



January 2, 2018

TO: Florida Democratic Leadership
FROM: Chairwoman Terrie Rizzo
RE: State of the Florida Democratic Party, Post-transition

HIGHLIGHTS:

- Upon taking over as Chairwoman on Dec. 10, 2017, the Florida Democratic Party had \$161,489.42 [\$155,515.42 in the Non-Federal account and \$5,974.45 in the Federal account]
- In the first 21 days, Chairwoman Rizzo and the FDP finance team have raised \$253,000
- Chairwoman Rizzo and team intend to double-down on the Florida Democrats' 67 County solution including greater investment in voter registration, vote-by-mail, strengthening county DEC's, local Democratic clubs, caucuses and the grassroots
- Under Chairwoman Rizzo, FDP will continue the process to modernize bylaws and personnel policies in the next six months, creating a more inclusive Party with more opportunities for all Democrats

FINANCIALS: FLORIDA DEMOCRATIC PARTY

This year, Florida Democrats invested heavily in several hotly contested races, including a come-from-behind Democratic win for Mayor in St. Petersburg and a big victory in a Miami-Dade State Senate special election.

Upon taking the reins of the party, Chairwoman Rizzo, First Vice-Chair Judy Mount and FDP leadership settled all previous obligations. Upon payment of immediate expenses, the Party had \$155,515 in our state account and \$5,974 in our federal account.

After securing the baseline of all FDP accounts, Chairwoman Rizzo immediately began to execute her 67 County solution to secure the resources to turn Florida blue. Calling on Democrats and Democratic leaders from every corner of the state, Chairwoman Rizzo and the FDP financial team have raised \$253,000 since December 10.

Our immediate fundraising success ensures FDP is on a trajectory to have the necessary resources to extend our recent string of victories, communicate our winning message, and turn Florida blue.



STRATEGY: SIXTY SEVEN COUNTY SOLUTION

Florida Republicans have created a 67 County problem, with 37 of our 67 counties having fewer jobs today than 10 years ago. In all 67 counties, working families are working 3 to 4 jobs to keep afloat. In all 67 counties too many of our elderly have to choose between healthcare and food. And, in every county in Florida, middle class families are paying higher taxes to supplement huge tax breaks for billionaires.

The 67 County problem created by GOP leadership requires a 67 County solution from Florida Democrats, based on recruiting winning candidates in every corner of the state and engaging and empowering Democrats – in all 67 counties – with the tools and message to win. Under Chairwoman Rizzo, the Florida Democratic Party will double down on our efforts to modernize and deploy a sixty-seven county strategy to turn Florida blue.

The key elements of our sixty-seven county strategy to turn Florida blue include:

Year-round Public Engagement: The Party will continue our strategy to employ year-round public engagement specialists to run community-based field programs empowered by cutting-edge technologies, data and digital tools. The immediate focus of our public engagement programs is strengthening county parties throughout Florida, NPA outreach, Democratic voter registration, and Democratic vote-by-mail enrollment in advance of the 2018 elections.

Institutional Relevancy by Communicating Democratic Values: FDP's goal is to become the hub of electoral work in Florida. While raising more money and winning elections will guarantee short-term relevancy, maintaining relevancy over decades requires building institutional infrastructure to develop and communicate core values that reflect those held by working families and the Florida Democrats. The Party will develop messaging for core Democratic values, and do a better job explaining why Democratic policies will improve opportunity, jobs and quality of life for all Floridians. We will train local parties and improve communications and consistent messaging discipline. We will implement cutting edge social and digital tools and strategies and make them available to our local DEC's, with training, to amplify Democratic Party messaging and branding.

Candidate Recruitment, Training and Support: In order to field the best candidates who are of the community, FDP will train and communicate regularly with candidate recruitment chairs and assist DEC's with district fact sheets, campaign assessments, interviews of potential candidates and messaging, media and campaign training. In addition, FDP will provide all Democratic candidates a support service package which includes access to our voter database (VAN) and support from FDP's regional engagement managers.



Modernize the Party: The Florida Democratic Party's rules and bylaws need to be modernized and personnel policies need to be updated. Under Chairwoman Rizzo, the Party remains committed to updating bylaws immediately, with expectation that in the next 6 months, the Florida Democratic Party will have a new set of bylaws which allow for more inclusion, participation and opportunity for Democrats in every corner of the State. In addition, Chairwoman Rizzo will appoint a transition committee to assist with her transition into the role of Chair of the Party and to address existing personnel and inter and intra-party policies that should be addressed in order to create a more modern, inclusive infrastructure for Democrats to organize, run and win.

CONCLUSION:

In spite of recent challenges, the Florida Democratic Party remains strong. Chairwoman Rizzo secured a massive victory from the grassroots on December 9, securing over 70% of the vote in the first round in the election for a new chair. With a very successful first three weeks of fundraising and a commitment to double down on Florida Democrats recent winning strategy of investing in the grassroots -- including continued and increased investment in important local and municipal elections in order to build a bench of candidates that can win statewide -- the Florida Democratic Party is on a path to secure major victories up and down the ticket to turn Florida blue in 2018.

For additional information on the Florida Democratic Party plan to turn Florida blue in 2018 visit: <http://www.floridadems.org/get-involved/2018-FDP-Election-Plan>