



**COLUMBUS GEORGIA  
CONVENTION & TRADE CENTER**

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

**APRIL 25, 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 – FEBRUARY 22, 2024**
- III. FINANCIAL REPORT – NICHOLE LEWIS**
  - A. FEBRUARY 2024**
  - B. MARCH 2024**
- IV. CATERING UPDATES – HAYLEY TILLERY**
  - A. FEBRUARY 2024**
  - B. MARCH 2024**
- V. SALES REPORT – HAYLEY TILLERY & MORGAN MOORE**
  - A. FEBRUARY 2024**
  - B. MARCH 2024**
- VI. FACILITY UPDATE – HAYLEY TILLERY & SKIP HANSBERGER**
  - A. HVAC ARP PROJECT**
  - B. PARKING GARAGE UPDATE**
  - C. SECURITY AND INTERNET**
  - D. INTER-CITY LEADERSHIP CONFERENCE**
- VII. ADJOURNMENT**



**COLUMBUS GEORGIA  
CONVENTION & TRADE CENTER**

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

**MINUTES OF THE MONTHLY MEETING  
APRIL 25, 2024  
12:00 PM**

The monthly meeting of the Columbus Iron Works Convention and Trade Center Authority was held Thursday, April 25, 2024, at 12:00 PM in the Boardroom of the facility.

**Authority Members Present:** Chairman Jonathan Payne, Vice Chairman Carson Cummings, Jessica Gray, 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, and Finance Manager R. Nichole Lewis.

**Administrative Members Absent:** Secretary Chasity Deppe

**CALL TO ORDER**

At 12:03 PM, Chairman Jonathan Payne called the meeting to order and welcomed the members and staff.

**APPROVAL OF MINUTES**

**A. REGULAR MEETING – FEBRUARY 22, 2024**

Chairman Jonathan Payne asked the members if they had received and read the minutes from the previous regular meeting dated February 25, 2024. With no additions or corrections to be made, Chairman Jonathan Payne made a motion to approve the minutes as written. Jessica Gray second the motion, which was carried unopposed by all members present.

**FINANCIAL REPORT – NICHOLE LEWIS**

**A. FEBRUARY 2024**– See attached report.

**B. MARCH 2024**– 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.

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

- A. **FEBRUARY 2024** – There were no client surveys received for the month of February
- B. **MARCH 2024** – Catering average client survey score of 100 (based on 1 surveys)

Although there were no surveys received in February and only one for the month of March, Executive Director Hayley Tillery highlighted several verbal comments and emails she received from clients complimenting the catering staff as well as the service and food during the months of February and March 2024.

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

- A. **FEBRUARY 2024** – See attached report.
- B. **MARCH 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 February and March 2024. Hayley stated for the month of February there were 40 call-in clients, 17 walk-in clients, 58 planning kit requests and 12 requests for proposals with 31 contracts issued. There were 52 event days during the month with just over 25K attendees. Hayley reported no client surveys were received for the month. However, she had received several verbal compliments as well as two lengthy emails praising the food and service received. The first email was from the Columbus Georgia Alumnae Chapter Delta Sigma Theta Sorority, Inc President, and another from the GA FBLA Middle School State Leadership Conference Executive Director.

For the month of March, there were 35 call-in clients, 14 walk-in clients, 55 planning kit requests and 9 requests for proposals with 26 contracts issued. There were 90 events days during March with a little more than 29K attendees. There was an overall client survey score of 98.8, based on 1 completed and submitted survey. Hayley also shared a “Thank You” letter received from the GA Association of Chamber of Commerce Executives for the service they received during their 2024 Staff Development Conference.

Social Media Report – See attached reports for February and March 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.

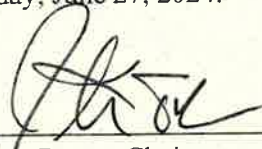
- A. **HVAC ARP PROJECT** Executive Director Hayley Tillery reported that since the last Authority meeting, she had met several times with Deputy City Manager Pam Hodge regarding the HVAC ARP Project. Hayley stated that although she was still heavily involved it had become more of a City project versus a Trade Center project, and the price quote had increased from \$2.25 million to \$5.50 million. Hayley added that she had requested an itemized quote to prioritize what was most crucial and hoped that a timeline would be available prior to the June Authority meeting.

