



BE INFORMED. BE SAFE. *Please follow CDC guidelines as you exercise your right to vote!*

- **VISIT MYVOTE.WI.GOV** to register (extended through March 30), obtain an absentee mail-in ballot, and to stay informed about current voter information
- **VOTE ABSENTEE BY MAIL**
 - Visit MYVOTE.WI.GOV to request a mail-in ballot by April 2
 - You must have an official photo ID on file or be prepared to upload a picture of your driver's license or a state-issued identification card
- **VOTE EARLY, IN-PERSON**
 - Avoid lines by voting early at your Municipal Clerk's office through April 3 (please call to confirm hours)
 - You must bring a photo ID to vote



Vote



April 7

PITTSVILLE SCHOOL DISTRICT
REFERENDUM 2020

CAREER & TECHNICAL EDUCATION

Making a difference ...

**DID YOU
KNOW?**

Celebrate the 421 credits earned in last 3 years!

All students grade 7-12 take CTE courses.

Through the CTE Academy, all juniors are required to participate in at least 3 job shadows and must complete a minimum 9 week senior capstone internship as a graduation requirement. Many of the internships are paid.

The CTE Academy has active relationships with over 75 area businesses and community partners.

Between 45% and 50% of our graduating seniors earn at least one industry recognized certification prior to graduation.



PITTSVILLE SCHOOL DISTRICT FACILITY & REFERENDUM PLANNING TIMELINE

OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
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Community Outreach



Survey Results (10.14.19)

Board Workshop (10.24.19)

- Review Data
- Refine Scope
- Consider Preliminary Cost & Tax Impact
- Establish Key Milestones
- Discuss Preliminary Communications

Board Workshop (11.11.20)

- Data Requests
- Finalize Project Scope & Cost

Develop Communications & Community Outreach Plan



Board Meeting (12.9.19)

- Finalize Project Scope Costs & Tax Impact
- Review Draft Ballot Resolution

Bond Counsel Finalizes Ballot Resolution Language

Planning Team Finalizes Communications & Community Outreach Plan

Board Meeting (1.13.20)

- Adopt Ballot Resolution (deadline of 1.25.20)
- Communication & Outreach
- Advocacy Guidelines



Implement Communications & Community Outreach Plan

- Material development
- Community mailings
- Community conversations
- Referendum Information Presentations
- Open House & School Tours



Referendum
April 7, 2020

WHY IS THE DISTRICT PROPOSING A \$6.7M REFERENDUM?

Comprehensive Assessment of CTE Program & Facilities Needs

Community Priorities & Feedback

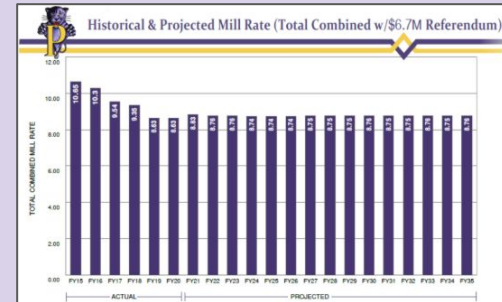
- Listening Sessions (2017-18)
- Community Survey (2019)

KEY FINDINGS:

- ✓ **Outdated CTE Facility & Aging Infrastructure**
- ✓ **CTE Program Demand**
- ✓ **Financial Planning & Favorable Timing**

DID YOU KNOW?

67% of community survey participants **recommended the Board pursue a referendum**; a majority supported funding for school improvement projects of \$21 annually (per \$100k of property value)



CAREER & TECHNICAL EDUCATION

Teaching and learning in relevant space, matters ...

Agriculture Science classes operate out of a 1200 square foot classroom without lab space or running water.

Our Ag Mechanics class is currently taught in the back room of the maintenance shed where we also store topsoil and supplies for our greenhouse.

We offer large and small animal veterinary science classes without having lab space or the ability to have animals overnight.

All students grade 7-12 take CTE courses.

School year 2018-'19, Pittsville students earned 170 college credits (421 credits from 2016) through a dual credit program and 45% of graduates earn technical college credits prior to graduation and 41% enroll in Technical College.

Our current CTE building was built in 1968 and is a stand alone steel-framed building. Although it met the needs in 1968, it was not possible to design it to meet societal and educational needs of 2020 and beyond.

