## PREVIEW ONLY: Do not use.

# Appendix D: Sample Budget



<u>Please Note:</u> This budget workbook **MUST** be attached and submitted with your Business Builder Digital Application on the Heartland Regional Food Business Center Website: https://Heartlandfoodbusiness.org/

APPLICANT INFORMATION			
Name of Business or Entity	Local Food LLC		
UEI from Financial Assistance Award	Do not have yet		
Only registration (SAM.gov), if			
available			
Phone Number:	555-555-5555		
Email Address:	tastesgreat@localfood.farm		
(Physical) Street Address:	1 Main St.		
City:	My Town		
County:	Cass		
State:	Missouri		
Zip Code:	12345		

Information from the Applicant Information section will only be used by USDA to verify eligibility for award.

## **BUDGET NARRATIVE**

The budget must show the total cost for the project and provide a description and justification for each of the relevant category costs listed. The budget justification must provide enough detail to easily understand how costs were determined and how they relate to the Project Objectives and Expected Outcomes. Leave blank any expense category not funded by this project.

	PERSONNEL				
List	the personnel whose time and effort can be specifically identified an activities.	d easily and accurately tra	aced to award		
#	Personnel Name/Title	Level of Effort (# of Hours Or % FTE)	Funds Requested		
1	Owner	140 hour at \$36/hr.	\$ 5,040.00		
2	Owners' Assistant	150 hours at \$20/hr.	\$ 3,000.00		

#### PERSONNEL JUSTIFICATION

\$

8,040.00

**Personnel Subtotal** 

For each individual in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying / pasting the existing list or deleting personnel that aren't necessary.

- 1. The Owner of Local Food LLC will spend 140 hours @\$36/hr administering this project. They will ensure all activities and objectives are met as well as do all the required reporting for the project.
- 2. The Owner's Assistant will spend 150 hours @\$20/hr to help execute all aspects of the project as directed by the owner. They will contact farmers and buyers to communicate the new brand. It will also be their responsibility to run the social media and email marketing campaigns for the duration of the project.

## **TRAVEL**

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at http://www.gsa.gov.

#	Trip Destination	Type of Expense (airfare, car, hotel, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	Funds Requested
1	Monthly mileage	Car	miles	1500	\$0.67	\$ 1,005.00
Travel Subtotal				\$ 1,005.00		

#### TRAVEL JUSTIFICATION

For each trip listed in the above table, describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

1. This mileage will help the project owner and assistant to visit the local farmers that currently sell to the business. We will be able to get pictures and oth
media to use in the new media and in social marketing campaigns. This mileage will allow us to visit all 10 farms that we are currently working with.

## **EQUIPMENT**

Describe any special purpose equipment to be purchased or rented using subaward funds. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project.

#	Equipment Item Description	Rental or Purchase	Estimated Acquisition Date	Funds Requested
1	15 X 15 walk-in cooler	Purchase	Mar-25	\$ 17,555.00
Equipment Subtotal				\$ 17,555.00

#### **EQUIPMENT JUSTIFICATION**

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Include how the cost of this item was determined. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary. If funded, subawardees will be required to submit 3 competitive pricing or rate quotes for equipment and contractual items \$10,000 and greater. Pricing and rates quotes are also encouraged for items less than \$10,000.

1. This is for the purchase and installation of a new 15ft by 15ft walk-in cold storage cooler with an insulated floor to expand the capacity of our business. It will help
us increase the volume of local food that we can sell into the market by 50%. The price for the item was a quote from Arctic Specialty LLC (a cold storage company)
for the Walk-in and installation. The cost of the Thermoqueen walk-in unit is \$15,500 and the price of the installation (which includes a new electrical plug) is \$2055
When we are ready to purchase, I will seek multiple quotes to get the best price for what we need.

## **SUPPLIES**

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal.

