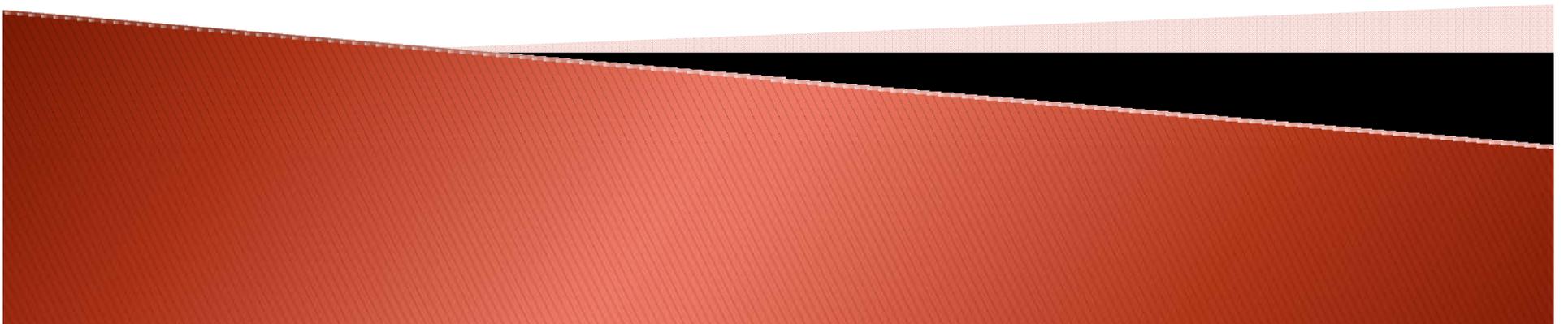


Issue Briefing: *Amendment 4*



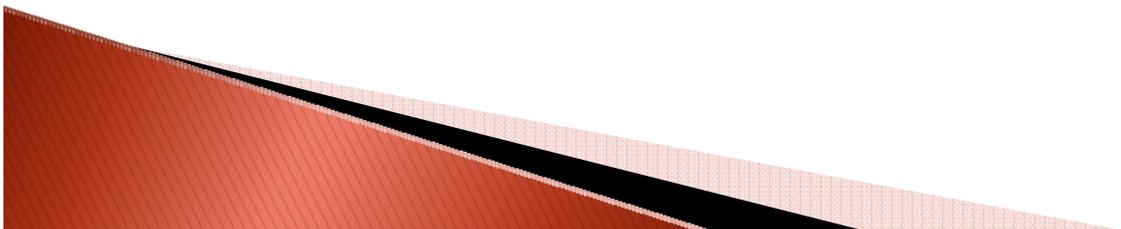
Paid political advertisement – paid for and sponsored by Citizens for Lower Taxes and a Stronger Economy, Inc., 610 South Blvd., Tampa, FL 33606

What exactly is
“Amendment 4?”

