



SAVANNAH
CONVENTION CENTER



GEORGIA INTERNATIONAL AND MARITIME TRADE CENTER AUTHORITY

ANNUAL REPORT | FY 2018

Our Partners



G A R D E N C I T Y



CURRENT LOCAL

LEGISLATIVE DELEGATION

Rep. Carl Gilliard, *House Dist. 162*

Rep. Craig Gordon, *House Dist. 163*

Rep. Bill Hitchens, *House Dist. 161*

Sen. Lester Jackson, *Dist. 2*

Rep. Jesse Petrea, *House Dist. 166*

Rep. Ron Stephens, *House Dist. 164*

Sen. Ben Watson, *Dist. 1*



The Savannah Convention Center (SCC) developed a new logo and branding campaign this year. This logo was chosen because of its sleek direction that plays with the main curvature of the convention center's roof and strong verticals of the building's design. Also, the logo subtly mimics the building reflected on the water and brings a new and clean look to the Savannah Convention Center brand.

OUR MISSION

To be the event venue of choice, driving economic growth and showcasing the uniqueness of Savannah, Chatham County and the State of Georgia.

OUR VISION

Be the premier event destination delivering exceptional service and creating memorable experiences.

2018 ANNUAL REPORT
PRESENTED BY THE

**GIMTCA BOARD
OF DIRECTORS**

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Prince-Bush-Smith Inv.

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Arnold Jackson, *Savannah-Chatham County Public School System*

Joseph Marinelli, *Visit Savannah*

Ruth Quattlebaum, *Retired*

Anne Scheer, *Scheer, Montgomery & Call, PC*

Lee Smith, *Chatham County*

Trip Tollison, *Savannah Economic Development Authority*



MARK SMITH

On behalf of the Georgia International and Maritime Trade Center Authority (GIMTCA), I wish to express my sincere thank you to Chatham County, Garden City, Pooler, Port Wentworth, Savannah and Tybee Island for being our dedicated partners in creating and supporting our world class convention center.

I would also like to thank Governor Nathan Deal and his staff, Lt Governor Cagle, Speaker Ralston and all the members of the Georgia Legislature for the tremendous vote of confidence they have given us the last two years by appropriating \$9.3 million to fund our expansion designs.

Furthermore, I would like to thank our local legislative delegation, Representative Ron Stephens, Chairman, Senators Lester Jackson and Ben Watson, Representatives Carl Gilliard, Craig Gordon, Bill Hitchens, Jesse Petrea, and Mickey Stephens for their tireless support of the Savannah Convention Center.

In 2018, we hosted 160 events welcoming a record of 217,000+ guests through the doors of the Savannah Convention Center. We should all celebrate the performance of our center! We look forward to continuing this record breaking growth. Over 50 groups who have regularly used our facility have confirmed they need more space at the Savannah Convention Center. It is time to expand to accommodate our customers.

The Georgia General Assembly and Governor Deal have recognized this need for expansion and approved our 2018 request for additional \$6.3 million design and engineering. The schematic design has been completed and the team is working on engineering and construction documents. Clark Construction has been hired by the Georgia State Financing and Investment Commission as the construction manager of the project. This story of expansion of the Savannah Convention Center compliments the growth of both the City of Savannah and the State of Georgia.

We appreciate the outpouring of community and statewide support for expansion and we look forward to working with our partners at the Governor's Office, the Legislature and the Georgia World Congress Center to make our vision a reality.





GWCCA



FRANK POE

GWCCA Executive Director

“The Savannah Convention Center is a valuable asset for not only Southeast Georgia, but the entire state. Last fiscal year’s record-breaking attendance and facility revenue is a testament to the Board’s leadership and staff’s focus on customer service and maximizing utilization of the Center. For the Savannah Convention Center to continue to drive attendance and economic impact it is working on its strategic vision. This vision includes an expansion as well as being a partner in the development of additional hotel rooms. Savannah’s popularity as a visitor destination continues to drive economic development. The future of Chatham County and Savannah looks bright.”



About GWCCA & the Savannah Convention Center

The business relationship between the Savannah Convention Center and the GWCCA links the state’s two most popular tourist destinations, creating a marketing powerhouse that drives new business and tax revenues into the economy.

CORE VALUES



BE ONE



BE HONEST



BE STEWARDS



BE DYNAMIC

These are the four core values which guide and direct every decision at the Savannah Convention Center. Due to these guidelines, the center has provided another year of success, growth and new set of opportunities. Our direction and focus has made us an integral part of our unique city and culture.



