  
+/- 750 sp

F+B Entertainment  
25k

SE-1

SE-2

SE-3

SE-4

SE-5

F+B 4k

F+B 5k

F+B 5k

F+B 5k

F+B 5k

Retail 6K

Central Plaza

F+B Entertainment 2 Levels 18k

F+B Entertainment 2 Levels 20k

F+B Plaza

Existing Bus Terminal

State Farm Arena Entry Plaza

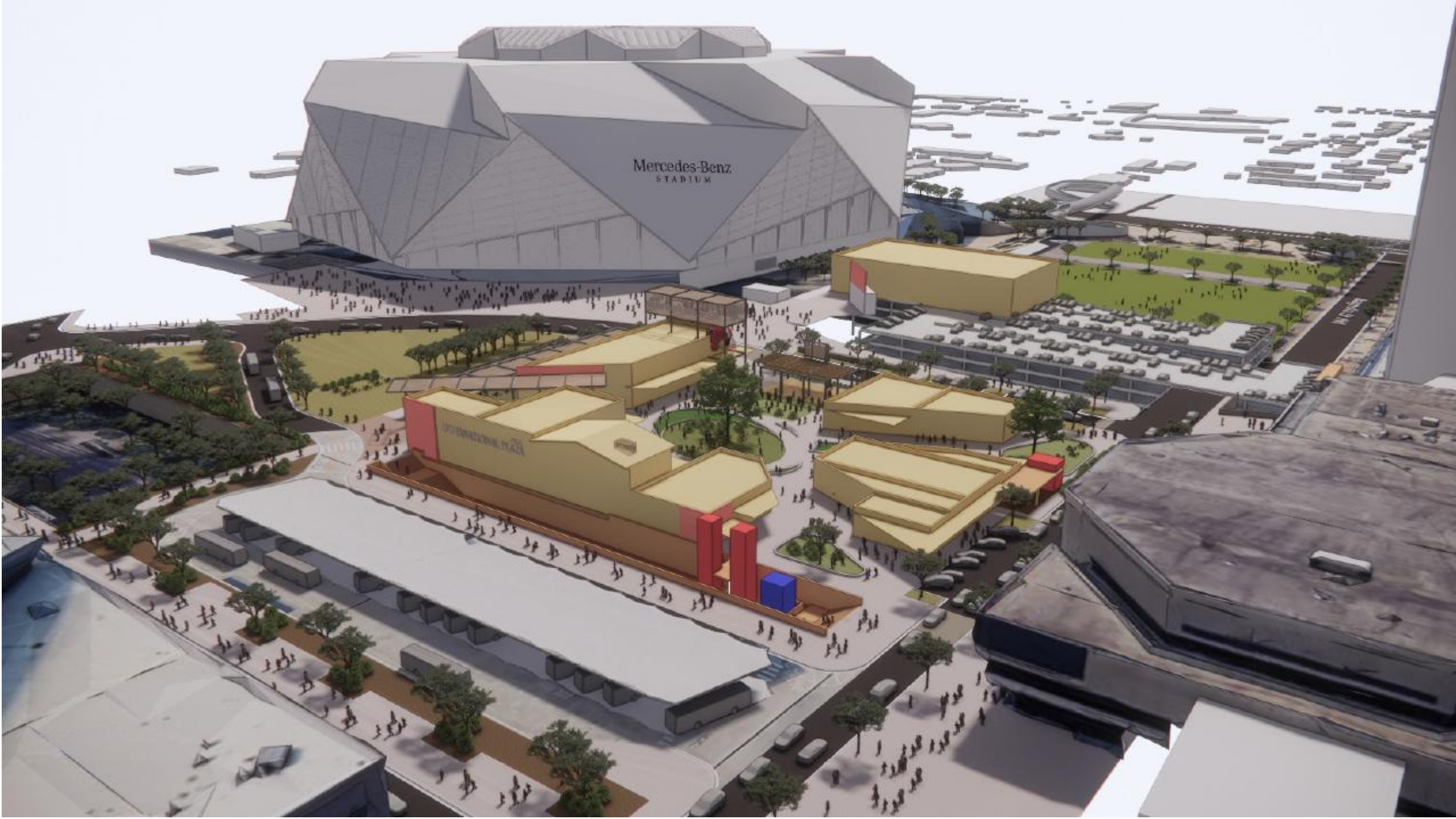
**Development Summary**

Retail	6,000 sf
F+B	24,000 sf
F+B Entertainment	63,000 sf
<b>Total</b>	<b>93,000 sf</b>

- F+B - Retail
- Arcade & Cafeteria
- Restroom
- B.O.H.







Mercedes-Benz  
STADIUM

INTERNATIONAL PLAZA



## Site Plan Influences

Noell Study  
(Comprehensive Demand &  
Market Analysis)

General Tenant  
Profile/Interest (Fuqua)

# Noell Study Components

Capture of Tourism Market

Walkability

Demographic Analysis

Retail Demand

Consumer Profiles

Trade Area Analysis

Competition

Rent Analysis

Potential Demand By Use

Digital Advertising Potential

# Noell Study Highlights

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Retail in Downtown remains undersupplied with less than 100,000 SF of new space delivered since 2008.





The site is strategically positioned to attract millions of visitors due to its proximity to major venues in Downtown such as Mercedes-Benz Stadium, State Farm Arena, and the GWCC, which in 2022 saw 5.2 million visitors



Demand for retail at the subject site will come from a variety of users including current and future local population, regional visitors from with a 45-minute drive time, Downtown employees within walking distance, students at GSU and AUC, as well as out-of-market tourists.

