



CE

2012 1st Quarter Report

Financial Summary

1st Quarter - March 31, 2012

	<u>Projected</u>	<u>Budgeted</u>	<u>Variance</u>	<u>% Variance</u>
Revenues	\$ 936,009	\$938,976	\$ (2,967)	-0.32%
Expenses:				
Marketing Department	\$ 257,547	\$ 248,983	\$ 8,564	3.44%
Convention Sales & Services	308,085	360,968	\$ (52,883)	-14.65%
Buffalo Niagara Film Commission	74,307	71,349	\$ 2,958	4.15%
Administrative & Finance	182,400	176,696	\$ 5,704	3.23%
Total Expenses	\$ 822,339	\$857,996	\$(35,657)	-4.16%
Increase (Decrease) in Net Assets	\$ 113,670	\$ 80,980	\$ 32,690	

SALES

Q1 Sales Results	Goal	Actual	+/-	% variance
Leads	155	161	6	4%
Group Tour Leads	45	47	2	4%
Definite Business	100	116	16	16%
Hotel Room Nights	42,900	40,161	-2,739	-6%

Actual

YOY Comparison	2011	2012	+/-	% variance
Leads	133	161	28	21%
Group Tour Leads	55	47	-8	-15%
Definite Business	116	116	0	0%
Hotel Room Nights	58,729	40,161	-18,568	-32%

WEBSITE

Q1	2011	2012	Variance
Visitbuffaloniagara			
Unique Visits	110,726	166,408	50%
Page Views	484,102	808,334	67%
Time on Site	6:33	4:10	-36%

IOM-2

Major Bookings:

Event	Hotel Room Nights	Estimated Future Economic Impact
National Association of Drug Court Professionals	540	\$316,771
Our Lady of Hope	600	\$669,375
The American Legion	500	\$270,889
Delta Phi Epsilon	1000	\$927,361
United State Synchronized Swimming	500	\$359,545
Blue Chip Softball Tournament	900	\$375,640
MAAC Swimming & Diving	600	\$267,241
North American Prospects Showcase (two events)	2,850 (x2)	\$1,814,503 (x2)

Sales Development

Toronto Marketplace – A joint program with the Marketing Department was held at the Gardiner Museum, 16 group tour operators and over 35 travel writers were in attendance. This was a co-op program with approximately 20 local suppliers who exhibited and networked with each of our guests. Two overnight trips have already been planned by our tour operators with several day trips and more overnight trips in the planning stages.

Albany Reception – Over 40 meeting planners attended a reception hosted in Albany. It was a joint venture organized by VBN and subsidized in part by our hospitality partners - Adam's Mark Hotel, Embassy Suites, Hyatt Regency, Holiday Inn Grand Island, Millennium, Marriott and BNCC.

Economic Impact Calculator Training - Tourism Economics conducted a webinar to review the best practices for using the EEI Calculator to use it to its fullest potential for definite business coming into Buffalo. The calculator that was created for VBN is now in use by most DMAI bureaus across the country.

Lost Business

In the first quarter 73 pieces of business were lost for over 76,472 hotel room nights for various reasons from room availability, room rates not meeting the customer's expectations or facility limitations. Below is a short list of lost business.

National Associations of Sports Commissions – April 2014 & 2015, 2,000 hotel room nights, The bid was lost because the site selection committee thought the BNCC and the surrounding area was not desirable to their membership compared to other bidding cities.

American Contract Bridge League – July 2017, 12,000 hotel room nights, bid was lost because we had to combine the cost of the BNCC rental and transportation between hotels in the room rate thus causing hotel room rates to become too high compared to other bidding cities. Toronto was chosen to host this event.

Ohio Travel Association – February 2014, 850 room nights, VBN withdrew intent to bid primarily due to overall hosting costs. BNCC would have had to relocate two groups offering each a financial incentive, VBN would have had to cover the cost of a Welcome Reception, transportation to and from airport and all room rentals.

