C.4 Start-Up Budget
The French American Academy of Arizona

The French American Academy Start-Up Phase will begin January 1, 2018 and end July 31, 2018.

A. Explanation of Start-up Revenues:

Secured Funds – Loan:

- Assumes that $11,335 for start-up funds will be loaned from the French American School of Arizona (an existing and functioning organization) to be received June, 2018.

B. List of Start-up Expenditures:

- Assumes total start up expenditures of $11,335 as broken down below:

Expenditures	Amount
Operations and Maintenance (O&M) Expenditures:	
Marketing/Advertising	$2,855
Building Rent*	$7,980
Utilities*	$500
Total Start-Up Expenditures, including New Facility Expenses:	$11,335
Less Amount of New Facility Expenses	-$8480
Total Start-Up Expenditures	**$2855**

**Amounts listed as Building Rent and Utilities are only anticipated in the event enrollment exceeds capacity of existing facility in year one.*

C. List of Assumptions for Start-up Expenditures

The majority of the French American Academy's expenditures in the start-up period will be covered by the existing school, the French American School of Arizona. No additional salaries will be paid due to the personnel working this time period having existing payroll funded by the French American School. When the Kindergarten and Elementary programs at the French American School close in May, 2018 at the conclusion of the 2017-2018 academic year, all existing office and educational supplies, furniture, materials, and other effects will transfer to the proposed charter Academy. In addition, the Academy will use the existing French American School building facilities without cost for year one of the charter operation.

The following are the expenditures that will be attributed solely to the Academy.

Operations & Maintenance (O&M) Expenditures:

Marketing/Advertising:

Item	Provider	Timeframe	Cost
Coming Soon ad	Facebook	Aug/Sept	$80 (2/wk @$5)
School choice ad	RAK and AZ Parenting magazines	September *(runs in Nov)*	$895
Why Bilingual ad	Facebook	October	$200 (1/wk @$50)
Why French ad	Facebook	November	$200 (1/wk @$50)
General "charter-pending" ad	RAK or AZ Parenting magazines	November *(runs in Jan)*	$895
Why Bilingual/French ad	Facebook	December	$400 (2/wk @$50)
Debut of Academy, Open House info ad	RAK or AZ Parenting magazines	December *(runs in Feb)*	$1171
Tee shirts	www.cedarstream.com	January	$550
Posters (25)	Costco	January	$100
Flyers (1000)	Vistaprint	January	$115
Tri-fold brochures (1000)	Vistaprint	January	$350
New Choice ad	Facebook	January	$400 (1/wk @$100) $400 (2/wk @$50) $80 (4/wk @$5)
FrenchAm School Spring Break/ Summer Camp ad	RAK or AZ Parenting magazines	January *(runs in March)*	$895
New Choice ad	Facebook	February	$300 (1/wk @$75) $400 (2/wk@$50)

			$80 (4/wk @$5)
FrenchAm School Preschool ad	RAK and AZ Parenting magazines	February *(runs in April)*	$895
We Are FrenchAm Academy ad	Facebook	Mar/Apr	$80 (2/wk @$5)
		Total	$8486
		Less total paid by French American School of AZ	$5631
		Total paid by FrenchAm Academy	**$2855**

Building Rent:

The French American Academy took a conservative approach and included the following costs associated with new facility acquisition. It is anticipated that these costs will not be necessary if enrollment does not exceed existing facility capacity, as the Academy can operate in year one at the existing campus without rental cost.

Office Rental: $7,980: Expenditure will provide for two months of 3,990 square feet of rented office space in the Tempe/Mesa area at a rate of $12 per square foot beginning in June 2018 through July 2018. Until that time, the French American Academy will operate out of the French American School facilities. Estimates are based on available space as of the submission of this application, as detailed in section C.1 Facilities Acquisition.

Utilities:

The French American Academy took a conservative approach and included the following costs associated with new facility acquisition. It is anticipated that these costs will not be necessary if enrollment does not exceed existing facility capacity, as the Academy can operate in year one at the existing campus without rental cost.

Assumes $250 a month for 2 months of occupancy.

All Other Items

All other expenses typically incurred to buy things such as office furniture, supplies, phone, etc. for a new start-up school are already in place under an existing entity, the French American School of Arizona. When the Kindergarten and Elementary programs at the French American School close in May, 2018 at the conclusion of the 2017-2018 academic year, all existing office and educational supplies, furniture, and materials will transfer to the proposed charter Academy.

D. Revenues vs. Expenditures

The total revenue for the start-up budget is $11,335. The total expenditures are anticipated to be $2855 with the Academy operating on the existing school campus in year one. We have conservatively planned for estimated expenditures totaling $11,335 in the unlikely event that enrollment exceeds existing facility capacity and costs related to obtaining a new facility must be realized.

Any and all other unlisted expenditures typically associated with a start-up are already in place under an existing entity, the French American School of Arizona. When the Kindergarten and Elementary programs at the French American School close in May, 2018 at the conclusion of the 2017-2018 academic year, all existing office and educational supplies, furniture, and materials will transfer to the proposed charter Academy.

E. Consistency of Time Frames

The timeframes described in all sections of the application package are consistent with the timeframes listed on the start-up budget.

F. Consistency with All Sections

This section, C.4 Start-up Budget is consistent with all sections of the application package.