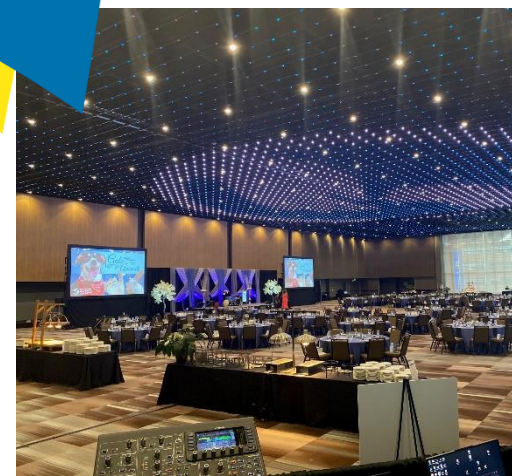




Albany Capital Center -2023 Q2 Report-



Sales Outlook for 2023

Newly Contracted Events for 2023: Additional (20) Events been contracted since Q4's report – highlights included below:

ETE Summit & World AIDS Day	3 Days	1,000 People	25 HRN
New York State Public Health Corps Summit	2 Days	300 people	15 HRN
Alliance for Positive Health Meeting	2 Days	100 People	
In Our Own Voices- House Ball	1 Day	150 People	
Masjid As-Salam Mosque Fundraiser	1 Day	400 People	
Coaches vs. Cancer Basket“Ball”	2 Day	350 People	20 HRN
Wedding	1 Day	400 People	30 HRN
Department of Corrections Event	1 Day	900 People	32 HRN
KIPP Professional Development Day	3 Days	240 People	

Current Contracted Events for 2023:

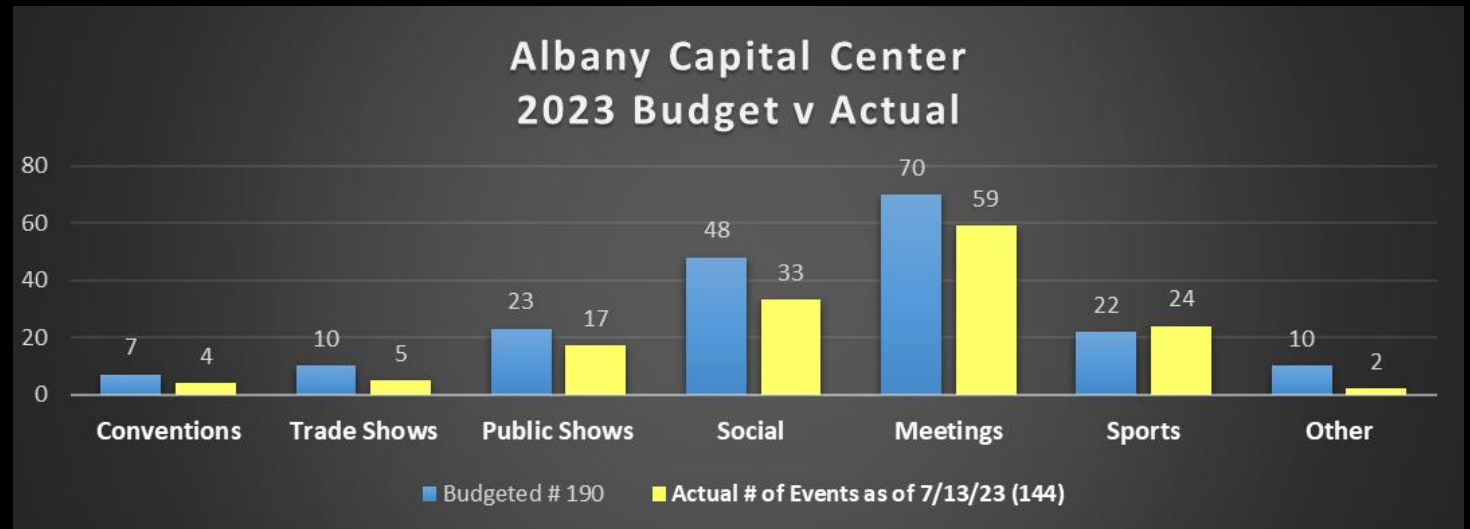
Total of Contracted Events for 2023 is **144 Events**
Total of Event Days impacted by the 144 Events is **236 Days**
Total of Estimated Guests from the 144 Events is **75,606 People**
Total Hotel Room Nights impacted for 2023 is estimated at **9,875**
Additional Contracts have been issued **7**



