

Responses to Councilmember questions about DoIT, asked at October 19, 2010, Budget Committee

Question: Describe how you calculated that 78% of City e-mail is attributable to external / citizen communications.

Response: We are able to extract reports which provide the precise number of email messages being processed into and out of the City's email system as well as the total number of message processed by the City's email servers. Using actual data counts from the month of March 2010, we calculated an average email volume of 3,456,168 messages per month. We then counted the number of messages originating external to the City (1,479,408) plus the number of messaging originating internal to the City and sent to an external address (1,212,467). And to clarify one of the CM's questions, if an email was sent from the City to three different external emails and two internal emails, this would count as three external emails. The total of the two figures above equals the total number of "external" traffic (2,694,845). This figure equates to 78% of all messages.

In reviewing this data, please note that the actual numbers of email addressed to the City is much higher. However, the security "screening" service we use (Postini) blocks SPAM, infected emails, etc. Thus, the counts used only include those messages which are actually delivered into the City's email system.

The results are summarized in the below table.

	Total Incoming messages processed & forwarded by Postini	1,479,408
plus	Total Outgoing messages	1,213,467
equals	Subtotal External	2,692,845
	Total Messages Processed Internal & External	3,456,168
	% External to Total	78%

Question: List non-City revenue generated by SCAN.

Response: See the table below with explanatory notes. When reviewing this information, please note that in addition to the annual report which it is required to provide the City, SCAN also provides an annual Audited Financials report. The specific data/figures reported for any given year do not always match in their reports (e.g., what they show as the 2006 actuals for revenue may be one amount in the Annual Report and another in the Audited Financials). For purposes of providing the information requested, we chose to utilize the data in the Audited Financials for every year except 2010 YTD where we used the invoices we've received to date.

	2006	2007	2008	2009	2010 YTD June	Contract Totals	2006 to 2009 data is from SCAN's Audited Financials.
Production Services / Service Fees	\$16,178	\$35,711	\$54,166	\$39,824	\$8,246	\$154,125	YTD June 2010 is from SCAN's most recent Operating invoice. In Audited Financials, 2006 Contributions also includes \$750,000 for the SCAN land/building.
Annual fees / Workshops /Materials Sold / Misc.	\$0	\$703	\$1,691	\$4,641	\$18,095	\$25,130	
Grants	\$0	\$14,500	\$9,500	\$10,500	\$10,000	\$44,500	
In-Kind	\$20,039	\$0	\$0	\$0	\$0	\$20,039	
Interest Income	\$1,409	\$1,577	\$42	\$60	\$35	\$3,123	
Contributions / gifts	\$1,540	\$1,415	\$695	\$4,350	\$3,341	\$11,341	
Total Actual Non-City revenue	\$39,166	\$53,906	\$66,094	\$59,375	\$39,717	\$258,258	
Total Planned Non-City Revenue	\$0	\$25,000	\$118,000	\$105,060	\$80,645	\$328,705	Data is from SCAN's Budgeted Amounts for Non- City Revenue. 2010 data reflects 50% of the budgeted \$161,290 for Non-City Revenue in 2010.
<div style="border: 1px solid black; padding: 2px; display: inline-block;"> No DOIT records were found for planned revenue for 2006. </div>							
Comparison:							
Total Actual Non-City Revenue versus Total Planned Non-City Revenue	\$39,166	\$28,906	(\$51,906)	(\$45,685)	(\$40,928)	(\$70,447)	

Question: Provide copies of annual reports provided by SCAN.

Response: See attached reports.



Annual Report to City Council of Seattle
From SCAN Executive Director, Marshall Parker
First Quarter, 2007

This report is intended to give the council members of the City of Seattle an update on resolutions issued under Resolution 30867, adopted on May 1, 2006, pertaining to Council's expectations for SCAN organizational and fundraising efforts. This report is organized by section number in the same manner as Resolution 30867.

Section 1.

A. Business Plan

Council has requested that a developed business plan be delivered by May 1, 2007, with updates provided on a periodic basis negotiated with DoIT.

SCAN has been actively involved in the creation of this document and will meet the delivery requirement. Further, SCAN's representative (Executive Director Marshall Parker) is scheduled to appear before the Energy and Technology Committee in May to explain the details of that report.

1. Annual Operating Budget

SCAN is to provide an annual operating budget showing sources and uses of funding and cash flow.

This requirement has been fulfilled for the fiscal year. The 2007 operating budget was delivered to DoIT (see attachment). SCAN will continue to comply, as is also mandated under the public access TV contract¹ with the City.

2. Plan for Board Development

This requires a plan for SCAN's board of directors to develop in order to expand the fundraising skills and activities.

It is the goal of SCAN's board to grow in several ways. First there is a need to become more diverse in skills and expertise. Additionally there is a desire to be more representative of the local populace, both geographically and ethnically.

Two new board members were added by the Mayor of Seattle in January, Thomas Smeeth and Sharon Maeda. These individuals each bring needed fundraising, communications, and other relevant experience to the board.

Former SCAN Board Chair, Daniel Hannah, and SCAN's Executive Director (ED), Marshall Parker, are currently engaged in a series of workshops offered by United Way on non-profit board development. Specifics of how to develop a board with fundraising skills is a process of continued improvement. SCAN's

¹ Agreement for Public Access Manager Services Between The City of Seattle and SCAN, Amendment No. 6, Attachment A of Ordinance 120314.



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board realizes and accepts the responsibility to meet the challenge of funding public access in Seattle.

3. A Fundraising Plan

Resolution 30867 requires a fundraising plan that includes funds sought from other jurisdictions in which SCAN is seen and where SCAN producers live

The goal for the first year is to offset the reduction of \$25K in SCAN's city funding through independent funding sources. SCAN's fundraising is being developed in three primary ways: (1) Products and services, (2) granted project development and (3) philanthropic support.

