

ALBANY CONVENTION CENTER AUTHORITY
Economic Impact Committee meeting #3 of 2023, Thursday July 20, 2023
Albany Capital Center: Capital Room
Link to Streaming Audio: <https://www.youtube.com/watch?v=oAr8bfz3H6U>

ATTENDEES

Present: Michele Vennard, Chair, Michael Hoffman,
Absent: Assembly Member John T. McDonald, Steven C. Lerner,
Others Present: Jay Cloutier, Director of Sales Discover Albany, Shannon Licygiewicz ASM Global ACC Gen. Mgr.
ACCA Staff: Duncan Stewart

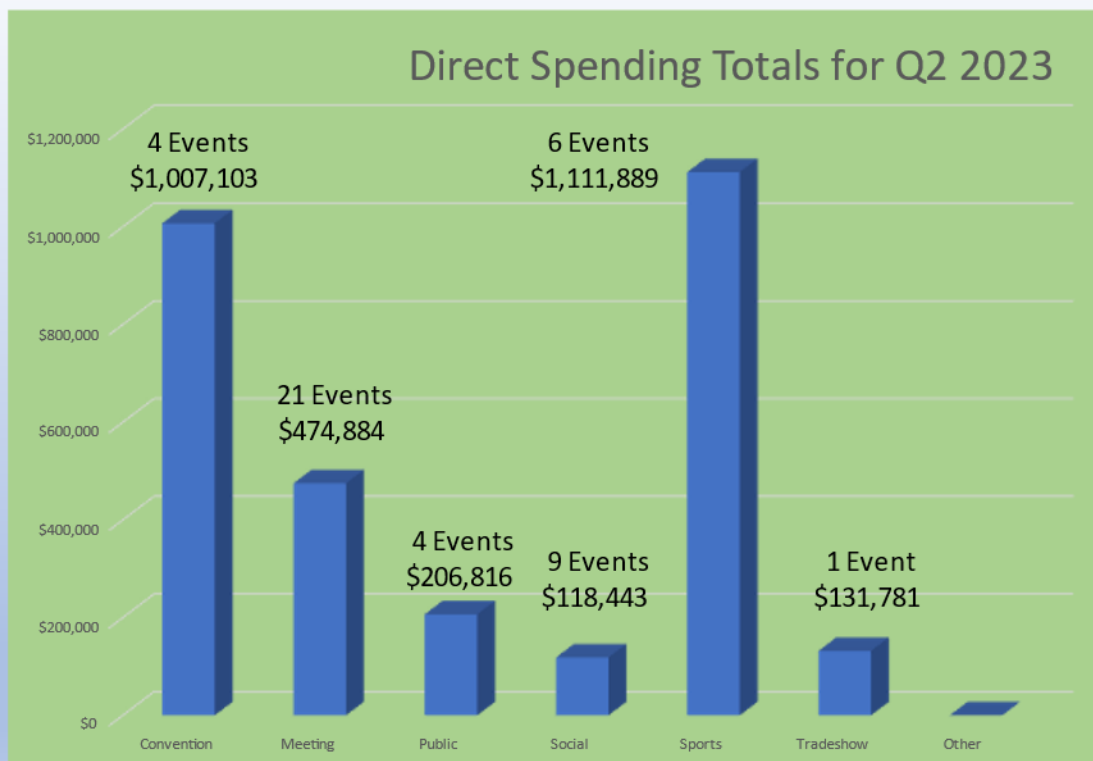
CALL TO ORDER

Economic Impact Committee Meeting was called to order at 9:00AM

AGENDA

- 1. Review of minutes:** The minutes from EI Committee Meeting #2 of FY 2023, 4-20-23 were reviewed. A motion was requested by Ms. Vennard to approve the minutes as presented. A motion was made by Mr. Hoffman. The minutes were approved.
- 2. Economic Impact Report & Outlook:** Jay Cloutier presents the 2023 Q-2 Economic Impact Report, the Outlook update of the observed trends in Occupancy and Rev-Par through 6-30-23, including a summary of Lost Business.

The FY 2023 Q-2 Report highlights the 4 conventions and 6 sports related events which booked this quarter, and the strong total spend in each category including the NYSUT convention and both girls and boys GymRats.



2. **Economic Impact Report & Outlook (continued):**

Year-over-year sales numbers; FY '22 Q-2 v. FY '23 Q- 2



Mr. Cloutier cautions that historically there is an ebb and flow to the values year to year especially in the sports categories due to changes in attendance and competition.

Ms. Vennard: Recognizes the testimonial provided by the event manager, John Kmack.

Ms. Licygiewicz: In the case of GymRats, having national scouts increased the interest and attendance this year and that the relationship with Mr. Kmack and his team is very strong.

