



**BUFFALO
CONVENTION
CENTER**

PATRICK J. KALER
PRESIDENT & CEO

403 Main Street, Suite 630 ■ Buffalo, New York 14203 ■ 716-961-0200 ■ Kaler@VisitBuffaloNiagara.com

June 10, 2025

EC LEG JUN 12 '25 am 11:23

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

Dear Ms. Owens:

Enclosed please find the 2025 first quarter reports for Visit Buffalo Niagara and the Buffalo Convention Center, Destination Performance Reports for January, February and May, and the financial statements for the period ending March 31, 2025. Also enclosed are the audited financial statements for VBN.

Sincerely,

Patrick J. Kaler
President and CEO

/Enclosures





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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





Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

MARCH 31, 2025 AND 2024

UNAUDITED

***For Presentation at the Board of Directors Meeting on
Wednesday April 30, 2025***

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED MARCH 31, 2025 AND 2024

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Buffalo Niagara Convention & Visitors Bureau, Inc.
Summary Review Memorandum
For the three Months ended March 31, 2025

Balance Sheets:

- **Accounts Receivable – Erie County**, represents the balance of the 2025 Erie County Grant appropriated to VBN for 2025. The first of two \$ 3,750,000 installments was received subsequent to these financial statements in April 2025.
- **Accounts Payable and Accrued expenses** – Due to the delay in receiving the first installment of the county grant payables and accrued expenses are larger than typically reported. Subsequent to the receipt of the county funding the open payables were paid in their entirety.
- **SBA-EIDL Loan** – In 2020, VBN applied for and received a \$ 150,000 SBA Economic Injury Disaster Loan accompanied by a \$ 10,000 grant. Repayment of the loan is over 30 years at 2.75% interest. VBN commenced making payments on the loan in June of 2021 in the amount of \$ 641.00 per month. There is no penalty for early repayment.

Statements of Activities:

For the three months ending March 31, 2025, the Bureau realized an increase in net assets of \$ 695,995 approximately \$ 118,000 ahead of the budgeted pace through March of 2025. The majority of the impact being reported is timing related. Below is a synopsis of the relevant activities.

Revenues:

Through March, revenues were consistent with budgeted amounts. The majority of the variance is due to the receipt of \$ 57,000 in ERTC credits that were applied for in 2023.

Expenditures:

Through March, expenditures are approximately \$ 55,000 below the budgeted pace. Most of the variance is timing related below are some of the more significant variances:

- **Personnel Costs** – Variance is partially due to timing resulting from the recording of the VBN's vacation accrual as of March 31, 2025. In addition, there was one open Convention Sales position which is also contributing to the variance reported.
- **Advertising** – Variance is timing in nature and is resulting from the delay in the county funding which delayed the roll out of current year advertising initiatives.
- **Printing** - Variance attributed to the actual cost of layout, design and printing of the new installment of the Buffalo Beer brochure.
- **Convention Commitments** – Variance is resulting from certain sports related commitments being paid from the Buffalo Niagara Sports Development Corporation.
- **Website Development** – The variance for the most part is timing related and relates to the ongoing costs associated with the continual maintenance and enhancements to the VBN website.

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
BALANCE SHEET
MARCH 31, 2025 AND 2024

UNAUDITED

	<u>2025</u>	<u>2024</u>
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 347,476	\$ 2,335,307
Accounts Receivable - Erie County	7,450,000	2,250,000
Accounts Receivable - Trade	18,726	15,209
Grants Receivable	417,417	294,937
Prepaid expenses and supplies	154,096	142,185
Total current assets	8,387,715	5,037,638
Property and equipment, net	33,065	37,774
Right of Use Asset		
	174,375	174,375
Total assets	<u>\$ 8,595,155</u>	<u>\$ 5,249,787</u>

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	899,622	210,129
Accounts payable - Foundation	17,979	13,387
Deferred revenue - Other	75,246	73,715
Deferred revenue - Erie County Grant	5,607,500	3,375,000
SBA - EIDL Loan	135,615	139,515
Total current liabilities	6,735,962	3,811,746
Lease Liability	174,375	174,375
Net assets		
	1,684,818	1,263,666
Total liabilities and net assets	<u>\$ 8,595,155</u>	<u>\$ 5,249,787</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE THREE MONTHS ENDED MARCH 31, 2025 AND 2024

	Actual 3 Month(s) 03/31/25	Budgeted 3 Month(s) 03/31/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 3 Month(s) 03/31/24
REVENUES	<u>\$ 2,143,960</u>	<u>\$ 2,080,709</u>	<u>\$ 63,251</u>	<u>3.04%</u>	<u>\$ 8,961,680</u>	<u>\$ 1,353,545</u>
MARKETING DEPARTMENT EXPENSES	\$ 596,253	\$ 608,414	\$ (12,161)	-2.00%	\$ 4,690,260	\$ 387,057
SALES & SERVICES DEPARTMENT EXPENSES	394,646	446,934	(52,288)	-11.70%	2,357,235	531,418
DESTINATION DEVELOPMENT	73,333	70,996	2,337	3.29%	358,100	114,163
CANALSIDE VISITOR CENTER	-	-	-	-	108,500	-
ADMINISTRATIVE & FINANCE EXPENSES	289,044	277,064	11,980	4.32%	1,056,645	287,610
RESEARCH DEPARTMENT EXPENSES	94,689	99,907	(5,218)	-5.22%	390,940	81,373
TOTAL EXPENSES	<u>\$ 1,447,965</u>	<u>\$ 1,503,315</u>	<u>\$ (55,350)</u>	<u>-3.68%</u>	<u>\$ 8,961,680</u>	<u>\$ 1,401,621</u>
INCREASE (DECREASE) IN NET ASSETS	\$ 695,995	\$ 577,394	\$ 118,601		\$ 0	\$ (48,076)
NET ASSETS - BEGINNING	988,823	988,823	-		988,823	1,311,742
NET ASSETS - ENDING	<u>\$ 1,684,818</u>	<u>\$ 1,566,217</u>	<u>\$ 118,601</u>	<u>7.57%</u>	<u>\$ 988,823</u>	<u>\$ 1,263,666</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL REVENUES
FOR THE THREE MONTHS ENDED MARCH 31, 2025 AND 2024

	Actual 3 Month(s) 03/31/25	Budgeted 3 Month(s) 03/31/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 3 Month(s) 03/31/24
Erie County Grant	\$ 1,862,499	\$ 1,862,499	\$ -	0.00%	\$ 7,450,000	\$ 1,125,000
Erie County Grant - Prior Year Overage	-	-	-	-	1,000,000	-
Erie County - Restaurant Grant	-	-	-	-	20,000	-
Advertising Sales	204,800	204,800	-	0.00%	204,800	206,600
Assessments - Convention	-	-	-	-	-	-
NYS Matching Funds Program	4,994	5,000	(6)	-0.12%	49,775	5,000
Joint/Co-Op - Marketing	9,800	3,000	6,800	226.67%	37,000	3,000
Joint/Co-Op - Sales	-	-	-	-	25,000	3,750
Joint/Co-Op - Destination Development	-	500	(500)	-100.00%	18,500	2,100
Grant Revenues	-	-	-	-	120,000	4,000
Interest Income	3,875	4,500	(625)	-13.89%	35,000	4,095
Miscellaneous Income	57,992	285	57,707	20248.07%	1,105	-
Merchandising Revenues - Canalside	-	-	-	-	-	-
Merchandising Revenues - Conventions	-	125	(125)	-100.00%	500	-
Total Revenues	<u>\$ 2,143,960</u>	<u>\$ 2,080,709</u>	<u>\$ 63,251</u>	<u>3.04%</u>	<u>\$ 8,961,680</u>	<u>\$ 1,353,545</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL EXPENSES
FOR THE THREE MONTHS ENDED MARCH 31, 2025 AND 2024

	Actual 3 Month(s) 03/31/25	Budgeted 3 Month(s) 03/31/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 3 Month(s) 03/31/24
<u>Personnel Costs:</u>						
Salaries	\$ 535,523	\$ 536,470	\$ (947)	-0.18%	\$ 2,272,605	\$ 552,239
Payroll Taxes & Fringe Benefits	107,406	112,411	(5,005)	-4.45%	470,950	99,187
Training	26,051	28,625	(2,574)	-8.99%	109,550	26,208
Total Personnel Costs	\$ 668,980	\$ 677,506	\$ (8,526)	-13.62%	\$ 2,853,105	\$ 677,634
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 190,882	\$ 201,000	\$ (10,118)	-5.03%	\$ 3,097,500	\$ 41,019
Convention Commitments	22,750	50,550	(27,800)	-55.00%	445,000	123,129
Visitor Guide	150,735	151,000	(265)	-0.18%	170,000	137,302
Tradeshows	40,531	42,255	(1,724)	-4.08%	245,000	37,305
Printing	6,847	4,115	2,732	66.39%	20,000	842
Postage	662	864	(202)	-23.38%	3,500	357
Sales Bids & Promotions	21,887	22,350	(463)	-2.07%	135,000	30,167
Convention Sales & Services	3,490	3,775	(285)	-7.55%	36,000	6,428
Travel & Meetings	10,306	12,090	(1,784)	-14.76%	58,000	10,092
Receptions	-	-	-	-	35,000	-
Research	58,045	59,432	(1,387)	-2.33%	252,000	41,568
Website Development/Hosting	32,392	33,850	(1,458)	-4.31%	263,750	32,610
Travel Writers & Influencers	258	2,600	(2,342)	-90.08%	86,000	1,431
Public/Media Relations	47,130	47,900	(770)	-1.61%	221,000	19,625
Freelance/Graphic Artist	1,300	4,166	(2,866)	-68.80%	140,000	5,852
Regional Marketing	4,994	5,000	(6)	-0.12%	5,000	5,070
Promotional Items	4,203	4,025	178	4.42%	38,000	3,937
Destination Development	14,006	11,895	2,111	17.75%	100,500	58,398
Canalside Visitor Center Operations	-	-	-	-	24,000	-

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE THREE MONTHS ENDED MARCH 31, 2025 AND 2024

	Actual 3 Month(s) 03/31/25	Budgeted 3 Month(s) 03/31/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 3 Month(s) 03/31/24
Film/Video/Photo Productions	-	-	-	-	90,000	975
Photography	2,000	4,500	(2,500)	-55.56%	75,000	3,550
Social Networking/Wing Trail	7,430	3,490	3,940	112.89%	34,000	147
Total Sales & Marketing Expenditures	<u>\$ 619,848</u>	<u>\$ 664,857</u>	<u>\$ (45,009)</u>	<u>-6.77%</u>	<u>\$ 5,574,250</u>	<u>\$ 559,804</u>
Technology & Equipment	7,141	10,010	(2,869)	-28.66%	57,500	14,967
Departmental Administrative Expenses	151,996	150,942	1,054	0.70%	476,825	149,216
Total Expenses	<u>\$ 1,447,965</u>	<u>\$ 1,503,315</u>	<u>\$ (55,350)</u>	<u>-3.68%</u>	<u>\$ 8,961,680</u>	<u>\$ 1,401,621</u>



MONTHLY KPI DASHBOARDS

January 2025



**BUFFALO
CONVENTION
CENTER**

ERIE COUNTY HOTEL & SHORT-TERM RENTAL KPIs - JANUARY 2025

ERIE COUNTY HOTEL PERFORMANCE - January 2025

January Revenue		January Occupancy		January Demand		January Average Daily Rate		January RevPAR	
\$19,080,672		43.9%		137,868		\$138.40		\$60.76	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
-7.6%	\$20,650,413	-12.2%	50.0%	-12.1%	156,770	5.1%	\$131.72	-8.0%	\$66.01

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$19,080,672		43.9%		137,868		\$138.40		\$60.76	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
0.4%	\$19,008,596	-4.1%	45.8%	-3.4%	142,672	3.9%	\$133.23	-0.5%	\$61.04

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - January 2025

January Revenue		January Occupancy		January Guest Check-Ins		January Average Daily Rate		January RevPAR	
\$2,571,617		19.9%		5,383		\$156.00		\$31.00	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
-30.7%	\$3,713,289	-20.1%	24.9%	-14.6%	6,305	-13.8%	\$181.00	-31.1%	45.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$2,571,617		19.9%		5,383		\$156.00		\$31.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
35.1%	\$1,903,856	15.0%	17.3%	39.2%	3,867	0.0%	\$156.00	14.8%	\$27.00

BUF AIRPORT PASSENGERS - January 2025

January BUF Airport Passenger Traffic	
324,058	
Change	December 2024
-18.3%	396,492

BUF AIRPORT PASSENGERS - FY 2025 YTD

YTD BUF Passenger Traffic	
324,058	
Change	2024
13.8%	284,759

CROSS BORDER TRAFFIC - January 2025

January U.S./Canada Cross Border Bridget Traffic	
285,231	
Change	December 2024
-21.5%	363,236

CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridget Traffic	
285,231	
Change	2024
10.2%	258,718



SALES & SERVICES KPIs - January 2025

LEADS GENERATED PERFORMANCE - January 2025							
January Leads Generated		January Leads Room Nights		January Leads Attendance		January Leads Economic Impact	
55		30,428		39,278		\$50,066,597	
Change	Dec. 2224	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
83.3%	30	56.4%	19,451	96.5%	19,984	197.4%	\$16,836,744
LEADS GENERATED PERFORMANCE - YTD 2025							
YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
55		30,428		39,278		\$50,066,597	
Change	2024	Change	2024	Change	2024	Change	2024
44.7%	38	70.3%	17,869	91.6%	20,495	172.7%	\$18,356,583

DEFINITE BOOKINGS PERFORMANCE - January 2025							
January Definite Bookings		January Definite Room Nights		January Definite Attendance		January Definite Economic Impact	
23		13,723		14,854		\$10,715,829	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
43.8%	16	104.6%	6,707	-41.1%	25,232	22.9%	\$8,716,534
DEFINITE BOOKINGS PERFORMANCE - YTD 2025							
YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
23		13,723		14,854		\$10,715,829	
Change	2024	Change	2024	Change	2024	Change	2024
35.3%	17	48.3%	9,256	14.9%	12,925	18.3%	\$9,060,137

EVENTS HELD PERFORMANCE - January 2025							
January Events Held		January Events Held Hotel Rooms		January Events Held Attendance		January Groups Served	
12		12,075		12,144		3	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
100.0%	6	124.8%	5,371	84.6%	6,580	-40.0%	5
EVENTS HELD PERFORMANCE - YTD 2025							
YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
12		12,075		12,144		3	
Change	2024	Change	2024	Change	2024	Change	2024
-7.7%	13	-4.4%	12,630	-14.0%	14,125	-50.0%	6

SALES & SERVICES ACTIVITIES - January 2025

LOST LEADS - January 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - Jan 2025		PARTNER REFERRALS - YTD 2025	
January Lost Business Leads		YTD Lost Business Leads		January Partner Referrals		YTD Partner Referrals	
11		11		72		72	
Change	Dec. 2024	Change	2024	Change	Dec. 2024	Change	2024
0.0%	11	0.0%	11	260.0%	20	242.9%	21

TRADESHOW ATTENDANCE - January 2025

 RCMA Emerge Conference/Tradeshow Phoenix, AZ January 6-8 Meredith Walsh & Leah Mueller	 Convening Leaders Convention & Tradeshow Houston, TX January 12-15 Temeka Powers	 Conference & Tradeshow Las Vegas, NV January 16-17 Greg Gelinas	 Conference & Tradeshow San Juan, PR January 27-31 James Adler
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CLIENT SITE VISITS - January 2025

Association	SMERF	Sports	Tour & Travel
0	0	2	1



The Buffalo Niagara Sports Commission proudly supported an exciting cross-town basketball doubleheader featuring the Villa Maria College and Bryant & Stratton College - Buffalo Women's and Men's Basketball Teams. This high-energy event brought the community together, showcasing local collegiate talent and strengthening regional sports engagement.

