

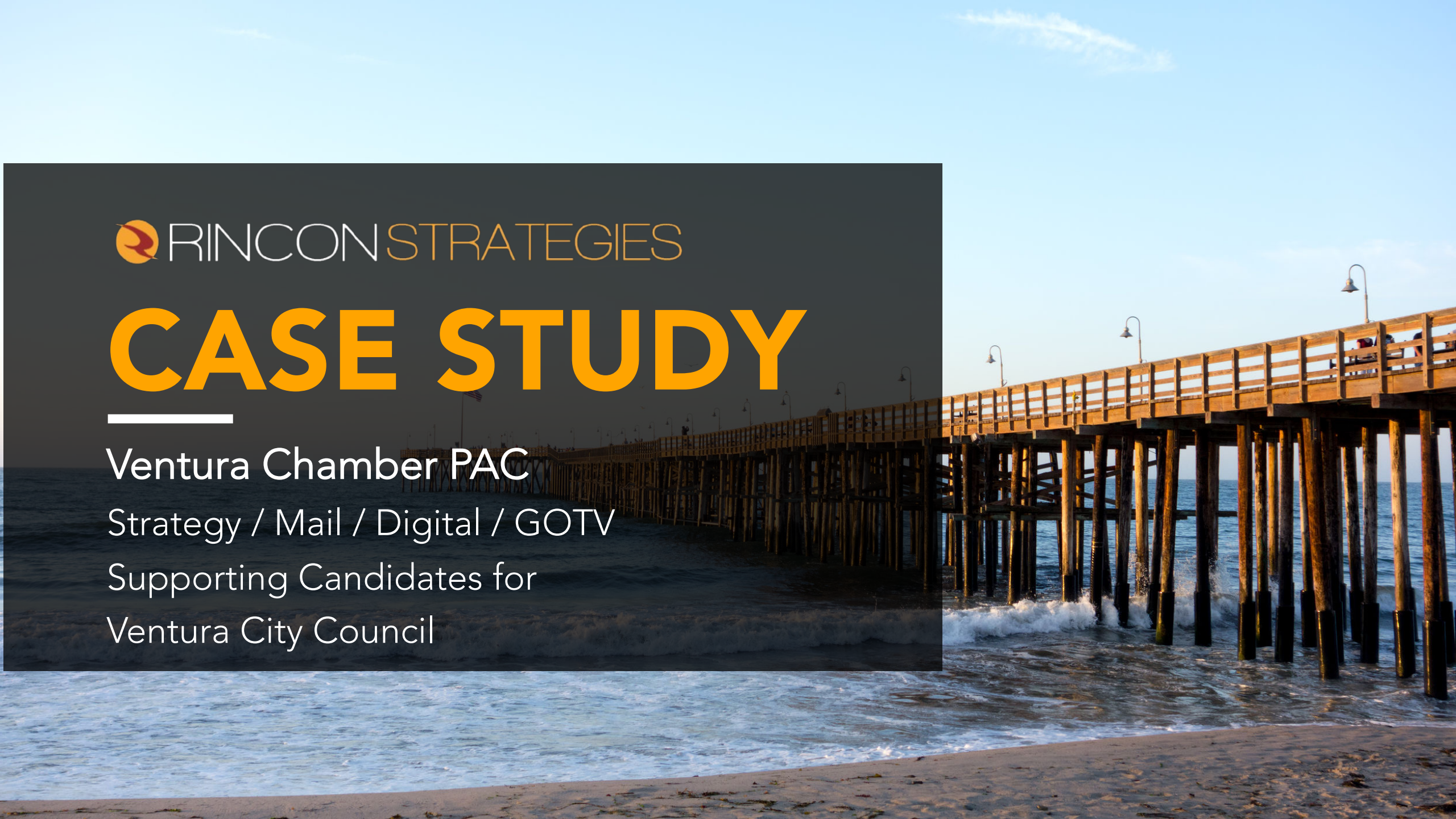


CASE STUDY

Ventura Chamber PAC

Strategy / Mail / Digital / GOTV

Supporting Candidates for
Ventura City Council





VENTURA CHAMBER PAC CONTRACTS WITH RINCON STRATEGIES TO HELP CANDIDATES FOR VENTURA CITY COUNCIL

- After collaboration with Rincon Strategies, the Ventura Chamber PAC endorsed incumbent councilmember Jeannette Sanchez-Palacios in Ventura's District 4, worked to recruit Bill McReynolds for an open seat in District 5, and recruited Jim Duran to run against an incumbent in District 6.
- The Ventura Chamber PAC hired Rincon to help strengthen their brand, identify candidates, build and execute a strategic direct mail and digital marketing plan, as well as engage voters and build community support.

FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

LISTEN - Utilized listening tools, existing relationships and in-depth knowledge of Ventura's political landscape to set the Ventura Chamber PAC on a path to success

