

**Function:**  
Culture and Recreation

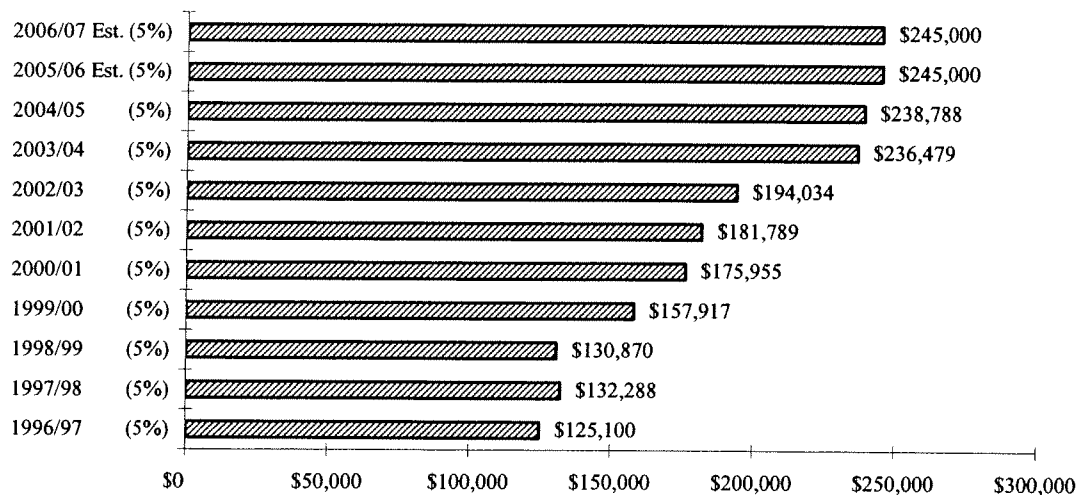
**Department:**  
Library

**Activity:**  
**Cable Television Operations**

**GENERAL INFORMATION**

In July, 1979 the City Council awarded a 15 year cable television franchise to ATC and Muscatine Cablevision Corporation. In 1984 the City approved the transfer of the franchise from ATC and Muscatine Cablevision to Heritage Cablevision. This franchise was later transferred to TCI, then AT&T and then Mediacom. The original franchise required a franchise fee to be paid to the City of Muscatine in the amount of 3% of its annual gross receipts. The original franchise agreement expired in 1994 and it was renewed for another 15 years on September 7, 1994. The new agreement provided for an increase in the franchise fee paid to the City to 5% of the annual gross receipts. In addition, Muscatine Power & Water (MP&W) began offering cable television services in 1999. MP&W also pays a fee of 5% of its gross cable revenues to the City. In December 2002, MP&W purchased the local Mediacom operation and became the sole cable provider in the City. The following is a summary of franchise fees received during the previous nine (9) years and estimated amounts for 2005/2006 and 2006/2007:

**Cable Franchise Fees**



A portion of the funds received from the franchise fee has been utilized to purchase equipment and develop governmental programs to be aired on the government information access channel. The Library has been given the responsibility of coordinating the City's cablecasting through a contract with Muscatine Community College's audio-visual department. As part of this contract, regular City Council meetings and numerous other special programs have been broadcast which have informed citizens of available municipal services. Cable broadcast services are also provided by the community college for the Muscatine Community School District. The 2006/2007 budget includes \$14,000 for the City's share of this service.

**CURRENT TRENDS AND ISSUES**

Through the 2003/2004 fiscal year, the Cable Television budget was accounted for as an enterprise fund. The balance in the enterprise fund was closed into the General Fund at the end of 2003/2004.

Beginning in 2004/2005 the Cable Television operation is being accounted for as an activity of the City's General Fund. The 2006/2007 budget totals \$29,800 and includes \$14,000 for the contract with Muscatine Community College's audio visual department and a \$5,000 contribution towards the community-wide programming publication "ECHO" coordinated by the Library Director. The 2006/2007 budget also includes a \$10,300 administrative fee for the Library Director's time in coordinating the cable operation.

**GOAL STATEMENT**

To inform and educate the community about the operation of and services provided by their City government and to offer programs of appeal to specific audiences presently unserved by broadcast television.

**PERFORMANCE MEASURES**

	<b>Actual 2002/2003</b>	<b>Actual 2003/2004</b>	<b>Actual 2004/2005</b>	<b>Estimated 2005/2006</b>	<b>Estimated 2006/2007</b>
Cable Franchise Fees	\$194,034	\$236,479	\$238,788	\$245,000	\$245,000
City Council Meetings Broadcast	35	35	35	35	35
Other City Programs Broadcast	25	25	25	25	25

**RECENT ACCOMPLISHMENTS**

Efforts continue to be made to find ways to produce more cable programming from current community events. The cable operation is being advertised in the ECHO publication which serves as a base for non-profit programming in the community.

**OBJECTIVES TO BE ACCOMPLISHED IN 2006/2007**

- \* To continue to assess cable service provided to Muscatine by MP&W.
- \* To encourage a broad selection of programming options on local cable channels and to promote those programs through public venues.

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	<b>Actual 2003/2004</b>	<b>Actual 2004/2005</b>	<b>Budget 2005/2006</b>	<b>Revised Estimate 2005/2006</b>	<b>Budget 2006/2007</b>	<b>Percent Change</b>
<b>Expenditure Summary</b>						
Personal Services	\$ -	\$ -	\$ -	\$ -	\$ -	
Commodities	-	-	1,200	-	-	-100.00%
Contractual Services	-	22,941	24,100	25,000	19,500	-19.09%
Capital Outlay	-	10,144	-	-	-	
Transfers	-	9,700	10,000	10,000	10,300	3.00%
<b>Total Expenditures</b>	<b>\$ -</b>	<b>\$ 42,785</b>	<b>\$ 35,300</b>	<b>\$ 35,000</b>	<b>\$ 29,800</b>	<b>-15.58%</b>
<b>Funding Sources</b>						
Cable Franchise Fees	\$ -	\$ 42,785	\$ 35,300	\$ 35,000	\$ 29,800	-15.58%

