

ALBANY
24



ALBANY CAPITAL CENTER



PROUD MEMBER OF THE ASM PORTFOLIO

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01

LEADERSHIP

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**



Facility Manager

ASM Global

Leadership Message



It has been my privilege to lead this team over the past year to a phenomenal record-breaking finish! We certainly have a great comeback story to tell. Our team worked tirelessly to surpass all benchmarks in bookings, event days, attendance, revenues and customer feedback. We reached our 1,000th event milestone and have stood tall among our hefty competition; not only in New York but in the Northeast. We are quickly living up to the tag line of “affordable luxury within reach”!

A building is only as good as the people inside it. Much like the high-quality amenities our building has to offer, I assure you that our team of talented and skilled employees is unmatched. We have been able to retain our talent and continued to invest in their growth – our team has set the bar high for service and hospitality in our region. I personally could not be prouder of what our small but mighty team has achieved. We look forward to continuing our management partnership for many years to come – our future is bright!



***Shannon Licygiewicz, CEM, General Manager
of the Albany Capital Center***

Leadership

ASM Global



Shannon Licygiewicz, CEM
General Manager
With ACC for 10 Years, ASM 20 Years



Jennifer Cioffi
Director of Finance
With ACC for 8 Years



Ana Messina
Senior Sales Manager
With ACC for 8 Years



Maria Vaughan
Event Manager
With ACC for 6 Years



Robert Brady
Operations & Event
Security Manager
With ACC for 8 Years



Joe Leavens
Facility Manager
With ACC for 8 Years



Christine Hayes
HR Manager
With ACC for 3 Years

FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH



02

HUMAN RESOURCE HIGHLIGHTS

FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH

EMPLOYEE BREAKDOWN



Our future is contingent on the success and development of our workforce. We are committed to developing our team to keep the Albany Capital Center and our industry successful.

ACC ASM Albany proudly continues its partnership with LifeSong Inc., the mission of LifeSong's Supported Employment Department is to make it possible for people with varying levels of abilities to become active, wage-earning contributors to their local communities. Our team members have been with the facility for over 7 years and their development of skills has been admirable.



LOVE. ENHANCE. EQUIP. INSPIRE.

All ACC ASM Albany employees have access to over 400 courses through our online training platform ASM Global Academy.

Over 450 hours of professional development training completed.

ASM Staff :

- (138) non-union full time and part time positions filled
- (11) full time management staff dedicated to ACC daily operations
- (6) full time management staff with shared duties between ACC and the MVP Arena
- (110) part time security and guest service staff
- (3) full time building security staff
- (16) part time housekeeping staff and (1) full time housekeeper 291

IATSE Local #14 Staff- Managed by ASM

- (120) Union workers employed during 2023

Mazzone Hospitality

- Employes 246 Employees

Albany Capital Center Total

MW/EEO Score: 59%



03

FINANCIAL HIGHLIGHTS

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**



ACC FINANCIAL OVERVIEW

The Albany Capital Center had an operating net loss of **\$777,912** in 2024. This is a favorable loss of 32% compared to the 2024 budget of \$1,145,744.

The Albany Capital Center has a powerful come back story to tell for 2024. This past year was the best financial year our facility has seen since opening its doors in 2017. ASM continues to identify new revenue streams, attract new events, and has a laser focus on cost savings efforts with operations and overhead.



TOTAL RENTAL REVENUE

\$648,608



BILLABLE EVENT REVENUE

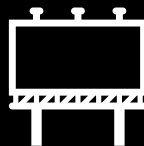
\$344,065

PARKING REVENUE



\$221,630

SPONSORSHIP REVENUE



\$85,274



FOOD & BEVERAGE COMMISSION

\$1,126,412



AUDIO VISUAL COMMISSION

\$252,162



Revenue drivers for 2024 included adding more events to the calendar, increased rental rates, increased parking rates, upselling event services & amenities, and focusing on optimizing parking opportunities outside our footprint.

EVENT REVENUE BY YEAR

FY 24

1,688,567

FY 23

1,496,991

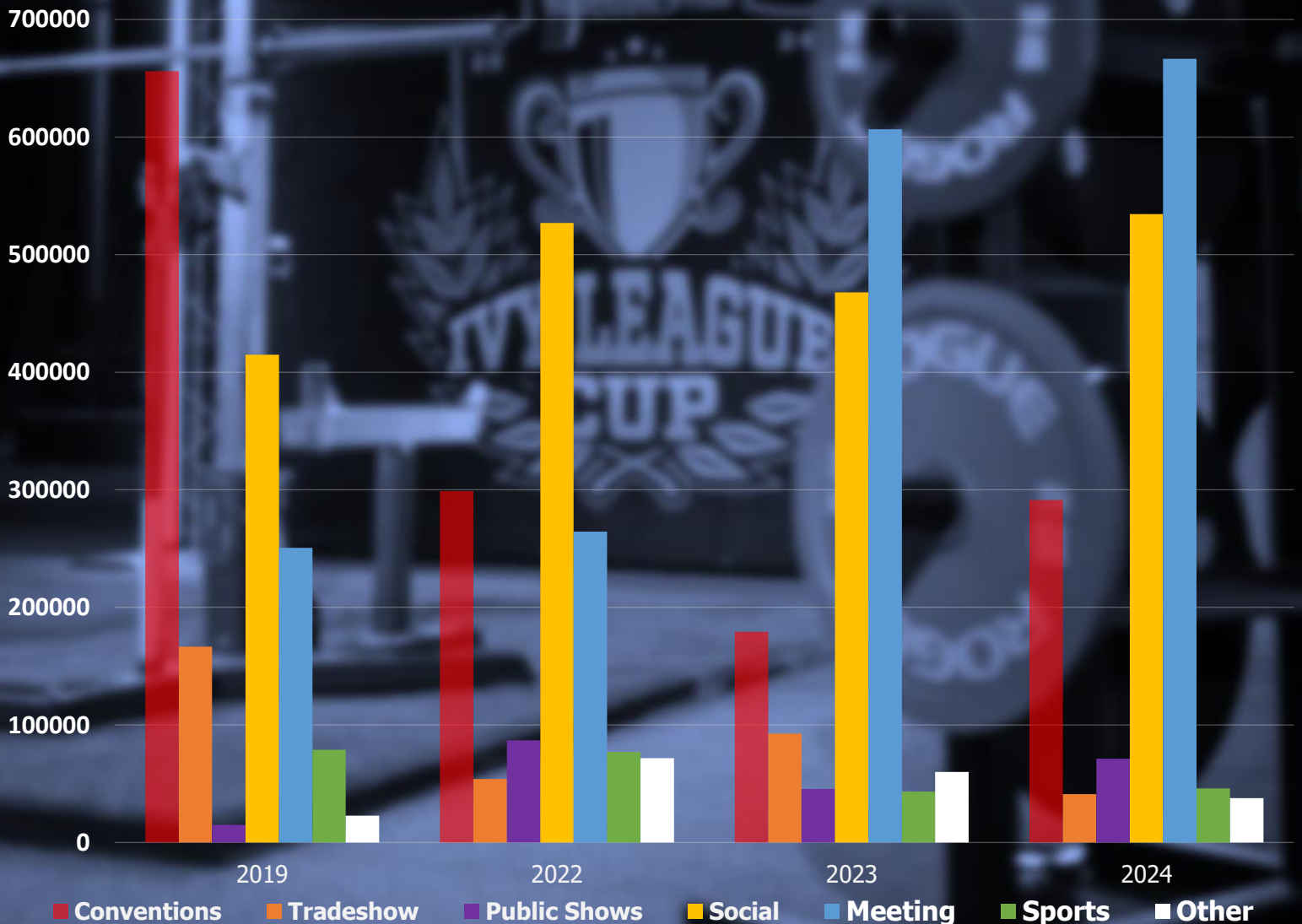
FY 22

1,379,625

FY 19

1,190,063

EVENT REVENUE BY EVENT TYPE



A large, dimly lit event space, likely a banquet hall or conference center, featuring a ceiling covered in numerous small, glowing starburst lights. The room is filled with round tables set for a formal dinner, each with white tablecloths, glassware, and plates. In the background, a stage is visible with a large screen displaying a live band performance. The overall atmosphere is sophisticated and elegant.

