

| United States Masters Swimming | | | | | | | | | |
|------------------------------------|--|-------------|--------|----------------|------------------|------------------|------------------|------------------|-------------|
| 2011 Budget Draft | | | | | | | | | |
| | | | | PRE-CONVENTION | | APPROVED | | | |
| INCOME STATEMENT | | | | Members | Fee | SUBMITTED | FORECAST | BUDGET | FINAL |
| | | | | | | 2011 BUDGET | 2010 | 2010 | 2009 ACTUAL |
| REVENUE | | | | | | | | | |
| MEMBERSHIP SERVICES: | | | | | | | | | |
| 4010 | Fees - Individuals @ \$29 | BUTCHER | 55,251 | \$ 29.00 | \$ 1,602,283 | \$ 1,420,743 | \$ 1,458,000 | \$ 1,253,283 | |
| 4010 | Fees - Individuals @ \$24 | BUTCHER | 2,898 | \$ 24.00 | 69,563 | 60,730 | 77,000 | 52,242 | |
| 4050 | Transfers | BUTCHER | 350 | \$ 1.50 | 525 | 525 | 525 | 642 | |
| 4070 | Rule Book Sales | | | | 3,300 | 3,300 | 2,780 | 2,764 | |
| 4074 | Magazine Subscriptions | BUTCHER | | | 4,008 | 4,008 | 4,008 | 3,461 | |
| 4215 | Promotional Sales | GILL | | | 3,120 | 2,000 | 7,620 | 6,940 | |
| 4271 | Video Rental | | | | - | | - | 1,024 | |
| 4430 | Underwater Camera Income | | | | - | | - | - | |
| | Membership Services Revenue | | | | 1,682,799 | 1,491,306 | 1,549,933 | 1,320,356 | |
| | | | | | | | | - | |
| COACH AND CLUB SERVICES: | | | | | | | | | |
| 4020 | Fees - Clubs @ \$30 | BUTCHER | 690 | \$ 30.00 | 20,700 | 20,400 | 20,250 | 19,470 | |
| | Coach and Club Services Revenue | | | | 20,700 | 20,400 | 20,250 | 19,470 | |
| | | | | | | | | | |
| EVENTS: | | | | | | | | | |
| 4080 | 2010 LCN Nationals | GILL | | | | 87,000 | 92,900 | | |
| 4090 | H2 Open Water Tour | GILL | | | 4,500 | - | 4,500 | | |
| 4060 | Fees - One-Event @ \$10.00 | BUTCHER | 1,600 | \$ 12.00 | 19,200 | 19,200 | 19,200 | 15,360 | |
| 4150 | Championship Meet Surcharges | MOORE, MARK | | | 38,800 | 13,804 | 9,800 | 19,027 | |
| 4150 | Championship Meet Surcharges | MOORE, MARK | | | 3,600 | 3,622 | | | |
| 4151 | LD Championship Surcharges | CLEVELAND | | | 4,700 | 3,622 | 4,000 | 4,177 | |
| 4152 | GTD Revenue | ANZIANO | | | 1,000 | 3,500 | 4,000 | 1,014 | |
| 4155 | Championship Patches | MOORE, MARK | | | 900 | 468 | 750 | 1,062 | |
| 4156 | LD Championship Patches | CLEVELAND | | | 800 | 780 | 780 | | |
| 4157 | LD Championship Medals | CLEVELAND | | | 3,300 | 3,500 | 3,273 | 3,171 | |
| 4159 | Nat'l Meet Data Entry | CLEVELAND | | | 270 | 26 | 128 | 132 | |
| 4210 | Top Ten Subscriptions | GRILLI | | | 250 | 310 | 420 | 503 | |
| 4250 | All American Patches/Cert. | GRILLI | | | 650 | 595 | 599 | 595 | |
| 4251 | LD All American | GRILLI | | | 250 | 250 | 301 | 285 | |
| 4252 | Relay All American Awards | GRILLI | | | 400 | 350 | 700 | 715 | |
| 4431 | High Performance Clinic | CARROW | | | 24,500 | - | 24,500 | - | |
| 4432 | Swim Fest Revenue | GILL | | | 17,800 | 8,545 | 18,750 | 8,963 | |
| 4450 | Merchant Account Fee Income | KUHLMAN | | | 11,520 | 8,483 | 4,900 | 9,540 | |
| | Events Revenue | | | | 132,440 | 154,054 | 189,501 | 64,544 | |
| | | | | | | | | | |
| ADVERTISING AND SPONSORSHIP | | | | | | | | | |
| 4071 | Rule Book Sponsor Income | EHRINGER | | | | | 1,255 | 750 | |
| 4075 | SWIMMER Magazine Advertising | BUTCHER | | | 21,519 | 79,218 | 97,297 | 102,765 | |
