A Bi-annual report summarizing the organization’s activities in 2014 and 2015.
“At the root of everything that we’re trying to accomplish is the belief that America has a mission. We are a nation of freedom, living under God, believing all citizens must have the opportunity to grow, create wealth, and build a better life for those who follow. If we live up to these moral values, we can keep the American dream alive for our children and our grandchildren, and America will remain mankind’s best hope.”

— Ronald Reagan
Dear Fellow Republicans,

It is a great time to be a Republican in Cuyahoga County! 2014 was an exciting and busy year as we worked to re-elect our incumbent statewide candidates and further develop our voter engagement efforts with the creation of the Advocacy Council. While the work is constant, it builds a foundation for continued Republican success, such as the 70% of Republican endorsed candidates that were elected to local office in 2015.

In 2014, Ohio Governor John Kasich won Cuyahoga County in his gubernatorial re-election; this was the first time Cuyahoga County voted Republican since Senator George Voinovich's 2004 re-election to the U.S. Senate. Cuyahoga County was a regular campaign stop for many of our incumbent Republican officeholders, including a rally for Governor Kasich with U.S. Senator Rob Portman and New Jersey Governor Chris Christie. In the end, winning Cuyahoga County was the icing on the cake for Governor Kasich who won a historic 86 out of 88 Ohio counties.

By hosting forums and participating in community events the Advocacy Council, an activist group of Republican Finance leaders, has been able to engage with local groups that do not traditionally identify as Republicans. This work has been nationally recognized and its effectiveness is apparent in Governor Kasich’s re-election success. These engagement efforts add different perspectives to our membership and shape our message to continue electoral success for Republicans. One of our biggest events in 2015 was the Urban GOP Leadership Conference where the RPCC hosted nearly 250 attendees and speakers, including members of the Republican National Committee, field experts, and elected officials. Panel discussions and speeches brought up the issues facing Republican leaders in urban areas and highlighted the work the RPCC, through the Advocacy Council, is doing to change a problem confronting Republicans nationally.

Looking ahead, the RPCC is starting a new chapter at a new office headquarters at the Halle Building in Downtown Cleveland. Our primary focus in 2016 will be working with the GOP nationally to help the eventual Republican Nominee win Cuyahoga County because, as the saying goes, “as goes Cuyahoga, so goes Ohio, so goes the White House.” Additionally, we will be supporting Republican candidates for the US Senate, four Congressional districts, one State Senate district, five State House districts, three County Council seats and numerous judicial offices, including two open seats on the Ohio Supreme Court. The RPCC also looks to continue to expand our outreach in the community and establish a strong grassroots operation to help spread the Republican message.

The successes of this party from the past two years could not have happened without the dedication of you, our volunteers and donors from across the county, and I greatly appreciate your commitment to this Party. I look forward to our continued collaboration in 2016 as we prepare to host the Republican National Convention and elect a Republican as the next President of the United States.

Sincerely,

Rob Frost
Chairman, Republican Party of Cuyahoga County

P.S. We’re excited to offer our members and supporters an opportunity to show their continued involvement by inscribing their name on The Legacy Wall. Participation in The Legacy Wall project helps underwrite a portion of the capital budget for the Party’s move to The Halle Building, which will increase the visibility of our party to the more than one million people who visit the Playhouse Square district each year. To learn more about The Legacy Wall, please visit http://www.cuyahogacountygop.com/contribute/the-next-chapter.
The Republican Party of Cuyahoga County, or RPCC, is made up of two main governing bodies. The larger of the bodies, the Central Committee, is made up of one person from each precinct in Cuyahoga County. A central committee member is elected by the Republicans in their precinct on the presidential primary ballot to a 4-year term. This person also acts as the main grassroots leader in their precinct and assists candidates in campaign activities.

The other major governing body of the RPCC is the Executive Committee. With annual membership dues of $100, any registered Republican residing in Cuyahoga County can join the Executive Committee, subject to the approval of the Central Committee. Together with the Central Committee, the Executive Committee votes on candidate endorsements, platform updates and provides guidance on RPCC political operations and strategy. Members of the Executive Committee also have the opportunity to vote on appointments to the Cuyahoga County Board of Elections.

Each body elects their own slate of officers. Currently, Chairman Rob Frost is Chairman of both the Central & Executive Committees. With guidance and input from the Policy Committee, he has the ability to hire staff and consultants as he sees fit to help manage the full-time operations of the RPCC. In 2014 and 2015, the RPCC was staffed by an Executive Director, Political Director, and Membership Services Coordinator.
Policy Committee and Standing Committees

A key piece to the RPCC’s governing structure is the Policy Committee. This committee functions as a Board of Directors for the RPCC and is made up of no more than 40 members from the Central and Executive Committees, including the officers of those bodies. The Policy Committee approves all endorsement and platform measures before they are presented to the full bodies. Additionally, the Policy Committee must approve the annual budget and staffing changes, including salary/compensation.