As part of our commitment to enhancing the fan experience, the Sports Commission provided free commemorative towels to attendees. Additionally, we were honored to welcome distinguished guests Barbara Jean Bertges and Jared Sullenberger from the United States Collegiate Athletic Association, further reinforcing Buffalo's reputation as a premier destination for collegiate athletics.



Visit Buffalo Niagara kicked off the year at RCMA's EMERGE conference in Phoenix, where Leah Mueller and Meredith Walsh promoted Buffalo as a top destination for faith-based meetings.

Key takeaways:

- 94% of faith-based planners expect industry growth.
- 70% foresee expansion within their organizations.
- Buffalo stands out as a prime location for faith-based events.

In July, we'll host RCMA's top planners for an in-depth look at our destination, strengthening our position in this growing market.



MARKETING & COMMUNICATIONS KPIs - January 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - January 2025

January Engaged Sessions		January Mobile Sessions		January Website Views		January Organic Search Impressions		January All Video Views	
70,846		46,513		207,326		19,128,322		433,208	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
-18.9%	87,327	-26.0%	62,868	-16.1%	246,984	88.4%	10,150,538	-10.8%	485,568

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Organic Search Impressions		YTD Shared Social Posts	
70,846		46,513		207,326		19,128,322		433,208	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-9.4%	78,192	-5.1%	49,021	-8.4%	226,268	NEW KPI	NO HISTORY	-8.8%	474,960

MEDIA RELATIONS PERFORMANCE - January 2025

January Media Placements		January Media Impressions		January Media Social Shares		January Media Touchpoints		January Media Visits	
16		174,505,113		7		2		0	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
220.0%	5	698.3%	21,860,201	600.0%	1	100.0%	1	-100.0%	1

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
16		174,505,113		7		2		0	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-11.1%	18	344.0%	39,300,567	-99.5%	1,277	-75.0%	8	#DIV/0!	0

EXAMPLES OF JANUARY MEDIA HITS

 Frank Lloyd Wright's Martin House Is a Prairie-Style Masterpiece Readership: 3,666,329	 The Weird Historical Wonders of Buffalo New York. But Make It Sober Readership: 13,659	 These are New York's 2025 James Beard Award semifinalists Readership: 219,499	 Following Buffalo, New York's Vegan Wing Trail Readership: 33,037	 Travel with Tern: The Unexpected Inauguration of Theodore Roosevelt Readership: 39,594
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MARKETING & COMMUNICATIONS KPIs - January 2025

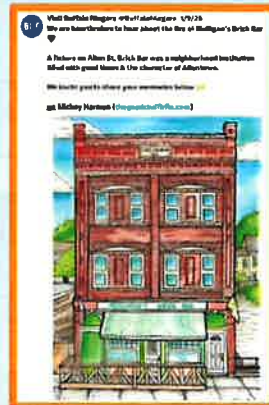
SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
117,441		29,371		93,265		34,905		172	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
15.9%	101,301	-1.2%	29,727	13.6%	82,107	26.1%	27,684	-2.8%	177

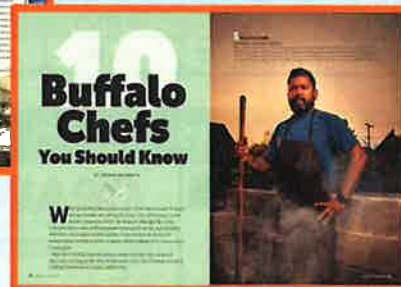
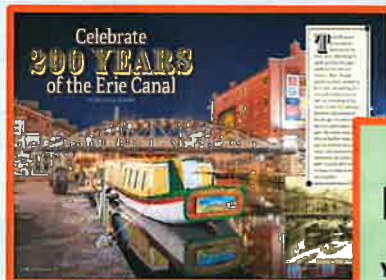
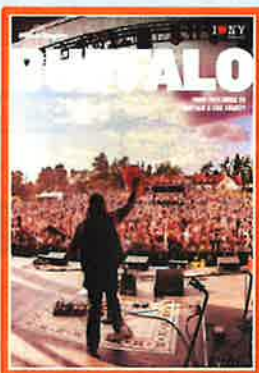
EXAMPLES OF SOCIAL MEDIA POSTS - JANUARY 2025



JANUARY MOST VIEWED POST
"Today Show Buffalo Bills Pep Rally"
 109,400 views



2025 VISIT BUFFALO NIAGARA VISITOR GUIDE



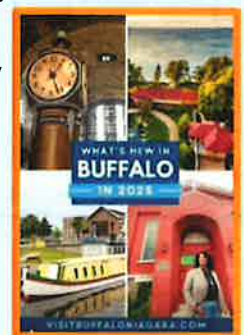
BUFFALO WING TRAIL SOCIAL MEDIA

Take the Buffalo Wing Trail Personality Quiz.

I'm the Flame Flinger

NEW FOR 2025 GUIDE

Buffalo is set for a landmark 2025 with exciting new attractions, renovations, and expansions celebrating its waterfront history and African American heritage. These developments will boost the city's appeal as a top destination. Building on recent momentum, including the \$230 million Buffalo AKG Art Museum expansion in 2023, Buffalo continues to evolve with new amenities, restaurants, hotels, and architectural restorations, shaping a vibrant future.



BUFFALO CONVENTION CENTER KPIs - JANUARY 2025

BCC REVENUE PERFORMANCE - January 2025

January Total Revenue		January Rent Revenue		January Food & Beverage		January Electrical Revenue		January Other	
\$236,832		\$97,794		\$119,354		\$19,684		\$0	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
-21.9%	\$303,196	439.7%	\$18,120	-57.1%	\$277,901	949.8%	\$1,875	-100.0%	\$5,300

BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage		NEW KPI - YTD Concessions Revenue		YTD Electrical Revenue	
\$236,832		\$97,794		\$119,354		\$34,477		\$0	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-68.7%	\$755,758	169.2%	\$36,330	-64.8%	\$339,116	1043.1%	\$3,016	-100.0%	\$1,850

BCC OPERATIONS PERFORMANCE - January 2025

January Total Events Held		January Conventions		January Meetings		January Banquets		January Consumer/Public	
10		0		4		4		2	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2023
25.0%	8	#DIV/0!	0	300.0%	1	-33.3%	6	100.0%	1

BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public	
10		0		4		4		2	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
11.1%	9	-100.0%	2	100.0%	2	300.0%	1	-50.0%	4

BCC EVENT ATTENDANCE - January 2024

January Total Event Attendance	
17,763	
Change	December 2024
299.4%	4,447
BCC EVENT ATTENDANCE - FY 2025 YTD	
YTD Total Event Attendance	
17,763	
Change	2024
135.4%	7,546

BCC DAYS OCCUPIED - January 2025

January Total Number of Days Occupied	
20	
Change	December 2024
11.1%	18
BCC DAYS OCCUPIED - FY 2024 YTD	
YTD Total Number of Days Occupied	
20	
Change	2024
11.1%	18

BCC SALES ACTIVITY KPIs - January 2025

LEADS GENERATED PERFORMANCE - January 2025

January Total Leads Generated		January BCC Generated Leads		January VBN Generated Leads		January Confirmed Bookings	
18		12		6		25	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
157.1%	7	200.0%	4	100.0%	3	150.0%	10

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
18		12		6		25	
Change	2024	Change	2024	Change	2024	Change	2024
63.6%	11	140.0%	5	0.0%	6	19.0%	21

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - January 2025

January Total Solicitation Calls		January Existing Client		January New Client Calls/Contact		January Lost Business	
84		26		58		7	
Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024	Change	Dec. 2024
121.1%	38	136.4%	11	163.6%	22	75.0%	4

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - YTD 2025

YTD Total Solicitation Calls		YTD Existing Client Calls/Contact		YTD New Client Calls/Contact		YTD Lost Business	
84		26		58		7	
Change	2024	Change	2024	Change	2024	Change	2024
58.5%	53	13.0%	23	93.3%	30	250.0%	2

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

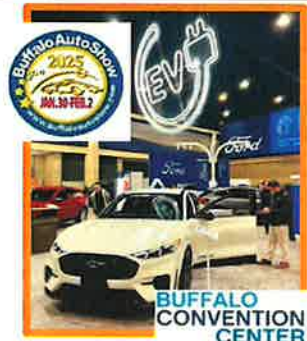
	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	97	74	42	23
Expected Attendance	249,975	172,743	202,270	231,322	159,365	117,950
Expected Hotel Room Nights	25,000	21,094	23,741	25,416	14,282	1,893
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 29,079,642	\$ 25,224,025	\$ 17,639,568	\$ 13,315,853

* Final for year **Updated monthly

EXAMPLES OF BUFFALO CONVENTION CENTER BUSINESS HELD IN JANUARY 2025



WNY CONFERENCE
DAY FOR MUSIC
EDUCATORS



Visit Buffalo Niagara Board of Directors

Officers

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

Members

Terry Alford, Michigan Street African-American Corridor
Mark Alnut, University of Buffalo Department of Athletics
Melissa Brown, Buffalo History Museum
Daniel Castle, Erie County Department of Environment & Planning
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 CEO
Bob Karmazyn, Embassy Suites Buffalo
William Paladino, Erie County Legislature Minority Caucus Appointee
Shannon Patch, Delaware North
Steven Ranalli, Erie County Stadium Corporation
David Schutte, Schutte Hospitality Group
Michelle Urbanczyk, Explore and More Children's Museum

Data Sources For This Key Performance Indicator Report:

Cevis Technologies
Cision
Destinations International
Google Analytics
Key Data
Longwoods International
Lou Hamond Group
MMGY
Momentum Technologies
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics
U.S. Travel Association
Zartico



Purpose Statement:
We champion America's greatest
reimagined city.

Visit Buffalo Niagara Staff

Jennifer Bialek, Executive Assistant to the CEO
Drew Brown, Senior Content Director
Michele Butlak, Accounting & Benefits Manager
Brooke Chavanne, Administrative Sales Assistant
Karen Cox, Director of Convention Services
Karen Fashana, Vice President of Marketing
Brian Hayden, Senior Director of Marketing & Communications
Nick Householder, Destination Experience Specialist
Patrick Kaler, President & CEO
Michelle Kearns, Director of Communications
David Marzo, Chief Financial Officer
Leah Mueller, Vice President of Sales and Services
Hailey Muscarella,
Heather Nowakowski, Senior Director of Business Intelligence
Temekia Powers, National Sales Director
Kate Scaduto, Marketing & Social Media Manager
Renata Toney, Vice President of Destination Experience
Marisa Urbana, Convention Services Manager
Meredith Walsh, National Sales Manager
Meaghan Zimmer, National Sales Director
TBD, Industry Relations Assistant
TBD, Graphic Designer
TBD, Marketing Assistant
TBD, Visitor Center Manager

Buffalo Niagara Sports Commission Staff

James Adler, Director of Sports Sales
Greg Gelinas, Director of Sports Development
Patrick Kaler, President & CEO
Leah Mueller, Vice President of Sales & Services
Lauran Vargo, Sports Services Manager

Buffalo Convention Center Staff

Melissa Burke, Senior Director of Sales
Jeff Calkins, Vice President & General Manager
Lorna Cullen, Office Manager
Jamie Flood, Controller
Patrick Kaler, President & CEO
Craig Landseadel, Executive Chef
Mary Ann Martin, Bookkeeper & Benefits Manager
heather Petrino, Sales & Services Coordinator
Ken Sanford, Chief Engineer
Christie Walker, Convention & Event Services Manager
Michael Will, Director of Operations
Colleen Willis, Director of Sales
Danielle Winiarski, Assistant General Manager
Marc Witman, Operations Manager
Alishia Vega, Front Desk Receptionist
Jolani Yeager, Sales & Catering Manager

BUFFALO CONVENTION CENTER

Purpose Statement:
We inspire connection through
unparalleled hospitality, collaborative
partnerships, and exceptional
experiences.



