



**ENERGY
SOLUTIONS
CENTER**

Executive Director Update

ESC Board of Directors Meeting

September 19, 2023

Overview



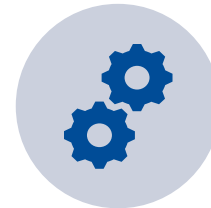
ESC Brand
Evolution &
Website Re-design



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



Highlight the Brands Value

Clearly communicate the value of ESC to members & potential members



Create Intuitive Admin Experience

Allow ESC staff to edit/update ESC site with new/relevant content easily



Activate New Brand Identity

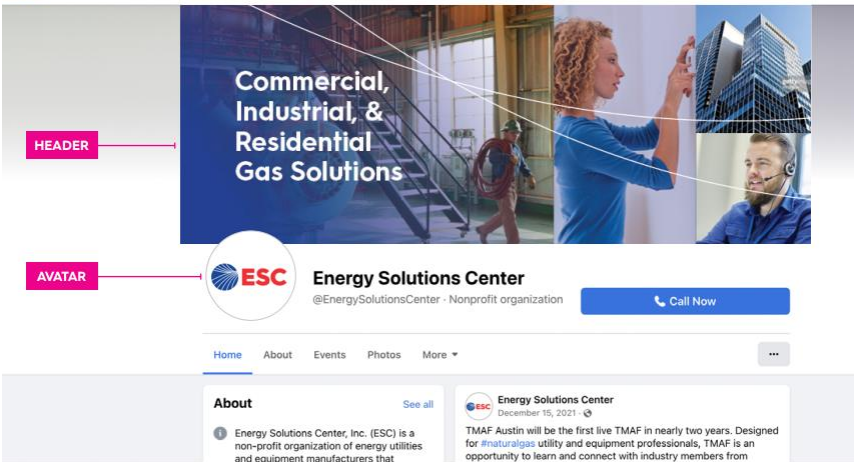
Update look & feel of outdated site to reflect recent ESC rebrand standards



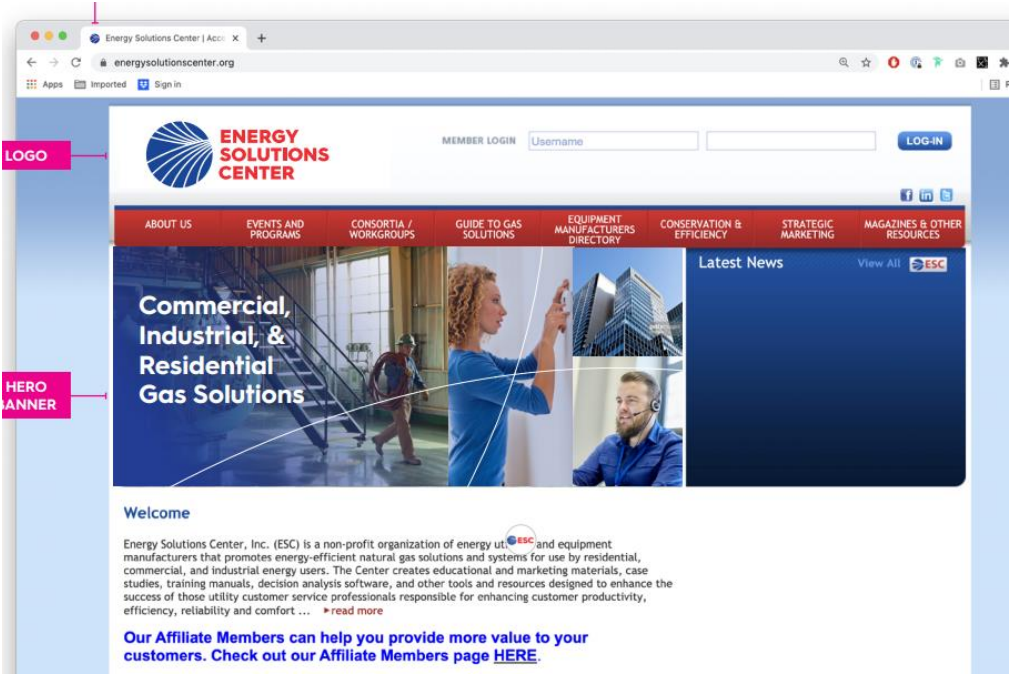
Develop New/Refined Site Architecture

Prioritize content, simplify discoverability & provide optimal user interface

ESC Brand Modernization & Website



**ENERGY
SOLUTIONS
CENTER**



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



Proposed Project Cost: \$98,000



YTD Spending: \$49,000

- Completed
- In Progress
- Not started

	MAY	JUN	JUN	AUG	SEP	OCT	NOV	DEC (1/2)
Phase 1: Strategy & Discovery								
Phase 2: User Experience								
Phase 3: Visual Design								
Phase 4: Technical Dev.								

