

# Longmont Public Media

Data, Vision, & Budget Presentation for 2023



Longmont  
Public Media  
(LPM) is  
Longmont's  
media  
makerspace and  
public access tv  
station



As a 501(c)(3),  
our mission is to  
educate,  
produce, and  
distribute local  
media



We do this by  
providing a  
media  
makerspace to  
our community  
to teach media  
creation, to  
produce, and to  
distribute local  
content

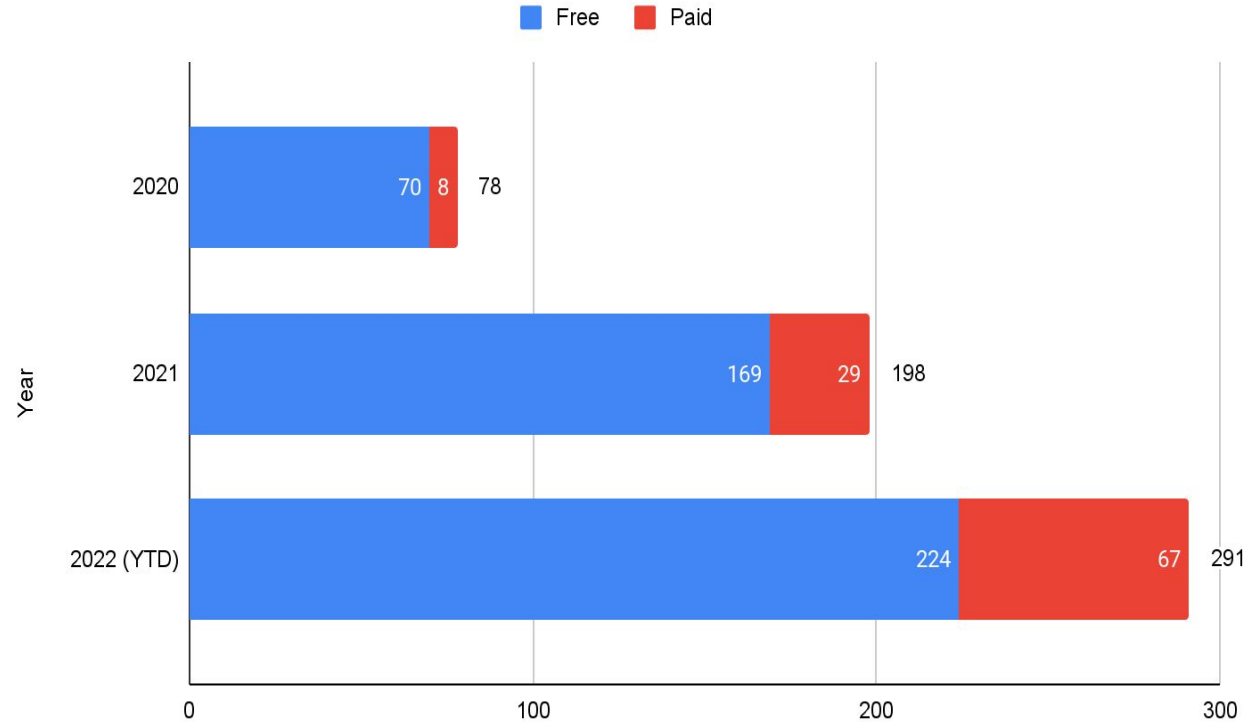


- Data
- Vision
- Budget & Ask



# Data: LPM Memberships (as of Sept 14, 2022)

## LPM Memberships



# Monthly Membership Tiers

## Community

**Free!**

Walk-in access to space during regular business hours (Monday to Friday, 9am to 5pm)

Walk-in access to in-studio equipment during regular business hours

[Join Today](#)

Note: Memberships are administered via Proximity, our membership platform.

## Supporter

**\$25**  
per year

Access to space Monday to Friday, 9am to 5pm

Reserve studio space Monday to Friday, 9am to 5pm

Access to equipment Monday to Friday, 9am to 5pm

[Join Today](#)

Note: Memberships are administered via Proximity, our membership platform.

## Maker

**\$25**  
per month

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

50% off equipment rentals

[Join Today](#)

Note: Memberships are administered via Proximity, our membership platform.