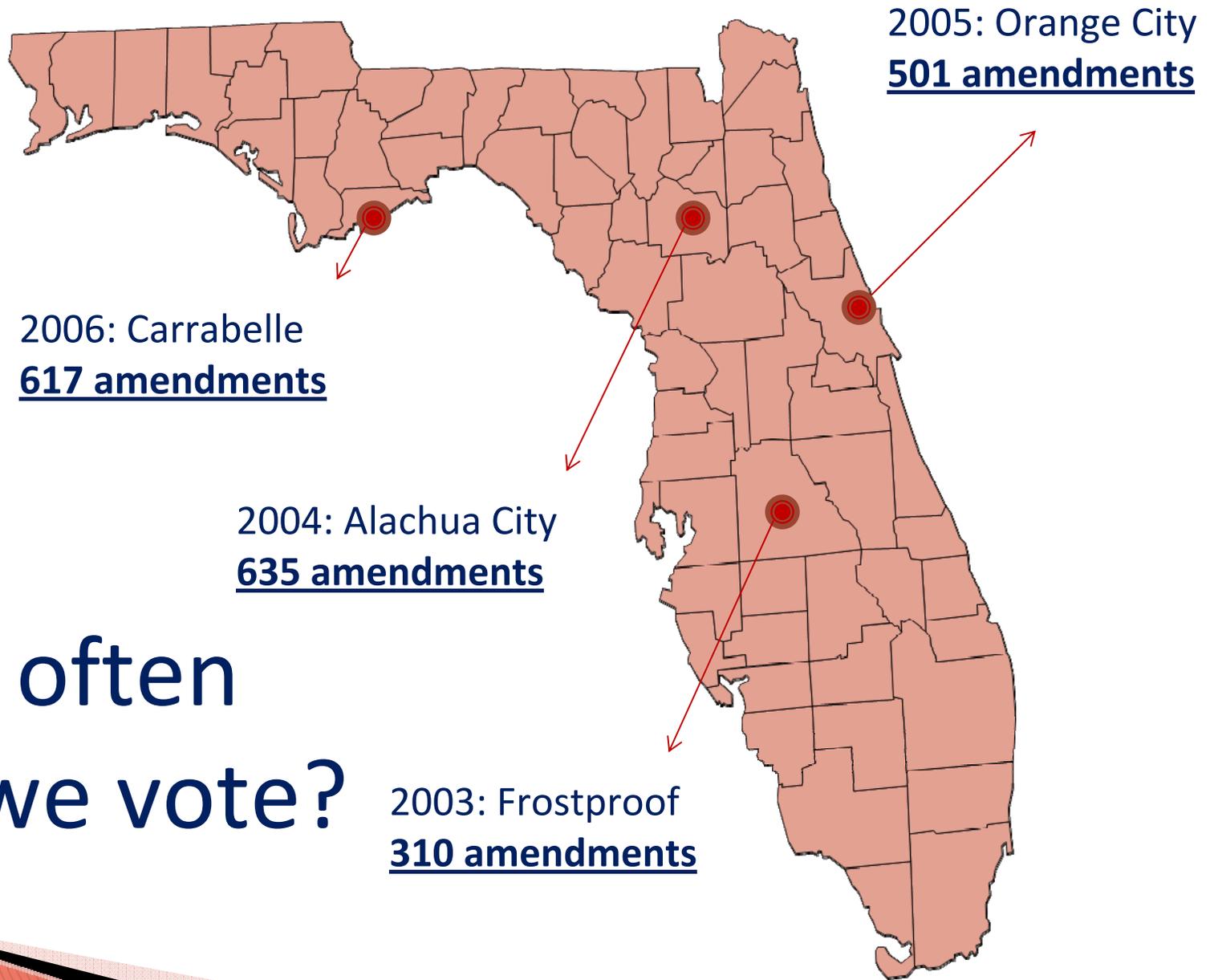


Taxpayers would fund referenda on **any change** to a local “comprehensive plan,” often including...

- Roadway improvements and expansions ...
- Hospitals, schools, parks lands, fire and police stations ...
- Traffic signalizations and the purchase of municipal vehicles...
- Additions to government buildings and expansion of public recreational facilities

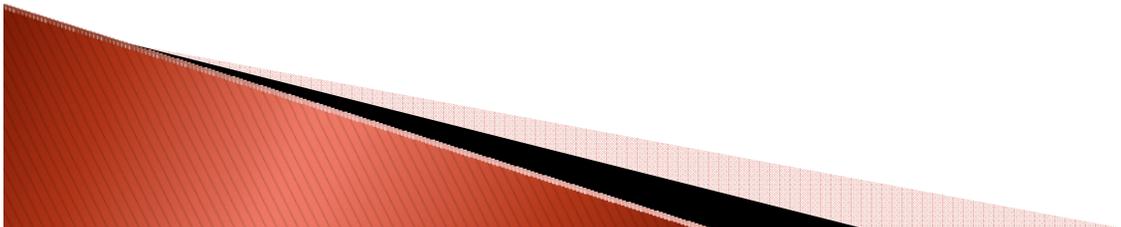


How often will we vote?



