



SAVANNAH
CONVENTION CENTER

GIVING BACK
MOVING FORWARD

**ANNUAL
REPORT**

FY2023

SAVANNAH-GEORGIA CONVENTION CENTER AUTHORITY



SAVANNAH CONVENTION CENTER BOARD OF DIRECTORS

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Water Utility Management, LLC

JOSEPH MARINELLI, VICE CHAIRMAN

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PRITPAL SINGH

Left Lane Development

TRIP TOLLISON

Savannah Economic Development Authority

RUTH QUATTLEBAUM- EDWARDS

Retired

OUR COMMUNITY PARTNERS



THE VISION

To be the premiere event destination, delivering exceptional service and creating memorable experiences.

THE MISSION

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

LEGISLATIVE DELEGATION

Rep. Carl Gillard
House District 162

Rep. Derek Mallow
House District 163

Rep. Bill Hitchens
House District 161

Rep. Anne Allen Westbrook
House District 163

Rep. Jesse Petrea
District 166

Rep. Ron Stephens
District 164

Sen. Ben Watson
District 1

Rep. Edna Jackson
District 165

GREETINGS FROM THE GOVERNOR

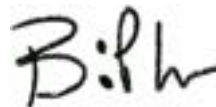
Greetings,

On the coast of Georgia, Savannah has come to stand as one of the most memorable and varied locations for visitors of all kinds traveling to and within the Peach State. With millions of visitors each year enjoying time in the Hostess City, the Savannah Convention Center has grown to be a defining feature of the city's success, attracting business travelers from across the globe seven days a week, 365 days a year and introducing them to the charm and culture of one of the jewels of coastal Georgia.

Despite the challenges our tourism industry has faced in recent years, I'm proud to report we have roared back stronger than before, surpassing pre-pandemic levels of visitors to our state. The hardworking men and women of the Savannah Convention Center are an incredible example of that spirit, taking changing guidelines and capacities in stride to provide travelers with exemplary service. Now, we're proud to be building on that success and planning for the future of this facility and the people who keep it moving forward.

I want to thank the leadership of the Convention Center for their vision and commitment to seeing this venue and its city thrive. We are proud to have a premier space such as this readily available for trade shows, conventions, meetings, and any other needs of our business community. As the No. 1 state for business for an unprecedented 10 consecutive years, we are keeping our foot on the gas in bringing new jobs to all corners of the state -- opportunity that starts right here where business is done.

Sincerely,



Brian P. Kemp

CHAIRMAN'S REPORT

I am pleased to provide this report on the Savannah-Georgia Convention Center Authority.

Our fiscal year ending June 2023 was another year of exceptional performance for the Convention Center. We ended the year with a slight operating loss but beat our budget by \$546,950. This is a remarkable achievement, given that we were under heavy construction the entire year.

This operating performance is directly attributable to our dedicated team of professionals and staff. Unfortunately, our General Manager, Sherrie Spinks, retired this past August after 9 ½ years of reliable service. Sherrie provided the leadership and drive to ensure the Center achieved its maximum potential. Her leadership, maximizing the performance of your Center, led us to determine that expansion was warranted. Sherrie played a critical role in designing the expansion, securing the funding, keeping an eye on construction, and solving the resulting operational challenges. Sherrie will be sorely missed! We wish her all the best in her well-deserved retirement. While a national

search is conducted for a General Manager, our CFO of 22 years, Mr. Stephen Hall, will serve as interim General Manager.

I want to thank my fellow Authority members: Mr. Joe Marinelli, Vice Chairman; Mr. Bert Brantley, Secretary-Treasurer; Mrs. Anne Scheer, Mrs. Ruth Quattlebaum, Commissioner Pat Farrell; Mr. Martin Miller, Mr. Ben Polote, Mr. Pritpal Singh, Mr. Trip Tollison, and Mr. Ansley Williams. They are excellent stewards of your convention center.

Of course, we could only be under construction with continued appropriations from the State of Georgia. We thank our local delegation led by Representative Ron Stephens, supported by Senators Ben Watson and Derek Mallow, Representatives Jesse Petrea, Bill Hitchens, Carl Gilliard, Edna Jackson, and Anne Westbrook for keeping our funding request in front of the legislature.

