

NSPRA GOLD MEDALLION SUBMISSION 2026 / BOND/FINANCE CAMPAIGN
SPRING LAKE PARK SCHOOLS / Essentials for Learning: Levy 2025

ESSENTIALS FOR LEARNING

LEVY 2025

SLP

SPRING LAKE PARK SCHOOLS

1415 81st Ave NE, Spring Lake Park, Minnesota, 55432
Public school district with 6,200 students preK-age 22
Communications professionals: 3

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Overview

Spring Lake Park Schools is a public school district in the northwest suburbs of Minneapolis, Minnesota. Our learning community is home to more than 6,200 students from the cities of Blaine, Fridley, Spring Lake Park and surrounding communities. Our schools are known for personalized learning experiences, preparation for the future and being places where students are valued and find belonging.

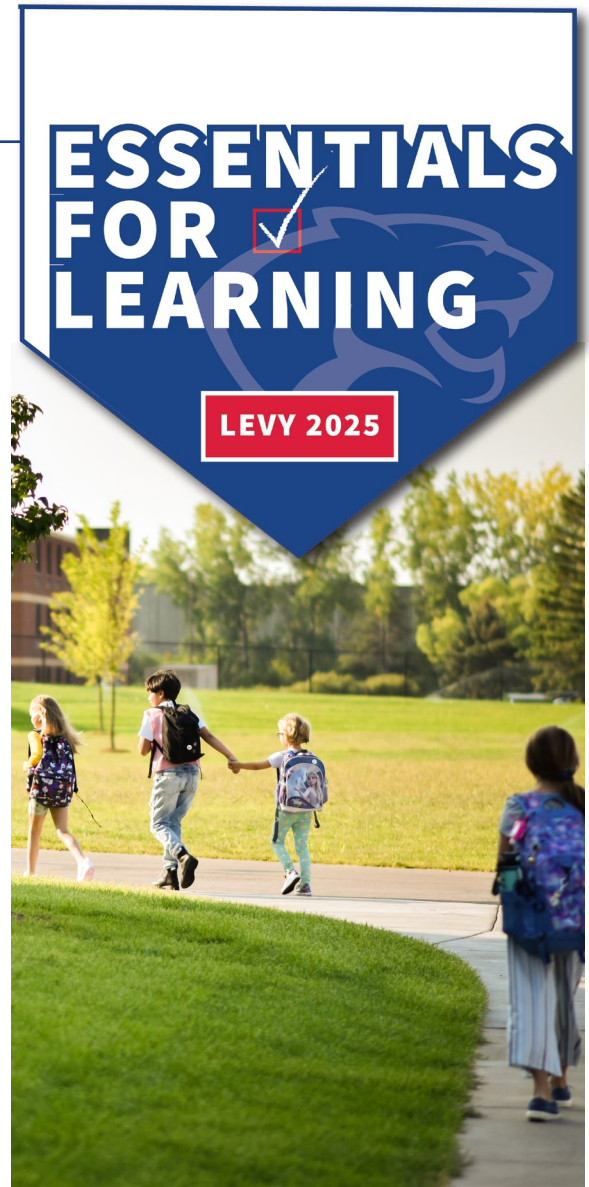
Our voter-approved operating levy had not been increased since 2002. Over the years, we've watched other districts – all around us – make painful budget cuts. Through years of careful management and continued growth, we have been able to not only maintain a balanced budget for 14 years, but to grow our programming, including our unique and popular Career and College Pathways.

For the last few years, our School Board had seen a tipping point coming. In August 2025, the board decided to place an operating levy referendum question on the November 2025 ballot. This decision came at a time when consumer confidence had hit a 5-year low amid continued inflation and tariff uncertainty.

A key phrase in our mission statement was foundational to our approach – *We spark our students' aspirations, foster a vibrant future for our communities and take seriously our stewardship of the resources entrusted to us.* Leaning into a long history of fiscal stewardship, our campaign asked taxpayers to consider increasing the operating levy to maintain *Essentials for Learning*.

A 2-step question was designed to minimize taxpayer impact and generate funding for our schools when it would be needed. The total increase scales up to \$930 per student by 2029 with a total tax impact of \$18/month on an average home value of \$350,000.

We grounded the campaign in Panther pride – celebrating what we've built and what makes the SLP experience special – as we asked the community to help us maintain it. Through strong, tested key messages, compelling graphics, a layered approach to message delivery and intentional engagement of key audiences, we created broad understanding within our community and ambassadors of staff.



**On Nov. 4, 2025,
the referendum
question was
overwhelmingly
approved with**

**66.18%
of the vote.**



Research



Spring Lake Park Schools' administrative leadership engages with the School Board in an ongoing process to manage resources focused on meeting the needs and interests of students today and into the future. This includes a continuous review of all aspects of our budget. Our annual budgeting process includes looking at current year budget planning and long-term forecasting.

Over the last few years, we had been anticipating a tipping point. Over time, our voter-approved operating levy had sunk to the bottom of metro districts. Enrollment growth was stagnating, and we were reaching a point where careful management of our resources was no longer enough to maintain a balanced budget and continue all of our programming for students.

As we awaited the conclusion of the legislative session in spring 2025, we decided to do a community survey. Property taxes, specifically in Blaine, the largest city in our district, have increased significantly over the past few years. We strategically timed the survey right after property tax notices were mailed letting residents know their city taxes were going up by 18%. We wanted to understand people's true appetite for school support given these dynamics.

The survey included 400 interviews with 9 minutes average time on call. Conducted March 31-April 10, the survey had a margin of error of +/- 4.9%. The demographics were representative of district residents by age, gender, parent status, voting history and geographic area (including our three different cities).

The survey found awareness of school funding issues was strong and initial support was on the high end with 63% supporting. When provided 10 statements describing the potential impacts of a levy increase, support rose to 68%. Support was strongest for maintaining current programming, retaining staff, and expanding college credit and career and technical opportunities.

We also tested **ranges for property tax increases** at \$300, \$360 and \$420 per year. At \$300 per year, there was 61.9% support. It dramatically decreased from there. As we assessed the results in April, we determined we had a strong chance of passing something up to \$310 per year for the average home value of \$350,000.

The district's history of funding support was strong, but because funding requests were infrequent, there were a lot of unknowns. While we had passed a large bonding bill in 2016 and renewed an existing operating and capital projects levy in 2019, the last time we had asked for an operating levy increase in 2009, it had failed.

Historical indicators helped inform what to expect for voter turnout and how many "yes" votes would be required to pass the levy. School topics were the only thing on the odd year election ballot. School board members were running unopposed. A large turnout was not expected. Despite that, the goal was for 2,000 "yes" votes to be identified by the volunteer-led "vote yes" group.

As we completed our survey, consumer confidence was at a 5-year low in April 2025. Continued inflation and unknowns surrounding tariff actions around the world were driving uncertainty. Almost all economic indicators were moving in the wrong direction. Throughout the summer, we tracked consumer confidence and the stock market, knowing these could impact our levy request.

Throughout the summer, we explored several different ballot question options. Our communications team was heavily involved in this process alongside our superintendent and business services team. We considered one question at the \$310 mark. We considered two questions understanding that adding a second question increases the likelihood of a first question passing.

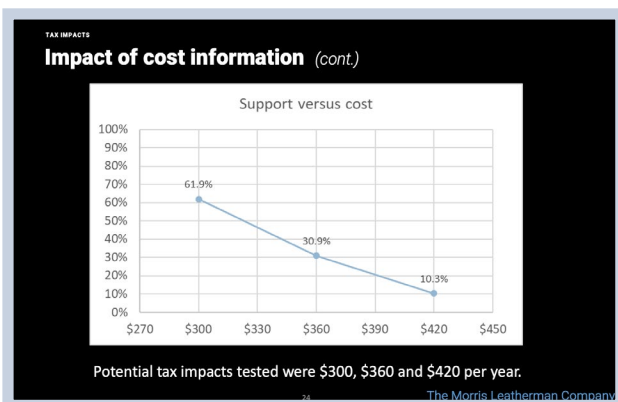
We also had our eye on bond debt set to expire in 2029. The expiration of this debt would reduce property taxes for residents in 2029. If we could somehow design a way to include the equivalent amount in our request beginning at that time, it could be beneficial for our schools and for taxpayers. Working with our financial consultants, we created a 2-step question.

The question was designed to minimize taxpayer impact and generate funding when needed to maintain essentials for learning.

2-STEP QUESTION

- **Step 1 increases the operating levy by \$550 per student starting in 2026 with a tax impact of \$18/month on an average home value of \$350,000.**
- **Step 2 increases the operating levy by an additional \$380 starting in 2029 with no new net tax impact (\$0/month) to taxpayers. This step is timed to coincide with the expiration of the existing bond debt to avoid additional taxes for taxpayers. This brings the total to \$930.**

While the 2-step question posed challenges for communication, we were confident that the \$216 per year on the average home value was well below the \$310 threshold our survey indicated would pass. The question itself, if communicated well, reinforced our fiscal accountability and that we only ask for what we need when we need it.



Planning



The summer was spent monitoring the economic situation and developing potential ballot questions knowing the School Board would take action in August based on the latest information available.

During this time, our communications team worked to develop our **campaign identity** and **communication plan** knowing we couldn't wait for the School Board decision to get things ready.

