

APA Florida Summary Narrative: 2017 Budget

BUDGET FORMAT & ASSUMPTIONS

The following is a summary narrative of the assumptions and format for the 2017 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 2017 budget year (January 1, 2017 – December 31, 2017).

- 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 annual conference proceeds. The APA Florida Executive Committee will make adjustments as needed throughout the course of the year.
- It is assumed that APA Florida membership will remain roughly at the 2016 levels.
- 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 2017 proposed budget are accurate.
- With an extensive history of expenses on which to rely, the 2017 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 May 2015 there were 2,547 members and as of May 2016 there were ADD IN WHEN RECEIVED members including regular members, new professionals, planning board members, retired members, Chapter only members, and students.

TOTAL: \$226,000.00

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. This revenue source has been improving over the last couple of years. In this budget, it is assumed that it will continue to improve.

TOTAL: \$20,000.00

Interest Income

This is the interest collected on APA Florida’s Regions Money Market account, Iberia Bank, and Capital City Reserve Account. In 2015, the APA Florida Executive Committee transferred assets to a tiered CD ladder of investments which significantly increases interest earned over the course of the year.

TOTAL: \$3,500.00

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: \$263,000.00

Publications

Proceeds from the sale of AICP Exam Prep Manual CDs are the source of income under this category.

TOTAL: \$300.00

Chapter Workshops

This income is generated by APA Florida’s Annual Public Policy Workshop. It is offset by the total expenditures associated with this workshop and in recent years it has become a source of net revenue for the Chapter.

TOTAL: \$11,000.00

Sponsorships (non-conference)

APA Florida has a corporate sponsors program. We anticipate working to find sponsors to support APA Florida in 2016 for a total of \$10,000..

TOTAL: \$10,000.00

Unspent Revenue from Prior Year

The independent compilation audit for 2014 and the audit in 2015 identified surplus accounts receivable revenue. These funds represent revenue over and above the actual expenses in those years. \$19,380.88 of these surplus funds are incorporated as revenue into the 2017 budget as "Prior Year Revenue" to fund budgeted expenses.

TOTAL: \$19,380.88

TOTAL REVENUES 2017: \$553,180.88

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: \$57,261.88

Legislative Representative

This figure represents the agreed upon contract for services between APA Florida and its Legislative Representative. This includes a three percent cost of living increase.

TOTAL: \$43,261.88

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. This figure reflects the same amount budgeted since 2010. The assumption continues to be that some travel expenses for the Legislative Representative to speak to groups can be covered by those organizations.

TOTAL: \$1,000.00

Public Policy Workshop

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

TOTAL: \$8,250.00

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. It also includes the purchase of Lobby Tools, which enables the Chapter to remain abreast on legislative activities pre-, during, and post-session. This includes an anticipated increase of the cost for Lobby Tools to \$3,750/year. Additionally, for the fifth year, \$500 has been included to cover filing fees for potential amicus filings.

TOTAL: \$4,750.00

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: \$197,411.00

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: \$190,000.00

AICP Certification Maintenance Assistance

This covers costs associated with promoting the Certification Maintenance program and providing assistance in its implementation and updates. This includes payment of AICP CM provider fees for the Chapter and the participation fee as part of the nationwide- Chapter and Divisions Webinar series.

TOTAL: \$2,611.00

AICP Training Materials

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

TOTAL: \$300.00

PDO Travel/Expenses Related to APA Events

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

TOTAL: \$2,000.00

Staff Travel/Expenses Related to APA National Events

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

TOTAL: \$2,500.00

Membership Services, Growth & Communication

This category has historically been devoted to the provision of printed and electronic communication services, such as newsletters, membership promotion, and communication tools, including member surveys and the APA Florida website. This category also includes expenses related to APA Florida's student and Young Planners Group (YPG) programs.

TOTAL: \$54,765.00

Proxy Voting and Survey Methods

APA Florida instituted proxy voting to allow members to take action on APA Florida'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 –Survey Monkey– to assess the value of the Public Policy Workshop and Annual Conference, as well as to conduct periodic membership surveys. **TOTAL: \$585.00**

Newsletter Editor

These are funds to cover the graphic costs associated with designing and posting the quarterly newsletter.

TOTAL: \$7,700.00

Web Page Maintenance and Enhancements

These are funds to cover the costs of contracting with a consultant to maintain the APA Florida website.

