



City of Blaine

City Council Workshop

October 21, 2024 | 5:30 PM
Blaine City Hall
10801 Town Square Drive NE
Blaine, MN 55449

AGENDA

NOTICE OF WORKSHOP MEETING

In accordance with the provisions of Section 3.01 of the Blaine City Charter, a Council Workshop meeting is scheduled for the following purpose:

1. Call to Order

2. Roll Call

3. New Business

3.1. 2024-459 Closed Session Pursuant to MN Statute 13D.03 Subd. (1)(b) - Labor Negotiations Update

Sponsors: Scott Johnson, Director of Administrative Services

3.2. 2024-460 Closed Session Pursuant to MN Statute 13D.05(3)(c)(3) - Discuss Property Purchase Offers Related to Properties Identified as PID 21-31-23-24-0009 and 21-31-23-24-0014

Sponsors: Erik Thorvig, Community Development Director

3.3. 2024-495 North Metro TV (NMTV) - Merger Discussion Update

Sponsors: Michelle Wolfe, City Manager

4. Other Business

5. Adjournment



City of Blaine Staff Report

File Number: 2024-459

Agenda Date

October 21, 2024

Status

In Control

City Council

File Type

Workshop Item

New Business - Scott Johnson, Director of Administrative Services

Agenda Item # 3.1

Closed Session Pursuant to MN Statute 13D.03 Subd. (1)(b) - Labor Negotiations Update

Background

Attorney Lida Bannink and staff will provide an update on the labor negotiations with the Police Captains.

The contract with Police Captains will expire at the end of 2024. Collective bargaining with the captains has started. The contract for the Deputy Chief position expired at the end of 2023, however, the position is currently vacant (a recruitment process is underway.) We will know more about the process for that contract once the position is filled. The contracts with Police Sergeants, Police Patrol Officers, and Public Works employees expire in 2025 and negotiations will take place next year.

Staff Recommendation

Questions for Council

Attachment List

None



City of Blaine Staff Report

File Number: 2024-460

Agenda Date

October 21, 2024

Status

In Control

City Council

File Type

Workshop Item

New Business - Erik Thorvig, Community Development Director

Agenda Item # 3.2

Closed Session Pursuant to MN Statute 13D.05(3)(c)(3) - Discuss Property Purchase Offers Related to Properties Identified as PID 21-31-23-24-0009 and 21-31-23-24-0014

Background

Pursuant to MN Statute 13D.05(3)(c)(3), a closed session will be held to discuss offers to purchase properties identified as PID 21-31-23-24-0009 and 21-31-23-24-0014.

Staff Recommendation

Discuss and provide feedback to staff.

Questions for Council

Attachment List

None



City of Blaine Staff Report

File Number: 2024-495

Agenda Date	Status
October 21, 2024	
In Control	File Type
City Council	Workshop Item

New Business - Michelle Wolfe, City Manager

Agenda Item # 3.3

North Metro TV (NMTV) - Merger Discussion Update

Background

The City Council previously discussed this topic and authorized a letter to be sent to CCX TV, requesting the opportunity to explore the option of merging cable commissions. CCX TV responded that they would be open to such a discussion. North Metro Cable Commission has had discussions about this topic, with a recent vote resulting in a tie. The commission will be discussing the topic again this month. Councilmember Massoglia is Blaine's representative on the Commission, and would like the opportunity to update the council on the status of these discussions.

Attached for reference is the packet from a recent workshop where North Metro Telecommunications Commission discussed the proposed merger of NMTV with CCX.

Below is the narrative from a previous workshop discussion in 2023, as background:

History and Background

Blaine is a member of the North Metro Telecommunications Commission. The Commission operates North Metro TV and offers community television programming:

Community television is a form of mass media in which a television station is owned, operated or programmed by a community group to provide television programs of local interest, known as local programming. Community television stations are most commonly operated by non-profit groups or cooperatives.

