



# Albany Capital Center -2025 Q1 Report-





# Sales Outlook for 2025

Newly Contracted Events for 2025: Additional (32) Events been contracted since 2024 Q4s report - Highlights below:

Crossfit Games Albany	7 Days	2,500 People++	5,600 HRN
Foundational of Quality Care Education Summit	3 Days	120 People	85 HRN
Gilbane/Turner Meeting	1 Day	150 People	
NCA Cheerleading	2 Days	2,500 People	84 HRN
Upstate NY Meeting Planners International Gala	1 Day	120 People	15 HRN
Adirondack Sports Winter Expo	4 Days	6,000 People	35 HRN
Association of Food and Drug Officials Training	5 Days	250 People	50 HRN
Gym Rats (Boys) Tournament	3 Days	1,800 People	1,500 HRN
Gym Rats (Girls) Tournament	3 Days	1,900 People	1,300 HRN
Masjid As-Salam Fundraiser	1 Day	500 People	
Capital Region Card (3 Shows)	1 Day Each	400 People + Each	
In the Faith Fields Summit	1 Day	200 People	
Regional Food Bank 31 <sup>st</sup> Annual Chef's & Vinters' Dinner	1 Day	400 People	
NY Bankers Association	3 Days	275 People	180 HRN

## Current to Date Totals:

Total of Contracted Events for 2025 is **145 Events**

\*Discover Albany Leads for 2025 now totals **13 with 1 Contract**

\*ASM Global Leads for 2025 now totals **48 Events**

\*New Business Contracted for 2025 now totals **41 Events**

Total of Event Days impacted by the 145 Events is **263 Days**

Total of Estimated Guests from the 145 Events is **85,594 People**

Total Hotel Room Nights impacted for 2025 is estimated at **18,295**

Additional Contracts have been issued **16**

## SPECIAL NOTE:

(2) EVENTS HAVE BEEN CANCELED  
DUE TO FEDERAL FUNDING CUTS.  
**LOST REVENUE OF \$39,000.00**

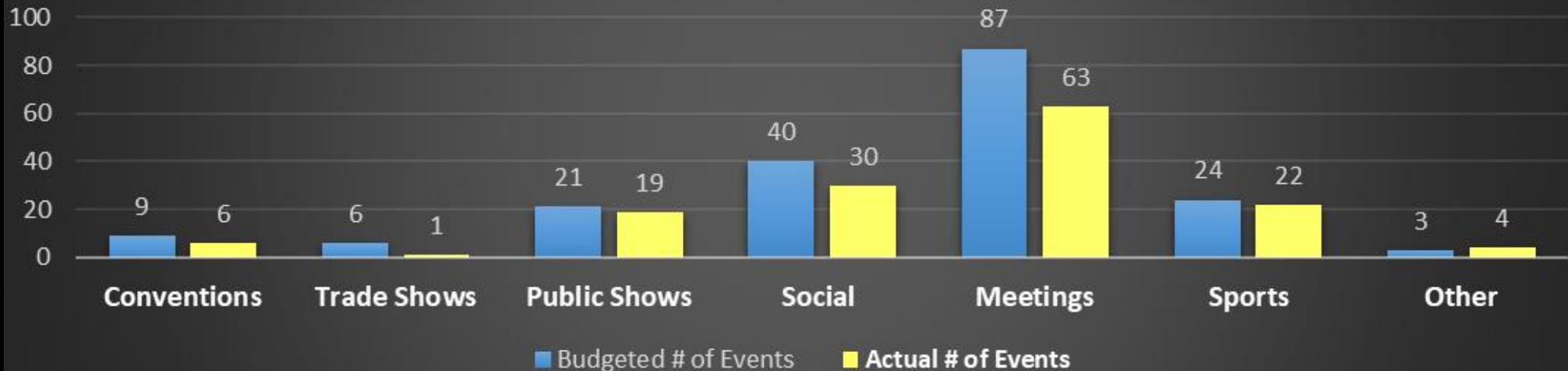


# Sales Outlook for 2025

- 2025 Estimated Hotel Room Nights used by the 145 events coming to the ACC: **18,295**

