



Georgia World
Congress Center
Authority

BOARD OF GOVERNORS MEETING

December 9, 2025

Action Item

Approval of Minutes
November 13, 2025


Financial Update

Rey Rodriguez
Director of Finance




Financial Snapshot: October

Month	Budget	Actual	Variance
Revenue	\$5,563,382	\$6,524,031	↑ \$960.6K 17.3%
Expense	\$5,524,860	\$6,011,214	↑ \$486.4K 8.8%
Net Profit/(Loss)	\$38,522	\$512,817	↑ \$474.3K



Attendance:
(estimated) **226,184**



Economic Impact:
(estimated) **\$88.8M**

Financial Snapshot: YTD thru October 2025

YTD	Budget	Actual	Variance
Revenue	\$18,131,453	\$20,035,560	↑ \$1.9M 10.5%
Expense	\$22,111,333	\$22,428,581	↑ \$317.2K 1.4%
Net Profit/(Loss)	(\$3,979,879)	(\$2,393,021)	↑ \$1.6M



QUESTIONS?

Signia by Hilton Atlanta

2026 Budget

Asset Management Team

Scott Ward, General Manager

Julia Austin, Director of Sales

Agenda

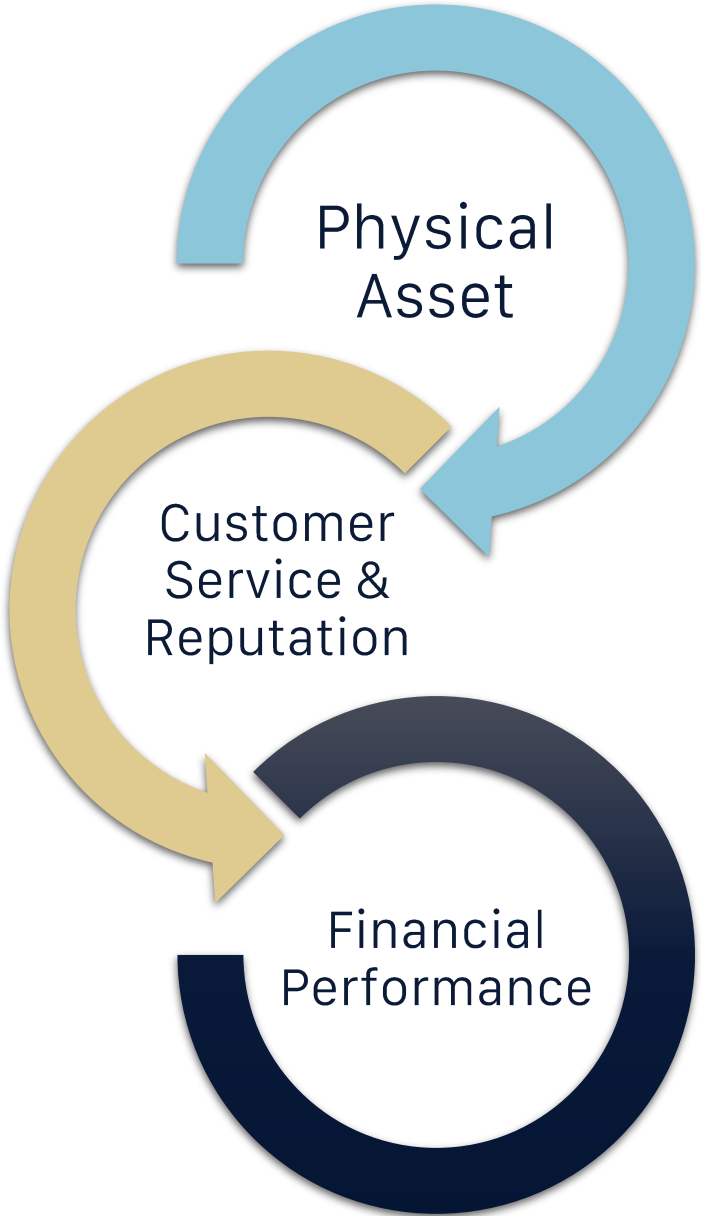
- **QMA deliverables**
- **Key areas of focus**
- **Asset management review process**
- **Asset management engagement**
- **Hilton FY26 budget presentation**
- **FY26 capital plan and budget**
- **FY26 budgeted cash distribution**

QMA Deliverables

Per QMA, due at least 60 days before beginning of each operating year:

- Operating Plan
- Budget
- Marketing Plan
- Rate Schedules
- Capital Expenditure Plan

Key Areas of Focus



Budget Review Process

- Approached the budget process through three ownership pillars:
 - ✓ Physical condition of the asset
 - ✓ Customer service and brand reputation
 - ✓ Financial performance and operational discipline
- Reviewed historical performance and market outlook
- Validated Hilton's budget assumptions
- Conducted deep-dive department reviews
- Challenged improvements in labor, overtime, and spa performance
- Finalized a realistic, ownership-aligned budget

Asset Management

Ongoing engagement and oversight:

- Daily hotel walks
- Weekly STR and forecast report review
- Bi-weekly asset management meetings
- Campus coordination meetings
- Monthly policy committee meetings
- Monthly dashboard
- Quarterly updates to executive/finance committees



2026 Commercial Strategy Plan

SIGNIA BY HILTON ATLANTA

Key Performance Indicators

Year-Over-Year Performance



PHYSICAL ASSET

2024 Actuals 2025 YTD 2026 Budget

QUALITY ASSURANCE		
54.62%	92.62%	95%
CLEANLINESS SCORE		
91.2%	93.5%	94%
ROOM QUALITY SCORE		
89.1%	91.2%	94%
PUBLIC AREAS SCORE		
90.9%	95.1%	96%



GUEST SATISFACTION

2024 Actuals 2025 YTD 2026 Budget

STAY SCORE		
72.6%	81.6%	85%
MEETING PLANNER SCORE		
62%	82%	90%
TRIPADVISOR		
#120	#44	#25
REVIEW SITE INDEX (RSI)		
100.4	106.6	110



FINANCIAL PERFORMANCE

2024 Actuals 2025 Forecast 2026 Budget

TOTAL REVENUE		
\$97.6M	\$118.7M	\$127.6M
GOP		
\$28.8M	\$45.3M	\$49.6M
REVPAR		
\$139.49	\$172.23	\$185.80
REVPAR RANKING		
1 of 6	1 of 6	1 of 6

Budget vs 2025 Performance (Topline)

Signia by Hilton Atlanta

	Budget	9+3 Rolling 2025	Variance to 2025 9+3 Rolling	
	FULL YEAR	FULL YEAR	Values	%
	OCCUPANCY - PAID	65.9%	63.7%	2%
ADR - PAID	\$282	\$270	\$12	4%
REVPAR	\$185.80	\$172.23	\$13.57	7.9%
OPERATING REVENUE				
ROOMS REV	66,190,407	61,356,108	4,834,298	7.9%
F&B REV	53,187,389	49,233,436	3,953,953	8.0%
OTHER OP DEPT	6,097,047	5,704,455	392,592	6.9%
MISC. REV	2,149,650	2,436,158	(286,508)	-11.8%
TOTAL OPERATING REV	127,624,493	118,730,157	8,894,335	7.5%

Key Points

- RevPAR Index grew from 109.3 in 2024 to 140 in October 2025. Our goal for 2026 will be determined by Hilton in the new year.
- We are currently growing 7.5% year-over-year, while the market is projecting a 2.4% growth in RevPAR.
- F&B continues to outperform expectations, especially Banquets, budgeting a \$12M increase versus proforma.

Budget vs 2025 Performance (Bottomline)

Signia by Hilton Atlanta

	Budget	9+3 Rolling 2025	Variance to 2025 9+3 Rolling	
	FULL YEAR	FULL YEAR	Values	%
TOTAL DEPT. EXPENSE	\$49,458,942	\$46,312,914	(3,146,028)	-6.8%
DEPT. PROFIT				
ROOMS PROFIT	\$50,532,876	\$46,928,351	3,604,525	7.7%
F&B PROFIT	\$22,655,994	\$20,576,229	2,079,765	10.1%
OTHER PROFIT	\$2,835,059	\$2,484,637	350,423	14.1%
MISC. PROFIT	\$2,141,621	\$2,428,026	(286,406)	-11.8%
TOTAL DEPT. PROFIT	\$78,165,551	\$72,417,243	5,748,307	7.9%
TOTAL UNDISTRIBUTED EX	\$28,561,709	\$27,157,231	(1,404,479)	5.2%
GROSS OPERATING PROFIT	\$49,603,841	\$45,260,013	4,343,829	9.6%
<i>GOP MARGIN</i>	38.9%	38.1%	0.8%	2.0%
<i>flow-thru</i>			48.8%	

Key Points

- 2026 GOP exceeds the proforma by \$1.34M.
- 2025 GOP is on track to exceed the proforma by \$2.12M, based on the 11+1 forecast.
- Much of the growth is driven by a strong F&B profit of \$3.4M (+18%).
- Improved Rooms profit by \$1.8M (+4%) versus the proforma.

Commercial North Star

Signia by Hilton Atlanta



Key Strategies



Commercial Overview



Background

Currently 15% ahead of group position compared to 2025 with an ADR of \$293, with FIFA World Cup and bi-annual Citywide business returning in 2026.



2026 Target

Our target goals for 2026 are 7.7% transient growth, 6.8% group growth, and anticipated RevPAR of \$184.46 for the year to exceed Hotel's Proforma.

Improve Reputation Management

Objective: Enhance hotel's reputation management with a goal of growing from top 60 hotels to top 30 on TripAdvisor (with a 4.3 ranking).

Assumptions: Strengthen brand perception by actively managing guest feedback, improving service consistency, and amplifying positive sentiment across digital platforms.

Grow Local Catering

Objective: Grow local catering by \$410k+ with a grass roots selling approach including local trade shows, solicitation calls, and restructuring catering sales deployment.

Assumptions: No significant decline in leads. Key factor will be revisiting packages and identifying free sell dates further out.

Ancillary Revenue Capture

Objective: Increase SPOR by 5.3% within Outlets, Spa, & Parking.

Assumptions: Signia Atlanta will drive SPOR growth by leveraging higher occupancy, skilled staff, strategic marketing, and dynamic event-based parking pricing. FPG/NOR1 upsell (\$1M goal).

Optimize Weekends

Objective: Drive incremental weekend revenue with a \$1M target above budget.

Assumptions: Boost weekend occupancy and revenue by attracting leisure travelers and short-term groups through tailored packages, dynamic pricing, and compelling experiences.

Group Crossover

Signia by Hilton Atlanta

Year	Current OTB	Tentative	Goal	Variance
2026	\$38,088,009	\$1,619,542	\$35,284,624	+ \$1,632,536
2027	\$21,892,735	\$1,236,266	\$22,565,000	- \$672,265
2028	\$19,553,365	\$919,724	\$21,376,764	- \$1,823,399
2029	\$8,227,315	\$1,785,672	\$7,280,000	+ \$947,315

- 2026 on track to crossover with 90% of total revenue on the books for the year.
- 2027 has made significant headway this year currently anticipate crossing over into January ahead of position for Y+1 compared to 2025 for 2026 which was \$21.8M.
- 2029 is largest focus for future year growth. Currently 34% behind from 2028 position and Citywide business is down 15,000 room nights compared to same-time-last-year for 4 years out.
- Significant amount of strong prospect revenue in 2029 is for Citywide business that has signed LOI and now working on room block agreements.

Group Rooms to be

		As of 12.1.25	Q1	Q2	Q3	Q4	TOTAL	
Room Nights	Actual	2025 Actual / 11+1 Rolling	40,545	37,742	33,240	34,374	145,901	
		2024 Actual	28,580	39,844	30,857	34,430	133,711	
		2026 Budget	46,708	38,886	31,163	34,559	151,316	
		2026 Definite	45,993	35,865	21,632	27,240	130,730	
		2026 Tentative	32	668	2,721	2,497	5,918	
	TO BE: Room Nights	715	3,021	9,531	7,319	20,586		
	Position	2025 Position	39,706	35,527	20,390	25,782	121,405	
		2024 Position	29,018	34,779	30,918	21,499	116,214	
	Rate	Actual	2025 Actual / 11+1 Rolling	\$ 289.90	\$ 270.26	\$ 235.59	\$ 262.46	\$ 265.98
			2024 Actual	\$ 262.57	\$ 267.73	\$ 241.55	\$ 257.15	\$ 257.86
2026 Budget			\$ 279.24	\$ 291.33	\$ 277.04	\$ 266.38	\$ 278.95	
2026 Definite			\$ 282.80	\$ 296.30	\$ 304.72	\$ 288.64	\$ 291.35	
2026 Tentative			\$ 8,452.16	\$ 283.61	\$ 280.03	\$ 264.46	\$ 318.05	
TO BE: Rate		\$ 49.88	\$ 232.26	\$ 214.21	\$ 183.52	\$ 200.24		
Position		2025 Position	\$ 288.35	\$ 272.41	\$ 243.09	\$ 271.10	\$ 272.42	
		2024 Position	\$ 261.32	\$ 268.14	\$ 247.59	\$ 265.25	\$ 260.44	
Revenue		Actual	2025 Actual / 11+1 Rolling	\$ 11,754,067	\$ 10,200,057	\$ 7,831,145	\$ 9,021,726	\$ 38,806,996
			2024 Actual	\$ 7,504,221	\$ 10,667,471	\$ 7,453,650	\$ 8,853,589	\$ 34,478,930
	2026 Budget		\$ 13,042,706	\$ 11,328,466	\$ 8,633,269	\$ 9,205,682	\$ 42,210,123	
	2026 Definite		\$ 13,007,043	\$ 10,626,794	\$ 6,591,668	\$ 7,862,505	\$ 38,088,009	
	2026 Tentative		\$ 270,469	\$ 189,452	\$ 761,954	\$ 660,362	\$ 1,882,237	
	TO BE: Revenue	\$ 35,663	\$ 701,672	\$ 2,041,601	\$ 1,343,178	\$ 4,122,114		
	Position	2025 Position	\$ 11,449,396	\$ 9,677,937	\$ 4,956,590	\$ 6,989,618	\$ 33,073,540	
		2024 Position	\$ 7,583,022	\$ 9,325,633	\$ 7,654,978	\$ 5,702,711	\$ 30,266,345	

Key Points

- ADR ahead of position by \$21.00 driving primarily from FIFA in June and July
- Further ADR potential in June/July based on FIFA bookings, but is inherently risky
- ADR to be is lower than previous years as we pursue occupancy more on the weekends.

