



Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

MARCH 31, 2024 AND 2023

UNAUDITED

*For Presentation at the Board of Directors Meeting on
Wednesday May 1, 2024*

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

FINANCIAL STATEMENTS

FOR THE THREE MONTHS ENDED MARCH 31, 2024 AND 2023

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Buffalo Niagara Convention & Visitors Bureau, Inc.
Summary Review Memorandum
For the three Months ended March 31, 2024

Balance Sheets:

- **Accounts Receivable – Erie County**, represents the balance of the 2024 Erie County Grant appropriated to VBN for 2024. The first of two \$ 2,250,000 installments were received during March of this year.
- **SBA-EIDL Loan** – In 2020, VBN applied for and received a \$ 150,000 SBA Economic Injury Disaster Loan accompanied by a \$ 10,000 grant. Repayment of the loan is over 30 years at 2.75% interest. VBN commenced making payments on the loan in June of 2021 in the amount of \$ 641.00 per month. There is no penalty for early repayment.

Statements of Activities:

For the three months ended March 31, 2024, the Bureau realized a decrease in net assets of \$ 48,076 approximately \$ 94,000 behind the budgeted pace through March of 2024. The majority of the impact being reported is timing related,. Below is synopsis of the relevant activities.

Revenues:

Through March, revenues were consistent with budgeted amounts. The small variance is due to timing of grant revenue recognized for Matching Funds and the NYPA grant program.

Expenditures:

Through March, expenditures are approximately \$ 97,000 ahead of the budgeted pace. Most of the variance is timing related below are some of the more significant variances:

- **Personnel Costs** – Variance is timing related resulting from the recording of the VBN's vacation accrual as of March 31, 2024.
- **Convention Commitments** – Variance is a combination of timing and additional costs associated with various group events held during the first quarter of 2024. Select Traveler's Conference, NACUFS and the ECMC Foundation gala sponsorship in March highlight the first quarter's activity.
- **Website Development** – The variance for the most part is timing related and relates to the ongoing costs associated with the continual maintenance and enhancements to the VBN website.
- **Destination Development** – Expenses are running ahead of budget due to additional promotional expenses incurred relative to the eclipse event.

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
BALANCE SHEET
MARCH 31, 2024 AND 2023

UNAUDITED

	2024	2023
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 2,335,307	\$ 2,851,842
Accounts Receivable - Erie County	2,250,000	1,926,029
Accounts Receivable - Trade	15,209	12,253
Grants Receivable	294,937	80,000
Prepaid expenses and supplies	142,185	187,542
	Total current assets	5,037,638
Property and equipment, net	37,774	47,638
Right of Use Asset	174,375	174,375
	Total assets	\$ 5,249,787

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	210,129	163,835
Accounts payable - Foundation	13,387	16,837
Deferred revenue - Other	73,715	25,000
Deferred revenue - Erie County Grant	3,375,000	2,918,235
SBA - EIDL Loan	139,515	142,997
	Total current liabilities	3,811,746
Lease Liability	174,375	174,375
Net assets	1,263,666	1,838,400
	Total liabilities and net assets	\$ 5,249,787

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE THREE MONTHS ENDED MARCH 31, 2024 AND 2023

	Actual 3 Month(s) 03/31/24	Budgeted 3 Month(s) 03/31/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 3 Month(s) 03/31/23
REVENUES	<u>\$ 1,353,545</u>	<u>\$ 1,350,134</u>	<u>\$ 3,411</u>	<u>0.25%</u>	<u>\$ 5,380,589</u>	<u>\$ 1,198,065</u>
MARKETING DEPARTMENT EXPENSES	\$ 387,057	\$ 376,531	\$ 10,526	2.80%	\$ 2,099,318	\$ 467,720
SALES & SERVICES DEPARTMENT EXPENSES	531,418	495,104	36,314	7.33%	1,987,698	434,344
DESTINATION DEVELOPMENT	114,163	104,573	9,590	9.17%	384,051	71,980
ADMINISTRATIVE & FINANCE EXPENSES	287,610	264,722	22,888	8.65%	975,287	261,990
RESEARCH DEPARTMENT EXPENSES	81,373	63,491	17,882	28.16%	259,235	-
TOTAL EXPENSES	<u>\$ 1,401,621</u>	<u>\$ 1,304,421</u>	<u>\$ 97,200</u>	<u>7.45%</u>	<u>\$ 5,705,589</u>	<u>\$ 1,236,034</u>
INCREASE (DECREASE) IN NET ASSETS	\$ (48,076)	\$ 45,713	\$ (93,789)		\$ (325,000)	\$ (37,969)
NET ASSETS - BEGINNING	1,311,742	1,311,742	-		1,311,742	1,876,369
NET ASSETS - ENDING	<u>\$ 1,263,666</u>	<u>\$ 1,357,455</u>	<u>\$ (93,789)</u>	<u>-6.91%</u>	<u>\$ 986,742</u>	<u>\$ 1,838,400</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL REVENUES

