



**COLUMBUS GEORGIA
CONVENTION & TRADE CENTER**

**COLUMBUS IRON WORKS CONVENTION AND
TRADE CENTER AUTHORITY
MONTHLY MEETING
FEBRUARY 28, 2025**

**12:00 PM
BOARDROOM
(SECOND LEVEL)**

A G E N D A

- I. CALL TO ORDER – CHAIRMAN JONATHAN PAYNE**
- II. APPROVAL OF MINUTES**
 - A. REGULAR MEETING – JANUARY 23, 2025**
- III. FINANCIAL REPORT – NICHOLE LEWIS**
 - A. JANUARY 2025**
- IV. FACILITY UPDATE – HAYLEY TILLERY & SKIP HANSBERGER**
 - A. PARKING GARAGE UPDATE / MASTER PLAN CONSULTANT – UPDATE**
 - HECHT BURDESHAW ARCHITECTS, INC. – SCOTT HOLMES PRESENTATION**
 - B. HVAC ARP PROJECT – UPDATE**
 - C. INTERNET – UPDATE**
 - D. CARPET RENOVATION PROJECT - UPDATE**
- V. CATERING UPDATES – HAYLEY TILLERY**
 - A. JANUARY 2025**
- VI. SALES REPORT – HAYLEY TILLERY / MORGAN MOORE**
 - A. JANUARY 2025**
- VII. ADJOURNMENT**



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**MINUTES OF THE MONTHLY MEETING
FEBRUARY 28, 2025
12:00 PM**

The monthly meeting of the Columbus Iron Works Convention and Trade Center Authority was held Thursday, February 28, 2025, at 12:00 Noon in the Boardroom of the facility.

Authority Members Present: Chairman Jonathan Payne, Vice Chairman Jessica Gray, John Stacy, Brittany Perkins and Jay Pitts

Administrative Members Present: Executive Director Hayley Tillery, Assistant Director Sales and Catering Morgan Moore, Finance Manager R. Nichole Lewis, and Secretary Chasity Deppe

Guest Present: Scott Holmes, Hecht Burdeshaw Architects, Inc.

CALL TO ORDER

At 11:59 AM, with a quorum met, Chairman Jonathan Payne called the meeting to order and welcomed members and staff.

APPROVAL OF MINUTES

A. REGULAR MEETING – JANUARY 23, 2025

Chairman Jonathan Payne asked the members if they had received and read the minutes from the previous regular meeting dated January 23, 2025. With no additions or corrections to be made, Chairman Jonathan Payne made a motion to approve the minutes as written. Vice Chairman Jessica Gray second the motion, which was carried unopposed by all members.

FINANCIAL REPORT – NICHOLE LEWIS

A. JANUARY 2025 – See attached report.

Chairman Jonathan Payne made a motion to approve the January 2025 financial reports as prepared and presented by Finance Manager R. Nichole Lewis. John Stacy second the motion that was carried unopposed by all members.

FACILITY UPDATE – HAYLEY TILLERY

**A. PARKING GARAGE UPDATE / MASTER PLAN CONSULTANT - UPDATE
HECHT BURDESHAW ARCHITECTS, INC.- SCOTT HOLMES PRESENTATION**

Scott Holmes with Hecht Burdeshaw Architects, Inc. appeared before the Authority to share with them the parking garage update / master plan consultant update. Scott shared two scenario options, listing pros and cons for each, as well as offering his recommendation. After some discussion, based on the presentation given, a vote was taken, wherein all members agreed to follow the recommendation given by Hecht Burdeshaw Architects, Inc.

Chairman Jonathan Payne made the motion to move forward with Scenario A as presented, Jessica Gray second the motion that was carried unopposed by all members.

Executive Director Hayley Tillery stated the information would be presented during a public meeting, at the facility on Tuesday, March 4, 2025, before being presented to City Council on March 11, 2025. Hayley invited the members to attend both presentations.

- B. HVAC ARP PROJECT - UPDATE** Executive Director Hayley Tillery reported the facility had begun work with 1st Mechanical to complete the HVAC ARP Project. More progress to be reported at the next meeting.
- C. INTERNET- UPDATE** Executive Director Hayley Tillery reported that representatives from Net Planner continued to diligently work on installing the internet cables throughout the building. Hayley stated the complexity of the old building was causing it to take a little longer than originally anticipated.
- D. CARPET RENOVATION PROJECT UPDATE** Executive Director Hayley Tillery reported the project was underway with the largest carpeted space, the Iron Works Ballroom completed.

