

April 21, 2025

Spring Board Meeting

Bank Independent
225 Holmes Ave., NW
Huntsville, Alabama

[HTTPS://US02WEB.ZOOM.US/J/83737865333?PWD=M1AQEYSGICIWZQ8TNLFRHRQPY1HDRL1&FROM=ADDON](https://us02web.zoom.us/j/83737865333?pwd=M1AQEYSGICIWZQ8TNLFRHRQPY1HDRL1&from=addon)



Public Affairs
Research Council
of Alabama





Public Affairs Research Council of Alabama®

Our mission

to inform and improve state and local government, schools, and community services through independent, objective, non-ideological research.



Public Affairs Research Council of Alabama®

Our vision

evidence drives decisions.

Core Functions

Data Analysis

to understand issues

Policy Research

to explore options

Technical Assistance

to implement ideas

Program Evaluation

to learn what works

Economic Analysis

to quantify impact



Core Areas



Government Process

research on Constitution
municipal cooperation



Public Finance

budget analyses
studies of tax revenue
economic impact analyses



Public Education

analyses of performance
data
evaluation of the Literacy
Act
Consulting on new funding
models



Workforce Development

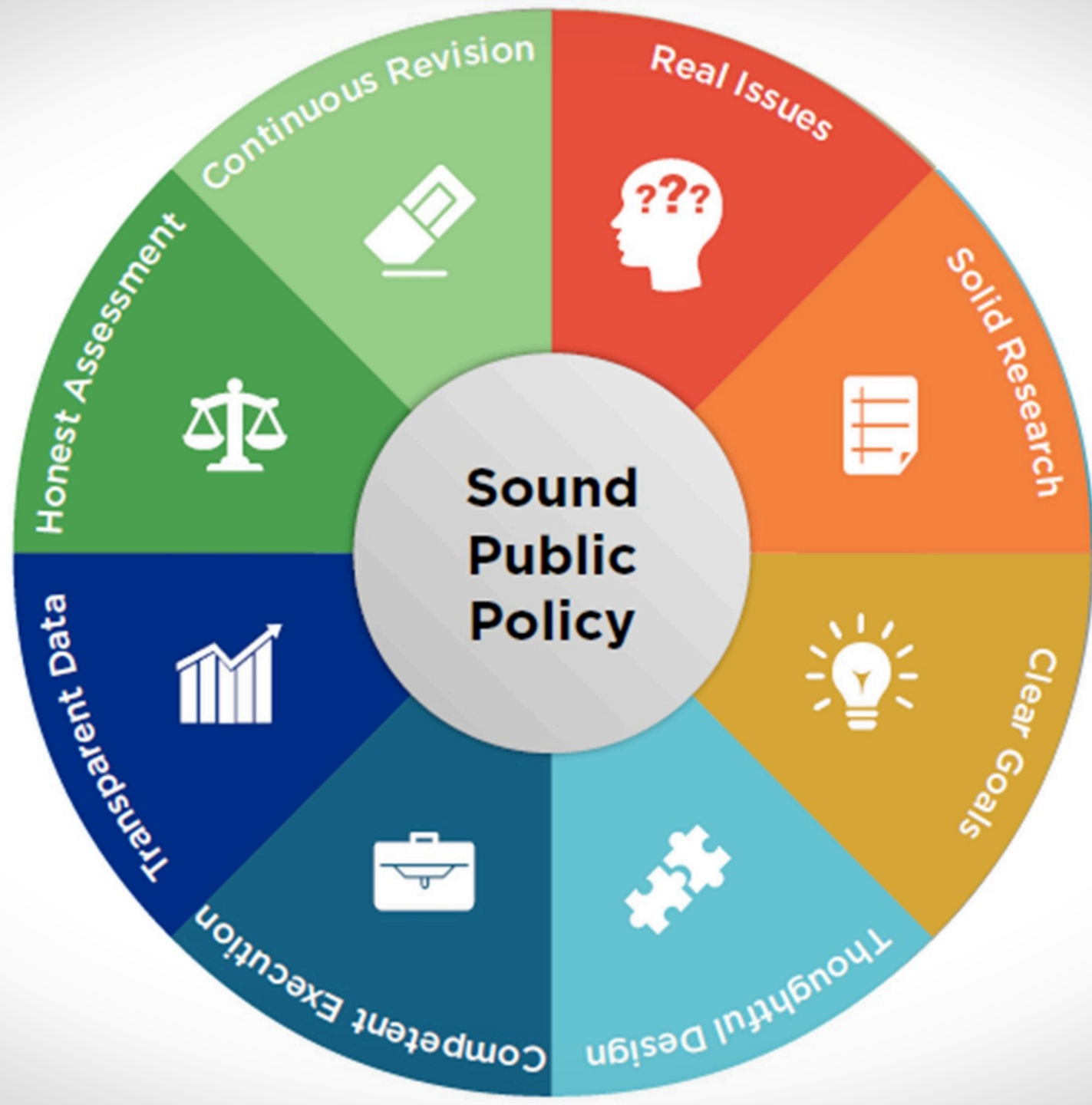
demographic analyses
workforce trends
policy analyses



Public Affairs
Research Council
of Alabama

Governments should
function well and
implement **sound policies** to
improve the lives of *all*
people and strengthen *all*
communities.





