

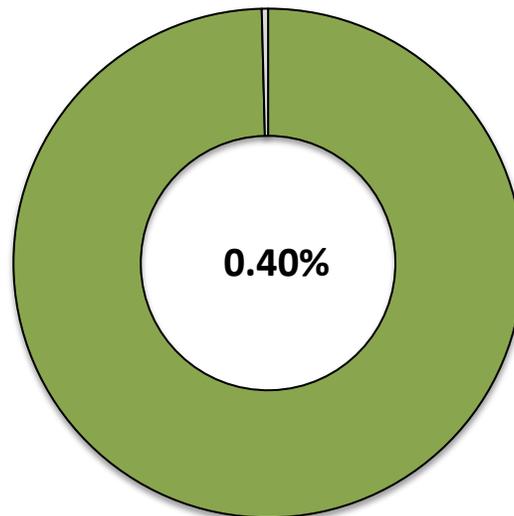
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) ACCESS CHANNEL ENTERPRISE FUND

Department Purpose Statement

The purpose of municipal television is to serve the community as a valued resource by providing timely news and events to inform Barnstable residents.



Percentage of FY21 All Appropriated Funds



Public, Educational, and Government (PEG) Enterprise Fund comprises 0.40% of all appropriated funds.

Enterprise Fund Services Provided

Working to keep government open and transparent.

The Town of Barnstable government and school access Channels 18 and 22 are valuable tools that connect the residents with the day-to-day workings of Barnstable Town Government and Barnstable Public Schools. The Town receives over \$800,000 per year from its cable license with Comcast. In accordance with the licensing agreement, the funds are restricted for use as they relate to public, educational, and governmental programming activity. The Town currently uses these funds to operate Channels 18 and 22. They were also used to finance the construction of a fiber optic network that was completed in FY2014. The network connects 48 municipal facilities including all school buildings. This fund will also be used to self-insure the network.



Channel 18 New Studio

We do this by providing the residents of Barnstable with: information about government and school issues; video coverage of board, committee, and commission meetings; up-to-date storm/emergency related information; road construction updates; coverage of a wide range of departments/divisions; development of original series; and displaying important Town and School announcements. Channel 18 now has five units: meeting coverage; documentaries; public service announcements; current events; and studio. Internship opportunities are provided to students at Channel 22 as well as production opportunities for students interested in broadcast journalism.

This is further enhanced by the availability of “Video on Demand” and live-streaming of the Town’s government access channel on the town’s website www.townofbarnstable.us.

Recent Accomplishments

- Creation of “Content That Matters” goals.
- Upgrades made to TV studio space and lighting.
- Won four awards at Alliance for Community Media Northeast Region Conference.
- Agenda Chaptering added to Town Council meetings and some board, committee, and commission meetings.
- Channel 18 continues to grow its social media presence.

Goals and Objectives – Town Council’s Quality of Life Strategic Plan (SP)

Short-Term:

1. Channel 18 continues coverage of more than 40 boards, committees, and commissions. **(SP: Education, Communication)**
2. “Content That Matters” programming related to the Comprehensive Wastewater Management Plan. **(SP: Education, Communication)**
3. Upgrades to Town Hall television studio lighting and physical plant. **(SP: Infrastructure, Communication)**
4. Create more Public Service Announcements (PSAs). **(SP: Education, Communication)**
5. Channel 22 will produce and expand the B2B news program outside of BHS to the lower grade levels of the district. **(SP: Education, Communication)**
6. Cover more Town events. **(SP: Education, Communication)**



Channel 18 –Cape Harmony on Hyannis Village Green

Long-Term:

1. 100% coverage of all Town boards, committees, commissions and subcommittees. **(SP: Education, Communication)**
2. Continue to create high quality and informative “content that matters” for Channel 18. **(SP: Education, Communication)**
3. Add closed-captioning to Channel 18 programming. **(SP: Education, Communication)**

