



Inspiring Connection

CTV North Suburbs 2019 Annual Report

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Partner Cities,

We don't duck the hard stuff. We made difficult changes to our mission and organizational structure in 2018 that has set us up for success in this past year. Some large items of note was the elimination of public access facilities, and the creation of city-centric content designed to engage our citizens. We have left 2019 with a strong financial report, a purposeful mission, and a renewed culture around adding value to our partner cities.

I am extremely proud of the trust that has been built between the team and our partner cities. Our goal is to be seen as an extension of each city's communication department. We continue to build our relationships with our member cities by listening to their needs, and responding with action. An example of this trust in action was during the City Council production room build outs for three of our cities. We guided them through that process from design, to purchase, to install with the mindset of not over-building.

We have also continued to grow the Neighborhood Network program, offering a guarantee of at least two productions for each city around an event or a city update. In 2019, we produced 42 Neighborhood Network productions, that yielded 36,317 views on Facebook. We want to continue to build on this value-add for our cities.

Although we have made strong strides in the past year, cord-cutting, and FCC rulings are threats to our city's franchise and PEG fees. In response, we will continue to diversify our funding through our services and fundraising efforts into 2020. We have increased our earned revenue by over 70% since 2018, but we must not be complacent with the initial revenue growth. Continuing to grow this will be key to ensuring our partner cities continue to receive strong value.

Thank you for your involvement in the North Suburban Communications Commission Joint Powers Authority. Without your support, we would not have been able to innovate the way we have in the past year.

We look forward to your continued support in the future and many more innovative conversations and action.

Dana Healy

Dana Healy



OUR MISSION

We produce community focused digital media to educate and engage our citizens.

OUR COMMUNITY

We proudly serve the nine Minnesota cities of Arden Hills, Falcon Heights, Lauderdale, Little Canada, Mounds View, New Brighton, North Oaks, Roseville, and St. Anthony Village.

OUR VALUES

Always Add Value – Approach every opportunity as a chance to give knowledge, make a beneficial connection, or enhance the customer experience.

Mentorship – We develop each other as leaders by bolstering strengths, identifying weaknesses, developing accountability plans, and celebrating milestones.

Empathy – Recognize emotions in other teammates and clients, and intentionally give value to their perspective. Always examine your own motives.

OUR COMMISSIONERS



BILL BERGERON
MOUNDS VIEW



DAN ROE
ROSEVILLE



HAL GRAY
ST. ANTHONY



KELLY DOLPHIN
LAUDERDALE



SUSAN MAJERUS
FALCON HEIGHTS



CRAIG WILSON
ARDEN HILLS



EMILY DUNSWORTH
NEW BRIGHTON



KARA RIES
NORTH OAKS



RICK MONTOUR
LITTLE CANADA

VIDEO PRODUCTION IS JUST THE BEGINNING

OUR SERVICES

We are hyper focused on our community. We identify important community content to bring media attention, and partner with local businesses, grants, and agencies to fund those video projects.

City Meeting Coverage

CTV North Suburbs provides highly trained technicians to produce and direct municipal and city meetings for TV and video production.

Webcasting

We broaden your audience, keep people informed and promote your city's "brand" by distributing your meetings and events through the web.

Community Engagement Videos

Our Emmy award-winning team can tell your city's stories and jump start community engagement through compelling video.

Social Media Coordination

We provide original video, photos, and copy for your social media posts to keep your citizens engaged.

