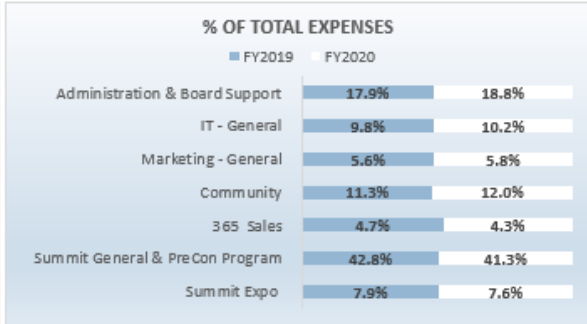
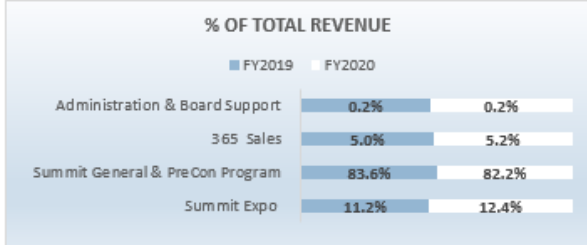
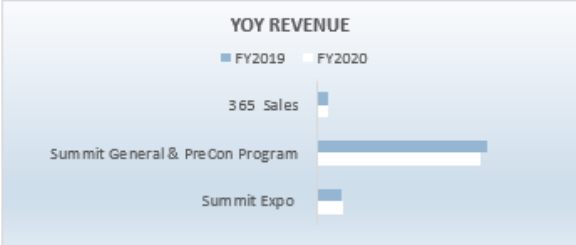
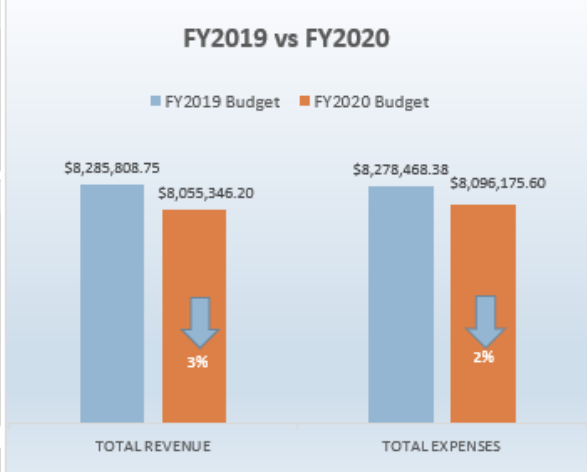


## SUMMARY OF REVENUE AND EXPENSES - FY2019 BUDGET vs FY2020 BUDGET

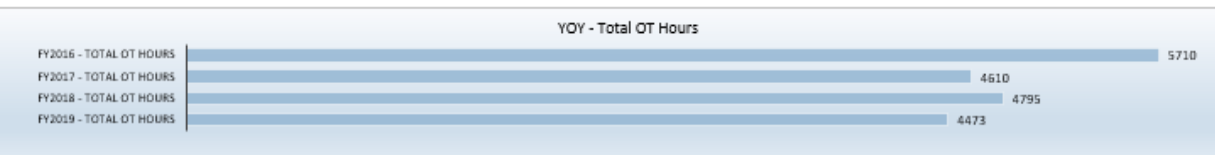
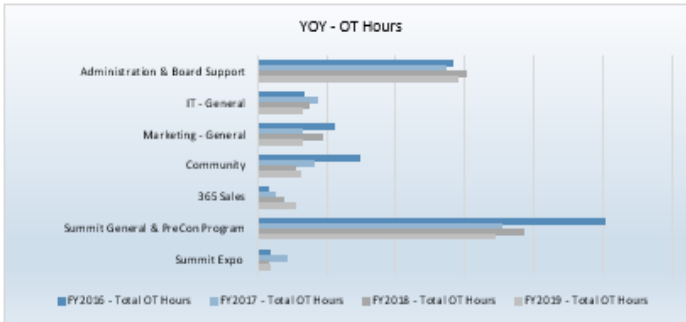
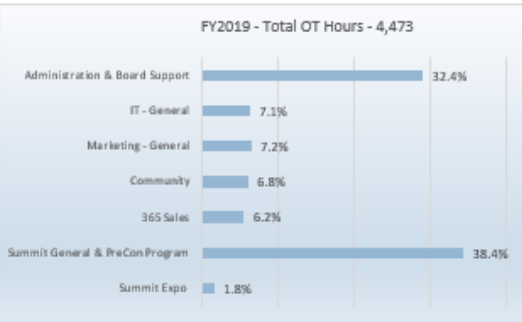
REVENUE SUMMARY		
Account Group	FY2019 Budget	FY2020 Budget
Administration & Board Support	\$16,000.00	\$17,000.00
365 Sales	\$413,147.50	\$416,750.00
Summit General & PreCon Program	\$6,930,398.75	\$6,620,511.12
Summit Expo	\$926,262.50	\$1,001,085.08
<b>TOTAL REVENUE</b>	<b>\$8,285,808.75</b>	<b>\$ 8,055,346.20</b>

EXPENSE SUMMARY		
Account Group	FY2019 Budget	FY2020 Budget
Administration & Board Support	\$1,482,053.33	\$1,519,479.99
IT - General	\$807,293.77	\$826,054.64
Marketing - General	\$462,327.11	\$469,116.73
Community	\$938,459.90	\$974,655.32
365 Sales	\$389,993.52	\$345,263.89
Summit General & PreCon Program	\$3,545,122.68	\$3,344,897.23
Summit Expo	\$653,218.08	\$616,707.79
<b>TOTAL EXPENSES</b>	<b>\$8,278,468.38</b>	<b>\$ 8,096,175.60</b>

<b>NET REVENUE/LOSS</b>	<b>\$7,340.37</b>	<b>-\$40,829.40</b>
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## SUMMARY OF UNBILLED SERVICES PROVIDED BY MANAGEMENT COMPANY



# Frequently Asked Questions (FAQs)

## Fiscal Year 2020 (FY2020) Budget

### How does this budget compare to previous years?

- For FY2015 to FY2018, the PASS Board made the strategic decision to approve investment focused deficit budgets. For further details please refer to the [PASS Blog posted August 2017](#).
- [The FY 2019 PASS Priorities](#) focused on positioning us to expand the value that we offer our members and on balancing the budget. A balanced budget was approved for FY2019, and we are on track to achieve this. The FY2019's financials are currently being audited [as is done every year](#).
- The FY 2020 budget approved a small deficit of \$40,829.39. The deficit is a result of cost increases related to PASS Summit that must be accounted for as well as allowing for opportunities to pursue pilot projects to diversify revenue for PASS.
- Budget FY2020 revenue is up by approximately \$52,000 over FY2019 projected final revenue.
- YOY **budgeted** revenue (-3%) and expenses (-2%) are down. This is due to budgeting conservatively, and against the actuals from Summit 2018, which remain flat YOY.

