Professional Agency by Daniel Varona

Production Plan & Budget

Overview

- Professional Agency is an original workplace comedy written by Daniel Varona.
- Professional Agency will be a web series that will run for a total of 10 episodes.
- The series will have 9 recurring cast members. The crew will consist of 10 people, in addition to the Writer/Director.
- Production will take place in the Atlanta area.

What's the plan?

- The production will shoot 2 episodes per month. The production will last 5 months, for a total of 10 episodes.
- There will be 4 days of production every month. Every episode will require 2 days of production. There will be a total of 20 days of production throughout 5 months.
- The cast and crew will be flown in to Atlanta every month for 1 week. The 4 monthly days of production will take place during this week.
- The production will provide compensation, flights, hotel, meals, and transportation in Atlanta for everyone involved.
- Production for every episode will require 1 day of shooting at a local Atlanta business, and 1 day of shooting at the Graphic Solutions Associates office.
- The production will require a budget of **$100k per episode**, for a **total of $1M** for the entire web series.

Budget Overview

Professional Agency Budget per Episode		
Salaries, Hotel, Flights, Transportation, and Food	$	43,395
Graphic Solutions Associates Office	$	6,000
Local Atlanta Business Day Rent	$	3,000
Equipment	$	600
Wardrobe and Hair & Makeup	$	1,080
Set Design & Props	$	1,000
Writer/Director Salary	$	20,000
Writer/Director Hotel & Travel	$	3,500
Pre and Post Production Flex Budget	$	20,000
TOTAL per Episode	**$**	**98,575**

Cast Salaries per Episode

Professional Agency Cast Salary per Episode		
Orlando Cruz	$	3,000
Alex Iverson	$	2,400
Chase Rogers	$	1,000
Anthony LeTrois	$	1,000
Valen Lorenz	$	1,000
Daunte Peters	$	1,000
Ashley Williams	$	1,000
Kristine Johnson	$	1,000
Karen Tsu	$	1,000
Local Atlanta Business Owner	$	1,000
TOTAL per Episode	**$**	**13,400**

Crew Salaries per Episode

Professional Agency Crew Salary per Episode	
Director of Photography	$ 2,000
Sound Specialist	$ 1,600
Producer	$ 1,400
Location Manager	$ 1,400
Lighting Manager	$ 1,200
Assistant Director	$ 1,200
Hair & Makeup Lead	$ 1,200
Assistant to the Assistant Director	$ 800
Assistant to the Sound Specialist	$ 800
Electric Assembly Specialist	$ 800
TOTAL per Episode	**$12,400**

Detailed Budget Breakdown

Cast Salaries per Episode

- Orlando Cruz, Lead Actor. **$1,500 per day** of production. 2 days of production per episode. $3,000 total.
- Alex Iverson, Supporting Actor. **$1,200 per day** of production. 2 days of production per episode. $2,400 total.
- Chase Rogers, Supporting Actor. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.
- Anthony LeTrois, Supporting Actor. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.
- Valen Lorenz, Supporting Actor. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.

- Daunte Peters, Supporting Actor. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.
- Ashley Williams, Supporting Actor. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.
- Kristine Johnson, Supporting Actor. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.
- Karen Tsu, Supporting Actor. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.
- Local Atlanta Business Owner, Guest Star. **$1,000 per day** of production. 1 day of production per episode. $1,000 total.

Cast salaries are included in the "Salaries, Hotel, Flights, Transportation, and Food" line item of the budget.

Crew Salaries per Episode

- Director of Photography. **$2,000 per episode**. 2 days of production. 6-10 hours per day. Post-production work for color grading and editing.
- Sound Specialist. **$1,600 per episode**. 2 days of production. 6-10 hours per day. Post-production work for sound design.
- Producer. **$1,400 per episode**. 2 days of production. 6-10 hours per day. Pre-production work managing logistics to ensure everything is in place for production days.
- Location Manager. **$1,400 per episode**. 2 days of production. 6-10 hours per day. Pre-production work booking local businesses and business owners for the production.
- Lighting Manager. **$1,200 per episode**. 2 days of production. 6-10 hours per day.
- Assistant Director. **$1,200 per episode**. 2 days of production. 6-10 hours per day.

