

2025 PUBLIC SAFETY FACILITIES BOND ELECTION

MEGAN NANTZ, CPC
DIRECTOR OF COMMUNICATIONS & COMMUNITY ENGAGEMENT



ABOUT CANYON, TEXAS



- **Home of Palo Duro Canyon!**
- **15 miles south of Amarillo (Region 1)**
- **~16,000 population**
- **Commission-Manager Form of Government**
 - **~130 full-time employees**
 - **One-man band!**
- **Average Home Value**
 - **\$282,000 (during bond)**
- **FY 2025/26 Annual Budget**
 - **\$26.2 Million**
 - **\$0.51181**

WHAT'S ON THE BALLOT?

CITY OF CANYON, PROPOSITION A

The issuance of \$14,000,000 City of Canyon, Texas general obligation bonds for public safety projects and facilities, including renovations within city hall for another city department necessary in order to accommodate public safety projects, and the imposition of a tax sufficient to pay the principal of and interest on the bonds.

**ONLY ITEM ON THE
MAY 2025 BALLOT**

+ FAST FACTS:

The bond, set for **\$14 million**, is anticipated to be divided into the following percentages:

Police Department.....	\$4,900,000	35%
Fire Department.....	\$8,850,000	63%
City Hall.....	\$250,000	2%

At a principal amount of **\$14,000,000**, the 2025 General Obligation 1st Year Interest & Sinking Tax Rate is anticipated to be **0.08785**.

Taking a house with an appraised value of **\$274,933** (the estimated average in Canyon), the \$14m bond would increase tax payments by an approximate cost of:

✓ **\$242 annually** ✓ **\$20 monthly** ✓ **\$0.66 daily**

Taking a house with a value of **\$100,000**, the \$14m bond would increase tax payments by an approximate cost of:

✓ **\$88 annually** ✓ **\$8 monthly** ✓ **\$0.24 daily**

TIMELINE

8 MONTHS

FROM ANNOUNCEMENT TO
ELECTION DAY

4 WEEKS

OF PLANNING/FILMING
BEFORE ELECTION IS CALLED

13 WEEKS

OF PUBLIC EDUCATION
MESSAGING

109 HOURS

OF STAFF TIME DURING
PRESENTATIONS/EVENTS

4 DATES

WITH OPEN HOUSES AND
MEDIA TOURS

3 MONTHS

WITH WATER BILLS AND
DIRECT TO HOME MAILERS

			JAN 1	2	3	4
5	6	7	8	9	10	11
			MESSAGING/WEBSITE			
12	13	14	15	16	17	18
			MESSAGING/WEBSITE			
19	20	21	22	23	24	25
			MESSAGING/WEBSITE			
26	27	28	29	30	31	FEB 1
		MESSAGING/WEBSITE/FILMING			LAUNCH WEBSITE	
2	MEDIA TOURS 3	4	5	6	7	8
		ROTARY CLUB		GRAPHIC	BILLBOARD INSTALL	FLASHVOTE SURVEY - TEMP CHECK
9	10	11	12	13	14	15
		ROTARY CLUB	GRAPHIC			
16	17	18	19	20	21	22
				DIRECT MAILER #1: INITIAL INFORMATION		
23	24	25	26	27	28	MARCH 1
	LAUNCH FULL VIDEO					
2	3	4	5	6	7	8
	WATER BILL INSERT #1		WOMEN IN BUS.			
			GRAPHIC			
9	10	11	12	13	14	15
	FIRE DEPT. VIDEO		COFFEE/CONVO		WIND EVENT	
16	17	18	19	20	21	22
	GRAPHIC					COFFEE Q&A @ PALACE COFFEE
	DIRECT MAILER #2: ENGAGEMENT SCHEDULE					
23	24	25	26	27	28	29
	CITY HALL OPEN HOUSE	Q&A @ LIBRARY				
		POLICE DEPT. VIDEO				
30	31	APRIL 1	2	3	4	5
	MAYOR OVERALL VIDEO	WATER BILL INSERT #2	GRAPHIC	GRAPHIC		
			POLICE OPEN HOUSE	FIRE OPEN HOUSE		
6	7	8	9	10	11	12
	GRAPHIC		FB LIVE: ASK US ANYTHING			CANYON NEWSPAPER 1/2 PAGE AD
13	14	15	16	17	18	19
	GRAPHIC	DIRECT MAILER #3: ELECTION DATES+LOCATIONS	LION'S CLUB	GRAPHIC	Q&A @ MICKEY'S PLACE	CANYON NEWSPAPER 1/2 PAGE AD
20	21	22	23	24	25	26
	GRAPHIC	FB LIVE: ASK US ANYTHING			E-F1 TORNADO	CANYON NEWSPAPER 1/2 PAGE AD
		ROTARY CLUB				
27	28	29	30	MAY 1	2	3
	GRAPHIC			FULL VIDEO		GRAPHIC
				WATER BILL INSERT #3		ELECTION RESULTS

