



**COLUMBUS GEORGIA  
CONVENTION & TRADE CENTER**

**COLUMBUS IRON WORKS CONVENTION AND  
TRADE CENTER AUTHORITY**

**MONTHLY MEETING  
FEBRUARY 22, 2024**

**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 – DECEMBER 14, 2023**
  - B. ELECTRONIC VOTE/ NOVEMBER FINANCIAL REPORT – JANUARY 5, 2024**
  - C. ELECTRONIC VOTE/ CVENT CONTRACT – JANUARY 16, 2024**
  - D. ELECTRONIC VOTE/ NETWORK UPGRADE FUNDING – FEBRUARY 8, 2024**
- III. FINANCIAL REPORT – NICHOLE LEWIS**
  - A. DECEMBER 2023**
  - B. JANUARY 2024**
  - C. FY25 BUDGET**
- IV. CATERING UPDATES – HAYLEY TILLERY**
  - A. DECEMBER 2023**
  - B. JANUARY 2024**
- V. SALES REPORT – HAYLEY TILLERY & MORGAN MOORE**
  - A. DECEMBER 2023**
  - B. JANUARY 2024**
- VI. FACILITY UPDATE – HAYLEY TILLERY & SKIP HANSBERGER**
  - A. HVAC ARP PROJECT**
  - B. PARKING GARAGE UPDATE**
  - C. SECURITY AND INTERNET**
  - D. RESERVES**
- VII. ADJOURNMENT**



**COLUMBUS GEORGIA  
CONVENTION & TRADE CENTER**

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TRADE CENTER AUTHORITY**

**MINUTES OF THE MONTHLY MEETING  
FEBRUARY 22, 2024  
12:00 PM**

The monthly meeting of the Columbus Iron Works Convention and Trade Center Authority was held Thursday, February 22, 2024, at 12:00 PM in the Boardroom of the facility.

**Authority Members Present:** Chairman Jonathan Payne, Vice Chairman Carson Cummings, Jessica Ferriter, and John Stacy

**Authority Members Absent:** Craig Burgess

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

**CALL TO ORDER**

At 12:01 PM, Chairman Jonathan Payne called the meeting to order and welcomed the members and staff.

**APPROVAL OF MINUTES**

- A. REGULAR MEETING - DECEMBER 14, 2023**
- B. ELECTRONIC VOTE/ NOVEMBER FINANCIAL REPORT - JANUARY 5, 2024**
- C. ELECTRONIC VOTE/ CVENT CONTRACT - JANUARY 16, 2024**
- D. ELECTRONIC VOTE/ NETWORK UPGRADE FUNDING - FEBRUARY 8, 2024**

Chairman Jonathan Payne asked the members if they had received and read the minutes from the previous regular meeting dated December 14, 2023, as well as for the three electronic votes that were taken January 5, 2024 (November Financial Report), January 16, 2024 (CVENT Contract) and February 6, 2024 (Network Upgrade Funding). With no additions or corrections to be made, Chairman Jonathan Payne made a motion to approve all minutes as written. John Stacy second the motion which was carried unopposed by all members present.

**FINANCIAL REPORT - NICHOLE LEWIS**

- A. DECEMBER 2023-** See attached report.

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AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION ORGANIZATION

**B. JANUARY 2023**– See attached report.

Chairman Jonathan Payne made a motion to approve the December 2023 and January 2024 financial reports as prepared and presented by Finance Manager R. Nichole Lewis. Vice Chairman Carson Cummings second the motion that was carried unopposed by all members.

**C. FY-25 BUDGET** Executive Director Hayley Tillery reported that she and Finance Manager, Nichole Lewis, would be presenting the proposed FY25 budget to the city finance committee on March 13, 2024. After which time, they would present it to the City Council. Authority members received a copy of the proposed budget via email on February 7, 2024, prior to the February 9, 2024, deadline for submission.

### **OAK VIEW HOSPITALITY GROUP / CATERING UPDATES - HAYLEY TILLERY**

**A. DECEMBER 2023** – Catering average client survey score of 97 (based on 10 survey)

**B. JANUARY 2024** – Catering average client survey score of 98 (based on 3 surveys)

Executive Director Hayley Tillery highlighted the customer responses for catering from the client surveys received for the months of December 2023 and January 2024.

### **SALES REPORT – HAYLEY TILLERY / MORGAN MOORE**

**A. DECEMBER 2023** – See attached report.

**B. JANUARY 2024** – See attached report.

Executive Director Hayley Tillery along with Assistant Director Sales and Marketing Morgan Moore gave the sales report for the months of December 2023 and January 2024. Hayley stated for the month of December there were 31 call-in clients, 16 walk-in clients, 48 planning kit requests and 15 requests for proposals with 30 contracts issued. There were 83 event days during the month with nearly 24K attendees. Hayley added the facility received an overall client survey score of 98 based on 10 returned surveys. For the month of January 2024, there were 57 call-in clients, 16 walk-in clients, 71 planning kit requests and 11 requests for proposals with 30 contracts issued. There were 70 events days during January with just under 17K attendees. There was an overall client survey score of 98.6, based on 3 completed and submitted surveys.

