



Twin Falls (ID) REALTORS® Succeed in Ballot Initiative: Small Board Makes a Big Difference in First-Ever Campaign – August 2013

Earlier this year, Nancy Glaesemann, Association Executive/Education Director of the 250-member Greater Twin Falls Association of REALTORS®, received a phone call from a REALTOR® in Boise. “He said that a commercial client of his was poised to develop property in Twin Falls, and even had building permits in hand, but couldn’t get a ‘will serve’ letter from the city,” she relates. And then he asked her, “What are you going to do about it?”

Glaesemann knew that the municipal sewer system was estimated to be at about 90-95 percent capacity, a situation that was already shown to be curtailing growth in the small town. But she didn’t know about taking on the political machine. “I’m an accountant by training, not a politician. This is a two-person office, and my assistant had no more political experience than I did...” But she did have a vague recollection from her Association Executive training that Issues Mobilization funding might be available from the NATIONAL ASSOCIATION OF REALTORS®. She called John Eaton, her state Government Affairs Director, and he walked Glaesemann through the process of applying for a grant.

“I didn’t have the sense to know what I didn’t know,” she recalls, “and I was a little intimidated by the application. But John said ‘Just tell your story with passion; tell them what you just told me – that if the waste water treatment plant isn’t expanded, it will kill your community. Tell them that,’ he told me, ‘and find your partners, and I’ll help you with the budget details, and NAR will assign someone to help you the rest of the way.’” And so it was that the REALTORS® of Twin Falls dove in to politics.

Their (non-financial) partners turned out to be the local Chamber of Commerce and a committee of citizens who had formed to secure a special ballot initiative to fund expansion of the wastewater treatment plant. With the \$10,000 Issues Mobilization grant that the REALTORS® secured from NAR, the coalition hired a political consultant recommended by the state GAD and approved by NAR, who carefully targeted their message within their rural environment. They launched a campaign of three direct mailers; a separate business flyer to Chamber members, REALTORS®, and local company principals; a flyer of voter information; and a live reminder phone call to voting households in the week before the special election.

Although voter turn-out was low, the results were right: nearly 70 percent in favor of funding expansion of the wastewater treatment plant.

“It’s been a really nice collaborative effort, says Glaesemann, “and showed that REALTORS® really care about our community – we’re not just about raking in commissions from sales. The Chamber of Commerce and the high profile citizens who formed the grass roots committee know and acknowledge that it was the REALTORS® who made the difference. I’m pretty popular around town, now!” she laughs. She is already helping others with her new-found political prowess, urging a fellow local association in a resort town about 100 miles north of Twin Falls to tap in to NAR resources to pass a local option tax to sustain the availability of air transportation.



And the REALTORS® of Twin Falls can take real ownership of their accomplishment, she notes: “Our members were thrilled to be getting their dues money back, in the form of this great support from NAR. Now that people know that we can go to NAR when we really need them, I’m expecting our best RPAC year ever.”

To learn how the REALTORS® of Twin Falls, Idaho got political, contact Nancy Glaesemann, Association Executive/Education Director of the Greater Twin Falls Association of REALTORS®, at nancy@twinfallsrealtors.com or 208.733.6421.

Campaign Mailers Helped Make the Difference

*On May 21st, vote to **invest in the future** of Twin Falls...*

CITY OF TWIN FALLS SPECIAL REVENUE BOND ELECTION

IN FAVOR OF issuing revenue bonds for the purposes provided by ordinance no. 3048

Greater Twin Falls Association of REALTORS®
1162 Eastland Drive North
Twin Falls, ID 83301

Paid for by the REALTORS® Political Action Committee.

*...and in **more jobs and opportunity** for our community.*

Vote to invest in our future and in opportunity for Twin Falls.

An Investment in Our Future

- **Expanding Services & Opportunity**
The wastewater referendum will allow Twin Falls to invest \$38 million for expanding sewer and wastewater service to facilitate growth
- **Good For Our Community**
This investment will allow Twin Falls residents and small businesses to responsibly build new homes, offices and schools for children
- **Keeps Sewer Rates Affordable**
Twin Falls residents will still enjoy some of the lowest residential sewer bills of cities in the Magic Valley

Growing Responsibly, Increasing Opportunity

On Tuesday May 21st, you will have a chance to vote to improve and strengthen Twin Falls' sewer and wastewater systems. A vote for this critical \$38 million bond referendum will allow our city to expand our capacity, allowing us to build new homes for our families and schools for our children. Most importantly, it would give us the ability to grow responsibly, providing more opportunity for businesses in Twin Falls.

We can accomplish all of this while still keeping our sewer rates among the lowest in all of the Magic Valley.

Endorsed by
The Twin Falls
Area Chamber
of Commerce

On May 21st, vote IN FAVOR OF the Twin Falls bond referendum



Invest In Our Community's Future

CITY OF TWIN FALLS SPECIAL REVENUE BOND ELECTION

● **IN FAVOR OF** issuing revenue bonds for the purposes provided by ordinance no. 3048



Support responsible growth and real progress in Twin Falls.

An Investment in a Better Future for Twin Falls.
Twin Falls has enjoyed great progress recently, and we need to make sure our city has laid the foundation that **preserves the quality of life that brings people and jobs to Twin Falls.**

Vote for Our Future. Vote in favor of the Twin Falls Bond Referendum.
On May 21st, citizens will vote to invest an additional \$38 million in the city's wastewater infrastructure. This investment will improve our quality of life by ensuring that new schools, homes and businesses can be built in Twin Falls as our economy continues to grow.

Vote Absentee For the Twin Falls Bond Referendum.
Remember to request your Absentee Ballot by May 15th.

Paid for by the REALTORS® Political Action Committee.

APPROVED

Endorsed by
The Twin Falls Area Chamber of Commerce

Vote **IN FAVOR OF**
The Twin Falls bond referendum

Vote in favor of the Twin Falls bond referendum

CITY OF TWIN FALLS SPECIAL REVENUE BOND ELECTION

● **IN FAVOR OF** issuing revenue bonds for the purposes provided by ordinance no. 3048

Show your support. Request an absentee ballot today.

Simply cut out and fill in the form below and mail to: Elections | PO Box 126 | Twin Falls, ID 83303

APPLICATION FOR ABSENT ELECTOR'S BALLOT

State of Idaho }
County of Twin Falls } s.s. _____ Date: _____

I, _____ hereby make application for an absentee elector's ballot or ballots to be voted at the election held on: (Check election this application is for.)

Just Tuesday in May (Primary Election and/or Voting District Election)

My home address is _____ in _____ and I am duly registered in Twin Falls County, Idaho.

Please mail ballots to me at the following address:

(Elect)

(Phone)

(Mailing Address)

(E-mail Address)

(City, State and Zip Code)

ELECTOR MUST PERSONALLY SIGN APPLICATION

Signed _____
(Elect)

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