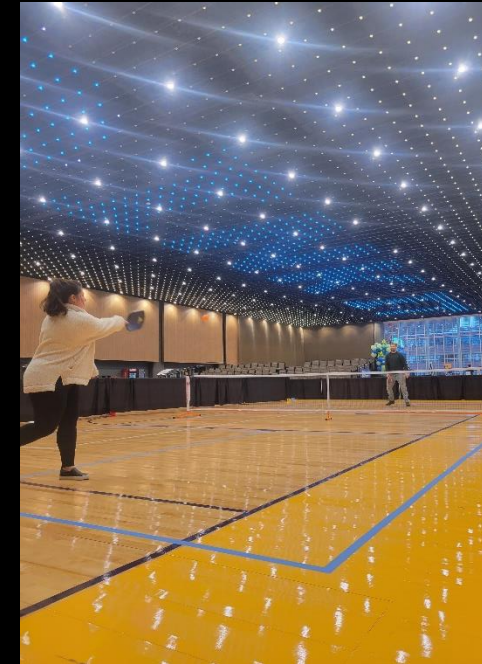




Albany Capital Center -2023 Q1 Report-



Sales Outlook for 2023

Newly Contracted Events for 2023: Additional (37) Events been contracted since Q4's report – highlights included below:

ANYCon 2023	2 Days	300 People	26 HRN
EID-UL-FITR Prayer	1 Day	1,000 People	
Boys Gym Rats Challenge	3 Days	2,500 People	500 HRN
Girls Gym Rats Challenge	3 Days	2,500 People	500 HRN
2023 Mid Atlantic Rubik's Cube Championships	4 Days	600 People	100 HRN
Association of School Business Officials Advocacy Day	1 Day	60 People	60 HRN
Empire State Society of Association Executives Tradeshow	2 Days	300 People	150 HRN
Upstate Artisans Presents: Christmas in the Capital	2 Days	500 People	10 HRN
Government Technology New York Cybersecurity Summit	1 Day	400 People	35 HRN
NYSAHA Annual Meeting	1 Day	150 People	150 HRN
Law Enforcement Recognition Lunch (MAAD)	1 Day	450 People	
Alliance for Clean Energy Fall NY Conference	2 Days	350 People	30 HRN
Royal Dance Competition	1 Day	300 People	10 HRN
NYSEIA New York Solar Summit	1 Day	490 People	20 HRN
Adirondack Sports & Northeast Ski Expo	3 Days	1,500 People	35 HRN
NYSPHSAA Boys Volleyball	2 Days	650 People	600 HRN

Current Contracted Events for 2023:

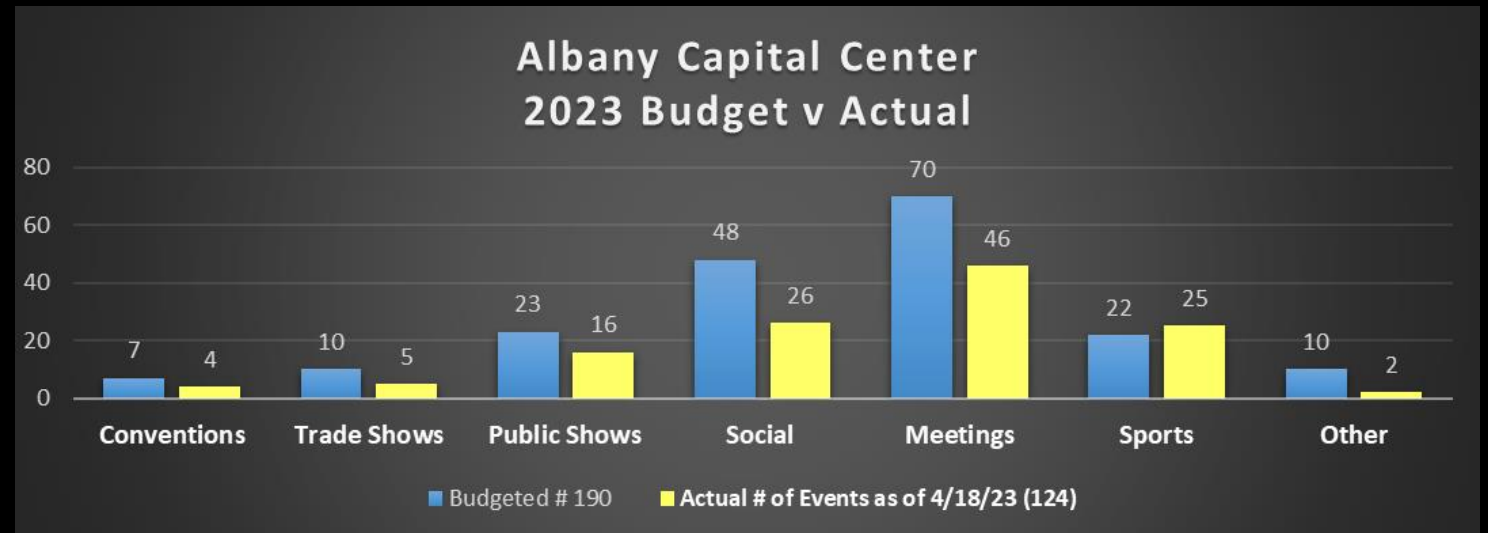
Total of Contracted Events for 2023 is **124 Events**
Total of Event Days impacted by the 123 Events is **209 Days**
Total of Estimated Guests from the 123 Events is **66,082 People**
Total Hotel Room Nights impacted for 2023 is estimated at **10,469**
Additional Contracts have been issued **9**



