

## **APA Florida Summary Narrative: 2021 Budget as amended by EC on March 21, 2021**

### **BUDGET FORMAT & ASSUMPTIONS**

The following is a summary narrative of the assumptions and format for the 2021 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 2021 budget year (January 1, 2021 – December 31, 2021).

- 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 dues rebates, i.e., membership dues, and Annual Conference proceeds. The APA Florida Executive Committee will make adjustments as needed throughout the course of the year.
- It is being assumed that APA Florida membership dues revenue will be reduced by approximately 16 percent from the budgeted 2020 amount due to the economic impacts of COVID-19.
- It is also assumed, based on the impacts of COVID-19, that the estimated conference revenues reflect an approximate 14 percent reduction from the previous year’s budgeted amount.

The 2021 budget reflects a conservative approach in terms of revenue due to the uncertainty of the impacts of COVID-19 in 2021; however, the budget strives to continue to support the benefits and services that members have received in past years.

### **REVENUES**

**APA DUES REBATE.....\$210,00.00**

The APA Dues Rebate is based on the total dues collected by APA for the various membership categories and the number of Florida members. As of May 2019, there were 3,113 members, and as of early June 2020 there were 2,979 members. These membership numbers include regular members, new professionals, planning officials, retired members, Chapter-only members, and students.

**ADVERTISING FEES.....\$12,000.00**

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 had been improving over the last couple of years. In the 2021 budget, it is assumed that a decline will be experienced due to impacts from COVID-19.

**GRANTS.....\$0.00**

No grants are anticipated this fiscal year.

**INTEREST INCOME.....\$5,000.00**

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 ladder of investments which significantly increases interest earned over the course of the year.

**ANNUAL CONFERENCE.....\$210,000.00**

This represents the total amount of money collected related to APA Florida's Annual Conference. This includes conference registrations, pre-conference registrations, planning officials training, exhibitor fees and project award fees. This category and the Sponsorship category are 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 as well as funds for the Chapter and other sections to provide additional services. As discussed above in the assumptions, conference revenues estimated in the proposed 2021 budget reflect a 14 percent reduction from the previous year's budgeted amount due to anticipated economic impacts from COVID-19.

**PUBLICATIONS** .....\$300.00

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

**CHAPTER WORKSHOPS**.....\$11,000.00

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

**SPONSORSHIPS** .....\$75,000.00

APA Florida has implemented a consolidated sponsorship program which incorporates the previous annual sponsors and conference sponsors. A reduction is proposed in this category due to anticipated economic impacts from COVID-19.

**TOTAL REVENUES: \$523,300.00**

**TRANSFERS**

**TRANSFERS FROM BP SETTLEMENT** .....\$35,100.00

This represents the utilization of funds that were received as part of the BP settlement. The funds are being targeted for member-related scholarships and initiatives.

**TRANSFERS FROM PRIOR YEARS OPERATION UNSPENT REVENUE**.....\$69,760.00

The independent compilations and audits in previous years identified surplus accounts receivable revenue. These funds represent revenue over and above the actual expenses in those years. \$69,760 of these surplus funds are incorporated as revenue into the 2021 budget as "Prior Years Operation Unspent Revenue" to fund budgeted expenses and fill the gap caused by the anticipated reduction in membership dues and conference revenue.

**TOTAL TRANSFERS: \$104,860.00**

**TOTAL REVENUES / TRANSFERS: \$628,160.00**

**EXPENDITURES**

**GOVERNMENTAL AFFAIRS**.....\$61,372.00

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. This expense category consists of the following:

- **Legislative Representative** | This represents the agreed upon contract for services between APA Florida and its Legislative Representative. For the 2021 budget, this does not include a cost of living increase. .... \$47,272.00
- **Legislative Representative’s Travel Expenses to LPC/EC Meetings** | This assumes that the Legislative Representative will virtually attend all Executive Committee (EC) meetings, except for the one associated with the Annual Conference. This covers not only the Legislative Representative’s travel to the Legislative Policy Committee (LPC) and specified EC meetings, but also includes travel related to Section Legislative Breakfasts and special statewide initiatives, as they arise. The assumption continues to be that some travel expenses for the Legislative Representative to speak to groups can be covered by those organizations. ....\$500.00
- **Public Policy Workshop** | This is an estimate of the expenses incurred by APA Florida related to its annual Public Policy Workshop. ....\$8,500.00
- **Special Initiatives** | This is intended to cover expenses and costs related to holding a pilot program, Planners Day on the Hill, during the 2021 Legislative Session. ....\$1,000.00
- **LPC Expenses** | This covers all of APA Florida’s expenses related to its LPC meetings, including the cost of the meeting room, catering charges, and meeting supplies. It also includes the purchase of Lobby Tools, which enables the Chapter to remain abreast on legislative activities pre-, during, and post-session. Additionally, filing fees for potential amicus filings haven been included. ....\$4,100.00

