

**CONCEPTUAL DESIGN ESTIMATE OF PROBABLE CONSTRUCTION COST**

<b>Demolition</b>	<b>Unit Cost</b>	<b>Units</b>	
Gyp. Bd Walls	\$2.50 s.f.	4,263	\$10,656.25
Masonry Walls (includes bearing walls)	\$4.25 s.f.	4,813	\$20,453.13
Shoring	\$5,000.00	1	\$5,000.00
Floors	\$1.00 s.f.	4,632	\$4,632.00
Ceiling	\$0.75 s.f.	9,836	\$7,377.00
Concrete trenching (for electric)	\$25.00 s.f.	320	\$8,000.00
Doors	\$40.00 each	43	\$1,720.00
concrete slab at new exit door	\$10.00 s.f.	146	\$1,460.00
Masonry exterior wall at new door	\$20.00 s.f.	64	\$1,280.00
<b>Demolition Total:</b>			<b>\$60,578.38</b>

<b>Structure</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
Steel	\$25,000.00	1	\$25,000.00
Footings	\$2,500.00 each	8	\$20,000.00
<b>Structure Total:</b>			<b>\$45,000.00</b>

<b>Shell</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
Windows (existing)	\$0.00 s.f.	0	\$0.00
Roof (penetrations)	\$0.00 l.f.	0	\$0.00
Skylights	\$0.00 s.f.	0	\$0.00
<b>Shell Total:</b>			

<b>Interiors</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
Interior wall, finish, metal stud	\$5.58 s.f.	4,550	\$25,389.00
Furring, gyp along perimeter?	\$3.69 s.f.	1,750	\$6,457.50
Alum./Glass Storefront	\$25.00 s.f.	672	\$16,800.00
Glass Garage Doors 8'x8' and posts	\$2,500.00 each	6	\$15,000.00
Floor Finishes (average of all)	3.75 s.f.	9,836	\$36,885.00
Ceiling finishes	\$5.00 s.f.	9,836	\$49,180.00
Exterior door (framing, soffit)	\$6,000.00 each	1	\$6,000.00
slab and stairs at new door	\$8.00	146	\$1,168.00
Interior doors	\$1,500.00 each	14	\$21,000.00
Casework (relocate Science and Media)	\$50,000.00 s.f.	1	\$50,000.00
<b>Interiors Total:</b>			<b>\$227,879.50</b>

<b>Fire Protection</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
Wet-Pipe Sprinkler System	\$3.00 s.f.	0	\$0.00
<b>Fire Protection Total:</b>			<b>\$0.00</b>

<b>Plumbing</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
sinks and eyewash	\$5,000.00 ea.	6	\$30,000.00
<b>Plumbing Total:</b>			<b>\$30,000.00</b>

<b>HVAC</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
renovated	\$7.00	3,530	\$24,710.00
new (roof-top unit with controls?)	\$20.00 s.f.	4,600	\$92,000.00
<b>HVAC Total:</b>			<b>\$116,710.00</b>



<b>Electrical</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
lights	\$6.00	6900	\$41,400.00
power	\$10.00 s.f.	7,046	\$70,460.00
fire alarm modifications	\$2.00 s.f.	7,046	\$14,092.00
<b>Electrical Total:</b>			<b>\$125,952.00</b>

<b>Subtotal:</b>	<b>\$606,119.88</b>
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General Requirements	10%	\$60,611.99
Overhead	5%	\$30,305.99
Profit	10%	\$60,611.99
Design Contingency	10%	\$60,611.99

<b>Estimate of Probable Construction Cost Total :</b>	<b>\$818,261.83</b>
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Architecture & Engineering Design Fee	8%	\$65,460.95
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<b>Total Estimate :</b>	<b>\$883,722.78</b>
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Notes:

1. Excludes all Furniture, and Equipment costs.
2. Reuse existing casework and equipment in the Science and Broadcast Labs

**CONCEPTUAL DESIGN ESTIMATE OF PROBABLE CONSTRUCTION COST: 10/24/13**

<b>Demolition</b>	<b>Unit Cost</b>	<b>Units</b>	
Gyp. Bd Walls	\$2.50 s.f.	1,400	\$3,500.00
Masonry Walls (includes bearing walls)	\$4.25 s.f.	6,090	\$25,882.50
Floors	\$1.00 s.f.	9,515	\$9,515.00
Ceiling	\$0.75 s.f.	9,515	\$7,136.25
Doors	\$40.00 each	30	\$1,200.00
<b>Demolition Total:</b>			<b>\$47,233.75</b>

<b>Shell</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
Windows (existing)	\$0.00 s.f.	0	\$0.00
Roof (penetrations)	\$0.00 l.f.	0	\$0.00
Skylights	\$0.00 s.f.	0	\$0.00
<b>Shell Total:</b>			

<b>Interiors</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
Interior wall, finish, metal stud	\$5.58 s.f.	2,252	\$12,566.16
Alum./Glass Storefront	\$25.00 s.f.	1,136	\$28,400.00
Glass Garage Doors 8'x8' and posts	\$2,500.00 each	6	\$15,000.00
Floor Finishes (average of all)	3.75 s.f.	9,515	\$35,681.25
Ceiling finishes	\$5.00 s.f.	9,515	\$47,575.00
New stair	\$20,000.00 each	1	\$20,000.00
Interior doors	\$1,500.00 each	14	\$21,000.00
Casework (relocate Science)	\$50,000.00 s.f.	1	\$50,000.00
<b>Interiors Total:</b>			<b>\$230,222.41</b>

<b>Fire Protection</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
Wet-Pipe Sprinkler System	\$3.00 s.f.	0	\$0.00
<b>Fire Protection Total:</b>			<b>\$0.00</b>

<b>Plumbing</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
sinks and eyewash	\$5,000.00 ea.	6	\$30,000.00
<b>Plumbing Total:</b>			<b>\$30,000.00</b>

<b>HVAC</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
renovated	\$7.00	9,515	\$66,605.00
new (roof-top unit with controls?)	\$20.00 s.f.	0	\$0.00
<b>HVAC Total:</b>			<b>\$66,605.00</b>

<b>Electrical</b>	<b>Unit Cost</b>	<b>Units</b>	<b>Total</b>
lights	\$6.00	9,515	\$57,090.00
power	\$10.00 s.f.	9,515	\$95,150.00
fire alarm modifications	\$2.00 s.f.	9,515	\$19,030.00
<b>Electrical Total:</b>			<b>\$171,270.00</b>

