

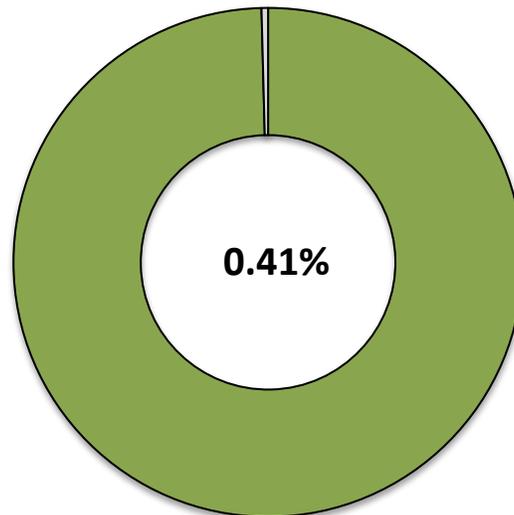
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) ACCESS CHANNEL ENTERPRISE FUND

Department Purpose Statement

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



% of FY 2022 All Appropriated Funds



Public, Educational, and Government (PEG) Enterprise Fund comprises 0.41% 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 as well as Cape Cod Community Television Corporation also known as Cape Media on Channel 99. The funds 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: video coverage of board, committee, and commission meetings; information about government and school issues; 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.

Our outreach 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

- Immediately incorporated Zoom into our meeting coverage during the global pandemic.
- Created video content for staying safe and doing business during the ongoing COVID-19 health crisis.
- Won three 1st Place, one 2nd Place, and two 3rd awards at Alliance for Community Media Northeast Region Conference.
- Channel 18 continues to grow its social media presence which has been a critical part of communications with an election season like no other, the 2020 Census (federal), and communicating in English, Spanish, and Portuguese.
- 13 Students created three Student productions nominated for National Student Production awards from The Foundation of the National Academy of Television Arts & Sciences.
- Now livestream ALL home/varsity sports games on YouTube and Facebook.

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. Add closed-captioning to Channel 18 programming. **(SP: Education, Communications)**
3. "Content That Matters" programming related to the Comprehensive Wastewater Management Plan. **(SP: Education, Communication)**
4. Upgrades to Town Hall Hearing Room and physical plant. **(SP: Infrastructure, Communication)**
5. Create more Public Service Announcements (PSAs). **(SP: Education, Communication)**
6. Hire a full-time Live Sports Producer for B2B. **(SP: Education, Communication)**
7. Channel 22 will produce and expand the B2B news program outside of BHS to the lower grade levels of the district. **(SP: Education, Communication)**
8. Cover more Town events. **(SP: Education, Communication)**



Channel 18 Staff Paula Hersey, Stone Dow, and Chris Ledda

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)**



B2B Studio at Barnstable High School

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 2020	FY 2021	FY 2021	FY 2022	FY21 - 22	Change
Fees, Licenses, Permits	\$843,725	\$938,785	\$798,000	\$789,103	(\$8,897)	-1.11%
Interest and Other	38,143	21,434	25,000	92,000	67,000	268.00%
Trust Funds	100,000	-	-	-	-	0.00%
Total Operating Sources	\$981,868	\$960,220	\$823,000	\$881,103	\$58,103	7.06%
Total Sources of Funding	\$981,868	\$960,220	\$823,000	\$881,103	\$58,103	7.06%
Direct Operating Expenses						
Personnel	\$299,832	\$316,479	\$327,586	\$341,213	\$13,627	4.16%
Benefits	21,883	23,533	25,958	30,038	4,080	15.72%
Operating Expenses	272,031	340,109	374,943	397,846	22,903	6.11%
Capital Outlay	41,856	26,144	30,000	30,000	-	0.00%
Total Direct Operating Expenses	\$635,602	\$706,265	\$758,487	\$799,097	\$40,610	5.35%
Indirect Operating Costs						
General Fund Staff	\$19,761	\$18,768	\$18,768	\$16,960	(\$1,808)	-9.63%
Pensions	61,049	59,954	59,954	60,973	1,019	1.70%
Audit & Software Costs	1,586	1,976	1,976	2,065	89	4.51%
Property, Liability Insurance	1,849	1,845	1,845	2,008	163	8.83%
Total Indirect Operating Expenses	\$84,245	\$82,543	\$82,543	\$82,006	(\$537)	-0.65%
Total Operating Expenses	\$719,847	\$788,808	\$841,030	\$881,103	\$40,073	4.76%
Total Expenses	\$719,847	\$788,808	\$841,030	\$881,103	\$40,073	4.76%
Excess (Deficiency) Cash Basis	\$262,021	\$171,412	(\$18,030)	\$0	\$18,030	
Beginning Certified Free Cash	\$2,441,361		\$2,703,382	\$2,685,352		
FY 2021 Projected Excess (Deficiency)				171,412		
Ending Projected Certified Free Cash	\$2,703,382		\$2,685,352	\$2,856,764		

Summary of Budget Changes

The Public, Education and Government Access Channel Enterprise Fund's proposed FY 2022 budget is increased by \$40,073 (4.76%) from the approved FY 2021 budget. The personnel budget change is due to contractual obligations. Operating budget change includes funds for the James H. Crocker Hearing Room repairs and upgrades. This line item also includes funds to support a live sports producer position for Channel 22. Capital outlay cost includes the annual B2B TV studio repairs and replacement program.

