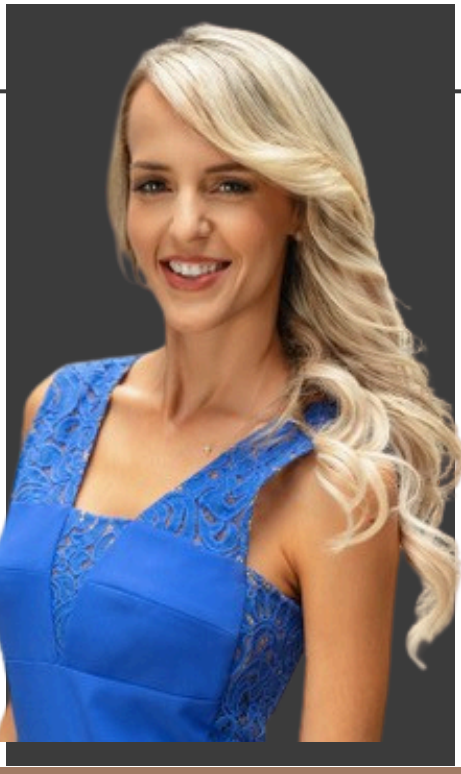
TRADE CENTER
ANNUAL REPORT
FY26



HISTORIC IRON WORKS 1853

Make History.



MESSAGE FROM EXECUTIVE DIRECTOR

Annual Report FY26

HAYLEY TILLERY

Executive Director

Dear Stakeholders,

As we reflect on fiscal year 2026, I am incredibly proud of what the Columbus Georgia Convention and Trade Center has accomplished and, even more importantly, the impact our work continues to have throughout our community. In FY26, the Trade Center hosted **478** events across **821** event days, welcoming **234,755** attendees through our doors. We achieved a net profit of **$1,672,940** and set a new record for space rental revenue at **$2,114,598**. These results reflect the continued demand for our historic facility, the strength of our client relationships, and the dedication of a team that works every day to create exceptional experiences for those we serve.

One of the accomplishments I am most proud of this year is the tremendous growth in our economic impact. In FY26, the Trade Center generated **$15,957,596** in total economic impact for Columbus, nearly doubling the $8.5 million generated the previous fiscal year. Behind that number are visitors staying in our hotels, dining in our restaurants, shopping in our businesses, exploring our community, and supporting the people who call Columbus home. It is a powerful reminder that the work taking place inside the Trade Center extends far beyond our walls.

Community impact also remains at the heart of our mission. Through six Trade Center signature events, we generated $83,689 in revenue and funds raised, while continuing to support organizations that make a meaningful difference in our community. Our tenth annual Breakfast with Santa raised more than $51,000 for the Bill and Olivia Amos Children's Hospital, bringing the event's cumulative impact to more than $202,000 for Children's Miracle Network. Princess for a Day has now raised more than $64,000 for Easterseals West Georgia, while Hero for a Day has generated more than $22,000 for Teen Advisors since its creation.

