

**2022 ANNUAL REPORT** COBB GALLERIA CENTRE >> COBB ENERGY CENTRE >> ARTSBRIDGE FOUNDATION



2022

**15 YEAR ANNIVERSARY**  
COBB ENERGY PERFORMING ARTS CENTRE

COBB GALLERIA CENTRE  
COBB ENERGY PERFORMING ARTS CENTRE  
ARTSBRIDGE FOUNDATION  
**2022 ANNUAL REPORT**

**15 YEAR ANNIVERSARY**  
COBB ENERGY PERFORMING ARTS CENTRE



Since opening in 2007, a wide range of artists from opera, ballet, concerts, and comedians to major awards shows have selected Cobb Energy Performing Arts Centre as their venue of choice. As metropolitan Atlanta and Cobb County became more culturally diverse over the past 15 years, so has the Centre's programming.

Throughout this Annual Report, you will read how through their missions the Cobb Energy Performing Arts Centre, Cobb Galleria Centre and ArtsBridge Foundation have positively impacted the community and the economy.

15





## THE AUTHORITY

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

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



### AUTHORITY

#### COBB-MARIETTA COLISEUM & EXHIBIT HALL AUTHORITY

*FRONT ROW:*

Derek Norton  
Lisa Cupid  
Jerry Nix  
Connie Engel

*BACK ROW:*

Joseph B. Atkins  
Steve "Thunder" Tumlin  
Robert P. Voyles

## LETTER FROM THE CHAIRMAN



We are pleased to present the 2022 Annual Report. This year was worthy of a celebration as we continued to build momentum and return to the new normal. The Cobb Galleria Centre strengthened its recovery with a robust events calendar, and the Cobb Energy Performing Arts

Centre enjoyed a year of near-record occupancy. Over the past 15 years Cobb Energy Performing Arts Centre has hosted 3,488 performances and events welcoming 3.4 million patrons. Effective management and a dedicated staff have enabled us to expand our reach and serve a diverse audience. ArtsBridge Foundation celebrated the return of the Georgia High School Musical Theatre Awards – Shuler Hensley Awards®, in-person for the first time in three years.

This year we lost two of our leaders: Mike Boyce – former board member of the Authority and Chairman of the Cobb County Board of Commissioners, and ArtsBridge Foundation Secretary/Treasurer Larry Dingle. We are grateful to both gentlemen for their years of service to the Authority, Foundation and Cobb County.

I thank my fellow board members, the ArtsBridge Foundation Board, staff, our dedicated volunteer corps, and our community partners whose dedication and loyalty help us realize our goals every day.

Sincerely,

**Jerry Nix**

Chairman

Cobb-Marietta Coliseum & Exhibit Hall Authority

*Effective management and a dedicated staff have enabled us to expand our reach and serve a diverse audience.*



# LETTER FROM THE CEO



The Cobb Energy Performing Arts Centre opened on September 15, 2007, with a gala concert event. Fifteen years later, my greatest sense of pride is how many people have

supported the Centre and how well our team has taken care of the facility. The performing arts center has accomplished its ambitious goal of bringing arts and entertainment events that wouldn't otherwise be presented to local audiences and lifting up its resident companies—the Atlanta Ballet, The Atlanta Opera and ArtsBridge Foundation.

We are thankful to all who helped make fiscal year 2022 such a success. Together the Cobb Galleria Centre and Cobb Energy Performing Arts Centre surpassed their revenue goals and generated a combined economic impact of \$165 million on Cobb County and the state of Georgia. Economic impact is a key metric for us and an essential part of our mission. ArtsBridge Foundation, the arts

education and community outreach arm of the performing arts center, was recognized once again with its fifth Southeast Emmy® Award nomination for the 2021 Georgia High School Musical Theatre Awards – Shuler Hensley Awards®.

We are looking optimistically to 2023 when we move forward with the renovation of Cobb Galleria Centre and the redevelopment of Galleria Specialty Shops. The Cobb-Marietta Coliseum & Exhibit Hall Authority will always be an entity that succeeds through its talent. It is the skills and diversity of our people that, when combined with support from the community, differentiates us. I wish to express sincere gratitude to the members of our governing board, the ArtsBridge Foundation Board of Directors, our donors, patrons, employees, and business partners, for their ongoing trust and support.