# MATRIX OF RETAIL DEMAND SOURCES

	Existing Local Population	Future Local Population Growth 2025 - 2030	Regional Destination Shoppers/ Diners	Local Downtown Employees	AUC/GSU Students	Downtown Tourists
						
Description	A local trade area population of 3,904 w/ a median household income of nearly \$64,565. Primarily young singles and couples living in apartments and condominiums throughout the Downtown core.	Primarily in new construction multifamily units, many planned in adjacent Centennial Yards, being added to the local trade area. Estimated at approximately 3,900 residents over the next six years.	Approx. 1,250,000 people with HH incomes of \$50k+ from throughout Atlanta region who will come to the destination for unique dining or retail opportunities - primarily before/after events and on Thru-Sun evenings, often while touring guests. Capture rate will be low given number of competitors.	Approximately 30,000 employees working within the local trade area and near the subject site, shopping/dining during their commute, or working locally and visiting the site on lunch breaks.	This includes approximately 41,000 students at AUC and Georgia State University's Downtown campus not accounted for in existing local population who will primarily dine before, during, and after classes. Those living in dorms/student housing will also buy dry goods.	Approximately 21,000,000 annual tourists who visit Downtown Atlanta travelling from greater than 50 miles. Dining/shopping before/after visiting major attractions. (Note this does not include an additional 31 M who come from less than 50 miles and are in our local/regional groups).
Expenditure Categories	All	All	Destination type retailers, restaurants (mostly full service but some limited as well), drinking establishments.	Full & limited service restaurants & drinking establishments both during commute, lunchtime, and happy hour/dinner, along with some retail shopping (mostly grocery or convenience).	Grocery, health/personal care, office supplies, full and limited service restaurants, drinking establishments	Boutique retail, full and limited service restaurants and drinking places are typically frequented by guests coming to the area.
Estimated Mix of Total Demand	5%	7%	42%	3%	8%	34%
Estimated Mix of Restaurant/Bar Demand	3%	4%	49%	4%	11%	30%
Estimated Mix of Retail (Dry Goods) Demand	8%	11%	35%	3%	5%	38%

Store Type	Subject Site SF Potential	Subject Site SF Recommended	Est. Lease Rate (NNN)
<b>Retail Store Types</b>			
Specialty Food Stores	7,392	7,000	\$34.00
Beer, Wine & Liquor Stores	824	1,000	\$52.00
Clothing Stores	5,714	5,500	\$37.00
Shoe Stores	5,484	5,500	\$37.00
Jewelry, Luggage & Leather Goods	2,356	2,300	\$37.00
Full-Service Restaurants	31,989	32,000	\$58.00
Limited-Service Eating Places	29,370	30,000	\$54.00
Drinking Places (Alcoholic)	4,286	4,200	\$32.00
Snack / Non-alcoholic drink places	5,488	5,500	\$52.00
<b>Total Retail</b>	<b>92,902</b>	<b>93,000</b>	<b>\$50.31</b>
Entertainment	20,000	20,000	\$52.00
<b>Total Entertainment</b>	<b>20,000</b>	<b>20,000</b>	<b>\$52.00</b>
<b>TOTAL</b>	<b>112,902</b>	<b>113,000</b>	<b>\$50.61</b>

Activities and decisions going forward are generally organized into separate but related categories:

---

Red Deck  
Remediation

Red Deck  
Structural  
Improvements

Orange Deck  
Expansion

Signia/GWCC  
Plaza  
Enhancements

Vertical Project  
Development

Roads/  
Common Area  
Enhancements

Hotel Plaza

Roads & Walkways

Orange Deck Expansion  
+/- 600 sp

F+B Entertainment  
25k

Existing Orange Deck  
+/- 750 sp

SE-1

SE-2

SE-3

SE-4

SE-5

F+B 4k

F+B 5k

F+B 5k

F+B 5k

F+B 5k

Central Plaza

Red Deck

Retail 6K

F+B Entertainment 2 Levels 18k

F+B Entertainment 2 Levels 20k

F+B Plaza

Existing Bus Terminal

State Farm ARENA

Mercedes-Benz Entry Plaza

Ramp Down to Red Deck

Future Development Pad

State Farm Arena Entry Plaza

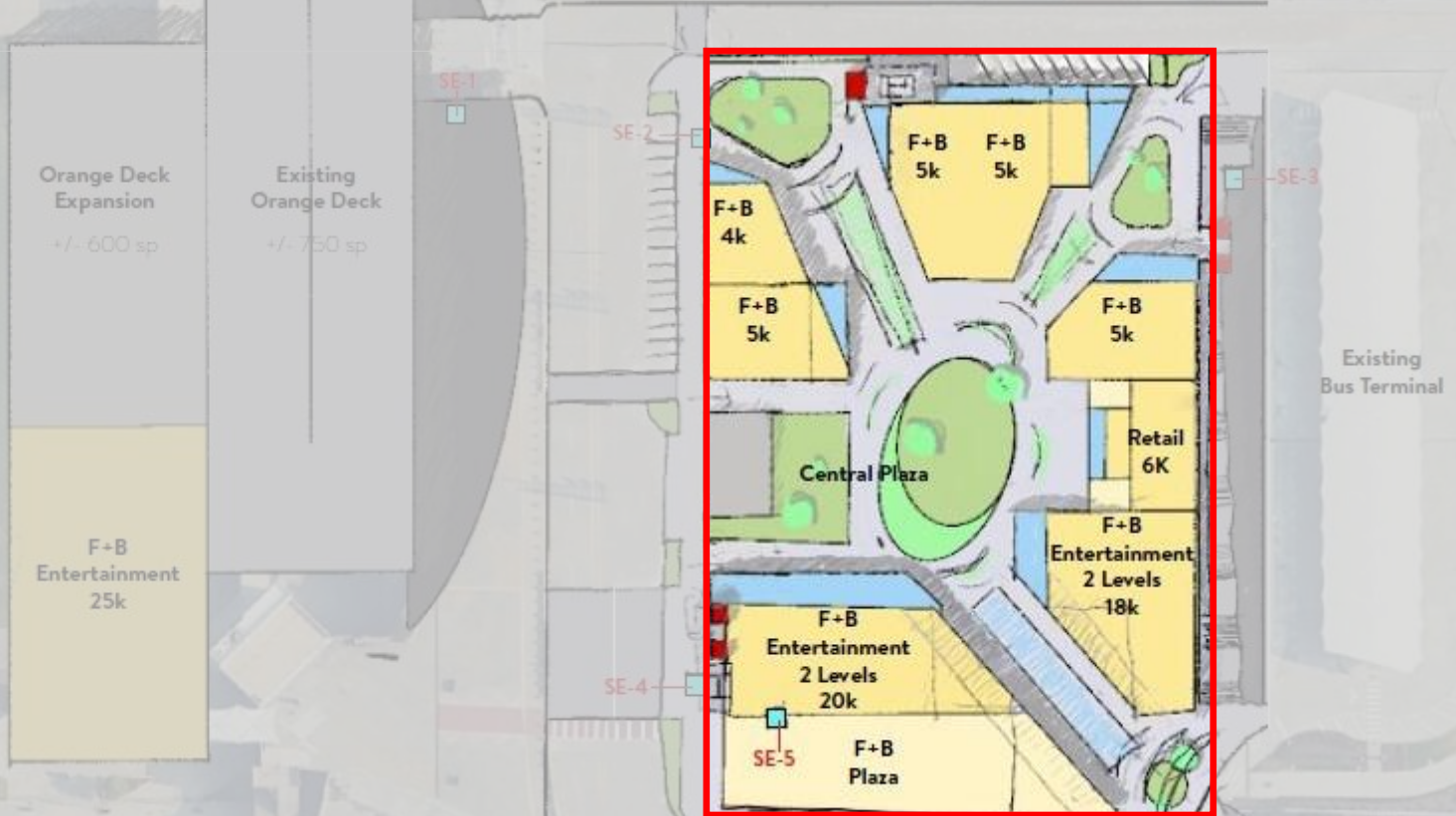
Development Summary

Retail	6,000 sf
F+B	24,000 sf
F+B Entertainment	63,000 sf
<b>Total</b>	<b>93,000 sf</b>

- F+B - Retail
- Arcade & Ca
- Restroom
- B.O.H



# Red Deck

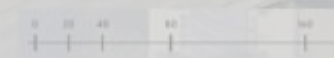


## Development Summary

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<b>Total</b>	<b>93,000 sf</b>

State Farm  
ARENA

- F+B - Retail
- Arcade & Cas
- Restroom
- B.O.H



# Red Deck Remediation

## EXECUTIVE SUMMARY

This report presents the findings of a structural condition assessment conducted in accordance with Walter P Moore's scope of services as outlined in the proposal for the International Plaza

