



American Planning Association
California Chapter

Making Great Communities Happen

TO: APA California Chapter Board

FROM: Virginia M. Viado, Vice President of Administration
Tom Stefan, Director of Administration

DATE: October 5, 2013

SUBJECT: 2014 Budget

Recommended Action:

Review the attached draft, discuss, amend if necessary and approve the 2014 Budget.

Background:

The Budget Committee convened via conference call on August 22nd to discuss proposed amendments to the Chapter budget based on current and past spending activity, as well as anticipated activities and events for 2014. Amendments also reflect the recent Chapter dues increase, as well as profit received from the 2012 Conference in Rancho Mirage. The attached proposed 2014 Budget reflects the amendments as discussed and recommended by the Committee. Highlights are provided below.

Income

1. Anticipated revenue from the sale of general ads was reduced from \$2,000 to \$500. This was based on current and past activity in this line item.
2. Revenue from calling card ads was increased from \$8,000 to \$9,000 based on increased activity during the past years.
3. Membership dues revenue was increased by \$30,000 as a result of the recent increase in Chapter dues.

Expenses

1. **Contract Increases/Administrative Support.** In 2011 the administrative support team took a reduction in fees to contribute to the financial stability of the Chapter. The same level of service was provided, and an increase in support activities – including updating the Chapter’s website – has occurred more recently. The following increases are proposed at this time:
 - a. Stefan/George Management: \$10,000
 - b. ATEGO Resources (Francine Farrell): \$2,500
 - c. New Horizon Enterprise (Laura Murphy): \$2,500

2. **VP Portfolio Amendments.** As a result of past and future activities and events, changes to the budgets under the following VP Portfolios are being recommended at this time:
 - a. *Policy and Legislation:* Increase of \$6,800 for Lobbying Services (Stefan/George)
 - b. *Professional Development:* Increase of approximately \$500 for operating expenses in anticipation of increased activity associated with coordination of conference planning related efforts and collaboration with Section PDOs. A reduction in expenses related to CM and AICP publication is also proposed as a result of decreased activity.
 - c. *Public Information:* Increase of \$6,600 for website services (In-Site Logic) for activity related with the Chapter’s new website and continuing adjustments and improvements.
 - d. *Administration:* A new line item is proposed related to publishing and distribution of the Chapter’s Annual Report document for a cost of approximately \$500. In addition, line items associated with programs moved to the new VP Membership and Marketing position (Membership Inclusion, Marketing Director) have been relocated accordingly.
 - e. *Planning Commissioner:* A reduction of \$500 is proposed based on activity.
 - f. *Conferences:* A reduction of \$1,000 is proposed based on activity, as well as other expenses/operations being covered under the Conference budget.
 - g. *Membership and Marketing:* New category to include operating expense and programs moved from the VP Administration portfolio (Membership Inclusion, YPG). A reduction of \$250 in the budget for Membership Inclusion is proposed based on activity and \$500 was provided to the YPG program for anticipated increase in activity.

3. **Section Subventions Increase.** Similar to the reduction in fees made by our contractors, the Local Sections made a similar commitment to the Chapter by taking a reduction to their amount of membership dues allocation from 17% to 14.25%. An increase of the distribution amount to 15.63% is being proposed for 2014.

Fiscal Impact:

As currently proposed, a shortfall in the amount of \$15,420 is anticipated based on projected income and expenses in 2014. It should be noted that we will continue to make every effort to follow our existing policies and deposit funds back to the reserves account if and when opportunities arise.

Attachments: Proposed 2014 Budget

**APA California
2014 Proposed Budget**

** Recommended changes are indicated to Line Items that are highlighted and with an asterisk. Expenses and Income that offset each other are indicated with a parenthesis in the description detail.*