Sincerely,

**Michele L. Swann**

General Manager & CEO

Cobb-Marietta Coliseum & Exhibit Hall Authority

*Together the Cobb Galleria Centre and Cobb Energy Performing Arts Centre surpassed their revenue goals and generated a combined economic impact of \$165 million on Cobb County and the state of Georgia.*

## 2022 ECONOMIC IMPACT & TAX REVENUE IMPACT

The Cobb-Marietta Coliseum & Exhibit Hall Authority engaged a third party firm to perform an Economic Impact Study for the fiscal year ended September 30, 2022. The study provides an independent analysis of the total financial impact of the combined operations of Cobb Galleria Centre and Cobb Energy Performing Arts Centre on Cobb County and the State of Georgia.

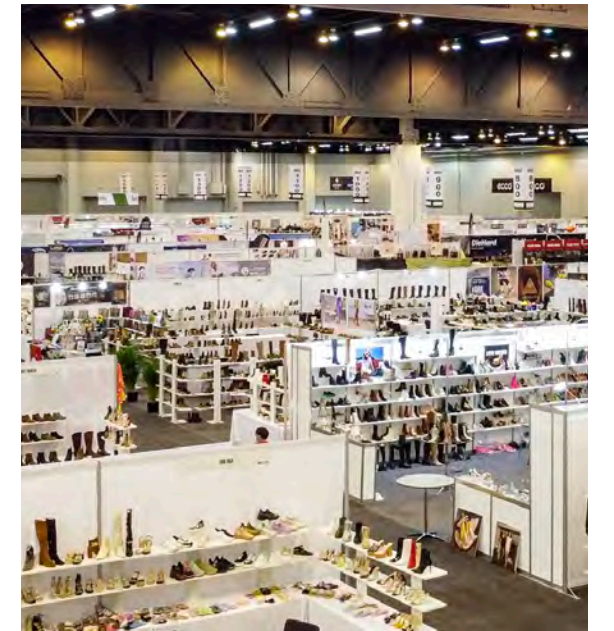
### ECONOMIC IMPACT

COBB COUNTY	Cobb Galleria Centre	Cobb Energy Centre	Combined
Total Economic Impact	\$ 91,470,000	\$ 17,380,000	\$ 108,850,000
Employment (number of FTE jobs)	920	160	1,080
<b>STATE OF GEORGIA (Includes County)</b>			
Total Economic Impact	\$ 142,360,000	\$ 23,110,000	\$ 165,470,000
Employment (number of FTE jobs)	1,310	200	1,510

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

### TAX REVENUE IMPACT

COBB COUNTY	Cobb Galleria Centre	Cobb Energy Centre	Combined
Local Option, Liquor by the Drink, Hotel/Motel Tax	\$ 1,080,000	\$ 360,000	\$ 1,440,000
<b>STATE OF GEORGIA</b>			
Sales & Use Tax, Personal and Corporate Income Tax	\$ 4,859,000	\$ 1,225,000	\$ 6,084,000
Total Tax Revenue Impact	\$ 5,939,000	\$ 1,585,000	\$ 7,524,000



Corporate Events Unlimited





# COBB GALLERIA CENTRE

Cobb Galleria Centre showed a steady recovery in 2022 with the return of major events and the debut of new trade shows, conventions, sporting events and film shoots. The fiscal year began with an enormous celebration when our partners, the Atlanta Braves, won the World Series. The games at Truist Park took place simultaneously with Anime Weekend Atlanta, our largest convention of the year with over 15,000 attendees, proving that the accessibility to our convention district is outstanding when hosting significant events.

In addition to Anime Weekend Atlanta, the Centre welcomed back the Junior Theater Festival, Georgia Society of Certified Public Accountants and the Gordon Foods Trade Show for the first time since before the pandemic. Major new events generating sleeping room nights included TAPPICon Live! and the American Probation and Parole Association's Winter Institute. In the sports arena, we also hosted two major

athletic groups, A5 Volleyball and Prep Hoops Live. Competitive youth sporting events are a robust market segment that brings a positive economic impact for the entire Cobb County community. Corporate events have begun to return as companies have gotten back to business travel. We welcomed numerous corporate events, as companies realized the irreplaceable value of in person meetings. The Hollywood of the South made several stops at the Cobb Galleria Centre this year, with major film productions by STARZ and Apple Studios.

