

## Online Marketplace

Item	Budget (pre-HST)	Actual (CAD)	Notes
<b>One time set up cost</b>			
Staff or technician time	\$7,280.00		Estimate 40 hrs per week for 4 weeks at \$25 per hour to create the marketplace
<b>Annual Maintenance</b>			
Shopify account	\$420.00		An annual subscription should save \$\$ (monthly subscription is possible)
Apps (e.g. Canva and Multivendor Marketplace for Shop)	\$700.00		Apps have a monthly subscription fee which can be paid annually
Communication (social media ads and Google Ads)	\$600.00		Recommend a campaign each month - spending no more than \$50
Staff or technician time (ongoing maintenance)	\$1,200.00		Estimate 4 hrs per month for promotion and maintenance
<b>Total one time set up cost</b>	<b>\$7,280.00</b>		
<b>Total</b>	<b>\$2,920.00</b>		

## Virtual Event Budget (per event)

Item	Budget	Actual (CAD)	Notes
Graphic design	\$300.00		Estimate includes key creative pieces (e.g. 1920 x 1080 banner for video and a TTC Ad) and accompanying social media (Eventbrite banner, Facebook Banner, Twitter Banner, Instagram post template)
Videography and Production	\$1,500.00		Estimate assumes not-for-profit rate for all filming and editing
Hosting Platforms (e.g. Zoom, Eventbrite)	\$200.00		Conservative costs to host via Zoom and Eventbrite
Script Writing	\$200.00		Estimate based on hiring a writer for all scripts for the event segments/ roles
Event Moderator & Host	\$300.00		Honoraria for these key roles as part of the event planning and execution
IT technician	\$500.00		Estimate assumes 5 hours at \$75 per hour for event planning, trial run, and event execution
Entertainment & Talent	\$500.00		A budget for entertainers such as musician, magician, chef, comedian
Communications and Ads (Facebook, Google Ad words, Instagram ads, TTC Ad)	\$500.00		Estimated at \$150 for promotional via online ads and \$350 for TTC Ad poster (per BIA allocation)
Volunteer Honoraria	\$250.00		Additional support people during the event or supporting planning
Event organizer (e.g. BIA staff time)	\$1,000.00		Assumes 40 hours of support at \$25 / hr. Can be provided in kind if part of BIA staff salary
<b>Total</b>	<b>\$5,250.00</b>		