FOR THE THREE MONTHS ENDED MARCH 31, 2024 AND 2023

	Actual 3 Month(s) 03/31/24	Budgeted 3 Month(s) 03/31/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 3 Month(s) 03/31/23
Erie County Grant	\$ 1,125,000	\$ 1,125,000	\$ -	0.00%	\$ 4,500,000	\$ 963,015
Erie County - Theatre/ARP Act Grant	-	-	-	-	-	11,000
Advertising Sales	206,600	206,600	-	0.00%	206,600	151,340
Assessments - Convention	-	-	-	-	-	-
NYS Matching Funds Program	5,000	-	5,000	-	51,048	47,532
Joint/Co-Op - Marketing	3,000	3,000	-	0.00%	37,000	2,000
Joint/Co-Op - Sales	3,750	4,500	(750)	-16.67%	30,000	2,930
Joint/Co-Op - Destination Development	2,100	1,800	300	16.67%	3,000	100
Grant Revenues	4,000	4,000	-	0.00%	515,000	20,000
Interest Income	4,095	4,500	(405)	-9.00%	35,000	82
Miscellaneous Income	-	609	(609)	-100.00%	2,441	66
Merchandising Revenues - Conventions	-	125	(125)	-100.00%	500	-
Total Revenues	\$ 1,353,545	\$ 1,350,134	\$ 3,411	0.25%	\$ 5,380,589	\$ 1,198,065

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE THREE MONTHS ENDED MARCH 31, 2024 AND 2023

	Actual 3 Month(s) 03/31/24	Budgeted 3 Month(s) 03/31/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 3 Month(s) 04/01/23
<u>Personnel Costs:</u>						
Salaries	\$ 552,239	\$ 528,928	\$ 23,311	4.41%	\$ 2,109,414	\$ 482,329
Payroll Taxes & Fringe Benefits	99,187	102,155	(2,968)	-2.91%	407,165	87,655
Training	26,208	14,435	11,773	81.56%	72,000	10,615
Total Personnel Costs	\$ 677,634	\$ 645,518	\$ 32,116	83.06%	\$ 2,588,579	\$ 580,599
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 41,019	\$ 40,420	\$ 599	1.48%	\$ 1,085,910	\$ 92,807
Convention Commitments	123,129	93,000	30,129	32.40%	295,000	44,500
Visitor Guide	137,302	150,000	(12,698)	-8.47%	154,200	150,762
Tradeshows	37,305	37,500	(195)	-0.52%	199,000	38,203
Printing	842	1,100	(258)	-23.45%	27,500	100
Postage	357	854	(497)	-58.20%	3,500	1,071
Sales Bids & Promotions	30,167	30,600	(433)	-1.42%	131,000	34,327
Convention Sales & Services	6,428	6,531	(103)	-1.58%	36,000	3,249
Travel & Meetings	10,092	11,533	(1,441)	-12.49%	41,496	5,789
Receptions	-	-	-	-	35,000	3,197
Research	41,568	33,750	7,818	23.16%	185,004	42,664
Website Development/Hosting	32,610	20,849	11,761	56.41%	103,000	26,282
Familiarization Tours	1,431	585	846	144.62%	65,000	990
Professional Fees & Public/Media Relations	19,625	14,001	5,624	40.17%	56,000	21,500
Freelance/Graphic Artist	5,852	7,690	(1,838)	-23.90%	40,000	8,426
Regional Marketing	5,070	5,000	70	1.40%	5,000	8,031
Promotional Items	3,937	4,581	(644)	-14.06%	19,500	2,919
Destination Development	58,398	41,554	16,844	40.54%	135,750	24,419
Film/Video/Photo Productions	975	1,000	(25)	-2.50%	35,000	12,000

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE THREE MONTHS ENDED MARCH 31, 2024 AND 2023

	Actual 3 Month(s) 03/31/24	Budgeted 3 Month(s) 03/31/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 3 Month(s) 04/01/23
Photography	3,550	3,155	395	12.52%	25,000	1,100
Social Networking/Wing Trail	147	150	(3)	-2.00%	5,000	1,814
Total Sales & Marketing Expenditures	<u>\$ 559,804</u>	<u>\$ 503,853</u>	<u>\$ 55,951</u>	<u>11.10%</u>	<u>\$ 2,682,860</u>	<u>\$ 524,150</u>
Technology & Equipment	14,967	14,124	843	5.97%	46,000	8,927
Departmental Administrative Expenses	149,216	140,926	8,290	5.88%	388,150	122,358
Total Expenses	<u><u>\$ 1,401,621</u></u>	<u><u>\$ 1,304,421</u></u>	<u><u>\$ 97,200</u></u>	<u><u>7.45%</u></u>	<u><u>\$ 5,705,589</u></u>	<u><u>\$ 1,236,034</u></u>