



ATLANTIC CITY
CONVENTION & GROUP SALES



2022
Meet AC
Annual Report





Meet AC 2022 Annual Report

Table of Contents

MISSION & VISION	4
LETTER FROM CEO & BOARD CHAIR	5
FINANCIAL PLAN	6
FINANCIAL SUMMARY/AUDIT	7
HIGHLIGHTS 2022	8
SALES GOALS & SUMMARY 2022	9
CONVENTION CENTER EVENTS/REVENUE	10
LOOKING AHEAD	11

Mission & Vision



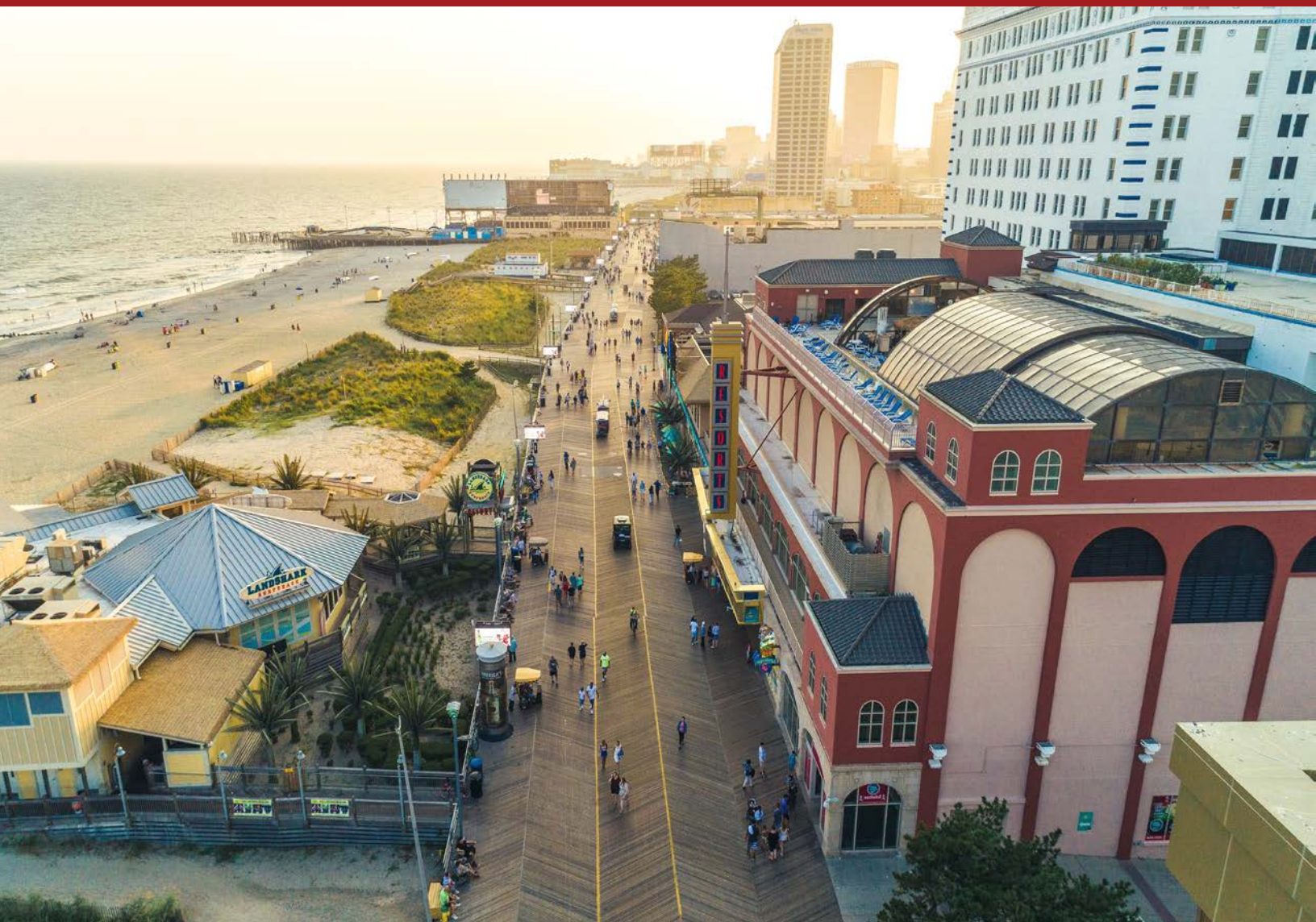
Mission

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



Vision

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



Letter from CEO + Board Chair

BOARD MEMBER CHAIRMAN



Sean Pattwell
Chairman

EXECUTIVE



Larry Sieg
Chief Executive Officer

As we look back on 2022, we found the demand for in-person meetings was stronger than ever. Q1 and Q2 saw meeting and convention numbers back to, if not higher than pre-pandemic levels. The team ended the year with 209 events, booking over 264,000 room nights, and generating over \$300 million in economic impact.

The sales and services team continued to engage with our clients in all aspects of their convention and/or meeting needs. The sales team once again exceeded all room night expectations, and booked several new in-the-year-for-the-year and future pieces of business including Eastern Energy Expo, SEIU (Service Employees International Union Leadership Conference), and Mid-Atlantic Hardscaping Show just to name a few.

Atlantic City played host to the National NAACP Convention in July which generated 1.5 billion media impressions, 9,000 room nights and over \$10 million in economic impact to for the destination. An additional four pieces of business were booked as a direct result of hosting the convention.

The Atlantic City Sports Commission continued to see significant growth in the destination and hosted several outdoor and indoor events including United States Futsal, Zero Gravity and Select Events Basketball Tournaments, JJ Fish Week, and the National Sports Collectors Convention which drew over 50,000 attendees, 14,000 room nights, and over \$15 million in economic impact. The sports sales team directly focused on securing multi-year contracts for many upcoming sporting events and meetings.

Group Tour continued their presence in the marketplace and generated sizable number of room nights for Atlantic City. With international travel demand up, Atlantic City saw a significant increase in interest from several international markets including the United Kingdom, Germany, and Canada.

