

| Professional Association for SQL Server | | |
|---|------------------------|------------------------|
| FY2017 Budget | | |
| Department Summary | Budget 2016 | Budget 2017 |
| REVENUE | | |
| Corporate Administration - 110 | \$ 11,000.00 | \$ 11,000.00 |
| Information Technology - 111 | \$ 74,000.00 | \$ 106,480.00 |
| Board Support - 112 | \$ - | \$ - |
| Member Services - 114 | \$ 6,000.00 | \$ 22,500.00 |
| Marketing - 115 | \$ - | \$ - |
| Chapters - 120 | \$ - | \$ - |
| Volunteer Programs & Engagement - 130 | \$ - | \$ - |
| Special Projects - 140 | \$ - | \$ - |
| SQL Saturday - 150 | \$ - | \$ 38,400.00 |
| Virtual Events - 160 | \$ 51,662.50 | \$ 68,800.00 |
| Global Growth - 170 | \$ - | \$ - |
| Sales - 200 | \$ 353,400.00 | \$ 505,100.00 |
| BA Community - 205 | \$ - | \$ 73,000.00 |
| Virtual Chapters - 240 | \$ 26,900.00 | \$ 38,000.00 |
| Summit - 210 | \$ 5,848,783.61 | \$ 6,259,715.17 |
| Summit Expo - 220 | \$ 1,014,900.00 | \$ 1,076,950.00 |
| Summit Programs- 250 | \$ 1,274,841.16 | \$ 1,299,965.52 |
| BAC - 340 | \$ 728,608.65 | \$ - |
| BAC Expo - 341 | \$ 369,775.00 | \$ - |
| BAC Programs - 342 | \$ 133,615.82 | \$ - |
| TOTAL REVENUE | \$ 9,893,486.74 | \$ 9,499,910.69 |

| Department Summary | Budget 2016 | Budget 2017 |
|---------------------------------------|-------------------------|------------------------|
| EXPENSE | | |
| Corporate Administration - 110 | \$ 1,680,234.38 | \$ 2,050,575.11 |
| Information Technology - 111 | \$ 751,688.04 | \$ 791,878.64 |
| Board Support - 112 | \$ 244,706.50 | \$ 241,544.63 |
| Member Services - 114 | \$ - | \$ 15,329.09 |
| Marketing - 115 | \$ 636,729.02 | \$ 567,294.80 |
| Chapters - 120 | \$ 79,083.76 | \$ 110,730.69 |
| Volunteer Programs & Engagement - 130 | \$ 14,243.11 | \$ 11,410.07 |
| Special Projects - 140 | \$ 701,872.39 | \$ 700,510.99 |
| SQL Saturday - 150 | \$ 209,347.46 | \$ 163,895.90 |
| Virtual Events - 160 | \$ 23,545.45 | \$ 33,059.53 |
| Global Growth - 170 | \$ 52,594.53 | \$ 45,502.55 |
| Sales - 200 | \$ 379,493.52 | \$ 467,676.22 |
| BA Community - 205 | \$ 12,884.31 | \$ 52,022.72 |
| Virtual Chapters - 240 | \$ 25,671.45 | \$ 65,741.68 |
| Summit - 210 | \$ 2,515,759.32 | \$ 2,666,048.02 |
| Summit Expo - 220 | \$ 850,452.44 | \$ 836,552.15 |
| Summit Programs- 250 | \$ 914,174.43 | \$ 882,269.87 |
| BAC - 340 | \$ 529,109.99 | \$ - |
| BAC Expo - 341 | \$ 277,603.18 | \$ - |
| BAC Programs - 342 | \$ 247,985.35 | \$ - |
| TOTAL EXPENSE | \$ 10,147,178.63 | \$ 9,702,042.63 |
| NET INCOME | | |
| | \$ (253,691.88) | \$ (202,131.94) |

Professional Association for SQL Server

Departmental FY2017 Budget

Corporate Administration - 110

Budget 2016

Budget 2017

REVENUE

| | | |
|-------------------------------------|---------------------|---------------------|
| Gain/Loss on Revaluation of Euro | \$ - | \$ - |
| Interest - Miscellaneous | \$ 11,000.00 | \$ 11,000.00 |
| Misc FY Adjustments | \$ - | \$ - |
| Unrealized Gain/Loss on Investments | \$ - | \$ - |
| TOTAL REVENUE | \$ 11,000.00 | \$ 11,000.00 |

EXPENSE

| | | |
|---------------------------------|------------------------|------------------------|
| Accounting - General | \$ 3,500.00 | \$ 5,000.00 |
| Annual Report | \$ 37.00 | \$ 37.00 |
| Audit | \$ 25,000.00 | \$ 25,000.00 |
| Authorize.Net Fees | \$ 1,000.00 | \$ 1,000.00 |
| Bank Charges | \$ 9,000.00 | \$ 9,000.00 |
| Custom Broker Expense | \$ 250.00 | \$ - |
| Insurance | \$ 6,107.00 | \$ 6,500.00 |
| Legal | \$ 20,000.00 | \$ 15,000.00 |
| Management - Incentive | \$ 170,472.90 | \$ 163,683.71 |
| Management & Overhead | \$ 920,043.40 | \$ 1,080,627.00 |
| Misc. Expense - Contract Vendor | \$ 2,400.00 | \$ 2,400.00 |
| Office Supplies | \$ 500.00 | \$ 250.00 |
| Postage/Shipping | \$ 9,500.00 | \$ 12,500.00 |
| Printing | \$ 500.00 | \$ 500.00 |
| Site Inspection - BAC | \$ 5,500.00 | \$ - |
| Site Inspection - Summit | \$ 3,000.00 | \$ 15,030.00 |
| Management - Administration | \$ 182,001.72 | \$ 404,617.21 |
| Management - Finance | \$ 108,828.45 | \$ 95,500.90 |
| Management - Governance | \$ 46,954.92 | \$ 16,367.61 |
| Management - Miscellaneous | \$ 35,590.60 | \$ 53,372.39 |
| Management - Reporting | \$ 122,498.40 | \$ 129,249.29 |
| Management - Registration | \$ - | \$ - |
| Teleconference | \$ 50.00 | \$ 100.00 |
| Training/Educational/Networking | \$ - | \$ 3,000.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 6,000.00 | \$ 9,680.00 |
| Travel - Misc. (Meals) | \$ 1,500.00 | \$ 2,160.00 |
| TOTAL EXPENSE | \$ 1,680,234.38 | \$ 2,050,575.11 |

