



# 2025 Annual Report

A YEAR OF MOMENTUM

---

# A YEAR OF MOMENTUM

The next chapter for the Cobb-Marietta Coliseum & Exhibit Hall Authority has begun. At the conclusion of a year filled with unforgettable moments, we “broke bricks” to celebrate the commencement of the much-anticipated renovation and expansion of our convention center.

This fiscal year was nothing short of spectacular, featuring Major League Baseball’s Capital One All-Star Village — a thrilling four-day festival at the Cobb Convention Center during All-Star Week. We also hosted sold-out performances by, among others, music icon Sting and the hilarious Josh Johnson at the Cobb Energy Performing Arts Centre. We celebrated an impactful field trip season and the 17th Shuler Awards at the ArtsBridge Foundation, marking a year that will be etched in our memories.

With new beginnings come fresh leadership and a new identity. We’re thrilled to welcome Charles Beirne as our General Manager & CEO, alongside several key leadership changes. The Cobb Galleria Centre rebranded to the Cobb Convention Center Atlanta, marking a new era with a name that better reflects our location and purpose.

As we continue building our next chapter, the possibilities are endless. Read on to see what we accomplished in Fiscal Year 2025, what’s happening now, and what’s on the horizon.



The future Cobb Convention Center concourse.

# HIGHLIGHTS FROM THE YEAR



## COBB CONVENTION CENTER

### A HOME RUN FOR COBB

Cobb Convention Center spent the year in a substantial growth phase that included playing a key part in Major League Baseball's All-Star Week, kicking off our highly anticipated renovation and expansion, and continuing to host a vibrant calendar of conventions, trade shows, meetings and catering events.



## COBB ENERGY PERFORMING ARTS CENTRE

### A SEASON OF STANDOUT PERFORMANCES

Cobb Energy Performing Arts Centre's success in the global venue community is reflected in its continued ranking in the top 50 venues in Pollstar's Top 200 Theatres Worldwide. The Centre is dedicated to excellence in hosting a diverse array of performances and events, attracting top-tier talent and audiences from around the southeast and the globe.



## ARTSBRIDGE FOUNDATION

### EXPANDING ACCESS THROUGH THE ARTS

The 2024-2025 season for ArtsBridge Foundation was a year of transition and excitement, with new leadership, new partnerships, and a renewed focus on access to educational arts experiences for all Georgia students, regardless of financial circumstance.

"A year of momentum across the campus, the stage, and the classroom."

# LETTER FROM THE CHAIRMAN



**Jerry Nix**  
Chairman, Cobb-Marietta  
Coliseum & Exhibit Hall Authority

In Fiscal Year 2025, the Cobb-Marietta Coliseum & Exhibit Hall Authority began its most ambitious project to date. And we began it with a new leader for the first time in 29 years.

Charles Beirne joined us as General Manager & CEO in December 2024, as final plans were taking shape for an ambitious expansion and renovation of the convention center campus. Charlie's combination of experience leading convention centers, entertainment venues and performing arts centers along with his expertise in major expansion projects made him the perfect fit for our future growth. He has hit the ground running and has provided valuable leadership throughout this transitional time.

The leadership team was also boosted by the promotions of Rob Turner to Chief Operating Officer and Larry Green to Managing Director, as well as the addition of Thomas Fowlkes as Executive Director of the ArtsBridge Foundation. Rob and Larry bring a wealth of experience and leadership qualities to their roles, and Thomas understands the ArtsBridge mission and has the credentials to enhance the brand and exceed our fundraising goals.

Our Authority issued bonds in summer 2025 to fund the \$190 million expansion and renovation project. Getting to this day took a team effort that started with Charlie Beirne and Rob Turner, and we couldn't have gotten there without tremendous collaboration from Cobb County officials. I am thankful for the County and our municipal partners for believing in the importance of modernizing one of Cobb's leading economic generators.

