



**BUFFALO
CONVENTION
CENTER**

PATRICK J. KALER
PRESIDENT & CEO

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

September 4, 2025

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

Dear Ms. Owens:

Enclosed please find Visit Buffalo Niagara's and the Buffalo Convention Center's second quarter reports for 2025, along with the Destination Performance Reports for April, May, and June. Also included are the financial statements for the period ending June 30, 2025, as well as the audited financial statements for the Buffalo Convention Center.

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





MONTHLY KPI DASHBOARDS

April 2025



**BUFFALO
CONVENTION
CENTER**

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

ERIE COUNTY HOTEL PERFORMANCE - APRIL 2025

April Revenue		April Occupancy		April Demand		April Average Daily Rate		April RevPAR	
\$21,769,758		56.6%		172,210		\$126.41		\$71.52	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
-2.0%	\$22,221,374	2.5%	55.2%	-0.9%	173,772	-1.1%	\$127.88	1.2%	\$70.65

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$80,766,108		51.0%		621,469		\$129.99		\$66.35	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-6.6%	\$86,504,998	-4.1%	53.2%	-3.1%	641,466	-3.6%	\$134.86	-7.5%	\$71.76

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - APRIL 2025

April Revenue		April Occupancy		April Guest Check-Ins		April Average Daily Rate		April RevPAR	
\$3,002,024		23.7%		5,157		\$161.00		\$38.00	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
16.1%	\$2,585,735	12.3%	21.1%	5.2%	4,900	8.1%	\$149.00	18.8%	\$32.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$10,404,362		21.2%		20,277		\$154.00		\$33.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-1.5%	\$10,561,385	-21.2%	26.9%	-15.1%	23,896	12.4%	\$137.00	-10.8%	\$37.00

BUF AIRPORT PASSENGERS - APRIL 2025

April BUF Airport Passenger Traffic	
415,560	
Change	March 2025
3.6%	401,282
BUF AIRPORT PASSENGERS - FY 2025 YTD	
YTD BUF Passenger Traffic	
1,467,780	
Change	2024
7.3%	1,367,936

CROSS BORDER TRAFFIC - APRIL 2025

April U.S./Canada Cross Border Bridge Traffic	
282,956	
Change	March 2025
-3.6%	293,582
CROSS BORDER TRAFFIC - FY 2024 YTD	
YTD U.S./Canada Cross Border Bridge Traffic	
1,108,561	
Change	2024
-11.6%	1,254,639
CROSS BORDER TRAFFIC - FY 2024 YOY	
April U.S./Canada Cross Border Bridge Traffic	
282,956	
Change	April 2024
-20.2%	354,593



SALES & SERVICES KPIs - APRIL 2025

LEADS GENERATED PERFORMANCE - APRIL 2025							
April Leads Generated		April Leads Room Nights		April Leads Attendance		April Leads Economic Impact	
54		36,084		39,976		\$31,822,760	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
35.0%	40	26.2%	28,595	-14.8%	46,940	21.6%	\$26,180,255
LEADS GENERATED PERFORMANCE - YTD 2025							
YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
205		161,944		193,896		\$163,568,763	
Change	2024	Change	2024	Change	2024	Change	2024
4.1%	197	19.3%	135,789	47.9%	131,083	49.1%	\$109,716,459

DEFINITE BOOKINGS PERFORMANCE - APRIL 2025							
April Definite Bookings		April Definite Room Nights		April Definite Attendance		April Definite Economic Impact	
33		9,827		21,381		\$9,913,598	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
32.0%	25	-31.0%	14,244	23.2%	17,361	-4.7%	\$10,401,627
DEFINITE BOOKINGS PERFORMANCE - YTD 2025							
YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
114		59,401		73,000		\$47,561,747	
Change	2024	Change	2024	Change	2024	Change	2024
5.6%	108	0.9%	58,895	8.7%	67,127	-5.5%	\$50,338,283

EVENTS HELD PERFORMANCE - APRIL 2025							
April Events Held		April Events Held Hotel		April Events Held Attendance		April Groups Served	
13		3,695		4,377		9	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
-45.8%	24	-82.3%	20,896	-81.9%	24,210	-52.6%	19
EVENTS HELD PERFORMANCE - YTD 2025							
YTD Events Held		YTD Events Held Hotel		YTD Events Held Attendance		YTD Groups Served	
73		49,930		72,429		43	
Change	2024	Change	2024	Change	2024	Change	2024
-9.9%	81	-0.7%	50,285	17.8%	61,462	2.4%	42



SALES & SERVICES ACTIVITIES - APRIL 2025

LOST LEADS - APRIL 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - APRIL 2025		PARTNER REFERRALS - YTD 2025	
April Lost Business Leads		YTD Lost Business Leads		April Partner Referrals		YTD Partner Referrals	
24		83		43		162	
Change	Mar. 2025	Change	2024	Change	Mar. 2025	Change	2024
-29.4%	34	22.1%	68	95.5%	22	-35.5%	251

TRADESHOW ATTENDANCE - APRIL 2025

 <p>Conference Tampa, FL April 2-4 Lauren Vargo</p>	 <p>Educational & Tradeshow San Francisco, CA April 3-10 Brooke Chavanne</p>	 <p>Conference & Tradeshow Tulsa, OK April 14-17 James Adler</p>	 <p>SEE YOU SOON! with a preview of Sports ETA Symposium 2025 JAMES ADLER Director of Sports Sales</p>
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CLIENT SITE VISITS - APRIL 2025

Association	SMERF	Sports	Tour & Travel
1	1	0	0

CLIENT SITE VISITS - YTD 2025

Association	SMERF	Sports	Tour & Travel
6	3	3	4

GLOBAL MEETINGS INDUSTRY DAY - WHY MEETINGS MATTER IN BUFFALO



#MeetingsMatter
Meetings and events drive
\$126 BILLION in travel spending
and support over
600,000 AMERICAN JOBS.

GLOBAL MEETINGS INDUSTRY DAY
APRIL 1, 2025 | ROMID2025
POWERED BY U.S. TRAVEL ASSOCIATION

On April 10, we joined destinations across the country in celebrating Global Meetings Industry Day (GMID)—a day dedicated to highlighting why *Meetings Matter* to communities, businesses, and economies.

From conventions and exhibitions to trade shows and business gatherings, in-person meetings and events strengthen our community fabric while fueling our local economy. In 2025, Buffalo will host an impressive lineup of events that will generate significant spending in local hotels, attractions, restaurants, and small businesses.

A few major conferences on the calendar this year include:

- African American Travel Conference - May 19–23, 2025
Estimated Economic Impact: \$170,000
- World Canals Conference - September 20–25, 2025
Estimated Economic Impact: \$621,950
- Small Market Meetings - September 14–18, 2025
Estimated Economic Impact: \$421,402
- NYS Board of Law Examiners | July 27–30, 2025
Estimated Economic Impact: \$4,112,688
- New York School Nutrition Association Annual Conference - October 22–25, 2025
Estimated Economic Impact: \$426,448

These events will bring thousands of attendees to Buffalo and Erie County, showcasing our city's hospitality and delivering millions in economic benefit. GMID is a reminder that the meetings industry is not just about events—it is about jobs, community growth, and long-term economic vitality.

SALES & SERVICES ACTIVITIES - APRIL 2025

GLOBAL MEETINGS INDUSTRY DAY - WHY MEETINGS MATTER IN BUFFALO



Buffalo proudly hosted the 57th International Aviation Snow Symposium, the longest continuously held meeting in our city. This prestigious gathering brings airport operations professionals from across North America to share best practices for winter weather management and snow removal. Visit Buffalo Niagara and the Buffalo Convention Center take great pride in hosting this long-standing event, especially given our strong partnership with the Niagara Frontier Transportation Authority and the Buffalo Niagara International Airport. Its decades-long presence here is a testament to Buffalo's reputation as a premier host destination and its unmatched expertise in winter operations.

2026 NCAA ROUNDS 1 & 2 MEN'S BASKETBALL - TICKET SALES



Think March Madness was exciting this year? Just wait until it comes back to Buffalo in 2026!

Visit Buffalo Niagara and the Buffalo Niagara Sports Commission along with our host partners with the Metro Atlantic Athletic Conference, Canisius College Buffalo NY and Niagara University are thrilled to host the 1st and 2nd rounds of the NCAA Men's Basketball Tournament in 2026, and trust us, it's going to be madness in the best way. The energy, the fans, the buzzer-beaters... all right here in the City of Good Neighbors.

NCAA has released an early sign-up portal for fans to receive notice when tickets go on sales.

VBN and the BNSC look forward to making 2026 an unforgettable experience for the teams and fans.

MEAGHAN ZIMMER FEATURED ON GBTA UPSTATE NY EDUCATION DAY PANEL

National Sales Director, Meghan Zimmer, CFMP, represented Visit Buffalo Niagara as a panelist at the GBTA Upstate NY Education Day, held at the Loboza Alumni House at RIT.

The panel discussion focused on Economic Development and Tourism in Our Region and featured insights from leaders across the industry, including Wendy O'Duffy, Kevin Schwab, and Seth Piccirillo, with Durban Clement serving as moderator.

Meghan highlighted Buffalo's continued growth as a meetings, conventions, and leisure travel destination, emphasizing the role of tourism in driving regional economic impact. Her participation helped position VBN as a thought leader in regional tourism and business travel development.



BNSC EXHIBIT AT DAEMEN UNIVERSITY'S SPRING NETWORKING EVENT



The Buffalo Niagara Sports Commission recently participated in the Daemen University Alfiero School of Business Spring Networking Event. Greg Gelinas and James Adler, STS, SDLT, met with a number of impressive students exploring careers in sports tourism and event management, and discussed opportunities to get involved with the Sports Commission through internships and volunteer roles.

Current BNSC intern and Daemen student, Jayven Williamson, also attended and shared valuable insights about his internship experience, providing his peers with a first-hand look at the skills, connections, and industry exposure that come with working alongside our team.

This event further strengthened our ongoing partnership with Daemen University, which continues to be an important source of emerging talent for Buffalo's sports tourism industry.

MARKETING & COMMUNICATIONS KPIs - APRIL 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - APRIL 2025

April Engaged Sessions		April Mobile Sessions		April Website Views		April Search Impressions		April All Video Views	
72,500		48,771		219,806		11,026,110		463,580	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
3.0%	70,410	6.8%	45,685	1.1%	217,444	19.1%	9,259,634	113.2%	217,444

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
271,487		175,833		826,220		37,614,958		1,694,966	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-43.1%	477,351	-43.7%	312,553	-50.3%	1,662,254	9.8%	34,244,849	97.9%	856,376






MEDIA RELATIONS PERFORMANCE - APRIL 2025

April Media Placements		April Media Impressions		April Media Social Shares		April Media Touchpoints		April Media Visits	
24		1,319,280,534		1,903		31		2	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
84.6%	13	29893.4%	4,398,570	127.6%	836	19.2%	26	#DIV/0!	0

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
78		1,637,016,164		11,339		91		3	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
21.9%	64	72.4%	949,420,553	202.3%	3,751	75.0%	52	-40.0%	5

EXAMPLES OF APRIL MEDIA HITS

<p>Forbes</p> <p>What Is Dyngus Day - And Why Do Polish Americans Celebrate It?</p> <p>By Mikahle Hermann, Curt Kucin © Mikahle Hermann reports on hotels, attractions and...</p> <p>Unique customs aside, parades and public parties bring out both those of Polish and non Polish heritage to celebrate</p> <p>Dyngus Day Is Big In Buffalo</p>  <p>Readership: 78,108,059</p>	<p>Traveler</p> <p>THE INTEL</p> <p>Travel, 2025, 4, 10, 10:00 AM</p> <p>April 10, 2025</p> <p>Spring has officially sprung, and so have some seriously sweet travel deals. April is that magical in-between month - winter's in the rearview, summer remarks haven't taken over yet, and the travel bargains are blossoming like wildflowers. If you're traveling with the whole gang, consider a family-friendly gem like Atlantic Bahamas that blends top-tier amenities with amusement park thrills the whole family can enjoy. For avid cruisers, HXN is celebrating its 120th anniversary by offering discounted rates on expeditions to Greenland, Alaska, and the Galapagos. Hertz is gearing up for road trip season with up to 25% off car rentals. We've rounded up the juiciest travel deals to grab this April - so you can pack your bags without breaking the bank.</p>  <p>Apr 24, 2025 by Emma Fesbie</p> <p>The Erie Canal turns 200 in 2025! This monumental anniversary presents a once-in-a-lifetime opportunity to experience the engineering marvel that transformed the</p> <p>Readership: 4,951,782</p>	<p>I ♥ NY</p> <p>8 Ways to Celebrate the Erie Canal Bicentennial in 2025</p>  <p>Apr 24, 2025 by Emma Fesbie</p> <p>The Erie Canal turns 200 in 2025! This monumental anniversary presents a once-in-a-lifetime opportunity to experience the engineering marvel that transformed the</p> <p>Readership: 350,853</p>	<p>Smithsonian magazine</p> <p>Behold the Butter Lamb of God: A Polish Catholic Easter Tradition Beloved in Buffalo, New York</p> <p>A butter lamb has taken center stage on my family's Easter table for as long as I can remember.</p> <p>Ylissy Slagter</p> <p>March 26, 2025</p>  <p>Readership: 7,458,785</p>	<p>TravelPath</p> <p>These Are The 7 Cheapest Destinations To Visit In The U.S. This Summer</p> <p>7 Buffalo, New York</p>  <p>and chilling out. Architectural buffs will love visiting designs by Frank Lloyd Wright and Louis Sullivan. And let's be real, you can't visit Buffalo without indulging in some authentic Buffalo wings. They just hit different here! Plus, exploring the Buffalo neighborhood and upgrading affordable stays to enjoy all the sights.</p> <p>Readership: 350,853</p>
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MARKETING & COMMUNICATIONS KPIs - APRIL 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
122,264		29,117		95,711		37,826		669	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
19.9%	101,982	-2.5%	29,864	10.7%	86,452	28.7%	29,395	-7.2%	721

EXAMPLES OF SOCIAL MEDIA POSTS - APRIL 2025



April
Most Viewed
Social Media Post
Heilee Steinfeld
105,092



APRIL MESSAGE TO THE INDUSTRY PARTNERS REGARDING CANADA



Dear Industry Partners,

I wanted to take a moment to provide another update on the recent decline in Canadian visitation to our region.