PROPOSED FACILITY SOLUTIONS

New CAREER & TECHNICAL EDUCATION FACILITY

- Located east of auditorium on two parcels of land
- Adaptable, 25,000 square feet
- Perimeter sidewalk, fencing, and paved access to labs
- Modern CTE classroom/lab space for grades 7-12
- Safety upgrades
- Efficient mechanical, electrical, plumbing and HVAC systems
- Large-group conference space
- Secured main entry; interior/exterior security upgrades

Elementary School Primary Wing Roof Replacement

- Structural redesign & replacement with metal roof to extend life span and decrease long-term maintenance needs

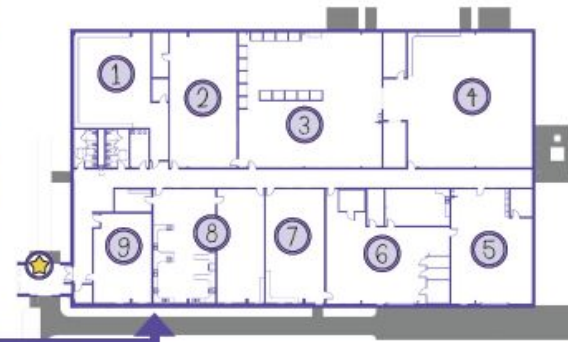
High School Boiler Replacement

- Replacing 1983 boiler



PRELIMINARY SITE PLAN

New CTE Facility



PRELIMINARY SITE PLAN | KEY

-  Secure Main Entry/Corridor
-  Business Ed Classroom/Lab
-  Technical Ed Classroom/Fabrication Lab
-  Metals Manufacturing
-  Woods Manufacturing
-  Agriculture Mechanics Lab
-  Sm/Lg Animal Lab & Processing
-  Agriculture Ed Classroom
-  Family & Consumer Science Classroom/Lab
-  Lg Group Conference & Meeting Room
-  Heavy Construction | ES Primary Wing Roof Replacement
-  HS Boiler Replacement
-  Re-purpose for Maint Shop & Equipment/Supply Storage (Current Tech Ed Facility)

PRELIMINARY RENDERINGS

New CTE Facility



[CTE FACILITY VIDEO](#)

HOW WILL THE REFERENDUM AFFECT TAXES?

ESTIMATED TAX IMPACT

How will the referendum affect taxes?

If approved, the estimated maximum tax rate increase over current levels will be 0.20 in 2021 and then declines to an average increase of 0.13 in 2022-35.

The tax increase is not additive and reflects an increase based on the FY20 school tax level.

