



2023 | ANNUAL REPORT

Cobb Galleria Centre
Cobb Energy Performing Arts Centre
ArtsBridge Foundation



2023 ANNUAL REPORT

2023 has been a year of hosting widely diverse programs that have brought much benefit and enriched our community. By offering exceptional facilities, the Cobb-Marietta Coliseum & Exhibit Hall Authority is proud to provide a platform for programming that is inclusive and offers valuable exchanges of perspectives and ideas that further enhance our value to the community and beyond. We have weathered the challenges that were presented over the past few years and emerged stronger than ever, enabling meaningful connections that are a testament to the important role our facilities play in bringing people together well beyond Cobb County, Atlanta, and the state of Georgia. We are excited about all we will offer in 2024 and beyond.

INTRODUCTION



THE AUTHORITY

The seven-member Cobb-Marietta Coliseum & Exhibit Hall Authority is a body corporate and politic created by the Georgia General Assembly in 1980 for the purpose of acquiring, constructing, operating and maintaining facilities for the general purpose of promoting cultural growth, education and welfare.

The Authority owns and operates the Cobb Galleria Centre, Cobb Energy Performing Arts Centre, ArtsBridge Foundation and Galleria Specialty Shops.

COBB-MARIETTA COLISEUM & EXHIBIT HALL AUTHORITY

FRONT ROW:
Derek Norton
Lisa Cupid
Jerry Nix
Connie Engel

BACK ROW:
Joseph B. Atkins
Steve "Thunder" Tumlin
Robert P. Voyles

CHAIRMAN



LETTER FROM THE CHAIRMAN

This year has been another positive one for the Cobb-Marietta Coliseum & Exhibit Hall Authority.

Among our many accomplishments, we celebrated the "Sweet 16" milestone of the Cobb Energy Performing Arts Centre and the 15th Georgia High School Musical Theatre Awards.

Sixteen years since opening its doors for the first time, the Cobb Energy Centre opened its doors once again to the community for a Sweet 16 Community Day and Open House in August. This free event welcomed families and arts enthusiasts for an afternoon of performances, entertainment, tours and fun. It was our way of saying thank you for the ongoing support of the millions of patrons who have sustained us throughout the last 16 years. Thank you to the generous sponsors and partners whose financial support and in-kind donations helped to make this event extremely successful and impactful.

We marked another milestone in April with the festive 15th edition of ArtsBridge Foundation's signature event, the Georgia High School Musical Theatre Awards. The success of the Foundation is personally important to me, and I am immensely proud of how this program has evolved through the years to become a nationwide best practice in high school theater awards programs.

2023 was another outstanding year for Cobb Galleria Centre. We hosted 213 events welcoming 221,000 guests. To date, the convention center has generated over \$3.8 billion of total economic impact for Cobb County and the state of Georgia.

I would like to extend my gratitude to my fellow members of the Authority board, the ArtsBridge Foundation Board of Directors, staff and volunteers for their support in achieving our goals. I am especially grateful to Authority Vice Chairman Bob Voyles and our Director of Finance Rob Turner for leading the effort to extend the Funding and Operating Agreements with Cobb County and the municipalities.

As we approach the 30th anniversary of the Cobb Galleria Centre, we will continue to focus on the revitalization of the Cobb Galleria campus and the strengthening of our programming and partnerships.

Sincerely,

Jerry Nix

CHAIRMAN

Cobb-Marietta Coliseum & Exhibit Hall Authority



LETTER FROM THE CEO



LETTER FROM THE CEO

As the economy made a steady recovery, the hospitality and entertainment

industries also continued to gain strength. Increased activity across the board, particularly in the food and beverage sector, as well as increased attendance helped our venues exceed their revenue forecasts. Cobb Energy Performing Arts Centre and Cobb Galleria Centre were once again major contributors to the economic wellbeing of Cobb County and the state of Georgia.

In Fiscal Year 2023, our venues hosted a combined total of 413 events and performances with a total of 426,000 attendees and together generated an economic impact of \$169 million on Cobb County and the state of Georgia.

