



Channel 6 - Education • Channel 17 - Government • Channel 22 - Public  
[www.yourconcordtv.org](http://www.yourconcordtv.org)

Located in Concord High School, 170 Warren St., Concord, NH 03301

May 15, 2019

Thomas Aspell  
City Manager  
City of Concord  
41 Green Street  
Concord, NH 03301



Dear Tom,

The Concord Community TV Board of Directors and staff presented its live budget presentation on our channels on Tuesday, May 14, 2019, as required by our agreement with the City of Concord:

Article III.B.2e

ConcordTV agrees to:

Provide the City with a draft budget by May 15<sup>th</sup> of each year, showing the next year's proposed revenues and expenditures, showing current year budget, estimated current year revenues and expenditures and two years previous actual expenditures with appropriate explanatory details. Explanatory details shall include the derivation of major revenues and expenditures, and explanations of significant year-to-year changes in numbers. Said budget is to be presented to the public at an open meeting and cablecast on ConcordTV, a notice of which shall be posted on the ConcordTV website, City Hall, and in a newspaper of general circulation in the greater Concord area at least ten (10) days prior to the meeting.

I am pleased to provide you with the budget as presented and passed by our Board at that meeting, as well as explanatory details as per contract requirement.

If you have any questions, please do not hesitate to call me at 226-8872 or email me at [doris@yourconcordtv.org](mailto:doris@yourconcordtv.org).

Sincerely,

Doris Ballard  
Executive Director

		Actual Revenues and Expenditures FY 2016-2017	Actual Revenues and Expenditures FY 2017-2018	Current Year Budget FY 2018-2019	Estimated Actual Current Year FY 2018-2019	Proposed Revenues and Expenditures FY 2019-2020
Column A	Column B	Column C	Column D	Column E	Column F	Column G
	Revenue					
4000	Franchise Fee	295,416.96	296,230.00	285,000.00	284,037.00	261,300.00
4020	Underwriting Income	1,700.00	1,000.00	1,800.00	1,578.85	1,600.00
4030	Contributions Income	4,146.10	4,550.00	5,000.00	5,000.00	5,000.00
4100	Grants	9,632.00	15,628.00	0.00	8,892.00	0.00
4104	Comcast Grant	52,500.00	52,500.00	52,500.00	52,500.00	52,500.00
4105	CSD Community Education Svs	0.00	23,000.00	8,500.00	8,500.00	0.00
4150	Miscellaneous Income	995.00	1,551.84	0.00	33,152.51	0.00
4200	Tape/DVD Dubbing	617.00	588.00	300.00	254.00	200.00
4350	Class and Workshop Fees	4,328.00	6,259.57	6,000.00	4,941.00	6,000.00
4400	Annual Fundraiser: EE	12,850.32	15,759.80	18,000.00	16,569.42	18,000.00
4406	Youth Video Festival	0.00	0.00	0.00	574.81	500.00
4407	Concord On Air	0.00	0.00	2,000.00	663.90	0.00
4510	Used Equipment Sales	75.00	200.00	0.00	1,452.10	0.00
4800	Interest Income	118.05	605.73	85.00	1,536.08	1,400.00
	<b>Total Revenue</b>	<b>382,378.43</b>	<b>417,872.94</b>	<b>379,185.00</b>	<b>419,651.67</b>	<b>346,500.00</b>
	<b>Expenses</b>					
5000	Marketing	1,899.17	3,161.27	1,675.00	1,436.10	1,100.00
5030	Conference/Fees	3,705.80	1,627.86	400.00	55.00	400.00
5032	Music License	0.00	500.00	500.00	500.00	500.00
5035	Training and Education	500.00	1,660.25	200.00	359.00	850.00
5040	Dues/Subscriptions	975.00	1,057.47	900.00	847.00	900.00
5050	Postage and Delivery	433.24	343.26	600.00	574.05	400.00
5060	Printing and Reproduction	406.64	0.00	600.00	831.80	350.00
5080	Tape Stock	79.93	0.00	0.00	0.00	0.00
5090	Telephone and Internet	3,442.50	3,230.94	3,400.00	3,291.95	3,300.00
5092	TelVue Streaming	5,400.00	5,400.00	6,000.00	5,400.00	5,600.00
5095	Website	233.37	311.35	250.00	239.37	250.00
5096	Quickbooks Support	138.75	737.50	855.00	855.00	855.00
5097	Adobe Creative Cloud	0.00	0.00	3,000.00	3,359.04	3,400.00
5099	Live Video Streaming	0.00	0.00	1,800.00	0.00	1,600.00
5110	Volunteer Services and Events	481.63	1,008.60	400.00	468.44	400.00