Sales Outlook for 2023

- 2023 Estimated Hotel Room Nights used by the 144 events coming to the ACC: **9,875**
- The Budgeted Goal was set at 190 Events for 2023 –ASM has captured **76%**

	Budgeted # of Events	Actual # of Events
Categories	= 190	as of 7/13/23 = 144
Conventions	7	4
Trade Shows	10	5
Public Shows	23	17
Social	48	33
Meetings	70	59
Sports	22	24
Other	10	2
Total	190	144



Sales Outlook for 2024

Newly Contracted Events for 2024: Additional (20) Events been contracted since Q 4's report:

LR Productions: Never Give Up w/ MyKayla Skinner	4 Days	3,000 People	250 HRN
NYS Economic Development Council Annual Conference	3 Days	220 People	200 HRN
Mohawk Hudson Humane Society Gala	1 Day	300 People	25 HRN
Royal Dance Competition	3 Days	500 People	20 HRN
American Red Cross Fire & Ice Gala	1 Day	580 People	25 HRN
Business Council Annual Meeting & Breakfast	1 Day	600 People	50 HRN
NY-BEST Consortium Capture the Energy Conference	3 Days	350 People	160 HRN
IPPNY Annual Energy & Entertainment Showcase	2 Days	150 People	35 HRN
MyMed ED – Spring to Life Meeting	2 Days	150 People	20 HRN
Capital Wine Fest	1 Day	750 People	
NYSBA – Pro Bono Legal Partnership Conference	2 Days	350 People	200 HRN
NYSTEC Population Health Innovation Summit	2 Days	200 People	25 HRN
Albany Chef's Food & Wine Festival: Wine and Dine for the Arts	3 Days	1,000 People	34 HRN
All out Dance Competition	1 Day	400 People	10 HRN

Current Contracted Events for 2023:

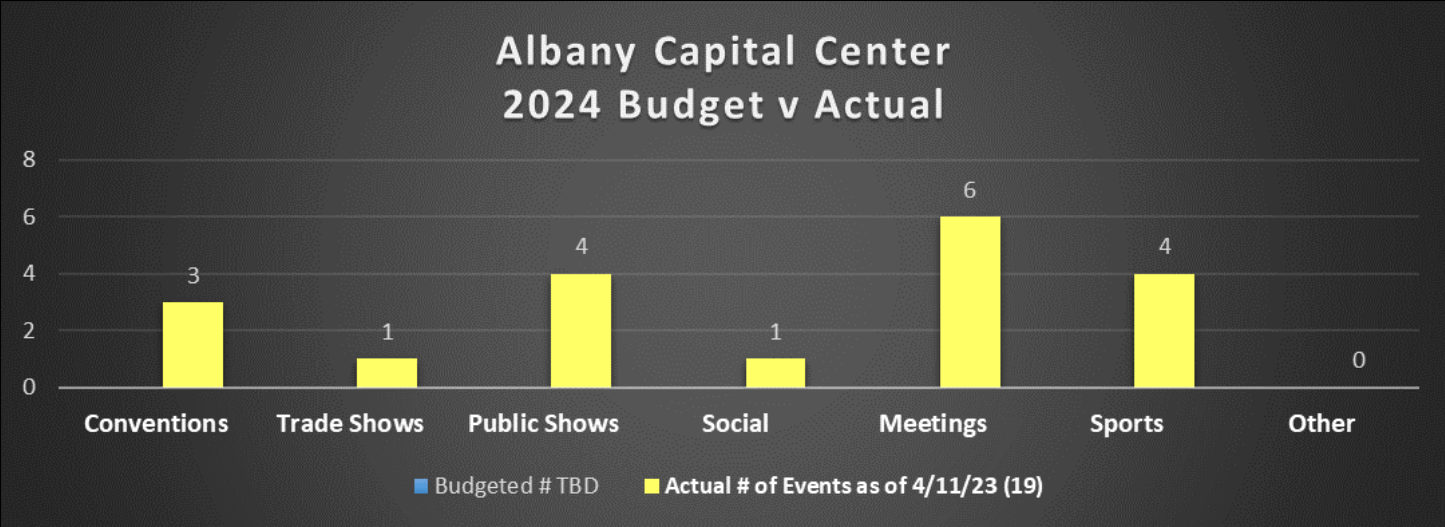
Total of Contracted Events for 2024 is **39 Events**
Total of Event Days impacted by the 39 Events is **76 Days**
Total of Estimated Guests from the 39 Events is **23,573 People**
Total Hotel Room Nights impacted for 2024 is estimated at **4,827**
Additional Contracts have been issued **8**