2024 Highlights



\$1.231 million in revenue

largest on record



\$598K in contributions

largest on record



From 6 to 9 staff

largest on record



**New research line:
justice & safety**



**new research line:
economic impact**



44-year, \$750K ALSDE contract

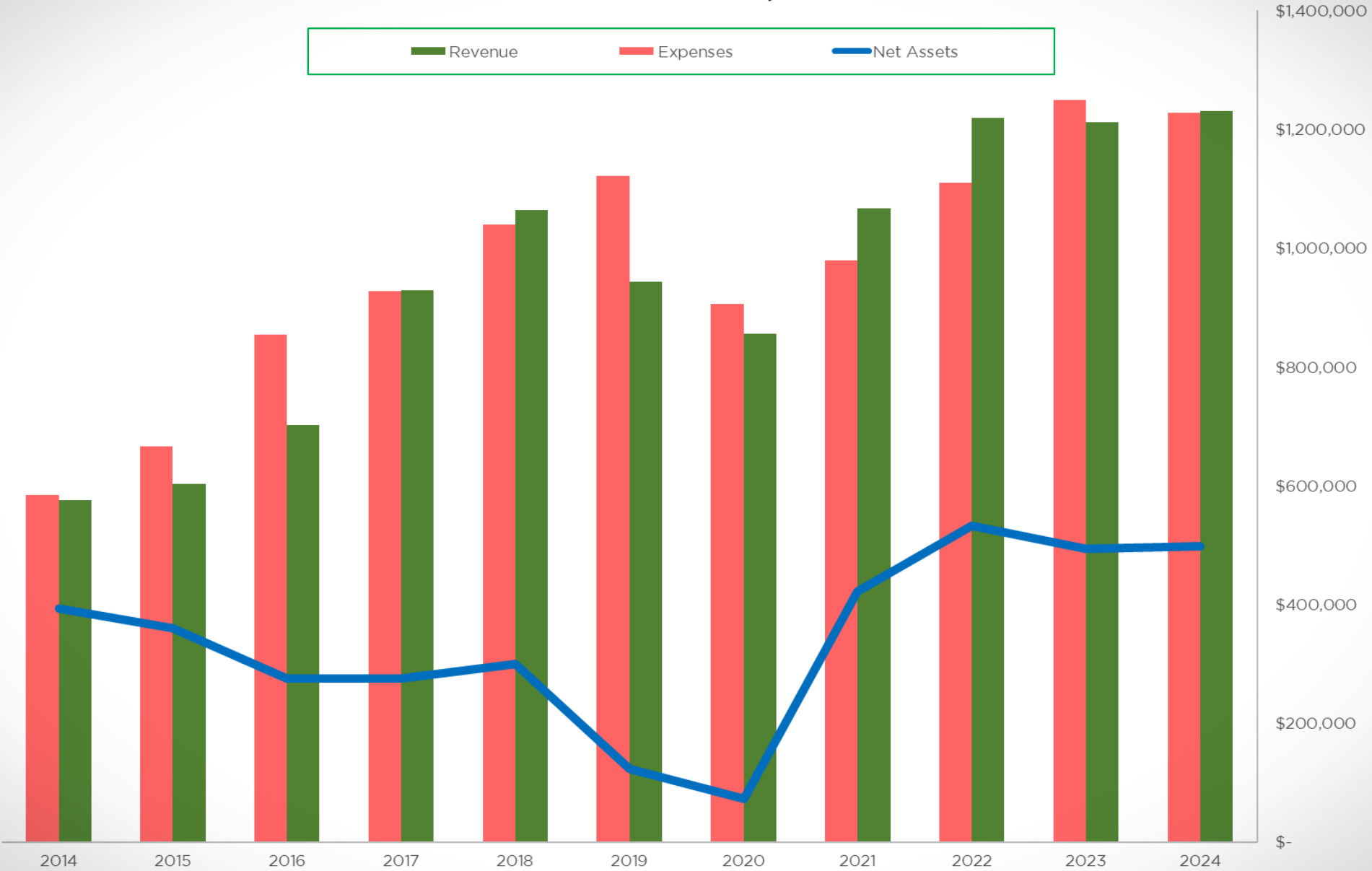
largest on record



**Ryan elected Vice-President of
the Governmental Research
Association**

PARCA's professional association

PARCA Finance Trends Since 2014, Current Dollars



*Accounting changed from modified cash to accrual in 2016. **2021 net assets include PPP funds.

