Manitou Springs SD Bond Meeting

March 12, 2025

Meeting Agenda

March 12, 2025

1. Draft Bond Scenario Recap
2. Playfield Scope of Work
3. Communication Plan Recap

ARCHITECTS

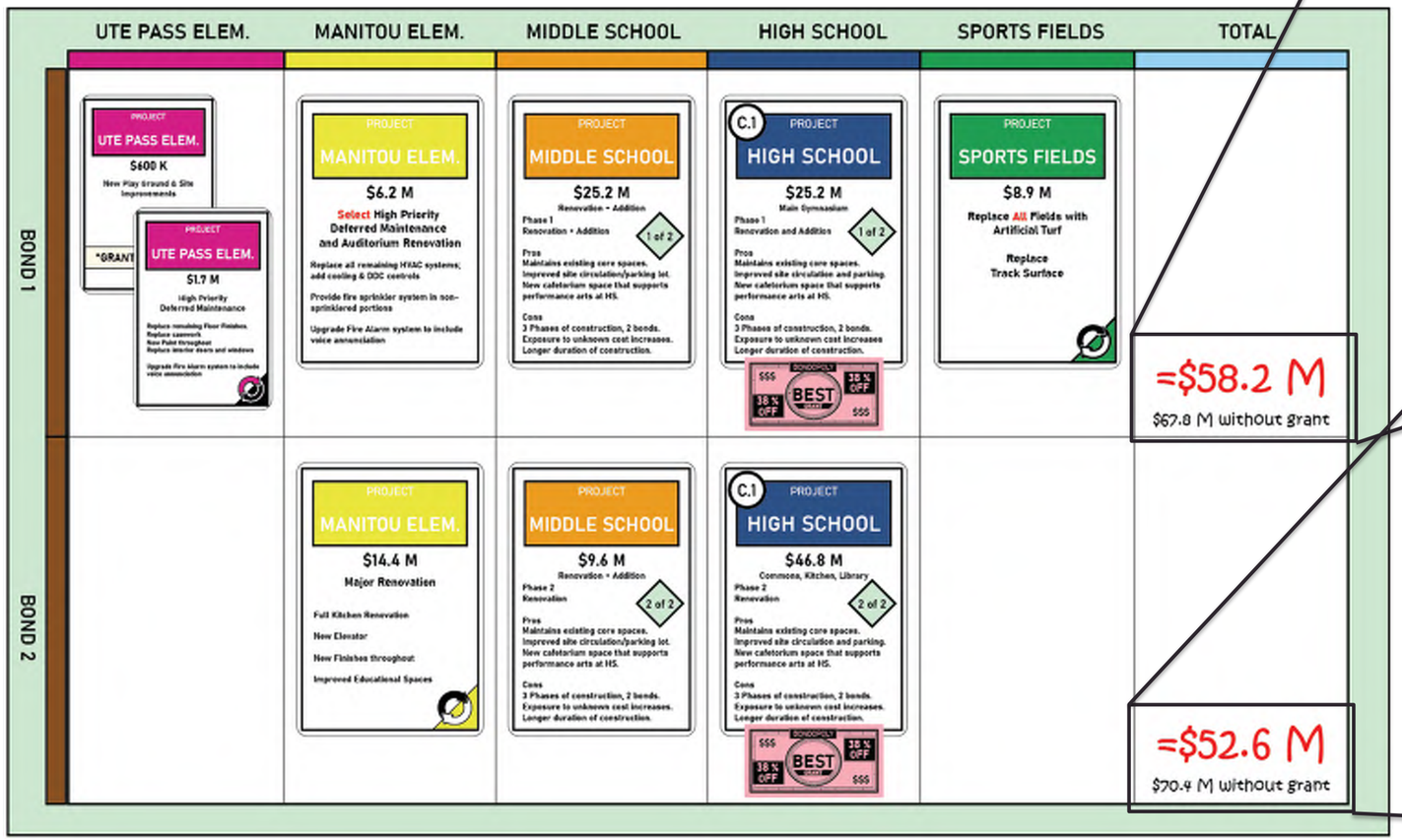
Recap:

