



SAVANNAH
CONVENTION CENTER

Be Our Guest

THE SAVANNAH CONVENTION CENTER PRIDES ITSELF ON THE CUSTOMER BEING THE NUMBER ONE PRIORITY. SERVICE AND ATTENTION TO DETAIL ARE OUR EXPERTISE. WE RECEIVE COUNTLESS CUSTOMER SERVICE REMARKS PRAISING OUR STAFF AND EFFORTS IN PROVIDING A SUCCESSFUL EVENT. THE SAVANNAH CONVENTION CENTER INVITES YOU TO "BE OUR GUEST."

TABLE OF

Contents



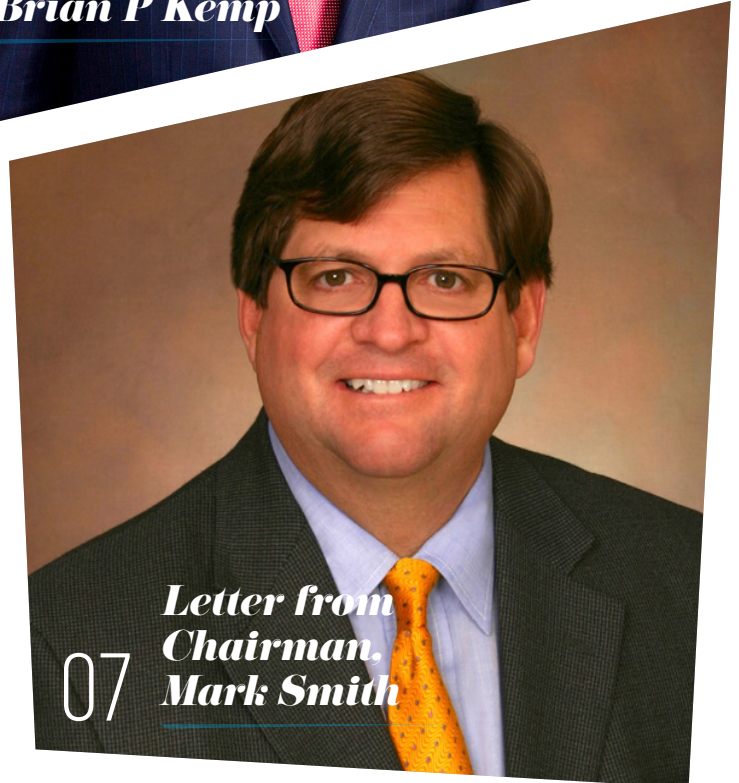
05 *Mission, Vision and Values*



06 *Greetings from the Governor, Brian P Kemp*



08 *Messages from Frank Poe and Sherrie Spinks*



07 *Letter from Chairman, Mark Smith*



08 ***Board of Directors/
Legislative Delegation***



10 ***Expansion
Feature Story***



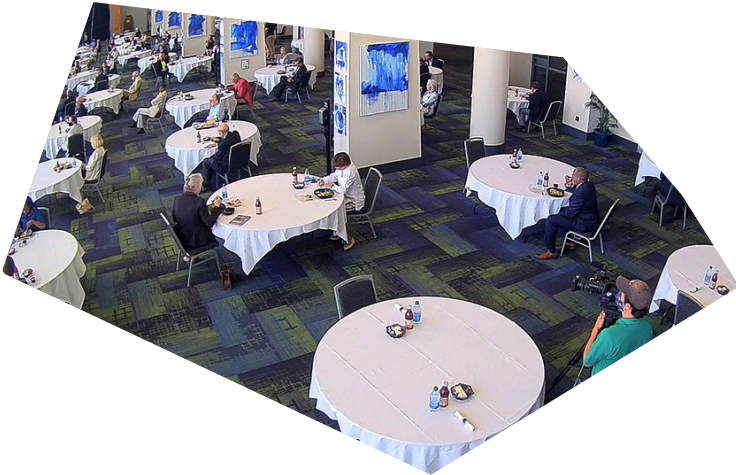
14 ***Financials***



16 *Community Service/ Employee Recognition*



20 *Customer Testimonials*



18 *Capital Projects*



23 *Area Partners*



22 *Happenings in Savannah*

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.

