Kendall County Forest Preserve District
Natural Beginnings Proposed 4-Day Afternoon Program Expansion Option
29-Oct-15

<table>
<thead>
<tr>
<th></th>
<th>Current Budget (Prelim.)</th>
<th>5/5 split</th>
<th>6/4 split</th>
<th>7/3 split</th>
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</thead>
<tbody>
<tr>
<td>3-day students</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>4-day students</td>
<td>0</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<tr>
<td>June 2016 (Q3) payment</td>
<td>$3,018.75</td>
<td>$4,687.50</td>
<td>$4,612.50</td>
<td>$4,537.50</td>
</tr>
<tr>
<td>Sept. 2016 (Q4) payment</td>
<td>$3,018.75</td>
<td>$4,687.50</td>
<td>$4,612.50</td>
<td>$4,537.50</td>
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<tr>
<td>Registration</td>
<td>$1,050.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
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<tr>
<td>Gross Q3/Q4 revenue</td>
<td>$7,087.50</td>
<td>$10,875.00</td>
<td>$10,725.00</td>
<td>$10,575.00</td>
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<tr>
<td>New tuition revenue</td>
<td>$3,787.50</td>
<td>$3,637.50</td>
<td>$3,487.50</td>
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<tr>
<td>New registration</td>
<td>$450.00</td>
<td>$450.00</td>
<td>$450.00</td>
<td>$450.00</td>
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<tr>
<td>New salary expenses</td>
<td>$1,305.50</td>
<td>$1,305.50</td>
<td>$1,305.50</td>
<td>$1,305.50</td>
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<tr>
<td>New benefit expenses</td>
<td>$965.59</td>
<td>$965.59</td>
<td>$965.59</td>
<td>$965.59</td>
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<tr>
<td>Profit margin</td>
<td>n/a</td>
<td>$1,966.41</td>
<td>$1,816.41</td>
<td>$1,666.41</td>
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**Additional Staff Cost Calculations**

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<thead>
<tr>
<th></th>
<th>Lead Instructor</th>
<th>Instr. Aide</th>
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<tbody>
<tr>
<td>Hourly wage</td>
<td>$12.00</td>
<td>$9.50</td>
</tr>
<tr>
<td>Weekly hours</td>
<td>5</td>
<td>3.5</td>
</tr>
<tr>
<td>Paid weeks in Q3/Q4</td>
<td></td>
<td>14</td>
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<tr>
<td>Salary Expense Q3/Q4</td>
<td>$1,305.50</td>
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<tr>
<td>Benefit Expense Q3/Q4</td>
<td>$190.59</td>
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<tr>
<td>Total Staffing Exp.</td>
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<td>$1,496.09</td>
</tr>
<tr>
<td>Month</td>
<td>Billable weeks</td>
<td>Staff</td>
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<tr>
<td>---------</td>
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<td>-----------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hourly wage FY 2015 rate</td>
</tr>
<tr>
<td>Dec. 2015</td>
<td>3</td>
<td>Weekly hours</td>
</tr>
<tr>
<td>Jan. 2016</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Feb. 2016</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Mar. 2016</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Apr. 2016</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>May 2016</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Jun. 2016</td>
<td>4</td>
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<tr>
<td>Jul. 2016</td>
<td>2</td>
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<tr>
<td>Aug. 2016</td>
<td>2</td>
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<tr>
<td>Sep. 2016</td>
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<td></td>
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<tr>
<td>Oct. 2016</td>
<td>2</td>
<td></td>
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<tr>
<td>Nov. 2016</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total salary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IMRF</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FICA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total salary w/IMRF</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total staffing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Revenue</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 2016 (3Q)</td>
<td>$13,362.50</td>
<td>12</td>
</tr>
<tr>
<td>Apr. 2016 (4Q)</td>
<td>$13,362.50</td>
<td>7</td>
</tr>
<tr>
<td>Jun. 2016 (1Q)</td>
<td>$13,762.50</td>
<td>11</td>
</tr>
<tr>
<td>Aug. 2016 registration</td>
<td>$4,650.00</td>
<td>12</td>
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<tr>
<td>Sept. 2016 (2Q)</td>
<td>$13,762.50</td>
<td>12</td>
</tr>
</tbody>
</table>

