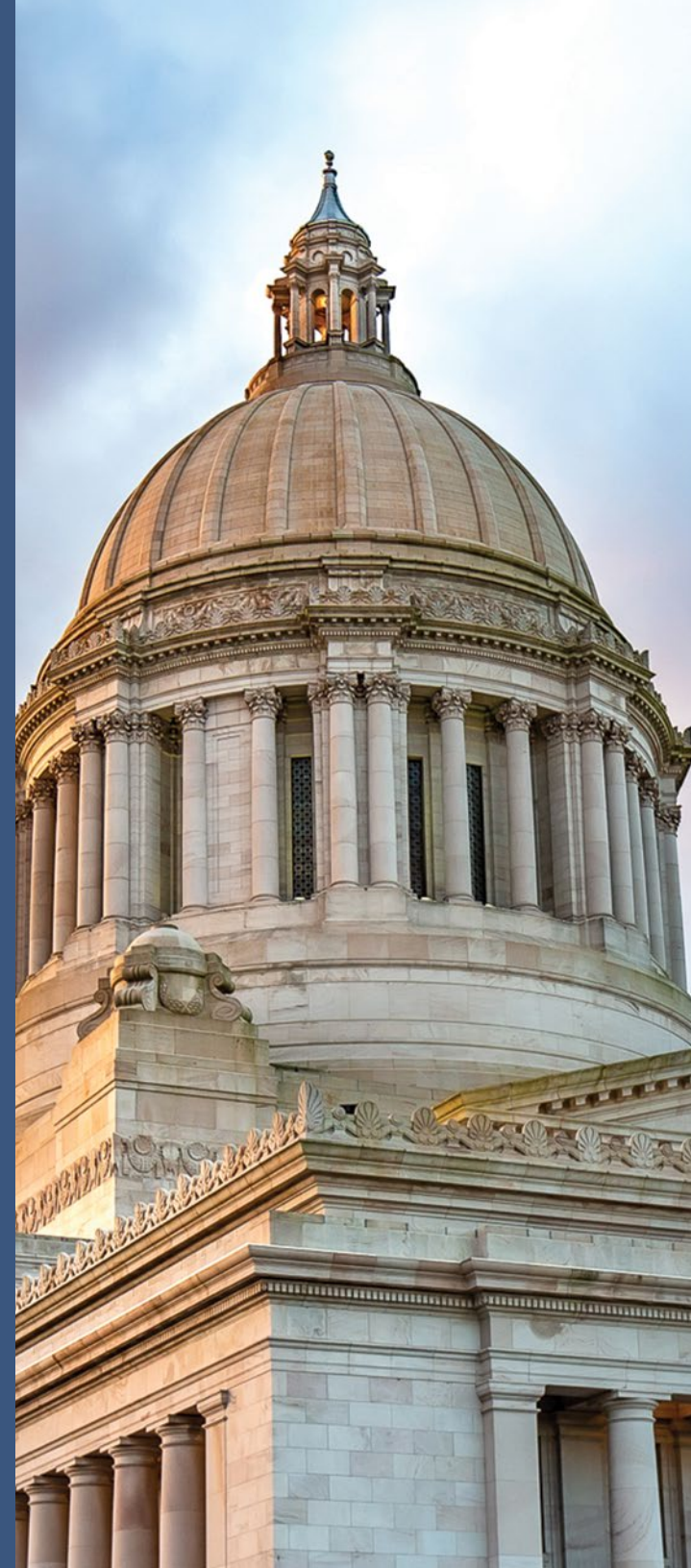




# Building Engaged Communities Together

Creating Civic Access  
for the Digital Age





# TVW: Committed to Community-led Government

TVW has played a vital role in fostering government transparency and civic engagement in Washington for nearly 30 years.

Our mission is to provide unfiltered, unbiased, gavel-to-gavel coverage of Washington state government, along with complementary programming, to promote a healthy and robust public discourse, increase civic access and engagement, and foster an informed citizenry.

**We engage citizens, industry, educators, and various leaders in state policymaking processes.**



## Press Corps Decline

**1987**

30 full-time reporters  
covered the  
Washington state  
legislature

**TVW**

is the only media  
outlet providing  
full-time coverage  
of Washington state  
government

# Core Programming

## ▶ **GOVERNMENT COVERAGE**

Gavel-to-gavel coverage of all House and Senate committee hearings and floor debates.