| | Jan - Jul 13 | 2013 Budget | Proposed 2014 Budget | Projected 2015 Budget | Comments |
|--|-------------------|-------------------|----------------------------|--------------------------|-----------------------------|
| 01 - Office Income | | | | | |
| 11 - Interest - Checking | 18.76 | 100.00 | 100.00 | 100.00 | |
| 12 - Interest - Savings | 5,520.02 | 10,000.00 | 10,000.00 | 10,000.00 | |
| 14 - CPF Auction Income (114) | 0.00 | 8,000.00 | 8,000.00 | 8,000.00 | |
| 15 - Reimbursed Exp Revenue (106) | 0.00 | 250.00 | 250.00 | 250.00 | |
| Total 01 - Office Income | 5,538.78 | 18,350.00 | 18,350.00 | 18,350.00 | |
| 03 - Policy & Legislation | | | | | |
| 33 - Legislative Publication (303) | 0.00 | 0.00 | 0.00 | 0.00 | |
| Total 03 - Policy & Legislation | 0.00 | 0.00 | 0.00 | 0.00 | |
| 04 - Professional Development | | | | | |
| 40 - AICP Publications (405) | 75.00 | 500.00 | 500.00 | 500.00 | |
| 41 - Workshop Revenue (401) | 0.00 | 0.00 | 0.00 | 0.00 | |
| 42 - Lending Library | 370.00 | 0.00 | 0.00 | 0.00 | |
| Total 04 - Professional Development | 445.00 | 500.00 | 500.00 | 500.00 | |
| 05 - Public Information | | | | | |
| * 50 - News - Ads | 160.00 | 2,000.00 | 500.00 | 500.00 | Reduced based on activity |
| * 51 - News - Calling Card Ads | 7,000.00 | 8,000.00 | 9,000.00 | 9,000.00 | Increased based on activity |
| 52 - News - Subscriptions | 33.00 | 0.00 | 0.00 | 0.00 | |
| 53 - Web Ad (513) | 14,746.98 | 18,000.00 | 18,000.00 | 18,000.00 | |
| Total 05 - Public Information | 21,939.98 | 28,000.00 | 27,500.00 | 27,500.00 | |
| 06 - Administration | | | | | |
| 62 - Xtra Awards Reimb (602) | 0.00 | 800.00 | 800.00 | 800.00 | |
| Total 06 - Administration | 0.00 | 800.00 | 800.00 | 800.00 | |
| 07 - State/Section | | | | | |
| * 70 - Dues - National Subvention (700) | 198,516.72 | 320,000.00 | 350,000.00 | 360,000.00 | Full year of dues increase |
| 71 - Dues - Chapter-Only (702) | 4,945.00 | 8,500.00 | 8,500.00 | 8,500.00 | |
| * 72 - Conf Profits (701) | 140,950.46 | 122,602.00 | 145,000.00 | 145,000.00 | |
| Total 07 - State/Section | 344,412.18 | 451,102.00 | 503,500.00 | 513,500.00 | |
| 09 - Miscellaneous Revenue | | | | | |
| 93 - Misc Revenue (904) | 1,372.92 | 2,000.00 | 2,000.00 | 2,000.00 | |
| Total 09 - Miscellaneous Revenue | 1,372.92 | 2,000.00 | 2,000.00 | 2,000.00 | |
| Net Income | 373,708.86 | 500,752.00 | 552,650.00 | 562,650.00 | |

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Jan - Jul 13 2013 Budget Proposed 2014 Budget Projected 2015 Budget Comments

1000 - Office

| | | | | | |
|-----------------------------------|------------------|-------------------|-------------------|-------------------|---------------------------|
| * 100 - Mgmt Services (SG) | 30,000.00 | 45,000.00 | 55,000.00 | 60,000.00 | Increase requested by S/G |
| 101 - Operations - Misc. | 0.00 | 500.00 | 500.00 | 500.00 | |
| 102 - Bd Mtg Exp/Retreat | 10,284.83 | 20,000.00 | 20,000.00 | 20,000.00 | |
| 103 - Insurance Premium (13) | 2,632.00 | 3,000.00 | 3,000.00 | 3,000.00 | |
| * 104 - Elections | 0.00 | 500.00 | 200.00 | 200.00 | Reduced based on activity |
| 106 - Reimbursed Expense (15) | 974.45 | 500.00 | 500.00 | 500.00 | |
| 107 - Phone/Fax | 1,083.33 | 2,000.00 | 2,000.00 | 2,000.00 | |
| 108 - Office Supplies | 543.02 | 1,000.00 | 1,000.00 | 1,000.00 | |
| 109 - Postage | 477.17 | 900.00 | 900.00 | 900.00 | |
| 110 - Printing | 286.74 | 500.00 | 500.00 | 500.00 | |
| 111 - Copies | 52.00 | 400.00 | 400.00 | 400.00 | |
| 112 - Storage | 1,050.00 | 2,400.00 | 2,400.00 | 2,400.00 | |
| 113 - Merchant Credit Card Fee | 1,520.64 | 3,000.00 | 3,000.00 | 3,000.00 | |
| 114 - CPF Auction Expense (14) | 0.00 | 8,000.00 | 8,000.00 | 8,000.00 | |
| 117 - ATEGO Resources | 29,374.95 | 47,000.00 | 49,500.00 | 49,500.00 | Proposed \$2,500 increase |
| 118 - New Horizon Enterprise | 21,250.05 | 34,000.00 | 36,500.00 | 36,500.00 | Proposed \$2,500 increase |
| Total 1000 - Office | 99,529.18 | 168,700.00 | 183,400.00 | 188,400.00 | |

