

**Travel & Tourism Research Association  
Proposed 2010 Budget**

	<b>Approved 2010 Budget</b>	<b>Projected YE 2009</b>	<b>2009 Budget</b>	<b>Diff. 2010 Budget &amp; Proj YE 2009</b>	<b>% Change Budget 2010 &amp; YE 2009</b>	<b>Diff. 2010 Budget &amp; 2009 Budget</b>	<b>% Change Budget 2010 &amp; 2009</b>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>40000 - Member Dues</b>							
<b>40100 - New Member Dues</b>							
<b>40102 - New Premier Member Dues</b>	10,682.50	4,982.50	10,005.00	5,700.00	114.40%	677.50	6.77%
<b>40104 - New Pro Org Member Dues</b>	10,342.50	8,102.50	9,250.00	2,240.00	27.65%	1,092.50	11.81%
<b>40106 - New Standard Member Dues</b>	9,287.50	6,075.00	7,500.00	3,212.50	52.88%	1,787.50	23.83%
<b>40108 - New Student Member Dues</b>	1,537.50	700.00	1,000.00	837.50	119.64%	537.50	53.75%
<b>40110 - New Int'l Member Fee</b>	-	17.50	90.00	(17.50)	-100.00%	(90.00)	-100.00%
<b>Total 40100 - New Member Dues</b>	<b>31,850.00</b>	<b>19,877.50</b>	<b>27,845.00</b>	<b>11,972.50</b>	<b>60.23%</b>	<b>4,005.00</b>	<b>14.38%</b>
<b>40200 - Membership Renewal Dues</b>							
<b>40202 - Premier Membership Renewal Dues</b>	33,317.50	33,507.50	41,745.00	(190.00)	-0.57%	(8,427.50)	-20.19%
<b>40204 - Pro Org Membership Renewal Dues</b>	50,475.00	43,317.50	62,800.00	7,157.50	16.52%	(12,325.00)	-19.63%
<b>40206 - Standard Membership Renewal Due</b>	16,362.50	11,112.50	19,050.00	5,250.00	47.24%	(2,687.50)	-14.11%
<b>40208 - Student Membership Renewal Dues</b>	1,450.00	125.00	725.00	1,325.00	1060.00%	725.00	100.00%
<b>40210 - Int'l Member Fee Renewal</b>	-	-	410.00	-	0.00%	(410.00)	-100.00%
<b>40200 - Membership Renewal Dues - Other</b>	-	27,991.63	-	(27,991.63)	-100.00%	-	0.00%
<b>Total 40200 - Membership Renewal Dues</b>	<b>101,605.00</b>	<b>116,054.13</b>	<b>124,730.00</b>	<b>(14,449.13)</b>	<b>-12.45%</b>	<b>(23,125.00)</b>	<b>-18.54%</b>
<b>40000 - Member Dues - Other</b>	-	310.00	-	(310.00)	-100.00%	-	0.00%
<b>Total 40000 - Member Dues</b>	<b>133,455.00</b>	<b>136,241.63</b>	<b>152,575.00</b>	<b>(2,786.63)</b>	<b>-2.05%</b>	<b>(19,120.00)</b>	<b>-12.53%</b>
<b>41000 - Conference Revenue</b>							
<b>41100 - Member Registration Fees</b>							
<b>41102 - Premier Mbr Reg Revenue</b>	23,750.00	6,900.00	25,500.00	16,850.00	244.20%	(1,750.00)	-6.86%
<b>41104 - Pro Org Mbr Reg Revenue</b>	47,550.00	21,400.00	25,500.00	26,150.00	122.20%	22,050.00	86.47%
<b>41106 - Standard Mbr Reg Revenue</b>	38,175.00	14,250.00	32,000.00	23,925.00	167.89%	6,175.00	19.30%
<b>41108 - Student Mbr Reg Revenue</b>	4,800.00	6,050.00	8,000.00	(1,250.00)	-20.66%	(3,200.00)	-40.00%
<b>41110 - Lifetime Achievement Mbr Reg.</b>	1,425.00	1,350.00	-	75.00	5.56%	1,425.00	0.00%
<b>41100 - Member Registration Fees - Other</b>	-	18,095.00	-	(18,095.00)	-100.00%	-	0.00%
<b>Total 41100 - Member Registration Fees</b>	<b>115,700.00</b>	<b>68,045.00</b>	<b>91,000.00</b>	<b>47,655.00</b>	<b>70.03%</b>	<b>24,700.00</b>	<b>27.14%</b>
<b>41200 - Other Attendee Fees</b>							
<b>41202 - Non-Member Registration Revenue</b>	22,975.00	9,045.00	16,990.00	13,930.00	154.01%	5,985.00	35.23%
<b>41204 - Spouse/Guest Reg Revenue</b>	1,500.00	-	2,400.00	1,500.00	0.00%	(900.00)	-37.50%
<b>41206 - Day Pass Registration Revenue</b>	5,000.00	3,550.00	6,000.00	1,450.00	40.85%	(1,000.00)	-16.67%
<b>41208 - Banquet Ticket Sales</b>	-	4,799.25	1,200.00	(4,799.25)	-100.00%	(1,200.00)	-100.00%
<b>41210 - Speaker Registration</b>	500.00	550.00	-	(50.00)	-9.09%	500.00	0.00%
<b>Total 41200 - Other Attendee Fees</b>	<b>29,975.00</b>	<b>17,944.25</b>	<b>26,590.00</b>	<b>12,030.75</b>	<b>67.05%</b>	<b>3,385.00</b>	<b>12.73%</b>

