

## **Florida Chapter of the American Planning Association Summary Narrative: 2006 Proposed Budget**

### **BUDGET FORMAT & ASSUMPTIONS**

The following is a summary narrative of the assumptions and format for the 2006 proposed FAPA budget. It is followed by summary narratives and assumptions by budget category. The dollar amounts for each of the “Revenues” and “Expenditures” listed are “as being proposed” for 2006.

- For the last several years, FAPA has presented its budget in essentially the same format.
- It is zero-based and considered a “flexible” budget as it is sometimes difficult to estimate the two main sources of revenue—APA rebates and conference proceeds.
- It is assumed that FAPA membership will continue to increase, and short of a recession, APA rebates will continue to increase.
- It is also assumed, based on the success of FAPA’s conferences over the past several years that the conference revenues estimated in the 2006 proposed budget are conservatively accurate.
- With a three-year history of expenses on which to rely, the 2006 proposed budget more accurately reflects FAPA’s anticipated expenses.

### **REVENUES**

#### **APA Rebate**

The APA rebate is based on the total dues collected by APA for the various membership categories and number of Florida planners. To date, there are 2,868 Florida APA members, including regular members, new professionals, planning board members, retired members, Chapter only members, and student members.

**TOTAL: \$166,500**

#### **AICP Rebate**

The AICP rebate is based on the dues collected by AICP. To date, there are 1,566 certified Florida APA members, which include 19 Fellows.

**TOTAL: \$500**

#### **Newsletter Subscriptions**

FAPA typically receives two to three non-member subscriptions to *Florida Planning* each year. Each subscription costs \$25.

**TOTAL: \$50**

#### **Advertising Fees**

This category includes fees collected for JobMart (both on the website and in the newsletter), consultant directory fees, and quarter-, half-, and full-page ads in *Florida Planning*.

**TOTAL: \$42,325**

**Interest Income**

This is the interest collected on FAPA's Morgan Stanley Dean Witter account and the AmSouth Money Market account.

**TOTAL: \$800**

**Annual Conference**

This represents the total amount of money collected related to FAPA's annual conference, including conference registrations, pre-conference registrations, planning commissioners training, sponsorships, and exhibit fees; and is off-set by total expenditures associated with the annual conference. Only as the total revenue may exceed total conference expenditures is there net revenue available for other chapter expenditures.

**TOTAL: \$182,500**

**Publications**

Proceeds from the sale of AICP manuals are the primary source of income under this category. This category does not include funds associated with *Florida Planning*.

**TOTAL: \$1,000**

**Chapter Workshops**

This income is generated by FAPA's Annual Legislative Workshop, hosted by the Capital Area Section and the Chapter.

**TOTAL: \$6,000**

**Product Sales**

This category takes into consideration the sale of any merchandise at the FAPA conference.

**TOTAL: \$100**

**Sponsorships (non-conference)**

In 2003, FAPA created a corporate sponsors program at a \$5,000 and \$10,000 level. In 2004, the Executive Committee fine-tuned the program and changed the name to Annual Sponsors Program. Only one annual sponsor was secured in 2004 (Catanese Center for Urban and Environmental Solutions) and only one in 2005 (WilsonMiller). More participants in the program are anticipated in 2006.

**TOTAL: \$15,000**

**Award Fees**

FAPA's Chapter Project Awards Program, held in conjunctions with the annual conference, generates this income. It reflects the fees paid by those firms submitting projects for review.

**TOTAL: \$1,000**

**TOTAL REVENUES 2006: \$415,775**

## **EXPENDITURES**

### **Governmental Affairs**

This category covers all expenses related to FAPA's legislative and governmental affairs program, as well as any special initiatives of a statewide nature.

**TOTAL: \$44,220**

#### ***Legislative Representative***

This figure represents the agreed upon contract for services between FAPA and its Legislative Representative.

**TOTAL: \$36,420**

#### ***Legislative Representative's Travel Expenses to LPC/EC Meetings***

This covers not only the Legislative Representative's travel to Legislative Policy Committee and Executive Committee meetings, but also includes travel related to Section Legislative Breakfasts, and special statewide initiatives, as they arise.

**TOTAL: \$1,000**

#### ***Public Policy Workshop***

This figure is an estimate of the expenses incurred by FAPA related to its annual Public Policy Workshop.

**TOTAL: \$5,000**

#### ***Special Initiatives/Staff Travel and Expenses***

This category was funded in 2003 due to the Governor's Growth Management Study Commission. FAPA did not fund it in 2004, but found that it was necessary due to the Executive Director's appointment to the Urban Land Institute's Study Committee on Regionalism. It is recommended that beginning in 2005, this category be permanently funded to cover expenses related to special initiatives as they arise, such as the Century Commission and Impact Fee Task Force approved by the Legislature this year in SB 360.

