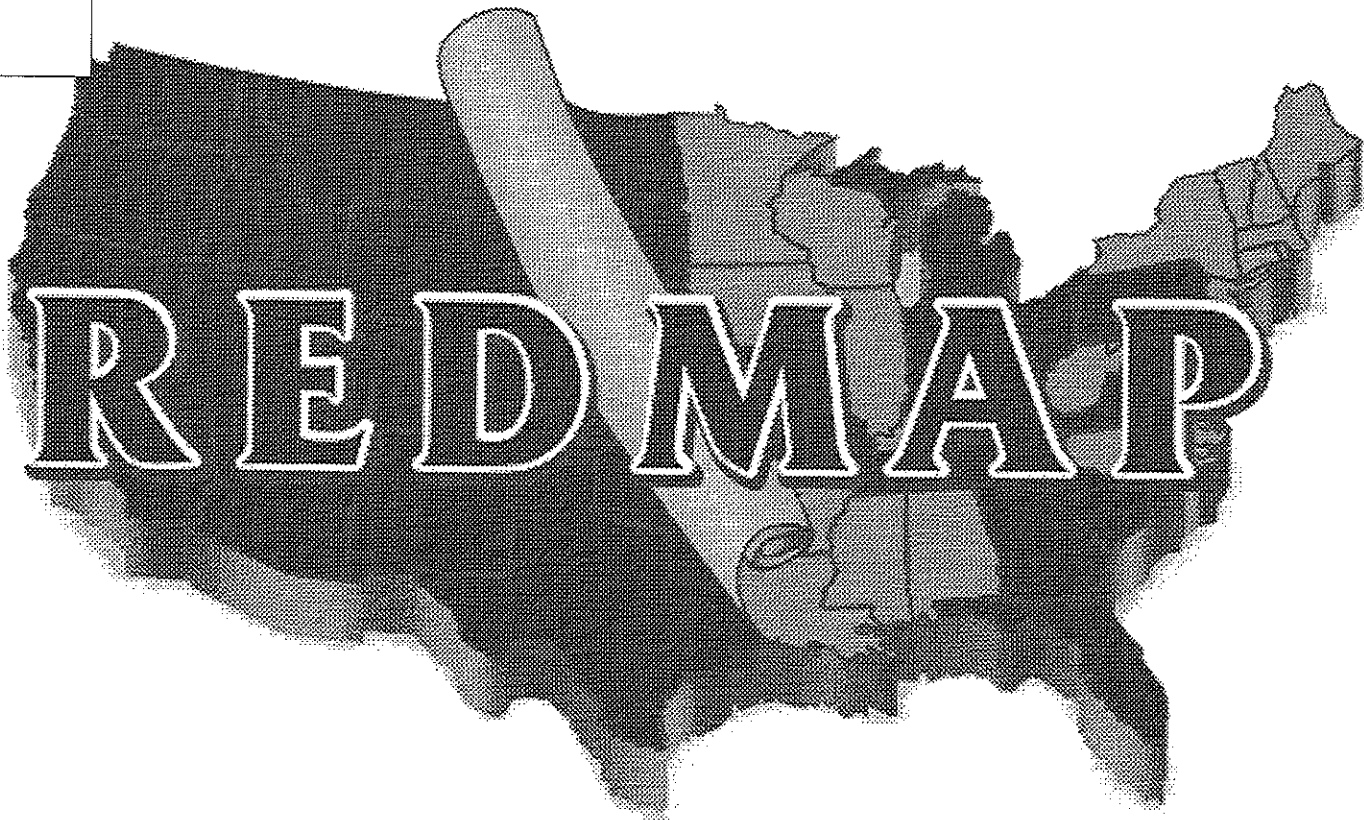
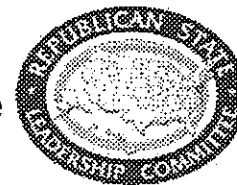


REDISTRICTING MAJORITY PROJECT



A program of the Republican State Leadership Committee

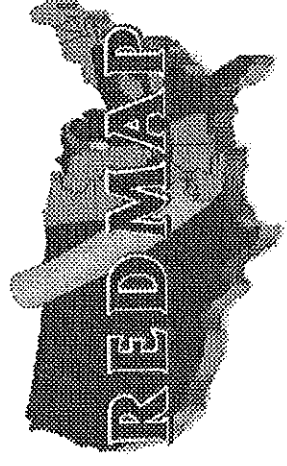


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Congressional Redistricting:
Drawing Maps for the Next Five Elections

Question:

