



Georgia World  
Congress Center  
Authority

# Board of Governors Meeting

May 19, 2026

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# Action Item

## Approval of Minutes April 28, 2026

# Financial Update


Rey Rodriguez  
Director of Finance

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# Financial Snapshot: April

Month	Budget	Actual	Variance
Revenue	\$7,444,813	\$9,104,677	↑ \$1.7M 22.3%
Expense	\$6,938,970	\$7,823,944	↑ \$885K 12.8%
Net Profit/(Loss)	\$505,843	\$1,280,733	↑ \$774.9K



**Attendance:**  
(estimated) **308,633**



**Economic Impact:**  
(estimated) **\$176.8M**

# Financial Snapshot: YTD thru April 2026

YTD	Budget	Actual	Variance
Revenue	\$55,033,159	\$64,249,018	↑ \$9.2M 16.7%
Expense	\$55,914,506	\$58,921,185	↑ \$3.0M 5.4%
Net Profit/(Loss)	(\$881,347)	\$5,327,833	↑ \$6.2M

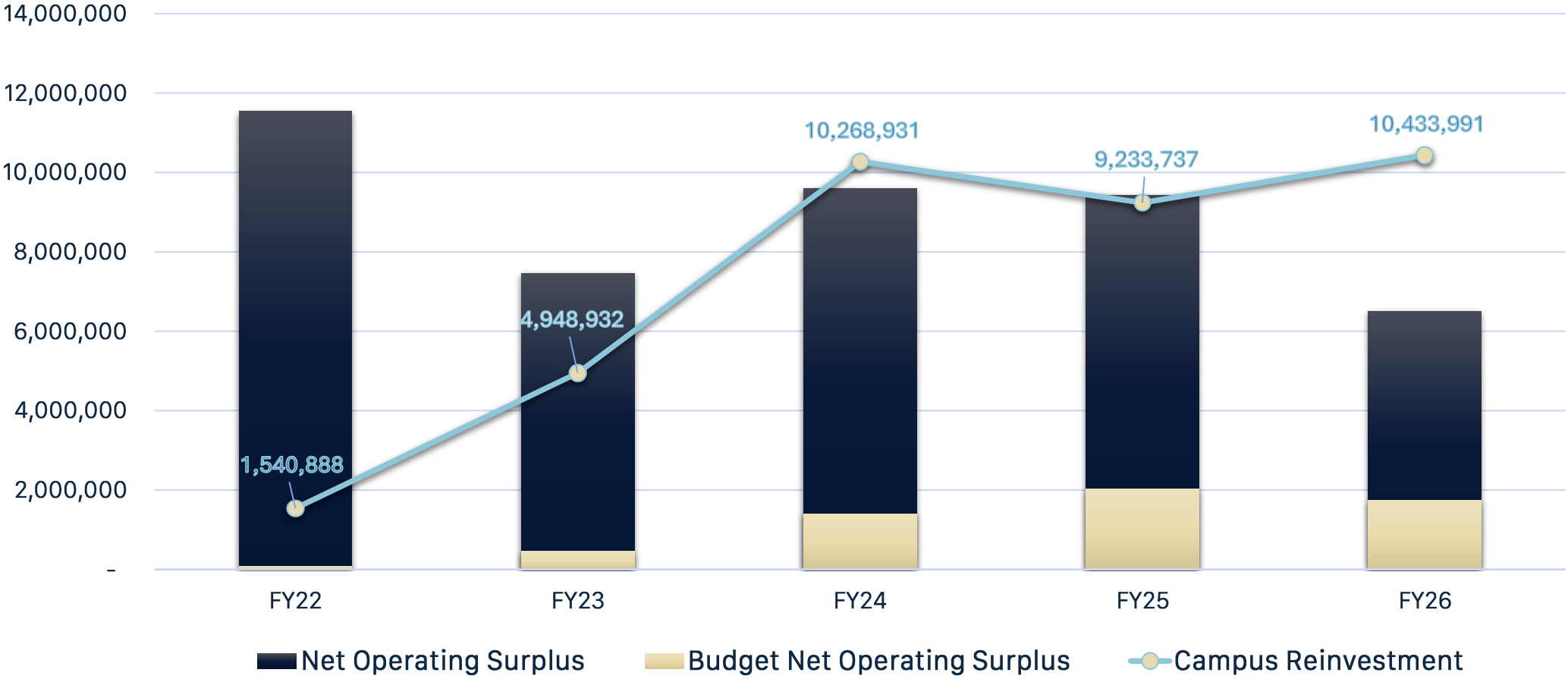


Georgia World  
Congress Center

# FY26 Forecast

	<b>Budget</b>	<b>Projected</b>	<b>Variance</b>
<b>Revenue</b>	<b>69,509,242</b>	<b>81,448,513</b>	<b>11,939,271</b>
<b>Expenses</b>	<b>67,775,394</b>	<b>74,941,009</b>	<b>7,165,615</b>
<b>Net Surplus</b>	<b>1,733,848</b>	<b>6,507,504</b>	<b>4,773,656</b>

# Historical Surplus and Ongoing Reinvestment in the Campus



# Sources of Campus Investment

INTERNAL FUNDING	EXTERNAL FUNDING
Operating Budget	State Appropriations/Bond Funding
Maintenance/Repair/Renovation (MRR) ➤ FY26 - \$2.5M	Energy Performance Contract Financing 2015 - \$30M      2026 - \$36.9M
Surplus-funded Reserves	Grants

# FY27 Budget Recommendation

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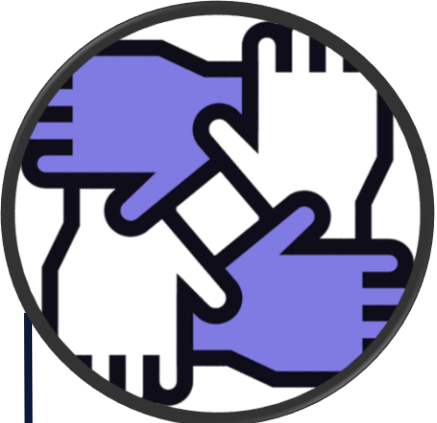


# FY27 Key Performance Indicators



## FACILITIES

Focus on asset stewardship, reliability, and long-term facility performance



## TEAM

Focus on building a high-performance culture, strengthening accountability, and recognizing excellence



