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FINANCIAL SOLUTIONS

**RAYMOND JAMES**

# **LAKE COUNTY AREA SCHOOL DISTRICT SUPERINTENDENTS**

## **Review Of County School Facility Occupation Tax**

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January 16, 2026

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# COUNTY SCHOOL FACILITY OCCUPATION TAX ("CSFT" or "Sales Tax")

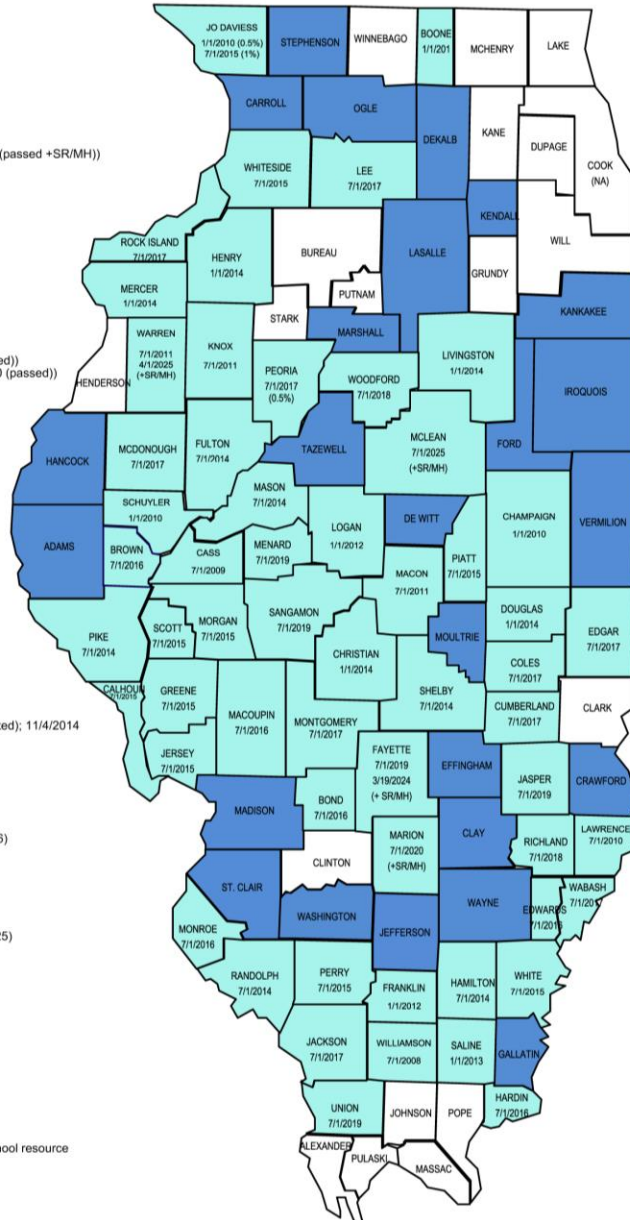
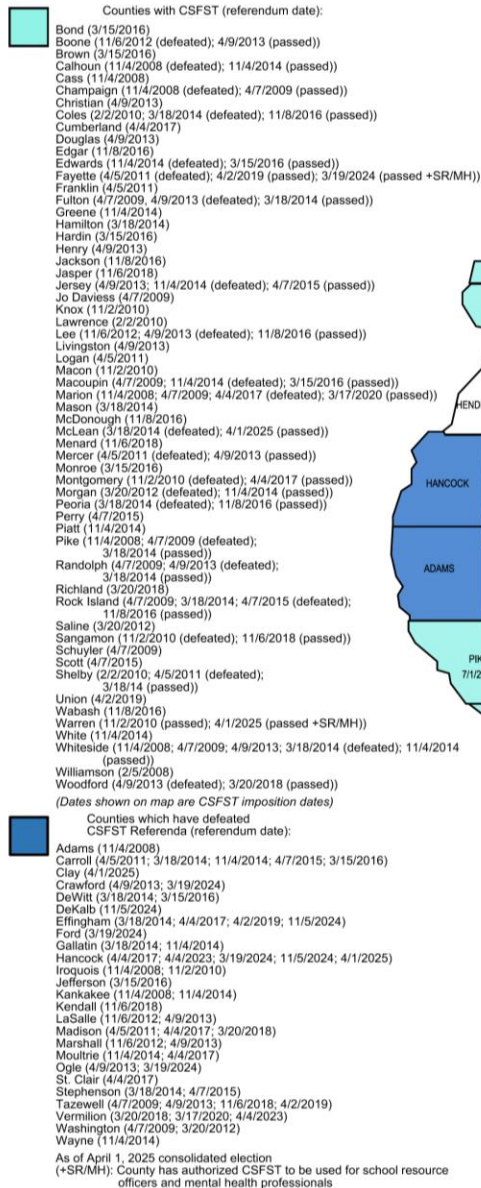


