



Referendum Communication

April 14, 2026



St. Louis Park
Public Schools



Timeline



Research and Planning
March-April



Implementation
April-July



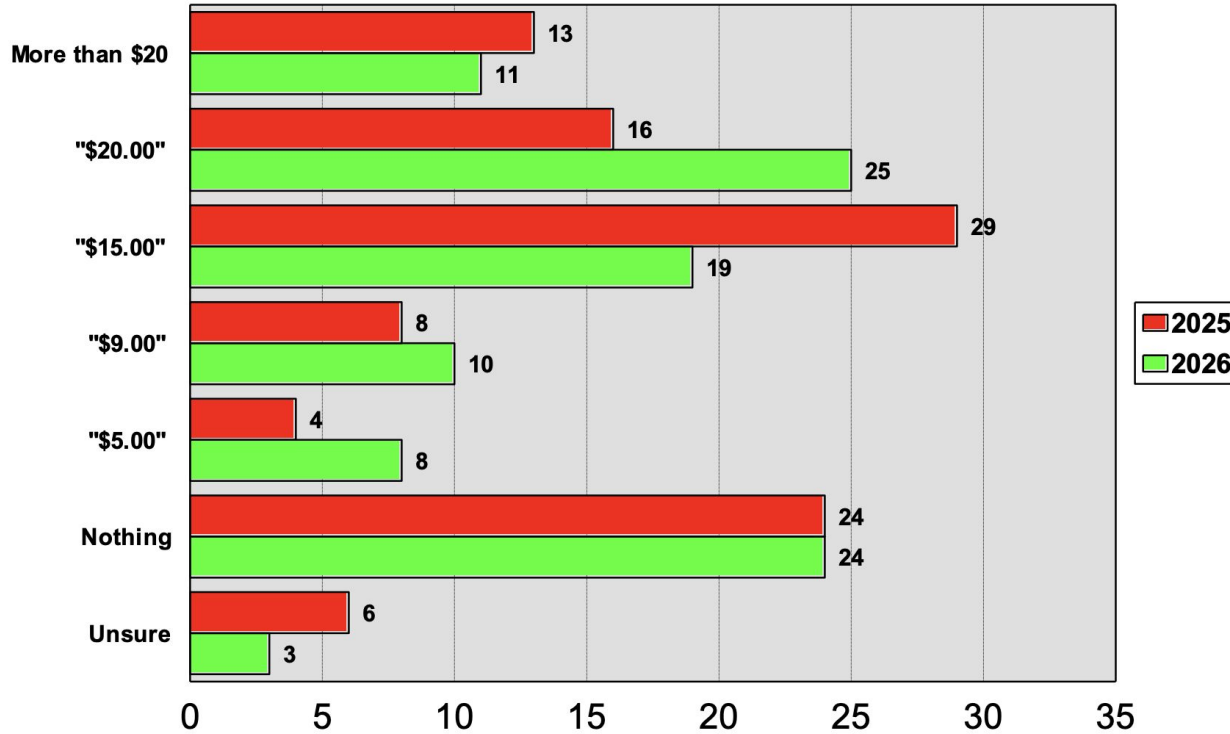
Evaluation
August



Research

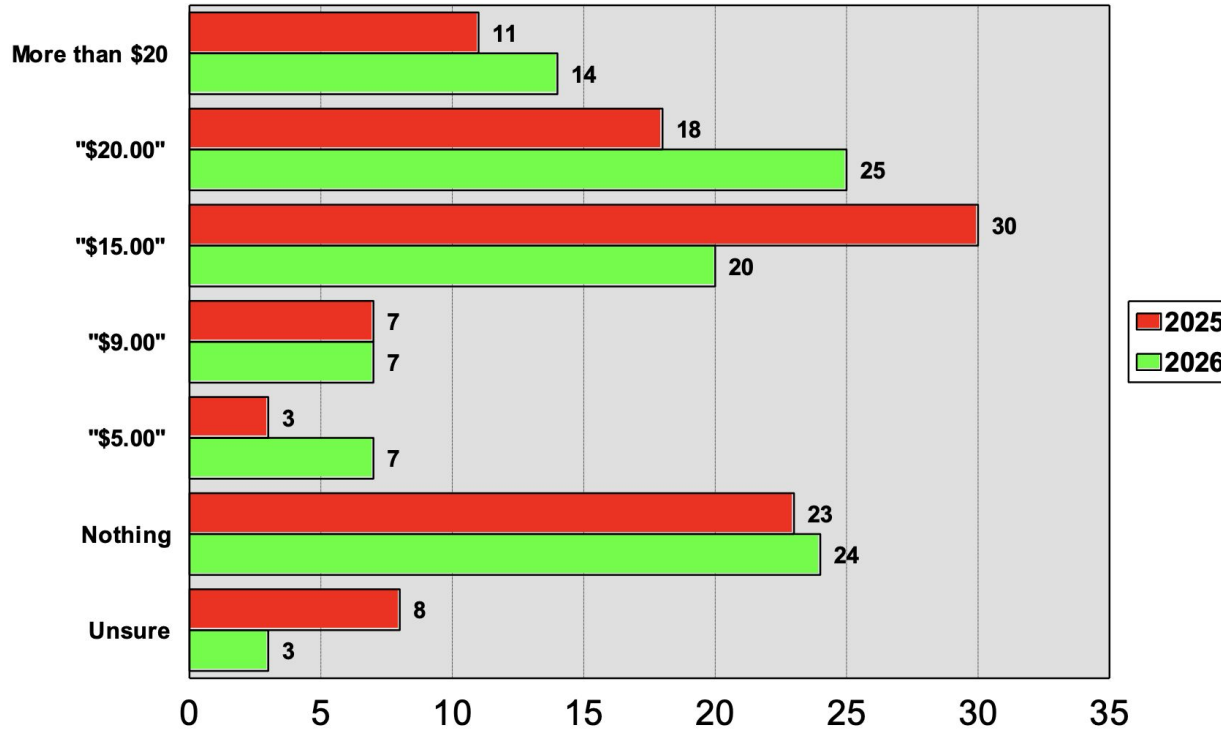
Support Monthly Property Tax Increase for Bond Referendum