Catering Revenue Summary

Signia by Hilton Atlanta

Group Catering 2025	Group Catering 2026	\$ Growth	% Growth
\$22,561,352	\$24,563,242	\$2,001,890	9%

Local Catering 2025	Local Catering 2026	\$ Growth	% Growth
\$1,959,442	\$2,366,459	\$407,017	21%

- Realigning catering team to a sell-only model in 2026 in an effort to better layer in local catering opportunities, including weddings and 1 day corporate events, further out, with the events team focused fully on the servicing of the programs.
- Plans to participate in more local tradeshows outside of downtown market to garner new greater Atlanta opportunities.
- Separating the sell versus service model will allow for the Events team to focus on upselling opportunities such as increasing average check by 3% year-over-year and growing sundry (misc.) revenue with branding.

Communications & Marketing Plan

Sample of our Monthly Activation Plans

JANUARY 2026

ROOMS

- Promote Experience the Stay and Staycation packages
- Club Signia cross-promotion with Spa Signia

SPA SIGNIA

- Event: Glowuary – a new year radiance retreat featuring facials and body scrubs
- Ongoing: Semi-weekly yoga sessions and conference stretch sessions
- Group: Targeted packages for Lil Big South and IPPE

PUBLIC RELATIONS

- FIFA long-lead outreach
- Ongoing hotel and outlet pitching (wellness pitches to AJC, Modern Lux, etc.)
- Top Places to Work accolades

FOOD & BEVERAGE

- Special: New Year's Day Meal at Nest on Four
- Activation: 92.9 The Fan live at Nest on Four

DIGITAL

- Launch Hilton Advance campaign (Jan–Mar)
- Paid Search + Display: New Year offers
- Organic Social: Glowuary content for Spa & Hotel
- Wedding Marketing: Meta + Pinterest “Engaged in the New Year” campaign

COMMUNITY

- Big Brothers Big Sisters of Metro Atlanta Mentorship Program
- Atlanta Youth Foundation
- Choose U
- City of Refuge

FIFA World Cup Strategy

June and July 2026

- Our goal is to establish at least a 50% Group base over the event dates, with the priority given to bookings that span the entire 30-day timeframe.
 - **Currently on the books:** 35 definite bookings with 5,058 Room Nights.
- Maximize Average Daily Rate (ADR) over the game dates with a “last to fill” strategy.
- Some of top teams announced include Mexico, Brazil, South Korea, Portugal, Columbia and Spain
 - Atlanta has the second largest (to Korea) Korean population
- 33 of 48 countries that are participating in the FIFA World Cup have a consulate presence in Atlanta (2nd most in the United States, behind New York City)



QUESTIONS?

2026 Capital Budget

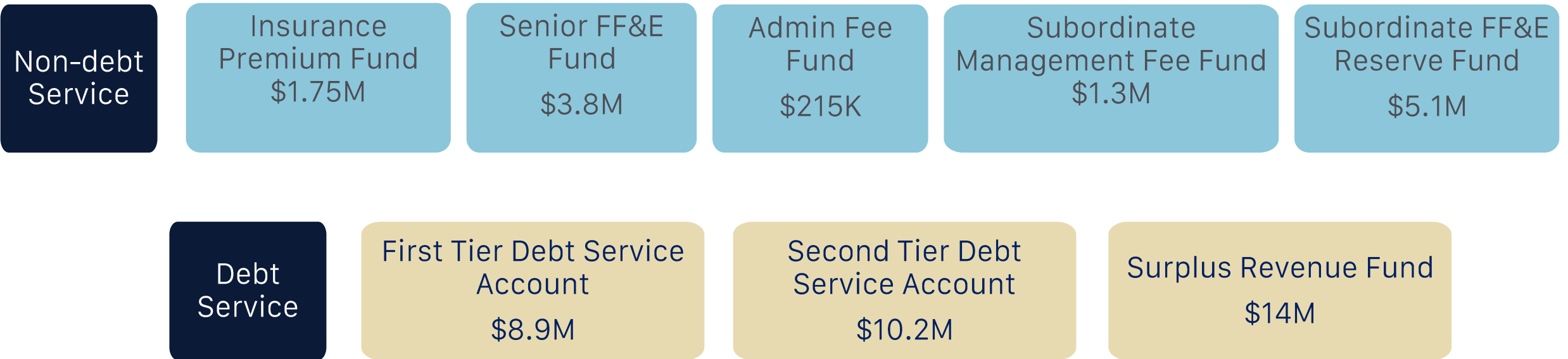
Initial Submission

\$1,058,535

Approved Amount

\$551,535

2026 Budgeted Cash Distributions



QUESTIONS?

ACVB 3-Year Strategic Plan/ 2026 Business & Financial Plan

William Pate
President & CEO

Gregory Pierce
Executive Vice President & CAO/CFO



Mission

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

Vision

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

Forward 2026 | Three-year Strategic Plan

OVERALL GOAL

While continuing objective to reach a minimum

925,000 room nights

for meetings greater than 2,500 on peak, also maintain a

minimum of **20 citywide bookings**

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

STRATEGIC PRIORITIES

Maintain a leadership position in citywide booking pace against top competitors

Drive visitation and meeting attendance by promoting destination appeal and experience

Maintain a position of leadership in emerging trends in technology

Position ACVB for the future

KEY INITIATIVES

- Promote improvements at GWCCA to include campus facilities and campus routes
- Elevate Atlanta's position and leverage competitive advantage as a leader in sustainability, diversity, equity and inclusion
- Capitalize on the impact of Signia by Hilton Atlanta on the GWCCA campus and increase room blocks from midsize and smaller hotels
- Market Atlanta's diverse culinary offerings and capitalize on the MICHELIN Guide selections and star ratings
- Support initiatives and programs that educate and enhance the perception of safety, security and cleanliness of Downtown
- Maximize FIFA World Cup 26 opportunity to elevate our position as the sports capital of the world
- Expand and promote our competitive advantage as a welcoming city to drive incremental visitation from diverse audiences
- Create modular content that can be tailored by demographics/areas of interest and serve up via martech
- Leverage advanced digital marketing techniques including AI, expand adoption of our martech platform and promote and grow Atlanta Meta World to support sales and services efforts
- Better serve members and stakeholders by building a new membership portal with emphasis on user access, data, experience and security
- Expand use of Simpleview and Digideck to support sustainability marketing efforts and help maintain brand standards
- Extend hotel tax contract beyond 2027
- Support the effort to obtain a sustainable funding model for major sporting events
- Execute the succession plan for executive leadership and throughout ACVB
- Create CSR/ESG/community-focused resources for use throughout the organization and hospitality industry
- Increase professional development opportunities for key leaders and decision makers

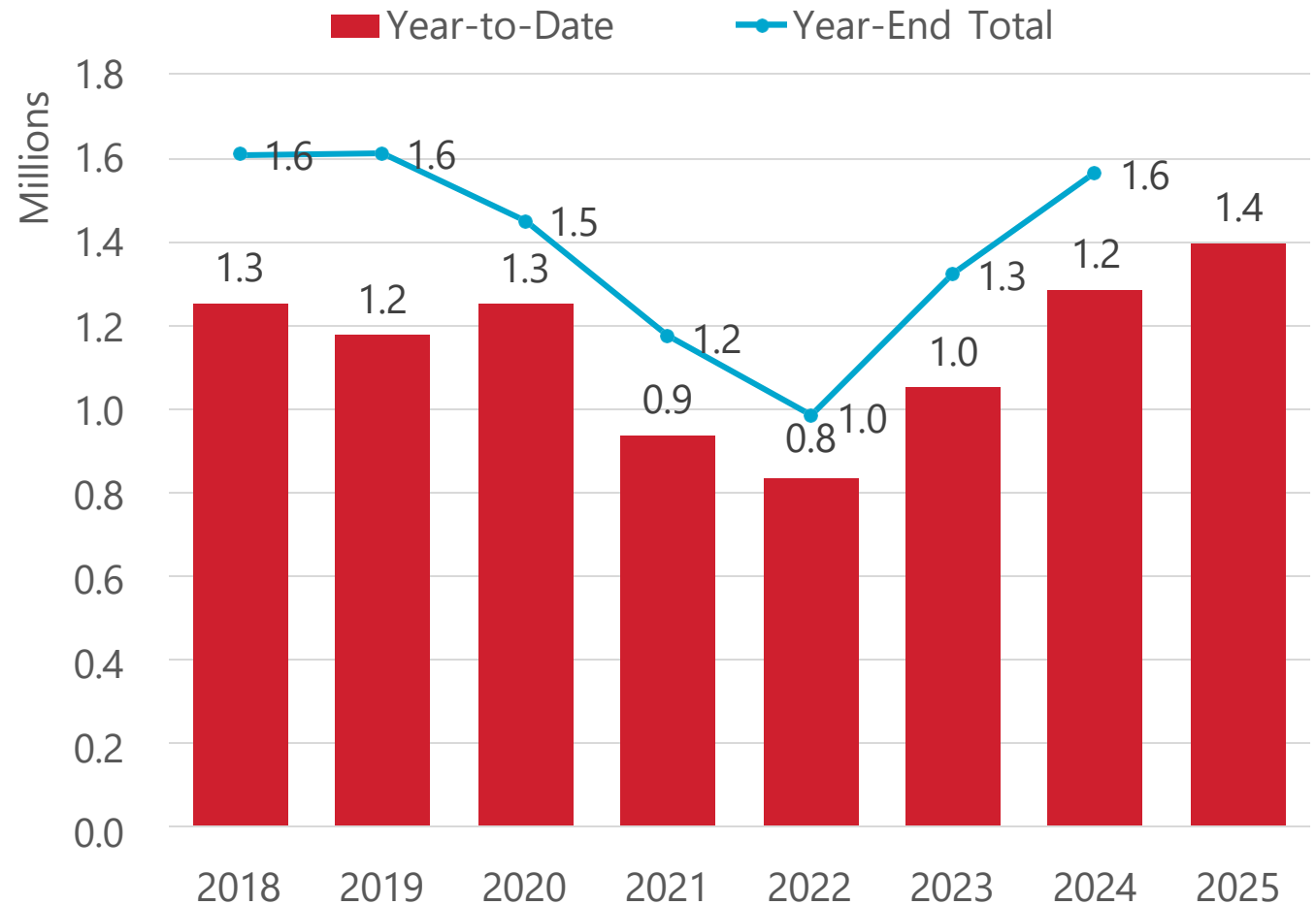
2026 BUSINESS PLAN



ACVB Booked Room Nights

September Year-to-Date | Year-End for Past Years

- As of the end of September 2025, ACVB has booked **1.4 million** room nights for future events.
- This is more than any year in more than a decade.
- ACVB is also pacing to surpass its year-end goal of 1.5 million room nights and exceed the recent highs of 1.6 million.



