

HARRISON HILLS CITY SCHOOLS

Passing the Unpassable Bond Issue

SHP LEADING DESIGN & HHCSD

Your first and most exciting one-hour learning session of the conference

Dan Milleson - Community PAC
Understanding Harrison County and
the culture of recent consolidation

DJ Watson - Board of Education

Activating young and millennial local leadership to personalize your levy message

Deborah Kenny - Board of Education

Ethical and impactful interaction between the Board of Education and your PAC/Ballot Issue Committee

Shea McMahon - SHP Leading Design

The five greatest lessons learned at Harrison Hills and how it will help pass your next issue.

15 Minute Open Question & Answer Quiz us - GO!

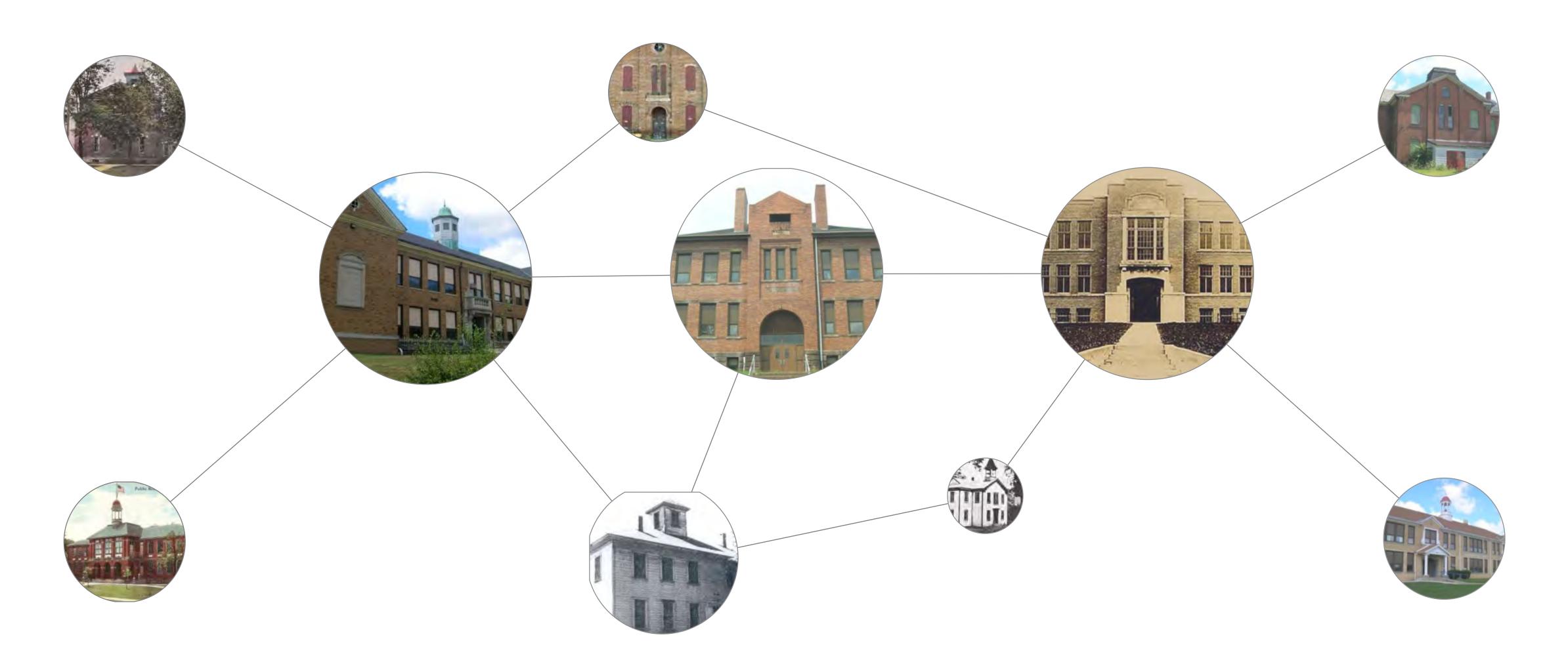
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Stick Around & Let's Talk

We promise to hang out after the presentation to talk about details and ideas for your upcoming campaign.

HARRISON COUNTY

A long, complicated history of school consolidation





Youth. Education. Success. - A Different Political Action Committee

Graduates of the Class of 2004-2011

One of the first groups to spend their middle and high school years at "Harrison Central"

Group the proudly "came back"

College-educated, community-involved young people who love their community.

Most motivated in the community

Group of non-parents (until a month after the election!) who had a story to tell.



Youth. Education. Success. - A Different Political Action Committee

How do you get millennials involved?

Who do you get involved?

How can you best use "us" in the campaign?



Success: Demographic Turnout

231 New Slackers Participated in the Election

Average age of slacker voter: 31.9 years

Lessons learned at Harrison Hills to guide and inform your campaign.

Surround your campaign with great people and trust them to run!