Sales Outlook for 2023

- 2023 Estimated Hotel Room Nights used by the 124 events coming to the ACC: **10,469**
- The Budgeted Goal was set at 190 Events for 2023 –ASM has captured **65%**

	Budgeted # of Events	Actual # of Events
Categories	= 190	as of 4/11/23 = 124
Conventions	7	4
Trade Shows	10	5
Public Shows	23	16
Social	48	26
Meetings	70	46
Sports	22	25
Other	10	2
Total	190	124



Sales Outlook for 2024

Newly Contracted Events for 2024: Additional (7) Events been contracted since Q 4's report:

Northeast Acquirers Association	4 Days	450 People	645 HRN
Ginsberg's Food Annual Tradeshow	2 Days	500 People	40 HRN
Alliance for Clean Energy Fall NY Conference	2 Days	350 People	30 HRN
NBT Bank Leadership Conference	2 Days	480 People	153 HRN
Albany VegFest	1 Day	1,000 People	
Albany Business Review 40 Under 40	1 Day	550 People	
Albany Home Show	3 Days	3,500 People	25 HRN

Current Contracted Events for 2023:

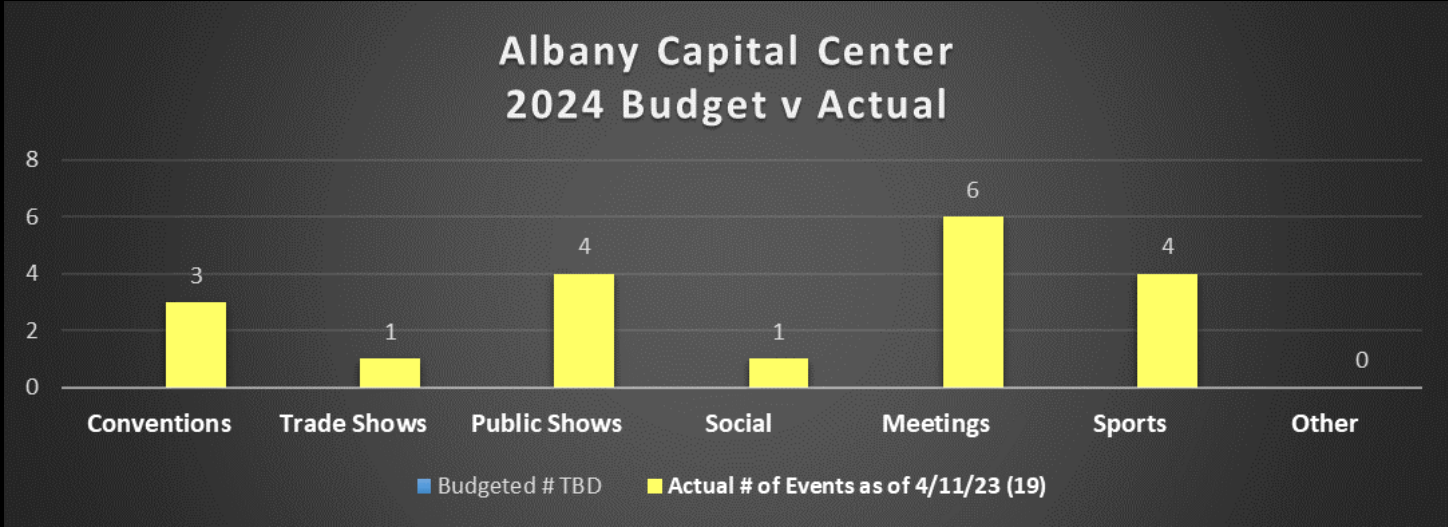
Total of Contracted Events for 2024 is **19 Events**
Total of Event Days impacted by the 19 Events is **40 Days**
Total of Estimated Guests from the 40 Events is **13,001 People**
Total Hotel Room Nights impacted for 2024 is estimated at **3,713**
Additional Contracts have been issued **13**