All oral arguments before Washington's Supreme Court and Appellate Courts.

State agency, board, and commission meetings.

## ▶ **ELECTION COVERAGE**

Debate coverage of statewide races

Production of statewide Video Voters Guide

Key congressional and legislative races

## ▶ **DIGITAL ACCESS**

Available statewide on cable TV

Livestream and archived content on TVW.org

Social media reach of 1.4 million across multiple platforms

## ▶ **SAMPLE PROGRAMS**

Inside Olympia: features conversations with state decision makers

The Impact: provides weekly news and current events coverage

Legislative Review: produced daily during regular and interim legislative sessions

The Decision: features most interesting Supreme Court cases

Washington to Washington: covers how national policy decisions affect our state

Field Report: looks at how Olympia policy decisions are implemented throughout Washington

## ▶ **CIVICS EDUCATION**

Capitol Classroom: Student participation in the legislative process

Teach with TVW Modules: video-based civics lessons

On the Issues: student-led Q&A with legislative leadership

Civics 101 in 120 Seconds: Guide to the legislative process

Legislative Navigator: Explainer videos for [leg.wa.gov](http://leg.wa.gov)



# Core Programming

## THE NEED

### DECLINING CIVIC ENGAGEMENT

The COVID-19 pandemic catalyzed unprecedented growth in TVW's viewership in 2020, igniting a continuing upward trajectory.

### TECHNOLOGICAL UPGRADES

TVW's agile pivot during the pandemic led to a surge in viewership, particularly among younger, digitally-native audiences.

While a temporary technological conversion met immediate demands, we now need substantial infrastructure upgrades to enhance our streaming capabilities and content creation facilities.

### Capacity for Daily Coverage

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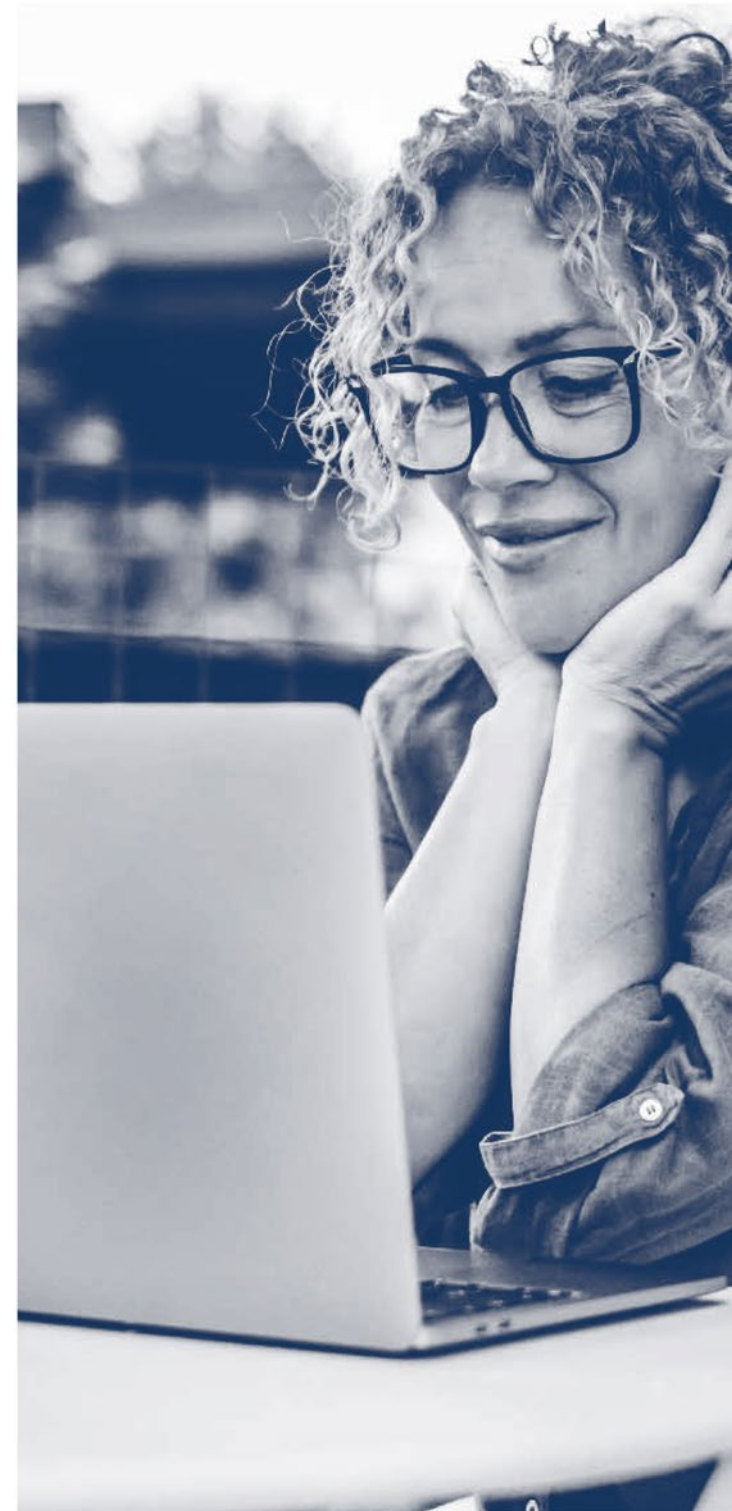
8