NET INCOME

\$ (1,669,234.38)

\$ (2,039,575.11)

| Professional Association for SQL Server | | |
|---|---------------------|----------------------|
| Departmental FY2017 Budget | | |
| Information Technology - 111 | Budget 2016 | Budget 2017 |
| REVENUE | | |
| Sponsorship - MS Technology Platform | \$ 74,000.00 | \$ 96,480.00 |
| Sponsorship - MS IOT | \$ - | \$ 10,000.00 |
| TOTAL REVENUE | \$ 74,000.00 | \$ 106,480.00 |

| | | |
|--------------------------------------|----------------------|----------------------|
| EXPENSE | | |
| Computer Software/Equipment | \$ 5,000.00 | \$ 7,000.00 |
| IT - VC/VE Platform | \$ 40,734.00 | \$ 40,734.00 |
| IT - AtTask | \$ 24,270.00 | \$ 28,000.00 |
| IT - Domain Registration | \$ 12,100.00 | \$ 3,000.00 |
| IT - DNN Modules | \$ 1,500.00 | \$ 1,500.00 |
| IT - Marketing Tool | \$ 29,533.40 | \$ 43,000.00 |
| IT - Guidebook | \$ 19,668.75 | \$ 23,000.00 |
| IT- Office 365 | \$ 52,930.00 | \$ 54,480.00 |
| IT - Hosting | \$ 20,748.00 | \$ 42,000.00 |
| IT - Governance | \$ 5,710.00 | \$ 5,000.00 |
| IT - Community Emails) | \$ 11,000.00 | \$ 2,400.00 |
| IT - Third Party Tools | \$ 5,000.00 | \$ 3,000.00 |
| IT - Salesforce | \$ 8,482.50 | \$ 18,534.40 |
| Management - IT (General) | \$ 255,183.41 | \$ 152,825.17 |
| Management - IT (24 HOP) | \$ 7,868.54 | \$ - |
| Management - IT (Chapters) | \$ 15,069.33 | \$ - |
| Management - IT (Summit) | \$ 39,196.17 | \$ 19,886.12 |
| Management - IT (VC) | \$ 3,829.59 | \$ - |
| Management - IT (Infastructure) | \$ 4,617.39 | \$ 41,625.42 |
| Management - IT (SQLSaturday) | \$ 42,164.17 | \$ 30,645.11 |
| Management - IT (BAC) | \$ 17,060.06 | \$ - |
| Management - IT (Help Desk) | \$ 1,782.68 | \$ 68,547.43 |
| Management - IT (Volunteers) | \$ 6,073.35 | \$ - |
| Management - IT (Launch Events) | \$ 1,919.71 | \$ - |
| Management - IT (Portfolio Projects) | \$ 104,246.98 | \$ 164,576.00 |
| IT - Consultants | \$ 13,000.00 | \$ 35,000.00 |
| Teleconference | \$ 1,000.00 | \$ 125.00 |
| Training/Educational/Networking | \$ 2,000.00 | \$ 7,000.00 |
| TOTAL EXPENSE | \$ 751,688.04 | \$ 791,878.64 |

| | | |
|-------------------|------------------------|------------------------|
| NET INCOME | \$ (677,688.04) | \$ (685,398.64) |
|-------------------|------------------------|------------------------|

| Professional Association for SQL Server | | |
|---|-------------|-------------|
| Departmental FY2017 Budget | | |
| Board Support - 112 | Budget 2016 | Budget 2017 |
| REVENUE | | |
| | \$ - | \$ - |
| TOTAL REVENUE | \$ - | \$ - |

| EXPENSE | | |
|--|---------------|---------------|
| Audio/Visual | \$ 7,500.00 | \$ 9,013.48 |
| Awards/Prizes - Misc. | \$ 2,000.00 | \$ 2,000.00 |
| Insights | \$ - | \$ - |
| Governance | \$ 1,000.00 | \$ 1,000.00 |
| President Discretionary | \$ 2,000.00 | \$ 1,000.00 |
| Shirts - Board | \$ - | \$ 1,824.00 |
| Management - General | \$ 78,751.74 | \$ 99,830.68 |
| Telephone - PASS | \$ 2,800.00 | \$ 2,000.00 |
| Teleconference | \$ 1,100.00 | \$ 500.00 |
| Travel Summit - Leadership (Air/Land) | \$ 5,000.00 | \$ 7,535.00 |
| Travel Summit - Leadership Global (Air/Land) | \$ 4,400.00 | \$ 1,235.00 |
| Travel Summit - Leadership (Hotel) | \$ 14,850.56 | \$ 14,357.83 |
| Travel Summit - Leadership (Meals) | \$ 1,500.00 | \$ 1,550.00 |
| Travel Board Meetings - (Air/Land) | \$ 19,800.00 | \$ 18,500.00 |
| Travel Board Meetings - Global (Air/Land) | \$ 8,800.00 | \$ 6,200.00 |
| Travel Board Meeting - (Hotels) | \$ 31,178.32 | \$ 33,605.28 |
| Travel Board Meetings - (Meals) | \$ 19,703.76 | \$ 23,393.36 |
| Travel BAC -Leadership (Air/Land) | \$ 5,000.00 | \$ - |
| Travel BAC -Leadership Global (Air/Land) | \$ 4,400.00 | \$ - |
| Travel BAC - Leadership (Hotel) | \$ 11,833.20 | \$ - |
| Travel BAC - Leadership (Meals) | \$ 1,500.00 | \$ - |
| Travel Misc. - Leadership (Air/Land) | \$ 3,600.00 | \$ 5,440.00 |
| Travel Misc. - Leadership (Hotel) | \$ 4,488.92 | \$ 4,800.00 |
| Travel Misc. - Leadership (Meals) | \$ 6,000.00 | \$ 2,160.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 6,000.00 | \$ 4,520.00 |
| Travel - Misc. (Meals) | \$ 1,500.00 | \$ 1,080.00 |
| TOTAL EXPENSE | \$ 244,706.50 | \$ 241,544.63 |

