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March 28, 2022

TO: Vickie Thomas, Director of Communications  
Media Services Department

FROM: David Whitaker, Director   
Legislative Policy Division

SUBJECT: 2022-2023 Budget Analysis

Attached is our budget analysis regarding the **Media Services Department** budget for the 2022-2023 Fiscal Year.

Please be prepared to respond to the issues/questions raised in our analysis during your scheduled hearing on **Thursday, March 31, 2022 at 1:00 p.m.** We would then appreciate a written response to the issues/questions at your earliest convenience before or after your budget hearing. Please forward a copy of your response to the Council Members, the City Clerk's Office, and the Legislative Policy Division.

Please contact us if you have any questions regarding our budget analysis.

Thank you for your cooperation in this matter.

Attachments

cc: Council Members  
Auditor General's Office  
Jay Rising, Chief Financial Officer  
Tanya Stoudemire, Chief Deputy Chief Financial Officer  
Steve Watson, Budget Director  
Trisha Stein, Chief of Staff-Mayor's Office  
Gail Fulton, Mayor's Office  
James Tatum, Budget Analyst  
James George, Agency OCFO

## **Media Services and Communications**

FY 2022-2023 Budget Analysis by the Legislative Policy Division

### Issues and Questions

1. Please briefly explain the department's new expense initiatives, new capital funding requests, operational reform and savings proposals, and new revenue initiatives/proposals to be implemented in FY 2023. Please provide which appropriation/cost center the new initiative/request/proposal is impacting in FY 2023.
2. Please indicate, if any, your number of vacancies as of February 28, 2022. If applicable, please briefly describe the difficulty of filling the vacancies. Also, please explain the department's strategy to fill the vacant positions or why they are remaining vacant.
3. For FY 2023, the department's total expenditures are increasing by \$57,796. Please briefly explain the cause for the increase.
4. Media Services is responsible for daily programming, operations and management of Government Access Channel 10, Education Access Channel 22, Neighborhoods Channel 21, and Public Access Channel 68. Are there any plans to expand programming on any of the channels? If so, briefly explain.
5. Please briefly describe the pandemic's impact on programming, operations, and viewership. Please briefly describe any adjustments planned in FY 2023 to address any lingering or emerging issues.
6. Does Communication Services have any plans to expand its outreach to the citizens to improve the City of Detroit's image? Please briefly explain the department's plans.
7. For FY 2023, the Public, Education, and Government (PEG) fees are increasing by \$73,980 (from \$2,040,000 in FY 2022 to \$2,113,980 for FY 2023). Please briefly explain the cause for the increase.
8. What are your projected performance metrics for the current fiscal year? What are your target metrics for FY 2023?

**CITY OF DETROIT  
BUDGET DEVELOPMENT  
FINANCIAL DETAIL BY DEPARTMENT, FUND, APPROPRIATION, & COST CENTER - EXPENDITURES  
DEPARTMENT 35 - NON-DEPARTMENTAL**

Department # - Department Name Fund # - Fund Name Appropriation # - Appropriation Name Cost Center # - Cost Center Name	FY2022 Adopted	FY2023 Mayor Recommend	FY2024 Forecast	FY2025 Forecast	FY2026 Forecast
351250 - Charter Revision Commission	120,000	-	-	-	-
<b>28351 - Board of Ethics</b>	<b>454,660</b>	<b>559,001</b>	<b>564,221</b>	<b>575,752</b>	<b>583,270</b>
350165 - Board of Ethics	454,660	559,001	564,221	575,752	583,270
<b>28352 - Media Services &amp; Communications</b>	<b>1,427,842</b>	<b>1,464,961</b>	<b>1,470,397</b>	<b>1,499,262</b>	<b>1,517,113</b>
350325 - Communications Services	585,590	564,913	567,737	579,044	586,247
350326 - Media Services	842,252	900,048	902,660	920,218	930,866
<b>28354 - Elected Officials Compensation</b>	<b>1,466,994</b>	<b>1,467,680</b>	<b>1,446,187</b>	<b>1,451,598</b>	<b>1,455,957</b>
350007 - Elected Officials' Compensation	1,466,994	1,467,680	1,446,187	1,451,598	1,455,957
<b>29350 - Citywide Overhead</b>	<b>39,759,018</b>	<b>38,921,058</b>	<b>41,280,234</b>	<b>41,789,008</b>	<b>42,618,387</b>
350020 - Dues & Memberships	386,235	386,235	395,505	404,997	413,097
350200 - CAYMC Building Rent & Rehabilitation	220,354	430,000	440,320	450,888	459,906
350220 - Claims Fund (Insurance Premiums)	12,100,000	12,100,000	12,390,400	12,687,770	12,941,525
350310 - Detroit Building Authority	1,174,579	1,203,945	1,206,889	1,230,255	1,244,300
350800 - Centralized Payments	25,877,850	24,800,878	26,847,120	27,015,098	27,559,559
<b>29351 - Pension-Related Payments</b>	<b>106,945,409</b>	<b>108,675,000</b>	<b>149,375,000</b>	<b>149,375,000</b>	<b>149,375,000</b>
350015 - Pension Benefits Administration	3,270,409	-	-	-	-
351026 - Retirement Systems	-	-	130,700,000	130,700,000	130,700,000
351051 - Retiree Protection Fund	85,000,000	90,000,000	-	-	-
351052 - Foundations - DIA Pension Contributions	18,675,000	18,675,000	18,675,000	18,675,000	18,675,000
<b>29353 - Debt Repayment</b>	<b>85,041,650</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
351023 - Quality of Life Exit Financing Debt Service	33,028,702	-	-	-	-
351025 - Note B Payment	13,956,221	-	-	-	-
351030 - DSA Debt	37,950,699	-	-	-	-