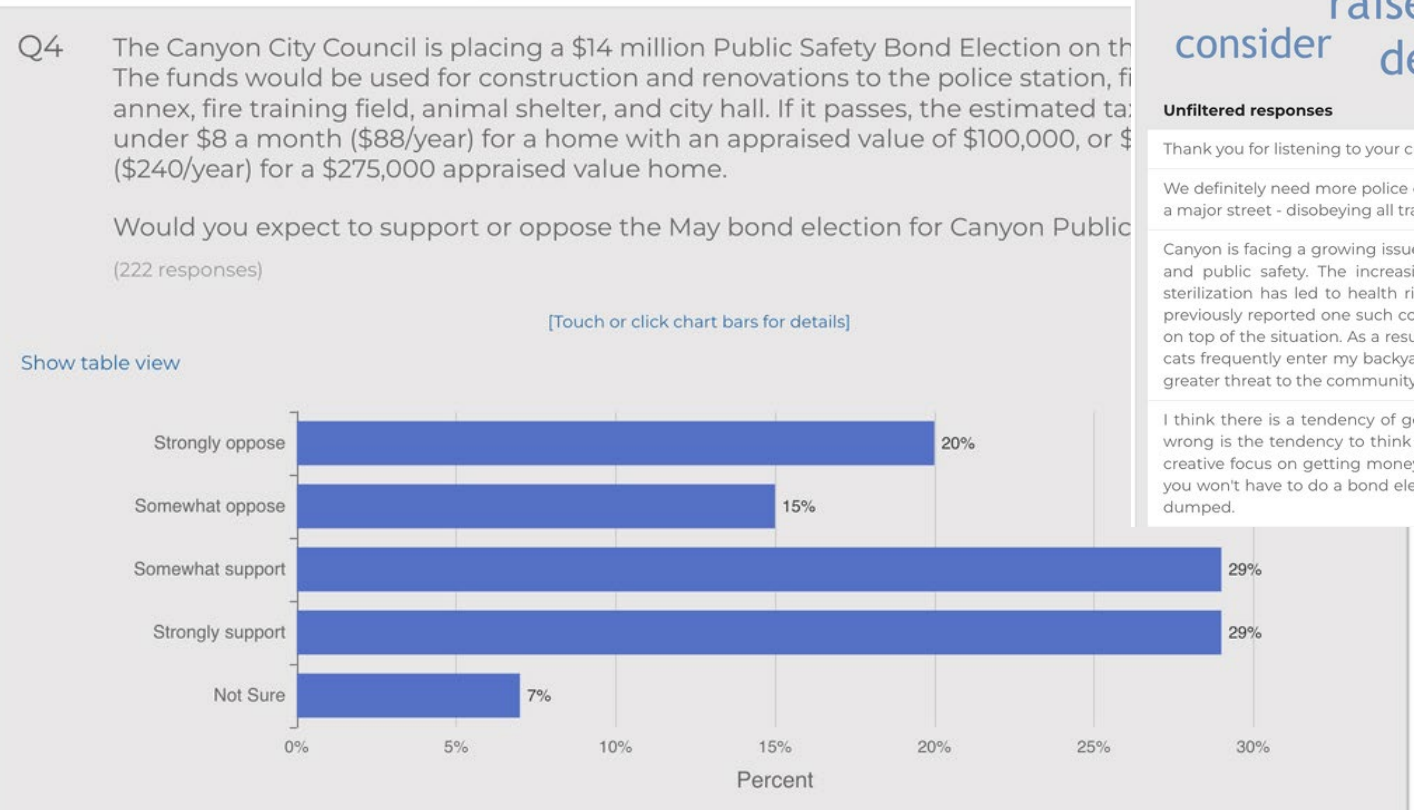
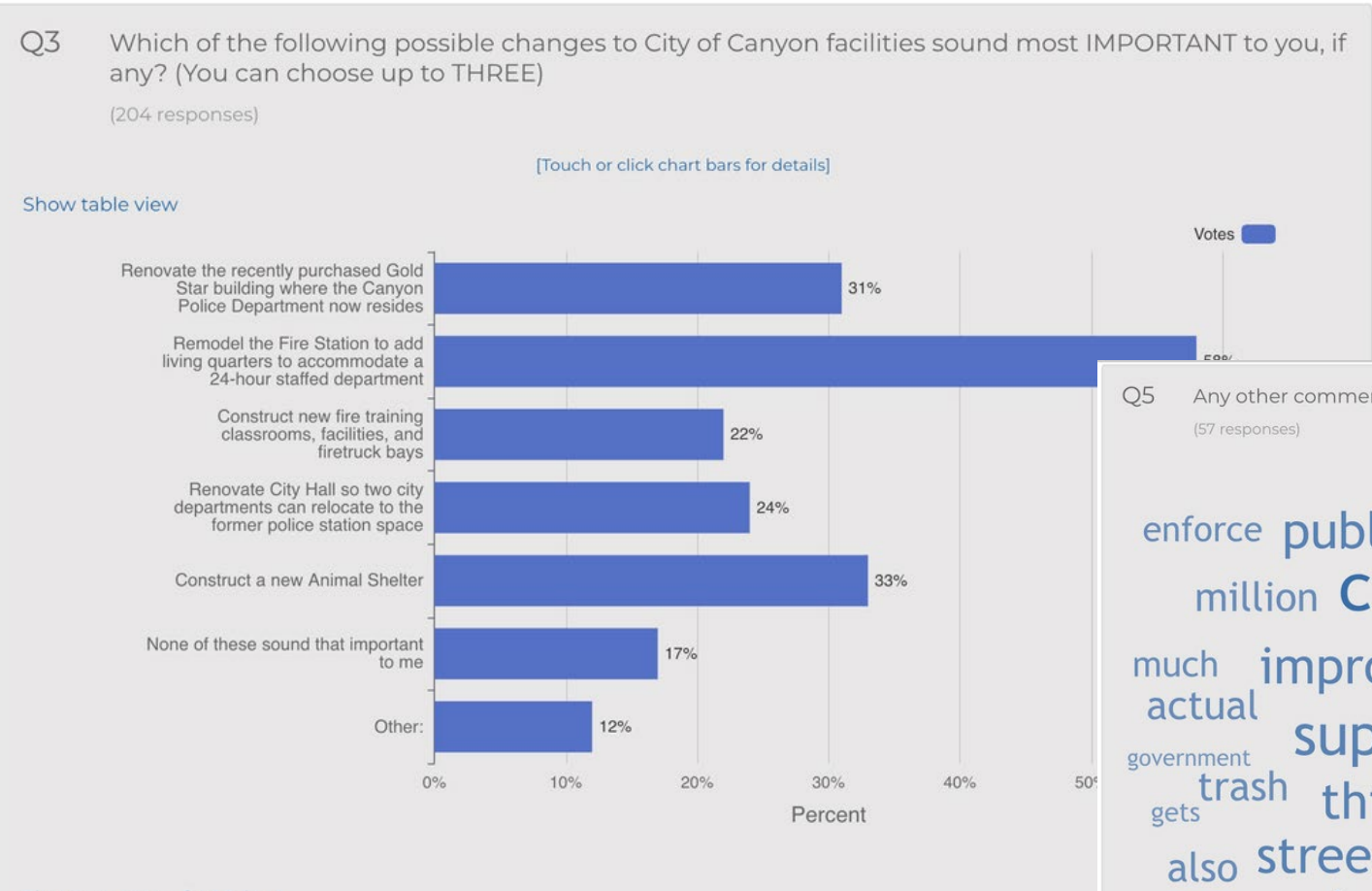
