

**U.S. Masters Swimming, Inc.
2020 Approved Budget**

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				HOD		APPROVED		
INCOME STATEMENT				APPROVED 2020	FORECAST	BUDGET	ACTUAL*	
	Cost Center	Members	Fee	BUDGET	2019	2019	2018	
REVENUE								
MEMBERSHIP SERVICES:								
4010	Fees - Individuals @ \$45	DH/SK	57,151	\$45	2,571,774	2,521,347	2,607,615	2,470,177
4012	Fees - year plus	DH/SK	3,724	\$43-\$28	127,860	114,399	117,938	79,090
4009	CCS USMS Memberships	DEERY	500	\$25	12,500	4,125	25,000	-
4013	Vanity ID	KUHLMAN		\$0	1,200	4,870	6,068	9,286
4050	Fees- Affiliates	KUHLMAN			100	100	100	-
4070	Rule Book Sales	KUHLMAN			1,500	1,500	1,500	2,170
4074	Magazine Subscriptions	KUHLMAN			1,500	1,500	1,500	1,555
4215	Promotional Sales	KUHLMAN			400	400	400	249
	Membership Services Revenue				2,716,834	2,648,241	2,760,120	2,562,527
PROGRAM SERVICES								
4020	Fees - Clubs	BRENNER	1,085	\$45	48,825	46,575	48,825	46,433
4025	Fees - Workout Groups	BRENNER	450	\$45	20,250	20,250	20,250	19,135
4030	Coach Certifications	BRENNER	356	\$190-\$205	68,360	82,142	79,180	82,371
4032	Stroke Development Clinics	BRENNER	561	\$45-\$50	27,395	30,315	28,700	18,333
4033	Fitness Program	BRENNER			-	-	19,188	-
4034	Fees - USMS Local Swim Program/Club	BRENNER			24,180	7,280	21,735	2,252
4034	Less Local Swim Membership Fees	BRENNER			(2,015)	(1,000)	(2,925)	
4035	Fees - Designated Coach & Instructor	BRENNER	1,654	\$30	49,620	46,230	49,620	50,580
4036	Adult Learn to Swim Instruction	BRENNER	242	\$250	60,500	75,515	60,500	58,707
4036	Less SSLF grant program scholarships	BRENNER	(22)	\$250	(5,500)	(6,750)	(5,500)	
4037	Fees - Club collections	KUHLMAN			13,250	9,000	13,250	9,020
4038	National Coaches Conference	JENNINGS			-	-	-	17,789
	Program Services Revenue				304,865	309,557	332,823	304,621
EVENTS:								
4060	Fees - One-Event @ \$15.00	REILLY	2,100	\$15	27,000	38,200	38,200	36,078
4150	Championship Meet Surcharges	ECKERT	3,000	per + timing	62,700	66,050	61,000	57,566
4151	LD Championship Surcharges	HALL			4,500	4,500	5,000	3,653
4155	Championship Patches	CLEMMONS			900	890	900	479
4157	LD Championship Medals	HALL			2,900	2,900	2,900	3,433
4210	Top Ten Subscriptions	REILLY			-	-	-	
4250	All American Patches/Cert.	REILLY			2,200	2,200	2,200	2,326
4251	LD All American	REILLY			-	-	-	
4252	Relay All American Awards	REILLY			-	-	-	
4275	OW Education Conference	BRUCE			-	-	-	
4300	OW Sanction flat fee @ \$100 each	ECKERT	60	\$100	6,000	5,500	5,500	4,800
4310	OW Event participant fees net of cap	ECKERT	6,300	\$5	31,500	28,875	28,875	29,140
4320	Pool Sanction flat fee @ \$50 each	ECKERT	340	\$50	17,000	17,000	17,500	16,350

