HARRIS COUNTY REPUBLICAN PARTY

Harris County Republican Party

2017 ANNUAL REPORT

HARRIS COUNTY REPUBLICAN PARTY

2017 Annual Report • Table of Contents

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HARRIS COUNTY REPUBLICAN PARTY

… the party has never been more active, more diverse, more energized to win.

A letter from the Chairman

2017 was a year of incredible consequence for the Harris County Republican Party. As we begin the new year, we embrace 2018 with eagerness and anticipation. Our work will keep Harris County red, and help our great candidates win - from the top to the bottom of the ballot. Achieving victory will be an enormous undertaking, requiring all of us to work together.

The Annual Report for 2017 details many of the party's significant accomplishments during the past year. It was a year of phenomenal growth: adding more than 260 precinct chairs since 2014, five full-time staffed offices across the county, and our expanding reach in the southeast part of Harris County, where we've made great strides in Pasadena and Baytown.

Our fundraising continued to grow at a rapid pace in 2017. We raised over $800,000 and continue to increase membership in the Grassroots, Foundation and Cornerstone Clubs. These key supporters are committed to the long-term success of the HCRP. We are also excited for what 2018 holds. We will be introducing new levels of financial support membership that offers options for big and small donors alike.

As we worked to grow the party across the county, we overhauled our communications strategy. This began with adding a full-time Communications Director to the staff. This helped us take significant steps to increase our availability to the media, and improve our relationships with members of the press and numerous media outlets.

We have also seen improvements with the reach and effectiveness of our messaging. The HCRP is reaching a wider, bigger audience than ever before. This change takes effect at a critical time for the party as part of a broader political movement, since the ways people consume information is changing dramatically.

Overall, the party has never been more active, more diverse, more energized to win. We have recruited more activists, more precinct chairs, and more candidates for office, which gives us more opportunities for success. 2018 will be a year of hard-fought victories as we work together to **#KeepHarrisCountyRed!**

– Paul Simpson

Paul Simpson,
Chairman

Benjamin McPhaul,
Executive Director

Kate Tankersley,
Finance Director

Hannah Mathems,
Organization Director

Vlad Davidiuk,
Communications Director

Lydia Elseth,
Office Manager

Nathan Gordon,
Field Director

2017 Field Organizers

Caleb Cote,
NW Field Rep

Joe Spencer,
SE Field Rep

Victor Sanchez,
Baytown Field Rep/
Engagement Rep

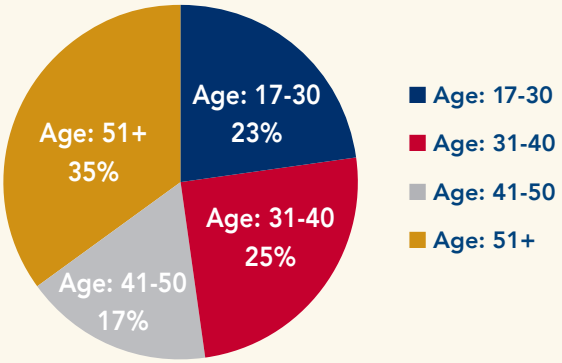
Rudy Fonseca,
NE Field Rep

HARRIS COUNTY REPUBLICAN PARTY

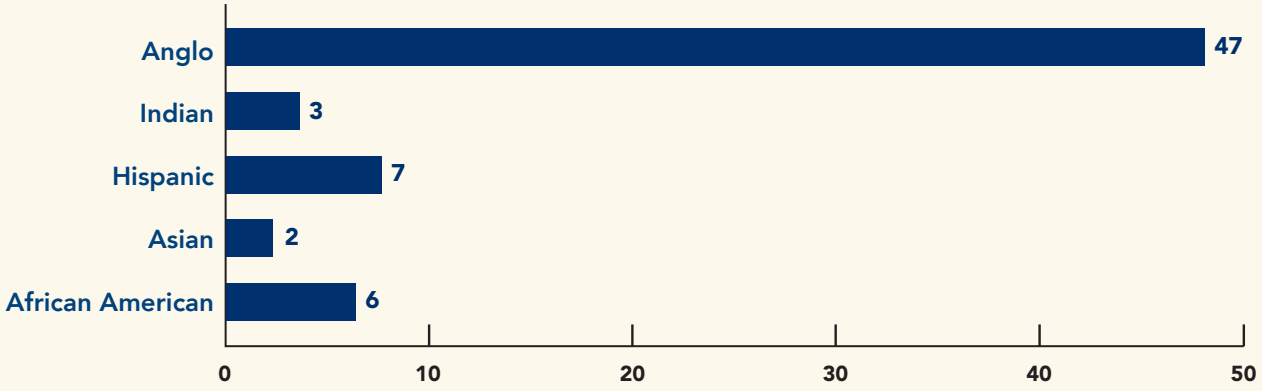
Expanding Field Operations in the "Off-Year"

