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# Mission Statement

**M**ission: The State of Georgia established the Georgia World Congress Center Authority to develop and operate the Georgia World Congress Center, the Georgia Dome, Centennial Olympic Park and related facilities. These facilities exist for the primary purpose of promoting and facilitating events and activities that generate economic benefits to the citizens of the State of Georgia and the City of Atlanta as well as enhance the overall quality of life for every Georgian.

**Vision:** Our vision is to constantly earn our reputation as one of the world's finest convention, sports and entertainment venues. Every day we exemplify our steadfast commitment to excellence in our expertise, efficiency and quality of service. Our vision is to lead our industry through innovation; to operate successfully in an ethical manner; to satisfy our customers' expectations with motivated service-oriented employees; to provide a safe, clean environment; and to foster both the personal and professional growth of our people.

**Values:** To achieve our vision, we make our customers the focus of all we do. We take pride in providing friendly and courteous service to our guests and customers. We strive constantly to improve productivity and to promote the best interests of the Georgia World Congress Center, the Georgia Dome and Centennial Olympic Park.

# Director's Report

By any measure, fiscal 2000 was a significant year of growth and development for the Georgia World Congress Center Authority. Construction of the Phase IV addition to the Congress Center has begun. This 1.4 million square-foot expansion represents an almost 50 percent increase in the size and capacity of the facility. As we enter the new millennium, Phase IV will provide the foundation for GWCC's continued contribution to economic development in Georgia.

Fiscal 2000 saw both the GWCC and Georgia Dome continue to show strong revenues and profitability. More than 4 million visitors attended over 500 events at the GWCC, Dome and Centennial Olympic Park.

This year brought continued record growth in the trade show and meeting business, as well as for facilities used to host these events nationwide. Along with the GWCC, many of our competitors undertook expansion construction, opened new facilities or announced plans for future growth. To maintain our market share, our plans include not only the dramatic increase of our physical plant in Phase IV, but also the pro-active recruitment, training and retention of our workforce.

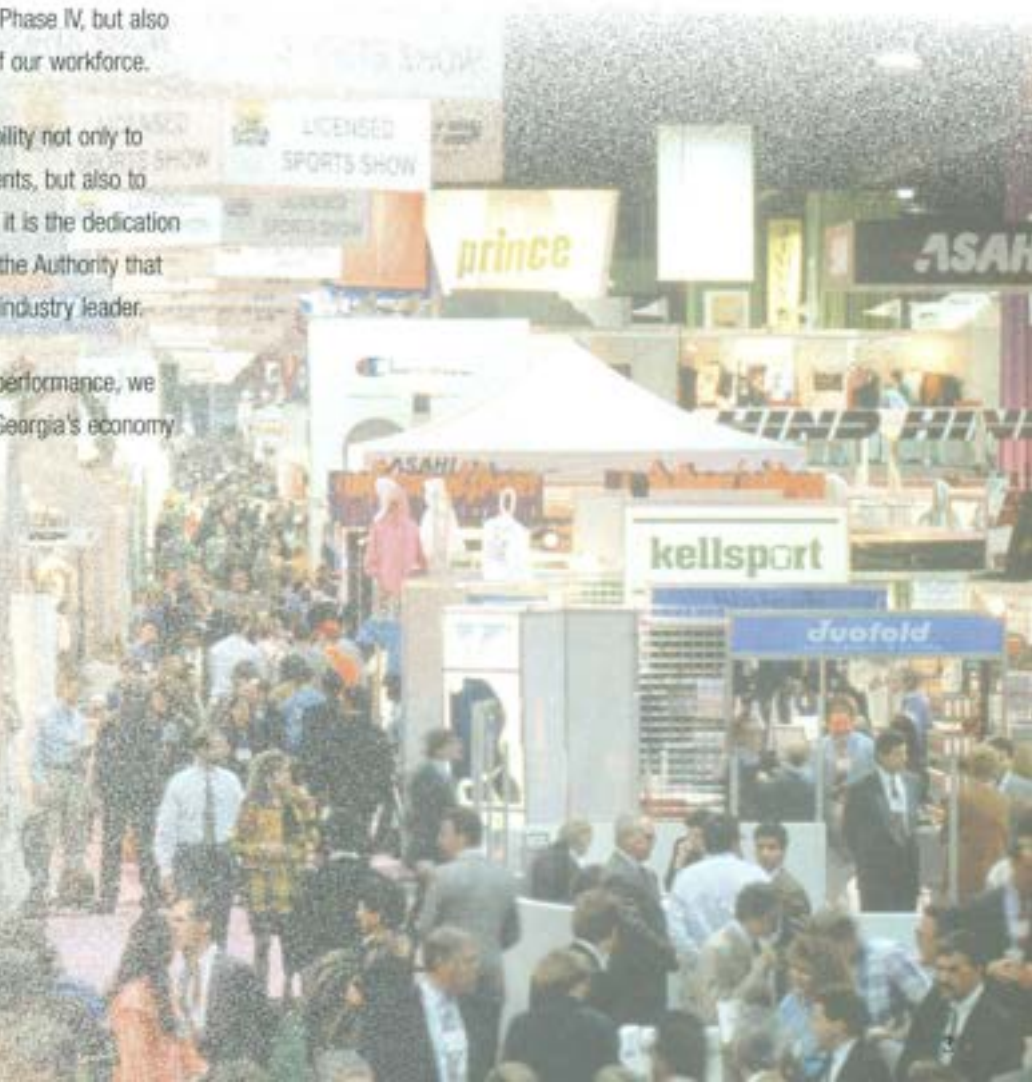
Our long-term success is firmly anchored in our ability not only to accommodate the physical growth of our client events, but also to exceed their expectations of service. We recognize it is the dedication of the hundreds of men and women who work for the Authority that maintains our position as a world-class hospitality industry leader.