MONTHLY KPI DASHBOARDS

February 2025



**BUFFALO
CONVENTION
CENTER**

CEO'S ANOTHER VOICE

February 7, 2025 - The Buffalo News



As more and more visitors from around the country, and the world, discover Buffalo for the first time they're finding a transformed city and tourist destination. A series of new attractions and re-openings, along with the restoration of architectural landmarks and a reinvigorated waterfront have put the spotlight on Buffalo and Erie County. We've stepped on to a larger national, and international, stage.

Now, this year, thanks to new tourism marketing funding from Erie County's bed tax, our story will go farther and attract new travelers.

We are finding new ways to get the word out about the great visitor experiences that come from the hard work that got us this far. Decades of effort, ingenuity, perseverance and preservation created so much new life that this historic community transformed itself into a great place to live. And a modern visitor destination.

Stars in our tourism constellation include the newly expanded Buffalo AKG Art Museum, a rehabilitated and reimagined Erie Canal waterfront, the reopening of the Michigan Street Baptist Church and Colored Musicians Club, the restoration of two Frank Lloyd Wright houses and the revived Richardson Hotel at the center of the Richardson Campus and asylum. Soon, in 2026, the reconceived Ralph Wilson Park on the lakeshore will join the lineup. We've been attracting the attention of outlets like Time Magazine, the New York Times, Food & Wine and CNN Travel. Our momentum helps our sales team and the Buffalo Niagara Sports Commission draw conventions and sports-related gatherings, like tournaments and championships.

All together it's a windfall. Tourists have been coming, and spending, more than ever before. They take in our music, theater, unique local fare, a new global food scene and outdoor pleasures. Their spending on hotels, restaurants and attractions adds up: Tourism revenue rose to \$2.4 billion in 2023, topping 2022's \$2.2 billion, which was already a record leap from the pre-pandemic high of \$1.87 billion. Newly released 2024 hotel data reveal \$329 million came to our region last year, a 6 percent increase from 2023.

This record-setting growth led us to a new pinnacle for 2025. Significant new marketing funding will allow for Visit Buffalo Niagara to deploy powerful new tools. With more dollars from Erie County's bed tax, we have groundbreaking plans to reach new markets in the year ahead.

We've hired two national firms to launch wide-reaching advertising and public relations efforts. We will share Buffalo's story in new places across North America and beyond.

We will invite more media to explore and get the word out to the traveling public about the remarkable experiences that await. New advertising campaigns will give us a bigger national megaphone. We can't wait to show you how we are going to promote Buffalo now. Stay tuned. The best is yet to come.



ERIE COUNTY HOTEL & SHORT-TERM RENTAL KPIS - February 2025

ERIE COUNTY HOTEL PERFORMANCE - February 2025

February Revenue		February Occupancy		February Demand		February Average Daily Rate		February RevPAR	
\$17,704,953		48.4%		137,501		\$128.76		\$62.32	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-7.2%	\$19,080,672	10.3%	43.9%	-0.3%	137,868	-7.0%	\$138.40	2.6%	\$60.76

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$36,794,976		46.0%		275,487		\$133.56		\$61.47	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
0.2%	\$36,719,964	-3.8%	47.8%	-2.7%	283,091	3.0%	\$129.71	-0.8%	\$61.95

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - February 2025

February Revenue		February Occupancy		February Guest Check-Ins		February Average Daily Rate		February RevPAR	
\$2,300,428		20.9%		4,854		\$149.00		\$31.00	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-10.5%	\$2,571,617	5.0%	19.9%	-9.8%	5,383	-4.5%	\$156.00	0.0%	\$31.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$4,872,045		20.4%		10,237		\$152.00		\$31.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
35.2%	\$3,604,726	17.9%	17.3%	33.9%	7,647	1.3%	\$150.00	19.2%	\$26.00

BUF AIRPORT PASSENGERS - February 2025

February BUF Airport Passenger Traffic	
326,550	
Change	January 2025
0.8%	324,058

BUF AIRPORT PASSENGERS - FY 2025 YTD

YTD BUF Passenger Traffic	
650,608	
Change	2024
5.5%	616,809

CROSS BORDER TRAFFIC - February 2025

February U.S./Canada Cross Border Bridge Traffic	
246,792	
Change	January 2025
-13.5%	285,231

CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridge Traffic	
532,023	
Change	2024
-2.7%	547,019



SALES & SERVICES KPIs - February 2025

LEADS GENERATED PERFORMANCE - February 2025

February Leads Generated		February Leads Room Nights		February Leads Attendance		February Leads Economic Impact	
56		66,837		67,702		\$55,282,199	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
1.8%	55	119.7%	30,428	72.4%	39,278	10.4%	\$50,066,597

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
111		97,265		106,980		\$105,348,796	
Change	2024	Change	2024	Change	2024	Change	2024
6.7%	104	29.6%	75,071	49.7%	71,459	66.6%	\$63,228,520

DEFINITE BOOKINGS PERFORMANCE - February 2025

February Definite Bookings		February Definite Room Nights		February Definite Attendance		February Definite Economic Impact	
33		21,607		19,404		\$16,530,693	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
43.5%	23	57.5%	13,723	30.6%	14,854	54.3%	\$10,715,829

DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
56		35,330		34,258		\$27,246,523	
Change	2024	Change	2024	Change	2024	Change	2024
16.7%	48	25.1%	28,240	-7.0%	36,835	5.4%	\$25,850,145

EVENTS HELD PERFORMANCE - February 2025

February Events Held		February Events Held Hotel Rooms		February Events Held Attendance		February Groups Served	
24		13,264		31,698		10	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
100.0%	12	9.8%	12,075	161.0%	12,144	100.0%	5

EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
36		25,339		43,842		15	
Change	2024	Change	2024	Change	2024	Change	2024
24.1%	29	-4.1%	26,429	37.7%	31,842	0.0%	15



SALES & SERVICES ACTIVITIES - February 2025

LOST LEADS - February 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - Feb. 2025		PARTNER REFERRALS - YTD 2025	
February Lost Business Leads		YTD Lost Business Leads		February Partner Referrals		YTD Partner Referrals	
14		25		81		102	
Change	Jan. 2025	Change	2024	Change	Jan. 2025	Change	2024
27.3%	11	0.0%	25	285.7%	21	5.2%	97

TRADESHOW ATTENDANCE - February 2025

 Conference/Tradeshow Philadelphia, PA February 1-4 Leah Mueller	 Convention & Tradeshow Louisville, KY January 31- February 2 Karen Cox, Marisa Urbano and Lauren Vargo	 Meeting NY Conference & Tradeshow New York, NY February 26-28 Meaghan Zimmer	
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Members of the Visit Buffalo Niagara and Buffalo Niagara Sports Commission services team attended the annual Event Services Professionals Association (ESPA) Conference in Louisville, KY. This premier industry event brings together destination professionals from across the country to share best practices, enhance service strategies, and strengthen the vital role of event services in destination success.

Through a series of educational sessions, networking opportunities, and industry roundtables, our team gained valuable insights into emerging trends, innovative service approaches, and strategies to enhance the event experience for meeting and sports event organizers. Attending ESPA allows VBN and BNSC to stay at the forefront of event services excellence, ensuring that Buffalo remains a top-tier destination for conventions, meetings, and sporting events.

Our participation reinforces our commitment to delivering outstanding service to event planners and ensuring every event held in Buffalo is seamless, successful, and memorable.

CLIENT SITE VISITS - February 2025

Association	SMERF	Sports	Tour & Travel
4	0	1	1

CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
4	1	3	2

2025 American Bus Association Marketplace - Philadelphia, PA



In February, Leah Mueller, VBN's Vice President of Sales & Services, attended the American Bus Association (ABA) Marketplace, a key industry event she has participated in for over 20 years. This conference continues to serve as an essential platform for identifying new business prospects, strengthening relationships with longstanding tour operator partners, and networking with industry peers. As in previous years, Visit Buffalo Niagara returned with valuable leads and opportunities that will contribute to future group travel business in the region.

SALES & SERVICES ACTIVITIES - February 2025

CELEBRATING GIRLS AND WOMEN IN SPORTS DAY



In recognition of National Girls & Women in Sports Day (NGWSD) this past February, Visit Buffalo Niagara and the Buffalo Niagara Sports Commission proudly celebrated the achievements of girls and women in sports. This national initiative highlights the transformative power of sports in unlocking limitless potential and emphasizes the importance of equitable access to athletic opportunities for all.

As part of our commitment to supporting and promoting women's sports, we are thrilled to welcome an exciting lineup of women's sporting events to Buffalo and Erie County throughout 2025. These events will provide valuable opportunities for female athletes of all ages to compete, grow, and inspire future generations.

Upcoming Women's Sporting Events in 2025:

Girls Only - NYSAHA's Try Hockey For Free Event – February 8, Northtown Center at Amherst

Professional Women's Hockey League Takeover Tour – February 23, KeyBank Center

USCAA Division I & II Women's Small College Basketball National Championships – March 7, Villa Maria College Athletic Center

NYSAHA Girls Tier I & II 12U, 14U, 16U & 19U State Championships – March 7-9, Northtown Center at Amherst

RCX Sports 2025 NFL Flag Football Regional Tournament – March 15, Sahlen's Sports Park

Pepsi-Cola Invitational - Pepsi All Girls Weekend – March 28, Holiday Twin Rinks & Leisure Rinks

Buffalo Niagara Dragon Boat River Festival – June 14, Buffalo RiverWorks

Aunt Rosie's Softball (U12 - U18 events) – Various dates throughout June & July

Through these events, Visit Buffalo Niagara and the Buffalo Niagara Sports Commission continue to champion opportunities for female athletes and showcase Buffalo as a premier destination for women's sports. We look forward to celebrating these incredible athletes and fostering a more inclusive and dynamic sports community.

SUPPORTING PROFESSIONAL WOMEN'S HOCKEY IN BUFFALO



Professional women's hockey took center stage at KeyBank Center as Buffalo hosted a PWHL Takeover Tour game, with support from Visit Buffalo Niagara and the Buffalo Niagara Sports Commission. Over 8,000 fans watched the New York Sirens face off against the Boston Fleet in a thrilling match that went into overtime and a shootout, highlighting the rising momentum of women's professional hockey. Amherst Youth Hockey also took the ice between periods, energizing the local community.

As the sixth stop on the league's North American tour, the event reinforced Buffalo's reputation as a top destination for major sports and its commitment to hockey development at all levels.

Thanks to partners including the Buffalo Niagara Sports Commission, Rob Crean & the Buffalo Sabres, and KeyBank Center, the event was a success and further solidified Buffalo as a hub for women's sports.

MARKETING & COMMUNICATIONS KPIs - February 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - February 2025

February Engaged Sessions		February Mobile Sessions		February Website Views		February Search Impressions		February All Video Views	
57,731		34,864		181,644		8,096,533		343,697	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-18.5%	70,846	-25.0%	46,513	-12.4%	207,326	-26.7%	11,039,781	-20.7%	433,208

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
128,577		81,377		388,970		19,136,314		776,905	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-25.3%	172,176	-24.0%	107,127	-16.5%	465,839	NEW KPI	NO HISTORY	-15.6%	920,036

MEDIA RELATIONS PERFORMANCE - February 2025

February Media Placements		February Media Impressions		February Media Social Shares		February Media Touchpoints		February Media Visits	
25		67,337,227		3,700		2		1	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
56.3%	16	-61.4%	174,505,113	-24.5%	4,900	0.0%	2	#DIV/0!	0

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
41		241,337,060		8,600		4		1	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
41.4%	29	174.0%	88,064,214	452.0%	1,558	-77.8%	18	0.0%	1

EXAMPLES OF FEBRUARY MEDIA HITS

THE POINTS GUY 12 destinations where you can learn about Black history in America Reese May Buffalo, New York  Founded in 1925, The Elmer and Jax Museum in Buffalo welcomed Black artists, providing a safe place to perform and enjoy music when they were often denied entry to other clubs and venues. The museum will Readership: 5,416,750	lonely planet 15 cities with the most tantalizing food scenes 14, Buffalo, USA Recommended by Julia Buckley In 1964, the story goes, Torcuato Bellissimo, owner of Buffalo's Anchor Bar, deep-fried some chicken wings for his hungry son and his student friends, then tossed them in cayenne hot sauce. That's how Buffalo Wings supposedly originated – and today you'll want to munch your way through the official (and lip-smackingly good) Buffalo Wing Trail. But there's far more to foodie Buffalo than chicken. There's beef on weck – sauced, hard bread kummelback rolls dusted with cayenne seeds, stuffed with roast beef and a codpiece of horseradish, and served with a pickle. Then there's sponge: Readership: 3,297,798	FINANCE BUZZ The Hottest Chicken Wing Spot in Every State (#32 is Where Buffalo Style Began) Get ready to savor the finger-licking flavors of your state's favorite wing haven  Location: Mar. 15, 2021 Fast checked By Ginny Baker Expert by: The Best Buffalo Without obvious flambé, Buffalo-style chicken wings are the best Buffalo chicken wings. 32. New York: Anchor Bar (Buffalo) Anchor Bar in Buffalo is a must for this area, considering it's noted as the original home of the buffalo chicken wing Readership: 10,189,366	The Official Magazine of FOOD WINE TRAVEL FWT Magazine  I Never Thought Buffalo Was This Cool February 11, 2025 Tim Gurnee Buffalo is now given a 10-point expected for most. It only knew to follow Buffalo City Council term and Buffalo Wings But then I learned something new as I read Texas Monthly magazine. It had named the city's Southern Junction restaurant among "The Best Places in the USA to Get Texas BBQ (Outside of Texas)" (p. 100). As a Readership: 7,119	Democrat & Chronicle Buffalo, NY  The Buffalo skyline (photographed from the Niagara Park Casino) Buffalo, New York This "underrated urban revival of one of America's architectural powerhouses" earned the 41st spot on the list. With 16 million in the Buffalo metro area, Buffalo is New York's second largest city and is located in Erie County in western New York, bordering Lake Erie. It is just a stone's throw from Canada and Niagara Falls, which straddles the international border. Readership: 1,439,951
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MARKETING & COMMUNICATIONS KPIs - February 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
117,662		29,278		93,703		35,033		168	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
0.2%	117,441	-0.3%	29,371	0.5%	93,265	0.4%	34,905	-2.3%	172

EXAMPLES OF SOCIAL MEDIA POSTS - February 2025



February
Most Viewed
Social Media Post
"BuffaSNOW Art Trail"
59,871



VBNS BUFFASNOW ART TRAIL

During the month of February, Visit Buffalo Niagara proudly introduced the BuffaSNOW Art Trail, a unique winter attraction that showcased larger-than-life, colorized snow sculptures at three iconic Erie County locations. Created in collaboration with artist Eric Jones, this initiative enhanced Buffalo's winter tourism appeal and provided residents and visitors with an interactive and visually stunning seasonal experience.