Sales Outlook for 2024

- 2024 Estimated Hotel Room Nights used by the 19 events coming to the ACC: **8,571**
- The Budgeted Goal has yet to be set by ASM.

	Budgeted # of Events	Actual # of Events
Categories	= TBD	as of 4/11/23 = 19
Conventions		3
Trade Shows		1
Public Shows		4
Social		1
Meetings		6
Sports		4
Other		0
Total	0	19





ASM Driven Leads & RFP's Q1 – By Year

- 2023

- 71 Leads
- 1,828 Estimated HRN

- 2024

- 24 Leads
- 3,335 Estimated HRN

- 2025

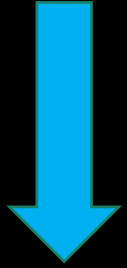
- 2 Leads
- 2,390 Estimated HRN

- 2026

- 1 Leads
- 2,240 Estimated HRN

- ASM is seeing about a 35% conversion rate
- Short Term Booking window still strong
- Future dates being held is starting to come back and less switching of date patterns.

Event Spotlight: NYS Brewers Association



- Second Year At ACC
- Largest Attendance in the event's history
- Signed for 2024 & 2025
- Video Feature in GM highlight for the ACC April Newsletter
- Drone Footage Shot by ACES



Event Spotlight: American Heart Association Gala



Drone work Courtesy of Evan Moore with ACES

Q1 Testimonials

Everyone at The Albany Cap Center was a joy to work with. One of the best venues I've ever held an event, in 19 years of sporting events across America. Look forward to a long-lasting relationship!

Scott Green – Around the Post Pickleball

Having held our event at the Albany Capital Center for over 5 years now, I can say that from the start of the contract process to the execution of the event everything is always seamless and beyond expectation. All of the entities involved including Mazzone Hospitality and ACES AV bring their A game. As an event planner, it is a relief to know that everyone involved in your event is there to do all they can to make your event a success.

Maribeth Riley – Business Council of NYS

Albany Center is professional and accessible space that really cares about the people they work with. They want to ensure your event is beyond successful. They handle things seamlessly and we are super grateful!

Nikiesha Hamilton NYS Association of Black, Puerto Rican, Hispanic, & Asian Legislators

*I wanted say thank --- to you, your team at the Albany Capital Center and to the staff from Mazzone Hospitality for all the “behind the scenes” work to make our event outstanding. We sent surveys to attendees and our conference committee met last week and you “hit it out of the park” for us. We appreciated the complimentary décor and also the use of security for one of our events. The food was outstanding - even better than last year. Finally, all staff at the event were so gracious and easy to work with. Such a joy to be around. Your team members made an exhausting job fun for us and for that we are grateful. **Theresa Moore, NYS Council for School Superintendents***

Albany Capital Center hosts varsity cheer competition

WNYT
Updated: March 12, 2023 - 9:20 PM
Published: March 12, 2023 - 3:18 PM



The best high school cheerleaders in the country faced off in Albany this week.

Albany Capital Center kicks off 40th annual Heart Ball



Capital Region Area 40th Annual Heart Ball (WNYT)



ALBANY, NY (WNYT) — The 40th annual Capital Region Heart Ball kicked off at the Albany Capital Center.