Be One

We have created a team with a cohesive vision to successfully carry out past traditions and yet look forward to an ever changing and developing future. At the SCC, these expectations begin with the administrative team who model and practice these core values. Through their vision they have earned the support of the entire staff, which results in the achievements outlined in this annual report. We are a team. We are ONE.



SHERRIE SPINKS

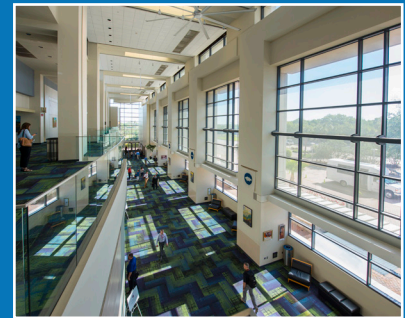
The 2018 operating year for the Savannah Convention Center, saw growth, not only in our facility but our community. Playing host to two difficult natural storms this year, Hurricane Irma and the first major snowstorm in Savannah in over 30 years, was a year of challenges brought on by the weather.

As temperatures broke records, the Savannah Convention Center did as well. Hosting over 217,000 guests during 160 events and boasting over 104,000 room nights contributing to record economic impact to the region and State. This year we hosted a variety of events from roller derby battles for the Savannah Derby Devils, Research Chef's Association, American College of Nurse Midwives, to our largest convention ever, National Beta. The facility also set new record highs in revenue and re-investment dollars into the facility.

Our outstanding staff also served our community by volunteering 2,294 hours! We supported the Old Savannah Mission, Ronald McDonald House, and the Emmaus House to name a few. Our transition continued by bringing all food service employees' onboard effective July 1 as employees of the Georgia World Congress Center and the State of Georgia. Financially, this means all revenue and profit from our Food & Beverage operations will stay here in Georgia. From a strategic standpoint we developed a vision statement, updated our mission statement and the board approved a new, exciting and bold logo that represents our future direction of growth and commitment to our community.

I am very proud of the hard work and dedication of each team member that made FY18 another record-setting year!

LEED GOLD CERTIFICATION



The quality of life in any community is the responsibility of all. SCC is a leading steward in contributing to sustainable best practices in not only the City of Savannah, but also the State of Georgia. SCC is the first convention center in Georgia to receive the LEED Gold (*Leadership in Energy and Environmental Design*) recognition from the U.S. Green Building Council.

**FIRST CONVENTION CENTER IN GEORGIA TO OBTAIN
LEED GOLD CERTIFICATION - 2017**





To be dynamic requires being bold

2000 The opening of the Savannah Convention Center.

2014-2017 *It's time to Expand.* Demand for more space from many customers created a need to conduct a feasibility study. The study indicated it was time to expand the building. The General Assembly approved \$3 million to start designing an expansion.

2018 The Georgia General Assembly approved an additional \$6.3 million to continue the design and engineering process. We accepted the schematic and development designs. In addition, a construction manager – Clark Construction was hired by GSFIC (Georgia State Financing and Investment Commission). We look forward to engaging our community and the State of Georgia as we continue with the expansion of our building.

EXPANSION SPACE ADDITIONS:



100,000 SQFT

Exhibit Hall



42,000 SQFT

Ballroom



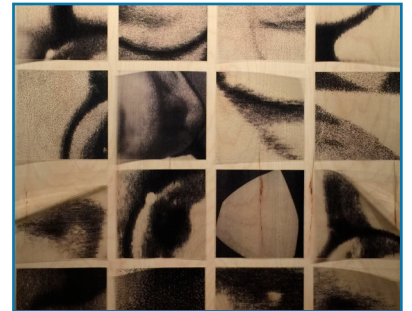
15

Meeting Rooms



900+

Parking Spaces

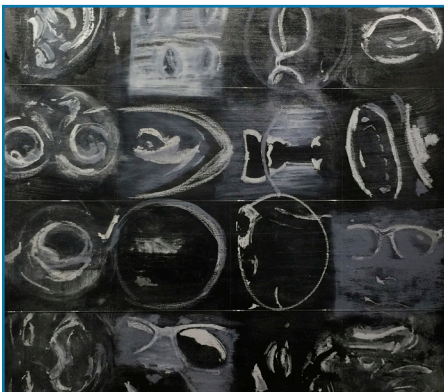


Be Dynamic

The SCC is excited about the growth of the Art Program at the convention center. This program hosts permanent exhibits for artists and organizations, along with rotating local artists who choose to be featured.

For example, Robert Morris, of the Georgia Ports Authority, has hosted over 20 paintings in the Tondee's Café. While the staircase, in the main entrance, serves as an exhibit for the children's artwork from Cart's with HeArts, a local program with the Ronald McDonald House.

