

The purpose of the referendum overview video and tax impact video is to provide clear, accessible information to the community regarding the upcoming school district referendum. These videos serve as essential tools to educate stakeholders about the districts needs, proposed solutions, financial implications, and overall impact on students, staff, and taxpayers. By offering concise, visually engaging explanations, the videos help ensure transparency and foster informed decision-making. These videos are being used across multiple communication platforms, including the districts website, social media channels, email newsletters, and community presentations. They are also shared at school board meetings, town halls, and other public forums to reach as many stakeholders as possible. The videos have been available for viewing well in advance of the referendum date, ensuring that voters have ample time to review the information and ask questions before making their decision. The target audience for these videos includes district residents, parents, students, staff, and local taxpayers. By tailoring the content to a broad audience, the videos aim to engage both those directly involved in the school system and community members who may not have children in district schools but still contribute to funding and have a vested interest in local education. These videos support effective communication by breaking down complex financial and logistical information into digestible, easy-to-understand segments. The overview video provides a high-level explanation of the referendums purpose and goals, while the tax impact video clarifies that the referendum is tax-neutral, meaning it will not result in an increase in property taxes. By using visuals, real-life examples, and clear language, the videos help demystify the referendum process, ensuring that viewers understand the districts funding approach and the benefits of the proposed projects without financial burden on taxpayers. The outcomes achieved through these videos include increased community awareness, higher engagement in the referendum process, and more informed decision-making among voters. By proactively addressing common questions and concerns, the district has fostered a sense of transparency and trust with stakeholders. The videos have also contributed to productive discussions at public meetings, leading to greater clarity on district needs and funding priorities. Ultimately, these efforts support a more engaged and knowledgeable community, empowering voters to make well-informed choices about the future of

their schools.