Draft Bond Scenario

ARCHITECTS

Recap: Draft Bond Scenario

Tax Increase



Draft Bond Scenario 1

20 Years
$537,000 House Value
$58.2 Million Bond

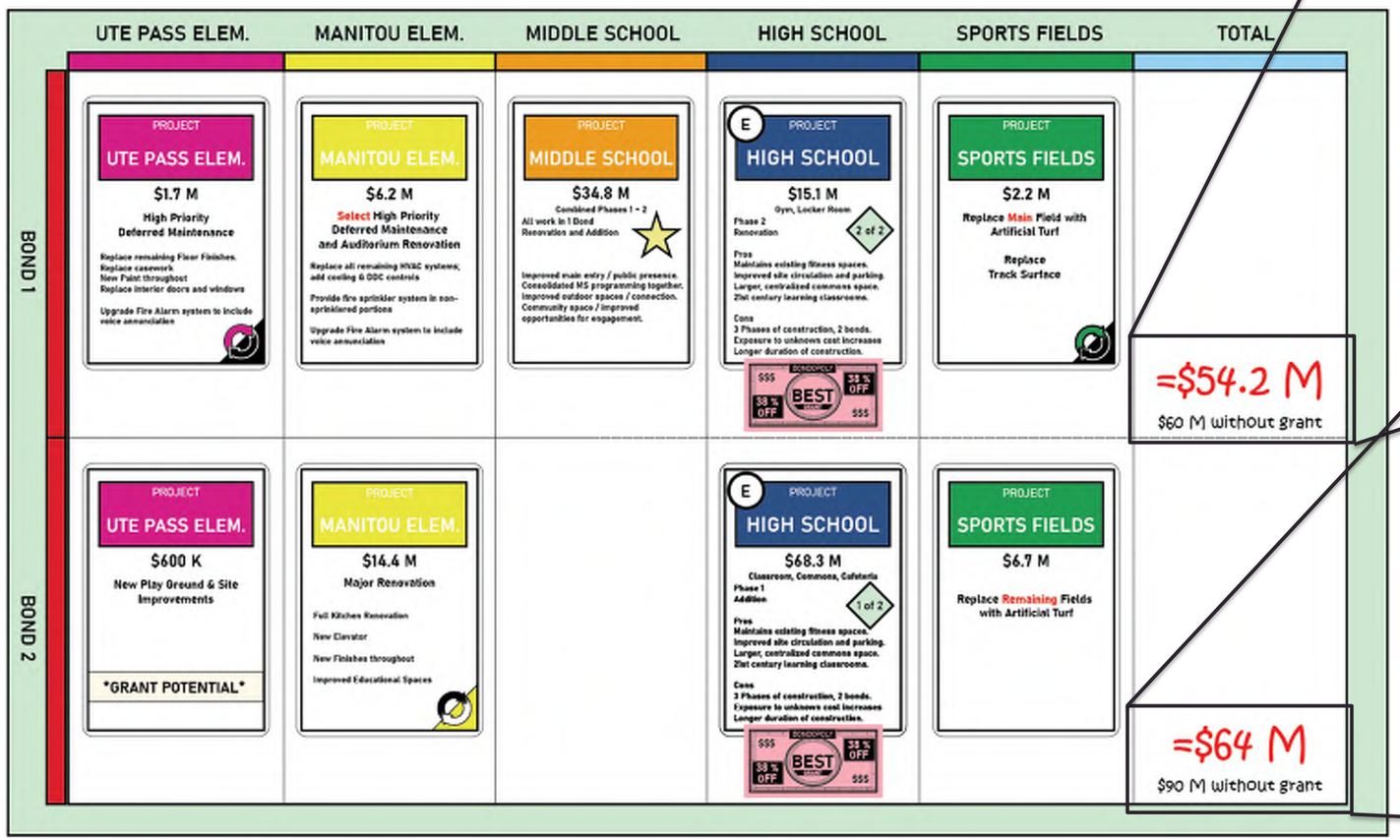
=$80.00
Monthly Tax Increase

20 Years
$537,000 House Value
$52.6 Million Bond

=$72.22
Monthly Tax Increase

Recap: Draft Bond Scenario

Tax Increase



Draft Bond Scenario 2

20 Years
$537,000 House Value
$54.2 Million Bond

=$74.42
Monthly Tax Increase

20 Years
$537,000 House Value
$64 Million Bond

=$87.88
Monthly Tax Increase

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Recap: Draft Bond Scenario

Percentage Increase of Costs Between Bonds

Assuming 6% Escalation Per Year

+34% **5 YEARS**

+79% **10 YEARS**

Recap: Draft Bond Scenario

Scope of Field Renovations

Resurface Track	**$1,121,400**
Upper Field	**$2,598,800**
Football Field	**$2,198,300**
Baseball Field	**$2,981,500**
Total	**$8,900,000**
Bleachers and Pressbox	**$620,000**