We look forward to 2024 and all future years with confidence. We are excited to open our expanded convention center in the 2nd quarter of 2024. Presently, we have

38 groups booked that would only be meeting in our Center with the expanded space.

After seven years of effort, we are developing a 400-room hotel. The Authority has determined it will follow the successful format established by the Georgia World Congress Center. The GWCC will open a 975-room Signia Hotel by Hilton in January on the site of the former Georgia Dome. The GWCC will own this hotel. The hotel was financed with bonds sold by Citicorp to private investors, a substantial contribution from the Hilton Hotel Corp, and a cash infusion from the GWCC.

The Savannah-Georgia Convention Center will own our hotel. Citicorp and Hilton will underwrite it. The financial plan will include bonds sold to private investors and a contribution from Hilton. Rather than a cash donation, the Savannah-Georgia Convention Center Authority will guarantee approximately 15% of the bonds issued by pledging a portion of its hotel-motel tax. This hotel is necessary to ensure the maximum performance of the expanded



Convention Center. We look forward to making this dream a reality in 2024. I want to thank Mr. Frank Poe, Executive Director of the Georgia World Congress Center, for his invaluable assistance in developing our hotel project.

In summary, I am pleased to report on the many accomplishments of the Savannah-Georgia Convention Center Authority during fiscal 2023.

We look forward to continued success during 2024.

Respectfully,

Mark V. Smith
Chairman

GIVING BACK

The Savannah Convention Center is proud to make a huge difference by giving back to its local community, region, state, and beyond. For starters, the economic impact in 2023 was \$200.9 million.

Looking closer at specific numbers reveals the significant contributions to local companies and employees. For example:

- The Food and Beverage team employed approximately 250 to 350 temporary staff per month, depending on the needs of clients and events. The Savannah Convention Center's budget for temporary payroll is \$736,331, an average of \$61,360 per month.
- In fall 2023, Savannah Convention Center jobs contributed to an area unemployment rate of 3.5, which is .4 lower than the national average, according to the US Bureau of Labor Statistics.
- The Savannah Convention Center expansion project has awarded \$122M in contracts to First-Tier Georgia Contractors, with \$70M going to Savannah companies. The following is a complete list of these contractors.

GEORGIA FIRST-TIER CONTRACTORS

- Accessories Unlimited, Inc.
- Access, Security, and Parking Integrated Solutions
- Accutrack Systems LLC
- Advanced Door Systems, Inc.
- Alpha Insulation and Waterproofing
- C. C. Owen Tile Company, Inc.
- Cornerstone Masonry Group, LLC
- Eurocraft Group Of Companies, LLC
- Glass Stream, Inc.
- Goodman Decorating Co., Inc.
- Kelley Bros
- Metromont
- Metro Waterproofing, Inc.
- MillerClapperton
- SCI Construction, Inc.
- Steel LLC
- Thompson Building Wrecking Company

SAVANNAH FIRST-TIER CONTRACTORS

- Badger Daylighting
- C.A. Murren & Sons
- Coleman Company, Inc.
- Custom Quality Scaffolding, Inc.
- Erickson Associates, Inc.
- ECS Southeast, LLP
- The Greenery, Inc.
- Ground Penetrating Radar Systems, LLC
- Hardcore Concrete, LLC
- Metalcrafts, a Tecta America Company, LLC
- Multivista
- Pat Mathis Construction Co.
- Vos Electric, Inc.
- Wayne Brothers, Inc.
- WillScot
- Myrick Marine Contracting Corporation



TOPPING OUT

Cranes and construction fencing continued to be part of our landscape in 2023 as the \$276 million Savannah Convention Center expansion moved closer to its projected opening in spring 2024. More than 1.5 million person-hours through June 2023 have resulted in many milestones at 1 International Drive.

