

Discover Dunwoody Board Meeting  
June 22, 2023, at 10:00 a.m.

**Board Members Present:** Sharon Kilmartin, Maggie Rosa, Bill Grant, Charlie Augello, David Toolan, Zoe Franciscus, Lavonia De Yampert- Wynn, David Silver, Stephanie Cantwell, Ann Hanlon, David Abes, Cher Breslin

**Others Present:** Ray Ezelle, Mike Jackson, Mark Galvin, Madison Holz, Doug Mckendricks, Michael Starling, Justin Campbell, Jennifer Boettcher

**Board Vision was Discussed.**

- Make Dunwoody the premier destination in Metro Atlanta.
  - Drive economic development.
  - Convey the heart, soul, and energy of Dunwoody.
  - Be the source of information.
  - Improve the quality of life in Dunwoody.

**Speakers**

Justin Campbell -Vice President of Studio Operations (Assembly Atlanta)

Assembly Atlanta

- Gray Television is a leading media company that owns and operates high-quality stations in 113 television markets, reaching 36 percent of US television households.
  - Gray Television also owns video program companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, as well as the studio production facilities Assembly Atlanta and Third Rail Studios. Gray owns a majority interest in Swirl Films.
- Assembly Atlanta is a 135-acre mixed-use real estate complex that sits at the former General Motors Assembly Plant site.
  - The property borders the Interstate 285 Perimeter. It is located 12 minutes from Dunwoody.
- The signature component of the Assembly Atlanta development is the 43-acre Assembly Studios complex featuring soundstages, production offices, warehouse and mill buildings, studio bungalows, event space, and a parking deck.
- Gray Television has entered into a long-term agreement with NBCUniversal Media. NBCU will lease and operate new state-of-the-art studio facilities at Gray's Assembly Atlanta development in metropolitan Atlanta that will be constructed over the next several months.
- NBC Universal's lease with Gray will include a full suite of facilities to support television and film production. The new facilities will include multiple soundstages, production office space, warehouses and mill space, parking, and other necessary amenities.
- Adjacent to the Assembly Studios complex is Third Rail Studios, a movie and television production facility spanning seven acres that opened in 2016 and that Gray acquired in September 2021.
- Outside the Assembly Studios complex, current plans for Assembly Atlanta include mixed-use and commercial buildings around a town center concept when completed in

the next five to seven years. The long-term development plans include a boutique hotel, townhouses, apartments, entertainment venues, e-gaming facilities, conference center, and office buildings.

#### About Assembly

- Filmmakers have access to an extensive range of new cutting-edge facilities that cater to every aspect of movie production.
- The studio boasts 22 sound stages across eight studios, a retention pond turned into a shooting tank for films, and a 140-ft tall LED screen, the largest in the United States.
- The Main Street is decked with brick and ironwork facades to simulate being in New Orleans, New York City, Europe, or Chicago cityscape.
- Production offices and post-production suites are designed to streamline filmmaking. The studio offers a seamless workflow from dressing rooms to prop rentals, enabling filmmakers to focus on their creative endeavors without logistical hindrances.
- The façade of the Main Street is for filming purposes, while the immediate inside space includes hair and makeup, dressing rooms, standard office rooms, and in the back, enormous sound stages.
- The second phase of their work will focus on creating a park open to the public with a pond water feature and an amphitheater for local events.
  - The public can drive through the complex, down Main Street, and picnic at the park.
- Justin oversees Third Rail and Assembly Studios day to day operations
- Assembly is its own community improvement district

#### Michael Starling

- The gateway sign is still moving forward, the decision will be made 2nd the week of July
  - Finalized location, utilities
  - 23 Signs
- The swing is funded. 60ft long
  - need to find a good location
- City council moving forward w/ bond 60 million.
  - Nov election, for parks and green space
- Greenlight art project
  - 2 phases with 13 of them
  - 3rd phase will add 6 more
  - Talking with PCID on how to expand to the Perimeter
- \$50,000 budget for art in the city
- The city should look at the placemaking plan
- High St
  - Phase 1 will include 150,000 square feet of retail and restaurants, approximately 600 luxury rental apartments, approximately 90,000 square feet of new loft office space, and 222,000 square feet of existing office space, all elegantly connected by a 3/4 acre public park.

- 598 apartments
- 150,000 Sq ft of retail
- 100,000 Sq ft of new office
- Phase 2-more residential focus
  - Will add a big park in the middle
- CAMPUS 244
  - hotel, green space, parking deck
  - 80% of office space leased
  - IHG
  - a transportation company from Charlotte moving HQ
  - Element hotel-same management company as the AC

#### Ann Hanlon-Executive Director of the PCID

- 285 400 interchange project is on schedule
- bridges & lanes will be scheduled to open in June
- PCID Spent 10 million on beautification and should be complete next year
- putting pressure on DOT to get his
- bad news on the 400 projects: 1 bidder dropped out, and now there are 2
- early action project moving forward
  - Pitts rd,
  - bridges in Alpharetta
- Transit project- top end of 285 from assembly to Braves stadium
- working w/ Dunwoody & Sandy Springs on bridge decorations
- 10 bridges -3 million per bridge

#### Trails

- Ashford Dunwoody trail starting soon
- many trails are under design
- Costco & Cox trail
- Hammond medical center trail
- the bond referendum will help
- working w/ the city & Marta to improve Dunwoody station
  - the parking deck is never full
  - want to make this station a connecting point.
  - working w/ someone for beautification

#### Discussion

- rebranding the perimeter community
- Video to replace the old one
- not focused on the PCID, just perimeter
- to create a new fresh brand of perimeter
- 3 Marta stations in the Business District
- Marta is confusing, and gross district
- We are now focused on the experience of the perimeter, which is an evolution.