Our cross-border visitors play a significant role in enhancing our destination's vibrancy and financial health. However, data from early 2025 reveals a decrease in International arrivals, notably a marked decline in Canadian visitation—the market that has historically been our most reliable and enthusiastic international partner.

Several factors have contributed to this shift. From economic pressures, such as a strong U.S. dollar and a weakening Canadian dollar, to growing concerns about safety, political rhetoric, and border experiences, Canadian travelers are pausing to reevaluate their travel decisions. These concerns are not unique to our region, but they are strongly felt here in Western New York, where the border represents more than just a line—it's a bridge that connects families, economies, and shared histories. In March, Canadian cross-border traffic at our four bridges was 293,582, a 16.8% decrease from March 2024.

We also want to acknowledge and address an important sentiment in cross-border conversations: the suggestion of Canada becoming the 51st U.S. state. We recognize that Canadians take any proposal for Canada to become the 51st state seriously and is often perceived as disregarding their national sovereignty and identity—sentiments we deeply respect and honor. At Visit Buffalo Niagara, we see our Canadian neighbors not as an extension of the U.S., but as valued partners, with a distinct culture, voice, and heritage. Our relationship is built on mutual respect, friendship, and cooperation, and we are committed to ensuring Canadians feel genuinely welcomed and appreciated here.

In response to these challenges, Visit Buffalo Niagara continues to closely monitor Canadian sentiment and the desire to travel to the U.S.—particularly to Buffalo. While our marketing and promotional efforts in Canada remain on hold, we are actively maintaining relationships and lines of communication with key partners. This includes ongoing engagement with travel writers, tour operators, sports organizers, and meeting planners. We are committed to staying connected and collaborative, and we look forward to welcoming these partners—and their audiences—back to Buffalo when the time is right.

As we navigate this evolving environment, we remain dedicated to transparency and collaboration. I invite you to remain engaged with us as we work together to keep Western New York a vibrant, inclusive, and globally connected destination.

We want to hear from you on how these changes have affected your business or attraction. Please email Renata Toney, our Vice President of Destination Experience, with your feedback.

Thank you for your ongoing support. We're grateful to walk this journey with you.

ORGANIZATIONAL ACTIVITIES - APRIL 2025

VBN CEO ATTENDS 2025 NFL DRAFT IN GREEN BAY, WISCONSIN



In April, VBN President & CEO Patrick Kaler traveled to Green Bay, Wisconsin to attend the 2025 NFL Draft alongside members of the Buffalo Bills staff. The visit served as a valuable opportunity to experience the event firsthand, connect with NFL representatives, and gain insights into the operational, logistical, and community engagement components that make the Draft one of the largest sporting events in the country.

This trip was part of the preliminary work as VBN serves as a co-host committee member in preparing a Letter of Intent to formally submit Buffalo as a host destination for a future NFL Draft. Hosting the Draft would not only bring national exposure to Buffalo but also deliver substantial economic impact, filling hotels, restaurants, and attractions while showcasing our city to millions of viewers worldwide.

By learning from Green Bay's execution, Patrick and the local organizing committee can better position Buffalo to present a compelling, competitive bid for this high-profile event.

STAFF TEAM BUILDING AT STITCH BUFFALO

In April, the VBN staff enjoyed a hands-on team-building experience with our valued partners at Stitch Buffalo, a nonprofit organization dedicated to empowering refugee and immigrant women through the art of textile making. Founded in 2014, Stitch Buffalo provides artisans with a supportive space to create handcrafted goods, develop marketable skills, and earn income while preserving cultural traditions from around the world.

During our visit, each team member made their own Buffalo garland—a unique piece that showcased community, creativity, and teamwork. The activity was not only a fun artistic exercise but also a meaningful reminder of how arts and crafts can unite people, foster understanding, and strengthen the cultural fabric of our city.

This experience is also a great example of a unique, authentic Buffalo activity that we aim to promote to meeting planners and group tour organizers for inclusion in their event and travel programs.

We sincerely thank the whole Stitch Buffalo team for their hospitality and the important work they do to enhance Buffalo's artistic and cultural scene.



U.S. TRAVELERS UNDETERRED BY TARIFFS AND RECESSION TALK - MMGY RESEARCH STUDY

According to a flash study conducted by MMGY, more than 8 in 10 U.S. consumers still intend to travel for leisure over the next 12 months despite recent announcements regarding tariffs and declines in the market. The integrated travel marketing firm surveyed 1,000 U.S. adults to understand how the recent events may impact travel intentions.

The following are key findings from the short survey fielded April 3–5:

- 83% of U.S. consumers still intend to travel over the next 12 months despite the recent executive orders and financial news. That's down just 4% from MMGY's last *Portrait of American Travelers*™ study, which was fielded in mid-February.
- 74% of U.S. consumers feel somewhat to extremely confident in their household's financial situation for the next six months. This likely contributes to the fact that 70% of U.S. consumers intend to travel over that same period.
- In the next six to 12 months, 80% of U.S. consumers say their travel behavior will change as a result of the recent financial news. Most notably:
 - 33% say they will travel closer to home
 - 29% say they will change from an international destination to a domestic destination
 - 24% say they will change to a less expensive mode of transportation
 - 22% say they will change their length of stay
- Perception may also drive a shift from international travel to domestic travel in the coming year. Over half (53%) of U.S. consumers believe that American travelers will be less welcome in other countries as a result of the recent tariff policy decisions.

"Even in the face of economic uncertainty and polarizing headlines, the American traveler continues to show remarkable resilience," said MMGY Global CEO Katie Briscoe. "While many are adjusting their plans – opting for shorter trips, closer-to-home destinations or more cost-effective options – their intent to travel remains strong. This data underscores how travelers are making intentional trade-offs to protect the experiences that matter most. As an industry, our role is to meet them with value-driven offerings that reflect their optimism and adaptability."

BUFFALO CONVENTION CENTER KPIs - APRIL 2025

BCC REVENUE PERFORMANCE - APRIL 2025

April Total Revenue		April Rent Revenue		April Food & Beverage Revenue		April Electrical Revenue		April Other Revenue	
\$594,590		\$73,884		\$503,600		\$11,673		\$5,433	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
6.0%	\$560,847	-65.2%	\$212,302	62.3%	\$310,340	-67.4%	\$35,756	117.4%	\$2,449

BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$1,727,414		\$446,856		\$1,183,827		\$84,816		\$11,915	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-5.8%	\$1,834,630	5.6%	\$423,248	-9.5%	\$1,308,266	-11.8%	\$96,121	70.3%	\$6,995

BCC OPERATIONS PERFORMANCE - APRIL 2025

April Total Events Held		April Conventions		April Meetings		April Banquets		April Consumer/Public Shows	
9		5		2		1		1	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
28.6%	7	66.7%	3	#DIV/0!	0	-50.0%	2	-50.0%	2

BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
34		10		9		9		6	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-2.9%	35	-9.1%	11	0.0%	9	12.5%	8	-14.3%	7

BCC EVENT ATTENDANCE - APRIL 2025

April Total Event Attendance	
13,188	
Change	Mar. 2025
-68.5%	41,893

BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
81,886	
Change	2024
23.0%	66,581

BCC DAYS OCCUPIED - APRIL 2025

April Total Number of Days Occupied	
26	
Change	Mar. 2025
-13.3%	30

BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
99	
Change	2024
3.1%	96

BUFFALO
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BCC SALES ACTIVITY KPIs - APRIL 2025

LEADS GENERATED PERFORMANCE - APRIL 2025

April		April		April		April	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
9		6		7		8	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
-47.1%	17	-40.0%	10	0.0%	7	60.0%	5

LEADS GENERATED PERFORMANCE - YTD 2025							
YTD		YTD		YTD		YTD	
Total Leads Generated		BCC Generated Leads		VBN Generated Leads		Confirmed Bookings	
52		28		22		42	
Change	2024	Change	2024	Change	2024	Change	2024
18.2%	44	-3.4%	29	46.7%	15	-17.6%	51

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - APRIL 2025

April		April		April		April	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		Lost Business	
68		53		15		5	
Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025	Change	Mar. 2025
11.5%	61	71.0%	31	-50.0%	30	-50.0%	10

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - YTD 2025

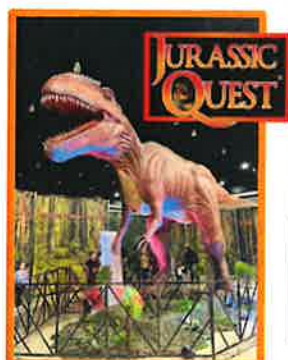
YTD		YTD		YTD		YTD	
Total Solicitation Calls		Existing Client Calls/Contact		New Client Calls/Contact		Lost Business	
265		121		144		29	
Change	2024	Change	2024	Change	2024	Change	2024
34.5%	197	13.1%	107	60.0%	90	11.5%	26

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	106	71	48	28
Expected Attendance	249,975	172,743	174,372	211,547	167,450	124,650
Expected Hotel Room Nights	25,000	21,094	222,387	28,304	22,140	11,928
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 26,197,989	\$ 23,663,897	\$ 18,916,234	\$ 14,162,528

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN APRIL 2025



**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
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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
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
Jheanlele Kerr, Industry Relations Assistant
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, Graphic Designer
TBD, Marketing Specialist
TBD, Visitor Center Manager

Buffalo Niagara Sports Commission Staff

James Adler, Director of Sports Sales
Greg Gellinas, 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.