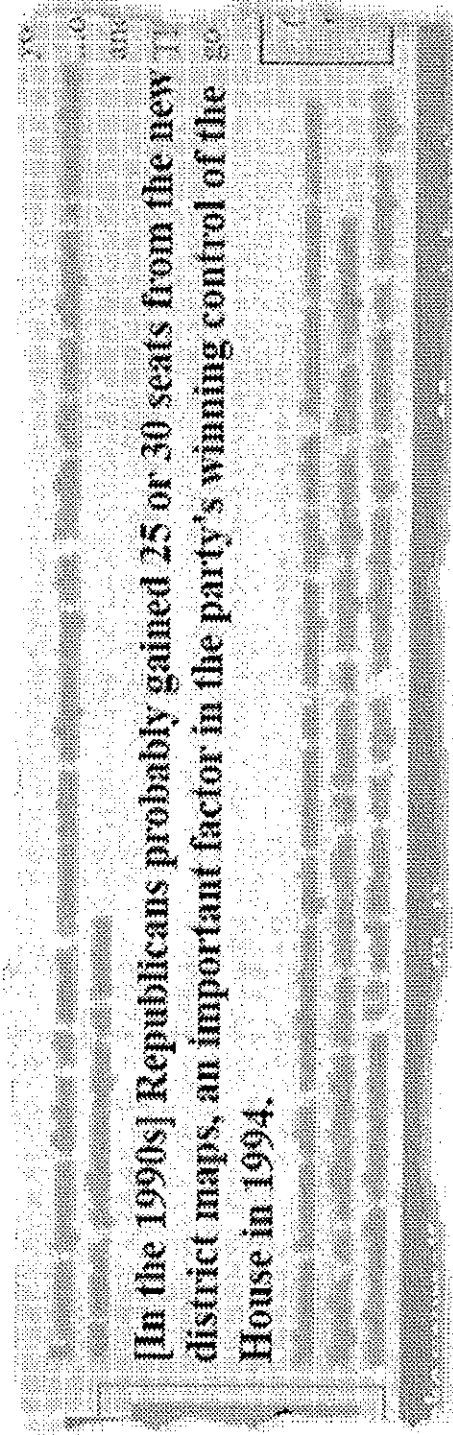
How do we create 20-25 new Republican
Congressional districts over the next five
cycles and solidify a Republican
Congressional majority?



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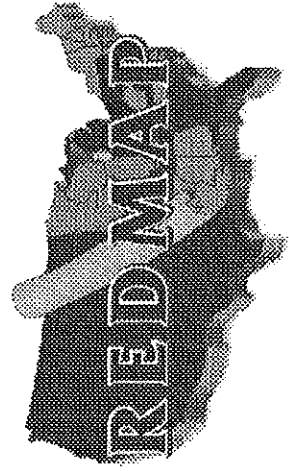
Congressional Redistricting:
Drawing Maps for the Next Five Elections

Answer: Control the redistricting process!



The New York Times, Sept. 20, 2002, p A25

To control the process in 2011, or at least have a seat at the table: winning, defending and increasing state legislative majorities must be a priority.

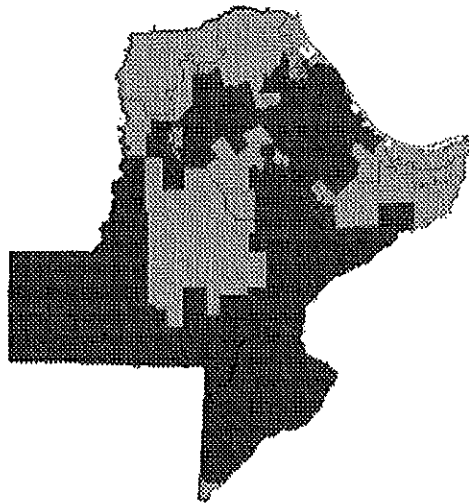


Maps Matter: The First Tool in Winning Elections

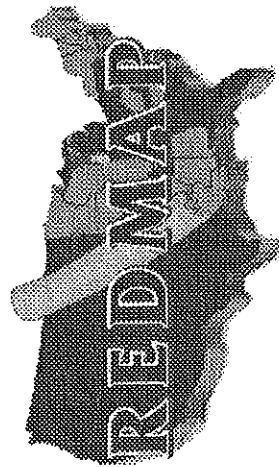
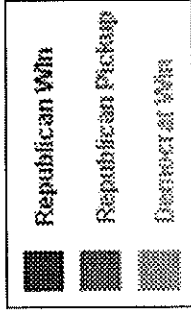
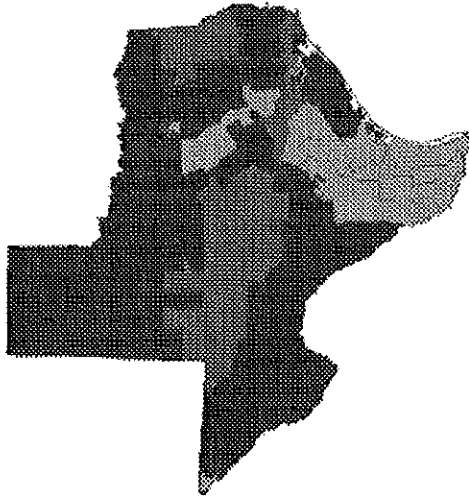
Texas Example:
Before Republicans won control of the Texas state legislature in 2002, Democrats had a 17-15 edge in the Congressional delegation.

After flexing their majority to change the district maps, Republicans won 21 seats to the Democrats 11 in 2004 – a six seat swing from 2002.¹

