

Income

2022 Budget Notes

4200 · Membership		
4211 · New Individual Member	55,000	
4212 · Renew Individual Member	175,000	
4213 · New Industry Member	15,000	
4214 · Renew Industry Member	170,000	
Total 4200 · Membership	415,000	
4400 · Convention		
4411 · Convention Registration	230,000	
4412 · Convention Sponsorship	300,000	
4414 · Convention Exhibits	1,050,000	
4416 · Exhibitor Hospitality Rooms	25,000	
Total 4400 · Convention Income	1,605,000	
4500 · Conferences		
4511 · Conferences Registration	165,000	5 face-to-face conferences (MSIC, Crane, CEMA, Charleston, Fiesta Crow)
4512 · Conference Sponsorship	130,000	5 face-to-face conferences (MSIC, Crane, CEMA, Charleston, Fiesta Crow)
4711C · International Conferences	175,000	AOC Europe (\$150K) GCC (\$25K)
Total 4500 · Conferences	470,000	
4600 · Education & Training		
4611 · PDC Registration	369,000	
4612 · Webinar Sponsorship	275,000	
Total 4600 · Education	644,000	
4650 · Advocacy		
4651 · Advocacy - Industry Product Showcase and Pod	222,000	industry product showcase (\$50K) + podcasts (\$167K)
Total 4650 · Advocacy	222,000	
4750 · Royalties		
4205 · Career Center Royalties (YM)	20,000	
4218 · e-Crow Royalty	15,000	
4225 · Show Daily Royalties (Naylor)	-	
7312 · JED Royalties (Naylor)	100,000	
7345 · JED Web Ads/Buyers Guide	23,000	
Total 4750 · JED Royalties	158,000	
4760 · JED Subscriptions		
7311 · JED Subscriptions	25,000	
7313 · Royalties - Misc.	-	
Total 4760 · JED Subscription	25,000	
4850 · Sales		
7320 · Jewelry & Mementos	3,000	
7325 · History Books	500	
7330 · Misc. Pubs	500	
Total 4850 · Sales	4,000	
7600 · Other		
xxx · Investment Income		
7600 · Other revenue		
Total 7600 · Other		

Total Income \$ 3,543,000

Expenses

5000 · Convention		
5011 · Temps & Volunteers	3,000	
5015 · Food & Beverage	350,000	
5020 · Speaker Fees	50,000	if we need to bring in a big name keynote speaker from a speaker bureau
5025 · AV Rentals	120,000	
5030 · Facility Rent	35,000	includes ~\$10K in rebates
5035 · Opening Event	50,000	
5040 · Rigging	21,000	
5041 · Electrical		
5044 · Gratuities/Licenses	3,000	
5045 · Convention Supplies	6,000	
5050 · Convention Travel	20,000	additional staff
5051 · Sponsor Branded Items	35,000	contingent on sponsorship
5052 · Photography	7,000	
5053 · Video Production	8,000	promo video & onsite session opening video
5054 · Entertainment/Décor	35,000	accounts for GS drape and carpet
5059 · Freight Shipping Courier	1,000	
5062 · Design and printing - Onsite Program	6,000	
5063 · Convention Marketing	20,000	LinkedIn, brochures, graphic design, website editing
5064 · Registration Service	30,000	cushion for flexibility to switch vendors
5065 · General Contractor	25,000	increased requests
5068 · Crow's Nest	20,000	
5069 · Cleaning Services	15,000	new charge from convention center
5070 · Chapter Donations	-	no chapter donations
5071 · PMBS program	15,000	costs to build room on show floor
5074 · Speaker Expenses/Gifts	-	
5076 · Security Guards	15,000	
5078 · Convention Software	5,200	mobile app
5080 · Onsite Internet	13,000	
5082 · Medical Services	5,000	
5084 · Miscellaneous	1,000	Costs for EVERYTHING have gone up dramatically. Labor for rigging, av staff, electricians, medical, security have all dramatically increased
Total 5000 · Convention	914,200	

5100 · Conferences		
5105 · Conference Marketing	7,500	graphic design, signage, flyers, etc.
5115 · Conference Expenses	182,000	5 face-to-face conferences (MSIC, Crane, CEMA, Charleston, Fiesta Crow)
5120 · International Conference Expenses	48,500	travel expenses; volunteer donations; CGG expenses
Total 5100 · Conference	238,000	2017-60%; 2018-47%; 2019-61%; 2022-64% (ratio between income and expenses)

5200 · Membership services		
5205 · COGS - Jewelry & Mementos	5,000	
5211 · Membership Marketing	10,000	brochures, linkedin marketing, etc.
5212 · Tradeshows	45,700	9 external shows with booth; 6 shows walk floor/attend (14 external shows total) - need to track the ROI

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5220 · Chapter Support		
5220A · Chapter Awards	6,000	Chapter of the year awards
5220B · Chapter Startup	3,000	
5022C · Chapter Sustainment		This comes out of the separate Chapter sustainment account, do not budget for
5022D · Chapter Rebates	60,000	
5022E · Regional Director Travel	21,000	
5223 · Dues Notices		
5226 · Awards Programs		
5226A · Awards Cost/Shipping	17,000	
5226B · Awards Committee	5,000	Awards breakfast or gathering at Symposium
5232 · AOC Legacy Support		
5241 · Membership Travel	5,000	staff travel to chapters and AOC shows
5244 · Membership Postage	35,000	includes \$10K for member mailings (outdated emails, collect demographics)
Total 5200 · Membership services	212,700	

5500 · STEM		
5000 · STEM Outreach Program Expenses	-	AEF covering all STEM expenses
TOTAL 5000 · STEM	-	