Volunteer Phone Calls:	114,351
Volunteer Doors Knocked:	10,141
New Pct. Chairs Recruited:	65
Abbott Universities Held:	5
Training & Development Committee Quarterly Sessions:	4
HCRP 1-on-1 Training Sessions:	64
1-on-1 Volunteer Meetings:	231
House Meetings:	8

2017 New Precinct Chairs by Age



2017 New Precinct Chairs by Ethnicity



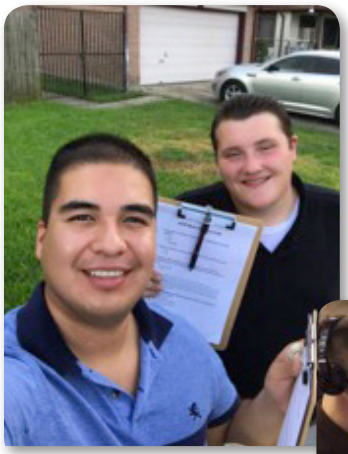
Expanding Field Operations in the "Off-Year"

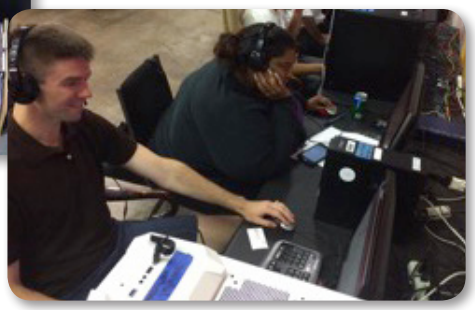
Growing & building the party across Harris County

- Five full-time staffed county-wide offices including our most recent office opened in April 2017 in Baytown. More campaign office openings planned for 2018 election cycle.
- Recruited members and working with TFRW to form new Republican Women's club in Baytown area.
- Expanded community engagement efforts; increasing focus beyond grassroots to organizations with in-house engagement staffer.
- Ongoing year-round recruiting and training of precinct chairs (more than 260 since 2014).
- Working with Abbott campaign in activist recruitment, training, and team building.
- Working hand-in-hand with Abbott & other campaigns in voter modeling; shared data with statewide candidates & RPT in 2018.

Winning municipal and school board elections

- Won 8 of 9 races in 2017 in Humble, Pasadena, and Pearland vs. Democrat LIFT / Indivisible / TOP candidates - 77,947 volunteer phone calls, 7,487 volunteer door knocks.
- Using data gained to expand organization and target voters.





HARRIS COUNTY REPUBLICAN PARTY

Engaging ALL Communities in 2017

The Harris County GOP spent 2017 working closely with all communities to find new ways to increase growth, provide opportunities, and encourage prosperity across Harris County. We are committed to engaging with every community and will continue to foster engagement on every street and in every neighborhood. We were honored to partner with numerous organizations including the MLK Association of Texas, Texas Asian Republican Club, Hispanic Republicans of Texas, as well as Chambers of Commerce and business organizations around the County to grow the ranks of their organizations, identify new Republicans and work towards expanding our efforts in every community.

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HARRIS COUNTY REPUBLICAN PARTY

Engaging ALL Communities in 2017

- Cinco De Mayo Parade
- Asian Market Nights
- Kosher Chili Cook-Off
- Fall of Saigon Memorial
- Festival de la Hermandad Cuba Mexico
- East End Festival
- Lunar New Year Viet Hoa Center
- Texas Dragon Regatta Race
- Houston Taco Festival