The BuffaSNOW Art Trail was open to the public free of charge and encouraged social media engagement, further promoting Buffalo as a premier winter destination. The sculptures were on display at the following locations:

BearBNB – The Buffalo Zoo, 300 Parkside Ave, Buffalo

Tropical Parad-Ice – Buffalo and Erie County Botanical Gardens, 2655 South Park Ave, Buffalo

Magnificent – Chestnut Ridge Park, Orchard Park, Erie County

This initiative highlighted our region's creativity and vibrant winter culture, inviting the community to explore, engage, and celebrate the season in Buffalo.



BNP SUSTAINABLE TOURISM FORUM



Visit Buffalo Niagara was proudly represented by Vice President of Marketing, Karen Fashana, at the Buffalo Niagara Partnership's Hospitality Forum, where we participated in a dynamic panel discussion on sustainability in tourism. It was an excellent opportunity to highlight our region's commitment to sustainable travel practices and engage with industry leaders. We appreciate the Buffalo Niagara Partnership for hosting this important conversation and for the opportunity to contribute to the dialogue.

DESTINATION PROFESSIONALS DAY



In February, Visit Buffalo Niagara proudly joined destinations across the country in celebrating National Destination Day, recognizing the vital role destination professionals play in driving tourism, supporting local economies, and enhancing community pride. The team marked the occasion by highlighting staff contributions on social media and participating in industry-wide conversations that showcased the impact of destination marketing and management.



ORGANIZATIONAL ACTIVITIES - February 2025

ONBOARDING NEW AGENCY OF RECORD

As part of our onboarding with our new agency of record, MMGY Global, Visit Buffalo Niagara hosted a two-day visit that combined strategic collaboration with an immersive introduction to Buffalo's distinct character. Together, we explored branding insights, media strategy, and key performance indicators—laying the groundwork for the upcoming launch of our new brand and advertising campaign set to debut in Q3. Beyond the boardroom, we introduced the MMGY team to Buffalo's rich history and vibrant culture with visits to The Buffalo History Museum, the Buffalo AKG Art Museum, and the Theodore Roosevelt Inaugural National Historic Site, as well as fun and flavorful experiences like curling at Buffalo RiverWorks and sampling our diverse culinary scene. The visit was both inspiring and productive, setting the stage for a bold new chapter in how we promote Buffalo to the world.



U.S. TRAVEL ASSOCIATION POWER HOUR WITH CONGRESSMAN KENNEDY



The U.S. Travel Association's #TravelWorks campaign arrived in Buffalo this winter for a Power Hour event that brought together Congressman Tim Kennedy and key tourism leaders to underscore the vital role the travel industry plays in driving economic growth and job creation. Congressman Kennedy remarked, "The Buffalo Niagara region is a premier destination, and travelers are taking note."

The event featured Patrick Kaler, President and CEO of Visit Buffalo Niagara; Congressman Timothy Kennedy (NY-26); John Percy, CDME, President and CEO of Destination Niagara USA; and Nicole Porter, Vice President of Political Affairs at the U.S. Travel Association. They were joined by more than twenty tourism industry leaders from Erie and Niagara counties, reflecting a strong regional commitment to collaboration and the continued advancement of the travel sector.

"The Power Hour event was a pivotal opportunity to highlight the tremendous economic impact of travel and tourism on our region," said Patrick Kaler. "Buffalo and Niagara Falls continue to gain recognition as must-visit destinations that offer rich cultural experiences, iconic attractions, and thriving local businesses." The conversation was especially timely, taking place as early discussions of potential U.S. tariffs on Canadian goods began to raise concern and influence Canadian traveler sentiment toward cross-border visits.

FEBRUARY INDUSTRY NIGHT AT THE ROSE

Visit Buffalo Niagara hosted a successful Industry Night in February at The Rose, welcoming more than 70 attendees for an evening of networking and celebration. Special thanks to our gracious hosts, Lisa and Chris Roosevelt, and their outstanding team for creating such a warm and welcoming atmosphere.

To stay informed about future Industry Night events and the latest happenings in Buffalo's tourism scene, we encourage partners to subscribe to our weekly *In the BUF* newsletter, delivered every Thursday. The newsletter highlights industry news, local attractions, hotels, restaurants, and more—including *Buffalo Niagara This Week*, a curated roundup of top events happening across Erie County.



BUFFALO CONVENTION CENTER KPIs - February 2025

BCC REVENUE PERFORMANCE - February 2025

February Total Revenue		February Rent Revenue		February Food & Beverage Revenue		February Electrical Revenue		February Other Revenue	
\$335,145		\$62,876		\$250,533		\$17,703		\$4,033	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
41.5%	\$236,832	-35.7%	\$97,794	109.9%	\$119,354	-10.1%	\$19,684	403300.0%	\$0

BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$571,977		\$160,670		\$369,887		\$52,180		\$4,033	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-39.2%	\$940,871	-7.2%	\$173,076	-48.7%	\$721,235	31.5%	\$39,685	-41.3%	\$6,875

BCC OPERATIONS PERFORMANCE - February 2025

February Total Events Held		February Conventions		February Meetings		February Banquets		February Consumer/Public Shows	
8		2		3		2		1	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Dec. 2023
-20.0%	10	#DIV/0!	0	-25.0%	4	-50.0%	4	-50.0%	2

BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
18		2		7		6		3	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
20.0%	15	-50.0%	4	40.0%	5	100.0%	3	0.0%	3

BCC EVENT ATTENDANCE - February 2025

February Total Event Attendance	
9,039	
Change	Jan-24
-49.1%	17,763

BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
26,802	
Change	2024
-12.3%	30,573

BCC DAYS OCCUPIED - February 2025

February Total Number of Days Occupied	
23	
Change	Jan-24
15.0%	20

BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
43	
Change	2024
-4.4%	45

BCC SALES ACTIVITY KPIs - February 2025

LEADS GENERATED PERFORMANCE - February 2025

February Total Leads Generated		February BCC Generated Leads		February VBN Generated Leads		February Confirmed Bookings	
17		6		11		12	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-5.6%	18	-50.0%	12	10.0%	10	-52.0%	25

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
39		18		21		37	
Change	2024	Change	2024	Change	2024	Change	2024
62.5%	24	28.6%	14	110.0%	10	37.0%	27

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - February 2025

February Total Solicitation Calls		February Existing Client Calls/Contact		February New Client Calls/Contact		February Lost Business	
52		11		41		7	
Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025	Change	Jan. 2025
-38.1%	84	-57.7%	26	-29.3%	58	0.0%	7

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - YTD 2025

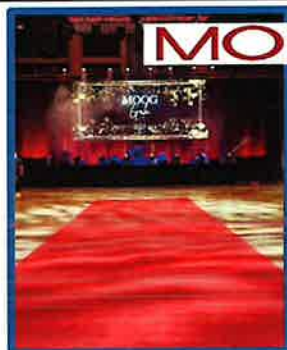
YTD Total Solicitation Calls		YTD Existing Client Calls/Contact		YTD New Client Calls/Contact		YTD Lost Business	
136		37		99		14	
Change	2024	Change	2024	Change	2024	Change	2024
34.7%	101	-28.8%	52	102.0%	49	16.7%	12

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	100	71	43	24
Expected Attendance	249,975	172,743	196,859	214,082	160,765	119,450
Expected Hotel Room Nights	25,000	21,094	19,456	26,326	14,282	1,893
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 29,162,007	\$ 23,777,935	\$ 17,784,034	\$ 13,453,430

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN FEBRUARY 2025



New York Bar Exam

**BUFFALO
CONVENTION
CENTER**

Visit Buffalo Niagara Board of Directors

Officers

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

Members

Terry Alford, Michigan Street African-American Corridor
 Mark Alnut, University of Buffalo Department of Athletics
 Melissa Brown, Buffalo History Museum
 Daniel Castle, Erie County Department of Environment & Planning
 Anthony J.W. Chase, Buffalo State University
 Dottie Gallagher, Buffalo Niagara Partnership
 Mark Glasgow, Erie County Legislature Majority Caucus Appointee
 Brian Gould, City of Buffalo Appointee
 Patrick Kaler, Visit Buffalo Niagara CEO
 Bob Karmazyn, Embassy Suites Buffalo
 William Paladino, Erie County Legislature Minority Caucus Appointee
 Shannon Patch, Delaware North
 Steven Ranalli, Erie County Stadium Corporation
 David Schutte, Schutte Hospitality Group
 Michelle Urbanczyk, Explore and More Children's Museum

Data Sources For This Key Performance Indicator Report:

Cevis Technologies
 Cision
 Destinations International
 Google Analytics
 Key Data
 Longwoods International
 Lou Hamond Group
 MMGY
 Momentus Technologies
 Sales Force Marketing Cloud
 Simpleview
 STR (Smith Travel Research)
 Tourism Economics
 U.S. Travel Association
 Zartico



Purpose Statement:
 We champion America's greatest
 reimagined city.

Visit Buffalo Niagara Staff

Jennifer Bialek, Executive Assistant to the CEO
 Drew Brown, Senior Content Director
 Michele Butlak, Accounting & Benefits Manager
 Brooke Chavanne, Administrative Sales Assistant
 Karen Cox, Director of Convention Services
 Karen Fashana, Vice President of Marketing
 Brian Hayden, Senior Director of Marketing & Communications
 Nick Householder, Destination Experience Specialist
 Patrick Kaler, President & CEO
 Michelle Kearns, Director of Communications
 David Marzo, Chief Financial Officer
 Leah Mueller, Vice President of Sales and Services
 Hailey Muscarella, Administrative Assistant Business Intelligence
 Heather Nowakowski, Senior Director of Business Intelligence
 Temekia Powers, National Sales Director
 Kate Scaduto, Marketing & Social Media Manager
 Renata Toney, Vice President of Destination Experience
 Marisa Urbana, Convention Services Manager
 Meredith Walsh, National Sales Manager
 Meaghan Zimmer, National Sales Director
 TBD, Industry Relations Assistant
 TBD, Graphic Designer
 TBD, Marketing Specialist
 TBD, Visitor Center Manager

Buffalo Niagara Sports Commission Staff

James Adler, Director of Sports Sales
 Greg Gelinas, Director of Sports Development
 Patrick Kaler, President & CEO
 Leah Mueller, Vice President of Sales & Services
 Lauren Vargo, Sports Services Manager

Buffalo Convention Center Staff

Melissa Burke, Senior Director of Sales
 Jeff Calkins, Vice President & General Manager
 Lorna Cullen, Office Manager
 Jamie Flood, Controller
 Patrick Kaler, President & CEO
 Craig Landseadel, Executive Chef
 Mary Ann Martin, Bookkeeper & Benefits Manager
 Heather Petrino, Sales & Services Coordinator
 Ken Sanford, Chief Engineer
 Christie Walker, Convention & Event Services Manager
 Michael Will, Director of Operations
 Colleen Willis, Director of Sales
 Danielle Winiarski, Assistant General Manager
 Marc Witman, Operations Manager
 Alishia Vega, Front Desk Receptionist
 Lolani Yeager, Sales & Catering Manager

BUFFALO CONVENTION CENTER

Purpose Statement:

We inspire connection through
 unparalleled hospitality, collaborative
 partnerships, and exceptional
 experiences.



