

2021

A N N U A L R E P O R T

MEET
AC

MEET
AC

ATLANTIC CITY
CONVENTION & GROUP SALES



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MEET AC

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

As we reflect on the beginning of 2021, the COVID-19 pandemic continued to have considerable impact on bookings and room nights and an overall economic impact on the destination and region. While there was a small number of show cancellations within Q1 & Q2, many events chose to reschedule for later in the year or for 2023 and roll deposits over, showing positive signs for Meet AC and the destination.

A comprehensive clean and safe operations plan continued in place to meet the guidelines set forth by the Governor, under the guidance of the New Jersey Department of Health. The Atlantic City Convention Center was pleased to once again hold both GBAC (Global Biorisk Advisory Council) and LEEDS (Leadership in Energy and Environmental Design) certifications, signifying the Atlantic City Convention Center is a clean and safe place to do business.

The sales and services team continued to engage with our clients in all aspects of their convention and/or meeting needs. Meet AC's sales team exceeded all room night expectations and booked several new in-the-year-for-the-year and future pieces of business, including US Pickleball Open Tournament, International Lion's Club and United States Postmasters, just to name a few.

The Atlantic City Sports Commission continued to see significant growth in the destination and hosted several outdoor and indoor events, including US Futsal Championships, AVP Junior National Volleyball Championships and TEAMS '21 Conference & Expo.

Our Group Tour department continued its presence in the marketplace and generated a significant number of room nights for Atlantic City. With the reopening of the borders between Canada and major international destinations, our tour department allocated more resources to these markets through a substantial grant from the New Jersey Department of Travel and Tourism.

The Atlantic City Film Commission continued to gain interest from major production inquiries for the destination. Many of these opportunities provided incremental exposure to our destination and increased location scouting for upcoming major motion pictures, music videos and documentary films.

Our Marketing and Communications departments continued to increase visibility in the market with updated imagery, as well as print and digital advertising to drive incremental visitation to Meet AC's four websites and engaging with regional and national media outlets and publications to foster positive stories about Atlantic City.

As we look ahead beyond the pandemic, Atlantic City is positioned to do extremely well in multiple vertical markets, and Meet AC is poised to continue to bring meaningful meetings to the destination, driving increased room nights and economic impact.

2021 HIGHLIGHTS



PRODUCTION - FUTURE BOOKINGS

Meet AC productivity growth continues in all group segments.

Definite bookings finished the year at 230,697 room nights.

Attendance associated with those events totaled 319,187.

Tentative future room night bookings total 310,574.

ACTUAL BOOKINGS

The number of events that occurred in 2021 rose by 43%.

The room nights associated with events generated by Meet AC finished the year at 136,087.

The economic impact associated with these events in 2021 generated \$89,098,992.

- In 2021, for every \$1.00 invested in luxury tax revenue, Meet AC is returning approximately \$30 back to the local Atlantic City economy.

2021 MEETINGS & CONVENTIONS SALES SUMMARY

Atlantic City Convention Center Bookings <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	39 60,760 \$79,780,185
Jim Whelan Boardwalk Hall Sales Bookings <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	1 1,778 \$2,854,038
Hotel Booking Events <ul style="list-style-type: none"> • Room Nights • Delegate Spending 	142 133,056 \$130,535,796
Group Tour Bookings <ul style="list-style-type: none"> • Total Room Nights • Delegate Spending 	34,935 \$30,639,741
Total Booking Events <ul style="list-style-type: none"> • Total Room Nights • Delegate Spending 	183 230,697 \$247,131,573





2021 FINANCIAL PLAN

	ACSC	Meet AC	TOTAL
Revenues	\$1,071,623	\$6,367,348	\$7,438,971
Payroll & Benefits	\$275,593	\$2,649,867	\$2,925,460
Marketing	\$397,270	\$3,143,464	\$3,540,734
Convention Development Funds	\$391,252	\$323,133	\$714,385
G&A	\$7,508	\$250,884	\$258,392

