

National Town/Gown Association

Start-Up Pro Forma Budget Estimate

EXPENSES:

| Description: | Year 1 | Year 2 | Year 3 | Year 4 |
|--|-------------------|-------------------|-------------------|-------------------|
| Personnel Services | | | | |
| Salary - Director | \$ 100,000 | \$ 102,500 | 105,000 | 107,500 |
| Salary - Administrative Asst | 27,500 | 29,000 | 32,000 | 34,500 |
| Internship or Cooperative Student stipend | 1,500 | 2,500 | 3,000 | 3,000 |
| Employee Benefits | 32,000 | 33,500 | 36,000 | 37,500 |
| Total Personnel Costs: | \$ 161,000 | \$ 167,500 | \$ 176,000 | \$ 182,500 |
| Travel | \$ 12,000 | \$ 12,000 | 13,000 | 14,000 |
| Vehicle lease or allowance | \$ 4,800 | \$ 4,800 | 4,800 | 4,800 |
| Marketing/Promotion/Advertising | 8,000 | 9,000 | 10,000 | 10,000 |
| Office Supplies | 2,000 | 3,000 | 3,000 | 3,250 |
| Membership Dues/Subscriptions | 2,500 | 2,750 | 2,750 | 2,750 |
| Conference Registration Fees | 800 | 1,200 | 1,400 | 1,600 |
| Publication Costs | 4,600 | 5,000 | 5,500 | 6,000 |
| Mailings/Postage | 1,500 | 2,500 | 2,500 | 2,750 |
| Web site development and maintenance costs | 2,000 | 2,000 | 2,000 | 2,000 |
| Office space/utilities (donated first 2 years) | - | - | 14,000 | 14,000 |
| Sub-total office costs: | \$ 38,200 | \$ 42,250 | \$ 58,950 | \$ 61,150 |
| Total Annual Costs: | \$ 199,200 | \$ 209,750 | \$ 234,950 | \$ 243,650 |

REVENUES:

| | | | | |
|--|------------------|------------------|------------------|-------------|
| City of Clemson - start-up commitment | \$ 30,000 | \$ 30,000 | \$ 30,000 | \$ - |
| Clemson University - start-up commitment | 30,000 | 30,000 | 30,000 | - |
| Joint City-University Committee - start-up | 10,000 | 10,000 | 10,000 | - |
| | <hr/> | | | |
| Sub-total - Clemson Town/Gown: | \$ 70,000 | \$ 70,000 | \$ 70,000 | \$ - |

Membership Revenues:

| | | | | |
|---|------------------|------------------|------------------|-------------|
| 12 University/College Founding Members (at \$3,333 per year - 3 year commitment) | \$ 40,000 | \$ 40,000 | \$ 40,000 | \$ - |
| 12 Local Government Founding Members | 40,000 | 40,000 | 40,000 | - |
| | <hr/> | | | |
| Subtotal - Founding Members: | \$ 80,000 | \$ 80,000 | \$ 80,000 | \$ - |

General Membership Revenues:

| | Year 1 | Year 2 | Year 3 | Year 4 |
|---|------------------|------------------|-------------------|-------------------|
| University/College general memberships (@ \$500 annually) | 25 12,500 | 50 25,000 | 100 50,000 | 160 80,000 |
| Local Government general memberships (@ \$500 annually) | 25 12,500 | 50 25,000 | 100 50,000 | 160 80,000 |
| | <hr/> | | | |
| Sub-total of initial General Membership revenues: | \$ 25,000 | \$ 50,000 | \$ 100,000 | \$ 160,000 |

| | | | | |
|---|------------------|------------------|------------------|------------------|
| Corporate Sustaining Memberships (20 @ \$1000 per year) | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 |
| Affiliate Corporate Memberships (x @ \$250 per year) | 15 \$ 3,750 | 30 7,500 | 40 10,000 | 50 12,500 |
| Total - Corporate membership income: | \$ 23,750 | \$ 27,500 | \$ 30,000 | \$ 32,500 |

Miscellaneous Income:

| | | | | |
|--------------------|----------|-------|-------|-------|
| Conference income: | \$ 6,000 | 8,000 | 8,000 | 8,000 |
| Consulting income: | \$ 3,000 | 5,000 | 5,000 | 5,000 |

| | | | | |
|--|-------------------|-------------------|-------------------|-------------------|
| Total Revenue Generation for initial two years: | \$ 207,750 | \$ 240,500 | \$ 293,000 | \$ 192,500 |
|--|-------------------|-------------------|-------------------|-------------------|

| | | | | |
|--------------------------------------|-----------------|------------------|------------------|--------------------|
| Annual Net Retained Earnings: | \$ 8,550 | \$ 30,750 | \$ 58,050 | \$ (51,150) |
|--------------------------------------|-----------------|------------------|------------------|--------------------|