

SCFD and Castle Rock

EDUCATIONAL PRESENTATION – TOWN COUNCIL MEETING

FEBRUARY 20, 2024



**We Fund
Culture.**

SCFD

SCFD - What is it?

Successful since 1988!

- ◆ Unique cultural funding model
- ◆ Based on 0.1% sales tax
(1 penny for every \$10)
- ◆ Supports arts, culture, science, and history programming in 7 Denver metro counties



SCFD - Tiers

Tier I (60% of funds)	Tier II (25% of funds)	Tier III (15% of funds)
<ul style="list-style-type: none">• Denver Art Museum• Denver Botanic Gardens• Denver Center for Performing Arts• Denver Museum of Nature & Science• Denver Zoo	<ul style="list-style-type: none">• Colorado Ballet• Lone Tree Arts Center• PACE• Swallow Hill Music Association• Wings Over The Rockies	<ul style="list-style-type: none">• Arts and culture associations• Arts councils• Historical societies• Orchestras, bands, etc.



SCFD – Structure

- ◆ Legislation is renewed approximately every 12 years
- ◆ Administered by a Board
- ◆ Tier III funds distributed by Douglas County Cultural Council

WHAT'S THE IMPACT?

13,551
creative sector
jobs*



3.8
million
children
engaged*



300

organizations funded

30+ years
of voter approval

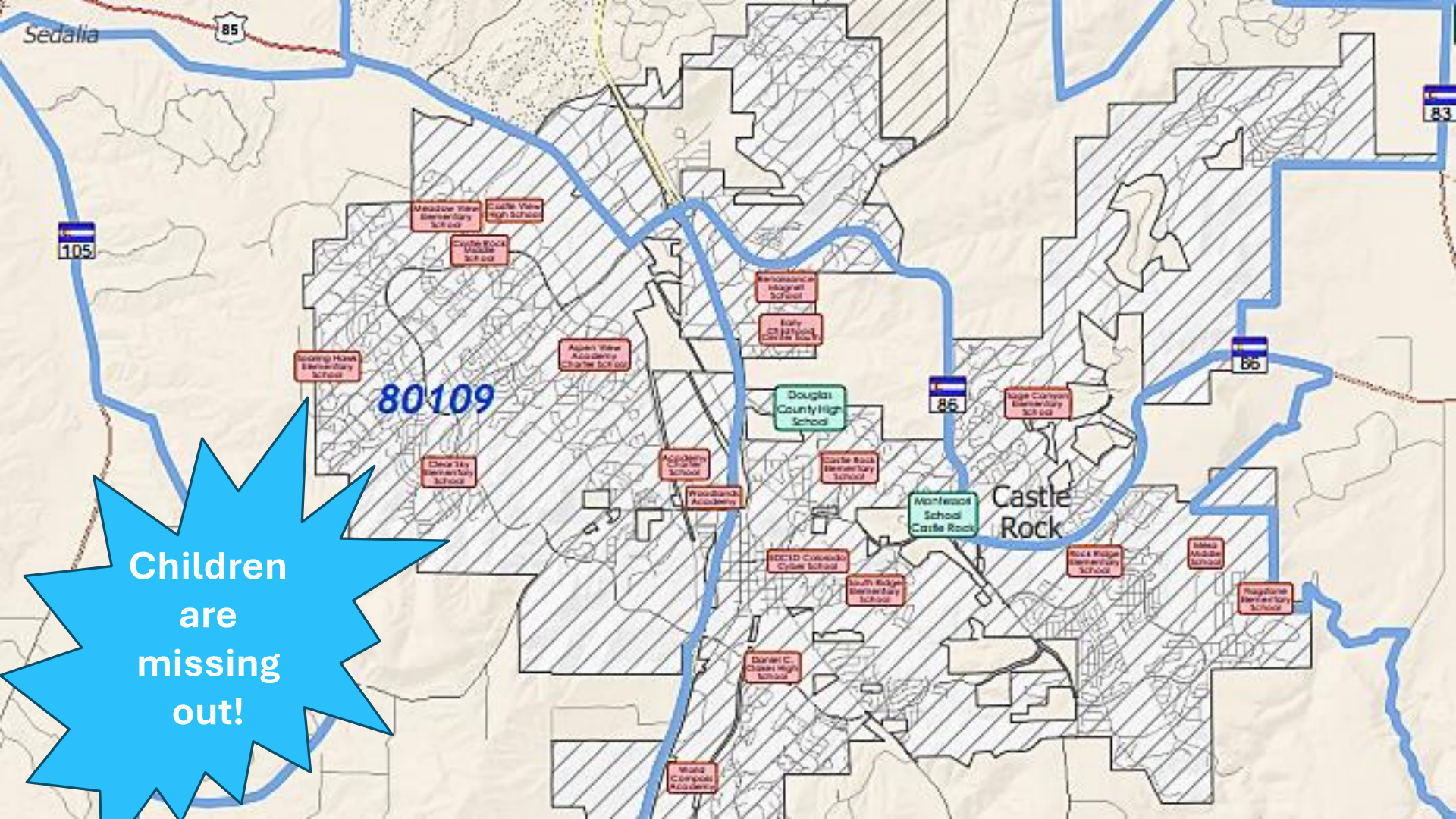
\$2.6 billion
in total economic activity*

