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PATRICK J. KALER
PRESIDENT & CEO

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

March 4, 2019

Mr. Robert Graber
Clerk, Erie County Legislature
92 Franklin Street, 4th Floor
Buffalo, NY 14202

Dear Mr. Graber:

Enclosed please find the 1st quarter reports for 2019 outlining efforts made toward achieving funding purposes as stated in our Business Plan and Budget for Visit Buffalo Niagara and Buffalo Niagara Convention Center and financial statements for the period ending March 31, 2019.

Sincerely,

Patrick J. Kaler
President and CEO

/Enclosures





PATRICK J. KALER
PRESIDENT & CEO

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

May 3, 2019

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

Patrick J. Kaler
President and CEO





2019 First Quarter Report

FINANCE & ADMINISTRATION				
Q1 Financials	Projected	Budgeted	Variance	% Variance
Revenues	\$ 950,333	\$ 934,829	\$ 15,504	1.66%
Expenses				
Marketing Department	\$ 219,640	\$ 215,994	\$ 3,646	1.69%
Convention Sales & Services	344,865	350,342	(5,477)	-1.56%
Destination Development	43,748	46,613	(2,865)	-6.15%
Airport Visitor Center	36,772	34,605	2,167	6.26%
Downtown Visitor Center	26,892	24,349	2,543	10.44%
Administrative & Finance	213,236	205,339	7,897	3.85%
TOTAL EXPENSES	\$ 885,153	\$ 877,242	\$ 7,911	.90%
Increase (Decrease) In Net Assets	\$ 65,180	\$ 57,587	\$ 7,593	

SALES				
Q1 Sales Results	Goal	Actual	+/-	% Variance
Convention Leads	53	80	27	50.94%
Sports Leads	63	63	0	0.00%
Group Tour Leads	56	59	3	5.36%
Definite Booked Business	102	123	21	20.59%
Definite Booked Hotel Room Nights	45,800	48,032	2,232	4.87%
Definite Booked Expected Attendance		46,100		
YTD Sales Results	Goal	Actual	+/-	% Variance
Convention Leads	53	80	17	50.94%
Sports Leads	63	63	0	0.00%
Group Tour Leads	56	59	3	5.36%
Definite Booked Business	102	123	21	20.59%
Definite Booked Hotel Room Nights	45,800	48,032	2,232	4.87%
Definite Booked Expected Attendance		46,100		
YOY Comparison	2019	2018	+/-	% Variance
Convention Leads	80	93	-13	-13.98%
Sports Leads	63	73	-10	-13.70%
Group Tour Leads	59	55	4	7.27%
Definite Booked Business	123	142	-19	-13.38%
Definite Booked Hotel Room Nights	48,032	44,642	3,390	7.59%
Definite Booked Expected Attendance	46,100	47,300	-1,200	-2.54%

Q1 Major Bookings		Expected Attendance	Hotel Room Nights	Economic Impact
Pepsi Cola Invitational Hockey Tournament		2,500	1,380	\$1,177,500
Amherst Youth Hockey Girls		2,400	2,915	\$2,120,500
Amerilink Tour Series B		1,800	900	\$289,700
YMCA New York State Swim Championships		1,200	1,250	\$1,100,400
USA Hockey Girls Tier II Nationals		960	2,400	\$1,780,650
Adidas Empire Cup (Girls)		800	400	\$385,400
New Era Cap Invitational Baseball Tournament		800	1,200	\$827,600
New York State Commission on National and Community Service		650	150	\$372,000
NY City Dance Alliance		500	400	\$283,300
Help Me Grow National Forum		500	630	\$437,600
New York State Assoc. School Psychologists		400	245	\$448,125
United Church of Christ		300	190	\$138,700
National Softball Association		300	200	\$195,100
Institute for Veterans and Military Families		200	440	\$263,900
American Academy of Fertility Care Professionals		180	453	\$311,200
Naval Order of the U.S.		80	295	\$153,300
Interstate Pipeline Regulatory Committee		70	216	\$107,400
Q1 Site Visits		Expected Attendance	Hotel Room Nights	Economic Impact
Higher Ed Web Association		750	1,900	\$1,657,400
Empire State Missionary Convention of New York Inc.		175	610	\$296,900
Sigma Xi Annual Conference		150	600	\$273,500
Shelton Brothers Beer Festival – organizers only		75	375	\$195,850
New York Conference of the United Church of Christ		300	190	\$139,000
Northeast Region of Boy Scouts of America		50	105	\$58,450
Hotelbeds Site Visit – Largest global wholesaler receptive in the World		--	--	--
Q1 Lost Business				
Meeting/Event	Year(s)	Expected Attendance	Hotel Room Nights	Reason Lost
The Wildlife Society Annual Conference	2021	3,000	1,200	The BOD decided to remove Buffalo from the list of 6 other cities, the Convention Center was cited as unattractive.
United States Fast Pitch Association	2019	2,500	1,000	Lack of local support to host and work the event.
New York State Public Employees Federation	2021, 2022, 2023	2,210	1,200	Lost to Niagara Falls for one year, the board felt they had more of a tourist and party atmosphere. Saratoga was also selected because they have the largest contingency of PEF members. Condition of the Convention Center was cited as a downfall for the Buffalo bid.
NYS Public High School Wrestling	2019	1,600	1,500	UB venue cost too high.
Cooperative Education and Internship Association	2022	800	325	Buffalo did not make the short list. NYC, DC & Baltimore are still being considered.
BASS, LLC Elite Series	2019	550	300	Bid fee too high, for us to act as host
Association for Library and Information Science Education	2020	530	300	Bid against Tucson, Albuquerque, Columbus, Pittsburgh, Milwaukee; we did not make the short list. Room rates were too high.
International Perfume Bottle	2021	525	225	We were a last minute addition to the bid process, however, we were not chosen to host.
Association of Energy Services Professionals	2020	524	250	Marketability of the city was cited as the reason for not selecting Buffalo.
NYS Society of Human Resource Management	2020	500	668	Could be a contender for the 2021 conference depending on status of the Convention Center.