### How was a budgeted revenue increase for FY2020 of approximately \$52,000 achieved?

- The Board continues to focus on areas where PASS could increase revenues through membership engagement as well as expanding investment opportunities for sponsors, while still maintaining realistic revenue projections.

### What were the primary cuts that were made to support a budget with a minimal deficit?

- One of the largest single cuts was made to Food & Beverage (F&B) for Summit 2019 which amounted to approximately \$63,000.
- Other significant cuts include, but are not limited to:
  1. Reduced complementary PASS Summit registrations and associated costs - \$15,000
  2. June in-person Board meeting and associated administrative costs - \$40,000
  3. Reduced management costs due to Management company covering increased costs for FY2020 - \$128,719
  4. Initiatives not directly aligned to FY2020 priorities - \$20,000

### Why has the Corp Administration – 110 portfolio significantly decreased this year?

- Reduced management costs due to Management company covering increased costs for FY2020 - \$128,719

### Why were Food & Beverage (F&B) costs reduced, and what is the onsite impact going to be for attendees?

- In FY2019 the breakfast [was reduced](#) from a hot breakfast to coffee and pastries. The feedback received on site and in the attendee survey indicated that people were not satisfied with this breakfast, but that it was still one of the least important factors to their overall experience.
- For FY2020, the costs of F&B increased again. Due to this increase, in order to provide breakfast for Summit 2019, that was equivalent to Summit 2018, the costs would have been significantly

more. Given the feedback on breakfast from Summit 2018, the decision was made to remove it rather than increase costs in an unsatisfactory area.

- [Starbucks cards will be provided to all PASS Summit attendees to supplement breakfast needs.](#)

### **What has the trend been for Revenue vs. Expenses for PASS Summit over the last few years?**

- The following outlines Revenue vs. Expenses for PASS Summit over the last three years:
  - **2016:** Gross Revenue under budget by 8.7%, Expenses under budget by 8.4%
  - **2017:** Gross Revenue under budget by 6.5%; Expenses under budget by 2.3%
    - For PASS Summit 2017 attendee costs went up 15% year over year. This increase is due to a variety of factors including operational costs and market pricing. To mitigate this increase in 2018, we reduced F&B costs, as our attendee survey indicated this had the least importance in overall attendee experience.
  - **2018:** Gross Revenue under budget by 4.6%, Expenses under budget by 9.1%

### **Why have Speaker – Keynote expenses increased to \$10,000?**

- In order to expand our options and bring the best possible content to our attendees at PASS Summit the Board approved funds to cover a portion of travel, hotel and/or speaking fees for keynote speakers, if necessary.
- Having recognizable names with significant online followings helps raise the profile of PASS Summit and bring attention to the fact that PASS Summit reaches Data Professionals beyond the traditional DBA.
- This amount was pre-approved in December 2018.

### **Why does the budget show a decrease in PASS Summit USB costs?**

- Due to vendor changes and streamlined processes, the fulfillment fees have been reduced. The sales of USBs are projected to be stable year over year from FY2019.
- Any savings have been reinvested into the PASS budget to minimize the deficit.

### **What is 365 Sales?**

- Revenue generated outside of PASS Summit Expo Sales:
  - Advertising - Web
  - Sponsored Mailings
  - Sponsored Newsletter
  - Digital Remarketing
  - Dues or fees from various partner programs:
    - Affiliate Program
    - Insider Program
    - Knowledge Partner Program
    - Global Alliance Partner Program
  - Virtual Event Sponsorship
  - Virtual Group Sponsorship

### **What is the primary revenue generator for PASS?**

- PASS Summit - which generates 95% of the total annual revenue – 83% coming from registration and 12% coming from sponsorship.

**Some of the Management fee line items have increased Year-Over-Year (YOY) while others have decreased. What causes this fluctuation? What is the impact on the annual Management fees?**

- The fluctuation within the individual portfolios is due to the reallocation of staff resources across all portfolios. There are many reasons for reallocating hours from one portfolio to another, below are just a few examples:
  - Increased efficiencies within a portfolio – less resources required
  - New initiatives – additional resources required for a portfolio
  - Change in focus – resources no longer required
  - Older portfolios slowly being retired or infused into another portfolio
- The total annual Management fee for FY2020 remains flat YOY

**Educational Content – 235 is showing a decrease in Management – General, why is this?**

- This decrease is primarily due to the reallocation of time versus the reduction of resources overall.
- Bringing certain resources in house, and not anticipating significant changes in the overarching direction of educational content for FY2020 has resulted in the reallocation of some hours from this portfolio.

**Why is there a negative line for Management Incentive?**

- Management costs for FY2020 have increased by \$128,719. In the spirit of Christianson & Company's (C&C) long term partnership with PASS, C&C has off-set the additional costs by deducting it from the Management Incentive Bonus. This ensures that the increased costs (for this year) do not put the PASS budget into a further deficit.
- As a result of this deduction, the Management company fees remain flat YOY from FY2017 to FY2020.

**Information Tech -111 has gone up, why?**

- **Management IT costs have increased due to** a shift in staffing costs between portfolios, not a net increase. For example, the Educational Content – 235 portfolio is showing a decrease in management fees.
- IT – Third Party Tools increased due to amalgamating 2 accounts together and needing to account for previous years' sponsored tools

**In the Community Summit - 210 Portfolio there is a decrease of \$324,138.06 in revenue for FY2020 YOY. A key factor in PASS's priorities was driving revenue to paid events, why is there a budgeted decrease?**

- Each year, we undertake a detailed forecasting exercise where we evaluate historical performance, attendee trends, new competitors, and changes in the market. This year, we are seeing the continued trend requiring data professionals to expand their skill set, plus a proliferation of data conferences and conflicting dates. Thus, the pool of attendees is being

spread across more competitive events than ever before. Additionally, while budgeted revenue is down, expenses have also been cut to offset this decrease in revenue.