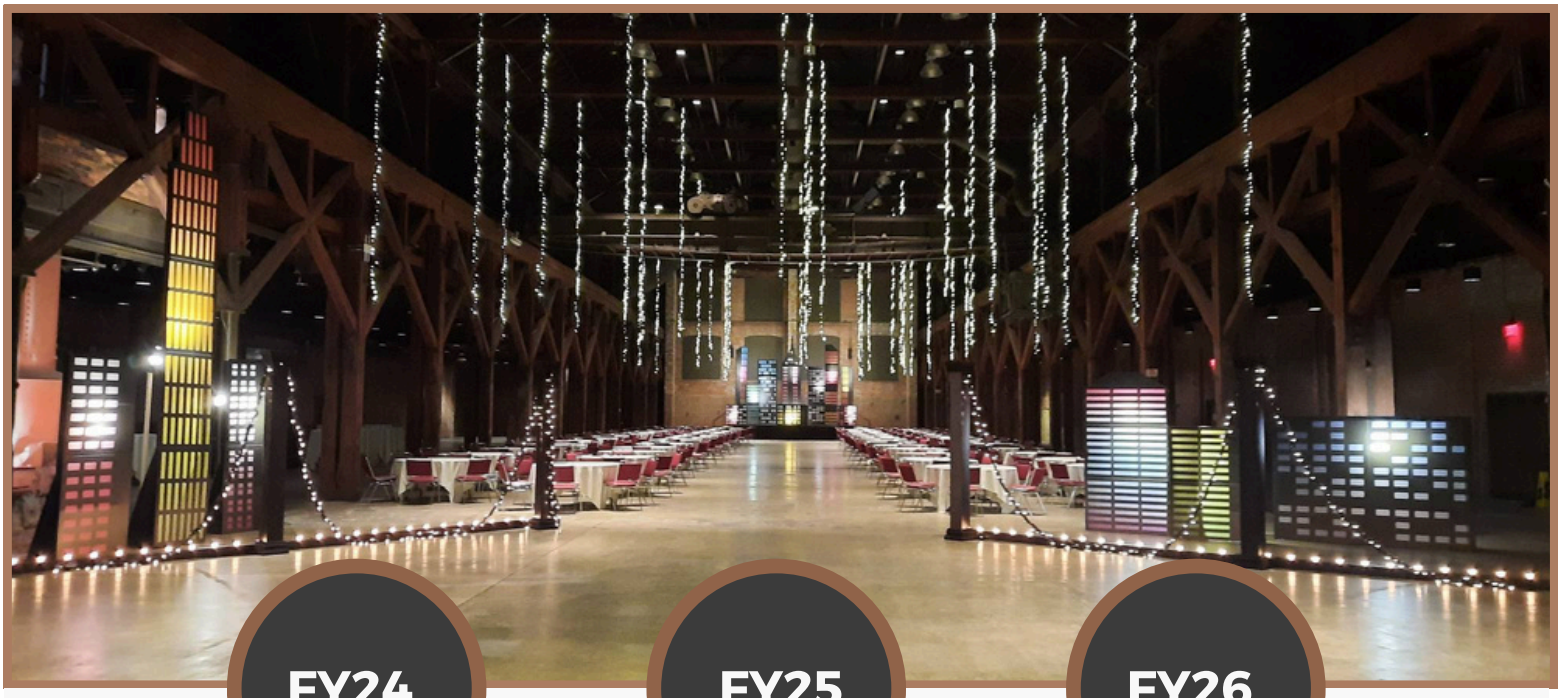
We were also honored to receive the Gold Award for Best Event Venue in the 2026 Columbus People's Choice Awards, along with the Silver Award for Best Event to Attend for our annual Breakfast with Santa. For me, this work has always been about much more than operating a convention center. I have a genuine passion for hospitality and tourism and for the role our industry can play in moving a community forward. I remain deeply committed to bringing new visitors, conventions, meetings, sporting events, celebrations, and opportunities to Columbus.

As proud as I am of what we accomplished in FY26, I believe there is still tremendous opportunity ahead for the Trade Center and for Columbus as a destination. I am excited to continue advocating for the resources, partnerships, and infrastructure necessary to grow our tourism economy and position our community to compete for opportunities for many years to come. None of these accomplishments would be possible without our incredible Trade Center team, the trust of our clients, the partnership of our community organizations, and the continued support of our stakeholders. Thank you for believing in our mission, supporting our vision, and helping us continue to Make History in Columbus.

