



Buffalo Niagara Convention & Visitors Bureau, Inc.

FINANCIAL STATEMENTS

SEPTEMBER 30, 2025 AND 2024

UNAUDITED

*For Presentation at the Board of Directors Meeting on
Wednesday November 12, 2025*

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

FINANCIAL STATEMENTS

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

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Buffalo Niagara Convention & Visitors Bureau, Inc.
Summary Review Memorandum
For the nine Months ended September 30, 2025

Balance Sheets:

- **Grants Receivable** – Represents the balance due from NYS for the Resilient Music Program which concluded at the end of 2024. The funds were received in October of 2025.
- **Accounts Payable and Accrued expenses** – Increase due to larger advertising and programming related billings.
- **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 nine months ending September 30, 2025, the Bureau realized an increase in net assets of \$1,601,319 approximately \$ 1.2M ahead of the budgeted pace through September of 2025. Below is a synopsis of the relevant activities.

Revenues:

Through September, revenues were higher than budget with the majority of the variance being due to additional Hotel Occupancy taxes received for the 2024 calendar year along with approximately \$ 310,000 in ERTC credits that were applied for in 2023 and received during the first three quarters of 2025.

Expenditures:

Through September, expenditures are approximately \$ 430,000 below the budgeted pace. A portion of the variance is timing related below are some of the more significant variances:

- **Personnel Costs** – Variance is partially due to timing resulting from the recording of the VBN's vacation accrual as of September 30, 2025. In addition, there were open Convention Sales and marketing positions during the first part of the year along with staff turnover in the Destination Development department. This coupled with the delay in the opening of the Canalside Visitor Center account for the variance.
- **Advertising** – Variance is timing in nature and is expected to turn during the fourth quarter.
- **Printing** - Variance attributed to the higher-than-expected actual cost of layout, design and printing of the new installments of the Buffalo Beer brochure, Map Pads, Buffalo On Foot and Black Business Directory. Some of cost of the collateral materials was offset by advertising and sponsorships sold in the various pieces.
- **Sales Bids and Promotions** – Larger number of site inspections hosted during the first nine months of 2025, along with additional costs of hosting the Customer Advisory Council and the engagement of our third-party sales agency.

Buffalo Niagara Convention & Visitors Bureau, Inc.
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- **Convention Commitments** – Variance is resulting from certain sports related commitments being paid from the Buffalo Niagara Sports Development Corporation. In addition, the costs of hosting the AATC event was considerably less than anticipated.
- **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.
- **Influencers, Video Productions and Photography** – expenses are all running under budget mainly due to timing it is hoped the majority of the programming will be completed before year end but may run into the first quarter of 2026.

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
BALANCE SHEET
SEPTEMBER 30, 2025 AND 2024

UNAUDITED

	2025	2024
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 5,008,195	\$ 2,246,125
Accounts Receivable - Erie County	-	-
Accounts Receivable - Trade	76,496	111,718
Grants Receivable	200,000	333,252
Prepaid expenses and supplies	173,080	192,946
Total current assets	5,457,771	2,884,041
Property and equipment, net	33,065	37,774
Right of Use Asset	174,375	174,375
Total assets	\$ 5,665,211	\$ 3,096,190

LIABILITIES AND NET ASSETS

Current liabilities:		
Short-term borrowings	\$ -	\$ -
Accounts payable and accrued expenses	695,422	392,002
Accounts payable - Foundation	20,668	15,950
Deferred revenue - Other	168,479	188,400
Deferred revenue - Erie County Grant	1,882,500	1,145,000
SBA - EIDL Loan	133,625	137,578
Total current liabilities	2,900,694	1,878,930
Lease Liability	174,375	174,375
Net assets	2,590,142	1,042,885
Total liabilities and net assets	\$ 5,665,211	\$ 3,096,190