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<b>41300 - Exhibitor Fees</b>							
<b>41306 - Member Exhibitor Fees</b>	5,000.00	3,300.00	3,400.00	1,700.00	51.52%	1,600.00	47.06%
<b>413086 - Non-Member Exhibitor Fees</b>	3,000.00	3,000.00	3,000.00	-	0.00%	-	0.00%
<b>Total 41300 - Exhibitor Fees</b>	<b>8,000.00</b>	<b>6,300.00</b>	<b>6,400.00</b>	<b>1,700.00</b>	<b>26.98%</b>	<b>1,600.00</b>	<b>25.00%</b>
<b>41400 - Other Conference Revenue</b>							
<b>41402 - Auction Revenue</b>	-	3,961.00	2,500.00	(3,961.00)	-100.00%	(2,500.00)	-100.00%
<b>41404 - Award Revenue</b>	6,500.00	3,650.00	4,500.00	2,850.00	78.08%	2,000.00	44.44%
<b>41406 - Sponsorship Sales</b>	58,450.00	44,750.00	70,000.00	13,700.00	30.61%	(11,550.00)	-16.50%
<b>Total 41400 - Other Conference Revenue</b>	<b>64,950.00</b>	<b>52,361.00</b>	<b>77,000.00</b>	<b>12,589.00</b>	<b>24.04%</b>	<b>(12,050.00)</b>	<b>-15.65%</b>
<b>Total 41000 - Conference Revenue</b>	<b>218,625.00</b>	<b>144,650.25</b>	<b>200,990.00</b>	<b>73,974.75</b>	<b>51.14%</b>	<b>17,635.00</b>	<b>8.77%</b>
<b>42000 - Other Revenue</b>							
<b>42002 - Mailing List Sales</b>	-	-	500.00	-	0.00%	(500.00)	-100.00%
<b>42004 - Website Sponsorship Sales</b>	5,050.00	-	2,500.00	5,050.00	0.00%	2,550.00	102.00%
<b>42006 - Membership Directory Sales</b>	-	125.00	-	(125.00)	-100.00%	-	0.00%
<b>42008 - Royalties</b>	500.00	86.50	-	413.50	478.03%	500.00	0.00%
<b>42010 - Educational Webinars</b>	1,000.00						
<b>42999 - Miscellaneous Revenue</b>	-	51.90	-	(51.90)	-100.00%	-	0.00%
<b>Total 42000 - Other Revenue</b>	<b>6,550.00</b>	<b>263.40</b>	<b>3,000.00</b>	<b>5,286.60</b>	<b>2007.06%</b>	<b>3,550.00</b>	<b>118.33%</b>
<b>Total Income</b>	<b>358,630.00</b>	<b>\$281,155.28</b>	<b>\$356,565.00</b>	<b>\$76,474.72</b>	<b>27.20%</b>	<b>\$2,065.00</b>	<b>0.58%</b>

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**Expense**

**60000 · Administrative Expenses**

<b>60002 · Financial Charges</b>	11,266.56	5,196.98	12,000.00	6,069.58	116.79%	(733.44)	-6.11%
<b>60004 · General Printing</b>	1,500.00	1,936.89	1,000.00	(436.89)	-22.56%	500.00	50.00%
<b>60006 · Insurance</b>	1,900.00	768.33	1,400.00	1,131.67	147.29%	500.00	35.71%
<b>60008 · Office Supplies</b>	1,480.00	110.41	4,000.00	1,369.59	1240.46%	(2,520.00)	-63.00%
<b>60010 · Postage, Mailing Service</b>	1,500.00	1,568.38	3,500.00	(68.38)	-4.36%	(2,000.00)	-57.14%
<b>60012 · Staff Travel</b>	1,000.00	-	7,500.00	1,000.00	0.00%	(6,500.00)	0.00%
<b>60014 · Teleconferences</b>	700.00	367.37	-	332.63	90.54%	700.00	0.00%
<b>60016 · Telephone Expense</b>	2,400.00	2,450.46	2,500.00	(50.46)	-2.06%	(100.00)	-4.00%
<b>60018 · Meetings w/ Strategic Partners</b>	500.00	-	-	500.00	0.00%	500.00	0.00%
<b>Total 60000 · Administrative Expenses</b>	<u>22,246.56</u>	<u>12,398.82</u>	<u>31,900.00</u>	<u>9,847.74</u>	<u>79.42%</u>	<u>(9,653.44)</u>	<u>-30.26%</u>

**61000 · Board/Exec. Committee Meetings**

		14,564.14	13,000.00				
<b>61002 · Audio Visual</b>	1,550.00	-	-	1,550.00	0.00%	1,550.00	0.00%
<b>61004 · Elections</b>	1,575.00	-	-	1,575.00	0.00%	1,575.00	0.00%
<b>61006 · Food &amp; Beverage</b>	10,080.00	-	-	10,080.00	0.00%	10,080.00	0.00%
<b>61008 · Room Rental</b>	1,000.00	-	-	1,000.00	0.00%	1,000.00	0.00%
<b>61010 · Shipping</b>	500.00	-	-	500.00	0.00%	500.00	0.00%
<b>61012 · Staff Travel</b>	5,500.00	-	-	5,500.00	0.00%	5,500.00	0.00%
<b>61014 · Teleconferences</b>	450.00	-	-	450.00	0.00%	450.00	0.00%
<b>Total 61000 · Board/Exec. Committee Meetings</b>	<u>20,655.00</u>	<u>14,564.14</u>	<u>13,000.00</u>	<u>20,655.00</u>	<u>141.82%</u>	<u>7,655.00</u>	<u>58.88%</u>

