

First Half (H1) 2010 District 55 Finances Commentary

If you have questions on the District finances please feel free to call me, Roger Storer, District 55 Treasurer at 512-653-9039 or email to Treasurer@tmd55.org

Balance Sheet

The **Cash Asset** portion shows the bank account balances.

The **TI Reserve Account** is the amount of funds held at TI that can be used for cash disbursements to the District and for paying for items purchased from the TI store.

Restricted District Funds is a fixed amount calculated by TI that is held in reserve for the next District administration. This amount is subtracted from the TI reserve account to yield the amount of funds that are actually available to the current District administration.

Equipment Reserve is a new concept that the District Treasurer has introduced to fund the replacement of District equipment. It will be funded later in the year from member income from TI that is above the budgeted amount.

Other Assets consist primarily of **District owned equipment** and **Bookstore Inventory** at replacement value. **Customer Invoices** are unpaid invoices at the time of this balance sheet, which will be reflected in the cash balance when (if) they are paid. These invoices are for an NSF check and fees incurred by a conference attendee, and an inappropriately filed expense reimbursement.

Other Liabilities consists entirely of issued, but uncashed District 55 Gift Certificates. As the certificates are used they are expensed to Marketing and relieve the Bookstore inventory.

Income Statement (accrual accounting has been used throughout)

Income

Member Revenue. TI issues the expected member revenue budget based on historical data. During H1 we have exceeded the amount of member payments by approximately 14%, due to the addition of new clubs (15) and on-time member payments. (Go Team Go, and especially Sharon Brown)

Special Event Income. The David Henderson dinner.

Conference Income. It has proved difficult to break out the conference income into the categories of guest, spouse, late etc.. Look at the total revenue, which is the important factor. In H1 we exceeded the projected conference revenue by \$4239.83, however \$3800 of that excess was for revenue collected at the Fall Conference for Spring Conference 2011 registrations. Thank you Conference Committees. Awesome job!

District Store Revenue. Shows \$1665.58 of direct sales in H1. The majority of the revenue was generated at the Fall District Conference. Bookstore revenue is down \$469.42 from the projected budget.

However, our Bookstore Manager has agreed to take the Bookstore to the TLI meetings in January, which will increase the sales of Bookstore items. Thank you Ken Estes.

Expenses

Acteva and Credit Card Fees. These fees are incurred by our processor when taking credit cards for Conference registrations. These had not been budgeted because the Acteva fees are directly paid by the buyer in the form of an increased registration cost, and the credit card fees are less than 1% of the Conference revenue

Special Event Expenses. The David Henderson dinner. (Talk about a breakeven event...we lost \$1.50)

Administration. Under budget by \$244.06 (about 14%).

Communications and PR. Under budget by \$737.50 (78%) due to free press releases and the use of a very low cost PR mail program. (Mail Chimp)

Conference Expenses. All Fall Conference expenses have been included in H1. Under budget by \$1189.94 in spite of “blowing the lid off” attendance. (We had over 350 attendees, which included over 100 “walk ups” who paid for non-meal events, for which there is little or no cost to the District.

District Store Expense. Purchases from TI to stock our District Store. We chose to blow the budget by doubling the Bookstore inventory. This has been greatly appreciated by members, who have a greater choice of items to purchase directly, and at conferences and TLI’s.

Education and Training. Under budget overall. **Distinguished Clubs** expense was for CD’s for clubs with 5 DCP points. Also included is the “7 officers trained” incentive (Advanced Leadership manuals and Officer Pins). This last item was incorrectly categorized and should have been in the **Training Club Officers** category. No impact on total Education and Training expenses. **Training Division and Area Governors** are expenses for the DEC meeting room in San Marcos, supplies and lunch. **Other Expenses** in this category are the International Convention Registrations for the “Trio” plus IPDG

TLI. Significantly under the budget (75%) due to hold over materials from previous administration and the organizers finding low cost meeting space

Marketing. We have exceeded the budget on **New Clubs** but the results have been excellent. 15 new clubs in H1. More than offset by the additional member payments from TI to the District. Other areas of the marketing budget are under budget primarily due to the fact that 129 marketing- issued gift certificates remain unused by the end of H1. I anticipate that this will change during the TLI’s and Spring Conference.

Equipment Purchases. Under budget. No equipment purchases have been made during this period. Repairs only.

Speech Contest. Trophies etc. Under budget due to local purchases and engraving.

Travel. Less travel than budgeted. Good use of conference calls and travel at own individual expense.