The Policy Committee also oversees the work of the Party’s standing and ad hoc committees:

- **Judicial:** This committee focuses on recruitment and support of judicial candidates in Cuyahoga County and the Ohio Supreme Court. This is accomplished through organized fundraising, campaign activities, and outreach to the local legal community.

- **Platform:** In 2013, this committee was tasked with rewriting the Platform of the Republican Party of Cuyahoga County and the final document was ratified in early 2014. The committee continues to handle additions and revisions to the document and will fully re-visit the platform in 2017.

- **Recruitment & Registration:** This committee is in charge of executing the majority of the candidate endorsement process each year. They review candidate questionnaires for any potential concerns, and also conduct candidate screening interviews when warranted. It is their endorsement recommendations that go to the Policy Committee and then before the Central & Executive Committees for approval.

- **Ward/City Leaders:** The Ward and City Leaders play an important role in our grassroots organization. Elected by the Central Committee members in each city, ward, or local municipality, they meet on a regular basis to plan grassroots activities and make sure that work is carried out by the Central Committee members or other volunteers.

- **Veterans:** This committee is made up of the Republican Veterans of Cuyahoga County Color Guard who are main fixtures at Party events and often tasked with the presentation of the colors. They also work to honor Republican veterans throughout the county.

- **Women’s Outreach Network (WON):** This committee focuses on recruitment and support of judicial candidates in Cuyahoga County and the Ohio Supreme Court. This is accomplished through outreach at community and cultural events. Two main focuses of this sub-committee are women and minorities. Women’s outreach is continues to handle additions and revisions to the document and will fully re-visit the platform in 2017.

2014 A Look Back

Due to a full state-wide slate of Republican incumbents, 2014 was off to a busy start even before the year began. This only increased with the January announcement that County Councilman Jack Schron would be running for Cuyahoga County Executive. Working with the Ohio Republican Party, we were able to open the first Victory Center in Northeast Ohio in April, in Independence. This helped provide support to candidates facing primaries, and also gave us an early launch for our efforts in support of the rest of our campaigns. Later in the summer, the RPCC opened two additional field offices, one in Rocky River, and one in Lyndhurst. To staff these offices, the RPCC hired a field coordinator for each location with staffing for the Independence office provided by the Ohio Republican Party. These additional centers were an important resource for our county candidates who otherwise would not have had access to office space and phone banks, among other resources. All told, the RPCC spent $18,000 to provide these field offices in Cuyahoga County.

Another major way the RPCC supported our endorsed candidates was through the mailing of slate cards to likely voters throughout Cuyahoga County. We mailed two versions—one card with our entire slate of candidates, and another devoted specifically to judicial candidates. It was our intention that the special effort to highlight our judicial candidates would empower people to vote all the way down their ballot, and give them the needed information to vote for Republican judges when they are not listed by party affiliation on the ballot. The RPCC spent over $92,000 to design, print, and mail these two cards out across Cuyahoga County before the general election. Additionally, the RPCC was able to provide $100,000 in direct contributions to candidates throughout 2014.

To help complement our political operations, community outreach was a focus throughout the year. Through the work of the Recruitment and Registration Committee, and with the leadership of RPCC Co-Chairs Sally Florkiewicz and Lucy Stickan, a new women’s group was created—Women’s Outreach Network (WON). The purpose of this group is to provide a space for women to talk about issues that matter most to them and also provide particular support to women candidates and elected officials. The highlight of WON this year was their Women’s Training Summit, with lectures focusing on campaigning, social media, and messaging. The program concluded with a keynote presentation by Republican National Committee Co-Chair Sharon Day on the importance of women being represented among elected officials and candidates. 2014 also saw the growth and implementation of our Advocacy Council, a result of growing activism of our Finance Committee whose primary goal is to get out into groups of “non-traditional” Republicans and discuss how Republican values align with their beliefs, in the hopes of creating a larger tent in Cuyahoga County.