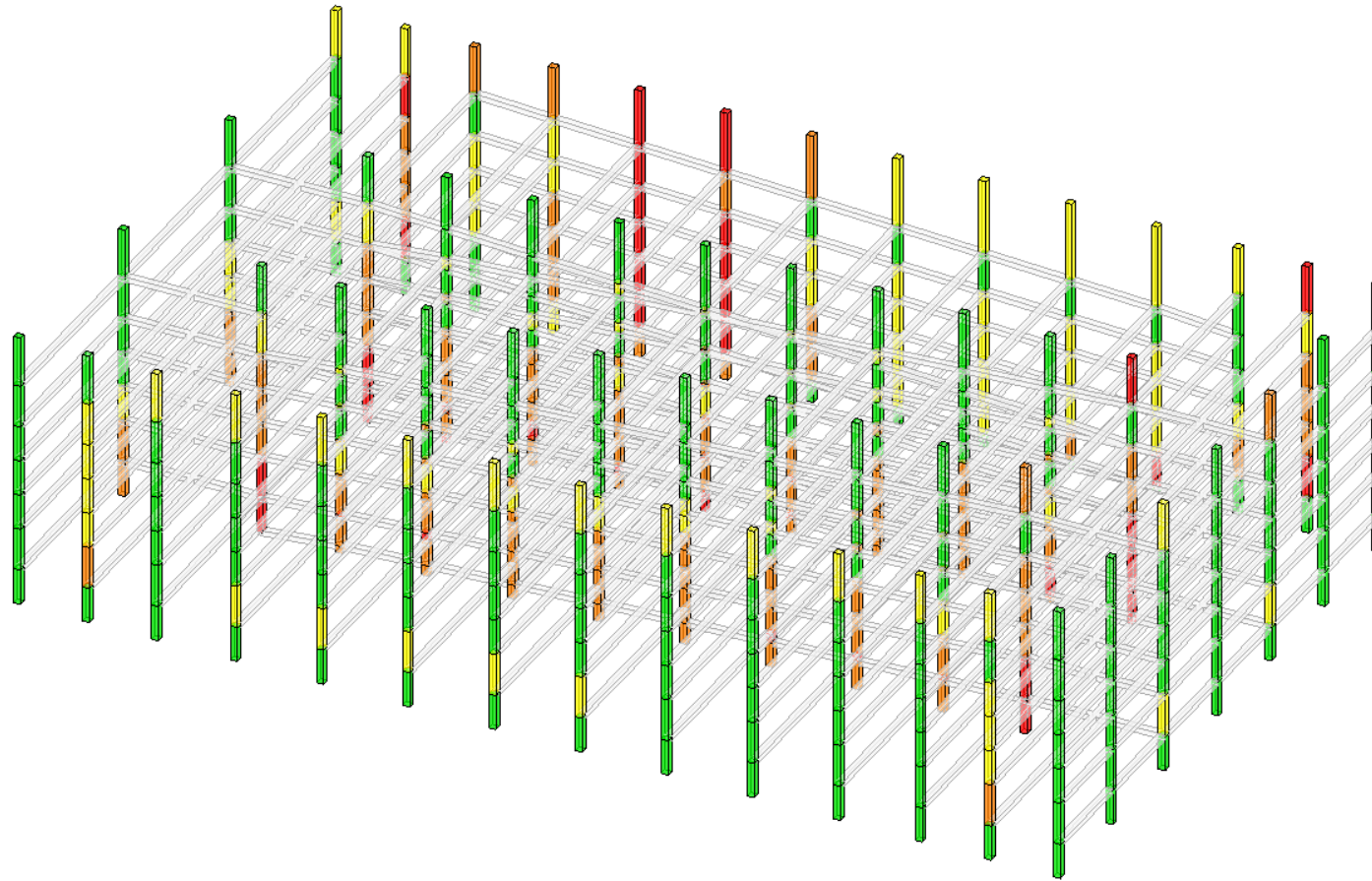
### Red Deck

Parking Structure and adjacent bridge bearing locations. The objective of the assessment was to provide a reasonable evaluation of the current condition of these structures and identify any areas requiring remedial action to maintain structural integrity and serviceability. All observations were made through visual review of accessible areas; no destructive testing or removal of finishes was performed. Bridge bearing observations were conducted using a boom lift to access elevated girder support locations. Our condition assessment of the parking facility indicates that the garage structure and waterproofing is generally in "Poor" condition overall with isolated elements in "Failed" condition such as some of the waterproofing components, cable barrier post tensioning tendons, and guardrails. Other noted issues include concrete spalls, exposed and corroded reinforcing steel, corroded structural steel members, damaged barrier cables, and failed expansion joints. Particular attention should be given to the following Immediate Action repair items which represent safety risks:

1. Repair Severely Corroded Handrail Post Bases
2. Replace Broken Barrier Cables (PT strand)
3. Remove Loose Overhead Concrete

NUMBER	DESCRIPTION
<b>Immediate Action</b>	
1	Repair Severely Corroded Handrail Post Bases
2	Replace Broken Barrier Cables (PT strand)
3	Remove Loose Overhead Concrete
4	Grout Pocket Repair at Barrier Cable Anchorage
<b>Structural</b>	
5	Concrete Vertical and Overhead Repairs
6	Concrete Slab & Curb Floor Repairs
7	Concrete Beam and Joist Overhead Repairs
8	Structural Steel Stair Repairs
9	Concrete Topping Slab Repair
10	Epoxy Injection
11	Clean and Coat Corroded Steel Stairs
12	Clean and Coat Corroded Handrail Posts
13	Clean and Coat Corroded Steel Framing
14	CMU Wall Repairs
15	Install Missing Anchor Washer and Nut
16	Repair Cable Barrier Sheathing (PT strand)
<b>Waterproofing</b>	
17	Pedestrian Traffic Coating – At Exposed Stairs
18	Joint and Crack Sealant Repairs
19	Expansion Joint Replacement
20	Floor Drain Repairs
<b>Miscellaneous</b>	
21	Retrofit Guardrail Height
22	Seal Pipe Penetration