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4325	Pool Participant Fee Nat'l Championships	ECKERT	3,100	\$5	15,500	16,485	15,000	11,880
4335	Sanction Fee Rebates	ECKERT			(1,000)	(1,000)	(1,000)	(308)
4335	Recognized Event Fee	ECKERT	75	\$100	7,500	7,500	7,500	8,600
4450	Merchant Account Fee Income	KUHLMAN			14,725	16,463	13,300	12,925
	Events Revenue				191,425	205,563	196,875	186,922
ADVERTISING AND PARTNERSHIP								
4075	SWIMMER Magazine Advertising	DEERY			40,000	50,000	35,500	32,912
4161	Partner Royalty Income	DEERY			16,350	16,850	11,350	13,040
4171	Partnerships	DEERY			468,000	455,500	459,000	460,000
	50th Anniversary Revenues	HUGHES/DEERY			60,560	-	-	-
	Advertising and Sponsorship Revenue				584,910	522,350	505,850	505,952
COLLEGE CLUB REVENUE								
4430	College Club Membership	DEERY			66,500	63,250	58,500	57,918
4450	Event Registration Revenue				5,550	5,800	5,250	1,845
	College Club Revenue				72,050	69,050	63,750	59,763
ADMIN-VOLUNTEER REVENUE								
	LMSC Contribution	HUGHES			90,000	-	-	-
	Admin-Volunteer Revenue				90,000	-	-	-
CONTRIBUTION REVENUE								
4705	Contributions	N/A			-	38	-	98
4800	Contributions- Releases from Restrictions	KUHLMAN			-	-	-	-
	Contribution Revenue				-	38	-	98
TRANSFERS:								
4500	Other Income					-	-	5,900
4500	Opportunity Reserve Transfer				12,000	-	-	-
4500	Investment Spending Transfer	DAVIS			132,800	115,100	115,100	-
	Transfer Revenue				144,800	115,100	115,100	5,900
	Total Revenue				4,104,884	3,869,898	3,974,518	3,625,784
EXPENSE								
MEMBERSHIP SERVICES								
5010	Liability Insurance	WATSON/IOA			324,374	311,447	313,005	321,261
5012	Accident Insurance	WATSON/IOA			15,825	18,889	18,984	20,952
5102	Membership Administration	REILLY			19,650	18,800	18,750	11,131
5103	Registration Expenses	REILLY			117,800	91,670	98,200	88,129
5320	Fitness Education	JUREY			200	200	200	114
5420	Registration Committee	EHRINGER			-	-	-	-

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5430	Rule Book Coordinator	N/A		-	-	-		
5470	Zone Activity costs	COLBURN		2,000	3,000	3,000	1,500	
5540	History & Archives Committee	DUNBAR		1,450	365	1,450	225	
5550	Recognition & Awards Committee	LASSEN		960	960	960	838	
5560	LMSC Development	MICHAEL MOORE		1,700	1,692	1,610	105	
5685	Web Operations	KUHLMAN/WILLIAMSON		75,120	63,855	99,136	48,741	
5690	IT Outside Services & Programs	KUHLMAN/WILLIAMSON		240,670	195,134	177,458	261,863	
5701	USMS SWIMMER Magazine Production Co	DEERY/PAULLING		253,145	230,028	215,218	228,637	
5703	STREAMLINES/Web Content	DEERY/PAULLING		38,250	35,250	53,200	14,473	
5704	Multi-media Production	DEERY/PAULLING		-	-	-	1,802	
5840	ISHOF Contributions	KUHLMAN		21,500	21,500	21,500	21,500	
5860	Rule Book Costs	REILLY		11,200	12,450	9,900	8,313	
5900	Membership Services Payroll	HUGHES/KUHLMAN		1,133,988	1,221,644	1,309,010	1,136,693	
	Membership Expense			2,257,832	2,226,884	2,341,581	2,166,278	
PROGRAM SERVICES								
5280	Coaches Committee	JENNINGS		28,585	31,935	31,935	11,036	
5290	Coaches Certification	BRENNER		87,115	95,771	86,514	100,119	
5500	Fitness Program	BRENNER		-	1,224	15,250	546	
5600	Adult Learn to Swim	BRENNER		45,275	47,600	47,349	39,859	
5610	Education Conference	JENNINGS		5,000	-	-	28,261	
5770	Coach/Club Development Admin	BRENNER		89,430	82,487	85,675	66,152	
5775	Regional Programs	BRENNER		21,000	20,400	37,000	14,944	
5780	Local Swim Programs	BRENNER		35,165	16,688	32,367	14,406	
	Program Services Expense			311,570	296,105	336,090	275,322	
EVENTS:								
5205	Spring Nationals	ECKERT		20,400	18,005	22,850	23,271	
5200	Summer Nationals	ECKERT		22,375	21,816	21,490		
5250	Event Development	ECKERT		19,500	1,750	5,500	4,866	
5121	All American Patches/Cert.	REILLY		2,750	2,650	2,750	1,790	
5270	Championship Committee	CLEMMONS		10,600	8,398	9,018	5,356	
5285	LC/SC Merchant Account Fees	KUHLMAN		-	-	-		
5370	LD Committee	HALL		15,940	14,062	13,772	7,580	
5380	Open Water Committee	BRUCE		405	405	405	141	
5390	Officials Committee	WHITE		14,100	14,100	14,100	9,113	
5410	Records & Tabulation Committee	CASWELL		-	-	-		
5440	Rules Committee	COCKRELL		1,000	500	1,000	560	
5460	Sports Medicine and Science Committee	CARLSON		5,900	5,900	5,900	1,795	
5240	Coordinator Contractors	ECKERT		25,000	20,000	16,000	14,700	
	Events Expense			137,970	107,586	112,785	69,172	