## Creator

**\$50**  
per month

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

Free equipment rentals

Discounts on classes

[Join Today](#)

Note: Memberships are administered via Proximity, our membership platform.

## Production Team

Up to 3 individuals

**\$75**  
per month

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

Free equipment rentals

Discounts on classes

[Join Today](#)

Note: Memberships are administered via

## Business

For corporations and for up to 5 employees

**\$100**  
per month

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

Free equipment rentals

Discounts on classes

Promote your business on LPM Channels

# Yearly Membership Tiers - Get 2 months free when paying up front for a year

## Community

# Free!

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## Supporter

# \$25

per year

Access to space Monday to Friday, 9am to 5pm

Reserve studio space Monday to Friday, 9am to 5pm

Access to equipment Monday to Friday, 9am to 5pm

[Join Today](#)

Note: Memberships are administered via Proximity, our membership platform.

## Maker

# \$250

per year

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

50% off equipment rentals

[Join Today](#)

Note: Memberships are administered via Proximity, our membership platform.

## Creator

# \$500

per year

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

Free equipment rentals

Discounts on classes

[Join Today](#)

Note: Memberships are administered via Proximity, our membership platform.

## Production Team

Up to 3 individuals

# \$750

per year

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

Free equipment rentals

Discounts on classes

[Join Today](#)