2002 Election Results



2004 Election Results



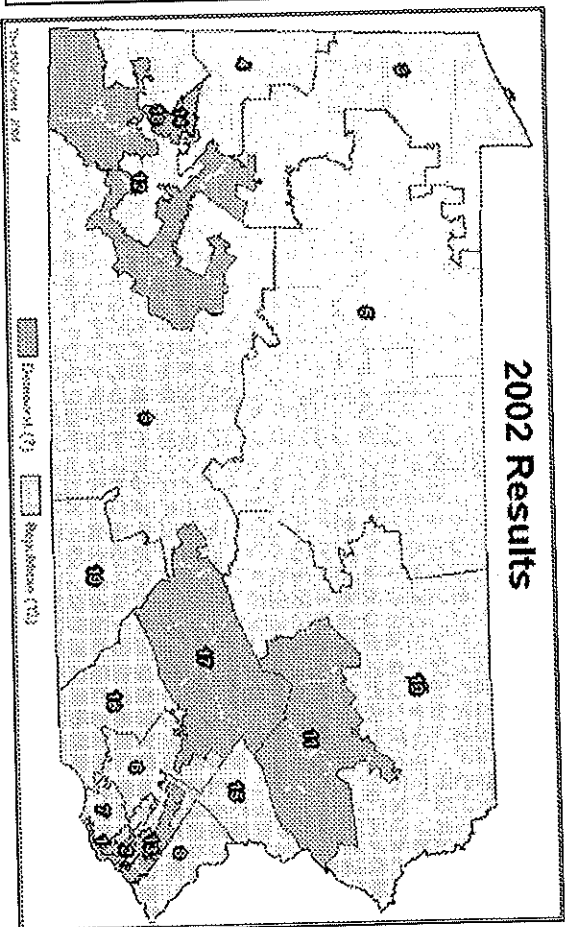
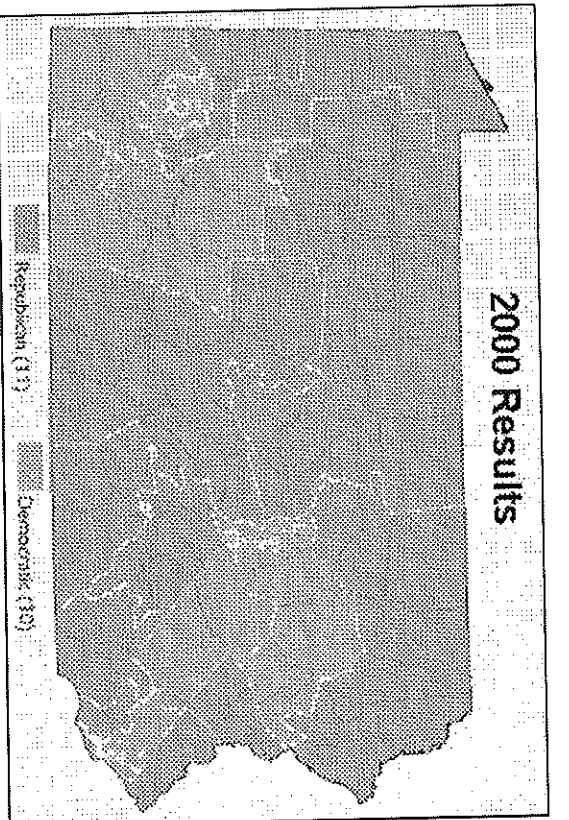
¹The Supreme Court later ordered the redrawing of one district which resulted in the current delegation of 20 Republicans to 12 Democrats.

Maps Matter: The First Tool in Winning Elections

Pennsylvania Example:

The Pennsylvania delegation in 2000 was 11 Republicans and 10 Democrats, and was set to lose two Congressional seats in reapportionment. The Republican controlled legislature drew maps that put two Democrat Congressman into the same district and another in a heavy Republican district.

The delegation went to 12 Republicans and 7 Democrats after the 2002 election with the new Republican maps.





Maps Matter: The First Tool in Winning Elections

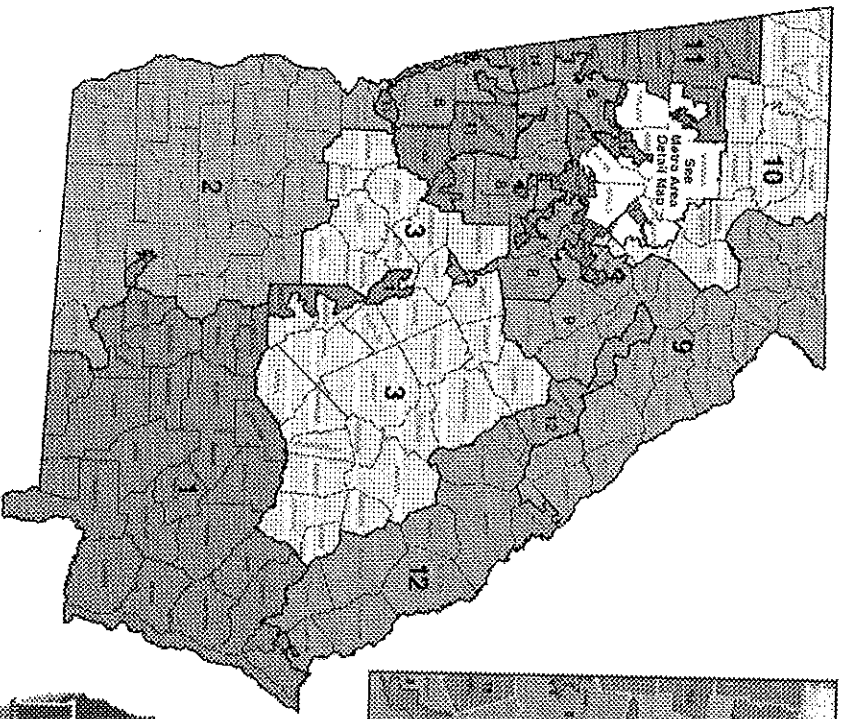
Georgia Example:

Georgia received two additional Congressional seats in reapportionment but Democrats controlled the state House, Senate, and Governor after the 2000 election.