| 4161 | Sponsor Royalty Income | BUTCHER | | | 17,090 | 17,000 | 9,600 | 12,971 | |
| 4171 | Marketing - Sponsorship | BUTCHER | | | 291,476 | 204,884 | 178,296 | 181,296 | |
| | Advertising and Sponsorship Revenue | | | | 330,085 | 301,102 | 286,448 | 297,782 | |
| | | | | | | | | | |
| CONTRIBUTION REVENUE | | | | | | | | | |
| 4705 | Contributions | N/A | | | 2,500 | 32,000 | | | |
| 4710 | Contributions - Legacy Fund | N/A | | | - | - | | 16,022 | |
| | Contributions- Releases from Restrictions | | | | 30,000 | | | | |
| | Contribution Revenue | | | | 32,500 | 32,000 | - | 16,022 | |

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| INCOME STATEMENT | | | | SUBMITTED | FORECAST | BUDGET | FINAL |
| | | | | 2011 BUDGET | 2010 | 2010 | 2009 ACTUAL |
| | | | | Members | Fee | | |
| ADMINISTRATION: | | | | | | | |
| 4500 | Other Income | N/A | | 300 | 300 | 100 | 100 |
| 4710 | Contributions - Legacy Fund | N/A | | - | - | - | - |
| Administration Revenue | | | | 300 | 300 | 100 | 100 |
| | | | | | | | |
| Total Revenue | | | | 2,198,824 | 1,999,163 | 2,046,232 | 1,718,274 |
| EXPENSE | | | | | | | |
| MEMBERSHIP SERVICES | | | | | | | |
| 5010 | Liability Insurance | BUTCHER | | 85,000 | 77,000 | 67,000 | 66,626 |
| 5010 | Insurance Broker's Fee | BUTCHER | | 20,000 | 20,000 | 20,000 | 20,000 |
| 5012 | Accident Insurance @ \$.50 | BUTCHER | 59,750 | \$ 0.47 | 28,083 | 26,790 | 29,550 |
| 5102 | Membership Administration | GRILLI | | 6,535 | 8,010 | 4,076 | 15,484 |
| 5103 | Registration Expenses | GILL | | 106,802 | 100,011 | 100,000 | 102,081 |
| 5123 | Decals, Brochures, Etc. | GILL | | - | - | 5,000 | 3,176 |
| 5320 | Fitness Committee | ANZIANO | | 4,000 | 3,400 | 3,000 | 2,075 |
| 5420 | Registration Committee | SIMON | | 100 | 100 | 100 | - |
| 5430 | Rule Book Coordinator | EHRINGER | | 20 | 20 | 20 | - |
| 5470 | Zone Activity costs | HEATHER, J. | | 3,000 | 4,000 | 4,000 | 3,308 |
| 5540 | History & Archives Committee | DUNBAR | | 1,645 | 909 | 2,240 | 276 |
| 5550 | Recognition & Awards Committee | DILLON | | 560 | 521 | 1,270 | 506 |
| 5560 | LMSC Development | ADAMAVICH | | 340 | 885 | - | - |
| 5685 | Web Operations | MATYSEK | | 5,985 | 7,485 | 8,925 | 5,503 |
| 5686 | USMS.org Infrastructure | | | - | - | - | 473 |
| 5701 | USMS SWIMMER Magazine Costs | HAMEL | | 463,209 | 445,858 | 424,058 | 381,648 |
| 5750 | Market Planner | | | - | - | - | 4,306 |
| 5840 | ISHOF Contributions (\$.35 for 2011) | FORMULA | 58,150 | \$ 0.35 | 20,353 | 13,845 | 14,375 |
| 5860 | Rule Book Costs | EHRINGER | | 12,000 | 10,500 | 10,500 | 9,253 |
| 5900 | Membership Services Payroll | BUTCHER | | 588,242 | 519,286 | 519,940 | 296,136 |
| Membership Expense | | | | 1,345,874 | 1,238,620 | 1,214,054 | 951,177 |
| COACH AND CLUB SERVICES | | | | | | | |
| 5280 | Coaches Committee | COLBURN | | 7,550 | 12,500 | 12,500 | 8,582 |
| 5770 | Coach/Club Development Admin | GILL | | 48,230 | 43,500 | 42,400 | 34,792 |
| 5775 | Coach/Club Development Payroll | GILL | | 61,600 | 55,080 | 55,600 | 33,518 |
| 5825 | National Aquatic Conference | COLBURN | | - | - | - | - |
| Coach and Club Services Expense | | | | 117,380 | 111,080 | 110,500 | 76,892 |
| EVENTS: | | | | | | | |
| 5205 | Spring Nationals | GILL | | 24,525 | 11,910 | - | - |
