



Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

JUNE 30, 2024 AND 2023

UNAUDITED

*For Presentation at the Board of Directors Meeting on
Wednesday July 31, 2024*

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

FINANCIAL STATEMENTS

FOR THE SIX MONTHS ENDED JUNE 30, 2024 AND 2023

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Buffalo Niagara Convention & Visitors Bureau, Inc.
Summary Review Memorandum
For the six Months ended June 30, 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. The second installment is still pending.
- **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 six months ended June 30, 2024, the Bureau realized a decrease in net assets of \$137,516 approximately \$ 75,000 behind the budgeted pace through June of 2024. The majority of the impact being reported is timing related. Below is a synopsis of the relevant activities.

Revenues:

Through June, revenues were consistent with budgeted amounts. The small variance is due to the timing of grant revenue recognized for various New York State grant programs.

Expenditures:

Through June, expenditures are approximately \$ 69,000 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 June 30, 2024.
- **Convention Commitments** – Variance is a combination of timing and additional costs associated with various group events held during the first half of 2024. Select Traveler's Conference exceeded budget and accounts for the majority of this variance reported.
- **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
JUNE 30, 2024 AND 2023

UNAUDITED

	2024	2023
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 1,244,739	\$ 3,624,116
Accounts Receivable - Erie County	2,250,000	-
Accounts Receivable - Trade	13,474	55,546
Grants Receivable	217,037	80,000
Prepaid expenses and supplies	142,301	159,543
	Total current assets	3,867,551
Property and equipment, net	37,774	47,638
Right of Use Asset	174,375	-
	Total assets	\$ 4,079,700

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	253,980	150,321
Accounts payable - Foundation	14,469	18,144
Deferred revenue - Other	54,100	72,700
Deferred revenue - Erie County Grant	2,270,000	1,933,220
SBA - EIDL Loan	138,550	142,056
	Total current liabilities	2,731,099
Lease Liability	174,375	-
Net assets	1,174,226	1,650,402
	Total liabilities and net assets	\$ 4,079,700

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE SIX MONTHS ENDED JUNE 30, 2024 AND 2023

	Actual 6 Month(s) 06/30/24	Budgeted 6 Month(s) 06/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 6 Month(s) 06/30/23
REVENUES	\$ 2,618,389	\$ 2,623,691	\$ (5,302)	-0.20%	\$ 5,380,589	\$ 2,233,793
MARKETING DEPARTMENT EXPENSES	\$ 800,911	\$ 813,568	\$ (12,657)	-1.56%	\$ 2,099,318	\$ 841,134
SALES & SERVICES DEPARTMENT EXPENSES	1,004,919	988,786	16,133	1.63%	1,987,698	942,006
DESTINATION DEVELOPMENT	252,138	240,941	11,197	4.65%	384,051	149,550
ADMINISTRATIVE & FINANCE EXPENSES	539,994	509,797	30,197	5.92%	975,287	527,070
RESEARCH DEPARTMENT EXPENSES	157,943	134,232	23,711	17.66%	259,235	-
TOTAL EXPENSES	\$ 2,755,905	\$ 2,687,324	\$ 68,581	2.55%	\$ 5,705,589	\$ 2,459,760
INCREASE (DECREASE) IN NET ASSETS	\$ (137,516)	\$ (63,633)	\$ (73,883)	-	\$ (325,000)	\$ (225,967)
NET ASSETS - BEGINNING	1,311,742	1,311,742	-	-	1,311,742	1,876,369
NET ASSETS - ENDING	\$ 1,174,226	\$ 1,248,109	\$ (73,883)	-5.92%	\$ 986,742	\$ 1,650,402

