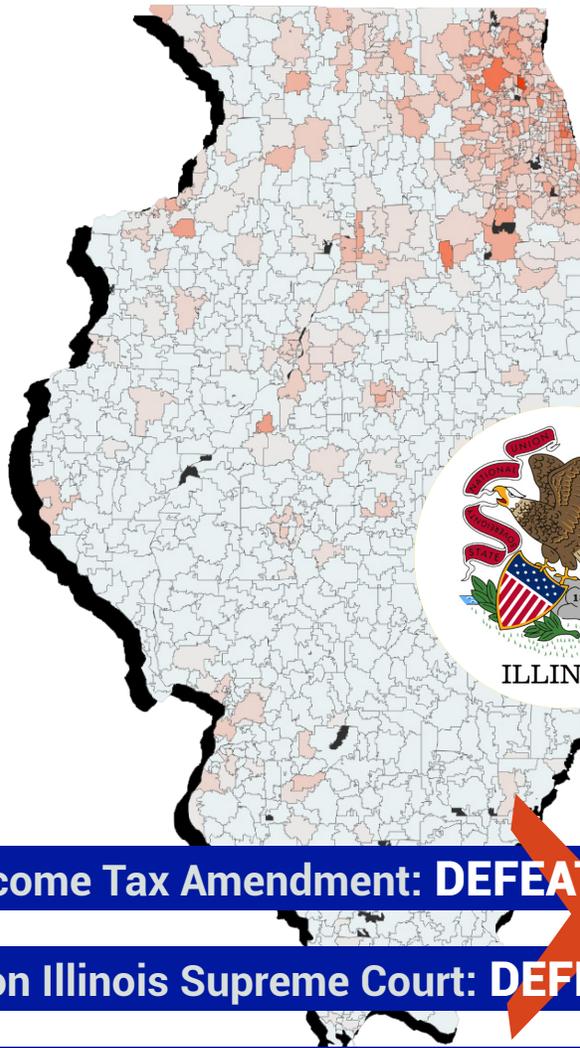




# Illinois Chamber of Commerce 2020 Election



Progressive Income Tax Amendment: **DEFEATED**

Trial Lawyer Ally on Illinois Supreme Court: **DEFEATED**

Conservative, Unbiased Supreme Court Justice: **ELECTED**



# Defeating the Progressive Income Tax

*The Chamber has been creating and executing an extensive grassroots campaign against the progressive income tax amendment since Gov. Pritzker first took office in January, 2019, and announced his plan to amend Illinois' constitution to create more taxing power for the state.*

## Statewide Media Campaign

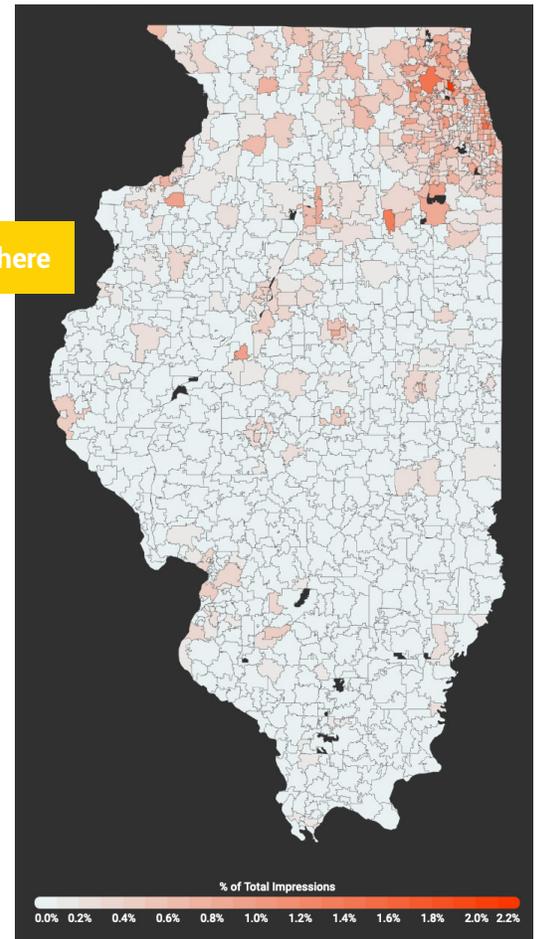
The Chamber teamed up with the Coalition to Stop the Proposed Tax Hike Amendment on a tens of millions of dollars statewide media campaign featuring Illinois Chamber President and CEO Todd Maisch and other business leaders.