Thanks are also due once again to Vice Chairman Bob Voyles and the rest of the Authority for providing the vision and support for the expansion project. Our Cobb County-based project team of Holder Construction, Rule Joy Trammell + Rubio and Impact Development Management have illustrated what we already knew: world-class talent resides right here in Cobb. I look forward to seeing the new convention facility take shape in anticipation of a grand opening in 2027.

Cobb Energy Performing Arts Centre celebrated another successful year of delivering exceptional performances, while the ArtsBridge Foundation introduced thousands of students to a variety of artistic experiences through field trips and the Georgia High School Musical Theatre Awards.

Sincerely,

**Jerry Nix**  
Chairman | Cobb-Marietta Coliseum & Exhibit Hall Authority

# THE AUTHORITY



**Front Row: Derek Norton | Lisa Cupid | Jerry Nix | Connie Engel**  
**Back Row: Joseph B. Atkins | Steve “Thunder” Tumlin | Robert P. Voyles**

The seven-member Cobb-Marietta Coliseum & Exhibit Hall Authority is a body corporate and politic created by the Georgia General Assembly in 1980 for the purpose of acquiring, constructing, operating and maintaining facilities for the general purpose of promoting cultural growth, education and welfare.

The Authority owns and operates the Cobb Convention Center Atlanta, Cobb Energy Performing Arts Centre, ArtsBridge Foundation and Galleria Specialty Shops.

# LETTER FROM THE CEO

What a first year! It's been an exciting time to step in as General Manager and CEO of the Authority. In my first year alone, we hosted the largest event in the convention center's history during MLB All-Star Week, we issued bonds and broke ground on the convention center renovation and expansion, and we unveiled a new name.

Cobb Energy Performing Arts Centre and ArtsBridge Foundation showcased innovative and diverse programming that reached new audiences.

Thank you to Chairman Jerry Nix and the members of the Cobb-Marietta Coliseum & Exhibit Hall Authority for investing in our facilities and providing the vision for our reinvention. Stay tuned as we make new places to meet.