Executive Director Hayley Tillery also shared with the members her Overview of Recent Events, to include current and completed facility projects and employee updates. **Please see the attached report.**

CATERING UPDATES / OAK VIEW HOSPITALITY GROUP - HAYLEY TILLERY

- A. JANUARY** – Average client survey score for catering based on 2 surveys was a 96.5.

SALES REPORT – HAYLEY TILLERY / MORGAN MOORE

- A. JANUARY 2025** – See attached report.

Executive Director Hayley Tillery briefly went over the sales report for the month of January 2025. Hayley stated for the month of January there were 54 call-in clients, 16 walk-in clients, 52 planning kit requests and 11 requests for proposals with 33 contracts issued. There were 61 event days during the month with 12,668 attendees.

Hayley gave the January client survey report, which only contained 2 surveys with an overall score of 99%. **See attached report**

Conference / Convention Event Leads Report - **See attached report**, prepared, by Assistant Director Sales and Catering Morgan Moore.

Executive Director Hayley Tillery highlighted a few events that took place during the month of January including, the Your Wedding Bridal Expo, Fountain City Mardi Gras Ball and Parlay, OCS Military Ball and GA Science Teachers Conference.

ADJOURNMENT

With no further items of business to discuss, Chairman Jonathan Payne adjourned the meeting at 1:14 PM. The next regular meeting, which is held monthly on the fourth Thursday, will be held Thursday, March 27, 2025.



Jonathan Payne, Chairman
Columbus Iron Works Convention and
Trade Center Authority



Hayley Tillery, Executive Director
Columbus Georgia Convention and
Trade Center



COLUMBUS GEORGIA CONVENTION AND TRADE CENTER FY 25- JANUARY 2025 FINANCIAL HIGHLIGHTS

R. Nichole Lewis

REPORT 1 – REVENUE SUMMARY

- January 2025, there were 61 event days, 29 events, and 12,668 attendees.
- Church of the Highlands was charged a total of \$94,606 for January 2025.
- Top Events

January 2025		January 2024 (Last Year)	
Event	Total Revenue	Event	Total Revenue
COTH Sunday Service	\$42,913	GA Chief of Police Annual Winter Training	\$79,763
Georgia Science Teachers Association Conference	\$42,422	COTH Sunday Service	\$33,667
COTH 21 Days of Prayer	\$36,368	NAACP Freedom Fund Banquet	\$30,165

- F&B Revenue was \$144,993; Operations Revenue was \$168,018; Total Revenue was \$313,012.
- January 2024, there were 70 event days with 16,858 attendees and a Total Revenue of \$312,945.

REPORT 2 – JANUARY 2025 PROFIT & LOSS STATEMENT

- REVENUES
 - Operating Revenue
 - There was no Catering Commission Revenue for the month.
 - Space Rental was \$143,367.
 - Equipment Rental was \$16,696.
 - Total Operating Revenue of \$167,906.
 - Tax/Other Source Revenue
 - Total Tax/Other Source Revenue is \$122,395.
 - Total Revenue of \$290,301 for January 2025.
- EXPENSES
 - Labor Cost
 - Total labor expenses were \$116,205.
 - Operating Expenses
 - Contractual services were \$12,363.
 - Software was \$5,441.
 - Vehicle expenses were \$228 due to annual maintenance to our pickup truck being completed.
 - Utilities were \$29,673.
 - Total Operating Expenses were \$51,591.
 - Other Expenses
 - Total other expenses were \$262,136 which includes the yearly bond payment and the biannual interest payment for the bond. The bond is completely paid off in January 2033.
 - Total Expenses were \$429,931.
- NET PROFIT
 - Net Profit for January 2025 was **-\$139,630**. This would be \$121,623 without the bond payment.

REPORT 3 –JANUARY 2025 YEAR TO DATE PROFIT & LOSS STATEMENT

➤ REVENUES

- Operating Revenue
 - Equipment Rental was \$116,057.
 - Space Rental was \$1,031,298.
 - Total Operating Revenue of \$1,368,890.
- Tax/Other Source Revenue
 - Total Tax/Other Source Revenue is \$935,242.
- Total Year to Date Revenue of \$2,304,132 as of January 2025.

