



Albany Capital Center -2024 Q1 Report-



Sales Outlook for 2024

Newly Contracted Events for 2024: Additional (47) Events been contracted since 2023 Q4s report:

Teresian House 50 th Anniversary Gala	1 Day	500 People	
Zero Gravity Coaches vs Cancer Classic Basketball Tournament	3 Days	1,000 People	
Gym Rats Challenge (Boys)	3 Day	1,800 People	817 HRN
Gym Rats Challenge (Girls)	3 Days	1,500 People	625 HRN
Capital Region Card Show (2 Events)	2 Days	200 People Each	
Eufuria Annual Conference	3 Day	62 People	
1 UpState Conference	1 Day	250 People	
NYSEIA New York Solar Summit	1 Day	500 People	50 HRN
Salesforce Meeting	1 Day	100 People	
NY Renews – Youth Day of Action	1 Day	376 People	
Adirondack Sports Winter Expo (Former Ski Show)	3 Days	6,000 People	35 HRN
McSilver Institute (4 Meetings Different Dates)	4 Days	550 People Total	
NYS OPWDD Statewide Direct Support Professional of the Year	1 Day	150 People	
NYSPEP Annual Training Institute	1 Day	200 People	
NYSICA Conference	1 Day	150 People	

Current Contracted Events for 2024:

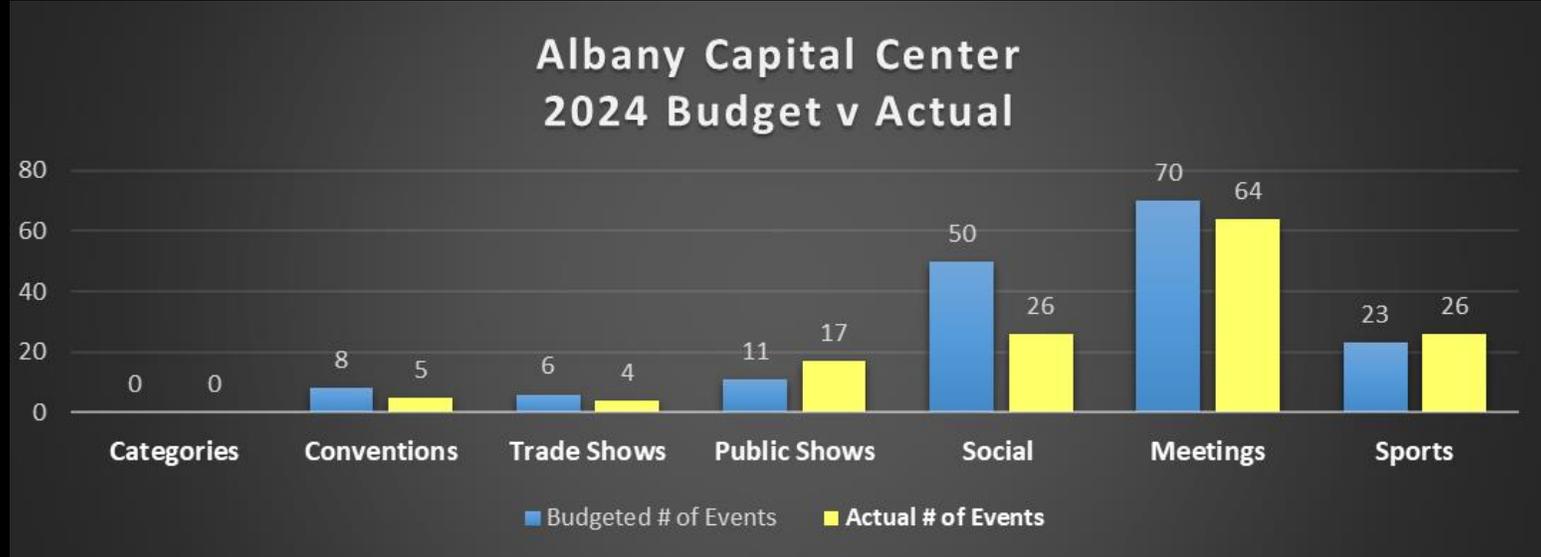
Total of Contracted Events for 2024 is **144 Events**
Total of Event Days impacted by the 144 Events is **242 Days**
Total of Estimated Guests from the 144 Events is **75,032 People**
Total Hotel Room Nights impacted for 2024 is estimated at **10,922**
Additional Contracts have been issued **7**



