

# SOUTHEAST BOOKSELLERS ASSOCIATION, INC.

## BUDGET OVERVIEW: BUDGET 2017 - FY17 P&L

January - December 2017

	TOTAL
<b>REVENUE</b>	
<b>DUES</b>	
CORE MEMBER BOOKSTORES	15,000.00
INDUSTRY MEMBER	15,000.00
<b>Total DUES</b>	<b>30,000.00</b>
<b>NON-DUES</b>	
ADVERTISING	230,000.00
Book Awards	0.00
CATALOGS	90,000.00
<b>Total ADVERTISING</b>	<b>320,000.00</b>
SPONSORSHIP	0.00
TRADE SHOW	0.00
BADGES/ON SITE REGS	40,000.00
FOOD AND BEVERAGE	30,000.00
TABLE RENTAL	70,000.00
<b>Total TRADE SHOW</b>	<b>140,000.00</b>
<b>Total NON-DUES</b>	<b>460,000.00</b>
<b>Total Revenue</b>	<b>\$490,000.00</b>
<b>EXPENDITURES</b>	
BOARD RESERVE	11,600.00
<b>ENDS</b>	
B3!	13,720.00
BOOK AWARDS	500.00
BOOK EXPO AMERICA	0.00
Catalogs	500.00
EDUCATION	6,000.00
ESIBA	55,500.00
MARKETING BOOKSTORES	77,500.00
<b>TRADE SHOW EXPENSE</b>	
A/V	10,000.00
FEES/RENTAL	3,000.00
FOOD/BEVERAGE	50,000.00
HOTEL	20,000.00
PRINTING	3,500.00
STAFF SUPPORT	9,000.00
SUPPLIES	6,000.00
TRAVEL	13,000.00
<b>Total TRADE SHOW EXPENSE</b>	<b>114,500.00</b>
<b>Total ENDS</b>	<b>268,220.00</b>
<b>GOVERNANCE</b>	
BOARD MEETINGS	16,000.00
INFO GATHERING/MONITORING	7,000.00
PROFESSIONAL FEES	14,000.00

	TOTAL
TRAINING	7,000.00
<b>Total GOVERNANCE</b>	<b>44,000.00</b>
OPERATIONS	
BANK SERVICE CHARGE	7,000.00
COMPUTER SUPPORT	900.00
INSURANCE	2,000.00
MARKETING - SIBA	4,968.00
OFFICE EQUIPMENT	0.00
OFFICE SUPPLIES	2,000.00
OFFICE SUPPORT	6,000.00
POSTAGE	4,000.00
PRINTING	5,000.00
REGIONALS	2,000.00
STAFF	
EXECUTIVE DIRECTOR'S SALARY	
CEO SALARY	98,890.00
CEO SEP	24,722.00
<b>Total EXECUTIVE DIRECTOR'S SALARY</b>	<b>123,612.00</b>
Payroll Expenses	7,500.00
<b>Total STAFF</b>	<b>131,112.00</b>
TELEPHONE	1,200.00
TRAVEL	0.00
<b>Total OPERATIONS</b>	<b>166,180.00</b>
<b>Total Expenditures</b>	<b>\$490,000.00</b>
NET OPERATING REVENUE	<b>\$0.00</b>
NET REVENUE	<b>\$0.00</b>