PRIMARY AUDIENCES

- District leaders
- Staff
- Parents/guardians
- Community members likely to support

KEY OBJECTIVES

- Achieve at least 51% voter support for the operating levy on November 4
- Maintain current levels (96%) of happiness with our schools among our families
- Ensure high levels (more than 50%) voter turnout among eligible staff, families and voter segments with traditions of support

CRITICAL STRATEGIES

- Focus outreach on those likely to support and to vote – parents, staff in the district, partners, etc.
- Deliver clear, concise information at the time, level of detail and format to stick
- Develop high leverage tools and resources to be used by many different people, in many different ways and venues
- Equip and empower our ambassadors to help us scale our efforts – particularly staff
- Anchor our efforts in pride - in what we've built, how we operate, and the trust in SLP Schools
- Respond to questions, rumors and misinformation quickly

We developed several campaign identity options and gathered feedback from the School Board and other key stakeholder groups before landing on **Essentials for Learning: Levy 2025**. The message of maintaining essentials for student learning would serve as the foundation for our messaging platform.

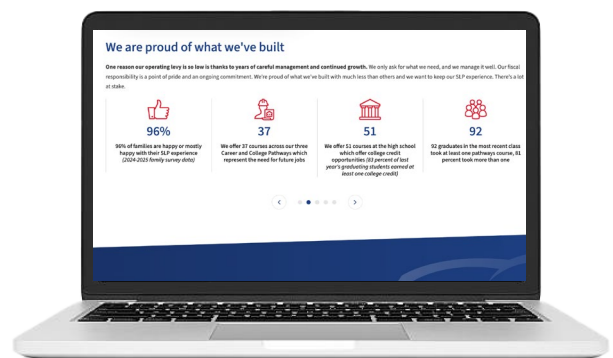
We planned for tactics in a layered approach – electronic – website, email, text; print – fact sheets, flyers, home mailings; and, in-person presentations and gatherings. We worked to balance the air support (mass communication) with ground support (in-person questions and interactions) to communicate alignment and consistency with our most critical audiences.

With the time we took in the research phase over the summer, we had tested a handful of key messages to hit on repeat with our key audiences. Keeping things simple with strong visuals was a priority:

- **14 years of balanced budgets (You can trust us!)**
- **37 out of 37 metro districts in voter-approved funding (We're last!)**
- **2-step question that balances student learning needs with impacts to the taxpayer (We only ask for what we need when we need it!)**

Data-driven key messages were paired with examples and stories of what we wanted to maintain – those things that make us SLP Panther proud. This included our college credit opportunities, career exploration, and community and industry partnerships. Grounding our campaign in pride helped us also educate all of our audiences on the unique strengths of Spring Lake Park Schools.

Our strategy for social media was an ongoing conversation. We use social media to share and spread pride. These platforms have been ineffective for informational campaigns. We also have known trolls who we weren't necessarily interested in awakening if we could more directly reach friendly voters. We opted for a social approach with only three, non-sponsored posts the week leading up to voting day.



WEBSITE

We grounded the campaign in a message our community is already familiar with: Panther Pride in what we've built together.

Implementation



The School Board met August 12, 2025, and voted to place the 2-step levy referendum question on the November ballot. After spending the summer developing our plan and core content elements, we were ready.

The campaign launched the first week in August and wrapped up the day after the election. Each week, we carried themed content through staff updates and school newsletters for families. Districtwide emails and text messages to families from Superintendent Jeff Ronneberg and Board Chair Tony Easter provided timely air support for other tactics.

MESSAGES FROM THE SUPERINTENDENT AND BOARD CHAIR



- [August 12 \(staff\)](#) - Operating levy referendum question set for this fall
- [August 13 \(families\)](#) - Operating levy referendum question set for this fall
- [September 30](#) - Learn about the school levy in 4 minutes
- [October 28](#) - School funding vote is one week away
- [November 3](#) - Remember to vote by tomorrow, November 4
- [November 5](#) - Election results: School funding approved, board members reelected

We conducted more than 50 in-person presentations throughout the campaign. We focused first on staff to equip them to be able to speak to the levy as ambassadors. Then, we visited with every PTO and community organization from Lion's clubs to Chambers of Commerce. Specifically with communities for whom English is not their first language, face-to-face opportunities were critical for creating understanding of what a levy is and why it matters.

Throughout the campaign, we also frequently connected with Kids First, the volunteer-led "vote yes" advocacy group. While we couldn't coordinate or support their advocacy efforts, they were able to use many of our fact-based campaign's messages and materials. Awareness of their progress in identifying "yes" votes helped us adapt and refine our tactics in the last weeks of the campaign.

Kids First used a particularly effective approach. They asked volunteers to identify friends and family who they knew and felt comfortable reaching out to. Through this effort, they identified more than 1,700 "yes" votes and then took steps to get them out to vote. This personalized and targeted approach happened as casual meetings, phone calls, and door hanging and was highly successful.

CORE CAMPAIGN ELEMENTS

Campaign Identity + Key Messages and Background Document

PAGE 8

Impact Graphics

- State funding
- How we compare against neighbors
- Operating levy impact with 2-step question

PAGE 9

Fact Sheet

- One Page (Two-Sided)

PAGE 10-11

Videos

- Full overview
- 2-step question animation
- Thank you

PAGE 17

Presentations

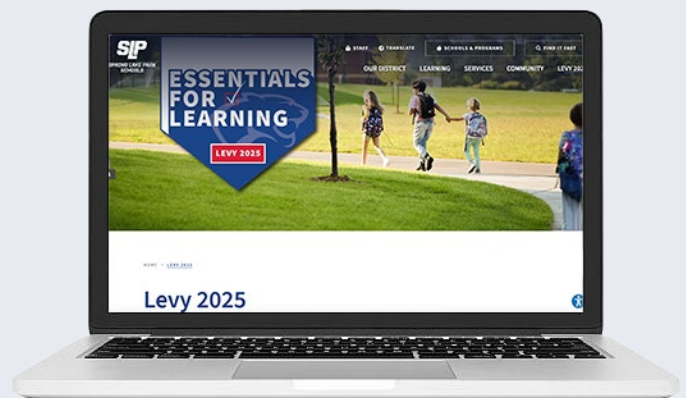
- For staff
- For families and community members

PAGE 13

Website Page

- Went live Aug. 12, 2025 and was the hub for all messaging

SpringLakeParkSchools.org/Levy2025



Implementation



14-WEEK CAMPAIGN

We designed a 14-week campaign to achieve a sweet spot where people knew what was happening but weren't yet totally irritated at being told one more time. We themed each week to provide bites of information and help reinforce key messages. Tactics each week reflected our strategies around audience engagement and our layered delivery.

WEEK 1

Aug. 3-9: Educate District Leaders

We took our core presentation for a test drive with our district leadership team during an August retreat.
[Page 13](#)

WEEK 2

Aug. 10-16: Board Decision and Announcement

[Districtwide email](#) and text message to staff and families from Superintendent Jeff Ronneberg and Board Chair Tony Easter.

WEEK 3

Aug. 17-23: Website is Live!

Back-to-School newsletters reinforced the levy website as a source of ongoing information for the fall.

SpringLakeParkSchools.org/Levy2025

WEEK 4

Aug. 24-30: Kickoff

Special Issue of *SLP Experience* (community newsletter mailed to families - [Page 12](#)), Presentation at staff kickoff ([Page 13](#)) and a basic fact sheet at back-to-school events ([Page 10-11](#)).

WEEK 5

Aug. 31-Sept. 6: First Week of School

No levy-specific communication this week as we focused on first days of school.

WEEK 6

Sept. 7-13 The Overview

Overview of the levy pushed in school newsletters and staff updates as a [website story](#). Staff meetings at each building. PTO presentations begin at each school.

WEEK 7

Sept. 14-20: How We Stack Up

Comparison graphics pushed to staff and families to reinforce the case and show our operating levy dollars in last place.

[Page 9](#)

WEEK 8

Sept. 21-27: Early Voting Push

Information on where and how to vote before Election Day.

WEEK 9

Sept. 28-Oct. 4: Sample Ballot

An annotated sample ballot was included in staff and family electronic communication and printed as a backpack stuffer.

[Page 16](#)

WEEK 10

Oct. 5-11: FAQs

FAQs compiled from presentations and published on the website.

WEEK 11

Oct. 12-18: Fall Break

The required mailing arrived at each district mailing address following legal guidance for it to arrive 15-45 days before the election.

[Page 15](#)

WEEK 12

Oct. 19-25: 2-Step Question Refresher Explanation

The animated segment of the overview video was pulled out to stand on its own and remind of how the 2-step question works.

[Page 17](#)

WEEK 13

Oct. 26-Nov. 1: Voting Information

Content pushed for where, how and when to vote for our two precincts. We were able to tailor the message based on resident address.

WEEK 14

Nov. 2-5: Final Get Out the Vote and Election Results

The night before Election Day, we sent tailored email and text reminders to families who are district residents with reminders to vote. Finally, we were able to celebrate with specific staff and family messages – including a [heartfelt thank you video](#).

★ = District and community-wide emails or home mailings

Evaluation



At the end of October, the economic environment was tough. Our levy request was not a small one for many families.

In the final days before the election, online community forums and social media conversations were active as voters tuned in ahead of the election. Many community members and staff chimed in on those conversations using our key messages. We saw firsthand how our communication strategies were paying off.