	Budgeted # of Events	Actual # of Events
Categories	= 170	as of 4/11/24 = 144
Conventions	8	5
Trade Shows	6	4
Public Shows	11	17
Social	50	26
Meetings	70	64
Sports	23	26
Other	2	2
Total	170	144

Sales Outlook for 2024

- 2024 Estimated Hotel Room Nights used by the 144 events coming to the ACC: **10,922**
- The Budgeted Goal was set at 170 Events for 2024 –ASM has captured **85%**



Sales Outlook for 2025

Newly Contracted Events for 2025: Additional (19) Events been contracted since 2023 Q4s report:

NBT Bank Leadership Conference	2 Days	470 People	153 HRN
NYS Emerging Manager & MWBE Conference	2 Days	800 People	
American Heart Association Heart Ball	1 Day	500 People	
2025 NYS Powerlifting Competition	3 Days	200 People	25 HRN
Capital Region Chamber Dinner	2 Days	1,100 People	
ACS Bridal & Wedding Expo	2 Days	1,700 People	25 HRN
American Red Cross Fire & Ice Gala	1 Day	590 People	
American Heart Go Red for Women Luncheon	1 Day	350 People	
NYSEIA New York Solar Summit	1 Day	500 People	20 HRN
NYSTEC Annual Meeting	1 Day	400 People	
New York Health Plan Association Conference	2 Days	300 People	100 HRN
Royal Dance Competition	3 Days	1,400 People	20 HRN
Capital Wine Fest	1 Day	760 People	
APA Pool Tournament	6 Days	1,000 People	356 HRN

Current Contracted Events for 2025:

Total of Contracted Events for 2025 is **33 Events**

Total of Event Days impacted by the 33 Events is **67 Days**

Total of Estimated Guests from the 33 Events is **32,892 People**

Total Hotel Room Nights impacted for 2025 is estimated at **3,717**

Additional Contracts have been issued **15**

Leads Exclusively Generated by ASM within Q1

• 2024

- 79 Leads
- 2,707 Estimated HRN

• 2025

- 38 Leads
- 2,476 Estimated HRN

• 2026

- 7 Leads
- 3,520 Estimated HRN

- ASM is having a challenging time converting 2024 leads as we have very limited availability, but still staying strong at 20% conversion rates.
- ASM is encouraging clients to sign for multi year agreements, has been a successful negotiation tool.



ACC Attendance TRENDS

Month to Date for March:

March 2024 is 18% ahead 2022 attendance numbers.

March 2024 is 1% behind 2023 attendance numbers.

Year to Date:

2024 is 34% ahead 2022 attendance numbers.

2024 is 12% ahead 2023 attendance numbers.

2024: Albany Chef's Food & Wine Festival:
Wine and Dine For the Arts Gala

Event Spotlight:

BIG TOSS
Tournament

First Time Event
250 People

Gross Revenue:
\$22,540.00



bentbarpl 9h



cdaurio10

POWERLIFTING

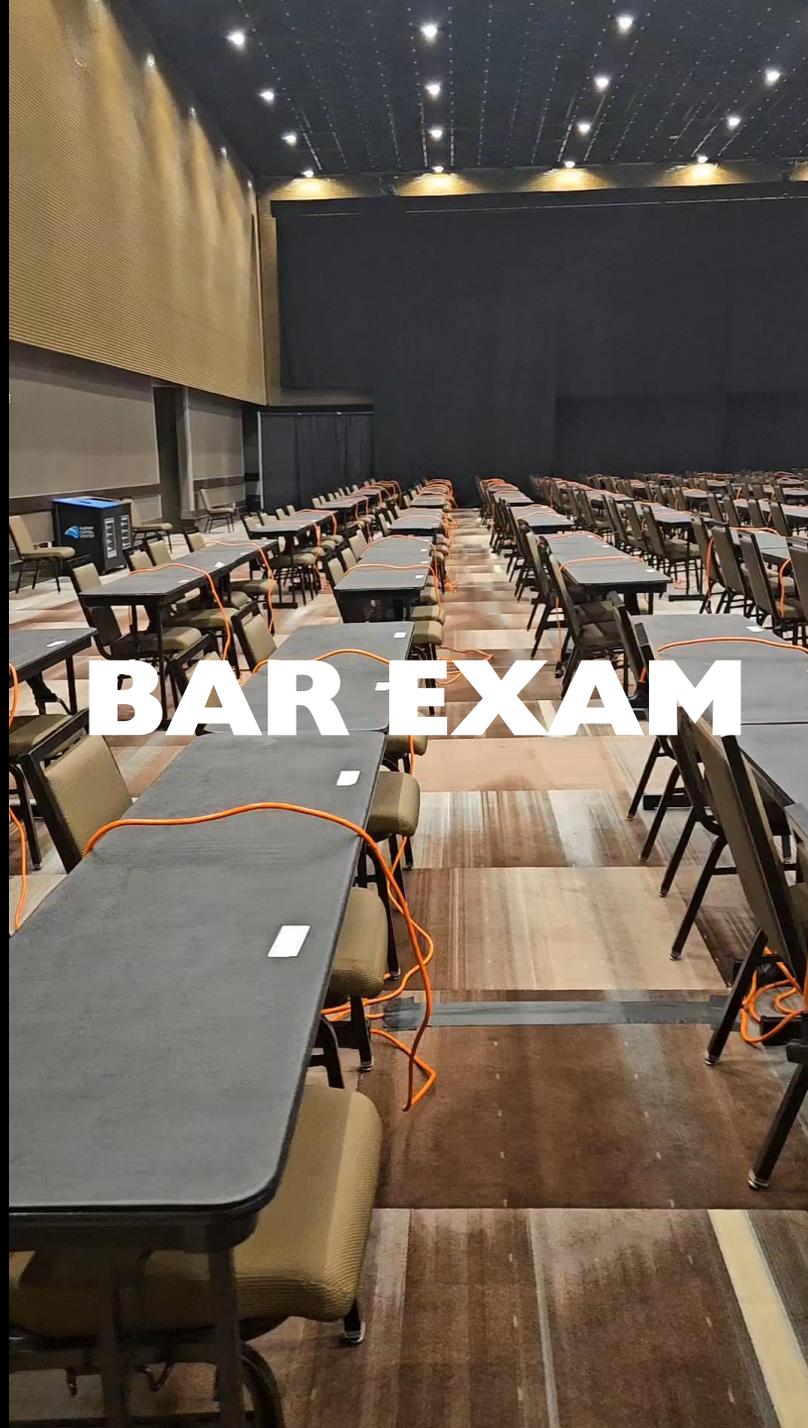


Does your meet have bagpipes [@bentbarpl](#) does!

