Financial Comparison Overview

• Revenues Up Slightly Over 2017
  • $1.086 million v $1.058 million prior year
    • Improvements in Member Dues, Non-Dues Contributions

• Adding Capability Increased Operating Loss
  • $577K v $355K
    • Additional staff for member support, answering phones, processing cards, etc.

• Response To Threats Increased Special Projects Spending
  • $392K v $372K
    • PR and Comms expense to fight Southwest Chief ‘bustitution’ and White House zero-out Amtrak proposals
    • Modeling tools to create Southwest Chief and ‘Baby Builder’ economic studies

• Additional Bequests
  • $184K
Where Our Revenues Come From

- Membership Dues: 75%
- Contributions and Special Appeals: 15%
- ACAC: 7%
- Publications: 2%
- Events: 1%
Our Biggest Expenses, By Category

- Staff: 51%
- Mailing, Membership: 11%
- Legal, Accounting, Professional Services: 10%
- Meeting Expense: 6%
- Rent: 6%
- Banking: 5%
- Travel: 4%
- Office/Admin Expenses: 4%
- Newsletter, Other Comms: 11%
Financial Improvements

• **Membership Dues Income Up 11% In 2018**
  • Adjusted for payments into January, Income up 14%
  • Up 25% from 2015 low point
    • December Dues Income Beat Budget By 39%

• **Overall Adjusted Income Up 7% In 2018**
  • Accounting for 2017 Chicago meeting revenue ‘spike’

• **Special Non-Dues Contributions Up 33% In December**
While We Have Spent Money, We Remain Strong  
2014 Assets ~ $455,000 / 2018 Assets ~ $1.979 million
Financial Improvements

We Are Retaining More Donors...  ...And The Avg Gift Is Holding Steady
2019 Financial ‘Next Steps’

• Board Adopted A Cost-Cutting Budget
  • Operating Loss Reduced 33% In 2019 From 2018 Baseline
  • Also Eliminated Special Projects (approx. $350k in expense)

• Resource-Development Plan For ~ $450K - $500K In Fundraising, Contributions and Sponsorships

• Resource Development Also Targeting Several Grant Opportunities