2021 FINANCIAL AUDIT/SUMMARY

ASSETS		ACSC	Meet AC	TOTAL
	CURRENT ASSETS			
	Total Cash & Cash Equivalents	\$9,424	\$2,998,407	\$3,007,831
	Due From Related Company	\$-8,409	\$0	\$-8,409
	Accounts Receivable	\$0	\$3,313	\$3,313
	Prepaid Expenses	\$5,170	\$133,653	\$138,823
	Note Recceivable, Current	\$0	\$25,000	\$25,000
	Total Current Assets	\$6,185	\$3,160,373	\$3,166,558
	NON-CURRENT ASSETS			
	Intangible Assets	\$0	\$35,000	\$35,000
	Equipment, Less Depreciation	\$0	\$38,869	\$38,869
	Note Receivable, Net of Current Portion	\$0	\$50,000	\$50,000
	Total Non-Current Assets	\$0	\$123,869	\$123,869
TOTAL ASSETS	\$6,185	\$3,269,707	\$3,269,707	
LIABILITIES & NET ASSETS	CURRENT LIABILITIES			
	Accounts Payable & Accrued Expenses	\$6,185	\$885,760	\$891,945
	Accrued Payroll & Related Expenses	\$0	\$654,104	\$654,104
	Refundable Advance - NJ Dept. of State	\$0	\$75,442	\$75,442
	Deferred Revenue - CRDA	\$0	\$919,449	\$919,449
	Deferred Revenue - CRDA Contractual Budget Reserve	\$0	\$405,000	\$405,000
	Due to Related Company	\$0	\$-8,409	\$-8,409
	Due to SBA - PPP Loan	\$0	\$307,500	\$307,500
	Total Current Liabilities	\$6,185	\$3,247,255	\$3,238,904
	UNRESTRICTED NET ASSETS			
	Total Unrestricted Net Assets	\$0	\$36,988	\$36,988
	TOTAL ASSETS	\$6,185	\$3,284,243	\$3,275,892

2021 CONVENTION CENTER EVENTS/REVENUE



TOTAL CONVENTION CENTER BOOKINGS HELD IN 2021	TOTAL
# of Shows	37
# of Room Nights	40,279
# of Attendees	104,477
Delegate Spending	\$33,459,948

TOP REVENUE PRODUCING CONVENTION CENTER EVENTS 2021

GROUP NAME	ECONOMIC IMPACT (REVENUE)	ROOM NIGHTS	ATTENDANCE
2021 NJLM Annual Conference	\$10,064,715	8,280	13,600
Atlantic City Jam Fest 2021	\$4,976,185	3,431	19,950
2021 NJEA Annual Exhibition/Meeting	\$4,921,633	2,977	6,015
Triple Play 2021	\$4,498,269	3,905	6,606
U.S. Futsal National Championship - July 2021	\$4,263,582	3,053	7,821
Police Security Expo	\$2,651,437	1,264	5,800
2021 Impressions Expo	\$2,505,080	1,905	2,400
MEDCO/Ace Tool/G2S Customer Appreciation Show	\$2,292,817	2,995	1,500
The 2021 C.H.A.M.P.S. Trade Show East	\$2,032,348	1,112	6,100
INTERaction 2021	\$1,865,279	2,620	700
TEAMS 2021	\$1,476,985	2,905	796
Atlantic City Jam Fest 2021 - Session 2	\$1,413,333	904	5,650
Atlantic Coast Veterinary Conference	\$1,341,425	1,035	913
2021 N.E. Regional Carwash Convention	\$1,145,922	969	1,629
First Fives Tournament	\$735,512	200	4,089
Amerikick Internationals	\$529,414	586	1,415
GRAND TOTALS	\$46,713,936	38,141	84,984

*Atlantic City Convention Center closed to events January 21, 2021 - June 19, 2021 due to utilization as mega-site for COVID vaccinations and testing.