**Subtotal: \$545,331.16**

Worthington City School District  
**Worthington Kilbourne High School**  
1499 Hard Road  
Worthington, OH, 43235



General Requirements	10%	\$54,533.12
Overhead	5%	\$27,266.56
Profit	10%	\$54,533.12
Design Contingency	10%	\$54,533.12

**Estimate of Probable Construction Cost Total : \$736,197.07**

Architecture & Engineering Design Fee	8%	\$58,895.77
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**Total Estimate : \$795,092.83**

Notes:

1. Excludes all Furniture, and Equipment costs.
2. Reuse existing casework and equipment in the Science and Broadcast Labs



## Advanced Technologies Consultants, Inc.

110 W. Main St., P.O. Box 905  
 Northville, MI 48167  
 Home Office Phone: (800) 348-8447  
 Home Office Fax: (248) 348-3040

**Price Quotation**  
**10/16/2013**  
**STEM Proposal**

Prices valid for 60 days  
 Prices and packages are subject to  
 change without notice

**PREPARED FOR:**  
**Mr. Bryan Brown**  
**Thomas Worthington High School**  
**Worthington, OH**  
**Quote: Proposal for STEM Grant Furniture**

Consultant	Terms	Delivery	FOB Point		
Chad Whited	Net 30 Days	60-90 Days ARO	Chelseal, MI		
Item#	Qty	Description	Retail	State Price	Extended
				<i>20% Discount</i>	
		<b>Math Classroom</b>			
1	28	PC-10-3036-28T – 36”w Computer Station	\$ 435.00	\$348.00	\$9,744.00
2	28	4619 – Power Outlet Strip (Black)	\$ 51.00	\$41.00	\$1,148.00
3	4	PC-CPURL-28T – CPU Leg Kit	\$ 268.00	\$214.00	\$856.00
4	24	PC-CPUR – CPU Shelf	\$ 181.00	\$145.00	\$3,480.00
5	28	DTFPMA-100 – Flat Panel Monitor Arm	\$ 133.00	\$106.00	\$2,968.00
6	28	DTKBT-300 – Keyboard Platform w/Mouse	\$ 148.00	\$118.00	\$3,304.00
7	24	GM-518C – Hard Plastic Student Chair w/Casters	\$ 198.00	\$158.00	\$3,792.00
8	1	GMTS-60 – Inline Work Station	\$ 1,574.00	\$1,259.00	\$1,259.00
9	1	8971 – Plastic Pencil Drawer w/Lock	\$ 104.00	\$83.00	\$83.00
10	1	GMI-5903 – Instructor Chair	\$ 274.00	\$219.00	\$219.00
		<b>Social Studies Classroom</b>			
11	14	SRTH-3060P – Portable Half Round Table	\$ 500.00	\$400.00	\$5,600.00
12	28	GM-518C – Hard Plastic Student Chair w/Casters	\$ 198.00	\$158.00	\$4,424.00
13	1	GMTS-60 – Inline Work Station	\$ 1,574.00	\$1,259.00	\$1,259.00
14	1	8971 – Plastic Pencil Drawer w/Lock	\$ 104.00	\$83.00	\$83.00
15	1	GMI-5903 – Instructor Chair	\$ 274.00	\$219.00	\$219.00
		<b>English Classroom</b>			
16	14	GS-3060 – Lecture Table	\$ 430.00	\$344.00	\$4,816.00
17	28	GM-518C – Hard Plastic Student Chair w/Casters	\$ 198.00	\$158.00	\$4,424.00
18	1	GMTS-60 – Inline Work Station	\$ 1,574.00	\$1,259.00	\$1,259.00
19	1	8971 – Plastic Pencil Drawer w/Lock	\$ 104.00	\$83.00	\$83.00
20	1	GMI-5903 – Instructor Chair	\$ 274.00	\$219.00	\$219.00
		<b>Shop Classroom 1</b>			
21	24	PC-10-3036-28T – 36”w Computer Station	\$ 435.00	\$348.00	\$8,352.00
22	24	4619 – Power Outlet Strip (Black)	\$ 51.00	\$41.00	\$984.00
23	4	PC-CPURL-28T – CPU Leg Kit	\$ 268.00	\$214.00	\$856.00
24	20	PC-CPUR – CPU Shelf	\$ 181.00	\$145.00	\$2,900.00
25	24	DTFPMA-100 – Flat Panel Monitor Arm	\$ 133.00	\$106.00	\$2,544.00
26	24	DTKBT-300 – Keyboard Platform w/Mouse	\$ 148.00	\$118.00	\$2,832.00
27	1	WS-3096.M1 – Maple Top w/Grommet Holes	\$ 515.00	\$412.00	\$412.00
28	2	DT-1624-0400 – 28”H Four Drawer Base Cabinet	\$ 744.00	\$595.00	\$1,190.00
29	1	DT-424.AC – 28”H Leg Pedestal w/AC	\$ 416.00	\$333.00	\$333.00
30	2	DTM-48 – Lower Modesty Panel	\$ 120.00	\$96.00	\$192.00
31	1	DTWT-96 – Wire Management Tray	\$ 199.00	\$159.00	\$159.00
32	1	DTPD-20L – Pencil Drawer w/Lock	\$ 131.00	\$105.00	\$105.00
33	1	EX-723-1B – Bin Storage Cabinet	\$ 1,868.00	\$1,494.00	\$1,494.00
34	1	GTV-4200P – Tool Storage Cabinet w/Peg Board	\$ 4,158.00	\$3,326.00	\$3,326.00