On top of all the normal work and initiatives taken on by the RPCC, Cleveland also entered a bid to host the 2016 Republican National Convention. The RPCC helped to support the city’s bid effort and provide a political perspective on the process. Once it was announced in July 2014, that Cleveland would be the host of the next Republican National Convention, the RPCC was viewed as having a new role in the community. Almost immediately, the RPCC stepped in as a liaison, working with the ORP to help connect members of the community to RNC activities. This included assisting both potential volunteers as well as local businesses who were interested in working with the RNC and ORP. Given the increase in communications traffic due to the convention, as well as our heightened focus on outreach, the new staff position of Member Services Coordinator was created and filled. The main purpose of this role was not only to increase our Party’s membership, but also to make sure that members have all the information they need to be engaged and involved in our campaigns and other upcoming events.
Advocacy Council

In order to better address the need to build a bigger tent, in July 2014 the RPCC began coordinating various outreach and engagement efforts under the guidance of the Advisory Council, now known as the Advocacy Council. The Advocacy Council is a natural, more inclusive expansion of the former Advisory Board involving donors to the RPCC at all levels of financial commitment along with Party officers and grassroots leaders.

Preparing for 2016

The RPCC’s Advocacy Council is engaging the local party with groups that have not previously identified as conservatives, though they may subscribe to similar beliefs. These non-traditional Republicans may prove to be key to regaining the White House in 2016. Through outreach events and continued engagement, the RPCC and the Republican Party as a whole can begin to collect information on the concerns within these communities to create an “Urban GOP Agenda.” The addition of these community perspectives to our membership will help our Party shape messaging to better reach this untapped voter base.

The Advocacy Council addresses the complicated issue of engagement versus outreach. Through dialogue with local urban community leaders, we know that one or two instances of contact during election time is not the path to victory. Reaching out on a continuous basis, genuinely listening to community issues, and using our traditional conservative values to provide solutions, is the next logical step to making significant gains within these critical demographics. We do this through dedicated forums with community leaders that are open to the general public. In this way, the Advocacy Council efforts are directly linked to the larger national strategy to actively court minority voters who have rebuffed outreach efforts targeted at them in past election cycles.

To help better prepare outreach activists in Northeast Ohio and around the nation, the RPCC hosted the Urban GOP Leadership Conference in early August 2016, coinciding with the first Republican Presidential Debate in Cleveland. This conference brought together urban Republican leaders from all over the country to discuss best practices for sharing Republican ideals and messaging in places they are not often heard. The two day conference drew nearly 250 attendees and speakers who engaged in seven panel discussions, a cocktail reception with Congressman Mike Turner of Dayton, Ohio and keynote speeches from Indianapolis Mayor Greg Ballard and American Conservative Union Chairman Matt Schlapp.

Organization

The Advocacy Council is made up of civic leaders, professionals, small business owners and entrepreneurs who are the current and future financial leaders of the party. The Advocacy Council is compromised of six subcommittees each designed to reach a targeted group of non-traditional Republicans in hopes of recruiting new members, supporters, and voters for the 2016 cycle. Subcommittees include:

- Women Engagement
- Minority Engagement
- LGBT Community Engagement
- Young Professional Engagement
- Faith Engagement
- Nationalities Engagement
- RPCC Rebranding

Engagement and Outreach

The main vehicle driving recruitment for the RPCC are events which are complimentary for anyone to attend with high profile speakers specifically selected to resonate with the targeted community. The inaugural minority engagement event, “Rebuilding America’s Great Urban Core” featured Jason Riley, Editorial Board Member of the Wall Street Journal and Basheer Jones, a local...
Over 200 people attended the luncheon event. Additional events took place throughout 2015, including a discussion on messaging to millennials with pollster Kristen Soltis Anderson, an information session on bidding for 2016 Convention contracts with local minority-owned businesses, a watch party for Pope Francis’ first visit to the U.S. to engage with the Catholic community, and a young professionals holiday event that included a toy drive for Toys for Tots. These events and the ones to follow are made possible through the generous sponsorships and time commitments made by our RPCC Finance Committee and Advocacy Council members.

Rebranding

In 2013, Republican National Committee Chairman Reince Priebus said of Republicans nationally, “We have done a lousy job of branding and marketing who we are.” The Advocacy Council’s branding committee is a group of dedicated professionals from various parts of the private sector that are coming together to change that narrative here in Cuyahoga County. The entire project has an estimated value of $1-1.5 Million, and will be executed at minimal cost through the donation of time and resources from the group of professionals involved. The committee is broken down into seven subcommittees (Website, Social Media, Graphics, PR/Voice, Community Outreach, Video, Research and Development). These committees are expanding the party’s ability to communicate in ways that speak to all Republican groups where they and in the way they are most comfortable.

So far, the RPCC has revamped its logo to be fresh and updated, and has also used this scheme in the redesign of the new, mobile responsive website. The Advocacy Council has also worked with the local filmmakers at Purple Films to put together a series of short videos to tell the story and history of the GOP in a youthful way, and to highlight the work of the Council. These videos are included on the RPCC’s website and are optimal for sharing through social media and email communication.

The first engagement event of 2015 was focused on the sizable Jewish community in the Cleveland area. The RPCC hosted U.S. Senator Rob Portman for a keynote speech on the importance of U.S.-Israel relations, followed by a panel discussion on the issue with nationally recognized policy thinkers.