**CITY OF DETROIT  
BUDGET DEVELOPMENT  
FINANCIAL DETAIL BY DEPARTMENT, FUND, APPROPRIATION, & COST CENTER - REVENUES  
DEPARTMENT 35 - NON-DEPARTMENTAL**

Department # - Department Name Fund # - Fund Name Appropriation # - Appropriation Name Cost Center # - Cost Center Name	FY2022 Adopted	FY2023 Mayor Recommend	FY2024 Forecast	FY2025 Forecast	FY2026 Forecast
<b>35 - Non-Departmental</b>	<b>1,002,680,850</b>	<b>1,125,471,842</b>	<b>1,087,859,614</b>	<b>1,100,478,882</b>	<b>1,113,719,204</b>
<b>1000 - General Fund</b>	<b>988,614,980</b>	<b>1,056,466,862</b>	<b>1,075,334,198</b>	<b>1,087,911,018</b>	<b>1,101,108,042</b>
<b>20255 - Prior Year Activity</b>	<b>140,000,000</b>	<b>67,982,308</b>	-	-	-
351009 - Prior Year Surplus	140,000,000	67,982,308	-	-	-
<b>28353 - Cable TV</b>	<b>5,000,000</b>	<b>5,000,000</b>	<b>5,000,000</b>	<b>5,000,000</b>	<b>5,000,000</b>
350510 - Cable Franchise Fees	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
<b>29350 - Citywide Overhead</b>	<b>1,000,000</b>	<b>1,199,378</b>	<b>1,199,378</b>	<b>1,199,378</b>	<b>1,199,378</b>
350310 - Detroit Building Authority	1,000,000	1,199,378	1,199,378	1,199,378	1,199,378
<b>29351 - Pension-Related Payments</b>	<b>21,945,409</b>	<b>18,675,000</b>	<b>76,375,000</b>	<b>73,375,000</b>	<b>70,455,799</b>
350015 - Pension Benefits Administration	3,270,409	-	-	-	-
351026 - Retirement Systems	-	-	57,700,000	54,700,000	51,700,000
351052 - Foundations - DIA Pension Contributions	18,675,000	18,675,000	18,675,000	18,675,000	18,755,799
<b>29352 - Major Taxes and Other Revenues</b>	<b>818,642,659</b>	<b>961,661,160</b>	<b>990,892,596</b>	<b>1,006,555,297</b>	<b>1,022,991,190</b>
350350 - Property Tax & Other Related Revenue	120,066,000	128,165,000	129,521,000	132,506,841	135,544,535
350360 - State Shared Taxes	207,800,000	217,753,000	218,923,000	220,115,000	221,327,501
350380 - Investment & Other Interest Earnings	1,800,000	1,100,000	1,100,000	1,100,000	1,100,000
350620 - Income Tax	273,635,000	290,313,833	313,734,667	321,784,833	330,499,583
351020 - Non-Departmental	30,368,659	30,009,327	30,413,929	30,826,623	31,247,571
351050 - Wagering Tax	169,815,000	265,483,000	268,109,000	270,813,000	273,569,000
351056 - Motor City Casino - Municipal Services	4,964,000	9,625,000	9,707,000	9,817,000	9,915,000
351057 - Greektown Casino - Municipal Services	4,000,000	5,316,000	5,360,000	5,418,000	5,472,000
351058 - MGM Grand Casino - Municipal Services	6,194,000	13,896,000	14,024,000	14,174,000	14,316,000
<b>29353 - Debt Repayment</b>	<b>2,026,912</b>	<b>1,949,016</b>	<b>1,867,224</b>	<b>1,781,343</b>	<b>1,461,675</b>

