

Vote
FOR

THE SCHOOL BOND
REFERENDUM



Citizens for the
VOTE YES

School Bond Referendum

August 30, 2019

AGAPE @Harvester 20735 Highway 12, Lexington, MS 39095

6:00 PM

The logo for Holmes Consolidated School District is a circular seal. It features a central shield with a crown on top. The shield is divided into four quadrants, each containing a different symbol. The shield is surrounded by a circular border containing the text "HOLMES CONSOLIDATED SCHOOL DISTRICT" and "CONNECTING FOR SUCCESS - EVERY CHILD, EVERY CLASSROOM EVERY DAY". There are also several stars around the inner edge of the seal.

Elevating HCCSD's Culture

Dr. James L. Henderson, Superintendent of Schools

Mr. Jim Young, District's Bond Attorney

VOTE FOR Videos



HONOLULU
CONNECTING FOR SUCCESS - EVERY CHILD, EVERY CLASSROOM
UPDATED SCHOOL

VOTE FOR Videos



Elevating OUR Climate and Culture...

- ▶ District's Academic Standing (Embargoed until Mid-September/Preliminary Data)
- ▶ Curriculum and Instruction
- ▶ School Leadership
 - ▶ Maximizing & Advancing Promising Professionals
- ▶ GWRA and the Reach-Out to Drop-Outs Initiative
- ▶ District's Tracker for ALL
- ▶ Students (PK – 12)
- ▶ Employing Data-Systems to enhance district's infrastructure
- ▶ Introducing children (MS Fair Day, Oct. 11th)
- ▶ Mississippi Middle College Program

Elevating OUR Climate and Culture...

- Computers for all teachers, administrators, MSIS clerks and secretaries
- Complete overhaul of the Human Resources Dept.
 - *Preparing Promising Professionals Teacher Academy (3Ps)*
 - Performance Management
- Coming near you soon: ONE-2-ONE Computing for all students
- Grants
- Transfinder
- Fiscally healthy \$13.6M in fund balance

What is a bond election?

In the same way homeowners borrow money in the form of a mortgage to finance the purchase of a home, a school district borrows money in the form of bonds to finance the construction of new schools.

What will it Cost?

- ▶ Up to \$18.4 million raised by Holmes county residents through bonds
- ▶ FEMA/MEMA: funds to address losses from 2016 storms
- ▶ Most Holmes County residents will see a tax increase of around 27¢ per day to repay the bonds
- ▶ Designs by minority-owned firms

The background features a white central area with purple geometric shapes on the left and right sides. The shapes are composed of overlapping triangles and polygons in various shades of purple, from light lavender to deep magenta. The text is centered in the white area.

Jim Young

YOUNG LAW GROUP

DRAFT

\$16,600,000 Bonds

Mills Levied = 10.25

\$16.6MM Bonds

Ann. Tax Cost
On \$30K House

Ann. Tax Cost
On \$65K House

Ann. Tax Cost
On \$100K House

Ann. Tax Cost
On \$15K Car

Ann. Tax Cost
On \$20K Car

Ann. Tax Cost
On \$250K Nonres.
Business

\$ 30.75

\$ 66.63

\$ 102.50

\$ 46.13

\$ 61.50

\$ 384.38

Total Annual Cost of \$30K House and \$15K Car = \$ 76.88
Cost per month = \$ 6.41
Cost per day = \$ 0.21

Total Annual Cost of \$65K House and \$15K Car = \$ 112.75
Cost per month = \$ 9.40
Cost per day = \$ 0.31

Total Annual Cost of \$100K House and \$15K Car = \$ 148.63
Cost per month = \$ 12.39
Cost per day = \$ 0.41