Item#	Qty	Description	Retail	State Price	Extended
35	1	MG-88.M – Mobile Work Station	\$ 2,161.00	\$1,729.00	\$1,729.00
36	1	MG-400.M – Mobile Work Station	\$ 2,709.00	\$2,167.00	\$2,167.00
37	2	GMI-5903 – Instructor Chair	\$ 274.00	\$219.00	\$438.00
38	24	GM-518C – Hard Plastic Student Chair w/Casters	\$ 198.00	\$158.00	\$3,792.00
		<b>Shop Classroom 2</b>			
39	24	PC-10-3036-28T – 36" w Computer Station	\$ 435.00	\$348.00	\$8,352.00
40	24	4619 – Power Outlet Strip (Black)	\$ 51.00	\$41.00	\$984.00
41	4	PC-CPURL-28T – CPU Leg Kit	\$ 268.00	\$214.00	\$856.00
42	20	PC-CPUR – CPU Shelf	\$ 181.00	\$145.00	\$2,900.00
43	24	DTFPMA-100 – Flat Panel Monitor Arm	\$ 133.00	\$106.00	\$2,544.00
44	24	DTKBT-300 – Keyboard Platform w/Mouse	\$ 148.00	\$118.00	\$2,832.00
45	1	WS-3096.M1 – Maple Top w/Grommet Holes	\$ 515.00	\$412.00	\$412.00
46	2	DT-1624-0400 – 28" H Four Drawer Base Cabinet	\$ 744.00	\$595.00	\$1,190.00
47	1	DT-424.AC – 28" H Leg Pedestal w/AC	\$ 416.00	\$333.00	\$333.00
48	2	DTM-48 – Lower Modesty Panel	\$ 120.00	\$96.00	\$192.00
49	1	DTWT-96 – Wire Management Tray	\$ 199.00	\$159.00	\$159.00
50	1	DTPD-20L – Pencil Drawer w/Lock	\$ 131.00	\$105.00	\$105.00
51	1	EX-723-1B – Bin Storage Cabinet	\$ 1,868.00	\$1,494.00	\$1,494.00
52	1	GTV-4200P – Tool Storage Cabinet w/Peg Board	\$ 4,158.00	\$3,326.00	\$3,326.00
53	1	MG-88.M – Mobile Work Station	\$ 2,161.00	\$1,729.00	\$1,729.00
54	1	MG-400.M – Mobile Work Station	\$ 2,709.00	\$2,167.00	\$2,167.00
55	2	GMI-5903 – Instructor Chair	\$ 274.00	\$219.00	\$438.00
56	24	GM-518C – Hard Plastic Student Chair w/Casters	\$ 198.00	\$158.00	\$3,792.00
		<b>Shop Classroom 3</b>			
57	24	PC-10-3036-28T – 36" w Computer Station	\$ 435.00	\$348.00	\$8,352.00
58	24	4619 – Power Outlet Strip (Black)	\$ 51.00	\$41.00	\$984.00
59	4	PC-CPURL-28T – CPU Leg Kit	\$ 268.00	\$214.00	\$856.00
60	20	PC-CPUR – CPU Shelf	\$ 181.00	\$145.00	\$2,900.00
61	24	DTFPMA-100 – Flat Panel Monitor Arm	\$ 133.00	\$106.00	\$2,544.00
62	24	DTKBT-300 – Keyboard Platform w/Mouse	\$ 148.00	\$118.00	\$2,832.00
63	1	WS-3096.M1 – Maple Top w/Grommet Holes	\$ 515.00	\$412.00	\$412.00
64	2	DT-1624-0400 – 28" H Four Drawer Base Cabinet	\$ 744.00	\$595.00	\$1,190.00
65	1	DT-424.AC – 28" H Leg Pedestal w/AC	\$ 416.00	\$333.00	\$333.00
66	2	DTM-48 – Lower Modesty Panel	\$ 120.00	\$96.00	\$192.00
67	1	DTWT-96 – Wire Management Tray	\$ 199.00	\$159.00	\$159.00
68	1	DTPD-20L – Pencil Drawer w/Lock	\$ 131.00	\$105.00	\$105.00
69	1	EX-723-1B – Bin Storage Cabinet	\$ 1,868.00	\$1,494.00	\$1,494.00
70	1	GTV-4200P – Tool Storage Cabinet w/Peg Board	\$ 4,158.00	\$3,326.00	\$3,326.00
71	1	MG-88.M – Mobile Work Station	\$ 2,161.00	\$1,729.00	\$1,729.00
72	1	MG-400.M – Mobile Work Station	\$ 2,709.00	\$2,167.00	\$2,167.00
73	2	GMI-5903 – Instructor Chair	\$ 274.00	\$219.00	\$438.00
74	24	GM-518C – Hard Plastic Student Chair w/Casters	\$ 198.00	\$158.00	\$3,792.00
75	6	CBL-5464-8D.MV – Four Student Work Station	\$ 4,533.00	\$3,626.00	\$21,756.00
		- 54" x 64" x 2.25" H Maple Top (Two Piece Construction)			
		- (4) Two Drawer Base Cabinets			
		- (4) Wood Working Vise			
76	24	GST-83 – Shop Stool	\$ 128.00	\$102.00	\$2,448.00
		<b>Shop Classroom 4</b>			
77	24	PC-10-3036-28T – 36" w Computer Station	\$ 435.00	\$348.00	\$8,352.00
78	24	4619 – Power Outlet Strip (Black)	\$ 51.00	\$41.00	\$984.00
79	4	PC-CPURL-28T – CPU Leg Kit	\$ 268.00	\$214.00	\$856.00
80	20	PC-CPUR – CPU Shelf	\$ 181.00	\$145.00	\$2,900.00
81	24	DTFPMA-100 – Flat Panel Monitor Arm	\$ 133.00	\$106.00	\$2,544.00
82	24	DTKBT-300 – Keyboard Platform w/Mouse	\$ 148.00	\$118.00	\$2,832.00
83	1	WS-3096.M1 – Maple Top w/Grommet Holes	\$ 515.00	\$412.00	\$412.00
84	2	DT-1624-0400 – 28" H Four Drawer Base Cabinet	\$ 744.00	\$595.00	\$1,190.00
85	1	DT-424.AC – 28" H Leg Pedestal w/AC	\$ 416.00	\$333.00	\$333.00
86	2	DTM-48 – Lower Modesty Panel	\$ 120.00	\$96.00	\$192.00





**Advanced Technologies Consultants, Inc.**

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 Northville, MI 48167  
 Home Office Phone: (800) 348-8447  
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**Price Quotation**  
**10/8/2015**  
**STEM Proposal**

Prices valid for 60 days  
 Prices and packages are subject to  
 change without notice

**PREPARED FOR:**  
**Mr. Thomas Karns**  
**Worthington Kilbourne High School**  
**Quote: Proposal for STEM Grant Furniture**

