

# CLASSIC CENTER AUTHORITY

October 27, 2020  
4:00 P.M.

## AGENDA

- Call to Order
- Minutes of Previous Meetings
- Financials
- Public Comments (Three-Minute Limit)
- Executive Director's Report
- Announcements
- Adjournment

# Tab 1

The Classic Center Authority Board of Directors  
Monthly Board Meeting  
September 17, 2020

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Board Members Present: Ryan Brinson, Jennifer Zwirn, Jack Crowley, Tres Small

Absent: Dexter Haynes

Staff: Paul Cramer, Philip Verrastro

General Public/ Media: No General Public Present. No Media Present

At 11:30 pm, Ryan Brinson called the meeting to order.

APPROVAL OF MINUTES:

At 11:35 am, a motion for approval of the August 25, 2020 meeting minutes was called by Jack Crowley. Seconded by Tres Small. The board unanimously agreed, it passed without dissent.

FINANCIAL REPORT:

At 11:37 am, a motion for the approval of the August 2020 financials was presented by Jack Crowley and Seconded by Jennifer Zwirn. The board unanimously agreed, it passed without dissent.

PUBLIC COMMENT

No Public was in attendance.

ACTION ITEM VOTE:

At 11:39 am, Tres Small presented a motion to accept the updates to the Accounting Policies and Procedures Policy. It was seconded by Jack Crowley. The board unanimously agreed, it passed without dissent at 11:41 am.

ACTION ITEM VOTE:

At 11:43 am, Jack Crowley presented a motion to accept the Intergovernmental Agreement between Athens Downtown Development Authority and The Classic Center Authority. It was seconded by Jennifer Zwirn. The board unanimously agreed, it passed without dissent at 11:45 am.

ACTION ITEM VOTE:

At 11:47 am, Jack Crowley presented a motion to accept the Hotel/Motel Tax agreement with the Athens Area Hotel Association. It was seconded by Tres Small. The board unanimously agreed, it passed without dissent at 11:49 am.

ACTION ITEM VOTE:

At 11:51 am, Jack Crowley presented a motion to rescind the original vote to go out for bid on a catering contract. It was seconded by Ryan Brinson. The board unanimously agreed, it passed without dissent at 11:53 am. At 11:55 am, Tres Small presented a motion to accept the new Levy Agreement for catering at The Center. It was seconded by Jennifer Zwirn. The board unanimously agreed, it passed without dissent at 11:57 am.

ANNOUNCEMENTS

The Bread For Life Graduation Luncheon will be held from noon – 1:00 pm on today, all are welcome to attend.

ADJOURNMENT

At 12:00 pm the meeting concluded.

# Tab 2

# The Classic Center Authority

## Board Report

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### Remaining 2020 Classic Center Authority Board Meeting Dates:

In an effort to avoid meetings during the 2020 Thanksgiving & Christmas holiday weeks, we have agreed to move the meeting dates. The November meeting will be held on Tuesday, November 17, 2020, and the December meeting will be held on Tuesday, December 15, 2020.

### Christmas Event:

We will have a socially distant Christmas event this year at The Center. Only staff and board of directors will be invited for a socially distant luncheon. We are planning on hosting this event on December 15<sup>th</sup> from 1:30 pm – 3:00 pm. Awards will be presented for a staff-voted member of the team who exemplifies our core values. Additionally, we will hand out service pins and each department head will have an opportunity to recognize their team. After the luncheon staff will be free to take the remainder of the day off. We will proceed with the combined finance & board meeting at 3:00 pm as scheduled on this date.

### Financial:

In the month of September, The Classic Center continued to host ByoPlanet in Grand Hall, GACIS, Sigma Delta Tau, Fitzpatrick- Brooks Wedding Reception and retained several cancelled event deposits for total space rent of \$58,000.00. The Classic Center received \$86,000.00 in Hotel Motel Tax from August collections. Catering Income and Parking Income came in at over \$32,000 and \$28,000 respectively for the month of September. Overall, we ended the month at (-\$95,151.87) net income, and (-\$323,439.12) YTD.

You will note that we have lost over \$300,000 over the past three months, but I will remind you we projected losing twice that amount as we stated our monthly burn rate could be as high as \$170,000 – \$200,000. As stated above, we have hosted some weddings and small conventions, along with creatively generating income from in-house events and partnering with local promoters which has made a significant difference. Additionally, hotel tax has been much better once the university returned than we had previously anticipated.

Please see **Tab 6** for full financials.

Gross Revenue Projection: (With percentage decrease from FY20 actuals)			
			%
Projected through June 30, 2021	Projected	FY20 Actuals	Change
The Classic Center Authority	5,178,987.02	8,184,823.39	-36.72%
Classic Center Theatre	96,233.45	1,156,281.75	-91.68%

# The Classic Center Authority

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Arena	120,000.00	474,604.55	-74.72%
Convention and Visitors Bureau	823,252.12	996,569.79	-17.39%
Total Projected Revenue	6,218,472.59	10,812,279.48	-42.49%

### **Budget Cycle:**

Staff is currently developing their individual budgeting by department. We will be finalizing and presenting the budget to you in our November meeting. This will provide you one month to review, and we will vote on the budget in December. Once approved we will put the budget in the governmental format and present it to the commission in early January. And in the month of February, we are asked to present to the Mayor and Commission.

### **Global Biorisk Advisory Council – GBAC Certification:**



Our Biggest accomplishment of the past several months has been to achieve our GBAC accreditation. Obtaining the GBAC Accreditation means that The Classic Center has implemented the industry's highest standards for cleaning and disinfection of infectious agents like coronavirus. We have created an environment where everyone working or entering our facility understands the importance of the need to follow not just the Governor's Executive orders and the CDC guidelines, but The

Classic Center Protocols as well. This creates a sense of security for our guests and clients. Attached at **Tab 12**, you can read several quotes from GBAC representatives on the importance of the Accreditation and an email from the Director of Program Management at GBAC about our application.

### **Bread For Life Golf Tournament 2020:**

We have just wrapped up our annual Golf Tournament in partnership with St Philothea Church, WE had over 115 golfers and more sponsors that ever before. We have grossed over \$35,000.00 and we are in the process of calculating the net profit. After expenses and our split with the church, we hope to bring in \$15,000.00 for Bread For Life. All of our students from the last class are working at a part time position and we hope that they are able to move into a full-time position in the near future. We are recruiting for our next class, that we hope will start in the next few weeks.

Please see Shannon's full report at **Tab 10**.

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### **SPL/OST Updates:**

**Hotel/Motel Tax:** The Athens Area Hotel Association agreed to and signed the attached letter. This will create a modification to the city's Hotel/Motel Tax that would increase the rate to 8% in lieu of developing a new hotel on the auto-bridge site. This additional funding will replace the land lease projected from the new hotel.

While this is a major initial step much remains doing to make this formal and final. The CVB will need to become its own entity. We will need intergovernmental agreements between us and the unified government, us and the CVB, the new CVB and the unified government, and draft legislation is being created to officially be submitted through both branches of state government with a supporting letter from the hotels and the unified government. All parties are in agreement, and we are now working through the formalities of processing this new arrangement.

**501c6:** Since the agreement with the Athens Area Hotel Council was finalized, we have been working to move forward the process to incorporate the Athens CVB as a 501c6 organization and formally separate from The Classic Center Authority. The CVB and CCA engaged Blasingame, Burch, Garrard, and Ashley as the attorneys to assist with this process. The board of directors has been outlined, and the founding members named. The board of directors has been outlined, and the founding members named. Katie Williams has reached out to each member to discuss their involvement and each one is looking forward to being a part of this new organization. The goal for the Board of Directors is to maintain CCA oversight by majority vote.

The founding board will be represented by the following seats and members:

- Current CCA Board Members (2): Tress Small, Jack Crowley
- Former CCA Board Members (2): Charlie Maddox, Bill Douglas
- CCA President/CEO: Paul Cramer
- Athens Area Chamber President/CEO: David Bradley
- Hospitality Representatives (2): Tripp Moore, Bob Google
- At-Large Seat (13): Kathy Hoard

Please see **Tab 13**.

**Senior Condo - 55 & Up Development:** We are finalizing step 2 of the Senior Condo RFP process. We have met with The Dolvin Foundation and their developer to finalize the site for the development. The most recent update is that they are looking to build a multi-use tower that will include Senior Condos, age-restricted & workforce apartments and 10 overnight guest rooms to accommodate the need of visitors to the residents of the facility. We will additionally work with Piedmont College to develop a customer service front desk position which students in hospitality management can earn credits toward their graduation by working in this capacity at our new residential tower.

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### **Levy Final Agreement and Term Sheet:**

Attached at **Tab 14**, you will find the final agreement on the terms and conditions of our new agreement. You will note that we are in agreement for \$2.2M capital payment. We negotiated \$1 million to be used now at signing for any purpose of the authority. Second, we have a \$1.2 million amount that will go toward the new arena. This is the amount we anticipated getting so we are in keeping with our overall financial need to service the debt. Additionally, we will increase our percentages for both the center and the arena.

### **Arena Financing:**

The major pieces of our financing are now coming together.

- We have secured Levy and Hotel Tax.
- By next week we will have the land lease on the senior condo development.
- We will have the land lease on the parking, along with the new Hotel Tax, and the TAD which will not come to us but will assist us in building the Hickory Street Deck.

Therefore, we have begun discussions with bond council Jim Monticel, financial advisor Tom Woodward, and sought assistance from David Boyd to begin to structure the bond financing. This finance team has begun setting up the cash inflow and out flow to ensure the loan size, timing, taxable and non-taxable details for the revenue bond will be appropriate for the need to support the remaining cost of the Arena. Please see the attached updated debt-service projections at **Tab 15**.

**Arena Architect & User Group:** We have released the RFQ for the Architect on the Arena. We will be making a selection on this step on November 11<sup>th</sup> with the newly assigned ACC User Group. The User Group consists of Paul Cramer, Smith Wilson, David Barbe, Dexter Fischer, Chantel Dunham, Andrew Saunders and Robert Cheshire as an Ex-Oficio member. We have begun meeting with them on a weekly basis to keep them informed of the entire Arena project. This RFQ is a major step towards the development of the Arena. Please see a copy of the RFP attached at **Tab 16**.

**Property being acquired from Georgia Power:** Georgia Power, CCA and Athens-Clarke County Unified Government worked together to confirm the Georgia Power sites were no longer on the states hazardous site list. In October, the Mayor and Commission voted to approve the removal of two Georgia Power wells. Georgia Power will fill the wells and then transfer that land over to the Unified Government. Once the Unified Government obtains the transfer of the property, they will then transfer the property over to Classic Center Authority, giving us the authority to build the arena on that site.

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### **Operations:**

Over the past few months, we have seen a slow but steady trickle of events returning. While we are still far from “getting back to normal,” it has been encouraging to see some events take place and we have received very positive feedback from our clients.

From August 1 to October 30<sup>th</sup> we have had 48 events totaling nearly 9,000 attendees and generating \$266,000 in event revenue! This does not include any retained deposits from cancelled events or revenue from ByoPlanet.

**Events Update:** Three conferences have been recently held at The Center. The Georgia Recreation and Parks Association hosted their conference the first week of October, as well as the Stronger Business Summit, and the Georgia Schools Superintendents Association held their annual conference during the second week.

### **GA Recreation and Parks Association:**



This event has some virtual attendees for general sessions but was predominantly focused on their 150 in-person attendees. This event was also the first we’ve had back to have a full trade show with over 80 vendors. To ensure safety in the vendor hall, we set the booths larger and further apart with 8ft partitions between each vendor. We also setup one-way directional to create minimize guests gathering in large groups.

