

FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES

ECONOMIC IMPACT OF FLORIDA'S ASSOCIATIONS

As the 4th largest state, Florida is home to a thriving association market that includes thousands of international, national, state, regional and local associations. As of July 2017, the IRS reports **2,865** 501(C)6 organizations are headquartered in Florida and filed a tax return in the past year.

Associations are big business for Florida's economy, creating jobs directly and indirectly through the purchase of products and services as diverse as air travel and artichokes.

Florida's associations educate professionals and protect Florida's consumers through ethical, technical and professional standards for a wide range of industries, including business, education, religious, social service, healthcare, legal, crafts, construction, and professional sectors.

Associations not only educate their members, professionals in the various fields, they also develop educational materials for the 20.6 million residents of Florida and the 113 million tourists who visit us annually.

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Association Management

FSAE
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.



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In Association Management



The total economic impact that the 1,000 largest associations have on Florida's economy is a staggering **\$3.7 BILLION DOLLARS**. This includes jobs, travel, meetings and budget expenditures.

**\$3.7
BILLION**

JOB



Florida's 1,000 largest associations **directly employ 15,000 people** spending over **\$778 MILLION** in employee payroll. In addition, **over 88,000 jobs** are supported by expenditures of Florida's largest associations.

TAX REVENUE



Over **\$75 million** in property, payroll, sales and other taxes flow directly from Florida's 1,000 largest associations into local and state government coffers each year. In addition, over 4.12 million attendees provide **sales and other tax revenues** to the municipalities and counties hosting the 40,500+ meetings annually.

TRAVEL

Over **4.1 million** association members and staff traveled to attend board meetings, committee meetings, conferences, conventions, trade shows, and education programs in 2016. Travelers spent over **\$529 MILLION** on 850,000 airline tickets and 1.2 million rental car reservations.



MEETINGS



Florida's largest associations hold **over 40,500 meetings** a year. This includes board and committee meetings for staff and leadership; conventions; conferences; trade shows; luncheons and education programs for members and the public. These meetings annually generate:



**3.6 MILLION
ROOM NIGHTS**



**4.12 MILLION
ATTENDEES**



\$1.65 BILLION SPENT
on hotel rooms, meals, dinners, parties, meeting room rentals, etc.
*This does not include travel expenses

FUN FACTS

FSAE Members Support Each Other



An estimated **72.8%** of FSAE member conferences are booked with other members - spending approximately **\$443 MILLION** with our Associate Supplier Members.

Association meeting attendees outnumber the total attendance of all Florida State University, University of Florida, University of Miami, Jacksonville Jaguars, Miami Dolphins, and Tampa Bay Bucs home games combined.

PRIMARY PURPOSE OF ASSOCIATIONS/MEETINGS:



**EDUCATE
PROFESSIONALS**



**PROTECT CONSUMERS
VIA INDUSTRY STANDARDS**



DIRECT SPENDING FACTS

Total Budgeted Expenditures =	\$1,529,144,630
Member Meeting Expenses =	\$1,649,559,640
Member Travel Expenses =	$\frac{\$ 529,958,180}{\$3,708,662,450}$



ASSOCIATION BUDGETED EXPENDITURES



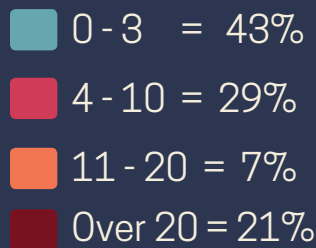
Payroll	50.9% = \$778,403,950
Conferences/Conventions	8.4% = \$129,079,840
Other Business Expenses	7.9% = \$120,434,700
Grants/Scholarships	6.1% = \$93,883,550
Payroll/Sales/Other Taxes	4.9% = \$75,132,900
Travel	3.6% = \$54,402,750
Employee Benefits	2.9% = \$44,768,630
Consultants	2.2% = \$33,057,120
Technology/Computers	2.1% = \$32,831,190
Rent/Mortgage	2.1% = \$31,549,740
PR/Advertising	1.7% = \$25,329,710
Lobbying	1.6% = \$24,682,970
Insurance	1.3% = \$20,589,320
Accounting Fees	0.9% = \$13,814,190
Legal Fees	0.8% = \$11,645,520
Fundraising	0.5% = \$7,461,850
Interest	0.5% = \$8,175,320
Entertainment	0.1% = \$1,865,900
Total Budgeted Expenditures	\$1,529,144,630

Association budgets are complex and vary with organizational structure and mission. However, all 501(c)6 organizations must file an annual 990 form with the IRS. The expenditure information to the right is a compilation of completed survey data and 990 forms that captures common expenses within the association management industry.

