This presentation is located here:

ARPA Funding

Messaging, Partnerships & Defining Our Value

Kathy Bisbee, Brookline Interactive Group (BIG), MA

Our public ARPA proposal is viewable here:

ARPA Process & Ask

◎ $325k for hybrid meeting build out and personnel for 2022

◎ $6 million request for tech equity, digital divide work, and ongoing Town AV support

◎ Increase % of the franchise fees

ARPA Proposal

◎ Developed over six months, with input of many partners, town staff, board members, etc.

◎ Joined Community Foundation's Community Engagement Meetings about ARPA & asked other grantees for input & collaboration

◎ Future planning out six years

◎ Intentionalizing our strategic communications

◎ Building a community-wide campaign

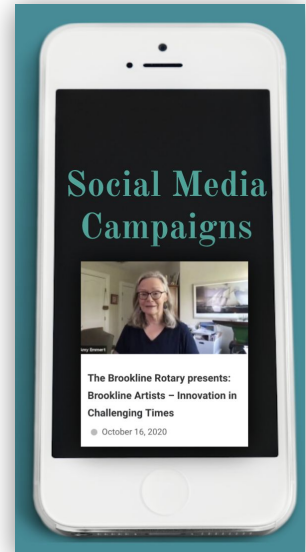BIG is not a TV station. BIG is an Independent, Nonprofit Community Media Center

Leveraging & Messaging During Covid

Brookline Interactive Group ensures a place for all Brookline residents to access media-making technology, amplify their voices and tell their stories, develop media literacy and new skills, and sustain a vibrant and transparent democracy. *
(*current mission statement working group draft)

◎ Responsiveness to Community Needs

◎ DEI & Board Development

◎ Warrant Article Campaign

◎ Fundraising & Testimonials

◎ Social Media

◎ Revenue Generation

Social Media Campaigns

The Brookline Rotary presents: Brookline Artists – Innovation in Challenging Times

October 16, 2020

Building the Runway….

What does WA40 Do?

It creates a community media working group
to aid in identifying potential stable funding mechanisms for BIG
in collaboration with the Town.

We want to thank the Town for their long-term partnership and support!

In the COVID emergency, the Town and BIG have successfully partnered to:
- Ensure all government in Brookline is transparent
- Prioritize community engagement and amplifying local voices