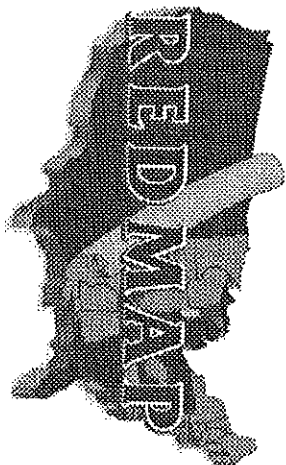
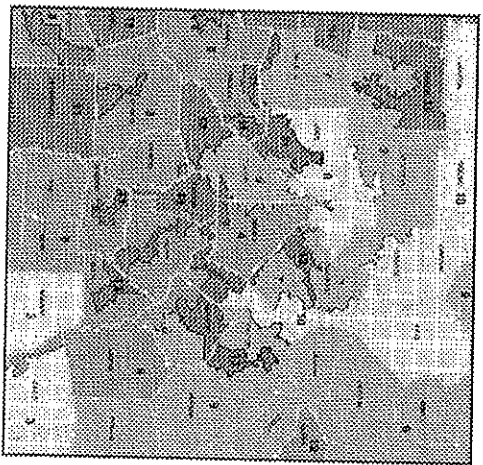
Total Democrat control and a desire to maximize black Democrat representation resulted in a highly gerrymandered map.¹

Democrats won both new seats in 2002.