## SALES TAX OVERVIEW

- The County School Facility Occupation Tax (“CSFT”) law authorizes school districts representing a majority of students in any county, other than Cook County, to impose a county-wide sales tax after a successful referendum for School Facility Purposes (as defined herein)
  - The Law went into effect in October 2007 and has been amended to improve its usage and process for implementation
- The Sales Tax may be imposed in 0.25% increments (\$0.25 per \$100 of expenditures) and may not exceed 1%



# MAP OF COUNTIES WITH CSFT REFERENDA





# WHAT PURCHASES ARE EXCLUDED FROM THE CSFT?

- The Sales Tax Base includes everything in the municipal and county sales tax base except for the following:
  - Cars, Trucks, ATVs
  - Boats & RVs
  - Mobile Homes
  - Unprepared Food
  - Drugs (including over-the-counter) and vitamins
  - Farm Equipment and Parts
  - Farm Inputs
  - Services are not taxed
- It basically applies to all the items sold at department stores except those items only taxed at 1%



## WHAT IF MY DISTRICT IS IN MORE THAN ONE COUNTY?

- The District receives revenue for only those students living within the county
- The student does not have to attend a school located in the county
- Only students attending public school qualify



# SALES TAX RATES IN LAKE COUNTY

Current Sales Tax Rates in Lake County			
Local Government	Sales Tax Rate	Local Government	Sales Tax Rate
Antioch	7.00% <sup>(1)</sup>	Lake Villa	7.00% <sup>(1)</sup>
Barrington	8.00%	Lake Zurich	8.00%
Barrington Hills	7.00%	Lindenhurst	7.00%
Beach Park	7.00%	Long Grove	8.00% <sup>(1)</sup>
Bannockburn	7.50%	Lincolnshire	8.00%
Buffalo Grove	8.00%	Mettawa	7.00%
Cuba	7.00%	Mundelein	8.25%
Deerfield	8.00%	North Barrington	7.00%
Deer Park	8.00%	North Chicago	8.00%
Fox Lake	7.00% <sup>(1)</sup>	Old Mill Creek	7.00%
Fox River Grove	7.00%	Park City	8.00%
Fremont Center	7.00%	Port Barrington	7.00%
Gurnee	8.00%	Riverwoods	8.00%
Green Oaks	7.00%	Round Lake Beach	7.50%
Grayslake	7.00%	Round Lake Heights	7.00%
Hawthorn Woods	8.00%	Round Lake Park	7.00%
Highland Park	8.00%	Round Lake	7.00%
Highwood	9.00%	Third Lake	7.00%
Hainesville	7.00%	Tower Lakes	7.00%
Indian Creek	7.00%	Volo	8.00%
Island Lake	7.00%	Vernon Hills	7.25%
Kildeer	8.00%	Wauconda	7.00%
Lake Barrington	7.50%	Wadsworth	8.00%
Libertyville	8.50%	Winthrop Harbor	7.00%
Lake Bluff	8.00%	Wheeling	8.00%
Lake Forest	8.00%	Waukegan	8.50%
Lakemoor	7.00%	Zion	7.00%

(1) Antioch, Fox Lake, Lake Villa, Long Grove have separate business district taxes of 8.000%, 8.000%, 8.000%, 9.000% respectively.

Note: Above data reflects sales tax rates for general merchandise as reported on mytax.illinois.gov as of October 22, 2025. Reflects the sales tax rate in only the Lake County portion of the municipality, where applicable.