Around 9 p.m. on Election Day, the results were in and 2,855 votes were cast. The operating levy question had passed with a resounding 66.18% of the vote – 1,889 yes, 966 no.

The vote count was high for an odd year election when the only thing on the ballot was school elections. For context, in the last odd year school board election in 2023, total votes for our two precincts were 1,057 compared to this year’s 2,855. We had succeeded in turning out a high percentage of friendly voters.

That same evening, several Minnesota school referendums failed. Spring Lake Park Schools had the highest passage rate of operating levies asking for new dollars. Our campaign to maintain *Essentials for Learning* had succeeded beyond our hopes given the current context.

In family survey data since the levy’s passage, 97% of families are happy or mostly happy with our schools this year. We gained a percent – we’ll take it!

Grounding the campaign in our points of pride – in celebrating what we built by being scrappy – was affirming. Maintaining the elements of the SLP experience that matter most to our students and families was motivating. Not only did the campaign achieve passage of critical operating levy dollars, it served to reinforce and re-inspire this community’s Panther pride.

Overall, our communications team was particularly proud to have planned, developed and executed the campaign without extensive outside consultation or support. We worked with Morris Leatherman on our community survey, with our partners at Captivate Media on video, and with Church Offset Printing for our printing and mailing. All other reserach, planning, implementation and evaluation work was completed in house.

KEY TAKEAWAYS

In a debrief with our cabinet and communications teams, a few key takeaways emerged:

1

The ballot question and how it is crafted communicates. For us, the 2-step question reinforced fiscal responsibility and consideration for taxpayer impacts.

2

A few key messages can be all you need to make the case and keep making it. Testing our messages early on and pairing them with simple graphics made a compelling case.

3

The layered approach to message delivery – electronic, print/mail, in-person – and bite-sized nuggets each week was effective and appealed to a range of ways people consume information.

4

Identifying a community volunteer to lead and coordinate a “vote yes” group to run in parallel with the district’s fact-based campaign is critical. The advocacy group used many of the district’s fact-based information elements and simply added – “Vote Yes.”

5

We were relieved (and maybe a bit surprised) that largely ignoring social media for message delivery worked very well in our favor.

6

Preparing our staff to be able to share fact-based levy information, answer questions and correct misinformation helped us scale our ability to respond in authentic ways - especially in the final hours before Election Day!

7

We did not mobilize students as we intended and would look to do that in any future campaigns.

Supporting Materials

CAMPAIGN IDENTITY + KEY MESSAGES



PRIMARY CAMPAIGN IDENTITY

We developed several options for the campaign identity. Our favorite was “Maintain What Matters: Essentials for Learning” which was nixed in legal review for being too partisan. “Essentials for Learning” became core to the identity and in written stories and explanations. We were able to communicate and clarify that the levy would maintain essentials for learning - knowing that the maintain message resonated the most in our community survey. The checkbox conveyed a perspective without advocating directly for passage. The badge was present on all of our materials to clearly communicate the topic was levy related.



- BADGE LOGO**
Bold, incorporates already existing brand colors, fonts, and Panther mascot
- ICONOGRAPHY**
Easy to identify and understand
- PHOTOGRAPHY**
Positive, visual representation of the students and staff we are supporting
- TAILORED FOR PRINT + DIGITAL**
Clear messaging across print and digital; consistently provide URL and QR code to website for more info

Learn more about the operating levy referendum question on the November 4, 2025 ballot.



KEY MESSAGES AND BACKGROUND DOCUMENT

We developed a set of [key messages](#) to use in brief - elevator speech - and supplied these to our school board, and district and school leaders. Beyond key messages, our board and others requested additional background to help answer questions. This document served as the foundation for all campaign messaging.

KEY MESSAGES | LEVY 2025 (updated August 12, 2025)

KEY POINTS - ELEVATOR PITCH

- The school board has set an operating levy referendum question on the ballot this fall that is focused on maintaining essentials for learning.
- If approved, our operating levy support would become comparable to some of our neighbors. Right now, we're last out of 37 metro districts for voter-approved operating levy dollars.
- The question is designed to minimize taxpayer impact and generate funding when it is needed.
 - Step 1 increases the operating levy by \$566 per student starting in 2026 with a tax impact of less than \$18/month on an average home value of \$300,000.
 - Step 2 increases the operating levy by an additional \$180 starting in 2029 with **no net tax impact** (0/0 month) to taxpayers. The district has timed this step to coincide with the expiration of existing debt to avoid additional taxes. This brings the total to \$930.
- The levy **maintains** our teachers and staff, current academic programs and support, critical safety and security infrastructure and school facilities, and **enhances** career preparation and college credit offerings (things our community said are most important).
- One reason our operating levy is so low is thanks to years of careful management and optimized growth. Over the last 14 years, we've been able to maintain a balanced budget despite underfunding and while watching others around make large cuts. We only ask for what we need, and we manage it well.
- Find more information on the Spring Lake Park Schools website – and vote on or before November 4. Visit SpringLakeParkSchools-dot-org/levy2025.

DETAIL AND BACKGROUND

The Spring Lake Park Schools board has placed an operating levy referendum question on the November 4, 2025 ballot. The question focuses on maintaining essentials for learning.

- The question is designed to minimize taxpayer impact and generate funding when needed.
 - Step 1 increases the operating levy by \$566 per student starting in 2026 with a tax impact of less than \$18/month on an average home value of \$300,000.
 - Step 2 increases the operating levy by an additional \$180 starting in 2029 with **no net tax impact** (0/0 month) to taxpayers. The district has timed this step to coincide with the expiration of existing debt to avoid additional taxes. This brings the total to \$930.
- The levy **maintains** our teachers and staff, current academic programs and support, critical safety and security infrastructure and school facilities, and **enhances** career preparation and college credit opportunities.
- Inflation is included beginning in 2023. The average rate of inflation is predicted to be less than 2.5% through at least 2031. An increase of 2.5% on \$18 per month is about 45 cents.
- The operating levy would be in place for 10 years - through 2035.
- The current economic climate is uncertain for many. The school board has set the levy question with that in mind, coming up with the most responsible solution to our current funding needs with an eye to the future. The total amount is much less what a recent survey indicated our community would support.

We currently rank last in operating levy funding from our community among 37 Twin Cities metro districts. The current ballot question would place us within reach of some neighbors.

- With the approval of this question, we will be behind Centennial's voter approved operating levy for the first three years and just behind Anoka's voters' starting in 2023.
- We only ask for, and when we really need it, we treat community investments with respect.
- Our operation levy amount was last increased in 2012 (23 years ago).
 - Renewed operating levy and capital projects levy in 2019 (to be renewed)
 - Passed a bonding referendum in 2016 to fund building needs.
 - Renewed operating levy and passed capital projects levy in 2011.
 - Renewed operating levy in 2006; did not pass second question to revoke and increase.

Operating levy funds will help us maintain what matters most - essentials for learning. This is about keeping what we've built with our community.

- Maintains teachers and staff.** This translates to maintaining current class sizes and staffing that allows us to continue to personalize learning and meet individual student needs for learning and support.
- Maintains current academic programs and support.** This includes our academic specialists and other staff who work with students who are struggling and special roles such as our science specialists at K-6. It includes staff who provide enrichment opportunities for students. It also includes Career and College Pathways we've built to help support students in exploring careers and gaining real experience/certifications as well as the more than 50 college credit opportunities at the high school.
- Maintains critical safety and security infrastructure.** We're a leader in school safety and security, and we want to keep it that way. This requires continued investment. This is not an area where we want to fall behind.
- Maintains school facilities.** We have excellent facilities provided by our community. Operating funds are critical to keeping them in good shape for our students and for our community to use - whether it's new roofs or updated flooring.
- Enhances academic programs, career preparation and college credit offerings.** This would help us continue to enhance academic support and enrichment for all students. This includes providing more career preparation (internships, apprenticeships) and college credit offerings that our community has said are important.

Our schools have a long history of fiscal responsibility - a point of pride and ongoing commitment.

- One reason our operating levy is currently so low is thanks to years of careful management and continued growth. We've managed more than anticipated and much longer than other districts, including many of our neighbors.
- Over the last 14 years, we've been able to maintain a balanced budget despite underfunding while watching others around make large cuts.

Education funding for schools has not kept pace over time. This spring, the legislature passed hundreds of millions of cuts to education in the next funding cycle.

If the operating levy referendum question is not approved, we will face difficult decisions. Over the next three years, drastic cost saving measures impacting a student's experience may include class size increases, staffing reductions, and program cuts. There's a lot at stake.

Supporting Materials

IMPACT GRAPHICS



Throughout the campaign, we used three primary graphics over and over again to help make the case.

STATE FUNDING GRAPHIC

This graphic showed the gap in funding between what we have received and what we would be getting if state funding had kept pace with inflation. This helped us early in the campaign to illustrate the need.

STATE FUNDING HAS NOT KEPT PACE WITH INFLATION

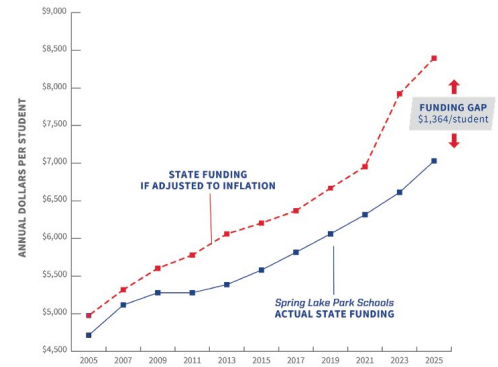
State investments over decades have not kept pace with the true cost of education. This spring, the Minnesota legislature passed \$420 million of cuts to education in the next funding cycle.*

Once a top state in funding education, Minnesota has slipped to 30th place in per-student education spending.**

Federal funds, while a smaller piece of our budget, provide needed resources for underfunded, required Special Education services, school meals and more. The future of federal funding is unclear.

