



**BUFFALO  
CONVENTION  
CENTER**

**PATRICK J. KALER**  
PRESIDENT & CEO

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403 Main Street, Suite 630 • Buffalo, New York 14203 • 716.961.0200 • Kaler@VisitBuffaloNiagara.com

December 3, 2024

Ms. Olivia M. Owens  
Clerk, Erie County Legislature  
92 Franklin Street, 4<sup>th</sup> Floor  
Buffalo, NY 14202

Dear Ms. Owens:

Enclosed are the following documents for your review:

- The 2024 third-quarter reports for Visit Buffalo Niagara and the Buffalo Convention Center,
- The Destination Performance Reports for July, August, and September 2024,
- The financial statements for the period ending September 30, 2024, and
- The 2023 audit documents for the Buffalo Convention Center.

Should you require any additional information or have questions regarding these materials, please do not hesitate to contact us.

Sincerely,

Patrick J. Kaler  
President and CEO

/Enclosures

[www.VisitBuffaloNiagara.com](http://www.VisitBuffaloNiagara.com)







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**PATRICK J. KALER**  
PRESIDENT & CEO

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December 3, 2024

I, the undersigned, do hereby certify based on my knowledge, the information provided herein:

- Is accurate, correct and does not contain any untrue statement of material fact;
- Does not omit any material fact which, if omitted, would cause the financial statements to be misleading in light of the circumstances under which such statements are made;
- Fairly presents, in all material respects, the financial condition and results of operations of the authority as of and for the periods presented in the financial statements.

Visit Buffalo Niagara  
Buffalo Convention Center

Patrick J. Kaler  
President and CEO







# MONTHLY KPI DASHBOARD REPORT JULY 2024



**BUFFALO  
CONVENTION  
CENTER**



# HOTEL & SHORT-TERM RENTAL KPIS – JULY 2024

## HOTEL PERFORMANCE – JULY 2024

| JULY REVENUE |              | JULY OCCUPANCY |           | JULY DEMAND |           | JUNE AVERAGE DAILY RATE |           | JULY REVPAR |           |
|--------------|--------------|----------------|-----------|-------------|-----------|-------------------------|-----------|-------------|-----------|
| \$39,890,081 |              | 80.0%          |           | 250,854     |           | \$159.02                |           | \$127.18    |           |
| CHANGE       | JUNE 2024    | CHANGE         | JUNE 2024 | CHANGE      | JUNE 2024 | CHANGE                  | JUNE 2024 | CHANGE      | JUNE 2024 |
| 24.8%        | \$31,964,655 | 7.8%           | 74.2%     | 11.3%       | 225,445   | 12.2%                   | \$141.78  | 20.9%       | \$105.19  |

## HOTEL PERFORMANCE – FY2024 YTD

| YTD REVENUE   |               | YTD OCCUPANCY |       | YTD DEMAND |           | YTD AVERAGE DAILY RATE |          | YTD REVPAR |         |
|---------------|---------------|---------------|-------|------------|-----------|------------------------|----------|------------|---------|
| \$184,407,920 |               | 61.2%         |       | 1,308,345  |           | \$140.95               |          | \$86.24    |         |
| CHANGE        | 2023          | CHANGE        | 2023  | CHANGE     | 2023      | CHANGE                 | 2023     | CHANGE     | 2023    |
| 5.9%          | \$174,159,349 | 1.5%          | 60.3% | -2.9%      | 1,347,768 | 11.3%                  | \$126.68 | 13.0%      | \$76.34 |
| CHANGE        | 2019          | CHANGE        | 2019  | CHANGE     | 2019      | CHANGE                 | 2019     | CHANGE     | 2019    |
| 22.8%         | \$150,129,736 | 1.2%          | 60.5% | -7.3%      | 1,411,021 | 32.5%                  | 106.40   | 33.9%      | \$64.42 |

## SHORT-TERM RENTAL PERFORMANCE – JULY 2024

| JULY REVENUE |             | JULY OCCUPANCY |           | JULY GUEST CHECK-INS |           | JULY AVERAGE DAILY RATE |           | JULY REVPAR |           |
|--------------|-------------|----------------|-----------|----------------------|-----------|-------------------------|-----------|-------------|-----------|
| \$8,320,893  |             | 49.8%          |           | 12,328               |           | \$201.00                |           | \$100.00    |           |
| CHANGE       | JUNE 2024   | CHANGE         | JUNE 2024 | CHANGE               | JUNE 2024 | CHANGE                  | JUNE 2024 | CHANGE      | JUNE 2024 |
| 29.0%        | \$6,449,576 | 10.1%          | 45.2%     | 20.7%                | 10,216    | 11.7%                   | \$180.00  | 23.5%       | \$81.00   |

## SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

| YTD REVENUE  |              | YTD OCCUPANCY |       | YTD GUEST CHECK-INS |        | YTD AVERAGE DAILY RATE |          | YTD REVPAR |         |
|--------------|--------------|---------------|-------|---------------------|--------|------------------------|----------|------------|---------|
| \$30,982,334 |              | 35.9%         |       | 58,489              |        | \$161.00               |          | \$58.00    |         |
| CHANGE       | 2023         | CHANGE        | 2023  | CHANGE              | 2023   | CHANGE                 | 2023     | CHANGE     | 2023    |
| 37.9%        | \$24,910,235 | 8.1%          | 40.4% | 27.7%               | 43,211 | 7.3%                   | \$154.00 | 16.0%      | \$62.00 |

## HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



## SHORT TERM RENTAL OCCUPANCY – MONTHLY COMPARISON BY YEAR



# AIRPORT AND CROSS BORDER TRAFFIC KPIs – JULY 2024

## BUF AIRPORT PASSENGERS – JULY 2024

JUNE BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**502,746**

| CHANGE | JUNE 2024 |
|--------|-----------|
| 9.2%   | 460,513   |

## BUF AIRPORT PASSENGERS – JULY 2024

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**2,783,855**

| CHANGE | 2023      |
|--------|-----------|
| 6.8%   | 2,605,876 |
| CHANGE | 2019      |
| -3.3%  | 2,877,585 |

## CROSS BORDER TRAFFIC – JULY 2024

JUNE U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC

**513,709**

| CHANGE | JUNE 2024 |
|--------|-----------|
| 17.1%  | 438,716   |

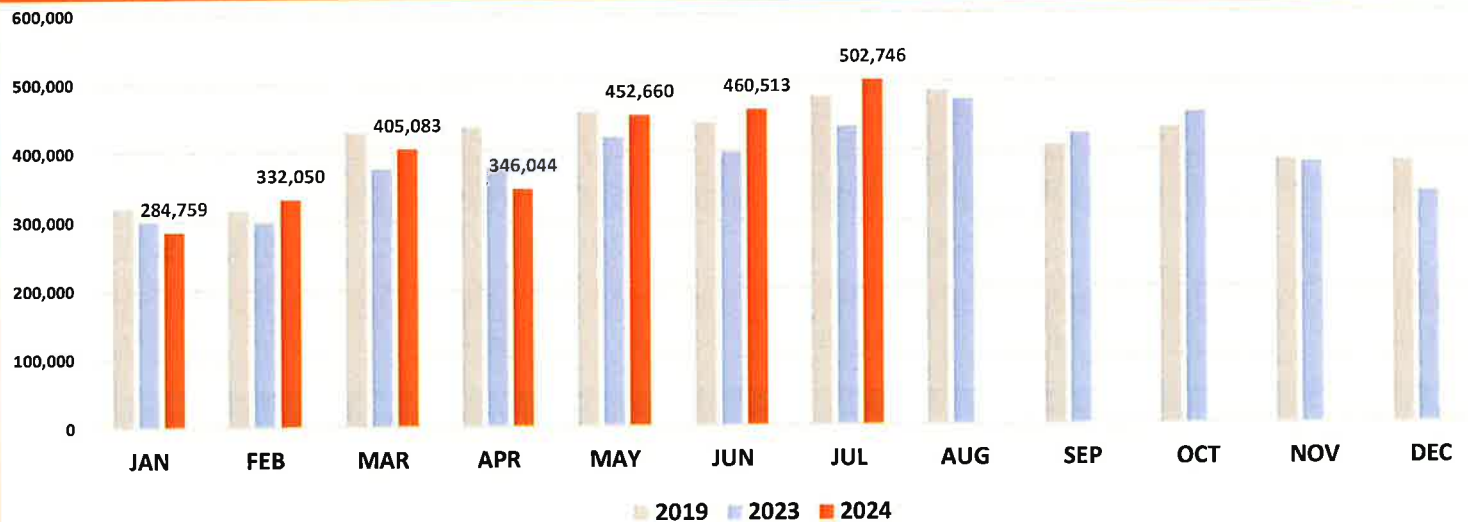
## CROSS BORDER TRAFFIC – FY 2024 YTD

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**2,605,016**

| CHANGE | 2023      |
|--------|-----------|
| 20.0%  | 2,170,037 |
| CHANGE | 2019      |
| -9.7%  | 2,883,868 |

## BUF AIRPORT PASSENGERS – MONTHLY COMPARISON BY YEAR



## CROSS BORDER TRAFFIC – MONTHLY COMPARISON BY YEAR





# SALES AND SERVICES KPIs – JULY 2024

## LEADS GENERATED PERFORMANCE – JULY 2024

| JULY LEADS GENERATED |           | JULY LEADS ROOM NIGHTS |           | JULY LEADS ATTENDANCE |           | JULY LEADS ECONOMIC IMPACT |              |
|----------------------|-----------|------------------------|-----------|-----------------------|-----------|----------------------------|--------------|
| 61                   |           | 31,018                 |           | 30,522                |           | \$23,863,020               |              |
| CHANGE               | JUNE 2024 | CHANGE                 | JUNE 2024 | CHANGE                | JUNE 2024 | CHANGE                     | JUNE 2024    |
| 79.4%                | 34        | 212.3%                 | 9,932     | 246.3%                | 8,841     | 131.0%                     | \$10,328,255 |

## LEADS GENERATED PERFORMANCE – FY2024 YTD

| YTD LEADS GENERATED |      | YTD LEADS ROOM NIGHTS |         | YTD LEADS ATTENDANCE |         | YTD LEADS ECONOMIC IMPACT |               |
|---------------------|------|-----------------------|---------|----------------------|---------|---------------------------|---------------|
| 351                 |      | 201,315               |         | 228,923              |         | \$164,872,482             |               |
| CHANGE              | 2023 | CHANGE                | 2023    | CHANGE               | 2023    | CHANGE                    | 2023          |
| 4.2%                | 337  | 16.8%                 | 172,315 | 53.3%                | 149,287 | -1.7%                     | \$167,735,521 |

## DEFINITE BOOKINGS PERFORMANCE – JULY 2024

| JULY DEFINITE BOOKINGS |           | JULY DEFINITE ROOM NIGHTS |           | JULY DEFINITE ATTENDANCE |           | JULY DEFINITE ECONOMIC IMPACT |             |
|------------------------|-----------|---------------------------|-----------|--------------------------|-----------|-------------------------------|-------------|
| 44                     |           | 9,329                     |           | 14,141                   |           | \$8,000,723                   |             |
| CHANGE                 | JUNE 2024 | CHANGE                    | JUNE 2024 | CHANGE                   | JUNE 2024 | CHANGE                        | JUNE 2024   |
| 83.3%                  | 24        | -13.4%                    | 10,775    | -17.3%                   | 17,102    | -6.0%                         | \$8,507,362 |

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

| YTD DEFINITE BOOKINGS |      | YTD DEFINITE ROOM NIGHTS |        | YTD DEFINITE ATTENDANCE |        | YTD DEFINITE ECONOMIC IMPACT |              |
|-----------------------|------|--------------------------|--------|-------------------------|--------|------------------------------|--------------|
| 208                   |      | 90,809                   |        | 120,444                 |        | \$76,245,677                 |              |
| CHANGE                | 2023 | CHANGE                   | 2023   | CHANGE                  | 2023   | CHANGE                       | 2023         |
| -4.1%                 | 217  | 38.8%                    | 65,415 | 38.0%                   | 87,284 | 47.1%                        | \$51,861,871 |

## EVENTS HELD PERFORMANCE – JULY 2024

| JULY EVENTS HELD |           | JULY EVENTS HELD HOTEL ROOMS |           | JULY EVENTS HELD ATTENDANCE |           | JULY GROUPS SERVICED |           |
|------------------|-----------|------------------------------|-----------|-----------------------------|-----------|----------------------|-----------|
| 44               |           | 11,293                       |           | 18,170                      |           | 24                   |           |
| CHANGE           | JUNE 2024 | CHANGE                       | JUNE 2024 | CHANGE                      | JUNE 2024 | CHANGE               | JUNE 2024 |
| 41.9%            | 31        | -26.0%                       | 15,368    | -12.3%                      | 20,715    | 26.3%                | 19        |

## EVENTS HELD PERFORMANCE – FY2024 YTD

| YTD EVENTS HELD |      | YTD EVENTS HELD HOTEL ROOMS |        | YTD EVENTS HELD ATTENDANCE |         | YTD GROUPS SERVICED |      |
|-----------------|------|-----------------------------|--------|----------------------------|---------|---------------------|------|
| 175             |      | 82,036                      |        | 115,354                    |         | 93                  |      |
| CHANGE          | 2023 | CHANGE                      | 2023   | CHANGE                     | 2023    | CHANGE              | 2023 |
| 2.9%            | 170  | -2.7%                       | 84,322 | 12.3%                      | 102,754 | -6.1%               | 99   |

### LOST BUSINESS LEADS – JUNE

| JULY LOST BUSINESS LEADS |           |
|--------------------------|-----------|
| 6                        |           |
| CHANGE                   | JUNE 2024 |
| -25.0%                   | 8         |

### LOST BUSINESS LEADS – FY YTD

| YTD LOST BUSINESS LEADS |      |
|-------------------------|------|
| 105                     |      |
| CHANGE                  | 2023 |
| -8.0%                   | 114  |

### PARTNER REFERRALS – JUNE

| JULY PARTNER REFERRALS |           |
|------------------------|-----------|
| 44                     |           |
| CHANGE                 | JUNE 2024 |
| -46.3%                 | 82        |

### PARTNER REFERRALS – FY YTD

| YTD PARTNER REFERRALS |         |
|-----------------------|---------|
| 377                   |         |
| CHANGE                | 2023    |
| No History            | New KPI |



# JUNEKETING AND COMMUNICATIONS KPIs – JULY 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – JULY 2024

| JULY ENGAGED SESSIONS |           | JULY MOBILE SESSIONS |           | JULY WEBSITE VIEWS |           | JULY ALL VIDEO VIEWS |           | JULY SHARED SOCIAL POSTS |           |
|-----------------------|-----------|----------------------|-----------|--------------------|-----------|----------------------|-----------|--------------------------|-----------|
| 167,177               |           | 137,007              |           | 486,795            |           | 441,336              |           | 171                      |           |
| CHANGE                | JUNE 2024 | CHANGE               | JUNE 2024 | CHANGE             | JUNE 2024 | CHANGE               | JUNE 2024 | CHANGE                   | JUNE 2024 |
| 22.2%                 | 136,766   | 46.3%                | 93,646    | 18.5%              | 410,963   | -10.3%               | 492,229   | 1.8%                     | 168       |

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

| YTD ENGAGED SESSIONS |         | YTD MOBILE SESSIONS |         | YTD WEBSITE VIEWS |           | YTD ALL VIDEO VIEWS |           | YTD SHARED SOCIAL POSTS |       |
|----------------------|---------|---------------------|---------|-------------------|-----------|---------------------|-----------|-------------------------|-------|
| 898,557              |         | 619,991             |         | 2,896,920         |           | 5,592,701           |           | 1,244                   |       |
| CHANGE               | 2023    | CHANGE              | 2023    | CHANGE            | 2023      | CHANGE              | 2023      | CHANGE                  | 2023  |
| 37.6%                | 652,817 | 43.8%               | 431,071 | 63.8%             | 1,768,249 | -9.5%               | 6,176,831 | -1.0%                   | 1,257 |

## MEDIA RELATIONS PERFORMANCE – JULY 2024

| JULY MEDIA PLACEMENTS |           | JULY MEDIA IMPRESSIONS |             | JULY MEDIA SOCIAL SHARES |           | JULY MEDIA TOUCHPOINTS |           | JULY MEDIA VISITS |           |
|-----------------------|-----------|------------------------|-------------|--------------------------|-----------|------------------------|-----------|-------------------|-----------|
| 14                    |           | 172,427,909            |             | 23,784                   |           | 12                     |           | 3                 |           |
| CHANGE                | JUNE 2024 | CHANGE                 | JUNE 2024   | CHANGE                   | JUNE 2024 | CHANGE                 | JUNE 2024 | CHANGE            | JUNE 2024 |
| Null                  | 14        | -61.7%                 | 450,290,868 | 8017.4%                  | 293       | 100.0%                 | 6         | -25.0%            | 4         |

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

| YTD MEDIA PLACEMENTS |      | YTD MEDIA IMPRESSIONS |               | YTD MEDIA SOCIAL SHARES |       | YTD MEDIA TOUCHPOINTS |      | YTD MEDIA VISITS |      |
|----------------------|------|-----------------------|---------------|-------------------------|-------|-----------------------|------|------------------|------|
| 102                  |      | 1,667,270,320         |               | 28,055                  |       | 84                    |      | 13               |      |
| CHANGE               | 2023 | CHANGE                | 2023          | CHANGE                  | 2023  | CHANGE                | 2023 | CHANGE           | 2023 |
| 15.9%                | 80   | -17.7%                | 2,026,583,554 | 622.0                   | 3,886 | -19.2%                | 104  | -59.4%           | 32   |

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

| YTD FACEBOOK |         | YTD X (TWITTER) |        | YTD INSTAGRAM |        | YTD TIKTOK |        |
|--------------|---------|-----------------|--------|---------------|--------|------------|--------|
| 107,995      |         | 29,898          |        | 88,186        |        | 29,898     |        |
| CHANGE       | 2023    | CHANGE          | 2023   | CHANGE        | 2023   | CHANGE     | 2023   |
| 7.6%         | 100,366 | 0.7%            | 29,699 | 23.4%         | 71,469 | 21.0%      | 24,700 |

# CONVENTION CENTER KPIs – JULY 2024

## BCC REVENUE PERFORMANCE – JULY 2024

| JULY TOTAL REVENUE |           | JULY RENT REVENUE |           | JULY F&B REVENUE |           | JULY ELECTRICAL REV |           | JULY OTHER REVENUE |           |
|--------------------|-----------|-------------------|-----------|------------------|-----------|---------------------|-----------|--------------------|-----------|
| \$317,401          |           | \$69,420          |           | \$199,780        |           | \$40,105            |           | \$8,096            |           |
| CHANGE             | JUNE 2024 | CHANGE            | JUNE 2024 | CHANGE           | JUNE 2024 | CHANGE              | JUNE 2024 | CHANGE             | JUNE 2024 |
| -42.2%             | \$549,464 | 18.4%             | \$58,806  | -58.6%           | \$482,489 | 409.7%              | \$7,869   | 2598.7%            | \$300     |

## BCC REVENUE PERFORMANCE – YTD2024 YTD

| YTD TOTAL REVENUE |             | YTD RENT REVENUE |           | YTD F&B REVENUE |             | YTD ELECTRICAL REVENUE |           | YTD OTHER REVENUE |           |
|-------------------|-------------|------------------|-----------|-----------------|-------------|------------------------|-----------|-------------------|-----------|
| \$3,028,663       |             | \$623,619        |           | \$2,255,386     |             | \$148,115              |           | \$15,431          |           |
| CHANGE            | 2023        | CHANGE           | 2023      | CHANGE          | 2023        | CHANGE                 | 2023      | CHANGE            | 2023      |
| 33.8%             | \$2,262,744 | 15.1%            | \$541,660 | 51.6%           | \$1,488,058 | 27.4%                  | \$116,243 | -98.7%            | \$116,783 |
| CHANGE            | 2019        | CHANGE           | 2019      | CHANGE          | 2019        | CHANGE                 | 2019      | CHANGE            | 2019      |
| 27.0%             | \$2,384,737 | 14.3%            | \$545,667 | 32.8%           | \$1,698,045 | 5.9%                   | 139,808   | 26.8%             | \$1,217   |

## BCC OPERATIONS PERFORMANCE – JULY 2024

| JULY TOTAL EVENTS |           | JULY CONVENTIONS |           | JULY MEETINGS |           | JULY BANQUETS |           | JULY CONS/PUBLIC SHOWS |           |
|-------------------|-----------|------------------|-----------|---------------|-----------|---------------|-----------|------------------------|-----------|
| 9                 |           | 4                |           | 2             |           | 3             |           | 0                      |           |
| CHANGE            | JUNE 2024 | CHANGE           | JUNE 2024 | CHANGE        | JUNE 2024 | CHANGE        | JUNE 2024 | CHANGE                 | JUNE 2024 |
| -43.6%            | 16        | Null             | 4         | -66.7%        | 6         | -50.0%        | 6         | Null                   | 0         |

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

| YTD TOTAL EVENTS |      | YTD CONVENTIONS |      | YTD MEETINGS |      | YTD BANQUETS |      | YTD CONS/PUBLIC SHOWS |      |
|------------------|------|-----------------|------|--------------|------|--------------|------|-----------------------|------|
| 71               |      | 22              |      | 19           |      | 22           |      | 8                     |      |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE       | 2023 | CHANGE       | 2023 | CHANGE                | 2023 |
| 24.6%            | 57   | 83.3%           | 12   | 171.4%       | 7    | -24.1%       | 29   | 11.1%                 | 9    |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE       | 2023 | CHANGE       | 2023 | CHANGE                | 2023 |
| -6.6%            | 76   | 57.1%           | 14   | -17.4%       | 23   | -29.0%       | 31   | Null                  | 8    |

## BCC EVENT ATTENDANCE – JULY 2024

| JULY TOTAL EVENT ATTENDANCE |           |
|-----------------------------|-----------|
| 5,442                       |           |
| CHANGE                      | JULY 2024 |
| -72.8%                      | 19,972    |

## BCC EVENT ATTENDANCE – FY2024 YTD

| YTD TOTAL EVENT ATTENDANCE |         |
|----------------------------|---------|
| 110,247                    |         |
| CHANGE                     | 2023    |
| -24.5%                     | 146,063 |
| CHANGE                     | 2019    |
| -42.6%                     | 192,001 |