MONTHLY KPI DASHBOARDS

March 2025



**BUFFALO
CONVENTION
CENTER**

ERIE COUNTY HOTEL & SHORT-TERM RENTAL KPIs - March 2025

ERIE COUNTY HOTEL PERFORMANCE - March 2025

March Revenue		March Occupancy		March Demand		March Average Daily Rate		March RevPAR	
\$22,221,374		55.2%		173,772		\$127.88		\$70.65	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
25.5%	\$17,704,953	14.0%	48.4%	26.4%	137,501	-0.7%	\$128.76	13.4%	\$62.32

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$59,016,350		49.2%		449,259		\$131.36		\$64.63	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
1.3%	\$58,265,305	2.9%	47.8%	-1.3%	455,406	1.3%	\$129.71	4.3%	\$61.95

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - March 2025

March Revenue		March Occupancy		March Guest Check-Ins		March Average Daily Rate		March RevPAR	
\$2,585,735		21.1%		4,900		\$149.00		\$32.00	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
12.4%	\$2,300,428	1.0%	20.9%	0.9%	4,854	0.0%	\$149.00	3.2%	\$31.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$7,419,622		20.5%		15,128		\$151.00		\$31.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
22.9%	\$6,036,721	9.0%	18.8%	20.4%	12,570	0.0%	\$151.00	10.7%	\$28.00

BUF AIRPORT PASSENGERS - March 2025

March BUF Airport Passenger Traffic	
401,282	
Change	February 2025
22.9%	326,550

BUF AIRPORT PASSENGERS - FY 2025 YTD

YTD BUF Passenger Traffic	
1,051,890	
Change	2024
2.9%	1,021,892

CROSS BORDER TRAFFIC - March 2025

March U.S./Canada Cross Border Bridge Traffic	
293,582	
Change	February 2025
19.0%	246,792

CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridge Traffic	
825,605	
Change	2024
-8.3%	900,046

CROSS BORDER TRAFFIC - FY 2024 YOY

March U.S./Canada Cross Border Bridge Traffic	
293,582	
Change	March 2024
-16.8%	353,027



SALES & SERVICES KPIs - March 2025

LEADS GENERATED PERFORMANCE - March 2025							
March Leads Generated		March Leads Room Nights		March Leads Attendance		March Leads Economic Impact	
40		28,595		46,940		\$26,180,255	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-28.6%	56	-57.2%	66,837	-30.7%	67,702	-52.6%	\$55,282,199
LEADS GENERATED PERFORMANCE - YTD 2025							
YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
151		125,860		153,920		\$131,529,051	
Change	2024	Change	2024	Change	2024	Change	2024
32.5%	114	38.4%	90,927	51.1%	101,862	68.0%	\$78,273,622

DEFINITE BOOKINGS PERFORMANCE - March 2025							
March Definite Bookings		March Definite Room Nights		March Definite Attendance		March Definite Economic Impact	
25		14,244		17,361		\$10,401,627	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-24.2%	33	-34.1%	21,607	-10.5%	19,404	-37.1%	\$16,530,693
DEFINITE BOOKINGS PERFORMANCE - YTD 2025							
YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
81		49,450		51,619		\$37,648,149	
Change	2024	Change	2024	Change	2024	Change	2024
6.6%	76	23.9%	39,910	2.0%	50,620	8.8%	\$34,610,156

EVENTS HELD PERFORMANCE - March 2025							
March Events Held		March Events Held Hotel Rooms		March Events Held Attendance		March Groups Served	
24		20,896		24,210		19	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
0.0%	24	57.5%	13,264	-23.6%	31,698	90.0%	10
EVENTS HELD PERFORMANCE - YTD 2025							
YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
60		46,235		68,052		34	
Change	2024	Change	2024	Change	2024	Change	2024
11.1%	54	13.1%	40,862	36.7%	49,787	17.2%	29



SALES & SERVICES ACTIVITIES - March 2025

LOST LEADS - March 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - Mar. 2025		PARTNER REFERRALS - YTD 2025	
March Lost Business Leads		YTD Lost Business Leads		March Partner Referrals		YTD Partner Referrals	
34		59		22		119	
Change	Feb. 2025	Change	2024	Change	Feb. 2025	Change	2024
142.9%	14	37.2%	43	-12.0%	25	-50.4%	240

TRADESHOW ATTENDANCE - March 2025

 CHRISTIAN CAMP & CONFERENCE ASSOCIATION Conference & Tradeshow Colorado Springs, CO March 4-4 Meredith Walsh	 select OPEN FOR TOURISM CONFERENCE Tradeshow Owensboro, KY March 9-11 Leah Mueller	 ESSAE GUIDE. EMPOWER. LEAD. EMPIRE STATE SOCIETY OF ASSOCIATION EXECUTIVES Conference & Tradeshow Albany, NY March 20 Meaghan Zimmer	 MIC of Colorado Meetings Industry Council of Colorado Tradwshow Denver, CO March 24-25 Meaghan Zimmer
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Meaghan Zimmer, National Sales Director at Visit Buffalo Niagara, recently represented the destination at the Meetings Industry Council (MIC) of Colorado's Educational Conference & Trade Show—marking the organization's first time attending this premier event. With a strong concentration of national meeting planners in attendance, the MIC Conference presented a valuable opportunity to position Buffalo as a competitive and welcoming host city for future conventions and meetings. By entering a new and strategically important market, Zimmer was able to build meaningful relationships, share Buffalo's story, and generate interest that could lead to increased group business and economic impact for the region. At our interactive booth, we asked the tough question, "Flats or Drums?"



CLIENT SITE VISITS - March 2025

Association	SMERF	Sports	Tour & Travel
1	1	0	2

CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
5	2	3	4

BUFFALO HOSTS 2025 NJCAA SWIMMING & DIVING CHAMPIONSHIPS



The Buffalo Niagara Sports Commission and Visit Buffalo Niagara, in partnership with Erie Community College, hosted the 2025 NJCAA Men's and Women's Swimming & Diving Championships from March 5–8 at the Burt Flickinger Athletic Center.

The event drew over 300 top junior college athletes from across the country for four days of national competition. The state-of-the-art venue provided an exceptional experience for competitors and fans alike, while generating increased hotel stays and visitor spending.

Thanks to ECC and all involved for helping showcase Buffalo as a premier destination for collegiate sports.



SALES & SERVICES ACTIVITIES - March 2025

34 TEAMS FROM ACROSS THE COUNTRY WELCOMED TO BUFFALO FOR USCAA

In March, Buffalo and Erie County proudly welcomed 34 teams and their fans from across the country for the USCAA Basketball National Championships—a first-time event for our region that proved to be an incredible success. The Buffalo Niagara Sports Commission is thrilled with the outcome and grateful for the community-wide collaboration that helped showcase why hosting events in Erie County is something special.

The eight-day tournament not only delivered an outstanding experience for student-athletes and visitors, but also made a measurable impact on our local economy. Hotel occupancy across the region saw a 14.2% week-over-week increase, reflecting the significant boost in travel and tourism activity generated by the event.

From venue support to hospitality services, the seamless coordination across our partners played a key role in creating a memorable championship experience.

A sincere thank you to all who helped make this event possible:

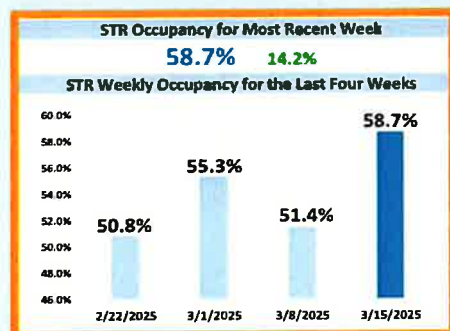
- Bryant & Stratton College – Buffalo
- Villa Maria College
- Erie Community College
- D'Youville University
- Erie County
- City of Buffalo
- Buffalo RiverWorks
- Buffalo Civic Auto Ramps, Inc.

Your partnership and dedication were instrumental in the success of this national championship, and we look forward to building on this momentum for future events.



THE IMPACT OF ONE BASKETBALL TOURNAMENT ON ERIE COUNTY

In March 2025, Buffalo and Erie County experienced a notable surge in tourism activity driven by the successful hosting of the United States Collegiate Athletic Association (USCAA) Men's and Women's Basketball National Championships. Over the course of eight days, the event brought 34 teams and their fans from across the country, creating a substantial boost in visitor spending across hotels, restaurants, and local attractions during a typically slower travel period.



The impact of the tournament is clearly reflected in hotel performance. According to STR data, hotel occupancy for the week ending March 15, 2025, climbed to 58.7%, up from 51.4% the previous week—marking a 14.2% week-over-week increase. This was the highest occupancy rate recorded over the last four weeks, underscoring the value of sports tourism in driving economic activity during the shoulder season.

Looking ahead, March 2026 is shaping up to be a landmark month for collegiate basketball fans in Buffalo. Visit Buffalo Niagara and the Buffalo Niagara Sports Commission are proud to welcome back the USCAA Men's and Women's Basketball National Championships, and will also host Rounds 1 & 2 of the NCAA Men's Basketball Tournament at KeyBank Center. These back-to-back events are expected to draw thousands of athletes, families, and fans, generating strong economic returns and reinforcing Buffalo's reputation as a premier destination for major sporting events.

MARKETING & COMMUNICATIONS KPIs - March 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - March 2025

March Engaged Sessions		March Mobile Sessions		March Website Views		March Search Impressions		March All Video Views	
70,410		45,685		217,444		9,259,634		217,444	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-0.6%	70,846	-1.8%	46,513	4.9%	207,326	-16.1%	11,039,781	19.7%	181,644

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
198,987		127,062		606,414		28,395,948		606,414	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-34.9%	305,504	-34.9%	195,292	-2.6%	622,507	NEW KPI	NO HISTORY	-29.2%	856,376

MEDIA RELATIONS PERFORMANCE - March 2025

March Media Placements		March Media Impressions		March Media Social Shares		March Media Touchpoints		March Media Visits	
13		4,398,570		836		26		0	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
-48.0%	25	-93.5%	67,337,227	-77.4%	3,700	44.4%	18	#DIV/0!	0

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
54		245,735,630		9,436		60		1	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
10.2%	49	-44.3%	441,427,620	288.2%	2,431	106.9%	29	-75.0%	4

EXAMPLES OF March MEDIA HITS

TastingTable. How Pizza And Chicken Wings Became A Classic Combo Buffalo, NY is the birthplace of this combo  The truth is that when the Todman's launched their wing business in 1994, hot Buffalo chicken wings were a relatively new dish in the culinary world. A handful of decades earlier, right around the time the eldest Joe Todman opened La Nova Pizza, wings were seen as a "throwaway" cut of meat. It wasn't until the 1980s when two restaurants, Wings and Things and Anchor Bar, began serving them. Buffalo chicken wings that have become an iconic part of the Buffalo, New York, food scene. Readership: 8,638,644	Condé Nast Traveler 28 Spring Travel Deals to Ring in the Season Ring In Spring with a staycation at the Curious Hotel The Curious Hotel in Buffalo, New York, is a boutique hotel that blends historic charm with modern sophistication. Housed in a beautifully restored early 20th-century landmark building, the hotel offers fine dining at the renowned Chez Ami, access to the city's only rooftop bar, and stunning panoramic views of downtown Buffalo in its rooftop lounge. The hotel also features a lush indoor-outdoor urban hot springs spa, making it a premier destination for both visitors and locals seeking a refined, unforgettable stay. Now through April 30, the resort is offering a Spring Staycation Package for guests that includes a one-night stay for two in standard king room, dinner at Chez Ami restaurant, unlimited use of the hotel's unique Readership: 102,030	yahoo!creators The ultimate U.S. travel bucket list: Top 20 tourist attractions ranked No. 1: Central Park in New York, New York No. 2: National Mall in Washington, DC No. 3: Balboa Park in San Diego, California No. 4: Smithsonian National Museum of History in Washington, DC No. 5: Times Square in New York City, New York No. 6: Rockefeller Center in New York City, New York No. 7: Niagara Falls in Buffalo, New York No. 8: Golden Gate Park in San Francisco, California No. 9: Magic Kingdom Park in Orlando, Florida No. 10: Brooklyn Bridge Park in New York, New York Readership: 5,704,883	I ♥ NY 28 Spring Festivals You Can't Miss in New York State Buffalo Cherry Blossom Festival: April 26-27 (Greater Niagara)  Buffalo's beloved spring celebration is back for its 12th year at the 120-acre Garden in Delaware Park. Join in the seasonal splendor with festival highlights that include live music, park tours, kids' activities, petting zoo, vendors, organic, Japanese cultural displays, food trucks, and tons of beautiful cherry blossoms! Plus, a 200+ year old cherry tree with a special price on the Porch of the Buffalo History Museum. Buffalo admission is free. Readership: 356,306	TRAVEL AWAITS Top 8 Spots to Eat Buffalo Wings in Buffalo, NY Mammoser's Tavern & Restaurant  In 1976, restaurateur Phyllis Mammoser decided to add her twist to the buffalo wing: she avoided the standard Frank's Red Hot sauce. Readership: 120,310
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MARKETING & COMMUNICATIONS KPIs - March 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
118,516		29,245		94,522		35,360		507	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
16.5%	101,725	-1.8%	29,793	13.0%	83,622	26.1%	28,040	-6.1%	540

EXAMPLES OF SOCIAL MEDIA POSTS - March 2025



March
Most Viewed
Social Media Post
"Paczki Day"
70,542

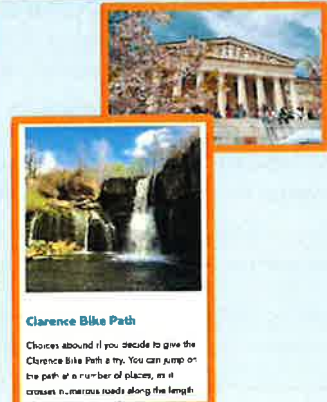


SPRING CAMPAIGN PROMOTION IN FULL BLOOM

Spring has officially arrived in Buffalo, bringing with it renewed energy, vibrant blooms, and a full slate of seasonal activities that highlight our destination's natural beauty and cultural vibrancy.

Visit Buffalo Niagara has launched its spring promotion campaign encouraging visitors to explore everything the season has to offer—from ballgames and scenic trails to festivals, cherry blossoms, and neighborhood strolls. Our digital marketing efforts are directing potential visitors to curated seasonal content designed to inspire immediate travel planning.

As the city awakens from winter, we're capitalizing on the momentum to drive visitation, support our local tourism partners, and showcase Buffalo at one of its most picturesque times of year.



BUFFALO LOVES CANADA AT THE BUFFALO BANDITS GAME



Visit Buffalo Niagara and the Buffalo Niagara Sports Commission proudly celebrated our Canadian neighbors during a special Buffalo Loves Canada activation at the Buffalo Bandits game this past weekend. The event served as a dynamic reminder of the strong cross-border ties that unite our region and the vital role Canadian visitation plays in our local tourism economy.

The energy in the arena was electric, and the message was clear—Buffalo truly values our Canadian friends. A special thank you goes to the Buffalo Marriott LECOM HARBORCENTER and our partners in the local hospitality community, including attractions, restaurants, and breweries, for helping us offer a dream Buffalo getaway to one lucky Canadian fan.

We look forward to welcoming them—and many more visitors from across the border—back to Buffalo in the near future.



ORGANIZATIONAL ACTIVITIES - March 2025

VISIT BUFFALO NIAGARA RESPONSE TO BED TAX PROPOSALS

Opposition to Proposed 3% Bed Tax Increases in Buffalo and Cheektowaga

Visit Buffalo Niagara (VBN) formally opposes the proposed 3% hotel bed tax increases in the City of Buffalo and the Town of Cheektowaga. As Erie County's official destination marketing organization, we are deeply concerned about the negative consequences of these increases on our region's competitiveness, particularly as the funds would be used to fill municipal budget deficits rather than support tourism marketing or destination-related infrastructure.