The Commission was created through a Joint Powers Agreement, with the following General Purpose Clause:

The general purpose of this agreement is to establish an organization to monitor the operation and activities of cable communications, and in particular, the Cable Communications System (System) of the parties; to

provide coordination of administration and enforcement of the franchises of parties for their respective System; to produce, edit and transmit video programming for the parties of this agreement; to make video production, editing and studio facilities and equipment available to the citizens of the parties to this agreement through the operation of a Community Media Center; to promote the development of locally produced cable television programming; to ensure public access to emerging telecommunications technologies; and to conduct such other activities authorized herein as may be necessary to insure equitable and reasonable rates and service levels for the citizens of the Members to this agreement.

The commission is also governed via by-laws. The full joint powers agreement and bylaws are available on the North Metro TV website:

<https://northmetrotv.com/cable-commission/by-laws-of-the-north-metro-telecommunications-commission/>

The cable commission operates North Metro TV (NMTV). NMTV offers news and sports coverage, broadcast and streaming of local meetings, and a variety of services and classes.

NMTV consists of the following seven cities:

Blaine
Centerville
Circle Pines
Ham Lake
Lexington
Lino Lakes
Spring Lake Park

The joint powers agreement between these cities was signed in 1980. The first franchise was signed in 1983. Additional history is available via the NMTV website: <https://northmetrotv.com/cable-commission/north-metro-telecommunications-commission-a-brief-history/>

The current Executive Director of North Metro TV is retiring in January 2024. The cable television landscape has been changing with the advent of streaming and satellite television. Given these and other considerations, Councilmember Massoglia would like the city council to consider exploring options for the future of NMTV.

One option is to explore joining with Northwest Suburbs Cable Communications Commission. Established in 1982, NSCCC currently offers its services as CCX Media for the northwest suburbs of Minneapolis. These suburbs include:

Brooklyn Center
Brooklyn Park
Crystal
Golden Valley
Maple Grove
New Hope
Osseo Plymouth
Robbinsdale

Exploring options will involve working collaboratively with our North Metro partner cities, NMTV staff,

CCX staff and member cities, cable commission attorney(s), and possibly other cable commissions and individual cities.

Below is a brief outline of information regarding NMTV:

NMTV receives revenue primarily from franchise and PEG fees. Franchise fees are paid by the cable companies doing business within the defined geographic area. Pursuant to Section 611 of the Communications Act, local franchising authorities may require cable operators to set aside channels for public, educational, or governmental ("PEG") use. PEG funds collected are typically designated only for capital expenditures.

Commission Funding: Franchise and PEG fees

- Franchise fees = 5% of gross revenue – there are no spending restrictions related to these fees
- PEG fees are currently \$3.30 per subscription per month – spending restrictions, related to use for capital expenditures, are expected as part of the franchise renewal
- NMTV currently has a settlement agreement that allows us to use PEG fees for operating expenses until franchise renewal
- Franchise fees have remained fairly steady - growth has been offsetting loss of subscribers; NMTV's current franchise fee stability likely due to an older population and growth in the total number of households
- Attached are two reports related to PEG and franchise fees
- Metro/industry wide – many commissions are experiencing revenue loss due to competition from streaming, satellite, and other technologies

Structure

- Member cities receive some funding back from NMTV annually for qualified expenses (see attached Franchise Fee Chart)
- NMTV owns its building and other assets (\$4.6 million in total assets as of 2022 audit.)
- Currently in a good financial position
- Debt – Existing equipment certificate (will be paid off in 2024 resulting in \$230,000 of annual expenditures freed up)
- NMTV members have weighted voting; voting is determined based on the number of cable subscribers per city (one vote for every one thousand subscribers or portion thereof, with each city having at least one vote). The number of votes per city is determined based on subscriber numbers in December. In December 2022 the number of votes for each city for the calendar year 2023 was determined. Total votes were 17; Blaine has 8 of the 17 votes
- As of December 2022, Blaine contributed 54.98859% of combined PEG and franchise fees to the Commission
- That represents Blaine's 2023 percentage of assets (Blaine's share if the commission dissolved or Blaine left the commission)
- Income for 2022, both PEG and franchise fees, was \$1,882,695; Blaine's portion was \$1,035,267.50.