ANALYZE - Assessed the Chamber PAC's opportunities and historic approach to candidate identification and support to determine what obstacles may exist and map out a best path forward considering the seats in play and dynamics involved.

STRATEGIZE - We began by crafting a narrative to highlight and strengthen the Chamber's history and positive impact in the city. Pivoting off that, Rincon crafted a tailored campaign unique to each candidate and Council District to move public opinion toward endorsed candidates and leverage liabilities for opposing candidates.

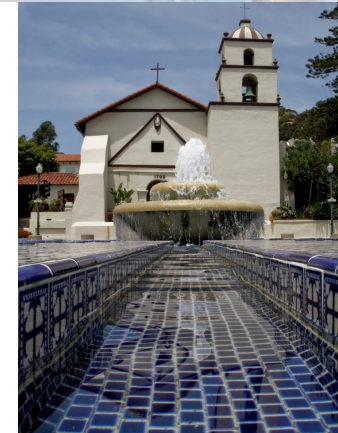
ENGAGE - Executed the strategy and engaged voters through direct mail, digital ads, text messaging and direct voter contact through door-to-door GOTV efforts.

RECALIBRATE - Tracked measurable results against goals and adjusted quickly to seize opportunities and optimize



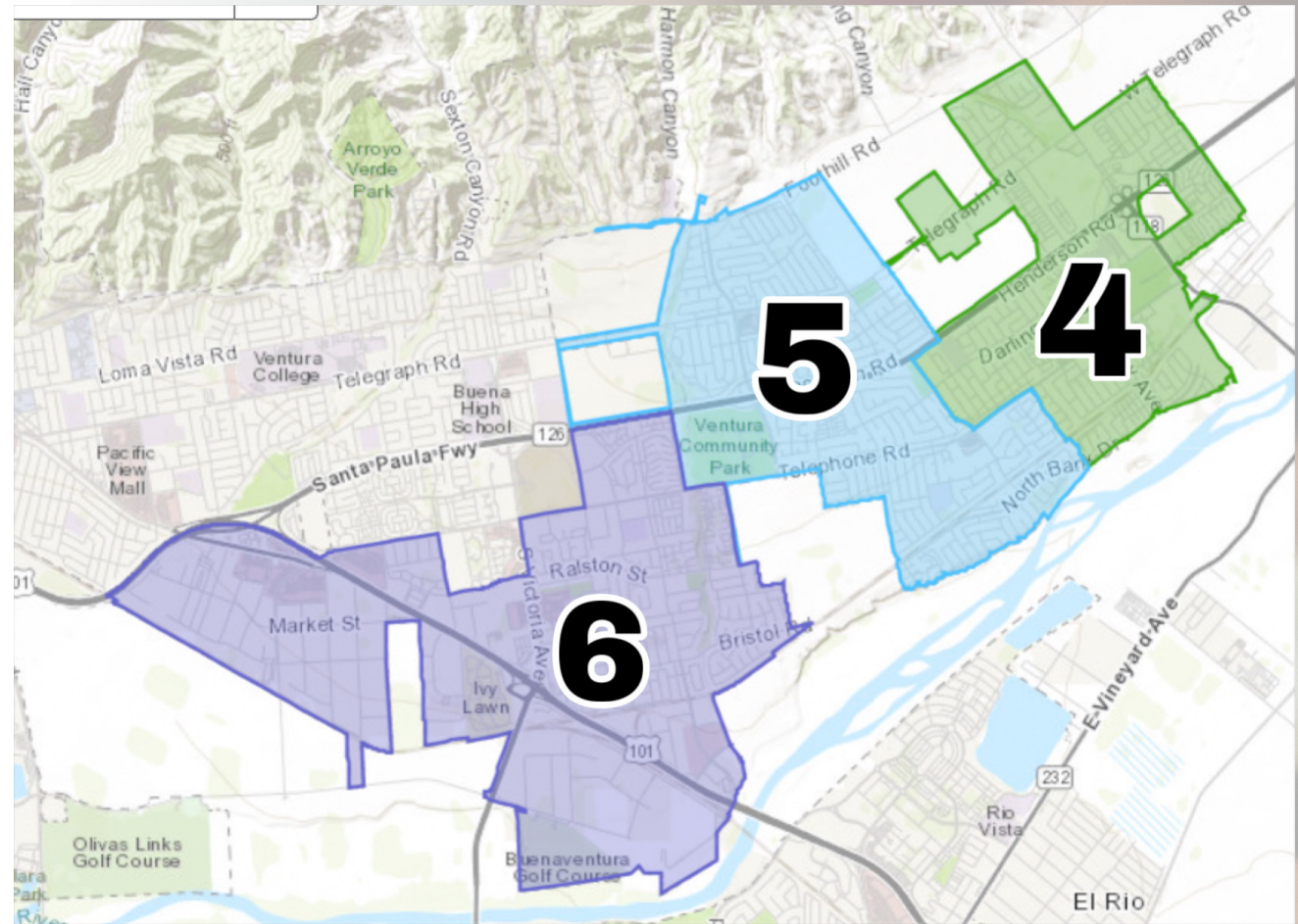
ACTION: REINFORCE AND BOOST THE CHAMBER'S BRAND