Trinity Motivation – July 2012, 875 room nights, Hotel room rates were too high compared to other bidding cities. Rochester, NY has been chosen to host this conference.

National Supreme Council Ancient and Accepted Scottish Rite Masons - August 2015, 1265 hotel room nights. The planner was concerned that the membership coming from Detroit and cities west would need a passport to drive here if coming through Canada. He has signed a contract with St. Louis.

The Most Worshipful National Grand Lodge F.A.A.Y. Rite Masons –July 2013, 1480 room nights. Site selection committee chose Philadelphia to hold this conference because a new lodge opened and they want to support them by hosting the conference there.

CVB Tradeshow Participation

Religious Conference Manager	January	Kansas City
American Bus Association	January	Grapevine TX
Helms Briscoe	January	Reno NV
Heartland Travel Showcase	February	Knoxville TN
OMCA ABA Summit	March	Windsor, ON
Reunion Friendly Network	March	Columbus, OH

Upcoming Events

National Association of Sports Commissions	April	Hartford CT
Pow Wow	May	Los Angeles CA
Coalition of Black Meeting Planners	May	TBA
SGMP	May	New Orleans
Juneteenth Festival	June	Buffalo
ESSAE	June	Saratoga, NY
America's Incentive Business Travel and Meetings	June	Baltimore MD

CONSUMER MARKETING & BRANDING

Media Relations and Advertising Totals

- Total Media Relations:
 - First Quarter Media Value: \$135,168
 - First Quarter Publicity Value: more than \$405,504
- Total First Quarter Advertising Spending: \$37,000

Key 2012 Initiatives and Target Markets:

Domestic Cultural Travelers

- Continued to publish monthly/quarterly e-newsletters on History (572 new subscribers), Family Fun & Special Deals (399 new subscribers), Dining (508 new subscribers), Art & Architecture (360 new subscribers) and Theater (305 new subscribers). VBN’s average open rate is 35%.
- Continued to attract new Facebook fans to our pages for Buffalo (13,640 new likes), The 716 (900 new likes), Buffalo Niagara Convention Center (202 new likes) and the Buffalo Niagara Sports Commission (6 new likes).
- Released another video in VBN’s Buffalo. For Real TV webisode series. The March video focused on Buffalo’s post-Lenten bash, Dyngus Day.
- Hosted a FAM tour for I Love NY Managing Director Edward Maitino and Melanie Klausner of M. Silver Associates (I Love NY’s PR agency).
- Sold more than \$17,000 in hotel, attraction & package bookings via ARES, our online booking engine. Net revenue to VBN was \$1,000.
- Attended the ONE Travel Conference, a tradeshow for DMOs and the hospitality industry to discuss trends in cultural and heritage tourism.
- Purchased advertising in Preservation Magazine

- Notable domestic media hits:
 - Feb. 21 – NYPost.com: online story about food festivals, including Taste of Buffalo: \$42,351
 - Feb. 21 – *New York Post*: print story about food festivals, including Taste of Buffalo: \$18,338
 - March 1 – CSMonitor.com: story about cities using arts and culture to promote themselves: \$24,997
 - March 15 – *American Way*: story about Delaware Avenue: \$29,533

Canadians

- Canadians and the Buffalo Brand
 - On March 7, VBN hosted a Toronto Marketplace and Reception at the George R. Gardiner Museum of Ceramic Art in Toronto. VBN staff members and representatives from 22 local tourism partners met with 35 members of the Toronto media and 16 group tour planners.
 - Purchased advertising in Canada Blooms
 - Notable Canadian media hit:
 - Feb. 16 – TorontoSun.com: story about downtown Buffalo’s attractions, \$3,090
- Canadian Shopping
 - Worked with local fashion consultant Erin Habes and Buffalo.com to host our second ‘Shop Talk’ session with neighborhood retailers to educate them on best practices in social media, specifically for the retail industry.
 - Continued to publish quarterly shopping e-newsletter (358 new subscribers).
 - Continued to attract new Facebook fans to our Shopping in Buffalo page (242 new likes).