| | | |
|-------------------|-----------------|-----------------|
| NET INCOME | \$ (244,706.50) | \$ (241,544.63) |
|-------------------|-----------------|-----------------|

Professional Association for SQL Server

Departmental FY2017 Budget

Member Services - 114

Budget 2016

Budget 2017

REVENUE

| | | |
|----------------------|--------------------|---------------------|
| Job Target | \$ 6,000.00 | \$ 2,500.00 |
| Job Bank - Revenue | \$ - | \$ 20,000.00 |
| TOTAL REVENUE | \$ 6,000.00 | \$ 22,500.00 |

EXPENSE

| | | |
|------------------------------|-------------|---------------------|
| Credit Card Fees | \$ - | \$ 700.00 |
| Management - General | \$ - | \$ 2,629.09 |
| Marketing - Special Projects | \$ - | \$ - |
| Job Bank - Expenses | \$ - | \$ 12,000.00 |
| TOTAL EXPENSE | \$ - | \$ 15,329.09 |

NET INCOME

| | |
|--------------------|--------------------|
| \$ 6,000.00 | \$ 7,170.91 |
|--------------------|--------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

General Marketing - 115

Budget 2016

Budget 2017

REVENUE

| | | |
|----------------------|------|------|
| | \$ - | \$ - |
| TOTAL REVENUE | \$ - | \$ - |

EXPENSE

| | | |
|--|--------------|--------------|
| Design/Graphic - BA Conference | \$ 20,000.00 | \$ - |
| Design/Graphic - BA Day | \$ - | \$ 7,000.00 |
| Design/Graphic - BA Marathon | \$ 1,250.00 | \$ 1,000.00 |
| Design/Graphic - Chapters | \$ 500.00 | \$ 500.00 |
| Design/Graphic - General | \$ 25,000.00 | \$ 30,000.00 |
| Design/Graphic - Board | \$ - | \$ 5,000.00 |
| Design/Graphic - Sales | \$ 10,000.00 | \$ 7,500.00 |
| Design/Graphic - SQLSaturday NA | \$ 1,500.00 | \$ 5,000.00 |
| Design/Graphic - Summit | \$ 21,000.00 | \$ 20,000.00 |
| Design/Graphic - Virtual Chapters | \$ 1,000.00 | \$ 2,000.00 |
| Design/Graphic - Virtual Events | \$ 1,000.00 | \$ 1,000.00 |
| Marketing - Advertising - 24 HOP | \$ 2,500.00 | \$ 1,500.00 |
| Marketing - Advertising - BA Marath | \$ 2,500.00 | \$ 1,500.00 |
| Marketing/Advertising - BA Community | \$ - | \$ 20,000.00 |
| Marketing - Advertising - BAC | \$ 40,000.00 | \$ - |
| Marketing - Advertising - General | \$ 6,000.00 | \$ 25,000.00 |
| Marketing - Advertising - Summit | \$ 10,000.00 | \$ 25,000.00 |
| Marketing - BA Conference | \$ 30,000.00 | \$ - |
| Marketing - BA Regional/Virtual Events | \$ 17,500.00 | \$ 5,000.00 |
| Marketing - Community (VCs, Chapters) | \$ 1,000.00 | \$ - |
| Marketing - General | \$ 30,000.00 | \$ 16,000.00 |
| Marketing - Sales | \$ 2,000.00 | \$ - |
| Marketing - Special Projects | \$ 3,500.00 | \$ 5,000.00 |
| Marketing - SQLRally Global | \$ - | \$ - |

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|---|----------------------|----------------------|
| Marketing - SQLSaturday | \$ 1,000.00 | \$ - |
| Marketing - Summit | \$ 20,000.00 | \$ - |
| Marketing - Virtual Events | \$ 1,500.00 | \$ - |
| Miscellaneous Contractor -Sales | \$ - | \$ - |
| Multi Media - Governance | \$ 1,500.00 | \$ 5,000.00 |
| Multi Media - Summit | \$ 15,000.00 | \$ 17,500.00 |
| Multi-Media - BAC | \$ 3,000.00 | \$ - |
| Promotional Incentives - BAC | \$ 10,000.00 | \$ - |
| Promotional Inctives - BA Day | \$ - | \$ 2,500.00 |
| Promotional Incentives - Chapter/VC | \$ 2,000.00 | \$ 2,000.00 |
| Promotional Incentives - General | \$ 3,000.00 | \$ - |
| Promotional Incentives - SQLSaturday NA | \$ 7,500.00 | \$ 7,000.00 |
| Promotional Incentives - Summit | \$ 15,000.00 | \$ 4,500.00 |
| Management- Marketing (Administration) | \$ 24,668.95 | \$ 6,572.72 |
| Management- Marketing (BA Community) | \$ 17,481.68 | \$ 61,629.43 |
| Management - Marketing (BAC) | \$ 56,508.53 | \$ 3,663.22 |
| Management - Marketing (General) | \$ 101,667.88 | \$ 152,561.28 |
| Management - Marketing (Global) | \$ 37,945.78 | \$ 17,656.08 |
| Management - Marketing (Sales) | \$ 22,973.56 | \$ 5,246.22 |
| Management - Marketing (Summit) | \$ 60,342.53 | \$ 90,575.60 |
| Management - Marketing (Virtual Chapters) | \$ 4,090.11 | \$ 3,890.25 |
| Teleconference | \$ 1,500.00 | \$ 350.00 |
| Training/Education/Networking | \$ - | \$ 5,000.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 3,000.00 | \$ 3,250.00 |
| Travel - Misc. (Meals) | \$ 800.00 | \$ 400.00 |
| TOTAL EXPENSE | \$ 636,729.02 | \$ 567,294.80 |