04

SALES HIGHLIGHTS

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**

2024 SALES STORY



SUMMARY

With less than 70 events booked prior to the beginning of 2024, the ACC ASM Albany sales team knew they would need to pull out all the stops to book over 58%+ of our business within the year. The team went back to the basics: phone calls, visiting offices, cookie blitzes, and forging relationships with venue partners to encourage more lead sharing. They also took care to cultivate client relations; to really dial into potential needs not just for 2024 but for future years. The sales team crushed all expectations and goals helping ACC to realize the highest event revenues in our history. **The ACC ASM Albany sales team was responsible booking 175 events with over 50 of them new business.**

TRAVEL SCHEDULE

- Local: ESSAE Harvest Highlight
- National: (ASM) CVENT Luncheon
- National (ASM): Small Market Meetings
- Local: Empire State Society of Association Executives Conference & Expo
- Local: Meeting Planners International Northeast Fall Focus
- National (ASM): International Association of Exhibition and Events Expo Expo



Hotel Room Night Breakdown for 2024:

Discover Albany - 2,789 (11 Contracted Leads) 19%
ASM Albany – 11,961 (175 Contracted Leads) 81%

2024 ACC ASM Albany Specific Lead Generation Breakdown:

- **84% is ASM ACC Sales Efforts**
- 6% is ASM Corporate
- 6% is CVENT Leads
- 4% is Partner Referrals

1

2024 – ASM Leads

158 Leads Cultivated
Contracted 105 of these leads or
66% conversion rate

2

2025 – ASM Leads

193 Leads Cultivated
Contracted 81 of these leads or
42% conversion rate

3

2026 – ASM Leads

30 Leads Cultivated
Contracted 26 of these leads or
87% conversion rate

TOP REVENUE GENERATING EVENTS OF 2024

1. Regeneron Holiday Party
2. NYS Society of Human Resource Management Conference
3. NYS Council for School Superintendents
4. GE Vernova DEI Summit
5. Northeast Acquirers Association Annual Conference
6. Capital Chamber Dinner
7. ETE Summit & World AIDS Day
8. NYS MWBE Forum
9. NY-BEST Consortium
10. Government Technology Meeting

\$579,152
Combined Revenue

TOP ATTENDED EVENTS OF 2024

42,473
Combined Attendees

1. Regeneron Holiday Party
2. Adirondack Sports Winter Expo
3. Albany Home Show
4. Reptile Expo
5. LR Productions Gymnastics
6. 2024 Dead Man's Hand Tattoo Expo
7. Albany Chef's Food & Wine Festival
8. Gym Rats Challenge Tournaments (Boys and Girls)
9. ACS Bridal Show
10. Royal Dance Competition

TOP HOTEL ROOM NIGHT GENERATING EVENTS OF 2024

1. Gym Rats Boys Challenge (Boys and Girls)
2. NYS Council for School Super Intendents
3. Northeast Acquirers Association Annual Conference
4. NYS Craft Brewers Annual Conference
5. NYS Society of Human Resource Management Conference
6. NYSPHSAA Men's Volleyball Tournament
7. NYSBA – Pro Bono Legal Partners Conference
8. GE Vernova DEI Event
9. NY Bar Exam
10. American Council of Engineering Companies NYS

