

Professional Association for SQL Server

FY2018 Budget

| Department Summary | Budget 2017 | Budget 2018 |
|---------------------------------------|------------------------|------------------------|
| REVENUE | | |
| Corporate Administration - 110 | \$ 11,000.00 | \$ 14,000.00 |
| Information Technology - 111 | \$ 106,480.00 | \$ - |
| Board Support - 112 | \$ - | \$ - |
| Member Services - 114 | \$ 22,500.00 | \$ 4,000.00 |
| Marketing - 115 | \$ - | \$ - |
| Local Groups - 120 | \$ - | \$ - |
| Volunteer Programs & Engagement - 130 | \$ - | \$ - |
| Special Projects - 140 | \$ - | \$ - |
| SQL Saturday - 150 | \$ 38,400.00 | \$ 20,100.00 |
| Virtual Events - 160 | \$ 68,800.00 | \$ 37,775.00 |
| Global Growth - 170 | \$ - | \$ - |
| Sales - 200 | \$ 505,100.00 | \$ 297,850.00 |
| Local Events - 205 | \$ 73,000.00 | \$ 249,025.00 |
| Audience Development - 230 | \$ - | \$ - |
| Educational Content - 235 | \$ - | \$ - |
| Virtual Groups - 240 | \$ 38,000.00 | \$ 28,800.00 |
| Summit - 210 | \$ 6,259,715.17 | \$ 6,094,034.40 |
| Summit Expo - 220 | \$ 1,076,950.00 | \$ 898,375.00 |
| Summit Programs- 250 | \$ 1,299,965.52 | \$ 1,213,794.35 |
| TOTAL REVENUE | \$ 9,499,910.69 | \$ 8,857,753.75 |

| Department Summary | Budget 2017 | Budget 2018 |
|---------------------------------------|------------------------|------------------------|
| EXPENSE | | |
| Corporate Administration - 110 | \$ 2,050,575.11 | \$ 1,939,911.51 |
| Information Technology - 111 | \$ 791,878.64 | \$ 688,695.35 |
| Board Support - 112 | \$ 241,544.63 | \$ 276,057.19 |
| Member Services - 114 | \$ 15,329.09 | \$ - |
| Marketing - 115 | \$ 567,294.79 | \$ 679,770.61 |
| Local Groups - 120 | \$ 110,730.69 | \$ 60,809.93 |
| Volunteer Programs & Engagement - 130 | \$ 11,410.07 | \$ 26,987.16 |
| Special Projects - 140 | \$ 700,510.99 | \$ 676,566.74 |
| SQL Saturday - 150 | \$ 163,895.89 | \$ 119,950.00 |
| Virtual Events - 160 | \$ 33,059.53 | \$ 40,923.19 |
| Global Growth - 170 | \$ 45,502.55 | \$ 18,402.00 |
| Sales - 200 | \$ 467,676.21 | \$ 274,696.62 |
| Local Events - 205 | \$ 52,022.72 | \$ 229,072.22 |
| Audience Development - 230 | \$ - | \$ 9,796.28 |
| Educational Content - 235 | \$ - | \$ 52,030.83 |
| Virtual Groups - 240 | \$ 65,741.68 | \$ 57,240.21 |
| Summit - 210 | \$ 2,666,048.02 | \$ 2,537,512.24 |
| Summit Expo - 220 | \$ 836,552.13 | \$ 629,526.23 |
| Summit Programs- 250 | \$ 882,269.87 | \$ 894,274.21 |
| TOTAL EXPENSE | \$ 9,702,042.62 | \$ 9,212,222.51 |

| | | |
|-------------------|------------------------|------------------------|
| NET INCOME | \$ (202,131.93) | \$ (354,468.75) |
|-------------------|------------------------|------------------------|

Professional Association for SQL Server

Departmental FY2018 Budget

Corporate Administration - 110

Budget 2017

Budget 2018

REVENUE

| | | |
|--------------------------|---------------------|---------------------|
| Interest - Miscellaneous | \$ 11,000.00 | \$ 14,000.00 |
| TOTAL REVENUE | \$ 11,000.00 | \$ 14,000.00 |

EXPENSE

| | | |
|---------------------------------|------------------------|------------------------|
| Accounting - General | \$ 5,000.00 | \$ 5,000.00 |
| Annual Report | \$ 37.00 | \$ 37.00 |
| Audit | \$ 25,000.00 | \$ 25,000.00 |
| Authorize.Net Fees | \$ 1,000.00 | \$ 950.00 |
| Bank Charges | \$ 9,000.00 | \$ 10,000.00 |
| Insurance | \$ 6,500.00 | \$ 6,500.00 |
| Legal | \$ 15,000.00 | \$ 10,000.00 |
| Management - Incentive | \$ 163,683.71 | \$ 152,554.75 |
| Management & Overhead | \$ 1,080,627.00 | \$ 1,150,101.21 |
| Misc. Expense - Contract Vendor | \$ 2,400.00 | \$ - |
| Office Supplies | \$ 250.00 | \$ 250.00 |
| Postage/Shipping | \$ 12,500.00 | \$ 11,000.00 |
| Printing | \$ 500.00 | \$ 1,500.00 |
| Site Inspection - Summit | \$ 15,030.00 | \$ 8,845.00 |
| Management - Administration | \$ 404,617.21 | \$ 290,781.36 |
| Management - Finance | \$ 95,500.90 | \$ 92,116.55 |
| Management - Governance | \$ 16,367.60 | \$ 27,027.65 |
| Management - Miscellaneous | \$ 53,372.39 | \$ 3,174.91 |
| Management - Reporting | \$ 129,249.29 | \$ - |
| Management - Registration | \$ - | \$ 118,504.82 |
| Teleconference | \$ 100.00 | \$ 100.00 |
| Training/Educational/Networking | \$ 3,000.00 | \$ 3,000.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 9,680.00 | \$ 17,450.26 |
| Travel - Misc. (Meals) | \$ 2,160.00 | \$ 6,018.00 |
| TOTAL EXPENSE | \$ 2,050,575.11 | \$ 1,939,911.51 |