2000 - President

| | | | | | |
|---------------------------------|-----------------|------------------|------------------|------------------|--|
| 200 - President Expense | 123.12 | 855.00 | 855.00 | 855.00 | |
| 201 - President Travel | 2,107.12 | 5,415.00 | 5,415.00 | 5,415.00 | |
| 202 - Pres-Elect/Past President | 2,535.54 | 2,850.00 | 2,850.00 | 2,850.00 | |
| 204 - Student Rep Expense | 0.00 | 1,000.00 | 1,000.00 | 1,000.00 | |
| Total 2000 - President | 4,765.78 | 10,120.00 | 10,120.00 | 10,120.00 | |

3000 - Policy & Legislation

| | | | | | |
|--|------------------|------------------|------------------|-------------------|---------------------------|
| * 300 - Lobbying Service | 56,666.64 | 85,000.00 | 91,800.00 | 96,000.00 | Increase requested by S/G |
| * 302 - Leg Rev Team/VP | 923.35 | 5,000.00 | 5,000.00 | 5,000.00 | |
| 303 - National Legislative Representative | 28.30 | 0.00 | 0.00 | 0.00 | |
| Total 3000 - Policy & Legislation | 57,618.29 | 90,000.00 | 96,800.00 | 101,000.00 | |

4000 - Professional Development

| | | | | | |
|--|---------------|-----------------|-----------------|-----------------|--|
| * 400 - Professional Development OP | 254.93 | 237.50 | 750.00 | 750.00 | Requested increase by B. McCullough for conference calls for PDO teams and Section Directors and a continued increased role for the VP PD in conference planning, which means the VPPD should be included in calls and perhaps go to the site with the visiting contingent |
| 401 - Workshop (42) | 0.00 | 0.00 | 0.00 | 0.00 | |
| * 404 - Certification Maintenance | 53.32 | 2,000.00 | 500.00 | 500.00 | Reduced based on activity |
| * 405 - AICP Publications (40) | 0.00 | 500.00 | 300.00 | 300.00 | Reduced based on activity |
| 406 - Professional Development - Other | 74.03 | 0.00 | 0.00 | 0.00 | FAICP Conference Calls |
| Total 4000 - Professional Development | 382.28 | 2,737.50 | 1,550.00 | 1,550.00 | |