*Source: AMSD.org (June 12, 2025) Education Finance and Policy Bill Approved in Special Session.

**Source: Gilligan C (2022, August) Which States Invest the Most in their Students? U.S. News & World Report.

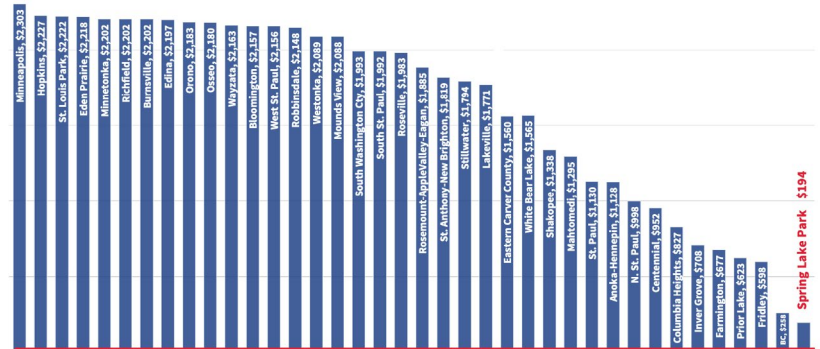


HOW WE COMPARE GRAPHIC

This graphic shows Spring Lake Park Schools' current voter approved operating levy compared to all 37 districts in the 7-county metro area. While hardly legible, the point was clear. We were in last place!

HOW WE COMPARE TO OTHERS

This chart shows how Spring Lake Park Schools' voter-approved operating levy dollars compare to 37 districts in the 7-county metro area.



OPERATING LEVY IMPACT GRAPHIC

This graphic showed voters the impact of the passage of the 2-step question. We wanted to make clear that the request would help us keep pace but wasn't something off base. By 2029, we still remain lower than our closest neighbor's current levy. The comparison to neighbors and similar districts conveyed responsibility while still generating needed funding.

OPERATING LEVY COMPARISON CHART

This chart shows our current operating levy amount and the impact with the passage of the question, alongside neighbor districts and districts similar to us.



*Existing debt expires resulting in no net tax impact (\$0/month).

Supporting Materials

FACT SHEET - SIDE 1



The one-page fact sheet was used for all in-person events, as a backpack stuffer, main office handout, fall conference handout and at any other opportunity we had to share it.



FRONT PAGE

The front page paired the question and impacts with the graphic showing the impact of the 2-step question.

Because the 2-step question wasn't necessarily a simple message, it was important to explain in words and show in a visual form how it would work, the impact and comparison to others.

Our **Spring Lake Park Schools** residents in Blaine, Fridley and Spring Lake Park are being asked to consider an operating levy referendum question on the **November 4, 2025 ballot** to maintain essentials for learning.

THE QUESTION

The ballot question minimizes the impact on taxpayers and generates funding for our schools when it's needed.

Step 1: Increase the operating levy by \$550 per student starting in 2026 with a tax impact of **less than \$18/month** on an average home.

Step 2: Increase the operating levy by an additional \$380 starting in 2029 with **no net tax impact** (\$0/month). The district has timed this to coincide with the expiration of existing debt to avoid additional taxes. This brings the total to \$930.

Average home value of \$350K

TAX IMPACT:
less than \$18 per month

LEARNING IMPACTS

MAINTAIN:

- Teachers and staff
- Current academic programs and support
- Critical safety and security infrastructure
- School facilities

ENHANCE:

- Career and technical preparation
- College credit offerings

A HISTORY OF FISCAL RESPONSIBILITY

Out of the Twin Cities metro school districts, Spring Lake Park Schools' voter-approved operating levy is the lowest. We rank last. With the passage of the question, the operating levy amount remains modest and comparable to some of our neighbors and similar districts.



*Existing debt expires resulting in no net tax impact (\$0/month).

Supporting Materials

FACT SHEET - SIDE 2



The one-page fact sheet was used for all in-person events, as a backpack stuffer, main office handout, fall conference handout and at any other opportunity we had to share it.

CAST YOUR BALLOT

VOTING BEFORE TUESDAY, NOVEMBER 4

In-Person

Beginning Friday, September 19

Anoka County Government Center - 2100 3rd Ave, Anoka, MN 55303
8 a.m.-4:30 p.m., Monday-Friday (unless otherwise noted)

Mail, Email or Fax

Find or request an absentee ballot at the Anoka County Elections website:
www.anokacountymn.gov/224/Vote-Early

Paper applications can be returned via:

Mail: Anoka County Elections - 2100 3rd Avenue, Suite 160, Anoka, MN 55303

Email: Send to elections@anokacountymn.gov

Fax: 763-324-1160



VOTING ON TUESDAY, NOVEMBER 4

Polls will be open 7 a.m.-8 p.m.

Blaine Residents

National Sports Center - Welcome Center
1705 105th Ave NE
Blaine, MN 55449

Fridley and Spring Lake Park Residents

Grace Evangelical Free Church
755 73rd Ave NE
Fridley, MN 55432

BACK PAGE

The back page provided all of the voting information - for early voting and Election Day.

The grounding in Panther Pride reminded people of what was at stake, why it was essential to maintain what we've built and that we are trusted stewards of these resources. We also provided clear ways to contact us and find more information.



SPRING LAKE PARK SCHOOLS

WE ARE PANTHER PROUD

One reason our operating levy is so low is thanks to years of careful management and continued growth. We only ask for what we need, and we manage it well. Our fiscal responsibility is a point of pride and an ongoing commitment.

We're proud of what we've built with much less than others and we want to keep our SLP experience. There's a lot at stake.

Have a question? Want to schedule a presentation?

Email: Levy2025@district16.org / Phone: 763-600-5990

DID YOU KNOW?

96%

of families are happy or mostly happy with their SLP experience

(2024-2025 family survey data)

14 years

of balanced budgets, despite underfunding and surrounding districts making significant cuts

Find more information and check your tax impact:
SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025



Prepared and paid for by Spring Lake Park Schools (Independent School District No. 16), SpringLakeParkSchools.org.

Supporting Materials MAILING ANNOUNCEMENT



SLP Experience is our quarterly community newsletter – for staff, families and all district residents. In August, we did a special edition focused on current funding realities and what would be on the ballot this fall. We sent the special edition to staff and families as we knew their understanding of the issues leading to the ballot question would be critical, not just for their vote, but for their advocacy. You can see our high-impact graphics used throughout.

NON-PROFIT ORG. U.S. POSTAGE PAID TWIN CITIES, MN PERMIT 1374

ESSENTIALS FOR LEARNING LEVY 2025

Learn more about this fall's Levy for Learning at SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025

GET READY TO VOTE ON OR BEFORE NOVEMBER 4, 2025

Operating levy dollars support essentials for learning and will help:

- Maintain current academic programs and academic supports
- Retain quality teachers and staff
- Maintain school facilities including critical safety and security infrastructure
- Enhance career preparation and college credit offerings

SLP EXPERIENCE SPRING LAKE PARK SCHOOLS

LEVY FOR LEARNING 2025

SUPERINTENDENT'S MESSAGE

We've begun another year of learning in Spring Lake Park Schools. We're able to bring the SLP experience to life for our students in great part due to years of fiscal responsibility. As a district, we have a long-time commitment to strategically managing our resources while creating programs and educational experiences that make us proud as Panthers.

In this special issue of SLP Experience, we're sharing updates and insights into our funding realities, our budget approach and our priorities. Our children and their learning needs are at the center of all of our decision-making and planning – today and for the future.

Being good stewards of our resources is a core capability of Spring Lake Park Schools. This is a point of pride today and our continued commitment for the future. Thank you for taking a few minutes to learn more, and thank you for your ongoing support of our schools and each student we are privileged to serve.

Jeff Hennberg, Ed.D.
Superintendent
SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025

FOLDED MAILER

Cover + Mailing Panel

Our Current Funding Reality

STATE FUNDING HAS NOT KEPT PACE WITH INFLATION

State investments over decades have not kept pace with the true cost of education. This spring, the Minnesota legislature passed \$420 million of cuts to education in the next funding cycle.

Once a top state in funding education, Minnesota has slipped to 30th place in per-student education spending.

Federal funds, while a smaller piece of our budget, provide needed resources for underfunded, required Special Education services, school meals and more. The future of federal funding is unclear.

*Source: AMSD.org (June 12, 2025) Education Finance and Policy Bill Approved in Special Session.
**Source: Gilligan C (2022, August) Which States Invest the Most in their Students? U.S. News & World Report.

EXPENSES ARE RISING

As funding has lagged, our expenses have continued to rise.

- ↑ Cost of Transportation
- ↑ Cost of Utilities
- ↑ Curricular Materials

OUR OPERATING LEVY IS IN LAST PLACE

Out of 37 Twin Cities metro school districts, Spring Lake Park Schools' voter-approved operating funding is the lowest. We currently rank last in voter-approved operating dollars.

