



I A 2016 - 2017 V M ANNUAL REPORT





A GROWING COMMUNITY

Our 2016-2017 fiscal year ended with record-breaking numbers - 5,353 members (9% increase from 2015-2016), the highest in association history. Group membership contributed to our success with 127 participating venues adding 1,462 new members in this category since the program launched in 2014. We are beginning to experience the expanding reach of the resources and opportunities available within IAVM.

Fiscal year revenues increased 3% above last year, with our net profit rising from \$156,996 in 2015-2016 to \$237,477 in 2016-2017. Our fund balance has grown to \$2,783,548. The loan on the IAVM headquarter's building was refinanced at a lower rate of 4.72%, and is schedule to mature May 2021. In addition, for the first time, we have created a Capital Expenditure Fund with a balance of \$150,000 and monthly increases budgeted at \$5,000.

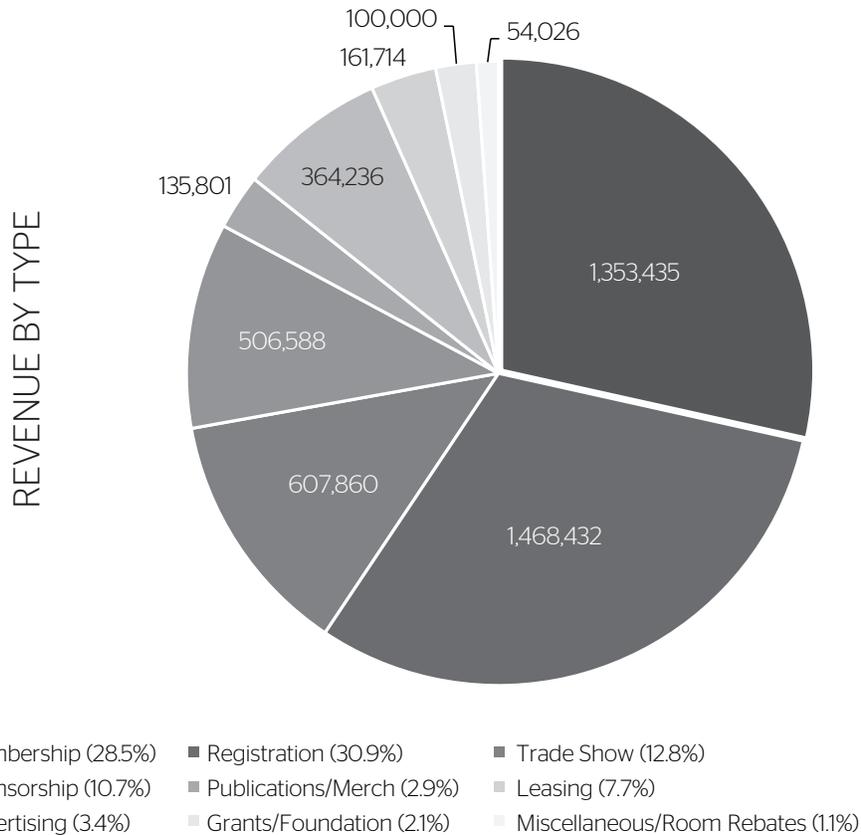
Several initiatives were launched, including Exhibitions & Meetings Safety & Security Initiative (EMSSI), Energy Management, and Event Economic Impact Calculator, which allowed us to create strategic alliances with IAEE, ESCA, and DMAI. These initiatives are well underway and will continue to be a focus in this coming year.