By setting high standards for plant and personnel performance, we will continue to make a significant contribution to Georgia's economy and enhance our state's image.

Sincerely,



D.A. Graveline, Executive Director  
Georgia World Congress Center Authority





# Georgia World Congress Center

**T**he Georgia World Congress Center enjoyed a strong financial performance in fiscal 2000. We generated operating revenue of \$35,747,428, a net gain of \$9,379,870, and new tax revenues of over \$103,000,000. Trade show attendance remains strong, while gains realized from a dramatic rise in corporate events produced a 26 percent increase in food and beverage revenues over the previous year.

The foundations of Phase IV expansion have been poured and the outline of this newest addition is beginning to rise from Georgia's red clay. Events representing over 1,000 days of committed activities — from 2002 through 2008 — are already on the books for Phase IV.

Staffing, training and development plans were further refined in fiscal 2000, with an eye toward the gradual addition of significant personnel before the opening of Phase IV. Our goal is to maintain our reputation as one of the nation's most customer-focused convention centers, as we grow into larger facilities.



*A variety of groups staged 218 non-exhibit events at the Congress Center this year. They included product launches, sales meetings, news conferences, receptions, seminars, graduations, pageants and recitals.*



*A total of 51 major trade shows called the Congress Center home in fiscal 2000. Show managers routinely identify several reasons for selecting the Congress Center as a preferred venue. These include 950,000 square feet of prime exhibit space, the facility's telecommunications capability, exemplary food service and an experienced workforce with a reputation for problem-solving and hospitality.*

*Beyond the campus, event planners enjoy the facility's proximity to over 10,000 downtown hotel rooms and the city's transportation options — Hartsfield International Airport, MARTA, Interstate Highways 20, 75 and 85. Also, the city is noted among business-conscious visitors for its numerous dining and entertainment options.*

The Georgia World Congress Center's primary sources of operating revenue continue to be rent, utility services and food service, which together made up 72 percent of our operating revenue.

Parking revenue rose 9 percent over last year while the hotel/motel tax was 5 percent higher than fiscal 1999. Other revenues were up 28 percent over last year.

Non-operating revenue includes City of Atlanta and Fulton County hotel/motel tax revenues, which are dedicated to the Atlanta Convention and Visitors Bureau.

## Congress Center 2000 Revenue Statement

### Operating Revenue

Rent .....	13,112,351
Exhibit Utility Services .....	6,568,179
Food Service .....	6,158,155
Parking .....	2,745,962
Hotel/Motel Tax .....	4,009,294
Other .....	3,153,487

**Subtotal .....** 35,747,428

### Non-operating Revenue

Transfer from Reserve .....	2,360,389
Contributed Equipment .....	296,799

**Subtotal .....** 2,657,188

Hotel/Motel Tax (ACVB) .....

**Total .....** \$ 47,762,409



# The Congress Center

## Congress Center 2000 Expense Statement

### Operating Expense

Personal Services .....	15,655,565
Regular operating .....	5,964,372
Equipment .....	210,758
Contract/Fees .....	2,178,276
Other .....	1,126,862
<b>Subtotal .....</b>	<b>25,135,833</b>

### Non-operating Expense

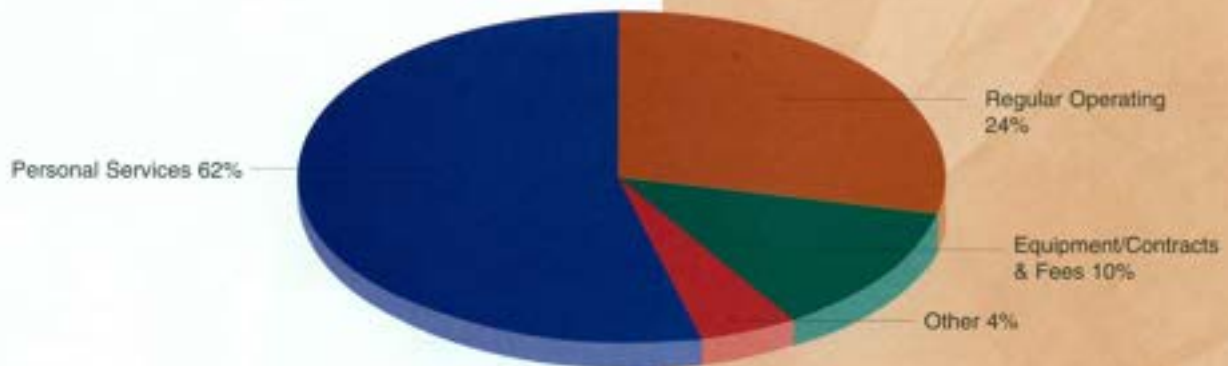
Contribution to Centennial Olympic Park .....	1,484,770
Capital Improvements and Projects.....	2,404,143
<b>Subtotal .....</b>	<b>3,888,913</b>