Sincerely,

**Charles Beirne**  
General Manager & CEO  
Cobb-Marietta Coliseum & Exhibit Hall Authority

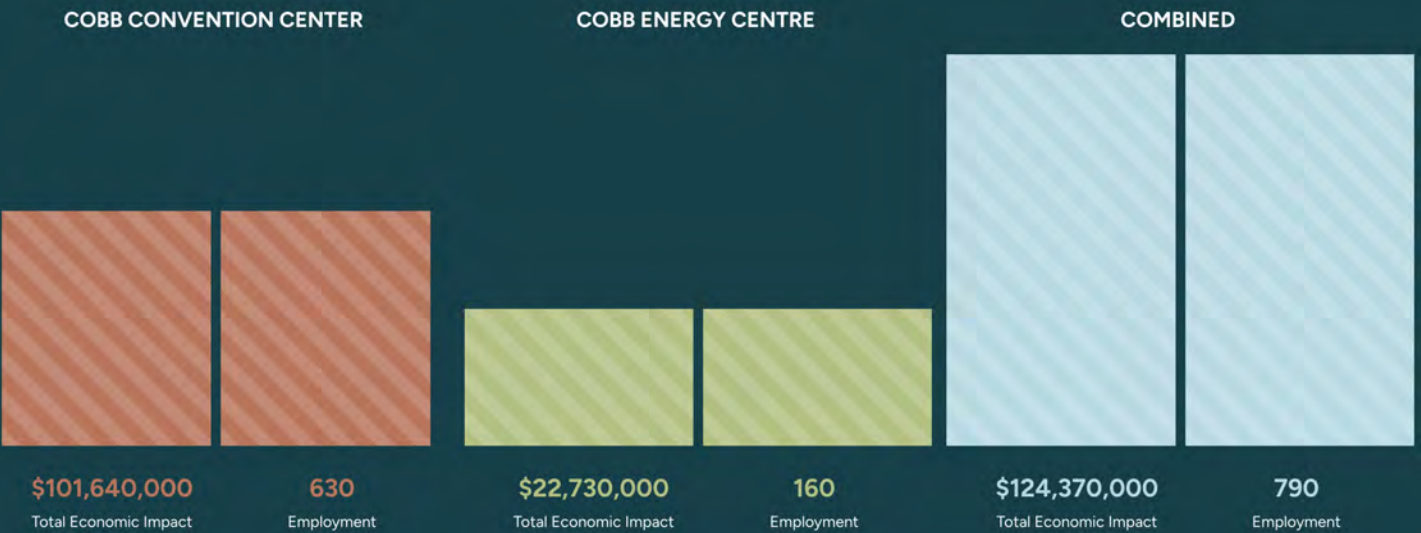


**Charles Beirne**  
General Manager & CEO

# ECONOMIC & TAX REVENUE IMPACT

The Authority engaged a third-party firm to perform an Economic Impact Study for the fiscal year ended September 30, 2025. The study provides an independent analysis of the total financial impact of the combined operations of Cobb Convention Center and Cobb Energy Performing Arts Centre on Cobb County and the State of Georgia.

## ECONOMIC IMPACT — COBB COUNTY



## ECONOMIC IMPACT — STATE OF GEORGIA (INCLUDES COUNTY)



Total Economic Impact is the total direct, indirect and induced spending effects generated by each facility's operations. Employment represents the number of full and part time jobs supported by each facility's operations.

# ECONOMIC & TAX REVENUE IMPACT

## TAX REVENUE IMPACT

### COBB COUNTY

Local Option, Liquor by the Drink, Hotel/Motel Tax



### STATE OF GEORGIA

Sales & Use Tax, Personal and Corporate Income Tax



### TOTAL TAX REVENUE IMPACT

Combined local and state tax revenue impact



● Cobb Convention Center	<b>\$992,000</b>	● Cobb Convention Center	<b>\$4,337,000</b>	● Cobb Convention Center	<b>\$5,329,000</b>
● Cobb Energy Centre	<b>\$499,000</b>	● Cobb Energy Centre	<b>\$1,746,000</b>	● Cobb Energy Centre	<b>\$2,245,000</b>

## HISTORICAL ECONOMIC IMPACT

An Economic Impact Study for the Authority's venues is prepared annually by a third party firm. The table below provides a 10-year history of the Total Economic Impact on the State of Georgia (including Cobb County).

Total Economic Impact is the total direct, indirect and induced spending effects generated by each facility's operations. The decreases for fiscal years 2020 and 2021 are pandemic related.