per day  
Television

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50+

per day  
Streaming





# TVW Campus Expansion

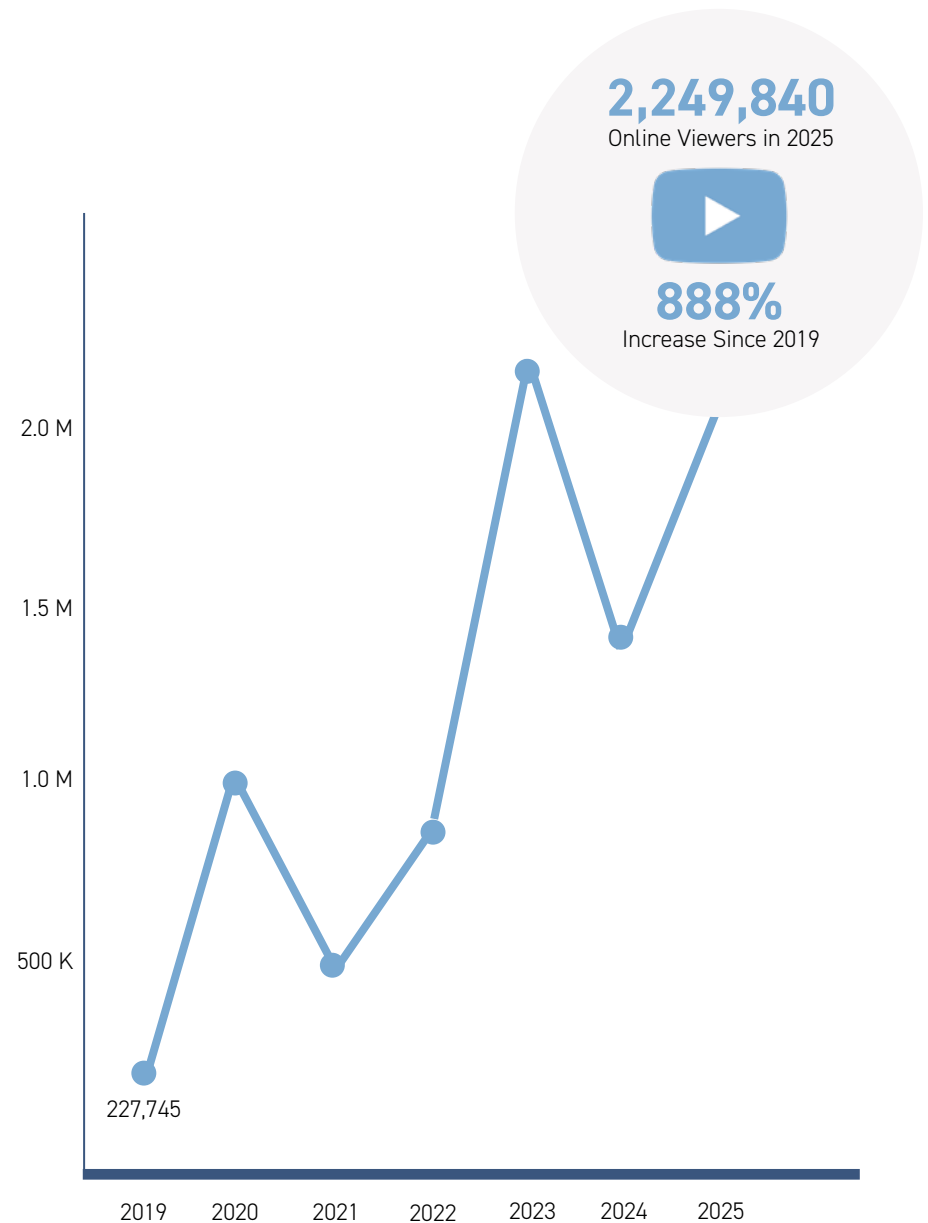
## MAXIMIZING OPPORTUNITIES

### SURGING AUDIENCE ENGAGEMENT

Since 2020, TVW's viewership has continued to grow on all platforms — television, web streaming and social media. This dramatic shift presents a golden opportunity to expand our reach, deepen our impact, and revolutionize how citizens connect with their government through cutting-edge digital platforms.

### CAMPUS EXTENSION

After decades next to the Capitol Campus, adjacent properties became available for acquisition, allowing TVW to grow in new ways to serve Washington State residents.



## Our Vision

### **BUILDING A STRONGER DEMOCRACY IN WASHINGTON**

The construction of our Center for Civic Engagement will allow TVW to provide new avenues for the people of Washington to learn about their government at all levels. Through curated interactive stations and exhibits, as well as in-person education, we create a safe place to explore and ask questions.

By forging understanding of government at all levels the people of Washington will learn how to best advocate for themselves with local, state and federal governments.

**The Building Engaged Communities Together campaign will realize this vision by improving streaming technology, adding podcast booths and creating gathering space to meet our viewers where they are – with the ability to access our content, and their government - anytime, anywhere, on any device.**





TVW is raising  
**\$65 million**  
to foster community  
engagement, improve access  
to government information,  
and strengthen Washington's  
participatory democracy for  
generations to come.



# Convenient Online Access to Government

## RENOVATE THE JEANNETTE C. HAYNER MEDIA CENTER

- ▶ Add 12 production control booths, quadrupling our production capacity, for a total of 16 booths.