# ESTIMATED REVENUES BY DISTRICT AS OF JANUARY 2026

A	B	C	D	E	F	A	B	C	D	E	F
District	Total 2024-25 Housed Enrollment (PK-12)	% EAV in the County	Estimated County Enrollment	% of Total County Enrollment (1)	Share of Estimated 1% CSFT (2)	District	Total 2024-25 Housed Enrollment (PK-12)	% EAV in the County	Estimated County Enrollment	% of Total County Enrollment (1)	Share of Estimated 1% CSFT (2)
Winthrop Harbor SD 1	586	100.00%	586	0.5%	\$ 606,816	Aptakisic-Tripp CSD 102	2,557	100.00%	2,557	2.2%	2,647,828
Beach Park SD 3	1,996	100.00%	1,996	1.7%	2,066,901	Lincolnshire-Prairie View SD 103	1,878	100.00%	1,878	1.6%	1,944,709
Zion ESD 6	2,176	100.00%	2,176	1.9%	2,253,295	Bannockburn SD 106	165	100.00%	165	0.1%	170,861
McHenry ESD 15	4,025	1.79%	72	0.1%	74,558	Deerfield SD 109	2,714	100.00%	2,714	2.3%	2,810,405
Millburn SD 24	1,099	100.00%	1,099	0.9%	1,138,038	North Shore SD 112	3,730	100.00%	3,730	3.2%	3,862,495
Cary CCSD 26	2,372	5.89%	140	0.1%	144,973	Fox Lake GSD 114	600	100.00%	600	0.5%	621,313
Emmons SD 33	288	100.00%	288	0.2%	298,230	Township HSD 113	3,098	100.00%	3,098	2.6%	3,208,045
Antioch SD 34	2,574	100.00%	2,574	2.2%	2,665,432	Lake Forest HSD 115	1,359	100.00%	1,359	1.2%	1,407,274
Grass Lake SD 36	186	100.00%	186	0.2%	192,607	Antioch CHSD 117	2,647	100.00%	2,647	2.3%	2,741,025
Gavin SD 37	792	100.00%	792	0.7%	820,133	Mundelein CHSD 120	2,282	100.00%	2,282	1.9%	2,363,060
Big Hollow SD 38	1,653	100.00%	1,653	1.4%	1,711,717	Warren THSD 121	3,537	100.00%	3,537	3.0%	3,662,639
Lake Villa SD 41	2,388	100.00%	2,388	2.0%	2,472,825	Grant CHSD 124	1,769	100.00%	1,769	1.5%	1,831,837
Grayslake CCSD 46	3,650	100.00%	3,650	3.1%	3,779,653	Stevenson HSD 125	4,758	100.00%	4,758	4.1%	4,927,011
Woodland CCSD 50	4,563	100.00%	4,563	3.9%	4,725,084	Zion Benton HSD 126	2,533	100.00%	2,533	2.2%	2,622,976
Gurnee SD 56	1,836	100.00%	1,836	1.6%	1,901,217	Grayslake CHSD 127	2,583	100.00%	2,583	2.2%	2,674,752
Lake Bluff SD 65	877	100.00%	877	0.7%	908,152	CHSD 128	3,196	100.00%	3,196	2.7%	3,309,527
Lake Forest SD 67	1,652	100.00%	1,652	1.4%	1,710,681	Crystal Lake CHSD 155	5,203	1.32%	69	0.1%	71,451
Oak Grove SD 68	911	100.00%	911	0.8%	943,360	McHenry CHSD 156	2,214	0.16%	3	0.0%	3,107
Libertyville SD 70	2,190	100.00%	2,190	1.9%	2,267,792	Waukegan CUSD 60	13,640	100.00%	13,640	11.7%	14,124,513
Rondout SD 72	151	100.00%	151	0.1%	156,364	Lake Zurich CUSD 95	5,772	100.00%	5,772	4.9%	5,977,030
Hawthorn CCSD 73	3,496	100.00%	3,496	3.0%	3,620,183	Round Lake Area SD 116	6,358	100.00%	6,358	5.4%	6,583,845
Mundelein SD 75	1,570	100.00%	1,570	1.3%	1,625,769	Wauconda CUSD 118	4,186	83.72%	3,504	3.0%	3,628,467
Diamond Lake SD 76	810	100.00%	810	0.7%	838,772	North Chicago CUSD 187	3,637	100.00%	3,637	3.1%	3,766,192
Fremont SD 79	2,086	100.00%	2,086	1.8%	2,160,098	Barrington CUSD 220	8,026	43.45%	3,487	3.0%	3,610,863
Kildeer Countryside CSD 96	3,419	100.00%	3,419	2.9%	3,540,448	Total	135,788		117,037	100.0%	\$ 121,194,324