Recap: Draft Bond Scenario

Lifecycle Costs for Turf vs. Natural Grass

Analysis of Cost:
Natural Grass Versus a FieldTurf Installation

(Using a standard size field of sq. footage 80,000)

	Natural Grass Field			FieldTurf Field		
	Per year	10 years	Total	Per year	10 years	Total
Base: Excavation, preparation, engineering Estimated cost sq. ft.			Same $160,000.00			Same $160,000.00
Materials: Sod ($2.75 sq. ft.) $2.75 FieldTurf ($4.50 sq. ft.) $4.50			$220,000.00			$360,000.00
Maintenance: Incl.; herbicides, pesticides, re-sodding, water, mowing	*$52,500.00 x 10 yrs*		$525,000.00 **$905,000.00**	*$5,000.00 x 10yrs*		$50,000.00 **$570,000.00**
Scheduling possibilities:	70 hours x 26 weeks x 10 years = 18,200 hours			100 hour x 44 weeks x 10 years = 44,000 hours		
Average cost per hour of use			**$49.72**			**$12.95**

* Based on 70 hours/week
** Based on 100 hours/week

Recap:

Communication Plan

ARCHITECTS

Recap: Communication Plan

	GRP 1	GRP 2	GRP 3	GRP 4
1	**Survey and Initial Engagement** – Gather insights from staff, students, and the community early through surveys and direct outreach	**Establish Leadership & Early Outreach** – Form task forces, identify network promoters, and equip staff with messaging.	**Leadership -Led Communication** – Establish key communicators in schools and leadership-driven outreach.	**Engage Stakeholders Early** – Start with staff, then expand to students, parents, and the community.
2	**Recruit and Prepare Advocates** – Train bond champions, recruit students, and distribute key messaging materials	**Data Collection & Public Access** – Launch surveys, create a public data website, and consolidate information.	**Consistent Messaging & Community Engagement** – Use bulletins, PowerPoints, and fireside chats to ensure aligned messaging.	**Gather and Utilize Feedback** - Conduct live polling and collect student testimonials to shape messaging.
3	**Community and Parental Involement** - Host meetings, leverage newsletters, and engage parents in decision-making	**Structured Community Engagement** – Host forums, conduct personal outreach, and involve choice families.	**Grassroots Advocacy** – Form a Bond Citizens Group with diverse stakeholders, including students and local leaders.	**Create a Strong Emotional Connection** – Use messaging and visuals to convey a sense of belonging and identity.
4	**Public Awareness and Media Strategy** – Launch informational websites, utilize paid media, and canvas key events.	**Assesment & Refinement** – Implement multiple surveys and planning phases to gauge support and adapt strategies.	**Public Education & Comparative Messaging** – Host town halls and distribute bulletins showcasing how other districts approach similar initiatives.	**Leverage Multiple Communication Channels** – Use websites, advertising, events, and direct engagement
5	**Sustained Outreach and Final Push** – Maintain visibility through SAC meetings, homecoming, and community events, culminating in a strong November campaign climax.	**Final Advocacy Push** – Conduct facility tours, hold final forums, and engage the public in key decision-making moments.	**Final Push with Direct Outreach** – Utilize marketing materials, door hangers, Q&A forums, and door-to-door visits for maximum community impact.	**Ensure Community Visibility & Participation** – Actively engage the public through booths and targeted outreach.

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Recap: Communication Plan

Recap: Communication Plan

1

The strategy prioritizes **early data collection**, structured outreach, and continuous engagement. It builds momentum through a phased approach—initial surveys and **recruitment**, **community events** and canvassing, and a **media**-backed push to sustain awareness and support.

2

The plan follows a structured approach—early staff and community engagement, data collection and public outreach, and a series of **forums** and **surveys** to refine messaging and measure support. The final push includes **facility tours** and structured forums leading up to the bond decision.

3

This plan emphasizes layered engagement—starting with internal leadership, expanding to students and community groups, and culminating in direct outreach efforts. A structured timeline ensures early messaging, consistency, **grassroots mobilization**, and sustained engagement through **public meetings** and **door-to-door** visits.

4

The plan follows a phased approach—early data collection (March-May), **emotional engagement** (June-August), and sustained outreach (September-November). Messaging evolves from **polling** and **testimonials** to a compelling narrative, ensuring broad **community involvement** through multiple channels.