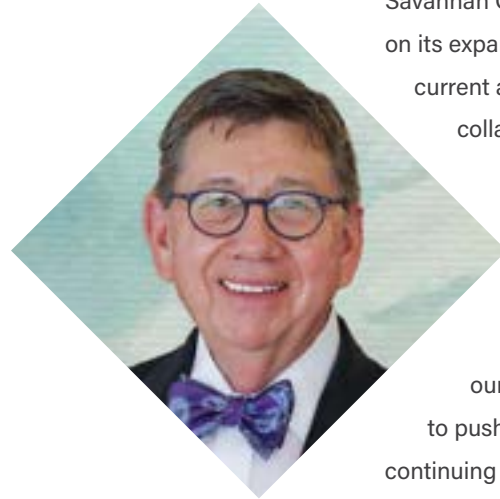
Notably, the expansion project reached its highest physical point (its “topping out”) in early March, approximately one year after the groundbreaking. To celebrate, the Savannah Convention Center and Visit Savannah partnered to create an exciting milestone event for local media, meeting planners, and city officials. Georgia Governor Brian P. Kemp spoke to the crowd and signed the “final beam” in the expansion.

This project has awarded \$122M in contracts to first-tier Georgia Contractors, with \$70M remaining in Savannah. When complete, the expansion will double the size of the building, including exhibit hall space, add a 58 ft. wide hanger door to accommodate more extensive indoor exhibits and equipment, add a 40,000 square foot ballroom, 15 meeting rooms, and a 900-space parking garage.

MOVING FORWARD



GWCCA EXECUTIVE DIRECTOR'S NOTE



Savannah Convention Center's fiscal year was earmarked by remarkable progress on its expansion project, including a topping-out ceremony in March. Soon, current and new shows will have more space and opportunities for innovation, collaboration, and connection, creating increased revenue as well as economic impact to the region and the state of Georgia. Currently, more than 38 events anticipated to generate more than \$97.9 million of economic impact to the region have been booked into the new expansion space – a testament to the dedication and talent of the Savannah Convention Center team. As we celebrate the extension of our partnership with the Savannah Convention Center, we are committed to pushing the boundaries of what's possible, exploring new horizons, and continuing to be the driving force behind Georgia's tourism industry. The journey ahead is bound to be extraordinary, and we are proud to be part of the history being made in Georgia's hostess city.

Frank Poe
GWCCA Executive Director

GENERAL MANAGER'S LETTER



We are in the home stretch in the race to complete our much-anticipated expansion of the Savannah Convention Center. Even with construction all around us, we have had a fantastic year hosting a record number of events and breaking records. We hosted 161 events, including Georgia Water Professionals, Georgia Chiefs of Police, ACCG, GMA, Smile Source, IAEM, SE Regional Fruit & Vegetable, Chemicals America, National Ski Areas Association, Georgia Junior and Senior BETA, several graduations, many competitive sporting groups, local meetings and banquets and consumer events including Savannah Boat Show, Comic Con, Tattoo Festival, Gun Show and Christmas in the South. These events brought record attendance and room nights to the City of Savannah. While the expansion construction team worked to move toward the finish line, the Convention Center team has completed many projects to make the current building match the expansion. We replaced the 22-year-old roof, repainted the inside of the building, installed a new outdoor event space on the riverfront, and completed many other projects. The Savannah Convention Center team is the BEST and serves our customers well. The finish line is near, and the expanded facility, which will open in a few months, will be beautiful.

I've reached the finish line and retired September 1, 2023..

Sherrie Spinks
General Manager



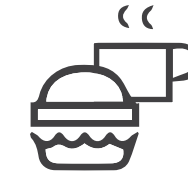
SAVANNAH CONVENTION CENTER FINANCIAL UPDATE

The Savannah Convention Center had a momentous year in 2023. The facility hosted 162 events (up from 129 the year before), and these events ranged from national conventions to corporate meetings to competitive arts. Because our events are usually multi-day, the Center was in use for 334 days, and our total attendance was 197,207 people. The Center generated more than 170,000 room nights in local hotels.

This state-of-the-art, world-class facility supports 28,000 tourism and hospitality jobs in coastal Georgia, and had contributed \$1.4 billion in economic impact to Georgia through tourism and hospitality in less than 10 years. Every year, the Savannah Convention Center plays a part in raising \$13.5 million dollars in state and local tax revenue .

