



Albany Capital Center -2024 Q2 Report-



Sales Outlook for 2024

Newly Contracted Events for 2024: Additional (25) Events been contracted since 2024 Q1s report – Highlights below:

Regeneron Holiday Party	8 Days (3 Events)	7,600 People	25 HRN
Albany Herricans (2 Week Camp)	6 Days (2 Events)	100 People	
Excelsior University Marketing Video Shoot	2 Days	50 People	
GE Vernova Conference	4 Days	350 People	780 HRN
KIPP Professional Development Day	2 Days	360 People	
Red Cross Blood Drive	1 Day	60 People	
Coaches vs Cancer Basket “Ball”	1 Day	320 People	
In Our Own Voices Jazz in July	1 Day	180 People	
NYSERDA Regional Clean Energy Hub Annual Meeting	3 Days	150 People	20 HRN
CBA Father/Son Breakfast	1 Day	400 People	
NBT Bank Annual Meeting	1 Day	300 People	80 HRN
Victoria Fitness: Capital Region Black Wellness & Fitness Expo	1 Day	200 People	
Government Technology	1 Day	225 People	30 HRN
New York Health Plan Association	2 Days	300 People	100 HRN
Starset-Immersion the Final Chapter (Concert)	1 Day	1,000 People	

Current Contracted Events for 2024:

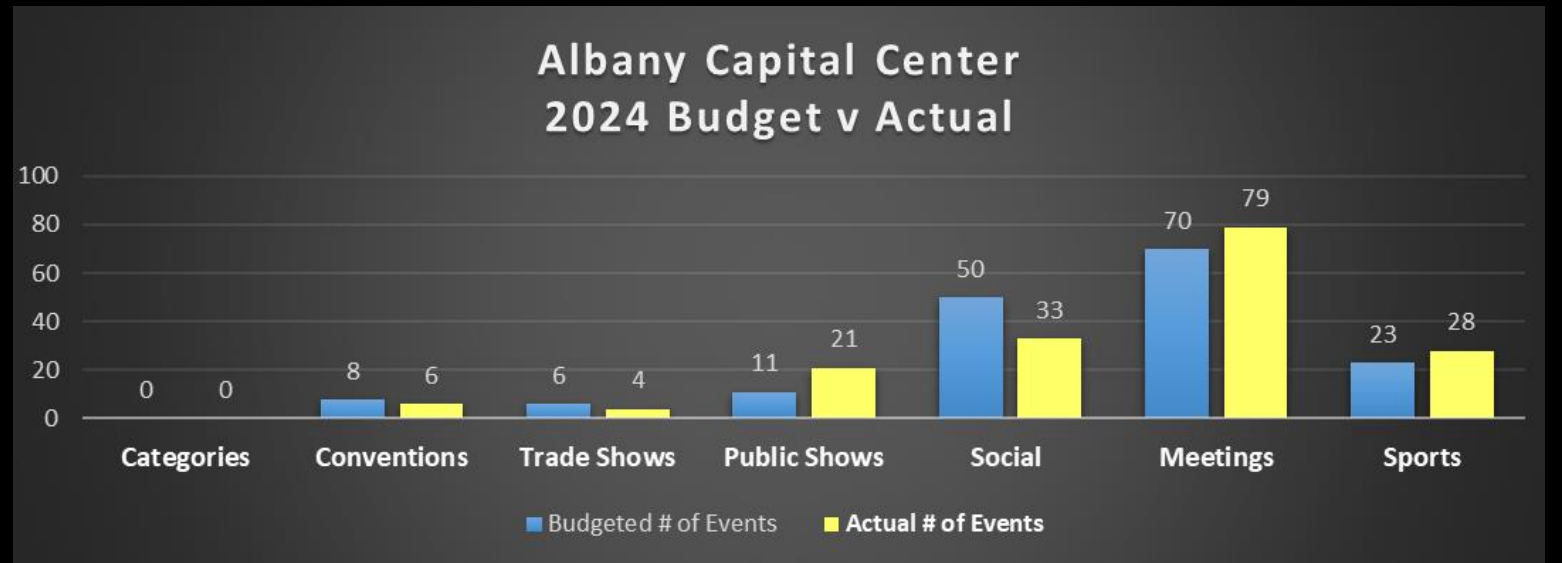
- Total of Contracted Events for 2024 is **175 Events**
- Total of Event Days impacted by the 175 Events is **300 Days**
- Total of Estimated Guests from the 175 Events is **88,173 People**
- Total Hotel Room Nights impacted for 2024 is estimated at **12,979**
- Additional Contracts have been issued **7**