5200	Health Insurance	21,678.27	22,375.21	28,000.00	24,286.33	37,000.00
5220	IRA Expenses	3,300.00	3,600.00	3,200.00	3,000.00	3,600.00
5300	Business Insurance	7,111.00	7,551.50	7,600.00	6,893.00	6,957.00
5330	Workers Comp	2,077.08	2,153.27	2,500.00	2,468.25	2,500.00
5410	Accounting/Audit	5,800.00	6,118.75	6,200.00	5,950.00	6,000.00
5415	Payroll Service	1,564.19	1,685.75	1,800.00	1,669.44	1,800.00
5700	Studio/Office Supplies	3,833.75	3,427.65	3,000.00	2,937.45	2,500.00
5999	State of NH Fees	100.00	75.00	100.00	75.00	75.00
6000	TV Production Equipment	146.71	0.00	0.00	0.00	0.00
6110	Automobile Expense	1,332.63	1,653.94	2,250.00	2,311.90	2,200.00
6300	Repairs/Maintenance	3,252.43	90.00	500.00	500.00	500.00
6350	Travel/Meetings	405.20	629.53	700.00	800.00	500.00
6560	Payroll Expenses	191,604.23	242,216.15	252,000.00	259,767.00	239,100.00
6660	Independent Contractor	100.00	0.00	0.00	1,500.00	0.00
6676	Connolly Annual Scholarship	250.00	250.00	250.00	250.00	0.00
8010	Other Expenses	0.00	0.00	0.00	1,144.46	0.00
	<b>Total Expenses</b>	<b>260,251.52</b>	<b>310,865.25</b>	<b>328,680.00</b>	<b>331,769.58</b>	<b>322,637.00</b>
	<b>Net Revenue</b>	<b>122,126.91</b>	<b>107,007.69</b>	<b>50,505.00</b>	<b>87,882.09</b>	<b>23,863.00</b>
	Reserve for Equipment from fundraising	-12,041.72	-15,000.00	0.00	0.00	0.00
	Reserve for Equipment from Comcast G	-52,500.00	-52,500.00	-52,500.00	-52,500.00	-52,500.00
	Reserve for Equipment from surplus	-30,000.00	-30,000.00	0.00	0.00	0.00
	<b>Total Reserves</b>	<b>-94,541.72</b>	<b>-97,500.00</b>	<b>-52,500.00</b>	<b>-52,500.00</b>	<b>-52,500.00</b>
	<b>Net Revenue after reserves</b>	<b>27,585.19</b>	<b>9,507.69</b>	<b>-1,995.00</b>	<b>35,382.09</b>	<b>-28,637.00</b>

Concord Community TV  
Live Budget Presentation  
May 14, 2019

**Past and Current Fiscal Years Budget Explanations**

1. The annual live budget presentation is a requirement of ConcordTV's contract with the City of Concord and Concord School District, as written in the City Manager's enclosed cover letter.

**2. Report Explanations:**

<b>Column A:</b>	Account #
<b>Column B:</b>	Account description
<b>Columns C and D:</b>	Two years previous Actual Revenues and Expenditures (FY 2016-2017) and FY 2017-2018)
<b>Column E:</b>	Current Year Budget (FY 2018-2019)
<b>Column F:</b>	Estimated Actual Current Year Revenues and Expenditures
<b>Column G:</b>	Proposed Revenues and Expenditures for FY 2019-2020, based on contracted amount of 33.5% of franchise fees.

