

**2008 Budget Annotation**  
 Updated to Reflect Decisions at Nov BOT Meeting  
 11/29/07

**INCOME**

PUBLIC SUPPORT

Line 5 **Memberships: \$214,735**

- Renewals: 4823 members as of Oct 1 07 plus 240 new members from fall direct mail and 125 from fall lapsing letter = 5188 x 65% X \$45 = \$151,749; plus 1360 08 lapsing @ 20% return at \$38 = \$10,336.
- Direct Mail: 100,000X0.85%X \$45=\$38,250
- Miscel sources (rack cards, web, Ambassadors, board member-generated) at \$1,200/month (27 @\$45) = \$14,400

Line 6 **Contributions: \$470,000**

<b>BY REGIONS</b>	<b>NEW ENGLAND</b>	<b>MID-ATLANTIC</b>	<b>SOUTH ATLANTIC</b>	<b>SOUTHEAST</b>
Challengers	40,000	50,000	40,000	75,000
Major Donors	40,000	50,000	40,000	125,000**
Appeal	15,000	15,000	5,000	5,000
Other*	5,000	5,000	5,000	5,000
<b>Totals</b>	<b>100,000</b>	<b>120,000</b>	<b>90,000</b>	<b>160,000</b>

\* \$20,000 other includes \$5,000 per region in mile sponsors, web-inspired giving, rack card/brochure/Ambassador inspired giving, First Giving pledges from people traveling the ECG, and from other unplanned sources.

\*\* includes \$50,000 from Blume donation in 2007 recognized as income in 2008.

Line 7 **Foundation Grants: \$330,000**

**Systemwide: \$100,000.** \$25,000 from RI Fdn and others for stragic planning; \$75,000 from various sources for challenge grant to donors.

**Regional Foundation income: \$230,000.** (NOTE: THOSE IN BOLD BELOW ARE ALREADY SUBMITTED. **In red is already committed or in hand.**)

NEW ENGLAND \$50,000 FOR CTG	MID-ATLANTIC \$50,000 FOR CTG \$30,000 PA/DE MAP; \$60,000 FOR NY MAP	SOUTH ATLANTIC \$50,000 FOR CTG	SOUTHEAST \$50,000 FOR CTG
Newman CTG \$20,000; Tom's of Maine \$15,000 for ambassador program. Davis Conservation \$15,000 Ambassador; \$25,000 NH Char.Trust; Others to be approached are Education Fdn., Connecticut Light and Power, RI Fdn, REI, EMS, Patagonia and other community foundations	<b>\$20,000 William Penn Foundation for PA map (secured); \$10,000 Dodge for CTG (will know in December. \$10,000 Bikes Belong and Dupont for DE user map; Sources for NY ma: Evermore \$10,00 NY map; Hyde and Watson, NJ equipment</b> Other sources for CTG: NY Commtty trust, Rockefeller Bros, Indpendence, Merck Family Fund Ittleston, Johnson & Johnson Kaplan Fdn,	Ruth Mott; Exxon-Mobil, other community foundations	<b>Lattner, F&amp;F \$50,000, Lattner \$30,000, J. Erwin Groover Trst \$15,000, Dolores Pass Kessler \$15,000, Riverbranch \$15,000, .</b> Others to be approached: Munson; . Knight, other community foundations in FL and GA

Line 8 **Government Support: \$ 143,341**

- \$25,802 from PADCNr for PA user map pending
- **\$12,000 from Visit Florida etc for First Coast Brochure committed**
- **\$20,454 for NJDEP grant awarded on a reimbursement basis in 2006 for reprinting of NJ route map committed**
- VA Enhancement grant pending for trail guide; \$85,085

Line 9 Corporate support: none in this line. (\$70,000 is shown in event income line and \$18,000 in chamber of commerce line)

**EARNED INCOME**

Line 11 **Chamber of Commerce: \$18,000**

- 20 engineering members (5 per region) @ \$500/year=\$10,000.
- In Mid-Atlantic, \$8,000 made up of 35 acommodations @ \$100=3,500, 15 bike shops @ \$100 = \$1,500; 20 restaurants @ \$100 = \$2,000. 5 outdoor stores @ \$200=\$1,000. All based on having 2 user maps out and new web up and running

Line 12 **Merchandise Sales: \$4,450**

- In stock biking jersey-25@\$65=\$1,625
- 100 cap sales @ \$12 = 1200
- 25 ECG bike flags @ \$15 each=\$375
- 50 tee-shirts @ \$10= \$500

- 25 polos @\$30= \$750

Line 13 **Contract Income: \$0**

Line 14 **Investment Income: \$5,000**

- Earnings on our Presidential Select investment account.

Line 15 **Fiscal Administration fee: \$1000 @ \$250 per region**

Line 16 **Event Income: \$ 50,000**

- 20 persons @ fee of \$2,500 per person for CTG Club tour:

Line 17 **Total Revenue: \$ 1,236,526**

Line 18 **Prior year balance: \$197,312 This is an estimate and will change before it is finalized during our audit.**

- these are estimates for now and include the balances in state accounts and \$11,000 from Bankes account.

Line 19 **Total Funds Available for the year: \$1,433,838**

## **EXPENSES**

### **Personnel**

Line 23 **Salaries and wages plus taxes. \$403,523.** Includes 3% increase (only for staff in position for a year without any increase); ED increases from \$60,000 to \$70,000 to keep ED salary appropriately above TPC who is at \$55,000. Also to position Alliance to attract quality future candidate. 7.8% taxes are included for all salaried staff.

