



Campaign Summary

Since 2019, Klink Campaigns, Inc. has served as the lead consultant on at least five ballot measure campaigns and has provided media consulting and strategic consulting services for four additional statewide ballot measures. Excluded are independent expenditure campaigns focused on the Santa Clarita Valley Water District (where we won three races in 2022 and five of six in 2024) and the last Los Angeles

City Attorney's race (2022), where we shifted support/oppose numbers against a Democratic Socialist candidate in a very short timeframe using highly targeted messaging, aggressive direct mail, and paid digital media to help elect our client's preferred candidate. We are happy to provide digital samples of direct mail, digital advertising, CTV ads, and op-eds for all the campaigns listed below upon request.



(2019) Measure EE (L.A. Unified School District Parcel Tax) – WIN

Outspent 6:1 and facing a vigorous YES campaign funded by the teachers' unions, with strong support from Mayor Eric Garcetti and almost every other elected official, Klink Campaigns led the effort to defeat this parcel tax by a margin of 46%Y to 54%N. Klink Campaigns employed highly targeted direct mail

(eight unique pieces to seven distinct voter groups—totaling 56 pieces), digital advertising, and texting to drive turnout, along with one cable ad. We also vigorously leveraged earned media (editorial boards, reporter briefings, and op-eds) to frame the issue to our advantage.



(2020) Measure RE (Culver City Real Estate Transfer Tax) – LOSS

When asked to run a campaign at the last minute (fewer than 40 days before the election), Klink Campaigns executed an effective, low-budget campaign (\$120,000) that nearly defeated a measure (52% to 48% - a difference of 838 votes) that had overwhelming popularity according to pre-election

polling. We utilized direct mail (four pieces targeting 9,816 households) and achieved a total of 2,177,195 impressions with 2,835 clicks, resulting in a click-through rate of 0.13%. In the final week of the campaign, we launched a pre-roll digital ad that achieved a video click-through rate of 71.27%.



(2020) No on Prop. 15 **(Statewide Split Roll Parcel Tax) – WIN**

Klink Campaigns, in collaboration with the California Business Roundtable, provided statewide earned media relations services for this \$100 million campaign. We were directly responsible for all aspects of earned media, including reporter briefings, press conferences, editorial board meetings, op-ed

placements, and rapid responses. We actively engaged in coalition building, ensuring that earned and paid media were effectively synchronized. Despite challenges posed by COVID-19, we conducted over six media events across key voter regions in the state, providing reporters with briefings on the impact of



(2018) No on Prop 10 (Statewide Rent Control) – WIN **(2020) No on Prop 21 (Statewide Rent Control) – WIN** **(2024) No on Prop 33 (Statewide Rent Control) – WIN**

Following our successful statewide campaign to defeat the first rent control initiative (Prop 10) by the AIDS Healthcare Foundation in 2018, Klink Campaigns collaborated with the California Business Roundtable to provide statewide earned media relations services opposing rent control in 2020 and 2024. We were directly responsible for all statewide earned media, including reporter briefings, press conferences,

editorial board meetings, op-ed placements, and rapid responses. We closely engaged in the coalition-building effort, ensuring that earned and paid media were effectively synchronized. As with our previous efforts, we provided strategic guidance on paid media, covering TV, OTT/Connected TV, radio, and social/digital buys in both English and Spanish.



(2022) No on ULA **(City of L.A. Real Estate Transfer Tax) – LOSS**

Klink Campaigns, Inc. conducted a coordinated NO campaign against the ULA/SP ballot measures, which included two tax proposals on the 2022 ballot. Measure ULA introduced a real estate transfer tax in the City of Los Angeles affecting high-net-worth properties valued at over \$5 million. The campaign's messaging, aimed at clarifying how the transfer tax impacted everyday Angelenos, failed to resonate with voters. In contrast, the YES campaign utilized

a straightforward slogan: "A tiny tax paid by the super-rich." This slogan, along with significant support from local politicians and major newspapers in Los Angeles and beyond, contributed to the campaign's loss, with a final tally of 58% to 42%. Notably, the actual tax revenue generated by ULA has fallen short of projections, prompting Mayor Bass and other supporters to discuss possible modifications to the measure.



(2022) No on SP (City of L.A. Parcel Tax to Fund Parks) – WIN

Klink Campaigns led the coordinated No on ULA/SP campaign. Although we were unsuccessful with the ULA campaign, we defeated Measure SP by a margin of 64.51% to 35.49%. We emphasized that voters in the City of Los Angeles faced too many revenue measures on the same ballot. Klink Campaigns managed the development of the initial campaign plan, which

included the overall strategy for television, print, radio, and social/digital media. By collaborating with our partners, we built a local coalition of organizations and business leaders, deploying them in various aspects of the campaign, such as media interviews, Op-Eds, and editorial board briefings.

VOTE **NO** ON MEASURE **A**

(2023) No on Measure A (Perris, CA Warehouse Tax) – WIN

For Klink Campaigns' client, NAIOP-Inland Empire, we ran a \$250,000 campaign during an off-year special election called by the City Council. The mayor of Perris and a city council member placed this measure on the

ballot, rationalizing that the warehousing and logistics industry was unpopular. We used digital media and targeted direct mail to drive up the turnout of initiative opponents.

VOTE **NO** ON MEASURE **Z**

(2024) No on Measure Z (Orange, CA Sales Tax) – WIN

In a challenging election year where local revenue measures passed in multiple Orange County cities by an average of 69%, Klink Campaigns developed an innovative campaign strategy and executed it effectively. Working for the Orange County Automobile Dealers Association, Klink Campaigns played a pivotal

role in identifying, engaging, and mobilizing the votes needed to narrowly defeat a burdensome tax measure in the city of Orange. The campaign employed targeted direct mail, connected television, digital media, and texting.

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