2016-2017 saw many exciting changes! New leadership with Brad Mayne, CFE, appointed as President & CEO, Ron Melton joined as CFO/COO, Amy Fitzpatrick became our new Director of Marketing, RV Baugus returned as *FM* Magazine Senior Editor, and Meredith Merritt filled the position of IAVM Foundation's Director of Development. IAVM announced a new format for VenueConnect 2017 and opened registration early February. IAVM also refreshed and launched the IAVM brand image and promise - **Inspiring Leaders, Building Expertise, and Creating Connections For Life.**

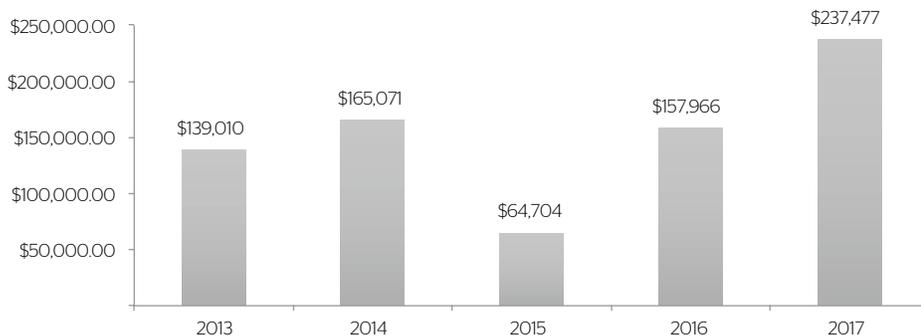
We enter the 2017-2018 fiscal year with an enduring focus on supporting venue managers and professionals with education, resources, and connections needed to build inspiring careers and exceptionally run venues, all the while strengthening the industries our members and partners work in.



KEY FINANCIAL INDICATORS



NET PROFIT



OVERVIEW

Net profit of **\$237,477** compared to budgeted profit of **\$104,979** and last year's profit of **\$157,966**

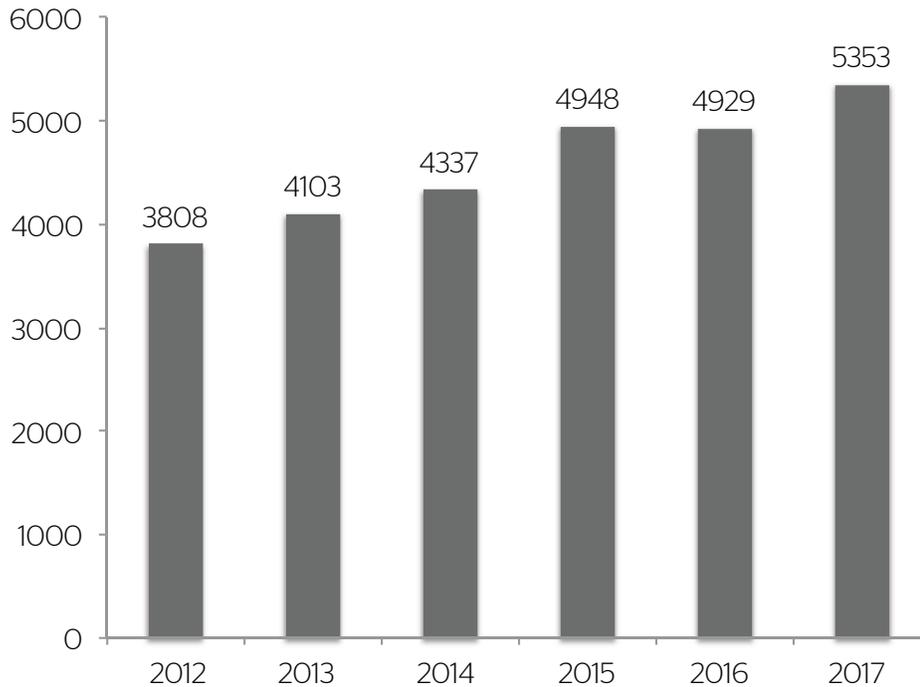
Total revenue reached **\$4,752,090**, a **3%** increase from last year

Sponsorship revenue totaled **\$506,588**.

The building mortgage was refinanced at a rate of **4.72%** through **May 27, 2021**.