10,337
Combined Room Nights

NUMBER OF EVENTS

FY 24

186

FY 23

153

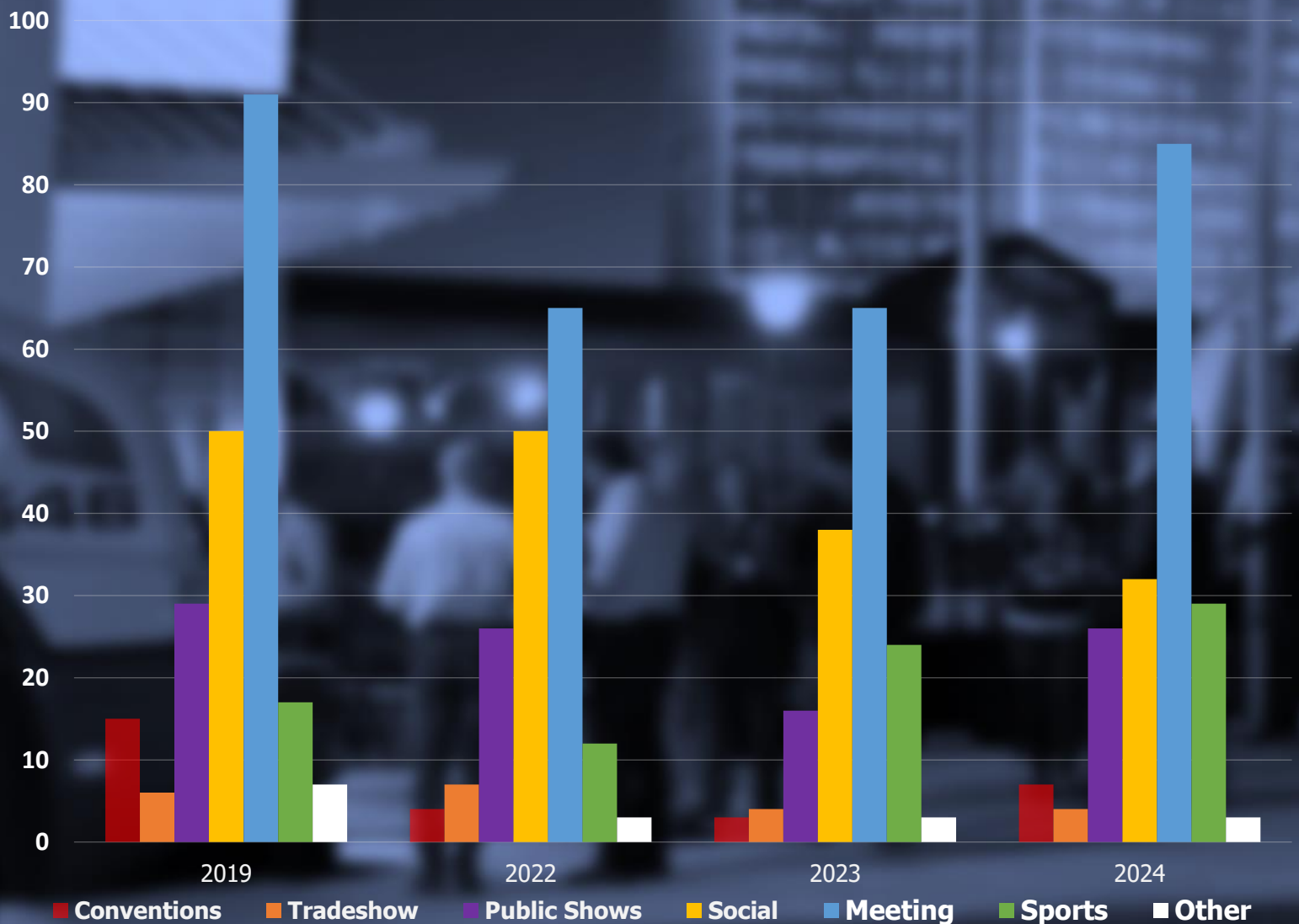
FY 22

167

FY 19

215

EVENTS BY EVENT TYPE



NUMBER OF EVENT DAYS

FY 24

325

FY 23

213

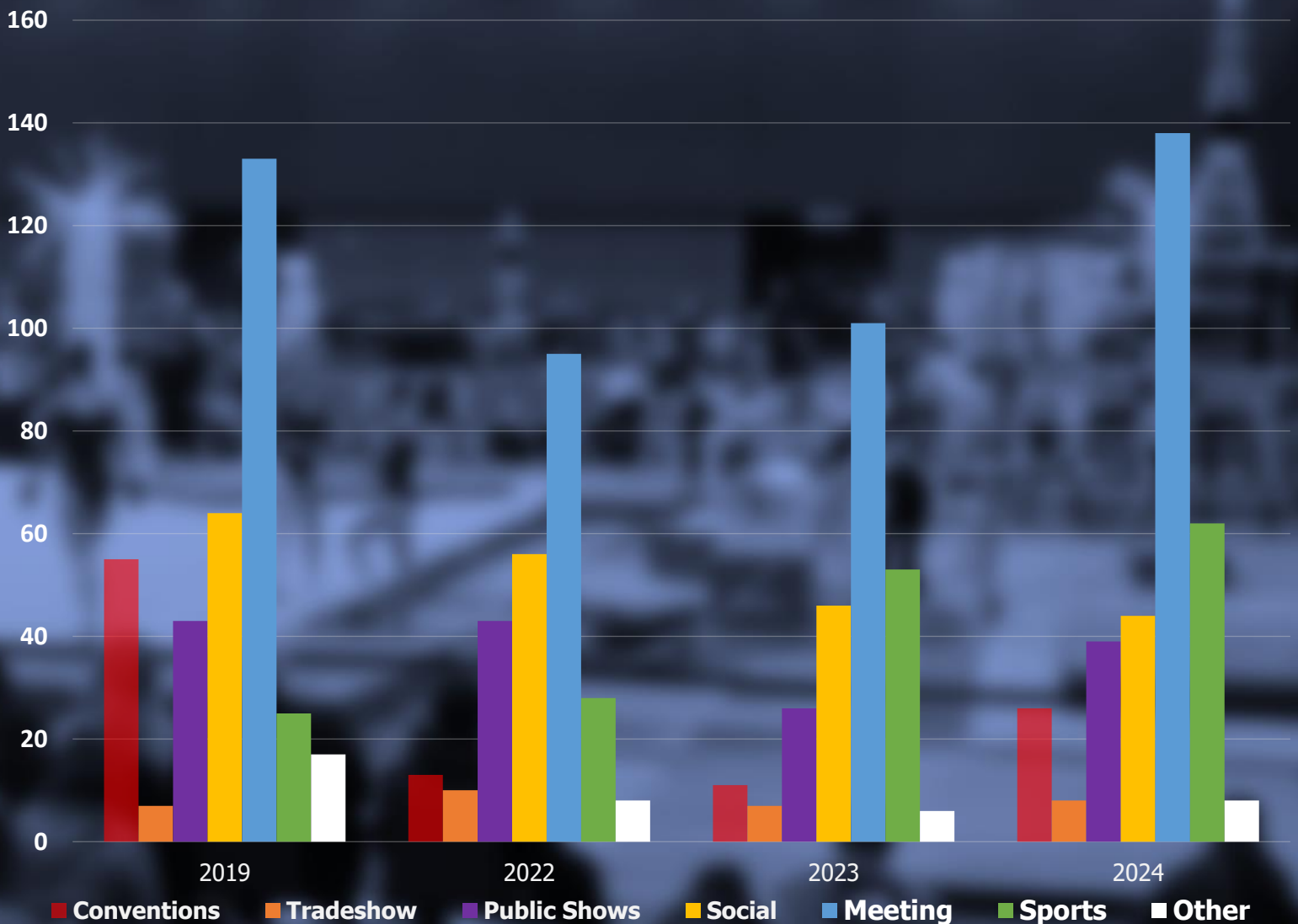
FY 22

253

FY 19

344

EVENT DAYS BY EVENT TYPE



NUMBER OF ATTENDEES

FY 24

92,692

FY 23

74,642

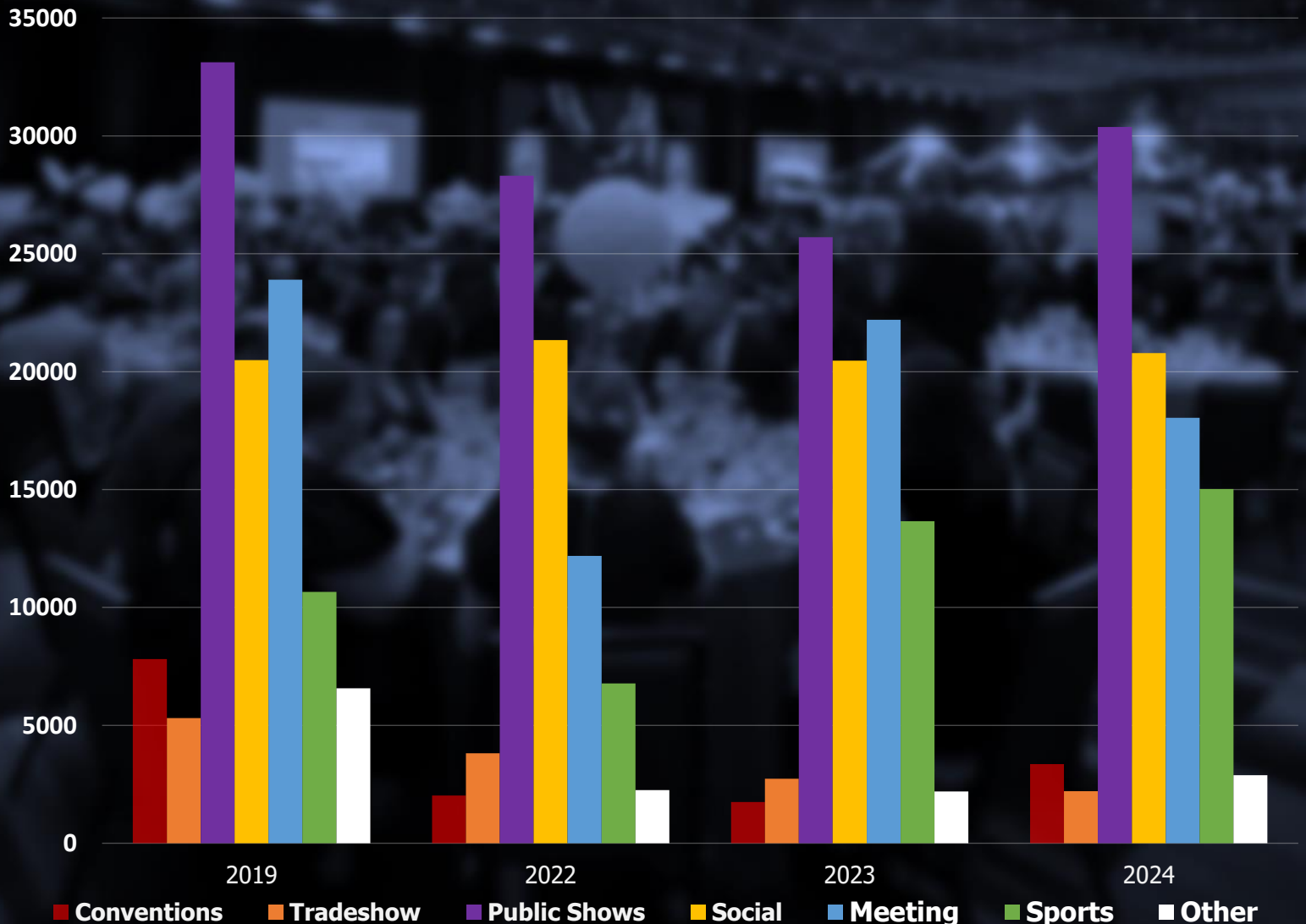
FY 22

76,710

FY 19

107,867

ATTENDEES BY EVENT TYPE





05

FOOD AND BEVERAGE HIGHLIGHTS

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**

2024 F&B STORY

Our ACC catering team with Mazzone Hospitality exceeded the 2024 commissionable food and beverage revenues by more than \$353,000. Making this year Mazzone's largest net revenue year in the history of the facility. The boost in revenue from F&B came from re-energizing the ACC concession menus, streamlining our corporate menu offerings, upselling stations and activating experiences. We also had an increase in overall attendance this year which also helped drive revenues. ASM is satisfied with how our partnership has turned a corner this year and appreciate Mazzone's attention to addressing ASM feedback readily and making a solid effort to improve best practices.