Thanks to 2025 Board Contributors

**Rose Allen, Fred Blackwell, Austin Bone,
J.W. Carpenter, Benjamin Cobb, Watson
Donald, David Donaldson, Judd Harwood,
Kim Lewis, Scott McLain, Charles Nailen,
Jessica Payne, and J.T. Price**

bold font only used to ease reading

Coming Up



Roundtable

May 13
11:30 AM
The Nature
Conservancy
Birmingham



Board Meeting

August 25

PARCA
Speaker Series

Speaker Series

October 9
Red Mountain
Theatre
Birmingham
5:30 reception
7:00 event



Board Meeting

November 17



Mobile Reception

Fall 2025

PARCA
ANNUAL FORUM

Annual Forum

March 2026

Consent Agenda

Consent Agenda

- **November 18, 2024 Board Minutes**
- **March 13, 2025 Finance, Audit, Risk Committee Action**
- **April 10, 2025 Development Committee Minutes**
- **April 11, 2025 Finance, Audit, Risk Committee Minutes**
- **April 16, 2025 Executive Committee Minutes**

Research Update

Research Agenda

- **Roundtable**
- **Testing Analysis**
- **Economic Analysis & Geofencing**

Finance, Audit, & Risk

Judd Harwood

PARCA Financial Summary: December 31, 2024

Cash on Hand

\$282,199

88 days operating expenses

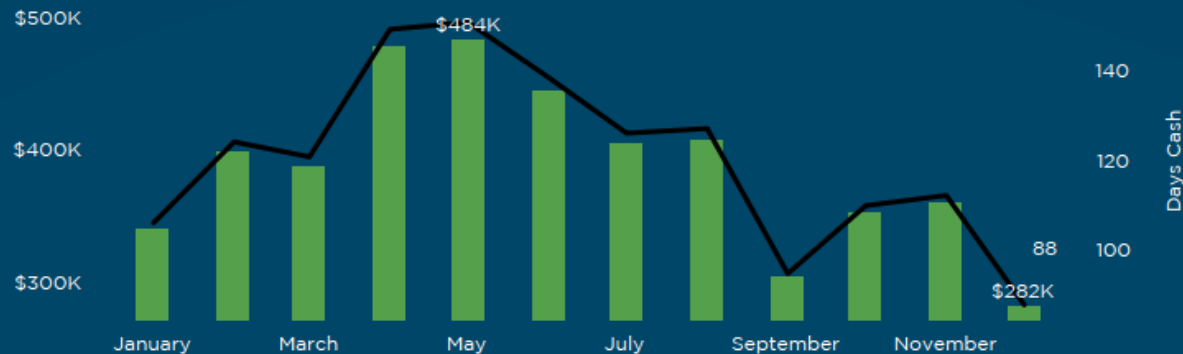
Reserve Funds

\$300,228

Receivables \$180,189

Current Liabilities \$167,247

Last 12 Months Cash



Profit & Loss

	December 2024	2024 YTD	2023 YTD	Year End Projection
Revenue	\$238,114	\$1,230,986	\$1,212,200	
Expenses	\$125,243	\$1,227,592	\$1,249,952	
Net	\$112,871	\$3,394	(\$37,753)	\$15,000

Progress Toward Goals

Contributed Revenue	Earned Revenue	Total Revenue
\$598,116	\$631,147	\$1,230,986
102.2%	97.4%	99.8%

Contracts

Executed & Pending

In Exploration

Realized
\$562,440
100.7% of goal

Executed
\$597,040
106.9% of goal

\$100,000

Revenue

Executed Contracts \$597,040

Realized Revenue \$562,440

Backlog \$34,600

Backlogged revenue reflects contracts executed in 2024 with revenue to be realized in 2025.

- **\$562,440** in contract revenue, the third highest on record \$631,138 in earned revenue, the third highest on record
- **\$1,230,986** in total revenue, our largest revenue on record
- **\$1,227,591** in expenses, second highest expense on record
- **\$3,394** net, the fifth year of surplus in the last 9 years
- **\$497,739** in net assets, second only to \$532,097 in 2022

[See Full Report](#)

PARCA Financial Summary:

2025-03-31

Cash on Hand

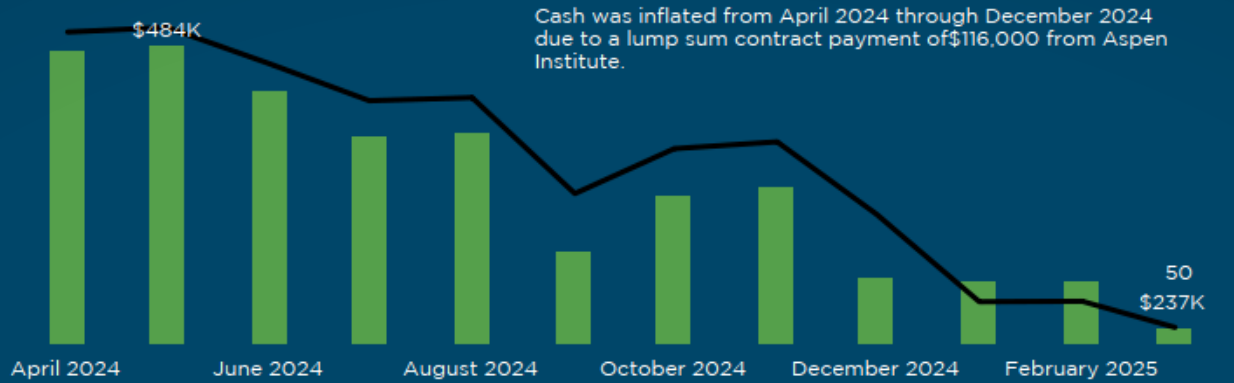
\$237,492

50 days operating expenses

Receivables \$131,494

Current Liabilities \$0

Last 12 Months Cash



Profit & Loss

	March 2025	2025 YTD	2024 YTD	Year End Projection
Revenue	\$125,596	\$378,948	\$240,135	
Expenses	\$159,998	\$414,373	\$261,880	
Net	(\$34,402)	(\$35,425)	(\$21,745)	\$22,708

Progress Toward YTD Goals

Contributed Revenue \$27,800 45.7%	Earned Revenue \$83,633 92.8%	Total Revenue \$111,435 73.8%
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Contracts

Executed & Pending



Revenue

2025 Amount	\$817,073
Realized Revenue	\$208,894
Backlog	\$608,179

Projected Timing of the \$608,179 Backlogged Revenue



[See Full Report](#)

Revenues

Total revenue for the quarter was **\$378,948**, \$78,265 below the budgeted amount of \$457,213, representing 82.9% of the budget.

Annual Forum Sponsorships

were slightly below budget of \$25K: Sponsorships totaled **\$22,500**, with \$5000 booked in 2024.

Annual Forum Registration

Fees significantly exceeded budget: **\$34,200**, compared to a budget of \$25,000, +136.8 %,

Expenditures

Total expenses were \$414,441, \$88,724 below the budgeted \$503,165 (82.37% of budget).

Net Operating Revenue

While we see a **net operating loss of \$35,492.98** for the quarter, this is better than the budgeted -\$45,952.

FAR Committee: General Oversight

- D&O and related policies
- Internal controls
- Contracting
- Audit to begin early June

Development

Scott McLain

PARCA Development Dashboard

December 31, 2024

Goal
\$585,000

plus \$88,000 in sales & dues

Total Raised
\$598,316

\$68,698 in sales & dues actuals



Board Investment

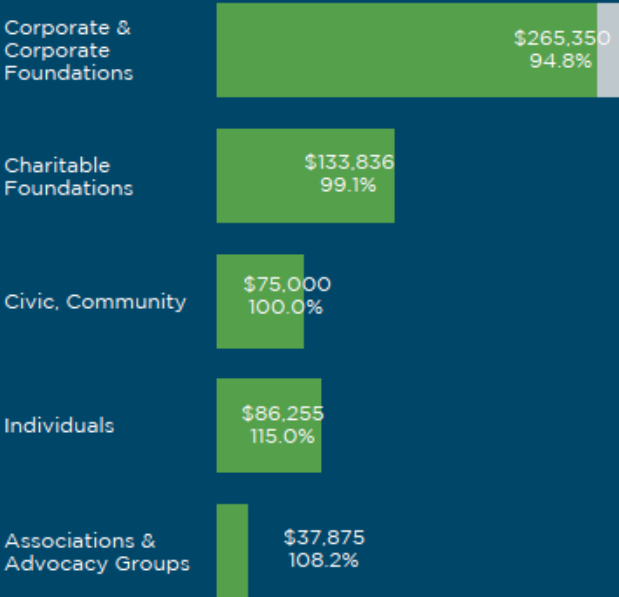


41 Board members have contributed **\$57,075**

Grants

Submitted	18	\$647,704
Awarded	13	\$187,250
Pending	1	\$110,754
Rejected	4	\$349,700
Upcoming	0	0

Revenue by Source



Contributors \$10,000 and Up

Samford University (In-Kind)	\$75,000
Vulcan Materials Company	\$46,000
ACCR Foundation	\$30,000
Charles & Esteell Campbell Foundation	\$30,000
Blue Cross & Blue Shield	\$29,500
Regions Bank	\$26,500
Alabama Power	\$25,000
Bank Independent	\$21,000
Mike & Gillian Goodrich Foundation	\$16,000
Daniel Foundation	\$15,000
Protective Life	\$15,000
Landscape Workshop	\$11,000
AT&T	\$10,000
Hugh Kaul Foundation	\$10,000
J.T. & Erin Price	\$10,000
Mike & Elizabeth Goodrich	\$10,000
Mike & Gillian Goodrich	\$10,000
Susan Mott Webb Foundation	\$10,000
Total	\$400,000

The top 16 cash donors =
57% of total contributed revenue.