2026 February Statewide Survey



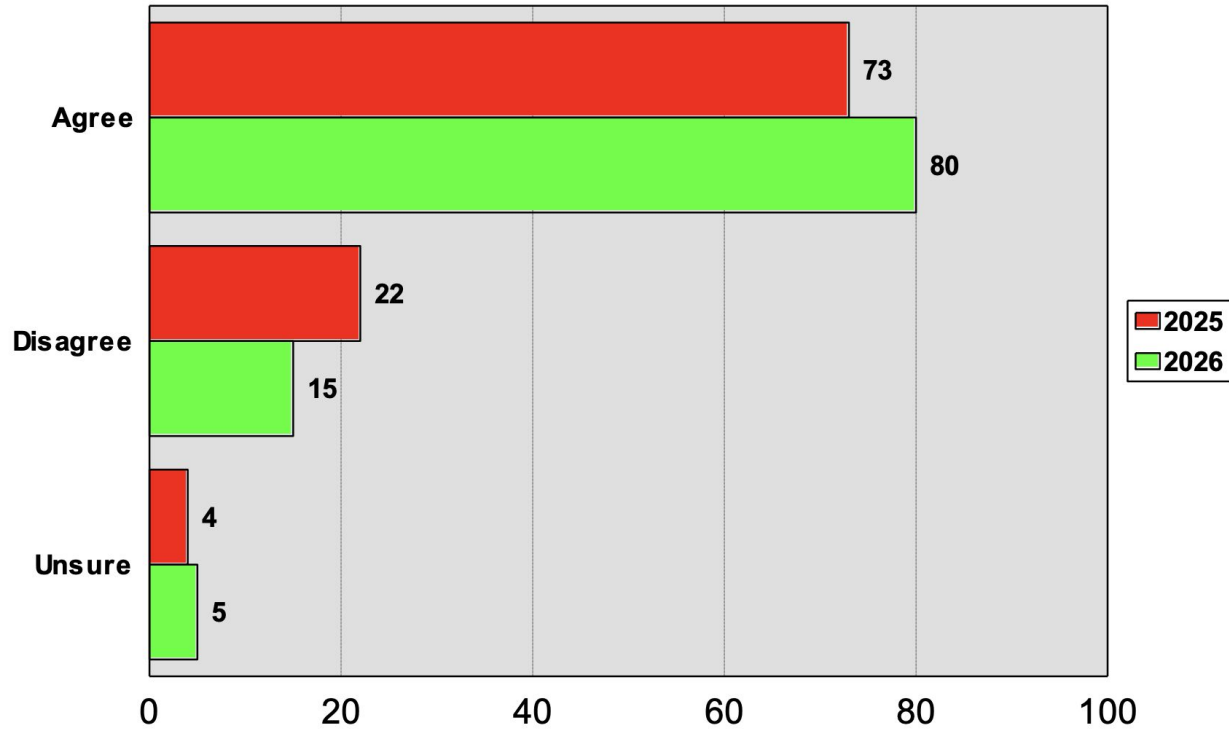
Support Monthly Property Tax Increase for Operating Levy