Siemen's Corporation	2019	475	125	Chose Pittsburgh.
Drone Racing League	2019	300	180	Unable to find a suitable facility, Silo City was considered.
Society of Research Administrators International	2020	220	580	City image and marketability were cited as challenges for this group. Lost to Philadelphia.
National Conference of Black Political Scientists	2021	200	250	No active response from planner, we have cancelled event in the system.
Military Reunion Network	2020	80	285	Bid against Colorado Springs, Green Bay, Wichita and St. Louis; we did not make the short list.

Q1 Sales Initiatives and Programs

#SNOWPLACELIKEBUFFALO Mini Fam – VBN, along with hospitality partners, hosted nine national association meeting planners for the Washington Capitals vs. Buffalo Sabres hockey game and a weekend of activities which included Hatchets and Hops, dinner and entertainment Chippewa District, Canalside Ice Biking and Ice Skating, accommodations Marriott HarborCenter, dinner Hotel Henry and Frankie Primos, breakfast BNCC and Niagara Falls Nighttime Illumination. Eight hospitality partners participated in fair-share opportunities during the FAM.

American Bus Association (ABA) – VBN coordinated 55 client meetings during the tradeshow and are now working on six immediate leads that were garnered at this event.

Heartland Travel Showcase – VBN scheduled 32 client meetings to discuss new tour opportunities in Buffalo. Four immediate leads have been shared with the local hospitality community.

Religious Conference Management – EMERGE is an annual tradeshow to engage with religious conference planners, the conference offers pre-arranged appointments built into the schedule. Nine appointments were conducted; four potential leads need further development before they can be shared with the hotel community. VBN coordinated the effort with Buffalo Niagara Convention Center and Millennium Hotel.

DMO-IMEA (Talley Group) - Joint dinner and entertainment event hosted by VBN and our sister city partners where 18 meeting planners from National Associations were in attendance to network and learn more about the host cities.

Connect Diversity – is a reverse tradeshow where suppliers like VBN visit planners at their association's tradeshow booth for pre-planned appointments; 24 appointments were conducted. No leads were generated; we will consider attending this show every other year.

Meeting Planners International – MACE this is MPI's Mid Atlantic Conference and Expo which includes educational and business forums for meeting and event planners. VBN will consider hosting a tradeshow booth next year, this year we attended to network but did not exhibit.

Professional Conference Management Association (PCMA) – Continuing education and networking opportunity for VBN staff and meeting professionals from around the country.

Empire State Society of Association Executives (ESSAE) – VBN hosted 16 New York State Association executives for an annual dinner and networking event, VBN coordinated sales mission activities which included eight local hospitality partners. Four NYS Association meeting planners have scheduled site inspections to see for themselves the new developments creating the buzz about the new Buffalo.

Experient Envision – Experient is a global conference and event management organization, VBN conducted 14 appointments with Experient representatives to inform them of new/improved product available in Buffalo to be used for meetings and conventions.

Q1 Website & Mobile	2019	2018	Variance
Website Sessions	344,187	310,593	10.82%
Pageviews	669,184	580,984	15.18%
Time on Page	1:24	1:27	-3.45%

YTD Website & Mobile	2019	2018	Variance
Website Sessions	344,187	310,593	10.82%
Pageviews	669,184	580,984	15.18%
Time on Page	1:24	1:27	-3.45%
Social Media	2019	2018	Variance
VBN on Facebook	92,909	87,404	6.30%
Twitter	28,180	26,917	4.69%
Instagram	30,797	24,489	25.76%

Domestic Advertising / Marketing

Details of the 2019 campaign made possible by funding from the Seneca Gaming Corporation were finalized in Q1. The campaign will focus on the key feeder markets of Toronto, Rochester and Pittsburgh. Resources will be allocated among TV, digital (Facebook and Instagram), print and out of home (Toronto only). National buys targeting the affluent and educated readers of Afar magazine and Atlas Obscura are also part of the 2019 plan.

