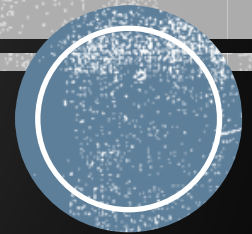


# **Events. People. Business.**

**Making events happen again in New York.**



# Objectives

- **Open and operate in compliance with government mandates while not being limited to absolute numbers but rather reasonable spatial adjustments, e.g. based on percentage of occupancy or square footage.**
- **Our informed event industry focused plan includes standard operating procedures for when our industry reopens.**
- **Follow best practices to convey confidence to our employees, clients, and guests in additional measures we are taking beyond what is mandated.**
- **Provide re-opening decision makers with the knowledge compiled by our group of industry leaders to bring our employees safely back to work.**



**We are...**

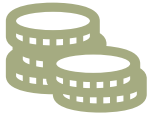
**Special Events are...**

- Event Industry professionals representing all aspects of events from an operational standpoint. Our members include Owners, General Managers, Food & Beverage Directors, Directors of Catering, Executive Chefs, Executive Stewards, and Housekeeping Directors of the top 30 venues and hotels in NYC.
- The pulse of New York City. We represent three major market segments: Corporate Events, Not for Profit Events, and Social Events.
  - Corporate: Conferences, Receptions, Private Dinners, Product Launches, Premiere Events, Milestone Events, etc.
  - Not for Profit: Fundraising Dinners, Fundraising Luncheons
  - Social: Weddings, Bar/Bat Mitzvahs, Engagement Parties, Lifetime Milestone Events, etc.



# Economic Impact

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The private event business represents approximately \$10 billion in revenue in the state of New York among approximately 2,400 venues.



The state of New York leads in event spending throughout the country annually.

Food & Service: \$3.8 billion  
Beverage: \$1 billion  
Venue Rental: \$1.9 billion  
Event Décor: \$1.4 billion  
Production, technology & entertainment: \$1.9 billion



Private events represent a significant portion of restaurant revenue estimates

Tao Group - 15%  
Backal Hospitality Group – 25%  
Patina Restaurant Group - 23%  
Union Square Hospitality – 14%

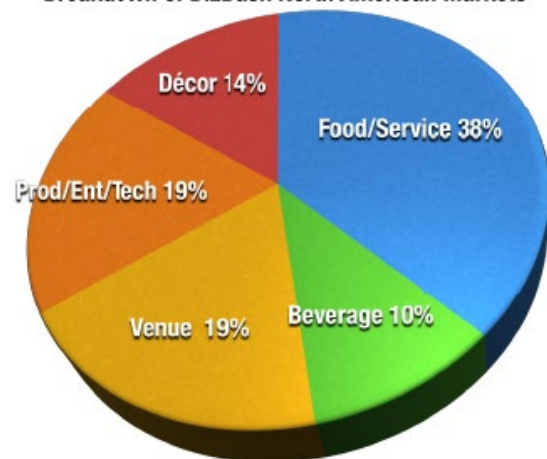


NYC has more than 123,000 guest rooms and 2 million square feet of event space

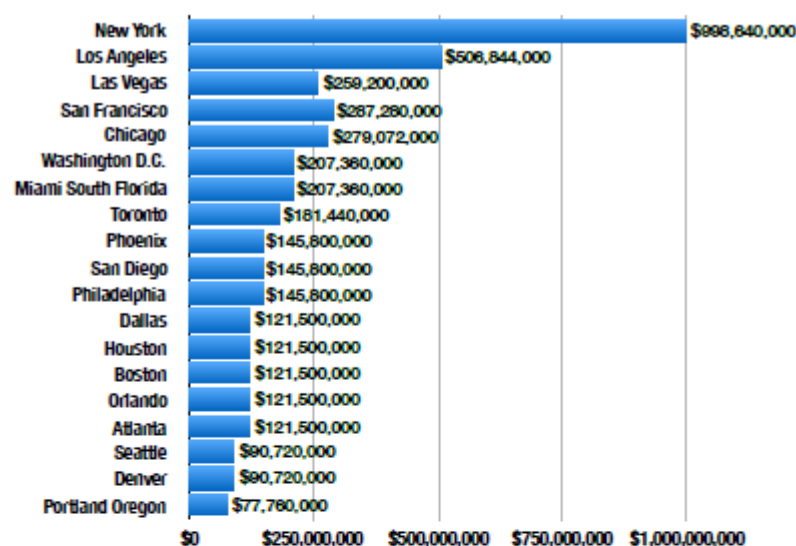
6 million+ meeting delegates welcomed to NYC in 2019