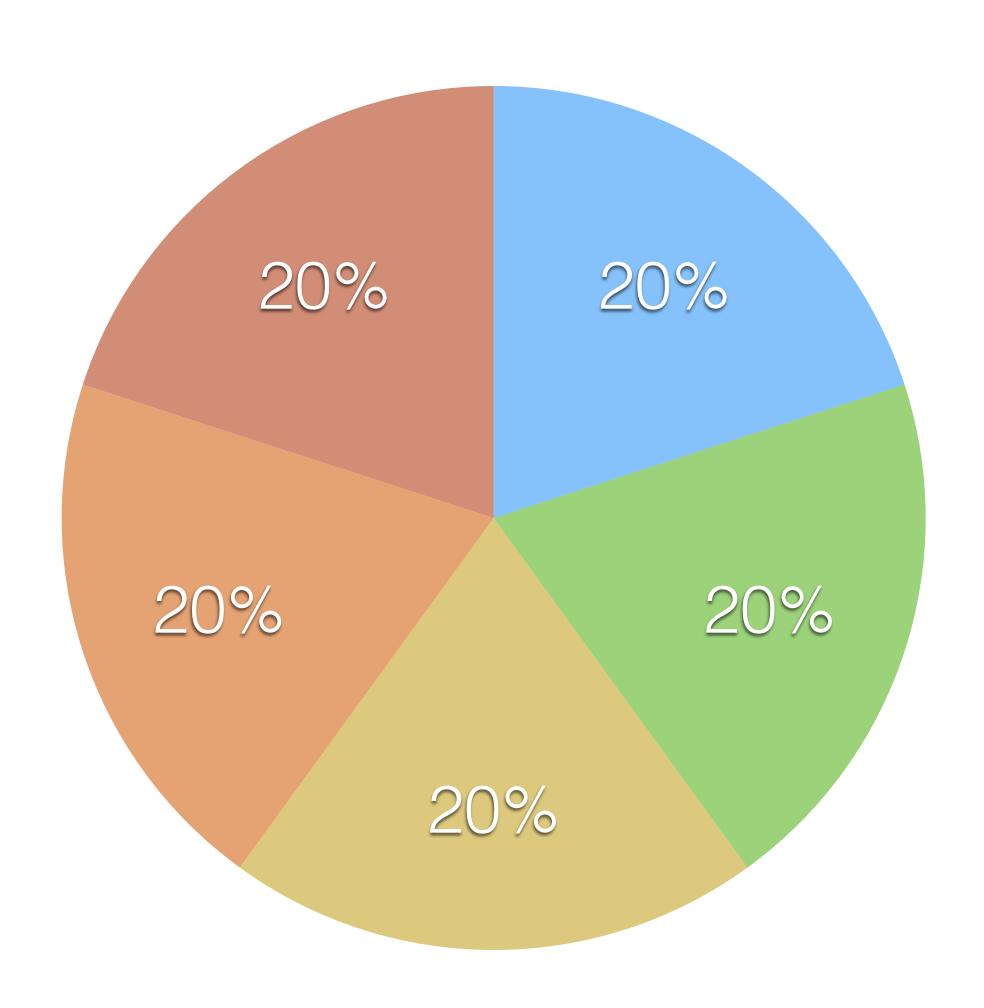
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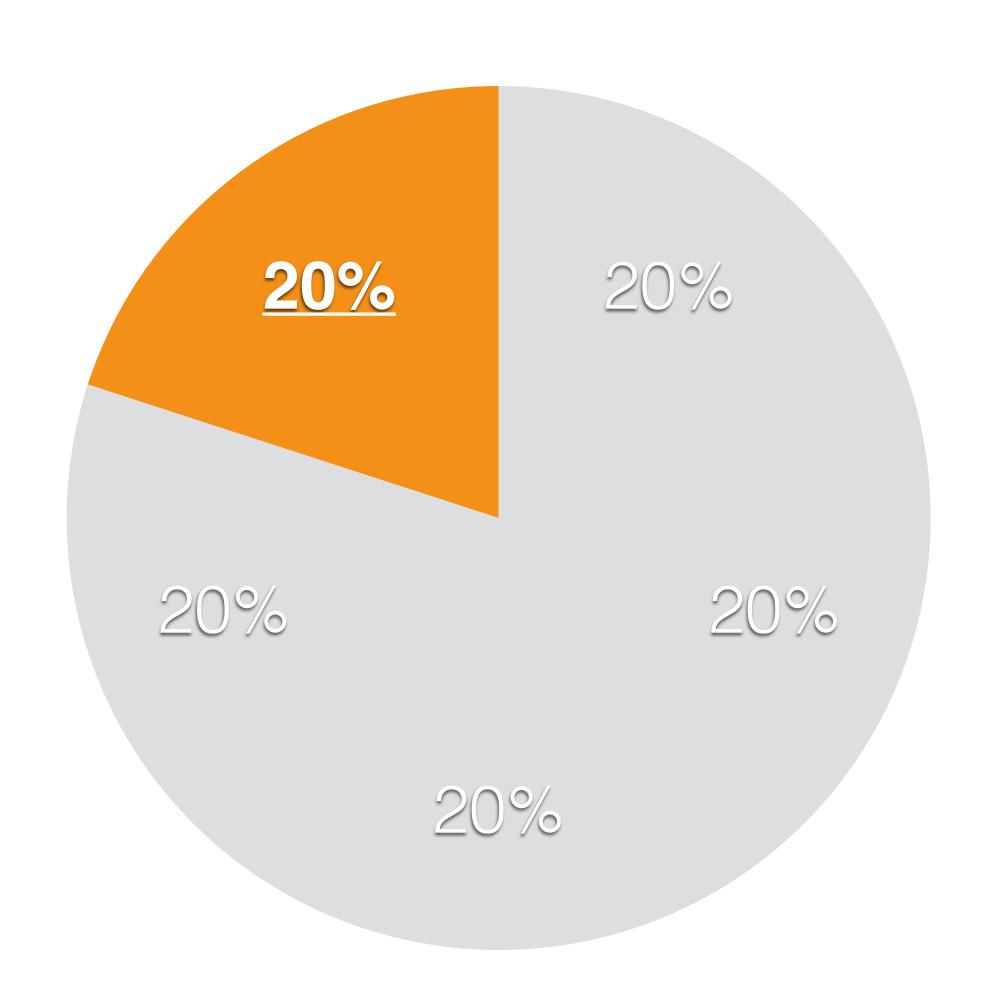
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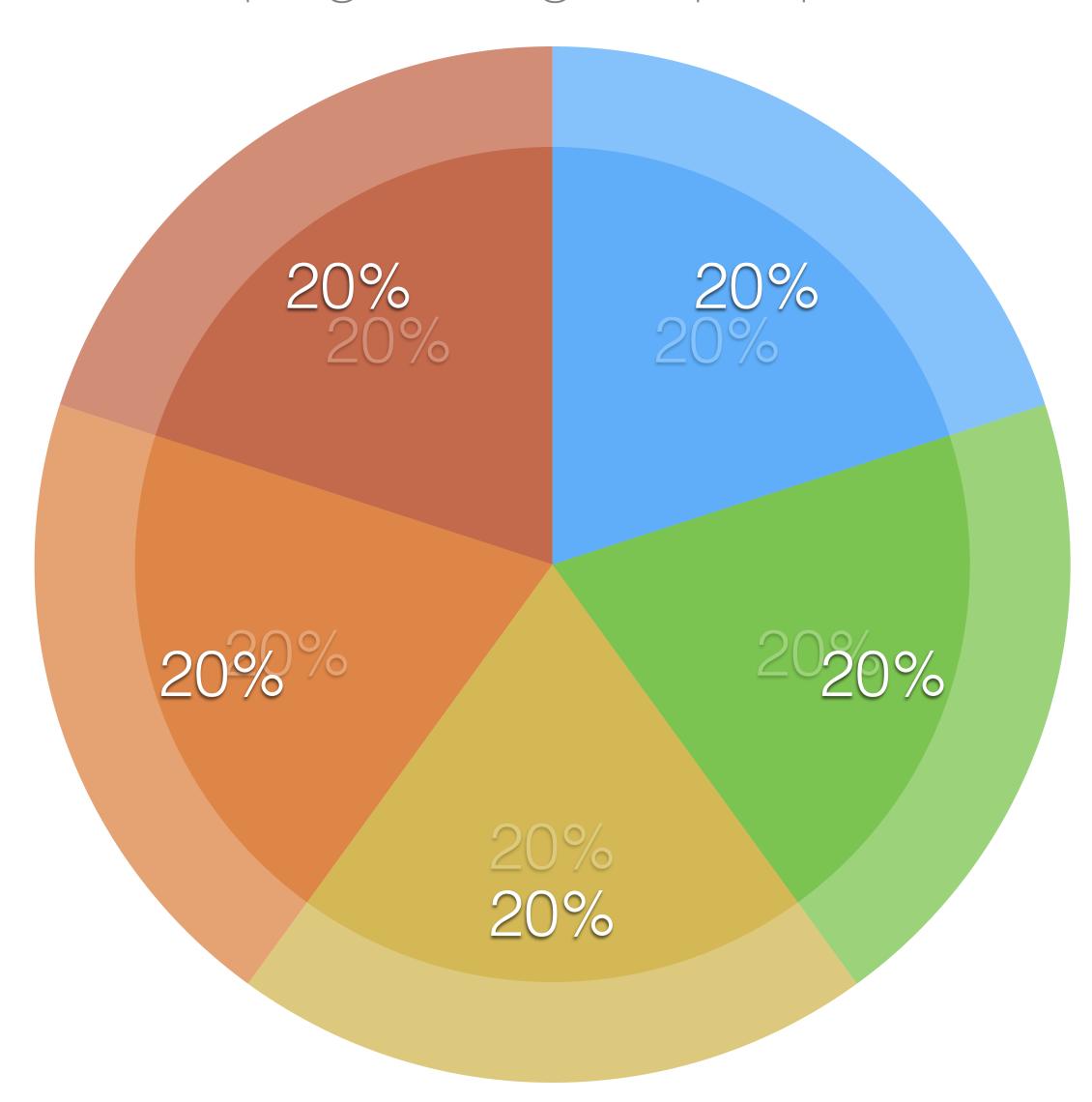
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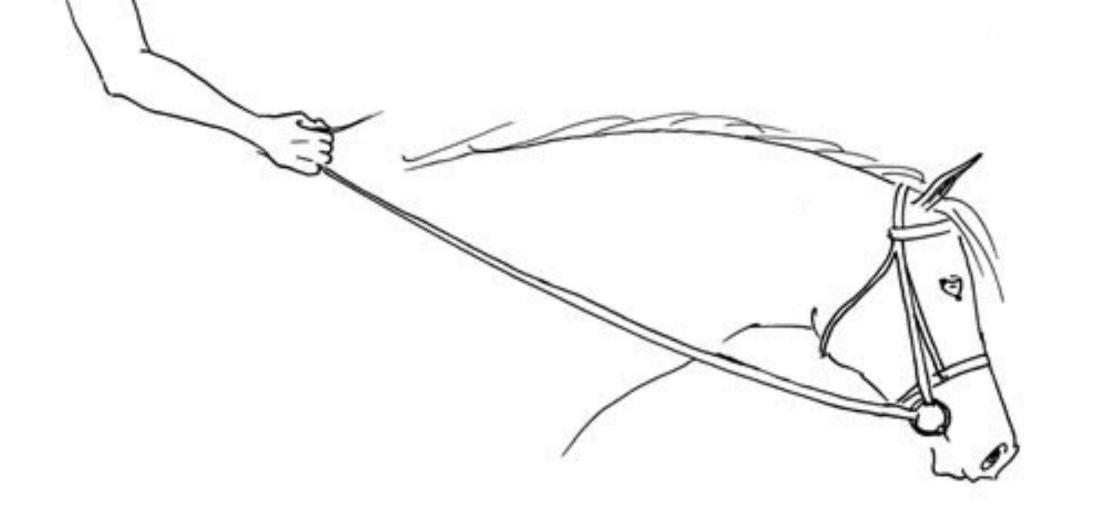


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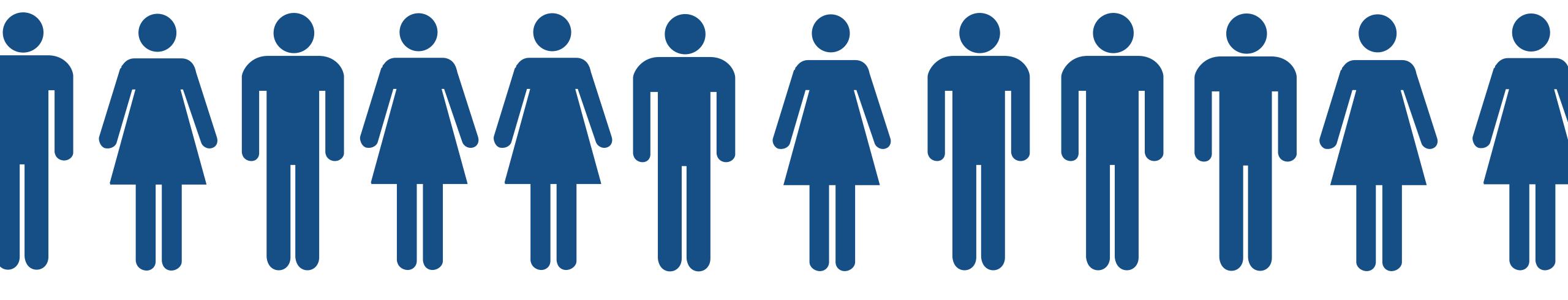
Surround your campaign with great people and trust them to run!