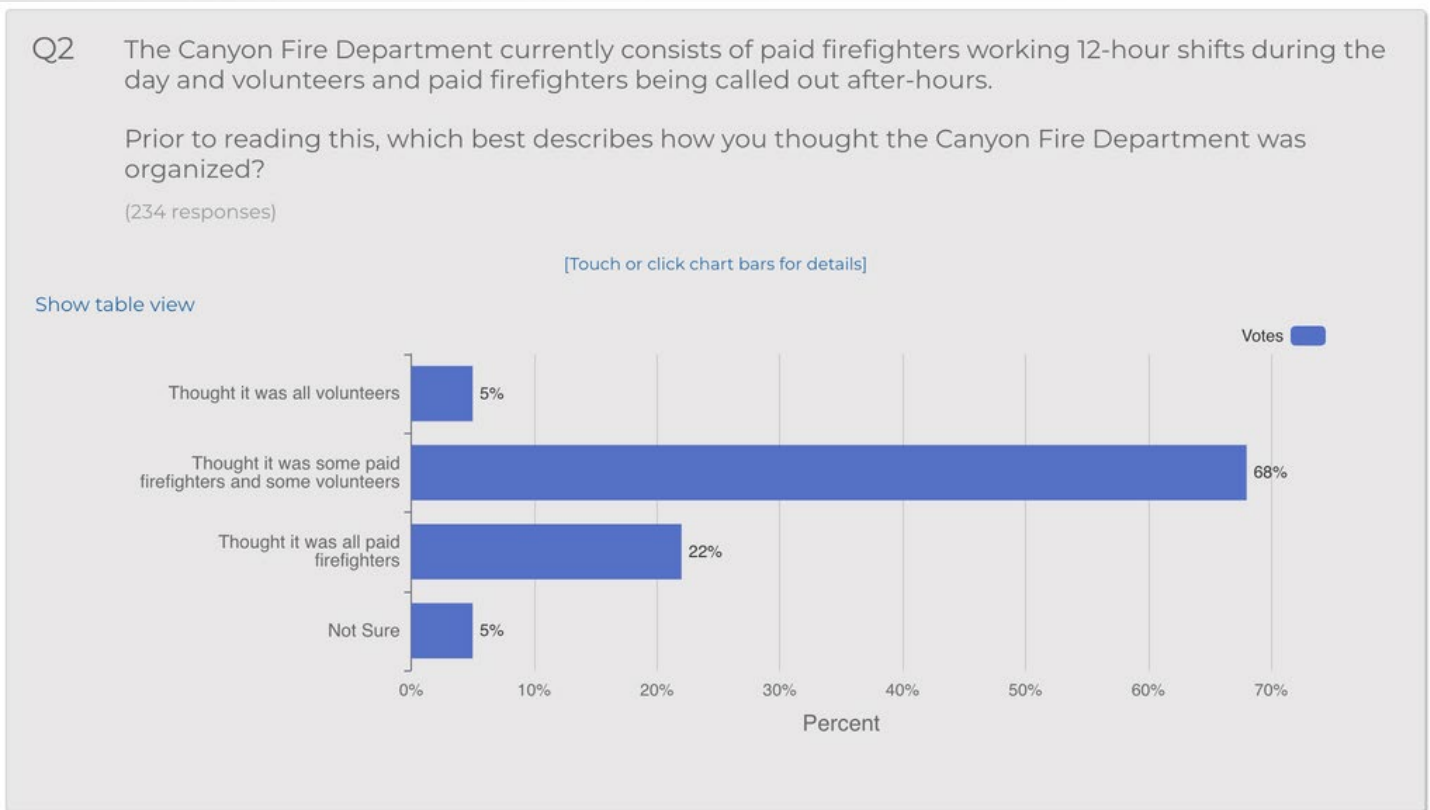
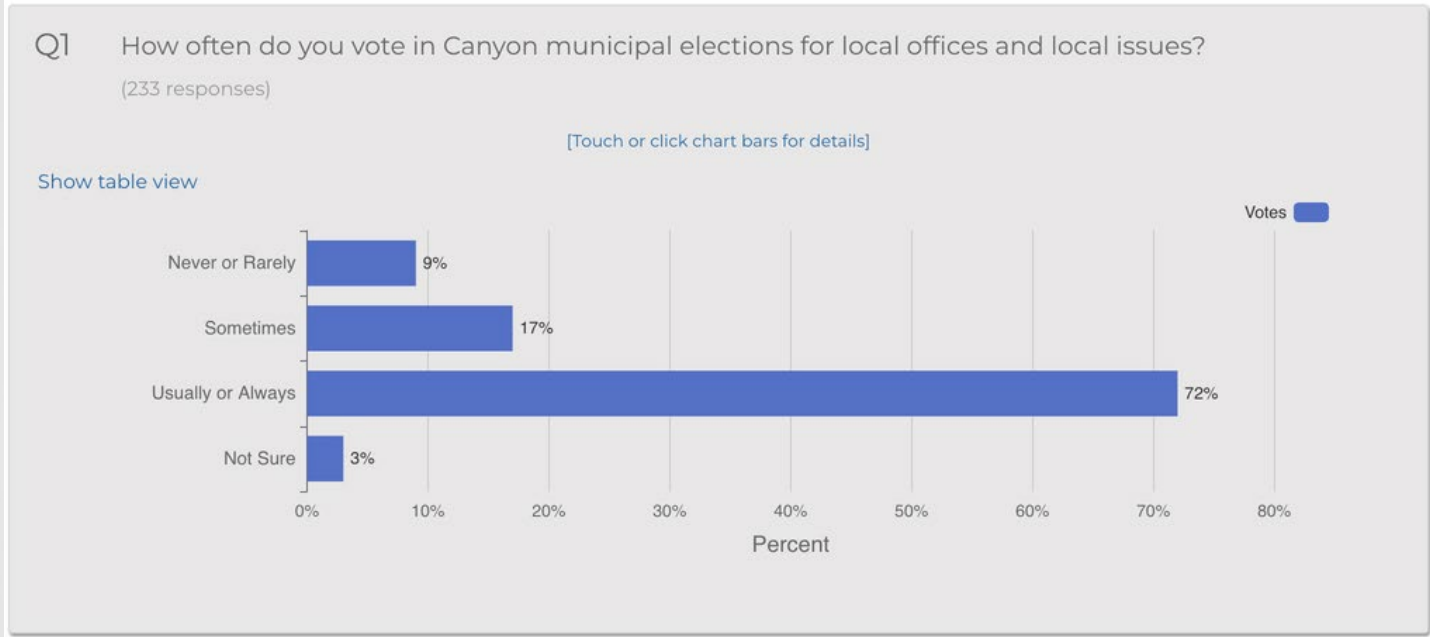
HOW DID WE GET HERE?