- When Rincon Strategies partnered with the Ventura Chamber PAC in April 2022, it remained unclear who would emerge as candidates and who the Chamber PAC would decide to endorse
- While the candidate identification process played out, Rincon Strategies and the Chamber PAC collaborated on developing key messaging to strengthen the Chamber's brand in advance of the election
- These core messages centered around the city's rich history, what a great place Ventura is to live and work, supporting a strong business community and growing economy, and a vision and plan for Ventura's future
- "Join us to Shape a Vibrant Future for Ventura" became the central theme and a website was launched to drive home this messaging (video link in slide).
- The video and its reach were a great success, reaching tens of thousands of viewers over several months.



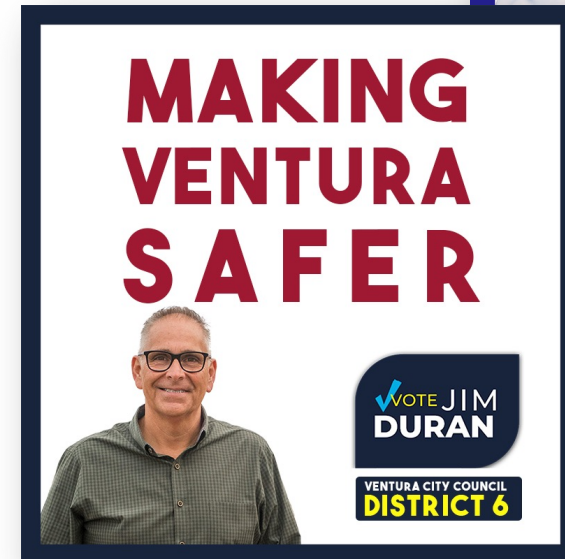
ACTION: FORMED A HIGHLY CUSTOMIZED STRATEGIC PLAN

- Rincon worked with the Ventura Chamber PAC team on a regular basis to create a messaging and action strategy unique to each district and endorsed candidate.
- We first developed a strategy and budget that reflected the level of engagement based on perceived challenges and barriers to victory in each district race.
- We created highly customized universes to target specific voters within each district to convert them into voters, maximizing positives and reducing any potential or perceived negatives.
- We dove deep into local events and news and took full advantage of the evolving landscape to leverage our messaging for maximum success.