| | | |
|-------------------|------------------------|------------------------|
| NET INCOME | \$ (636,729.02) | \$ (567,294.80) |
|-------------------|------------------------|------------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

| Chapters - 120 | Budget 2016 | Budget 2017 |
|---|-----------------------|------------------------|
| REVENUE | | |
| | \$ - | \$ - |
| TOTAL REVENUE | \$ - | \$ - |
| EXPENSE | | |
| Awards/Prizes/Gifts | \$ 2,250.00 | \$ 500.00 |
| Chapter leader Meeting - Summit | \$ 1,597.69 | \$ 1,542.92 |
| Community Evangelist - Contractor | \$ 9,370.54 | \$ - |
| Incentives - Summit & BAC Registrations | \$ 15,000.00 | \$ 15,000.00 |
| Management - General | \$ 1,097.34 | \$ 311.71 |
| Regional Mentor Meeting - Summit | \$ 45,468.18 | \$ 93,376.06 |
| Teleconference | \$ 200.00 | \$ - |
| Travel - CE Domestic A/L/H/M | \$ 2,100.00 | \$ - |
| Travel - CE International A/L/H/M | \$ 2,000.00 | \$ - |
| TOTAL EXPENSE | \$ 79,083.76 | \$ 110,730.69 |
| NET INCOME | \$ (79,083.76) | \$ (110,730.69) |

Professional Association for SQL Server

Departmental FY2017 Budget

Volunteer Programs & Engagement - 130

Budget 2016

Budget 2017

REVENUE

| | | |
|----------------------|-------------|-------------|
| | \$ - | |
| TOTAL REVENUE | \$ - | \$ - |

EXPENSE

| | | |
|--------------------------|---------------------|---------------------|
| Awards/Prizes - Misc. | \$ 350.00 | \$ 350.00 |
| Volunteer Incentives | \$ 4,393.11 | \$ 1,458.24 |
| Management - General | \$ - | \$ 1,850.37 |
| Volunteer Evening Event | \$ 8,500.00 | \$ 7,751.46 |
| Volunteer Meeting Summit | \$ 1,000.00 | \$ - |
| TOTAL EXPENSE | \$ 14,243.11 | \$ 11,410.07 |

NET INCOME

| | |
|-----------------------|-----------------------|
| \$ (14,243.11) | \$ (11,410.07) |
|-----------------------|-----------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

Special Projects - 140

Budget 2016

Budget 2017

REVENUE

| | | |
|----------------------|------|------|
| | \$ - | \$ - |
| TOTAL REVENUE | \$ - | \$ - |

EXPENSE

| | | |
|------------------------------------|---------------|---------------|
| Management- Contingency | \$ 161,033.04 | \$ - |
| Management - General | \$ - | \$ 83,697.98 |
| Management - General (Contingency) | \$ 540,839.35 | \$ 615,313.01 |
| Management - Launch Events | \$ - | \$ - |
| Training/Education/Networking | \$ - | \$ 1,500.00 |
| TOTAL EXPENSE | \$ 701,872.39 | \$ 700,510.99 |

NET INCOME

| | |
|-----------------|-----------------|
| \$ (701,872.39) | \$ (700,510.99) |
|-----------------|-----------------|

**Professional Association for SQL Server
Departmental FY2017 Budget**

SQLSaturday - 150 **Budget 2016** **Budget 2017**

| REVENUE | | |
|---------------------------|-------------|---------------------|
| Advertising - Web General | \$ - | \$ 33,000.00 |
| Advertising - Web GAP | \$ - | \$ 5,400.00 |
| TOTAL REVENUE | \$ - | \$ 38,400.00 |

| EXPENSE | | |
|---|----------------------|----------------------|
| Community Evangelist - Contractor | \$ 68,149.41 | \$ 77,836.36 |
| Ad Serving Fees | \$ - | \$ 11,520.00 |
| Sales Commission - General | \$ - | \$ 3,300.00 |
| Sales Commission - GAP | \$ - | \$ 135.00 |
| Regional Mentor -TE | \$ 3,500.00 | \$ 3,500.00 |
| SQLSaturday Sponsorship | \$ 28,000.00 | \$ 19,750.00 |
| SQLSaturday Sponsorship - International | \$ 27,000.00 | \$ 17,750.00 |
| SQLSaturday Round Table - Summit | \$ 1,556.43 | \$ 1,542.92 |
| Management - General | \$ 29,478.35 | \$ 9,555.03 |
| Management - SQLSaturday North America | \$ 769.42 | \$ 3,687.66 |
| Management - SQLSaturday Global | \$ 1,693.85 | \$ 6,218.93 |
| Teleconference | \$ 600.00 | \$ 100.00 |
| Travel - CE (1) Domestic A/L/H/M | \$ 12,600.00 | \$ 2,000.00 |
| Travel - CE (1) International A/L/H/M | \$ 36,000.00 | \$ 7,000.00 |
| TOTAL EXPENSE | \$ 209,347.46 | \$ 163,895.90 |

| | | |
|-------------------|------------------------|------------------------|
| NET INCOME | \$ (209,347.46) | \$ (125,495.90) |
|-------------------|------------------------|------------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

