

YOU DECIDE, KENTUCKY!

YEAR-END REPORT

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Our story so far

2022 was a defining year for *You Decide, Kentucky!*.

Since its founding from a 2020 Leadership Louisville Bingham Fellows class, YDK! has had some big decisions to make. Unfortunately, legislation to put a constitutional amendment on the ballot to give Kentucky's local governments more revenue tools did not pass in the 2021 or 2022 sessions of the Kentucky General Assembly; YDK was not dissuaded – instead we learned from efforts and recalibrated.

Instead of buckling and disbanding, defeated by the setback and discouraged by the policy loss, our group became even *more* determined. We decided to go even *more* full steam ahead. As an organization we set our sights on November 2024 for passage of the amendment, continued to expand the statewide Board of Directors, and in September Lena Muldoon was hired as the full-time Executive Director.

The YDK! team has proven to be passionate, tireless, and determined in this ambitious cause for a better future. Let's work together towards an empowered Kentucky where the people are heard, every community's needs are met, and our potential is fulfilled together!

MISSION

Our mission is to empower citizens and local governments to decide what revenue streams will improve the quality of life in their communities. We believe that by giving people a say in how their tax dollars are used, we can encourage growth, flexibility, and innovation, leading to empowered and transformed communities statewide.

Our 2023 strategy

**POLLING
PUBLIC RELATIONS
SOCIAL MEDIA
TRADITIONAL MEDIA
EVENT PROGRAMMING
FORUMS
TARGETED MESSAGING**

2,800

miles driven statewide since hiring of Executive Director

\$130K

raised in last 18 months

\$500K

expected in pledges by January 1

15

board members added since founding

10

Kentucky cities visited since September

Reflections from our leaders

CARTER HENDRICKS, CO-CHAIR



I am a volunteer coach, economic developer, former Mayor, and proud Kentuckian. I have grown up loving the Bluegrass State for its natural beauty, basketball, and relaxing way of life. I am also

extremely competitive, so I cheer for any Kentucky team that plays against Indiana or Tennessee. I simply don't like losing to either state in *any* competition. It bothers me that Indiana and Tennessee have consistently outpaced Kentucky in population growth and economic activity. This must change. I believe state and local tax reform are the key measures needed to ensure Kentucky and its local communities can consistently compete and win against our neighboring states like Indiana and Tennessee. I agreed to co-chair You Decide Kentucky because it's the only organization focused on local tax reform that empowers local citizens and communities to invest and build cities and counties that can compete in a 22nd century economy. You Decide, Kentucky! is committed to helping Kentucky win. I am, too. I invite you to join the effort and get on board with ensuring our Commonwealth consistently beats the competition for population and job growth!

I am the Mayor of Corbin, located in the foothills of the beautiful Appalachian Mountains! As a born and raised Corbinite, for decades I have watched the infighting and animosity that occurs between cities and counties in southeast Kentucky. It has hobbled and distracted us from focusing on our pressing need to rise above great challenges. We continue to fight for a pitiful little piece of revenue pie rather than creating a bigger and better one. We have got to diversify! Because of this, I am an enthusiastic Co-Chair of YDK! Without local revenue options our cities, our counties, and our state will never reach their full potential. Our current tax system is antiquated, inefficient, and inflexible. I believe that Kentucky's best hope for the future includes a robust tourism industry. Without local taxing options, we miss the opportunity to capitalize on those who come to visit our amazing Commonwealth, *and* we fail to meet the needs of our own citizens.

We invite you to join our cause for a reimagined Kentucky that is as diverse and varied as our landscape, and still efficiently meets the needs of the people!



MAYOR SUZIE RAZMUS, CO-CHAIR

YDK!'s growing reach

In just over two years, YDK! has expanded from a Louisville start-up to a statewide engagement operation. This is best exemplified in our commitment to reaching around and across the state through formal partnerships. We are just getting started. Now with an executive in place and fundraising underway we are confident that a robust statewide coalition will be in place by 2024.



- Board of Directors
- Investors & developing partnerships

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It is high time we compete on a level playing field with our neighboring states, who already realize the enormous potential of revenue diversity for our local governments.

Suzie Razmus, Corbin Mayor & YDK! Co-Chair”

FOR MORE INFO, VISIT WWW.YOUCIDEKY.ORG

MEET THE NEW EXECUTIVE DIRECTOR

I joined YDK! in September of this year to help catapult the organization to the next phase of its work. And boy, have we catapulted!

My background in local government made YDK! such a natural fit, and it is so exciting to be a part of this chapter of Kentucky history. I feel grateful every day on this job, working so that the best state in the country can reach its maximum potential.

As I say in near-daily conversations, it is not going to be easy. We know the amount of work and drive (and, frankly, capital) it is going to take to bring this over the finish line - and we intend to do just that. That YDK! is going into its fourth year of laying the groundwork is demonstration of our path to victory.

The team with me in YDK!'s Board of Directors is exceptional, and I feel as though I have the entire state behind me every day. As we go into 2023, I will continue to do what I love most about this work: listen, learn, and apply that to do our job better.

YDK! is fully operational, sustainable, strategized, and amenable. We are ready with the support of our partners and friends statewide. The time to decide is now, and Kentucky - Kentuckians - cannot wait.

With gratitude,
Lena

Support YDK! by following us on social media, signing up for our email list, or by making a charitable donation. Visit us online or contact Lena at lena@youdecideky.org.



FOR MORE INFO, VISIT WWW.YOUCIDEKY.ORG

YDK! Board of Directors

as of 11/20

** Founder*

Co-Chair Carter M. Hendricks, South Western Kentucky Economic Development Council - Hopkinsville

Co-Chair Mayor Suzie Razmus - City of Corbin

*Neville Blakemore, LCA, Inc. - Louisville

Candance Brake, Owensboro Chamber of Commerce - Owensboro

J.D. Chaney, Kentucky League of Cities - Richmond

*Jeana Dunlap, Urbanist & Strategic Advisor - Louisville

Joe Fowler, United Way of Central Kentucky - Elizabethtown

Jennifer Hancock, Volunteers of America Mid-States - Louisville

Dexter Horne, Council of State Governments - Lexington

Patrick Hughes, DBL Law - Covington

*Todd Lowe, Parthenon LLC - Simpsonville

Mayor Scott Madon - City of Pineville

Tess McNair, The C E & S Foundation - Louisville

Kevin Middleton, United Way of Kentucky - Louisville

*Chris Nolan, MML&K Government Solutions - Louisville

Kristi Putnam, AppHarvest - Morehead

Marcus Ray, NAACP of Kentucky - Elizabethtown

*Jenny Recktenwald, Transit Authority of River City - Louisville

*Jeff Shooner, Archdiocese of Louisville - Louisville

*Brad Smith, MCM CPAs & Advisors - Louisville

Shelby Somervell, Greater Louisville, Inc. - Louisville

Mayor Les Stapleton - City of Prestonsburg

*Eric Stout, U.S. Department of Agriculture - Louisville

*Wes Sydnor, Metropolitan Sewer District - Louisville

Mayor Tom Watson - City of Owensboro

*Mary Ellen Wiederwohl, Accelerator for America - Louisville