

2020 Approved Budget

	2018 Actuals	2019 Budget	2020 Budget	Notes
Income				
4200 · Membership				
4211 · New Individual Member	41,126	55,000	65,000	Growth due to strategy A1
4212 · Renew Individual Member	202,377	172,000	185,000	
4213 · New Industry Member	32,116	25,000	45,000	Growth due to strategy A1
4214 · Renew Industry Member	171,352	165,000	175,000	
Total 4200 · Membership	446,972	417,000	470,000	
4400 · Convention				
4411 · Convention Registration	259,958	240,000	240,000	
4412 · Convention Sponsorship	281,381	260,000	300,000	L3 Harris not sponsoring at same level as BAE did in 2019
4413 · Convention Show Daily	9,750	15,000	-	moved to JED/Naylor royalties in 2019
4414 · Convention Exhibits	940,643	955,000	1,050,000	5 more booths than 2019
4416 · Exhibitor Hospitality Rooms	23,000	20,000	25,000	
Total 4400 · Convention Income	1,514,732	1,490,000	1,615,000	
4500 · Conferences				
4511 · Conferences Registration	323,935	539,500	495,000	includes Space and PACOM conferences
4512 · Conference Sponsorship	328,575	359,000	475,000	includes Space and PACOM conferences
4711C · International Conferences	334,121	295,000	320,000	
Total 4500 · Conferences	986,631	1,193,500	1,290,000	
4600 · Education & Training				
4611 · PDC Registration	133,340	120,000	238,000	includes 4 additional courses in 2019
4612 · Webinar Sponsorship	119,625	111,000	210,000	
Total 4600 · Education	252,965	231,000	448,000	
4650 · Advocacy				
4651 · Advocacy - Industry Partnership Projects	25,375	90,000	-	Advocacy and IPP's will become a sponsorship benefit - rolled into other sponsorship line items
Total 4650 · Advocacy	25,375	90,000	-	
4750 · Royalties				
4205 · Career Center Royalties (YM)	15,249.12	10,000	35,000	includes Career Fair
4218 · e-Crow Royalty	4,807	5,500	10,000	
4225 · Show Daily Royalties (Naylor)		-	5,000	
7312 · JED Royalties (Naylor)	147,194	145,000	140,000	
7345 · JED Web Ads/Buyers Guide	8,403	20,000	8,000	no more ads on website
Total 4750 · JED Royalties	175,652	180,500	198,000	
4760 · JED Subscriptions				
7311 · JED Subscriptions	41,399	45,000	45,000	
7313 · Royalties - Misc.	138	400		
Total 4760 · JED Subscription	41,537	45,400	45,000	
4850 · Sales				
7320 · Jewelry & Mementos	6,116	4,000	6,000	
7325 · History Books	880	500	500	
7330 · Misc. Pubs	1,600	3,000	1,500	
Total 4850 · Sales	8,596	7,500	8,000	
7600 · Other				
4900 · Rental income	-	-	-	
xxx · Investment Income	(90,473)		-	
7600 · Other revenue	28,006		-	
Total 7600 · Other	(62,467)	-	-	
Total Income	\$ 3,389,992	\$ 3,654,900	\$ 4,074,000	

