
Earned Revenue with Professional Services

In 1999, TCMedia's funding model was changed from a percentage of franchise fees to a fee-for-service contract. It resulted in a gap in our operating revenue that we needed to fill using a variety of methods.

- 1999 - Began charging production services fees
- 2000 - Began charging training fees for individuals and nonprofit groups
 - Established TCMedia Endowment Fund
- 2010 - Added Equipment & Facility Use Fee
 - Established The Business Circle
 - Began limited traditional fundraising
- 2020 - New Franchise requires us to pay rent
- 2022 - Hired full-time Development Director

Since 2010 we have generated more than \$1.4 million in revenue over and above our service agreements with local jurisdictions. In 2021, we generated \$121,000

Earned Revenue with Professional Services

TAKE STOCK:

- What do you currently do that could be fee-based
- What is your market
- Who else offers the same services

DETERMINE WHAT COSTS YOU WILL CAPTURE

- Do you charge separately for equipment rental
- What are your staff costs
- Other associated costs (hint: EVERYTHING is an associated cost)

DO THE MATH:

- Operating + Capital Costs = Everything it costs to run your center
- Everything / total staff hours = cost per staff hour to operate your organization
- Cost per staff hour + % for 'profit' = hourly rate (round up or down to a round figure). **ALWAYS** add a margin.

TCMedia Production Services

\$85 per staff hour

production services for nonprofit groups that are members of TCMedia
There is some flexibility in the rate depending on organization budget, available volunteers etc.

\$100 per staff hour

commercial rate

\$901,000 + \$115,000 = \$1,016,000 total budget

Operating + Capital Costs = Everything

\$1,016,000 / 20,800* = \$48.84 per staff hr.

Everything / total staff hours = cost per staff hour to operate your organization - 2080 hrs per 1 FTE x 10FTE *

\$48.84 + 75% = \$85 charged per staff hr.

Cost per hour + % for a margin = rate

(round up or down to a round figure) We use 75% because it is the percentage of our budget that is personnel costs.

***2080 hours = 1FTE. TCMedia currently has 10FTE**

Other Earned Revenue Sources

Facility Membership Fee

Individuals:

\$ 70 local residents or \$7 per month

\$140 non-local or \$14 per month

scholarships are always available for those with financial need

Organizations:

\$200 local / \$400 nonlocal -- budget < \$500K

\$350 local / \$700 nonlocal -- budget > \$500K

Includes 5 staff hours for training or production support

Training

\$ 45 for single session workshop

\$ 85 for a multi-session course

\$250 for in-depth master classes

\$175-\$299 for week-long summer camps

\$ 50 per hour for individual tutoring

Fundraising & Events

Endowment Fund

Managed by the Community Foundation of South Puget Sound

Donor Campaigns

"Viewers like you", parents of camp kids, guests on programs, and community friends.

Business Circle

Underwriting opportunities for partnerships with local businesses

- Community events coverage
- Streaming services
- Closed Captions / accessibility
- Summer Camps / Youth Media activities

TCMedia Presents

Ticketed events held in our studio

- Studio A Concert Series
- An Evening With ... (speakers, authors, etc.)

Grants

Grants are hit or miss, often project or program-specific. We're currently targeting grants relating to youth, STEAM skills, and workforce development. If you do not have a development staff person/people consider hiring a contract grant writer to assist you.

Fundraising & Events

2023 Additions to come

Facility as Venue Rental

- Meetings with AV support for hybrid gatherings
- Nonproduction events like concerts, poetry slam, lectures, screenings, recitals, galas, etc.

Equipment rental for commercial clients, nonmembers, and local filmmakers. Rates will be comparable to commercial rental rates in Seattle/Tacoma/Portland.