Talented students from 51 schools across the state of Georgia competed in the 15th annual Georgia High School Musical Theatre Awards, produced by ArtsBridge Foundation, the arts education and community outreach arm of Cobb Energy Performing Arts Centre. As a nonprofit organization, ArtsBridge has provided a variety of education initiatives for nearly 425,000 students and educators, often times subsidizing transportation and admission.

Looking back at everything we've accomplished this year, I am amazed by the tremendous commitment of the men and women who work in our venues and for our Foundation. As always, our employees went beyond the expected to achieve the extraordinary for our clients, patrons, and our donors.

With partners throughout the community and industry, our growth and success would not be possible without the ongoing support of



the Cobb-Marietta & Exhibit Hall Authority Board, the ArtsBridge Foundation Board of Directors, Cobb County and the cities of Marietta, Smyrna, Acworth, Kennesaw, Powder Springs and Austell.

I invite you to read this Annual Report to learn more about our accomplishments and financial performance for Fiscal Year 2023.

Michele L. Swann
GENERAL MANAGER & CEO
 Cobb-Marietta Coliseum & Exhibit Hall Authority

IMPACT

ECONOMIC IMPACT & TAX REVENUE IMPACT

The Cobb-Marietta Coliseum & Exhibit Hall Authority engaged a third party firm to perform an Economic Impact Study for the fiscal year ended September 30, 2023. The study provides an independent analysis of the total financial impact of the combined operations of Cobb Galleria Centre and Cobb Energy Performing Arts Centre on Cobb County and the state of Georgia.



ECONOMIC IMPACT

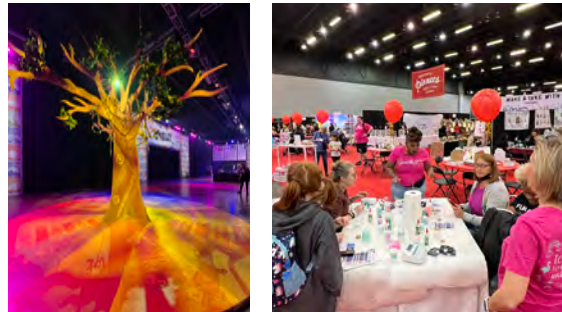
| COBB COUNTY | Cobb Galleria Centre | Cobb Energy Centre | Combined |
|------------------------------------|----------------------|--------------------|----------------|
| Total Economic Impact | \$ 92,740,000 | \$ 18,140,000 | \$ 110,880,000 |
| Employment (number of FTE jobs) | 730 | 140 | 870 |
| STATE OF GEORGIA (Includes County) | | | |
| Total Economic Impact | \$ 144,730,000 | \$ 24,690,000 | \$ 169,420,000 |
| Employment (number of FTE jobs) | 1,030 | 180 | 1,210 |

Total Economic Impact is the total direct, indirect and induced spending effects generated by each facility's operations. Employment represents the number of full and part time jobs supported by each facility's operations.

TAX REVENUE IMPACT

| COBB COUNTY | Cobb Galleria Centre | Cobb Energy Centre | Combined |
|--|----------------------|--------------------|--------------|
| Local Option, Liquor by the Drink, Hotel/Motel Tax | \$ 1,116,000 | \$ 412,000 | \$ 1,528,000 |
| STATE OF GEORGIA | | | |
| Sales & Use Tax, Individual and Corporate Income Tax | \$ 4,835,000 | \$ 1,411,000 | \$ 6,246,000 |
| Total Tax Revenue Impact | \$ 5,951,000 | \$ 1,823,000 | \$ 7,774,000 |

7 COBB GALLERIA CENTRE



COBB GALLERIA CENTRE

Over the past 29 years, Cobb Galleria Centre has evolved into one of the region’s strongest economic engines and has continued to act as a catalyst for tourism and development within Cobb County. Fiscal year 2023 proved to be the year for our legacy clients to experience a steady comeback, increasing exhibitor participation and overall attendance. We were excited to welcome several first-time conventions and tradeshows that have already made plans to return in 2024 and beyond. A few of the highlights included the National Association for Campus Activities (NACA), Gypsum Management and Supply, RecruitMilitary, Skillshot Media, A 5 Volleyball Club, TRIB Group, International Biomass Conference & Expo, TAPPICon, Alpha Kappa Alpha Sorority, Southeast Pet, and the National Pawn Brokers Association.