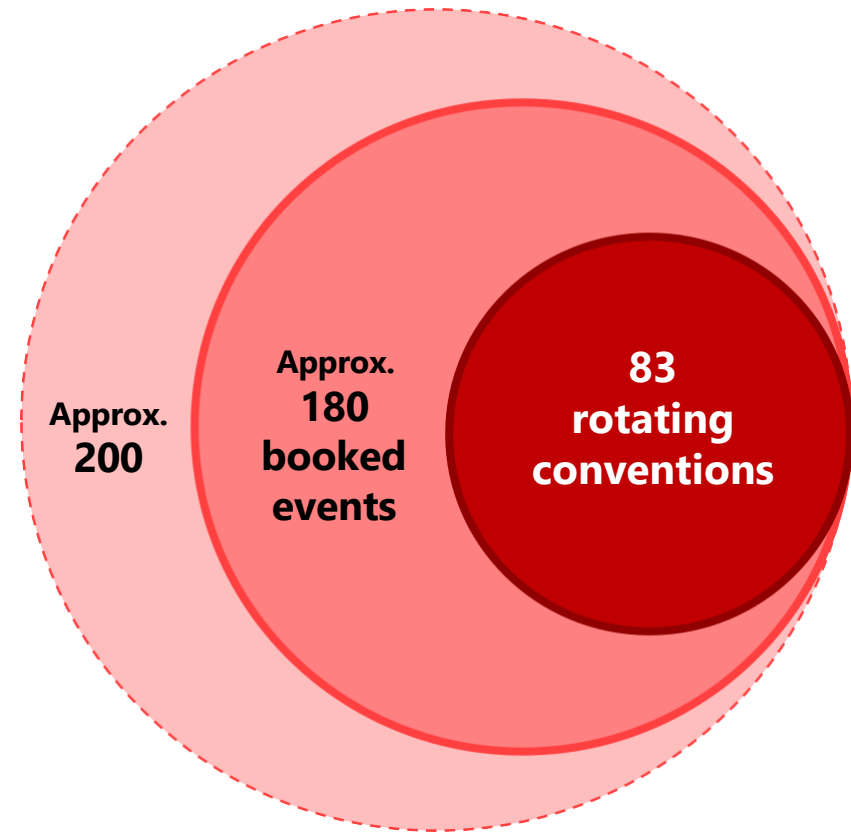
The Universe of Major Citywides

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

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

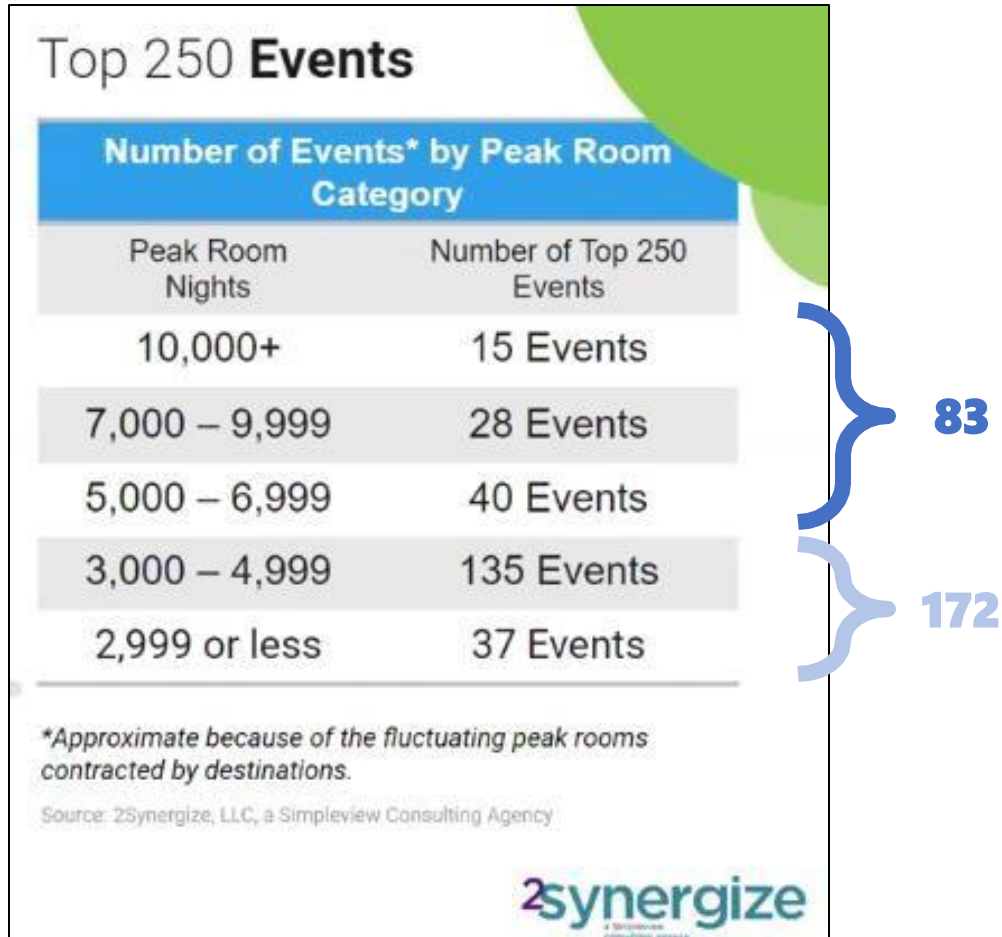
This estimate is based on a count of approximately **180** events booked by 214 reporting DMOs in 2019 and estimated to be booked in 2024.

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



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

The Largest Rotating Meetings



Based on analysis of data reported by 150+ DMOs, 2Synergize reported in 2024:

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

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

Atlanta and Mint's Major Citywides

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

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

Atlanta and Mint's Midsize Citywides

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

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

Booked Events and Room Nights per Event

September Year-to-Date | 2024 and 2025

- As of September 2025, the nearly 200,000 room year-over-year growth from 2024 to 2025 is driven by the mid-size segment (1,000 to 4,999 on peak).
- Over 120,000 more rooms were booked for events in this segment than 2024, driven by a 62% increase in the number of events booked for this segment.
- The number of rooms booked for major citywides is roughly 77,000 more than last year due to one more event than this time last year.

	Booked Room Nights YTD			
	2024	2025	Δ	% Δ
5,000+	672 K	749 K	77 K	11%
1,000 – 4,999	251 K	373 K	123 K	49%
< 1,000	289 K	274 K	-15 K	-5%
Total	1.21 M	1.40 M	185 K	15%

	Booked Events YTD			
	2024	2025	Δ	% Δ
5,000+	16	17	1	6%
1,000 – 4,999	29	47	18	62%
< 1,000	573	494	-79	-14%
Total	618	558	-60	-10%

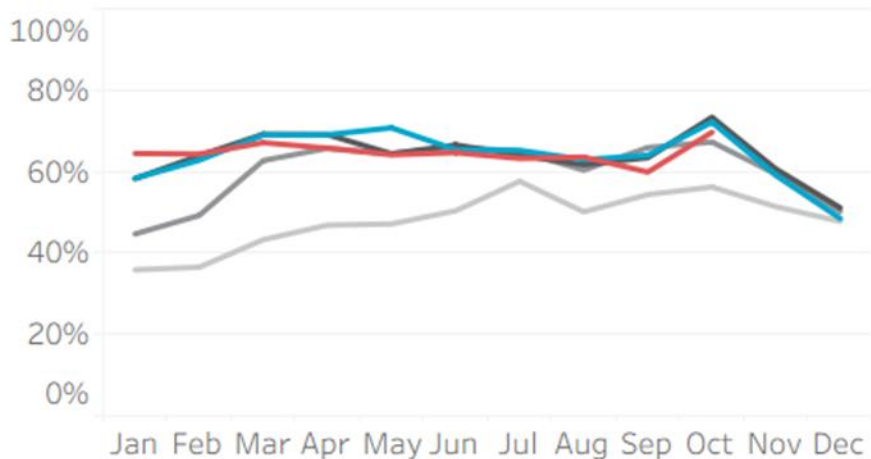
October 2025

Occupancy | City of Atlanta

SINGLE MONTH

70%

vs. LY -3% -4%
 vs. 5 Yr Avg 2% 3%
raw change *% change*

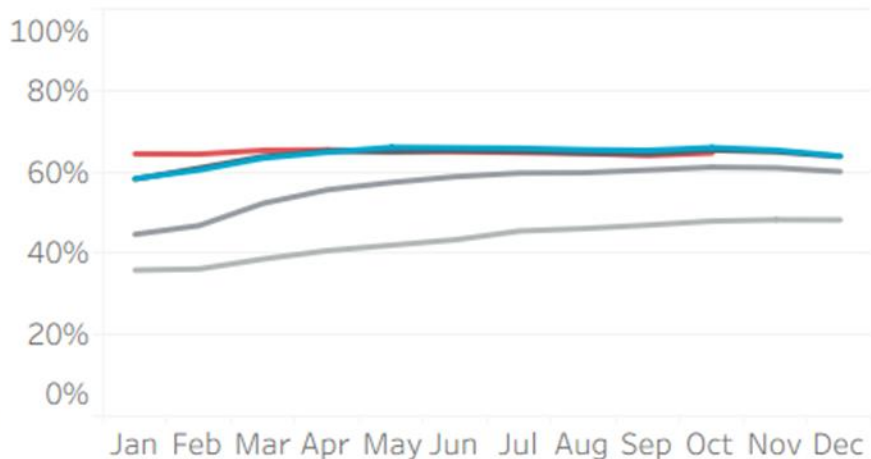


	Occ	YoY	vs. 5 Yr
Total Atlanta Market	65%	-7%	-3%
Downtown	69%	-3%	4%
Midtown	73%	0%	5%
Buckhead	67%	-7%	-3%
Airport	66%	-5%	-4%
Major Convention Hotels	70%	-2%	6%
GWCC 1-Mile Radius	69%	-3%	4%
Top 25 Lux & UpUp	75%	-1%	6%

YEAR TO DATE

65%

vs. LY -1% -2%
 vs. 5 Yr Avg 4% 6%
raw change *% change*



	Occ	YoY	vs. 5 Yr
Total Atlanta Market	64%	-2%	0%
Downtown	64%	-2%	7%
Midtown	66%	-1%	6%
Buckhead	63%	-4%	2%
Airport	67%	-2%	-1%
Major Convention Hotels	64%	-1%	8%
GWCC 1-Mile Radius	64%	-2%	7%
Top 25 Lux & UpUp	72%	-1%	10%