➤ EXPENSES

- Labor Cost
 - Total labor expenses were \$926,663.
- Operating Expenses
 - Contractual services were \$91,340.
 - Software is \$30,974.
 - Repairs and Maintenance to the Building is \$33,234.
 - Utilities were \$343,025.
 - Total Operating Expenses were \$571,266.
- Other Expenses
 - Total other expenses were \$359,806.
- Total Year to Date Expenses were \$1,857,735.

➤ NET PROFIT

- Total Year to Date Net Profit as of January 2025 was \$446,397. Over \$250,000 more than this time last year.

REPORT 4 – FY 2024 YTD FIVE YEAR COMPARISON

➤ Revenue

- Space Rental is 31% higher than the 5-year average.
- Other Revenue is 12% higher than the average.
- Total Revenue YTD is 16% higher than the average.

➤ Expenses

- Labor Costs are 26% higher than the 5-year average.
- Repairs and Maintenance to the Building is 35% lower than the average.
- Utilities are 23% higher than the average.

➤ Net Profit

- Net Profit is 73% higher than the 5-year average.



CLIENT SURVEY SCORES AND CUSTOMER COMMENTS
JANUARY 2025
2 SURVEYS

	EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	NUMBER OF ATTENDEES	COMMENTS: Verbal, Survey, or Email
January 10, 2025								
RATCHET BINGO	MM	100	100	NA	100	100	400	The planning process was very smooth and helpful. The event manager and staff communicated well with us.
January 18, 2025								
TIKI'S STEPPING INTO 50 BIRTHDAY PARTY	BK	100	100	100	93	98	100	Breezie did her thing. She was a great help making sure my big day was all I hoped it would be. Thank you Breezie for helping me, my mom and auntie put my 50th together. You Rock. The room was set just as discussed. I do think there should be an option where you can rent two sections of the combo room not just one or all three. Catering, the food was good. I think when people pay a lot for the food, they should be able to have take out plates. A lot of food goes to waste. Also, the tier prices should say starting price, because after the fees the plate per person is more. Also, its fine to charge labor for preparing the food however you are already charging a 22% management fee, and then taxes are charged to labor. Sometimes throw a discount or something free, for the amount of money a person is being charged. I asked if my cake could be cut and was told it would be \$220. I'm glad I asked. I feel like that should be complimentary for the amount of money I was spending? Overall I was very satisfied with my experience. We were all pleased with the food, the service, the catering team and the customer care. Things were great. Breezie, Justin and his catering team were all exceptional.
OVERALL AVERAGE SCORE		100	100	100	96.5	99		
CLIENT COMMENTS - VERBAL OR EMAIL								
GHSA STATE WRESTLING CHAMPIONSHIP - January 16-18, 2025	MR							Hayley, I want to say "THANK YOU" to your team for the excellent job they did supporting Muscogee County Athletics at the GHSA Wrestling Championship. - Jeff Battles

JANUARY 2025 SALES RECAP



MONTHLY REVENUE

Trade Center Revenue **\$168,018**

Total Revenue **\$313,012**

CITY WIDE IMPACT

(Sent from the Columbus Visitor's Bureau)

\$377,326

MONTHLY SALES

Does not include Catering Sales

CONFERENCES

	Event Days	Sales
2025	3	\$28,917
2024	5	\$37,988

CONSUMER/ TRADE SHOWS

	Event Days	Sales
2025	4	\$3,741
2024	5	\$9,293

MEETINGS

	Event Days	Sales
2025	14	\$4,797
2024	16	\$13,162

RELIGIOUS

	Event Days	Sales
2025	24	\$92,115
2024	30	\$73,295

SOCIAL

	Event Days	Sales
2025	13	\$31,098
2024	14	\$26,840

SPORTS/ ENTERTAINMENT

	Event Days	Sales
2025	3	\$5,364
2024	0	\$0.00

WEDDINGS

	Event Days	Sales
2025	0	\$0.00
2024	0	\$0.00



FY25 12,668

vs

FY24 16,858

FY25 January attendee count is down by 4,190 people compared to FY24.

