

American Planning Association, California Chapter
Budget vs. Actuals: Conference #2 2017 Budget - FY17 P&L Classes
January - December 2017

	Conference # 2			
	Actual	Budget	over Budget	% of Budget
Income				
4300 Miscellaneous Income	32,382.00		32,382.00	
4600 Registration	674,091.30	536,775.00	137,316.30	125.58%
4700 Sponsorships & Scholarships	35,824.00	147,400.00	-111,576.00	24.30%
4710 Exhibit Booth & Event Sponsorship Packages	5,500.00		5,500.00	
4711 Opening Reception	12,000.00		12,000.00	
4712 Conference Bag	4,500.00		4,500.00	
4713 Conference Lanyards	8,000.00		8,000.00	
4715 Keynote Event	6,000.00		6,000.00	
4716 Awards Events	6,000.00		6,000.00	
4717 Mobile App	3,500.00		3,500.00	
4718 Student Awards Luncheon	12,500.00		12,500.00	
4719 Continental Breakfast	5,000.00		5,000.00	
4720 Closing Plenary Session	7,500.00		7,500.00	
Total 4710 Exhibit Booth & Event Sponsorship Packages	\$ 70,500.00	\$ 0.00	\$ 70,500.00	
4725 Special Events	10,213.00		10,213.00	
4730 Event Sponsor			0.00	
4733 Mobile Workshop	1,000.00		1,000.00	
4736 Diversity Summit	2,250.00		2,250.00	
Total 4730 Event Sponsor	\$ 3,250.00	\$ 0.00	\$ 3,250.00	
4737 Public Agency	3,500.00		3,500.00	
4738 Non-Profit Organization	500.00		500.00	
4740 Advertising	1,000.00		1,000.00	
4744 Program Sponsors	2,350.00		2,350.00	
Total 4740 Advertising	\$ 3,350.00	\$ 0.00	\$ 3,350.00	
Total 4700 Sponsorships & Scholarships	\$ 127,137.00	\$ 147,400.00	-\$ 20,263.00	86.25%
Total Income	\$ 833,610.30	\$ 684,175.00	\$ 149,435.30	121.84%
Gross Profit	\$ 833,610.30	\$ 684,175.00	\$ 149,435.30	121.84%
Expenses				
5100 Operations Expense			0.00	
5106 Conference Management	69,497.71	54,000.00	15,497.71	128.70%
5107 Conference Registration Mgmt.	18,262.50	23,000.00	-4,737.50	79.40%
5110 Operations/Miscellaneous	439.00		439.00	
5120 Insurance Expense	3,706.18	3,000.00	706.18	123.54%
5135 Reimbursed Expense	3,595.44	2,000.00	1,595.44	179.77%
5150 Postage	85.54		85.54	
5175 Merchant Credit Card Fee	30,494.34	20,000.00	10,494.34	152.47%
5180 ATEGO Resources	14,175.00	8,750.00	5,425.00	162.00%
5185 New Horizon Enterprise	7,500.00	7,500.00	0.00	100.00%
Total 5100 Operations Expense	\$ 147,755.71	\$ 118,250.00	\$ 29,505.71	124.95%

5400 Professional Development				0.00	
5410 Workshops	242.48			242.48	
5425 Student Development	140.34			140.34	
Total 5400 Professional Development	\$ 382.82	\$ 0.00	\$ 382.82		
5900 Other Expenses				0.00	
5920 Miscellaneous Expense	600.00			600.00	
Total 5900 Other Expenses	\$ 600.00	\$ 0.00	\$ 600.00		
6200 Conferences				0.00	
5660 Conference Administration				0.00	
5661 Committee Meals & Expenses	1,878.72	800.00	1,078.72		234.84%
5662 Hotel Rooms & Registration		8,094.00	-8,094.00		0.00%
5663 Volunteer Stipend		2,000.00	-2,000.00		0.00%
Total 5660 Conference Administration	\$ 1,878.72	\$ 10,894.00	-\$ 9,015.28		17.25%
6400 Conference Opening Event	89,268.57	70,000.00	19,268.57		127.53%
6420 Other Events - Food & Beverage	183,834.52	131,057.94	52,776.58		140.27%
6450 Conference Facility Expenses			0.00		
6451 Meeting Rooms - Exhibitor Services Provider	46,237.33	5,930.00	40,307.33		779.72%
6452 Meeting Rooms - Facility Space Fee	25,404.59	40,400.00	-14,995.41		62.88%
6453 Meeting Rooms - Audio Visual	86,621.20	83,400.00	3,221.20		103.86%
Total 6450 Conference Facility Expenses	\$ 158,263.12	\$ 129,730.00	\$ 28,533.12		121.99%
6460 Pubilcity Material	849.40		849.40		
6461 Design Fees	10,000.00	8,600.00	1,400.00		116.28%
6463 Flyers & Form Design (deleted)	1,626.79		1,626.79		
6466 Bag Design & Purchase	4,164.00	3,500.00	664.00		118.97%
6467 Lanyard Design & Purchase	1,476.00	2,000.00	-524.00		73.80%
6468 Printing Cost	14,547.97	9,100.00	5,447.97		159.87%
Total 6460 Pubilcity Material	\$ 32,664.16	\$ 23,200.00	\$ 9,464.16		140.79%
6470 Mobile Workshops	78.47		78.47		
6471 Transportations	1,709.00	4,500.00	-2,791.00		37.98%
6472 Food	2,060.13	4,156.25	-2,096.12		49.57%
6473 Miscellaneous	338.62		338.62		
Total 6470 Mobile Workshops	\$ 4,186.22	\$ 8,656.25	-\$ 4,470.03		48.36%
6480 Social Media	9,750.00		9,750.00		
6481 Website	5,134.00	7,520.00	-2,386.00		68.27%
6482 Mobile App		10,500.00	-10,500.00		0.00%
Total 6480 Social Media	\$ 14,884.00	\$ 18,020.00	-\$ 3,136.00		82.60%
Total 6200 Conferences	\$ 484,979.31	\$ 391,558.19	\$ 93,421.12		123.86%
Conference Expenses			0.00		
5670 Pass Through Expenses	48,000.00		48,000.00		
Total Conference Expenses	\$ 48,000.00	\$ 0.00	\$ 48,000.00		
Total Expenses	\$ 681,717.84	\$ 509,808.19	\$ 171,909.65		133.72%
Net Operating Income	\$ 151,892.46	\$ 174,366.81	-\$ 22,474.35		87.11%
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