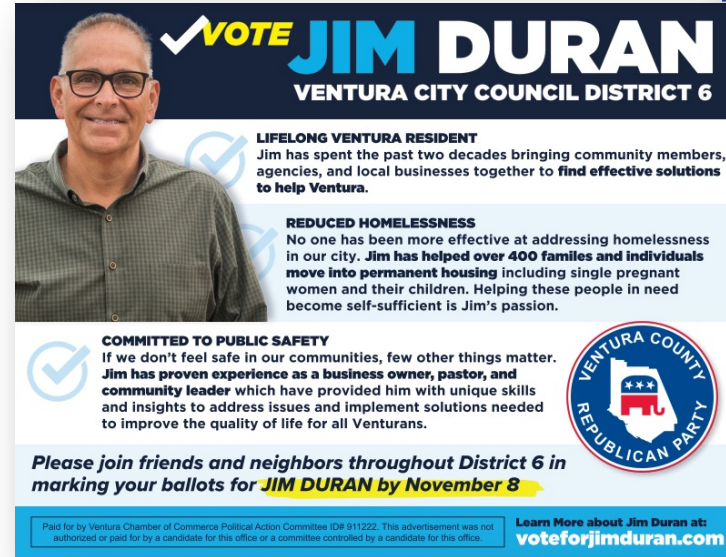
ACTION: EXECUTED DIGITAL STRATEGY

- We placed our digital ads on websites targeted to our likely voters as well as social media feeds with boosted (paid) pieces targeted to strategic universes designed to get maximum exposure the to the right voters.
- All in all, our digital display ads hit the right targets and proved crucial to getting the Chamber PAC's endorsed candidates ahead of the competition.
- We also created targeted video ad campaigns on web and social media with those videos generating tens of thousands of impressions and views across each candidate's district.



ACTION: EXECUTED A DIRECT MAIL CAMPAIGN

- We designed 14 different mail pieces across districts 4, 5, and 6 and mailed over 40,000 pieces to specifically targeted audiences in each district.
- Our mail plan was especially effective as we used our careful attention to the evolving political landscape to take advantage of opposing candidate missteps and liabilities.
- Our detailed awareness and scrutiny of each race required constant recalibration and led to messaging that made all the difference for success.



✓ VOTE JIM DURAN
VENTURA CITY COUNCIL DISTRICT 6

LIFELONG VENTURA RESIDENT
Jim has spent the past two decades bringing community members, agencies, and local businesses together to **find effective solutions to help Ventura.**

REDUCED HOMELESSNESS
No one has been more effective at addressing homelessness in our city. **Jim has helped over 400 families and individuals move into permanent housing** including single pregnant women and their children. Helping these people in need become self-sufficient is Jim's passion.

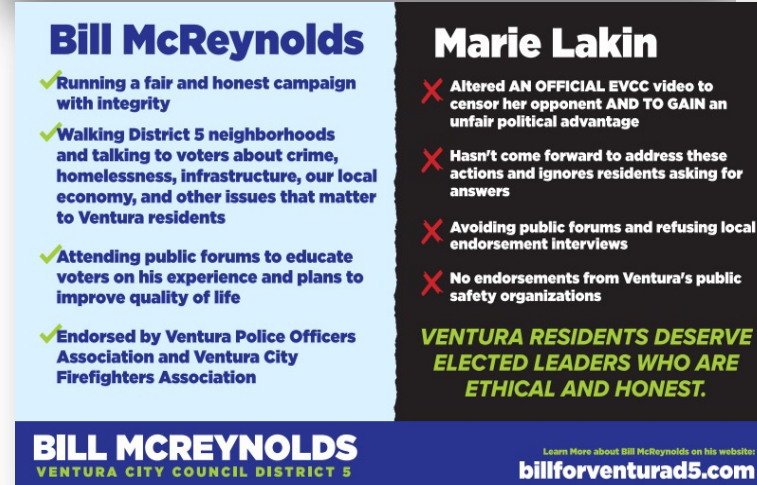
COMMITTED TO PUBLIC SAFETY
If we don't feel safe in our communities, few other things matter. **Jim has proven experience as a business owner, pastor, and community leader** which have provided him with unique skills and insights to address issues and implement solutions needed to improve the quality of life for all Venturans.