NET INCOME

\$ (2,039,575.11) \$ (1,925,911.51)

Professional Association for SQL Server

Departmental FY2018 Budget

Information Technology - 111

Budget 2017

Budget 2018

REVENUE

| | | |
|--------------------------------------|----------------------|-------------|
| Sponsorship - MS Technology Platform | \$ 96,480.00 | \$ - |
| Sponsorship - MS IOT | \$ 10,000.00 | \$ - |
| TOTAL REVENUE | \$ 106,480.00 | \$ - |

EXPENSE

| | | |
|--------------------------------------|----------------------|----------------------|
| Computer Software/Equipment | \$ 7,000.00 | \$ 7,000.00 |
| IT - VG/VE Platform | \$ 40,734.00 | \$ 36,000.00 |
| IT - WorkFront | \$ 28,000.00 | \$ 24,960.00 |
| IT - Domain Registration | \$ 3,000.00 | \$ 3,000.00 |
| IT - DNN Modules | \$ 1,500.00 | \$ 1,000.00 |
| IT - Marketing Tool | \$ 43,000.00 | \$ 35,600.00 |
| IT - Guidebook | \$ 23,000.00 | \$ 23,000.00 |
| IT- Office 365 | \$ 54,480.00 | \$ 33,360.00 |
| IT - Hosting | \$ 42,000.00 | \$ 60,000.00 |
| IT - Governance | \$ 5,000.00 | \$ 5,000.00 |
| IT - Community Emails | \$ 2,400.00 | \$ 2,400.00 |
| IT - Third Party Tools | \$ 3,000.00 | \$ 6,000.00 |
| IT - Salesforce | \$ 18,534.40 | \$ 8,016.96 |
| Management - IT (General) | \$ 152,825.17 | \$ 104,185.33 |
| Management - IT (Help Desk) | \$ 68,547.43 | \$ 73,879.45 |
| Management - IT (Portfolio Projects) | \$ 164,576.00 | \$ 134,275.48 |
| Management - IT (SQLSaturday) | \$ 30,645.11 | \$ 33,978.36 |
| Management - IT (Summit) | \$ 19,886.12 | \$ 10,120.09 |
| Management - IT (Local Events) | \$ - | \$ 7,126.50 |
| Management - IT (Infrastructure) | \$ 41,625.42 | \$ 39,908.51 |
| Management - IT (Virtual Events) | \$ - | \$ 7,759.67 |
| IT - Consultants | \$ 35,000.00 | \$ 25,000.00 |
| Teleconference | \$ 125.00 | \$ 125.00 |
| Training/Educational/Networking | \$ 7,000.00 | \$ 7,000.00 |
| TOTAL EXPENSE | \$ 791,878.64 | \$ 688,695.35 |

NET INCOME

\$ (685,398.64) \$ (688,695.35)

Professional Association for SQL Server

Departmental FY2018 Budget

Board Support - 112

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|--|----------------------|----------------------|
| Audio/Visual | \$ 9,013.48 | \$ 8,527.47 |
| Awards/Prizes - Misc. | \$ 2,000.00 | \$ 1,180.00 |
| Governance | \$ 1,000.00 | \$ 2,000.00 |
| President Discretionary | \$ 1,000.00 | \$ 1,000.00 |
| Shirts - Board | \$ 1,824.00 | \$ 1,466.96 |
| Management - General | \$ 99,830.68 | \$ 137,851.72 |
| Telephone - PASS | \$ 2,000.00 | \$ 250.00 |
| Teleconference | \$ 500.00 | \$ 250.00 |
| Travel Summit - Leadership (Air/Land) | \$ 7,535.00 | \$ 7,500.00 |
| Travel Summit - Leadership Global (Air/Land) | \$ 1,235.00 | \$ 2,700.00 |
| Travel Summit - Leadership (Hotel) | \$ 14,357.83 | \$ 14,662.90 |
| Travel Summit - Leadership (Meals) | \$ 1,550.00 | \$ 800.00 |
| Travel Board Meetings - (Air/Land) | \$ 18,500.00 | \$ 18,000.00 |
| Travel Board Meetings - Global (Air/Land) | \$ 6,200.00 | \$ 6,400.00 |
| Travel Board Meeting - (Hotels) | \$ 33,605.28 | \$ 32,582.15 |
| Travel Board Meetings - (Meals) | \$ 23,393.36 | \$ 23,998.67 |
| Travel Misc. - Leadership (Air/Land) | \$ 5,440.00 | \$ 5,344.00 |
| Travel Misc. - Leadership (Hotel) | \$ 4,800.00 | \$ 3,020.15 |
| Travel Misc. - Leadership (Meals) | \$ 2,160.00 | \$ 1,836.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 4,520.00 | \$ 5,182.67 |
| Travel - Misc. (Meals) | \$ 1,080.00 | \$ 1,504.50 |
| TOTAL EXPENSE | \$ 241,544.63 | \$ 276,057.19 |