- The budgeted net income for Summit 2019 is up 5.35% (\$198,000) over Summit 2018 actuals.

### **What is the Special Projects - 140 portfolio and why does the Management - General line item appear to be so large?**

- We allocate budgeted time to this portfolio to work on new initiatives and projects throughout the year.
- \$20,000 has been budgeted to this portfolio to pursue pilot projects to support the diversification of revenue, which is important in a landscape shifting away from onsite conference attendance.
- We allocate a % of staff time to this portfolio as a placeholder for additional time required by other portfolios. This happens when the budgeted resources are not sufficient to carry out the task at hand. As the year progresses PASS's actual financials reflect the transfer of these dollars from the Special Projects portfolio to the portfolio actually using the resources.

### **Why has Site Inspection – Summit under Corporate Administration – 110 increased?**

- There are necessary costs associated with location site visits for PASS Summit. Last year's actuals were 40% higher than budgeted. In order to ensure accurate budgeting the FY2020, budget was increased accordingly.

### **Why has Marketing – General under Marketing 115 has increased by \$30,000?**

- This has increased to support new initiatives in FY2020 and among other things, to support improved engagement on PASS.org and PASStv.
- While this line item has increased, the total expenses for the Marketing – 115 portfolio have only increased by \$6,539 over budgeted FY2019 expenses

### **Why are the totals in the Summary Budget different than the totals in Portfolio Summary (detailed budget)?**

- There have been Account Groups created for the Summary Budget which consist of various costs from across all the Portfolios. By creating these groups, we have provided a quick visual of where the revenue comes from and where the dollars are being spent. The Portfolio Summary (detailed budget) is based on the individual portfolios and where the dollars have been budgeted.
  - For example – Marketing cost for Summit are budgeted in the Marketing Portfolio but are a cost for the annual Summit. These costs are included in Account Group "Summit General & PreCon Program" whereas they remain in the Marketing Portfolio in the Portfolio Summary (detailed budget).

### **What do the Summary of Unbilled Services graphs represent?**

- Each year the Management company (C&C) works additional overtime (OT) hours which are not billed to PASS. These charts outline the hours and where the organization benefited from these hours.
- The average annual hours for one person is 2,080

- Based on 4,473 additional OT hours provided from the management company, PASS is receiving an additional 2.2 full time positions at no additional charge to the association.
- It is important for the community to understand the amount of time required to run the PASS organization. The cost of the annual management contract does not increase due to these additional hours. If the time comes and additional resources are required, these hours can help justify the need.

**Professional Association for SQL Server**

**FY2020 Budget**

<b>Department Summary</b>	<b>Budget 2019</b>	<b>Budget 2020 - Approved</b>
<b>REVENUE</b>		
Corporate Administration - 110	\$ 12,000.00	\$ 14,500.00
Information Technology - 111	\$ -	\$ -
Board Support - 112	\$ -	\$ -
Member Services - 114	\$ 4,000.00	\$ 2,500.00
Marketing - 115	\$ -	\$ -
Local Groups - 120	\$ 5,400.00	\$ -
Volunteer Support - 130	\$ -	\$ -
Special Projects - 140	\$ -	\$ -
SQL Saturday - 150	\$ 15,000.00	\$ -
Virtual Events - 160	\$ 43,437.50	\$ 52,250.00
Global Growth - 170	\$ -	\$ -
Sales - 200	\$ 314,910.00	\$ 330,100.00
Audience Development - 230	\$ -	\$ -
Educational Content - 235	\$ -	\$ -
Virtual Groups - 240	\$ 34,400.00	\$ 34,400.00
Summit - 210	\$ 5,633,145.86	\$ 5,309,007.80
Summit Expo - 220	\$ 926,262.50	\$ 1,001,085.08
Summit Programs- 250	\$ 1,297,252.89	\$ 1,311,503.32
<b>TOTAL REVENUE</b>	<b>\$ 8,285,808.75</b>	<b>\$ 8,055,346.20</b>

<b>Department Summary</b>	<b>Budget 2019</b>	<b>Budget 2020 - Approved</b>
<b>EXPENSE</b>		
Corporate Administration - 110	\$ 2,052,946.35	\$ 1,925,519.99
Information Technology - 111	\$ 525,884.83	\$ 588,198.06
Board Support - 112	\$ 224,428.69	\$ 262,985.38
Member Services - 114	\$ -	\$ -
Marketing - 115	\$ 543,525.41	\$ 550,064.39
Local Groups - 120	\$ 60,248.97	\$ 43,370.60
Volunteer Support - 130	\$ 16,314.46	\$ 19,719.96
Special Projects - 140	\$ 668,610.34	\$ 838,152.15
SQL Saturday - 150	\$ 116,647.68	\$ 125,362.10
Virtual Events - 160	\$ 62,377.44	\$ 52,261.27
Global Growth - 170	\$ 3,120.31	\$ -
Sales - 200	\$ 213,104.89	\$ 186,021.58
Audience Development - 230	\$ 3,824.27	\$ 2,630.20
Educational Content - 235	\$ 77,632.17	\$ 29,807.34
Virtual Groups - 240	\$ 84,336.42	\$ 78,779.86
Summit - 210	\$ 2,134,188.83	\$ 2,015,961.82
Summit Expo - 220	\$ 613,320.63	\$ 577,654.31
Summit Programs- 250	\$ 877,956.69	\$ 799,686.59
<b>TOTAL EXPENSE</b>	<b>\$ 8,278,468.38</b>	<b>\$ 8,096,175.58</b>

<b>NET INCOME</b>	<b>\$ 7,340.37</b>	<b>\$ (40,829.39)</b>
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Corporate Administration - 110**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

Interest - Miscellaneous	\$ 12,000.00	\$ 14,500.00
<b>TOTAL REVENUE</b>	<b>\$ 12,000.00</b>	<b>\$ 14,500.00</b>