LAZ Parking was announced as the parking management company at Cobb Galleria Centre. They have installed state-of-the-art equipment in all the convention center parking decks that will enhance the overall customer service delivery.

*The fiscal year began with an enormous celebration when our partners, the Atlanta Braves, won the World Series. The games at Truist Park took place simultaneously with Anime Weekend Atlanta, our largest convention of the year with over 15,000 attendees, proving that the accessibility to our convention district is outstanding when hosting significant events.*

## COBB GALLERIA CENTRE

Operating revenues rebounded nicely in 2022, exceeding budget and generating positive operating results.

*Fiscal year ending September 30, 2022 (unaudited)*

OPERATING REVENUES	\$ 10,589,000
OPERATING EXPENSES	(8,591,000)
OPERATING RESULTS	\$ 1,998,000



### COBB GALLERIA CENTRE 2022

Total Events

187

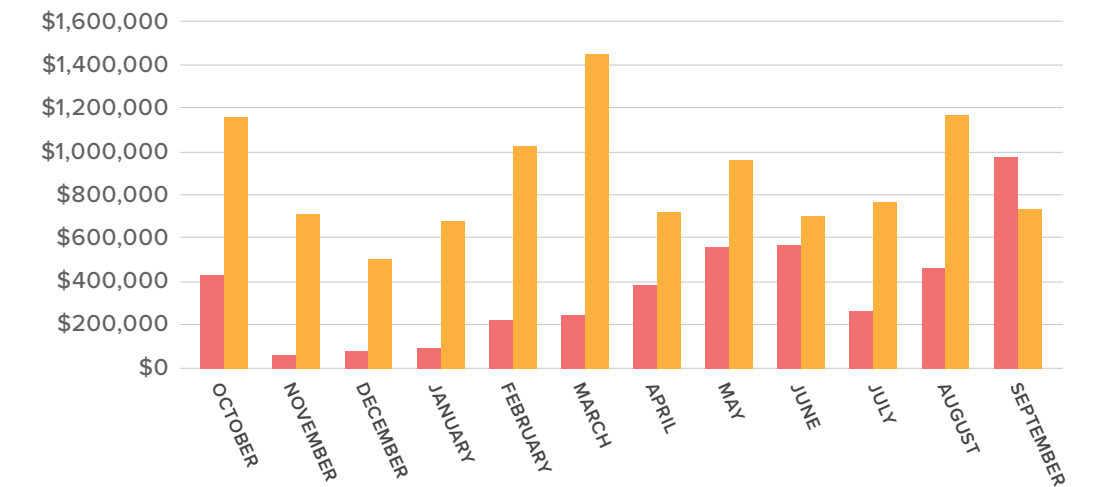
Total Attendance

229,000

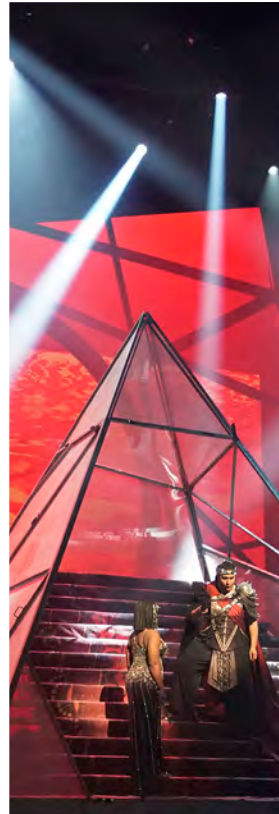
### MONTHLY OPERATING REVENUES

2021 2022

*The bar chart shows the increase in monthly revenue when compared to the prior year. The first half of the prior year reflected the lingering impact of the pandemic.*







# COBB ENERGY PERFORMING ARTS CENTRE

After an 18-month closure, the Cobb Energy Performing Arts Centre reopened to the public in October 2021 to a full lineup of shows, many of which were rescheduled from 2020. Sellout performances included Bert Kreischer, Bill Burr, Franco Escamilla, Black Violin, Leanne Morgan, Trixie & Katya, John Crist, (G) I-DLE, Beres Hammond, Heilung, Tim Allen, Chris D'Elia and Ringo Starr.