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| 5000 - Public Information | | | | | |
| 500 - News-Prof Services | 28,728.00 | 42,600.00 | 42,600.00 | 42,600.00 | |
| * 501 - News-VP OP | 0.00 | 237.50 | 250.00 | 250.00 | Increased to round up number. |
| 502 - News Mailing | 0.00 | 500.00 | 500.00 | 500.00 | |
| 503 - News Production | 0.00 | 500.00 | 500.00 | 500.00 | |
| 506 - News-Mgmt Services | 6,666.64 | 10,000.00 | 10,000.00 | 10,000.00 | |
| 508 - On-Line Comm/Web Main. | 7,791.84 | 10,000.00 | 10,000.00 | 10,000.00 | |
| 511 - Directory Maintenance | 6,250.05 | 10,000.00 | 10,000.00 | 10,000.00 | |
| * 513 - Website Mgmt/InSiteLogic (53) | 15,400.00 | 28,000.00 | 34,600.00 | 16,500.00 | \$18,100 savings in 2015 |
| 514 - Public Communication Plan CA | 0.00 | 0.00 | 0.00 | 0.00 | |
| Total 5000 - Public Information | 64,836.53 | 101,837.50 | 108,450.00 | 90,350.00 | |
| 6000 - Administration | | | | | |
| 600 - Admin VP OP | 0.00 | 1,900.00 | 1,900.00 | 1,900.00 | |
| 601 - Awards | 4,045.60 | 10,000.00 | 10,000.00 | 10,000.00 | |
| 602 - Xtra Awards Expenses (62) | 535.27 | 1,500.00 | 1,500.00 | 1,500.00 | |
| 603 - Accountant/Tax Service | 2,500.00 | 2,500.00 | 2,500.00 | 2,500.00 | |
| * 604 - Membership Inclusion Program | | | | | Moved to LI 3002 |
| * 605 - Mktg Dir Expense | | | | | Moved to LI 3001 |
| 606 - Reserves/Savings Contribution | 0.00 | 0.00 | 0.00 | 0.00 | |
| 609 - UBIT Tax (Federal & State Taxes for Ads) | 0.00 | 0.00 | 0.00 | 0.00 | |
| 610 - Member Financial Support - Dues | 385.00 | 500.00 | 500.00 | 500.00 | |
| 611 - Member Financial Support - Conference | 0.00 | 500.00 | 500.00 | 500.00 | |
| * 612 - Annual Report | | | 500.00 | 500.00 | New LI recommended by V. Viado for color hard copies (mktg. purposes & distribution/display at annual conference) |
| Total 6000 - Administration | 7,465.87 | 16,900.00 | 17,400.00 | 17,400.00 | |
| 7000 - Section Subventions | | | | | |
| * 700 - Section Dues Rebate (70) | 19,652.43 | 45,600.00 | 55,000.00 | 60,000.00 | Based on National dues increase. The percentage to the Sections was reduced to 14.25% in January 2011. It was to be reviewed after 3 yrs. - Recommendation: Graduated increase of 15.63% for 2014 to full 17% in 2015. |
| 701 - Section State Conf Rebate (72) | 87,757.23 | 73,561.00 | 84,000.00 | 84,000.00 | Based on conference profit LI 72 |
| 702 - Section CP-Only Rebate (71) | 1,755.00 | 2,000.00 | 2,000.00 | 2,000.00 | |
| Total 7000 - Section Subventions | 109,164.66 | 121,161.00 | 141,000.00 | 146,000.00 | |
| 9000 - Other Expenses | | | | | |
| 900 - Chapter Historian | 0.00 | 700.00 | 700.00 | 700.00 | |
| 901 - Student/CSUN Conf Exp (Scholarship) | 0.00 | 0.00 | 0.00 | 0.00 | |
| 902 - CSUN Archives | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | |
| 904 - Miscellaneous Expense (93) | 17,836.01 | 2,000.00 | 2,000.00 | 2,000.00 | To include new backdrop for approx. \$500 |

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| * 906 - PEN Expenses | 0.00 | 1,000.00 | 500.00 | 500.00 | Recommend reducing to \$500 or charge PEN awards to this line item. |
| Total 9000 - Other Expenses | 18,836.01 | 4,700.00 | 4,200.00 | 4,200.00 | |
| 10000 - Planning Commissioner | | | | | |
| * 1001 - Plng Commissioner Exp | 0.00 | 1,900.00 | 1,400.00 | 1,400.00 | Reduced based on activity |
| Total 10000 - Planning Commish Expenses | 0.00 | 1,900.00 | 1,400.00 | 1,400.00 | |
| 20000 - V.P. Conferences | | | | | |
| * 2002 - V.P. Conferences Expenses | 568.71 | 2,500.00 | 1,500.00 | 1,500.00 | Reduced based on activity |
| Total 20000 - V.P. Conferences | 568.71 | 2,500.00 | 1,500.00 | 1,500.00 | |
| 30000 - V.P. Membership/Marketing | | | | | |
| * 3001 - Marketing Director Expense | 34.34 | 1,000.00 | 1,000.00 | 1,000.00 | New category recommended by V. Viado - Will Hoose to verify anticipated costs. 3001 - existing LI moved from 605; 3002 - existing LI moved from 604 & reduced based on activity; LI 3003-as per request |
| * 3002 - Membership Inclusion | 309.36 | 1,000.00 | 750.00 | 750.00 | |
| * 3003 - Young Planners Group | | | 500.00 | 500.00 | |
| Total 30000 - V.P. Membership/Marketing | 343.70 | 2,000.00 | 2,250.00 | 2,250.00 | |
| Total Expenses | 363,511.01 | 522,556.00 | 568,070.00 | 564,170.00 | |
| Net Income | 10,197.85 | -21,804.00 | -15,420.00 | -1,520.00 | |