Mr. Cloutier acknowledged the mix of sports, including billiards and Rubiks Cube competitions as necessary to gain and then retain market share. While concerns remain for Q-3 and Q-4, life of the facility numbers to date by category suggests that a strong recovery post-pandemic is in progress.

Economic Indicators Growth and Performance Totals: March 1st, 2017 June 30, 2023*

- Total Spending:** **\$75,757,671**
- Total Sales Tax:** **\$8,654,726**
- State Sales Tax: **\$4,164,894**
- County Sales Tax: **\$4,489,832**
- Post Event:**
- Total Visitors Generated:**503,208**
- Total Hotel Rooms Generated:**110,136**
- Total Events:**906**
- Full Time equivalent Jobs supported by Capital Center Activity**28,140**

*Life of the building

2. Economic Impact Report & Outlook (continued):

Mr. Cloutier summarizes the lost business and those changes in hotel inventory associated with long term bookings that will limit the ability to secure room blocks in the short term,

Lost Business Report for Q2

Market updates:

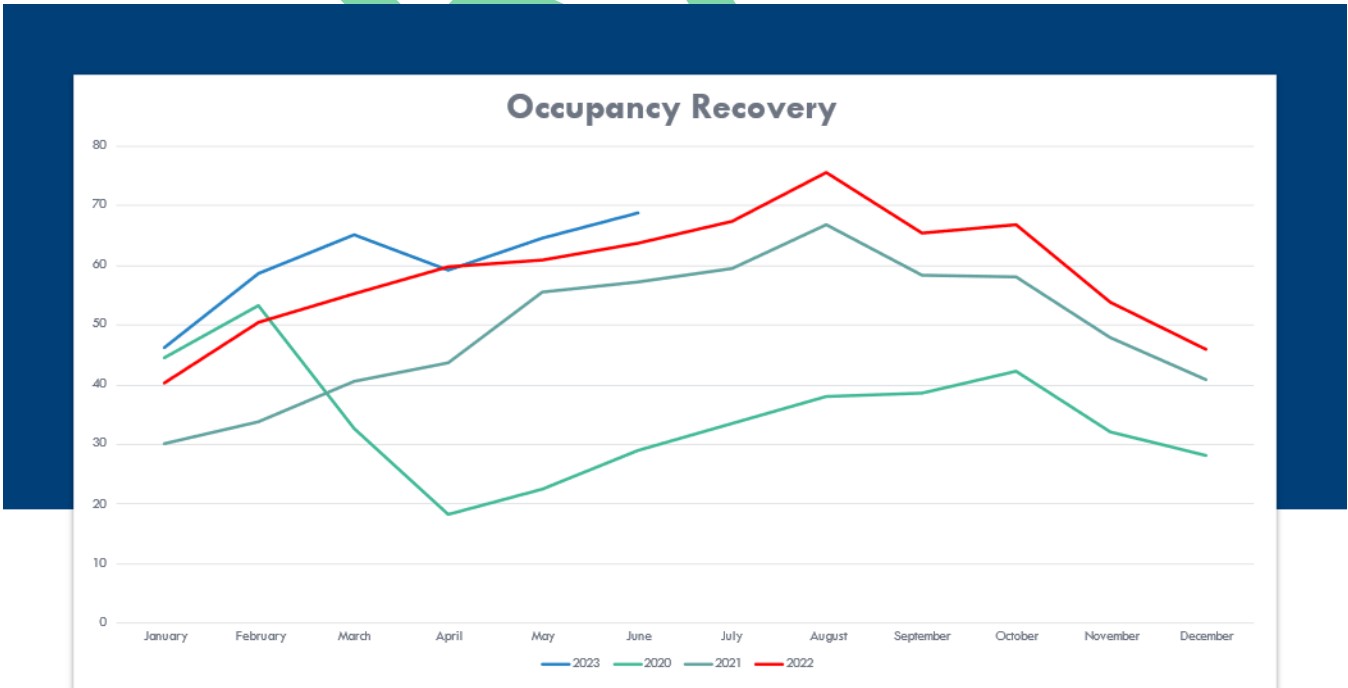
Long Term Stay Group bookings for the SureStay on Wolf Road, Ramada Plaza Albany and the Holiday Inn Express Downtown have impacted our economy hotel segment, this will have an impact on booking group business. The Holiday Inn Express has contracted for the next 12 months, this will present overflow room block challenge for downtown centered conferences and events.