Yours in Hospitality,
Hayley Tillery
Executive Director
Columbus Georgia Convention and Trade Center

FINANCIAL RECAP

Annual Report FY26



FY24

Net Profit: $1,431,242

- EVENTS 465
- 829 Event Days
- 241,929 Attendees
- $1.8 Million Rental
- $843,377 F&B

FY25

Net Profit: $1,699,100

- EVENTS 439
- 781 Event Days
- 243,530 Attendees
- $1.9 Million Rental
- $770,800 F&B

FY26

Net Profit: $1,672,940

- EVENTS 478
- 821 Event Days
- 234,755 Attendees
- $2.1 Million Rental
- $607,434 F&B

FISCAL YEAR 2026 SALES RECAP

YEARLY REVENUE

Trade Center Revenue $3,157,292

Total Revenue $5,089,280

CITY WIDE IMPACT

(Sent from the Columbus Visitor's Bureau)

$ 15,957,596

MONTHLY SALES

Does not include Catering Sales

CONFERENCES

	Event Days	Sales
2026	108	$559,441
2025	137	$641,656

CONSUMER/ TRADE SHOWS

	Event Days	Sales
2026	69	$221,562
2025	52	$200,874

MEETINGS

	Event Days	Sales
2026	188	$215,323
2025	139	$92,221

RELIGIOUS

	Event Days	Sales
2026	195	$999,092
2025	216	$933,696

SOCIAL

	Event Days	Sales
2026	220	$404,061
2025	209	$444,476

SPORTS/ ENTERTAINMENT

	Event Days	Sales
2026	17	$68,341
2025	12	$40,759

WEDDINGS

	Event Days	Sales
2026	24	$48,323
2025	15	$27,991

FY26 234,755 vs FY25 243,530

FY26 attendee count is down by 8,775 people compared to FY25.