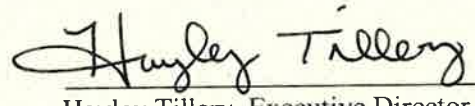
- B. PARKING GARAGE UPDATE** Executive Director Hayley Tillery reported that she had finished the projects request for proposal and it had been approved by the city council. Hayley stated that the City wanted to present the RFP to the Historic Society and Historic District prior to publishing. Adding \$9.6 million had been allocated for the project.
- C. SECURITY AND INTERNET** Executive Director Hayley Tillery reported that since the Authority approved the additional funding for the Security and Internet Project, it had been briefly stalled waiting for Net Planner and the Finance Department to finalize a contract, however it should be done within the next couple of weeks.
- D. INTER-CITY LEADERSHIP CONFERENCE** Executive Director Hayley reported to the Authority that the Inter-City Leadership Conference would be held in Atlanta, GA, September 25-27, 2024. Hayley stated prior to COVID it was a requirement for the executive director to attend this conference each year, but the conference had not been held since the pandemic. Hayley added that the cost of the conference had increased and although money had been allocated, she would leave it up to the Authority to decide if she should attend. Chairman Jonathan Payne stated that he felt that the conference would be beneficial and that he would recommend that Hayley attend.

Although not on the agenda, Executive Director Hayley Tillery gave a brief update on the Carpet Replacement Project. Hayley reported that she had been working with Architect Scott Holmes who had introduced her to an interior designer to offer suggestions. Hayley stated that she had talked with three companies and gotten quotes from each.

## **ADJOURNMENT**

With no further items of business to discuss, Chairman Jonathan Payne adjourned the meeting at 1:08 PM. The next regular meeting, which is normally held bimonthly on the fourth Thursday, every other month, will be held Thursday, June 27, 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 – FEBRUARY 2024 FINANCIAL HIGHLIGHTS

R. Nichole Lewis

## REPORT 1 – REVENUE SUMMARY

- February 2024, there were 52 event days with 25,405 attendees.
- Church of the Highlands was charged a total of \$82,338 for February 2024.
- Top Events

February 2024		February 2023 (Last Year)	
Event	Total Revenue	Event	Total Revenue
Georgia Thespians 2024	\$467,402	Georgia Thespians 2023	\$423,386
Association of United States Army Industry Day	\$52,433	Christian Product Expo (CPE)	\$78,978
Georgia Municipal Clerks Association 2024 IIMC Region Annual Conference	\$45,243	Global Payments - BTS Senior Leadership Conference	\$45,238

- F&B Revenue was \$639,171; Operations Revenue was \$224,257; Total revenue was \$863,428.
- February 2023, there were 52 event days with 20,736 attendees and a total Revenue of \$846,929.

## REPORT 2 – FEBRUARY 2024 PROFIT & LOSS STATEMENT

- REVENUES
  - Operating Revenue
    - Catering Commission Revenue was \$298,127 for February 1, 2024, to February 28, 2024.
    - Client electrical usage was \$7,796.
    - Equipment Rental was \$30,465.
    - Space Rental was \$180,644.
    - Total Operating Revenue of \$522,322.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$120,267.
  - Total Revenue of \$642,589 for February 2024.
- EXPENSES
  - Labor Cost
    - Total labor expenses were \$127,508 in the month.
  - Operating Expenses
    - Building maintenance was \$3,298.
    - Contractual services were \$12,539.
    - Utilities were \$34,428.
    - Total Operating Expenses were \$61,278.
  - Other Expenses
    - Total other expenses were \$5,541.
  - Total Expenses were \$194,328.
- NET PROFIT
  - Net Profit for February 2024 was \$448,261.

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

- REVENUES
  - Operating Revenue
    - Space Rental revenue is \$1,055,614.
    - Equipment Rental revenue is \$124,158.
    - Client Electrical Usage Fees is \$58,965.
    - Total Operating Revenue of \$1,764,056.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$1,061,126.
  - Total Year to Date Revenues as of February 2024 is \$2,825,183.
- EXPENSES
  - Labor Cost
    - Total labor expenses are \$1,058,003 for FY24.
  - Operating Expenses
    - Repairs to the building are \$137,677.
    - Contractual services for the fiscal year are \$108,784.
    - Year to date Utilities costs are \$368,021.
    - Total Operating Expenses were \$681,436.
  - Other Expenses
    - Total other expenses were \$446,404.
  - Total Year to Date Expenses as of February 2024 is \$2,185,846.
- NET PROFIT
  - Total Year to Date Revenues Net Profit as of February 2024 is \$639,366.