The Marketing team developed new creative for a year-long ad buy with Preservation Magazine designed to call attention to the completion of restoration work at the Martin House and Graycliff Estate.

The 2019-2020 Buffalo Niagara Touring Guide and Handmade in Buffalo brochure were completed and released to the printer. The Beer, African-American Heritage and map brochures are currently being updated and refreshed, with anticipated Q2 release dates.

Bring It Home ads were developed and placed in Business First & Buffalo News.

We embarked on a Growth Driven Design website redesign with our web consultants Madden Media. The growth driven process will allow us to gradually update high traffic portions of our website throughout the year. We identified 20 areas within the site that needed a design or functionality overhaul and are working with Madden to tackle those throughout 2019. Q1 delivered changes to our site navigation, style guide and a Google Maps replacement.

Our Email newsletter template was redesigned and sent as scheduled to a database of 110,000 subscribers.

Social Media

The #TravelBUF hashtag surpassed 50K submissions in Q1. While the hashtag has been successful in attracting the attention of the traveling public, the Marketing team has decided to transition to the hashtag #InTheBUF for the coming year. Our goal is to encourage more participation by locals and significantly grow our pool of user-generated images.

In Q1, Visit Buffalo Niagara implemented a photo-generation and licensing platform called Crowdriff. With the adoption of this tool, a new library of user-generated images has begun appearing on our refreshed homepage.

Buffalo Live!, our Facebook series featuring interviews with local businesses owners and attraction spokespersons, drew 114,000 views for the first three episodes of 2019.

Video Production

"East Aurora: A Well-Designed Destination," produced by Marketing team members Drew Brown and Matt Steinberg, was completed in Q1 and had its premiere at the Q1 Industry Meeting at the Aurora Theatre. The video has been viewed more than 87,000 times on Facebook.

"Buffalo: City in Motion," a re-mix of the "Right Here Right Now" time-lapse video released last year, made its debut in Q1 and is featured on the homepage of the website.

A short video promoting the Plantasia event at the Erie County Fairgrounds was updated and released.

VBN's Buffalo101 series of video shorts continued in Q1 with the release of a Cheerios-themed video on National Cereal Day on March 7. The video has been viewed more than 68,000 times.

Media Relations

VBN pitched Buffalo to approximately 35 travel media in January while attending the International Media Marketplace in New York City. VBN Communications Manager, Brian Hayden, also had several additional desk side meetings with journalists while in New York.

We entered into a six-month retainer with the MuchPR PR Firm to help staff pitch Buffalo stories throughout the coming year.

Media Outlet	Circulation	Media Value	Headline and Quotes/Highlights
Thrillist	3,137,254	\$13,624	Best U.S. Cities to Spend a Weekend
Curbed	1,455,506	\$6,199	Frank Lloyd Wright in 45 Essential Works
The Observer-Reporter (Pa.)	26,150	\$391	Embrace Winter with a Trek to Buffalo
AFAR	419,294	\$32,934	Where to Roam in Buffalo/ The Best Weekend Getaways in the United States
iNews (UK)	12,447	N/A	Where Travel Writers Went on Holiday in 2018
The Toronto Star	407,036	\$10,930	Wintry Buffalo is an Art and Food Hotspot
Matador Network	294,210	\$864	These American Observation Decks Have all of the Views, and None of the Tourists
2foodtrippers	NA	NA	Where to Eat in Buffalo: The Best Restaurants, Cafes & Bars
CNN	21,791,428	\$823,812	Buffalo Attempts to Lure Visitors This Winter With An All- Expenses Paid Trip
USA TODAY	14,399,940	\$291,254	Get America's Best Buffalo Wings, BBQ and Pizza Delivered

INDUSTRY RELATIONS / DESTINATION DEVELOPMENT

Q1 Downtown VIC	2019		2018		Variance	
Walk-In Traffic	3,273		2,427		34.86%	
Merchandise Sales	\$3,538		\$3,296		7.34%	
YOY Downtown VIC	2019		2018		Variance	
Walk-In Traffic	3,273		2,427		34.86%	
Merchandise Sales	\$3,538		\$3,296		7.34%	
Q1 Airport VIC	2019		2018		Variance	
Walk-In Traffic	11,074		9,457		17.10%	
Merchandise Sales	\$43,502		\$34,596		25.74%	
YOY Airport VIC	2019		2018		Variance	
Walk-in Traffic	11,074		9,457		17.10%	
Merchandise Sales	\$43,502		\$34,596		25.74%	
Q1 Travel Pulse	2019		2018		Variance	
	Distribution	Open Rate	Distribution	Open Rate	Distribution	Open Rate
January	1,534	21.6%	1,582	21.6%	-48	-3.03%
February	1,526	23.2%	1,595	16.5%	-69	-4.33%
March	1,559	23.3%	1,594	19.6%	-35	-2.02%
Q1 Tourism Insider	2019		2018		Variance	
	Distribution	Open Rate	Distribution	Open Rate	Distribution	Open Rate
4/1/2019	2,773	27.2%	2,234	25.6%	539	24.13%
Q1 VBN Influenced Industry Mentions: Social Media	Q1 Total	YTD Total	Q1 Facebook	Q1 Twitter	Q1 Instagram	
	650	650	312 partners	299 partners	39 partners	
Q1 VBN Influenced Industry Mentions: Blog Posts	Q1 Total			YTD Total		
	61 blog posts, 387 partners			61 blog posts, 387 partners		
Q1 VBN Influenced Industry Mentions: Buffalo Niagara This Week	Q1			YTD Total		
	13 issues; 146 partners			13 issues; 146 partners		