Note: Memberships are administered via

## Business

For corporations and for up to 5 employees

# \$1000

per year

24/7 access to the space

24/7 studio reservation times

24/7 access to in-studio equipment

Free equipment rentals

Discounts on classes

Promote your business on LPM Channels

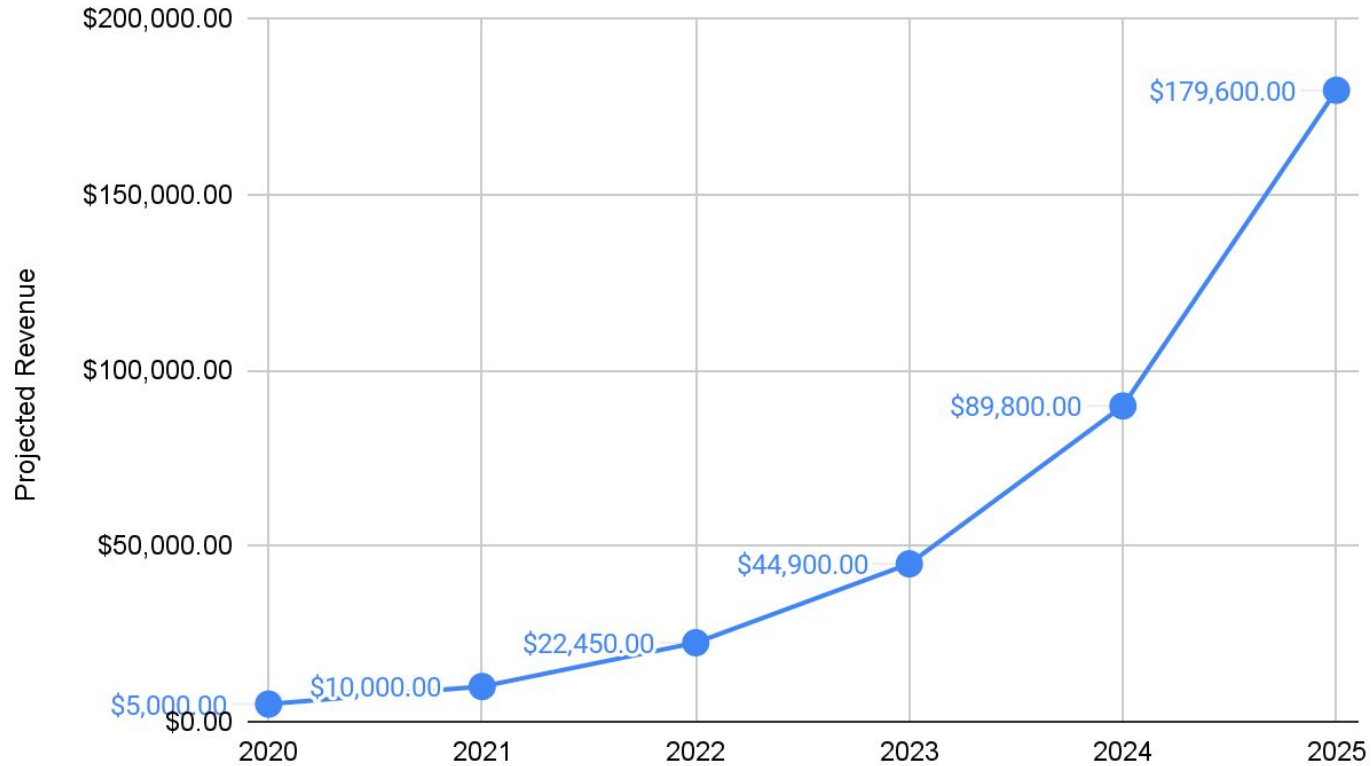


Our current membership dues allows Longmont Public Media to be accessible to everyone.



We could increase our membership dues, but that would make Longmont Public Media available to a select few.

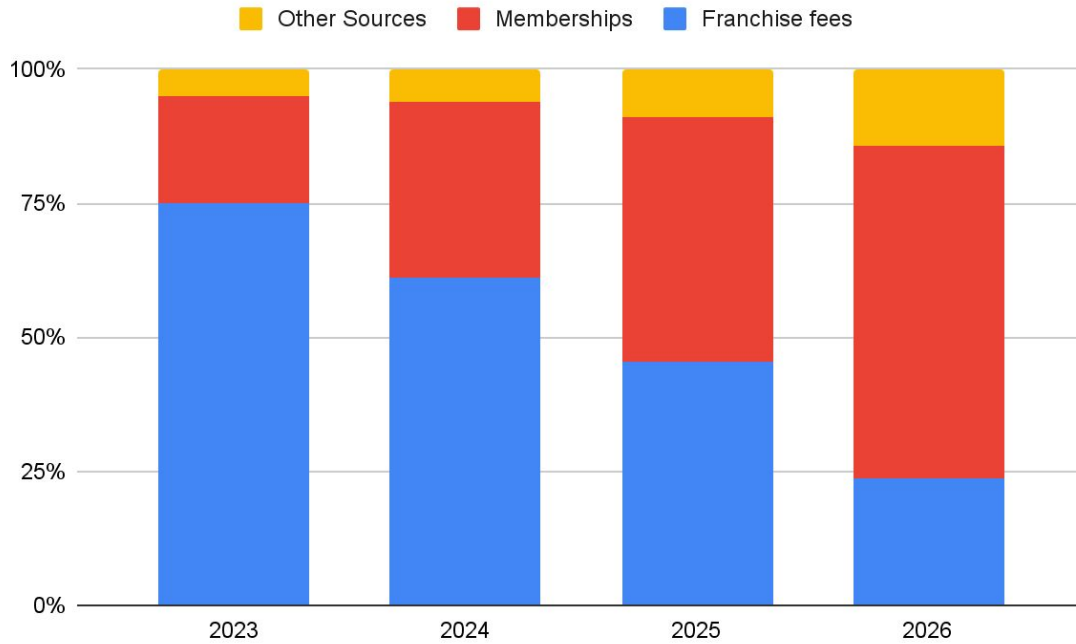
# Projected Membership Revenue



Using the past two years as data, we are projecting doubling our paid memberships over the next three years, with 400+ paying members by 2025.