The Atlantic City Film Commission continued to gain interest from major film studio 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 by contracting with MMGY NJF Public Relations Firm and with updated graphic imagery, videography, print and digital advertising to drive incremental visitation our websites, and engaging with regional and national media outlets and publications to foster positive stories about Atlantic City.

Atlantic City is positioned to do extremely well in multiple vertical markets and is poised to continue to book new and annual meetings to the destination, driving increased room nights and economic impact.

Sean Pattwell, Chairman

Larry Sieg, President & CEO

2022 Financial Plan

	ATLANTIC CITY SPORTS COMMISSION	MEET AC	TOTAL
REVENUES	1,394,636	8,482,988	9,877,624
PAYROLL & BENEFITS	299,929	299,929	3,084,864
MARKETING	329,120	4,564,044	4,893,164
CONVENTION DEVELOPMENT FUNDS	754,020	767,955	1,521,975
G&A	11,567	366,054	377,621



2022 Financial Audit/Summary

ASSETS

Current Assets	
Total Cash & Cash Equivalents	779,031
Accounts Receivable	22,021
Prepaid Expenses	241,918
Note Receivable, Current	25,000
Total Current Assets	1,067,970
Non Current Assets	
Intangible Assets	37,581
Equipment, Less Depreciation & Amortization	177,097
Note Receivable, Net of Current Portion	25,000
Total Non-Current Assets	239,678
Total Assets	1,307,648

LIABILITIES and NET ASSETS

Current Liabilities	
Accounts Payable & Accrued Expenses	275,075
Accrued Payroll & Related Expenses	597,393
Refundable Advance - NJ Department of State	240,497
Deferred Revenue - CRDA	0
Deferred Revenue - CRDA Contractual Budget Reserve	157,696
Total Current Liabilities	1,270,661
Unrestricted Net Assets	
Total Unrestricted Net Assets	36,987
Total Liabilities & Net Assets	1,307,648

2022 Highlights

Meet AC productivity continues in all group segments



Actual

The number of events that occurred in 2022 rose by **151%**

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

The economic impact associated with these events in 2022 generated **\$89,098,992**

In 2022, for every **\$1.00** invested in luxury tax revenue, Meet AC is returning approximately **\$34** back to the local Atlantic City economy.