**PROFESSIONAL DEVELOPMENT .....\$202,911.00**

This category furthers the Chapter’s mission of advocating excellence in planning and providing professional development to its members. It includes the Annual Conference, AICP training materials, and travel related expenses for APA National events. This expense category consists of the following:

- **Annual Conference** | This consists of all expenses related to APA Florida’s Annual Conference to be held in Miami, including but not limited to: hotel expenses; reception venues; food; keynote speaker fees; exhibit hall fees; transportation costs; supplies; audio visual rentals; 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. ....\$200,000.00
- **AICP Certification Maintenance Assistance** | This covers costs associated with promoting the Certification Maintenance (CM) 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. ....\$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. ....\$300.00
- **PDO Travel / Expenses Related to APA Events** | This covers the Professional

Development Officer's (PDO) travel to the PDO meeting held in conjunction with the APA National Conference in Houston and other APA events. ....\$0.00

- **Staff Travel / Expenses Related to APA National Events** | This covers the Executive Director's travel and related expenses to the APA National Conference and other APA events. ....\$0.00

**MEMBERSHIP SERVICES, GROWTH & COMMUNICATION .....\$48,627.00**

This category has historically been devoted to the provision of printed and electronic communication services, such as newsletters, social media, 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 Emerging Planners Group (EPG) programs. This expense category consists of the following:

- **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 (SurveyMonkey) to allow voting, assess the value of the Public Policy Workshop and Annual Conference, as well as to conduct periodic membership surveys. ....\$900.00
- **Newsletter Editor** | These are funds to cover the graphic costs associated with designing and posting the quarterly newsletter. ....\$8,300.00
- **Web Page Maintenance and Enhancements** | This is to cover costs associated with maintaining the Plan4Healthy Florida and conference webpages, which remain on HostGator. ....\$1,000.00
- **E-Newsletter and E-Broadcast Email Expenses** | These are funds to cover the Chapter's share of MailChimp, as well as paid social media promotions for Chapter events. ....\$900.00
- **Communications** | This category includes those expenses related to domain hosting and protection, electronic publication software, GoToWebinar, and Zoom; new initiatives for membership outreach are also included. ....\$2,957.00
- **Communications Coordinator** | This covers the costs of contracting with a part-time Communications Coordinator, housed in the APA Florida Tallahassee office, who is skilled in publications and social media strategies. For the 2021 budget, this does not include a cost of living increase. ....\$27,320.00
- **Emerging Planners Group** | These are funds dedicated to APA Florida's Emerging Planners Group (EPG), established in 2013. It includes funds to host a joint EPG/Student reception at the Annual Conference. ....\$1,000.00
- **Student Program/Scholarships** | These are the funds dedicated to APA Florida's student program, including providing Minority Scholarships, grants to student planning organizations, and student initiatives. ....\$6,250.00

**SECTION SUPPORT.....\$27,600.00**

This category provides funds to support and empower APA Florida's twelve sections with professional development and membership promotion. This expense category consists of

the following:

- **Section Grants** | These funds are allocated to the Sections as part of a Section Grants Program adopted by the Executive Committee in 2004. Each section grant is \$1,000. ....\$12,000.00
- **Conference Section Scholarships** | These funds are allocated to allow each section to award scholarships (\$800 per section) to the Chapter's Annual Conference. ....\$9,600.00
- **Section (Other)** | These funds originally represented expenses related to a circuit rider initiative, which was completed in 2019. This year the funds will be used for community planning action activities at the section level. ....\$6,000.00