Just in time for its 15th Anniversary, the Centre is busier than ever with an increasingly diverse lineup of artists reaching new audiences. Since 2007, Cobb Energy Centre has hosted 3,488 performances and events attended by 3.4 million people from all 50 states and numerous foreign countries. The Centre's core audience draws from five metro Atlanta counties. The diverse performance genres include opera, ballet, comedy, dance, magic, rock, oldies, Latin, jazz, reggae, R&B, Indian, Iranian and many awards shows.

Resident companies The Atlanta Opera and the Atlanta Ballet have returned to performances inside the Cobb Energy Performing Arts Centre. After a year of innovative, imaginative, and acclaimed performances under the Big Tent, The Atlanta Opera celebrated its triumphant return to Cobb Energy Centre with a season of escapist mainstage productions. One year past its intended Cobb Energy Performing Arts Centre debut, Atlanta Ballet made its long-anticipated return to the theatre stage to present Yuri Possokhov's The Nutcracker for a successful 29-show run in December. This innovative production featured larger-than-life sets and bold costumes enhanced by striking video projections, created by a world-class creative team. Both resident companies have recently

signed new agreements that will keep their main performances at the Centre for the next five years.

Word has gotten out that the Cobb Energy Centre is an ideal venue for awards shows. This year the Centre hosted the BET Hip Hop Awards, the Stellar Gospel Music Awards, Black Music Honors, and the Headies, a Nigerian Hip Hop Awards show that was held for the first time outside of Nigeria. All were broadcast on television to millions of viewers. The Centre also remains popular as a location for film and television productions. In 2022 Fox and Amazon filmed major productions at the Centre.

Building maintenance and capital improvements were undertaken to ensure the Centre maintains its status as the premier performing arts center in Atlanta. These have included upgrades to the HVAC systems and new carpet installation in the theatre and lobbies.

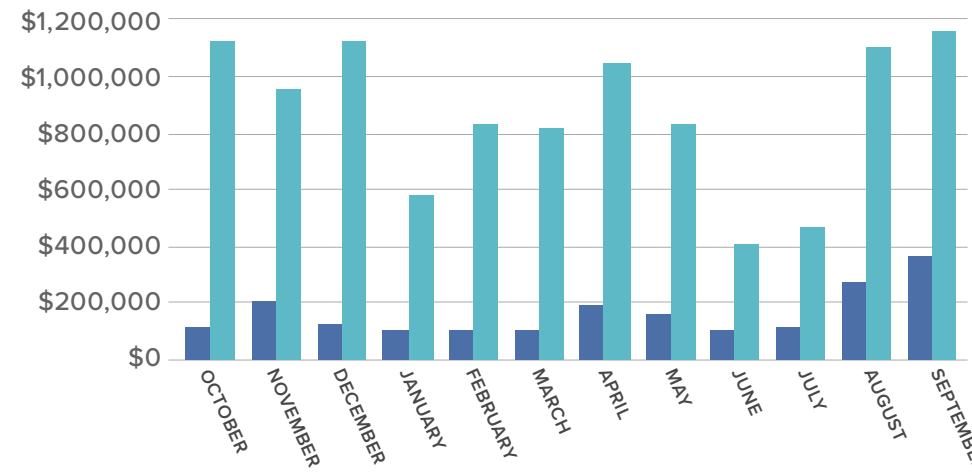
The upcoming robust lineup of performances, in combination with steadily rebuilding the book of business in the Kessel D. Stelling Ballroom, indicates a bright future for the next 15 years.



## MONTHLY OPERATING REVENUES

■ 2021 ■ 2022

The Cobb Energy Performing Arts Centre remained shuttered for fiscal year 2021. Live performances returned in October 2021, the beginning of fiscal year 2022.



## COBB ENERGY CENTRE

Fiscal year ending September 30, 2022 (unaudited)

OPERATING REVENUES	\$10,431,000
OPERATING EXPENSES	(6,898,000)
OPERATING RESULTS*	\$3,533,000

\*Operating results do not include depreciation expense of \$2.4 million.

