Shasta Community Access Channels

Creating community through media in Downtown Redding
PICTURE PERFECT

In the heart of Redding’s Restaurant, Music & Theater District, where you’ll find more than 20 local fine dining establishments within a short walk to your entertainment venues.

SHASTA COUNTY ARTS COUNCIL
OLD CITY HALL
1313 MARKET STREET
REDDING, CA 96001
PHONE: (530) 241-7320
FAX: (530)225-4455
www.ShastaArtsCouncil.org

Office and Gallery Hours
Tuesday–Friday 11am–5pm
Saturday 11am–5pm

ELEGANCE & STYLE

Redding’s most elegant ballroom is available for event rentals through the Shasta County Arts Council.

Receptions • Meetings • Teleconferencing
Events • Weddings • Dinners • Concerts
Anniversaries • Reunions • Theater • Recitals
Old City Hall - Built in 1907

This elegant building will transform any event into a memorable occasion.

Built in the Romanesque Revival style in 1907, it is now on the National Register of Historic Places. It served as Redding's City Hall from 1907 until 1974.

Ambiance

Extensive restoration has turned the facility into a fully functional and professional event venue. We keep rental rates affordable and we are flexible to your specific needs.

The historic ballroom, private patio, and and breakout rooms provide your guests a smoothly flowing experience which is essential for a successful event. Add to that the availability of high speed internet for teleconferencing, video projector and screen; stage risers and backdrop; professional lighting; and a concert-quality sound system along with broadcast quality videography and you’ve got a fully loaded venue with ambiance.

We have a Yamaha Grand piano and a Baldwin baby grand piano in the ballroom. Conversations at your gathering will be enlivened should you choose to be in our art gallery - located downstairs.

Your guests can ascend the stately period staircase or be whisked upstairs in the elevator - our facility is fully ADA accessible and includes spacious restrooms. Ample parking is just down the block and a guest drop-off zone can be set up directly in front of the building. Off-street loading area is available for event preparation. Our kitchen area is small but can be utilized as an efficient food staging area by your own caterer. Banquet tables are available.

Our 1,500 square-foot ballroom has comfortable chairs and seats 150 with a 165 total occupancy.

The Old City Hall is located in Redding’s thriving Downtown District which is easily accessible from I-5. We are surrounded by many local fine dining establishments - all within an easy stroll.

For general rental information, capacity, fees, insurance requirements and regulations please visit our website. You may even check the calendar online for date availability. Please note, some on-going classes can be rescheduled should you wish to book certain dates for your event provided enough notice is given. Please ask if this is an option for your preferred date.

Old City Hall’s Courtyard

An undulating brick walkway winds its way through a quaint courtyard - one that was used to house fire engines and police vehicles. Today, it is a beautiful outdoor space that complements the indoor Old City Hall ballroom, grand staircase, gallery, kitchen and Green Room area.
Charter Channels 8, 11, 29
Public Meetings

- Six meetings per year to coincide with our Shasta County Arts Council meetings beginning at 5:30pm
- Tuesday, January 7, 2014
- Tuesday, March 18, 2014
- Tuesday, May 20, 2014
- Tuesday, July 22, 2014
- Tuesday, September 23, 2014
- Tuesday, November 18, 2014
SCAC Took Over Operations
August 13, 2013

- We purchased one RCAC item - its broadcast equipment and moved it to Old City Hall.

Charter installed two-way fiber connectivity for Public Access.
<table>
<thead>
<tr>
<th>Date</th>
<th>Item Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>8/23/13</td>
<td>Master Control Equipment/Setup</td>
<td>$14,176.97</td>
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<tr>
<td>8/28/13</td>
<td>HDTV Monitors (3)</td>
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<td>Bookcases (3) for TV Monitors</td>
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<td>9/1/13</td>
<td>Website Domain for PEG TV</td>
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<td>Computers</td>
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<td>9/6/13</td>
<td>Software: Office 365 Home Premium</td>
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<td>9/24/13</td>
<td>Software: Premier Pro CS6 for Mac</td>
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<td>10/2/13</td>
<td>Outdoor Banners (5) PEG TV</td>
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<td>Camcorders (2); Memory Cards, etal</td>
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<td>Lockbox for Keys</td>
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<td>Roland Cube Monitor; Microphone/Stand;</td>
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<td>Ipads (2) WiFi and Accessories</td>
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<td>Software: Dropbox</td>
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<td>1/9/14</td>
<td>Sandisk Pixtor 32 GB SDHC (6)</td>
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<td>1/10/14</td>
<td>Cabinets/Appliances - Kitchen/The Learning Ctr</td>
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<td>2/24/14</td>
<td>Cabinets - The Learning Center</td>
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<td>Total</td>
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Monitors in Office at Old City Hall
Remodeled Kitchen in Learning Center at Old City Hall
Learning Center w/two computer stations: Phase I
Learning Center: Phase II
Audio/Lighting Control Room Currently
Current Sound Board & Speakers to be Replaced
Current Master Control Room
Master Control with New Computers
Our Partners & Potential

