



Generating

REVENUE



OUTSIDE *facilities* USE



OUTSIDE *facilities* USE

IMPLEMENTING

1. INCREASE NATATORIUM FEES EFFECTIVE JULY 1
2. INCREASE OUTSIDE USE FACILITIES FEES EFFECTIVE JULY 1

CONSIDERING

1. MODIFY REGULATION FOR NON-PROFIT RENTAL REQUIREMENT TO INCLUDE <80% CFISD STUDENTS
2. MODIFY POLICY TO INCLUDE FOR-PROFIT USE OF FACILITIES
3. ALLOW FOR-PROFIT RENTAL OF EXHIBIT CENTER
4. INCREASE AVAILABILITY OF HS AUDITORIUMS
5. ALLOW RENTAL OF MS/HS FIELD & TRACK, BASEBALL/SOFTBALL
6. RENT PARKING LOTS DURING SCHOOL CLOSURE

BERRY *Center*



BERRY *Center*

CONSIDERING

1. SALE OF ALCOHOL AT NON-SCHOOL EVENTS
2. ELIMINATE NON-PROFIT DISCOUNTS
3. RAISE CONCESSION PRICES
4. INCREASE PARKING FEE FOR CONCERTS
5. ESTABLISH PARTNERSHIPS WITH HOTELS
(REBATE)

