



Georgia World  
Congress Center  
Authority

# BOARD OF GOVERNORS MEETING

November 13, 2025

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# Action Item

Approval of Minutes  
September 25, 2025

# Authority Action Items

Stacey Church  
Chief Operating Officer

Pargen Robertson  
Chief Legal Officer

Joe Bocherer  
Chief Commercial Officer

Erle Coleman  
Director, Purchasing

# Condenser Water Pipe Rehabilitation Project

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# Condenser Water Pipe Rehabilitation Project

## Project Scope:

Install a liner in the Building B condenser water line to:

- Address recurring leaks
- Reduce risk of system failure
- Extend the service life of the 30" diameter cast iron pipes, preserving a critical building asset and minimizing future repair costs

## Approval to Award:

- F. S. Scarbrough cost proposal: \$1,758,615
- Project duration: 6 weeks; **start week of Nov. 17**

**KPI:  
FACILITIES**

**FUNDING:  
GWCCA  
SELF-FUNDED**

# 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 condenser water pipes rehabilitation and related equipment 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?

# Gate 2 Plaza Repair Project

# Gate 2 Plaza Repair Project

## Project Scope:

Replace deteriorating/spalling concrete pavement to include:

- Installation of new waterproofing systems and repair of associated drainage infrastructure to ensure long-term durability and performance
- Replacement of expansion joints

## Approval to Award:

- Lexdyn cost proposal: \$1,305,845
- Expected project duration: 16-22 weeks; **start week of Nov. 17**

**KPI:  
FACILITIES,  
CUSTOMER**

**FUNDING:  
GWCCA  
SELF-FUNDED**

# Resolution

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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?

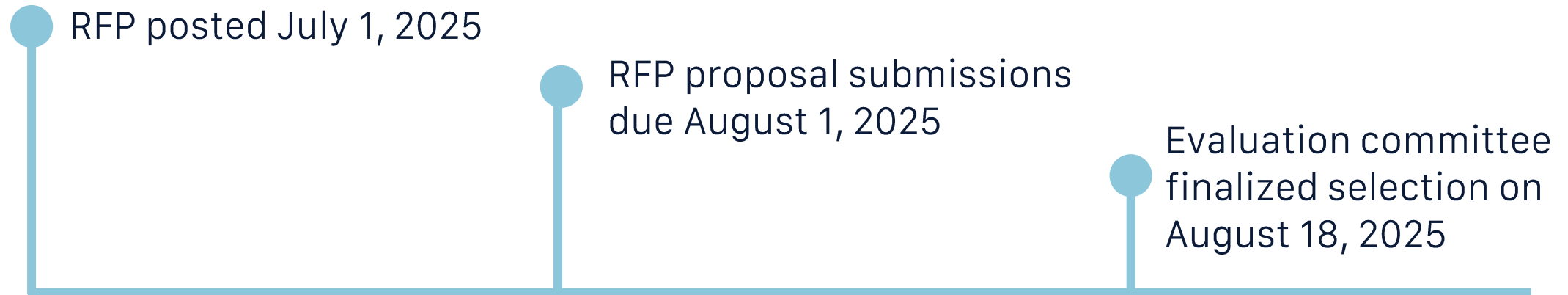
# FIFA Fan Festival Executive Producer

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# RFP Process and Timeline

- Evaluation Committee members: Joe Bocherer, Holly Richmond, Heather Kulla, Chincie Mouton, Austin Simmons
- Evaluation Committee advisors: Ron Miranda, Lindsay Strickland



# Submissions and Selection

- A total of 62 agencies submitted proposals; the evaluation committee shortlisted a total of six firms for interviews:
  - ✓ Crazy Legs Production
  - ✓ Live Nation (withdrew from consideration on August 28)
  - ✓ Lucie Content
  - ✓ One Venture Group
  - ✓ Rival Entertainment
  - ✓ Solomon Group
- Finalist presentations were held on September 4 and 5, 2025
- As reported to the Board in September, a highest-ranked "Apparent Awardee" firm, **Solomon Group**, was selected by GWCCA's Evaluation Committee on August 18 based on a thorough evaluation of the five submitting firms