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

- Revenue
  - Space Rental is 32% higher than the 5- year average.
  - Operating Revenue is 24% higher than the average.
  - Total Revenue YTD is 20% higher than the average.
- Expenses
  - Labor Costs are 26% higher than the 5-year average.
  - Contractual Services are 11% lower than the average.
  - Repairs and Maintenance to the Building is more than 94% higher than the average.
  - Utilities are 20% higher than the average.
  - Total Expenses are 17% higher than the average.
- Net Profit
  - Net Profit is 28% higher than the 5-year average.



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

R. Nichole Lewis

## REPORT 1 – REVENUE SUMMARY

- March 2024, there were 90 event days with 29,314 attendees.
- Church of the Highlands was charged a total of \$91,446 for March 2024.
- Top Events

March 2024		March 2023 (Last Year)	
Event	Total Revenue	Event	Total Revenue
Georgia Association of Gifted Children Annual Conference	\$75,012	Georgia Tactical Officers Association (GTOA) Conference	\$66,135
Dancing Stars of Columbus 2024	\$66,832	Georgia Cattlemen's Association 2023 Annual Convention and Trade Show	\$58,205
Georgia Cattlemen's Association 2024 Annual Convention and Trade Show	\$61,894	2023 Georgia Emergency Communications Conference	\$47,599

- F&B Revenue was \$483,493; Operations Revenue was \$248,330; Total revenue was \$731,823.
- March 2023, there were 76 event days with 18,698 attendees and a total Revenue of \$567,753.

## REPORT 2 – MARCH 2024 PROFIT & LOSS STATEMENT

- REVENUES
  - Operating Revenue
    - Catering Commission Revenue was \$143,946 for February 29 to March 27, 2024.
    - Client electrical usage was \$9,446.
    - Equipment Rental was \$33,074.
    - Space Rental was \$199,364.
    - Total Operating Revenue of \$392,276.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$88,755.
  - Total Revenue of \$481,031 for March 2024.
- EXPENSES
  - Labor Cost
    - Total labor expenses were \$134,802 in the month.
  - Operating Expenses
    - Building maintenance was \$3,908.
    - Contractual services were \$9,605.
    - Vehicle Expense was \$715 due to repairs to the box truck.
    - There is a negative amount in Administrative Services due to charges to clients and catering.
    - Utilities were \$38,556.
    - Total Operating Expenses were \$59,522.
  - Other Expenses
    - Total other expenses were \$33,992 that included the quarterly Cost Allocation payment.
  - Total Expenses were \$228,316.
- NET PROFIT
  - Net Profit for March 2024 was \$252,715.

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

#### ➤ REVENUES

- Operating Revenue
  - Space Rental revenue is \$1,254,978.
  - Equipment Rental revenue is \$157,232.
  - Client Electrical Usage Fees is \$68,411.
  - Total Operating Revenue of \$2,156,332.
- Tax/Other Source Revenue
  - Total Tax/Other Source Revenue is \$1,149,881.
- Total Year to Date Revenues as of March 2024 is \$3,306,214.

#### ➤ EXPENSES

- Labor Cost
  - Total labor expenses are \$1,192,805 for FY24.
- Operating Expenses
  - Repairs to the building are \$141,585.
  - Contractual services for the fiscal year are \$118,737.
  - Year to date Utilities costs are \$406,577.
  - Total Operating Expenses were \$740,962.
- Other Expenses
  - Total other expenses were \$470,641.
- Total Year to Date Expenses as of March 2024 is \$2,404,408.

#### ➤ NET PROFIT

- Total Year to Date Revenues Net Profit as of March 2024 is \$901,806.

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

#### ➤ Revenue

- Space Rental is 35% higher than the 5- year average.
- Operating Revenue is 4% lower than the average.
- Total Revenue YTD is 19% higher than the average.