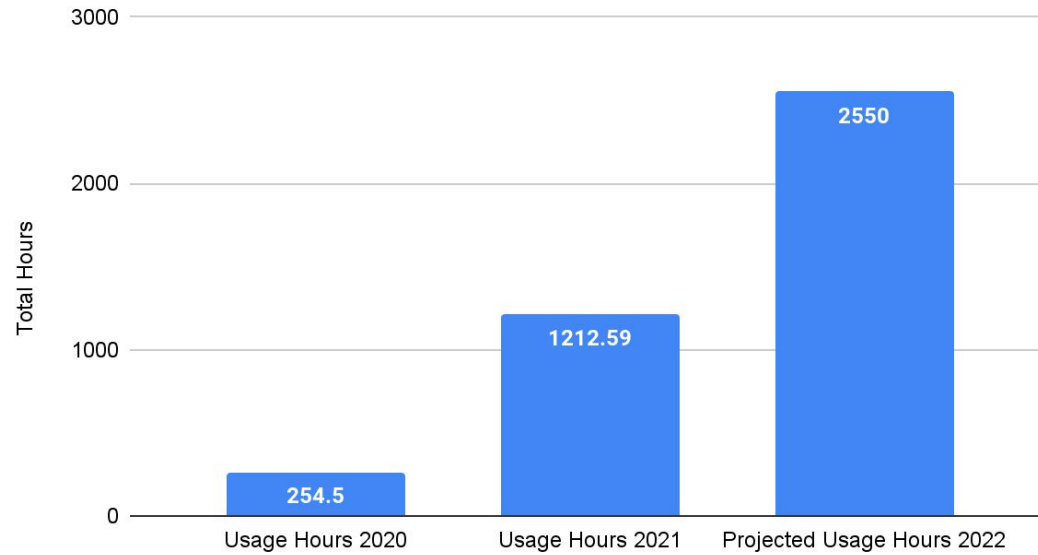
Note: Projected paid membership and revenue growth uses an ARPM (average annual revenue per member) of \$374.

# Membership Revenue to become majority revenue share over time



# Data: LPM Space Usage

## Space Usage Hours



1,364,820 minutes  
(or 22,747 hours)

\*Data from Longmont Public Media's YouTube, Facebook, Vimeo, Roku, and website only. Not included is viewership from Comcast channels. Also not included is City of Longmont viewership and data.

# How are we going to increase membership?

- Membership drives (2 per year)
- Use grants to fund outreach campaigns in our community
- Coordinated marketing campaigns
  - A common message and branding across media types to raise awareness and attract new members
- Offer student scholarships
- Weekly events
- Partnerships with local groups such as Firehouse and Tinkermill, LCJP, and the Recovery Café
- Corporate business fundraising campaign
- Networking with other public access organizations



## How are we going to increase membership? Continued...

- Weekly events — eventually free for members as popularity grows
- Targeted advertising at colleges and high schools from Denver to Fort Collins
- Referral rewards for members
- Internships and programs with focus on:
  - High School Students
  - College Students
  - Recent College Graduates
  - Seniors





We are increasing membership.  
But where are we going?  
What is our vision?

It starts with a question...

What if Longmont had a robust and inclusive media ecosystem?

And that leads to more questions...

As a local musician...where can I record my album?

As a local content producer...where can I learn the latest trends?

As a business owner...where can I stay up to date with social media platforms?

As an entrepreneur...where can I make a video about my biz and/or product?

As an aspiring filmmaker...where can I get help with my project?

As a Longmont resident...where can I watch the latest local happenings and how can I get civically involved?

As a city government...how can we disseminate information rapidly and efficiently?

Your answer may be...





But YouTube is just  
a website...

We need a place with both  
community and distribution.

That place is



LONGMONT  
PUBLIC  
MEDIA





We are building  
Public Access 2.0:  
Merging the  
traditions and  
ethics of public  
access with  
modern digital  
technologies



Public Access 2.0  
is  
a physical and  
virtual community  
space.



Physical =  
makerspace



Virtual = LPM  
distribution  
platform



- It's more than just "TV," it's:
  - Audio
  - Photography
  - AR (Augmented Reality) / VR (Virtual Reality)
  - Music
  - Live streaming
  - Tik tok & future social media apps
  - Gaming & eSports
  - Digital storytelling
  - Filmmaking
  - And more...

