



# Growing Success:

Bond Issue Supports PK-12  
Agricultural STEM Learning Center

## Lindbergh Schools Communications Department

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# About Lindbergh Schools

- Located in Suburban South St. Louis County
- More than 7,600 students, grades Pre-K through 12
- 12 campuses:
  - 1 high school
  - 2 middle schools
  - 6 elementary schools
  - 1 elementary gifted education center
  - 2 early childhood education centers
- 8 National Schools of Character
- 6 National Blue Ribbon Schools of Excellence



## Lindbergh Ballot Issue History

Year	Percent	Amount	Description
1984	69.57	\$4.50M	Proposition 1984 (Auditorium)
1995	60.10	\$25.00M	Prop-R 1995 (Additions and Improvements)
2000	78.35	\$9.50M	Prop-R 2000 (Renovations)
2002	49.81	\$14.10M	Prop-L 2002 (LHS Pool)
2003	57.67	\$14.10M	Prop-4 2003 (LHS Pool & Others)
2005	41.24	Fail	Prop-A 2005 (Tax Levy \$0.65)
2006	69.47	\$32.00M	Prop-R 2006 (Sappington, Kennerly additions)
2008	72.40	\$31.00M	Prop-R 2008 ( <b>Concord</b> , ECE, Middle School changes; Long, Crestwood additions)
2009	65.75	Pass	Prop-L 2009 (Prop-C Waiver)
2010	53.69	Pass	Prop-L 2010 (Tax Levy \$0.65)
2014	65.46	\$34.04M	Prop-G 2014 (Dressel & LHS)
2019	77.83	\$105.00M	Prop-R 2019 (LHS / Safe Entries)
2024	70.33	\$150.00M	Prop R 2024 (Truman renovations; Crestwood, Long and Kennerly gyms; Farmers Club STEM Center)



# What is Prop R?



Prop R is a \$150 million **no-tax-rate-increase** bond issue proposal to meet the following needs:

- Safety and traffic upgrades districtwide
- Facility equity across elementary schools
- Much needed middle school renovations
- PK-12 agricultural STEM learning center on the Concord Farmers Club site.

**Every school. Every student.**

**For informational purposes only.**

Paid for by Lindbergh Schools, 9350 Sappington Road, St. Louis, MO 63126;  
Dr. Tony Lake, Superintendent of Schools



**Lindbergh** Schools



**Together,  
we are investing  
in the safety  
and success  
of every student.**

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**Lindbergh** Schools

# Elements of a Successful Campaign

1. Be transparent
2. Tell your story early and often
3. Touch every building
4. Connect your work to community priorities (safety)
5. Align informational and advocacy campaigns
6. Create a Campaign Summary Report



# SHOW and TELL

## Leverage Informational Communication



### Lindbergh Schools **PROP R:** Every school. Every student.

Prop R is a **no-tax-rate-increase bond issue** that:

- **WILL** fund improvements to benefit all students
- **WILL** support a fiscally responsible, long-term facilities maintenance plan for Lindbergh Schools
- **WILL NOT increase the tax rate**

#### Reimagine

A PK-12 agricultural STEM learning center that:

- Provides real world learning aligned to Missouri Learning Standards
- Connects students to St. Louis' thriving AgTech industry
- Honors historic Concord Farmers Club mission

#### Reinvest

In equal learning spaces districtwide:

- Update HVAC, roofs and flooring
- Convert nonfunctional middle school pools to multipurpose learning spaces
- Build gymnasium storm shelters at three elementary schools

#### Renew

Safety systems for all students:

- Improve school safety districtwide to match upgrades at Lindbergh High School (door alarms, cameras, intercoms, safety glass)
- Create safe traffic flow for walkers, buses and drivers

**DID YOU KNOW?**  
Lindbergh Schools has the **lowest residential tax rate** in St. Louis County.

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1. District printed newsletter
2. Informational postcard
3. Videos and photos
4. Social media
5. Website
6. Public meetings
7. Consistent branding



# SHOW and TELL:

## Leverage Informational Communication

**LINDBERGH LINK**  
Excellence in Learning Designing the Future



Spring 2024 Lindbergh Schools go.lindberghschools.ws



Prop R is a \$450 million, no-tax-rate-increase bond issue on the April 2 ballot that would improve security districtwide, update aging facilities, and support construction of the Lindbergh Farmers Club (trending above), a PK-12 agricultural STEM education center with programming aligned to Missouri Learning Standards