SALES INQUIRIES

INQUIRIES	1,329
CALL-INS	382
WALK-INS	156
PKR'S	582
RFP'S	162

CONTRACTS SENT

311

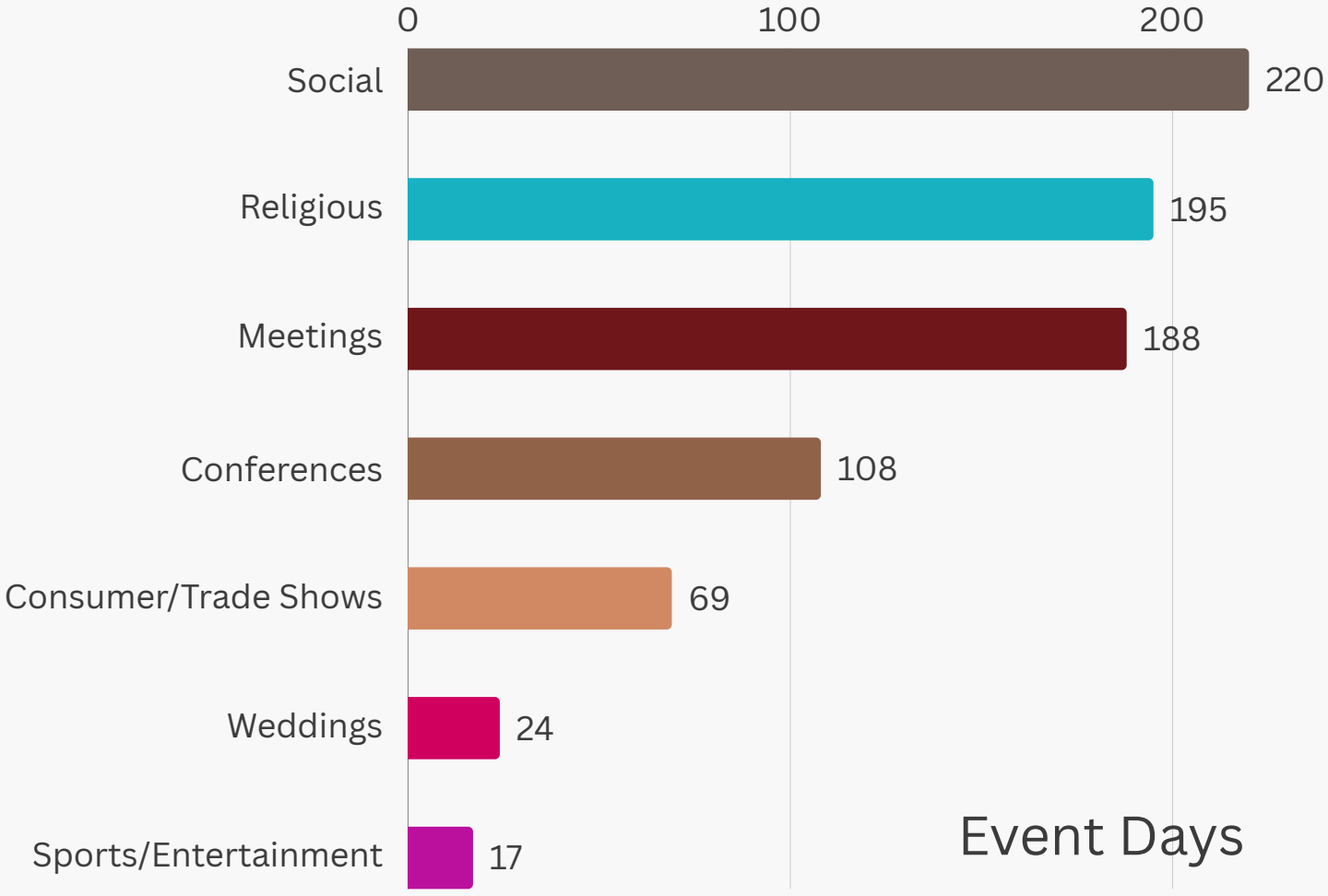
OVERALL SURVEY SCORE

98.8%

Based on 34 surveys

EVENT OVERVIEW

At the Trade Center, our mission is to be a dynamic hub for both business and community engagement, significantly contributing to Columbus' economic vitality while serving as a vibrant venue for local events. This year, we hosted a diverse array of events, including **108** conference event days and **69** consumer and trade shows event days that brought business leaders and innovators to our city, fostering economic growth. We also supported **24** weddings and **220** social gatherings, providing a memorable backdrop for personal celebrations and community connections. Our facility accommodated **188** meetings and **195** religious events, highlighting our commitment to hosting a broad spectrum of activities that reflect the needs and values of our diverse community. Although sports and entertainment events are less frequent, with only **17** held this year, they remain an integral part of our offerings. By continuously expanding our event portfolio, the Trade Center not only enhances Columbus's economic landscape but also enriches the social fabric of our city.



CLIENT FEEDBACK



Disaster Resilience Across the Chattahoochee Valley Conference (GAPS) July 2025

Our conference this year was a huge success.We love working with the Ironworks and are making plans to host the conference there again next year.

GA CTI Fall Leadership Conference November 2025

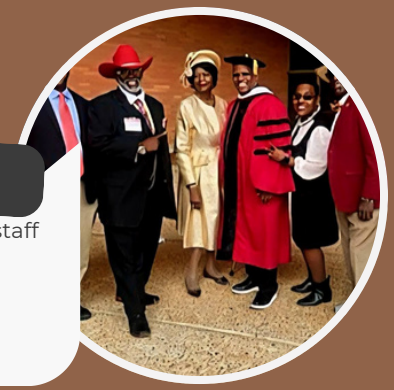
The Trade Center always serves with excellence.Every staff member we encounter at the Trade Center is professional and consistently exceeds out expectations.





AJ Robinson's Hometown Jam March 2026

Absolutely excellent! The most accommodating staff I have ever been in contact with. The level of customer service was phenomenal. My family and I are so impressed with the operation and how well the employees represent the Trade Center.



68th NANBPWC SED Conference - March 2026

Trade Center staff as well as the catering staff were all extremely friendly and helpful.



DOE CTAE Staff Meeting May 2026

Wonderful facility, delicious food and the staff was great. I'm truly impressed and proud of the entire experience your team delivered. I look forward to many more meetings and conferences at the Columbus Convention and Trade Center.

