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TO: Linda Vinyard, Director of Communications
Media Services Department

FROM: David Whitaker, Director 
Legislative Policy Division

DATE: March 17, 2023

SUBJECT: 2023-2024 Budget Analysis

Attached is our budget analysis regarding the Media Services Department budget for the 2023-2024 Fiscal Year.

Please be prepared to respond to the issues/questions raised in our analysis during your scheduled hearing on **Wednesday, March 22, 2023, at 11:00 a.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 CFO-Policy & Administrative Director
Steve Watson, Budget Director
Trisha Stein, Group Executive
Malik Washington, Mayor's Office
Malcolm Walker, Budget Analyst
James George, Agency OCFO

Media Services

FY 2023-2024 Budget Analysis by the Legislative Policy Division

Issues and Questions

1. Please briefly explain the new expense initiatives the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new initiatives will affect in FY 2024.
2. Please briefly explain the new capital funding requests the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new requests will affect in FY 2024.
3. Please briefly explain the operational reform and savings proposals the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new reforms/proposals will affect in FY 2024.
4. Please briefly explain the new revenue initiatives/proposals the Media Services Department is planning to implement in FY 2024. Please provide which appropriation/cost center the new initiatives/proposals will affect in FY 2024.
5. What are your projected performance metrics for the current fiscal year? What are your target metrics for FY 2024?
6. What is the marketing strategy to engage citizens and improve the City of Detroit's image?
7. On page B35-10, please explain the \$215,000 reduction in the Media Services program (appropriation 28352) in FY 2024.
8. On page B34-12, Cable TV-Cable franchise fess has generated about \$5 million per year for a long time. Is there anyway to increase this revenue stream?
9. On page B35-13, please give a brief explanation for the increase of \$50,383 in Cable TV-Government PEG fees from \$2,113,980 in FY 2023 to \$2,164,363 in FY 2024.

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

Department # - Department Name					
Fund # - Fund Name	FY2023	FY2024	FY2025	FY2026	FY2027
Appropriation # - Appropriation Name	Adopted	Mayor Proposed	Forecast	Forecast	Forecast
Cost Center # - Cost Center Name					
27352 - Community Programs Support	463,716	463,716	472,990	478,682	484,446
350230 - CEC Goal Line	250,000	250,000	255,000	257,550	260,126
350240 - EITC Support	213,716	213,716	217,990	221,132	224,320
28351 - Board of Ethics	610,001	545,278	556,291	563,950	571,557
350165 - Board of Ethics	610,001	545,278	556,291	563,950	571,557
➔ 28352 - Media Services & Communications	1,695,645	1,480,094	1,510,156	1,532,509	1,554,518
350325 - Communications Services	696,789	601,760	613,988	623,165	632,197
350326 - Media Services	998,856	878,334	896,168	909,344	922,321
28354 - Elected Officials Compensation	1,467,680	1,600,000	1,652,852	1,705,944	1,709,244
350007 - Elected Officials' Compensation	1,467,680	1,600,000	1,652,852	1,705,944	1,709,244
29350 - Citywide Overhead	39,491,058	52,723,536	53,934,277	55,891,036	56,365,008
350020 - Dues & Memberships	386,235	386,235	393,960	397,900	401,879
350220 - Claims Fund (Insurance Premiums)	12,100,000	12,100,000	12,342,000	12,465,420	12,590,074
350310 - Detroit Building Authority	1,203,945	2,303,226	2,349,658	2,378,925	2,408,031
350800 - Centralized Payments	24,800,878	30,934,075	31,552,757	31,868,284	32,186,966
350980 - Workforce Investments	1,000,000	7,000,000	7,295,902	8,780,507	8,778,058
29351 - Pension-Related Payments	108,675,000	-	-	-	-
350015 - Pension Benefits Administration	-	-	-	-	-
351051 - Retiree Protection Fund	90,000,000	-	-	-	-
351052 - Foundations - DIA Pension Contributions	18,675,000	-	-	-	-
➔ 3921 - Other Special Revenue Fund	2,113,980	2,164,363	2,215,947	2,268,760	2,322,832
28353 - Cable TV	2,113,980	2,164,363	2,215,947	2,268,760	2,322,832
350324 - P.E.G. Fees	2,113,980	2,164,363	2,215,947	2,268,760	2,322,832