The sheer growth of this program over the 2018 Fiscal Year was amazing to watch, with more plans to grow and evolve over the next year. We cannot wait to see what this amazing program has in store for the future!



Be Stewards *Employee of the Quarter/Year*

Everyone is part of the team here at the SCC. Every quarter, members nominate one team member who has gone above and beyond to receive the Employee of the Quarter Award.

This year's Employees of the Quarter are people who are a pleasure to work with and employees who put a unique face and personality to the core values of SCC. The Employee of the Year, Naomi Deloach, is a person who exceeds in all areas of her work here at the Savannah Convention Center.

QUARTERLY OUTSTANDING EMPLOYEES



"Hard worker, with a friendly face who always goes above and beyond."



"Hard Worker! Very good team player, respectful, and considerate. Great Cook and a pleasure to have in the kitchen. Awesome and won't mind helping others out."



"She's an awesome worker. Great Leadership. Great Captain in Food & Beverage, great leader!"



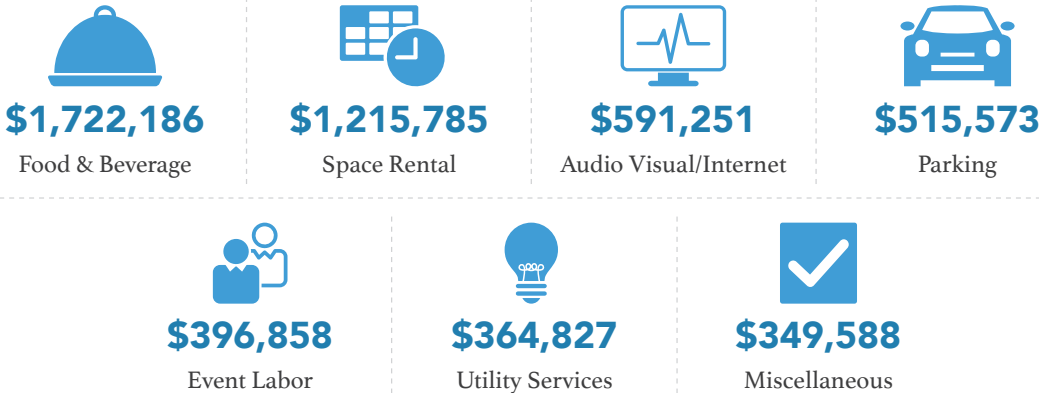
EMPLOYEE OF THE YEAR Employee of Quarter 4

"Naomi has a great attitude. All of the employees smile after speaking with her."

To Be Honest

is to be fiscally responsible and transparent with the local, state and federal dollars received and to provide economic impact to the local community and the State of Georgia. Last year the SCC played a significant role in the economic development of Chatham County and the State of Georgia. The economic impact is measured in job creation, labor income, and total economic output.

SAVANNAH CONVENTION CENTER
REVENUES



TOTAL REVENUES: \$5,156,068

EXPENSES



TOTAL EXPENSES: \$5,572,663

NET INCOME (LOSS): (\$416,595)

GEORGIA INTERNATIONAL AND MARITIME TRADE CENTER AUTHORITY

REVENUES



\$4,132,179

Hotel/Motel Tax



\$3,624,300

Grants*



\$843,200

Water Ferry



\$474,105

Miscellaneous

TOTAL REVENUES: \$9,073,784

EXPENSES



\$261,651

Operating



\$746,489

Contract Services



\$998,446

Water Ferry



\$748,838

Equipment + Projects

TOTAL OPERATING EXPENDITURES: \$2,755,424

NET INCOME (LOSS) BEFORE DEPRECIATION AND CAPITAL: \$6,318,360

DEPRECIATION: \$345,610

CAPITAL EXPENSES: \$3,796,991

ACCRUAL OF ROOF REPLACEMENT: \$200,000

NET INCOME (LOSS) AFTER DEPRECIATION AND CAPITAL: \$1,975,759

*Grants include:

\$3,000,000 from the State of Georgia for expansion-related design cost

\$624,300 from the U.S. Department of Housing and Urban Development for Ferry Dock Replacement

Being Honest

This allowed SCC to deliver a significant contribution to the local and state economies. It also improved the lives of the local and state residents by providing meaningful job opportunities resulting in a better Georgia.