TOTAL: \$6,000.00

E-Newsletter and E-Broadcast Email Expenses

These are funds to cover chapter share of Vertical Response cost and paid social media promotions for

chapter events.
TOTAL: \$630.00

Communications

This category includes those expenses related to domain hosting, electronic publication software, and new initiatives for membership outreach
TOTAL: \$7,500.00

Communications Coordinator

This covers the costs of contracting with a part-time communications coordinator who is skilled in publications and social media strategies and housed in the APA Florida Tallahassee office. This is an increase over the past year in recognition of the success APA Florida has achieved in the social media arena and the addition of additional duties.
TOTAL: \$25,000.00

Young Planners Group

These are funds dedicated to APA Florida's Young Planners Group (YPG), established in 2013.
TOTAL: \$2,600.00

Student Program/Scholarships/

These are the funds dedicated to APA Florida's student program, including the Minority Scholarship.
TOTAL: \$4,000.00

Section Support

This category provides funds to support and empower APA Florida's twelve sections regarding professional development and membership promotion.
TOTAL: \$19,000.00

Section Grants

These funds are allocated to the Sections as part of a Section Grants Program adopted by the Executive Committee in 2004. This will increase each section grant from \$1,250 to \$1,500 dollars.
TOTAL: \$18,000.00

Section(Other)

These funds are to cover a cost-sharing program with the Sections if interpreters are required at the Section level.
TOTAL: \$1,000

Public Education & Outreach

Public Education and Outreach covers expenses from 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 webpage and communication enhancements.
TOTAL: \$6,600.00

Web Page and Communication Enhancements

These funds cover enhancements to the webpage and other communication tools.
TOTAL: \$3,000.00

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 allied organization events that APA Florida chooses to co-sponsor. This is a \$500.00 increase over the budgeted amount in 2016 because the cost of cohosting a reception in New York City are anticipated to be higher than average.
TOTAL: \$3,000.00

Staff /EC Travel for Public Education & Outreach

This covers staff and EC activities and travel related to public education and outreach.

TOTAL: \$600.00

Chapter Office and Executive Committee Support

All of the costs incurred by APA Florida related to operating and managing 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: \$218,143.00

Chapter Office Salaries and Benefits

This line item consists of all staff salaries and fringe benefits, including Social Security, Medicare, SEP IRAs, health care contributions, unemployment insurance, and leave. The amount shown below includes a three percent cost of living adjustment for staff.

TOTAL: \$156,483.00

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

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

TOTAL: \$20,000.00

Insurance

APA Florida pays renters (commercial property and general liability) insurance, directors' and officer's liability, employment practices liability, and workers compensation insurance. This includes an increase in liability insurance due to the recent move.

TOTAL: \$3,400.00

Office Supplies

This category covers all of APA Florida's office supplies, such as paper, pens, envelopes, stationery, printer toner, etc., but does not include office equipment. This figure remains the same since the 2011 budget.

TOTAL: \$1,100.00

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. Retreats are held in even numbered years. There will be no retreat in 2017.

TOTAL: \$0.00

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. This figure assumes that staff will be able to arrange the use of free space for the meetings.

TOTAL: \$2,500.00

President's In-State Commitments

This covers the President's travel to EC meetings and other in-state commitments. This is a slight reduction from the 2015 budgeted amount.

TOTAL: \$800.00

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. This is an increase over FY 2016 in recognition of the APA conference being held in New York City in

2017.

TOTAL: \$3,500.00

Staff Travel/Lodging/Expenses

This covers the Executive Director's travel related to her role as APA Florida's Executive Director and is done in anticipation of the Executive Director taking a more prominent role in marketing/membership outreach.

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 and serve 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. In odd numbered years, it was agreed that a compilation report by the auditor will be conducted instead along with the tax return. In 2016, a full audit was done in and in 2017 a compilation will be completed.

TOTAL: \$5,000.00

Capital Equipment

This line item is reserved for the purchase of equipment for the Chapter Office including computers, printers, furniture, etc. It is anticipated that a new computer will be needed in 2017.

TOTAL: \$1,000.00

Fees

In 2009 the American Planning Association elected to charge each Chapter fees for administration purposes, such as keeping records on behalf of the Chapters, and bank transaction fees. These fees are actually withheld from the APA rebate, but for the purposes of record-keeping, the projected amounts will be shown here. In addition, the Chapter has begun to accept payment via PayPal so those fees are included here.

TOTAL: \$18,360.00

APA Chapter Presidents Council Assessment Fee

This fee has been assessed by APA for years, but has historically not been accounted for separately. Due to the recent initiation of the APA Administration Fee, the Chapter has elected to consider this as a separate expense for tracking purposes. This includes a recent increase in these fees approved by APA National.

TOTAL: \$3,000.00

APA Administration Fee

This fee is assessed at \$2.92 per member, in addition to a 3% bank finance transaction charge assessed on Chapter dues to APA. This fee was first assessed to the Chapter in the last quarter of 2009.

TOTAL \$15,000.00

Chapter PayPal Fees

These are the fees the Chapter pays when accepting payment via PayPal.

TOTAL: \$360.00

TOTAL EXPENDITURES 2016: \$553,180.88