**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	FY2023 Adopted	FY2024 Mayor Proposed	FY2025 Forecast	FY2026 Forecast	FY2027 Forecast
35 - Non-Departmental	1,106,796,842	1,108,813,520	1,081,383,163	1,103,259,366	1,124,023,518
1000 - General Fund	1,045,947,862	1,057,413,683	1,079,167,216	1,100,990,606	1,121,700,686
14001 - Non Dept Budget Reserve	67,982,308	-	-	-	-
352101 - Budget Reserve	67,982,308	-	-	-	-
20255 - Prior Year Activity	8,156,000	-	-	-	-
351009 - Prior Year Surplus	8,156,000	-	-	-	-
28353 - Cable TV	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
350510 - Cable Franchise Fees	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
29350 - Citywide Overhead	1,199,378	-	-	-	-
350310 - Detroit Building Authority	1,199,378	-	-	-	-
29351 - Pension-Related Payments	-	-	-	-	-
350015 - Pension Benefits Administration	-	-	-	-	-
29352 - Major Taxes and Other Revenues	961,661,160	1,050,860,190	1,072,613,723	1,094,666,606	1,115,376,686
350350 - Property Tax & Other Related Revenue	128,165,000	145,613,641	151,875,087	156,491,716	161,138,393
350360 - State Shared Taxes	217,753,000	228,180,533	228,885,773	229,598,126	230,317,663
350380 - Investment & Other Interest Earnings	1,100,000	3,270,000	3,000,000	3,000,000	3,000,000
350620 - Income Tax	290,313,833	359,530,889	371,090,771	384,408,669	396,259,324
351020 - Non-Departmental	30,009,327	27,341,204	27,838,029	28,344,790	28,861,686
351050 - Wagering Tax	265,483,000	258,086,728	260,708,862	263,315,951	265,997,193
351056 - Motor City Casino - Municipal Services	9,625,000	9,086,413	9,184,118	9,275,960	9,368,719
351057 - Greektown Casino - Municipal Services	5,316,000	4,001,741	4,038,481	4,078,866	4,119,655
351058 - MGM Grand Casino - Municipal Services	13,896,000	15,749,041	15,992,602	16,152,528	16,314,053
29353 - Debt Repayment	1,949,016	1,553,493	1,553,493	1,324,000	1,324,000

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

Department # - Department Name					
Fund # - Fund Name	FY2023	FY2024	FY2025	FY2026	FY2027
Appropriation # - Appropriation Name	Adopted	Mayor Proposed	Forecast	Forecast	Forecast
Cost Center # - Cost Center Name					
351025 - Note B Payment	1,553,493	1,553,493	1,553,493	1,324,000	1,324,000
351036 - Note C Debt	395,523	-	-	-	-
1003 - Blight Remediation Fund	16,400,000	30,915,474	-	-	-
20255 - Prior Year Activity	16,400,000	30,915,474	-	-	-
351009 - Prior Year Surplus	16,400,000	30,915,474	-	-	-
3921 - Other Special Revenue Fund	2,113,980	2,164,363	2,215,947	2,268,760	2,322,832
➔ 28353 - Cable TV	2,113,980	2,164,363	2,215,947	2,268,760	2,322,832
350324 - P.E.G. Fees	2,113,980	2,164,363	2,215,947	2,268,760	2,322,832
4533 - City of Detroit Capital Projects	42,335,000	18,320,000	-	-	-
20255 - Prior Year Activity	42,335,000	18,320,000	-	-	-
351009 - Prior Year Surplus	42,335,000	18,320,000	-	-	-
Grand Total	1,106,796,842	1,108,813,520	1,081,383,163	1,103,259,366	1,124,023,518

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

Department # - Department Name	FY2023	FY2024	FY2025	FY2026	FY2027
Fund # - Fund Name	Adopted	Mayor Proposed	Forecast	Forecast	Forecast
Appropriation # - Appropriation Name					
Cost Center # - Cost Center Name					
Job Code - Job Title					
13111002.Project Manager Analytics Specialist II	0	1	1	1	1
43601103.Administrative Assistant III	0	1	1	1	1
43601104.Administrative Assistant IV	0	2	2	2	2
929107.Administrative Special Services Staff II Exempt	0	2	2	2	2
929108.Administrative Special Services Staff III Exempt	0	1	1	1	1
28351 - Board of Ethics	4	4	4	4	4
350165 - Board of Ethics	4	4	4	4	4
010126.Executive Director Board of Ethics	1	1	1	1	1
011156.City Council Legislative Policy Division Administrative	1	0	0	0	0
011726.Investigator Board of Ethics	1	1	1	1	1
929107.Administrative Special Services Staff II Exempt	1	1	1	1	1
931628.Administrative Assistant Grade II Board of Ethnic	0	1	1	1	1
28352 - Media Services & Communications	16	16	16	16	16
350325 - Communications Services	8	8	8	8	8
010918.Manager I Communications	1	1	1	1	1
037161.Supervisor of Printing	1	0	0	0	0
193025.Graphic Designer	2	2	2	2	2
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
81037161.Supervisor of Printing	0	1	1	1	1
350326 - Media Services	8	8	8	8	8

**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	FY2023	FY2024	FY2025	FY2026	FY2027
Cost Center # - Cost Center Name	Adopted	Mayor Proposed	Forecast	Forecast	Forecast
Job Code - Job Title					
931501.Director Detroit Cable Communications Commission	1	1	1	1	1
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	1	1	1	1	1
28354 - Elected Officials Compensation	11	11	11	11	11
350007 - Elected Officials' Compensation	11	11	11	11	11
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
29350 - Citywide Overhead	8	8	8	8	8
350310 - Detroit Building Authority	8	8	8	8	8
010200.Project Manager	0	1	1	1	1
013376.Executive Administrative Assistant II	1	1	1	1	1
111003.Project Manager Analytics Specialist III	1	0	0	0	0
931324.Special Area Maintenance Project Superintendent De	3	3	3	3	3
931626.Administrative Assistant Grade II Detroit Building	1	1	1	1	1
932015.Executive Management Team Detroit Building Autho	2	2	2	2	2
29351 - Pension-Related Payments	30	30	30	30	30
350015 - Pension Benefits Administration	30	30	30	30	30
010809.Manager II Pension	1	1	1	1	1
11101111.Assistant Executive Director General Retirement S	1	1	1	1	1
11101112.Assistant Executive Director Police and Fire Retirer	1	1	1	1	1