Hotel/Motel Tax.....	9,357,793
<b>Total .....</b>	<b>\$ 38,382,539</b>
<b>Net Gain .....</b>	<b>9,379,870</b>



Major trade shows and corporate convention meetings in the World Congress Center this year included National Business Aviation, International Poultry Exposition, the Super Show, Anheuser Busch, Ace Hardware, American Urological Association, SUPERCOMM, Networld+Interop, American Heart Association and International Association of Amusement Parks and Attractions.

Operating Expense





## Exhibit Hall Days

The Georgia World Congress Center measures bookings in terms of Exhibit Hall Days for each of three exhibit hall groupings: ABC, DEF and GH. For our Phase IV expansion opening in 2002, we have added a fourth grouping: JKLM.

One "Exhibit Hall Day" is equivalent to all space booked in either Halls ABC, Halls DEF or Halls GH for one full day.

"Practical Maximum Bookings" is equivalent to all exhibit hall space booked at capacity for 285 days of the year. This number takes into account national holidays and seasonal slow periods, plus an average loss of three days per month for inherent scheduling gaps between major events.

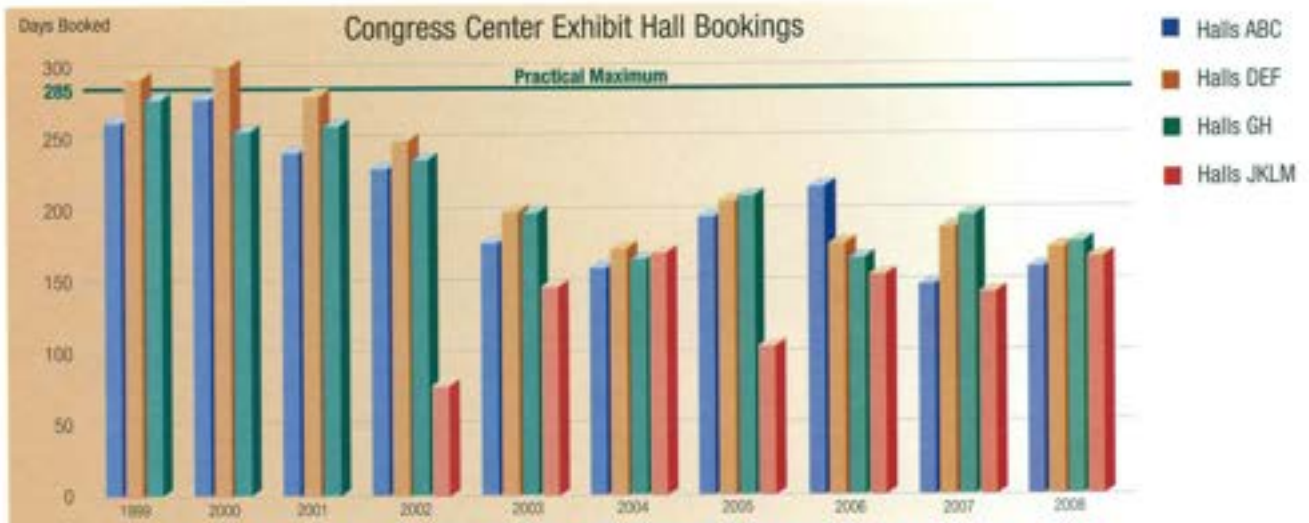
## Congress Center 2000 Attendance

715,914	51 Major Trade Shows & Conventions
479,450	28 Public/Consumer Shows
272,718	218 Meetings, Corporate Events and Others*
<b>1,468,082</b>	<b>Total Attendance**</b>

\* Includes fashion shows, licensing exams, graduations, sports events, concerts, and other performing arts productions.  
 \*\* Includes events that also used Georgia Dome space.

Of the 1,468,082 people who attended 297 events, an estimated 814,792 came from out-of-state. Based on an average stay of 3.4 days for out-of-state visitors, the Georgia World Congress Center Total Daily Attendance came to 3,423,583 for fiscal 2000.

Total Out-of-State Attendance	814,792
Total Daily Attendance	3,423,583



# Phase IV

**O**n track for an August 2002 opening, the Phase IV expansion of the Georgia World Congress Center has rapidly drawn great reviews. Over 200 events have already booked space and dates in this exciting addition.

A key architectural feature of Phase IV will be the 1,000-foot-long, 85-foot-high entrance and registration concourse, large enough to shelter an ocean liner, fronting Northside Drive. Phase IV expansion facilities will also include:

- 420,000 gross square feet of contiguous exhibit space divisible into four halls.
- A 27,000-square foot ballroom.
- 3.5-acre landscaped plaza.
- 350-car covered parking deck.
- 29 meeting rooms, totaling 75,000 square feet and including two fixed-seat auditoriums.
- Covered bus drop-off along the 1,000-foot entrance concourse.
- Restaurants, banking services, business center, transportation and visitor information center and retail store.

