

Denver Marketing & Media Services

Is requesting approval from City Council to enter into a contract with Rocky Mountain Public Media to lease-to-purchase a community media facility in the Buell Public Media Center utilizing Public Educational and Government (**PEG**) funds.

How Does the City Get PEG Dollars?

- Cable providers need access to the city's right-of-way to install cable and fiber that connects its delivery system to neighborhoods and homes for television services.
- In return, the city receives franchise fees and a PEG fee, which are part of the subscribers' monthly rate, and are dispersed between PEG entities based on a third-party needs ascertainment.
- PEG fees are used to fund capital items and equipment that support community media, such as constructing facilities and purchasing cameras, servers, audio equipment, and editing systems.

PEG Programming Provides...

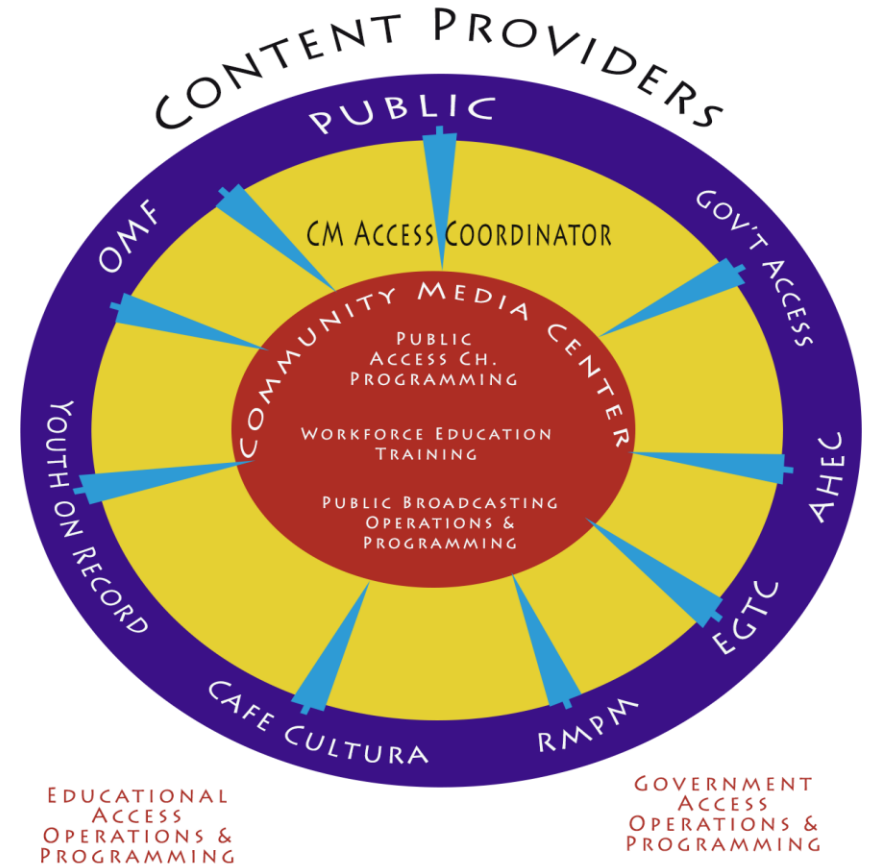
- Transparency of government operations, and promotion of city services and information
- Denver-specific programming created by the community
- Educational, health, and safety information

Traditional Cable TV is Changing

- New video services (YouTube, Netflix, Amazon Prime, Facebook Live, Hulu, etc.) are successfully challenging the cable TV video delivery model. As more people “cut the cord,” this equates to declining cable franchise fees, and shrinking funds for PEG facilities and equipment.
- We are working on strategies and building partnerships to future-proof PEG operations in an effort to continue providing programming, training, and access to the community, making the model sustainable.

Denver Marketing & Media Services (DMMS) is working with Rocky Mountain Public Media (RMPM) to create a permanent home for community media services.

In collaboration with existing and new partners, the community media center will strengthen PEG connections, improve transparency, and leverage synergies to create strong alliances. Establishing this foundation will provide the community robust opportunities, and elevate services and support.



