



**COLUMBUS GEORGIA  
CONVENTION & TRADE CENTER**

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

**MARCH 27, 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 – FEBRUARY 28, 2025**
- III. FINANCIAL REPORT – NICHOLE LEWIS**
  - A. FEBRUARY 2025**
- IV. CATERING UPDATES – HAYLEY TILLERY**
  - A. FEBRUARY 2025**
- V. SALES REPORT – HAYLEY TILLERY / MORGAN MOORE**
  - A. FEBRUARY 2025**
- VI. FACILITY UPDATE – HAYLEY TILLERY**
  - A. PARKING GARAGE UPDATE**
  - B. HVAC ARP PROJECT – UPDATE**
  - C. INTERNET – UPDATE**
  - D. CARPET RENOVATION PROJECT – UPDATE**
  - E. PERSONNEL UPDATE**
- VII. ADJOURNMENT**



## **COLUMBUS GEORGIA CONVENTION & TRADE CENTER**

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

#### **MINUTES OF THE MONTHLY MEETING MARCH 27, 2025 12:00 PM**

The monthly meeting of the Columbus Iron Works Convention and Trade Center Authority was held Thursday, March 27, 2025, at 12:00 Noon in the Boardroom of the facility.

**Authority Members Present:** Chairman Jonathan Payne, Vice Chairman Jessica Gray and John Stacy

**Authority Members Absent:** 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

#### **CALL TO ORDER**

At 12:02 PM, Chairman Jonathan Payne called the meeting to order and welcomed members and staff.

#### **APPROVAL OF MINUTES**

##### **A. REGULAR MEETING – FEBRUARY 28, 2025**

Chairman Jonathan Payne asked the members if they had received and read the minutes from the previous regular meeting dated February 28, 2025. With no additions or corrections to be made, Chairman Jonathan Payne asked for a motion to approve the minutes as written. John Stacy made the motion. Vice Chairman Jessica Gray second the motion, which was carried unopposed by all members present.

#### **FINANCIAL REPORT – NICHOLE LEWIS**

##### **A. FEBRUARY 2025 – See attached report.**

Chairman Jonathan Payne made a motion to approve the February 2025 financial reports as prepared and presented by Finance Manager R. Nichole Lewis. Vice Chairman Jessica Gray second the motion that was carried unopposed by all members present.

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

##### **A. FEBRUARY 2025 – Average client survey score for catering based on 2 surveys was a 96.7.**

Executive Director Hayley Tillery reported the Oakview Catering General Manager Davis Weiss had resigned to take a position in Auburn, AL. Hayley stated that Oakview had brought in Interim General Manager Jim Wilson while searching for a permanent replacement for the position.

Hayley then reported that she would be meeting with Oakview Group Regional Vice President Charles Lawrence who would be bringing in a consultant to evaluate the kitchen equipment to prioritize repair or replacement of aged equipment. Hayley added that this would be done at Oakview's expense.

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

### **A. FEBRUARY 2025 – See attached report.**

Executive Director Hayley Tillery briefly went over the sales report for the month of February 2025. Hayley stated there were 49 call-in clients, 16 walk-in clients, 76 planning kit requests and 11 requests for proposals with 40 contracts issued. Adding there were 53 event days during the month with 22,208 attendees.

Hayley shared the February client survey report, which only contained 3 surveys with an overall score of 95.7%. **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 February including, the Flip Trade Show, GA Thespians Conference, GA Association of Zoning Administrators Conference, GA FBLA Conference and the annual Dancing Stars of Columbus event benefiting the Alzheimer's Association.

## **FACILITY UPDATE – HAYLEY TILLERY**

- A. PARKING GARAGE UPDATE** Executive Director Hayley Tillery reported that following the last Authority meeting in February, she had presented the Trade Center Parking Garage Project recommendation during a public meeting on March 4, 2025, and then again to City Council on March 11, 2025. Hayley stated both presentations seemingly went well, with positive feedback received. Anticipating an approved vote for the project recommendation, Hayley stated she was disappointed that the vote was inconclusive at the council meeting on March 25, 2025, and a revote would now be required.
- B. HVAC ARP PROJECT UPDATE** Executive Director Hayley Tillery reported after speaking with the local vendor for the HVAC ARP Project, she was informed the chiller was 16-20 weeks out from delivery, the boiler 10 weeks and the pumps 8 weeks. Once the equipment was received, she would begin working on a schedule to have the equipment installed.
- C. INTERNET UPDATE** Executive Director Hayley Tillery reported that Net Planner had completed the internet cable installation on the second floor and were finalizing the main floor of the facility. Hayley projected the project to go live by the end of April.
- D. CARPET RENOVATION PROJECT UPDATE** Executive Director Hayley Tillery reported that due to the facility's event load and the carpet vendor's willingness to work around the events, the project was progressing a little slower than expected. However, the project was nearing completion, and she was pleased thus far with the work done by Malone Contract Floor Covering, LLC.
- E. PERSONNEL UPDATE** Executive Director Hayley Tillery reported that Assistant Director Skip Hansberger had resigned.