NET INCOME

\$ (241,544.63)

\$ (276,057.19)

Professional Association for SQL Server

Departmental FY2018 Budget

Member Services - 114

Budget 2017

Budget 2018

REVENUE

| | | |
|----------------------|---------------------|--------------------|
| Job Target | \$ 2,500.00 | \$ 4,000.00 |
| Job Bank - Revenue | \$ 20,000.00 | \$ - |
| TOTAL REVENUE | \$ 22,500.00 | \$ 4,000.00 |

EXPENSE

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

| | | |
|-------------------|--------------------|--------------------|
| NET INCOME | \$ 7,170.91 | \$ 4,000.00 |
|-------------------|--------------------|--------------------|

Professional Association for SQL Server

Departmental FY2018 Budget

General Marketing - 115

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|--|--------------|--------------|
| Design/Graphic - Local Events | \$ 7,000.00 | \$ 8,020.00 |
| Design/Graphic - BA Marathon | \$ 1,000.00 | \$ - |
| Design/Graphic - Chapters | \$ 500.00 | \$ - |
| Design/Graphic - General | \$ 30,000.00 | \$ 11,000.00 |
| Design/Graphic - Board | \$ 5,000.00 | \$ 1,000.00 |
| Design/Graphic - Sales Summit | \$ 7,500.00 | \$ 3,240.00 |
| Design/Graphic - Sales 365 | \$ - | \$ 2,200.00 |
| Design/Graphic - SQLSaturday NA | \$ 5,000.00 | \$ 3,200.00 |
| Design/Graphic - Summit | \$ 20,000.00 | \$ 26,500.00 |
| Design/Graphic - Virtual Chapters | \$ 2,000.00 | \$ - |
| Design/Graphic - Virtual Events | \$ 1,000.00 | \$ 3,120.00 |
| Design/Graphic - Trade Outs & Spons | \$ - | \$ 1,450.00 |
| Marketing - Advertising - Virtual Events | \$ 1,500.00 | \$ 2,000.00 |
| Marketing - Advertising - BA Marath | \$ 1,500.00 | \$ - |
| Marketing - Advertising - Local Events | \$ 20,000.00 | \$ 24,650.00 |
| Marketing - Advertising - General | \$ 25,000.00 | \$ 20,000.00 |
| Marketing - Advertising - Summit | \$ 25,000.00 | \$ 45,734.03 |
| Marketing - Advertising - Sales | \$ - | \$ 6,000.00 |
| Marketing - Virtual Events | \$ 5,000.00 | \$ - |
| Marketing - General | \$ 16,000.00 | \$ 8,000.00 |
| Marketing - Special Projects | \$ 5,000.00 | \$ 6,250.00 |
| Marketing - Summit | \$ - | \$ - |
| Marketing - Local Events | \$ - | \$ - |
| Multi Media - Governance | \$ 5,000.00 | \$ - |
| Multi Media - Local Events | \$ - | \$ - |
| Multi Media - Summit | \$ 17,500.00 | \$ 17,052.50 |
| Multi-Media - General | \$ - | \$ 9,517.50 |
| Promotional Incentives - Local Events | \$ 2,500.00 | \$ 7,500.00 |
| Promotional Incentives - Community | \$ 2,000.00 | \$ 5,000.00 |
| Promotional Incentives - SQLSaturday NA | \$ 7,000.00 | \$ - |
| Promotional Incentives - Summit | \$ 4,500.00 | \$ 10,986.08 |
| Promotional Incentives - PASS | \$ - | \$ 9,345.00 |
| Sponsorship of Events | \$ - | \$ 18,070.00 |
| Tradeouts | \$ - | \$ 8,943.04 |
| Management- Marketing (Administration) | \$ 6,572.72 | \$ 54,069.43 |

| | | |
|---|----------------------|----------------------|
| Management- Marketing (Local Evts) | \$ 61,629.43 | \$ 38,269.06 |
| Management - Marketing (General) | \$ 152,561.28 | \$ 129,299.25 |
| Management - Marketing (Global) | \$ 17,656.08 | \$ 1,049.43 |
| Management - Marketing (Sales) | \$ 5,246.22 | \$ 54,719.53 |
| Management - Marketing (Summit) | \$ 90,575.60 | \$ 101,413.05 |
| Management - Marketing (Virtual Events) | \$ - | \$ 34,272.70 |
| Management - Marketing (BAC) | \$ 3,663.22 | \$ - |
| Management - Marketing (Community) | \$ 3,890.25 | \$ - |
| Teleconference | \$ 350.00 | \$ - |
| Training/Education/Networking | \$ 5,000.00 | \$ 5,000.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 3,250.00 | \$ 2,000.00 |
| Travel - Misc. (Meals) | \$ 400.00 | \$ 900.00 |
| TOTAL EXPENSE | \$ 567,294.79 | \$ 679,770.61 |

| | | |
|-------------------|------------------------|------------------------|
| NET INCOME | \$ (567,294.79) | \$ (679,770.61) |
|-------------------|------------------------|------------------------|

