

Executive Director Update

ESC Board of Directors Meeting

September 19, 2023

Overview



ESC Brand Evolution & Website Re-design



ESC Programs & Initiatives



Goals & Objectives for 23



Operations & Administration



2023 Budget Update & FY 2024 Proposal



Website Redesign Objectives

~~	Improve User Experience	Provide members with ease of access to the ESC content				
		Clearly communicate the value of ESC to members &				
•	Highlight the Brands Value	potential members				
		Allow ESC staff to adit/undate ESC site with				
	Create Intuitive Admin Experience	Allow ESC staff to edit/update ESC site with new/relevant content easily				
	Activate New Brand Identity	Update look & feel of outdated site to reflect recent ESC rebrand standards				
●→◆ ↓ ■←●	Develop New/Refined Site Architecture	Prioritize content, simplify discoverability & provide optimal user interface				



ESC Brand Modernization & Website









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ABOUT US EVENTS AND CONSORTIA / WORKGROUPS GUIDE TO GAS SOLUTIONS DURINGERS CONSERVATION & STRATEGIC MAGAZINES & OTHER DIRECTORY DEPTCENCY CONSERVATION & STRATEGIC MAGAZINES & OTHER DIRECTORY DEPTCENCY DURINGERS CONSERVATION & STRATEGIC MAGAZINES & OTHER Commercial, Industrial, & Residential Gras Solutions	0	ENERGY SOLUTIONS CENTER	MEN	NBER LOGIN	semame			
Commercial, Industrial, & Residential Gas Solutions		ABOUT US EVENTS AND PROGRAMS	CONSORTIA / G WORKGROUPS	UIDE TO GAS SOLUTIONS	EQUIPMENT MANUFACTURERS DIRECTORY	CONSERVATION & EFFICIENCY	STRATEGIC MARKETING	
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Website Redesign Timeline & Budget Update



nclud – Creative & Digital Branding Agency

- DC-based firm with extensive experience working with associations and non-profits
- Existing experience with our AMS (Member365) integration during website redesign
- Options for ongoing technical support



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Proposed Project Cost: \$98,000

YTD Spending: \$49,000

		MAY	JUN	JUN	AUG	SEP	ОСТ	NOV	DEC (1/2)
	Phase 1:								
	Strategy &								
Completed	Discovery								
Completeu	Phase 2:								
	User Experience								
In Progress	Phase 3: Visual								
Not started	Design								
	Phase 4:								
	Technical Dev.								



Programs & Initiatives



<u>Consortia</u>



Magazines

Carbon Reduction Gas Heat Pump International Builder Show

Gas Heat Pump (Spring 2023) Gas Technology (Fall 2023) Natural Living (Spring/Fall 2023)



TMAF Historical Trends

Pre-Pandemic

- Avg: 232
 - 7 in-person events

Post-Pandemic

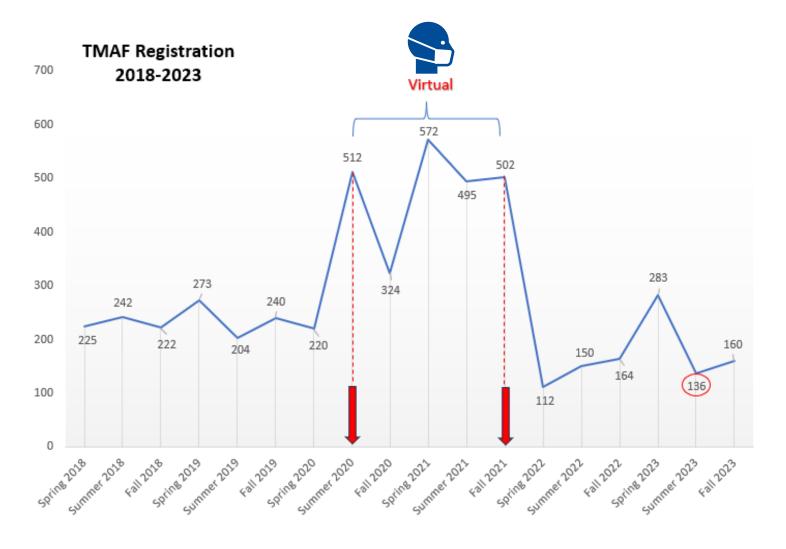
- Avg: 173
 - 5 in-person events
- **~75%** Pre-pandemic

