

The background of the slide is a detailed architectural floor plan of a building. The drawing includes various rooms and features, such as a circular area labeled 'STONE WALL', a 'DR. LAUN' area, a 'COATS' area, and a 'BED RM 2' measuring 10' x 12'. Dimensions like '56'-8"' are also visible. In the top left corner, there is a desk lamp with a glass shade. At the bottom of the slide, there are several drafting tools: a pair of compasses, a yellow folding ruler, and three markers in green, blue, and red. The overall scene is set against a brick wall background.

Economic Impact of the FHS Project

Making the Case for a Wise Investment
of Tax Dollars & a Quality Educational
Facility for Faculty & Students

The background of the slide is a photograph of a desk. In the top left corner, there is a silver desk lamp with a glass shade. The wall behind the desk is made of reddish-brown bricks. The desk surface is covered with architectural drawings, including a large blue triangle and various lines and text. Two pens, one red and one silver, are lying on the desk. The title 'Topics Addressed' is centered in the upper half of the image.

Topics Addressed

- Economic Impact of project
- WIIFM (What's in it for me?)
- Why now?
- What if we don't?
- Q & A

The background of the slide features a desk with a lamp on the left, a brick wall at the top, and architectural blueprints spread across the surface. Two pens are visible on the right side of the desk. The title 'Economic Impact' is centered in a large, bold, black font.

Economic Impact

- Project itself is a stimulus package for Fayetteville
 - Direct and indirect impact of project
- School districts impact on local economy
 - Preserving and improving real estate values
 - Attracting and retaining businesses
 - Providing an educated labor market



Why is the high school pivotal?

- Growth from outside “shops” for schools when relocating
 - Test scores are comparable
 - Facilities are NOT
- NWA is a region - you can live anywhere and enjoy the benefits of any and all
- 50 year decision - creating our strategic niche

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is white and has a ruler and a pen on it. The lamp is on the left side of the desk.

Impact on the Local Economy

- Real estate market primary factor is school district boundaries
 - Preserve and improve housing values
 - Springdale market values in the HarBer zone have declined less than 1% whereas east Springdale (SHS zone) values have declined by over 13%



Impact on the Local Economy

- Economic development initiatives are highly correlated to quality of school district
 - Quality growth is the name of the game!
 - Money/Forbes magazine
 - Proposed high school will appeal to the kind of growth we seek in Fayetteville



Impact on the Local Economy

- Fayetteville is competing for rooftops to drive economic development, retail and sales tax revenue
 - City's main source of revenue is sales tax
 - Rooftops = Retail = Sales tax
 - Jobs follow economic development and new retail businesses
 - Businesses choose areas with strong school districts to satisfy employees and provide a strong future workforce
 - Proposed HS will appeal to Fayetteville growth values