## BCC DAYS OCCUPIED – JULY 2024

| JULY TOTAL NUMBER OF DAYS OCCUPIED |           |
|------------------------------------|-----------|
| 23                                 |           |
| CHANGE                             | JULY 2024 |
| 4.5%                               | 22        |

## BCC DAYS OCCUPIED – FY2024 YTD

| YTD TOTAL NUMBER OF DAYS OCCUPIED |      |
|-----------------------------------|------|
| 168                               |      |
| CHANGE                            | 2023 |
| 22.6%                             | 137  |
| CHANGE                            | 2019 |
| 12.0%                             | 150  |



# CONVENTION CENTER KPIs – JULY 2024

## BCC REVENUE DASHBOARD – JULY 2024

| JULY TOTAL LEADS |           | JULY LEADS GENERATED BY BCC |           | JULY LEADS GENERATED BY VBN |           | JULY CONFIRMED BOOKINGS |           |
|------------------|-----------|-----------------------------|-----------|-----------------------------|-----------|-------------------------|-----------|
| 5                |           | 3                           |           | 2                           |           | 10                      |           |
| CHANGE           | JUNE 2024 | CHANGE                      | JUNE 2024 | CHANGE                      | JUNE 2024 | CHANGE                  | JUNE 2024 |
| -37.5%           | 8         | -50.0%                      | 6         | Null                        | 2         | 42.9%                   | 7         |

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

| YTD TOTAL LEADS |      | YTD LEADS GENERATED BY BCC |      | YTD LEADS GENERATED BY VBN |      | YTD CONFIRMED BOOKINGS |      |
|-----------------|------|----------------------------|------|----------------------------|------|------------------------|------|
| 72              |      | 51                         |      | 21                         |      | 76                     |      |
| CHANGE          | 2023 | CHANGE                     | 2023 | CHANGE                     | 2023 | CHANGE                 | 2023 |
| 20.9%           | 91   | -8.9%                      | 56   | -40.0%                     | 35   | 16.9%                  | 65   |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – JULY 2024

| JULY TOTAL SOLICITATION CALLS |           | JULY EXISTING CLIENT CALLS |           | JULY NEW CLIENT CALLS |           | JULY LOST BUSINESS |           |
|-------------------------------|-----------|----------------------------|-----------|-----------------------|-----------|--------------------|-----------|
| 31                            |           | 7                          |           | 24                    |           | 7                  |           |
| CHANGE                        | JUNE 2024 | CHANGE                     | JUNE 2024 | CHANGE                | JUNE 2024 | CHANGE             | JUNE 2024 |
| -16.2%                        | 37        | -22.2%                     | 9         | -14.3%                | 28        | 75.0%              | 4         |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

| YTD TOTAL SOLICITATION CALLS |      | YTD EXISTING CLIENT CALLS |      | YTD NEW CLIENT CALLS |      | YTD LOST BUSINESS |      |
|------------------------------|------|---------------------------|------|----------------------|------|-------------------|------|
| 331                          |      | 157                       |      | 174                  |      | 41                |      |
| CHANGE                       | 2023 | CHANGE                    | 2023 | CHANGE               | 2023 | CHANGE            | 2023 |
| -18.5%                       | 406  | -5.4%                     | 166  | -27.5%               | 240  | -8.9%             | 45   |

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

|                            | 2019         | 2024         | 2025         | 2026         | 2027         |
|----------------------------|--------------|--------------|--------------|--------------|--------------|
| Number of Events           | 138          | 119          | 84           | 48           | 33           |
| Expected Attendance        | 249,975      | 169,967      | 229,432      | 202,512      | 158,650      |
| Expected Hotel Room Nights | 25,000       | 20,911       | 21,534       | 24,206       | 5,754        |
| Expected Economic Impact   | \$34,063,840 | \$26,675,114 | \$31,422,457 | \$22,064,040 | \$17,036,640 |



## VISIT BUFFALO NIAGARA BOARD OF DIRECTORS

### Officers:

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair  
Kimberley A. Minkel, NFTA – Vice Chair  
Thomas Long, The Westin Buffalo – Treasurer  
Thomas Beauford, Buffalo Urban League - Secretary  
Mary F. Roberts, Martin House - Immediate Past Chair

### Directors:

Junek Alnutt, University of Buffalo Department of Athletics  
Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Dept. of Environment & Planning  
Matt Chiazza, Reikart House  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
Junek Glasgow, Erie County Legislature Majority Caucus Appointee  
Patrick Kaler, Visit Buffalo Niagara – President & CEO  
Bob Karmazyn, Embassy Suites Buffalo  
William Paladino, Ellicott Development, Inc.  
Steven Ranalli, Erie Canal Harbor Development Corporation  
David Schutte, Schutte Hospitality Group  
Don Spasiano, Trocaire College  
Michelle Urbanczyk, Explore & More Children's Museum

## VISIT BUFFALO NIAGARA STAFF

James Adler, Sports Sales Manager  
Jennifer Bialek, Executive Assistant to the CEO  
Jo Ann Blatner, Industry Relations Assistant  
Drew Brown, Marketing Manager  
Michele Butiak, Accounting & Benefits Manager  
Brooke Chavanne, Administrative Sales Assistant  
Karen Cox, Convention Sales & Services Manager  
Mike Even, Vice President of Sales & Services  
Karen Fashana, Director of Marketing  
Greg Gelinis, Director Sports Development  
Ed Healy, Vice President of Marketing  
Nicklaus Householder, Destination Experience Specialist  
Patrick Kaler, President & CEO  
Michelle Kearns, Communications Manager  
David Marzo, Chief Financial Officer  
Leah Mueller, Director of Tourism Sales  
Heather Nowakowski, Business Intelligence Manager  
Kathryn Scaduto, Marketing and Social Media Specialist  
Renata Toney, Vice President of Destination Experience  
Nick Tronolone, Research and Operations Assistant  
Marisa Urbano, Convention Services Coordinator  
Lauren Vargo, Sports Services Manager  
Meredith Walsh, National Sales Manager  
Meaghan Zimmer, National Sales Director

## BUFFALO CONVENTION CENTER STAFF

Julie Brooks, Controller  
Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
Lorna Cullen, Office Manager  
Megan Gummo, Sales & Catering Manager  
Patrick Kaler, President & CEO  
Craig Landseadel, Executive Chef  
Mary Ann Martin, Bookkeeper & Benefits Manager  
Heather Petrino, Sales & Service Coordinator  
Ken Sanford, Chief Engineer  
Christie Walker, Convention & Event Service Manager  
Cory Watson, Food and Beverage Manager  
Michael Will, Director of Operations  
Colleen Willis, Sales Manager  
Danielle Winiarski, Assistant General Manager  
Alishia Vega, Front Desk Receptionist



### VISION:

To be the most surprising destination you'll ever visit.

### MISSION:

Transforming our community by inspiring visitors and locals to discover Buffalo and Erie County.

### Data Sources For This Key Performance Indicator Report:

Cervis Technologies  
Cision  
Google Analytics  
Key Data  
Madden Media  
Momentus Technologies  
Sales Force Marketing Cloud  
Simpleview  
STR (Smith Travel Research)  
Tourism Economics  
Zartico



# BUFFALO CONVENTION CENTER





# MONTHLY KPI DASHBOARD REPORT AUGUST 2024



**BUFFALO  
CONVENTION  
CENTER**



# HOTEL & SHORT-TERM RENTAL KPIS - AUGUST 2024

## HOTEL PERFORMANCE - AUGUST 2024

| AUGUST REVENUE      |              | AUGUST OCCUPANCY |           | AUGUST DEMAND  |           | AUG. AVERAGE DAILY RATE |           | AUGUST RevPAR   |           |
|---------------------|--------------|------------------|-----------|----------------|-----------|-------------------------|-----------|-----------------|-----------|
| <b>\$37,490,401</b> |              | <b>77.4%</b>     |           | <b>242,663</b> |           | <b>\$154.50</b>         |           | <b>\$119.53</b> |           |
| CHANGE              | JULY 2024    | CHANGE           | JULY 2024 | CHANGE         | JULY 2024 | CHANGE                  | JULY 2024 | CHANGE          | JULY 2024 |
| <b>-6.0%</b>        | \$39,890,081 | <b>-3.3%</b>     | 80.0%     | <b>-3.3%</b>   | 250,854   | <b>-2.8%</b>            | \$159.02  | <b>-6.0%</b>    | \$127.18  |

## HOTEL PERFORMANCE - FY2024 YTD

| YTD REVENUE          |               | YTD OCCUPANCY |       | YTD DEMAND       |           | YTD AVERAGE DAILY RATE |          | YTD RevPAR     |         |
|----------------------|---------------|---------------|-------|------------------|-----------|------------------------|----------|----------------|---------|
| <b>\$221,900,101</b> |               | <b>63.3%</b>  |       | <b>1,551,030</b> |           | <b>\$143.07</b>        |          | <b>\$90.50</b> |         |
| CHANGE               | 2023          | CHANGE        | 2023  | CHANGE           | 2023      | CHANGE                 | 2023     | CHANGE         | 2023    |
| <b>5.1%</b>          | \$211,126,884 | <b>1.3%</b>   | 62.5% | <b>-5.0%</b>     | 1,635,209 | <b>10.8%</b>           | \$129.11 | <b>12.2%</b>   | \$80.67 |
| CHANGE               | 2019          | CHANGE        | 2019  | CHANGE           | 2019      | CHANGE                 | 2019     | CHANGE         | 2019    |
| <b>21.9%</b>         | \$181,960,125 | <b>0.3%</b>   | 63.1% | <b>-8.1%</b>     | 1,687,871 | <b>32.7%</b>           | \$107.80 | <b>33.0%</b>   | \$68.02 |

## SHORT-TERM RENTAL PERFORMANCE - AUGUST 2024

| AUGUST REVENUE     |             | AUGUST OCCUPANCY |           | AUGUST GUEST CHECK-INS |           | AUG. AVERAGE DAILY RATE |           | AUGUST RevPAR  |           |
|--------------------|-------------|------------------|-----------|------------------------|-----------|-------------------------|-----------|----------------|-----------|
| <b>\$7,608,261</b> |             | <b>46.4%</b>     |           | <b>12,331</b>          |           | <b>\$198.00</b>         |           | <b>\$92.00</b> |           |
| CHANGE             | JULY 2024   | CHANGE           | JULY 2024 | CHANGE                 | JULY 2024 | CHANGE                  | JULY 2024 | CHANGE         | JULY 2024 |
| <b>-8.6%</b>       | \$8,320,893 | <b>-6.9%</b>     | 49.8%     | <b>-0.02%</b>          | 12,328    | <b>-1.5%</b>            | \$201.00  | <b>-8.0%</b>   | \$100.00  |

## SHORT-TERM RENTAL PERFORMANCE - FY2024 YTD

| YTD REVENUE         |              | YTD OCCUPANCY |       | YTD GUEST CHECK-INS |        | YTD AVERAGE DAILY RATE |          | YTD RevPAR     |         |
|---------------------|--------------|---------------|-------|---------------------|--------|------------------------|----------|----------------|---------|
| <b>\$38,424,640</b> |              | <b>37.2%</b>  |       | <b>70,395</b>       |        | <b>\$167.00</b>        |          | <b>\$62.00</b> |         |
| CHANGE              | 2023         | CHANGE        | 2023  | CHANGE              | 2023   | CHANGE                 | 2023     | CHANGE         | 2023    |
| <b>41.0%</b>        | \$27,245,060 | <b>-5.8%</b>  | 39.4% | <b>30.3%</b>        | 54,032 | <b>7.1%</b>            | \$156.00 | <b>Null</b>    | \$62.00 |

## HOTEL OCCUPANCY - MONTHLY COMPARISON BY YEAR



## SHORT TERM RENTAL OCCUPANCY - MONTHLY COMPARISON BY YEAR





# AIRPORT AND CROSS BORDER TRAFFIC KPIS – AUGUST 2024

## BUF AIRPORT PASSENGERS – AUGUST 2024

AUGUST BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**515,476**

| CHANGE | JULY 2024 |
|--------|-----------|
| 2.5%   | 502,746   |

## BUF AIRPORT PASSENGERS – AUGUST 2024

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**3,299,331**

| CHANGE | 2023      |
|--------|-----------|
| 7.1%   | 3,079,573 |
| CHANGE | 2019      |
| -1.9%  | 3,363,566 |

## CROSS BORDER TRAFFIC – AUGUST 2024

AUGUST U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC

**558,368**

| CHANGE | JULY 2024 |
|--------|-----------|
| 8.7%   | 513,709   |

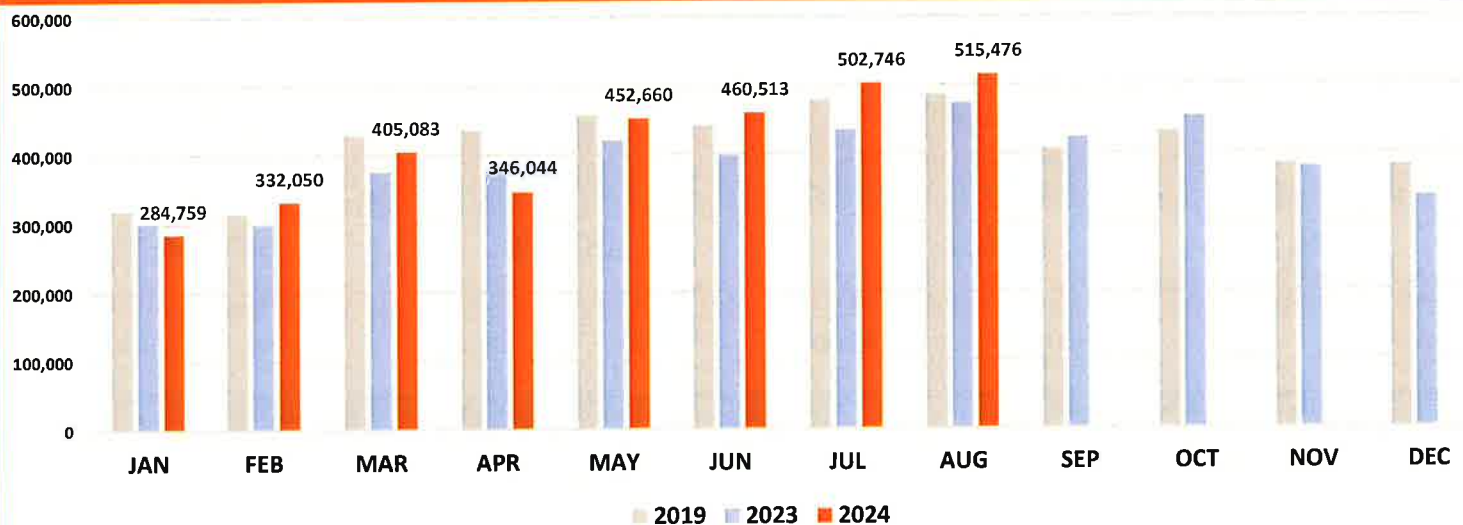
## CROSS BORDER TRAFFIC – FY 2024 YTD

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**3,163,384**

| CHANGE | 2023      |
|--------|-----------|
| 18.3%  | 2,673,745 |
| CHANGE | 2019      |
| -10.8% | 3,546,799 |

## BUF AIRPORT PASSENGERS – MONTHLY COMPARISON BY YEAR



## CROSS BORDER TRAFFIC – MONTHLY COMPARISON BY YEAR



# SALES AND SERVICES KPIS – AUGUST 2024

## LEADS GENERATED PERFORMANCE – AUGUST 2024

| AUGUST LEADS GENERATED |           | AUGUST LEADS ROOM NIGHTS |           | AUGUST LEADS ATTENDANCE |           | AUGUST LEADS ECONOMIC IMPACT |            |
|------------------------|-----------|--------------------------|-----------|-------------------------|-----------|------------------------------|------------|
| 37                     |           | 17,981                   |           | 17,185                  |           | \$12,611,271                 |            |
| CHANGE                 | JULY 2024 | CHANGE                   | JULY 2024 | CHANGE                  | JULY 2024 | CHANGE                       | JULY 2024  |
| -38.3%                 | 60        | -41.0%                   | 30,488    | -43.1%                  | 30,222    | -46.1%                       | 23,863,336 |

## LEADS GENERATED PERFORMANCE – FY2024 YTD

| YTD LEADS GENERATED |      | YTD LEADS ROOM NIGHTS |         | YTD LEADS ATTENDANCE |         | YTD LEADS ECONOMIC IMPACT |               |
|---------------------|------|-----------------------|---------|----------------------|---------|---------------------------|---------------|
| 387                 |      | 218,766               |         | 245,808              |         | \$177,022,069             |               |
| CHANGE              | 2023 | CHANGE                | 2023    | CHANGE               | 2023    | CHANGE                    | 2023          |
| 0.8%                | 384  | 13.0%                 | 193,630 | 38.2%                | 177,855 | -6.5%                     | \$189,250,210 |

## DEFINITE BOOKINGS PERFORMANCE – AUGUST 2024

| AUGUST DEFINITE BOOKINGS |           | AUGUST DEFINITE ROOM NIGHTS |           | AUGUST DEFINITE ATTENDANCE |           | AUGUST DEFINITE ECONOMIC IMPACT |             |
|--------------------------|-----------|-----------------------------|-----------|----------------------------|-----------|---------------------------------|-------------|
| 18                       |           | 12,645                      |           | 12,849                     |           | \$12,041,485                    |             |
| CHANGE                   | JULY 2024 | CHANGE                      | JULY 2024 | CHANGE                     | JULY 2024 | CHANGE                          | JULY 2024   |
| -59.1%                   | 44        | 35.5%                       | 9,329     | -9.1%                      | 14,141    | 50.5%                           | \$8,000,723 |

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

| YTD DEFINITE BOOKINGS |      | YTD DEFINITE ROOM NIGHTS |        | YTD DEFINITE ATTENDANCE |         | YTD DEFINITE ECONOMIC IMPACT |              |
|-----------------------|------|--------------------------|--------|-------------------------|---------|------------------------------|--------------|
| 226                   |      | 103,454                  |        | 133,293                 |         | \$88,066,516                 |              |
| CHANGE                | 2023 | CHANGE                   | 2023   | CHANGE                  | 2023    | CHANGE                       | 2023         |
| -3.4%                 | 234  | 37.3%                    | 75,340 | 30.7%                   | 102,018 | 48.9%                        | \$59,155,275 |

## EVENTS HELD PERFORMANCE – AUGUST 2024

| AUGUST EVENTS HELD |           | AUGUST EVENTS HELD HOTEL ROOMS |           | AUGUST EVENTS HELD ATTENDANCE |           | AUGUST GROUPS SERVICED |           |
|--------------------|-----------|--------------------------------|-----------|-------------------------------|-----------|------------------------|-----------|
| 28                 |           | 5,500                          |           | 5,560                         |           | 16                     |           |
| CHANGE             | JULY 2024 | CHANGE                         | JULY 2024 | CHANGE                        | JULY 2024 | CHANGE                 | JULY 2024 |
| -36.4%             | 44        | -51.3%                         | 11,293    | -69.4%                        | 18,170    | -33.3%                 | 24        |

## EVENTS HELD PERFORMANCE – FY2024 YTD

| YTD EVENTS HELD |      | YTD EVENTS HELD HOTEL ROOMS |        | YTD EVENTS HELD ATTENDANCE |         | YTD GROUPS SERVICED |      |
|-----------------|------|-----------------------------|--------|----------------------------|---------|---------------------|------|
| 203             |      | 87,536                      |        | 120,914                    |         | 109                 |      |
| CHANGE          | 2023 | CHANGE                      | 2023   | CHANGE                     | 2023    | CHANGE              | 2023 |
| Null            | 203  | -3.4%                       | 90,603 | 10.8%                      | 109,125 | -10.7%              | 122  |

### LOST BUSINESS LEADS – AUGUST

| AUGUST | LOST BUSINESS LEADS |
|--------|---------------------|
| 8      |                     |
| CHANGE | JULY 2024           |
| -55.5% | 18                  |

### LOST BUSINESS LEADS – FY YTD

| YTD LOST BUSINESS LEADS |      |
|-------------------------|------|
| 113                     |      |
| CHANGE                  | 2023 |
| -11.7%                  | 128  |

### PARTNER REFERRALS – AUGUST

| AUGUST | PARTNER REFERRALS |
|--------|-------------------|
| 40     |                   |
| CHANGE | JULY 2024         |
| -9.1%  | 44                |

### PARTNER REFERRALS – FY YTD

| YTD PARTNER REFERRALS |         |
|-----------------------|---------|
| 417                   |         |
| CHANGE                | 2023    |
| No History            | New KPI |



# AUGUST MARKETING AND COMMUNICATIONS KPIs – AUGUST 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – AUGUST 2024

| AUGUST ENGAGED SESSIONS |           | AUGUST MOBILE SESSIONS |           | AUGUST WEBSITE VIEWS |           | AUGUST ALL VIDEO VIEWS |           | AUGUST SHARED SOCIAL POSTS |           |
|-------------------------|-----------|------------------------|-----------|----------------------|-----------|------------------------|-----------|----------------------------|-----------|
| 137,975                 |           | 95,944                 |           | 426,525              |           | 3,127,646              |           | 173                        |           |
| CHANGE                  | JULY 2024 | CHANGE                 | JULY 2024 | CHANGE               | JULY 2024 | CHANGE                 | JULY 2024 | CHANGE                     | JULY 2024 |
| -17.5%                  | 167,177   | -14.9%                 | 112,681   | -12.4%               | 486,795   | 608.7%                 | 441,336   | 1.2%                       | 171       |

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

| YTD ENGAGED SESSIONS |         | YTD MOBILE SESSIONS |         | YTD WEBSITE VIEWS |           | YTD ALL VIDEO VIEWS |           | YTD SHARED SOCIAL POSTS |       |
|----------------------|---------|---------------------|---------|-------------------|-----------|---------------------|-----------|-------------------------|-------|
| 898,557              |         | 619,991             |         | 3,323,445         |           | 8,720,347           |           | 1,417                   |       |
| CHANGE               | 2023    | CHANGE              | 2023    | CHANGE            | 2023      | CHANGE              | 2023      | CHANGE                  | 2023  |
| 32.8%                | 652,817 | 42.0%               | 520,870 | 36.1%             | 2,442,031 | 24.5%               | 7,003,203 | -1.5%                   | 1,438 |

