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 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.

VIDEO PRODUCTION IS JUST THE BEGINNING

1,208 city staff hours saved on city meeting coverage

40,346 website visits

4,226 cumulative volunteer hours logged

62 signature event attendance

233 events covered

1,358 social posts

358,397 reached
CONNECTING COMMUNITY

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.

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

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

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.

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.

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.
Financials

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

<table>
<thead>
<tr>
<th>Year to Date</th>
<th>% Total Budget</th>
<th>Annual Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Revenues</strong></td>
<td></td>
<td></td>
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<tr>
<td>General Operating Grants</td>
<td>$711,675</td>
<td>96.83</td>
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<tr>
<td>Core City Services</td>
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<td>172.44</td>
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<tr>
<td>Non-Core City Services</td>
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<tr>
<td>Community Engagement</td>
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<tr>
<td>Miscellaneous Operating Income</td>
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<tr>
<td>Youth Grants</td>
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<tr>
<td><strong>Total Operating Revenues</strong></td>
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<tr>
<td><strong>Operating Expenses</strong></td>
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<td>Personnel</td>
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<td>Facilities</td>
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<td>Business Insurance</td>
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<td>Professional Services</td>
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<td>Youth Media Operations</td>
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<td>General Operations</td>
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<td>Capital Use</td>
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<td>New Space Related</td>
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<td><strong>Total Operating Expenses</strong></td>
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<td>Operating Income (Loss)</td>
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<td><strong>Non-Operating Cash Flows</strong></td>
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<tr>
<td>Dividends and Interest Income</td>
<td>$21,686</td>
<td>119.88</td>
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<tr>
<td>Income (Loss) before Transfers</td>
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<td><strong>Transfers</strong></td>
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<td>Transfers in</td>
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<td>Transfers out</td>
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<td>Change in Net Position</td>
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<tr>
<td><strong>Depreciation</strong></td>
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<tr>
<td>Net of Depreciation</td>
<td>($147,265)</td>
<td>75.70</td>
</tr>
</tbody>
</table>

Thanks to our Sponsors:

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

SPONSOR OF THE YEAR

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
Rydell Auto Outlet & Garage
Select Surfaces
The Tavern Grill Restaurant & Bar
**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.