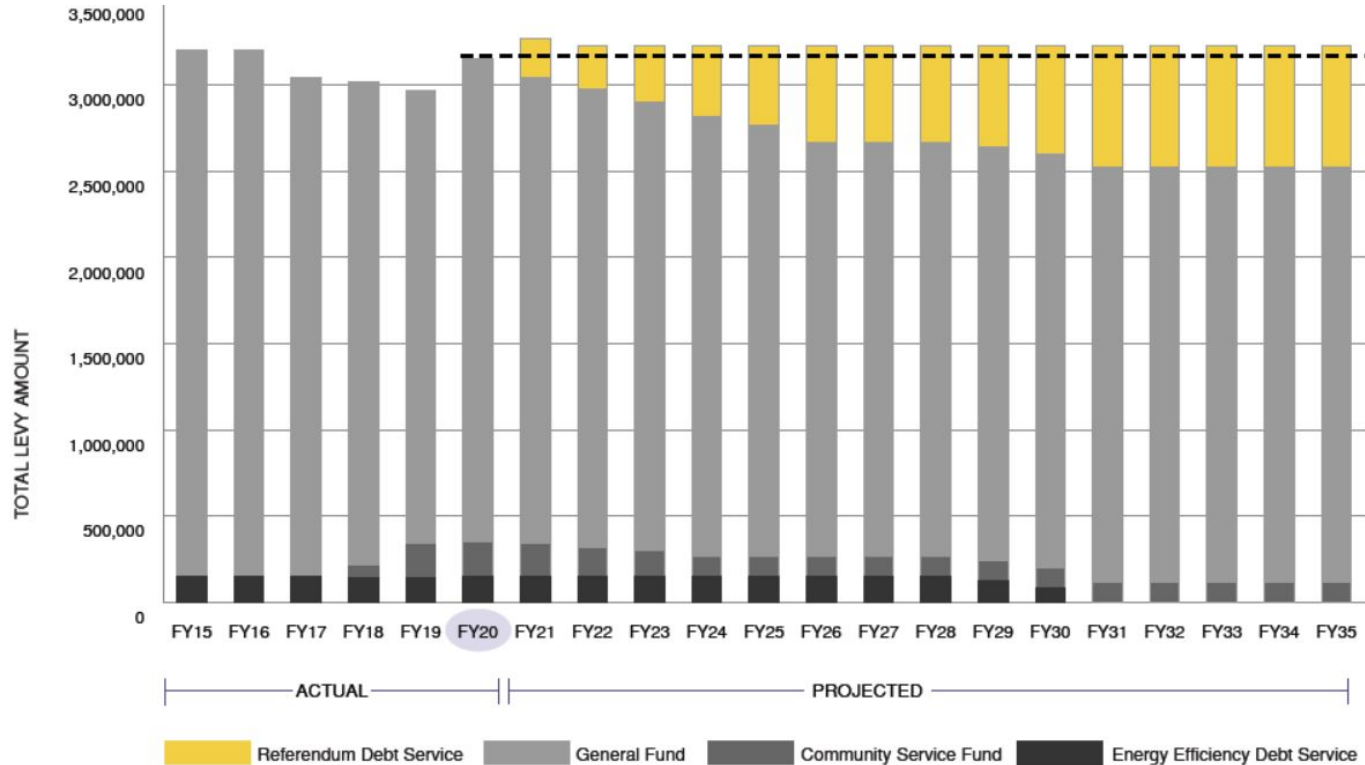
NOT TO EXCEED TOTAL PROJECT COST: \$6.7M	MAXIMUM PROPERTY TAX INCREASE: \$0.20 (PER \$1,000 OF EQUALIZED PROPERTY VALUE; OVER FY20 LEVEL)	
	ANNUAL Estimated Tax Increase	MONTHLY Estimated Tax Increase
\$100,000 of Equalized Property Value	\$20.00	\$1.70
\$150,000 of Equalized Property Value	\$30.00	\$2.50
\$250,000 of Equalized Property Value	\$50.00	\$4.20

Estimated tax impacts are based on a 15-year borrowing with a projected interest rate of 3.25% and 1% annual property growth.
Source: PMA Securities, LLC

