

MEET  
AC

# 2020 ANNUAL REPORT



MEET  
AC

ATLANTIC CITY  
CONVENTION & GROUP SALES



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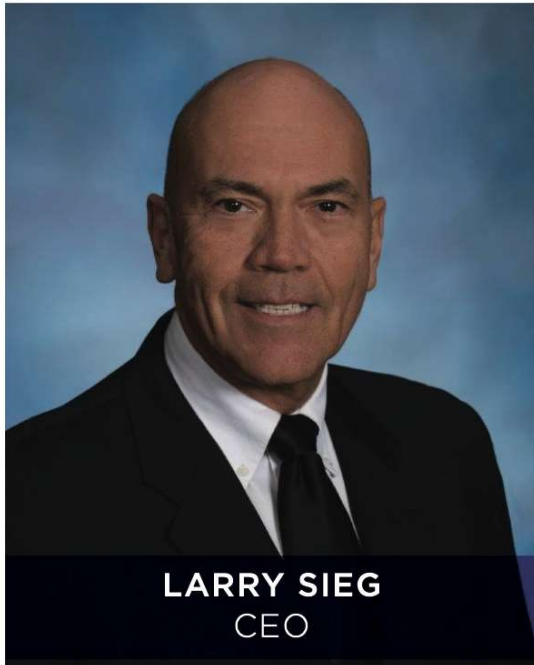


## MEET AC **MISSION**

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.



**LARRY SIEG**  
CEO



**MATTHEW DOHERTY**  
BOARD CHAIR

## LETTER FROM CEO & BOARD CHAIR

We never imagined that on March 13th, the world would hold its breath and be in the midst of a worldwide pandemic. After a long pause, and once we were able to exhale, we had to pivot and begin the process of putting a plan in place to engage with our clients to make certain that Meet AC remained in the forefront of people's minds for what most of us thought was a few weeks, perhaps a month, but certainly not over a year.

Once a government lockdown and stay-at-home order were in place, work for Meet AC was just beginning. While working remotely, our sales and services teams began to immediately connect with our clients and reschedule many of the events originally planned for 2020, as well as maintain relationships with 2021 event planners, keeping them excited to come to Atlantic City upon its restart and recovery. Even under the extreme situation our team faced during the year, they were able to book 108,000 in the year for the year and future rooms nights that will result in over \$107 million in economic impact for the destination.

It was very important not only for the meetings and conventions industry, but the leisure market as well to engage with clients and visitors that our destination will recover, re-open and resume. The marketing team collaborated with the CRDA marketing team and created a "Stronger Together" video message that reached more than 50k clients and visitors with overwhelming open rates and positive responses.

The Meet AC sales team forged a partnership with the Spectra sales team, continuing 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 and film market segments.

# MEET



Upon the reopening of the destination in July and under the significant state restrictions and CDC guidelines, the Atlantic City Sports Commission (ACSC) saw continued growth and was able to host several outdoor events in 2020 including AVP Junior Volleyball Championships and Beach Pole Vaulting/Vertical Adventures. These two events yielded over 6,000 room nights and over \$5 million in economic impact in the height of the pandemic.

Due to the tremendous state tax incentives, the Atlantic City Film Commission continued to see significant interest in Atlantic City as a viable option for the filming of major motion picture and television productions, music videos, documentaries, and reality-based programming.

As we look ahead to 2021, Meet AC will continue to market the awareness of the meeting and convention capabilities of Atlantic City, formulate and implement new strategies to earn meeting planner's confidence that Atlantic City is a clean, safe and healthy environment 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.



# 2020 HIGHLIGHTS

A photograph of the Atlantic City Convention Center at night. The building's facade is illuminated with bright lights, and several flags are flying from tall poles in front of it. The sky is a mix of orange and purple, suggesting a sunset or sunrise. The text "Atlantic City CONVENTION CENTER" is visible on the building's structure.

*Atlantic City*  
CONVENTION CENTER

## PRODUCTION - FUTURE BOOKINGS

Meet AC productivity growth continues in all group segments.

Definite bookings finished the year at 98,929\* room nights.

Attendance associated with those events totaled 135,503.

Tentative future room night bookings total 134,781.

