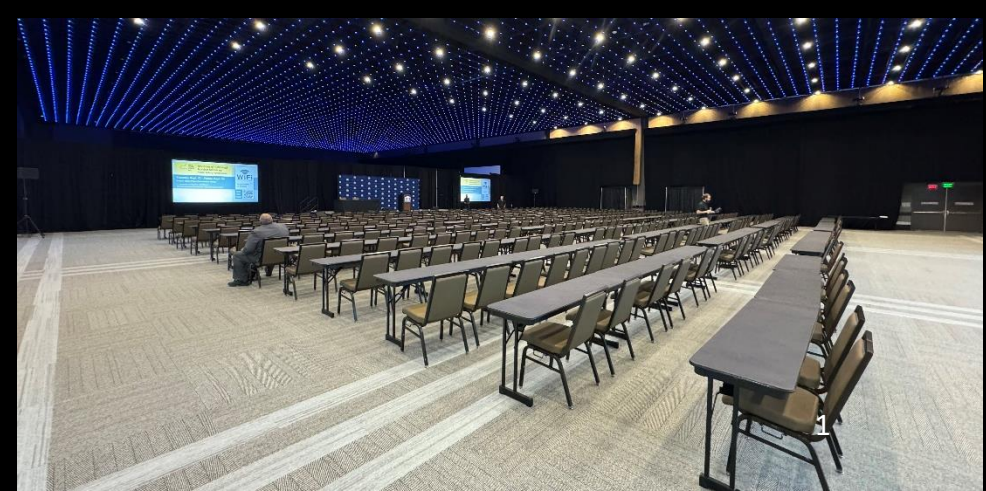




# Albany Capital Center -2024 Q3 Report-





# Sales Outlook for 2024

Newly Contracted Events for 2024: Additional (9) Events been contracted since 2024 Q2s report – Highlights below:

StarLit Homecoming	1 Day	105 People	10 HRN
Capital Region Card Show (2 Events)	1 Day (Each)	150 People (Each)	
Community Care Physicians 40 <sup>th</sup> Employee Celebration	2 Days	900 People	
New York Power Authority	1 Day	80 People	
Ivy League & Special Olympics Power Lifting Cup	3 Days	250 People	25 HRN
Creighton Manning Engineering Reimagine I-787	1 Day	300 People	
NYISO All Hands Meeting	1 Day	550 People	
MWBE Governors Forum	2 Days	750 People	50 HRN

Current To Date Totals for 2024:

- Total of Contracted Events for 2024 is **183 Events**
- Discover Albany Leads now totals **4 Events**
- ASM Global Leads now totals **148 Events**
- New Business Contracted now totals **72 Events**
- Total of Event Days impacted by the 183 Events is **319 Days**
- Total of Estimated Guests from the 183 Events is **90,584 People**
- Total Hotel Room Nights impacted for 2024 is estimated at **15,229**
- Additional Contracts have been issued **2**