Professional Association for SQL Server

Departmental FY2018 Budget

Local Groups - 120

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|-----------------------------------|----------------------|---------------------|
| Awards/Prizes/Gifts | \$ 500.00 | \$ 300.00 |
| Chapter leader Meeting - Summit | \$ 1,542.92 | \$ 1,990.51 |
| Community Evangelist - Contractor | \$ - | \$ 3,100.00 |
| Incentives - Summit Registrations | \$ 15,000.00 | \$ 19,250.00 |
| Regional Mentor Meeting - Summit | \$ 311.71 | \$ 313.14 |
| Management - General | \$ 93,376.06 | \$ 35,856.29 |
| TOTAL EXPENSE | \$ 110,730.69 | \$ 60,809.93 |

NET INCOME

\$ (110,730.69) \$ (60,809.93)

Professional Association for SQL Server

Departmental FY2018 Budget

Volunteer Programs & Engagement - 130

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|-------------------------|---------------------|---------------------|
| Awards/Prizes - Misc. | \$ 350.00 | \$ 300.00 |
| Volunteer Incentives | \$ 1,458.24 | \$ 1,527.49 |
| Management - General | \$ 1,850.37 | \$ 16,005.61 |
| Printing | \$ - | \$ 250.00 |
| Volunteer Evening Event | \$ 7,751.46 | \$ 8,904.06 |
| TOTAL EXPENSE | \$ 11,410.07 | \$ 26,987.16 |

NET INCOME

\$ (11,410.07) \$ (26,987.16)

Professional Association for SQL Server

Departmental FY2018 Budget

Special Projects - 140

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|------------------------------------|----------------------|----------------------|
| Management - General | \$ 83,697.98 | \$ 87,852.35 |
| Management - General (Contingency) | \$ 615,313.01 | \$ 583,464.38 |
| Projects R&D | \$ - | \$ 2,750.00 |
| Training/Education/Networking | \$ 1,500.00 | \$ 2,500.00 |
| TOTAL EXPENSE | \$ 700,510.99 | \$ 676,566.74 |

NET INCOME

| | |
|------------------------|------------------------|
| \$ (700,510.99) | \$ (676,566.74) |
|------------------------|------------------------|

Professional Association for SQL Server

Departmental FY2018 Budget

SQLSaturday - 150

Budget 2017

Budget 2018

REVENUE

| | | |
|---------------------------|---------------------|---------------------|
| Advertising - Web General | \$ 33,000.00 | \$ 12,000.00 |
| Advertising - Web GAP | \$ 5,400.00 | \$ 8,100.00 |
| TOTAL REVENUE | \$ 38,400.00 | \$ 20,100.00 |

EXPENSE

| | | |
|---|----------------------|----------------------|
| Community Evangelist - Contractor | \$ 77,836.36 | \$ 52,700.00 |
| Ad Serving Fees | \$ 11,520.00 | \$ 6,030.00 |
| Sales Commission - General | \$ 3,300.00 | \$ 1,200.00 |
| Sales Commission - GAP | \$ 135.00 | \$ 202.50 |
| Regional Mentor -TE | \$ 3,500.00 | \$ 3,500.00 |
| SQLSaturday Sponsorship | \$ 19,750.00 | \$ 12,500.00 |
| SQLSaturday Sponsorship - International | \$ 17,750.00 | \$ 12,500.00 |
| SQLSaturday Round Table - Summit | \$ 1,542.92 | \$ 1,549.95 |
| Management - General | \$ 9,555.03 | \$ 17,735.54 |
| Management - SQLSaturday Global | \$ 6,218.93 | \$ - |
| Management - SQLSaturday North America | \$ 3,687.66 | \$ - |
| Teleconference | \$ 100.00 | \$ - |
| Travel - CE - USA/Canada | \$ 2,000.00 | \$ 5,000.00 |
| Travel - CE - Global | \$ 7,000.00 | \$ 7,000.00 |
| Raffle Giveaways | \$ - | \$ 32.00 |
| TOTAL EXPENSE | \$ 163,895.89 | \$ 119,950.00 |

NET INCOME

\$ (125,495.89)

\$ (99,850.00)

Professional Association for SQL Server

Departmental FY2018 Budget

Virtual Events - 160

Budget 2017

Budget 2018

REVENUE

| | | |
|--------------------------------------|---------------------|---------------------|
| Sponsorship - MS 24 Hours of PASS | \$ 18,000.00 | \$ - |
| Sponsorship - 24 Hours of PASS | \$ 22,500.00 | \$ 9,675.00 |
| Sponsorship - 24 Hours of PASS (GAP) | \$ 17,550.00 | \$ 17,550.00 |
| Sponsorship - MS BA Marathon | \$ 5,000.00 | \$ - |
| Sponsorship - BA Marathon | \$ 3,500.00 | \$ 6,500.00 |
| Sponsorship - BA Marathon (GAP) | \$ 2,250.00 | \$ 4,050.00 |
| TOTAL REVENUE | \$ 68,800.00 | \$ 37,775.00 |

EXPENSE

| | | |
|--------------------------------------|---------------------|---------------------|
| Sales Commission - General | \$ 2,600.00 | \$ 1,617.50 |
| Sales Commission - GAP | \$ 495.00 | \$ 540.00 |
| Management - Virtual Events | \$ 27,433.67 | \$ 37,616.25 |
| Management - Virtual Events (Global) | \$ 2,530.86 | \$ 1,049.43 |
| Sponsor/Exhibitor Expense | \$ - | \$ 100.00 |
| TOTAL EXPENSE | \$ 33,059.53 | \$ 40,923.19 |

NET INCOME

\$ 35,740.47 \$ (3,148.19)