5 million
people enjoyed free cultural
experiences

\$83
million
million in grants
to cultural
organizations

SCFD – Douglas County Impact

- ◆ All Douglas County towns/cities benefit from SCFD, **except Castle Rock and Larkspur**
- ◆ In Douglas County (2023), on average:
 - Tier III organizations received \$1.5 million for programming
 - 41 schools receive SCFD funded programming, **19 Castle Rock schools can not**



Sedalia

85

105

83

85

80109

85

Castle Rock

Children
are
missing
out!

Madison View
Elementary School

Castle View
High School

Castle Rock
Middle School

Renaissance
Magnum School

Early
Childhood
Center School

Locking Hawk
Elementary School

Aspen View
Academy
Charter School

Douglas
County High School

Wage Canyon
Elementary School

Clear Sky
Elementary School

Academy
Charter School

Castle Rock
Elementary School

Montross
School
Castle Rock

Rock Ridge
Elementary School

IMMS
Middle School

Fredericks
Academy

FOCO Colorado
Cypress School

South Ridge
Elementary School

Thompson
Elementary School

Daniel C.
Clasen High School

Wood
Campus
Academy

SCFD – Local Impact - Potential

19 schools could have:

- ◆ Improved curriculum – neutral budget
- ◆ Professionals providing in-school programming
- ◆ Free/reduced admission for students to SCFD organizations
- ◆ Field trip transportation
- ◆ Schools/organizations could potentially rent their facilities to SCFD-funded programs

SCFD – Local Impact - Potential

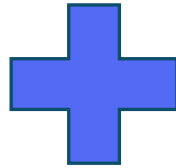
Potential Organizations:

- Arapahoe Ceramics Guild
- Castle Rock Artist Alliance
- Castle Rock Band
- Castle Rock Chorale
- Castle Rock Colorado Genealogical Society
- Castle Rock Historical Society
- Castle Rock Writers
- Colorado Jazz Ambassadors
- Colorado Watercolor Society
- CR Fire Department Pipes & Drums
- Danza Dance Academy Performance Experience
- Denver Chorale
- Douglas County Youth Orchestra
- Heritage Mark Foundation
- Riggle Me That Productions
- Tri Arts Projects

SCFD – Local Impact

Castle Rock is EXCLUDED:

Cultural programming
from SCFD-funded
organizations



Access to SCFD
funding for local
nonprofits

2023 retail sales

\$1.88B

SCFD sales tax (0.1%)