MEMBERSHIP

MEMBERSHIP GROWTH



127

**group
membership
venues**

1,462

**members added
through group
membership**

43

**mentor/mentee
partnerships
matched**

97%

**group member
retention rate**

9%

**membership
growth from
2016-2017**

MEMBERSHIP

With our steady growth, emphasis has been placed on member engagement by creating more content that is readily available through our online learning center, monthly podcasts and webinars. IAVM's annual conference, *VenueConnect*, and premier schools... Venue Management School, Venue Management School Graduate Institute, Academy for Safety & Security and the Senior Executive Symposium all deliver dynamic, thought-provoking education. Successful completion ensures members are competitive in today's marketplace and can implement best practices within their venue operations.

The new Certified Venue Professional (CVP) designation, launched in 2015, now boasts 67 individuals that have demonstrated their professionalism and commitment to the industry and substantiated the training received through IAVM's educational programs.

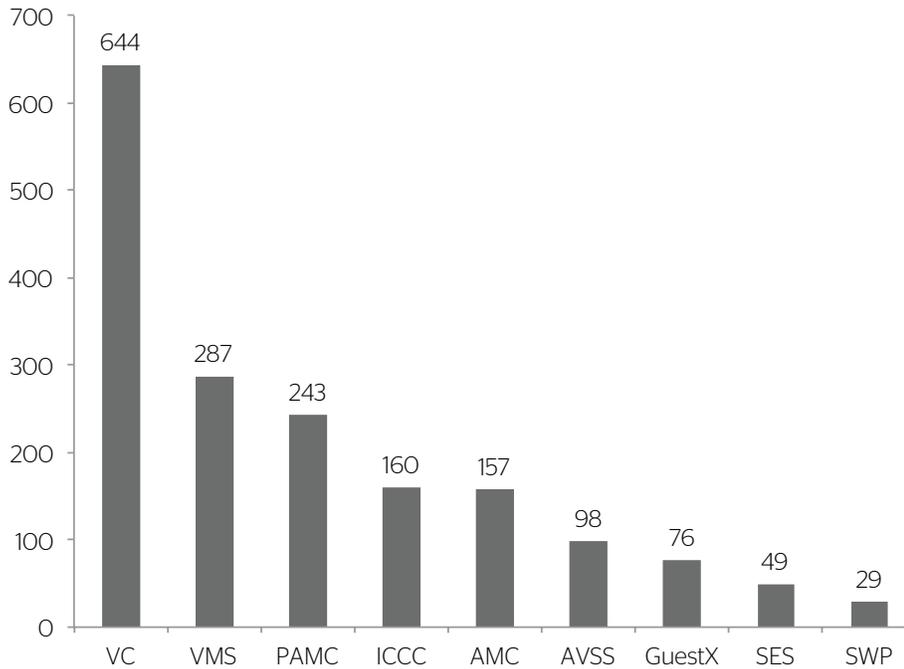
VenueNet offers a vehicle for members to network with one another year round to solve problems and exchange ideas. IAVM's Buyer's Guide puts venue professionals in touch with Allied Members that provide products and services, most of whom exhibit at *VenueConnect* each year or participate in the hosted buyer program, *DirectConnect*.

As we embark upon our 93rd year, our vision is clear: Inspiring Leaders, Building Expertise, & CREATING CONNECTIONS FOR LIFE.



EDUCATION

EVENT ATTENDEES



1,743

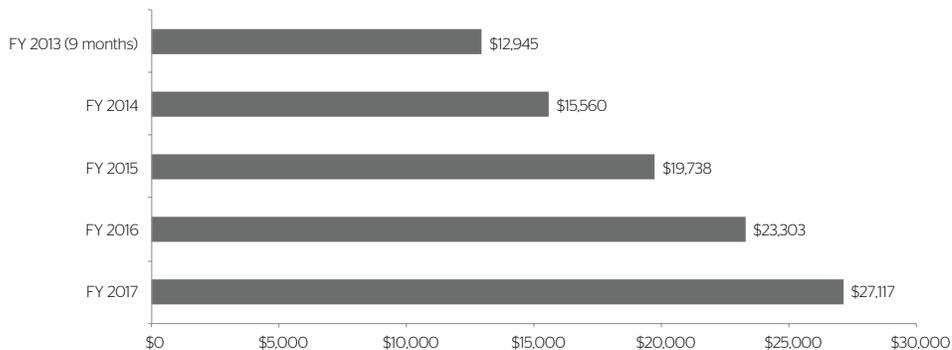
**attendees at
IAVM schools &
conferences**