| Total revenue, FY 2016 | $54,900.00 |

| Total program cost | $50,966.12 |
| Total tuition revenue | $54,900.00 |
| Donations | $0.00 |
| Net Profit/Loss | $3,933.88 |
Kendall County
Forest Preserve District

Digital Ad Campaign

E-mail Blast
$500 per email blast (4-dates - $2,000)
- Design, send email to 10,000+ Kendall County residents
- Email will come from Kendall County Forest Preserve
- Drive traffic to new website links and build e-newsletter subscribers

Sponsored Content
$349 per month (12-months - $4,188)
- 1x article a month written on topic of your choice
- Article posted on KendallCountyNow.com and printed in 4 local newspapers
- 1x 30-second video, shoot the video, post on YouTube

Website
$1,099 - one time fee
$60 per month (12-months - $720)
- Build and host a 10-page website
- Up to 25 changes per month

Pencil Pushdown
$125 per week (4-weeks - $500)
- Large digital ad on KendallCountyNow.com
- Promote special events

Total Investment - $8,507

Kristin Hawkins - Senior Multi-Media Account Executive
khawkins@shawmedia.com - 630-385-4404
Kendall County Record
E-mail Blast
Targeted by geography

$500/email blast
(4 date total $2,000)

- Design, send email to 10,000+ Kendall County residents
- Email comes from Kendall County Forest Preserve
- Drives traffic to website
- Builds e-newsletter subscribers

Keep Your HEART Running Smoothly
Sponsored Content
Expert in your field

$349/month
(12 month total $4,188)

- 1x article a month written on
topic of your choice
- Article posted on
KendallCountyNow.com
- Printed in 4 local
newspapers
- 1x 30-second video, shoot
the video, post on YouTube
Website
Build and host website

$1,099 - 1x time fee

$60/month
(12 month total $720)

- Build a 10-page website
- Host and maintain website
- 25 changes per month
Pencil Pushdown
Exclusive Position

$125/week
(4 week total $500)

- Large digital ad on KendallCountyNow.com
- Promote special events
Summary
Digital Ad Campaign

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Kristin Hawkins
Senior Multi-Media Account Executive
khawkins@shawmedia.com
630-385-4404
KendallCountyNow.com
ShawMediaDigital.com
ShawVideoWorks.com
Kendall County Forest Preserve District Winter Programs

December 3rd - Pictures with Santa
Ages: All Ages
Location: Kendall County Historic Courthouse
Time: 6-8 pm
Price: Free
Come to The Kendall County Historic Courthouse for an evening of holiday cheer! Bring your cameras to take pictures of your child with Santa. Enjoy refreshments and a holiday craft.

December 9th - Babes in the Woods - Animals in Winter
Ages: 4-6
Location: Meadowhawk Lodge
Time: 10-11 am
Price: $5
Where do animals go in the winter? We will learn about the different ways animals survive through a story, craft and hike.

December 18th - Winter Night Hike
Ages: All Ages
Location: Eagles Nest Pavilion
Time: 5:30-6:30 pm
Price: $10 for a family up to 4, each additional child is $2
Spend the evening hiking Hoover Forest Preserve’s trails and learning about all that happens and lives in the forests at nighttime. Come dressed for the weather with a flashlight.

January 6th - Babes in the Woods - Everything Frozen!
Ages: 4-6
Location: Meadowhawk Lodge
Time: 10-11 am
Price: $5
Come and learn about all things Frozen! We will spend the morning doing Frozen inspired crafts and experiments based on the popular movie.

