

BUFFALO CONVENTION CENTER

2024 BUSINESS PLAN

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CONVENTION CENTER

The image shows the exterior of the Buffalo Convention Center. The building features a modern design with a facade of light blue and white panels. Large, three-dimensional blue letters spell out "BUFFALO" above "CONVENTION CENTER" in smaller, dark grey letters. The building is partially framed by green tree leaves in the upper right corner. A black street lamp is visible in the foreground on the right.

ABOUT BUFFALO CONVENTION CENTER

The Buffalo Convention Center is the premier meeting and exhibit facility in Western New York. We can host large gatherings of up to 7,000 and can also accommodate small, intimate groups. Our unique space allows us to create the perfect space to suit your needs.

The Buffalo Convention Center has over 110,000 square feet of flexible meeting/exhibit space.

Soaring ceilings add volume to the 64,000 square feet of contiguous exhibit space, which accommodates general session setups and up to 350 exhibit booths. This space may be sectioned into two halls with easy access to the loading docks. Four covered loading docks and direct drive-in access to each hall make setup easy and efficient.

The Convention Center's Ballroom spans 12,367 square feet with banquet seating for up to 1,000 guests. Pre-function areas extend the Ballroom space by 8,800 square feet. More than 46,000 square feet of flexible meeting space (21 meeting rooms) feature wireless and hardline capability in every meeting area.

Dedicated Convention Center staff totaling over 100+ years of industry service

MISSION

Delivering quality facilities and exceptional service through our warm hospitality, attention to detail and drive to achieve our clients' vision.

VISION

To create memorable event experiences for our guests and be a catalyst for economic development and improved quality of life in Buffalo and Erie County.

STRATEGIC PRIORITIES



GUEST EXPERIENCE

Treat all of our guests to a unique experience



COMMUNITY CONNECTION

Partner with our community to co-create a memorable guest experience



BUSINESS GROWTH

Drive incremental business by leveraging our relationships and facilities



TALENT AND CULTURE

Create an authentic guest-focused culture



ACCOUNTABILITY AND SUSTAINED PERFORMANCE

Demonstrate we are well-run and governed

CONVENTION SALES

OBJECTIVES

- Generate economic impact by booking conventions that generate room nights and other ancillary revenues for Erie County.
- Evaluate and adjust business development strategies to align with the hotels' current inventory and availability.
- Uncover new leads and opportunities to host conventions that are more compatible with our facility, and destination with a focus on regional meetings.
- Enhance awareness of Buffalo as a viable convention option by highlighting our affordability, flexibility, and drivability through increased sales efforts.
- Strengthen customer engagement by implementing strategies to foster customer relationships through strong social media presence and in-person events.

STRATEGIES

- Schedule regular meetings with the Hyatt Regency sales staff to identify and strategize ways to attract new business and review business opportunities.
- Develop an ongoing relationship with Invest Buffalo businesses that may lead to new business.
- Focus on the emerging market segments identified in our Strategic Plan, including Life Science, Food and Dairy, Logistics, and Advanced Business Services.
- In coordination with VBN and hotel partners, attend major industry events and other fair share opportunities on a regional and national level.
- Continue engaging with customers by participating in the "Buffalo Book Club."
- Execute site visits in person and using the 360 virtual tours customized to each individual group, creating a memorable experience.
- Participate with VBN in client FAM tours throughout the year as scheduled.
- Continue partnership with VBN on the Customer Advisory Council by participating in group meetings that provide guidance, discuss new tactics, and implement strategies for future planning.

BANQUETS AND MEETINGS

OBJECTIVES

- Identify and book events that will fill need periods within the 12 - 18 month booking window.
- Enhance customer relationships by providing excellent customer service.

STRATEGIES

- Incentivize client referrals to capitalize on our great reputation for food and service to increase new lead opportunities.
- Identify key dates that need to be filled and create a client list based on past bookings during this period for solicitation.
- Use the 18-month booking window for the period mid-June thru August to increase wedding bookings and non-traditional events during this need period.
- Develop a virtual solicitation platform to continue customer outreach to uncover new opportunities.
- Review lost business reports to identify future opportunities.
- Enhance relationships with vendors, third-party providers, and others for referral opportunities.
- Introduce new menu offerings to current and prospective clients.

CONSUMER AND PUBLIC SHOWS

OBJECTIVES

- Rebook annual events and secure public and consumer shows to fill need periods.
- Maintain and strengthen relationships with annual trade show clients that have made the BCC their home.

STRATEGIES

- Focus on key show producers that host events during the summer months/shoulder periods at facilities similar in size.
- Identify and research shows that we are not currently hosting in our area and pursue for future.
- Continue efforts to uncover new opportunities and generate more revenue in untapped market.
- Solicit shows listed on event calendars of comparable venues.

CONVENTION AND EVENT SERVICES

OBJECTIVES

- Prioritize convention services to provide increased attention to security and safety of attendees, vendors, and guests.
- Provide exceptional service to every BCC client to ensure a successful event and future booking opportunities.

STRATEGIES

- Utilize results from Real-Time client survey to measure the success of the event, review problem areas, and address areas of improvement for future events.
- Participate in webinars, industry meetings, and other educational opportunities to keep current on the latest standards, trends, and innovative services to offer clients.
- Update and share the BCC Safety and Security Plan with clients during the planning process and feature on the use of the state-of-the-art Evolv Security entry system.
- Capture positive customer testimonials when customers share feedback.
- Improve and create a more consistent social media presence through the use of a dedicated resource.
- Participate in webinars, industry meetings and other educational opportunities to keep current on the latest trends and innovative services to offer client.
- Maintain and further develop strong relationships with key government city and county partners to ensure ancillary services are provided as needed for events throughout the year.
- Meet quarterly with VBN and hotel service staff to review upcoming groups and discuss ways to heighten the customer experience.
- Maintain ESPA – Event Services Professionals membership to network with peers and keep current on industry trends.

ADMINISTRATION

OBJECTIVES

- Utilize convention center industry best practices in overall facility operations and management.
- Maintain excellent relationships with relevant Erie County departments, including but not limited to Executive, Environment and Planning, Health, Public Works.
- Maintain excellent relationships with State, County and City law enforcement agencies and departments and Homeland Security.

STRATEGIES

- Systematically review present green initiatives and practices and create a timeline of improvements to certification.
- Expand the use of Momentus (Ungerboeck) to all departments for greater efficiency and consistency.
- Update the venue safety plan by coordinating the completion of the IAVM Venue Safety & Security program.
- Manage financial resources in accordance with the organizational by-laws.
- Provide educational and training opportunities for staff development across all departments.
- Work with the Erie County Department of Public Works to identify priority capital improvement projects.