Q1 Ambassador/Volunteer Engagement

Date	Convention/Event Name	# of Volunteers	# of Hours	Total Hours
1/18-1/19	North American Championship	5 volunteers	3 hour shifts	24
2/13-2/16	MAAC Swimming & Diving Champion.	4 volunteers	4 hour shifts	24
2/23	SUNYAC Swimming & Diving	1 volunteer	3.5 hour shifts	3.5
3/8-3/10; 3/15; 3/22	NYSAHA 2019 Hockey Tournament	4 volunteers	3-5.5 hour shifts	22.5
3/22-3/23	Atlantic Hockey Tournament 2019	6 volunteers	2.5-3 hour shifts	24
TOTAL		20 volunteers		98

Q1 Visit Buffalo Niagara University Programs

Industry Meeting	Date	Attendance
Q1 Industry Meeting at East Aurora Theatre and Popcorn Shop, Premiere EA video; updates	April 2	63
A Night At...	Date	Attendance
Flying Bison Brewery	January 23	70
Buffalo History Museum	March 21	46
Destination/Customer Service Training	Date	Attendance
Visit Buffalo Niagara	January 16	3
Hotel Lafayette	January 23	6
Visit Buffalo Niagara	February 20	3
Visit Buffalo Niagara	March 15	2
Maryvale High School – National Academy of Hosp. & Tourism	March 27	17
Extranet Training	Date	Attendance
At Visit Buffalo Niagara	January 15	3
At Visit Buffalo Niagara	February 26	12
Other Programs	Date	Attendance
Be in the Know Frozen Four	March 28	26

UPCOMING VBN EVENTS CALENDAR

Event	Date	Location	Description
National Travel & Tourism Week	May 5-11	Various	Billboard campaign, Be a tourist in your hometown; lighting the town red, random acts of kindness
9 th Annual Beacon Awards	May 7	BNCC	Luncheon; award presentation
Industry Night	May 9	Twelve Gates	Tour of facility
Spring Fling FAM	June 4 or 5	Double Decker Harbor Queen	Front line extended training with Spirit of Buffalo 1.5-hour tour
Industry Night	June 18	Thin Man on Chandler	New establishment
Industry Night	July 23 or 24	Buffalo Zoo	Opening new exhibit
Industry Meeting	August 6 or 7	Aloft Buffalo	Emergency Preparedness
Board Meeting	August 7	Convention Center	Q2 updates
Industry Night	August TBD	Riverworks	TBD



Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

MARCH 31, 2019 AND 2018

UNAUDITED

For Presentation at the Board of Director's Meeting on Wednesday May 1, 2019

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
BALANCE SHEET
MARCH 31, 2019 AND 2018

UNAUDITED

	2019	2018
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 103,935	\$ 146,686
Accounts Receivable - Erie County	3,558,715	3,488,938
Accounts Receivable - Trade	107,274	132,883
Grants Receivable	95,000	100,859
Prepaid expenses and supplies	135,994	205,014
Total current assets	4,000,918	4,074,380
Property and equipment, net	56,234	52,121
Total assets	\$ 4,057,152	\$ 4,126,501

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ 150,000	\$ 225,000
Accounts payable and accrued expenses	172,443	224,681
Accounts payable - Foundation	41,188	46,006
Accounts payable - BNSDC	16,250	-
Deferred revenue - Other	278,809	330,520
Deferred revenue - Erie County Grant	2,669,036	2,616,704
Total current liabilities	3,327,726	3,442,911
Net assets	729,426	683,590
Total liabilities and net assets	\$ 4,057,152	\$ 4,126,501

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE THREE MONTHS ENDED MARCH 31, 2019 AND 2018