TO LEARN MORE ABOUT TAX IMPACT ASSUMPTIONS AND TO CALCULATE YOUR ESTIMATED TAX IMPACT VISIT: www.pittsville.k12.wi.us

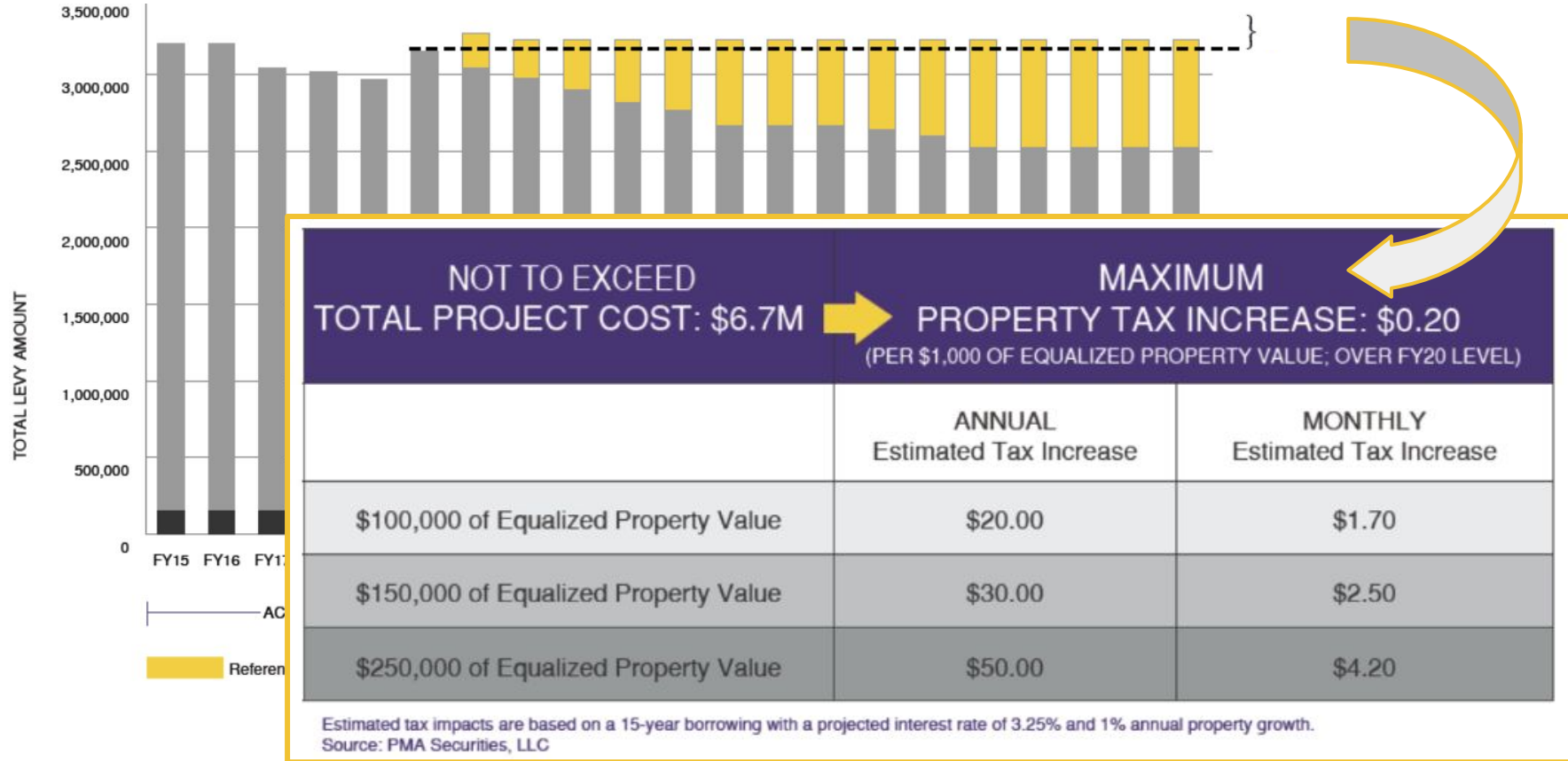
WHAT IS THE PROJECTED IMPACT ON THE TOTAL LEVY?

With an approved \$6.7M referendum...



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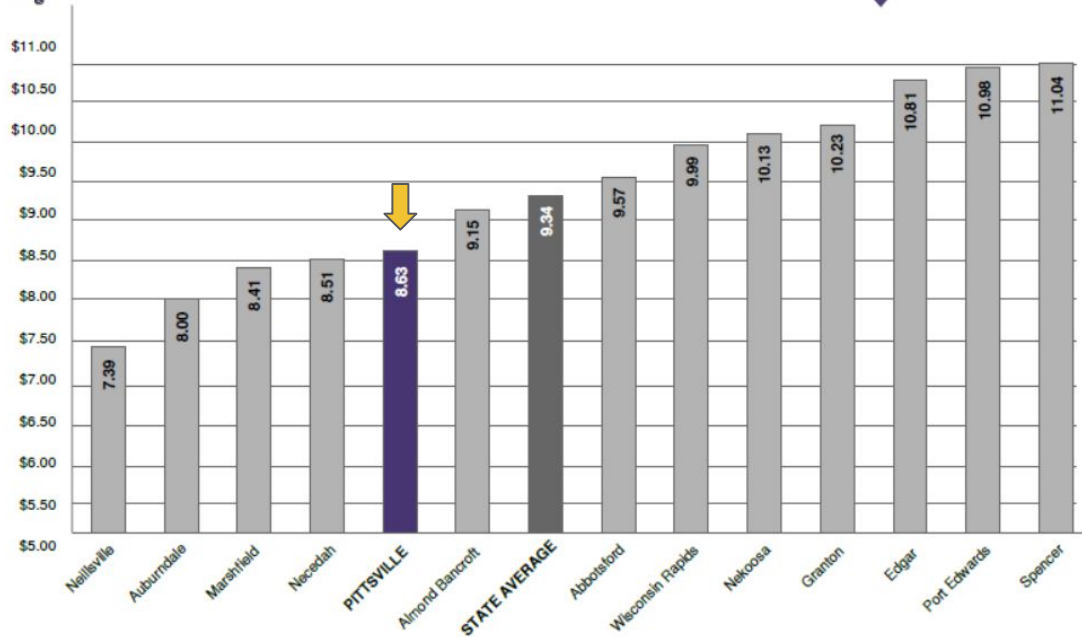


HOW DOES PSD'S MILL RATE COMPARE?