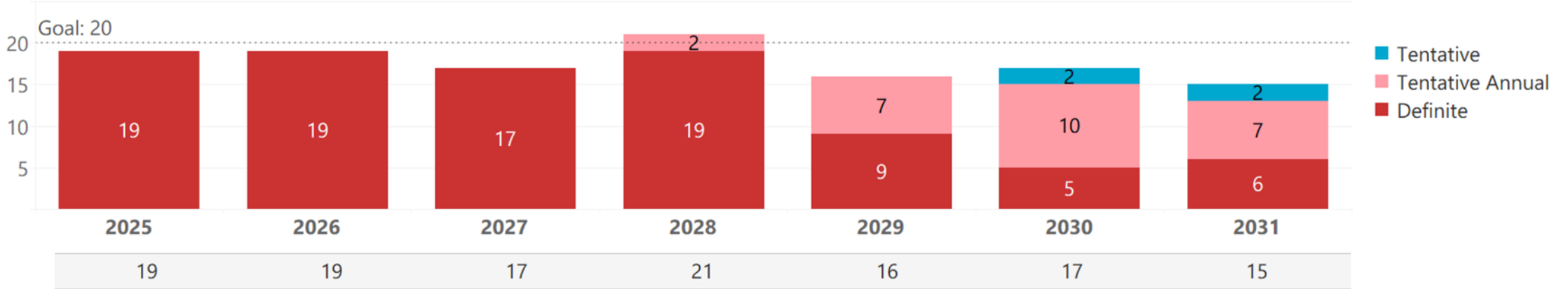
2025 2024 2023 2022 2021



Large Groups for Future Years

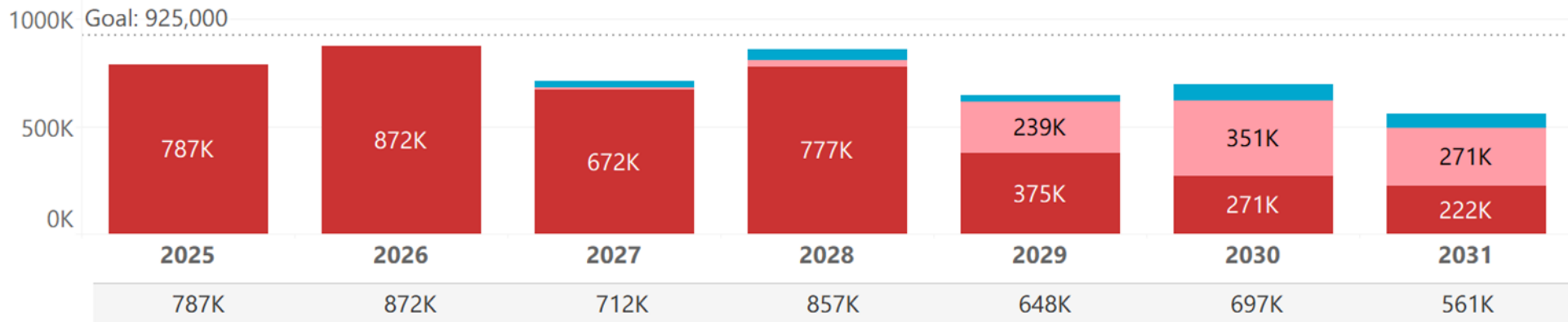
5,000+ on Peak

Number of Events



2,500+ on Peak

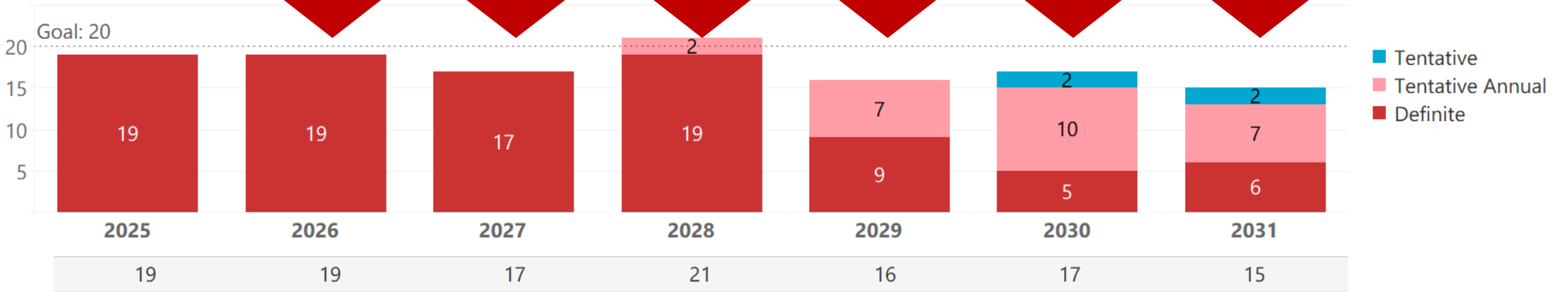
Room Nights



Large Groups for Future Years

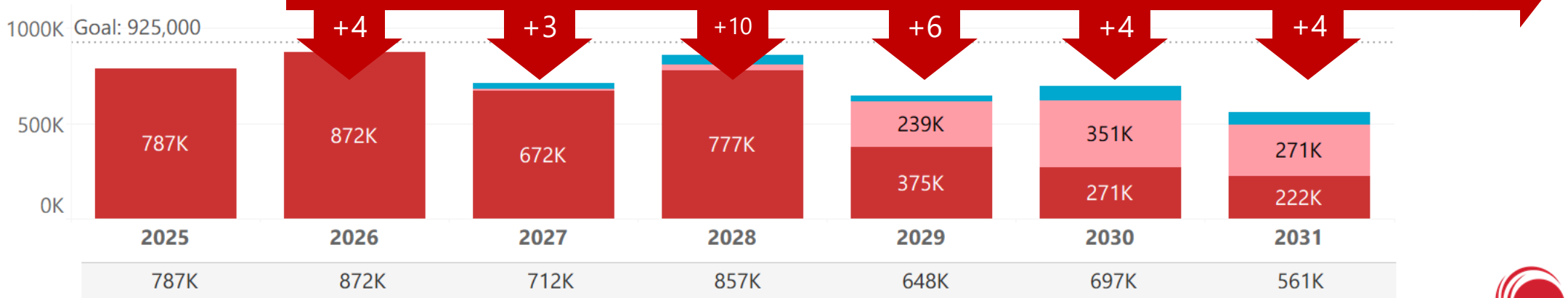
5,000+ on Peak

Number of Events



2,500+ on Peak

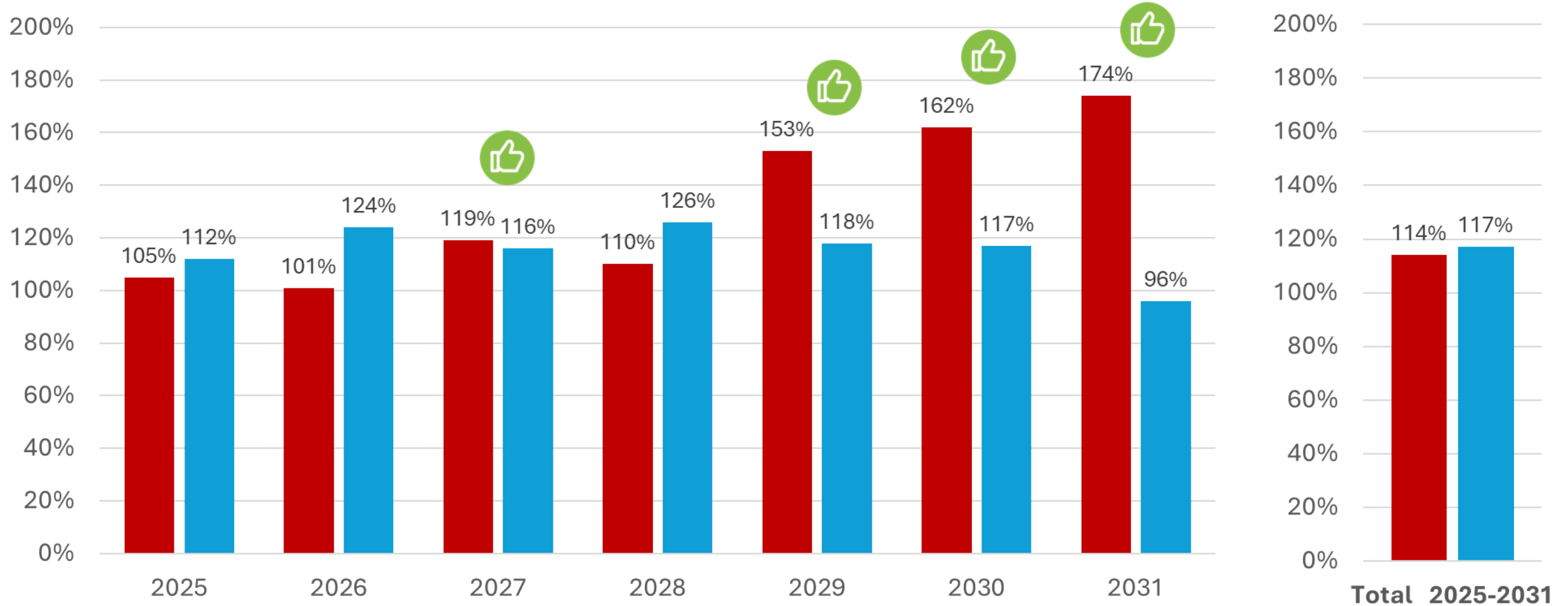
Room Nights



CITYWIDE PACE

Groups with 1,000 to 4,999 on Peak vs. 2022 - 2024

■ Atlanta ■ Top Peers



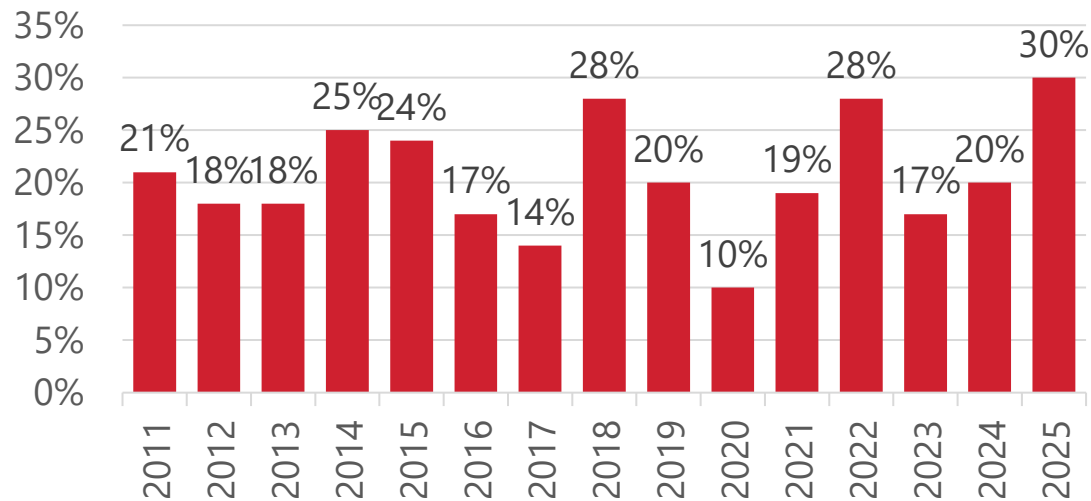
As of
10/27/2025

Source FuturePace, Pace is based on the definite room nights for groups with 1,000 to 4,999 on peak relative to 2022-2024. Top Peers includes six markets: Anaheim, Chicago, Nashville, New Orleans, Orlando and D.C.

Planners reported highest satisfaction with Atlanta in 2025 for both themselves and attendees.

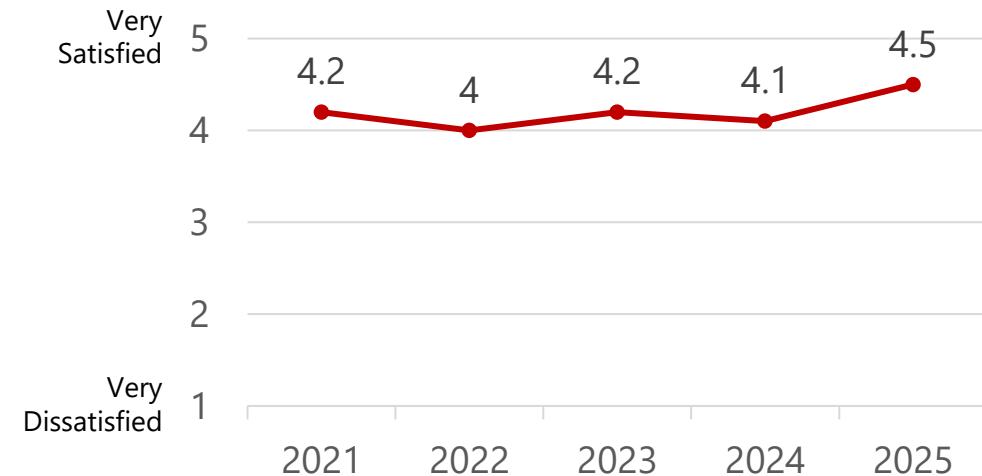
- On a scale of 1-7, with 7 being 'The Best', **30%** of surveyed planners to date in 2025 rated their experience in Atlanta as 'The Best' relative to our cities. This is the highest level on record, going back to 2011.
- On a scale of 1-5, planners reported believing their attendee's satisfaction with Atlanta was a **4.5** (between 'Satisfied' and 'Very Satisfied'). This was also the highest on record, going back to 2021. Values prior to 2021 are not compared to here as attendee satisfaction was measured with a different question and scale.

Planner Experience in Atlanta = "The Best"



Q: Compared to other destinations where you have held meetings, how does Atlanta rate in overall experience?

Attendee Satisfaction with Atlanta



Q: How satisfied do you believe your attendees were with their Atlanta experience? (Question updated in 2021)

2025 Highlights

- Booked 22 major citywide events representing 825,000 convention room nights (by EOY 2025)
- More than 30 percent of business booked is new business for Atlanta
- Overall booking pace is projected at 97 percent
- One of the top U.S. destinations in booking convention business
- Hosted 162 in-person site visits for future business as of Q3 2025
- Engaged more than 770 international tour operators and hosted 150 individuals on FAM trips (by EOY 2025)
- Hosted/attended more than 55 face-to-face customer trade shows and events across the U.S.
- Hosted more than 30 domestic and international journalists in market to secure earned media coverage of Atlanta

2025 Highlights

- Achieved a 4.9 / 5 score in overall satisfaction with ACVB from meeting planner event surveys (100 percent listed either “satisfied” or “very satisfied”)
- Produced and launched FIFA World Cup 26 celebrity welcome video
- Developed meetings focused AI assistant for deployment on DiscoverAtlanta.com/Meetings
- Launched FIFA Club World Cup microsite, including 360-degree content, media campaign and local IKE boards
- Launched MLB All-Star Game microsite, supported with 360-degree content, media campaign and partnerships
- Produced and aired four 30-minute episodes of United We Roar, positioning Atlanta as a soccer city

2025 Highlights

- Premiered four 30-minute episodes for Voyager TV series – Colors of Atlanta – at Atlanta Film Festival
- Extended new destination campaign activation, “We’re Atlanta. You’re Welcome.” to key strategic public-facing events including 404 Day, Spelman Homecoming and FIFA World Cup 26 draw party
- Launched phase one of international FIFA World Cup campaign with UK out of home, digital media and BBC partnership
- 360-degree coverage of the 2025 selections of Atlanta restaurants/chefs to The MICHELIN Guide, American South
- Created first-ever MLB All-Star Restaurant Week with 44 partners

2025 Awards

Terres Travel Festival 2025 – Films and Creativity 2025 for United We Roar – Ethnography and society and Colors of Atlanta – Documentary: Arts, Music and Culture

NATAS Southeast Regional Emmy Awards for season two of Atlanta Con Sabor Latino: Documentary – Spanish, Magazine Programming – Spanish, Director – Spanish

2025 MAX Innovation Awards finalist for Spanish-speaking tourism marketing

DISCOVER ATLANTA NOW

FALL 2025

HIT THE TRAIL

EXPERIENCE FALL IN THE CITY WITH LOCAL FESTIVALS, NEIGHBORHOOD DINING, SPECTACULAR SPORTS AND MUCH MORE, CONNECTED BY ATLANTA'S NETWORK OF TRAILS AND GREEN SPACES

OUTDOOR PATHS
SEE PAGE 6

FALL FESTIVALS
SEE PAGE 8

SPORTS SCENE
SEE PAGE 32



Q1-Q3 2025

Key Marketing Highlights

Social media

129.2 million impressions

7.7 million engagements

Website traffic

3.8 million sessions

6.2 million page views

Discover Atlanta eNews

35% average monthly open rate

2.5% average monthly CTR

Content production (through 9/16)

1,212 articles, videos, posts

197 in Spanish

Discover Atlanta app

4,170 average monthly active users

209,562 app page views





Industry Trade Shows

2025 IPW – June 14-18

- 10x20 booth featuring immersive Atlanta COP experience
- Created a microsite and post-mailer to generate continued awareness

2025 ASAE Annual Meeting & Expo – Aug. 9-12

- 20x20 experiential booth featuring Atlanta and GWCCA visuals
- New developments video loop featuring highlights of GWCCA campus enhancements and additions
- Hosted multiple activations including Fueled by ATL lunch pop-up and 'Who Wants to Win the ATL' game show concept

2025 IMEX – Oct. 7-9

- Significant visual enhancements made to newly expanded 20x40 custom-designed booth including new furniture and unique lighted elements
- Atlanta video loop featuring updated highlights of GWCCA, new developments, etc. complemented by a microsite and content to create awareness



2025 IPW

June 14-18 | Chicago



2025 ASAE Annual Meeting & Expo

August 9-12 | Los Angeles



2025 ASAE Annual Meeting & Expo

August 9-12 | Los Angeles



2025 IMEX

October 7-9 | Las Vegas

2025 ASAE Annual Meeting & Expo

August 9-12 | Los Angeles



2025 Update And UpNext Presentations



Transportation Terminal and Pedestrian Mall
Your attendees can arrive right at front door and use the Pedestrian Mall for outdoor meet-ups.

