



Memo:

To: Florida Democratic Party Leaders

From: Scott Arceneaux

Subject: Florida Democrats Continue On Our Path To Victory This Fall

With just 95 days left in this election cycle, Chair Thurman asked me to update you on where the Florida Democratic Party stands as we fight to bring new leadership to our state.

Since my last memo, the choice for Floridians has become crystal clear. This fall Floridians can continue the status quo or get our state back on track – they can continue with corruption-as-usual Republicans or elect our Democratic leaders who will clean up the mess in Tallahassee, hold politicians accountable and bring integrity back to our state’s government.

Floridians have a choice between a woman who has been a successful, respected business leader - one with a real Business Plan for Florida - a working mom who has served her community, and who has been in an elected office just long enough to know how out-of-touch the politicians in Tallahassee really are. Or there are two Republican politicians – one a disgraced CEO whose greatest claim to fame is running a company that incurred the largest fine for Medicare fraud in our nation’s history and the other a career politician who has run for office 14 times. These men are currently competing with each other to see who can race to the bottom first in what has been called “America's Nastiest Primary.”

Anti-incumbent Environment, Pro-Corruption Republicans Continue Benefiting Florida Democrats

Lately, it is hard to turn on the TV without seeing a pundit talking about how Democrats nationally are working to make this election a choice rather than a referendum. But in Florida, Republicans have done everything they can do to remind voters that they are the out-of-touch and corrupt establishment and they need to be thrown out. Republican leaders have been Florida’s version of the “wrecking crew.” Having spent the last legislative session in Tallahassee pushing an ultra-rightwing agenda that offended everyone from teachers to the Tea Party, from women to the police, firefighters and other first responders who keep our communities safe, the need for change in Tallahassee has never been clearer. **That is why the 2010 election is shaping up to be a referendum on the Republican leaderships’ failed policies and corrupt ways.**

Over the last six months, it has only gotten worse for the GOP. Republican Party Chairman Jim Greer was finally taken away in handcuffs and his trial date has been set for October. The Greer indictment has exposed a wash of Republican corruption and the secret backroom deals surrounding him have implicated the entire Republican leadership from Bill McCollum to Dean Cannon to new Republican Chairman John Thrasher. Floridians are forced to wonder which Republican politician or party boss will be indicted next while they listen to wire taps of Republican officials airing their dirty laundry.

Against this backdrop of corruption stands GOP candidate Rick Scott. Rick Scott, who as head of HCA/ Columbia ran a company that defrauded the taxpayers of the United States, was forced to resign in disgrace and watched as his company was forced to pay \$1.7 billion in fraud fines. Now he thinks he can buy his way into the Governor’s office, even though Scott is clearly out of touch with the values and priorities of our state. We would say he was shameless, if we thought Rick Scott actually could feel shame.

And just last week, with oil washing up on Florida’s beaches, Republicans chose to waste our tax dollars and do nothing. By refusing to even debate putting a Constitutional Amendment on the ballot that would have given Floridians a voice in the efforts to protect our beaches or pass needed relief for the businesses and citizens impacted by the spill, Republicans showed Floridians how tone-deaf they really are.

Voters Continuing To Join Florida Democratic Party In Record Numbers

Over the past several years, there has been a seismic shift of Florida's electorate. The effects of this – as voters join the Democratic Party in record numbers - cannot be underestimated.

In the 20 months since the 2008 election, Florida Democrats have out-registered Republicans every month, continuing the sizeable voter registration advantage enjoyed by Florida Democrats.

Newly Registered Voters By Party

	Democrats	Independents	Republicans	Total
June 2010	11,813	14,471	9,689	35,973
2008 Election - June 2010	301,470	288,987	206,559	797,016

[Source: Florida Division of Elections Data]

With nearly three times the number of Florida Hispanic voters joining the Democratic Party and just three percent of African-American voters registering as Republicans since the 2008 Election, Florida's changing demographics will ensure that the Democratic Party will continue to grow. While Democrats have been successful at out-registering Republicans in all age groups, the **nearly 15% advantage among voters under 40** is striking.

Demographic Breakdown of Newly Registered Voters (2008 Election - June 2010)

	Democrats	Independents	Republicans	Total
African-American	85,751	24,561	3,544	113,856
Hispanic	59,243	53,821	22,201	135,265
Other	22,480	32,689	9,208	64,377
Caucasian	133,996	177,916	171,606	483,518

[Source: Florida Division of Elections Data]

Breakdown of Newly Registered Voters By Age Group (2008 Election - June 2010)

	Democrats	Independents	Republicans	Total
18-29	135,823	129,819	86,124	351,766
30-39	43,897	46,608	23,792	114,297
40-49	38,577	38,434	26,587	103,598
50-59	34,846	31,231	25,015	91,092
60+	48,327	42,895	45,041	136,263

[Source: Florida Division of Elections Data]

Coordinated Effort Will Lead Democrats to Victory

With the political environment ripe to elect Democratic leaders across Florida and the shifting demographics of our state continuing to benefit the Democratic Party, our strong Democratic candidates are well-positioned to win this fall. We have the strongest statewide ticket we have had in years and have opportunities to win up and down the ballot. We have a candidate for Governor in Alex Sink who is a proven vote getter across party lines and who has put together the kind of grassroots campaign and financial support that it takes to win in Florida.

But as Democrats, we can't just hope the Republicans continue down their losing path. We must continue fighting every day to ensure Alex Sink is Florida's next Governor and to elect Democrats up and down the ballot -- by getting our neighbors and friends engaged, and turning out the Democratic vote this fall.

That is why for the first time ever in a non-presidential year, the Florida Democratic Party will be running a comprehensive coordinated campaign to engage activists, further empower the grassroots, and help ensure Democrats turn out to vote in the record numbers we know we can achieve. With partners like the Democratic National Committee, the Democratic Governors Association and dozens of local Democratic Clubs, Caucuses and County Democratic Committees, we will have the resources, the organization and the discipline to ensure that Florida Democrats are organized and energized for the 2010 elections and that we bring change to Florida.