Core Values

THESE FOUR VALUES SHAPE EVERY PART OF
OUR CULTURE AND ALONG WITH OUR VISION
PROVIDE THE FOUNDATION THAT GUIDES OUR
ACTIONS AND DECISIONS.

1 BE ONE

We achieve together.

2 BE HONEST

We hold ourselves and each other accountable to high ethical standards.

3 BE STEWARDS

We are focused on safety and committed to serving our customers, community, environment, and each other.

4 BE DYNAMIC

We seize the ever-changing intense and exhilarating environment we work in.

Greetings from the Governor



B R I A N P K E M P

83rd Governor of Georgia

Georgia's tourism industry is a key economic driver in communities throughout the Peach State. With beautiful natural resources, historic sites, world renowned restaurants, and our unmatched southern hospitality, it's no surprise that families, businesses, and organizations around the country have Georgia on their minds.

In Coastal Georgia, the Savannah Convention Center is a magnet for tourism, investment, and economic development. From conventions to concerts, exhibitions to training exercises, this state-of-the-art facility plays host to some of the world's most notable companies and causes. Supporting thousands of jobs and businesses, the Savannah Convention Center is truly the crown jewel of "The Hostess City of the South."

During the pandemic, as travel came to a standstill and group gatherings were indefinitely postponed, local leaders utilized the Savannah Convention Center as a meal preparation hub and supply distribution center to support those struggling to weather the economic storm created by COVID-19 containment efforts. Even in these challenging times, the Savannah Convention Center finds a way to bring value and opportunity to the local community and beyond.

With an expansion project underway, the future of the Savannah Convention Center is bright. This investment will yield an incredible economic return for our state, ensure an outstanding experience for our visitors, and create a bright future for all Georgians.

Letter from Chairman



M A R K S M I T H

Chairman

"It was the best of times, it was the worst of times."

So begins the classic "The Tale of Two Cities" by Charles Dickens. The sentence also summarizes fiscal year 2020 for the Savannah Georgia Convention Center.

The first eight months of the year were fantastic. We were beating our budget significantly and headed for operational positive cash flow for only the second time since opening in 2000. We were having our absolute best year ever. It was the best of times.

Then March arrived with the COVID19 virus. St Patrick's Day was canceled and with it the Hibernian Society Banquet. The cancellations mounted and rescheduling began. Many of the rescheduled events were also canceled. It was the worst of times.

Our staff rose to the occasion. Emergency planning was implemented. Extensive cleaning and sanitation protocols were established. We eventually attained Global Bio-risk Advisory Council (GBAC) certification for cleanliness.

During the year we worked closely with Governor Kemp's office on our expansion. We kept them informed of our progress on the plans and the anticipated pricing of our addition. We secured a commitment from the Governor's office for a \$70 million allocation in the state bond package. This would enable us to begin construction in fiscal 2021.

The pandemic interrupted the Legislative session before a budget could be passed. When the Legislature returned in June our appropriation was approved. It was the best of times.

Thank you, Governor Kemp, Thank you Speaker Ralston, Majority Leader Burns, Delegation Dean Ron Stephens and the entire Georgia House of Representatives. Thank you, Lt Governor Geoff Duncan, Senators Watson and Jackson and the entire Georgia State Senate. We appreciate your vision for and confidence in the Savannah Georgia Convention Center.

We now turn our attention to executing the expansion. Construction plans are complete, pricing has been secured by Clark Construction. We are ready to pour concrete. Opening is scheduled for the summer of 2023. The task before us now is to bring the project in ahead of schedule and under budget.

I cannot write enough good things about Sherrie Spinks and the incredible staff she has assembled. They have gone above and beyond the call of duty with our customers, employees and facilities in this time of unprecedented turmoil.

I would also like to acknowledge Frank Poe and the staff of the Georgia World Congress Center for providing oversight, direction, insight and support to the Savannah Georgia Convention Center.

We believe we will experience a sharp recovery when the pandemic subsides. We believe there is tremendous pent-up demand for meeting events and trade shows. The pandemic has proven that people are social creatures and demand interaction socially and economically. We look forward to the return to normalcy with great confidence. We will be ready!