Tight reins. Loose grip.

Surround your campaign with great people and trust them to run!



Breadth & Depth of your community



Build your ROSTER

Are you using your stars right?

Have you addressed your weaknesses?

Are you balanced? (School vs. Community)



Lessons learned at Harrison Hills to guide and inform your campaign.

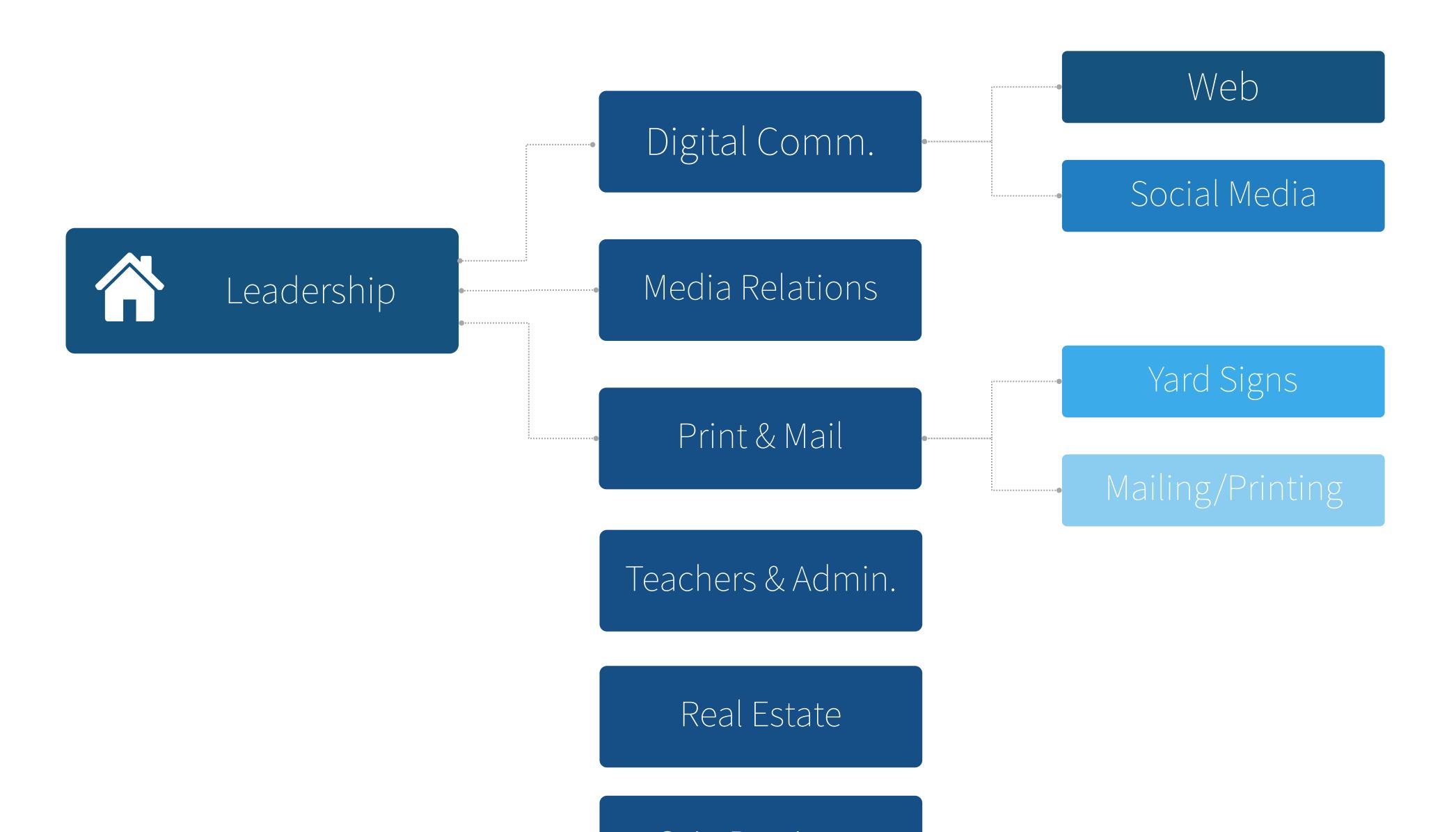
- Surround your campaign with great people and trust them to run!
- Create the campaign structure and organization that fits you not a carbon copy.