**62000 · Conference Expenses**

<b>62002 · Ads/Promotions</b>	2,500.00	1,152.11	2,500.00	1,347.89	116.99%	-	0.00%
<b>62004 · Audio Visual</b>	10,000.00	4,794.35	8,000.00	5,205.65	108.58%	2,000.00	25.00%
<b>62006 · Awards &amp; Gifts</b>	5,510.00	3,787.50	6,100.00	1,722.50	45.48%	(590.00)	-9.67%
<b>62008 · Badges</b>	1,167.03	857.44	700.00	309.59	36.11%	467.03	66.72%
<b>62010 · Decorations</b>	2,500.00	1,104.71	3,500.00	1,395.29	126.30%	(1,000.00)	-28.57%
<b>62012 · Chair Expenses</b>	100.00	-	1,000.00	100.00	0.00%	(900.00)	-90.00%
<b>62014 · Food &amp; Beverage</b>	67,240.57	53,550.08	75,000.00	13,690.49	25.57%	(7,759.43)	-10.35%
<b>62016 · Outsourced Services</b>	4,000.00	3,365.00	2,500.00	635.00	18.87%	1,500.00	60.00%
<b>62018 · Photography</b>	500.00	-	500.00	500.00	0.00%	-	0.00%
<b>62020 · Postage &amp; Shipping</b>	4,000.00	2,901.91	5,000.00	1,098.09	37.84%	(1,000.00)	-20.00%
<b>62022 · Printing</b>	5,000.00	4,089.07	7,500.00	910.93	22.28%	(2,500.00)	-33.33%
<b>62024 · Registration Materials</b>	1,600.00	682.51	3,500.00	917.49	134.43%	(1,900.00)	-54.29%
<b>62026 · Signage</b>	1,500.00	629.08	1,500.00	870.92	138.44%	-	0.00%
<b>62028 · Speaker Fees &amp; Travel</b>	7,500.00	5,275.00	10,000.00	2,225.00	42.18%	(2,500.00)	-25.00%
<b>62030 · Staff Travel</b>	4,000.00	5,003.74	4,500.00	(1,003.74)	-20.06%	(500.00)	-11.11%

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62032 · Site Visit	1,700.00	-	-	1,700.00	0.00%	1,700.00	0.00%
62034 · Conference Proceedings Expense	4,900.00	3,565.00	-	1,335.00	37.45%	4,900.00	0.00%
62036 · Cancellation Insurance	1,500.00	-	-	1,500.00	0.00%	1,500.00	0.00%
62038 · Website (Conf)	3,500.00	-	-	3,500.00	0.00%	3,500.00	0.00%
62040 · Real Time Survey	450.00	-	-	450.00	0.00%	450.00	0.00%
62099 · Misc. Conference Expenses	1,000.00	899.98	1,000.00	100.02	11.11%	-	0.00%
<b>Total 62000 · Conference Expenses</b>	<b>130,167.60</b>	<b>91,657.48</b>	<b>132,800.00</b>	<b>38,510.12</b>	<b>42.02%</b>	<b>(2,632.40)</b>	<b>-1.98%</b>

**Strategic Objective #1 - Increase Membership.**

<b>63000 · Membership Development</b>							
63002 · Chapter Conferences	4,500.00	-	-	4,500.00	0.00%	4,500.00	0.00%
63004 · Conference/Meetings Expense	2,800.00	-	-	2,800.00	0.00%	2,800.00	0.00%
63006 · Membership Recruitment Collateral	2,000.00	-	1,000.00	2,000.00	0.00%	1,000.00	0.00%
63008 · Membership Brochures/Marketing	3,700.00	125.00	-	3,575.00	2860.00%	3,700.00	0.00%
<b>Total 63000 · Membership Development</b>	<b>13,000.00</b>	<b>125.00</b>	<b>1,000.00</b>	<b>12,875.00</b>	<b>10300.00%</b>	<b>12,000.00</b>	<b>0.00%</b>

**Strategic Objective #2 - Improve the range of value added services to members.**

<b>64000 · Membership Services</b>							
64002 · Journal of Travel Research Sub.	21,264.00	18,470.50	23,900.00	2,793.50	15.12%	(2,636.00)	-11.03%
64004 · Membership Communications	1,000.00	184.95	-	815.05	440.69%	1,000.00	0.00%
64008 · E-Newsletters	1,400.00	700.00	-	700.00	100.00%	1,400.00	0.00%
64010 · Listserve	2,900.00	1,650.00	-	1,250.00	75.76%	2,900.00	0.00%
64012 · Member Survey	-	-	-	-	0.00%	-	100.00%
<b>Total 64000 · Membership Services</b>	<b>26,564.00</b>	<b>21,005.45</b>	<b>23,900.00</b>	<b>5,558.55</b>	<b>26.46%</b>	<b>2,664.00</b>	<b>11.15%</b>

**Strategic Objective #3 - Develop the appropriate educational programs to support the ongoing development of the profession.**

<b>65000 · Educational Programs</b>							
65002 · Webinars	1,000.00	-	-	1,000.00	0.00%	1,000.00	0.00%
<b>Total 65000 · Educational Programs</b>	<b>1,000.00</b>	<b>-</b>	<b>-</b>	<b>1,000.00</b>	<b>0.00%</b>	<b>1,000.00</b>	<b>0.00%</b>

**Strategic Objective #4 - Ensure financial sustainability and continue to develop organizational structures, processes and support resources.**

<b>66000 · Revenue Development</b>							
66002 · Teleconferences	150.00	-	-	150.00	0.00%	150.00	0.00%
66004 · Misc. Revenue Development	2,000.00	-	-	2,000.00	0.00%	2,000.00	0.00%
<b>Total 66000 · Educational Programs</b>	<b>2,150.00</b>	<b>-</b>	<b>-</b>	<b>2,150.00</b>	<b>0.00%</b>	<b>2,150.00</b>	<b>0.00%</b>