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL REVENUES

FOR THE SIX MONTHS ENDED JUNE 30, 2024 AND 2023

	Actual 6 Month(s) 06/30/24	Budgeted 6 Month(s) 06/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 6 Month(s) 06/30/23
Erie County Grant	\$ 2,250,000	\$ 2,250,000	\$ -	0.00%	\$ 4,500,000	\$ 1,926,030
Erie County - Theatre/ARP Act Grant	-	-	-	-	-	33,000
Advertising Sales	206,600	206,600	-	0.00%	206,600	151,580
Assessments - Convention	-	-	-	-	-	8,710
NYS Matching Funds Program	51,048	51,048	-	0.00%	51,048	47,532
Joint/Co-Op - Marketing	12,500	12,000	500	4.17%	37,000	18,500
Joint/Co-Op - Sales	14,484	14,000	484	3.46%	30,000	21,038
Joint/Co-Op - Destination Development	1,954	2,200	(246)	-11.18%	3,000	1,605
Grant Revenues	64,000	67,875	(3,875)	-5.71%	515,000	20,000
Interest Income	17,757	18,500	(743)	-4.02%	35,000	5,700
Miscellaneous Income	25	1,218	(1,193)	-97.95%	2,441	98
Merchandising Revenues - Conventions	21	250	(229)	-91.60%	500	-
Total Revenues	\$ 2,618,389	\$ 2,623,691	\$ (5,302)	-0.20%	\$ 5,380,589	\$ 2,233,793

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE SIX MONTHS ENDED JUNE 30, 2024 AND 2023

	Actual 6 Month(s) 06/30/24	Budgeted 6 Month(s) 06/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 6 Month(s) 06/30/23
<u>Personnel Costs:</u>						
Salaries	\$ 1,087,998	\$ 1,056,756	\$ 31,242	2.96%	\$ 2,109,414	\$ 953,992
Payroll Taxes & Fringe Benefits	192,705	204,045	(11,340)	-5.56%	407,165	167,942
Training	49,215	41,440	7,775	18.76%	72,000	28,423
Total Personnel Costs	\$ 1,329,918	\$ 1,302,241	\$ 27,677	16.16%	\$ 2,588,579	\$ 1,150,357
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 253,360	\$ 233,690	\$ 19,670	8.42%	\$ 1,085,910	\$ 231,577
Convention Commitments	158,968	150,000	8,968	5.98%	295,000	74,000
Visitor Guide	137,302	150,000	(12,698)	-8.47%	154,200	150,762
Tradeshows	100,941	105,000	(4,059)	-3.87%	199,000	102,912
Printing	9,056	17,500	(8,444)	-48.25%	27,500	5,947
Postage	1,398	1,737	(339)	-19.52%	3,500	1,560
Sales Bids & Promotions	45,553	58,375	(12,822)	-21.96%	131,000	68,893
Convention Sales & Services	18,791	13,832	4,959	35.85%	36,000	7,981
Travel & Meetings	21,312	21,941	(629)	-2.87%	41,496	13,208
Receptions	-	14,000	(14,000)	-100.00%	35,000	18,158
Research	95,166	94,500	666	0.70%	185,004	89,341
Website Development/Hosting	64,883	44,478	20,405	45.88%	103,000	51,922
Familiarization Tours	23,050	19,030	4,020	21.12%	65,000	63,154
Professional Fees & Public/Media Relations	31,125	28,002	3,123	11.15%	56,000	43,000
Freelance/Graphic Artist	36,023	16,795	19,228	114.49%	40,000	18,952
Regional Marketing	5,070	5,000	70	1.40%	5,000	8,031
Promotional Items	12,320	9,262	3,058	33.02%	19,500	6,152
Destination Development	135,323	114,263	21,060	18.43%	135,750	49,824
Film/Video/Photo Productions	12,928	25,000	(12,072)	-48.29%	35,000	37,215

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE SIX MONTHS ENDED JUNE 30, 2024 AND 2023

	Actual 6 Month(s) 06/30/24	Budgeted 6 Month(s) 06/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 6 Month(s) 06/30/23
Photography	3,800	4,575	(775)	-16.94%	25,000	3,400
Social Networking/Wing Trail	1,871	2,100	(229)	-10.90%	5,000	3,104
Total Sales & Marketing Expenditures	\$ 1,168,240	\$ 1,129,080	\$ 39,160	3.47%	\$ 2,682,860	\$ 1,049,093
Technology & Equipment	27,605	26,748	857	3.20%	46,000	29,455
Departmental Administrative Expenses	230,142	229,255	887	0.39%	388,150	230,855
Total Expenses	\$ 2,755,905	\$ 2,687,324	\$ 68,581	2.55%	\$ 5,705,589	\$ 2,459,760