Budget

2024 NMTV Budget: \$1,991,494

Beginning Fund Balances Total: \$1,341,748

Estimated Revenues:

Franchise Fees	\$1,150,000
PEG Fees	\$ 565,000
Other income	\$ 35,000
Interest income	\$ 50,000
Income from Reserve Funds	\$ 191,494

	\$1,991,494

Estimated Expenditures:

Operating Expenses	\$1,420,610
Capital Expenses: Equipment/Building	\$ 190,618
Capital Expenses: Bond Payment	\$ 230,266
Capital Expenses: PEG Fees to Cities	\$ 150,000

	\$1,991,494

Year End Fund Balances Total: \$1,150,254

Services provided by NMTV

Below is an outline of the service areas provided by NMTV. The attached document "North MetroTV Services and Responsibilities" provides a detailed overview.

- VideoEngineering
- Channel Management
- Video-On-Demand
- CityMeeting Coverage
- Closed Captioning
- Meeting Podcasts
- Meeting Transcription Service
- Staff Program Production
- Educational
- Commercial
- Drone Services
- Franchise Administration

Options: Future of the Commission

Currently, a number of factors are in place that provide a window for discussing the future of the

commission. The rationale for reviewing options for the future of the commission at this time includes the following:

1. Status of cable subscriptions and revenues
2. Executive Director retirement January 12th, 2024
3. Opportunities for economies of scale
4. Opportunities for enhanced services

NWSCC/CCX: Councilmember Massoglia has proposed exploring a merger with Northwest Suburbs Cable Commission/CCX. In a conversation with their Executive Director, it was indicated that NWSCC/CCX would consider and discuss this concept once approached by a city or entity wishing to engage in conversation about joining or merging. If the parties are interested in entering discussion, due diligence would be conducted. This due diligence would include an analysis of the impact of a merger, including pros and cons and how operational differences between the two organizations would be addressed.

Additional options could be explored if the above merger idea is not feasible. For example, consideration could be given to filling the Executive Director position by hiring from within and not replacing the backfill position, resulting a cost savings. In addition, there are individual cities near the North Metro TV area, and they could be approached to join NMTV. Work could also be done to identify any other commissions for a possible merger.

Next Steps

If council is supportive of exploring a possible merger with NWSCC/CCX, and/or other options, Councilmember Massoglia will take steps to open discussions with that organization and the city's partners with NMTV.

Staff Recommendation

Ask questions and provide feedback to CM Massoglia as Balne's representative on the Cable Commission, and to City Manager Wolfe as the city's representative on the NMTV Operations Committee.

Questions for Council

General update only. Councilmember Massoglia, as the city's representative on the cable commission, may request input and feedback following the discussion.

Attachment List

1. NMTC Workshop Packet September 18 2024

NORTH METRO TELECOMMUNICATIONS COMMISSION WORKSHOP

September 18, 2024
6:45 P.M.
200 Civic Heights Circle
Circle Pines, Minnesota

AGENDA

1. CALL TO ORDER/ROLL CALL
2. OLD BUSINESS
 - a. Merger Discussion **pp. 2-12**
3. NEW BUSINESS
4. OTHER BUSINESS
5. ADJOURNMENT

NORTH METRO TV

TO: CABLE COMMISSION
FROM: ERIC HOUSTON & DANIKA PETERSON
SUBJECT: MERGER REPORT
DATE: 9/5/2024

On July 29, representatives from the Operations Committee and North Metro TV staff met with representatives from the NWSCCC Executive Committee and CCX Media staff to informally discuss a potential merger. The Operations Committee subsequently authorized the Interim Co-Executive Directors to work with the CCX Executive Director to create a document comparing the two organizations. The full comparison document appears on the following pages.