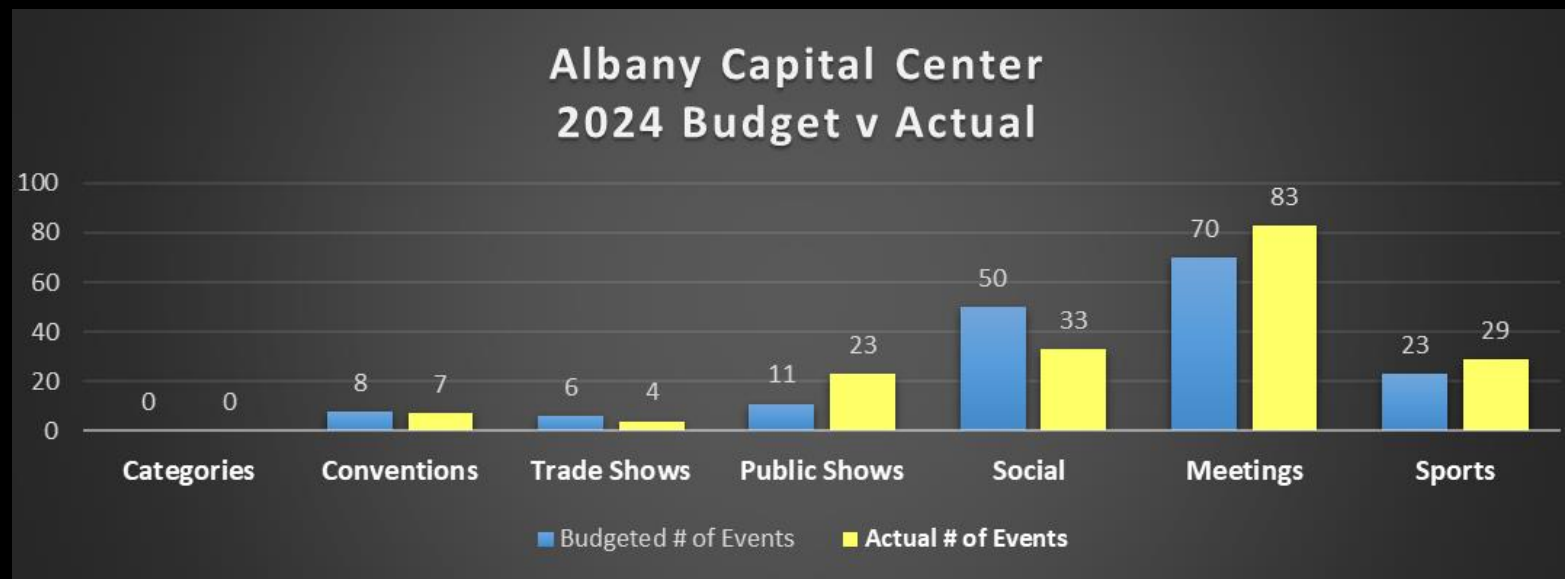




## Sales Outlook for 2024

- 2024 Estimated Hotel Room Nights used by the 183 events coming to the ACC: **15,229**
- The Budgeted Goal was set at 170 Events for 2024 –ASM has captured **108%**

	Budgeted # of Events	Actual # of Events
Categories	= 170	as of 10/16/24 = 183
Conventions	8	7
Trade Shows	6	4
Public Shows	11	23
Social	50	33
Meetings	70	83
Sports	23	29
Other	2	4
<b>Total</b>	<b>170</b>	<b>183</b>

