

A scenic photograph of the Atlantic City skyline at sunset. The sun is a large, bright yellow orb on the right side of the frame, casting a long, shimmering reflection across the wet sand and shallow water of the beach. The sky is a mix of soft pinks, oranges, and blues. The city skyline, featuring several tall buildings, is silhouetted against the bright sky. The beach in the foreground is wide and sandy, with some small waves lapping at the shore.

MEET

AC

ATLANTIC CITY
CONVENTION & GROUP SALES

2019 ANNUAL REPORT

TABLE OF CONTENTS

Mission & Vision	2
Letter from CEO & Board Chair	4
2019 Highlights	6
2019 Sales Goals & Summary	7
2019 Financial Plan/Audit/Summary	8
Convention Center Events/Revenue	9
Jim Whelan Boardwalk Hall Events/Revenue	10
Looking Ahead	11



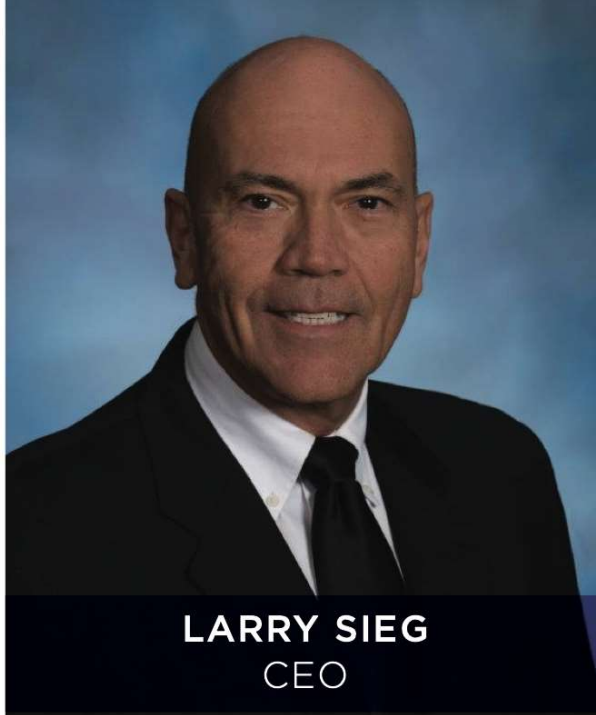


MEET AC **MISSION**

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.



LARRY SIEG
CEO



MATTHEW DOHERTY
BOARD CHAIR

Meet AC saw another record year for the sales and marketing departments by booking 219 events and 394,029 current and future hotel room nights for Atlantic City. This marks the fifth consecutive year that Meet AC has shown hotel room night growth. Delegate spending brought in nearly \$400 million in economic impact to Atlantic City. This means that for every dollar in luxury tax we receive from the Casino Reinvestment Development Authority (CRDA), Meet AC is returning \$48 back to our local economy.

The Meet AC team continues to focus primarily on convention center business. The Atlantic City Convention Center remains our main focus and we continue to do all that we can to grow bookings and revenues for the building. The sales team has seen a greater demand for single

property bookings and significant growth specifically in our sports segment.

The Atlantic City Sports Commission (ACSC), in association with the CRDA, purchased sport courts for the Atlantic City Convention Center and aided in securing several events for the building. ACSC booked over 100,000 room nights and continues in an upward momentum to position Atlantic City as a major sports destination.

Highlights in 2019 include sponsored events such as a five year commitment to the Rock 'n' Roll Marathon Series, confirmed TEAMS Conference & Expo 2021 and other sports opportunities.

MEET

The Atlantic City Film Commission secured two major motion pictures including Halle Berry's directorial debut of *Bruised* and Netflix's zombie apocalyptic movie *Army of the Dead*, along with the filming of an episode of HGTV's hit television show, *House Hunters*.

Additionally, Meet AC hosted the following new conventions to the destination; U.S. Futsal, Adidas Select Events, American Towman, Pizza & Pasta NE Expo, North Atlantic Regional AKA and Service Employees International Union International (SEIU).

The sales team also submitted a bid proposal and presentation for National Association for the Advancement of Colored People (NAACP) 2022.

As we look ahead to 2020, Meet AC will continue to market the awareness of the meeting and convention capabilities of Atlantic City, formulate and implement new strategies to influence meeting planners that Atlantic City is the place to do business.

We sincerely thank the Casino Reinvestment Development Authority for their continued support, as well as the insight and guidance of the Meet AC Board of Directors.

2019 HIGHLIGHTS



Meet AC productivity growth continues in all group segments.
Definite bookings finished the year at 394,029 room nights.
Attendance associated with those events totaled 477,620.
Tentative future room night bookings total 765,916.

ACTUAL

The number of events that occurred in 2019 rose to 268 events.
The room nights associated with events generated by Meet AC finished the year at 403,718, an increase of 26%.
The delegate direct spend associated with these events in 2019 generated \$374,173,490 representing growth of 26% over 2018.

