



A NEW STADIUM

An Economic Development Driver

The proposed new stadium will be located on the Georgia World Congress Center campus in downtown Atlanta. The Georgia World Congress Center welcomes millions of guests every year.

ECONOMIC IMPACT

New Stadium Construction Economic Impact

During the three-year period of construction, the new stadium will be an important economic driver for our City and State, generating new jobs and enhancing economic output.

Benefits to City of Atlanta

Increase in local GDP	\$155,062,063
Total personal income generated	\$71,737,504
Full-time equivalent jobs in Atlanta as a result of project	1,468

Benefits to State of Georgia

Increase in State GDP	\$423,665,510
Total personal income generated	\$168,238,446
Full-time equivalent jobs in Georgia as a result of project	4,560

Source: Dr. Bruce Seaman, Associate Professor of Economics, Georgia State University

Community Impact

The Atlanta Falcons and The Arthur M. Blank Family Foundation have a long history of supporting the communities surrounding the Georgia Dome and proposed new stadium. They have also committed to using the new stadium as a catalyst for further sustainable enhancements to these communities.

The new stadium agreement provides for mitigation of the effects of the stadium construction on the surrounding area's traffic, properties and businesses. Beyond that, the Falcons and Blank Foundation recognize that stadiums, by themselves, do not result in community enhancements. They also recognize that much more work will need to be done in collaboration with others, as well as the need to be focused and intentional about creating long-term change that benefits the residents of the Vine City/English Avenue areas.

Event Economic Impact

Current Events – The new stadium allows the City and State to remain nationally competitive for these and other events which are currently held at the Georgia Dome:

Annual Statewide Economic Impact

SEC Championship	\$33.1 – \$36.2 million
Chick-fil-A Bowl	\$28.1 – \$40.4 million
Chick-fil-A Kickoff	\$27.5 – \$39.6 million
Bank of America Classic	\$22.9 – \$32.9 million

Total \$111.6 - \$149.1 million

Potential Future Events – The new stadium enhances the opportunity to attract marquee events to the City and State:

Statewide Economic Impact

Super Bowl	\$187.5 – \$276 million
FIFA World Cup	\$150 – \$250 million
New BCS Championship	\$125 – \$201.7 million
Major League Soccer Franchise	\$15 – \$24 million

Source: Dr. Bruce Seaman, Associate Professor of Economics, Georgia State University



STADIUM Project Update

Business Terms Include:

Completion Goal - Prior to the start of the NFL 2017 season.

License Term - 30 years, with Atlanta Falcons Football Club (AFFC) having the right to exercise three 5-year renewal rights.

Ownership - Georgia World Congress Center Authority (GWCCA) will own the new stadium and will license rights of use to AFFC.

Financing - Construction of the new stadium will be funded in a public-private partnership. The public contribution will be funded from the \$200 million proceeds of an InvestAtlanta bond offering backed solely by revenue generated by the City's hotel-motel tax. The city of Atlanta has no risk or obligation to guarantee any bond payments.

Private funding, led by AFFC, will contribute to the remaining stadium development and construction costs, including any cost overruns.

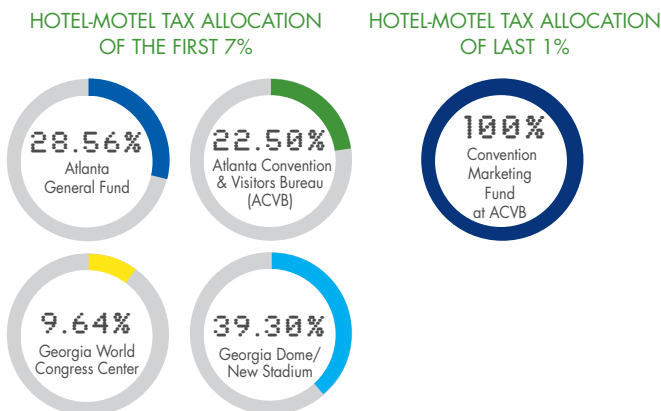
Revenues/Expenses - AFFC will retain revenue streams from the new stadium, including tickets, premium seating, food and beverage, sponsorships, naming rights and parking. AFFC will pay operating, maintenance and capital expenditures, eliminating any operating risk exposure for the City and State. Any excess of the apportioned hotel-motel tax proceeds will contribute to operating costs, maintenance and capital expenditures of the new stadium.

