

A wide-angle photograph of the Atlantic City skyline at sunset. The sky is a mix of orange, pink, and blue, with scattered clouds. The city's buildings are silhouetted against the bright horizon. In the foreground, the ocean is calm, reflecting the colors of the sky. A large, semi-transparent purple circle is centered over the image, containing the text 'MEET AC'.

MEET --- AC

2018 ANNUAL REPORT

ATLANTIC CITY
CONVENTION & GROUP SALES

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MEET AC **MISSION**

Our mission is to create enhanced visitor spending and economic impact through attracting meetings and conventions to Atlantic City.

MEET AC **VISION**

Our vision is to become a preeminent resort destination sales and marketing organization focusing on the meeting & convention markets.



JIM WOOD
CEO



MATTHEW DOHERTY
BOARD CHAIR

Once again our sales and marketing team turned in a record year, booking 371,996 current and future hotel room nights for Atlantic City. This marks the fifth consecutive year that Meet AC has shown hotel room night growth. From a revenue standpoint the future hotel room night bookings will bring in nearly \$400 million in tourism economic impact to Atlantic City. This means that for every one dollar in luxury tax we receive from the Casino Reinvestment Development Authority (CRDA), Meet AC is returning \$48 back to our local economy.

In 2018 we benefited from the mid-year openings of the Hard Rock Hotel Casino (formerly the Trump Taj Mahal) and Ocean Resort Casino (formerly the Revel). The reopening of these two properties reenergized Atlantic City and brought back previous customers and new faces to the city. It also created much-needed positive press as members from the trade and national media wrote excellent stories espousing the resurgence of Atlantic City. Other tourism attractions opened in 2018 including the Observation Wheel on the Steel Pier. This provided us with opportunities to talk about the tourism attractions convention delegates can enjoy in their free time while attending their meeting or convention.

MEET

The Meet AC team continues to focus primarily on convention center business. The Atlantic City Convention Center is our main focus as we continue to do all we can to grow bookings and revenues for the building. We've seen more demand for single property bookings and significant growth specifically in our sports segment. The CRDA's investment in purchasing sport courts for the Atlantic City Convention Center will aid in bookings for the building. In 2018 we began to turn our focus to Esports, more specifically for Jim Whelan Boardwalk Hall. CRDA, Spectra, Meet AC and InGame are working collaboratively to bring Esports business to Atlantic City.

By all accounts 2018 was a very successful year in the meetings and conventions market. 2019 should be an even better year for Meet AC, Atlantic City and the meetings market as a whole. We've created a great deal of momentum moving forward with aggressive sales strategies, reopening our Washington DC office, targeted marketing and communication strategies and deploying our sales team in those vertical markets that best fit meeting and convention business opportunities for Atlantic City.



2018 HIGHLIGHTS

Meet AC productivity growth continues in all group segments.
Definite bookings finished the year at 371,996 room nights.
Attendance associated with those events totaled 547,862.
Tentative future room night bookings total 743,657.

ACTUAL

The number of events that occurred in 2018 rose to 244 events.
The room nights associated with events generated by Meet AC finished the year at 320,623, an increase of 46%.
The delegate direct spend associated with these events in 2018 generated \$297,814,732 representing growth of 44% over 2017.

2018 RETURN ON LUXURY TAX INVESTMENT

In 2018, for every \$1.00 invested in luxury tax revenue, Meet AC is returning approximately \$48 back to the local Atlantic City economy.

2018 MEETINGS & CONVENTIONS SALES SUMMARY

Atlantic City Convention Center Booking Events <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	71 198,576 \$197,424,121
Jim Whelan Boardwalk Hall Sales Booking Events <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	7 10,401 \$13,475,817
Hotel Booking Events <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	160 118,567 \$105,901,813
Group Tour Bookings <ul style="list-style-type: none"> • Total Room Nights • Delegate Spending 	44,452 \$32,327,933
Total Booking Events <ul style="list-style-type: none"> • Total Room Nights • Delegate Spending 	238 371,996 \$349,129,684

2018 FINANCIAL PLAN/AUDIT/SUMMARY

JAN - DEC 18

REVENUES

Meet AC **\$6,682,577**
AC Sports Commission **\$552,867**
Total \$7,235,444

PAYROLL & BENEFITS

Meet AC **\$3,030,087**
AC Sports Commission **\$158,726**
Total \$3,188,813

MARKETING

Meet AC **\$2,851,637**
AC Sports Commission **\$364,782**
Total \$3,216,419

CONVENTION

DEVELOPMENT FUNDS
Meet AC **\$738,018**
AC Sports Commission **\$238,055**
Total \$976,073

G&A

Meet AC **\$458,001**
AC Sports Commission **\$66,620**
Total \$524,621

ASSETS

CURRENT ASSETS

Total Cash & Cash Equivalents **\$522,694**
Accounts Receivable **\$5,481**
Prepaid Expenses **\$179,690**
Investments **\$248,352**
Intangible Assets **\$35,000**
Total Current Assets
\$991,217