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MARKETING/PARTNERSHIP							
5710	Partner costs	DEERY		45,650	44,050	57,750	58,361
5720	USA Swimming Collaboration	DEERY		21,325	4,800	5,000	2,573
5730	Marketing Services	DEERY		192,500	120,779	121,000	44,252
	50th Anniversary Expenses	HUGHES/DEERY		81,560			
	Advertising and Partnership Expense			341,035	169,629	183,750	105,186
COLLEGE CLUB SERVICES							
5570	Summit	DEERY		11,800	21,700	15,250	12,826
5580	Events & Marketing	DEERY		36,750	35,550	35,950	37,379
5590	Convention	DEERY		3,640	3,640	3,640	2,964
	College Club Expense			52,190	60,890	54,840	53,169
ADMINISTRATION:							
5013	Directors & Officers Insurance	WATSON/IOA		7,459	8,359	8,399	7,939
5014	Bonding	WATSON/IOA		6,863	8,405	8,446	8,405
5016	Media Professional Liability Insurance	WATSON/IOA		9,310	9,310	6,300	6,300
5050	President	P. MILLER		11,640	8,995	10,650	8,851
5061	VP - Programs	LIVONI		-	-	-	-
5062	VP - Community Services	THOMPSON		-	-	-	-
5063	VP - Administration	GUADAGNI		-	-	-	-
5064	LMSC Education Conference	COLBURN		400	28,918	30,800	
5070	Secretary	DANNER		-	-	-	-
5080	Treasurer	DAVIS		850	850	850	459
5090	Past President	DAY		-	-	-	-
5095	Legal Counsel	ELIAS		750	750	750	
5099	Board/Executive Committee	P. MILLER		68,950	68,192	67,300	58,872
5130	USMS Headquarters Admin.	KUHLMAN/WATSON		173,280	183,400	181,655	168,199
5135	USMS Headquarters Payroll	HUGHES/KUHLMAN		517,292	499,419	498,707	469,050
5300	Convention	REILLY		134,500	104,350	104,150	95,811
5310	Finance Committee	ENSIGN		-	-	-	-
5315	Investment Committee	BENSON		1,000	1,000	1,000	-
5330	Audit Committee	DILWORTH		6,700	6,457	6,025	5,930
5350	Diversity & Inclusion Comm.	WELCH		4,050	-	-	-
5630	FINA Representative	GOLDSTEIN		-	-	-	-
5640	International Delegate / UANA	J. MILLER/GOLDSTEIN		1,500	2,500	2,500	837
5660	USA Swimming Liaison			-	-	-	1,404
5670	ISHOF Liaison	REID/BOAK		2,700	3,000	1,900	1,636
5830	Outside Legal Expense	HUGHES/ELIAS		10,000	10,000	10,000	8,259
5847	SSL Fund Operating Costs	BRENNER		-	-	-	-
5846	April ALTS Month	HUGHES		-	-	-	-
6010	Banking Fees	KUHLMAN		4,000	4,000	4,600	3,460

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5873	Audit/Accounting Fees	KUHLMAN		24,300	23,500	23,090	23,090
	Administration Expense			985,544	971,405	967,123	868,500
DEPRECIATION							
5870	Depreciation & Sitecore Amortization	KUHLMAN/WATSON		151,563	103,799	111,227	59,282
	Depreciation Expense			151,563	103,799	111,227	59,282
	Total Expense			4,237,705	3,936,298	4,107,395	3,596,910
	NET ORDINARY INCOME			(132,821)	(66,399)	(132,877)	28,874
OTHER INCOME / EXPENSE:							
OTHER INCOME:							
4900	Interest & Dividends	DAVIS		158,265	350,000	163,265	(197,312)
4940	Gain (loss)-Disposal of Fixed Assets	N/A		-	-	-	25
4945	Gain (loss)-Leasehold Improvements	N/A		-	-	-	
	Other Income			158,265	350,000	163,265	(197,287)
OTHER EXPENSES & TRANSFERS:							
	Transfer from Opportunity Reserve			12,000	-	-	
6300	Transfer from Investment Account			132,800	115,100	115,100	
6100	Amortization-Registration system			-	-	-	18,407
6011	Investment Advisory Fees	KUHLMAN		16,400	16,400	16,400	15,594
	Other Expenses & Transfers			161,200	131,500	131,500	34,002
	Total Net Other Income			(2,935)	218,500	31,765	(231,289)
	NET INCOME			(135,756)	152,101	(101,112)	(202,415)

*2018 Final Actual was for operating funds only.