The onsite sales team has been in place for just over a year and has worked extremely hard to forge relationships with new and repeat clients. They have helped breathe excitement back into menu building and guided so many clients to new options, new ways of thinking about food, and exciting experiences. The culinary team with Mazzone has delighted taste buds, listened & delivered creative options, and wowed with stunning desserts. They certainly have helped to change the thought process behind convention center food offerings and provided us an edge over our competition. We offer truly a unique culinary experience that comes with a full team of professionals that are waiting to wow and impress!

FY 24 - Gross Revenues for Mazzone

3,968,078.55

FY 24 – F&B Commission Revenues to ACC

1,126,412



LARGEST PLATED MEAL
SERVED

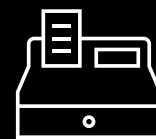
1,200 People

CHAMBER DINNER



MEALS DONATED
FOR FOOD RECOVERY

1,542



LARGEST CONCESSION
REVENUE EVENT

\$53,000

APA BILLARDS

06

OPERATIONS HIGHLIGHTS

Applied

FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH

2024 OPERATIONS STORY

The Operation department's main goals this year remained consistent in the following areas: energy savings, **tightening purchasing practices**, effective labor management, and work order efficiency. We realized some true savings this year from all three of these areas. Operations was able to stay under budget and identify many areas that we now have best practices in place to carry us into the future. The Operations Manager and Facility Manager have played a major role in the vetting and execution of the large number of capital improvement projects including the renovations completed this past summer. The operations team have handled reporting, staffing, hiring, and training. These two gentlemen also have an amazing sense of **fiscal responsibility** and make sure they present the best value not only to ASM but to the Albany Convention Center Authority.

The ACC ASM Albany operations team continues the use of ASM's **VenueShield and the international GBAC's** protocols for housekeeping and cleaning. Best practices are always at the forefront of what we do day in and day out. In addition to the program additional partnerships have been made by ASM to provide resources and buying power for the following companies of **Clorox and Purell**.



MAINTENANCE CONTRACTS FY 24

\$ 1 2 6 , 0 4 3



UTILITES FY 24

\$ 2 5 2 , 1 6 2



SUPPLIES FY 24

\$ 4 4 , 7 2 2



REPAIRS & MAINTENANCE FY 24

\$ 2 1 6 , 3 0 5

2024 CAPITAL IMPROVEMENTS

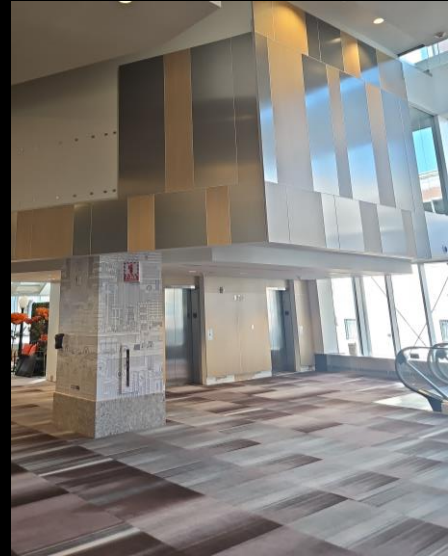
ACC ASM Albany operations team has worked in conjunction with the Albany Convention Center Authority to complete a schedule of capital improvements projects.

Larger Projects:

1. Execution of Carpeting/Soft Surfaces Renovations (1 month)
2. Replacement of Lobby Walk Off Carpeting System
3. Repair to the Main Entrance Gutter – exterior
4. Kitchen & Dishwasher upgrades/part replacement
5. Roof Inspection and Maintenance Plan
6. Recommend, design, and coordinate install of 9 ft LED Wall
7. Install new Capital Room Condenser Unit – exterior

Smaller Projects:

1. Recommendation and Purchase of the following inventory:
used all ASM Global partnerships for buying power:
 - Podiums (8)
 - 8' Tables (40)
 - Stanchions (30)
 - Cocktail Tables (30)
 - I Mops (3)
2. Recommend and install (4) new water bottle fill stations
3. Recommend and installed (4) new bike racks – exterior
4. Upgrade of flagpole lighting – exterior of building
5. Paint upgrade to Conference Room and Green Room
6. Purchase of new Soft Seating furniture
7. Paint upgrade to stairway railings and bathroom walls



07

MARKETING HIGHLIGHTS

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**

ADVERTISING RECAP

Approximately 50% of the ASM Marketing budget was spent on ad buys.

- Successful Meetings, Discover Albany Website & Visitor Guide, C-Vent, Small Market Meetings, Smart Meetings, MPI (Local and Regional), ESSAE, NESAE Newsletter, Tradeshow Executive, Business View Magazine.

Approximately 40% of the budget was spent on creative experiences, sponsorships, fam tours, film tours, and partnership.

- Some of those creative experiences were selfie stations, additional décor, special food activations, upgraded concessions experiences, community give back programs, prize giveaways, and taking an unused corner of the facility and turning it into a destination.

Approximately 10% was spent on social media campaigns.



Throughout the year, Baker Public Relations assisted the ACC ASM Albany team with creative work for step and repeat banners, 'Pardon Our Dust' design boards, a NYS Qualified Film Production Facility one sheet and marketing/advertising assets together with the Albany Convention Center Authority.

DISCOVER THE HEART OF DOWNTOWN ALBANY'S EVENT SCENE AT

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

ALBANY CAPITAL CENTER

Located in the heart of downtown Albany, the Albany Capital Center is a state-of-the-art ASM Global-operated facility that provides top-notch amenities needed for a film production studio.

NYS Qualified Production Facility

53,000 SF
flexible event space

26 FT
ceilings

265
ceiling rigging points

3 BAY
indoor loading dock

3 LEVEL
parking garage

1GB
internet service

10% OFF
YOUR RENTAL!

7
Years in Business

988
Planned Events

555,000+
Visitors

PLAN YOUR NEXT EVENT NOW! >>>

PRODUCTION SPACE

- 28' ceiling
- Customizable LED lighting
- 60'w x 40'd x 4'h
- One 400 amp service
- Two 200 amp service

ADAPTABLE SPACE

- 17'-21' ceiling height

CREATIVE SERVICES



Baker Public Relations recorded and produced multiple videos each month in 2024. Videos have elevated engagement in Albany Capital Center monthly newsletters as well as on social media. Highlights and select analytics include:

1. GM Messages - December GM Message – 709 views across all platforms
2. NERIC Tech Awareness Day video offered a recap of the December 2023 event and highlighted the hundreds of attendees who attended the day-long educational conference.
3. Venue overview video highlighted the Albany Capital Center’s vast meeting and event space offerings.
4. Anniversary video celebrated the facility’s seventh birthday.
5. Social media timelapse video highlighted the Albany Capital Center’s carpeting renovations. 3,151 views across all platforms
6. Social media parking reel provided a step-by-step guide of the Albany Capital Center’s parking options shown through a unique first-person perspective. 766 views across all platforms

Our “Nice to Meet You” monthly email newsletter is distributed to more than 1,200 recipients.