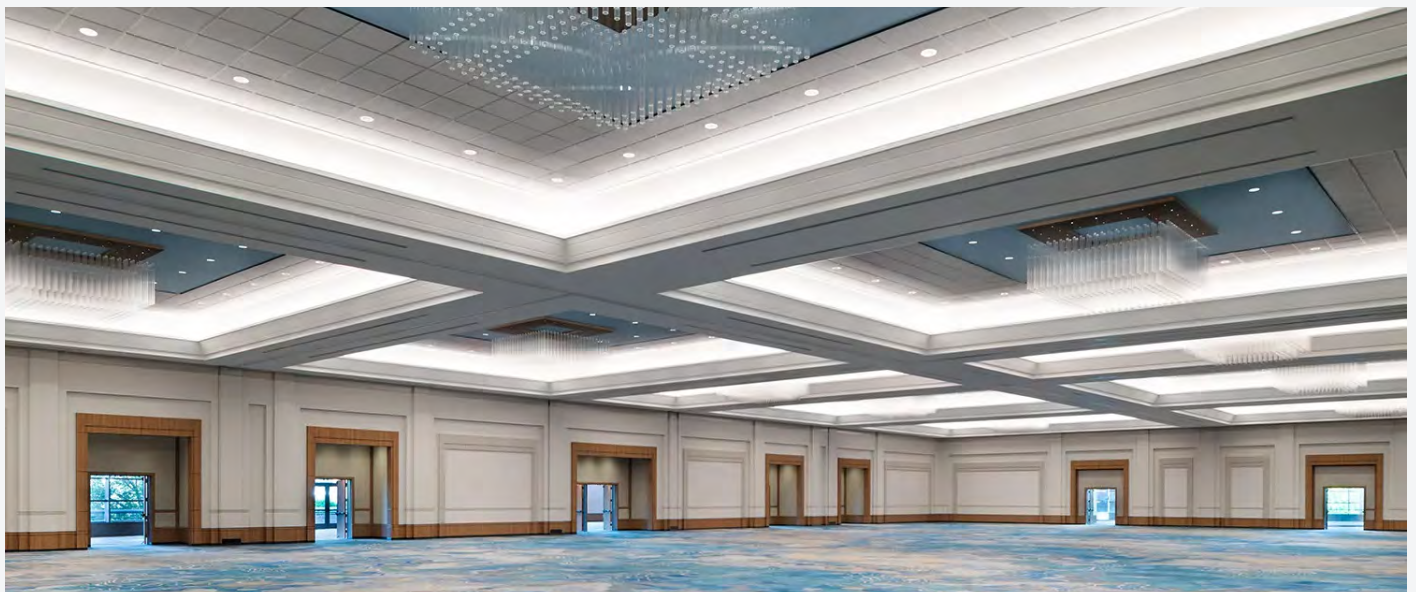


# INTERGOVERNMENTAL REVENUES

Debt service for Cobb Convention Center Atlanta is provided for by a portion of the Hotel/Motel and Liquor by the Drink Taxes collected by Cobb County and six municipalities within the county. The county and municipalities remit the funds directly to the Authority’s Bond Trustee for debt service. Remaining amounts fund the Authority’s contractual obligations to the county and municipalities and provide funding for Cobb Travel & Tourism.

## FISCAL YEAR ENDED SEPTEMBER 30, 2025

Gross Tax Revenues Remitted to the Bond Trustee	
Hotel/Motel Tax	\$23,778,000
Liquor By The Drink Tax	\$1,551,000
	<b>\$25,329,000</b>
Debt Service	(\$4,969,000)
	<b>\$20,360,000</b>
Contractual Payments to the County/Municipalities	(\$12,854,000)
Cobb Travel & Tourism Funding	(\$1,839,000)
<b>Intergovernmental Revenue Surplus</b>	<b>\$5,667,000</b>



# A HOME RUN FOR COBB



**195**  
TOTAL EVENTS

**246,000**  
TOTAL ATTENDANCE

Capital One All-Star Village at the Cobb Convention Center.

Cobb Convention Center spent the year in a substantial growth phase that included playing a key part in Major League Baseball’s All-Star Week, kicking off our highly anticipated renovation and expansion, and continuing to host a vibrant calendar of conventions, trade shows, meetings and catering events.

We were extremely excited to step up to the plate during the 95th Annual Major League Baseball All-Star Game in July 2025. Our Center and Galleria campus transformed into the Capital One All-Star Village, the ultimate destination for baseball fans! Over four thrilling days, we welcomed 51,000 visitors to experience interactive baseball activities and indulge in our Ballpark Bites food court, featuring mouthwatering dishes inspired by 11 Major League Baseball stadiums. Our culinary team truly hit it out of the park!

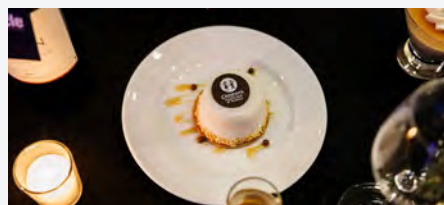
As we wrapped up an incredible summer, we hosted our final month of trade shows and events before closing in September to begin the demolition of the Galleria Specialty Shops and an exciting renovation journey. Our Brick Breaking Ceremony marked the start of this new chapter, where we celebrated with our leadership, project team, partners, and staff, smashing bricks and raising a toast to the future.