# Scope of Work

## Production & Entertainment Management

- Site layout
- Entertainment schedule
- Technical spec sheets

## Commercial Integration & Sponsor Activation

- Mapped brand zones
- Partner deliverables
- Activation schedules

## Media & Communications

- Earned media targets
- Content calendar
- Live broadcast logistics

# Agency Background: Solomon Group

Solomon Group is a creative production agency where innovators bring bold ideas to life. Known for producing some of the world's most iconic sporting and music events, the company blends technical precision, creative excellence, and down-south hospitality. Guided by a producer-led model, Solomon Group assembles the right talent and resources to transform ambitious ideas into extraordinary live moments that inspire audiences worldwide. Executive producer for annual event:

- CFP Playoff Playlist Live
- MLB Draft
- MLB All-Star Red Carpet Show
- MLB Awards in Las Vegas
- NCAA March Madness Music Festival
- NCAA Final Four Fan Fest
- NCAA Tip Off Tailgate
- NCAA Women's Final Four Super Saturday Concert
- NHL All-Star Game Entertainment Producer
- Essence Festival of Culture

# Agency Background: WINK

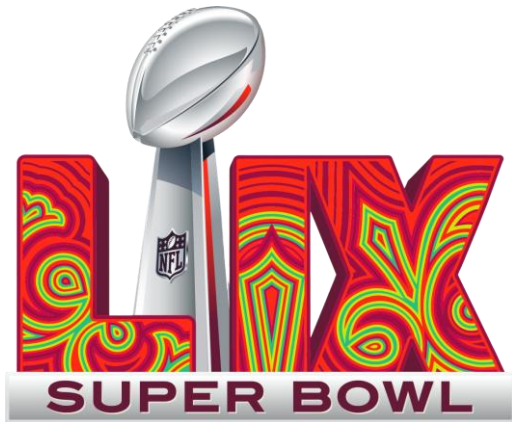
From global festivals to culture-shifting campaigns, WINK is a world leader in crafting immersive fan experiences that captivate and inspire audiences. The agency transforms global moments into culturally charged magic, bringing brands and fans together through unforgettable, shared experiences.

Ranked #1 by Eventex and recognized at Cannes Lions for the groundbreaking BudX takeover at the 2023 Doha World Cup, WINK continues to set the standard for experiential excellence.

Most recently honored with the Bea World Grand Prix for the Corona Paris 2024 Olympics Takeover.