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MONTHLY KPI DASHBOARDS

May 2025



**BUFFALO
CONVENTION
CENTER**

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

ERIE COUNTY HOTEL PERFORMANCE - MAY 2025

May Revenue		May Occupancy		May Demand		May Average Daily Rate		May RevPAR	
\$27,574,619		62.4%		196,297		\$140.47		\$87.67	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
26.7%	\$21,769,758	10.2%	56.6%	14.0%	172,210	11.1%	\$126.41	22.6%	\$71.52

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$108,362,670		53.4%		817,744		\$132.51		\$70.73	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-3.7%	\$112,552,419	-2.4%	54.7%	-1.7%	832,039	-2.0%	\$135.27	-4.4%	\$74.00

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - MAY 2025

May Revenue		May Occupancy		May Guest Check-Ins		May Average Daily Rate		May RevPAR	
\$4,713,337		31.4%		8,027		\$189.00		\$59.00	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
57.0%	\$3,002,024	32.5%	23.7%	55.7%	5,157	17.4%	\$161.00	55.3%	\$38.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$15,091,144		23.2%		28,290		\$164.00		\$38.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-8.5%	\$16,493,902	-25.4%	31.1%	-21.2%	35,898	15.5%	\$142.00	-13.6%	\$44.00

BUF AIRPORT PASSENGERS - MAY 2025

May BUF Airport Passenger Traffic	
459,134	
Change	Apr. 2025
10.5%	415,560

BUF AIRPORT PASSENGERS - FY 2025 YTD

YTD BUF Passenger Traffic	
1,926,584	
Change	2024
5.8%	1,820,596



CROSS BORDER TRAFFIC - MAY 2025

May U.S./Canada Cross Border Bridge Traffic	
314,136	
Change	Apr. 2025
11.0%	282,956

CROSS BORDER TRAFFIC - FY 2024 YTD

YTD U.S./Canada Cross Border Bridge Traffic	
1,422,697	
Change	2024
-13.9%	1,652,591

CROSS BORDER TRAFFIC - FY 2024 YOY

May U.S./Canada Cross Border Bridge Traffic	
314,136	
Change	May-24
-21.1%	397,952

SALES & SERVICES KPIs - MAY 2025

LEADS GENERATED PERFORMANCE - MAY 2025

May Leads Generated		May Leads Room Nights		May Leads Attendance		May Leads Economic Impact	
29		15,426		28,533		\$12,984,525	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
-46.3%	54	-57.2%	36,084	-28.6%	39,976	-59.2%	\$31,822,760

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
234		177,370		222,429		\$176,553,288	
Change	2024	Change	2024	Change	2024	Change	2024
-8.6%	256	10.6%	160,365	17.3%	189,587	35.1%	\$130,681,207

DEFINITE BOOKINGS PERFORMANCE - MAY 2025

May Definite Bookings		May Definite Room Nights		May Definite Attendance		May Definite Economic Impact	
24		7,835		13,174		\$6,917,564	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
-27.3%	33	-20.3%	9,827	-38.4%	21,381	-30.2%	\$9,913,598

DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
138		67,236		86,174		\$54,479,311	
Change	2024	Change	2024	Change	2024	Change	2024
-1.4%	140	-4.9%	70,705	-3.4%	89,201	-8.8%	\$59,737,592

EVENTS HELD PERFORMANCE - MAY 2025

May Events Held		May Events Held Hotel Rooms		May Events Held Attendance		May Groups Served	
24		11,443		14,703		17	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
84.6%	13	209.7%	3,695	235.9%	4,377	88.9%	9

EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
97		61,373		87,132		60	
Change	2024	Change	2024	Change	2024	Change	2024
-3.0%	100	10.6%	55,475	13.9%	76,469	20.0%	50



SALES & SERVICES ACTIVITIES - MAY 2025

LOST LEADS - MAY 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - MAY 2025		PARTNER REFERRALS - YTD 2025	
May Lost Business Leads		YTD Lost Business Leads		May Partner Referrals		YTD Partner Referrals	
36		119		54		216	
Change	Apr. 2025	Change	2024	Change	Apr. 2025	Change	2024
50.0%	24	50.6%	79	25.6%	43	-27.3%	297

TRADESHOW ATTENDANCE - MAY 2025

 <p>Conference & Tradeshow Louisville, KY May 5-7 Greg Gelinas</p> 	 <p>Conference & Tradeshow Denver, CO May 27-30 Leah Mueller & Marisa Urbano</p> 
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CLIENT SITE VISITS - MAY 2025

Association	SMERF	Sports	Tour & Travel
2	1	1	2
CLIENT SITE VISITS - YTD 2025			
Association	SMERF	Sports	Tour & Travel
8	6	3	6

BUFFALO HOSTS 2025 NJCAA SWIMMING & DIVING CHAMPIONSHIPS

In just one week this May, Buffalo and Erie County hosted seven major meetings and sporting events that attracted thousands of visitors, filled our hotels, and boosted the local economy.

From top-tier championship events to specialized professional conferences, the lineup showcased the diversity and strength of our destination.

- USA Hockey IPC Sled World Championship – **\$1.85M economic impact**
- Buffalo Marathon 2025 – **\$1.3M economic impact**
- National Ball Hockey League (NBHL) 5v5 World Cup 2025 – **\$1.49M economic impact**
- 2025 Conference for the Society for Industrial Archeology – **\$158K economic impact**
- Buffalo Flag Football Tournament – **\$165K economic impact**
- 2025 World of Step Finale – **\$313K economic impact**
- Sports Events & Tourism Association Young Professionals Retreat – **\$14K economic impact**

These events collectively generated over \$5 million in direct economic impact and thousands of overnight stays, while also boosting local restaurants, shops, attractions, and other businesses. More importantly, they created opportunities for community pride, built new connections, and kept elevating Buffalo and Erie County's reputation as a top destination for both sports and meetings.

Kudos to the hardworking teams at Visit Buffalo Niagara and the Buffalo Niagara Sports Commission for making this extraordinary week happen.



SALES & SERVICES ACTIVITIES - MAY 2025

BUFFALO HOSTS THE 2025 AFRICAN AMERICAN TRAVELER CONFERENCE



In May, Visit Buffalo Niagara had the honor of hosting the 2025 African American Traveler Conference, welcoming travel professionals, group tour operators, and meeting planners from across the country. This annual conference serves as a key platform for connecting destinations with leaders in the African American travel market, fostering relationships that result in future group tours, meetings, and special events.

The multi-day program included educational sessions, marketplace appointments, and immersive tours showcasing Buffalo and Erie County's cultural assets, attractions, and hospitality. Attendees experienced firsthand our region's rich African American heritage through visits to the Michigan Street African American Heritage Corridor, the Colored Musicians Club, Forest Lawn Cemetery, and other historic sites.

Hosting this conference positioned Buffalo as a welcoming and inclusive destination while highlighting our commitment to growing diverse tourism markets. The event generated valuable exposure among influential travel decision-makers, paving the way for future business and strengthening our community's reputation as a vibrant, culturally rich destination.

Special thanks to the VBN and BCC sales, services, and marketing teams for delivering an exceptional event experience that left attendees inspired and eager to bring their travelers back to Buffalo.



VBN RECOGNIZED FOR BOOTH ENGAGEMENT AT ANNUAL ESSEA CONVENTION

Visit Buffalo Niagara had a standout presence at the Empire State Society of Association Executives (ESSAE) Annual Conference. This event proved to be one of our most successful trade show experiences to date.

Our booth was recognized with the "Best Attendee Engagement" award, thanks to our creative and fun "Draw a Buffalo" contest, which drew a steady stream of interaction and enthusiasm throughout the event.

A heartfelt thank you to our exceptional team—Jen Wilson, Melissa Burke, Sam Grady, Brianna Bartholomew, CHSP, and Michaela LaJoie—for representing Buffalo with professionalism, energy, and pride. Their efforts truly embody the spirit of our destination.

We also extend our sincere appreciation to Carrie Laney and Liz King for their exceptional work in executing a well-organized and engaging conference.



MARKETING & COMMUNICATIONS KPIs - MAY 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - MAY 2025

May Engaged Sessions		May Mobile Sessions		May Website Views		May Search Impressions		May All Video Views	
88,248		58,257		273,633		11,026,110		514,528	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
21.7%	72,500	19.5%	48,771	24.5%	219,806	19.1%	9,259,634	11.0%	463,580

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
359,735		234,090		606,414		48,641,068		606,414	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-39.5%	594,614	-39.9%	389,338	-2.6%	622,507	7.9%	45,093,480	-29.2%	856,376



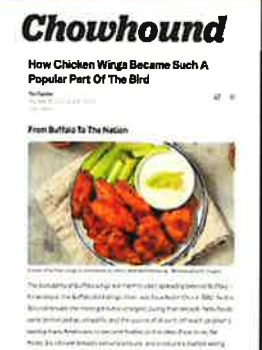
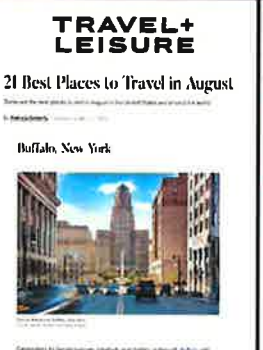

MEDIA RELATIONS PERFORMANCE - MAY 2025

May Media Placements		May Media Impressions		May Media Social Shares		May Media Touchpoints		May Media Visits	
24		1,319,280,534		1,903		31		2	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
84.6%	13	29893.4%	4,398,570	127.6%	836	19.2%	26	#DIV/0!	0

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
78		1,637,016,164		11,339		91		3	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
21.9%	64	72.4%	949,420,553	202.3%	3,751	75.0%	52	-40.0%	5

EXAMPLES OF MAY MEDIA HITS

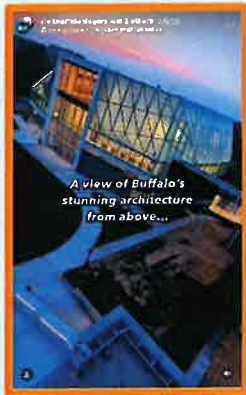
 <p>The Washington Post</p> <p>The Erie Canal is turning 200. New York is throwing a summer-long party.</p> <p>Readership: 30,423,185</p>	 <p>ARCHITECTURAL DIGEST</p> <p>25 Frank Lloyd Wright Houses That Changed America</p> <p>Readership: 5,167,718</p>	 <p>Chowhound</p> <p>How Chicken Wings Became Such A Popular Part Of The Bird</p> <p>Readership: 6,327,799</p>	 <p>TRAVEL+LEISURE</p> <p>21 Best Places to Travel in August</p> <p>Readership: 9,982,385</p>	 <p>QUARTZ</p> <p>Buffalo, New York</p> <p>Readership: 3,762,550</p>
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MARKETING & COMMUNICATIONS KPIs - MAY 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
122,264		29,117		95,711		37,826		832	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
19.7%	102,112	-2.6%	29,901	10.0%	86,991	32.1%	28,628	-8.1%	905

EXAMPLES OF SOCIAL MEDIA POSTS - MAY 2025



May
Most Viewed
Social Media Post
Flight 716
105,092



CELEBRATING NTTW WITH FLIGHT716 VIDEO PREMIER

On Tuesday, May 6, Visit Buffalo Niagara celebrated National Travel and Tourism Week (NTTW) with a special Industry gathering at the historic North Park Theatre. This annual celebration recognizes the powerful role travel plays in driving economic growth, creating jobs, and enriching communities across the nation, and right here in Buffalo and Erie County.

The event included the unveiling of Visit Buffalo Niagara's Three-Year Strategic Plan, outlining priorities from our 2025 Business Plan designed to keep our destination competitive and ahead of market trends.

A highlight of the program was the world premiere of Flight716: Buffalo Architecture From Above, a breathtaking seven-minute drone film created in partnership with award-winning aerial cinematographer. The film showcases 18 of Buffalo's most iconic architectural treasures, including City Hall, the Richardson Olmsted Campus, Frank Lloyd Wright's Martin House, and the Buffalo Central Terminal—from striking aerial perspectives rarely seen by the public. Shown on the North Park Theatre's state-of-the-art 4K laser projector, the experience immersed the audience in sweeping bird's-eye views, highlighting the grandeur, artistry, and historical significance of our city's built environment. The production is now a valuable asset for VBN's marketing toolkit, offering a captivating way to promote Buffalo's architectural heritage to meeting planners, group tour operators, and potential visitors worldwide.

Guests enjoyed coffee and pastries from SPoT Coffee while connecting with fellow tourism professionals, exchanging ideas, and celebrating the energy and potential of Buffalo and Erie County's tourism industry.



BOSTON MEDIA AND PR MISSION

Visit Buffalo Niagara President & CEO Patrick Kaler and Lou Hammond Group Vice President Elizabeth Love traveled to Boston for a targeted media and PR mission to generate new coverage and travel interest in Buffalo and Erie County. Arranged by VBN's PR agency, Lou Hammond Group, the itinerary included meetings with leading travel writers, bloggers, and influencers.

Boston is a key growth market, with visitors showing strong interest and longer stays. The team showcased Buffalo's arts, architecture, recreation, food scene, diverse communities, and events, along with its convenient nonstop flights from Boston. This mission strengthened key media relationships and positioned Buffalo and Erie County for increased coverage in a valuable market, supporting VBN's strategic growth goals.

ORGANIZATIONAL ACTIVITIES - MAY 2025

TOURISM ECONOMICS REPORT: THE LATEST US TRAVEL ECONOMY UPDATE - KEY TAKEAWAYS



The negative outlook for inbound travel to the US remains. Travelers make choices: where and when to travel, when to book, and how long to stay. Perceptions of the US impact these decisions.

- Sentiment headwinds are negatively impacting US inbound travel. We expect a decline of 8.7% in US international arrivals for the year overall (compared to a 9.4% decline in the March forecast).
- Factors contributing to the negative outlook include Trump administration posturing and policy announcements, such as 'Liberation Day' tariffs across long-standing trade partners. Media coverage of border security incidents and national travel advisories also poses risks.
- Visitation from Canada (-20.2%) and Western Europe (-5.8%) show the sharpest declines. We forecast international visitor spending to fall by \$8.5 billion (-4.7%), relative to last year.
- Findings show a pullback in Canadian travel to the US, with a 35.2% April decline among Canadian land visitors returning from trips to the US and a corresponding 19.9% drop in air visitors.
- During March and April combined, inbound travel to the US from overseas origins (international minus Canada and Mexico) declined 1.6% compared to last year. Easter timing impacted the suppression of arrivals in March (-11.6%) and boosted arrivals in April (8.0%).
- Air bookings as of April show continued weakness. 10.8% fewer flights have been booked to the US for the May to July period than at the same point last year.