Professional Association for SQL Server

Departmental FY2018 Budget

Global Growth - 170

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|-----------------------------------|---------------------|---------------------|
| Community Evangelist - Contractor | \$ 4,324.24 | \$ - |
| Legal Consultant | \$ 15,000.00 | \$ 5,000.00 |
| Management - General | \$ 14,828.31 | \$ 13,402.00 |
| Teleconference | \$ 550.00 | \$ - |
| Travel - Misc. (Air/Land/Hotel) | \$ 9,000.00 | \$ - |
| Travel - Misc. (Meals) | \$ 1,800.00 | \$ - |
| TOTAL EXPENSE | \$ 45,502.55 | \$ 18,402.00 |

NET INCOME

\$ (45,502.55) \$ (18,402.00)

Professional Association for SQL Server

Departmental FY2018 Budget

Sales - 200

Budget 2017

Budget 2018

REVENUE

| | | |
|--|----------------------|----------------------|
| Advertising - Web General | \$ 77,000.00 | \$ 28,000.00 |
| Advertising - Web GAP | \$ 18,900.00 | \$ 18,900.00 |
| Advertising - Sponsored Mailing General | \$ 67,500.00 | \$ 33,750.00 |
| Advertising - Sponsored Mailing GAP | \$ 67,500.00 | \$ 48,600.00 |
| Advertising - Sponsored Mailing Microsoft | \$ 9,000.00 | \$ - |
| Advertising - Sponsored Mailing BA Insights General | \$ 24,000.00 | \$ 15,000.00 |
| Advertising - Sponsored Mailing BA Insights GAP | \$ 10,800.00 | \$ 5,400.00 |
| Advertising - Newsletter Sponsorship General | \$ 7,000.00 | \$ 6,500.00 |
| Advertising - Newsletter Sponsorship GAP | \$ 6,300.00 | \$ 8,775.00 |
| Advertising - BA INSIGHTS Newsletter Sponsorship General | \$ 1,250.00 | \$ 2,250.00 |
| Advertising - BA INSIGHTS Newsletter Sponsorship GAP | \$ 900.00 | \$ 1,125.00 |
| Advertising - Remarketing - General | \$ 67,500.00 | \$ 21,000.00 |
| Advertising - Remarketing - GAP | \$ 72,450.00 | \$ 53,550.00 |
| Membership Dues - GAP | \$ 75,000.00 | \$ 55,000.00 |
| TOTAL REVENUE | \$ 505,100.00 | \$ 297,850.00 |

EXPENSE

| | | |
|-------------------------------------|----------------------|----------------------|
| Ad Serving Fees | \$ 28,770.00 | \$ 14,070.00 |
| Advertising - Remarketing Fees | \$ 90,967.50 | \$ 26,092.50 |
| Incentive - Director of Sales | \$ 30,000.00 | \$ 30,000.00 |
| Promotional Incentives - Sales | \$ 2,916.48 | \$ 2,036.66 |
| Sales Commission - General | \$ 24,425.00 | \$ 10,650.00 |
| Sales Commission - GAP | \$ 6,296.25 | \$ 4,783.75 |
| Sales Tools | \$ 4,320.00 | \$ 2,520.00 |
| Sponsor awards/F&B for meetings | \$ 4,100.00 | \$ 2,000.00 |
| Sales Contractor - General | \$ 25,868.28 | \$ - |
| Sales Contractor - Summit | \$ 46,224.36 | \$ - |
| Sales Contractor - Virtual Chapters | \$ 3,892.68 | \$ - |
| Sales Contractor - Virtual Events | \$ 3,892.68 | \$ - |
| Management - General | \$ 141,480.40 | \$ 125,400.21 |
| Management - Global Alliance | \$ 45,222.59 | \$ 49,800.18 |
| Teleconference | \$ 350.00 | \$ 375.00 |
| Training/Educational/Networking | \$ 6,000.00 | \$ 3,000.00 |
| Partnership - Comps | \$ - | \$ 1,018.33 |
| Travel - Misc. (Air/Land/Hotel) | \$ 2,500.00 | \$ 2,500.00 |
| Travel - Misc. (Meals) | \$ 450.00 | \$ 450.00 |
| TOTAL EXPENSE | \$ 467,676.21 | \$ 274,696.62 |

NET INCOME

\$ 37,423.79

\$ 23,153.38

Professional Association for SQL Server

Departmental FY2018 Budget

Local Events - 205

Budget 2017

Budget 2018

REVENUE

| | | |
|--------------------------------|---------------------|----------------------|
| Registration - BA - Days | \$ 70,000.00 | \$ 165,410.00 |
| Registration - Developer - LEM | \$ - | \$ 72,590.00 |
| Sponsorship - Developer - LEM | \$ - | \$ 4,500.00 |
| Sponsorship - BA DAY | \$ - | \$ 4,500.00 |
| Sponsorship - BA DAY (GAP) | \$ 3,000.00 | \$ 2,025.00 |
| TOTAL REVENUE | \$ 73,000.00 | \$ 249,025.00 |

