

# **You Decide, Kentucky!**

STRONGER ECONOMIES.  
STRONGER COMMUNITIES.  
STRONGER KENTUCKY.

*You Decide, Kentucky!* (YDK!) is a coalition of Kentuckians seeking to strengthen our local communities for residents, businesses, and visitors alike.

**Kentucky's constitution limits local governments to only taxing workers, property, and business, which results in burdensome and uncompetitive tax codes.**

Our mission is to empower citizens and local governments to decide what revenue streams will improve the quality of everyday life in their communities. We are focused on amending our state's constitution, enabling the state legislature to give cities and counties across the Commonwealth more revenue tools.

# 38

STATES

ALLOW THEIR LOCAL GOVERNMENTS TO CHOOSE HOW TO INVEST IN THEMSELVES.

**KENTUCKIANS DO NOT HAVE THAT RIGHT.**

WE ARE THE OUTLIER OF THE OUTLIERS.

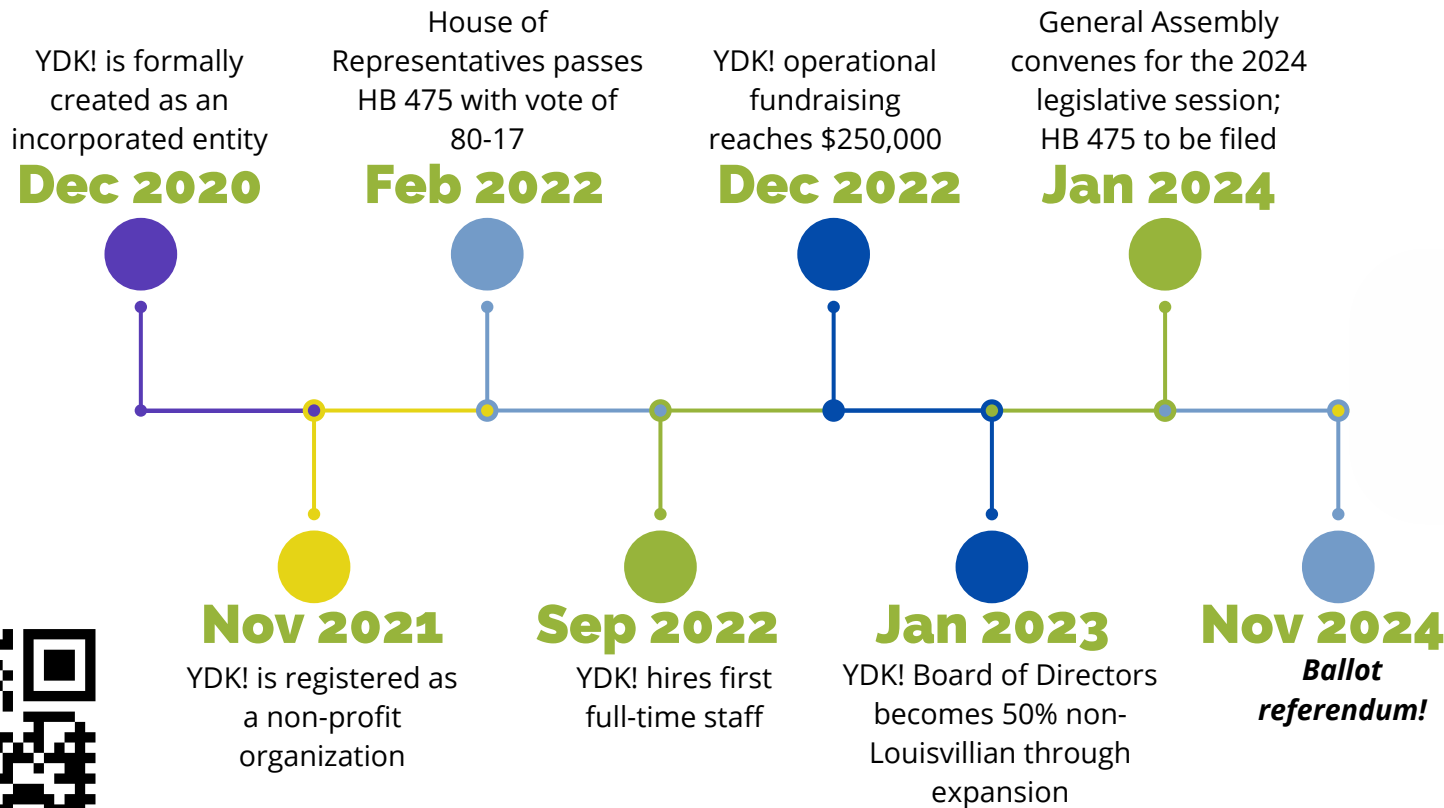
**Our partners include cities, counties, foundations, corporations, and non-profits who all share our vision rooted in self-determination, freedom, opportunity, and innovation. With the opportunity to invest in assessing strategies for successful passage of a statewide referendum, including conducting sophisticated polling and message testing, we will have foundational research and grassroots infrastructure already in-place statewide the moment this measure is placed on the ballot.**



**YDK! is...**  
-a statewide initiative representing all of Kentucky  
-supportive of a constitutional amendment to allow for modern local revenue streams  
*We work towards a successful referendum.*  
-a ballot referendum expert & leader  
*We study nationwide trends & best practices.*

**YDK! is not...**  
-a tax increase  
-LIFT/LOST  
*Although we learn from & are built upon previous efforts, this initiative is unique from any prior iterations.*  
-any specific, permanent, or one-size-fits-all proposal  
*Local control is imperative to our mission.*

# THE YDK! ROAD TO REFORM



## YDK! Board of Directors

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