

# Scientific and Cultural Facilities District (SCFD) Denver, CO 2004 Reauthorization Election Results and Observations

## Election Results and Observations

- 1) The campaign spent more than \$1 million to raise awareness of the SCFD. The bear is now a highly visible brand. It should continue to be seen at events (three costumes are available), in organizations' advertising, in the SCFD's regular newsletter, and elsewhere as appropriate.
- 2) The Tier II Community Awareness Project will continue. A goal is to involve Tier I organizations in the effort, including marketing, list-sharing, education outreach, etc. Also, collaborations and partnerships between all three tiers should be an important priority.
- 3) The County Cultural Councils and Tier III organizations were far more involved in this election than in the past. They should be kept in communication and marketing loops. The regularly scheduled all-tier coordinating meeting should be used to plan actions to increase SCFD visibility and enhance inter-tier collaboration.
- 4) Business and corporate allies were especially valuable in the campaign. Partnerships with Denver and other chambers of commerce should be maintained. The bi-annual study of the economic impact of culture should continue.

## Election Observations

Some observations from the election are included in the packet.

- The excellent reputations of the SCFD and its recipient organizations were the campaign's greatest assets. Success in the legislature and with voters would have been much more difficult without the careful management of statutory changes to the District. The compromise and unity of the tiers, which developed in August of 2003 after nearly three years of discussion, was essential.

### Election History of SCFD 1988 - 2004

<u>Counties</u>	<u>SCFD Created 1988</u>		<u>SCFD Extension 1994</u>		<u>SCFD Extension 2004</u>		<u>Total Vote 2004</u>
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>	
	Adams	68%	32%	48%	52%	53%	
Arapahoe	76	24	59	41	66	34	213,285
Boulder	75	25	58	42	68	32	143,987
Broomfield	--	--	--	--	64	36	21,540
Denver	76	24	65	35	74	26	209,392
Douglas	78	22	58	42	62	38	80,127
Jefferson	<u>75</u>	<u>25</u>	<u>51</u>	<u>49</u>	<u>65</u>	<u>35</u>	<u>252,339</u>
<b>Total</b>	<b>74%</b>	<b>26%</b>	<b>57%</b>	<b>43%</b>	<b>66%</b>	<b>34%</b>	<b>1,044,996</b>

- The 2004 geographic expansion was a success. The SCFD won suburban counties where it was expanded. Its political support is now as much suburban as

urban. It should continue to expand geographically to reflect metropolitan housing patterns and patronage to major institutions.

- The substantial victory, along with success in all seven counties, has taken a major step in institutionalizing the District. The 2018 renewal should consider replacing a voter sunset (and reauthorization election) for a legislative review every 10 years.
- The victory in the 2004 general election shows the political strength of the District regardless of voter turnout size. While campaigning in a presidential election year is more expensive, the District has the flexibility to pick the year of its next renewal.

Next Reauthorization Election

2015 odd year election (low turnout)

2016 presidential election

2017 odd year election (low turnout)

2018 governor election (tax expires)

- All three tiers made significant contributions to the campaign. The political sophistication of the cultural community, its deep roots into both political parties and its willingness to invest money in a ballot initiative campaign give it political clout equal to any interest group in Colorado and not seen anywhere else in the country.