SALES INQUIRIES

INQUIRIES **133**

CALL-INS **54**

WALK-INS **16**

PKR'S **52**

RFP'S **11**

CONTRACTS SENT

33

OVERALL SURVEY SCORE

99%

Based on 2 surveys

Conference/Convention Event Leads

Event Leads	FY26	FY27+
# of Events	14	10
Total Attendees	3,285	8,425
Total Rental Revenue	\$164,900	\$8,425

Leads Converted to Business

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
May	2025	FY25	65	\$2,300	COMMUNITY PLANNING INSTITUTE (CPI) 2025
June	2025	FY25	150	\$4,200	Georgia State University GACP COP Conference
July	2025	FY26	225	\$13,000	Southeast Region Tuskegee National Alumni Association (TNAA) Conference
November	2025	FY26	150	\$6,100	Georgia Association of County Agricultural Agents
October	2026	FY27+	475	\$19,000	Georgia Library Association

Fiscal Year 2026 (July 2025-June 2026)

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
July	2025	FY26	60	\$3,000	Veterans Training Conference
July	2025	FY26	55	\$5,600	2025 Georgia JVSG Conference
July	2025	FY26	400	\$13,000	Georgia Alabama Partnership for Sustainability
July	2025	FY26	100	\$6,000	Georgia Association of Conservation Districts Annual Meeting
October	2025	FY26	150	\$5,000	2025 Bike-Walk-Live Summit
November	2025	FY26	150	\$6,100	Georgia Association of County Agricultural Agents
March	2026	FY26	350	\$26,000	Georgia Athletic Directors Association State Conference 2026
March	2026	FY26	200	\$7,800	National Association of Negro Business and Professional Women's Clubs 2026 Southeast Conference
April	2026	FY26	220	\$12,700	GICH Spring Retreat
April	2026	FY26	200	\$4,900	GA PRIMA Conference
May	2026	FY26	300	\$10,000	LPCA 35st Annual Convention and Regional Conference
June	2026	FY26	100	\$16,800	Reunion 2026 for DreamMaker Bath & Kitchen
June	2026	FY26	400	\$23,000	2026 GASN Annual Statewide Conference
June	2026	FY26	600	\$25,000	GS3 Annual School Safety Summit Conference

Fiscal Year 2027+ (July 2026+)					
Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
November	2026	FY27+	1800	\$20,000	Georgia HOSA FLC 2026
February	2027	FY27+	2000	\$50,000	Southeastern Theatrical Conference
March	2027	FY27+	350	\$26,000	Georgia Athletic Directors Association State Conference 2027
March	2027	FY27+	200	\$12,000	2027 Georgia Emergency Communications Conference
March	2027	FY27+	1000	\$30,800	Association of Southeastern Biologists 2027
April	2027	FY27+	1000	\$45,000	Society of Military History
May	2027	FY27+	300	\$13,600	Georgia Economic Developers Association SPRING WORKSHOP 2027
October	2027	FY27+	425	\$35,000	National Onsite Wastewater 2027 Conference
November	2027	FY27+	1000	\$27,000	Georgia School Counselors Association GSCA 2027
March	2028	FY27+	350	\$26,000	Georgia Athletic Directors Association State Conference 2028



COLUMBUS GEORGIA CONVENTION & TRADE CENTER

Overview of Recent Events

Date: February 28, 2025

Current Projects

- American Rescue Plan / SPLOST
 - Trade Center 2.6 million – HVAC System
 - Internet Fiber Upgrade (Currently being installed)
- RFP for Trade Center parking garage.
 - **February 18th** – Scott Holmes will present findings to Trade Center Executive Director, Deputy City Manager, Building Inspections and Codes
 - **February 28th** – Trade Center Authority Presentation
 - **March 4th** – Public Meeting at the Trade Center
 - **March 11th** – Presentation to City Council
- Trade Center carpet renovation – installation is currently taking place
- Performance Evaluations

Completed Projects/Updates

- Converting ballast lights to LED

Employee Updates

Active Job Postings - TOTAL: (9) Positions Open

Operations:

- One (1) full-time Operations Manager; offer made on Monday
- One (1) full-time Events Crew Leader – Advertised with candidates available for interview
- One (3) full-time Events Attendant – Advertised with candidates available for interview
- One (1) part-time Events Attendant – Advertised with candidates available for interview
- One (2) full-time Custodian – Advertised with candidates available for interview

Building Maintenance:

- One (1) full-time FM Worker I – Advertised with candidates

Authority Meeting Agenda

- March 27th
- April 24th