#### ➤ Expenses

- Labor Costs are 26% higher than the 5-year average.
- Contractual Services are 14% lower than the average.
- Repairs and Maintenance to the Building is more than 83% higher than the average.
- Utilities are 21% higher than the average.
- Total Expenses are 15% higher than the average.

#### ➤ Net Profit

- Net Profit is 33% higher than the 5-year average.





## CLIENT SURVEY SCORES AND CUSTOMER COMMENTS

FEBRUARY 2024

0 SURVEYS

	EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	COMMENTS: Verbal, Survey, or Email
<b>OVERALL AVERAGE SCORE</b>							
<b>CLIENT COMMENTS</b>							

Good morning, I was hoping to see one of you before I left on Saturday. Thank you all for everything! We had a wonderful time on Saturday and you all took care of all of our accommodations and our last minute changes. The show stopper was the food. It was delicious!! Nothing but positive comments on the food all day. Our International President who travels all over the world and eat a lot of conference food said the food was very good and didn't taste like conference center food. The captain kept her plate warm until after she spoke and when she finished, she enjoyed every bite. Please let the chef know that he did an outstanding job. From the crispy catfish, to the creamy grits, and sweet fruit. 🐟 The vegans cleaned their plates as well. If I wasn't on the platform, I would have asked for a second piece of fish. 🐟 The staff and captains that took care of the head table were awesome and attentive as well. Please let them know we appreciate them. Job well done!! Haley- great move to ballroom. We were able to see and didn't have any obstructed views. Thanks for your patience and quickly changing rooms, layouts, adding and removing items. 🐟

February 17, 2024  
Delta Founders Luncheon

Best regards,  
Brenda C. Williams  
Columbus Alumnae Chapter President

HT

Morgan and Hayley,

Thanks again for another wonderful event on Monday. We have always done this conference at Fort Valley State, Macon Centreplex, Georgia National Fairgrounds, and then the FFA-FCCCLA Center. It was always a red-headed stepchild event, I suppose, when compared to our high school conference. But no one ever acted like they felt slighted because the experience was not at a nicer venue. I guess they kept their thoughts to themselves. But they LOVED LOVED LOVED your place. I heard so many "what an upgrade" comments I lost count. I mean, the bar is low, when compared to the Camp, but they really felt special when they walked into the building and then even more so when they entered South Hall. And the facility is so spacious that you don't feel like you're being overrun by kids everywhere, like in Athens. Not only the venue, but also everything was really so well run by your team. If you all had about 1,000 more good hotel rooms within walking distance, I'd find a way to squeeze our High School SLC in there.

I know Mary had a great experience with her CTI conference in the fall and sings your praises...so the two of us will try to convince others to check you all out. You all do an amazing job in an amazing venue at a relatively amazing price (I'll reserve full judgement here for when I get the final bill). I'm trying to find a way to praise you all on Facebook without upsetting my friends at the Classic Center and Athens too much (they have become a bit challenging lately), but people really need to check you all out.

I know we'll be back there with GBEA (umm..good luck working with them) in the fall, but I look forward to coming back more.

Let me know if February 23-24, 2025, is still available...and I think we even are interested in locking in future years too.

Thanks

Monty

HHT

February 25-26, 2024 2024  
GA FBCLA Middle School  
State Leadership Conference



**CLIENT SURVEY SCORES AND CUSTOMER COMMENTS**

**MARCH 2024**

**1 SURVEYS**

	EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	COMMENTS: Verbal, Survey, or Email
<b>March 6-8, 2024</b>							
GACCE 2024 Staff Development Conference	CP	100	100	100	95	98.8	Channin and the team did a great job for us. Demo and Precious were so very helpful all three days - thank you! Ms. Bernice and the entire team were amazing to work with. It was a great event from start to finish. I would like to recognize Channin, Ms. Bernice, Demo, Precious and the entire catering team for exceptional service.
<b>OVERALL AVERAGE SCORE</b>							
		<b>100</b>	<b>100</b>	<b>100</b>	<b>95</b>	<b>98.8</b>	
<b>CLIENT COMMENTS</b>							
3/6-8/24 Association of Chamber of Commerce Executives. GACCE	CP						See attached letter.



