

RGGA

REPUBLICAN GOVERNORS ASSOCIATION

From: Nick Ayers, RGA Executive Director

To: Interested Parties

RE: GOP Gubernatorial Victories Redefine Nation's Politics

After our Party suffered devastating losses in 2006, the RGA set forth a Four-Year-Plan in January 2007 to strengthen the foundation of the Republican Party, and our Nation, by rebuilding from the state level. We believed a resurgent GOP would only be made possible by reclaiming a majority of governorships.

We knew electing a majority of governors would provide a decade's worth of new leadership at the state and federal level, give us an advantage with the Electoral College and allow us to control the reapportionment process. Last night, our mission was accomplished.

The RGA won more than a majority of governorships and will be able to redefine the nation's politics. So far we have won 23 of the 37 states holding governors' races last night and 4 races are still too close to call (IL, OR, MN, CT).

Overall, we deployed \$102 million this year on the 2010 election cycle.

Here are some quick facts about the RGA's spending this year:

- Political Budget: \$102 million
- Number of states where RGA invested at least \$500,000: 28
- Number of states where RGA invested at least \$1 million: 21
- Number of states where RGA invested at least \$5 million: 8
- Amount spent on GOTV operations: \$18+ million

| State | Amount Spent |
|-------------|----------------|
| Alaska | \$705,807.28 |
| Alabama | \$300.00 |
| Arkansas | \$56,750.00 |
| Arizona | \$595,000.00 |
| California | \$2,847,825.00 |
| Colorado | \$1,066,946.64 |
| Connecticut | \$1,622,817.77 |
| Florida | \$9,834,088.51 |

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| Georgia | \$6,620,001.61 |
| Hawaii | \$1,949,595.99 |
| Iowa | \$1,707,125.00 |
| Idaho | \$500,000.00 |
| Illinois | \$9,007,937.85 |
| Kansas | \$2,026.00 |
| Maine | \$1,768,025.29 |
| Maryland | \$3,040,619.69 |
| Massachusetts | \$7,241,719.86 |
| Michigan | \$9,173,371.61 |
| Minnesota | \$2,358,285.00 |
| Nebraska | \$0.00 |
| New Hampshire | \$1,719,695.97 |
| New Mexico | \$1,723,147.46 |
| Nevada | \$837,386.83 |
| New York | \$0.00 |
| Ohio | \$11,120,782.77 |
| Oklahoma | \$485,273 |
| Oregon | \$2,817,550.00 |
| Pennsylvania | \$8,308,584.42 |
| Rhode Island | \$481,089.24 |
| South Carolina | \$887,382.00 |
| South Dakota | \$50,000.00 |
| Tennessee | \$1,184,000.00 |
| Texas | \$3,592,500.00 |
| Utah | \$39,300.00 |
| Vermont | \$911,422.14 |
| Wisconsin | \$5,199,003.77 |
| Wyoming | \$64,810.00 |
| Polling and Opposition Tracking | \$783,620.01 |
| Total Spent | \$100,303,790.22 |

*Note: Total spend does not equal \$102 million because of outstanding invoices.

Our totals exclude the \$12.5 million we spent helping win the New Jersey and Virginia governors' races in 2009 and our entire overhead for the previous two years.

Below are the ways in which the RGA has redefined the nation's politics:

2012 Swing States

The RGA won 9 of 10 critical 2012 swing states holding governors' races yesterday: Arizona, Florida, Iowa, Michigan, Nevada, New Mexico, Ohio, Pennsylvania, and Wisconsin. The only

major swing state we lost was Colorado. The RGA spent \$49.5 million in the 10 swing states we deemed critical to 2012.

Of the 10 swing states mentioned above, 8 had Democratic governors in 2008. President Obama carried every one of the above swing states that had a Democratic governor except for Arizona. With Republicans winning back a majority, President Obama's 2012 map is much more difficult.

Redistricting

The RGA won control of the majority of states that are projected to be reapportioned next year. According to Polidata, 18 states are projected to gain or lose congressional seats. Fifteen of those states had a gubernatorial election this year: Arizona, Florida, Georgia, Illinois, Iowa, Massachusetts, Michigan, Minnesota, New York, Nevada, Ohio, Pennsylvania, South Carolina, Texas, and Utah. Heading into last night, the RGA held 8 of these states. We now hold 11. The RGA spent nearly \$69 million dollars in these states.

A Revitalized Republican Party

The RGA helped elect a diverse class of Republican governors that have the potential to transform the GOP. In New Mexico, the RGA helped Susana Martinez become the first female Hispanic governor in the history of either major party. We also helped South Carolina's Nikki Haley become our Party's second Indian-American governor and helped elect Brian Sandoval governor of Nevada. All told, we elected four female governors, two Hispanic and one Indian-American governor last night.

Just as important, the RGA spent \$42.5 million in the Great Lakes states of Pennsylvania, Michigan, Ohio, Wisconsin and Illinois, all of which had Democrat governors. We have picked up at least four of those five states.

GOP Governors vs. Democrat Governors

The RGA has said all year that 2010 was not an anti-incumbent year. It was an anti-tax-and-spend year. We were confident that because of the way our incumbents had governed all of them would win reelection, and they did. Most notably for us, Governor Rick Perry won by 13 percent despite being one of the DGA's top targets. The Democratic Governors Association contributed \$2+ million directly to Houston Mayor Bill White's gubernatorial campaign, and on September 28th, the DGA began airing \$650,000+ worth of television ads per week in the Dallas media market. The DNC also transferred \$250,000 to the Texas Democratic Party.

Meanwhile, we recognized the vulnerabilities of Democrat incumbents who had disappointed during their time as governor. We have defeated at least 2 of the Democrat incumbents, eclipsing historical trends. Since 1990, 84% of incumbent governors have been reelected, or only 16% defeated. Most notably, the RGA defeated Ohio Governor Ted Strickland, who was the White House's top priority. President Obama made 12 campaign stops in Ohio.