EXPENSE

| | | |
|---------------------------------|---------------------|----------------------|
| Management - General | \$ 52,022.72 | \$ 67,789.91 |
| Credit Card Fees | \$ - | \$ 7,140.00 |
| Sales Commission - General | \$ - | \$ 900.00 |
| Sales Commission - GAP | \$ - | \$ 50.63 |
| F&B (Paid Delegate) | \$ - | \$ 75,095.69 |
| Insurance | \$ - | \$ 2,300.00 |
| Office Supplies | \$ - | \$ 250.00 |
| Printing | \$ - | \$ 7,700.00 |
| Registration Fees | \$ - | \$ 6,346.00 |
| Registration Staff - Badges | \$ - | \$ 2,200.00 |
| Speaker Fees (PreCon) | \$ - | \$ 42,200.00 |
| Sponsor/Exhibitor Expense | \$ - | \$ 2,350.00 |
| Telephone - PASS | \$ - | \$ 500.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ - | \$ 10,250.00 |
| Travel - Misc. (Meals) | \$ - | \$ 4,000.00 |
| TOTAL EXPENSE | \$ 52,022.72 | \$ 229,072.22 |

NET INCOME

\$ 20,977.28

\$ 19,952.78

Professional Association for SQL Server

Departmental FY2018 Budget

Audience Development - 230

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|----------------------|-------------|--------------------|
| Management - General | \$ - | \$ 9,796.28 |
| TOTAL EXPENSE | \$ - | \$ 9,796.28 |

NET INCOME

\$ - \$ (9,796.28)

Professional Association for SQL Server

Departmental FY2018 Budget

Educational Content - 235

Budget 2017

Budget 2018

REVENUE

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

EXPENSE

| | | |
|----------------------|-------------|---------------------|
| Management - General | \$ - | \$ 12,530.83 |
| Consultant - General | \$ - | \$ 39,500.00 |
| TOTAL EXPENSE | \$ - | \$ 52,030.83 |

NET INCOME

\$ - \$ (52,030.83)

Professional Association for SQL Server

Departmental FY2018 Budget

Virtual Chapters - 240

Budget 2017

Budget 2018

REVENUE

| | | |
|--|---------------------|---------------------|
| Virtual Groups Sponsorship | \$ 28,000.00 | \$ 18,000.00 |
| Virtual Groups Sponsorship - Global Alliance | \$ 10,000.00 | \$ 10,800.00 |
| TOTAL REVENUE | \$ 38,000.00 | \$ 28,800.00 |

EXPENSE

| | | |
|---|---------------------|---------------------|
| Awards/Prizes/Gifts | \$ 1,000.00 | \$ 500.00 |
| VG Incentive Program | \$ 7,610.79 | \$ 5,091.65 |
| Community Evangelist - Contractor | \$ - | \$ 3,100.00 |
| Sales Commission - General | \$ - | \$ 1,800.00 |
| Sales Commission - GAP | \$ - | \$ 270.00 |
| Shirts (Summit) | \$ 900.00 | \$ 800.00 |
| Sponsorship - VC Share | \$ 14,060.00 | \$ 10,656.00 |
| Management - General | \$ 34,457.56 | \$ 30,716.03 |
| Management - VC (Sponsorship Maintenance) | \$ 4,351.62 | \$ 3,950.82 |
| VC Meeting - Summit | \$ 311.71 | \$ 355.72 |
| VC Sponsorship - Management | \$ 3,050.00 | \$ - |
| TOTAL EXPENSE | \$ 65,741.68 | \$ 57,240.21 |

NET INCOME

\$ (27,741.68) \$ (28,440.21)

Professional Association for SQL Server

Departmental FY2018 Budget

Community Summit - 210

Budget 2017

Budget 2018

REVENUE

| | | |
|-------------------------------------|------------------------|------------------------|
| Commission - Summit Book Store | \$ 300.00 | \$ - |
| Hotel Commission | \$ 103,967.40 | \$ 141,253.00 |
| Hotel Rebate | \$ 51,357.70 | \$ 61,893.00 |
| PASS Store Royalty | \$ 6,476.00 | \$ 3,395.00 |
| Sponsorship - MS Appreciation Event | \$ 75,000.00 | \$ - |
| Sponsorship - MS IOT | \$ 87,737.15 | \$ - |
| Registration - MS | \$ 129,500.00 | \$ - |
| Registration - Summit | \$ 5,716,051.92 | \$ 5,200,036.40 |
| Registration - Summit (Bundle) | \$ - | \$ 602,847.00 |
| Registration - One Day | \$ 83,475.00 | \$ 78,760.00 |
| Sponsorship WIT Lunch | \$ 5,850.00 | \$ 5,850.00 |
| TOTAL REVENUE | \$ 6,259,715.17 | \$ 6,094,034.40 |

EXPENSE

| | | |
|-----------------------------------|-----------------|-----------------|
| ADA Requirements | \$ 13,672.37 | \$ 7,500.00 |
| Anti Harassment Policy | \$ - | \$ 2,182.60 |
| ASCAP License Fees | \$ - | \$ 732.00 |
| Audio/Visual | \$ 116,067.14 | \$ 116,485.14 |
| Bag Stuffing Labour & Supplies | \$ 5,093.60 | \$ 4,178.45 |
| Computer Rental | \$ 14,261.69 | \$ 5,038.04 |
| Community Evangelist - Contractor | \$ 4,324.24 | \$ - |
| Credit Card Processing | \$ 200,061.82 | \$ 211,151.86 |
| Community Zone and Info Desk | \$ 7,597.70 | \$ 12,205.24 |
| Conv.Center Space Rental Cr F&B | -\$ 85,954.32 | \$ (79,964.54) |
| Conv. Centre Internet Access | \$ 27,998.33 | \$ 31,721.59 |
| Decorator - Show | \$ 63,435.50 | \$ 54,541.95 |
| Delegate Gift | \$ 50,209.50 | \$ 44,263.96 |
| Electrical Charges | \$ 13,217.91 | \$ 13,515.60 |
| Facility Rental | \$ 185,694.20 | \$ 200,791.36 |
| Facility Rental: Discounted Rent | -\$ 68,395.00 | \$ (68,160.00) |
| CVB Cash Concession | -\$ 5,000.00 | \$ (6,000.00) |
| F&B (Board) | \$ 3,192.45 | \$ 3,314.78 |
| F&B (Registration Staff) | \$ 2,813.25 | \$ 2,039.31 |
| F&B (PASS HQ) | \$ 18,388.22 | \$ 17,508.04 |
| F&B (Paid Delegates) | \$ 1,206,063.28 | \$ 1,126,646.20 |
| F&B (Drink Tickets) | \$ 20,135.05 | \$ 19,125.33 |
| F&B (Comps Credit) | -\$ 83,274.43 | \$ (52,963.37) |
| F&B (Water Bubblers) | \$ 10,303.50 | \$ 9,105.82 |