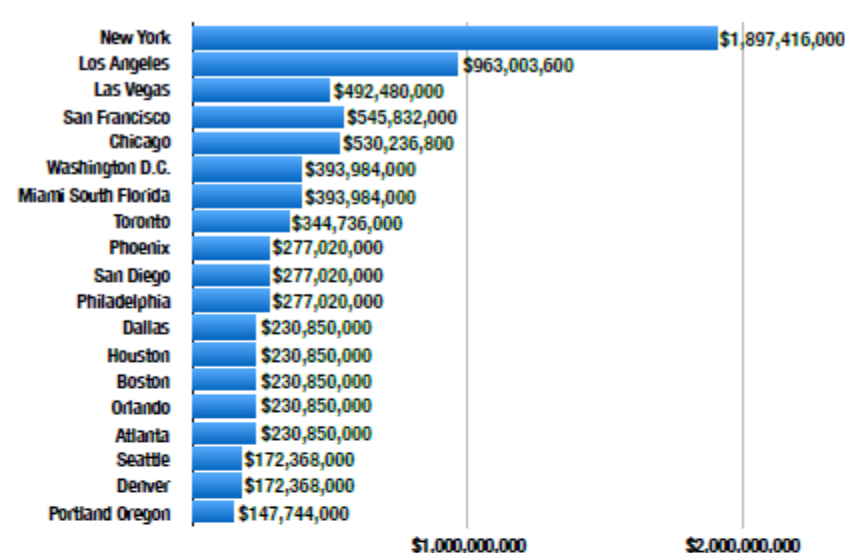
Breakdown of BizBash North American Markets