**3. Derivation of Major Revenues and Explanations of Significant Year-to-Year Changes in Numbers**

**Acct. #4000: Franchise Fee**

Budgeted FY 2018-2019: \$285,000; Estimated actual: **\$284,037**

Estimated franchise fee based on 2020 City budget presentation:

**\$261,300** (estimated by city: \$832,500, less Comcast grant \$52,500 x 33.5 ConcordTV % as per contract)

**Note:** the reduction in estimated franchise fees to ConcordTV equals a loss in revenues of **\$22,737** from last year's estimate. Therefore, many of the line items in this year's proposed budget were reduced so as to minimize the losses to the organization's general fund, but without impacting the mission and level of service offered to the community.

**Acct. #4030: Contributions Income**

ConcordTV provides many hours of staff time and equipment to the annual Boys and Girls Club auction. In 2019, the Club and ConcordTV entered into an agreement in which the Club would donate \$5,000 to

ConcordTV in support of the effort that goes in to providing technical support of the Club's auction, a major fundraiser for their organization.

**Acct.#4100: Grants**

**Budgeted: 00.00, Actual estimate: \$8,892, Proposed budget FY 2019-2020: 00.00**

ConcordTV receives in this fiscal year a grant from Community Bridges that provides one of its clients with the opportunity to work in production at ConcordTV that may result in his securing future employment in this field. However, since ConcordTV cannot depend on receiving this grant from year to year, this line item is budgeted at zero. Whatever is received from this grant helps to build the general fund which is important to the financial security of the organization.

**Acct.#4105: Community Education Svs**

This was a one-year agreement with the Concord School District that ConcordTV would provide staff to cover the needs of the District's Community Education program at the high school (\$23,000 in FY 2017-2018) as the Community Education program transitioned to the new City Community Center. The funds helped to cover the salary of a part time production staff for FY 2017-2018 and 2018-2019 (\$8,500 carryover reserved for that position).

**Acct.#4150: Miscellaneous Income**

In FY 2018-2019, ConcordTV invested \$92,577 in new lighting in the studio. Unitil provided a rebate of \$33,152 to the Concord School District for the improved and efficient lighting installation which was passed on to ConcordTV as part of its investment. This helped to mitigate some of the financial loss to the general fund.

**Acct. #4350: Class and Workshop Fees**

The estimated budget for classes and workshops was set at \$6,000 for FY 2018-2019. However, the actual estimate is \$4,941. This is a result of staffing changes which resulted in the need to cancel marketing workshops. The good news is that increases are largely due to the Youth Video Camps offered via Parks and Rec, which is running at full capacity in the summer and during other school vacation weeks.

**Acct.#4400: Annual Fundraiser**

The Easter Eggstravaganza is growing steadily since its first year in FY 2016-2017. FY 2019-2020 will be the 5<sup>th</sup> year of the event and is budgeted at a conservative profit of \$18,000. It is anticipated that as the

popularity of the event continues to draw more crowds (est. 2,000 this year), we will be able to increase the profits through more sponsorships. This year raised a net of \$16,569.42. Previous years profits were reserved for equipment. However, this year, the board decided to reserve funds towards our greatest asset and resource to the community . . . our staffing needs!

**Acct.#4406: Youth Video Festival**

ConcordTV held an extremely successful Youth Video Festival at Red River Theatres which screened many of the films that the campers created as part of the 5 weeks of classes (59 students participated) and recognized every participant with awards. The theatre was sold out and after expenses, the festival netted \$574.81. This is an annual event that will continue every September!

**Acct.#4407: Concord On Air**

We had hoped to have ConcordTV's annual Concord On Air live telecast as another fundraiser, budgeting \$2,000 for proposed revenue. However, the event netted \$663.90 and seemed to take away from the original concept of the telecast, which is to focus on the community, city, school district, arts, and nonprofits, (without a distraction of soliciting funds from viewers and participants during the live production). Therefore, the event will remain as originally intended: a major "friend raiser" and marketing opportunity for ConcordTV and its partners and collaborators.

**Acct.#4510: Used Equipment Sales**

ConcordTV, as a result of purchasing new equipment, was able to sell used equipment raising \$1,452.10 in FY 2018-2019.