	<u>Actual 3 Months 03/31/19</u>	<u>Budgeted 3 Months 03/31/19</u>	<u>\$ Variance Over (Under)</u>	<u>% Variance Over (Under)</u>	<u>Annual Budget 2019</u>	<u>Actual 3 Months 03/31/18</u>
REVENUES	<u>\$ 950,333</u>	<u>\$ 934,829</u>	<u>\$ 15,504</u>	<u>1.66%</u>	<u>\$ 4,370,054</u>	<u>\$ 946,875</u>
MARKETING DEPARTMENT EXPENSES	\$ 219,640	\$ 215,994	\$ 3,646	1.69%	\$ 1,277,700	\$ 197,906
SALES & SERVICES DEPARTMENT EXPENSES	344,865	350,342	(5,477)	-1.56%	1,703,700	409,228
DESTINATION DEVELOPMENT	43,748	46,613	(2,865)	-6.15%	222,835	44,818
AIRPORT VISITOR CENTER EXPENSES	36,772	34,605	2,167	6.26%	190,705	38,315
BUFFALO VISITOR CENTER EXPENSES	26,892	24,349	2,543	10.44%	111,614	25,153
ADMINISTRATIVE & FINANCE EXPENSES	213,236	205,339	7,897	3.85%	863,500	204,843
TOTAL EXPENSES	<u>\$ 885,153</u>	<u>\$ 877,242</u>	<u>\$ 7,911</u>	<u>0.90%</u>	<u>\$ 4,370,054</u>	<u>\$ 920,263</u>
INCREASE (DECREASE) IN NET ASSETS	\$ 65,180	\$ 57,587	\$ 7,593		\$ -	\$ 26,612
NET ASSETS - BEGINNING	664,246	664,246	-		656,978	656,978
NET ASSETS - ENDING	<u>\$ 729,426</u>	<u>\$ 721,833</u>	<u>\$ 7,593</u>	<u>1.05%</u>	<u>\$ 656,978</u>	<u>\$ 683,590</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL REVENUES
FOR THE THREE MONTHS ENDED MARCH 31, 2019 AND 2018

	Actual 3 Months 03/31/19	Budgeted 3 Months 03/31/19	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2019	Actual 3 Months 03/31/18
Erie County Grant	\$ 889,680	\$ 889,680	\$ -	0.00%	\$ 3,558,714	\$ 872,234
BNCC Management Fee Allocation	-	-	-	-	-	-
Visitor Guide Advertising	-	-	-	-	305,000	-
Assessments - Convention	-	-	-	-	1,500	-
NYS Matching Funds Program	-	-	-	-	69,000	-
Joint/Co-Op - Marketing	100	2,500	(2,400)	-96.00%	30,000	-
Joint/Co-Op - Sales	13,579	5,000	8,579	171.58%	60,300	30,175
Joint/Co-Op - Destination Development	-	500	(500)	-100.00%	25,000	400
Grant Revenues	-	-	-	-	30,000	6,271
Merchandising Revenues - BVC	3,539	3,105	434	13.98%	28,750	3,297
Merchandising Revenues - Airport VC	43,227	33,410	9,817	29.38%	259,500	34,351
Interest Income	10	9	1	11.11%	40	10
Miscellaneous Income	198	500	(302)	-60.40%	1,750	137
Merchandising Revenues - Conventions	-	125	(125)	-100.00%	500	-
Total Revenues	<u>\$ 950,333</u>	<u>\$ 934,829</u>	<u>\$ 15,504</u>	<u>1.66%</u>	<u>\$ 4,370,054</u>	<u>\$ 946,875</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE THREE MONTHS ENDED MARCH 31, 2019 AND 2018

	Actual 3 Months 03/31/19	Budgeted 3 Months 03/31/19	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2019	Actual 3 Months 03/30/18
<u>Personnel Costs:</u>						
Salaries	\$ 438,777	\$ 427,538	\$ 11,239	2.63%	\$ 1,741,700	\$ 424,807
Payroll Taxes & Fringe Benefits	83,564	81,201	2,363	2.91%	330,200	83,522
Training	8,445	12,530	(4,085)	-32.60%	49,500	10,281
Total Personnel Costs	\$ 530,786	\$ 521,269	\$ 9,517	-27.06%	\$ 2,121,400	\$ 518,610
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 66,419	\$ 67,501	\$ (1,082)	-1.60%	\$ 520,000	\$ 50,669
Convention Commitments	36,460	30,000	6,460	21.53%	173,100	82,609
Visitor Guide	1,450	-	1,450	-	215,000	382
Tradeshows	21,825	23,800	(1,975)	-8.30%	168,000	32,310
Printing	-	4,225	(4,225)	-100.00%	40,000	8,969
Postage	1,089	1,630	(541)	-33.19%	8,300	1,378
Sales Bids & Promotions	9,472	10,300	(828)	-8.04%	95,000	14,786
Convention Sales & Services	4,648	4,435	213	4.80%	38,850	4,290
Travel & Meetings	4,791	7,905	(3,114)	-39.39%	47,000	6,726
Receptions	298	2,750	(2,452)	-89.16%	13,750	1,862
Research	12,149	9,699	2,450	25.26%	82,300	7,441
Website Development/Hosting	26,253	18,295	7,958	43.50%	61,500	17,932
Familiarization Tours	16,619	17,080	(461)	-2.70%	79,000	3,708
Professional Fees & Public/Media Relations	5,000	5,915	(915)	-15.47%	12,000	5,400
Freelance/Graphic Artist	3,135	3,280	(145)	-4.42%	10,000	2,660
Regional Marketing	14,710	15,000	(290)	-1.93%	15,000	13,630
Airport Visitor Center Operations	24,422	19,281	5,141	26.66%	129,405	26,322
Market Arcade Visitor Center Operations	8,354	6,321	2,033	32.16%	37,864	6,640
Promotional Items	2,540	5,990	(3,450)	-57.60%	17,500	4,755
Destination Development	11,893	15,221	(3,328)	-21.86%	95,035	13,287