The estimated **\$3.7 BILLION** total direct spending accounts for not only the **\$1.53 BILLION** of association expenses, but also the **\$1.65 BILLION** members spend on meetings and hotels and **\$529 MILLION** in member travel expenses.

ASSOCIATION PROFILE

FULL-TIME EMPLOYEES



PART-TIME EMPLOYEES

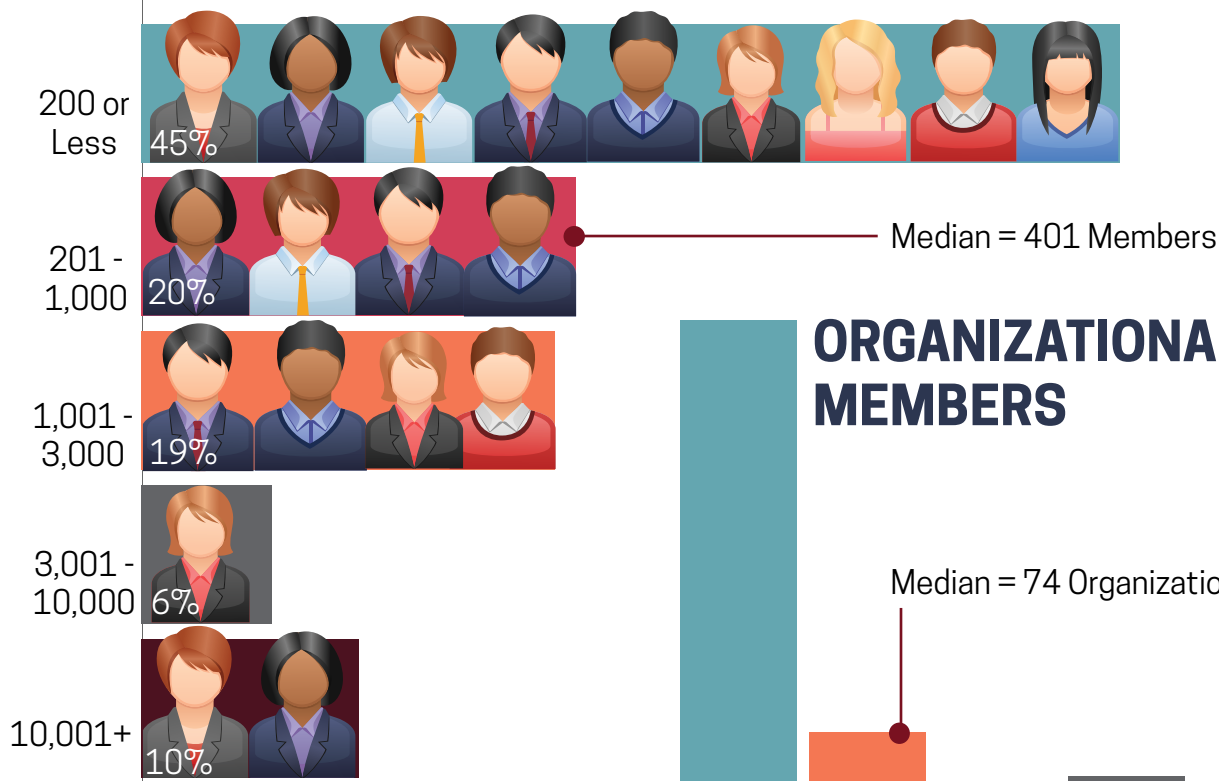
The majority of associations don't have part-time employees: 73% reported zero to one part-timer; 25% of associations have 2 to 4 part-time employees and 2% have more than four.

