

2023 KFFR Funding Request for the Town of Fraser

KFFR is seeking \$15,000 in funding to help kick start a new position that will become sustainable within a year. KFFR has hired an Executive Director. Thanks to funding help from other municipalities including Winter Park, Grand Lake and Grand County, we are on our way to covering the start up costs for this position.

KFFR needs this increased staff to support the level of service that our community deserves. This position will help us produce live broadcasts from events in Fraser and beyond. We will also be able to enhance youth participation through accepting more interns and hosting locally produced youth programming.

Thanks to increased capacity, the funding for this position will become sustainable through increased membership donations, event income and business support.

We expect to: Increase local business support by at least 20 percent in FY 2023; Increase individual donors and donations by at least 10 percent; Increase our online listenership by at least 20 percent. And this will assist in the production of original programming that highlights Fraser events and businesses while providing guests a way to stay connected to the town by listening to the station at kffr.org via the online streaming platform.

So far, we have received \$4,000 from Winter Park, \$4,000 from Grand County and \$4,000 from Grand Lake. Our previous support from the Town of Fraser helped us leverage support from these nearby municipalities.

KFFR seeks \$15,000 in funding to increase service capacity for Fraser and county-wide. We will do this by funding the Executive Director staff position.

Fraser's support would bring us within \$15,000 of funding this \$37,000 salary.

We are in a position to grow thanks in no small part to the Town of Fraser's infusion of \$20,000 in the wake of the COVID pandemic in 2021. We were able to bounce back and build a professional broadcast studio. The studio has enabled KFFR to improve our professionalism and broadcast level of service. You have helped insure a stable radio signal that can be heard at 88.3FM and online at kffr.org without interruption 95% of the time.

We are Fraser's funky radio station and in the last year we have trained dozens of new volunteers from Fraser and served the community through broadcasting in the form of local interviews, hosting local music, promoting Fraser events and broadcasting live from Fraser businesses and events. We have hosted local youth and will be producing programming featuring local youth through classroom partnerships.

Funding for KFFR goes directly into service to the community. Fraser's support is vital to help fund our potential and inspire others to provide support.

Please enjoy the attached PDF highlighting our successes from 2022.

Thank You!

Submitted by Steve Skinner and Ryan Wilson
KFFR Community Radio
970 726-5337
info@kffr.org