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE THREE MONTHS ENDED MARCH 31, 2019 AND 2018

	Actual 3 Months 03/31/19	Budgeted 3 Months 03/31/19	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2019	Actual 3 Months 03/30/18
Film/Video/Photo Productions	1,491	1,535	(44)	-2.87%	40,000	10,503
Photography	1,806	6,140	(4,334)	-70.59%	15,000	3,202
Online Media Resource	1,586	501	1,085	216.57%	2,000	444
Social Networking/Wing Trail	478	1,251	(773)	-61.79%	5,000	5,016
Total Sales & Marketing Expenditures	<u>\$ 276,888</u>	<u>\$ 278,055</u>	<u>\$ (1,167)</u>	<u>-0.42%</u>	<u>\$ 1,920,604</u>	<u>\$ 324,921</u>
Technology & Equipment	354	375	(21)	-5.60%	31,000	2,232
Departmental Administrative Expenses	77,125	77,543	(418)	-0.54%	297,050	74,500
Total Expenses	<u>\$ 885,153</u>	<u>\$ 877,242</u>	<u>\$ 7,911</u>	<u>0.90%</u>	<u>\$ 4,370,054</u>	<u>\$ 920,263</u>

BUFFALO NIAGARA CONVENTION CENTER			
Q1 Revenue	Goal	Actual	Variance
Rent Revenue	\$347,285	\$348,107	+0.24%
F&B Revenue	\$830,033	\$774,289	-6.72%
Electrical Service	\$80,102	\$74,472	-7.03%
Other Revenue	\$48,499	\$54,940	+13.28%
TOTAL REVENUE	\$1,305,919	\$1,251,808	-4.14%
YTD Revenue	2019	2018	Variance
Rent Revenue	\$348,107	\$335,202	+3.85%
F&B Revenue	\$774,289	\$811,805	-4.62%
Electrical Service	\$74,472	\$72,438	+2.81%
Other Revenue	\$54,940	\$52,625	+4.40%
TOTAL REVENUE	\$1,251,808	\$1,272,070	-1.59%
Q1/YTD Events	2019	2018	Variance
Number of Events	30	32	-6.25%
Attendance	141,061	149,208	-5.46%
F&B Profit Margin	26.9	29.1	-7.56%
Guest Satisfaction Survey	4.89	4.83	1.24%
Comments Q1			
<p>Total revenues were down slightly to budget in the first quarter by (-\$54k) or (-4.1%). The main reason for the decrease in revenues is a matter of timing as the CWA dinner originally scheduled for January 2019 was moved to June 2019.</p> <p>Rental revenues were flat to budget in the first quarter.</p> <p>Food and beverage revenues were down by (-\$56k) due to the CWA dinner.</p> <p>Electrical revenues were down to budget by (\$-6k) or (-7.0%) due to decreased attendance for the New York State Bar Exam.</p> <p>Other revenues were up to budget by \$7k largely as a result of an increase in rigging charges.</p>			

Q1 Major Events Hosted		
Month	Event Name	Number of Attendees
Jan	Town Square Media – 2019 Buffalo on Tap	6,200
Jan	Tuxedo Junction –2019 Bridesworld	3,100
Jan	Cheersport – 2019 Cheerleading Competition	3,089
Jan	Ingram Micro – 2019 USSK	1,300
Feb	Niagara Frontier Automobile Dealers Association – 2019 Auto Show	45,000
Feb	Buffalo Soupfest – 2019 Buffalo Soupfest	6,000
Feb	Moog Inc. – 2019 Mid Winter Bash	3,271
Feb	City of Buffalo, Office of the Mayor - 2019 State of the City Address	1,825
Feb	New York State Board of Law Examiners – February 2019 Bar Exam	1,665
Feb	Roman Catholic Diocese of Buffalo – 2019 Gala	640

March	Marketplace Events – 2019 Buffalo Home Show	42,000
March	Buffalo Motorama – 2019 Buffalo Motorama	10,400
March	National Association of College Fairs – 2019 NACAC College Fair	7,000
March	Varsity Brands – 2019 American Championship	4,700
March	NYC Dance Alliance – 2019 Annual Convention	2,562

Q1 Major Events Booked

Year	Event Name	Expected Revenue
2019	Delaware North F&B Summit	\$132,500
2019	Roswell Park Alliance Foundation – All Star Gala	\$81,200
2019	Stampede Global – Vendor Summit	\$54,500
2019	Greater Buffalo Sports Hall of Fame - Dinner	\$45,000
2019	CWA 1133 – 25 th Anniversary Dinner	\$45,000
2019	M&T - Officer's Meeting	\$36,500
2019	Independent Health Foundation, Inc. – First Night Buffalo	\$27,014
2020	IRMMW-THz Society – 2020 International Conference	\$100,500
2020	National Association of College Fairs – NACAC College Fair	\$17,000