We're proud of what we've been able to build with much less than others. Our goal is to successfully prepare students for their futures and remain mindful of taxpayer concerns.

We only ask if we need to; we treat our community's investment in our schools with the utmost respect.

A HISTORY OF FISCAL RESPONSIBILITY

One reason our operating levy is currently so low is thanks to years of careful management and continued growth. Over the last 14 years, we've been able to maintain a balanced budget despite underfunding while watching others around us make large cuts.

On the Ballot This Fall

Our *Spring Lake Park Schools* residents in Blaine, Fridley and Spring Lake Park are being asked to consider an operating levy referendum question on the **November 4, 2025 ballot** to maintain essentials for learning.

THE QUESTION

The question is designed to minimize taxpayer impact and generate funding when it is needed. It has two steps.

Step 1: Increase the operating levy by \$550 per student starting in 2026 with a tax impact of **less than \$18/month** on an average home value of \$350K.

Step 2: Increase the operating levy by an additional \$300 starting in 2029 with **no net tax impact** (\$0/month) to taxpayers. The district has timed this to coincide with the expiration of existing debt to avoid additional taxes. This brings the total to \$930.

Average home value of \$350K

TAX IMPACT: less than \$18 per month

LEARNING IMPACTS

Voter-approved operating dollars will help us:

MAINTAIN:

- Teachers and staff – to keep class sizes low and continue to personalize learning and meet each student's needs.
- Current academic programs and academic supports – Academic specialists who work one on one with students when they struggle, staff who provide enrichment opportunities and unique programs like Career and College Pathways that help students explore careers and gain real experience.
- Critical safety and security infrastructure and school facilities – secure entrances, cameras, alarms and security systems.

ENHANCE:

- Career and technical preparation – to provide internships, apprenticeships and other hands-on learning.
- College credit offerings – to provide students with more opportunities to earn college credit while still in high school.

IF THE QUESTION IS APPROVED, OPERATING LEVY DOLLARS REMAIN MODERATE AND COMPARABLE TO OUR NEIGHBORS

NET TAX IMPACT

March 2025	\$0
March 2026	+\$300
March 2029	+\$630
Current	-\$184

*Including debt repayments resulting in no net tax impact (\$0/month).

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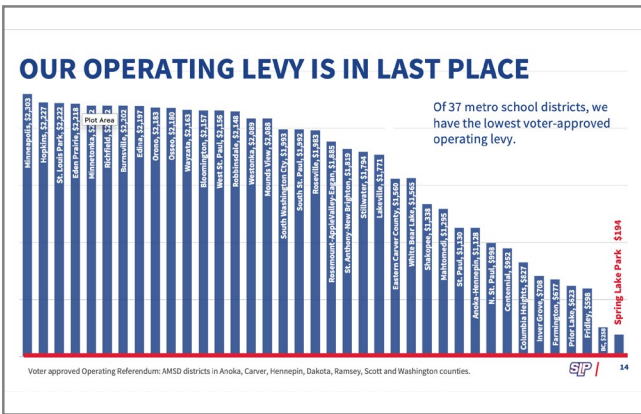
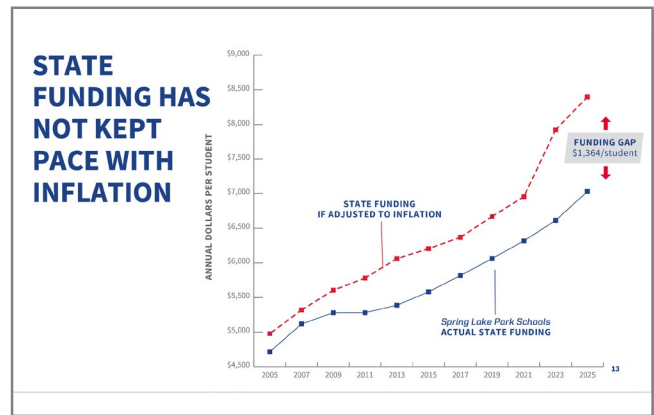
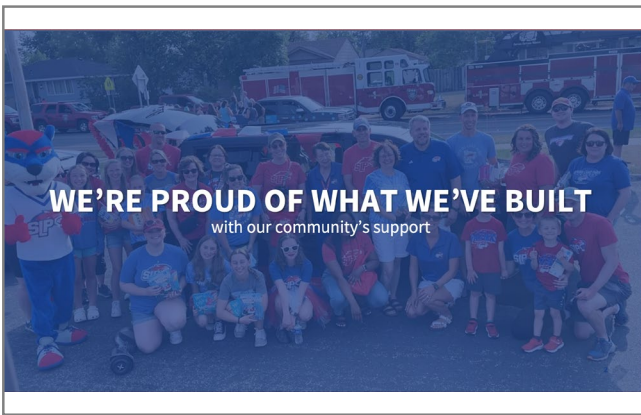
Inside Contents

Supporting Materials PRESENTATIONS



We used the same [core presentation](#) for internal and external audiences with slight changes for each audience. For example, our staff presentation included guidance for staff on what they were allowed to do on work time versus volunteer time.

Consistency for each in-person presentation and alignment with all of our other materials was paramount. We leaned into our key messages and impact graphics and told our story grounded in pride for what we've built with our community's support.



FISCAL PLANNING: WHAT OUR COMMUNITY SHARED

SPRING SURVEY

- April 2025 phone survey
- 400 phone interviews, 9 minutes average
- Interviews reflected the demographics of our community - age, gender, parent status, voting history, geographic area

TAKEAWAYS

- Strong support for our schools overall
- Funding increase tolerance up to ~\$310/year on the average home
- Strongest support to:
 - Maintain academic programs and support
 - Keep teachers and staff
 - Expand opportunities to earn college credit
 - Expand career and technical opportunities

MAINTAINING & ENHANCING WHAT WE BUILT

THE QUESTION

- Step 1:** Increases the operating levy by \$550 per student starting in 2026 with a tax impact of *less than \$18/month* on an average home.
- Step 2:** Increases the operating levy by an additional \$380 beginning in 2029 with *no net tax impact* (\$0/month). The district has timed this to coincide with expiring debt to avoid additional taxes. This brings the total to \$930.

This approach minimizes the impact on taxpayers and generates funding for our schools when it's needed.

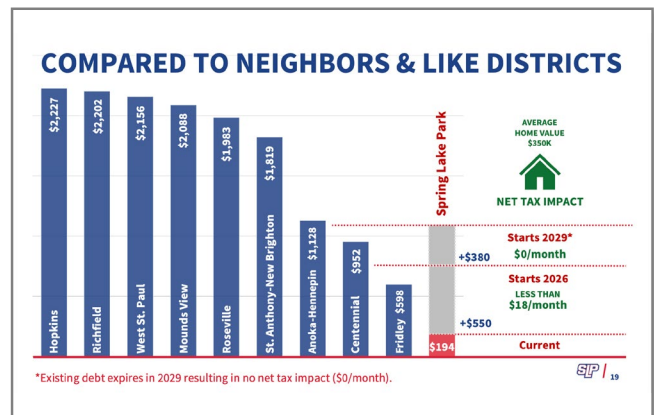
LEARNING IMPACTS

MAINTAIN:

- Teachers and staff
- Current academic programs and support
- Critical safety and security infrastructure
- School facilities

ENHANCE career and technical preparation and college credit offerings

Average home value of \$350K
TAX IMPACT
Less than \$18 per month



Supporting Materials

FAMILY NEWSLETTER + STAFF UPDATES



An email newsletter is sent to families from their school every Wednesday. Levy messages were woven in each week based on bite-sized information topics. These topics are mirrored in emails to staff from their building principal/leadership.

VIDEOS

- Overview
- 2-Step question explainer

TOPIC BREAKDOWN

- Early voting
- How we stack up graphic
- Understanding the ballot
- FAQs on website

GO VOTE + RESULTS

- Get out to vote
- Election results and news story
- Thank you video

Levy for learning - Vote this fall (watch the video)

In August, Superintendent Ronneberg and School Board Chairperson Tony Easter [communicated information](#) with Spring Lake Park Schools families about the operating levy referendum question on the ballot this fall. With the school year now underway, take a look [at the levy details](#), and watch a brief video to understand what's on the ballot this fall and what's at stake for learners in our schools.



The question on the ballot was designed to generate needed funding for our schools, while at the same time minimizing impact on our taxpayers. There is a tax impact of less than \$18/month on an average home value of \$350,000. Check out the property tax calculator on the [Levy 2025 website](#) to see details for your home.

Starting this week, levy 2025 is a topic at school PTO meetings. Plan to attend a meeting at school to learn more and get answers to any questions you have.

Levy for Learning 2025



Levy for Learning - Early Voting Has Begun

Voters in Blaine, Fridley and Spring Lake Park can now cast their votes before Election Day on November 4, 2025. In-person early voting began Friday, September 19, 2025 at the Anoka County Government Center - 2100 3rd Ave., Anoka, MN 55303. You can cast your vote 8 a.m.-4:30 p.m., Monday-Friday. You can also find or request an absentee ballot at the [Anoka County Elections website](#).



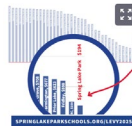
Paper applications can be returned via:

- Mail: Anoka County Elections - 2100 3rd Avenue, Suite 160, Anoka, MN 55303
- Email: Send to elections@anokacountymn.gov
- Fax: 763-324-1160

Find information about the operating levy referendum question on the [Levy 2025 website](#).