SCAN has already instituted fees for primary services including an annual administration fee and workshop fees. Non-Seattle residents are charged approximately double the fees of Seattle residents.

SCAN is about to launch a video production business offering a full range of services such as event recording, creation of fundraising video productions, web-based video delivery, etc. Target clients are area non-profit organizations, many of which cannot currently afford commercial video production. SCAN will be able to offer affordable products utilizing volunteers and interns with guidance from professionals who either contract with SCAN or donate their services.

Additionally SCAN Production Services will target the incorporated municipalities of greater King County with services not currently available to them, such as streaming their public meetings from their own websites.

SCAN is developing relationships with other nonprofit organizations ("NPOs") to develop projects that are fundable. Natural alliances with such organizations as 911 Media, Reel Girls, Seattle Film Institute, etc. are already being developed. These associations will direct more attention by philanthropic organizations to SCAN's community development projects.

SCAN is developing web-based products and greater utilization of the internet. One goal is to develop a family-safe video repository (such as YouTube, only curated) for youth films. This kind of project can be funded from grants and other support.

4. A Building Maintenance Plan

SCAN is to develop a plan to maintain a facility in order to comply with requirements in the providing of public access service to the community, with some explanation of development to meet future needs.

The building at 1125 N. 98th St. has been transferred from Comcast to SCAN Community Media. Some material repairs have been made to this facility with



Annual Report to City Council of Seattle
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additional upgrades and replacement ongoing (H/VAC, plumbing, etc.). In order to increase floor space for classrooms and public areas, funding is being sought to replace the older part of the building, which is currently used as SCAN's administrative department.

Funds generated by new initiatives will be earmarked for facility maintenance and development. SCAN is additionally seeking to develop satellite locations to better service all citizens. These locations will be sites for workshops video production equipment check out. SCAN will seek partnerships with King County municipalities in order to provide satellite locations outside of Seattle.

5. Costs - Second Channel

Council would like an explanation of how SCAN would program an optional second cable TV channel, and how the additional costs would be covered.

SCAN already holds the playback equipment and technical requirements needed to support a second channel. With digital migration complete, the additional costs of operating a second channel are minimal. Two pieces of equipment would need to be added at SCAN, a transmitter and a modulator. These items cost around \$10K. In the past this equipment has belonged to the cable provider. It is unknown whether or not the cable company prefers their own equipment for this purpose or not.

Staffing involvement could be served with a single part time person, possibly by volunteers. An initial cost of several thousand dollars would allow SCAN to operate the channel today, this primarily for additional monitors and cables. Over ten years, expansion of the second channel would cost up to \$20K.

A brief discussion on programming of a second channel is explained in Section 2 (below).

B. Full Time Staff Member – Fundraising

This requires SCAN to use a portion of City funding (up to \$70K) for a full time person who is responsible for seeking non-City operational funds.

SCAN has hired an individual whose job description (see attachments) is to develop and oversee SCAN's fundraising efforts. This person will also develop marketing strategies and materials. Additionally SCAN is contracting a local grant writer, whose expertise is in the technology sector to seek additional funding.



Annual Report to City Council of Seattle
From SCAN Executive Director, Marshall Parker
First Quarter, 2007

C. Funding Reduction

The City Public Access Contract provides a funding amount that reduces annually to encourage SCAN to increase non-City funding over the five year contract.

This is being done.

D. Lump Sum Matching Funds

The Mayor proposed and Council supported approximately \$250K (an amount remaining from AT&T) be used to match funds that SCAN raises independently of City funding.

A proposal of how this fund will be accessed will be included in the Business Plan and negotiated with DoIT.

Section 2. Content - Second Channel

The Council has supported the allocation of a second public access channel once SCAN has provided a reasonable business plan to DoIT to support it.

It is anticipated that the number of content providers and producers will quadruple over the next four years. With SCAN seeking more partnerships and programming from NPOs and other organizations, less space is available for individuals.

Utilization of a second channel would continue to allow green space for citizen's free speech and dialogue with a focus on underserved and ESL (English as a Second Language) content.

Section 3. Annual Report

This requirement is that SCAN and DoIT deliver an annual report in the first quarter of each year describing activities and progress to the items listed in Resolution Number: 30867

That is the purpose of this report.

Attachments

Cover Letter

Resolution Number: 30867

2007 SCAN Budget



Annual Report to Seattle City Council
First Quarter, 2008

Prepared by Marshall Parker, SCAN Executive Director



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Attachments

- A. Resolution 30867
- B. 2008 SCAN Budget



I. Introduction

In accordance with Resolution 30867 (see Attachment A), this report describes SCAN's activities and progress related to SCAN's business plan including SCAN's efforts to incrementally increase its non-city funding, board development to expand SCAN's fundraising skills, and other items pertaining to Resolution 30867. This report was prepared by SCAN with input from the Department of Information Technology (DoIT).

II. Activities and Progress Related to Business Plan

A. Overview

SCAN's Business Plan, dated May 1, 2007, was provided to the City Council pursuant to Resolution 30867 and discussed at an Energy & Technology Committee meeting. Since this time, there have been some successes at meeting SCAN's Business Plan, some disappointments, and many surprises which are highlighted in this report.

One of the biggest challenges faced by SCAN in preparing its business plan is that SCAN is attempting to do something that has not been done before – converting a 501 (c) 3 Non-Profit Organization that operates a fully funded Public Access Cable Channel in a major market to a self-funded Community Media Center that operates a Community Television Channel and offers “green space” for public access purposes.

At the same time, SCAN is attempting to alter the primary focus of business from citizen participation for free speech purposes (with little regard to viewership) to a more traditional use of television where viewership, sponsorship and community support have a greater impact on the product. Fortunately, SCAN has found a number of similar organizational transitions from which to benchmark, including KEXP radio (University of WA), KCBS radio (Bellevue), and KCTS (Seattle public broadcast station).

