

In the 2024 General Election, the District School Board of Collier County achieved an exceptional milestone, securing an overwhelming 84.7% voter approval for the Tax-Neutral Referendum—the highest approval rate since 2008. This historic victory ensures continued tax-neutral funding for Collier County Public Schools (CCPS), enabling the district to support vital initiatives such as teacher pay, facilities maintenance, and operational expenses. The successful passage of this referendum represents not just a win for the school system, but for the students, teachers, and community of Collier County. A key factor in securing this historic approval was the strategic marketing and communication campaign, which effectively reached voters through a multi-channel approach. A standout component of this effort was the production of a dynamic and engaging animated video that explained the intricacies of the referendum in a clear, accessible manner. This video played a pivotal role in conveying the complex concept of "tax-neutral" to voters, ensuring they understood how the referendum would not raise taxes, but rather redistribute existing funds in a way that would benefit both public and charter schools. Our in-house videographer, who had no prior experience in animation, learned the necessary skills to produce this innovative video. With a commitment to simplifying the referendum's complex message, a detailed script was crafted, which was rigorously reviewed by legal experts, the finance department, and referendum leaders to ensure accuracy. A professional voiceover artist was chosen to deliver the message in a tone that was both clear and engaging for all audiences. The video was made available in English, Spanish, and Haitian-Creole, ensuring that the diverse community of Collier County could easily access the information. This multilingual approach significantly increased the video's reach and accessibility, making it a truly inclusive resource for voters. The video was shared widely across the community, including at back-to-school nights, faculty meetings, and through social media channels, providing voters with the critical information needed to understand the referendum's purpose and importance. By highlighting how the referendum would provide over \$60 million in flexible funding each year for the district, this marketing video helped voters recognize the direct impact on teacher salaries, operational costs, and overall educational quality. This innovative approach to video communication exemplifies excellence in using creative media to inform, engage, and inspire action within a

community. The video may also be found at <https://www.collierschools.com/referendum>.