Sales Outlook for 2024

- 2024 Estimated Hotel Room Nights used by the 39 events coming to the ACC: **4,827**
- The Budgeted Goal has yet to be set by ASM.

	Budgeted # of Events	Actual # of Events
Categories	= TBD	as of 7/13/23 = 39
Conventions		3
Trade Shows		1
Public Shows		5
Social		8
Meetings		15
Sports		7
Other		0
Total	0	39



Sales Outlook for 2025

Current Contracted Events for 2025:

Total of Contracted Events for 2025 is 4 Events

Total of Event Days impacted by the 4 Events is 9 Days

Total of Estimated Guests from the 9 Events is 4,996 People

Total Hotel Room Nights impacted for 2025 is estimated at 550

Additional Contracts have been issued 5

NorthStar Meetings Group – CVENT PULSE SURVEY



MEETINGS INDUSTRY PULSE SURVEY

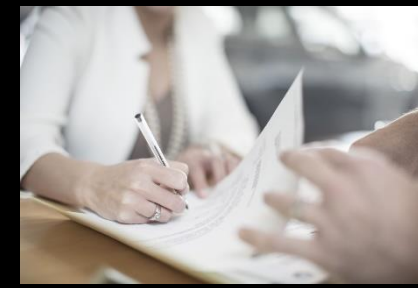
**NEW
DATA**



Executive Summary: Have we Entered a Post-Covid “New Normal”?

Optimism remains high, new bookings are strong, attendance is still lagging, and planners appear to be adjusting to inflation and service realities.

- Overall, **planners’ outlook remains optimistic, buoyed by continued strong bookings.** However, post-Covid optimism could be waning, as our optimism indicator again ticked down, now down by 10% from January.
- 44% of planners think the growth in demand for meetings will spur **growth in planner jobs.**
- **Time horizons continue to be very tight.** Most planners are booking new meetings between 4 and 12 months out.
- **Inventory remains limited** as events postponed because of Covid are slowly making their way through the pipeline. 1 out of 4 planners reports they still have Covid-postponed events to produce.
- **Attendance levels continue below pre-pandemic levels.** Planners and their stakeholders don’t seem to mind though.
- **Face-to-face events continue to reflect high perceived value** among stakeholders relative to other alternatives.
- Many verbatim comments continued to focus on lack of supplier support and high costs. Nevertheless, **the indices tracking planner satisfaction levels have moderated**, indicating planners are accommodating the challenges they’re facing with hotels and venues. **A/V and tech providers now bear the brunt of planner frustration.**
- Most planners want **responses to their RFPs in 3 to 4 days or less.** That’s not what they’re currently getting.



ASM Driven Leads & RFP's Q2 – By Year

- 2023

- 44 Leads
- 1,650 Estimated HRN

- 2024

- 34 Leads
- 2,256 Estimated HRN

- 2025

- 3 Leads
- 480 Estimated HRN

- 2026

- 2 Leads
- 480 Estimated HRN

- ASM is seeing about a 30%-35% conversion rate
- More meeting outreach is happening popular months April and October
- More RFP requests than expected for summer

Event Spotlight: Capital Region Chamber Dinner



The Power of a Timelapse!