2019 - 2020 Tax Mill Rate Comparison

(Source: WI Department of Public Instruction)



DID YOU KNOW?

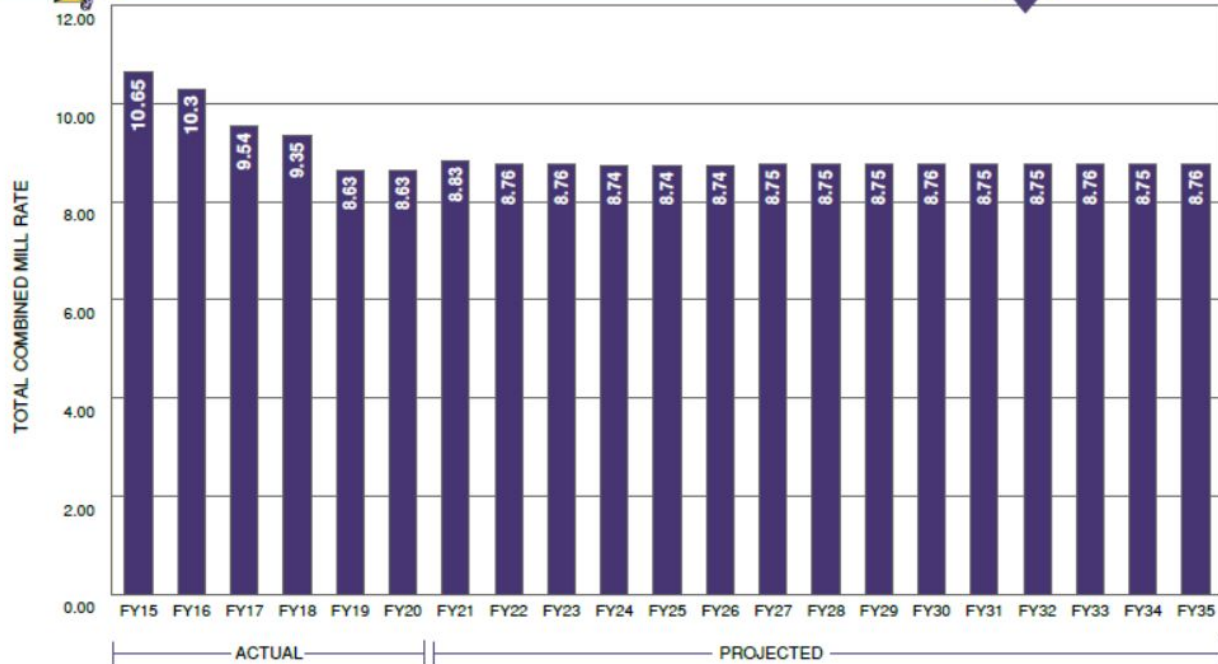
- PSD's mill rate has decreased by \$2.02 since 2015
- PSD's mill rate remains below the state average and among the lowest in our region
- PSD's mill rate **with an approved \$6.7M referendum** is estimated to be \$8.83 in 2021 then declines to an average of \$8.76 in 2022-35

WHAT IS THE PROJECTED IMPACT ON THE MILL RATE?

With an approved \$6.7M referendum....



Historical & Projected Mill Rate (Total Combined w/\$6.7M Referendum)



FAQs

Why not renovate existing space or build on the current site?

What will be done with the current Tech Ed facility?

When will a detailed design for the new CTE Facility be available?

Will the tax impact associated with the referendum go up each year?

...and more at www.pittsville.k12.wi.us

COMMUNICATIONS

How will we keep RESIDENTS informed?



Pittsville School District
1000 Chestnut Hill, Suite 2
Pittsville, WI 54486

On January 13, the School Board unanimously approved a ballot referendum to replace the current CAREER & TECHNICAL EDUCATION FACILITY. The project includes a new Career & Technical Education Facility, a new High School, and a new High School Annex.

THANK YOU
for staying your goals for Pittsville School!