**EXPENSE**

Accounting - General	\$ 5,000.00	\$ 5,500.00
Annual Report	\$ 50.00	\$ 50.00
Audit	\$ 25,000.00	\$ 25,000.00
Authorize.Net Fees	\$ 950.00	\$ 900.00
Bank Charges	\$ 10,000.00	\$ 8,750.00
Computer Software/Equipment	\$ 2,500.00	\$ 1,636.00
Consultant - General	\$ 4,500.00	\$ -
Insurance	\$ 6,500.00	\$ 5,758.00
Legal	\$ 12,500.00	\$ 10,000.00
Management - Incentive	\$ 142,630.05	\$ 138,704.60
Management - Incentive (refunded to PASS)	\$ -	\$ (128,718.94)
Management & Overhead	\$ 1,187,696.19	\$ 1,199,395.80
Office Supplies	\$ 250.00	\$ 250.00
Postage/Shipping	\$ 6,000.00	\$ 4,500.00
Printing	\$ 500.00	\$ 500.00
Site Inspection - Summit	\$ 11,935.00	\$ 22,029.40
Management - Administration	\$ 366,905.66	\$ 296,399.75
Management - Finance	\$ 101,360.02	\$ 124,846.29
Management - Governance	\$ 33,960.45	\$ 34,258.25
Management - Miscellaneous	\$ 3,354.05	\$ 29,346.30
Management - Reporting	\$ 126,903.93	\$ 138,182.34
Teleconference	\$ 20.00	\$ 20.00
Telephone	\$ -	\$ 138.00
Training/Educational/Networking	\$ 2,100.00	\$ 8,074.21
Travel - Misc. (Air/Land/Hotel)	\$ 1,995.00	\$ -
Travel - Misc. (Meals)	\$ 336.00	\$ -
<b>TOTAL EXPENSE</b>	<b>\$ 2,052,946.35</b>	<b>\$ 1,925,519.99</b>

**NET INCOME**

\$ (2,040,946.35)	\$ (1,911,019.99)
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

<b>Information Technology - 111</b>	<b>Budget 2019</b>	<b>Budget 2020 - Approved</b>
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<b>REVENUE</b>		
	\$ -	\$ -
<b>TOTAL REVENUE</b>	\$ -	\$ -

<b>EXPENSE</b>		
Computer Software/Equipment	\$ 7,484.00	\$ -
IT - Domain Registration	\$ 3,000.00	\$ 3,000.00
IT - DNN Modules	\$ 4,000.00	\$ 2,000.00
IT - Guidebook	\$ 2,000.00	\$ 2,000.00
IT- Office 365	\$ 7,170.00	\$ 10,792.50
IT - Hosting	\$ 60,000.00	\$ 54,000.00
IT - Third Party Tools	\$ 4,300.00	\$ 31,519.44
Management - IT (General)	\$ 118,903.36	\$ 219,142.67
Management - IT (Help Desk)	\$ 69,014.84	\$ 86,962.99
Management - IT (Portfolio Projects)	\$ 123,440.11	\$ 52,886.48
Management - IT (SQLSaturday)	\$ 19,037.80	\$ 19,459.73
Management - IT (Summit)	\$ 32,669.92	\$ 43,088.62
Management - IT (Infastructure)	\$ 48,534.94	\$ 38,072.51
Management - IT (Virtual Events)	\$ 6,754.87	\$ 7,828.11
IT - Consultants	\$ 16,000.00	\$ 16,000.00
Teleconference	\$ 75.00	\$ 25.00
Training/Educational/Networking	\$ 3,500.00	\$ 1,420.00
<b>TOTAL EXPENSE</b>	\$ <b>525,884.83</b>	\$ <b>588,198.06</b>

<b>NET INCOME</b>	<b>\$ (525,884.83)</b>	<b>\$ (588,198.06)</b>
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Board Support - 112**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

	\$ -	\$ -
<b>TOTAL REVENUE</b>	<b>\$ -</b>	<b>\$ -</b>

**EXPENSE**

Audio/Visual	\$ 5,794.60	\$ 3,277.70
Governance	\$ 1,872.84	\$ 1,702.78
IT - Governance	\$ 6,500.00	\$ 6,500.00
IT - Office 365	\$ 1,000.00	\$ 2,486.25
President Discretionary	\$ 1,000.00	\$ 1,000.00
Shirts - Board	\$ 630.00	\$ 1,257.00
Management - General	\$ 134,573.88	\$ 168,247.38
Telephone - PASS	\$ 250.00	\$ 250.00
Teleconference	\$ 250.00	\$ 150.00
Travel Summit - Leadership (Air/Land)	\$ 4,550.00	\$ 3,800.00
Travel Summit - Leadership Global (Air/Land)	\$ 4,800.00	\$ 4,700.00
Travel Summit - Leadership (Hotel)	\$ 12,830.03	\$ 15,848.98
Travel Summit - Leadership (Meals)	\$ 840.00	\$ 250.00
Travel Board Meetings - (Air/Land)	\$ 9,000.00	\$ 6,740.00
Travel Board Meetings - Global (Air/Land)	\$ 4,800.00	\$ 5,100.00
Travel Board Meeting - (Hotels)	\$ 13,249.08	\$ 15,750.00
Travel Board Meetings - (Meals)	\$ 10,081.11	\$ 11,439.11
Travel Misc. - Leadership (Air/Land)	\$ 4,800.00	\$ 3,840.00
Travel Misc. - Leadership (Hotel)	\$ 3,238.02	\$ 3,959.28
Travel Misc. - Leadership (Meals)	\$ 1,800.00	\$ 1,800.00
Travel - Misc. (Air/Land/Hotel)	\$ 1,989.12	\$ 2,706.90
Travel - Misc. (Meals)	\$ 580.00	\$ 680.00
Travel - MS Meeting	\$ -	\$ 1,500.00
<b>TOTAL EXPENSE</b>	<b>\$ 224,428.69</b>	<b>\$ 262,985.38</b>

**NET INCOME**

\$ (224,428.69) \$ (262,985.38)

Professional Association for SQL Server

Departmental FY2020 Budget

Member Services - 114

Budget 2019

Budget 2020 -  
Approved

**REVENUE**

Job Target	\$ 4,000.00	\$ 2,500.00
<b>TOTAL REVENUE</b>	<b>\$ 4,000.00</b>	<b>\$ 2,500.00</b>

**EXPENSE**

Management - General	\$ -	\$ -
<b>TOTAL EXPENSE</b>	<b>\$ -</b>	<b>\$ -</b>

**NET INCOME**

**\$ 4,000.00      \$ 2,500.00**

**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**General Marketing - 115**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

