



TO: USMS House of Delegates
FROM: Dawson Hughes, Susan Parker
DATE: November 2021
SUBJECT: 2022 Approved Budget

The 2022 draft budget was reviewed by the Finance Committee (FC) in two separate meetings. Several adjustments were made to the draft budget including changing the format of the budget to better reflect management controlled operating budgets. The FC approved the draft 2022 budget with reservations that were communicated to the Board. After review and discussion, the Board approved the 2022 Budget.

2022 BUDGET ASSUMPTION OVERVIEW

An overriding assumption is that USMS membership will be at 53,500 by the end of 2022. The 2022 assumptions were developed to continue to rebuild from the effects of the pandemic while continuing strategic investment in the future and revisiting long-term strategies to support the USMS Mission and Vision.

ASSUMPTION UPDATES SINCE THE SEPTEMBER ANNUAL MEETING

- Membership: increased from 52,500 to 53,500 - This includes 1,500 members opting for the USMS+ package
- Compensation: add one part-time staff to assist and provide support for club development, member, and volunteer services and free up tenured staff to focus more time on:
 - Annual Meeting (in-person meeting)
 - New club development Strategy Volunteer Relay (in-person meeting)
- Insurance: actual premiums increased by 16% due to the increase in membership, activities, and market conditions
- Coaches Committee: added funds for coach mentoring, FINA worlds coach and National Coaches Conference
- Events: added additional funds for national event officials
- Volunteer Administration: added in-person Annual Meeting

A few items of note:

- USMS reserve levels remain at \$3,934,000
- The operating loss of \$608,000 is not sustainable and was approved as a short-term solution to continue investment in USMS strategies and programs during the recovery period from the pandemic
- 2022 is a transition year for in-person volunteer meetings and should be limited to one meeting per year going forward

U.S. Masters Swimming, Inc.							
2022 Approved Budget							
				BOARD APPROVED			
INCOME STATEMENT				BUDGET	FORECAST	BUDGET	ACTUAL
	Members	Fee		2022	2021	2021	2020
<u>REVENUE</u>							
<u>MEMBERSHIP SERVICES:</u>							
4010 Fees - Individuals @ \$48	49,220	\$48		2,362,560	2,091,784	1,785,809	2,044,905
4012 Fees - year plus	4,280	\$31		133,536	209,040	74,881	18,991
4009 CCS USMS Memberships	250	\$25		6,250	1,875	5,000	5,500
4013 USMS+				74,850	-	-	1,200
4050 Fees- Affiliates				100	100	100	200
4070 Rule Book Sales				400	410	500	1,906
4074 Magazine Subscriptions				1,000	1,000	750	1,232
4215 Promotional Sales				140	149	140	365
Membership Services Revenue				2,578,836	2,304,358	1,867,180	2,074,299
<u>PROGRAM SERVICES</u>							
4020 Fees - Clubs	850	\$48		40,800	39,840	38,400	43,380
4025 Fees - Workout Groups	300	\$48		14,400	13,824	14,400	18,180
4030 Coach Certifications				50,250	37,625	44,400	12,125
Less Coach Cert Discounts				(1,500)	(5,000)	(15,000)	(703)
4032 Stroke Development Clinics				12,840	6,620	9,360	2,650
4035 Fees - Designated Coach & Instructor				47,250	47,040	37,500	52,762
4036 Adult Learn to Swim Instruction				27,500	23,000	22,000	11,550
4036 Less SSLF grant program scholarships				(2,500)	(1,250)	(2,500)	(1,760)
4037 Fees - Club collections				-	1,170	2,000	3,961
Other Income-Grants				-	-	-	2,500
Program Services Revenue				189,040	162,869	150,560	144,645
<u>EVENTS:</u>							
4060 Fees - One-Event				20,000	14,200	6,000	851
4150 Championship Meet Surcharges				70,300	52,000	-	5,973
4151 LD Championship Surcharges				2,400	1,500	2,000	970
4155 Championship Patches				-	-	-	-
4157 LD Championship Medals				1,500	1,200	1,200	1,025
4210 Event Revenue from USMS+				75,000	-	-	-
4160 Virtual Meet				11,140	12,190	20,200	24,482
4250 All American Patches/Cert.				500	700	-	2,531
4300 OW Sanction flat fee @ \$100 each				4,000	3,000	-	100
4310 OW Event participant fees net of cap				15,000	10,000	-	305
4320 Pool Sanction flat fee @ \$50 each				11,250	7,500	-	4,000
4325 Pool Participant Fee Nat'l Championships				12,000	7,820	-	-
4335 Sanction Fee Rebates				(1,000)	(1,000)	-	-
4335 Recognized Event Fee				4,500	3,100	2,000	1,100
4434 Fitness Event Series				15,000	15,870	6,511	9,953
4450 Merchant Account Fee Income				14,400	5,817	-	-
Events Revenue				255,990	133,897	37,911	51,290
<u>ADVERTISING AND PARTNERSHIP</u>							
4075 SWIMMER Magazine Advertising				15,000	11,200	15,000	31,148
4161 Partner Royalty Income				9,500	7,000	3,000	10,108
4171 Partnerships				310,100	283,640	248,000	348,973
Advertising and Sponsorship Revenue				334,600	301,840	266,000	390,228