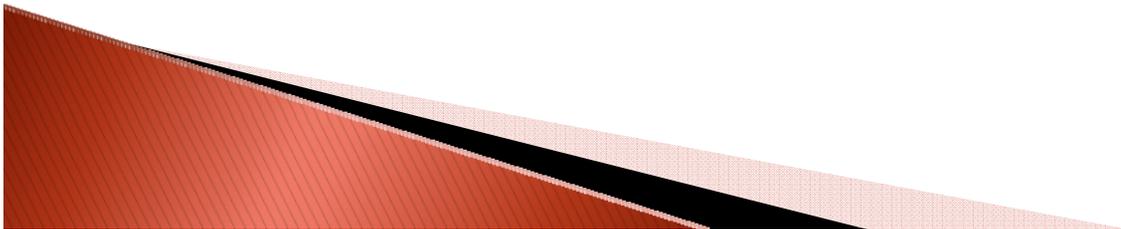
BALLOT TITLE: REFERENDA REQUIRED FOR ADOPTION AND AMENDMENT OF LOCAL GOVERNMENT COMPREHENSIVE LAND USE PLANS.

BALLOT SUMMARY: Establishes that before a local government may adopt a new comprehensive land use plan, or amend a comprehensive land use plan, the proposed plan or amendment shall be subject to vote of the electors of the local government by referendum, following preparation by the local planning agency, consideration by the governing body and notice. Provides definitions.

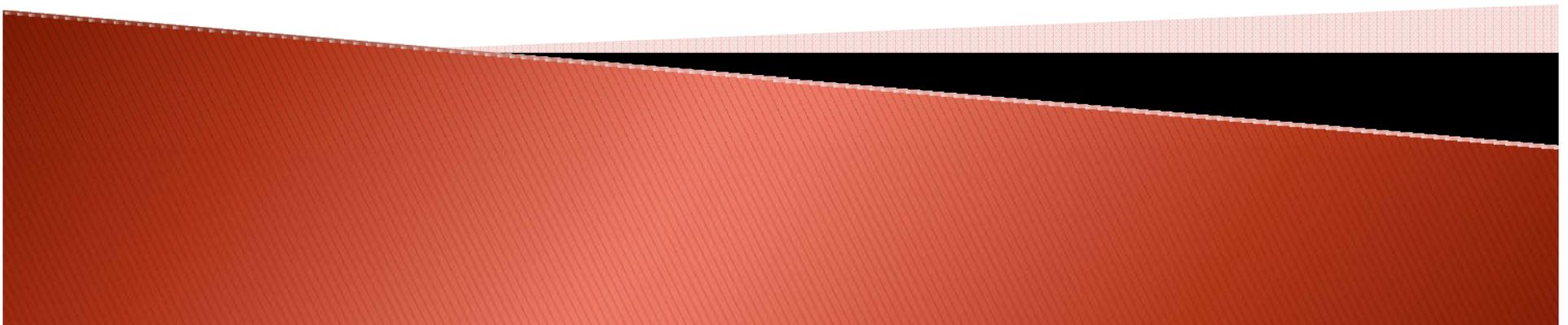


Who is **funding** this amendment?

- Special Interest Lawyers
- Sierra Club
- Adult Entertainment Interests
- Population Control Advocates



In 2006, a small Florida town
adopted a local version of
“Amendment 4”



In St. Pete Beach, the **recession** came early...

“Once a beacon of prosperity, St. Pete Beach now has a reputation for **unpredictable and chaotic investment** conditions. The **economic situation worsened** and, hamstrung by Hometown Democracy, the city council was **powerless to do anything** about it.”

- Ward Friszolowski
Former St. Pete Beach Mayor







Leading to extraordinary **new costs** and uncertainty...

“Elections were **chaotic, uncertain, expensive** and infrequent. Unable to update its comprehensive plan, the town soon fell out of compliance with state mandates. Many **local businesses**, too, became **victims of the impossible process.**”

- Ward Friszolowski
Former St. Pete Beach Mayor

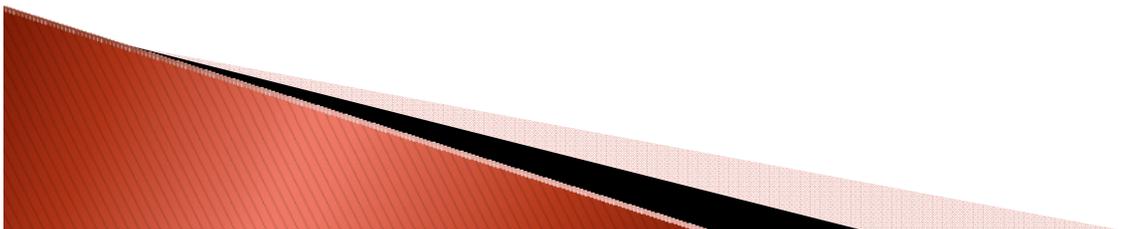
Resulting in **endless** and **expensive**
litigation...