	\$ -	\$ -
<b>TOTAL REVENUE</b>	\$ -	\$ -

**EXPENSE**

Design/Graphic - General	\$ 13,000.00	\$ 15,000.00
Design/Graphic - Board	\$ 1,000.00	\$ 600.00
Design/Graphic - Sales Summit	\$ 5,600.00	\$ 3,110.00
Design/Graphic - Sales 365	\$ 3,600.00	\$ 2,500.00
Design/Graphic - Summit	\$ 35,930.00	\$ 25,830.00
Design/Graphic - Virtual Events	\$ 2,000.00	\$ -
Marketing - Advertising - General	\$ 20,000.00	\$ 14,500.00
Marketing - Advertising - Summit	\$ 43,000.00	\$ 36,500.00
Marketing - Advertising - Sales	\$ 6,200.00	\$ 6,000.00
Marketing - General	\$ 16,000.00	\$ 46,000.00
Legal	\$ 5,000.00	\$ 5,000.00
Multi Media - Summit	\$ 24,532.86	\$ 25,619.66
Multi Media - General	\$ 5,000.00	\$ 5,000.00
IT - Marketing Tool	\$ 50,513.00	\$ 52,068.00
Promotional Incentives - Community	\$ 5,000.00	\$ 2,500.00
Promotional Incentives - Summit	\$ 14,435.29	\$ 6,761.12
Promotional Incentives - PASS	\$ 5,000.00	\$ 2,000.00
Tradeouts	\$ 6,145.67	\$ 340.56
Management- Marketing (Administration)	\$ 25,642.06	\$ 10,745.42
Management - Marketing (General)	\$ 32,728.64	\$ 110,863.57
Management - Marketing (Global)	\$ 4,060.75	\$ 6,169.52
Management - Marketing (Sales)	\$ 36,471.35	\$ 32,115.92
Management - Marketing (Summit)	\$ 118,184.17	\$ 110,623.06
Management - Marketing (Community)	\$ 57,985.62	\$ 28,797.56
Training/Educational/Networking	\$ 3,500.00	\$ 1,420.00
Travel - Misc. (Air/Land/Hotel)	\$ 2,100.00	\$ -
Travel - Misc. (Meals)	\$ 896.00	\$ -
<b>TOTAL EXPENSE</b>	\$ <b>543,525.41</b>	\$ <b>550,064.39</b>

**NET INCOME**

\$ **(543,525.41)**

\$ **(550,064.39)**

**Professional Association for SQL Server**

**Departmental FY2020 Budget**

<b>Local Groups - 120</b>	<b>Budget 2019</b>	<b>Budget 2020 - Approved</b>
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**REVENUE**

Sponsorship (MS)	\$ 5,400.00	\$ -
<b>TOTAL REVENUE</b>	<b>\$ 5,400.00</b>	<b>\$ -</b>

**EXPENSE**

Awards/Prizes - Misc.	\$ 250.00	\$ -
Local Group Leader Meeting - Summit	\$ 1,232.68	\$ 1,301.38
IT - Community Emails	\$ 1,000.00	\$ 1,000.00
Incentives - Summit Registrations	\$ 16,872.84	\$ 9,521.67
IT - Third Party Tools	\$ 1,000.00	\$ -
Regional Mentor Meeting - Summit	\$ 344.83	\$ -
Management - General	\$ 39,548.62	\$ 31,547.55
<b>TOTAL EXPENSE</b>	<b>\$ 60,248.97</b>	<b>\$ 43,370.60</b>

<b>NET INCOME</b>	<b>\$ (54,848.97)</b>	<b>\$ (43,370.60)</b>
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Volunteer Programs & Engagement - 130**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

	\$ -	\$ -
<b>TOTAL REVENUE</b>	\$ -	\$ -

**EXPENSE**

Awards/Prizes - Misc.	\$ 300.00	\$ 250.00
Volunteer Incentives	\$ -	\$ -
Management - General	\$ 5,879.60	\$ 5,927.39
Printing	\$ 150.00	\$ 150.00
Volunteer Evening Event	\$ 9,984.86	\$ 13,392.56
<b>TOTAL EXPENSE</b>	\$ 16,314.46	\$ 19,719.96

**NET INCOME**

\$ (16,314.46)	\$ (19,719.96)
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Special Projects - 140**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

	\$ -	\$ -
<b>TOTAL REVENUE</b>	\$ -	\$ -

**EXPENSE**

Management - General	\$ 65,806.48	\$ 170,501.82
Management - General (Contingency)	\$ 564,416.36	\$ 602,098.32
IT - Workfront	\$ 24,000.00	\$ 25,200.00
IT - VG/VE Platform	\$ 11,587.50	\$ 17,867.00
Training/Educational/Networking	\$ 2,800.00	\$ 2,485.00
Special Projects - Strategic Initiatives	\$ -	\$ 20,000.00
<b>TOTAL EXPENSE</b>	\$ 668,610.34	\$ 838,152.15

**NET INCOME**

\$ (668,610.34)	\$ (838,152.15)
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**SQLSaturday - 150**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

Advertising - Web General	\$ 5,000.00	\$ -
Advertising - Web GAP	\$ 10,000.00	\$ -
<b>TOTAL REVENUE</b>	<b>\$ 15,000.00</b>	<b>\$ -</b>

**EXPENSE**

IT - Community Emails	\$ 750.00	\$ 850.00
IT - Guidebook	\$ 19,000.00	\$ 19,000.00
Sales Commission - General	\$ 625.00	\$ -
Sales Commission - GAP	\$ 500.00	\$ -
Regional Mentor - TE	\$ 3,000.00	\$ -
SQLSaturday Sponsorship	\$ 11,250.00	\$ 11,250.00
SQLSaturday Sponsorship - International	\$ 12,500.00	\$ 15,750.00
SQLSaturday Round Table - Summit	\$ 1,133.59	\$ 1,195.69
Management - General	\$ 49,016.26	\$ 60,794.74
Travel - CE - USA/Canada	\$ 2,800.00	\$ 2,800.00
Travel - CE - Global	\$ 4,200.00	\$ 4,200.00
Incentives - Summit Registrations	\$ 11,872.84	\$ 9,521.67
<b>TOTAL EXPENSE</b>	<b>\$ 116,647.68</b>	<b>\$ 125,362.10</b>

**NET INCOME**

**\$ (101,647.68) \$ (125,362.10)**



**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Virtual Events - 160**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

