

BUDGETED SUMMARY			
2020			
	AT&T Conference Center	Double Tree	
Total F&B	\$ 67,712.50	\$ 49,603.75	
AV	\$ 1,500.00	\$ 25,000.00	
Total Hotel	\$ 69,212.50	\$ 74,603.75	
Room Rates	\$ 219.00	\$ 145.00	
Conference Exeptions			
Misc.	\$ 5,000.00	\$ 5,000.00	
Speakers	\$ 20,000.00	\$ 20,000.00	
Marketing	\$ 3,000.00	\$ 3,000.00	
Gift(s)	\$ 600.00	\$ 600.00	
Program	\$ 2,000.00	\$ 2,000.00	
Total Hotel (above)	\$ 69,212.50	\$ 74,603.75	
<b>Projected Expenses</b>	\$ 99,812.50	\$ 105,203.75	
<b>Projected Revenue</b>	\$ 115,455.00	\$ 115,455.00	
<b>Net</b>	\$ 15,642.50	\$ 10,251.25	

MEALS (F&B)									
2020									
			AT&T Conference Center (F&B 45K)			Double Tree (F&B 20K Min)			
Day/Meal	Who	Estimate #	Cost	Service Charge	Total	Cost	Service Charge	Total	
<b>Sunday</b>									
Lunch	Board	18	\$ 40.00	\$ 10.00	\$ 900.00	\$ 28.00	\$ 7.00	\$ 630.00	
Lunch	MNPI	25	\$ 40.00	\$ 10.00	\$ 1,250.00	\$ 28.00	\$ 7.00	\$ 875.00	
Lunch	MM	25	\$ 40.00	\$ 10.00	\$ 1,250.00	\$ 28.00	\$ 7.00	\$ 875.00	
PM Break	ALL	85	\$ 18.00	\$ 4.50	\$ 1,912.50	\$ 15.00	\$ 3.75	\$ 1,593.75	
Reception	ALL	250	\$ -	\$ -	\$ -	\$ 15.00	\$ 3.75	\$ 4,687.50	
Dinner	ALL	300	\$ 55.00	\$ 13.75	\$ 20,625.00	\$ 28.00	\$ 7.00	\$ 10,500.00	
<b>Monday</b>									
BKFST	ALL	250	\$ 30.00	\$ 7.50	\$ 9,375.00	\$ 21.00	\$ 5.25	\$ 6,562.50	
AM Break	ALL	200	\$ 18.00	\$ 4.50	\$ 4,500.00	\$ 15.00	\$ 3.75	\$ 3,750.00	
Lunch	ALL	300	\$ 40.00	\$ 10.00	\$ 15,000.00	\$ 28.00	\$ 7.00	\$ 10,500.00	
PM Break	ALL	200	\$ 18.00	\$ 4.50	\$ 4,500.00	\$ 15.00	\$ 3.75	\$ 3,750.00	
Reception	ALL		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Tuesday</b>									
BKFST	ALL	200	\$ 30.00	\$ 7.50	\$ 7,500.00	\$ 21.00	\$ 5.25	\$ 5,250.00	
Lunch	Board	18	\$ 40.00	\$ 10.00	\$ 900.00	\$ 28.00	\$ 7.00	\$ 630.00	
					\$ 67,712.50				\$ 49,603.75
<b>Total F&amp;B</b>					\$ 67,712.50				\$ 49,603.75

REVENUE									
<i>NOTE: This reflects reflects increasing fee rates \$25 for member/non-member, \$35 for late, and \$10 for students from 2019 to 2020</i>									
		2019			2020			Peer Comparison	
Conference Registration	Cost	Attendees	Total	Cost	Attendees	Total			
Late Fee (Professional and Student)	\$ 100.00	15	\$ 1,500.00	\$ 100.00	10	\$ 1,000.00		\$536.00	
Member	\$ 320.00	250	\$ 80,000.00	\$ 345.00	252	\$ 86,940.00		\$459.00	
Non-Member	\$ 425.00	23	\$ 9,775.00	\$ 450.00	21	\$ 9,450.00		\$449.00	
Student Member	\$ 210.00	12	\$ 2,520.00	\$ 220.00	12	\$ 2,640.00		\$265.00	
Student Non-Member	\$ 235.00	15	\$ 3,525.00	\$ 235.00	15	\$ 3,525.00			
Preconference Activity	\$ 90.00	87	\$ 7,830.00	\$ 90.00	87	\$ 7,830.00			
Professional Membership Dues	\$ 35.00	18	\$ 630.00	\$ 35.00	18	\$ 630.00			
Student Membership Dues	\$ 20.00	15	\$ 300.00	\$ 20.00	15	\$ 300.00			
<b>Total Membership Dues</b>			\$ 930.00			\$ 930.00			
<b>Sponsorships</b>			\$ 5,000.00			\$ 5,000.00			
<b>PROJECTED REVENUE</b>		300	\$ 109,220.00		300	\$ 115,455.00			