**TOTAL: \$1,000**

#### ***LPC Expenses***

This covers all of FAPA's expenses related to its Legislative Policy Committee meetings, including meeting room and catering charges, meeting supplies, and the fees associated with renting conference phones.

**TOTAL: \$800**

### **Professional Development**

This category furthers the Chapter's mission of advocating excellence in planning and providing professional development to its members, and includes the annual conference, AICP training materials, and travel related to national APA events.

**TOTAL: \$130,700**

#### ***Annual Conference***

This line item consists of all expenses related to FAPA's annual conference, including but

not limited to hotel expenses, reception venues and food expenses, fees associated with keynote speakers, exhibit hall fees, transportation costs, supplies, audio visual rentals, and guest, staff, and contract employee expenses.

**TOTAL: \$118,000**

***Conference Registration Support***

In 2004, for the first time, APA is handling FAPA's annual conference registration and using this experience, as well as registration for the Texas and Colorado conferences, to perfect their on-line registration system. In the future, ideally, the Chapters will be able to use APA's system without national staff's assistance. Therefore, this category reflects the expenses needed to support on-line registration as well as contracted on-site registration support.

**TOTAL: \$7,000**

***AICP Training Materials***

This is the estimated cost to the Chapter of purchasing AICP manuals from the Chapter Presidents' Council for \$10 each.

**TOTAL: \$700**

***PDO Travel/Expenses Related to APA Events***

This covers the Professional Development Officer's travel to the national APA conference and other APA events.

**TOTAL: \$2,000**

***Staff Travel/Expenses Related to APA Events***

This covers the Executive Director's travel to the national APA conference and other APA events.

**TOTAL: \$3,000**

**Membership Services, Growth & Communication**

This category is devoted to the provision of services, such as printed and electronic newsletters, membership growth as is currently being promoted nationally by APA, and communication, which the Chapter facilitates through surveys and its website. This category also includes expenses related to FAPA's student program.

**TOTAL: \$48,885**

***Membership Promotion & Marketing Plan***

APA's membership campaign is not progressing as rapidly as anticipated. Therefore, this line item was reduced by \$2,800, still leaving \$2,000 to direct towards membership marketing efforts that would compliment APA's campaign as it begins to move forward.

**TOTAL: \$2,000**

***Proxy Voting and Survey Methods***

FAPA instituted proxy voting to allow members to take action on FAPA's budget, strategic operational plan, and other documents as necessary for those members unable to attend the annual membership meeting. Proxy expenses are primarily postage related. FAPA also

contracts with a web based surveying company called Zoomerang. This vendor's services have been used to assess the Legislative Workshop and FAPA Conference, as well as to conduct the membership surveys.

**TOTAL: \$350**

***List Serve Domain Name***

This line item has become obsolete and has therefore not been funded in the 2006 budget.

**TOTAL: \$0**

***Newsletter Printing***

Prior budgets combined newsletter printing and postage. Beginning in 2005, for purposes of clarity, the items were separated into two lines. This is the anticipated cost of publishing nine newsletters (the tenth falls under conference expenses) and does not include the newsletter editor's contracted fees.

**TOTAL: \$21,000**

***Newsletter Postage***

This is the estimated cost of mailing nine newsletters.

**TOTAL: \$8,000**

***Newsletter Editor***

This is the newsletter Editor's contracted desktop publishing fees, which includes a 3% increase over 2005.

**TOTAL: \$13,535**

***Newsletter Editor's Related Expenses***

This covers the newsletter Editor's travel expenses to EC meetings and other events as approved by the President and/or Executive Director. It also covers incidentals related to publishing the newsletter, such as film developing.

**TOTAL: \$500**

***eNewsletters and Broadcasts***

FAPA contracts with 303 Media (Internet Mail Manager), to produce electronic bulletins. The cost of producing all of those bulletins--eNews & Notes, the Legislative Reporter, and any special bulletins, is reflected here.

**TOTAL: \$500**

***Student Program***

These are the funds dedicated to FAPA's student program, FAPA-4-Students.

**TOTAL: \$3,000**

**Section Support**

This category provides funds to support and empower FAPA's twelve sections concerning professional development and membership promotion.

