FL-13 Campaign Overview

April 1, 2016

**District Summary**

**THE CANDIDATES**

***Charlie Crist (D)***

Charlie Crist has dedicated his life to serving Pinellas County and the State of Florida, including serving as Florida’s Attorney General and the 44th Governor of the State of Florida. Governor Crist’s father, Dr. Charles Crist, served as Pinellas County School Board Chairman, Crist’s late sister Margaret taught science at Bay Point Middle School, his sister Catherine also taught at Bay Point Middle School and currently serves as Associate VP at St. Petersburg College, and his sister Elizabeth is a radiation oncologist.

As Governor of Florida, instead of playing politics, Charlie Crist helped saved thousands of jobs and led the state out of the great recession by cutting taxes, supporting President Barack Obama’s economic stimulus package, and reining in wasteful spending.

He enraged partisan Republicans by acknowledging the dangers of climate change, extending voting hours during the 2008 historic election of Barack Obama, and vetoing anti-choice legislation.

Charlie also guided our state and beach communities through the BP Deepwater Horizon disaster, vetoed new burdensome teacher legislation, and restored automatic restoration of civil rights for non-violent ex-felons.

**Eric Lynn (D)**

As a life-long Democrat, Eric was excited to be one of the first 50 people to join Barack Obama’s historic campaign for the presidency in 2007. After the campaign, Eric joined the administration, advising three Secretaries of Defense over six years of service at the Pentagon.  
  
Eric made more than 50 overseas trips with Secretaries and senior military leadership, including General John Allen’s Middle East Security Mission.  While abroad, Eric worked with heads of state and military leadership throughout the world to discourage radicalism, promote peace, and coordinate with our allies on national security.  
  
Eric was the Pentagon’s lead official on the Iron Dome, a counter-rocket weapons system that has protected countless Israeli civilians from terrorist attacks and will protect soldiers around the globe.  Following the Bush administration’s rejection of the program, Eric resurrected Iron Dome and brought it to the attention of the Secretary of Defense and President Obama, urging U.S. support.  During the 2014 Operation Protective Edge, the system intercepted more than 700 rocket attacks, saving thousands of lives. It has been called the most effective rocket-defense system the world has ever seen.  
  
Eric and his wife Tracy live in St. Petersburg with their two young children.  He’s running for Congress to continue working to keep America secure, promote economic security for Pinellas families, and fight for our Pinellas County values.

**THE DISTRICT**

The un-gerrymandering and elimination of minority packed districts has changed the makeup of FL-13 making it much more favorable to Democrats. FL-13 is located entirely within Pinellas County, which is located on the western side of the Florida peninsula near Tampa Bay. The largest city in the district is St. Petersburg (colloquially “St. Pete”) The district is entirely within the Tampa-St. Petersburg-Clearwater media market, which has a cost per point of $450 for candidates and $540 for issue campaigns. The Florida 13 will include Gov. Crist’s home town of St. Petersburg, where he currently lives and spends much of his time. Eric Lynn is also a native of St. Pete.

**OTHER BALLOT ACTIVITY POL**

**THE CAMPAIGN TEAM POL**

* Media:
* Mail:
* Polling:
* Online/Digital:
* Self-research:

**RETREAT SCHEDULE POL**

**LOCAL CONTACTS POL**

* First Name, Last Name, Title, Contact Info

**MEDIA PLANS POL**

**POLLING TIMELINE POL**

**MAIL PLANS POL**

**MESSAGE AND vulnerabilities**

**MESSAGE SUMMARY**

Topline:

Former Governor **Charlie Crist** is a lifelong public servant, who stood with President Obama to help our economy get back on track when it wasn’t popular among members of his party. Just as he did as Governor, Charlie Crist will fight for people of Pinellas’s County by working to strengthen their economic security and protecting women’s access to healthcare.

**Eric Lynn** is a Pinellas County native who will bring fresh leadership to Washington and fight for good-paying jobs. Lynn worked was top lieutenant to President Barack Obama, advising three Secretaries of Defense on matters of national security.

**VULNERABILITIES (SELF) RESEARCH**

**PRESS HITS (2016 CYCLE) RESEARCH**

**UNLANDED HITS RESEARCH**

**OTHER TOP HITS RESEARCH**

**Rick Baker (Not announced but has been floated as potential R candidate)**

* **Attempted to withhold $2.3 million in pay raises from city workers, but received raise from City Council at 12:50 AM after television cameras left**
* **Supported increase in utility fees**
* **“Unsure” about whether he supported in-state tuition for children of undocumented immigrants**

**TRACKING FOOTAGE RESEARCH**

**STRENGTHS AND WEAKNESSES POL**

**HISTORICAL CONCERNS POL**

**FUNDRAISING Candidate fundraising**

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| --- | --- | --- | --- | --- | --- |
| **DEMOCRAT** | **Q1 2015** | **Q2 2015** | **Q3 2015** | **Q4 2015** | **Q1 2016** |
| **Goal** |  |  |  |  |  |
| **Actual Raised** |  |  |  |  |  |
| ***Difference*** |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **REPUBLICAN** | **Q1 2015** | **Q2 2015** | **Q3 2015** | **Q4 2015** | **Q1 2016** |
| **Actual Raised** |  |  |  |  |  |
| **COH** |  |  |  |  |  |