- ▶ Outfit new control booths with the streaming technology to:
  - ▶ Mirror the quality of television productions for online viewers.
  - ▶ Offer enhanced-screen viewing. Example: Simultaneously showing a person testifying and their visual aid.
- ▶ Increase infrastructure capacity for future content distribution.
- ▶ Improve the quality of live footage and archival records.



1

Increasing capacity to create better, more accessible content, while continuing to cover the state government and public policy events we are known for along with our Emmy-winning produced shows.

2

Enhance the viewer experience today with the capability to produce web-streamed events and provide higher quality digital files for future research.



# A State-of-the-Art Center for Civic Engagement

## BUILD A NEW CENTER

▶ Build a new Center directly across from the statehouse to provide a dynamic, accessible space where citizens can learn, engage, and directly connect with their government, and serving as the public's "front door" to the Capitol Campus.

▶ Offer immersive exhibits, multimedia presentations, and policy analysis to transform visitors' understanding of government.

▶ Provide a forum for Washingtonians to actively engage with local, state and federal elected officials.

▶ Develop comprehensive in-person, online and virtual programming to inform and encourage participation in government at all levels.



1

Inform public participation in government processes.

2

Foster a more engaged and active community.

# Capacity for Impact



## TVW's Enhanced Campus

Rendered by: KMB Architects, Olympia & Seattle, WA



# Community Benefits

## **A MORE INFORMED CITIZENRY**

Expanded programming to engage Washingtonians of all ages, fostering a more civically engaged community through increased understanding of policy discussions and decision-making processes.