## Chambers Against Tax

The Chambers Against the Progressive Tax PAC engaged with nearly 30 local chamber communities and created **24 landing pages** for partner chambers with resources, videos, and links to get involved. It also led an aggressive digital advertising campaign to key voters totaling over **4.4 million digital ad impressions** from Facebook, Instagram, Google and over 900 petition sign ups after programmatic ads under 'Chambers Against Tax.'



## Chamber Digital Placement



Chamber ads totaled **4.4 million digital ad impressions**

Chamber was featured in over **100 news articles** on the amendment

Chamber gave dozens of presentations on the progressive tax reaching **thousands of business leaders**



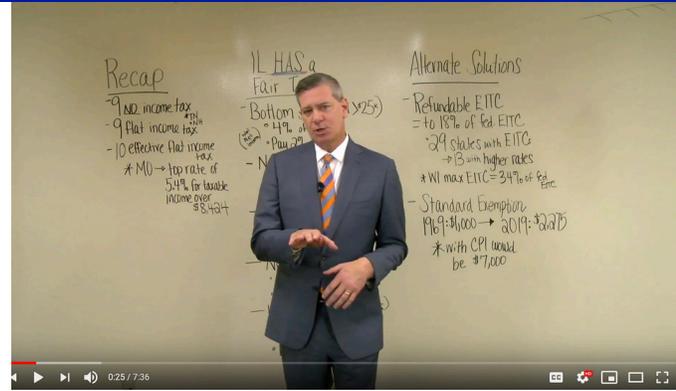
# Driving the Debate

## Progressive Income Tax Video Series

Over the last two years, the Chamber produced the **Progressive Income Tax (PIT) video series** to help inform legislators, stakeholders and the public on the negative impact a progressive income tax could have on Illinois families. The Chamber put a small amount of money to boost an especially popular video resulting in **over 28,000 views**.

## Coalition Building

The Chamber coordinated with other stakeholders to gather a coalition of 42 business organizations, including more than 30 chambers of commerce throughout the state to oppose the amendment through grassroots mobilization.



## The Coalition

- Associated Builders & Contractors
- Aurora Regional Chamber of Commerce
- Auto Parts and Service Association of Illinois
- Bolingbrook Area Chamber of Commerce
- Byron Chamber of Commerce
- Chamber 630
- Champaign County Chamber of Commerce
- Chatham Area Chamber of Commerce
- Crystal Lake Chamber of Commerce
- Decatur Regional Chamber of Commerce
- Edwardsville / Glen Carbon Chamber of Commerce
- Effingham County Chamber of Commerce
- Greater Fayette County Chamber of Commerce
- Greater Oak Brook Chamber of Commerce
- Heritage Corridor Business Alliance
- Home Builders Association of Illinois
- Illinois Business Alliance
- Illinois Chamber of Commerce
- Illinois Farm Bureau
- Illinois Hispanic Chamber of Commerce
- Illinois National Federation of Independent Business
- Illinois State Black Chamber of Commerce
- Jefferson County Chamber of Commerce
- Joliet Region Chamber of Commerce
- Lockport Chamber of Commerce
- Lombard Area Chamber of Commerce and Industry
- Manteno Chamber of Commerce
- McLean County Chamber of Commerce
- Mid-West Truckers Association
- Metro-East Regional Chamber of Commerce
- Midwest-South Eastern Equipment Dealers Association
- Monmouth Chamber of Commerce
- Naperville Area Chamber of Commerce
- Peoria Area Chamber of Commerce
- Quad Cities Chamber
- Quincy Chamber of Commerce
- Rockford Chamber of Commerce
- Sycamore Chamber of Commerce
- Southwestern Illinois Employers Association
- Technology and Manufacturing Association
- The Greater Springfield Chamber of Commerce

*“Opposition, led in large part by the Illinois Chamber of Commerce, has centered on what the tax would do to businesses and what lawmakers might do in the future if voters give them the opportunity to levy taxes on portions of the electorate at any one time, rather than on every taxpayer at once.”*

