

Casino Gaming Referendum

Business Challenge/Environment

A leading international luxury gaming resort operator sought a license for a new billion dollar facility in a highly competitive major urban market. A successful referendum vote in the host community was required as well as a demonstration of community support.

Our Approach

We initiated a comprehensive education campaign, supporter ID and grassroots mobilization effort that included:

- An intense field operation organized at the precinct level resulting in identification of over 11,000 supporters.
- A city wide door-to-door canvass and phone and mail programs.
- A Telephone Town Hall that put thousands of voters on the phone with the developers and local officials in a tightly controlled and successful interactive event.
- An extraordinary digital campaign that included multiple social media channels, web supporter capture, video petitioning, geotargeting, paid search and social advertising, moderated discussion groups, patch-through emails, digital canvassing and letter generators.
- An Election Day get out the vote effort utilizing hundreds of volunteers, poll checkers, door knockers, shuttle drivers and a massive phone operation.
- Business community outreach resulting in over 500 business owners publicly endorsing the project.
- Generation of thousands of cards, letters and petitions pledging support and urging awarding of the license.

Outcome

Our client won an unprecedented 87% landslide victory. The definitive election results as well as packed hearing rooms and thousands of cards, letters and petitions demonstrated massive and unrivaled support for the project.

CASE STUDY