## **ENHANCED TRANSPARENCY**

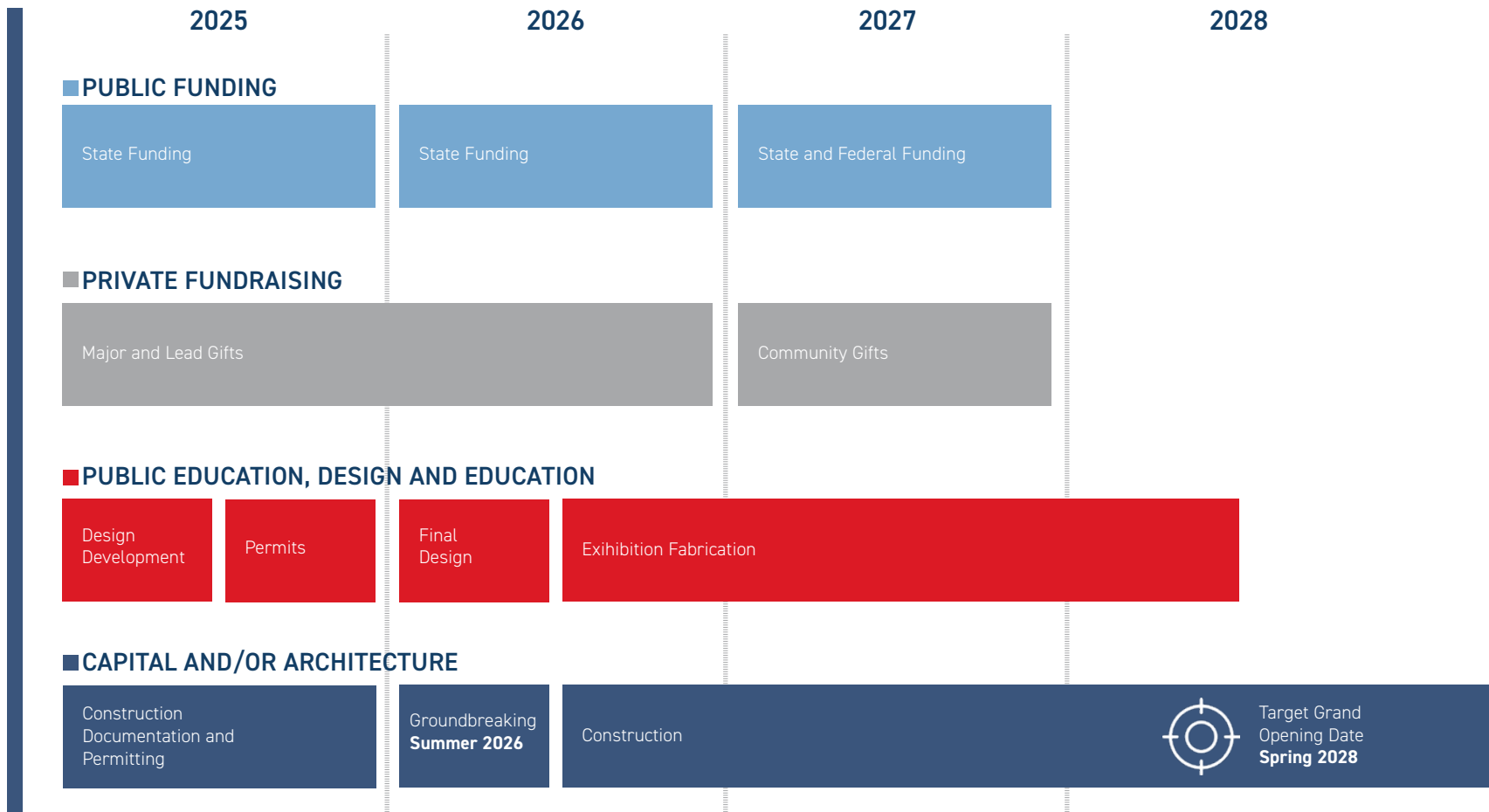
Improved understanding of government proceedings and decision-making processes, and future-proofed technology to ensure TVW is a leader in public affairs programming for decades to come.

## **A DYNAMIC SPACE AT THE CAPITOL**

Transform public participation by providing a dynamic, accessible space where people can learn, engage, and directly connect with their government.



# Timeline



# Sustainability



## **PROVEN FINANCIAL MANAGEMENT**

TVW has a long history of responsible fiscal stewardship and transparent operations.



## **DIVERSE SOURCES OF ANNUAL INCOME**

TVW maintains a mix of public funding, private donations and earned income to ensure long-term stability. Program and event sponsorships, as well as endowments, are at the heart of annual fundraising plans.



## **STRONG LEADERSHIP**

Guided by a Board of Directors that includes former elected officials and civic and business leaders, TVW is positioned to adapt, thrive and consistently fulfill its vital role in Washington government transparency for generations to come.



## **NEW REVENUE STREAM**

The Center for Civic Engagement will generate rental income as one of the few large venues in the greater Thurston County area with the ability to accommodate 500+ guests. Meeting spaces and additional revenue-generating ventures have been built into project plans.