Programs & Initiatives



Consortia

Carbon Reduction

Gas Heat Pump

International Builder
Show



Magazines

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

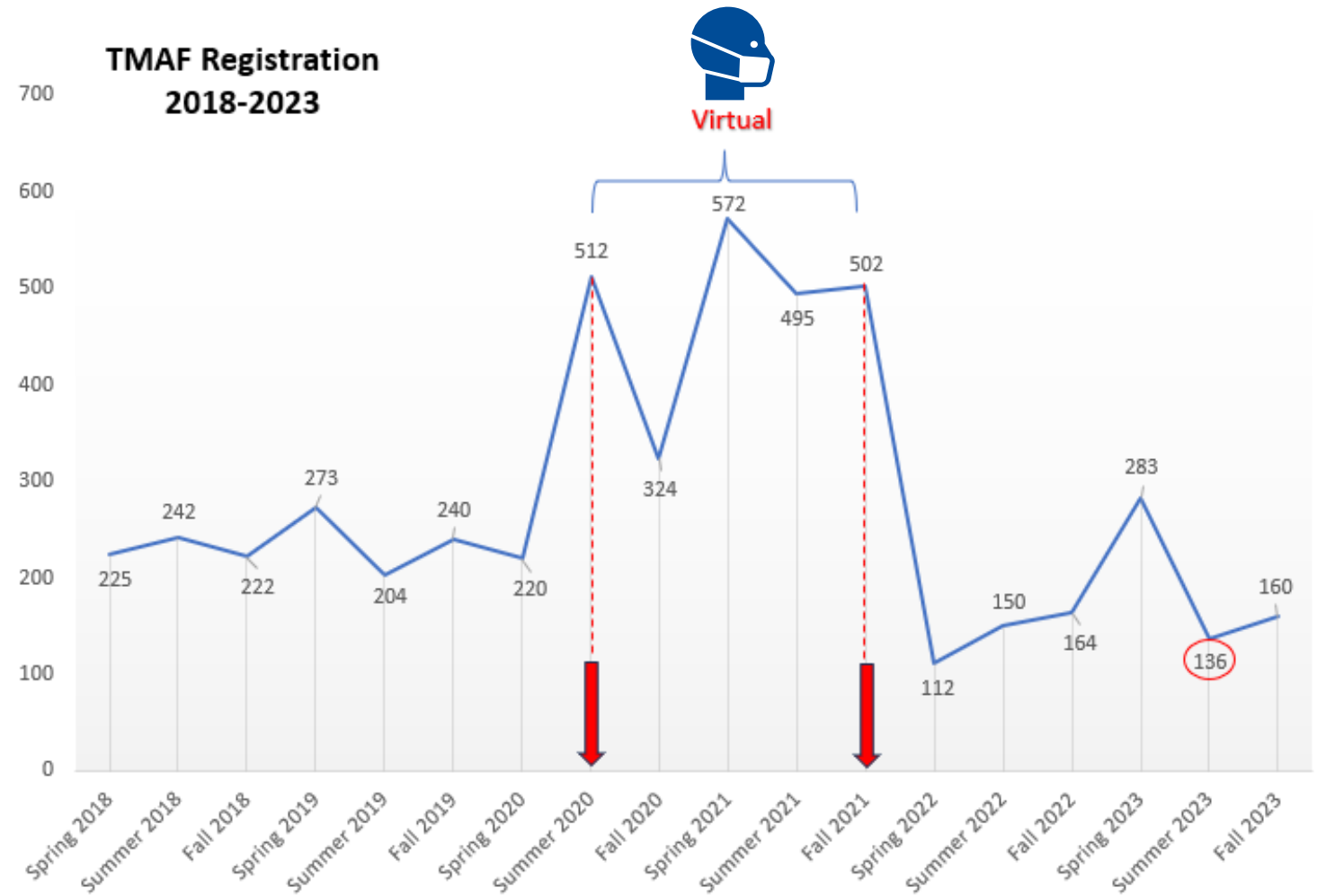
- Avg: 173
 - 5 in-person events
- ~75% Pre-pandemic

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

ITEMIZED REVENUES:	2021	2022	2023	2023	2024
	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 Reg)	\$ 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	\$1.31 M
2024 Proposed	\$1.35 M
'24 vs. '23	+9%



Expenses

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

Projected 2023 Net **+\$22K**

Revenue

- ↑ investment income
- ↑ program Income
- ↑ TMAF

Expense

- ↑ consultant
- ↑ salaries
- ↑ TMAF

Proposed 2024 Balanced

(vs. 2023)

- ↓ consulting
- ↑ salaries & benefits
- website complete, support?

Thank you

Sonia Vahedian

Executive Director

Energy Solutions Center

svahedian@escenter.org

(202) 824-7152 O | (703) 981-5599 M