Business Plan
C.4 Start-Up Budget Assumptions

The Early Career Academy's start-up budget covers the period of time prior to receiving equalization revenue to fund school operations. Explanations for each line in the Start-Up Budget follow.

START-UP REVENUE

Secured Funds – Other: $150,000

- Start-Up grant funding from the EMO to fund school operations, including salaries of staff.

Administration, Instruction, & Support (AIS) EXPENDITURES

- Salaries
  - Director/Principal: **$51,170** (Jan – Jul prior to the start of Year 1)
    - Assumes one Executive Director employed for seven months at a salary of $46,667 (based on an annual salary of $80,000). Also assumes required employer contributions calculated at 9.65% of paid salary.
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  - Teacher-Regular Education: $21,930 (Jul prior to start of Year 1)
    - Assumes Teachers for 1 month at a salary expense of $20,0000 (based on an annual salary of $48,000). Also assumes required employer contributions calculated at 9.65% of paid salary.

- Employee Benefits: **$2,900**
  - Benefit expense estimated at 4.35% of base salary
    - 401k Retirement Plan Matching / Administration
    - Employee Assistance Program, tuition reimbursement, and other ancillary benefits

- Employee Insurance: **$4,000**
  - Employer Insurance expense estimated at 6% of base salary
    - Health Insurance contributions
    - Short-term / long-term disability insurance contributions

Operations & Maintenance (O&M) EXPENDITURES

- Marketing/Advertising:
  - Website Development – One-time cost: $11,000
  - Collateral - 8.5 x 11 (take-a-ways): $ 1,105
  - Collateral – Posters; $ 160
  - Newswire Press Release: $ 200

○ Radio Commercials:	$ 8,300
○ E-mail Campaigns:	$ 160
○ Open House:	$ 250
○ Participate in local fairs/festivals:	$ 250
○ Direct-Mail Campaign	$ 2,347
○ Cable taggable campaign:	$ 500
○ iHeart Radio (only local stations):	$ 700
Total	**$24,972**

- Contracted Services: O&M: **$10,000**
  - Professional Fees budgeted for legal fees or other professional consulting