Social Media Report – See attached reports for December 2022 and January 2024.

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

### **FACILITY UPDATE – HAYLEY TILLERY / SKIP HANSBERGER**

Executive Director Hayley Tillery shared with the members her overview of recent events, including current and completed facility projects and employee updates. Please see attached report.

**A. HVAC ARP PROJECT** Executive Director Hayley Tillery along with Assistant Director Skip Hansberger reported that the facility had been awarded ARP funding to potentially overhaul the facility's complete HVAC system. Stating, First Mechanical was working on a quote for the project that could include 20+ air handlers and the existing duct work. Hayley added the expenditure deadline is December 31, 2024, meaning that a purchase order would need to be submitted by that date to be covered. Hayley went on to say that after very little communication regarding the project, she had

recently met with Public Works Director, Drale Short, and felt the project was again moving in a positive direction and that she hoped to be reporting a start date for the project at the next Authority meeting in April.

**B. PARKING GARAGE UPDATE** Executive Director Hayley Tillery reported that she had a positive meeting with Deputy City Manager- Planning Chief Administrator Pam Hodge and the Historic District regarding the Trade Center Parking Garage project. Hayley stated she was currently working on a description for the RFP, that once completed would be posted for 30-60 days to secure a vendor for the project. Hayley continued that the current price per parking space was \$22k and with the existing available funds, there would most likely be a deficit to complete the project. Adding, once the final cost was known the Authority could then determine if they would secure a bond or use reserve funding to cover the shortage. A vendor should be selected and a timeline for the project set by the start of summer.

**C. SECURITY AND INTERNET** Executive Director Hayley Tiller reported the facility had a new state-of-the-art security system complete with 96 new cameras that covers all meeting rooms, entrances and behind the building. Hayley shared with the Authority a quick look at the system, stating that she can now view any area of the facility at any point and that there was a digital recording in case a review of a specific area was needed. Hayley added that because the project was covered under the American Rescue Plan Act, it was completed at no cost to the facility.

Hayley then thanked the Authority for approving the Network Upgrade Funding vote that was sent to them on February 8, 2024. Hayley stated that she was excited that due to ARP funding, the facility would only be covering \$164k of the total \$865k project cost. Hayley added that the city was previously scheduled to be in the facility to start working on the scope work for the project but there had been a slight delay with the contracting process. However after speaking with Information Technology Assistant Director Jeremy Miles, she was encouraged the work would begin soon.

**D. RESERVES** Executive Director Hayley Tillery stated that due to the funds saved through the American Rescue Plan on several large projects, the facility had reserve funding to cover other facility needs. Hayley reported that she was continuing to work on quotes for carpet and wallpaper replacement as well as the purchase of new chairs and having the Ballroom painted.

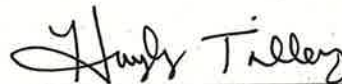
## **ADJOURNMENT**

At 1:08 PM, Chairman Jonathan Payne adjourned the regular meeting and called for an executive session to discuss a personnel matter. Separate minutes were taken and are attached.

The next regular meeting, which is normally held bimonthly on the fourth Thursday, every other month, will be held Thursday, April 25, 2024.



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 24 – DECEMBER 2023 FINANCIAL HIGHLIGHTS

R. Nichole Lewis

## REPORT 1 – REVENUE SUMMARY

- December 2023, there were 82 event days with 20,022 attendees.
- Church of the Highlands was charged a total of \$92,192 for December 2023
- Top Events

December 2023		December 2022 (Last Year)	
Event	Total Revenue	Event	Total Revenue
AFLAC Christmas Party	\$148,480	AFLAC Christmas Party	\$163,243
3/75 Battalion Ball	\$90,981	Columbus High School Magnet Social	\$45,597
Columbus high School Magnet Social	\$50,736	Georgia Transit Association 2022 Annual Conference	\$41,773

- F&B Revenue was \$484,061; Operations Revenue was \$177,342; Total revenue was \$661,404.
- December 2022, there were 95 event days with 23,748 attendees and a total Revenue of \$624,153.

## REPORT 2 – DECEMBER 2023 PROFIT & LOSS STATEMENT

- REVENUES
  - Operating Revenue
    - Catering Commission Revenue was \$174,246 for November 30 to December 27, 2023.
    - Client electrical usage was \$9,249.
    - Equipment Rental was \$9,721.
    - Space Rental was \$156,213.
    - Total Operating Revenue of \$351,588.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$180,178.
  - Total Revenue of \$531,766 for December 2023.
- EXPENSES
  - Labor Cost
    - Total labor expenses were \$195,403 for three payroll periods.
  - Operating Expenses
    - Building maintenance was \$47,265. This includes a \$40,980 payment for the large chiller repair.
    - Contractual services were \$16,456. The normal monthly costs and a \$5,928 payment for our escalator preventive maintenance.
    - Utilities were \$37,441.
    - Total Operating Expenses were \$106,951.
  - Other Expenses
    - Cost allocation payment of \$27,329.
    - Total other expenses were \$33,011.
  - Total Expenses were \$335,365.
- NET PROFIT
  - Net Profit for December 2023 was \$196,402.