Averaging a 30% open rate and 4.2 click rate.





08

SOCIAL MEDIA HIGHLIGHTS

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**

SOCIAL MEDIA ENGAGEMENT

TOTAL SOCIAL REACH

260,700



173
INSTAGRAM
FOLLOWERS



214
TWITTER
FOLLOWERS



230
FACEBOOK
FANS



1,152
EMAIL & LINKEDIN
SUBSCRIBERS



A man with glasses is looking at a smartphone in a crowd. In the foreground, there are several terrariums with plants and handwritten labels like "Pro-active" and "\$360".

09

PUBLIC RELATIONS HIGHLIGHTS

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**

AWARDS & CERTIFICATIONS



Building Recognitions & Certificates

- 2024 Facilities & Destinations Magazine's Prime Site Award
- NorthStar 2024 Meetings Group Bronze Stella Award for Best Convention Center, Northeast Region Category
- Smart Meetings Platinum Choice Award Winner 2024
Extraordinary Venue – State of New York
- Global Bio risk Advisory Council (GBAC) STAR Certification

GM's Recognitions & Certificates

- Smart 2024 Women in Meetings
- Albany Business Reviews 2024 Women on the Rise
- Facilities and Destinations 2024 Power Women – Industry Leader
- Certified Exposition Management Certification
- Professional in Destination Management Certification

PUBLIC RELATIONS

HERE IS A LOOK AT WHAT IS HAPPENING AT SOME OF THESE VENUES

ALBANY CAPITAL CENTER ALBANY, NY

"As the premier event and meeting facility in the Capital Region, the Albany Capital Center, managed by ASM Global, prides itself on innovation and providing our guests with a unique and memorable experience," declares Shaaron Lajugiewicz, CEM, general manager for the facility, which is about to embark on its seven-year anniversary in 2024. "Thanks to the support of the Albany Convention Center Authority and their unwavering support of our mission, we have several exciting updates coming next year as part of the capital improvement project."

The project is to include several upgrades and additions, including eye-opening designs to the venue's pre-function space on level one, a chargeFLIZE added in December 2023 for center guests who wish to rent portable phone chargers on the go - a premium amenity that has led to increased guest and exhibitor satisfaction, and others.

"We are very proud to partner with our destination marketing organization, Discover Albany, who provide a complementary sales and service team that assists in site selection, itinerary development, support services, media relations and marketing," says Lajugiewicz.

Located downtown, the Albany Capital Center is a sustainable, community-integrated convention facility featuring 53,000-square feet of space across two levels, as well as amenities like Bipolar Ionization Technology, a comprehensive indoor air quality solution that actively purifies indoor air quality. LED lighting featuring customizable color options, smart wireless technology networks and wireless access for up to 5,000 guests, digital signage featuring state-of-the-art plasma screens and more.

The Renaissance Albany Hotel, featuring 204 guestrooms, is connected to the Albany Capital Center via an enclosed walkway. Four additional hotels, encompassing more than 750 rooms, are located within walking distance.



HAPPENING TODAY
FILM DAY HIGHLIGHTS INDUSTRY'S ECONOMIC IMPACT
ALBANY



Albany Capital Center hosts Gala for Animals



NEWS



Photos: Snakes, lizards, turtles get their closeups

Albany Capital Center hosts reptile show

SEEN: Shaker Senior Prom at Albany Capital Center



CBS 6 SPORTS
ANDREA CONGREAVES
EX-WNBA PLAYER, HOST OF RISING BALLER ACADEMY CLINIC



Never Give Up with MyKayla Skinner Invitational
Tour to appear at Albany Capital Center this
weekend

Baker Public Relations drafted and distributed **19 press releases** and media advisories on behalf of Albany Capital Center to local and national trade media in 2024.

Baker Public Relations also secured a total of approximately **425 media placements** across print, digital and broadcast from story pitches, media advisories, contributed articles and press release distribution in 2024. Highlights included placements on and in *WNYT, WTEN, WRGB, WAMC, Spectrum News, Times Union, The Daily Gazette, Albany Business Review, Spotlight News, Troy Record, Facilities & Destinations, Exhibit City News and Meetings Today.*



Total Advertising
Value Equivalency
\$5,561,426.65



10

ASM Global  **Acts HIGHLIGHTS**

FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH

COMMUNITY INVOLVEMENT

ACC ASM Albany Team Impact:

- April - ASM sponsored a free E-Waste Recycling Events in celebration of Earth Day. We opened this event up to our surrounding community and had our largest participation to date recycling over **500 pounds**. The event was marketed through social media and word of mouth.
- April - ASM participated in donating over **178 can items** to the Can-Struction Event at Crossgates Mall to benefit the Capital Region Food Banks.
- April - ASM sponsored a “Fill it Forward” Campaign. The first and only sustainable water bottle produced right in the state of NY. The Environmental and Charity Give Back Program provided meeting planners with a **sustainable integration** at their event that impacts the planet. Our goal was to create an impactful experience with ties to environmental awareness.
- May - The Albany Capital Center went “GREEN” in support of **Mental Health Day**. A social media campaign was created to support our efforts.
- May – ASM sponsored and participated in the **518 Day of Giving** Charity Event. Our team volunteered to beautify dilapidated garden spaces in downtown Albany.
- October - ASM sponsored another E-Waste recycling effort in tandem with an E-Gaming event “1 Upstate”. They were looking for a sustainable feature to add to their event and this was a perfect fit for both sides The event recycled **242 pounds** of e-waste. It was well received by the attendees and clients.
- December - The Albany Capital Center team participated in **Adopt a Family** for Albany County. Our team partnered with the MVP Arena to provide a family of 6 with not only the essentials but a Christmas they will not soon forget.
- December – The Albany Capital Center team participated in Gift Wrapping at Crossgates Mall to benefit **United Way** of the Greater Capital Region.
- Throughout the year - The Albany Capital Center in conjunction with Mazzone Hospitality and Discover Albany have participated in over two dozen **food recovery** efforts for Albany County. Delivery of “safe” leftover food items is made to local food banks and pantries in the Downtown Albany area.

ACC ASM Albany Team logged over **206 Hours** of Volunteer time in 2024.



11

CUSTOMER SURVEY HIGHLIGHTS

**FY24 YEAR IN REVIEW
AFFORDABLE LUXURY WITHIN REACH**

WHAT THE CLIENTS SAY:



Brian Ackley, Gilbane

“The staff at the Capital Center are top in the industry! We attend/hold a lot of events around the state and the Capital Center is always one of the best.”



Tracy Catele, Ginsberg's Food

“The Albany Capital Center is a modern and bright facility with spaces that can be configured to host various events. The faces of ACC Team remain the same year after year. The consistency of staff means a complete understanding of our needs and provides our guests with a smooth event.”