Sponsorship - 24 Hours of PASS (MS)	\$ 8,100.00	\$ 5,000.00
Sponsorship - 24 Hours of PASS	\$ 5,000.00	\$ 5,000.00
Sponsorship - 24 Hours of PASS (GAP)	\$ 6,937.50	\$ 4,250.00
Sponsorship - Marathon (MS)	\$ 5,400.00	\$ 10,000.00
Sponsorship - Marathon	\$ 9,000.00	\$ 10,000.00
Sponsorship - Marathon (GAP)	\$ 9,000.00	\$ 18,000.00
<b>TOTAL REVENUE</b>	<b>\$ 43,437.50</b>	<b>\$ 52,250.00</b>

**EXPENSE**

Sales Commission - General	\$ 1,750.00	\$ 1,875.00
Sales Commission - GAP	\$ 796.88	\$ 1,112.50
IT - VG/VE Platform	\$ 6,489.00	\$ 7,323.75
Management - Virtual Events	\$ 53,341.56	\$ 41,950.02
<b>TOTAL EXPENSE</b>	<b>\$ 62,377.44</b>	<b>\$ 52,261.27</b>

**NET INCOME**

**\$ (18,939.94)**

**\$ (11.27)**

Professional Association for SQL Server

Departmental FY2020 Budget

Global Growth - 170

Budget 2019

Budget 2020 -  
Approved

REVENUE

	\$ -	\$ -
<b>TOTAL REVENUE</b>	<b>\$ -</b>	<b>\$ -</b>

EXPENSE

Legal Consultant	\$ -	\$ -
Management - General	\$ 3,120.31	\$ -
<b>TOTAL EXPENSE</b>	<b>\$ 3,120.31</b>	<b>\$ -</b>

NET INCOME

\$ (3,120.31)	\$ -
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Sales - 200** **Budget 2019** **Budget 2020 - Approved**

<b>REVENUE</b>		
Advertising - Web General	\$ 15,000.00	\$ 16,000.00
Advertising - Web GAP	\$ 30,000.00	\$ 29,600.00
Advertising - Sponsored Mailing General	\$ 33,750.00	\$ 60,000.00
Advertising - Sponsored Mailing GAP	\$ 60,000.00	\$ 70,000.00
Advertising - Sponsored Mailing Microsoft	\$ 22,500.00	\$ 22,500.00
Advertising - Sponsored Mailing BA Insights General	\$ 15,000.00	\$ -
Advertising - Sponsored Mailing BA Insights GAP	\$ 4,000.00	\$ -
Advertising - Newsletter Sponsorship General	\$ 6,500.00	\$ 10,000.00
Advertising - Newsletter Sponsorship GAP	\$ 10,400.00	\$ 15,000.00
Advertising - Newsletter Sponsorship (MS)	\$ 1,560.00	\$ 2,000.00
Advertising - INSIGHTS Newsletter Sponsorship General	\$ 4,000.00	\$ -
Advertising - INSIGHTS Newsletter Sponsorship (GAP)	\$ 4,200.00	\$ -
Advertising - Remarketing - General	\$ 5,000.00	\$ 5,000.00
Advertising - Remarketing - GAP	\$ 20,000.00	\$ 10,000.00
Affiliate Program	\$ 10,000.00	\$ -
Insider Program (MS)	\$ 3,000.00	\$ -
Knowledge Partner Program	\$ 10,000.00	\$ 24,000.00
Membership Dues - MS	\$ -	\$ 6,000.00
Membership Dues - GAP	\$ 60,000.00	\$ 60,000.00
<b>TOTAL REVENUE</b>	<b>\$ 314,910.00</b>	<b>\$ 330,100.00</b>

<b>EXPENSE</b>		
Advertising - Remarketing Fees	\$ 16,250.00	\$ 4,500.00
Sales Commission - General	\$ 12,406.25	\$ 14,375.00
Sales Commission - GAP	\$ 9,430.00	\$ 9,230.00
Sales Tools	\$ 8,220.00	\$ 8,343.00
Management - General	\$ 115,165.82	\$ 96,852.43
Management - Global Alliance	\$ 46,342.83	\$ 50,351.15
Teleconference	\$ 375.00	\$ 200.00
Training/Educational/Networking	\$ 2,100.00	\$ 1,420.00
Partnership - Expenses	\$ 250.00	\$ 250.00
Partnership - Travel	\$ 500.00	\$ 500.00
Travel - Misc. (Air/Land/Hotel)	\$ 1,750.00	\$ -
Travel - Misc. (Meals)	\$ 315.00	\$ -
<b>TOTAL EXPENSE</b>	<b>\$ 213,104.89</b>	<b>\$ 186,021.58</b>

<b>NET INCOME</b>	<b>\$ 101,805.11</b>	<b>\$ 144,078.42</b>
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Community Summit - 210**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

Hotel Commission	\$ 139,182.00	\$ 155,616.20
Hotel Rebate	\$ 61,812.00	\$ 64,935.00
PASS Store Royalty	\$ -	\$ -
Registration - MS	\$ 116,920.00	\$ -
Registration - Summit	\$ 3,777,653.06	\$ 3,421,188.60
Registration - Summit (Bundle)	\$ 1,498,921.80	\$ 1,620,520.00
Registration - One Day	\$ 38,657.00	\$ 46,748.00
Registration - Cancellation Fees	\$ -	\$ -
<b>TOTAL REVENUE</b>	<b>\$ 5,633,145.86</b>	<b>\$ 5,309,007.80</b>