### **Stronger Business Summit:**



**Stronger  
Business  
Summit**

This was a first-time event put on by the Athens Jaycees. We helped them create the idea for the conference which was originally scheduled to happen in May. After the pandemic hit the event was not sure how they could progress, and we helped them find a path forward. We partnered heavily with this event and it went off very well. This was also the first event that has been hosted in a fully hybrid format with both in-person and virtual paths to experience the entire conference.

Chad Brown of the Jaycees wrote “*Good Evening!!! You all freaking crushed it! It was perfect and hugely exceed my expectations! Thank you thank you thank you! I’ve had no less than 100 people reach out and talk about how awesome, well organized, blown away, life changing, etc the event was. Thank you so much for making this happen and being so great at your role!*”

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# GSSA

The GA School Superintendents Association came very close to cancelling their conference. We met with the client, Josh in August and we able to show him multiple options for how the event could happen safely. With just a week before the event, GSSA's registration was actually doing so well that they had outgrown the Athena ballroom where his general session was set to be held. Our team was able to pivot quickly and reallocate the space by moving the general session to the theatre and breakouts to the ballroom. In the end, GSSA had 350 registered and an average daily attendance of about 275.

Sherrie Gibney-Sherman who attended the event wrote, *"This was the first in person conference I have attended since March 13. I was a little uneasy attending. I was wrong. Your staff did an excellent job preparing your facility for this event. Everything was clearly spaced out and marked. Everything was clean. Food preparations and service honored CDC recommendations. Well done."*

Please see Tim's full report at **Tab 5**.

## IAVM Venue Connect 2020:

Beginning Monday, October 26<sup>th</sup> thru Friday, October 30<sup>th</sup>, Philip Verrastro, Shannon McCullough and I will attend IAVM's Venue Connect 2020. This annual conference is held each July, however due to COVID-19, it is being held virtually. This conference will probably be the most important we attend this year, as it will allow us to speak with colleagues in our industry on how the pandemic has affected them financially, emotionally, and medically. I will share highlights from this conference in next month's report.

## Sales:

- We had 19 events in August. August space rent was \$65,593, \$19,225 of that was retained deposits from cancelled events. We issued 42 contracts totaling \$126,723 in space rent for future dates.
- We had 20 events in September. September space rent was \$58,030, \$12,996 of that was retained deposits from cancelled events. We issued 32 contracts totaling \$103,559 in space rent for future dates.
- Future Fiscal Years:
  - o FY22 we are currently at \$1.35 (including tentative, penciled and definite)
  - o FY23 we are currently at \$1.47 (including tentative, penciled and definite)
- We have retained over \$76,000 in cancelled event deposits, while retaining an excellent relationship with our clients.
- Cancellation Update: We have lost approximately \$1.12 million in space rent for planned events spanning between March 13th, 2020 to May 2021

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## **Board Report**

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- Our total lost revenue is almost \$4.2 million

Please see Katherine's full report **Tab 3**.

### **Theatre Renovations Update:**

Theatre renovations, while well on their way with many items completed, still have several more impactful projects in progress and scheduled in the coming weeks and months. As an update and review of what is happening, here is a quick overview

- The lower lobby drink-rail style counter has been completed and installed. This is phase one of creating a lounge type space for guests to enjoy pre-show, at intermission, and during the performances
- Phase two, which is ongoing, will be bringing in padded bar height stools for the drink rail and beautiful new granite high-boy style tables and additional stools for guests in this same lower lobby area
- Inside the Theatre, the Mezzanine and Loge balcony fixed seating will be refurbished between November 21st – December 9, 2020
- The Orchestra and Parterre floor fixed seating will be refurbished between December 21st – January 13th
- New LED lighting fixtures for the stage production lighting has also arrived and will be installed later this month. You will recall we replaced the lighting dimming systems for this area prior to the new fixtures arriving so they would be supported and function properly
- Of a final note, we are continuing to narrow the final options and scope of installation of a new system to assist the hearing impaired

### **Facilities & Ancillary Services**

**Security:** House Guards are in the process of beginning two free online courses through the OSHA website, "Hazard Identification" which teaches workers how to properly identify workplace hazards and report them, and "Evacuation Plans and Procedures" that will teach the guards the importance of egress, regress and other evacuation methods.

**New Cameras:** We added two new cameras to our system in the Pavilion. The 1<sup>st</sup> camera overlooks the covered area of the Pavilion. The 2<sup>nd</sup> is aimed at the Pavilion parking gates. These cameras will help us protect vehicles from theft and vandalism, and if there is a parking backup

**Parking:** In an effort to maximize parking revenue, we will begin offering a priority parking option for our Monthly parkers. We will charge a premium rate for those parkers who would like to park on Level 5 of our deck for better access to downtown. The rate for this option will be \$125 / month.

Please see Kurt's full report at **Tab 11**.

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### Marketing:

#### Second Portion of Classic Center Facility Photography Completed:

The Classic Center has partnered with local Videography and Photography company, BED Productions. In an effort to maximize the use of our facility during these quiet months, we have used planned new photography of all of our facility. Part two of this photography was completed on September 9<sup>th</sup>, welcome BED Productions to our facility to photograph the Athena Ballroom, Foundry Pavilion, and the Theatre house.



#### Classic Center Continues to Rebrand and Relaunch Website Platform:

[Contact](#) | [Buy Tickets](#)

[Im Looking For...](#)

[About](#) | [Entertainment & Events](#) | [Weddings & Socials](#) | [Meetings & Conferences](#) | [Visitors](#) | [Cultural Information](#)

[PLANNING AN EVENT](#) | [CULTURAL FOUNDATION](#) | [CONFERENCE PLANNER](#) | [THEATER & PERFORMANCES](#)

The Classic Center got the first sneak peek at a long-awaited redesigned website. We look forward to introducing the new, clean, simple branding that we've been introducing throughout the facility to the website to provide a simple, more streamlined experience for visitors. Please stay tuned in the coming months as we unveil the site to the public.

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### **Classic Center Prepares to Launch 2021 Bridal Campaign:**

Beginning May 2020, The Classic Center Marketing team has been pushing a bridal campaign titled “Your Fairytale Doesn’t Have To Wait” offering micro weddings, photo shoots, and socially distant weddings to brides that may have had their special day cancelled or postponed due to COVID-19. We will continue to promote this campaign through the end of October, when we will take a short break to retarget efforts and focus on holiday proposals and larger events come 2021. We will continue to offer micro-weddings on smaller scale but look forward to creating a new campaign with videographers BED Productions that will showcase the beauty of the facility for the long term.

### **New Classic Center Protocol Video Released:**

We are excited to introduce our new Classic Center protocol video. This video was filmed as a partnership with the Ready, Set, Go Safely initiative as a way to better educate our planners, attendees, and staff of the new heightened protocol within the facility. Since completing this project, we have sent it to almost 1,500 planners in a formal email, shared on The Classic Center social medias including Facebook, Instagram and Linked In, and included in a press release to our local media outlets. We look forward to updating the introduction letting patrons know we have received the GBAC STAR certification and continue spreading the word so that people know that they are safe attending events at The Classic Center.

Please see Kylie’s full report at **Tab 7**.

### **Theatre:**

- The entertainment team entered October focused on finalizing Broadway Season Ticket renewals for the reduced 3 show 2021 series. Despite the uncertainties surrounding large events in the Spring, 53% of last year’s season ticket holders renewed their seats and are committed to joining us as soon as the Broadway tours are able to safely rehearse and travel. We currently have 449 renewed season tickets and an additional 72 season tickets that will likely still transition to commit. We are excited by these numbers given the Pandemic. Just as we were wrapping up the renewal process and preparing to offer new season ticket packages to the public, we found out that two of our three shows will be postponing and moving to summer and fall of 2021 due to COVID. We have also since confirmed the third show will be postponed as well. Thusly, we have decided to pause on offering new series and single tickets as we discuss a pivot to integrate these shows into our 2021/2022 season. Options include maintaining the three current shows in the series as “required” and then adding two more shows (to present 5 total) as optional.

- We will meet whatever challenge we face with optimism and fierce commitment to make the best of this situation, maintain customer confidence, increase series ticket sales and

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maximize new sponsorship opportunities that have come with mobile/electronic ticketing operations. In addition, the 21/22' season will be our 25<sup>th</sup> Broadway anniversary season so we will want to make it as special as possible and maximize this milestone.

- We presented a safe, socially distanced outdoor movie screening in the Pavilion at the end of September. We had great feedback and sold all but 2 of the available seating pods. On Friday, October 23 we will be presenting a socially distant local concert in the Theatre with Sam Burchfield and Cicada Rhythm. We are committed to begin these small steps to bring back safe entertainment to community as a leader in events. We are now working on preparing a 3 Show Movie Series package and plan to be on sale with that in early November. The movies will be *Home Alone* in December, *Big* in January and *The Greatest Showman* in February. Additionally, we are preparing ice skating ticket sales which will be approached differently this year as we move forward without a physical box office at each session. We are working in tandem with our ticketing partner, Danny and marketing to ensure the smoothest possible transition to an online/electronic ticket purchasing model.

### Cultural Foundation:

Due to the theater shows shifting the cultural foundation will be working with the theater to ensure programming will continue for this year so we can be the civic social and cultural center even through the pandemic. We will be presenting these new ideas in our retreat with our board this week but some of the highlights would be to create 6 major events that our foundation members and season ticket holders could share in. Those would include Athens Wine Weekend, Breakfast with Santa, a NYC Stile Staycation trip with a public show featuring Broadway Tennors, an art show reception, a Christmas craft event, and a Cultural Foundation gala with a full dinner dance.

Our team used the month of September to start the planning process for our annual fundraising events. Since all events will look a little different this year, time was spent addressing safety protocols and adding social distancing guidelines to both Breakfast with Santa and Athens Wine Weekend. Breakfast with Santa, scheduled for December 12, will feature a story time with Santa in place of the photos with Santa, and patrons will be seated by family at distanced tables. Crafts will be individually provided to tables, and families will have a selection of backdrops/photo stations to take their own Christmas photos. Athens Wine Weekend will still take place February 5-7, 2021, with special distancing and lower capacities to follow safety protocol.

**Fundraising Campaigns + Major Gifts:** At the end of September, we officially launched our theatre renovation capital campaign, with an email sent to all Cultural Foundation members and Broadway season ticket holders. The campaign has an overall goal of \$3 million.

Our team, along with Paul and Shannon, has also started work on a donor lead list for our education campaign, which has a \$125,000 goal this fiscal year. Specific donors and targeted

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goal amounts have been established for both the Paul T. Martin Hospitality Education Fund and the Paul M. Cramer Hospitality Scholarship Fund.

The Paul M. Cramer fund was anticipated to have \$25,000 is now up to \$78,000 and therefore can begin now issuing scholarships in accordance with its governing documents. I am proud to say that Amanda Moses will be one of the first recipients of this fund, as she will complete her bachelor's degree in hospitality Fall 2021 out of the Piedmont College Business School.

We are also thrilled to report that in early October, the Cultural Foundation's very first endowed scholarship fund was established. The Ann and Jack Crowley Scholarship Fund for the Visual Arts was established with a very generous \$35,000 contribution made by the Crowley's. These funds have now been invested through Raymond James, and the interest earned on this account will be used to fund our Athens Area Visual Arts Scholarship.

**Community Outreach:** On September 17<sup>th</sup>, our team – along with Marketing – hosted our annual OLLI class, where attendees are able to learn all about the work of The Classic Center Authority and the Cultural Foundation. This year's class was a bit different, as we hosted it via Zoom. We had a small group of attendees, but the effort was a success – we have already had a member join as a result of the class!