## MEDIA RELATIONS PERFORMANCE – AUGUST 2024

| AUGUST MEDIA PLACEMENTS |           | AUGUST MEDIA IMPRESSIONS |             | AUGUST MEDIA SOCIAL SHARES |           | AUGUST MEDIA TOUCHPOINTS |           | AUGUST MEDIA VISITS |           |
|-------------------------|-----------|--------------------------|-------------|----------------------------|-----------|--------------------------|-----------|---------------------|-----------|
| 16                      |           | 292,433,878              |             | 2,815                      |           | 25                       |           | 4                   |           |
| CHANGE                  | JULY 2024 | CHANGE                   | JULY 2024   | CHANGE                     | JULY 2024 | CHANGE                   | JULY 2024 | CHANGE              | JULY 2024 |
| 14.3%                   | 14        | 69.6%                    | 172,427,909 | -88.2%                     | 23,784    | 108.3%                   | 12        | 33.3%               | 3         |

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

| YTD MEDIA PLACEMENTS |      | YTD MEDIA IMPRESSIONS |               | YTD MEDIA SOCIAL SHARES |       | YTD MEDIA TOUCHPOINTS |      | YTD MEDIA VISITS |      |
|----------------------|------|-----------------------|---------------|-------------------------|-------|-----------------------|------|------------------|------|
| 102                  |      | 1,959,704,198         |               | 30,870                  |       | 109                   |      | 17               |      |
| CHANGE               | 2023 | CHANGE                | 2023          | CHANGE                  | 2023  | CHANGE                | 2023 | CHANGE           | 2023 |
| 68.6%                | 70   | -7.4%                 | 2,115,830,693 | 554.4%                  | 4,717 | -6.0%                 | 116  | -52.8%           | 36   |

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

| YTD FACEBOOK |         | YTD X (TWITTER) |        | YTD INSTAGRAM |        | YTD TIKTOK |        |
|--------------|---------|-----------------|--------|---------------|--------|------------|--------|
| 109,459      |         | 29,908          |        | 89,067        |        | 31,036     |        |
| CHANGE       | 2023    | CHANGE          | 2023   | CHANGE        | 2023   | CHANGE     | 2023   |
| 8.8%         | 100,622 | 0.8%            | 29,660 | 19.1%         | 74,781 | 20.1%      | 25,838 |



# CONVENTION CENTER KPIs – AUGUST 2024

## BCC REVENUE PERFORMANCE – AUGUST 2024

| AUGUST TOTAL REVENUE |           | AUGUST RENT REVENUE |           | AUGUST F&B REVENUE |           | AUGUST ELECTRICAL REV |           | AUGUST OTHER REVENUE |           |
|----------------------|-----------|---------------------|-----------|--------------------|-----------|-----------------------|-----------|----------------------|-----------|
| \$115,678            |           | \$27,708            |           | \$85,846           |           | \$2,124               |           | \$0                  |           |
| CHANGE               | JULY 2024 | CHANGE              | JULY 2024 | CHANGE             | JULY 2024 | CHANGE                | JULY 2024 | CHANGE               | JULY 2024 |
| -65.6%               | \$317,401 | -60.0%              | \$69,420  | -57.0%             | \$119,780 | -94.7%                | \$2,124   | -100.0%              | \$8,096   |

## BCC REVENUE PERFORMANCE – YTD2024 YTD

| YTD TOTAL REVENUE |             | YTD RENT REVENUE |           | YTD F&B REVENUE |             | YTD ELECTRICAL REVENUE |           | YTD OTHER REVENUE |           |
|-------------------|-------------|------------------|-----------|-----------------|-------------|------------------------|-----------|-------------------|-----------|
| \$3,152,641       |             | \$672,073        |           | \$2,312,225     |             | \$151,466              |           | \$16,877          |           |
| CHANGE            | 2023        | CHANGE           | 2023      | CHANGE          | 2023        | CHANGE                 | 2023      | CHANGE            | 2023      |
| 35.8%             | \$2,320,836 | 18.7%            | \$566,430 | 51.9%           | \$1,521,769 | 30.7%                  | \$115,854 | -85.5%            | \$116,783 |
| CHANGE            | 2019        | CHANGE           | 2019      | CHANGE          | 2019        | CHANGE                 | 2019      | CHANGE            | 2019      |
| 17.7%             | \$2,677,444 | 11.6%            | \$602,464 | 19.7%           | \$1,931,681 | 6.6%                   | \$142,062 | 98.9%             | \$1,237   |

## BCC OPERATIONS PERFORMANCE – AUGUST 2024

| AUGUST TOTAL EVENTS |           | AUGUST CONVENTIONS |           | AUGUST MEETINGS |           | AUGUST BANQUETS |           | AUG. CONS/PUBLIC SHOWS |           |
|---------------------|-----------|--------------------|-----------|-----------------|-----------|-----------------|-----------|------------------------|-----------|
| 4                   |           | 0                  |           | 3               |           | 0               |           | 1                      |           |
| CHANGE              | JULY 2024 | CHANGE             | JULY 2024 | CHANGE          | JULY 2024 | CHANGE          | JULY 2024 | CHANGE                 | JULY 2024 |
| -55.6%              | 9         | -100.0%            | 4         | 50.0%           | 2         | -100.0%         | 3         | 100.0%                 | 0         |

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

| YTD TOTAL EVENTS |      | YTD CONVENTIONS |      | YTD MEETINGS |      | YTD BANQUETS |      | YTD CONS/PUBLIC SHOWS |      |
|------------------|------|-----------------|------|--------------|------|--------------|------|-----------------------|------|
| 75               |      | 22              |      | 22           |      | 22           |      | 9                     |      |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE       | 2023 | CHANGE       | 2023 | CHANGE                | 2023 |
| 25.0%            | 60   | 83.3%           | 12   | 175.0%       | 8    | -26.7%       | 30   | -10.0%                | 10   |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE       | 2023 | CHANGE       | 2023 | CHANGE                | 2023 |
| -10.7%           | 84   | 46.7%           | 15   | -15.4%       | 26   | -37.1%       | 35   | 12.5%                 | 8    |

## BCC EVENT ATTENDANCE – AUGUST 2024

| AUGUST TOTAL EVENT ATTENDANCE |             |
|-------------------------------|-------------|
| 12,193                        |             |
| CHANGE                        | AUGUST 2024 |
| 124.1%                        | 5,442       |

## BCC EVENT ATTENDANCE – FY2024 YTD

| YTD TOTAL EVENT ATTENDANCE |         |
|----------------------------|---------|
| 122,440                    |         |
| CHANGE                     | 2023    |
| -23.0%                     | 158,913 |
| CHANGE                     | 2019    |
| -37.7%                     | 196,438 |

## BCC DAYS OCCUPIED – AUGUST 2024

| AUGUST TOTAL NUMBER OF DAYS OCCUPIED |             |
|--------------------------------------|-------------|
| 9                                    |             |
| CHANGE                               | AUGUST 2024 |
| -60.9%                               | 23          |

## BCC DAYS OCCUPIED – FY2024 YTD

| YTD TOTAL NUMBER OF DAYS OCCUPIED |      |
|-----------------------------------|------|
| 177                               |      |
| CHANGE                            | 2023 |
| 23.8%                             | 143  |
| CHANGE                            | 2019 |
| 6.0%                              | 167  |

# CONVENTION CENTER KPIs – AUGUST 2024

## BCC REVENUE DASHBOARD – AUGUST 2024

| AUGUST TOTAL LEADS |           | AUGUST LEADS GENERATED BY BCC |           | AUGUST LEADS GENERATED BY VBN |           | AUGUST CONFIRMED BOOKINGS |           |
|--------------------|-----------|-------------------------------|-----------|-------------------------------|-----------|---------------------------|-----------|
| 17                 |           | 16                            |           | 1                             |           | 8                         |           |
| CHANGE             | JULY 2024 | CHANGE                        | JULY 2024 | CHANGE                        | JULY 2024 | CHANGE                    | JULY 2024 |
| 240.0%             | 5         | 433.3%                        | 3         | -50.0%                        | 1         | -20.0%                    | 10        |

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

| YTD TOTAL LEADS |      | YTD LEADS GENERATED BY BCC |      | YTD LEADS GENERATED BY VBN |      | YTD CONFIRMED BOOKINGS |      |
|-----------------|------|----------------------------|------|----------------------------|------|------------------------|------|
| 89              |      | 67                         |      | 22                         |      | 84                     |      |
| CHANGE          | 2023 | CHANGE                     | 2023 | CHANGE                     | 2023 | CHANGE                 | 2023 |
| -16.8%          | 100  | 1.5%                       | 66   | -50.0%                     | 41   | 12.0%                  | 75   |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – AUGUST 2024

| AUGUST TOTAL SOLICITATION CALLS |           | AUGUST EXISTING CLIENT CALLS |           | AUGUST NEW CLIENT CALLS |           | AUGUST LOST BUSINESS |           |
|---------------------------------|-----------|------------------------------|-----------|-------------------------|-----------|----------------------|-----------|
| 28                              |           | 12                           |           | 16                      |           | 11                   |           |
| CHANGE                          | JULY 2024 | CHANGE                       | JULY 2024 | CHANGE                  | JULY 2024 | CHANGE               | JULY 2024 |
| -9.7%                           | 31        | 71.4%                        | 7         | -33.3%                  | 24        | 57.1%                | 7         |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

| YTD TOTAL SOLICITATION CALLS |      | YTD EXISTING CLIENT CALLS |      | YTD NEW CLIENT CALLS |      | YTD LOST BUSINESS |      |
|------------------------------|------|---------------------------|------|----------------------|------|-------------------|------|
| 359                          |      | 169                       |      | 190                  |      | 52                |      |
| CHANGE                       | 2023 | CHANGE                    | 2023 | CHANGE               | 2023 | CHANGE            | 2023 |
| -20.0%                       | 449  | -11.5%                    | 191  | -26.4%               | 258  | Null              | 52   |

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

|                            | 2019         | 2024         | 2025         | 2026         | 2027         |
|----------------------------|--------------|--------------|--------------|--------------|--------------|
| Number of Events           | 138          | 119          | 84           | 48           | 33           |
| Expected Attendance        | 249,975      | 169,967      | 229,432      | 202,512      | 158,650      |
| Expected Hotel Room Nights | 25,000       | 20,911       | 21,534       | 24,206       | 5,754        |
| Expected Economic Impact   | \$34,063,840 | \$26,675,114 | \$31,422,457 | \$22,064,040 | \$17,036,640 |



## VISIT BUFFALO NIAGARA BOARD OF DIRECTORS

### Officers:

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair  
Kimberley A. Minkel, NFTA – Vice Chair  
Thomas Long, The Westin Buffalo– Treasurer  
Thomas Beauford, Buffalo Urban League - Secretary  
Mary F. Roberts, Martin House - Immediate Past Chair

### Directors:

August k Alnutt, University of Buffalo Department of Athletics  
Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Dept. of Environment & Planning  
Matt Chiazza, Reikart House  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
August k Glasgow, Erie County Legislature Majority Caucus Appointee  
Patrick Kaler, Visit Buffalo Niagara – President & CEO  
Bob Karmazyn, Embassy Suites Buffalo  
William Paladino, Ellicott Development, Inc.  
Steven Ranalli, Erie Canal Harbor Development Corporation  
David Schutte, Schutte Hospitality Group  
Don Spasiano, Trocaire College  
Michelle Urbanczyk, Explore & More Children's Museum  
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens

## VISIT BUFFALO NIAGARA STAFF

James Adler, Sports Sales Manager  
Jennifer Bialek, Executive Assistant to the CEO  
Jo Ann Blatner, Industry Relations Assistant  
Drew Brown, Marketing Manager  
Michele Butlak, Accounting & Benefits Manager  
Brooke Chavanne, Administrative Sales Assistant  
Karen Cox, Convention Sales & Services Manager  
Mike Even, Vice President of Sales & Services  
Karen Fashana, Director of Marketing  
Greg Gelinias, Director Sports Development  
Ed Healy, Vice President of Marketing  
Nicklaus Householder, Destination Experience Specialist  
Patrick Kaler, President & CEO  
Michelle Kearns, Communications Manager  
David Marzo, Chief Financial Officer  
Leah Mueller, Director of Tourism Sales  
Heather Nowakowski, Business Intelligence Manager  
Kathryn Scaduto, Marketing and Social Media Specialist  
Renata Toney, Vice President of Destination Experience  
Nick Tronolone, Research and Operations Assistant  
Marisa Urbano, Convention Services Coordinator  
Lauren Vargo, Sports Services Manager  
Meredith Walsh, National Sales Manager  
Meaghan Zimmer, National Sales Director

## BUFFALO CONVENTION CENTER STAFF

Julie Brooks, Controller  
Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
Lorna Cullen, Office Manager  
Patrick Kaler, President & CEO  
Sue Kimmins, Sales and Catering Manager  
Craig Landseadel, Executive Chef  
Mary Ann Martin, Bookkeeper & Benefits Manager  
August k McMahon, Maintenance Supervisor  
Terry O'Brien, Director of Operations  
Heather Petrino, Sales & Service Coordinator  
Ken Sanford, Chief Engineer  
Christie Walker, Convention and Event Service Manager  
Cory Watson, Food and Beverage Manager  
Michael Will, Assistant Director of Operations  
Colleen Willis, Sales Manager  
Danielle Winiarski, Assistant General Manager  
Alishia Vega, Front Desk Receptionist



### VISION:

To be the most surprising destination you'll ever visit.

### MISSION:

Transforming our community by inspiring visitors and locals to discover Buffalo and Erie County.

### Data Sources For This Key Performance Indicator Report:

Cervis Technologies

Cision

Google Analytics

Key Data

Madden Media

Momentum Technologies

Sales Force August keting Cloud

Simpleview

STR (Smith Travel Research)

Tourism Economics

Zartico



# BUFFALO CONVENTION CENTER





# MONTHLY KPI DASHBOARD REPORT SEPTEMBER 2024



**BUFFALO  
CONVENTION  
CENTER**



# HOTEL & SHORT-TERM RENTAL KPIS – SEPTEMBER 2024

## HOTEL PERFORMANCE – SEPTEMBER 2024

| SEPT. REVENUE       |              | SEPT. OCCUPANCY |             | SEPT. DEMAND   |             | SEPT. AVERAGE DAILY RATE |             | SEPT. REVPAR   |             |
|---------------------|--------------|-----------------|-------------|----------------|-------------|--------------------------|-------------|----------------|-------------|
| <b>\$30,089,017</b> |              | <b>68.1%</b>    |             | <b>206,666</b> |             | <b>\$145.59</b>          |             | <b>\$99.13</b> |             |
| CHANGE              | AUGUST 2024  | CHANGE          | AUGUST 2024 | CHANGE         | AUGUST 2024 | CHANGE                   | AUGUST 2024 | CHANGE         | AUGUST 2024 |
| <b>-19.7%</b>       | \$37,490,401 | <b>-12.0%</b>   | 77.4%       | <b>-14.8%</b>  | 242,663     | <b>-5.8%</b>             | \$154.50    | <b>-17.1%</b>  | \$119.53    |

## HOTEL PERFORMANCE – FY2024 YTD

| YTD REVENUE          |               | YTD OCCUPANCY |       | YTD DEMAND       |           | YTD AVERAGE DAILY RATE |          | YTD REVPAR     |         |
|----------------------|---------------|---------------|-------|------------------|-----------|------------------------|----------|----------------|---------|
| <b>\$251,989,118</b> |               | <b>63.8%</b>  |       | <b>1,757,696</b> |           | <b>\$143.36</b>        |          | <b>\$91.45</b> |         |
| CHANGE               | 2023          | CHANGE        | 2023  | CHANGE           | 2023      | CHANGE                 | 2023     | CHANGE         | 2023    |
| <b>6.9%</b>          | \$235,811,873 | <b>3.1%</b>   | 61.9% | <b>-1.5%</b>     | 1,784,298 | <b>9.9%</b>            | \$130.50 | <b>13.1%</b>   | \$80.83 |
| CHANGE               | 2019          | CHANGE        | 2019  | CHANGE           | 2019      | CHANGE                 | 2019     | CHANGE         | 2019    |
| <b>22.1%</b>         | \$206,349,376 | <b>0.5%</b>   | 63.5% | <b>-8.0%</b>     | 1,910,233 | <b>32.7%</b>           | \$108.02 | <b>33.3%</b>   | 68.59   |

## SHORT-TERM RENTAL PERFORMANCE – SEPTEMBER 2024

| SEPT. REVENUE      |             | SEPT. OCCUPANCY |             | SEPT. GUEST CHECK-INS |             | SEPT. AVERAGE DAILY RATE |             | SEPT. REVPAR   |             |
|--------------------|-------------|-----------------|-------------|-----------------------|-------------|--------------------------|-------------|----------------|-------------|
| <b>\$5,397,636</b> |             | <b>38.7%</b>    |             | <b>9,415</b>          |             | <b>\$175.00</b>          |             | <b>\$68.00</b> |             |
| CHANGE             | AUGUST 2024 | CHANGE          | AUGUST 2024 | CHANGE                | AUGUST 2024 | CHANGE                   | AUGUST 2024 | CHANGE         | AUGUST 2024 |
| <b>-29.1%</b>      | \$7,608,261 | <b>-16.6%</b>   | 46.4%       | <b>-23.6%</b>         | 12,331      | <b>-11.6%</b>            | \$198.00    | <b>-26.1%</b>  | \$92.00     |

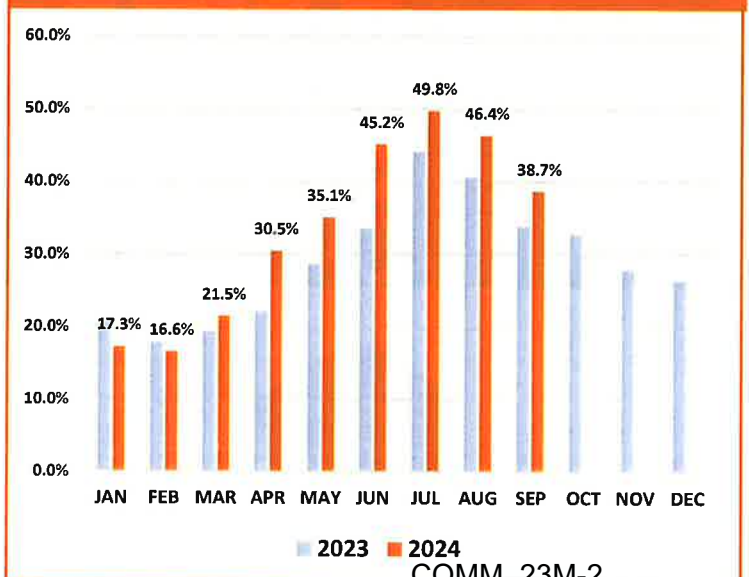
## SHORT-TERM RENTAL PERFORMANCE – FY2024 YTD

| YTD REVENUE         |              | YTD OCCUPANCY |       | YTD GUEST CHECK-INS |        | YTD AVERAGE DAILY RATE |          | YTD REVPAR     |         |
|---------------------|--------------|---------------|-------|---------------------|--------|------------------------|----------|----------------|---------|
| <b>\$43,696,989</b> |              | <b>37.3%</b>  |       | <b>79,857</b>       |        | <b>\$168.00</b>        |          | <b>\$63.00</b> |         |
| CHANGE              | 2023         | CHANGE        | 2023  | CHANGE              | 2023   | CHANGE                 | 2023     | CHANGE         | 2023    |
| <b>36.1%</b>        | \$32,105,440 | <b>-7.2%</b>  | 40.2% | <b>25.9%</b>        | 63,437 | <b>6.3%</b>            | \$158.00 | <b>-1.6%</b>   | \$64.00 |

## HOTEL OCCUPANCY – MONTHLY COMPARISON BY YEAR



## SHORT TERM RENTAL OCCUPANCY – MONTHLY COMPARISON BY YEAR



# AIRPORT AND CROSS BORDER TRAFFIC KPIs – SEPTEMBER 2024

## BUF AIRPORT PASSENGERS – SEPTEMBER 2024

SEPT. BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**455,038**

|               |             |
|---------------|-------------|
| CHANGE        | AUGUST 2024 |
| <b>-11.7%</b> | 515,476     |

## BUF AIRPORT PASSENGERS – SEPT. 2024

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**3,754,369**

|              |           |
|--------------|-----------|
| CHANGE       | 2023      |
| <b>7.2%</b>  | 3,502,514 |
| CHANGE       | 2019      |
| <b>-0.4%</b> | 2,770,500 |

## CROSS BORDER TRAFFIC – SEPTEMBER 2024

SEPT. U.S. / CANADA CROSS BORDER BRIDGE TRAFFIC

**420,058**

|               |             |
|---------------|-------------|
| CHANGE        | AUGUST 2024 |
| <b>-28.0%</b> | 558,368     |