- If the 1% CSFT had been in place in Lake County from November 2024 through October 2025, estimated total sales tax revenue distributions to Lake County school districts would have been \$121.2 million (per the Illinois Department of Revenue)





## SALES TAX PAID BY NON-LAKE COUNTY RESIDENTS

- A report from PGAV Planners dated December 29, 2025 estimates that at least 52% of retail transactions in Lake County are generated by non-Lake County residents



# WHAT CAN THE SALES TAX BE USED FOR?

## **"School Facility Purposes" include:**

- New school buildings
- Additions & renovations to existing buildings
- Technology infrastructure
- Security, safety, disabled access
- Architectural planning
- Durable equipment that is not moveable
- Parking lots
- Demolition
- Fire Prevention and Life Safety
- Land acquisition
- Energy efficiency projects
- Roof improvements and repairs

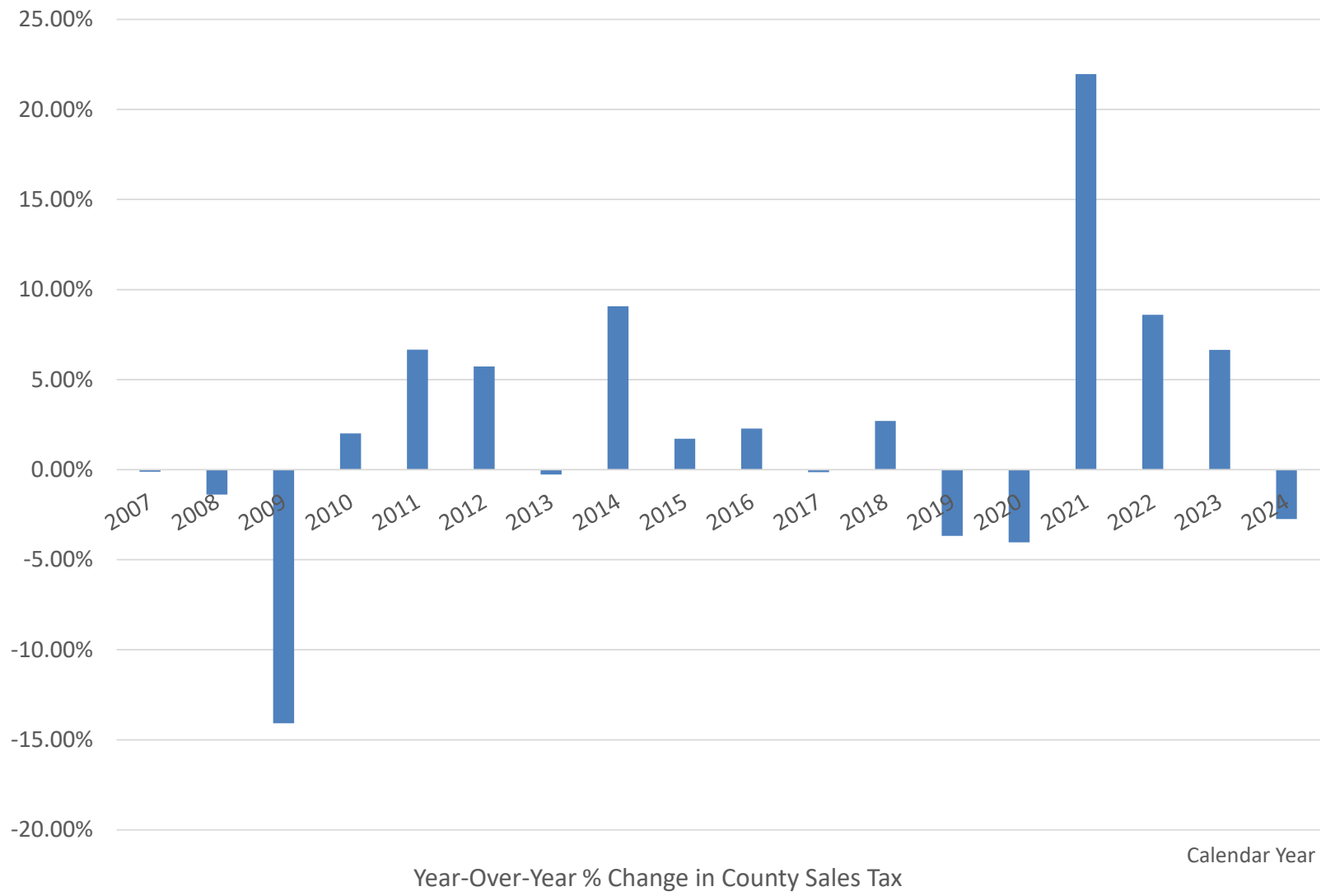
## **"School Facility Purposes" do not include:**