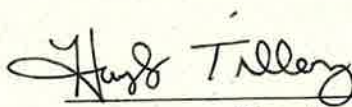
Executive Director Hayley Tillery also shared with the members her Overview of Recent Events, to include current and completed facility projects and employee updates. **Please see the attached report.**

## **ADJOURNMENT**

With no further items of business to discuss, Chairman Jonathan Payne adjourned the meeting at 12:58 PM. The next regular meeting, which is held monthly on the fourth Thursday, will be held Thursday, April 24, 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- FEBRUARY 2025 FINANCIAL HIGHLIGHTS

R. Nichole Lewis

## REPORT 1 – REVENUE SUMMARY

- February 2025, there were 53 event days, 35 events, and 22,208 attendees.
- Church of the Highlands was charged a total of \$92,485 for February 2025.
- Top Events

February 2025		February 2024 (Last Year)	
Event	Total Revenue	Event	Total Revenue
Georgia Thespians 2025	\$497,324	Georgia Thespians 2024	\$467,402
Dancing Stars of Columbus 2025	\$80,643	Association of United States Army Industry Day	\$52,433
2025 Georgia FBLA Middle School State Leadership Conference	\$47,122	Georgia Municipal Clerks Association 2024 IIMC Region Annual Conference	\$45,243

- F&B Revenue was \$711,121; Operations Revenue was \$187,010; Total Revenue was \$898,131.
- February 2024, there were 52 event days with 25,405 attendees and a Total Revenue of \$863,428.

## REPORT 2 – FEBRUARY 2025 PROFIT & LOSS STATEMENT

- REVENUES
  - Operating Revenue
    - The catering commission for February was \$276,085
    - Space Rental was \$158,350.
    - The equipment rental was \$19,262.
    - Total Operating Revenue of \$463,095.
  - Tax/Other Source Revenue
    - Total Tax/Other Source Revenue is \$172,816.
  - Total Revenue of \$635,911 for February 2025.
- EXPENSES
  - Labor Cost
    - Total labor expenses were \$119,081.
  - Operating Expenses
    - Contractual services were \$10,489.
    - Utilities were \$37,482.
    - Total Operating Expenses were \$65,248.
  - Other Expenses
    - The total other expenses were \$11,981.
  - Reserve Fund Expenses
    - We have added this section to track the payments for the Reserve Fund projects that we have going on, we have made full payment for the Fiber Install as of now, they are more than 75% complete and a partial payment for the carpet install for a total of \$478,203.
  - Total Expenses were \$674,512.
- NET PROFIT
  - Net Profit for February 2025 was \$439,601 without the Reserves Projects.

### REPORT 3 –FEBRUARY 2025 YEAR TO DATE PROFIT & LOSS STATEMENT

#### ➤ REVENUES

- Operating Revenue
  - Equipment Rental was \$135,319.
  - Space Rental was \$1,189,648.
  - Total Operating Revenue of \$1,831,985.
- Tax/Other Source Revenue
  - Total Tax/Other Source Revenue is \$1,108,058.
- Total Year to Date Revenue of \$2,940,043, as of February 2025.

#### ➤ EXPENSES

- Labor Cost
  - Total labor expenses were \$1,045,744.
- Operating Expenses
  - Contractual services were \$103,395.
  - Repairs and Maintenance to the Building is \$34,036.
  - Utilities were \$380,507.
  - Total Operating Expenses were \$636,514.
- Other Expenses
  - Total other expenses were \$371,787.
- Reserve Fund Expenses
  - Total Reserve Fund is \$478,203.
- Total Year to Date Expenses were \$2,532,247.

#### ➤ NET PROFIT

- Total Year to Date Net Profit as of February 2025 was \$1,179,545. With the Reserves Projects and Bond Payments, our year-to-date net profit is \$407,796

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

#### ➤ Revenue

- Space Rental is 29% higher than the 5-year average.
- Operating Revenue is 23% higher.
- Other Revenue is 9% higher than the average.
- Total Revenue YTD is 18% higher than the average.

#### ➤ Expenses

- Labor Costs are 17% higher than the 5-year average.
- Repairs and Maintenance to the Building is 47% lower than the average.
- Utilities are 18% higher than the average.
- We added the Reserve Fund Expenses, but have nothing else to compare it to.
- Total expenses are 8% higher with the added expenses.