With our new name — Cobb Convention Center Atlanta — we’re proud to clarify our identity as a premier venue that bridges Cobb and Atlanta. This change not only highlights our geographic significance but also emphasizes our commitment to hosting unforgettable conventions and large-scale events. Here’s to a bright future ahead!

## OPERATING RESULTS — FISCAL YEAR ENDED SEPTEMBER 30, 2025

Operating Revenues	\$15,268,000
Operating Expenses	(\$12,407,000)
Operating Results*	\$2,861,000

\*The convention center was closed from September 9, 2025 through the remainder of the fiscal year.



# A SEASON OF STANDOUT PERFORMANCES



Peter Frampton live at the Cobb Energy Centre.

**221**  
TOTAL EVENTS

**227,000**  
TOTAL ATTENDANCE

Cobb Energy Performing Arts Centre’s success in the global venue community is reflected in its continued ranking in the top 50 venues in Pollstar’s Top 200 Theatres Worldwide. This achievement highlights the Centre’s dedication to excellence in hosting a diverse array of performances and events, attracting top-tier talent and audiences from around the southeast and the globe.

In 2025, the Centre hosted hundreds of performances highlighted by Sting, The National Ballet of Ukraine, Derek Hough, Dave Koz, Alton Brown, October London, The Thorn, Brit Floyd, The Wiggles and three Josh Johnson performances.

Resident companies The Atlanta Opera and Atlanta Ballet showcased world-class productions in the John A. Williams Theatre. Atlanta Ballet staged Stravinsky’s Rite of Spring, Swan Princess, Coppelia and 22 performances of the ever-popular The Nutcracker. The Atlanta Opera’s innovative season was highlighted by Wagner’s Siegfried, a continuation of the “Ring” cycle, as well as performances of Mozart’s The Magic Flute, Verdi’s Macbeth and Handel’s Semele.

The Skyline Lounge, introduced last year, continues to be a patron favorite. The VIP space includes exclusive use of the lounge starting prior to showtime and during intermission, access to a dedicated bar featuring exclusive specialty cocktails, and food and drink included with lounge admission.

The Kessel D. Stelling Ballroom remains a preferred destination, hosting some of Atlanta’s most prominent corporate and social events including Children’s Healthcare of Atlanta, Institute of Nuclear Power Operations, Atlanta Jewish Film Festival and the ArtsBridge Foundation’s Overture Gala.

## OPERATING RESULTS — FISCAL YEAR ENDED SEPTEMBER 30, 2025

Operating Revenues	\$11,251,000
Operating Expenses	(\$8,030,000)
<b>Operating Results*</b>	<b>\$3,221,000</b>

\*Operating results do not include depreciation expense of \$2.8 million.



# EXPANDING ACCESS THROUGH THE ARTS



Students on an ArtsBridge field trip.

<b>THE SHULER AWARDS</b>	
<b>63</b> Schools	<b>3,164</b> Students
<b>FIELD TRIPS</b>	
<b>11,427</b> Students	<b>\$50,000</b> Transportation Subsidies Provided
<b>SERVED</b>	
<b>71</b> Title 1 Schools	<b>24</b> Counties

The 2024–2025 season for ArtsBridge Foundation was a year of transition and excitement, with new leadership, new partnerships, and a renewed focus on access to educational arts experiences for all Georgia students, regardless of financial circumstance.

ArtsBridge welcomed new Executive Director Thomas Fowlkes, a seasoned arts administrator and Atlanta native whose previous experience includes Atlanta Ballet (General Manager), Theatrical Outfit (Managing Director), Horizon Theatre (Managing Director), and Jamestown Properties (Ponce City Market) in addition to his work in New York, Chicago, and Houston.