- We have met with Shasta County Office of Education and are partnering with them to increase our technological efforts and educational programming, i.e., created an FTP upload site - Channel 26

- We’ve struck up a relationship with a Sacramento-based Youth Film Festival and have been running their youth-made films on Channel 26 - some 12 different shorts and intend to start a similar program in local schools.

- And ... we’ve just been approached by a couple of Redding youth who produce their own movie reviews to see if they can be aired. We’re working this out.
Shasta College

- We have also made a proposal to Shasta College to create a Shasta College news TV magazine and perhaps use our facilities for production by local students on Channel 26; we’re waiting to hear how Shasta College may proceed but the discussion and proposal included broadcasting their graduation, showcasing excellent teachers, the LANCE newspaper, sports and more.
VisitRedding.com

- And signed a deal with VisitRedding.com – Channel 8 – to launch WINTERFESTREDDING.com and market through our access channels.
VisitRedding.com & SCAC
Channel 8 - Tourism

- Continuous 24-hour loop - VisitRedding.com channel would include the following:

- Exchange of Tourism Loop with 25 community access television in WA, OR and CA (1,800 stations exist nationwide)

- E-blast clickable link on every eblast - Our list is nearly 3,000 strong representing arts councils throughout California, leadership Redding, downtown businesses, general population, artists within the 20-county (north of Sacramento).

- Clickable link on our website
Trade deal with KCNR to promote SCAC activities, events, technical expertise and provide a two-hour LOCAL program each day on Channel 11 from Noon-2pm beginning mid-April. This exciting! This can only happen on community access TV.
Programming Notes

- We have also aired more than 105 hours of governmental meetings from the City of Anderson, City of Redding, City of Shasta Lake and the County of Shasta – Channel 11.
Channel 11
Government/Access

• Board of Supervisors - Meetings held every Tuesday of the month
  Aired 8pm Tuesday (day of the meeting)
  Aired 2pm Wednesday (following the meeting)

• City of Redding - Meetings held the 1st and 3rd Tuesday of the month
  Aired 12:30pm Every Thursday (following the meeting)

• City of Shasta Lake - Meetings held the 1st and 3rd Tuesday of the month
  Aired 6pm Wednesday (following the meeting)
  Aired 2pm Friday (following the meeting)

• City of Anderson - Meetings held the 1st and 3rd Tuesday of the month
  Aired 10am Wednesday (following the meeting)
Celebrate10.com

- **Riverfront Ampitheater**
- Food Trucks and Beer Garden Nightly
- 6-9pm Sunday-Wednesday with a tour of the Sundial Bridge
- June 22-July 2
- Focusing each night on a different nonprofit
- Redding Improv to MC the event
- Eight nights of FREE family fun
Website & Public Launch is Coming!

- ShastaCommunityTV.com
- Facebook
- Twitter
- Pinterest
Open House This Fall!
• Is going digital and has indicated they want to move the community access Channels 8, 11 and 26 to higher channels like 180, 181 and 182.

• The obvious issue with moving the channels to a new neighborhood nearly 200 channels away from our local PBS Channel 9 station is that we believe we may be lost. This could have a devastating effect on our marketing efforts and on the ability for folks to find us. However, we are in talks with Charter and are hoping for the best.

• We are in discussions with local representative Susie Evans who is being very helpful. We don’t know what the final outcome will be but are being told it’s a done deal and we will be moving. There will be marketing dollars available but we have yet to see what how much and what type of campaign CHARTER is willing to do.
More on Charter ...

• We believe the local programming we will provide will drive viewership and new subscribers to Charter. Where else will they be able to see a recap of local sports, an hour-long program of local candidates and a daily two-hour talk show that features everyone from the head of local nonprofits to elected officials.

• We are still interested in seeing CHARTER’s neighborhood marketing plan and what this entails and if it will, indeed, help the public to find our channels if they move to the new neighborhood.