Consultant		Terms	Delivery	FOB Point	
Chad Whited		Net 30 Days	60-90 Days ARO	Chelsea, MI	
Item#	Qty	Description	Retail	State Price	Extended
				20% Discount	
<b>Room 142B</b>					
1	1	DTL Series Station Consisting of;	\$11,372.00	\$9,098.00	\$9,098.00
		- (4) WS-3084M – 84"W x 30" x 1.75"H Maple Top			
		- (5) DTL-3628-0000 – Double Door Base Cabinet			
		- (4) DTL-3628-0400 – Four Drawer Base Cabinet			
		- - Cabinets Measure 36"W x 28"D x 34"H			
		- - All Keyed Alike			
2	6	CBL-5464-8D.M – Four Student Work Station	\$3,380.00	\$2,704.00	\$16,224.00
		- 54" x 64" x 2.25"H Maple Top (Two Piece Construction)			
		- (4) Two Drawer Base Cabinets			
3	2	EX-724-1B – Extreme Duty Bin Storage Cabinet	\$2,020.00	\$1,616.00	\$3,232.00
		- Double Door Base			
		- Three Point Locking System			
		- (142) Small Bins (Mounted on Doors)			
		- (40) Large Bins (Mounted on Back Wall)			
		- 48"W x 24"D x 84"H			
4	5	EX-846-2D – Divided Extreme Duty Storage Cabinet	\$3,225.00	\$2,580.00	\$12,900.00
		- Double Door Base			
		- Three Point Locking System			
		- Center Divider			
		- (8) Adjustable Half Shelves			
		- 72"W x 24"D x 84"H			
5	26	GST-83 – Shop Stool	\$128.00	\$102.00	\$2,652.00
6	1	CB-1200 – Shop Desk	\$1,688.00	\$1,350.00	\$1,350.00
7	1	SR-400 – Portable Instructor Station	\$3,090.00	\$2,472.00	\$2,472.00
8	1	SR-PS – Plug Strip Option	\$45.00	\$36.00	\$36.00
<b>Main Student Lab</b>					
9	6	CBL-5464-8D.M – Four Student Work Station	\$ 3,380.00	\$2,704.00	\$16,224.00
		- 54" x 64" x 2.25"H Maple Top (Two Piece Construction)			
		- (4) Two Drawer Base Cabinets			
10	12	WV-470CA – Wood Working Vise	\$ 290.00	\$232.00	\$2,784.00
11	1	WCC-300-CHM – Chemical Storage Cabinet	\$ 1,275.00	\$1,020.00	\$1,020.00
12	2	GTV-4200P – Tool Storage Cabinet w/Peg Board Option	\$ 4,158.00	\$3,326.00	\$6,652.00
13	1	EX-724-1BS5 – Extreme Duty Bin Storage Cabinet	\$ 2,589.00	\$2,071.00	\$2,071.00
		- Double Door Base			
		- Three Point Locking System			
		- (142) Small Bins (Mounted on Doors)			
		- (20) Large Bins (Mounted on Back Wall)			
		- (3) Adjustable Shelves			
		- 48"W x 24"D x 84"H			
14	4	GRC-2448-96 – Modular Storage Rack	\$ 1,009.00	\$807.00	\$3,228.00
15	6	GSP-2496 – Side Panels	\$ 316.00	\$253.00	\$1,518.00
16	4	GBP-4896 – Back Panel	\$ 424.00	\$339.00	\$1,356.00

Item#	Qty	Description	Retail	State Price	Extended
17	1	SR-400 – Portable Instructor Station	\$ 3,090.00	\$2,472.00	\$2,472.00
18	1	SR-PS – Plug Strip Option	\$ 45.00	\$36.00	\$36.00
19	2	MG-88-018-VAC – Mobile Vac Unit	\$ 4,481.00	\$3,585.00	\$7,170.00
20	2	MG-36.ET – 36" Power Apron	\$ 155.00	\$124.00	\$248.00
21	2	MG-88.SHV – Lower Adjustable Shelf	\$ 145.00	\$116.00	\$232.00
22	4	MG-400.M – Mobile Work Station w/Maple Top	\$ 2,709.00	\$2,167.00	\$8,668.00
23	26	GST-83 – Shop Stool	\$ 128.00	\$102.00	\$2,652.00
24	1	DTL Series Station 2 Consisting of;	\$ 2,649.00	\$2,119.00	\$2,119.00
		- (1) WS-3096M – 96"W x 30" x 1.75"H Maple Top			
		- (2) DTL-3028-0000 – Double Door Base Cabinet			
		- (1) DTL-3028-0400 – Four Drawer Base Cabinet			
		- - Cabinets Measure 30"W x 28"D x 34"H			
		- - All Keyed Alike			
25	1	DTL Series Station 3 Consisting of;	\$ 4,746.00	\$3,797.00	\$3,797.00
		- (2) WS-3072M – 72"W x 30" x 1.75"H Maple Top			
		- (2) DTL-3228-0000 – Double Door Base Cabinet			
		- (2) DTL-3228-0400 – Four Drawer Base Cabinet			
		- - Cabinets Measure 32"W x 28"D x 34"H			
		- - All Keyed Alike			
26	3	PWS-200 – 72" Portable Welding Screen	\$ 516.00	\$413.00	\$1,239.00
		<b>Room 142</b>			
27	1	DTL Series Station 4 Consisting of;	\$ 4,746.00	\$3,797.00	\$3,797.00
		- (2) WS-3072M – 72"W x 30" x 1.75"H Maple Top			
		- (2) DTL-3228-0000 – Double Door Base Cabinet			
		- (2) DTL-3228-0400 – Four Drawer Base Cabinet			
		- - Cabinets Measure 32"W x 28"D x 34"H			
		- - All Keyed Alike			
		<b>Room 140</b>			
28	6	SRBC-1836-72 – Metal Bookcase	\$ 1,020.00	\$816.00	\$4,896.00
		- (5) Adjustable Shelves			
		- 36"W x 18"D x 72"H			
29	1	DTL Series Station 5 Consisting of;	\$ 6,215.00	\$4,972.00	\$4,972.00
		- (1) WS-3090.L – 90"W x 30" x 1.25"H Laminate Top			
		- - Armor Edging			
		- - Seamed For 15" Overall Length			
		- - Sink Cut Out (size and location to be determined)			
		- (2) DTL-3628-0000 – Double Door Base Cabinet			
		- (2) DTL-3228-0400 – Four Drawer Base Cabinet			
		- (1) DTL-3628-0100SNK – Sink Base			
		- - All Keyed Alike			
		- SS Drop In Sink – Includes Faucet & Strainer Only			
30	1	DTL-6AF2 – Pre-Engineered Work Station	\$ 1,590.00	\$1,272.00	\$1,272.00
		- 72"W x 30"D x 1.75"H Maple Top			
		- (1) Leg Pedestal Base			
		- (1) Two Drawer Base Cabinet			
		- - Upper Half to Hold Power Supply (Supplied By Other)			
		- - Lower Half is Standard Drawer			
		- Lower Modesty Panel			
		- Wire Management Tray			
		- 72"W x 30"D x 35.75"H			
31	1	AC/DC High Current Supply (Supplied by LV)	Part #74	\$1,600.00	\$1,600.00