Message from Frank Poe



F R A N K P O E

GWCCA Executive Director

For the past six years, Georgia World Congress Center Authority has served in a management role of Savannah Convention Center – a business relationship that links the state's two most popular visitor destinations and drives new business and tax revenues into the economy. This partnership has seen its share of successes as well as a few challenges along the way, but nothing that could have prepared us for the occurrences of fiscal year 2020.

Despite the ramifications of a global pandemic quelling what was to be the best financial year on record, Savannah Convention Center's collective spirit could not be broken. From the resolve of team members to assist customers with rebooking cancelled events and re-imaging shows with social distancing protocols in place to achieving GBAC STAR™ accreditation, the Center's focus on delivering exceptional service paid off with shows returning to the venue over the summer.

The Center gained momentum on its expansion project during the fiscal year thanks to the General Assembly's approval of additional bond funds. The vision for a larger venue that will double the size of exhibit hall space and no doubt bring new business and additional revenue to the city, region, and state is coming into focus.

The future looks bright for Savannah Convention Center.

Mark Smith,
Chairman

Water Utility Management LLC

Joseph Marinelli,
Vice Chairman

Visit Savannah

Lorri Smith,
Secretary/Treasurer

Office of Governor Brian P. Kemp



Ansley Williams

Live Oak Restaurant Group

Benjamin Polote, Jr.

The Polote Corporation

Jeanne Seaver

Jeanne Seaver Consulting Group, LLC

Mark Spadoni

Consultant

Hugh "Trip" Tollison

Savannah Economic Development Authority

Martin Miller

Alcove Properties, LLC

Patrick Farrell

Chatham County Commission

Ruth Quattlebaum Edwards

Retired

Legislative Delegation

Rep. Carl Gilliard, House District 162

Rep. Craig Gordon, House District 163

Rep. Bill Hitchens, House District 161

Sen. Lester Jackson, District 2

Sen. Jesse Petrea, District 166

Sen. Ron Stephens, District 164

Sen. Ben Watson, District 1

Rep. Mickey Stephens, District 165



Board of Directors

Message from Sherrie Spinks



S H E R R I E S P I N K S

General Manager

Wow-what a year! The Savannah Convention Center was on track to have its best year yet for revenue, room nights and net profit but wham, a worldwide pandemic. It was something none of us could have anticipated. Unfortunately, this led to a crazy time with many cancellations and postponements and put the center in a very different position. The bright side is I have a strong staff passionate about their work and will manage to get us through this crisis. Only 18 staff members working on all projects have tested our resilience and determination to get us back on our feet. The center received the Global Biorisk Advisory Council STAR Accreditation. The GBAC Star accreditation enables facilities to create and maintain an effective cleaning, disinfection, and infectious disease prevention program. The GBAC accreditation has been a significant factor in making groups feel comfortable in returning to the convention center...."Come Be our Guest".

This is also a time to celebrate Governor Kemp and the Georgia Assembly's approval of the FY21 budget for the State of Georgia, which included \$70 million to continue with our facility expansion. Already underway is

the placement of new cooling towers and relocation of electrical and gas utilities. A groundbreaking scheduled for the fall will kick-off the full construction process with completion of the expanded facility expected in early 2023. The new development will double the building's size offering the opportunity to host larger groups and more simultaneous events. The construction project will bring 600 new jobs to Georgia and create significant Economic Impact to the region and Georgia. Additionally, the convention center will be able to continue to host events -come "Be our Guest".

Our theme this year is "Be Our Guest." We practice this motto daily, offering the most satisfactory service to our clients and attendees. We excel in our customer survey scores and continue to train our employees on first-class service.

We are working diligently through these times to assure customers we can social distance and provide a safe environment. We are confident fiscal year 2021 will be a good year with events remaining in place....We hope you will "Be our Guest" in FY21 and Beyond.

EXPANSION PLANS

North east view





Expansion

Tourism is a staple of Georgia's economy and workforce, generating \$63 billion in annual economic impact to the state, supporting 460,000 jobs, over 28,000 alone in the Savannah area. To keep this vital industry growing, we must remain competitive. For tourism to thrive, we must expand one of Georgia's most prized facilities.