238
Total Participants
175 of 382 initially invited (46%)
63 others
Margin of error: ± 7%

Applied Filter:
All Responses

Response Time (hours)

Started:
Feb 6, 2025 11:06am CST
Ended:
Feb 8, 2025 11:07am CST
Target Participants:
All Canyon



Q5 Any other comments or suggestions about public safety in Canyon or the May bond election?
(57 responses)

Unfiltered responses

Thank you for listening to your citizens!

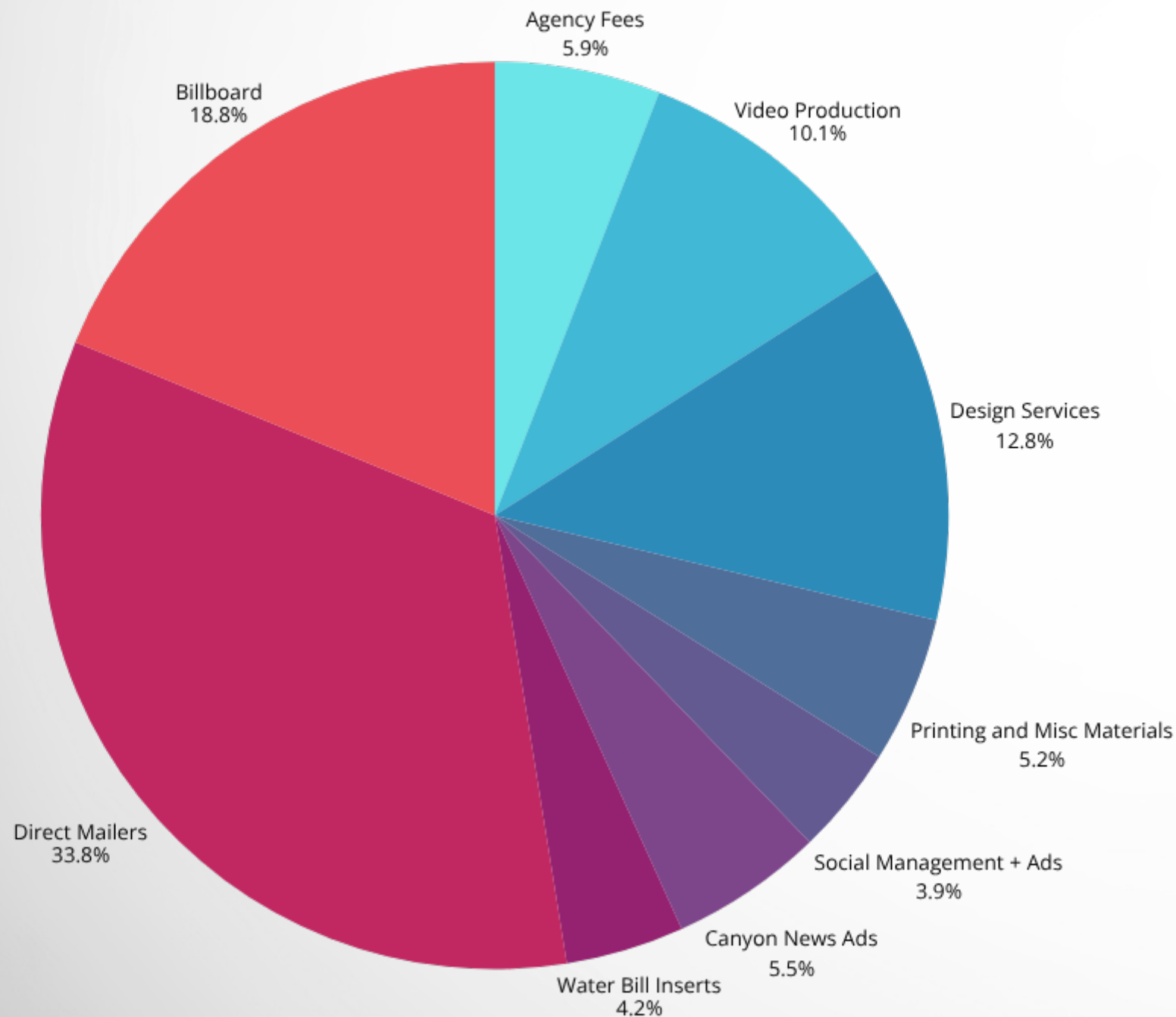
We definitely need more police officers - I used to see them All the time And now I wonder where they are when someone speeds down a major street - disobeying all traffic laws and signal Lights

Canyon is facing a growing issue with stray cats and unchecked cat colonies, raising concerns about overpopulation, neglected animals, and public safety. The increasing number of "cat houses" and individuals feeding large groups of strays without proper care or sterilization has led to health risks, property damage, and potential dangers such as aggressive behavior and disease transmission. I previously reported one such community, and while the former animal control employee addressed it at the time, the city failed to stay on top of the situation. As a result, the woman who owns that house—but doesn't live in it—has once again grown her cat colony. These cats frequently enter my backyard, attacking my animals. This ongoing problem needs immediate attention before it becomes an even greater threat to the community.

I think there is a tendency of government leaders to say things like "safety is our most important duty." and while not wrong, what is wrong is the tendency to think that it justifies this type of bond election. I think the city has always been poor at leading with a more creative focus on getting money into Canyon. Grow our tax base through better support for visitors, tourism, business tax revenue, and you won't have to do a bond election for this. Too much skepticism of growth still exists in this town and its leadership that needs to be dumped.

BUDGET

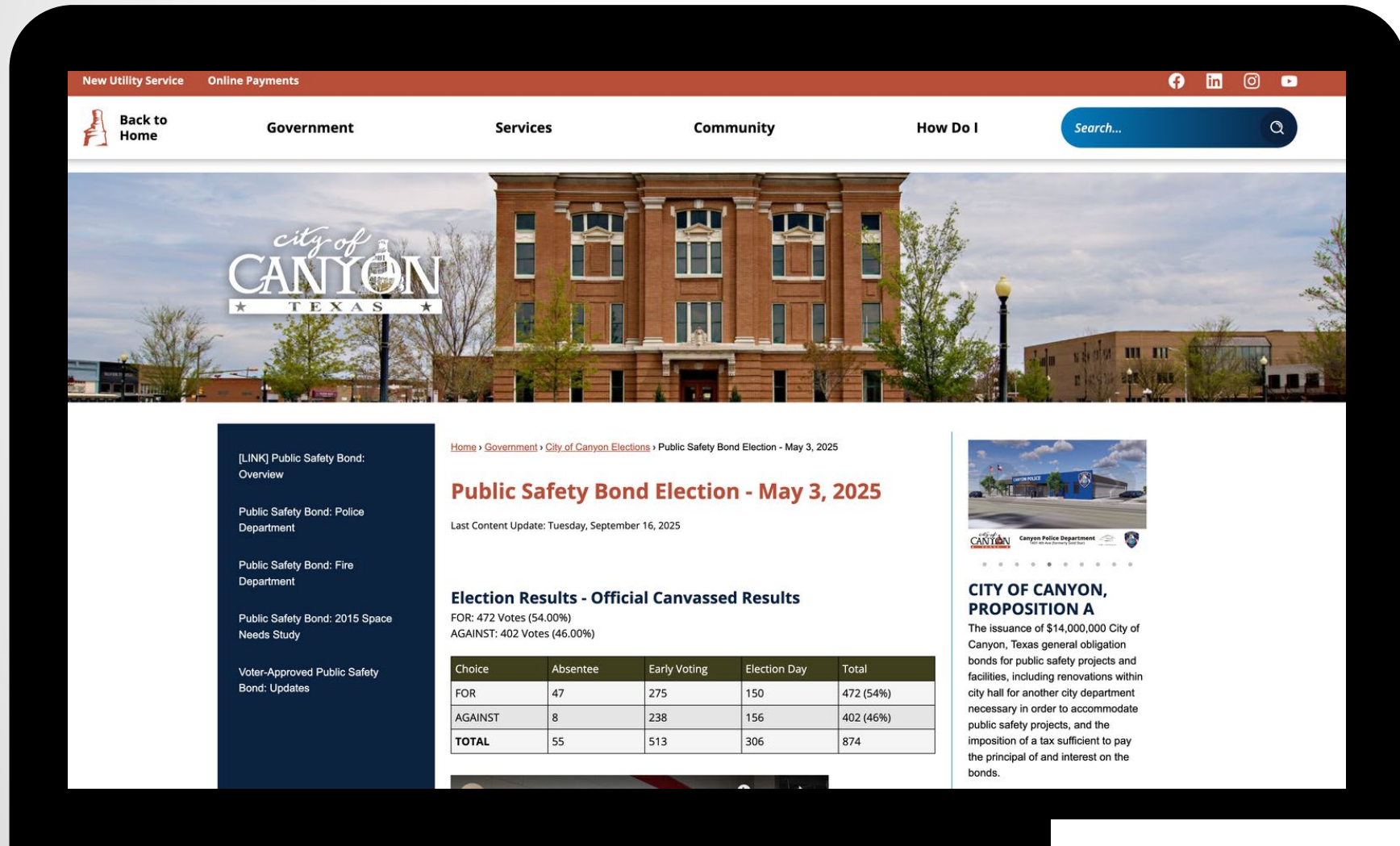
\$25,000 TOTAL BUDGETED | \$25,863 SPENT