Organization Name	Meeting Start Date	Room Attendees	Room Nights	Last Note
Federation of the Sisters of St. Joseph (FSSJ) 2025 375th Anniversary	7/2025	350	1,020	Group is moving forward with a property in Kansas City, MO.
Sisters of St. Joseph of Carondelet 2025 Chapter	7/2025	110	670	Planner did not specify a specific reason. Moving forward with a property in St. Louis, MO.
New York School Nutrition Association (NYSNA) 2026 Annual Conference	10/2026	650	565	OnCenter & Marriott, Syracuse
Northeast Black Law Students Association 2024 Regional Conference NEBSA (NEBSA)	2/7/2024	300	520	Buffalo had a better break out space configuration
Tyrant Wrestling	9/2023	200	120	Destination Lacked the Square Footage to host the event.



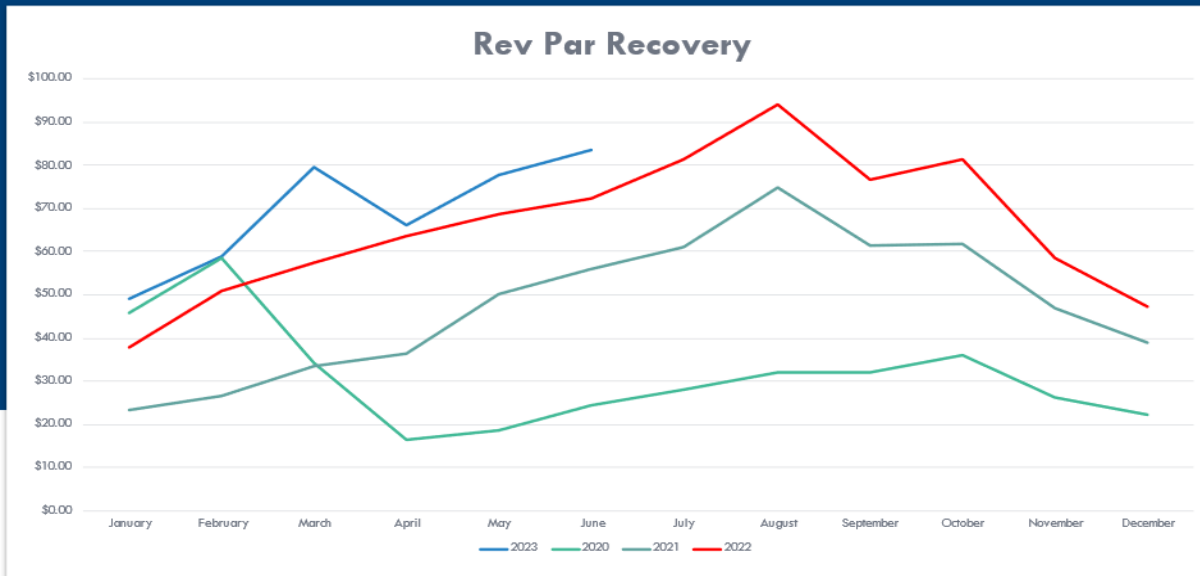
Ms. Vennard: Will STR reflect changes to these properties in the inventory calculations?
Mr. Cloutier: Discover Albany will be discussing with STR and advise the ACCA.

FY 2023 Q-2 occupancy levels continue to track the recovery year, 2022.



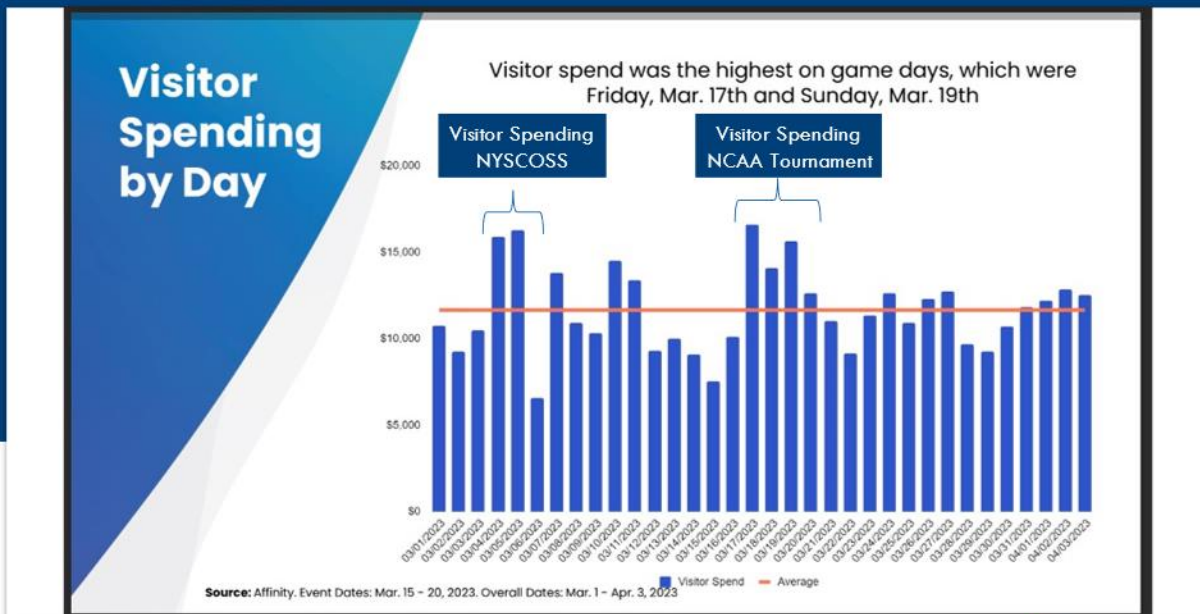
2. Economic Impact Report & Outlook (continued):

