

*Tallyn's
Reach*

AURORA, CO

TRMD Election Presentation

Tallyn's Reach

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Axiom of Purpose

Tallyn's Reach Election Purpose Defined

Tallyn's Reach is a unique community that brings together modern homes and amenities in the picturesque natural environment that makes Colorado special. Plenty of open space, native landscaping and signature 200-year-old ponderosas make this community a nature lover's dream.

The collective boards of the Tallyn's Reach Authority and Metro Districts 2 and 3 are responsible for managing this special place while reducing the community debt taken on during development, and providing the services our residents appreciate. The effort to consolidate the districts and add to our mill levy is undertaken to reduce complexity, save costs and reduce confusion. Educating our community about the facts throughout this process will help residents make informed decisions.



Strategies & Tactics

Tallyn's Reach Owned Media

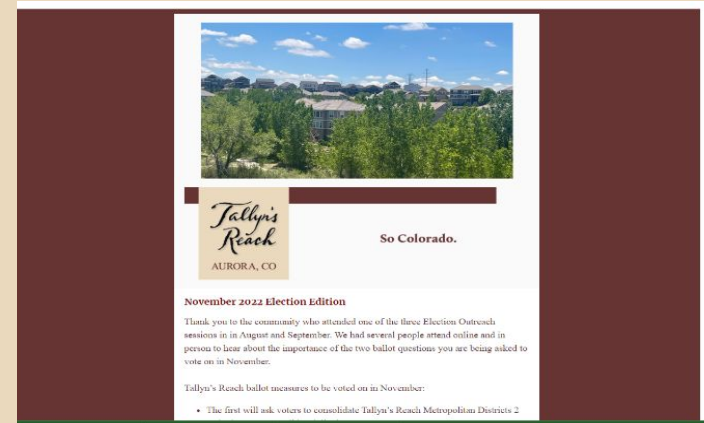
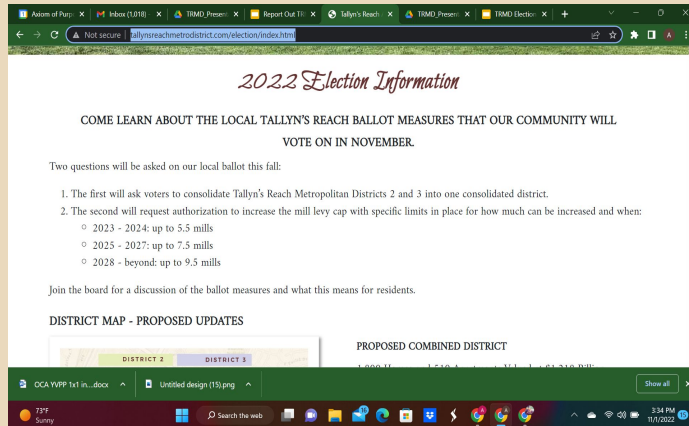
Webpage

www.tallynsreachmetrodistrict.com/election

10,850 visits/5,697 unique visitors


Newsletters - Six issues sent to 1,235 subscribers

- July opens - 800
- August opens - 729
- September opens - 838
- October opens - 785
- November opens - 817
- **3,969 total opens**



Tallyn's Reach Owned Media

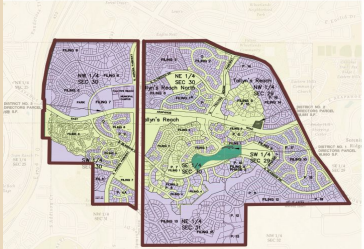
Information sheets



AURORA, CO

Tallyn's Reach Metro Authority & Districts
DISTRICT CONSOLIDATION MAP

DISTRICT 2 **DISTRICT 3**



Proposed Combined District

1,800 Homes
150 Apartments
Valued at \$1.118 Billion

2023 - 2024
Maximum Mill Levy Increase: 55 mills
2025 - 2027
Maximum Mill Levy Increase: 75 mills
2028 - Beyond
Maximum Mill Levy Increase: 95 mills

District 2

550 Homes
530 Apartments
Valued at \$508 Million

Current Annual Assessment Contribution: \$ 200,000
Achieved with 11.25 mills

Debt to be paid off in 2022

District 3

1,350 Homes
Valued at \$930 Million

Current Annual Assessment Contribution: \$ 200,000
Achieved with 3.75 mills

Debt: \$4.4 Million to be paid off by 2027
If consolidation occurs, only former District 3 properties will be assessed for this debt.