The expansion of the Savannah Convention Center is particularly notable, because the economic impact of doubling our space (and booking 38 events there so far) is expected to be \$200.9 million. This is an exciting time for all of us at the Savannah Convention Center and those who come here for business, entertainment, milestone events, and so much more.

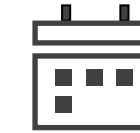
REVENUES



F&B
5,960,389



Rental
1,700,195



Event Ancillary
1,401,040



Misc
508,344

Total Revenue
9,569,969

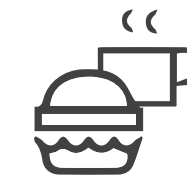
EXPENSES



Operations
3,691,225



Sales & Administration
2,823,207



F&B
3,277,303

Total Expenses
9,791,737

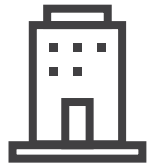


SAVANNAH-GEORGIA CONVENTION CENTER AUTHORITY FINANCIAL HIGHLIGHTS

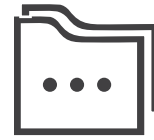
REVENUES



Center Revenue
9,569,969



Hotel/motel Tax
6,837,587



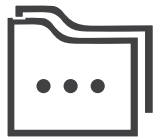
Misc
1,812,904

Total Revenue
18,220,460

EXPENSES



Center Expenses
9,791,737



Contract / Misc.
2,457,633



Equipment / Projects
1,029,190

Total Expenses
13,278,561

NET INCOME



Net income before depreciation and capital	4,941,899
Depreciation	477,059
Capital Projects	7,818,521
Net income After depreciation and capital	(3,353,680)



FACILITY CAPITAL PROJECTS

While the facility expansion took center stage, other capital projects improved the Savannah Convention Center in 2023. Continual reinvestment in our facilities represents our commitment to ensure that our clients have the best possible experience and accommodations. This year's completed projects include:

- New GAF PVC high-performance roof for the existing facility to match the expansion roof
- Facility repainting to match the expansion colors
- Tondee's Cafe riverside awning with fans, lights, and furniture to complement outside events
- New flooring in Tondee's Cafe



SALES/MARKETING/ EVENT SERVICES

ATTRACTING CUSTOMERS, DELIVERING QUALITY SERVICE

The Savannah Convention Center Sales team, was busier than ever in 2023, attracting and booking clients and events. Expanding the space also increases the number and type of potential customers the Sales staff can reach.

The sales team booked 38 events for the expansion space to generate more than \$97.9 million of economic impact.

What hasn't changed is the Sales/Event team's commitment to extend the warmest hospitality to our guests and provide a pleasant experience in every way. We are proud to celebrate the following successes in 2023:

SOME OF THE GROUPS BOOKED FOR THE EXPANSION SPACE:

Women in Aviation International - FY27

International Emergency Veterinary Emergency & Critical Care Society - FY27

Kampgrounds of America - FY28

National Rural Water - FY25

National Agricultural Aviation Association - FY27

International Association of Emergency Managers - FY26 & FY29

Student & Youth Travel - FY26

Savannah Sports Production Girls Volleyball - FY25, 26, 27, 28, & 29

Celebrate Savannah Pink Gymnastics Invitational - FY26, 27 & 28

SHRM Inclusion - FY25

National Air Duct Cleaners - FY25



162
total events



197,207
total attendees



\$200.9 M
economic impact

38

events booked that will utilize expansion space

289

sales proposals extended

64

site visits completed

144

sales contracts executed

97.2

(out of 100) "Excellent" rating of Sales staff by our customers

94.4

(out of 100) "Excellent" rating of Event Management staff by our customers



FOOD & BEVERAGE DEPARTMENT

The food and beverage team at the Savannah Convention Center works together to make every visitor experience memorable. Whether it be a gala event, business meeting, sporting event, or trade show, the SCC food and beverage team takes pride and passion in every meal served. Our culinary team did more than 125,000 meals this year. In addition, we strive to use various local and sustainable options for our guests when available. The expansion will give our guests several new food and beverage options for dining and quick service meals. We have updated our central kitchen with the latest advancements in cooking technology. The food and beverage team takes immense pride in serving our clients professionally and courteously.