VISUAL & PERFORMING ARTS CENTER



COMMUNITY PROGRAMS



COMMUNITY PROGRAMS



CONSIDERING

1. ADDITION OF AFTER-SCHOOL ENRICHMENT CLASSES
2. ADDITION OF PARENTS NIGHT OUT

COMMUNITY PROGRAMS



COMMUNITY PROGRAMS



IMPLEMENTING

1. EXTEND AVAILABLE SPOTS AT SUMMER ELC TO COMMUNITY
2. MOVE SUMMER ELC 2025 TO TELGE FOR INCREASED CAPACITY

CONSIDERING

1. HOST CHILDCARE CONFERENCE
2. EXPAND NUMBER AND/OR CAPACITY OF ELCS

Athletics



Athletics

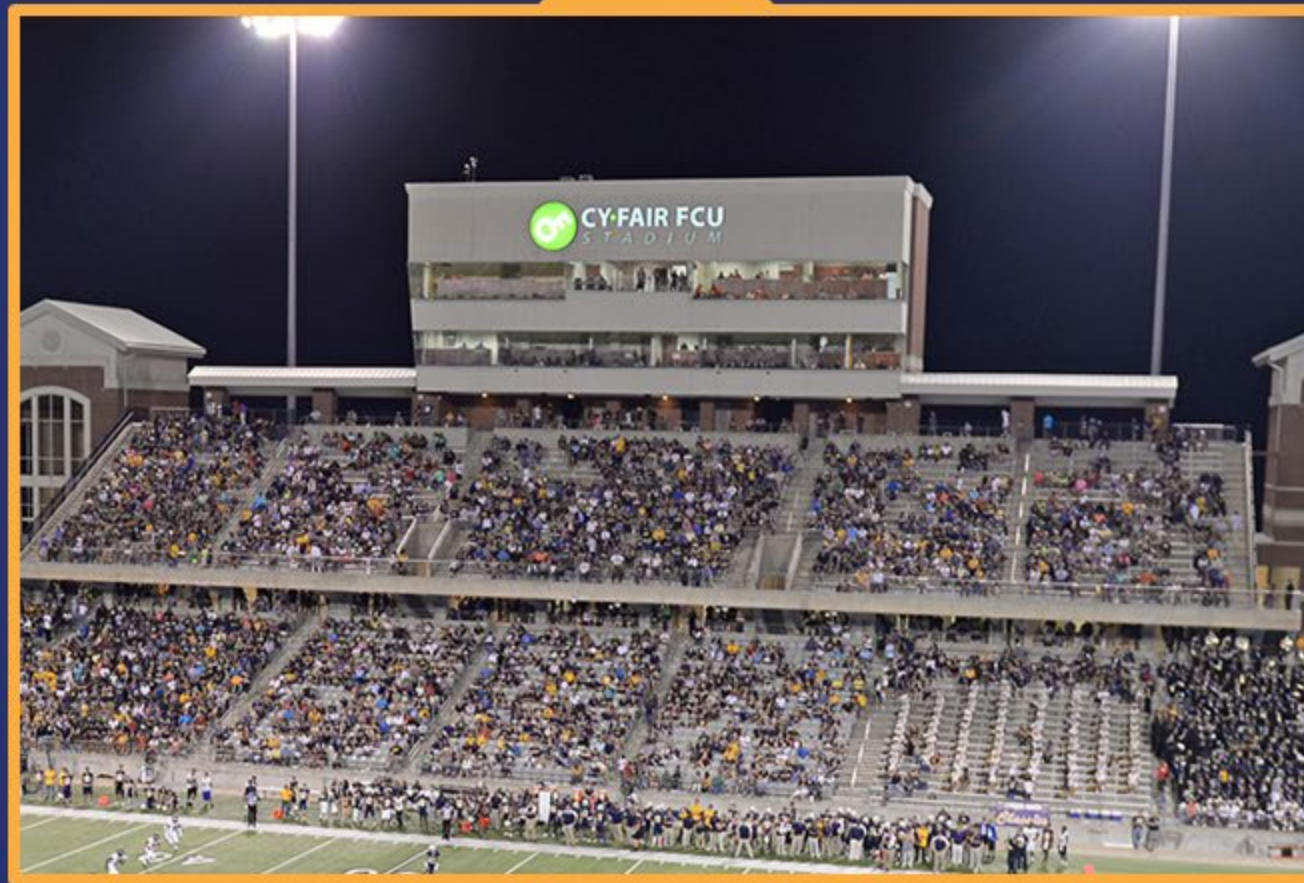
IMPLEMENTING

1. RAISE ADULT VARSITY FOOTBALL TICKET PRICES

CONSIDERING

1. UNIFORM BRAND AGREEMENTS TO INCREASE PURCHASING POWER
2. UTILIZE HUDL TV TO INCLUDE ADVERTISING ON STREAMING EVENTS
3. INCREASE RENTAL FEE AGREEMENTS FOR NON-DISTRICT PLAYOFF GAMES