- Buses
- Textbooks
- Operating expenses including instruction and salaries\*
- Computers
- Moveable equipment
- Detached Furniture & Fixtures

**\*Except school resource officers and mental health professionals if included in ballot language**



# RATE OF GROWTH - LAKE COUNTY SALES TAX



\*Online sales are taxed beginning January 1, 2021.



## SALES TAX APPROVAL AND IMPOSITION

- Boards of Education that represent more than 50% of the student enrollment in a county approve a resolution (s) to place a CSFT question on the ballot
- Regional Office of Education (“ROE”) must certify the question to the County Clerk
- The County Clerk places the ballot at the next regularly scheduled election



# CSFT APPROVAL AND IMPOSITION

- Ballot Language (language from statute cannot be edited or amended):
  - *Shall a retailer's occupation tax and a service occupation tax (commonly referred to as a "Sales Tax") be imposed in (name of county) at a rate of \_\_% to be used exclusively for school facility purposes[,school resource officers and mental health professionals]?*
  - A majority of voters in the county are required to approve the tax
- After a successful referendum, the Sales Tax is imposed at the rate set forth in the ballot question
  - Sales Tax dollars start flowing to schools about four months after the tax is collected
  - A subsequent referendum is required to reduce or discontinue the Sales Tax (difficult to do if the Sales Tax is being used to pay debt service)



# SALES TAX DISBURSEMENT PROCESS

- The Department of Revenue collects the Sales Tax and the State Treasurer holds it in a separate fund until it is disbursed
- On a monthly basis, the ROE receives Sales Tax collections from the State
  - The ROE then has 30 days to disburse the Sales Tax collections to school districts in the county on an enrollment basis
  - Enrollment only includes students that reside in the county, not total school enrollment for multi-county districts
  - Enrollment is based on the fall housing report
- School districts must maintain Sales Tax proceeds in a special fund known as the School Facility Occupation Tax Fund
- Improved school district facilities do not have to be located in the County that imposed the tax for multi-county districts



## HOW CAN SALES TAX BE USED TO PAY FOR CAPITAL?

- Sales Tax revenue may also be used as follows:
  - Pay debt service on new debt issued for the School Facility Purposes listed on the prior slide (see Funding Options and Considerations)
  - Pay-as-you-go capital projects for the School Facility Purposes
  - Retire bonds or abate bond and interest tax levies or payoff bonds previously issued for the School Facility Purposes
- The exact use is not included as part of the ballot question and is determined by each district



# FUNDING OPTIONS AND CONSIDERATIONS

- For bonds paid solely from the Sales Tax revenue, there is no referendum requirement to construct a new building that is completed with Sales Tax dollars
- A district could issue alternate revenue bonds or debt certificates and repay the debt service with the Sales Tax revenue
  - Alternate revenue bonds require a 30-day petition period (7.5% of registered voters) and a bond issue notification act (BINA) hearing
  - These obligations do not count against the Debt Service Extension Base (DSEB) for school districts in tax capped counties
- Because the Sales Tax revenue is a new revenue for a district, a feasibility study may be required for most financing options