HARRIS COUNTY REPUBLICAN PARTY

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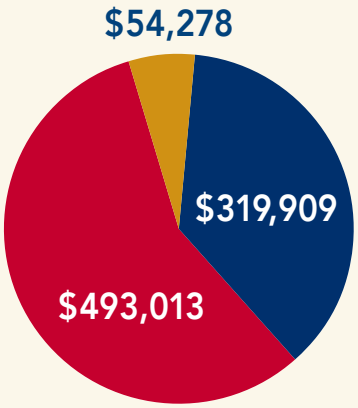
HARRIS COUNTY REPUBLICAN PARTY

Fundraising & Events Overview



- Events and Grassroots Fundraising
- Club Memberships
- Other

Total Raised = $867,200

- Brunch and Celebration for the inauguration of the 45th President of the United States, Donald Trump & Vice President, Mike Pence
- Reception honoring the Harris County Delegation during the 85th Legislative Session with State Senators and Representatives
- Houston Livestock Show and Rodeo with Comptroller Glenn Hegar and Railroad Commissioner Ryan Sitton
- Lincoln-Reagan Dinner honoring Congressman Bill Archer and featuring keynote speaker U.S. House Majority Whip Leader Kevin McCarthy
- Membership Club Events with Governor Greg Abbott, U.S. Senator Ted Cruz and Comptroller Glenn Hegar
- Leadership Institute Candidate Training
- Ballot Petition Signing Party with State, County, and Judicial Candidates
- Campaign Kick-Off with Special Guest Lieutenant Governor Dan Patrick
- Networking Happy Hour honoring Judicial Officeholders and Candidates

2017 Membership Events

- **Houston Livestock Show & Rodeo with Commissioner Ryan Sitton & Comptroller Glen Hegar :**
  24 in attendance

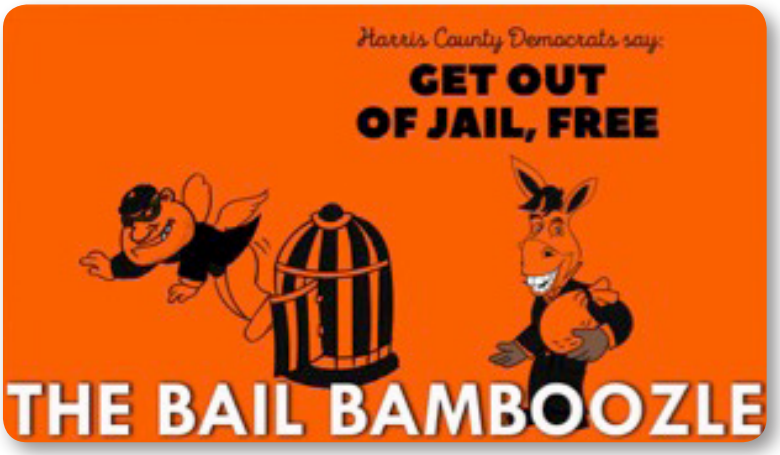
- **Breakfast with Chairman Simpson and Comptroller Glen Hegar:**
  62 in attendance

- **Judicial Happy Hour:**
  100 in attendance

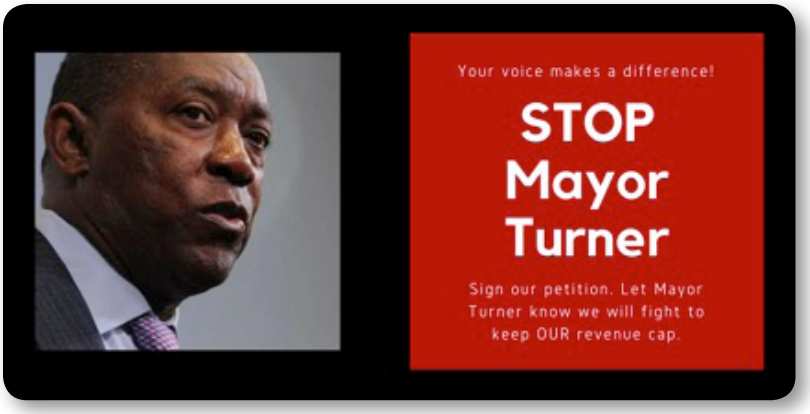
- **Breakfast with U.S. Senator Ted Cruz:**
  68 in attendance