## ACTUAL BOOKINGS

The number of events that occurred in 2020 was 63 events.

The room nights associated with events generated by Meet AC finished the year at 99,142\*\*.

The delegate direct spend associated with these events in 2020 generated \$100,272,264.

\*Total Room Nights booked in the year, for the year and future.

\*\*Actual Room Nights picked up in 2020

# 2020 MEETINGS & CONVENTIONS

## SALES SUMMARY

|  |  |
|--|--|
| <b>Atlantic City Convention Center Bookings</b> <ul style="list-style-type: none"> <li>• Room Nights</li> <li>• Delegate Spending</li> </ul> | <b>8</b><br><b>44,928</b><br><b>\$41,321,010</b>   |
| <b>Jim Whelan Boardwalk Hall Sales Bookings</b> <ul style="list-style-type: none"> <li>• Room Nights</li> <li>• Delegate Spending</li> </ul> | <b>3</b><br><b>5,870</b><br><b>\$12,306,510</b>    |
| <b>Hotel Booking Events</b> <ul style="list-style-type: none"> <li>• Room Nights</li> <li>• Delegate Spending</li> </ul>                     | <b>40</b><br><b>25,632</b><br><b>\$27,765,695</b>  |
| <b>Group Tour Bookings</b> <ul style="list-style-type: none"> <li>• Total Room Nights</li> <li>• Delegate Spending</li> </ul>                | <b>22,499</b><br><b>\$19,518,559</b>               |
| <b>Total Booking Events</b> <ul style="list-style-type: none"> <li>• Total Room Nights</li> <li>• Delegate Spending</li> </ul>               | <b>51</b><br><b>98,929</b><br><b>\$100,911,774</b> |



# 2020 FINANCIAL PLAN/AUDIT/SUMMARY

**DEC 31, 2020**

## ASSETS

## LIABILITIES & NET ASSETS

### REVENUES

Meet AC **\$4,589,091**  
AC Sports Commission **\$735,532**  
**Total \$5,324,623**

### PAYROLL & BENEFITS

Meet AC **\$2,180,913**  
AC Sports Commission **\$182,626**  
**Total \$2,363,539**

### MARKETING

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

### CONVENTION DEVELOPMENT FUNDS

Meet AC **\$243,379**  
AC Sports Commission **\$193,500**  
**Total \$436,879**

### G&A

Meet AC **\$397,495**  
AC Sports Commission **\$6,605**  
**Total \$404,101**

### ASSETS

Total Cash & Cash Equivalents **\$2,607,906**  
Accounts Receivable **\$0**  
Prepaid Expenses **\$129,968**  
Note Receivable **\$25,0000**  
**Total Current Assets**  
**\$2,762,874**

### NON CURRENT ASSETS

Intangible Assets **\$35,000**  
Equipment, less depreciation **\$37,3570**  
Note Receivable, Net of Current Portion **\$ 75,000**  
Total Non-current Assets **\$147,3574**  
**Total Assets \$2,910,231**

### CURRENT LIABILITIES

Accounts Payable & Accrued Expenses **\$142,526**  
Accrued Payroll & Related Expenses **\$105,06**  
Refundable Advance-NJ Dept. of State **\$49,0053**  
Deferred Revenue-CRDA **\$1,897,146**  
Deferred Revenue- CRDA Contractual Budget Reserve **\$372,000**  
Due to SBA-PPP Loan **\$307,500**

**Total Current Liabilities**  
**\$2,873,244**

### UNRESTRICTED NET ASSETS

Unrestricted net assets **\$36,987**  
**Total Liabilities & Net Assets**  
**\$2,910,231**





# 2020 CONVENTION CENTER EVENTS/REVENUE



| TOTAL CONVENTION CENTER BOOKINGS HELD IN 2020 | TOTAL        |
|---|--------------|
| # of Shows                                    | 21           |
| # of Room Nights                              | 68,752       |
| # of Attendees                                | 145,239      |
| Delegate Spending                             | \$75,647,524 |