**Strategic Objective #5 - Heighten TTRA's public image and reputation.**

<b>67000 · PR/Marketing</b>							
67002 · PR Consulting Fees	10,000.00	-	-	10,000.00	0.00%	10,000.00	0.00%
<b>Total 67000 · PR/Marketing</b>	<b>10,000.00</b>	<b>-</b>	<b>-</b>	<b>10,000.00</b>	<b>0.00%</b>	<b>10,000.00</b>	<b>0.00%</b>

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<b>68000 · Professional Fees</b>								
<b>68002 · Accounting Fees</b>	4,000.00	6,020.00	8,000.00	(2,020.00)	-33.55%	(4,000.00)	-50.00%	
<b>68004 · Legal Fees</b>	3,000.00	-	4,000.00	3,000.00	0.00%	(1,000.00)	-25.00%	
<b>68006 · Management Fees</b>	118,380.00	114,367.00	108,000.00	4,013.00	3.51%	10,380.00	9.61%	
<b>68008 · Other Professional Fees</b>	-	-	-	-	0.00%	-	0.00%	
<b>Total 68000 · Professional Fees</b>	<u>125,380.00</u>	<u>120,387.00</u>	<u>120,000.00</u>	<u>4,993.00</u>	<u>4.15%</u>	<u>5,380.00</u>	<u>4.48%</u>	
<b>69000 · Website</b>								
<b>69002 · Website Maintenance</b>	3,119.40	4,969.53	15,000.00	(1,850.13)	-37.23%	(11,880.60)	0.00%	
<b>69004 · Website Updates</b>	2,500.00	-	-	2,500.00	0.00%	2,500.00	#DIV/0!	
<b>Total 69000 · Website</b>	<u>5,619.40</u>	<u>4,969.53</u>	<u>15,000.00</u>	<u>649.87</u>	<u>13.08%</u>	<u>(9,380.60)</u>	<u>-62.54%</u>	
<b>70000 · Other Expenses</b>								
<b>70002 · Chapter Revenue Share</b>	-	-	13,700.00	-	0.00%	(13,700.00)	0.00%	
<b>Total 70000 · Other Expenses</b>	<u>-</u>	<u>-</u>	<u>13,700.00</u>	<u>-</u>	<u>0.00%</u>	<u>(13,700.00)</u>	<u>-100.00%</u>	
<b>Total Expense</b>	<u><b>356,782.56</b></u>	<u><b>265,107.42</b></u>	<u><b>351,300.00</b></u>	<u><b>106,239.28</b></u>	<u><b>40.07%</b></u>	<u><b>5,482.56</b></u>	<u><b>1.56%</b></u>	
<b>Net Ordinary Income</b>	<u><b>\$1,847.44</b></u>	<u><b>\$16,047.86</b></u>	<u><b>\$5,265.00</b></u>	<u><b>(\$29,764.56)</b></u>	<u><b>-185.47%</b></u>	<u><b>(\$3,417.56)</b></u>	<u><b>-64.91%</b></u>	
<b>Other Expense</b>								
<b>Unbudgeted &amp; Transitional Expenses**</b>								
<b>Transitional Expenses</b>								
<b>65002 · Accounting Fees</b>	-	1,500.00	-	(1,500.00)	-100.00%	-	0.00%	
<b>65004 · Legal Fees</b>	-	780.00	-	(780.00)	-100.00%	-	0.00%	
<b>65006 · Management Fees</b>	-	11,464.75	-	(11,464.75)	-100.00%	-	0.00%	
<b>66004 · Website Updates</b>	-	15,100.00	-	(15,100.00)	-100.00%	-	0.00%	
<b>Total Transitional Expenses</b>	<u>-</u>	<u>28,844.75</u>	<u>-</u>	<u>(28,844.75)</u>	<u>-100.00%</u>	<u>-</u>	<u>0.00%</u>	
<b>Unbudgeted (Board Approved) Expenses</b>								
<b>60012 · Staff Travel</b>	-	9,167.22	-	(9,167.22)	-100.00%	-	0.00%	
<b>64010 · Awards from Previous Years</b>	-	2,300.00	-	(2,300.00)	-100.00%	-	0.00%	
<b>Total Unbudgeted (Board Approved) Expenses</b>	<u>-</u>	<u>11,467.22</u>	<u>-</u>	<u>(11,467.22)</u>	<u>-100.00%</u>	<u>-</u>	<u>0.00%</u>	
<b>Total Unbudgeted &amp; Transitional Expenses**</b>	<u>-</u>	<u>40,311.97</u>	<u>-</u>	<u>(40,311.97)</u>	<u>-100.00%</u>	<u>-</u>	<u>0.00%</u>	
<b>Total Other Expense</b>	<u>-</u>	<u>40,311.97</u>	<u>-</u>	<u>(40,311.97)</u>	<u>-100.00%</u>	<u>-</u>	<u>0.00%</u>	
<b>Net Income</b>	<u><u><b>\$1,847.44</b></u></u>	<u><u><b>(\$24,264.11)</b></u></u>	<u><u><b>\$5,265.00</b></u></u>	<u><u><b>(\$70,076.53)</b></u></u>	<u><u><b>288.81%</b></u></u>	<u><u><b>(\$3,417.56)</b></u></u>	<u><u><b>-64.91%</b></u></u>	
<b>Items that do not effect Net Income</b>								
<b>80000 · Restricted Account Expenses</b>								
<b>80002 · Award Expenses</b>	2,800.00	-	13,700.00	2,800.00	0.00%	(10,900.00)	0.00%	
<b>Total 80000 · Restricted Account Expenses</b>	<u>2,800.00</u>	<u>-</u>	<u>13,700.00</u>	<u>2,800.00</u>	<u>0.00%</u>	<u>(10,900.00)</u>	<u>-79.56%</u>	

**Travel & Tourism Research Association  
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**Income**

**40000 · Member Dues**

**40100 · New Member Dues**

We are projecting an increase of 27% over new members in 2009.