HCRP Expanded Communications

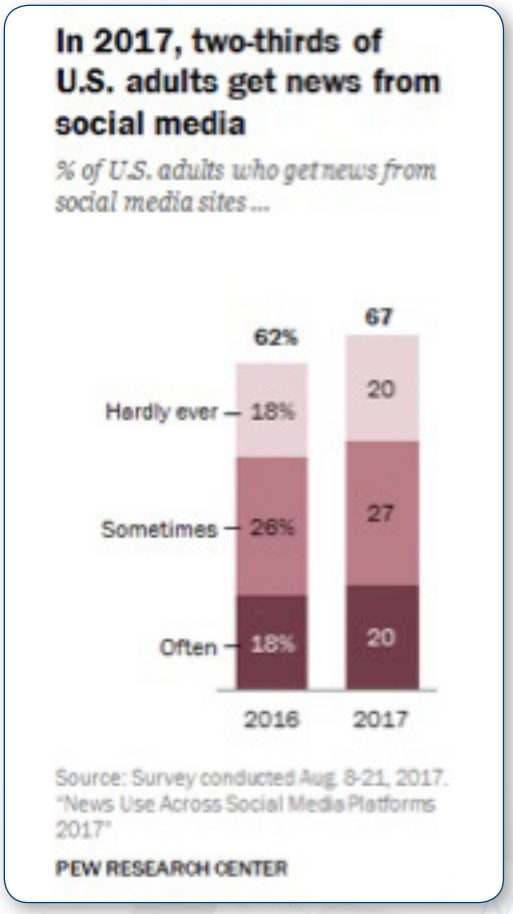
- **Expanding communications efforts and branding for 2018**
  - Highlight importance of local government.
    (e.g., Turner follies, Bail Bamboozle, HCRP Heroes)
  - Full-time Communications Director now on board.
  - Expanding use of digital videos through in-house production studio and other online media production.



HCRP Expanded Communications



HCRP Social Media

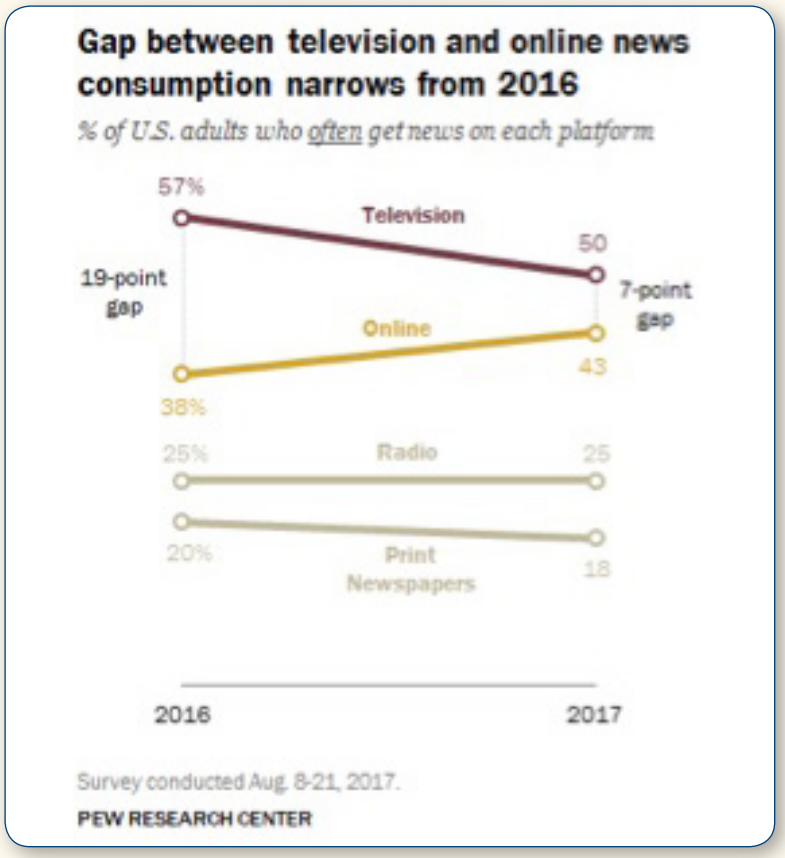


As the Pew Research Center reported; *"as of August 2017, 43% of Americans report often getting news online, a share just 7 percentage points lower than the 50% who often get news on television."*

http://www.pewresearch.org/fact-tank/2017/10/04/key-trends-in-social-and-digital-news-media/