VENTURA COUNTY REPUBLICAN PARTY

Please join friends and neighbors throughout District 6 in marking your ballots for JIM DURAN by November 8

Paid for by Ventura Chamber of Commerce Political Action Committee ID# 911222. This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.

Learn More about Jim Duran at:
voteforjimduran.com



Bill McReynolds

- ✓ **Running a fair and honest campaign with integrity**
- ✓ **Walking District 5 neighborhoods and talking to voters about crime, homelessness, infrastructure, our local economy, and other issues that matter to Ventura residents**
- ✓ **Attending public forums to educate voters on his experience and plans to improve quality of life**
- ✓ **Endorsed by Ventura Police Officers Association and Ventura City Firefighters Association**

Marie Lakin

- ✗ **Altered AN OFFICIAL EVCC video to censor her opponent AND TO GAIN an unfair political advantage**
- ✗ **Hasn't come forward to address these actions and ignores residents asking for answers**
- ✗ **Avoiding public forums and refusing local endorsement interviews**
- ✗ **No endorsements from Ventura's public safety organizations**

VENTURA RESIDENTS DESERVE ELECTED LEADERS WHO ARE ETHICAL AND HONEST.

BILL MCREYNOLDS
VENTURA CITY COUNCIL DISTRICT 5

Learn More about Bill McReynolds on his website:
billforventurad5.com



BILL MCREYNOLDS
VENTURA CITY COUNCIL DISTRICT 5

Elect Lifelong Democrat Bill McReynolds to City Council in District 5

Bill has been a proud Democrat his entire life, upholding the values that **bring communities together and working to bring positive change.**

Because of Bill's commitment to these values, he has secured the **support and endorsements of local labor and unions** that are the backbone Ventura's working class.

We urge your support for Democrat **Bill McReynolds** in District 5!

ENDORSED BY TRUSTED LOCAL COMMUNITY ORGANIZATIONS:

LOCAL 721 SEIU



ELECT JEANNETTE SANCHEZ-PALACIOS
VENTURA CITY COUNCIL DISTRICT 4

Building Consensus, Focused on VENTURA

With more than 20 years of public service in Ventura, Jeannette is planning to continue her work on City Council as a representative of District 4. She has a proven record of bringing people together and getting things done for our City.

- ✓ **Supported Main Street Moves to help our Downtown businesses thrive**
- ✓ **Passed a new streamlining ordinance to make city government more effective**
- ✓ **Led in approving the strategic plan for our Firefighters to keep our community safe**

"I have worked alongside stakeholders, constituents, and community organizations to ensure residents have a voice in our community to work on sustainable solutions. I look forward to completing the work that provides solutions to issues that affect Ventura families such as affordable housing, homelessness, and economic development."

www.electjeannette.com

DISTRICT 4

- In District 4, The Ventura Chamber PAC endorsed incumbent (appointed) Jeannette Sanchez Palacios
- Considered a heavy favorite in a two-person race, the Rincon Strategies/Chamber PAC team decided it was strategically advantageous to spend little resources here so the bulk of the campaign funding would support the two other highly competitive districts
- That said, we used our unique tools and targeting strategy to send direct mail to the right universe and set our candidate up for success.



DISTRICT 5

- **Ventura's District 5 race was the biggest challenge for Ventura Chamber PAC endorsed candidate Bill McReynolds.**
- **New to politics, Bill worked for a large residential development company. His ballot designation was "Residential Builder" at a time when anti-development sentiments were high in the community and social media platforms.**
- **Bill's opponent, Non-profit President Marie Lakin, had been a candidate for this seat four years prior and served on various boards and commissions for the city, giving her city-wide recognition and name ID.**
- **We knew it would take keen eyes and a laser focus on campaign activities and local issues to overcome disadvantages and flip the script for the underdog.**
- **The turning point in this race came when Marie Lakin abused her official position with the East Ventura Community Council (EVCC) and doctored a candidate video after the fact to eliminate portions that reflected poorly on her. To the casual observer, it may have gone unnoticed, but we worked with local residents in District 5 to bring the issue to light.**



DISTRICT 5 (cont.)