NON CURRENT ASSETS

Computer Equipment, at cost, less
accumulated depreciation
\$42,246
Total Noncurrent Assets **\$42,246**
Total Assets \$1,033,463

LIABILITIES & NET ASSETS

CURRENT LIABILITIES

Accounts Payable & Accrued Expenses
\$258,009
Accrued Payroll & Related Expenses
\$662,896
Refundable Advance-NJ Dept. of State
\$32,766
Total Current Liabilities
\$953,671

UNRESTRICTED NET ASSETS

Unrestricted net assets **\$79,792**
Total Liabilities & Net Assets
\$1,033,463



2018 CONVENTION CENTER EVENTS/REVENUE



TOTAL CONVENTION CENTER BOOKINGS

	TOTAL
# of Shows	83
# of Room Nights	206,579
# of Attendees	407,084
Delegate Spending	\$208,587,249

TOP REVENUE PRODUCING CONVENTION CENTER EVENTS 2018

GROUP NAME	DELEGATE SPENDING (REVENUE)	ROOM NIGHTS	ATTENDANCE
NJSLM 2018 Annual Fall Conference	\$9,542,116	8,416	9,934
The Pool & Spa Show 2018	\$8,782,593	7,771	8,287
U.S. Futsal Northeast Regional Championship	\$6,167,005	4,000	15,043
2018 Annual NJ School Boards Workshop	\$6,088,453	8,375	8,500
Progressive Atlantic City Boat Show 2018	\$5,243,230	595	36,100
2018 NJEA Annual Exhibition/Meeting	\$5,212,312	2,140	9,729
2018 North American Bengali Conference - Ananda Mandir	\$4,969,415	5,435	3,610
2018 National Association of Elevator Contractors Convention	\$4,633,253	3,913	2,830
AnimeNEXT 2018	\$4,299,196	3,138	22,193
Spirit Cheer 2018	\$4,045,584	2,571	17,058
Adidas Select Series	\$3,371,871	3,202	8,785
Atlantic City Classic Car Show 2018	\$2,928,873	549	18,362
5LINX	\$2,729,556	3,475	1,726
Police Security Expo	\$2,725,577	1,287	6,331
Triple Play 2018	\$2,663,065	3,905	4,513
Lawn and Garden Show 2018	\$2,587,667	3,080	2,087
The Atlantic City Beer and Music Festival	\$2,477,562	299	18,169
Pizza & Pasta Northeast Expo 2018	\$2,287,917	1,412	3,000
2018 Imprinted Sportswear Show	\$2,184,911	1,345	5,799
Atlantic City Jam Fest 2018	\$2,124,475	1,732	7,690
Tri-State Camp Conference 2018	\$1,911,014	1,970	2,534
American Fisheries Society 2018 Annual Meeting	\$1,901,997	3,039	1,300
The NJAA Conference and Expo 2018	\$1,611,289	1,406	1,716
2018 Starbound Gymnastics Competition	\$1,508,285	713	8,225
ATLANTIC BAKERY EXPO 2018	\$1,421,747	896	3,882

2018 EVENTS/REVENUE

JIM WHELAN BOARDWALK HALL

TOP 10 EVENTS BY REVENUE

1. Rod Stewart
2. Luke Bryan
3. Kevin Hart
4. Comedy Fest
5. UFC Fight Night
6. LIT AF
7. Miss America
8. Lit in AC
9. Maxwell
10. Lynyrd Skynyrd

TOP 10 EVENTS BY TICKETS SOLD

1. NJSIAA Wrestling (3 Day Event)
2. Disney on Ice Reach for the Stars
3. Kevin Hart
4. Luke Bryan
5. Comedy Fest (2 Days)
6. Rod Stewart
7. Miss America (4 Days)
8. Lit in AC
9. Lynyrd Skynyrd
10. Maxwell