\$1.8M

Sales by non-residents

70%

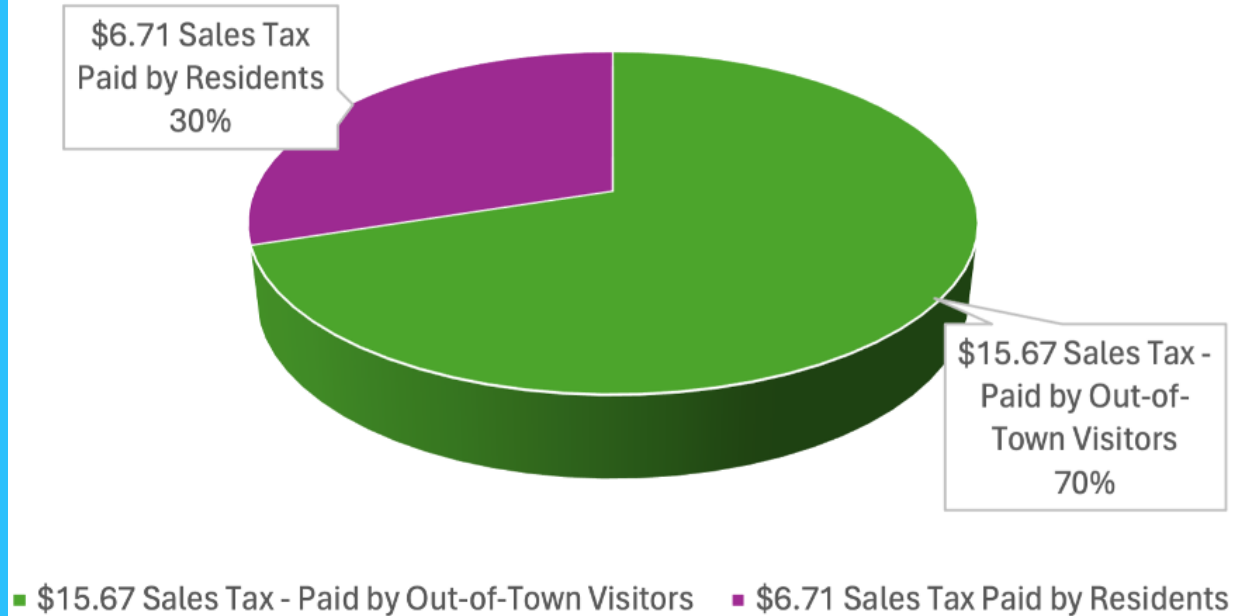
Sales by residents

30%

Potential sales tax increase
(per resident/annual)

\$6.71 - \$22.38

**\$22.38 - Total Sales Tax per Resident
If Residents Paid 100% of the Tax**



SCFD – Local Impact

Did you realize?

Residents already pay SCFD tax when shopping elsewhere within front range

Of collected Castle Rock sales tax, an estimated 70% of it is paid by out-of-town shoppers.

