



Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

SEPTEMBER 30, 2024 AND 2023

UNAUDITED

*For Presentation at the Board of Directors Meeting on
Wednesday October 30, 2024*

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

FINANCIAL STATEMENTS

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023

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Buffalo Niagara Convention & Visitors Bureau, Inc.
Summary Review Memorandum
For the nine Months ended September 30, 2024

Balance Sheets:

- **Grants Receivable** – represents the accrued balance due from four New York State sponsored marketing grants for the Music, NYPA, EDA and Freedom Footsteps marketing programs.
- **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 September of 2021 in the amount of \$ 641.00 per month. There is no penalty for early repayment.

Statements of Activities:

For the nine months ended September 30, 2024, the Bureau realized a decrease in net assets of \$268,857 approximately \$ 70,000 behind the budgeted pace through September of 2024. Below is a synopsis of the relevant activities.

Revenues:

Through September, 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 and Fair share revenues from industry partners.

Expenditures:

Through September, expenditures are approximately \$ 55,000 ahead of the budgeted pace. 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 September 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
SEPTEMBER 30, 2024 AND 2023



UNAUDITED

	2024	2023
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 2,246,125	\$ 2,528,502
Accounts Receivable - Erie County	-	-
Accounts Receivable - Trade	111,718	117,733
Grants Receivable	333,252	149,000
Prepaid expenses and supplies	192,946	202,948
	Total current assets	2,998,183
Property and equipment, net	37,774	47,638
Right of Use Asset	174,375	-
	Total assets	\$ 3,045,821

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	392,002	276,705
Accounts payable - Foundation	15,950	893
Deferred revenue - Other	188,400	206,800
Deferred revenue - Erie County Grant	1,145,000	970,206
SBA - EIDL Loan	137,578	141,108
	Total current liabilities	1,595,712
Lease Liability	174,375	-
Net assets	1,042,885	1,450,109
	Total liabilities and net assets	\$ 3,045,821

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

	Actual 9 Month(s) 09/30/24	Budgeted 9 Month(s) 09/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 9 Month(s) 09/30/23
REVENUES	<u>\$ 3,904,138</u>	<u>\$ 3,919,825</u>	<u>\$ (15,687)</u>	<u>-0.40%</u>	<u>\$ 5,380,589</u>	<u>\$ 3,454,091</u>
MARKETING DEPARTMENT EXPENSES	\$ 1,353,629	\$ 1,364,108	\$ (10,479)	-0.77%	\$ 2,099,318	\$ 1,464,231
SALES & SERVICES DEPARTMENT EXPENSES	1,462,832	1,469,418	(6,586)	-0.45%	1,987,698	1,442,358
DESTINATION DEVELOPMENT	326,916	321,621	5,295	1.65%	384,051	210,549
ADMINISTRATIVE & FINANCE EXPENSES	808,829	766,114	42,715	5.58%	975,287	763,213
RESEARCH DEPARTMENT EXPENSES	220,789	197,223	23,566	11.95%	259,235	-
TOTAL EXPENSES	<u>\$ 4,172,995</u>	<u>\$ 4,118,484</u>	<u>\$ 54,511</u>	<u>1.32%</u>	<u>\$ 5,705,589</u>	<u>\$ 3,880,351</u>
INCREASE (DECREASE) IN NET ASSETS	\$ (268,857)	\$ (198,659)	\$ (70,198)		\$ (325,000)	\$ (426,260)
NET ASSETS - BEGINNING	1,311,742	1,311,742	-		1,311,742	1,876,369
NET ASSETS - ENDING	<u>\$ 1,042,885</u>	<u>\$ 1,113,083</u>	<u>\$ (70,198)</u>	<u>-6.31%</u>	<u>\$ 986,742</u>	<u>\$ 1,450,109</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL REVENUES
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023