The Heart Ball raises funds to help bring awareness to heart disease.

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Albany Capital Center to host bridal, wedding expo



ALBANY, N.Y. (NEWS 10) — This Sunday, January 22, the Albany Capital Center will host a bridal and wedding expo. There, couples will be able to plan their big day with everything they need under

Albany Chefs festival returns this weekend after 19 hiatus

Albany Capital Center features food and drink samples, elaborate dinner

Gift this article



Press Releases & Media Advisories

- 1/13: Albany Capital Center to Host Three-Day Pickleball Tournament
- 1/18: Albany Capital Center to Host Bridal & Wedding Expo
- 1/25: Albany Chefs' Food & Wine Festival Celebrates the Best of Local Culinary Scene
- 2/3: Albany Capital Center to Host Capital Region Spring Home Show
- 3/30: American Red Cross' Annual Fire & Ice Gala at Albany Capital Center Friday

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Albany Capital Center set for weekend-long pickleball tournament



PHOTOGRAPHER: [Name]

is seven years as an avid pickleball player, Scott Green has yet to see anything like this discussion over a line call.

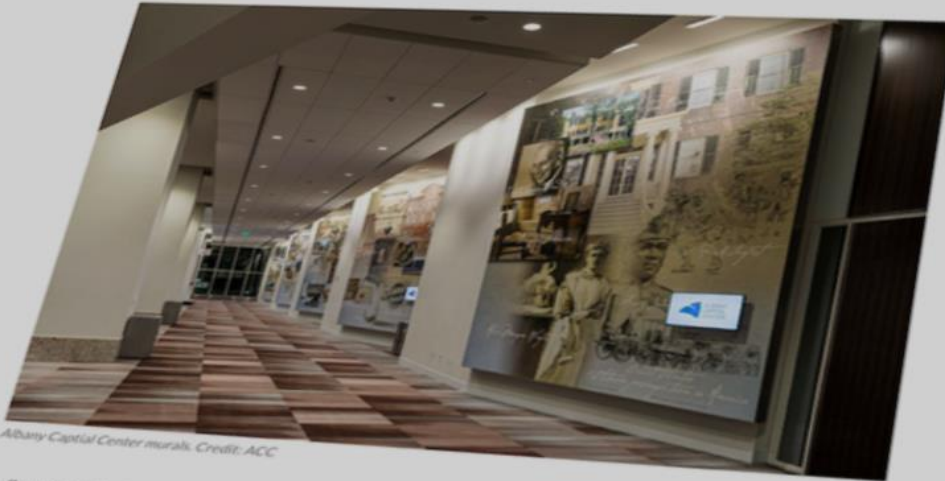
"In the thousands of games I've watched, I haven't seen any arguments about throwing a paddle, nothing like that," said Green, a Long Island native and life

Media Relations & Social Media

This Month's Featured Article:
8 Refreshed Meeting Venues in New York State That Inspire

meetings
PEOPLE + PLACES
TODAY™

Albany Capital Center, Albany



Albany Capital Center murals. Credit: ACC

It all started with a bang in 2014 when downtown Albany's Wellington Hotel annex was imploded to make way for a new convention center. Opened in March 2017, the Albany Capital Center (ACC), joining the Empire State Plaza Convention Center, Egg Performing Arts Center and MVP Arena, created the 159,000-square-foot, walkway-connected Capital Complex, Upstate New York's largest combined meeting venue.

Housing 22,500 square feet of multi-purpose space, 9,200 square feet of meeting space, 13,500 square feet of prefunction area and six meeting rooms, the ACC has generated \$62.1 million in total new-visitor spending, hosted 832 events and conferences and attracted 424,985 visitors to downtown Albany, producing 94,330 hotel room nights through 2022.

Green features abound, from exterior sun shading to a digital energy management system for heating, cooling, ventilation and lighting. The building also comes alive with a customizable color-changing LED ceiling on the second level and murals depicting Albany's 400-plus-year history.

- January – March 2023 Metrics
 - Total Advertising Value Equivalency (AVE): \$63,960
 - Unique Visitors per Month (UVM): 6.91 million
 - Total Social Engagement: 663
 - Total Coverage:
 - 15 Print
 - 24 On-Air
- Paid Ads/Social Ads
 - Meta (Facebook & Instagram Ads) - Feb 1 – March 31
 - Link Clicks: 3,078
 - Impressions: 155,040
 - Cost Per Click (\$0.32)
 - Event Driven/Landing Page:
<https://www.albanycapitalcenter.com/events>

We have been Nominated!