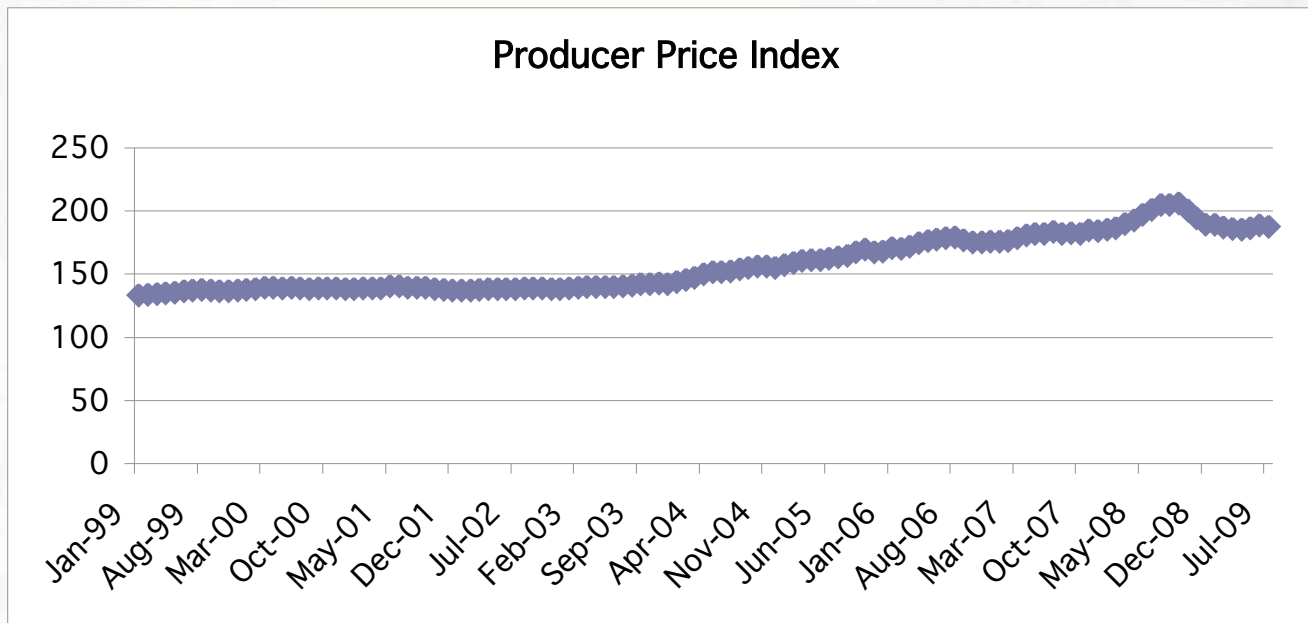


WIIFM?

- Maintain or improve housing values long term (ROI)
- Attract, retain quality businesses
 - Retool business to meet the future market
- Growth helps to spread the tax burden
 - Expanded base triggers rollback in millage rate
- New high school facilities will be available for community use
 - Performing Arts
 - Multi-purpose Arena
 - Outdoor Amphitheater

Why Now?

- Long process brought us to this point
- Building prices and expertise are excellent
 - 2003: 142 -2008: 206
 - 2005: 170 -2009: 188





Why Now?

- Stimulus credits available in 2009 & 2010
- High school drop out rate increasing
 - 2006: 3.5% (134) 2007: 4.1% (156)
 - 2008: 4.8% (180) Total (470 kids!!)
- NWA sister cities have addressed high schools in the recent future
 - Springdale (2005)
 - Bentonville (2003)
 - Rogers (2008)
- New curriculum model & facility design reestablish competitive educational niche
 - Not an apples to apples comparison in NWA
 - National model of excellence
 - Upgrade technology
 - Recognition by National School Board Assn (1 of 3 sites)


Cost of NWA High Schools

NWA Construction Projects									
High Schools									
9/1/09									
	Completed	Project Cost	Square Ft.	Cost/sq ft	Capacity	New stds?	RS Means	Adjusted	Difference
Bentonville High	2003	\$ 63,122,363	496,917	\$ 127.03	3000	no	1.408	\$ 178.86	4.08%
Athletic facilities		\$ 24,000,000							
Rogers Heritage (***renovation)	2008	\$ 40,000,000	330,000	\$ 121.21	2000	no	1.03	\$ 124.85	49.10%
Springdale HarBer	2005	\$ 46,547,410	385,000	\$ 120.90	2000	no	1.226	\$ 148.23	25.59%
PROPOSED FHS		\$ 82,039,790							
demo, design fee, furn		\$ 13,828,358							
PROPOSED FHS	2013	\$ 95,868,148	515,000	\$ 186.15	3000	yes		\$ 186.15	
curriculum related	2012	\$ 10,200,000							
stadium upgrade		\$ 4,000,000							
contingency		\$ 3,000,000							
		\$ 113,068,148							

Notes: Proposed FHS is the only high school that will have to comply with new facility standards, which require more square feet per student, additional natural light, and fresh air (20% cost increase). Also, new FHS will be a campus, not just one large building. Rogers Heritage is not a valid comparison, since it was built using an existing structure.



LEED Silver Certification Costs & Savings

- First and only HS in Northwest Arkansas
 - Incremental Cost estimated at \$350,000 (.36% of project)
 - Savings in operational costs:
 - Energy efficiencies of at least 26%
 - Roofs that pay for themselves in two years
 - Water efficiencies
 - Bathrooms
 - Landscaping
- 

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What if we don't?

- Prices will go up!
- Continue to lose ground on new quality growth
- Substantial amount of work has been done by the community to this point
- Students will continue to disengage
- Faculty recruiting will be affected



Final Key Points

- Project will provide a stimulus package for Fayetteville
- Proposed FHS will preserve and improve property values in Fayetteville School District
- Improved school facilities will assist economic development and business initiatives
- Cost to average taxpayer is \$13.64 month
- Investment to preserve our largest assets

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is covered with a white sheet of paper. A desk lamp is on the left side. A ruler and a pen are on the right side.

Questions & Answers

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