INTERNS

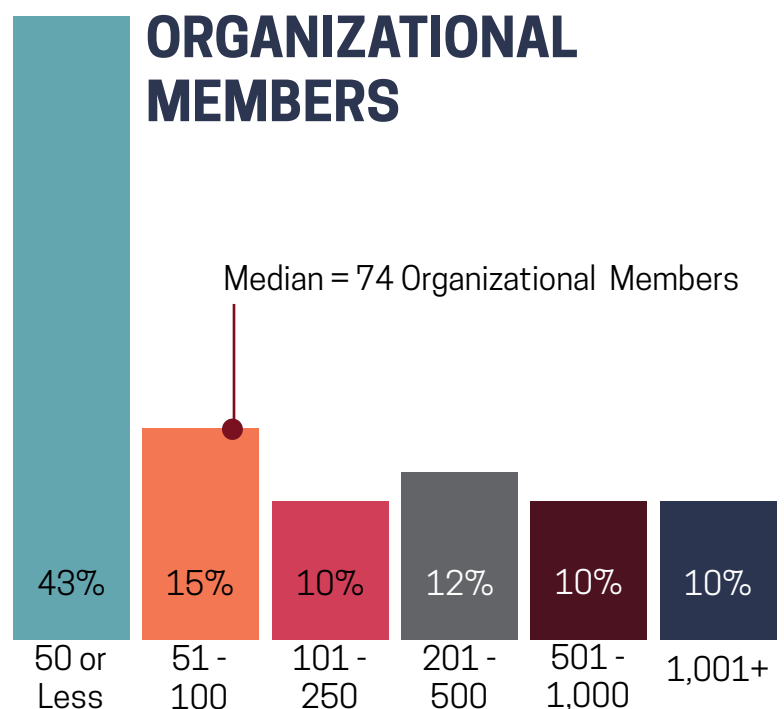
The majority of associations do not use interns - 75% reported zero interns; 11% reported having one intern and 12% have two.

MEMBERSHIPS

INDIVIDUAL MEMBERS



ORGANIZATIONAL MEMBERS



ASSOCIATION MEETINGS

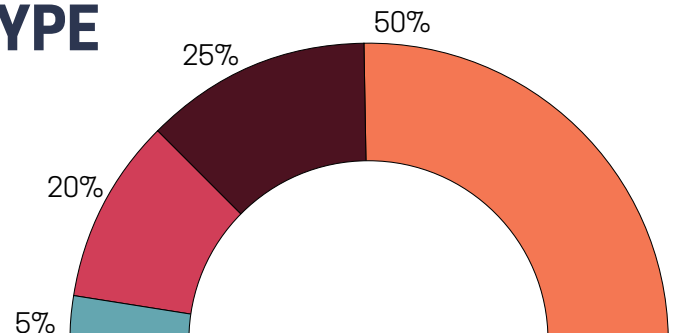
A BILLION-DOLLAR BUSINESS

Associations hold more in-person Board & Committee meetings and half-day meetings annually. However, with more conference attendees and higher registration fees - conferences far out rank other meetings in member spending, and ultimately association revenue. Meetings truly are a billion-dollar business!

\$2.18
BILLION

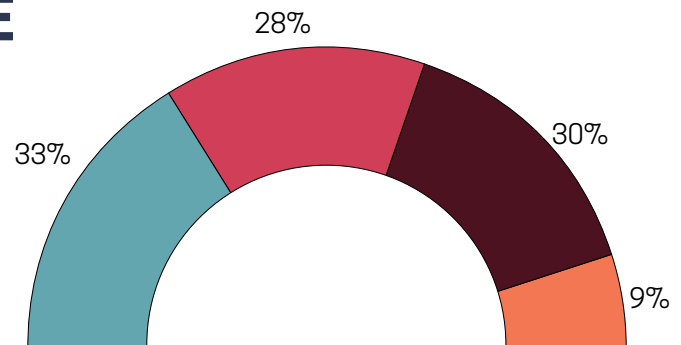
NUMBER OF MEETINGS BY TYPE

Conferences	2,230
Full-Day Meetings	7,960
Half-Day Meetings	10,020
Board/Committee Meetings	20,380
Total Number of Meetings	40,590