COMMUNITY SURVEY FEEDBACK

67% recommend that the ballot pass a REFERENDUM

62% support a new CAREER & TECHNICAL EDUCATION FACILITY

60% support a new HIGH SCHOOL, ANNEX AND HIGH SCHOOL ANNEX

58% support a new HIGH SCHOOL ANNEX

57% support a new HIGH SCHOOL ANNEX

56% support a new HIGH SCHOOL ANNEX

Pittsville School District Prepares for April 7 Facilities Referendum

POSTCARDS

- KNOW THE FACTS**
PROPOSED PROJECT - New Career & Technical Education Facility - Community School Primary Wing roof replacement - High School Annex
PROJECT COST (NOT TO EXCEED) - \$6.7M
ISSUING REFERENDUM FOR VOTING - 2020 (if passed we cannot raise 70% per 91% of qualified property value for 10 years)
- STAY INFORMED**
BRIEFING - Information Fair Tour - coming in February
MEETING - See agenda for all public participation opportunities and upcoming events
ADVIS - Referendum set for Open House - February 17, April 4, 6, 8, 10, 11, 13, 15, 16, 18, 19, 21, 23, 25, 27, 29, 30, 31, 2020
ATTN: Referendum set for Open House - School Tour - March 11, 2020 7:30 a.m. - High School
- ASK QUESTIONS**
Referendum set for Open House - School Tour - March 11, 2020 7:30 a.m. - High School

VOTE Pittsville School District | REFERENDUM 2020

April 7

PRELIMINARY RENDERING & SITE PLAN

Career & Technical Education Facility

DISPLAY BOARDS & VIDEO

PRELIMINARY DESIGN & CONSTRUCTION TIMELINE

- DESIGN & CONSTRUCTION DOCUMENTS: Spring 2020
- BID: Summer 2020 (CTE Facility) | Winter 2020 (ES Primary Wing Roof)
- CONSTRUCTION: Fall 2020 - Fall 2021

WHAT IS ON THE BALLOT APRIL 7?

Proposed Project

New Career & Technical Education Facility
Elementary School Primary Wing Roof Replacement
High School Boiler Replacement

Total (NOT-TO-EXCEED) Cost: \$6.7M

WHAT IS THE ESTIMATED TAX IMPACT?

Year	Estimated Annual Property Tax Increase
2020	0.1%
2021	0.1%
2022	0.1%
2023	0.1%
2024	0.1%
2025	0.1%
2026	0.1%
2027	0.1%
2028	0.1%
2029	0.1%
2030	0.1%

HOW CAN I LEARN MORE?

Website
Referendum Information @ www.pittsville.k12.wi.us
Vote Information @ www.pittsville.wi.gov

Email
Questions to info@pittsville.k12.wi.us

Call
District Office @ 715.884.8694

Referendum 2020 NEWSLETTER

Dear Community,

The Pittsville School District is proud to be at the core of our community and to have served generations of families, students, and residents. We focused in common a desire for educational excellence, a respect for tradition, a need for fiscal responsibility, and a lifelong commitment to make a difference for all students.

As we plan for the future, our goals must build on past success and ensure relevance for the educational curriculum and spaces we need today and anticipate for future generations. The April 7 referendum offers an opportunity to improve our facilities that have served us well for generations but now require updating. The proposed new CTE Facility supports our community's priority for advancing career, agriculture and technical education, and equips classrooms and labs with the necessary tools and technology. The proposed referendum also addresses community concerns to replace the problematic Elementary School Primary Wing roof and 1963 High School.

In this newsletter, you will find comprehensive referendum information including and building on the current site presents critical challenges (see FAQs); how it fits intentionally within the new CTE Facility (see Preliminary Site Plan); and, project will be for our residents (see Tax Impact Chart). You will note relevant details and reports, and learn how you can participate in upcoming events (see Referendum Information Night & School Tour), register to vote, and much more!

We encourage you to learn the facts, ask questions, and commit to being an informed voter on April 7!

Our best, for their best.

-Rodney Figueroa, Superintendent & the Pittsville School Board
Mandy Hoogesteger, Melissa Mari, Connie Potter, Jane Waseley and Robert Wolf

DID YOU KNOW?

67% of community survey participants (n=2019) recommended that the School Board pursue a referendum, a majority supported funding for school improvement projects up to \$21 annually (per \$100,000 of property value).

Pittsville's CTE Academy collaborates with over 75 business and community partners. Working together across teaching disciplines and in partnership with local experts, educators, and businesses, positively impacts student achievement.

Since 2014, PHS students have participated in 900 job shadowing and 200 internships in the fields of engineering, welding, manufacturing, electrical, construction, plumbing, agricultural production, farming, IT, banking, childcare, accounting, teaching, healthcare, and law enforcement.