**CITY OF DETROIT  
BUDGET DEVELOPMENT  
FINANCIAL DETAIL BY DEPARTMENT, FUND, APPROPRIATION, & COST CENTER - REVENUES  
DEPARTMENT 35 - NON-DEPARTMENTAL**

Department # - Department Name Fund # - Fund Name Appropriation # - Appropriation Name Cost Center # - Cost Center Name	FY2022 Adopted	FY2023 Mayor Recommend	FY2024 Forecast	FY2025 Forecast	FY2026 Forecast
351025 - Note B Payment	1,553,493	1,553,493	1,553,493	1,553,493	1,324,000
351036 - Note C Debt	473,419	395,523	313,731	227,850	137,675
<b>1003 - Blight Remediation Fund</b>	<b>6,525,870</b>	<b>17,500,000</b>	-	-	-
<b>20253 - Blight Remediation Projects</b>	<b>6,525,870</b>	-	-	-	-
351009 - Prior Year Surplus	6,525,870	-	-	-	-
<b>20255 - Prior Year Activity</b>	-	<b>17,500,000</b>	-	-	-
351009 - Prior Year Surplus	-	17,500,000	-	-	-
<b>3921 - Other Special Revenue Fund</b>	<b>2,040,000</b>	<b>2,113,980</b>	<b>2,122,416</b>	<b>2,164,864</b>	<b>2,208,162</b>
<b>28353 - Cable TV</b>	<b>2,040,000</b>	<b>2,113,980</b>	<b>2,122,416</b>	<b>2,164,864</b>	<b>2,208,162</b>
350324 - P.E.G. Fees	2,040,000	2,113,980	2,122,416	2,164,864	2,208,162
<b>4533 - City of Detroit Capital Projects</b>	<b>5,500,000</b>	<b>49,391,000</b>	<b>10,403,000</b>	<b>10,403,000</b>	<b>10,403,000</b>
<b>20255 - Prior Year Activity</b>	-	<b>49,391,000</b>	<b>10,403,000</b>	<b>10,403,000</b>	<b>10,403,000</b>
351009 - Prior Year Surplus	-	49,391,000	10,403,000	10,403,000	10,403,000
<b>20507 - CoD Capital Projects</b>	<b>5,500,000</b>	-	-	-	-
358035 - Capital Restructuring Initiative - Non Departmental	5,500,000	-	-	-	-
<b>Grand Total</b>	<b>1,002,680,850</b>	<b>1,125,471,842</b>	<b>1,087,859,614</b>	<b>1,100,478,882</b>	<b>1,113,719,204</b>

**CITY OF DETROIT  
BUDGET DEVELOPMENT  
POSITION DETAIL BY DEPARTMENT, FUND, APPROPRIATION, & COST CENTER  
DEPARTMENT 35 - NON-DEPARTMENTAL**

Department # - Department Name					
Fund # - Fund Name					
Appropriation # - Appropriation Name	FY2022 Adopted	FY2023 Mayor Recommend	FY2024 Forecast	FY2025 Forecast	FY2026 Forecast
Cost Center # - Cost Center Name					
Job Code - Job Title					
929107 - Administrative Special Services Staff II - Exempt	0	1	1	1	1
<b>28352 - Media Services &amp; Communications</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>14</b>
<b>350325 - Communications Services</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>
010918 - Manager I - Communications	1	1	1	1	1
037161 - Supervisor of Printing	1	1	1	1	1
193035 - Principal Graphic Designer	1	1	1	1	1
43309904 - Clerk IV	1	1	1	1	1
439131 - Photographer - General	1	1	1	1	1
439142 - Supervising Photographer	1	1	1	1	1
<b>350326 - Media Services</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>
931501 - Director - DCCC	1	1	1	1	1
931507 - Telecommunications Contract and Compliance Mar	1	0	0	0	0
931524 - Communications Specialist III - Media Services	4	4	4	4	4
931525 - Communications Specialist II - Media Services	2	2	2	2	2
931531 - Manager of Media Production	0	1	1	1	1
<b>28354 - Elected Officials Compensation</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>
<b>350007 - Elected Officials' Compensation</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>
010010 - City Clerk - Election Commission Chairperson	1	1	1	1	1
010030 - City Council Member	8	8	8	8	8
010031 - City Council President - Election Commissioner	1	1	1	1	1
010040 - Mayor	1	1	1	1	1
<b>29350 - Citywide Overhead</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>
<b>350310 - Detroit Building Authority</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>