This is a summary of some of the most pertinent points from that document:

- Our two cable commissions are governed by different legal statutes.
 - o **NMTV** negotiates the cable franchises for its member cities, but each member city grants its own franchise.
 - o **NWSCCC/CCX** is itself a franchising authority and grants a single cable franchise for the entire territory of its member cities.
- The membership and voting structures of our two cable commissions differ.
 - o **NMTV** has a 7 member commission, 1 member for each city. Voting is weighted, with each member city receiving 1 vote for every 1,000 cable subscribers or fraction thereof. Matters are decided by 51% of the votes cast and the affirmative vote of a majority of the commissioners or the affirmative vote of $\frac{3}{4}$ of the appointed cable commissioners.
 - o The **NWSCCC/CCX** cable commission is made up of 18 members, 2 members for each city. Matters are decided by a simple majority. CCX itself (the television production arm of the NWSCCC) is governed by a separate board of 15 members: 1 member per city, 4 at large members, and 2 board members elected by public access volunteers.
- Both commissions derive their budgets in the same way: each city contributes all of its Franchise and PEG fees to the commission.
- The two commissions have different PEG Fees. The PEG fee is a per subscriber fee paid by the cable company to the commission.
 - o **NMTV's** PEG Fee is \$3.30 per subscriber. Thanks to an agreement with the cable company, it may be used for both capital and operational expenses. This would likely change during franchise renegotiation, but will remain as is with the proposed five year extension.
 - o **NWSCCC/CCX's** PEG Fee is \$1.36 per subscriber. It may only be used on capital expenses.
- The two commissions are experiencing different rates of decline in cable subscribers.
 - o **NMTV** is seeing a 4.2% annual decline in cable subscribers.
 - o **NWSCCC/CCX** is seeing a 5.7% rate of decline in cable subscribers.

- The estimated household growth for the two commissions differs.
 - o **NMTV** member cities expect to experience 31% household growth from 2020 – 2050.
 - o **NWSCCC/CCX** member cities expect 20% household growth from 2020 – 2050.
- The two commissions' franchises are at different points in the renewal process.
 - o **NMTV** is considering a five year extension of the current franchise.
 - o **NWSCCC/CCX**'s franchise expires at the end of 2024.
- The two commissions pay their staffs at different rates. On average, NWSCC/CCX pays its staff 29% more than NMTV.
- Budgeting philosophies and priorities can vary across organizations.
 - o **NMTV** has stayed within budget for each of the last four years.
 - o **NWSCCC/CCX** has intentionally drawn from its reserves to cover \$1.9M over the last four years. Its reserve fund still complies with the Office of the State Auditor's guidance to retain between 35-50% of expenditures in reserves.

	Northwest Suburbs Cable Communications Commission	North Metro Telecommunications Commission
Nonprofit	Yes, CCX Media is a nonprofit	No, North Metro Television is not a nonprofit
Legal Statute	NWSCCC is a 238 joint powers cable commission. NWSCCC is a franchising authority with the authority to grant a franchise for the entire territory of its member cities.	NMTC is a 471 municipal joint powers commission. NMTC manages and negotiates the cable franchises, but each member city grants the franchise.
Status of Cable Franchise Agreement	Expires at the end of 2024	Expired; have been in franchise negotiation since 2020. The commission is considering a five year extension of the current franchise. Each city has its own franchise.
Commission makeup	• (18) 2 commission directors for each member city with equal voting rights • Matters are decided by simple majority • There is no provision regarding elected officials The Cable Commission oversees the franchise and the CCX building (which it owns). It does not have oversight over CCX Media. <i>Note: many cities are represented by an elected official. For example, Robbinsdale is represented by its mayor and a city council member. Brooklyn Park, however, is represented by a city staff person and a resident.</i>	• (7) 1 commission director for each member city w/weighted voting • Voting is weighted with each member city receiving 1 vote for every 1,000 cable subscribers or fraction thereof • Matters are decided by 51% of the votes cast and the affirmative vote of a majority of the commissioners or the affirmative vote of ¾ of the appointed cable commissioners • Commissioners are elected officials The Cable Commission oversees the franchise and North Metro TV.
Nonprofit board makeup	(15) 1 board member per city, 4 at-large board members appointed by NWSCCC, 2 board members elected by Create (Public Access) volunteers This board supervises CCX Media. It is not answerable to the Commission.	Does not have a nonprofit board.