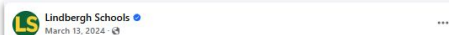


**Reimagine  
Reinvest  
Renew**

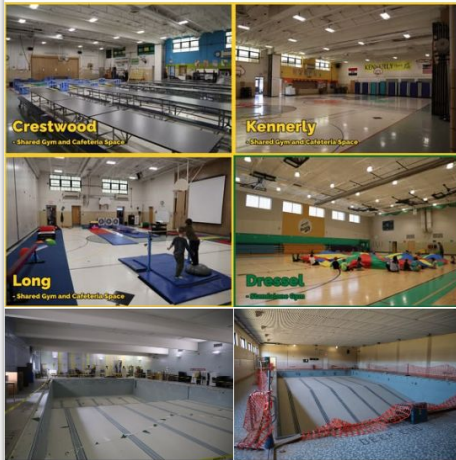
Learn more, Pgs. 4-5



**Left:** Students at Long Elementary School eat lunch in a combined gym and cafeteria space. Prop R would support standalone gymnasiums at Crestwood, Kennerly and Long, and repurpose a portion of existing cafeteria spaces for student interventions.  
**Right:** Traffic overflows onto Sappington Road during dismissal at Crestwood Elementary School. Prop R's proposed site plans would improve safety for walkers, drivers and buses districtwide.



Right now, not all Lindbergh students have access to equal learning spaces. Prop R would address this issue by constructing standalone gymnasiums at Crestwood, Long and Kennerly elementary schools to match Concord, Dressel, and Sappington's gym spaces. Additionally, Prop R would repurpose nonfunctional middle school pools as multipurpose learning spaces.



**Lindbergh Schools**



**PROP R**

Prop R is a **no-tax-rate-increase bond issue** that:

- **WILL** fund improvements to benefit all students
- **WILL** support a fiscally responsible, long-term facilities maintenance plan for Lindbergh Schools
- **WILL NOT** increase the tax rate

**Lindbergh Schools Prop R**

go.lindberghschools.ws/PropR2024

### Reimagine

Prop R would build a PK-12 agricultural STEM learning center that:

- Provides hands-on, real world learning that aligns to Lindbergh curriculum and Missouri Learning Standards
- Connects students to professionals in St. Louis' growing Ag/Tech industry
- Honors the historic Concord Farmers Club mission and vision

### Reinvest

Prop R would create equal learning spaces districtwide:

- Update HVAC, finishes, roofs and maintenance-free flooring
- Convert nonfunctional middle school pools to multipurpose learning spaces
- Build standalone gymnasium storm shelters at three elementary schools

### Renew

Prop R would:

- Improve school safety districtwide to match upgrades at Lindbergh High School (door alarms, cameras, intercoms, safety glass)
- Create safe traffic flow to protect walkers, buses and drivers



**Please Vote on April 2**

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# SHOW and TELL: Presentations



## [Prop R Informational Presentation](#)

- Master copy was adaptable for various audiences
- Show benefits of Prop R 2019 investment
- **Photos, photos, photos**
- Answer “What will happen if Prop R passes/does not pass?”
- Include financial information
- “Please vote” message



# SHOW and TELL: Videos



- [Reimagine](#), [Reinvest](#), [Renew](#)
  - Three 1:30-2 minute informational videos
- Highlighted three priorities of campaign
- Photos and videos used captured in advance
- Videos released strategically on our social media channels
- Vote Yes campaign created separate, complimentary video for their use, with support from EdPlus



# SHOW and TELL: Photos



- Helped show voters who aren't in buildings everyday the need we had
  - Social media, website
- Work with staff to identify areas to highlight
  - Submitted photos from teachers/staff
- **Embrace the ugly!**



# SHOW and TELL

## Community Open Houses



Truman  
Open House



LHS Open  
House



# SHOW and TELL

## Infographics

**Did You Know?**

Prop R is a **No-Tax-Rate-Increase** bond issue.

This means Prop R will not increase the district's current debt service tax rate of 833 cents per \$100 of assessed valuation.

<https://tinyurl.com/ykranuu8>

**Why Doesn't Prop R Increase the Tax Rate?**

This combination allows the school district to borrow funds without increasing your tax rate.

property values increase as debt amount decreases

In addition:

- The district has responsibly paid off and refinanced debt at lower rates when possible.
- Our favorable bond rating allows access to the bond market at a very low borrowing cost.
- Historical data shows that property values in Lindbergh Schools continue to grow.