**EXPENSE**

ADA Requirements	\$ 5,915.25	\$ -
Anti Harassment Policy	\$ 2,158.78	\$ 2,217.57
ASCAP License Fees	\$ 747.00	\$ 766.00
Audio/Visual	\$ 113,649.51	\$ 96,836.34
Bag Stuffing Labour & Supplies	\$ 3,486.88	\$ 3,495.03
Bundle Pack Promo Expense	\$ 48,192.00	\$ 42,937.50
Computer Rental	\$ 10,733.92	\$ 6,393.40
Credit Card Processing	\$ 235,211.57	\$ 212,001.16
Community Zone and Info Desk	\$ 6,709.35	\$ 6,432.41
Conv.Center Space Rental Cr F&B	\$ (84,234.52)	\$ (64,078.83)
Conv. Centre Internet Access	\$ 34,453.86	\$ 43,979.95
Decorator - Show	\$ 48,986.18	\$ 38,029.68
Delegate Gift	\$ 28,818.00	\$ 26,316.00
Electrical Charges	\$ 10,943.98	\$ 13,052.29
Facility Rental	\$ 197,158.61	\$ 182,912.24
Facility Rental: Discounted Rent	\$ (68,740.00)	\$ (68,740.00)
CVB Cash Concession	\$ (6,000.00)	\$ (9,000.00)
F&B (Attendee Gift Cards)	\$ -	\$ 71,430.00
F&B (Board)	\$ 3,488.63	\$ 3,547.42
F&B (Registration Staff)	\$ 2,144.31	\$ 2,129.77
F&B (PASS HQ)	\$ 18,383.67	\$ 10,960.96
F&B (Paid Delegates)	\$ 694,469.02	\$ 563,023.16
F&B (Drink Tickets)	\$ 17,036.48	\$ 15,589.00
F&B (Comps Credit)	\$ (65,433.61)	\$ (57,868.47)
F&B (Water Bubblers)	\$ 11,230.20	\$ 10,767.78
F&B (Bartender/Labour)	\$ 4,000.00	\$ 5,945.40
First Timers Event	\$ 310.48	\$ 247.73
Games Night	\$ 688.68	\$ 804.68

Insurance	\$ 20,000.00	\$ 19,000.00
Production - Keynote	\$ 187,043.27	\$ 186,182.99
Office Supplies	\$ 500.00	\$ 500.00
Onsite Labour	\$ 24,934.52	\$ 30,336.48
PASS Store	\$ -	\$ -
PASStv	\$ 31,792.21	\$ 38,682.01
Postage/Shipping	\$ 3,420.00	\$ 5,300.00
Power Lounges	\$ 2,499.84	\$ 2,246.95
Printing - General	\$ 500.00	\$ 500.00
BOF Lunch	\$ 4,924.49	\$ 4,713.10
Printing - Program Guide	\$ 2,500.00	\$ 2,950.00
Production - PRP	\$ 69,615.00	\$ 72,275.00
Regonline Fees	\$ 10,116.75	\$ 10,210.00
Registration Staff - Onsite	\$ 49,214.75	\$ 49,566.63
Registration Staff - Badges	\$ 21,059.50	\$ 34,408.00
Registration Fees	\$ 44,119.00	\$ 33,224.00
Registration Staff - Set up fee	\$ 1,750.00	\$ 1,750.00
Registration Fees - Housing	\$ 21,098.00	\$ 21,784.00
Registration Staff - Travel (Air/Land/Hotel)	\$ 4,900.00	\$ 5,928.66
Registration Staff - Travel - Meals	\$ 3,108.00	\$ 3,075.00
Security	\$ 7,910.00	\$ 8,100.00
Staff Shirt - Events	\$ 5,065.00	\$ 5,081.40
Management - General	\$ 291,041.59	\$ 263,517.51
Teleconference	\$ 200.00	\$ 200.00
Telephone - PASS	\$ 875.00	\$ 1,215.00
Third Party Tools	\$ 411.66	\$ 377.95
Travel - Misc. (Air/Land/Hotel)	\$ 33,822.44	\$ 39,395.81
Travel - Misc. (Meals)	\$ 10,475.00	\$ 9,450.00
Vests (Staff)	\$ 500.00	\$ 300.00
WIT Lunch	\$ 6,284.57	\$ 5,563.15
<b>TOTAL EXPENSE</b>	<b>\$ 2,134,188.83</b>	<b>\$ 2,015,961.82</b>

<b>NET INCOME</b>	<b>\$ 3,498,957.03</b>	<b>\$ 3,293,045.98</b>
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**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Community Summit Expo - 220**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

Sponsorship - AMO (Summit)	\$ 107,150.00	\$ 74,196.00
Sponsorship - AMO GAP (Summit)	\$ 33,025.00	\$ 59,564.08
Sponsorship - AMO Microsoft (Summit)	\$ -	\$ 50,000.00
Sponsorship - Exhibitor (Summit)	\$ 169,800.00	\$ 137,650.00
Sponsorship - MS Agreement Summit	\$ 180,000.00	\$ 200,000.00
Sponsorship - Package (Summit)	\$ 208,000.00	\$ 191,000.00
Sponsorship - Package GAP (Summit)	\$ 221,350.00	\$ 281,737.50
Sponsorship - WIT Lunch	\$ 6,937.50	\$ 6,937.50
<b>TOTAL REVENUE</b>	<b>\$ 926,262.50</b>	<b>\$ 1,001,085.08</b>

**EXPENSE**

AMO Expenses	\$ 40,281.62	\$ 20,002.01
AMO Expenses - GAP	\$ 13,266.63	\$ 30,969.21
AMO Expenses - Microsoft	\$ -	\$ 1,000.00
Audio Visual	\$ 2,500.00	\$ 640.78
Decorator - Show	\$ 29,264.87	\$ 26,403.90
Electrical Charges	\$ 2,165.52	\$ 708.11
Onsite Expo Hall Support	\$ 3,500.00	\$ 3,100.00
Sales Commission - General	\$ 57,531.25	\$ 50,355.75
Sales Commission - GAP	\$ 14,300.63	\$ 17,411.95
F&B (Bartender/Labour)	\$ 4,000.00	\$ 6,165.60
F&B (Drink Tickets)	\$ 17,951.25	\$ 16,559.00
F&B (Expo Reception)	\$ 94,492.75	\$ 90,580.60
Lead Retrieval	\$ 2,923.80	\$ 1,347.84
MS Sponsorship Expenses	\$ 96,641.88	\$ 90,299.28
Partnership - Comps	\$ 1,498.27	\$ -
Promotional Incentives - Sales	\$ 1,498.27	\$ 2,724.45
Registration Staff - Set up fee	\$ 1,750.00	\$ 1,750.00
Security	\$ 6,215.00	\$ 6,015.00
Sponsor/Exhibitor Expense	\$ 88,952.80	\$ 69,424.33
Sponsor/Exhibitor Expense - Global Alliance	\$ 66,128.74	\$ 77,726.71
Management - General	\$ 68,457.34	\$ 64,469.79
<b>TOTAL EXPENSE</b>	<b>\$ 613,320.63</b>	<b>\$ 577,654.31</b>