# Red Deck structural enhancements to support the project- WP Moore



# Orange Deck Expansion

**Orange Deck Expansion**  
+/- 600 sp

**F+B Entertainment**  
25k

Existing Orange Deck  
+/- 750 sp



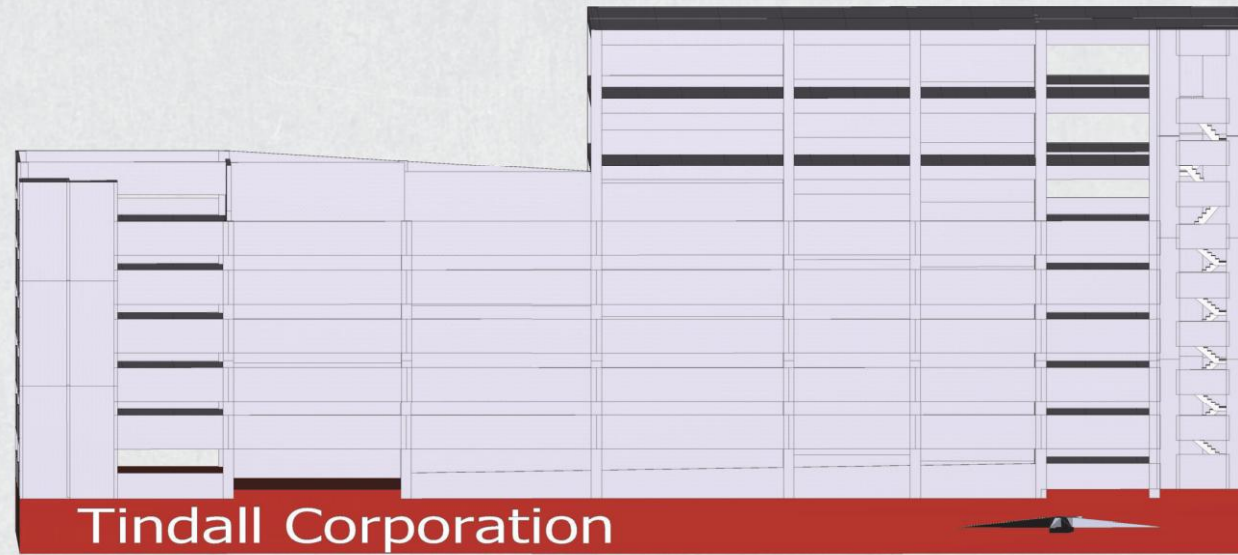
State Farm  
ARENA

**Development Summary**

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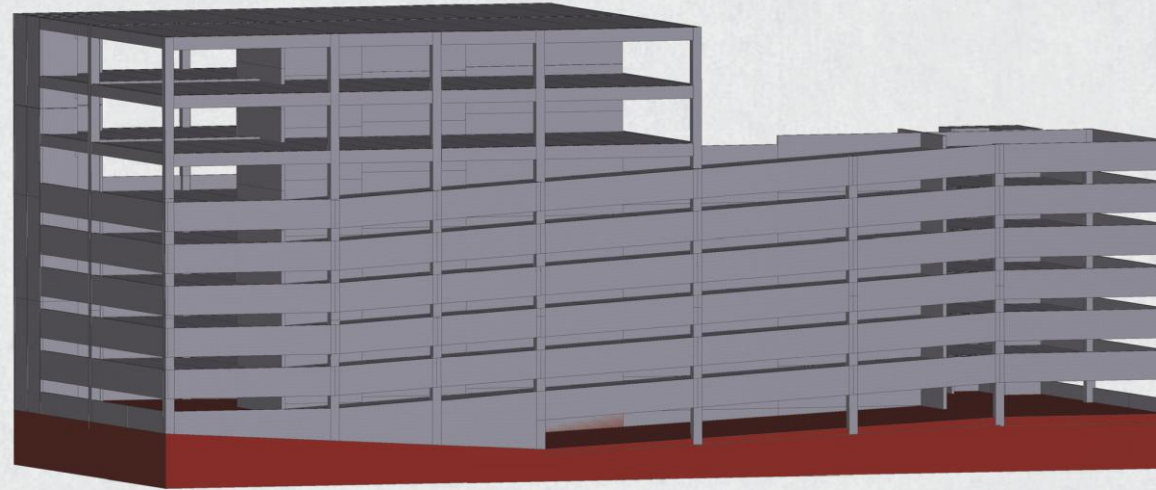
- F+B - Retail
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- Restroom
- B.O.H





**Tindall**

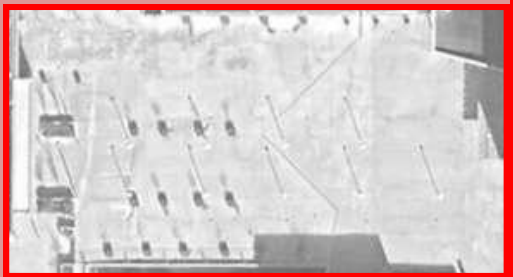
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# Hotel Plaza



Shared service area with dumpsters and compactor screened from view by wall and landscaping