PUBLIC, EDUCATIONAL, AND GOVERNMENTAL (PEG) ACCESS CHANNEL ENTERPRISE FUND

Enterprise Fund Budget Comparison

Public, Educational, Government (PEG)	Actual	Projected	Approved	Proposed	Change	Percent
Source of Funding	FY 2019	FY 2020	FY 2020	FY 2021	FY20 - 21	Change
Fees, Licenses, Permits	\$814,704	\$895,000	\$813,000	\$798,000	(\$15,000)	-1.85%
Interest and Other	39,641	35,000	25,000	25,000	-	0.00%
Total Operating Source of Funding	\$854,345	\$930,000	\$838,000	\$823,000	(\$15,000)	-1.79%
Total Sources of Funding	\$854,345	\$930,000	\$838,000	\$823,000	(\$15,000)	-1.79%
Expenditure Category						
Personnel	\$283,536	\$325,000	\$334,809	\$328,554	(\$6,255)	-1.87%
Benefits	70,977	79,859	89,187	84,944	(4,243)	-4.76%
Operating Expenses	390,982	316,955	390,517	376,788	(13,729)	-3.52%
Capital Outlay	72,707	38,256	42,000	30,000	(12,000)	-28.57%
Transfers Out	23,156	21,347	21,347	20,744	(603)	-2.82%
Total Operating Budget	\$841,358	\$781,417	\$877,860	\$841,030	(\$36,830)	-4.20%
Total Expenses	\$841,358	\$781,417	\$877,860	\$841,030	(\$36,830)	-4.20%
Excess (Deficiency) Cash Basis	\$12,987	\$148,583	(\$39,860)	(\$18,030)	\$21,830	

Beginning Certified Free Cash	\$ 2,351,014	\$ 2,364,001	\$ 2,324,141
FY 2020 Projected Excess (Deficiency)			148,583
Ending Projected Certified Free Cash	\$ 2,364,001	\$ 2,324,141	\$ 2,454,694

Job Title	FY 2019	FY 2020	FY 2021	Change
Assistant Station Manager	1.00	1.00	1.00	-
Communications Director	-	-	0.40	0.40
Director of Community Services	0.25	0.25	-	(0.25)
Executive Assistant	-	0.10	0.10	-
Station Manager	1.00	1.00	1.00	-
Video Assistant	1.00	1.00	1.00	-
Video Specialist	1.00	1.00	1.00	-
Full-time Equivalent Employees	4.25	4.35	4.50	0.15

Budget Reconciliation	Personnel	Operating	Capital Outlay	Totals	FTE
FY 2020 Approved Budget				\$877,860	
Contractual Obligations Net of Staff Turnover	450	-	-	450	-
Change in Indirect Costs	(1,095)	(607)	-	(1,702)	
One-Time Charges	(3,148)	-	(42,000)	(45,148)	-
FY 2021 Budget Changes					
1. Temporary Positions Budget Reduction	(30,000)	-	-	(30,000)	-
2. Communications Director	49,928	-	-	49,928	0.40
3. Reallocated Dir. of Community Services Salary	(26,633)	-	-	(26,633)	(0.25)
4. B2B School Channel 22 Transfer Reduced	-	(13,725)	-	(13,725)	-
5. Barnstable High School B2B TV Studio	-	-	30,000	30,000	-
FY 2021 Proposed Budget	(\$10,498)	(\$14,332)	(\$12,000)	\$841,030	0.15

Enterprise Fund Budget Comparison (Continued)