The Field Trip Season was an exciting one, starting with a great local arts partnership with Synchronicity Theatre, presenting Mufaro’s Beautiful Daughter. This musical adaptation of a traditional African folktale celebrates the rich and colorful culture of Africa using elements of storytelling, magic, and traditional dance, drumming, and song.

Next, we presented Artrageous, a multi-talented group of artists that combine visual art, dance, live music, and audience interaction, ending up with real oversized paintings at the end of the performance! We then journeyed to the world of Mr. Pout-Pout Fish for our youngest students who learned about friendship, looking out for others, and finding one’s inner strength, all with the help of music and puppets. Almost 5,000 Cobb County Schools

students saw the Atlanta Symphony Orchestra take a musical tour throughout the geography of the Southeast, and finally the Georgia Symphony Orchestra played one of the most exciting orchestra scores in Carnival of the Animals by Camille Saint-Saëns.

This year, the Georgia High School Musical Theatre Awards — The Shuler Awards (GHSMTA) celebrated its 17th anniversary with over 60 schools and 3,000 students participating. Students received invaluable feedback from industry professionals, helping elevate their artistic programs statewide. In April, the final show was presented live on Georgia Public Broadcasting and viewed by thousands across the state.

The annual Overture Gala, “One Enchanted Evening,” was another major highlight. The evening featured a chef-curated dinner, a craft cocktail experience, and performances by C.J. Hicks Elementary’s Fantastic Falcons, Shuler Alum and educator Alexandra Payne, and members of the GHSMTA 2025 Leading Performer groups. More than \$200,000 was raised through live and silent auctions, with guests deeply moved by the stories and performances. The annual event is the main fundraiser for the ArtsBridge Foundation.

## FINANCIALS — FISCAL YEAR ENDED SEPTEMBER 30, 2025

<b>Support and Revenues</b>	<b>\$705,000</b>
<b>Expenses</b>	<b>(\$849,000)</b>
<b>Change in Net Assets</b>	<b>(\$144,000)</b>

# BOARD OF DIRECTORS



**PRESIDENT**  
**Joanne Truffelman**



**VICE PRESIDENT**  
**Sam Olens**  
Dentons



**SECRETARY/TREASURER**  
**Fran Friedrich**  
Renasant Bank



**Maranie Brown**  
BlackRock



**Cassius F. Butts**  
CFB Advisors



**W. Imara Canady**  
AIDS Healthcare Foundation



**Charles Chesnutt**  
Genuine Parts Company (Ret.)



**Barbarella Diaz**  
Diaz Foods



**Alexandra Jackson Harris**  
Alexandra Jackson Music



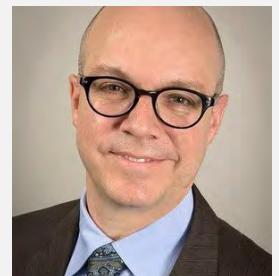
**Kathy McLean**  
Welborn McLean Group, LLC



**Jerry Nix**  
Genuine Parts Company (Ret.)



**Samit Roy**  
Scicom Infrastructure  
Services Inc.



**Stephen Weizenecker**  
Barnes & Thornburg LLP

## DIRECTORS EMERITUS

Clare Richardson • Percy Vaughn • Jack Ward • Barbara E. Williams

# ARTSBRIDGE FOUNDATION DONORS

## PRODUCER

AAA Parking  
Cobb-Marietta Coliseum & Exhibit Hall Authority  
Georgia Lottery  
The Zeist Foundation Inc.