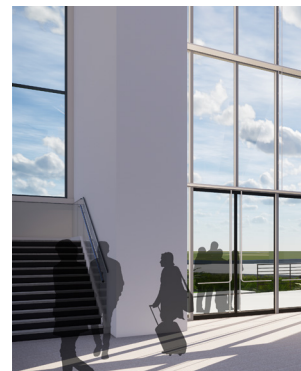
In 2017, the Georgia General Assembly approved \$3 million to begin designing the expansion. In 2018, an additional \$6.3 million for planning. In 2019, \$13.7 million to complete the design and preconstruction. In 2020, \$70 million to begin construction. With Governor Kemp's support and under the leadership of the Savannah-Georgia Convention Center Authority, the project is officially underway.

The \$271 million-dollar expansion will double the exhibit hall space, add a 58-foot wide hangar door that can accommodate more extensive indoor exhibits and equipment, fund a 40,000 square foot ballroom, 15 meeting rooms and a 900 space parking garage built on-site to accommodate conference-goers and visitors. Funding the expansion creates an opportunity for Georgia to make an unprecedented return on its investment.

Upon completion, the expanded Savannah Convention Center will make our city, region, and state the ideal place for some of the world's largest and most respected businesses and organizations to visit, invest, or relocate.

This expansion will create an economic effect in our community with more shoppers, more diners, more customers, and more jobs. The Savannah Convention Center's economic impact will more funds created in sales tax revenue for our local schools, public safety, increased investments in tourism, more infrastructure projects, and recreation. Every dollar spent will generate more economic opportunity for Coastal Georgia families and all of Georgia. This investment will impact every corner of our great state.

Georgia is the top state for business and a leader in agriculture, aerospace, cybersecurity, and manufacturing. We can add tourism to that growing list of impactful industries by expanding the Savannah Convention Center. With local, regional, and statewide support and collaboration, we can foster growth, generate opportunity, and ensure prosperity for generations to come.



Expansion Timeline

2000

Savannah International Trade and Convention Center opened

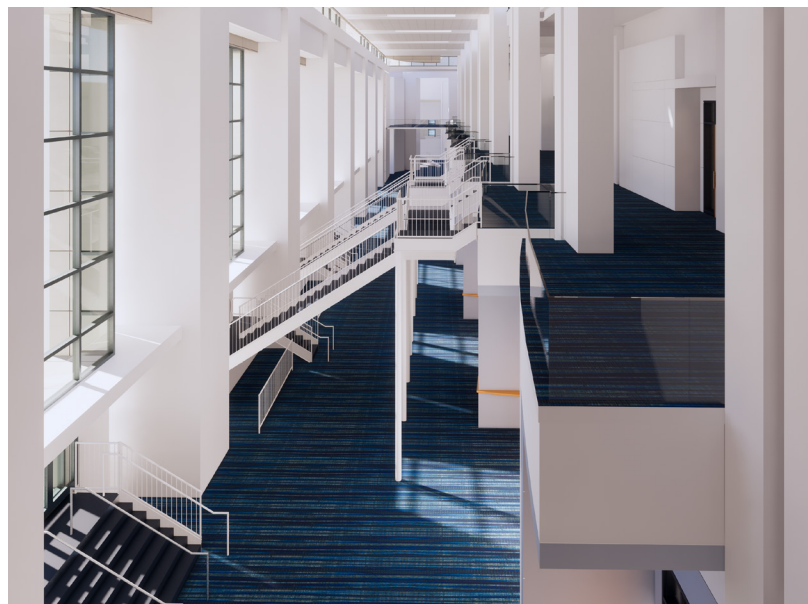
2014-
2017

Demand for more space leads General Assembly to approve \$3 million to start design

2018

The General Assembly approved an additional \$6.3 million to continue design and engineering design





2019



Georgia Governor Brian Kemp signed a bill creating the new Savannah Georgia Convention Center Authority to oversee operations of the expansion. \$13.7 million was approved to complete the design and pre-construction

2020

Georgia Governor Brian Kemp signed FY2021 budget which included funding for the Savannah Convention Center Expansion.

