

Budget Justification DavLAC Budget for 2010 PSD Conference as of October 25, 2009

Registration and Attendance

NOTE: The attached Excel file for the 2010 PSD budget allows the user to enter the number of attendees and the early adult rate at the top of the file. Once those two numbers are filled in, the rest of the file automatically adjusts as needed to change the bottom line totals. Here are several budget options for 2010 as follows:

Alternative 2010 Budget	Number of Attendees	Early Adult Ticket Price	Conference Income	Conference Expenses	Profit (Loss)
A	250	130	40,483	44,850	(4,367)
B	300	130	46,193	48,741	(2,548)
C	310	130	47,233	49,510	(2,277)
D	350	130	51,803	52,632	(829)
E	250	140	42,393	44,850	(2,457)
F	300	140	48,493	48,741	(248)
G	310	140	49,603	49,510	93
H	350	140	54,843	52,632	1,851

Of these eight options, DavLAC recommends Budget G, essentially a break-even budget based on total conference attendance of 310 people and an early adult registration price of \$140. Here is our rationale.

Total Attendance: Last year's attendance was 327; however, we are estimating slightly lower, since in 2010 we will have competition for attendance with General Assembly, which is in Minneapolis two months later. We are comfortable with the 310 estimate; we hope for more.

Early Adult Registration Fee: Last year's early adult registration fee was \$130. There are three major reasons why we are recommending \$140 instead:

1. We have three venues, thus increasing audiovisual, equipment, and decorating expenditures.
2. The Davenport conference venues are more expensive (particularly for food) than last year's Duluth venue, which was exceptionally low. See page 3 discussion on "Food" costs.
3. Most importantly, we are offering discounted rates to conference attendees age 30 or younger, so as to make the conference more affordable for them. This decision made necessary the increase of \$10 to older registrants. Given the district's goal of increasing participation by the next generation, this seems reasonable. Our registration categories are on the table on the following page.

Some of the reduction in fees for younger people is supported by \$2,400 of a \$3,900 grant from Davenport's Riverboat Development Authority (RDA); the remainder of the grant supports the McCutcheon concert. Increasing the adult fee supports the rest of the reduction in fees for younger people.

Age Category	Ages	2010 Early Registration	2010 Late Registration	2009 Early Registration	2009 Late Registration
Adults	31 and over	\$140	\$160	\$130	\$150
Young Adults	19 - 30	\$80	\$100	\$130	\$150
Youth	13 -18	\$50	--	\$60	--
Children	Under 12	\$0	--	\$40 - \$60 ¹	--
Child Care	Infants and Toddlers	\$0	--	\$40 - \$60 ¹	--

Comments on Budget G (see accompanying Excel file)

1. We realize this budget (income and expenses) is high in comparison with most previous budgets. See page 3 (next to the last paragraph) for examples of previous budget totals.

- **McCutcheon concert costs:** We have secured John McCutcheon to provide Saturday night entertainment. John is a nationally known folk-singer, nominated for seven Grammy awards. His fee, \$4,000, is much higher than past conference entertainment fees. Our gamble is that we may make a profit on tickets sold to the general public (also not done before). Conference registrants attend free, as part of their paid registration.

Additional concert costs include an audio tech (an extra \$250) and Ticketmaster (\$400) for managing ticket sales. Thus, the total additional cost of John's concert is \$4,650. To pay that cost, we estimate \$4,533 in income (private donations already committed of \$1,500; Riverboat Development Association grant of \$1,500; and public ticket sales of \$1,533). This last item is a total guess and we have guessed conservatively, so there could be more income than the total of \$4,533 we projected. If any profit is to come to our conference, this is where it will be. We will do our best to sell tickets using free publicity.

Bottom line for the concert: A net loss of \$117, less than the \$500 spent on last year's concert.

- **Three separate venues:** Because we have Friday and Sunday morning events at the Radisson, Saturday events at the River Center, and Sunday morning service at the Figge, we have extra rental and AV expenses. One example is that we need a piano or clavinova at each location. We will spend \$50 to use the Radisson's existing piano and \$300 each for a clavinova at the Saturday River Center events and the Sunday Figge service. Total \$650 instead of \$50 or \$300. Another example is the use of overhead projectors: We've guessed that we'll need high-intensity ones in each of two major rooms: (\$295 for Radisson ballroom; \$280 for Mississippi Hall) and \$190 each for two breakout rooms. That's \$955. We may not have to

¹ For childcare

rent so many projectors, but we do not have access locally to the high intensity projectors, the more expensive ones, so will need to rent those for sure. These are just a couple of examples.

- **Visual Arts Increases:** We plan a number of make-it/take-it art projects and booths. Since we have designed most conference events and activities to attract children as well as adults, we have planned many quiet art activities to take place during all sessions. This means we need more art materials. We also need more flowers and decorations for more spaces. Together, these factors led us to increase our visual arts budget from \$362 (actual in Duluth) to \$800. Again, having three venues and four major rooms to decorate adds to the expenses here.
- **Food:** This item makes up nearly half the budget. Food costs in recent years have varied a great deal: 2005: \$25,000; 2006: \$19,000; 2007: \$28,000; 2008: \$32,000; and 2009: \$20,000. Our proposed food budget is \$23,940, which exceeds last year but is less than 2005, 2007, and 2008.
- **New Monies: Donations and Unusual Income:** Significant factors in making for the high-income bottom line are the number of donations and unusual sources of income we have been able to secure. Several of these are fixed, regardless of the number of participants, so they help make the bottom line less subject to the effects of changing the ticket prices and/or numbers of attendees. These include:

Item	Amount
Private McCutcheon donation	\$750
Private McCutcheon donation	500
Private McCutcheon donation for Ticketmaster charge	250
Riverboat Development Authority (scholarships for YA, Youth, and McCutcheon support)	3,900
Public Tickets to McCutcheon concert	1,533
Rebate from River Center for booking 100 rooms/night at the Radisson	1,000
LREDA donation for Mark Hicks talk	<u>500</u>
TOTAL	\$8,433

In summary, using Proposed Budget G income of \$49,603 and subtracting the “new monies” above of \$8,443, the income budget would be \$41,170. This is comparable to several earlier conference actual incomes as follows: 2005: \$40,584; 2008: 43,409; 2009: \$43,409. Bottom line: We are providing a conference with enrichments and changes; yet the total fees we are charging our attendees is very similar to that of previous conferences. **We have found new, external monies to support most of the enrichments we’ve proposed (a more expensive, nationally known musician; lower fees for attendees 30 and under).**

Registration Software Charge: Thanks to the district’s development (thanks, Ben Stallings!) of new public domain registration software, we will not need to spend over \$1,000 this year in fees to use a commercial software program for conference registration.