# ESTIMATED REVENUES AND USES BY DISTRICT AS OF JANUARY 2026

A	B	C	D	E	F	G	H	I	J	K
District	Total 2024-25 Housed Enrollment (PK-12)	% EAV in the County	Estimated County Enrollment	% of Total County Enrollment (1)	Share of Estimated 1% CSFT (2)	Estimated Alternate Revenue Bonds Issued with 0% Annual CSFT Growth, 1.25x Coverage, 5% Interest Rate for 20 Years (3)	Final Maturity of Existing G.O. Debt (4)	LY2024 Debt Service Levy (5)	Potential Abatement Based on Lesser of Estimated CSFT Revenue or LY2024 Debt Service	Estimated Impact of Potential Abatement (column J) on \$100,000 Home Value (6)
Winthrop Harbor SD 1	586	100.00%	586	0.5%	\$ 606,816	\$ 5,930,000	02/01/36	\$ 453,389	\$0.27	\$68.02
Beach Park SD 3	1,996	100.00%	1,996	1.7%	2,066,901	20,195,000	02/01/35	2,033,130	\$0.40	\$101.62
Zion ESD 6	2,176	100.00%	2,176	1.9%	2,253,295	22,015,000	n/a	-	n/a	n/a
McHenry ESD 15	4,025	1.79%	72	0.1%	74,558	730,000	n/a	-	n/a	n/a
Millburn SD 24	1,099	100.00%	1,099	0.9%	1,138,038	11,120,000	n/a	-	n/a	n/a
Cary CCSD 26	2,372	5.89%	140	0.1%	144,973	1,415,000	02/01/45	1,453,020	\$0.02	\$4.03
Emmons SD 33	288	100.00%	288	0.2%	298,230	2,915,000	12/01/40	600,011	\$0.19	\$47.90
Antioch SD 34	2,574	100.00%	2,574	2.2%	2,665,432	26,040,000	01/01/45	1,410,162	\$0.16	\$41.17
Grass Lake SD 36	186	100.00%	186	0.2%	192,607	1,880,000	n/a	-	n/a	n/a
Gavin SD 37	792	100.00%	792	0.7%	820,133	8,015,000	12/01/38	437,997	\$0.17	\$41.94
Big Hollow SD 38	1,653	100.00%	1,653	1.4%	1,711,717	16,725,000	11/01/35	1,133,094	\$0.20	\$50.01
Lake Villa SD 41	2,388	100.00%	2,388	2.0%	2,472,825	24,160,000	11/01/34	2,640,292	\$0.33	\$84.32
Grayslake CCSD 46	3,650	100.00%	3,650	3.1%	3,779,653	36,930,000	11/01/45	-	n/a	n/a
Woodland CCSD 50	4,563	100.00%	4,563	3.9%	4,725,084	46,165,000	11/01/40	5,828,483	\$0.23	\$57.60
Gurnee SD 56	1,836	100.00%	1,836	1.6%	1,901,217	18,575,000	01/01/36	3,596,009	\$0.26	\$66.75
Lake Bluff SD 65	877	100.00%	877	0.7%	908,152	8,875,000	12/30/34	2,271,780	\$0.11	\$29.09
Lake Forest SD 67	1,652	100.00%	1,652	1.4%	1,710,681	16,715,000	01/01/36	540,469	\$0.02	\$5.09
Oak Grove SD 68	911	100.00%	911	0.8%	943,360	9,215,000	n/a	-	n/a	n/a
Libertyville SD 70	2,190	100.00%	2,190	1.9%	2,267,792	22,155,000	01/01/34	876,731	\$0.06	\$16.04
Rondout SD 72	151	100.00%	151	0.1%	156,364	1,530,000	n/a	-	n/a	n/a
Hawthorn CCSD 73	3,496	100.00%	3,496	3.0%	3,620,183	35,370,000	01/01/40	7,768,744	\$0.22	\$55.42
Mundelein SD 75	1,570	100.00%	1,570	1.3%	1,625,769	15,885,000	01/01/35	1,755,996	\$0.33	\$84.11
Diamond Lake SD 76	810	100.00%	810	0.7%	838,772	8,195,000	01/01/37	881,484	\$0.23	\$58.32
Fremont SD 79	2,086	100.00%	2,086	1.8%	2,160,098	21,105,000	01/01/46	1,572,095	\$0.13	\$33.55
Kildeer Countryside CSD 96	3,419	100.00%	3,419	2.9%	3,540,448	34,590,000	n/a	-	n/a	n/a

(1) Based on proportion of District's EAV within the County. Actual distribution may differ pursuant to a detailed polling of each district.

(2) Based upon a 1% CSFT revenue estimate provided by IDOR for November 2024 through October 2025, less 2% State fee, less a 5% adjustment.

(3) For illustrative purposes only.

(4) As indicated in latest disclosure documents posted to [emma.msrb.org](https://emma.msrb.org) or the District's latest available audit as of January 2026.

(5) Based on Lake County bond levy allocation report for levy year 2024.