Executive Committee	There are two Executive Committees: one for the Cable Commission and one for the CCX (Nonprofit) Board. Cable Commission • Seven members, elected from amongst the Cable Commissioners • No specified term limits CCX (Nonprofit) Board • Five members, elected from amongst the board members • Officers may not hold their position for longer than 2 consecutive years	• Four officers, elected from amongst the cable commissioners • Officers may not hold their position for longer than 2 consecutive years
Operations Committee	• Does not have an Operations Committee	• The Operations Committee is comprised of the city administrators/managers from each member city • The Operations Committee supervises NMTV staff and advises the Commission
Meetings	The Cable Commission meets quarterly 7:30 a.m. at CCX Media, NWSCCC followed by CCX Media Board meeting, followed by Executive Committees	The Cable Commission meets quarterly on the third Wednesday of the month at 6:00pm. Meetings are February, June, September, and December. The Executive Committee meets quarterly on the first Wednesday of the month at 6:00pm. The Operations Committee meets monthly on the Tuesday before the first Wednesday of the month at 11:00am.
Location	6900 Winnetka Avenue North Brooklyn Park, MN 55428 *building owned	12520 Polk Street NE Blaine, MN 55434 *building owned
Counties Served	Hennepin County	Anoka County
Communities Served	Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth, Robbinsdale	Blaine, Centerville, Circle Pines, Ham Lake, Lexington, Lino Lakes, Spring Lake Park
Population	356,048 (approx.24 % cable penetration)	129,470 (approx.18 % cable penetration) <i>Note: penetration is percentage of eligible households with cable service</i>

Staff	25 FTE + approx. 30 crew/part-time	9 FTE + approx. 35 crew/part-time
Channels	Channel 12/799 (SD/HD) programs by staff Channel 20/859 (SD/HD) programs by public Channel 16 (SD) city-related <i>Note: CCX does not provide its cities with HD channels. City meetings air on cable in SD only.</i>	Channel 14 (SD) programs by public Channel 15/859 (SD/HD) programs by staff Channel 16/799 (SD/HD) city-related
OTT	Amazon Fire, Apple TV, Roku, iPad, iPhone, Android	Amazon Fire, Apple TV, Roku, iPad, iPhone, Android
Budget	\$3.9 million Commission (of which 3.5M is CCX budget) <i>Note: the remaining \$400k goes to building expenses and some legal fees.</i>	\$1.675 million for 2025 (operate as one entity)
Budget Source	Each city contributes all Franchise and PEG Fees	Each city contributes all Franchise and PEG Fees
PEG and Franchise Revenue	Paid to NWSCC 2019: \$5,107,280 2020: \$5,162,150 2021: \$4,765,183 2022: \$4,482,716 2023: \$4,163,106 Franchise Fees are 5% of gross cable system revenue. PEG Fees are a per cable subscriber fee.	Paid to NMTC 2019: \$2,105,966 2020: \$1,962,565 2021: \$1,946,985 2022: \$1,882,692 2023: \$1,778,583 Franchise Fees are 5% of gross cable system revenue. PEG Fees are a per cable subscriber fee.
Rate of Decline	-5.7% annually	-4.2% annually
PEG Fee	\$1.36 per subscriber Can only be used for capital expenses.	\$3.30 per subscriber Can be used for capital and operational expenses.
Budget	2019: NA 2020: \$5,238,402 2021: \$5,499,993 2022: \$5,156,423 2023: \$5,285,644 2024: \$4,288,375	2019: \$1,756,193 2020: \$1,735,414 2021: \$1,661,294 2022: \$2,080,552 2023: \$2,041,422 2024: \$1,991,494