**does not include region and
chapter meetings*

50

**education sessions
at VenueConnect
2016**

VenueDataSource Revenue



TO DATE: \$108,482 IN REVENUE

24

**live trainings were
provided to venues
& regions all over the
United States**

SAFETY & SECURITY: BEYOND PHYSICAL SECURITY MEASURES

IAVM, through various committees, assists in the development of educational sessions, which provide the tools to enhance safety and security through accepted standards, practices, and guidelines that are measurable, practical, and scalable. This is accomplished through our conferences, IAVM's Life Safety Programs, and the Academy for Venue Safety & Security.

IAVM works in conjunction with federal programs such as the National Preparedness System, the Nation Infrastructure Protection Plan, and others to assure that all have a thorough plan of preparedness in securing their respective environments.

We seek professionals and subject matter experts to assist us in providing the best operational practices, as it pertains to Critical Infrastructure Protection in order to protect the millions of Americans attending events at all venues, across all sectors.

IAVM currently has representation on the Department of Homeland Security public facilities sub-sector council and plays a vital role in partnering for critical infrastructure security and resilience. This partnership outlines how government and private sector participants in the critical infrastructure community work together to manage risks and achieve security and resilience outcomes in accordance to the National Infrastructure Protection Plan. A plan, resulting from a Presidential Policy Directive/ PPD-21.

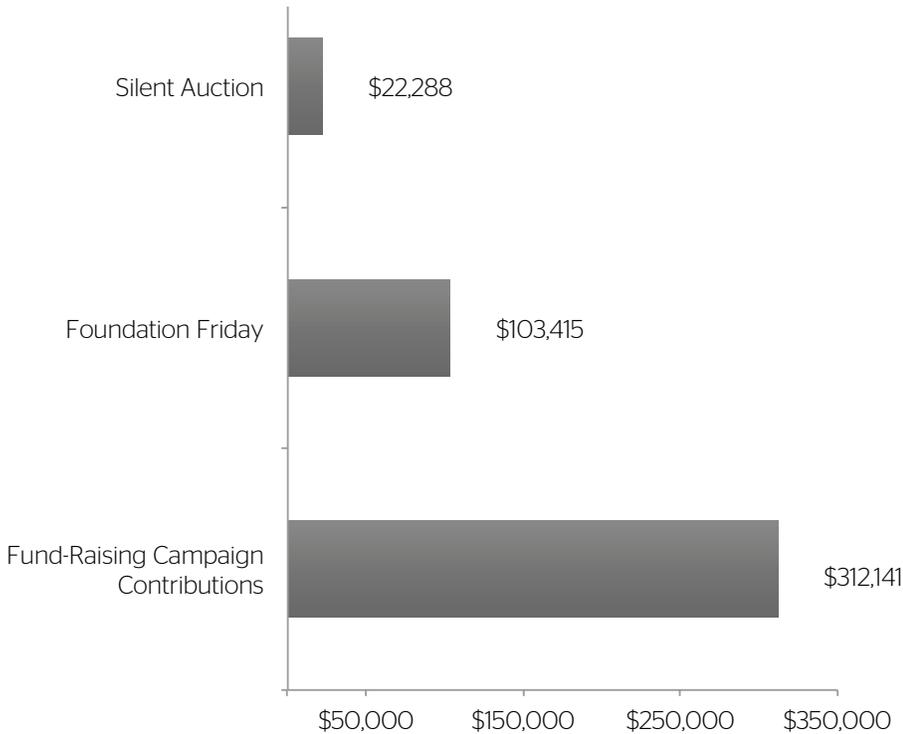
IAVM serves as a conduit whereby, the Department of Homeland Security provides and shares information to its members. This information is essential and critical to infrastructure resilience and to protect public health and safety.

This is accomplished through *VenueConnect*, where essential safety and security information is provided to all venues.