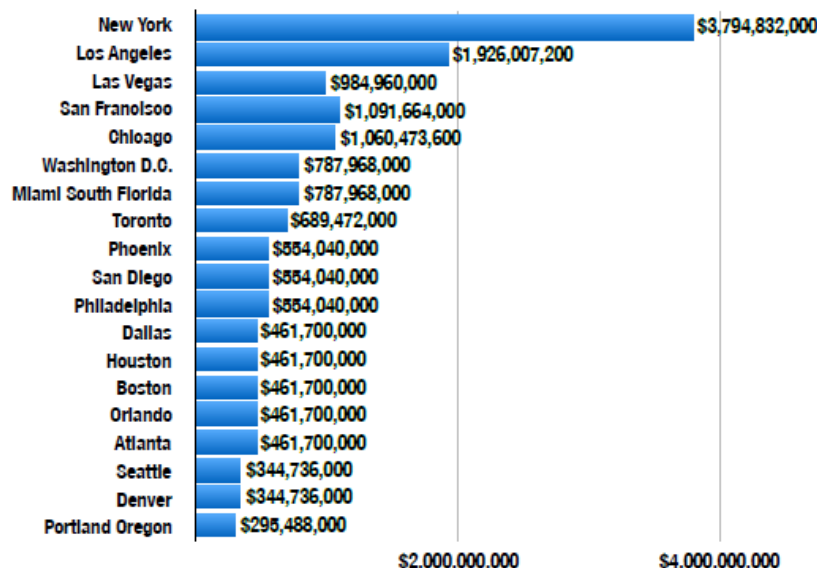
\$4.1B Beverage Market



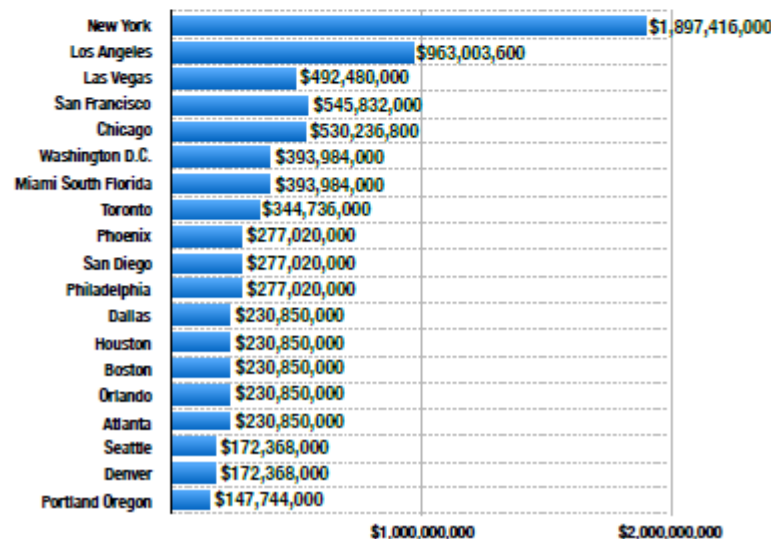
\$8B Venue Rental Market



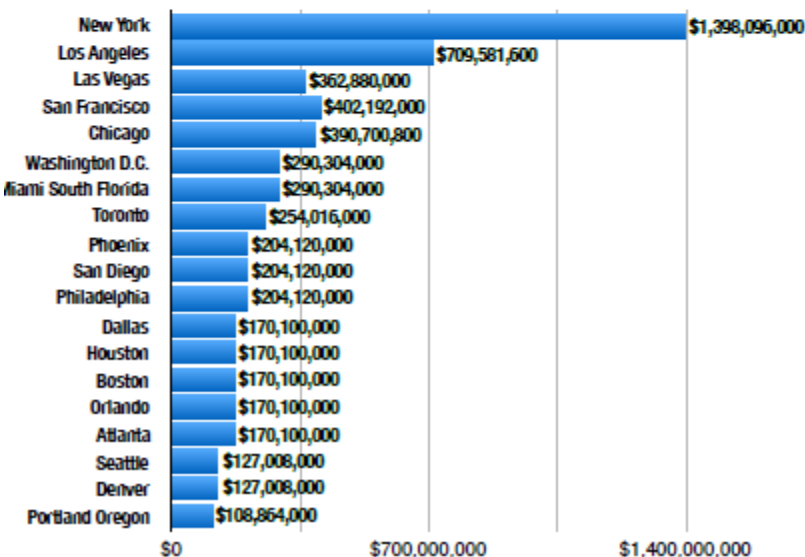
\$16B Food and Service Market



\$8B Production, Technology and Entertainment Market



\$5.9B Décor Market



# The Invisible Industry Delivering Big for the U.S. Economy: Face-To-Face Meetings and Business Events

A new report by Oxford Economics affirms that face-to-face meetings and business events not only play a critical role in connecting people and driving business results, they also support 5.9 million jobs and hundreds of billions of dollars in annual revenue.

## The Multiplier Effect

Every dollar spent on face-to-face meetings and business events generates an additional \$1.60 for the U.S. economy –  
**an increase of 160%.**



**\$1**

Direct  
impact

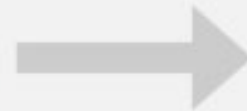
Spending and jobs associated with planning, producing and attending an event



**\$1.60**

Indirect  
and induced  
impacts

Spending associated with downstream or “supply chain” costs as well as spending by industry employees that supports the broader economy