Phase IV construction includes:

- 82,000 cubic yards of concrete, enough to pour a sidewalk 325 miles long
- 26.5 miles of gas, compressed air, water, sewer and storm pipes
- 16,000 sprinkler heads
- 21,400,000 pounds of structural steel, the weight of 5,521 Ford Explorers
- 5,500 tons of coolant, enough to cool over 1,100 homes for a year
- 650 miles of electrical wire





## Congress Center Direct **Benefit** to Georgia

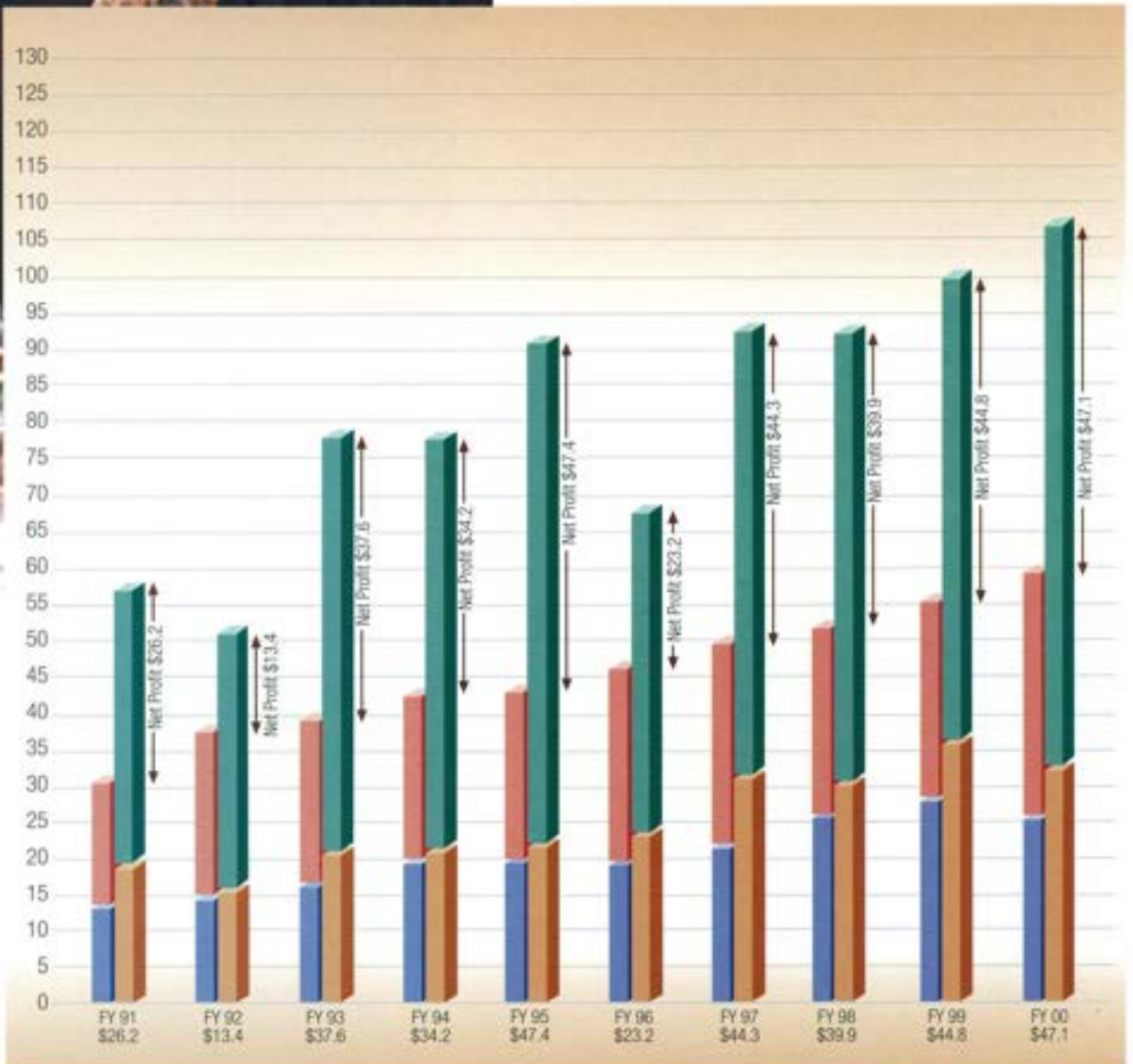
Net Profit to **State of Georgia** in Millions

Total Expense

Total Revenue

- Debt Service Expense
- Operating Expenses

- Tax Revenue
- Operating Revenue



# The Congress Center

## Congress Center Estimated 2000 Economic Impact

### GWCC Activity

"New Dollar" Impact* .....	872,642,232
Total Economic Impact.....	1,954,718,600
Personal Income .....	619,575,985
Employment.....	32,834

### Taxes

Georgia Sales .....	50,236,268
Local .....	15,149,069
Hotel/Motel.....	15,344,541
Personal Income.....	22,610,160
<b>Total.....</b>	<b>\$ 103,340,038</b>

Two-Year Economic Summary	1999	2000
"New Dollars" Generated .....	772,542,288	872,642,232
Total Impact of "New Dollars" .....	1,730,494,725	1,954,718,600

### Tax Revenues

State.....	64,490,285	72,846,428
Local .....	13,411,334	15,149,069
Hotel/Motel.....	13,584,384	15,344,541
<b>Total.....</b>	<b>\$ 91,486,003</b>	<b>\$ 103,340,038</b>



Recent economic impact studies estimate visitor spending for trade show and conventions, as well as major corporate meetings, is \$315 per event day.