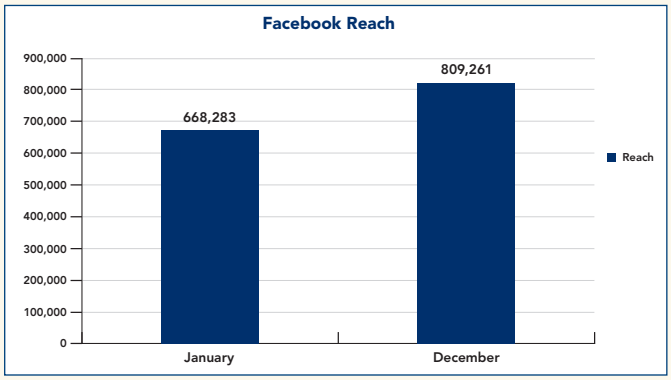
We've recognized and responded to this remarkable shift in media consumption. More of our content and messaging than ever before will be featured on our numerous social media platforms, and will either be LIVE or in immediate relevant context as we reach an ever-broadening audience. In other words, the HCRP will continue to be a hugely relevant part of the ongoing conversation, a key part of shaping the daily narrative.

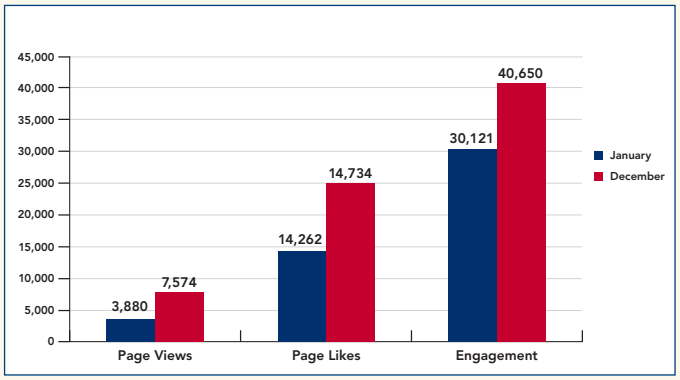
HCRP Social Media

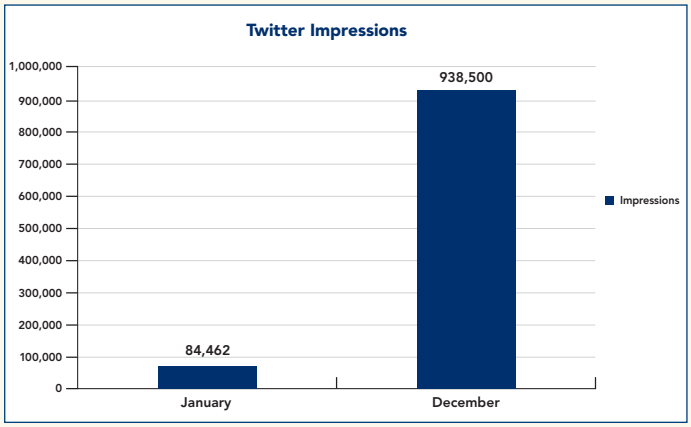


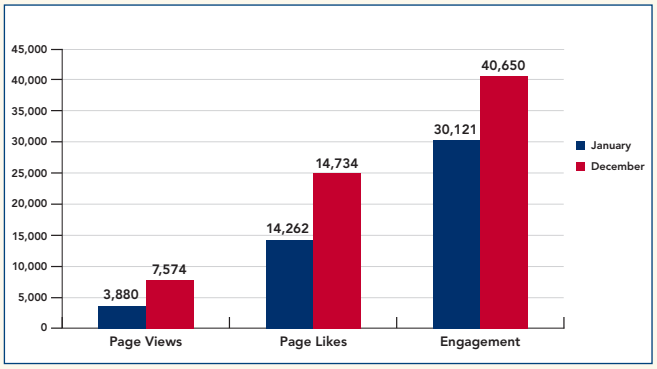
More than ever before, people are turning to online sources for news and information - especially for news that the mainstream media ignores or misrepresents. We have taken advantage of this opportunity to become a timely and effective resource for information, facts and messaging that our supporters value, and that engages our followers to take effective action.