Q1 Notable Sales Activities

Date	Program
Jan	Exhibited at Bridesworld
Jan	Attended Emerge with VBN - Greensboro
Jan	BNCC/VBN/Hyatt Convention Services Meeting
Jan	Capitol Hill Management Services Inc. – Site Inspection
Jan	Contemporary Ceramic Studios Association Board of Directors – Site Inspection
Feb	Hosted breakfast and participated in VBN Winter FAM
Feb	Attended ESSAE Annual Awards Dinner - Albany
Feb	Albany Sales Calls with Hyatt Regency
March	Participated in Tourism Action Day with VBN - Albany
March	Attended Business First Excellence in Healthcare Awards
March	Attended VBN DOS Meeting
March	Buffalo Medical/Cannabis Convention – Site Inspection
March	Sigma Xi – Site Inspection



**Buffalo Niagara Convention Center Management
Corporation**

FINANCIAL STATEMENTS

MARCH 31, 2019 and 2018

UNAUDITED

For Presentation to the Board of Directors Wednesday May 1, 2019

***BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT
CORPORATION***

FINANCIAL STATEMENTS

FOR THE MONTH AND THREE MONTHS ENDED MARCH 31, 2019 AND 2018

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BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORP.
BALANCE SHEET
MARCH 31, 2019 AND 2018

UNAUDITED

	2019	2018
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 497,857	\$ 314,851
Accounts receivable (net)	697,537	838,421
Accounts Receivable - County Grant	1,830,932	1,795,031
Inventory	56,001	56,290
Prepaid expenses	103,706	123,379
Total current assets	3,186,033	3,127,972
Property and equipment, net	-	-
Total assets	\$ 3,186,033	\$ 3,127,972

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	440,647	326,958
Deferred revenue - Erie County Grant	1,373,199	1,346,273
Deferred revenue - Other	98,341	161,453
Total current liabilities	1,912,187	1,834,684
Long-term debt	-	-
Net Assets:		
Net assets - unrestricted	1,273,846	1,293,288
Total liabilities and net assets	\$ 3,186,033	\$ 3,127,972

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORP.
STATEMENT OF ACTIVITIES
MARCH 31, 2019 AND 2018

UNAUDITED

	<u>Actual March 2019</u>	<u>Budget March 2019</u>	<u>\$ Variance Over (Under)</u>	<u>% Variance Over (Under)</u>	<u>Actual March 2018</u>
County Grant Funds	\$ 152,578	\$ 152,578	\$ -	0%	\$ 149,586
Other revenues	246,588	291,582	(44,994)	-15%	224,344
Total Revenues	<u>399,166</u>	<u>444,160</u>	<u>(44,994)</u>	<u>-10%</u>	<u>373,930</u>
Payroll and related costs	202,491	215,707	(13,216)	-6%	205,155
Professional fees	25,708	23,784	1,924	8%	26,976
Supplies	25,182	23,313	1,869	8%	22,360
Telephone	4,299	6,076	(1,777)	-29%	9,279
Postage and Freight	398	161	237	147%	200
Occupancy costs	58,592	67,422	(8,830)	-13%	60,144
Equipment rental and maintenance	10,271	8,566	1,705	20%	11,141
Travel expenses	4,383	2,714	1,669	61%	805
Promotional expenses	1,939	8,157	(6,218)	-76%	1,218
Other Expenses	2,459	4,468	(2,009)	-45%	2,480
Capital Equipment Purchases	98,864	-	98,864	-	-
Total Operating expenses	<u>434,586</u>	<u>360,368</u>	<u>74,218</u>	<u>21%</u>	<u>339,758</u>
Increase (decrease) in net assets	<u>(35,420)</u>	<u>83,792</u>	<u>(119,212)</u>	<u>-142%</u>	<u>34,172</u>
Net assets - beginning	1,309,266	1,352,464	(43,198)	-3%	1,259,116
Net assets - ending	<u>\$1,273,846</u>	<u>\$1,436,256</u>	<u>\$ (162,410)</u>	<u>-11%</u>	<u>\$1,293,288</u>

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORP.
STATEMENT OF ACTIVITIES
FOR THE THREE MONTHS ENDED MARCH 31, 2019 AND 2018