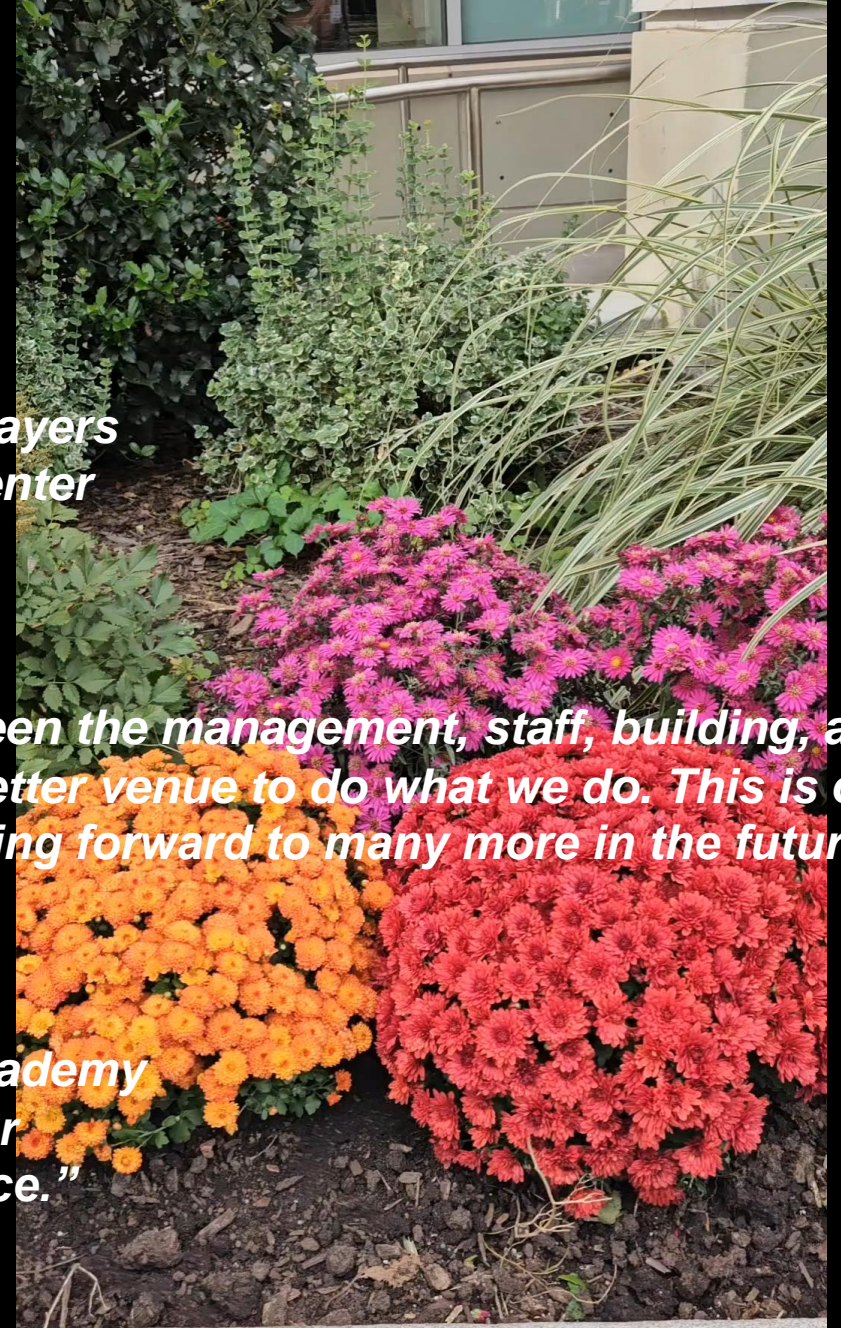


# Q3 Testimonials!

**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 – Powerlifting** *– “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 Herrricanes** *– “The Herrricanes / 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 (18) Events been contracted since 2024 Q2s report - Highlights below:

ACS Bridal & Wedding Expo	2 Days	1,600 People	25 HRN
NYSPHSAA Executive Committee & Section Executive Mtg	1 Day	100 People	20 HRN
Capital Region Special Needs Expo & Pet Expo	1 Day	100 People	
ACOG District Meeting	1 Day	150 People	30 HRN
Capital Region Christian Women's Conference	3 Days	500 People	30 HRN
Omega Psi Phi 65 <sup>th</sup> Anniversary Gala	1 Day	200 People	
CIS Holiday Party	1 Day	420 People	160 HRN
NYCON Summit	1 Day	400 People	25 HRN
NY Energy Summit	4 Days	235 People	85 HRN
Government Technology (3 Separate Events)	3 Days	400 People Each	35 HRN (Each)
Eufuria Annual Conference	5 Days	400 People	62 HRN
Tokyo Electron US Holdings Forum	3 Days	175 People	40 HRN
Around the Post Pickleball	6 Days	350 People	50 HRN
NY Ass. for Black and Puerto Rican Legislatures Rec.	1 Day	992 People	448 HRN

Current to Date Totals for 2025:

- Total of Contracted Events for 2025 is **84 Events**
- Discover Albany Leads now totals **12 Events**
- ASM Global Leads now totals **132 Events**
- New Business Contracted now totals **27 Events**
- Total of Event Days impacted by the 84 Events is **162 Days**
- Total of Estimated Guests from the 84 Events is **58,030 People**
- Total Hotel Room Nights impacted for 2025 is estimated at **8,816**
- Additional Contracts have been issued **9**



## Leads Exclusively Generated by ASM within Q3

### • 2024

- 18 Leads
- 105 Estimated HRN

### • 2025

- 39 Leads
- 4,546 Estimated HRN

### • 2026

- 4 Leads
- 1,780 Estimated HRN

- ASM is has been very successful in converting 60% of the leads this quarter. Q3 is traditionally a little slower with lead generation due to the summer months but we are encourage by the volume of interest we continue to cultivate.
- ASM continues to see strong leads for 2025 and encouraged by outreach of many multi-day events. First free weekend we currently have is July 2025!