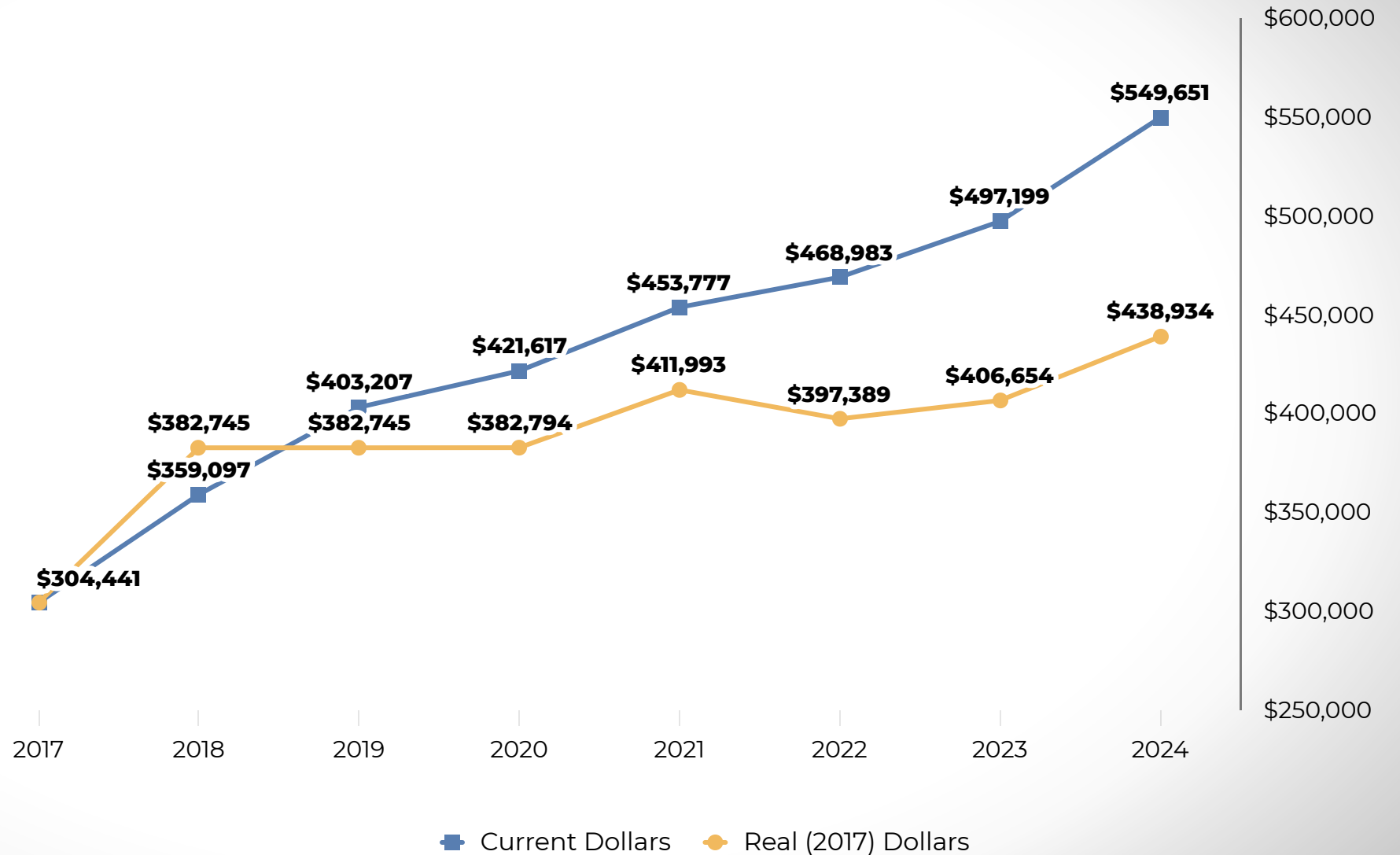
- **271 supporters**
- **95 first time supporters**
mostly Annual Forum
- **\$598,316: most ever in current \$**
- **8.4% increase over 2023**
also a record year

81%

INCREASE IN
CURRENT
DOLLARS

44%

INCREASE IN REAL
DOLLARS



PARCA Development Dashboard

April 16, 2025

Goal
\$730,000
+ \$71,000 in dues & sales+

Total Raised
\$167,603
\$35,000 in dues & sales

Previous Year
\$193,406

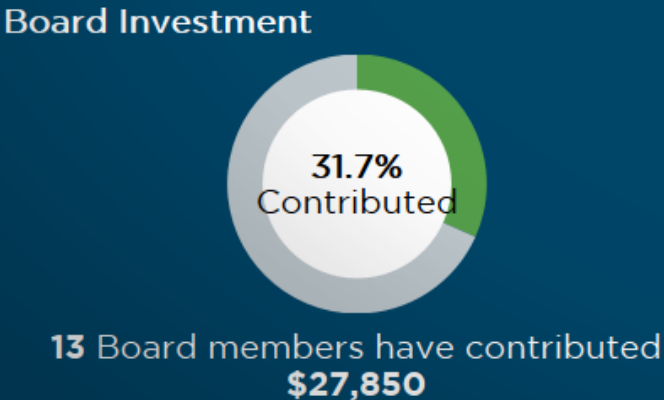
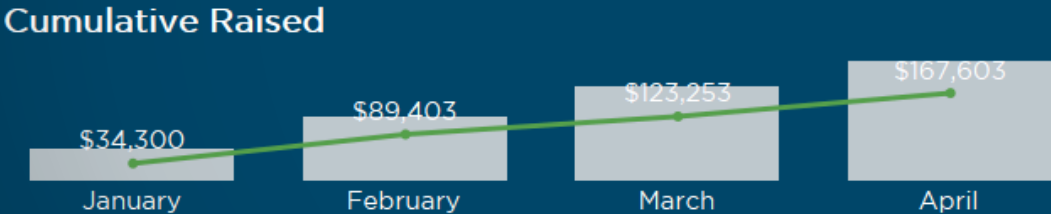