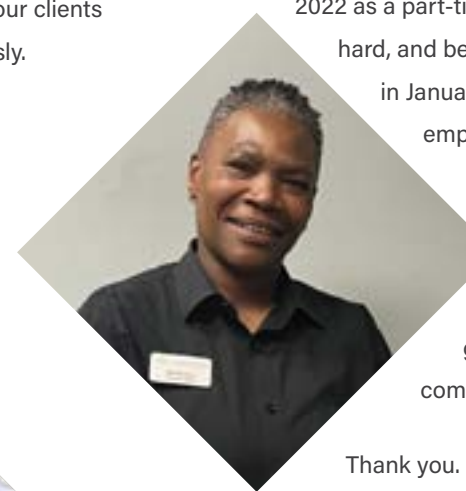


OUTSTANDING FOOD AND BEVERAGE EMPLOYEE

BEE BRINSON

Bee began her employment with SCC in February 2022 as a part-time banquet captain and worked hard, and became a full-time banquet captain in January 2023. She is an exceptional employee. She is passionate, punctual, hardworking, and dependable. She is always willing to assist other team members. She always has a smile and a great attitude and works hard to complete her tasks.

Thank you. Bee, for your passion and dedication to our food and beverage team.



SAVANNAH CONVENTION CENTER TEAM

The commitment of our employees ensures we continue to be known for our friendliness and hospitality.

Our Employee of the Year is Sidney Greene, Grounds Maintenance Tech. Thank you Sidney for helping exceed guest and staff expectations!

We celebrate our employees of each quarter as well. Their professionalism, dedication, and leadership inspire all of us.

EMPLOYEE OF THE QUARTER

Q1. Matt Jones / Operations Manager

Q2. Will Lewis / Sous Chef

Q3. Sidney Greene / Grounds Maintenance Tech

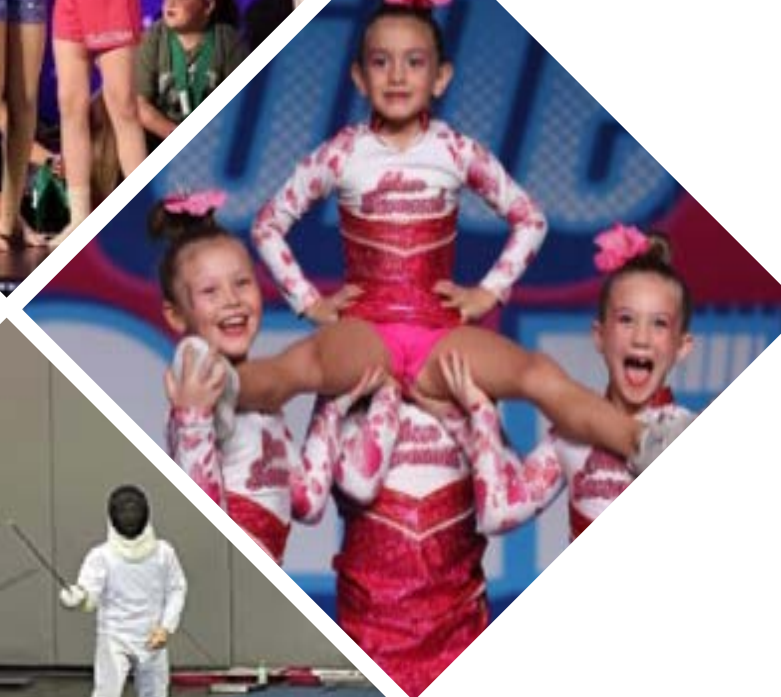
Q4. Ben Mallard / Banquet Captain

EMPLOYEE OF THE YEAR



SIDNEY GREENE


EVENTS YEAR IN REVIEW





ONE INTERNATIONAL DRIVE SAVANNAH, GEORGIA 31421




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