2026 February Statewide Survey



Trust to Do Right for Children

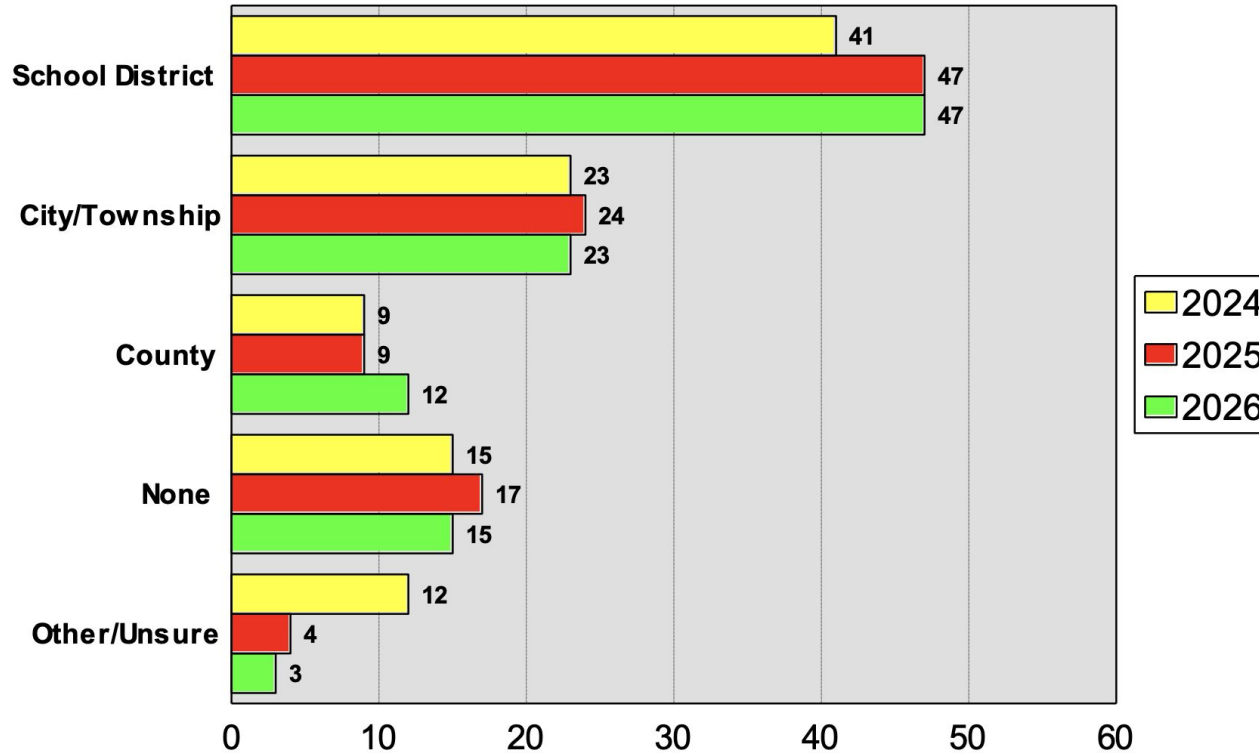
2026 February Statewide Survey



Morris Leatherman Company

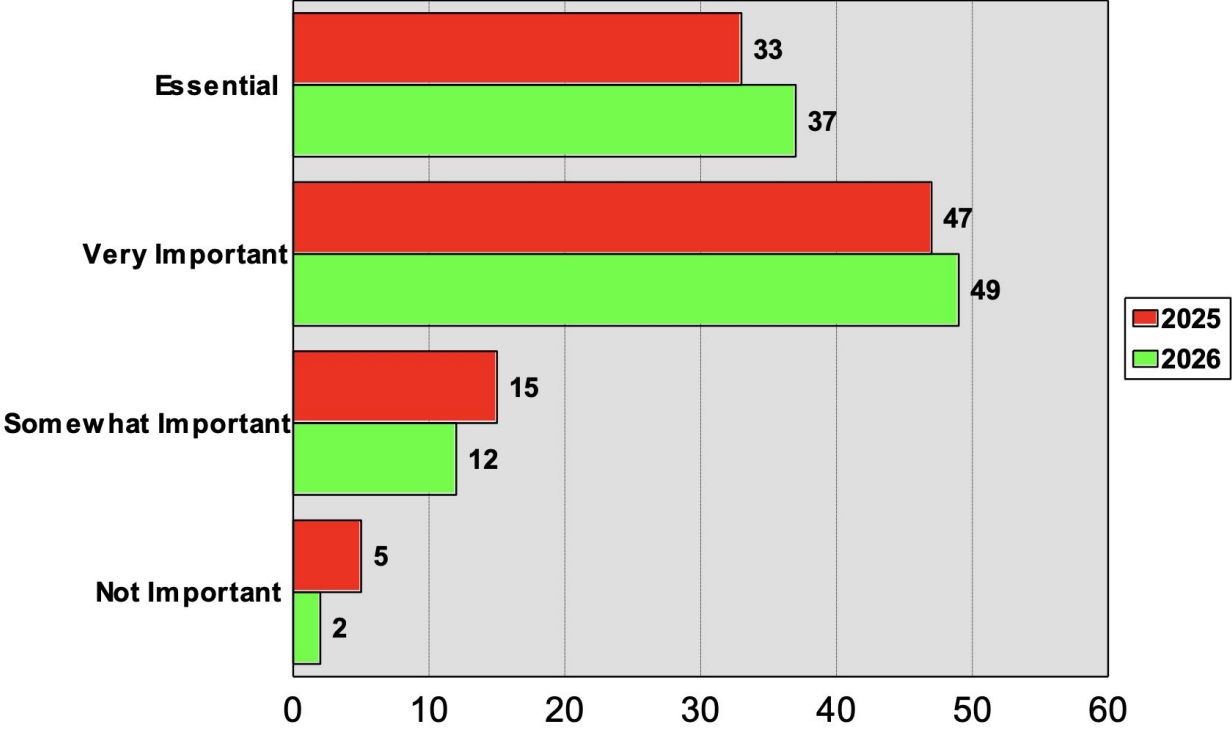
\$100 Tax Increase Go To....