On September 25<sup>th</sup>, Beth and Elizabeth were honored to assist Matt Dixon with serving boxed lunches to the teachers and staff at Rocky Branch Elementary School. With a grant given through the Cultural Foundation, Matt provided meals prepared by Levy for the Rocky Branch staff, as a way to thank them for their service to her give grandchildren who all attended the school!

Please see Elizabeth's full report at **Tab 8**.

### **Arena:**

**Ice Skating:** Athens on Ice Returns to The Classic Center this year with an outdoor rink starting November 6<sup>th</sup>. We look to host over 300 session this year! We will operate an extended season that will see a smaller rink underneath the covered portion of the Pavilion to provide a more reliable ice surface for the year. We will be taking COVID protections that mimic our operation inside the facility, including the requiring of facemasks, signed waivers and increased time between session to sanitize the seating area and high-touch points along the rink. Our goal is to drive over \$300,000 in Gross Revenue, with an anticipated 50% or more in net profit from Ice Skating this season.

Please see Danny's full report at **Tab 9**.

### **CVB:**

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### Director's Report:

- Occupancy for the month of September reached 57.25% and average daily rate reached \$70.85. Weekends in October have seen a nice bump with two home football games, graduation, and parents' weekend.
- Katie met with Envision Athens, ACC Economic Development, and the Downtown Development Authority to discuss moving forward some of the Music Tourism recommendations from the Tourism Product Development Study.
- Katie and Hannah attended the Georgia Tourism Summit, a virtual one-day conference in place of the annual Georgia Governor's Tourism Conference.

### Marketing:

- The Athens Music Walk of Fame was installed in early September with 10 inductees. The grant for this project was provided through Explore Georgia because of a Tourism Product Development study arranged by the CVB. A new landing page was created on the CVB's website to support and promote the new tourism product.
- Planning for the new transient marketing campaign got underway in September and the campaign launched on October 9. *Choose an ATHventure* aims to inspire people to discover new ways to visit Athens this fall. Additionally, we have placed sponsored content on AtlantaMagazine.com and 365AtlantaTraveler.com.
- New website content that has been created in September and October includes:
  - Football 2020 FAQ page for fans to answer questions about stadium, campus, and community protocols
  - Updated and refreshed coffee shops blog post
  - New blog post highlighting user-generated video content of a family getaway to Athens
  - New blog post collaboration with Tommy Valentine to highlight the various hiking trails for families.
  - Music Walk of Fame landing page was created
  - ATHventures landing page was created

### Sales:

- The CVB & Classic Center sales teams sponsored a team for the annual Bread For Life Golf Tournament on Oct. 12. Katherine P., Classic Center director of sales, and Jay B., Athens CVB sales manager, hosted two meeting planners for the morning. Jeff Petrea, NE Georgia Regional Director of Georgia Power Company, and Steve Price, Executive Director of the Georgia Technology Student Association, played with the Athens team.
- The CVB team mailed, or hand delivered, 20 tailgate-at-home themed gift box packages to some of our larger meeting planner clients who are UGA fans.
- Jay coordinated housing bureau services for Melanie Kearns with the Carl Vinson Institute of Government for the CAVEAT and Annual Short Course Conference. Gathered signed hotel contracts and built link for the group's launch on Oct. 19. In total there were 1,035 contracted hotel room nights expecting to generate approx. \$2,000 in housing revenue.

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- Jay prospected Worldwide Spirit Association of Georgia's competitive cheerleading event and organized conference call w/ WSA representatives and Classic Center. Event is expected to book for January 2021 (moving from Buford, GA) at The Classic Center and bring an est. 800 attendees over the course of the one-day meet.
- Nick coordinated housing bureau services with Cecil Wilder (Executive Director – GMEA) for the rescheduled April dates for Band/Orchestra 2021 and launched the new housing bureau link on Oct. 16. With over 1,560 hotel room nights contracted, the event is expected to generate approx. \$2,100 in housing revenue.

Please see Katie's full report at **Tab 4**.

# Tab 3

# Sales Board Report

## August/September 2020

### August Event Breakdown:

- We had 19 events in August. We were scheduled to have 49 events prior to COVID-19.
- Some of the events we hosted safely included N. GA United Methodist Virtual Conference, Athens Tech Graduation with 500 people, Dine in Distance, Star Systems Dance and Phi Mu Recruitment
- August space rent budget prior to COVID was \$98,330. Prior to cancellations space rent was on target to be \$146,313 in August as 3 large conventions has reschedule to August but ended up cancelling. We ended August with \$65,593.
  - o \$19,225 of that was retained deposits from cancelled events.

### August Contracts:

- We issued 42 contracts totaling \$126,723 in space rent for future dates
  - o Contracts include GA Association of Convenience Stores for 2021, GA Association of Health, Phys Ed, Recreation and Dance for 2021, JanFest, MidFest, 2 dance competitions, multiple sorority/fraternal events

### Goals:

- FY21 current bookings have decreased significantly due to COVID dropping the current total to \$1.315 and revised year end budget is \$1.4M.
- Future Fiscal Years:
  - o FY22 we are currently at \$1.363 (including tentative, penciled and definite)
  - o FY23 we are currently at \$1.47 (including tentative, penciled and definite)
- We have retained \$77,293 in cancelled event deposits

### Cancellation Update:

- We have lost approximately \$1,059,099 in space rent for planned events spanning between March 13<sup>th</sup>, 2020 to April 2021
- Our total lost revenue is over \$4M

### Individual Activity:

- Alison:
  - o Alison has booked \$39,000 in the year for the year
  - o She is currently at 70% of her year to date goal and working diligently to book all inherited yearly events
  - o She issued 7 proposals including fraternity/sorority events, meetings and 1 wedding
  - o She continued to work on rescheduling many events due to COVID

- **Katherine:**

- Katherine is currently at 75% of her contracting goal
- Katherine issued 7 proposals including the National Guard Assn. of GA which came from our prospecting efforts
- Katherine confirmed GA Vegetation Management for April 2021 as well as GA Assn of Convenience Stores for Nov. 2021
- Katherine worked to reschedule GMEA All State events from Feb and March to April and May so we did not lose those events
- Continued to reschedule events affected by COVID and retain as much as possible
- Worked on FY21 goals and revised space rent budget due to cancellations still rolling in

- **Robyn:**

- Robyn has stepped in to assist sales and has reached out to all inherited accounts and is working on getting them confirmed for future years
- She has booked \$37,540 in space rent for future dates which is exceeding her goal
- She is working on a prospect list
- She is assisting with proposals when needed

### **September Event Breakdown:**

- We had 20 events in September. We were scheduled to have 35 events prior to COVID-19.
- Some of the events we hosted safely included GACIS Virtual Conference, A Carl Vinson Meeting, a wedding and a Sorority Date night
- September space rent budget prior to COVID was \$205,000. Prior to cancellations space rent was on target to be \$230,000 in September. We ended September with \$58,030.
  - o \$12,996 of that was retained deposits from cancelled events.

### **September Contracts:**

- We issued 32 contracts totaling \$103,559 in space rent for future dates
  - o Contracts include UGA 2021 Graduations, 3 Judges events for 2021, 3 weddings and multiple Fraternal Events.

### **Goals:**

- FY21 current bookings have decreased significantly due to COVID dropping the current total to \$1.34 and revised year end budget is \$1.4M.
- Future Fiscal Years:
  - o FY22 we are currently at \$1.35 (including tentative, penciled and definite)
  - o FY23 we are currently at \$1.47 (including tentative, penciled and definite)
- We have retained over \$76,000 in cancelled event deposits

### **Cancellation Update:**

- We have lost approximately \$1.12 in space rent for planned events spanning between March 13<sup>th</sup>, 2020 to May 2021
- Our total lost revenue is almost \$4.2 million

### **Individual Activity:**

#### **- Alison:**

- o Alison hit her contracting goal for the month of September
- o She is currently at 70% of her year to date goal and working diligently to book all inherited yearly events
- o She issued 14 proposals including fraternity/sorority events, multiple corporate socials, 2 conferences and 3 weddings
- o She continues to work on rescheduling many events due to COVID and prospecting

#### **- Katherine:**

- o Katherine fell short of her monthly contracting goal
- o Katherine issued 10 proposals including the NCME Special Conference on Classroom Assessment and 4 events through ICJE

- Katherine confirmed GA Social Studies for 2023, Magistrate Court Judges 40 Hr. Criminal Certification for February of 2021 and Municipal Court Clerks Certification for February of 2021, State Court New Judges Orientation for January of 2022
- Katherine worked to reschedule GMEA All State events from Feb and March to April and May so we did not lose those events
- Continued to reschedule events affected by COVID and retain as much as possible
- Continues to work with clients to reschedule, host hybrid and retain as many events as possible

- **Robyn:**

- Robyn compiled 2 large proposals along with Katherine for ACC County Courts and ACC Schools
- She has booked \$53,335 in space rent for future dates which is exceeding her goal
- She is continuing to work on prospecting and keeping up with yearly rebook events that she inherited
- She continues to assist Katherine and the sales department however needed

# Tab 4



## CVB Board Report October 2020

### Director's Report:

- Occupancy for the month of September reached 57.25% and average daily rate reached \$70.85. Weekends in October have seen a nice bump with two home football games, graduation, and parents' weekend. However, ADR is slower to recover so the RevPAR is down.
- In regard to the hotels, the Holiday Inn hotel remains closed and its future is unknown at this point, the Days Inn hotel has closed permanently, and the Georgia Center for Continuing Education remains closed to the public and is being used to house students in quarantine.
- Katie worked with The Classic Center team on the GAMEDAY experience package, partnering with marketing to develop materials and promote the event. Though the event was canceled, the marketing garnered 702 link clicks and 37,808 impressions, with a CTR of 1.8%, CPC of \$0.29, and total spend of \$202.40.
- Katie met with Envision Athens, ACC Economic Development, and the Downtown Development Authority to discuss moving forward some of the Music Tourism recommendations from the Tourism Product Development Study.
- Katie and Hannah attended the Georgia Tourism Summit, a virtual one-day conference in place of the annual Georgia Governor's Tourism Conference.
- Katie has been working on the process to incorporate the CVB as a 501c6 organization. At present, the option for membership is being considered and Katie is meeting with stakeholders to invite feedback around this concept.
- The CVB partnered with the Athens Welcome Center and the Athens Area Chamber of Commerce on a fall promotion called Pumpkins on the Porch. The promotion encourages businesses to decorate pumpkins (donated by the Chamber) and will invite people to visit the Welcome Center's porch and vote on their favorite. This promotion aims to get foot-traffic at the Welcome Center even while it is closed. Visitor Guide's are available for pick-up on the porch.

### Marketing:

- The Athens Music Walk of Fame was installed in early September with 10 inductees. The grant for this project was provided through Explore Georgia because of a Tourism

Product Development study arranged by the CVB. A new landing page was created on the CVB's website to support and promote the new tourism product.