**PARK
MEADOWS**

ASPEN GROVE

90%



TRADER JOE'S

Outlets
at Castle Rock

CHERRY CREEK
SHOPPING CENTER



SCFD – Local Impact

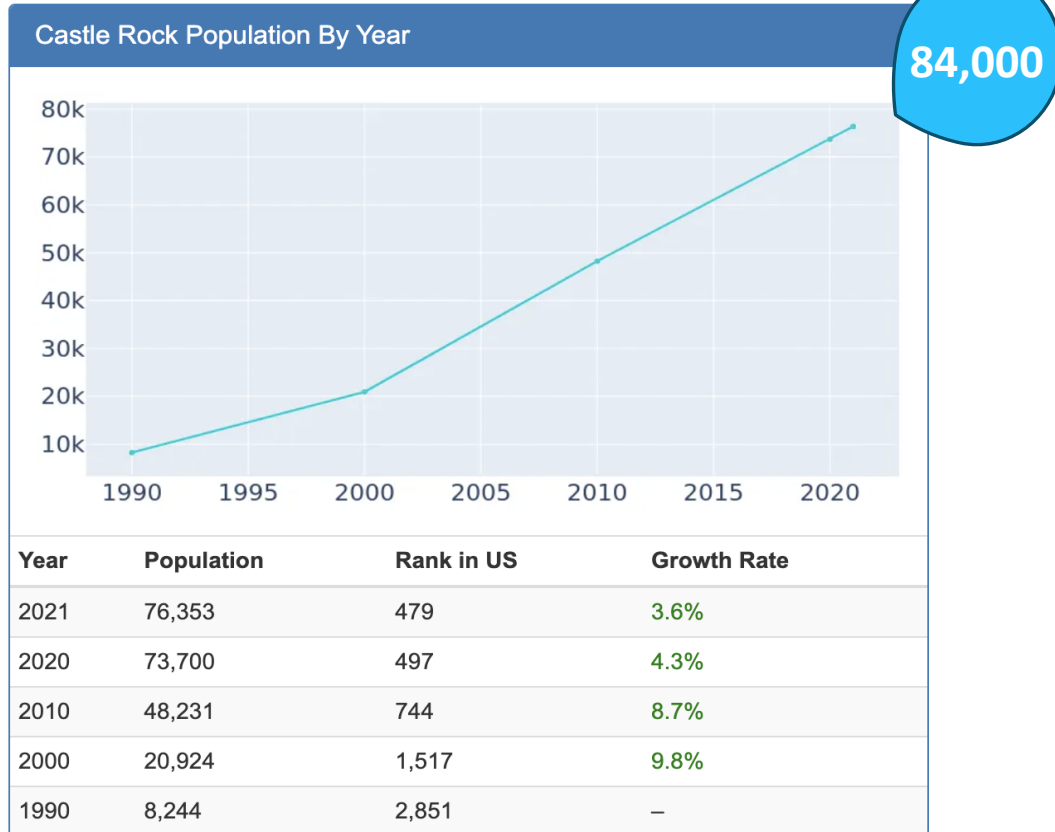
- ◆ Event attendees spend \$38.42 locally (in **addition** to ticket cost and in-event purchases).
- ◆ \$27.24 would go directly to largest tax generating industries (food/drink, retail, clothing, groceries)
- ◆ 30% of attendees come from outside the county, bringing revenue to the area.



Local Impact – ESRI Index

	Index
Entertainment/Recreation Fees and Admissions	166
Tickets to Theatre/Operas/Concerts	148
Tickets to Movies	167
Tickets to Parks or Museums	172
Admission to Sporting Events, excl. trips	155
Winter Sports Equipment	152

Local Impact - Demographics



Factors Contributing to a Company's Relocation

Financial Incentives

Infrastructure

Workforce Development

Quality of Life

What do millennials want?

“...They want a city with **all the cultural amenities** – theaters, museums, fairs, concerts, live music, all forms of entertainment. **They don’t want to be in the middle of nowhere**; they don’t like suburbs or exurbs...

Companies know that and pay a lot of attention to that, so **cities that have those features have a huge advantage.**”

SCFD – Timing

**Town Council
or petition for
ballot inclusion**

**Vote “by 2025”
for 2030
inclusion in
SCFD**

**2042 is next
funding
opportunity**



12-to 20-year gap

In Summary

- ◆ Visitors contribute the most; **70% of tax is out-of-town**, 30% is resident.
- ◆ **We are already paying** into SCFD if we shop anywhere on the front range outside of Castle Rock.
- ◆ **No impact** on the Town of Castle Rock's budget.
- ◆ Arts, culture and science programs **diversify and positively impact our economy.**
- ◆ A decision this year, or lack of, **impacts an entire generation** of students and organization.
- ◆ We **remain a cultural desert** by not participating in SCFD

Final Thoughts

For an additional \$6/year, Castle Rock can access a portion of the \$1.5 million in grants we are already subsidizing.

There are 84,000 people who haven't had a voice in 25 years. Let them weigh in on whether they want to skip another generation.

Thank You



**We Fund
Culture.**

SCFD