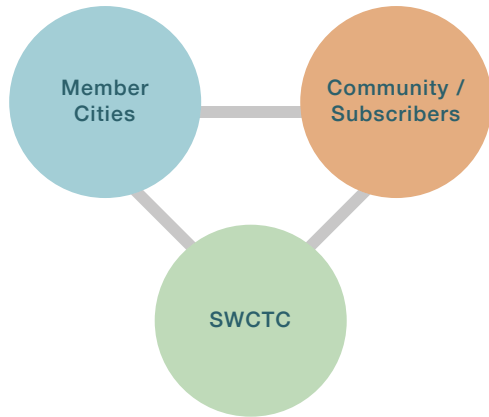


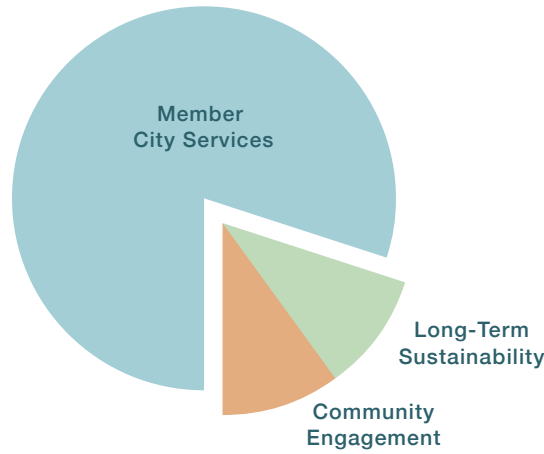
# SOUTH WASHINGTON COUNTY TELECOMMUNICATIONS COMMISSION 3 YEAR STRATEGIC PLAN

## RELATIONSHIP SPHERES

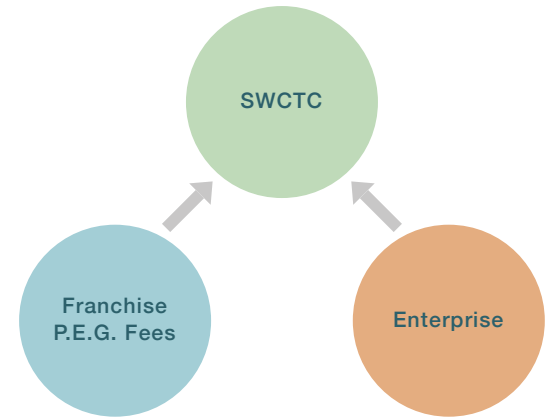
**RETURN OF VALUE (ROV)**  
Franchise / Content / Investments



**WORK PRIORITIES**



**DIVERSIFIED REVENUE**



## STRATEGIC DIRECTIONS

### OBJECTIVE

### MEASURE

### TARGET

Member  
Cities

Core service focus within legal parameters  
Return value at every opportunity  
Promote collaboration with city staff  
Increase awareness of commission activity

Reflect the Joint Powers Agreement  
Implementation of the Reserve Policy  
Present financial and service data  
Conduct performance reviews

Revenue % allocation back to cities  
Net revenue return to cities  
Commission Investments  
Quarterly and Annual reporting

Community  
Engagement

Identify community needs  
Build community partnerships  
Broaden distribution of content

Engagement surveying  
Partnerships programs  
Analytics and Data

Grow viewership and participation in events  
Add 2 new partnership organizations per year  
Track analytics and survey results

Long-term  
Sustainability

Renew Cable Franchise Agreement  
Diversify revenue  
Seek Enterprise opportunities

Activity and Financial reporting  
Number of revenue projects  
Revenue/Profit

Renewed Cable Franchise  
Develop capacity to market SWCTC video services  
Find long-term office solution