International Association of Venue Managers

2013-2014 Annual Report
IAVM members and staff have expended great energy this last year to achieve remarkable things. Together, we launched a new website that enables members and prospects to interact with us in a more meaningful way. We put more than 100 hours of digital content on the site. We redrew Facility Manager based on reader feedback. We earned high marks for our conferences. We achieved our budget goal of a $145,000 surplus, as opposed to a $250,000 loss just two years ago. We approved a new membership model that will be vital to our long-term health and will enable more professionals to access our resources. We welcomed a new organization to join us, AMEREF (the Mexico Association of Convention Centers). And we exceeded our membership goal of 4,257, with an all-time high of 4,337 members.

“A great accomplishment shouldn’t be the end of the road, just the starting point for the next leap forward.”
—Harvey Mackay
Key Accomplishments

Grow Revenue

- **Net Profit of $146,000 exceeded budget of $145,000 and was a 15% increase from last year’s profit of $127,000**
- **Brought in membership revenue of $1,257,000, which is the highest amount ever recorded**
- **The building mortgage was reduced by $160,000 to $1,753,000**
- **Increased cash reserves to 101 days of operating expenses, an increase of 17%**
- **Total operating expenses were reduced by $422,000, or 9% from last year**
Key Accomplishments

Grow Membership

International Association of Venue Managers

- Accomplished an all-time high of 4,337 active members
- Achieved a 90% renewal rate, well above the average for comparable associations
- Membership dues closed at a record $1.26M
- A new affiliation, AMEREF, Asociación Mexicana de Recintos Feriales, added 55 new members from Mexico
- Grew social media communities: Facebook expanded 150%, Twitter achieved over 2,000 followers, LinkedIn neared 5,000 members
Key Accomplishments

Increase Member Value

- Created 24 webinars for online learning opportunities
- Redesigned and improved Facility Manager magazine
- Completed a new venue management textbook
- Redesigned IAVM.org to improve accessibility and functionality
- Achieved over 100 hours of content in the Online Learning Center
Key Accomplishments

Industry Research

- Increased participation in VenueDataSource surveys
- Development of new industry Business Barometer to track quarterly trends
Key Accomplishments
IAVM Foundation

Advocacy
In a move to support what is best for the venue management industry, IAVM—through the generous funding of the IAVM Foundation—filed an amicus brief supporting the San Diego Convention Center Corporation (SDCCC) in a legal case with United National Maintenance (UNM) that carried significant industry wide implications. This was an issue that the Industry Affairs Committee felt IAVM should take a stand on, as it involved the rights of venues to manage as they see fit, and to have exclusive vendor relationships when it is in the best interests of their venues and the communities they serve. It was important to note that IAVM was able to file this brief and act so quickly to defend our venues thanks entirely to the IAVM Foundation. When this issue arose, the Foundation was asked to fund the cost. Given the importance of the issue and the need to file within a few weeks, the Board of Trustees unanimously voted to make these funds available. The Foundation provided just over $40,000 in funding and through member, venue, and corporate support, the Foundation raised just over $20,000.

Fundraising Development
The new team fundraising strategy was officially launched during the 2013 Mid-Year Meeting. Trustees were divided into teams and tasked with raising $100,000 through the IAVM and Foundation Partnership Program over the next year. By developing the team approach, Trustees have been greater engaged and involved in the fundraising process. Teams were encouraged to meet monthly and maintain regular communications among the team. Progress continues as Trustees are eager and competitive in bringing in money for the IAVM and Foundation Partnership Program.

Annual Giving Campaign
Member support is the backbone of the IAVM Foundation’s ability to make grants that support the evolutionary, ground-up progress of our industry. The Annual Giving campaign, which ends December 31, has a budgeted goal of $75,000 for total giving and a 20% member participation goal. The 2013 campaign reached 8.1% member giving and $89,399 in proceeds to date.

*In 2012 numbers were slightly higher due to the generous contribution of $30,000 from Feld Entertainment.
Key Accomplishments
2013-2014 Partners

Global Partners
FREEMAN  sodexo  USI Ungerboeck Software INTERNATIONAL

Corporate Partners
AEG FACILITIES  axs  FELD ENTERTAINMENT®
SI CO  ticketmaster®

Strategic Partner
DAKTRONICS®
Key Accomplishments
2013-2014 Affiliations & Alliances

Member Affiliations
- VMA
- AMEREF

Association Alliances
- ALSD
- CSPI
- IAEE
- IAFe
- INTIX

Industry Alliances
- CCIC
- ETCP
- ESA
- FANS FIRST
- GREEN SPORTS ALLIANCE