<b>Sub-Total</b>	<b>\$127,987.00</b>
<b>Shipping &amp; Handling</b>	<b>Included</b>
<b>Installation</b>	<b>\$10,238.96</b>
<b>Grand Total</b>	<b>\$138,225.96</b>

*\*STS Level 2 Installation by Factory Technicians*



## Advanced Technologies Consultants, Inc.

110 W. Main St., P.O. Box 905  
 Northville, MI 48167  
 Home Office Phone: (800) 348-8447  
 Home Office Fax: (248) 348-3040

**Price Quotation**  
**10/14/2013**  
**STEM Proposal**

Prices valid for 60 days  
 Prices and packages are subject to  
 change without notice

**PREPARED FOR:**  
**Mr. Thomas Karns & Mr. Bryan Brown**  
**Worthington City Schools**  
**Worthington, OH**  
**Quote: Proposal for STEM Grant, Thomas and Kilbourne**

Consultant	Terms	Delivery	FOB Point
Chad Whited	Net 30 Days	60-90 Days ARO	Minnesota

  

Item#	Qty	Description	Part#	Unit Cost	Extended
<b>EQUIPMENT</b>					
<b>STRATASYS 3D PRINTERS</b>					
1	2	Fortus 250mc 3 year Comprehensive Educational Package	164-00500	\$55,890.00	\$111,780.00
		<i>Includes:</i>			
		- One Year Warranty			
		- Two Years Maintenance			
		- Start-up Kit			
		- Insight Software			
		- 3 Education Material Packages ( 2 each p/n 364-10000 Ivory and 1 each p/n 364-10100 Color)			
2	4	Fortus 250mc Annual System Maintenance	215-00100	\$4,500.00	\$18,000.00
3	4	White ABS Plus Model Cartridge	340-21201	\$260.00	\$1,040.00
4	4	Dark Gray ABS Plus Model Cartridge	340-21203	\$260.00	\$1,040.00
5	4	Olive Green ABS Plus Model Cartridge	340-21208	\$260.00	\$1,040.00
6	4	Fortus 250mc Color (2 each black, red, blue, nectarine, fluorescent yellow P430 ABS plus Model Cartridges, 4SR-30 Soluble Support Cartridges support, 2 cases Modeling Bases)	364-10100	\$3,090.00	\$12,360.00
7	2	Support Cleaning Apparatus 100-120 V	570-10003	\$2,500.00	\$5,000.00
8	2	Fortus 250mc Cart	550-30003	\$1,350.00	\$2,700.00
9	2	Soluble Concentrate (Case of 12)	300-00600	\$135.00	\$270.00
10	2	Dimension Cleaning Station Cart	DSC-2362.D	\$635.00	\$1,270.00
11	2	Software and Operations Training	ATCTrain	\$750.00	\$1,500.00
		Replicator 2x:			
12	4	MakerBot® Replicator® 2x	MP04950-X	\$2,799.00	\$11,196.00
13	16	MakerCare Service Plan for MakerBot® Replicator® 2	MAKERCARE	\$500.00	\$8,000.00
14	4	Replicator Shipping Insurance	Replns	\$9.00	\$36.00
15	8	Translucent Yellow PLA, 1kg Spool	MP05003	\$65.00	\$520.00
16	8	True Black PLA 1kg Spool 1.75mm Filament	MP03257	\$48.00	\$384.00
17	8	True Red PLA 1kg Spool 1.75mm Filament	MP03056	\$48.00	\$384.00
18	8	True White PLA 1kg Spool 1.75mm Filament	MP03047	\$48.00	\$384.00
19	8	Natural PLA - 1kg spool -1.75mm / 1.8mm Filament	MP1615	\$43.00	\$344.00
20	2	Additional Material Selection Certificate	ATCMC	\$500.00	\$1,000.00
<b>GRAVOGRAPH LASER ENGRAVER</b>					
21	2	LS100EX/35W + LaserStyle Graphic Software	66670	\$15,680.00	\$31,360.00
23	2	Integrated Filtered Exhaust System for LS100EX - Heavy Duty	50106	\$4,740.00	\$9,480.00
<i>Misc. Accessories</i>					
24	2	Air Assist - LS100EX Integrated Air Compressor for Air Assist (12 liter)	47191	\$790.00	\$1,580.00
25	2	Cutting Table - LS100EX 12 x 24 Honeycomb (inches scales)	61783	\$580.00	\$1,160.00
26	2	Lens - 1.5" Focal Length (LS100EX)	47082	\$590.00	\$1,180.00
27	2	Lens - 2.5" Focal Length (LS100EX)	27379	\$450.00	\$900.00