2023

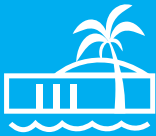
Opening of the newly expanded facility



Financials

SAVANNAH-GEORGIA CONVENTION CENTER AUTHORITY

Revenue



Center

\$6,862,499



Hotel/Motel Tax

\$3,372,930

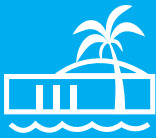


Misc.

\$253,322

Total Revenues \$10,488,751

Expense



Center

\$7,830,935



Contract / Misc.

\$741,663



Equipment/Projects

\$748,850


Total Expense \$9,321,448

Net Income (loss) before Depreciation and Capital	\$1,167,303
Depreciation	\$586,543
Capital Projects	\$815,003
Reserve for roof replacement	\$300,000
Net Income (loss) after Depreciation and Capital	\$(534,243)
GO Bond Revenue	\$6,877,292



BE OUR GUEST

Community Service/ Employee Recognition

The Savannah Convention Center is dedicated to serving our community, environment and each other. 3000 hours of stewardship was completed by the employees. A list of some of the non-profits supported during fiscal year 2020 are 

Gadsden Advisory Council
Emmaus House Morning Volunteers
TLC Board
Keep Savannah Beautiful Board
TLC Exec Committee Board
Savannah Harbor Foundation Board
Old Savannah City Mission Food Donations
Overcoming By Faith - Children's Ministry
BCE - Treasurer, Women's Ministry Leader
Student Leadership Program
TLC Board Meeting Labor
Operation Clean Tybee Beach
Cathedral St John The Baptist
Summer 500 Mentorship Program
Teacher Supply Giveaway
United Way Payroll Dollars Pledged
200 Club Golf Tournament
Emmaus House - Harvesting For Good Campaign
Savannah Food & Wine Festival
One Hundred Miles Org
Reindeer Run
Salvation Army Angel Tree
Valor Awards
Junior League of Savannah



KASEY THEXTON, EXECUTIVE CHEF, AND JAMIE PARKS, DIRECTOR OF FOOD & BEVERAGE FOR THE SAVANNAH CONVENTION CENTER, ARE RECOGNIZED AS SAVANNAH'S FRONTLINE HEROS. PREPARING FOOD DURING THE PANDEMIC FOR THOSE IN NEED IN OUR AREA.



Savannah Convention Center achieved the GBAC Star facility accreditation from the Global Biorisk Advisory Council Star Program in August 2020. The Global Biorisk Advisory Council helps commercial facilities of all sizes establish and carry out an organized approach to cleaning, disinfection, and infection prevention.

