

NSITSP - Proposed Budget 2022-2023

Approved as "Tentative Budget" by Board on 3/28

Revised by KP on 4/1

<u>Revenue</u>	<u>Price</u>	<u>Apr - Dec 2022</u>		<u>Jan - Dec 2023</u>		<u>Notes</u>
		<u>n</u>	<u>Total</u>	<u>n</u>	<u>Total</u>	
Company Dues						
- Paid Members	\$ 100	250	\$ 25,000	1,000	\$ 100,000	
Founder Vendors	\$ 10,000	25	\$ 250,000			Flat fee for 2022
Elite Vendors	\$ 100,000	0	\$ -	10	\$ 1,000,000	Tiers in 2023
Platinum Vendors	\$ 25,000	0	\$ -	10	\$ 250,000	
Gold Vendors	\$ 10,000	0	\$ -	50	\$ 500,000	KP Note: Recommend no Silver Tier.
Donations for General Purposes						
Donations for Lobbying			\$ 5,000		\$ 5,000	
Grants						
Merchandise						
	Total Revenue		\$ 280,000		\$ 1,855,000	
<u>Expenses</u>						
<u>Association Management</u>						
Bookkeeping and Accounting			\$ 5,000		\$ 50,000	
Computers and Equipment					\$ 50,000	Assumes we set up commercial office 2023
Furniture etc.					\$ 50,000	Assumes we set up commercial office 2023
Hosting, web dev, and online tools			\$ 12,000		\$ 60,000	
Insurance - Liability, B&O, cyber, Directors, etc.			\$ 2,000		\$ 5,000	
Legal fees			\$ -		\$ 5,000	
Meals and Entertainment					\$ 5,000	
Memberships - Professional Associations						
Merchant Services and bank fees- 4%			\$ 11,200		\$ 74,200	
Office Supplies and misc.			\$ 2,000		\$ 20,000	Assumes we set up commercial office 2023
Postage			\$ -		\$ 5,000	
Rent and Utilities			\$ -		\$ 75,000	Assumes we set up commercial office 2023
Telephone and Internet					\$ 25,000	Assumes we set up commercial office 2023
Travel - Exec Dir trips	\$ 1,500	5	\$ 7,500	10	\$ 15,000	
Travel - Staff for board meetings, events	\$ 1,500			3	\$ 4,500	
<u>Employee-Related</u>						
Employee Medical			\$ -		\$ 60,000	Assumes we hire employees 2023
Executive director/promotor/organizer			\$ 12,000		\$ 12,000	
Insurance - Workers Comp					\$ 5,000	
Office Admins			\$ 25,000		\$ 60,000	* includes volunteer coordinator and marketing admins
Program Coordinator			\$ 50,000		\$ 100,000	
Sales / "development" person					\$ 120,000	
Sales Commissions					\$ 12,000	
Staff Training/Development					\$ 5,000	

Legislative ...

Advocacy Specialist / Lobbyist						\$ 150,000
Airfare and ground travel						
Legal consultation on draft legislation	\$ 300	/hr	5	\$ 1,500	5	\$ 1,500
Legislative Tracking Software						
Meals	\$ 100	/mo	9	\$ 900	12	\$ 1,200
Postage and Shipping				\$ 50		\$ 250
Printing				\$ 50		\$ 500
Research	\$ 50	/mo	9	\$ 450	12	\$ 600
Travel						

Marketing ...

Advertising				\$ 25,000		\$ 100,000
Ad creation						
Banners/Booth material						
Conference (other attendance)	\$300	/conf	4	\$ 1,200		
Conference (ours) - In-person meeting once/year				\$ 50,000		\$ 250,000
General Swag (Prize for logo competition)						
Marketing company						
Marketing (printing, signage, online tools)				\$ 25,000		\$ 100,000
Pay per click	\$3,500	/mo	9	\$31,500	12	\$ 42,000
Swag bucket						
Travel expenses						
Video Saas Service						

Was \$5,000 for 2022

Was \$50,000 for 2022. For now, volunteer for booth. Ship
Of course we will only spend what we can afford.Membership ...

Membership Incentive (new/renewal)						
Member Recruitment						\$ 100,000
Member website dev						

Was \$75,000 for 2022

Board Costs

- Meeting per diem	\$ 100	28	\$ 2,800	35	\$ 3,500	4 or 5 events. 7 or 9 Board Members
- Travel	\$ 1,500	7	\$ 10,500	28	\$ 42,000	Conferences, meetings. Assume \$1,500 per event.
- Other						

Misc. and unexpected expenses

Total Expenses	\$ 275,650	\$ 1,609,250
Money not spent	\$ 4,350	\$ 245,750