P+Q=RE RESULTS

At the Trade Center, the equation **P + Q = RE** encapsulates our commitment to delivering exceptional service.

- **P** stands for **People**, highlighting the importance of respecting and valuing everyone on our team, as well as the individuals we serve. It's about fostering positive communication and collaboration among team members.
- **Q** represents **Quality,** encompassing the meticulous attention we give to every detail, from maintaining a pristine facility and ensuring correct room setups to making sure all A/V equipment functions flawlessly.
- **RE**, or a **Remarkable Experience.** This is the standard we aspire to achieve, aiming to leave our guests impressed and satisfied so that they not only return but also share their positive experiences with others.

FY26
P+Q=RE Scores

98.8%
BASED ON 34 SURVEYS

PLANNING
99.7%

EVENT DAY
98.5%

F&B
99.8%

POST EVENT
97.7%



SOCIAL MEDIA REPORT

In FY26

- **5.4 MILLION PEOPLE REACHED**
- **381.9K CONTENT ENGAGEMENTS**
- **5.3K NEW FOLLOWERS**
- **24.5K OVERALL FOLLOWERS**

FY27 Goals

- **REACH 5 MILLION**
- **400K CONTENT ENGAGEMENTS**
- **5K NEW FOLLOWERS**
- **26.5K OVERALL FOLLOWERS**

NEW BUSINESS

FY 26

The Trade Center had the opportunity to host new clients for the first time. We look forward in bringing new events to Columbus and supporting the overall economic impact to the city. Below is just a highlight on some of those events.

TOTAL REVENUE: $30,384



GAPS CONFERENCE: DISASTER RESILIENCE ACROSS THE CHATTAHOOCHEE VALLEY 2025

TOTAL REVENUE: $26,020



GEORGIA NURSES ASSOCIATION ANNUAL CONFERENCE 2025

TOTAL REVENUE: $54,793



NATIONAL ASSOCIATION OF NEGRO BUSINESS & PROFESSIONAL WOMEN'S CLUBS (NANBPWC), SOUTHEAST DISTRICT

TOTAL REVENUE: $32,324



GEORGIA LIBRARY ASSOCIATION 2025

TOTAL REVENUE: $26,191



GROUP 1 AUTOMOTIVE CHRISTMAS PARTY

TOTAL REVENUE: $113,056



ADM CREATIVE CLIENT MEETING- FIS GLOBAL LIVE BROADCAST

TOTAL REVENUE: $22,793



TIEGA CONFERENCE DINNER

TOTAL REVENUE: $224,641



GACTE (GEORGIA ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION, INC.)

SIGNATURE EVENTS

Annual Report FY26

Our passion for events and hospitality goes far beyond the walls of the Columbus GA Convention & Trade Center. Through our Signature Events, we create unique experiences that bring our community together, support local organizations, and make a lasting impact.

Our Signature Events are fully developed and executed in-house, from concept and planning to production and guest experience. Each event is designed to offer something memorable and engaging for the Greater Columbus, Georgia community while creating opportunities to give back.

Many of our Signature Events proudly partner with local nonprofit organizations, allowing proceeds to remain in our community and directly support meaningful missions and causes.

As our events continue to grow, so does the incredible support from local businesses, sponsors, community partners, and attendees. Their involvement has helped us take these experiences to new heights year after year.

In FY27, we remain committed to creating memorable experiences, strengthening community connections, and giving back to the place we call home.

ATTENDEES

2,228

DONATED

$79,619.58

SPONSORSHIPS

84



PRINCESS FOR A DAY

August 2025

Partnered with Easterseals West Georgia, the 7th year of this event saw a larger turnout and grand donation total than ever before. Princesses both big and small from all over the kingdom visit our venue for this annual event. Little princesses have the opportunity to meet and greet with their favorite real-life princesses, All money raised stays in our community locally and supports the children with disabilities at Easterseals of West Georgia.