The Master Planning process is underway for the design, programming and reimagining

of the convention center and the adjoining Galleria Specialty Shops. The “Big Idea” will be transformative by expanding the existing footprint with new meeting rooms, outdoor event spaces and glass enclosed pre-function areas.

A new fire alarm system was completed this year and over the next 12 months the moveable partitions in the exhibition halls and ballroom will be replaced and the escalators and elevators will be modernized.

We partnered with the Cumberland Community Improvement District to launch the Cumberland Hopper, an autonomous shuttle pilot program provided to the community as part of a major mobility project called the Cumberland Sweep. The pilot program runs through March 2024. The Cumberland Hopper is free of charge and stops take place at the Cobb Galleria Centre.

COBB GALLERIA CENTRE

Operating revenues exceeded expectations as more corporate events returned to an in-person format.

Fiscal year ended September 30, 2023 (unaudited)

| | |
|--------------------|---------------|
| OPERATING REVENUES | \$ 12,596,000 |
| OPERATING EXPENSES | (10,470,000) |
| OPERATING RESULTS | \$ 2,126,000 |

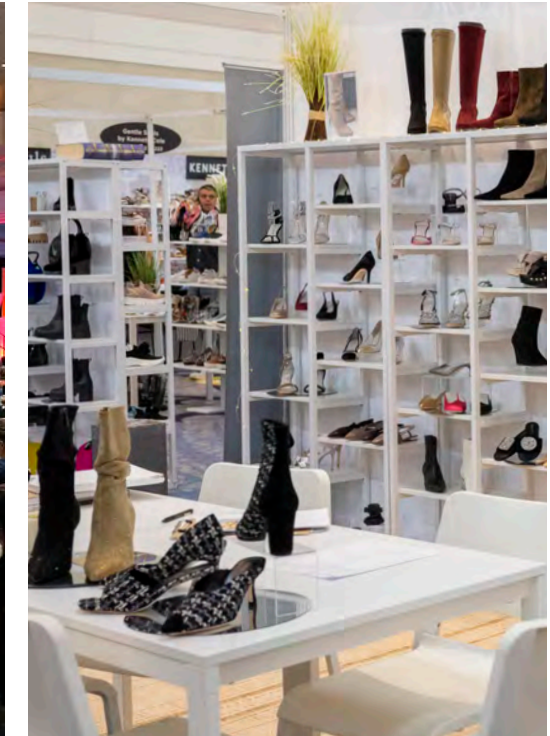
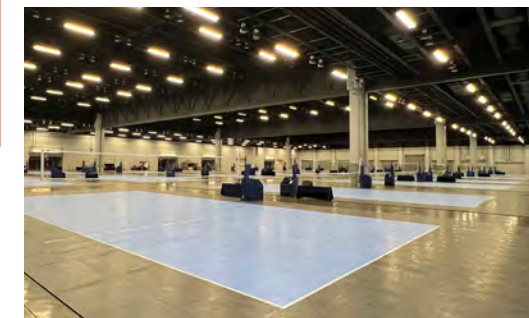
COBB GALLERIA CENTRE 2023

Total Events

213

Total Attendance

221,000





COBB ENERGY PERFORMING ARTS CENTRE

2023 was another year of back-to-back shows, many of which were sold out. The highlight of the year was the Sweet 16 Anniversary Celebration. Since opening our doors on September 15, 2007, we have welcomed performers and performances of every imaginable genre, including plays, comedy, Broadway musicals, dance, rock, awards shows and more. It is this diverse mix that has made Cobb Energy Centre the go-to-venue in this region.