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<u>COLLEGE CLUB REVENUE</u>							
4430	College Club Membership		65,438	35,971	24,292	45,525	
4450	Event Registration Revenue		6,000	1,425	3,750	-	
	College Club Revenue		71,438	37,396	28,042	45,525	
<u>ADMIN-VOLUNTEER REVENUE</u>							
4550	LMSC Contribution		-	-	-	69,158	
	Admin-Volunteer Revenue		-	-	-	69,158	
<u>CONTRIBUTION REVENUE</u>							
4705	Contributions		-	1,424	-	8,001	
4800	Contributions- Releases from Restrictions		19,000	19,405	16,000	18,633	
	Contribution Revenue		19,000	20,829	16,000	26,634	
<u>TRANSFERS:</u>							
4500	Other Income/Grants		-	275,631	-	286,885	
4500	Opportunity Reserve Transfer		-	-	-		
4500	Investment Spending Transfer		143,800	-	134,950	132,800	
	Transfer Revenue		143,800	275,631	134,950	419,685	
	Total Revenue		3,592,703	3,236,819	2,500,642	3,221,463	
<u>EXPENSE</u>							
<u>MEMBERSHIP SERVICES</u>							
5010	Liability Insurance		334,193	284,550	254,520	243,482	
5012	Accident Insurance		15,983	15,825	15,983	15,825	
5102	Membership Administration		5,700	3,700	8,700	3,708	
5103	Registration Expenses		111,272	101,214	69,564	78,361	
5104	USMS+		54,810	-	-	-	
5320	Fitness Education		250	121	200		
5420	Membership Committee		-	-	-		
5430	Rule Book Coordinator		-	-	-		
5470	Zone Activity costs		3,000	-	2,000	-	
5540	History & Archives Committee		450	55	550	-	
5550	Recognition & Awards Committee		8,510	106	960	262	
5560	LMSC Development		-	423	200	417	
5685	Web Operations		73,131	64,975	59,188	60,655	
5690	IT Outside Services & Programs		268,400	296,878	260,704	278,908	
5701	USMS SWIMMER Magazine Production Costs		219,994	193,711	143,664	206,852	
5703	STREAMLINES/Web Content		39,500	38,400	40,000	55,912	
5840	ISHOF Contributions		10,000	10,000	10,000	10,000	
5860	Rule Book Costs		5,100	4,875	4,875	9,350	
5900	Membership Services Payroll		1,183,680	1,020,032	942,578	992,182	
	Membership Expense		2,333,973	2,034,865	1,813,686	1,955,915	
<u>PROGRAM SERVICES</u>							
5280	Coaches Committee		27,400	13,903	17,400	9,373	
5290	Coaches Certification		32,715	11,735	29,600	30,614	
5600	Adult Learn to Swim		14,400	11,750	15,270	15,883	
5610	Education Conference		10,000	-	-	2,000	
5770	Coach/Club Admin		17,675	11,290	9,600	18,929	
5775	Club Development		50,000	-	-	5,233	