## BUDGETED SUMMARY

2021

	Marriott at Legacy Town Center	Marriott Solana
Total F&B	\$ 75,407.50	\$ 66,912.50
AV	\$ 17,000.00	\$ 30,000.00
<b>Total Hotel</b>	<b>\$ 92,407.50</b>	<b>\$ 96,912.50</b>
Room Rates	\$ 199.00	\$ 195.00
<b>Conference Expenses</b>		
Misc.	\$ 5,000.00	\$ 5,000.00
Speakers	\$ 18,000.00	\$ 18,000.00
Marketing	\$ 3,000.00	\$ 3,000.00
Gift(s)	\$ 600.00	\$ 600.00
Program	\$ 2,000.00	\$ 2,000.00
Total Hotel (above)	\$ 92,407.50	\$ 96,912.50
<b>Projected Expenses</b>	<b>\$ 121,007.50</b>	<b>\$ 125,512.50</b>
<b>Projected Revenue</b>	<b>\$ 122,680.00</b>	<b>\$ 122,680.00</b>
<b>Net</b>	<b>\$ 1,672.50</b>	<b>\$ (2,832.50)</b>

## Meals (F&B)

2021

Day/Meal	Who	Estimate #	Marriott at Legacy Town Center (40k F&B)			Marriott Solana (40k F&B)		
			Cost	Service Charge	Total	Cost	Service Charge	Total
<b>Sunday</b>								
Lunch Board		18	\$ 40.00	\$ 10.00	\$ 900.00	\$ 40.00	\$ 10.00	\$ 900.00
Lunch MNPI		25	\$ 40.00	\$ 10.00	\$ 1,250.00	\$ 40.00	\$ 10.00	\$ 1,250.00
Lunch MM		25	\$ 40.00	\$ 10.00	\$ 1,250.00	\$ 40.00	\$ 10.00	\$ 1,250.00
PM Break ALL		85	\$ 16.00	\$ 4.00	\$ 1,700.00	\$ 14.00	\$ 3.50	\$ 1,487.50
Reception ALL		250	\$ 16.00	\$ 4.00	\$ 5,000.00	\$ 14.00	\$ 3.50	\$ 4,375.00
Dinner ALL		300	\$ 55.00	\$ 13.75	\$ 20,625.00	\$ 46.00	\$ 11.50	\$ 17,250.00
<b>Monday</b>								
BKFST ALL		250	\$ 37.00	\$ 9.25	\$ 11,562.50	\$ 32.00	\$ 8.00	\$ 10,000.00
AM Break ALL		200	\$ 16.00	\$ 4.00	\$ 4,000.00	\$ 12.00	\$ 3.00	\$ 3,000.00
Lunch ALL		300	\$ 40.00	\$ 10.00	\$ 15,000.00	\$ 40.00	\$ 10.00	\$ 15,000.00
PM Break ALL		200	\$ 16.00	\$ 4.00	\$ 4,000.00	\$ 14.00	\$ 3.50	\$ 3,500.00
Reception			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Tuesday</b>								
BKFST ALL		200	\$ 37.00	\$ 10.00	\$ 9,400.00	\$ 32.00	\$ 8.00	\$ 8,000.00
Lunch Board		18	\$ 40.00	\$ -	\$ 720.00	\$ 40.00	\$ 10.00	\$ 900.00
<b>Total</b>					<b>\$ 75,407.50</b>			<b>\$ 66,912.50</b>
<b>Total F&amp;B</b>					<b>\$ 75,407.50</b>			<b>\$ 66,912.50</b>

## REVENUE

NOTE: This reflects increasing fee rates \$25 for member/non-member, \$35 for late, and \$10 for students from 2020 to 2021

2021

Peer Comparison				
Conference Registration	Cost	Attendees	Total	
Late Fee (Professional and Student)	\$ 100.00	8	\$ 800.00	\$536.00
Member	\$ 370.00	253	\$ 93,610.00	\$459.00
Non-Member	\$ 475.00	20	\$ 9,500.00	\$449.00
Student Member	\$ 230.00	12	\$ 2,760.00	\$265.00
Student Non-Member	\$ 245.00	15	\$ 3,675.00	
Preconference Activity	\$ 95.00	87	\$ 8,265.00	
Professional Membership Dues	\$ 35.00	18	\$ 630.00	
Student Membership Dues	\$ 20.00	15	\$ 300.00	
<b>Total Membership Dues</b>			\$ 930.00	
<b>Sponsorships</b>			\$ 5,000.00	
		300	\$ 122,680.00	