HCRP Social Media









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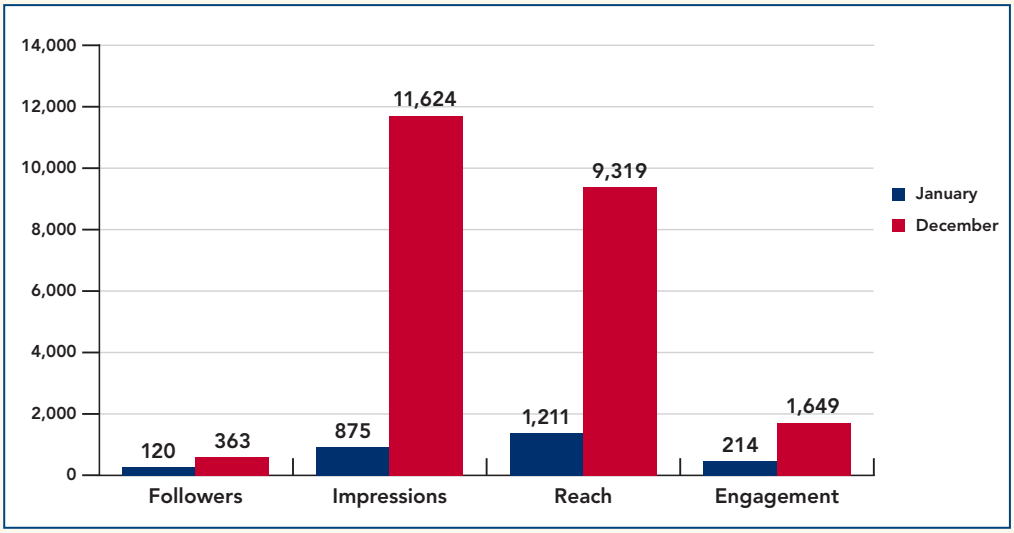

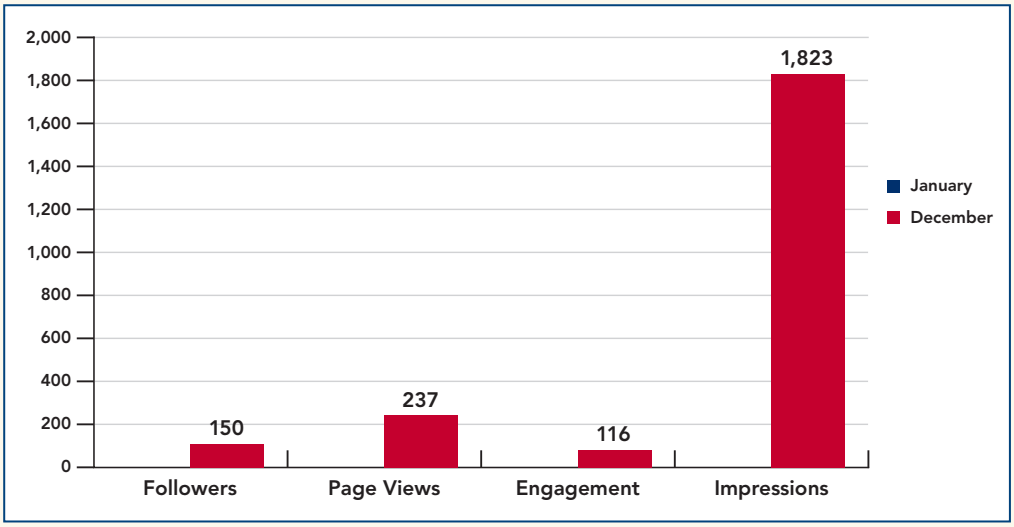

HCRP Social Media

HCRP Messaging	Jan 2017	Dec 2017	Net Increase	Increase %
Social Media Reach	779,791	2,065,687	1,285,896	165%
Social Media Followers	15,880	17,054	1,174	7%
Email List (Newsletter)	13,932	15,669	1,737	13%
Email List (Bulletin)	416	625	209	50%

**All numbers in this social media section reflect 6 months of having a full-time, in-house Communications Director on Staff

HCRP Broadcast Studio

HCRP Studio	Jan 2017	Dec 2017	Net Increase	Increase %
Reach	25,834	306,784	280,950	1,088%
Video Views	76,595	108,928	32,333	42%
Minutes Viewed	15,019	53,308	38,289	255%
Engagement	4,276	17,628	13,352	312%

- **Hannity calls Republican Party 'Dead'**
  iHeartMedia - 12/6/17

  Simpson adds that if Hannity wants to fight someone, he should go after Democrats, because that's where the real fight is.