3

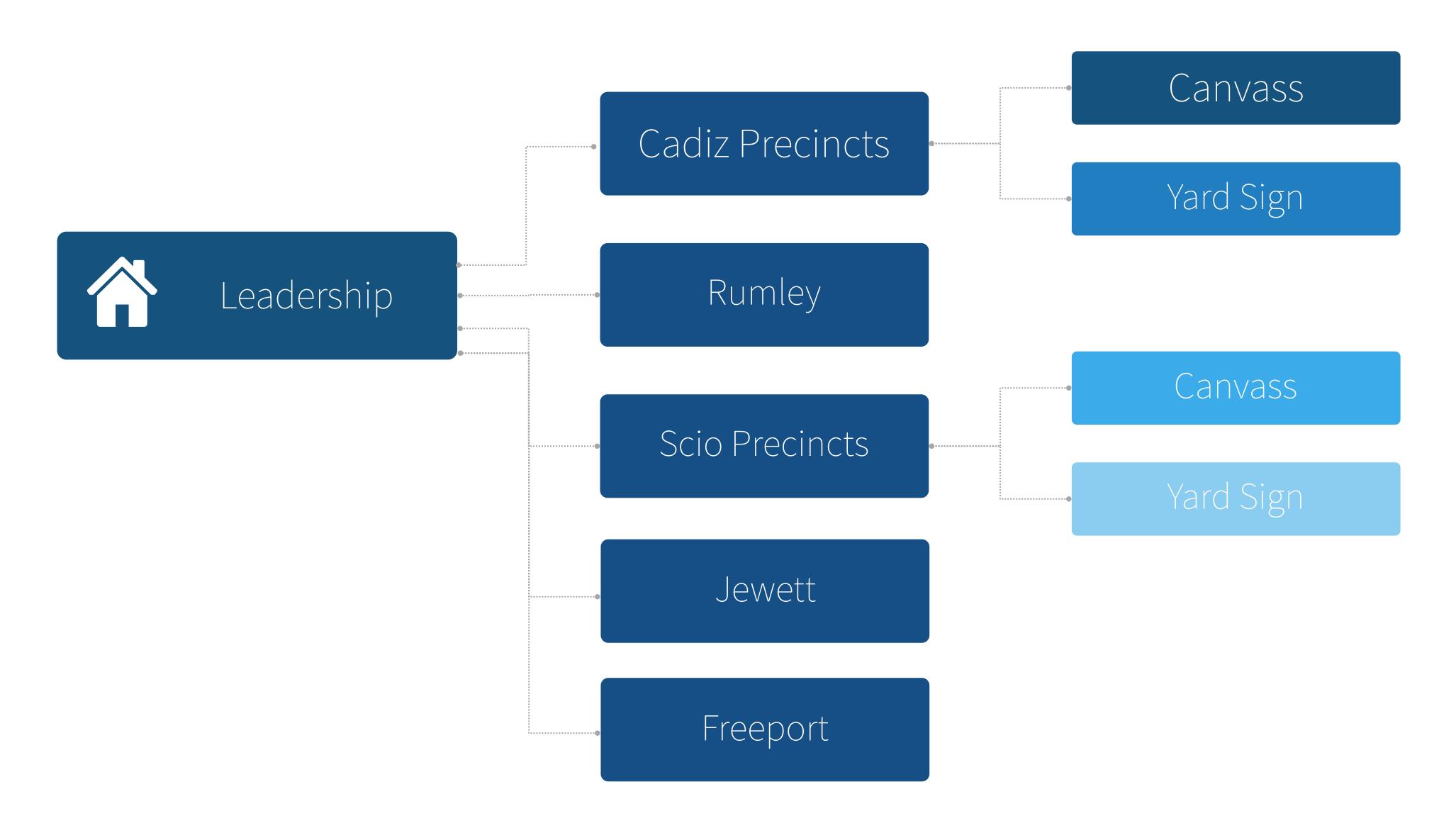
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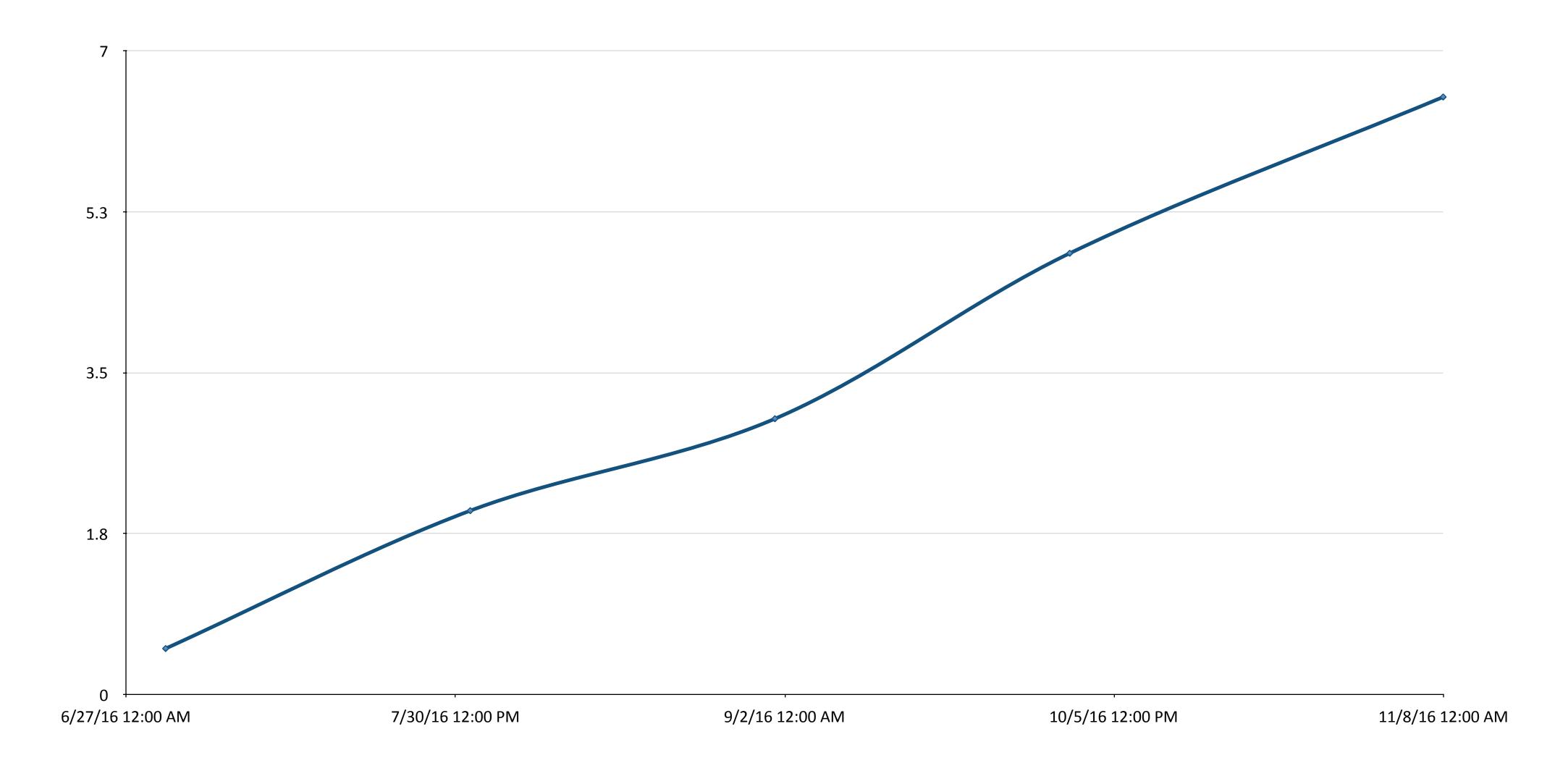
FUNCTION-BASED TEAMS



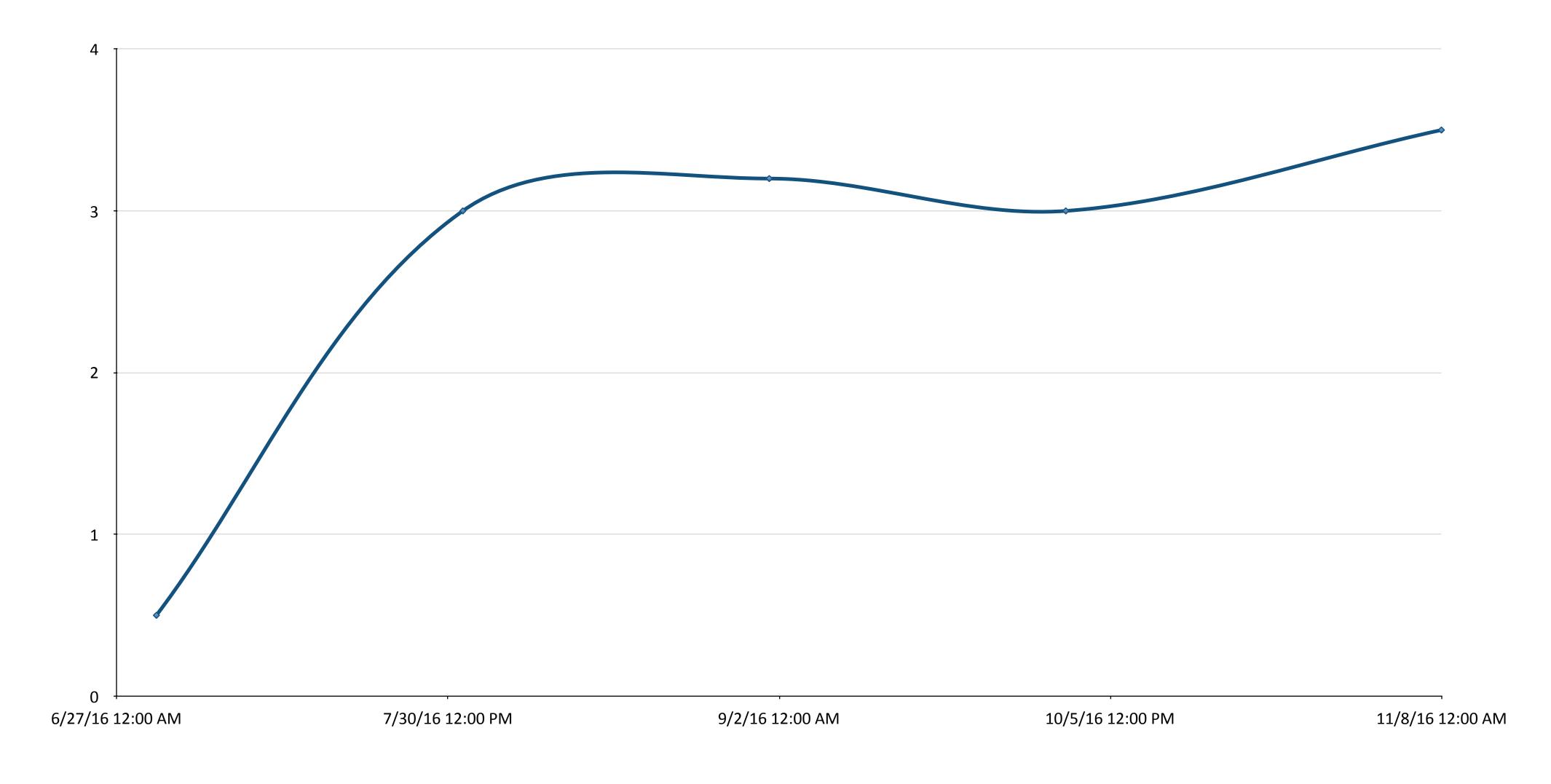
LOCATION-BASED TEAMS



Create the campaign structure and organization that fits you - not a carbon copy.



Create the campaign structure and organization that fits you - not a carbon copy.



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- Know your community by the data you receive, not the stories you hear.
- 4
- 5

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Know your community by the data your receive, not the stories you hear.