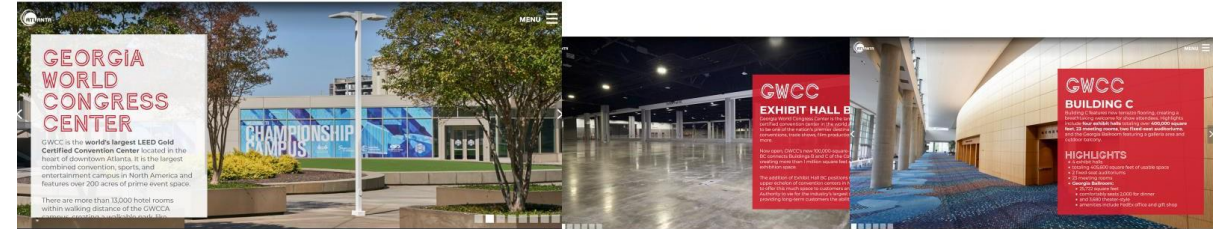
Dedicated Safety and Security
GWCC is the only convention center in the U.S. with its own police department.

Digital Signage
Continued upgrades to digital signage means more revenue and welcome opportunities for you and your sponsors.

Connected, Walkable Campus
Direct access to Centennial Olympic Park, Mercedes-Benz Stadium, Signia by Hilton Atlanta and other downtown hotels—all within a walkable, guest-friendly environment.



2025 Digideck Key GWCC Proposal Pages



GEORGIA WORLD CONGRESS CENTER

GWCC is the world's largest LEED Gold Certified Convention Center located in the heart of downtown Atlanta. It is the largest combined convention, sports, and entertainment campus in North America and features over 200 acres of prime event space.

There are more than 13,000 hotel rooms within walking distance of the GWCCA.

THE FACTS

- 1.5 million sq ft
- 12-98 ft clear height
- 1,000+ rooms
- 80-90 ft clear height
- 7,500+ parking spaces

BUILDING A HIGHLIGHTS

- 3,340,000 sq ft
- 29 stories
- 1,726 ft x 18 ft
- 15,697 sq ft
- 34 ft clear height

BUILDING A




BUILDING B HIGHLIGHTS

- 5,607,500 sq ft
- 47 stories
- 33,000 ft x 4 ft

BUILDING B



EXHIBIT HALL BC



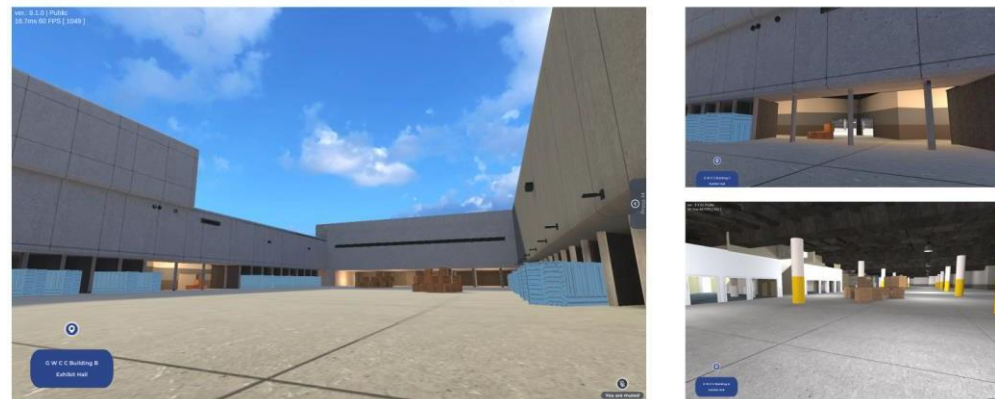
BUILDING C HIGHLIGHTS


- 4,405,600 sq ft
- 23 stories
- 25,722 sq ft
- 2,000 ft x 3,680 ft

BUILDING C



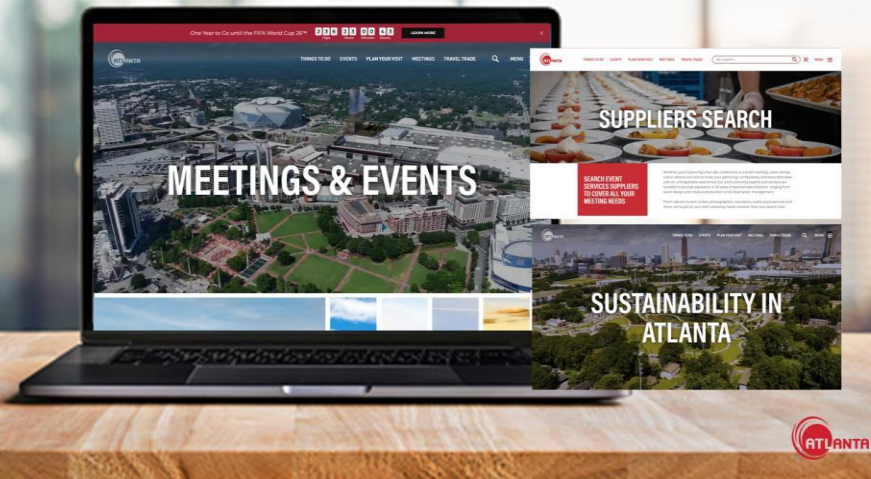

Atlanta Meta World Enhancements Featuring Key GWCC Loading Dock Details



[In-depth training manual](#) and video developed to conduct trainings for ACVB and GWCCA sales and services teams 

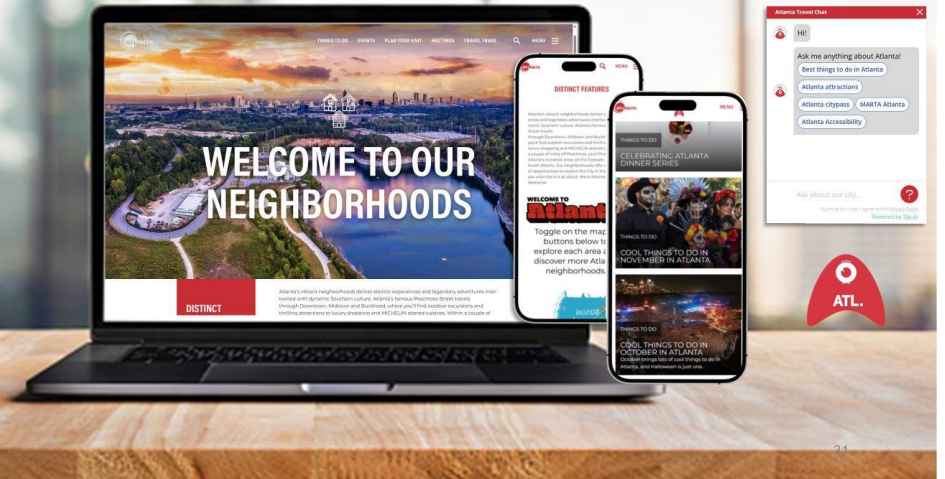
DiscoverAtlantaMeetings.com

Developed sustainability microsite and resources, enhanced supplier listings functionality, completed updates to top navigation, developed Digital Lounge and meetings-focused AI assistant for deployment



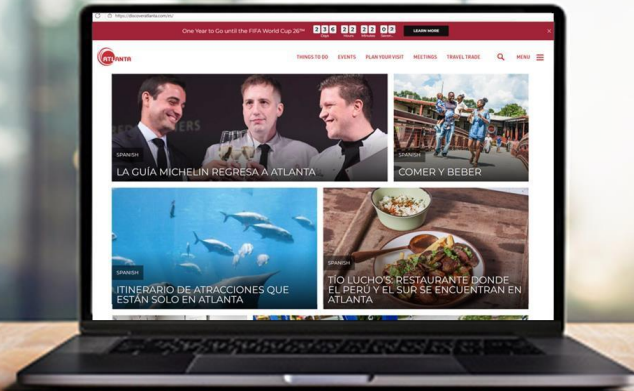
DiscoverAtlanta.com

Revamped neighborhoods content and microsite, launched video hub, increased engagement through compelling content and interest-based targeting, implemented leisure-focused AI assistant and increased ad positions in new top navigation



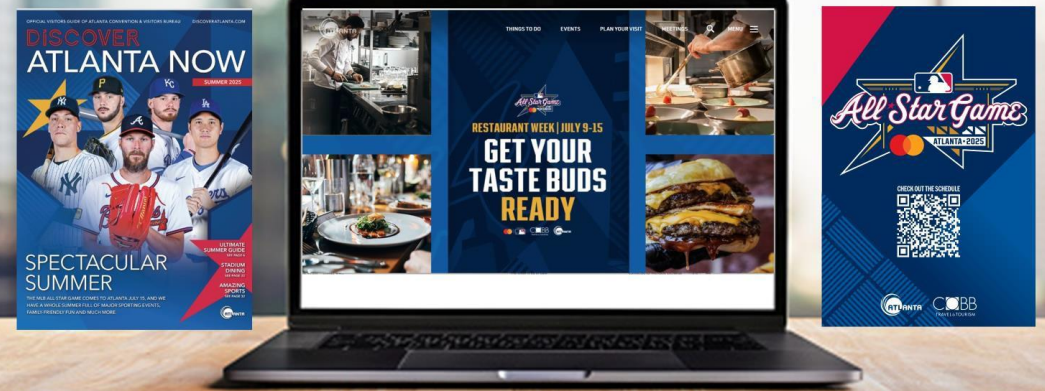
Spanish Language Content

Integrated Spanish content with 360-degree approach, increased visibility of Spanish language content on all channels for domestic Spanish-speaking travel audiences and conventions with Spanish-speaking attendees



MLB All-Star Game

Developed Discover Atlanta microsite and customized Discover Atlanta Now cover, enhanced trip planner and curated app, created décor and collateral for restaurant partners, built robust digital support via DiscoverATL platforms
23 total posts 28,000+ views 40,000+ impressions 100+ partner link clicks



Promoted advantage as a welcoming city



Colors of Atlanta. Global broadcast with Tantra Worldwide: 170 countries and 135 languages
Domestic: WABE, WNET, GPB, Roku, Hulu



MATTHEW ODOM



CASSIE WRIGHT



CREATIVE SOUL



BRYCE FRANCE

68th Annual National Puerto Rican Day Parade | New York City



Atlanta recognized as official statewide honoree for 2025 parade; ACVB produced media campaign and two-minute video which aired during live broadcast of parade on ABC

2025 Highlights

Produced four 30-minute episodes of United We Roar



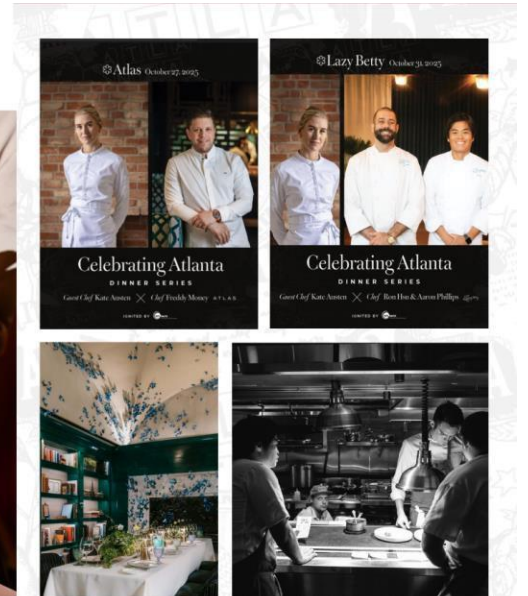
Positioning Atlanta as a soccer city and the hub for FIFA World Cup 26

