

## Tower Construction Communications Strategy

**Purpose & Guiding Principles:** The Board of Directors has maintained that the completion of the Tower is the District's top priority. To reflect this focus, District staff have developed a Tower-specific, milestone-based communication strategy to share progress of the Tower completion in a way that is intentional, transparent, and aligned with verified project achievements. This phased approach balances the community's interest in progress with the Board's commitment to accuracy, fiscal responsibility and risk management.

The **guiding principle** of this plan: No announcement will be made until the underlying milestone is secured, executed or achieved. This ensures credibility, avoids speculation, and rebuilds long term public trust.

### Communication Objectives:

- Reinforce confidence in the District's governance and financial stewardship
- Provide clear, factual updates tied to measurable progress
- Avoid premature announcements or project overpromising
- Create a steady narrative arc that culminates in occupancy and activation

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## Phased Milestone Communications Plan

### Phase 1: Request for Proposals Issued

#### Milestone:

- Public release of RFP for completion of the first and second floor

**Timing:** Immediately following the formal RFP publication.

#### Key Messaging Focus:

- Commitment to competitive, transparent contracting
- Emphasis on accountability and due diligence

#### Communication Channels:

- Board meeting acknowledgement
- District website update
- Industry and contractor outreach
- Community update flyer/newsletter (\$250-\$500 printing cost)

**Tone:** Process-oriented, professional, governance-focused

## Phase 2: Project Financing Secured

### **Milestone:**

- Execution of a \$15 million loan agreement
- District allocation of \$20 million in capital
- Total of \$35 million formally committed to completion of the first and second floors of the Tower

**Timing:** Upon full execution of loan documents and Board acknowledgement

### **Key Messaging Focus:**

- Financial foundation is secured
- Project feasibility is established
- District has aligned capital and financing to move forward responsibly

### **Communication Channels:**

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## Phase 3: Contract Awarded

### **Milestone:**

- Board approval and execution of contract with selected bidder

**Timing:** After contract award.

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- Transition from planning to procurement
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## Phase 4: Construction Begins

### **Milestone:**

- Commencement of on-site construction

**Timing:** Once construction is actively underway

### **Key Messaging Focus:**

- Visible progress
- Transition from planning to execution
- Tangible movement towards occupancy of the first and second floor

### **Communication Channels:**

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- Ongoing website and Social Media updates with progress photos and construction milestones

**Tone:** Optimistic, grounded, progress-based

## Phase 5: Pre-Occupancy Readiness & Closeout

### **Milestone:**

- Substantial completion of construction and transition to pre-occupancy closeout activities.

**Timing:** Following completion of construction and transition to pre-occupancy closeout activities.

### **Key Messaging Focus:**

- Construction of the first and second floor is complete
- Clear distinction between construction completion and occupancy authorization

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## Phase 6: Certificate of Occupancy Obtained

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The **Tulare Local Healthcare District has formally issued a Request for Proposals (RFP)** for the completion of the first and second floors of the Tower on the District's hospital campus. This milestone represents an important step in the District's phased, transparent approach to advancing the Tower project while maintaining strong governance, financial oversight, and accountability.

### WHAT THIS MEANS

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### WHAT HAPPENS NEXT

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## Tower Construction Communications Strategy

**Purpose & Guiding Principles:** The Board of Directors has maintained that the completion of the Tower is the District's top priority. To reflect this focus, District staff have developed a Tower-specific, milestone-based communication strategy to share progress of the Tower completion in a way that is intentional, transparent, and aligned with verified project achievements. This phased approach balances the community's interest in progress with the Board's commitment to accuracy, fiscal responsibility and risk management.

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### Communication Objectives:

- Reinforce confidence in the District's governance and financial stewardship
  - Provide clear, factual updates tied to measurable progress
  - Avoid premature announcements or project overpromising
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## Phased Milestone Communications Plan

### Phase 1: Request for Proposals Issued

#### Milestone:

- Public release of RFP for completion of the first and second floor

**Timing:** Immediately following the formal RFP publication.

#### Key Messaging Focus:

- Commitment to competitive, transparent contracting
- Emphasis on accountability and due diligence

#### Communication Channels:

- Board meeting acknowledgement
- District website update
- Industry and contractor outreach
- Community update flyer/newsletter (\$250-\$500 printing cost)

**Tone:** Process-oriented, professional, governance-focused

## Phase 2: Project Financing Secured

### **Milestone:**

- Execution of a \$15 million loan agreement
- District allocation of \$20 million in capital
- Total of \$35 million formally committed to completion of the first and second floors of the Tower

**Timing:** Upon full execution of loan documents and Board acknowledgement

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- Project feasibility is established
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## Phase 3: Contract Awarded

### **Milestone:**

- Board approval and execution of contract with selected bidder

**Timing:** After contract award.

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## Phase 4: Construction Begins

### **Milestone:**

- Commencement of on-site construction

**Timing:** Once construction is actively underway

### **Key Messaging Focus:**

- Visible progress
- Transition from planning to execution
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## Phase 5: Pre-Occupancy Readiness & Closeout

### **Milestone:**

- Substantial completion of construction and transition to pre-occupancy closeout activities.

**Timing:** Following completion of construction and transition to pre-occupancy closeout activities.

### **Key Messaging Focus:**

- Construction of the first and second floor is complete
- Clear distinction between construction completion and occupancy authorization

### **Communication Channels:**

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### **Milestone:**

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DRAFT Community update flyer/newsletter:



### REQUEST FOR PROPOSALS ISSUED

The **Tulare Local Healthcare District has formally issued a Request for Proposals (RFP)** for the completion of the first and second floors of the Tower on the District's hospital campus. This milestone represents an important step in the District's phased, transparent approach to advancing the Tower project while maintaining strong governance, financial oversight, and accountability.

### WHAT THIS MEANS

Issuing an RFP begins a competitive and transparent selection process to identify qualified contractors to complete the next phase of construction. Proposals will be evaluated based on experience, cost, compliance, and ability to meet the project requirements. This step does not represent the start of construction, but rather the formal process to identify the best partner to complete the work responsibly.

### WHAT HAPPENS NEXT

- Over the coming months, the District will:
- Receive and review contractor proposals
  - Conduct evaluations and due diligence
  - Present recommendations to the Board of Directors
  - Award a construction contract following Board approval

Each step is designed to ensure fiscal responsibility and alignment with long-term community needs.

### ABOUT TULARE LOCAL HEALTHCARE DISTRICT

The Tulare Local Healthcare District exists to support accessible, sustainable healthcare services and infrastructure for our community. The Tower project is part of a long-term vision to responsibly restore and enhance healthcare resources in the region.

### OUR COMMITMENT TO THE COMMUNITY

The District is committed to:

- Transparent decision making
- Responsible stewardship of public resources
- Clear, milestone-based communication

Updates will continue to be shared as major milestones are achieved.

### LEARN MORE & STAY INFORMED

📍 Visit: [www.tularelocalhealthcaredistrict.org](http://www.tularelocalhealthcaredistrict.org)  
Board agendas, project updates, and public documents are posted regularly.