



# Manitou Springs SD Bond Meeting

April 09, 2025





# Meeting Agenda

April 09, 2025

1. Bond Scenario Recap and Next Steps
2. Communication Plan Recap
3. Website – Progress
4. Next Steps?



*Recap:*

# Draft Bond Scenario







Potential Tax Increase with Bond

Manitou Springs School District 14				
2025 Collection Gross Assessed Value	186,758,870			
2025 Collection Net Assessed Value	184,371,010			
Outstanding GO Debt	0			
Debt Capacity (20%)	37,351,774			
Residential Assessment Rate	7.05%			
Home Value	100,000			
Coupon	5.00%			
Amortization (years)	20			
Par Amount	20,000,000	37,350,000	65,000,000	132,035,000
Annual Payment	1,604,852	2,997,061	5,215,768	10,594,830
Required Mill Levy	8.70	16.26	28.29	57.46
Annual Cost to Residential	61.37	114.60	199.44	405.13
Monthly	5.11	9.55	16.62	33.76
* Preliminary, subject to change. Annual payments are based on estimates and assumed to be level.				

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Debt Capacity (20%)	37,351,774			
Residential Assessment Rate	7.05%			
Home Value	100,000			
Coupon	5.00%			
Amortization (years)	25			
Par Amount	20,000,000	37,350,000	65,000,000	132,035,000
Annual Payment	1,419,049	2,650,074	4,611,910	9,368,208
Required Mill Levy	7.70	14.37	25.01	50.81
Annual Cost to Residential	54.26	101.33	176.35	358.22
Monthly	4.52	8.44	14.70	29.85
* Preliminary, subject to change. Annual payments are based on estimates and assumed to be level.				

**20 Years**  
\$537,000 House Value  
\$65 Million Bond  
  
**=\$1,070.99**  
Annual Tax Increase

**25 Years**  
\$537,000 House Value  
\$65 Million Bond  
  
**=\$947.00**  
Annual Tax Increase



Recap: Draft Bond Scenario

*Tax Increase*

	UTE PASS ELEM.	MANITOU ELEM.	MIDDLE SCHOOL	HIGH SCHOOL	SPORTS FIELDS	TOTAL
BOND 1	<div>PROJECT</div> <div>UTE PASS ELEM.</div> <div>\$600 K</div> <div>New Play Ground &amp; Site Improvements</div> <div>*GRANT</div> <div>UTE PASS ELEM.</div> <div>\$1.1 M</div> <div>High Priority Deferred Maintenance</div> <div>Replace existing floor finishes</div> <div>Replace classroom floor paint throughout</div> <div>Replace interior doors and windows</div> <div>Upgrade fire alarm system to include video surveillance</div>	<div>PROJECT</div> <div>MANITOU ELEM.</div> <div>\$6.2 M</div> <div>Select High Priority Deferred Maintenance and Auditorium Renovation</div> <div>Replace all remaining HVAC systems; add cooling &amp; ODC controls</div> <div>Provide fire sprinkler system in non-sprinklered portions</div> <div>Upgrade fire alarm system to include video surveillance</div>	<div>PROJECT</div> <div>MIDDLE SCHOOL</div> <div>\$25.2 M</div> <div>Renovation + Addition</div> <div>Phase 1 Renovation + Addition</div> <div>1 of 2</div> <div>Pres</div> <div>Maintain existing core spaces</div> <div>Improve site circulation/parking lot</div> <div>New cafeteria space that supports performance arts at HS</div> <div>Cone</div> <div>3 Phases of construction, 2 bonds</div> <div>Exposure to unknown cost increases</div> <div>Longer duration of construction</div>	<div>C.I</div> <div>PROJECT</div> <div>HIGH SCHOOL</div> <div>\$25.2 M</div> <div>Main Gymnasium</div> <div>Phase 1 Renovation and Addition</div> <div>1 of 2</div> <div>Pres</div> <div>Maintain existing core spaces</div> <div>Improve site circulation and parking</div> <div>New cafeteria space that supports performance arts at HS</div> <div>Cone</div> <div>3 Phases of construction, 2 bonds</div> <div>Exposure to unknown cost increases</div> <div>Longer duration of construction</div> <div>SSS</div> <div>BEST</div> <div>35% OFF</div> <div>\$55</div>	<div>PROJECT</div> <div>SPORTS FIELDS</div> <div>\$8.9 M</div> <div>Replace All Fields with Artificial Turf</div> <div>Replace Track Surface</div>	
BOND 2		<div>PROJECT</div> <div>MANITOU ELEM.</div> <div>\$14.4 M</div> <div>Major Renovation</div> <div>Full Kitchen Renovation</div> <div>New Elevator</div> <div>New Finishes throughout</div> <div>Improve Educational Spaces</div>	<div>PROJECT</div> <div>MIDDLE SCHOOL</div> <div>\$9.6 M</div> <div>Renovation + Addition</div> <div>Phase 2 Renovation</div> <div>2 of 2</div> <div>Pres</div> <div>Maintain existing core spaces</div> <div>Improve site circulation/parking lot</div> <div>New cafeteria space that supports performance arts at HS</div> <div>Cone</div> <div>3 Phases of construction, 2 bonds</div> <div>Exposure to unknown cost increases</div> <div>Longer duration of construction</div>	<div>C.I</div> <div>PROJECT</div> <div>HIGH SCHOOL</div> <div>\$46.8 M</div> <div>Commons, Kitchen, Library</div> <div>Phase 2 Renovation</div> <div>2 of 2</div> <div>Pres</div> <div>Maintain existing core spaces</div> <div>Improve site circulation and parking</div> <div>New cafeteria space that supports performance arts at HS</div> <div>Cone</div> <div>3 Phases of construction, 2 bonds</div> <div>Exposure to unknown cost increases</div> <div>Longer duration of construction</div> <div>SSS</div> <div>BEST</div> <div>35% OFF</div> <div>\$55</div>		

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

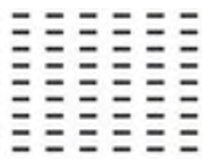
= \$80.00  
Monthly Tax Increase

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

= \$72.22  
Monthly Tax Increase

Draft Bond Scenario 1





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Recap: Draft Bond Scenario

# Other Scenarios to Explore?



*Recap:*

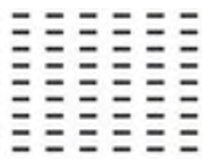
# Communication Plan



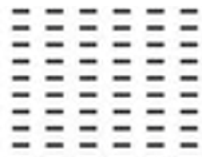
# Recap: Communication Plan

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





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## 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.



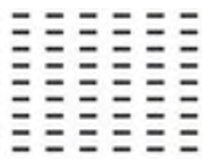
# BOND COMMUNICATION PLAN

MANITOU SPRINGS SCHOOL DISTRICT



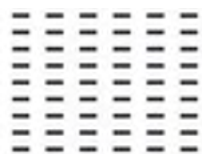
	MARCH 2025	APRIL 2025	MAY 2025	JUNE 2025	JULY 2025	AUGUST 2025	SEPTEMBER 2025	OCTOBER 2025	NOVEMBER 2025
INTERNAL M.S. STAFF ONLY	ESTABLISH LEADERSHIP  FORM TASK FORCES	IDENTIFY PROJECT  SURVEY  FACILITY TOURS	POLLING  HANDOUTS + POWERPOINT  LAST DAY OF SCHOOL MTG	FORUM	BOND LANGUAGE APPROVED	FORUM 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





# Interaction with the Board of Education

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



**rta**



Let us answer any questions you  
may have.

**Thank you**