

MVP ARENA – ALBANY NY

October 13, 2025

INFORMATION REQUIRED BY AUDIT & FINANCE COMMITTEE - ALBANY COUNTY LEGISLATURE

To: Honorable Joanne Cunningham - Chairwoman – Albany County Legislature
Honorable Wanda F. Willingham, Chair – Audit and Finance Committee
Honorable Members of the Albany County Legislature Audit & Finance Committee

Please see the answers to all questions listed below:

1. Identify department representative appearing before the Audit & Finance Committee for your agency budget presentation. **Bob Belber – General Manager**
2. Identify by line item all vacant positions in your department. **No Open Positions**
3. Identify by line item any new position(s), how the position(s) will be funded and the reimbursement rate(s), if applicable. **There are no new positions available.**
4. Identify by line item any proposed salary increase(s) beyond union contract commitments. Include justification for those raise(s). **No salary increases related to County unions.**
5. Identify by line item any position proposed to be eliminated or salary decreased. **No eliminated positions and no salary decreases will exist.**
6. Identify by line item all positions that are funded by grant money, the percentage of funding provided by the grant and indicate whether there is a commitment that the grant has been renewed for 2026. **No positions are funded with grant money.**
7. Identify by line item all job titles proposed to be changed or moved to another line item (e.g., reclassifications) **No job titles and no moving of positions to other line items.**
8. Provide an itemized breakdown of specific expenditures regarding fees for services lines and miscellaneous contractual expense lines and indicate 2025 expenditures compared to 2026 proposed expenditures. **No fees are being paid for services.**
9. Identify any new initiatives and/or eliminated programs, and reimbursements associated with those programs. **SMG continues to concentrate on efforts to cut down on utility costs and operational expenses that will take place in 2026. New revenue generating initiatives were launched in 2024 including the sale of premium seats that were added in front of the suites and these are sold annually. The revenues generated from these premium seat sales flow 100% to the building with no sharing with the event producers. This generates over \$300K annually in added revenue. These Premium Seats have been renewed at 100% for 2026. Private events and special events such as corporate holiday parties, receptions and non-profit events will be marketed more aggressively in 2026. Legends Global (which is the new company name following the purchase of ASM Global by Legends) and SMG are working on designs for a new VIP Club that will be proposed to Albany County, which if approved, will transform the Terrace View Room (which connects the parking garage to the concourse at Level # 3) into a beautiful new VIP Club that will enable membership sales to take place and high-end catering to be offered. Day Passes will also be available for sale to the general public, which might desire to celebrate a**

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special occasion such as an anniversary etc. Legends Global and SMG is working on a proposal that likely will include an investment by the management company in the costs related to the fit-up of the new VIP Club. In addition, the Media Room (located on the mezzanine level of the atrium), along with the Atrium and the arena floor itself when the building is not hosting major events, will be marketed to special event producers in the region.

10. Identify all County vehicles used by your department. Include the title of any employee(s) assigned each vehicle and the reason for the assignment of a County vehicle to that employee. **There are no Albany County vehicles used at the MVP Arena.**
11. Provide a specific breakdown of the use for the proposed funding for all Conferences/Training/Tuition line items in your department budget. **SMG mandates that all SMG employees must take annual training sessions provided by SMG in the following areas:**
 - New York State Sexual Harassment Prevention
 - Customer Service Training
 - What is Diversity and Inclusion
 - Workplace Security – What You Need to Know
 - Ransomware Attack and Incident Response Planning
 - Cyber Security – How to Stay Safe Online
 - Cyber Security Risks and Social Media

These training sessions are developed and administered online by the SMG/Legends Global corporate office and is a major reason why our company is the biggest and best facility management company in the world.

12. Provide a specific breakdown of overtime line items in your department budget including the actual overtime expenditures for the previous two years. **No overtime permitted.**
13. Identify by line item any positions that were established/changed during the 2026 fiscal year. **No changes to positions took place.**
14. Please describe the biggest risk your department faces and the actions you have taken (or will take in 2026) to better understand that risk and mitigate it. **SMG and its previous parent company ASM Global have been purchased by – Legends. The name of the company after the purchase has been changed to Legends Global. SMG is now a subsidiary of Legends Global. There is no need for any changes to the management agreement. Legends has outstanding resources and assets in the hospitality industry along with excellent relationships with major brands that we will be approaching to spend money on our outdoor video boards and interior advertising inventory. Our Director of Sales – Gary Holle and the GM of the MVP Arena are working closely with senior management and Division EVP's to maximize new revenue that can be generated for the MVP Arena, which will directly have a favorable outcome for Albany County as our bottom line profits grow.**
15. Please list performance indicators and metrics used by your department and current statistics for those metrics. **The MVP Arena in Albany has been one of the best**

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performing arenas that SMG manages in the US. Many of Legends Global / SMG's other facilities obtain helpful tips from our operations in Albany to help them perform and increase their bottom lines. In many ways Albany has set the bar for best practices and best net operating profits in secondary markets in the US. SMG provided an annual net operating profit that averaged over \$1 million dollars annually except for the pandemic year. The net operating profits in 2024 were the highest in the history of the Albany County Civic Center. In 2025, as of October, we are forecasting to have a net operating profit that will be over \$300 thousand dollars ahead of our budget for 2025. Siena College Men's Basketball plays their home games at MVP Arena. The Albany FireWolves left the Albany market in August of 2025. The average paid attendance at the FireWolves games did not exceed 3,200 and after losing over \$3 million per year for four years, they moved the team to Oshawa, Canada for the 2025-2026 Season. The budgeted net profit derived from the FireWolves was less than \$50K for the whole season. With the team gone, the MVP Arena will have 9 prime Saturdays to fill, which will result in concerts being booked. One concert will generate more net profit than the whole season. The Albany Firebirds Arena Football Team will be back in 2026 within the new AFL1 Arena Football League following their Championship season in 2025. A three-year lease was signed in October of 2024. The MVP Arena continues to book some of the largest concert artists that are touring the US.

16. Note specifically all potential new unfunded mandates, regulations, risks to grant revenues, risks to reimbursement revenues, from any source. **No mandates and no grants.**