



Texas Associations Matter:

An Economic Force

	TOTAL	By Total Expenses		
		<\$1M	\$1M-\$5M	\$5M+
Number of Texas associations*	1857	1316	435	106
Number of individual members	18,783,423	13,501,589	3,362,424	1,919,410
Number of corporate members	1,857,088	1,371,967	424,830	60,291
Associations that have a foundation	28.5%	24%	44%	79%
Associations managed by an Association Management Company (AMC)	11.4%	14%	0%	0%
Number of full-time association employees	18,633	8,323	4,581	5,729
Number of part-time association employees	5,719	4,874	557	289
Number of association employees who work in Texas (full and part-time)	21,030	10,499	5,009	5,522
Percentage of associations planning to hire in next 12 months	29.0%	24%	44%	79%
Percentage of associations planning to give raises in the next 12 months	70.9%	67%	85%	100%
Total revenues	\$ 5,802,309,615	\$ 1,105,683,134	\$ 1,080,652,044	\$ 3,615,974,437
Dues revenues	\$ 2,883,482,516	\$ 1,028,399,402	\$ 823,781,296	\$ 1,031,301,818
Government grants (revenues)	\$ 462,588,436	\$ 69,354,726	\$ 113,635,092	\$ 279,598,618
Total expenses	\$ 5,419,128,705	\$ 1,032,492,434	\$ 1,055,578,957	\$ 3,331,057,314
Payroll expenses	\$ 2,096,983,964	\$ 330,199,968	\$ 411,632,929	\$ 1,355,151,067
Insurance expenses	\$ 45,698,144	\$ 12,964,508	\$ 9,009,146	\$ 23,724,490
Information technology expenses	\$ 47,700,426	\$ 5,956,304	\$ 7,933,770	\$ 33,810,352
Legal expenses	\$ 43,621,171	\$ 9,481,311	\$ 13,578,230	\$ 20,561,629
Expenses for face to face conferences, conventions, and meetings	\$ 1,214,421,323	\$ 627,424,113	\$ 337,514,211	\$ 249,483,000
Investment fees expenses	\$ 8,338,507	\$ 935,220	\$ 780,712	\$ 6,622,576
Accounting expenses	\$ 31,585,367	\$ 12,412,493	\$ 7,458,959	\$ 11,713,915
Texas lobbying expenses	\$ 83,185,460	\$ 40,274,366	\$ 27,785,919	\$ 15,125,175
Printing/publishing expenses	\$ 188,867,867	\$ 93,186,848	\$ 48,143,919	\$ 47,537,100
Website development and maintenance expenses	\$ 138,605,252	\$ 62,124,565	\$ 14,470,686	\$ 62,010,000
Unrelated business income tax	\$ 16,861,850	\$ 11,150,996	\$ 1,817,679	\$ 3,893,175
Payroll taxes	\$ 78,302,572	\$ 47,742,361	\$ 19,003,536	\$ 11,556,675
Property taxes	\$ 38,582,889	\$ 21,344,611	\$ 9,451,929	\$ 7,786,350
Number of attendees at Tradeshow/Expositions:	4,357,131	2,695,021	1,435,046	227,064
Number of attendees at Education Programs:	5,738,204	3,039,041	2,314,478	384,685
Percentage of conference, convention, and meeting expenses spent in Texas	71.5%	N/A	N/A	N/A
Number of attendees at tradeshow/expositions/education programs in Texas	7,218,165	N/A	N/A	N/A

* Nonprofit associations operating in 2011 with annual revenues greater than \$200,000

HOW TEXAS ASSOCIATIONS MANAGE THEIR WORK			
	TOTAL		
	In-house	Partially Outsourced	Fully Outsourced
Accounting	40.4%	42.7%	16.9%
Advertising	64.2%	22.8%	12.9%
Communications	71.6%	23.3%	5.1%
Government relations/lobbying	45.4%	41.5%	13.1%
Human resources	89.7%	3.3%	7.0%
IT systems	31.3%	45.6%	23.1%
Legal services	20.3%	17.9%	61.8%
Marketing	82.2%	9.2%	8.6%
Meeting planning	79.6%	16.0%	4.4%
Payroll	51.9%	20.1%	28.0%
Public relations	84.5%	10.7%	4.8%
Publishing	38.3%	35.7%	25.9%
Sponsorship sales	80.9%	12.0%	7.1%
Website development and maintenance	26.2%	52.8%	20.9%

Data included in this document is derived from an economic impact study conducted in 2013 by CliftonLarsonAllen for the Texas Society of Association Executives (TSAE). Data is based on association fiscal years ending 2011. Primary data sources were nonprofit form 990 data and a survey of TSAE member and nonmembers based in Texas. All totals are reasonable estimates based on information available.