**TOTAL: \$18,500**

***Section Grants***

These funds are allocated to the Section as part of a Section Grants Program adopted by the Executive Committee in 2004. Each Section is provided the opportunity to apply for a \$1,000 non-competitive grant in Cycle I. If all of the funds are not allocated, Cycle II provides Sections with the opportunity to compete for the remaining funds.

**TOTAL: \$12,000**

***Rebates to Each Section***

Upon submission of the required financial documentation, each section is given a \$500 rebate by the Chapter Office.

**TOTAL: \$6,000**

***Section Website Hosting Service***

Expenses related to the webmaster's time in setting up and administering Section websites falls under this line item.

**TOTAL: \$300**

***Section Handbook Production***

Upon completion of the Section Handbook, these funds are set aside for its reproduction for each of the 12 FAPA Sections.

**TOTAL: \$200**

**Public Education & Outreach**

Public Education and Outreach covers expenses related to website maintenance and enhancements; FAPA's efforts to partner with other organizations on various events, including co-sponsorships and its co-reception at the APA conference, and minor expenses related to Planning Commissioners' Training.

**TOTAL: \$8,000**

***Web Page Maintenance and Enhancements***

FAPA incurs these costs in accordance with its contract with Visplan for web page maintenance and enhancements.

**TOTAL: \$2,500**

***FAPA Co-Sponsorships & National Reception***

This line item includes the expenses related to the reception that FAPA co-hosts with the State's three university graduate planning schools each year at the APA Conference, as well as other events that FAPA chooses to co-sponsor, such as DCA's Growth Management Workshop and 1000 Friends of Florida's annual Awards Reception.

**TOTAL: \$4,000**

***Planning Commissioners' Training/Best Practices***

These funds may be used to cover expenses related to Planning Commissioners' Training and best practices.

**TOTAL: \$500**

***Planning Advisory Service***

This covers the cost of APA's Planning Advisory Service for a one-year period

**TOTAL: \$500**

***Staff Travel***

This covers staff travel related to public education and outreach.

**TOTAL: \$500**

**Chapter Office and Executive Committee Support**

All of the costs incurred by FAPA related to running the Chapter Office, including administration and staff support, as well as Executive Committee responsibilities and requirements, in accordance with FAPA's bylaws, fall under this category.

**TOTAL: \$165,470**

***Chapter Office Salaries and Benefits***

This line item consists of all staff salaries and fringe benefits, including Social Security, Medicare, SEP IRAs, unemployment insurance, and leave. The amount shown below reflects a five percent increase over the amount budgeted in 2005. It is at the Executive Committee's discretion to award any increase in salary.

**TOTAL: \$118,814**

***Chapter Office Expenses (rent, phones, utilities, etc.)***

This line item consists of the expenses related to running a Chapter Office, including rent, phones, utilities, internet access, storage, etc.

**TOTAL: \$16,000**

***Insurance***

FAPA pays renters (commercial property and general liability) insurance, directors' and officer's liability, employment practices liability, and workers compensation insurance.

**TOTAL: \$2,800**

***Office Supplies***

This category covers all of FAPA's office supplies, such as paper, pens, envelopes, stationary, printer toner, etc., but does not include office equipment.

**TOTAL: \$1,400**

***Executive Committee Annual Retreat***

This covers all of FAPA's expenses related to its annual retreat, including meeting room and catering charges, meeting supplies, and the cost of a facilitator.

**TOTAL: \$5,000**

***Executive Committee Quarterly Meetings***

This covers all of FAPA's expenses related to its Executive Committee meetings, including meeting room and catering charges, meeting supplies, and the fees associated with renting conference phones.

**TOTAL: \$4,000**

***President's In-State Commitments***

This covers the President's travel to EC meetings and other in-state commitments.

**TOTAL: \$1,000**

***President's APA/CPC Commitments***

This covers the President's travel to the national APA conference, the two APA Leadership meetings annually, and other APA and Chapter Presidents Council events, as required by the chapter's bylaws.

**TOTAL: \$3,700**

***Staff Travel/Lodging/Expenses***

This covers the Executive Director's travel related to her role as FAPA's Executive Director.

**TOTAL: \$2,500**

***Staff Professional Development & Membership Expenses***

In accordance with the contract between FAPA and the Executive Director, FAPA pays for Executive Director's membership in several professional associations as well as attendance at workshops and conferences that further the Executive Director's abilities to staff the association.

**TOTAL: \$3,500**

***Annual Audit***

These are the expenses related to FAPA's annual audit and tax return.

**TOTAL: \$6,000**

***Capital Equipment***

This line item is reserved for the purchase of equipment for the Chapter Office.

**TOTAL: \$756**

**TOTAL EXPENDITURES 2005: \$415,775**