**Estimated Tax
Impact Calculator**

DRAFT

\$18,400,000 Bonds

Mills Levied = 11.25

\$18.\$MM Bonds

Ann. Tax Cost On \$30K House	Ann. Tax Cost On \$65K House	Ann. Tax Cost On \$100K House	Ann. Tax Cost On \$15K Car	Ann. Tax Cost On \$20K Car	Ann. Tax Cost On \$250K Nonres. Business
\$ 33.75	\$ 73.13	\$ 112.50	\$ 50.63	\$ 67.50	\$ 421.88

Total Annual Cost of \$30K House and \$15K Car = \$ 84.38
Cost per month = \$ 7.03
Cost per day = \$ 0.23

Total Annual Cost of \$65K House and \$15K Car = \$ 123.75
Cost per month = \$ 10.31
Cost per day = \$ 0.34

Total Annual Cost of \$100K House and \$15K Car = \$ 163.13
Cost per month = \$ 13.59
Cost per day = \$ 0.45

**Estimated Tax
Impact Calculator**

**GENERAL OBLIGATION BONDS
HOLMES COUNTY CONSOLIDATED SCHOOL DISTRICT**

1 mill: 112,748		Total AV: 124,534,998		15% Debt Limit: 18,680,250		Less Existing GO Bonds: (280,000)		Net GO Bond Capacity: 18,400,250	
Tax Year Ending	2020 BONDS		(Tax Year) Gross Debt Service	Less EEf	(Tax Year) Net Debt Service	Mills Required	Mills if 0.25% ann. growth		
	Principal	Interest							
		3.35%							
2021	335,000	556,100.00	1,163,538.75	0	1,163,538.75	10.32	10.29		
	0	272,438.75							
2022	600,000	272,438.75	1,134,827.50	0	1,134,827.50	10.07	10.02		
	0	262,388.75							
2023	620,000	262,388.75	1,134,392.50	0	1,134,392.50	10.06	9.99		
	0	252,003.75							
2024	645,000	252,003.75	1,138,203.75	0	1,138,203.75	10.10	9.99		
	0	241,200.00							
2025	670,000	241,200.00	1,141,177.50	0	1,141,177.50	10.12	10.00		
	0	229,977.50							
2026	700,000	229,977.50	1,148,230.00	0	1,148,230.00	10.18	10.03		
	0	218,252.50							
2027	725,000	218,252.50	1,149,361.25	0	1,149,361.25	10.19	10.02		
	0	206,108.75							
2028	755,000	206,108.75	1,154,571.25	0	1,154,571.25	10.24	10.04		
	0	193,462.50							
2029	780,000	193,462.50	1,153,860.00	0	1,153,860.00	10.23	10.01		
	0	180,397.50							
2030	810,000	180,397.50	1,157,227.50	0	1,157,227.50	10.26	10.01		
	0	166,830.00							
2031	840,000	166,830.00	1,159,590.00	0	1,159,590.00	10.28	10.01		
	0	152,760.00							
2032	875,000	152,760.00	1,165,863.75	0	1,165,863.75	10.34	10.04		
	0	138,103.75							
2033	905,000	138,103.75	1,166,048.75	0	1,166,048.75	10.34	10.01		
	0	122,945.00							
2034	940,000	122,945.00	1,170,145.00	0	1,170,145.00	10.38	10.02		
	0	107,200.00							
2035	970,000	107,200.00	1,168,152.50	0	1,168,152.50	10.36	9.98		
	0	90,952.50							
2036	1,010,000	90,952.50	1,174,987.50	0	1,174,987.50	10.42	10.01		
	0	74,035.00							
2037	1,045,000	74,035.00	1,175,566.25	0	1,175,566.25	10.43	9.99		
	0	56,531.25							
2038	1,085,000	56,531.25	1,179,888.75	0	1,179,888.75	10.46	10.00		
	0	38,357.50							
2039	1,125,000	38,357.50	1,182,871.25	0	1,182,871.25	10.49	10.01		
	0	19,513.75							
2040	1,165,000	19,513.75	1,184,513.75	0	1,184,513.75	10.51	9.99		
TOTALS	16,600,000	6,603,017.50							

This communication is not, nor intended to be, a recommendation to issue the obligations illustrated above.

