



**Campaign Messages**

**Fewer Jobs. Higher Taxes. Weaker Economy.**

**FEWER JOBS**

Passing Amendment 4 will cost Florida tens of thousands of jobs and hurt Working families. We're in the deepest recession in our lifetime and it's no time to pass an amendment that leading business groups call a "jobs killer"

**WEAKER ECONOMY**

During these difficult economic times, the last thing we need to do is pass Amendment 4; experts say it will raise property taxes, hurt our sluggish economy, and make it more expensive to live in Florida.

**HIGHER TAXES**

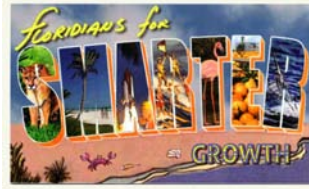
Amendment 4 will mean higher taxes in order to pay for more elections, more litigation and more bureaucracy. Property taxes could hit record levels to cover the soaring costs of Amendment 4.

**UNWORKABLE**

Amendment 4 is so extreme and so poorly written that it doesn't provide exceptions for vital community needs such as hospitals, police stations, fire trucks and new schools.

**AMENDMENT 4 HAS ALREADY FAILED**

St. Pete Beach has already passed a local version of Amendment 4; it's been a disaster, costing local taxpayers nearly \$1 million in legal fees. Amendment 4 will cost taxpayers millions, hurt working families, and Devastate our economy.



## **Amendment 4: *Bad for Hometowns, Worse for Democracy***

Amendment 4—a statewide “Vote on Everything” initiative—is a grave threat to Florida’s future. This proposed re-write of the Florida Constitution will imperil Florida’s economy and unique quality-of-life.

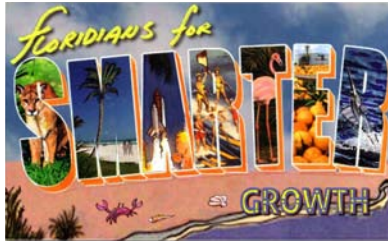
The amendment subverts a well-established and democratic planning process while threatening Florida’s prospects for economic recovery. With the “Vote on Everything” amendment, citizens—not the representatives they elected—are forced to regularly decide *hundreds* of technical land-use planning issues at the ballot box.

Much is at stake for all Floridians:

- **The disruption** to local communities and the daily lives of Floridians will be extraordinary. Cities and counties will be required to hold elections for each proposed comprehensive plan change – not just major projects, but even minor technical details. It will not be unusual for the voters to face 200 to 300 comprehensive plan changes every year. In the last four years alone, this amendment would have required an average of over 10,000 additional local referenda *per year* in Florida. If Amendment 4 had been law in 2006, the residents of Carrabelle, a small Franklin County town, would have voted 617 times!
- **The disorder** will further disenfranchise Florida's electorate. Voters will be deluged with highly technical background materials prepared by local government planning staff. The legalese of proposed comprehensive plan changes, often puzzling for expert engineers and attorneys, will further dampen voter turnout. Lines at voting booths will grow as Floridians attempt the virtual impossibility of voting on hundreds of separate and often confusing ballot questions.
- **The cost** will be astronomical. Every city and county in Florida will be burdened with the time and cost of holding additional elections to vote on proposed changes to comprehensive land use plans. Each of these elections will be costly, and local taxpayers will have to pay the bills.
- **The result** will be a system that is far worse, not better. That’s why respected environmental leaders refuse to support the amendment. They know this proposal will transform every planning decision into a political campaign, thereby encouraging sprawl and making smarter growth impossible.

The “Vote on Everything” amendment has been a disaster in St. Pete Beach—the small Pinellas County town that adopted a local version of this proposal in 2006. Since then, residents have suffered through endless litigation and economic shutdown that has turned their small community into a battleground for out-of-town lawyers and special interest groups.

Now, this amendment threatens to go state-wide. Amendment 4 will appear on the 2010 ballot. A diverse group of community leaders organized *Floridians for Smarter Growth* to fight them. History proves that a strong, well-coordinated grassroots effort is the key to success and although this proposal will not be on the ballot until 2010, we must organize for victory now.



**Message Points: Vote "No" on Amendment 4**

**1. Amendment 4 will leave Florida in a permanent recession.**

Designed to bring economic growth to a halt, Amendment 4 will solidify the loss of nearly 500,000 Florida jobs. Due to the expense, red-tape and uncertainty imposed by Amendment 4, new businesses will find it virtually impossible to move to Florida. Existing businesses will find it nearly impossible to grow and Florida's working families will suffer the most.

