



You Decide, Kentucky!
A path to reach our full potential

Goals of local revenue reform

- **Empowered local communities**
 - Reliable budgets & core services
 - Community-centered future investments
- **Flexibility to respond to economic shifts**
 - Local impacts of state tax reform measures
 - Less reliance on unpredictable revenue options
- **Competitive taxing structures**
 - Attractive to workers, businesses, and entrepreneurs
 - Simple compliance that is standardized, clear, and fair

About *You Decide, Kentucky!*

Mission Statement

Established in 2020, *You Decide, Kentucky!*, a 501(c)3 organization, is the statewide initiative focused on engaging, educating, and galvanizing people and organizations across the Commonwealth to achieve a **shared goal**:

Empowering citizens and local governments to decide what revenue streams will improve the quality of life in their communities.

Vision Statement

You Decide, Kentucky! is a coalition rooted in the belief that that giving Kentuckians the freedom and tools to create new local opportunities for investment leads to more **competitive communities, economic innovation, and a better quality of life.**



Pathway to success

- ✓ Focused fundraising
- ✓ Daily coordination
- ✓ Referendum strategy
- ✓ Educational campaign
 - **Phase 1:** launch & proof of concept
 - **Phase 2:** grasstops & community influencers
 - **Phase 3:** grassroots & voters
- ✓ Research & marketing
 - Message testing

Nationwide examples

Students **Matter**

Defending students' rights through impact litigation

California

Various amendments



Minnesota

Education



Washington

Transportation



A WIN FOR COLORADO'S WATER

Colorado

Sports betting



Nebraska

Various taxation amendments



Oklahoma

Alcohol sales



Michigan

Education credits (yes/no)

The team behind *You Decide, Kentucky!*

At 28 directors and growing, we represent all of Kentucky.

Co-Chair Carter M. Hendricks, Southwestern Kentucky
Economic Development Council – Hopkinsville

Co-Chair Mayor Suzie Razmus – Corbin
Neville Blakemore, LCA, Inc. – Louisville

Candance Brake, Owensboro Chamber of Commerce – Owensboro

Stephen Brunson, RainStar Capital Group – Fort Wright

J.D. Chaney, Kentucky League of Cities – Richmond

Jeana Dunlap, urbanist & strategic advisor – Louisville

Joe Fowler, United Way of Central Kentucky – Elizabethtown

Jennifer Hancock, Volunteers of America Mid-States – Louisville

Dexter Horne, Council of State Governments – Louisville

Patrick Hughes, DBL Law – Covington

Andi Johnson, Commerce Lexington, Inc. – Lexington

Mayor Scott Madon – Pineville

Tess McNair, The C E & S Foundation – Louisville

Kevin Middleton, United Way of Kentucky – Louisville

Chris Nolan, MML&K Government Solutions – Louisville

Kristi Putnam, Arkansas Dep. of Human Services – Morehead

Marcus Ray, NAACP of Kentucky – Elizabethtown

Jenny Recktenwald, C2 Strategic Communications – Louisville

Brad Smith, MCM CPAs & Advisors – Louisville

Shelby Somervell, Greater Louisville, Inc. – Louisville

Mayor Les Stapleton – Prestonsburg

Eric Stout, U.S. Department of Agriculture – Louisville

Wes Sydnor, Metropolitan Sewer District – Louisville

Mayor Tom Watson – Owensboro

Theresa Reno-Weber, GoodMaps, Inc – Louisville

Judge Jack Whitfield, Hopkins County – Madisonville

Mary Ellen Wiederwohl, Accelerator for America – Louisville



The team behind *You Decide, Kentucky!*

Below is a list of entities who have endorsed YDK!, as well as our financial supporters*.

All former & current board members from May 2021 to present*

The Bramco Foundation*
Christian County Chamber of Commerce
City of Corbin*
City of Hopkinsville*
City of Owensboro*
Commerce Lexington Inc*
David Jones, Jr. & Mary Gwen Wheeler*
Dentons Bingham Greenebaum LLP*
The Elizabethtown-Hardin County Industrial Foundation
Hardin County Chamber of Commerce
The Honorable Greg Fischer*
Greater Louisville, Inc.*
Greater Owensboro Chamber of Commerce*

The Kentucky Association of Counties
The Kentucky League of Cities*
Lake Barkley Partnership
Louisville Downtown Partnership*
J. McCauley Brown*
Metro United Way
Mike & Deana Paradis*
Paducah Area Chamber of Commerce
The Sociable Weaver Foundation*
Somerset-Pulaski Economic Development Authority
The Southern Kentucky Economic Development Agency
United Way of Kentucky
The West Kentucky Regional Chamber Alliance



Contact Us

Lena Muldoon – Executive Director
Lena@YouDecideKy.org
(502) 436-4290

Carter Hendricks – Co-Chair
chendricks@southwesternky.com
(270) 348-6226

Mayor Suzie Razmus – Co-Chair
suzie.razmus@corbin-ky.gov
(606) 521-9222

www.youdecideky.org
[@YouDecideKentucky](https://www.instagram.com/YouDecideKentucky)