Current MTD vs End of Month, Previous Year

	2025	2024
Contributors	34	70
Average Contribution	\$3,991	\$2,448

Share by Metro

Birmingham	76.98%
Huntsville	20.88%
Florence	1.49%
Auburn	0.61%
Other	0.03%



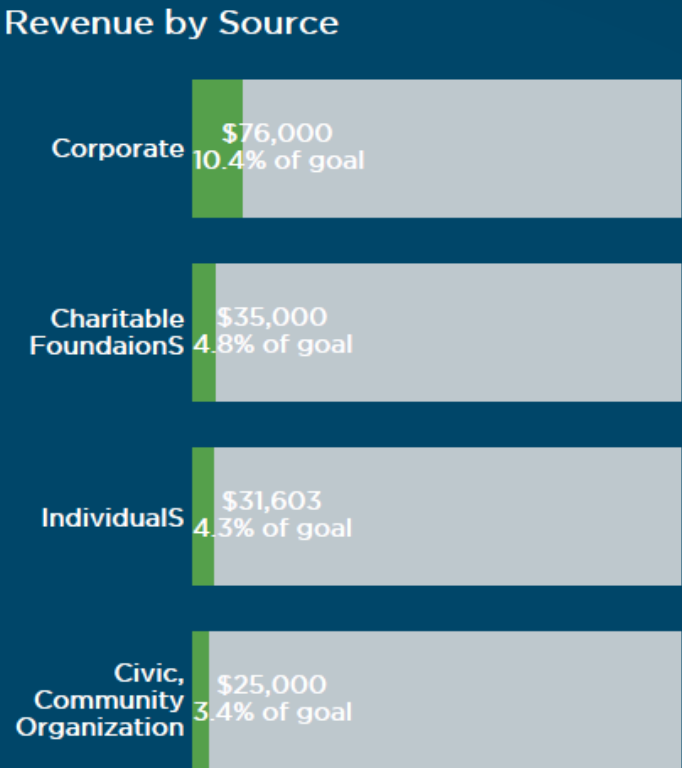
Board Members Contributing

Rose Allen	
Fred Blackwell	
Austin Bone	
J.W. Carpenter	
Benjamin Cobb	
Watson Donald	
David Donaldson	
Judd Harwood	
Kim Lewis	
Scott McLain	
Charles Nailen	
Jessica Payne	
J.T. Price	

Top Contributors

Regions Financial Corporation	\$26,000
Samford University	\$25,000
Mike and Gillian Goodrich Foundation	\$20,000
EBSCO Industries Inc.	\$15,000
The Daniel Foundation of Alabama	\$15,000
J.T. Price	\$10,000
Landscape Workshop	\$10,000
Vulcan Materials Company	\$10,000
Benjamin Cobb	\$5,000
Bradley Arant Boulton Cummings	\$5,000
McKinney Capital	\$5,000
Grand Total	\$146,000

the top **10** cash donors=
87% of total contributed revenue.



- **22%** of goal met
- **11%** of Speaker Series Goal
- **76%** from metro Birmingham
- **26.8%** Board member participation





STATE OF MIND:

Navigating Alabama's
Mental Health Dilemma

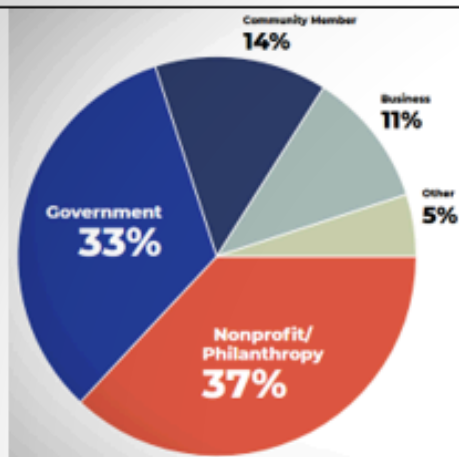
FRIDAY, MARCH 7
at The Harbert Center



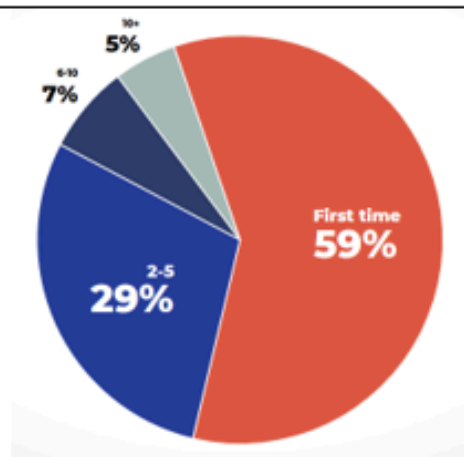
Data

	2025	Three-Year Average	Five-Year Average	All Years Average
Tables	31	25	25	21
Tickets, incl. tables	375	356	354	371
Attendance	325	315	313	327
Sponsorships	\$22,500	NA	NA	NA
Revenue	\$56,000	\$41,017	\$30,167	\$27,527
Expenses	\$32,000	\$26,396	\$21,598	\$20,187
Net	<u>\$24,666</u>	<u>\$14,620</u>	<u>\$\$8,569</u>	<u>\$7,340</u>