2014 Election

In addition to supporting our incumbent office holders, candidate recruitment was again a focus heading into the 2014 election. It was important to find Republican candidates to run in every race in order to win in new territory and stretch already thin Democrat resources. This approach was also a vehicle to spread Republican values to traditionally non-Republican areas. Every congressional district in Cuyahoga County had a Republican on the ballot. The RPCC also worked with both the Republican House and Senate caucuses to recruit candidates in Democratic districts, which resulted in Republican challengers in all three Senate districts and eight out of eleven House districts. The RPCC also worked with County Councilman Jack Schron of District 6 in making his run for Cuyahoga County Executive at the top of the county ticket. All but two of the County Council elections had a Republican running as well and four judicial candidates were endorsed by the RPCC.

During the 2014 cycle, Cuyahoga County was lucky to be visited by many statewide and national Republican candidates. In September, New Jersey Governor Chris Christie joined Governor John Kasich, County Councilman Schron, and U.S. Senator Rob Portman at All Erection Crane Rentals in Independence for a rally with hundreds of Republican voters. At the rally, Christie said, “I believe in all my heart that [Gov. Kasich and Lieutenant Governor Mary Taylor] will be re-elected. But it’s not good enough for me to just see John and Mary re-elected. I want to see them re-elected by a substantial margin, because it would send a strong message across America about the way we want to see our leaders govern.”

Prior to Election Day, all of the Republican statewide candidates toured Ohio with a stop on the tour in Cuyahoga County’s west shore. The event also featured County Councilman Schron and former U.S. Senator George Voinovich. Each candidate, Sen. Voinovich, and other local officials spoke at the event about the issues facing Ohio and a push to remind friends and family to vote on Election Day.

The RPCC sent slate cards to the homes of Republican voters across the county to promote the Ohio statewide candidates, which also featured County Executive candidate Jack Schron. In order to reach voters, the RPCC worked with both the ORP and Republican National Committee to get data that identified unaffiliated Republican voters, with the hope that these slate cards would remind them to vote and vote Republican. There were also judicial slate cards mailed prior to the election emphasizing the need for good judges, to broaden the name recognition of our judges.

Gov. Kasich handily won Cuyahoga County in the 2014 election, on his way to a landslide victory in which he won 86 of Ohio’s 88 counties. Gov. Kasich earned 51.17% of the vote in Cuyahoga County against the incumbent, County Executive Ed FitzGerald. Compare that to 2010, when Gov. Kasich received 35.83% of the vote in Cuyahoga County in his campaign against then Governor Ted Strickland. In 2014, Gov. Kasich won in traditionally Democratic areas including Berea, Brooklyn, Brook Park, Fairview Park, Lakewood, North Olmsted, Olmsted Falls, Olmsted Township, and Parma. This was the first time a Republican had won Cuyahoga County since Sen. Voinovich in 2004.

<table>
<thead>
<tr>
<th>Candidate (Party)</th>
<th>Vote Total</th>
<th>Vote Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Kasich (Republican)</td>
<td>172,319</td>
<td>51.17%</td>
</tr>
<tr>
<td>Ed Fitzgerald (Democrat)</td>
<td>149,486</td>
<td>44.54%</td>
</tr>
<tr>
<td>Anita Rios (Green)</td>
<td>14,464</td>
<td>4.29%</td>
</tr>
</tbody>
</table>
The 2014 County Executive race also saw improvement from the results in 2010. In 2010, State Representative Matt Dolan, the first Republican nominee for the new County Executive position, received 30.26% of the vote in a six-way race; Dolan had also faced a three-way primary to become the nominee.

In 2014, County Councilman Schron, who did not have a primary, was able to receive 40.48% of the vote. Both Dave Greenspan, who won 62% of the vote, and Michael Gallagher, who ran unopposed, were able to win reelection in their respective districts and remain on the Cuyahoga County Council.

## 2015 Local Elections

The Republican Party of Cuyahoga County started preparations for the 2015 elections by communicating with our current elected officials and searching for candidates that were prepared for the challenge of running for office. The staff held many one-on-one meetings with incumbents and potential candidates to make the slate as strong as possible. The hard work by the staff resulted in 105 endorsed candidates for local office in 2015. The RPCC hosted a local candidate training which featured RPCC staff, a representative from the Board of Elections, and various local campaign consultants. The attendees learned about grassroots activities, political mailings, and campaign technology. Throughout the campaign season, the RPCC provided candidates with resources such as walk lists, precinct maps, and telephones to make campaign calls. Slate cards were sent out by the RPCC to every community with endorsed candidates on the ballot through two mailings. The first mailing went to likely Republican early voters at the beginning of October and the second mailing went to likely Republican Election Day voters at the end of October. These mailings were key to broadening the name recognition of local candidates.