“Since the measure was passed, the residents of St. Pete Beach have endured **endless lawsuits** and seen **little progress**. Even die-hard disciples of the **Hometown Democracy religion** have since converted back to commonsense.”

- Ward Friszolowski
Former St. Pete Beach Mayor

What are the **lessons** of St. Pete Beach?

- An **end** to functioning, coordinated public planning...
- Endless **delays** on projects of every size ...
- Costly **litigation** at taxpayer expense...
- A general climate of **failure** for business...
- Major **deterrence** to job-protection and job-creation...



According to a major economic study,
Amendment 4 would ...

“...permanently impact the economic growth potential for Florida, causing a steady decline in the standard of living of all Florida residents.”

- Tony Villamil
Washington Economics Group

According to a major economic study, Amendment 4 would ...

“... force local and state governments to either raise taxes or cut services. Public schools, public safety and local health care services would suffer from both the direct impact of Amendment 4.”

- Tony Villamil
Washington Economics Group

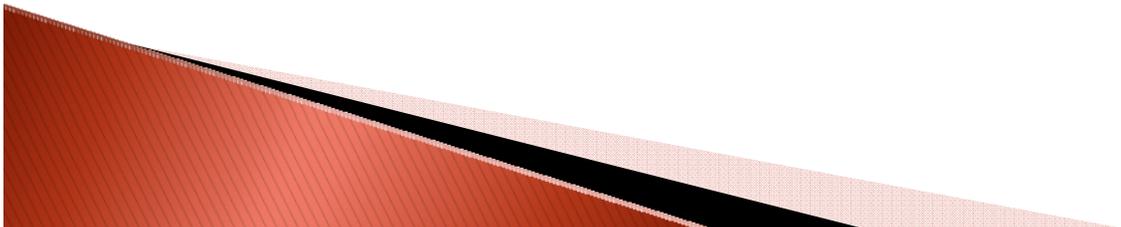
According to a major economic study, Amendment 4 would ...

“...Amendment 4’s passage will have potentially devastating consequences to Florida’s economy at a time when the economic situation at both the state and national levels is uncertain...”

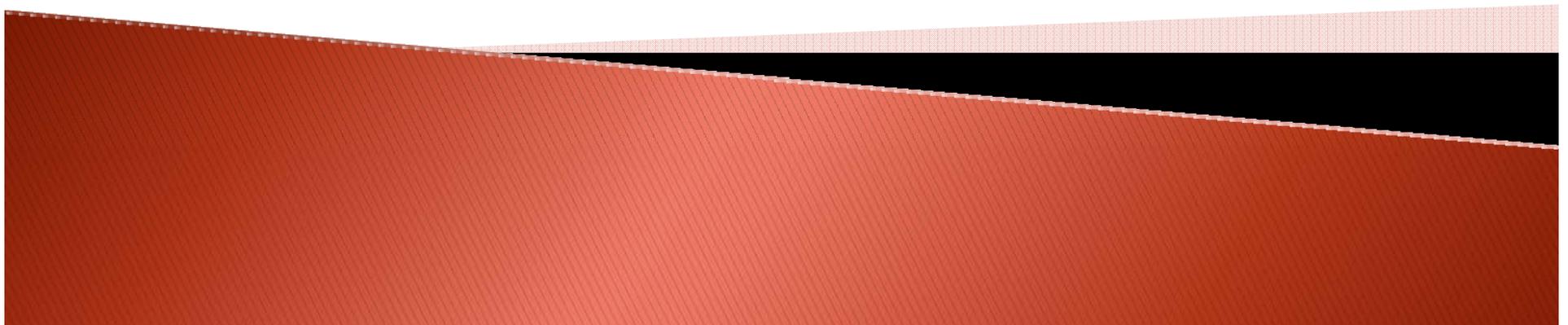
- Tony Villamil
Washington Economics Group

Economic Study: Amendment 4 would likely ...