**PUBLIC EDUCATION & OUTREACH.....\$18,110.00**

Public Education and Outreach covers expenses from APA Florida's efforts to partner with other organizations on various events, including co-sponsorships, a co-reception at the APA National Conference, and webpage and communication enhancements. This expense category consists of the following:

- **Web Page and Communication Enhancements** | This funds a part-time intern/staff member to focus on website content updating. ....\$9,360.00
- **APA Florida Co-Sponsorships & National Reception** | This includes the expenses related to the reception that APA Florida co-hosts with the State's accredited university graduate planning schools at the APA National Conference, as well as other allied organization events that APA Florida chooses to co-sponsor. Due to concerns about the economic impact from COVID-19, no funds are allocated this year for sponsoring allied organization activities. ....\$750.00
- **Staff /EC Travel for Public Education & Outreach** | This covers staff and EC activities and travel related to public education and outreach. ....\$0.00
- **Community Outreach and Contributions** | This is to cover expenses to implementing a state CPAT program, community projects or donations related to disaster relief, or other unanticipated needs. ....\$8,000.00
- **Grants** | No grants are anticipated during the 2021 fiscal year. ....\$0.00

**CHAPTER OFFICE AND EXECUTIVE COMMITTEE SUPPORT.....\$269,540.00**

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. This expense category consists of the following:

- **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. For the 2021 budget, this does not include a cost of living increase. ....\$200,140.00
- **Chapter Office Expenses (rent, phones, utilities, etc.)** | This line item consists of expenses related to operating and managing the Chapter Office, including rent,

- phones, utilities, internet access, storage, computer tech assistance, etc. ....\$20,000.00
- **Insurance** | APA Florida pays renters (commercial property and general liability) insurance, directors' and officers' liability, employment practices liability, and workers compensation insurance. ....\$3,500.00
  - **Office Supplies** | This category covers all office supplies, such as paper, pens, envelopes, stationery, printer toner, etc., but does not include office equipment. ....\$1,500.00
  - **Executive Committee Bi-Annual Retreat** | This covers expenses related to its bi-annual retreat, including meeting room and catering charges, meeting supplies, and the cost of a facilitator. ....\$5,500.00
  - **Executive Committee Quarterly Meetings** | This covers expenses related to EC 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. Only two (2) meetings will be held as in-person meetings; the rest will be held virtually. ....\$1,200.00
  - **President's In-State Commitments** | This covers the Chapter President's travel to EC meetings and other in-state commitments. ....\$800.00
  - **President's APA/CPC Commitments** | This covers the Chapter President's travel to the APA National Conference, the two (2) APA Leadership meetings annually, and other APA and Chapter Presidents Council events, as required by the Chapter's bylaws. ....\$800.00
  - **Staff Travel/Lodging/Expenses** | This covers the Executive Director's travel to EC meetings, and other travel related to their role as the Chapter's Executive Director. ....\$2,500.00
  - **Staff Professional Development & Membership Expenses** | In accordance with the contract between APA Florida and the Executive Director, APA Florida pays for the Executive Director's membership in several professional associations as well as attendance to workshops and conferences that further the Executive Director's abilities to staff and serve the Chapter. ....\$2,500.00
  - **Annual Audit |Legal** These are 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 2021, a compilation will be done. They also include fees related to any legal advice that is sought. ....\$12,700.00
  - **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 or printer will be needed in 2021. ....\$1,500.00
  - **APA Chapter Presidents Council Assessment Fee** | This fee, based on the number of Chapter members, 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 as approved by APA National. This budgeted amount for 2021 is reduced from the previous year due to the anticipated reduction in membership as a result of the

economic impacts of COVID-19. ....	\$1,500.00
<ul style="list-style-type: none"> <li> <b>APA Administration Fee</b>   This fee is assessed at a per-member rate, 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. ....         </li> </ul>	\$13,000.00
<ul style="list-style-type: none"> <li> <b>Chapter PayPal Fees</b>   These are the fees the Chapter pays when accepting payment via PayPal. ....         </li> </ul>	\$900.00
<ul style="list-style-type: none"> <li> <b>IRS 990 Tax Payment</b>   This is the anticipated taxes that will need to be paid. ....         </li> </ul>	\$1,500.00
<b><u>TOTAL EXPENDITURES: \$628,160.00</u></b>	