| 5200 | Summer Nationals | GILL | | 24,175 | 80,989 | 71,500 | - |
| 5210 | H2Open Series | GILL | | 20,000 | 2,000 | 15,500 | - |
| 5121 | All American Patches/Cert. | GRILLI | | 1,500 | 1,100 | 1,500 | 1,631 |
| 5270 | Championship Committee | RODDIN | | 5,800 | 4,450 | 4,275 | 2,125 |
| 5283 | High Performance Clinic | COLBURN | | 22,500 | - | 22,500 | - |
| 5285 | LC/SC Merchant Account Fees | KUHLMAN | | 5,909 | 5,120 | 5,120 | 6,068 |
| 5370 | LD Committee | HAGADORN | | 5,895 | 1,600 | 7,189 | 2,216 |
| 5380 | Open Water Committee | HAZELWOOD | | 1,000 | - | - | - |

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| | | | | 2011 BUDGET | 2010 | 2010 | 2009 ACTUAL |
| | | Members | Fee | | | | |
| 5390 | Officials Committee | COCKRELL | | 3,800 | 2,800 | 5,800 | 3,369 |
| 5410 | Records & Tabulation Committee | STEVENSON | | 2,775 | 1,300 | 2,600 | 647 |
| 5440 | Rules Committee | CASEY | | 975 | 645 | 975 | 695 |
| 5460 | Sports Medicine and Science Committee | MOORE, J. | | 2,900 | - | 2,950 | 329 |
| 5780 | Swim Fest Expenses | GILL | | 20,068 | 21,214 | 20,500 | 16,694 |
| 5801 | Pool Championship Patches | RODDIN-combine w/5270 Championship Comm. | | - | | | 822 |
| 5802 | LD Championship Patches | HAGADORN-combine w/5370 LD Comm. | | - | | | 273 |
| 5803 | LD Championship Medals | HAGADORN-combine w/5370 LD Comm. | | - | | | 3,603 |
| 5820 | Top Ten Subscriptions | STEVENSON-combine w/5410 Records & Tab. | | - | | | 1,067 |
| 5875 | Events Payroll | GILL | | 20,000 | - | - | - |
| | Events Expense | | | 161,822 | 133,128 | 160,409 | 39,539 |
| MARKETING: | | | | | | | |
| 5670 | Trade Shows | | | | | | 4,345 |
| 5730 | Marketing Services | BUTCHER | | 54,000 | 58,454 | 55,500 | 37,922 |
| 5735 | Marketing Services - Payroll | BUTCHER | | - | - | - | 34,716 |
| | Marketing Expense | | | 54,000 | 58,454 | 55,500 | 76,983 |
| ADVERTISING AND SPONSORSHIP: | | | | | | | |
| 5702 | Publication Advertising Commission | BUTCHER | | 5,380 | 19,805 | 24,324 | 25,400 |
| 5710 | Sponsor costs | BUTCHER | | 11,000 | 18,000 | 22,230 | 33,332 |
| | Advertising and Sponsorship Expense | | | 16,380 | 37,805 | 46,554 | 58,732 |
| ADMINISTRATION: | | | | | | | |
| 5013 | Directors & Officers Insurance | BLUMIT | | 3,100 | 3,030 | 2,000 | 1,929 |
| 5014 | Bonding | BLUMIT | | 6,200 | 6,150 | 5,700 | 5,801 |
| 5016 | Media Professional Liability Insurance | BLUMIT | | 4,400 | 4,200 | 3,900 | 3,841 |
| 5050 | President | MOXIE | | 10,000 | 10,000 | 10,000 | 11,948 |
| 5061 | VP - Programs | DIEHL | | - | | | |
| 5062 | VP - Community Services | DAY | | 60 | 60 | 60 | - |
| 5063 | VP - Administration | HEATHER, M. | | 600 | 600 | 600 | - |
| 5064 | VP - Local Operations | TSUZUKI | | 100 | 50 | 50 | - |
| 5070 | Secretary | RUSHMAN | | 100 | 100 | 100 | - |
| 5080 | Treasurer | DAVIS | | 100 | 162 | 100 | 303 |
| 5090 | Past President | COPELAND | | 375 | 375 | 375 | (29) |
| 5095 | Legal Counsel | CHURCH | | - | - | - | - |
| 5099 | Board/Executive Committee | MOXIE | | 38,580 | 40,833 | 62,083 | 15,800 |
| 5130 | USMS Headquarters Admin. | BUTCHER | | 84,800 | 78,900 | 85,656 | 54,805 |
| 5131 | USMS Relocation | BUTCHER | | - | | - | 34,653 |
| 5135 | USMS Headquarters Payroll | BUTCHER | | 242,610 | 240,463 | 240,827 | 225,425 |