**40102 · New Premier Member Dues**

Current Membership Rate = \$345.00, Chapter Rebate Rate = \$35.00

26 Premier Members are expected to join for the 2010 fiscal year. 89% are expected to join chapters and therefore require chapter rebates to be paid out. 17 are expected to join April 1 - Sept 30 and will require their dues to be distributed between 2010 and 2011.

Breakdown = 5 expected to join in 2009 for 2010, 4 expected to join Jan 1-March 31, 2010 and 17 are expected to join April 1-September 30, 2010

Additional 6 Members expected if board calls all expired 2008 members (15% of total). 4 of those are expected to join chapters

**40104 · New Pro Org Member Dues**

Current Membership Rate = \$575.00, Additional Membership Rate = \$150.00, Chapter Rebate Rate for Full Membership = \$35, Chapter Rebate Rate for Addtl Member = \$25

13 Professional Organization Members and 9 Additional Professional Organization Members are expected to join for the 2010 fiscal year. 83% of Full Pro Org Memberships and 77% of Additional Pro Org Members are expected to join chapters and therefore required chapter rebates to be paid out. 7 Full Pro Org Memberships and 4 Additional Pro Org Memberships are expected April 1 - Sept 30, 2010 which will require their dues to be distributed between 2010 and 2011

Breakdown = 2 Full & 3 Addtl expected to join in 2009 for 2010, 4 Full & 2 Addtl expected to join Jan 1-March 31, 2010 and 7 Full & 4 Addtl are expected to join April 1-September 30, 2010

Additional 2 Members expected if board calls all expired 2008 members (15% of total). 1 of those are expected to join chapters

**40106 · New Standard Member Dues**

Current Membership Rate = \$150.00, Chapter Rebate Rate = \$25

58 Standard Members are expected to join for the 2010 fiscal year. 97% are expected to join chapters and therefore require chapter rebates to be paid out. 30 are expected to join April 1 - Sept 30 and will require their dues to be distributed between 2010 and 2011.

Breakdown = 11 expected to join in 2009 for 2010, 17 expected to join Jan 1-March 31, 2010 and 30 are expected to join April 1-September 30, 2010

Additional 12 Members expected if board calls all expired 2008 members (15% of total). 10 of those are expected to join chapters

**40108 · New Student Member Dues**

Current Membership Rate = \$50.00, Student of Pro Org Member Rate = \$25.00, No Chapter Rebates

25 Student Members and 6 Pro Org Student Members are expected to join for the 2010 fiscal year. No chapter rebates are paid out for Student Members. 13 Student Members and 3 Pro Org Student Members are expected to join April 1 - Sept 30 and will require their dues to be distributed between 2010 and 2011.

Breakdown = 5 Student Members and 1 Pro Org Student Member are expected to join in 2009 for 2010, 7 Student Members and 2 Pro Org Student Members are expected to join Jan 1-March 31, 2010 and 13 Student Members and 3 Pro Org Student Member are expected to join April 1-September 30, 2010

Additional 2 Members and 1 Pro Org Student Member expected if board calls all expired 2008 members (15% of total).

**40110 · New Int'l Member Fee**

Not expected for the 2010 Fiscal Year

**40200 · Membership Renewal Dues**

Projecting 90% of current members will renew

**40202 · Premier Membership Renewal Dues**

Current Membership Rate = \$345.00, Chapter Rebate Rate = \$35.00

26 Members renewed on 07/01/09, 18 of which belong to chapters

81 Members are expected to renew on 01/01/10, 71 of which belong to chapters

23 Members are expected to renew on 07/01/10, 16 of which belong to chapters

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**40204 - Pro Org Membership Renewal Dues**

Current Membership Rate = \$575.00, Additional Membership Rate = \$150.00, Chapter Rebate Rate for Full Membership = \$35, Chapter Rebate Rate for Addtl Member = \$25

3 Additional Members renewed on 07/01/09, 2 of which belong to chapters

21 Members renewed on 07/01/09, 18 of which belong to chapters

28 Additional Members are expected to renew on 01/01/10, 25 of which belong to chapters

65 Members are expected to renew on 01/01/10, 53 of which belong to chapters

3 Additional Members are expected to renew on 07/01/10, 2 of which belong to chapters

19 Members are expected to renew on 07/01/10, 16 of which belong to chapters

**40206 - Standard Membership Renewal Due**

Current Membership Rate = \$150.00, Chapter Rebate Rate = \$25

44 Members renewed on 07/01/09, 32 of which belong to chapters

86 Members are expected to renew on 01/01/10, 83 of which belong to chapters

40 Members are expected to renew on 07/01/10, 29 of which belong to chapters

**40208 - Student Membership Renewal Dues**

Current Membership Rate = \$50.00, Student of Pro Org Member Rate = \$25.00, No Chapter Rebates

4 Pro Org Student Members renewed on 07/01/09

18 Student Members renewed on 07/01/09

8 Pro Org Student Members are expected to renew on 01/01/10

6 Student Members are expected to renew on 01/01/10

4 Pro Org Student Members are expected to renew on 07/01/10

16 Student Members are expected to renew on 07/01/10

**40210 - Int'l Member Fee Renewal**

None Expected

**40200 - Membership Renewal Dues - Other**

This account was created to account for the dues collected from Morgan Systems not divided by membership type.