Levy for Learning - School Funding and How We Stack Up

At Spring Lake Park Schools, enrollment growth and careful management have helped us maintain a balanced budget for the last 14 years. This is highly unusual. We are among a very small group of districts that have continued to enhance student programs and opportunities without making budget cuts.



A majority of our school funding comes from the state through general education aid. State and federal grants cover some expenses for specific needs like special education. Additional needs are supported by local property taxes. Each year, school districts like ours work to balance our funding sources with current student needs and stay within our budget.

After years of careful management, inflation, unfunded requirements from the state, birth rate declines and other factors are now pushing us beyond what we can sustain without additional support from our community.

Out of 37 Twin Cities metro school districts, our current voter-approved operating funding is the lowest at \$194 per student. We're proud of what we've built for students with much less than others, and we want to maintain it.

Fiscal responsibility is a core capability of Spring Lake Park Schools and current and ongoing commitment. This fall's operating levy referendum question has been crafted to minimize taxpayer impact and provide funding for our schools when it is needed. Find more information at [SpringLakeParkSchools.org/Levy2025](#).

Levy for Learning - Get Out to Vote

Election Day is only a week away. School funding is on the ballot for Spring Lake Park schools alongside school board elections. The voices of our families are critical every day and especially for this important vote for Spring Lake Park Schools. Make a plan to vote Tuesday, November 4. Polls will be open 7 a.m.-8 p.m.



Blaine Residents

National Sports Center - Welcome Center
1705 105th Ave NE
Blaine, MN 55449 Fridley and

Fridley and Spring Lake Park Residents

Grace Evangelical Free Church
755 73rd Ave NE
Fridley, MN 55432

Election 2025: Operating Levy Approved, Board Members Re-Elected

Unofficial results are now available from the November 4, 2025 election. The Spring Lake Park Schools' operating levy referendum question was overwhelmingly approved with 66 percent of the vote. Four community members were reelected to continue their service on the school board.



The 2-step operating levy referendum question received overwhelming approval and will be in place for 10 years beginning in 2026. This is the first time voter-approved operating levy dollars have increased since 2002.

"As a school district, we are fortunate and grateful for strong, long-standing support from our community," says Jeff Ronneberg, Ed.D., Superintendent of Spring Lake Park Schools. "To have 66 percent of those voting say 'yes' to this school funding is amazing. These funds are critical to our future and will help us maintain the great programming we have for kids."

[Read the full story.](#)

Thank you for supporting Levy 2025



Levy for Learning - A 2-Step Question (watch the video)

The operating levy referendum question on this fall's ballot for Spring Lake Park Schools was designed to generate funding for our schools when it is needed while minimizing taxpayer impact. This is why the question has two steps.



1. Step 1 increases the operating levy by \$550 per student starting in 2026 with a tax impact of less than \$18/month on an average home value of \$350K.
2. Step 2 increase the operating levy by an additional \$380 beginning in 2029 with no net tax impact (\$0/month). The district has timed this to coincide with expiring building bond debt to avoid additional taxes. This will bring the total of the operating levy to \$930.

Watch a [brief video](#) explaining the two steps and the impacts. Find more information on the question, a tax calculator you can use to find the impact to your specific property and frequently asked questions at [SpringLakeParkSchools.org/Levy2025](#).

Levy for Learning - A 2-Step Question



Levy for Learning - Understanding the Ballot

Ballot questions often include legal language and specifics that can be challenging to understand. The operating levy referendum question for Spring Lake Park Schools has two steps, and we want to make sure voters understand what it means. See [the ballot with explanations](#) of what specific parts of the question mean.



Find this and more information about the question and tax impacts, how our schools stack up and where and how to vote at [SpringLakeParkSchools.org/Levy2025](#).

Levy for Learning - Frequently Asked Questions

We're now less than a month away from Election Day on November 4, 2025. District leaders have been out sharing information about the operating levy referendum at a variety of meetings. We've talked with staff, parents and community members at gatherings like PTO meetings, Lion's clubs, Chambers of Commerce and other business and civic gatherings.



From these meetings, we've compiled a list of the most frequently asked questions. You can find those questions and answers on the [Levy 2025 website](#). Have we missed a group that would benefit from a presentation? Request a presentation or meeting or let us know of groups to connect with at Levy2025@district16.org or 763-600-5990.

Supporting Materials REQUIRED MAILING



The state of Minnesota requires a mailing to all property owners and residents when taxes are impacted. The mailing must arrive between 45 and 15 days before the election. Many districts do a very low-key, bland and basic mailing. We opted to use the opportunity to educate voters on the current reality, and included our most compelling facts to make the case. We timed the mailing to arrive right at the 15-20 days out mark to minimize the time we would have to manage noise from non-supporters.

QUESTIONS?

SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025

Levy2025@district16.org
763-600-5990

ESSENTIALS FOR LEARNING
LEVY 2025

SPRING LAKE PARK SCHOOLS
DISTRICT SERVICES CENTER
Independent School District No. 16
5415 Elm Ave NE
Spring Lake Park, MN 55432

f ● ● ●
SpringLakeParkSchools.org

CAST YOUR BALLOT
VOTE ON OR BEFORE TUESDAY, NOVEMBER 4, 2025

EARLY/ABSENTEE VOTING

In-Person
Beginning Friday, September 19
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Fridley, MN 55432

Prepared and paid for by Spring Lake Park Schools (Independent School District No. 16), SpringLakeParkSchools.org.
State law requires that information included in this mailing be delivered by mail to all School District 16 property taxpayers using a list provided by the county.

ESSENTIALS FOR LEARNING
LEVY 2025

SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025

This fall, *Spring Lake Park Schools* residents in Blaine, Fridley and Spring Lake Park are being asked to consider an operating levy referendum question on the **November 4, 2025 ballot**.

LEVIES FUND LEARNING ESSENTIALS

Operating levy referendums provide *general education* revenue to schools to support learning and day-to-day operations.

Currently, Spring Lake Park Schools has an operating levy of \$194 per student. This is the **lowest** voter approved operating levy out of 37 school districts in the Twin Cities 7-county metro.

The district has a long-time commitment to strategically managing our resources while creating strong and effective programs and educational experiences. Now, additional resources are needed to maintain essentials for learning.

IMPACTS TO LEARNING

New operating levy funds are necessary to maintain:

- Teachers and staff
- Current academic programs and academic supports
- Critical safety and security infrastructure
- School facilities

Levy funds would also help us enhance career and college credit offerings - areas our community has told us are most important.

HOW WE COMPARE TO OTHERS

This chart shows how Spring Lake Park Schools' voter approved operating levy dollars compare to 37 districts in the 7-county metro area.

DID YOU KNOW?

14 years of balanced budgets with no budget cuts

83% of graduates in the most recent class earned at least one college credit at our high school

92% of graduates in the most recent class took at least one career pathway course, 81% took more than one

Vote approved Operating Levies from ARD0 Districts in Anoka, Carver, Hennepin, Dakota, Ramsey, Scott and Washington counties.

LEARN MORE ABOUT THE BALLOT QUESTION, SEE THE TAX IMPACT AND REVIEW THE SAMPLE BALLOT INSIDE →

FOLDED MAILER

Cover + Mailing Panel

THE QUESTION

The question is designed to minimize taxpayer impact and generate funding when it is needed. It has two steps.

Step 1: Increase the operating levy by \$550 per student starting in 2026 with a tax impact of \$18/month on an average home value of \$350,000.

Step 2: Increase the operating levy by an additional \$30/month to taxpayers. The district has timed this to coincide with the expiration of existing debt to avoid additional taxes. This brings the total to \$930.

Average home value of \$350K

TAX IMPACT:
\$18 per month

Tax calculator for your property: Visit the website to get access to the tax calculator for specific impact.
SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025

ESTIMATED CHANGE IN TAXES

Question 1: Operating Levy Referendum			
Type of Property	Estimated Market Value	Monthly	Annual
Residential, Homesite/Adm. Apartments, and Commercial/Industrial Property	\$200,000	\$10	\$122
	\$300,000	\$15	\$183
	\$325,000	\$16	\$198
	\$350,000*	\$18	\$213
	\$375,000	\$19	\$228
	\$400,000	\$20	\$243
	\$500,000	\$25	\$304
	\$600,000	\$30	\$365
	\$700,000	\$35	\$426
	\$800,000	\$41	\$487
	\$900,000	\$46	\$548
	\$1,000,000	\$51	\$609

*Average home value

The amounts in the table are based on school district taxes for the referendum levy only and do not include tax levies for other programs. Tax increases shown above are gross increases, not including the effect of the Minnesota Homestead Credit (Hurd) ("Credit Shelter") program. Owners of homestead property may qualify for a reduced, based on their income and total property taxes. This step also shows the net effect of the referendum levy for those property owners.

NOTE: Agricultural property will pay taxes for the proposed referendum based only on the value of the house, garage and acreage. Separate agricultural residential property (i.e., equestrian) will pay no taxes for the proposed referendum.

OPERATING LEVY COMPARISON CHART

This chart shows our current operating levy amount and the impact with the passage of the question, alongside neighbor districts and districts similar to us.

