



Georgia World  
Congress Center  
Authority

# BOARD OF GOVERNORS MEETING

January 27, 2026

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# Action Item

Approval of Minutes  
December 9, 2025

# Financial Update


Rey Rodriguez  
Director of Finance

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# Financial Snapshot: November

Month	Budget	Actual	Variance
Revenue	\$6,892,890	\$7,588,835	↑ \$695.9K 10.1%
Expense	\$5,153,618	\$5,097,462	↓ \$56.2K 1.1%
Net Profit/(Loss)	\$1,739,271	\$2,491,373	↑ \$752.1K




**Attendance:**  
(estimated) 193,357




**Economic Impact:**  
(estimated) \$79.0M

# Financial Snapshot: December

Month	Budget	Actual	Variance
Revenue	\$3,914,748	\$4,171,095	↑ \$256.3K 6.5%
Expense	\$4,895,951	\$4,966,210	↑ \$70.3K 1.4%
Net Profit/(Loss)	(\$981,202)	(\$795,115)	↑ \$186.1K



**Attendance:**  
(estimated) 318,548



**Economic Impact:**  
(estimated) \$164.2M

# Financial Snapshot: YTD thru December 2025

YTD	Budget	Actual	Variance
Revenue	\$28,939,092	\$31,795,490	↑ \$2.9M 9.9%
Expense	\$32,160,902	\$32,492,253	↑ \$331.4K 1.0%
Net Profit/(Loss)	(\$3,221,810)	(\$696,763)	↑ \$2.5M



# FY26: Q3 Rolling Forecast Update

Year-End Profit	
Budget	\$1,733,850.73
Projection	\$ 4,000,758.11



Georgia World  
Congress Center

# QUESTIONS?

# MBS 2026 Proposed Maintenance Plan, Capital Improvement Plan, and Submitted Expense Budget Review

Dietmar Exler, Chief Operating Officer

Roxanne Porch, VP/Chief Financial Officer

Adam Fullerton, VP, Stadium Operations

Lauren Hittel, Director of Finance

# AGENDA

- Mercedes-Benz Stadium Team Introductions
- FIFA 2026 Update
- Atlanta United Team Update
- Atlanta NWSL Team Introduction
- MBS Financial Review



# **Mercedes-Benz Stadium Team Introductions**

# Mercedes-Benz Stadium Key Contacts



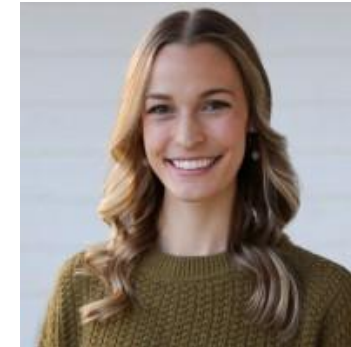
**Dietmar Exler**  
**Chief Operating Officer**



**Adam Fullerton**  
**VP Stadium Operations**



**Roxanne Porch**  
**CFO / VP Finance**



**Lauren Hittel**  
**Finance Director**



# **FIFA 2026 Update**



**FIFA WORLD CUP 2026**

**138**

**DAYS**

**ATLANTA**

**JUNE 15**

Days as of 1/27/26



**Draft Party December 5, 2025**

# Atlanta will host 8 matches at FIFA World Cup 2026 at Mercedes-Benz Stadium



## GROUP STAGE

SPAIN  V  CABO VERDE

JUNE 15 - 12:00 PM ET

DEN/MKD/CZE/IRL  V  SOUTH AFRICA

JUNE 18 - 12:00 PM ET

SPAIN  V  SAUDI ARABIA

JUNE 21 - 12:00 PM ET

MOROCCO  V  HAITI

JUNE 24 - 6:00 PM ET

COD/JAM/NCL  V  UZBEKISTAN

JUNE 27 - 7:30 PM ET

## ROUND OF 32

1L  V  3EHIJK

JULY 1 - 12:00 PM ET

## ROUND OF 16

W86  V  W88

JULY 7 - 12:00 PM ET

## SEMIFINAL

W99  V  W100

JULY 15 - 3:00 PM ET

England?

Argentina?

Arg vs.  
Eng/Braz?