## CUSTOMER

Focus on delivering consistent, high-quality event and customer experiences



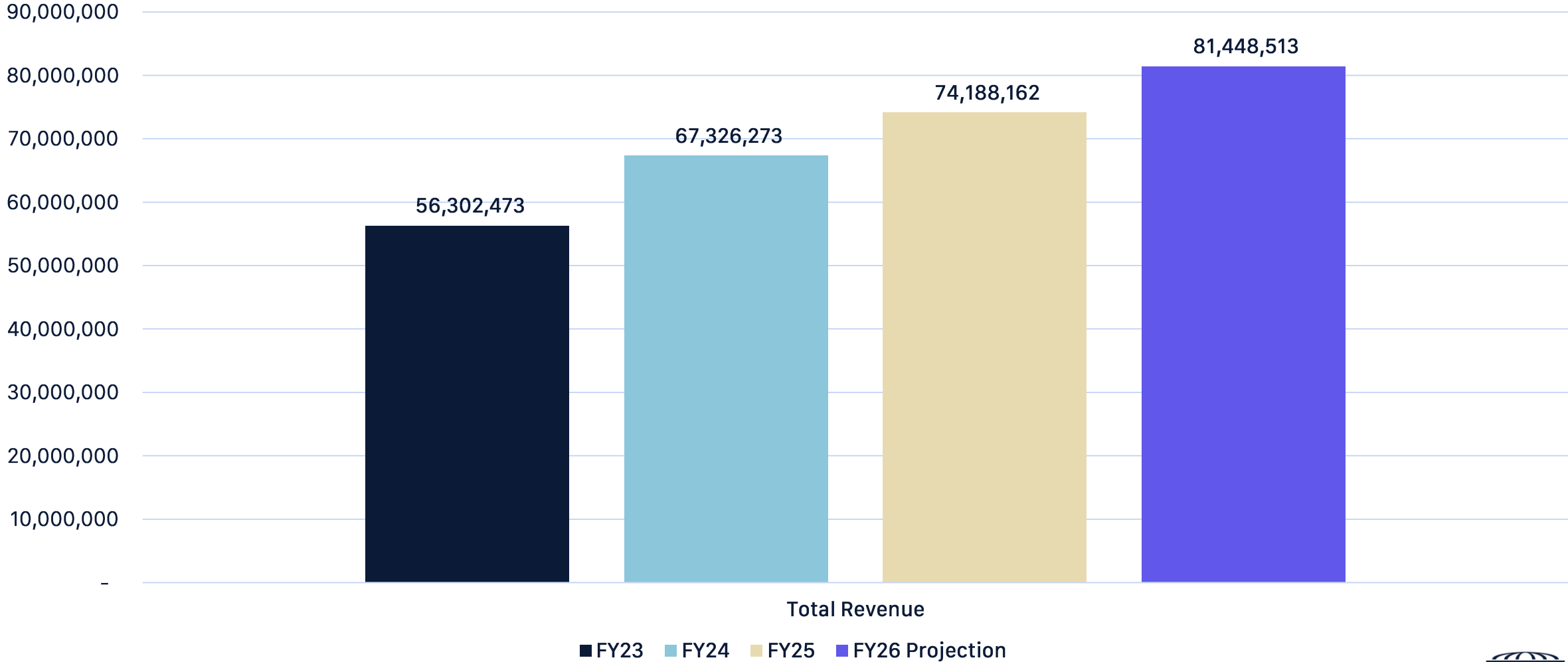
## FINANCIAL

Focus on financial sustainability, revenue optimization, and meaningful impact

# Operating Environment

- High utilization of event and facility space
  - 66.3% building occupancy
  - At-risk infrastructure
- Coordination of GWCCA FTEs, PT/temp labor and partner services
  - Food & Beverage
  - Utility services
  - Parking services
  - Housekeeping services
- Ongoing need for flexibility and responsiveness
  - Public safety/security variable labor with event activity

# Consistent Revenue Growth



# FY27 Budget Highlights

- Revenue
  - Historically high revenue levels
  - FIFA timing impacts
- Investments
  - Targeted staffing additions
  - Expanded maintenance/reliability efforts
  - Incentive expansion
- Focus
  - Support operations
  - Maintain campus
  - Continue reinvestment

# FY27 Budget Details: Revenue

	Budget FY26	Forecast FY26	Budget FY27	Variance to FY26 Forecast
Space Rental	16,352,125	15,715,055	18,305,374	2,590,319
Food & Beverage	11,884,128	15,702,001	14,478,165	(1,223,836)
Utility Services	5,753,379	6,617,331	8,221,314	1,603,984
Parking	9,023,746	12,195,431	11,335,050	(860,380)