Overall, the election was a success, with 74 of the 105 endorsed Republican candidates winning their elections, 70% success rate. In addition, 94% of the endorsed incumbent elected officials were re-elected. All in all, Republicans won 63 municipal and 11 school board elections. In the following communities all of the endorsed Republicans won their election: Bay Village, Brecksville, Chagrin Falls Village, Chagrin Falls Township, Fairview Park, Hunting Valley, Lyndhurst, Pepper Pike, Richmond Heights, Rocky River, Solon, Strongsville, and University Heights. Significant progress was made in some traditionally Democratic districts as well. Mary Galinas, a former Parma city councilwoman, received over 4,000 votes as a write-in candidate for the Mayor of Parma and Michele Weiss was elected to the University Heights City Council.

### Candidate (Party) | Vote Total | Vote Percentage
--- | --- | ---
Armond Budish (Democrat) | 196,539 | 59.52%
Jack Schron (Republican) | 133,646 | 40.48%

## Red to the Roots Program & Grassroots Activities

The key to our success in 2014 began even before the start of the year. Throughout the 2013 elections, the RPCC was already preparing for the 2014 gubernatorial election. During the summer of 2013, the RNC and the ORP rolled out a new grassroots program called “Red to the Roots” in order to build a localized grassroots movement and infrastructure that would lead to victory. The goal of this program was to recruit volunteers to be responsible for knocking on doors in their precinct and to lay a permanent groundwork for future elections, in order to focus on a more localized neighborhood-based approach to campaigning. The RPCC worked closely with ORP staff to recruit for, and manage this program.

The ORP assigned a regional field director starting in August 2013 until after the election in November 2014. The field director was responsible in turn for recruiting precinct leaders, who were responsible for recruiting volunteers, canvassing their neighborhood, and keeping campaigns informed about the precinct. Precinct leaders were recruited by working with the Central Committee, attending local club meetings and contacting volunteers from previous elections. Cuyahoga County was the best county for precinct leader recruitment in Northeast Ohio. Once recruited, precinct leaders were required to attend a training session led by the field director to receive tools and instruction.

The precinct leaders in Cuyahoga County were tested early in April 2014 with a Super Saturday. The goal of the Super Saturday was to get as many precinct leaders going door-to-door as possible to test the strength of the organization. The Super Saturday was a success with more than half of the precinct leaders participating even though it was very early in the election year. Super Saturdays eventually became a monthly occurrence leading up to the election. The precinct leaders and the Kasich Taylor campaign were a driving force for the grassroots efforts in Cuyahoga County and helped lead Gov. Kasich to victory. The grassroots plan for the 2014 election was very cohesive between the RPCC, the ORP, and each campaign. The Red to the Roots program, along with the Kasich Taylor, Schron, Congressional, state legislature, and judicial campaigns were the major force driving the door-to-door efforts. Three field offices provided the infrastructure to support the RPCC’s grassroots efforts. The first field office opened in April ahead of the Republican primary. The space was shared between the RPCC, the Joyce, and the Schron campaigns. The RPCC opened two additional centers. The first in July in Rocky River to help support Congressman Jim Renacci’s campaign and the final field office was opened in September in Lyndhurst for operations on the east side of the county. The RPCC worked very closely with the Republican slate to enlist volunteers for parades and door-to-door activities. The RPCC also ensured that Councilman Schron, as well as other local candidates, were mentioned on all volunteer phone calls and auto dials in Cuyahoga County from both the RPCC and the ORP.

A major part of the “Get Out the Vote” (GOTV) plan was a dedicated push for early voting. The RPCC encouraged Central Committee members not only to vote early themselves, but to pass on the message to Republicans in their districts. Data provided by the ORP allowed the RPCC to know how to target auto dials, door knocks, and volunteer phone calls in collaboration with the Schron campaign in order to maximize voter turnout. Additionally, the RPCC organized the “Souls to the Polls” program, an in-person early voting push on the Sunday before the election, by buses voters from St. John AME in Cleveland to the Cuyahoga County Board of Elections.

Overall in 2014, 38% of voters in Cuyahoga County voted early. Our focus on early voting resulted in Gov. Kasich and Attorney General Mike DeWine winning the early vote in Cuyahoga County. Gov. Kasich received 51.82% of the early vote while Ed Fitzgelder won only 40.19%. DeWine received 50.75% of the early vote while David Pepper received only 46.1%.
Communications & Media

An important part of executing a successful political operation is making sure that your message is shared with potential supporters. There are two main ways that this happens—direct communication to voters and through local and national media coverage. Over the last election cycle, the RPCC utilized all of these outlets to communicate with voters and citizens about our Party and our candidates, as part of a larger effort by the Party to broaden our tent and change perceptions.