Jan Daurio, Bent Bar Powerlifting

“Between the management, staff, building, and amenities we couldn't ask for a better venue to do what we do. “



Alan Forgione, Northeast Acquirers Association

“ACC made the transition from a Hotel venue to a convention setting seamless. We would certainly use them for future events. “



Lauren Cognato, Capital Region Chamber

“Year after year, the Albany Capital Center & Mazzone teams go above & beyond to ensure that our Annual Dinner is a resounding success. Their attention to detail, positive attitude & follow-through is unmatched. Managing a black-tie gala for over 1,200 attendees presents undeniable challenges, yet the team at the Capital Center accomplishes this with seamless grace and flawless coordination. “

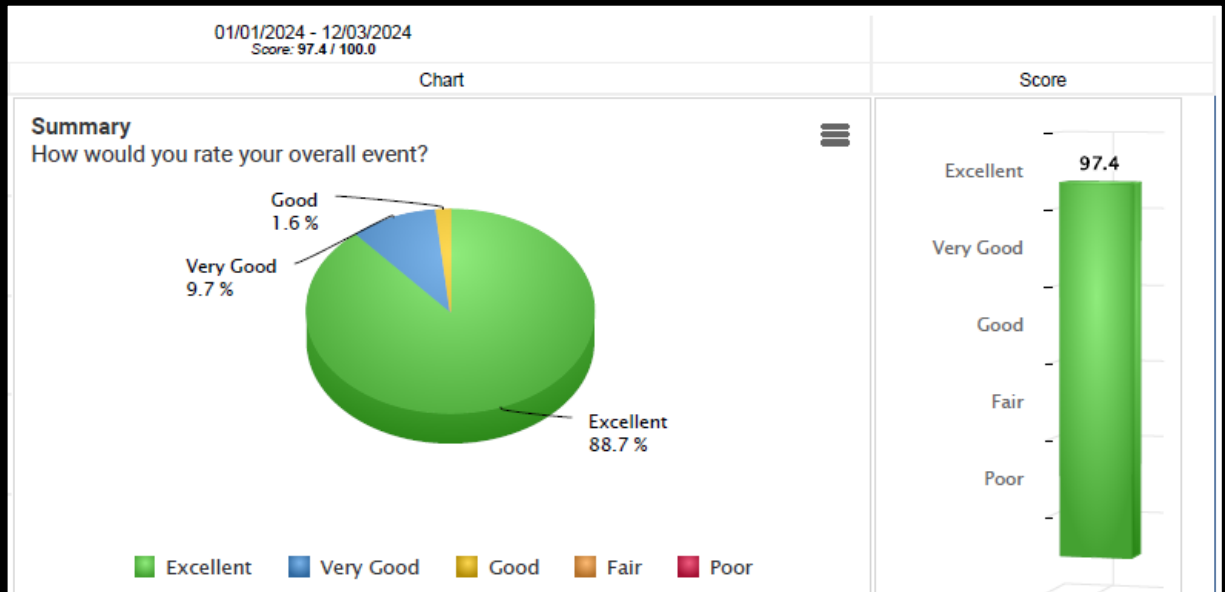
SURVEY RESULTS

This year's surveys focused on a return to events, and we were pleased to see a **42% return** rate, which is 12% over industry standards according to ASM data. While the information collected helps ASM with our qualitative review, it is also helpful for us as a team to evaluate our work during the last year. We use this data to set goals with our partners, congratulate teams, and decide on areas to improve in the future. It also gave us some great insight into the specific **planner's perspective** – which is always great information to have on all fronts.

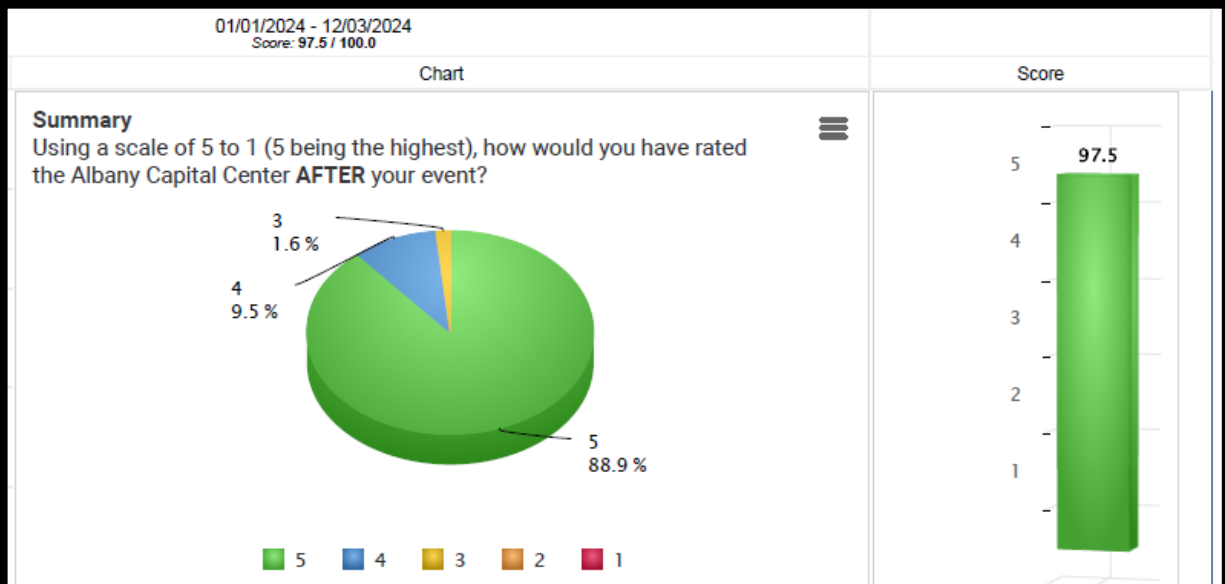
Below statistics are pulled from a comprehensive year end report. We are extremely proud of our teams for 2024 scoring a **perfect 100% in several categories.**

January 2024 – December 2024

1



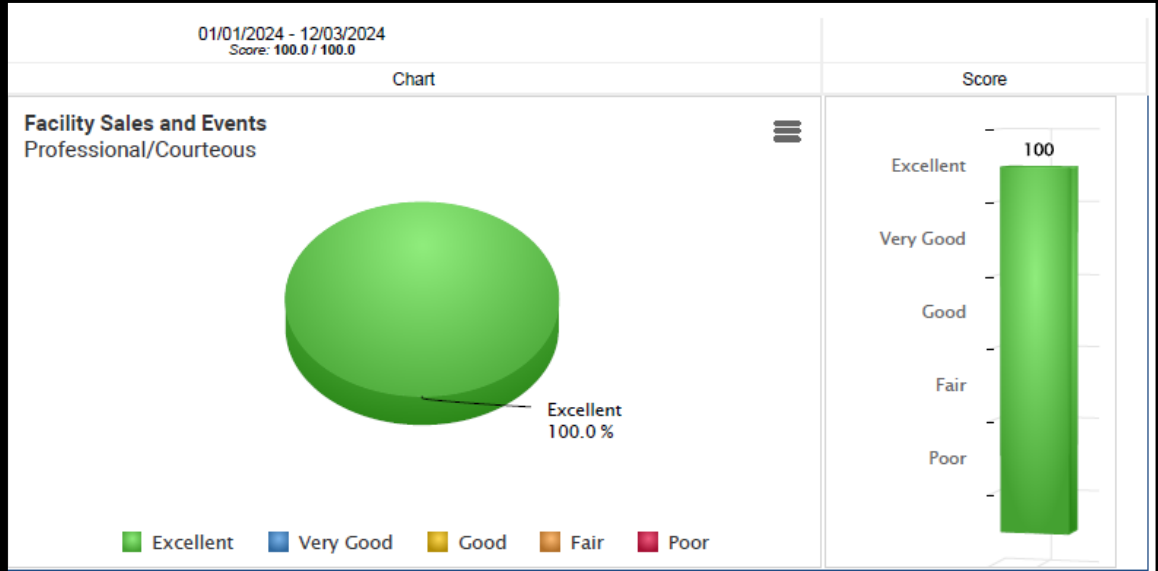
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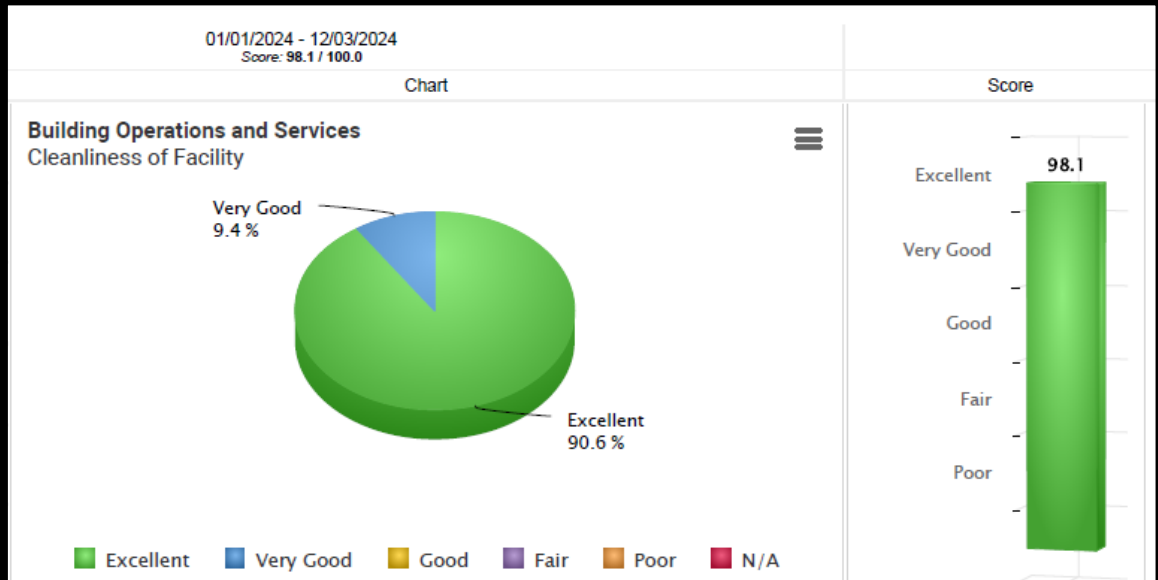
SURVEY RESULTS