Hotel/Motel Tax	8,981,901	8,690,651	9,067,425	376,774
Contract Labor/Services	8,689,985	13,979,638	11,437,361	(2,542,277)
Telecom/Audio Visual	2,951,130	3,596,756	3,480,251	(116,505)
Retail Services/Other	5,872,849	4,951,653	4,383,056	(568,597)
<b>Total Revenue</b>	<b>69,509,242</b>	<b>81,448,513</b>	<b>80,707,996</b>	<b>(740,517)</b>

# FY27 Key Budget Drivers: Expenses

Personnel Services: **↑12.9%**

- Additional FTEs
  - Campus Operations (8)
  - Public Safety (7)
  - Sales (2)
- Incentive Program
- Merit Pool

Regular Operating: **↑5.5%**

Per Diem/Fees/Contracts: **↓9.9%**

# FY27 Budget Details: Expense

	Budget FY26	Forecast FY26	Budget FY27	Variance to FY26 Forecast
Salaries	14,539,552	14,229,317	17,047,428	2,818,111
Overtime	252,504	487,187	409,900	(77,287)
Temporary Help	6,315,500	8,320,664	7,430,697	(889,967)
Fringe Benefits	8,536,602	8,630,456	10,874,380	2,243,924
Regular Operating	16,543,891	18,792,727	19,822,033	1,029,306
Equipment Purchases	94,200	103,981	179,000	75,019
Per Diem/Fees/Contracts	15,355,921	18,372,415	16,578,506	(1,793,909)
Maint. Repair/Renovation	2,500,000	2,500,000	3,000,000	500,000
Computer Charges/Other	3,637,224	3,504,263	3,767,705	263,442
<b>Total Expense</b>	<b>67,775,394</b>	<b>74,941,009</b>	<b>79,109,650</b>	<b>4,168,641</b>