**2. Amendment 4 has already failed miserably in one small, Florida town.**

In 2006, the small Pinellas county town of St. Pete Beach adopted a local version of Amendment 4. The result has been economic collapse, an impossible growth-management process, and endless litigation at taxpayer expense. When St. Pete Beach voters approved four pro-growth changes to their comprehensive plan, Amendment 4 lawyers sued to overturn the election. More than a year after voting to change their comprehensive plan, the people of St. Pete Beach are still defending their vote in court. St. Pete Beach is a town of only 10,000 voters and Amendment 4 has already cost its taxpayers over half-a-million dollars in legal fees. Imagine the extraordinary costs and litigation that would result if Amendment 4 is taken statewide.

**3. Amendment 4 will turn our planning process into a political process, boosting the influence of special interest groups and side-lining ordinary citizens.**

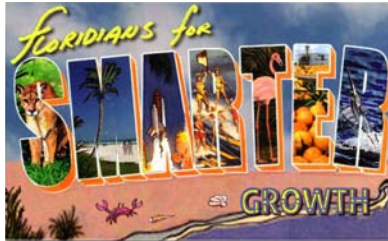
Amendment 4 advocates do not want to empower voters; they want to stop growth at any cost. Under their proposal, special interests on both sides of the development debate will gain influence at the expense of ordinary citizens. Rather than being compelled to compromise, interest groups will be encouraged to draft the most extreme proposals and hire political consultants to sell them. Under Amendment 4, sound bites will have more influence than sound planning.

**4. Amendment 4 will lead to extraordinary costs, disruption and disorder at the ballot box.**

Under Amendment 4, the taxpayers will be forced to fund expensive elections for every technical change to their local comprehensive plan. It would not be uncommon for voters to face 200 or 300 minor land use issues on a single ballot. If Amendment 4 had been law in 2006, the residents of Carrabelle—a small Franklin County town—would have voted 617 times!

**5. Amendment 4 is opposed by a broad and diverse coalition.**

Over 135 organizations are opposing Amendment 4 for a variety of reasons. These organizations include: the Florida Chamber of Commerce, 1000 Friends of Florida, the Florida American Planning Association, the Florida League of Cities, the Florida State Council of Machinists and Aerospace Workers, and the Florida Health Care Association.



## NO on AMENDMENT 4: FAQs

### 1. What is the status of “Hometown Democracy”?

The Florida Secretary of State certified “Hometown Democracy” for ballot placement on June 22nd, 2009. It will appear before the voters in 2010 as “Amendment 4.”

### 2. Was this expected?

Yes, we have been preparing for this development since 2007 and we are ready. Floridians for Smarter Growth (FSG) leads a diverse coalition in opposition to Amendment 4. Now that the amendment has been certified for the ballot, FSG is mobilizing this coalition for action.

### 3. Will the words “Hometown Democracy” appear on the ballot?

No. “Hometown Democracy” is merely the name of the political committee sponsoring Amendment 4. The misleading words “Hometown Democracy” will not appear on the ballot.

### 4. What is the plan?

We have the time to debate Amendment 4 in every community in Florida—and that gives us an advantage. The more voters learn about Amendment 4, the more they oppose it. As a result, our strategy is simple and straightforward: inform Florida voters on the serious consequences of this amendment. FSG will make use of every informational tool at our disposal to accomplish this objective—and we will need your help.

### 5. What can you do?

- All groups and associations should immediately move to adopt an official position against “Amendment 4.” Adopted statements or resolutions should be sent to [RHouck@Florida2010.org](mailto:RHouck@Florida2010.org) for the record.
- Businesses, groups and individuals may join the fight by contributing to Floridians for Smarter Growth. Checks may be mailed to: PO Box 532018, Orlando, FL 32853.
- Follow us on Twitter or join us on Face Book and LinkedIn:
  - Join us on LinkedIn: <http://tinyurl.com/l5g5r2>
  - Join us on Face Book: <http://tinyurl.com/llwwjf>
  - Follow us on Twitter: <http://www.twitter.com/FLSmarterGrowth>
- Write a Letter-to-the-Editor. Content may be found at <http://www.florida2010.org/supporters.php> and examples may be found at: <http://www.florida2010.org/media.php>.