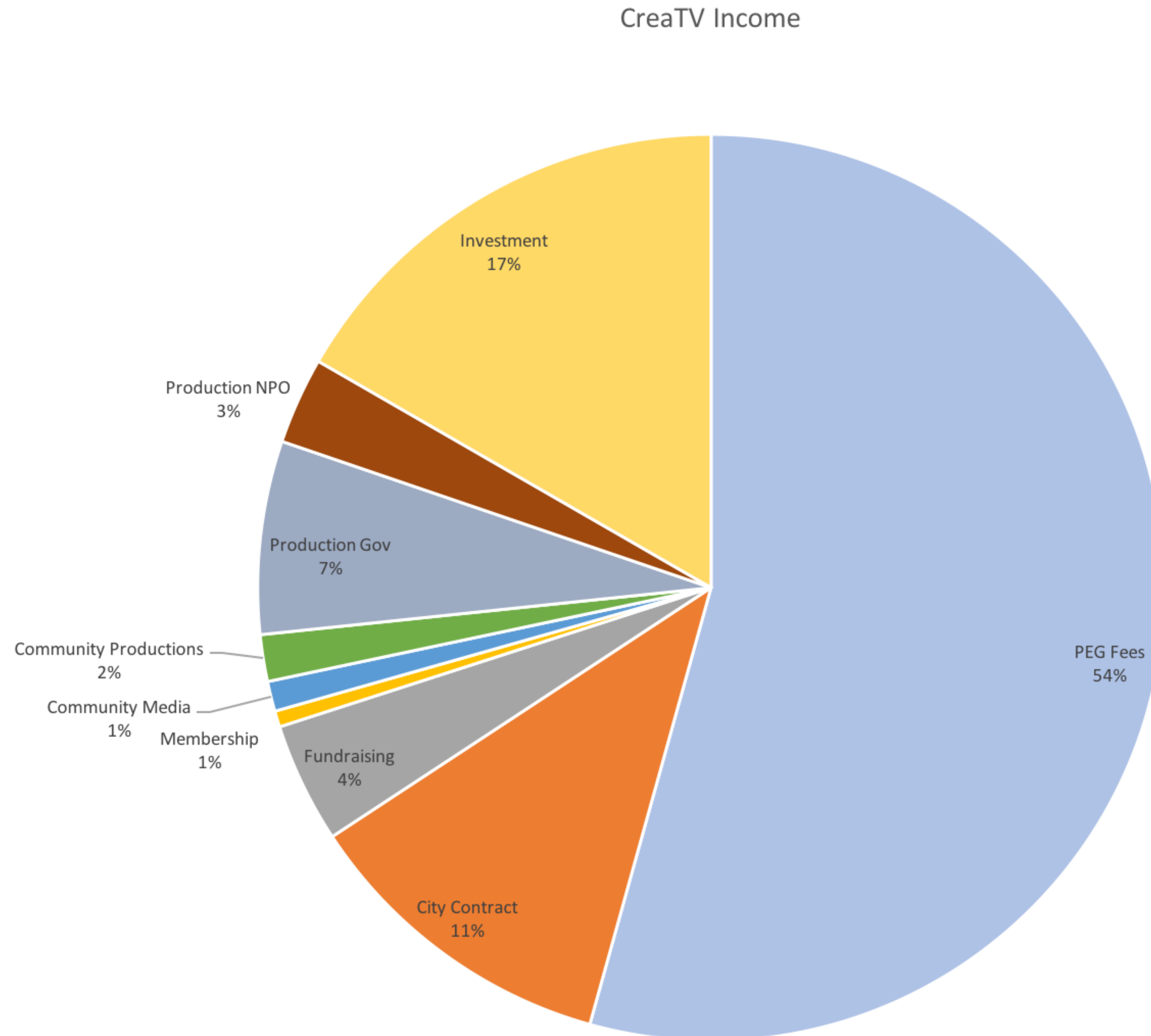


# CreaTV Income - 2019

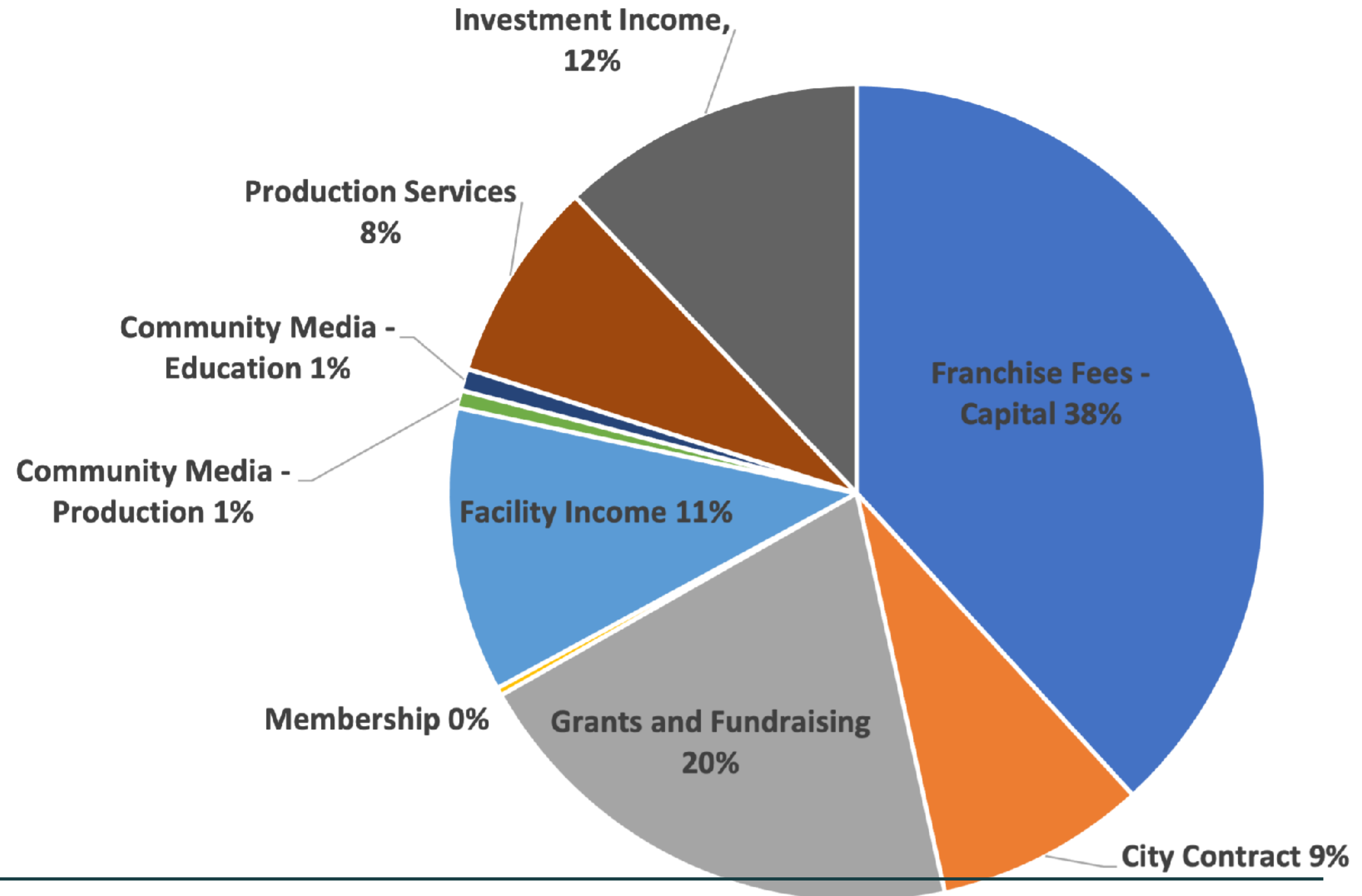


# CreaTV Income - 2023

Approx. \$2.8 mil budget.

About 1/2 comes from the P & E contract with the City, most of which is restricted to capital.

Fundraising is all of our jobs.



