



# Albany Capital Center -2023 Q3 Report-





# Sales Outlook for 2023

Newly Contracted Events for 2023: Additional (8) Events been contracted since Q2's report – highlights included below:

NYS Department Health MMMAC Mtg	1 Day	34 People	
Christian Brothers Academy Father Son Dinner	1 Day	380 People	
NY Forum	1 Day	120 People	
NYISO All Hands Meeting	1 Day	600 People	
NYSICA Conference	1 Day	90 People	15 HRN
Holiday Party	7 Days	6,500 People	25 HRN

Current Contracted Events for 2023:

Total of Contracted Events for 2023 is **152 Events**

Total of Event Days impacted by the 152 Events is **249 Days**

Total of Estimated Guests from the 152 Events is **83,121 People**

Total Hotel Room Nights impacted for 2023 is estimated at **19,646**

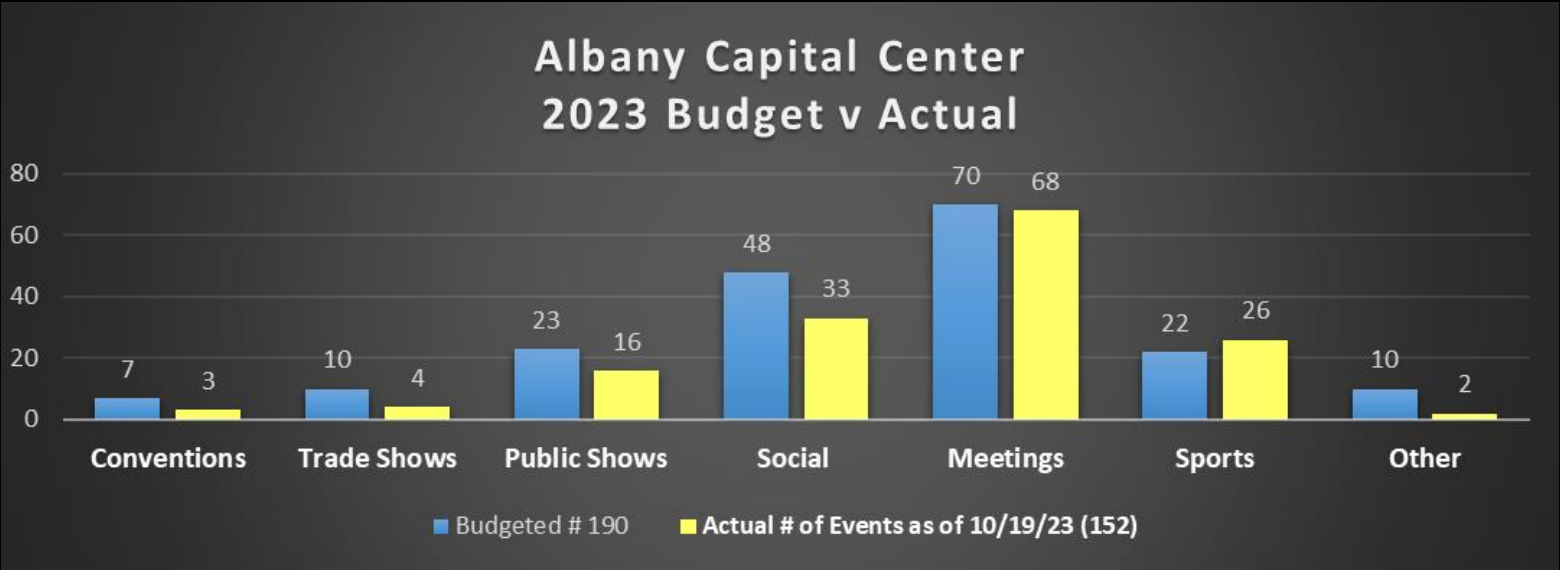
Additional Contracts have been issued **1**



# Sales Outlook for 2023

- 2023 Estimated Hotel Room Nights used by the 152 events coming to the ACC: **19,646**
- The Budgeted Goal was set at 190 Events for 2023 –ASM has captured **80%**

	Budgeted # of Events	Actual # of Events
Categories	= 190	as of 10/19/23 = 152
Conventions	7	3
Trade Shows	10	4
Public Shows	23	16
Social	48	33
Meetings	70	68
Sports	22	26
Other	10	2
Total	190	152





