



Annual Plan and Budget

Cheshire TV

2020 - 2021

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We will continue to offer one-on-one training to our members. Our one-on-one training method works extremely well, allowing members to learn at their own pace and have the full attention of the staff member training them. We offer training by appointment on our cameras, audio equipment, editing software, and studio production, as well as more specialized targets of interest. We also offer scheduled classes on occasion in the evenings, when demand or large groups call for them.

Goals For The Coming Year

We intend to continue the most basic of services, accepting programming from anyone who submits it, and cablecasting it on the system in a first come-first served, nondiscriminatory way. Independent producers account for nearly all of the locally produced programming, and we expect to have approximately 500 hours of locally produced original programming in the coming year, with an additional approximate 5500 hours of repeats of that programming. We will continue to fill the remaining time with programming imported from a variety of sources to meet community needs and to demonstrate the types of programming that can be created. We plan to continue and expand a selection of classes that members and non-profits can use to build both general and specialized skills in video production (camera use, editing, lighting, studio production, YouTube channel maintenance, effective PowerPoint usage), and to help effectively get their message across via electronic media.

We will continue to cover all required Keene City Council and Committee sessions (aired live and repeated frequently on Channel 1302), as well as Keene School District and Monadnock School Board meetings, which represent approximately 358 hours of content per year, with an additional 8460 hours of repeats of those sessions. We are working to add coverage of Swanzey Selectmen's meetings as well, with an eye for building a Swanzey-centric production staff that can further expand our coverage of Town and school meetings, as well as other events there, to help balance the coverage of our two funding municipalities.

We will continue to work with students from area schools to expand our coverage of local meetings and events to further serve the community, while at the same time giving those students additional skills and work experience that they can utilize after graduation. We also are a resource for students to utilize when school projects require the use of electronic media, whether it's utilizing our equipment or facility, or receiving problem-solving help from staff to get the job done. Past student helpers have gone on to positions of distinction in various branches of media, and we are proud of the stepping stone we provided on their career paths.

We returned our operations to the Keene Library Annex, into a newly renovated space one floor above our original location. This new space was redesigned with our input, and that, combined with a long period of financially anticipating this shift and upgrade, has allowed us to build up the funds to properly outfit/upgrade aspects of the new Annex space, making for more efficient and technologically stable workings in the studio, public space, and broadcast system.

We very much see this as "Phase II" for Cheshire TV, an opportunity to re-present ourselves to members and the public.

We will continue our efforts to get local sponsorships to help hire additional crews / cover expenses for expanded coverage of local school concerts and events in Keene and Swanzey, as well as to supplement our income to balance our dependency on cable franchise fees to sustain our operation.

As the school year begins, we will promote and advertise our Cheshire TV Scholarship (which awards two \$500 prizes to eligible High School and College Students who are active members of Cheshire TV, funded by our annual poker fundraiser) on our channels, local media, and in schools. We hope to use this both as a way to encourage student involvement in our operation, as well as help give a helping hand to local students who seek to pursue a career in media.

And Beyond

The largest part of our long-term plan is an understanding of how the COVID-19 pandemic impacts our operations in respects to production and to social distancing and stay at home orders, and how we can best take advantage of new technology and trends. As we provide our services and resources to the community, we will constantly evaluate how well our system is working and make changes accordingly. Part of our plan for the future is to staff our operation with dedicated people who possess the unique combination of a passion for our mission, a long term view of our opportunities, a background or strong interest in media, and a willingness to do the hard work that it takes to guarantee success in our unique niche. We will combine this with constant training and education of our staff, professional development, and keeping up to date with industry standards and practices without regard to our size or scope of operation.

CHESHIRE TV
Operating Budget
July 2020 - June 2021

	2020-2021 Budget
Income	
1900-Operations Revenue	1,500.00
1907-Shipping	10.00
1910-Materials	200.00
1915-Membership Fees	200.00
1930-Duplications	200.00
Total 1900-Operations Revenue	<u>2,110.00</u>
1940-Business Services	100.00
1941-DVD Creation	1,500.00
1942-Film Transfer	2,000.00
1945-Duplications	75.00
1950-CD Creation	100.00
1956-Web Conversion	500.00
Total 1940-Business Services	<u>4,275.00</u>
1970-Franchise Fee	46,800.00
1971 Contract Income - City of Keene Flat Fee	181,800.00
1980-Fundraising	6,500.00
Earned revenues	228,600.00
Interest-savings/short-term inv	600.00
Total Earned revenues	<u>600.00</u>
Total Income	<u><u>242,085.00</u></u>
Gross Profit	242,085.00
Expenses	
5400-Professional Fees	100.00
HR Consulting Fees	5,500.00
6600-Occupancy Expenses	
6400-Telephone	4,200.00
6450-Parking Space Rental	1,740.00
6500-Internet Service Provider	6,000.00
6601-Rent	21,600.00
6700-Heating Oil	3,000.00
6800-Electricity	4,400.00
6900-Building Repairs & Mainten	1,000.00
Total 6600-Occupancy Expenses	<u>41,940.00</u>
7050-Production Expenses	500.00
7150-Head End Supplies	50.00
7400-Studio Supplies	300.00
7430-DVD Stock	100.00

7750-Royalty Free Video	250.00
Total 7050-Production Expenses	1,200.00
7200-Administrative Expenses	1,100.00
5150-Bookkeeping	8,000.00
7100-Computer Supplies	3,000.00
7225-Office Supplies	1,200.00
9375-Website Expenses	1,000.00
9620-Printing and Copying	200.00
9630-Postage & Delivery	400.00
Total 7200-Administrative Expenses	14,900.00
7550-Equipment Repair & Maint.	500.00
7850-Craft Services	700.00
9100-Insurance	
9110-Commercial Multi Peril	3,000.00
9200-Insurance Genl Liability	500.00
9210-Cablecast Liability	2,500.00
9230-Insurance-Worker's Comp	1,900.00
Total 9100-Insurance	7,900.00
9200-Clothing	250.00
9400-Travel Expenses	
9405-Mileage	125.00
Total 9400-Travel Expenses	125.00
9750-Fundraising Expenses	1,000.00
Bank Service Charge	
Depreciation & amortization exp	0.00
Grant expenses	250.00
Moving Expenses	
Misc Expenses	100.00
Payroll Expenses	0.00
941 Taxes	
Accrued Vacation Adjustment	
SUTA	
Taxes	
Federal Taxes (941/944)	11,369.00
NH Unemployment Tax	504.00
Total Taxes	11,873.00
Wages	148,616.00
Total Payroll Expenses	160,489.00
Square Fee	100.00
Total Expenses	235,054.00
Net Operating Income	7,031.00
Net Income	7,031.00

CHESHIRE TV
Capital Expenditure Budget
July 2020 - June 2021

	<u>2020-2021 Budget</u>
Network	12,000.00
Nexus with install and support	54,000.00
Computer w/ install (back-ordered)	2,800.00
Total Capital Expenditures Y/E 6/30/21	68,800.00