Georgia Congressional Districts
Effective 2002 Election

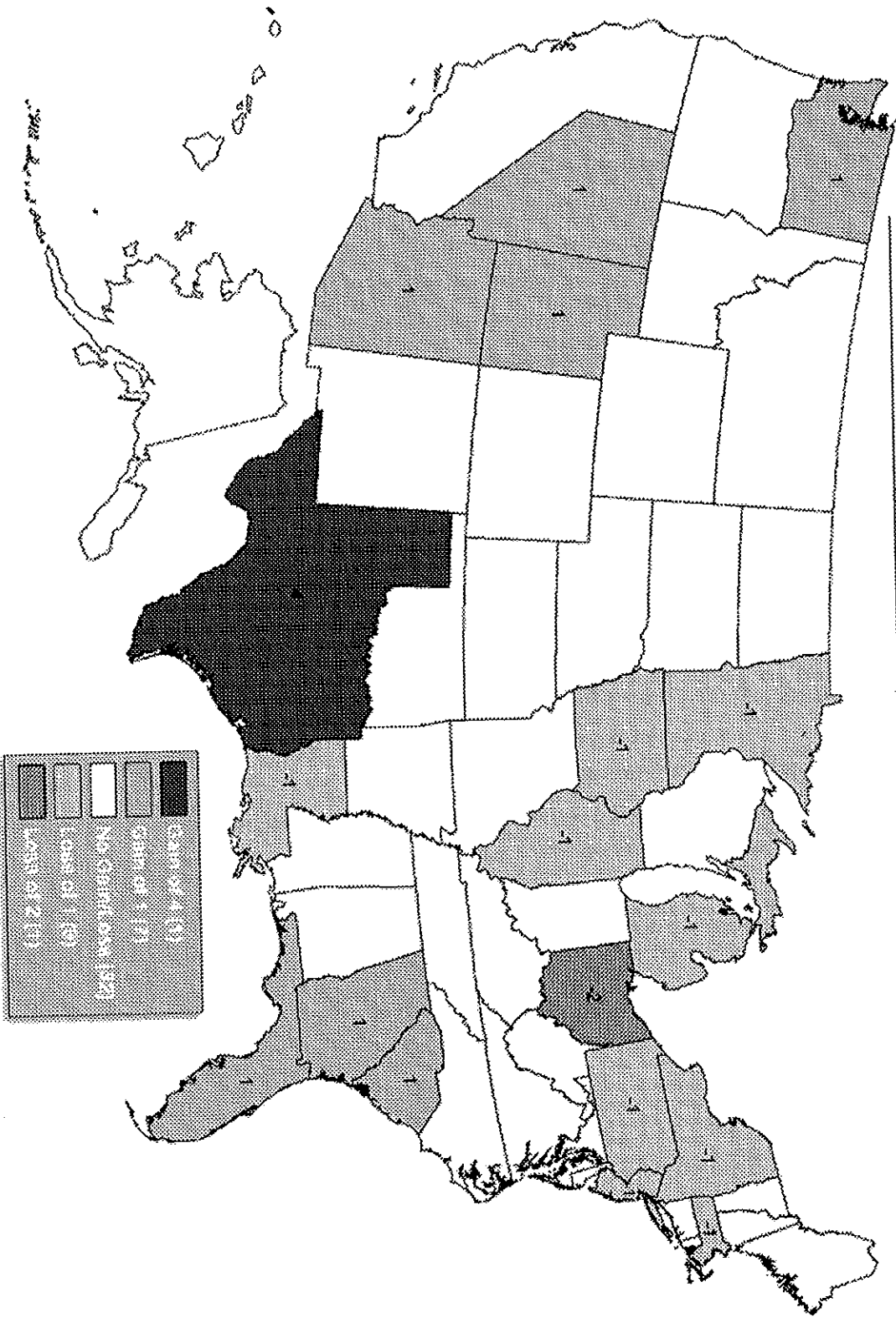


Georgia Congressional Districts
Metro Area Detail Map
Effective 2002 Election

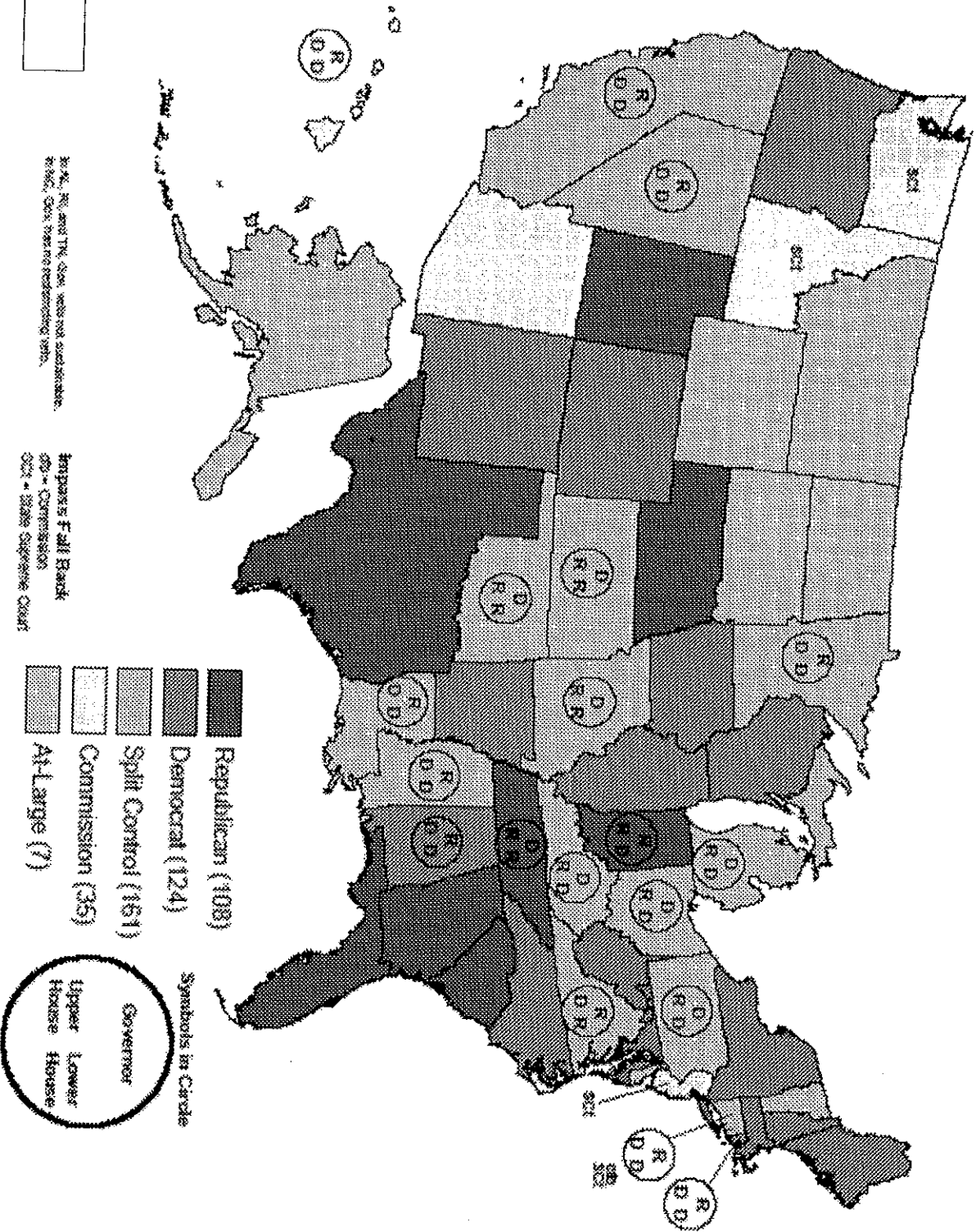


¹The map was thrown out by the courts resulting in a redraw for the 2006 elections.

States Gaining or Losing Seats in 2011 Apportionment



Current Party Control: Congressional Redistricting



What will it take in 2010?

The cost of 20-25 new Republican Congressional districts for the next five cycles through redistricting?



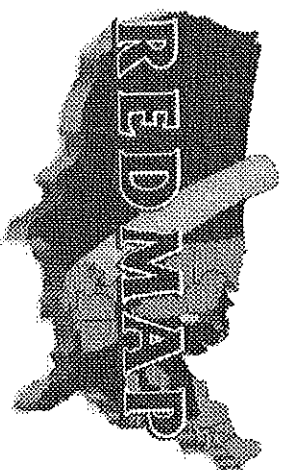
\$31.5 million
non-federal "soft"
dollars spent on
2010 state
legislative races

The cost of competing in 20-25 competitive swing or Democrat leaning Congressional districts for the next five cycles?¹



\$255 million
federal "hard"
dollars over the
next 10 years

¹ The average cost of a competitive winning U.S. House race in 2008 (margin of 5% or less) was \$2.04 million.



What will it take in 2010?

There are more than 6,000 state legislative races in 2010. If Republicans win 107 key races in 16 states we will:

✓ Fully control or affect the drawing of 9 new Congressional districts awarded during 2011 reapportionment.

Florida (+1), Georgia (+1), Nevada (+1), South Carolina (+1), Texas (+4), Utah (+1)

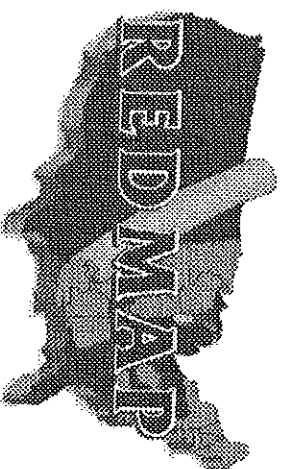
✓ Affect the redrawing of maps in 5 states losing 6 Congressional districts during 2011 reapportionment.