### REPORT 3 – YEAR TO DATE 2023 PROFIT & LOSS STATEMENT

- REVENUES
  - Operating Revenue
    - Space Rental revenue is \$744,618.
    - Equipment Rental revenue is \$75,156.
    - Client Electrical Usage Fees is \$44,151.
    - Total Operating Revenue of \$1,080,323.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$816,905.
  - Total Year to Date Revenues as of December 2023 is \$1,897,228.
- EXPENSES
  - Labor Cost
    - Total labor expenses are \$798,572 for FY24.
  - Operating Expenses
    - Repairs to the building are \$123,610.
    - Contractual services for the fiscal year are \$82,460.
    - Year to date Utilities costs are \$294,065.
    - Total Operating Expenses were \$543,456.
  - Other Expenses
    - Total other expenses were \$168,943.
  - Total Year to Date Expenses as of December 2023 is \$1,510,971.
- NET PROFIT
  - Total Year to Date Revenues Net Profit as of December 2023 is \$386,256.

### REPORT 4 – FY 2024 YTD FIVE YEAR COMPARISON

- Revenue
  - Space Rental is 35% higher than the 5- year average.
  - Operating Revenue is 17% higher than the average.
  - Total Revenue YTD is 24% higher than the average.
- Expenses
  - Labor Costs are 32% higher than the 5-year average.
  - Contractual Services are 3% lower than the average.
  - Repairs and Maintenance to the Building is 112% higher than the average.
  - Utilities are 22% higher than the average.
  - Other expenses are 9% lower than the average.
- Net Profit
  - Net Profit is 22% higher than the 5-year average.



# COLUMBUS GEORGIA CONVENTION AND TRADE CENTER FY 24 – JANUARY 2024 FINANCIAL HIGHLIGHTS

R. Nichole Lewis

## REPORT 1 – REVENUE SUMMARY

- January 2024, there were 70 event days with 16,858 attendees.
- Church of the Highlands was charged a total of \$75,344 for January 2024.
- Top Events

January 2024		January 2023 (Last Year)	
Event	Total Revenue	Event	Total Revenue
GA Chief of Police Annual Winter Training	\$79,763	Georgia Realtors 2023 Inaugural Conference	\$120,113
COTH Sunday Service	\$33,667	Delta Sigma Theta Sorority, Inc. State Meeting	\$105,684
NAACP Freedom Fund Banquet	\$30,165	COTH Sunday Service	\$40,924

- F&B Revenue was \$151,534; Operations Revenue was \$161,411; Total revenue was \$312,945.
- January 2023, there were 64 event days with 13,998 attendees and a total Revenue of \$423,100.

## REPORT 2 – JANUARY 2024 PROFIT & LOSS STATEMENT

- REVENUES
  - Operating Revenue
    - Catering Commission Revenue was \$0 for December 27, 2023, to January 31, 2024.
    - Client electrical usage was \$7,018.
    - Equipment Rental was \$18,537.
    - Space Rental was \$130,353.
    - Total Operating Revenue of \$161,411.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$123,954.
  - Total Revenue of \$285,365 for January 2024.
- EXPENSES
  - Labor Cost
    - Total labor expenses were \$131,922 in the month.
  - Operating Expenses
    - Building maintenance was \$10,769.
    - Contractual services were \$13,785.
    - Utilities were \$39,528.
    - Total Operating Expenses were \$76,705.
  - Other Expenses
    - Yearly bond payment and twice a year interest payment was made in January for \$256,624. The bond is set to be paid off in January 2033, in 9 years.
    - Total other expenses were \$262,165.
  - Total Expenses were \$470,793.
- NET PROFIT
  - Net Profit for January 2024 was **-\$185,427**.

### REPORT 3 – YEAR TO DATE 2023 PROFIT & LOSS STATEMENT

- REVENUES
  - Operating Revenue
    - Space Rental revenue is \$874,971.
    - Equipment Rental revenue is \$93,693.
    - Client Electrical Usage Fees is \$51,169.
    - Total Operating Revenue of \$1,241,734.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$940,859.
  - Total Year to Date Revenues as of January 2024 is \$2,182,593.
- EXPENSES
  - Labor Cost
    - Total labor expenses are \$930,495 for FY24.
  - Operating Expenses
    - Repairs to the building are \$134,379.
    - Contractual services for the fiscal year are \$96,245.
    - Year to date Utilities costs are \$333,594.
    - Total Operating Expenses were \$620,161.
  - Other Expenses
    - Total other expenses were \$431,109.
  - Total Year to Date Expenses as of January 2024 is \$1,981,764.
- NET PROFIT
  - Total Year to Date Revenues Net Profit as of January 2024 is \$200,829.