- Hair & Makeup Lead. **$1,200 per episode**. 2 days of production. 6-10 hours per day.
- Assistant to the Assistant Director. **$800 per episode**. 2 days of production. 6-10 hours per day.
- Assistant to the Sound Specialist. **$800 per episode**. 2 days of production. 6-10 hours per day.
- Electric Assembly Specialist. **$800 per episode**. 2 days of production. 6-10 hours per day.

Crew salaries are included in the "Salaries, Hotel, Flights, Transportation, and Food" line item of the budget.

Hotel Expense

The production assumes that a total of 16 cast and crew members will be flown in to Atlanta.

Team members that are flown in will share hotel rooms. 2 people per room. Hotel rooms are estimated to cost **$200/night**.

The production will book 7 nights in a hotel for everyone who is flown in. The 7 nights booked will give the production enough time to shoot 2 episodes.

- $200/night * 7 nights = **$1,400/hotel room**
- $1,400/hotel room * 8 rooms = **$11,200 hotel expense per week**
- $11,200 hotel expense per week / 2 episodes per week = **$5,600 hotel expense per episode**

*Hotel expense per episode of **$5,600** is included in the "Salaries, Hotel, Flights, Transportation, and Food" line item of the budget.*

Flights Expense

The production assumes that a total of 16 cast and crew members will be flown in to Atlanta.

The production assumes an average cost per round trip flight of **$500/flight**. This includes transportation to and from the airport, economy airfare, as well as one checked bag for every team member that is flown in.

1 round trip flight will give the production enough time to shoot 2 episodes.

- $500/round trip flight * 16 team members = **$8,000 flights expense per week**
- $8,000 flights expense per week / 2 episodes per week = **$4,000 flights expense per episode**

*Flights expense per episode of **$4,000** is included in the "Salaries, Hotel, Flights, Transportation, and Food" line item of the budget.*

Transportation Expense

The production will require the use of 1 speeder van for 6 days per week of production. The speeder van will be used to transport team members to the hotel, the production sets, and the Atlanta Airport as needed.

Additionally, the production will require a black car for the Writer/Director for 8 days per week of production.

The production is budgeting **$12,000 transportation expense per week** for the 6 days of the speeder van and the 8 days of the black car.

- $12,000 transportation expense per week / 2 episodes per week = **$6,000 transportation expense per episode**

*Transportation expense per episode of **$6,000** is included in the "Salaries, Hotel, Flights, Transportation, and Food" line item of the budget.*

Food Expense

The production is budgeting a generous amount of **$30/day for meals** for every team member. This budget is intended to ensure that all team members are well-fed. Team members need to eat well to have energy to work hard!

- $30/day * 7 days = **$210 food expense per person**
- $210 food expense per person * 19 team members = **$3,990 food expense per week**
- $3,990 food expense per week / 2 episodes per week = **$1,995 food expense per episode**

*Food expense per episode of **$1,995** is included in the "Salaries, Hotel, Flights, Transportation, and Food" line item of the budget.*

Graphic Solutions Associates Office Expense

The production is budgeting **$10,000/month** rent for a short-term 6 month rental of a furnished office for the production.

The office will be used as the set for the Graphic Solutions Associates Office. It will also be used as a headquarters for all work related to the production.

- $10,000 monthly rent * 6 months = **$60,000 office expense for entire production**

- $60,000 office expense for entire production / 10 episodes = **$6,000 office expense per episode**

*Office expense per episode of **$6,000** is included in the "Graphic Solutions Associates Office" line item of the budget.*

Local Atlanta Business Day Rent

The production is budgeting **$3,000** to rent a local Atlanta business for 1 day of production per episode.