A few of the of the record-setting performances included five sold-out shows by Jim Gaffigan, two sold-out shows by Taylor Tomlinson, two sell outs of New Jack City by Je'Caryous Johnson and one-night sold-out performances by Summer Walker, Druski, Franco Escamilla, Atlanta Blues

Festival, Frankie Valli, Fortune Feimster, Fonseca, Anjelah Johnson-Reyes, and Rodney Carrington. The Centre has evolved into an internationally renowned venue after hosting the Headies Awards for the second year. The Headies were part of a bigger line-up of awards show including the BET Hip Hop Awards, WCLK's inaugural Jazz Awards, Georgia High School Musical Theatre Awards, and Black Music Honors.

Our resident companies The Atlanta Opera and the Atlanta Ballet continued to build new audiences and introduce new works. Ballet lovers enjoyed the return of Atlanta Ballet's larger-than-life production of The Nutcracker, and The Atlanta Opera's season included the ambitious new production of Das Rheingold, the first of four music dramas that comprise the grandest of all operas: Wagner's Ring cycle.

The Kessel D. Stelling Ballroom remained a preferred destination this year hosting some of Atlanta's most prominent corporate and social events including Synovus, ArtsKSU Gala and the ArtsBridge Foundation's Overture Gala.

This was the year for extensive upgrades to the audiovisual network and video distribution infrastructure within the theater, lobbies, and back of house spaces. A high-quality camera was installed in the theatre that can distribute video to displays throughout the venue. These upgrades were part of a 10-year capital improvement plan that will ensure the Cobb Energy Performing Arts Centre remains relevant and state-of-the-art.

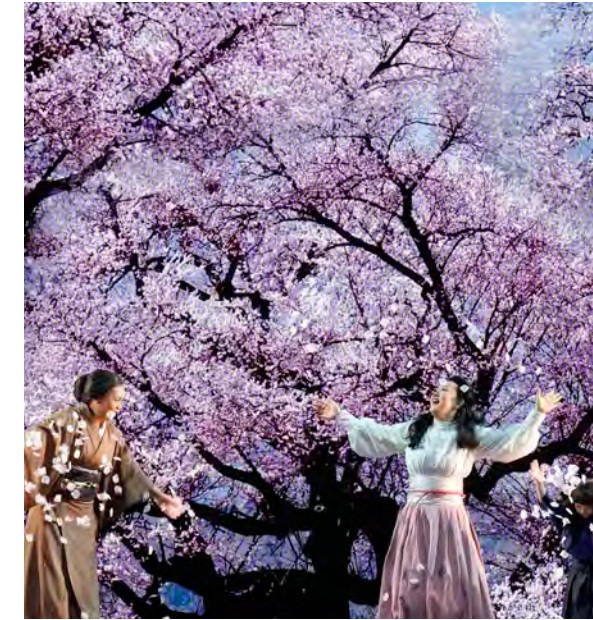
COBB ENERGY CENTRE

Increased corporate activity and strong demand for theatre space drove revenues past expectations for the year.

Fiscal year ended September 30, 2023 (unaudited)

| | |
|--------------------|--------------|
| OPERATING REVENUES | \$10,822,000 |
| OPERATING EXPENSES | (7,178,000) |
| OPERATING RESULTS* | \$3,644,000 |

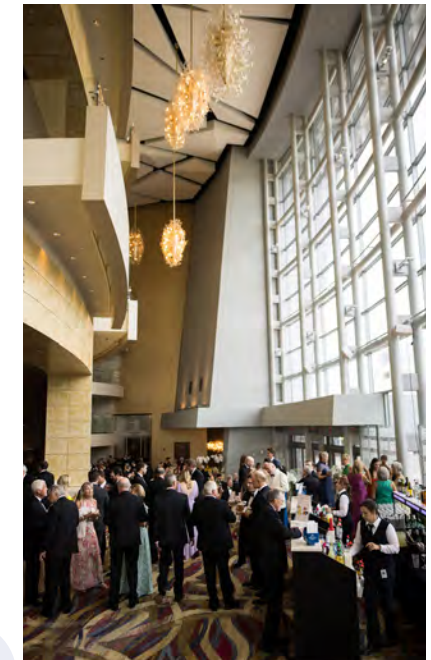
**Operating results do not include depreciation expense of \$2.5 million.*