Social Media & Electronic Communication

The RPCC website, email marketing, and social media are the most cost-efficient ways for the RPCC to communicate with its members and potential voters. Throughout the 2014 election cycle, the website was a platform to connect voters directly to vote by mail ballot applications, poll worker applications, and other voter registration and polling location information. Additionally, each endorsed candidate had a piece of campaign literature featured on the website, which allowed voters to learn about the whole slate of candidates at once. In 2015, the website got a much needed update, including the creation of a mobile responsive version. The new website is easier to navigate and includes the new logo and color scheme developed through the re-branding process. Specific additions include an expanded homepage, a Virtual Victory Center for election information, and a greater focus on upcoming events and initiatives which improve the process of contributing online. The “Who Represents Me” database allows anyone in Cuyahoga County to search their home address and see all their elected officials, from President to Precinct Central Committeeman. Finally, the inclusion of new videos and updated messaging make the RPCC more accessible to potential members and voters.

Email marketing, through Constant Contact, continues to be the main way that the RPCC communicates with members and event attendees due to its cost efficiency and ability to quickly spread the word to a tailored audience. While event notices and important updates might later be included on the website or social media, they are almost always sent out first through email to our over 7,000 active contacts. The RPCC is always seeking to grow its network of contacts in order to engage more and more Republicans. The RPCC continues its use of Facebook and Twitter to engage with members more directly. While it was used frequently to spread the word about upcoming events and endorsed candidates, it also developed into a forum to share news and ideas. Social media allowed the RPCC to share interesting articles and studies as well as local and national news pieces without overloading people’s inboxes. Photos and quotes from our events are regularly shared on social media to reach additional audiences. Throughout 2015, the RPCC made a concerted effort to improve these social media pages and use them in new ways. For the first time, the RPCC did paid advertising on Facebook for the Lincoln Day Dinner and Annual Picnic. This not only brought new people to these events, but it also increased the visibility of the organization and brought in several new followers. The Party also conducted focus groups with local college students to determine what sort of social media was most interesting to that age group, and how to go about engaging them in that arena. The RPCC will continue to work to improve its existing presence, as well as expand into other social media outlets. In addition to the official RPCC pages, Chairman Frost also has a Twitter account where he directly shares updates on his work as Chairman.
A as an auxiliary organization of the ORP, the RPCC assisted in highlighting the shortcomings of Democratic gubernatorial candidate Ed FitzGerald in 2014. This usually happened through press conference calls made by Chairman Frost and surrogates (County Councilman Dave Greenspan, Bay Village Mayor Debbie Sutherland, and Rocky River Mayor Pam Bobst). These calls were supplemented with more traditional press releases that were sent to media contact lists.

Another event that garnered a lot of media attention during 2014 was the site selection process for the 2016 Republican National Convention. As the representative of the local party, Chairman Frost took part in the initial bid presentation, along with several press conferences, radio, and TV news interviews. Beyond talking about the excitement of hosting the convention, it also provided Chairman Frost with the platform to talk about the local party's role in electing the next Republican nominee in 2016. Additionally, the site selection process provided the RPCC with something fun to promote on social media and through email: encouraging members to vote for Cleveland as host city on the RNC website and to wear red during the selection committee's visit. These efforts, which were not directly political in nature and were focused more on promoting Cleveland as a whole, provided a conversation starter with media and the public who might not otherwise have been open to hearing about the Republican Party. Each opportunity to talk about the Convention was also a chance to talk about the core principles of the GOP and 2014 candidates like Governor Kasich and County Councilman Jack Schron.

2014 also brought the advent of the Advocacy Council, which you can read more about on page 10. Early on, this work was noticed by the national media, particularly The Washington Post which carried articles about both the RPCC tent at the 2014 Gay Games in Cleveland and the “Rebuilding America’s Urban Core” forum focused on the African American community. Both pieces quoted Chairman Frost and other local leaders like Sen. George Voinovich and highlighted that the RPCC's process of engagement was only beginning. The major media event in 2015 was the Presidential Primary Debate in Cleveland. During the festivities, Chairman Frost was given the opportunity to appear on radio and television programs including Fox 8 in the Morning, The John Gibson Radio Show, and On the Record with Greta Van Susteren. These interviews provided the opportunity to highlight the excitement in Cleveland but also speak to the work that the local party organization was doing, even so far out from the 2016 election. As the RPCC moves into the 2016 cycle, it is hoped that this media attention will continue and will help change the national conversation about the GOP as a whole.