- In September, the CVB's Instagram engagement rate of 3.7% was 300% higher than the 1.22% rate across industries, according to Rival IQ.
- Planning for the new transient marketing campaign got underway in September and the campaign launched on October 9. *Choose an ATHventure* aims to inspire people to discover new ways to visit Athens this fall, from outdoor experiences to socially distant restaurants and more. Custom photography was created by Jason Thrasher, and the campaign will be advertised on the Google display network, YouTube, Facebook, and Instagram. Additionally, we have placed sponsored content on AtlantaMagazine.com and 365AtlantaTraveler.com. Ongoing social media promotion will feature the various ATHventure promotion and a public relations effort will bring press visits to Athens.
- New website content that has been created in September and October includes:
  - Football 2020 FAQ page for fans to answer questions about stadium, campus, and community protocols
  - Updated and refreshed coffee shops blog post
  - New blog post highlighting user-generated video content of a family getaway to Athens
    - New blog post collaboration with Tommy Valentine to highlight the various hiking trails for families.
    - Music Walk of Fame landing page was created
    - ATHventures landing page was created

#### Sales:

- The CVB & Classic Center sales teams sponsored a team for the annual St. Philothea/Bread For Life Golf Tournament on Oct. 12. Katherine Puckett, Classic Center director of sales, and Jay Boling, Athens CVB sales manager, hosted two meeting planners for the morning. Jeff Petrea, NE Georgia Regional Director of Georgia Power Company, and Steve Price, Executive Director of the Georgia Technology Student Association, played with the Athens team.
- The CVB team mailed, or hand delivered, 20 tailgate-at-home themed gift box packages to some of our larger meeting planner clients who are UGA fans. Mostly from the list of meeting planners who would qualify to attend the football or hockey games in the suite, but we also included those planners who still hosted meetings this fall, or are still planning to have their meetings in the spring in Athens. Since we are not hosting clients for any games this year, we sent the tailgate-at-home packages out instead.
- Nick and Jay assisted in registration and hospitality for the inaugural Stronger Business Summit on October 8th. Main tasks included generating weekly reports for SBS ticket sales committee, compiling updated spreadsheets on tickets sold through Formstack and SBS organizers, and assisting with on-site registration for approx. 280 attendees.
- Jay coordinated housing bureau services for Melanie Kearns with the Carl Vinson Institute of Government for the CAVEAT and Annual Short Course Conference. Gathered

signed hotel contracts and built link for the group's launch on Oct. 19. In total there were 1,035 contracted hotel room nights expecting to generate approx. \$2,000 in housing revenue.

- Jay prospected Worldwide Spirit Association of Georgia's competitive cheerleading event and organized conference call w/ WSA representatives and Classic Center. Event is expected to book for January 2021 (moving from Buford, GA) at The Classic Center and bring an est. 800 attendees over the course of the one-day meet.
- Nick coordinated housing bureau services with Cecil Wilder (Executive Director – GMEA) for the rescheduled April dates for Band/Orchestra 2021 and launched the new housing bureau link on Oct. 16. With over 1,560 hotel room nights contracted, the event is expected to generate approx. \$2,100 in housing revenue.

SPONSORED

# Beyond Football: Choose an ATHventure in Athens

BY SPONSORED · OCTOBER 15, 2020

11  
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3 8



PHOTOGRAPH COURTESY OF

VISITATHENSGA.COM, JASON THRASHER

Maybe you're ready to venture out of town, but somewhere not too far. Somewhere familiar, but with a fresh take. From nature walks to patio talks, you can experience the thrill of a weekend away in Athens while enjoying ample opportunities for fresh air and open spaces. Your [ATHventure](#) awaits, just down the road.

It's time to reclaim the "Book Now" button and [create your own ATHventure](#).

Here are 8 great things to do in Athens:

## 1. Take a Hike

From short [nature trails with the family](#) to longer day hikes, Athens is sure to have a trail marker with your name on it. More than ever, families and individuals are seeking outdoor activities, and you'll find plenty of new trails to explore in Athens. All trails at [Sandy Creek Nature Center](#) are well under a mile, even as short as 1/4 mile, which is a perfect distance for children just getting started with nature walks. At the [Birchmore Trail](#), you'll see the "Great Wall of Athens," with boulders put in place by hand by local legend Fred Birchmore when he was in his 70s. For those looking for more of a challenge, [Sandy Creek Park](#) offers three different trails with a combined total of more than 16 miles.

## 2. Explore the State Botanical Garden of Georgia



PHOTOGRAPH COURTESY OF

VISITATHENSGA.COM, JASON THRASHER

This [313-acre preserve](#) is an oasis of calm, with beautiful gardens, five miles of trails along the Middle Oconee River, and plenty of opportunities for bird watching (it's been named an Important Birding Area by the Georgia Audubon Society.) The Heritage Garden is a collection of plants that have been important to our region. The International Garden explores how plants were discovered and cultivated in different times and places, including the Middle Ages, Age of Exploration, and by Native Americans. Families will love the new [Alice H. Richards Children's Garden](#), which features over two acres of interactive play for all ages.

## 3. Dine Outdoors

Athens is well-known for its dining scene and Athens restaurants from the most casual ([Clocked](#), [Ted's Most Best](#)) to the most celebrated ([Five & Ten](#)) are providing more patio



PHOTOGRAPH COURTESY OF

VISITATHENS.GA.COM, JASON THRASHER

space for [dining al fresco](#). [The Last Resort](#) recently transformed its parking lot into an outdoor oasis of Adirondack chairs, a full bar, and a food truck. [El Barrio](#), in Five Points, has an expansive lawn set up with plenty of room to dine and play yard games. College Square, across from the University of Georgia's [historic North Campus](#) and famed Arch, has been transformed into a pedestrian and dining plaza, creating a perfect setting for people watching and a nice after-dinner stroll through the beautiful grounds of campus.

## 4. Stroll Along the NEW Athens Music Walk of Fame



PHOTOGRAPH COURTESY OF

VISITATHENS.GA.COM, JASON THRASHER

Athens has long been known for its live music scene and music fans will have a blast walking along the new [Athens Music Walk of Fame](#) which runs past heralded music venues like the [Georgia Theatre](#) and the [40 Watt Club](#). The first 10 inductees were installed in September 2020 and include some household names (R.E.M., the B-52s, Widespread Panic) as well as some performers that a new generation should get to know better (Hal Johnson, Elephant 6.) A mobile app shares specific sights and sounds associated with each honoree as users come within about 20 feet of the plaque. While enjoying this great opportunity to learn more about Athens music, don't forget to stop by one of Athens' record shops, like [Wuxty](#) or [Low Yo Yo Stuff](#), to bring home some tunes from one of this year's Walk of Fame inductees as well as some new talent.

## 5. Bring Your Bike



PHOTOGRAPH COURTESY OF

VISITATHENS.GA.COM, JASON THRASHER

Athens is a welcoming destination for [cycling](#) and has been named a [Bicycle-Friendly Community](#) by the League of American Bicyclists. Take a ride on the [Firefly Trail](#), the first miles of a paved rails-to-trails project that is the northern trailhead of Georgia's Hi Lo Trail. When complete, the Hi Lo Trail will be the longest paved multi-use trail in America, spanning 250 miles from Athens, through rural Georgia, to Savannah. Mountain bikers will enjoy [Walker Park](#), which has more than five miles of professionally constructed trails, with features suitable for all skill levels, from beginner to advanced.

## 6. Discover "Hidden" Murals

Athens is such a creative town that the amount of public art around every corner should come as no surprise. A favorite outdoor activity is seeking out the [colorful murals](#) that provide fun backdrops for Instagram photo opps. A few local favorites are the [Hot Corner mural](#) (located across from the Morton Theatre Downtown) and the [Greetings from Athens postcard mural](#) (located next to Classic City Cycling Downtown.) Set off on a public art



PHOTOGRAPH COURTESY OF  
VISITATHENS.GA.COM, JASON THRASHER

ATHventure and tag #VisitAthens. You can find a full list of murals and other public art [online](#).

## 7. Relax at a Beer Garden



PHOTOGRAPH COURTESY OF AKADEMIA

BREWING

Athens is now home to [six breweries](#), all of which are some of the friendliest, most welcoming spots in town. The newest addition, [Authentic Brewing Company](#), just opened in summer 2020 in Athens' Normaltown neighborhood, and around the corner is [Normaltown](#)

[Brewing](#), which opened earlier in 2020. [Akademia Brewing Company](#) has an all-new expanded patio and [Southern Brewing Company](#) has long made use of its huge yard for gatherings and games. Even [Creature Comforts](#) in Downtown has a large and airy outdoor serving space. Of course, [Terrapin Beer Co.](#) was the first brewery in Athens and is still turning out fine drinks (temporarily offering curbside pickup only.)

## 8. Take a Haunted Athens Tour



PHOTOGRAPH COURTESY OF JEFF CLARKE

Join local historian Jeff Clarke for the one-hour [haunted walking tour](#) of Athens, *Hauntings and History*. Jeff has appeared on several programs for the Discovery Network, The Travel Channel, and GPB/PBS. Jeff's tours consistently receive 5-star reviews, including this one: "Jeff is an amazing storyteller. You will love this tour. We had a group, ages 14-70, and they all thoroughly enjoyed the tour. Many, many ghost stories and hauntings with historical background. This is something you must do!" These tours are not just for Halloween fun; they're fun any time of the year!

Head to [VisitAthensGA.com/ATHventure](https://www.visitathensga.com/ATHventure) to plan your own ATHventure!

11  
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# Tab 5

## Report for October Board Meeting 2020

### Department Overview

The Past few months have seen a slow but steady trickle of events returning. While we are still far from “getting back to normal,” it has been encouraging to see some events take place and we have received very positive feedback from our clients.

From August 1 to October 30<sup>th</sup> we have had 48 events totaling nearly 9 thousand attendees and generating \$266 thousand in revenue. This does not include any retained deposits from cancelled events or revenue from ByoPlanet.

Most notable events include:



This was a first-time event put on by the Athens Jaycees. We helped them create the idea for the conference which was originally scheduled to happen in May. After the pandemic hit the event was not sure how they could progress, and we helped them find a path forward. We partnered heavily with this event and it went off very well. This was also the first event that has been hosted in a fully hybrid format with both in-person and virtual paths to experience the entire conference.

Chad Brown of the Jaycees wrote “*Good Evening!!!! You all freaking crushed it! It was perfect and hugely exceed my expectations! Thank you thank you thank you! I’ve had no less than 100 people reach out and talk about how awesome, well organized, blown away, life changing, etc the event was. Thank you so much for making this happen and being so great at your role!*”



The GA Recreation and Parks Association hosted their conference here in the first week of October. This event has some virtual attendees for general sessions but was predominantly focused on their 150 in-person attendees. This event was also the first we’ve had back to have a full trade show with over 80 vendors. To ensure safety in the vendor hall, we set the booths larger and further apart with 8ft partitions between each vendor. We also setup one-way directional to create minimize guests gathering in large groups.



The GA School Superintendents Association was another group that came very close to cancelling their conference. We met with the client, Josh in august and we able to show him multiple options for how the event could happen safely. With just a week before the event, GSSA’s registration was actually doing so well that they had outgrown the Athena ballroom where his general session was set to be held. Our team was able to pivot quickly and reallocate the space by moving the general session to the theatre and breakouts to the ballroom. In the end, GSSA had 350 registered and an average daily attendance of about 275.

Sherrie Gibney-Sherman who attended the event wrote, “*This was the first in person conference I have attended since March 13. I was a little uneasy attending. I was wrong. Your staff did an excellent job preparing your facility for this event. Everything was clearly spaced out and marked. Everything was clean. Food preparations and service honored CDC recommendations. Well done.*”



# Stronger Business Summit

**THURSDAY,  
OCTOBER 8, 2020**

**JESSE  
ITZLER**

**DANA  
SPINOLA**

**STEVE  
MCLENDON**

**JAMES  
WHITLEY**

**CHAD  
BROWN**

**LAURA  
WHITAKER**

**BRAD  
TUCKER**

**BRITTANY  
THOMS**

**CHAD  
COLLINS**

**SHANE  
TODD**

**ANDREA  
GRIFFITH-GIRTZ**

**MACY  
MCNEELY**

**GUEST  
MUSICIAN  
ERIC  
DODD**

The **Stronger Business Summit** is the most impactful business event happening in Athens this year for all business owners, entrepreneurs, startups, leaders, managers, and employees!