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	Members	Fee	2022	2021	2021	2020	
Program Services Expense			152,190	48,678	71,870	82,032	
EVENTS:							
5205 Spring Nationals			25,310	19,658	-	14,716	
5200 Summer Nationals			24,375	19,742	-	-	
5250 Event Development			24,500	25,000	21,500	931	
5121 All American Patches/Cert.			2,900	2,900	1,350	1,244	
5160 Virtual Meet			19,880	10,897	9,855	14,403	
5170 ePostals			22,220	-	-		
5270 Championship Committee			8,264	9,827	750	1,173	
5334 Fitness Events			31,892	21,111	19,107	3,635	
5370 LD Committee			8,325	3,602	1,039	2,123	
5380 Open Water Committee			-	195	250	169	
5390 Officials Committee			18,130	16,745	760	462	
5410 Records & Tabulation Committee			-	-	-	-	
5440 Rules Committee			190	190	190	162	
5460 Sports Medicine and Science Committee			-	-	-	-	
5240 Coordinator Contractors			25,000	21,100	15,000	21,994	
Events Expense			210,986	150,967	69,801	61,012	
MARKETING/PARTNERSHIP							
5710 Partner costs			32,500	21,928	11,750		
5720 USA Swimming Collaboration			1,300	1,360	3,525	1,003	
5730 Marketing Services			145,150	152,293	123,850	63,953	
5890 In-Kind Products							
Advertising and Partnership Expense			178,950	175,581	139,125	64,956	
COLLEGE CLUB SERVICES							
5570 Summit			-	-	-	-	
5580 Events & Marketing			41,290	15,160	33,986	4,744	
5590 Annual Meeting			-	-	-		
College Club Expense			41,290	15,160	33,986	4,744	
ADMINISTRATION:							
5013 Directors & Officers Insurance			9,401	8,439	9,355	8,635	
5014 Bonding			6,072	5,916	5,955	6,621	
5016 Media Professional Liability Insurance			10,000	9,666	9,403	9,309	
5050 President			4,550	1,675	3,350	2,028	
5061 VP - Programs			-	-	-		
5062 VP - Community Services			-	-	-		
5063 VP - Administration			-	-	-		
5064 Volunteer Relay			198,150	-	-		
5070 Secretary			-	-	-		
5080 Treasurer			-	-	-		
5090 Past President			-	-	-		
5095 Legal Counsel			-	-	-		
5099 Board/Executive Committee			1,600	3,700	3,300	28,545	
5100 Volunteer Admin.			4,450	-	-		
5130 USMS Headquarters Admin.			112,378	121,124	120,458	136,142	
5135 USMS Headquarters Payroll			545,768	523,700	490,764	446,327	
5300 Annual Meeting			-	3,163	73,809	2,816	
5350 Diversity & Inclusion Comm.			3,320	-	450		

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INCOME STATEMENT				BUDGET	FORECAST	BUDGET	ACTUAL
	Members	Fee	2022	2021	2021	2020	
5670	ISHOF Liaison		-	-	-	414	
5719	Grants- Covid-19 Relief		-	-	-	86,091	
5830	Outside Legal Expense		10,000	6,500	10,000	4,610	
6010	Banking Fees		5,000	4,500	5,000	3,579	
5873	Audit/Accounting Fees		25,950	25,100	24,300	24,300	
	Administration Expense		936,639	713,482	756,143	759,417	
	Total Operating Expenses		3,854,028	3,138,734	2,884,611	2,928,077	
	Net Operating Income/(Loss) before Depreciation/Meeting		(261,326)	98,085	(383,969)	293,386	
DEPRECIATION							
5870	Depreciation & Sitecore Amortization		234,373	168,249	168,477	152,791	
	Depreciation Expense		234,373	168,249	168,477	152,791	
GOVERNANCE IN-PERSON ANNUAL MEETING							
5300	Annual Meeting		111,945	-	-	-	
	Annual Meeting Expense		111,945	-	-	-	
	Net Operating Income/(Loss) after Depreciation/Meeting		(607,644)	(70,164)	(552,446)	140,596	
OTHER INCOME / EXPENSE:							
OTHER INCOME:							
4900	Interest & Dividends		200,000	250,000	120,000	337,801	
4940	Gain (loss)-Disposal of Fixed Assets		-	-	-	-	
4945	Gain (loss)-Leasehold Improvements		-	-	-	-	
	Other Income		200,000	250,000	120,000	337,801	
OTHER EXPENSES & TRANSFERS:							
	Transfer from Opportunity Reserve		-	-	-	-	
6300	Transfer from Investment Account		143,800	-	134,950	132,800	
6100	Amortization-Registration system			3,316		453	
6011	Investment Advisory Fees		16,400	20,000	16,400	18,016	
	Other Expenses & Transfers		160,200	23,316	151,350	151,269	
	Total Net Other Income		39,800	226,684	(31,350)	186,532	
	NET INCOME (LOSS)		(567,844)	156,520	(583,796)	327,128	