What Is The Hotel-Motel Tax?

- This is a fee paid by guests of hotels and motels in the city of Atlanta and unincorporated Fulton County. Approximately 86% of these guests are from outside of Georgia.
- More than 200 cities or counties in Georgia have the ability to levy a hotel-motel tax. Of these, in 2010 there were at least 18 local governments that generated more than \$1 million hotel-motel taxes. All of them, including Atlanta, spend a majority of these proceeds on promoting tourism and/or constructing or maintaining convention facilities, performing arts facilities or coliseums/arenas.

Allocation of Hotel-Motel Tax Proceeds

The hotel-motel tax is legislated through two different paragraphs of the state code. One allows for 7% and the other allows for an additional 1%.



In 2010, HB 903 authorized an extension of the hotel-motel tax through 2050, contingent upon a successor facility to the Georgia Dome being built on the GWCCA campus.

Important Questions

Why do we need a new stadium?

- A new stadium puts the City and State in a much better competitive position to retain prominent events currently held at the Dome, including the SEC Championship, Chick-fil-A Bowl, Chick-fil-A Kickoff Game and Bank of America Football Classic.
- A new stadium also provides the City and State additional economic impact opportunities through the potential to host new marquee events such as a Super Bowl, World Cup and BCS Football Playoff; or to house a Major League Soccer team.
- The Falcons' lease at the Georgia Dome expires in 2020 or when the bonds financing the Dome are paid off, which could be as early as 2017. A new stadium puts in place a long-term solution that will ensure the Falcons remain in downtown Atlanta.
- Costs to maintain the Georgia Dome will escalate with further age. A study commissioned by the GWCCA in 2011 determined that from 2011 to 2020 it would cost approximately \$44.5 million just to maintain the Dome to its current level, as well as an additional \$35-\$70 million in capital expenditures over the same time period.
- A study commissioned by the GWCCA in 2012 estimated that renovation costs to bring the Dome to current NFL standards and to continue to meet the needs of the Georgia World Congress Center would be \$859 million, which is not a compelling difference versus the cost of building a new facility.

What are the public benefits of a new stadium?

- The stadium is an asset that will be owned by the State at a small fraction of its cost.
- Unlike the Georgia Dome, which was funded 100% with public funds, construction of the new stadium will be funded with approximately 20% of public funds.
- There are no new taxes or tax increases involved in the public funding piece of the project. The public funding comes from the hotel-motel tax which is largely paid by visitors from outside the state of Georgia.
- A new stadium provides the City and State with attractive economic development opportunities through the facility's construction, retention of legacy events, and the potential to host new marquee events.

Why should any public money fund a new stadium for the Falcons?

The new stadium is not solely for the use of the Falcons. It will be a multi-purpose facility that will house other sports, entertainment and convention events currently held at the Georgia Dome, as well as potential new events that, given the new stadium competitive environment, the Georgia Dome may not be able to attract over time. All of these events, including Falcons games, contribute to the economic impact of the City and State.

What happens if a final agreement on this project is not reached?

- The Falcons will continue to play in the Georgia Dome until their current license agreement expires or until the debt is retired.
- Upon meeting either of the two previous conditions, the hotel-motel tax collection would cease.
- Without the Falcons, the Georgia Dome would operate at a \$1.5 - \$2.5 million loss annually assuming all other non-Falcons events remain in the venue.
- The GWCCA would have no funds to support a capital improvement program and would be forced to ask the General Assembly for these funds on an annual basis.