The Stronger Business Summit is your access to advice, content, and tips from powerful speakers who are leaders in their fields, and to build connections with others looking to achieve higher levels of success.

**OCTOBER 8, 2020**

THE CLASSIC CENTER  
ATHENS, GA

REGISTER AT  
**[STRONGERBUSINESS.COM](https://strongerbusiness.com)**

# Tab 6

8:34 AM  
10/22/20  
Accrual Basis

# The Classic Center Authority Balance Sheet As of September 30, 2020

Sep 30, 20

## ASSETS

### Current Assets

#### Checking/Savings

10000 . Checking Accounts	247,227.76
10100 . BB&T - Operating 2141	13,231.87
10200 . BB&T - Catering R&M 3369	15,412.40
10300 . BB&T - Capital Project 1431	1,000.00
10600 . Regions - Construction Checking	

Total 10000 . Checking Accounts

276,872.03

#### 11000 . Savings Accounts

11100 . BB&T - Capital Reserve 1091	102,268.85
11200 . LGIP - Capital Fund 8280-14872	389,912.99
11250 . LGIP - Catering 8281-180104	367,091.88
11300 . Synovus - Savings 4891	256,312.47

Total 11000 . Savings Accounts

1,115,586.19

#### 11400 . Regions - Construction Savings

11990 . Petty Cash

751,044.32  
1,000.00

### Total Checking/Savings

2,144,502.54

### Accounts Receivable

12000 . Accounts Receivable

44,628.75

### Total Accounts Receivable

44,628.75

### Other Current Assets

12600 . Due (To)/From CVB	22.57
12900 . Due (To)/From Theatre	-9,675.34
16650 . SPLOST Reimbursement Receivable	77,086.40

### Total Other Current Assets

67,433.63

### Total Current Assets

2,256,564.92

### Fixed Assets

15600 . Interest - Obligation Bond	208,678.38
15650 . Building Improvements	985,303.40
15700 . Computer & Software	64,894.00
15800 . Project Development Study	98,926.74
15900 . Carpeting	240,127.76
16000 . Foundry Street - Buildings	1,166,004.86
16200 . Ballroom Chairs	230,227.47
16250 . Ballroom Renovation	546,961.11
16260 . Arena Expansion	2,633,785.30
16270 . Pavilion	2,929,998.99
16280 . Theatre Office	10,509.78
16290 . Energy Improvements	1,510,116.50
16300 . Vehicles	74,172.87
16400 . Furniture & Equipment	968,153.85
16600 . Construction in Progress	540,830.11
16700 . Sound System	49,329.80
16900 . Parking Deck	2,171,793.50
16950 . Loan Closing Costs	37,000.00
17000 . Accumulated Depreciation	-4,521,658.72

### Total Fixed Assets

9,945,155.70

### Other Assets

18400 . Prepaid Expense

65,573.83

### Total Other Assets

65,573.83

### TOTAL ASSETS

12,267,294.45

# The Classic Center Authority Balance Sheet As of September 30, 2020

	Sep 30, 20
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
Current Liabilities	
Accounts Payable	199,273.83
20000 . Accounts Payable	
Total Accounts Payable	199,273.83
Credit Cards	
20100 . BB&T Purchase Card	
20110 . BB&T #9770 - Timothy DeMott	151.19
20120 . BB&T #3552 - Kurt Kosloske	2,386.20
20130 . BB&T #8255 - Allison Perfetti	10.71
20140 . BB&T #9430 - Kylie Hutson	1,038.11
Total 20100 . BB&T Purchase Card	3,586.21
Total Credit Cards	3,586.21
Other Current Liabilities	
21100 . Prepaid Sponsorship	5,181.83
21210 . Parking Payable	465.00
21500 . Prepaid Event Deposit	454,403.14
21600 . Prepaid Parking	25,500.00
22000 . Prepaid Arena Capital	18,000.00
22130 . Due to Cultural Foundation	135,604.70
22235 . Accrued Vacation	50,991.13
22240 . Health Insurance Withholding	-2,430.22
22250 . Flex Spending Account	5,245.01
22380 . United Way Withholding	3,063.57
22390 . Aflac Withholding	62.96
22450 . Deferred Comp Withholding	-159.53
24000 . Payroll Liabilities	7,789.86
25500 . Catering Payable	390,910.67
26900 . Current Portion of LT Debt	270,847.78
Total Other Current Liabilities	1,365,475.90
Total Current Liabilities	1,568,335.94
Long Term Liabilities	
27300 . Debt Service	
27800 . Regions Bank - Refinanced Loan	6,732,502.00
Total 27300 . Debt Service	6,732,502.00
27900 . Less Current Portion of LT Debt	-270,847.78
Total Long Term Liabilities	6,461,654.22
Total Liabilities	8,029,990.16
Equity	
32000 . Unrestricted Net Assets	-390,895.14
33500 . Retained Earnings	4,943,325.92
Net Income	-315,126.49
Total Equity	4,237,304.29
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>12,267,294.45</b>

8:35 AM  
10/22/20  
Accrual Basis

# The Classic Center Authority

## Detailed - Profit & Loss Budget vs. Actual

September 2020

	Sep 20	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
Income			
40500 . Space Rental	58,030.10	66,500.00	-8,469.90
40600 . Retail Space	0.00	0.00	0.00
41000 . Equipment Services	256.30	5,320.00	-5,063.70
41200 . Pipe & Drape	548.00	3,325.00	-2,777.00
41500 . Catering	32,384.79	59,630.55	-27,245.76
41600 . Catering Reserve	634.10	1,192.61	-558.51
42000 . Audio Visual	11,643.77	21,479.50	-9,835.73
42500 . Utility	3,485.00	3,192.00	293.00
42800 . Event Personnel	0.00	1,330.00	-1,330.00
43100 . Linen	613.95	1,330.00	-716.05
43200 . Miscellaneous Income	0.00	0.00	0.00
43400 . Internet Service	918.00	1,995.00	-1,077.00
43500 . Security	612.00	4,322.50	-3,710.50
44000 . Hotel Motel Tax	86,166.50	56,513.31	29,653.19
44500 . Interest Income	228.63	0.00	228.63
44790 . Advertising	945.00	1,000.00	-55.00
44800 . Marketing Services	0.00	0.00	0.00
44900 . Parking	28,645.00	33,565.00	-4,920.00
45000 . Theatre Income	665.95	0.00	665.95
46000 . Arena & Skate Income	0.00	0.00	0.00
46050 . Administrative Income	1,234.74	0.00	1,234.74
46100 . Registration	0.00	0.00	0.00
46500 . Expo Services	56.46	425.60	-369.14
46510 . Supplemental Event Staff Income	7,813.75	3,325.00	4,488.75
46520 . Specialty Services Income	3,384.01	2,660.00	724.01
48000 . CCCF Management Fee	14,295.30	12,931.83	1,363.47
48500 . Bus Income	0.00	0.00	0.00
<b>Total Income</b>	<b>252,561.35</b>	<b>280,037.90</b>	<b>-27,476.55</b>
<b>Gross Profit</b>			
	252,561.35	280,037.90	-27,476.55
<b>Expense</b>			
52000 . Salaries & Wages	174,243.83	215,752.83	-41,509.00
60100 . Administrative Bank Fee	1,360.61	5,000.00	-3,639.39
60200 . Building Equipment	1,535.60	5,376.00	-3,840.40
60500 . Building Maintenance	14,039.86	12,687.00	1,352.86
60600 . Catering Expense			
60610 . Less Catering Commissions	-6,525.25	-11,926.11	5,400.86
60600 . Catering Expense - Other	33,657.36	59,630.55	-25,973.19
<b>Total 60600 . Catering Expense</b>	<b>27,132.11</b>	<b>47,704.44</b>	<b>-20,572.33</b>

8:35 AM  
10/22/20  
Accrual Basis

# The Classic Center Authority

## Detailed - Profit & Loss Budget vs. Actual

September 2020

	Sep 20	Budget	\$ Over Budget
60800 · Cleaning Supplies	1,256.87	2,000.00	-741.13
60900 · Audio Visual Expenses	2,792.40	14,606.06	-11,853.66
61100 · Construction Supplies	0.00	0.00	0.00
61500 · Convention Supplies	0.00	0.00	0.00
61700 · Dues & Subscriptions	467.05	833.33	-366.28
62600 · Heat, Light & Power	16,808.67	16,000.00	808.67
62800 · Event Personnel Expense	103.25	212.80	-109.55
62900 · Insurance	10,747.82	12,583.33	-1,835.51
63000 · Interest Expense	10,377.40	10,042.65	334.75
63200 · Laundry	322.12	864.50	-542.38
63500 · Fleet Maintenance	11.76	1,074.00	-1,062.24
63800 · Marketing	7,272.00	14,250.00	-6,978.00
63900 · Advertising Expense	0.00	310.00	-310.00
64100 · Office Equipment	0.00	83.33	-83.33
64400 · Office Supplies	217.54	375.00	-157.46
64500 · Pipe & Drape Expense	0.00	432.25	-432.25
64700 · Postage	50.00	750.00	-700.00
64800 · Marketing Services Expense	0.00	0.00	0.00
65000 · Printing	0.00	0.00	0.00
65300 · Professional Fees	8,430.73	12,000.00	-3,569.27
65400 · Promotional/Business Meeting	135.61	0.00	135.61
65600 · Refuse	0.00	950.00	-950.00
65700 · Repair & Maintenance	0.00	0.00	0.00
65710 · Catering Repairs & Maintenance	185.93	0.00	185.93
65900 · Security Expense	0.00	1,815.45	-1,815.45
66200 · Sewer & Water	1,353.25	2,000.00	-646.75
66390 · Registration Expense	0.00	0.00	0.00
66510 · Supplemental Event Staff	6,138.49	2,527.00	3,611.49
66520 · Specialty Services	968.73	1,569.40	-600.67
66800 · Telephone	1,599.39	2,650.00	-1,050.61
67100 · Training	0.00	0.00	0.00
67400 · Uniforms	0.00	0.00	0.00
68000 · Parking Expenses	500.85	2,685.20	-2,184.35
68500 · Bus Expenses	0.00	0.00	0.00
69000 · Theatre Expense	3,578.61	1,000.00	2,578.61
Total Expense	291,592.48	388,134.57	-96,542.09
Net Ordinary Income	-39,031.13	-108,096.67	69,065.54
Other Income/Expense			
Other Income			
79490 · COVID-19 Related Income	1,070.00	0.00	0.00
79400 · Charitable Contributions	0.00		
Total Other Income	1,070.00	0.00	1,070.00
Other Expense			
89400 · Charitable Donations	0.00	0.00	0.00
89450 · Capital Expenditures	0.00	0.00	0.00
89490 · COVID-19 Related Expenses	2,169.38		
89600 · Depreciation	46,708.73	48,269.25	-1,560.52
Total Other Expense	48,878.11	48,269.25	608.86
Net Other Income	-47,808.11	-48,269.25	461.14
Net Income	-86,839.24	-156,365.92	69,526.68