\$16.6 Million



**GENERAL OBLIGATION BONDS
HOLMES COUNTY CONSOLIDATED SCHOOL DISTRICT**

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Tax Year Ending	2020 BONDS		(Tax Year) Gross Debt Service	Less EEf	(Tax Year) Net Debt Service	Mills Required	Mills if 0.25% ann. growth		
	Principal	Interest							
		3.35%							
2021	370,000	616,400.00	1,288,402.50	0	1,288,402.50	11.43	11.40		
	0	302,002.50							
2022	665,000	302,002.50	1,257,866.25	0	1,257,866.25	11.16	11.10		
	0	290,863.75							
2023	690,000	290,863.75	1,260,170.00	0	1,260,170.00	11.18	11.09		
	0	279,306.25							
2024	715,000	279,306.25	1,261,636.25	0	1,261,636.25	11.19	11.08		
	0	267,330.00							
2025	745,000	267,330.00	1,267,181.25	0	1,267,181.25	11.24	11.10		
	0	254,851.25							
2026	775,000	254,851.25	1,271,721.25	0	1,271,721.25	11.28	11.11		
	0	241,870.00							
2027	800,000	241,870.00	1,270,340.00	0	1,270,340.00	11.27	11.07		
	0	228,470.00							
2028	835,000	228,470.00	1,277,953.75	0	1,277,953.75	11.33	11.11		
	0	214,483.75							
2029	865,000	214,483.75	1,279,478.75	0	1,279,478.75	11.35	11.10		
	0	199,995.00							
2030	900,000	199,995.00	1,284,915.00	0	1,284,915.00	11.40	11.12		
	0	184,920.00							
2031	935,000	184,920.00	1,289,178.75	0	1,289,178.75	11.43	11.12		
	0	169,258.75							
2032	965,000	169,258.75	1,287,353.75	0	1,287,353.75	11.42	11.08		
	0	153,095.00							
2033	1,005,000	153,095.00	1,294,356.25	0	1,294,356.25	11.48	11.11		
	0	136,261.25							
2034	1,040,000	136,261.25	1,295,102.50	0	1,295,102.50	11.49	11.09		
	0	118,841.25							
2035	1,080,000	118,841.25	1,299,592.50	0	1,299,592.50	11.53	11.10		
	0	100,751.25							
2036	1,120,000	100,751.25	1,302,742.50	0	1,302,742.50	11.55	11.10		
	0	81,991.25							
2037	1,160,000	81,991.25	1,304,552.50	0	1,304,552.50	11.57	11.09		
	0	62,561.25							
2038	1,200,000	62,561.25	1,305,022.50	0	1,305,022.50	11.57	11.07		
	0	42,461.25							
2039	1,245,000	42,461.25	1,309,068.75	0	1,309,068.75	11.61	11.07		
	0	21,607.50							
2040	1,290,000	21,607.50	1,311,607.50	0	1,311,607.50	11.63	11.07		
TOTALS	18,400,000	7,318,242.50							

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\$18.4 Million





What is the REAL cost?



Holmes County Consolidated School District to be highest paying Mississippi district

- ▶ **\$5,000** raises for teachers, counselors, librarians, certified interventionists, nurses and social workers
- ▶ **\$1,200** raises for bus drivers, fleet mechanics, custodians and maintenance workers, cafeteria staff, case managers, parent liaisons, clerks and secretaries



What does 27¢ per day buy?

- ▶ **Potentially** THREE new schools
 - ▶ High School
 - ▶ State of the art Athletic Stadium
 - ▶ Auditorium/Theatre
 - ▶ Student-run TV station
 - ▶ Indoor Sports Gym
 - ▶ Library/Media Center
 - ▶ Swimming Pool
 - ▶ preK-8 Elementary in Durant
 - ▶ 9th Grade Center



Holmes County Consolidated School District
Proposed High School & 9th Grade Academy
Lexington, Mississippi



William L. McElroy, AIA, NCARB
4880 McWillie Circle Jackson, MS 39206
[P]: 601.981.1227 [F]: 601.983.4444

What does 27¢ per day buy?