2026 February Statewide Survey



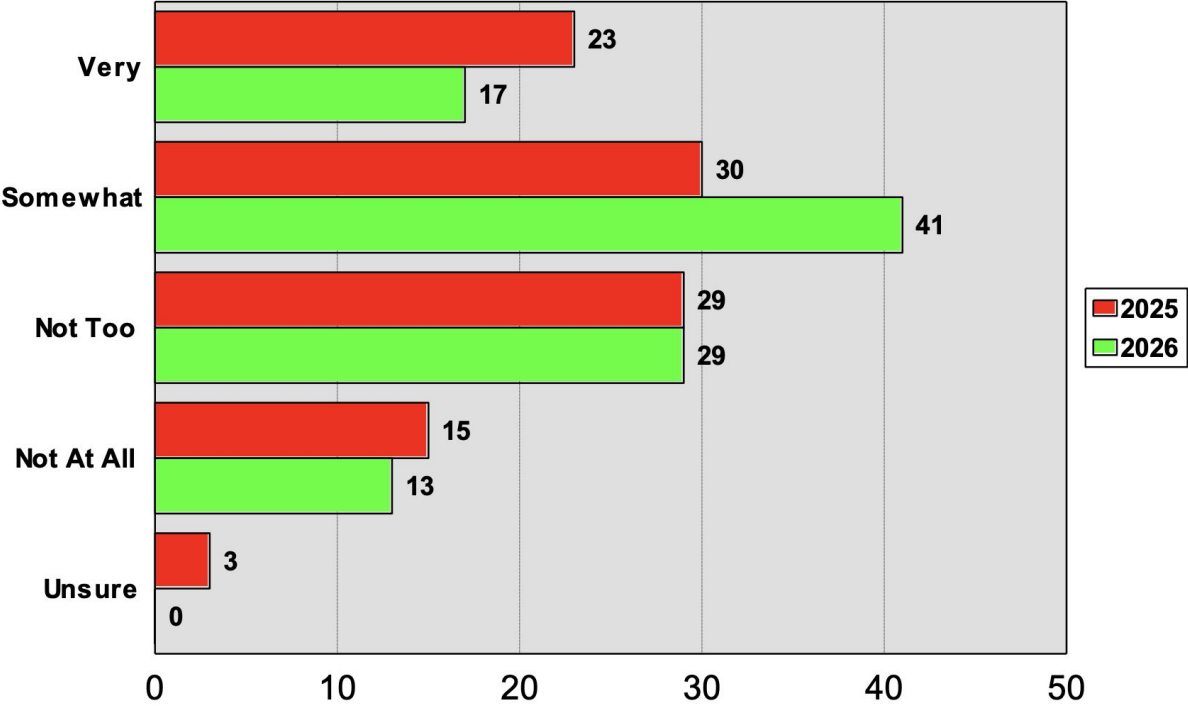
Importance of Technology

2026 February Statewide Survey



Concern about Screen Time in Schools

2026 February Statewide Survey





Planning



St. Louis Park
Public Schools

Proud Past. Prepared Future.

Tagline

Approachable, a little unexpected, and even fun!

Retro-inspired campaign

‘Proud Past’ acknowledges the strong foundation—what this community has built and maintained over time.

‘Prepared Future’ is about readiness. It’s not just about fixing things—it’s about making sure students, staff, and buildings are set up for what’s next.



Key Messaging

Proud Past

Our schools have served generations – but the systems behind them are aging.

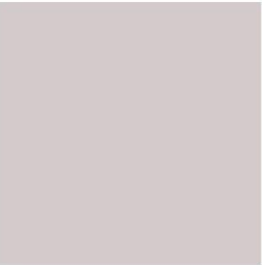
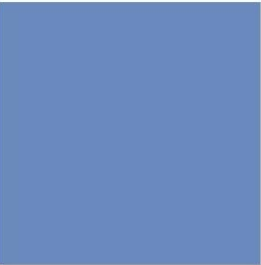
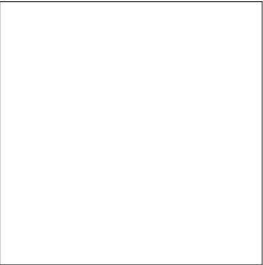
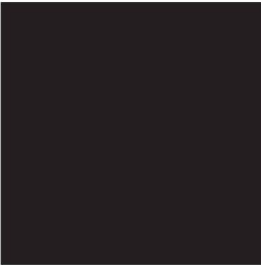
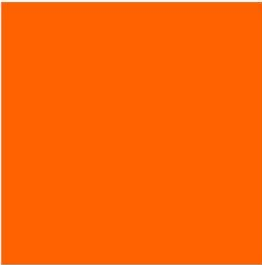
Practical Priorities

This proposal focuses on essential needs: safe, reliable buildings and the technology students and staff use every day.

