

Issues Programs List
Quarterly Issues Programs List for
KBZS FM; KWFS AM/FM; KNIN FM
October 1-December 31, 2019

Section I-Issues

The station has identified the following issues as significant issues facing our community in this quarter:

Hotel Occupancy Tax increase proposal passed

1. The City of Wichita Falls proposed increasing the Hotel Occupancy Tax from 13 cents to 15 cents. The HOT is a tax charged on anyone booking a stay at any of the city's hotels or motels in lieu of sales taxes. The additional dollars generated will be earmarked to make capital improvements to community entertainment and convention venues as prescribed by state law. The tax proposal was passed on November 5.

New full-service hotel to be built on city property

2. A full-service hotel facility has been identified as a key element for the Multi-Purpose Events Center. Wichita Falls currently does not have a full-service hotel. The Wichita Falls City Council approved a deal for a new full-service hotel, to be built adjacent to the Kay Yeager Coliseum. O'Reilly Hospitality will be investing \$48 million dollars into the construction of the new 200 room hotel.

Sales tax revenues have increased

3. The City of Wichita Falls experienced an increase in sales tax revenues in 2019. The city brought in \$33,091,606.87 in 2019 compared to \$31,902,295.75 in 2018 – an increase of 3.72%. This is a sign that more people are spending money here, rather than shopping online or elsewhere.

The need for quality school facilities

4. Wichita Falls school facilities are aging and the district is planning multiple bond elections to address the issue. The first phase will be on a bond for November 2020 and will include two new high schools and renovations to middle schools. The cost will come to \$335 million altogether. The second bond will be to cover more projects in the long-range plan. That bond is expected to be held in 2027.

4A Funds Allocations

5. More than 20 years ago, Wichita Falls voters approved the creation of development funds as allowed by state law. The city and state, combined, collect an 8.25% sales tax on sales of all items but non-prepared foods. 2% is collected by the city, of which .50% is allocated to 4A and 4B tax funds, created pursuant to Section 4A and Section 4B of the Texas Development Corporation Act. We discuss the current 4A fund balances and where the money goes.

Section II-Responsive Programming

The following is a listing of some of the significant issues responded to by **KWFS AM / FM; KBZS FM; KNIN FM** in Wichita Falls, Texas, along with the most significant programming treatment of those issues for the period of October 1 to December 31, 2019.

The Voice of Wichita Falls is a half-hour, locally produced program designed to highlight the economic, business, education and civic issues important to our community

Fourth Quarter 2019

Description Of Issue	Date	Station & Time	Narrative
Wichita Falls Chamber of Commerce business development	10/5/19 10/6/19	KWFS AM 12:00 pm KWFS-AM 8:30 AM KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim interviewed Adrene Wike, Director of Business Intelligence and Military Liaison for the Wichita Falls Chamber of Commerce. They talked about her role with the chamber, working with both existing and new businesses, business development, the military spouse program and the growing relationship between the community and Sheppard AFB.
	10/12/19 10/13/19	KWFS AM 12:00 pm KWFS-AM 8:30 AM KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am	*This week's show was a rerun of the 10/5 show.
The Military Spouses Professional Network launch, the need for quality school facilities, the Chamber's diversity strategy and a new Entrepreneur Leadership Program	10/19/19 10/20/19	KWFS AM 12:00 pm KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am KWFS AM	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim discussed the Chamber's launch of the Military Spouses Professional Network to link military spouses with employers in the city. They also discussed why quality school facilities play a critical role in economic development.

		8:30 AM	In addition, they talked about the Chamber's diversity strategy and how it seeks to link minority owned businesses to the rest of the community. They discussed a new Entrepreneur Leadership Program that will kick off in the new year, aimed at businesses helping businesses grow and expand and ultimately grow the talent pool.
The use of 4A Board funds to recruit employees and the 2020 census	10/26/19 10/27/19	KWFS AM 12:00 pm KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am KWFS-AM 8:30 AM	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim talk about how the 4A Board is using these funds to help businesses recruit employees from outside of Wichita Falls. They also discuss the possibility that the 2020 Census just might show a 4K + growth in Wichita Falls' population.
The upcoming hotel occupancy tax vote and the rise of local sales tax revenues	11/2/19 11/3/19	KWFS AM 12:00 pm KWFS-AM 8:30 AM KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim discussed the fact the hotel occupancy tax is on the ballot for the November 5th elections. They also discuss sales tax revenues being up for 2019, how Wichita Falls manufacturers Arconic and Sealed Air are serving the world and a job opening at the Wichita Falls Chamber of Commerce.
The hotel occupancy tax increase passed	11/9/19 11/10/19	KWFS AM 12:00 pm KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am KWFS AM 8:30 AM	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim talk about how the hotel occupancy tax increase proposal has passed and wonder what's next. How will the money be spent on MPEC, Memorial Auditorium and how might a tax initiative like the HOT increase affect a school bond election in the fall?
	11/16/19 11/17/19	KWFS AM 12:00 pm KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am KWFS-AM 8:30 AM	*This week's show was a rerun of the 11/9 show