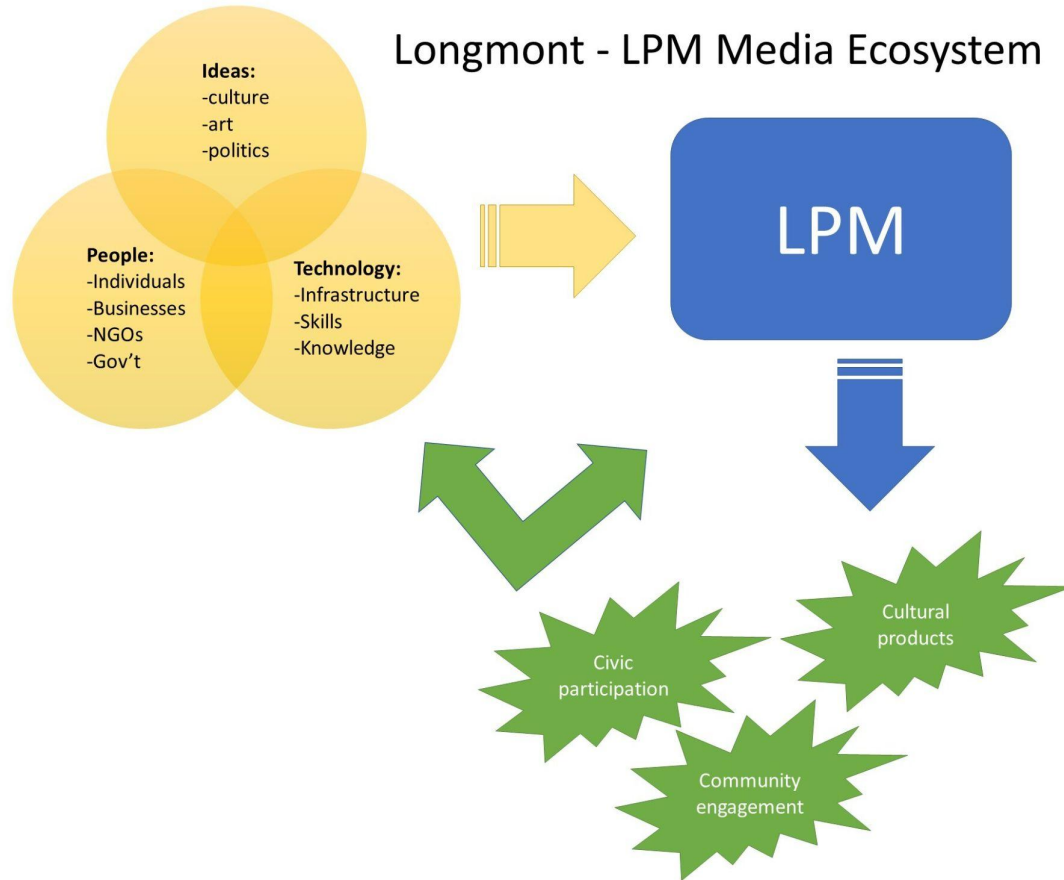


# Public Access 2.0 - The Distribution Platform

- It's more than just "Cable," it's:
  - TV apps
    - Roku
    - Apple TV
    - Google TV
    - FireTV
  - Mobile Apps
- We want to be on every TV in Longmont.



# Vision for Longmont's Media Ecosystem



# How this vision is impacting our community

Show video.



# How could we make this vision a reality?

**25%**

of Franchise Fees +  
final \$120K  
economic relief

- Minimal contracted Media Makerspace
- Minimal contracted staff and resource

**50%**

of Franchise Fees

- Expanded local public access content
- Expanded makerspace staff
- Some increase media education
- Dedicated full time person to City projects

**75%**

of Franchise Fees

- Expanded local public access content
- Fully staffed makerspace
- Expanded media education
- Youth and internship programs
- Dedicated full time person to City projects

**100%**

of Franchise Fees

- Expanded local public access content
- Fully staffed makerspace
- Media education catalogue
- Youth and Internship
- Certified Job Training
- Dedicated Media Creation Fund
- Dedicated full time person to City projects

The vision Longmont deserves would need 100% of franchise fees.

75% will get us close.

50% is the minimum to get us on the path to self sufficiency in a few years.

We want dependable revenue so that we don't need to ask for one-time funding bumps each year and so we can better plan our spending.

We are requesting 50% of the Franchise Fees for 2023 and a two-year contract.

Thank you



Thank you for  
your time.  
Any questions?

Sergio R. Angeles  
Executive Director & Co-Founder  
[sergio@longmontpublicmedia.org](mailto:sergio@longmontpublicmedia.org)