Rev-Par levels in FY Q-2 indicate that the market has stabilized while trending parallel with those observed in FY 2022 as recovery took hold.



Mr. Hoffman: Concurs with overall assessment, noting that that better maintained properties will do better in the long run. Guests expect clean, neat, and presentable.

Using the subscription service ZARTICO, Discover Albany is now able to focus on visitor spending for each event and by event day. Increases in visitor spending associated with both the association of school superintendents and the NCAA tournament games highlights the importance of securing the larger pieces of business, over multiple days that require large hotel room blocks.



Source: Affinity. Event Dates: Mar. 15 - 20, 2023. Overall Dates: Mar. 1 - Apr. 3, 2023



3. ASM Global FY '23 Q-2 Report:

Ms. Licygiewicz presents the ASM FY '23 Q-2 Report. Presently bookings stand at 144 contracted events or 76% of the FY 2023 budget of 190. It is noted that while the number of events is important, the type of event is equally important to meet or exceed revenue projections.

Ms. Vennard: To Jay Cloutier, what is the frequency of the JARTICO reporting?

Mr. Cloutier: 2 x per year, but data is available by week.

Ms. Vennard: Can data be “cherry-picked” for specific, i.e., larger events?

Mr. Cloutier: Most useable, if pulled by a full week or by month.

For the coming year calendar alignment is posing a challenge with the way that holidays and holiday seasons fall. While Bookings for '23 remain strong, some dates remain in Q-3 and Q-4, and the booking window remains short, which is resulting in market compression from those events for which ASM does not have available dates at the ACC, and the event must approach an alternate venue(s). The reverse is true, as some planners present inflexible date requests only to return with more options as other venues in the area have full or filling calendars as well.

Although the target budget for events has not been set by ASM for '24 or '25, bookings for '24 are pacing with other years, and interest is strong. FY 2025 is being reported on for the first time this year.

Category	2023:	2024:	2025:
Events	144	39	4
Event Days	236	76	9
Attendees	75,606	23,573	4,996
Hotel Room Nights	9,875	4,827	550
Pending Contracts	7	8	5

ASM, as a member of CVENT, has provided a Meetings Industry Pulse Survey to the ACCA. In review of the Executive Summary, page 2 of 19, the Albany market is similar to others in the Regional Market category and the meeting planners that ASM interacts with report similar trends related to booking window, RFP response times, and inventory limitations along with a general optimism among planners. Elsewhere, attendee numbers remain below pre-pandemic levels, which is not always the case in Albany, for all events.

ASM continues to convert 30-35% of the leads it generates. Noteworthy is that both March and April of FY 2024 are closed out at this time with no available dates. ASM has issued more RFPs in this current cycle than during the same time in any past year.

Leads for Q-2 by year:

Q-2	# of Leads	# of Hotel Room Nights
2023	44	1,650
2024	34	2,256
2025	3	480
2026	2	480

3. ASM Global FY '23 Q-2 Report (continued):

The most recent MuckRack reporting indicated a \$328K conversion rate. Those quarterly ad buys across Facebook and Instagram have a 10% response rate.

The Albany Capital Center was awarded Best Hybrid Ready Venue for 2023 by Smart Meetings.

Ms. Vennard: what is the status of the Hyatt?

Mr. Cloutier: Unknown at this time

Mr. Hoffman: There is a concern for market stability, those doing well and that maintain appearance will continue to do well.

4. Other Business:

There was no other business before the Committee.

5. Adjourn:

A motion was requested by Ms. Vennard to adjourn the meeting. A motion was made by Mr. Hoffman. The meeting was adjourned @ 9:59 AM.

Next Meeting: Tuesday 10-24-23* Start Time: 9:00 AM

Location: Albany Capital Center Room: TBD

***Change in day and date due to conflict with booked events**

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