4,226
*cumulative
volunteer
hours logged*

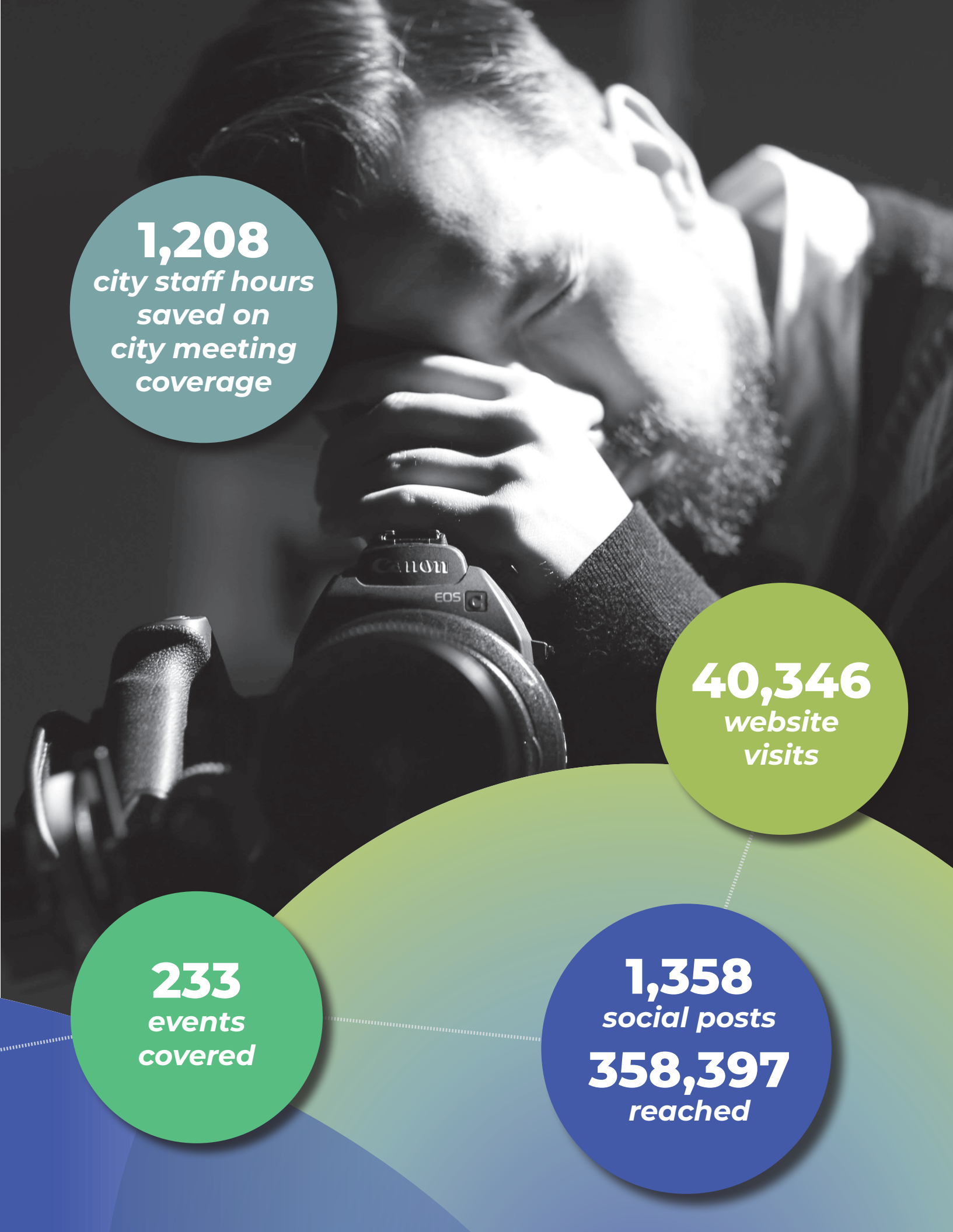
62
*signature
event
attendance*

1,208
*city staff hours
saved on
city meeting
coverage*

40,346
*website
visits*

233
*events
covered*

1,358
social posts
358,397
reached



CONNECTING COMMUNITY



Story of a playground rebuild featuring community volunteers and staff highlighted with time-lapse video.



Starting as an idea from a Council Member, this video profiles the opening of 'Splash Down' in Mounds View. The only free Splash Pad in Ramsey County. Featured 1.2k Facebook views in four months.



CTV followed two New Brighton sisters in September as they joined the student Eco protest in Twin Cities. They tell their story on how they plan to fight climate change. This video has 4.7K views in 3 months on Facebook.



The MN Department of Commerce Exhibit for Clean Energy Communities featured St. Anthony staff and elected officials engaging with community members about the city's energy efficient programs.



City staff discusses the history of liquor operations since 1948 and how city residents benefit by controlling all sales generating general fund revenue.



The City of New Brighton requested to profile their IT Department to demonstrate the value it brings to city residents and staff by making many city processes more efficient.

FINANCIALS

2019 NSAC Financial Statements | Profit & Loss Summary
For the 12 Months Ending December 31, 2019

	Year to Date	% Total Budget	Annual Budget
OPERATING REVENUES			
General Operating Grants	\$711,675	96.83	\$735,000
Core City Services	\$147,990	172.44	\$85,220
Non-Core City Services	\$56,157	276.23	\$20,330
Community Engagement	\$5,645	188.17	\$3,000
Miscellaneous Operating Income	\$9,158	305.27	\$3,000
Youth Program Grants	\$10,000		
Total Operating Revenues	\$940,625	111.03	\$847,150
OPERATING EXPENSES			
Personnel	\$548,387	96.14	\$570,382
Facilities	\$200,711	98.23	\$204,336
Business Insurance	\$4,163	75.42	\$5,520
Professional Services	\$70,930	310.58	\$22,838
Youth Media Operations	\$9,833.09	–	\$0
General Operations	\$86,163	104.15	\$82,810
Capital Use	\$22,646	113.23	\$20,000
New Space Related	\$2,227	–	\$0
Total Operating Expenses	\$945,060	104.32	\$905,886
Operating Income (Loss)	(\$4,435)	7.55	(\$58,736)
NON-OPERATING CASH FLOWS			
Dividends and Interst Income	\$21,686	119.88	\$18,090
Income (Loss) before Transfers	\$17,251	(42.44)	(\$40,646)
TRANSFERS			
Transfers in	\$34,384	76.41	\$45,000
Transfers out	\$0	–	\$0
Change in Net Position	\$51,635	1,185.93	\$4,354
DEPRECIATION			
Net of Depreciation	(\$147,265)	75.70	(\$194,546)