Descriptions	Budgeted Cost	Actual Cost	%
Agency Fees (Campaign Planning, Messaging, Website Domain)	\$1,525	\$1,525	5.9%
Video Production (Full video + social media vignettes)	\$2,600	\$2,600	10.1%
Design Services	\$3,500	\$3,300	12.8%
Printing & Misc. Materials (Rack Cards, Flyers, Bookmarks, Foam Boards, Pop Up Banners, etc.)	\$1,500	\$1,349	5.2%
Social Media Management + Facebook Ads	\$1,600	\$1,400	3.9%
Canyon News Ads	\$1,410	\$1,410	5.5%
Water Bill Inserts	\$1,000	\$1,091.30	4.2%
Direct Mailers	\$9,000	\$8,737.27	33.8%
Billboard (I-27 and Hollywood Blvd.)	\$5,180	\$4,850	18.8%

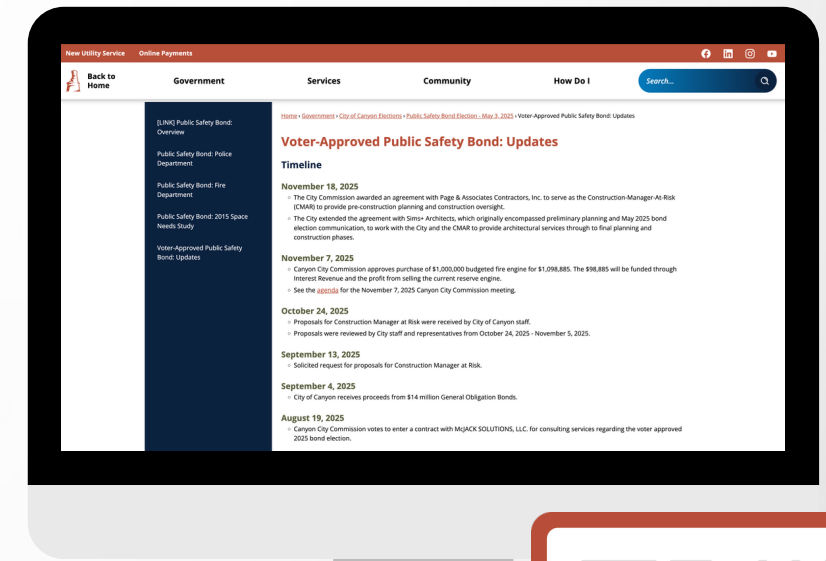
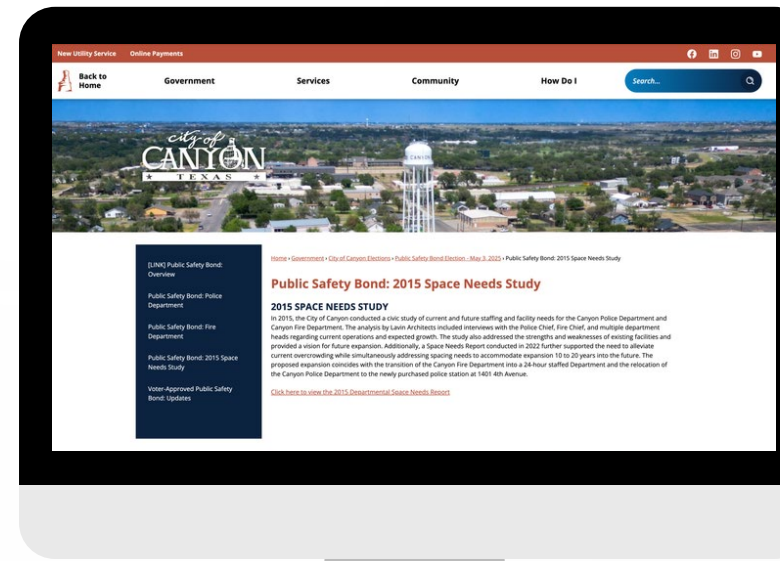
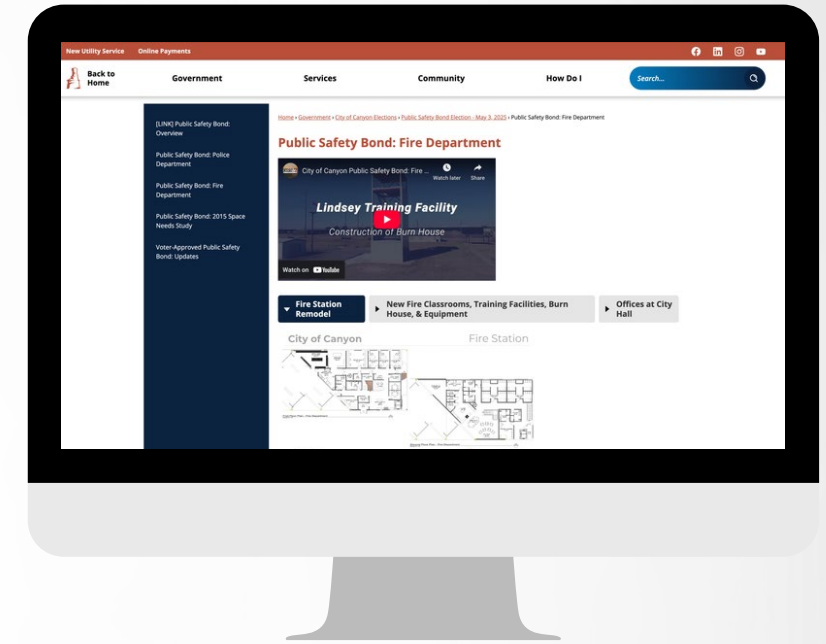
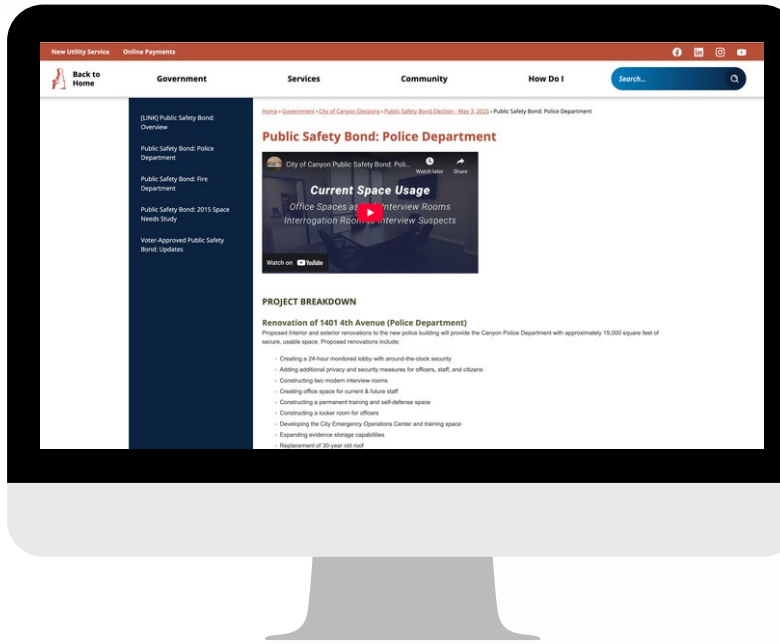
THE DETAILS

