

APA Florida Summary Narrative: 2008 Proposed Budget

BUDGET FORMAT & ASSUMPTIONS

The following is a summary narrative of the assumptions and format for the 2008 proposed FAPA budget. It is followed by summary narratives and assumptions by budget category. The dollar amounts for each of the revenues and expenditures are proposed for the 2008 budget year (January 31, 2008 – December 31, 2008).

- 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.
- A more concerted effort was made to ensure that anticipated advertising income covered the costs of newsletter production and conference income covered all conference related expenses.
- 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 2008 proposed budget are conservatively accurate.
- With a five-year history of expenses on which to rely, the 2008 proposed budget more accurately reflects FAPA’s anticipated income and expenses.

REVENUES

APA Dues Rebate

The APA rebate is based on the total dues collected by APA for the various membership categories and number of Florida planners. As of May 31, 2007, there are 3,384 Florida APA members, including regular members, new professionals, planning board members, retired members, Chapter only members, and students.

TOTAL: \$187,000.00

Newsletter Subscriptions

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

TOTAL: \$50.00

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 display ads in *Florida Planning* magazine.

TOTAL: \$ 52,000.00

Interest Income

This is the interest collected on FAPA’s AmSouth Money Market account and Capital City Reserve Account.

TOTAL: \$3,200.00

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. It is off-set by the total expenditures associated with the annual conference. Only as the total revenue exceeds total conference expenditures is there net revenue available for other chapter expenditures.

TOTAL: \$ 241,000.00

Publications

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

TOTAL: \$ 450.00

Chapter Workshops

This income is generated by FAPA's Annual Public Policy Workshop, hosted by the Capital Area Section and the Chapter. It is generally off-set by the total expenditures associated with this workshop.

TOTAL: \$6,000.00

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. In 2006, the program was again amended to delete the \$10,000 category and improve the benefits associated with the \$5,000 level. WilsonMiller has been an annual sponsor since 2005 and Kimley-Horn subscribed in 2006. Atwell-Hicks is the third Annual Sponsor; their sponsorship expires June 30, 2007. We anticipate renewal of the former two members in 2008 and have contacted Atwell Hicks about their renewal.

TOTAL: \$15,000.00

Project Awards 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: \$ 500.00

TOTAL REVENUES 2008: \$ 505,200.00

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, such as the Century Commission for a Sustainable Florida.

TOTAL: \$48,574.00

Legislative Representative

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

TOTAL: \$ 39,774.00

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: \$ 900.00

Public Policy Workshop

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

TOTAL: \$5,000.00

Special Initiatives/ Travel and Expenses

This category is funded to cover the Executive Director and member expenses related to special initiatives as they arise, such as the Century Commission for a Sustainable Florida. This category also includes contributions to allied organizations.

TOTAL: \$ 2,000.00

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: \$ 900.00

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: \$ 179,400.00

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 registration and expenses.

TOTAL: \$ 145,000.00

Conference Registration Support

This covers APA's fees for handling FAPA's Annual Conference registration, including credit card fees and the cost of printing name badges and event tickets.

TOTAL: \$ 8,000.00

Conference Management Consultant

This is a new budget category. It covers the cost of contracting with a consultant to manage and organize the conference exhibit hall; negotiate hotel and food contracts for the annual conference and help staff registration.

TOTAL: \$15,000

AICP Certification Maintenance Assistance

This is a new budget category. It covers costs associated with promoting the new Certification Maintenance program and providing assistance in its implementation.

TOTAL: \$5,000

AICP Training Materials

This is the estimated cost to the Chapter of purchasing AICP Manual CDs from the Chapter Presidents' Council.

TOTAL: \$400.00

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: \$2,000.00

Staff Travel/Expenses Related to APA Events

This covers the Executive Director's travel to the national APA conference, APA's Legislative Workshop in Washington, D.C. and other APA events.

TOTAL: \$4,000.00

Membership Services, Growth & Communication

This category is devoted to the provision of services, such as printed and electronic newsletters, membership promotion, and communication tools, such as member surveys and the FAPA website. This category also includes expenses related to FAPA's student program.