Sales Outlook for 2024

- 2024 Estimated Hotel Room Nights used by the 175 events coming to the ACC: **12,979**
- The Budgeted Goal was set at 175 Events for 2024 –ASM has captured **103%**

	Budgeted # of Events	Actual # of Events
Categories	= 170	as of 7/30/24 = 175
Conventions	8	6
Trade Shows	6	4
Public Shows	11	21
Social	50	33
Meetings	70	79
Sports	23	28
Other	2	4
Total	170	175



Q2 Testimonials!

Joshua Klein - Capital Region Card Show

A state-of-the-art facility with the perfect mixture of modern amenities and courteous/personable staff!

Joerg-Henner Lotze - Northeast Natural History Conference

Everything was so perfect that we are already planning to come back!

Liza Boucher - 2024 US Food Immersion

Amazing staff, great communication! From start to finish the event was a success.

Tim Cianciola - Capital Wine Festival

The staff and facility are great and go out of their way to be helpful.

Nicole Kittel-Cardwell - NY-BEST

Over 500 guests effortlessly attended our event and look forward to returning again, next year!

Debby Goedeke - Film Alliance Industry Day

The Capital Center and their entire team provided our guests with an outstanding event from beginning to end. I had peace of mind all day that every single detail was taken care of.

Marguerite Pearson - Mohawk Hudson Humane Society Gala

The ACC staff was excellent from start to finish. They met every request and need with courtesy and professionalism.

Tania Nugent-Graham - NYSICA

The staff and crew at the ACC has been a joy to work with. Both pleasurable and professional in setting up and completing our event.

Ryan Gilligan - APA Pool Tournament

The Albany Capital Center is a beautiful venue and perfect location for a pool tournament. Our players had a great experience thanks to the help of the Albany Capital Center staff.

Jan Daurio - Open World Cup Powerlifting Competition

Between the management, staff, building, and amenities we couldn't ask for a better venue to do what we do. This is our 3rd event in 2 years and am looking forward to many more in the future.

Michael Vita - Albany Hurricanes Rising Baller Camp

The Hurricanes / Raising Baller Academy were extremely pleased with the set up of basketball courts for our clinics/camp, and the positive staff added to an amazing experience

Sales Outlook for 2025

Newly Contracted Events for 2025: Additional (26) Events been contracted since 2024 Q1s report - Highlights below:

Albany Chef's Food & Wine Festival	3 Days	2,000 People	35 HRN
NYS Business Council Annual Meeting	1 Day	500 People	50 HRN
NYS Restaurant Association RISE Awards	1 Day	200 People	25 HRN
AllStar Cheerleading	2 Days	1,200 People	40 HRN
NYS Economic Development Council Annual Conference	3 Days	375 People	280 HRN
Albany County Sheriff's Office – Youth Summit	1 Day	430 People	
CICU Annual Meeting	1 Day	160 People	20 HRN
Varsity Cheer Competition	2 Days	3,000 People	40 HRN
NY-BEST	3 Days	350 People	160 HRN
NYCON Summit	1 Day	400 People	25 HRN
NY Association on Independent Living	3 Days	380 People	275 HRN
NYSSPA CME Conference	5 Days	350 People	310 HRN
CIS Holiday Party	1 Day	420 People	160 HRN
NY Energy Summit	4 Days	230 People	85 HRN
Capital Region Christian Women's Conference	3 Days	500 People	30 HRN
Government Technology (3 Separate Events)	1 Day (Each)	500 People	35 HRN

Current Contracted Events for 2025:

- Total of Contracted Events for 2025 is **66 Events**
- Total of Event Days impacted by the 66 Events is **129 Days**
- Total of Estimated Guests from the 66 Events is **50,389 People**
- Total Hotel Room Nights impacted for 2025 is estimated at **7,976**
- Additional Contracts have been issued **6**

Leads Exclusively Generated by ASM within Q2

• 2024

- 51 Leads
- 1,585 Estimated HRN

• 2025

- 55 Leads
- 5,906 Estimated HRN

• 2026

- 6 Leads
- 1,970 Estimated HRN

- ASM is has been very successful in converting 50% of the leads this quarter. About 40% of these leads are smaller events that are more flexible with their dates – which has helped to place them in our calendar.
- ASM is seeing STRONG leads for 2025 and encouraged by outreach of many multi-day events.