KEXP has moved from a fully funded University Radio Station to a self-funded Community Radio Station. They are an inspiration and success story worthy of emulation. It certainly did not hurt that they were able to grow with assistance of an “angel” donor. But there is no reason that SCAN cannot position itself for the same.

Another role model in our community is **KCBS** community radio in Bellevue. SCAN has also sought to benchmark with other successful Community Media Centers – Grand Rapids Community Media and Manhattan Neighborhood Network. Programs developed in each of these locations are being studied for implementation at SCAN.

SCAN's directors have met with **KCTS** Executive Director Bill Mohler for guidance. Mr. Mohler successfully guided the local PBS outlet from being dramatically in debt to being a solvent organization over the last four years. SCAN intends to use the best practices of these organizations to further its goals and objectives and decrease its reliance on City funding.

B. Fundraising/Revenue Streams

Resolution 30867 stated the City Council's intent that SCAN use a portion of City funding (up to \$70K) for a full time person who is responsible for seeking non-City operational funds. SCAN



is pleased to announce that **MaSanda LaRa Gadd** has been hired as SCAN's Funding and Development Director. MaSanda's most recent experience was as Manager of PR Store in the Northgate area. She has worked in film and television and holds several degrees, including a BA in Broadcast Communications from Western Washington University. She is one of the founders of the Seattle Center for Peace and leads annual journeys for peace to the Middle East. In addition to her duties as Funding and Development Director, MaSanda also oversees SCAN's Community Outreach team. Having a full-time staff member dedicated to fundraising efforts will help SCAN become more focused on fundraising efforts.

SCAN's fundraising has and will continue to focus on three primary areas: (1) products and services; (2) granted project development; and (3) philanthropic support. During 2007, SCAN raised nearly \$42,000 in non-City contract income which more than offsets the \$25,000 annual decrease under the 5-year City contract. Below is a breakdown of how the funds were generated:

(\$ in 1,000s)	2007	2006
Production services	16.9	1.6
Annual Fees/Workshops	18.7	10.4
Grants	4.5	2.2
Contributions/Gifts	1.7	1.5
Total Non-City Income	41.8	15.7

The \$41.8K raised by SCAN in 2007 represents a 166% increase over 2006 (\$15.7K). SCAN anticipates total incomes from sources outside of the City contract to exceed \$100K in 2008 through the products, services, and activities described below.

Products and Services – SCAN has started a video production company (SunBreak Productions) that is built to serve primarily non-profit organizations (NPOs) with marketing and fundraising products – commercials, fundraising videos and web-based distribution. SCAN will also assist organizations in the development of their own capabilities to create TV programs on their own.

Web-based services – with web partner, AxisBytes, SCAN sells streaming capability to other PEG Access centers. SCAN is also developing Video On-Demand products for NPOs. SCAN can offer turnkey services providing concept, production and storage of videos that are linked the client's website.

A Strategic Marketing Plan is under development beginning with a branding process. Once completed, SCAN will execute a fundraising training program for the Board of Directors and staff.

SCAN's 2008 Budget, including projected income, is provided as Attachment B to this report.

C. Community Partnerships

Another area that has shown great promise is the development of partnerships with other community organizations. SCAN is developing stronger ties with other community media outlets, including radio and newspapers, for collaborative projects. Below is a summary of the types of projects SCAN either has participated in or is currently pursuing, including the name of the organization or community group, a short description, and the funding status of the project.



ACLU – contracted for 12 half hour shows per year – funded

All Nations Cup – 2nd year of coverage of this multi-cultural/sporting event/seeking sponsors

Asian Weekly – developing partnership for wider representation/proposal pending

Ballard High School – summer internship program (funded through grants). These HS film students also provide PSAs and other content for the channel.

Bellevue Downtown Assn – video services - July 4th Festival 07 - funded event/ 08 event pending

Boys and Girls Clubs/Washington – project: Rainier Vista Facility in development and will open in October. They will have a Television/Music Recording Studio and Control Room. BG Club is seeking assistance in operating this space. SCAN is proposing summer video camps and monthly workshops. SCAN will seek to use this location as a satellite location for the creation of community programming. Seeking grants for project support.

Cascadia Community College –SCAN facility being considered for credited TV production classes. Studios and classroom space available daytimes as rental/funded arrangement under consideration.

City Club – fundraising video and other marketing projects/ proposal pending

Frank DeMiero Jazz Festival – developing proposal for video products for this annual event held in the Edmonds Center for the Arts – 400 jazz choir and band students attend with “name” jazz artists for workshops and performances. Developing marketing contract – funded through sales of products

Journal Newspapers – developing partnership for community marketing projects (see Northgate)

KBCS Community Radio – coop-project in citizen journalism. Seeking grants for development of a bottom-up media network utilizing multiple media distribution. On-line print, radio and cable TV as outlets for reporting and commentary from area citizens using communication tools already in homes and pockets – cell phones, webcams, video cameras and computers. Seeking grants

KCTS – WWII Oral History project (over \$11K in 2007) – seeking new projects

KSER Community Radio/Everett – area community radio partnership for development

NOW –SCAN has provided contracted production service for several years – 12 shows per year/funded

Northgate Chamber of Commerce – SCAN is providing marketing support for annual festival. This will be the template for services to be offered to many communities for their events. TV commercials produced and placed on local TV – cable and broadcast. funded



Pacific Science Center – summer camps 2008/regular TV program in development/ funded

Puget Sound Access TV – natural regional partner/seeking grantable projects for collaboration

Reel Grrls – shared granted projects in 2007(\$1K) /co-branded youth media workshops - 2008

Seattle Black Journalists Association – partnership developing for citizen journalism project as well as internships

Seattle Community College TV – SCAN has provided personnel support for field production projects/seeking collaborative projects

Seattle Int'l Film Festival – project in development, sponsors/grants being sought

Seattle Film Institute – internships in 2007/new projects being sought

Seattle Schools TV –collaborated for 2nd season of HS Basketball game of the week/funded through sponsors

Seattle Times – video services/candidate forums, co-branded project for name recognition

Taiwanese Economic and Cultural Office –series on Taiwanese-American Cultural programs/proposal pending review in Taipei

The Executive Alliance – marketing video services/proposal pending for marketing video

UW Business School – marketing internships under development for summer 08/grants sought

UW Teen Futures Media – 3rd year of partnership/video services – over \$13K in grants in 2007

World Affairs Council – SCAN provides support for international visitor program/also seeking sponsors for web-based project to distribute lectures.