Funds Returned to Cities	CCX returns 5% of its Franchise Fees to its member cities as “city grants.” 25% of that amount is divided equally among the nine member cities. The remaining 75% is distributed in proportion to each city’s percentage of cable subscribers. On top of this, each city also receives an additional \$20,000. 2019: \$396,453 2020: \$381,943 2021: \$375,406 2022: \$376,681 2023: \$369,606	NMTV returns a set amount of money to its member cities each year. That amount is decided upon during budgeting and is distributed in proportion to each city’s percentage of cable subscribers. 2019: \$400,000 2020: \$400,000 2021: \$225,000 2022: \$200,000 2023: \$150,000
Budget Shortfalls (Expenses not covered by cable revenue or interest)	2020 - \$287,911 2021 - \$574,940 2022 - \$362,052 2023 - \$709,010	2020: \$0 2021: \$0 2022: \$0 2023: \$0
Reserves	\$4M	\$1.2M
Budget Approval	The CCX (Nonprofit) Board approves its own budget. Neither the member cities nor the Cable Commission have input or approval.	Approved by each member city.
Staffing Levels	Down eleven staff members since 2021. Staff members retired or left for other jobs and were not replaced for budgetary reasons. All staff members were production related. Two were PT/FT staff, receiving benefits.	Down two staff members since 2022. Both retired. Accountant/HR was replaced by outsourced accountant. Executive Director roll has not yet been replaced.
Staff Salaries	\$149,000 Executive Director \$104,000 Video Engineer \$94,000 News Director \$110,000 Sports Director \$72,000 Studio Manager \$77,000 Programming Coordinator \$85,000 Special Events Coordinator \$76,000 Municipal Producer \$69,000 Sports Producer \$69,000 News Producer \$23/hr PT Sports Crew \$21/hr City Meeting Staff	\$102,909 Executive Director \$75,940 Video Engineer \$77,001 News Director \$77,001 Sports Director \$67,745 Studio Manager \$66,102 Programming Coordinator \$66,102 Special Events Coordinator \$59,862 Municipal Producer \$55,078 Sports Producer \$47,902 News Producer \$22/hr PT Sports Crew \$20.60/hr City Meeting Staff <i>Note: On average NMTV employees are paid 29% less than CCX employees</i>

Commission Withdrawal	• Member cities must remain part of the commission a full calendar year (January to December) following the year appropriate notice is given • Withdrawing member cities forfeit all rights to commission assets	• A member city may withdraw from the commission the year after appropriate notice is given • Withdrawing member cities forfeit all rights to commission assets
Administration	2 FT staff, 2 PT staff	1 FT staff
Tech Services	• 3.5 FT staff • Free tech support to all cities • Arranging and supervising bids • Editing bids • Supervising contractor installs • Station maintenance • On call	• 1 FT staff • Free tech support to all cities • Arranging and supervising bids • Editing bids • Supervising contractor installs • Station maintenance • On call • Purchase and install equipment on behalf of city halls
News	• 8 FT staff dedicated to news • Produce daily stories for web • Produce daily, 10 – 15 minute news segment for cable channel	• 1.5 FT staff dedicated to news • Produce frequent stories for web • Produce bi-weekly segment for channel • News department also leads election coverage
Sports/Events	• 4 FT staff, 30 PT staff • 120 games/events televised in 2023 • 39 other events televised: concerts in the park (17), dance recitals (9), commencements (8), city parades (5) • Games/Stories are free to view • Biweekly sports cast airs year round • 16 High Schools Covered: Armstrong, Benilde-St. Margaret's, Breck, Brooklyn Center, Champlin Park, Cooper, Hopkins, Maple Grove, Osseo, Park Center, Providence, Totino-Grace, Wayzata, Heritage Christian Academy, some West Lutheran, Maranatha • Average of 7.5 games per year per school in 2023 <i>Note: CCX covers several private high schools in the same manner as their public high schools, including one school that is not in any of their cities.</i>	• 2 FT staff, 30 PT staff • 147 games televised in 2023 (94 high school, 48 USA Cup, 5 grade school football championships) • 8 additional events: parades (5), graduations (3), • Games on web are behind NSPN.tv paywall/subscription service • Weekly sportscast airs during school year • 3 High Schools Covered: Blaine, Centennial, Spring Lake Park • Average of 31 games per school in 2023