- Lead to a loss of **\$34.676 billion** in Florida's economic output each year
- Result in Florida losing over **267,246 jobs**
- Cost Floridians over **\$11.8 billion** in labor income each year
- Reduce fiscal revenues by over **\$4 billion** per year



Florida's Editorial Boards have weighed in on
Amendment 4...



South Florida
Sun-Sentinel

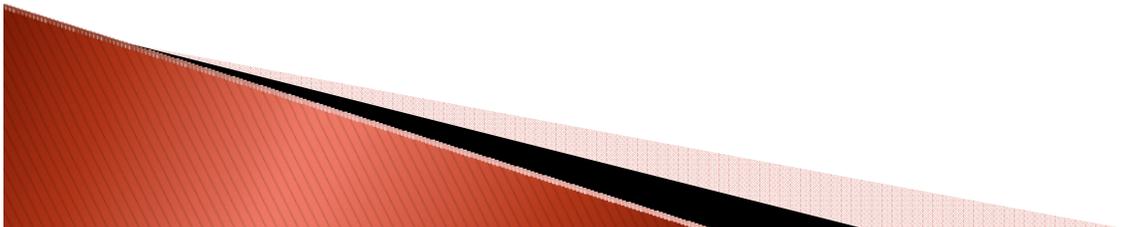
“Floridians would make a big mistake supporting this misguided effort.”

“The cost to local governments of including the land-use amendments on ballots would soar into the millions.”

Orlando Sentinel

The Daytona Beach
News-Journal
THE INDEPENDENT VOICE OF VOLUSIA & FLAGLER COUNTIES

“We will not support Amendment 4 ... It could make a bigger mess of community planning ... with too many of Florida's natural assets and the livability of Florida communities at stake.”



**BRADENTON
HERALD**
Bradenton.com

“... this amendment is an extreme overreaction ... Amendment 4 will serve to throttle an economic recovery and compound unemployment.”

“A three-year experiment in St. Pete Beach shows land planning via referendum is a messy, unpredictable business that leads to higher government costs due to litigation and a stalemate when it comes to development.”

St. Petersburg
Times

Suwannee Democrat
The Mayo Free Press
Suwannee County's news source since 1888. We're proud to serve!



Branford News
Jasper News

“The problems with this proposal are many.”

Delivering your world

THE NEWS-PRESS

news-press.com

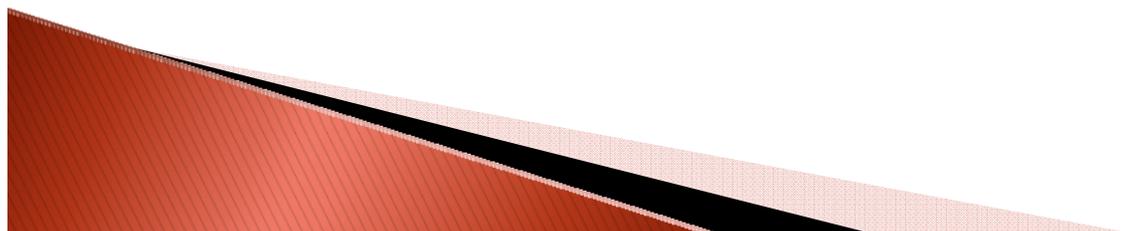
“Hometown Democracy is a splendid name for a bad idea.”

“The problem with the Hometown Democracy amendment is that it is a simplistic, ham-handed overreaction. This "solution" will create more problems than it solves.”

CharlotteSun

**TALLAHASSEE
DEMOCRAT**

“It's perfectly legitimate to vote "no" to something that on the surface once sounded OK. We'd recommend that on Hometown Democracy...”