Georgia Association of  
Chamber of Commerce Executives

March 11, 2024

Hayley Tillery  
Executive Director  
Columbus Convention & Trade Center  
801 Front Avenue  
Columbus, GA 31901

Dear Hayley:

I would like to thank you and your staff for helping us create a wonderful experience for our members last week for our 2024 GACCE Staff Development Conference. From the time we stepped onto the property, we were welcomed with a smile and that continued until our group left on Friday.

I would like to especially recognize and thank Channin Pettit, who took it upon herself to make sure I had everything I needed throughout the week and that my attendees were happy. I'd also like to recognize the following staff members for their assistance and hospitality:

- Ms. Bernice
- Demo
- Precious
- NeeNee
- All catering staff

You have a wonderful staff, and it is apparent that they take great pride in their work. It was a pleasure working with them!

Thanks again for a great experience, and we're looking forward to returning in the future!

Many kind regards,

*Jeff J. Ott*

# FEBRUARY 2024 SALES RECAP



## MONTHLY REVENUE

Trade Center Revenue **\$224,257**

Total Revenue **\$863,428**

## CITY WIDE IMPACT

(Sent from the Columbus Visitor's Bureau)

**\$1,771,190**

## MONTHLY SALES

*Does not include Catering Sales*

### CONFERENCES

	Event Days	Sales
2024	19	\$126,378
2023	11	\$76,299

### CONSUMER/ TRADE SHOWS

	Event Days	Sales
2024	0	\$0
2023	2	\$5,098

### MEETINGS

	Event Days	Sales
2024	15	\$16,301
2023	19	\$39,501

### RELIGIOUS

	Event Days	Sales
2024	11	\$57,597
2023	9	\$47,290

### SOCIAL

	Event Days	Sales
2024	7	\$16,684
2023	10	\$19,477

### SPORTS/ ENTERTAINMENT

	Event Days	Sales
2024	2	\$3,862
2023	1	\$10,039

### WEDDINGS

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



**FY24 25,405**

vs

**FY23 20,736**

FY24 February attendee count is up by 4,669 people compared to FY23.

## SALES INQUIRIES

INQUIRIES **127**

CALL-INS **40**

WALK-INS **17**

PKR'S **58**

RFP'S **12**

CONTRACTS SENT

**31**

## OVERALL SURVEY SCORE

No surveys received  
for February



# MARCH 2024 SALES RECAP



## MONTHLY REVENUE

## CITY WIDE IMPACT

(Sent from the Columbus Visitor's Bureau )

Trade Center Revenue **\$248,330**

Total Revenue **\$731,823**

**\$1,131,477**

## MONTHLY SALES

*Does not include Catering Sales*

### CONFERENCES

	Event Days	Sales
2024	21	\$67,282
2023	18	\$57,261

### CONSUMER/ TRADE SHOWS

	Event Days	Sales
2024	6	\$17,121
2023	7	\$22,126

### MEETINGS

	Event Days	Sales
2024	11	\$4,203
2023	15	\$12,939

### RELIGIOUS

	Event Days	Sales
2024	15	\$90,836
2023	8	\$47,765

### SOCIAL

	Event Days	Sales
2024	37	\$67,298
2023	25	\$43,007

### SPORTS/ ENTERTAINMENT

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

### WEDDINGS

	Event Days	Sales
2024	0	\$0
2023	3	\$4,321



**FY24 29,314**

vs

**FY23 18,698**

FY24 March attendee count is up by 10,616 people compared to FY23.

## SALES INQUIRIES

INQUIRIES **113**

CALL-INS **35**

WALK-INS **14**

PKR'S **55**

RFP'S **9**

CONTRACTS SENT

**26**

## OVERALL SURVEY SCORE

**99%**

Based on 1 survey

# SOCIAL MEDIA REPORT - FEBRUARY RECAP

**119,897 PEOPLE REACHED**



JAN - 149,283 PEOPLE REACHED  
FEB - 119,897 PEOPLE REACHED

**1,652 CONTENT ENGAGEMENTS**



JAN - 2,048 CONTENT ENGAGEMENTS  
FEB - 1,652 CONTENT ENGAGEMENTS

**204 NEW FOLLOWERS**



JAN - 242 NEW FOLLOWERS  
FEB - 204 NEW FOLLOWERS

**16,197 OVERALL FOLLOWERS**



FEB - 16,197 OVERALL FOLLOWERS

## COMPLETED

- Georgia Thespians Highlights
- Cookies with the Easter Bunny
- Event Content Variety

