

# REFERENDUM SUPPORT SERVICES

---



WWW.BKVGROUP.COM

## FIVE POINT SERVICE

1. CAMPAIGN DUE DILIGENCE  
Surveys analysis of previous referendums, timing/ cycles, defer... how many yes votes required
2. STRATEGIC PLANNING OF THE CAMPAIGN  
Strategies for committee structure, budgets, potential messaging, issues, fundraising
3. MESSAGING STRATEGIES
4. COLLATERAL DEVELOPMENT
5. SPEAKERS BUREAU/ SCHEDULE

WE WILL WORK WITH YOU THROUGHOUT THE PROCESS ON-SITE WITH OUR **EXPERT TEAM**

# 30%

WORK IS GOVERNMENT BASED CLIENTS

# 300+

MUNICIPAL AND COUNTY PROJECTS IN 30 STATES

## MESSAGING STRATEGIES TO INFORM THE ELECTORATE

- WEBSITE
- FACILITY TOURS
- FACEBOOK ACCOUNT
- EDUCATIONAL FORUMS
- NEWSPAPER EDITORIAL BOARD
- EVENTS: PARADES, COUNTY FAIRS
- SERVICE CLUB EDUCATIONAL FORUMS
- SPECIFIC VOTER BLOCK ENGAGEMENT
- BOARD DISPLAYS OF PUBLIC LOCATIONS
- PRINTED COLLATERAL: FAQ, POST CARDS, TRI-FOLDS
- PAC INVOLVEMENT: MAILINGS, CANVASSING DOOR TO DOOR

# CAMPAIGN TIMELINE HIGHLIGHTS

DECISION TO GO TO REFERENDUM

## ESTABLISH THE LEADERSHIP TEAM & STRATEGIC PLAN

- Identify Steering Committee Chair and Team
- Recruit Committee of the Community Leaders & Precinct Captains
- Recruit community leaders, elected officials, business leaders, employees/ unions, and influencer
- Identify potential side issues & strategies
- Develop targeted message
- Develop budget and fundraising strategies
- Develop media concepts
- ID voter blocks of common interests
- Obtain voters lists and history of past votes (if any)
- Determine how many YES votes will be required to win

6-18 MONTHS FROM ELECTION

## DUE DILIGENCE, TRAINING, & PREPARATION

- Recruit the volunteers for the subcommittees
- Voter ID Phone Survey
- Begin fund-raising
- Develop media including digital, print, radio, others
- Finalize media plan
- Organize Precinct Door-to-Door Canvassing

3-6 MONTHS FROM ELECTION

## EXECUTE THE PLAN

- Final training of volunteers
- Media day at facility, tour
- Speakers bureau presentations
- Open house at facility for public
- Absentee voting assistance
- Phone survey 2 -YES voters
- Direct mail / sample ballots seats
- Yard Signs, Posters, Billboards up
- Ads appear in print & radio
- Final Calls made to YES voters
- Transportation Offered

0-3 MONTHS FROM ELECTION

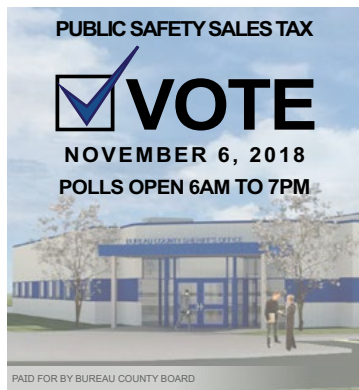
ELECTION DAY



**“IF YOU NEED TO PASS A REFERENDUM, WE WOULD HIGHLY RECOMMEND BKV GROUP. THEY GOT US ORGANIZED, DELIVERED WINNING STRATEGIES, AND WORKED WITH US DAY-BY-DAY TO EXECUTE THE PLAN TO VICTORY”**

**- JAMES REED, SHERIFF BUREAU COUNTY, IL**

## STRATEGY EXAMPLES



Bureau County  
700 S. Main Street  
Princeton, Illinois 61356





Sample Recipient  
1234 S Washington Ave  
Princeton, IL 61234



POSTCARDS

## Law Enforcement Center Costs

### Personal Examples

	Coffee & Donut	\$1.85
	New Sales Tax	\$0.01
	<b>TOTAL</b>	<b>\$1.86</b>
	New Farm Tractor	\$80,000
	New Sales Tax	- 0 -
	<b>TOTAL</b>	<b>\$80,000</b>
	Fuel/Gas/Diesel	\$45.00
	New Sales Tax	\$0.23
	<b>TOTAL</b>	<b>\$45.23</b>
	New Car	\$22,735
	New Sales Tax	- 0 -
	<b>TOTAL</b>	<b>\$22,735</b>

### Project Costs

The total project cost is estimated at approximately \$12.3 million including construction, professional fees, and fixtures, furnishings and equipment.

The ½ cent sales tax increase will generate approximately \$900,000 annually – enough to cover the debt service on the bonds.

The sales tax increase **will not include**: vehicles, farm vehicles, groceries, prescription and non-prescription medicines, medical devices and medical materials.

EDUCATIONAL FORUMS

**5**

PRACTICE  
SITES

**41**

YEARS OF  
OPERATION

**200+**

EMPLOYEES

BKV GROUP IS A HOLISTIC DESIGN FIRM PROVIDING ARCHITECTURE, ENGINEERING, INTERIOR DESIGN, LANDSCAPE ARCHITECTURE AND CONSTRUCTION ADMINISTRATION.



# ENRICHING LIVES AND STRENGTHENING COMMUNITIES

---

## CHICAGO

209 South LaSalle Street  
The Rookery, Suite 920  
Chicago, IL 60604

P 312.279.0470

## DALLAS

1412 Main Street  
Adolphus Tower, Suite 700  
Dallas, TX 75202

P 469.405.1196

## HANOI, VIETNAM

No 1 Dao Duy Anh Street  
Ocean Park Building,  
Suite 15, Room 1508  
Phuong Mai Ward, Dong Da District  
Hanoi, Vietnam

P 469.405.1240

## MINNEAPOLIS

222 North Second Street  
Long & Kees Building, Suite 101  
Minneapolis, MN 55401

P 612.339.3752

## WASHINGTON, DC

1054 31st Street NW  
Canal Square, Suite 410  
Washington, DC 20007

P 202.595.3173