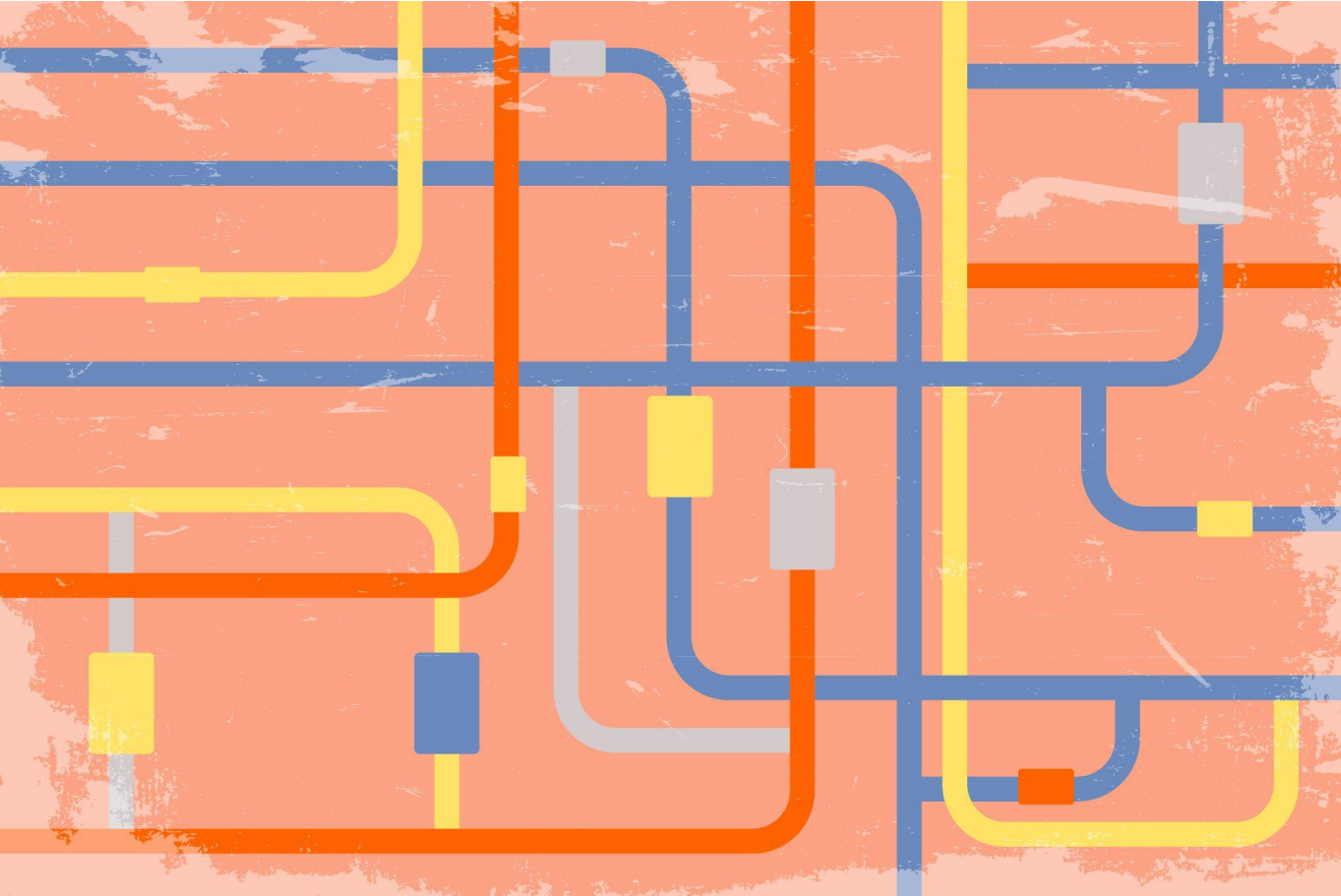
Prepared Future

Updating now keeps schools running smoothly and ready for the next generation.