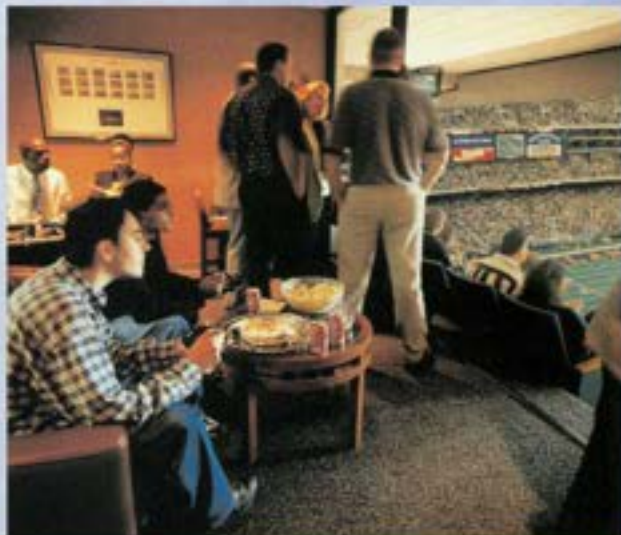
# The Georgia Dome

The Georgia Dome experienced another successful year with a more than \$2 million increase in revenues over fiscal 1999. Starting with the Super Bowl, the Dome enjoyed an entertaining mix of events throughout the year.

One of the hottest "boy bands," the Backstreet Boys set a tour attendance record with their performance before 70,000-plus screaming youngsters in early 2000. Football fans were not disappointed when the Dome hosted the SEC Football Championship, McDonald's Heritage Bowl, Chick-Fil-A Peach Bowl and the Georgia High School Football Association Championships. In addition, almost a half-million fans attended Atlanta Falcons football games.

The crowning Dome event was unquestionably Super Bowl XXXIV. As always, this was more than a football game; it was a major marketing opportunity. Viewed in over 43 million homes worldwide, the telecast from the Dome ranked as the fifth most-watched program in history.

The year did not stop with football's greatest event. Supercross, the Fox Ultimate Oldies concert, the Metallica concert, WCW Wrestling, several religious gatherings and numerous corporate events and trade shows made the Georgia Dome their home or preferred stop during a national tour.



*The Georgia Dome offers its Executive Club Seat and Suite owners more than just a great view. MGR Food Services, the exclusive food-and-beverage provider for the Dome, sets the standard for contemporary cuisine. In addition, Executive Members are treated throughout the year to first-option access to ticketed events in the Dome. Golf outings and reserved seating at concerts and theatrical performances throughout the city round out the entertainment options for these Dome VIPs.*



# The Dome



*A mainstay of the Dome's regional events is the annual SEC Men's Basketball Championships. Once again, enthusiastic crowds cheered on their favorite college teams.*

Total operating revenues were up 10 percent over fiscal year 1999. Included in this number were gains of 6.6 percent in Licensing Fees. In the non-operating revenue category, hotel/motel tax increased 5 percent.

On the expense side, the Dome reported a one-time charge of \$7.3 million for additional debt service and costs related to refinancing the Dome's revenue bonds. Future debt service and related costs will be reduced by over \$3.9 million per year, resulting in a total savings of an estimated \$78 million over the life of the new bonds.

## Georgia Dome 2000 Revenue Statement

### Operating Revenue

Rent .....	4,349,849
Food Services.....	2,816,201
Parking .....	471,200
License Fees .....	15,729,178
Advertising .....	2,088,243
Other .....	6,192,660