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10/22/20  
Accrual Basis

# The Classic Center Authority Detailed - Profit & Loss Budget vs. Actual - YTD July through September 2020

	Jul - Sep 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
40500 · Space Rental	181,682.74	155,394.00	26,288.74
40600 · Retail Space	0.00	0.00	0.00
41000 · Equipment Services	4,703.50	14,570.00	-9,866.50
41200 · Pipe & Drape	3,465.65	8,325.00	-4,859.35
41500 · Catering	43,836.88	134,630.55	-90,793.67
41600 · Catering Reserve	867.60	2,692.61	-1,825.01
42000 · Audio Visual	23,383.77	42,429.50	-19,045.73
42500 · Utility	7,745.00	8,692.00	-947.00
42800 · Event Personnel	0.00	7,489.00	-7,489.00
43100 · Linen	1,904.55	3,830.00	-1,925.45
43200 · Miscellaneous Income	0.00	0.00	0.00
43400 · Internet Service	5,499.00	2,745.00	2,754.00
43500 · Security	4,413.00	10,452.50	-6,039.50
44000 · Hotel Motel Tax	219,825.06	172,200.49	47,624.57
44500 · Interest Income	867.12	0.00	867.12
44790 · Advertising	945.00	1,000.00	-55.00
44800 · Marketing Services	250.00	487.00	-237.00
44900 · Parking	72,036.50	87,770.00	-15,733.50
45000 · Theatre Income	665.95	0.00	665.95
46000 · Arena & Skate Income	0.00	0.00	0.00
46050 · Administrative Income	1,759.74	0.00	1,759.74
46100 · Registration	0.00	0.00	0.00
46500 · Expo Services	111.46	675.60	-564.14
46510 · Supplemental Event Staff Income	19,817.47	3,325.00	16,492.47
46520 · Specialty Services Income	8,759.46	3,160.00	5,599.46
48000 · CCCF Management Fee	38,328.81	36,690.39	1,638.42
48500 · Bus Income	0.00	800.00	-800.00
Total Income	640,868.26	697,358.64	-56,490.38
Gross Profit	640,868.26	697,358.64	-56,490.38
Expense			
52000 · Salaries & Wages	485,908.89	670,726.82	-184,817.93
60100 · Administrative Bank Fee	3,827.56	13,742.00	-9,914.44
60200 · Building Equipment	8,382.56	27,366.00	-18,983.44
60500 · Building Maintenance	41,222.20	47,049.28	-5,827.08
60600 · Catering Expense			
60610 · Less Catering Commissions	-9,089.33	-26,926.11	17,836.78
60600 · Catering Expense - Other	44,331.49	134,630.55	-90,299.06
Total 60600 · Catering Expense	35,242.16	107,704.44	-72,462.28

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10/22/20  
Accrual Basis

# The Classic Center Authority Detailed - Profit & Loss Budget vs. Actual - YTD July through September 2020

	Jul - Sep 20	Budget	\$ Over Budget
60800 · Cleaning Supplies	1,687.38	15,500.00	-13,812.62
60900 · Audio Visual Expenses	10,735.60	28,852.06	-18,116.46
61100 · Construction Supplies	0.00	500.00	-500.00
61500 · Convention Supplies	7.99	500.00	-492.01
61700 · Dues & Subscriptions	1,949.15	2,499.99	-550.84
62600 · Heat, Light & Power	56,287.81	71,393.71	-15,105.90
62800 · Event Personnel Expense	309.75	3,462.80	-3,153.05
62900 · Insurance	32,371.78	37,833.33	-5,461.55
63000 · Interest Expense	30,797.45	30,127.95	669.50
63200 · Laundry	-437.05	2,795.00	-3,232.05
63500 · Fleet Maintenance	60.40	2,704.00	-2,643.60
63800 · Marketing	12,367.34	22,594.75	-10,227.41
63900 · Advertising Expense	0.00	310.00	-310.00
64100 · Office Equipment	0.00	249.99	-249.99
64400 · Office Supplies	1,305.02	1,875.00	-569.98
64500 · Pipe & Drape Expense	2,500.00	3,932.25	-1,432.25
64700 · Postage	468.91	1,750.00	-1,281.09
64800 · Marketing Services Expense	2,837.50	389.60	2,447.90
65000 · Printing	0.00	0.00	0.00
65300 · Professional Fees	26,375.28	34,500.00	-8,124.72
65400 · Promotional/Business Meeting	135.61	0.00	135.61
65600 · Refuse	97.81	3,532.00	-3,434.19
65700 · Repair & Maintenance	0.00	0.00	0.00
65710 · Catering Repairs & Maintenance	5,293.93	1,207.50	4,086.43
65900 · Security Expense	1,149.00	6,515.45	-5,366.45
66200 · Sewer & Water	4,318.96	10,638.24	-6,319.28
66390 · Registration Expense	0.00	0.00	0.00
66510 · Supplemental Event Staff	16,430.76	2,527.00	13,903.76
66520 · Specialty Services	6,487.32	2,009.35	4,477.97
66800 · Telephone	5,493.15	7,950.00	-2,456.85
67100 · Training	0.00	0.00	0.00
67400 · Uniforms	80.00	1,000.00	-920.00
68000 · Parking Expenses	2,311.44	9,035.91	-6,724.47
68500 · Bus Expenses	0.00	0.00	0.00
69000 · Theatre Expense	6,950.12	1,000.00	5,950.12
Total Expense	802,955.78	1,173,774.42	-370,818.64
Net Ordinary Income	-162,087.52	-476,415.78	314,328.26
Other Income/Expense			
Other Income			
79490 · COVID-19 Related Income	8,817.58	0.00	0.00
79400 · Charitable Contributions	0.00	0.00	0.00
Total Other Income	8,817.58	0.00	8,817.58
Other Expense			
89400 · Charitable Donations	0.00	0.00	0.00
89450 · Capital Expenditures	0.00	0.00	0.00
89490 · COVID-19 Related Expenses	21,730.36	144,807.75	-4,681.56
89600 · Depreciation	140,126.19	144,807.75	17,048.80
Total Other Expense	161,856.55	144,807.75	17,048.80
Net Other Income	-153,038.97	-144,807.75	-8,231.22
Net Income	-315,126.49	-621,223.53	306,097.04

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Accrual Basis

# The Classic Center Authority Profit & Loss - Prior Period Comparison September 2020

	Sep 20	Sep 19	\$ Change
Ordinary Income/Expense			
Income			
40500 · Space Rental	58,030.10	185,673.61	-127,643.51
40600 · Retail Space	0.00	2,988.33	-2,988.33
41000 · Equipment Services	256.30	25,233.54	-24,977.24
41200 · Pipe & Drape	548.00	12,973.20	-12,425.20
41500 · Catering	32,384.79	588,607.84	-556,223.05
41600 · Catering Reserve	634.10	9,504.36	-8,870.26
42000 · Audio Visual	11,643.77	103,360.60	-91,716.83
42500 · Utility	3,485.00	20,897.00	-17,412.00
42800 · Event Personnel	0.00	2,162.00	-2,162.00
43100 · Linen	613.95	15,136.52	-14,522.57
43400 · Internet Service	918.00	7,537.00	-6,619.00
43500 · Security	612.00	14,530.00	-13,918.00
44000 · Hotel Motel Tax	86,166.50	133,997.72	-47,831.22
44500 · Interest Income	228.63	2,509.18	-2,280.55
44790 · Advertising	945.00	991.67	-46.67
44800 · Marketing Services	0.00	10,300.00	-10,300.00
44900 · Parking	28,645.00	107,038.60	-78,393.60
45000 · Theatre Income	665.95	0.00	665.95
46050 · Administrative Income	1,234.74	0.00	1,234.74
46500 · Expo Services	56.46	9,915.66	-9,859.20
46510 · Supplemental Event Staff Income	7,813.75	6,274.08	1,539.67
46520 · Specialty Services Income	3,384.01	20,327.65	-16,943.64
48000 · CCCF Management Fee	14,295.30	15,045.09	-749.79
48500 · Bus Income	0.00	600.00	-600.00
Total Income	252,561.35	1,295,603.65	-1,043,042.30
Gross Profit	252,561.35	1,295,603.65	-1,043,042.30
Expense			
52000 · Salaries & Wages	174,243.83	282,307.79	-108,063.96
60100 · Administrative Bank Fee	1,360.51	2,838.31	-1,477.70
60200 · Building Equipment	1,535.60	18,326.76	-16,791.16
60500 · Building Maintenance	14,039.86	24,252.84	-10,212.98
60600 · Catering Expense			
60610 · Less Catering Commissions	-6,525.25	-95,601.12	89,075.87
60600 · Catering Expense - Other	33,657.36	592,278.27	-558,620.91
Total 60600 · Catering Expense	27,132.11	496,677.15	-469,545.04
60800 · Cleaning Supplies	1,258.87	3,121.42	-1,862.55
60900 · Audio Visual Expenses	2,752.40	68,499.92	-65,747.52
61100 · Construction Supplies	0.00	300.00	-300.00
61500 · Convention Supplies	0.00	854.88	-854.88
61700 · Dues & Subscriptions	467.05	554.99	-87.94
62600 · Heat, Light & Power	16,808.67	34,527.31	-17,718.64
62800 · Event Personnel Expense	103.25	380.86	-277.61
62900 · Insurance	10,747.82	11,287.33	-539.51
63000 · Interest Expense	10,377.40	12,060.38	-1,682.98
63200 · Laundry	322.12	12,637.14	-12,315.02
63500 · Fleet Maintenance	11.76	166.66	-154.90
63800 · Marketing	7,272.00	12,700.48	-5,428.48

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Accrual Basis

# The Classic Center Authority Profit & Loss - Prior Period Comparison September 2020

	Sep 20	Sep 19	\$ Change
64400 · Office Supplies	217.54	804.03	-586.49
64700 · Postage	50.00	677.35	-627.35
64800 · Marketing Services Expense	0.00	5,372.11	-5,372.11
65000 · Printing	0.00	1,032.18	-1,032.18
65300 · Professional Fees	8,430.73	12,270.69	-3,839.96
65400 · Promotional/Business Meeting	135.61	1,441.30	-1,305.69
65600 · Refuse	0.00	944.78	-944.78
65710 · Catering Repairs & Maintenance	185.93	2,217.97	-2,032.04
65900 · Security Expense	0.00	5,721.59	-5,721.59
66200 · Sewer & Water	1,353.25	2,273.47	-920.22
66510 · Supplemental Event Staff	6,138.49	5,342.82	795.67
66520 · Specialty Services	968.73	16,934.44	-15,965.71
66800 · Telephone	1,593.39	2,727.35	-1,127.96
67100 · Training	0.00	1,511.91	-1,511.91
67400 · Uniforms	0.00	-140.00	140.00
68000 · Parking Expenses	500.85	3,519.48	-3,018.63
68500 · Bus Expenses	0.00	1,347.17	-1,347.17
69000 · Theatre Expense	3,578.61	0.00	3,578.61
Total Expense	291,592.48	1,045,492.86	-753,900.38
Net Ordinary Income	-39,031.13	250,110.79	-289,141.92
Other Income/Expense			
Other Income	1,070.00	0.00	1,070.00
79490 · COVID-19 Related Income			
Total Other Income	1,070.00	0.00	1,070.00
Other Expense			
89490 · COVID-19 Related Expenses	2,169.38	0.00	2,169.38
89600 · Depreciation	46,708.73	34,088.85	12,619.88
Total Other Expense	48,878.11	34,088.85	14,789.26
Net Other Income	-47,808.11	-34,088.85	-13,719.26
Net Income	-86,839.24	216,021.94	-302,861.18