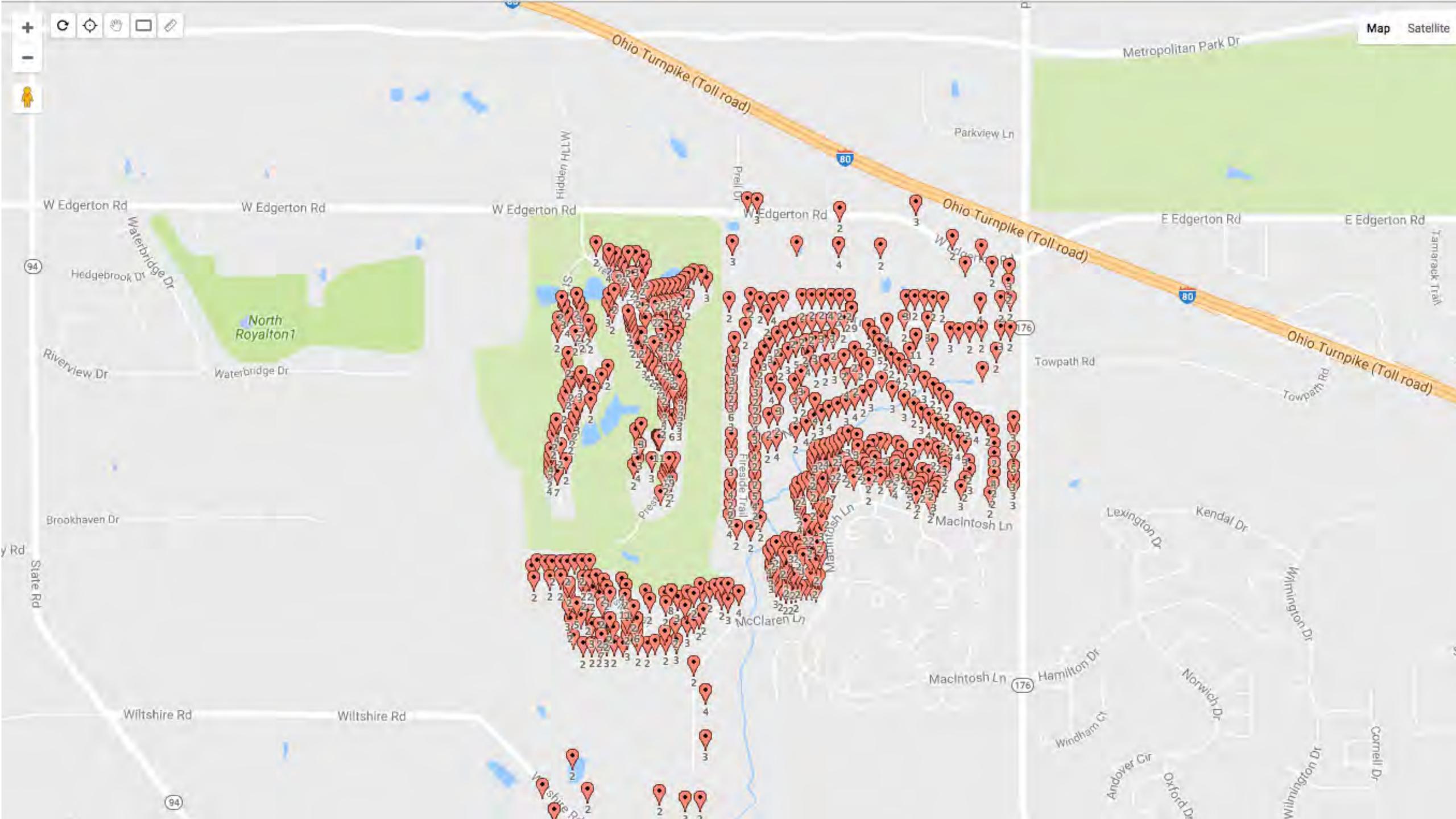
Let's target a Facebook Ad to all of our:

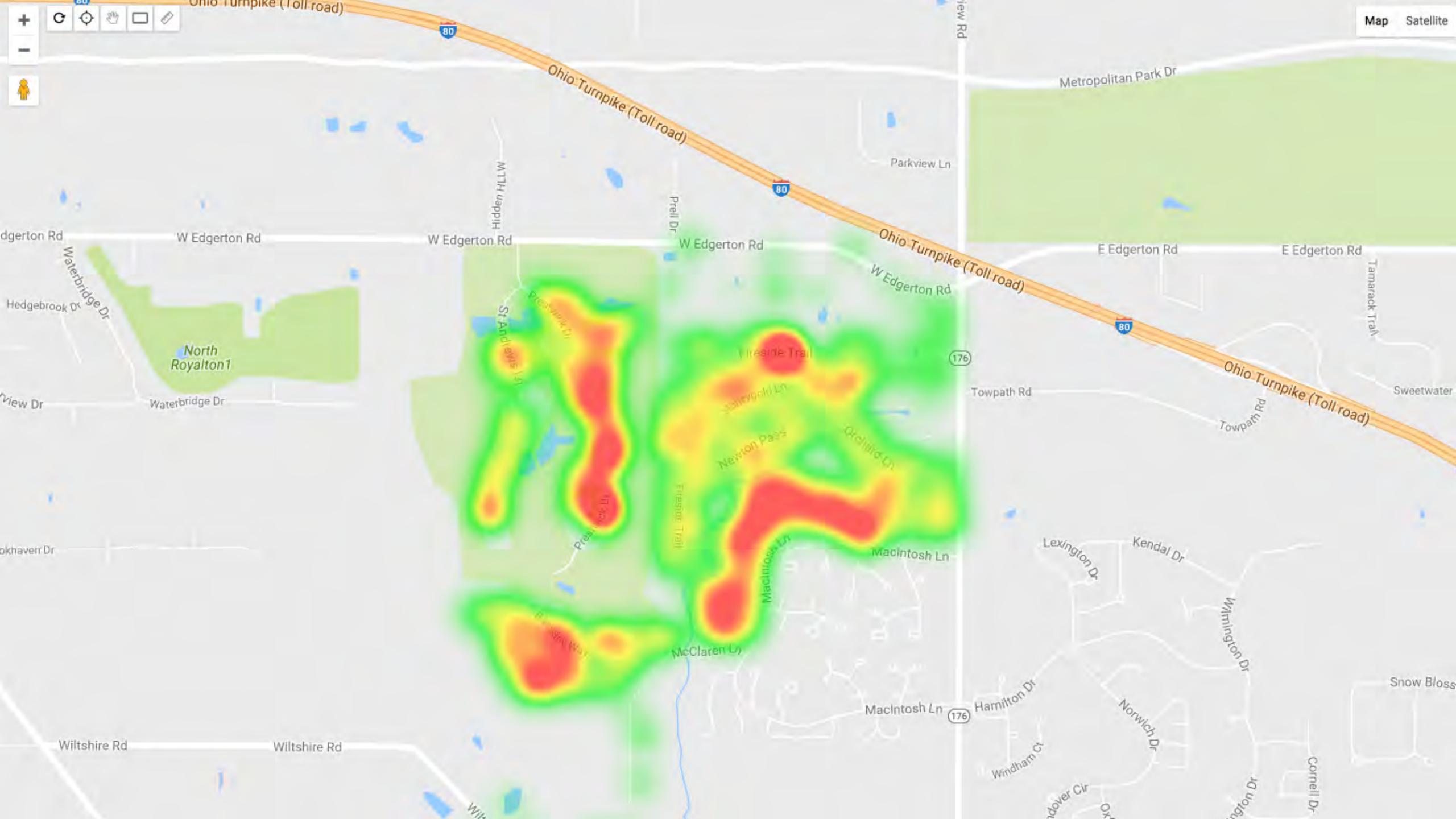
- Parents
- Who live in a positive precinct
- Who vote in Presidential Elections
- Who missed our last bond issue