Item#	Qty	Description	Part#	Unit Cost	Extended
28	2	Lens - 3.5" Focal Length (LS100EX)	27381	\$450.00	\$900.00
29	2	Lens - 4.0" Focal Length (LS100EX)	27382	\$450.00	\$900.00
30	2	Lens cleaning paper - 50 sheets / package	30859	\$15.84	\$31.68
31	2	Rotary Attachment W/Tilt and Cone Kit (LS100EX)	49703	\$2,700.00	\$5,400.00
32	2	Open Material Credit for a max of \$5,000.00	12345	\$5,000.00	\$10,000.00
33	2	3 YEAR BRONZE WARRANTY LS100EXV2/35W added to the two years standard equalling 5 years		\$1,538.00	\$3,076.00
34	2	Installation & Orientation Charge (per 4 hours)	36557	\$725.00	\$1,450.00
		<b>PLASMA CUTTER</b>			
35	2	Arc Pro 4800 4' x 4' CNC Plasma	ALS-48PR	\$16,515.00	\$33,030.00
		Powermax 45 Plasma Cutter			
		- Automatic torch height control			
		- Water pan (eliminates dust and smoke)			
		- Filtered control cabinet			
		- Computer, software and LCD flat screen			
		- Dual drive gantry w/ +3000 oz of torque			
		- Precision Rack and Pinion drive system			
		- Magnetic release torch holder			
		- Industrial strength frame			
		- Home switches on all axes			
		- Bent slats with center support			
		- 3 to 1 belt drives provides optimum torque			
		- Cable chain on all axes			
		- 50" by 50" cutting envelope			
36	2	Setup and Training - On Site	Training	\$1,500.00	\$3,000.00
		<b>NEXTENGINE</b>			
37	2	3D Scanner HD		\$3,499.00	\$6,998.00
		Includes Scanner, ScanStudio HD, AutoDrive, PartGripper, Powder Pen, PaintPens, 1 year support plus hardware warranty.			
38	2	MultiDrive: Faster Captuer of 3D Scans		\$1,150.00	\$2,300.00
39	2	RapidWorks 3.5: Solid Meshing Software for 3D Printing		\$3,499.00	\$6,998.00
40	2	3 Year Extended Warranty		\$450.00	\$900.00
41	2	3D Curriculum		\$1,150.00	\$2,300.00
		<b>SIMUTECH</b>			
		<i>Individual Titles: 20 Seat License</i>			
42		Troubleshooting Electrical Circuits (TEC)	20-Seat	\$2,995.00	
43		Troubleshooting Control Circuits (TCC)	20-Seat	\$2,995.00	
44		Troubleshooting Motor Circuits (TMC)	20-Seat	\$2,995.00	
45		Troubleshooting Industrial Controls (TIC)	20-Seat	\$3,495.00	
46		Troubleshooting Industrial Controls 2 (TIC2)	20-Seat	\$3,495.00	
47		Troubleshooting PLC Circuits (TPLC)	20-Seat	\$4,995.00	
		<i>Bundles: 20 Seat License</i>			
48		Troubleshooting Skills Series Bundle (Includes TEC, TCC, TMC)	20-Seat	\$6,995.00	
49		Advanced Troubleshooting Bundle (Includes TPLC, TIC, TIC2)	20-Seat	\$9,495.00	
50	2	All Inclusive Bundle (Includes TEC, TCC, TMC, TIC, TIC2, TPLC)	20-Seat	\$16,490.00	\$32,980.00
		<b>LABVOLT SYSTEMS</b>			
51	12	Fundamental Fluid Power Trainer - Module 1 & 2	6059	\$7,400.00	\$88,800.00
52	12	Residential Wiring Trainer	42300	\$2,000.00	\$24,000.00
53	12	Preparatory Electricity and Electronics Trainer 2.0 (PEET 2.0)	48800	\$1,800.00	\$21,600.00
54	2	PLTW Training System Without Benches	5902-00	\$53,400.00	\$106,800.00
		<i>Includes:</i>			
		Gravity Feeder (Square Parts)	5119		
		Linear Slide (Short)	5209-A0		
		Robot Controller	5221		



PASCO SCIENTIFIC  
10101 FOOTHILLS BLVD  
ROSEVILLE, CA 95747-7100  
USA

S I M U L A T I O N  
Quote Number: QT88581      Revision: 0  
Quote Date: 10/17/13      Page: 1  
Print Date: 10/18/13  
Expire Date: 12/16/13

Q U O T E

Sold To: 00007569

Ship To: 7569-28

WORTHINGTON CITY SD  
ACCTS PAYABLE  
200 E WILSON BRIDGE RD  
WORTHINGTON, OH 43085  
USA

WORTHINGTON SD  
200 E WILSON BRIDGE RD  
WORTHINGTON, OH 43085  
USA

Attention:  
Telephone: 16148833120

Attention: BRIAN GENIUSZ  
Telephone: 16148833000

Salesperson 1: 205

Credit Terms: 30  
NET 30

Purchase Order:  
Ship Via:  
FOB Point: DEST

Resale:  
Remarks: QT88581 DH EM BRIAN GENIUSZ 6144506025

Products in stock at the time of order receipt should ship within 5 business days; otherwise allow 4-6 weeks delivery lead time.

-  
PASCO's Satisfaction Guarantee: All PASCO products carry a satisfaction guarantee. If you are not satisfied with a product, you may return it within 90 days of purchase in its original packaging for a refund or exchange.

-  
PASCO's Warranty: All PASCO manufactured products are covered by a 5 year warranty against defects in materials and workmanship. Products manufactured

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by anyone other than PASCO are subject to the manufacturer's warranty.  
Support is always free of charge by calling PASCO's Teacher Support Center.  
NOTE: SHIPPING COST IS INCLUDED IN QUOTATION

SHARI PETRIE  
SALES ADMINISTRATOR

Ln	Item Number	Qty Quoted	Qty to Rel	UM	Price	Extended Price
1	PS-2011 SPARKLINK AIR	24.0	24.0	EA	229.00	5,496.00
2	PS-2400 SPARKVUE SITE LIC V2.0	2.0	2.0	EA	299.00	598.00
3	PS-2177 PAS LIGHT LEVEL SENSOR	24.0	24.0	EA	59.00	1,416.00
4	PS-2172 ADVANCED CHEMISTRY SNS	24.0	24.0	EA	259.00	6,216.00
5	PS-2186 HAND-GRIP HEART RATE SNS	24.0	24.0	EA	119.00	2,856.00

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Ln	Item Number	Qty Quoted	Qty to Rel	UM	Price	Extended Price
6	PD-1048	1.0	1.0	EA	4,750.00	4,750.00
	SPARK SLS FULL DAY TIER2					
	SPARK LEARNING SYSTEM HANDS-ON, ONSITE TRAINING:					
	- ONE FULL DAY OF TRAINING AT YOUR SCHOOL SITE					
	- TRAINING DATE TO BE ESTABLISHED **					
	- TRAINING FOR UP TO 30 SCIENCE TEACHERS / UP TO 8 HRS/DAY					
	- SPECIFIC DISCIPLINES & LEVELS TO BE ADDRESSED					
	- SCHOOL PROVIDES FACILITY, PASCO EQUIPMENT, LAB SUPPLIES & CHEMICALS					
	- PASCO TO PROVIDE TRAINING AND QUALIFIED PASCO TECHNOLOGY FACILITATOR					
	- PRICE INCLUDES ALL COSTS OF BRINGING IN FACILITATOR, INCLUDING TRAVEL EXP					
	- AGENDA TO BE DEVELOPED IN COORDINATION WITH PASCO TRAINING TEAM					
	- 1-HOUR FOLLOW-UP WEBINAR INCLUDED / MUST BE SCHEDULED WITHIN 2 MO. OF TRNG					
	-----					
	** Allow 4 weeks to prepare. Training must be scheduled within one year of the Purchase Order date. Once a date is set, changes cannot occur within 30 days of the originally scheduled date or additional fees may be applied.					