## TOP REVENUE PRODUCING CONVENTION CENTER EVENTS 2020

| GROUP NAME  | DELEGATE SPENDING (REVENUE) | ROOM NIGHTS | ATTENDANCE |
|---|-----------------------------|-------------|------------|
| The Pool & Spa Show 2020  | \$17,631,351                | 17,413      | 11,134     |
| Spirit Cheer 2020   | \$15,187,398                | 17,321      | 22,101     |
| U.S. Futsal Northeast Regional Championship                           | \$13,893,430                | 12,068      | 17,339     |
| Progressive Atlantic City Boat Show 2020                              | \$6,271,362                 | 870         | 41,736     |
| Atlantic City Classic Car Show 2020                                   | \$5,915,011                 | 2,433       | 20,408     |
| Tri-State Camp Conference 2020  | \$4,854,270                 | 5,398       | 3,100      |
| Atlantic City RV and Camping Show Feb 2020                            | \$2,973,905                 | 133         | 9,874      |
| 2020 Starbound Gymnastics Competition                                 | \$1,195,827                 | 929         | 3,800      |
| Association of Teacher Educators 2020                                 | \$984,919                   | 2,350       | 320        |
| NJ Music Educators Assn 2020 State Conference                         | \$791,891                   | 720         | 2,000      |
| 113th Infantry Battalion Yellow Ribbon Reintegration Program Post 1&2 | \$354,254                   | 615         | 282        |
| NAPDS Conference 2020   | \$208,395                   | 225         | 550        |
| The Dance Xperience   | \$207,385                   | 160         | 500        |

Note: COVID-19 hit 3/16/2020

# 2020 EVENTS/REVENUE

## JIM WHELAN BOARDWALK HALL

### EVENTS BY REVENUE

1. Celine Dion
2. All Stars of Hip Hop
3. Kane Brown
4. HS Wrestling
5. Valentine's Day Concert
6. Epic Cheer
7. MAAC
8. Indoor Auto Racing

### EVENTS BY TICKETS SOLD

1. NJSIAA High School Wrestling
2. All Stars of Hip Hop
3. Epic Cheer
4. Kane Brown
5. Celine Dion
6. MAAC
7. Indoor Auto Racing
8. Valentine's Day Concert

**8** TICKETED EVENTS  
IN 2020

**\$2,970,352**  
GROSS TICKET SALES







## LOOKING AHEAD

Meet AC has proved to be a resilient organization when faced with unprecedented challenges to the hospitality industry. We are being creative in our collaboration with clients to rebook and move their events. Our destination affords us the option to utilize wide-open outdoor venues when an event's attendance numbers prohibit the use of an indoor venue.

Meet AC has revised our Incentive Program from 2021 – 2025. We have booked multi-year deals for 2022-2025 and new business for the Atlantic City Convention Center. Some of the shows coming to Atlantic City are MEDCO 2021 & 2022, North American Basketball Association 2021, Business Network of Offshore Wind 2022, and Atlantic Coast Veterinarian 2022. Meet AC is forging ahead with strategic partnerships with our industry partners, including Meeting Professionals International, Smart Meetings, HelmsBriscoe, Connect, International Association Exhibitions and Events, and more. We are ensuring a safe and mindful approach to meetings returning to Atlantic City.

The Atlantic City Sports Commission has successfully moved several sporting events and is gearing up to host TEAMS 2021 in September. Group Tourism business continues to rise, with a newly updated website and enhanced digital campaign. Atlantic City is getting phenomenal exposure from new film opportunities due to The Atlantic City Film Commission publicizing the NJ tax credit. Major motion pictures, as well as tv shows, are using Atlantic City as their prime location for filming. Meet AC has worked with Spectra on a Guide to Reopening for the Atlantic City Convention Center and Jim Whelan Boardwalk Hall.

Our plan to keep clients safe includes site visit protocols, transportation information, virtual swag bags, and a new content strategy combining sustainability practices and corporate social responsibility programs and elevating their exposure to the meeting planner market. Meet AC wants to help planners create meaningful and memorable experiences in Atlantic City, all while doing so safely and responsibly. Meet AC, in coordination with the CRDA, will continue to forge on as the destination marketing organization for Atlantic City and we thank our Board of Directors for understanding our mission and vision.



# MEET AC



## 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



**ATLANTIC CITY**  
CONVENTION & GROUP SALES

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