Orange Deck Expansion

+/- 600 sp

Existing Orange Deck

+/- 750 sp

Reconfigure street profile to provide some surface parking for retail

Beer garden for watch parties with video board screening parking deck

Trash Storage

Beer Garden

F+B Entertainment 25K

F+B 2.4K

F+B 4.2K

Retail 2K

Retail 1.5K

F+B 1.8K

F+B 4.4K

Patio

F+B 2.4K

Retail 1.5K

Retail 2K

Retail 1.2K

Service

F+B 4K

M

W

Bar .8K

Patio

F+B Entertainment 2 Levels 25K

Central Plaza

F+B Entertainment 2 Levels 20K

F+B 2.8K

Andrew Young International Blvd

Pedestrian Mall

Retail and facing GWG convention

Existing elevation to Red

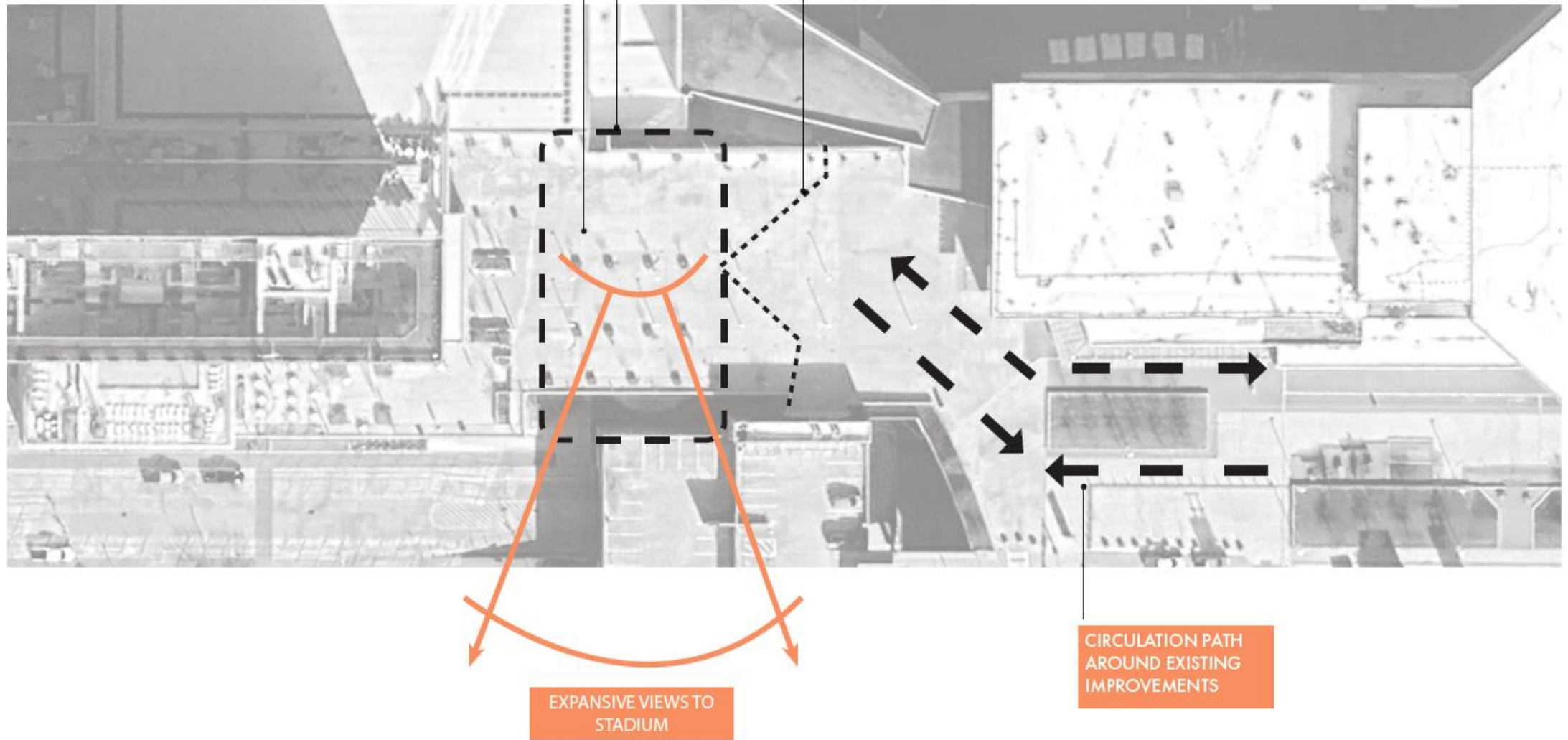
Restrooms

Expansion j

Existing Bus Terminal