The Town allocated $196,000 to BIG in the first months of COVID in recognition of the critical role that BIG played. They recognized that it was **not sustainable without financial help from the Town.**
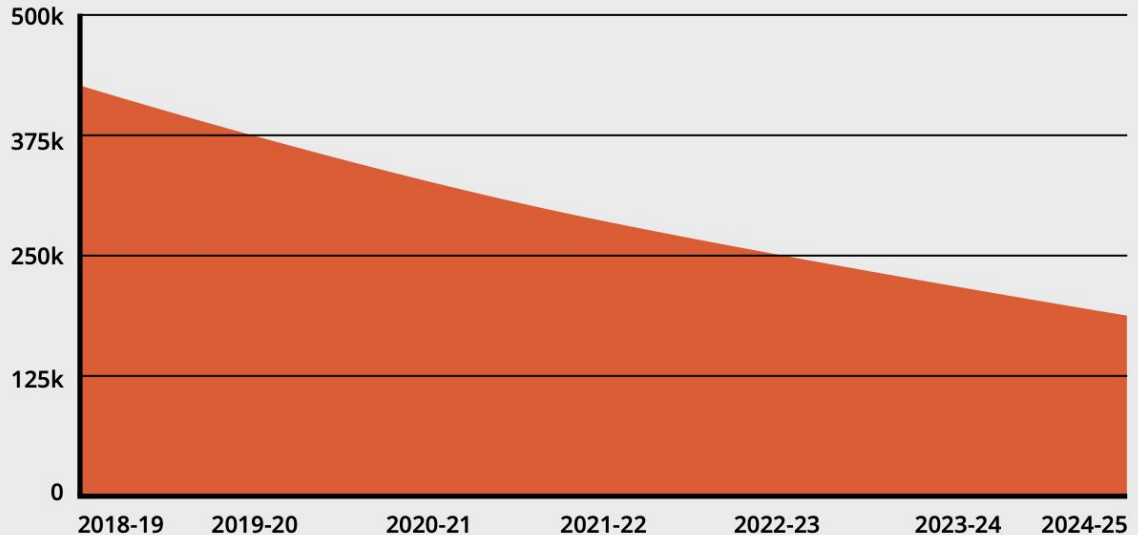
The Problem WA40 Solves
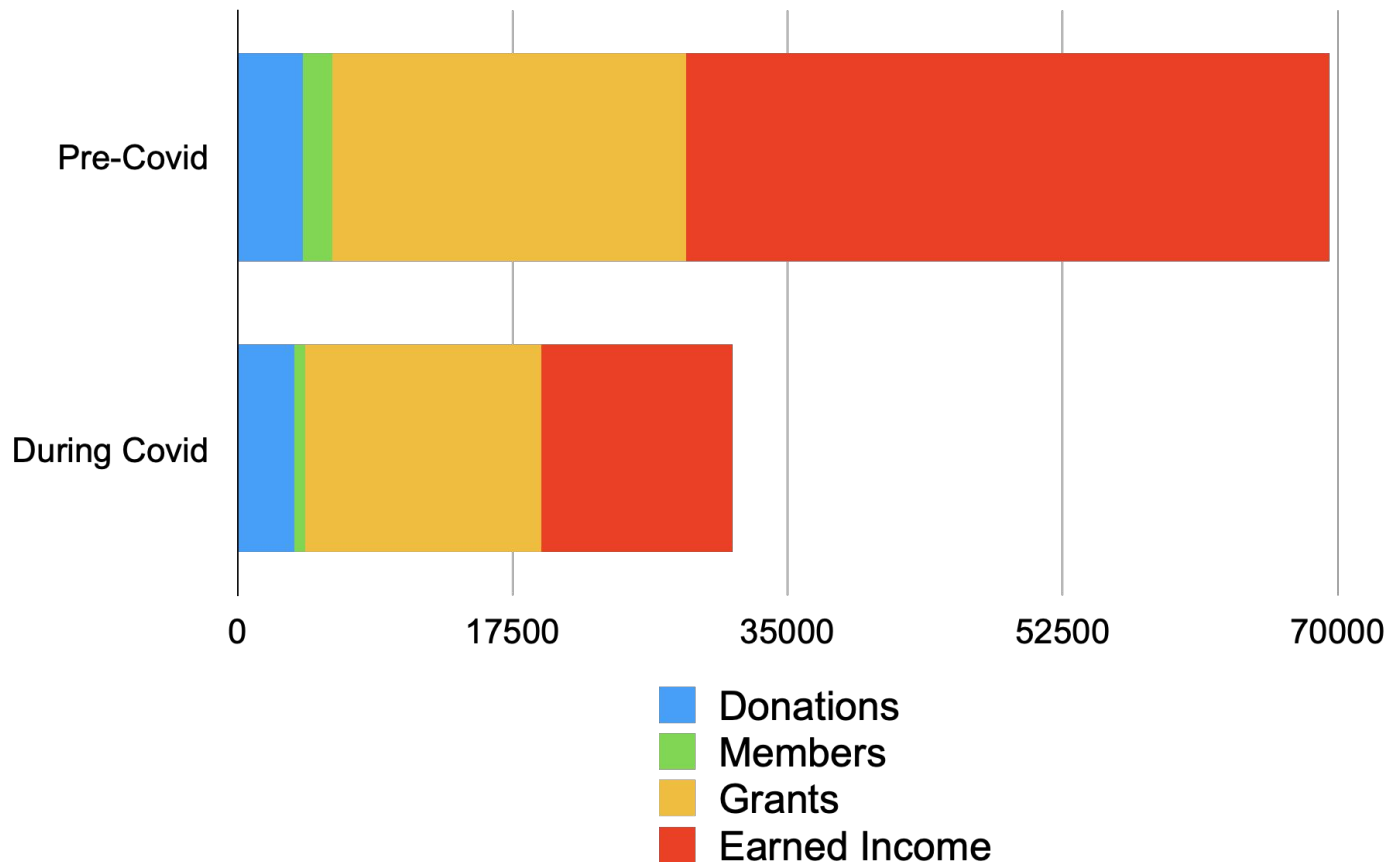
Funding model BIG has had for 30+ years is going away

◎ **BIG presently receives 2% of the 5%** of per-subscriber cable fees allowable under federal cable franchise law.

◎ **Both the Town and BIG are losing funding** with the precipitous decline in these cable fees due to cable "cord cutters" & streaming services.