One Year Growth Rate	11.22%
Three Year Compound Annual Growth Rate	7.45%
Five Year Compound Annual Growth Rate	7.02%
Ten Year Annual Growth Rate	4.98%
Twenty Year Compound Annual Growth Rate	3.33%

<https://tinyurl.com/58a6zhvk>

- Effective way to address misinformation
- Easy for supporters to share on social media
- Short, simple messages



# SHOW and TELL: Media Coverage



- Pitched story ideas to media outlets we've worked with previously

## Lindbergh School pitches \$150 mill "Prop R," for April 2 municipal election

This is the school district's third time going to voters in last decade.



This is the school district's third time going to voters in the last decade.

## Lindbergh Schools says Prop R would help fill in old pool, increase security measures



"Really just trying to make sure we're prepared to teach kids every day and we want them to be comfortable," one principal said.

- Time pitches with preparation for election coverage
- Made our pitches appealing to reporters by focusing on safety and security





# Lindbergh Farmers Club





# Lindbergh Farmers Club

*Cultivating Curiosity. Growing Minds. Harvesting Potential.*



-  [go.lindberghschools.ws/farmersclub](https://go.lindberghschools.ws/farmersclub)
-  Lindbergh Farmers Club
-  @LindberghFarmersClub

## Farmers Club Sponsor Levels

Your gift to the Farmers Club will allow us to provide students of all ages with authentic, outdoor real-world learning opportunities.



**LEGACY:** Lifetime  
\$1 million and above

**PROSPERITY:** 10 years\*  
\$250,000 – \$999,999

- Logo or name displayed on donor wall & in specific location upon request
- Quarterly newsletter updates from students
- Access to students & staff for instructional opportunities
- Tickets to Lindbergh Schools Foundation Community Breakfast
- Access to students & families to promote your organization's programs and services
- Access to farm for your organization's communication & promotional efforts



**HARVEST:** 5 years\*  
\$100,000 – \$249,999

**CULTIVATOR:** 5 years\*  
\$10,000 – \$99,999

- Logo or name displayed on donor wall
- Quarterly newsletter updates from students
- Access to students & staff for instructional opportunities
- Tickets to Lindbergh Schools Foundation Community Breakfast
- Access to students & families to promote your organization's programs and services (*Harvest\* only*)
- Access to farm for your organization's communication & promotional efforts



**PIONEER:** 3 years\*  
\$500 – \$9,999

- Name displayed on donor wall
- Quarterly newsletter updates from students



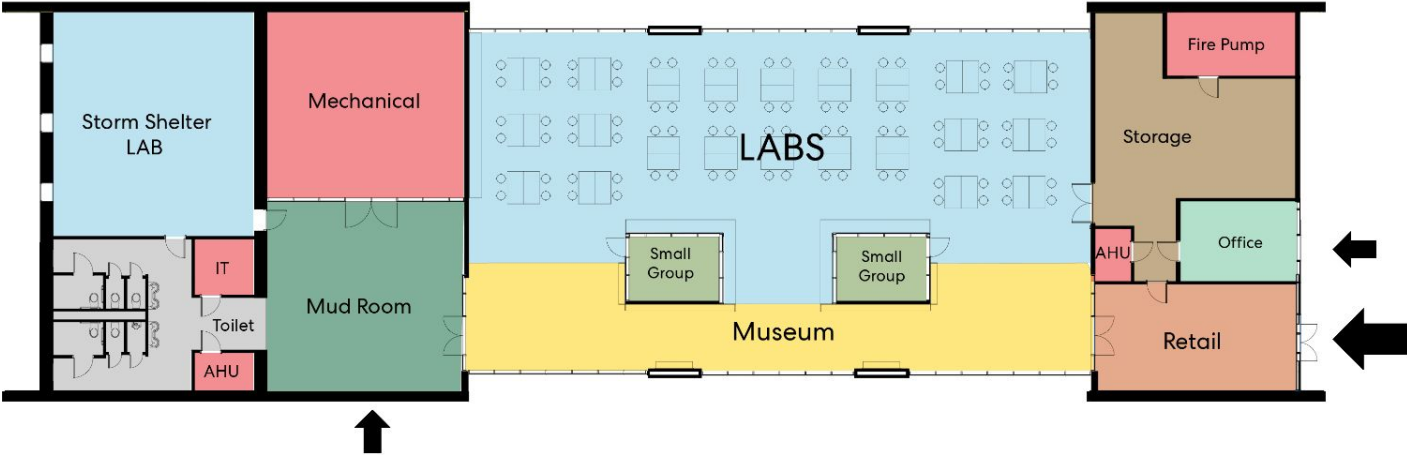
*\*With first right of refusal for renewal*





Lindbergh Schools

# Floor Plan - Preliminary Scheme 2



Preliminary Scheme 2



**Lindbergh** Schools

## Preliminary Scheme 2



**Lindbergh** Schools