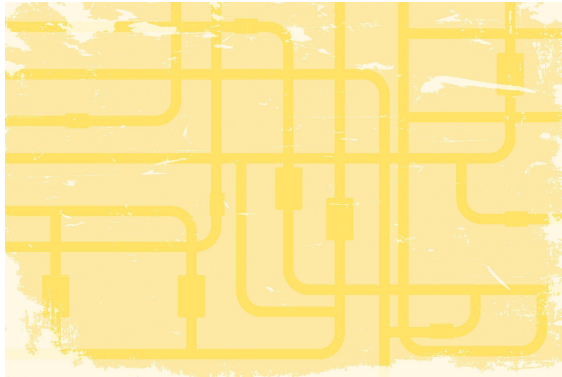
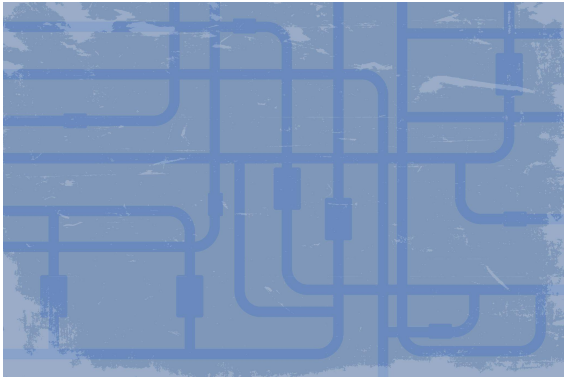
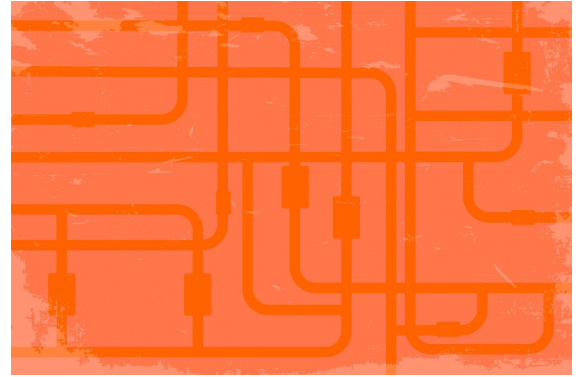
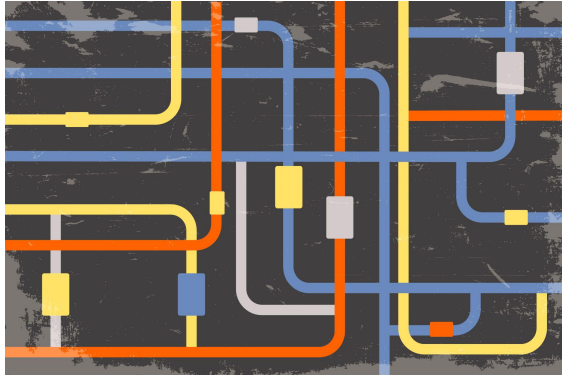
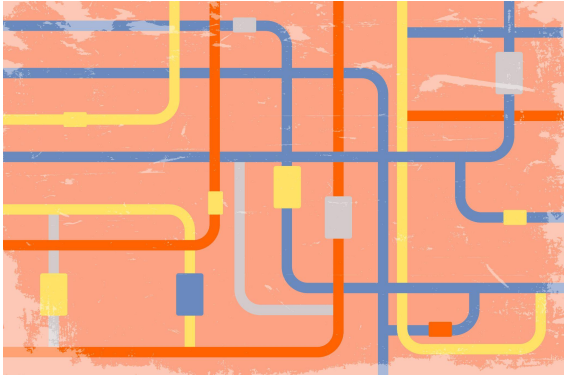
COLOR PALETTE