Tallyn's Reach
AURORA, CO

**Tallyn's Reach Metro Authority & Districts
KEY ACCOMPLISHMENTS**

The board and staff of the collective Tallyn's Reach Metropolitan Authority and Districts 2 and 3 work consistently to manage the community responsibly and ensure our neighborhoods stay the safest place to call home. Our board of elected residents is managing and updating information, share our work. Highlights of district achievements over the past two years:

REDUCE DEBT

District No. 2

- Debt completely paid off at end of 2022, 2 year earlier than projected
- Reduced mill levy from 14.5 mills to 11 mills between 2021 to 2022
- Homeowners saved approximately \$18k on long-term interest.

District No. 3

- Refinanced debt in 2019, 2020 and 2021
- Reduced mill levy from 14.4 mills to 4.4 mills between 2021 and 2022
- Homeowners will save approximately \$93k from the 2021 refinancing

LANDSCAPE AND OPEN SPACE IMPROVEMENTS

- Ongoing maintenance of our treasured landscape
- Beautification projects happening across the district
- Implementing the quadrize beautification plan

SAVING WATER & DOLLARS

- Replaced irrigation control boxes with a rebate from Aurora Water
- Installed native grass at two test sites
- Saved 55 million gallons in water annually

TREE CARE

- Over 1,000 trees including signature ponderosa are a key community asset
- In 2022, we invested \$100,000 in tree replenishment across the community to keep our tree canopy healthy and beautiful

Everything available online

Five Board members received packets including:

1. TRMD Ballot Summary (10 copies)
2. TRMD Funding flow Budget Brief (10 copies)
3. TRMD HOA vs District (10 copies)
4. TRMD Map one sheet (10 copies)
5. TRMD Reserves (10 copies)
6. TRMD Wins (10 copies)
7. TRMD Community meetings (50 copies)

COMMUNITY MEETING SCHEDULE

Learn about your metro districts, the ballot measures, and the pros and cons of each measure.

Saturday, August 6
10:00 - 11:00 am

Saturday, September 10
11:00 am - 12:00 pm

Thursday, September 22
5:30 pm - 6:30 pm

All meetings will take place at:
Tallyn's Reach Clubhouse
24900 E. Park Crescent Dr.
Aurora, CO 80016

You can also join online! Find Zoom info & more at
TallynReachMetroDistrict.com/election



Tallyn's Reach Owned Media

Community Presentation

Presented in person and online at three community meetings.

- August 6
- Sept 10
- Sept 22

Approximately 80-90 total attendees in person and online



Tallyn's Reach Owned Media

August Mailer sent to 1,802 households

 <p>AURORA, CO</p>	<p>Tallyn's Reach COMMUNITY MEETINGS</p>	<p>Come learn about the local Tallyn's Reach ballot measures that our community will vote on in November.</p>
		<p>Two questions will be asked on our local ballot this fall:</p> <ol style="list-style-type: none">1. Should we consolidate Tallyn's Reach Metropolitan Districts 2 and 3 into one consolidated district?2. Should the consolidated district have the authority to increase the mill levy cap with limits for how much can be increased and when?<ul style="list-style-type: none">• 2023 - 2024: up to 5.5 mills• 2025 - 2027: up to 7.5 mills• 2028 - beyond: up to 9.5 mills <hr/> <p> <i>Join us for a discussion of the ballot measures and what they mean for you.</i></p>

October Mailer sent to 1,802 households

 <p>AURORA, CO</p>	<p>November 8, 2022 TALLYN'S REACH Upcoming Election</p>	 <p>Scan to Learn More or Visit our Website at: TallynsReachMetroDistrict.com/Election</p>
		<p>Two questions will be asked on our local ballot this fall:</p> <ol style="list-style-type: none">1. Should we consolidate Tallyn's Reach Metropolitan Districts 2 and 3 into one consolidated district?2. Should the consolidated district have the authority to increase the mill levy cap with limits for how much can be increased and when?<ul style="list-style-type: none">• 2023 - 2024: up to 5.5 mills• 2025 - 2027: up to 7.5 mills• 2028 - beyond: up to 9.5 mills

Shared Media

Tallyn's Reach Facebook Page

[Social Media Graphics](#)

17 total posts

August 2022- November 8

Total Impressions - 10,290





Campaign Metrics

Campaign Impressions

- 750 printed one-sheets and postcards
- 85 community workshops attendees
- 3,604 mailed postcards
- 50,421 website Impressions/page views (10,850 visits/5,697 unique visitors)
- 6,180 newsletters emailed (60-70% open rate/3,969 opens)
- 10,290 social media impressions (17 posts)

71,330 Gross Impressions



Debrief

- Advocacy vs. information
 - Budget
 - Channels available
 - Schedule delays
 - Relationships
 - Competing issues
 - Timing/atmosphere
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