YMCA/Everett – summer camps 2008/ funded

Other Partnerships –

SCAN has sought to develop stronger ties with the following City of Seattle Departments:

Seattle Community Relations Development – developing format for information distribution

Seattle Department of Neighborhoods – grant proposed 13 part documentary/seeking satellite locations in centers to provide greater citizen access to workshops and equipment. [Question: where will this documentary air? If on the SC, is the Seattle Channel aware of your efforts here?]

The Seattle Channel – FCC hearing collaboration in 2007/City Club partnership in development to effect greater coverage of lectures



The Seattle Center – Winterfest video support/funded in 2007/seeking new projects

D. Board Development

Resolution 80867 stated the City Council's intent that SCAN's expand the fundraising skills and activities of its Board of Directors. Currently, SCAN has 6 board members. Two of the current board members have experience in fundraising. SCAN understands that recruiting board members with fundraising experience will be important to SCAN's future success.

The SCAN Board of Directors' foremost attempt at developing a broader and more diverse Board in 2007 was the search for a fundraising agency to develop a plan that included board recruitment and training. After plans were written and offered by three of the area's top agencies (notably The Alford Group, The Collins Group and The Sparrowhawk Agency), it was determined that none of these agencies produced a plan that fit the needs of SCAN. This approach was abandoned in the third Quarter of '07. Consequently, no new board members were added in 2007 while three members rotated off either due to term limitations or personal reasons.

The Board has revised its plan and has started an earnest approach to find four or five key individuals to be added in 2008 that will assist in the Board's transition from an "oversight" board to one with more of a fundraising basis. It was identified that before being able to attract these hand-picked individuals SCAN needed a "facelift" in order to be more attractive to prospective members. The new development plan is being orchestrated by a committee comprised of Board Member Sharon Maeda, SCAN Executive Director Marshall Parker and Funding and Development Director MaSanda Gadd.

E. Building Maintenance Plan

Resolution 30867 stated the City Council's intent that SCAN develop a plan to maintain a facility in order to comply with requirements in the providing of public access service to the community, with some explanation of development to meet future needs.

The building at 1125 N. 98th St. has been transferred from Comcast to SCAN Community Media. SCAN spent over \$5K in minor repairs in 2007. 2008 will reflect a larger expenditure to replace a failing HVAC system.

In this coming year SCAN will actively seek to expand into the neighborhoods with satellite locations. The City has provided space (through franchise contract negotiation) in the Broadstripe Tukwila facility for development. We are also seeking other partnerships in order to bring SCAN to the citizens, such as Boy and Girls Clubs, local schools with television studios, neighborhood centers, Community Technology Centers, etc. Services in these satellite locations will include: workshops, youth camps, equipment available for check-out, and studio production capabilities in some locations.

F. SCAN Staff Recruitment

One of the greatest successes of 2007 was the recruitment of a better skilled and more appropriately organized staff. The following positions were added to SCAN's staff:



- Funding and Development Director;
- Programs Coordinator (youth, seniors, volunteers and interns);
- Community Relations Specialist; and
- Program Director.

The number of full time Facilitators grew from 3 full time and 2 part time employees to 6 full time and 2 part time employees. The role of Facilitator is to conduct the production classes, work directly with clients on development of their programs, maintain equipment and production work on SCAN produced programs.

G. Second Channel

Resolution 80367 stated the City Council's support of the allocation of a 2nd public access channel to SCAN, conditioned upon SCAN's development of a reasonable business plan for the 2nd channel, including sufficient funding, and DoIT's approval of the plan. SCAN is not seeking an additional channel at this time to allow SCAN to focus on development of the current channel, web distribution, and fundraising efforts to ensure sufficient future funding.

III. Conclusion

2007 was a transitional year for SCAN. The organization's infrastructure was rebuilt. Staff positions were redefined and four (4) additional full time positions were added including a Director of Funding and Development. SCAN began to develop new revenue streams, even before developing a marketing and fundraising plan.

2008 will show significant advancement in both marketing and fundraising. SCAN will conclude a "branding process" in the first quarter of 08. The channel's new look and the organization's new presentation is anticipated to premier on June 1st.

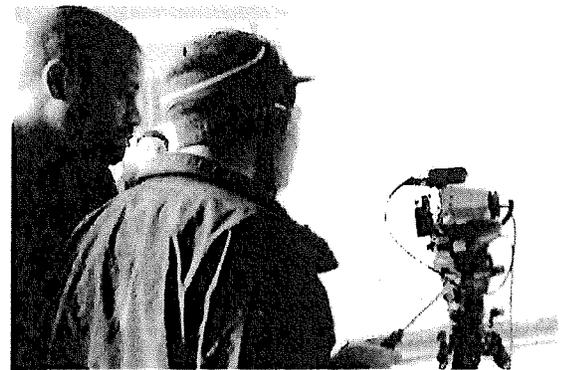
*Brochure provided in lieu of
annual report for
first quarter 2009*

SCAN

TV AND COMMUNITY
MEDIA

2008

ANNUAL REPORT



SCAN
1125 N. 98th St.
Seattle, WA 98103
(206) 522-4758
www.scantv.org

MISSION

SCAN serves individuals and communities through Public Access TV, media communication, production education, training, and skilled professional support. SCAN informs and gives voice to free expression of diverse ideas providing an open forum for discussion as it supports communities and builds awareness about community needs.