The Republican Party of Cuyahoga County is a non-profit, political organization supported by its membership. The RPCC has a range of membership levels including: general membership ($35), Executive Committee ($100), Executive CommitteePLUS ($250), and its Finance Committee. Without the support of our dues paying members, from general members to Sentinels, the RPCC would not be able to accomplish its mission of electing Republicans and promoting Republican values in Cuyahoga County. In addition to membership, the Party hosts annual signature events, such as the Lincoln Day Dinner, holiday party, and family picnic, bringing together approximately 500 party members and elected officials. In addition to these annual events, the party also sponsors numerous outreach events, forums, and receptions, some of which are exclusive for party members.

<table>
<thead>
<tr>
<th>Source</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance Committee</td>
<td>$474,650</td>
<td>$549,525</td>
</tr>
<tr>
<td>Executive Committee</td>
<td>$25,300</td>
<td>$44,900</td>
</tr>
<tr>
<td>General Fundraising</td>
<td>$224,520</td>
<td>$93,592</td>
</tr>
<tr>
<td>Events</td>
<td>$150,800</td>
<td>$405,011</td>
</tr>
</tbody>
</table>

The RPCC Executive Committee is an integral part of the Republican Party organization. The Committee is a fundraising arm of the Party, and annual dues are collected. The responsibilities of membership are to select the Republican Board Members of the Cuyahoga County Board of Elections, screen Republican candidates, and provide guidance on RPCC political operations and strategy.

**The Washington Post**

Cuyahoga County Republicans welcome Gay Games to Cleveland

Rob Frost, the chairman of the Cuyahoga County Republicans, said the group will have a booth at the games and will be handing out water bottles with the word “refreshing” on them.

“We hope people do find it refreshing,” he said. “What a great opportunity with the Gay Games coming to Cleveland to welcome the athletes and fans, not just to the Gay Games and not just to Cleveland, but to welcome gays and lesbians to the Republican Party.”
Membership Overview

In 2014, the Executive Committee was comprised of 71 individuals, but 2015 saw a drastic increase to 191 members, a 244% increase. Of the 191 members in 2015, 43 were Executive CommitteePLUS donors ($250 per member). (Figure 2 and 2.1) Note, these membership numbers do not include members of the Finance Committee, who automatically receive Executive Committee membership with payment of their Finance Committee dues.

Renewals

In 2014, 43% of the Executive Committee was made up of renewing members who had previously been members. In 2015, this group made up only 40%—due largely to the significant increase in membership overall. (Figure 3)

Finance Committee

The Finance Committee is a membership-based committee within the RPCC structure. Membership is on an annual basis and affords an individual various ways of involvement including membership to the Executive Committee, which comes with voting rights. Membership in the RPCC Finance Committee helps underwrite the activities to support our Central Committee members, recruit GOP candidates for public office and provides critical resources for “grassroots” support that includes polling, campaign planning, recruiting and training campaign volunteers, printing literature, and much more.
Membership Growth

In 2014, the Finance Committee nearly met its goals with regard to total member expansion and upgrades, so in 2015, we set an ambitious goal to expand the committee by about 60 people, which we were unable to meet, but our membership did grow from 2014. (Table 2)

Table 2: 2014 and 2015 Membership Goal vs. Actual

<table>
<thead>
<tr>
<th></th>
<th>2014 Goal</th>
<th>2014 Actual</th>
<th>% to Goal</th>
<th>2015 Goal</th>
<th>2015 Actual</th>
<th>% to Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advisory 20</td>
<td>12</td>
<td>12</td>
<td>100%</td>
<td>15</td>
<td>8</td>
<td>53%</td>
</tr>
<tr>
<td>Chairman’s Circle</td>
<td>5</td>
<td>11</td>
<td>220%</td>
<td>20</td>
<td>11</td>
<td>55%</td>
</tr>
<tr>
<td>Victory Circle</td>
<td>10</td>
<td>12</td>
<td>120%</td>
<td>25</td>
<td>14</td>
<td>56%</td>
</tr>
<tr>
<td>Leadership Circle</td>
<td>24</td>
<td>23</td>
<td>96%</td>
<td>40</td>
<td>35</td>
<td>88%</td>
</tr>
<tr>
<td>Club Gold</td>
<td>50</td>
<td>24</td>
<td>48%</td>
<td>50</td>
<td>42</td>
<td>84%</td>
</tr>
<tr>
<td>Club 500</td>
<td>100</td>
<td>81</td>
<td>81%</td>
<td>100</td>
<td>86</td>
<td>86%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>201</td>
<td>163</td>
<td>81%</td>
<td>250</td>
<td>196</td>
<td>78%</td>
</tr>
</tbody>
</table>

Figure 5: Finance Committee Membership (2012 - 2015)

The increased number of renewals has not only been a goal, but a trend since the Finance Committee was put in place in 2005. Our current members are key in further identifying and recruiting new members. Retention is key to our success and illustrates, as evidenced by our renewal rate, the members return on investment.

