

# A Referendum Partnership & Process Proven in 2018



## EOS & Cor Go 5-for-5 in 2018 Elections

After forming an innovative partnership to pass referendums in late 2017 and refining it in early 2018, we fully tested our process in the 2018 Primary and General Elections. We ran five unique referendum efforts, winning all five with an average margin of victory of 32%. This included passing a tax increase in a minority majority and low income district, winning a referendum in an overwhelmingly conservative district that had rejected 3 previous referendums, and approving a referendum with a hefty price tag for a local community college spanning four counties.

**Verdict: the partnership between EOSullivan Consulting and Cor Strategies is a success. The unique process we developed for referendums is a winning formula.**



# 36%

Largest margin of victory in Lake County

### Lake Zurich District 95:

#### Winning in a Conservative District Amidst Tax Increases >>>

District 95 identified improvements necessary to provide safer, healthier, 21st-century learning environments for students. However, over \$100 million in funding was needed through referendum, a challenging task in a strongly conservative and anti-tax district right after Illinois just raised taxes and Lake County property taxes continued to rise.

Our efforts were wildly successful, with the referendum winning by an over 2-to-1 margin (68%-32%). This was the largest bond issue approved in Lake County in years, and one of only six school district referendums to succeed in Lake County since 2010.



# 46%

Largest margin of victory in Cook County

### Wheeling District 21:

#### Passing a Tax Increase in a Minority District >>>

D21 sought significant funding for facility improvements. This referendum was extra challenging because it was a tax increase in a community frustrated with property taxes, with a majority minority voting population consisting of a significant number of lower-income households.

We were successful and voters overwhelmingly approved the referendum 73% to 27%. The winning margin, over 46%, was the largest margin of victory of any referendum in the county and surrounding region.

Won referendum by

13%

**VOTE YES**  
lower taxes | better schools

### McHenry District 156:

## Winning in a Very Conservative Anti-Tax Community »»

D156 had ambitious plans, but their community had overwhelmingly rejected three previous referendums (35%-65% in 2013, 27%-73% in 2010, & 29%-71% in 2010). Making matters more difficult, they had under 3 months to run our entire 8 month community engagement process and no campaign infrastructure in place.

We overcame the challenges and passed the referendum by nearly 13% (56%-44%). Making this more impressive, two other referendums were on the ballot in that area and both went down by large margins (31%-69% and 39%-61%).



**VOTE YES**  
District 200 Working Together

44%

Largest margin of victory  
in DuPage County

### Wheaton District 200:

## Rebuilding Trust and Support in the Community »»

D200 had to make certain upgrades to their facilities to comply with state and federal mandates, but the community had rejected the project as part of referendums in 2013 (by 19%) and 2017 (by 9%). Significant opposition had built up in the community as a result.

With less than 3 months to conduct efforts that would usually take over a year, we helped the district repair their relationship with the community and passed a referendum 72% to 28% that allowed them to move forward. This was the largest margin of victory (44%) of any referendum in the county.



### Harper College:

## Approving a Referendum with a Hefty Price Tag »»

Harper was seeking \$180 million in funding, an easier price tag for voters to swallow when it's for their local neighborhood schools. In addition, the college's huge district (nearly the size of a congressional district) yet comparatively-limited budget made it challenging to run our typical program.

Despite those challenges, we were able to win convincingly, 62%-38%. The total winning margin of 23% was over double Harper's winning margin in 2008, and it was achieved while spending 10% less than the previous decade's campaign.

Won referendum by

23%

**Harper YES**

**Harper College**

**Get in touch with our team to discuss how we can help your community with a successful referendum.**



Ed@EOSullivanConsulting.com  
847.417.9402



Hub@CorStrategies.com  
773.789.7997