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Accrual Basis

## The Classic Center Authority Profit & Loss - Prior Period Comparison July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change
Ordinary Income/Expense			
Income			
40500 · Space Rental	181,662.74	383,177.81	-201,495.07
40600 · Retail Space	0.00	8,964.99	-8,964.99
41000 · Equipment Services	4,703.50	38,921.09	-34,217.59
41200 · Pipe & Drape	3,465.65	21,761.72	-18,296.07
41500 · Catering	43,836.88	1,092,508.57	-1,048,671.69
41600 · Catering Reserve	867.60	17,044.36	-16,176.76
42000 · Audio Visual	23,383.77	188,912.04	-165,528.27
42500 · Utility	7,745.00	29,559.00	-21,814.00
42800 · Event Personnel	0.00	3,712.00	-3,712.00
43100 · Linen	1,904.55	24,991.42	-23,086.87
43400 · Internet Service	5,499.00	16,186.00	-10,687.00
43500 · Security	4,413.00	30,543.56	-26,130.56
44000 · Hotel Motel Tax	219,825.06	323,489.70	-103,664.64
44500 · Interest Income	867.12	8,016.38	-7,149.26
44790 · Advertising	945.00	7,500.01	-6,555.01
44800 · Marketing Services	250.00	16,676.25	-16,426.25
44900 · Parking	72,036.50	170,516.60	-98,480.10
45000 · Theatre Income	665.95	3,248.26	-2,582.31
46050 · Administrative Income	1,759.74	971.41	788.33
46500 · Expo Services	111.46	16,037.52	-15,926.06
46510 · Supplemental Event Staff Income	19,817.47	16,699.72	3,117.75
46520 · Specialty Services Income	8,759.46	35,641.86	-26,882.40
48000 · CCCF Management Fee	38,328.81	45,135.27	-6,806.46
48500 · Bus Income	0.00	4,700.00	-4,700.00
Total Income	640,868.26	2,504,915.54	-1,864,047.28
Gross Profit	640,868.26	2,504,915.54	-1,864,047.28
Expense			
52000 · Salaries & Wages	485,908.89	831,199.18	-345,290.29
60100 · Administrative Bank Fee	3,827.56	10,817.56	-6,990.00
60200 · Building Equipment	8,382.56	41,604.62	-33,222.06
60500 · Building Maintenance	41,222.20	57,229.62	-16,007.42
60600 · Catering Expense			
60610 · Less Catering Commissions	-9,089.33	-173,377.49	164,288.16
60600 · Catering Expense - Other	44,331.49	1,095,680.79	-1,051,349.30
Total 60600 · Catering Expense	35,242.16	922,303.30	-887,061.14
60800 · Cleaning Supplies	1,687.38	8,392.41	-6,705.03
60900 · Audio Visual Expenses	10,735.60	126,164.51	-115,428.91
61100 · Construction Supplies	0.00	900.00	-900.00
61500 · Convention Supplies	7.99	1,417.36	-1,409.37
61700 · Dues & Subscriptions	1,949.15	2,882.49	-933.34
62600 · Heat, Light & Power	56,287.81	83,954.35	-27,666.54
62800 · Event Personnel Expense	309.75	1,805.68	-1,495.93
62900 · Insurance	32,371.78	34,959.88	-2,588.10
63000 · Interest Expense	30,797.45	32,448.21	-1,650.76
63200 · Laundry	-437.05	20,407.05	-20,844.10
63500 · Fleet Maintenance	60.40	4,018.02	-3,957.62
63800 · Marketing	12,367.34	53,527.47	-41,160.13
63900 · Advertising Expense	0.00	110.00	-110.00

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Accrual Basis

# The Classic Center Authority Profit & Loss - Prior Period Comparison July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change
64100 · Office Equipment	0.00	2,357.84	-2,357.84
64400 · Office Supplies	1,305.02	3,824.25	-2,519.23
64500 · Pipe & Drape Expense	2,500.00	0.00	2,500.00
64700 · Postage	468.91	1,356.82	-887.91
64800 · Marketing Services Expense	2,837.50	10,248.55	-7,411.05
65000 · Printing	0.00	2,924.55	-2,924.55
65300 · Professional Fees	26,375.28	37,244.32	-10,869.04
65400 · Promotional/Business Meeting	135.61	4,008.70	-3,873.09
65600 · Refuse	97.81	3,685.30	-3,587.49
65710 · Catering Repairs & Maintenance	5,293.93	17,213.51	-11,919.58
65900 · Security Expense	1,143.00	12,314.88	-11,165.88
66200 · Sewer & Water	4,318.96	7,770.86	-3,451.90
66390 · Registration Expense	0.00	-660.00	660.00
66510 · Supplemental Event Staff	16,430.76	13,754.52	2,676.24
66520 · Specialty Services	6,487.32	34,021.57	-27,534.25
66800 · Telephone	5,493.15	8,176.85	-2,683.70
67100 · Training	0.00	16,397.74	-16,397.74
67400 · Uniforms	80.00	68.29	11.71
68000 · Parking Expenses	2,311.44	9,110.56	-6,799.12
68500 · Bus Expenses	0.00	4,720.84	-4,720.84
69000 · Theatre Expense	6,950.12	0.00	6,950.12
Total Expense	802,955.78	2,422,681.66	-1,619,725.88
Net Ordinary Income	-162,087.52	82,233.88	-244,321.40
Other Income/Expense			
Other Income	8,817.58	0.00	8,817.58
79490 · COVID-19 Related Income	8,817.58	0.00	8,817.58
Total Other Income	8,817.58	0.00	8,817.58
Other Expense			
89490 · COVID-19 Related Expenses	21,730.36	0.00	21,730.36
89600 · Depreciation	140,126.19	102,266.55	37,859.64
Total Other Expense	161,856.55	102,266.55	59,590.00
Net Other Income	-153,038.97	-102,266.55	-50,772.42
Net Income	-315,126.49	-20,032.67	-295,093.82

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10/20/20  
Accrual Basis

**Athens Convention & Visitors Bureau  
Balance Sheet  
As of September 30, 2020**

	Sep 30, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	203,303.20
10100 - BB&T Operating Checking	7,915.77
10200 - BB&T Registration Checking	
Total Checking/Savings	211,218.97
Total Current Assets	211,218.97
Fixed Assets	
10500 - Firehall Bulldout	139,765.03
11100 - Furniture	19,598.60
11500 - Website	25,000.00
17000 - Accumulated Depreciation	-61,334.28
Total Fixed Assets	123,029.35
Other Assets	
18600 - Prepaid Assets	38,722.86
Total Other Assets	38,722.86
<b>TOTAL ASSETS</b>	<b>372,971.18</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	20,081.00
20000 - Accounts Payable	
Total Accounts Payable	20,081.00
Credit Cards	
21000 - Purchase Cards	825.76
21100 - Katie Williams P-Card #5476	
Total 21000 - Purchase Cards	825.76
Total Credit Cards	825.76
Other Current Liabilities	
23000 - Prepaid Event Registration	4,415.00
24000 - Payroll Liabilities	1,163.51
25000 - Accrued Vacation	7,319.26
Total Other Current Liabilities	12,897.77
Total Current Liabilities	33,804.53
Total Liabilities	33,804.53
Equity	
30300 - Retained Earnings	292,649.50
32000 - Unrestricted Net Assets	34,657.15
Net Income	11,860.00
Total Equity	339,166.65
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>372,971.18</b>

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10/20/20  
Accrual Basis

# Athens Convention & Visitors Bureau Profit & Loss Budget vs. Actual September 2020

	Sep 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
44000 · H/M Tax	49,868.33	61,249.34	-11,381.01
44500 · Interest Income	0.00	0.00	0.00
45000 · Housing Bureau	0.00	6,914.80	-6,914.80
46000 · Registration Revenue	0.00	0.00	0.00
Total Income	49,868.33	68,164.14	-18,295.81
Gross Profit	49,868.33	68,164.14	-18,295.81
Expense			
55000 · Salaries	20,558.89	23,702.71	-3,143.82
57000 · Fringe Benefits	4,762.23	7,110.81	-2,348.58
60100 · Bank Charges	269.81	700.00	-430.19
60200 · Welcome Center	7,480.25	9,187.40	-1,707.15
61700 · Dues, Subs., Pubs.	640.00	722.50	-82.50
63810 · Marketing and Travel	7,448.97	17,695.41	-10,246.44
63820 · Travel to Mlgs & Trade Shows	1,044.16	0.00	1,044.16
64100 · Office Equipment	0.00	266.00	-266.00
64400 · Office Supplies	0.00	233.00	-233.00
64700 · Postage	15.05	150.00	-134.95
65000 · Printing & Photography	109.42	1,212.00	-1,102.58
65300 · Professional Fees/Branding	4,812.50	6,731.00	-1,918.50
66800 · Telecommunications	535.08	450.00	85.08
67100 · Training	0.00	500.00	-500.00
Total Expense	47,676.36	68,660.83	-20,984.47
Net Ordinary Income	2,191.97	-496.69	2,688.66
Other Income/Expense			
Other Expense			
89000 · Depreciation	372.84	372.84	0.00
Total Other Expense	372.84	372.84	0.00
Net Other Income	-372.84	-372.84	0.00
Net Income	1,819.13	-869.53	2,688.66

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10/20/20  
Accrual Basis

# Athens Convention & Visitors Bureau Profit & Loss Budget vs. Actual July through September 2020

	Jul - Sep 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
44000 . H/M Tax	127,222.40	151,862.34	-24,639.94
44500 . Interest Income	0.00	0.00	0.00
45000 . Housing Bureau	6,639.00	6,914.80	-275.80
46000 . Registration Revenue	0.00	0.00	0.00
Total Income	133,861.40	158,777.14	-24,915.74
Gross Profit	133,861.40	158,777.14	-24,915.74
Expense			
55000 . Salaries	61,327.70	75,650.42	-14,322.72
57000 . Fringe Benefits	13,562.61	21,887.62	-8,325.01
60100 . Bank Charges	571.70	2,100.00	-1,528.30
60200 . Welcome Center	13,083.36	20,096.68	-1,013.32
61700 . Dues, Subs., Pubs.	5,276.00	2,167.50	3,108.50
63810 . Marketing and Travel	11,958.48	53,086.23	-41,127.75
63820 . Travel to Mtgs & Trade Shows	1,643.06	0.00	1,643.06
64100 . Office Equipment	0.00	798.00	-798.00
64400 . Office Supplies	0.00	699.00	-699.00
64700 . Postage	15.05	450.00	-434.95
65000 . Printing & Photography	692.42	3,636.00	-2,943.58
65300 . Professional Fees/Branding	6,307.42	20,193.00	-13,885.58
66800 . Telecommunications	1,445.08	1,350.00	95.08
67100 . Training	0.00	500.00	-500.00
Total Expense	121,882.88	202,614.45	-80,731.57
Net Ordinary Income	11,978.52	-43,837.31	55,815.83
Other Income/Expense			
Other Expense	1,118.52	1,118.52	0.00
89000 . Depreciation	1,118.52	1,118.52	0.00
Total Other Expense	-1,118.52	-1,118.52	0.00
Net Other Income	10,860.00	-44,955.83	55,815.83
Net Income			