- The Budgeted Goal was set at 145 Events for 2024 –ASM has captured **76%**

## Albany Capital Center 2025 Budget v Actual





# Sales Outlook for 2026

Newly Contracted Events for 2026: Additional (22) Events been contracted since 2024 Q4s report - Highlights below:

American Council of Engineering Companies of New York	3 Days	400 People	415 HRN
New York State Restaurant Association RISE Awards	1 Day	220 People	15 HRN
NBT Bank Leadership Conference	2 Days	485 People	153 HRN
Albany Home Show	3 Days	2,500 People	25 HRN
NYS Economic Development Council Annual Conference	3 Days	396 People	280 HRN
NYS Emerging Manager & WMBE Conference	2 Days	700 People	
Albany County Sheriff's Office - Youth Summit	1 Day	450 People	
Royal Dance Competition	3 Days	1,500 People	20 HRN
NYS Brewers Conference	4 Days	613 People	500 HRN
Empire State Strength & Fitness Expo	3 Days	500 People	35 HRN
Government Technology NY IT Leadership Academy	1 Day	450 People	35 HRN
NYOH Spring2Life (My Med Ed)	3 Days	150 People	45 HRN
Ginsberg's Food Annual Tradeshow	2 Days	1,025 People	45 HRN
ACS Bridal & Wedding Expo	2 Days	1,700 People	25 HRN

Current Contracted Events for 2025:

Total of Contracted Events for 2026 is **47 Events**

\*Discover Albany Leads for 2026 now totals **9 with 1 Contract**

\*ASM Global Leads for 2026 now totals **44 Events**

\*New Business Contracted for 2026 now totals **5 Events**

Total of Event Days impacted by the 47 Events is **104 Days**

Total of Estimated Guests from the 47 Events is **33,744 People**

Total Hotel Room Nights impacted for 2026 is estimated at **7,749**

Additional Contracts have been issued **14**

## SPECIAL NOTE:

(1) EVENT HAS BEEN CANCELED DUE  
TO FEDERAL FUNDING CUTS.  
**LOST REVENUE OF \$30,000.00**



## Leads Exclusively Generated by ASM within Q1 2025

### • 2025

- 48 Leads
- 1,105 Estimated HRN

### • 2026

- 44 Leads
- 7,105 Estimated HRN

*\*Included CrossFit\**

### • 2027

- 7 Leads
- 1,150 Estimated HRN

- ASM has been very successful in converting 55% of the leads this last quarter into contracts. We are seeing a real demand for dates, especially during peak months. October is sold out as of today!
- ASM is seeing STRONG leads for 2026 and is encouraged by the outreach of many multi-day events. We are (2) days away from selling out February, as well as projecting sold-out months in March, May, and October.



# ACC Attendance TRENDS

## Month to Date for March:

2025 is 33% ahead 2024 attendance numbers  
2025 is 34% ahead of 2023 attendance numbers

## Year to Date:

2025 is 6% ahead of 2024 attendance numbers  
2025 is 21% ahead of 2023 attendance numbers





# Public Relations

## Media Advisories – Q1 2025

- **1/29: All-Star Cheerleading Championship**
- **2/19: Katelyn Ohashi Gymnastics Invitational**
- **3/13: NYS USA Powerlifting Championships**

## Media Coverage – Q1 2025

- **Total Advertising Value Equivalency (AVE): \$2,849,313.21**
- **Unique Visitors per Month (UVM): 308,033,856**
- **Total Social Engagement: 1,385**
- **Total Coverage: Amazing Coverage of ACC & our Events!**
  - **48 Print**
  - **52 On-Air**

# Building Award:

## Meetings Magazine – 2025 America's Premier Convention Centers

# AFFORDABLE LUXURY WITHIN REACH

## PERFECT FOR EVERY OCCASION

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

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



ALB | NY

ALBANY CONVENTION  
CENTER AUTHORITY





VISIT [AlbanyCapitalCenter.com](http://AlbanyCapitalCenter.com)



ALBANY  
CAPITAL  
CENTER




**AMERICA'S  
PREMIER  
CONVENTION  
CENTERS**

Association Conventions & Facilities magazine proudly presents the designees of our 2025 America's Premier Convention Centers. These convention centers go above and beyond to stand out among the many centers around the country. They offer top-notch service and support, as well as promotional assistance, and supplier, facility and venue information to make planning meetings an easy, stress-free undertaking. These industry-leading convention centers earn their way atop planners' lists nationwide – through expanded and upgraded facilities – and boast enough AV and other technology to meet the needs of any of today's face-to-face, virtual or hybrid meetings. Consider these Top Convention Centers for your next meeting, conference or event.