	Actual 9 Month(s) 09/30/24	Budgeted 9 Month(s) 09/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 9 Month(s) 09/30/23
Erie County Grant	\$ 3,375,000	\$ 3,375,000	\$ -	0.00%	\$ 4,500,000	\$ 2,889,045
Erie County - Theatre/ARP Act Grant	-	-	-	-	-	33,000
Advertising Sales	206,600	206,600	-	0.00%	206,600	152,230
Assessments - Convention	-	-	-	-	-	8,710
NYS Matching Funds Program	51,048	51,048	-	0.00%	51,048	47,532
Joint/Co-Op - Marketing	15,000	15,000	-	0.00%	37,000	29,000
Joint/Co-Op - Sales	17,531	24,000	(6,469)	-26.95%	30,000	33,224
Joint/Co-Op - Destination Development	1,974	2,600	(626)	-24.08%	3,000	2,310
Grant Revenues	207,798	214,375	(6,577)	-3.07%	515,000	214,000
Interest Income	29,016	29,000	16	0.06%	35,000	39,492
Miscellaneous Income	25	1,827	(1,802)	-98.63%	2,441	5,513
Merchandising Revenues - Conventions	146	375	(229)	-61.07%	500	35
Total Revenues	\$ 3,904,138	\$ 3,919,825	\$ (15,687)	-0.40%	\$ 5,380,589	\$ 3,454,091

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023

	Actual 9 Month(s) 09/30/24	Budgeted 9 Month(s) 09/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 9 Month(s) 09/30/23
<u>Personnel Costs:</u>						
Salaries	\$ 1,609,187	\$ 1,606,034	\$ 3,153	0.20%	\$ 2,109,414	\$ 1,415,011
Payroll Taxes & Fringe Benefits	285,813	305,802	(19,989)	-6.54%	407,165	243,798
Training	54,849	60,400	(5,551)	-9.19%	72,000	48,211
Total Personnel Costs	\$ 1,949,849	\$ 1,972,236	\$ (22,387)	-15.53%	\$ 2,588,579	\$ 1,707,020
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 603,785	\$ 569,138	\$ 34,647	6.09%	\$ 1,085,910	\$ 616,716
Convention Commitments	192,481	206,000	(13,519)	-6.56%	295,000	105,375
Visitor Guide	137,302	150,000	(12,698)	-8.47%	154,200	150,762
Tradeshows	142,151	155,500	(13,349)	-8.58%	199,000	128,359
Printing	11,324	20,000	(8,676)	-43.38%	27,500	7,499
Postage	1,881	2,681	(800)	-29.84%	3,500	2,586
Sales Bids & Promotions	108,114	100,575	7,539	7.50%	131,000	150,354
Convention Sales & Services	24,976	25,103	(127)	-0.51%	36,000	17,650
Travel & Meetings	26,495	28,889	(2,394)	-8.29%	41,496	16,456
Receptions	8,739	29,000	(20,261)	-69.87%	35,000	18,158
Research	129,269	146,250	(16,981)	-11.61%	185,004	126,197
Website Development/Hosting	96,131	72,632	23,499	32.35%	103,000	86,608
Familiarization Tours	44,071	31,865	12,206	38.31%	65,000	151,332
Professional Fees & Public/Media Relations	42,625	42,003	622	1.48%	56,000	58,250
Freelance/Graphic Artist	51,817	29,705	22,112	74.44%	40,000	36,008
Regional Marketing	5,070	5,000	70	1.40%	5,000	8,031
Promotional Items	13,453	11,928	1,525	12.79%	19,500	7,370
Destination Development	148,432	129,692	18,740	14.45%	135,750	58,897
Film/Video/Photo Productions	22,453	29,500	(7,047)	-23.89%	35,000	52,018
Photography	24,950	10,490	14,460	137.85%	25,000	14,750

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2024 AND 2023

	Actual 9 Month(s) 09/30/24	Budgeted 9 Month(s) 09/30/24	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2024	Actual 9 Month(s) 09/30/23
Social Networking/Wing Trail	2,010	2,945	(935)	-31.75%	5,000	3,104
Total Sales & Marketing Expenditures	<u>\$ 1,837,529</u>	<u>\$ 1,798,896</u>	<u>\$ 38,633</u>	<u>2.15%</u>	<u>\$ 2,682,860</u>	<u>\$ 1,816,480</u>
Technology & Equipment	40,226	36,498	3,728	10.21%	46,000	39,584
Departmental Administrative Expenses	345,391	310,854	34,537	11.11%	388,150	317,267
Total Expenses	<u><u>\$ 4,172,995</u></u>	<u><u>\$ 4,118,484</u></u>	<u><u>\$ 54,511</u></u>	<u><u>1.32%</u></u>	<u><u>\$ 5,705,589</u></u>	<u><u>\$ 3,880,351</u></u>