



In a historic vote during the summer of 2007, the Florida Legislature passed landmark legislation to create the largest tax cut in Florida's history. What passed was a two part process. The first tax cut required local governments to roll-back their tax rates to reduce rates. The second part of the tax cut was a constitutional amendment that offered Floridians a doubling of the homestead exemption and portability of the Save Our Homes tax benefit, among other tax cuts. For the first time ever, a constitutional amendment faced a very high threshold for passage, a 60% vote. CoreMessage was hired to develop and implement a comprehensive strategic communications plan to win support for the constitutional amendment.

To create a groundswell of excitement for Amendment 1, CoreMessage helped develop a website that included several features including a subscription function so supporters could receive emails, a photo and video gallery that showcased events across the state, and a "tell a friend" tool so supporters could send information to friends. As part of our ongoing communications, the firm sent frequent e-mails to supporters showcasing personal stories of people who benefit from tax cut proposal. CoreMessage used these stories in the weekly emails, on the website, and highlighted them during press events with the Governor.

Research indicated that Tampa, Orlando and South Florida media markets were prime targets with the greatest opportunity to garner votes. In order to maximize our exposure in these important media markets, CoreMessage planned and executed a bus tour and fly around specifically in these markets intended to generate extensive media coverage. CoreMessage planned the logistics for these press events including vetting the "personal stories" used at the events, coordinated the audio/visual and staging for the events and drafted and distributed media advisories and press releases regarding the bus tour and fly around stops.

To accomplish reaching the new 60 percent threshold, CoreMessage highlighted bi-partisan support from the community and elected officials in direct mail campaigns, automated phone calls to voters, television and radio advertising, as well as earned media interviews. In addition, we created a bi-partisan grassroots coalition to demonstrate support for property tax cuts and highlight their position. The campaign was a tremendous success with 64 percent of the voters approving the measure.