### REPORT 4 – FY 2024 YTD FIVE YEAR COMPARISON

- Revenue
  - Space Rental is 35% higher than the 5- year average.
  - Operating Revenue is 90% higher than the average.
  - Total Revenue YTD is 34% higher than the average.
- Expenses
  - Labor Costs are 47% higher than the 5-year average.
  - Contractual Services are 5% higher than the average.
  - Repairs and Maintenance to the Building is more than 144% higher than the average.
  - Utilities are 33% higher than the average.
  - Other expenses are 6% lower than the average.
- Net Profit
  - Net Profit is 51% higher than the 5-year average.





**CLIENT SURVEY SCORES AND CUSTOMER COMMENTS: DECEMBER 2023 (10 SURVEYS)**

							<b>COMMENTS: Verbal, Survey, or Email</b>
	EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	
<b>November 29, 2023</b>							
GA PRE-K "M" IN STEM	HT	100	96	NA	93	97	The splitter that was used for our AV was inoperable, but the team got it fixed before our session began. What you are doing is great. We enjoy our time in Columbus and hosting at the Trade Center
<b>December 1, 2023</b>							
GLOBAL INFECTIOUS DISEASES INITIATIVES HOLIDAY LECTURE	HHT	100	100	100	100	100	You are doing an excellent job. Hayley Tillery is exceptional.
<b>December 2, 2023</b>							
ALEX & DANIELLE'S BABY SHOWER	CP	100	98	98	97	98	All of the staff I encountered were amazing.
<b>December 5, 2023</b>							
COLUMBUS FAMILY CONNECTION PEER TO PEER	HHT	100	100	100	100	100	Planning process was super easy. Hayley and Sara Grace were always quick to respond and cater to the needs of the event. Event day went super smooth. Although all of my guest didn't show up (which they really missed out) we still had a great time and everything went as expected. All of the attendees other than myself had never been to the Trade Center, let alone had food from the Trade Center. Everyone continuously commented on how great the food was, even down to the salad and bread. We also had one vegetarian meal and they enjoyed it as well. The last event I had at the Trade Center all of the planning was spearheaded by Hayley and Sara Grace, who are ALWAYS a joy and pleasure to work with. I also have gotten to work with Ms. Bernice who is always polite and attentive to the needs of my event. She is super sweet and I hope I get to work with her in the future.

**December 6, 2023**

The second day was great both breakfast and dinner, but day one no one liked the chicken salad...said it had a funny taste and was too mayo heavy. I agreed and didn't eat mine. Link sausage on the breakfast sandwich makes no sense...patties belong there. We ran out of snacks that day because everyone was starving not enjoying the breakfast or lunch and no one alerted me, likely because I had popped across the street for meetings. Ms. Lucy was very sweet, helpful and pleasant. It is important to me to serve good meals to our guests, so if I am required to use the in-house caterer and give up that control I typically have, then I want it to be good. I most always hire my own at our events. The facility itself was great and convenient despite being freezing in our room on day one, but they promptly addressed it, it just took time for it to warm up. Ms. Lucy should be recognized for exceptional service.

GA TREE RISK ASSESSMENT

HT

90

100

86

80

89

**December 8, 2023**

Morgan and Lauren were absolutely fantastic. We planned this event later than usual, but both ladies were highly accommodating, professional and sincere. I am very happy with the level of customer service they provided. The serving staff at our event were also very professional and kind. The facilities were absolutely fantastic for the price that we paid. Everything was setup correctly and with great detail. Nothing was left out or missed. So, I was very skeptical about the food. I was concerned that we would either run out or the vegetarian meals would not be tasty. I was proven so wrong. During the event everyone raved about the food. It was DELICIOUS!! The vegetarian options were also very well put together. The food was definitely the highlight of the event. The service was great! No problems here. Lauren, Morgan and the chef should be recognized for exceptional service.

COLUMBUS HOUSING AUTHORITY  
CHRISTMAS PARTY

MM

100

100

100

100

100

**December 14, 2023**

Haley and the staff were always super responsive and professional. :) Love the text line for communication. So many students told me it was the best holiday social meal they have ever had! Haley Taghon and Lauren Woodall should be recognized for exceptional service.

COLUMBUS HIGH SCHOOL MAGNET  
HOLIDAY SOCIAL

HT

100

100

100

100

100

**December 15, 2023**

Overall satisfied. Tables were placed and lined up as expected. Projector and 360 switched from discussed placement, but it worked. PowerPoint projection didn't show as large as expected on the screen. Only used 4 bars as we suggested instead of the 6. Three inside the room and one in the hall. This was perfect for our guests and the lines were not long. Paula was helpful with the placement and it worked out great. Need to check to make sure we receive credit for the two bars. Still a little congested in the food lines but better. Refilling the food faster and opening a 5th lane may assist with the flow. We need to bring catering in earlier to make sure the lay out is as planned. They were very accommodating with the bar setup and moving the lines down. A walk through would have mitigated this concern prior to the day of. The captain and co-captains were exceptional but I can't remember their names.

