

2023 Budget

Notes

Income

<b>4200 - Membership</b>		
4211 - New Individual Member	55,000	
4212 - Renew Individual Member	200,000	
4213 - New Industry Member	25,000	
4214 - Renew Industry Member	170,000	
<b>Total 4200 - Membership</b>	<b>450,000</b>	
<b>4400 - Convention</b>		
4411 - Convention Registration	250,000	
4412 - Convention Sponsorship	300,000	
4414 - Convention Exhibits	1,475,000	
4416 - Exhibitor Hospitality Rooms	30,000	
<b>Total 4400 - Convention Income</b>	<b>2,055,000</b>	
<b>4500 - Conferences</b>		
4511 - Conferences Registration	447,500	5 face-to-face conferences (Mugu, Crane, CEMA, Charleston, MSIC); 3 in 2022
4512 - Conference Sponsorship	300,000	5 face-to-face conferences (Mugu, Crane, CEMA, Charleston, MSIC); 3 in 2022
4711C - International Conferences	325,000	AOC Europe (\$325K)
<b>Total 4500 - Conferences</b>	<b>1,072,500</b>	
<b>4600 - Education &amp; Training</b>		
4611 - PDC Registration	90,000	
4612 - Webinar Sponsorship	175,000	
<b>Total 4600 - Education</b>	<b>265,000</b>	
<b>4650 - Advocacy</b>		
4651 - Advocacy - Industry Product Showcase	65,000	industry product showcase
<b>Total 4650 - Advocacy</b>	<b>65,000</b>	
<b>4750 - Royalties</b>		
4205 - Career Center Royalties (YM)	15,000	
4218 - e-Crow Royalty	12,500	
4220 - podcast Royalty	22,000	used to be under Advocacy
4225 - Show Daily Royalties (Naylor)	2,250	
7312 - JED Royalties (Naylor)	85,000	
7345 - JED Web Ads/Buyers Guide	20,000	
<b>Total 4750 - JED Royalties</b>	<b>156,750</b>	
<b>4760 - JED Subscriptions</b>		
7311 - JED Subscriptions	18,000	
7313 - Royalties - Misc.	-	
<b>Total 4760 - JED Subscription</b>	<b>18,000</b>	
<b>4850 - Sales</b>		
7320 - Jewelry & Mementos	8,000	
7325 - History Books	1,500	
7330 - Misc. Pubs	1,000	

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Total 4850 - Sales 10,500

<b>7600 - Other</b>		
xxx - Investment Income		
7600 - Other revenue		

Total 7600 - Other

**Total Income \$ 4,092,750**

**Expenses**

<b>5000 - Convention</b>		
5011 - Temps & Volunteers	3,000	
5015 - Food & Beverage	415,000	\$300K min + 25% service fee + 6% tax = \$393,000 + 7K buffer, \$15K for welcome reception beverages
5020 - Speaker Fees	18,000	if we need to bring in a big name keynote speaker from a speaker bureau
5025 - AV Rentals	145,000	
5030 - Facility Rent		
5035 - Opening Event	5,000	décor
5040 - Rigging	35,000	rigging for exhibit hall per estimate
5041 - Electrical	10,000	
5044 - Gratuities/Licenses	3,000	
5045 - Convention Supplies	3,000	
5050 - Convention Travel	25,000	additional staff
5051 - Sponsor Branded Items	60,000	contingent on sponsorship (includes Gaylord fees)
5052 - Photography	7,500	
5053 - Video Production	5,000	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	15,000	LinkedIn, brochures, graphic design, website editing
5064 - Registration Service	25,000	
5065 - General Contractor	25,000	
5068 - Crow's Nest	20,000	
5069 - Cleaning Services	-	
5071 - PMBS program or speaker lounge	\$ 17,500	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	15,000	
5082 - Medical Services	5,000	
5084 - Miscellaneous	1,000	

Total 5000 - Convention 920,200

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5100 - Conferences		
5105 - Conference Marketing	7,500	graphic design, signage, flyers, etc.
5115 - Conference Expenses	532,000	5 face-to-face conferences (MSIC, Crane, CEMA, Charleston, Pt Mugu)
5120 - International Conference Expenses	33,500	travel expenses; volunteer donations; CGG expenses; 4 staff to travel to EW Europe (\$10K)
<b>Total 5100 - Conference</b>	<b>573,000</b>	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	46,800	9 external shows with booth; 6 shows walk floor/attend (14 external shows total) -ROI must be tracked
5220 - Chapter Support		
5220A - Chapter Awards	6,000	Chapter of the year awards
5220B - Chapter Startup	2,000	
5022C - Chapter Sustainment		This comes out of the separate Chapter sustainment account, do not budget for
5022D - Chapter Rebates	50,000	
5022E - Regional Director Travel	20,000	includes chapter breakfast @ convention
5223 - Dues Notices	20,000	
5226 - Awards Programs		
5226A - Awards Cost/Shipping	12,000	
5226B - Awards Committee	5,000	Awards breakfast or gathering at Symposium/travel for awards chairman
5232 - AOC Legacy Support		
5241 - Membership Travel	5,000	staff travel to chapters and AOC shows - Chapter outreach
5244 - Membership Postage	20,000	includes \$10K for member mailings (outdated emails, collect demographics)
<b>Total 5200 - Membership services</b>	<b>201,800</b>	