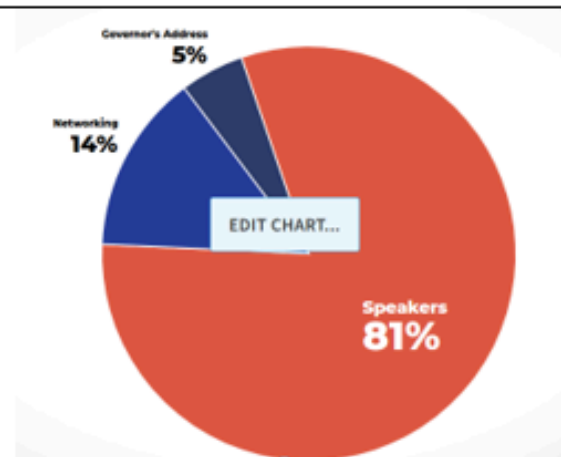
2/3 of attendees are from government or nonprofits



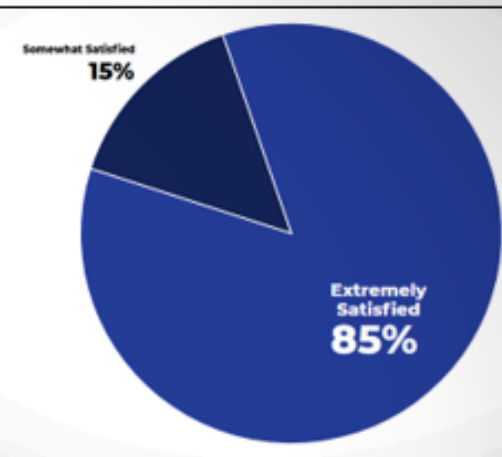
59% first-time attendees



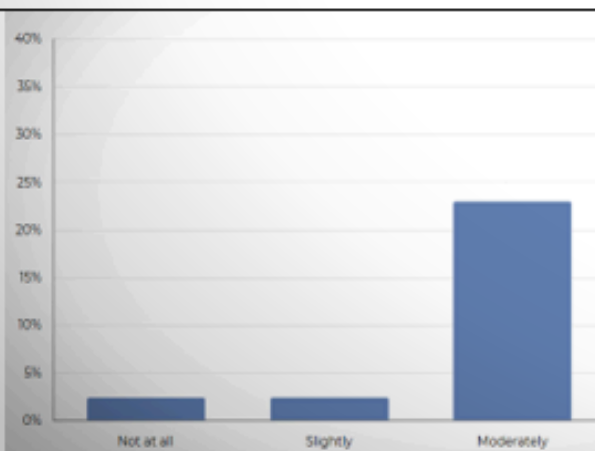
81% majority most interested in the speakers



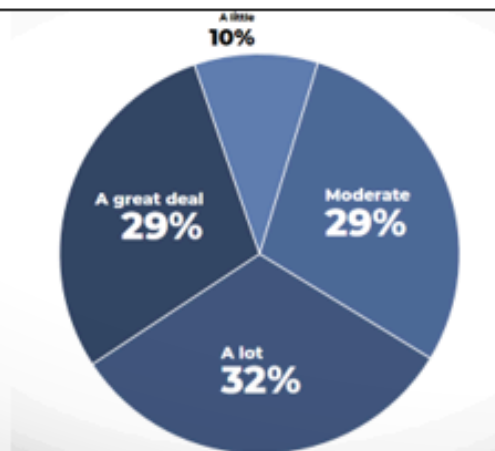
85% were extremely satisfied with the speakers



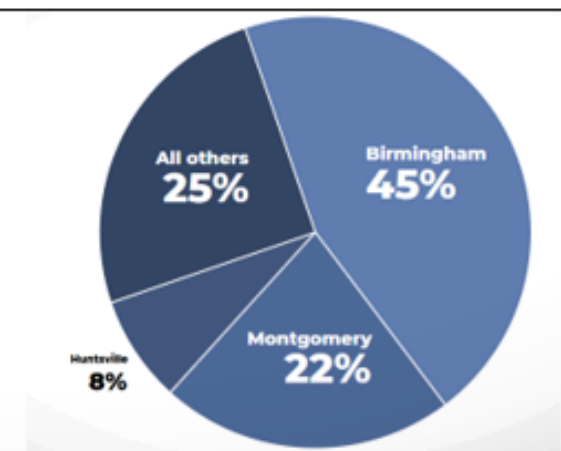
28% reported moderate to no knowledge of MH policy