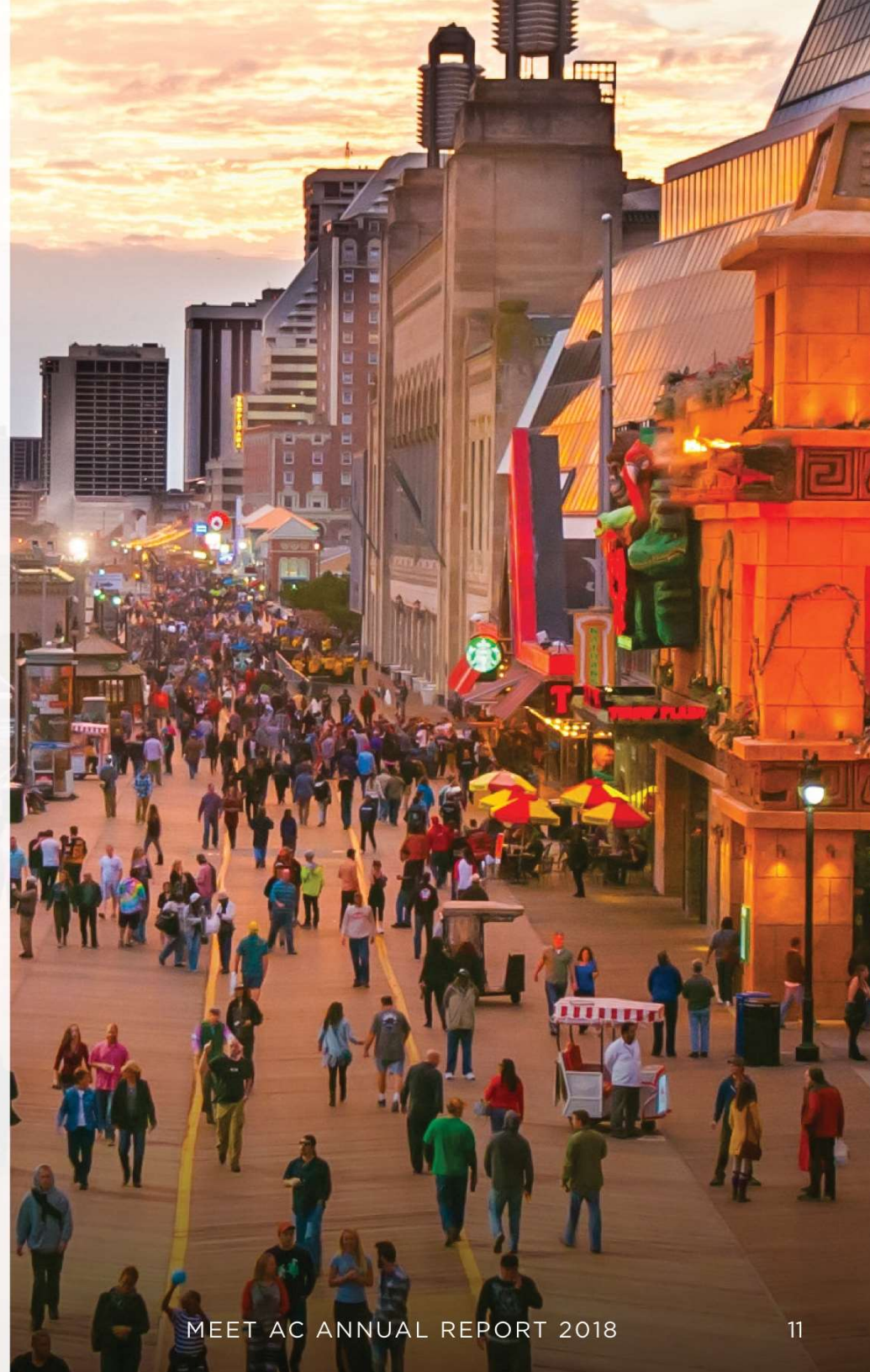
50 TICKETED EVENTS
IN 2018

\$12,158,103
GROSS TICKET SALES



LOOKING AHEAD

Going into our 5th year in business, Meet AC has once again exceeded our room night goals in 2018. We're proud to showcase and book business in the Atlantic City Convention Center as well as throughout Atlantic City. 2019 will be a year of citywide synchronization, with collaboration efforts on marketing projects and increasing room night booking goals. Meet AC has a booking goal of 360,000 room nights for 2019 with a stretch goal of 400,000. It is important to build upon positive relationships with our hotel, casino and non-casino partners to continue to book business. Relationship building is also imperative for positive press to permeate the meetings and conventions market. Meet AC does this by hosting media FAM trips, showcasing Atlantic City to clients and the press. The groups within Meet AC such as the Atlantic City Sports Commission, Group Motorcoach and Film Commission have been seeing growth since 2018. The purchase of sport courts at the Atlantic City Convention Center gives Atlantic City a competitive advantage to host indoor basketball, volleyball and futsal competitions on modular athletic flooring. The Atlantic City Sports Commission is also revising the Sports Planning Guide to include details on the new sport courts as well as new facilities within Atlantic City to host sporting events. Group Motorcoach is thriving by facilitating the New Jersey Tourism Grant to enhance International and Domestic Tourism initiatives through marketing. Atlantic City Film Commission received a major boost in 2018 with the addition of a lucrative film tax incentive program. A 35% tax credit is applicable in Atlantic County meaning filming in Atlantic City poses to be very attractive in 2019. Meet AC will still remain close partners with the CRDA and Spectra, marketing Atlantic City with a primary focus on the Atlantic City Convention Center along with Jim Whelan Boardwalk Hall.



BOARD MEMBERS

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