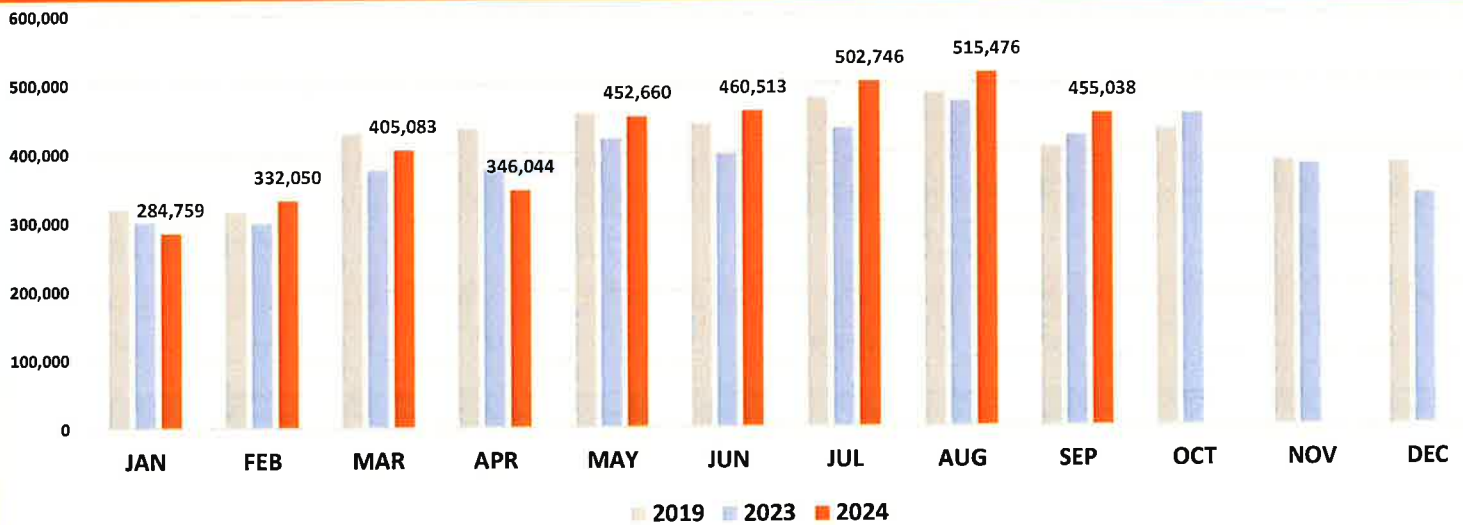
## CROSS BORDER TRAFFIC – FY 2024 YTD

YTD BUFFALO NIAGARA INTERNATIONAL AIRPORT PASSENGER TRAFFIC

**3,583,442**

|               |           |
|---------------|-----------|
| CHANGE        | 2023      |
| <b>-16.8%</b> | 3,068,325 |
| CHANGE        | 2019      |
| <b>-10.5%</b> | 4,004,374 |

## BUF AIRPORT PASSENGERS – MONTHLY COMPARISON BY YEAR



## CROSS BORDER TRAFFIC – MONTHLY COMPARISON BY YEAR





# SALES AND SERVICES KPIS – SEPTEMBER 2024

## LEADS GENERATED PERFORMANCE – SEPTEMBER 2024

| SEPT. LEADS GENERATED |             | SEPT. LEADS ROOM NIGHTS |             | SEPT. LEADS ATTENDANCE |             | SEPT. LEADS ECONOMIC IMPACT |              |
|-----------------------|-------------|-------------------------|-------------|------------------------|-------------|-----------------------------|--------------|
| 35                    |             | 25,740                  |             | 42,220                 |             | \$41,399,663                |              |
| CHANGE                | AUGUST 2024 | CHANGE                  | AUGUST 2024 | CHANGE                 | AUGUST 2024 | CHANGE                      | AUGUST 2024  |
| -5.4%                 | 37          | 43.2%                   | 17,981      | 145.7%                 | 17,185      | 228.3%                      | \$12,611,271 |

## LEADS GENERATED PERFORMANCE – FY2024 YTD

| YTD LEADS GENERATED |      | YTD LEADS ROOM NIGHTS |         | YTD LEADS ATTENDANCE |         | YTD LEADS ECONOMIC IMPACT |               |
|---------------------|------|-----------------------|---------|----------------------|---------|---------------------------|---------------|
| 422                 |      | 244,506               |         | 288,028              |         | \$128,361,732             |               |
| CHANGE              | 2023 | CHANGE                | 2023    | CHANGE               | 2023    | CHANGE                    | 2023          |
| 1.4%                | 416  | 17.8%                 | 207,493 | 51.9%                | 189,665 | -32.2%                    | \$189,250,210 |

## DEFINITE BOOKINGS PERFORMANCE – SEPTEMBER 2024

| SEPT. DEFINITE BOOKINGS |             | SEPT. DEFINITE ROOM NIGHTS |             | SEPT. DEFINITE ATTENDANCE |             | SEPT. DEFINITE ECONOMIC IMPACT |              |
|-------------------------|-------------|----------------------------|-------------|---------------------------|-------------|--------------------------------|--------------|
| 19                      |             | 12,213                     |             | 19,774                    |             | \$7,666,984                    |              |
| CHANGE                  | AUGUST 2024 | CHANGE                     | AUGUST 2024 | CHANGE                    | AUGUST 2024 | CHANGE                         | AUGUST 2024  |
| 5.6%                    | 18          | -3.4%                      | 12,645      | 53.9%                     | 12,849      | -93.7%                         | \$12,041,485 |

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

| YTD DEFINITE BOOKINGS |      | YTD DEFINITE ROOM NIGHTS |        | YTD DEFINITE ATTENDANCE |         | YTD DEFINITE ECONOMIC IMPACT |              |
|-----------------------|------|--------------------------|--------|-------------------------|---------|------------------------------|--------------|
| 245                   |      | 115,667                  |        | 153,067                 |         | \$95,954,146                 |              |
| CHANGE                | 2023 | CHANGE                   | 2023   | CHANGE                  | 2023    | CHANGE                       | 2023         |
| -6.1%                 | 261  | 40.6%                    | 82,268 | 39.1%                   | 110,061 | 48.1%                        | \$64,771,746 |

## EVENTS HELD PERFORMANCE – SEPTEMBER 2024

| SEPT. EVENTS HELD |             | SEPT. EVENTS HELD HOTEL ROOMS |             | SEPT. EVENTS HELD ATTENDANCE |             | SEPT. GROUPS SERVICED |             |
|-------------------|-------------|-------------------------------|-------------|------------------------------|-------------|-----------------------|-------------|
| 26                |             | 3,649                         |             | 3,619                        |             | 15                    |             |
| CHANGE            | AUGUST 2024 | CHANGE                        | AUGUST 2024 | CHANGE                       | AUGUST 2024 | CHANGE                | AUGUST 2024 |
| -7.1%             | 28          | -33.7%                        | 5,500       | -34.9%                       | 5,560       | -6.25%                | 16          |

## DEFINITE BOOKINGS PERFORMANCE – FY2024 YTD

| YTD EVENTS HELD |      | YTD EVENTS HELD HOTEL ROOMS |         | YTD EVENTS HELD ATTENDANCE |         | YTD GROUPS SERVICED |      |
|-----------------|------|-----------------------------|---------|----------------------------|---------|---------------------|------|
| 229             |      | 91,185                      |         | 124,533                    |         | 124                 |      |
| CHANGE          | 2023 | CHANGE                      | 2023    | CHANGE                     | 2023    | CHANGE              | 2023 |
| -2.1%           | 234  | -9.1%                       | 100,271 | 9.0%                       | 114,237 | -13.9%              | 144  |

## LOST BUSINESS LEADS – SEPT 2024

| SEPT. LOST BUSINESS LEADS |             |
|---------------------------|-------------|
| 9                         |             |
| CHANGE                    | AUGUST 2024 |
| 12.5%                     | 8           |

## LOST BUSINESS LEADS – FY YTD

| YTD LOST BUSINESS LEADS |      |
|-------------------------|------|
| 122                     |      |
| CHANGE                  | 2023 |
| 14.1%                   | 142  |

## PARTNER REFERRALS – SEPT 2024

| SEPT. PARTNER REFERRALS |             |
|-------------------------|-------------|
| 564                     |             |
| CHANGE                  | AUGUST 2024 |
| 110.4%                  | 268         |

## PARTNER REFERRALS – FY YTD

| YTD PARTNER REFERRALS |         |
|-----------------------|---------|
| 3,450                 |         |
| CHANGE                | 2023    |
| No History            | New KPI |

# SEPT. MARKETING AND COMMUNICATIONS KPIS – SEPTEMBER 2024

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – SEPTEMBER 2024

| SEPT. ENGAGED SESSIONS |             | SEPT. MOBILE SESSIONS |             | SEPT. WEBSITE VIEWS |             | SEPT. ALL VIDEO VIEWS |             | SEPT. SHARED SOCIAL POSTS |             |
|------------------------|-------------|-----------------------|-------------|---------------------|-------------|-----------------------|-------------|---------------------------|-------------|
| 106,286                |             | 73,377                |             | 320,241             |             | 580,212               |             | 175                       |             |
| CHANGE                 | AUGUST 2024 | CHANGE                | AUGUST 2024 | CHANGE              | AUGUST 2024 | CHANGE                | AUGUST 2024 | CHANGE                    | AUGUST 2024 |
| -23.0%                 | 137,975     | -23.5%                | 95,944      | -24.9%              | 426,525     | -81.4%                | 3,127,646   | -1.2%                     | 174         |

## WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE – FY2024 YTD

| YTD ENGAGED SESSIONS |         | YTD MOBILE SESSIONS |         | YTD WEBSITE VIEWS |           | YTD ALL VIDEO VIEWS |           | YTD SHARED SOCIAL POSTS |       |
|----------------------|---------|---------------------|---------|-------------------|-----------|---------------------|-----------|-------------------------|-------|
| 1,142,818            |         | 764,986             |         | 3,643,686         |           | 9,300,559           |           | 1,592                   |       |
| CHANGE               | 2023    | CHANGE              | 2023    | CHANGE            | 2023      | CHANGE              | 2023      | CHANGE                  | 2023  |
| 27.9%                | 893,209 | 30.2%               | 587,680 | 32.2%             | 2,756,016 | 20.1%               | 7,745,901 | -1.8%                   | 1,622 |

## MEDIA RELATIONS PERFORMANCE – SEPTEMBER 2024

| SEPT. MEDIA PLACEMENTS |             | SEPT. MEDIA IMPRESSIONS |             | SEPT. MEDIA SOCIAL SHARES |             | SEPT. MEDIA TOUCHPOINTS |             | SEPT. MEDIA VISITS |             |
|------------------------|-------------|-------------------------|-------------|---------------------------|-------------|-------------------------|-------------|--------------------|-------------|
| 10                     |             | 39,380,575              |             | 1,184                     |             | 18                      |             | 7                  |             |
| CHANGE                 | AUGUST 2024 | CHANGE                  | AUGUST 2024 | CHANGE                    | AUGUST 2024 | CHANGE                  | AUGUST 2024 | CHANGE             | AUGUST 2024 |
| -37.5%                 | 16          | -86.5%                  | 292,433,878 | -57.9%                    | 2,815       | -28.0%                  | 25          | 75.0%              | 4           |

## MEDIA RELATIONS PERFORMANCE – FY2024 YTD

| YTD MEDIA PLACEMENTS |      | YTD MEDIA IMPRESSIONS |               | YTD MEDIA SOCIAL SHARES |       | YTD MEDIA TOUCHPOINTS |      | YTD MEDIA VISITS |      |
|----------------------|------|-----------------------|---------------|-------------------------|-------|-----------------------|------|------------------|------|
| 128                  |      | 1,999,084,773         |               | 32,057                  |       | 127                   |      | 24               |      |
| CHANGE               | 2023 | CHANGE                | 2023          | CHANGE                  | 2023  | CHANGE                | 2023 | CHANGE           | 2023 |
| 52.4%                | 84   | -10.6%                | 2,235,118,757 | 468.7%                  | 5,636 | -0.8%                 | 128  | -35.1%           | 37   |

## SOCIAL MEDIA PLATFORM FOLLOWING PERFORMANCE – FY2024 YTD

| YTD FACEBOOK |         | YTD X (TWITTER) |        | YTD INSTAGRAM |        | YTD TIKTOK |        |
|--------------|---------|-----------------|--------|---------------|--------|------------|--------|
| 110,385      |         | 29,925          |        | 89,675        |        | 31,449     |        |
| CHANGE       | 2023    | CHANGE          | 2023   | CHANGE        | 2023   | CHANGE     | 2023   |
| 9.5%         | 100,794 | 0.9%            | 29,662 | 17.4%         | 76,380 | 17.8%      | 26,700 |



# CONVENTION CENTER KPIs – SEPTEMBER 2024

## BCC REVENUE PERFORMANCE – SEPTEMBER 2024

| SEPT. TOTAL REVENUE |             | SEPT. RENT REVENUE |             | SEPT. F&B REVENUE |             | SEPT. ELECTRICAL REV |             | SEPT. OTHER REVENUE |             |
|---------------------|-------------|--------------------|-------------|-------------------|-------------|----------------------|-------------|---------------------|-------------|
| \$197,514           |             | \$12,300           |             | \$177,383         |             | \$5,581              |             | \$2,250             |             |
| CHANGE              | AUGUST 2024 | CHANGE             | AUGUST 2024 | CHANGE            | AUGUST 2024 | CHANGE               | AUGUST 2024 | CHANGE              | AUGUST 2024 |
| 70.7%               | \$115,678   | -55.6%             | \$27,708    | 106.6%            | \$85,846    | 162.8%               | \$2,124     | 100.0%              | 0           |

## BCC REVENUE PERFORMANCE – YTD2024 YTD

| YTD TOTAL REVENUE |             | YTD RENT REVENUE |           | YTD F&B REVENUE |             | YTD ELECTRICAL REVENUE |           | YTD OTHER REVENUE |           |
|-------------------|-------------|------------------|-----------|-----------------|-------------|------------------------|-----------|-------------------|-----------|
| \$3,352,405       |             | \$684,373        |           | \$2,489,608     |             | \$157,047              |           | \$21,377          |           |
| CHANGE            | 2023        | CHANGE           | 2023      | CHANGE          | 2023        | CHANGE                 | 2023      | CHANGE            | 2023      |
| 30.3%             | \$2,572,343 | 19.0%            | \$575,030 | 41.7%           | \$1,757,331 | 35.6%                  | \$115,854 | -81.7%            | \$116,783 |
| CHANGE            | 2019        | CHANGE           | 2019      | CHANGE          | 2019        | CHANGE                 | 2019      | CHANGE            | 2019      |
| 25.2%             | \$2,677,444 | 13.6%            | \$602,464 | 28.9%           | \$1,931,681 | 10.5%                  | \$142,062 | 16281.1%          | \$1,237   |

## BCC OPERATIONS PERFORMANCE – SEPTEMBER 2024

| SEPT. TOTAL EVENTS |             | SEPT. CONVENTIONS |             | SEPT. MEETINGS |             | SEPT. BANQUETS |             | SEPT. CONS/PUBLIC SHOWS |             |
|--------------------|-------------|-------------------|-------------|----------------|-------------|----------------|-------------|-------------------------|-------------|
| 9                  |             | 0                 |             | 3              |             | 6              |             | 0                       |             |
| CHANGE             | AUGUST 2024 | CHANGE            | AUGUST 2024 | CHANGE         | AUGUST 2024 | CHANGE         | AUGUST 2024 | CHANGE                  | AUGUST 2024 |
| 12.5%              | 8           | -100.0%           | 1           | -25.0%         | 4           | 100.0%         | 3           | Null                    | 0           |

## BCC OPERATIONS PERFORMANCE – FY2024 YTD

| YTD TOTAL EVENTS |      | YTD CONVENTIONS |      | YTD MEETINGS |      | YTD BANQUETS |      | YTD CONS/PUBLIC SHOWS |      |
|------------------|------|-----------------|------|--------------|------|--------------|------|-----------------------|------|
| 84               |      | 22              |      | 25           |      | 28           |      | 9                     |      |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE       | 2023 | CHANGE       | 2023 | CHANGE                | 2023 |
| 23.5%            | 68   | 69.2%           | 13   | 108.3%       | 12   | -15.2%       | 33   | -10.0%                | 10   |
| CHANGE           | 2023 | CHANGE          | 2023 | CHANGE       | 2023 | CHANGE       | 2023 | CHANGE                | 2023 |
| -12.5%           | 96   | -29.4%          | 17   | -16.7%       | 30   | -28.2%       | 39   | -10.0%                | 10   |

## BCC EVENT ATTENDANCE – SEPTEMBER 2024

| SEPT. TOTAL EVENT ATTENDANCE |            |
|------------------------------|------------|
| 6,486                        |            |
| CHANGE                       | SEPT. 2024 |
| 70.2%                        | 3,810      |

## BCC EVENT ATTENDANCE – FY2024 YTD

| YTD TOTAL EVENT ATTENDANCE |         |
|----------------------------|---------|
| 128,926                    |         |
| CHANGE                     | 2023    |
| -20.8%                     | 162,723 |
| CHANGE                     | 2019    |
| -36.3%                     | 202,493 |

## BCC DAYS OCCUPIED – SEPTEMBER 2024

| SEPT. TOTAL NUMBER OF DAYS OCCUPIED |            |
|-------------------------------------|------------|
|                                     |            |
| CHANGE                              | SEPT. 2024 |
|                                     |            |

## BCC DAYS OCCUPIED – FY2024 YTD

| YTD TOTAL NUMBER OF DAYS OCCUPIED |      |
|-----------------------------------|------|
| 192                               |      |
| CHANGE                            | 2023 |
| 21.5%                             | 158  |
| CHANGE                            | 2019 |
| 3.2%                              |      |

# CONVENTION CENTER KPIS – SEPTEMBER 2024

## BCC REVENUE DASHBOARD – SEPTEMBER 2024

| SEPT. TOTAL LEADS |             | SEPT. LEADS GENERATED BY BCC |             | SEPT. LEADS GENERATED BY VBN |             | SEPT. CONFIRMED BOOKINGS |             |
|-------------------|-------------|------------------------------|-------------|------------------------------|-------------|--------------------------|-------------|
| 10                |             | 8                            |             | 2                            |             | 13                       |             |
| CHANGE            | AUGUST 2024 | CHANGE                       | AUGUST 2024 | CHANGE                       | AUGUST 2024 | CHANGE                   | AUGUST 2024 |
| -41.2%            | 17          | -50.0%                       | 16          | 100.0%                       | 1           | 62.5%                    | 8           |

## SALES LEADS AND CONFIRMED BOOKING PERFORMANCE – FY2024 YTD

| YTD TOTAL LEADS |      | YTD LEADS GENERATED BY BCC |      | YTD LEADS GENERATED BY VBN |      | YTD CONFIRMED BOOKINGS |      |
|-----------------|------|----------------------------|------|----------------------------|------|------------------------|------|
| 99              |      | 75                         |      | 24                         |      | 97                     |      |
| CHANGE          | 2023 | CHANGE                     | 2023 | CHANGE                     | 2023 | CHANGE                 | 2023 |
| -13.2%          | 114  | 10.3%                      | 68   | -47.8%                     | 46   | 14.1%                  | 85   |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – SEPTEMBER 2024

| SEPT. TOTAL SOLICITATION CALLS |             | SEPT. EXISTING CLIENT CALLS |             | SEPT. NEW CLIENT CALLS |             | SEPT. LOST BUSINESS |             |
|--------------------------------|-------------|-----------------------------|-------------|------------------------|-------------|---------------------|-------------|
| 33                             |             | 10                          |             | 23                     |             | 8                   |             |
| CHANGE                         | AUGUST 2024 | CHANGE                      | AUGUST 2024 | CHANGE                 | AUGUST 2024 | CHANGE              | AUGUST 2024 |
| 17.9%                          | 28          | -16.7%                      | 12          | 43.8%                  | 16          | -27.3%              | 11          |

## SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE – FY2024 YTD

| YTD TOTAL SOLICITATION CALLS |      | YTD EXISTING CLIENT CALLS |      | YTD NEW CLIENT CALLS |      | YTD LOST BUSINESS |      |
|------------------------------|------|---------------------------|------|----------------------|------|-------------------|------|
| 392                          |      | 179                       |      | 213                  |      | 60                |      |
| CHANGE                       | 2023 | CHANGE                    | 2023 | CHANGE               | 2023 | CHANGE            | 2023 |
| -22.2%                       | 504  | -11.8%                    | 203  | -29.2%               | 301  | 5.3%              | 57   |

## BCC CURRENT AND FUTURE BOOKED BUSINESS – FY2024 YTD

|                            | 2019         | 2024         | 2025         | 2026         | 2027         |
|----------------------------|--------------|--------------|--------------|--------------|--------------|
| Number of Events           | 138          | 119          | 89           | 51           | 35           |
| Expected Attendance        | 249,975      | 173,174      | 208,162      | 205,630      | 149,718      |
| Expected Hotel Room Nights | 25,000       | 20,776       | 22,571       | 24,206       | 13,975       |
| Expected Economic Impact   | \$34,063,840 | \$27,882,585 | \$29,247,987 | \$22,687,888 | \$16,631,534 |



## VISIT BUFFALO NIAGARA BOARD OF DIRECTORS

### Officers:

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair  
Kimberley A. Minkel, NFTA – Vice Chair  
Thomas Long, The Westin Buffalo– Treasurer  
Thomas Beauford, Buffalo Urban League - Secretary  
Mary F. Roberts, Martin House - Immediate Past Chair

### Directors:

Sept.k Alnutt, University of Buffalo Department of Athletics  
Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Dept. of Environment & Planning  
Matt Chiazza, Reikart House  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
Sept.k Glasgow, Erie County Legislature Majority Caucus Appointee  
Patrick Kaler, Visit Buffalo Niagara – President & CEO  
Bob Karmazyn, Embassy Suites Buffalo  
William Paladino, Ellicott Development, Inc.  
Steven Ranalli, Erie Canal Harbor Development Corporation  
David Schutte, Schutte Hospitality Group  
Don Spasiano, Trocaire College  
Michelle Urbanczyk, Explore & More Children's Museum  
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens

## VISIT BUFFALO NIAGARA STAFF

James Adler, Sports Sales Manager  
Jennifer Bialek, Executive Assistant to the CEO  
Jo Ann Blatner, Industry Relations Assistant  
Drew Brown, Marketing Manager  
Michele Butlak, Accounting & Benefits Manager  
Brooke Chavanne, Administrative Sales Assistant  
Karen Cox, Convention Sales & Services Manager  
Mike Even, Vice President of Sales & Services  
Karen Fashana, Director of Marketing  
Greg Gelinis, Director Sports Development  
Ed Healy, Vice President of Marketing  
Nicklaus Householder, Destination Experience Specialist  
Patrick Kaler, President & CEO  
Michelle Kearns, Communications Manager  
David Marzo, Chief Financial Officer  
Leah Mueller, Director of Tourism Sales  
Heather Nowakowski, Business Intelligence Manager  
Kathryn Scaduto, Marketing and Social Media Specialist  
Renata Toney, Vice President of Destination Experience  
Nick Tronolone, Research and Operations Assistant  
Marisa Urbano, Convention Services Coordinator  
Lauren Vargo, Sports Services Manager  
Meredith Walsh, National Sales Manager  
Meaghan Zimmer, National Sales Director

## BUFFALO CONVENTION CENTER STAFF

Julie Brooks, Controller  
Melissa Burke, Senior Director of Sales  
Jeff Calkins, Vice President & General Manager  
Lorna Cullen, Office Manager  
Patrick Kaler, President & CEO  
Sue Kimmins, Sales and Catering Manager  
Craig Landseadel, Executive Chef  
Mary Ann Martin, Bookkeeper & Benefits Manager  
Sept.k McMahon, Maintenance Supervisor  
Terry O'Brien, Director of Operations  
Heather Petrino, Sales & Service Coordinator  
Ken Sanford, Chief Engineer  
Christie Walker, Convention and Event Service Manager  
Cory Watson, Food and Beverage Manager  
Michael Will, Assistant Director of Operations  
Colleen Willis, Sales Manager  
Danielle Winiarski, Assistant General Manager  
Alishia Vega, Front Desk Receptionist



### VISION:

To be the most surprising destination you'll ever visit.