# Agency Collaboration and FIFA Experience



- CONMEBOL -  
**COPA AMERICA**  
**USA 2024**



**FIFA WORLD CUP**  
**RUSSIA 2018**

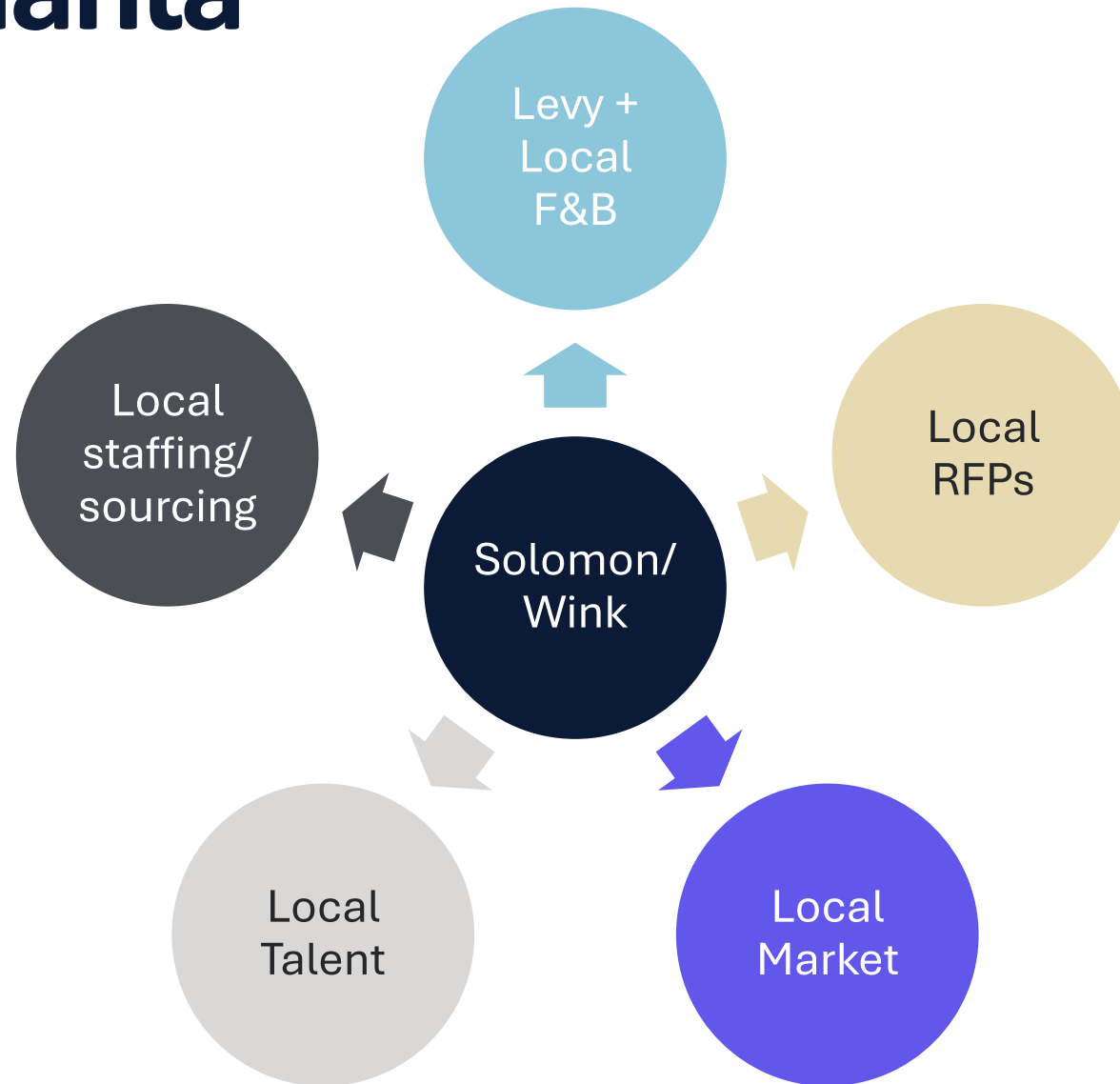


**FIFA WORLD CUP**  
**Qatar 2022**

# Atlanta Experience

- 2018 CFP Playoff Playlist Live Concert Series and Halftime Show with Kendrick Lamar (Centennial Olympic Park)
- 2018 CFP Playoff Fan Central (GWCC)
- 2018 MLS All-Star Beltline Block Party
- 2018 MLS All-Star Concert with 2 Chainz
- 2024 & 2025 Topps Industry Conference (CFA College Football Hall of Fame)
- 2025 CFP Playoff Playlist Live (State Farm Arena)
- 2025 MLB Draft at the Battery
- 2025 MLB All-Star Red Carpet Show at the Battery

# Georgia and Atlanta Connectivity



# Financial Overview

GWCCA shall compensate Solomon Group/WINK a total of **\$1,380,000** for all services rendered and work products delivered in connection with their role as Executive Producer of Atlanta's FIFA Fan Festival. This amount shall be funded by the Georgia World Congress Center Authority.

# 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 executive producer services for the FIFA WORLD CUP 2026 FANFEST to take place in Centennial Olympic Park and related equipment 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?

# PLFD Backyard, LLC

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# 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.

# Pre-development Services Agreement

Services	Complete/In Progress	Revised Budget
Due Diligence Report	652,270.00	652,270.00
Conceptual Programming & Plan	220,193.00	346,693.00
Schematic Plan		335,500.00
Schematic Construction Pricing and Schedule		187,892.00
Financial Feasibility Report		20,000.00
P&L Fuqua Pre-Development Services	250,000.00	300,000.00
<b>TOTALS</b>	<b>1,122,463.00</b>	<b>1,842,355.00</b>

# Summary

- Original pre-development agreement for \$1M
  - ✓ \$700K in services/\$300K in fees
- Amendment seeks increase in reimbursable expenses from \$700K to \$1.6M (additional \$900,000)
- Fees and existing date of 4.30.26 remain the same

# 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 expressly is authorized to continue to negotiate with PLFD Backyard, LLC, regarding the terms and conditions of a proposed First Amendment to the Pre-Development Agreement for the Entertainment District Project and, in case those negotiations with PLFD Backyard, LLC are successful, then the Chief Executive Officer is authorized, though not required, to take such actions and to execute and deliver such documents as may be necessary or appropriate to execute and effect the First Amendment to the Pre-Development Agreement (which First Amendment to the Pre-Development Agreement would be in substantially the same form as the copy attached hereto as Exhibit A), but only so long as such First Amendment to the Pre-Development 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 such an agreement and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

# QUESTIONS?

# Next Scheduled Meeting

December 9, 2025 | 3 PM

# Thank You