Virtual Events - 160

Budget 2016

Budget 2017

REVENUE

| | | |
|--------------------------------------|---------------------|---------------------|
| Sponsorship - MS 24 Hours of PASS | \$ 18,000.00 | \$ 18,000.00 |
| Sponsorship - 24 Hours of PASS | \$ 19,000.00 | \$ 22,500.00 |
| Sponsorship - 24 Hours of PASS (GAP) | \$ 14,662.50 | \$ 17,550.00 |
| Sponsorship - MS BA Marathon | \$ - | \$ 5,000.00 |
| Sponsorship - BA Marathon | \$ - | \$ 3,500.00 |
| Sponsorship - BA Marathon (GAP) | \$ - | \$ 2,250.00 |
| TOTAL REVENUE | \$ 51,662.50 | \$ 68,800.00 |

EXPENSE

| | | |
|--------------------------------------|---------------------|---------------------|
| Sales Commission - General | \$ 2,850.00 | \$ 2,600.00 |
| Sales Commission - GAP | \$ - | \$ 495.00 |
| Management - Contingency | \$ - | \$ - |
| Management - Virtual Events | \$ 18,767.16 | \$ 27,433.67 |
| Management - Virtual Events (Global) | \$ 1,928.30 | \$ 2,530.86 |
| TOTAL EXPENSE | \$ 23,545.45 | \$ 33,059.53 |

NET INCOME

| | |
|---------------------|---------------------|
| \$ 28,117.05 | \$ 35,740.47 |
|---------------------|---------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

Global Growth - 170

Budget 2016

Budget 2017

REVENUE

| | | |
|----------------------|------|------|
| | \$ - | |
| TOTAL REVENUE | \$ - | \$ - |

EXPENSE

| | | |
|-----------------------------------|--------------|--------------|
| Community Evangelist - Contractor | \$ 3,407.47 | \$ 4,324.24 |
| Regional Board Advisor - Latam | \$ 6,000.00 | \$ - |
| Legal Consultant | \$ 15,000.00 | \$ 15,000.00 |
| Management - General | \$ 19,987.06 | \$ 14,828.31 |
| Teleconference | \$ 1,000.00 | \$ 550.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 6,000.00 | \$ 9,000.00 |
| Travel - Misc. (Meals) | \$ 1,200.00 | \$ 1,800.00 |
| TOTAL EXPENSE | \$ 52,594.53 | \$ 45,502.55 |

NET INCOME

| | |
|----------------|----------------|
| \$ (52,594.53) | \$ (45,502.55) |
|----------------|----------------|

Professional Association for SQL Server

Departmental FY2017 Budget

| Sales - 200 | Budget 2016 | Budget 2017 |
|-------------------------------------|----------------------|----------------------|
| REVENUE | | |
| Advertising - Web General | \$ 88,000.00 | \$ 77,000.00 |
| Advertising - Web GAP | \$ 18,000.00 | \$ 18,900.00 |
| Advertising - Web MS | \$ 9,000.00 | \$ - |
| Advertising - Mailing General | \$ 35,000.00 | \$ 67,500.00 |
| Advertising - Mailing GAP | \$ 31,000.00 | \$ 67,500.00 |
| Advertising - Mailing MS | \$ 9,000.00 | \$ 9,000.00 |
| Advertising - Mailing BAI General | \$ - | \$ 24,000.00 |
| Advertising - Mailing BAI GAP | \$ - | \$ 10,800.00 |
| Advertising - Mailing BAI MS | \$ - | \$ - |
| Advertising - Newsletter General | \$ 11,700.00 | \$ 7,000.00 |
| Advertising - Newsletter GAP | \$ 11,700.00 | \$ 6,300.00 |
| Advertising - Newsletter MS | \$ - | \$ - |
| Advertising - Newsletter BAI Gen | \$ - | \$ 1,250.00 |
| Advertising - Newsletter BAI GAP | \$ - | \$ 900.00 |
| Advertising - Newsletter BAI MS | \$ - | \$ - |
| Advertising - Remarketing - General | \$ 15,000.00 | \$ 67,500.00 |
| Advertising - Remarketing - GAP | \$ 50,000.00 | \$ 72,450.00 |
| Advertising - Remarketing - MS | \$ - | \$ - |
| Membership Dues - GAP | \$ 75,000.00 | \$ 75,000.00 |
| TOTAL REVENUE | \$ 353,400.00 | \$ 505,100.00 |

| | | |
|------------------------------------|--------------|--------------|
| EXPENSE | | |
| Ad Serving Fees | \$ - | \$ 28,770.00 |
| Advertising - Remarketing Fees | \$ - | \$ 90,967.50 |
| Incentive - Director of Sales | \$ - | \$ 30,000.00 |
| Promotional Incentives - Sales | \$ 4,771.31 | \$ 2,916.48 |
| Sales Commission - General | \$ 21,330.00 | \$ 24,425.00 |
| Sales Commission - GAP | \$ 8,000.00 | \$ 6,296.25 |
| Sales Tools | \$ 5,820.00 | \$ 4,320.00 |
| Sponsor awards/F&B for meetings | \$ 3,000.00 | \$ 4,100.00 |
| Sales Contractor - BAC | \$ 89,220.00 | \$ - |
| Sales Contractor - General | \$ 16,062.00 | \$ 25,868.28 |
| Sales Contractor - Global Alliance | \$ 618.00 | \$ - |