### MISSION:

Transforming our community by inspiring visitors and locals to discover Buffalo and Erie County.

### Data Sources For This Key Performance Indicator Report:

Cervis Technologies  
Cision  
Google Analytics  
Key Data  
Madden Media  
Momentus Technologies  
Sales Force Marketing Cloud  
Simpleview  
STR (Smith Travel Research)  
Tourism Economics  
Zartico



# BUFFALO CONVENTION CENTER





# QUARTERLY HIGHLIGHTS

JULY – SEPTEMBER 2024



**BUFFALO  
CONVENTION  
CENTER**



# Q3 2024 SALES & SERVICES HIGHLIGHTS

## 2024 VBN/BCC Customer Advisory Council Meeting

Visit Buffalo Niagara and the Buffalo Convention Center recently hosted their 11th annual Customer Advisory Council Meeting, with fifteen members participating. This year's event returned to the convention center, with accommodations provided by the Buffalo Hyatt Regency. The opening day featured a city tour and an update on new destination developments, concluding with a rooftop welcome reception at Vue, located in the Curtis Hotel.

The meeting agenda included a strategic input session facilitated by MMGY DestinationNEXT, which focused on developing three-year plans for VBN and BCC. Additional topics included discussing artificial intelligence, a thorough review of VBN's budget increase, and exploring how best to position Buffalo and Erie County in the meetings and conventions market. As VBN prepares to bring on a new agency of record, the customer advisory council will play a key role, offering industry insights to help shape the destination's creative direction and branding for meetings and events.



## Meetings and Convention Site Visit – Highmark Direct

During the third quarter, Visit Buffalo Niagara, and the Buffalo Niagara Sports Commission hosted thirteen site visits, including one for corporate meeting planners involved in Highmark Direct Programs and Seminars. It was a pleasure to welcome these planners, responsible for coordinating numerous meetings and events across various cities throughout the year. The site visit focused on the different unique off-site venues in Buffalo and Erie County that the planners can use for their programs. Some sites included in the tour were Buffalo RiverWorks, Buffalo AKG, the Darwin Martin House, and several restaurants.

## Q3 2024 SALES AND SERVICES DEPARTMENT TRADESHOW ATTENDANCE

|   |  |  |   |
|---|--|--|---|
|  <p><b>DESTINATIONS INTERNATIONAL</b></p> <p>Annual Convention<br/>Tampa, FL<br/>July 16-19<br/>Temekia Powers and Meaghan Zimmer</p>  |  <p><b>SYTA</b><br/>STUDENT &amp; YOUTH TRAVEL ASSOCIATION</p> <p>Annual Convention<br/>New York, NY<br/>August 9-13<br/>Leah Mueller</p>     |  <p><b>asae</b><sup>®</sup></p> <p>Annual Convention<br/>Cleveland, OH<br/>August 10-13<br/>Temekia Powers</p> | <p><b>Connect Marketplace</b></p> <p>Association and Specialty<br/>Minneapolis, MN<br/>August 27-29<br/>Temekia Powers &amp; Meredith Walsh</p> |
| <p><b>Connect Sports</b></p> <p>Sports Tradeshow<br/>Minneapolis, MN<br/>August 27-29<br/>Greg Gelinas</p>  |  <p><b>pfa</b><br/>PROFESSIONAL FEATHERFEST ASSOCIATION</p> <p>Annual Tradeshow<br/>Jacksonville, FL<br/>September 5-7<br/>Meredith Walsh</p> | <p><b>SMERF   X</b></p> <p>Conference &amp; Tradeshow<br/>Branson, MO<br/>September 23-27<br/>Meredith Walsh</p>   | <p><b>TEAMS</b><br/>CONFERENCE + EXPO</p> <p>Conference &amp; Expo<br/>Anaheim, CA<br/>September 23-27<br/>James Adler &amp; Greg Gelinas</p>   |
| <p><b>Attendance Building for 2025 Conferences</b></p> <p>Visit Buffalo Niagara staff regularly attends conventions the year before they are hosted in Buffalo to encourage attendance the following year. During Q3, VBN staff participated at the Williams Syndrome and Small Market Meetings, which will be held in Buffalo in 2025.</p> |  |  <p><b>williams syndrome</b></p> <p>Annual Conference<br/>Phoenix, AZ<br/>July 8-13<br/>Marisa Urbano</p>      | <p><b>SMALL MARKET MEETINGS</b><br/>CONFERENCE</p> <p>Annual Conference<br/>Columbus, OH<br/>September 25-27<br/>Kaomi Zenger</p>               |





**COMPETE SPORTS DIVERSITY  
REGIONAL WOMEN'S SUMMIT  
BUFFALO - SEPTEMBER 2024**

## Compete Sports Diversity Regional Women's Summit

The Compete Sports Diversity Regional Women's Summit took place in Buffalo in September 2024, bringing together women leaders, athletes, and advocates across the sports diversity landscape. Hosted in partnership with Visit Buffalo Niagara and the Buffalo Niagara Sports Commission, the summit aimed to foster discussions on diversity, equity, and inclusion (DEI) in sports, focusing on amplifying the voices and experiences of women in the industry.



The event featured inspiring keynote speakers, including influential figures in sports, business, and DEI advocacy, who shared their journeys and insights on navigating the challenges faced by women in both professional and amateur sports. Interactive panel discussions highlighted critical topics such as gender equality in sports, the importance of diverse representation in leadership roles, and the creation of inclusive spaces for LGBTQ+ athletes.

Attendees also participated in workshops that provided practical strategies for advancing diversity within sports organizations, while networking sessions created opportunities for attendees to connect, collaborate, and share best practices.



## LinkedIn Social Tradeshow Attendance Creative

Visit Buffalo Niagara and the Buffalo Niagara Sports Commission have introduced a new creative platform to promote staff involvement and engagement at industry tradeshows and conferences. This initiative leverages social media, where posts are designed to highlight our presence at key events. By tagging relevant industry contacts and using targeted hashtags, we aim to increase visibility among existing clients while also attracting the attention of new and potential customers. This strategy enhances our brand's reach and strengthens connections with the business community, fostering new opportunities for collaboration and growth.



## Sports Commission Cereal

The Buffalo Niagara Sports Commission was privileged to host our Advisory Council meeting at the vibrant Serendipity Labs inside Seneca One. After a productive session, attendees enjoyed a fun and unique "Cereal Social," where council members indulged in their favorite cereals while networking and building

connections. Adding to the excitement, we were joined by a special guest, Buster Bison from the Buffalo Bisons, who brought some extra Buffalo spirit to the gathering.

A huge thank you to everyone who attended, and a special shout-out to Emily Donnelly and her incredible team at Serendipity Labs for creating a welcoming and engaging environment for our meeting. We appreciate all the hard work that went into making this event a success!



## Destinations International Annual Convention



Visit Buffalo Niagara's Drew Brown, Temekia Powers, and Meaghan Zimmer represented Buffalo at the Destinations International Annual Convention in Tampa, Florida, where they connected with tourism professionals from across the globe. The convention provided an invaluable platform for networking, knowledge-sharing, and exploring new ideas to strengthen Buffalo's appeal as a travel destination. The team gathered insights into the latest trends and best practices in destination marketing and management through educational sessions, panel discussions, and workshops. Their participation underscores Visit Buffalo Niagara's commitment to continuous improvement and innovation, equipping the team to enhance Buffalo's visibility and appeal in the competitive tourism landscape.





## Time Magazine: World's Greatest Places List 2024

Visit Buffalo Niagara's public relations team has continued to actively maintain a strong connection with the Time magazine travel writer Ashlea Halpern, who featured the Buffalo AKG Art Museum in the prestigious "World's Greatest Places List 2024" list. The Visit Buffalo Niagara marketing team first met Ms. Halpern in 2023 when we hosted her on a cultural arts media trip featuring the reopening of the Buffalo AKG. By nurturing this relationship, the PR staff continues positioning Buffalo as a standout destination for cultural tourism. Regular communication with influential media like Time not only strengthens Buffalo's visibility on a national and global scale but also opens doors for future coverage that can highlight other unique aspects of the city. This ongoing engagement reflects Visit Buffalo Niagara's commitment to amplifying Buffalo's profile and attracting more visitors eager to experience the city's vibrant arts and culture scene.



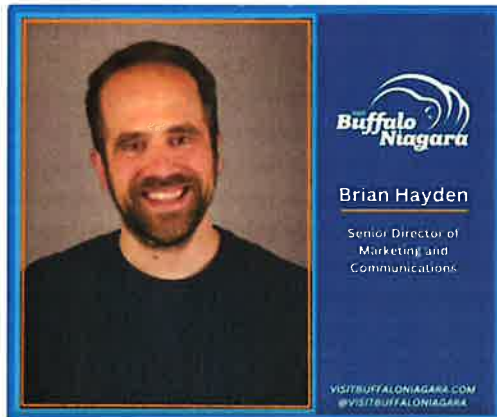
## Erie County Fair Guide

Visit Buffalo Niagara has developed a digital Erie County Fair Guide, providing an easy-to-navigate resource for fairgoers to explore one of the largest and most historic county fairs in the country. This comprehensive guide offers insights on must-see attractions, event schedules, dining options, and family-friendly activities, making it easier than ever for locals and visitors alike to plan their fair experience. By creating a digital guide, Visit Buffalo Niagara enhances accessibility, allowing users to access valuable information right from their mobile devices. This initiative aligns with Visit Buffalo Niagara's commitment to improving visitor experiences, supporting local events, and highlighting the rich traditions of Erie County's beloved fair.



## VBN Welcomes Back Brian Hayden

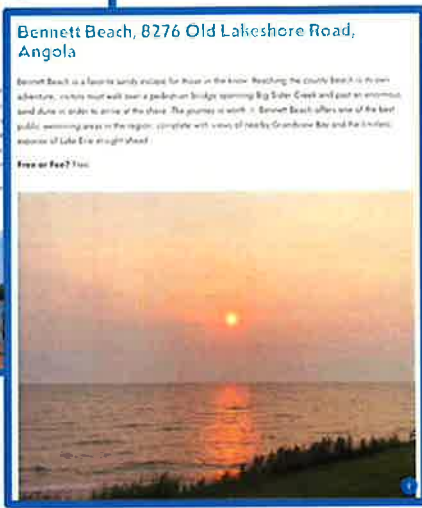
Visit Buffalo Niagara is thrilled to welcome back Brian Hayden as Senior Director of Marketing and Communications. Brian returns to the team with a wealth of experience and a deep passion for promoting Buffalo as a premier destination. In his role, Brian will lead strategic marketing efforts, public relations initiatives, and digital communications, working to elevate Buffalo's profile both nationally and internationally. His extensive regional knowledge and destination marketing expertise make him a valuable asset to Visit Buffalo Niagara's mission. Brian's return signifies a renewed commitment to showcasing the city's unique attractions, vibrant culture, and welcoming spirit, driving continued growth in tourism for Buffalo and Western New York.





# Q3 2024 MARKETING & COMMUNICATIONS HIGHLIGHTS

## Examples of Q3 Visit Buffalo Niagara Blogs

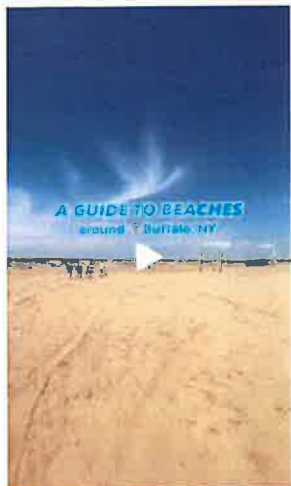


## Examples of Q3 Visit Buffalo Niagara Social Media Posts



## Q3 MOST-VIEWED SOCIAL MEDIA VIDEO VIEWS

JULY



**A Guide To Beaches**  
 Total Views: 89,700

AUGUST



**Upstate Eats Trail / Eat Local**  
 Total Views: 1,100,000

SEPTEMBER



**Sponge Candy Making**  
 Total Views: 220,700

Other Q3 Social Media Video Content:

100+ Open Gardens

Where To See and Pick Sunflowers

Free and Affordable Things To Do In Buffalo

Erle County Fair Food Judging

Welcome to East Aurora

5 Must-Try Dining Destinations in Buffalo

Pumpkin Patches



## EXAMPLES OF Q3 MEDIA HITS

### The New York Times

CRITIC'S NOTEBOOK

#### For a Great Museum Road Trip, Get In an Empire State of Mind

Who needs Brooklyn? From Ithaca to Buffalo, the art is overflowing in upstate New York.

▶ Listen to this article 10:53 min

Share full article



Readership: 168,009,509  
Shares: 183

### Forbes

#### Meet Marisol, The 1960s Pop Art Superstar The World Forgot About

By Chadd Scott. Contributor: Chadd Scott covers the intersection of art and travel.

Follow Author

Aug 13, 2024 at 12:57pm EDT

Save Article Comment 0



Readership: 104,163,917  
Shares: NA

### architecture lab

#### Darwin D. Martin House / Frank Lloyd Wright | Classics on Architecture Lab

By Anton Okun. Published on August 16, 2024 | Updated on September 8, 2024



Buffalo, New York, emerges as an unexpected but rich destination for Frank Lloyd Wright architecture. Central to this is the Darwin Martin House, Wright's first major commission outside the Midwest, which underwent a \$50 million restoration, enhancing Buffalo's architectural significance. The story of the

Readership: 27,311  
Shares: 861



#### Most Popular Fishing Spots for Labor Day 2024

Oct 23, 2024 | 2 min read  
Written by Jane

Labor Day is both a major US holiday and the unofficial end of the fishing season in many parts of the country. Many anglers take to the water for the last time of the year over this weekend, with coastal locations being especially in demand.

In order to find out what the most popular fishing destinations are for the Labor Day weekend, we analyzed our booking data for this year and last, identifying which spots are trending, which are stayers, and which are lagging behind.



Readership: 1,145,615  
Shares: NA

### FOOD & WINE

#### A Highly Opinionated Guide to the Best Buffalo Wings in Buffalo

Restaurant publicist Tori Allen was born in Buffalo, New York, and has strong opinions about the City of Light's claim to fame.

By Tori Allen. Published on August 28, 2024



PHOTO: TORI ALLEN

Readership: 13,734,891  
Shares: 208

### NARCITY

#### 8 road trip destinations in the USA that are within a day's drive from Toronto

If you're currently scoping out road trip destinations from Toronto, you've got a treasure trove of incredible towns and cities just across the border in the USA, all within easy reach of Ontario's capital.

Whether you're looking to immerse yourself in nature, connect with history or sample iconic foods across the northeast, there's a spot in the USA just a few hours away that has what you're after.

From the bustling streets of Detroit to the scenic shores of Lake Erie, there's something for every traveller to discover just a stone's throw from home. To inspire your next trip to the USA, here are eight must-see spots you can road trip to in less than a day from Toronto.

Buffalo, New York

Readership: 1,231,334  
Shares: 214

### CNN

#### 25 of the USA's most underrated destinations

By Nikita D'Sa. Published on September 8, 2024



Buffalo, New York. At 500,000 sq ft, Buffalo's Walden Galleria is the largest mall in the city.

(CNN) — Disney World, Times Square and Yellowstone National Park can be packed to the rafters with tourists. But there are plenty of other places across the United States that continue to fly beneath the travel radar.

While there are literally hundreds of locations that fit that description, here are 25 destinations — from cities and national parks to regions and even entire states — that remain refreshingly underrated despite the surge

Readership: 22,769,100  
Shares: 385

### blogTO



#### How to spend an unforgettable weekend digging into Buffalo's arts and culture scene

This content is paid for by an advertising partner. Read more about what this means

Sponsored

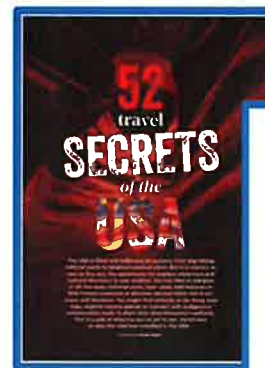
Sabrina Gamrot. Posted 3 months ago

Toss aside everything you ever thought about the city of Buffalo, New York. A nearby neighbour to our lovely Toronto, Buffalo isn't the place you visited in the past. As a major source of arts and culture, there is so much to explore in Buffalo beyond the Walden Galleria Mall.

Readership: 3,387,360  
Shares: 15

## Buffalo's Music Tourism Included In Wanderlust Magazine

For the past year, Visit Buffalo Niagara has been cultivating a relationship with the publisher and writers of the United Kingdom's Wanderlust magazine. Buffalo's vibrant music scene was spotlighted in Wanderlust magazine's "52 Secrets of the USA," celebrating the city's rich and diverse musical offerings. Iconic venues like the historic Colored Musicians Club, one of the country's oldest continually operating African American jazz clubs, highlight Buffalo's deep roots in jazz and blues. Contemporary venues like Terminal B, Sportsmen's Tavern, and Babeville showcase live performances that span genres from rock to indie and folk. Adding to the city's musical appeal, the annual Borderland Music and Arts Festival brings national and local artists together to celebrate music, arts, and community. This recognition by Wanderlust magazine acknowledges Buffalo's dynamic and evolving music culture and reinforces its place as a must-visit destination for music lovers seeking authentic and memorable experiences.

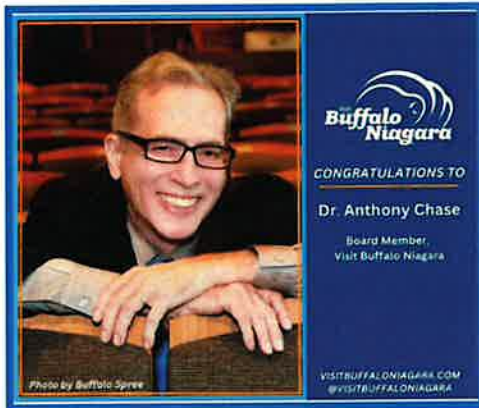




**VBN Hosts Industry Nights At Southern Junction and Wayland Brewing**

Visit Buffalo Niagara recently hosted two industry night events at Southern Junction and Wayland Brewing, bringing together local tourism and hospitality professionals for evenings of networking and camaraderie. These gatherings provided an opportunity for the industry's key players to connect, share

insights, and discuss ways to strengthen Buffalo's reputation as a top-tier destination. Held in two of Buffalo and Erie County's popular venues, the events highlighted the city's vibrant culinary and brewing scene, showcasing locally crafted food and drink. By fostering collaboration among industry professionals, Visit Buffalo Niagara reinforces its commitment to building a connected and supportive tourism community that works together to elevate Buffalo's appeal to visitors.



**Congratulations, VBN Board Member Anthony Chase**

Congratulations to Visit Buffalo Niagara board member Dr. Anthony Chase on receiving a star in the Buffalo Theatre District's Plaza of The Stars! This distinguished honor celebrates the careers of Buffalo's most talented and influential contributors to the arts.

Dr. Chase has been a cornerstone of Buffalo's theater scene for decades and hosts "Theater Talk" on WBFO, Buffalo Toronto Public Media. He is also the founder and producer of the Artie Awards, which have honored excellence in Western New York Theater for 33 years and raised hundreds of thousands of dollars for local AIDS charities. Additionally, Dr. Chase is the assistant dean of arts and sciences at SUNY Buffalo State, teaching theater history and graduate-level drama studies.

"Anthony Chase's lifelong contributions to the local theater and cultural community demonstrate the power of collective achievement," said Visit Buffalo Niagara President and CEO Patrick Kaler. "As a valued board member, his work aligns with our vision to expand the performance sector as a sustainable tourism driver in regional markets. His induction marks an illuminated journey and a truly well-deserved honor."



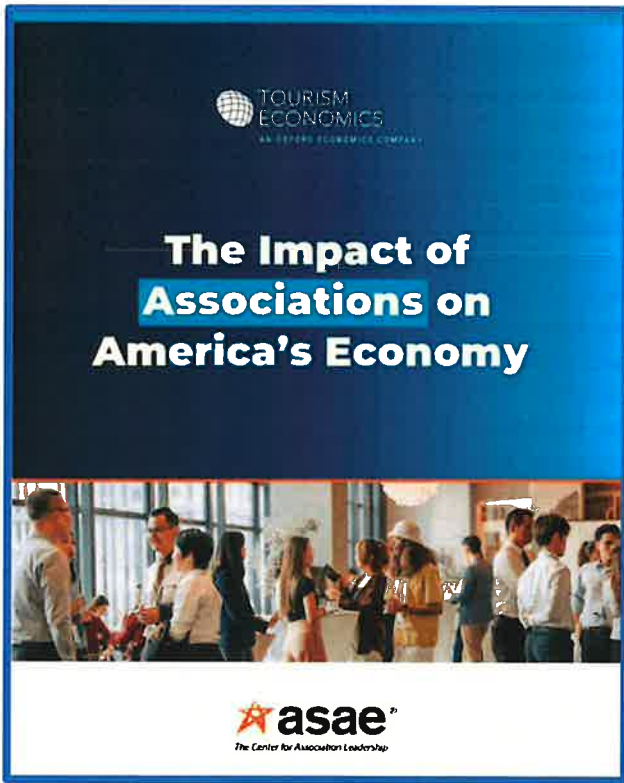
**Congratulations, Buffalo Marriott at LECOM Harborcenter**

Congratulations to the Buffalo Marriott at LECOM HARBORCENTER on being recognized by Shaner Hotels as a U.S. & Canada Full-Service Award Winner for Guest Experience! This award honors top-performing hotels based on guest feedback metrics like Intent to Recommend and Overall Staff Service.