# FY27 Budget Recommendation

	<b>Budget FY26</b>	<b>Forecast FY26</b>	<b>Budget FY27</b>
<b>Revenue</b>	<b>69,509,242</b>	<b>81,448,513</b>	<b>80,707,996</b>
<b>Expenses</b>	<b>67,775,394</b>	<b>74,941,009</b>	<b>79,109,650</b>
<b>Net Surplus</b>	<b>1,733,848</b>	<b>6,507,504</b>	<b>1,598,346</b>

# FY26 Surplus Recommendation

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# FY26 Surplus Recommendation

Reinvest net operating income from FY26 as outlined below:

- \$4M: Fund Capital/Maintenance and Equipment Reserves
- \$900K: Incentive Plan

*\*Any amount over \$6.5M would be allocated to fund additional capital/maintenance reserves*

# QUESTIONS?

# Recommendation

Board of Governors approval of FY27 budget and FY26 surplus recommendation as presented to and approved by the Finance Committee on May 14, 2026.

# December Board of Governors Meeting Date Change

Kevin Duvall  
Chief Executive Officer

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# 2026 Meeting Schedule Update

JANUARY 27	FEBRUARY 24	MARCH 31	APRIL 28	MAY 19	JUNE 30
JULY 28	AUGUST 25	SEPTEMBER 16-18	OCTOBER 27	DECEMBER 9	

**MAY** meeting moved to Tuesday prior due to Memorial Day holiday

**SEPTEMBER** meeting – Authority planning retreat – Savannah, GA

**NOVEMBER / DECEMBER** meetings combined – DATE shift to Wednesday, December 9 at 3 PM

# QUESTIONS?

# Proposed GWCCA Campus Alcohol Sales Authorization During FIFA World Cup 2026

Pargen Robertson  
Chief Legal Officer

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# Resolution

THEREFORE, BE IT RESOLVED by the Board of Governors of the Authority that it hereby amends and modifies its existing regulations, but only as follows:

1. From June 11, 2026 through and including July 15, 2026, the sale, dispensing, or distribution of alcoholic beverages within Mercedes-Benz Stadium, the Georgia World Congress Center, Centennial Olympic Park, and all other facilities on the Atlanta Campus of the Authority is authorized during the following times:

On Monday through Sunday each week, during the period commencing at 9:00 a.m. on any such day and continuing until 2:00 a.m. on the following day.

9. Notwithstanding the foregoing, the Chief Executive Officer of the Authority or, in the absence of the Chief Executive Officer, the Chief Operating Officer of the Authority may, upon reasonable advance notice to the licensees of the Authority, prohibit or restrict the sale, dispensing, or distribution of alcoholic beverages where such prohibition or restriction is necessary for the safe and orderly operation of the facilities or otherwise is deemed by the Authority to be in the best interest of the Authority.

10. The Board of Governors or, subject to contrary action by the Board of Governors, the Chief Executive Officer is authorized to adopt such further restrictions on the sale, dispensing and distribution of alcoholic beverages within the facilities governed by these Regulations, or any of such facilities, or the conduct of operations within the facilities for that purpose, provided that such restrictions are consistent with these Regulations, in connection with the operations of any licensee or other party engaged in the sale of alcoholic beverages, as shall be in the Board of Governors or Chief Executive Officer's discretion for the safe and orderly operation of the facilities of the Authority or otherwise in the best interest of the Authority.

# QUESTIONS?

# Pritchard Sports & Entertainment Group Agreement for Janitorial Services

Stacey Church  
Chief Operating Officer

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# Janitorial Services Contract

## Project Scope:

- Comprehensive facility-wide custodial and event cleaning services
- Waste management, recycling, and general floor care services
- Dedicated on-site management, supervision, and event staffing support
- Contractor-provided equipment, technology, uniforms, and operational tools
- Employee training, safety, and compliance requirements
- Customer satisfaction standards and operational accountability measures

## Approval to Award:

- Pritchard Sports & Entertainment
- Contract Term: 3 years (07/2026-06/2029)
  - Two additional 1-year options
- Pricing Structure
  - Annual base management fee: approximately \$392K
  - Variable hourly staffing model based on event activity
  - Estimated Year 1 annual spend: approximately \$6M

**KPI:  
FACILITIES &  
CUSTOMER**

**FUNDING:  
GWCCA  
OPERATING  
BUDGET**

# QUESTIONS?

# Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Chief Executive Officer is authorized, though not required, to execute and deliver, in substantially similar form to that attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an agreement with Pritchard Sports & Entertainment Group, LLC for such labor and related equipment, goods and services in respect of custodial services, waste disposal, floor care, event cleaning, and event setup and takedown, 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 labor and related equipment, goods and services in respect of custodial services, waste disposal, floor care, event cleaning, and event setup and takedown 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.