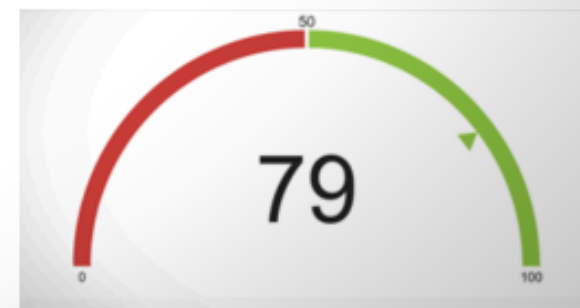
61% of those respondents learned a lot or a great deal.



A plurality of attendees were from Birmingham.



Net Promoter Score (scale of -100 to 100)



- That PARCA would take on a topic that most people would prefer to not discuss. Takes leadership and fortitude to do that.
- Very thankful PARKA took on this topic and built a few bridges.
- Opportunity to gather with leaders from around the state and learn how we can address Alabama's most pressing issues.
- I enjoyed meeting the many people from different organizations who are interested in improving mental health policy in Alabama.
- Networking
- The atmosphere. Gathering with so many who wish to provide mental health solutions was inspiring.
- The entire event was an incredible experience.
- The opportunity to visit with others in the room
- Your balanced approach is appreciated. Thank you for providing data and research in a way that is embraced by leaders and legislators.
- I was at the original lunch event with Gov. Brewer and Winton Blount and others that launched the discussion about establishing PARCA. It is great to see it survive and thrive. Keep up the good work!
- Well-planned and informative event about a topic that needs more discussion. Thank you for hosting this annual event!
- Great job! I thoroughly enjoyed the event. Thank you for the important work you do for our state.
- Your balanced approach is appreciated. Thank you for providing data and research in a way that is embraced by leaders and legislators.
- Thanks for all you do to make Alabama better!
- Great Event and thank you for choosing Mental Health as a topic. I now follow you on Facebook. I will stay tuned in to future events.

 PARCA
*Speaker
Series*

Thursday, October 9
5:30 Reception
7:00 Event



Goal

\$90,000  **57%**

BENEFITS		PRESENTING \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Recognition as presenting sponsor on all material		X			
Recognition as presenting sponsor in paid media		X			
Private audience with the speaker		X			
Inclusion on all social media materials, 2000+ followers		X	X		
Inclusion in promotional emails (6x to 5,000+ recipients)		X	X	X	
Prominent logo placement on all event marketing and materials, including 5,000+ mailings		X	X	X	
Recognition from the podium		X	X	X	
Inclusion in event signage		X	X	X	X
Inclusion in event multi-media materials		X	X	X	X
Inclusion in event program		X	X	X	X
Private cocktail reception with speaker		X	X	X	X
Reserved parking		X	X	X	X
Tickets		8	6	4	2
Book(s) by Speaker		4	3	2	1
Available		1	3	4	7
DEADLINE: August 1, 2025 Committed Sponsors to Date: Landscape Workshop					

Possible Sponsors?

Alabama Bankers Association
Arlington Trust Company
B.L. Harbert International
Benny and Lynn Larussa
Brasfield & Gorrie
Coca-Cola Bottling Company
Drayton Nabors
Hyundai Motor Manufacturing
Lockheed Martin Aerospace Company
McWane
Merrill Stewart
O'Neal Industries
PNC Bank
Johnny Johns / AEI universe
Harvard alumni

Staffing

April 2025

Strategic Direction



Public Affairs
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Strategic Direction

- **Expand Capacity**

by streamlining research design and execution

- **Expand Output**

by adding new research staff

- **Expand Access**

by enhancing the public's experience with improved web, digital, and print communications

- **Expand Reach**

by growing presence around Alabama

Completed Actions



Justice Research Line

- Hired Terrika Shaw, JD, April '24
- Leads five year collaborative project funded by Aspen Institute
- Other justice-related projects as time allows



Quantitative Research

- Hired Jason Fulmore, Ph.D., Oct. '24
- Focus on Literacy Act evaluation
- Supports other projects



Economic Impact Analysis

- Hired Jennifer Green, Dec. '24
- Economic impact analysis
- Salary studies
- GIS work
- Geofencing

2025 Workplan

	2025	Notes
Expand Capacity	Grow survey capacity	Move from once a year survey project to ongoing research capacity
	Increase dev. revenue by 50%	Shifting goal (and budget) to first focus on building out internal operations/capacity
	add new researcher	shift budget funds to create and fill a junior research position to support current work
Expand Output	Research collaboration with the Legislature	work with Greg Butrus and Watson Donald after session to build on 2024 conversations
Expand Access	Improve web & data dashboard user interface	improve functionality
	Improve web & data dashboard user experience	improve look & feel
Expand Reach	Execute comms plan	through mix of new technology, internal staff assignments, and external support as needed

Executive Session

J.T. Price



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