LGBT

- Joined the Gay & Lesbian Convention & Visitors Bureau Association. Benefits include:
 - Custom page on GLCVB website
 - Best practices in Gay & Lesbian Hospitality Webinar
 - Half page ad in Gay and Lesbian Travel Directory
- VBN’s LGBT microsite welcomed 1,538 unique visitors.
- Purchased advertising in the NYC Pride Guide
- Notable LGBT media hit:
 - Jan. 1 – *Curve*: story about an LGBT weekend in Buffalo, \$6,506

National Garden Festival

- Created a National Garden Festival program book.
- Advertised with *Horticulture Magazine*, *Canada Blooms*, the Philadelphia Flower Show and *Upstate Gardener’s Journal* to promote the 2012 National Garden Festival.
- Assisted in the coordination of the first National Garden Festival fundraising event at the Buffalo & Erie County Botanical Gardens. More than \$10,000 was raised.
- Continued publishing gardening e-newsletters (177 new subscribers).
- Continued to attract new Facebook fans to our National Garden Festival page (96 new likes).

AMBASSADOR PROGRAM

Increased support for the mission of VBN through greater citizen engagement:

- Buffalo Ambassadors
 - Expanded the Buffalo Ambassador program from 1500 in the 4th quarter of 2011 to 1914 in the 1st quarter of 2012 (61% of goal of 3,000).
 - Generated a lead from an ambassador to bring the Association of Editorial Cartoonists to Buffalo in 2012 or 2013

- Volunteers
 - Grew volunteers from 186 to 234
 - Provided volunteers for USA Sled Hockey (2/23) and USA Hockey (3/28)
 - Held a volunteer training session and mixer on March 20 at the Buffalo Marriott

Worked to enhance the community's state of visitor readiness

- Held an industry partner meeting on Feb. 2 at Kleinhans with a guest speaker from OMCA and an emphasis on partners updating their extranet accounts; 55 in attendance.

BUFFALO NIAGARA FILM COMMISSION

Film:

- Participated in major marketing mission at the New York Lounge -Sundance Film Festival in Park City, Utah – partnered with the Governor's Office for Motion Picture & Television Development and the NY Production Alliance.
- Attended Upstate Filmmakers Roundtable in Rochester, NY.
- Providing governmental and logistical support for feature film involving Buffalo Fire Department. Slated to be shot in fall of 2012.
- Providing help for independent feature films – *Frankenstein's Patchwork Monster, Decayed, Banshee*.
- Assisted with permits and logistical for SUNY-Purchase student short film.
- Assisted with UK Documentary – UB Psychiatry Department.
- Assisting locations and logistical for a documentary starring Bill Cosby.
- Continued assistance for major feature film in Central New York (using extensive crew from Buffalo/Niagara region).
- Providing continued networking assistance for Daemen College's International Center for Excellence in Animation in relation to major motion picture production.

TV:

- Providing prep work for Food Network – major reality television show shooting in second quarter.
- Providing location support for Discovery Channel - Crime Reenactment Show –moved 16 Episodes from NJ to WNY.
- Provided major assistance for TV Show – Discovery Channel (UK) – Feature Segments on WNY Unique Elements of interest to European audience.
- Provided assistance for multiple Weather Channel segments.
- Assisting Documentary for the Voice of America.
- Assisting film company in bidding process for the Lifetime Network – Made for TV movie.
- Providing continual governmental, logistical, press, and miscellaneous support for Nik Wallenda/Niagara Falls Tightrope Crossing – International live network broadcasts, numerous documentaries, various television segments, etc. – (Global inquiries).
- Provided scouting assistance for Reality TV Show – Speed Channel.
- Assisted History Channel with Presidential series.

Other:

- Scouted for many commercials (including Aetna Insurance), television shows and other projects.
- Assisted with major commercial shoot in the medical corridor (permits, parking, etc.).
- Provided assistance for still photo shoot - Italian Fashion Designer.
- Assisting video gaming series (Military Simulation) in Chautauqua, Erie and Niagara counties.
- Placed ads in four major industry production guides.
- Inspected and certified one major soundstage located in City of Buffalo.