Referendum 2020 NEWSLETTER

Referendum 2020 NEWSLETTER

What will be on the ballot?

Wisconsin law requires the referendum question be placed on the ballot as follows. It will include a key fact: not-to-exceed project cost and general project description. It will not contain important project information. Please review information on the TAX IMPACT CHART found inside.

Referendum

Shall the School District of Pittsville, Wood, Jackson, Clark and Janesau Counties, Wisconsin be authorized to issue pursuant to Chapter 67 of the Wisconsin Statutes, general obligation bonds in an amount not to exceed \$6,700,000 for the purpose of paying the cost of a lab/robot building and improvement program consisting of: the acquisition of land for the construction of a facility for career, technical and agricultural education; digital maintenance improvements at the elementary school and the high school; and the acquisition of related furnishings, fixtures and equipment?

contact your municipal clerk to confirm hours.
Visit MYVOTE.WISGOV for information on voter registration, absentee voting, photo ID requirements, and polling locations.

If you support the proposed referendum you would vote yes.
If you do not support the proposed referendum you would vote no.

You Are Invited!

REFERENDUM 2020 OPEN HOUSE & SCHOOL TOUR

TUESDAY, MARCH 17
6 - 7:30PM
PITTSVILLE HIGH SCHOOL

Join us for a brief presentation, school tour, and informational open house. Community Members will have an opportunity to meet with School Board members, District Administrators & CTE staff, and the Construction Management firm Keller, Inc.

LEARN MORE!

Informational tour begins with knowing the facts. Here's how:

- YFBT with Superintendent Figueroa, Mondays, Feb. 17 - April 6, 4-8PM, District Office
- CONTACT THE PITTSVILLE SCHOOL BOARD:
Mandy Hoogesteger | Melissa Mari | Connie Potter | Jane Waseley | Robert Wolf
(715.213.5277) | (715.323.3358) | (715.884.3011) | (715.884.6256) | (715.884.6502)
- ATTEND the Referendum Open House & School Tour, Wednesday, March 17, 6-7:30PM, PHS
- ONLINE @ www.pittsville.k12.wi.us for FAQs, online tax calculator, voter information, and more!

COMMUNITY OUTREACH & INVITATION

How can you *LEARN MORE?*

- ➔ **VISIT** with Superintendent Figueroa, Mondays, Feb. 17 - April 6, 4-5PM at the District Office (or) Empty Bowls, March 10, 4-6:30PM at the Elementary School

- ➔ **ATTEND** the REFERENDUM OPEN HOUSE & SCHOOL TOUR on Wednesday, March 17, 6-7:30PM, at Pittsville High School

- ➔ **ONLINE @ www.pittsville.k12.wi.us** for tax calculator, FAQs, voter Information, and more!

- ➔ **CONTACT**
 - The District
 - Your Pittsville School Board!

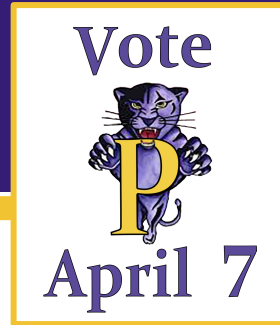
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REFERENDUM 2020
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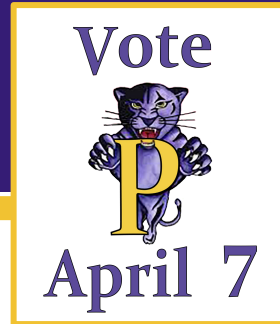
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THANK YOU!