WEBSITE - WWW.CANYONTX.GOV/BOND



THE BOTTOM LINE

If passed, the Public Safety Bond will result in an estimated tax increase of just under \$8 a month for a home with an appraised value of \$100,000, or \$20 a month for a \$275,000 appraised value home. To calculate the additional estimated tax for your home, (based on your current appraisal value) enter your home's appraised value in the tax calculator to see what this bond would increase your tax bill by.



Bond Tax Rate Calculator

Enter Home Value:

Estimated Bond Tax Rate:

Annually: \$87.85

Monthly: \$7.32

Daily: \$0.24





SOCIAL/NEWS MEDIA

33

SOCIAL MEDIA POSTS
ACROSS 2 PLATFORMS

537

TOTAL LINK CLICKS

234 h

TOTAL WATCH TIME

33 WEEKS

TOTAL WEEKS OF
COVERAGE IN MEDIA

38 NEWS

STORIES FROM 9 NEWS
SOURCES

Public Safety Bond

Join us to learn more about the 2025 Public Safety Bond

MARCH	APRIL
Saturday, March 22 nd (8:30 – 11:00 am) Q&A at Canyon Palace Coffee 420 15th Street	Wednesday, April 2 nd (5:00 – 7:00 pm) Police Open House 1401 4th Ave
Monday, March 24 th (4:00 – 7:00 pm) City Hall Open House 301 16th Street	Thursday, April 3 rd (5:00 – 7:00 pm) Fire Open House 301 16th Street
Tuesday, March 25 th (4:00 – 7:00 pm) Q&A at Canyon Area Library 1501 3rd Ave	Thursday, April 17 th (4:00 – 7:00 pm) Q&A at Mickey's Place 1512 5th Ave

CanyonTX.gov/bond

Public Safety Bond
EARLY VOTING
April 22-29, 2025

CANYON POLICE STATION HAS MOVED TO 1401 4TH AVENUE
(formerly the GoldStar Building)

Canyon Police Department
February 12

We've moved! The Canyon Police Department has moved and is fully operational in our new station, located at 1401 4th Avenue (formerly the GoldStar Building). The lobby ... See more

Canyon's 'State of the City' addresses plans on increasing public safety

IN YOUR COMMUNITY
CANYON OFFICIALS ADDRESS PUBLIC SAFETY PLANS

HEADLINES: new \$25,000 scholarship

By Madison Fisher
Published: Sep. 19, 2024 at 6:05 PM CDT

Investing in Canyon's future: Why the \$14 million public safety bond is a necessity

By HP Pundit | April 24, 2025



SOCIAL/NEWS MEDIA

Cidney Jane Potter
March 6, 2025 · 🌐

These 4 sweet babies located in the Canyon kennels would sure love a home before the wet and cold weather this weekend! If you have considered a furry addition to your family, now's the time. You could save a little local Canyon pups life!

This is another reason to vote FOR the upcoming bond election!! Our animal control officer works with what he has but 4 dogs has those small outdoor dog runs at capacity. The panhandle as a whole has a stray animal problem, but we could do better for our own here in Canyon!

Friends of Canyon Animal Control - Volunteers · Follow
Mar 6 · 🌐



I am COURAGE and no one sees me
I am SNOOP and no one sees me (🌈 RIP)
I am BRAVO and no one sees me
I... See more

Mel Clayton
February 7, 2025 · 🌐

I just filled out and returned the survey sent to me by the City of Canyon.

I assume that not all citizens of the city received this survey, since it was sent via email. Don't think the city has email addresses for everyone.

The survey was soliciting public opinion about an upcoming Bond Election for "New" city facilities and "Refurbishing" of other existing facilities. If passed, this will increase the city property taxes. An example given was a house appraised value of \$275,000, the increase would be \$240/year. The total Bond Amount is shown as \$14 million. Common sense says this will increase, due to increased in material costs and construction delays. Remember, with the results of the recent national election, the sourcing of construction materials and construction labor has changed. It will now cost more in materials and labor. (This is not hyperbole, but a fact of life. So please all Karen's take it easy on me).

Now, I am all in for improvements to qualify of life initiatives and if warranted additions to city facilities to better serve the community. Facilities affected are the former First National Bank bldg on 4th Avenue, the existing Fire Department where the city keeps their fire trucks and firefighter fighters quarters, construction of a new animal shelter and Refurbishing/repurposing of the existing City Hall.

If anyone thought the current City Hall and Fire Station was excessive back when it was constructed, don't think that will compare to what is coming (personal opinion).

For those that didn't receive the survey, I have attached the link here.

All I suggest is everyone do their due diligence and then vote your conscious when the election comes up. We are all better off when we are better informed.



FLASHVOTE.COM
Fire and Police

👍 16 💬 25 🗳️

Arana's Post ✕

D'Ann Misty Pinkerton
How come this "Safety Bond" doesn't include repairing our residential streets like the city did on 4th Ave and 23rd Street? The brick road on 5th Ave need repaired and 7th Ave has the worst potholes in Canyon proper..

1y Like Reply 2

Jim Fischbacher
D'Ann Misty Pinkerton The state paid for tbe 23rd and 4th ave projects! They are state hiways

1y Like Reply 5

Kori Hall
D'Ann Misty Pinkerton brick roads are expensive to repair. I get the nostalgia for them, but I'd rather see them removed and replaced with basic asphalt

1y Like Reply 5

D'Ann Misty Pinkerton
Kori Hall Seems like whenever the question is asked to fix the residential streets, we are told there is no money to repair them. But, here we are asking for a Safety Bond to build, modernize city municipalities.

1y Like Reply 3

Katie Kirkpatrick
D'Ann Misty Pinkerton it's more than modernization, it's expandign to keep up with the growth of the community, since the FD, PD, and animal control are severely behind for our population size.