*Rent expense per episode of **$3,000** for a local Atlanta business is included in the "Local Atlanta Business Day Rent" line item of the budget.*

Equipment Expense

The production is budgeting a total of **$6,000 equipment expense** for the entire production. Production equipment includes but is not limited to:

- Nikon DSLR D7500 camera
- Lenses, tripod, gimbal, memory cards, and batteries for camera
- Zoom H4 Audio Recorder
- Røde boom microphone, stick for boom microphone, and specialized headphones for audio recording
- Studio lights

- $6,000 equipment expense / 10 episodes = **$600 equipment expense per episode**

*Equipment expense per episode of **$600** is included in the "Equipment" line item of the budget.*

Wardrobe and Hair & Makeup Expense

The production is budgeting **$1,200 per character** for wardrobe and hair & makeup for the production.

Most wardrobe will be business casual attire that will be purchased at Macy's. The wardrobe is intended to help create an authentic depiction of who the Graphic Solutions Associates employees are.

Wardrobe and Hair & Makeup will be purchased with the intention of accurately representing who the character is, how they behave, and how they would actually dress if they were real.

- $1,200 per character * 9 characters = **$10,800 total wardrobe and hair & makeup expense**
- $10,800 total wardrobe and hair & makeup expense / 10 episodes = **$1,080 wardrobe and hair & makeup expense per episode**

*Wardrobe and hair & makeup expense per episode of **$1,080** is included in the "Wardrobe and Hair & Makeup" line item of the budget.*

Set Design & Props Expense

The production is budgeting **$1,000 set design & props** expense per episode. Set design and props refers to miscellaneous items that are intended to make the set feel more genuine.

Set design and props could include anything from a water cooler to prop computers and printers.

*Set design & props expense per episode of **$1,000** is included in the "Set Design & Props" line item of the budget.*

Writer/Director Salary

The production will pay the Writer/Director a salary of **$20,000 per episode**. The salary breakdown is as follows:

- $6,000 for writing the episode
- $4,000 for pre-production work. This includes, but is not limited to, ensuring everyone is present for the production, ensuring all locations are booked, ensuring rehearsals take place and leading rehearsals, accurately and clearly defining the vision for each episode with every team member, overall planning and supervision of the entire pre-production process.
- $6,000 for production work. 2 days of production. 6-10 hours per day.
- $4,000 for post-production work. This includes, but is not limited to, planning and outlining a post-production timeline, defining and communicating the vision for the post-production process to all team members involved in it, overseeing the entire post-production process with the end goal of ensuring that the final product is congruent with the original vision for the production.

- $6,000 for writing + $4,000 for pre-production + $6,000 for production + $4,000 for post-production = **$20,000 Writer/Director Salary per episode**

*Writer/Director Salary per episode of **$20,000** is included in the "Writer/Director Salary" line item of the budget.*

Writer/Director Hotel & Travel

The production will book a hotel suite for the Writer/Director for 7 nights for the week of production. The production is budgeting **$500/night** for the Writer/Director suite.

The production will book first-class round trip flights for the Writer/Director for the week of production. The production is budgeting **$3,500** for the Writer/Director round trip flight.

- $500/night * 7 nights = **$3,500 Writer/Director suite per week**
- $3,500 Writer/Director suite per week + $3,500 first class round trip flight = **$7,000 Writer/Director Hotel & Travel per week**
- $7,000 Writer/Director Hotel & Travel per week / 2 episodes per week = **$3,500 Writer/Director Hotel & Travel per episode**

*Writer/Director Hotel & Travel per episode of **$3,500** is included in the "Writer/Director Hotel & Travel" line item of the budget.*

Pre and Post Production Flex Budget

The production is creating a **$20,000 pre and post production flex budget** per episode.

The flex budget is in place to account for difficult to predict expenses that come up during pre and post production.

The flex budget is also in place to account for any unforeseen expenses that come up during the entirety of the production.

*Pre and post production flex budget per episode of **$20,000** is included in the "Pre and Post Production Flex Budget" line item of the budget.*