# Amended & Restated Edlen Agreement for Temporary Electrical Services

Stacey Church  
Chief Operating Officer

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# Edlen Contract Renewal

## Project Scope:

- Temporary utility services for events, including electrical, plumbing, air, gas, and related utilities
- Event utility planning, distribution, service desk, and exhibitor support
- Dedicated on-site management, licensed technical staff, and event operations support
- Contractor-provided equipment, online ordering systems, radios, uniforms, and safety programs
- Annual project funding commitment and operational accountability requirements

## Approval to Award:

- Commission on outlets/materials increased to 52%
- New 10-year agreement with no renewal options
- GWCC project funding commitment totaling \$1.25 million over the contract term:
  - \$100,000 annually for years 1–8
  - \$225,000 annually for years 9–10
- Project funding payable at the end of each contract year

# QUESTIONS?

# Resolution

NOW, THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Chief Executive Officer is authorized, though not required, to execute and deliver, in substantially similar form to that attached hereto as Exhibit A, but subject to the occurrence or satisfaction of any and all applicable contingencies, terms and conditions, an agreement for such labor and related equipment, goods and services in respect of temporary utility services including but not limited to electrical and plumbing 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 an agreement for such labor and related equipment, goods and services in respect of temporary utility services including but not limited to electrical and plumbing 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.

# City of Atlanta Hotel Motel Tax Extension Agreement

Kevin Duvall  
Chief Executive Officer

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# City of Atlanta Hotel Motel Tax Extension Agreement

- City contracts with GWCCA to promote tourism, conventions, trade shows, and related economic activity.
- Authority must submit annual marketing plan (“Written Schedule”) and annual performance report.
- City pays the Authority fixed portions of hotel/motel tax revenue (32.14% of 7% tax).
- Significant share of funds must be subcontracted to ACVB; subcontract is mandatory.
- Term runs through **December 31, 2037**.
- Agreement is independent of all stadium-related funding agreements.

# QUESTIONS?

# Resolution

THEREFORE, BE IT RESOLVED by the Board of Governors of the Geo. L. Smith II Georgia World Congress Center Authority that the Chief Executive Officer expressly is authorized to continue to negotiate with the City of Atlanta (the “City”) regarding the terms and conditions of a proposed Amendment to the Agreement regarding the allocation of Hotel-Motel Tax Revenues and the Authority’s utilization of those revenues for the purposes required by law. Moreover, in case those negotiations with the City are successful, then the Chief Executive Officer is authorized, though not required, to take such actions and to execute and deliver such documents as may be necessary or appropriate to execute the Amendment (which Amendment would be in substantially the same format as the copy attached as Exhibit A), but only so long as such Amendment complies with applicable law and, in the judgment of the Chief Executive Officer, is consistent with the corporate purposes and mission of the Authority and the Authority’s sound business practices.

BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to take any and all actions, to execute and deliver any and all documents, agreements, certificates and instruments and to take any and all steps deemed by the Chief Executive Officer to be necessary or desirable to consummate the execution of the Amendment to the Agreement, and to carry out the purpose and intent of the foregoing resolution, and all actions heretofore taken in furtherance thereof are hereby ratified and confirmed in all respects.

# Recognition

Kevin Duvall  
Chief Executive Officer

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**Happy  
Birthday!**

**Omar Ali**



# Annie Roper, Communications Specialist

- Joined GWCCA in April 2025
- Graduate of Georgia College & State University (Milledgeville, GA)
- Georgia native (Marietta)
- Cat lover
- Sees 1 movie at the theater every week
- Loves a good walk



# Next Scheduled Meeting

June 30, 2026

# Thank You!