Shaner Hotels is a renowned hotel management company and a leader in global hospitality. Its roots date back to the 1970s when Lance Shaner and his brother Fred began investing in real estate. Shaner Hotels remains committed to enhancing customer experiences and driving properties forward with passion and dedication.







**Key Findings: Tourism Economics/ASAE – The Impact of Associations on America’s Economy Study**

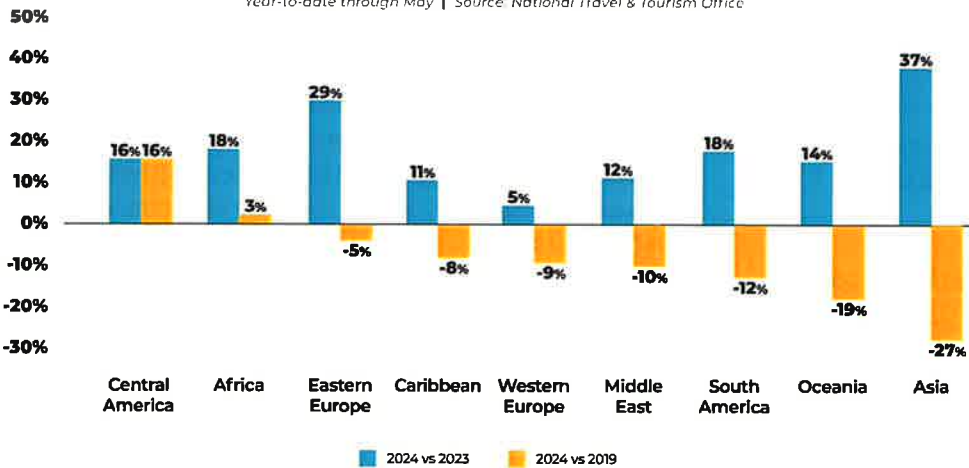
- 1. Associations are a vital competent of America’s job market.**  
Associations directly support **1 million jobs** and provide **\$71.4 billion** in wages through all 50 states each year.
- 2. Association events are a powerhouse for state and local economies.**  
More than **272,000 association events** attract nearly **\$2 million** participants, directly support **324,000 jobs**, and generate **\$42 billion** in spending in communities nationwide every year.
- 3. Associations are vital tax revenue generation for government.**  
Associations support nearly **\$28 billion** in federal, state, and local taxes – and events generate an additional **\$7.5 billion** in taxes to state and local governments annually.

State and national associations are vital for economic growth and industry innovation, especially through partnerships with Visit Buffalo Niagara and the Buffalo Convention Center. By attracting conventions and events to Buffalo, these associations boost local tourism and enhance the city’s reputation as a premier host destination. This collaboration drives visitor spending, benefiting local businesses and the community while allowing Buffalo to stay competitive by accessing industry best practices.

**Continuing Recovery of International Inbound Travel and Tourism in the U.S. – Tourism Economics**

**Overseas Arrivals to the U.S.**

Year-to-date through May | Source: National Travel & Tourism Office



As the summer season progresses, strong travel demand, growth in outbound trips, and a continued recovery in inbound international travel are boosting U.S. airport traffic.

Looking back at early 2024, Over 360 million travelers passed through U.S. airport security checkpoints from January to May, including over 10 million during Memorial Day weekend alone.

International arrivals to the U.S. through May were 14% below 2019 levels, despite a 20% increase over last year. Recovery rates varied by region, with Central America showing the strongest rebound, up 16% compared to the first five months of 2019.

This surge in U.S. airport traffic and the steady recovery of international travel directly support Visit Buffalo Niagara’s global sales efforts. With growing inbound travel, there’s an increased opportunity to attract international tourists to Buffalo as a unique U.S. destination. As more travelers seek diverse and authentic experiences, Visit Buffalo Niagara can leverage this momentum to showcase the region’s cultural, historical, and recreational attractions to overseas markets. The recovery in key regions also highlights potential areas to target through marketing campaigns and partnerships, helping to position Buffalo as an appealing option for international visitors looking to explore beyond major U.S. cities. This alignment with rising travel trends aids in boosting Buffalo’s visibility globally, ultimately driving economic growth through international tourism.

## Record-Breaking Visitor Spend In Erie County

According to the annual visitor spending study commissioned by New York State and conducted by the Oxford Economics Company, Tourism Economics, visitor economic impact in Erie County has continued to surpass pre-pandemic levels to reach a new high: Traveler spending rose 11.2 percent to \$2.4 billion in 2023, going above the previous \$2.2 billion high of 2022, according to the latest economic impact study.

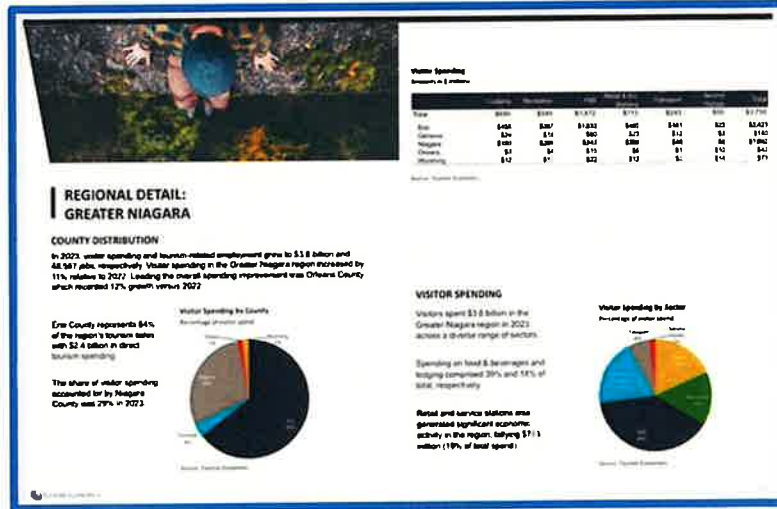
Spending in Erie County represents 64 percent of the region's 2023 tourism sales. Increases from 2022 by business category are:

- Lodging spending was \$455 million, up by 13.5 percent.
- Recreation spending was \$267 million, up by 16.1 percent.
- Food and beverage was \$1.03 billion, up by 11.1 percent.
- Retail was \$465 million, up by 5.2 percent.
- Transportation was \$181 million, up by 18.3 percent.
- Second home ownership was \$23 million, up by 4.5 percent.

The increase in tourism spending has also impacted employment: The number of people employed in tourism-related jobs is 28,650, up 4.6 percent.

Were it not for tourism-generated state and local taxes, the average household in Erie County would have to pay an additional \$648 annually, said Patrick Kaler, Visit Buffalo Niagara's president and CEO. This tax contribution is up nine percent from 2022, he said. "Buffalo and Erie County are fortunate to have an exciting visitor experience that continues to bring more visitors year after year," Kaler said. "Tourism has also proven to be a good job creator for Western New York. This is especially true in Erie County."

Kaler is also encouraged by the growth in leisure travel from New York City and other markets that he expects to see continued growth in: Boston, Chicago, Philadelphia, and Washington, D.C. "Visitors from those areas tend to stay longer and spend more money than people who drive to Buffalo from closer places like Central New York, Cleveland and Pittsburgh," said Kaler.

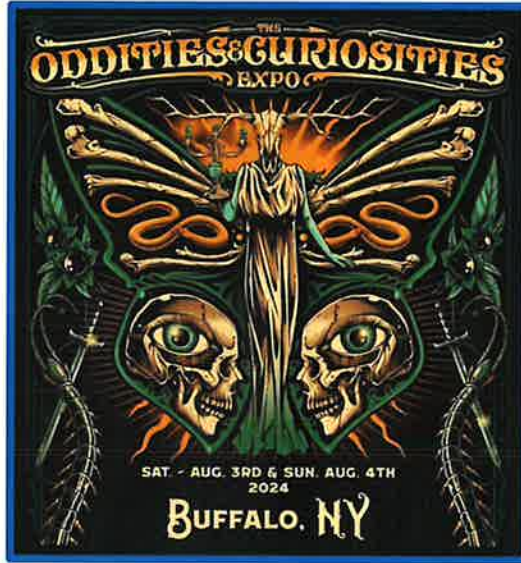


## In The BUF Weekly E-Newsletter

Visit Buffalo Niagara's weekly industry e-newsletter, *In The BUF*, is a crucial tool for sharing the latest developments, events, and initiatives across Buffalo and Western New York's tourism community. With over 6,000 subscribers and an impressive open rate nearing 50%, *In The BUF* effectively engages local stakeholders and industry partners by delivering timely and relevant insights. Visit Buffalo Niagara is dedicated to growing this subscriber base while maintaining its strong engagement. It strives to expand its reach and continue serving as a trusted resource that supports the region's tourism growth and keeps Buffalo's industry momentum thriving.



# Q3 2024 CONVENTION CENTER HIGHLIGHTS



**AMERICAN CHEESE SOCIETY**





## VISIT BUFFALO NIAGARA BOARD OF DIRECTORS

### Officers:

Cindy Abbott-Letro, Law Offices of Francis A. Letro – Chair  
Kimberley A. Minkel, NFTA – Vice Chair  
Thomas Long, The Westin Buffalo – Treasurer  
Thomas Beauford, Buffalo Urban League - Secretary  
Mary F. Roberts, Martin House - Immediate Past Chair

### Directors:

Mark Alnutt, University of Buffalo Department of Athletics  
Melissa Brown, Buffalo History Museum  
Daniel Castle, Erie County Dept. of Environment & Planning  
Matt Chiazza, Reikart House  
Anthony J.W. Chase, Buffalo State University  
Dottie Gallagher, Buffalo Niagara Partnership  
Mark Glasgow, Erie County Legislature Majority Caucus Appointee  
Patrick Kaler, Visit Buffalo Niagara – President & CEO  
Bob Karmazyn, Embassy Suites Buffalo  
William Paladino, Ellicott Development, Inc.  
Steven Ranalli, Erie Canal Harbor Development Corporation  
David Schutte, Schutte Hospitality Group  
Don Spasiano, Trocaire College  
Michelle Urbanczyk, Explore & More Children's Museum  
Gail Wells, Coppertown Blockclub & Buffalo Freedom Gardens

## VISIT BUFFALO NIAGARA STAFF

James Adler, Director of Sports Development  
Jennifer Bialek, Executive Assistant to the CEO  
Jo Ann Blatner, Industry Relations Assistant  
Drew Brown, Marketing Manager  
Michele Butlak, Accounting & Benefits Manager  
Brooke Chavanne, Administrative Sales Assistant  
Karen Cox, Convention Sales & Services Manager  
Mike Even, Vice President of Sales & Services  
Karen Fashana, Vice President of Marketing  
Greg Gelinis, Director of Sports Development  
Brian Hayden, Senior Director of Marketing & Communications  
Nicklaus Householder, Destination Experience Specialist  
Patrick Kaler, President & CEO  
Michelle Kearns, Director of Communications  
David Marzo, Chief Financial Officer  
Leah Mueller, Director of Tourism Sales  
Heather Nowakowski, Director of Research & Operations  
Kathryn Scaduto, Marketing and Social Media Specialist  
Renata Toney, Vice President of Destination Experience  
Marisa Urbano, Convention Services Coordinator  
Lauren Vargo, Sports Services Manager  
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Meaghan Zimmer, National Sales Director

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### VISION:

To be the most surprising destination you'll ever visit.

### MISSION:

Transforming our community by inspiring visitors and locals to discover Buffalo and Erie County.

## BUFFALO CONVENTION CENTER

### VISION:

To create memorable event experiences for our guests and be a catalyst for economic development and improved quality of life in Buffalo and Erie County.

### MISSION:

Delivering quality facilities and exceptional service through our warm hospitality, attention to detail and drive to achieve our clients' vision.

### Data Sources For This Key Performance Indicator Report:

Cervis Technologies  
Cision  
Google Analytics  
Key Data  
Madden Media  
Momentus Technologies  
Sales Force Marketing Cloud  
Simpleview  
STR (Smith Travel Research)  
Tourism Economics  
Zartico



BUFFALO CONVENTION CENTER





| <b>BUFFALO CONVENTION CENTER</b>   |                    |                    |                 |
|--|--------------------|--------------------|-----------------|
| <b>Q3 Revenue</b>  | <b>Goal</b>        | <b>Actual</b>      | <b>Variance</b> |
| Rent Revenue   | \$115,758          | \$109,428          | -5.47%          |
| F&B Revenue  | \$254,000          | \$463,008          | 82.29%          |
| Electrical Service   | \$50,254           | \$48,952           | -2.59%          |
| Other Revenue  | \$8,066            | \$12,596           | 56.16%          |
| <b>TOTAL REVENUE</b>   | <b>\$428,078</b>   | <b>\$633,984</b>   | <b>48.10%</b>   |
| <b>YTD Revenue</b>   | <b>2024</b>        | <b>2023</b>        | <b>Variance</b> |
| Rent Revenue   | \$684,373          | \$495,185          | 38.21%          |
| F&B Revenue  | \$2,517,684        | \$1,695,288        | 48.51%          |
| Electrical Service   | \$159,774          | \$87,108           | 83.42%          |
| Other Revenue  | \$20,377           | \$108,952          | -83.36%         |
| <b>TOTAL REVENUE</b>   | <b>\$3,382,208</b> | <b>\$2,386,533</b> | <b>41.72%</b>   |
| <b>YTD Events</b>  | <b>2024</b>        | <b>2023</b>        | <b>Variance</b> |
| Number of Events   | 84                 | 68                 | 23.53%          |
| Attendance   | 128,926            | 162,723            | -20.77%         |
| <b>Comments Q3</b>   |                    |                    |                 |
| <p>Total actual revenue was up by \$203,656 from the Goal Revenue in the third quarter. This increase is due to an increase in food and beverage revenue as a result of a couple groups exceeding their F&amp;B projections; those groups include the American Cheese Society (\$33,768 over projection,), M&amp;T Bank Meeting (\$44,716 over projection) and Black Achievers (\$24,438 over projection. Total year-to-date revenue continues to steadily increase, now reaching \$993,425 over 2023.</p> |                    |                    |                 |

| <b>Q3 Major Events Hosted</b> |   |                            |                |
|-------------------------------|---|----------------------------|----------------|
| <b>Month</b>                  | <b>Event Name</b>   | <b>Number of Attendees</b> | <b>Revenue</b> |
| July                          | New York State Bar Exam - Board of Law Examiners  | 2,467                      | \$121,829      |
| July                          | American Cheese Society – Annual Conference   | 1,123                      | \$133,768      |
| July                          | New York State Department of Corrections and Community Supervision - National PREA Coordinators Working Group | 315                        | \$35,658       |
| August                        | Oddities and Curiosities Expo - Boulevard Trash Entertainment   | 11,500                     | \$41,337       |
| August                        | M&T Bank Commercial Banking Regional Meeting  | 400                        | \$44,716       |
| August                        | IRR Supply Centers – Town Hall Meeting and Vendor Tradeshow   | 265                        | \$29,625       |
| September                     | Reading Rules Summer Reading Challenge -City of Buffalo   | 1,650                      | \$15,215       |
| September                     | The Senior’s Ball - Buffalo Common Council  | 1,300                      | \$55,800       |
| Sept                          | Black Achievers Gala – Black Achievers, Inc   | 1,000                      | \$54,438       |
| Sept                          | New York State Association For Affordable Housing – Annual Upstate Conference                                 | 500                        | \$35,389       |



| Q3 Major Events Booked |   |                  |
|------------------------|---|------------------|
| Year                   | Event Name  | Expected Revenue |
| 2024                   | Civil Service Employees Association – Holiday Party   | \$29,000         |
| 2024                   | Nickel City Comic Con Fall Edition- Nickel City Con Inc.  | \$25,500         |
| 2024                   | Roswell Park Cancer Institute – Courage for Carly Holiday Party                                 | \$15,000         |
| 2025                   | ECMC Foundation – 2025 ECMC Springfest Gala   | \$169,500        |
| 2025                   | Niagara Frontier Automobile Dealers Association – 2025 Auto Show                                | \$135,000        |
| 2025                   | The Foundation of the Roman Catholic Diocese of Buffalo – 2025 Catholic Ed Dinner               | \$60,000         |
| 2025                   | Roswell Park Alliance Foundation – All Star Night Gala  | \$70,000         |
| 2025                   | Phi Omega Scholarship Foundation – Omega Psi Phi Fraternity 2 <sup>nd</sup> District Conference | \$55,000         |
| 2025                   | 2025 Nickel City Comic Con- Nickel City Con Inc.  | \$54,242         |
| 2025                   | Bennett High School – 100 <sup>th</sup> Anniversary Gala  | \$40,000         |
| 2025                   | Vision Financial Group – 2025 Meeting   | \$35,000         |
| 2026                   | Williams Syndrome Association – WSA Bi-Annual Convention  | \$130,000        |
| 2027                   | New York City Dance Alliance Annual Convention  | \$39,719         |

| Q3 Notable BCC Activities |  |
|---------------------------|--|
| Date                      | Program  |
| July                      | Attended the Business First Brick by Brick Awards Dinner and received recognition award in the hospitality category. |
| July                      | Hosted County Executive Press Conference promoting upcoming conventions and tradeshow.                               |
| July                      | Site inspection with National Academic Advising Association - NACADA (April 2025).                                   |
| July                      | Site inspection with Society of Information Fusion (June 2027).  |
| August                    | Hosted and participated in the Customer Advisory Council Meeting with VBN.   |
| August/Sept               | Submitted and was subsequently awarded bid to host the NYS Bar exams in Feb and July 2026-2030.                      |
| September                 | Sales staff participated in Buffalo Book Club Session with VBN and book members.                                     |
| September                 | Sent Melissa Burke to the Small Market Meetings in St. George Utah with VBN. Buffalo was announced as host for 2025. |
| September                 | Staff attended the VBN Industry night at Weyland Brewing Company.  |
| September                 | Site inspection with Federation of Analytical Chemistry & Spectroscopy Society - FACSS (September 2028).             |
| September                 | Promoted Michael Will to Director of Operations.   |
| September                 | Colleen Scozzafava, Convention Sales Manager, returned to work following maternity leave.                            |
| September                 | Continued design work with ECCTech to develop and install new communication infrastructure upgrades.                 |



**Buffalo Niagara Convention & Visitors Bureau, Inc.**

**FINANCIAL STATEMENTS**

**SEPTEMBER 30, 2024 AND 2023**

**UNAUDITED**

**Approved at the Board of Directors Meeting on  
Wednesday October 30, 2024**



**BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.**

**FINANCIAL STATEMENTS**

**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023**

|                                    |                  |
|------------------------------------|------------------|
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**BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.**  
**BALANCE SHEET**  
**SEPTEMBER 30, 2024 AND 2023**

UNAUDITED

|                                   | 2024                | 2023                |
|-----------------------------------|---------------------|---------------------|
| <b><u>ASSETS</u></b>              |                     |                     |
| <b>Current assets:</b>            |                     |                     |
| Cash and cash equivalents         | \$ 2,246,125        | \$ 2,528,502        |
| Accounts Receivable - Erie County | -                   | -                   |
| Accounts Receivable - Trade       | 111,718             | 117,733             |
| Grants Receivable                 | 333,252             | 149,000             |
| Prepaid expenses and supplies     | 192,946             | 202,948             |
|                                   | 2,884,041           | 2,998,183           |
| <b>Total current assets</b>       |                     |                     |
| Property and equipment, net       | 37,774              | 47,638              |
| Right of Use Asset                | 174,375             | -                   |
| <b>Total assets</b>               | <b>\$ 3,096,190</b> | <b>\$ 3,045,821</b> |

**LIABILITIES AND NET ASSETS**

|   |                     |                     |
|---|---------------------|---------------------|
| <b>Current liabilities:</b>             |                     |                     |
| Short-term borrowings                   | \$ -                | \$ -                |
| Accounts payable and accrued expenses   | 392,002             | 276,705             |
| Accounts payable - Foundation           | 15,950              | 893                 |
| Deferred revenue - Other                | 188,400             | 206,800             |
| Deferred revenue - Erie County Grant    | 1,145,000           | 970,206             |
| SBA - EIDL Loan                         | 137,578             | 141,108             |
|   | 1,878,930           | 1,595,712           |
| <b>Total current liabilities</b>        |                     |                     |
| Lease Liability                         | 174,375             | -                   |
| Net assets                              | 1,042,885           | 1,450,109           |
| <b>Total liabilities and net assets</b> | <b>\$ 3,096,190</b> | <b>\$ 3,045,821</b> |



BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.  
STATEMENT OF ACTIVITIES  
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023

|                                      | Actual<br>9 Month(s)<br>09/30/24 | Budgeted<br>9 Month(s)<br>09/30/24 | \$ Variance<br>Over<br>(Under) | % Variance<br>Over<br>(Under) | Annual<br>Budget<br>2024 | Actual<br>9 Month(s)<br>09/30/23 |
|--------------------------------------|----------------------------------|------------------------------------|--------------------------------|-------------------------------|--------------------------|----------------------------------|
| REVENUES                             | \$ 3,904,138                     | \$ 3,919,825                       | \$ (15,687)                    | -0.40%                        | \$ 5,380,589             | \$ 3,454,091                     |
| MARKETING DEPARTMENT EXPENSES        | \$ 1,353,629                     | \$ 1,364,108                       | \$ (10,479)                    | -0.77%                        | \$ 2,099,318             | \$ 1,464,231                     |
| SALES & SERVICES DEPARTMENT EXPENSES | 1,462,832                        | 1,469,418                          | (6,586)                        | -0.45%                        | 1,987,698                | 1,442,358                        |
| DESTINATION DEVELOPMENT              | 326,916                          | 321,621                            | 5,295                          | 1.65%                         | 384,051                  | 210,549                          |
| ADMINISTRATIVE & FINANCE EXPENSES    | 808,829                          | 766,114                            | 42,715                         | 5.58%                         | 975,287                  | 763,213                          |
| RESEARCH DEPARTMENT EXPENSES         | 220,789                          | 197,223                            | 23,566                         | 11.95%                        | 259,235                  | -                                |
| TOTAL EXPENSES                       | \$ 4,172,995                     | \$ 4,118,484                       | \$ 54,511                      | 1.32%                         | \$ 5,705,589             | \$ 3,880,351                     |
| INCREASE (DECREASE) IN NET ASSETS    | \$ (268,857)                     | \$ (198,659)                       | \$ (70,198)                    |                               | \$ (325,000)             | \$ (426,260)                     |
| NET ASSETS - BEGINNING               | 1,311,742                        | 1,311,742                          | -                              |                               | 1,311,742                | 1,876,369                        |
| NET ASSETS - ENDING                  | \$ 1,042,885                     | \$ 1,113,083                       | \$ (70,198)                    | -6.31%                        | \$ 986,742               | \$ 1,450,109                     |

**BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.**  
**TOTAL REVENUES**  
**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023**

|  | Actual<br>9 Month(s)<br>09/30/24 | Budgeted<br>9 Month(s)<br>09/30/24 | \$ Variance<br>Over<br>(Under) | % Variance<br>Over<br>(Under) | Annual<br>Budget<br>2024 | Actual<br>9 Month(s)<br>09/30/23 |
|--|----------------------------------|------------------------------------|--------------------------------|-------------------------------|--------------------------|----------------------------------|
| <b>Erie County Grant</b>                     | \$ 3,375,000                     | \$ 3,375,000                       | \$ -                           | 0.00%                         | \$ 4,500,000             | \$ 2,889,045                     |
| <b>Erie County - Theatre/ARP Act Grant</b>   | -                                | -                                  | -                              | -                             | -                        | 33,000                           |
| <b>Advertising Sales</b>                     | 206,600                          | 206,600                            | -                              | 0.00%                         | 206,600                  | 152,230                          |
| <b>Assessments - Convention</b>              | -                                | -                                  | -                              | -                             | -                        | 8,710                            |
| <b>NYS Matching Funds Program</b>            | 51,048                           | 51,048                             | -                              | 0.00%                         | 51,048                   | 47,532                           |
| <b>Joint/Co-Op - Marketing</b>               | 15,000                           | 15,000                             | -                              | 0.00%                         | 37,000                   | 29,000                           |
| <b>Joint/Co-Op - Sales</b>                   | 17,531                           | 24,000                             | (6,469)                        | -26.95%                       | 30,000                   | 33,224                           |
| <b>Joint/Co-Op - Destination Development</b> | 1,974                            | 2,600                              | (626)                          | -24.08%                       | 3,000                    | 2,310                            |
| <b>Grant Revenues</b>                        | 207,798                          | 214,375                            | (6,577)                        | -3.07%                        | 515,000                  | 214,000                          |
| <b>Interest Income</b>                       | 29,016                           | 29,000                             | 16                             | 0.06%                         | 35,000                   | 39,492                           |
| <b>Miscellaneous Income</b>                  | 25                               | 1,827                              | (1,802)                        | -98.63%                       | 2,441                    | 5,513                            |
| <b>Merchandising Revenues - Conventions</b>  | 146                              | 375                                | (229)                          | -61.07%                       | 500                      | 35                               |
| <b>Total Revenues</b>                        | <u>\$ 3,904,138</u>              | <u>\$ 3,919,825</u>                | <u>\$ (15,687)</u>             | <u>-0.40%</u>                 | <u>\$ 5,380,589</u>      | <u>\$ 3,454,091</u>              |



BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.  
TOTAL EXPENSES  
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023

|   | Actual<br>9 Month(s)<br>09/30/24 | Budgeted<br>9 Month(s)<br>09/30/24 | \$ Variance<br>Over<br>(Under) | % Variance<br>Over<br>(Under) | Annual<br>Budget<br>2024 | Actual<br>9 Month(s)<br>09/30/23 |
|---|----------------------------------|------------------------------------|--------------------------------|-------------------------------|--------------------------|----------------------------------|
| <b><u>Personnel Costs:</u></b>                    |                                  |                                    |                                |                               |                          |                                  |
| Salaries  | \$ 1,609,187                     | \$ 1,606,034                       | \$ 3,153                       | 0.20%                         | \$ 2,109,414             | \$ 1,415,011                     |
| Payroll Taxes & Fringe<br>Benefits                | 285,813                          | 305,802                            | (19,989)                       | -6.54%                        | 407,165                  | 243,798                          |
| Training  | 54,849                           | 60,400                             | (5,551)                        | -9.19%                        | 72,000                   | 48,211                           |
| <b>Total Personnel Costs</b>                      | <b>\$ 1,949,849</b>              | <b>\$ 1,972,236</b>                | <b>\$ (22,387)</b>             | <b>-15.53%</b>                | <b>\$ 2,588,579</b>      | <b>\$ 1,707,020</b>              |
| <b><u>Sales &amp; Marketing Expenditures:</u></b> |                                  |                                    |                                |                               |                          |                                  |
| Advertising                                       | \$ 603,785                       | \$ 569,138                         | \$ 34,647                      | 6.09%                         | \$ 1,085,910             | \$ 616,716                       |
| Convention Commitments                            | 192,481                          | 206,000                            | (13,519)                       | -6.56%                        | 295,000                  | 105,375                          |
| Visitor Guide                                     | 137,302                          | 150,000                            | (12,698)                       | -8.47%                        | 154,200                  | 150,762                          |
| Tradeshows  | 142,151                          | 155,500                            | (13,349)                       | -8.58%                        | 199,000                  | 128,359                          |
| Printing  | 11,324                           | 20,000                             | (8,676)                        | -43.38%                       | 27,500                   | 7,499                            |
| Postage   | 1,881                            | 2,681                              | (800)                          | -29.84%                       | 3,500                    | 2,586                            |
| Sales Bids & Promotions                           | 108,114                          | 100,575                            | 7,539                          | 7.50%                         | 131,000                  | 150,354                          |
| Convention Sales & Services                       | 24,976                           | 25,103                             | (127)                          | -0.51%                        | 36,000                   | 17,650                           |
| Travel & Meetings                                 | 26,495                           | 28,889                             | (2,394)                        | -8.29%                        | 41,496                   | 16,456                           |
| Receptions  | 8,739                            | 29,000                             | (20,261)                       | -69.87%                       | 35,000                   | 18,158                           |
| Research  | 129,269                          | 146,250                            | (16,981)                       | -11.61%                       | 185,004                  | 126,197                          |
| Website<br>Development/Hosting                    | 96,131                           | 72,632                             | 23,499                         | 32.35%                        | 103,000                  | 86,608                           |
| Familiarization Tours                             | 44,071                           | 31,865                             | 12,206                         | 38.31%                        | 65,000                   | 151,332                          |
| Professional Fees & Public/Media Relations        | 42,625                           | 42,003                             | 622                            | 1.48%                         | 56,000                   | 58,250                           |
| Freelance/Graphic Artist                          | 51,817                           | 29,705                             | 22,112                         | 74.44%                        | 40,000                   | 36,008                           |
| Regional Marketing                                | 5,070                            | 5,000                              | 70                             | 1.40%                         | 5,000                    | 8,031                            |
| Promotional Items                                 | 13,453                           | 11,928                             | 1,525                          | 12.79%                        | 19,500                   | 7,370                            |
| Destination Development                           | 148,432                          | 129,692                            | 18,740                         | 14.45%                        | 135,750                  | 58,897                           |
| Film/Video/Photo Productions                      | 22,453                           | 29,500                             | (7,047)                        | -23.89%                       | 35,000                   | 52,018                           |
| Photography                                       | 24,950                           | 10,490                             | 14,460                         | 137.85%                       | 25,000                   | 14,750                           |

**BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.**  
**TOTAL EXPENSES**  
**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023**

|   | <b>Actual<br/>9 Month(s)<br/>09/30/24</b> | <b>Budgeted<br/>9 Month(s)<br/>09/30/24</b> | <b>\$ Variance<br/>Over<br/>(Under)</b> | <b>% Variance<br/>Over<br/>(Under)</b> | <b>Annual<br/>Budget<br/>2024</b> | <b>Actual<br/>9 Month(s)<br/>09/30/23</b> |
|---|---|---|---|--|-----------------------------------|---|
| <b>Social Networking/Wing<br/>Trail</b>         | 2,010                                     | 2,945                                       | (935)                                   | -31.75%                                | 5,000                             | 3,104                                     |
| <b>Total Sales &amp; Marketing Expenditures</b> | <b>\$ 1,837,529</b>                       | <b>\$ 1,798,896</b>                         | <b>\$ 38,633</b>                        | <b>2.15%</b>                           | <b>\$ 2,682,860</b>               | <b>\$ 1,816,480</b>                       |
| <b>Technology &amp; Equipment</b>               | 40,226                                    | 36,498                                      | 3,728                                   | 10.21%                                 | 46,000                            | 39,584                                    |
| <b>Departmental Administrative Expenses</b>     | 345,391                                   | 310,854                                     | 34,537                                  | 11.11%                                 | 388,150                           | 317,267                                   |
| <b>Total Expenses</b>                           | <b>\$ 4,172,995</b>                       | <b>\$ 4,118,484</b>                         | <b>\$ 54,511</b>                        | <b>1.32%</b>                           | <b>\$ 5,705,589</b>               | <b>\$ 3,880,351</b>                       |







**Buffalo Niagara Convention & Visitors Bureau Foundation, Inc.**

**FINANCIAL STATEMENTS**

**SEPTEMBER 30, 2024 AND 2023**

**UNAUDITED**

**Approved at the Board of Directors Meeting on Wednesday October 30, 2024**



**BUFFALO NIAGARA CONVENTION & VISITORS BUREAU FOUNDATION**  
**BALANCE SHEET**  
**SEPTEMBER 30, 2024 AND 2023**

UNAUDITED

|   | <u>Operating<br/>Fund<br/>2024</u> | <u>Art &amp; Architecture<br/>Fund<br/>2024</u> | <u>National<br/>Garden Festival<br/>2024</u> | <u>Special Projects<br/>Fund<br/>2024</u> | <u>Paul Murphy<br/>Scholarship<br/>2024</u> | <u>Total</u>      | <u>Total<br/>2023</u> |
|---|------------------------------------|---|--|---|---|-------------------|-----------------------|
| <b>ASSETS</b>                           |                                    |   |  |   |   |                   |                       |
| <b>Current assets:</b>                  |                                    |   |  |   |   |                   |                       |
| Cash and cash equivalents               | \$ 7,244                           | \$ -  | \$ 799                                       | \$ 111                                    | \$ 41,150                                   | \$ 49,304         | \$ 60,917             |
| Accounts Receivable - Trade             | -                                  | -   | -  | -   | -   | -                 | -                     |
| Accounts Receivable - BNCVB             | 5,950                              | 10,000  | -  | -   | -   | 15,950            | 893                   |
| Prepaid Expenses                        | -                                  | -   | 30   | -   | -   | 30                | 72,321                |
| Due From NGF                            | 742                                | -   | -  | -   | -   | 742               | 742                   |
| Due From A&A Fund                       | 23,166                             | -   | -  | -   | -   | 23,166            | 19,190                |
| <b>Total current assets</b>             | <b>37,102</b>                      | <b>10,000</b>                                   | <b>829</b>                                   | <b>111</b>                                | <b>41,150</b>                               | <b>89,192</b>     | <b>154,063</b>        |
| Property & Equipment (net)              | 20,387                             | -   | -  | -   | -   | 20,387            | 29,255                |
| <b>Total assets</b>                     | <b>\$ 57,489</b>                   | <b>\$ 10,000</b>                                | <b>\$ 829</b>                                | <b>\$ 111</b>                             | <b>\$ 41,150</b>                            | <b>\$ 109,579</b> | <b>\$ 183,318</b>     |
| <b>LIABILITIES AND NET ASSETS</b>       |                                    |   |  |   |   |                   |                       |
| <b>Current liabilities:</b>             |                                    |   |  |   |   |                   |                       |
| Accounts payable and accrued expenses   | \$ 324                             | \$ -  | \$ -   | \$ -                                      | \$ -  | \$ 324            | \$ 1,625              |
| Due To A&A Fund                         | -                                  | -   | 742  | -   | -   | 742               | 742                   |
| Due To Operating Fund                   | -                                  | 23,166  | -  | -   | -   | 23,166            | 19,190                |
| Due to NGF Fund                         | -                                  | -   | -  | -   | -   | -                 | -                     |
| Deferred revenue - Scholarships         | -                                  | -   | -  | 47  | 41,150                                      | 41,197            | 44,051                |
| Deferred revenue                        | -                                  | 4,259   | -  | -   | -   | 4,259             | 66,551                |
| <b>Total current liabilities</b>        | <b>324</b>                         | <b>27,425</b>                                   | <b>742</b>                                   | <b>47</b>                                 | <b>41,150</b>                               | <b>69,688</b>     | <b>132,159</b>        |
| <b>Net assets</b>                       | <b>57,165</b>                      | <b>(17,425)</b>                                 | <b>87</b>                                    | <b>64</b>                                 | <b>-</b>                                    | <b>39,891</b>     | <b>51,159</b>         |
| <b>Total liabilities and net assets</b> | <b>\$ 57,489</b>                   | <b>\$ 10,000</b>                                | <b>\$ 829</b>                                | <b>\$ 111</b>                             | <b>\$ 41,150</b>                            | <b>\$ 109,579</b> | <b>\$ 183,318</b>     |

**BUFFALO NIAGARA CONVENTION & VISITORS BUREAU FOUNDATION**  
**STATEMENT OF ACTIVITIES**  
**FOR THE NINE MONTH ENDED SEPTEMBER 30, 2024 AND 2023**  
**UNAUDITED**

|  | <u>Operating Fund</u> | <u>Art &amp; Architecture Fund</u> | <u>National Garden Festival</u> | <u>Special Projects Fund</u> | <u>Paul Murphy Scholarship</u> | <u>Total All Funds</u> | <u>Total Annual Budget</u> | <u>Actual Total 2023</u> |
|--|-----------------------|------------------------------------|---------------------------------|------------------------------|--------------------------------|------------------------|----------------------------|--------------------------|
| <b>REVENUES:</b>                         |                       |                                    |                                 |                              |                                |                        |                            |                          |
| Grant Revenues                           | \$ -                  | \$ -                               | \$ -                            | \$ -                         | \$ -                           | \$ -                   | \$ -                       | \$ -                     |
| BNCVB Sponsorship                        | -                     | 134,585                            | -                               | -                            | -                              | 134,585                | 5,000                      | -                        |
| Contribution Revenues                    | -                     | -                                  | -                               | -                            | 4,500                          | 4,500                  | 2,000                      | 2,250                    |
| Sponsorship Revenue                      | -                     | -                                  | -                               | -                            | -                              | -                      | -                          | -                        |
| Miscellaneous Revenues                   | -                     | -                                  | -                               | -                            | -                              | -                      | -                          | -                        |
| <b>TOTAL REVENUES</b>                    | <b>-</b>              | <b>134,585</b>                     | <b>-</b>                        | <b>-</b>                     | <b>4,500</b>                   | <b>139,085</b>         | <b>7,000</b>               | <b>2,250</b>             |
| <b>EXPENSES:</b>                         |                       |                                    |                                 |                              |                                |                        |                            |                          |
| Printing                                 | -                     | 134,585                            | -                               | -                            | -                              | 134,585                | 5,000                      | 15,075                   |
| Tourism Summit - Program Expenses        | -                     | -                                  | -                               | -                            | -                              | -                      | 2,000                      | -                        |
| Scholarships Awarded                     | -                     | -                                  | -                               | -                            | 4,500                          | 4,500                  | -                          | 2,000                    |
| Supplies Expense                         | -                     | -                                  | -                               | -                            | -                              | -                      | -                          | -                        |
| Professional Fees                        | -                     | -                                  | -                               | -                            | -                              | -                      | -                          | -                        |
| Bank Charges                             | -                     | -                                  | -                               | -                            | -                              | -                      | -                          | -                        |
| Depreciation expense                     | 6,651                 | -                                  | -                               | -                            | -                              | 6,651                  | 8,868                      | 6,651                    |
| <b>TOTAL EXPENSES</b>                    | <b>6,651</b>          | <b>134,585</b>                     | <b>-</b>                        | <b>-</b>                     | <b>4,500</b>                   | <b>145,736</b>         | <b>15,868</b>              | <b>23,726</b>            |
| <b>INCREASE/(DECREASE) IN NET ASSETS</b> | <b>(6,651)</b>        | <b>-</b>                           | <b>-</b>                        | <b>-</b>                     | <b>-</b>                       | <b>(6,651)</b>         | <b>(8,868)</b>             | <b>(21,476)</b>          |
| NET ASSETS - JANUARY 1                   | 63,816                | (17,425)                           | 87                              | 64                           | -                              | 46,542                 | 46,542                     | 72,635                   |
| <b>NET ASSETS</b>                        | <b>\$ 57,165</b>      | <b>\$ (17,425)</b>                 | <b>\$ 87</b>                    | <b>\$ 64</b>                 | <b>\$ -</b>                    | <b>\$ 39,891</b>       | <b>\$ 37,674</b>           | <b>\$ 51,159</b>         |







**Buffalo Niagara Sports Development Corporation**

**FINANCIAL STATEMENTS**

**SEPTEMBER 30, 2024 AND 2023**

**UNAUDITED**

**Approved at the Board of Directors Meeting on Wednesday October 30, 2024**



**BUFFALO NIAGARA SPORTS DEVELOPMENT CORPORATION**

**BALANCE SHEET**

**SEPTEMBER 30, 2024 AND 2023**

**UNAUDITED**

|  | <b>Operating<br/>Fund<br/>2024</b> | <b>Operating<br/>Fund<br/>2023</b> |
|--|------------------------------------|------------------------------------|
|  | <u>2024</u>                        | <u>2023</u>                        |
| <b><u>ASSETS</u></b>                     |                                    |                                    |
| <b>Current assets:</b>                   |                                    |                                    |
| Cash and cash equivalents                | \$ 68,858                          | \$ 68,908                          |
| Accounts Receivable - BNCVB              | -                                  | -                                  |
| Prepaid Expenses                         | -                                  | -                                  |
| <b>Total Assets</b>                      | <u>68,858</u>                      | <u>68,908</u>                      |
| <b><u>LIABILITIES AND NET ASSETS</u></b> |                                    |                                    |
| <b>Current liabilities:</b>              |                                    |                                    |
| Accounts Payable and Accrued Expenses    | \$ -                               | \$ -                               |
| <b>Total current liabilities</b>         | <u>-</u>                           | <u>-</u>                           |
| <b>Net assets</b>                        | <u>68,858</u>                      | <u>68,908</u>                      |
| <b>Total liabilities and net assets</b>  | <u>\$ 68,858</u>                   | <u>\$ 68,908</u>                   |

**BUFFALO NIAGARA SPORTS DEVELOPMENT CORPORATION**  
**STATEMENT OF ACTIVITIES**  
**FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023**  
**UNAUDITED**

|  | <b>2024</b>                    | <b>2023</b>                    |
|--|--------------------------------|--------------------------------|
|  | <b>Operating</b>               | <b>Operating</b>               |
|  | <b>Fund</b>                    | <b>Fund</b>                    |
|  | <u>          </u>              | <u>          </u>              |
| <b><u>REVENUES:</u></b>                  |                                |                                |
| Sponsorship Revenue - VBN                | \$ -                           | \$ -                           |
| Sponsorship Revenue - Speaker Series     | -                              | -                              |
| Miscellaneous                            | -                              | -                              |
| <b>TOTAL REVENUES</b>                    | <b><u>\$ -</u></b>             | <b><u>\$ -</u></b>             |
| <b><u>EXPENSES:</u></b>                  |                                |                                |
| Scholarships Awarded                     | \$ -                           | \$ -                           |
| NSW Program Expenses                     | -                              | -                              |
| FLW Program Expenses                     | -                              | -                              |
| Speaker Series Program Expenses          | -                              | -                              |
| Event Services Expenses                  | -                              | -                              |
| Professional Fees                        | -                              | -                              |
| <b>TOTAL EXPENSES</b>                    | <b><u>\$ -</u></b>             | <b><u>\$ -</u></b>             |
| <b>INCREASE/(DECREASE) IN NET ASSETS</b> | <b>\$ -</b>                    | <b>\$ -</b>                    |
| NET ASSETS - JANUARY 1                   | <u>68,858</u>                  | <u>68,908</u>                  |
| <b>NET ASSETS - ENDING</b>               | <b><u><u>\$ 68,858</u></u></b> | <b><u><u>\$ 68,908</u></u></b> |

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**BUFFALO NIAGARA CONVENTION CENTER  
MANAGEMENT CORPORATION**

**FINANCIAL STATEMENTS  
WITH ADDITIONAL INFORMATION**

**December 31, 2023**



## INDEPENDENT AUDITORS' REPORT

The Board of Directors  
Buffalo Niagara Convention Center Management Corporation

### Opinion

We have audited the balance sheets of Buffalo Niagara Convention Center Management Corporation (the Center) as of December 31, 2023 and 2022, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Center as of December 31, 2023 and 2022, and the changes in its net assets and cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America (GAAP).

### Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS) and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Center and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with GAAP, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Center's ability to continue as a going concern for one year after the date that the financial statements are issued.

### Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.





In performing an audit in accordance with GAAS and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Center's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Center's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

#### **Additional Information**

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The accompanying additional information is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with GAAS. In our opinion, the information is fairly stated, in all material respects, in relation to the financial statements as a whole.

#### **Other Reporting Required by *Government Auditing Standards***

In accordance with *Government Auditing Standards*, we have also issued our report dated November 12, 2024 on our consideration of the Center's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Center's internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Center's internal control over financial reporting and compliance.