SCAN promotes media literacy, media justice, and community dialogue as an alternative to corporate media. It also provides equipment and training through classroom education and workshops, hands on learning of television production, skilled professional support, program promotion and production facilitation as a community resource to help individuals and organizations create and distribute their programming.

FINANCIAL SUMMARY

January 1, 2008 to December 31, 2008

<u>Sources of Income</u>	
Local Govt.	\$ 771,130
Public Grants & Contributions	10,195
Service Fees	54,116
Other	1,733
Total Revenue	\$ 837,174
<u>Expenses</u>	
Programs	\$ 724,178
Management & Fundraising	\$ 208,326
Total expenses	\$ 932,504
Change in Net Assets	\$ (95,330)
<u>Beginning Net Assets</u>	<u>\$ 1,042,767</u>
Year End Net Assets	\$ 991,036

PROGRAMS

- Classes on media literacy, the production process, and studio production.
- Submit your own TV shows or produce your shows in our studios to be aired on Comcast 77/Broadstripe 23 and www.scantv.org
- SCAN Youth Media Program (SYM) which offers technical training, media literacy, video media arts and production skills to promote critical thinking for youth ages 9 – 18.



PROGRAMMING EXAMPLES

- *Democracy Now!*
- *Hawaii Showcase Live*
- *Hot Rocks*
- *Antioch Now*
- *Spiritual Living—Dreams & Visions*
- *NorthWest Indian News*
- *Emerald City Arts*
- *Youth Speaks Seattle 2009*
- *The Naturopathic Perspective*
- *NW Focus: Outdoors for All*
- *Saturday Morning Youth Programming*
- *Countywide Community Forum*
- *Drop TV*

2008 BOARD OF
DIRECTORS

Bill Birney
David Della
Harry Gatjens, *Secretary/
Treasurer*
Sharon Maeda
Jill Novik, *City Representative*
Liz Russell
Stan Emert, *President*
Francis Williams

2009 STAFF

Andrea Capere, *Production
Facilitator*
Mihaela Dimitriu, *Business
Manager*
Dian E. Ferguson, *Executive
Director*
Jamie Flaxman, *Interim
Development Director*
Donn Hedden, *Operations
Director*
Penny Kimmel, *Production
Facilitator*
Jason Knoll, *Production
Facilitator*
Jason Lao, *Production
Facilitator*
Rene Lapidario, *Production
Facilitator*
Nick McCoy, *Content
Manager*
Bob McHenry, *Production
Facilitator*
Taaj Middleton, *Youth
Program Manager*
Sarah Ricci, *Production*

SCAN 2010 Fundraising Revue Forecast

SCAN has decreased its fundraising goals for 2010 and subsequent years. These decreases are the result of the current economic climate and the reality of the difficulty of fundraising in such an economy.

However, there are still signs that SCAN has positive opportunities for fundraising ahead:

- At a May 2009 Funder's Forum hosted by the Puget Sound Grantwriters Association, SCAN's Director of Development and Executive Director met with numerous local funders. All seemed interested in SCAN's work, particularly for when the economy was more stabilized and basic needs were not as pressing a funding issue.
- SCAN is planning its first fundraiser, the SCAN Awards, for November 2009, and is in discussion stages with a major corporation for lead sponsorship. These discussions are moving along positively.
- SCAN held an online fundraiser for individuals in June, through www.globalgiving.org. This was on short notice, and was the first solicitation to individuals in many years. This fundraiser raised almost \$2,000, and most importantly, 38 unique individuals gave to SCAN. These were almost entirely new donors to the organization.
- SCAN is looking at new sources of revenue, such as federal grants, and expanding partnerships and sponsorships.
- While research on charitable giving does show a downward trend, it also shows: "The fact that charitable giving was still more than 2 percent of GDP in 2008 is a bright spot in an otherwise negative climate for donations," said Nancy L. Raybin, chair of Giving Institute: Leading Consultants to Non-Profits, which created Giving USA Foundation in 1985. "The Institute has been active in examining ways to move contributions upward, and it looks like the American public agrees with us that charitable giving is an integral part of the country's economic fabric." Additionally, there are signs that the recession may be coming to an end, and foundation endowments, such as that of the Gates Foundation and other major foundations, are now beginning to report increases in values, which will impact their giving in future years.

SCAN Fundraising Plan Details

Recognizing the need to diversify and expand its funding, SCAN has developed an aggressive fundraising plan for 2009 through 2012. SCAN recognizes that this plan is ambitious, given its lack of fundraising history and the current economic climate, but believes that an aggressive plan is necessary to tackle its goals and is possible given the fundraising experience of both the Executive Director and Director of Development.

While details of the Fundraising Plan were given in the Business Plan, further explanation is provided here.

Grants: The largest source of funds (outside of City funding) will be grants.

- In FY 2009, grants are budgeted at \$20,000, based on \$100,000 worth of grants written, which is a return rate of 20%, which is extremely conservative, but as SCAN does not have a significant grantwriting history, the agency is being conservative in year one. Grants are primarily being written for SCAN Youth Media, which is the most "grant appealing" program. As of June 30, 2009, \$76,945 of grants have been submitted this year, plus an additional \$45,000 grant has been submitted which is for 2010-2011.
- For FY 2010, the grant budget is budgeted at \$215,700, based on \$430,000 of grants written, a 50% return. This is a significant increase, but continues on the work started in 2009. Grant expansion focuses on democracy, freedom of speech, and media expression. A \$45,000 grant has already been submitted to the National Endowment for the Arts which would be received in spring 2010.
- For FY 2011, the grant budget is budgeted at \$400,049, based on \$800,000 of grants written, a 50% return. Would continue on the work started previously.
- For FY 2012, the grant budget is budgeted at \$410,854, based on \$820,000 of grants written, a 50% return, continuing on work started previously.