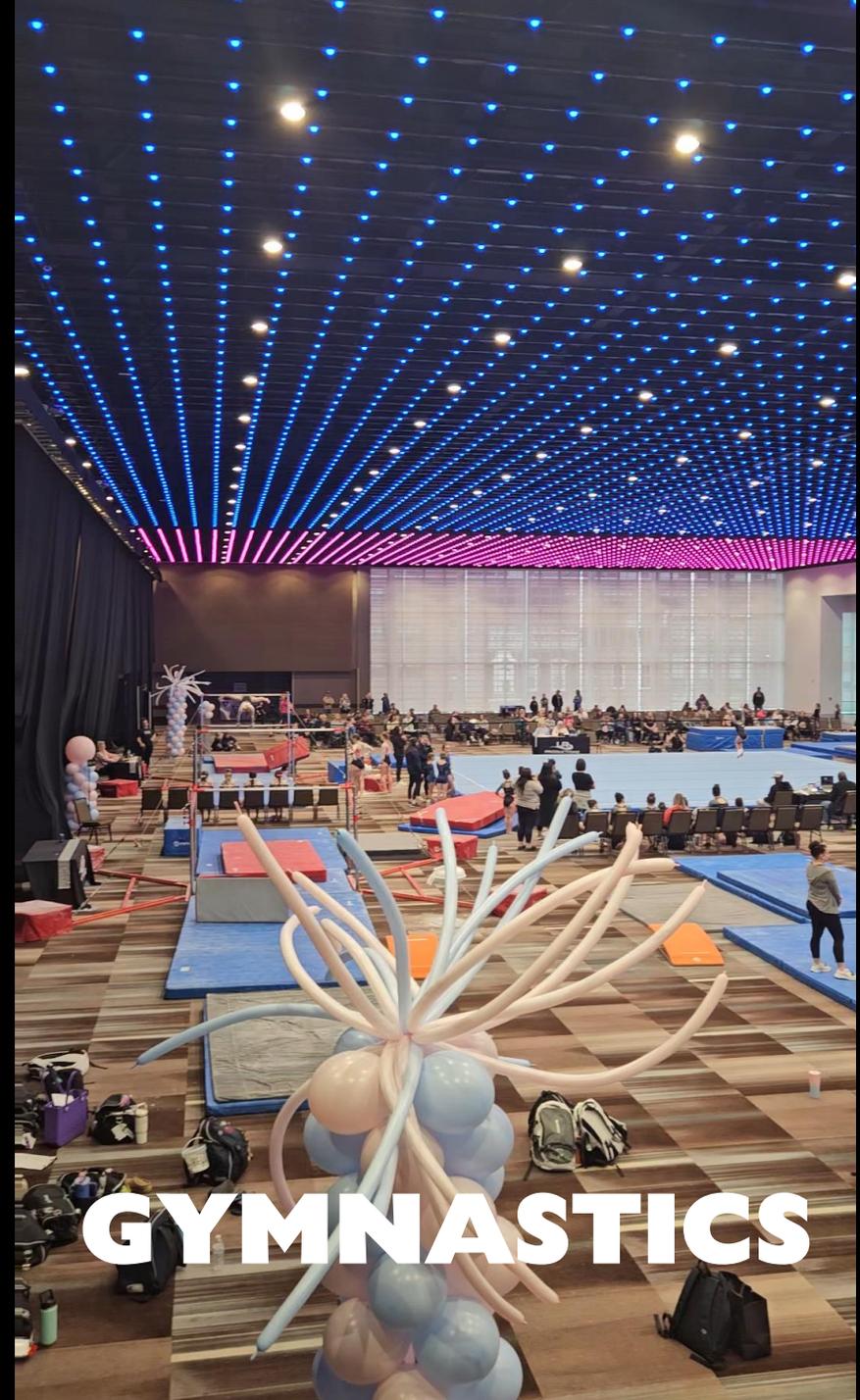
ALBANY CAP CENTER

[@usapowerlifting](#)

[@usapowerliftingny](#)



BAR EXAM



GYMNASTICS

**559,259 - GUESTS
THROUGH OUR DOORS**

**50,764,693 - SQ. FT. OF
SPACE USED BY EVENTS**



Celebrating
1000 EVENTS

**ALBANY
CAPITAL
CENTER**

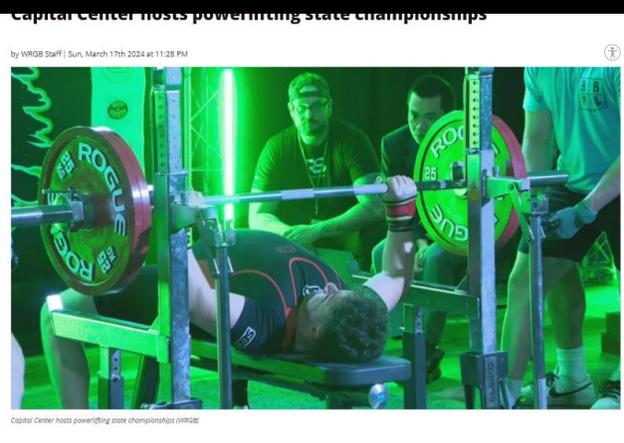
ALB|NY.
ALBANY CONVENTION
CENTER AUTHORITY