## COBB ENERGY CENTRE 2022

Total Events/  
Performances

178

Total Attendance  
180,000

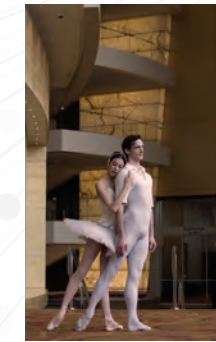
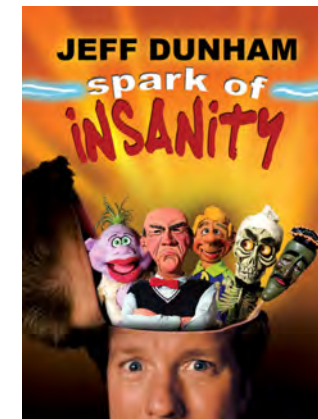
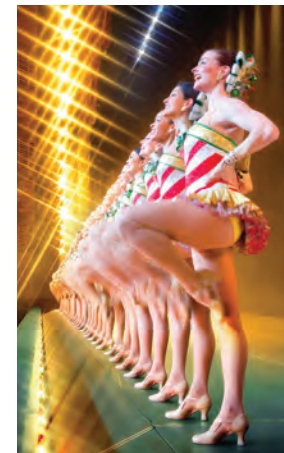




ANNIVERSARY

15

COBB ENERGY PERFORMING ARTS CENTRE



### INTERGOVERNMENTAL REVENUES

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

Collections for fiscal year 2022 were strong, significantly exceeding both prior year and budget.

*Fiscal year ending September 30, 2022 (unaudited)*

Gross Tax Revenues Remitted to the Bond Trustee:

Hotel/Motel Tax	\$ 21,517,000
Liquor By The Drink Tax	1,487,000
	\$ 23,004,000
Debt Service	(6,582,000)
	\$ 16,422,000
Contractual Payments Back to the County/Municipalities	(8,554,000)
Cobb Travel & Tourism Funding	(1,184,000)
Intergovernmental Revenue Surplus	\$ 6,684,000

### HISTORICAL ECONOMIC IMPACT

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

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

FISCAL YEAR ENDED SEPTEMBER 30	COBB GALLERIA CENTRE	COBB ENERGY CENTRE	COMBINED
2013	\$ 115,445,000	\$ 21,828,000	\$ 137,273,000
2014	122,786,000	24,218,000	147,004,000
2015	122,702,000	19,820,000	142,522,000
2016	131,227,000	24,184,000	155,411,000
2017	135,754,000	25,357,000	161,111,000
2018	172,228,000	25,402,000	197,630,000
2019	144,885,000	28,851,000	173,736,000
2020	70,055,000	15,737,000	85,792,000
2021	36,058,000	2,664,000	38,722,000
2022	142,360,000	23,110,000	165,470,000



# ARTSBRIDGE FOUNDATION

ArtsBridge Foundation hosted some programs and inaugurated others in the 2021-2022 program season, despite the continuation of the COVID-19 pandemic. Students from public, charter and private schools as well as homeschool groups attended three field trips to Cobb Energy Performing Arts Centre. Thanks to an exclusive invitation, the Foundation held its first hybrid field trip to The Art of Banksy: "Without Limits" exhibit. Students participated in the onsite community day event at Underground Atlanta, which included a private docent tour and interactive artmaking. Two masterclasses, one in-person and one virtual, were conducted to help students learn how to act in a virtual world and tell a powerful story through song. The annual Georgia High School Musical Theatre Awards – Shuler Hensley Awards® program provided students a record-breaking \$25,000 in scholarships and earned a fifth Southeast Emmy® Award nomination!

In line with its commitment to I.D.E.A. – Inclusion, Diversity, Equity, and Access – ArtsBridge launched a new outreach program – Arts @ the Y, a partnership with YMCA of Metro Atlanta and Synchronicity Theatre – over the summer. The new program removes barriers by improving the accessibility of arts education and taking the arts to students. Additionally, a Title I school was treated to a unique sound check and talk back opportunity with Black Violin, two classically trained string instrumentalists who infuse their music with hip hop.