UNAUDITED

	<u>Actual March 2019</u>	<u>Budget March 2019</u>	<u>\$ Variance Over (Under)</u>	<u>% Variance Over (Under)</u>	<u>Actual March 2018</u>
County Grant Funds	\$ 457,733	\$ 457,734	\$ (1)	0%	\$ 448,758
Other revenues	633,894	724,836	(90,942)	-13%	701,538
Total Revenues	<u>1,091,627</u>	<u>1,182,570</u>	<u>(90,943)</u>	<u>-8%</u>	<u>1,150,296</u>
Payroll and related costs	622,312	642,414	(20,102)	-3%	588,657
Professional fees	48,866	43,852	5,014	11%	46,470
Supplies	78,832	69,939	8,893	13%	69,932
Telephone	16,946	18,228	(1,282)	-7%	20,558
Postage and Freight	651	483	168	35%	807
Occupancy costs	174,227	194,755	(20,528)	-11%	183,906
Equipment rental and maintenance	22,183	25,698	(3,515)	-14%	30,569
Travel expenses	9,003	8,142	861	11%	6,247
Promotional expenses	17,206	24,471	(7,265)	-30%	12,269
Other Expenses	17,519	13,404	4,115	31%	11,017
Capital Equipment Purchases	105,108	-	105,108	-	-
Total Operating expenses	<u>1,112,853</u>	<u>1,041,386</u>	<u>71,467</u>	<u>7%</u>	<u>970,432</u>
Increase (decrease) in net assets	(21,226)	141,184	(162,410)	-115%	179,864
Net assets - beginning	1,295,072	1,295,072	-	0%	1,113,424
Net assets - ending	<u>\$ 1,273,846</u>	<u>\$1,436,256</u>	<u>\$ (162,410)</u>	<u>-11%</u>	<u>\$1,293,288</u>

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORP.
SCHEDULE OF FOOD SERVICE OPERATIONS
FOR THE THREE MONTHS ENDED MARCH 31, 2019 AND 2018

UNAUDITED

	For the Month		Year To date		Year To Date	
	March		March		March	
	2019	%	2019	%	2018	%
<u>Sales:</u>						
Sales - Food	\$141,596	69.46%	\$ 615,361	79.37%	\$ 651,698	80.28%
Sales - Beverage	61,302	30.07%	157,633	20.33%	156,769	19.31%
Sales - Vending all	945	0.46%	2,317	0.30%	3,337	0.41%
Sales - Non-foods Other	-	0.00%	-	0.00%	-	0.00%
Total Sales	203,843	100.00%	775,311	100.00%	811,804	100.00%
<u>Cost of Sales:</u>						
Cost of Sales - Food	61,433	43.39%	218,482	35.50%	200,137	30.71%
Cost of Sales - Beverage	20,714	33.79%	46,829	29.71%	41,600	26.54%
Cost of Sales - Vending all	591	62.54%	1,302	56.19%	2,036	61.01%
Cost of Sales - Non foods & Other	1,718	0.84%	5,240	0.68%	5,870	0.72%
Cost of Sales - Employee meals	-	0.00%	-	0.00%	-	0.00%
Total Cost of Sales	84,456	41.43%	271,853	35.06%	249,643	30.75%
Gross Profit	119,387	58.57%	503,458	64.94%	562,161	69.25%
<u>Operating Expenses:</u>						
Salaries & Benefits	93,729	45.98%	296,677	38.27%	277,788	34.22%
Professional fees/Contracts	-	0.00%	-	0.00%	-	0.00%
Supplies and Freight	3,116	1.53%	8,023	1.03%	8,076	0.99%
Occupancy	4,463	2.19%	18,086	2.33%	17,760	2.19%
Equipment rental & maintenance	1,251	0.61%	3,455	0.45%	2,199	0.27%
Travel expenses	-	0.00%	-	0.00%	-	0.00%
Promotion	6,483	3.18%	18,474	2.38%	15,299	1.88%
Other	1,427	0.70%	3,283	0.42%	3,342	0.41%
Total Operating Expenses	110,469	54.19%	347,998	44.88%	324,464	39.97%
Net Income Food Service	\$ 8,918	4.37%	\$ 155,460	20.05%	\$ 237,697	29.28%

BUFFALO NIAGARA CONVENTION CENTER MANAGEMENT CORP.
OTHER REVENUES RECAP
FOR THE THREE MONTHS ENDED MARCH 31, 2019 AND 2018

UNAUDITED

	For The Month			Year to Date					
	Actual March 2019	Budget March 2019	\$ Variance Over (Under)	% Variance Over (Under)	Actual March 2018	Budget March 2019	\$ Variance Over (Under)	% Variance Over (Under)	Actual March 2018
Rentals	\$ 191,845	\$ 188,898	\$ 2,947	2%	\$ 174,000	\$ 348,107	\$ 822	0%	\$ 335,202
Equipment Rentals	925	4,583	(3,658)	-80%	2,480	17,426	3,677	27%	14,984
Electrical Services	30,974	30,200	774	3%	31,332	74,472	(5,630)	-7%	72,438
Commissions	346	1,042	(696)	-67%	2,683	2,446	(680)	-22%	3,576
Net Catering Revenues	8,918	55,609	(46,691)	-84%	1,259	155,460	(90,364)	-37%	237,697
Other	13,580	11,250	2,330	21%	12,590	35,983	1,233	4%	37,641
Total Other Revenues	\$ 246,588	\$ 291,582	\$ (44,994)	-15%	\$ 224,344	\$ 633,894	\$ (90,942)	-13%	\$ 701,538