# ACC Sales TRAVEL



- Our Senior Sales Manager Ana Messina traveled to Utah as part of an ASM Co-Op for Small Market Meetings, where she represented the Albany Capital Center. There she has a total of 16 appointments with prospects. She also was given podium time to introduce the full group of 300 people about our convention center.
- Interest in Albany was strong – follow up will continue through the coming months.







# ACC Attendance TRENDS

## Month to Date for September:

September 2024 is 19.5% ahead 2022 attendance numbers.

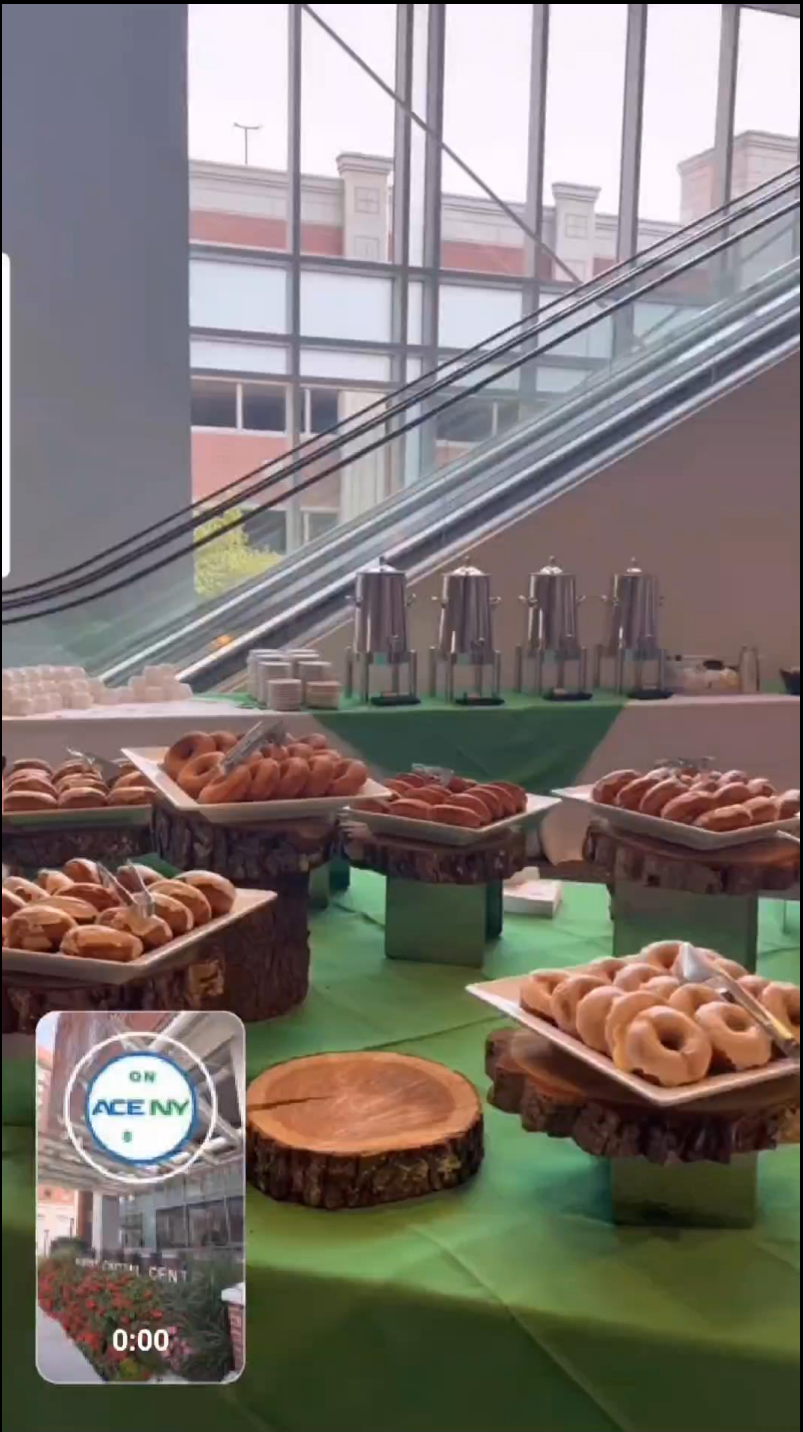
September 2024 is 3.5% ahead 2023 attendance numbers.

