



MEMORANDUM

TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
SUBJECT: STUDIO NO.VI UPDATE/POTENTIAL EXPANSION
DATE: JULY 5, 2023

Last year, the City of Novi contracted with Creative Dimensions to begin the process of designing a larger broadcast studio at the Civic Center to broaden production capabilities. Attached are renderings and the specifications, including cost, for the construction and equipment of an enhanced Studio No.VI in the former storage space (affectionately known as the dungeon) just off the staff/Council entrance, across from the Council Chambers. The space previously housed election materials and Community Relations items, but has since been cleared and provides the optimal height and floor area to host a state-of-the-art studio. Background and details follow.

Background

In Spring 2016, following the dissolution of the Southwestern Oakland Cable Commission (SWOCC) and all Franchise Fees (General Fund) and PEG (designated for cable operations) funding reverting back to each respective municipality, the City of Novi created Studio No.Vi. A small studio and editing bay were constructed utilizing the existing PEG funds. All video operations were supported with PEG revenue until 2019 when the Federal Communications Commission (FCC) issued an order restricting PEG funds use for capital video service items. With salaries and operational costs now a part of the General Fund, PEG revenue has continued to grow (see below) with a current balance of more than \$1.6 million.

FUND	GL NUMBER	DESCRIPTION	2015-16 ACTIVITY	2016-17 ACTIVITY	2017-18 ACTIVITY	2018-19 ACTIVITY	2019-20 ACTIVITY	2020-21 ACTIVITY	2021-22 ACTIVITY	2022-23	
										AMENDED BUDGET	ACTIVITY THRU 06/06/23
GENERAL FUND	101-000.00-604.000	Cable Franchise Fees	951,481	934,665	915,141	905,859	894,798	837,178	804,800	850,000	578,609
PEG CABLE SPECIAL REVENUE FUND	233-000.00-604.100	Cable PEG Fees	382,655	369,702	373,692	362,344	-	-	-	-	-
PEG CABLE CAPITAL FUND	463-000.00-604.100	Cable PEG Fees	-	-	-	-	302,931	393,919	318,061	335,500	231,443

Early 2022 video discussions included limits placed on production due to the current studio size and configuration and the significant role its content was playing in our communications on multiple platforms – website, social media, eNewsletters and more. We also talked about the opportunity an easily accessible studio might provide to ‘package’ our productions and offer services to other municipalities who might not have the ability to create content in exchange for revenue. It was decided that we best engage a creative team to look at the Civic Center space and explore the possibility for a larger studio.

Proposed Design

Our Studio No.VI team worked with Creative Dimensions (a single source design to construction firm) to best determine the size, location and scope of a new studio to meet Novi’s needs now and well into the future. Discussions focused around five categories:

- Studio Set and Storage Space – Physical space, set design, lighting, storage of remote equipment
- Editing Suites and Office Space (Plan will be to reconfigure the current studio upstairs) – Two windowless editing bays, three work spaces
- Master Control and Network Connectivity

- Tools and Other Video Equipment
- Council Chambers (would be a Phase 2, following completion of new studio) – Current room is in need of updating with possible video wall, refreshed dais, lighting and speaker reconfiguration.

The attached show in detail the state of the art, proposed new studio and set design. The just more than \$700,000 includes all new physical elements to construct the new studio. Minor work to raise existing duct work and utilities in the space would increase the cost slightly and we are working with Integrated Solutions to determine those costs, as well as splitting the existing studio in the Manager's Office into two editing bays. All work would be funded through the PEG capital restricted funds.

With your approval, I look forward to bringing this to City Council for consideration later this month and continuing to build upon the amazing accomplishments of Studio No.VI.