

# CITY COUNCIL COMMUNICATION



**MEETING DATE:** October 24, 2023

**ITEM NUMBER:** 2

**SECOND READING:**

{{customfields.ResoOrdNumber}}

**TYPE OF ITEM:** Informational

**PRESENTED BY:**

Christina Pacheco, Human Services, [Christina.Pacheco@longmontcolorado.gov](mailto:Christina.Pacheco@longmontcolorado.gov)

**SUBJECT/AGENDA TITLE:**

Metropolitan Stadium District Funding Decisions for City of Longmont's Allocation

## **EXECUTIVE SUMMARY:**

In 2022, the City of Longmont received a check from the Metropolitan Stadium District (Broncos Stadium), as a share of the stadium proceeds from its recent sale. Per the agreement made with the participating counties, cities and towns who initially paid in the sales tax revenue, the City of Longmont received, \$980,481.19, as a share of stadium district proceeds. In Council's February 28, 2023, regular session, Children, Youth and Families staff was directed to create a community involvement plan that amplified youth voices in determining how to spend the City of Longmont's share of the proceeds. Specifically, staff was to use existing Children, Youth and Families survey data as well as community data that was gathered by Councilmembers Hidalgo-Fahring and Yarbrough to determine how to allocate the proceeds.

Staff determined additional data would be helpful to round out the information prior to decision making. At Council's April 25, 2023, regular session, Council approved contingency funds for Children, Youth and Families to contract with an experienced research firm (Magellan Strategies) to expand on the existing data sets to ensure that a demographically representative picture of youth ages 10-18 was included in the data. This community involvement process and different data points were then to be used to form funding priorities to distribute the metropolitan stadium proceeds to youth organizations.

In addition to the statistical data gathering by Magellan Strategies, on May 13, 2023, the Mayor's Million Dollar Youth Summit was held at the Longmont Civic Center. This youth community involvement process had 2 objectives:

1. Understand what youth in Longmont ages 10-18 would like to see in an ideal Longmont and how they would spend a million dollars, given the opportunity.
2. Prioritize youth programs and activities based on the popularity of various youth ideas.

A total of 45 youth participated in the summit in person and additional participants submitted their ideas online about how to spend the proceeds. Online submissions were accepted through May 31, 2023. From May 25th – June 8th, Magellan Strategies engaged an additional 700 youth (10-18) to find out how a million dollars would help make our city's youth safe, happy & successful. In total through all data sources, almost 1000 youth from the ages of 10-18 were engaged.

City Staff used the data from all sources to create a process that paralleled that of the Human Services Agency funding process and included the City of Longmont's Youth Council as the advisory board in this process. Applications for funding were accepted from July 1st, 2023, to July 28th, 2023. Projects were considered for funding if they fell in the following four areas:

Activities and Services that Promote Health, Well-Being, and Support Youth Mental Health:

Activities that promote personal agency, belonging, and interpersonal skills are key to healthy identity development and positive coping skills. The pandemic, community violence, and other developmental experiences can lead to poor self-concept, anxiety, depression, and suicidality. Research shows that cultivating positive experiences for youth create protective factors for life challenges.

Activities that Promote Education, Skill Building and Life Skills:

Feeling prepared for what lies ahead in adulthood builds security, reduces stress, and allows for positive youth growth and development. Activities that range from acquiring basic needs, academic support, learning a trade or preparing for college tailored to diverse backgrounds and experiences of Longmont's youth are essential components for building confidence to feel prepared.

Sports and the Promotion of Physical Activity:

Play is one of the most important parts of child and youth development. A multitude of life lessons are learned by working through challenges posed by physical activities. Interpersonal skills, bonding and cooperation are learned through non-competitive and competitive team sports. In addition, it cultivates the healthy habits of movement and exercise.

Arts, Nature, Science, Technology, Engineering, Math (STEM) and eSports:

Art and science are how humans understand the natural world. Providing activities that allow for the exploration of how the world works through science, outdoor activities, and technology foster creativity and fuel imagination and ingenuity.

The table attached to this communication provides information regarding the funded agencies with City of Longmont's share of funds allocated proportionally back to the counties, cities and towns who initially paid in the sales tax revenue. The "Sharing Amount" was designated to be used for 'Youth Activities Programs.' The Program Description is a brief explanation of the

services provided; agencies may provide additional services and/or programs not included in the table. The total funding that was allocated through this process of City of Longmont's share was \$902,842.18. Some agencies who applied for funding did not score high enough to be considered for funding.

There is a total of \$77,639.01 that remains to be used for youth activities and programs. City staff intends to use these funds specifically to fund youth activity needs for our REWiND program participants.

REWiND (<https://www.longmontcolorado.gov/departments/departments-e-m/municipal-court/r-e-w-i-n-d>) is a voluntary program created to divert youth away from the traditional court system. The goal of this program is to intervene early, and implement interventions, resources, and support to prevent subsequent violations of the law. Staff often look for specific resources for these youth in the community to support their case plans. Mini scholarships on a case-by-case basis based on their needs will assist in providing more prosocial activities for youth who are at risk of incarceration. To date, more than 650 cases have been through the REWiND program since its rollout in 2018.

**COUNCIL OPTIONS:**

1. N/A for informational purposes

**RECOMMENDED OPTIONS:**

N/A For informational purposes

**FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION:**

There was no impact to the general fund as a condition to accepting these funds; there was no match required.

**BACKGROUND AND ISSUE ANALYSIS:**

N/A

**ATTACHMENTS:**

Att 1 - Metropolitan Stadium District Funding Table for City of Longmont's Allocation