



October 10, 2012

Bob Brillante
Black Television News Channel
1801 Halstead Blvd.
Tallahassee, FL 32309

Re: Black Television News Channel NMTC Support Letter

Dear Mr. Brillante:

As Mayor of Florida's Capital City, it gives me pleasure to write this letter of support for a project that I believe will be a major benefit to the City of Tallahassee, the state of Florida, our country, and the entire world! The Black Television News Channel's core mission is to produce original television content designed to inform, educate, inspire, and empower our African American communities. This concept is admirable and significant; moreover, this project has the propensity to be a major economic and social benefit to Tallahassee, Florida and abroad.

In such meager economic times, it is projects like the BTNC that will be an economic stimulus for our city. BTNC is estimated to generate more than \$18.5 million annually and will create 117 clean jobs with an average salary of \$109,000 per year. Along with this economic benefit brings key intangibles. The BTNC project provides an outlet for job training in the areas of broadcast engineering, communications, graphic arts, journalism, and broadcast sales in targeted minority communities through a partnership with Florida A&M University (FAMU).

As a catalyst for this opportunity to come to fruition, the BTNC is seeking New Markets Tax Credit (NMTC) dollars that will assist in the launch of this project. The BTNC will provide revitalization to an economically qualified NMTC community, and is committed to spending more than \$6 million on facility improvements and the installment of state-of-the-art broadcast and communications equipment within its host city. NMTC funding will help spur job creation, and further enhance the state of our local economy in Tallahassee.

BTNC will provide national exposure for Florida's Capital City through daily programming that will be received by tens of millions of television household across the country and around the world. Tallahassee is well known as the home to two universities, one of the finest community colleges, a renowned magnetic research laboratory, and one of the world's fastest super computers.

BTNC's programming will provide access to information and educational programming to meet the specific needs of a growing and dynamic population; shed light on the unique social, economic, and political challenges facing many of our minority communities, and build a bridge to provide better understanding between our nation's diverse cultures.

As Mayor of the City of Tallahassee, I sincerely support this project and recognize its ability to create jobs and a heightened sense of social awareness throughout our city and abroad. I urge favorable consideration of the placement of New Markets Tax Credit (NMTC) resources in the BTNC project. This investment can go a long way in our city! Should you have any additional questions regarding my level of support, please feel free to contact me at 850-891-2000, or via email at John.Marks@talgov.com.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Marks III". The signature is fluid and cursive, with a large initial "J" and a stylized "M".

John R. Marks, III
Mayor, City of Tallahassee