## UPCOMING-ONGOING SERIES

- Closet Cleanout
- TikTok Variety

## CONTINUED GOALS

- Sharing Reels/TikToks
- Reaching 15,000 followers on Main FB
- Reaching 500 followers on TikTok
- Reaching 3,500 on Main CTC Instagram
- Reaching 1,000 followers on LinkedIn

## TIKTOK

- Views - 5,928
- New Likes - 66
- Total Likes - 2,535
- New Followers - 43
- Followers - 408

## PINTEREST

- Monthly Views - 0.8K

## LINKEDIN

- Post Impressions - 2,490 (200% increase)
- Reactions - 84 (425% increase)
- Engagement Rate - 24% (511% increase)
- Page Views - 119 (37% increase)
- New Follows - 35 (119% increase)
- Current Followers - 802

### POPULAR POST OF THE MONTH - GEORGIA FBIA THROWBACK



0.7K

## FACEBOOK

- Reach - 107,791
- Content Interactions - 948
- New Page Likes - 102 (79% increase)
- Page Visits - 5,100
- New Follows - 74
- Current Followers - 11,513
- Current Likes - 10,315

### POPULAR POST OF THE MONTH - MARCH EVENT CALENDAR



4.7K

## INSTAGRAM

(GENERAL - IRON WORKS WEDDINGS)

- Reach - 2,888
- Content Interactions - 554
- Profile Visits - 419
- New Followers - 52
- Current Followers - 3,474

### POPULAR POST OF THE MONTH - GEORGIA THESPIANS DINNER REEL



1.5K

1,803 FOLLOWERS AWAY FROM GOAL

**16,197 CURRENT | 18,000 GOAL FOR FY24**

# SOCIAL MEDIA REPORT - MARCH RECAP

**186,672 PEOPLE REACHED**



FEB - 119,897 PEOPLE REACHED  
MAR - 186,672 PEOPLE REACHED

**1,617 CONTENT ENGAGEMENTS**



FEB - 1,652 CONTENT ENGAGEMENTS  
MAR - 1,617 CONTENT ENGAGEMENTS

**266 NEW FOLLOWERS**



FEB - 204 NEW FOLLOWERS  
MAR - 266 NEW FOLLOWERS

**16,464 OVERALL FOLLOWERS**



FEB - 16,197 OVERALL FOLLOWERS  
MAR - 16,464 OVERALL FOLLOWERS

## COMPLETED

- Job Openings
- Event Content Variety
- Women's History/Empowerment

## UPCOMING-ONGOING SERIES

- Closet Cleanout
- TikTok Variety
- Pram Content

## CONTINUED GOALS

- Sharing Reels/TikToks
- Reaching 15,000 followers on Main FB
- Reaching 500 followers on TikTok
- Reaching 3,500 on Main CTC Instagram
- Reaching 1,000 followers on LinkedIn

## TIKTOK

- Views - 9,073
- New Likes - 220
- Total Likes - 2,755
- New Followers - 57
- Followers - 465

## PINTEREST

- Monthly Views - 0.7K

## LINKEDIN

- Post Impressions - 4,560 (83% increase)
- Reactions - 109 (28% increase)
- Engagement Rate - 30%
- Page Views - 112
- New Follows - 22
- Current Followers - 825

### POPULAR POST OF THE MONTH - OVG AT TOAST OF THE TOWN



## FACEBOOK

- Reach - 170,333 (51% increase)
- Content Interactions - 831
- New Page Likes - 0
- Page Visits - 7,500 (47% increase)
- New Follows - 149 (161% increase)
- Current Followers - 11,662
- Current Likes - 10,315

### POPULAR POST OF THE MONTH - COOKIES WITH THE EASTER BUNNY



## INSTAGRAM

(GENERAL + IRON WORKS WEDDINGS)

- Reach - 2,006
- Content Interactions - 457
- Profile Visits - 422
- New Followers - 38
- Current Followers - 3,512

### POPULAR POST OF THE MONTH - CLOSET CLEANOUT ANNOUNCEMENT



1,536 FOLLOWERS AWAY FROM GOAL

**16,464 CURRENT | 18,000 GOAL FOR FY24**



## Conference/Convention Event Leads

Event Leads	FY24	FY25	FY26+
# of Events	1	23	14
Total Attendees	300	10,675	7,545
Total Rental Revenue	\$9,800	\$233,375	\$256,200