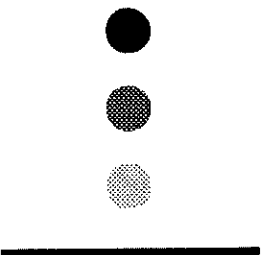
Iowa (-1), Michigan (-1), Ohio (-2), Pennsylvania (-1), New York (-1)

✓ Strengthen Republican redistricting power by flipping 15 chambers from Democrat to Republican control and defending Republican majorities in 9 chambers.

Alabama House & Senate
Indiana House
Kentucky Senate (Defend)
Nevada Senate
North Carolina House & Senate
Oklahoma House & Senate (Defend)
Pennsylvania House
Texas House & Senate (Defend)

Colorado House & Senate
Iowa House
Michigan Senate (Defend)
New York Senate
Ohio Senate (Defend) & House
Oregon Senate
Tennessee House & Senate (Defend)
Wisconsin Assembly & Senate





Republican State Leadership Committee: Unmatched Record of State Legislative Success

2003-2004

- New Republican Majorities:
 - ✓ Georgia House
 - ✓ Indiana House
 - ✓ Oklahoma House
 - ✓ Tennessee Senate
- Strengthened Republican numbers in 26 chambers

2005 – 2006

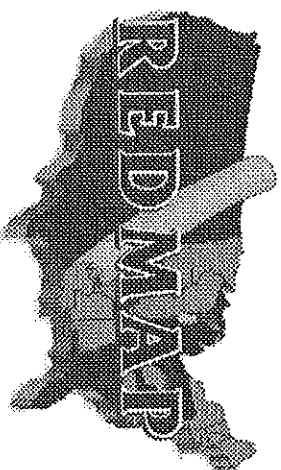
- New Republican Majorities:
 - ✓ Montana House
 - ✓ Tied the Montana Senate
- Strengthened Republican numbers in 10 chambers

2007 - 2008

- New Republican Majorities:
 - ✓ Oklahoma Senate
 - ✓ Montana Senate
 - ✓ Tennessee House
 - ✓ Tennessee Senate
- Strengthened Republican numbers in 9 chambers

2009

- Republican Legislative Gains in New Jersey and Virginia:
 - ✓ Picked up six seats in the Virginia House of Delegates, defeating eight Democrat incumbents
 - ✓ Picked up one seat in the New Jersey Assembly
- Since election day 2008, Republicans have won 51 state legislative special elections netting thirteen seats (As of 4/14/10)





REDMAP: REDistricting MAjority Project

A program of the Republican State Leadership Committee

Ed Gillespie – RSLC Chairman

- Former RNC Chairman, Republican Party of Virginia Chairman, and Counselor to President George W. Bush

The Honorable Tom Reynolds - RSLC Vice-Chairman and REDMAP Chair

- Former NRCC Chairman and US Representative (NY-26), and former New York State Assembly Republican Leader

REDMAP Steering Committee

Mike Duncan – former RNC Chairman

The Honorable Bill Brock – former US Senator and RNC Chairman

The Honorable Robin Hayes – former US Representative (NC-8)

Anne Hathaway – former RNC Chief of Staff

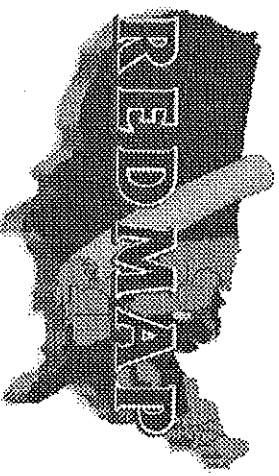
RSLC Staff

Tim Barnes – Chairman of the Board and Finance Chairman

Christopher Jankowski – REDMAP Exec. Director

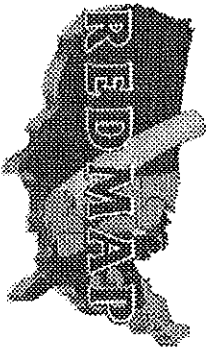
Ben Cannatti – Political Director

Sarah Fehrer – RSLC Sr. V.P., Development



● ● ● Redistricting: Timeline

2010



Elect GOP
Majorities in
State Chambers



Elect GOP
Governors



Elect GOP
Congressional
Liaison

2011

**Reapportionment
and
Redistricting**

2012

Elect
20-25 New
Republican
Members Of
Congress

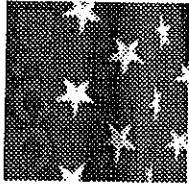
Data Accumulation / Analysis and Litigation 501(c)4
- Democracy Fund (Project of Lawyer's
Democracy Fund)
- Making America's Promise Secure (MAPS)

Democrats are Organized and Well-Funded



“Democrats already have a galaxy of at least six national groups coordinating on state legislative races. Among them are the union-based Foundation for the Future, the Democratic Legislative Campaign Committee, and the Democracy Alliance. The last group has distributed \$110 million for down-ballot races in recent years.”

