

**OUR
SHARED
GOALS**



TO SERVE THE BEST INTERESTS OF ALL STAKEHOLDERS

TO HAVE A POSITIVE IMPACT ON THE SURROUNDING COMMUNITY

TO STIMULATE ECONOMIC DEVELOPMENT

**TO ENHANCE ATLANTA AND GEORGIA'S PREEMINENCE AS THE
DOMINANT SPORTS CITY IN THE SOUTHEAST**

**ATLANTA
FALCONS**





STADIUM CONSTRUCTION ECONOMIC IMPACT

ATLANTA
FALCONS



	CITY OF ATLANTA	GEORGIA
Full-Time Equivalent Jobs	1,468	4,560
Total Personal Income	\$72 Million	\$168 Million
Total Economic Impact	\$155 Million	\$424 Million

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

COMBINED CITYWIDE ECONOMIC IMPACT EXCEEDS \$100 MILLION PER YEAR

**PRESERVE
LEGACY
EVENTS**



Bank of America



**ATLANTA
FALCONS**



Source: Various sources, validated by Dr. Bruce Seaman, Associate Professor of Economics, Georgia State University

CITYWIDE ESTIMATED ECONOMIC IMPACTS



\$25-\$36
Million/yr.



\$100-\$200
Million

**ATTRACT
MARQUEE
EVENTS**



\$14-\$22
Million/yr.



\$110-\$185
Million



\$30-\$40
Million/yr.



\$125-\$204
Million



\$33-\$46
Million/yr.

**ATLANTA
FALCONS**

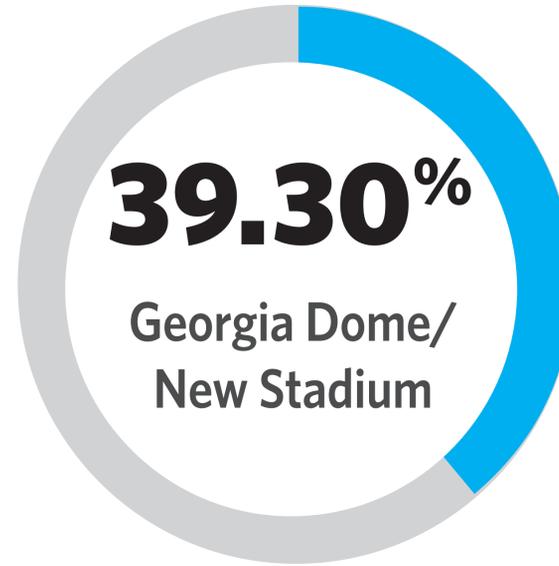
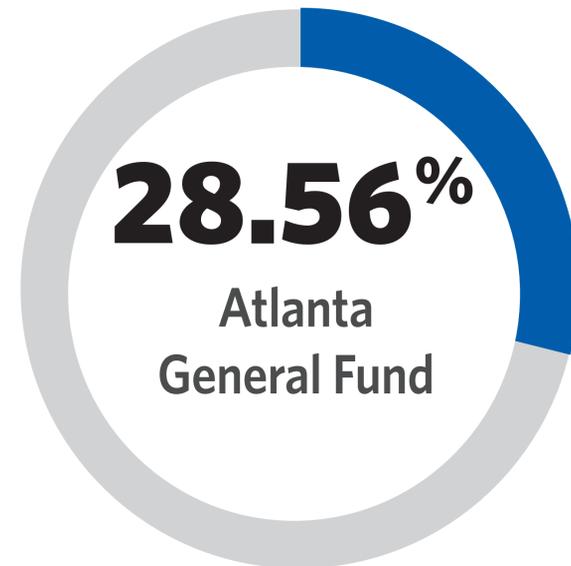


Source: Various sources, validated by Dr. Bruce Seaman, Associate Professor of Economics, Georgia State University



ALLOCATION OF HOTEL-MOTEL TAX PROCEEDS

Hotel-Motel Tax Allocation Of the First 7%



Hotel-Motel Tax Allocation Of Last 1%



ATLANTA
FALCONS





COMPARING OLD VS NEW

ATLANTA
FALCONS



	GEORGIA DOME (PUBLIC)	NEW STADIUM (PUBLIC/PRIVATE)
Public Contribution Source	39.3% of HMT	39.3% of HMT
Estimated Stadium Cost	\$200 Million	\$948 Million
Public Issued Hotel-Motel Tax Based Bonds	\$200 Million	\$200 Million
% of Project Funded by Public Bonds	100%	21%
Public Responsibility for Construction Cost Overruns	100%	0%
Public Responsibility for Operating Expenses	100%	0%
Public Responsibility for Capital Expenditures	100%	0%
Uses of Excess HMT	Operations, Maintenance & Cap Ex	Operations, Maintenance & Cap Ex