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USA

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Non-Taxable: 21,461.00	Currency: USD	Line Total:	21,332.00
Taxable: 0.00			
Tax Date: 10/17/13			
	SHIPPING AND HANDLING	10 :	129.00
	SHIPPING AND HANDLING	20 :	0.00
	SPECIAL	30 :	0.00
Promo Code:		Total Tax:	0.00
		Total:	21,461.00

PASCO SCIENTIFIC  
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ROSEVILLE, CA 95747-7100  
USA

S I M U L A T I O N  
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Print Date: 10/18/13  
Expire Date: 12/17/13

Q U O T E

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Ship To: 7569-28

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Attention:  
Telephone: 16148833120

Attention: BRIAN GENIUSZ  
Telephone: 16148833000

Salesperson 1: 205

Credit Terms: 30  
NET 30

Purchase Order:  
Ship Via:  
FOB Point: DEST

Resale:  
Remarks: QT88584 DH EM BRIAN GENIUSZ

Products in stock at the time of order receipt should ship within 5 business days; otherwise allow 4-6 weeks delivery lead time.

-  
PASCO's Satisfaction Guarantee: All PASCO products carry a satisfaction guarantee. If you are not satisfied with a product, you may return it within 90 days of purchase in its original packaging for a refund or exchange.

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by anyone other than PASCO are subject to the manufacturer's warranty.  
Support is always free of charge by calling PASCO's Teacher Support Center.  
NOTE: SHIPPING COST IS INCLUDED IN QUOTATION

SHARI PETRIE  
SALES ADMINISTRATOR

Ln	Item Number	Qty Quoted	Qty to Rel	UM	Price	Extended Price
1	PS-2400 SPARKVUE SITE LIC V2.0	7.0	7.0	EA	299.00	2,093.00
2	PS-2011 SPARKLINK AIR	60.0	60.0	EA	229.00	13,740.00
3	PS-2924C MIDDLE SCHOOL SCI KIT	60.0	60.0	EA	445.00	26,700.00
	PS-2103A PAS MOTION SENSOR		1.0	EA		
	PS-2170 CHEMISTRY SENSOR		1.0	EA		
	PS-2177 PAS LIGHT LEVEL SENSOR		1.0	EA		

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Ln	Item Number	Qty Quoted	Qty to Rel	UM	Price	Extended Price
3	PS-2924C PS-2186 HAND-GRIP HEART RATE SNS	** Cont **		1.0 EA		
4	PD-1051 SPARK 2 DAY TRAINING SPARK LEARNING SYSTEM HANDS-ON, ONSITE TRAINING: * TWO CONSECUTIVE DAYS OF TRAINING AT YOUR SCHOOL SITE (UP TO 6 HOURS EACH DAY) * TRAINING AND POST-TRAINING FOLLOW UP FOR UP TO 10 TEACHERS EACH DAY. - TRAINING DATE TO BE ESTABLISHED ** - SPECIFIC DISCIPLINES & LEVELS TO BE ADDRESSED - SCHOOL PROVIDES FACILITY, PASCO EQUIPMENT, LAB SUPPLIES & CHEMICALS - PASCO TO PROVIDE TRAINING AND QUALIFIED PASCO TECHNOLOGY FACILITATOR - PRICE INCLUDES ALL COSTS OF BRINGING IN FACILITATOR, INCLUDING TRAVEL EXP - AGENDA TO BE DEVELOPED IN COORDINATION WITH PASCO TRAINING TEAM - 1-HOUR FOLLOW-UP WEBINAR INCLUDED / MUST BE SCHEDULED WITHIN 2 MO. OF TRNG	1.0	1.0	EA	4,375.00	4,375.00

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Ln	Item Number	Qty Quoted	Qty to Rel	UM	Price	Extended Price
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4	PD-1051	** Cont **				
** Allow at least 4 weeks to prepare. Training must be scheduled within one year of the Purchase Order date. Once a date is set, changes cannot occur within 30 days of the originally scheduled date or add'l fees may apply.						

Non-Taxable: 47,282.00	Currency: USD	Line Total:	46,908.00
Taxable: 0.00			
Tax Date: 10/18/13	SHIPPING AND HANDLING 10 :		374.00
	SHIPPING AND HANDLING 20 :		0.00
	SPECIAL 30 :		0.00
Promo Code:	Total Tax:		0.00
	Total:		47,282.00



**City of Worthington School District**  
**STEM Campaign: Marketing Plan for “Straight A” Grant Proposal**  
**October 23, 2013**

## Introduction

Today’s rapidly evolving technology has created an urgent need and un-met demand for qualified workers with skills built upon a deep understanding of math and science. The City of Worthington School District is proud to play a key role in filling that demand as a school system that provides a STEM-focused curriculum. “STEM” stands for Science, Technology, Engineering and Math. The program is designed to improve these critical skills in students and encourage them to continue their STEM-focused studies in college and beyond.

The District is seeking a Straight A Program grant to improve its STEM program. One core element will be an outreach and education program designed to encourage more students in 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> grades to enroll in STEM classes, and to inform students, parents and the community at large about STEM dependent career opportunities and explain how students are able to earn college credit while taking STEM classes in high school.

Given the requirement that the program needs to be self-sustaining without ongoing costs, PMG Communications suggests the following approach:

1. **Understand Your Audience.** Students in 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> grades will respond to different messages than parents and the community at large. A thorough understanding of how to reach each audience is necessary in order to develop materials that will impact each of the target audiences. Taking into consideration the completion deadline of June 30, 2014, specific focus groups may not be possible, but PMG would identify existing audience appropriate research that would allow us to target materials in the most effective way. We also suggest convening a small committee of students, parents and community leaders to help provide insights as we develop key messages and tactics.
2. **Tiered messaging.** Decades of communications research indicates that people absorb messages best if they are provided in small “doses”. That’s why many consumer products are introduced through a campaign, over time. We suggest developing a series of education and outreach materials that will be released to each audience following an agreed-upon schedule. Materials can be developed at various levels of informational content and targeted calls to action.
3. **Develop a “toolkit” approach.** Because all outreach and education materials need to be produced once and utilized for several years, we propose developing a strategy of short, focused messages delivered to each audience segment at defined times before and during the school year. The toolkit will include detailed instructions on how to upload and disseminate materials according to the plan.