Individuals: Fundraising from individuals is a critical component to the plan. There are two components to this plan, small donors, those who can give less than \$250, and major donors, those who can give greater than \$250. Small donors will be approached primarily through electronic appeals and possibly through regular mailings. Major donors will primarily be approached through in-person appeals, with occasional electronic/regular mailings.

SCAN just completed its first electronic appeal, and what was apparent, and was expected, is that SCAN needs to do more cultivation of its constituents. SCAN's constituents have not been asked before to give to SCAN, and they need to understand that SCAN is a non-profit, and that SCAN needs outside funding. To this end, during the summer, SCAN will begin a regular electronic newsletter, as well as expanding its presence through social marketing (Facebook/Twitter), to help constituents and the broader community better understand SCAN.

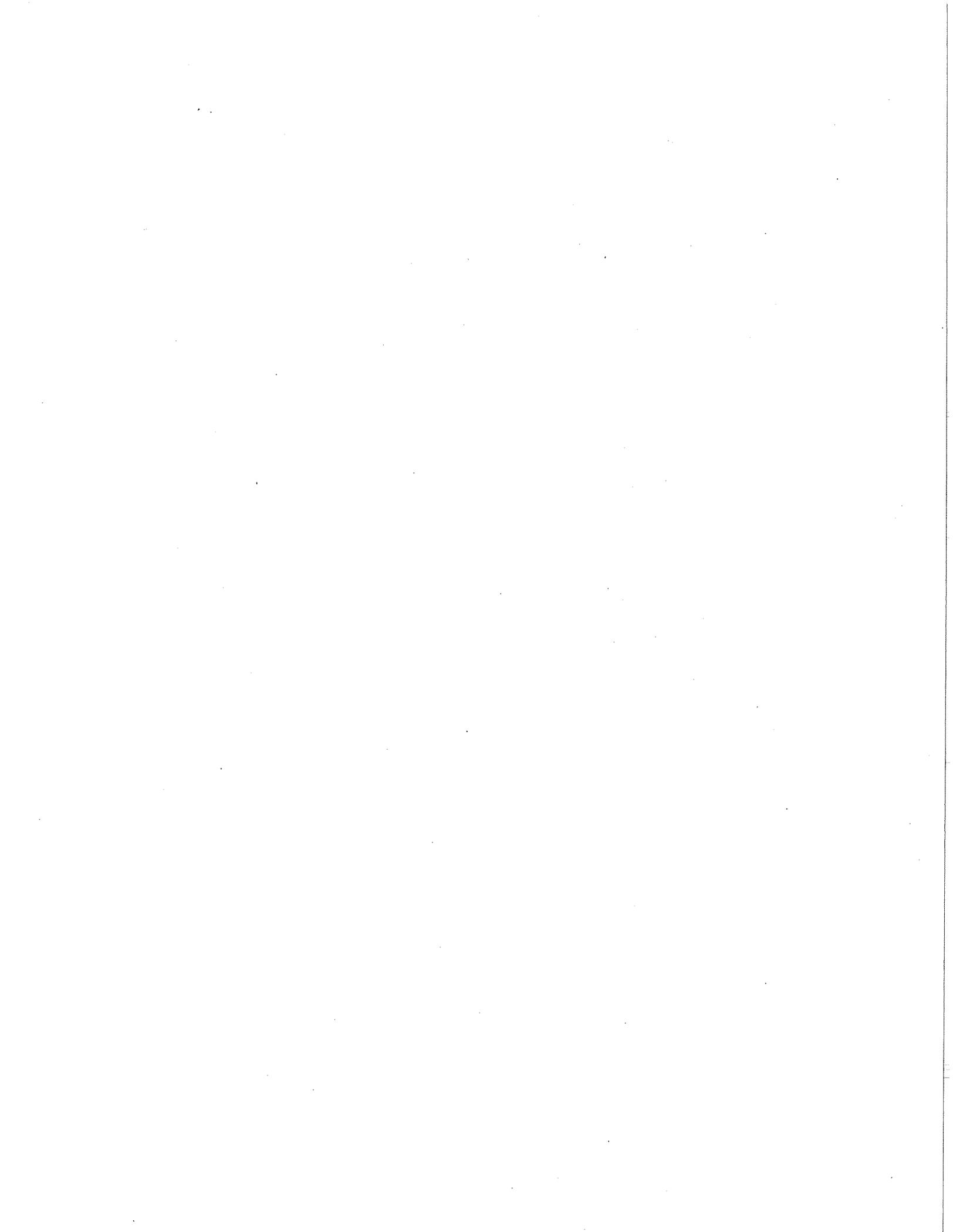
Small donors will be solicited approximately twice/year for individual donations. Major donors will be approached by board members or the executive director, in person, in the fall. In addition, every effort will be made to encourage donors to give through United Way/workplace giving campaigns and to submit matching donation forms. The budget for individual gifts is \$12,000 in 2009 (approximately

\$2,100 raised as of June 30) and escalates to \$67,845 by 2012 through creative and aggressive efforts. As a start, during the summer of 2009 we have an intern on staff who is extremely knowledgeable on social marketing, who is working on improving our Facebook and Twitter presence.

SCAN staff will also participate in a variety of workshops and trainings focused on teaching non-profit executives how to promote their organizations using social media sites like Twitter and Facebook. Four SCAN employees will attend the upcoming COMCAST SOCIAL MEDIA CONFERENCE – A TRAINING FOR NON-PROFITS. According to Shauna Causey, COMCAST Public Relations Manager in Lynnwood, “Success for non-profit organizations is depending more and more on a company’s ability to effectively use websites like Twitter to get their message out to the local communities and we want to teach them the best ways to do that.”