FOUNDATION

FUNDRAISING CAMPAIGN COMPARISONS



29

**scholarships +
internships
awarded by the**

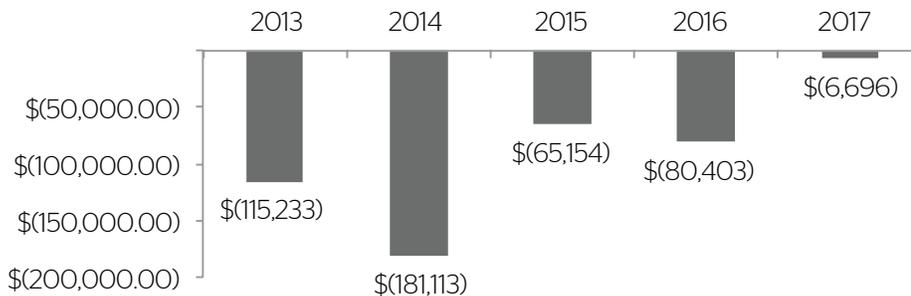
JOSEPH A. FLOREANO | SCHOLARSHIP
+ INTERNSHIP
PROGRAM

106

contributing to

100+
WOMEN | DONATE
OF IAVM | 100+

NET PROFIT (LOSS)

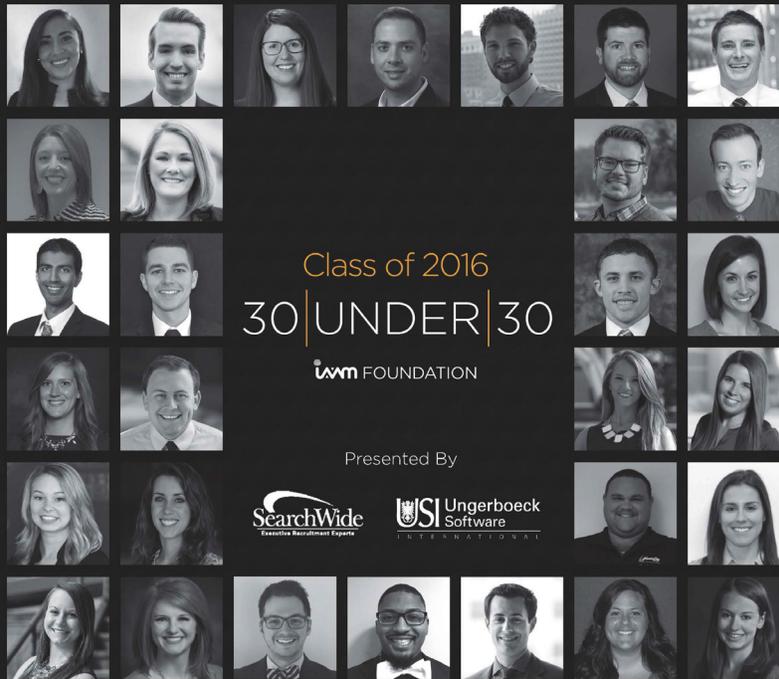


60+

in attendance at

I A V M **UPSTART**
EMERGING LEADERS EXPERIENCE

**& another successful
Game Changer**



Who does your donation benefit? You!

All of the donations that the Foundation receives go directly back into the industry through internships, scholarships, certifications, and more. Here is a breakdown of how many members the Foundation has served over the past 35 years:

| | |
|-------------|--------------------|
| VMS - 2600+ | CVP - 60+ |
| AVSS - 300+ | Internships - 75+ |
| CFE - 300+ | Scholarships - 60+ |

That's more than 3,000 IIVM members who have benefited directly from your donations to the Foundation.

Thank you!

FOUNDATION

The IIVM Foundation is celebrating its 35th year in 2017-2018! Our members have supported our fundraising goals and education initiatives with fervor during the 2016-2017 fiscal year. During this past year, we saw over 60 students and Young Professionals attend the 2nd year of UpStart at VenueConnect, the 2nd annual 30 | Under | 30 program, which was sponsored by Searchwide and Ungerboeck Software International. We also saw more than 200 members participating in the Golf tournament and Legacy Project at VenueConnect 2016 in Minneapolis. Finally, we awarded 29 scholarships were awarded to our members to attend AVSS, VMA, AMC, ICCA, and PAMC.