Capital Projects

2

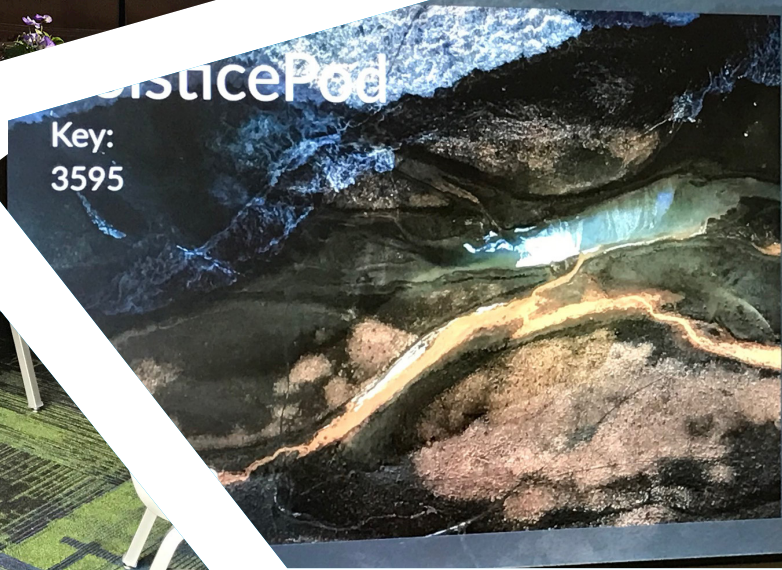


4



5

Key:
3595

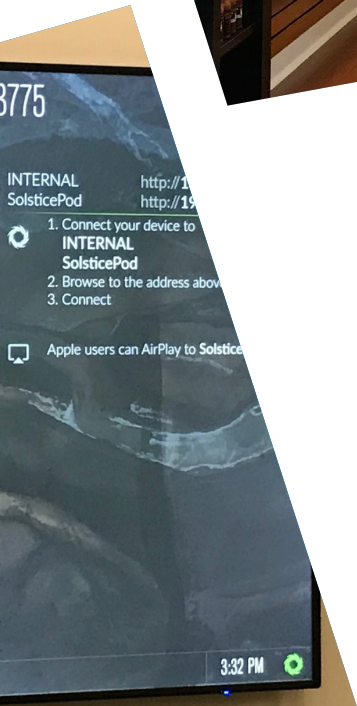




1



3



38

TOTAL NUMBER OF PROJECTS

60%

PERCENTAGE OF COMPLETION

\$4,024,961

BUDGET

\$1,863,853

ACTUAL

1 TRIPLE WITH CLASSROOM AND STAGE

2 SCC FOUNTAIN

3 GIFT SHOP BUILDOUT

4 BALLROOM CHAIR REPLACEMENT

5 JASPER BOARDROOM A/V UPGRADE

Testimonials

“

I was blown away by how beautifully you and your team executed our Rotary meeting Monday June 29, 2020. Every detail was perfect! As I stood on the podium with my dress billowing in the breeze from the open doors, I was struck how your team ‘pulled it all off’. The social distancing was perfect, the food delicious, and the treat of being personally near each other, delightful. Thank you for all the email support and copying you did for us. It was a real treat for all of us”

Ellen B. Bolch

Immediate Past President / Rotary Club of Savannah

“

The staff at the Savannah Convention Center was amazing! They managed our large event extremely professionally, went above and beyond to be helpful and accommodating, and it was largely due to their attention to detail that our event was such a success”.

Kef Wilson

Head of School / The Savannah Country Day School

“

From my role in executing this event... you and your team made it so easy!! No matter the question or need...your team’s response was... no problem, happy to handle this for you”.

Marsha Bass

Community Relations Manager

“

The Savannah Convention Center has been a key part in making the Richmond Hill High School prom a success for the last several years. With our student body growing each year, the convention center helps accommodate our large group of junior and senior students and provides an amazing dance floor, water stations, and tables and chairs. The friendly staff are always so helpful and willing to go the extra mile to make any event a success”.

Mandi Callaway

Exceptional Student Services / Richmond Hill High School

“

Our organization has been hosting the spring conference and training summit at the Savannah International Trade and Convention Center since April 2011.

We are extremely pleased with the hospitable and professional staff who works with us to insure a successful conference. The food is also excellent and have always received good reviews by our attendees.

I am happy to recommend this facility to anyone seeking a great venue and city to host your event”.

William Wright

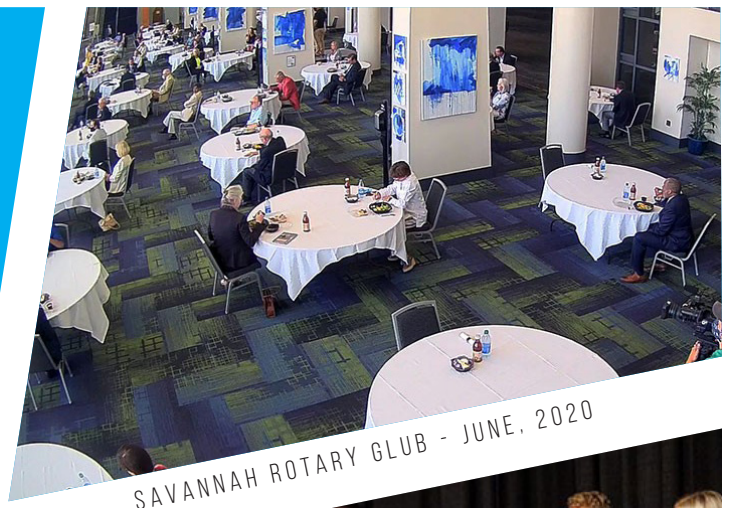
Treasurer / Emergency Management Association of Georgia, Inc.

