



AGENDA

COMMITTEE OF THE WHOLE WORKSESSION

TUESDAY, MARCH 19, 2024

6:30 PM

CITY HALL LARGE CONFERENCE ROOM #119

1. Mayor's Office:
 - a. [WKTV funding](#) discussion.

PUBLIC COMMENT.

The City of Kentwood does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The Human Resources Director, 4900 Breton Ave., SE has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the American with Disabilities Act, and the rights provided thereunder, are available from the ADA coordinator.

MEMORANDUM



TO: Committee of the Whole
FROM: Shay Gallagher, Deputy City Administrator
SUBJECT: WKTV Funding Request
DATE: March 19, 2024

ACTION REQUESTED: None. Information only.

BACKGROUND: Throughout its history, the City of Kentwood has been a significant contributor to WKTV, providing the station with funds equaling 37% of the City's cable franchise fee revenues. These fees, sanctioned by individual municipal governments, support Right-of-Way maintenance and other essential services including public television. Additionally, municipalities can levy a PEG (Public, Education, and Government) fee to support local TV channels like WKTV, which the City of Kentwood has not done.

Between the fiscal years 2015 and 2023 (FY 2024 data pending finalization), the City of Kentwood has consistently allocated an average of \$371,357 to WKTV for operational expenses. However, franchise fee revenues reached their peak in FY 2015 and have steadily decreased each year since. In FY 2015, WKTV received \$435,152 from franchise fees, while in FY23, this figure diminished to \$308,709. The decline can be attributed primarily to residents transitioning from traditional cable TV to alternative streaming services; as a note, internet providers are not currently subject to franchise fees due to federal regulations.

Consequently, faced with diminishing franchise fee revenues, WKTV is desiring to increase revenues from other potential funding sources. To accomplish this, WKTV desires to recruit and hire a business development professional to aid in fundraising endeavors. WKTV is asking both the City of Kentwood and the City of Wyoming to increase their funding to offset operational expenses for a duration of one to three years. WKTV is optimistic that with the implementation of this position, funding from municipal partners can return to historical standards once these other sources are solidified. WKTV is asking the City of Kentwood for an additional \$48,000 per year for the next one to three years.

Please contact Shay P. Gallagher at 554-0770 if you have any questions.