District	Current Levy	Proposed Levy
Hopkins	\$2,227	
Richfield	\$2,032	
West St. Paul	\$2,156	
Howard View	\$2,088	
Roseville	\$1,983	
St. Anthony-New Brighton	\$1,819	
Anoka-Hennepin	\$1,128	
Centennial	\$92	
Fridley	\$98	
Spring Lake Park	\$194	\$194

AVERAGE HOME VALUE: \$350K
NET TAX IMPACT: Starts 2026* \$18/month, Starts 2026 \$18/month, \$550 Current

*Taxing debt expires resulting in no net tax impact (\$0/month).

NOTICE OF SPECIAL ELECTION: NOTICE IS HEREBY GIVEN that a special election has been called and will be held in and for Independent School District No. 16 (Spring Lake Park Public Schools), Anoka County, Minnesota, on November 4, 2025, between the hours of 7:00 a.m. and 8:00 p.m. to vote on an operating levy referendum question.

Sample Ballot

UNDERSTAND WHAT YOU WILL SEE ON THE BALLOT

SCHOOL DISTRICT QUESTION 1
APPROVAL OF SCHOOL DISTRICT REFERENDUM REVENUE AUTHORIZATIONS

To vote for a question, fill in the oval next to the word "Yes" on that question. To vote against a question, fill in the oval next to the word "No" on that question.

The school board of Independent School District No. 16 (Spring Lake Park Schools) has proposed to increase its general education revenue by the following amounts for taxes payable in the years specified:

- \$550 per pupil for taxes payable in 2026 through 2028; and
- \$930 per pupil, which will replace the \$550 per pupil amount beginning with taxes payable in 2029, and that amount would increase by the rate of inflation for taxes payable in 2030 through 2035.

The proposed referendum revenue authorizations would be applicable for a total of ten years, unless otherwise revoked or reduced as provided by law.

Shall the increase in the revenue proposed by the school board of Independent School District No. 16 for each year be approved?

Yes
 No

BY VOTING "YES" ON THIS BALLOT QUESTION, YOU ARE VOTING FOR A PROPERTY TAX INCREASE.

These are resources to support learning and the general day-to-day operation of our schools. These dollars support maintaining current academic programs and academic supports, teachers and staff, critical safety and security infrastructure and school facilities.

This is the first step in a two-step question. This funding increase would start in 2026 and have a tax impact of \$18/month on an average home.

In 2029, an additional \$380 will be added to the \$550 resulting in a total of \$930. With this step, there is no new net tax impact for taxpayers. This step is timed to happen at the same time existing building bond debt expires to avoid additional taxes for taxpayers.

The referendum would be in place for ten years - 2026-2035.

Passage of this referendum will result in an increase to your property taxes. In total, the tax impact is \$18 per month. (for a \$350,000 home)

FOLDED MAILER

Inside Contents

Supporting Materials

SAMPLE BALLOT + VOTING INFO



Sample Ballot UNDERSTAND WHAT YOU WILL SEE ON THE BALLOT

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Inflation is included beginning in 2025. A typical increase is expected to be 45 cents per month.

In 2029, an additional \$380 will be added to the \$550 resulting in a total of \$930. With this step, there is no new net tax impact for taxpayers. This step is timed to happen at the same time existing building bond debt expires to avoid additional taxes for taxpayers.

The referendum would be in place for ten years - 2026-2035.

Passage of this referendum will result in an increase to your property taxes. In total, the tax impact is \$18 per month. (for a \$350,000 home)

VOTING INFO →

Sample Ballot

SIDE 1

An annotated sample ballot was included in staff and family electronic communication and printed as a backpack stuffer and handout. This provided an opportunity to explain in plain language the different elements of the legal ballot language and what they mean.

Cast Your Ballot

VOTE ON OR BEFORE TUESDAY, NOVEMBER 4, 2025

EARLY/ABSENTEE VOTING

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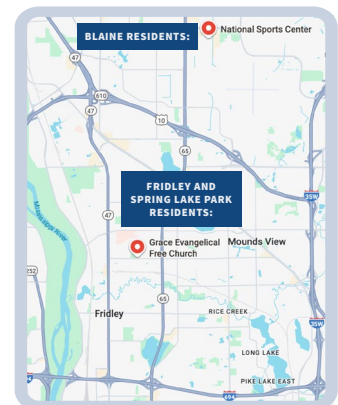
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QUESTIONS?

SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025

✉ Levy2025@district16.org
📞 763-600-5990

Voting Information

SIDE 2

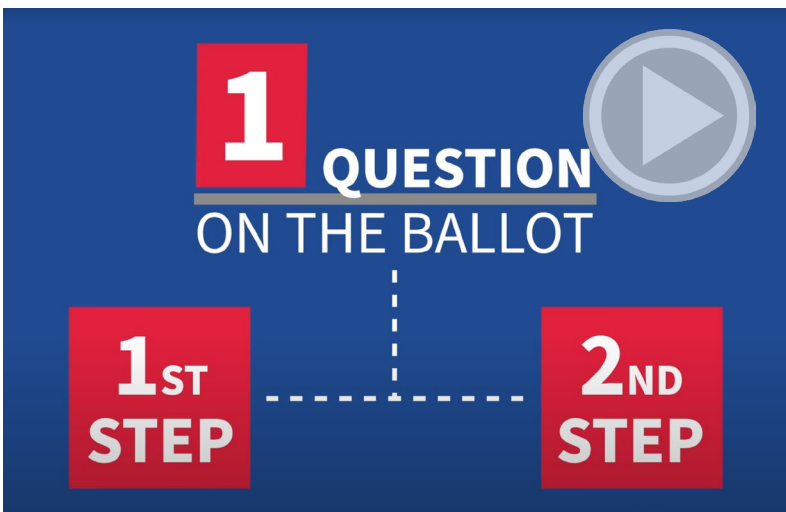
Where, how and when to vote for our two precincts.



[Levy for Learning 2025 \(Overview\)](#)

4:34 minutes

This overview video made the case for the levy in less than five minutes. It was our campaign in mini form with an explanation of the need, why it matters, the question and its impact. We used the video in all of our communication tactics and it lived on the website as an anchor to the campaign hub.



[Levy for Learning: A 2-Step Question](#)

2:00 minutes

This was the animated portion of the overview video that explains the 2-step question and its impacts. We used this as a bite-sized piece of content later in the campaign to remind people closer to the election of the question and the built-in fiscal responsibility the two steps support.



[Thank You](#)

1:00 minute

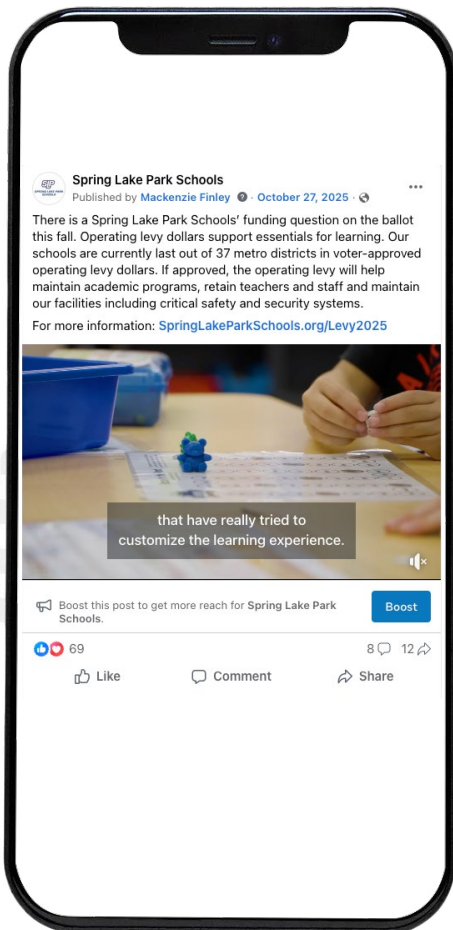
As we were filming the overview video, we captured staff, student and parent voices thanking voters for their support. Throughout the campaign, we hoped we would be able to use the footage to thank our community for voting for the levy. No one says it better than kids, and it was a great day when we were able to share this thank you.

Supporting Materials

SOCIAL MEDIA



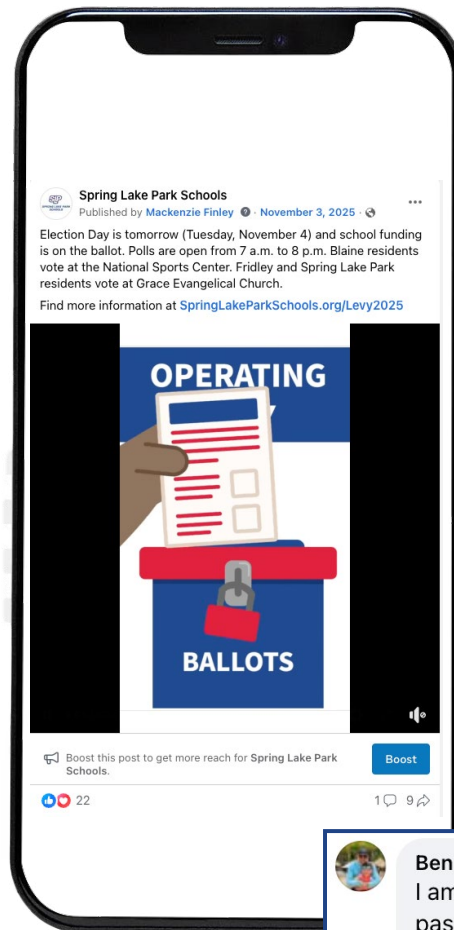
Social media channels for us are most successful when used to share points of pride. We've had less success with informational campaigns. We also have a couple of active trolls who create noise. Given our strategy to target audiences likely to be supportive, we opted for a very abbreviated social presence in the days before the election. We timed posts for after the required mailing was out in the community and did just three posts to be transparent without drawing too much attention.