## DIRECTOR

Jimmy & Helen Carlos  
Community Foundation for Greater Atlanta  
Delta Community Credit Union  
John & Mary Franklin Foundation  
Genuine Parts Company  
Georgia Council for the Arts  
Rod & Kathy McLean  
Jerry & Cheryl Nix

## DESIGNER

Charles & Erin Chesnutt  
Barbarella & Rene Diaz  
Diaz Foods  
Fran Friedrich  
Alexandra Jackson Harris  
Valerie R. Jackson  
KIA Motors America Inc  
Renasant Bank  
Napoleon & Gail Rutledge  
SCAD (Savannah College of Art and Design)  
Scicom Infrastructure Services, Inc.  
Subaru of Kennesaw  
Joanne Truffelman  
David & Lori Van Lenten  
The Ward Foundation  
Jean & Jack Ward

## PLAYWRIGHT

Steven Bishop  
Spencer Chesnutt  
Comcast  
Elizabeth & Thomas Fowlkes  
Stewart Perry  
Russ Sanders  
Ticketmaster  
Deborah Lee Wachsman Trust

## PRESENTER

Renay & Ned Blumenthal  
Tony & Meghan Cameron  
Children's Healthcare of Atlanta  
CMC Foods  
Lynn Cochran-Schroder  
CoolRay Hearing and Cooling, LLC

Dave Drabik  
Brian Friedrichs  
Robert Gambrell  
Dale Gustafson  
Edward & Vickie Hubbard  
Pamela Hubby  
Stephen Hughes  
Crystal James  
Johnson & Johnson  
Marin Kraushaar  
William Lynn  
Leslie McLeod  
Audrey Morgan  
Jay and Christine Nix  
Samuel & Lisa Olens  
Rolle Household  
Savannah Distributing Co., Inc  
Bennie Shaw  
Leslie Stone  
Terry Sturm  
Luci and Stan Sunshine Family  
Foundation  
Trilith Institute  
Rob Turner  
Vinings Cumberland Rotary Club  
WANF-TV  
Mary Wellington

## ENSEMBLE

Daniel Britt  
Collective Learning Academy of Atlanta  
Courtney Brubaker  
Burke Music Academy  
Danielle Carter-Ford  
Gina & Gary Chumney  
Rosemarie & Audine Cross  
Anita Davis  
Bryan Denney  
Beth Dettelbach  
Elizabeth Dorminy  
Lateshia Ellerson  
Family Quest Holdings LLC  
Sean Ferrell  
Megan Fields  
Macke Ford  
Fox Theatre Atlanta  
Nicole Jeffrey  
Calvin Johnson  
Carrisa Jones  
Sid and Leslie Jones Charitable Fund  
Jeffrey Juday  
Lisa & Scott Kays  
Beverly Kinsey  
Claudia Manigault

Gillian Matteson  
Aris Mcdaniel  
Craig McMahon  
Jackie McMorris  
Etienne Monat  
Jane Morgan  
Debbie Morris  
Twinkle Nelson  
Michael Oduselu  
Diana & Pierce Rossman  
Kena Searcy  
Monique Sheffield  
Page H. Smith  
Venitia Smith  
Jeremy Story  
Glenda Sullivan  
Marilyn Sustrich  
Tama Tanowitz  
Leana Tatum  
Jasmine Taylor  
Elizabeth Thomas  
Caroline Wallace

## IN-KIND

1885 Grill  
Alliance Theatre  
Atlanta News First  
The Atlanta Opera  
Aurora Theatre  
Bennett Thrasher  
Broadway Across America  
Broadway Dreams Foundation  
Burke Music Academy  
Café Bombay  
Clear Channel Outdoor  
Cobb Convention Centre-Atlanta  
Cobb Energy Performing Arts Centre  
Cobb Travel & Tourism  
Coca Cola  
Concord Theatricals  
Costco Wholesale  
Courtyard by Marriott Atlanta  
Vinings Galleria  
Delta Airlines  
Diaz Foods  
Ed Voyles Kia  
Embassy Suites by Hilton Atlanta  
Galleria  
Empire Distributors  
Even Hotel Atlanta Cobb  
The Falcon Kings  
Fine Line Productions  
Fox Theatre Atlanta  
General Tso's Restaurant & Catering

Genuine Parts Company  
Georgia Public Broadcasting  
Georgia State University  
Hyatt House Atlanta/Cobb Galleria  
Manning Entertainment  
Modern Luxury  
National Distributing  
ON Site  
Orbit Arts Academy  
Papa John's  
Publix Super Markets Charities  
Renaissance Atlanta Waverly Hotel & Convention Center  
RPMxpo  
SCAD (Savannah College of Art and Design)  
Subway  
Trilith Institute  
United Distributors  
Vibrant Life Visuals

This list reflects gifts given between October 1, 2024, and September 30, 2025.