6100 - Fringe Benefits		
6110 - Fringe Benefits-FICA/Medicare	109,885	
6115 - Fringe Benefits - FUTA	2,096	
6118 - Fringe Benefits - SUTA	9,452	
6120 - Fringe Benefits-Medical Insuran	137,466	increase due to more hires
6125 - Fringe Benefits - Vision	1,872	
6130 - Fringe Benefits-Retirement Plan Contribution	43,500	
6135 - Fringe Benefits - Plan Fees	1,500	Misc 401k fees and Form 550 preparation
6145 - Fringe Benefits-Staff Welfare	2,500	staff lunches, happy hours, Christmas celebration
6147 - Fringe Benefits - other		
6148 - Sales Commission	12,000	
6150 - Fringe Benefits - Life/Disabili	4,717	
<b>Total 6100 - Fringe Benefits</b>	<b>324,988</b>	

6190 - Personnel		
6191 - Staff Labor	1,501,411	*hire three positions (analyst, education director, registrar)

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6194 · Contract Labor	159,000	4 consultants (global, CRADA; Cong Affairs; misc temp)
<b>Total 6190 · Personnel</b>	<b>1,660,411</b>	

6200 · Facilities

6214 · Real Estate Taxes	26,000	\$2M @ \$1.13
6215 · Personal Property Tax	2,200	
6218 · Condo Fees/Building Fees	80,616	\$6718 per month
6228 · Staff Parking	-	
6250 · Building Sale/Purchase/Move expenses	-	
6290 · Repairs and Maintenance		
6290 · Repairs and Maintenance - Other	5,000	capital projects - install history wall
6290A · Heating & A/C Maintenance/Repair	4,000	\$715 per quarter + buffer for repairs
6290C · Alarm/Security Maintenance	1,320	\$110 per mo
<b>Total 6290 · Repairs and Maintenance</b>		
6220 · Utilities	10,000	
6224 · Janitorial Services	10,500	3 times per week / \$875 mo
6297 · Miscellaneous Facility Expenses		
<b>Total 6200 · Facilities</b>	<b>129,316</b>	

6300 · Professional Development - Training & Education

6305 · Education Marketing	1,000	flyers, graphic design, LinkedIn, etc.
6315 · Professional Develop. Expenses	45,000	instructor fee + 30%
<b>Total 6300 · Professional Development - Training &amp; Educatio</b>	<b>46,000</b>	

6500 · BoD Operations

6502 · Admin - Leadership Travel	20,000	President travel
6508 · Admin - Directors	95,000	3 face-to-face BOD meetings (est. \$40K per meeting); 1 COMP board meeting at Gaylord flights only (\$15K)
6511 · Admin - Past Presidents	2,000	annual pp dinner
6514 · Admin - Executive Director	5,000	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	-	
<b>Total 6500 · BoD Operations</b>	<b>127,000</b>	

6695 · Advocacy and Outreach

6696 · Government Affairs	15,000	
6698 · Industry Outreach	40,000	Outreach travel and events/activities; Advocacy Newsletters; Event Reports; Market Overviews, and Issue Briefs; \$1K marketing
6699 · Podcast Series	75,000	Podcast Series
<b>Total 6695 · Government/Industry Affairs</b>	<b>130,000</b>	

6700 · Administration

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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	22,500	(\$1.5K per staff member)
6718 · Office Supplies	5,000	
6720 · Office Misc.	-	
6722 · Software	44,900	Bloomberg 2 users (\$13.8K); Reviewr software (\$4K) for awards/scholarships; Tsheets(\$1.5K); Sales (\$100); Zoom (\$400); adobe products (\$800); ON24 (\$15,450); a2z (\$6,750); PCI compliance (\$1,400); 1500 misc
6726 · Website Support	200	domain fees
6728 · Tech Support	32,100	IT support (2,675 per mo)
6732 · YourMembership (AMS/CRM)		
6732A · YM Fees (AMS/CRM)	40,000	annual fee \$30,000 for the current database plus \$10K for new database implementation
6732B · YM Customization	15,600	Informz (\$14.5K); custom script for chapters (\$600); chapter map (\$500)
6732C · New AMS consulting fees	1,000	K2 information systems (Mark Alpert) fees
6734 · AOC Security (clearance expenses)	350	
6736 · Admin - Legal Fees	4,500	
6735 · Professional Fees	69,375	McKinley Advisors (\$92,500 approved BOD 9/22; \$23,125 paid 2022)
6738 · Accounting Fees	60,000	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	8,000	VolP (\$7K); Teams Conference Call (\$1K)
6742 · Software/Hardware/Email	5,600	replace 2 laptops (\$5K); WAP's (\$600)
6744 · Internet	3,720	\$310 per mo
6746 · Bank Fees	60,000	
6748 · Taxes and Licenses	1,000	\$1K State taxes for AOC merchandise
6750 · Brokerage Fees (Schwab)	15,000	
6752 · Payroll Fees	15,000	
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	3,200	
6766 · Other - Admin	-	2022 projections include 2021 UBIT taxes - no taxes projected to be owed in 2023

Total 6700 · Administration 475,260

**Total Expenses \$ 4,587,975**  
**Profit/Loss \$ (495,225)**