# Sales Outlook for 2024

## Newly Contracted Events for 2024: Additional (33) Events been contracted since Q2s report:

NYS Emerging Managers & MWBE Conference	2 Days	600 People	
Bar Exam (February & July)	6 Days	2,000 People	1000 HRN
Solution Tree TEAMS Meeting	1 Day	650 People	435 HRN
2024 NYS Craft Brewers Conference	4 Days	650 People	500 HRN
Reptile Expo (May & September)	4 Days	9,000 People	40 HRN
Albany County Bar Association Court of Appeals Dinner	1 Day	450 People	
New York Library Association (February & April)	2 Days	200 People	200 HRN
New York State Powerlifting Competition	2 Days	200 People	25 HRN
Open World Cup International Power Lifting Competition	2 Days	250 People	100 HRN
NY Energy Summit	3 Days	200 People	80 HRN
Government Technology	1 Day	550 People	35 HRN
Rubik's Cube (5 Events)	8 Days	650 People	
SUNY Chase Awards	1 Day	950 People	

## Current Contracted Events for 2024:

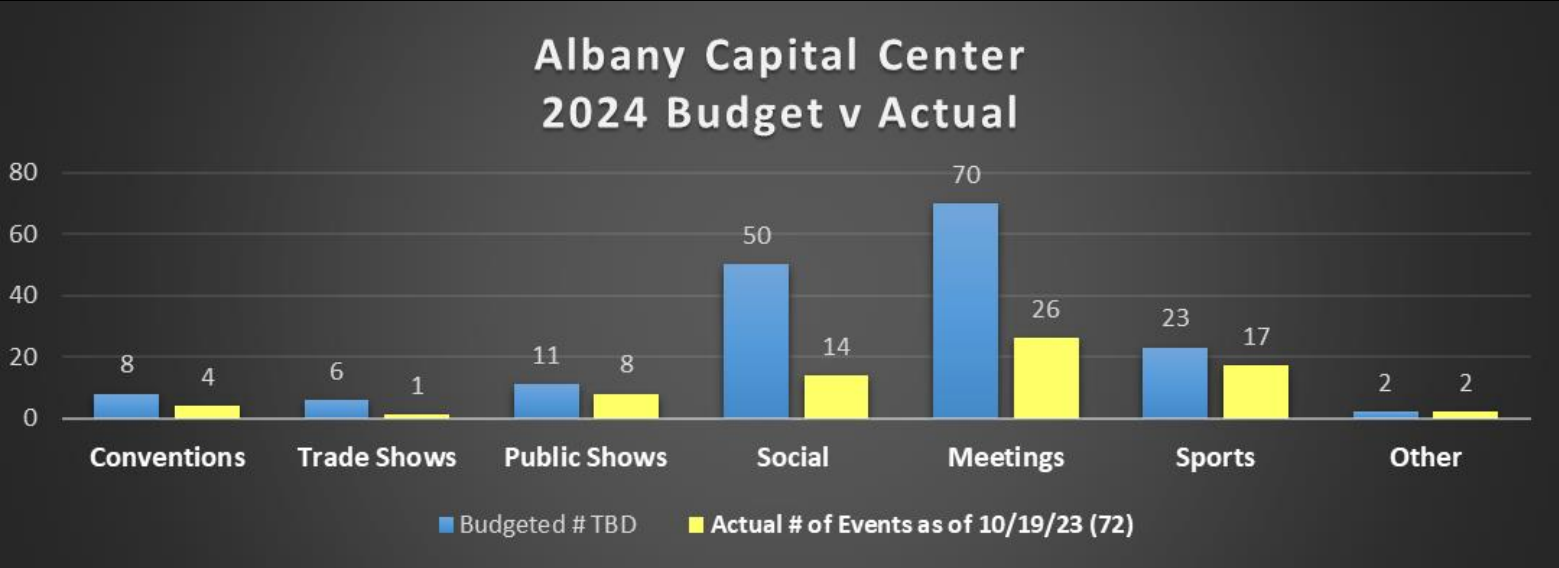
Total of Contracted Events for 2024 is **72 Events**  
Total of Event Days impacted by the 72 Events is **139 Days**  
Total of Estimated Guests from the 72 Events is **44,349 People**  
Total Hotel Room Nights impacted for 2024 is estimated at **7,371**  
Additional Contracts have been issued **6**



# Sales Outlook for 2024

- 2024 Estimated Hotel Room Nights used by the **7,371** events coming to the ACC:
- The Budgeted Goal was set at 170 Events for 2024 –ASM has captured **42%**

	Budgeted # of Events	Actual # of Events
Categories	= 170	as of 10/19/23 = 72
Conventions	8	4
Trade Shows	6	1
Public Shows	11	8
Social	50	14
Meetings	70	26
Sports	23	17
Other	2	2
Total	170	72





# Sales Outlook for 2025

Newly Contracted Events for 2025: Additional (6) Events been contracted since Q2s report:

All Star Cheerleading	2 Days	1,200 People	40 HRN
Bar Exam (February & July)	6 Days	2,000 People	1000 HRN
OneGroup Employee Meeting	2 Days	400 People	350 HRN
Reptile Expo (May & September)	4 Days	9,000 People	40 HRN

Current Contracted Events for 2025:

Total of Contracted Events for 2025 is **10 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**



## Leads Exclusively Generated by ASM within Q3

### • 2023

- 40 Leads
- 305 Estimated HRN

### • 2024

- 62 Leads
- 4,878 Estimated HRN

### • 2025

- 8 Leads
- 3,822 Estimated HRN

- ASM is seeing the conversion rate slowing down for 2024 & 2025 over the last quarter, 20% estimated.
- A few events have started to ask for a multi year agreement – we have not seen this request since 2019 – foreshadowing of growth coming back.