America's Center  
Convention Complex



Renasant Convention Center



Hawaii Convention Center



Albany Capital Center



THE ALBANY CAPITAL CENTER



# NEW YORK STATE'S PREMIER MEETING AND EVENT DESTINATION

2024 BEST MANAGED CONVENTION CENTERS

## AT A GLANCE

### THE ALBANY CAPITAL CENTER

**WHAT:** A premier event and meeting destination in the heart of downtown Albany, New York

**CONFIDENTLY  
ENTERING A NEW ERA  
WITH ALL THAT IS  
NEEDED TO THRIVE**

**A**lthough the pandemic may have been a difficult time to navigate for many sectors, some sectors felt the impacts more than others. One of the hardest-hit sectors of the American economy was the hospitality industry. Despite this economic reality, organizations that were prepared to meet the challenges weathered the COVID storm



## THE ALBANY CAPITAL CENTER

Capital Center (ACC) to see how a measured response and the outlook to keep moving forward has ensured that this event center continues to thrive. A modern, premier event and meeting destination, the Albany Capital Center is located in the heart of downtown Albany, New York, that is the Empire State's capital. "We've made our leap out of COVID and we're in this new era now in the way we go about the hospitality business," declares General Manager, Shannon Liczygiewicz.

Opened in 2017, the Albany Capital Center is owned by the Albany Convention Center Authority (ACCA) and operated by ASM Global, the world's leading venue management and services company. The ACC is a multi-purpose meeting and event facility that can accommodate up to 5,000 people with 22,500 square feet of ballroom/exhibit space, six meeting rooms with 9,200 square feet of space, and 13,500 square feet of pre-function space. Since opening its doors, the ACC has generated over \$90 million in total new visitor spending, hosted over 1,100 events and conferences, attracted over half a million visitors to downtown Albany, and perhaps most importantly, generated more than 127,000 hotel room nights in the Capital Region.

When COVID hit, the ACC had to pivot from live events to virtual ones. That meant building up its production facilities so that it could accommodate businesses' Zoom calls and Microsoft Teams meetings. For that, it turned to its AV team from American Concert and Entertainment Services (ACES), which supplied the technology and embedded it within the building's infrastructure to make the transition happen. The ACC stayed open (even though it was restricted by COVID protocols to 25 live people per event). What really hurt was the loss of the hotel nights that followed multi-day events, which Liczygiewicz says traditionally provided the major economic impact for the area.

"For the past couple of years, AV has been on the top of everybody's list," she recounts. "We wanted to make sure that we were on the cutting edge and that those things were working efficiently. Virtual is still something that is used. We're seeing presenters stream in if they can't make it to all of their things, or perhaps it's a cheaper option for some associations,



depending on their budget, to stream their keynote in as opposed to having them there in person. But we're seeing less and less of the hybrid model —rather it's there and used when needed."

### A NEW PARADIGM

"There's a new temperature for events," Liczygiewicz continues. "We're seeing the 'experience' starting to come back. When people set foot in your facility, they want to see and remember something different — whether it's a photo op area, a networking space, a quiet space, or a sensory space. People want to be wowed, and coming out of the virtual world, you had better have something cool planned. Creating those key moments and making the time for that balance during the meeting has become very important."

"How do we continue to stay up to date; how do we continue to not be sterile; and how do we continue to wow people as they come through our doors?" the GM posits. "Well, luckily, we are a new building

## THE ALBANY CAPITAL CENTER



finishes and full wall-to-wall carpet replacement. I'm proud to say we did not go the traditional route with one static pattern for the whole space. The ACCA worked with a design company and we brought in some really thoughtful designs. The pre-function space downstairs has its own look and feel; the meeting rooms have their own look and feel; the upstairs space has its own look and feel. We made them destinations within the convention center," Liczygiewicz shares. "In addition to the carpeting, almost every single white wall in the building got some sort of treatment — wallpaper, tiling, millwork, stainless steel. It's quite a stunning upgrade and

it really takes us into a luxurious atmosphere. The level of luxury that we created with this new interior atmosphere is going to be unmatched in our area."