| 5300 | Convention | BUEHLER | | 80,000 | 72,800 | 80,000 | 56,139 |
| 5310 | Finance Committee | LANE | | - | 3,150 | 4,150 | - |
| 5315 | Investment Committee | BURGIO | | 6,000 | - | - | - |
| 5330 | Audit Committee | GELLATLY | | 5,000 | - | - | - |
| 5630 | FINA Representative | RIDOUT | | 900 | 300 | 800 | 124 |
| 5640 | International Delegate / UANA | MILLER, J. | | 3,450 | 2,000 | 2,000 | 2,294 |
| 5660 | USA Swimming Liaison | HAARTZ | | 1,500 | 1,500 | 1,500 | 897 |
| 5830 | Outside Legal Expense | BUTCHER | | 2,500 | 1,000 | 2,500 | 3,660 |
| 5846 | Legacy Fund Grants | CHURCH | | - | | - | 11,099 |

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| | | | | Members | Fee | | | |
| 5847 | Legacy Fund Operating Costs | BUTCHER | | | 4,500 | 3,000 | - | 2,034 |
| 5870 | Depreciation | KUHLMAN | | | 22,000 | 21,500 | 16,000 | 10,459 |
| 5875 | Audit/Accounting Fees | KUHLMAN | | | 17,120 | 10,695 | 20,000 | 19,564 |
| 5880 | Misc/Contingency | N/A | | | - | | - | - |
| | Administration Expense | | | | 533,995 | 500,868 | 538,401 | 460,746 |
| COMMITTEES | | | | | | | | |
| 5290 | Communications Committee | | | | | | | 159 |
| 5435 | Publications Mgt. Committee | | | | - | - | - | 200 |
| 5825 | National Coaches Conference | | | | - | - | - | 1,329 |
| | Committees Expense | | | | - | - | - | 1,688 |
| | | | | | | | | |
| | Total Expense | | | | 2,229,451 | 2,079,955 | 2,125,418 | 1,665,757 |
| | Net Ordinary Income | | | | (30,627) | (80,792) | (79,186) | 52,517 |
| OTHER INCOME / EXPENSE: | | | | | | | | |
| 4900 | Interest & Dividends | DAVIS | | | 56,100 | 10,200 | 17,000 | 23,968 |
| 4901 | Legacy Fund Interest | N/A | | | - | - | - | 33,979 |
| 4940 | Gain (loss)-Disposal of Fixed Assets | N/A | | | - | | | (661) |
| 6010 | Banking Fees | KUHLMAN | | | - | 200 | 150 | 163 |
| 6011 | Investment Advisory Fees | DAVIS | | | 20,000 | - | - | - |
| 6050 | Unrelated Business Income Tax Exp. | KUHLMAN | | | 3,000 | 2,700 | 5,000 | 2,570 |
| 6060 | Florida Corporate Income Tax | KUHLMAN | | | 1,000 | 1,000 | - | - |
| | Total Net Other Income | | | | 32,100 | 6,300 | 11,850 | 54,553 |
| | NET INCOME | | | | \$ 1,473 | \$ (74,492) | \$ (67,336) | \$ 107,070 |
| CAPITAL & INVENTORY EXPENDITURE: | | | | | | | | |
| | Championship Patches | | | | \$ 3,495 | | \$ 1,500 | |
| | Long Distance Awards | | | | | | 885 | |
| | Headquarters Inventory | | | | | | 5,000 | |
| | New HQ DVDs for library | | | | | | 1,000 | |
| | USMS owned signage for our pool and open water events | | | | | 10,627 | 10,000 | |
| | Leasehold Improvements | | | | | 2,794 | 12,000 | 34,743 |
| | Tivo for Swimfest '10 | | | | | 960 | 1,000 | |
| | Shared highway marquee sign at | | | | 2,500 | | | |
| | HQ Computers | | | | 5,000 | 3,110 | 8,500 | 14,575 |
| | HQ Office Furniture | | | | 2,500 | 668 | 2,500 | 2,953 |
| | HQ Office Printers | | | | 1,000 | | - | 757 |
| | Phone System- Kangas | | | | 1,000 | | 1,000 | 8,454 |
| | Underwater Cameras | | | | | | - | |
| | Webservers | | | | | 6,790 | 6,000 | |
| | Tradeshaw Display | | | | | | - | |
| | Accounting Software (OB approval) | | | | | 7,774 | | |
| | | | | | | | | |
| | Total Cap & Inv Expenditures | | | | \$ 15,495 | \$ 32,723 | \$ 49,385 | \$ 61,482 |