January 2024 – December 2024

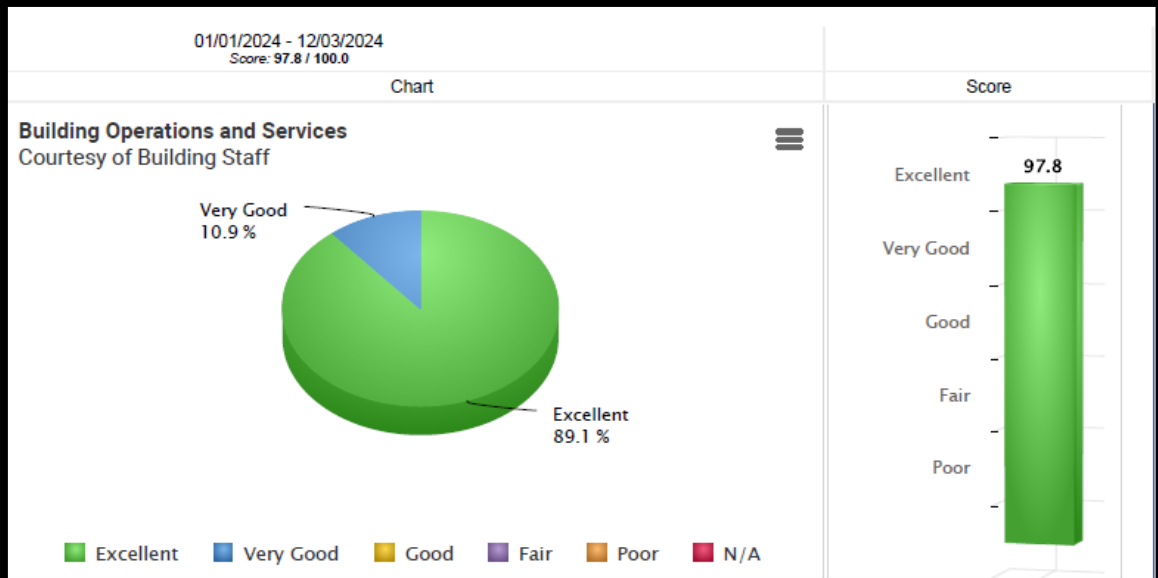
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4



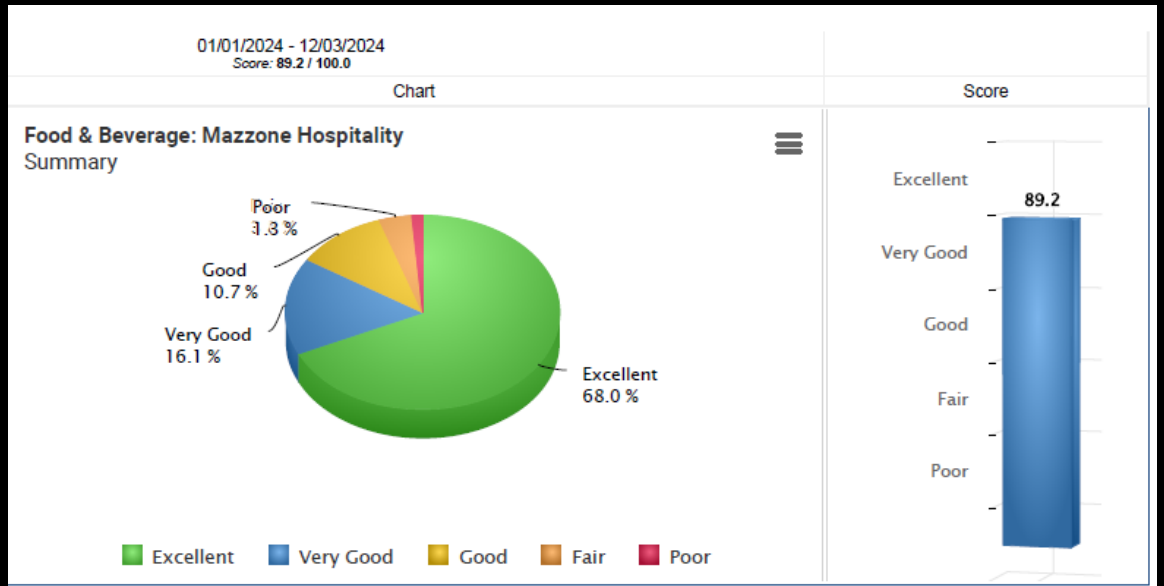
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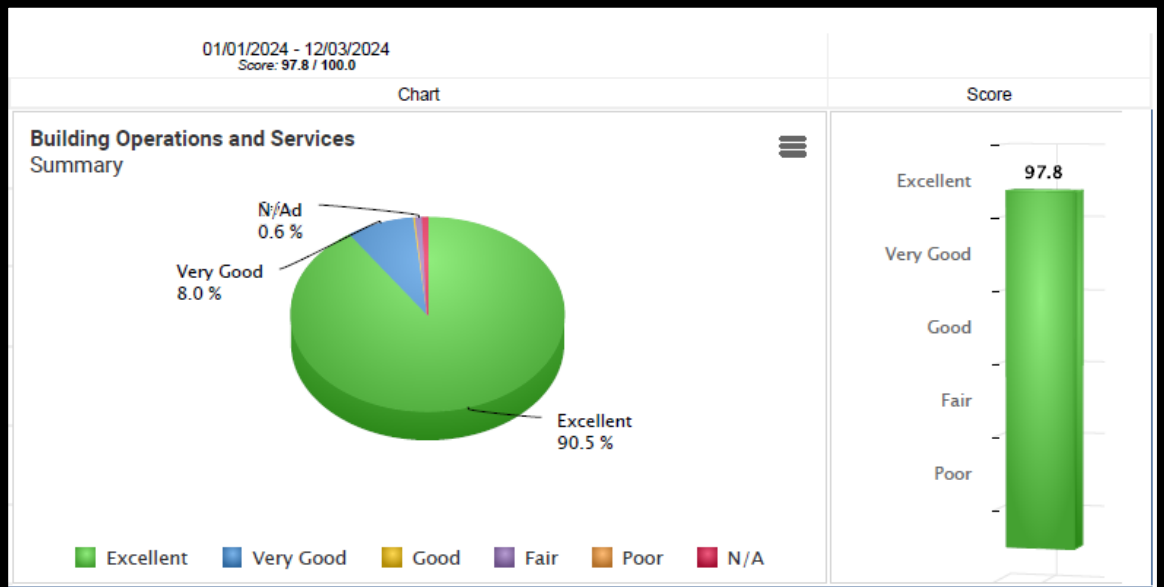
SURVEY RESULTS