2025 Highlights

Leveraged MICHELIN Guide selections



Michelin and Travel South USA launch MICHELIN Guide American South



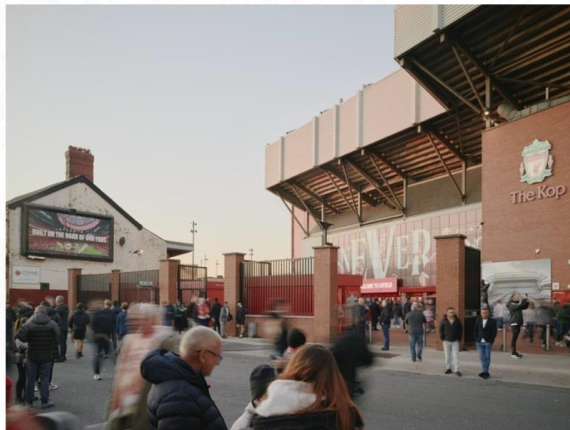
Welcoming renowned British chef and "Great British Menu" champion Kate Austen

2025 Highlights

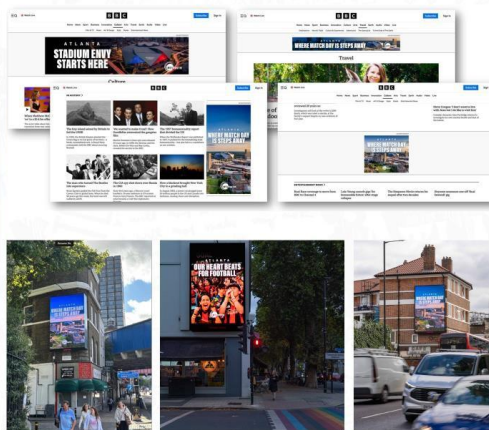
Launched phase one of FIFA international campaign (OOH and display ads)

486 billboards across the UK (static and motion)

BBC.com - France, Germany, Spain, Portugal



Anfield Stadium – Home to Liverpool Football Club



London, England



2026 Highlights

Hosted International Gardens Tourism Symposium



Produced four 30-minute episodes of United We Roar



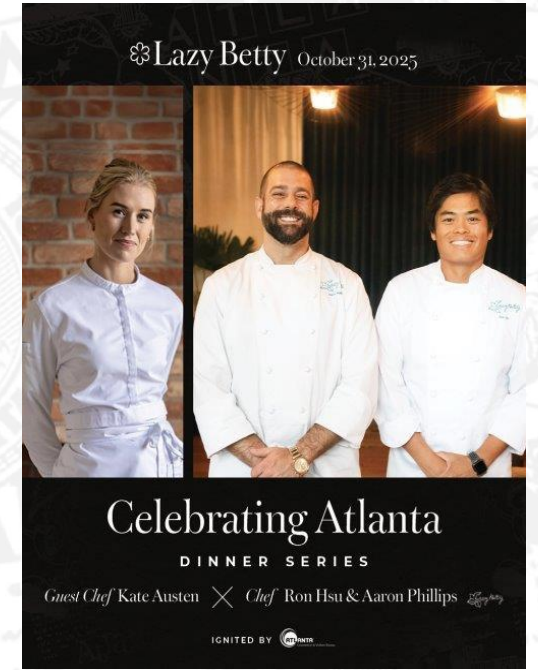
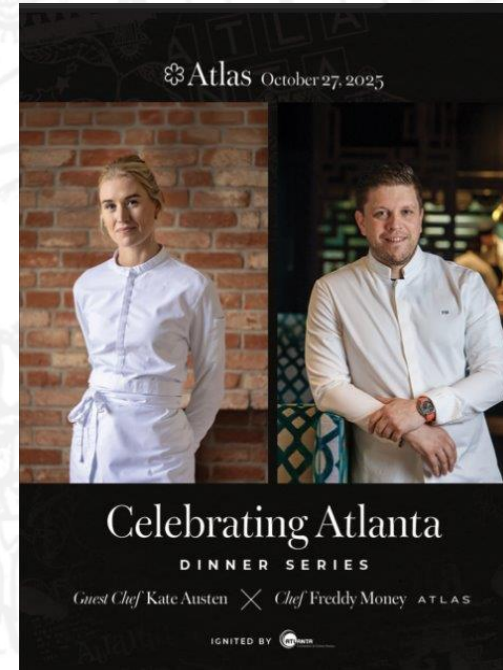
Positioning Atlanta as a soccer city and the hub for FIFA World Cup 26

2025 Highlights

Leveraged MICHELIN Guide selections



Michelin and Travel South USA launch MICHELIN Guide American South



Welcoming renowned British chef and "Great British Menu" champion Kate Austen

2026 Highlights

Hosted International Gardens Tourism Symposium



Hosted U.S. Civil Rights Trail Connectivity Conference

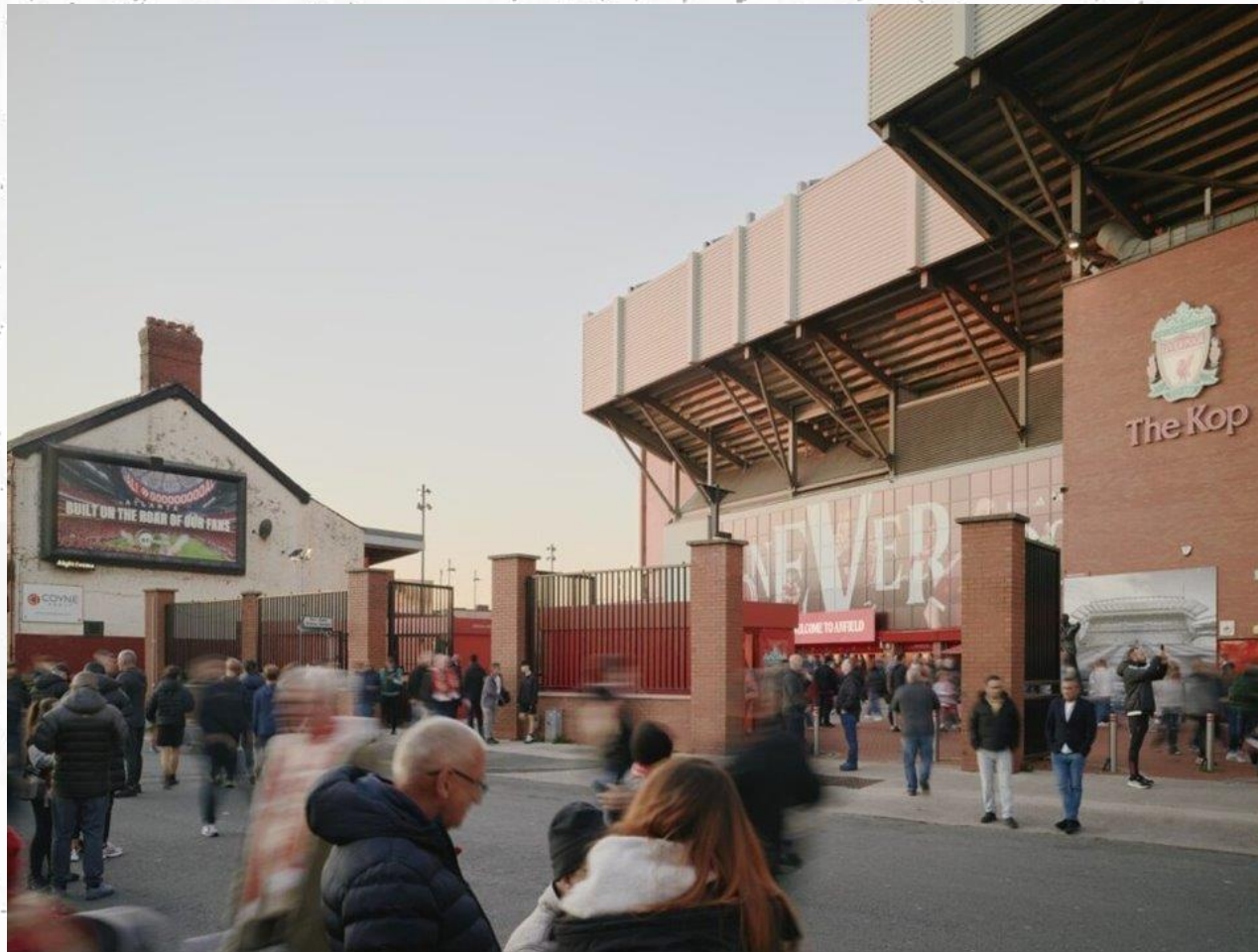


2025 Highlights

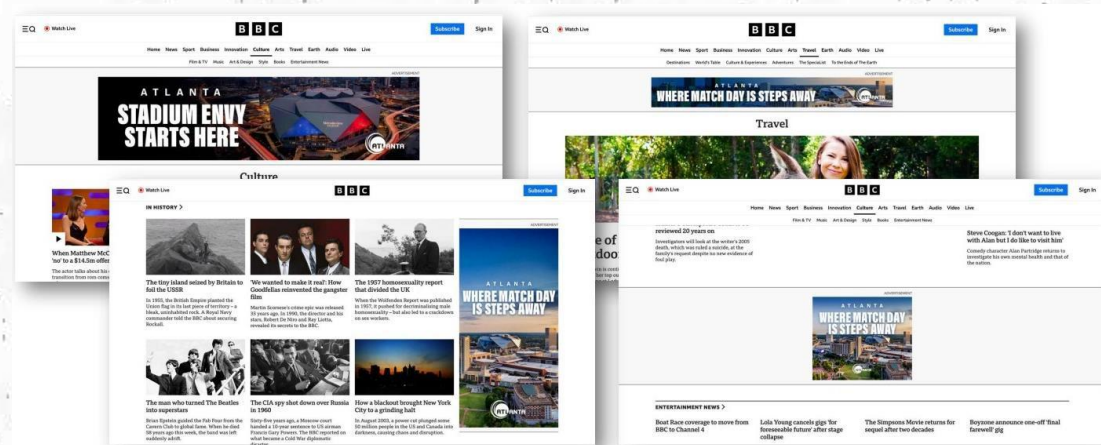
Launched phase one of FIFA international campaign (OOH and display ads)

486 billboards across the UK (static and motion)

BBC.com - France, Germany, Spain, Portugal



Anfield Stadium – Home to Liverpool Football Club



London, England



2025 MEDIA PLACEMENTS

LEISURE
GROUP TRAVEL

Atlanta Attractions
Captivate History Buffs

Southern Living[®]