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Expenses

5000 · Convention				
5011 · Temps & Volunteers	4,048	5,000	3,000	
5015 · Food & Beverage	358,975	350,000	350,000	
5025 · AV Rentals	111,220	110,000	110,000	
5030 · Facility Rent	17,913	20,000	27,000	
5035 · Opening Event	38,164	60,000	60,000	
5040 · Rigging and Electrical	17,430	15,000	15,000	
5044 · Gratuities/Licenses	3,308	2,000	3,000	
5045 · Convention Supplies	9,580	6,000	6,000	
5050 · Convention Travel	7,034	3,000	15,000	
5051 · Sponsor Branded Items	32,547	15,000	35,000	
5052 · Photography	4,995	6,000	6,500	
5053 · Video Production	2,250	8,000	5,000	
5054 · Entertainment/Décor	5,912	10,000	10,000	
5059 · Freight Shipping Courier		5,000	5,000	
5062 · Design and printing - Onsite Program	4,653	5,000	5,000	
5063 · Convention Marketing	13,983	20,000	20,000	
5064 · Registration Service	16,654	22,000	25,000	
5065 · General Contractor	16,756	18,000	18,000	
5066 · Conv Show Daily	7,107	7,500	-	no costs due to Naylor taking over project
5068 · Crow's Nest	35,109	20,000	20,000	
5070 · Chapter Donations	4,500	5,000	-	no chapter donations
5074 · Speaker Expenses/Gifts	2,500		1,000	
5074B · Speaker Fees			60,000	
5076 · Security Guards	9,324	15,000	15,000	
5078 · Convention Software			5,000	mobile app
5080 · Onsite Internet	11,993	7,500	10,000	
5082 · Medical Services	3,607	3,250	3,250	
5084 · Miscellaneous	227	500	1,000	
Total 5000 · Convention	739,789	738,750	833,750	
5100 · Conferences				
5105 · Conference Marketing	1,034	7,500	7,500	
5115 · Conference Expenses	413,758	547,600	560,000	includes Space and PACOM conferences
5120 · International Conference Expenses	16,027	5,000	45,000	Chapter donations; chairman travel; 4 staff to travel to EW Europe (\$10K)
Total 5100 · Conference	430,819	560,100	612,500	
5200 · Membership services				
5205 · COGS - Jewelry & Mementos	6,358	4,000	5,000	
5211 · Membership Marketing	25,111	25,000	64,000	brochures, banners, linkedin marketing (\$12K) tradeshows (\$52K)
5220 · Chapter Support				
5220A · Chapter Awards	5,260	5,000	6,000	
5220B · Chapter Startup		4,000	2,500	
5022C · Chapter Sustainment	10,094	10,000	15,000	This comes out of the 80K that we have in the sustainment account
5022D · Chapter Rebates	57,800	50,000	60,000	
5022E · Regional Director Travel	12,253	10,000	40,000	
5223 · Dues Notices	10,813	17,500	12,000	

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5226 · Awards Programs				
5226A · Awards Cost/Shipping	13,700	14,000	10,000	
5226B · Awards Committee		5,000	-	no face-to-face Awards meeting in 2020
5232 · AOC Legacy Support	1,500	1,500	1,500	EW Museum donation
5241 · Membership Travel		2,500	6,000	staff travel to chapters
5244 · Membership Postage	19,578	30,000	20,000	
Total 5200 · Membership services	162,468	178,500	242,000	
5500 · STEM				
5000 · STEM Outreach Program Expenses	21,017	20,000	30,000	Requesting \$76K
TOTAL 5000 · STEM	21,017	20,000	30,000	
6100 · Fringe Benefits				
6110 · Fringe Benefits-FICA/Medicare	58,470	80,934	85,000	
6115 · Fringe Benefits - FUTA	329	1,566	1,750	
6118 · Fringe Benefits - SUTA	3,619	6,961	7,300	
6120 · Fringe Benefits-Medical Insuran	114,836	138,085	170,000	
6125 · Fringe Benefits - Vision	1,163	5,252	4,500	
6130 · Fringe Benefits-Retirement Plan	24,235	23,516	33,200	
6135 · Fringe Benefits - Plan Fees	10,417	4,575	1,500	
6145 · Fringe Benefits-Staff Welfare	1,124	750	2,000	staff lunches, happy hours, Christmas celebrations
6147 · Fringe Benefits - other	43,500	38,500	-	
6148 · Sales Commission	19,693	-	10,000	
6150 · Fringe Benefits - Life/Disabili	2,677	2,675	4,000	
Total 6100 · Fringe Benefits	280,062	302,814	319,250	
6190 · Personnel				
6191 · Staff Labor	773,756.27	1,021,500.00	1,115,000.00	
6194 · Contract Labor	255,382	131,000	130,000	2 consultants (events; IPP and industry expansion); Stragty A1
Total 6190 · Personnel	1,029,138	1,152,500	1,245,000	
6200 · Facilities				
6214 · Real Estate Taxes	10,392		2,400	
6215 · Personal Property Tax	1,704		2,000	
6218 · Condo Fees			78,000	\$6,500 per month
6218 · Building Lease	71,312	124,200	-	included in the Building budget (\$88,000 for 8 mos)
6228 · Staff Parking	4,800	16,200	-	included in the Building budget (\$10,800 for 8 mos)
6250 · Building Sale/Purchase/Move expenses	67,996			
6290 · Repairs and Maintenance				
6290 · Repairs and Maintenance - Other	6,572	-	-	
6290A · Heating & A/C Maintenance/Repair	1,010	-	-	
6290B · Elevator Maintenance/Repairs	1,066	-	-	included in condo fees
6290C · Alarm/Security Maintenance	50	-	1,800	
Total 6290 · Repairs and Maintenance	8,698	-	1,800	
6220 · Utilities	12,837		20,000	
6222 · Trash and recycling	1,667	-	-	included in condo fees
6224 · Janitorial Services	4,522	-	4,000	6 months
6226 · Janitorial Supplies	257	-	1,000	
6297 · Miscellaneous Facility Expenses	567	-	-	2017 and 2018 misc sale of building expenses