Post #1

ONE WEEK BEFORE ELECTION

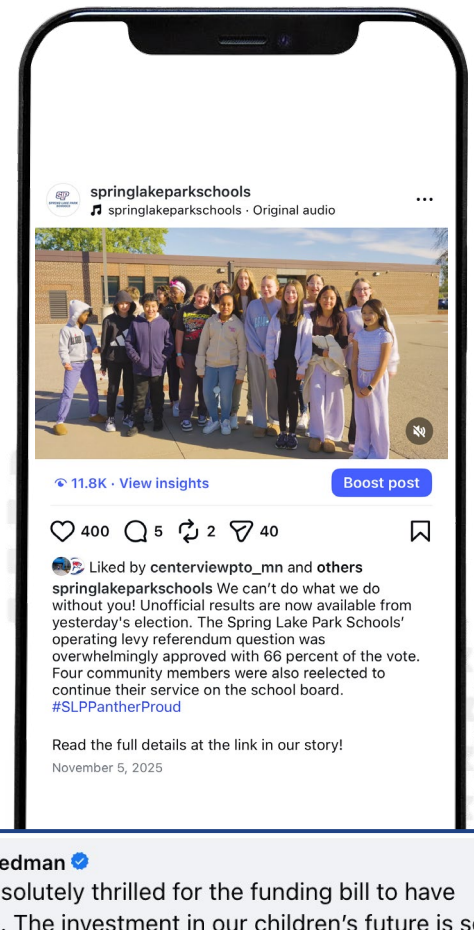
Shared full overview video with a link to the Levy website.



Post #2

ONE DAY BEFORE ELECTION

Shared a 3-second animated video with brief polling information and a link to the Levy website.



Post #3

THE DAY AFTER ELECTION

Shared thank you video with a link to the news story on our website.

REMEMBER TO VOTE POSTCARD



Our final home mailing was targeted to families who live in the district and was a “get out the vote” effort. The postcard arrived just a few days before the election with polling places and times. Providing voters with the addresses for polling locations proved especially important as residents in Fridley and Spring Lake Park were voting at a new location.



DISTRICT SERVICES CENTER
Independent School District No. 16
1415 81st Ave NE
Spring Lake Park, MN 55432

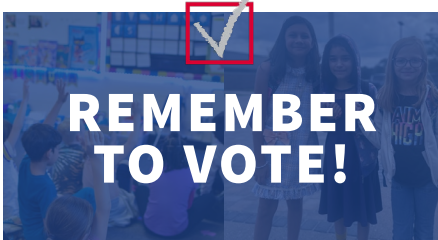


SpringLakeParkSchools.org

Non-Profit Org.
U.S. Postage
PAID
Twin Cities, MN
Permit 1174

Spring Lake Park Schools residents in Blaine, Fridley and Spring Lake Park are being asked to consider an operating levy referendum question on the **November 4, 2025 ballot**.

POSTCARD FRONT



CAST YOUR BALLOT

VOTING ON ELECTION DAY: TUESDAY, NOVEMBER 4

Polls will be open 7 a.m.-8 p.m.

Blaine Residents
National Sports Center - Welcome Center
1705 105th Ave NE
Blaine, MN 55449

Fridley and Spring Lake Park Residents
Grace Evangelical Free Church
755 73rd Ave NE
Fridley, MN 55432

Early/Absentee Voting
Find more information at SpringLakeParkSchools.org/Levy2025

New operating levy funds are necessary to maintain:

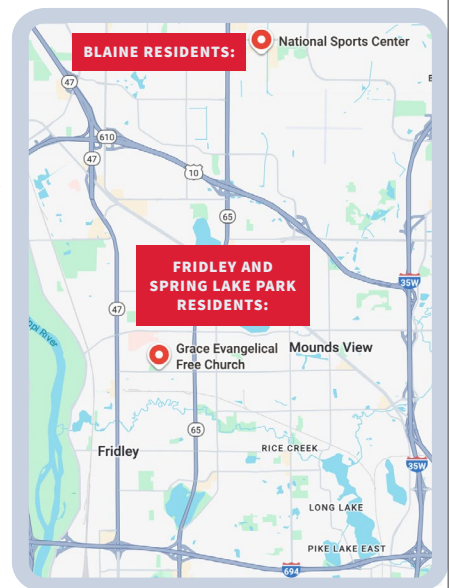
- Teachers and staff
- Current academic programs and academic supports
- Critical safety and security infrastructure
- School facilities

Levy funds would also help us enhance career and college credit offerings – areas our community has told us are most important.

QUESTIONS?

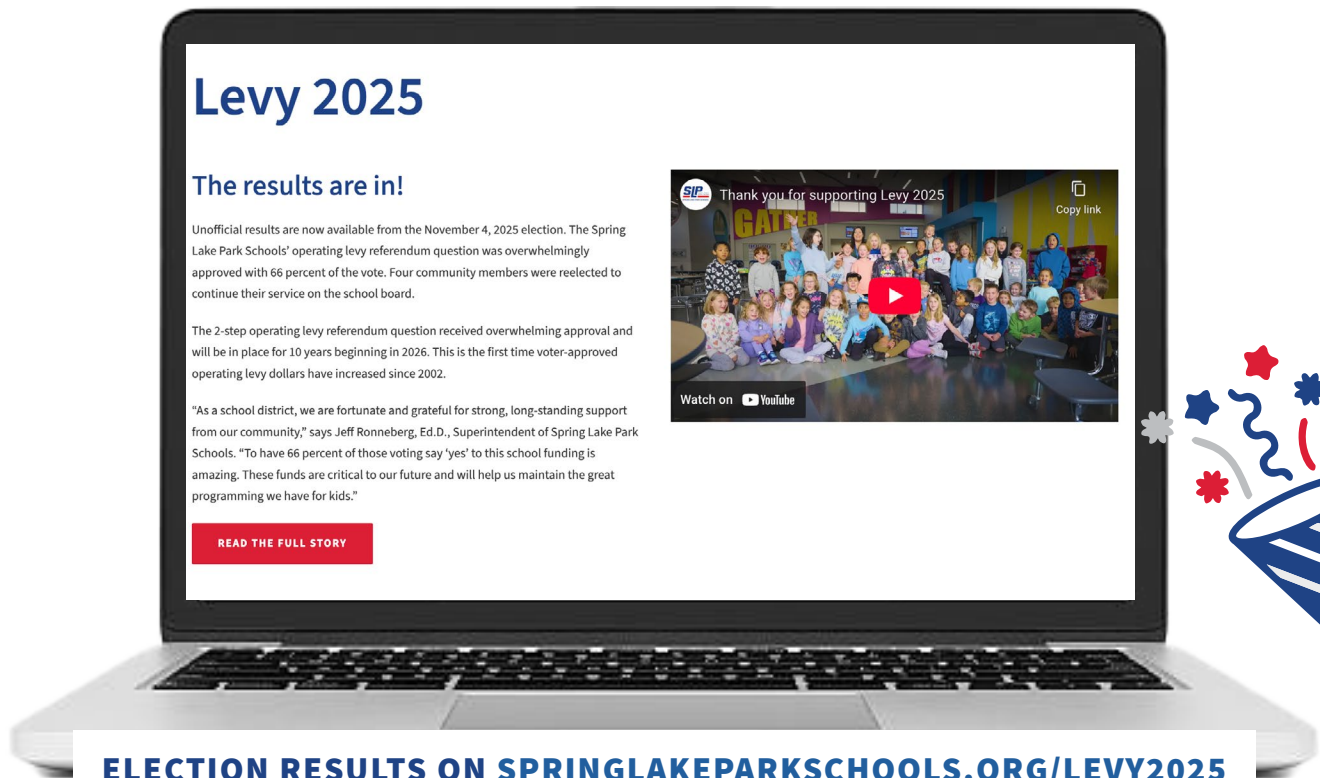
✉ Levy2025@district16.org / Call: 763-600-5990

SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025



POSTCARD BACK

Prepared and paid for by Spring Lake Park Schools (Independent School District No. 16), SpringLakeParkSchools.org.



[ELECTION RESULTS ON SPRINGLAKEPARKSCHOOLS.ORG/LEVY2025](https://springlakeparkschools.org/levy2025)

- Results for the operating levy and school board member election
- Quote from the Superintendent
- Embedded thank you video
- A link to the full news story
- All page content remains live on the page for archive purposes



Election 2025: Operating Levy Approved, Board Members Re-Elected

NOVEMBER 5, 2025

Unofficial results are now available from the November 4, 2025 election. The Spring Lake Park Schools' operating levy referendum question was overwhelmingly approved with 66 percent of the vote. Four community members were reelected to continue their service on the school board.

[READ MORE](#)

[READ THE NEWS STORY](#)

“As a school district, we are fortunate and grateful for strong, long-standing support from our community. To have **66 percent** of those voting say ‘yes’ to this school funding is amazing. These funds are critical to our future and will help us maintain the great programming we have for kids.”

– Jeff Ronneberg, Ed.D., Superintendent of Spring Lake Park Schools