\$194 MILLION

FY18 Annual Impact
to Georgia



\$1.2 BILLION

Total Economic Impact
to Georgia



TOTAL OF 160 EVENTS HOSTED



36 Events
62,404 Attendees
Trade Shows/Conventions



11 Events
70,305 Attendees
Public/Consumer Shows



48 Events
25,466 Attendees
Meetings



13 Events
33,200 Attendees
Sporting Events



47 Events
22,763 Attendees
Banquets/Weddings



5 Events
3,120 Attendees
Other

217,000+

Record # of Attendees 2018



104,948

Record # of Room Nights 2018

\$14,229,852

Highest Total Gross Revenue

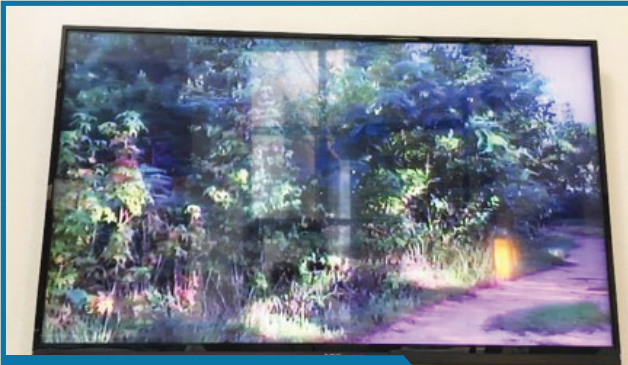
\$5,156,068

Record Facility Revenue

\$3,796,991

Highest Capital Investment

CAPITAL PROJECTS



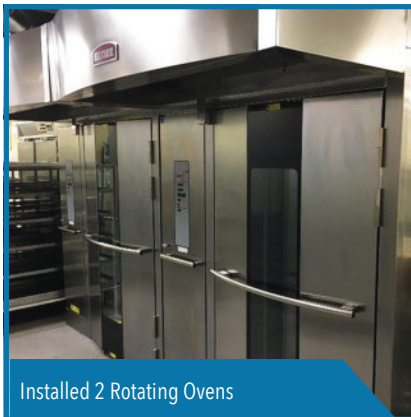
Installed 11 Video Monitors Around the Facility



Installed 2 Savannah Harbor Monument Signs



Refinished Auditorium Stage



Installed 2 Rotating Ovens



Added Patio Furniture & Umbrellas



Repaved Bryan Square



Replaced Skylights & Resealed Windows*



LED Light Replacement

**Damage from Hurricane Irma forced replacement of all the ceiling skylights and resealing of all exterior windows*

WATER FERRY



The Savannah Convention Center is a unique and memorable venue. It is located on Hutchinson Island across the river from Savannah's historic River Street. As a steward for many of the guests who attend conferences and exhibits at the SCC, a water ferry is one of the most memorable amenities offered.

With 6,876 hours service, 41,309 trips across the Savannah River, carrying an average of 99 passengers per hour, total ridership for 2017-18 was 853,809. As the ridership and demands of the water ferry increase with the traffic of the convention center, there is a need to update and renew the docks and the ferries. Savannah Belles Ferry is currently completely revitalizing the Florence Martus ferry. The dock at the Convention Center is being replaced and updated. Then over the next year, there are plans for two of the older water ferry boats to be completely rehabilitated.





CONVENTION CENTER CATERING



Food & Beverage

From black-tie dinners to business meetings, to cultural attractions and entertainment events the Savannah Convention Center Catering team offers an array of delicious cuisine that is freshly prepared for the needs of every client. Our highly trained culinary team will make any event a sophisticated affair with dishes that are beautiful and taste sublime.

The SCC Catering team transitioned 29 employees to GWCCA, creating one seamless team. As a result, we have eliminated duplication of tasks within the organization and given the SCC the ability to create cost-efficient seamless events.

It is with pride and a high level of responsibility that we serve the thousands of visitors the finest of Savannah's cuisine.



"We were amazed at the level of professionalism, courtesy and staffing during the event and overall stellar customer service. Fantastic Experience!" -*TEDx Savannah*

"Excellent comments and feedback for attendees- the entire staff are a **delight to work with** - both professional and friendly." - *Savannah Business Hall of Fame*

"The Staff was wonderful- Courteous and friendly. They went **above and beyond.**" - *Chatham County Board of Commissioners*

"Excellent food, service and coordination." - *Chatham County Management Agency*

"Our family and guests raved about the food and how nice the servers were!" - *Smith (Off-Site Wedding)*





Be One. Be Honest. Be Stewards. Be Dynamic.



SAVANNAH
CONVENTION CENTER





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ONE INTERNATIONAL DRIVE | P.O. BOX 248 | SAVANNAH, GA 31402

912.447.4000 | SAVTCC.COM