The Best 14 Things To Do
In Atlanta, Georgia, Right Now

Smartmeetings

Keep an Eye on
Downtown Atlanta:
It's Transforming

meetings
PEOPLE + PLACES TODAY™

How U.S. Cities and Stadiums Are
Prepping to Host the
2026 FIFA World Cup

OUT

An LGBTQ+ guide to Atlanta:
style, soul, and Southern charm

VOYAGER
MAGAZINE
POUR RÉUSSIR VOS VOYAGES

Atlanta, the vibrant economic capital
of the Old South

CNN
CHILE

Atlanta: The Gateway to the World

thrillist

Everything You Need to Know
About March Madness in
Atlanta, Georgia



MATADOR
network

The 9 Best Soccer Bars
in Atlanta for Watching
the World Cup

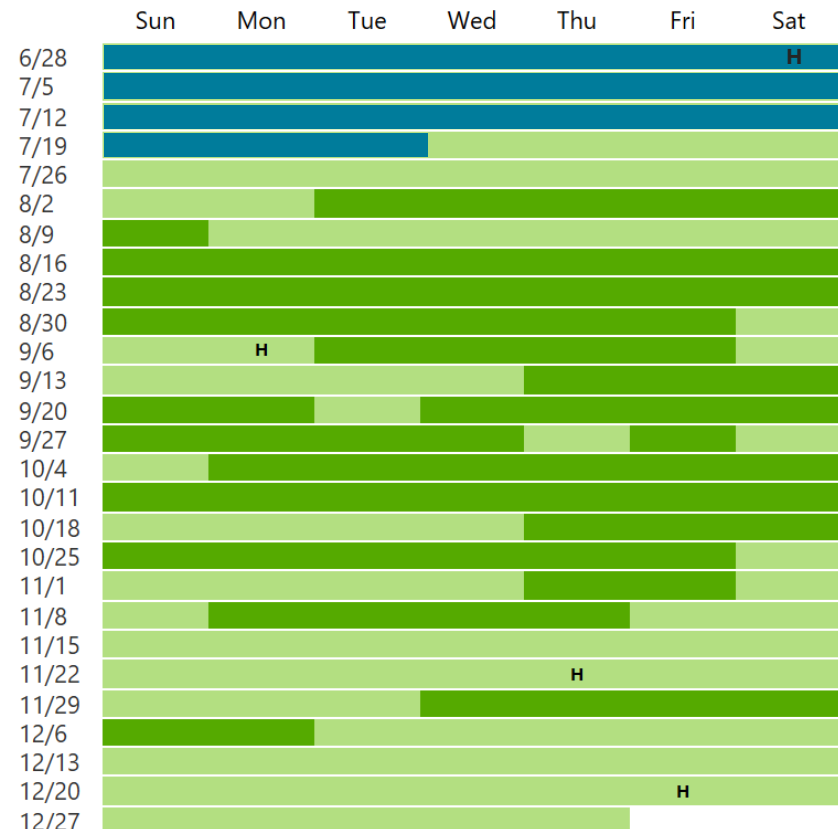
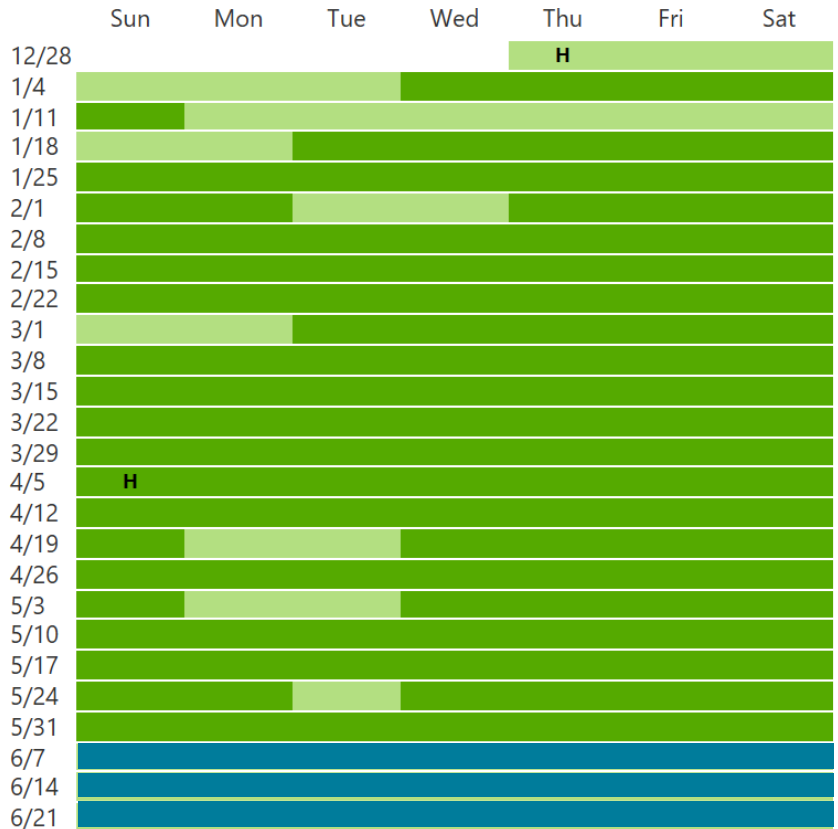
2026 Assumptions

- We continue with our assumption of a soft economic landing from the past few years and are projecting no growth for at least the near term
- Small to mid-size convention strategy to create opportunity for incremental growth
- Inbound international traffic will improve World Cup
- Association attendance will be flat year-over-year
- Corporate meetings will continue to remain soft
- Lead volume will continue to normalize

GWCC Exhibit Hall Occupancy

For 2026, GWCC’s Exhibit Hall occupancy is currently calculated to be **68%**.

Occupancy is calculated as the number of days each of the 3 buildings has an exhibit hall occupied with an event, divided by the total number of hall days for the year for 3 buildings (3 x 365 in 2026 = 1095). For 2026, there are currently 607 hall days with definite events, giving an occupancy of 55%. In addition, FIFA World Cup is currently marked as tentative for buildings A, B and C for 45 days in June and July. If counted as definite, this adds 135 hall days (45 x 3) to the occupancy bringing the current 55% to 68%.



- 2 or 3 Bldgs. Occupied with Definites
- 1 or 0 Bldgs. Occupied with Definites
- Occupied with FIFA "Tentative"

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

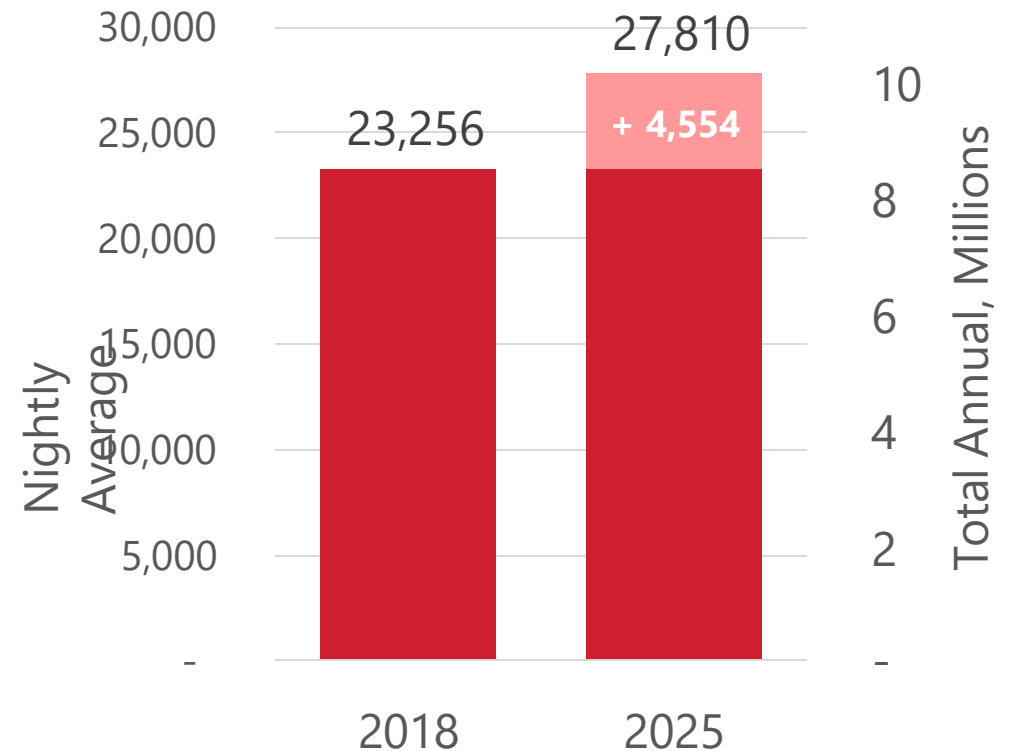
If six weeks were excluded from the denominator due to holidays, calculated occupancy for 2026 would rise to 77% = 742 occupied/ 969 potential days

Occupancy

Since 2018, the city has added 18 hotels and 4,554 rooms. This equals a 20% increase in room supply.

In 2025, there are now 117 hotels in the city of Atlanta with 27,810 rooms. This equals an annual nightly supply of over 10 million.

Hotel Room Supply



Hotel counts are based on year-end; room counts are the average nightly value for the entire year. Additions and growth values are net calculations. Data source: CoStar

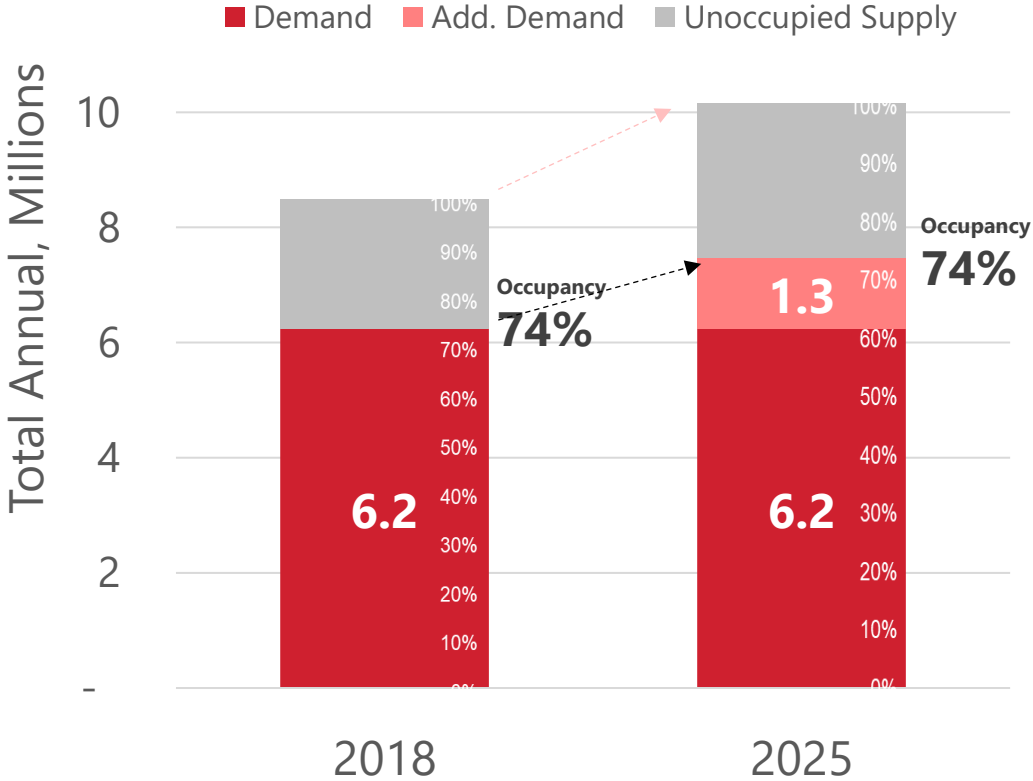
2025 demand values shown here are hypothetical for thought experiment.

Hotel Inventory

In 2018, 6.2 million room nights were sold (demanded). This equaled an occupancy of 74%.

With the additional supply, achieving an occupancy of 74% in 2025 would have required 7.5 million room nights sold, 1.3 million more than 2018.

Supply and Demand



Hotel counts are based on year-end; room counts are the average nightly value for the entire year. Additions and growth values are net calculations. Data source: CoStar



2026 Business Plan Goals

- Book 1.5 million room nights
- Maximize unique opportunities arising from hosting FIFA World Cup 26
- Work with convention planners to attain attendance goals
- Collaborate with hotel and convention center sales teams to optimize GWCCA convention center space
- Increase visibility of Atlanta as one of the top U.S. meeting and travel destinations
- Leverage ACVB martech platforms and expanded content capabilities to deliver highly-targeted content to meeting planners, attendees and leisure audiences
- Continue to position ACVB as an industry expert nationally and locally with a continued focus on diversity

Book 1.5 Million Room Nights

New or significant ramp up in focus

Strategically target citywide meetings under 2,500 peak room nights to maximize stacking, utilization of the marketing fund and increase occupancy of GWCC

Continue to promote opening of new convention center hotel to showcase continued upgrades to GWCCA campus

Redesign/build and launch trade show booths for both form and function to support ASAE, IMEX, IPW

Continue or enhance focus from prior year

Optimize all partnership agreements

Host in-market sales missions in Washington, D.C., Chicago, Atlanta, Philadelphia and New York City

Enhance airline efforts as flights increase into Atlanta

Continue efforts with international travel trade in key markets

Attend more than 50 industry direct sales events

Expand LinkedIn, social media messaging and other digital campaigns to highlight Atlanta's key differentiators

Extend enhanced destination maps to include walkability, proximity and new developments and integrate into destination tools including Digideck

Host in-market UpNext destination promotion events in Washington, D.C. and Atlanta

Pre-show promotion travel to 11 major citywide events

FIFA World Cup 26™

Maximize Unique Opportunities as a Host City

New or significant ramp up in focus

Target 3-4 countries with the highest potential for international visitation to Atlanta with sales efforts (Co-op marketing programs with selected tour operators, in-country sales missions focused on travel trade, FAM trips for top clients from each selected market)

Host a VIP FAM for top tentative and definite customers that will include touring new developments in the city and attending a World Cup match

Host top customers for VIP experiences throughout the tournament

Host key international influencer FAMs pre-tournament and return for VIP experiences throughout the eight Atlanta matches

Target key international feeder markets with an integrated advertising campaign promoting Atlanta as a hub city from which to experience the entire tournament and partner with BBC.com in select European markets to highlight Atlanta's benefits as a host city

Activate at official Fan Fest events as well as tournament-long watch party in Decatur

Translate Atlanta host committee website and key pages on DiscoverAtlanta.com into four languages

Continue or enhance focus from prior year

Use AI/NLP systems to dynamically serve FIFA-related content based on match week, user location and behavior tags (e.g., nearby, arts and culture, outdoors, music, etc.)

Expand reach in participating hotel guest rooms with a personalized AI concierge for FIFA guests

Develop visitor welcome campaigns and resources "Only in Atlanta" hosted activations

Promote hub city strategy with partner event collaborations and promotions on non-match days

Promote World Cup events calendar for partner promotions and public safety/traffic situational awareness

Develop citywide décor and branding package including content delivery opportunities

Host FIFA Team Services Workshop with media component

Provide Digideck marketing and resource toolkits for FIFA customer personas

FIFA World Cup 26™

Maximize Unique Opportunities as a Host City

New or significant ramp up in focus

Promote city guide content on Men in Blazers channels

Plan a World Cup-themed industry briefing

Provide members an additional layer of visibility through the City of Atlanta's Showcase Atlanta initiative

Continue integrated advertising campaign in UK with OOH, digital and social media, promoting Atlanta as a hub city from which to experience the entire tournament

Expand content on owned channels providing informational and things to do resources for World Cup visitors

Support our partners by promoting their World Cup activations and watch parties on our owned channels

Extend enhanced destination maps to include World Cup venue proximity, walkability, transportation zones and entertainment hubs with new developments

Continue or enhance focus from prior year

Host Showcase Business Ready Seminar in collaboration with Invest Atlanta

Organize hotel/hospitality partner public safety and human trafficking session

Supply destination content for Atlanta World Cup Host Committee and FIFA channels, app, etc.