2 story F+B framing plan

Widen walk to State Fair development



## MAJOR SITE OBJECTIVE:

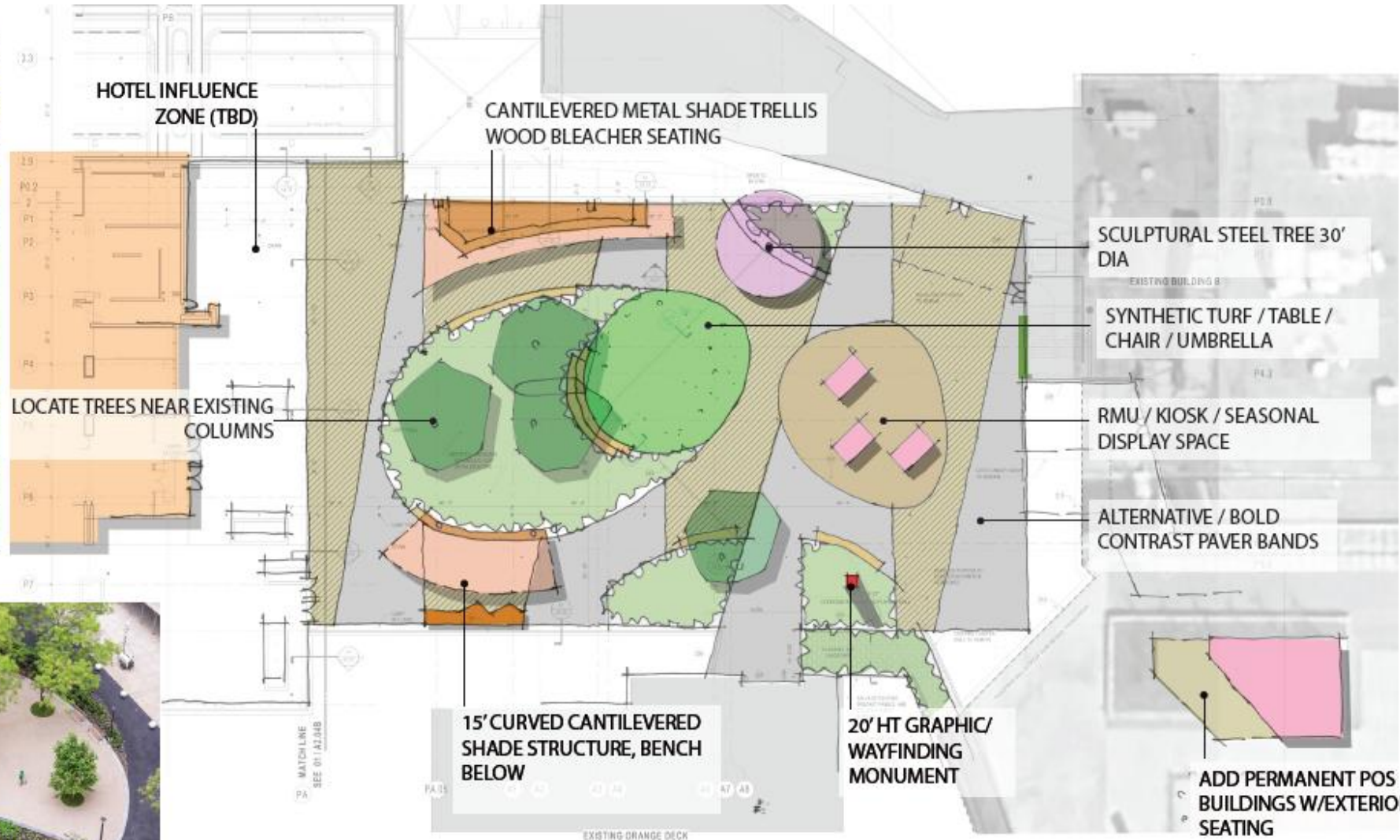
ENHANCED WAY FINDING & CIRCULATION

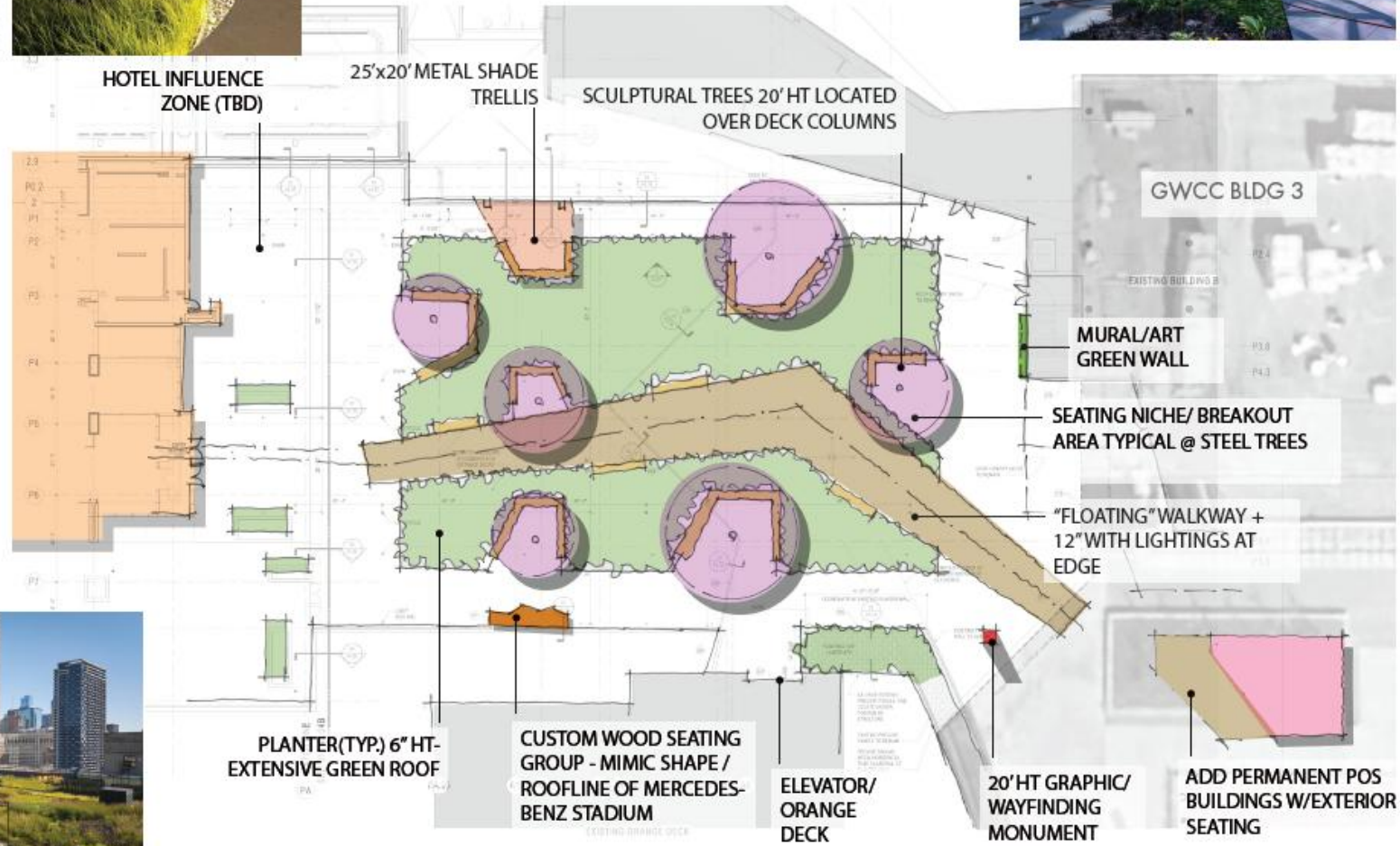
### PROGRAMMING OPTIONS

- ENHANCE WAY FINDING, SIGNAGE & CIRCULATION
- VIDEO BOARDS
- MURALS
- SPECIAL LIGHTING
- SEATING
- ACTIVE AND PASSIVE ACTIVITY AREAS
- AERIAL / OVERHEAD FEATURES
- PATHFINDING
- GATHERING SPACES
- VENUE FOR POP-UP REVENUE
- QUIET SPACES
- POTENTIAL TO BRING AERIAL / OVERHEAD FEATURES THROUGH INTERNATIONAL PLAZA TO CONNECT TO CENTENNIAL YARDS











# Roads & Walkways

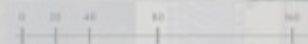