DELTA SIGMA THETA GALA	HS	97	94	92	100	96
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**December 16, 2023**

The planning process was seamless. Everyone was accommodating. Early set-up was perfect. Staff was always available. The catering staff was very personable and professional. Very accommodating. Sara Grace Womack, Paula Moulton and Emily Laskowski were very professional and a joy to work with. I felt like we were in good hands with these ladies. Stress free event.

Planning process was very easy and straightforward. I was given all the information I needed. Easy to find and the facilities were clean and organized. Banquet staff were very friendly. Catering team was easy to work with. Food tasted great and the employees were impressed. The banquet captain was very helpful and very communicative.

GILES FAMILY CHRISTMAS PARTY	EL	100	100	100	100	100
IHG ARMY HOTELS - FT. MOORE	CP	100	100	100	100	100
<b>OVERALL AVERAGE SCORE</b>						
<b>99 99 97 97 98</b>						

**CLIENT COMMENTS**

Fountain City Classic	<p>Chef Bryan, Chef TJ, and the Rest of the Culinary and Bar Team, I just wanted to express how thankful I am for y'all and how proud I am of our culinary team for the wonderful job you did for Fountain City Classic. David and myself just got off the phone with the main client, and she had nothing but praises regarding the event and said the food was great. That's a HUGE accomplishment for this event! Y'all Rock!!!</p>
Columbus Family Connection Peer to Peer	<p>Hayley, As always, it was a pleasure working with you and your team for our event. The attendees had nothing but great things to say about Ms. Bernice, the food, and the venue. I'm sure we will work together again in the future. I will complete the survey below. Thanks!</p>
IHG Army Hotels - Ft. Moore	<p>Hello Channin and Lauren, Just a quick note to say thank you for all your help with our holiday party. The food was great and the staff was excellent. The Banquet Captain was very helpful as well as all the servers and the rep who helped me with lights. Our staff had a blast! It made my job very easy. Thank you for everything!!</p>



**CLIENT SURVEY SCORES AND CUSTOMER COMMENTS**

**JANUARY 2024**

**3 SURVEYS**

	EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	COMMENTS: Verbal, Survey, or Email
<b>December 9 2023</b>							
Greater Columbus Apartment Association Awards Night	CP	100	98	100	100	99	Always amazing experience when planning an event with the staff at the Trade Center. Everyone was amazing, helping with anything we needed the day of the event. Our survey conducted from the members complained about the Bartender. She was not knowledgeable to make certain drinks requested by the guest and my guest complained about the prices of drinks and the waiting time to be served. This was our biggest complaint. The food was great! Keep doing what you are doing. Lauren Pierce has been exceptional in organizing and executing our requests! She is just so wonderful to work with. Hannah, Haley T., Hayley Tillery, Channin, Payton and Morgan ...are all first class and such a pleasure to work with. Y'all have an excellent team at CGCTC! There was one young man over the catering event, that was phenomenal and Lauren told me his name and I cannot think of it now. He was so professional and polite and worked the entire room. He even helped me with lighting when he didn't have to. I wish I could hire 5 people just like him. He was smiling and enthusiastic about his job...something you do not see often! He needs to be recognized over and over for an outstanding job that evening.
<b>January 14-15, 2024</b>							
State Farm Agent Group TAG Annual Meeting	HHT	100	100	100	98	99	Very easy process. Waitstaff was so very friendly. Hayley, Hannah and the waitstaff both days provided exceptional service.

January 26, 2024

Very responsive and assisted with details I never would have considered. Everything was setup and working great. My only recommendation would be cleaning or updating the parking garage staircase. Food was fantastic, although two separate individuals have made comments about their experience with the waitstaff was less than friendly. Emily Laskowski and Sara Grace Womack should both be recognized for exceptional service.

WHINSEC

EL

100

98

98

97

98

**OVERALL AVERAGE SCORE**

**100**

**98.6**

**99.3**

**98.3**

**98.6**

**CLIENT COMMENTS**

January 14-15, 2024  
State Farm Agent Group TAG Annual Meeting

HHT

Hayley, Thank you so very much for making the meeting process and set up so very easy. The 2 rooms were perfect and everyone really enjoyed it. Hopefully, we will do it again next year. You were awesome to work with and I do so appreciate it! Becky Goldsmith, Agent

January 10, 2024

IFC - Saudi Aramco Graduation

PH

The facility and setup were fantastic! You and your team provided an excellent experience for our graduation. I gave one of our challenge coins to Lauren to give to you. Thank you again for a wonderful experience. Best Regards, John Morris IAFB Program Manager

January 24, 2024

Lunch & Learn 2024

HT

Thank you all for another successful event! The facilities, staff and food were top-notch, per usual. - Thank you! Wendy Henderson, Magnet Director Columbus High School

January 26, 2024

Ellie's 8th Birthday

HT

The food way fantastic. Spinach dip and cheese sticks both 10/10. The lemonade for the adults was a grand slam. We had parents wanting to buy it. Bartenders were the best. Paula and Tye are the dynamic duo. Ms. Ethel is amazing. There is a fair skin African American man that was amazing as well.