Thanks
to our
Sponsors



SPONSOR
OF THE YEAR

Apple Exteriors
Arepa Bite
Cars Bike Shop
Catrina’s Cerveza & Grill
Cub
Dalco
DeBord Studios
Donut Hut
The Exchange Food & Drink
Franchise Times
Gas-n-Go
Hoggbreath Underground
Sports Cafe & Nightclub
Institute for Athletic Medicine

iSight Family Eye Care
Jimmy John’s Gourmet
Sandwiches
KinderCare Learning Centers
Lunds & Byerlys
McGough
Midwest Stone Management
Millyard Ink Company Inc.
Moe’s American Grill
Preferred Staffing
Rydelll Auto Outlet & Garage
Select Surfaces
The Tavern Grill Restaurant & Bar

CONNECTING OPPORTUNITY

PROVEN IMPACT

“John let me be in control of the shoot while providing great feedback on my shooting. He taught me how to frame shots better, stage interviews, film sufficient B-roll, ask better interview questions, and keep shots interesting. It was really nice to be able to get this advice and practice it at the same time.”
– Joe

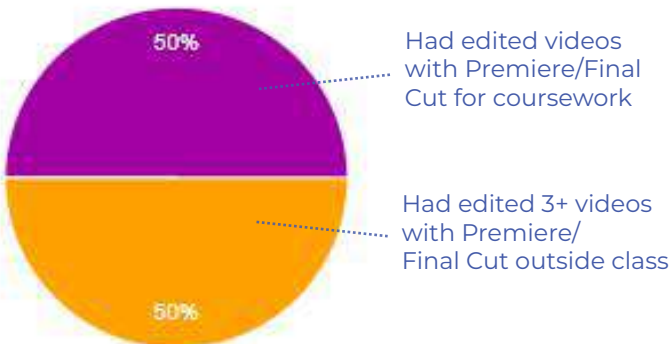


“Jared has always been great at connecting with Interns. During my shoots with him, he’s helped explain how and why to choose the camera settings during the production phase, and is happy to help answer any post-production questions I have about color correction.”
– Scott

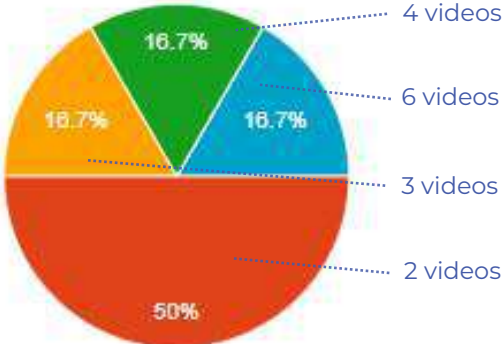


INCREASING EDITING EXPERIENCE

Before Internship

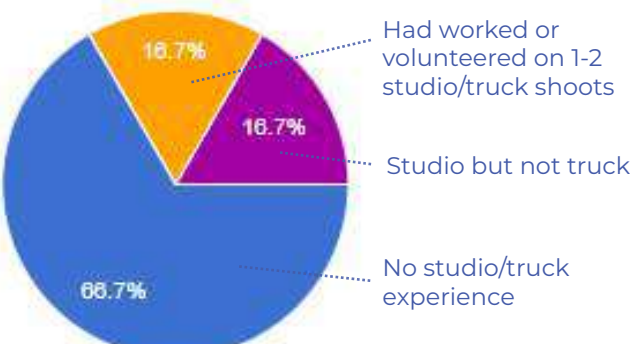


During

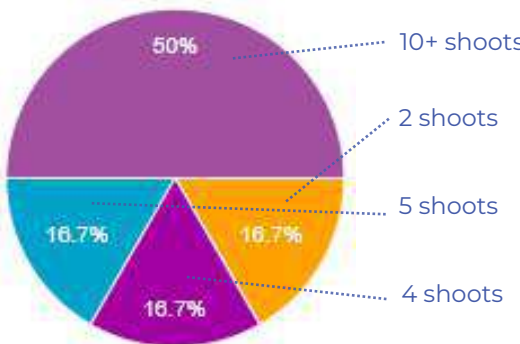


INCREASING STUDIO & TRUCK EXPERIENCE

Before Internship



During



LITTLE CANADA FIRE PREVENTION WEEK

The Challenge
Fire Prevention Day is an annual opportunity for Little Canada Elementary School students to visit their firehouse and learn safety tips. The City of Little Canada asked CTV to cover the event in order to showcase the Public Safety Department’s ongoing community engagement efforts.

The Approach
CTV Producer Jared Wiedmeyer used a Canon C100 camera and tripod on this single day shoot. Along with interviews, he decided to take many shots of the firefighters demonstrating the fire hoses with students to **capture the relationship building** aspect of the event.

The Solution
A story that builds trust. The video became popular on social media, with community members and parents thanking the firefighters for their engagement.

The Stats
The video was **viewed 2.6K times** on Facebook, and **shared over 30 times**.





www.ctvnorthsuburbs.org

2670 Arthur Street | Roseville, MN 55113

651-792-7515 | info@ctvnorthsuburbs.org