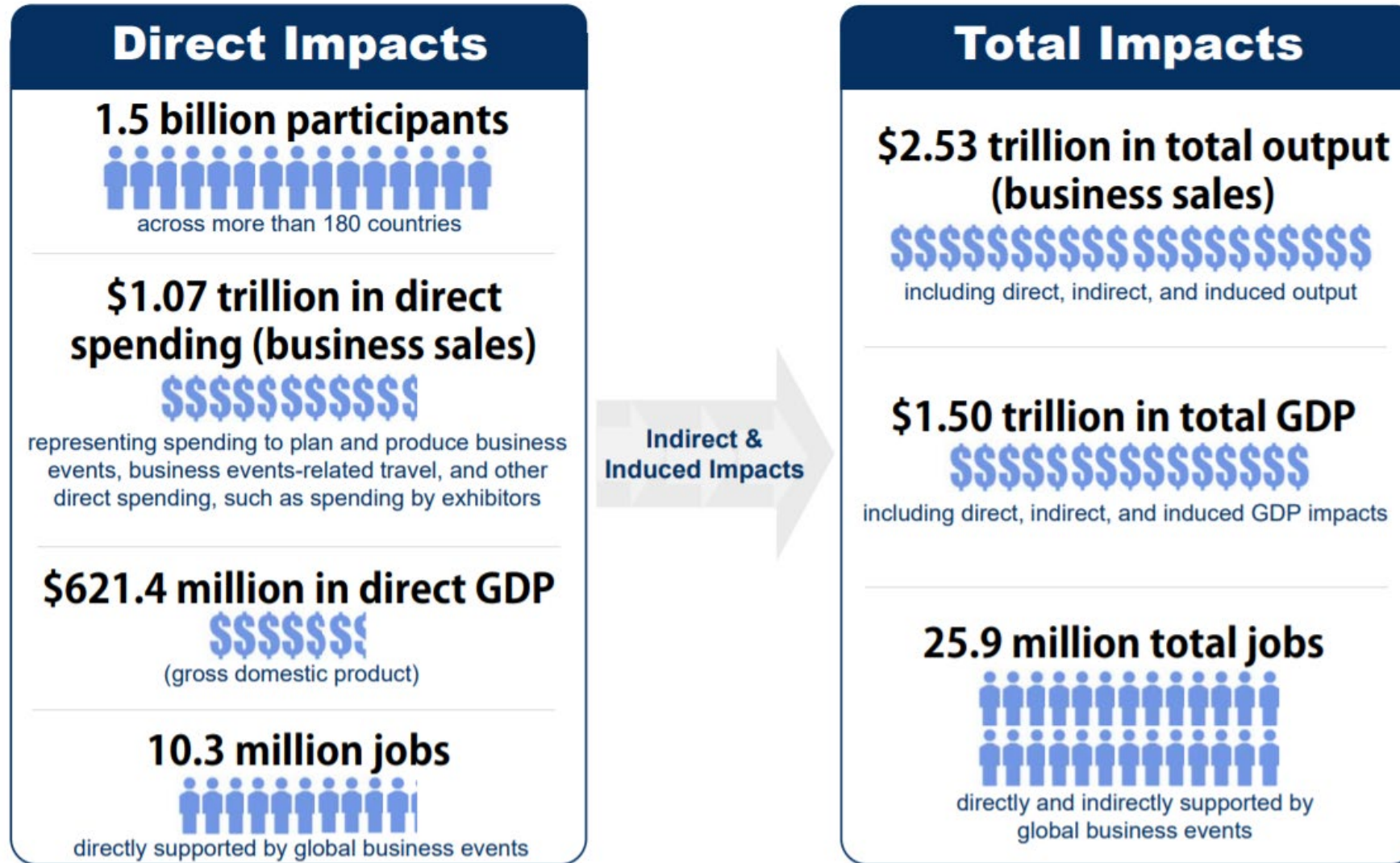
**\$2.60**

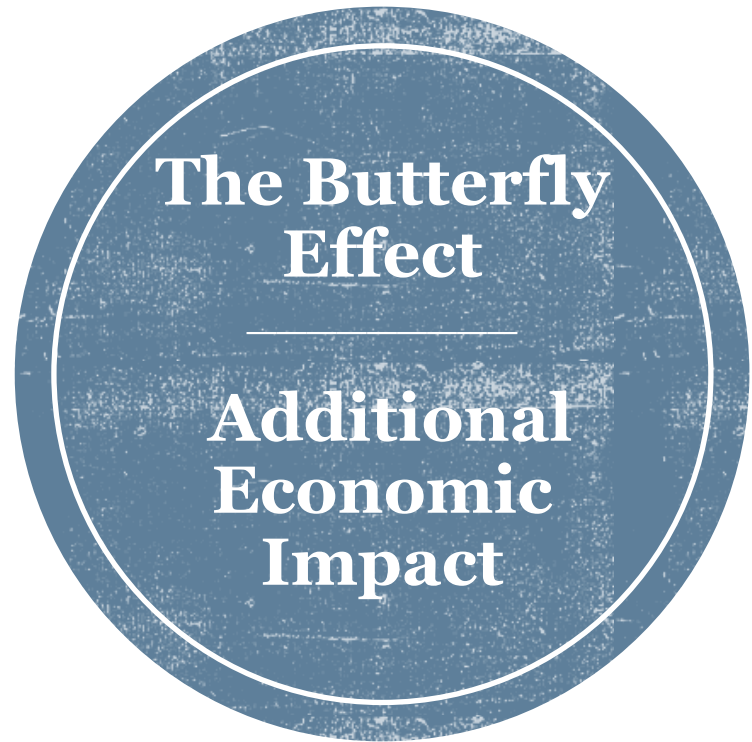
Total  
economic  
impact

The combination of direct impact, indirect and induced impacts



# Event Impacts on a Global Scale





- **Supporting Hundreds of Small Businesses, Including:**

- Event Design Firms/Floral
- Bands & Entertainment
- Furniture Rental
- Photography & Videography
- Technology
- Graphics & Signage Designers
- Security Firms
- Destination Management Companies
- Audio Visual/Production Companies
- Independent Planners
- Shippers/Transport
- Transportation
- Equipment Rental
- Carting Companies