Key Concerns:

Competitive Disadvantage Nationally

The proposed tax hikes would increase the total tax on hotel rooms in Buffalo and Cheektowaga from 13.75% to 16.75%, placing the region among the nation's top 25 most heavily taxed hotel markets, tied with San Francisco. This elevated rate could severely disadvantage Buffalo in securing conventions, meetings, and leisure travel business, particularly when competing against cities with more favorable tax environments and newer or expanded facilities.

Timing Amid Hotel Inventory Challenges

Buffalo is already facing supply-side limitations in the meetings and events sector, with the 500-room Buffalo Grand Hotel still closed and uncertainty surrounding the timeline for The Statler Hotel's reopening. These conditions already make hosting large-scale events difficult. A higher tax burden now would compound these challenges and risk losing future business to more competitive destinations.

Flawed Revenue Assumptions from Visitor Demand

Assumptions that a 3% bed tax increase will generate substantial new revenue overlook several key market realities. Overall travel demand remains uneven, and Buffalo faces headwinds in rebuilding group business, especially amid hotel inventory challenges and a soft convention pipeline. Compounding this is the current decline in Canadian visitation—historically, a substantial segment for Buffalo and Cheektowaga hotels. Canadian tariffs have negatively impacted cross-border travel, an unfavorable exchange rate, and rising political tensions, including rhetoric suggesting Canada's alignment as a potential "51st state," inflamed public sentiment and decreased U.S. destination coverage in Canadian media. While Canadian travelers are not the only source of room nights, historically they have accounted for 35-40% of Buffalo and Erie County visitation, the ongoing volatility in this key market further weakens the reliability of projected revenue gains from the proposed tax increase.

Inconsistent with Industry Best Practices

The American Hotel & Lodging Association (AHLA) and New York State Hospitality and Tourism Association (NYSHTA) have consistently opposed bed tax increases used for general municipal budgets. They advocate for revenues explicitly directed toward destination marketing, tourism promotion, or infrastructure improvements like convention centers that drive future travel demand. These taxes weaken the tourism ecosystem and threaten long-term economic returns when used otherwise.

Risk of Reduced Travel Demand

Raising hotel taxes without reinvesting in tourism marketing or improving visitor experiences may cause a decline in occupancy and average daily rates, especially among cost-sensitive leisure travelers and price-conscious meeting planners. Rather than generating new revenue, the tax increase could reduce overall regional tourism spending.

Visit Buffalo Niagara urges policymakers to reconsider the proposed bed tax increases. Taxing overnight visitors to fund general government operations is a short-sighted strategy that risks long-term damage to the regional tourism economy. At a time when Buffalo is working to grow its national meeting footprint and regain its cross-border visitation, imposing one of the highest tax rates in the country without reinvesting in destination development will only set our community back. We stand ready to collaborate with municipal leaders to pursue solutions supporting fiscal sustainability and a thriving visitor economy.

CONGRATULATIONS WESTIN BUFFALO



We're proud to celebrate The Westin Buffalo—led by General Manager and Visit Buffalo Niagara Board Member Thomas Long—for earning two top honors from Delaware North: Hotel of the Year and the Reputational Excellence Award for GuestPath®.

These awards highlight The Westin's exceptional guest service and operational excellence. As Thomas Long noted, "This recognition reflects the dedication and teamwork of our entire staff—from the front desk to Patina 250—who consistently deliver unforgettable guest experiences."

Congratulations to Thomas and the entire Westin Buffalo team for this outstanding achievement that continues to elevate Buffalo as a premier travel destination.



ORGANIZATIONAL ACTIVITIES - March 2025

GREAT LAKES USA & CRUISE THE GREAT LAKES ANNUAL MEETING

Visit Buffalo Niagara CEO, Patrick Kaler, attended the 2025 joint annual meeting of Great Lakes USA (GLUSA) and Cruise the Great Lakes (CTGL) which convened in Milwaukee, Wisconsin, from March 19–21. As a proud partner member of both organizations, Visit Buffalo Niagara (VBN) actively participated in sessions focused on promoting regional tourism, enhancing cruise infrastructure, and fostering cross-border collaboration.

Key Highlights:

Record-Breaking Cruise Season Forecast

CTGL announced that the 2025 Great Lakes cruise season is projected to generate over \$230 million in economic impact—a 15% increase from 2024. More than 22,000 passengers are expected to sail, marking a nearly 10% rise year-over-year. This growth is attributed to expanded itineraries and the addition of cruise lines such as Victory Cruise Lines and Ponant, which join existing members like Viking and Pearl Seas Cruises.

Infrastructure Investments

Port Milwaukee unveiled plans for a new \$17 million South Shore Cruise Dock, slated for completion in 2026. This facility aims to accommodate larger vessels and enhance passenger experiences, reinforcing Milwaukee's status as a premier Great Lakes cruise destination.

Collaborative Regional Marketing

GLUSA emphasized the importance of unified marketing strategies to attract international visitors. Leaders from various states and provinces discussed joint campaigns to showcase the Great Lakes' unique offerings, highlighting the benefits of regional cooperation over competition. GLUSA will have a significant presence at U.S. Travel Association's IPW tradeshow taking place in Chicago this coming June, while also organizing post-familiarization tours for both travel trade and media.

Implications for Visit Buffalo Niagara

- **Cruise Tourism Opportunities:** The anticipated increase in cruise activity presents opportunities for Buffalo to position itself as a key port of call, leveraging its rich history and waterfront attractions.
- **Marketing Collaborations:** Engaging in GLUSA's collective marketing initiatives can amplify Buffalo's visibility in international markets, attracting a broader audience of travelers.
- **Infrastructure Development:** Insights from Milwaukee's investment in cruise infrastructure can inform Buffalo's strategies to enhance its own port facilities and services.

VBN's engagement at the annual meeting reinforces its commitment to regional collaboration and positions Buffalo to capitalize on the burgeoning Great Lakes cruise industry.

DESTINATIONS INTERNATIONAL ANNUAL CEO SUMMIT

From March 23–25, 2025, Visit Buffalo Niagara President & CEO Patrick Kaler joined over 300 destination leaders at the Destinations International (DI) CEO Summit in Savannah, Georgia. This record-setting event, hosted in partnership with Visit Savannah, brought together 309 attendees—including 71 first-time participants—for three days of collaboration, innovation, and strategic dialogue.

Summit Themes & Key Takeaways

Adaptive Reuse & Destination Development - A standout keynote featured Richard Kessler (The Kessler Collection) and architect Christian Sottile, who detailed the transformation of Savannah's historic Georgia Power Plant into the award-winning Plant Riverside District and JW Marriott. Their presentation underscored the power of visionary public-private partnerships and creative placemaking—offering valuable insights for Buffalo's waterfront development and heritage tourism initiatives.

Proving DMO Value - In a session titled "Prove It or Lose It," Chuck Davison of Tourism Economics emphasized the importance of measuring and communicating the impact of destination marketing. This aligns with VBN's ongoing efforts to demonstrate return on investment to stakeholders and policymakers.

Leadership in Uncertain Times - DI's Chief Advocacy Officer, Jack Johnson, led a session on navigating global uncertainty, addressing challenges such as natural disasters, political instability, and societal shifts. The discussion highlighted the need for destination leaders to maintain a long-term, purpose-driven vision.

Innovation & Community Engagement - Jared Orton, President of the Savannah Bananas, delivered an engaging presentation on creating a "fans-first" experience. His insights into cultivating a culture of innovation and fun resonated with attendees seeking to enhance community engagement.



We're proud to share that Ryan Fernandez, chef and owner of Southern Junction, has once again earned national recognition—this time as a Finalist for Best Chef: New York State in the prestigious 2025 James Beard Awards. Following his nomination in a different category last year, this continued success reflects both his culinary excellence and Buffalo's growing reputation as a food-forward destination.



BUFFALO CONVENTION CENTER KPIs - March 2025

BCC REVENUE PERFORMANCE - March 2025

March Total Revenue		March Rent Revenue		March Food & Beverage Revenue		March Electrical Revenue		March Other Revenue	
\$560,847		\$212,302		\$310,340		\$35,756		\$2,449	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
67.3%	\$335,145	237.7%	\$62,876	23.9%	\$250,533	102.0%	\$17,703	403300.0%	\$4,033

BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$1,132,824		\$372,972		\$680,227		\$73,143		\$6,482	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-17.0%	\$1,364,029	10.0%	\$338,986	-28.3%	\$948,599	5.1%	\$69,569	-5.7%	\$6,875

BCC OPERATIONS PERFORMANCE - March 2025

March Total Events Held		March Conventions		March Meetings		March Banquets		March Consumer/Public Shows	
7		3		0		2		2	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2023
-12.5%	8	50.0%	2	-100.0%	3	0.0%	2	100.0%	1

BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
25		5		7		8		5	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
8.7%	23	-16.7%	6	0.0%	7	33.3%	6	25.0%	4

BCC EVENT ATTENDANCE - March 2025

March Total Event Attendance	
41,893	
Change	Jan-24
363.5%	9,039

BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
68,695	
Change	2024
19.2%	57,635

BCC DAYS OCCUPIED - March 2025

March Total Number of Days Occupied	
30	
Change	Jan-24
30.4%	23

BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
73	
Change	2024
7.4%	68

BCC SALES ACTIVITY KPIs - March 2025

LEADS GENERATED PERFORMANCE - March 2025

March		March		March		March	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
17		10		7		5	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
112.5%	8	66.7%	6	-36.4%	11	-58.3%	12

LEADS GENERATED PERFORMANCE - YTD 2025

YTD		YTD		YTD		YTD	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
52		28		24		42	
Change	2024	Change	2024	Change	2024	Change	2024
57.6%	33	40.0%	20	84.6%	13	-2.3%	43

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - March 2025

March		March		March		March	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		Lost Business	
61		31		30		10	
Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025	Change	Feb. 2025
17.3%	52	181.8%	11	-26.8%	41	42.9%	7

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - YTD 2025

YTD		YTD		YTD		YTD	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		Lost Business	
197		68		129		24	
Change	2024	Change	2024	Change	2024	Change	2024
34.9%	146	-11.7%	77	87.0%	69	33.3%	18

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	103	69	47	25
Expected Attendance	249,975	172,743	174,938	210,067	166,700	122,450
Expected Hotel Room Nights	25,000	21,094	22,146	26,326	17,762	11,893
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 26,005,916	\$ 23,747,748	\$ 18,529,534	\$ 13,958,527

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN March 2025



Visit Buffalo Niagara Board of Directors

Officers

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

Members

Terry Alford, Michigan Street African-American Corridor
Mark Alnut, University of Buffalo Department of Athletics
Melissa Brown, Buffalo History Museum
Daniel Castle, Erie County Department of Environment & Planning
Anthony J.W. Chase, Buffalo State University
Dottie Gallagher, Buffalo Niagara Partnership
Mark Glasgow, Erie County Legislature Majority Caucus Appointee
Brian Gould, City of Buffalo Appointee
Patrick Kaler, Visit Buffalo Niagara CEO
Bob Karmazyn, Embassy Suites Buffalo
William Paladino, Erie County Legislature Minority Caucus Appointee
Shannon Patch, Delaware North
Steven Ranalli, Erie County Stadium Corporation
David Schutte, Schutte Hospitality Group
Michelle Urbanczyk, Explore and More Children's Museum

Data Sources For This Key Performance Indicator Report:

Cevis Technologies
Cision
Destinations International
Google Analytics
Key Data
Longwoods International
Lou Hamond Group
MMGY
Momentus Technologies
Sales Force Marketing Cloud
Simpleview
STR (Smith Travel Research)
Tourism Economics
U.S. Travel Association
Zartico



Purpose Statement:
We champion America's greatest
reimagined city.

Visit Buffalo Niagara Staff

Jennifer Bialek, Executive Assistant to the CEO
Drew Brown, Senior Content Director
Michele Butlak, Accounting & Benefits Manager
Brooke Chavanne, Administrative Sales Assistant
Karen Cox, Director of Convention Services
Karen Fashana, Vice President of Marketing
Brian Hayden, Senior Director of Marketing & Communications
Nick Householder, Destination Experience Specialist
Patrick Kaler, President & CEO
Michelle Kearns, Director of Communications
David Marzo, Chief Financial Officer
Leah Mueller, Vice President of Sales and Services
Hailey Muscarella, Administrative Assistant Business Intelligence
Heather Nowakowski, Senior Director of Business Intelligence
Temekia Powers, National Sales Director
Kate Scaduto, Marketing & Social Media Manager
Renata Toney, Vice President of Destination Experience
Marisa Urbana, Convention Services Manager
Meredith Walsh, National Sales Manager
Meaghan Zimmer, National Sales Director
TBD, Industry Relations Assistant
TBD, Graphic Designer
TBD, Marketing Specialist
TBD, Visitor Center Manager

Buffalo Niagara Sports Commission Staff

James Adler, Director of Sports Sales
Greg Gelinis, Director of Sports Development
Patrick Kaler, President & CEO
Leah Mueller, Vice President of Sales & Services
Lauren Vargo, Sports Services Manager

Buffalo Convention Center Staff

Melissa Burke, Senior Director of Sales
Jeff Calkins, Vice President & General Manager
Lorna Cullen, Office Manager
Jamie Flood, Controller
Patrick Kaler, President & CEO
Craig Landseadel, Executive Chef
Mary Ann Martin, Bookkeeper & Benefits Manager
Heather Petrino, Sales & Services Coordinator
Ken Sanford, Chief Engineer
Christie Walker, Convention & Event Services Manager
Michael Will, Director of Operations
Colleen Willis, Director of Sales
Danielle Winiarski, Assistant General Manager
Marc Witman, Operations Manager
Alishia Vega, Front Desk Receptionist
Jolani Yeager, Sales & Catering Manager

BUFFALO CONVENTION CENTER

Purpose Statement:

We inspire connection through
unparalleled hospitality, collaborative
partnerships, and exceptional
experiences.