- Karl Rove, Wall Street Journal, March 4, 2010



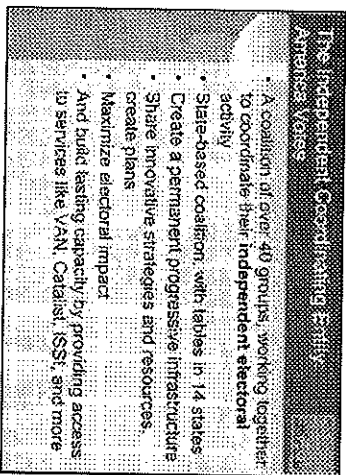
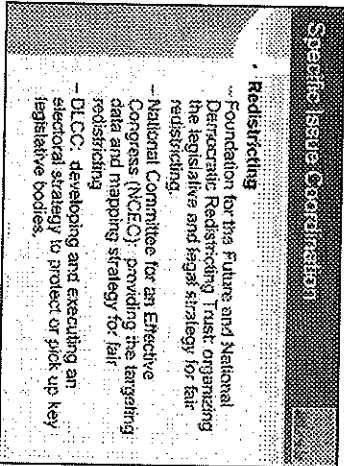
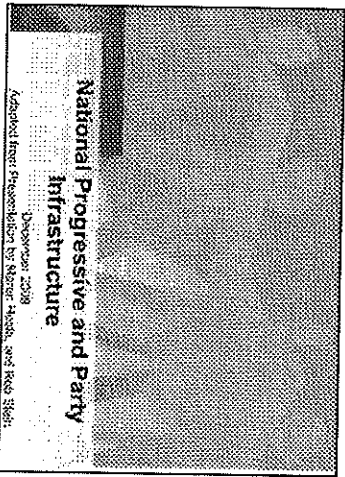
“We have established the DLCC's Redistricting Fund to deploy \$20 million to races that will have the greatest impact on reapportionment.”

- Memo from Michael Sargeant, DLCC Executive Director, to “Democratic Leaders & Activists,” March 15, 2010



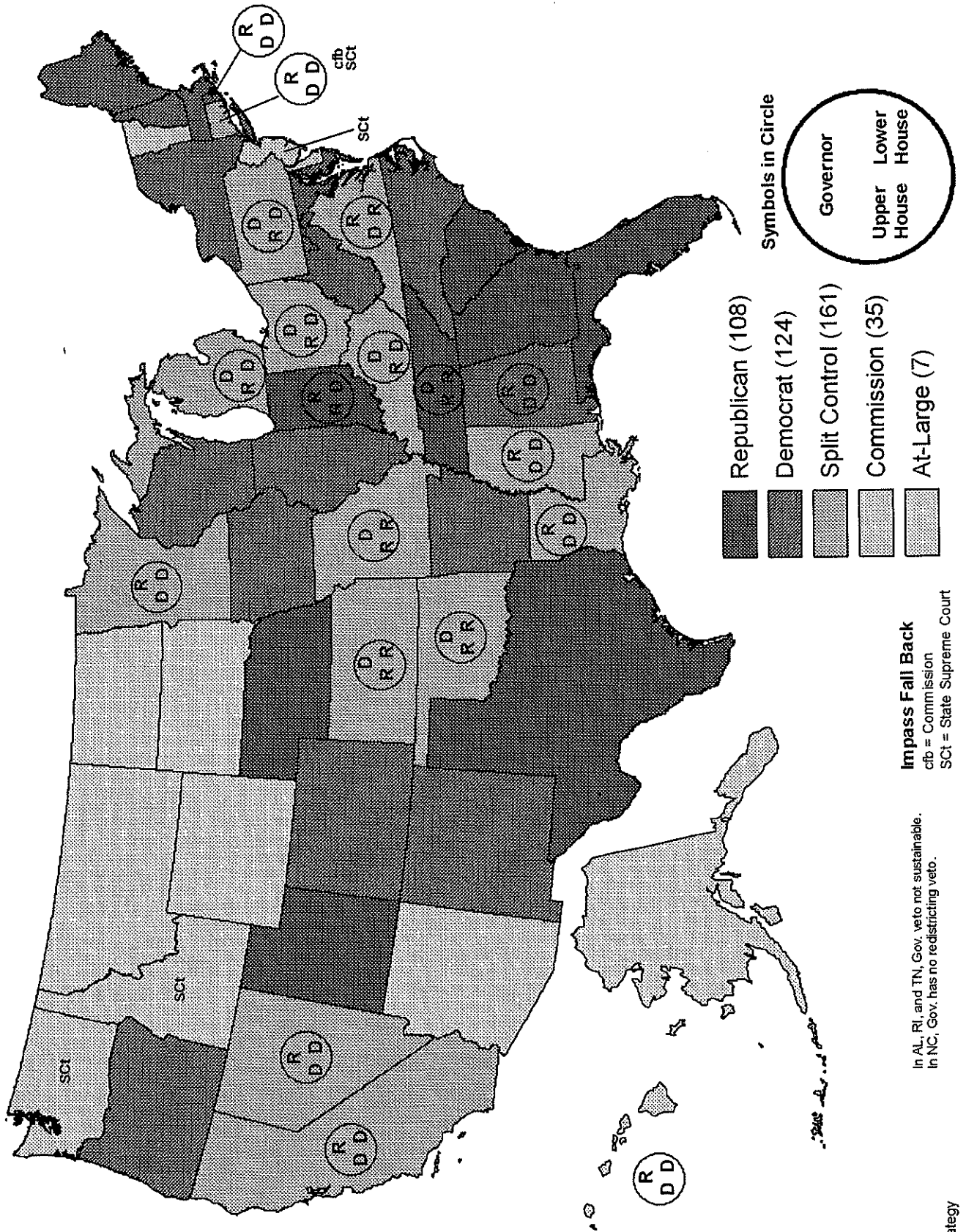
Project SuRGe (Stop Republican Gerrymandering) headed by Harold Ickes will raise millions of dollars to support Democrat redistricting election efforts.