- Hair Salons
- Jewelry Companies
- Make Up Companies
- Clothing Stores

- **Venue Purchases for Events:**

- Food
- Beverages
  - Liquor/Beer/Wine
  - Soft Drinks, Mixers, Water
- Linen
- Kitchen Equipment
- Paper Goods
- Furnishings
- Operating Supplies
- Cleaning Supplies



# Employment Impact

- Food Services & Drinking places employ the most people
  - Of the top 8 industries in NYC which include: Leisure/Hospitality, Construction, Trade/Transportation/Utilities, Information, Financial, Professional/Business Services, Education, Healthcare/Social Assistance
  - Growth of 22.6% between 2013-2018
  - Expected growth of 22% between 2016-2026
  - Reached a record high in 2018 of 463,000 employees
  - The rise in this industry is due to NYC's growing popularity as a tourist destination, and in turn increased number of job opportunities and hotel openings



# Employment Impact

- The Private Events Industry in NYC is the lifeblood of the Not for Profit community hosting fundraising events raising approximately \$500-\$600 million in 2019 supporting 600,000 workers
- The Hospitality employment roster includes waiters, bussers, bar staff, cooks, stewards, etc. making up 27,000 Union employees alone
- Hotels need private events to drive group business, which keeps the hotel employees working, such as housekeeping, front desk, engineering, etc. Hotels cannot survive on transient business alone.
- For an average venue space that accommodates 500 guests, each event requires approximately 100 employees



# COVID-19 Recovery Dashboard

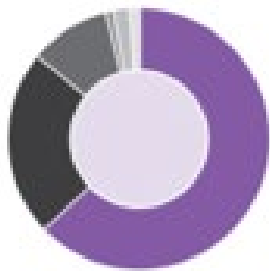
PCMA is conducting a series of surveys within the business events community. These survey results for the week of 4/20/2020 help us to understand the what the industry is looking at post-COVID-19 in the absence of a vaccine or therapeutic. The survey was taken by event planners as well as suppliers.

What do you believe will be the overall revenue impact of COVID-19 on your events-related business during the **next three months**?



**43%** Decline greater than 75%  
**24%** Decline 51-75%  
**17%** Decline 25-50%  
**7%** Decline under 25%  
**8%** No change  
**1%** Increase

PLANNER TRACK  
SUPPLIER TRACK

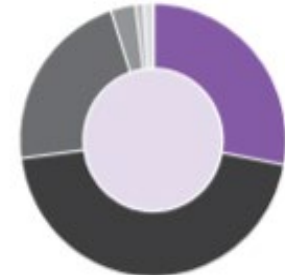


**64%** Decline greater than 75%  
**23%** Decline 51-75%  
**9%** Decline 25-50%  
**1%** Decline under 25%  
**2%** No change  
**1%** Increase

What do you believe will be the overall revenue impact of COVID-19 on your events-related business for the **rest of 2020**?

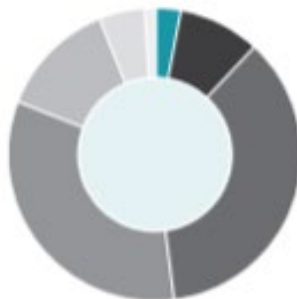


**26%** Decline greater than 75%  
**34%** Decline 51-75%  
**25%** Decline 25-50%  
**8%** Decline under 25%  
**6%** No change  
**1%** Increase



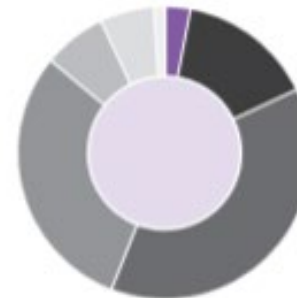
**28%** Decline greater than 75%  
**44%** Decline 51-75%  
**23%** Decline 25-50%  
**3%** Decline under 25%  
**1%** No change  
**1%** Increase

What do you believe will be the overall revenue impact of COVID-19 on your events-related business for **2021**?



**3%** Decline greater than 75%  
**8%** Decline 51-75%  
**36%** Decline 25-50%  
**34%** Decline under 25%  
**13%** No change  
**5%** Increase up to 50%  
**1%** Increase more than 50%

PLANNER TRACK  
SUPPLIER TRACK



**3%** Decline greater than 75%  
**15%** Decline 51-75%  
**38%** Decline 25-50%  
**30%** Decline under 25%  
**7%** No change  
**6%** Increase up to 50%  
**1%** Increase more than 50%



# Participants



CONSTELLATION

CPS EVENTS  
AT THE PLAZA



TRIBECA  
ROOFTOP