Summary of Budget Changes

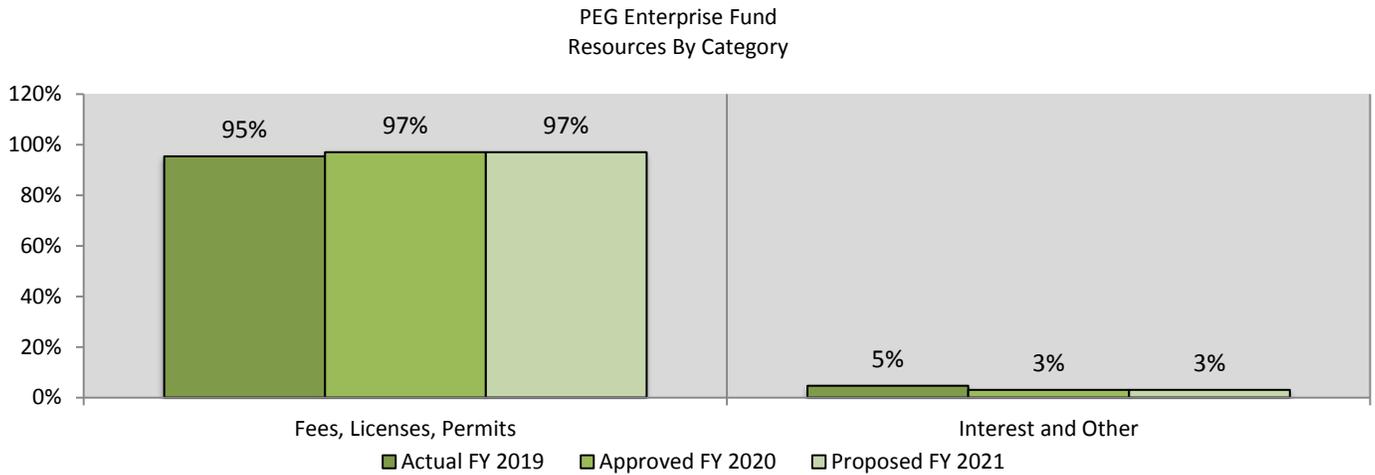
The Public, Education and Government Access Channel Enterprise Fund's proposed FY 2021 budget is decreasing -4.20% from the approved FY 2020 budget. The change in director's overseeing the operations is net 0.15 fte's. Personnel costs are decreasing as the temporary budget request in FY 2020 is being receded.

- 1. Temporary Position Budget Reduction** – Appropriations were approved in the FY 2020 budget for additional support with temporary personnel. Most of this request has been receded in the proposed FY 2021 budget.
- 2. Communication Director** – This is a newly created position that resides within the Town Manager's operation. This position will also be responsible for the PEG Enterprise Funds operations.
- 3. Reallocated Director of Community Services Salary** – The Communications Division has been transferred to the Town Manager's budget. The Director of Community Services will no longer be overseeing the enterprise funds day-to-day operations.
- 4. B2B School Channel 22 Transfer Reduced** – The enterprise fund is responsible for providing a portion of the Comcast revenues received each year to the school B2B Channel 22 for public broadcasting. This budget transfer has been reduced in line with revenue expectations.
- 5. Barnstable High School B2B TV Studio Upgrades** - B2B TV Studio at Barnstable High School is currently equipped with Lowel FluoTec 250 Studio lights. The Fluo Tec 250 Studio lights are obsolete in their service and technology. Fluorescent lighting is inefficient from an energy standpoint and the units are no longer serviceable technology. Additionally, the units are over 10 years old and ready or upgrade.



Channel 18 –On Location Oyster Project

Enterprise Fund Budget Comparison (Continued)



Factors Affecting Revenues

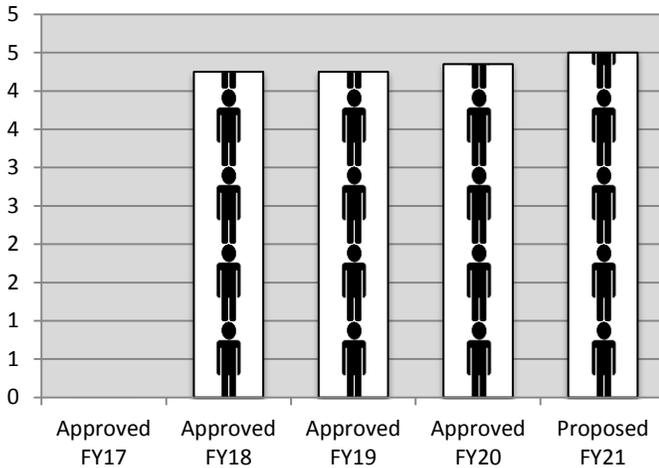
Public, Educational, Governmental Enterprise Fund receives 97% of its revenue source from a cable license with Comcast. After several years of growth, this source of revenue is projected to decline over the next few fiscal years most likely due to subscribers moving to streaming services as an alternative to cable television.