ACC Attendance TRENDS

Month to Date for June:

June 2024 is 25% ahead 2022 attendance numbers.

March 2024 is 20% ahead 2023 attendance numbers.

Year to Date:

2024 is 23% ahead 2022 attendance numbers.

2024 is 2% ahead 2023 attendance numbers.



Event Spotlight:

National
Civics Bee

First Time Event
150 People

Gross Revenue:
\$5,000.00

Public Relations

- Media Advisories – Q2
 - 4/2: 1,000 Events at ACC
 - 4/8: Capital Region Card Show
 - 5/14: Capital Region Reptile Expo
 - 5/20: National Civics Bee NYS Finals
 - 5/30: Hudson Humane Society
 - 6/20: APA Pool Tournament
 - 6/26: Albany Hurricanes – Andrea Congreaves
 - 6/27: USA Powerlifting World Cup
- Media Coverage – Q2
 - Total Advertising Value Equivalency (AVE): \$246,386.94
 - Unique Visitors per Month (UVM): 43,546,699
 - Total Social Engagement: 1,273
 - Total Coverage: Amazing Coverage of ACC & our Events!
 - 50 Print
 - 63 On-Air

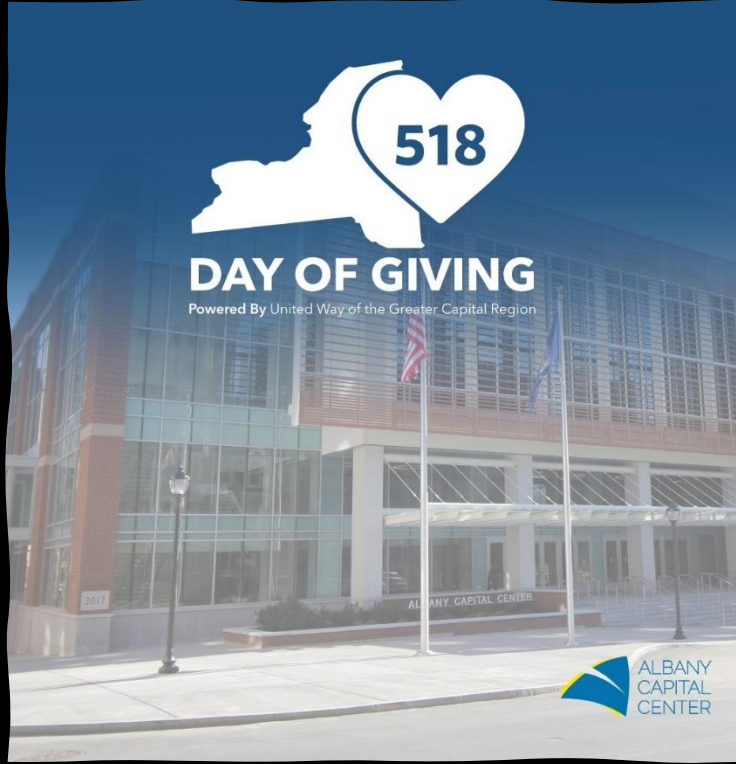
Leadership Awards



- Albany Business Review Power 50 Class



- Facilities & Destinations Power Women Industry Leaders



Giving Back – Community Acts

ASM Sponsored and participated in the 518 Day of Giving!



HUNGRY???

GRAB A SNACK!



MAZZONE HOSPITALITY

CONCESSIONS OPEN:
8:30AM-MIDNIGHT
-LEVEL TWO-

BARS OPEN:
10:00AM-MIDNIGHT
-LEVEL ONE & TWO-



ASM Investing in Concession Cafes: UPDATE

- The ACC saw their highest concession revenue to date with the APA Billiards Tournament – Grossing over \$50,000 for the three-day event!

Sneak Peek at Q3

28 Events/ 58 Event Days

9 of these events are brand new business for ACC

12,500 People expected through our doors

3,055 Estimated Hotel Room Nights



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