DONATION TOTALS SINCE EVENT INCEPTION:

- 2019 no profit
- 2020 $1,109
- 2021 $5,537
- 2022 $10,000
- 2023 $14,004
- 2024 $15,439
- 2025 $18,665

Princess for a Day

679 ATTENDEES

FY26 EVENT: $18,665

HISTORY TOTAL: $64,755



HERO FOR A DAY

October 2025

Partnered with Teen Advisors, this was our 2nd Annual Hero for a Day. On screen heroes we all know and love, as well as local heroes, all gathered in our South Hall to meet little heroes. Attendees were able to touch emergency response vehicles, interact with superheroes, enjoy unique crafts and games, as well as watch a real superhero faceoff in 'tug-of-war'.



2024
$12,674

2025
$9,553

TOTAL
$22,227

HERO FOR A DAY

386 ATTENDEES

19 SPONSORS

FY26 EVENT: $9,553



BREAKFAST WITH SANTA

December 2025

Partnered with Piedmont Columbus Regional, a morning spent with Santa, reindeer and community business sponsors raised the largest donation yet in support of our local Children's Miracle Network Hospital. This year was our 10th Anniversary of this event.

Little elves had the chance to make crafts, enjoy face-paint, and a pancake breakfast. All while the Columbus Ballet, A Christmas to Believe In and the Grinch put on a show.



DONATION TOTALS SINCE EVENT INCEPTION:

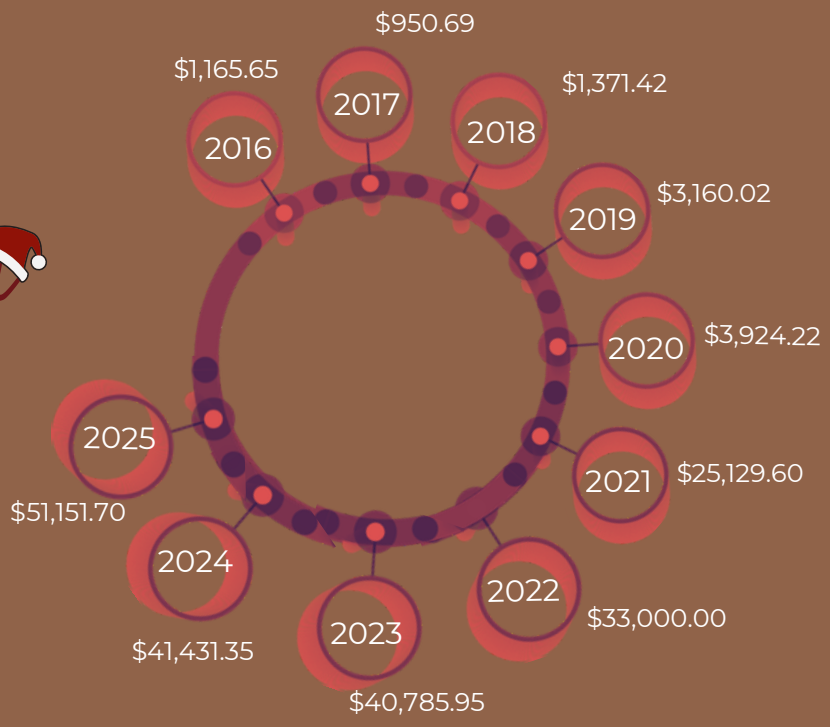
Breakfast with Santa

62 SPONSORS

399 ATTENDEES

FY26 EVENT: $51,152

HISTORY TOTAL: $202,070.60



COOKIES WITH THE EASTER BUNNY

MARCH 2026





Hop OVER FOR COOKIES WITH THE Easter Bunny

$1,337 PROFIT

259 ATTENDEES



CLOSET CLEANOUT

MAY 2026



Pounds of clothing and leftover items were donated to Goodwill Industries of the Southern Rivers







Closet Cleanout

$1,250 PROFIT

285 ATTENDEES





AWARDS & RECOGNITION

Annual Report FY26

Our facility takes pride in our level of service and commitment to excellence, Receiving these esteemed honors reinforces our forward movement and pursuit of an elevated offering.