# RECENT MILESTONES



Since the end of the fiscal year, we've been hard at work transforming our convention venue. After a four-month closure for extensive renovations, we proudly reopened our doors in January 2026, ready to welcome back guests with a fresh look and enhanced facilities. The demolition of the Galleria Specialty Shops has been successfully completed, paving the way for our ambitious expansion project. Construction is now underway, and we can't wait to unveil the new spaces that will elevate your event experience to new heights!

## **The completed renovation of the Cobb Convention Center includes:**

- Exhibit Halls - New tunable LED lights with three color temperatures and color-changing capabilities; a new Grab N' Go market in Hall A and renovated fixed food outlets in the additional three halls; renovated restrooms
- Ballroom and prefunction - new carpet, wall coverings, chandeliers, wood finishes, restrooms, lighting systems and speakers
- Rotunda - new terrazzo flooring, glass railings, wood finishes and signature sculptural chandelier
- New fixed and digital signage throughout
- Renovated, state-of-the-art kitchen with all-new equipment, pastry kitchen and expanded pantry

## **Among the recent milestones:**

- Cobb Convention Center reopened with a bang, hosting 8,000 young performers for the Junior Theater Festival and more than 60 events since.
- 1,200 community leaders attending the Cobb Chamber's Annual Dinner at the Cobb Convention Center were treated to the first meals served out of our completely rebuilt banquet kitchen. The new kitchen features state-of-the-art, energy-efficient equipment - from ovens, hoods, fryers, coolers and much more - ensuring every meal is prepared with precision, quality, and sustainability in mind. The new, dedicated pastry kitchen is equipped with industry-leading tools and extra space, allowing our team to craft desserts that are truly unforgettable.
- Cobb Convention Center unveiled a new logo! The new logo is a dynamic, radial "C" that conveys energy, movement, and connection-reflecting the Cobb Convention Center's role as a vibrant hub for events in Cobb County and metro Atlanta. Its layered geometry suggests multiple "C"s within, creating a sense of rhythm and architectural precision.
- The Cobb Energy Centre has been buzzing with excitement, featuring a whirlwind of performances, including 20 enchanting shows of The Nutcracker by the Atlanta Ballet during a bustling holiday season.
- ArtsBridge Foundation has hosted several inspiring and educational field trips, highlighted by the groundbreaking Young John Lewis play, and the 18th Georgia High School Musical Theater Awards, the most dazzling production yet.

# WHAT'S ON THE HORIZON



Cobb Convention Center — exterior.

We have an exciting year ahead as we mark continued progress on the convention center's \$190 million expansion. We're looking forward to early 2027 when we'll reveal:

- An elegant, new, two-story grand entryway
- A new, 7,200-square-foot junior ballroom
- 11 new meeting rooms and an executive boardroom, totaling 24,000 square feet of state-of-the-art meeting room space with enhanced graphics and technology
- A unique, 11,000-square-foot outdoor event courtyard and a separate garden, both allowing natural lighting to penetrate interior conference room spaces
- New, connected parking with covered, all-weather access into the expanded facility
- Overall addition of 13,000 square feet of indoor event space

Cobb Energy Centre is undergoing a leadership change. Vickie Hubbard has departed after seven years as Managing Director, and longtime Director of Marketing, Sponsorship and Programming Tom Rowland is poised to step into the top leadership role.

As we head toward 2027, we're filled with excitement and anticipation for a bright future of bringing world-class events and thousands of visitors to Atlanta's premier convention and event destination. We can't wait to unveil the new spaces and events that will elevate your experience to new heights!