ATTENDEES BY MEETING TYPE

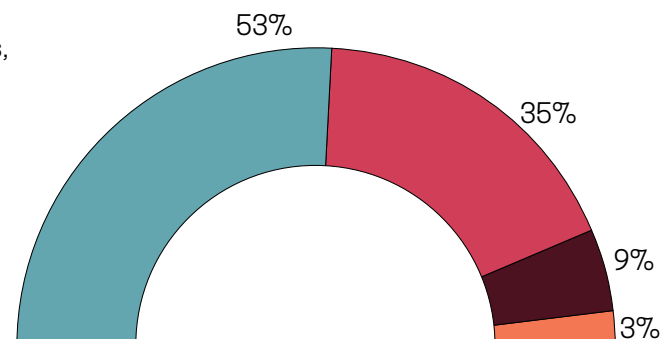
Conferences	1,348,615
Full-Day Meetings	1,160,250
Half-Day Meetings	1,223,843
Board/Committee Meetings	390,670
Total Attendees	4,123,378



SPENDING BY MEETING TYPE

Member spending includes meeting registration fees, travel expenses, hotel room nights, meals, entertainment, etc.

Conferences	\$1,131,702,300
Full-Day Meetings	\$770,477,700
Half-Day Meetings	\$203,657,190
Board/Committee Meetings	\$73,680,630
Total Spending	\$2,179,517,820



CONFERENCES

Total member spending to attend association conferences is estimated to be **\$1.13 BILLION** - which includes registration fees, travel expenses, hotel room nights, meals, entertainment and more. How much of that is spent just at hotels? **Over half - \$608.4 MILLION**

**\$1.13
BILLION**

1

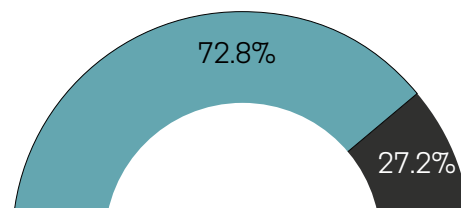
40% of associations have one conference each year and 24% do not have a "conference" at all. 20% have 2 to 3 conferences; 9% have 4 to 5 and 7% have more than 5 each year.



57% of conferences are 3-day events with 26% running 2-day events. The median conference length is 3.4 days.

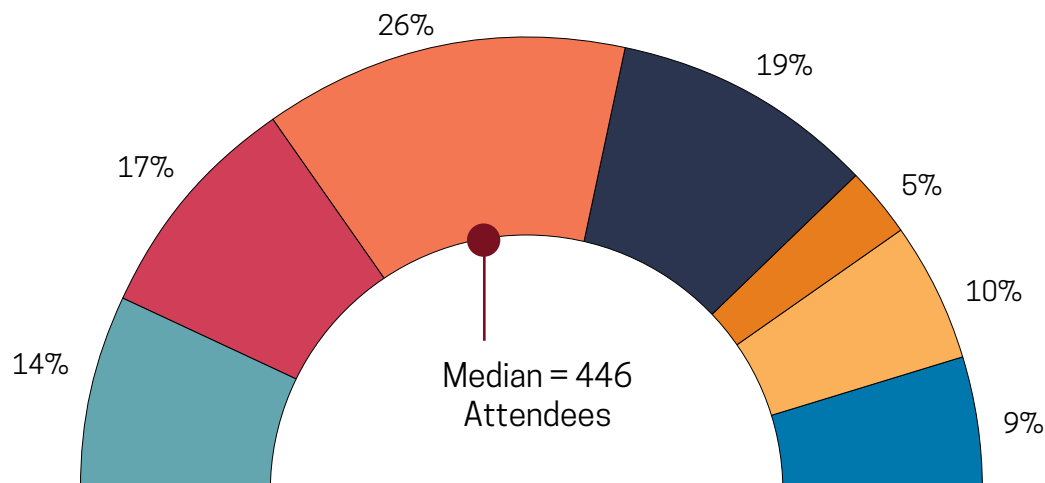


Association members spend **\$608.4 MILLION** on conference hotels alone. An estimated **72.8%** of FSAE members' conferences are booked with member properties. Members spend approximately **\$443 MILLION** with our Associate Supplier Members.



\$443 MILLION
spent with member
properties

NUMBER OF ATTENDEES



Thank you to the many Association Executives who submitted data to compile this report.

Published September 2017 by FSAE - Report produced by **Downs St. Germain Research** Sponsored in part by **Partners in Association Management**



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