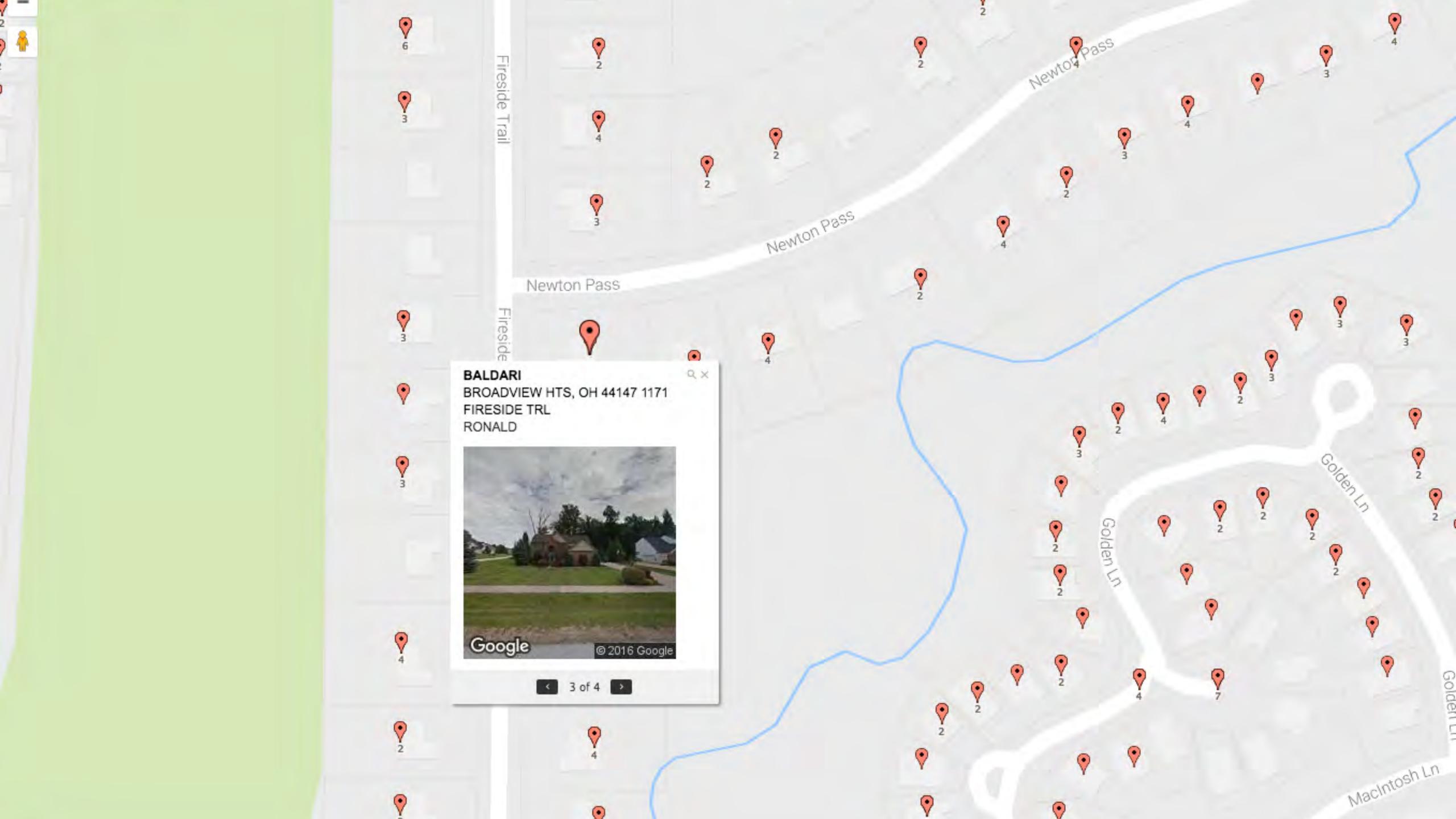
Know your community by the data your receive, not the stories you hear.

Let's mail a packet to all of our:

- Voters over 60
- Who are registered Democrats
- Who have voted in all of our renewals that passed







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Nov. 2011- LOSS

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May 14 - LOSS

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- Know your community by the data you receive, not the stories you hear.
- Address your toughest issues head-on.

5

Address your toughest issues head-on.







Address your toughest issues head-on.

Honoring the legacy of the Jewett-Scio Vilkings



The Board of Education is committed to honoring the legacy of ALL of the schools from our community's history in The New Harrison Hills PK-12 School.



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- 4 Address your toughest issues head-on.
- Remember that this is MARKETING, not school communication.

"The elections are run by the same people that sell toothpaste on television."



Our Current Buildings

- Years since Harrison North Elementary was built (Previously Jewett-Scio High School)
- Years since Harrison East Elementary was built (Previously Hopedale Elementary School)
- Years since Harrison Central High School was built (Previously Cadiz High School)
- Years since the last major academic renovation in district buildings (1961, Cadiz Wing Addition)

Historical Perspective

- Years since the Board of Education has increased school district property taxes.
- Percentage the State of Ohio would have paid for the new PK-12 building in 2003.
- Percentage the State will pay in 2015 for the standard building construction, with the number expected to drop based on land value.
- Number of school districts bordering Harrison
 Hills who have already received and spent state
 tax dollars for the construction of new schools

Our Future



4.98 Millage to pay for our local share of the building program through a November 3rd Bond Issue.

The monthly added cost in taxes for a \$80,000 home (Harrison Co. average property value).

Learn more at www.yesharrison.com

Support our schools

at the ballot on November 3rd

PAID FOR BY YOUTH EDUCATION SUCCESS. TREASURER ALLISON ANDERSON, 74355 RUSH RUN ROAD, CADIZ, OHIO 43907

The Financial Facts



How does the state determine funding?

Harrison Hills City School District has requested, and been approved for, funds through the Classroom Facilities Assistance Program (CFAP). Eligibility for this program is based on the assessed property valuation per student. This valuation determines the state and local share of the cost of a facilities project.

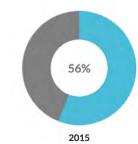
School districts with the lowest property valuation per student are funded at higher levels than those with high property valuations.

Through this formula, the OFCC will fund over \$25 million (56% of the cost of a standard building construction) with Harrison Hills' local taxpayers covering the remainder of the costs.

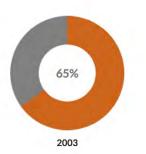


Funding is constantly changing - not in our favor

Because these valuations change on a year-to-year basis, we have not always received the same amount of state dollars. Rising property values around Harrison County since the Gas & Oil boom have created a situation in which the state has offered us less than ever before. In our past three attempts, the State has offered us:







With 103, 87 and 85 year-old schools, the question is: *How much longer can we wait?*

Can the gas & oil industry pay for this?

Local gas & oil companies have been generous donors to Harrison Hills Schools in a number of ways. At this time, the Board of Education has received no information about a private business of any type co-funding the construction of the much-needed new school. Should there be a financial windfall of this, or any, kind the Board is committed to exploring options that will pay down the debt as soon as possible.

Tax Implication Chart

The bond issue relates to property taxes only.

These are assessed proportionally to the value of your property.

My property is appraised at:	MONTHLY	WEEKLY	DAILY	ANNUAL
\$30,000	\$4.36	\$1.01	\$0.14	\$52.29
\$40,000	\$5.81	\$1.34	\$0.19	\$69.72
\$50,000	\$7.26	\$1.68	\$0.24	\$87.15
\$60,000	\$8.72	\$2.01	\$0.29	\$104.58
\$70,000	\$10.17	\$2.35	\$0.33	\$122.01
\$80,000 (avg. Harrison Co. value)	\$11.62	\$2.68	\$0.38	\$139.44
\$90,000	\$13.07	\$3.02	\$0.43	\$156.87
\$100,000	\$14.53	\$3.35	\$0.48	\$174.30
\$110,000	\$15.98	\$3.69	\$0.53	\$191.73
\$120,000	\$17.43	\$4.02	\$0.57	\$209.16
\$130,000	\$18.88	\$4.36	\$0.62	\$226.59
\$140,000	\$20.34	\$4.69	\$0.67	\$244.02
\$150,000	\$21.79	\$5.03	\$0.72	\$261.45
\$160,000	\$23.24	\$5.36	\$0.76	\$278.88
\$170,000	\$24.69	\$5.70	\$0.81	\$296.31
\$180,000	\$26.15	\$6.03	\$0.86	\$313.74
\$190,000	\$27.60	\$6.37	\$0.91	\$331.17
\$200,000	\$29.05	\$6.70	\$0.96	\$348.60
\$225,000	\$32.68	\$7.54	\$1.07	\$392.18
\$250,000	\$36.31	\$8.38	\$1.19	\$435.75
\$275,000	\$39.94	\$9.22	\$1.31	\$479.33
\$300,000	\$43.58	\$10.06	\$1.43	\$522.90
\$325,000	\$47.21	\$10.89	\$1.55	\$566.48



Support our schools at the ballot on November 3rd

PAID FOR BY YOUTH EDUCATION SUCCESS. TREASURER ALLISON ANDERSON, 74355 RUSH RUN ROAD, CADIZ, OHIO 43907

Responsive Web Design to Empower Volunteers

Your voters will go straight to the web. What is their first impression?