Continue technical support and promotion of Showcase Atlanta's SBE directory

Continue to host metro area CVB/DMO, community and business informational sessions

Work With Convention Planners To Optimize Attendance

New or significant ramp up in focus

Continue to partner with Delta on tactical programs to support current and new routes and market opportunities

Extend and promote Spanish language content to conventions with Latino travel audience and translate key planner materials

Increase focus/frequency of group demographic profile surveys to curate targeted marketing content

Include Atlanta presence and onsite marketing promotions through pre-show travel to 11 of Atlanta's largest 2027 conventions

Host Update/UpNext in Atlanta to deliver services and destination promotion resources to tentative and booked meetings

Host UpNext Atlanta in Washington, D.C. to deliver services and destination promotion resources to booked meetings

Promote Digital Lounge assets to meeting planners for increased integrated destination content

Continue or enhance focus from prior year

Continue demographic-informed storytelling to reflect attendee diversity and unique attendee experiences for increased convention destination appeal

Upgrade TeraMaps with overlays for planner and attendee use for logistics, walkability, things to do and high-level way finding

Expand LinkedIn, social media messaging and other digital campaigns to highlight Atlanta's key differentiators

Continue to right size attendance expectations and room block needs

Expand attendee offerings through Savings in the City discount program

Promote/utilize Social Offset to address attendance building challenges

Continue relationship building activities with Georgia Department of Economic Development and Metro Atlanta Chamber to expand additional resources for successful convention outreach in the region

Support ongoing collaboration with city partners and public safety to address meeting planner concerns for safety and city readiness

Increase Visibility of Atlanta

A Top U.S. Meeting and Travel Destination

New or significant ramp up in focus

Maximize first year of American South partnership and year three of MICHELIN Guide selections of diverse culinary offerings through content, press events, activations, trade shows and as part of international tourism

Translate Atlanta World Cup Host Committee website and key pages on DiscoverAtlanta.com World Cup microsite into four languages

Expand international efforts in the Asian market

Launch modular campaigns centered on Atlanta's culture and experiences—dining, music and green spaces—highlighting distinct neighborhoods and things to do around upcoming major sporting events

Develop co-branded marketing partnerships with key major events and festivals to expand visibility and better highlight unique identity

Promote Atlanta's music legacy and superlatives across all genres through owned-channels, partnerships and global messaging including Rhythms of the South

Strengthen "City in the Forest" messaging emphasizing meeting logistics, unique venues, sustainability, walkability and neighborhood character

Ramp up promotion of Atlanta as a sustainable meetings destination through updated website and new meeting planner and partner tools

Continue or enhance focus from prior year

Highlight citywide events in earned media to help refresh visitor perspectives of Atlanta

Continue showcasing destination services activity on LinkedIn to highlight services, special programs/events and partner assets

Continue participation in ESPA annual meeting and Leadership Roundtable

Expand and refresh as needed digital content supporting virtual, hybrid and in-person site visits, FAM trips and trade shows

Pitch and submit Atlanta assets to publications for national accolade opportunities

Leverage visibility of Atlanta as host to major upcoming sporting events

Highlight citywide events in earned media to help refresh visitor perspectives of Atlanta

Continue Spanish-language expansion for Spanish-speaking World Cup audiences

Support key strategic public-facing events with 360 content, media and micro campaigns

Integrate key differentiators as a subtheme in all major campaigns

Increase Visibility of Atlanta

A Top U.S. Meeting and Travel Destination

New or significant ramp up in focus

Increase elevation/expansion of Destination Services package via Digideck

Leverage visibility of Atlanta as host to FIFA World Cup 26

Elevate delivery of pop-up concierge services to top citywide groups including targeted and curated digital content via Discover Atlanta hubs

Increased engagement with Downtown development partners for client campaigns and promotional opportunities

Leverage citywide public facing events for increased attendee destination content

Continue or enhance focus from prior year

Strengthen agile content strategy for increased relevance, reach and engagement

Expand content marketing strategies spotlighting Atlanta's diverse and tourism-ready neighborhoods

Extend and promote Spanish language content to conventions with Latino travel audience and translate key planner materials

Increase content on digital platforms by brand ambassadors to feed the personalization engine and search engines

Promote GWCCA campus enhancements and headquarter hotel connectivity to meeting planners

Strengthen partnerships with Hartsfield-Jackson Atlanta International Airport, Metro Atlanta Chamber and City of Atlanta for unified international visibility

Leverage Martech Platforms and Expanded Content Capabilities

Deliver Engaging, Highly-Targeted Content To Meeting Planners, Attendees and Leisure Audiences

New or significant ramp up in focus

Use AI/NLP systems to dynamically serve World Cup-related content based on match week, user location and behavior tags (e.g., music tourism, FIFA traveler, nature seeker, etc.)

Integrate more “near me” content and data through Comake for hyper-local personalization

Distribute and synchronize content including voice content for HCN and smart platforms

Expand usage of new partner pages, ensuring content on DiscoverAtlanta.com and third-party content generates awareness of Atlanta's assets

Sustainable meetings drip campaign for meeting planners using integration of ActOn and Simpleview

Expand and reorganize content on sustainable meetings website and cross promote through additional channels

Promote Digital Lounge to meeting planners for turnkey destination content for attendees

Continue or enhance focus from prior year

Continue participation in ACVB among disadvantaged business enterprises and local member stakeholders

Continue with AI integrations, improving one-to-one personalization providing better UI/UX for consumer life cycle, meeting planner journey and partner traffic

Continue scaling the personalization engine and Simpleview/Act-On integrations

Optimize email marketing efforts and workflow through Mailchimp

Continue to use Atlanta Meta World as a planning tool for booked meeting planners and expand usage by sales and destination services teams including GWCC

Ensure legal and financial risks of collecting and maintaining proprietary audience data are appropriately documented

Optimize ad model across all channels to provide additional revenue opportunities (ACVB, Discover Atlanta Publishing, membership publications and DiscoverAtlanta.com)

Continue representing diverse audiences and attendees with owned assets as well as content creators (photography, video, UGC, partner content)

Evaluate platforms, technologies and agencies for improvements in efficiency and budget

Expand on sustainable meetings resources for clients by expanding/refining supplier directory and new story series

Continue to Position ACVB as an Industry Expert

Nationally and Locally With a Heightened Focus on Diversity

New or significant ramp up in focus

Develop destination toolkit to include messaging and assets for members (only available on member portal)

Increase integration of ACVB leadership into visible roles in industry, trade and local organizations

Enhance Atlanta Business League partnership to impact small business community in a more cohesive, forward-facing experience

Organize ESPA Celebrate Services Week for team building, education and community service with hospitality partners

Continue to feature customer CSR programs and initiatives through social media and Atlanta stories

Promote Spanish language content to conventions with Latino travel audience

Leverage community partner sustainability committee twice annually to promote the city's efforts and expand resources for meeting planners

Continue or enhance focus from prior year

Enhanced focus on working with companies committed to sustainability, diversity or disadvantaged business enterprises for vendors

Highlight industry expertise through earned media, guest columns and opinion editorials

Capitalize on media opportunities to show importance of Atlanta's hospitality industry

Continue storytelling to highlight unique Atlanta history, heritage and local experiences for all consumers

Expand and update resource library of local engagement and charitable opportunities for convention team building events, exhibit hall donations and community service projects and programming

Continue support of Atlanta Police Foundation through volunteer opportunities and Atlanta Police Department appreciation event

2026 FINANCIAL PLAN



2026 Financial Plan Narrative

- Total revenue over eight years:
 - 2026: \$47,172,845
 - 2025: \$46,001,794
 - 2024: \$44,658,990
 - 2023: \$40,544,262
 - 2022: \$37,604,412
 - 2021: \$22,168,062
 - 2020: \$26,809,740
 - 2019: \$43,739,097
- 2026 room demand flat to 2025 and annual occupancy rate of 63%
- Payroll and related expenses will be up approximately 4% from 2025 reflecting full staff, merit increases, additional positions and benefit renewal increases
- Operating and fixed expenses will be relatively flat to 2025
- Direct promotional expenses will be up 10% due to one-time spending programs for FIFA World Cup 26

2026 SUMMARY BUDGET

	2026 Budget	2025 Forecast
Total revenue	\$ 47,172,845	\$ 46,001,794
Total expense	47,410,682	44,960,323
<hr/> Excess (deficiency)	<hr/> \$ (237,837)	<hr/> \$ 1,041,471

TOTAL PUBLIC SECTOR REVENUE

	2026 Budget	2025 Forecast
Hotel tax - City of Atlanta	\$ 18,239,768	\$ 17,617,493
Hotel tax - City of Atlanta - STR	3,594,182	3,558,596
Atlanta Convention Marketing Fund - 80%	9,264,644	8,948,568
Atlanta Convention Marketing Fund STR - 80%	1,825,616	1,807,541
Atlanta Convention Marketing Fund - 20%	2,316,161	2,237,142
Atlanta Convention Marketing Fund STR - 20%	456,404	451,885
Total public sector revenue	\$ 35,696,775	\$ 34,621,225

TOTAL PRIVATE SECTOR REVENUE

	2026 Budget	2025 Forecast
Annual meeting/HHOF	\$ 127,000	\$ 120,000
Contributed services	8,500,000	8,580,000
Co-op cash support	650,000	667,500
Membership dues	1,261,069	1,150,069
Other revenue	398,000	323,000
Publication ad revenue(Digital & print)	540,000	540,000
Total private sector revenue	\$ 11,476,069	\$ 11,380,569

TOTAL EXPENSE

	2025 Budget	2024 Forecast
Direct promotional expense	\$ 19,635,585	\$ 17,898,426
Expense against capital assets	2,420,000	2,582,800
Other operating expense	929,801	900,200
Payroll and related expense	13,335,036	12,822,788
Transfer to ACMF reserve	11,090,260	10,756,109
Total expense	\$ 47,410,682	\$ 44,960,323

TOTAL BUDGET BY CORPORATE ENTITY

	2026 Revenue	2026 Expense
Atlanta Convention & Visitors Bureau, Inc.	\$ 45,502,845	\$ 45,729,773
ACVB Enterprises, LTD	595,000	630,909
ACVB Foundation, Inc.	1,075,000	1,050,000
	<hr/>	<hr/>
	\$ 47,172,845	\$ 47,410,682



THANK YOU

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

Action Item

GWCCA staff recommends approval of ACVB
2026 business and financial plan

QUESTIONS?

Campus Operations Action Item

Stacey Church
Chief Operating Officer

Pargen Robertson
Chief Legal Officer

Beck Architectural Airside Master Plan Agreement



Beck Architectural Airside Master Plan

Project Scope:

Master planning for replacement of all airside HVAC equipment in GWCC buildings:

- Assessment of and a phased plan for replacement of equipment
- Budget pricing for each proposed phase for planning purposes
- Execution of Phase 1: replacement of 10 rooftop air handlers on Halls B1, B2, and B3

Approval to Award:

- Beck Architecture Georgia, LLC cost proposal: \$1,068,200
- Expected Design duration: approx. 24 weeks; **start Dec. 15**
- Expected Construction duration: est. 18 months; **start July 2026**

KPI:
FACILITIES,
CUSTOMER

FUNDING:
FY25A
Appropriation

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 air-side HVAC equipment replacement and modernization 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?

Action Item: Nominating Committee Report

Glenn Hicks
Nominating Committee Chair

Action Item: 2026 Proposed Board Meeting Dates

Brian Daniel
GWCCA Board Chair

2026 Meeting Schedule

JANUARY 27	FEBRUARY 24	MARCH 31	APRIL 28	MAY 19	JUNE 30
JULY 28	AUGUST 25	SEPTEMBER 16-18	OCTOBER 27	DECEMBER 8	

MAY meeting moved to prior Tuesday due to Memorial Day holiday

SEPTEMBER meeting typically cancelled in lieu of an Authority planning retreat

NOVEMBER / DECEMBER meetings combined

GWCCA RECOGNITION

Kevin Duvall
Chief Executive Officer



Human Resources Team

Bridges from School to Work: 2025 Employer of the Year



Courtney Harris

Talent Acquisition Coordinator
2 years with GWCCA

Harriet Thomas

Director, Talent Development and
Communications
21 years with GWCCA

Jasmine Isom

Talent Specialist
3 years with GWCCA

Brian Daniel 23rd
Ben Garrett 31st



Chairman's Holiday Toast



Next Scheduled Meeting

January 27, 2026

Thank You