Cities	• 2 FT staff, 11 PT staff • 401 meetings covered in 2023 • Staff city council meetings	• 1FT staff, 4 PT staff • 316 meetings covered in 2023 • Staff city council meetings & Anoka County Board meetings
Election Coverage	• 20 forums in 8 city halls covering 43 races in 2022 • Candidate Statements in 2022: 83 different candidate statements, each 45 seconds long aggregated and organized by city on the CCX website	• 22 forums in 2022 • Candidate interviews in 2022: 33 different candidate interviews, each about 15 minutes long aggregated and organized by contest on the NMTV website. • Candidates also get to submit a response to an NMTV written questionnaire that is also published on our webpage
Scheduling	• No dedicated scheduling staff • Departments are expected to schedule their own programs	• 1 FT • Schedules all channels, including city channels and city meetings
Closed Captioning	• CCX is currently rolling out closed captioning of city meetings for the first time • 5 to 6 cities now have captioned city meetings, live and on demand • The goal is to have all city meetings captioned by the end of 2024 • Captioning is not available for staff programs (news, sports, etc) or public access. The goal is to begin captioning staff programs in 2025.	• Closed Captioning provided for all programming on Channels 14, 15, and 16. • 10,710 Live Captioning Hours for City Channels provided in 2023 • 10,710 Post Captioning Hours for City Channels provided in 2023 • 627 Combined Live and Post Captioning Hours for NMTV (Channel 15) • 484.5 Post Captioning Hours for Public Access • Percentage of Cable Programming Captioned in 2023: 100% • Percentage of Online Programming Captioned in 2023: 100%
City Meeting VOD	• All city meetings hosted on CCX servers and available on the CCX website • CCX staff bookmarks city meetings at city request	• All city meetings hosted on NMTV servers and available on the NMTV website • NMTV staff bookmarks city meetings at city request

Podcasts	• CCX does not offer podcasts of city meetings	• Podcast of City Meetings provided by NMTV staff and hosted by NMTV at City request • 55 City Meeting Podcasts created in 2023 (Sept – Dec) • Podcasts available on Apple Podcasts, Spotify, Google Podcasts, Podbean, Amazon Music, iHeart Radio, and Pocketcasts
Transcripts	• CCX does not offer transcripts of city meetings	• AI transcriptions of City Meetings provided by NMTV staff at City request • 27 City Meeting Transcripts created in 2023 (Nov – Dec)
Cablecast Programs	• 1,746 New Programs • Other data not available	• 1,174 New Programs • 28,024 Total Cablecast Programs • 23,382 Total Cablecast Program Hours • 9,399 Programs Cablecast on City City Channels • 8,238 Cablecast Program Hours on City Channels
Create/Public Access	• 1.5 staff members + internship program • By appointment, some classes advertised. • 3-4 Annual Producer meet-ups/educational opportunities for community • Training hours in 2023: 147 hours (Classes: orientation (58), studio (41), portable camera (18), editing (30)) • Approx. 120 members in 2023; completed training for 58 new members in 2023 • 1177 total programs submitted for 2023: 482 locally produced programs in Create studios, 695 programs submitted by non-members • Facilities for volunteers: 2 studios w/1 green screen, podcast studio, 5 edit suites, equipment check-out	• .75 full time staff • Equipment Training classes offered by appointment • 6-10 scheduled classes per year for Movie History and Internet Literacy Series. • Training hours in 2023: 29 hours (Classes: Studio (25), portable camera (4)) • Movie History: 18 students, 27 class hours • Internet Literacy: 100 students, 150 hours • Station Tours: 20 attendees, 20 hours • 46 active members in 2023 • 184 non-members using station facilities, staff, and equipment or attending classes • 571 total programs submitted for 2023: 297 programs produced by members, 274 produced by non members • North Metro TV keeps a library of classes available VOD. In 2023, we had 161,745 VOD students for 17,419 class hours. • Facilities for public use: 2 editing studios (with tape dubbing equipment), 2 studios w/ 1 white