# Atlanta/Host Committee Ready for FIFA 2026



## Atlanta Host Committee

### Participants

Dan Corso (Atlanta Sports Council)  
Kevin Duvall (GWCCA)  
Dietmar Exler (AMBSE)  
William Pate (ACVB)  
Amber Steele (Coca Cola)

Justin King (King & Spalding)\*  
Georgia O'Donoghue (Host Committee)\*

### Closely working with

City of Atlanta/Showcase Atlanta  
State of Georgia  
Airport, Hotels, Downtown Partners

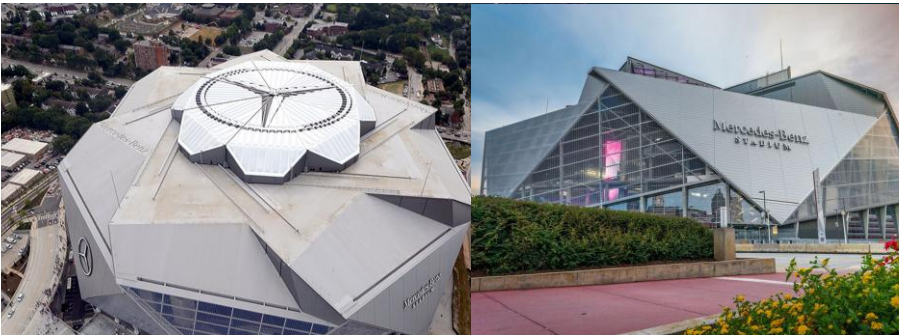
## Fan Festival at Centennial Olympic Park



# Biggest Open Items for Mercedes-Benz Stadium: Commercially Clean Stadium and Grass



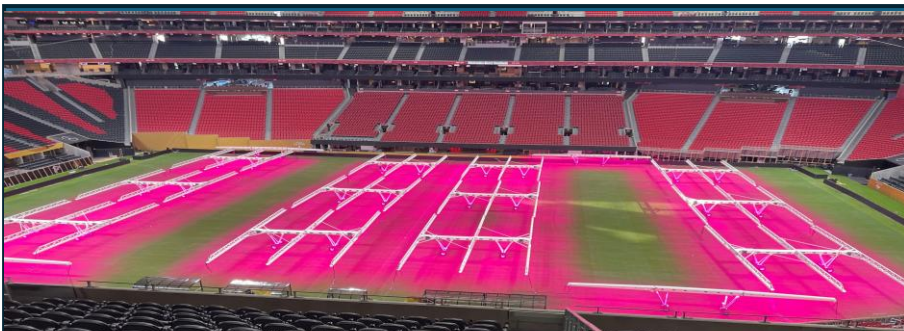
## Commercial clean Stadium – Outside signage



**FIFA requires a commercially clean stadium** (no stadium name sponsor), including outside signage, inside signage and staff uniforms

- Outside signage: Covering/removal of MBS star on top & side and Mercedes-Benz signage on side of stadium
- Inside signage: covering of commercial signs
- Uniforms – No MBS logos on uniforms, requires new uniforms

## Natural grass at MBS – Grow lights



**FIFA requires natural grass surface** - grass installation to start 1/31/26, grow lights required, switch back to artificial turf starting 7/18/26

Significant impact on event calendar – no concerts or Private Events, only soccer matches on the pitch: 8 AU, 2 Int'l and 8 FIFA matches