January 9th - Meet the Preserves: Richard Young
Ages: All
Location: Richard Young Picnic Shelter
Time: 10-11:00 am
Price: $5
Spend an hour or so a month exploring a different preserve in Kendall County with an informative and fun hike, a snack, and the chance to learn about local environments.
January 16th - Campfire and Pie
Ages: All
Location: Meadow Hawk Lodge
Time: 4:30-5:30 pm
Price: $10 for a family up to 4, each additional child is $2
Join us at Hoover Forest Preserve to enjoy a short hike, spend time around a campfire, and make pies over the fire. Come dressed for the weather and bring a can of your favorite fruit pie filling.

January 26th - Toddling Naturalist- Furs of Winter
Ages: 1-3
Location: Kendall County Historic Courthouse
Time: 10-11 am
Price: $5
Join us at the Historic Courthouse for a cozy morning to learn all about how animals adapt to colder weather. We will read stories and make a craft.

February 11th - Babes in the Woods- Love the Earth
Ages: 4-6
Location: Meadowhawk Lodge
Time: 10-11 am
Price: $5
Show your love for the earth just in time for Valentine’s Day! We will learn how to care for our Earth and make a Valentine’s Day inspired craft.

February 13th - Meet the Preserves- Hoover Forest Preserve
Ages: All
Location: Eagles Nest Pavilion
Time: 10-11:00 am
Price: $5
Spend an hour or so a month exploring a different preserve in Kendall County with an informative and fun hike, a snack, and the chance to learn about local environments.

February 22nd - Toddling Naturalists- All about Owls
Ages: 1-3
Location: Meadowhawk Lodge
Time: 10-11am
Price: $5
Whooo is that calling in the woods? Come and learn all about these mysterious animals with a story, game and craft!
<table>
<thead>
<tr>
<th>Name of Program</th>
<th>Date</th>
<th>Location</th>
<th>Age</th>
<th>Fee</th>
<th>Reg. Min</th>
<th>Reg. Max</th>
<th>Est. Sal.</th>
<th>Est. Supp</th>
<th>Net Gain (Range)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pictures with Santa</td>
<td>Dec. 3rd</td>
<td>KCHC</td>
<td>All Ages</td>
<td>Free</td>
<td>0</td>
<td>100</td>
<td>$56.00</td>
<td>$25.00</td>
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<tr>
<td>Babes in the Woods- Animals in Winter</td>
<td>Dec. 9th</td>
<td>Meadowhawk Lodge</td>
<td>Four- Six</td>
<td>$5 per child</td>
<td>6</td>
<td>15</td>
<td>$28.00</td>
<td>$0.00</td>
<td>$2-$47</td>
</tr>
<tr>
<td>Winter Night Hike</td>
<td>Dec. 18th</td>
<td>Eagles Nest</td>
<td>All Ages</td>
<td>$10 per family</td>
<td>4</td>
<td>10</td>
<td>$28.00</td>
<td>$10.00</td>
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<tr>
<td>Babes in the Woods- Everything Frozen!</td>
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<td>Meadowhawk Lodge</td>
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<td>6</td>
<td>15</td>
<td>$28.00</td>
<td>$0.00</td>
<td>$2-$47</td>
</tr>
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<td>All Ages</td>
<td>$5 per attendee</td>
<td>7</td>
<td>15</td>
<td>$28.00</td>
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<tr>
<td>Campfire and Pie</td>
<td>Jan. 16th</td>
<td>Meadowhawk Lodge</td>
<td>All Ages</td>
<td>$10 per family</td>
<td>4</td>
<td>10</td>
<td>$28.00</td>
<td>$10.00</td>
<td>$2-$62</td>
</tr>
<tr>
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<td>Jan. 26th</td>
<td>KCHC</td>
<td>One-Three</td>
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<td>6</td>
<td>15</td>
<td>$28.00</td>
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<td>15</td>
<td>$28.00</td>
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