**4. Derivation of Major Expenditures and Explanations of Significant Year-to-Year Changes in Numbers.**

For the purpose of this report, I will be noting the major accounts which have been directly affected by the loss in franchise fees for FY 2019-2020. All other accounts were reduced as much as possible in such a way as to not affect the overall services that we provide to the City, School District and community.

**Acct.#5099: Live Video Streaming**

ConcordTV budgeted \$1,800 in FY 2018-2019 with the intent that we would begin to provide occasional live streaming during a few city events. Although the opportunity to do so in this fiscal year did not present itself, we budgeted a reduced amount of \$1,600 in the hopes that it will happen in FY 2019-2020 given that ConcordTV is working more closely with the City's Information Officer in creating content as part of its

communication efforts. Keeping this option open in the budget would provide an incentive to present important content "live" to the public as it presents itself.

**Acct. # 5200: Health Insurance**

Insurance estimate of \$24,286.33 came in lower than budgeted in FY 2018-2019 amount of \$28,000. This was a result of health insurance renewals being much less than anticipated. However, due to changes in staffing, health insurance coverage is greater than in previous years. The proposed budget for 2020 is \$37,000 and also includes expectations of possible increases in the new year.

**Acct.#6560: Payroll Expenses**

This is the account that is mostly affected by the estimated decrease in franchise fees (see #2):

1. Payroll was budgeted as \$252,000 for FY 2018-2019, with an actual estimate of \$259,767. The increase is due to staffing changes which required cross- training of new employee by an outgoing staff member.
2. The FY 2019-2020 budget for payroll, which was set at \$252,000 for 2019-2020, is set at \$239,100. Although this represents a savings of \$13,000, it is not enough to offset the loss of revenue from decreasing franchise fees. And the reduction is as a result of staff adjustments (not replacing a part time employee who left our employ, and one "voluntary" reduction in salary of a full time employee).

**Note:** Any further reductions in payroll would result in layoff(s) which would certainly affect the ability to provide the resources at its current level to the City, School District, and community. **See final notes below on net revenues.**

**Net Revenues**

In FY 2018-2019, estimated net revenues are expected to be approximately \$35,000. This is due to the one-time receipt of Unital's rebate for studio lighting of \$33,000. Although it was the intent to keep this amount in the general fund for emergencies and/or to keep the fund at a level which provides more security for the organization's future, it appears that the current emergency is to use monies from the general fund to cover the decreases in revenues of the proposed budget **deficit of \$28,637** in FY 2019-2020 (acct. #4150).

**Report Summary**

Based on the start of decreasing revenues from franchise fees that the City receives from its cable provider, and with the expectation that this is a trend that will continue, this report is a reflection of how ConcordTV will be impacted in providing its current level of resources to the community.

And it would be no surprise, that as the organization continues to use its general fund year after year to cover expenses, that it will most likely come to a point where the organization will no longer exist, which would be a great loss to the City, School District, nonprofits, youth and thousands of our citizens.

### **The Solution?**

As franchise fees continue to decrease, the only solution to ConcordTV's survival in the future may be to work with ConcordTV's partners, the City Council and Concord School Board, in developing a strategy that supports level-funding of the organization. This is a conversation that will most certainly take place in the near future (most likely when renegotiating the three-way contract with the City and School District that ends in October 2021). But for this next year, the board of ConcordTV is prepared to do what it can to offset the deficit as explained in this report.

In conclusion, on behalf of the ConcordTV Board of Directors and staff, I thank you, the City Council, and the Concord School Board, for its ongoing support. It is serendipitous that we will be receiving the Chamber of Commerce's Pinnacle Award as the Nonprofit Business of the Year on June 6<sup>th</sup>, and that we will be celebrating the organization's 20<sup>th</sup> year in serving the community on Friday, June 7<sup>th</sup>.

We hope you will join us at either, or both, of these important celebrations.

Sincerely,

A handwritten signature in black ink, appearing to read "Doris Ballard". The signature is fluid and cursive, with the first name "Doris" and last name "Ballard" clearly distinguishable.

Doris Ballard  
Executive Director