2022 Meetings & Conventions Sales Summary

Atlantic City Convention Center Bookings

58  **99,861**  **\$136,919,420**
EVENTS ROOM NIGHTS DELEGATE SPENDING

Jim Whelan Boardwalk Hall Sales Bookings

9  **13,088**  **\$22,139,007**
EVENTS ROOM NIGHTS DELEGATE SPENDING

Hotel Bookings

142  **107,199**  **\$101,722,695**
EVENTS ROOM NIGHTS DELEGATE SPENDING

Group Tour Bookings

44,403  **\$39,225,043**
ROOM NIGHTS DELEGATE SPENDING

Total Bookings

209  **264,551**
EVENTS ROOM NIGHTS

\$300,006,165

TOTAL DELEGATE SPENDING

Convention Center Events/Revenue

Total Convention Center Bookings held in 2022:



93 # OF SHOWS



125,222 # OF ROOM NIGHTS



441,971 # OF ATTENDEES



\$153,195,282

DELEGATE SPEND

VISIT ATLANTIC CITY

Top Revenue Producing Convention Center Events 2022

GROUP NAME	ECONOMIC IMPACT REVENUE	ROOM NIGHTS	ATTENDANCE
National Sports Collectors Convention 2022	\$ 18,433,389	6,623	50,000
2022 NJLM Annual Conference	\$ 12,551,917	8,280	15,700
2022 Annual NJ School Boards Workshop	\$ 9,673,591	8,375	8,346
The Pool & Spa Show 2022	\$ 9,555,830	8,246	8,272
U.S. Futsal Northeast Regional Championship 2022	\$ 8,167,398	6,041	25,431
Atlantic City Showcase	\$ 7,051,452	3,935	28,241
Atlantic City Pickleball Open 2022	\$ 6,606,037	5,413	3,000
Boardwalk Block Party - Volleyball	\$ 6,281,193	4,924	18,000
NAACP National Convention 2022	\$ 6,043,217	8,517	9,000
Progressive Atlantic City Boat Show 2022	\$ 5,927,680	924	36,028
Grand Totals	\$ 90,291,703	61,278	202,018

Looking Ahead



Karina Anthony
Senior Director of Marketing

Meet AC has undergone tremendous change and persevered through the pandemic. We have surpassed our room night goal for 2022 with a goal of 300,000 room nights for 2023. Some new meetings and conventions coming to Atlantic City in 2023 include Eastern Energy Expo, Service Employees International Leadership, National Governor's Association and Via Exit. The Atlantic City Sports Commission will welcome back Jimmy Johnson's Quest for the Ring, the Atlantic City Pickleball Open and Pole Vaulting on our beautiful Atlantic City beaches. An increased international grant from the New Jersey Division of Travel and Tourism has been allocated within the organization and utilized for a brand-new Atlantic City Sports Commission tradeshow booth and Group Tour initiatives. The Group Tour market is expanding worldwide, and the grant will ensure Atlantic City is well represented in these markets and allow us to seek representation in Spain, which is a new and emerging market for Atlantic City. The Atlantic City Film Commission is thriving with our tax incentive to bring film business into Atlantic City.