NAMING *Rights*



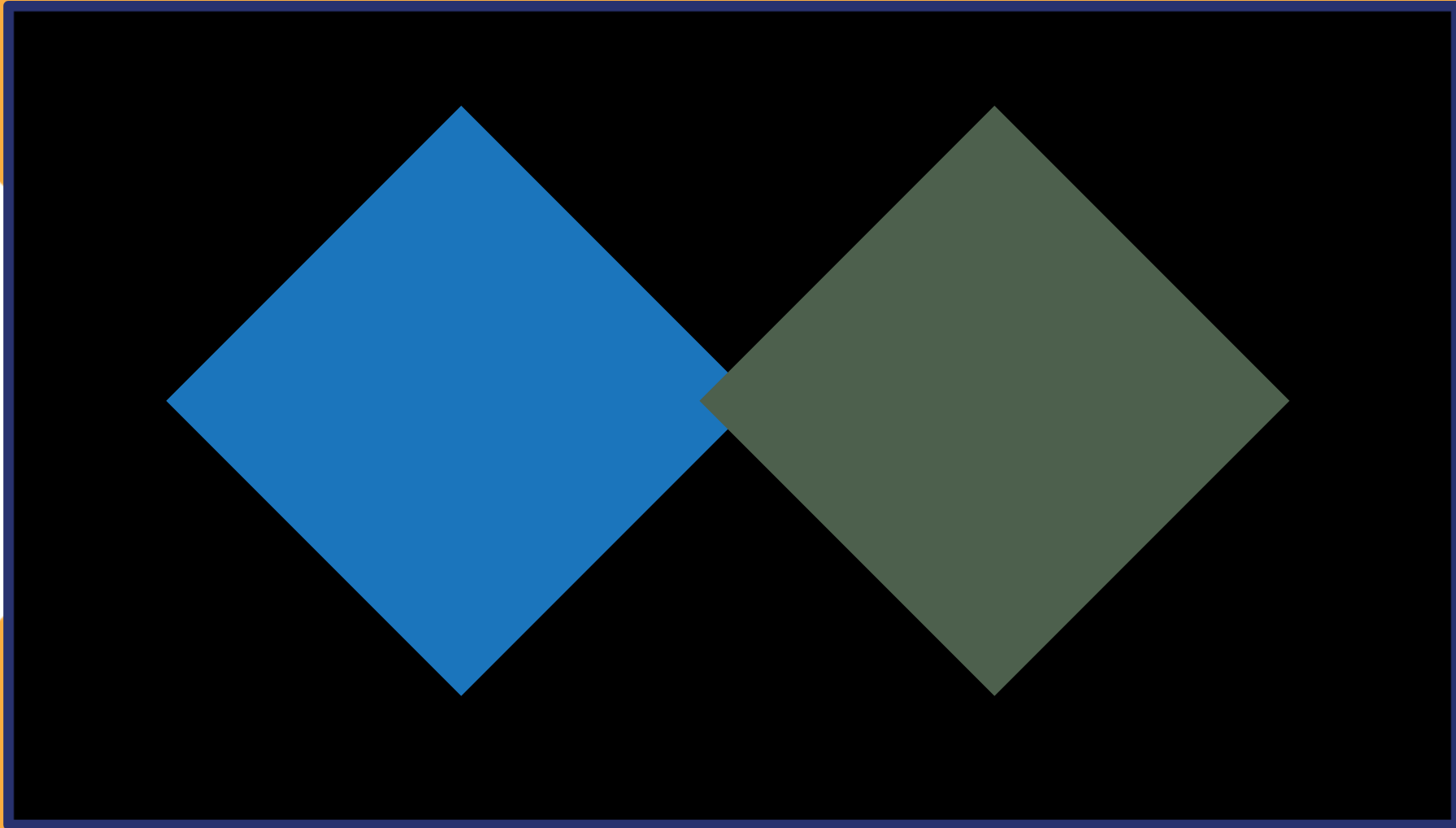
NAMING *Rights*

IMPLEMENTING

RFP DEVELOPMENT TO INCLUDE:

- BERRY CENTER STADIUM
- BERRY CENTER THEATRE
- BERRY CENTER ARENA
- BERRY CENTER CONFERENCE CENTER
- PRIDGEON STADIUM FIELD
- NATATORIUM
- VISUAL & PERFORMING ARTS CENTER

ADVERTISING *partners*



ADVERTISING *opportunities*

 Cypress-Fairbanks ISD
Published by Joel Weckerly · 3d · 🌐

Are you a local business looking to expand your visibility in our community? Let us help your business connect with 160,000+ residents in our area. A business partner meeting is scheduled for tomorrow, Monday, March 18, at 9 a.m. at the MHAB (11440 Matzke Road). RSVP: https://cyfaisd.formstack.com/forms/businesspartners_rsvp.



 **CFISD**
BUSINESS PARTNER MEETING

LOCATION: MARK HENRY ADMINISTRATION BUILDING (11440 MATZKE ROAD)	DATE: MARCH 18 TIME: 9 – 10 A.M.
--	---

CFISD.NET/BUSINESS

See insights and ads [Boost post](#)

👍 10

AD REVENUE: Scoreboards

CY-FAIR FCU STADIUM

DASPIT
LAW FIRM
Justice For The Injured!

7 HOME **8:57** QTR 3RD & BALL ON **38** AWAY

25



CY-FAIR FCU STADIUM

THE HOMETOWN FAN APP
Making your ticketing experience for school athletics and more easier than ever.
SCAN THE QR CODE TO FIND OUT MORE!