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Accrual Basis

# Athens Convention & Visitors Bureau Profit & Loss Prev Year Comparison September 2020

	Sep 20	Sep 19	\$ Change
Ordinary Income/Expense			
Income			
44000 · H/M Tax	49,868.33	77,550.35	-27,682.02
45000 · Housing Bureau	0.00	1,910.00	-1,910.00
Total Income	49,868.33	79,460.35	-29,592.02
Gross Profit	49,868.33	79,460.35	-29,592.02
Expense			
55000 · Salaries	20,558.89	38,040.36	-17,481.47
57000 · Fringe Benefits	4,762.23	5,367.04	-604.81
60100 · Bank Charges	269.81	2,189.89	-1,920.08
60200 · Welcome Center	7,480.25	11,632.55	-4,152.30
61700 · Dues, Subs., Pubs.	640.00	-0.79	640.79
63810 · Marketing and Travel	7,448.97	16,764.81	-9,315.84
63820 · Travel to Mtgs & Trade Shows	1,044.16	5,571.20	-4,527.04
64100 · Office Equipment	0.00	153.45	-153.45
64400 · Office Supplies	0.00	159.29	-159.29
64700 · Postage	15.05	126.58	-111.53
65000 · Printing & Photography	109.42	6,114.22	-6,004.80
65300 · Professional Fees/Branding	4,812.50	6,859.61	-2,047.11
66800 · Telecommunications	535.08	450.00	85.08
67100 · Training	0.00	984.55	-984.55
Total Expense	47,676.36	94,412.76	-46,736.40
Net Ordinary Income	2,191.97	-14,952.41	17,144.38
Other Income/Expense			
Other Expense			
89000 · Depreciation	372.84	617.82	-244.98
Total Other Expense	372.84	617.82	-244.98
Net Other Income	-372.84	-617.82	244.98
Net Income	1,819.13	-15,570.23	17,389.36

## Athens Convention & Visitors Bureau Profit & Loss Prev Year Comparison July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change
<b>Ordinary Income/Expense</b>			
Income			
44000 . H/M Tax	127,222.40	187,217.67	-59,995.27
45000 . Housing Bureau	6,639.00	16,414.21	-9,775.21
46000 . Registration Revenue	0.00	-5.00	5.00
47000 . Sponsorship Income	1,000.00	0.00	1,000.00
<b>Total Income</b>	<b>134,861.40</b>	<b>203,626.88</b>	<b>-68,765.48</b>
<b>Gross Profit</b>	<b>134,861.40</b>	<b>203,626.88</b>	<b>-68,765.48</b>
<b>Expense</b>			
55000 . Salaries	61,327.70	113,356.93	-52,029.23
57000 . Fringe Benefits	13,562.61	18,217.55	-4,654.94
60100 . Bank Charges	571.70	2,993.36	-2,421.66
60200 . Welcome Center	19,083.36	28,082.65	-8,999.29
61700 . Dues, Subs., Pubs.	5,276.00	3,715.60	1,560.40
63810 . Marketing and Travel	11,958.48	38,728.45	-26,769.97
63820 . Travel to Migs & Trade Shows	1,643.06	17,627.80	-15,984.74
64100 . Office Equipment	0.00	2,785.30	-2,785.30
64400 . Office Supplies	0.00	380.87	-380.87
64700 . Postage	15.05	627.03	-611.98
65000 . Printing & Photography	692.42	6,761.16	-6,068.74
65300 . Professional Fees/Branding	6,307.42	17,929.47	-11,622.05
66800 . Telecommunications	3,445.08	1,320.00	125.08
67100 . Training	0.00	1,846.47	-1,846.47
<b>Total Expense</b>	<b>121,882.88</b>	<b>254,372.64</b>	<b>-132,489.76</b>
<b>Net Ordinary Income</b>	<b>12,978.52</b>	<b>-50,745.76</b>	<b>63,724.28</b>
<b>Other Income/Expense</b>			
Other Expense			
89000 . Depreciation	1,118.52	1,853.46	-734.94
<b>Total Other Expense</b>	<b>1,118.52</b>	<b>1,853.46</b>	<b>-734.94</b>
<b>Net Other Income</b>	<b>-1,118.52</b>	<b>-1,853.46</b>	<b>734.94</b>
<b>Net Income</b>	<b>11,860.00</b>	<b>-52,599.22</b>	<b>64,459.22</b>

# The Classic Center Theatre Balance Sheet As of September 30, 2020

	Sep 30, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
10000 . BB&T -- Checking 2168	401,035.33
Total Checking/Savings	401,035.33
Accounts Receivable	
11000 . Accounts Receivable	1,500.00
Total Accounts Receivable	1,500.00
Other Current Assets	
12500 . Due (To)/From CCA	8,675.34
18210 . FY21 Prepaid Expenses	
18211 . Sponsorships - FY21	1,000.00
18212 . BES Ads - FY21	2,752.25
18213 . BES General Expenses	78.75
Total 18210 . FY21 Prepaid Expenses	3,831.00
Total Other Current Assets	12,506.34
Total Current Assets	415,041.67
<b>TOTAL ASSETS</b>	<b>415,041.67</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 . Accounts Payable	14,790.72
Total Accounts Payable	14,790.72
Other Current Liabilities	
22100 . FY21 Ticketed Events	
22101 . Jerry Seinfeld	173,803.25
22102 . Casting Crowns	99,706.00
22103 . Dancing with the Athens Stars	3,418.00
22104 . Simon & Garfunkel Story	28,747.86
22105 . Officer and a Gentleman	27,665.05
22106 . Hairspray	28,066.49
22108 . Sam Burchfield & Cicada Rhythm	1,815.00
22109 . Athens Rock, Gem, Mineral Show	130.00
Total 22100 . FY21 Ticketed Events	363,351.65
23000 . CCCF	
23021 . CCCF Membership - FY21	29,699.30
Total 23000 . CCCF	29,699.30
25000 . Parking	
25100 . FY21 Event Parking	
25104 . Parking - Simon and Garfunkel	530.00
25105 . Parking - Officer and a Gentlem	530.00
25106 . Parking - Hairspray	530.00
Total 25100 . FY21 Event Parking	1,590.00
25200 . Football Parking	
25201 . Parking - Football	600.00
25202 . Parking - Football RV	4,700.00
25203 . Parking - Gameday	350.00
Total 25200 . Football Parking	5,650.00
Total 25000 . Parking	7,240.00

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Accrual Basis

**The Classic Center Theatre**  
**Balance Sheet**  
As of September 30, 2020

	Sep 30, 20
27000 · Gift Certificates	-40.00
Total Other Current Liabilities	400,250.95
Total Current Liabilities	415,041.67
Total Liabilities	415,041.67
TOTAL LIABILITIES & EQUITY	415,041.67

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10/20/20  
Accrual Basis

# The Classic Center Theatre

## Profit & Loss

September 2020

	Sep 20	Sep 19	\$ Change
Ordinary Income/Expense			
Income			
55000 . Ticket Sales	1,905.00	0.00	1,905.00
55100 . Facility Fee	-58.50	0.00	-58.50
58000 . Sponsorship Income	1,000.00	0.00	1,000.00
Total Income	2,846.50	0.00	2,846.50
Cost of Goods Sold			
75000 . Cost of Entertainment	435.71	0.00	435.71
75100 . Cost of Entertainment	435.71	0.00	435.71
Total 75000 . Cost of Entertainment	871.42	0.00	871.42
Total COGS	871.42	0.00	871.42
Gross Profit	2,410.79	0.00	2,410.79
Expense			
75200 . Advance Box Office Expense	50.00	0.00	50.00
75300 . Marketing	753.00	0.00	753.00
75320 . Show	753.00	0.00	753.00
Total 75300 . Marketing	1,506.00	0.00	1,506.00
75500 . Audio Visual	1,100.00	0.00	1,100.00
75600 . Catering	800.00	0.00	800.00
75620 . Levy	800.00	0.00	800.00
Total 75600 . Catering	1,600.00	0.00	1,600.00
75650 . Cleaning Fee	110.00	0.00	110.00
77500 . Rent	250.00	0.00	250.00
77510 . Rent - Classic Center	250.00	0.00	250.00
Total 77500 . Rent	500.00	0.00	500.00
78400 . Sales Tax (tickets)	136.78	0.00	136.78
Total Expense	3,199.78	0.00	3,199.78
Net Ordinary Income	-788.99	0.00	-788.99
Other Income/Expense			
Other Expense	-788.99	0.00	-788.99
85000 . Net to Classic Center-CCAPProfit	-788.99	0.00	-788.99
Total Other Expense	-1,577.98	0.00	-1,577.98
Net Other Income	788.99	0.00	788.99
Net Income	0.00	0.00	0.00

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10/20/20  
Accrual Basis

# The Classic Center Theatre

## Profit & Loss

July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change
Ordinary Income/Expense			
Income			
55000 . Ticket Sales	1,905.00	63,938.75	-62,033.75
55100 . Facility Fee	-58.50	-965.00	906.50
58000 . Sponsorship Income	1,000.00	0.00	1,000.00
Total Income	2,846.50	62,973.75	-60,127.25
Cost of Goods Sold			
75000 . Cost of Entertainment	435.71	0.00	435.71
75100 . Cost of Entertainment	0.00	3,100.00	-3,100.00
75120 . Production	0.00	34,000.00	-34,000.00
75150 . Artist Guarantee	0.00	970.18	-970.18
75170 . ASCAP/BMI Music Fees	0.00		
Total 75000 . Cost of Entertainment	435.71	38,070.18	-37,634.47
Total COGS	435.71	38,070.18	-37,634.47
Gross Profit	2,410.79	24,903.57	-22,492.78
Expense			
75200 . Advance Box Office Expense	50.00	500.00	-450.00
75300 . Marketing	753.00	7,015.00	-6,262.00
75320 . Show			
Total 75300 . Marketing	753.00	7,015.00	-6,262.00
75500 . Audio Visual	1,100.00	0.00	1,100.00
75600 . Catering	800.00	0.00	800.00
75620 . Levy	0.00	26.95	-26.95
75640 . Hospitality - Shopping/Supplies	0.00	817.10	-817.10
75600 . Catering - Other			
Total 75600 . Catering	800.00	844.05	-44.05
75650 . Cleaning Fee	110.00	250.00	-140.00
75800 . Credit Card Service Fee Expense	0.00	306.02	-306.02
76000 . Event Personnel Expense- Ushers	0.00	500.00	-500.00
76100 . Insurance	0.00	632.00	-632.00
76500 . Labor Expenses			
76510 . EMT - Medical	0.00	192.00	-192.00
76530 . ACCPD/Uniformed Police	0.00	551.25	-551.25
Total 76500 . Labor Expenses	0.00	743.25	-743.25
77500 . Rent			
77510 . Rent - Classic Center	250.00	2,500.00	-2,250.00
Total 77500 . Rent	250.00	2,500.00	-2,250.00
77600 . Security			
77610 . CSC	0.00	387.00	-387.00
77620 . House	0.00	160.00	-160.00
Total 77600 . Security	0.00	547.00	-547.00
78400 . Sales Tax (tickets)	136.78	4,664.72	-4,527.94
78500 . Stagehands Expense	0.00	4,723.79	-4,723.79
Total Expense	3,199.78	23,225.83	-20,026.05
Net Ordinary Income	-788.99	1,677.74	-2,466.73

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10/20/20  
Accrual Basis

The Classic Center Theatre  
Profit & Loss  
July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change
Other Income/Expense			
Other Expense	-738.99	829.37	-1,618.36
85000 - Net to Classic Center-CCAProfit	0.00	848.37	-848.37
87000 - Net to Licensee			
Total Other Expense	-788.99	1,677.74	-2,466.73
Net Other Income	788.99	-1,677.74	2,466.73
Net Income	0.00	0.00	0.00

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10/20/20  
Accrual Basis

**Classic Center Arena**  
**Balance Sheet**  
As of September 30, 2020

	Sep 30, 20
ASSETS	0.00
LIABILITIES & EQUITY	0.00

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10/20/20  
Accrual Basis

Classic Center Arena  
**Profit & Loss - Prior Year Comp - YTD**  
July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change
Net Income	0.00	0.00	0.00