# Leadership

## BOARD OF DIRECTORS

Marty Brown, *Chair*  
Chris Mulick, *Vice Chair*  
Mike Hoover, *Secretary*  
Victor Moore, *Treasurer*

## MEMBERS

Melissa Beard  
Charlie Brown  
Joe Dacca  
Duane A. Davidson  
Lyn D. Dennis  
David Ducharme  
Jeff Even

Karen Fraser  
Carl Gipson  
Erica Hallock  
Marianna Hyke  
Lynn Kessler  
Anita Kisse  
Jocelyn McCabe  
John McDonagh  
Carmen Méndez  
Briahna Murray  
Karla Graue Pratt  
Mary Thompson  
Rhonda Weaver  
Lacie Suzuki-  
West

Renee Radcliff Sinclair,  
*President & CEO*  
Kraig Baker, *Counsel*

## DIRECTORS EMERITUS

Hon. Gerry Alexander  
Hon. Rick Bender  
Hon. Valoria Loveland  
Hon. Sid Morrison  
Hon. Sam Reed

## CAMPAIGN STEERING COMMITTEE

Becky Bogard  
Kyle Curtis  
Jon DeVaney  
Erica Hallock  
Jim Justin  
Jocelyn McCabe, *Chair*  
Marty Brown  
Michael Moran  
Briahna Murray, *Vice Chair*  
Kevin Shutt  
Eileen Sullivan

## HONORARY CO-CHAIRS



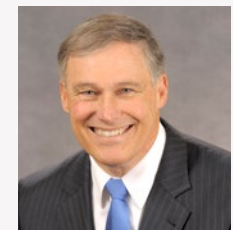
Governor  
Daniel J. Evans  
1925-2024



Governor  
Gary Locke



Governor  
Christine Gregoire



Governor  
Jay Inslee



# Annual Sources of Revenue

## ▶ 2024 REVENUE

Broadband Communications Gift	\$16,289,835
State Service Contract	\$5,052,000
Other	\$1,152,657

Includes: Special events, individual gifts, in-kind contributions and website advertising

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**Total Revenue** **\$22,494,492**

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TVW is a 501(c)3 private nonprofit corporation, rather than a state agency, governed by an independent board of directors.

Broadband Communications Gift

**72%**

State Service Contract

**22%**

Other

**6%**



**Total Revenue**

**\$22,494,492**



# \$65M

## Gift Chart

### Private Funding ..... \$35M

Includes: corporations, foundations and individuals

### Public Funding ..... \$30M

Includes: local, state and federal

Gift Size	# of Gifts Needed	Category Total	Running Total	% of Total
<b>▶ KEYSTONE GIFTS</b>				
\$15,000,000	1	\$15,000,000	\$15,000,000	<b>54%</b>
\$10,000,000	1	\$10,000,000	\$25,000,000	
\$5,000,000	2	\$5,000,000	\$35,000,000	
<b>▶ LEAD GIFTS</b>				
\$2,500,000	4	\$10,000,000	\$45,000,000	<b>86%</b>
\$1,000,000	6	\$6,000,000	\$51,000,000	
\$500,000	10	\$5,000,000	\$56,000,000	
<b>▶ MAJOR GIFTS</b>				
\$250,000	15	\$3,750,000	\$59,750,000	<b>97%</b>
\$100,000	22	\$2,200,000	\$61,950,000	
\$50,000	24	\$1,200,000	\$63,150,000	
<b>▶ 2024 REVENUE</b>				
\$25,000	36	\$900,000	\$64,050,000	<b>100%</b>
Up to \$25,000	Many	\$950,000	\$65,000,000	
<b>TOTAL</b>	<b>300+</b>	<b>TOTAL</b>	<b>\$65,000,000</b>	

# 2024 Financial Position

## ▶ ASSETS/CONTRIBUTIONS

Cash and Equivalents	\$1,255,915
Certificate of Deposit	\$1,528,948
Accounts Receivable, Net	\$22,069
Current Portion of Pledges Receivable	\$46,000
Note Receivable	\$24,769
Prepaid Expenses	\$38,763

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**Total Current Assets** **\$2,916,464**

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Cash Restricted for Purchase of Longterm Assets	\$171,811
Pledge Receivable, Net of Current Position	\$207,759
Justice Gerry Alexander Fund	\$207,759
Property and Equipment, Net	\$4,238,706

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**Total Assets** **\$7,651,751**

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Cash and Equivalents	\$19,192,658
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**Total Current Assets** **\$26,844,409**