**Subtotal .....** 31,647,331

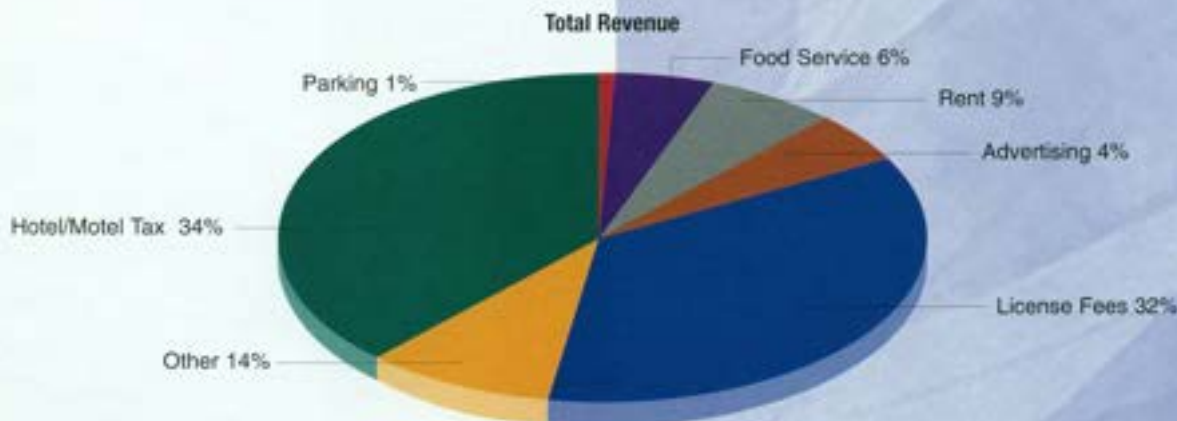
### Non-operating Revenue

Transfer from Reserves .....	181,536
*Hotel/Motel Tax .....	16,344,945
Contributed Equipment .....	420,911

**Subtotal .....** 16,947,392

**Total.....** \$ 48,594,723

\* The City of Atlanta and Fulton County collect a 7% hotel/motel tax. This amount equaled \$41,590,190 in fiscal 2000. The Georgia Dome receives 39.3% of the tax collected or \$16,344,945.





## Georgia Dome 2000 Expense Statement

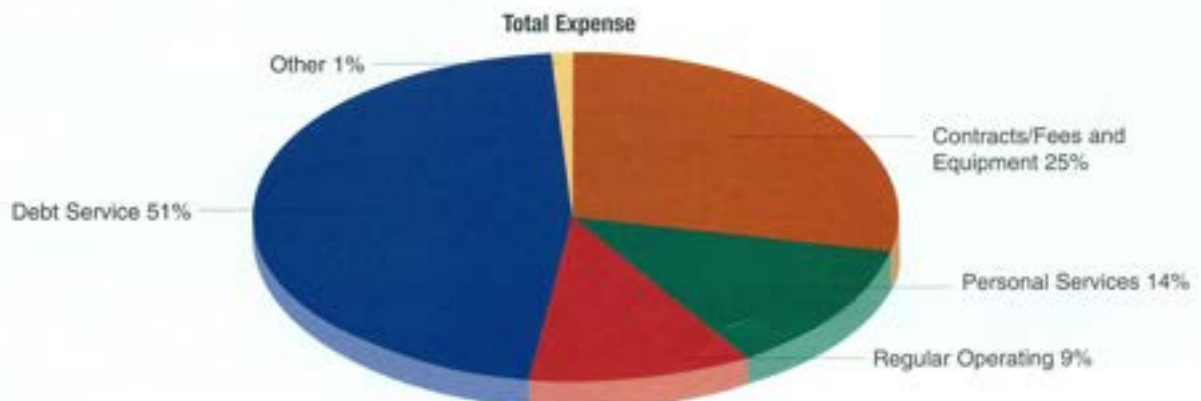
### Operating Expense

Personal Services .....	6,035,129
Regular operating .....	4,119,682
Equipment .....	89,910
Contracts/Fees .....	10,836,016
Other .....	328,930
<b>Subtotal .....</b>	<b>21,409,667</b>

### Non-operating Expense

Debt Service .....	18,299,147
Refinancing Expense .....	4,033,376
<b>Subtotal .....</b>	<b>22,332,523</b>

<b>Total .....</b>	<b>\$ 43,742,190</b>
<b>Net Gain .....</b>	<b>4,852,533</b>



# The Dome

## Georgia Dome 2000 Attendance

444,982	10 Atlanta Falcon Games
471,154	10 other sporting events
223,628	6 entertainment events
340,129	7 trade/public show
22,885	32 other events*

### 1,502,778 Total Attendance\*\*

\* Includes conventions, corporate events, meetings and religious assemblies.

\*\* Does not include Georgia World Congress Center events that also used Dome space.

Total Out-of-State Attendance .....239,261

Total Daily Attendance .....1,823,388

Approximately 239,261 of the 1,502,778 people who attended events in the Dome last year were from out-of-state. Adding the number of single-day-event attendees to an average 2.34 day stay for out-of-state visitors, the Georgia Dome total daily attendance came to an estimated 1,823,388 in fiscal 2000.

Total daily attendance equals one visit by each local resident, plus an average 2.34 day visit for out-of state visitors to multiple day events.

## Georgia Dome Estimated Economic Impact-2000

### Dome Activity (not inclusive of SuperBowl)

"New Dollar" Impact	157,883,549
Total Impact of "New Dollar"	353,659,150
Personal Income	112,097,320
Employment	5,940

### Taxes

Georgia Sales	9,089,040
Local	2,740,858
Hotel/Motel	2,776,224
Personal Income	4,090,764

**Total** ..... **\$ 18,696,886**



The Georgia Dome attracts a variety of musical groups and entertainment in any year. During fiscal 2000, the tunes and tones ranged from the harmony of the Sweet Adelines to the rhythmic routines of the Bands of America competition to the "goldie-oldies" of the Fox 97 Ultimate Oldies Concert. Venerable rocker John Tristao (above) performed at the Oldies Concert with *Creedence Clearwater Revisited*.