- Breakdown of 2,300 Chairs, 45 stage decks, 400 Feet of Truss, 30 Rigging Points, 3 Screens, 6 Projectors, sound systems and lights all to transition to a Breakfast for 480 People the following morning! *(in a little over a minute)*
- Amazing teamwork from 4 different teams of staff members who do this day in and day out!



Splashes of Hope

ASM GLOBAL ACTS Highlight!

- We were beyond honored to partner with Splashes Of Hope!! Founded in 1996, Splashes of Hope is a nonprofit organization dedicated to creating art to transform spaces, enrich environments and facilitate healing.
- Our artwork will be donated to The Center For Disabilities Center right here in Albany!
- Amazing Team Teambuilding experience and great value added to meeting planners!



Q2 Testimonial

“The Albany Capital Center (ACC) is a first-class operation in every way from top to bottom. In the elite sports business, teams are traveling from place to place and coast to coast every weekend to play in events. Shannon and her staff attend to EVERY detail, including some that we didn't even realize needed attention. I honestly believe that the ACC staff has made a concerted effort year-over-year to really understand our process and our needs in order to make our operation flow even more smoothly when we're in their building. They make the most hectic parts of my year easier with their professionalism and attention to detail. As a small business owner and/or event operator, when you can find a facilities partner that allows you to focus on your core business because that partner inherently is one step ahead of you on all your facilities needs, that's a huge benefit. The GymRat CHALLENGE has found that kind of partner in the Albany Capital Center. I've been in that building many times not only as an event operator, but as a guest at charity and corporate events. I'm impressed on every occasion and appreciative that it's located in downtown Albany. It's a truly unique venue that was well planned when it was built and is supremely well-operated.”

. **John Kmack – The GymRat CHALLENGE**

Reptile Expo any in May



Media Advisories – Q2

- 4/17: Reptile Expo
- 6/16: World Cube Association Mid-Atlantic Championships
- 6/20: APA Billiards Tournament
- 6/29: USA Powerlifting Northeast Regionals

Media Coverage – Q2

- Total Advertising Value Equivalency (AVE): \$328,231.41
- Unique Visitors per Month (UVM): 35,484,474 million
- Total Social Engagement: 601
- Total Coverage: Amazing Coverage of ACC & our Events!
 - 15 Print
 - 48 On-Air

Social Media – Q2

- Paid Ads/Social Ads
- Meta (Facebook & Instagram Ads) May – June
- Link Clicks: 3,475
- Impressions: 120,842
- Cost Per Click (\$0.38)
- Event Driven/Landing Page:

<https://www.albanycapitalcenter.com/events>

Annual Clean Energy Spring
Conference and Showcase Coming Soon
9-10 in Albany

By IPPNY | April 6, 2023

Share Tweet Pin Email



23 CUBING USA MID-ATLANTIC CHAMPIONSH
NY CAPITAL CENTER

Rubik's Cube Championship is being held at the Albany
competition and fast competition is really something
day for the first day of the three

Albany, NY – The Independent Power Producers of New York's
(IPPNY) highly anticipated Annual Clean Energy Spring C
& Showcase is just a few weeks away! The event, sche

Albany Capital Center Voted Best Hybrid Ready Venue 2023 – Smart Meetings

“The search for the perfect ballroom, breakout and rooftop is on. When it absolutely, positively has to be perfect, your fellow meeting professionals always have fresh suggestions for where to host your hybrid, beach or desert meeting. Turns out they also know the inside story for best airlines, airport hotels and destinations—domestic and international. How do we know? We asked them about everything from hotel brands to golf resorts and conference centers.” – *Smart Meetings*



Albany Capital Center - Best Hybrid-ready Venue

The ASM-managed Albany Capital Center (ACC) offers high-speed internet, space for virtual conversations/ presentations, recording/livestream capabilities along with premiere catering services. A special thank you goes to the Albany Convention Center Authority for their continued support, ensuring the ACC stays well ahead of the curve with our technology and event capabilities.

Albany Capital Center - Best Hybrid-ready Venue

<https://www.albanycapitalcenter.com/plan>

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518-487-2155



Albany Capital Center -2023 Q2 Report-