**41000 - Conference Revenue**

**41100 - Member Registration Fees**

Prices have been raised \$25, excluding students per Denise Miller. Membership Attendance levels are based on the 2008 Conference in Philadelphia with a 5% increase to account for the additional marketing to be done.

**41102 - Premier Mbr Reg Revenue**

29 at Early Bird Rate of \$475, 19 at Regular Rate of \$525

**41104 - Pro Org Mbr Reg Revenue**

57 at Early Bird Rate of \$475, 39 at Regular Rate of \$525

**41106 - Standard Mbr Reg Revenue**

24 at Early Bird Rate of \$575, 39 at Regular Rate of \$625

**41108 - Student Mbr Reg Revenue**

No Early Bird Rate due to discount. Reduced rate from previous years, traded for volunteer hours. Each student is required to serve 10 volunteer hours at the conference to receive the discounted rate of \$200.

24 Members @ \$200

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**41110 · Lifetime Achievement Mbr Reg.**

This rate is for Past Presidents, Award winners do not have to pay.

3 Members @ \$475

**41100 · Member Registration Fees - Other**

Prior to Treeline coming aboard conference fees were not accounted for in separate accounts so this general account was used in 2009. It will not be used in the future.

**41200 · Other Attendee Fees**

**41202 · Non-Member Registration Revenue**

23 Non-Members at \$825, 10 Non-Member Students at \$400

Increased from 20-23 Non-Members per Denise Miller.

**41204 · Spouse/Guest Reg Revenue**

10 Registrations at \$150

**41206 · Day Pass Registration Revenue**

20 Registrations at \$250

**41208 · Banquet Ticket Sales**

None Expected this year

**41210 · Speaker Registration**

2 Registrations at Day Rate of \$250

**41300 · Exhibitor Fees**

**41306 · Member Exhibitor Fees**

Previously 41302 · Premier Member Exhibitor Fees and 41304 · Standard Member Exhibitor Fees

5 Exhibitors at \$1,000

**41308 · Non-Member Exhibitor Fees**

2 Exhibitors at \$1,500

**41400 · Other Conference Revenue**

**41402 · Auction Revenue**

TTRA has decided not to host an auction this year

**41404 · Award Revenue**

Best Paper Award Sponsorship = \$500

Best Illustrated Paper Award Sponsorship = \$500

J Desmond Slattery Undergraduate Award Sponsorship = \$2,000

J Desmond Slattery Professional Marketing Award Sponsorship = \$1,000

Research Grant Award Sponsorship = \$2,500

Per Dee Ann the award is split between two years, 2010 and 2011. Since TTRA is on an accrual basis the income for the award must be split as well. Full Sponsorship= \$5,000, 2010 Revenue = \$2,500, 2011 Revenue = \$2,500.

The Boeing Award is paid out of the Boeing fund and therefore no sponsorship income is received.

Please Note: The Journal of Travel Research Best Article (Goeldner Award) Sponsorship = \$500 was prepaid a few years ago and the revenue was accounted for in that fiscal year instead of being properly applied to this fiscal year. Therefore we have received the money for the sponsorship but cannot show any income.

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**41406 - Sponsorship Sales**

Awards and Annual Business Luncheon Sponsorship - \$12,750  
Board Lunch Sponsorship - \$1,500  
CD for Conference Proceedings Sponsorship - \$7,250  
Centerpieces Sponsorship - \$500  
Conference Badges Sponsorship - \$2,500  
Conference Evaluation Survey Sponsorship - \$500  
Conference Program Ad (Back Page) Sponsorship - \$2,700  
Conference Program Ad Sponsorship - \$1,250  
Continental Breakfast Sponsorship (1 Day) - \$7,000  
Email Blasts (3) Sponsorship - \$3,250  
Keynote Speaker Sponsorship - \$6,750  
Key Cards Sponsorship - \$1,000  
Mini Conference Schedules Sponsorship - \$1,000  
Registration Bags Sponsorship - \$5,000  
Sustaining Sponsorship - 2 at \$2,500, 1 at \$500

**42000 - Other Revenue**

**42002 - Mailing List Sales**

None Expected

**42004 - Website Sponsorship Sales**

Expecting to sell 5 at \$250/month, 3 at \$600/3 months and 2 and \$1,000/6 months

**42006 - Membership Directory Sales**

None Expected

**42008 - Royalties**

Arbitrary number, based on allowing sale of old proceedings through 3rd party.

**42010 - Educational Webinars**

Assumes \$25/person with 20 people attending 2 calls.

**42999 - Miscellaneous Revenue**

None Expected

**Travel & Tourism Research Association  
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**Expense**

**60000 - Administrative Expenses**

**60002 - Financial Charges**

80% of Membership Applications, Renewal and Conference Revenue are expected to be processed by credit cards. Average Fee = 4%.

**60004 - General Printing**

Stationary and quarterly printing costs

**60006 - Insurance**

Renewal of General Liability Expected at or below \$400, D & O Insurance Expected at or below \$1,500 based on quote received for 2009.

**60008 - Office Supplies**

\$100/month plus 4 surge protectors (\$160) and 4 Extension Cords (\$120)

**60010 - Postage, Mailing Service**

General Postage and FedEx shipments needed

**60012 - Staff Travel**

This is an arbitrary amount to be used for vendor meetings and meetings between staff and board members.

**60014 - Teleconferences**

\$50/call, 14 Calls total. 3 Chapter Presidents Meetings, 4 Conference Committee Calls, 4 Member Recruitment Committee Calls, 2 Past President Calls and 1 RFP Call.

