

## 2020 EBA Budget Narrative

For 2020, the budgeted total revenue is \$1,319,630 and total expense of \$1,371,610 with a net profit of \$1,327. To achieve this budget the following assumptions have been made:

### Revenue:

**Membership dues** of \$368,000 are based on an 80% renewal and 2% new members. The majority of membership rates are staying the same from 2019 to 2020. \$12,000 is budgeted for **Royalties** income from EBA Insights newsletter, website advertising and EBA Briefs advertising and WestLaw revenue. **Online Store** sales of \$13,000 include income from the Career Center and sales of session recordings. We expect this to be a growth area for EBA. **Program Sponsorship** includes EBA GEMS and individual program sponsorship. All programs have a sponsorship component and goal. We anticipate a small increase in GEMS and offering more creative sponsorship opportunities especially during the Annual and Mid-Year Meetings. There is \$50,000 budgeted for the **Management Fee** paid by FELJ annually. **Program Registration Revenue** is \$705,880 which anticipates combining various committee Energizers into longer programs/workshops at a slightly higher registration rate in an effort to ease the calendar congestion and provide meaningful programming. We are budgeted to hold three Primers in 2020. Finally, we anticipate a very modest \$60,000 in interest income, based on the September 2019 actuals of \$153,613 income.

### Expenses:

The budget of \$683,700 for **Salary & Benefits** anticipates 4.5 staff members plus an additional part-time membership manager and includes retirement contributions, health benefits for full time employees and staff development. **Professional Fees** includes a modest \$10,000 for strategic projects yet to be determined, accounting services, tax preparation, legal, IT, internet and advertising services. With the new hires, EBA successfully eliminated the need for an outside Netform database consultant. The budget anticipates ongoing upgrades to the website and no audit for 2020. There will be a need to purchase a new server in 2020 and technology fees for updating the server have been anticipated, but the hardware is not within the budget. [Side Note: Hardware for the server and up to two new computers is anticipated to come out of the investment account.]

\$354,300 is budgeted for **Meeting, Events and Travel** which include expenses related to all programs: staff and president travel to some programs, with the largest bulk of expenses being related to the Annual Meeting, Mid-Year Energy Forum, and the chapter annual meetings. **Office Expenses** are budgeted at \$171,410 with rent as the largest portion. [Side Note: The EBA lease ends in December 2021 and work has already begun to determine if EBA stays at its current location or moves. The 2020 budget does not anticipate any expenses related to that decision.] **Bank & Operating** expense of \$31,300 primarily includes the expense of bank fees to process credit card payments into EBA. Since 2017, CFEB and FELJ have been assessed their portion of credit card fees and in 2020 EBA will utilize a desktop check deposit system anticipated to modestly reduce fees.

### Non Operating Activity

EBA is budgeted to bring in \$60,000 in investment income and almost \$7,000 in depreciation allowing for an overall budgeted net profit of \$1,327.