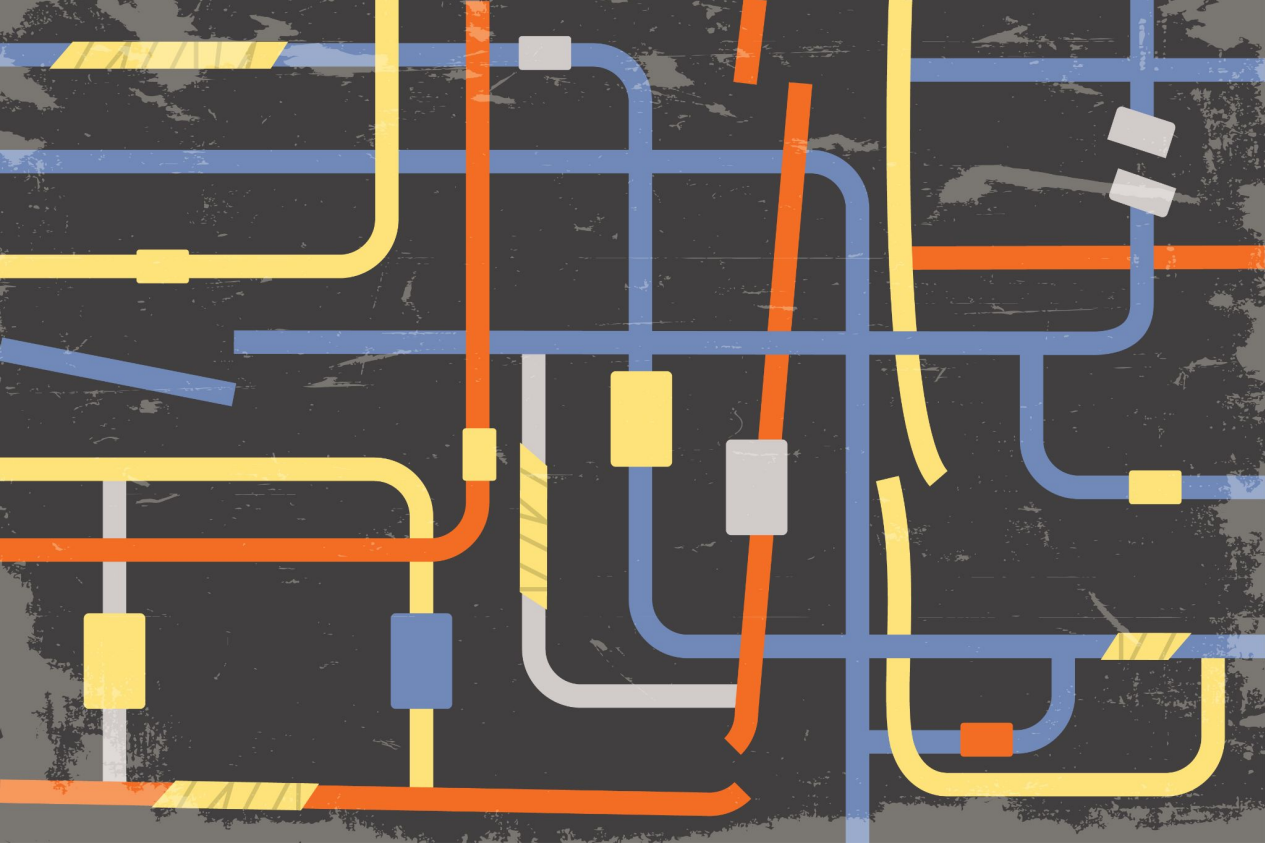
PATTERNS



PATTERNS



BROKEN PIPE PATTERN



REFERENDUM LOGO



The Question

The board of Independent School District No. 283 (St. Louis Park Public Schools), Minnesota has proposed **to issue general obligation school building bonds in an amount not to exceed \$50,000,000** to provide funds for the acquisition and betterment of school sites and facilities including, but not limited to, deferred capital maintenance projects and related capital improvements at various District facilities. The board of Independent School District No. 283 (St. Louis Park Public Schools), Minnesota has also proposed to **revoke its existing capital project levy authorization of 4.287% times the net tax capacity of the school district and to replace that authorization with a new authorization in the maximum amount of 10.127% times the net tax capacity of the school district.** The proposed new authorization will raise approximately \$9,860,228 for taxes first levied in 2026, payable in 2027, and will be authorized for ten (10) years. The estimated total cost of the projects to be funded over that time period is approximately \$98,602,280. The proposed authorization will provide funds for the acquisition, installation, support and maintenance of software, technology, technology systems and infrastructure, to pay the costs of technology related personnel and training, and security equipment. The projects to be funded have received a positive review and comment from the Commissioner of Education.

Shall the issuance of the general obligation school building bonds, revocation of the existing capital project levy authorization, and the new capital project levy authorization proposed by the board of Independent School District No. 283 (St. Louis Park Public Schools), Minnesota be approved?

Yes

No

**BY VOTING “YES” ON THIS BALLOT QUESTION, YOU ARE VOTING
FOR A PROPERTY TAX INCREASE**

Potential Tax Impact

Estimated Market Value	Annual Total	Monthly Total
\$300,000	\$259	\$22
\$400,000	\$361	\$30
\$500,000	\$462	\$39

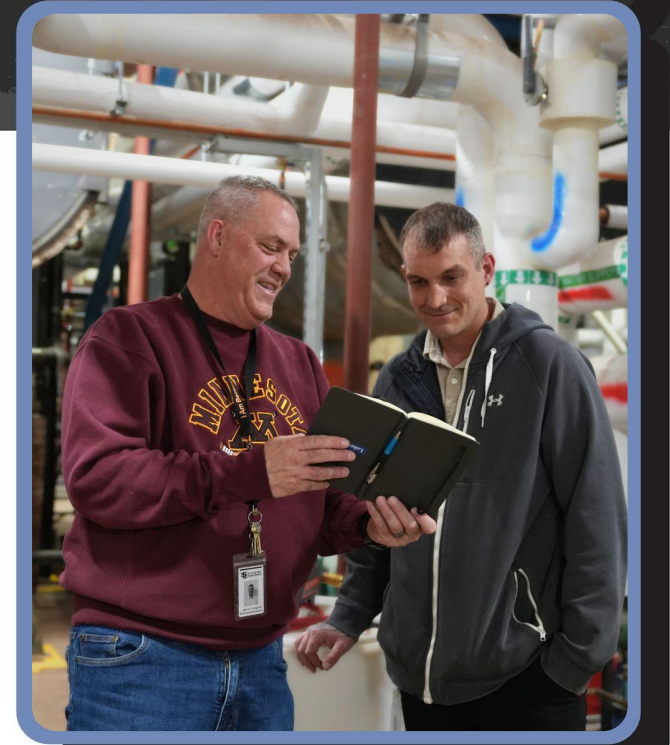
If the referendum passes, the average median household would pay \$30/month.

The image features a central white rounded rectangle with a thick orange border, containing the text "Communication Plan" in a bold, blue, sans-serif font. The background is a dark grey-blue with a complex network of colorful lines (blue, orange, yellow, and grey) and small square nodes, resembling a circuit board or a data network diagram. The lines are of varying thickness and some have small square nodes at their intersections or ends.