**ASM
GLOBAL**

64 - CONVENTIONS
417 - MEETINGS
85 - PUBLIC SHOWS
232 - SOCIAL EVENTS
127 - SPORTS EVENTS
39 - TRADESHOWS
36 - EXAMS

**OVER \$80 MILLION - IN
TOTAL NEW VISITOR
SPENDING TO DOWNTOWN
& THE CAPITAL REGION**

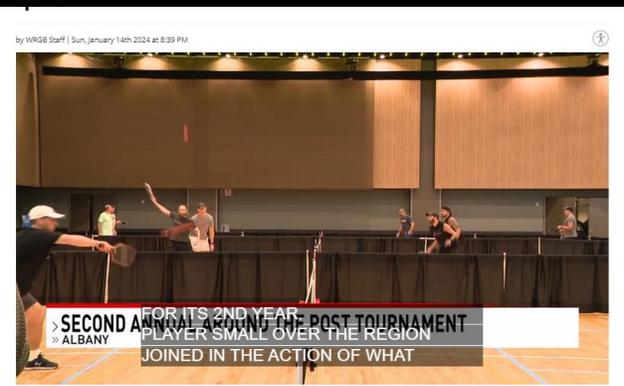




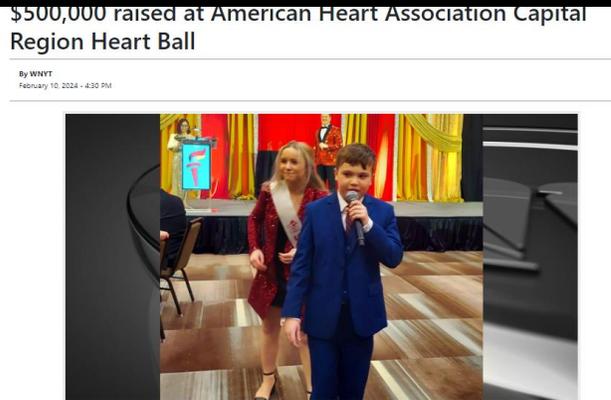
Capital Center hosts powerlifting state championships | WRGB Staff | Sun, March 17th 2024 at 11:28 PM



Albany hosts Capital Region Spring Home Show | Top Stories / Feb 4, 2024 / 11:51 AM EST
The Albany Capital Center is hosting the Capital Region Spring Home Show this weekend.



Albany hosts Around the Post Pickleball Classic, highlighting growing sport | WRGB
ALBANY, NY (WRGB) — The Around the Post Pickleball Classic made its return to the Capital



By WNYT February 10, 2024 - 4:30 PM
(L-R): Lyla Stebbins, Colton Berlin. Photo courtesy of Kathy McCarthy, Senior Marketing Communications Director, NYS, American Heart Association.

ALBANY COUNTY

Women's sports leadership panel to be held in Albany

by: Jackson Tollerton
Posted: Mar 27, 2024 / 01:48 PM EDT
Updated: Mar 27, 2024 / 05:49 PM EDT

Advertisement: 0:00

SHARE [Facebook] [Twitter] [LinkedIn] [Email]

ALBANY, N.Y. (NEWS10) — The Capital Region Sports Foundation will be presenting the “Women in Sports and Careers” panel discussion. The event will be held at the Albany Capital Center on March 30 at 11 a.m.



by WRGB Staff | Sun, February 25th 2024 at 10:31 PM

Public Relations

- Media Advisories – Q1
 - 1/4: Pickleball Classic
 - 2/1: Home Show & Rubik's Cube
 - 2/20: MyKayla Skinner Invitational Tour
 - 3/14: USA Powerlifting NYS Championships
 - 3/18: Smart Women in Meetings Award
- Media Coverage – Q1
 - Total Advertising Value Equivalency (AVE): **\$308,916.06**
 - Unique Visitors per Month (UVM): **33,239,574**
 - Total Social Engagement: **224**
 - Total Coverage: **Amazing Coverage of ACC & our Events!**
 - 75 Print
 - 71 On-Air

ALBANY CAPITAL CENTER
An ASM Global Managed Facility

From sporting events, trade shows, galas, corporate functions and more, the **Albany Capital Center** provides all of the top-notch amenities needed for your successful meeting or event in the **Heart of Downtown Albany.**



ALBANYCAPITALCENTER.COM
55 EAGLE STREET, ALBANY, N.Y.
PHONE: (518) 487-2155

7
Years in Business

988
Planned Events

555,000+
Visitors

ALBANY CAPITAL CENTER

ALB|NY
ALBANY CONVENTION CENTER AUTHORITY

PLAN YOUR NEXT EVENT NOW! >>

DISCOVER THE HEART OF DOWNTOWN ALBANY'S EVENT SCENE AT

ALBANY CAPITAL CENTER

PERFECT FOR EVERY OCCASION

CORPORATE CONFERENCES | ELEGANT GALAS
TRADE SHOWS | SPORTING EVENTS | CONVENTIONS

Check out our upcoming events or book yours with us today!

VISIT ALBANYCAPITALCENTER.COM



Marketing

- Baker PR assisted with the following creative work:
 - half-page ad for the Discover Albany destination guide
 - half-page ad for Smart Meetings New York Feature edition
 - half page ad in the Hospitality Spotlight.
 - NY Feature ad to Smart Meetings
 - Times Union ad during NCAA's

USE CODE: "ALBANY" FOR

10% OFF

OFF YOUR RENTAL!

ASM Investing in Concession Cafes: TRENDING

- Seeing 10%-25% increase in F&B revenue across the board!!
- Digital Signage, Flags, & Social Media
- Customized Menu Items to cater to each group of attendees



Sneak Peek at Q2

57 Events

19 of these events are brand new business for ACC

25,000 People expected through our doors

3,260 Estimated Hotel Room Nights

Our first SOLD OUT month in history for April!



**Albany Capital Center
-2024 Q1 Report-**