# DECEMBER 2023 SALES RECAP



## MONTHLY REVENUE

Trade Center Revenue **\$177,342**

Total Revenue **\$661,404**

## CITY WIDE IMPACT

(Sent from the Columbus Visitor's Bureau )

**\$20,040**

## MONTHLY SALES

*Does not include Catering Sales*

### ASSOCIATIONS / CONFERENCES

	Event Days	Sales
2023	0	\$0
2022	4	\$13,795

### CIVIC

	Event Days	Sales
2023	15	\$420
2022	7	\$60

### CONSUMER/ TRADE SHOWS

	Event Days	Sales
2023	0	\$0
2022	0	\$0

### CORPORATE

	Event Days	Sales
2023	7	\$3,235
2022	3	\$4,750

### MILITARY

	Event Days	Sales
2023	4	\$11,606
2022	1	\$3,576

### RELIGIOUS

	Event Days	Sales
2023	23	\$90,082
2022	38	\$50,931

### SIGNATURE EVENTS

	Event Days	Sales
2023	5	\$1,683
2022	5	\$9,880

### SOCIAL

	Event Days	Sales
2023	31	\$67,490
2022	34	\$72,296

### SPORTS/ ENTERTAINMENT

	Event Days	Sales
2023	0	\$0
2022	0	\$0

### WEDDINGS

	Event Days	Sales
2023	0	\$0
2022	3	\$5,343



**FY24 20,022**

vs

**FY23 23,748**

FY24 December attendee count is up by 3,748 people compared to FY23.

## SALES INQUIRIES

INQUIRIES **110**  
 CALL-INS **31**  
 WALK-INS **16**  
 PKR'S **48**  
 RFP'S **15**

CONTRACTS SENT

**30**

## OVERALL SURVEY SCORE

**98%**

Based on 10 surveys

# JANUARY 2024 SALES RECAP



## MONTHLY REVENUE

Trade Center Revenue **\$161,411**

Total Revenue **\$312,945**

## CITY WIDE IMPACT

(Sent from the Columbus Visitor's Bureau )

**\$244,455**

## MONTHLY SALES

*Does not include Catering Sales*

### CONFERENCES

	Event Days	Sales
2024	5	\$37,988
2023	13	\$93,667

### CONSUMER/ TRADE SHOWS

	Event Days	Sales
2024	5	\$9,293
2023	2	\$7,808

### MEETINGS

	Event Days	Sales
2024	16	\$13,162
2023	11	\$6,807

### RELIGIOUS

	Event Days	Sales
2024	30	\$73,295
2023	30	\$74,550

### SOCIAL

	Event Days	Sales
2024	14	\$26,840
2023	7	\$14,287

### SPORTS/ ENTERTAINMENT

	Event Days	Sales
2024	0	\$0
2023	0	\$0

### WEDDINGS

	Event Days	Sales
2024	0	\$0
2023	0	\$0



**FY24 16,858**

vs

**FY23 13,998**

FY24 January attendee count is up by 2,859 people compared to FY23.

## SALES INQUIRIES

INQUIRIES **155**  
 CALL-INS **57**  
 WALK-INS **16**  
 PKR'S **71**  
 RFP'S **11**

CONTRACTS SENT  
**30**

## OVERALL SURVEY SCORE

**99%**

Based on 3 surveys

# SOCIAL MEDIA REPORT - DECEMBER RECAP

INCLUDES ALL GENERAL ACCOUNTS WITH LOCAL MINI MARKET FACTORED IN TO OVERALL FOLLOWERS METRIC

**137,884 PEOPLE REACHED**



NOV - 115,589 PEOPLE REACHED  
DEC - 137,884 PEOPLE REACHED

**3,014 CONTENT ENGAGEMENTS**



NOV - 3,868 CONTENT ENGAGEMENTS  
DEC - 3,014 CONTENT ENGAGEMENTS

**298 NEW FOLLOWERS**



NOV - NEW FOLLOWERS  
DEC - 298 NEW FOLLOWERS

**19,121 OVERALL FOLLOWERS**



NOV - OVERALL FOLLOWERS  
DEC - 19,121 OVERALL FOLLOWERS

## COMPLETED

- Breakfast with Santa
- A Trade Center Christmas

## UPCOMING SERIES

- Chef introduction
- Historic Iron Works
- Sip + Shop

## CONTINUED GOALS

- 4 Reels this month
- Reaching 15,000 on FB
- Reaching 5,000 on Instagram
- Reaching 500 on LinkedIn

## TIKTOK

- Total Views - 2,820
- Likes - 300
- Total Likes - 915
- Followers - 121

## PINTEREST

- Monthly Views - 1.4K

## LINKEDIN

- Post Impressions - 638
- Engagement Rate - 6.5%
- Page Views - 58
- New Follows - 75 (up 188%)
- Current Followers - 523