## Year to Date:

2024 is 19% ahead 2022 attendance numbers.

2024 is 3.7% ahead 2023 attendance numbers.





# Event Spotlight:

Alliance for  
Clean Energy  
New York

First Time Event  
400 People

Gross Revenue:  
\$66,687.00



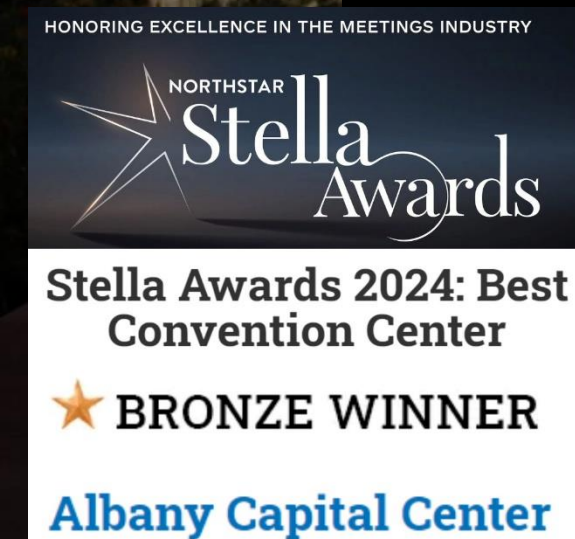
# Public Relations

- Media Advisories – Q3
  - 7/19 - Tay Fisher Basketball Camp Media Advisory and Interview with Tay Fisher and WTEN during camp.
  - 8/7 - North East Open
  - 8/30 - contributed article about flexible event planning and spaces with Shannon's byline. Exhibit City News published the digital article.
  - 9/18 - Capital Region Reptile Expo media advisory

- Media Coverage – Q3

- Total Advertising Value Equivalency (AVE): \$1,704,859.28
- Unique Visitors per Month (UVM): 184,39,100
- Total Social Engagement: 232
- Total Coverage: Amazing Coverage of ACC & our Events!
  - 21 Print
  - 34 On-Air

# Building Awards







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 Visit [hillsandpartners.com](http://hillsandpartners.com) to learn more.

## The Importance of Flexible Meeting Spaces in the Event Industry

August 30, 2024

by Shannon Licygiewicz, CEM, Albany Capital Center (ACC)

The hospitality industry has always thrived through innovation and forward thinking. At its core, meetings and events are constantly changing to be in line with the expectations of event attendees and organizers. Due to this, meeting spaces need to not only be the premier facility for how events are today, but for how they will be tomorrow and well into the future.

The ability to accommodate as many events as possible through flexible venues is key to maximizing your facility's effectiveness in revenue generation. Arguably what is even more important is adapting the space to reflect the goals and objectives of your event organizers. For example, do you have an extra meeting room that is unoccupied during a daylong conference? Use that space for a powerlifting competition to take place during the evening or a night reception. An unused foyer or function space is suitable to host a community-focused event such as a volunteer function or blood drive.

**YOUR DREAM EVENT REALIZED**  
 CUSTOMIZABLE UNFORGETTABLE ALBANY, NY

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 State-of-the-art facilities spanning over 80,000 square feet  
 Top notch customer service – Our team is here to help you succeed

**Make Your Event Truly Memorable!**  
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SITES AND CITIES

NEW YORK

## ALBANY CAPITAL CENTER

Where planners achieve event perfection

When it comes to planning an event that will draw in and engage attendees, selecting a venue may be the most important component of the overall organization process. The ideal event venue is well-situated in a vibrant area, offers a comprehensive suite of amenities and can support customizations like incorporating brand colors or hybrid virtual capabilities. Albany Capital Center (ACC), located in the heart of New York's capital city, is a compelling case study of an event facility that was designed to support a diverse mix of events and provide an innovative and inspiring backdrop to the event attendee's experience.