A sampling of the materials the toolkit might include:

- a. Brand the STEM initiative identity (name and logo design)
- b. Design of a Facebook page with set-up for ongoing postings (these can be contributions from Worthington schools staff and possibly students)



**City of Worthington School District**  
**STEM Campaign: Marketing Plan for “Straight A” Grant Proposal**  
**October 23, 2013**

- c. A series of informational handouts/brochures for students, parents and the community
  - d. A series of short (1:30 to 2:00 minutes) videos that can be posted on YouTube and linked to the Worthington Schools website. Each video will feature young people who are working in STEM careers, or continuing their STEM studies in college, who will offer their experiences and perspectives. The videos will be promoted through Twitter, Facebook and according to a scheduled roll out (each year) to students, parents and the community.
  - e. 1-2 annual planned events for students and parents highlighting STEM college and career opportunities.
4. **Comprehensive 360° communications plan.** PMG will design a comprehensive 360° cross-channel communications plan component that will incorporate several media messaging channels that can be leveraged to drive interest in STEM class and program offerings. These channels will include print materials, presentations, web-based content, social media, and public and community relation materials and strategies. Audience and channel appropriate content will be developed based on strategies and plans developed at the initiation of the project. This type of plan allows content to be delivered to the audience through their preferred method of receiving information. For example, parents and the community may read brochures, handouts and other traditional informational material, but students in the 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> grades may be reached more effectively through rich media content online or social media. A tweet that sends students to a short, 60 second video posted on YouTube that features a former Worthington student talking about their cool STEM related job is more likely to be effective with that audience. On the other hand, parents are likely to need more in-depth information explaining the long-term benefits of the program in more detail, which is a better use of traditional materials.

## Suggested Deliverables

**Strategic Communications Plan:** The first step is to determine the strategy: What does the Worthington City schools STEM program intend to accomplish, with whom and with what intended result? Clearly defining these three questions leads to an overall strategy which drives the selection of specific tactics employed to reach these objectives. For example, highlighting cool and interesting careers in STEM is a strategy. Development of a series of video “stories” to be rolled out at specific times during the campaign is a tactic. The strategic communications plan will include:

- Key messages (overarching and audience specific);
- Strategies (short and long-term);
- Recommendations for specific tactics
- 360° Communications plan component
- Implementation plan/calendar



## City of Worthington School District

### *STEM Campaign: Marketing Plan for “Straight A” Grant Proposal*

October 23, 2013

The strategic communications plan will be developed with extensive input from the Worthington City schools’ STEM faculty and an advisory group made up of students, parents and community leaders.

PMG anticipates it will require:

- One in-person meeting (2 hours) with Worthington STEM leadership, faculty & advisory group
- First draft development of plan by PMG’s team
- Online meeting to review plan with Worthington Schools/advisory group (1 hour)
- Final draft of plan by PMG’s team

Once approved, the plan will be the blueprint we follow to develop the campaign.

**Branding:** Given the scope and depth of the Worthington STEM Initiative, we recommend developing a related, unique campaign logo that will give this campaign its own identity. Along with the logo, PMG’s team will develop key message points, a simple Facebook page and Twitter account to target attention on this issue. A link to the Facebook page and Twitter account can be included on IPFCC’s main website.

#### **Development of campaign support materials:**

- PowerPoint with embedded short video to be used for community meetings;
- Overview flyer for students
- Overview flyer for parents/community
- Key story flyers for students, parents & community
- Posters to hang in schools
- Additional videos to be posted on YouTube and featured on the District’s STEM Facebook page that capture the experience, insights and perspectives of both students and graduates working in STEM fields.

**Video Production:** Video is one of the most powerful tools available. Peer-to-peer communication through the stories of students and graduates will personalize the experiences of those who have learned to love science, technology, engineering and math. These stories can be woven into short, impactful video clips (no more than 1-2 minutes long) that will help to change the hearts and minds of students.

**Training for Worthington Schools Staff:** PMG will provide coaching/training to the teaching and administrative staff on how to implement key messages for the STEM initiative, and also do one-one-one training with STEM staff on how to replicate the campaign for multiple years.

### **About PMG Communications**

PMG Communications specializes in crafting strategic messages that will capture your target audiences, and delivering them through the most appropriate and effective channels. Our creative team covers all aspects of communications, from strategic development and message design, to content creation, production and delivery. We are recognized as a leader in innovative marketing, communications, program design and educational messaging with a specialty in healthcare communications. For the past



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20 years, PMG has brought together project teams that combine marketing and communications experts with instructional designers, video and multimedia producers. We have successfully partnered with clients to develop targeted, strategic messages that create measurable change.

PMG’s founder and President, Patricia Gibson, is a 25-year resident of Worthington. Both of her children are graduates from Worthington schools. PMG is a certified woman-owned business and EDGE-certified by the State of Ohio.

**Budget**

Deliverable	Description	Estimate
<b>Strategic Communications Plan</b>	Consultation on strategy, approach, definition of deliverables, recommendations for campaign rollout and ongoing communication. 360° communications plan component.	\$5,000
<b>Branding &amp; Toolkit Development</b>	<ul style="list-style-type: none"> <li>• Campaign logo</li> <li>• Key messages</li> <li>• Worthington STEM Facebook Page</li> <li>• PowerPoint Introduction (design &amp; editing)</li> <li>• Overview flyers</li> <li>• Highlighted story flyers</li> <li>• Posters (for schools to display)</li> </ul> <p><i>Includes stock photo images, graphic design and copywriting, two rounds of revisions. Also includes development of PowerPoint background/template.</i></p>	\$40,000
<b>Video Production</b>	<ul style="list-style-type: none"> <li>• Scriptwriting/Production Planning</li> <li>• Director/Producer</li> <li>• Video crew for three days of shooting on location</li> <li>• Editing for 4 x 2-5:00 videos</li> <li>• Motion graphics</li> <li>• Music</li> <li>• Voice-over narration &amp; recording</li> <li>• Travel expenses <i>(if necessary)</i></li> </ul>	\$40,000
<b>Training/Toolkit Implementation by Worthington Schools staff</b>	<ul style="list-style-type: none"> <li>• Coaching/training for staff on annual roll-out for STEM initiative</li> <li>• Handouts/instructions</li> <li>• Full day training for Worthington teachers to coach them on key messages</li> </ul>	\$8,800
<b>TOTAL:</b>		<b>\$93,800.00</b>

This budget includes the costs to develop all services and materials as specified above. It is assumed that all flyers will be reproduced by the Worthington School District separate from this budget. Printing costs will be estimated separately and are not included. **All work developed by PMG is considered “work for hire” and will be wholly owned by the City of Worthington School District.**