BUFFALO CONVENTION CENTER			
Q1 Revenue	Goal	Actual	Variance
Rent Revenue	\$365,017	\$372,971	2.18%
F&B Revenue	\$591,050	\$680,225	15.09%
Electrical Service	\$80,774	\$73,676	-8.79%
Other Revenue	\$4,633	\$6,482	39.91%
TOTAL REVENUE	\$1,041,474	\$1,133,354	8.82%
YTD Revenue	2025	2024	Variance
Rent Revenue	\$372,971	\$338,986	10.03%
F&B Revenue	\$680,225	\$948,599	-28.29%
Electrical Service	\$73,676	\$69,569	5.90%
Other Revenue	\$6,482	\$6,875	-5.72%
TOTAL REVENUE	\$1,133,354	\$1,364,029	-16.91%
Q1 YTD Events	2025	2024	Variance
Number of Events	25	23	8.7%
Attendance	68,698	57,635	19.2%
Comments Q1			
Total Revenue was up \$91,880 from the original budgeted sales for 2025. There is a significant decrease in the YTD Actual F&B Revenue from last year, mainly due to the loss of the annual Ingram Micro Event. Attendance is more consistent with last fiscal year due to the use of the Evolv security system.			

Q1 Major Events Hosted			
Month	Event Name	Number of Attendees	Revenue
Jan	Niagara Frontier Automobile Dealers Association – 2025 Auto Show	14,679	\$135,291
Jan	Wheeler Communication – Buffalo Wedding Bridal Show 2025	1,320	\$8,172
Jan	Vision Financial Group – Annual Meeting	312	\$32,745
Feb	Town Square Media of Buffalo – Buffalo on Tap 2025	3,766	\$54,762
Feb	MOOG Incorporated – Moog Gala	2,000	\$142,331
Feb	Church of God International Offices – Northeast Winterfest 2025	1,189	\$29,379
Feb	New York State Board of Law Examiners – February Bar Exam	1,089	\$54,893
Feb	The Foundation of the Roman Catholic Diocese of Buffalo – 2025 Catholic Education Dinner	655	\$46,453
March	Marketplace Events – Buffalo Home Show	23,872	\$226,324
March	Motorama Group LLC – Buffalo Motorama	9,300	\$61,780
March	National Association for College Admission Counseling – 2025 NACAC College Fair	5,190	\$23,538
March	New York Dance Alliance – 2025 Dance Convention	1,170	\$40,428

Q1 Major Events Booked		
Year	Event Name	Expected Revenue
2025	Kaleida Health Foundation – 2025 Festival of Trees	\$114,000
2025	The National Alliance of Direct Support Professionals – 2025 Annual Convention	\$65,000
2025	Buffalo Urban League – 2025 Gala	\$60,000
2025	UB Dental Alumni Association – 2025 Buffalo Niagara Dental Meeting	\$46,116
2025	Black Achievers Inc. – Black Achievers Gala	\$43,000
2025	Nickel City Comic Con – Fall Edition	\$38,725
2026	New York Association of FFA – 2026 Annual Convention	\$126,500
2026	Eastern Association of College and University Business Officers – 2026 Annual Meeting	\$100,000
2026	Moog Inc. – Annual Gala	\$85,000
2026	Insurance Club of Buffalo – 2026 I-Day	\$74,673
2026	EventRedi, LLC – Press Play Dance Convention	\$27,300
2027	International Society of Information Fusion – Fusion 2027	\$132,500
2027	Metal Powder Industries Foundation – Annual Powdermet Conference	\$62,500
2028	Marketplace Events – 2028 Buffalo Home Show	\$208,853
2026 – 2030	Board of Law Examiners – 2026 – 2030 February and July Exams	\$989,490

Q1 Notable BCC Activities	
Date	Program
Jan	Met with the new Vice President of Sales & Services with VBN
Jan/Feb	Interviewed and hired new Event Services Manager
Feb	Site inspection/planning meeting for 2025 with National Association for Direct Support Professionals staff
Feb	Attended VBN Industry Night
Feb	Site inspection/planning meeting for 2025 and 2027 with New York School Nutrition Association
Feb	Site inspection for 2027 with National Association of Extension 4-H Youth Development Professionals - NAE4-H YPD
Feb	Site inspection for 2027 with International Technology & Engineering Educators Association - ITEEA
Feb	Site inspection/planning meeting for 2025 with American Association for Aerosol Research - AAAR
Feb	Site inspection for 2026 with New York State Community Action Association
Feb	Site inspection/planning meeting for 2025 with Group Family Travel for African American Travel Conference
March	Site inspection for 2027 with New York State Association of Health, Physical Education, Recreation and Dance
March	Attended Empire State Society of Association Executive – ESSAE Triple M and Annual Meeting in Albany
March	Attended Meeting Professionals Internation Upstate NY Chapter networking reception in Albany

**VISIT BUFFALO NIAGARA
AND AFFILIATES**

**CONSOLIDATED FINANCIAL STATEMENTS
WITH ADDITIONAL INFORMATION**

DECEMBER 31, 2024

INDEPENDENT AUDITORS' REPORT

The Board of Directors
Visit Buffalo Niagara and Affiliates

Opinion

We have audited the consolidated balance sheets of Buffalo Niagara Convention & Visitors Bureau, Inc. d/b/a Visit Buffalo Niagara and Affiliates (the Organization) as of December 31, 2024 and 2023, and the related consolidated 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 referred to above present fairly, in all material respects, the financial position of the Organization as of December 31, 2024 and 2023, 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). 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 Organization, 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.

Responsibility 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 Organization's ability to continue as a going concern for one year after the date 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 will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than 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.

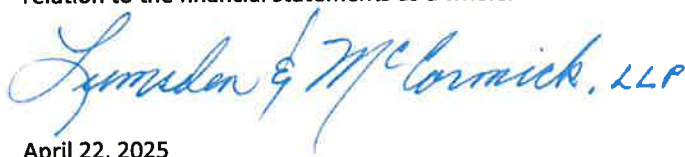
In performing an audit in accordance with GAAS, we:

- 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 Organization'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 Organization'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 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 audits 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.



Sumner & McCormick, LLP

April 22, 2025

VISIT BUFFALO NIAGARA AND AFFILIATES

Consolidated Balance Sheets

December 31,	2024	2023
Assets		
Current assets:		
Cash	\$ 1,185,214	\$ 1,366,883
Accounts receivable, net	50,079	42,877
Contributions receivable	542,717	350,937
Prepaid expenses and other	243,640	220,684
	<u>2,021,650</u>	<u>1,981,381</u>
Property and equipment, net (Note 2)	51,234	64,812
Right of use asset - leases (Note 5)	<u>430,368</u>	<u>81,340</u>
	<u>\$ 2,503,252</u>	<u>\$ 2,127,533</u>
Liabilities and Net Assets		
Current liabilities:		
Current portion of long-term debt (Note 4)	\$ 3,856	\$ 3,751
Current portion of lease liability (Note 5)	80,463	81,340
Accounts payable and accrued expenses	540,206	210,401
Refundable advances	20,000	-
Deferred revenue	239,575	224,174
	<u>884,100</u>	<u>519,666</u>
Long-term debt (Note 4)	132,744	136,722
Lease liability (Note 5)	349,905	-
Net assets:		
Without donor restrictions	1,095,353	1,427,140
With donor restrictions	41,150	44,005
	<u>1,136,503</u>	<u>1,471,145</u>
	<u>\$ 2,503,252</u>	<u>\$ 2,127,533</u>

See accompanying notes.

VISIT BUFFALO NIAGARA AND AFFILIATES

Consolidated Statements of Activities

For the years ended December 31,	2024	2023
Net assets without donor restrictions:		
Revenues and support:		
Contributions:		
Governmental support (Note 6)	\$ 4,968,011	\$ 4,355,718
Private sector participation	62,178	78,453
Advertising	206,600	152,230
Interest and other	44,074	73,237
Net assets released from restrictions	4,500	2,000
Total revenues and support	5,285,363	4,661,638
Expenses:		
Program services:		
Convention	2,245,203	2,048,367
Marketing	2,387,388	2,254,478
Destination experience	497,372	350,942
	5,129,963	4,653,787
Management and general	487,187	598,621
Total expenses	5,617,150	5,252,408
Change in net assets without donor restrictions	(331,787)	(590,770)
Net assets with donor restrictions:		
Contributions	1,645	1,790
Net assets released from restrictions	(4,500)	(2,000)
Change in net assets with donor restrictions	(2,855)	(210)
Change in net assets	(334,642)	(590,980)
Net assets - beginning	1,471,145	2,062,125
Net assets - ending	\$ 1,136,503	\$ 1,471,145

See accompanying notes.

VISIT BUFFALO NIAGARA AND AFFILIATES

Consolidated Statements of Functional Expenses

For the years ended December 31,

	Program Services				Total
	Convention	Marketing	Destination Experience	Management and General	
2024					
Salaries and related benefits	\$ 1,253,910	\$ 754,046	\$ 306,692	\$ 189,249	\$ 2,503,897
Advertising, marketing and promotion	354,780	1,301,484	38,538	397	1,695,199
Visitors' Guide	-	137,302	-	-	137,302
Occupancy	41,036	33,202	15,986	64,812	155,036
Convention services and commitments	151,982	-	-	-	151,982
Trade shows	272,554	24,856	2,206	36,628	336,244
Market research	79,636	83,736	-	-	163,372
Postage, printing, and supplies	8,688	14,275	58,788	4,920	86,671
Depreciation	3,669	3,145	292	16,108	23,214
Other	78,948	35,342	74,870	175,073	364,233
Total	\$ 2,245,203	\$ 2,387,388	\$ 497,372	\$ 487,187	\$ 5,617,150
2023					
Salaries and related benefits	\$ 982,665	\$ 614,927	\$ 249,043	\$ 322,953	\$ 2,169,588
Advertising, marketing and promotion	483,427	1,294,067	12,480	2,040	1,792,014
Visitors' Guide	-	150,762	-	-	150,762
Occupancy	40,682	32,186	15,158	60,585	148,611
Convention services and commitments	156,683	-	-	-	156,683
Trade shows	227,953	36,793	1,431	29,493	295,670
Market research	74,185	84,028	-	-	158,213
Postage, printing, and supplies	8,135	11,166	42,443	7,787	69,531
Depreciation	4,276	3,462	292	17,263	25,293
Other	70,361	27,087	30,095	158,500	286,043
Total	\$ 2,048,367	\$ 2,254,478	\$ 350,942	\$ 598,621	\$ 5,252,408

See accompanying notes.

VISIT BUFFALO NIAGARA AND AFFILIATES

Consolidated Statements of Cash Flows

For the years ended December 31,	2024	2023
Operating activities:		
Change in net assets	\$ (334,642)	\$ (590,980)
Adjustments to reconcile change in net assets to net cash flows from operating activities:		
Depreciation	23,214	25,293
Changes in other current assets and current liabilities:		
Accounts receivable, net	(7,202)	32,137
Contributions receivable	(191,780)	(290,937)
Prepaid expenses and other	(22,956)	(9,640)
Accounts payable and accrued expenses	329,805	51,021
Refundable advances	20,000	(44,499)
Deferred revenue	15,401	63,574
Net operating activities	(168,160)	(764,031)
Investing activities:		
Property and equipment expenditures	(9,636)	(6,561)
Financing activities:		
Principal payments on long-term debt	(3,873)	(3,768)
Net change in cash	(181,669)	(774,360)
Cash - beginning	1,366,883	2,141,243
Cash - ending	\$ 1,185,214	\$ 1,366,883

See accompanying notes.

Notes to Consolidated Financial Statements

1. Summary of Significant Accounting Policies:

Organization:

The consolidated financial statements of Buffalo Niagara Convention & Visitors Bureau, Inc. d/b/a Visit Buffalo Niagara (VBN) and Affiliates (the Organization) include the accounts of VBN and its controlled affiliated entities, Buffalo Niagara Convention & Visitors Bureau Foundation (the Foundation) and Buffalo Niagara Sports Development Company, Inc. (the Sports Commission).

VBN is a business league, nonprofit corporation organized to promote conventions and tourism in the Buffalo-Niagara region.

The Foundation was formed to solicit charitable contributions for the benefit of educating the public on the cultural activities and resources in the Buffalo-Niagara region.

The Sports Commission is a nonprofit corporation formed to promote sports competition in the Western New York region to strengthen the local economy and enhance the community.

All significant intercompany accounts and transactions have been eliminated in the accompanying financial statements.

Buffalo Niagara Convention Center Management Corporation (the Convention Center) is related to the Organization through common governance.

Governmental Support:

Under the terms of annual public benefit services contract (service contract) with the County of Erie, New York (the County), the Organization received subsidies for operations and other purposes in 2024 and 2023 totaling \$4,500,000 and \$3,852,057, which represents approximately 85% and 83% of total revenue and support for each respective year. The service contract also requires the Organization to repay the County any surplus funds at the end of the contract year, calculated as the excess of net assets over the 6 month average of operating expenses, based on actual expenses for the 36 months immediately preceding the current year. The Organization had no calculated surplus funds for 2024 or 2023.

Funding by the County for the year ending December 31, 2025 will continue in the form of a subsidy to VBN totaling \$7,450,000 under terms of an agreement executed on March 21, 2025. Funding beyond December 31, 2025 is contingent upon actions to be taken by the County. The Board and management of VBN believe the funding arrangements will be made timely so uninterrupted operations will continue beyond that time.

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 April 22, 2025, 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 Organization to concentrations of credit risk.

Property and Equipment:

Property and equipment is stated at cost or fair market value at the date of donation, net of accumulated depreciation. Depreciation is computed using the straight-line method over estimated service lives.

