

Detailed project budget and budget justifications:

Project Budget:

The total budget for the project is \$300,000 over a 12-month period. The City of Ann Arbor will provide \$50,000 of support. The remaining \$250K budget request will allow for full development, education, outreach, deployment, and evaluation of the A2 GBC.

- Work with the partners to finalize A2 GBC program design and toolkit.
- Create A2 GBC events: kickoff, ongoing education, Sustainability Summit, and marketing.
- Create A2 GBC Portal:
 - Registration process
 - Participant tracking
 - Certification
 - Recognition
 - Audits
- Develop success metrics with partners and support data to evaluate success of program.
- Create technical support resources and support services for A2 GBC participants.
- Provide reports with data collected to the partner and the LDFA.
- Supporting promotion and marketing efforts to build awareness.
- Create and implement the Sustainability Summit.

BUDGET	
Staffing (2 interns)	\$25,000
Marketing (website, SEO, campaigns, etc)	\$95,000
Events (Kickoff, education, recruiting, summit, and company awards)	\$100,000
Materials and supplies (business signage)	\$30,000
TOTAL	\$250,000

City of Ann Arbor/OSI Matching Funds:

In Kind Support – the City of AA/OSI will provide staff time of \$25K in the first year.

Cash Support – the City of AA/OSI will provide \$25K in cash to support program deliverables, support for the events and Summit, as well as various other materials and support.