**POPULAR POST OF THE MONTH - BREAKFAST WITH SANTA DONATION**



0.3K

## FACEBOOK

- Reach - 130,443
- Content Interactions - 1,107 (up 94%)
- New Page Likes - 83
- Page Views - 1,167 (up 27%)
- New Follows - 136
- Current Followers - 10,129
- Current Likes - 9,016

**POPULAR POST OF THE MONTH - SIP + SHOP EVENT**



8.3K

## INSTAGRAM

- Reach - 3,163
- Content Interactions - 969
- Profile Visits - 350 (up 30%)
- New Followers - 58 (up 73%)
- Current Followers - 2,479

**POPULAR POST OF THE MONTH - DECEMBER COLUMBUS EVENTS**



0.8K

3,879 MORE FOLLOWERS UNTIL GOAL

**19,121 CURRENT | 23,000 GOAL FOR FY23**



# SOCIAL MEDIA REPORT - DECEMBER RECAP

## LOCAL MINI MARKET

**3,260 PEOPLE REACHED**



NOV - 5,942 PEOPLE REACHED  
DEC - 3,260 PEOPLE REACHED

**384 CONTENT ENGAGEMENTS**



NOV - 683 CONTENT ENGAGEMENTS  
DEC - 384 CONTENT ENGAGEMENTS

**28 NEW FOLLOWERS**



NOV - NEW FOLLOWERS  
DEC - NEW FOLLOWERS

**5,869 FOLLOWERS**



NOV - FOLLOWERS  
DEC - 5,869 FOLLOWERS  
\*FACTORED INTO OVERALL FOLLOWERS\*

### COMPLETED

- Vendor highlights
- 2023 Early Bird Specials
- Columbus Event calendars

### UPCOMING SERIES

- Bluebelle Partnership
- Creation Process
- Columbus and surrounding areas events

### CONTINUED GOALS

- 2,000 Followers on Instagram
- 5,000 Followers on Facebook

### PINTEREST

- Monthly Views - 101

### FACEBOOK

- Reach - 1,860
- Content Interactions - 54
- New Page Likes - 12
- Page Views - 72
- New Followers - 12
- Current Followers - 4,676
- Current Likes - 4,441

### POPULAR POST OF THE MONTH - TRADE CENTER CHRISTMAS PARTY



0.7K

### INSTAGRAM

- Reach - 1,299
- Content Interactions - 330
- Profile Visits - 83
- New Followers - 16
- Current Followers - 1,193

### POPULAR POST OF THE MONTH - COLUMBUS EVENTS CALENDAR



0.8K

# SOCIAL MEDIA REPORT - JANUARY RECAP

**183,172 PEOPLE REACHED**



DEC - 137,884 PEOPLE REACHED  
JAN - 183,172 PEOPLE REACHED

**4,057 CONTENT ENGAGEMENTS**



DEC - 3,014 CONTENT ENGAGEMENTS  
JAN - 4,057 CONTENT ENGAGEMENTS

**448 NEW FOLLOWERS**



DEC - 298 NEW FOLLOWERS  
JAN - 448 NEW FOLLOWERS

**19,574 OVERALL FOLLOWERS**



DEC - 19,121 OVERALL FOLLOWERS  
JAN - 19,574 OVERALL FOLLOWERS

## COMPLETED

- Sip + Shop Spotlights
- Content Variety

## UPCOMING SERIES

- Cookies with the Easter Bunny Spotlights
- Georgia ThesCon Content

## CONTINUED GOALS

- Sharing Reels/TikToks
- Reaching 15,000 on FB
- Reaching 5,000 on Instagram
- **Achieved!** Reaching 500 on LinkedIn
- Integrating Social Media Audit

## TIKTOK

- Views - 1,396
- New Likes - 201
- Total Likes - 1,137
- Followers - 125

## PINTEREST

- Monthly Views - 1.9K

## LINKEDIN

- Post Impressions - 1,674
- Reactions - 67 (148% increase)
- Engagement Rate - 17%
- Page Views - 70
- New Follows - 34
- Current Followers - 544

## POPULAR POST OF THE MONTH - SCROLL THROUGH DECEMBER



0.5K

## FACEBOOK

- Reach - 166,799 (28% increase)
- Content Interactions - 1,488
- New Page Likes - 140
- Page Visits - 1,751 (50% increase)
- New Follows - 253
- Current Followers - 10,382
- Current Likes - 9,226
- Check-Ins - 77,944

## POPULAR POST OF THE MONTH - SIP + SHOP VENDORS



7K

## INSTAGRAM

(GENERAL + IRON WORKS WEDDINGS)

- Reach - 13,303 (348% increase)
- Content Interactions - 1,957
- Profile Visits - 778 (118% increase)
- New Followers - 135
- Current Followers - 2,614