PalmBeachPost

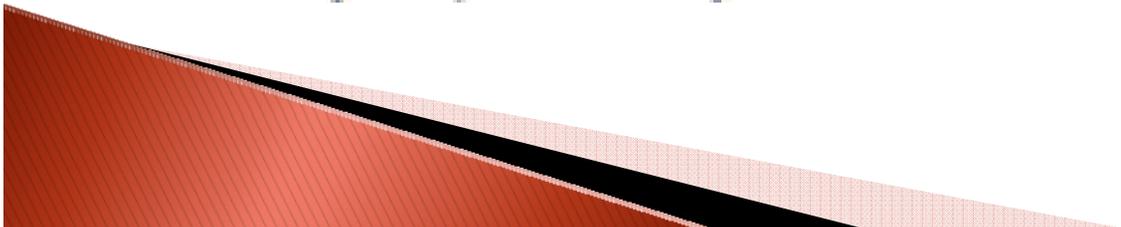
Ballots statewide would be full of jargon-laden, irrelevant junk. ... Because St. Pete Beach suffered for three years, Florida can avoid having to suffer for much longer.

“Voters could easily end up unknowingly voting against their own best interests. That's no way to run a little city, and it's certainly no way to run a state.”

THE
TAMPA
TRIBUNE
LIFE. PRINTED DAILY.

THE
NEWS HERALD
Where life unfolds daily

“...an especially bad risk to take at a time when Florida is struggling to emerge from a deep recession.”

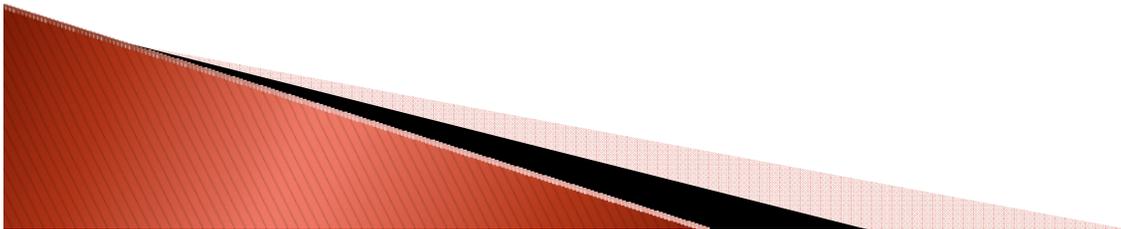


Environmental, labor and business groups have raised serious concerns about Amendment 4...

- ▶ **1000 Friends of Florida:** Amendment 4 “could limit efforts ... to lessen sprawling patterns of development.”
 - ▶ **Florida Chamber of Commerce:** Amendment 4 is a “Jobs killer...”
 - ▶ **Florida State Council of Machinists and Aerospace Workers:** Amendment 4 is a “grave threat to Florida’s jobs and economy...”
- 

The ***Vote No on 4*** network...

- **34 counties organized**
- **6 Regional Partnerships established**
- **Over 1200 dedicated volunteers**
- **Online presences with major social networking sites**
 - Facebook, Twitter, LinkedIn and several blogs



What can you do?

- ▶ **PUBLISH:** Write a Letter to the Editor
- ▶ **ONLINE:** Promote campaign communications on your social networking accounts
- ▶ **ALERT:** Inform your members, employees, local press, and community leaders about important campaign communications
- ▶ **CONTRIBUTE:** Make a financial contribution



What can your organization do?

- ▶ **JOIN:** Get involved in your local campaign organization:
 - In Southeast Florida: Aimee Craig Carlson (Aimee@florida2010.org)
 - Outside of Southeast Florida: Jessica Sams (Jessica@florida2010.org)
- ▶ **LEAD:** Sign up to receive a comprehensive “association plan” for Amendment 4



What can your organization do?

- ▶ **MESSAGE:** Support campaign-related “media events” with your own email communications, letters to the editor, events and videos
- ▶ **INFORM:** Forward campaign communications to your membership
- ▶ **PROMOTE:** Serve as a “distribution hub” for collateral in your area
- ▶ **PERSUADE:** Educate candidates on Amendment 4



What can your organization do?

- ▶ **CONNECT:** Link the campaign website to your website
- ▶ **ORGANIZE:** Designate an Amendment 4 “staff point-person” and an Amendment 4 “volunteer point-person”
- ▶ **CONVENE:** Host an event on Amendment 4; coordinate with the campaign on program details and invite press





Questions & Comments?