**Herald & Review** –Herald & Review

*“Business groups, namely the Illinois Chamber of Commerce and the National Federation of Independent Business’ Illinois Chapter blanketed the state with messaging that the change meant kicking small businesses when they were down.”*



–WBGZ News

*“Anti-amendment groups, which also include the Illinois Farm Bureau and the Illinois Chamber of Commerce, raised \$62.4 million.”*

**Chicago Tribune**

–Chicago Tribune

*“Illinois Chamber of Commerce President and CEO Todd Maisch said voters didn’t buy the graduated income tax proponents’ promise that only high-income earners would continue to pay a higher share of income taxes over time.”*



–NPR

*“The defeat of Gov. J.B. Pritzker’s graduated income tax proposal showed that motivated, mobilized business leadership can shape key policy decisions in this state.”*



–Crain’s Chicago Business

[See full list of articles here](#)

# Changing the Supreme Court

## Kilbride

The Illinois Chamber of Commerce PAC was the only business group **to publicly call for the non-retention** of Illinois Supreme Court Justice Thomas Kilbride, due to his aggressive anti-business, one-sided approach to judicial rulings. Kilbride became the first Illinois Supreme Court Justice to ever not be retained and the seat will go to a General Election in 2022 giving the GOP the opportunity to flip the court 4-3.

## Overstreet

The Illinois Chamber PAC has been the largest financial support of Illinois Supreme Court Elect Justice Overstreet, donating \$10,000 to his appellate court race in 2018 and \$10,000 to his Illinois Supreme Court Justice race in 2020.

## Benton News

### News

## Overstreet wins spot on Illinois Supreme Court

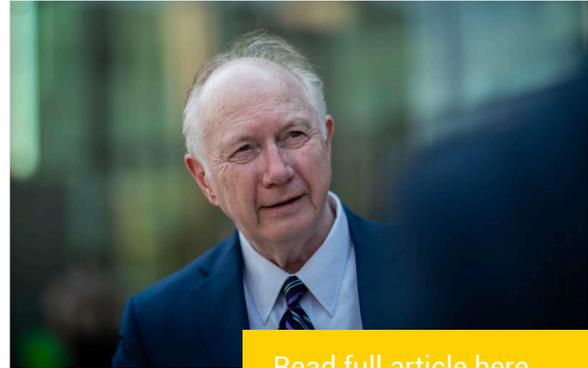


SOUTHERN ILLINOIS -- Republican Judge David Overstreet won a spot on the Illinois Supreme Court over Democratic opponent Judy Cates to replace Lloyd Karmeier in Tuesday's election.

[Read full article here](#)

## Chicago Tribune

## Speaker Madigan dealt blow as Democratic Illinois Supreme Court justice concedes defeat



Illinois Supreme Court Justice Thomas Kilbride attends Chicago Tribune)

[Read full article here](#)

Illinois House Speaker Michael Madigan was dealt a blow Tuesday as Democratic Illinois Supreme Court Justice Tom Kilbride conceded defeat following a **record-smashing, big-dollar fight** against a pair of billionaires who wanted to unseat him.

## Federal Races

The Illinois Chamber was proud to support the US Chamber of Commerce's congressional endorsements of five outstanding leaders for the Illinois business community, all of which were victorious:

- ✓ Congressman Rodney Davis (IL-13)
- ✓ Congressman Mike Bost (IL-12)
- ✓ Mary Miller (IL-15)
- ✓ Congressman Adam Kinzinger (IL-16)
- ✓ Congressman Darin LaHood (IL-18)

## Help Chamber PAC Impact 2022

- Another tax increase amendment.
- Control of the Illinois Supreme Court.
- Restoring balance in the Illinois General Assembly.

These are the election priorities for the Illinois Chamber and our affiliates in 2022. If you share these priorities, won't you help us build on the successes of 2020?

Your financial contributions will allow us to be even more effective for you in 2022. To make a contribution or receive additional information, please contact Todd Maisch at (217) 522-5512, ext. 233 or at [tmaisch@ilchamber.org](mailto:tmaisch@ilchamber.org).

A copy of our report filed with the State Board of Elections is (or will be) available on the Board's official website ([www.elections.il.gov](http://www.elections.il.gov)) or for purchase from the State Board of Elections, Springfield, Illinois