MAY 2025 - STR/ TOURISM ECONOMICS: U.S. HOTEL INDUSTRY PERFORMANCE & OUTLOOK

Global travel trends remain unpredictable heading into the coming months, with lower international inbound arrivals emerging as a key concern. Tourism Economics projects a 9% overall decline in international inbound travel for 2025, including a 20% drop from Canada. Since international arrivals account for only 4–7% of U.S. hotel demand, STR modeling suggests the impact will be relatively limited — a 5% decline in inbound travel would translate to roughly 3 million fewer room nights, compared to 1.3 billion sold last year.

Q1 2025 Performance

- Calendar shifts and major events such as the presidential inauguration, Super Bowl, and College Football Playoff influenced results, alongside unplanned disruptions from wildfires and hurricanes.
- RevPAR grew 2.2% for the quarter, led by ADR gains in all three months. March growth slowed to 0.8% following stronger results in January (+4.3%) and February (+2.1%).
- April preliminary data showed slight softness (-0.3% RevPAR YoY) due to holiday timing and eclipse comps, though weekend occupancy hit its highest level since October 2024.
- Border-market hotel demand has fluctuated in recent months with no clear trend.

Forward Outlook

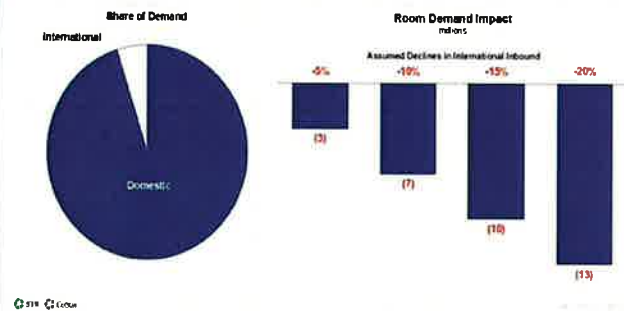
- Future bookings remain generally steady in major markets, though individual city performance varies.
- ADR growth is expected to remain the primary RevPAR driver, but rate discounting trends will be watched closely.
- Group bookings may be seeing shorter lead times, though long-term softness is still unconfirmed.
- TSA screenings and consumer spending remain healthy indicators, with screenings up 2.7% YoY and spending up 3.1% YoY.

Buffalo-Specific Potential Impact

With Canadians historically making up a significant share of Buffalo's leisure and shopping visitors, the projected 20% decline in Canadian inbound travel for 2025 could have a disproportionate effect on our local hotel performance compared to the national average. While STR's modeling shows limited impact nationally, Buffalo's proximity to the border means reduced Canadian visitation could soften weekend occupancy, retail spending, and ADR growth in key corridors. VBN will continue to monitor border-crossing data, Canadian consumer sentiment, and booking trends closely, and adjust marketing efforts to help mitigate potential short-term declines.

Potential inbound decline impact on hotel industry

U.S. demand, assumes international inbound represents 5% of total room nights



BUFFALO CONVENTION CENTER KPIs - MAY 2025

BCC REVENUE PERFORMANCE - MAY 2025

May Total Revenue		May Rent Revenue		May Food & Beverage Revenue		May Electrical Revenue		May Other Revenue	
\$336,859		\$44,255		\$282,679		\$3,935		\$5,990	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
-43.3%	\$594,590	-40.1%	\$73,884	-43.9%	\$503,600	-66.3%	\$11,673	9.3%	\$5,433

BCC REVENUE PERFORMANCE - FY2025 YTD

YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$2,064,373		\$491,111		\$1,466,506		\$88,751		\$17,905	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-5.1%	\$2,175,685	-0.9%	\$495,393	-6.8%	\$1,573,116	-11.4%	\$100,141	154.5%	\$7,035

BCC OPERATIONS PERFORMANCE - MAY 2025

May Total Events Held		May Conventions		May Meetings		May Banquets		May Consumer/Public Shows	
11		3		2		6		1	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
22.2%	9	-40.0%	5	0.0%	2	500.0%	1	0.0%	1

BCC OPERATIONS PERFORMANCE - FY2025 YTD

YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
45		13		11		15		6	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-2.2%	46	-7.1%	14	0.0%	11	15.4%	13	-25.0%	8

BCC EVENT ATTENDANCE - MAY 2025

May Total Event Attendance	
13,812	
Change	Apr. 2025
4.7%	13,188

BCC EVENT ATTENDANCE - FY 2025 YTD

YTD Total Event Attendance	
95,698	
Change	2024
12.8%	84,823

BCC DAYS OCCUPIED - MAY 2025

May Total Number of Days Occupied	
21	
Change	Apr. 2025
-19.2%	26

BCC DAYS OCCUPIED - FY 2025 YTD

YTD Total Number of Days Occupied	
120	
Change	2024
-2.4%	123

BCC SALES ACTIVITY KPIs - MAY 2025

LEADS GENERATED PERFORMANCE - MAY 2025

May Total Leads Generated		May BCC Generated Leads		May VBN Generated Leads		May Confirmed Bookings	
6		5		3		7	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
-33.3%	9	-16.7%	6	-57.1%	7	-12.5%	8

LEADS GENERATED PERFORMANCE - YTD 2025							
YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
64		39		25		57	
Change	2024	Change	2024	Change	2024	Change	2024
8.5%	59	-7.1%	42	47.1%	17	-3.4%	59

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - MAY 2025

May Total Solicitation Calls		May Existing Client Calls/Contact		May New Client Calls/Contact		May Lost Business	
59		25		35		4	
Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025	Change	Apr. 2025
-13.2%	68	-52.8%	53	133.3%	15	-20.0%	5

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	
324		145		179		33	
Change	2024	Change	2024	Change	2024	Change	2024
23.2%	263	2.8%	141	46.7%	122	10.0%	30

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	103	71	51	28
Expected Attendance	249,975	172,743	176,453	210,037	170,150	126,650
Expected Hotel Room Nights	25,000	21,094	22,379	28,029	19,540	11,893
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 26,523,901	\$ 23,630,882	\$ 19,039,234	\$ 14,347,527

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN MAY 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
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, 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
Jolani Yeager, Sales & Catering Manager

BUFFALO CONVENTION CENTER

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



MONTHLY KPI DASHBOARDS

June 2025



**BUFFALO
CONVENTION
CENTER**

ERIE COUNTY HOTEL & SHORT-TERM RENTAL KPIS - JUNE 20

ERIE COUNTY HOTEL PERFORMANCE - JUNE 2025

June Revenue		June Occupancy		June Demand		June Average Daily Rate		June RevPAR	
\$32,432,956		72.1%		219,480		\$147.77		\$106.58	
Change	May-25	Change	May-25	Change	May-25	Change	May-25	Change	May-25
17.6%	\$27,574,619	15.5%	62.4%	11.8%	196,297	5.2%	\$140.47	21.6%	\$87.67

ERIE COUNTY HOTEL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Demand		YTD Average Daily Rate		YTD RevPAR	
\$140,795,626		56.5%		1,037,224		\$135.74		\$76.67	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-2.6%	\$144,517,074	-2.4%	57.9%	-1.9%	1,057,484	-0.7%	\$136.66	-3.2%	\$79.19

ERIE COUNTY SHORT-TERM RENTAL PERFORMANCE - JUNE 2025

June Revenue		June Occupancy		June Guest Check-Ins		June Average Daily Rate		June RevPAR	
\$5,944,023		36.7%		8,613		\$211.00		\$78.00	
Change	May-25	Change	May-25	Change	May-25	Change	May-25	Change	May-25
26.1%	\$4,713,337	16.9%	31.4%	7.3%	8,027	11.6%	\$189.00	32.2%	\$59.00

ERIE COUNTY SHORT TERM RENTAL PERFORMANCE - FY2025 YTD

YTD Revenue		YTD Occupancy		YTD Guest Check-Ins		YTD Average Daily Rate		YTD RevPAR	
\$21,023,492		25.3%		36,898		\$175.00		\$44.00	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-5.7%	\$22,302,378	-23.1%	32.9%	-18.6%	45,339	15.9%	\$151.00	-12.0%	\$50.00

BUF AIRPORT PASSENGERS - JUNE 20

June BUF Airport Passenger Traffic	
446,067	
Change	May-25
-2.6%	458,134
BUF AIRPORT PASSENGERS - FY 2025	
YTD BUF Passenger Traffic	
2,372,651	
Change	2024
4.0%	2,281,109



CROSS BORDER TRAFFIC - JUNE 2025

June U.S./Canada Cross Border Bridge Traffic	
361,264	
Change	May-25
15.0%	314,136
CROSS BORDER TRAFFIC - FY 2024 YTD	
YTD U.S./Canada Cross Border Bridge Traffic	
1,783,981	
Change	2024
-14.7%	2,091,307
CROSS BORDER TRAFFIC - FY 2024 YTD	
June U.S./Canada Cross Border Bridge Traffic	
361,284	
Change	Jun-24
-17.6%	438,716

SALES & SERVICES KPIs - JUNE 2025

LEADS GENERATED PERFORMANCE - JUNE 2025

June Leads Generated		June Leads Room Nights		June Leads Attendance		June Leads Economic Impact	
47		26,350		22,291		\$24,228,266	
Change	May-25	Change	May-25	Change	May-25	Change	May-25
62.1%	29	70.8%	15,426	-21.9%	28,533	86.6%	\$12,984,525

LEADS GENERATED PERFORMANCE - YTD 2025

YTD Leads Generated		YTD Leads Room Nights		YTD Leads Attendance		YTD Leads Economic Impact	
281		203,720		244,720		\$200,781,554	
Change	2024	Change	2024	Change	2024	Change	2024
-3.1%	290	19.6%	170,297	23.3%	198,401	42.4%	\$141,009,462

DEFINITE BOOKINGS PERFORMANCE - JUNE 2025

June Definite Bookings		June Definite Room Nights		June Definite Attendance		June Definite Economic Impact	
29		18,660		33,421		\$16,019,349	
Change	May-25	Change	May-25	Change	May-25	Change	May-25
20.8%	24	138.2%	7,835	153.7%	13,174	131.6%	\$6,917,564

DEFINITE BOOKINGS PERFORMANCE - YTD 2025

YTD Definite Bookings		YTD Definite Room Nights		YTD Definite Attendance		YTD Definite Economic Impact	
167		85,896		119,595		\$70,498,661	
Change	2024	Change	2024	Change	2024	Change	2024
1.8%	164	5.4%	81,480	12.5%	106,303	3.3%	\$68,244,954

EVENTS HELD PERFORMANCE - JUNE 2025

June Events Held		June Events Held Hotel Rooms		June Events Held Attendance		June Groups Served	
24		7,419		10,631		15	
Change	May-25	Change	May-25	Change	May-25	Change	May-25
0.0%	24	-35.2%	11,443	-27.7%	14,703	-11.8%	17

EVENTS HELD PERFORMANCE - YTD 2025

YTD Events Held		YTD Events Held Hotel Rooms		YTD Events Held Attendance		YTD Groups Served	
121		68,792		97,763		75	
Change	2024	Change	2024	Change	2024	Change	2024
-7.6%	131	-2.8%	70,743	-60.0%	244,384	8.7%	69



SALES & SERVICES ACTIVITIES - JUNE 2025

LOST LEADS - JUNE 2025		LOST LEADS - YTD 2025		PARTNER REFERRALS - JUNE 2025		PARTNER REFERRALS - YTD 2025	
June Lost Business Leads		YTD Lost Business Leads		June Partner Referrals		YTD Partner Referrals	
20		139		4		220	
Change	May-25	Change	2024	Change	May-25	Change	2024
-44.4%	36	59.8%	87	-92.6%	54	-33.9%	333

TRADESHOW ATTENDANCE - JUNE 2025

 <p>Travel Trade & Media Show</p> <p>Chicago, IL June 14-18</p> <p>Leah Mueller, Meredith Walsh, and Patrick Kaler</p> 			
 <p>Tradeshow</p> <p>Tuscon, AZ June 17-21</p> <p>James Adler</p>	 <p>Tradeshow</p> <p>St. Louis, MO June 18-21</p> <p>Meaghan Zimmer</p>	 <p>Conference & Tradeshow</p> <p>Lubbock, TX June 19-23</p> <p>Marissa Urbano</p>	 <p>Conference & Tradeshow</p> <p>Toronto, ON June 27-July 1</p> <p>Temekia Powers</p>

CLIENT SITE VISITS - JUNE 2025

Association	SMERF	Sports	Tour & Travel
1	1	2	1
CLIENT SITE VISITS - YTD 2025			
Association	SMERF	Sports	Tour & Travel
7	6	5	8

SALES & SERVICES ACTIVITIES - JUNE 2025

MEETING WORLDWIDE TRAVEL TRADE AND MEDIA AT IPW

Visit Buffalo Niagara wrapped up a very successful week at the U.S. Travel Association's IPW in Chicago, one of the world's top marketplaces for inbound travel to the United States. The VBN team included: CEO Patrick Kaler, Karen Fashana, Leah Mueller, Meredith Walsh, and Michelle Kearns, along with industry partners, held over 100 appointments with international travel trade representatives and media outlets. Each meeting provided an opportunity to share Buffalo and Erie County's story, highlight our unique attractions, and encourage travelers from around the world to include our destination in their plans.