## Board meeting Called to Order 11:01

### Treasury Report - Bill Grant

- Checking account: \$200,000
- ICS Checking:\$ 292, 973
- CDARS: \$343,291
- Treasury bills:\$508,160
- total reserve non-checking: \$ 1, 144,424
- Total funds: \$ 1,344, 424
  
- 2023 YTD Highlights
  - Dunwoody Hotel Room Nights
    - YTD Actual 209,883
    - YTD Budget 201,401
    - YTD 2022 180,104
    - YTD 2019 143,767
    - YTD B2019 162,201
  
  - Dunwoody Hotel Room Revenue
    - YTD Actual \$30.826m
    - YTD Budget \$28.143m
    - YTD 2022 \$23.635m
    - YTD 2019 \$23.352M
    - YTD 2018 \$24.343m
  
  - Dunwoody Hotel Occupancy
    - YTD Actual: 66.19
    - YTD Budget 63.51
    - YTD 2022 56.80
    - YTD 2019 54.23
    - YTD 2018 61.24
  
  - Dunwoody Hotels ADR
    - YTD Actual 146.87
    - YTD Budget 139.74
    - YTD 2022 131.23
    - YTD 2019 162.43
    - YTD 2018 150.08
  
- 2023 Group Room Nights (MJ)
  - 96,210 Group Rooms Currently Contracted for 2023 VS 64,381 Group Rooms that were contracted for 2022
  - Added 16,177 Group RNs in a year after 1st Q
  
- Jan - May 2024
  - 14,650 Group Rooms Contracted vs. 6,550
  - Same Time last year

- 223.7% Increase
- Sales Team Strategy
  - Focus
    - new business, existing business, expansion, shift market share
    - Create new demand
  - Digital Engagements
    - CVent RFP Platform
    - LinkedIn
    - Video Interviews
    - MINT
  - Introduce Planners to Dunwoody
    - Strategic Partnerships
    - Site Visits
    - Familization Tours
    - Planner Events
  - Sales Engagements
    - Face 2 Face
    - Telephone
    - Email
    - Social Solicitation
  
- Incentive Program Success
  - The goal of the Program: Shift the Market Share
  - ELIGIBILITY: This must be a new meeting (not held in Dunwoody in the last 3 years) or moved from a non-Discover Dunwoody hotel. Incentives will be paid to the planner after the event based on actualized room nights. Hotels must receive approval from Discover Dunwoody prior to offering to clients.
  - Incentive: \$5:00 to \$12.50 per room night
  - Weekend Business - New Initiative to be launched August - December
  - 2023 YEAR-TO-DATE RESULTS
    - 21 Definite Bookings with signed contracts in Dunwoody Hotels
    - 3.5 Definite Bookings per month since January 2023
    - 14,241 Room Nights Booked in 2023 using Discover Dunwoody Incentive
    - \$131,926 Committed Incentive Dollars YTD
      - Worth \$1,993,740 in approximate Room Revenue Contracted (2023 & 2024)
        - 15 Bookings to actualize in 2023 (\$76,184)
        - 6 Bookings to actualize in 2024 (\$55,742)
  
- Marketing Key Initiatives (Mark)
  - Cox Enterprises - for the month of May
    - Mobile Precise - Geo-targeting competitor hotels and Perimeter Office space: 474,239 impressions; 1,539 ad clicks
    - Social Media - 915,734 impressions; 6,816 ad clicks
    - SEM: 42,545 impressions; 4,604 clicks

- BookNow Performance: 1,008 clicks
    - Other: Access Atlanta and Audio Marketing
    - Weekend Business
  - Social Media Focus: grow followers on all platforms
  - Blogs: new every week. Impacting SEO. Last month: 7,196 organic clicks; + 32% Y/Y
  - New Partnerships:
    - Georgia Entertainment News (3 events in Dunwoody)
    - Lucie Content
    - Sunny Ashman - Perimeter Training Alliance
- Community Engagement Discussion Guest
  - Trolley for 4th of July parade
  - re-discover Dunwoody
  - use the trolley on tour around Dunwoody
    - perimeter area, village, Jet ferry
    - Celebrity hosts
      - for front-line employees and even locals
      - Free service, prizes
      - Lean Economies working on all stops
- How Can Discover Dunwoody become more involved in the community? (Discussion)
  - Go to different organizations and give presentations on what Discover Dunwoody is (Charlie)
  - quarterly meetings w/ the city, board, companies, organizations, DD (Michael Sterling)
  - Retention and engagement meeting
  - looking at doing at the terraces focused on the top businesses in Dunwoody
  - average Dunwoody Citizen doesn't know what's going on or what Discover Dunwoody is
  - the goal should be "Wow, I want to come back" (Charlie)
  - Goals = Educate the community at large
  - educate visitors
  - Ravinia newsletter
  - PCID did a big survey with over 1800 responses
    - experience question results were low
    - lack of awareness from people working in Dunwoody
    - connecting all the pockets throughout Dunwoody
    - develop a map w/ City & hotels
    - DD map plugin on the website
  - give employees talking points
- **Open Floor – No new or old business discussed**
- **No Executive Session Called**
- **Meeting Adjourned at 11:59am**