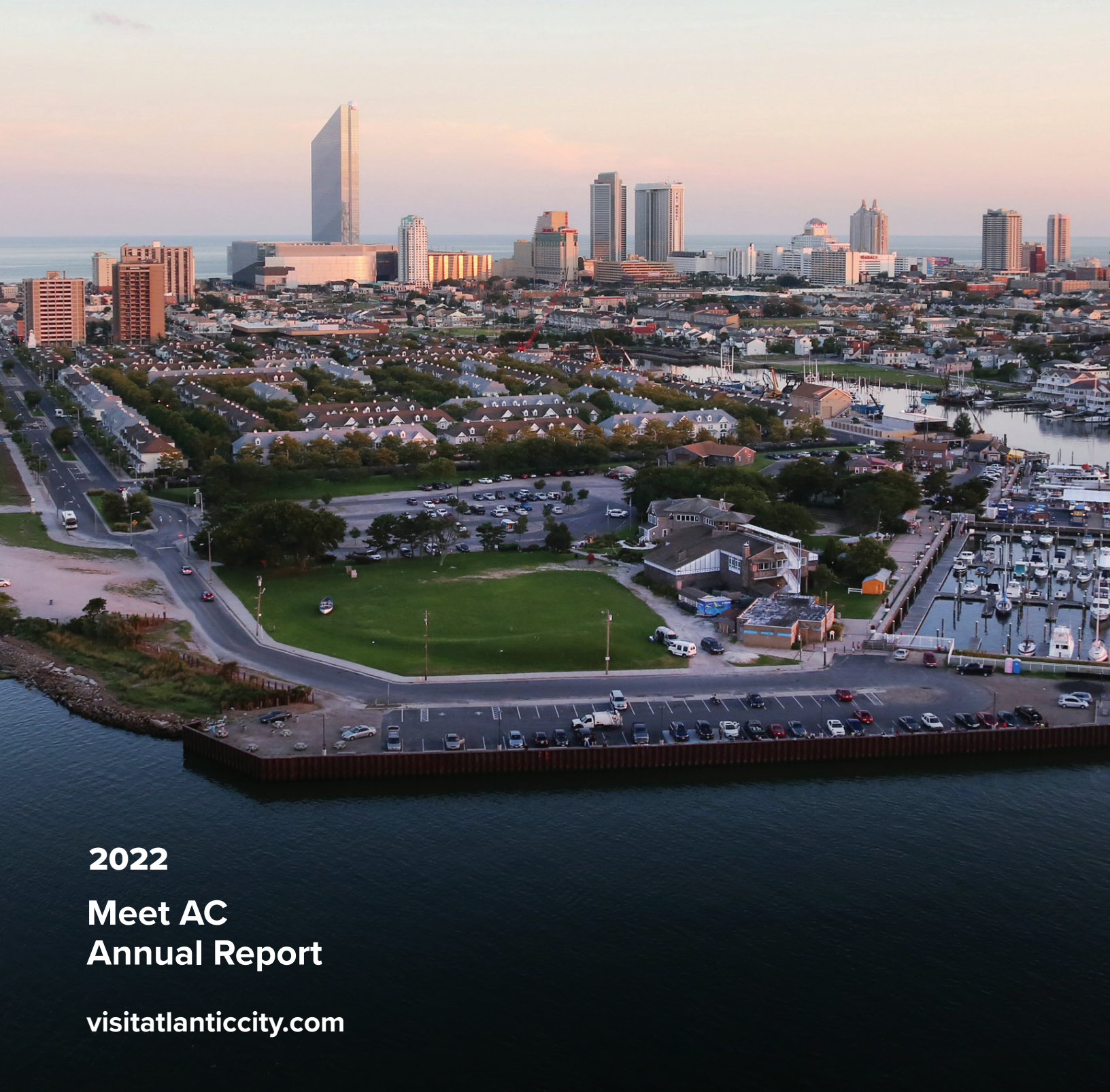
In January 2023, Meet AC underwent a company rebrand that was years in the making. The reasoning behind the rebrand was to take ownership of the narrative of Atlantic City visually, emotionally, and verbally as well as promote our destination strengths and mitigate our weaknesses in an authentic and honest way. We developed a brand backed by data and visitor insights research. This new branding features a fresh and honest identity while encouraging pride in the community. Moving forward, Meet AC is now Visit Atlantic City featuring the tagline, Live to Meet. This is a meetings-first brand centered around the spirited and playful nature of Atlantic City. The brand pillars and personality are indicative of what we represent as a destination as well as a company, we are playful, bold, eclectic, iconic and celebratory. Visit Atlantic City will be launching a new website in Summer 2023 with a variety of marketing programs to support our new branding. We will continue to work with Sales Directors and Managers at the Atlantic City Convention Center, our casino properties and off-site venues to provide the latest information to our customers. As always, Visit Atlantic City would like to thank the CRDA and our board of directors for their unwavering support in our mission and vision.

Karina Anthony, Senior Director of Marketing

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