- ▶ Energy-efficient buildings
- ▶ Multi-purpose rooms in each building
- ▶ State of the art technology
- ▶ Science Labs
- ▶ Digital Marquees
- ▶ Security Cameras and Alarms

9TH GRADE ACADEMY



What does 27¢ per day buy?

- ▶ Inspiring learning spaces
- ▶ Large, bright classrooms that feel like home
- ▶ Engaging outside environments and inside play spaces
- ▶ Interactive playground
- ▶ Parking Lots
- ▶ Growth in enrollment diversity



...and YOU don't even have to pay

- Renters/non-homeowners
- Age 65 or Older
- 100% Disabled Persons

...but YOU do need to Vote

Vote **YES** for the bond November 5, 2019

Create Webpage dedicated to Bond

- ▶ **Bond Program Overview**
- ▶ **Bond Program Links**
 - ▶ Bond Video
 - ▶ Bond Presentation
 - ▶ Bond Brochure
 - ▶ Bond Program FAQs
- ▶ **On-going Updates**

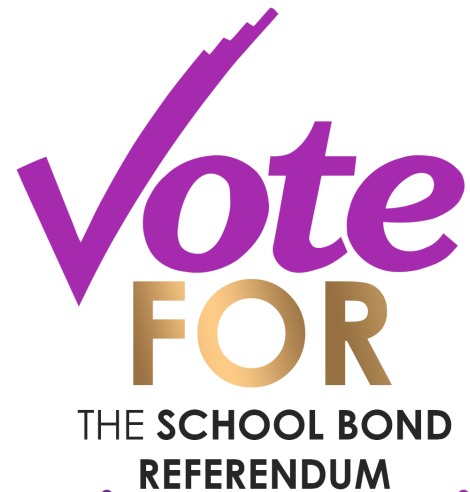
Vote FOR

THE SCHOOL BOND
REFERENDUM



HOLLYWOOD
CONSOLIDATED
CONNECTING FOR SUCCESS

Citizens for the *VOTE YES* School Bond Referendum



OUR
School Bond
Process

Earline Wright Hart, & Zelpha Montgomery Whatley, Co-chairs

Vision

A model rural school District where all students graduate prepared to succeed in a global community.

Mission

Connect with all stakeholders for the Success of *Every Child, Every Classroom, Every Day.*

For *OUR* Community...

OUR children's future

OUR values

OUR County's economic development

OUR focus **MUST** be on children—*NOT* majoring in minor

OUR development of a Steering Committee

OUR goal is to educate people to make an informed decision

OUR desire is to engage all stakeholders

Steering Committee

Earline Wright Hart, & Zelpha Montgomery Whatley, Co-chairs

- ▶ School Board Member(s)
- ▶ Administrators
- ▶ Teachers
- ▶ Advisory Councils
- ▶ Parents and students
- ▶ Elected / Appointed Officials
- ▶ Local Business Leaders
- ▶ Ministerial Alliance

OUR Plan

- ▶ Steering Committee
- ▶ Media Committee
- ▶ Sub-Committees:
 - ▶ Community Leaders Committee
 - ▶ Schools Committee
 - ▶ Youth Committee
 - ▶ Speakers Bureau Committee
 - ▶ *Get out the Vote* Committee
 - ▶ Finance Committee

Steering Sub-committees...

Media Coordinator

Don Spann, Chair

- Media and Steering Committees work in tandem
- Write and develop the overall advertising campaign
- Write and design brochures, fliers, news releases, slide presentations, billboards, advertisements, etc,

Steering Sub-committees...

Community Leader

Renee Landfair, Chair

- ▶ At least one representative per city/community (6/7)
- ▶ Help schedule speaking engagements
- ▶ Accompany the speaker to presentations
- ▶ Work with local citizens
- ▶ Assist in the *Get Out the Vote* drive

Steering Sub-committees...

