EXECUTIVE SUMMARY

Since the Winter 2017 Government Affairs Policy Board report, the Government Affairs and Policy Division (GAP) staff have actively pursued efforts to stay up to date on both legislative and regulatory affairs, while the new Presidential Administration slowly takes shape. Beginning with the start of the 115th Congress, GAP conducted outreach to meet and educate new members of the House and Senate on motorcoach, tour and travel industry. Also, with FY 2017 funding still subject to a continuing resolution, GAP continued to advocate for inclusion of funding for the Intercity Bus Security Grant Program in a final FY 2017 funding measure. During this same period, even though FY 2017 funding remains unclear, Congress initiated the FY 2018 appropriations process, keeping GAP very busy with meetings and preparation and submission of appropriations requests. Simultaneously, both the House and Senate transportation related committees held a number of hearings on completed and pending legislation, requiring GAP to monitor committee activities for opportunities to advance ABA objectives.

In addition to legislative activities, GAP also engaged in monitoring and responding to activities of the new Trump Administration. These efforts included monitoring and interpreting new Executive Orders, engaging with transition and career officials at the U.S. Department of Transportation and the Office of Management and Budget on regulatory matters, preparing and filing comment submissions, and assisting ABA members with regulatory matters.

In terms of BusPAC, fundraising activities got off to a slow start in 2017. However, BusPAC solicitation and fundraising activities are starting to pick up with the support of GAP’s new Legislative and Communications Associate/PAC Administrator, Brad Tucker. Currently, the balance in the BusPAC account is $189,750. This year’s fund raising goal remains $100,000, and the fund continues to receive staff contributions.

In addition to federal advocacy activities, GAP engaged in a number of other activities including organizing and managing the ABA Board of Directors Spring 2017 Policy meeting and 2017 Congressional Fly-In. As well, on an on-going basis, GAP staff managed activities of the Bus Industry Safety Council (BISC) and Bus Maintenance and Repair Council (BusMARC). The GAP staff also participated in a number of state/regional association meetings, safety campaign meetings, and local planning meetings. The GAP team also tracked various state legislative initiatives, and provided support to ABA Communications.
ABA Finance Department

Revenue, excluding investment income, totaled $4,963,000 through 3 months ending March 31, 2017, up slightly from $4,908,000 through the same period in 2016.

Expenses through the first 3 months of 2017 were $2,370,000 compared to $2,160,000 in 2016. The year to year increase in expenses is due to higher costs at Marketplace in Cleveland for food, decorating and audio visual. Net income before investment income, or excess of revenues over expenses, through the first 3 months of 2017, is $2,593,000, or 6%, lower than the same period in 2016. ABA’s budget is highly dependent on the success of Marketplace each year. Revenue for Marketplace exceeded our budget, however due to the increase in costs at Marketplace in Cleveland, it is likely that we will fall short of the profit budgeted for Marketplace by approximately $50,000.

Current assets at March 31, 2017, consisting of cash, accounts receivable and investments total $6,320,000 compared to $6,110,000 last year at this time. In April 2017, prior to the Spring Board Meeting, ABA transferred $100,000 from its operating account to the reserve account at BNY Mellon per the decision to build up the investment reserves. This is the 6th consecutive year ABA has contributed $100,000 to the reserve fund in its effort to replenish the funds used to purchase its office condominium. ABA currently plans on contributing an additional $100,000 in April 2018, prior to the 2018 spring meeting.
2018 ANNUAL MEETING & MARKETPLACE
JAN. 26 – 30, 2018, CHARLOTTE, NC

2018 Marketplace Advisory Committee Chairman:
Terry Fischer, Transportation Charter Services

Host City Charlotte
This will be the third time that Charlotte has hosted ABA. They will host one evening event at the NASCAR Hall of Fame, one dine around, 8-10 sightseeing tours and 6 pre-and post-FAM tours.
- Saturday Night: Explore Cleveland
- Sunday Night: NASCAR Hall of Fame Evening Event
- Monday Night: Dine Around Charlotte
- The CVB presented several options for the ABA Gives Back Charity. We will be choosing a charity soon.

New This Year
- Dine Around night has been moved to Monday night to give DMOs a better opportunity to have more travel partners and operators in town.
- We have revised the registration fee structure to be based on Business Floor access and also be less confusing for the attendees.
- We have contracted 20 professional speakers for our breakout sessions, education bites and webinars.
- The Webinar Series has been expanded and will feature a monthly speaker.
- Marketplace Gives Back has been renamed to ABA Gives Back.

MEMBERSHIP DEPARTMENT
Peter set a goal of 500 new members by the end of 2016 and we hit it! We had 618 total new members. Our goal for 2017 is equally challenging – 600 new members.

