

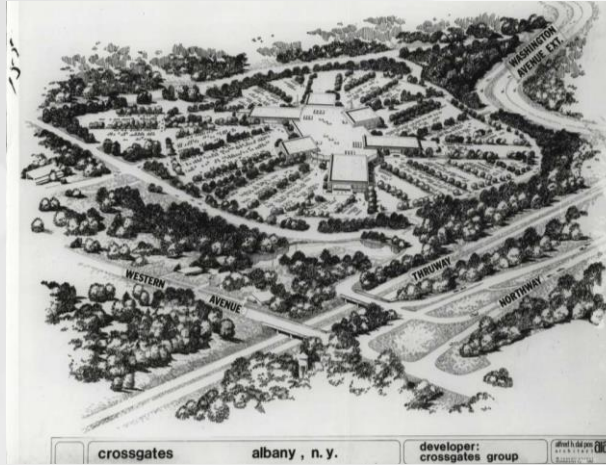


CROSSGATES COMMUNITY IMPACT

2019 YEAR IN REVIEW

SUNDAY, MARCH 4, 1984

CROSSGATES OPENED ITS DOORS TO THE PUBLIC



CROSSGATES SNAP SHOT

3169

JOBS CREATED BY
CROSSGATES & ON-SITE HOTEL

1ST

LARGEST SHOPPING, DINING,
AND ENTERTAINMENT DESTINATION
IN THE CAPITAL REGION

225+

BUSINESSES
AT CROSSGATES

LOCAL IMPACT

\$17.38
MILLION

ANNUAL SALES TAX TO
LOCAL GOVERNMENT



\$17.38
MILLION

ANNUAL SALES TAX TO STATE
GOVERNMENT AND MTA



\$7.79
MILLION

PROPERTY
TAXES IN 2019



\$109,775

IN THE LAST SEVEN YEARS
IN BUILDING PERMIT FEES



TO OUR FRIENDS, PARTNERS, NEIGHBORS AND GUESTS:

CROSSGATES EXPERIENCED ANOTHER SUCCESSFUL YEAR WITH THE NON-PROFIT GROUPS OF THE CAPITAL REGION!

Crossgates donated space to 135+ not-for-profits and collaborated with them to hold over 500 fundraisers and host 30 major events at the center in 2019. In total, this results in over \$1M raised for local not-for-profits. Partnering with and giving back to our community is important to us, and we believe it is part of what makes the center successful. Crossgates is pleased to work with all not-for-profit organizations looking to benefit from the center. Whether it is a tabling opportunity for fundraising and awareness campaigns, or a large event in the common area, our doors are always open.

TOGETHER, WE CAN MAKE A DIFFERENCE!



BEST BUDDIES' FRIENDSHIP WALK

Best Buddies® is dedicated to establishing a movement that creates opportunities for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities. Best Buddies' eight formal programs — Middle Schools, High Schools, Colleges, Citizens, e-Buddies®, Jobs, Ambassadors, and Promoters — engage participants in each of the 50 states and in nearly 50 countries, positively impacting the lives of more than 1.1 million people with and without disabilities around the world.



Best Buddies Albany is proud to have a record high of 1400 participants lacing up their shoes to walk for inclusion, working together to raise **\$166,000**, which far surpassed their goal.



The funds raised in the **Albany Friendship Walk** go directly towards the local Best Buddies programming, which currently serves collectively over 40 of the area's elementary schools, middle schools, high schools, colleges, and the Citizens program. Local Best Buddies programs create promising opportunities for more than 1,700 area people a year.



RONALD MCDONALD HOUSE CHARITIES RADIOTHON

Ronald McDonald House Charities of the Capital Region, Inc. provides comfort, support, and respite for families of seriously ill children in a compassionate and home-like environment.

The annual Radiothon and Family Fun Day is one of RMH's largest fundraising events annually, as it raised a record high of \$143,000 in funds over their two-day event. Live broadcasts will take place from the Ronald McDonald House and at Crossgates. Family Fun Day festivities include animal exhibits, live entertainment, and appearances from members of the Albany Empire.



EMPIRE STATE YOUTH ORCHESTRA PLAYATHON

Hundreds of student musicians in the Empire State Youth Orchestra ensembles share their love of music with the community during the all-day 'Playathon' at Crossgates. The event, which is a fundraiser for the organization, is free to attend and features 11 musical ensembles that include everything from classical to percussion to jazz. This year, ESYO raised over \$57,000.

The annual 'Playathon' is the ESYO's largest fundraiser and is also the only time that all of the performing ensembles come together, to share their musical talent with the public. The marathon musical event helps ESYO ensure no qualified musician is ever turned away because of the inability to pay.



ST. PETER'S HEALTH PARTNERS JOURNEY THROUGH THE BODY

Journey Through The Body[®] – Hands-on Discovery Adventure – is the area's largest and most popular annual kid's health education exhibit, featuring 24 exhibits staffed by 800 volunteers.

This FREE, two-day event is designed to entertain and educate children and their parents about select parts of the human body; to learn about their functions, components, strengths and limitations; and to highlight ways to lead an active, healthy lifestyle.

Journey Through The Body takes place annually on the lower level of Crossgates and is co-sponsored by WNYT-NewsChannel 13.

Kids explore larger-than-life-sized models of the brain, ear, teeth, and colon. Kids can walk through the giant models of the brain, colon, and ear, getting an up-close and personal look at how these important body parts work.

“ We have a terrific partnership with Crossgates. The amount of foot traffic already inside Crossgates, plus with the additional people {and field trips} coming to the exhibit, the overall attendance for this two-day, free, event is well over 12K people. ”

-Amy Baker, Communications Specialist, SPHP



CROSSGATES IS PROUD TO PARTNER WITH THE FOLLOWING COMMUNITY ORGANIZATIONS:



AWARENESS CAMPAIGNS

Groups using the center for fundraising purposes will not only be in the eyes of 20M annual visits, but also our social media outreach. Crossgates is happy to help promote your organization in order to let our guests know about your cause.

Have a question? A campaign? An event? Or looking for more information, please don't hesitate to reach out. We'd love to hear from you!

Crossgates is a part of a community, just like your organization and we look forward to working with you in 2020 and beyond!



DONATION REQUESTS

Crossgates event space, tabling, and conference rooms are FREE for 501(c)(3) non-profit use. Groups are asked to fill out and submit the required paperwork in order to be granted access.

Giveaways are available on a first come, first serve basis. Groups are asked to submit a letter of request two (2) months prior to the date of their event.

Many of our stores, restaurants, and entertainment venues will partner and donate to various not-for-profit organizations.

Please submit all requests to the Crossgates Marketing Department at www.shopcrossgates.com/community.



WE STRIVE FOR OUR COMMUNITY.
WE SURVIVE BECAUSE OF THE COMMUNITY.

WE ARE CROSSGATES

Helping our neighbors within our local town and community is a priority for the management team here at Crossgates. We take pride in our center and the communities in which we live that surround Crossgates. Time spent helping others is time well spent.



FROM OUR FAMILY TO YOURS, THANK YOU!

Crossgates is one of the most visited destination centers in America and is the premier shopping, dining, and entertainment destination. Offering two levels of indoor shopping, Crossgates is the home to over 180 retail brands, 20 restaurants & eateries, over 10 entertainment venues, and a dual-branded Hilton hotel! With its unique and diverse tenant mix:

CROSSGATES IS THE GO-TO PLACE FOR LOCAL SHOPPERS AND TOURISTS ALIKE.

#CROSSGATES

www.shopcrossgates.com

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