Responsive Design

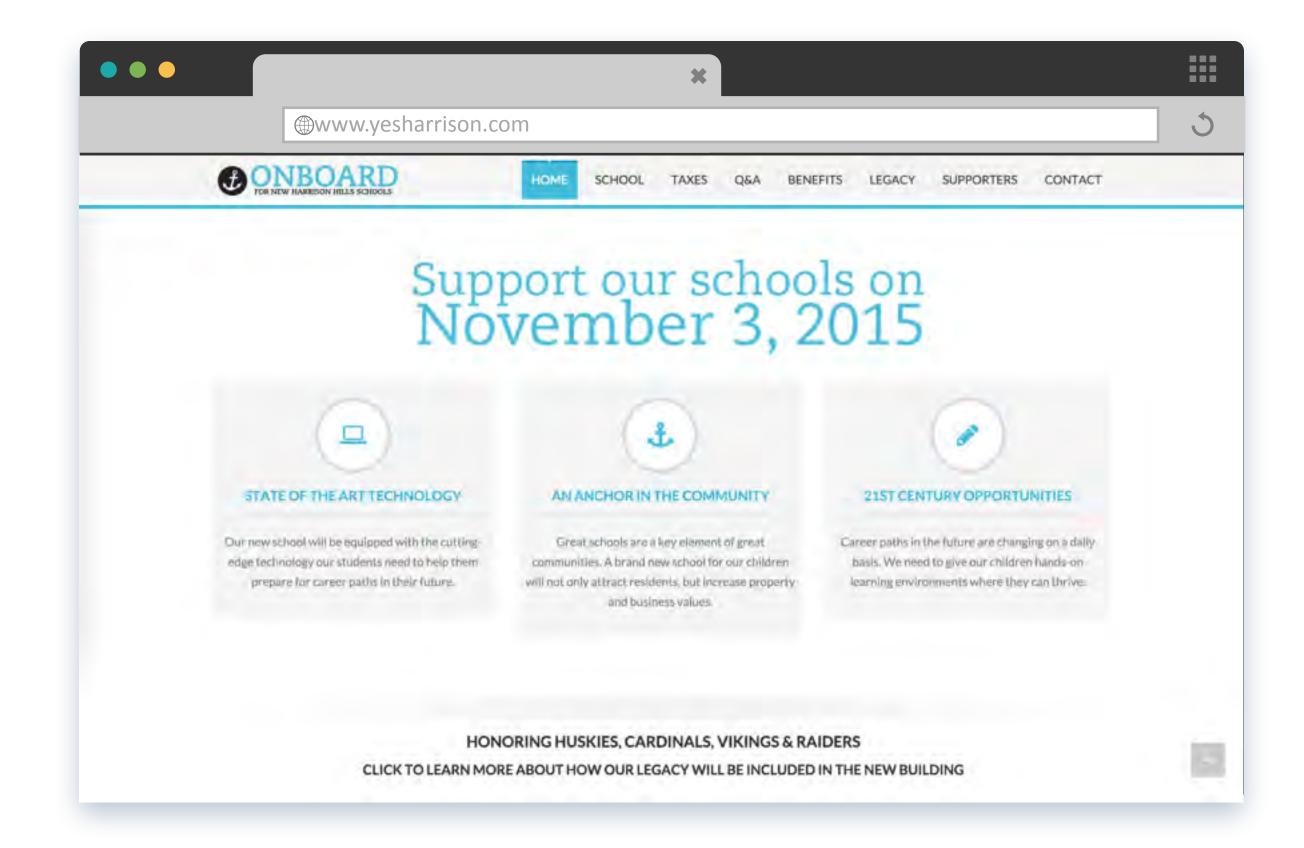


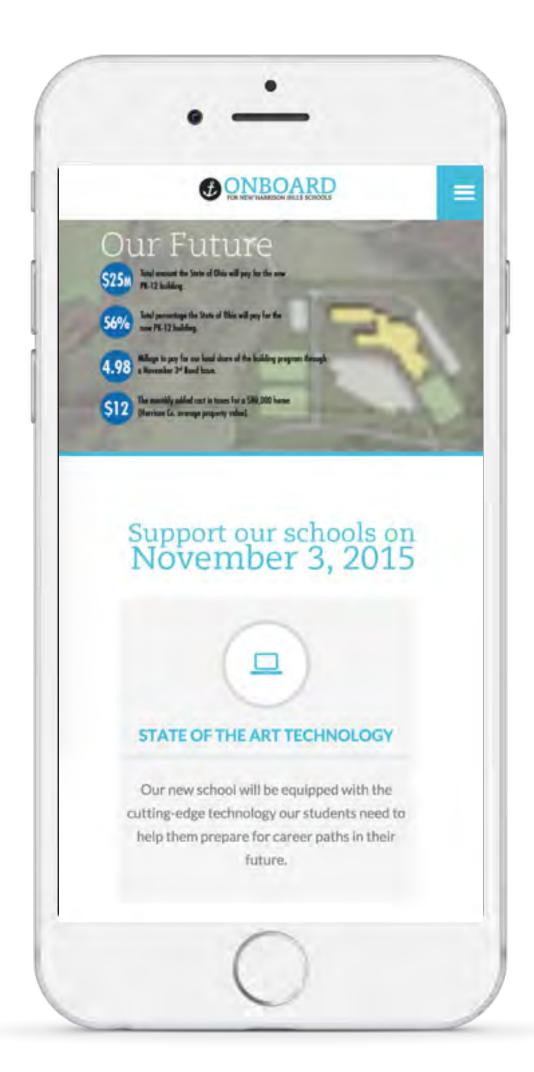
Volunteer Organization



Rumor Squasher







THENEED IS REAL!

A VOTE FOR THE NR BOND ISSUE IS A VOTE FOR:

- + NEW ELEMENTARY SCHOOL CONSTRUCTION
- + COMPLETE HIGH SCHOOL RENOVATION & ADDITION
- + EDUCATION UPDATES TO MIDDLE SCHOOL
- + LONG-TERM FACILITY MAINTENANCE

VOTE FOR NORTH ROYALTON SCHOOLS' FUTURE

4.9

NEW MILLAGE

FOR SCHOOL CONSTRUCTION, RENOVATION & MAINTENANCE EXPENSES

EXPIRING MILLAGE

IN 2018 OF SCHOOL-RELATED BUILDING PROJECTS

3.15

TRUE TAX IMPACT

FOR A NEW ELEMENTARY SCHOOL,
COMPLETE HIGH SCHOOL RENOVATION &
ADDITION, MIDDLE SCHOOL UPDATES &
REPAIRS AND LONG-TERM FACILITY
MAINTENANCE



NORTH ROYALTON SCHOOLS

THENEED IS REAL!