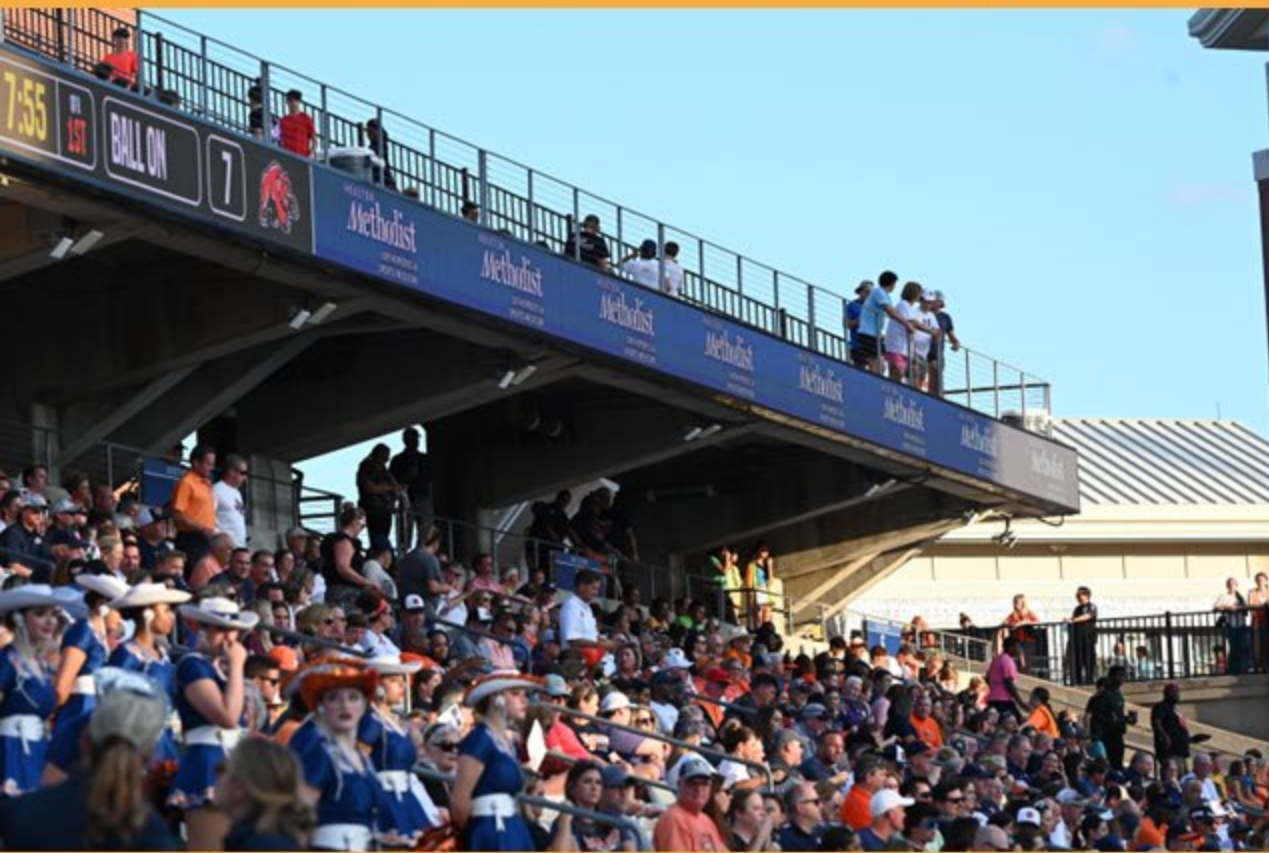
POWERED BY HOMETOWN TICKETING

0 TOL 3 **11:45** TOL 3 **0** 36

QTR 1ST 1ST & 15 BALL ON 16 AWAY



AD REVENUE: *Ribbon boards*



AD REVENUE: *Game Day*



AD REVENUE: *Buses*



AD REVENUE: Newsletters

CONNECTION
FOR
COMMUNITY
190,000
RECIPIENTS

Leading Orthopedic Care to
KEEP YOU MOVING [LEARN MORE](#) Methodist

CONNECTION for Community
CYPRESS FAIRBANKS
INDEPENDENT SCHOOL DISTRICT

September 26, 2023 | Vol. 10, No. 3
[View Online](#) • [Community Resources](#)

CFSD COLLEGE NIGHT
OCT. 3 | 6-8 p.m. | BERRY CENTER

Join us on Oct. 3 from 6-8 p.m. for College Night at the Berry Center!

SCHOOL SPIRIT debit cards. All 12-13th High School students. A DEBIT CARD THAT EARNS DONATIONS FOR YOUR SCHOOL.

DICK'S SPORTING GOODS SPECIAL OFFERS. CLICK HERE TO SAVE ON YOUR NEXT PURCHASE.