  "I'd love to see him attack Democrats. We fight with them every day here in Texas," Simpson stated.

- **Low turnout, high stakes for Houston in Election 2017**
  KHOU - 11/7/17

  Simpson says the party is against the city's four bond propositions totaling nearly $500 million. Propositions B through E would issue general obligation bonds to upgrade public safety stations and equipment, as well as renovate and build new parks, libraries, and community centers.

  "That's not the way you finance the city's operations," said Simpson. *"There's probably a lot of other ways to address these. It's not with this 30-year note mortgage approach to fixing ongoing needs."*

- **Senate passes Tax Cuts and Jobs Act 51-49**
  Fox 26 - 12/02/017

  "Trillions of dollars are being left overseas, want to bring those jobs back home for Americans, it also expands personal deductions so it makes tax a lot simpler, expands child tax credits for families and one of the things Senator Ted Cruz was instrumental in passing is an expanded benefit for education savings from kindergarten through twelfth graders," he says.

HARRIS COUNTY REPUBLICAN PARTY

We Couldn't Do it without YOUR Support

Finance Chairman, Joseph O. Slovacek

CORNERSTONE CLUB

Norman Adams • David Beck • Dr. Devinder Bhatia • Boeing PAC • U.S. Congressman Kevin Brady • Fred Caldwell • Patricia & Steve Chazen
Michael Cokinos • U.S. Senator John Cornyn • U.S. Congressman John Culberson • Jane & Bob Borochoff
Judge Sheri Y. Dean • Mano DeAyala • David Dominy • County Judge Ed Emmett • Windi & David Grimes
The Friedkin Group/Gulf States Toyota • Alan Hassenflu • Jim Holcomb • State Sen. Joan Huffman • IEC Texas Gulf Coast
Judge Jay Karahan • Nancy Kinder • W. Mark Lanier • Judge James Lombardino • John Lodge • Louis Macey • Steven P. Mach
Guy Matthews • U.S. Congressman Michael McCaul • Abdon Mendez • Macy & Mayes Middleton • Ted Miller • Mischer Investments
Dan Moody, III • John "JR" Moon, Jr. • County Comm. Jack Morman • Stewart Morris • Keith Mosing • Wiley Mossy • John L. Nau, III
Nam Nguyen • Pat Oxford • Khalid "Ken" Parekh • Lieutenant Governor Dan Patrick • Perry Homes • Susan & Pat Rutherford
Sarah Schlager & Lee Cook • Joseph O. Slovacek • Kelley & Brent Southwell • Joe Swinbank • Texas Central Partners
Council Member Greg Travis • The Trey Blocker Show • William Van Pelt, IV • Kathaleen Wall & Holly Frost • Judge Wesley Ward
David Weekley • Richard W. Weekley

FOUNDATION CLUB

Allen Boone Humphries Robinson LLP • Lyle Asplin • Bay Area Republican Women • Beer Alliance of Texas • State Sen. Paul Bettencourt
Judge Jane Bland • State Rep. Dwayne Bohac • Justice Marc Brown • Justice Brett Busby • CEMEX PAC • County Comm. Jack Cagle
Justice Jennifer Caughey • Judge Theresa Chang • John Chiang • George Clevenger • District Clerk Chris Daniel • Harold R. DeMoss, Jr.
Shelly Lesikar deZevallos • Nell Dougherty • State Rep. Gary Elkins • Charles Flournoy • Mike Garver • Gary Gibson
Patricia Harless • Stacy Hock • Howard Holsenbeck • Joanne Hook • State Rep. Dan Huberty • J. Patrick Hughes • Bill King
Judge James Lombardino • Locke Lord, LLP • Lockheed Martin Aeronautics • Justice Michael C. Massengale • Cecilia Binig McCann
State Rep. Tom Oliverson • Judge Rory Olsen • Glenda Perryman • Republican Women's Club of Katy • Marc Rodriguez
State Rep. Kevin Roberts • Marc Rodriguez • State Rep. Mike Schofield • Don Self • Spring Branch Republicans
Texas Asian Republican Club • Texas Star Alliance • Geric Tipsword • Stephen Touchstone • Judge Loyd Wright • Fred Zeidman