(6) Includes \$8,000 homeowner exemption.



# ESTIMATED REVENUES AND USES BY DISTRICT AS OF JANUARY 2026

A	B	C	D	E	F	G	H	I	J	K
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Aptakisic-Tripp CSD 102	2,557	100.00%	2,557	2.2%	2,647,828	25,870,000	05/01/43	5,608,824	\$0.23	\$58.77
Lincolnshire-Prairie View SD 103	1,878	100.00%	1,878	1.6%	1,944,709	19,000,000	09/01/40	432,469	\$0.04	\$9.23
Bannockburn SD 106	165	100.00%	165	0.1%	170,861	1,670,000	n/a	-	n/a	n/a
Deerfield SD 109	2,714	100.00%	2,714	2.3%	2,810,405	27,460,000	12/15/38	1,397,065	\$0.08	\$19.23
North Shore SD 112	3,730	100.00%	3,730	3.2%	3,862,495	37,740,000	12/01/42	14,079,097	\$0.13	\$33.37
Fox Lake GSD 114	600	100.00%	600	0.5%	621,313	6,070,000	01/01/35	852,940	\$0.18	\$46.17
Township HSD 113	3,098	100.00%	3,098	2.6%	3,208,045	31,345,000	01/01/38	6,015,065	\$0.06	\$16.17
Lake Forest HSD 115	1,359	100.00%	1,359	1.2%	1,407,274	13,750,000	11/01/43	12,045,992	\$0.04	\$10.25
Antioch CHSD 117	2,647	100.00%	2,647	2.3%	2,741,025	26,780,000	n/a	-	n/a	n/a
Mundelein CHSD 120	2,282	100.00%	2,282	1.9%	2,363,060	23,090,000	12/01/41	3,985,101	\$0.12	\$31.32
Warren THSD 121	3,537	100.00%	3,537	3.0%	3,662,639	35,785,000	11/01/38	6,555,996	\$0.13	\$33.73
Grant CHSD 124	1,769	100.00%	1,769	1.5%	1,831,837	17,900,000	n/a	-	n/a	n/a
Stevenson HSD 125	4,758	100.00%	4,758	4.1%	4,927,011	48,140,000	01/01/32	5,875,015	\$0.12	\$29.42
Zion Benton HSD 126	2,533	100.00%	2,533	2.2%	2,622,976	25,625,000	10/01/30	10,100	\$0.00	\$0.26
Grayslake CHSD 127	2,583	100.00%	2,583	2.2%	2,674,752	26,135,000	02/01/35	921,731	\$0.06	\$16.19
CHSD 128	3,196	100.00%	3,196	2.7%	3,309,527	32,335,000	n/a	-	n/a	n/a
Crystal Lake CHSD 155	5,203	1.32%	69	0.1%	71,451	700,000	12/30/34	1,248,370	\$0.00	\$0.45
McHenry CHSD 156	2,214	0.16%	3	0.0%	3,107	30,000	02/01/39	3,290,119	\$0.00	\$0.05
Waukegan CUSD 60	13,640	100.00%	13,640	11.7%	14,124,513	138,000,000	01/01/34	4,977,957	\$0.37	\$94.95
Lake Zurich CUSD 95	5,772	100.00%	5,772	4.9%	5,977,030	58,400,000	01/15/39	7,304,521	\$0.29	\$74.32
Round Lake Area SD 116	6,358	100.00%	6,358	5.4%	6,583,845	64,325,000	12/15/30	6,593,189	\$1.02	\$259.33
Wauconda CUSD 118	4,186	83.72%	3,504	3.0%	3,628,467	35,450,000	01/01/35	2,140,164	\$0.20	\$49.90
North Chicago CUSD 187	3,637	100.00%	3,637	3.1%	3,766,192	36,795,000	01/01/44	1,201,900	\$0.42	\$106.11
Barrington CUSD 220	8,026	43.45%	3,487	3.0%	3,610,863	35,280,000	12/01/45	9,003,733	\$0.11	\$26.63
Total	135,788		117,037	100.0%	\$ 121,194,324					

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(5) Based on Lake County bond levy allocation report for levy year 2024.

(6) Includes \$8,000 homeowner exemption.