- Washington Post, March 22, 2010, p. A2



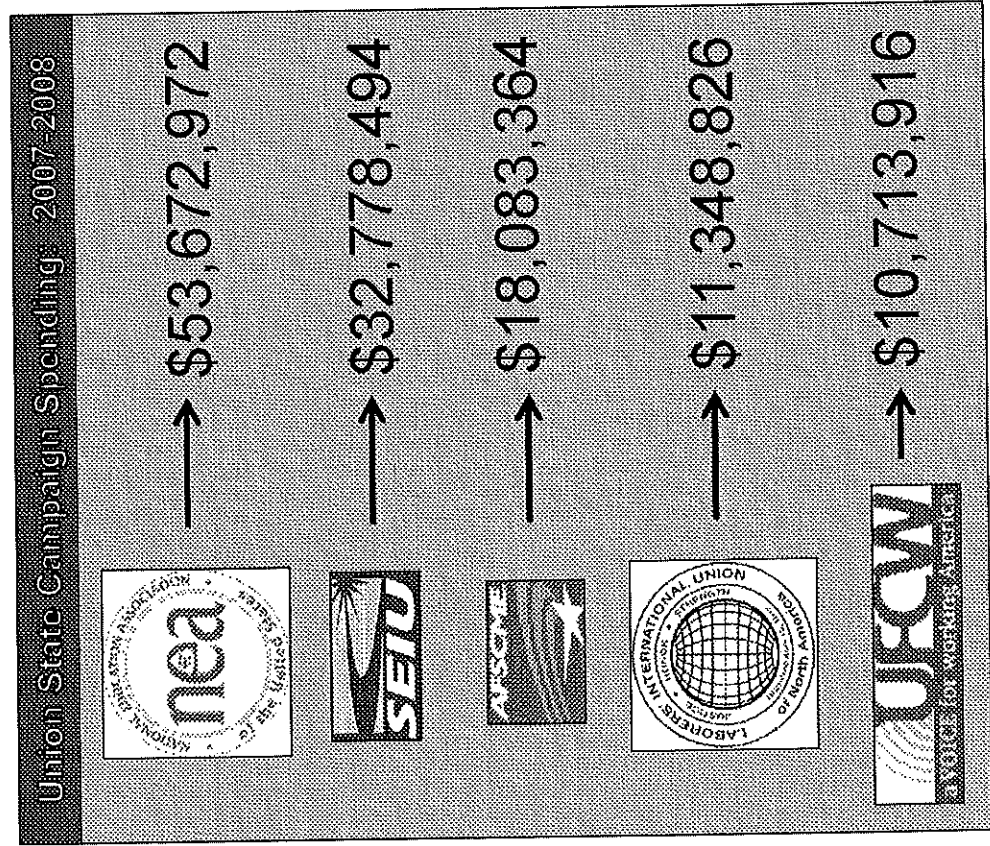
“An Online Blueprint of the Left,” Washington Examiner, 1/8/10

Redistricting Party Control - Congressional Only (2011)



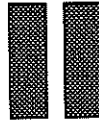


Democrats are Organized and Well-Funded Focused on State Campaigns



\$126,597,572

on
State Elections Last Cycle



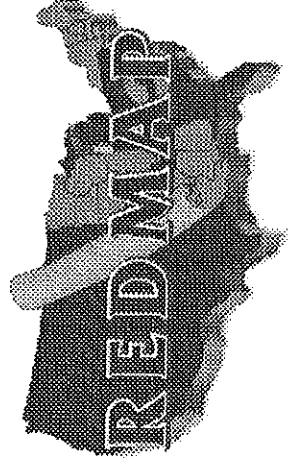
Only

4% = \$5,383,701

to Republican Candidates

Why should you give to RSLC-REDMAP for Redistricting?

- ✓ 100% of money raised into the RSLC-REDMAP will be spent on political operations for the 2010 state legislative elections important to Congressional redistricting.
- ✓ The RSLC experienced leadership is headed by Ed Gillespie, Chairman, and former Congressman Tom Reynolds, Vice-Chairman, along with professional fundraising, political and compliance staff with the infrastructure and history of operating in all target redistricting states.
- ✓ The RSLC can accept unlimited contributions from individuals, corporations, and PACs. Contributions to the RSLC do not count towards federal aggregate contribution limits.
- ✓ The RSLC has raised an average of more than \$20 million per two-year cycle from more than 80,000 donors. Over and above our normal fundraising during the 2009-2010 cycle we plan to raise another \$20 million into RSLC-REDMAP.

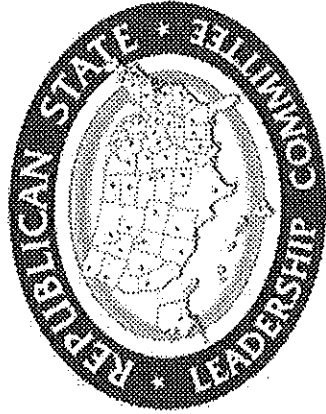


REDMAP: REDistricting MAjority Project

A program of the Republican State Leadership Committee

Paid for by

Republican State Leadership Committee
1800 Diagonal Road, Suite 230
Alexandria, Virginia 22314

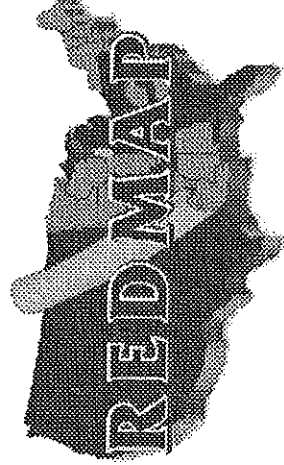


www.rslc.com

www.redistrictingmajorityproject.com

www.statenewsshot.com

www.twitter.com/rslc



Contributions to the RSLC are not used for federal election activity or to influence a federal election.

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