BOND COMMUNICATION PLAN

MANITOU SPRINGS SCHOOL DISTRICT

rta ARCHITECTS

	MARCH 2025	APRIL 2025	MAY 2025	JUNE 2025	JULY 2025	AUGUST 2025	SEPTEMBER 2025	OCTOBER 2025	NOVEMBER → VOTE
INTERNAL *M.S. STAFF ONLY*	SURVEY ESTABLISH LEADERSHIP FORM TASK FORCES	IDENTIFY PROJECT FACILITY TOURS	BOARD VOTE HANDOUTS + POWERPOINT LAST DAY OF SCHOOL MTG	FORUM		FORUM BACK2SCHOOL BREAKFAST	SURVEY #2 DOOR KNOCKING	FORUM DOOR KNOCKING	
SCHOOL DISTRICT *PARENTS / STUDENTS*	SURVEY	RECRUIT STUDENTS PARENT NEWSLETTER	HANDOUTS + POWERPOINT PHONE CALL INVITATIONS	FORUM LIVING ROOM MTGS	LIVING ROOM MTGS	FORUM FACILITY TOURS	SURVEY #2 DOOR KNOCKING	FORUM DOOR KNOCKING	
	VISUALS — *"COMING SOON, WITH YOUR HELP"* — VISUALS								
COMMUNITY *PUBLIC*	SURVEY IDENTIFY LIASONS	LAUNCH WEBSITE BONDOPOLY ACTIVITY	PHONE CALL INVITATIONS	FORUM BOND PROMOTION BOOTH @ LOCAL EVENTS LIVING ROOM MTGS FORM CITIZENS GROUP	LIVING ROOM MTGS	FORUM FACILITY TOURS	SURVEY #2 HOMECOMING KIWANIS GOLF TOURNEY	FORUM MAILERS	
						PAID MEDIA CAMPAIGN			

Interaction with the Board of Education

What are some Key Points to **Communicate** to the School Board in April?

Let us answer any questions you may have.

Thank you

10 Year Cost Analysis

vs. Natural Grass

Analysis of Cost:
Natural Grass Versus a FieldTurf Installation

(Using a standard size field of sq. footage 80,000)

	Natural Grass Field			FieldTurf Field		
	Per year	10 years	Total	Per year	10 years	Total
Base: Excavation, preparation, engineering Estimated cost sq. ft.			Same $160,000.00			Same $160,000.00
Materials: Sod ($2.75 sq. ft.) $2.75 FieldTurf ($4.50 sq. ft.) $4.50			$220,000.00			$360,000.00
Maintenance: Incl.; herbicides, pesticides, re-sodding, water, mowing		*$52,500.00 x 10 yrs*	$525,000.00 **$905,000.00**		*$5,000.00 x 10yrs*	$50,000.00 **$570,000.00**
Scheduling possibilities:	70 hours x 26 weeks x 10 years = 18,200 hours			100 hour x 44 weeks x 10 years = 44,000 hours		
Average cost per hour of use			**$49.72**			**$12.95**

* Based on 70 hours/week
** Based on 100 hours/week

10 YEAR COST ANALYSIS

(Based on Field Size of 80,000 Square Feet)

	Natural Grass	FIELDturf
Intitial Captial Cost	**$380,000**	**$520,000**
(New Sod, drainage, Irrigation)		
Maintenance:		
Year 1	**$52,500**	**$5,000**
Year 2	**$52,500**	**$5,000**
Year 3	**$52,500**	**$5,000**
Year 4	**$52,500**	**$5,000**
Year 5	**$52,500**	**$5,000**
Year 6	**$52,500**	**$5,000**
Year 7	**$52,500**	**$5,000**
Year 8	**$52,500**	**$5,000**
Year 9	**$52,500**	**$5,000**
Year 10	**$52,500**	**$5,000**
Ten Year Total	**$905,000***	**$570,000****

*Does not include downtime for re-sodding/ seeding, or un-playable field conditions.
**Increased Usage