#### ➤ Net Profit

- Net Profit with bond payment is 49% higher than the average.



## CLIENT SURVEY SCORES AND CUSTOMER COMMENTS

FEBRUARY 2025

### 3 SURVEYS

COMMENTS: Verbal, Survey, or Email							
	EC	PLANNING	EVENT DAY	F&B	POST EVENT	OVERALL	NUMBER OF ATTENDEES
February 1, 2025							
THE FLIP TRADE SHOW	HS	100	98	100	100	100	800
February 20, 2025							
AFLAC STATE OF THE COMPANY	PH	90	84	90	85	87	900
February 22, 2025							
ATLEY / HOUSEY WEDDING	PH	100	100	100	100	100	126
OVERALL AVERAGE SCORE		96.7	94	96.7	95	95.7	
CLIENT COMMENTS - VERBAL OR EMAIL							
THE FLIP TRADE SHOW - Facebook Post	HS	"Wow Columbus that was an amazing first show! We cannot thank each and every one of you enough for the incredible support! What an amazing venue the Columbus, Georgia Convention & Trade Center is! Holy crap that place was immaculate! Great staff and everyone we worked with from both Haley's to the concessions ladies were as polite, friendly and helpful as can be! We can't wait to go back tentatively July 19th, will confirm asap. Great group of new vendors along with some of our favorite veterans. Great turnout and one of the biggest spending crowds we have ever had!"					

# FEBRUARY 2025 SALES RECAP



## MONTHLY REVENUE

Trade Center Revenue **\$187,010**

Total Revenue **\$898,131**

## CITY WIDE IMPACT

(Sent from the Columbus Visitor's Bureau )

**\$1.6 MILLION**

## MONTHLY SALES

*Does not include Catering Sales*

CONFERENCES			CONSUMER/ TRADE SHOWS			MEETINGS			RELIGIOUS		
	Event Days	Sales		Event Days	Sales		Event Days	Sales		Event Days	Sales
2025	11	\$66,670	2025	1	\$4,338	2025	12	\$9,526	2025	11	\$71,938
2024	19	\$126,378	2024	0	\$0	2024	13	\$16,301	2024	11	\$57,597

SOCIAL			SPORTS/ ENTERTAINMENT			WEDDINGS		
	Event Days	Sales		Event Days	Sales		Event Days	Sales
2025	12	\$22,587	2025	4	\$5,797	2025	2	\$4,183
2024	7	\$16,684	2024	1	\$3,862	2024	0	\$0.00



**FY25 22,208**

vs

**FY24 25,405**

FY25 February attendee count is down by 3,197 people compared to FY24.

## SALES INQUIRIES

INQUIRIES **152**

CALL-INS **49**

WALK-INS **16**

PKR'S **76**

REP'S **11**

CONTRACTS SENT

**40**

## OVERALL SURVEY SCORE

**95.7**

Based on 3 surveys



## Conference/Convention Event Leads

Event Leads	FY26	FY27+
# of Events	15	11
Total Attendees	3,635	7,675
Total Rental Revenue	\$175,000	\$7,675

Leads Converted to Business			
Event Month	Calendar Year	Fiscal Year	Attendees
November	2025	FY26	150
Fiscal Year 2026 (July 2025-June 2026)			

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
November	2025	FY26	150	\$6,100	Georgia Association of County Agricultural Agents

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
January	2026	FY26	200	\$3,500	Georgia Transmission Event
March	2026	FY26	350	\$26,000	Georgia Athletic Directors Association State Conference 2026
March	2026	FY26	300	\$12,700	Georgia Cheer Coaches Association 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
November	2026	FY27+	1800
March	2027	FY27+	750
March	2027	FY27+	350

Event Month	Calendar Year	Fiscal Year	Attendees	Rental Revenue	Event Name
November	2026	FY27+	1800	\$20,000	Georgia HOSA FLC 2026
March	2027	FY27+	750	\$22,000	Christian Product Expo (CPE)
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+	500	\$13,600	GRPA 2027 State Conference
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**

**March 27, 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.
  - **March 25<sup>th</sup>** – Official Vote by City Council
- Trade Center carpet renovation – installation is currently taking place
- Performance Evaluations

#### **Completed Projects/Updates**

- Reorganizing work areas, and cleaning up inventory and supplies
- Ran power to (3) new IDF boxes
- Upgrading lights to LED throughout the building

#### **Employee Updates**

*Active Job Postings - TOTAL: (9) Positions Open*

##### **Operations:**

- One (1) full-time Events Crew Leader – Advertised with candidates available for interview
- Four (4) 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) Part-time FM Worker I – Posting soon once our part-time moves to full-time

#### **Authority Meeting Agenda**

- April 24<sup>th</sup>
- May 22<sup>nd</sup>