Earned Income				
	Total	Community	Facility	Creative Services
Income				
41400 · Membership Revenues	\$10,000	\$7,000		\$3,000
Rental Income (Community, Commercial, NPOs)	\$304,054		\$304,054	
41500 · Community Media - Production	\$35,000			\$35,000
Community Media - Education				
- 44272 · Facility Training	\$5,000	\$5,000		
- 44274 · NonProfit Trainings	\$10,000	\$10,000		
- 44275 · Youth Programs	\$5,000	\$5,000		
Total 44290 · Production-NonProfit NonAccess	\$125,000			\$125,000
Total		\$27,000	\$304,054	\$163,000

# Big Picture Finances - Open SJ

	Sq ft	Monthly Hours	Annual Hours	CreaTV <i>(Taken from Covid Rent Matrix/Partner needs)</i>	Partners <i>(Taken from Core Tenants worksheet)</i>	Total	% set aside for Community, Comm, NPO	Total Hours Usage
							25%	<i>Should not be &gt; 3,744</i>
Studio	2,081	312	3,744	768	47	815	936	1,751
Large Colab 1	732	312	3,744	776	144	920	936	1,856
Large Colab 2	1,296	312	3,744			-	936	936
Small Colab 1	350	312	3,744	700	940	1,640	936	2,576
Small Colab 2	350	312	3,744			-	936	936
Office	128	312	3,744			-	936	936
Gallery 1	917	312	3,744			-	936	936
Gallery 2	1,397	312	3,744		144	144	936	1,080
	7,251							
Balance Sq Ft	10,789							
<b>Rental income \$</b>	<b>Community</b>	<b>Commercial</b>	<b>NPO 1</b>	<b>NPO 2</b>	<b>Anchor</b>			
	Hourly	Hourly	Hourly	Hourly	Hourly			
	<i>(taken from Covid Rent matrix/Room Cost &amp; Price)</i>							
Studio	\$ 75.00	\$ 300.00	\$ 140.00	\$ 90.00	\$ 55.00			
Large Colab 1	\$ 55.00	\$ 200.00	\$ 100.00	\$ 75.00	\$ 30.00			
Large Colab 2	\$ 60.00	\$ 250.00	\$ 125.00	\$ 85.00	\$ 40.00			
Small Colab 1	\$ 40.00	\$ 170.00	\$ 90.00	\$ 65.00	\$ 25.00			
Small Colab 2	\$ 40.00	\$ 170.00	\$ 90.00	\$ 65.00	\$ 25.00			
Gallery 1	\$ 11.54							



*Considerations*

Financial Equity Strategy - Decision Making Matrix

Budget Size	→	Start here
Social/Political Capital	→	Requires judgement and communication across departments
Staff Capacity	→	Do we have the staff <i>and</i> do they have the skills
Partnership/ Relationship	→	Current and future possibilities
They have capacity to do some of the work	→	Cut costs by having them script, shoot, etc. and/or combine with Community education
Mission Aligned	→	Requires judgement <i>and</i> will always need to be revisited

- ⦿ Decisions should take in annual financial goals.
- ⦿ No matter the cost or scale of a project, it should be clearly justifiable. “You did it for them, why not me?!”
- ⦿ Production, Facility, and Community should have a base understanding of the decision making process.

CreaTV Funds      Split Costs      Break Even      Fair Value      Market Value

*Charges*

Development Income

Grants			
Knight	Open Events	Equipment	Ops
	\$10,000	\$100,000	\$190,000
	2023		
DMM	\$50,000		
SDI	\$50,000		
Production Fund	\$10,000		
Open Events	\$10,000		
CreaTV Presents	\$10,000		
Capacity Building	\$50,000		
NPO Subcity?	\$10,000		
Davidson Capital	\$50,000		
Restricted	\$390,000		
Capital Restricted	\$150,000		
Total	\$540,000		

Corporate	
Unrestricted/Open SJ	\$50,000
Events/Sponsorships	
	\$25,000
	\$50,000
	\$7,500
	\$10,000
	\$25,000
	\$2,500
	\$7,500
	\$2,500
	\$2,500
	\$10,000
Total	\$142,500