The ACC also partners with Discover Albany, an independent, non-profit corporation that serves as Albany County's official Tourism Promotion Agency. The Discover Albany staff has been assisting visitors and meeting specialists for more than 30 years, acting as a community concierge to attract tourists and assure successful meetings, conventions and events held in Albany. "They will bring in a local pop-up shop for us, which is basically their visitor center that

gets popped up in the convention center," Liczygiewicz reports. "This gives people an experience. They don't have to go to the airport and grab a little tchotchke (Yiddish for a small, inexpensive, decorative trinket or souvenir). It's at their convention. It's creating these moments for people, and that's where I see our focus and everyone's focus moving forward in the next year or so."

### THE SUSTAINABILITY AGENDA

Year-in and year-out, staying sustainable has always been a consistent goal for the ACC, although Liczygiewicz admits that it was more difficult during

COVID: "We went through a lot of pre-packaged food that got us through the timeframe, but perhaps we weren't the most sustainable. But we just went full LED lights within the last 12 months, so that was a step forward. We've also started a sustainability committee this year that has resulted in our team focusing on questions such as, how do we continue to be mindful of our carbon footprint as a facility? What can we do during downtimes to conserve energy? Meeting planners are looking for ways to incorporate sustainability into their events so what can we offer them in the way of a toolkit?"

Liczygiewicz answers some of her own queries: "For example, a lot of groups get box lunches and salads and sometimes things end up in the trash because people are on the go and don't finish meals. So we started an easy, friendly program. If a group is providing box lunches, our food and beverage team puts baskets at the end of the buffet table along with a sign that says if there are any unwrapped items in your boxed lunch, please put them in the baskets."

ALBANY

ALBANY CONVENTION CENTER AUTHORITY

Albany – An American Crossroads of History, Commerce, and Culture

7 YEARS

1,089 EVENTS

578,861 VISITORS

PROUD TO PARTNER WITH





are so good at thinking on our feet, putting out fires, and coming up with solutions."

#### GETTING BACK TO BUSINESS

Now that the Albany Capital Center has entered the new post-COVID era, Licygiewicz says that her top priority going forward is increasing the number of events and the facility's selling capacity. "We want to continue to be strong partners with Discover Albany and work with them to book those larger, multi-day events that increase the economic impact via hotel nights in the county," she says in conclusion. "And continue to be the best version of ourselves that we can be."

#### PREFERRED VENDOR/PARTNER

##### ■ Albany Convention Center Authority

[www.albanycapitalcenter.com](http://www.albanycapitalcenter.com)

The Albany Convention Center Authority (ACCA) was established to undertake transformational tourism and economic development projects

#### THE ALBANY CAPITAL CENTER



We then donate these extra food items to the local missions and recovery programs in our area."

Another example that she shares is, "if you're renting AV equipment, can it be turned off at certain times? It's looking at all the different aspects of an event and trying to find the small ways to make it a little more environmentally friendly. It all adds up."

#### PEOPLE ARE KEY

While a convention center can have great aesthetics, a robust technical infrastructure, and a dedication to sustainability, in the end, hospitality is a people-centered business. So it has to be run by people who know how to treat people well. "We're only as good as the people inside and I'm very lucky to have a super dynamic team," Licygiewicz states. "I am proud of the focus that our group has on customer service and

the kindness of our staff. Every person who walks through our doors is treated with a smile by all staff members. And it starts with the selling process. Our sales team is very interactive; they treat everyone like family. We know it's a big investment and that there are a lot of choices for an event facility, which we appreciate. We show our appreciation through our service to our clients. All of our partners -- Mazzone Hospitality, ACES AV -- also have the customer service

bug. They know the way we like our clients to be treated."

Hospitality is also a business that requires cool heads and quick thinking. "It's a stressful environment," notes Licygiewicz. "But if you continue to get the right people around a problem, everything can be solved when we stay calm, put our heads together, and work as a team. All of us in the hospitality field



# Sneak Peek at Q2

56 Events/ 88 Event Days

*17 of these events are brand new business for ACC*

25,719 People expected through our doors

4,485 Estimated Hotel Room Nights





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