2019 RETURN ON LUXURY TAX INVESTMENT

In 2019, for every \$1.00 invested in luxury tax revenue, Meet AC is returning approximately \$46 back to the local Atlantic City economy.

2019 MEETINGS & CONVENTIONS

SALES SUMMARY

Atlantic City Convention Center Booking Events <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	63 243,021 \$245,162,405
Jim Whelan Boardwalk Hall Sales Booking Events <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	6 9,980 \$15,207,171
Hotel Booking Events <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	150 88,032 \$84,752,447
Group Tour Bookings <ul style="list-style-type: none"> • Total Room Nights • Delegate Spending 	52,996 \$31,690,406
Total Booking Events <ul style="list-style-type: none"> • Total Room Nights • Delegate Spending 	219 394,029 \$376,812,429

2019 FINANCIAL PLAN/AUDIT/SUMMARY

JAN - DEC 19

REVENUES

Meet AC **\$7,224,936**
AC Sports Commission **\$952,093**
Total \$8,177,029

PAYROLL & BENEFITS

Meet AC **\$3,045,750**
AC Sports Commission **\$193,808**
Total \$3,239,558

MARKETING

Meet AC **\$2,718,959**
AC Sports Commission **\$317,062**
Total \$3,036,021

CONVENTION DEVELOPMENT FUNDS

Meet AC **\$1,135,141**
AC Sports Commission **\$433,000**
Total \$1,568,141

G&A

Meet AC **\$367,891**
AC Sports Commission **\$8,223**
Total \$376,114

ASSETS

CURRENT ASSETS

Total Cash & Cash Equivalents **\$775,505**
Accounts Receivable **\$45,722**
Prepaid Expenses **\$137,950**
Investments **\$759**
Intangible Assets **\$35,000**
Total Current Assets
\$994,936

NON CURRENT ASSETS

Computer Equipment, at cost,
less accumulated depreciation **\$42,864**
Total Noncurrent Assets **\$42,864**
Total Assets \$1,037,800

LIABILITIES & NET ASSETS

CURRENT LIABILITIES

Accounts Payable & Accrued Expenses
\$302,067
Accrued Payroll & Related Expenses **\$680,653**
Refundable Advance-NJ Dept. of State
\$18,093
Total Current Liabilities
\$1,000,813

UNRESTRICTED NET ASSETS

Unrestricted net assets **\$36,987**
Total Liabilities & Net Assets
\$1,037,800



2019 CONVENTION CENTER EVENTS/REVENUE



TOTAL CONVENTION CENTER BOOKINGS	TOTAL
# of Shows	90
# of Room Nights	277,015
# of Attendees	489,030
Delegate Spending	\$283,883,171

TOP REVENUE PRODUCING CONVENTION CENTER EVENTS 2019

GROUP NAME	DELEGATE SPENDING (REVENUE)	ROOM NIGHTS	ATTENDANCE
The Pool & Spa Show 2019	\$22,982,952	22,363	15,535
2019 NJSLM Annual Conference	\$22,508,058	21,074	16,295
Spirit Cheer 2019	\$18,755,272	22,666	23,547
U.S. Futsal Northeast Regional Championship	\$17,451,191	19,558	18,281
AnimeNEXT 2019	\$17,173,017	17,308	27,308
2019 NJEA Annual Exhibition/Meeting	\$14,605,755	11,730	12,542
Triple Play 2019	\$14,492,731	14,634	7,787
2019 Annual NJ School Boards Workshop	\$9,764,305	12,445	8,500
Atlantic City Classic Car Show 2019	\$8,835,696	8,605	29,052
Atlantic City Jam Fest 2019	\$7,924,476	9,177	12,105
Atlantic City Showcase - High School Basketball	\$7,392,164	10,553	17,470
Progressive Atlantic City Boat Show 2019	\$7,043,816	2,888	39,404
2019 Imprinted Sportswear Show	\$6,971,819	5,418	7,304
Police Security Expo	\$6,196,586	4,060	8,668
U.S. Futsal Northeast National Championship	\$5,997,330	7,137	7,548
Tri-State Camp Conference 2019	\$5,630,776	6,238	3,800
Boardwalk Block Party - Volleyball	\$4,594,296	5,172	7,320
Main Event - Middle School Basketball	\$3,631,092	6,779	7,831
American Towman Exposition 2019	\$3,379,860	3,775	6,960
Pizza and Pasta Northeast Expo 2019	\$3,273,022	2,239	3,000
Atlantic Coast Veterinary Conference	\$3,215,621	3,578	2,900
US Foods Food Fanatics Live 2019	\$3,094,572	1,308	3,713
Lawn and Garden Show 2019	\$2,830,602	3,080	2,200
The 2019 C.H.A.M.P.S. Trade Show East	\$2,802,498	3,457	3,500
Mary Kay 2019	\$2,591,225	1,652	2,781
2019 North Atlantic Regional Conference / Cluster IV	\$2,497,569	3,980	3,700