Net Assets:

The Organization's financial position and activities are reported according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions. Net assets with donor restrictions are those whose use has been limited by donors for a specific time period, purpose, or to be maintained by the Organization in perpetuity. Net assets with donor restrictions at December 31, 2024 and 2023 are restricted to provide scholarships for students pursuing a hospitality or tourism degree.

Revenue Recognition:

Contributions

Unconditional contributions are recorded at fair value at the date the contribution is made. Contributions are recorded as restricted support if they are received with donor stipulations that limit their use. When a donor restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions. Contributions received with donor-imposed restrictions that are met in the same reporting period are shown as revenue without donor restrictions.

Conditional contributions are recognized as revenue as the conditions of the agreement are met. Amounts received but not yet earned are reported as refundable advances. These conditional contributions are subject to compliance and financial audits by the funding sources. Management believes no significant adjustments are necessary to recognized amounts.

Contributions receivable are stated at the amount management expects to collect from outstanding balances.

Advertising

The Organization generates advertising revenue from local entities purchasing ad space in the annual Visitors' Guide published at the beginning of each year. Customer payment is due within thirty days of entering into the contract for ad space. Deferred revenue consists primarily of contracts for ad space relating to the next year's Visitors' Guide.

Accounts receivable is stated at the amount management expects to collect from outstanding balances. Management provides for estimated credit loss amounts through a charge to expense and a credit to allowance for estimated credit losses 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 and a credit to accounts receivable. The allowance for estimated credit losses at December 31, 2024 and 2023 was \$15,000.

Advertising Expense:

Advertising costs are generally expensed as incurred and amounted to \$1,042,067 and \$982,069 for the years ended December 31, 2024 and 2023.

Functional Expense Allocation:

The Organization's costs of providing its services have been summarized on a functional basis in the statements of functional expenses. Accordingly, certain costs have been allocated among programs and supporting services benefited. These costs include salaries and related benefits and occupancy which are allocated on the basis of time and effort and estimated square footage, respectively.

Tax Status:

VBN is a 501(c)(6) organization exempt from taxation under Section 501(a) of the Internal Revenue Code. The Foundation and Sports Commission are 501(c)(3) organizations exempt from taxation under Section 501(a) of the Internal Revenue Code.

2. Property and Equipment:

	2024	2023
Office furniture and equipment	\$ 700,988	\$ 691,352
Leasehold improvements	21,843	21,843
Vehicles	44,338	44,338
	<u>767,169</u>	<u>757,533</u>
Less accumulated depreciation	715,935	692,721
	<u>\$ 51,234</u>	<u>\$ 64,812</u>

3. Short-Term Borrowings:

VBN has available a \$500,000 bank demand line of credit with interest payable at prime plus 2%. The line is secured by essentially all VBN assets and an assignment of VBN's rights under its service contract with the County, and is subject to annual review and renewal. There were no amounts outstanding under the line at December 31, 2024 and 2023.

4. Long-Term Debt:

	2024	2023
U.S. Small Business Administration (SBA) Economic Injury Disaster Loan (EIDL), secured by essentially all of VBN's assets, monthly payments of \$641 including interest at 2.75%, \$3,360 balloon payment due May 2050.	\$ 136,600	\$ 140,473
Less current portion	3,856	3,751
	<u>\$ 132,744</u>	<u>\$ 136,722</u>

Aggregate annual maturities on long-term debt subsequent to December 31, 2024 are:

2025	\$ 3,856
2026	3,963
2027	4,073
2028	4,187
2029	4,303
Thereafter	116,218
	<u>\$ 136,600</u>

5. Lease Liabilities:

The Organization leases office space under the terms of a noncancellable operating lease.

At inception of lease arrangements, a lease liability and corresponding right of use (ROU) asset are recorded based on the present value of minimum future lease payments. If the lease arrangement also contains non-lease components, the Organization elected the practical expedient not to separate any combined lease and non-lease components for all lease contracts.

The present value of the Organization's lease liability is calculated using an estimated incremental borrowing rate as of the date of the lease, 5.25% for a lease that ended in 2024 and 9.5% for a lease that began in 2024. As of December 31, 2024 and 2023, the Organization recognized an operating ROU asset and lease liability of \$430,368 and \$81,340, respectively.

When applicable, leases with expected durations of less than 12 months from inception (i.e. short-term leases) are excluded from the Organization's calculation of its lease liability and ROU asset.

Lease costs, which approximates cash paid for amounts included in the measurement of the lease liability, totaled \$83,310 and \$93,035 for the years ended December 31, 2024 and 2023.

The following is a summary of the Organization's maturity of the operating lease liability:

2025	\$ 117,904
2026	117,904
2027	117,904
2028	117,904
2029	58,952
Total lease payments	530,568
Less interest	100,200
Total lease liability	<u>\$ 430,368</u>

6. Governmental Support:

	2024	2023
County of Erie Subsidy	\$ 4,500,000	\$ 3,852,057
County of Erie – Theatre Program	-	40,192
New York State – Erie County Harbor Development Corporation	-	12,900
New York State – Resilient Music	151,346	48,654
New York State – Tourism Matching Funds Program	51,048	47,532
New York State Economic Development – Tourism Program	145,617	354,383
New York Power Authority – Marketing	120,000	-
	<u>\$ 4,968,011</u>	<u>\$ 4,355,718</u>

7. Commitments:

In the normal course of business, VBN enters into agreements with organizations to bring conventions to the Buffalo Niagara region. Future minimum cash commitments, which are often reduced by various revenue sources at the time of the convention, are:

2025	\$ 251,900
2026	66,000
2027	15,000
	<u>\$ 332,900</u>

8. Retirement Plan:

VBN maintains a 401(k) profit sharing plan covering substantially all VBN employees. The plan requires certain minimum VBN contributions based on salaries and employee deferrals. VBN funds all required contributions currently. Total expenses pertaining to the plan were \$29,000 and \$23,000 for the years ended December 31, 2024 and 2023.

9. Financial Resources Available for Operations:

The Organization obtains financial assets generally through governmental support and advertising revenues. The financial assets are acquired throughout the year to help meet the Organization's cash needs for general expenditures. If necessary, VBN also has access to a \$500,000 bank demand line of credit (Note 3).

The Organization'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:

	2024	2023
Cash	\$ 1,185,214	\$ 1,366,883
Accounts receivable, net	50,079	42,877
Contributions receivable	542,717	350,937
	<u>1,778,010</u>	<u>1,760,697</u>
Less donor restricted net assets	41,150	44,005
	<u>\$ 1,736,860</u>	<u>\$ 1,716,692</u>

10. Risks and Uncertainties:

In March 2023, the Organization determined it was eligible for approximately \$390,000 through Employee Retention Credits (ERCs) provisions under the Consolidated Appropriations Act of 2021 and filed amended payroll tax returns for the applicable periods. As of December 31, 2024, the Organization has not received any payment of ERCs. Due to the uncertainty of collection and the increased scrutiny of the ERC program as a whole, the Organization has not recorded revenue or receivable for this activity.

After December 31, 2024, approximately \$57,000 (including interest) has been received.

VISIT BUFFALO NIAGARA AND AFFILIATES

Additional Information
Consolidating Balance Sheets Schedules

December 31,	2024					2023				
	VBN	Foundation	Sports Commission	Eliminations	Consolidated Totals	VBN	Foundation	Sports Commission	Eliminations	Consolidated Totals
Assets										
Current assets:										
Cash	\$ 1,068,286	\$ 48,070	\$ 68,858	\$ -	\$ 1,185,214	\$ 1,241,885	\$ 56,140	\$ 68,858	\$ -	\$ 1,366,883
Accounts receivable, net	50,079	16,890	-	(16,890)	50,079	42,847	12,076	-	(12,046)	42,877
Contributions receivable	542,717	-	-	-	542,717	350,937	-	-	-	350,937
Prepaid expenses and other	225,520	-	18,120	-	243,640	220,684	134,585	-	(134,585)	220,684
	<u>1,886,602</u>	<u>64,960</u>	<u>86,978</u>	<u>(16,890)</u>	<u>2,021,650</u>	<u>1,856,353</u>	<u>202,801</u>	<u>68,858</u>	<u>(146,631)</u>	<u>1,981,381</u>
Property and equipment, net	33,064	18,170	-	-	51,234	37,774	27,038	-	-	64,812
Right of use asset - leases	430,368	-	-	-	430,368	81,340	-	-	-	81,340
	<u>\$ 2,350,034</u>	<u>\$ 83,130</u>	<u>\$ 86,978</u>	<u>\$ (16,890)</u>	<u>\$ 2,503,252</u>	<u>\$ 1,975,467</u>	<u>\$ 229,839</u>	<u>\$ 68,858</u>	<u>\$ (146,631)</u>	<u>\$ 2,127,533</u>
Liabilities and Net Assets										
Current liabilities:										
Current portion of long-term debt	\$ 3,856	\$ -	\$ -	\$ -	\$ 3,856	\$ 3,751	\$ -	\$ -	\$ -	\$ 3,751
Current portion of lease liability	80,463	-	-	-	80,463	81,340	-	-	-	81,340
Accounts payable and accrued expenses	538,976	-	18,120	(16,890)	540,206	222,045	402	-	(12,046)	210,401
Refundable advances	20,000	-	-	-	20,000	-	-	-	-	-
Deferred revenue	235,267	4,308	-	-	239,575	219,867	138,892	-	(134,585)	224,174
	<u>878,562</u>	<u>4,308</u>	<u>18,120</u>	<u>(16,890)</u>	<u>884,100</u>	<u>527,003</u>	<u>139,294</u>	<u>-</u>	<u>(146,631)</u>	<u>519,666</u>
Long-term debt	132,744	-	-	-	132,744	136,722	-	-	-	136,722
Lease liability	349,905	-	-	-	349,905	-	-	-	-	-
Net Assets										
Without donor restrictions	988,823	37,672	68,858	-	1,095,353	1,311,742	46,540	68,858	-	1,427,140
With donor restrictions	-	41,150	-	-	41,150	-	44,005	-	-	44,005
	<u>988,823</u>	<u>78,822</u>	<u>68,858</u>	<u>-</u>	<u>1,136,503</u>	<u>1,311,742</u>	<u>90,545</u>	<u>68,858</u>	<u>-</u>	<u>1,471,145</u>
	<u>\$ 2,350,034</u>	<u>\$ 83,130</u>	<u>\$ 86,978</u>	<u>\$ (16,890)</u>	<u>\$ 2,503,252</u>	<u>\$ 1,975,467</u>	<u>\$ 229,839</u>	<u>\$ 68,858</u>	<u>\$ (146,631)</u>	<u>\$ 2,127,533</u>

VISIT BUFFALO NIAGARA AND AFFILIATES

Additional Information
Consolidating Statements of Activities Schedules

For the years ended December 31,

2024

2023

	VBN	Foundation	Sports Commission	Eliminations	Consolidated Totals	VBN	Foundation	Sports Commission	Eliminations	Consolidated Totals
Net assets without donor restrictions:										
Revenues and support:										
Governmental support	\$ 4,968,011	\$ -	\$ -	\$ -	\$ 4,968,011	\$ 4,355,718	\$ -	\$ -	\$ -	\$ 4,355,718
Private sector participation	62,178	-	-	-	62,178	78,453	-	-	-	78,453
Advertising	206,600	-	-	-	206,600	152,230	-	-	-	152,230
Interest and other	44,074	-	-	-	44,074	72,987	250	-	-	73,237
Net assets released from restrictions	-	4,500	-	-	4,500	-	2,000	-	-	2,000
Total revenues and support	5,280,863	4,500	-	-	5,285,363	4,659,388	2,250	-	-	4,661,638
Expenses:										
Salaries and related benefits	2,503,897	-	-	-	2,503,897	2,169,588	-	-	-	2,169,588
Advertising, marketing and promotion	1,695,199	-	-	-	1,695,199	1,774,589	17,425	-	-	1,792,014
Visitors' Guide	137,302	-	-	-	137,302	150,762	-	-	-	150,762
Occupancy	155,036	-	-	-	155,036	148,611	-	-	-	148,611
Convention services and commitments	151,982	-	-	-	151,982	156,683	-	-	-	156,683
Trade shows	336,244	-	-	-	336,244	295,670	-	-	-	295,670
Market research	163,372	-	-	-	163,372	158,213	-	-	-	158,213
Postage, printing, and supplies	86,671	-	-	-	86,671	69,531	-	-	-	69,531
Depreciation	14,346	8,868	-	-	23,214	16,425	8,868	-	-	25,293
Other	359,733	4,500	-	-	364,233	283,943	2,050	50	-	286,043
Total expenses	5,603,782	13,368	-	-	5,617,150	5,224,015	28,343	50	-	5,252,408
Change in net assets without donor restrictions	(322,919)	(8,868)	-	-	(331,787)	(564,627)	(26,093)	(50)	-	(590,770)
Net assets with donor restrictions:										
Contributions	-	1,645	-	-	1,645	-	1,790	-	-	1,790
Net assets released from restrictions	-	(4,500)	-	-	(4,500)	-	(2,000)	-	-	(2,000)
Change in net assets with donor restrictions	-	(2,855)	-	-	(2,855)	-	(210)	-	-	(210)
Change in net assets	(322,919)	(11,723)	-	-	(334,642)	(564,627)	(26,303)	(50)	-	(590,980)
Net assets - beginning	1,311,742	90,545	68,858	-	1,471,145	1,876,369	116,848	68,908	-	2,062,125
Net assets - ending	\$ 988,823	\$ 78,822	\$ 68,858	\$ -	\$ 1,136,503	\$ 1,311,742	\$ 90,545	\$ 68,858	\$ -	\$ 1,471,145

VISIT BUFFALO NIAGARA AND AFFILIATES

Additional Information Schedule of Contracted Surplus

For the year ended December 31, 2024

Net assets (VBN)	\$ 988,823
Working capital, as defined in agreement with County of Erie dated March 5, 2024	<u>2,637,728</u>
Contractual surplus (deficit)	<u>\$ (1,648,905)</u>