Annual Maintenance Costs

	Natural Grass	FIELDturf
Mowing Equipment	**$7,068.00**	**-**
Labor Cost ($20/Hour)	**$6,000.00**	**$1,000.00**
Clipping Removal	**$2,861.00**	**-**
Fertilization	**$4,856.00**	**-**
Overseeding	**$466.00**	**-**
Coring	**$2,848.00**	**-**
Topdressing	**$9,565.00**	**-**
Thatch Removal	**$185.00**	**-**
Monitor Irrigation	**$846.00**	**-**
Equipment Depreciation and Fuel	**$3,500.00**	**$1,500.00**
Water Cost	**$5,400.00**	**-**
Sub Total	**43,595.00**	**2,500.00**
Re-Striping Field Lines:	**$5,800.00**	**$1,000.00**
Labor	**$3,105.00**	**$1,500.00**
Material		
Total	**$52,500.00**	**$5,000.00**

Maintenance of FieldTurf

The cost of maintaining FieldTurf is minimal. The primary maintenance item is removing leaves and other debris which may stray onto the field. Removal is accomplished by a tractor-pulled vacuum system. These tractors do not remove the fill material. FieldTurf also recommends brushing the field (every 4-6 weeks depending on use) to redistribute infill material that may have migrated.

Positive Attributes of FIELDTurf

- No grass stains: Quantitative savings on Laundering and replacement of Uniforms.
- Savings on Insurance deductible
- No downtime regarding use of field after yearly seeding or re-sodding of grass
- Ability to host an unlimited amount of community activities, youth Football and Soccer
- Potential decrease in transportation costs for transporting students to off-site practice fields.
- The potential for revenue generation from holding play-off and championship games at your site.

The Safest System Ever

384% reduction in cost per hour of use*
242% more playing time**
66% reduction in neural injuries***
50% reduction in cranial/cervical injuries***
33% reduction in third degree injuries***

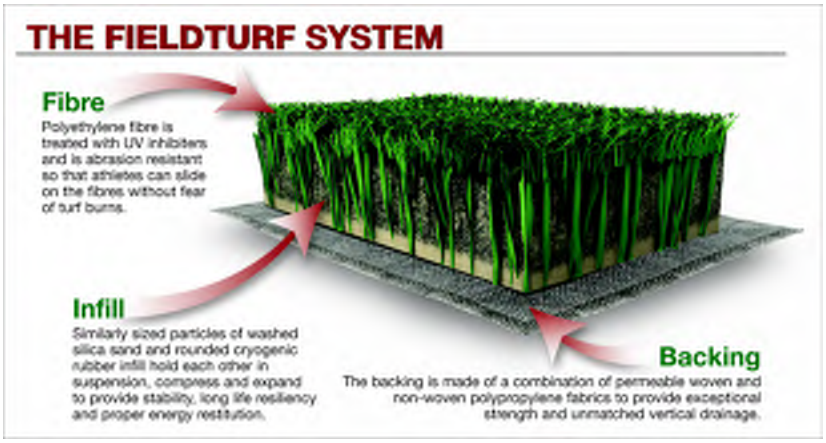
* FieldTurf $12.95 / Natural Grass $49.72: average cost per hour of use.

** FieldTurf: = 44, 000 hours - Natural Grass = 18, 200 hours

* ** Incidence, Causes, and Severity of High School Football Injuries on FieldTurf Versus Natural Grass: A 5-Year Prospective Study: Michael C. Meyers PhD, FACSM, and Bill S. Barnhill, MD

Field Utility

There are two limiting factors affecting field utility that must be addressed in comparing the different types of field surfaces. For natural grass fields, the limiting factor is the wear of the grass surface. Natural grass must be "rested" to allow the grass to repair itself. FieldTurf is vastly more durable than natural grass and therefore the limiting factor is the demand for the facility. Since children and youths are the primary players, peak use is during after school hours. The second limiting factor that must be considered in determining the overall cost is the longevity of the system. With an unsurpassed life expectancy of 8 to 15 years, depending on usage patterns, the FieldTurf sports surface can stand up to continual use from athletes whose cleats would tear away at a real grass field.



NFL Players Choose FieldTurf
Over 20 Natural Grass Fields

The National Football League Players Association released their bi-annual ranking of NFL stadium fields. A total of 1280 active NFL players from all 32 teams completed survey forms between September and November 2002.

Of the 30 NFL stadium fields rated by the players, FieldTurf's surface at Seahawks Stadium was ranked third best overall, ahead of 20 natural grass fields used by NFL teams, and far ahead of any other artificial field. Amazingly, only natural grass fields at Tampa Bay and Arizona were ranked higher than FieldTurf by NFL players.