Membership Totals (Count comparison from March 2017 - 2015)

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Suppliers</td>
<td>203</td>
<td>180</td>
<td>172</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>353</td>
<td>297</td>
<td>289</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>669</td>
<td>578</td>
<td>604</td>
</tr>
<tr>
<td>Travel Industry</td>
<td>2,104</td>
<td>2,132</td>
<td>2,186</td>
</tr>
<tr>
<td>Total Members</td>
<td>3,329</td>
<td>3,187</td>
<td>3,251</td>
</tr>
</tbody>
</table>

Since January 1st, 66 new companies have joined ABA:
- 11 Associate
- 10 Tour Operators
- 18 Bus Operators
- 27 Travel Industry Companies
ABA Communications Board of Directors Report
Melanie Hinton/Spring 2017

Highlights:

Promoting ABA

Leading up to the ABA Annual Meeting & Marketplace, ABA was active promoting how ABA is working for its members through the #ABAWorkingForYou and #ABAEverywhere campaigns. Both campaigns include posting pictures of ABA staff on Capitol Hill and at industry events. These postings have been quite popular with members and have led to more interaction and engagement with members through social media.

During the Annual Meeting & Marketplace, we took social media to the next level and began distributing videos produced by Terrapin Blue about happenings at Marketplace. Our social media engagement during Marketplace was popular and quite active not only with ABA posting but also with many members contributing and promoting their presence at ABA. We have carried the use of videos outside of Marketplace and now post weekly videos promoting ABA, the ABA Foundation, our Councils, ABA meetings, etc. These videos now receive the highest reach and engagement with members. ABA has now contracted with Terrapin Blue to create more messaging for the association on a variety of ABA events and topics important to our membership.

ABA Foundation:

I have worked closely with the Foundation team to gain traction and recognition for the Foundation and its programs, especially the Fund a Future Campaign. We spent the last quarter capitalizing on scholarship fundraising and writing member alerts, blogs and social posts to promote the ABA Foundation Scholarships. We have named Fridays as Foundation Friday on social media and post regularly Foundation promotions and updates.

As the scholarship season wraps up, we will now focus on promoting the Foundation’s research and working with the Foundation staff to assist with communications for fundraising and unveiling new research.

Government Affairs & Policy:

I continue to work closely with GAP team on promoting legislative and regulatory issues. We have recently hired a Legislation & Communications Associate to focus on GAP communications and BusPAC.

While the Administration continues filling key leadership roles in agencies and the new Congress begins to focus on transportation issues, Communications and GAP have been closely aligned in not only educating new leaders in Washington, DC but also keeping industry members informed on what is happening on Capitol Hill as well as in agencies.

A recent collaboration effort includes the ABA and SYTA letter to the White House and Commerce Department regarding the effects of the travel ban. While GAP was sending the letters out, Communications was alerting the media and our members.

ABA Annual Meeting & Marketplace 2017
ABA’s Annual Meeting & Marketplace was a great success for ABA in terms of communication and outreach. Below you will see the number of media hits that were garnered during the week and beyond as well as the engagement among our social media followers. We grew all of our social media followers exponentially, as well as the amount of people reached and interacted with during the week and beyond. We worked with Terrapin Blue to create during the show promos as well as post-show highlights that we will utilize as we make plans for 2018 in Charlotte.

Membership:

Working closely with the membership team, I have identified a number of ways we can promote our members more and in turn recruit new members. We have added a Member News section to The Insider to highlight member news and their work in their communities.

We have also created a Member Benefit of the Week post for social media and The Insider to remind members to take advantage of all that ABA membership offers. We have also created a social calendar where we are utilizing videos that highlight all that ABA is and does.

Finally, we have launched a new campaign in an effort to promote our members and their industry. ABA’s Heroes of the Industry highlights all our members do throughout the year to help the industry, their communities and others. This will culminate in a new section of the website as well as recognition during the Annual Meeting & Marketplace.

Activities:

Media Engagement:

Since January we have seen 12 articles about the effect that the ABA Annual Meeting & Marketplace had on the city of Cleveland. News agencies in and around Cleveland promoted ABA coming to the city, even saying our impact would be bigger than Republication National Convention in August 2016, as well as continued visitor growth to the area since the ABA convention. ABA was also quoted in articles about the Washington Metropolitan Transportation Authority blocking buses from dropping customers off at metro stations during President Donald Trump’s Inauguration and an article about the rise in crowdsourcing charter buses.

We also put out 8 media statements since January.

Social Media Activities

We have been utilizing our social media channels more with the #ABAWorkingForYou campaign and promoting the benefits of being a member of ABA as well as attending ABA events. Since January, we have been utilizing videos taken at ABA’s Annual Meeting & Marketplace to promote ABA’s Councils, meetings and ABA work in general. We have contracted with Terrapin Blue to continue building a video library to continue promoting ABA. These videos have proved to be quite popular with followers.

Our average post reach between January – March was 1,659 people.

Because of our increase engagement and use of social media networks, we have seen our social media audience and interaction start to grow:
Facebook: 4379 in Dec. 2016 to 4624 now (as of April 10)

Twitter: 3542 in Dec. 2016 to 3674 now (as of April 10)

LinkedIn: 3491 in Dec. 2016 to 3532 now (as of April 10)

Crisis Communication

In 2017, with assistance from Kitchen PR, ABA has assisted the following companies with Crisis Communication Needs:

Storer Coachways (1/4-1/5)

Burlington Trailways (2/24)