



Message from the Superintendent

Cypress-Fairbanks Independent School District



March 27, 2009

Dear Key Communicator:

As you know, our district's day-to-day operations are funded by target revenue that we receive from the state. Of great concern is the target revenue per student that CFISD receives, which is the lowest in the area, one of the lowest among large school districts in the state, and was established and frozen based on our 2005-2006 revenue collections. Unless the Legislature increases the district's target revenue or creates a more equitable funding system during this legislative session, our district will continue to face extremely critical financial conditions. As a result, it is incumbent upon us to maximize all potential sources of revenue.

In order to generate revenue, we are partnering with Steep Creek Media to sell advertising to be placed on our school buses. Ads are currently being sold for the 2009-2010 school year. With available space on more than 700 buses, this initiative has the potential of generating hundreds of thousands, if not millions, of dollars over the next several years for a benefit to the district and with no additional cost to our taxpayers.

This new medium for advertising offers community members the opportunity to support the district while building brand awareness and promoting their businesses through an affordable means. Ads on our buses will be limited to those appropriate for a school and community setting, as you would expect. In addition, the state has established guidelines for advertisements related to safety, such as size and placement. The areas on the bus that are specified for advertisements do not create a traffic hazard. Billboards and eye-catching signs for businesses are effective, but having more than 700 buses rolling through neighborhoods that house more than 700,000 citizens twice each day is an even greater marketing strategy. We are looking forward to active participation by our entire Cy-Fair business community.

If you are interested in advertising, more information is posted on the Steep Creek Media website at www.steepcreekmedia.com.

Funding public schools continues to be an issue that must be addressed. In the meantime, regardless of what happens in the 81st Legislative Session, districts like ours are looking for additional funding sources such as this one that can be of mutual benefit to our district and community businesses.

Sincerely,

David Anthony, Ed.D.
Superintendent of Schools