



NATIONAL WESTERN CENTER

LOCAL IMPACT  GLOBAL REACH



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National Western Citizens Advisory Committee

June 29, 2017

GES NEIGHBORHOOD PLANS



THE NWC GUIDING PRINCIPLES



OUR SHARED VISION



Be the global destination for agricultural heritage and innovation

OUR SHARED MISSION



**Convene the world at the National Western Center
to lead, inspire, create, educate, and entertain
in pursuit of global food solutions**

THE NWC GUIDING PRINCIPLES



COMMUNITY INVESTMENT FUND (CIF)



- CIF concept framework
 - Organizational structural change: dedicated Economic Mobility Director
 - Establishing language for governance authority based upon best practices
- Potential Benefits
- Overview of “*Round Up*” Organizations
- Comparable frameworks for CIFs
- Big Questions and Process Moving Forward

- ✓ Bottom-up approach
- ✓ Empowering a **community-driven process** and **community-based leadership** structure
- ✓ Direct community impact for both projects and programming, creating long-term flexibility/adaptability as community needs and/or interests change
- ✓ Public accountability as to how and when the funds are spent to meet IRS requirements
- ✓ A (binding) commitment to supporting the local communities

ROUND UP PROGRAM EXAMPLES



- 501(c)3: mission-driven

Relevant examples:

- Boys & Girls Clubs of America and Taco Bell Foundation
- Firehouse Subs Public Safety Foundation
- Goodwill Foundation

Wigan Borough, UK – The Deal for Communities Investment Fund

- Established in 2013
- Budget: \$1.6M
- Partners: Informal contract between council and residents to reach *The Deal for the Future 2020* (a government initiative targeting social problems)
- Approach: 3 models for application (Different time commitment and amounts)



Indianapolis, IN – Community Investment Fund of Indiana (CIFI)

- Established in 2010
- Budget: \$1.7M
- Partners: Two Indiana state offices: Community and Rural Affairs, Tourism Development (State offices also provided in-house staffing)
- Approach: CIFI is a nonprofit Community Development Financial Institution (CDFI) serving underserved communities in Indiana through a matching grant and loan program



PV (Pioneer Valley, MA) Grows Community Capital Fund

- Established in 2008
- Budget \$2.5M
- Partners: Collaborative network of 600 members (membership without dues)
- Approach: Community access to flexible capital to support services and support development under a targeted mission. Proposals are brokered by a local foundation so as not to create a new organization that competed with existing community groups for resources.



WHERE ARE THE FUNDS COMING FROM?

The funding for NWC's CIF will be determined by the amount of campus activity, which will be phased in over time as the campus is build out.

- *Example:* The logo for the National Western Stock Show. It features the words "NATIONAL WESTERN" in a large, serif font, with "Stock Show" in a smaller, cursive font below it. To the right is a circular emblem containing a stylized red and white "NW" monogram. Below the main text, it says "Est. 1909".
- Scenario:
 - 680K visitors over 16 days for one event
 - Visitors purchasing food and beverage will be invited to participate in a “Community Round Up” of their bill.
 - “Your total is \$15.66. Would you like to round up to \$16.00 to help support the surrounding neighborhoods through a Community Investment Fund?”
 - Assumption:
 - Assume 25% of visitors opt in to participate in a “Round Up”
 - Average donation in round up is \$0.34/participant
 - Approximate amount generated is \$58K for NWSS show

Funds raised by the CIF would be utilized **at the discretion of the GES community.**

Examples of successful CIF projects delivered internationally:

- Laptops for schools
- Community land trust
- Public wifi in parks
- Public safety cameras
- Community gardens
- Electronic arrival time signs for bus routes
- Park renovations
- Water bottle refill stations
- Job skills training

Phase 1: Program Development

- Authority will act as the fiscal agent due to its fiduciary responsibility in collecting and promoting the CIF and will distribute, alongside the community, funds collected to Globeville, Elyria, and Swansea neighborhoods. Early questions may include:
 - ✓ Who's contributing to the fund?
 - ✓ How is this money distributed?
 - ✓ How do we ensure the community benefits from this fund?
 - ✓ How will this fund operate?
 - ✓ How fast will this be implemented?

Phase 2: Education and Outreach

Phase 3: Implementation

CIF NEXT STEPS



June
2017

June 29th (Tonight)
Share draft concept
language for the
proposed CIF within
the NWC
Framework
Agreement to CAC

July
2017

July 17th
Email
comments/feedback to
Will Chan at
william.chan@denvergov.org
on or before July 17

July 27

Stakeholder briefings
begin after July 27

August
2017

Stakeholder
briefings continue

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NATIONALWESTERNCENTER.COM
NATIONALWESTERN@DENVERGOV.ORG
720-865-2839