CEO Patrick Kaler represented Buffalo on a national platform, participating in interviews for Peter Greenberg's travel broadcast and AFAR's podcast, further expanding our reach to influential audiences in the travel and tourism industry.

The Visit Buffalo Niagara tradeshow booth was supported by a strong group of partners, including the Buffalo AKG Art Museum, Frank Lloyd Wright's Graycliff, Frank Lloyd Wright's Martin House, the National Comedy Center, and Visions Hotels. Together, we showcased a vibrant and comprehensive view of Buffalo and Erie County's cultural, architectural, and entertainment offerings.

IPW remains a crucial platform for fostering international relationships, encouraging future visits, and securing Buffalo's position on the global travel map.



HOSTING HELMS BRISCO PRE-CONFERENCE FAM



In June, Visit Buffalo Niagara participated in a New York State DMO pre-fam designed to give meeting and event planners a firsthand experience of Buffalo's meeting, convention, and group tour options. The pre-fam served as a strategic opportunity to highlight Buffalo's unique venues, revitalized waterfront, vibrant cultural attractions, and renowned culinary scene. These experiences allow planners to see the destination firsthand, helping to position Buffalo as an appealing choice for their future events.

Following the fam, VBN's National Sales Director Temekia Powers traveled with the planners to the HelmsBriscoe Annual Business Conference and Partner Fair in Toronto, Ontario. This annual event brings together top meeting planners and industry decision-makers from across North America. Throughout the conference, Temekia engaged in targeted networking and relationship-building to increase awareness of Buffalo's meeting capabilities, strengthen existing partnerships, and identify new business opportunities.

These June activities demonstrate VBN's ongoing commitment to proactive outreach, both in attracting planners to Buffalo and in taking Buffalo to prominent industry events, ensuring the destination remains top-of-mind for competitive meeting and convention business.

SALES & SERVICES ACTIVITIES - JUNE 2025

BRAND USA AUSTRALIA/NEW ZEALAND PRE-IPW FAM TOUR

As part of our June Brand USA familiarization tour, Visit Buffalo Niagara had the pleasure of hosting an enthusiastic travel delegation from Australia and New Zealand. One of the standout experiences took place at *Meet & Greet Charcuterie* in the Larkin District, where guests enjoyed a unique "Local Wine Pairing" experience that served as both an educational tasting and a celebration of Western New York's culinary talent.

The pairing featured four New York State wines thoughtfully matched with:

- Artisan cheeses from Eden Valley Creamery and Yancey's Fancy
- Two signature slices from Hydraulic Hearth, spotlighting Flat 12 Mushrooms
- Handcrafted chocolate from Blue Table Chocolate
- Locally made accompaniments from Tis the Season and Top Seedz

The guided tasting class offered an engaging way to introduce the Larkin District and left a strong impression on our international guests. We're already looking ahead to future pairings and exploring which other local purveyors might be featured next.



SPORTS COMMISSION WINS USA WOMEN'S HOCKEY RIVALRY SERIES



The Buffalo Niagara Sports Commission, in partnership with the Buffalo Sabres and KeyBank Center, is excited to bring USA Hockey back to Buffalo with a stop on the Canada vs. USA Rivalry Series. This prominent event will feature the Women's National Teams from USA Hockey and Hockey Canada as they gear up for the 2026 Winter Olympic Games in Milano Cortina, Italy.

The Rivalry Series is one of the most competitive and highly anticipated matchups in international women's hockey, attracting passionate fans and national attention. Hosting this event not only enhances Buffalo's reputation as a top destination for elite hockey but also offers significant exposure for our region through national and international media coverage.

The BNSC is grateful for the strong partnership with the Buffalo Sabres organization, USA Hockey, and KeyBank Center, which made this opportunity possible. Their collaboration was instrumental in securing the event, which will bring both economic impact and a surge of community pride to Erie County.

AAU BUFFALO NATIONALS TUNE-UP RETURNS TO BCC FOR YEAR TWO

The Buffalo Niagara Sports Commission and the Buffalo Convention Center hosted the 2nd Annual AAU Buffalo Nationals Tune-Up, presented by the Niagara Frontier Volleyball Club, over the weekend. This year's event drew 85 teams from across the Midwest, Northeast, and Canada, filling the convention center with high-energy competition and a strong spectator turnout.

The tournament offered a valuable chance for teams to prepare for the AAU Girls National Championships later this summer, while also creating a significant sports tourism boost for Buffalo. Athletes, coaches, and families booked hotels, dined at local restaurants, and explored the city between matches, helping increase weekend occupancy and spending in the hospitality industry.

We thank Niagara Frontier Volleyball Club for their ongoing partnership and all participants for bringing their A-game to Buffalo. The event's growth in just its second-year highlights Buffalo's emerging reputation as a hub for major youth sports competitions.



MARKETING & COMMUNICATIONS KPIs - JUNE 2025

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - JUNE 2025

June Engaged Sessions		June Mobile Sessions		June Website Views		June Search Impressions		June All Video Views	
123,511		88,956		387,031		11,316,984		500,278	
Change	May-25	Change	May-25	Change	May-25	Change	May-25	Change	May-25
40.0%	88,248	52.7%	58,257	41.4%	273,633	2.6%	11,026,110	-2.8%	514,528

WEBSITE TRAFFIC & VIDEO VIEWS PERFORMANCE - YTD 2025

YTD Engaged Sessions		YTD Mobile Sessions		YTD Website Views		YTD Search Impressions		YTD All Video Views	
483,246		323,046		1,486,884		59,958,052		2,709,502	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
-33.9%	731,380	-33.1%	482,984	22.4%	1,214,364	7.9%	57,653,999	-47.4%	5,151,365

MEDIA RELATIONS PERFORMANCE - JUNE 2025

June Media Placements		June Media Impressions		June Media Social Shares		June Media Touchpoints		June Media Visits	
33		830,901,359		50,700		21		16	
Change	May-25	Change	May-25	Change	May-25	Change	May-25	Change	May-25
13.8%	29	-23.6%	1,087,744,588	74.2%	29,112	10.5%	19	700.0%	2

MEDIA RELATIONS PERFORMANCE - YTD 2025

YTD Media Placements		YTD Media Impressions		YTD Media Social Shares		YTD Media Touchpoints		YTD Media Visits	
140		3,585,662,111		91,151		131		21	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
59.1%	88	139.9%	1,494,842,411	2034.2%	4,271	81.9%	72	110.0%	10

EXAMPLES OF JUNE MEDIA HITS

 <p>INSIDEHOOK</p> <p>12 United States Breweries Worth Traveling For</p> <p>BriarBrothers Brewing Company (Buffalo, NY)</p> <p>Readership: 618,973</p>	 <p>Miami Herald</p> <p>I Got Taken in Buffalo</p> <p>Major Milestones</p> <p>Readership: 10,262,049</p>	 <p>USA TODAY TRAVEL</p> <p>Major Milestones</p> <p>Marking anniversaries from history to the arts</p> <p>Readership: 73,481,855</p>	 <p>yahoo!news</p> <p>20 Cities Where Juneteenth Celebrations Are Happening This Month</p> <p>Readership: 407,199,536</p>	 <p>touroptia</p> <p>12 Best U.S. Cities to Visit in May</p> <p>Readership: 120,310</p>
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MARKETING & COMMUNICATIONS KPIs - JUNE 2025

SOCIAL MEDIA PLATFORM PERFORMANCE - YTD 2025

YTD Facebook		YTD X (Twitter)		YTD Instagram		YTD TikTok		YTD Social Media Posts	
123,424		29,099		96,433		39,830		998	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
20.4%	102,502	-2.6%	29,885	10.4%	87,388	35.4%	29,420	-7.0%	1073

EXAMPLES OF SOCIAL MEDIA POSTS - JUNE 2025



June
Most Viewed
Social Media Post
Botanical Gardens
117,400



SERVING UP THE ULTIMATE BUFFALO FOOD TRAIL

Just in time for summer travel, Visit Buffalo Niagara launched the "Ultimate Buffalo Food Trail," a digital guide spotlighting iconic dishes, local eateries, and regional specialties that make Buffalo a top U.S. food destination.

Announced in early June, the Interactive trail offers three curated routes—Northtowns, City, and Southtowns—featuring classics like wings and beef on weck along with hidden gems. It celebrates Buffalo's food traditions, independent restaurants, and the small business owners who define the region's culinary identity.

Special thanks to Anderson's for hosting the launch, and to fellow trail partners Bar-Bill, Glen Park Tavern, Paula's Donuts, Ted's Hot Dogs, and Watson's Chocolates.



AFRICAN AMERICAN HERITAGE GUIDE



Visit Buffalo Niagara released the updated African American Heritage Guide, showcasing the history, culture, and contributions of Buffalo's African American community. The guide highlights landmarks, cultural institutions, and businesses that tell the story from Buffalo's role in the Underground Railroad to its vibrant arts and culinary scenes.

Developed with Sandy White of Mustard Seed, the guide reflects authentic storytelling and community voices. VBN marked its release with a press event at the historic Michigan Street Baptist Church, gathering community leaders, tourism partners, media, and cultural advocates to celebrate and underscore its significance.

As part of VBN's marketing strategy, the guide serves as both an educational tool and an invitation to explore Buffalo's diverse heritage, fostering cultural tourism and supporting local businesses and preservation efforts.

ORGANIZATIONAL ACTIVITIES - JUNE 2025

GETTING ARTSY AT THE BCC



Two exciting arts initiatives are currently transforming the Buffalo Convention Center, further establishing the venue as a welcoming, lively, and uniquely Buffalo space.

First, a large-scale mural is currently being painted on the Pearl Street side of the Convention Center by local artists Cassandra Ott and Chuck Tingley. Covering the entire back wall of the building, this striking piece will serve as a bold visual statement for visitors arriving downtown, enhancing Buffalo's growing collection of public art and reinforcing the sense of place around the Center. The addition of this mural has long been a vision of the VBN/BCC Customer Advisory Council, developed in the years following Erie County's renovations to the Center's entrance, lobby, and new façade.



Second, VBN and BCC were proud to promote another opportunity for local artists through Erie County's Arts in Public Places program. A recent Call for Art invited Erie County-based artists to submit work for potential installation inside the Convention Center. Selected artists will receive up to \$2,000 in funding for their pieces, aiming to enhance the interior experience for convention attendees while celebrating the creativity, talent, and diversity of our local arts community.

Together, these initiatives strengthen the Buffalo Convention Center's role not only as a place for meetings and events but also as a showcase for Buffalo's artistic spirit and cultural identity.

BUFFALO RANKS #42 IN RESONANCE'S 2025 AMERICA'S BEST CITIES REPORT



Buffalo has earned the #42 spot in Resonance Consultancy's 2025 *America's Best Cities* report, which evaluates cities based on a combination of factors including place, product, programming, people, prosperity, and promotion. This national recognition reflects Buffalo's growing reputation as a vibrant, livable, and visitor-friendly destination.

Visit Buffalo Niagara has maintained a long-standing professional relationship with Chris Fair, President and CEO of Resonance Consultancy. Over the years, this relationship has provided VBN with valuable insights, benchmarking data, and strategic guidance to help position Buffalo competitively among peer cities. This latest ranking is a testament to the city's continued momentum and appeal to both residents and visitors.

Key Categories Where Buffalo Excelled:

- **Livability:** Buffalo ranked 33rd, showcasing its strong quality of life, including housing affordability and access to green spaces.
- **Walkability:** The city placed 16th, highlighting its pedestrian-friendly infrastructure and urban planning.
- **Biking:** Buffalo secured the 19th spot, reflecting its commitment to sustainable transportation options.

These rankings underscore Buffalo's strengths in creating a livable, accessible, and sustainable urban environment.

ORGANIZATIONAL ACTIVITIES - JUNE 2025

SYNOPSIS OF FORBES ARTICLE REGARDING CANADIAN TRAVEL

Forbes: Canadian Travel to the U.S. Declines Sharply, Driving Major Economic Losses

Forbes

Canadian Visitors To U.S. Plummet 33% In June—Sixth Straight Month of Steep Declines



Forbes

The US is looking at a significant 9% drop in US International arrivals for 2025, and a decline of \$8.5 billion (-4.7%) in **international visitor spending** relative to last year, according to the latest forecast from Tourism Economics, a nonpartisan Oxford Economics company.