2021 EVENTS/REVENUE

JIM WHELAN BOARDWALK HALL

EVENTS BY REVENUE

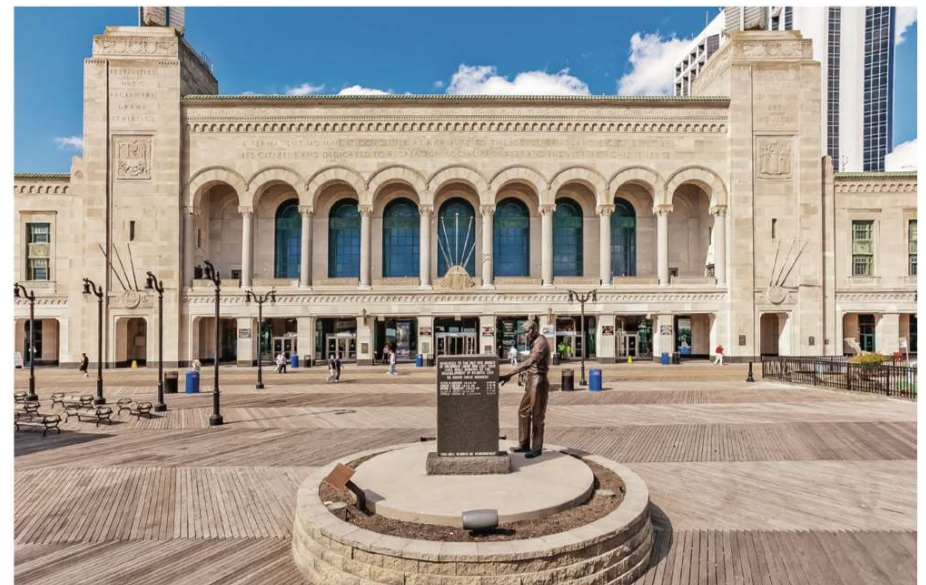
1. Atlantic City Comedy Festival
2. Michael Bublé
3. Maze Ft. Frankie Beverly

EVENTS BY TICKETS SOLD

1. Atlantic City Comedy Festival
2. Michael Bublé
3. Maze Ft. Frankie Beverly

3 TICKETED EVENTS
IN 2021

\$3,894,740.⁰⁴
GROSS REVENUE





LOOKING AHEAD

2021 has proved to be a challenging yet fruitful year for Meet AC. While the COVID-19 pandemic had a significant impact on bookings, room nights and overall economic impact to the destination and region, many shows rescheduled to later in the year and managed to have successful turnouts. In 2022, we are proud to have a multitude of clean and safe initiatives in our destination. The Atlantic City Convention Center continues to implement a plan to keep guests safe, and casino and non-casino hotel properties have the proper precautions set in place to host a variety of events. We've proven that we can successfully host large-scale events in a responsible manner as well as incorporate hybrid meeting options to events of all sizes. We're excited to welcome these new shows to Atlantic City in 2022: Business Network for Offshore Wind, Marathi Vishwa, Atlantic City Indoor Pickleball Championship, North American Basketball Association World, EP Henry (Mid-Atlantic Hardscaping Tradeshow) and the much-anticipated 2022 NAACP National Convention. Multiyear deals coming to Atlantic City include New Jersey Education Association 2022 through 2025, Police Security Expo 2023 and 2024, Tri-State Camp Conference 2022 and 2023, Triple Play Realtor Convention and Trade Expo 2022 and 2023, and C.H.A.M.P.S. Trade Show East 2022 and 2023. The Atlantic City Sports Commission hosted a successful TEAMS 2021 and Jimmy

Johnson's Quest for the Ring Championship Fishing Week, and both events will be making a return to Atlantic City - TEAMS 2029 and Jimmy Johnson's Fishing Tournament in 2022. Sports is a booming market in Atlantic City, and we are capitalizing on the availability of our unique outdoor venues, beach and boardwalk and variety of space within the city. Our Group Tour department continues to leverage our international relationships and is paying close attention to the reopening of certain borders to continue doing business with our key overseas market and our Canadian market. Business is booming for the Atlantic City Film Commission with the continued success of our lucrative film tax incentive, which has brought feature films to Atlantic City with all-star casts; premium networks such as Netflix and Amazon Prime Video are filming in our destination. Meet AC continues to work with Spectra Venue Management to provide up-to-date sales and marketing information for our clients. Meet AC is expanding upon our meaningful meetings campaign by incorporating additional regenerative tourism initiatives, continuing planner education, and introducing sustainability concepts to businesspeople and visitors alike. Meet AC would like to thank the CRDA and our Board of Directors for believing in our mission and vision as the Destination Marketing Organization for Atlantic City.



BOARD MEMBERS

MATTHEW DOHERTY | Chairman
Executive Director, CRDA

BILL YOUNG | Vice Chair
Director Facilities, CRDA

EVAN SANCHEZ | Treasurer
Entrepreneur

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

ROSA FARIAS | Trustee
Deputy Executive Director, CRDA

MEG LEWIS | Trustee
Executive Director, Marketing/Bus Operations, Resorts Atlantic City

SHARON PEARCE | Trustee
Director of Advertising, Hard Rock Hotel & Casino Atlantic City

LEGAL COUNSEL JACK PLACKTER | Attorney at Law
Fox Rothschild LLP



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