The arrival of new manufacturer Pamlico Air, a new full-service hotel, annual tax revenues are up and a new hire at the Wichita Falls Chamber	11/23/19	KWFS AM 12:00 pm	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim talk about manufacturer Pamlico Air, which is moving to Wichita Falls, into the former Stanley Tool Building. Also, The Wichita Falls City Council approved a deal for a new full-service hotel, to be built adjacent to the Kay Yeager Coliseum. O'Reilly Hospitality will be investing \$48 million dollars into the construction of the new 200 room hotel. They also discuss sales tax revenues being up for the Wichita Falls this year, which means more people are spending more money in our city. In addition, the Wichita Falls Chamber has hired a new director of business recruitment. The position had been vacant since the early summer.
	11/24/19	KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am KWFS AM 8:30 AM	
The Wichita Falls Chamber of Commerce has a new home, the Chamber's new hire and Wichita Falls wins a 'bike friendly city' award	11/30/19	KWFS AM 12:00 pm	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim discuss progress on the Chamber's move to their new home on the first floor of the Hamilton Building. Also, the business recruitment position with the Chamber has been filled. They talk about the duties for the new director and how important that role is to the business community. Wichita Falls recently won a 'bike friendly city' award. Making the city more bicycle friendly is a part of the Chamber's overall strategy for WF. We discuss how that situation is improving.
	12/1/19	KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am KWFS AM 8:30 AM	
A big announcement from The Burn Shop, the impact of the 'bike friendly city' award	12/7/19	KWFS AM 12:00 pm	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim discuss a big announcement by the Burn Shop. Also, the Chamber's new Business Recruiter is here and already hard at work. They also discuss the impact of the Bike Friendly award on the city, the Young Professionals group teaming up with the Chamber and a new pizza restaurant that is coming to Wichita Falls.
	12/8/19	KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am KWFS AM 8:30 AM	
An update on the Chamber of Commerce's relocation and why businesses should join the Chamber	12/14/19	KWFS AM 12:00 pm	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim give an update on the Wichita Falls Chamber of Commerce's move to a more visible location. Also, the new Director of Business Recruitment, David Leezer, has hit the ground running in Wichita Falls. They also
	12/15/19	KWFS-AM 8:30 AM KBZS FM 8:00 am	

		KWFS FM 11:00 am KNIN FM 10:00 am	discuss why businesses should join the Chamber of Commerce and talk about the real benefits for them.
Site Consultants and why the Chamber talks to them, military spouse tours and the MSU-Burns Fantasy of Lights	12/21/19 12/22/19	KWFS AM 12:00 pm KWFS-AM 8:30 AM KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim discuss Site Consultants - who are they and why does the chamber want to talk to them? They also talk military spouse tours - spouses of personnel at Sheppard want to know Wichita Falls and they want to work, so the Chamber introduces them to Wichita Falls. They also discuss the MSU-Burns Fantasy of Lights. The beautiful display is supported 100% by the public, not funded by MSU.
The resurgence of downtown Wichita Falls, new rules for 4A monies and the MSU-Burns Fantasy of Lights wraps up	12/28/19 12/29/19	KWFS AM 12:00 pm KWFS-AM 8:30 AM KBZS FM 8:00 am KWFS FM 11:00 am KNIN FM 10:00 am	Mike Hendren and Wichita Falls Chamber of Commerce President Henry Florsheim talk about how investors are making downtown Wichita Falls a true destination again. The duo also discusses 4A monies and how the rules have changed and all to the benefit of the taxpayer. Also, the MSU Burns Fantasy of Lights rounds out its 46th year on the MSU campus - why it's a treasure worth preserving and a quality of life piece for Wichita Falls.