

# APA Florida Summary Narrative: 2009 Budget

## **BUDGET FORMAT & ASSUMPTIONS**

The following is a summary narrative of the assumptions and format for the 2009 APA Florida 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 2009 budget year (January 31, 2009 – December 31, 2009).

- For the last several years, APA Florida 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 APA Florida 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 APA Florida’s conferences over the past several years that the conference revenues estimated in the 2009 proposed budget are conservatively accurate.
- With a six-year history of expenses on which to rely, the 2009 proposed budget more accurately reflects APA Florida’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 June 16, 2008, there are 3458 APA Florida members, including regular members, new professionals, planning board members, retired members, Chapter only members, and students.

**TOTAL: \$220,000.00**

### **Newsletter Subscriptions**

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

**TOTAL: \$25.00**

### **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. It is anticipated that this revenue source will decline compared to last year due to the economic climate in Florida.

**TOTAL: \$40,000.00**

### **Interest Income**

This is the interest collected on APA Florida’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 APA Florida's annual conference, including conference registrations, pre-conference registrations, planning commissioners training, sponsorships, exhibit fees and project award fees. It is off-set by the total expenditures associated with the annual conference. When the total revenue exceeds total conference expenditures, there is net revenue available for the host section to receive additional compensation and the Chapter to provide additional services.

**TOTAL: \$ 282,000.00**

### **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: \$ 400.00**

### **Chapter Workshops**

This income is generated by APA Florida'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: \$7,000.00**

### **Sponsorships (non-conference)**

In 2003, APA Florida 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. Two new sponsors, Akerman Senterfitt and IBI Group, joined in 2008. We anticipate the renewal of at least three of these sponsors in 2009.

**TOTAL: \$15,000.00**

**TOTAL REVENUES 2009: \$567,625.00**

## **EXPENDITURES**

### **Governmental Affairs**

This category covers all expenses related to APA Florida'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: \$50,867.00**

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

This figure represents the agreed upon contract for services between APA Florida and its Legislative Representative. This reflects a 3.0% increase over 2008.

**TOTAL: \$40,967.00**

#### ***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: \$1,500.00**

***Public Policy Workshop***

This figure is an estimate of the expenses incurred by APA Florida related to its annual Public Policy Workshop. This anticipates additional expenses associated with using a larger venue than in past years, due to attendance demands.

**TOTAL: \$6,500.00**

***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: \$1,000.00**

***LPC Expenses***

This covers all of APA Florida'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: \$233,995.00**

***Annual Conference***

This line item consists of all expenses related to APA Florida'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, registration support, conference management consultant services, and project award costs. This also includes a host fee for the host Section.

**TOTAL: \$223,000.00**

***AICP Certification Maintenance Assistance***

This covers costs associated with promoting the new Certification Maintenance program and providing assistance in its implementation. This includes payment of AICP CM provider fees for the Chapter, as well as session submittal costs. It also includes PDO conference calls and participation in other CM efforts.

**TOTAL: \$4,595.00**

***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 APA Florida website. This category also includes expenses related to APA Florida's student program.

**TOTAL: \$80,050.00**

***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, revising and reprinting if necessary, and other membership campaign needs as authorized by APA Florida's Executive Committee. This also includes money for committee conference calls.

**TOTAL: \$1,200.00**

***Proxy Voting and Survey Methods***

APA Florida 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. APA Florida 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**

***Communications***

This is a new category which basically collapses previous categories related to Newsletter printing, newsletter postage, newsletter editor, newsletter editor expenses, eNewsletters and broadcasts, and web page maintenance and enhancements. The Executive Committee will be undertaking a review of the Chapter's communication strategies. This will include looking at the mix of mailed versus electronic newsletters, the potential for absorbing the newsletter editor and web page maintenance into an overall Communications position, and other outreach opportunities.

**TOTAL: \$74,000.00**

***Student Program/Scholarships***

These are the funds dedicated to APA Florida's student program, APA Florida-4-Students. This continues last year's increase for a \$1,000 scholarship open to minority students who are pursuing the planning field.

**TOTAL: \$4,500.00**

## **Section Support**

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

**TOTAL: \$22,400.00**

### ***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: \$500.00**

## **Public Education & Outreach**

Public Education and Outreach covers expenses APA Florida'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: \$5,300.00**

### ***APA Florida Co-Sponsorships & National Reception***

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

**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**

### ***Staff/Travel for Public Education & Outreach***

This covers staff activities and travel related to public education and outreach, including conference calls for the Outreach Committee.

**TOTAL: \$500.00**

## **Chapter Office and Executive Committee Support**

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

**TOTAL: \$175,013.00**

### ***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 4.0 percent salary increase over the amount budgeted in 2008. It is at the Executive Committee's discretion to award any increase in salary or bonuses.

**TOTAL: \$130,699.00**

### ***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: \$18,000.00**

### ***Insurance***

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

**TOTAL: \$3,500.00**

### ***Office Supplies***

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

**TOTAL: \$1,314.00**

### ***Executive Committee Bi-Annual Retreat***

This covers all of APA Florida's expenses related to its bi-annual retreat, including meeting room and catering charges, meeting supplies, and the cost of a facilitator. As there was a retreat in 2008, the next retreat will not be held until 2010.

**TOTAL: \$ Not applicable for 2009 Budget**

### ***Executive Committee Quarterly Meetings***

This covers all of APA Florida'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: \$6,000.00**

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

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

**TOTAL: \$1,200.00**

### ***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 APA Florida's Executive Director.

**TOTAL: \$3,000.00**

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

In accordance with the contract between APA Florida and the Executive Director, APA Florida 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: \$3,000.00**

***Annual Audit***

These are the expenses related to APA Florida'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. In 2009, a compilation report will be done as an audit was completed in 2008.

**TOTAL: \$3,500.00**

***Capital Equipment***

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

**TOTAL: \$1,500.00**

**TOTAL EXPENDITURES 2009: \$567,625.00**