	Dec 2007	Projected 2008 including taxes
○ Executive Director	\$64,590	\$75,460 starting Jan 1
○ Trail Program Coor.	\$58,838	\$58,838 new hire, no increase
○ TP Deputy/NE Liaison	\$51,350	\$51,350 new promo, no increase

- MA Liaison                               \$45,214               \$46,634 3% increase
- SA Liaison                               \$48,600               \$48,600 new hire
- Communications Coord               \$41,418               \$44,904 3% increase+\$2,000 merit
- Office Mgr/bookkpr/membshp \$38,766               \$39,972 3% increase
- Office Asst                               \$17,712               \$17,765 3% increase
- Donor Program Mgr.                   \$15,000               20,000

Line 24       **Fringe Benefits: \$20,967**

Weis @ \$679 for 7 months and \$815 for 5 months; 3 liaisons at \$287 for 7 months plus \$344 for 5 months  
Assumes 20% rate increase starting August 1. **May decrease if new insurance provider is adopted.**

**OTPS**       **(Other than personnel services)**  
**Operating Expenses**

Line 27       **Occupancy: Wakefield. \$20,900** Rent, water, cleaning: \$1700/month. Assume no occupancy costs for regional staff.  
Property Taxes: \$500 on equipment at Wakefield office

Line 28       **Financial Services: \$24,600**

- \$5,000 for audit.
- \$16,800 for bookkeeping services @ \$1,400/month
- \$2,800/year for Paychecks

Line 29       **Legal/Profess: 0**

Line 30       **Furniture/Equipment/repairs \$5000**

Line 31       **Staff/board training: \$3,000**

Line 32       **Office Supplies: \$8,000**

Line 33       **Insurances \$5,000.** Worker's Comp will go up with added staff; D&O insurance, bond, and property insurance

Line 34       **Licenses/fees/ Bank/Visa/investment fees. \$6,900.** \$3000 for State registrations for charitable solicitation. misc.  
fees. \$3000 for bank fees. \$900 for investment management fees

**Program Expenses**

Line 36       **Program Consultants: \$88,160**

- Herb Hiller Southeast Program Consultant \$48,000
- Graphic design services: \$6,000 (\$1000/newsletter issue plus \$2000 misc.)
- Trail Program Assistant (Laura) 20 hours @\$16/hr= \$16,640 (google maps, cue sheets, designations, user map data, develop and update trail info for web
- Chamber of Commerce sales staff (Melissa) 20 hours @ \$16/hr= \$16,640
- Newsletter editor @ \$1000 an issue x 4= \$4000

- Web manager 20 hours @\$20/hr=\$20,800
- Steve Davis for FI brochure: \$11,000
- Elevacion, web consultant: \$15,625

- Line 37 **Vol. Expenses: \$11,600.** \$7600 for NE Ambassador Program expenses -- toolkits; training; recognition event.. \$4000 misc. volunteer expenses.
- Line 38 **Postage/shipping: \$32,400.** \$200/mo mis. shipping including thankyou letters to donors/members; plus \$30,000 (150,000 x .20) for solicitation mailings and newsletter mailings
- Line 39 **Printing/Copying: \$50,000.** \$16,000 = 4 newsletters; \$3,000 annual report; \$5000 miscel letterhead etc; \$26,000 mailings for direct mail, member renewals, major donor and appeals.
- Line 40 **Travel/lodging/meals: \$32,000.** HQ:\$7000 including to BOT/TC meetings, conferences, other meetings, trail inspections, etc./ 5 liaisons @ \$5,000 each
- Line 41 **Telephone/email/web: \$10,700.** \$700/mo HQ = \$8,400. \$50/mo field staff X 3 = \$1,800. \$500/yr for web site service.
- Line 42 **Program materials and supplies: \$19,600.** \$2000 misc. program expenses per region; \$3,000 for rack cards; \$5,000 for brochures; \$800 for advertising; Dues/subscriptions,\$2000 for periodicals, memberships in organizations we want to support like STTP and state-level orgs. \$800 for reference materials
- Line 43 **Trail Markers and Kiosks: \$20,000.** \$5000 per region for marking the trail
- Line 44 **User Map Production: \$179,539.** PA/DE \$74,000; NJ map \$20,454; VA \$85,085:
- Line 45 **Meetings and conferences:\$31,000.** \$1000/state for summits in ME, NH, MA, RI, CT, PA, DE, MD, DC, NJ, VA, SC, GA, FL; \$5,000 for bd/tc meetings in Delaware and Boston; \$2,500 for bd retreat in Annapolis; \$2,500 for five donor events. Conference & meeting registrations \$500x4 conferences= \$2,000.
- Line 46 **Event Expenses: \$36,160 for CTG Club tour**
- Line 47 **Merchandise Production for sale and promotions: \$10,000.** 500 "Travel the Greenway" tees @\$5 each= \$2,500; 500 caps @ \$6= \$3,000; 150 polos @ \$20= \$3000; 150 flags @\$10= \$1,500

Line 48	<b>Total Expenses:</b>	<b>\$1,019,049</b>
Line 49	<b>End of year balance:</b>	<b>\$ 414,789</b>
Line 50	<b>Net income for year:</b>	<b>\$ 217,477</b>



November 29, 2007

Changes to budget adopted by board at November meeting

1. Event income: Eliminated income from one-day tours and relay tour. Decreased CTG Club Tour income to \$16,000.
2. Event expenses eliminated accordingly.
3. Eliminate event staff person @ \$16,040

ALSO TO ADDRESS:

1. Add in state income and expenditures. NJ Staff.
2. Bankes fund expenditures
3. NJ DEM and PA DCNR \$\$
4. Update 07 column to reflect Nov and then Dec