| | | |
|-------------------------------------|----------------------|----------------------|
| Sales Contractor - Summit | \$ 51,810.00 | \$ 46,224.36 |
| Sales Contractor - Virtual Chapters | \$ 4,854.00 | \$ 3,892.68 |
| Sales Contractor - Virtual Events | \$ 4,236.00 | \$ 3,892.68 |
| Management - General | \$ 78,102.65 | \$ 141,480.40 |
| Management - Global Alliance | \$ 75,669.57 | \$ 45,222.59 |
| Teleconference | \$ 1,000.00 | \$ 350.00 |
| Training/Educational/Networking | \$ 9,000.00 | \$ 6,000.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 5,100.00 | \$ 2,500.00 |
| Travel - Misc. (Meals) | \$ 900.00 | \$ 450.00 |
| TOTAL EXPENSE | \$ 379,493.52 | \$ 467,676.22 |

| | | |
|-------------------|-----------------------|---------------------|
| NET INCOME | \$ (26,093.52) | \$ 37,423.78 |
|-------------------|-----------------------|---------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

BA Community

Budget 2016

Budget 2017

REVENUE

| | | |
|--------------------------|-------------|---------------------|
| BA - Days | \$ - | \$ 70,000.00 |
| Sponsorship - MS BA DAYS | \$ - | \$ 3,000.00 |
| TOTAL REVENUE | \$ - | \$ 73,000.00 |

EXPENSE

| | | |
|---------------------------------|---------------------|---------------------|
| Management - General | \$ 8,884.31 | \$ 52,022.72 |
| Travel - Misc. (Air/Land/Hotel) | \$ 3,000.00 | \$ - |
| Travel - Misc. (Meals) | \$ 800.00 | \$ - |
| Teleconference | \$ 200.00 | \$ - |
| TOTAL EXPENSE | \$ 12,884.31 | \$ 52,022.72 |

NET INCOME

| | |
|-----------------------|---------------------|
| \$ (12,884.31) | \$ 20,977.28 |
|-----------------------|---------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

| Virtual Chapters - 240 | Budget 2016 | Budget 2017 |
|--|---------------------|---------------------|
| REVENUE | | |
| Virtual Chapters Sponsorship | \$ 12,000.00 | \$ 28,000.00 |
| Virtual Chapters Sponsorship - Global Alliance | \$ 14,900.00 | \$ 10,000.00 |
| TOTAL REVENUE | \$ 26,900.00 | \$ 38,000.00 |

| | | |
|---|---------------------|---------------------|
| EXPENSE | | |
| Awards/Prizes/Gifts | \$ 1,000.00 | \$ 1,000.00 |
| VC Incentive Program | \$ - | \$ 7,610.79 |
| Community Evangelist - Contractor | \$ - | \$ - |
| Sales Commission - General | \$ - | \$ - |
| Sales Commission - GAP | \$ - | \$ - |
| Shirts (Summit) | \$ 900.00 | \$ 900.00 |
| Sponsorship - VC Share | \$ 6,435.50 | \$ 14,060.00 |
| Management - General | \$ 11,548.82 | \$ 34,457.56 |
| Management - VC (Sponsorship Maintenance) | \$ 2,732.85 | \$ 4,351.62 |
| Teleconference | \$ 50.00 | \$ - |
| VC Meeting - Summit | \$ 1,204.29 | \$ 311.71 |
| VC Sponsorship - Management | \$ 1,800.00 | \$ 3,050.00 |
| WIT Lunch | \$ - | \$ - |
| TOTAL EXPENSE | \$ 25,671.45 | \$ 65,741.68 |

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|-------------------|--------------------|-----------------------|
| NET INCOME | \$ 1,228.55 | \$ (27,741.68) |
|-------------------|--------------------|-----------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

Community Summit - 210

Budget 2016

Budget 2017

| REVENUE | | |
|-------------------------------------|------------------------|------------------------|
| Commission - Summit Book Store | \$ 600.00 | \$ 300.00 |
| Hotel Commission | \$ 109,008.60 | \$ 103,967.40 |
| Hotel Rebate | \$ 80,684.20 | \$ 51,357.70 |
| PASS Store Royalty | \$ - | \$ 6,476.00 |
| Sponsorship - MS Appreciation Event | \$ 75,000.00 | \$ 75,000.00 |
| Sponsorship - MS IOT | \$ - | \$ 87,737.15 |
| Registration - MS | \$ 129,500.00 | \$ 129,500.00 |
| Registration - Summit | \$ 5,453,990.81 | \$ 5,716,051.92 |
| Registration - One Day | \$ - | \$ 83,475.00 |
| Registration - Cancellation Fees | \$ - | \$ - |
| Sponsorship WIT Lunch | \$ - | \$ 5,850.00 |
| TOTAL REVENUE | \$ 5,848,783.61 | \$ 6,259,715.17 |

| EXPENSE | | |
|-----------------------------------|----------------|----------------|
| ADA Requirements | \$ 5,000.00 | \$ 13,672.37 |
| Audio/Visual | \$ 125,500.00 | \$ 116,067.14 |
| WIT LUNCH | \$ 1,100.00 | \$ 3,447.04 |
| Bag Stuffing Labour & Supplies | \$ 4,479.11 | \$ 5,093.60 |
| Computer Rental | \$ 16,500.00 | \$ 14,261.69 |
| Community Evangelist - Contractor | \$ 4,259.34 | \$ 4,324.24 |
| Credit Card Processing | \$ 190,889.68 | \$ 200,061.82 |
| Community Zone and Info Desk | \$ 6,258.07 | \$ 7,597.70 |
| Conv.Center Space Rental Cr F&B | \$ (95,518.15) | \$ (85,954.32) |
| Conv. Centre Internet Access | \$ 31,600.00 | \$ 27,998.33 |
| Decorator - Show | \$ 46,112.92 | \$ 63,435.50 |
| Delegate Gift | \$ 47,710.50 | \$ 50,209.50 |
| Electrical Charges | \$ 11,000.00 | \$ 13,217.91 |
| Facility Rental | \$ 193,867.03 | \$ 185,694.20 |
| Facility Rental: Discounted Rent | \$ (77,875.00) | \$ (68,395.00) |
| CVB Cash Concession | \$ (5,000.00) | \$ (5,000.00) |
| F&B (Board) | \$ 4,762.76 | \$ 3,192.45 |
| F&B (Registration Staff) | \$ 3,048.01 | \$ 2,813.25 |
| F&B (PASS HQ) | \$ 18,303.44 | \$ 18,388.22 |