## POPULAR POST OF THE MONTH - SIP + SHOP & UPTOWN COLUMBUS GIVEAWAY REEL



11.5K

3,426 MORE FOLLOWERS UNTIL GOAL

**19,574 CURRENT | 23,000 GOAL FOR FY23**

## Conference/Convention Event Leads

Event Leads	FY24	FY25	FY26+
# of Events	4	18	12
Total Attendees	565	10,540	6,545
Total Rental Revenue	\$14,000	\$256,475	\$256,428

### Leads Converted to Business

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
March	2024	FY24	600	\$17,000	Georgia Association of Gifted Children Annual Conference
April	2024	FY24	325	\$5,200	2024 AWIM JetToy Competition
May	2025	FY25	200	\$16,000	GA Chapter of Govt. Management Information Sciences (GA GMIS) Spring Conference

### Fiscal Year 2024 (July 2023-June 2024)

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
March	2024	FY24	65	\$1,700	Office of the Child Advocate
March	2024	FY24	200	\$2,500	Government Retreat
June	2024	FY24	300	\$9,800	2024 Summer Summit

### Fiscal Year 2025 (July 2024-June 2025)

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
August	2024	FY25	200	\$6,500	Georgia Growth Symposium
August	2024	FY25	215	\$10,900	2024 Friends of Georgia State Parks & Historic Sites Annual Conference
September	2025	FY25	100	\$4,000	Courting Judicial Excellence
September	2025	FY25	300	\$5,900	Historic Preservation Conference 2024
September	2024	FY25	350	\$7,800	Georgia Business Education Association Conference
October	2024	FY25	200	\$16,900	Georgia City County Management Association Fall Conference
November	2024	FY25	325	\$17,000	GRPA 2024 State Conference
November	2024	FY25	800	\$13,000	CTI Fall Conference
January	2025	FY26	200	\$4,000	GHSA Wrestling
January	2025	FY26	200	\$3,600	2025 Georgia Association of Zoning Administrator Winter Conference
February	2025	FY25	1750	\$24,605	Georgia Science Teachers Association Conference
February	2025	FY25	1300	\$7,820	GA FBLA Middle School State Conference
March	2025	FY25	1800	\$34,000	GA FCCLA State Leadership Conference
April	2025	FY25	300	\$1,500	Georgia Department of Corrections Education Training and Conference
April	2025	FY25	400	\$10,000	GA Association of Water Professionals
May	2025	FY25	400	\$7,250	Teacher of the Year Conference
May	2025	FY25	200	\$6,500	2025 ICIE Probate Court Judges' Spring Conference
June	2025	FY25	1500	\$57,000	GACTE Conference
June	2025	FY25	400	\$25,800	2025 GASN Annual Statewide Conference

### Fiscal Year 2026+ (July 2025+)

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
September	2025	FY26+	200	\$18,000	GASFA 2025 Conference
October	2025	FY26+	200	\$16,000	GA Chapter of Govt Management Information Sciences (GA GMIS) Fall Conference
November	2025	FY26+	170	\$12,000	GEAC 2025
November	2025	FY26+	500	\$20,800	American College of Physicians Georgia Chapter- Annual Meeting
November	2025	FY26+	800	\$13,000	CTI Fall Conference
April	2025	FY26+	200	\$7,600	2026 ICIE Probate Court Judges' Spring Conference
May	2026	FY26+	1000	\$67,228	Libertarian Party Convention 2026
October	2026	FY26+	475	\$19,000	Georgia Library Association 2026
November	2026	FY26+	800	\$13,000	CTI Fall Conference
March	2027	FY26+	200	\$12,000	2027 Georgia Emergency Communications Conference
March	2027	FY26+	1000	\$30,800	Association of Southeastern Biologists 2027
November	2027	FY26+	1000	\$27,000	Georgia School Counselors Association GSCA 2027



## COLUMBUS GEORGIA CONVENTION & TRADE CENTER

### Overview of Recent Events

Date: February 22, 2024

#### Current Projects

- American Rescue Plan / SPLOST
  - Trade Center 2.25 million – HVAC System
  - Internet Fiber Upgrade
- Bid Proposal for Trade Center parking garage.
- Trade Center carpet renovation and other reserve projects plan

#### Completed Projects/Updates

- New Trade Center Camera Security System – complete

#### Employee Updates

*Active Job Postings - TOTAL: 8 positions available*

- Operations Full Time Custodians – advertised (1) positions.
- Facilities Full-Time – advertised (3) positions.
- Facilities Full-Time (temporary) processing candidate pool (2) positions

*Most Recent Hires - TOTAL: 2 positions*

- Cristhel Corpeno – Events Attendant, Part-time
- Aaron Aeh – Facilities Maintenance Worker, Temporary Full-time (starts Monday, 2/19)

*Job Promotions*

- Andrew "Andy" Lee – Facilities Maintenance Supervisor, 12/30/23

#### Authority Meeting Agenda

- April 25<sup>th</sup>, 2024 – Covering February and March.