Forbes

The US was projected to see a \$16.3 billion increase in tourism revenue from international markets and **now is facing losses** of up to \$12.5 billion—for a combined forecasted loss of up to \$29 billion.



Statistics Canada reports a steep decline in Canadian travel to the U.S., with June 2025 car crossings down 33% and air travel down 22% compared to June 2024. This marks the sixth consecutive month of double-digit year-over-year declines in both modes of travel. Canadians, who represent roughly one-quarter of all foreign visitors to the U.S. and spent \$20.5 billion here in 2024, are expected to drive significant losses for the U.S. economy in 2025. The U.S. Travel Association warns even a 10% drop in Canadian inbound travel could result in \$2.1 billion in lost spending and 140,000 hospitality-related jobs; current data suggests far greater impacts.

The downturn stems largely from political tensions, including tariff threats and rhetoric from the U.S. administration referring to Canada as “the 51st state.” Former Prime Minister Justin Trudeau publicly urged Canadians to avoid spending vacation dollars in the U.S., and over half of surveyed Canadians who had planned trips have chosen alternate destinations. Reports of Canadian tourists being detained at the U.S. border have further fueled calls within Canada for formal travel warnings.

Tourism Economics now forecasts a 9% drop in overall international arrivals to the U.S. in 2025, translating to \$8.5 billion in reduced visitor spending. Given that 2025 was projected to be a growth year, the combined impact is estimated at up to \$29 billion in lost economic activity.

Buffalo Specific Impact

Buffalo is uniquely vulnerable to the steep decline in Canadian visitation given our proximity to the border and reliance on Ontario travelers for leisure, shopping, dining, and overnight stays. A 33% drop in car travel and 22% decline in air travel from Canada mirrors a significant reduction in our core cross-border market. This trend is likely to affect weekend hotel occupancy, retail sales, and event attendance, particularly in peak travel periods. Visit Buffalo Niagara will continue monitoring bridge traffic, Canadian consumer sentiment, and local booking patterns, while working with partners to target resilient market segments and adapt marketing strategies to help offset these declines.

TOURISM ECONOMICS REPORT: NEW U.S. TRAVEL BAN & POTENTIAL IMPACT ON INBOUND TRAVEL

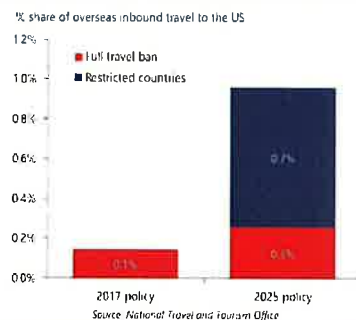
On June 4, President Donald Trump signed a proclamation fully restricting entry from 12 countries and limiting entry from seven others. While broader than the travel restrictions of his first administration, the direct effect on inbound arrivals is expected to be minimal, as the affected countries accounted for only 1% of total overseas arrivals in 2024.

The greater concern lies in the potential indirect impact: heightened negative sentiment toward the U.S. globally could further dampen inbound travel demand. This policy adds downside risk to an already challenging outlook, with total international arrivals to the U.S. projected to decline by nearly 10% in 2025.

Buffalo Specific Potential Impact

While the new U.S. travel ban directly affects a small share of total overseas arrivals, the broader risk is its potential to dampen global sentiment toward U.S. travel, including in key Buffalo feeder markets such as Germany and the UK. VBN's overseas marketing efforts target these countries, which have historically produced high-value visitors who stay longer and spend more per trip. Negative perceptions of U.S. travel policies, even when not directed at these nations, can influence trip planning and willingness to visit. VBN will continue working closely with our international travel trade partners in Germany and the UK to reinforce Buffalo's welcoming message and unique appeal, ensuring our destination remains competitive despite broader headwinds in the U.S. travel market.

Chart 1: New travel ban broader than the first, but overall impacts will be limited



BUFFALO CONVENTION CENTER KPIs - JUNE 2025

BCC REVENUE PERFORMANCE - JUNE 2025									
June Total Revenue		June Rent Revenue		June Food & Beverage Revenue		June Electrical Revenue		June Other Revenue	
\$196,920		\$43,775		\$148,953		\$2,917		\$1,275	
Change	May-25	Change	May-25	Change	May-25	Change	May-25	Change	May-25
-41.5%	\$336,859	-1.1%	\$44,255	-47.3%	\$282,679	-25.9%	\$3,935	-78.8%	\$5,990
BCC REVENUE PERFORMANCE - FY2025 YTD									
YTD Total Revenue		YTD Rent Revenue		YTD Food & Beverage Revenue		YTD Electrical Revenue		YTD Other Revenue	
\$2,064,373		\$534,886		\$1,615,459		\$91,668		\$19,180	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
12.5%	\$1,834,630	26.4%	\$423,248	23.5%	\$1,308,266	-4.6%	\$96,121	174.2%	\$6,995

BCC OPERATIONS PERFORMANCE - JUNE 2025									
June Total Events Held		June Conventions		June Meetings		June Banquets		June Consumer/Public Shows	
8		2		0		6		0	
Change	May-25	Change	May-25	Change	May-25	Change	May-25	Change	May-25
-27.3%	11	-33.3%	3	-100.0%	2	0.0%	6	-100.0%	1
BCC OPERATIONS PERFORMANCE - FY2025 YTD									
YTD Total Events Held		YTD Conventions		YTD Meetings		YTD Banquets		YTD Consumer/Public Shows	
53		15		11		21		6	
Change	2024	Change	2024	Change	2024	Change	2024	Change	2024
17.8%	45	15.4%	13	0.0%	11	162.5%	8	0.0%	6

BCC EVENT ATTENDANCE - JUNE 2025	
June Total Event Attendance	
17,487	
Change	May-25
26.6%	13,812
BCC EVENT ATTENDANCE - FY 2025 YTD	
YTD Total Event Attendance	
133,185	
Change	2024
100.0%	66,581

BCC DAYS OCCUPIED - JUNE 2025	
June Total Number of Days Occupied	
14	
Change	May-25
-33.3%	21
BCC DAYS OCCUPIED - FY 2025 YTD	
YTD Total Number of Days Occupied	
134	
Change	2024
39.6%	96

BCC SALES ACTIVITY KPIs - JUNE 2025

LEADS GENERATED PERFORMANCE - JUNE 2025

June Total Leads Generated		June BCC Generated Leads		June VBN Generated Leads		June Confirmed Bookings	
12		4		8		7	
Change	May-25	Change	May-25	Change	May-25	Change	May-25
100.0%	6	-20.0%	5	166.7%	3	0.0%	7

LEADS GENERATED PERFORMANCE - YTD 2025							
YTD Total Leads Generated		YTD BCC Generated Leads		YTD VBN Generated Leads		YTD Confirmed Bookings	
76		43		33		64	
Change	2024	Change	2024	Change	2024	Change	2024
72.7%	44	48.3%	29	120.0%	15	25.5%	51

SALES SOLICITATION CALLS AND LOST BUSINESS PERFORMANCE - JUNE 2025

June Total Solicitation Calls		June Existing Client Calls/Contact		June New Client Calls/Contact		June Lost Business	
46		23		23		5	
Change	May-25	Change	May-25	Change	May-25	Change	May-25
-22.0%	59	-8.0%	25	-34.3%	35	25.0%	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	
324		145		179		33	
Change	2024	Change	2024	Change	2024	Change	2024
64.5%	197	35.5%	107	98.9%	90	26.9%	26

BCC CURRENT AND FUTURE BOOKED BUSINESS - FY2025 YTD

	2019*	2024*	2025**	2026**	2027**	2028**
Number of Events	138	122	102	67	52	27
Expected Attendance	249,975	172,743	172,145	208,547	171,200	127,650
Expected Hotel Room Nights	25,000	21,094	23,327	28,566	22,919	11,950
Expected Economic Impact	\$34,063,840	\$27,712,443	\$ 26,033,817	\$ 23,552,490	\$ 19,258,734	\$ 14,436,779

* Final for year **Updated monthly

EXAMPLES OF BCC BUSINESS HELD IN JUNE 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
 Jheanelle Kerr, Industry Relations Assistant
 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 Urbano, National Sales Manager
 Meredith Walsh, Travel Trade Manager
 Meaghan Zimmer, National Sales Director
 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
 Jolani Yeager, Sales & Catering Manager

BUFFALO CONVENTION CENTER

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

BUFFALO CONVENTION CENTER			
Q2 Revenue	Goal	Actual	Variance
Rent Revenue	\$157,189	\$161,914	3.01%
F&B Revenue	\$725,136	\$935,231	28.97%
Electrical Service	\$8,490	\$18,525	118.19%
Other Revenue	0	\$12,698	100%
TOTAL REVENUE	\$890,815	\$1,128,368	26.67%
YTD Revenue	2025	2024	Variance
Rent Revenue	\$534,885	\$574,945	-6.97%
F&B Revenue	\$1,615,456	\$2,048,523	-21.38%
Electrical Service	\$92,200	\$108,010	-16.80%
Other Revenue	\$19,180	\$7,335	146.50%
TOTAL REVENUE	\$2,261,721	\$2,738,813	-17.70%
Q2 YTD Events	2025	2024	Variance
Number of Events	53	62	-14.5%
Attendance	113,185	94,005	20.4%
Comments Q2			
Total Revenue was up \$237,553 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 during Q1. Attendance is consistent with last fiscal year.			

Q2 Major Events Hosted			
Month	Event Name	Number of Attendees	Revenue
April	Jurassic Quest Holdings, LLC – Jurassic Quest	8,152	\$50,116
April	Northeast Chapter- American Association of Airport Executives AAE – International Aviation Snow Symposium	1,165	\$242,358
April	Colvin Cleaners- Gowns for Proms	1,000	\$0
April	SABAH – Celebration on Ice	961	\$23,348
April	Omega Psi Phi Fraternity Inc. – 77 th Second District Conference	560	\$66,010
May	Buffalo – Erie Marathon Association, Inc. – 2025 Buffalo Marathon Weekend	10,100	\$23,032
May	ECMC Foundation – Springfest Gala	1,750	\$199,302
May	Break the Floor Productions LLC – Jump Dance Convention	584	\$28,201
June	Nickel City Comic Con Inc. – 2025 Nickel City Con	11,789	\$60,966
June	Niagara Frontier Volleyball – Buffalo Nationals Tune-Up 2025	3,360	\$32,116
June	NAACP – 2025 Awards Dinner	568	\$31,105
June	Hispanics Heritage Council of WNY, Inc. – Hispanics Heritage Breakfast	530	\$11,408

Q2 Major Events Booked		
Year	Event Name	Expected Revenue
2025	Conesus Fest for Charity – 2025 World’s Largest Disco	\$71,500
2025	Buffalo Common Council – Senior Ball	\$45,000
2025	SABAH – Starlight Night Auction & Gala	\$24,000
2026	Partners for Rural Impact – 2026 Rural Summit	\$119,592
2026	FuzeHub – NYS Innovation Summit	\$87,500
2026	Moog Incorporated – Moog Gala	\$85,000
2026	Town Square Media of Buffalo – Buffalo on Tap	\$64,390
2027	International Women’s Conference – 63 RD International Women’s Conference	\$135,000
2027	National Association of Extension 4-H Youth Development – NAE4H-YDP Annual Conference	\$130,000
2027	NYS School Boards Association – 2027 Annual Conference & Education Expo	\$128,500
2027	New York State Society for Human Resource Management – 2027 Annual Conference	\$60,700

Q2 Notable BCC Activities	
Date	Program
April	Attended Empire State Society of Association Executives (ESSAE) Virtual Membership Committee Meeting
May	Sales staff participated in the Buffalo Book Club Session with VBN and book club members
May	BCC & VBN successfully hosted the African American Travel Conference
May	Attended VBN Industry Meeting
May	Attended Event Service Professionals Association's Webinar – From Generic to Genius: The Customized Experience
May	Attended Buffalo Niagara Partnership Hob Nob Event
May	Attended the International Association of Venue Managers (IAVM) Regional Conference in Raleigh
May	Site inspection with National Consumers League
May	Site inspection with Alleanaza, LLC
June	Attended and participated in Empire State Society of Association Executives Tradeshow and Annual Meeting with VBN & hotel partners in Albany
June	Attended International Association of Venue Managers (IAVM) Leadership Institute in Palm Springs
June	Site inspection with New York State Bureau of Emergency Medical Services
June	Site inspection with New York State School Boards Association
June	Site inspection with Marine Corps League
June	Site inspection with American Karate Association
June	Site inspection with Association for Small and Rural Libraries
On going	Hired new Director of Operations and Operations Manager to replace Michael Will and Terry O’Brien



Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

JUNE 30, 2025 AND 2024

UNAUDITED

**Approved at the Board of Directors Meeting on
Wednesday August 13, 2025**

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

FINANCIAL STATEMENTS

FOR THE SIX MONTHS ENDED JUNE 30, 2025 AND 2024

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Statement of Total Expenses	Page 5-6

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
BALANCE SHEET
JUNE 30, 2025 AND 2024

UNAUDITED

	<u>2025</u>	<u>2024</u>
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 6,697,189	\$ 1,244,739
Accounts Receivable - Erie County	-	2,250,000
Accounts Receivable - Trade	305,790	13,474
Grants Receivable	417,417	217,037
Prepaid expenses and supplies	190,866	142,301
	<hr/>	<hr/>
Total current assets	7,611,262	3,867,551
Property and equipment, net	33,065	37,774
Right of Use Asset	<hr/> 174,375	<hr/> 174,375
	<hr/>	<hr/>
Total assets	<u><u>\$ 7,818,702</u></u>	<u><u>\$ 4,079,700</u></u>

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	266,495	253,980
Accounts payable - Foundation	19,243	14,469
Deferred revenue - Other	149,829	54,100
Deferred revenue - Erie County Grant	3,745,000	2,270,000
SBA - EIDL Loan	134,623	138,550
	<hr/>	<hr/>
Total current liabilities	4,315,190	2,731,099
Lease Liability	174,375	174,375
Net assets	<hr/> 3,329,137	<hr/> 1,174,226
	<hr/>	<hr/>
Total liabilities and net assets	<u><u>\$ 7,818,702</u></u>	<u><u>\$ 4,079,700</u></u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE SIX MONTHS ENDED JUNE 30, 2025 AND 2024

	Actual 6 Month(s) 06/30/25	Budgeted 6 Month(s) 06/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 6 Month(s) 06/30/24
REVENUES	<u>\$ 5,686,784</u>	<u>\$ 4,963,035</u>	<u>\$ 723,749</u>	<u>14.58%</u>	<u>\$ 8,961,680</u>	<u>\$ 2,618,389</u>
MARKETING DEPARTMENT EXPENSES	\$ 1,362,183	\$ 1,362,216	\$ (33)	0.00%	\$ 4,690,260	\$ 800,911
CONVENTION & SPORTS SALES & SERVICES EXPENSES	978,621	1,060,089	(81,468)	-7.69%	2,357,235	1,004,919
DESTINATION DEVELOPMENT	164,845	170,272	(5,427)	-3.19%	358,100	252,138
CANALSIDE VISITOR CENTER	27,349	27,144	205	0.76%	108,500	-
ADMINISTRATIVE & FINANCE EXPENSES	595,469	584,939	10,530	1.80%	1,056,645	539,994
RESEARCH DEPARTMENT EXPENSES	218,003	226,771	(8,768)	-3.87%	390,940	157,943
TOTAL EXPENSES	<u>\$ 3,346,470</u>	<u>\$ 3,431,431</u>	<u>\$ (84,961)</u>	<u>-2.48%</u>	<u>\$ 8,961,680</u>	<u>\$ 2,755,905</u>
INCREASE (DECREASE) IN NET ASSETS	<u>\$ 2,340,314</u>	<u>\$ 1,531,604</u>	<u>\$ 808,710</u>		<u>\$ 0</u>	<u>\$ (137,516)</u>
NET ASSETS - BEGINNING	988,823	988,823	-		988,823	1,311,742
NET ASSETS - ENDING	<u>\$ 3,329,137</u>	<u>\$ 2,520,427</u>	<u>\$ 808,710</u>	<u>32.09%</u>	<u>\$ 988,823</u>	<u>\$ 1,174,226</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL REVENUES

FOR THE SIX MONTHS ENDED JUNE 30, 2025 AND 2024

	Actual 6 Month(s) 06/30/25	Budgeted 6 Month(s) 06/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 6 Month(s) 06/30/24
Erie County Grant	\$ 3,724,998	\$ 3,724,998	\$ -	0.00%	\$ 7,450,000	\$ 2,250,000
Erie County Grant - Prior Year Overage	1,400,401	1,000,000	400,401	40.04%	1,000,000	-
Erie County - Restaurant Grant	-	-	-	-	20,000	-
ERTC Revenues	308,785	-	308,785	-	-	-
Advertising Sales	204,800	204,800	-	0.00%	204,800	206,600
Assessments - Convention	-	-	-	-	-	-
NYS Matching Funds Program	4,995	5,000	(5)	-0.10%	49,775	51,048
Joint/Co-Op - Marketing	14,000	6,000	8,000	133.33%	37,000	12,500
Joint/Co-Op - Sales	15,266	4,417	10,849	245.62%	25,000	14,484
Joint/Co-Op - Destination Development	-	500	(500)	-100.00%	18,500	1,954
Grant Revenues	-	-	-	-	120,000	64,000
Interest Income	13,533	16,500	(2,967)	-17.98%	35,000	17,757
Miscellaneous Income	6	570	(564)	-98.95%	1,105	25
Merchandising Revenues - Canalside	-	-	-	-	-	-
Merchandising Revenues - Conventions	-	250	(250)	-100.00%	500	21
Total Revenues	\$ 5,686,784	\$ 4,963,035	\$ 723,749	14.58%	\$ 8,961,680	\$ 2,618,389

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE SIX MONTHS ENDED JUNE 30, 2025 AND 2024

	Actual 6 Month(s) 06/30/25	Budgeted 6 Month(s) 06/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 6 Month(s) 06/30/24
<u>Personnel Costs:</u>						
Salaries	\$ 1,072,978	\$ 1,109,135	\$ (36,157)	-3.26%	\$ 2,272,605	\$ 1,087,998
Payroll Taxes & Fringe Benefits	204,415	227,840	(23,425)	-10.28%	470,950	192,705
Training	47,137	46,520	617	1.33%	109,550	49,215
Total Personnel Costs	\$ 1,324,530	\$ 1,383,495	\$ (58,965)	-12.22%	\$ 2,853,105	\$ 1,329,918
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 707,228	\$ 708,372	\$ (1,144)	-0.16%	\$ 3,097,500	\$ 253,360
Convention Commitments	167,248	221,050	(53,802)	-24.34%	445,000	158,968
Visitor Guide	150,735	151,000	(265)	-0.18%	170,000	137,302
Tradeshows	128,249	117,605	10,644	9.05%	245,000	100,941
Printing	15,865	9,600	6,265	65.26%	20,000	9,056
Postage	1,072	1,728	(656)	-37.96%	3,500	1,398
Sales Bids & Promotions	53,591	40,700	12,891	31.67%	135,000	45,553
Convention Sales & Services	5,233	7,525	(2,292)	-30.46%	36,000	18,791
Travel & Meetings	20,729	24,380	(3,651)	-14.98%	58,000	21,312
Receptions	-	3,500	(3,500)	-100.00%	35,000	-
Research	155,993	151,221	4,772	3.16%	252,000	95,166
Website Development/Hosting	81,366	86,000	(4,634)	-5.39%	263,750	64,883
Travel Writers & Influencers	18,264	17,225	1,039	6.03%	86,000	23,050
Public/Media Relations	98,933	100,000	(1,067)	-1.07%	221,000	31,125
Freelance/Graphic Artist	6,293	8,373	(2,080)	-24.84%	140,000	36,023
Regional Marketing	4,994	5,000	(6)	-0.12%	5,000	5,070
Promotional Items	7,988	14,916	(6,928)	-46.45%	38,000	12,320
Destination Development	44,723	44,115	608	1.38%	100,500	135,323
Canalside Visitor Center Operations	27,349	6,020	21,329	354.30%	24,000	-

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE SIX MONTHS ENDED JUNE 30, 2025 AND 2024

	Actual 6 Month(s) 06/30/25	Budgeted 6 Month(s) 06/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 6 Month(s) 06/30/24
Film/Video/Photo Productions	1,875	1,900	(25)	-1.32%	90,000	12,928
Photography	4,275	4,500	(225)	-5.00%	75,000	3,800
Social Networking/Wing Trail	9,497	10,660	(1,163)	-10.91%	34,000	1,871
Total Sales & Marketing Expenditures	<u>\$ 1,711,500</u>	<u>\$ 1,735,390</u>	<u>\$ (23,890)</u>	<u>-1.38%</u>	<u>\$ 5,574,250</u>	<u>\$ 1,168,240</u>
Technology & Equipment	22,320	24,890	(2,570)	-10.33%	57,500	27,605
Departmental Administrative Expenses	288,120	287,656	464	0.16%	476,825	230,142
Total Expenses	<u>\$ 3,346,470</u>	<u>\$ 3,431,431</u>	<u>\$ (84,961)</u>	<u>-2.48%</u>	<u>\$ 8,961,680</u>	<u>\$ 2,755,905</u>

**BUFFALO NIAGARA CONVENTION CENTER
MANAGEMENT CORPORATION**

**FINANCIAL STATEMENTS
WITH ADDITIONAL INFORMATION**

December 31, 2024

INDEPENDENT AUDITORS' REPORT

The Board of Directors
Buffalo Niagara Convention Center Management Corporation

Opinion

We have audited the balance sheets of Buffalo Niagara Convention Center Management Corporation (the Center) as of December 31, 2024 and 2023, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Center as of December 31, 2024 and 2023, and the changes in net assets and cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America (GAAP).

Basis for Opinion

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

Responsibilities of Management for the Financial Statements

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

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

Auditors' Responsibilities for the Audit of the Financial Statements

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

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

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

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

Additional Information

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

Other Reporting Required by *Government Auditing Standards*

In accordance with *Government Auditing Standards*, we have also issued our report dated August 13, 2025 on our consideration of the Center's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Center's internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Center's internal control over financial reporting and compliance.

A handwritten signature in blue ink that reads "Lyndon & McCormick, LLP". The signature is written in a cursive, flowing style.

August 13, 2025

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION

Balance Sheets

December 31,	2024	2023
Assets		
Current assets:		
Cash	\$ 760,999	\$ 202,397
Accounts receivable, net of estimated credit losses of \$1,400 and \$3,000	445,737	689,910
Inventory	52,545	49,517
Prepaid expenses	30,024	63,264
	<u>\$ 1,289,305</u>	<u>\$ 1,005,088</u>
Liabilities and Net Assets		
Current liabilities:		
Short-term borrowings (Note 2)	\$ -	\$ 200,000
Accounts payable	318,750	218,881
Accrued expenses	169,298	126,999
Deferred revenue	102,850	51,719
	<u>590,898</u>	<u>597,599</u>
Net assets	<u>698,407</u>	<u>407,489</u>
	<u>\$ 1,289,305</u>	<u>\$ 1,005,088</u>

See accompanying notes.

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION**Statements of Activities**

For the years ended December 31,	2024	2023
Revenue and support:		
Governmental support - Erie County (Note 1)	\$ 2,581,286	\$ 1,981,286
Food and beverage sales	3,460,559	2,963,394
Rentals	1,104,970	1,075,281
Other	78,630	101,488
Total revenue and support	7,225,445	6,121,449
Expenses:		
Program services	5,706,779	5,517,652
General and administrative	1,227,748	1,125,877
Total expenses	6,934,527	6,643,529
Change in net assets	290,918	(522,080)
Net assets - beginning	407,489	929,569
Net assets - ending	\$ 698,407	\$ 407,489

See accompanying notes.

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION

Statements of Functional Expenses

	2024			2023		
	Program Services	General and Administrative	Total	Program Services	General and Administrative	Total
Salaries and wages	\$ 2,434,765	\$ 622,374	\$ 3,057,139	\$ 2,413,266	\$ 562,908	\$ 2,976,174
Payroll taxes	243,348	40,436	283,784	134,527	51,904	186,431
Employee benefits	449,579	108,067	557,646	280,762	95,877	376,639
	3,127,692	770,877	3,898,569	2,828,555	710,689	3,539,244
Cost of goods sold	1,111,387	-	1,111,387	1,173,532	-	1,173,532
Professional and contracted services	-	231,017	231,017	-	173,662	173,662
Property and equipment purchases	-	-	-	6,345	705	7,050
Supplies	423,675	41,134	464,809	400,756	36,347	437,103
Telephone	97,217	17,156	114,373	88,911	15,690	104,601
Postage	3,679	649	4,328	4,315	762	5,077
Occupancy	726,936	54,678	781,614	805,644	59,609	865,253
Rental and maintenance of equipment	153,705	14,072	167,777	160,211	16,111	176,322
Travel and entertainment	-	22,354	22,354	-	9,709	9,709
Promotion, printing and publications	37,738	14,135	51,873	41,652	8,732	50,384
Dues and subscriptions	-	4,276	4,276	-	5,253	5,253
Laundry, uniforms and cleaning	11,800	3,933	15,733	1,471	490	1,961
Interest	-	36,047	36,047	-	722	722
Other	12,950	17,420	30,370	6,260	87,396	93,656
Total non-personnel expenses	2,579,087	456,871	3,035,958	2,689,097	415,188	3,104,285
Total	\$ 5,706,779	\$ 1,227,748	\$ 6,934,527	\$ 5,517,652	\$ 1,125,877	\$ 6,643,529

See accompanying notes.