		wall and 1 green screen, equipment check-out
Digital/Social Presence	• 1 FT staff • Website (2) • YouTube (2 pages) • Facebook (3 pages) • Instagram (3 accounts) • Twitter/X (3 accounts)	• Website • YouTube (2 pages) • Facebook (1 page) • Instagram (1 account) • Twitter/X (1 account)
Website	• 1,278,931 website visitors in 2023 • Highest month: March 144,607 visitors	• 63,356 website visitors in 2023 • Highest month: August 10,000 visitors
Digital Reach	176k subscribers for YouTube Sports • 6,455,511 views in 2023 • \$28,655 generated • 799,481 hours watched in 2023 • Highest: March w/767,957 (65 percent decrease over 2022) 6.41k subscribers for YouTube News/Cities • 1.360,456 views in 2023 (48% increase over 2022) • 29,061 hours watched in 2023 (59% increase over 2022) • Highest: March w/222,795 views 16K followers on Facebook—CCX Media • Top story 154,778 accounts reached • 1520 FB posts in 2023 193 followers on Facebook-CCX Sports* (brand-new page!) 1.2K followers on Facebook-CCX Create 658 followers for CCX Sports on Instagram 429 followers for CCX Create on Instagram 2048 followers for CCX Media on Instagram 7020 followers on CCX Sports on Twitter/X • 849 tweets with 1.5M impressions and 27K clicks 4130 followers on CCX News on Twitter/X • 1,389 tweets with 624K impressions and 9,732 clicks 411 followers on CCX Create on Twitter/X	9.58K subscribers for YouTube 4.5K followers on Facebook 105 followers on Facebook-Sports 226 followers on Instagram 40 followers on Twitter/X
Email subscription service	• Constant Contact • 7088 weekly subscribers that can subscribe to a newsletter curtailed to their choice of city, school, or sports content (17 combinations possible)	No email newsletter

For-Hire	• 2 FT staff members • Custom production services for schools, cities, nonprofits and others • \$58,480 invoiced in 2023 for 27 projects • Clients: Anoka Hennepin Schools, Minnesota State, City gov'ts, Nonprofits, North Memorial, small local businesses	• 0 FT staff members • Made \$52,266 in 2023 • Clients: Met Council, CCX, CTN, National Sports Center, League of Women Voters, schools, dance studios, chambers of commerce, and others.
For Sale	• Digital Downloads or Dubs \$20 each Made \$2,432 in 2023	• Digital Downloads \$16 (graduations, games) • Home movie transfers: Home TV Movie, Film, Photos/Slides, Audio tape, DVD duplication, Record family stories. • Local residents can transfer their video tape home movies for free. Transfers are also available for a fee. • In 2023, NMTV staff transferred 965 video tapes, 889 film reels, 8008 slides and photographs, and 353 DVDs. • Hire for a class or speaker • Made \$23,517 in 2023
Video Format	1080i 59.94	720p 59.94
Drone	CCX does not have a drone.	NMTV has licensed and insured pilot on staff.
Estimated Household Growth	Estimated 20% from 2020-2050	Estimated 31% from 2020-2050
Debt	None	None
Age/History of Commission	Commission founded circa 1980	Commission founded in 1980