

MARINE CORPS ASSOCIATION
Budget Comparison

MCA SUMMARY RESULTS

	Budget 2021	Prelim 2020	Actual 2019	Actual 2018	Actual 2017
Membership and Publishing net result	319,762	556,200	797,403	659,806	630,029
Retail net result	552,423	221,000	503,740	629,863	679,209
Events net result	287,880	347,000	332,588	315,262	285,883
Affinity, Insurance, Other revenue	926,700	1,771,200	759,284	787,446	749,600
Administrative expenses	-2,375,872	-2,008,500	-2,602,388	-2,865,242	-2,780,430
MCA net results	-289,108	886,900	-209,373	-472,865	-435,709

Total Income	10,615,142	10,611,400	11,452,220
Total Expense	-10,904,249	-9,724,500	-11,661,592
	-289,108	886,900	-209,373

MEMBERSHIP and PUBLISHING

Membership dues revenue	1,409,877	1,596,200	1,892,012	1,946,175	1,851,738
Magazine revenue	737,025	765,000	767,631	656,770	720,588
Gazette & Leatherneck expenses	-1,236,490	-1,275,000	-1,384,808	-1,467,055	-1,439,841
Area Rep	-167,755	-150,000	-186,842	-171,522	-203,281
Indirect expenses Member Services	-422,995	-380,000	-290,591	-304,562	-299,175
Net Result Membership and Publishing	319,762	556,200	797,403	659,806	630,029

RETAIL

Revenue (shipping & sales 2019-2021)	6,836,440	5,727,000	7,005,419	7,526,418	6,999,200
Cost of goods sold	4,528,819	3,656,000	4,425,639	4,608,240	4,535,393
Expenses	1,755,198	1,850,000	2,076,040	2,288,315	1,784,598
Profit/Loss	552,423	221,000	503,740	629,863	679,209

MCA Events/Corp Sponsorship

Corp sponsorships revenue	700,000	745,000	991,952	891,600	779,815
Attendance revenue	5,000	7,000	35,920	35,900	29,140
Administrative expenses	-244,120	-225,000	-226,777	-235,234	-219,562
Event direct costs	-173,000	-180,000	-468,507	-377,004	-303,510
Net Result MCA Events / Corp Sponsorship	287,880	347,000	332,588	315,262	285,883

ADMINISTRATION EXPENSES

Administration	-1,188,047	-1,038,500	-1,265,570	-1,309,572	-1,313,137
Strategic Communications	-344,729	-290,000	-427,185	-351,873	-460,960
Web	0	0	-173,204	-416,166	-223,613
IT	-313,855	-295,000	-317,778	-321,522	-346,436
MDM support	-92,480	-385,000	-418,650	-466,109	-436,284
Business	-436,761	-2,008,500	-2,602,388	-2,865,242	-2,780,430

Other Income and Insurance

	-2,375,872				
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AGIA/Pearl	87,600	85,800	55,786	113,874	139,594	104.52%
Credit card royalties	55,000	55,000	55,000	54,628	57,712	
USAA Sponsorship	545,000	551,000	525,401	525,975	415,368	
MDM income	150,000	149,000	23,620			
Rent, PPP and other income	89,100	930,400	99,477	92,969	136,926	
Total other income and insurance	926,700	1,771,200	759,284	787,446	749,600	