WCW Wrestling draws a mostly male audience that revels in the mix of brawn and bravado.



### Super Bowl XXXIV Attendance **Economic Impact**

The Atlanta Sports Council commissioned an economic impact study to measure the dollar impact of Super Bowl XXXIV on Atlanta and the State. It reports 72,625 out-of-state game attendees, plus 29,362 persons visiting Atlanta but not attending the game. These total 101,987 non-Georgia visitors to Atlanta for the Super Bowl.

A total economic impact of \$292 million dollars has been attributed to the Super Bowl, along with \$9.4 million dollars in taxes generated. These taxes include Georgia and local sales tax and the hotel/motel tax.

Total Out-of-State Visitors .....	101,987
"New Dollars" Generated .....	\$ 130,000,000
Total Impact of "New Dollars" .....	\$ 292,000,000
Total New Taxes .....	\$ 9,459,120

### Total Combined 2000 **Economic Impact** of all Georgia Dome events

"New Dollar" Impact* .....	\$ 287,883,549
Total Impact of "New Dollar" .....	\$ 645,659,150
Taxes.....	\$ 28,156,006



*St. Louis took the title in a close Super Bowl match-up against Tennessee. While the Dome glowed on the outside, pop diva Tina Turner heated up the pre-game show.*





# Centennial Olympic Park

This 21-acre urban green space continued to demonstrate its versatility as the site of over 140 events during the fiscal year. Half of these were Park-sponsored and included the popular Fourth Saturday Family Festivals, Wednesday Wind Down Concert Series, Music at Noon Series, Fourth of July celebration and Parkfest. In addition, over 70 events held in fiscal 2000 were produced by a variety of sponsors. These included:

Disney's Adventure Outpost, Home Depot, Sweet Adelines, Hands on Atlanta, Delta Air Lines, Down Syndrome Association Walk, American Heart Association Walk, Boy Scouts of America, Amnesty International, March of Dimes Walk America, BellSouth, Salvation Army Centennial Celebration, Cartoon Network, Andersen Consulting, Microsoft and CNN.

More than a million visitors came to the Park to attend these and other events or simply to enjoy a respite from the bustle of the city. While the Park generated \$497,196 in operating revenue through hosting events, it makes its greatest contribution as a catalyst for housing, business, and entertainment growth in downtown Atlanta.

A recent study to measure economic development near the Park was commissioned by Centennial Olympic Park Area, Inc. (COPA). Five major building projects totaling \$186 million dollars in new development are attributed in part to the presence of the Park.



*A favorite gathering-place for visitors and residents, the Park features a range of comfortable settings and attractive venues.*



*The Park offers a variety of scenery — commemorative plazas, statuary, greenery and water features. Here water tumbles down a series of rock formations, reminiscent of a north Georgia mountain stream.*

# The Park



*A splash in the Fountain of Rings, a romp on the new playground, a frolic on the Great Lawn — children don't need a special occasion to enjoy the Park.*



## Centennial Park 2000 Revenue Statement

### Operating Revenue

Rent .....	163,828
Exhibit Utility Services .....	10,647
Food Services.....	72,434
Other .....	125,287
Sponsorship .....	125,000

**Subtotal** ..... 497,196

### Non-operating Revenue

Transfers from Reserve .....	264,110
GWCC contribution .....	1,297,272

**Subtotal** ..... 1,561,382

**Total** ..... \$ 2,058,578





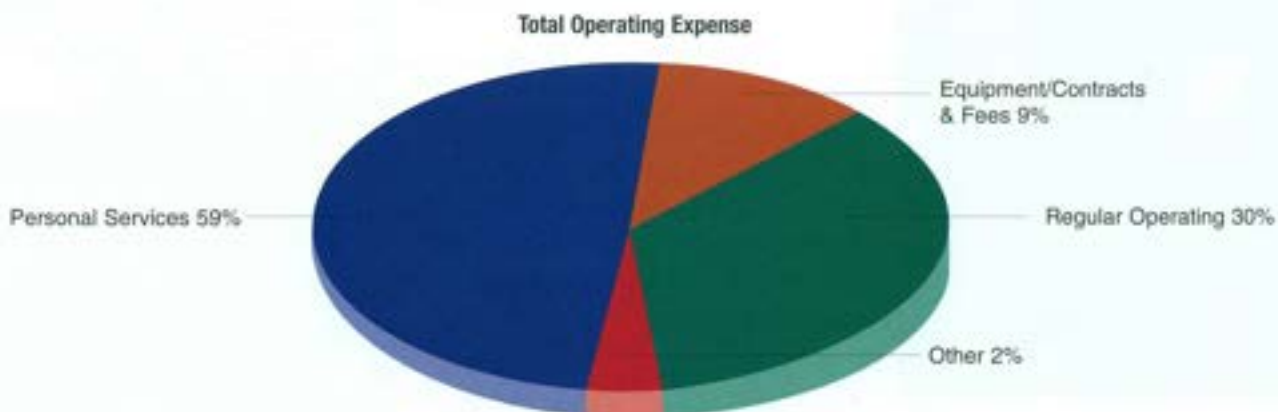
## Centennial Park 2000 Expense Statement

### Operating Expense

Personal Services .....	1,073,126
Regular Operating .....	531,458
Equipment .....	25,805
Contract/Fees .....	145,513
Other .....	29,040
<b>Total .....</b>	<b>\$ 1,804,942</b>

### Non-operating Expenses

Capital Improvements and Projects .....	264,110
<b>Total .....</b>	<b>\$ 2,069,052</b>



# Human Resources

**O**ur diverse, professional work force continues to be one of our most valuable assets.

We had 519 authorized full-time employee positions in fiscal 2000 assigned as follows: 353 with the Georgia World Congress Center, 138 with the Georgia Dome, and 28 with Centennial Olympic Park.

