



		2019-2020 ACTUAL Projected (as of 7/14/2020)	2020-2021 BUDGET Approved 10/12/2020)	Notes/Assumptions
<b>Conference Revenue</b>				
4100-02	Opening Reception Guests	0	0	N/A - Virtual Event
4100-03	Conference Registration	22,560	20,000	Conservative projection based on 2020 Actual
4100-05	Student Conference Registration	0	0	N/A - Virtual Event
4100-07	Day rate	0	0	
4100-08	Case Competition Team Fees	3,400	2,200	\$200 per team x 11 teams = \$2,200 pending additional confirmed details of new format for 2021
4100-12	Summit	4,795	10,000	Based on 100 registrants * \$100 registration fee; Proposed fees: \$125 General rate, \$100 NASBITE Member and Event Partner rate, \$75 Outstanding Exporter Invitee/Honoree rate, \$25-50 (TBD) Student rate
4100-15	Pre-Conference Workshops	0	0	Options my be added, but not included in budget at this time
4100-13	CGBP Pre-Conference Boot Camp	0	0	Options my be added, but not included in budget at this time
4100-23	Booth revenue			
4100-25	Hotel - Contracted Rebates	0	0	N/A - Virtual Event
4100-31	Closing Reception Guests	0	0	N/A - Virtual Event
4100-38	Miscellaneous Conference Revenue	0	0	
<b>Subtotal: Conference Revenue</b>		<b>30,755</b>	<b>32,200</b>	
<b>Sponsorship/Partnership Revenue</b>				
4200-03	Sponsorships/Partnership Fees	15,000	15,000	Summit: \$5,000 Conference: \$9,000 Case Competition: Budgeted at \$1,000 but (goal is for this to return to \$5,000)
<b>Subtotal: Sponsorships/Partnership Revenue</b>		<b>15,000</b>	<b>15,000</b>	
<b>Membership Revenue</b>				
4000-03	Institutional Membership	5,670	5,670	Conservative projection based on 2020 actual
4000-05	Group Membership			
4000-07	Individual Membership	28,459	28,459	Conservation projection based on 2020 actual
4000-08	Student Membership @ \$25 each	150	150	Conservation projection based on 2020 actual
4000 - 09	Member Donations	0	0	
4000-09	Member Donations	5,220	0	2020 revenue likely a one-time occurrence based on conference format change, and option given to registrants to donate refund offered
4000-10	Student Pathway Membership @ \$75 each	10,125	10,125	Conservation projection based on 2020 actual
4000-09	Member Donations			
<b>Subtotal: Membership Revenue</b>		<b>49,624</b>	<b>44,404</b>	
<b>CGBP Revenue</b>				
4500-03	CGBP Exam Fees	33,200	33,200	Conservative projection based on 2020 actual. We have yet to see an uptick in exam candidate numbers based recent implementation of new initiatives.
4500-07	CGBP Practice Exam Fees	514	500	Conservation projection based on 2020 actual
4500-21	CGBP Plaques and Awards	227	250	Conservation projection based on 2020 actual
4500-35	CGBP - Other Revenue	0		
4500-39	Accredited Training Program Fees	3,200	3,600	Projection based on 8 ATP's + new addition of Virginia
4500-41	Certified Trainer Fees	4,500	4,000	Conservative projection based upon current #s
4500-45	CGBP Recertification Fees	27,100	27,000	Conservative projection based on 2020 actual
4500-49	CGBP Recertification Bundles	0	1,250	New offerings of Govt. employees. Initial promotion via ITA/USCS; SBA, EXIM, SIDO also targeted. 0 bundles purchased so far (9-2020); projection based on 5 bundles * \$250
4500-50	CGBP Exam Prep Bundles	0	5,500	New offering for Govt. employees. 7 bundles purchased so far (9-2020); projection based on 10 bundles * \$550

4500-52	CGBP Training Materials Royalties	9,060	7,500	2019-2020 ACTUAL (Column X): MindEdge Royalties NADEC CGBP Pathway Modules Individual and Institutional Purchases  2020-2021 BUDGET (Column Z): 7/14/20: added \$1,000 for ME Trade Finance review (Lowe) \$1,000 (Invoice to MindEdge for Trade Finance Module Review Fee, June 2020 - paid in September 2020)
4500-55	CGBP Study Packs	1,372	995	Pricing = \$149 member rate; \$199 non-member rate Projection based on sales of 5 packs at non-member rate
<b>Subtotal: CGBP Revenue</b>		<b>79,173</b>	<b>83,795</b>	
<b>Other Revenue</b>				