**60016 - Telephone Expense**

Based on 2009's average of \$200/month for 12 months

**60018 - Meetings w/ Strategic Partners**

Meetings with other associations.

**61000 - Board/Exec. Committee Meetings**

**61002 - Audio Visual**

\$350/day for phone line, 1 day per meeting for 3 meetings

\$500 additional for projectors and screens as needed

**61004 - Elections**

3 Email Blasts at \$125 each, Election Software (based on 2009 fee), New Board Member Information \$100/person x 5 people and 1 Teleconference at \$100

**61006 - Food & Beverage**

3 Meetings, each with 1 Breakfast for 20 people (18 BOD + 2 Staff); 2 Lunches: 1 for 8 people, 1 for 20 people; 1 Board Dinner for 20 people.

Breakfasts are estimated at \$30/person, Lunches are estimated at \$45/person and Dinners are estimated at \$75/person.

**61008 - Room Rental**

\$500/meeting for 2 meetings. No room rental at conference meeting

**61010 - Shipping**

Arbitrary Number

**61012 - Staff Travel**

1 Person to travel to 2 meetings at \$1,500 plus 1 person to attend Marketing Outlook Forum at \$2,500. No expenses for conference meeting

**61014 - Teleconferences**

3 Executive Committee Calls at \$50, 3 Board of Directors Calls at \$100

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**62000 - Conference Expenses**

**62002 - Ads/Promotions**

5 Email Blasts at \$350 each = \$1,750. \$750 for printed promotions (post cards, flyers, etc.).

**62004 - Audio Visual**

Based on Quote received.

**62006 - Awards & Gifts**

Best Paper Award - \$75 for Plaque

Best Illustrated Paper Award - \$75 for Plaque

Boeing Masters Student Research Award - \$75 for Plaque, Cash and Travel come out of restricted funds and therefore are below the line expenses.

Keeling Award - \$75 for Plaque, Cash and Travel come out of restricted funds and therefore are below the line expenses.

J Desmond Slattery Undergraduate Award - \$75 for Plaque, \$700 cash

Journal of Travel Research Best Article (Goeldner Award) - \$75 for Plaque; \$500 travel allowance

J Desmond Slattery Professional Marketing Award - \$75 for Plaque

Research Grant Award - \$75 for Plaque, \$4,000 Cash Award; \$300 travel

Per Dee Ann Cash Award will be split into two years, 2010 & 2011. Total Cash Award = \$4,000; \$2,000 in 2010 and \$2,000 in 2011.

2 Enhanced Plaques @ \$150 each for Lifetime Achievement Award Winner and Presidential Award Winner

7 Clock Plaques @ \$150 each for Retiring Board of Directors

6 Basic Plaques @ \$10 each for Conference Committee Members

**62008 - Badges**

350 Name Badges Holders, card stock for badges and ribbons

**62010 - Decorations**

Exhibit Booths Pipe & Drape

Decreased from \$3,000 to \$2,500 per Denise Miller.

**62012 - Chair Expenses**

Arbitrary number

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**62014 - Food & Beverage**

Sunday Opening Reception - Expecting 224 (70% of Total) people for Beer, Wine and Hors D'Oeuvres.

Beer is \$5/glass and Wine is \$7/glass, expected 2 drinks per person for 224 people plus 22% Service Charge plus 8.125% Tax plus additional \$200 for Bartenders.

Hors D'Oeuvres are \$5/piece with 896 pieces expected (4 per person, 224 people) plus 22% Service Charge plus 8.125% Tax.

Monday and Tuesday Continental Breakfast is based on the "Add on Option" with 55% of attendees attending (176 people).

The "Add on Option" is \$6/person with 176 people attending (55% of total) plus 22% Service Charge plus 8.125% Tax.

It is expected that each breakfast will require 5 gallons of regular coffee at \$75/gallon, 2 gallons of decaf coffee at \$75/gallon, 1 gallon of tea at \$75/gallon and 5 gallons of juice at \$62/gallon.

Each price is plus a 22% Service Charge and a 8.125% Tax.

Monday and Tuesday Coffee Breaks assume 5 gallons of regular coffee, 2 gallons of decaf coffee and 1 gallon of tea. Each gallon is \$75 plus 22% Service Charge plus 8.125% Tax.

Monday Lunch w/ exhibitors - based on serving the Monte Vista lunch at \$45/person plus 22% Service Charge plus 8.125% Tax. Expect 60% of attendees to attend, 192 people total.

Monday & Tuesday Breaks - Dessert from lunch will be served at breaks along with Citrus Infused Water at \$45/gallon plus 22% Service Charge plus 8.125% Tax. 10 Gallons are expected to be needed.

Tuesday Awards Lunch - based on serving Lunch #3 at \$40/person plus 22% Service Charge plus 8.125% Tax. Expect 60% of attendees to attend, 192 people total.

Tuesday Final Event - Expecting 80% of total attendees to attend, 256 people total.

Based on serving Dinner #5 at \$66/person plus 22% Service Charge plus 8.125% Tax.

Expecting 128 Bottles of wine at \$32/bottle plus 22% Service Charge plus 8.125% Tax. This allows for 2 glasses per person assuming 4 drinks per bottle.

**62016 - Outsourced Services**

Based on 2009 Actuals. In 2009 our graphic designer gave us a big break on the prices so that we could stay close to the budget, she will not be able to do this in 2010.

**62018 - Photography**

Fee for Chuck Goeldner

**62020 - Postage & Shipping**

Projected shipping to San Antonio Texas. In 2009 we were lucky enough not to have been charged for shipping back to Michigan from Hawaii which is why the amount appears low.

