

American Watchmakers-Clockmakers Institute
Budget
2013-2014

	Actual 2012-13	Budgeted 2013-14	NOTES
	TOTAL	TOTAL	
Ordinary Income/Expense			
Income			
Membership Dues			
Regular	205,221.50	185,000.00	10% loss in membership
Senior	36,105.73	32,400.00	10% loss in membership
Student	4,069.56	4,000.00	
IAB	66,080.00	60,000.00	
Affiliate chapter	3,750.00	3,000.00	
REC	1,275.00	1,000.00	
Total Membership Dues	316,501.79	285,400.00	
Tuition			
Bench courses	20,600.00	0.00	No plan in place for providing bench courses this year. When we figure it out it will only be executed if it can result in a net positive income
Academy tuition	107,503.04	102,000.00	
Watch certifications	52,040.00	63,690.00	17 Classes @ 6 Students per class ** courses already scheduled 12 @ \$1,695; 10 @ \$1,995; 18 @ \$1,300
Total Tuition & Certification	180,143.04	165,690.00	
Advertising			
HT Display advertising	59,305.61	60,000.00	
HT Classified advertising	22,100.25	22,000.00	
HT Banner advertising	625.00	1,000.00	
Website Job target	4,459.50	4,000.00	
Total Advertising	86,490.36	87,000.00	
Retail Sales			
Books	44,228.82	48,000.00	Perkins Vol 2 and liquidation of old inventory
Media	6,526.70	4,000.00	
Merchandise	755.71	750.00	
Total Retail Sales	51,511.23	52,750.00	
Other Income			
Dividend Income	10.18	3.00	
Perpetual fund income	344,822.04	342,000.00	
Annual meeting	30,755.91	0.00	
Rolex challenge grant	21,950.00	18,000.00	
Total Other Income	397,538.13	360,003.00	
Total Income	1,032,184.55	950,843.00	
Cost of Goods Sold			
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Books	27,760.05	15,000.00	Publication of Perkins Vol2 and republication of certain volumes "on demand"
Media	1,583.48	1,500.00	
Merchandise	126.49	150.00	
Total Cost of Goods Sold	29,470.02	16,650.00	
Total COGS	29,470.02	16,650.00	
Gross Profit	1,002,714.53	934,193.00	
Operating Expenses			
Payroll Expenses			
Salaries and wages	331,778.67	183,000.00	
Other Employment Expenses	0.00	75,174.00	
FICA tax	24,608.89	19,750.31	
State unemployment tax	3,117.43	1,180.00	
Federal unemployment tax	408.60	210.00	
Workers compensation	981.74	950.00	
Health insurance	30,030.46	24,000.00	
Life insurance	384.60	300.00	
Total Payroll Expenses	391,310.39	304,564.31	
Office expenses			
Office supplies	10,334.77	10,000.00	
Staff training	299.00	1,200.00	
Payroll processing fees	1,774.12	280.00	
Dues and subscriptions	1,101.40	500.00	
Postage & shipping	36,954.38	37,700.00	includes magazine mailing
Printing and Copying	5,341.23	5,000.00	
Credit card fees	11,455.72	12,000.00	
Banking & processing fees	2,026.39	2,900.00	
Advertising & promotion	9,949.56	7,500.00	
Miscellaneous	1,261.00	1,000.00	
Total Office expenses	80,497.57	78,080.00	
Professional Services			
Accounting Fees	33,285.96	37,000.00	
Legal Fees	14,220.00	25,000.00	
Contract Services	69,126.22	137,500.00	
Certification assessor fees	19,100.00	16,000.00	4 examinations @ 4,000 each
Investment fees	31,585.86	32,000.00	

Total Professional Services	167,318.04	247,500.00	
Overhead			
Real estate taxes	22,115.05	22,000.00	Assesment Reduced
Utilities	33,760.48	25,000.00	
			Reduced cost is partially contingent upon new equipment purchase (see below)
Telephone	10,534.50	7,000.00	
Building maintenance	16,487.37	16,500.00	
Equipment maintenance	2,393.43	2,500.00	
Alarm & security	2,909.34	3,000.00	
Total Overhead	79,447.45	76,000.00	
Insurance			
Directors & officers insurance	2,408.00	2,400.00	
Liability insurance	3,242.00	3,200.00	
Employee & School Bonds	2,650.00	2,700.00	
Total Insurance	8,300.00	8,300.00	
Information technology			
IT support	36,345.64	5,000.00	
Software	148.90	200.00	
Website	14,512.98	3,500.00	
Total Information technology	51,007.52	8,700.00	
Program expenses			
Classroom supplies	17,339.70	37,000.00	
Student meals	424.51	1,700.00	
Magazine publishing	71,994.29	70,000.00	Printing Costs & Labor portion of mailing
Writer fees	13,200.00	13,200.00	
Royalties	4,773.00	6,000.00	
Book Negatives & Storage	350.00	0.00	
Media Production Costs	985.58	0.00	
Editing	8,360.00	1,500.00	
Total Program expenses	117,427.08	129,400.00	
Travel, Lodging & Meals			
Staff travel & Lodging	13,858.23	17,000.00	
Staff airfare	3,789.90	3,000.00	mid year
Staff meals	3,316.73	2,000.00	mid year
Assessor Travel & Lodging	9,081.06	9,000.00	\$2250 per examination
Assessor meals	1,413.56	1,500.00	
Affiliate Travel & Lodging	2,928.33	0.00	
Board travel & lodging	13,502.63	12,000.00	\$6,000 for annual meeting \$6k for midyear
Board Meals	706.00	3,000.00	
Total Travel, Lodging & Meals	48,596.44	47,500.00	
Conferences, conventions & Meetings			
Conferences, conventions & Meetings	485.00	3,500.00	Meals etc for annual meeting & midyear
Trade show expenses	4,132.05	5,000.00	
Annual meeting	62,568.68	0.00	
Total Conferences, conventions & Meetings	67,185.73	8,500.00	
Total Operating Expense	1,011,090.22	908,544.31	
Net Operating Income	-8,375.69	25,648.69	
Johnson Investments Unrealized Gain (Loss)	349,513.05	0	
Depreciation	-61583.15	0	
Interest	-41,311.48	47,000.00	Mortgage and LOC
Net Profit (Loss)	<u>238,242.73</u>		
	Computer	2185.81	8/8/13
	A/C Unit	7,515.00	Already replaced out of necessity 9/3/13
	Security Cameras	5,000.00	Installed this week 9/27/13
	Phone System	7,500.00	Current system is 18 years old
	ELM Trust Loan	5,000.00	
	Mortgage Principal	28,800.00	
	Principal on LOC	0.00	
	Total Interest, Capital Expenditures & Debt Reduction	103,000.81	
Net Budgeted Profit (Loss)		<u>-77,352.12</u>	