| | | |
|--|------------------------|------------------------|
| F&B (Bartender/Labour) | \$ 3,551.04 | \$ 4,000.00 |
| First Timers Event | \$ 802.77 | \$ 1,104.35 |
| Games Night | \$ - | \$ 3,513.79 |
| Insurance | \$ 20,650.00 | \$ 20,000.00 |
| IOT | \$ 87,737.15 | \$ - |
| Production - Keynote | \$ 207,887.74 | \$ 192,606.06 |
| Office Supplies | \$ 1,500.00 | \$ 500.00 |
| Onsite Labour | \$ 13,086.00 | \$ 23,298.96 |
| PASS Store | \$ 4,455.45 | \$ 3,405.80 |
| PASStv | \$ 30,508.34 | \$ 32,533.07 |
| Postage/Shipping | \$ 2,815.00 | \$ 3,900.00 |
| Power Lounges | \$ 2,959.26 | \$ 6,496.07 |
| Printing - General | \$ 1,000.00 | \$ 625.00 |
| Printing - BOF Lunch | \$ 1,722.52 | \$ 3,841.08 |
| Printing - Program Guide | \$ 10,547.41 | \$ 11,728.47 |
| Production - PRP | \$ 66,975.00 | \$ 69,600.00 |
| Regonline Fees | \$ 8,635.50 | \$ 8,167.50 |
| Registration Staff - Onsite | \$ 53,545.50 | \$ 50,635.00 |
| Registration Staff - Badges | \$ 28,785.00 | \$ 25,084.00 |
| Registration Fees | \$ 47,975.00 | \$ 56,190.00 |
| Registration Staff - Set up fee | \$ 1,750.00 | \$ 1,750.00 |
| Registration Fees - Housing | \$ 19,740.00 | \$ 21,098.00 |
| Registration Staff - Travel (Air/Land/Hotel) | \$ 3,150.00 | \$ 6,300.00 |
| Registration Staff - Travel - Meals | \$ 3,000.00 | \$ 3,124.00 |
| Security | \$ 6,150.00 | \$ 6,650.00 |
| Staff Shirt - Events | \$ 8,732.00 | \$ 10,742.40 |
| Management - General | \$ 173,793.97 | \$ 227,903.91 |
| Appreciation Event - FIXED COST | \$ 75,000.00 | \$ - |
| Teleconference | \$ 60.00 | \$ 200.00 |
| Telephone - PASS | \$ 1,000.00 | \$ 980.00 |
| Travel - Misc. (Air/Land/Hotel) | \$ 45,905.32 | \$ 47,098.59 |
| Travel - Misc. (Meals) | \$ 8,775.00 | \$ 9,940.00 |
| Vests (Staff) | \$ 500.00 | \$ 3,769.48 |
| WIT Lunch | \$ 3,447.04 | \$ 5,767.38 |
| TOTAL EXPENSE | \$ 2,666,048.02 | \$ 2,537,512.24 |

| | | |
|-------------------|------------------------|------------------------|
| NET INCOME | \$ 3,593,667.16 | \$ 3,556,522.16 |
|-------------------|------------------------|------------------------|

Professional Association for SQL Server

Departmental FY2018 Budget

Community Summit Expo - 220

Budget 2017

Budget 2018

REVENUE

| | | |
|------------------------------------|------------------------|----------------------|
| Sponsorship - AMO (Summit) | \$ 146,000.00 | \$ 117,700.00 |
| Sponsorship - AMO GAP (Summit) | \$ 48,850.00 | \$ 52,425.00 |
| Sponsorship - Exhibitor (Summit) | \$ 213,700.00 | \$ 198,900.00 |
| Sponsorship - MS Agreement Summit | \$ 170,000.00 | \$ 70,000.00 |
| Sponsorship - Package (Summit) | \$ 232,000.00 | \$ 238,000.00 |
| Sponsorship - Package GAP (Summit) | \$ 266,400.00 | \$ 221,350.00 |
| TOTAL REVENUE | \$ 1,076,950.00 | \$ 898,375.00 |