# ACC Attendance TRENDS

## Month to Date for September:

- September 2023 is 36% ahead 2019 attendance numbers.
- September 2023 is 15% ahead 2022 attendance numbers. \*\*Two corporate meetings had 15% growth in attendance since 2019

## Year to Date:

- 2023 compared to 2019 – we are still about 27% behind when it comes to attendance.
- 2023 compared to 2022 – we are now tracking about 15% ahead when it comes to attendance.



# ASM Global ACTS: Center for Disability Services





# Event Spotlight: Auto Recyclers Association Northeast






# OPERATIONS UPDATE


## Capital Improvements




(15) Max R Trash  
Receptacles –  
Ordered




(400) Additional  
Classroom Tables -  
Ordered




Additional  
Storage/Shelving:  
Garage Space &  
Loading Dock –  
Complete



Wall protection  
installed on Level 2 -  
to complement the  
2022 install -  
Complete



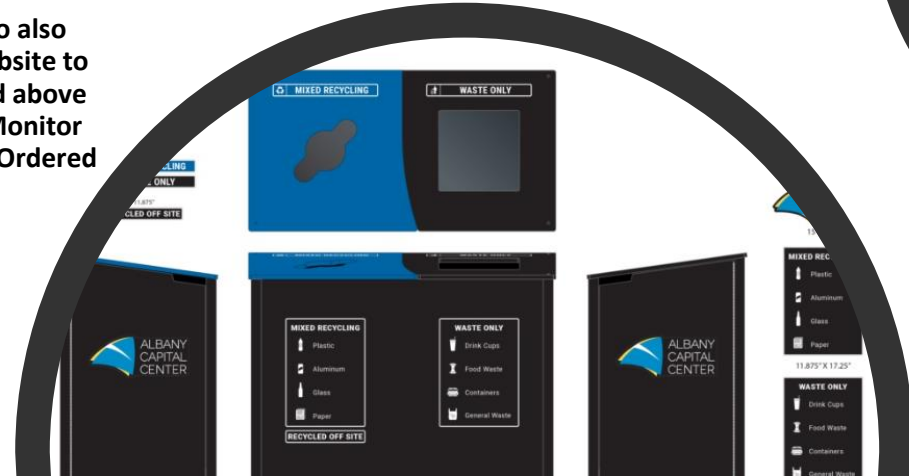
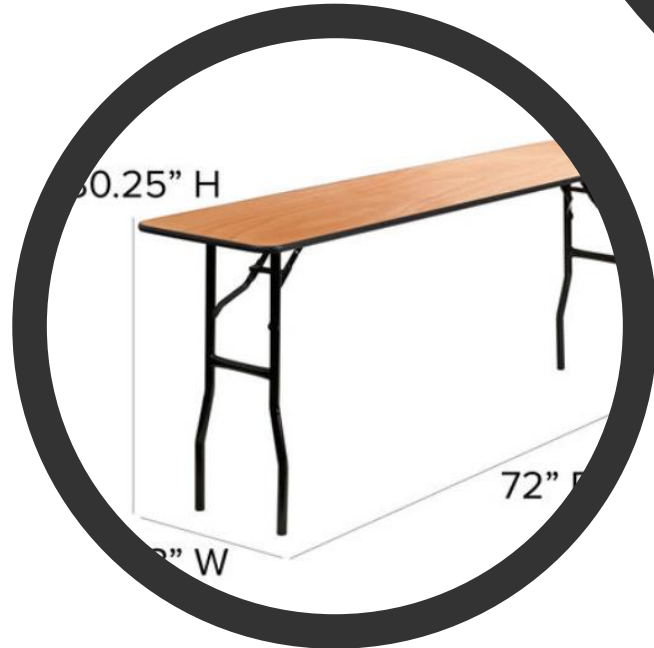
(4) ChargeFUZE  
Stations (ASM  
Procurement) –  
Ordered



(1) Additional Carpet  
Extractor – Ordered



ACC Logo to also  
include website to  
be installed above  
welcome Monitor  
in Lobby – Ordered







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