SUPERINTENDENT SEARCH
BOARD PRESIDENT UPDATE

Character Trail
OCTOBER
Reliability

Expertise Matters When You Need
BACK AND NECK CARE [SCHEDULE NOW](#) Methodist

CONNECTION para la Comunidad
CYPRESS FAIRBANKS
INDEPENDENT SCHOOL DISTRICT

29 de agosto de 2023 | Vol. 10, No. 2
[Ver en línea](#) • [Recursos Comunitarios](#)

Estudiantes de todo el distrito dieron lo mejor de sí mismos el primer día de clase. Vean algunas imágenes del primer día en las escuelas del distrito [#RegresoAClasesCFISD](#)

R+IM CODING!

DICK'S SPORTING GOODS EVERY SEASON STARTS AT DICK'S EXCLUSIVE SHOP EVENT. CLICK HERE TO SAVE 20% OFF THROUGHOUT THE STORE SEPTEMBER 1 - 4

BÚSQUEDA DE SUPERINTENDENTE

Rasgo de la Personalidad
SEPTIEMBRE
Preocupación por el bien común

Leading Orthopedic Care to
KEEP YOU MOVING [LEARN MORE](#) Methodist

CONNECTION for Employees
CYPRESS FAIRBANKS
INDEPENDENT SCHOOL DISTRICT

September 12, 2023 | Vol. 10, No. 2
[View Online](#) | [Employee Resources](#)

TEACHER WORK DAY
SEPT. 25
STUDENT HOLIDAY

Monday, Sept. 25 is the first teacher work day for the 2023-2024 school year.

SCHOOL SPIRIT debit cards. All 12-13th High School students. A DEBIT CARD THAT EARNS DONATIONS FOR YOUR SCHOOL.

TEXT A TIP An even easier way to make anonymous safety tips. Text "CFISD" to 738477

Character Trail
SEPTEMBER
Concern for the Common Good

CONNECTION
FOR
EMPLOYEES
18,000
RECIPIENTS

AD REVENUE: *Hotels*

PREFERRED HOTELS

Fairfield Inn & Suites by Marriott Houston Northwest Willowbrook

10825 N Gessner Rd., Houston, TX 77064

[Book Now](#)



Homewood Suites by Hilton Houston - Northwest/CY-FAIR

13110 Wortham Center Drive
Houston, TX 77065

[Book Now](#)



Residence Inn by Marriott Houston Northwest/Cypress

10456 Huffmeister Road
Houston, TX 77065

[Book Now](#)



AD REVENUE: *Employee Discounts*

Employee Discounts

Filter employee discounts by selecting a category:

ALL	AUTOMOTIVE	BEAUTY	CHILDCARE	EDUCATIONAL	ENTERTAINMENT
FINANCE	FITNESS	HEALTH	PERSONAL CARE	REAL ESTATE	RESTAURANTS
RETAIL	SERVICES				



Active Life Dentistry



Derma Unique Advanced Aesthetics



F45 Training - Cy-Fair East



Fairfield Emergency Room



Ignite Chiropractic

AD REVENUE: *Other*

IMPLEMENTING

1. ATHLETICS TICKETS
2. NATATORIUM SCOREBOARD

CONSIDERING

1. BANNERS IN MS & HS GYMS
2. BANNERS ON BASEBALL/SOFTBALL FENCES
3. BANNERS ON MS & HS FIELDS/TRACKS

REVENUE: *Miscellaneous*

CONSIDERING

1. FEE FOR STUDENT TRANSFER APPLICATIONS
2. REDUCE NUMBER OF FREE TRANSCRIPT ADJUSTMENTS
3. INCREASE STUDENT PARKING FEE

ATTENDANCE

WHEN YOU MISS SCHOOL,
YOU MISS OUT



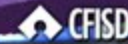
*...on attention-grabbing
classroom lessons!*

WHEN YOU MISS SCHOOL,
YOU MISS OUT



*...on impacting a
fellow classmate!*

WHEN YOU MISS SCHOOL,
YOU MISS OUT



*...on high-flying
fine arts opportunities!*

ATTENDANCE



PROPERTY TAXES

Values Determined by Harris County Appraisal District

- State Benefits from Property Value Increases

Tax Rate

- Maintenance and Operations (M&O)
 - Maximum Compressed Rate (MCR)
 - Enrichment Pennies
- Interest and Sinking (I&S)