EXPENSE

| | | |
|---|----------------------|----------------------|
| AMO Expenses | \$ 55,339.86 | \$ 44,888.12 |
| AMO Expenses - GAP | \$ 21,771.31 | \$ 24,692.19 |
| Audio Visual | \$ 1,551.50 | \$ 1,300.00 |
| Decorator - Show | \$ 24,474.29 | \$ 24,865.99 |
| Electrical Charges | \$ 2,000.00 | \$ 1,467.58 |
| Sales Commission - General | \$ 68,447.50 | \$ 55,460.00 |
| Sales Commission - GAP | \$ - | \$ 6,990.63 |
| F&B (Bartender/Labour) | \$ 6,904.80 | \$ 7,940.52 |
| F&B (Drink Tickets) | \$ 21,329.54 | \$ 20,343.92 |
| F&B (Expo Reception) | \$ 135,556.89 | \$ 134,818.00 |
| Lead Retrieval | \$ 1,578.55 | \$ 3,306.28 |
| MS Sponsorship Expenses | \$ 129,214.96 | \$ 22,686.38 |
| Registration Staff - Set up fee | \$ 1,750.00 | \$ 1,750.00 |
| Regonline Fees | \$ 135.00 | \$ - |
| Security | \$ 4,260.00 | \$ 5,112.00 |
| Sponsor/Exhibitor Expense | \$ 142,471.96 | \$ 125,474.16 |
| Sponsor/Exhibitor Expense - Global Alliance | \$ 101,096.19 | \$ 80,410.54 |
| Management - General | \$ 117,769.78 | \$ 68,019.92 |
| Telephone - PASS | \$ 900.00 | \$ - |
| TOTAL EXPENSE | \$ 836,552.13 | \$ 629,526.23 |

NET INCOME

\$ 240,397.87 \$ 268,848.77

Professional Association for SQL Server

Departmental FY2018 Budget

Summit Programs - 250

Budget 2017

Budget 2018

REVENUE

| | | |
|--------------------------------------|------------------------|------------------------|
| Conference Proceedings (Summit) | \$ 196,292.58 | \$ 185,856.48 |
| Conference Proceedings (Post Summit) | \$ 84,955.50 | \$ 88,019.50 |
| Conference Proceedings (Shipping) | \$ 17,827.44 | \$ 16,733.38 |
| Registration - PreCon (Summit) | \$ 1,000,890.00 | \$ 901,460.00 |
| Registration - PreCon (Vendor) | \$ - | \$ 21,725.00 |
| TOTAL REVENUE | \$ 1,299,965.52 | \$ 1,213,794.35 |

EXPENSE

EXPENSE - Summit Program

| | | |
|--|----------------------|----------------------|
| Speaker Ready Room | \$ 12,594.78 | \$ 9,604.07 |
| Awards/Prizes/Gifts | \$ 4,000.00 | \$ 2,653.66 |
| Consultant - Program | \$ 10,000.00 | \$ - |
| Conference Proceeding (Record Fee) | \$ 91,568.14 | \$ 80,812.60 |
| CSS (Travel/Exp) | \$ 10,000.00 | \$ 2,545.82 |
| Speaker - Keynote | \$ 718.12 | \$ 2,494.87 |
| Program Committee Volunteer Gifts/Awards | \$ 5,000.00 | \$ 3,000.00 |
| Shirts - Speaker | \$ 4,920.00 | \$ 5,114.17 |
| Signage Production & Printing | \$ 3,662.83 | \$ 9,184.61 |
| Session Evaluations | \$ - | \$ 5,420.42 |
| Speaker Gifts (Summit) | \$ 6,600.00 | \$ 6,700.00 |
| Speaker Experience | \$ 500.00 | \$ - |
| Speaker Requests | \$ 438.74 | \$ 1,397.11 |
| Speaker Expense - Community | \$ 53,468.71 | \$ 48,370.64 |
| Speaker Travel | \$ - | \$ 7,000.00 |
| Survey Prizes | \$ 1,200.00 | \$ - |
| USB Fulfillment Fee | \$ 47,269.73 | \$ 51,148.50 |
| USB Shipping Fee | \$ 17,827.44 | \$ 18,239.00 |
| TOTAL EXPENSE - Program | \$ 269,768.48 | \$ 253,685.49 |

| | | |
|---------------------------------------|----------------------|----------------------|
| EXPENSE - PreCon Program | | |
| Audio/Visual (PreCon) | \$ 64,392.05 | \$ 70,785.09 |
| Computer Rental | \$ 5,694.44 | \$ 1,266.16 |
| Convention Center Internet Access | \$ 13,260.35 | \$ 13,633.07 |
| Signage Production & Printing | \$ 710.21 | \$ 848.87 |
| Electrical Charges | \$ 30,982.92 | \$ 33,330.00 |
| F&B (PreCon) | \$ 230,664.95 | \$ 234,767.76 |
| Printing (PreCon) | \$ 7,661.83 | \$ 6,700.78 |
| Security | \$ 5,760.00 | \$ 6,100.00 |
| Labs (Allan Hirt's Lab) | \$ 21,155.80 | \$ 12,639.22 |
| Speaker Fees/Expense (PreCon) | \$ 148,826.52 | \$ 157,868.65 |
| Travel - Speaker (PreCon) | \$ 5,500.00 | \$ 8,000.00 |
| TOTAL EXPENSE - PreCon Program | \$ 534,609.07 | \$ 545,939.60 |
| Management - General (Program) | \$ 70,916.33 | \$ 81,068.87 |
| Management - General (PreCon Program) | \$ 6,975.99 | \$ 13,580.26 |
| TOTAL EXPENSES | \$ 882,269.87 | \$ 894,274.21 |

| | | |
|-------------------|----------------------|----------------------|
| NET INCOME | \$ 417,695.65 | \$ 319,520.14 |
|-------------------|----------------------|----------------------|