**62022 - Printing**

Postcard, Registration Brochure, Conference Program, Mini Schedules and additional copies as needed.

**62024 - Registration Materials**

Bags, Envelopes, Labels and Inserts

**62026 - Signage**

Expecting more signage from the 2009 Conference. Includes all signs and tent cards.

**62028 - Speaker Fees & Travel**

2 Keynote Speakers. In 2009 only had to pay for 1 Speaker.

Decreased from \$10,000 to \$7,500 per Denise Miller.

**62030 - Staff Travel**

3 Staff Members to Attend for 7 Days & Nights. Flights Projected at \$300/staff, Food Projected at \$25/day/staff, Parking Projected at \$15/day/staff, Hotel is \$99.50/night/staff

**62032 - Site Visit**

1 Staff Member to attend 2 Site Visits for 2 Days & Nights. Flights Projected at \$500/staff, Food Projected at \$50/day/staff, Parking Projected at \$15/day/staff, Hotel Room Projected at \$100/night/staff

**62034 - Conference Proceedings Expense**

Increased number of CDs from 200 to 350

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**62036 - Cancellation Insurance**

Based on quote received for 2009 Conference. Increased to allow for increase in budget.

**62038 - Website (Conf)**

Quote from Atomic North for development of new tool (\$2,500), renewal of conference management system (\$1,000)

**62040 - Real Time Survey**

Assumes "clickers" will be rented at \$2.25/unit for 200 people. Survey will take place at the general membership lunch

**62099 - Misc. Conference Expenses**

Arbitrary Number

**Strategic Objective #1 - Increase Membership.**

**63000 - Membership Development**

**63002 - Chapter Conferences**

Attendance at 3 Domestic Conferences @ \$1,500/Conference. Assumes no registration fees will be paid. The primary purpose is membership development.

**63004 - Conference/Meetings Expense**

Attendance at DMAI, \$2,500/conference; Giveaway Prize (based on 1 at \$300/prize)

**63006 - Membership Recruitment Collateral**

Purchase two pop-up booth signs

**63008 - Membership Brochures/Marketing**

Print & Create Membership Brochures (\$3,000), Email Blasts to prospective members (\$350 x 2)

**Strategic Objective #2 - Improve the range of value added services to members.**

**64000 - Membership Services**

**64002 - Journal of Travel Research Sub.**

\$50/subscription + \$8/overseas subscription. Each Premier (133, 42% Intl), Pro Org (120, 36% Intl) & Lifetime (35, 8 Intl) Member receives a subscription, Pro Orgs receive 2.

**64004 - Membership Communications**

Arbitrary Amount, to be used for Renewal Emails and general membership communications

**64008 - Newsletters**

One Newsletter a Quarter to all members, \$350/email blast

**64010 - Listserve**

\$300 per year for software plus \$50/week (52 weeks) for management

**64012 - Member Survey**

Assumes SMARI will continue donate to service.

**Strategic Objective #3 - Develop the appropriate educational programs to support the ongoing development of the profession.**

**65000 - Educational Programs**

**65002 - Webinars**

WebEx is \$59/month for 12 Months plus \$280 in additional expenses (taxes, phone charges, etc.)

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**Strategic Objective #4 - Ensure financial sustainability and continue to develop organizational structures, processes and support resources.**

**66000 - Revenue Development**

**66002 - Teleconferences**

3 Task Force Meetings at \$50/meeting to develop a non-conference income plan.

**66004 - Misc. Revenue Development**

Arbitrary amount

**Strategic Objective #5 - Heighten TTRA's public image and reputation.**

**67000 - PR/Marketing**

**67002 - PR Consulting Fees**

Engage a PR Company to consult on our branding message, to be expanded in future years.

PR company not be engaged before March 1

**68000 - Professional Fees**

**68002 - Accounting Fees**

Expected fee for 2010 Audit & Tax Return, will put out a competitive bid for Accounting Firm.

**68004 - Legal Fees**

To be used for review of contracts

**68006 - Management Fees**

\$8,850/month from 1/1/10 - 06/30/10, \$9,292.50/month from 7/1/10-12/31/10

15% of Conference & Website Sponsorships are payable as commission

**68008 - Other Professional Fees**

None expected

**69000 - Website**

**69002 - Website Maintenance**

Based on Contract with Atomic North = \$259.95/month for 12 months

**69004 - Website Updates**

1 Major updates to be completed in 2010, either the Research Library or the RFP/Bid Management System

**70000 - Other Expenses**

**70002 - Chapter Revenue Share**

The 2009 budgeted amount was actually taken out of the revenue in 2009 per General Accepted Accounting Practices (GAAP).

**Travel & Tourism Research Association  
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**Other Expense**

**Unbudgeted & Transitional Expenses\*\***

**Transitional Expenses**

All of the expenses in this category were used solely for Transition expenses. No transition is expected in 2010.

**65002 - Accounting Fees**

**65004 - Legal Fees**

**65006 - Management Fees**

**66004 - Website Updates**

**Unbudgeted (Board Approved) Expenses**

**60012 - Staff Travel**

The expenses from 2009 in this account have been disbursed and accounted for elsewhere in the budget (Chapter Conferences, Conference/Meetings, etc.)

**64010 - Awards from Previous Years**

This expense was for awards given in 2008 but not paid until 2009. In the future the awards will be entered as bills and accounted for in the year awarded if not paid.

**Items that do not effect Net Income**

**80000 - Restricted Account Expenses**

**80002 - Award Expenses**

Boeing Masters Student Research Award - \$1,000 Cash Award and \$300 Travel Reimbursement

Keeling Award - \$1,000 Cash Award and \$500 Travel Reimbursement