# RISKS FOR DEBT OBLIGATIONS PAID FROM SALES TAX

- The annual Sales Tax revenues are subject to the following variables:
  - A district's share of Sales Tax revenue could decline if its enrollment is growing more slowly than other districts in the county
  - A sales tax is recognized as one of the most economically sensitive revenue sources and could be subject to dramatic fluctuations
- If the District sets its annual bond payment approximately equal to its estimated Sales Tax revenue stream by pledging other revenues, it risks having to use operating funds to make the bond payment in the event that the actual Sales Tax revenue stream is not adequate



## HOW DOES THE SALES TAX IMPACT DISTRICTS IN A TAX CAPPED COUNTY?

- The Sales Tax does not impact nor is it affected by PTELL
- The debt service extension base or DSEB is not affected by the type of debt issued payable from Sales Tax



# ELECTION DATES

Election Date	Type of Election
November 3, 2026	General
April 6, 2027	Consolidated
March 21, 2028	General Primary
November 7, 2028	General



# ELECTION TIMELINE FOR SALES TAX

Election Date	Fall 2026
Pass Resolution* (School Districts)	By August 17, 2026
Certify the Resolution* (County Clerk)	No later than August 26, 2026
Local Election Authority Post Copy of Election Notice	October 23, 2026
Election	November 3, 2026
File with IL Department of Revenue to Enact Tax	No later than May 1, 2027**
Sales Tax Goes into Effect	July 1, 2027
Regional Superintendent Receives Funds from State	~90 Days after July 1, 2027
District Receives New Sales Tax Revenues	October/November 2027

\*Per ICS 5/28



## KEY TAKEAWAYS

- Need unified support among most school districts in the county to be successful
- Each district will need to educate its voters on how the Sales Tax will be used (unlike a building bond referendum, the ballot question is not specific)
- Community more engaged when proceeds will be used for capital projects
- School districts should communicate benefit in terms of property taxes not paid (either through debt service abatement or GO building bonds that are not issued)
- **School districts should communicate the percentage of sales tax revenue generated by individuals who live outside the County**



# SALES TAX (CSFT) REFERENDUM CHECKLIST

- School districts convene to discuss the concept
- Individual school district Boards of Education vote to place a CSFT on a county-wide ballot (must collectively represent more than 50% of the student enrollment in the county)
- Regional Superintendent certifies the question to the County Clerk
- Countywide referendum effort begins
- CSFT referendum appears on the ballot





# REFERENDUM CAMPAIGN LAWS

- The Election Code prohibits the use of school district funds or resources to advocate for a CSFT referendum
- School districts may use funds to disseminate factual information about a CSFT referendum



## ROLE OF BOARD MEMBERS DURING A CSFT REFERENDUM CAMPAIGN

- The Illinois Ethics Act restricts the activities of Board members during a CSFT referendum campaign
- They may not promulgate their position on a referendum while on District property and/or while serving in their capacity as Board members
  - They may speak only to the facts
- Board members may not utilize District resources to support a position on a CSFT referendum



## ROLE OF BOARD MEMBERS DURING A CSFT REFERENDUM CAMPAIGN, CONTINUED

- When off District property, Board members may participate in CSFT referendum campaign activities as individuals (not as members or officers of the Board)
  - Consider using a disclaimer such as “This is in my capacity as a taxpayer/citizen and not in my official capacity as a Board member”
- Board members may not require other Board members or employees to perform any CSFT referendum campaign activities, nor may they compensate them for such activities



# ROLE OF SCHOOL DISTRICT EMPLOYEES IN A CSFT REFERENDUM CAMPAIGN

- The activities of District employees are also restricted
- Employees may not engage in CSFT referendum-related activities while on compensated time
- When they are “off the clock” and away from District property, employees may participate in CSFT referendum campaign activities that do not use District resources (eg: District email)
  - Employees may do the following:
    - Post yard signs
    - Distribute CSFT referendum campaign literature
    - Encourage yes votes
    - Wear “vote yes” buttons
    - Attend CSFT referendum campaign committee meetings
    - Contribute to CSFT referendum campaign committees



# SUCCESSFUL CSFT REFERENDUM STRATEGIES

- Develop one unified message/theme for the referendum
- Create one common educational brochure that all school districts can use
  - Each school district may create a supplement with details about how it will use the CSFT
- CSFT referendum campaign leaders include representatives from each school district
- Develop a communication plan that includes outreach to key influential groups and leaders in the County



# QUESTIONS?

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