

Estimated Cost For A District Name Change

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Purpose

To provide information regarding possible costs to change the name of our school district (and school, if that choice is made). This includes information gathered from quotes from businesses, estimated staff time for required tasks, and other items that could have a fiscal impact.

It is understood that these are estimates, but our goal is to be as close to accurate as possible in estimating total costs of a name change

Signage and Busses

One of the most visible items in a name change is a necessary change in signage. Our staff walked the school sites to determine what signs would need to be replaced and then received an estimate of the cost to replace the signs:

- \$9,533 (includes standard informational signs, large acrylic letters, and the bus lettering vinyl for all busses). This is an estimate from vendor for district signage for all sites, marque, bus lettering replacement.
- \$1,080 staff labor estimate to remove old and post new signs. This is estimated at 24 hours of staff time at a district cost of \$45 per hour.

Communications

This area goes beyond “website” work and includes communication with our vendors, email system, business cards, website, logo, etc.

- \$450 Vendor mailing postage - approximately 968 active vendors
- \$1,000 logo*
- \$100 website and email (domain)**
- \$2,027 labor cost (mailing) staff time approximately 3 minutes per vendor for 2 district office staff to complete, \$41.80 per hour district cost
- Business envelopes - labels to cover old address \$40
- Bank accounts, 4 accounts, check reprinting - \$175 per account; \$700 total cost

* A volunteer has stepped forward to support new logos if needed

** Change within Google email is just the domain name cost, and the website has to be re-done anyway, no additional anticipated costs due to name change

Dixie Elementary School

While the cost estimation is focused on the district, there may be additional costs associated with a name change at one school as well. Large signage was considered in the initial estimate, but there are a few additional items we have added:

- Library books - labels approximately \$400, 20 hours labor at \$36 per hour for library staff \$720, total cost estimate for library books \$1,120.
- Textbooks - labels approximately \$200
- Name stamps for Dixie - 2 name stamps, 2 address stamps, approximately \$130 total
- Multi-purpose room signage (inside) - \$244 labor for replacing name, \$150 for replacement lettering, total cost estimate \$394
- Williams posting - create new signs, post - cardstock, laminating, 2 hours of district labor \$74, for a total cost of \$120.

Legal Costs

Legal costs are very difficult to predict and can climb quickly. In 2003, the last time an estimate was publicly shared, legal costs were not included. It is not clear whether this was because there was no legal involvement or if there were other reasons. Costs could be incurred due to legal challenges or to review documents related to the name change or to advise regarding other issues. In contacts with other districts (that changed their name) there did not appear to be legal costs.

- \$5,000 Key document review/advice

Note: While this amount increased since last month, it was not due to additional items, just an abundance of caution (just in case)

Other

There are other items that may result in charges for a name change, in particular formal documents that need to be registered with the State or other agencies. While research suggests that many of these will not have a charge, and others costs will be minor, an additional \$3,000 has been added to the total in anticipation of miscellaneous costs.

Note: While this amount increased since last month, it was not due to additional items, just an abundance of caution (just in case)

Parcel Tax

A name change may also have an impact on parcel tax revenue or fundraising. Impact could technically go in either direction (increase or decrease in revenues) and is presented as such.

Parcel Tax: Qualifying senior property owners may file for an exemption from paying the parcel tax. Currently approximately 1,281 are exempted as of October 2018 and there are 5,436 paying parcels. We have to use an estimate of possible remaining parcels that are eligible to determine possible impact and believe a 10% change would be \$5,000 in either direction (decrease or increase)

Can Do Education Foundation

This is used as a proxy for parent/community fundraising and local grants. While it does not capture all giving, a simple calculation can be made by using total fundraising dollars for the past school year (Can Do!) which is approximately \$980,000. Using the 10% figure there could be an impact of \$98,000 in either direction by changing the name of the school district.

Total

The estimated total costs to change the name of Dixie School District, should the Board of Trustees choose to do so, is \$24,894. This does not include any possible impacts to parcel tax, parent giving, or other sources of money as we believe that the community supports the students and the schools, and will continue to do, regardless of the Board decision. Estimates have been provided upon request and to provide information for the Board when making a decision.

Final Note

This is the Superintendent's report to the Dixie School District Board of Trustees about estimated costs to change the name of the school district and a school, should the Board choose to do so. Research for this report included contacting vendors, contacting state agencies, analyzing tax reports, reviewing the previous name change cost estimate, contacting other school districts that had undergone a name change and internal discussion. It is an estimate, and as noted in several slides, there are elements that are hard to predict, but staff has worked hard to establish a realistic estimate of the cost of changing the name of a district and a school.