Communication Plan

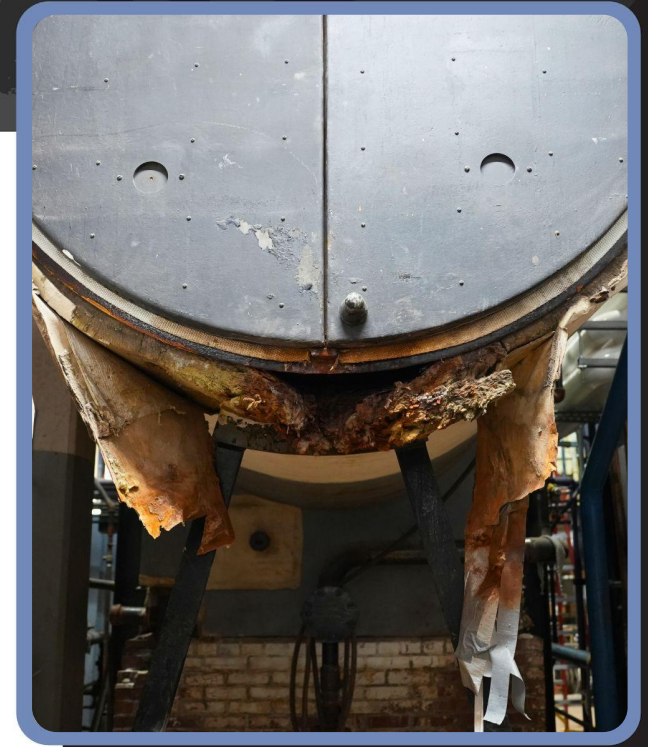
Communication to the Community

- First communication sent to school community next week
- Staff information on do's and do not's will be shared next week
- Building an informational webpage
- Capturing photos for content
- Filming videos and social media content
- Building a social media campaign



Communication to the Community

- Hosting seven in-person information sessions at each school building in May and June
- Hosting one virtual information session
- Sending mailing to St. Louis Park residents in June



**Earliest Publish Date (70
days before August 11)**

May 2



Call for Election

March 24



**Latest Publish Date (48
Days Before August 11):**

June 24

Election Day:

August 11



**St. Louis Park
Public Schools**

PROUD PAST.
Prepared future.



Maintaining our schools today helps
prepare students for tomorrow.

Proud Past

Our schools have served generations—but the systems behind them are aging.

Practical Priorities

This proposal focuses on essential needs: safe, reliable buildings and the technology students and staff use every day.

Preparing Future

Updating now keeps schools running smoothly and ready for the next generation.



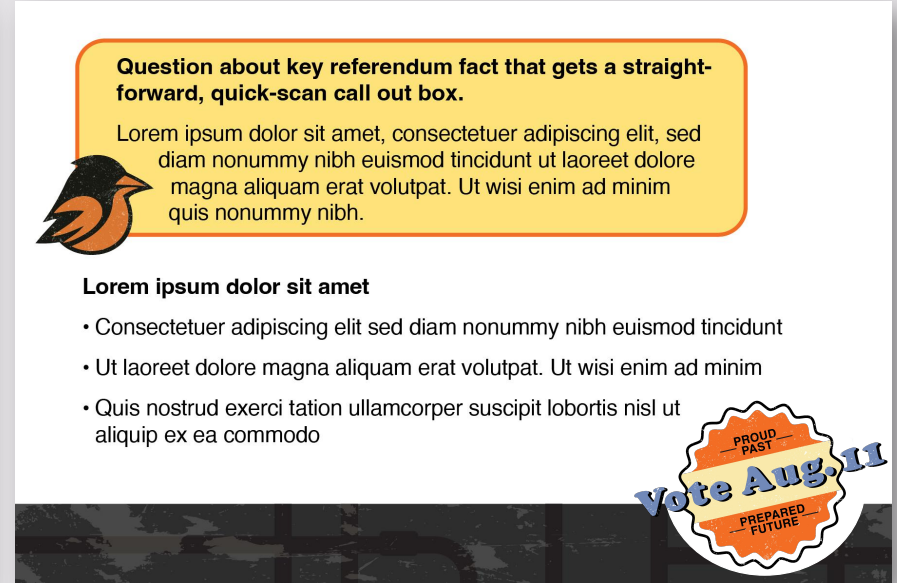
St. Louis Park
Public Schools

POSTCARD MOCKUP

Front



Back



PROUD
PAST

Vote Aug. 11

PREPARED
FUTURE



Guidelines for Staff



District Employees Can NOT:

- Use official position or district resources to advocate
- Urge a “yes” or “no” vote as a governing board
- Use slogans or persuasive messaging
- Use their title in a way that implies official endorsement
- Fund campaign materials supporting passage with public funds
- Coordinate messaging with advocacy groups using district resources
- Campaign on district time or while acting in official roles
- Use district communication channels for advocacy (email or phone)
- Engage in political activity near polling places. Minnesota law restricts campaigning at polling places to protect voters

District Employees CAN:

- Share official district information and resources that are factual and unbiased
- Display referendum-related lawn signs in their yards in alignment with local ordinances and regulations
- Put vote-yes or vote-no stickers on the vehicles they drive to school as an exercise of free speech
- District employees can participate in meetings and committees outside of regularly scheduled meetings
- Discussions about the referendum can be had in classroom settings in an informative and neutral way

District Informational Campaign

- The goal is an informed citizenry
- The district must provide information about the campaign in a neutral manner
- District funds must not be used to promote the election's outcome
- Districts may use funds for a neutral informational campaign

Citizen Promotional Campaign

- The promotional campaign operates independently of the district
- The goal is to pass the referendum
- The individuals who work on the promotional campaign have a great deal of latitude in their promotional work
- The promotional campaign raises and spends private funds



QUESTIONS?