

PLA FY22 Revenue Projection Scenarios

The shaded green amounts were entered into ALA's budgeting system in February 2021 as PLA's first pass at revenue projections for FY22.

	TO BE ENTERED	FY22 Revenue Low	FY22 Revenue Mid	FY22 Revenue High	
GEN FUND PROJECTS					
0 Admin	\$0	\$0	\$0	\$0	no revenue; costs are generally consistent (staffing, benefits)
3000 Service to Members	\$467,500	\$375,000	\$467,500	\$560,000	high is based on pre-COVID, low reflects ~30% reduction per FY21 budget
Dues Personal	\$465,100				
Dues Life	\$1,600				
Dues Cont Div Transfer	\$800				
3007 Regional CE/Bootcamp	\$0	\$0	\$22,500	\$45,000	unlikely to occur; if they happen, budget to be revenue neutral
3011 PLA Leadership	\$0	\$0	\$0	\$0	unlikely to occur
3020 Partners	\$18,000	\$6,000	\$18,000	\$30,000	low scenario similar to FY20; high reflects more active fundraising by PLA
3026 AC Preconferences	\$0	\$0	\$9,000	\$18,000	unlikely to occur; if they happen, budget for small net revenue as in past
3030 Public Libraries	\$45,000	\$30,000	\$45,000	\$60,000	revenue has ranged \$45k-\$90k
Subscriptions	\$34,500				
Advertising	\$14,000				
Commissions	(\$5,000)				
Royalties	\$1,500				
3040 Web CE	\$37,500	\$15,000	\$37,500	\$60,000	high based on FY20 success; will at least break even
Registrations	\$32,500				
Advertising	\$5,000				
3058 Publications	\$20,000	\$15,000	\$20,000	\$25,000	even with new publications only predict modest net revenue
Sales - books	\$13,500				
Sales - online	\$5,000				
Royalties	\$1,500				
3072 Family Engagement	\$18,000	\$0	\$18,000	\$36,000	high based on modest profit for 2 FE cohorts; canceled in low scenario
3073 Equity Diversity Inclusion	\$25,000	\$0	\$25,000	\$50,000	unlikely to occur; if trainings happen, budget for small net revenue
3120 ECRR	\$5,000	\$5,000	\$5,000	\$5,000	budgeted for modest net revenue as in recent years
3171 PO Regional Training	\$0	\$0	\$0	\$0	unlikely to occur
3172 PLDS-includes PMTF	\$0	\$0	\$0	\$0	unlikely to occur
3185 III Cost Share (IMLS)	\$0	\$0	\$0	\$0	Intention is to complete in 2021 virtually; no cost share budgeted
3188 DigitalLearn	\$30,000	\$0	\$30,000	\$60,000	Potential to sell subsites reflected in high scenario
CONFERENCE ACCOUNTS					
				FY20 CONFERENCE STATUS AS OF APRIL 2020 (for comparison)	
3061 PLA 2022 General	\$1,125,000	\$1,125,000	\$1,512,500	\$1,900,000	\$1,961,116
3062 PLA 2022 Exhibits	\$1,125,000	\$1,125,000	\$1,462,500	\$1,800,000	\$1,865,775
Exhibit Space Rentals	\$875,000				
Donations	\$100,000				
OH Revenue	\$150,000				
3063 PLA 2022 Promotion	\$30,000	\$30,000	\$30,000	\$30,000	\$24,361
Mailing Lists	\$20,000				
Advertising	\$10,000				
3069 PLA 2022 Meal Events	\$40,000	\$40,000	\$50,000	\$60,000	\$68,365
3070 PLA 2022 Preconferences	\$100,000	\$100,000	\$115,000	\$130,000	\$162,255

3173 PLA 2022 Virtual Conf	\$80,000	\$80,000	\$80,000	\$80,000	\$68,900
TOTALS	\$3,166,000	\$2,946,000	\$3,947,500	\$4,949,000	

CONFERENCE ONLY	TO BE ENTERED	FY22 Revenue Low	FY22 Revenue Mid	FY22 Revenue High
3061-3070, 3145, 3173	\$2,500,000	\$2,500,000	\$3,250,000	\$4,000,000

GRANTS	TO BE ENTERED	FY22 Revenue Low	FY22 Revenue Mid	FY22 Revenue High	
3184 Inclusive Internships (IMLS)	\$0	\$0	\$150,000	\$300,000	potential for renewal
3150 RWJF/CC Insurance	\$125,000	\$0	\$125,000	\$250,000	likely renewal
3160 Microsoft	\$150,000	\$0	\$150,000	\$300,000	likely continued funding, projects TBD
3175 Legacy Grant (Gates)	\$950,000	\$950,000	\$1,125,000	\$1,300,000	costs are generally consistent (staffing, benefits)
TBD AT&T (New)	\$0	\$0	\$300,000	\$500,000	likely new project, nothing yet entered
TOTALS	\$1,225,000	\$950,000	\$1,850,000	\$2,650,000	

PLA TOTALS	TO BE ENTERED	FY22 Revenue Low	FY22 Revenue Mid	FY22 Revenue High
	\$4,391,000	\$3,896,000	\$5,497,500	\$7,099,000

in total, entered figure between "low" and "mid" projections