| | | |
|--|------------------------|------------------------|
| F&B (Paid Delegates) | \$ 1,140,684.22 | \$ 1,206,063.28 |
| F&B (Drink Tickets) | \$ 25,191.92 | \$ 20,135.05 |
| F&B (Comps Credit) | \$ (102,427.05) | \$ (83,274.43) |
| F&B (Water Bubblers) | \$ 7,695.02 | \$ 10,303.50 |
| F&B (Bartender/Labour) | \$ 4,817.16 | \$ 3,551.04 |
| First Timers Event | \$ 2,924.15 | \$ 802.77 |
| Insurance | \$ 17,800.00 | \$ 20,650.00 |
| IOT | \$ - | \$ 87,737.15 |
| Production - Keynote | \$ 202,529.52 | \$ 207,887.74 |
| Office Supplies | \$ 650.00 | \$ 1,500.00 |
| Onsite Labour | \$ 7,000.00 | \$ 13,086.00 |
| PASS Store | \$ - | \$ 4,455.45 |
| Pass TV | \$ 36,330.62 | \$ 30,508.34 |
| Postage/Shipping | \$ 2,500.00 | \$ 2,815.00 |
| Power Lounges | \$ 6,994.76 | \$ 2,959.26 |
| Printing - General | \$ 500.00 | \$ 1,000.00 |
| Printing - BOF Lunch | \$ 250.00 | \$ 1,722.52 |
| Printing - Program Guide | \$ 8,047.26 | \$ 10,547.41 |
| Production - PRP | \$ 65,000.00 | \$ 66,975.00 |
| Regonline Fees | \$ 8,176.50 | \$ 8,635.50 |
| Registration Staff - Onsite | \$ 51,385.00 | \$ 53,545.50 |
| Registration Staff - Badges | \$ 14,819.00 | \$ 28,785.00 |
| Registration Fees | \$ 45,425.00 | \$ 47,975.00 |
| Registration Staff - Set up fee | \$ 1,750.00 | \$ 1,750.00 |
| Registration Fees - Housing | \$ 23,100.00 | \$ 19,740.00 |
| Registration Staff - Travel (Air/Land/Hotel) | \$ 5,234.53 | \$ 3,150.00 |
| Registration Staff - Travel - Meals | \$ 2,500.00 | \$ 3,000.00 |
| Security | \$ 4,750.00 | \$ 6,150.00 |
| Staff Shirt - Events | \$ 10,255.00 | \$ 8,732.00 |
| Management - General | \$ 99,548.06 | \$ 173,793.97 |
| Appreciation Event - FIXED COST | \$ 76,118.00 | \$ 75,000.00 |
| Appreciation Event - VARIABLE COST | \$ 139,797.62 | \$ - |
| Teleconference | \$ 250.00 | \$ 60.00 |
| Telephone - PASS | \$ 1,500.00 | \$ 1,000.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 63,165.32 | \$ 45,905.32 |
| Travel - Misc. (Meals) | \$ 8,000.00 | \$ 8,775.00 |
| Vests (Staff) | \$ 1,500.00 | \$ 500.00 |
| TOTAL EXPENSE | \$ 2,515,759.32 | \$ 2,666,048.02 |

| | | |
|-------------------|------------------------|------------------------|
| NET INCOME | \$ 3,333,024.29 | \$ 3,593,667.16 |
|-------------------|------------------------|------------------------|

Professional Association for SQL Server

Departmental FY2017 Budget

Community Summit Expo - 220

Budget 2016

Budget 2017

REVENUE

| | | |
|---|------------------------|------------------------|
| Sponsorship - Advertising | \$ - | \$ - |
| Sponsorship - Advertising Global Alliance | \$ - | \$ - |
| Sponsorship - AMO (Summit) | \$ 124,400.00 | \$ 146,000.00 |
| Sponsorship - AMO GAP (Summit) | \$ 26,000.00 | \$ 48,850.00 |
| Sponsorship - Cancellation Fees | \$ - | \$ - |
| Sponsorship - Exhibitor (Summit) | \$ 294,800.00 | \$ 213,700.00 |
| Sponsorship - Exhibitor GAP (Summit) | | \$ - |
| Sponsorship - MS Agreement Summit | \$ 155,000.00 | \$ 170,000.00 |
| Sponsorship - Package (Summit) | \$ 182,000.00 | \$ 232,000.00 |
| Sponsorship - Package GAP (Summit) | \$ 232,700.00 | \$ 266,400.00 |
| WIT Luncheon Sponsorship | \$ - | \$ - |
| TOTAL REVENUE | \$ 1,014,900.00 | \$ 1,076,950.00 |