January 2024 – December 2024

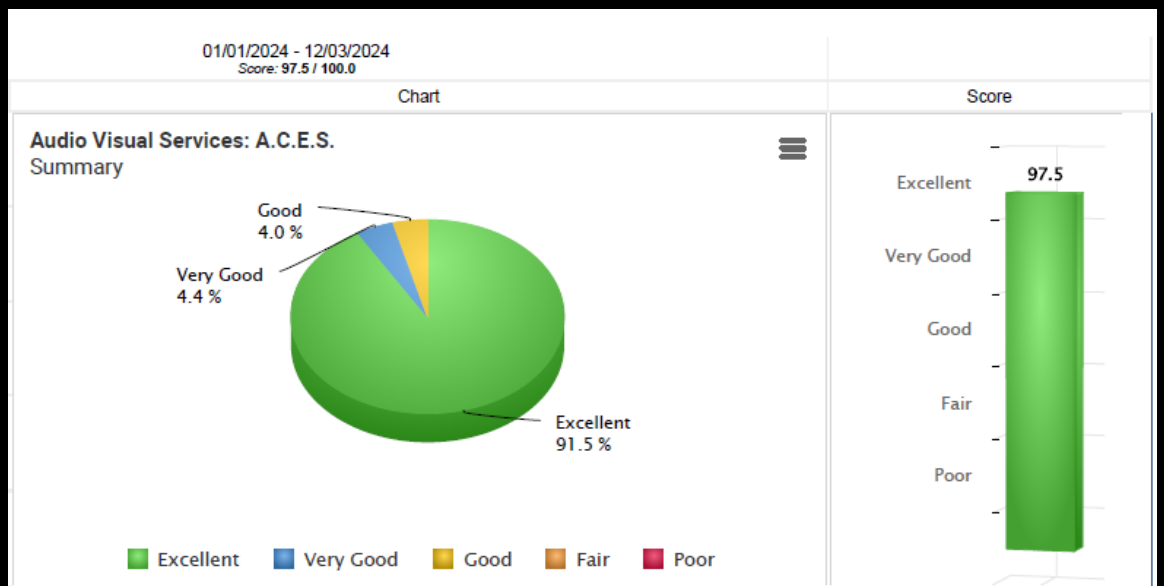
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7



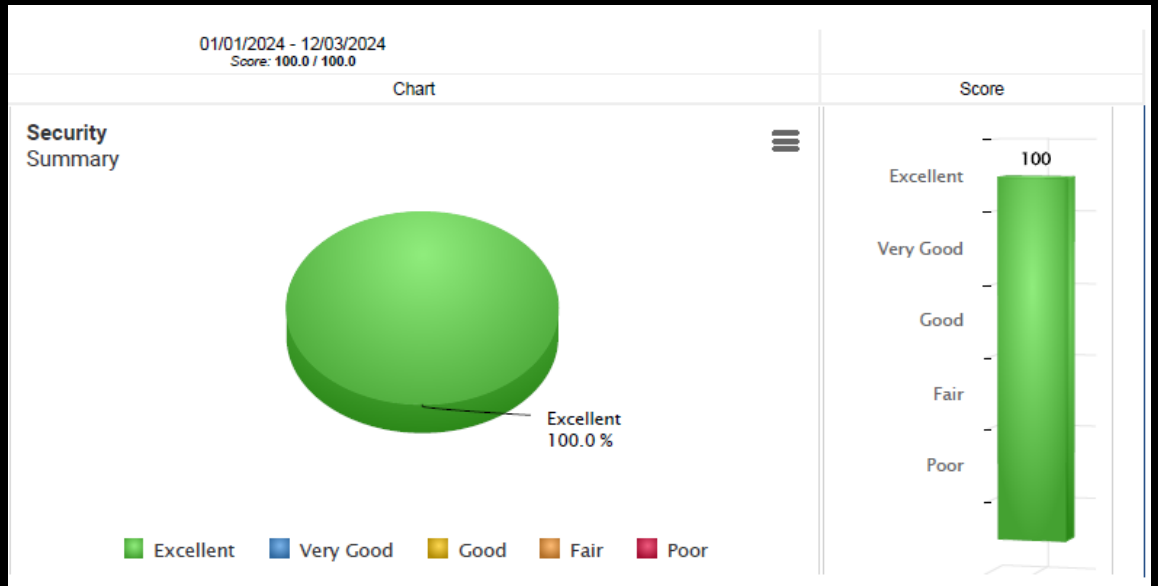
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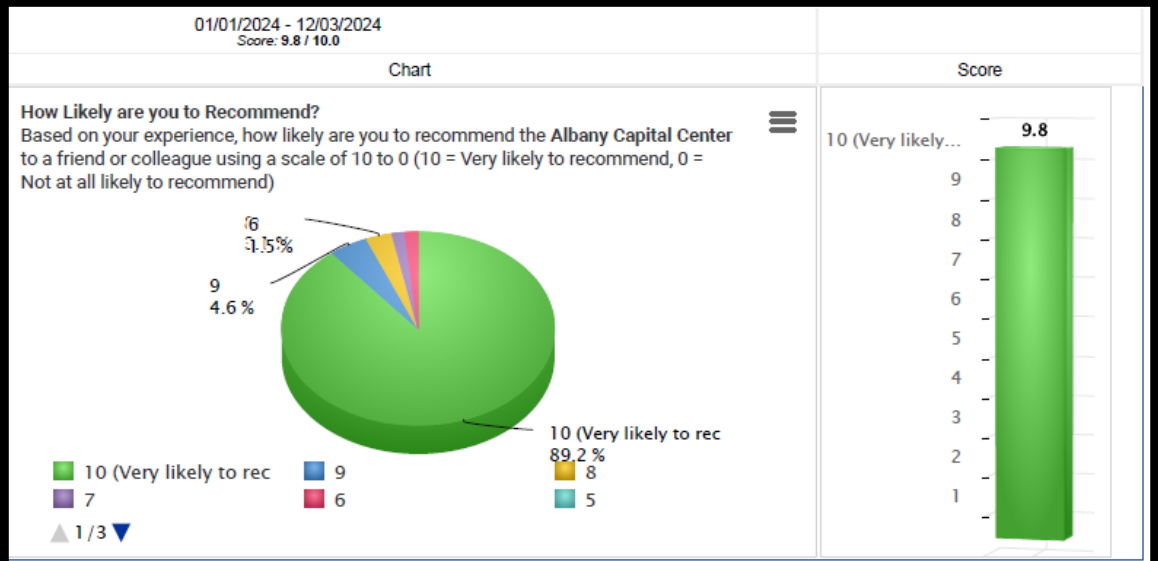
SURVEY RESULTS

January 2024 – December 2024

9



10



11