Special Events: SCAN will hold its first special event fundraiser in November 2009, a producers/content provider’s award show. The above mentioned intern has been specifically hired to work on this event. It is expected that this event will be held annually and will expand each year. The event is seen as a cultivation event for individual donors as well as a fundraiser in itself, and as a marketing event for SCAN. In 2009 the event is expected to net \$4,000, in 2010 \$11,000, in 2011 \$16,000, and in 2012 \$22,300.

Sponsorships and Partnerships: SCAN has rewritten its sponsorship and partnership levels. Partnerships are relationships that SCAN has with organizations such as the ACLU, NOW, and Antioch. In return for payment of a specific sum of money to SCAN, the organization receives a show per week or per month, either for a season or for a year. A sponsorship is the underwriting of a show or of SCAN for a specific time period. Sponsorships and Partnerships range from \$4,000 for 12 shows, one show per month for a year to \$14,000 for 52 shows, one show per week for a year. The budget for sponsorships and partnerships ranges from \$12,000 in 2009 to \$148,000 in 2012. As of June 30th, \$9,000 has been pledged.



Most recent info for 2010 - through June 2010

Case # 29111
 ✓ # 591111
 Rev # \$325,281.36

INVOICE

Name of Project: Seattle Community Access Network Invoice # 2010-B06
 To: Tony Perez Period of Services: Jun-10
 Address: Department of Information Technology Amount of Request \$ 64,357.54
 Attention: Tony Perez Date Submitted: 31-Jul-10
 City of Seattle, Office of Cable Communication
 PO Box 94709
 Seattle, WA 98124-4709
 Organization: Seattle Community Access Network
 Project #: City of Seattle
 Return to: Seattle Community Access Network
 1125 N 98th St
 Seattle, WA 98103
 Phone: (206)522-4758
 E-Mail: dianf@scantv.org

D4SCAN
 04402
 74113
 2/25/10

SCAN OPERATING BUDGET EXPENDITURE SUMMARY				
Category	Budget	June 2010 Current Expenditure	YTD (including current)	Balance
Personnel/Wages		\$ 53,541.27	\$ 324,598.32	\$ (324,598.32)
Contract Services		2,896.32	29,745.73	(29,745.73)
Program Operations		3,547.98	19,036.51	(19,036.51)
Supplies and Materials		455.80	4,950.62	(4,950.62)
Equipment		-	-	-
Insurance		1,807.69	10,982.30	(10,982.30)
Facility		1,485.79	10,558.46	(10,558.46)
Miscellaneous		622.69	4,872.02	(4,872.02)
SUBTOTAL		\$ 64,357.54	\$ 404,743.96	\$ (404,743.96)
City Budget Total	\$ 650,000.00	\$ 64,357.54	\$ 404,743.96	

I hereby certify that this invoice amount has been incurred and is the accurate cost of services rendered

Authorized Signature [Signature]
 Name: Dian Ferguson Title: Executive Director
 Project Name: Seattle Community Access Network
 Fiscal Agent: Harry Gatjens, SCAN Board Treasurer

*For All Capital Equipment costing more than \$1000, provide the following:				
Item	Vendor	Date of Purchase	Serial Number	Price

Total

FOR CITY USE ONLY

Services Rendered in Accordance with Contract? Yes No
 Amount Approved 64,357.54 By Whom ERIN DEVOLO Date _____

Is this the final payment? Yes No Charge: DPO090055 D4SCAN

SCAN

Income and Expense Detail

	TOTAL ANNUAL BUDGET	JUNE 2010 TOTALS	YTD 2010	UNDER (OVER) ANNUAL BUDGET
INCOME				
40000 · Contracts				
40010 · City of Seattle	650,000.00	0.00	250,171.03	399,828.97
40020 · Capital	0.00	0.00	73,216.42	(73,216.42)
40030 · Matching	0.00	0.00	24,954.39	(24,954.39)
Total 40000 · Contracts	650,000.00	0.00	348,341.84	301,658.16
41000 · Earned Income fees and charges				
41100 · Workshop seminars		970.00	10,926.00	(10,926.00)
41200 · Facility fees and Annual Fees		800.00	5,950.00	(5,950.00)
41300 · Materials Sold		314.00	919.00	(919.00)
41400 · Production Services		4,212.00	8,246.00	(8,246.00)
41600 · Room Fee		0.00	300.00	(300.00)
41700 · Miscellaneous		0.00	0.00	0.00
Total 41000 · Earned Income fees and charges	0.00	6,296.00	26,341.00	(26,341.00)
42000 · Grants				
42100 · Project Grants	0.00	5,000.00	10,000.00	(10,000.00)
Total 42000 · Grants	0.00	5,000.00	10,000.00	(10,000.00)
43000 · Gifts and donations				
43100 · Board Fundraising		0.00	0.00	0.00
43200 · Corporate Funding		0.00	500.00	(500.00)
43300 · Foundation Funding		0.00	0.00	0.00
43600 · Individuals Contributions		50.00	200.00	(200.00)
Total 43000 · Gifts and donations	0.00	50.00	700.00	(700.00)
44000 · Production Based Sponsorship				
44000 · Production Based Sponsorship		0.00	1,411.00	(1,411.00)
Total 44000 · Production Based Sponsorship	0.00	0.00	1,411.00	(1,411.00)
46000 · Unearned income				
41500 · Interest Income		2.02	34.96	(34.96)
Total 46000 · Unearned income	0.00	2.02	34.96	(34.96)
47000 · Restricted Income				
47200 · Temp Restricted Revenue		0.00	0.00	0.00
47300 · Temp Producer Sponsorship		0.00	1,117.00	(1,117.00)
47400 · Admin Cost - Producer Sponsorship		0.00	113.00	(113.00)
Total 47000 · Restricted Income	0.00	0.00	1,230.00	(1,230.00)
Subtotal Non-Seattle City Income	0.00	11,348.02	39,716.96	(37,075.96)
TOTAL INCOME	650,000.00	11,348.02	388,058.80	

