

FOR IMMEDIATE RELEASE
Wednesday, July 27, 2011

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RDP claims first 2011 campaign win in Magnolia State

Special ballot initiative passes after previously failing on almost a dozen attempts

[PEARL - MS] – There is an estimated 28,000 residents in the city of Pearl, Ms and about half of them are registered voters. Billed as “The Crossroads of the South” Pearl is located where Interstates 20 & 55 meet in western Rankin County. The 11-square mile area has been incorporated since 1973 and local residents have repeatedly turned down referendums that would allow alcohol sales by the glass – that is until this past Tuesday.

“We were contacted in late 2010 about engineering both a petition drive process to get on the ballot and then the subsequent campaign for passage,” said Jay Wilson, President of Rosebay Development Partners (RDP). “Successes with these types of ballot measures were practically unheard of in the Deep South not more than five or six years ago. Finding a suitable message, which is economic development opportunity, combined with a modern campaign approach again proved successful.”

By a 62-38% margin, Pearl voters overwhelmingly voted to choose Resort Status in the special election which would allow restaurants to serve spirits and wine by the glass if they make 70 percent of their income from food sales. Supporters of the successful campaign – titled, “Pearl Forward Now – www.pearlforwardnow.org created by RDP - believe passage now makes the city competitive with neighboring towns and should generate a new revenue stream for the city to improve services.

Neal Orr, Executive Vice-President of RDP, feels micro-targeting is particularly necessary in these types of elections. “Identifying your voters while not alarming your adversaries is much easier said than done,” said Orr. “Consistently communicating a two-step process – petition signature and then vote on special election day – has an added element of voter action not generally required in most standard elections. Not only were we able to identify our voters but the campaign also boosted a 22% turnout which is almost impossible with only one item on a ballot. Never mind that it was 92-plus degrees on a weekday in July! ”

RDP, LLC based in Birmingham, AL with offices in Huntersville, NC, is a consulting firm with its core competency being centered on a rock solid fund-raising system that has the ability to produce record setting results. The company provides a management team with decades of leadership experience as well as cutting-edge communications and technology solutions.

“We’ve utilized our web-based advertising & social network platform on multiple political campaigns, but this ballot initiative was a first,” said Wilson. “I monitored our progress daily to see the variations and although some tweaks were needed that differed from standard campaigns it just proved that our fundamentals on the process are solid and easily adaptable.”

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