ArtsBridge said farewell to a long-serving member of our Board of Directors – Larry M. Dingle, Esq. He was a cherished friend and mentor to many, and ArtsBridge is ever grateful for the innumerable personal and professional contributions he made to the organization and beyond.

The new program season will present a full slate of exciting programs, fresh initiatives, sustained outreach, and more. Join ArtsBridge to experience their exceptional arts education and see how your partnership and support helps them to engage, motivate, and elevate Georgia's K-12 students now and into the future!





# ARTSBRIDGE FOUNDATION >> BOARD OF DIRECTORS



**President**  
**Clare Richardson**  
Dian Fossey  
Gorilla Fund



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



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



**Charles A. Chesnutt**  
SVP & Treasurer  
Genuine Parts Company



**Barbarella Diaz**  
Executive VP of  
Community Affairs  
Diaz Foods



**Alexandra  
Jackson Harris**  
Singer/Musician



**Vice-President**  
**Joanne Truffelmann**  
MADWOMEN



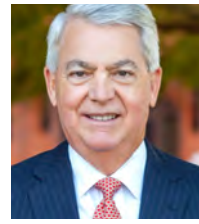
**Jerry Nix**  
CFO (Retired)  
Genuine Parts Company



**Sam Olens**  
Counsel, Public Policy  
Dentons



**Samit Roy**  
CEO  
Scicom Infrastructure  
Services, Inc.



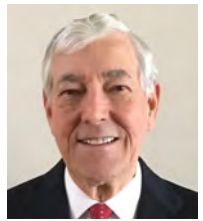
**Kessel D. Stelling**  
*(Emeritus)*  
Executive Chairman of  
the Board of Directors  
Synovus Financial Corp.



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



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



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



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



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



## ARTSBRIDGE FOUNDATION, INC.

For fiscal year 2022, there was a combination of virtual and in person programs.

*Fiscal year ending September 30, 2022 (unaudited)*

Support and Revenues	\$ 717,000
EXPENSES	\$ (736,000)
Change in Net Assets	\$ (19,000)

# ARTSBRIDGE FOUNDATION >> 2022 DONORS

## PRODUCER \$25,000+

Amazon  
Cobb-Marietta Coliseum &  
Exhibit Hall Authority  
Georgia Lottery  
The Molly Blank Fund –  
The Arthur M. Blank Foundation  
Walton Communities

## DIRECTOR \$10,000 – \$24,999

AIDS Healthcare Foundation  
Bennett Thrasher Foundation  
BlackLight Productions, Inc.  
Bobbie Bailey Foundation  
Jimmy & Helen S. Carlos  
Cobb Energy Performing Arts Centre  
Delta Community Credit Union  
Emerson Climate Technologies  
Genuine Parts Company  
Georgia Council for the Arts  
The Imlay Foundation  
The Martha & Wilton Looney Foundation  
National Endowment for the Arts  
Jerry & Cheryl Nix  
Scicom Infrastructure Services, Inc.

## DESIGNER \$5,000 - \$9,999

Abney Family Foundation  
Cassius F. Butts  
Kristin Cheek  
Ed Voyles Automotive Group  
John & Mary Franklin Foundation  
KIA Motors America, Inc.  
Nonna's Garden  
Clare Richardson  
S Martin  
Georgi Taja  
Joanne Truffelmann  
Jack & Jean Ward

## PLAYWRIGHT \$2,500 - \$4,999

Benson Family Foundation Fund  
René & Barbarella Diaz  
Eric Edwards

Laz Parking  
Melissa Legaux  
Lockstep Technology Group  
Marietta Kiwanis Foundation Art Fund  
Jay & Christine Nix  
Renasant Bank  
Ken & Bernette Sherman  
David & Michele Swann  
Ticketmaster  
The Vinings Rotary Charity Fund

## PRESENTER \$1,000 - \$2,499

Rupa Brooks  
Helen A. Carlos & Ron Hilliard  
Children's Healthcare of Atlanta  
Robert Clayton  
Jason Coleman  
Daktronics  
Katherine Dingle  
Gay Construction  
Georgia Council for the Arts  
Gene & Patricia T. Henssler  
High Grove  
Wyatt T. Johnson  
Kakkasseril Family Fund  
Mrs. Peter G. Kessenich, Sr.  
McKenney's  
Maripat Newington  
Sam & Lisa Olens  
Ingrid Saunders Jones