#	Supplies Item Description	Cost per Unit	# of Units	Estimated Acquisition Date	Funds Requested
1	Branded packaging- Boxes	\$1.50	2000	Feb-25	\$ 3,000.00
2	Branded packaging- Stickers	\$80	20	Feb-25	\$ 1,600.00
Supplies Subtotal				\$ 4,600.00	

## **SUPPLIES JUSTIFICATION**

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

- 1. Branded packaging- Boxes: once our new branding is completed, we will have the logo and contact information printed on the produce boxes we use to package farmers' products for our customers.
- 2. Branded Packaging- Stickers: this item is for 10,000 stickers; there are 500 color stickers in every roll and we plan to purchase 20 rolls. The stickers will have our new brand and contact information on them and will be used for sticking on things like clamshells and other packaging that is not one of our already printed boxes.

#### **CONTRACTUAL / CONSULTANT**

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations on indirect costs also apply to contractors and consultants. If funded, subawardees will be required to submit 3 competitive pricing or rate quotes for equipment and contractual items \$10,000 and greater. Pricing and rates quotes are also encouraged for items less than \$10,000.

#	Contractual Name / Organization	Hourly Rate / Flat Rate	Funds Requested
1	The Branding Company	\$9,850	\$7,500
2	Websites Are Us LLC	\$7,500	\$5,200
Contractual / Consultant Subtotal			\$ 12,700.00

## **CONTRACTUAL JUSTIFICATION**

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area, provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. OMB salary scale can be found here: https://www.opm.gov/policy-data-oversight/pay-

leave/salaries-wages/

- 1. The Branding Company has given us a quote of \$7500 to create a new logo for us. This quote also includes developing a tag line, a style guide, an email marketing template, and two social media templates (Instagram and Facebook). We will work with them to get this done in the first quarter of the project.
- 2. Websites Are Us LLC will develop a simple website using our new branding guidelines. This quote also includes training us how to update the site on our own once it is complete. Included is the cost of the web domain and hosting in perpetuity. This website will link to our ecommerce site that is already up and running through Farmers Sell Here marketplace.

#### **OTHER**

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection. If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs.

#	Other Item Description	Cost Per Unit	# of Units	Estimated Acquisition Date	Funds Requested
1	Social media marketing	\$20	50	1st one June 2025	\$ 1,000.00
2	Vehicle Wrap	\$500	1	Jul-25	\$ 500.00
Other Subtotal				\$ 1,500.00	

## **OTHER JUSTIFICATION**

Describe the purpose of each item listed in the table above and how it is necessary for the completion of the project's objective(s) and outcome(s).

- 1. In order to boost our brand while on a budget, we will utilize social media ad campaigns. We are planning for 50 \$20 campaigns on Facebook, Instagram and possibly google. The first one will start in June once our website is ready to launch. We will run ads as needed to get more likes and drive traffic to the website.
- 2. The delivery vehicle we use will be wrapped with art that contains our new logo. This was the price we were quoted from the local auto detailer.

#### INDIRECT COSTS

Indirect costs are any costs that are incurred for common or joint objectives that, therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses. If an applicant has a negotiated indirect cost rate agreement (NICRA), it is required to use this amount, and a copy of the NICRA must be submitted with the application. Otherwise, applicants may elect to charge a de minimis rate of 10 percent of modified total direct costs (MTDC).

Components of MTDC are all direct costs above: Salaries and wages, applicable fringe benefits, materials and supplies, services/contractual, travel, and other up to the first \$25,000 of each subaward.

Indirect Cost Rate (%)	Funds Requested
10%	\$ 4,540.00

Contractual / Consultant Subtotal	\$ 4,540.00
BUDGET SUMMARY	
Budget summary section will automatically update using sub	ototals in the section above
Expense Category	Funds Requested
Personnel	\$ 8,040.00
Travel	\$ 1,005.00
Equipment	\$ 17,555.00
Supplies	\$ 4,600.00
Contractual	\$ 12,700.00
Other	\$ 1,500.00
Direct Costs Sub-Total	\$ 45,400.00
Indirect Costs	\$ 4,540.00
Total Budget	\$ 49,940.00