Renewals

In 2014, 77% of the Finance Committee members were “renewals,” or individuals that had served on the Committee in the past. In 2014, 71% of the membership came from renewals. (Figure 5)

WHY I’M A Republican...

• The United States of America is founded on principles of, “life, liberty, and the pursuit of happiness,” and that all men are created free and equal;
• It is our belief that limiting the size and scope of government best protects individual freedom and liberty;
• The family is the best place to develop values, principles, and morals;
• A healthy free market economy is the foundation for successful businesses, strong families, individual prosperity, safe and thriving neighborhoods, and funding of important government services;
• Educating our youth and preparing our work force to attract new industries is crucial to the success and growth of the private sector;
• Citizens deserve a good government free from corruption at all levels, motivated by the creation of policies beneficial to its citizens and our region;
• Citizens deserve exceptional, qualified candidates who put the needs of people first, and who are selected through honest and truthful elections.

Party Officers

Policy Committee

1st Row
L to R: Ed Oliveros, Dan Carter, Policy Chairman Lisa Stickan, Kim Bartlett, Hon. Brad Lamb, David Bailey, Rob Frost

2nd Row
L to R: Hon. Mary Galinas, Candice Miller, Hon. Bruce Akers, David Williams, Sally Florkiewicz, Hon. Jim Trakas, Hon. Ron O’Leary

3rd Row
L to R: Pat McDonald, Chris Klym, Ray Headen, Tim Warner, Shannon Burns, J. Brandon Davis

Not Pictured

Central Committee Officers

From L to R
Vice Chairman Dan Carter, Chairman Rob Frost, Co-Chair Sally Florkiewicz, Asst. Treasurer David Williams

Not Pictured
Treasurer Rev. Henry Curtis, Asst. Secretary Linda Trausch

Executive Committee Officers

From L to R
Chairman Rob Frost, Vice Chairman David Bailey, Secretary Lisa Stickan, Treasurer Brad Lamb

Not Pictured
Assistant Treasurer Gordon Short
Rob Frost was first elected Chairman of the Republican Party of Cuyahoga County in 2005. In this role, he sets the overall direction and strategy for the RPCC. This includes setting priorities for political and outreach activities, as well as the annual budget and fundraising plan. He also makes all appointments to the RPCC Policy Committee and works with the Policy Committee to make provisions for the hiring of staff and setting compensation. As Chairman, he is also the main liaison between the RPCC and candidates at all levels. Additionally, he regularly represents the RPCC at state and national political events, as well as local community events, and often speaks with the media on behalf of the local party organization.

Chairman Frost is currently of Counsel at Tucker Ellis LLP, a Board Member at the Cuyahoga County Board of Elections, and has previously served on Rocky River City Council.

As Executive Director, Julie oversees the day-to-day operations of the RPCC. This includes working with the Chairman on creating the overall strategic political and operational plans and setting goals for the organization. She oversees administrative matters such as budgeting and campaign finance, management of staff, as well as working with the Party’s consultants in areas such as finance and communications. She also manages the planning and execution of RPCC events throughout the year. Additionally, Julie provides logistical and strategic support to various RPCC committees and partners and often represents the Party at community events.

Greg Allison manages all political matters for the RPCC. As the organization’s point of contact for candidates and campaigns, he, along with the Chairman, leads the Party’s efforts in candidate recruitment and assistance. This includes responsibility for overseeing the Party’s endorsement process along with the Scanning Committee Chair, producing the RPCC slate card mailings, and planning the RPCC’s annual campaign school for candidates. He is also in charge of creating and executing the Party’s Victory Plan during major election years, which involves overseeing a team of grassroots field coordinators and volunteers. As part of building this grassroots team, he also oversees the recruitment and mobilization of RPCC Central Committee members.

Republican Party of Cuyahoga County
Fax Number: 216-621-1841
Post Office Plaza
1500 West 3rd Street, Suite 120
Cleveland, Ohio 44113

*STARTING MARCH 2016
Halle Building
1228 Euclid Avenue, Suite 105
Cleveland, Ohio 44114

Social Media
Facebook: Republican Party of Cuyahoga County
Twitter: @CuyahogaGOP
Instagram: CuyahogaGOP
YouTube: Cuyahoga Republicans
In Loving Memory of Evelyn Francioli, Central Committee Secretary
&
Bob Bennett, Longtime Chairman of the Ohio Republican Party, and Former Executive Director of the Republican Party of Cuyahoga County.