### Create Unforgettable Events

While the event world, like the rest of the world, took a hiatus for a while throughout 2020 and beyond, it's clear that the value of connecting in person has not diminished. The Albany Capital Center is an unrivaled destination and is back in full swing hosting large-scale industry conferences, exhibitions, trade shows, galas, business meetings, sporting events and so much more. "As we celebrate more than 80 events, and counting hosted so far this year and look forward to events to come, I'm proud of the creativity, top-notch customer service and attention to detail we know for here at the Albany Capital Center," notes General Manager Shannon Licygiewicz. With its world-class facilities, impeccable services and ideal location, Albany Capital Center's resilience and ongoing success has grown the staying power of face-to-face connection.

### Strategic Location

Nestled in the very heart of Albany, the ACC's prime location puts its guests at the center of New York State's government, business community and cultural landmarks. Easily accessible from major transportation hubs and surrounded by a thriving business community, the Albany Capital Center offers unparalleled convenience for attendees from across the state, country and globe. With a myriad of hotels, dining options, and entertainment venues just steps away, the surrounding environment offers a convenient and immersive stay in one of New York's most historic and happening cities.

### State-of-the-Art Facilities

Step into a world of innovation and sophistication as you enter ACC's cutting-edge facility, which was designed with the future of events in mind. With more than 80,000 square feet of versatile event space, ACC can cater to gatherings of any size or scope. Its adaptable rooms and flexible floor plans can be tailored to suit specific needs, ensuring a seamless experience for both organizers and guests.

Experience the power of technology with advanced audiovisual capabilities, high-speed WiFi connectivity, and top-of-the-line acoustics. Seamless, integrated AV offerings allow event orga-

nizations to engage with offsite attendees through hybrid virtual events, a component of today's event world that is necessary for in-person and conventions.

### In-House Catering

Whether you're planning a business meeting, trade show, or wedding, dining options are integral to the guest experience. Albany Capital Center operates a partnership with renowned local eatery Mazzios Hospitality, chosen for their shared values of attention to detail, experience and service. A recent client testimonial following a successful event outlined the benefits of ACC's catering partnership explaining, "What sets the Albany Capital Center apart is their collaboration with the renowned Mazzios team. Working together, they elevate events to new heights. Both teams exhibit an exceptional attention to detail and a remarkable ability to adapt to any last-minute changes."

### Creativity and Networking

Albany Capital Center's collaborative spaces and breakout rooms are designed to foster creativity and facilitate networking opportunities. One of the most prominent value propositions of in-person business events is to connect with like-minded professionals and forge new partnerships and ACC is tailor-made to promote connection and collaboration.

### Your Success is Our Priority

The Albany Capital Center's dedicated team of event planning professionals is committed to ensuring every detail of every event is flawlessly executed. A happy client recently noted, "The Albany Capital Center team consistently goes above and beyond to provide responsive, helpful and efficient service, ensuring that every aspect of your event runs smoothly. From initial concept design and planning to the event itself, the ACC team provides comprehensive support at every step of the journey, enabling organizers to focus on what truly matters – their message and their audience."

### Discover Unparalleled Value

Albany Capital Center's leadership team and staff believe in delivering exceptional value without compromising quality. Its commitment to providing the best quality event possible regardless of scope, size or guest list sets it apart among its competitors. The proof is in repeat events that return to ACC year after year.

### Unleash the Power of Effective Event Marketing at the Albany Capital Center

Contact the Albany Capital Center today to plan an event that will be remembered for years to come. The Albany Capital Center – where unforgettable events happen.

55 Eagle Street, Albany, NY 12207 | (518) 487-2155 | [albanycapitalcenter.com](http://albanycapitalcenter.com)



Congrats

Shannon Licygiewicz

General Manager | Albany Capital Center

2024 Women on the Rise Honoree

Congratulations and thank you to all of the 2024 Women in Leadership Awards winners for making a positive impact and inspiring future generations of female leaders.



ALB | NY

ALBANY CONVENTION CENTER AUTHORITY



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RENOVATIONS





# Sneak Peek at Q4

45 Events/ 77 Event Days

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

26,500 People expected through our doors

1,770 Estimated Hotel Room Nights





# Albany Capital Center -2024 Q3 Report-