- Once the scandal had momentum, Lakin's negative attacks on McReynolds slowed and damage control began. By the time the scandal hit the headlines in the Sunday Edition of the local paper, it was a distraction that would prove to be campaign-defining.
- Careful to protect the reputation and credibility of the Chamber of Commerce, Rincon Strategies and the PAC Trustees carefully discussed campaign strategies and tactics as it related to highlighting negatives, eventually coming to consensus on what was produced – a highly effective and above-board messaging campaign.
- The detailed attention to these nuanced, local issues along with an extremely positive and collaborative relationship between Rincon Strategies and the Ventura Chamber PAC changed the game.
- These things, along with securing key endorsements, direct mail, digital ads, text messaging, creative direction, and the best data and targeting were a recipe for success with an outcome that caused a buzz across the city.

LOCAL

East Ventura council board resigns over video flap

Wes Woods II
Ventura County Star
USA TODAY NETWORK

A flap over how a Ventura City Council candidate handled a video has spurred resignations of all four members of the East Ventura Community Council board.

On Oct. 12, council members on the neighborhood board decided to resign after Marie Lakin, its technology chair and District 5 City Council candidate, edited a video of a candidate forum in which she participated.

Lakin is accused of editing the video to make herself look better by cutting out an unplanned exchange between her and opponent Bill McReynolds.

In a statement, Lakin said she edited the video so it ended before their interaction at the request of an unnamed board member. She also said the entire situation has been "blown out of proportion" by McReynolds and his supporters. Lakin was not on the neighborhood board though she served as technology chair.

McReynolds said in an interview he learned about the edited video through social media last week and he hasn't watched the video.

"I've been focused on my own campaign," he said.

'Internal pressures'

The East Ventura Community Council is a neighborhood group that meets monthly to discuss public safety, the city's general plan and other community issues. The council represents Ventura residents who live east of Victoria Avenue.

John McNally, chair of the community council, said "internal pressures" over the incident have led to the resignations. By text, he said the board already faced challenges such as membership recruitment and an unfilled seat when they were faced with what to do about the



Bill McReynolds and Marie Lakin are running for Ventura City Council in District 5. Members of the East Ventura Community Council board are resigning after Lakin edited the neighborhood council's video of a City Council candidate forum in which she and McReynolds participated. PHOTOS PROVIDED

video. Ultimately, the four members decided to resign.

The video is of a Sept. 15 forum hosted by the East Ventura Community Council. At the virtual event, Lakin and other candidates gave introductory statements. One of the participants was McReynolds, her only opponent in the City Council race.

A question-and-answer session was not planned, but Lakin and McReynolds ended up in an exchange over McReynolds' occupation as a developer. At one point, McReynolds pointed out that Lakin was "seeing" a developer. Lakin replied that as candidates, they agreed not to bring personal relationships into the campaign.

The exchange had been cut from the video Lakin initially posted.

Lakin has since uploaded the full video at the request of the EVCC board "to remove even the appearance of impropriety." The unedited version can be found at the community council's website at eastventura.org.

Lakin, in her statement, said it was easier for McReynolds to "tarnish my lifetime of public service than defend his

career as a developer."

She did not respond to emails asking her to discuss the incident further.

The fallout

Residents Michael Paris and Kristin Hardesty emailed the community council on Sept. 27 complaining about the edited video. The council board responded,

in part, "that's our opinion, but in our opinion, we received feedback from just such

Paris: adequate Jim Price but is not

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the board

for Lakin

"I don't do this in ti they con

Eventually, board members McNally, Jim Rivera, Brad Golden and Deborah Meyer-Morris announced their resignations on Oct. 12. The council's bylaws do not allow for all board members to quit at the same time.