1y Like Reply 4

D'Ann Misty Pinkerton
Katie Kirkpatrick That's all well & good. But, still.. why does the city never have the funds to fix our residential streets? I pay a significant amount in property taxes and do not care to have my taxes increased to keep up with our expanding community right now. Let's Take care of Canyon proper first.

1y Like Reply 1

Katie Kirkpatrick
D'Ann Misty Pinkerton ask the city. They're asking for a bond election for this. I suppose they could hold another one for the streets.

As for taking care of Canyon proper, I'd prefer to have a fully staffed FD should my home catch on fire in Canyon proper. Animal control for a town our size should have a facility and 2 animal control officers.

1y Like Reply Edited 4

D'Ann Misty Pinkerton
Katie Kirkpatrick I plan to. As far as I am concerned, we have a FD that has been functioning and servicing Canyon quite well for many years regardless of the need for expansion to a fully staffed facility.

1y Like Reply Edited

Shane Cox
D'Ann Misty Pinkerton Then you should volunteer and become a firefighter. Especially if you think what we have now is good enough.

1y Like Reply Edited 3

Comment as Megan

ELECTION RESULTS: 2016 vs 2025

2016

786
TOTAL FOR (53.8%)

675
TOTAL AGAINST (46.2%)

1,461
TOTAL VOTES

2025

47
ABSENTEE VOTING FOR

275
EARLY VOTING FOR

150
ELECTION DAY FOR

472
TOTAL FOR (54%)

8
ABSENTEE VOTING AGAINST

238
EARLY VOTING AGAINST

156
ELECTION DAY AGAINST

402
TOTAL AGAINST (46%)

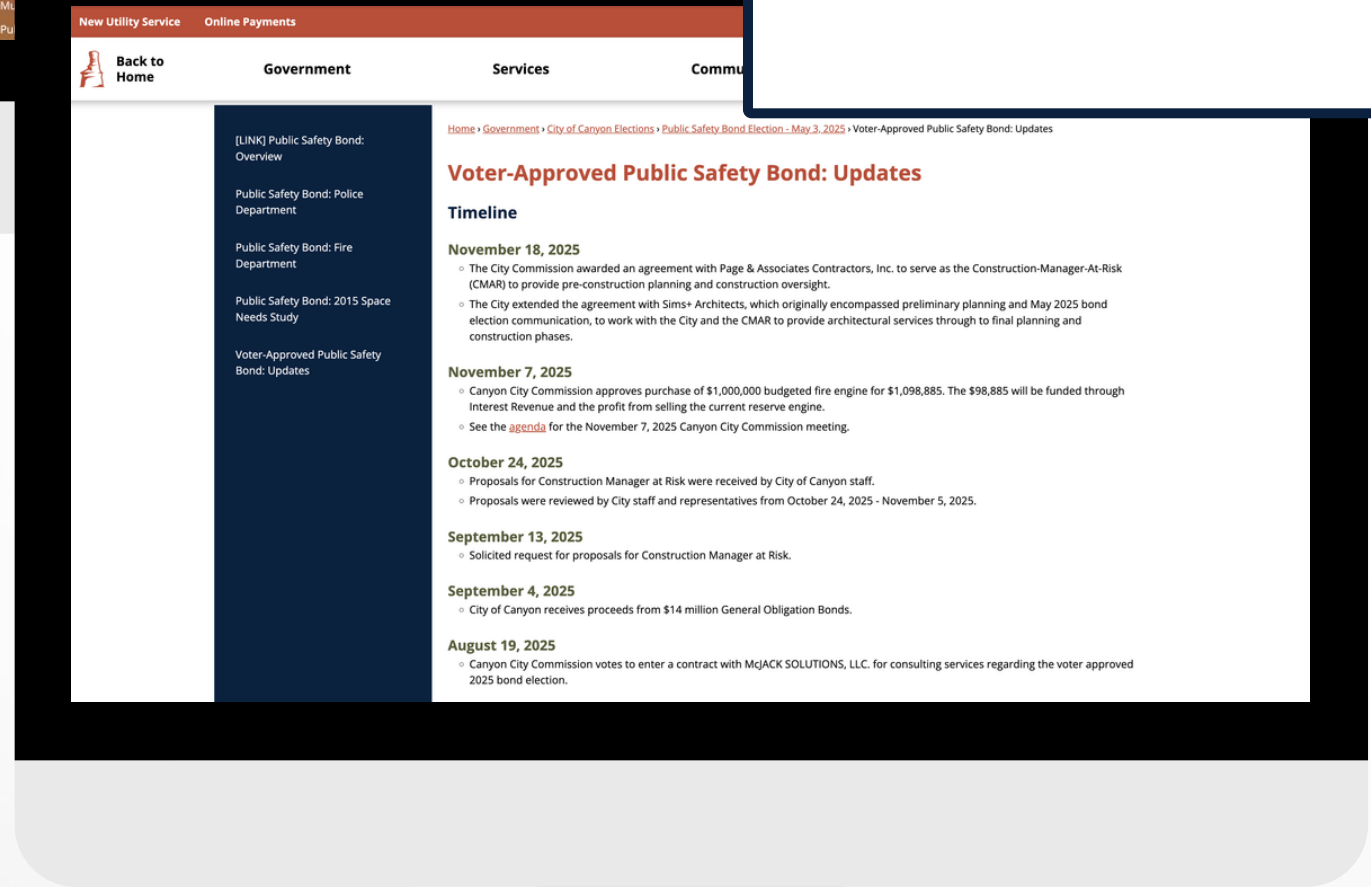
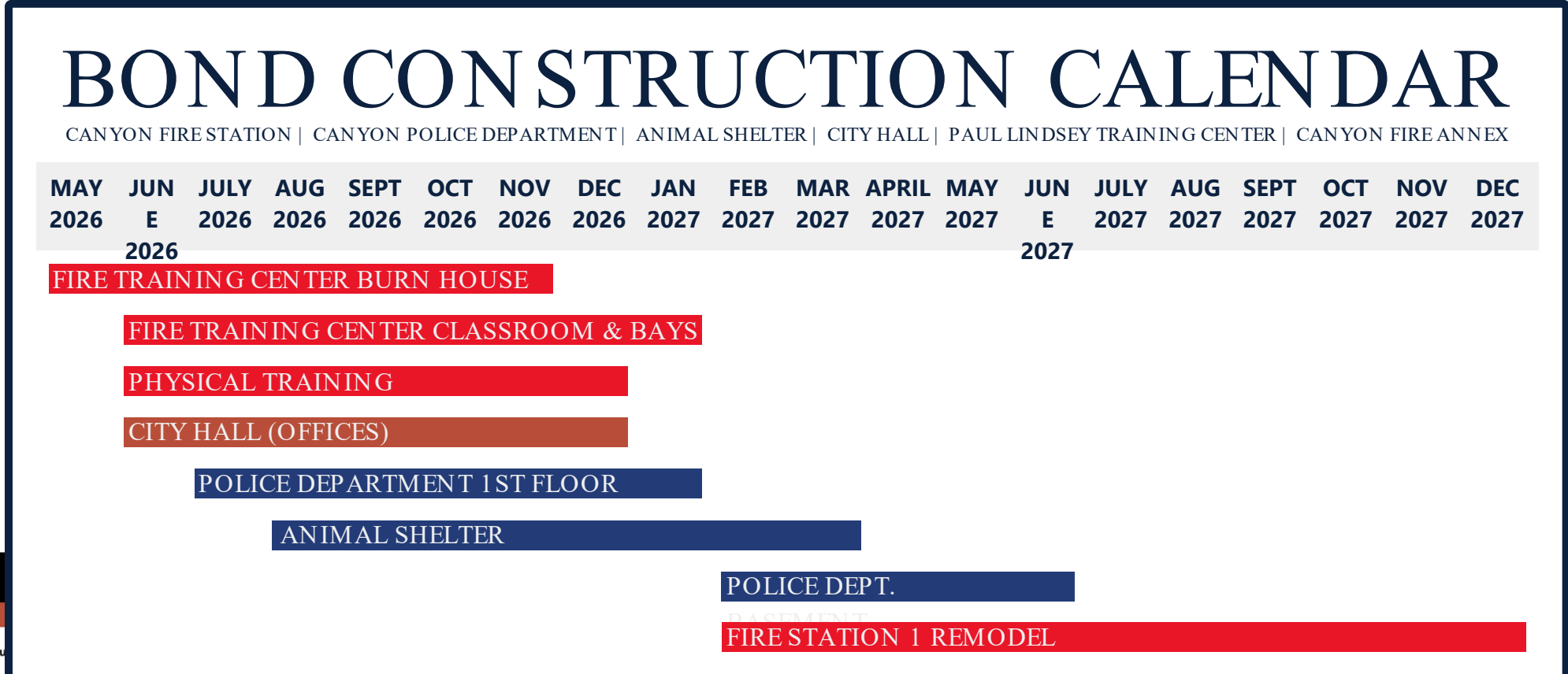
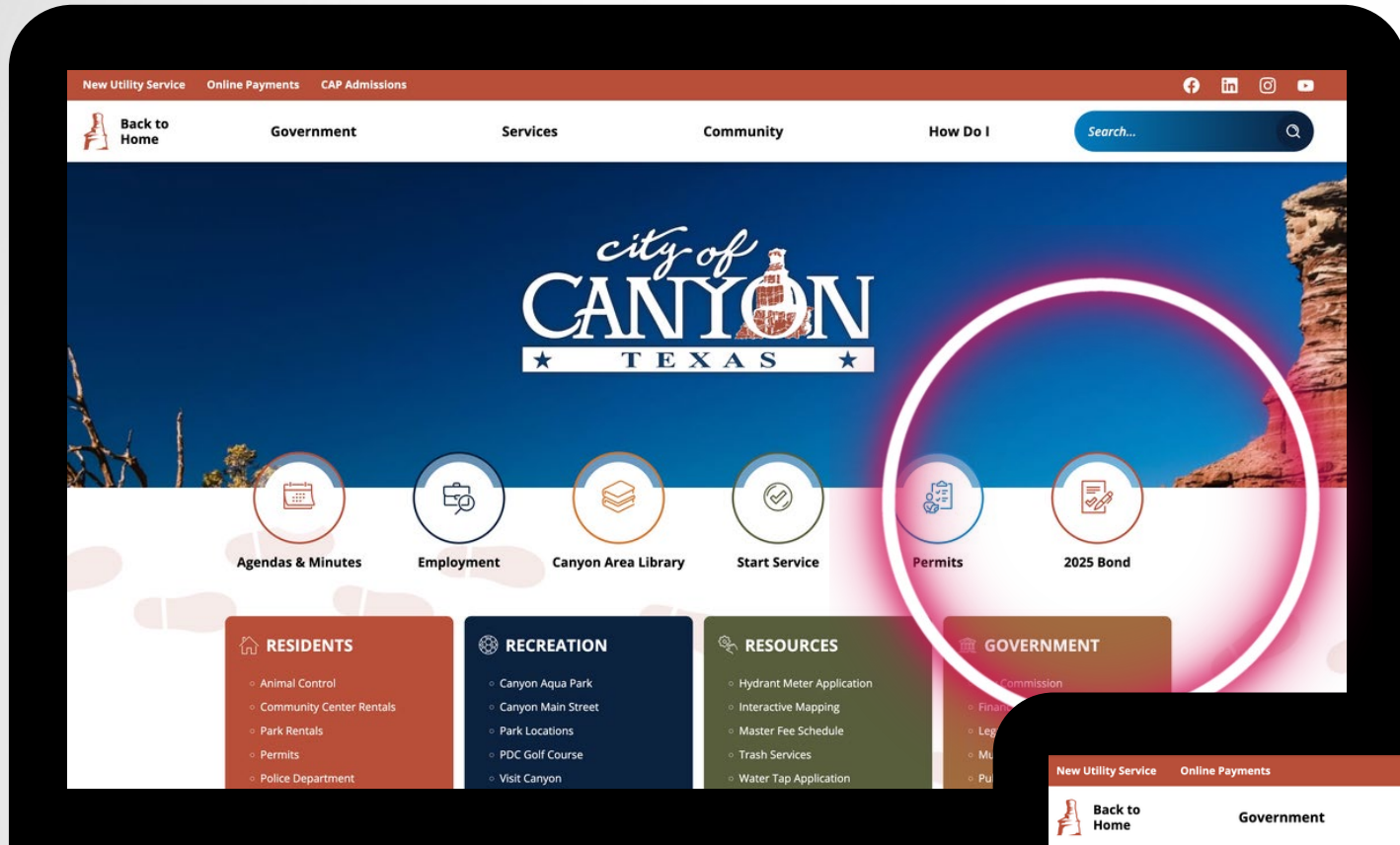
6.3%
ABSENTEE VOTING TOTAL

58.7%
EARLY VOTING TOTAL

35.0%
ELECTION DAY TOTAL

874
TOTAL VOTES

POST BOND REALITY



PROS & CONS

PROs

- **Bond counsel = bad guys**
- **Outsourcing**
- **Trust from city management + city officials**
- **Staff Participation**
 - **109 combined staff hours in community events**
- **Time to prepare!**
 - **Mockups/history/receipts**
- **Budget!**
- **Internal “Dos and Don’ts” list**

CONs

- **Bond counsel = bad guys (in a good way)**
- **Outsourcing**
- **One person department**
- **Media’s attitude**
 - **“How will this bond benefit the city and its residents?”**
- **Budget - no more projects in 24/25**
- **Rogue staff/city officials/volunteer firefighters**

REACH OUT!



PRESENTATION SURVEY



BIANCA CUCCERRE



MEGAN NANTZ, CPC



EXAMPLE MATERIALS