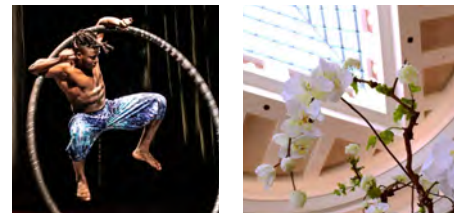


COBB ENERGY CENTRE 2023

Total Events/Performances
200

Total Attendance
205,000





IMPACT

INTERGOVERNMENTAL REVENUES

Debt service for Cobb Galleria Centre is provided for by a portion of the Hotel/Motel and Liquor by the Drink Taxes collected by Cobb County and the municipalities within the county. The Authority has entered into separate agreements with the county and municipalities in which all or a portion of the Hotel/Motel and Liquor By The Drink Tax collections are remitted directly to the Authority's Bond Trustee for debt service. Remaining amounts fund the Authority's contractual payments to the county and municipalities and provide funding for Cobb Travel & Tourism.

Fiscal year ended September 30, 2023 (unaudited)

| | |
|--|----------------------|
| Gross Tax Revenues Remitted to the Bond Trustee: | |
| Hotel/Motel Tax | \$ 22,948,000 |
| Liquor By The Drink Tax | 1,595,000 |
| | <u>\$ 24,543,000</u> |
| Debt Service | (9,531,000) |
| | <u>\$ 15,012,000</u> |
| Contractual Payments Back to the County/Municipalities | |
| | (9,087,000) |
| Cobb Travel & Tourism Funding | (1,801,000) |
| | <u>\$ 4,124,000</u> |

HISTORICAL ECONOMIC IMPACT

An Economic Impact Study for the Authority's venues is prepared annually by a third party firm. The table below provides a 10-year history of the Total Economic Impact on the state of Georgia (including Cobb County).

Total Economic Impact is the total direct, indirect and induced spending effects generated by each facility's operations. The decreases for fiscal years 2020 and 2021 are pandemic related.

| FISCAL YEAR ENDED SEPTEMBER 30 | COBB GALLERIA CENTRE | COBB ENERGY CENTRE | COMBINED |
|-----------------------------------|-------------------------|-----------------------|----------------|
| 2014 | \$ 122,786,000 | \$ 24,218,000 | \$ 147,004,000 |
| 2015 | 122,702,000 | 19,820,000 | 142,522,000 |
| 2016 | 131,227,000 | 24,184,000 | 155,411,000 |
| 2017 | 135,754,000 | 25,357,000 | 161,111,000 |
| 2018 | 172,228,000 | 25,402,000 | 197,630,000 |
| 2019 | 144,885,000 | 28,851,000 | 173,736,000 |
| 2020 | 70,055,000 | 15,737,000 | 85,792,000 |
| 2021 | 36,058,000 | 2,664,000 | 38,722,000 |
| 2022 | 142,360,000 | 23,110,000 | 165,470,000 |
| 2023 | 144,730,000 | 24,690,000 | 169,420,000 |

REVENUES

ARTSBRIDGE



ARTSBRIDGE FOUNDATION

One for the thumb! The 15th annual Georgia High School Musical Theatre Awards won a fifth Southeast Emmy® Award for its special event live production. Thousands of students attended field trips to Cobb Energy Centre to learn how magic is scientific, how Beauty fell in love with the Beast, and how visual art can be made while dancing and singing! A Llama Llama LIVE! production, based on the bestselling book, provided the youngest students with reading, thinking, and decision-making tools, while older students enjoyed the dance and culture of the ZuZu African Acrobats – all the way from Tanzania! Following each field trip, every attending student received a nutritious snack pack, to assist their hunger pangs.

ArtsBridge debuted a new program, Theatre: Inside-n-Out, which introduced students to the technical side of theatre, exploring such things as sound, lighting, and staging. The program, which fills a critical learning gap, was very well received. Broadway and movie

star Gabriela Garcia traveled from New York City to teach two master classes – one in the style of “In the Heights” and the other in the style of “Chicago” – and participated in an intimate Q&A session.