Enterprise Fund Budget Comparison (Continued)

Job Title	FY 2020
Assistant Channel Station Manager	1.00
Channel Station Manager	1.00
Communications Director	-
Community Services Director	0.25
Office Manager/Executive Assistant	0.10
Video Assistant	1.00
Video Specialist	1.00
Full-time Equivalent Employees	4.35

FY 2021	FY 2022	Change
1.00	1.00	-
1.00	1.00	-
0.40	0.40	-
-	-	-
0.10	0.10	-
1.00	1.00	-
1.00	1.00	-
4.50	4.50	-

Budget Reconciliation	Personnel	Operating	Capital	Totals	FTE
FY 2021 Approved Budget				\$841,030	
Contractual Obligations Net of Staff Turnover	17,707	-	-	17,707	-
Change in Indirect Costs	1,019	(1,556)	-	(537)	
One-Time Costs	-	(35,000)	(30,000)	(65,000)	-
Debt Service	-	-	-	-	-
FY 2022 Budget Changes					
1. Hearing Room Repairs and Upgrades	-	15,903	-	15,903	-
2. Live Sports Instructor	-	42,000	-	42,000	-
3. Barnstable High School B2B TV Studio	-	-	30,000	30,000	-
FY 2022 Proposed Budget	\$18,726	\$21,347	\$0	\$881,103	-

- James H. Crocker, Jr. Hearing Room Audio Visual Repairs and Upgrades** - Replacement of one (1) screen and 22 gooseneck microphones for the James H. Crocker, Jr. Hearing Room. Replace and install handheld microphones. Repair and fix any damaged or broken audio inputs. We are having issues with one screen that is unable to properly retract into the housing unit. The screen is no longer under warranty. All microphones should be replaced on a regular basis due to wear. It has been over 10 years since the audio inputs were evaluated and we have had issues both within the Hearing Room and over Channel 18. While we are currently using Zoom for our meetings, we will need to make sure our equipment is functional if in person meetings are allowed in the future.
- Live Sports Instructor** – Sports programming is the primary source of content for B2B TV. Not only do games convert nicely into hour-long programs but they demonstrate the school community at its peak positivity and engagement. During the most recent school year, COVID restrictions demanded that we live stream as many sports games as possible. Fans, parents, and the student body were not allowed to attend and the immediate access provided entertainment and assistance for parents in picking up their student-athletes after the games.
- Barnstable High School B2B TV Studio** – B2B TV studio at Barnstable High School is on a 5-year replacement plan for studio cameras and is on schedule to upgrade for FY 2022. The existing cameras were purchased in 2014 and are outdated and/or broken.

Enterprise Fund Budget Comparison (Continued)

Factors Affecting Revenues

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 agreement with Comcast Cable. 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.

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.

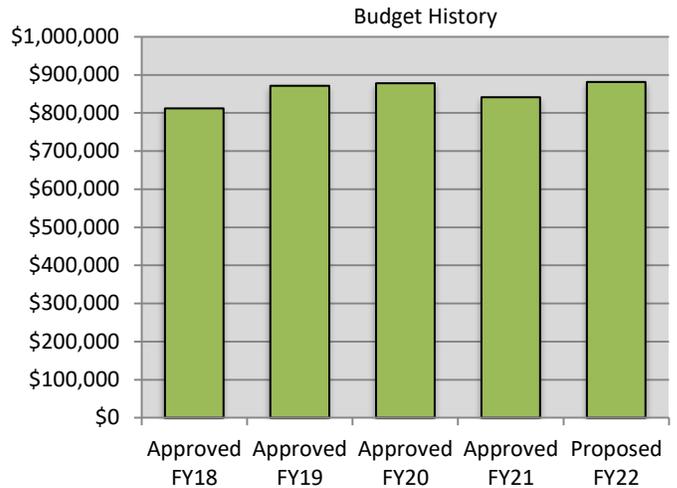
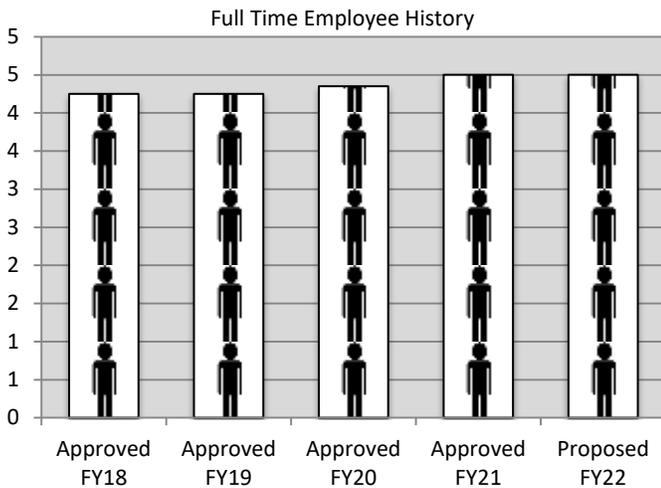