6100 · Fringe Benefits		
6110 · Fringe Benefits-FICA/Medicare	94,575	
6115 · Fringe Benefits - FUTA	1,836	
6118 · Fringe Benefits - SUTA	8,217	
6120 · Fringe Benefits-Medical Insuran	195,426	increase due to more hires
6125 · Fringe Benefits - Vision	2,160	
6130 · Fringe Benefits-Retirement Plan Contribution	37,463	
6135 · Fringe Benefits - Plan Fees	1,500	Misc 401k fees and Form 550 preparation
6145 · Fringe Benefits-Staff Welfare	2,000	staff lunches, happy hours, Christmas celebration
6147 · Fringe Benefits - other		
6148 · Sales Commission	10,000	
6150 · Fringe Benefits - Life/Disabili	4,321	
Total 6100 · Fringe Benefits	357,498	

6190 · Personnel		
6191 · Staff Labor	1,260,853	*hire four new positions throughout the year (marketing, membership, EA, sales)
6194 · Contract Labor	240,000	5 consultants (global, exhibits; CRADA; Cong Affairs; STEM, freelance writer)
Total 6190 · Personnel	1,500,853	

6200 · Facilities		
6214 · Real Estate Taxes	26,000	\$2M @ \$1.13
6215 · Personal Property Tax	2,000	
6218 · Condo Fees	84,744	\$7,062 per month-increase 6.97% 7,72 sf
6218 · Building Lease	-	
6228 · Staff Parking	-	
6250 · Building Sale/Purchase/Move expenses	-	
6290 · Repairs and Maintenance		

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6290 · Repairs and Maintenance - Other	7,500	capital projects - install history wall; create podcast studio
6290A · Heating & A/C Maintenance/Repair	4,000	
6290C · Alarm/Security Maintenance	1,600	

Total 6290 · Repairs and Maintenance

6220 · Utilities	12,000	
6224 · Janitorial Services	15,000	
6297 · Miscellaneous Facility Expenses		

Total 6200 · Facilities 139,744

6300 · Professional Development - Training & Education

6305 · Education Marketing	3,000	flyers, graphic design, LinkedIn, etc.
6315 · Professional Develop. Expenses	112,500	

Total 6300 · Professional Development - Training & Educatio 115,500

6500 · BoD Operations

6502 · Admin - Leadership Travel	10,000	President travel
6508 · Admin - Directors	90,000	2 face to face BOD meetings
6511 · Admin - Past Presidents	1,200	annual pp dinner
6514 · Admin - Executive Director	2,500	travel to BoD mtgs, chapter meetings, IOM, misc
6532 · EW Expert Travel	5,000	misc travel to give AOC briefs at conferences
6544 · Senior Advisory Board		

Total 6500 · BoD Operations 108,700

6695 · Advocacy and Outreach

6696 · Government Affairs	19,500	
6698 · Industry Outreach	11,000	Outreach travel and events/activities; Advocacy Newsletters; Event Reports; Market Overviews, and Issue Briefs; \$1K marketing
6699 · Podcast Series	80,000	Podcast Series

Total 6695 · Government/Industry Affairs 110,500

6700 · Administration

6706 · AOC Marketing	3,000	general non-specific marketing
6708 · Sponsor Brochures	5,000	graphic design & printing
6710 · Dues/ Subscriptions -Admin	2,445	ASAE for staff (\$995); NDIA (\$500); AFCEA (\$450); NSTXL (\$500)
6716 · Staff Development	15,000	(\$1K per staff member)
6718 · Office Supplies	6,000	
6720 · Office Misc.	-	
6722 · Software	42,500	Bloomberg 2 users (\$13K); \$500 misc; Reviewr software (\$4K) for awards/scholarships; Tsheets(\$1.5K); Sales (\$100); Zoom (\$400); adobe products (\$800); ON24 (\$15,450); a2z (\$6,750)
6726 · Website Support	200	domain fees
6728 · Tech Support	32,000	IT support (2,615 per mo)
6732 · YourMembership (AMS/CRM)		
6732A · YM Fees (AMS/CRM)	30,000	annual fee \$22,995 + increase of \$7,005 to upgrade to 100K records vs the 50K we currently have
6732B · YM Customization	15,600	Informz (\$14.5K); custom script for chapters (\$600); chapter map (\$500)
6732C · YM Consultant fees	2,500	K2 information systems (Mark Alpert) fees
6734 · AOC Security (clearance expenses)	500	
6736 · Admin - Legal Fees	4,500	

APPROVED BUDGET 2022

6736A · Legal & Professional Fees - Move/Purchase	-	
6738 · Accounting Fees	57,000	includes AEF
6738A · Accounting Technology Fees	2,820	QBO, bill.com, etc
6738B · Audit and Filing Fees	23,000	Audit and 990 filings
6740 · Telephone	10,500	VoIP (\$7K); Meeting One telecon services (\$3,500)
6742 · Software/Hardware/Email	21,550	replace 2 laptops (\$5K); WAP's (\$600)
6744 · Internet	3,200	\$260 per mo
6746 · Bank Fees	65,000	
6748 · Taxes and Licenses	1,000	\$1K State taxes for AOC merchandise
6750 · Brokerage Fees (Schwab)	19,000	
6752 · Payroll Fees	12,850	
6756 · Copier Rent/Maint	6,750	
6758 · Postage Machine - Lease	3,000	
6760 · Commercial Insurance	19,000	
6762 · Workers Compensation	3,200	
6764 · AOC HQ Elections	2,800	
6766 · Other - Admin	300	

Total 6700 · Administration 410,215

Total Expenses	\$ 4,107,910
Profit/Loss	\$ (564,910)