M&O Rate Capped

- Voter-Approval Tax Rate Election

CFISD Optional Homestead Exemption

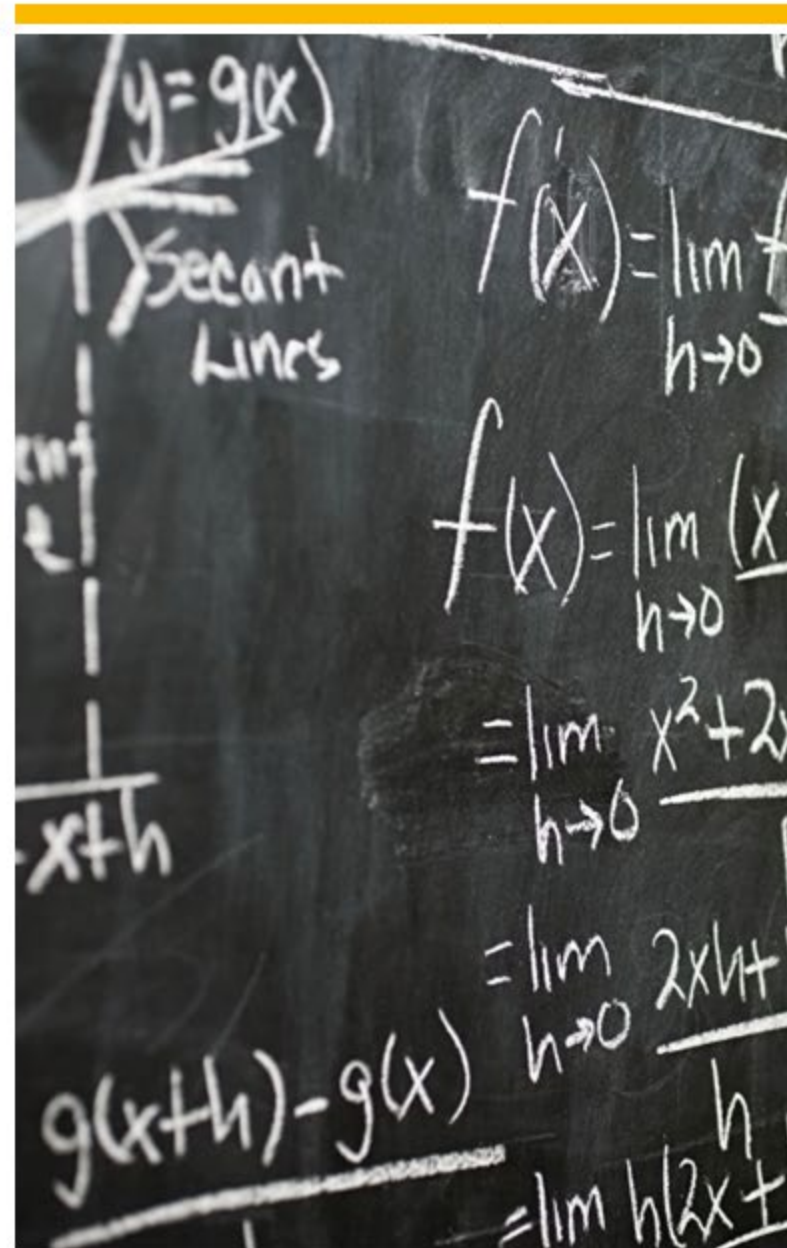
- 20%

MAXIMUM COMPRESSED RATE

Compression compares the extent to which **estimated** property value growth exceeds 2.5% to determine the MCR.

STRUCTURE OF THE FOUNDATION SCHOOL PROGRAM

- Tier I – Basic/Foundation Entitlement
 - Consists of state and local share
 - Series of formulas determine the allotments
- Tier II – Enrichment Entitlement
 - Additional funding for additional tax effort
 - Guaranteed yield per penny
 - Limited to \$0.17 above MCR



TIER II COMPONENTS

Tier 1



Excess Local Revenue
Above Entitlement
LEVEL 1 - Recapture

Tier 2

LEVEL 1 - Funding



No Excess Local
Revenue

Tier 2

LEVEL 2 - Funding



Excess Local Revenue
Above Entitlement
LEVEL 2 - Recapture

* Voter Approval Tax Rate Election Required

EXCESS LOCAL REVENUE (RECAPTURE)



- In some districts, the calculated local share exceeds the total cost of the program. When this happens, districts are said to have “**excess local revenue**”.
- **Recapture** applies in **Tier I** and in the **copper penny** component of **Tier II**, when the local share exceeds the total cost.
- There **is no recapture on golden pennies** or on **I&S tax collections**.