**NET INCOME**

**\$ 312,941.87    \$ 423,430.77**

Professional Association for SQL Server

Departmental FY2020 Budget

Audience Development - 230

Budget 2019

Budget 2020 -  
Approved

REVENUE

	\$ -	\$ -
<b>TOTAL REVENUE</b>	<b>\$ -</b>	<b>\$ -</b>

EXPENSE

Management - General	\$ 3,824.27	\$ 2,630.20
<b>TOTAL EXPENSE</b>	<b>\$ 3,824.27</b>	<b>\$ 2,630.20</b>

NET INCOME

\$ (3,824.27) \$ (2,630.20)

Professional Association for SQL Server

Departmental FY2020 Budget

Educational Content - 235

Budget 2019

Budget 2020 -  
Approved

**REVENUE**

	\$ -	\$ -
<b>TOTAL REVENUE</b>	<b>\$ -</b>	<b>\$ -</b>

**EXPENSE**

Management - General	\$ 77,632.17	\$ 29,807.34
Consultant - General	\$ -	\$ -
<b>TOTAL EXPENSE</b>	<b>\$ 77,632.17</b>	<b>\$ 29,807.34</b>

**NET INCOME**

\$ (77,632.17) \$ (29,807.34)



**Professional Association for SQL Server**

**Departmental FY2020 Budget**

**Virtual Groups - 240**

**Budget 2019**

**Budget 2020 -  
Approved**

**REVENUE**

Virtual Groups Sponsorship	\$ 20,000.00	\$ 20,000.00
Virtual Groups Sponsorship - Global Alliance	\$ 14,400.00	\$ 14,400.00
<b>TOTAL REVENUE</b>	<b>\$ 34,400.00</b>	<b>\$ 34,400.00</b>

**EXPENSE**

Awards/Prizes/Gifts	\$ 800.00	\$ -
IT - Community Emails	\$ 750.00	\$ 750.00
IT - Office365	\$ 1,500.00	\$ 1,500.00
VG Incentive Program	\$ 6,872.84	\$ 9,521.67
IT - VG/VE Platform	\$ 16,686.00	\$ 11,718.00
Sales Commission - General	\$ 2,500.00	\$ 2,500.00
Sales Commission - GAP	\$ 720.00	\$ 720.00
Sponsorship - VG Share	\$ 6,880.00	\$ 5,000.00
Management - General	\$ 45,949.23	\$ 46,706.86
Management - VG (Sponsorship Maintenance)	\$ 1,333.52	\$ -
VG Meeting - Summit	\$ 344.83	\$ 363.33
<b>TOTAL EXPENSE</b>	<b>\$ 84,336.42</b>	<b>\$ 78,779.86</b>

**NET INCOME**

\$ (49,936.42)	\$ (44,379.86)
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Professional Association for SQL Server		
Departmental FY2020 Budget		
Summit Programs - 250	Budget 2019	Budget 2020 - Approved
<b>REVENUE</b>		
Conference Proceedings (Summit)	\$ 94,084.60	\$ 94,749.00
Conference Proceedings (Summit - Bundles)	\$ 109,185.00	\$ 115,922.00
Conference Proceedings (Post Summit)	\$ 36,200.00	\$ 35,428.00
Conference Proceedings (Shipping)	\$ 22,880.00	\$ 21,440.00
Registration - PreCon (Summit)	\$ 1,015,153.29	\$ 1,029,265.32
Registration - PreCon (Vendor)	\$ 19,750.00	\$ 14,699.00
<b>TOTAL REVENUE</b>	<b>\$ 1,297,252.89</b>	<b>\$ 1,311,503.32</b>
<b>EXPENSE</b>		
<b>EXPENSE - Summit Program</b>		
Speaker Ready Room	\$ 12,063.28	\$ 9,355.25
Awards/Prizes/Gifts	\$ 2,109.13	\$ 1,731.11
Consultant - General	\$ 1,250.00	\$ -
Conference Proceeding (Record Fee)	\$ 83,346.44	\$ 93,290.99
Misc Microsoft Teams	\$ 1,872.84	\$ 3,712.10
Speaker - Keynote	\$ 765.49	\$ 10,000.00
Program Committee Volunteer Gifts/Awards	\$ 12,483.32	\$ 8,568.02
Shirts - Speaker	\$ 5,904.00	\$ 3,662.50
Signage Production & Printing	\$ 6,619.21	\$ 6,607.10
Speaker Gifts (Summit)	\$ 8,300.00	\$ 9,475.00
Speaker Requests	\$ 3,024.92	\$ 2,617.80
Speaker Expense - Community	\$ 39,329.58	\$ 45,975.08
Speaker Travel	\$ 6,100.00	\$ 4,320.00
Third Party Tools	\$ 75.00	\$ 180.00
USB Fulfillment Fee	\$ 57,400.00	\$ 35,376.00
USB Shipping Fee	\$ 26,404.00	\$ 12,864.00
<b>TOTAL EXPENSE - Program</b>	<b>\$ 267,047.21</b>	<b>\$ 247,734.96</b>
<b>EXPENSE - PreCon Program</b>		
Audio/Visual (PreCon)	\$ 69,117.30	\$ 63,898.18
Computer Rental	\$ 2,869.02	\$ 2,833.60
Convention Center Internet Access	\$ 13,265.40	\$ 16,648.47
Signage Production & Printing	\$ 1,056.96	\$ 1,268.35
Electrical Charges	\$ 36,096.71	\$ 42,605.71
F&B (PreCon)	\$ 175,725.04	\$ 149,627.04
Printing (PreCon)	\$ 10,432.84	\$ 10,186.91
Security	\$ 6,900.00	\$ 6,100.00
PreCon Lab BYOD	\$ 7,139.22	\$ -
Speaker Fees/Expense (PreCon)	\$ 169,020.21	\$ 157,506.49
Travel - Speaker (PreCon)	\$ 9,700.00	\$ 8,500.00
<b>TOTAL EXPENSE - PreCon Program</b>	<b>\$ 501,322.70</b>	<b>\$ 459,174.75</b>
Management - General (Program)	\$ 76,985.53	\$ 67,130.63
Management - General (PreCon Program)	\$ 32,601.26	\$ 25,646.25
<b>TOTAL EXPENSES</b>	<b>\$ 877,956.69</b>	<b>\$ 799,686.59</b>
<b>NET INCOME</b>	<b>\$ 419,296.20</b>	<b>\$ 511,816.73</b>