

Show Me the Money! APA California Chapter Budget

By Virginia M. Viado, APA California, Vice President, Administration

To address questions regarding the APA California Budget, the State Board is providing the membership with additional details about how our Chapter's funds are distributed and the challenges we faced in 2010.

The **Mission Statement** of APA California is: **Making great communities happen through good planning.** Toward that end, APA California has committed to the following:

- Provide the **Vision and Leadership** that fosters better planning for California;
- Build public and political **Support** for sound planning; and
- Provide its members with the **Tools, Services and Support** that advance the art and science of planning.

Our budget is structured to achieve those goals through a variety of services and programs provided at the State and Local levels, as well as through the efforts of the various elected and appointed Board members. The bulk of our expenses are distributed to Membership Services, which include the following:

- Annual State Conference
- Professional Development and AICP Certification Maintenance Support
- Policy and Legislative Program
- Chapter and Section Awards Programs
- Membership Financial Support (Dues and State Conference Registration)

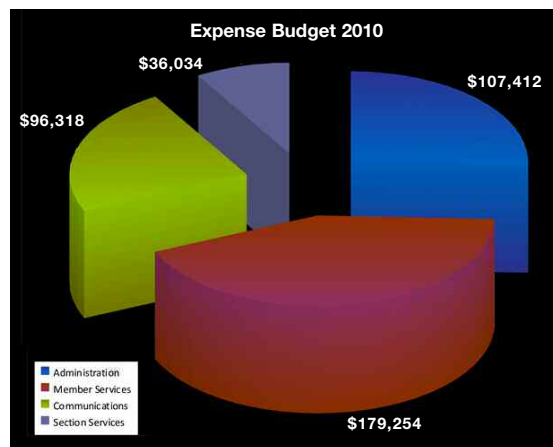
Other expenses of the Chapter include the following:

- Communications (APA California website, e-blasts, CalPlanner)
- Section Services (membership revenue to the Chapter's 8 Local Sections)
- Administration (Board and Committee Meetings, executive administration, Chapter Board member and operating support)

The breakdown of our expenses in actual dollars is provided at right. Total expenses of the Chapter (through December 2, 2010) were slightly over \$419,000.

During recent years, the economic downturn has made a significant impact to our budget in both revenues and expenses. The Chapter's total revenue (through December 2, 2010) was just under \$320,000. The following factors have contributed to reduced revenues:

- Overall Decline in APA membership;
- Less Money from APA National Membership Revenue sharing;
- Increased fees and service charges from APA National;
- Decrease in advertising revenues; and
- Annual Conference profits less than previous years from lower attendance and fewer sponsors.



SWCA
ENVIRONMENTAL CONSULTANTS
Sound Science. Creative Solutions.

- CEQA / NEPA
- Environmental Planning
- Environmental Compliance
- Biology
- Archaeology and Paleontology
- Climate Change and Sustainability Services

Half Moon Bay 650.440.4160
Pasadena 626.240.0587
Sacramento 916.565.0356
San Luis Obispo 805.543.7095
www.swca.com

planning communications design management technology

M I G 800 790 8444
www.migcom.com

BERKELEY | DAVIS | FULLERTON | PASADENA | EUGENE | PORTLAND | RALEIGH

DESIGN, COMMUNITY & ENVIRONMENT

1625 SHATTUCK AVENUE, SUITE 300
BERKELEY, CALIFORNIA 94709

TEL: 510 848 3815
FAX: 510 848 4315
www.dceplanning.com

comprehensive planning | urban design | environmental review
landscape architecture | public participation | smart growth | GIS

Wallace Roberts & Todd, LLC

1133 Columbia Street, Suite 205
San Diego, CA 92101
619.696.9303 tel
619.696.7935 fax

1328 Mission Street, Fourth Floor
San Francisco, CA 94103
415.575.4722 tel
415.436.9837 fax
www.wrttdesign.com

Planning & Design

LSA

LSA ASSOCIATES INC.

www.lsa-assoc.com

PLANNING | ENVIRONMENTAL SCIENCES | DESIGN

Planning Services Directory

Calling card advertisements support the publication of *Cal Planner*. For more information on placing a calling card announcement and to receive format specifications, contact: Stefan/George Associates, phone 916.736.2434, FAX 916.456.1283

go! Click on a sponsor call card and be linked to their website.