November 12, 2024





**BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION**

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**Balance Sheets**

| December 31,   | 2023                | 2022                |
|--|---------------------|---------------------|
| <b>Assets</b>  |                     |                     |
| <b>Current assets:</b>   |                     |                     |
| Cash   | \$ 202,397          | \$ 958,809          |
| Accounts receivable, net of allowance for doubtful accounts of \$3,000 in 2023 | 689,910             | 477,417             |
| Inventory (Note 2)   | 49,517              | 44,753              |
| Prepaid expenses   | 63,264              | 57,842              |
|  | <u>\$ 1,005,088</u> | <u>\$ 1,538,821</u> |
| <b>Liabilities and Net Assets</b>  |                     |                     |
| <b>Current liabilities:</b>  |                     |                     |
| Short-term borrowings (Note 3)   | \$ 200,000          | \$ -                |
| Accounts payable   | 218,881             | 441,680             |
| Accrued expenses   | 126,999             | 94,208              |
| Deferred revenue   | 51,719              | 73,364              |
|  | <u>597,599</u>      | <u>609,252</u>      |
| <b>Net assets</b>  | <u>407,489</u>      | <u>929,569</u>      |
|  | <u>\$ 1,005,088</u> | <u>\$ 1,538,821</u> |

See accompanying notes.



**BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION**

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**Statements of Activities**

| For the years ended December 31,       | 2023              | 2022              |
|--|-------------------|-------------------|
| <b>Revenue and support:</b>            |                   |                   |
| <b>Contributions:</b>                  |                   |                   |
| Erie County grant (Note 1)             | \$ 1,981,286      | \$ 1,923,578      |
| Government stimulus (Note 1)           | -                 | 345,977           |
| Revenue from in-house catering service | 2,963,394         | 2,157,788         |
| Rentals                                | 1,000,790         | 824,299           |
| Miscellaneous                          | 175,979           | 278,733           |
| <b>Total revenue and support</b>       | <b>6,121,449</b>  | <b>5,530,375</b>  |
| <b>Expenses:</b>                       |                   |                   |
| Program services                       | 5,517,652         | 4,694,530         |
| General and administrative             | 1,125,877         | 1,054,205         |
| <b>Total expenses</b>                  | <b>6,643,529</b>  | <b>5,748,735</b>  |
| <b>Change in net assets</b>            | <b>(522,080)</b>  | <b>(218,360)</b>  |
| Net assets - beginning                 | 929,569           | 1,147,929         |
| <b>Net assets - ending</b>             | <b>\$ 407,489</b> | <b>\$ 929,569</b> |

See accompanying notes.





**BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION**

**Statements of Functional Expenses**

|                                      | 2023             |                            | 2022             |                            |
|--------------------------------------|------------------|----------------------------|------------------|----------------------------|
|                                      | Program Services | General and Administrative | Program Services | General and Administrative |
| Salaries and wages                   | \$ 2,413,266     | \$ 562,908                 | \$ 1,983,376     | \$ 531,210                 |
| Payroll taxes                        | 134,527          | 51,904                     | 193,227          | 52,614                     |
| Employee benefits                    | 280,762          | 95,877                     | 260,668          | 83,169                     |
|                                      | <b>2,828,555</b> | <b>710,689</b>             | <b>2,437,271</b> | <b>666,993</b>             |
|                                      |                  | <b>3,539,244</b>           |                  | <b>3,104,264</b>           |
| Cost of goods sold                   | 1,173,532        | -                          | 833,152          | -                          |
| Professional and contracted services | -                | 173,662                    | -                | 162,846                    |
| Property and equipment purchases     | 6,345            | 705                        | 86,170           | 9,574                      |
| Supplies                             | 400,756          | 36,347                     | 279,650          | 29,983                     |
| Telephone                            | 88,911           | 15,690                     | 112,745          | 19,896                     |
| Postage                              | 4,315            | 762                        | 2,344            | 414                        |
| Occupancy                            | 805,644          | 59,609                     | 708,528          | 68,252                     |
| Rental and maintenance of equipment  | 160,211          | 16,111                     | 144,011          | 15,194                     |
| Travel and entertainment             | -                | 9,709                      | -                | 14,865                     |
| Promotion, printing and publications | 41,652           | 8,732                      | 49,549           | 7,853                      |
| Dues and subscriptions               | -                | 5,253                      | -                | 19,842                     |
| Laundry, uniforms and cleaning       | 1,471            | 490                        | 4,592            | 1,531                      |
| Interest                             | -                | 722                        | -                | -                          |
| Miscellaneous                        | 6,260            | 87,396                     | 36,518           | 36,962                     |
| Total non-personnel expenses         | <b>2,689,097</b> | <b>415,188</b>             | <b>2,257,259</b> | <b>387,212</b>             |
|                                      |                  | <b>3,104,285</b>           |                  | <b>73,480</b>              |
| Total                                | \$ 5,517,652     | \$ 1,125,877               | \$ 4,694,530     | \$ 1,054,205               |
|                                      |                  | <b>\$ 6,643,529</b>        |                  | <b>\$ 5,748,735</b>        |

See accompanying notes.





**BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION**

**Statements of Cash Flows**

| For the years ended December 31,   | 2023              | 2022              |
|--|-------------------|-------------------|
| <b>Operating activities:</b>   |                   |                   |
| Change in net assets   | \$ (522,080)      | \$ (218,360)      |
| Adjustments to reconcile change in net assets to net operating activities: |                   |                   |
| Changes in other current assets and current liabilities:                   |                   |                   |
| Accounts receivable  | (212,493)         | (435,326)         |
| Inventory  | (4,764)           | 45                |
| Prepaid expenses   | (5,422)           | (29,903)          |
| Accounts payable   | (222,799)         | 326,582           |
| Accrued expenses   | 32,791            | 23,404            |
| Deferred revenue   | (21,645)          | (34,473)          |
| <b>Net operating activities</b>  | <b>(956,412)</b>  | <b>(368,031)</b>  |
| <b>Financing activities:</b>   |                   |                   |
| Net proceeds from short-term borrowings                                    | 200,000           | -                 |
| Net change in cash   | (756,412)         | (368,031)         |
| Cash - beginning   | 958,809           | 1,326,840         |
| <b>Cash - ending</b>   | <b>\$ 202,397</b> | <b>\$ 958,809</b> |

See accompanying notes.



**Notes to Financial Statements**

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**1. Summary of Significant Accounting Policies:**

**Organization:**

Buffalo Niagara Convention Center Management Corporation (the Center) is a nonprofit corporation organized to operate, manage and promote a convention center facility located in the City of Buffalo, New York (the City) pursuant to an agreement with Erie County, New York (the County). The Corporation has one class of members which consists of the City and the County.

The Center grants credit to individuals, businesses and nonprofit organizations located throughout the United States.

Buffalo Niagara Convention and Visitors Bureau, Inc. (d/b/a Visit Buffalo Niagara (VBN)) and its affiliated entities are related to the Center through shared administration and common board members. The Center reimbursed VBN \$12,000 and \$19,400 in fees for shared administrative services in 2023 and 2022.

**Governmental Support:**

Under the terms of an annual public benefit services contract (service contract) with the County, the Center received subsidies for operations in 2023 and 2022 totaling \$1,981,286 and \$1,923,578, representing 32% and 35% of total revenue and support for each year. The service contract also requires the Center to repay the County any surplus funds at the end of the contract year, calculated as the excess of net assets over the 6 months average of operating expenses, based on actual expenses for the 36 months immediately preceding the current year. The Center had no calculated surplus funds for 2023 or 2022.

Funding by the County for the year ending December 31, 2024 will continue in the form of a subsidy to the Center totaling \$2,581,286 under the terms of an agreement executed on March 21, 2024. Funding beyond December 31, 2024 is contingent upon actions taken by the County that are consistent with prior years. The Board and management of the Center believe sufficient funding arrangements will be made timely, so uninterrupted operations will continue beyond that time.

During 2022, the Center recognized \$345,977 of refundable credits under the Employee Retention Credit program of the CARES Act in response to the COVID-19 pandemic declared by the World Health Organization in February 2020. These credits, which were received in December 2022, are included in revenue on the 2022 statement of activities.

**Use of Estimates:**

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

**Subsequent Events:**

Management has evaluated events and transactions for potential recognition or disclosure through November 12, 2024, the date the financial statements were available to be issued.

**Cash:**

At various times, cash in financial institutions may exceed federally insured limits and subject the Center to concentrations of credit risk.

**Accounts Receivable:**

Accounts receivable are stated at the amount management expects to collect from balances outstanding at year-end. Management provides for probable uncollectible amounts through a charge to bad debts expense and a credit to the allowance for doubtful accounts based on its assessment of the current status of individual accounts, historical trends, and existing and forecasted economic conditions. Balances still outstanding after management has used reasonable collection efforts are written off through a charge to the allowance for doubtful accounts and a credit to accounts receivable.

**Inventory:**

Inventory consists primarily of food and beverage products and is valued at the lower of first-in, first-out cost or net realizable value.





### Property and Equipment:

The Center is operated for the County under a service concession arrangement, defined as an arrangement between a public sector entity grantor and an operating entity under which the operating entity operates the grantor's infrastructure. Consequently, property and equipment purchases are generally expensed as incurred. Property and equipment purchases expensed in 2023 and 2022 totaled \$7,050 and \$95,744.

### Revenue Recognition:

Revenue is recognized when related events occur. Customer payment is generally due within 30 days of an event. Deferred revenue consists of deposits received in advance of scheduled events when required by contract terms.

### Sales Tax:

Certain jurisdictions impose a sales tax on the Center's sales to nonexempt customers. The Center collects these taxes from customers and remits the entire amount accordingly. Taxes collected and remitted are excluded from revenues and expenses in the accompanying financial statements.

### Functional Allocation of Expenses:

The costs of providing program and supporting services have been summarized on a functional basis in the statements of functional expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited. These costs include salaries and benefits, which are allocated on the basis of estimates of time and effort.

### Income Taxes:

The Center is a 501(c)(3) organization exempt from income taxes under Section 501(a) of the Internal Revenue Code.

## 2. Inventory:

|                             | 2023             | 2022             |
|-----------------------------|------------------|------------------|
| Food                        | \$ 30,359        | \$ 21,809        |
| Beverage                    | 11,768           | 19,449           |
| Catering service supplies   | 6,602            | 2,997            |
| Vending machine merchandise | 788              | 498              |
|                             | <u>\$ 49,517</u> | <u>\$ 44,753</u> |

## 3. Short-Term Borrowings:

The Center has available a \$400,000 bank demand line of credit for working capital financing with interest payable at prime plus 1½%. The line is secured by essentially all assets of the Center. Amounts outstanding on this line at December 31, 2023 totaled \$200,000. There were no amounts outstanding at December 31, 2022.

## 4. Retirement Plans:

The Center maintains a noncontributory, defined contribution profit sharing plan covering essentially all nonunion employees. The Center can make discretionary contributions to the plan. Total expense under this plan was \$24,500 for 2023 and \$13,300 for 2022.

The Center also contributes to a defined contribution pension plan covering eligible employees of one union group. Contributions are determined pursuant to the collective bargaining agreement between the Center and the union. Total expense under this plan was \$4,781 for 2023 and \$3,024 for 2022.

The Center's other union employees are covered by defined benefit multi-employer plans pursuant to the terms of collective bargaining agreements. The risks of participating in these multiemployer plans are different from single-employer plans in the following aspects:

- a. Assets contributed to the multiemployer plans by one employer may be used to provide benefits to employees of other participating employers.
- b. If a participating employer stops contributing to a plan, the unfunded obligations of the plan may be borne by the remaining participating employers.
- c. If the Center chooses to stop participating in a multi-employer plan, the Center may be required to pay the plan an amount based on the underfunded status of the plan, referred to as a withdrawal liability.





The Center’s participation in the plans for the years ended December 31, 2023 and 2022 is outlined in the table below. The “EIN/Pension Plan Number” column provides the Employer Identification Number (EIN) and the three-digit plan number. The most recent Pension Protection Act (PPA) zone statuses available in 2023 and 2022 are for the following plan year ends: December 31, 2023 and 2022 for the Service Employees Pension Fund of Upstate NY (Plan 1), and January 31, 2023 and 2022 for the Central Pension Fund of the IUOE & Participating Employers (Plan 2). The zone status is based on information that the Center received from the plans and is certified by the plans’ actuaries. Among other factors, plans in the red zone are generally less than 65 percent funded, plans in the yellow zone are less than 80 percent funded, and plans in the green zone are at least 80 percent funded. The “FIP/RP Status Pending/Implemented” column indicates whether a financial improvement plan (FIP) or a rehabilitation plan (RP) is either pending or has been implemented. The last column lists the expiration date of the collective bargaining agreement to which the plan is subject.

| Pension Plan | EIN/Pension Plan Number | PPA Zone Status |       | FIP/RP Status Pending/Implemented | Center Contributions |                  | Surcharge Imposed | Expiration Date of Participation Agreement |
|--------------|-------------------------|-----------------|-------|-----------------------------------|----------------------|------------------|-------------------|--|
|              |                         | 2023            | 2022  |                                   | 2023                 | 2022             |                   |  |
| Plan 1       | 16-0908576/001          | Green           | Green | No                                | \$ 55,100            | \$ 48,600        | No                | December 31, 2024                          |
| Plan 2       | 36-6052390/001          | Green           | Green | No                                | 30,800               | 28,700           | No                | December 31, 2024                          |
|              |                         |                 |       |                                   | <u>\$ 85,900</u>     | <u>\$ 77,300</u> |                   |  |

The Center was not listed in any of the Forms 5500 as providing more than 5 percent of the total contributions for the plan years ended December 31, 2023 and 2022 and January 31, 2023 and 2022.

**5. Contingencies:**

The Center is involved in legal proceedings, which in the opinion of management, will not have a material adverse impact on the financial position of the Center.

**6. Financial Resources Available for Operations:**

The Center obtains financial assets generally through a government grant, in-house catering services and rentals. The financial assets are acquired throughout the year to help meet the Center’s cash needs for general expenditures. If necessary, the Center also has access to a \$400,000 bank demand line of credit (Note 3).

The Center’s financial assets available within one year of the balance sheet date to meet cash needs for general expenditures consist of the following at December 31, 2023 and 2022:

|                     | 2023              | 2022                |
|---------------------|-------------------|---------------------|
| Cash                | \$ 202,397        | \$ 958,809          |
| Accounts receivable | 689,910           | 477,417             |
|                     | <u>\$ 892,307</u> | <u>\$ 1,436,226</u> |



**BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION**

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**Additional Information**  
**Schedule of Contracted Surplus**

For the year ended December 31, 2023

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|  |                       |
|--|-----------------------|
| Net assets   | \$ 407,489            |
| Working capital, as defined in agreement with County of Erie<br>dated March 17, 2023 | <u>2,016,493</u>      |
| Contractual deficit  | <u>\$ (1,609,004)</u> |

*See independent auditors' report.*





**INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH *GOVERNMENT AUDITING STANDARDS***

The Board of Directors  
Buffalo Niagara Convention Center Management Corporation

We have audited, in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the balance sheet of Buffalo Niagara Convention Center Management Corporation (the Center), as of December 31, 2023, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated November 12, 2024.

**Report on Internal Control Over Financial Reporting**

In planning and performing our audit of the financial statements, we considered the Center's internal control over financial reporting (internal control) as a basis for designing the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Center's internal control. Accordingly, we do not express an opinion on the effectiveness of the Center's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented or detected and corrected on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies, and therefore, material weaknesses or significant deficiencies may exist that have not been identified. However, as described below, we did identify certain deficiencies in internal control over financial reporting that we consider to be material weaknesses.

**Financial Reporting**

Our audit of the Center's 2023 financial statements revealed that key general ledger accounts, including cash, were not reconciled timely, which resulted in significant additional analysis and adjustments subsequent to year end. Additionally, we noted the Center did not timely record transactions to the general ledger during the year.

We recommend management implement additional procedures to ensure accounts are reconciled to the general ledger and activity of the Center is recorded in a timely manner.



### Management Response

During 2023, the Center terminated its controller and hired a replacement. However, the replacement was not suited for the position and was terminated in May 2024. The Center hired a new controller in June 2024. Additional policies and procedures will also be implemented, including regular meetings between the controller and General Manager of the Center, specific training for the individual on the accounting software, and specific monthly closing procedures will be established, including reconciliation of key accounts.

### **Management's Response to Findings**

*Government Auditing Standards* require the auditor to perform limited procedures on the Center's response to the findings identified in our audit, and is described above. The Center's response was not subjected to the other auditing procedures applied in the audit of the financial statements, and accordingly, we express no opinion on the response.

### **Report on Compliance and Other Matters**

As part of obtaining reasonable assurance about whether the Center's financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

### **Purpose of this Report**

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Center's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Center's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.



November 12, 2024





## COMMUNICATION WITH THOSE CHARGED WITH GOVERNANCE

November 12, 2024

The Board of Directors  
Buffalo Niagara Convention Center Management Corporation

We have audited the financial statements of Buffalo Niagara Convention Center Management Corporation (the Center) for the year ended December 31, 2023, and have issued our report thereon dated November 12, 2024. Professional standards also require that we advise you of the following information related to our audit.

### Our Responsibility in Relation to the Financial Statement Audit

As communicated in our engagement letter dated February 2, 2024 our responsibility, as described by professional standards, is to form and express opinions about whether the financial statements that have been prepared by management with your oversight are presented fairly, in all material respects, in accordance with accounting principles generally accepted in the United States of America (GAAP). Our audit of the financial statements does not relieve you or management of its respective responsibilities.

Our responsibility, as prescribed by professional standards, is to plan and perform our audit to obtain reasonable, rather than absolute, assurance about whether the financial statements are free of material misstatement. An audit of financial statements includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Center's internal control over financial reporting. Accordingly, as part of our audit, we considered the internal control of the Center solely for the purpose of determining our audit procedures and not to provide any assurance concerning such internal control.

We are also responsible to communicate significant matters related to the audit that are, in our professional judgment, relevant to your responsibilities in overseeing the financial reporting process. However, we are not required to design procedures for the purpose of identifying other matters to communicate to you.

We have provided our comments regarding internal controls and other matters noted during our audit in a separate letter to you.

### Planned Scope and Timing of the Audit

We conducted our audit consistent with the planned scope previously communicated to you in the engagement letter; however, delays were encountered during the performance of the audit.

### Compliance with All Ethics Requirements Regarding Independence

The engagement team, others in our firm, as appropriate, and our firm have complied with all relevant ethical requirements regarding independence.



## **Qualitative Aspects of the Center's Significant Accounting Practices and Significant Risks**

### *Significant Accounting Policies*

Management has the responsibility to select and use appropriate accounting policies. A summary of the significant accounting policies adopted by the Center are included in Note 1 to each of the financial statements. There have been no initial selection of accounting policies and no changes in significant accounting policies or their application during 2023. No matters have come to our attention that would require us, under professional standards, to inform you about (1) the methods used to account for significant unusual transactions and (2) the effect of significant accounting policies in controversial or emerging areas for which there is a lack of authoritative guidance or consensus.

### *Significant Accounting Estimates and Audit Risk Items*

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's current judgments. Those judgments are normally based on knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ markedly from management's current judgments. The most sensitive and significant accounting estimates and audit risk items affecting the financial statements and our audits include:

- Collectability of accounts receivable
- Functional expense allocations

Management's estimates of the above are based on management's knowledge and experience about past and current events and assumptions about future events. We evaluated the key factors and assumptions used to develop the estimates above and determined they are reasonable in relation to the basic financial statements taken as a whole.

### *Financial Statement Disclosures*

Certain financial statement disclosures involve significant judgment and are particularly sensitive because of their significance to financial statement users. We evaluated all disclosures in relation to the financial statements as a whole and determined they are reasonable.

## **Significant Difficulties Encountered During the Audit**

Key general ledger accounts were not reconciled timely which resulted in significant audit difficulties.

## **Uncorrected and Corrected Misstatements**

For purposes of this communication, professional standards require us to accumulate all known and likely misstatements identified during the audits, other than those that we believe are trivial, and communicate them to the appropriate level of management. Further, professional standards require us to also communicate the effect of uncorrected misstatements related to prior periods on the relevant classes of transactions, account balances or disclosures, and the financial statements as a whole. Uncorrected misstatements or matters underlying those uncorrected misstatements could potentially cause future-period financial statements to be materially misstated, even though the uncorrected misstatements are immaterial to the financial statements currently under audit. We discovered no uncorrected misstatements during our audit.





In addition, professional standards require us to communicate to you all material, corrected misstatements that were brought to the attention of management as a result of our audit procedures. The following material misstatements that we identified as a result of our audit procedures were brought to the attention of, and corrected by, management:

- Adjustments to reconcile operating and payroll cash accounts.
- Adjustments to reconcile accounts receivable and event deposits to supporting detail.
- Adjustment to increase salary expense and related accruals for payroll, vacations and bonuses.
- Adjustments to reconcile accrued service fee to amounts earned but not yet paid out.
- Reclassify revenues from miscellaneous to sales revenues, based on nature of revenue.

#### **Disagreements with Management**

For purposes of this letter, professional standards define a disagreement with management as a matter, whether or not resolved to our satisfaction, concerning a financial accounting, reporting, or auditing matter, which could be significant to the Center's financial statements or the auditors' reports. No such disagreements arose during the course of the audit.

#### **Circumstances that Affect the Form and Content of the Auditors' Report**

For purposes of this letter, professional standards require that we communicate any circumstances that affect the form and content of our auditors' report. There were no modifications to the audit opinion.

#### **Representations Requested from Management**

We have requested certain written representations from management, which are included in the management representation letter dated consistent with the financial statement audit report date.

#### **Management's Consultations with Other Accountants**

In some cases, management may decide to consult with other accountants about auditing and accounting matters. Management informed us that, and to our knowledge, there were no consultations with other accountants regarding auditing and accounting matters.

#### **Other Significant Matters, Findings, or Issues**

In the normal course of our professional association with the Center, we generally discuss a variety of matters, including the application of accounting principles and auditing standards, significant events or transactions that occurred during the year, business conditions affecting the Center, and business plans and strategies that may affect the risks of material misstatement. None of the matters discussed resulted in a condition to our retention as the Center's auditors.

#### **Additional Information**

With respect to the additional information accompanying the financial statements, we made certain inquiries of management and evaluated the form, content, and methods of preparing the information to determine that the information complies with GAAP, the method of preparing the information has not changed from the prior period, and the information is appropriate and complete in relation to the audits of the financial statements. We compared and reconciled the additional information to the underlying accounting records used to prepare each of the financial statements or to each of the financial statements themselves.

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This information is intended solely for the use of the Board of Directors and management of the Center. It is not intended to be, and should not be, used by anyone other than these specified parties.

*London & McCormick, LLP*