“

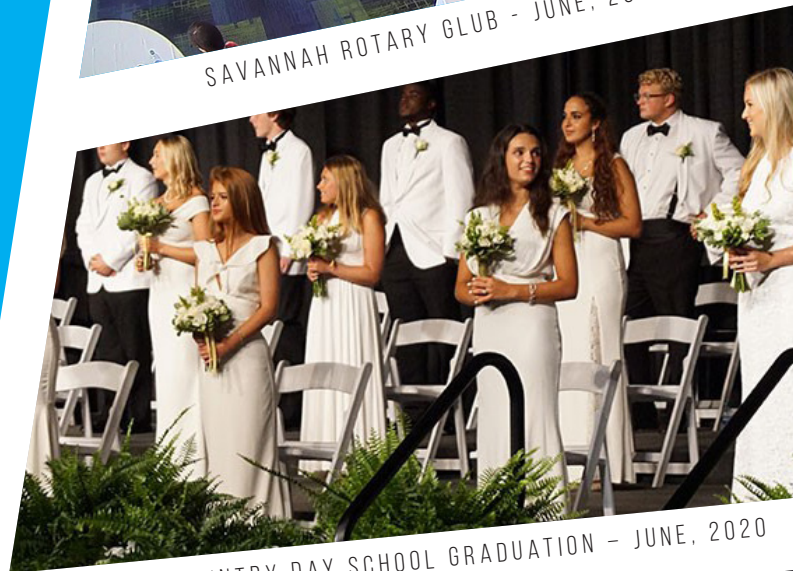
We have used the Savannah Convention Center for over five years for our annual Hurricane Conference. The entire staff is always willing to help and provide assistance at all levels of our planning process. Their attention to detail allows us to focus on the conference content while knowing that the Savannah Convention Center is handling the venue, staffing and catering for our event. We look forward to working with the Savannah Convention Center each year”.

Stephanie Cox

Chatham County



SAVANNAH ROTARY CLUB - JUNE, 2020



SAVANNAH COUNTRY DAY SCHOOL GRADUATION - JUNE, 2020



GEORGIA ASSOCIATION OF CHIEFS OF POLICE - JULY, 2020

Happenings in Savannah

SAVANNAH JOINS THE SOUTHWEST FAMILY

Southwest Airlines announced five new nonstop routes from Savannah/Hilton Head International starting in March 2021; getting to Savannah will be more comfortable than ever! www.Southwest.com

The airline will offer nonstop flights:

- Two daily from Baltimore/Washington
- One daily from Chicago (Midway)
- One daily from Nashville
- One daily from Houston (Hobby)
- One daily from Dallas (Love Field)

NEW JW MARRIOTT OPENS IN PLANT RIVERSIDE DISTRICT

JW Marriott Savannah Plant Riverside District is the pinnacle of luxury in the Hostess City. Located within Plant Riverside District, Savannah's iconic entertainment destination, our numerous walkable attractions and amenities include dynamic restaurants and lounges, upscale retail, and live entertainment. Once a power plant on the Savannah riverfront, Plant Riverside District represents the beauty of progress. www.plantriverside.com

Plant Riverside Districts Features:

- Three buildings are featuring 419 stunning rooms.
- Plant Riverside has all your shopping needs with high-end shops, carefully curated retailers, and original galleries.
- You will find more than a dozen eateries within the district that will light up your taste buds within the community. Feast on Neapolitan-style pizza at Graffito, dip into a cultural experience at Riverside Sushi, or eat melt-in-your-mouth barbeque from District Smokehouse.
- Whether you are looking to listen to live music, dance the night away, or hang with friends on a lively rooftop bar, Plant Riverside District can accommodate.



Area Partners



G A R D E N C I T Y





ONE INTERNATIONAL DRIVE
SAVANNAH, GA 31421

912.447.4000

SAVCONVENTIONCENTER.COM