# **Atlanta United Team Update**

# New Season for Atlanta United Starts 3/7 with a Familiar Coach

Season Home Opener: March 7, 2026  
Full House with 70K

ATLANTA UNITED FC

## 2026 SCHEDULE

PRESENTED BY DELTA

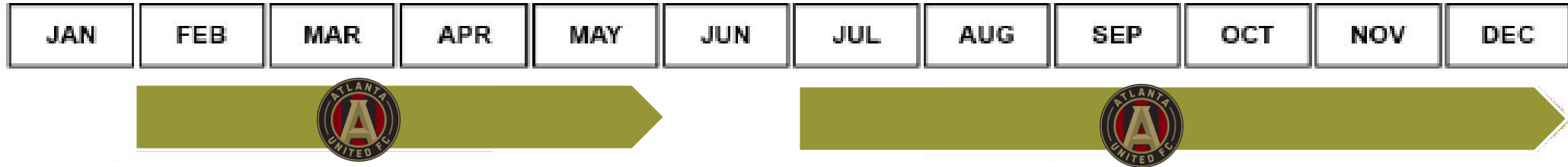
SATURDAY <b>2/21</b> 4:30 PM FOX	SATURDAY <b>2/28</b> 7:30 PM	SATURDAY <b>3/7</b> 7:30 PM	SATURDAY <b>3/14</b> 3:00 PM FOX	SATURDAY <b>3/21</b> 7:30 PM	SATURDAY <b>4/4</b> 7:30 PM
SATURDAY <b>4/11</b> 8:30 PM	SATURDAY <b>4/18</b> 7:30 PM	WEDNESDAY <b>4/22</b> 7:30 PM FS1	SATURDAY <b>4/25</b> TBD	SATURDAY <b>5/2</b> 7:30 PM	SATURDAY <b>5/9</b> 7:30 PM
SATURDAY <b>5/16</b> 7:30 PM	SUNDAY <b>5/24</b> 5:00 PM	LEAGUE BREAK	FRIDAY <b>7/17</b> 8:00 PM FOX	WEDNESDAY <b>7/22</b> 8:00 PM FS1	SATURDAY <b>7/25</b> 7:30 PM
SATURDAY <b>8/1</b> 7:30 PM	SATURDAY <b>8/15</b> 7:30 PM	WEDNESDAY <b>8/19</b> 8:30 PM	SUNDAY <b>8/23</b> 7:00 PM	SATURDAY <b>8/29</b> 7:30 PM	SATURDAY <b>9/5</b> 7:30 PM
WEDNESDAY <b>9/9</b> 7:30 PM	SATURDAY <b>9/12</b> 7:30 PM	SATURDAY <b>9/19</b> 10:30 PM	SATURDAY <b>9/26</b> 7:30 PM	SATURDAY <b>10/10</b> 7:30 PM	WEDNESDAY <b>10/14</b> 7:30 PM
SATURDAY <b>10/17</b> 7:30 PM	SATURDAY <b>10/24</b> 7:30 PM	WEDNESDAY <b>10/28</b> 7:30 PM	SUNDAY <b>11/1</b> 4:30 PM	SATURDAY <b>11/7</b> 4:00 PM	

■ Home ■ Away  
All matches available on Apple TV



Tata Martino is back!

# MLS Aligning Their Season with the International Match Schedule *Begins 2027*



## Transition Season

Matches: 14 matches  
Feb. '27 – Apr. '27

Play-offs: May '27

## Regular Season

Matches: 34 matches  
July '27 – April '28  
Break late Dec. – early Feb.

Play-offs: May '28

## **Main Advantages**

- Alignment with international calendar – player transfer and international breaks
- Better timing for play-offs in terms of weather and international breaks



# **Atlanta NWSL Team Introduction**

# New NWSL Team for Atlanta



## Key Facts:

Announced: 11/11/2025  
Atlanta 17th Team in NWSL

Inaugural Season: 2028  
Name: TBD  
Colors: TBD  
Match Location: MBS  
28k seating  
Training Grounds Location: TBD

# New NWSL Team Requires Substantial Modifications to MBS

## Stadium Updates

### Women's Locker Room

- Dedicated, permanent locker room for *our* team inside MBS
- Unique locker room requirement by NWSL
  - . Completely separated locker rooms for teams and coaches
  - . Separate locker room for U18 players
  - . Requirements for meeting rooms, medical rooms, etc.

### MBS Configuration 28k

- NWSL today: average audience 10-11k, top teams 18k per match
- Target for MBS: 28k capacity (100 & S1)