4600-02	Webinar Fees (Non-Members)			
4900-11	Interest Earned	191	200	Based on 2020 actual
4905-00	Apparel	58	50	Based on 2020 actual
4913-00	Miscellaneous Revenue	2,765		None budgeted - 2020 revenue reflects CGBP exam registrations that we never used as part of 2018 sponsorship benefit packages
4400-00	Advertising and Commercial Demo presentation fees	0	0	
4600-00	Webinar Fees (Non-Members)	75	0	Charging for webinars not part of current webinar strategy
4920-00	Trade Passport Program - Subscription Fees	16,575	14,625	2020 - 17 state partners * \$975 2021 - 15 new state partners * \$975 Not revenue budgeted from Education Partner subscription - new offering @ baseline pricing of \$995/subscription
<b>Subtotal: Other Revenue</b>		<b>19,664</b>	<b>14,875</b>	
<b>Total Revenue</b>		<b>194,216</b>	<b>190,274</b>	
<b>Conference Expense</b>				
5100-03	Attendee Gifts (200 @ \$10)	0	0	
5100-05	Audio visual/Technology:	402	5,000	Place-marker expense projection to support purchase of additional virtual platform functionality if needed to enhance registrant and sponsor engagement/value - Summit and Conference.
5100-06	Audio visual: service charges			
5100-07	Awards	289	500	Include purchase of award & shipping costs
5100-11	BOG Meeting meals	0		
5100-16	Boot Camps/Workshops	0	0	
5100-17	Reception-Friday night	0	6,250	This expense is a carryover pre-paid expense from the 2020 Conference - Deposit paid and not refundable for the final reception location. NASBITE has until March 2021 to potential use or lose this expense.
5100-21	Discretionary Gift Fund			
5100-18	Convention Cancellation Insurance	375	0	N/A - Virtual Events
5100-25	Conference F&B (includes Summit & Conference)	0	0	N/A - Virtual Events
5100-31	Ground Transportation			
5100-35	Hotel Service Charges			
5100-39	Conference Marketing			
5100-43	Opening Reception Entertainment and Decorations			
5100-45	Summit expenses	41	1,000	Misc. expenses
5100-51	Program guides - Design and Duplicating	0	0	N/A - Digital
5100-61	Staff Travel - Site Inspection Pre-Conference			
5100-63	Shipping costs	0	0	N/A - Virtual Events
5100-67	Speaker Honorariums and Travel			
5100-75	Staff Travel: Conference	0	0	N/A - Virtual Events
5100-76	Staff Travel: Airfare			
5100-77	Staff Travel: Lodging			
5100-78	Staff Travel: Per Diem			
5100-83	Student Case Competition	1,000	1,000	Winning team prize money
5100-85	Onsite supplies & Activities	0	0	
<b>Subtotal: Conference Expense</b>		<b>2,107</b>	<b>13,750</b>	
<b>Partner Relations Expense</b>				

7000-00	Partner Relations Expense	0		
7000-03	Memberships, Dues, & Subscriptions/ Conference Attendance	681	670	2020 = FITT membership dues (\$520 USD) + \$161 in misc. non-NASBITE conf/trade show participation expenses 2021 = FITT Membership dues (\$520) + \$150 misc. (as needed)
7000-11	Other/Travel	0	500	
	<b>Subtotal: Partner Relations Expense</b>	<b>681</b>	<b>1,170</b>	
<b>Marketing &amp; Website Expense</b>				
8600-03	Marketing Travel to Conferences			
8600-07	Marketing Collateral and Development	212	1,000	Dollars available to support expanded visibility - digital or other
8600-11	Sponsorship Opportunity			
8600-17	Website Development and Monthly Domain Hosting	4,240	5,000	Network Solutions (domain/site/email hosting) + monthly freelance web assistant (Upwork) - \$100/month covering 10 hours of site development work plus \$10/hour over 10 hours per month + Hosting of Trade Passport website and WordPress site
8600-20	Zoom Webinar Platform - Monthly Fees	1,368	1,740	\$145/month for 1,000 participant capacity + upgraded cloud storage for webinar recording
NEW 2020/2021	Social Media Task Force - Marketing		5,000	To support potential outsourcing of graphic design, social media posting, digital marketing and paid advertising to support identified Social Media KPIs. SM Task Team to present additional details prior to incurring expense.
