

## Verde Valley Imagination Library Budget: Coverage Area: Camp Verde, Verde Village, Cornville, Cottonwood, Clarkdale and Jerome

Assumptions	
2010 Census of children < 5 yrs. of age in the Coverage Area	2600
Projected Quarter over Quarter Change in < 5 yr of age population — in percentage	0%
Annual Cost of Books per child	\$26.00
Percentage of Books Returned by the Post Office Each Quarter	2%
Return-Postage Cost per returned Book	\$2.50
Launch Penetration - i.e. percentage of children registered in Week 1	25%
Maximum % Penetration Obtained	80%
Quarter over Quarter registration of previously unregistered children	20%
Start-up Marketing costs in Q1, Yr 1	\$800
Quarterly Marketing Costs Thereafter	\$100
Bi-Annual Newsletter cost per child in the program (Production + Postage)	\$1.00
Miscellaneous Costs Per Quarter per child	\$0.15

# PRELIMINARY

	First Fiscal Year of Operations				Second Fiscal Year of Operations				Third Fiscal Year of Operations				Fourth Fiscal Year of Operations			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Total Children < 5 yrs of age in Coverage Area	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600	2600
Total Children in Program at Beginning of Quarter	0	650	936	1165	1348	1495	1612	1706	1781	1841	1889	1928	1959	1984	2004	2020
Total Children in Program at Ending of Quarter	650	936	1165	1348	1495	1612	1706	1781	1841	1889	1928	1959	1984	2004	2020	2032
End of Quarter Penetration stated in Percentage	25%	36.0%	44.8%	51.8%	57.5%	62.0%	65.6%	68.5%	70.8%	72.7%	74.2%	75.3%	76.3%	77.1%	77.7%	78.2%
Projected Cost of new books during the Quarter	\$2113	\$5155	\$6828	\$8167	\$9240	\$10098	\$10784	\$11333	\$11772	\$12123	\$12405	\$12633	\$12815	\$12961	\$13078	\$13169
Marketing Costs	\$800	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Newsletter Costs		\$936		\$1348		\$1612		\$1781		\$1889		\$1959		\$2004		\$2032
Postage Cost for Returned Books		\$40	\$53	\$63	\$71	\$78	\$83	\$87	\$91	\$93	\$95	\$97	\$99	\$100	\$101	\$101
Miscellaneous Costs	\$98	\$140	\$175	\$202	\$224	\$242	\$256	\$267	\$276	\$283	\$289	\$294	\$298	\$301	\$303	\$305
<b>Total Quarterly Costs</b>	<b>\$3010</b>	<b>\$6371</b>	<b>\$7156</b>	<b>\$9880</b>	<b>\$9635</b>	<b>\$12129</b>	<b>\$11222</b>	<b>\$13568</b>	<b>\$12238</b>	<b>\$14488</b>	<b>\$12890</b>	<b>\$15083</b>	<b>\$13311</b>	<b>\$15465</b>	<b>\$13582</b>	<b>\$15707</b>
<b>Total First Fiscal Year Costs</b>				<b>\$26416</b>												
<b>Total Second Fiscal Year Costs</b>								<b>\$46555</b>								
<b>Total Third Fiscal Year Costs</b>												<b>\$54699</b>				
<b>Total Fourth Fiscal Year Costs</b>																<b>\$58065</b>