### Current Plan:

*No conversion of any existing locker room - build a new locker room*

*New curtain system covering 200 & up*

### **Expect 60+ major events at MBS per year**

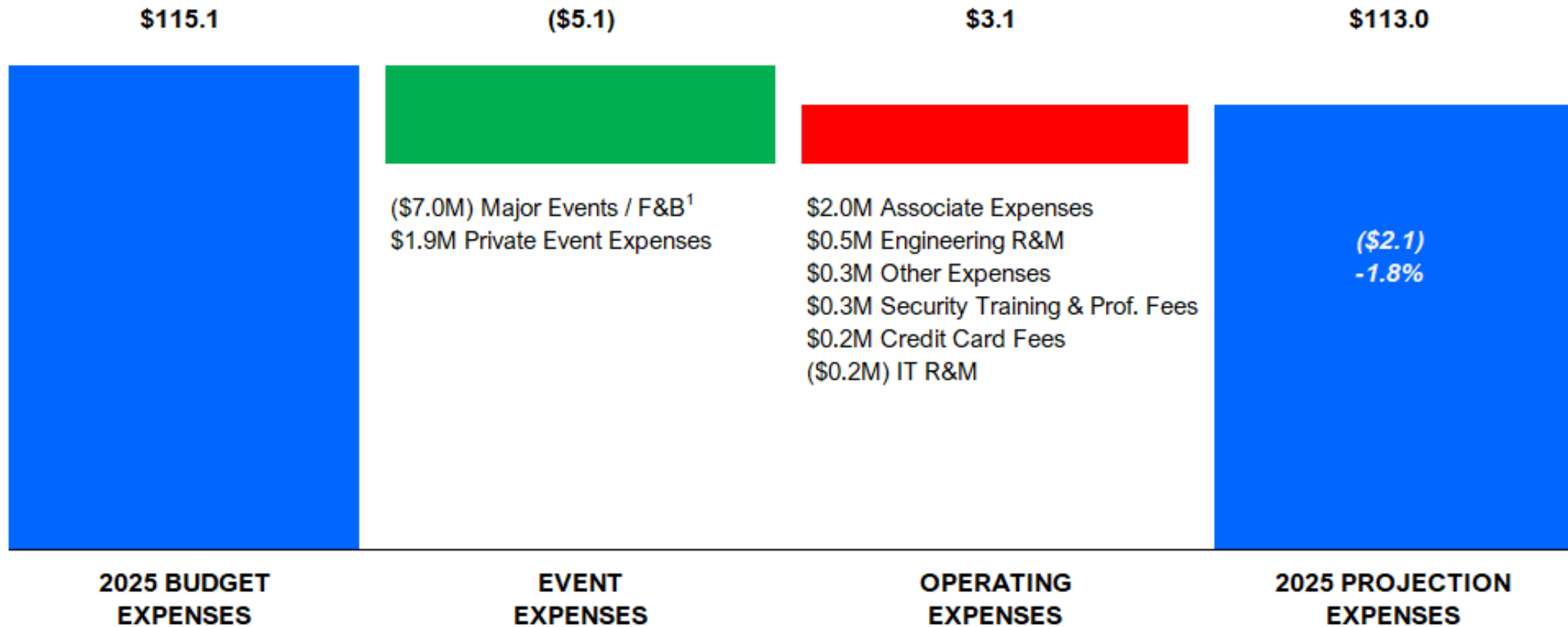
- NWSL team playing 16 home games per season (w/o playoffs) between March – November
- MBS typically hosts 10 Falcons games, 20 AU games, 6 college football games, 6-8 concerts, as well as high school football, conventions, etc.