MARKETING

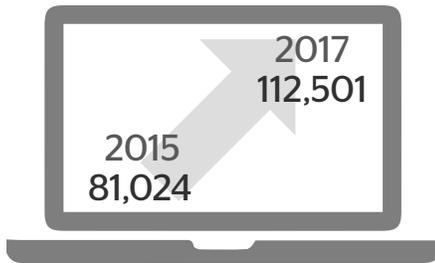
As part of our initiative to further the IAVM rebrand, we began using Hootsuite, a social media marketing and management dashboard to promote the Association online. Since it was initiated September 2016, we have seen tremendous results!

Speaking of social media, this year we hosted several social media contests specifically for *VenueConnect* to increase engagement and promote the conference.

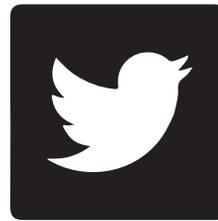
Also, to reflect IAVM's new brand image, we revamped *IAVM News*, our weekly digital newsletter. *IAVM News* was submitted to the Association Trends Salute to Excellence contest, and brought home the Gold Award in the digital newsletter category!

We welcomed back Senior Editor R.V. Baugus, and *Facility Manager* magazine increased to 6 issues per year. We also developed our Letter from the Editor email series, so *FM* recipients know what to look forward to in the upcoming issue.

IAVM Front Row News page views



Reach 7000+
45 countries
49% women
51% men

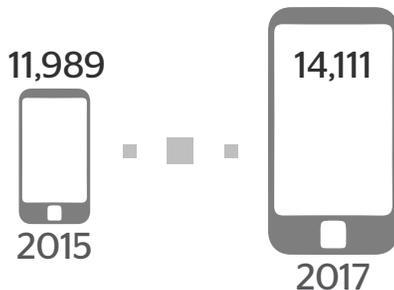


313 new followers
272,200 impressions
12,570 visits to our page
454 mentioned @iavmwhq



Group: 6196 Members
Page: 3529 Followers
16 countries

IAVM Front Row News mobile visitors



VenueNet

In 2016-2017, visits have increased by 2%,
but participation is down overall.

-33% in active member communication

18% fewer posts

2016 - 2017 Partners

Global Partners



Strategic Partners



Corporate Partners



Association, Community, & Media Partners



GOVERNANCE

It has been another great year for IAVM as the organization continues to move forward in many exciting ways during this important period of transition.

Since we met at *VenueConnect* last year, our new President & CEO, Brad Mayne has been doing a fantastic job in leading and representing IAVM throughout the industry. Through his leadership, IAVM has implemented the new look and brand promise that debuted in Minneapolis while developing new initiatives you'll be hearing a lot about. All this while guiding the dedicated IAVM staff through the change in our face to face meeting structure that culminates in this year's groundbreaking *VenueConnect*.

As you can see throughout this annual report, the numbers are strong and point to a bright future for IAVM. The Association's financial picture remains solid. Membership totals are breaking records monthly while members continue to be involved and engaged.

The opportunity for involvement and engagement took an exciting step forward with the passing of the One Member, One Vote initiative in June after a record number of votes were cast and nearly 90% were in favor of allowing all members the right to vote, ensuring that the future of IAVM will be more inclusive and diverse than ever before in our 90+ year history.

This is not to say that we are done or satisfied. Brad and the outstanding staff will continue to work on increasing member value that includes several important initiatives around issues that matter to you. The Board of Directors, under the leadership of incoming Chair Doug Booher, CFE, will also continue to work with Brad on strategy while fulfilling responsibilities for governance oversight. Don't miss next year's *VenueConnect* in Toronto to see where we go from here!

Mark Mettes, CFE
Chair - IAVM Board of Directors



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iavm.org