## Development Summary

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<b>Total</b>	<b>93,000 sf</b>

State Farm  
ARENA

- F+B - Retail
- Arcade & Cas
- Restroom
- B.O.H



Hotel Plaza

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+/- 600 sp

F+B Entertainment  
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Existing Orange Deck  
+/- 750 sp

SE-1

SE-2

SE-3

SE-4

SE-5

F+B 4k

F+B 5k

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F+B 5k

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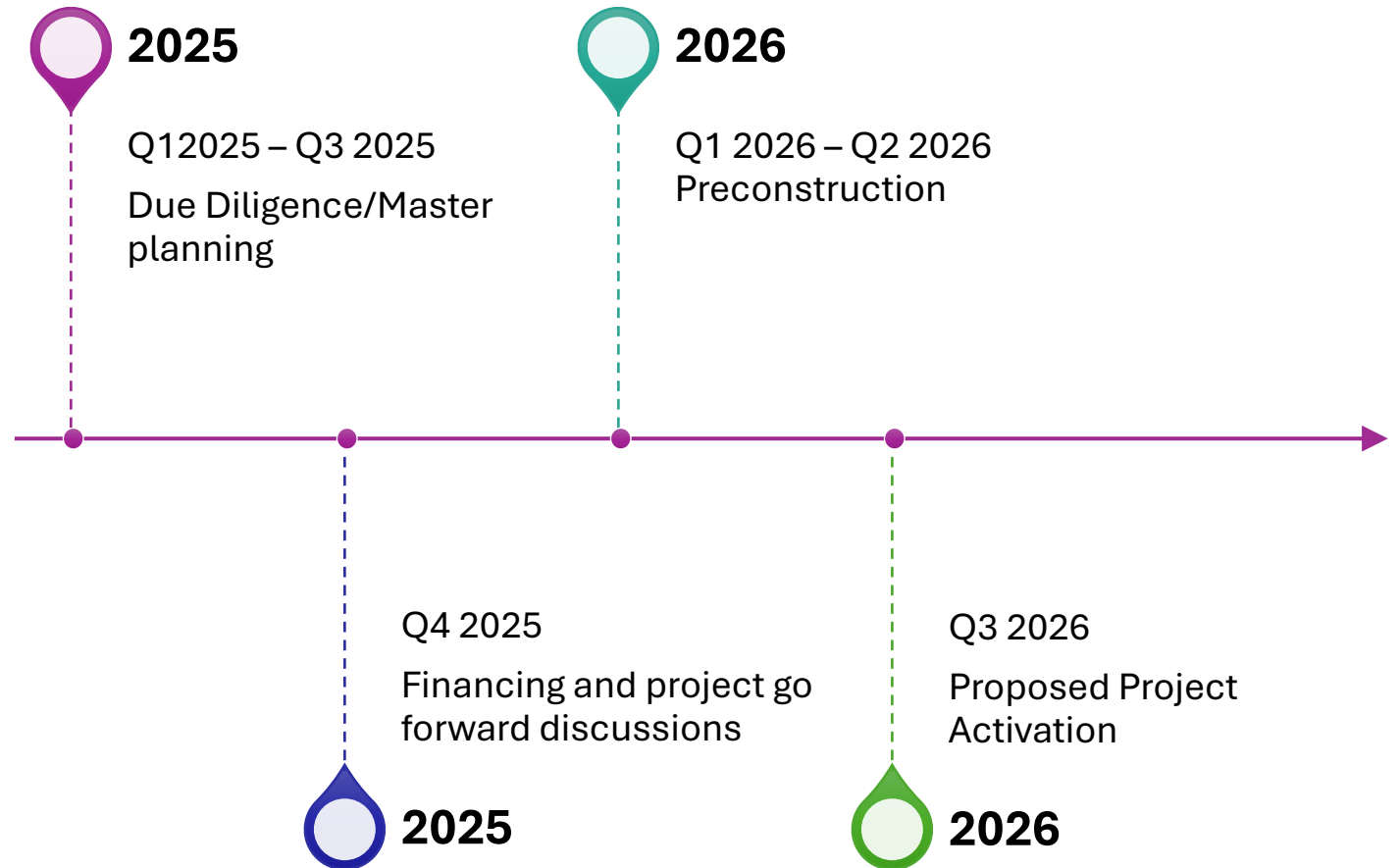
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- Restroom
- B.O.H



# Schedule and Milestones



# QUESTIONS?

# Next Scheduled Meeting October 28, 2025

# Thank You