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION

Statements of Cash Flows

For the years ended December 31,	2024	2023
Operating activities:		
Change in net assets	\$ 290,918	\$ (522,080)
Adjustments to reconcile change in net assets to net operating activities:		
Changes in other current assets and current liabilities:		
Accounts receivable	244,173	(212,493)
Inventory	(3,028)	(4,764)
Prepaid expenses	33,240	(5,422)
Accounts payable	99,869	(222,799)
Accrued expenses	42,299	32,791
Deferred revenue	51,131	(21,645)
Net operating activities	758,602	(956,412)
Financing activities:		
Net proceeds from (payments on) short-term borrowings	(200,000)	200,000
Net change in cash	558,602	(756,412)
Cash - beginning	202,397	958,809
Cash - ending	\$ 760,999	\$ 202,397

See accompanying notes.

Notes to Financial Statements

1. Summary of Significant Accounting Policies:

Organization:

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

Buffalo Niagara Convention and Visitors Bureau, Inc. (d/b/a Visit Buffalo Niagara (VBN)) and its affiliated entities are related to the Center through shared administration and common board members. The Center reimbursed VBN \$12,000 in fees for shared administrative services in 2024 and 2023.

Governmental Support:

Under the terms of an annual public benefit services contract (service contract) with the County, the Center received subsidies for operations in 2024 and 2023 totaling \$2,581,286 and \$1,981,286, representing 36% and 32% of total revenue and support for each year. The service contract also requires the Center to repay the County any surplus funds at the end of the contract year, calculated as the excess of net assets over the 6 months average of operating expenses, based on actual expenses for the 36 months immediately preceding the current year. The Center had no calculated surplus funds for 2024 or 2023.

Funding by the County for the year ending December 31, 2025 will continue in the form of a subsidy to the Center totaling \$2,350,000 under the terms of an agreement executed on March 18, 2025. Funding beyond December 31, 2025 is contingent upon actions taken by the County that are consistent with prior years. The Board and management of the Center believe sufficient funding arrangements will be made timely, so uninterrupted operations will continue beyond that time.

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 August 13, 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 Center to concentrations of credit risk.

Inventory:

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

Property and Equipment:

The Center is operated for the County under a service concession arrangement, defined as an arrangement between a public sector entity grantor and an operating entity under which the operating entity operates the grantor's infrastructure. Consequently, property and equipment purchases are generally expensed as incurred. There were no property and equipment purchases expensed in 2024. Property and equipment purchases expensed in 2023 totaled \$7,050.

Revenue Recognition:

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

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 outstanding after management has used reasonable collection efforts are written off through a charge to the allowance and a credit to accounts receivable.

Sales Tax:

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

Functional Allocation of Expenses:

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

Income Taxes:

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

2. Short-Term Borrowings:

The Center has available a \$400,000 bank demand line of credit for working capital financing with interest payable at prime plus 1½%. The line is secured by essentially all assets of the Center. There were no amounts outstanding at December 31, 2024. Amounts outstanding on this line at December 31, 2023 totaled \$200,000.

The Center's participation in the plans for the years ended December 31, 2024 and 2023 is outlined in the table below. The "EIN/Pension Plan Number" column provides the Employer Identification Number (EIN) and the three-digit plan number. The most recent Pension Protection Act (PPA) zone statuses available in 2024 and 2023 are for the following plan year ends: December 31, 2024 and 2023 for the Service Employees Pension Fund of Upstate NY (Plan 1), and January 31, 2024 and 2023 for the Central Pension Fund of the IUOE & Participating Employers (Plan 2). The zone status is based on information that the Center received from the plans and is certified by the plans' actuaries. Among other factors, plans in the red zone are generally less than 65 percent funded, plans in the yellow zone are less than 80 percent funded, and plans in the green zone are at least 80 percent funded. The "FIP/RP Status Pending/Implemented" column indicates whether a financial improvement plan (FIP) or a rehabilitation plan (RP) is either pending or has been implemented. The last column lists the expiration date of the collective bargaining agreement to which the plan is subject.

Pension Plan	EIN/Pension Plan Number	PPA Zone Status		FIP/RP Status Pending/Implemented	Center Contributions		Surcharge Imposed	Expiration Date of Participation Agreement
		2024	2023		2024	2023		
Plan 1	16-0908576/001	Green	Green	No	\$ 38,700	\$ 55,100	No	December 31, 2027
Plan 2	36-6052390/001	Green	Green	No	32,700	30,800	No	December 31, 2027
					<u>\$ 71,400</u>	<u>\$ 85,900</u>		

The Center was not listed in any of the Forms 5500 as providing more than 5 percent of the total contributions for the plan years ended December 31, 2024 and 2023 and January 31, 2024 and 2023.

3. Retirement Plans:

The Center maintains a noncontributory, defined contribution profit sharing plan covering essentially all nonunion employees. The Center can make discretionary contributions to the plan. Total expense under this plan was \$30,500 for 2024 and \$24,500 for 2023.

The Center also contributes to a defined contribution pension plan covering eligible employees of one union group. Contributions are determined pursuant to the collective bargaining agreement between the Center and the union. Total expense under this plan was \$6,558 for 2024 and \$4,781 for 2023.

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

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

4. Contingencies:

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

5. Financial Resources Available for Operations:

The Center obtains financial assets generally through a government grant, in-house catering services and rentals. The financial assets are acquired throughout the year to help meet the Center's cash needs for general expenditures. If necessary, the Center also has access to a \$400,000 bank demand line of credit (Note 2).

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

	2024	2023
Cash	\$ 760,999	\$ 202,397
Accounts receivable	445,737	689,910
	<u>\$ 1,206,736</u>	<u>\$ 892,307</u>

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORPORATION

Additional Information
Schedule of Contracted Surplus

For the year ended December 31, 2024

Net assets	\$ 698,407
Working capital, as defined in agreement with County of Erie dated March 21, 2024	<u>2,548,097</u>
Contractual deficit	<u>\$ (1,849,690)</u>

See independent auditors' report.

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

The Board of Directors
Buffalo Niagara Convention Center Management Corporation

We have audited, in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the balance sheet of Buffalo Niagara Convention Center Management Corporation (the Center), as of December 31, 2024, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated August 13, 2025.

Report on Internal Control Over Financial Reporting

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

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

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

Financial Reporting

Our audit of the Center's 2024 financial statements identified several errors which resulted in significant adjustments and additional analysis. Identified errors included key accounts that were not properly recognized in accordance with generally accepted accounting principles and/or reconciled to the general ledger. In addition, we noted internal financial statements are not regularly generated and distributed to management and the Board of Directors.

We recommend management establish standard monthly accounting policies and procedures to ensure key general ledger accounts are properly reconciled, supported by detailed schedules and formally reviewed and approved; produce internal financial statements for review and approval by the Board at least quarterly; and complete the Center's formal accounting policies and procedures manual.

Management Response

As a result of several changes in the Controller position over the past few years, many established policies and procedures were not consistently followed. The Center is confident that with the current staff, it will be able to identify and rectify the noted conditions.

The Center acknowledges the reported findings and is committed to implementing the necessary policy and procedural changes to achieve compliance. Management will review all current internal control policies and procedures, enhancing or implementing controls where necessary. Timely reconciliation of key general ledger accounts will be strictly adhered to and identify and correct any unusual or incorrect account balances. Monthly preparation, review, and approval of internally generated financial reports with department heads and the general manager will be adhered to. In addition, management and financial reports will be reviewed with the board of directors for their approval at the quarterly board meetings.

Report on Compliance and Other Matters

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

Management's Response to Findings

The Center's response to the finding identified in our audit is described in the Report on Internal Control Over Financial Reporting. The Center's response was not subjected to the auditing procedures applied in the audit of the financial statements, and accordingly, we do not express an opinion on the Center's response.

Purpose of this Report

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



August 13, 2025

MANAGEMENT LETTER

August 13, 2025

The Board of Directors and Management
Buffalo Niagara Convention Center Management Corporation

In planning and performing our audit of the financial statements of Buffalo Niagara Convention Center Management Corporation (the Center) as of and for the year ended December 31, 2024, in accordance with auditing standards generally accepted in the United States of America, we considered the Center's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Center's internal control. Accordingly, we do not express an opinion on the effectiveness of the Center's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses and, therefore, material weaknesses may exist that were not identified. However, as discussed below, we identified certain deficiencies in internal control that we consider to be a material weakness.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected, on a timely basis. A reasonable possibility exists when the likelihood of an event occurring is either reasonably possible or probable as defined as follows:

- *Reasonably possible.* The chance of the future event or events occurring is more than remote but less than likely.
- *Probable.* The future event or events are likely to occur.

We consider the following deficiency in the entity's internal control to be a material weakness:

Financial Reporting

Our audit of the Center's 2024 financial statements identified several errors which resulted in significant adjustments and additional analysis. Identified errors included key accounts that were not properly recognized in accordance with generally accepted accounting principles and/or reconciled to the general ledger. In addition, we noted internal financial statements are not regularly generated and distributed to management and the Board of Directors.

We recommend management establish standard monthly accounting policies and procedures to ensure key general ledger accounts are properly reconciled, supported by detailed schedules and formally reviewed and approved; produce internal financial statements for review and approval by the Board at least quarterly; and complete the Center's formal accounting policies and procedures manual.

Management Response

As a result of several changes in the Controller position over the past few years, many established policies and procedures were not consistently followed. The Center is confident that with the current staff, it will be able to identify and rectify the noted conditions.

The Center acknowledges the reported findings and is committed to implementing the necessary policy and procedural changes to achieve compliance. Management will review all current internal control policies and procedures, enhancing or implementing controls where necessary. Timely reconciliation of key general ledger accounts will be strictly adhered to and identify and correct any unusual or incorrect account balances. Monthly preparation, review, and approval of internally generated financial reports with department heads and the general manager will be adhered to. In addition, management and financial reports will be reviewed with the board of directors for their approval at the quarterly board meetings.

OTHER COMMENTS AND RECOMMENDATIONS

Local Authority

On January 23, 2013, the Center received notification from the State of New York Authorities Budget Office (ABO) that the organization meets the definition of a local authority pursuant to the Public Authorities Law. Accordingly, the Center is now required to comply with regulations established by the Public Authorities Accountability Act (PAAA).

Although the Center has complied with certain aspects of PAAA, it has been notified by the ABO that it is not in full compliance. Management has advised us that resolution of this matter is pending certain actions to be taken by the Center's Members, the County of Erie and the City of Buffalo. Since the ABO has the authority to take enforcement action, we continue to recommend the Center's Members take the necessary actions to be in full compliance with PAAA.

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



COMMUNICATION WITH THOSE CHARGED WITH GOVERNANCE

August 13, 2025

The Board of Directors
Buffalo Niagara Convention Center Management Corporation

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

Our Responsibility in Relation to the Financial Statement Audit

As communicated in our engagement letter dated March 1, 2025, our responsibility, as described by professional standards, is to form and express opinions about whether the financial statements that have been prepared by management with your oversight are presented fairly, in all material respects, in accordance with accounting principles generally accepted in the United States of America (GAAP). Our audit of the financial statements does not relieve you or management of its respective responsibilities.

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

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

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

Planned Scope and Timing of the Audit

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

Compliance with All Ethics Requirements Regarding Independence

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

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

Significant Accounting Policies

Management has the responsibility to select and use appropriate accounting policies. A summary of the significant accounting policies adopted by the Center are included in Note 1 of the financial statements. There have been no initial selection of or changes in significant accounting policies or their application during 2024. No matters have come to our attention that would require us, under professional standards, to inform you about (1) the methods used to account for significant unusual transactions and (2) the effect of significant accounting policies in controversial or emerging areas for which there is a lack of authoritative guidance or consensus.

Significant Accounting Estimates and Audit Risk Items

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

- Collectability of accounts receivable
- Functional expense allocations

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

Financial Statement Disclosures

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

Other More Significant Audit and Accounting Items Addressed

- Management override of controls
- Revenue recognition

Significant Difficulties Encountered During the Audit

We encountered no significant difficulties in dealing with management relating to the performance of the audit.

Uncorrected and Corrected Misstatements

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

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

- Adjustments to increase accounts receivable and related revenues.
- Adjustments to reconcile inventory.
- Adjustments to reconcile prepaid expenses.
- Adjustments to increase accounts payable and related expenses.
- Adjustment to increase salary expense and related accruals for payroll, vacations and bonuses.

Disagreements with Management

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

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

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

Representations Requested from Management

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

Management's Consultations with Other Accountants

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

Other Significant Matters, Findings, or Issues

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

Additional Information

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

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