School Committee

Dr. Percy Washington, Chair

- ▶ A School Administrator
- ▶ Principal from each school will chair each school's committee
- ▶ All activities at each school will be cleared through committee chair
- ▶ Committee Chair coordinates and guides all school related activities including open houses

Steering Sub-committees...

Youth Committee

Dr. Shem Whigham, Chair

*District-wide student engagement: Senior Class president
and high school newspaper editor on committee*

- ▶ Principal chairs committee
- ▶ Participate in *press day*
- ▶ Distribute promotional materials
- ▶ Work closely with *Get Out the Vote* drive
- ▶ Work with media committee to tape radio spots

Steering Sub-committees...

Speakers Bureau

Zelpha Whatley, Chair

- ▶ Train speakers to present to clubs and organizations
- ▶ Schedule Speakers throughout communities
- ▶ Ensure School Bond PowerPoint is presented
- ▶ Committee Chair oversee all speaking engagements

Steering Sub-committees...

Finance Committee

Dr. Sharon Williams, Chair

- ▶ Fund-raising activities
- ▶ Promotional costs should be covered through donated funds

Steering Sub-committees...

Get Out The Vote Committee

Louise Winters, Chair

- ▶ Skilled Chairperson
- ▶ Have students on the committee
- ▶ Voter registration: recruit 18-year-olds
- ▶ Absentee ballots for college-age students
- ▶ Telephone committee: establish a system
- ▶ Door-to-door canvassing: weekend walks
- ▶ Transportation: get people to the polls
- ▶ Mail outs: send voters information and reminders

Steering Sub-committees...

Three Months Prior To Election



- ▶ Media committee: complete all copy, art work, slides, etc. for advertisements
- ▶ Media committee: submit campaign budget to Finance committee
- ▶ Finance committee: begin raising funds to defray costs
- ▶ Community leaders: reach out to community members for support; schedule slide presentations
- ▶ Keep ALL stakeholders informed — internally and externally
- ▶ Schools work in tandem to maximize various activities
- ▶ Aggressive *Get Out The Vote* committee work
- ▶ Voter registration underway

Steering Sub-committees...

TWO Months Prior To Election



- ▶ All campaign promotional items in process and approved
- ▶ Slide Presentation and videos ready to be executed
- ▶ Phone numbers put into system for voter registration
- ▶ Fund-raising drive completed

Steering Sub-committees...

Five Weeks Prior To Election



- ▶ Slide presentation and video ads begin in community and all social media
- ▶ **Press day** held, including high school students and local media
- ▶ *Get Out The Vote* drive assignments made
- ▶ **Media Plan** is finalized (*bumper stickers, campaign buttons, fliers, yard signs, social media, etc.*)

Steering Sub-committees...

Four Weeks Prior To Election



- ▶ Ask businesses to display signage for the school bond
- ▶ All radio spots, social media advertisement ready to execute
- ▶ Newspaper ads should be in local paper

Steering Sub-committees...

Three, Two and One Week Prior To Election



- ▶ Breakfast for leaders and ministerial alliance at all schools
- ▶ Open houses at each school to share slide presentation
- ▶ Begin telephone survey
- ▶ Direct mailing is sent to all county ministers with a bulletin insert and letter
- ▶ Sample ballots are distributed
- ▶ Results from telephone survey recorded, precinct by precinct
- ▶ Campaign buttons are worn
- ▶ Radio ads and Social Media postings executed
- ▶ Yard signs posted
- ▶ Ads published in local newspaper
- ▶ Phone survey completed
- ▶ Telephone banks established
- ▶ Transportation system organized
- ▶ All workers trained
- ▶ Telephone calls are made the day of

Closing Remarks

Vote FOR

THE SCHOOL BOND
REFERENDUM



HOLMAN
CONSOLIDATED
CONNECTING FOR SUCCESS