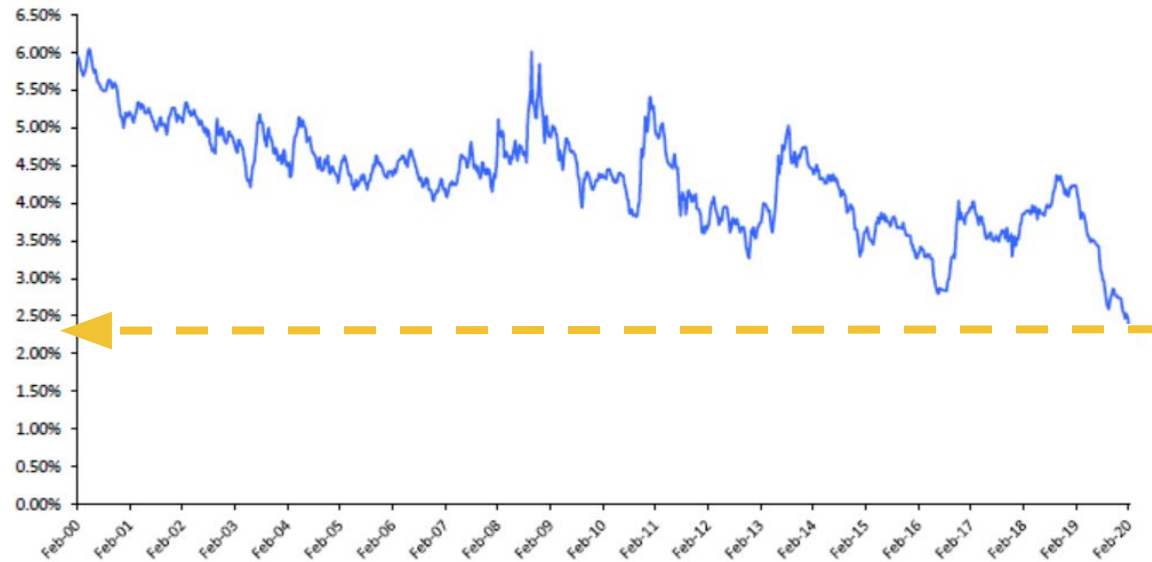


Reference Slides



HISTORICAL INTEREST RATES

HISTORICAL INTEREST RATES Bond Buyer G.O. Bond Index, 20-Year Maturity 20 Year History



20 Year Low
February 2020
2.27%

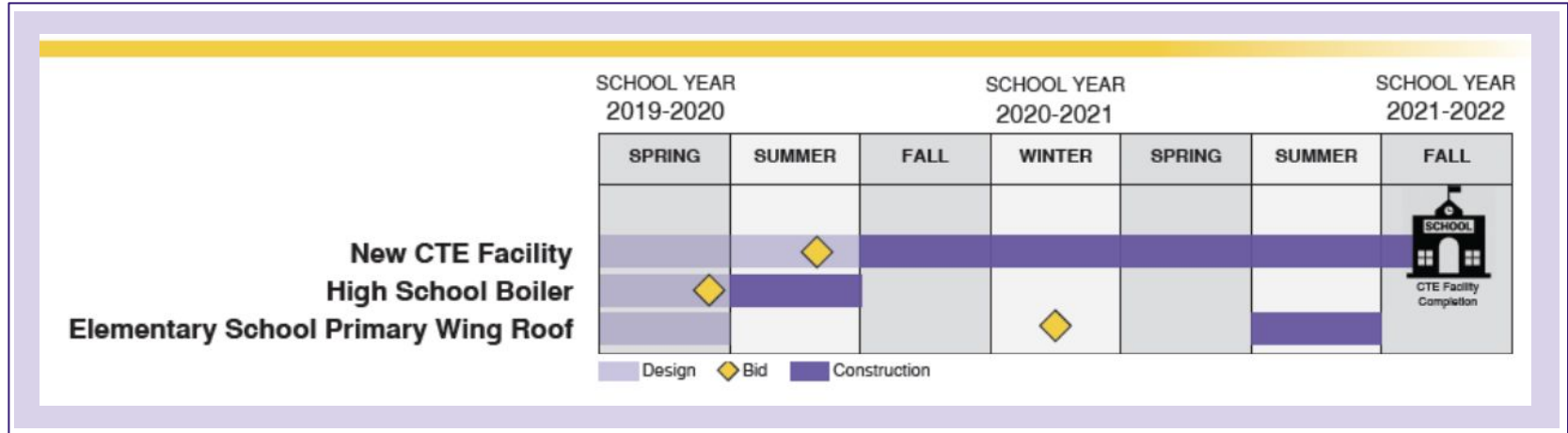
Source: The Bond Buyer. The 20-year maturity index has an average rating equivalent to Moody's Aa2 and S&P's AA.

Prepared by PMA Securities, LLC © 2020. All rights reserved. Data and market information history and probability graphs. ssk 020800 ph



PRELIMINARY DESIGN & CONSTRUCTION TIMELINE

Design and construction documents follow after an APPROVED REFERENDUM...



Note: The Design/Build Firm Keller, Inc. will not self-perform any construction work

Q: When will we see detailed designs?

A: *Following an approved referendum, the District will work with the Design/Build Firm, Keller, Inc. to develop detailed design and construction documents.*