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Total 6200 · Facilities	184,753	140,400	109,200	
6300 · Professional Development - Training & Education				
6305 · Education Marketing	699	3,000	3,000	
6310A · Virtual Series Expenses	2,500	5,000		
6315 · Professional Develop. Expenses	64,059	75,000	154,000	
Total 6300 · Professional Development - Training & Education	67,258	83,000	157,000	
6500 · BoD Operations				
6502 · Admin - Leadership Travel	-	25,000	25,000	
6508 · Admin - Directors	133,144	90,000	115,000	3 face to face BOD meetings; limited AOC paid socials
6511 · Admin - Past Presidents	1,033	-	1,750	annual pp dinner
6514 · Admin - Executive Director	8,632	7,500	7,500	travel to BoD mtgs, chapter meetings, IOM, misc
6532 · EW Expert Travel	2,781	5,000	9,000	misc travel to give AOC briefs at conferences
6544 · Senior Advisory Board	2,539	2,500	-	
Total 6500 · BoD Operations	148,129	130,000	158,250	
6695 · Advocacy and Outreach				
6696 · Government Affairs	906	42,000	13,000	3 congressional events
6698 · Industry Outreach	39,195	33,000	57,500	attend 20-25 shows, 4 annual IPP events, misc travel
Total 6695 · Government/Industry Affairs	40,101	75,000	70,500	
6700 · Administration				
6706 · AOC Marketing	5,481	2,400	3,000	\$2K for business cards, etc
6708 · Sponsor Brochures	3,741	4,500	3,500	
6700 · Career Center	-	-	6,400	onsite career fair at convention
6710 · Dues/ Subscriptions -Admin	788	2,000	2,000	ASAE membership for staff; misc
6716 · Staff Development	17,541	22,500	15,000	(\$1K per staff member)
6718 · Office Supplies	4,920	3,000	5,000	
6720 · Office Misc.	3,080	200	250	
6722 · Software	7,677	12,400	15,850	Bloomberg 2 users (\$12K); \$500 misc; Reviewr software (\$2250) for awards/scholarships; Tshirts(\$1K); Sales (\$100)
6726 · Website Support	426	-	100	domain fees
6728 · Tech Support	27,833	25,000	32,000	IT support
6732 · YourMembership (AMS/CRM)				
6732A · YM Fees (AMS/CRM)	10,756	25,000	22,000	
6732B · YM Customization		31,100	45,800	Informz (\$14.5K); QBO (\$300); CrowdWisdom LMS (\$16K); custom script for chapters (\$5K); \$10K buffer for new LMS
6732C · YM Consultant fees	39,633	5,000	2,500	
6734 · AOC Security (clearance expenses)	414	1,000	500	
6736 · Admin - Legal Fees	19,657	6,000	4,500	
6736A · Legal & Professional Fees - Move/Purchase	23,563	-		2019 expenses for purchase of Condo (reserve fund)
6738 · Accounting Fees	64,712	38,000	46,150	
6738A · Accounting Technology Fees	590	-	2,300	
6738B · Audit and Filing Fees		20,000	22,000	
6740 · Telephone	9,943	8,000	11,000	VoIP (\$6K); Meeting One telecon services (\$5K)
6742 · Software/Hardware/Email	5,021	2,500	8,750	adobe connect (\$4.75K); new computers (2 need to be replaced)
6744 · Internet	7,230	2,500	3,000	
6746 · Bank Fees	90,878	60,000	75,000	
6748 · Taxes and Licenses	184	500	1,500	\$1K State taxes for AOC merchandise

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6750 · Brokerage Fees	13,195	7,500	7,500	
6752 · Payroll Fees	4,311	4,000	5,000	
6756 · Copier Rent/Maint	4,541	6,000	6,750	
6758 · Postage Machine - Lease	2,786	3,000	3,000	
6760 · Commercial Insurance	18,786	22,000	19,000	
6762 · Workers Compensation	590	3,200	3,200	
6764 · AOC HQ Elections	6,890	3,500	3,500	
6766 · Other - Admin		300	300	
Total 6700 · Administration	395,167	321,100	376,350	

Total Expenses	\$ 3,498,698	\$ 3,702,164	\$ 4,153,800
Profit/Loss	\$ (108,706)	\$ (47,264)	\$ (79,800)