Trends

- Pandemic permanent impact on events
- Location
- Value

2024 Events

- Pittsburgh April 9-11
- Calgary September 17-19
- Summer TBD





ESC 2023 Goals & Objectives



Strategic Planning: Future of ESC



Continue Evolution of ESC Marketing and Communications Strategies



Update and Modernize Training Program



Operations & Administration

Human Resources

- Compensation Market Analysis: Salaries & Benefits
 - ✓ Performance Matrix
- ESC Staff Goals & Objectives, Employee Reviews

Financials

- FY 2023 Yearend Budget
- FY 2024 Proposed
- Modification of ESC Investment Policy
- Evaluation of Banking/Investment & Audit Firms



Budget FY 2023 Update & 2024 Proposed

		2021	2022	2023	2023	2024
ITEMIZED REVENUES:		APPROVED	APPROVED	APPROVED	PROJECTED	PROPOSED
Membership - Corporate	\$	856,000	\$ 860,000	\$ 860,000	\$ 883,310	\$883,310
Membership - Affiliate	\$	88,000	\$ 90,000	\$ 90,000	\$ 93,333	\$100,833
Program Income (Acct Rep	\$	75,000	\$ 75,000	\$ 75,000	\$ 101,916	\$110,000
Magazines	\$	-	\$ 16,000	\$ 15,000	\$ 7,500	\$7,500
Investment Income	\$	123,000	\$ 115,000	\$ 100,000	\$ 113,375	\$123,375
TMAF Registration Fees	\$	30,000	\$ 15,000	\$ 50,000	\$ 61,895	\$61,895
TMAF sponsorships	\$	13,000	\$ 10,000	\$ 20,000	\$ 27,000	\$27,000
Misc/Service income	\$	25,000	\$ 25,000	\$ 25,000	\$ 12,500	\$25,000
IBS - Reserve Funds	\$	10,000	\$ 10,000	\$ -	\$ 10,000	\$10,000
TOTAL INCOME	\$	1,220,000	\$ 1,216,000	\$ 1,235,000	\$ 1,311,000	\$1,349,000
					\$ 76,000	
ITEMIZED EXPENSES:						
Salaries, Benefits	\$	850,000	\$ 755,000	\$ 775,000	\$ 743,971	\$830,869
Consultants	\$	86,000	\$ 90,000	\$ 90,000	\$ 220,001	\$104,348
A.G.A. Administrative Serv	\$	84,000	\$ 72,000	\$ 72,000	\$ 68,718	\$70,780
Travel	\$	10,500	\$ 10,500	\$ 10,500	\$ 7,985	\$8,225
Telephone	\$	5,000	\$ 6,000	\$ 6,000	\$ 5,597	\$5,765
Postage & Printing	\$	15,000	\$ 12,000	\$ 10,000	\$ 12,858	\$13,244
Materials & Supplies	\$	4,000	\$ 3,000	\$ 3,000	\$ 8,523	\$8,779
Meetings (Board/TMAF)	\$	75,000	\$ 145,000	\$ 125,000	\$ 163,888	\$168,805
Communications (website,	\$	45,000	\$ 40,000	\$ 40,000	\$ 52,075	\$53,637
Financial Services	\$	37,000	\$ 60,000	\$ 60,000	\$ 74,260	\$74,260
IBS	\$	10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$10,000
Misc.	\$	5,000	\$ 12,500	\$ 12,500	\$ -	\$ 0
WEBSITE (RESERVES - exc	\$	-	\$ -	\$ 100,000	\$ 100,000	\$3,000
GAS HEAT PUMP CONSOR	\$	-	\$ 75,000	\$ -	\$ -	\$ 0
TOTAL EXPENSES:	\$	1,226,500	\$ 1,216,000	\$ 1,214,000	\$ 1,268,000	\$1,349,000
					\$ 54,000	



Budget 2023 & 2024 Summary

Revenue	2023 Projections 2024 Proposed '24 vs. '23	\$1.31 M \$1.35 M + 9%
Expenses	2023 Projections 2024 Proposed '24 vs. '23	\$1.27 M \$1.35 M +11%

Projected 2023 Net +\$22K

<u>Revenue</u>

- ↑ investment income
- ↑ program Income
- \uparrow TMAF

<u>Expense</u>

- ↑ consultant
- ↑ salaries
- \uparrow TMAF

Proposed 2024 Balanced

(vs. 2023)

- \downarrow consulting
- ↑ salaries & benefits
- website complete, support?



Thank you

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