Factors Affecting Expenses

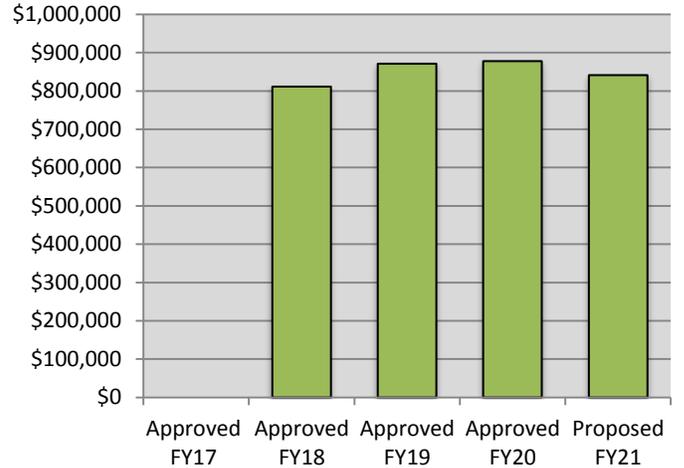
This enterprise fund records all Town Council public hearings as well as the numerous boards and committee that function within the town. The numbers meetings taking place on a monthly basis influence operating cost. Also, this fund provides appropriations for school B2B Channel 22. Internet maintenance and charges are the next largest component to the enterprise funds budget.

Enterprise Fund Budget History

PEG Enterprise Fund
Full Time Employee History



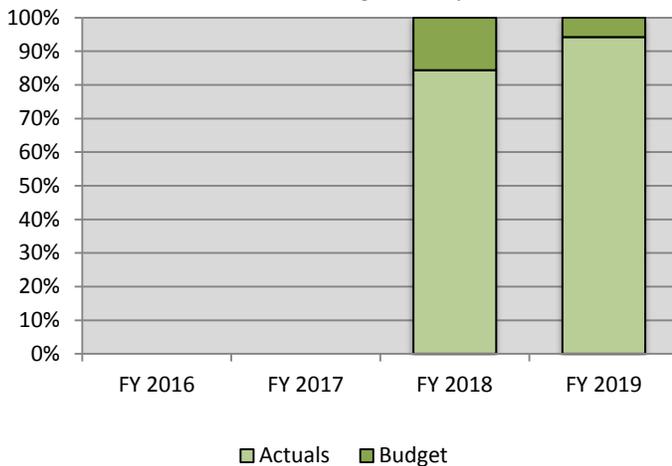
PEG Enterprise Fund
Budget History



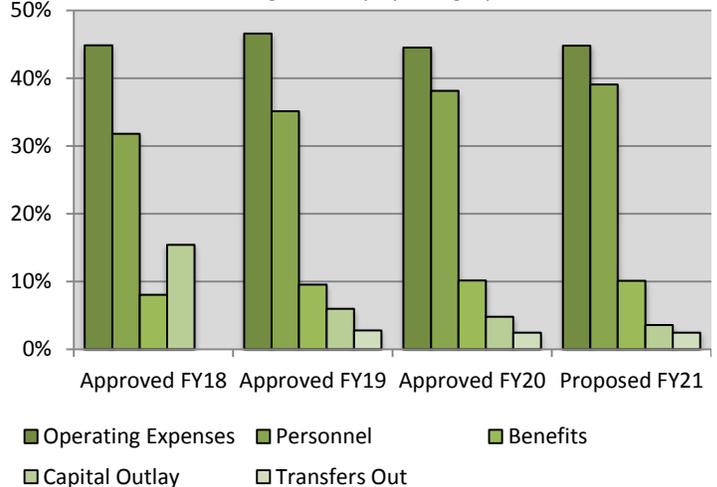
The change in FY 2018 is due to salary reallocation from the General Fund into the Enterprise Fund. The proposed FY 2021 budget also includes a net (0.15) fte salary allocation into the fund.

The budget for this operation has remain level funded over the four-year period.

PEG Enterprise Fund
Actuals to Budget History



PEG Enterprise Fund
Budget History By Category



The PEG Enterprise Fund actual expenditures have ranged 84% to 94% of annually approved budgets.

Operating expenses are the largest component at 45%. Personnel and benefits is the second largest area of the budget at 49%.

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