

**United States Masters Swimming, Inc.**  
**Profit & Loss Budget Overview**  
 January through December 2010

	<b>Jan - Dec 10</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>0100 · MEMBERSHIP SERVICES REVENUE</b>	
4010 · Fees - Individuals	\$ 1,535,000
4050 · Fees - Transfers	525
4070 · Rule Books Sold	2,780
4074 · Magazine Subscriptions	4,008
4215 · Promotional Sales	6,620
4271 · Video Rental Income	1,000
<b>Total 0100 · MEMBERSHIP SERVICES REVENUE</b>	<b>1,549,933</b>
<b>0200 · COACH AND CLUB SERVICES REVENUE</b>	
4020 · Fees - Clubs	20,250
<b>Total 0200 · COACH AND CLUB SERVICES REVENUE</b>	<b>20,250</b>
<b>0300 · EVENTS REVENUE</b>	
4060 · Fees - One Event Registrations	19,200
4080 · 2010 LC Nationals Revenue	92,900
4090 · H2Open Series Revenue	4,500
4150 · Championship Meet Surcharges	9,800
4151 · LD Championship Surcharge	4,000
4152 · Go The Distance Surcharge	4,000
4155 · Champ Patches	750
4156 · LD Champ Patches	780
4157 · LD Champ Medals	3,273
4159 · Nat'l Meet Data Entry	128
4210 · Top 10 Subscriptions	420
4250 · All Am Patches & Certificates	600
4251 · LD All American Patches & Certs	300
4252 · Relay All-Am Patches & Certs	700
4431 · High Performance Clinic Rev	24,500
4432 · Swim Fest Revenue	18,750
4450 · Merchant Account Fee Income	4,900
<b>Total 0300 · EVENTS REVENUE</b>	<b>189,501</b>
<b>0400 · ADVERTISING &amp; SPONSORSHIP REV</b>	
4071 · Rule Book Sponsor Income	1,255
4075 · Publication Advertising	97,297
4161 · Affinity Cards / Value Added	9,600
4171 · Sponsorship Income	178,296
<b>Total 0400 · ADVERTISING &amp; SPONSORSHIP REV</b>	<b>286,448</b>
<b>0500 · ADMINISTRATION REVENUE</b>	
4600 · Other Income	100
<b>Total 0500 · ADMINISTRATION REVENUE</b>	<b>100</b>
<b>Total Income</b>	<b>2,046,232</b>

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<b>Expense</b>	
<b>0001 · MEMBERSHIP SERVICES EXP</b>	
5010 · Liability Insurance	87,000
5012 · Accident Insurance	29,550
5102 · NO / Membership Admin	4,076
5103 · Registration expense	100,000
5123 · Decals, Brochures, etc	5,000
5320 · Fitness Committee	3,000
5420 · Registration Committee	100
5430 · Rule Book Coordinator	20
5470 · Zone Activity Costs	4,000
5540 · History & Archives	2,240
5550 · Recognition & Awards	1,270
5685 · Web Operations	8,925
5701 · USMS Swimmer Magazine Costs	424,058
5840 · ISHOF Contributions	14,375
5860 · Rule Book Costs	10,500
5900 · Membership Services Payroll	519,940
<b>Total 0001 · MEMBERSHIP SERVICES EXP</b>	<b>1,214,054</b>
<b>0002 · COACH &amp; CLUB SERVICES</b>	
5280 · Coaches Committee	12,500
5770 · Coach/Club Dev't Admin.	42,400
5775 · Coach/Club Dev't Payroll	55,600
<b>Total 0002 · COACH &amp; CLUB SERVICES</b>	<b>110,500</b>
<b>0003 · EVENTS EXPENSE</b>	
5121 · All-Am Patches & Certificates	1,500
5200 · 2010 Long Course Nationals Exp	71,500
5210 · H2Open Series Exp	15,500
5270 · Championship Comm	3,675
5283 · High Performance Clinic Exp.	22,500
5285 · Merchant Account Fees-SC/LC Nat	5,120
5370 · Open Water Long Dist Committee	4,100
5390 · Officials Committee	5,800
5410 · Records & Tabulation Committee	1,300
5440 · Rules Committee	975
5460 · Sports Medicine Committee	2,950
5780 · Swim Fest Expenses	20,500
5801 · Pool Championship Patches	600
5802 · LDS Champ Patches	333
5803 · LDS Champ. Medals	2,756
5820 · Top 10 Subscriptions	1,300
<b>Total 0003 · EVENTS EXPENSE</b>	<b>160,409</b>
<b>0004 · MARKETING</b>	
5670 · Trade Shows	3,000
5730 · Marketing Services	52,500
<b>Total 0004 · MARKETING</b>	<b>55,500</b>

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<b>0005 · ADVERTISING &amp; SPONSORSHIP EXP</b>	
5702 · Public. Advertising Commission	24,324
5710 · Sponsor Costs	22,230
<b>Total 0005 · ADVERTISING &amp; SPONSORSHIP EXP</b>	<b>46,554</b>
 <b>0006 · ADMINISTRATION EXPENSE</b>	
5013 · Directors & Officers Insurance	2,000
5014 · Bonding	5,700
5016 · Media Prof. Liability Insurance	3,900
5050 · President	10,000
5061 · VP - Member Services	
5062 · VP - Community Services	60
5063 · VP - National Operations	600
5064 · VP - Local Operations	50
5070 · Secretary	100
5080 · Treasurer	100
5090 · Past President	375
5099 · Executive Committee/Board	62,083
5130 · USMS Headquarters Admin.	85,656
5135 · USMS Headquarters Payroll	240,827
5300 · Convention Coordinator	80,000
5310 · Finance Committee	4,150
5630 · FINA Representative	800
5640 · International Delegate / UANA	2,000
5660 · USA Swimming Liaison	1,500
5830 · Outside Legal Services	2,500
5870 · Depreciation	16,000
5875 · Audit/Accounting Fees	20,000
<b>Total 0006 · ADMINISTRATION EXPENSE</b>	<b>538,401</b>
<b>Total Expense</b>	<b>2,125,418</b>
<b>Net Ordinary Income</b>	<b>(79,186)</b>
 <b>Other Income/Expense</b>	
<b>Other Income</b>	
4900 · Interest & Dividends	17,000
<b>Total Other Income</b>	<b>17,000</b>
<b>Other Expense</b>	
6010 · Banking Fees	150
6050 · UBI Tax Expense	5,000
<b>Total Other Expense</b>	<b>5,150</b>
<b>Net Other Income</b>	<b>11,850</b>
 <b>Net Income</b>	<b>\$ (67,336)</b>