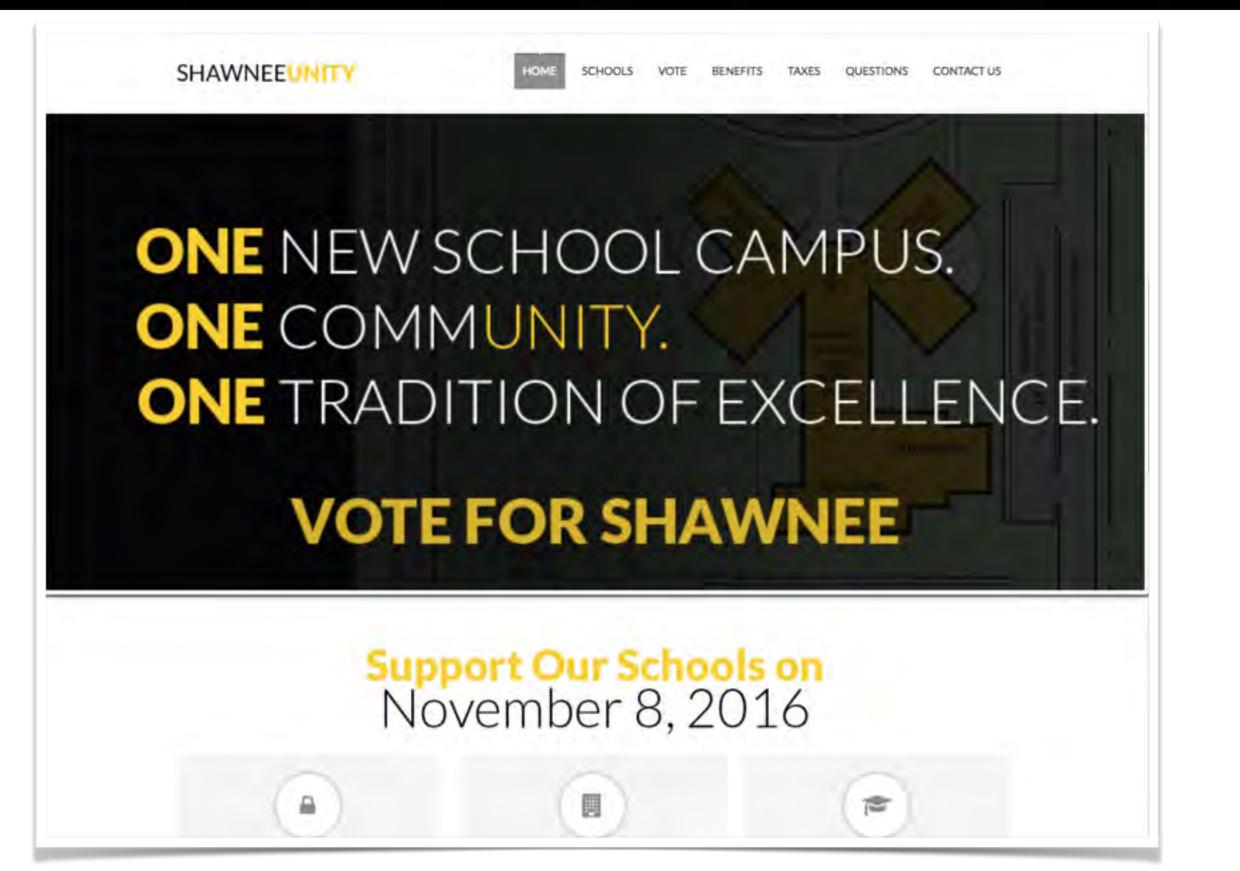
VOTE FOR ISSUE 116

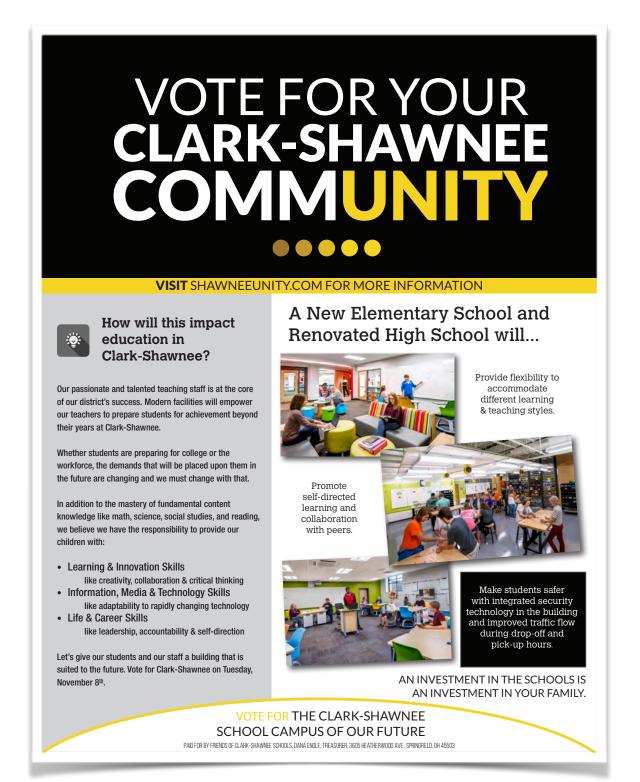
PAID FOR BY COMMITTEE FOR ROYALTON SCHOOLS' FUTURE.ALDO M. FILIPPELLI, TREASURER, 3344 TITAN DRIVE, NORTH ROYALTON, OH 44133

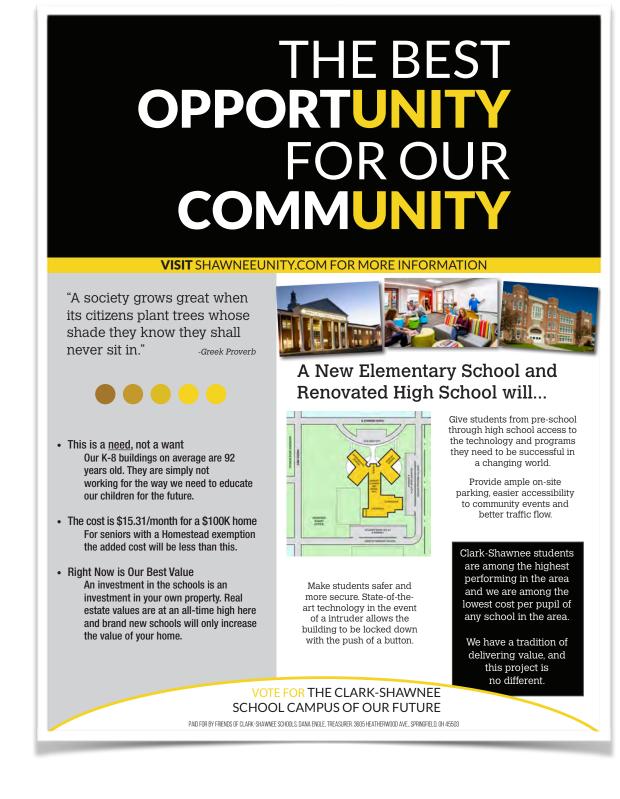
LEARN MORE AT: WWW.NRKIDSFUTURE.COM

PAID FOR BY COMMITTEE FOR ROYALTON SCHOOLS' FUTURE.ALDO M. FILIPPELLI. TREASURER. 3344 TITAN DRIVE. NORTH ROYALTON. OH 44133

ONE NEW SCHOOL CAMPUS. ONE COMMUNITY. ONE TRADITION OF EXCELLENCE.









VOTE FOR DOVER



2.9 MILLS

The lowest True Tax Impact for a new Dover High School.

\$20,300,000.00

mount being offered by the State of Ohio for construction

Ionthly added cost for a \$100K home in property tax.

\$6.34

onthly added cost for a \$100K nome for those eligible for a





Voting **FOR** DOVER gives our students modern learning environments for the changing world and workplace.

CREATED BY OUR COMMUNITY. SUPPORTED BY OUR COMMUNITY. Local Business Leaders and Elected Officials

endorse voting <u>FOR</u> the Dover Bond Issue. Shane Gunnoe Justin Perkowski John Correll Greg Bair John McFadder Sandy Moss John Fondries

Drew Yosick Timothy W. Tarulli Tom & Karen Armstrong Crystal DiGenova Barbara Lengler Douglas J. O'Meara

Jason Cannon

Julie & Steve Williams Nicole L. Stoldt Robert & Tammi Everett Bob & Becky Horn Jim & Betty Wherley Ginny & Steve Stocker Pat Bearducci Belle Everett David & Tonva DeTorio Kvle & Kim Miller Jill & Gary Lovett Dr Keith Van Epps Roy & Sharon Crawford Anne & Nick Bruno

Chris & Emily Lane Joel & Tricia McKinno John & Joyce Herzig

Harry & Lorrie Eador Dean Brad Bielski John Carpenter Glenn Mears Kristen & Joe Garrett Jim Gill & Dover Public Carol Warther Moreland Bill & Debbie McIlvaine Library Board Members Terry & Julie Burrell



Dollars and Sense

FOR HIGH SCHOOL

IN 2016 FROM 1992

FOR A BRAND NEW

Property Tax Implication

Provided & verified by Tuscarawas Co. Auditor

2.9 MILLS/MON	2.9 MILLS/DAY	Appraised Value:
\$6.34	\$0.21	\$75,000
\$8.46	\$0.28	\$100,000
\$12.69	\$0.42	\$150,000
\$16.92	\$0.56	\$200,000

Tax Implication with Homestead Exemption

2.9 MILLS/MONTH	2.9 MILLS/DAY	Appraised Value:
\$4.76	\$0.14	\$75,000
\$6.34	\$0.21	\$100,000
\$9.51	\$0.35	\$150,000
\$12.69	\$0.49	\$200,000

YOUR VOTE MATTERS TO OUR CHILDREN! PLEASE VOTE FOR DOVER ON NOVEMBER 8th

28 Proposed Bond Issue and Tax Levy **Dover City School District**

A majority affirmative vote is necessary for

Shall the Dover City School District be authorized to do the following:

. Issue bonds for the purpose of constructing, furnishing and equipping new high school building and otherwise constructing, adding to, renovating, remodeling, furnishing. equipping and improving school district buildings and facilities and acquiring, clearing, improving and equipping their sites in the principal amount of \$25,880,000, to be repaid annually over a maximum period of 30 years, and levy a property tax outside the ten-mill limitation, estimated by the county auditor to average over the bond repayment period 3.9 mills for each one dollar of tax valuation, which amounts to \$0.39 for each one hundred dollars of tax valuation, to pay the annual debt charges on the bonds, and to pay debt charges on any notes issued in anticipation of those bonds?

2. Levy an additional property tax to provide funds for the acquisition, construction, enlargement, renovation, and financing of permanent improvements at a rate not exceeding 0.5 mill for each one dollar of tax valuation, which amounts to \$0.05 for each one hundred dollars of tox valuation, for a amg period of time?

For the Bond Issue and Levy

Against the Bond Issue and Levy

VOTE FOR DOVER

SUPPORT A NEW DOVER HIGH SCHOOL ON NOVEMBER 8TH



Less than \$9/month on a \$100K home, making it the lowest tax impact request

PAID FOR BY FOUNDATIONS FOR THE FUTURE, ANNE BRUNO, TREASURER, 219 W 6TH STREET, DOVER, OH 44622

HARRISON HILLS CITY SCHOOLS

Passing the Unpassable Bond Issue

SHP LEADING DESIGN & HHCSD