2019 EVENTS/REVENUE

JIM WHELAN BOARDWALK HALL

TOP 10 EVENTS BY REVENUE

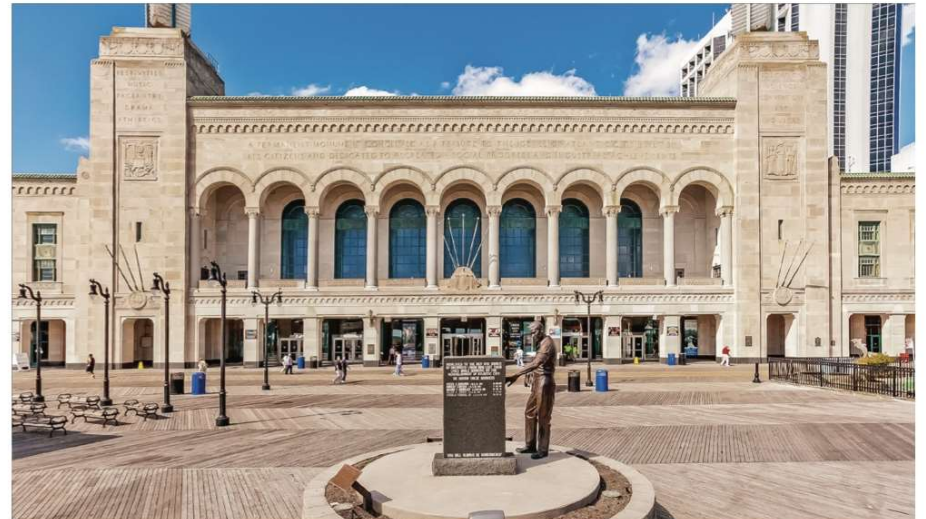
1. Fleetwood Mac
2. Post Malone
3. Jonas Brothers
4. Tool
5. AC Comedy Fest
6. Twenty One Pilots
7. Mother's Day Music Festival
8. Lit in AC
9. B2K
10. Erykah Badu

TOP 10 EVENTS BY TICKETS SOLD

1. NJSIAA Wrestling
2. AC Comedy Fest
3. Tool
4. Post Malone
5. Twenty One Pilots
6. Fleetwood Mac
7. Jonas Brothers
8. Lit in AC
9. Mother's Day Music Festival
10. B2K

37 TICKETED EVENTS
IN 2019

\$12,861,922
GROSS TICKET SALES



LOOKING AHEAD

Meet AC has met and exceeded our 2019 room night goal with 394,029 rooms. Our entire team has worked collaboratively to consistently exceed industry benchmarks in sales and marketing. 2019 has proved to be an exceptional year in citywide collaboration for bringing new business to Atlantic City. Atlantic City has booked American Express Interaction as well as NAACP Conventions for 2021 and 2022 respectively. Meet AC will continue to work closely with Spectra, venue management at the Atlantic City Convention Center, to continue to book business in the convention center and Jim Whelan Boardwalk Hall. 2020 will be a transitional year for the city and the organization. Meet AC will be hiring a new Chief Executive Officer, Larry Sieg, and under his new leadership, we will see our marketing footprint increase. Industry and community partnerships will remain imperative while we continue to embark on our mission of enhancing economic impact through meetings and conventions along with executing an enriched vision for the organization under Larry's direction. The Atlantic City Sports Commission's continued success has allowed for growth within the organization with the addition of another sports sales manager. Group Motorcoach continues to facilitate the tourism grant and enhances domestic and international tourism throughout Atlantic City. Atlantic City is booming as a film destination lately which is no surprise since the 35% tax credit is attracting filming of all varieties to our city. Meet AC, Atlantic City Film Commission and the city of Atlantic City continue to be a partner to all producers by assisting with permits, insurance and providing a local services directory. Meet AC values our relationships with the CRDA and our Board of Directors for understanding our vision to market and sell Atlantic City positively and effectively.



BOARD MEMBERS

MATTHEW DOHERTY | Chairman
Executive Director, CRDA

BILL YOUNG | Vice Chair
Director Facilities, CRDA

EVAN SANCHEZ | Treasurer
Entrepreneur

DIANE SPIERS | Secretary
VP Advertising & Marketing, Ocean Casino Resort

LAUREL DEVINEY | Trustee
General Manager, Courtyard by Marriott Atlantic City

SHELLEY WILLIAMS | Trustee
Vice President of Sales, Hard Rock Hotel & Casino

ROSA FARIAS | Trustee
Deputy Executive Director, CRDA

LEGAL COUNSEL JACK PLACKTER | Attorney at Law
Fox Rothschild LLP

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1 Convention Blvd • Atlantic City, NJ 08401

meetac.com