ArtsBridge’s annual fundraising event, the Overture Gala, raised a record-setting \$170,000 for the Financial Aid Subsidy Program. Titled “A Night at the Cabaret,” the event focused



on student performers and speakers and the increased need for support of arts education programs. Those who attended the event stated it was a unique experience, and some have already placed reservations for the 2024 Gala!

The 2023-2024 Program Season will showcase a new partnership with the Georgia Symphony Orchestra, a returning partnership with ArtsKSU, a variety of field trips, two technical theatre workshops, and the Sweet 16 production of the Georgia High School Musical Theatre Awards.



ARTSBRIDGE FOUNDATION BOARD OF DIRECTORS



President
Joanne Truffelman
MADWOMEN



Cassius F. Butts
Managing Partner, Capital,
Global Leader Group;
Founder, Capital Fortitude
Business Advisors



W. Imara Canady
National Director, Communications
& Community Engagement
AIDS Healthcare Foundation (AHF)
Chair, Black Leadership
AIDS Crisis Coalition



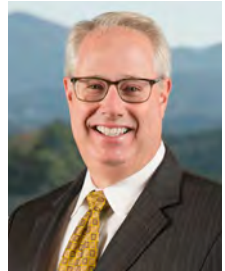
Charles A. Chesnutt
SVP & Treasurer
Genuine Parts Company



Barbarella Diaz
Executive VP of
Community Affairs
Diaz Foods



**Alexandra
Jackson Harris**
Singer/Musician



Vice-President
Sam Olens
Partner, Public Policy
Dentons



Jerry Nix
CFO (Retired)
Genuine Parts Company



Clare Richardson
Dian Fossey Gorilla Fund



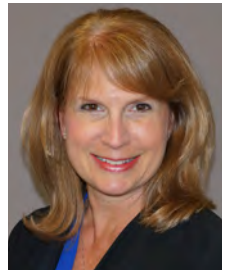
Samit Roy
CEO
Scicom Infrastructure
Services, Inc.



**Kessel D. Stelling
(Emeritus)**
Executive Chairman of
the Board of Directors
Synovus Financial Corp.



**Percy Vaughn
(Emeritus)**
Regional Executive Director,
Sales Operations
Kia Motors America, Inc.



**Secretary/
Treasurer**
Fran Friedrich
Vice President,
Managing Director,
Private Client
Renasant Bank



**Jack Ward
(Emeritus)**
President & CEO
JF Ward Enterprises, LLC



**Matt
Westmoreland**
Post 2 At-Large Member
Atlanta City Council



**Barbara E. Williams
(Emeritus)**
Former State Farm Agent &
Cobb County Commissioner

ARTSBRIDGE FOUNDATION, INC.

Fiscal year ended September 30, 2023 (unaudited)

| | |
|----------------------|--------------|
| SUPPORT AND REVENUES | \$ 709,000 |
| EXPENSES | (876,000) |
| CHANGE IN NET ASSETS | \$ (167,000) |

ARTSBRIDGE FOUNDATION 2023 DONORS

PRODUCER \$25,000+

Amazon
Cobb-Marietta Coliseum &
Exhibit Hall Authority
Georgia Lottery
Jerry & Cheryl Nix
Walton Communities
Zeist Foundation

DIRECTOR \$10,000 – \$24,999

AIDS Healthcare Foundation
Jimmy & Helen S. Carlos
Delta Community Credit Union
Georgia Council for the Arts
KIA Motors America, Inc.
The Martha & Wilton Looney
Foundation
Jason Marx
The Molly Blank Fund –
The Arthur M. Blank Foundation
National Endowment for the Arts

DESIGNER \$5,000 – \$9,999

Bobbie Bailey Foundation
René & Barbarella Diaz
Bruce & Sylvia Dick
Genuine Parts Company
John & Mary Franklin Foundation
Ryan Manns
Craig Martin
Jay & Christine Nix
Napoleon & Gail Rutledge, Jr.
Scicom Infrastructure Services, Inc.
Southern Company
Synovus
Jack & Jean Ward

