

## A message from our Executive Director

2023 has exceeded our expectations, and it would not be possible without our donors and coalition members. Each phone call returned, meeting scheduled, event attended, and invoice completed gets us one step closer to an unmatched chapter of growth in Kentucky history — together.

Looking ahead, 2024 is all about sharp investments in the areas the YDK! Board of Directors has identified as most pressing and efficient: message-testing, marketing, voter targeting, and grassroots coordination. We are so eager to continue on this path together for this critical cause facing our communities. **Thank you for being part of it.**

-Lena Muldoon

## A year with unique challenges & lessons

"[Poll] results show **strong support among Kentuckians** for a constitutional amendment aimed at restructuring the state's local tax system. Kentuckians show a collective desire, **across party lines**, for increased local decision making, with a focus on **empowering communities to make decisions** aligned with their unique needs. The survey indicates a **pivotal opportunity to garner widespread support for a local tax reform initiative** that prioritizes education and first responders, while reducing the outflow of hardworking Kentuckians' paychecks to both Washington DC and Frankfort. Such an effort combined with the lowering or elimination of other taxes shows **overwhelming support.**" -Cygnal, YDK! partner

## IMPACT SNAPSHOT

**12,000**

Miles traveled  
statewide

**59%**

Increase in year-over-  
year fundraising

**35**

New coalition  
members & partners

**85%**

Geographic  
representation of  
Kentucky  
(based on travel, partners,  
& board members)



# OUR STORY SO FAR

## MISSION

*Our mission is to empower citizens and local governments to decide what revenue streams will improve the quality of life in their communities.*

## PURPOSE

*We are partnership-centered, committed to collaborating with a variety of state and local organizations across the state who believe local revenue modernization can positively impact a diverse set of economic, nonprofit, educational, and civic needs. Through a multi-year campaign of fundraising, research, marketing, and daily coordination of resources, we are laying the groundwork and infrastructure statewide for a November 2024 ballot referendum to amend Section 181 of the Constitution of Kentucky.*



*As the grassroots force behind the efforts to place a constitutional amendment before Kentucky voters, YDK!'s educational efforts make the difference to ensure referendum success. Interactive and multi-dimensional, we engage Kentuckians in a variety of settings to hear and learn their goals, fostering a dialogue that helps our local and collective visions evolve. Our leadership is focused on reaching key communities and demonstrating that we have the power to unlock our local opportunities and decide our futures.*

**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 [INFO@YOUDECIDEKY.ORG](mailto:INFO@YOUDECIDEKY.ORG).**



# Reflections from our leaders



**CARTER HENDRICKS, CO-CHAIR**



**MAYOR SUZIE RAZMUS, CO-CHAIR**

**TWO YEARS AGO**, You Decide, Kentucky! was a start-up organization with little financial support, led by a small but passionate board, and facing the herculean task of educating citizens on the importance of pro-growth local tax reform providing local communities with more tools and greater accountability.

Now, we are an organization with a dedicated, driven, and determined statewide Board of Directors, strong financial footing thanks to contributors from all over the Commonwealth, and legislators that know who we are and what our effort can mean for Kentucky.

We have grown in our optimism and confidence as our team, led by Executive Director Lena Muldoon, has been hard charging across the Commonwealth sharing the message and vision. As a result, more and more Kentuckians are joining our effort because they desire to live in growing Kentucky communities able to produce an outstanding quality of life with a local tax code empowered by local citizens determining what's best for each respective community.

Kentuckians are tired of losing the population competition to Tennessee and Indiana. They want real change. Now is the time to deliver. And we're counting on each of you to continue doing your part until we succeed.

**After all, it's kind of fun to do the impossible.**

# Funds Raised

# \$455,000

In 2023, we saw our Commonwealth go through macro changes – economic, political, environmental – that caught headlines and spurred excited discussion of our future. Meanwhile, we watched our communities continue to suffer from the micro-level problems that only seem to worsen stemming from lack of local decision-making and economic competitiveness. Many cities and counties experienced growth only due to federal pandemic relief dollars that will expire at the end of 2024; local tax rates were raised and lowered trying to find the ‘sweet spot’ of meeting a fiscal bottom line without overburdening residents during already-difficult economic times; and local officials wondered what the impacts of a lowering state income tax rate would have on their resources.

We know that ballot referendums and constitutional amendments are difficult – that is not unique to Kentucky. But YDK! is. YDK!’s core purpose is to lay the groundwork of educational and organizational resources to ensure that Kentuckians know why this referendum and amendment are important.

We see our uphill battle every day, and we also know that our actions are making a difference, reflected in the momentum apparent in the determination to ‘solve this puzzle’ by state officials, the continued prioritization of local tax reform by local leaders, and the expansion of our grassroots coalition at every corner of the state. All of these factors aid us to refine and strengthen each day, always in our nimble and responsive style, bulldozing towards November 2024.

## PROJECTS

## DETAILS

## OUTCOMES

### Roadshow partnership series

Together with local partners, we provided education to regional leaders to expand and strengthen the reach of our coalition.

- Organized five regional roundtable events
- Board recruitment, expansion of coalition partners, endorsements and public support

### Deployment of statewide issue-testing poll

We partnered with a renowned national pollster to test likely voters on their sentiments towards amending the constitution to allow for local tax reform.

- Affirmed that our issue is one worth pursuing
- Pinpointed a winning message strategy to begin to strategically implement

### Message-testing campaign

We invested over \$50,000 in digital marketing to test various messages in key strategic regions of the state.

- Collected voter research and feedback
- Gathered voluntary email and supporter sign-ups in key zip codes



# THANK YOU

to all of our donors  
& volunteers!

**You Decide, Kentucky!**  
119 Evergreen Road, #43482  
Louisville, Kentucky 40243  
(502) 436-4290  
info@youdecideky.org  
www.youdecideky.org

## YDK! Board of Directors

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