- Met and provided guidance and advice to numerous producers including Sean Tolnay and Niki Nowak, who will be shooting in Buffalo's Polonia District this fall; Dominic Sareceno (upcoming film); and a Garrett Vorreuter project.

BUFFALO NIAGARA CONVENTION CENTER

Revenue	Goal	Projected	Variance
Rent Revenue	\$264,862	\$253,449	-4.3%
F&B Revenue	\$444,820	\$405,283	-8.9%
Electrical Service	\$47,395	\$42,930	-9.4%
Total Earned Revenue	\$757,077	\$701,662	-7.3%

	2011	2012	Variance
No. of Events	32	39	21.9%
Attendance	244,000	159,000	-34.8%

Comments Q1

- Total earned revenues are down to budget for the 1st quarter by 7.3% (\$55k). The main sources for the decrease were concessions down for both the Auto Show (-\$6k) and the Home Show (-\$12k) (mainly due to the unseasonably nice weather), and the cancellation of the CAO dinner in February (-\$18k).
- The majority of the decrease in Rentals came as a result of the Teacher Recruitment event down (-\$5k), due to the decrease in attendance compared to budget.
- Electric revenues are down to budget by \$4k as there was little additional electrical revenue picked up in the year for the year.
- Attendance at the two largest events(auto and home show) were significantly down from prior years and reported in a different manner resulting in large variance in YTD attendance.

Variance to Budget	Variance Highlights
Jan + \$8k	Ingram Micro up by \$28k to budget on an increase of 400 covers. Plug of \$25k not realized.
Feb -\$31k	CAO Dinner Cancellation (-\$18k), Auto Show down (-\$6k) in Concession revenues.
Mar -\$31k	Business First lunch cancellation (-\$12k), Board of Education event cancellation (-\$12k), and Home Concessions revenues down (-12k).

The Buffalo Niagara Convention Center successfully hosted a multitude of convention groups and other high profile events in the 1st quarter. Notable highlights included:

Major Events hosted January - March 2012

Tuxedo Junction/Brides World	6500
Ingram Micro	1225
Cheersport	3800
Buffalo Auto Show	82350
State of the City Address	820

Buffalo Strike Force Annual Ball & Dinner	800
NYS Board of Law Examiners Bar Exam	1300
Varsity Spirit Cheer	2000
Buffalo Home & Garden Show	44840
Buffalo Motorama	3600
Teacher Recruitment Days	800
Buffalo Wine Festival	3000

Major Events Booked January - March 2012 :

CSEA (Oct 2015)	\$100,000
NYS CLSA (Nov. 2013)	\$40,000
Delaware North F&B Summit (Nov. 2012)	\$61,000
Congress of the New Urbanism (June 2014)	\$60,000
UB Partners Day (June 2012)	\$10,000
Kaleida Health (Sept. 2012)	\$75,000
ECMA Foundation (May 2012)	\$60,000
Weston Price Conf. (Sept. 2012)	\$15,300
Clinical Orthopedic Society (Sept. 2013)	\$20,000
Delta Phi Epsilon (June 2014)	\$40,000

Notable Activities:

Sales Trip to Albany to conduct sales calls and attend ESSAE Annual Meeting & Banquet - Feb.
 Hosted Buffalo Hospitality Reception with the VBN & sponsoring hotels in Albany for NYS Association clients.
 Also attended ESSAE & MPI events attended by NYS Association clients. - March
 Attended Buffalo Rotary Events and Meeting Jan - March
 Attended Buffalo Events Professionals Meeting Jan & March
 Created 2012 Hot Dates promotion and soliciting potential clients
 BNCC staged our Ballroom and participated in 2012 Bridesworld - Jan
 Monthly progressive mailing to Top 50 Accts with VBN Jan - March