EXPENSE

| | | |
|---|----------------------|----------------------|
| AMO Expenses | \$ 64,814.31 | \$ 55,339.86 |
| AMO Expenses - GAP | \$ 10,801.00 | \$ 21,771.31 |
| Audio Visual | \$ 2,000.00 | \$ 1,551.50 |
| Decorator - Show | \$ 21,951.19 | \$ 24,474.29 |
| Electrical Charges | \$ 1,500.00 | \$ 2,000.00 |
| Sales - Commission | \$ 112,518.00 | \$ 68,447.50 |
| Sales - Hotel Rooms | \$ 1,445.88 | \$ - |
| Sales - Travel | \$ 1,100.00 | \$ - |
| Sales - Meals | \$ 250.00 | \$ - |
| F&B (Bartender/Labour) | \$ 3,878.11 | \$ 6,904.80 |
| F&B (Drink Tickets) | \$ 26,543.08 | \$ 21,329.54 |
| F&B (Expo Reception) | \$ 122,563.57 | \$ 135,556.89 |
| Lead Retrieval | \$ 536.39 | \$ 1,578.55 |
| MS Sponsorship Expenses | \$ 146,585.77 | \$ 129,214.96 |
| Registration Staff - Set up fee | \$ 1,750.00 | \$ 1,750.00 |
| Regonline Fees | \$ 135.00 | \$ 135.00 |
| Security | \$ 3,000.00 | \$ 4,260.00 |
| Sponsor/Exhibitor Expense | \$ 146,930.99 | \$ 142,471.96 |
| Sponsor/Exhibitor Expense - Global Alliance | \$ 130,999.72 | \$ 101,096.19 |
| Management - General | \$ 44,749.42 | \$ 117,769.78 |
| Telephone - PASS | \$ 900.00 | \$ 900.00 |
| WIT Lunch | \$ 5,500.00 | \$ - |
| TOTAL EXPENSE | \$ 850,452.44 | \$ 836,552.15 |

NET INCOME**\$ 164,447.56****\$ 240,397.85**

Professional Association for SQL Server

Departmental FY2017 Budget

Summit Programs - 250

Budget 2016

Budget 2017

REVENUE

| | | |
|--------------------------------------|------------------------|------------------------|
| Conference Proceedings (Summit) | \$ 198,947.66 | \$ 196,292.58 |
| Conference Proceedings (Post Summit) | \$ 51,362.30 | \$ 84,955.50 |
| Conference Proceedings (Shipping) | | \$ 17,827.44 |
| Registration - PreCon (Summit) | \$ 1,024,531.20 | \$ 1,000,890.00 |
| TOTAL REVENUE | \$ 1,274,841.16 | \$ 1,299,965.52 |

EXPENSE

EXPENSE - Summit Program

| | | |
|--|----------------------|----------------------|
| Speaker Ready Room | \$ 4,800.00 | \$ 12,594.78 |
| Awards/Prizes/Gifts | \$ 6,000.00 | \$ 4,000.00 |
| Content Consultant | \$ - | \$ - |
| Consultant - Program | \$ - | \$ 10,000.00 |
| Conference Proceeding (Record Fee) | \$ 95,000.00 | \$ 91,568.14 |
| CSS (Travel/Exp) | \$ 10,000.00 | \$ 10,000.00 |
| Decorator - Show | \$ 4,906.54 | \$ - |
| Speaker - Keynote | \$ 678.79 | \$ 718.12 |
| Program Committee Volunteer Gifts/Awards | \$ 5,000.00 | \$ 5,000.00 |
| Shirts - Speaker | \$ 6,750.00 | \$ 4,920.00 |
| Labs | \$ - | \$ - |
| Signage Production & Printing | \$ 5,186.72 | \$ 3,662.83 |
| Speaker Gifts (Summit) | \$ 10,823.83 | \$ 6,600.00 |
| Speaker Experience | \$ 500.00 | \$ 500.00 |
| Speaker Requests | \$ 500.00 | \$ 438.74 |
| Speaker Expense - Community | \$ 74,756.76 | \$ 53,468.71 |
| Survey Prizes | \$ 1,169.14 | \$ 1,200.00 |
| USB Fulfillment Fee | \$ 51,143.18 | \$ 47,269.73 |
| USB Shipping Fee | \$ - | \$ 17,827.44 |
| TOTAL EXPENSE - Program | \$ 277,214.96 | \$ 269,768.48 |

| | | |
|---------------------------------------|----------------------|----------------------|
| EXPENSE - PreCon Program | | |
| Audio/Visual (PreCon) | \$ 72,000.00 | \$ 64,392.05 |
| Computer Rental | \$ 7,000.00 | \$ 5,694.44 |
| Convention Center Internet Access | \$ 16,000.00 | \$ 13,260.35 |
| Signage Production & Printing | \$ 1,065.42 | \$ 710.21 |
| Electrical Charges | \$ 40,000.00 | \$ 30,982.92 |
| F&B (PreCon) | \$ 231,463.35 | \$ 230,664.95 |
| Printing (PreCon) | \$ 17,697.60 | \$ 7,661.83 |
| Security | \$ 4,750.00 | \$ 5,760.00 |
| Labs | \$ 20,232.00 | \$ 21,155.80 |
| Speaker Fees/Expense (PreCon) | \$ 153,693.87 | \$ 148,826.52 |
| Teleconference | \$ - | \$ - |
| Travel - Speaker (PreCon) | \$ 8,000.00 | \$ 5,500.00 |
| TOTAL EXPENSE - PreCon Program | \$ 571,902.24 | \$ 534,609.07 |
| Community Evangelist - Contractor | | \$ - |
| Management - General (Program) | \$ 53,146.11 | \$ 70,916.33 |
| Management - General (PreCon Program) | \$ 11,911.12 | \$ 6,975.99 |
| TOTAL EXPENSES | \$ 914,174.43 | \$ 882,269.87 |

| | | |
|-------------------|----------------------|----------------------|
| NET INCOME | \$ 360,666.73 | \$ 417,695.65 |
|-------------------|----------------------|----------------------|