Leads Converted to Business					
Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
August	2024	FY25	200	\$6,500	Georgia Grown Symposium
September	2024	FY25	200	\$16,900	Georgia City County Management Association Fall Conference
November	2024	FY25	325	\$17,000	GRPA 2024 State Conference
Fiscal Year 2024 (July 2023-June 2024)					
Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
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	75	\$5,600	Georgia Department of Public Health Annual Public Health Conference
September	2024	FY25	300	\$9,300	Civil Air Patrol, Georgia Wing
September	2024	FY25	125	\$4,200	Georgia Health Care Association- Quality Summit
September	2024	FY25	100	\$4,000	Courting Judicial Excellence
September	2024	FY25	300	\$5,900	Historic Preservation Conference 2024
September	2024	FY25	350	\$7,800	Georgia Business Education Association Conference
October	2024	FY25	225	\$9,000	GA Airport Association Conference
October	2024	FY25	300	\$10,000	Georgia Leadership Institute for School Improvement Conference (GLISI)
November	2024	FY25	800	\$13,000	CTI Fall Conference
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	300	\$9,400	Prosecuting Attorneys' Council of Georgia (VWAP and Complex Murder 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	150	\$3,800	Georgia Association of Marriage and Family Therapy Conference
April	2025	FY25	400	\$10,600	USG Teaching & Learning 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	300	\$9,800	LPCA 35st Annual Convention and Regional Conference
May	2025	FY25	400	\$7,250	Teacher of the Year Conference
June	2025	FY25	600	\$20,000	GS3 Annual School Safety Summit 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+	1000	\$30,000	InteractUSG 2025
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
February	2026	FY26+	400	\$17,000	GA Clerks Education Institute Winter Conference
April	2026	FY26+	200	\$7,600	2026 ICJE Probate Court Judges' Spring Conference
June	2026	FY26+	600	\$20,000	GS3 Annual School Safety Summit Conference
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: April 25, 2024

#### Current Projects

- American Rescue Plan / SPLOST
  - Trade Center 2.25 million – HVAC System (5.5 million potential costs)
  - Internet Fiber Upgrade
- RFP for Trade Center parking garage.
- Trade Center carpet renovation and other reserve projects plan

#### Completed Projects/Updates

##### Facilities:

##### *February*

- Tracked and cleaned out roof plumbing vents to resolve kitchen floor drain and sink drainage issues (in-house)
- Repaired Air Wall in Ballroom B/C that came off the track (in-house)
- Repaired section of loose bricks in Fountain Courtyard steps beside fountain (in-house)

##### *March*

- Repair section of Air Wall fascia that slipped out of its hanging brackets and fell off (in-house)
- Repair roof leaks over MR 104 that Columbus Roofing failed to repair twice in the past year (in-house)
- Cooling Tower 5-year PM and cleaning
- Purchase and install portable AC Unit and duct work to supplement Air Handler 13 while coil is being repaired (in-house)
- Cleanup of major hydraulic fluid leak resulting from Freight Elevator pump malfunction (in-house cleanup, outsourced pump repair)
- Fire Marshal annual Fire Suppression System inspection – all good

##### Operations:

- Begin addition of independent dual wireless microphone systems to each meeting room throughout the facility (in-house)

#### Employee Updates

*Active Job Postings - TOTAL: 7 positions available - (6) Full Time, (1) Part-Time*

- Operations (1) Part-Time – Advertised
- Sales (1) Full-Time – Sales Coordinator – Advertised
- Facilities Full-Time – advertised (2) positions.
- Facilities Full-Time (temporary) processing candidate pool (3) positions

*Most Recent Hires - TOTAL: 3 positions*

- Aaron Aeh – Facilities Maintenance Worker, Full-time
- Valencia Davis, Operations Full-time Custodian
- Savon Huff, Operations Full-time Events Attendant

#### Authority Meeting Agenda

- June 27th, 2024 – Covering April and May

801 FRONT AVENUE • P.O. BOX 1340 • COLUMBUS, GEORGIA 31902-1340 • (706) 327-4522 • FAX (706) 327-0162  
COLUMBUSGATRADECENTER.COM

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