The ACC is excited to announce our 2023 nomination for the prestigious National Events-Industry recognized “Stella Award” for the category “**Best Convention Center, Northeast.**”

Winners of the Stella Awards will be announced in November 2023!

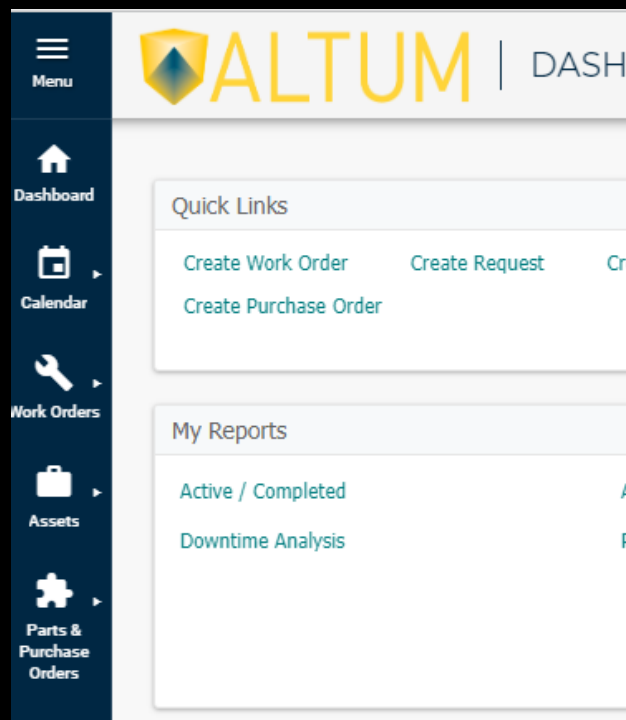
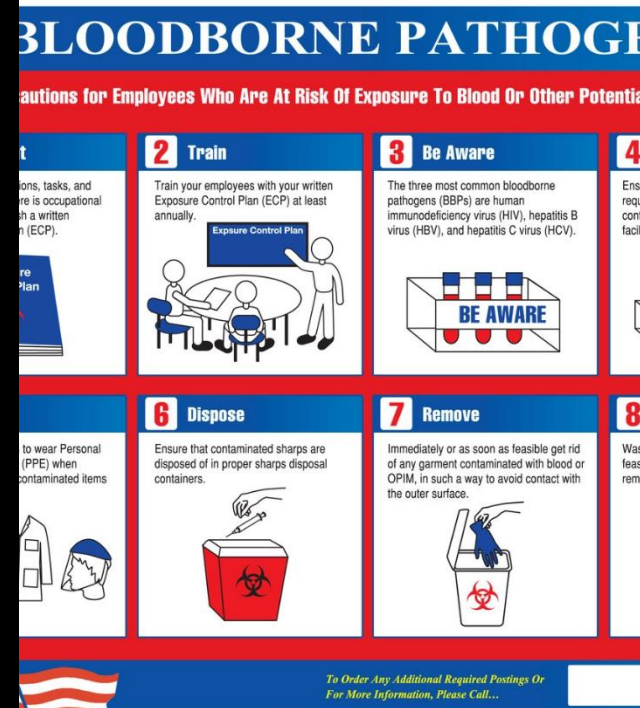
THE Stella Awards

**WE'RE A
NOMINEE!**

VOTE and Help Us
Get Recognized for
Our Industry Excellence!



STELLA-AWARDS.COM



Q1 Operations Update

- Installed preventative maintenance kits on both dishwashers to extend the life the machines.
- Upgraded the igniter system on the Alto-Shaam ovens.
- Performed 6-year internal maintenance and recharge on fire extinguishers.
- Painted walls and door frames in meeting rooms 1A-1B and 2A-2C.
- Expanded ASM's work order system (ALTUM). Includes the ability of the ACCA and other partners to place and track work orders.
- Completed annual staff training on Bloodborne Pathogens, Respiratory Protection, Hearing Protection and Electrical safety.



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