LAMPHIER - GREGORY

URBAN PLANNING & ENVIRONMENTAL ANALYSIS

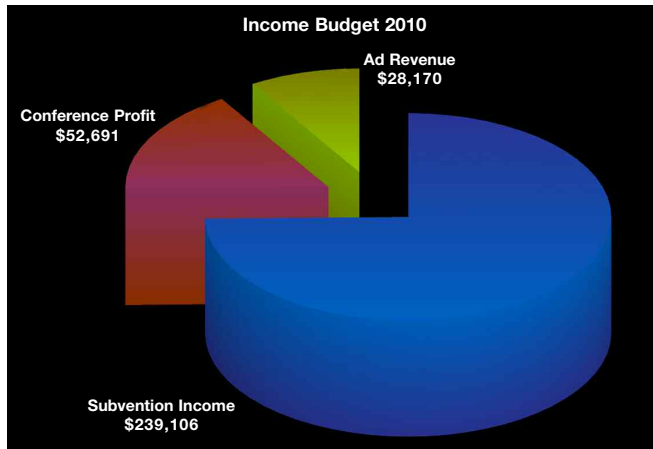
1944 Embarcadero
Oakland, CA 94606
510 535 6690
510 535 6699 fax

APA California Annual Budget

Continued from page 10

The breakdown of our revenue sources in actual dollars is provided below.

As illustrated above, the Chapter experienced a budget deficit in 2010 and took a number of measures to reduce expenses to the extent feasible, while still maintaining exceptional member service. Major efforts to reduce the budget deficit included:



- Local Sections agreed to surrender their membership revenue funds for 2010.
- Our administration and communications services contractors reduced their budgets by 5%.
- The Board reduced its travel-related expenses by changing some Board and Committee meetings to conference call and/or WebEx format.

While these efforts somewhat reduced the deficit, there was still a need for more funds to cover expenses. To that end, the Board approved the use of the Chapter's Reserves Account to cover the remaining deficit.

Looking ahead, the Chapter will continue to experience a budget deficit this year. The Board was unable to adopt a budget at the Board meeting—a number of additional measures were identified and suggested during the meeting, resulting in the appointment of a special Budget Committee to discuss and recommend further measures to reduce expenses and increase revenues. This is not an easy task; however, the Board is committed to maintaining our member services and will work towards adopting a budget that meets those needs.

We encourage you to view the Chapter's budget related materials, which are available on the APA California website, in the materials for Board Meeting Agendas, under the 'Board Activities' link. We also welcome any feedback from the membership, including any questions you may have, by contacting Virginia Viado, Vice President of Administration by e-mail at Virginia_Viado@urscorp.com or by phone at 909.980.4000.

Planners on the Move

Mogavero Notestine Associates, Sacramento based Architects and Planners, is pleased to announce that **John H. Nicolaus, FASLA** has joined the firm as Planner/Principal Landscape Architect.

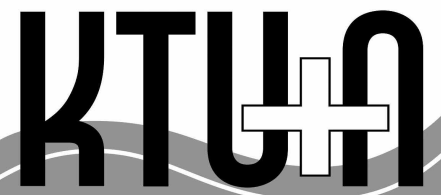
John and MNA also share a long history of frequent and substantial involvement in community initiatives as advocates in local and regional debates regarding land use and sustainable development as well as supporting a variety of community organizations.

For more information on this please contact David Mogavero or John Nicolaus at 916-443-1033 or swalsh@mognot.com.



John H. Nicolaus, FASLA

Gannett Fleming, an international planning, design, and construction management firm, celebrated its 95th anniversary in 2010. Founded on Aug. 1, 1915, the firm has grown from a two-person office in Harrisburg, Pa., to an international, ISO 9001:2008 Certified company with more than 2,100 professionals in more than 60 offices. During the past 95 years, the firm has completed projects in every U.S. state and more than 50 countries.



Planning + Landscape Architecture
+ Resources + Technology

Balancing Human
Activities . . .
with the
Elements of Nature

3916 Normal Street



- Urban Revitalization
- Design Review Systems
- Specific Plans

949.489.1442 www.downtownsolutions.com

Planning Services Directory

Calling card advertisements support the publication of *Cal Planner*. For more information on placing a calling card announcement and to receive format specifications, contact: Stefan/George Associates, phone 916.736.2434, FAX 916.456.1283



Click on a sponsor call card
and be linked to their website.

Mogavero Notestine Associates



Redevelopment Urban Design Specific Plans
Design Guidelines Smart Growth Revitalization

2012 K Street
Sacramento, CA 95814
mognot.com 916.443.1033 Fax.443.7234

GRUENASSOCIATES

Architecture Master Planning
Environmental Planning Specific Plans
Transportation Planning Urban Design/Revitalization
New Community Planning Campus Planning
Community Participation Landscape Architecture

carbrey@gruenassociates.com tel 323 937 4270
www.gruenassociates.com fax 323 937 6001
6330 San Vicente Blvd., Suite 200, Los Angeles, CA 90048

STANLEY R. HOFFMAN ASSOCIATES

Economic, Fiscal and Financial Studies

11661 San Vicente Blvd., Suite 306, Los Angeles, CA 90049
Phone: 310.820.2680 • Alameda Office: 510.522.1129

www.stanleyrhoffman.com