Community Media Center

- 4,500 square-foot facility on the first floor of the Buell Public Media Center - partnership between Rocky Mountain Public Media, the City and County of Denver, Emily Griffith Technical College, and Denver Public Schools
- Ability to teach workforce-ready skills requiring technological proficiency
- Will provide community members access to tools and technology to tell their own stories and share them through community access channels
- Collaborations with Rocky Mountain Public Media and other potential media partners (i.e. The Associated Press, Chalkbeat, Colorado Press Association, and/or others) will provide high-quality information to Denver audiences
- Partnership with RMPM to engage 100,000+ people annually in the center will strengthen the civic fabric of Denver, and the state as a whole

Buell Public Media Center

- \$30 million new headquarters in Denver's fast-developing Arapahoe Square neighborhood
- Buell Public Media Center with a shorter, red-brick face will reflect the neighborhood's historic character



- 63,000-square-foot facility will feature shared offices and studios for community media radio and TV production

- Provide community resources that allow the public to understand and, at times, take part in RMPM's operations
- With 85,000 members, RMPM is the largest public-media organization in the state
- In Colorado there are 18 public-media licenses, and RMPM sees the Buell Center as the public-media center for all of Colorado



Lease-to-Purchase Space in Buell Media Center

- The city will lease-to-own the 4,571 square-foot Community Media Center (CMC) within the larger RMPM facility
- DMMS will enter in to a 7-year lease, utilizing interest paid on \$1.9 million of PEG revenue currently reserved for the purchase of the CMC space, to cover lease payments. At the end of the 7-year lease, the city will have the option to purchase the condominium.

Lease to Purchase of Space in Buell Media Center (cont'd)

- The lease-to-purchase model supports RMPM's efforts to utilize federal New Market Tax Credits to complete the construction of the Buell Media Center, and allows interest to continue to accrue on the \$1.9 million in PEG revenues already in the bank, further supporting capital equipment purchases
- This new facility will provide modern studios, training rooms, and equipment for all community access partners and the community members they serve at minimal cost
- The Buell Public Media Center construction is slated to complete in May of 2020



AREA SCHEDULE (NET BUILDING)	
LEVEL	AREA
LEVEL 01	27,063 SF
LEVEL 02	24,912 SF
LEVEL 03	11,949 SF
GRAND TOTAL	63,924 SF

PARKING COUNTS		
LEVEL	COUNT	TYPE
LEVEL P1	2	ADA
LEVEL P1	6	Compact
LEVEL P1	60	Regular
	68	
LEVEL 01	3	ADA Van
LEVEL 01	6	Regular
	9	
TOTAL	77	

DRAWING TITLE:
LEVEL 01 FLOOR PLAN
 SCALE: 1/8" = 1'-0"
 PLAN TRUE
 8/28/2018 10:11:18 AM
 8/28/2018 10:11:18 AM

PROGRAM DEPARTMENTS

- BUILDING SERVICES
- CATERING
- STUDIOS
- LOBBIES & PUBLIC SPACE
- PUBLIC ACCESS STUDIOS
- VOLUNTEERS



Mortenson
 construction
TRYBA ARCHITECTS
 1620 Logan Street
 Denver Colorado 80203
 303.831.4210

**ROCKY MOUNTAIN
 PUBLIC MEDIA**
BUELL PUBLIC MEDIA CENTER
 2101 Arapahoe St, Denver, CO 80205



Questions & Answers

Community Media Access Coordinator

- The requirements for a public access vendor are changing with the move to a community access model.
- A RFP seeking a Community Media Access Coordinator (CMAC) is the first step in activating the new model. The position will facilitate and coordinate programming of the existing public access television channel, develop media training and workforce development programs and partnerships, and oversee marketing efforts for community media access.
- The CMAC will be authorized to act in the interest of the community and remain an independent contractor; it will not be a City of Denver employee and won't be working solely on behalf of the government (or "G") PEG entity.

Next Steps

- If Open Media Foundation (OMF) is interested in submitting a proposal for the CMAC contract, it will be considered.
- DMMS will work in partnership with OMF on a transition plan to support the new model, whether or not they are awarded the new CMAC contract.
- We will also work to provide a robust transition plan to the community and our other partners as we solidify the new community media access model.
- We expect that OMF will be at the table in the new model in some way, regardless of the outcome of the RFP award.