# **MBS Financial Review**

# MBS Expense Budget: 3/1/25 – 2/28/26

## 2025 Budget vs Projection

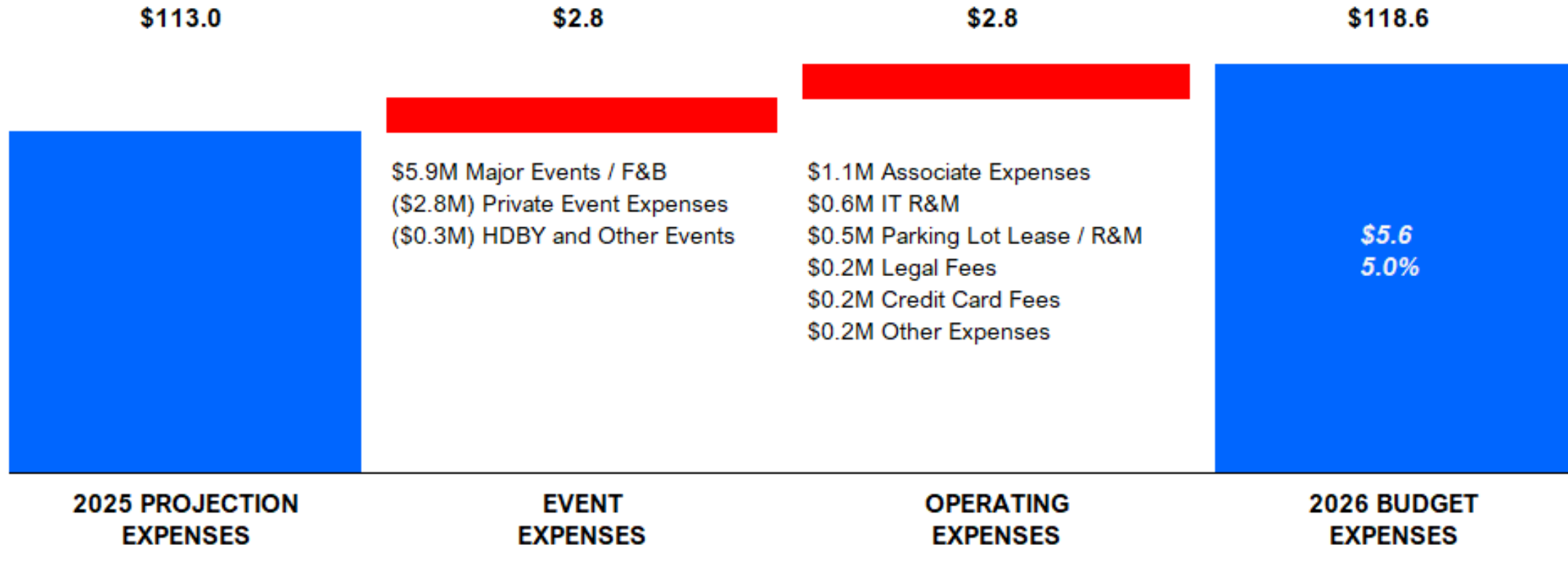


\$ in millions

<sup>1</sup> Major Events - Additional Beyonce Night, Removal of Billy Joel, ATLive (2), United Playoff, and Falcons Open Practice

# MBS Expense Budget: 3/1/26 – 2/28/27

## 2025 Projection vs 2026 Budget



\$ in millions

# MBS Capital Expenditures

3/1/26 – 2/28/27

2026 Total Projects: \$46.5M

- \$1M+: \$35.9M
- \$100K - \$1M: \$9.4M
- <\$100K: \$1.2M (not listed)