Channel 18 –Cape Harmony on Hyannis Village Green

Factors Affecting Expenses

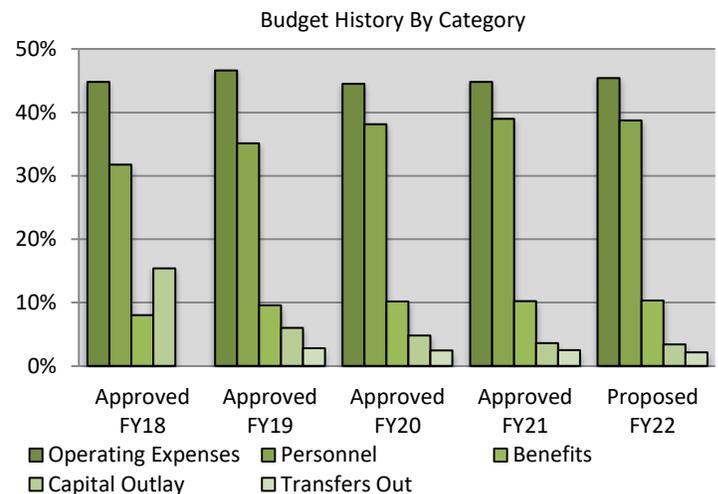
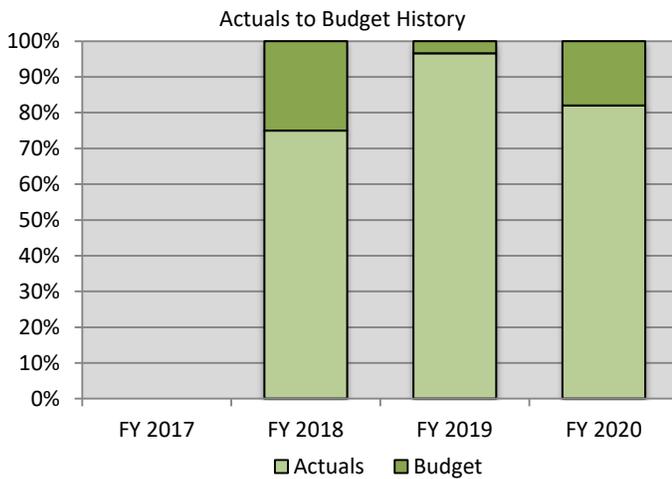
This enterprise fund records all Town Council public hearings as well as the numerous boards and committees that function within the town. The number of meetings taking place on a monthly basis influence operating cost. Also, this fund provides appropriations for school B2B Channel 22. Internet maintenance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

PEG Enterprise Fund Budget History



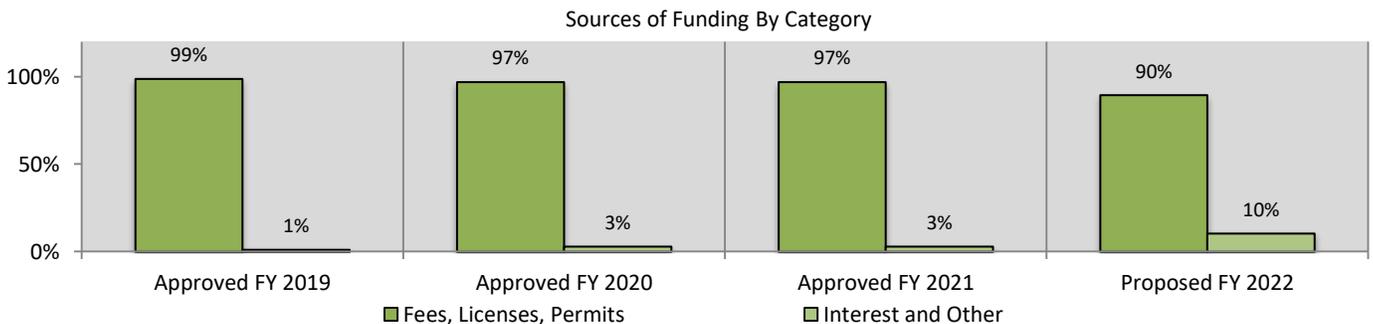
The FY 2021 budget includes a net (0.15) fte salary allocation into the fund.

The budget for this operation has remained level funded over the five year period.



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%.



Public, Educational, Governmental Enterprise Fund receives 90% of its revenue source from a cable license with Comcast.

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