

**New England Furs  
2017 Financial Analysis**

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## Current Costs

### New England Furs Website

The New England Furs website is the primary platform for organizational communication, membership and general operations. As such, the website incurs most of New England Furs' operational costs and is expected to do so long into the future.

- Domain Name Registration @ \$15.54/year
- Website Hosting Package @ \$37.59/year \*

Total operational costs for the New England Furs website is \$53.13 per year.

\* - This cost will increase to \$107/year for 2018 and forward, as this item was purchased at a discounted rate which will be expiring. This results in a total projected website operation cost of \$122.54/year for 2018 and forward.

Costs for the New England Furs website is expected to grow. Using the WordPress platform, required plugins to expand functionality are expensive, although these costs do allow for better support and maintenance. Costs for the website are expected to reach \$200-400/year or more by 2019 at current rates.

#### Domain Name Registration

Domain Name Registration secures the domain, newenglandfurs.org, for use by New England Furs.

#### Website Hosting Package

The hosting package for the New England Furs website is currently on a shared server. This package includes basic web hosting and email. The primary features of the package are unlimited Disk Space, Bandwidth, Subdomains, FTP Accounts, POP3 Email Accounts, and MySQL Databases.

## Future Costs

New England Furs attempts to forecast future costs and needs. Below is a list of things we would like to do and their associated costs.

### SSL Certificate

\$96.40/year

An SSL certificate for the New England Furs website would go a long way in providing security for ourselves and our members. However, utilizing SSL through our web host involves a substantial increase to the cost of our package. The upgrade will bring us from the projected cost of \$107/year for 2018 and forward, to \$203.40 for 2018/forward. This is a net cost increase of \$96.40/year. This includes the cost of the SSL certificate and a Dedicated IP as well. A consequence of this upgrade also includes increased server resources for the website. Other options are also being considered at this time. The prices listed here reflect only our current host.

## Events Calendar Addon: Community Events

\$89/year

We would like to expand the features of New England Fur's Event Calendar system. This addon specifically would allow community members to directly submit events with or without review for inclusion in our calendar, right from their accounts on the website. This would release the burden from the singular staff member who currently manages the NEF calendar. The cost of this feature is \$89/year, which includes the addon and updates.

## New England Furs Logo

\$??

New England Furs currently does not have a logo. We would like to commission an artist to create a digital art based logo for New England Furs. The cost of this is unknown at this time and research is still ongoing.