NFLPA HEALTH AND SAFETY SURVEY 2002:
LEAGUE WIDE RANKING OF BEST PLAYING FIELDS

1. TAMPA BAY BUCCANEERS	RAYMOND JAMES STADIUM	Natural grass
2. ARIZONA CARDINALS	SUN DEVIL STADIUM	Natural grass
3. SEATTLE SEAHAWKS	**SEAHAWK STADIUM**	**FieldTurf**
4. CAROLINA PANTHERS	ERICSSON STADIUM	Natural grass
5. JACKSONVILLE JAGUARS	ALLTEL STADIUM	Natural grass
6. TENNESSEE TITANS	COLISEUM	Natural grass
7. HOUSTON TEXANS	RELIANT STADIUM	Natural grass
8. DENVER BRONCOS	INVESCO FIELD AT MILE HIGH	Natural grass
9. WASHINGTON REDSKINS	FEDEX FIELD	Natural grass
10. BALTIMORE RAVENS	RAVENS STADIUM	Natural grass
11. DETROIT LIONS	**FORD FIELD**	**FieldTurf**
12. CLEVELAND BROWNS	CLEVELAND BROWNS STADIUM	Natural grass
13. MIAMI DOLPHINS	PRO PLAYER STADIUM	Natural grass
14. NEW ENGLAND PATRIOTS	CMGI STADIUM	Natural grass
15. GREEN BAY PACKERS	LAMBEAU FIELD	Natural grass
16. KANSAS CITY CHIEFS	ARROWHEAD STADIUM	Natural grass
17. SAN FRANCISCO 49ERS	3COM PARK	Natural grass
18. PITTSBURGH STEELERS	HEINZ FIELD	Natural grass
19. SAN DIEGO CHARGERS	QUALCOMM STADIUM	Natural grass
20. CHICAGO BEARS	MEMORIAL STADIUM	AstroPlay
21. OAKLAND RAIDERS	NETWORK ASSOCIATES STADIUM	Natural grass
22. DALLAS COWBOYS	TEXAS STADIUM	RealGrass
23. CINCINNATI BENGALS**	PAUL BROWN STADIUM	Natural grass
24. SAINT LOUIS RAMS	EDWARD JONES DOME	AstroTurf
25. NEW YORK GIANTS/JETS**	GIANTS STADIUM	Natural grass
26. NEW ORLEANS SAINTS	LOUISIANA SUPERDOME	AstroTurf
27. ATLANTA FALCONS**	GEORGIA DOME	AstroTurf
27. PHILADELPHIA EAGLES	VETERANS STADIUM	NeXturf
29. BUFFALO BILLS	RALPH WILSON STADIUM	AstroTurf
29. MINNESOTA VIKINGS**	METRODOME	AstroTurf
30. INDIANAPOLIS COLTS	RCA DOME	AstroTurf

***** Have since converted to FieldTurf***

FIELDturf

Test results prove it again

The Safest Turf on Earth

FieldTurf's engineered system is a synthetic turf system that combines the beneficial bio-mechanical properties of natural grass, with the best safety and durability attributes.

Patented Infill Exceeds 10 Lbs. Per Sq. Ft.
Patented silica sand and cryogenic rubber infill is almost 3 times as heavy as any competing system.

Cryogenic Rubber
Cryogenic rubber is rounded, does not attract microscopic bubbles of air which causes ambient rubber to float.

Superior Traction

In tests of the dynamic traction coefficient by surface, FieldTurf produced the highest traction.

The Best Injury Prevention
In tests of the effects of surface type on the moment resisting rotation, FieldTurf had the lowest resistance.

The Safest System Ever
A 66% reduction in neural injuries
FieldTurf 2.4% / Natural Grass 7.5%

A 50% reduction in cranial/cervical injuries
FieldTurf 10.1% / Natural Grass 19.2%

A 33% reduction in third degree injuries
FieldTurf 7.9% / Natural Grass 12.8%

Player Reports and Ratings are Supported by Bio-Mechanical Test Results

INJURY INCIDENCE, ETIOLOGY, AND SEVERITY OF GAME RELATED HIGH SCHOOL FOOTBALL INJURIES ON FIELDTURF VERSUS NATURAL GRASS: A FIVE-YEAR PROSPECTIVE STUDY / MARCH 2003 / BILL S BARNHILL, MD; MICHAEL MYERS, PHD FASCAM

TRACTION OF FOOTBALL SURFACES BIOMECHANICA - JAN 02