◎ **Comcast revenue is declining by 12.5%** annually

◎ **RCN revenue is declining annually by 14%**

BIG projects losing HALF its funding by 2025

BIG'S FUNDING FROM CABLE FEES IS IN DECLINE

(Area chart showing decline from ~430k in 2018-19 to ~190k in 2024-25. Y-axis: 0, 125k, 250k, 375k, 500k. X-axis: 2018-19, 2019-20, 2020-21, 2021-22, 2022-23, 2023-24, 2024-25)

Covid Halts BIG's Income Diversification

Devon Fields
Administrative Services Director - Town of Brookline

Devon Fields

Warrant Article Campaign

- Board member presentations to community groups, town committees, selectboard, school committee
- [BIG's 2020 Annual Report](#)
- Warrant Article Working Group: [Warrant Article/Resolution Presentation](#)
- [2020 Highlight Reel](#)
- [I <3 BIG campaign](#) (stickers, social media posts, new [T-shirts](#) and FB/Insta profile frames!)
- Placed news article in [Brookline TAB newspaper during week of Town Meeting](#)
- Placed Editorials in Newspaper
- Email campaign to TMMs & members
- Inclusion in Town's Annual Report timed to TM
- Board Giving Campaign
- Social Short [Animated Promo](#)
- Updated [Donate Page](#) with QR codes, Venmo, Charitable trusts, Paypal & recurring donations via Patreon

Please consider supporting Brookline's community media nonprofit this Giving Tuesday to help keep our local democracy healthy!

"If you believe in Brookline, you've got to believe in Brookline Interactive Group"

- Tommy Vitolo, MA State Representative

Visit **brooklineinteractive.org/donate** to make a contribution.

BIG BROOKLINE INTERACTIVE GROUP

"[BIG] is not optional. It is not something we can allow to disappear."

— Andy Liu, School Committee Member

THE BIG 2020 ANNUAL REPORT IS NOW AVAILBLE

View our full 2020 annual report at:
https://brooklineinteractive.org/wp-content/uploads/2021/05/BIG-report-2020q-WEB.pdf

2021 Board Testimonials:
YouTube Playlist

Proposal Details

SECTION ONE: *ARPA Funding Request*

SECTION TWO: *How BIG's Request Meets ARPA Federal Funding Requirements And Ongoing Community Needs*

SECTION THREE: *A New Normal of Increased Government Services*

SECTION FOUR: *Summary of BIG's Efforts to Meet Community & Local Government Needs During Covid-19*

SECTION FIVE: *Tech Equity, Community Programs & Broadband Accessibility*

SECTION SIX: *Budget and Organizational Narrative Lost Income & Increased Costs & Services = A Tsunami of Public Sector Harm*

BIG's ARPA Proposal

Support BIG's Covid-19 Losses & Lost Opportunities While Serving as Essential Workers

Recover from the Covid-19 pandemic while preserving new services and increased community media content, partnerships with nonprofits and training. Cover pandemic losses related to essential worker pay; equipment purchases necessary to go remote and manage cable and live-streaming channels; short-term expenses; and current pandemic-related needs and services.

Future Government Services

◎ Ensure that government meeting coverage continues at pandemic levels, meeting the increased expectations of residents and town decision makers. Fund increased cost to cover and support government and some school-related services, knowing that there will be no return to pre-pandemic community needs.

◎ Meet the need for government services and capital upgrades, pandemic-related (continued) losses, and five-year technology upgrades for hybrid and capital equipment used by Town, school government, and Town committees through December 2026.

Tech Equity, Community Programs & Broadband Access

Provide staffing and programming for strategic partnerships that support Townwide goals around community engagement, racial and digital equity, media arts education, out-of-school time programs and workforce development. Deliver increased community media arts education and digital equity programs to Brookline's underserved residents and to provide equipment and training.

Provide staff and programs that support Town's racial equity, community engagement, and civic participation goals through collaboration and partnership with Town Meeting Members, CDIC, and community groups.

Support municipal fiber research and development of increased, equitable access to broadband throughout the Town for low-income residents, in partnership with Brookline Broadband's ARPA proposal and future community efforts.

Supplemental Documenation

d) Addendums to the attached full proposal:

1. **BIG Public, Education, & Government Services Budget** *(government services, capital expenditures for government, hybrid upgrades, and anticipated future services.)*
2. **ARPA Breakout Budget** *(lost revenue, increased capital/operating costs, essential worker pay, etc. experienced and expected from 2020-26.)*
3. **BIG P&E Only Capital Budget** *(public access and media arts side only)*
4. **School Services Breakout** *(costs of supporting UAB capital/ operating expenses)*
5. **BIG's Org Chart** *(immediate changes required to accommodate pandemic-increased government and community needs)*
6. ***BIG's 2020 Annual Report***

2022 & Beyond

◎ Community process for all ARPA proposals- 200 point system, community liaisons, and
◎ Town MOU process and itemizing all work for govt
◎ Townwide working group
◎ Statewide advocacy
◎ Ongoing campaign