VATRE REVENUE IMPACT

VATRE is a Voter Approval Tax Rate Election

- November Election
- Must have Efficiency Audit
- Must Call Election by 78th Day Before the Date of the Election

12 Eligible Pennies for VATRE

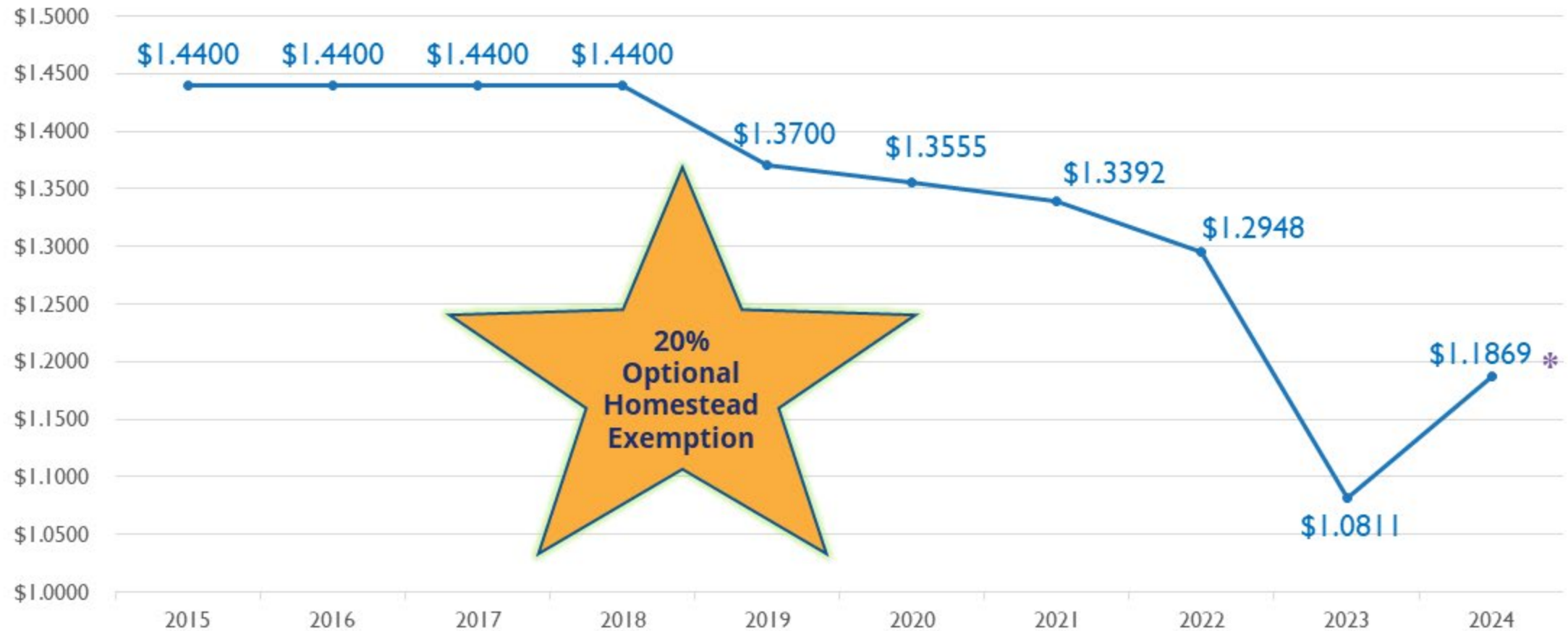
Estimated Additional Annual M&O Revenue Gained = \$109.5M (Net of \$7.6M Recapture)

Estimated Net M&O Gain per ADA = \$1,005

Estimated Increase in Taxes on a \$350,000 Home = \$216

- Already Saving \$747 from LOHE

PROPERTY TAX RATES



* Estimated



COMMUNITY
FEEDBACK
&
SUBCOMMITTEE
FEEDBACK