COLUMBUS' People's Choice
Ledger-Enquirer



COLUMBUS PEOPLE'S CHOICE AWARDS

2025 WINNER COLUMBUS' People's Choice Ledger-Enquirer

GOLD - EVENT VENUE

2025 WINNER COLUMBUS' People's Choice Ledger-Enquirer

SILVER - WEDDING VENUE

2026 WINNER COLUMBUS' People's Choice Ledger-Enquirer

GOLD - EVENT VENUE

2026 WINNER COLUMBUS' People's Choice Ledger-Enquirer

SILVER - BEST ANNUAL EVENT

ConventionSouth Media Group
NEW OR RENOVATED
NOMINATE NOW
2026

BEST OF GEORGIA BY GBJ

GEORGIA BUSINESS JOURNAL®
BEST OF GEORGIA® AWARDS
BESTofGEORGIA.COM

2025 BEST OF GEORGIA AWARD FOR MEETING & EVENT FACILITIES

nominated for 2026

MOVING FORWARD FY27

As we enter FY27, our focus is on building upon the momentum of a record-setting year while strategically preparing the Columbus Georgia Convention and Trade Center for its next chapter of growth. Our priorities will center on increasing convention and conference business, strengthening our new food and beverage partnership, investing in our people, improving our historic facility, and advancing critical infrastructure projects that will support the future of tourism in Columbus. A significant focus will be advancing the development of a new connected parking garage while continuing to build the foundation for a future convention hotel. These projects represent important opportunities to improve accessibility and the guest experience while strengthening our ability to recruit larger conferences, conventions, and events to Columbus. We will also continue investing in our team through professional development, cross-training, leadership opportunities, and exposure to industry best practices. At the same time, continued facility improvements, technology, preventative maintenance, sustainability, and enhanced safety procedures will ensure the Trade Center remains competitive, welcoming, and prepared for continued growth. Ultimately, our goal for FY27 is not simply to host more events, but to strategically grow the type of business that generates greater tourism, strengthens our local hospitality industry, supports economic development, and creates lasting impact for Columbus.

Growth



- Increase conference and convention business through targeted recruitment, relationship building, and multi-year opportunities.
- Target more corporate, association, government, and certification conferences that generate room nights and economic impact.
- Strengthen partnerships with Visit Columbus, local hotels, and community partners to recruit and retain business.
- Expand industry networking and professional development through conferences, venue visits, and relationships with convention centers across the state and region.

Team Development



- Expose team members to other convention centers, hotels, and hospitality operations to identify industry best practices.
- Establish more consistent conversations around departmental, professional, and personal goals.
- Encourage participation in City leadership programs and hospitality industry professional development opportunities.
- Strengthen cross-training, career development, succession planning, and employee retention across departments.

Facility



- Advance the connected parking garage while continuing planning and stakeholder engagement for a future convention hotel.
- Complete and advance major HVAC, infrastructure, and preventative maintenance improvements.
- Develop and implement a replacement plan for approximately 3,000 event chairs and other aging facility assets.
- Improve guest-facing spaces through green spaces, cosmetic updates, furnishings, flooring, paint, and wall coverings while preserving the historic character of the facility.

Safety



- Increase employee participation in CERT, CPR/AED, lift, and equipment safety certifications.
- Update the Trade Center's Emergency Action Plan and conduct regular staff training and emergency preparedness exercises.
- Develop clear room-specific emergency and safety information for clients and event organizers.
- Evaluate and improve door locking, security, and emergency communication functions throughout the facility.

HISTORIC
1853
IRON WORKS



Make History.