GRASSROOTS CLUB

Xavier Alfaro • Joan Alford • Adam Anderson • Robin Armstrong • U.S. Congressman Brian Babin • Dr. Lisa Babin • Jimmy Baker
Susan Baker • David Balat • Howard Barker • William & Merilee Beazley • Mike Bercu • Michael Best • Andrew Biar • Ray Black, Jr.
Judge Stacey Bond • Scott Bowen • Justice Bill Boyce • Justice Denise Bradley • Jay Brandon • Justice David Bridges
Justice Harvey Brown • Justice Marc Brown • Susan Brown • Aaron Burdette • John Burns • Land Comm. George P. Bush
Penny & John Butler • Judge Christine Riddle Butts • Judge Katherine Cabaniss • State Rep. Briscoe Cain • Judge Marc Carter
Larry Cernosek • Judge John Clinton • Kristin Cobb • Judge Denise Collins • Jarrod Compton • Dan Comstock
Conservative Citizens Club PAC • Railroad Comm. Christi Craddick • Judge Pamela Derbyshire • Judge Glenn H. Devlin
Justice John Donovan • Grant Dorfman • Ramsay Elder • Judge Catherine Evans • Judge David Farr • Judge Michael Fields
Don Fisher • Ralph Fite • Judge Natalie Fleming • Fred Flickinger • Austen Furse • Judge Brent Gamble • Linda Garcia
Lane Genatowski • Dylan M. Glass • Stephen D. Glass • Edward Goldsberry • Angelina Gooden • Craig & Judge Paula Goodhart
Judge Kristin Guiney • Clint Hackney • Jonathan Hansen • Judge Will Harmon • Judge Bradley Hart • Christin Hartung
Jonathan Havens • Judge Barbara Hervey • Judge Dan Hinde • Renee Hinojosa • Ed Hubbard • Elizabeth Hughey
Rhonda Hurley • Meredith Iler • V. Wayne Isaacks • Judge Martha Hill Jamison • Sharon Jennings • Hope Johnson • Justin Keiter
Judge Sharon Keller • Sonny Khatua • Bill King • Leo Kozadinos • Council Member Michael Kubosh
Mary Grace & Judge Michael Landrum • Gary Lee • Alyssa Lemkuil • Clyde Leuchtag • Justice Russell Lloyd • Patrick J. Luby, III
Erin Lunceford • Renee Magee • Mary Lynn Mather • Judge Sylvia Matthews • Leslie May • Judge Debra Ibarra Mayfield
Jesse McClure • Alexander McCoy • Christopher McDonald • Lawrence McGaffie • Russell Metzler • Judge Lisa Millard
Judge Roy L. Moore • Carlin Mothersbaugh • State Rep. Jim Murphy • Agriculture Comm. Sid Miller • Danny Nguyen • Keith Nichols
Billy C. Oliver, Jr. • Optimum Consulting • Ruijing "Rachel" Ou • Jessica Padilla • David Palmer • RAMP • Sawan Patel
State Rep. Dennis Paul • Attorney General Ken Paxton • Ana Pavalock • Gary Pearson • Mary Katherine Pfeffer • Bill Phelps
Judge John F. Phillips • Judge Charley Prine • Steven Racciato • Debra and Richard Risinger • Judith Ross • Jason Rowe • Ryan Rowley
Jim Russ • Terry Sain • Judge H. John Schmude • Judge Mike Schneider • Judge Jeff Shadwick • Fred Shannon • Leslie Shatto
Fred Shuchart • Cynthia Siegel • Chairman Paul Simpson • E. Ashley Smith • Judge Dan Spjut • Judge Diane Bull Spjut
John Spjut • Springs of Life Church • County Clerk Stan Stanart • Steele Law Group • Judge Linda Storey • Sarahjane "SJ" Swanson
Mercedes Tang • State Sen. Larry Taylor • Tammy Thomas • Lisa Townsend • Eugene Tulich • Judge Vanessa Velasquez
Village Republican Women Club • Visions Property Management • Judge Dib Waldrip • Elizabeth Walker • Pam Wang
Charlie Weakly • William Whitefield • Judge Analia Wilkerson • Judge Randy Wilson • Welcome Wilson, Sr. • William C. Wilson
Daniel O. Wong • Martha Wong • Judge Loyd Wright • Terry Yates • Judge Alicia York

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