## LEAD PERFORMER \$500 - \$999

Judith M. Alembik  
Brandon Bernero  
Gary & Susan Berntson  
Kimberly Blass  
Lake Boyer  
Cobb EMC Community Foundation  
Cobb Travel & Tourism  
Lynn Cochran-Schroder  
Scott Fielder  
Lynn Flanders  
Keli Gambrill  
Jermaine Gurvin

John Hill  
Edward & Vickie Hubbard  
Steve Hughes  
Valerie Jackson  
Anand Julka  
William Lawson  
Luci and Stan Sunshine Foundation  
Monika Mueller  
Ryan Pappafotis  
James L. Rhoden, Jr.  
Bennie Shaw  
Rob Turner  
Cynthia Widner-Wall

## ENSEMBLE \$250 - \$499

Anonymous (1)  
David & Sherry Abney  
Regan Burnett  
Craig & Lisa Cupid  
Patricia L. Dickey  
Santhosh Dharma  
Roderick Dingle  
Jennifer D. Dobbs  
Stacy J. Dobbs  
Angela Ewers  
Bruce & Fran Friedrich  
Nicki Glee  
Pam Hubby  
Karen Hudson  
Sheila Jiwani  
Kennesaw State University  
Foundation, Inc.  
Veronica Kessenich  
Elsa Kiflu  
Susan Melanie Levy  
David Manuel  
Craig McMahon  
Dean Michaels  
Nicholas Wolaver

## AUDIENCE \$1 - \$249

Anonymous (766)  
Jo Ann P. Ard  
Julie Arnold

Bonnie Benson  
Maria Bowes  
Brittany Bromfield  
Megan-Claire Chase  
Susan Coulter-Wall  
Sondra Dillon  
Georgianna Ferrero  
Ryan & Megan Gardiner  
Narasimha Guduru  
Dave Herman  
Hannah Hunt  
Reina Jones  
Delores Kennedy  
Beth Kepple  
Michael Knowles  
Donna Krache  
Deborah Lundquist  
Demarcus Marable  
Glen Marts  
Kelli McDonald  
Ellen McGonagil  
Carolyn McKenzie  
Barbara McLain  
Leslie McLeod  
Virginia Miller  
Deborah Minor  
Mark Mitchell  
Scott Morrow  
Barbara Munger  
Andrea Nay-Richardson  
Eric Nielson  
Thomas & Janice Nowakowski  
Lynne O'Brien  
Alyce Paul  
Torsha Perry  
Gabi Rican  
Jerica Richardson  
Donna Strickland  
Suzi Bass Awards  
George & Jan Yano

**IN-KIND**  
Alliance Theatre

Aurora Theatre  
Bennett Thrasher  
Broadway Dreams Foundation  
Chick-Fil-A  
Chris Savas Photography  
Clear Channel Outdoor  
Cobb Energy Performing Arts Centre  
Cobb Galleria Centre  
Courtyard Atlanta Vinings/Galleria  
Diaz Foods  
Encore  
Dawn V. Eskridge  
Fifth Third Bank Broadway in Atlanta  
Fine Line Productions  
Freeman Carpet  
Fox Theatre Atlanta  
Georgia Public Broadcasting  
Georgia State University  
Gibbs Creative  
Joella's Hot Chicken  
Manning Entertainment  
Music Theatre International (MTI)  
Nicholas Wolaver/NEW's Public  
Relations  
Orbit Arts Academy  
Papa John's  
Pamela Pimpleton  
Production Strategies & Design  
Group, Inc.  
Qtego  
Subway  
Synchronicity Theatre  
Up & Up Films  
YMCA of Metro Atlanta

This list reflects gifts given  
between October 1, 2021,  
and September 30, 2022.





## THANK YOU

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

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

The Atlanta Opera photography by Ken Howard and Raftermen.

Atlanta Ballet photography by Kim Kenney and Charlie McCullers.