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	<u>Actual 9 Month(s) 09/30/25</u>	<u>Budgeted 9 Month(s) 09/30/25</u>	<u>\$ Variance Over (Under)</u>	<u>% Variance Over (Under)</u>	<u>Annual Budget 2025</u>	<u>Actual 9 Month(s) 09/30/24</u>
REVENUES	<u>\$ 7,658,063</u>	<u>\$ 6,875,527</u>	<u>\$ 782,536</u>	<u>11.38%</u>	<u>\$ 8,961,680</u>	<u>\$ 3,904,138</u>
MARKETING DEPARTMENT EXPENSES	\$ 3,016,422	\$ 3,212,214	\$ (195,792)	-6.10%	\$ 4,690,260	\$ 1,353,629
CONVENTION AND SPORTS SALES AND SERVICES	1,634,203	1,835,715	(201,512)	-10.98%	2,357,235	1,462,832
DESTINATION DEVELOPMENT	252,894	256,233	(3,339)	-1.30%	358,100	326,916
CANALSIDE VISITOR CENTER	35,368	67,860	(32,492)	-47.88%	108,500	-
ADMINISTRATIVE & FINANCE EXPENSES	834,109	825,278	8,831	1.07%	1,056,645	808,829
RESEARCH DEPARTMENT EXPENSES	283,748	298,171	(14,423)	-4.84%	390,940	220,789
TOTAL EXPENSES	<u>\$ 6,056,744</u>	<u>\$ 6,495,471</u>	<u>\$ (438,727)</u>	<u>-6.75%</u>	<u>\$ 8,961,680</u>	<u>\$ 4,172,995</u>
INCREASE (DECREASE) IN NET ASSETS	\$ 1,601,319	\$ 380,056	\$ 1,221,263		\$ 0	\$ (268,857)
NET ASSETS - BEGINNING	988,823	988,823	-		988,823	1,311,742
NET ASSETS - ENDING	<u>\$ 2,590,142</u>	<u>\$ 1,368,879</u>	<u>\$ 1,221,263</u>	<u>89.22%</u>	<u>\$ 988,823</u>	<u>\$ 1,042,885</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL REVENUES
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	Actual 9 Month(s) 09/30/25	Budgeted 9 Month(s) 09/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 9 Month(s) 09/30/24
Erie County Grant	\$ 5,587,497	\$ 5,587,497	\$ -	0.00%	\$ 7,450,000	\$ 3,375,000
Erie County Grant - Prior Year Overage	1,400,401	1,000,000	400,401	40.04%	1,000,000	-
Erie County - Restaurant Grant	-	-	-	-	20,000	-
ERTC Revenues	308,785	-	308,785	-	-	-
Advertising Sales	204,800	204,800	-	0.00%	204,800	206,600
Assessments - Convention	-	-	-	-	-	-
NYS Matching Funds Program	24,995	25,000	(5)	-0.02%	49,775	51,048
Joint/Co-Op - Marketing	28,500	9,000	19,500	216.67%	37,000	15,000
Joint/Co-Op - Sales	45,710	16,500	29,210	177.03%	25,000	17,531
Joint/Co-Op - Destination Development	-	2,500	(2,500)	-100.00%	18,500	1,974
Grant Revenues	-	-	-	-	120,000	207,798
Interest Income	54,154	29,000	25,154	86.74%	35,000	29,016
Miscellaneous Income	3,069	855	2,214	258.95%	1,105	25
Merchandising Revenues - Canalside	-	-	-	-	-	-
Merchandising Revenues - Conventions	152	375	(223)	-59.47%	500	146
Total Revenues	<u>\$ 7,658,063</u>	<u>\$ 6,875,527</u>	<u>\$ 782,536</u>	<u>11.38%</u>	<u>\$ 8,961,680</u>	<u>\$ 3,904,138</u>

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.
TOTAL EXPENSES
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	Actual 9 Month(s) 09/30/25	Budgeted 9 Month(s) 09/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 9 Month(s) 09/30/24
<u>Personnel Costs:</u>						
Salaries	\$ 1,631,220	\$ 1,699,173	\$ (67,953)	-4.00%	\$ 2,272,605	\$ 1,609,187
Payroll Taxes & Fringe Benefits	304,078	349,607	(45,529)	-13.02%	470,950	285,813
Training	70,182	84,345	(14,163)	-16.79%	109,550	54,849
Total Personnel Costs	\$ 2,005,480	\$ 2,133,125	\$ (127,645)	-33.81%	\$ 2,853,105	\$ 1,949,849
<u>Sales & Marketing Expenditures:</u>						
Advertising	\$ 2,005,928	\$ 2,101,205	\$ (95,277)	-4.53%	\$ 3,097,500	\$ 603,785
Convention Commitments	365,890	426,400	(60,510)	-14.19%	445,000	192,481
Visitor Guide	150,735	151,000	(265)	-0.18%	170,000	137,302
Tradeshows	169,082	172,655	(3,573)	-2.07%	245,000	142,151
Printing	40,275	12,350	27,925	226.11%	20,000	11,324
Postage	2,247	2,602	(355)	-13.64%	3,500	1,881
Sales Bids & Promotions	140,967	117,500	23,467	19.97%	135,000	108,114
Convention Sales & Services	8,973	26,600	(17,627)	-66.27%	36,000	24,976
Travel & Meetings	29,585	39,170	(9,585)	-24.47%	58,000	26,495
Receptions	-	12,500	(12,500)	-100.00%	35,000	8,739
Research	190,606	193,211	(2,605)	-1.35%	252,000	129,269
Website Development/Hosting	129,307	175,150	(45,843)	-26.17%	263,750	96,131
Travel Writers & Influencers	35,733	64,425	(28,692)	-44.54%	86,000	44,071
Public/Media Relations	146,653	160,100	(13,447)	-8.40%	221,000	42,625
Freelance/Graphic Artist	69,519	72,622	(3,103)	-4.27%	140,000	51,817
Regional Marketing	4,994	5,000	(6)	-0.12%	5,000	5,070
Promotional Items	12,718	27,065	(14,347)	-53.01%	38,000	13,453
Destination Development	69,529	63,885	5,644	8.83%	100,500	148,432
Canalside Visitor Center Operations	35,368	15,050	20,318	135.00%	24,000	-

BUFFALO NIAGARA CONVENTION & VISITORS BUREAU, INC.

TOTAL EXPENSES

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 2025 AND 2024

	Actual 9 Month(s) 09/30/25	Budgeted 9 Month(s) 09/30/25	\$ Variance Over (Under)	% Variance Over (Under)	Annual Budget 2025	Actual 9 Month(s) 09/30/24
Film/Video/Photo Productions	2,475	45,000	(42,525)	-94.50%	90,000	22,453
Photography	22,302	40,300	(17,998)	-44.66%	75,000	24,950
Social Networking/Wing Trail	33,720	19,830	13,890	70.05%	34,000	2,010
Total Sales & Marketing Expenditures	\$ 3,666,606	\$ 3,943,620	\$ (277,014)	-7.02%	\$ 5,574,250	\$ 1,837,529
Technology & Equipment	26,427	36,895	(10,468)	-28.37%	57,500	40,226
Departmental Administrative Expenses	358,231	381,831	(23,600)	-6.18%	476,825	345,391
Total Expenses	\$ 6,056,744	\$ 6,495,471	\$ (438,727)	-6.75%	\$ 8,961,680	\$ 4,172,995