So McNally said he and Rivera will remain on the panel for the Nov. 17 meeting to elect a new board and help with the transition. Golden and Meyer-Morris officially resigned on Oct. 12.

Lakin said in a statement she was sorry to hear about the board members resigning and believes they deserve gratitude for their time.

"They are volunteers who sacrificed time from their personal lives and families to improve our community," Lakin said.

Golden, who is chair of a Chamber of Commerce committee that endorsed McReynolds and other candidates, said he has not personally contributed to the candidate. He described the situation as frustrating.

"Without editorializing too much, it's frustrating that (Lakin) was shortsighted enough to manipulate a video and pull it over on us. We're collateral damage," said Golden, who did not attend the

DISTRICT 5 VENTURA CITY COUNCIL CANDIDATE MARIE LAKIN ISN'T PLAYING BY THE RULES

HER ACTIONS HAVE THREATENED
THE FUTURE OF A COMMUNITY
ORGANIZATION ON VENTURA'S
EAST END AND COULD IMPACT THE
OUTCOME OF THE ELECTION.

VC Star.

East Ventura council board members
resign en masse over video flap



Wes Woods II
Ventura County Star

Published 6:46 p.m. PT Oct. 20, 2022 | Updated 7:33 p.m. PT Oct. 20, 2022



DISTRICT 6

- The Ventura Chamber PAC endorsed candidate in District 6 was local pastor and humanitarian Jim Duran.
- The District 6 campaign was unique in two ways – 1) It was the only race where our endorsed candidate was running against an incumbent and 2) There were four qualified candidates vying for the seat
- Although a non-partisan office, Ventura City Council candidates are often identified (and endorsed) by political parties. Duran was the only registered Republican of the four candidates, something that would help dictate strategic direction
- Duran's unique position in this race allowed Rincon to isolate and target very specific, effective population segments for the most effective and efficient voter contact
- Rincon worked with the Ventura Chamber PAC to help secure key endorsements and prevent any one candidate from consolidating the major support groups
- Together, we created a positive and effective campaign highlighting Duran's work across the city on homelessness, addiction issues, and more
- We also took advantage of issues frustrating residents that have plagued District 6 – These issues included crime, economic blight, homelessness, and crumbling infrastructure to name a few
- Ultimately Duran came out ahead by a significant margin, defeating a strong elected and re-elected incumbent and two other strong candidates seeking office.



VOTE
JIM
DURAN

VENTURA CITY
COUNCIL DISTRICT 6

Vote JIM DURAN

for City Council in District 6!

Jim Duran is recognized by Ventura's community leaders as someone who "knows the challenges and issues our community faces every day" and the candidate with the right approach to solve complex problems.

- Addressing Crime and Improving Public Safety
- Solutions for Homelessness
- Addressing Economic Blight & Struggling Businesses (including Johnson Dr. Corridor)
- Fixing Crumbling Infrastructure
- Improving Quality of Life for Venturans

Ventura needs a FRESH FACE
for POSITIVE CHANGE!

RESULT: VENTURA CHAMBER PAC's PARTNERSHIP WITH RINCON STRATEGIES LEADS TO ALL ENDOSRED CANDIDATES WINNING, A 3-0 SWEEP.

- The Chamber PAC endorsed candidates were all successful in their bids for City Council. This includes an incumbent re-elected in District 4, an open picked up in District 5, and a seat picked up in District 6 where an entrenched incumbent was defeated.
- A combination of successfully leveraging and executing our message and narrative for both the Chamber of Commerce and all of our endorsed candidates, along with implementation of our digital and direct mail strategy, led to the greatest electoral success the Chamber PAC has ever seen.
- Our strategy and campaign was built on successful collaboration, careful attention to the political landscape, local relationships, and contacting the voter base with precision messaging and targeting.
- *The Ventura Chamber PAC and Rincon Strategies have received overwhelmingly positive feedback from the community for our professional approach and effective outcomes.*



WANT TO LEARN MORE? **LET'S TALK** |

CHRIS COLLIER

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