PLAYWRIGHT \$2,500 – \$4,999

AAA Parking
Atlanta Brand Central LLC
Stacey Chapman
Charlie & Erin Chesnutt
Comcast NBCUniversal
CROFT & Associates
Deborah Lee Wachsman Trust
Ed Voyles Automotive Group
Eric Edwards
Frazier & Deeter
The Maynard & Valerie Jackson
Family
Laz Parking
Lockstep Technology Group
Rod & Kathy McLean
Elizabeth Pijanowski
PNC Financial Services Group
Publix Super Markets Charities
Renasant Bank
Subaru of Kennesaw
Ticketmaster
Joanne Truffelman

PRESENTER \$1,000 – \$2,499

Emajja Bowen
Rupa Brooks
The Butcher on Whitlock
Children's Healthcare of Atlanta
Robert Clayton
Dorian Davis
Marla Ferrell
Micah Fortson
Timothy Gould
Lisa Hamilton
Gene & Patricia T. Henssler
Mrs. Peter G. Kessenich, Sr.
McKenney's
Monika Mueller
Sam & Lisa Olens
Michael & Cynthia Orr
Joseph Pfeffer

Ken & Bernette Sherman
David & Michele Swann
Kyle Taylor
Vinings Rotary Charity Fund
Mary Wellington

LEAD PERFORMER \$500 – \$999

Gary & Susan Berntson
Cara Carrewyn
Cobb EMC Community Foundation
Cobb Travel & Tourism
Lynn Flanders
Eric Gallegos
Keli Gambrill
Joseph Goldstein
Shannon Glisson
Jermaine Gurvin
Parimal Majunder
Craig McMahon
Sarah Penton
Promotional Designs – Shirt Shanty
Norman Radow
Bennie Shaw
Anne Shimsky
Sean Stewart
Edwin Thomas
Tina Thornton
Rob & Carissa Turner
Cynthia Widner-Wall

ENSEMBLE \$250 – \$499

Malika Begum
Brittany Bromfield
Emory University
Kennesaw State University
Foundation, Inc.
Jackie McMorris
Taylor Rambo
Jennifer Rowland
Tate Sisk
Troy Williams
Donald Winbush
Nicholas Wolaver

AUDIENCE \$1 – \$249

Anonymous (601)
Trammell And
Shari Barrett
Joanna Cole
Shawne Dervay
Aaliyah Shafiq Ely
Jennifer Gibbs
Calvin Johnson
Beverly Kinsey
Eileen Kirkland
Ruth Kervin
Michael Knowles
Susan Melanie Levy
Jennifer Lombard
Gordon Lundquist
Taneesha Marshall
Courtney May
Eric Nielson
Lynne O'Brien
Lisa Pijanowski
Megan Postell
Monique Sheffield
Hunter Smith
Cordell Taylor
Aisa Watkins
Mark Watkins
Saya Watkins
Carolyn Willis
William Willis, Jr.

IN-KIND

Alliance Theatre
Atlanta News First
Aurora Theatre
Bennett Thrasher
Broadway Dreams Foundation
Chick-Fil-A
Clear Channel Outdoor
Cobb Energy Performing
Arts Centre

Cobb Galleria Centre
Diaz Foods
Empire Distributors
Encore
Fifth Third Bank Broadway in
Atlanta
Fine Line Productions
Fox Theatre Atlanta
Georgia Public Broadcasting
Georgia State University
Gibbs Creative
HOPE Atlanta
Hyatt House Atlanta/Cobb Galleria
KIA Motors America, Inc.
Manning Entertainment
Modern Luxury
Murph's
National Distributing Company
Nicholas Wolaver/NEW's Public
Relations
Orbit Arts Academy
Papa John's
rpm xpo
Subway

This list reflects gifts given
between October 1, 2022,
and September 30, 2023.



We wish to express our appreciation to the members of the Cobb-Marietta Coliseum & Exhibit Hall Authority and to the numerous business leaders who continue to support us.

We also wish to thank LevelOne Design for their efforts designing this Annual Report.

The Atlanta Opera photography by Ken Howard.

Atlanta Ballet photography by Kim Kenney.

Additional photography by Anna and Spencer Photography, Chris Savas Photography and Ben Rose Photography.