	<b>Subtotal: Marketing &amp; Website Expense</b>	<b>5,820</b>	<b>12,740</b>	
<b>CGBP Expense</b>				
5800-09	Exam Development (Last year for amortization spending 2017)			
5800-21	CGBP Marketing	0	500	Dollars available to support expanded visibility - digital or other
5800-31	CGBP Online Practice Exam	550	1,000	
5800-41	CGBP Plaques and Awards	0	50	
5800-51	Vendor Annual Contract (TesTrac) Old	2,000	0	No longer applicable
5800-51	Vendor Annual Contract (Scantron) New	13,940	9,750	Annual contract fee (minus one-time fee's incurred with shifting of vendors in 2020)
5800-55	Vendor Exam Admin (TesTrac) Old	0		
NEW 5800-53	Vendor Exam Updates	0	5,000	To support item updates/edits as needed i.e. NAFTA/USMCA. Expenses outside normal exam administration fees covered as part of the annual contract.
5800-55	Vendor Exam Admin	5,787	6,300	Tied to revenue estimate of 100 exams @ \$63 expense per exam candidate
5800-56	Vendor Exam Admin sales tax	0	0	
NEW	Digital Badging (BadgeCert via Scantron)	0	2,500	Potential BadgeCert fee to initiate CGBP badging program to enhance recertification value and support growth in recertification numbers - Additional committee review needed, recommendation to BOG and BOG approval
5800-60	Training Material Review Fees	750	1,000	Payment for independent review of new training materials
	<b>Subtotal: CGBP Expense</b>	<b>23,027</b>	<b>26,100</b>	
<b>EC &amp; BOG Expense</b>				
8100-03	EC Summer meeting			
8100-07	BOG Fall Meeting - F&B	2,195	0	N/A - Virtual
8100-09	BOG Fall meeting - Staff travel	778	0	N/A - Virtual
	<b>Subtotal: EC &amp; BOG Expense</b>	<b>2,973</b>	<b>0</b>	
<b>Administrative, Overhead, Other Expense</b>				
9004-00	Accounting Services	1,850	2,000	For IRS and State required filings by outside CPA firm; slight increase over 2020 actual
9006-00	Apparel	211	200	
NEW - 9009-00	AMS Licensing Fees, Expenses		5,000	Kathy/SMG working on RFP for new vendor, given that current Abila system is no longer being supported. Transition timeline to be determined. Estimated fee \$5,000/year
9011-00	Bank/Credit Card Transaction Fees	6,794	7,000	Slight increase over 2020 actual
9030-00	Insurance - Directors and Officers	1,355	1,372	Payment made for 2021. Proposed amount = actual
9031-00	Insurance - General Liability	525	545	\$545 invoice approved for policy period 8/2020-8/2021
9037-00	Legal Fees & Expenses	149	1,350	2021 projection based on past budgetary allocation

9039-00	Miscellaneous Admin Expense	-515	350	2021 projection based on past budgetary allocation
9051-00	Postage and Shipping	498	500	Based on 2020 actual
9059-00	Staffing & Administrative Support (SMG Management Fees)	96,000	95,000	Host Management fee - 6 month of SMG Contract (50% x \$96,000 = \$48,000) + 6 months of ADG contract (50% x \$94,000 = \$47,000) = \$95,000
9065-00	Storage Fees (Offsite)	282	300	Based on 2020 actual
9073-00	Telephone & Mass Email Communications	4,459	4,000	2019-20 expense includes Phone AND Mass email expense. In 2020-2021, the new AMS system MAY include an integrated Mass email feature and would therefore remove that part of this expense.
9080-00	Trade Passport Website (Program Expense)	0	3,000	Website build-out/development and maintenance expenses
9013-00	Commission on Sponsorship Revenue Increase	0	0	
	<b>Administrative, Overhead, Other Expense</b>	<b>111,608</b>	<b>120,617</b>	
	<b>Total Expenses</b>	<b>146,216</b>	<b>174,377</b>	
	<b>Budget Surplus / Deficit</b>	<b>48,000</b>	<b>15,897</b>	