EXPENSES

EXPENSES				
61000 · Personnel				
<u>61100 · Wages and Salaries</u>				
61101 · Wages and Salaries Other	42,984.29	259,346.21	(259,346.21)	
Total - 61101 · Wages and Salaries Other	42,984.29	259,346.21		
<u>61600 · Payroll Benefits</u>				
61610 · FUTA	0.00	0.00	0.00	
61620 · FICA	3,288.30	19,840.00	(19,840.00)	
61630 · SUTA	2,422.71	14,816.89	(14,816.89)	
61640 · L & I	0.00	1,833.58	(1,833.58)	
61650 · Health Insurance	3,705.83	22,155.16	(22,155.16)	
61660 · Dental Insurance	489.23	2,817.20	(2,817.20)	
61670 · Life Insurance	650.91	3,554.30	(3,554.30)	
61700 · Other (City of Seattle Hours Tax)	0.00	234.98	(234.98)	
Total 61000 · Personnel	0.00	53,541.27	324,598.32	(324,598.32)
<u>62000 · Contract Services</u>				
62150 · Dues, Subscriptions, Fees, & Memberships	0.00	801.25	(801.25)	
62200 · Support Services	0.00	0.00	0.00	
62300 · Contract Labor	0.00	0.00	0.00	
62350 · Rental Equipment	0.00	0.00	0.00	
62400 · Maintenance/Custodial	900.00	6,336.87	(6,336.87)	
62500 · Payroll Preparation Expense	0.00	0.00	0.00	
62550 · Computer Network Consultant	0.00	6,353.85	(6,353.85)	
62610 · Security/Fire Protection Services	171.32	1,209.24	(1,209.24)	
62000 · Contract Services - Other	0.00	0.00	0.00	
<u>62700 · Professional Fees</u>				
62705 · Audit & 990	0.00	4,000.00	(4,000.00)	
62710 · Accounting	1,800.00	10,800.00	(10,800.00)	
62720 · Consulting	0.00	0.00	0.00	
62700 · Professional Fees - Other	25.00	244.52	(244.52)	
Total 62000 · Contract Services	0.00	2,896.32	29,745.73	(29,501.21)
<u>63100 · Program Operations</u>				
<u>63110 · Program Operations</u>				
63110 · SCAN Van Expense	0.00	50.00	(50.00)	
63125 · Meeting Expense	1,751.61	3,288.91	(3,288.91)	
63130 · Professional Development and Training	512.75	2,097.47	(2,097.47)	
63140 · Marketing (& Promo Mat'ls)	190.44	2,066.24	(2,066.24)	
63150 · Postage and Delivery	147.61	685.42	(685.42)	
63160 · Printing and Reproduction	0.00	1,025.19	(1,025.19)	
63170 · Licenses and Permits	9.00	29.00	(29.00)	
<u>63172 · Telephone</u>				
63172 · Telephone Repair/Services	0.00	681.53	(681.53)	
63174 · Production Telephones 5004 & 5658	334.01	1,814.37	(1,814.37)	
63177 · Telephone - 522-4758 and Rollovers	221.74	1,754.20	(1,754.20)	
63178 · Cellular Service	0.00	170.76	(170.76)	
<u>63180 · Equipment</u>				
63182 · Office Equipment Repair	44.59	194.59	(194.59)	
63184 · Production Equipment & Repair	0.00	55.46	(55.46)	
63186 · Software	0.00	250.00	(250.00)	

63188 - Production Equipment	0.00	38.30	0.00
<u>63200 - Other</u>			
63220 - Travel	88.76	984.67	(984.67)
63250 - Copier Lease	247.47	1,305.40	(1,305.40)
63260 - Streaming Signal Costs and E-mail	0.00	2,545.00	(2,545.00)
Total 63100 - Program Operations	0.00	3,547.98	19,036.51
(18,998.21)			
<u>64000 - Supplies and Materials</u>			
64660 - Supplies	412.35	2,879.73	(2,879.73)
64680 - Computer Supplies	0.00	1,418.16	(1,418.16)
64680 - Production Supplies	43.45	652.73	(652.73)
64000 - Supplies Others (Studios lights)	0.00	0.00	0.00
Total 64600 - Supplies and Materials	0.00	455.80	4,950.62
(4,950.62)			
<u>65000 - Insurance</u>			
65150 - Property Insurance	2,168.00	3,296.13	(3,296.13)
65300 - Automobile Insurance	141.42	836.42	(836.42)
65400 - Directors and Officers Insurance	775.17	2,557.17	(2,557.17)
65500 - Media Liability Insurance	707.85	2,386.70	(2,386.70)
65500 - Insurance - Other	(1,984.75)	1,905.88	(1,905.88)
Total 65000 - Insurance	0.00	1,807.69	10,982.30
(9,076.42)			
<u>66000 - Facility</u>			
<u>66200 - Utilities</u>			
66220 - Garbage	102.90	542.46	(542.46)
66240 - Electric	619.53	3,892.55	(3,892.55)
66260 - Gas	81.00	669.26	(669.26)
66280 - Water and Sewage	161.14	1,044.44	(1,044.44)
<u>66300 - Property</u>			
66320 - Building Repairs	521.22	578.38	(578.38)
66360 - Real Estate Taxes	0.00	3,831.37	(3,831.37)
Total 66000 - Facility	0.00	1,485.79	10,558.46
(10,558.46)			
<u>67000 - Miscellaneous</u>			
63120 - Contingency (bank & merchant fees)	227.83	923.74	(923.74)
67100 - Community Recognition	394.86	2,932.40	(2,932.40)
671400 - Miscellaneous - Other	0.00	15.88	(15.88)
67500 - Producer Sponsorship - Out	0.00	1,000.00	(1,000.00)
Total 67000 - Miscellaneous	0.00	622.69	4,872.02
(4,872.02)			
TOTAL EXPENSES	0.00	64,357.54	404,743.96
(402,555.26)			