Item No	Budget Category	Budget in millions	Timing	Project Name	Project Description
1	Technology	\$22.00	Q4 - 2027	DAS Phase I Build	Upgrade DAS system
2	Discretionary Improvement	\$5.40	Q4 - 2027	Suite Remodels/Centennial Rooftop Bar	Start three year process to upgrade suites and build new suite rooftop bar
3	FF&E	\$3.00	Q3 - 2026	Mercedes-Benz Stadium Logo Replacement	Replace exterior Mercedes-Benz logos and letter sets on façade
4	Technology	\$1.50	Q1 - 2026	PTZ Cameras	Install PTZ cameras and build out a video control room
5	Discretionary Improvement	\$1.50	Q4 - 2027	Main Team Store Upgrade	Update Team Store
6	FF&E	\$1.25	Q3 - 2026	Boiler Replacements	Replace boilers
7	Technology	\$1.23	Q2 - 2026	AV Equipment Refresh - Delta & MB Club	Refresh AV equipment in Delta and MB Clubs
8	Discretionary Improvement	\$0.95	Q3 - 2026	HDBY Grass Replacement	Restore and replant grass on all three HDBY lawns
9	Technology	\$0.84	Q1 - 2026	300 Level Acoustic Panels	Upgrade acoustics by adding panels to 300 level
10	Discretionary Improvement	\$0.80	Q1 - 2026	Owner Suite Upgrade	Renovate owner's lower suite
11	FF&E	\$0.80	Q1 - 2026	Stadium Rigging & Truss	Install automatic rigging and truss system
12	Building Infrastructure	\$0.70	Q3 - 2026	Field Turf Replacement	Replace field turf
13	Discretionary Improvement	\$0.50	Q2 - 2026	Admin Lobby Upgrades	Rebrand admin lobby
14	FF&E	\$0.48	Q3 - 2026	Exterior Façade Lighting	Replace exterior façade lighting
15	Building Infrastructure	\$0.43	Q1 - 2026	Admin Exterior Upgrades	Expand parking area by admin lot
16	Discretionary Improvement	\$0.40	Q1 - 2026	Admin Interior Lobby Upgrades	Admin entry and breakroom upgrades and cosmetic improvement
17	Technology	\$0.40	Q1 - 2026	Exterior Camera Refresh	Refresh exterior and gate cameras
18	Building Infrastructure	\$0.30	Q3 - 2026	Field Tunnel Flooring	Replace field tunnel flooring
19	FF&E	\$0.28	Q3 - 2026	HBDY Lights	Replace light fixtures throughout HBDY
20	FF&E	\$0.25	Q1 - 2026	Wayfinding Signage	Upgrade wayfinding signage
21	Discretionary Improvement	\$0.20	Q1 - 2026	Admin Office Upgrades	Update office workspaces
22	Technology	\$0.20	Q2 - 2026	PA Refresh - Design	PA refresh planning
23	FF&E	\$0.20	Q1 - 2026	F&B - Fridge & Freezer Upgrades	Replace fridges and freezers for concession locations
24	Discretionary Improvement	\$0.20	Q2 - 2026	Mini Suites	Design new mini suites
25	Discretionary Improvement	\$0.20	Q4 - 2027	NWSL Locker Room	Design new NWSL locker room
26		\$0.20	Q4 - 2027	New Storage Facility	Design new storage facility due to support additional NWSL team operations
27	Building Infrastructure	\$0.20	Q4 - 2027	Upgrade Curtain System	Design new curtain systems for 200 and 300 levels for NWSL matches
28	Building Infrastructure	\$0.18	Q1 - 2026	Admin Lot Security Booth	Build security booth before admin lot entry
29	Technology	\$0.17	Q1 - 2026	Turnstile Hardware Upgrades	Upgrade turnstiles hardware at Gate 4 to latest technology
30	Technology	\$0.15	Q3 - 2026	AV Equipment Refresh - Truist & AMG Clubs	Refresh AV Equipment in Truist and AMG clubs
31	Building Infrastructure	\$0.15	Q3 - 2026	Main Kitchen Refrigeration Upgrades	Main kitchen cooler and freezer independent reconfiguration
32	FF&E	\$0.11	Q2 - 2026	TerraTrax Attic Stock	Replenish TerraTrax attic stock flooring
33	Building Infrastructure	\$0.10	Q2 - 2026	Visitor & Auxiliary Locker Room Flooring	Replace flooring in visitors and auxiliary locker rooms

# MBS Five Year Capital Plan

2026 – 2030

Increased capital investment 2027 – 2028 due to completing suite upgrade projects, technology upgrades, and on-going replacement of aging stadium assets

Fiscal Year	Projected Capital Expenditures <i>in millions</i>
2026	\$46.4
2027	\$131.9
2028	\$57.2
2029	\$24.9
2030	\$22.9
<b>Total \$</b>	<b>283.2</b>

## 2027 Major Spending Areas:

- \$63M Suite remodels
- \$23M DAS upgrade
- \$20M NWSL team areas
- \$14M PA sound system
- \$17M infrastructure upgrades
- \$7M IT large scale equipment refreshes

## 2028 Major Spending Areas:

- \$18M Suite remodels and club upgrades
- \$10M IT large scale equipment refreshes
- \$18M infrastructure upgrades

## 2029 Major Spending Areas:

- \$8M IT large scale equipment refreshes
- \$17M infrastructure upgrades

*Major capital projects, including 2026 projects, will be presented for formal review and approval when detailed plans are available*

# QUESTIONS?

# TKE Agreement Action Item

Stacey Church  
Chief Operating Officer

Pargen Robertson  
Chief Legal Officer

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# Summary

## Funding

- \$10 million appropriation in FY2025A Budget for vertical transportation improvements

## Scope

- Prioritize elevators, then Building C escalators
- Includes design and construction



# Summary

## Process

- Lerch Bates engaged to assist with establishing priorities, design documents
- RFP issued July 14, 2025, for modernization of 9 elevators (6 passenger, 3 freight)
- Two responses received: Kone and TKE
- TKE selected based on responsiveness and scoring
- Expected completion: August 2027

## Requested Board Action

- Authorization to contract with TKE for \$3.1M



# 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, substantially in the 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 elevator modernization services 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?

# Next Scheduled Meeting

February 24, 2026

# Thank You