We supplemented our full-time staff with 468,381 hours of part-time help, which is the equivalent of 225 full-time jobs.

Last year 42 of our employees celebrated service milestones that represented 405 years of experience. One completed 20 years, 13 staff members completed 15 years, 10 completed 10 years and 18 completed 5 years.

Because our employees' personal and professional development helps keep us competitive, we invested in 49,865 hours of training. Topics ranged from customer service techniques to first aid to computer skills.



*The Park set records and won awards for this year's Fourth of July extravaganza, which featured fireworks and a concert by the Atlanta Symphony Orchestra. The first-ever telecast of this annual celebration drew more than 270,000 viewers — and won first-place honors in a competition conducted by the International Festivals and Events Association.*



## Work Force Distribution

	GWCC	Metro Atlanta
Female Minority .....	22%	12%
Female Caucasian.....	10%	35%
Male Minority.....	41%	12%
Male Caucasian.....	27%	41%

Georgia World Congress Center Authority  
Balance Sheet June 2000



Assets	GWCC	Dome	Park	Total
Cash	36,309,760	54,064,768	744,458	91,118,986
Accounts Receivable	2,878,566	1,599,470	115,367	4,593,403
Prepaid Expenses	50,650	12,079	48,099	110,828
Inventories	380,118			380,118
Advances to Dome	1,090,540			1,090,540
Deferred Changes				
<b>Fixed Assets</b>				
Equipment/Building/Land	551,996,644	157,513,496	72,735,916	782,246,056
<b>Total Assets</b>	<b>\$ 592,706,278</b>	<b>\$ 213,189,813</b>	<b>\$ 73,643,840</b>	<b>\$ 879,539,931</b>
<b>Liabilities &amp; Fund Balance</b>				
<b>Liabilities:</b>				
Accounts Payable	2,164,806	4,377,087	270,522	6,812,415
Debt Service				
Term Loan/Bonds Payable		188,605,983		188,605,983
Interfund Payable		1,090,540		1,090,540
<b>Reserves:</b>				
Designated	29,925,661	17,043,129	715,262	47,684,052
Deferred Revenue	2,169,041	21,335,301	65,500	23,569,842
Investments in Bldg./Land	549,808,360	5,974,940	72,356,945	628,140,245
<b>Fund Balance</b>				
Pre-depreciation	12,906,464	34,187,698	417,432	47,511,594
Less depreciation expense	(4,268,054)	(59,424,865)	(181,821)	(63,874,740)
<b>Total Liabilities &amp; Fund Balance</b>	<b>\$ 592,706,278</b>	<b>\$ 213,189,813</b>	<b>\$ 73,643,840</b>	<b>\$ 879,539,931</b>

Note: \$ 549,705,000 land & building (funding provided by State of Georgia general obligation bonds)





# The Board

## GWCC Authority Board of Governors

Chairman

**Robert Prather, Jr.**  
President & CEO  
Bull Run Corporation

Vice Chairman

**Alfred Kile Barr**  
Regional Vice President  
Simon Property Group

**Bill Archer**

Executive Vice President  
Georgia Power Company

**R. Elliott Caudell**

President  
Caudell Realty

**Mark H. Cohen**

Partner  
Troutman Sanders, LLP

**Lewis J. Cooper**

Chairman  
Cooper Barnett & Page

**David M. Franklin**

Chairman & Chief Executive Officer  
Franklin & Wilson Airport  
Concessions, Inc.

**Glenn Hicks III**

Managing Director  
Eagle Bancshares Capital Group

Secretary

**Howard Spiller**  
President & CEO  
Urban Resources

Treasurer

**C. Jere Sechler, Jr.**  
Chairman & CEO  
Eagle Bancshares, Inc.

**Stephen R. Leeds**

Partner  
Rogers & Hardin

**Ruby Mims Lucas**

Vice President Community Affairs  
Turner Broadcast Systems, Inc.

**David G. Kahn**

President & CEO  
Kahn & Company, Inc.

**William Porter Payne**

Partner  
Gleacher and Co.

**Monique Walker**

Staff Attorney  
Universal Health Systems, Inc.

## Legislative Overview Committee

Chair

**Senator Paul C. Broun**

**Senator Connie Stokes**

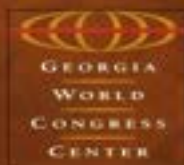
**Senator Jack Hill**

Vice Chair

**Representative Mary Louise McBeck**

**Representative Roger C. Byrd**

**Representative Carolyn F. Hugley**



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