

## Livable Plains Public Education - Stage 2 Budget v3

Item	Hours	\$ per hour	\$ Total
<b>Development Direction/Organizational Management</b>			
Planning, recruitment and community coordination	125	\$40.00	\$5,000.00
<b>PROJECT TOTAL</b>			<b>\$5,000.00</b>
<b>Brand Identity</b>			
Naming (Done)			\$0.00
Tagline creation	10	\$75.00	\$750.00
Logo design	Outside contract		\$1,200.00
<b>PROJECT TOTAL</b>			<b>\$1,950.00</b>
<b>Basic Website</b>			
Graphic design	Outside contract		\$2,300.00
Website copywriting	22	\$75.00	\$1,650.00
CMS architecture setup	Outside contract		\$2,500.00
CMS data entry	12	\$75.00	\$900.00
24 months hosting			\$1,200.00
<b>PROJECT TOTAL</b>			<b>\$8,550.00</b>
<b>Blog creation</b>			
Research and write 4 starter articles	12	\$75.00	\$900.00
12 months of blog content mgt	72	\$75.00	\$5,400.00
<b>PROJECT TOTAL</b>			<b>\$6,300.00</b>
<b>Promotional Video</b>			
Scripting & Preproduction	45	\$75.00	\$3,375.00
Shooting	65	\$135.00	\$8,775.00
Editing	35	\$135.00	\$4,725.00
Archiving			\$200.00
25 DVDs	25	\$10.00	\$250.00
<b>PROJECT TOTAL</b>			<b>\$17,325.00</b>
<b>Brochures</b>			
General brochure			
Copywriting	12	\$75.00	\$900.00
Design	12	\$100.00	\$1,200.00
Printing	5000 pieces		\$2,000.00
Contractor brochure (for use with customers)			
Copywriting	12	\$75.00	\$900.00
Design	12	\$100.00	\$1,200.00
Printing	5000 pieces		\$2,000.00
<b>PROJECT TOTAL</b>			<b>\$8,200.00</b>
<b>Public Relations</b>			
News Releases (writing and deployment)	15	\$75.00	\$1,125.00
Social networking	25	\$75.00	\$1,875.00
<b>PROJECT TOTAL</b>			<b>\$3,000.00</b>
<b>STAGE 2 TOTAL</b>			<b>\$50,325.00</b>

**Gratis: research, meetings and outreach.**