TOTAL: \$ 63,997.50

Membership Promotion & Marketing Plan

In 2006, APA's Membership, Marketing and Outreach Committee successfully produced and printed a membership brochure. Funds in this line are available for distribution of that brochure, reprinting if necessary, and other membership campaign needs as authorized by FAPA's Executive Committee.

TOTAL: \$1,000.00

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 and the Annual Conference. Proxy expenses are primarily postage related. FAPA also contracts with a web based surveying company – Zoomerang – to assess the

value of the Public Policy Workshop and Annual Conference, as well as to conduct membership surveys.

TOTAL: \$350.00

Newsletter Printing

This is the anticipated cost of publishing nine newsletters (the tenth, the conference preliminary program, falls under conference expenses) and does not include the newsletter editor's contracted fees. We have seen a significant increase in the costs over the past year due to an increase in job advertisements, which lengthens the newsletter, and a slow but steady rise in membership, resulting in increased production.

TOTAL: \$ 32,000.00

Newsletter Postage

This is the estimated cost of postage for nine newsletters.

TOTAL: \$ 11,000.00

Newsletter Editor

This is the newsletter Editor's contracted desktop publishing fees.

TOTAL: \$ 14,647.50

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 development.

TOTAL: \$500.00

eNewsletters and Broadcasts

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

TOTAL: \$500.00

Student Program/Scholarships

These are the funds dedicated to FAPA's student program, FAPA-4-Students. This includes an increase for a \$1,000 scholarship open to minority students who are pursuing the planning field.

TOTAL: \$ 4,000.00

Section Support

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

TOTAL: \$ 22,900.00

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 \$1,200 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: \$ 14,400.00

Rebates to Each Section

Upon submission of the required financial documentation, each section is given a \$625 rebate by the Chapter Office.

TOTAL: \$ 7,500.00

Section AICP Training Support

During the Executive Committee's 2006 biannual retreat, it was suggested that the Chapter allocate funds to help the section Professional Development Officers (PDOs) better prepare themselves for the administration of AICP training. These funds will be used to support these efforts, such as paying for the PDOs to audit the AICP exam and for providing the AICP Manual CD to each PDO.

TOTAL: \$1,000.00

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 Annual Conference, and minor expenses related to Planning Commissioners' Training.

TOTAL: \$ 8,800.00

Web Page Maintenance and Enhancements

FAPA incurs these costs in accordance with its contract with Visplan for web page maintenance and enhancements. This category also covers monthly costs incurred by the Chapter for a web-based discussion forum and server storage.

TOTAL: \$3,000.00

FAPA Co-Sponsorships & National Reception

This line item includes the expenses related to the reception that FAPA co-hosts with the State's three accredited 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: \$ 4,500.00

Planning Commissioners' Training/Best Practices

These funds may be used to cover expenses related to Planning Commissioners' Training and best practices, particularly copying costs at the annual conference.

TOTAL: \$ \$300.00

Planning Advisory Service

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

TOTAL: \$500.00

Staff Travel

This covers staff travel related to public education and outreach.

TOTAL: \$500.00

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: \$ 181,528.50

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 or bonuses.

TOTAL: \$ 129,228.50

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

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

TOTAL: \$17,000

Insurance

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

TOTAL: \$ 3,100.00

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: \$ 1,400.00

Executive Committee Bi-Annual Retreat

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

TOTAL: \$ 6,000.00

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: \$ 5,000.00

President's In-State Commitments

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

TOTAL: \$1,000.00

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: \$ 3,300.00

Staff Travel/Lodging/Expenses

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

TOTAL: \$ 3,000.00

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: \$3,500.00

Annual Audit

These are the expenses related to FAPA's annual audit and tax return. In 2006, the Executive Committee agreed to audit the organization every other year. On off years, it was agreed that a compilation report by the auditor will be conducted instead along with the tax return.

TOTAL: \$ 7,000.00

Capital Equipment

This line item is reserved for the purchase of equipment for the Chapter Office including computers, printers, furniture, etc.

TOTAL: \$ 2,000.00

TOTAL EXPENDITURES 2008: \$ 505,200.00