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## ▶ LIABILITIES/NET ASSETS/EXPENSES

Current Portion of Note Payable	\$1,255,915
Current Portion of Finance Lease Liability	\$1,528,948
Accounts Payable	\$22,069
Accrued Payroll and Benefits	\$46,000
Contract Liability and Deferred Revenue	\$24,769

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**Total Current Liabilities** **\$2,916,464**

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Note Payable, Net of Current Position and Issuance Costs	\$534,849
Finance Lease Liability, Net of Current	\$545,764

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**Total Liabilities** **\$7,651,751**

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Net Assets - Without Donor	\$534,849
Restrictions Net Assets - With Donor	\$545,764

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**Total Net Assets** **\$7,651,751**

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In-Kind Cable Channel Expenses	\$19,192,658
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**Total Liabilities/Net Assets/Expenses** **\$26,844,409**

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# Naming Opportunities

Location	Description	Gift Amount
<b>▶ LEVEL 1</b>		
Entrance	The entrance to the Center for Civic Engagement welcomes visitors with an open, inviting design. The space feels energetic yet approachable—an inspiring gateway to learning, dialogue, and participation in civic life.	<b>\$5,000,000</b>
Interactive Space Main Stair Lobby	The interactive space buzzes with energy and curiosity. Touchscreen exhibits, multimedia displays, and hands-on activities invite visitors to explore how government works—from passing laws to shaping public policy.	<b>\$2,500,000</b>
Media Cave	The Media Cave is a modern, tech-equipped space designed for small groups to explore and collaborate. This area can also be used for smaller gatherings.	<b>\$1,000,000</b>
Parking Garage	The parking garage will be in daily use by staff and visitors and a main entry point to the Center for Civic Engagement.	<b>\$250,000</b>
<b>▶ LEVEL 2</b>		
Balcony	The balcony area overlooks main staircase and the Level 1 gathering space. It contains walkway flows to the interactive space above media cave.	<b>\$2,500,000</b>
Interactive Space	Not only does this space offer more opportunities to interactively learn about your government, it will also be equipped for a small gathering space for up to 30 people.	<b>\$1,000,000</b>



# Naming Opportunities

Location	Description	Gift Amount
<b>▶ LEVEL 3</b>		
Meeting Room in Tower	A beautiful conference room with a one-of-a-kind view and the capacity of holding meetings for up to 30 people.	<b>\$500,000</b>
Interactive Display Area	An interactive display area that features TVW history. This area could be a naming opportunity for TVW presidents.	<b>\$500,000</b>
Studio 3A - Teach with TVW	The first of a new set of studios dedicated to the work of Teach with TVW. This space will be used to produce powerful learning tools that will be used in classrooms around the state to inform students about the work of state government.	<b>\$1,000,000</b>
Studio 4A	A state-of-the-art studio designed for intimate interviews and unique production opportunities.	<b>\$1,000,000</b>
Full Conference Area	Featuring a spacious, open design, the room can be used as one expansive venue or divided into three smaller, fully equipped breakout rooms with retractable partitions.	<b>\$1,000,000</b>
Two Podcasting Sound Booths	State-of-the-art podcast booths designed for high-quality audio production. Imagine our podcasts starting with your name..."we're broadcasting from the XX booth"	<b>\$5,000,000</b>
TVW History Space	A dedicated space highlighting the rich history of TVW. Through photos, video displays, and archival materials, visitors can explore the station's evolution and its role in providing open access to Washington State government.	<b>\$1,000,000</b>



# Naming Opportunities

Location	Description	Gift Amount
<b>▶ LEVEL 4</b>		
Meeting Room in Tower	A beautiful conference room with a one-of-a-kind view and the capacity of holding meetings for up to 30 people.	<b>\$500,000</b>
Large Event Space	With modern audiovisual capabilities and a warming kitchen for catering, the large event space is ideal for conferences, receptions, and community gatherings for up to 500 guests.	<b>\$10,000,000</b>
Large Event Space A	One of three smaller spaces within the large event area.	<b>\$2,500,000</b>
Large Event Space B	One of three smaller spaces within the large event area.	<b>\$2,500,000</b>
Large Event Space C	One of three smaller spaces within the large event area.	<b>\$2,500,000</b>
Elevator	A modern, accessible elevator area providing smooth, convenient access to all levels of the building.	<b>\$250,000</b>

## CONTACT



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