

## Tahoe Donner HOA Election Analysis 2017-2021

Year; total electorate vote	2017 32% vote	2018 32% vote	2019 43% vote	2020 48% vote	2021 No campaign
Range of Estimated Candidate Expenditures*	\$300-\$3,000 depending on whether a mailer was sent; lowest vote candidates spent \$0	\$100-\$5,000 depending on mailer(s); lowest vote candidates \$0	\$25,000-\$30,000, \$3,000, \$100	\$6,500, \$3,000, \$1,000; lowest vote candidate \$0	
Outside anti-candidate negative expenditure				Individual Director: \$5,000	
Outside pro-candidate expenditure				PAC: \$5,000	

- The highest spending candidates were more likely to win; the lowest spending candidates generally lost. The number of mailers was the single most determinative factor in spending. Higher spending (and more mailers) was correlated with higher voter turnout. Design, writing and editing, and consulting services were often donated.
- The 2019 election saw the highest spending to date, with all candidates making campaign expenditures.
- The 2020 campaign saw a significant negative campaign, funded by a sitting Director, as well as a PAC mailer in support of several candidates. A PAC hides the identity of the donor(s). The average candidate expenditure was \$3,000. Approximate expenses in 2020:

Cost for a mailer--\$5,000

Signs--\$1,000

Email services and website design--\$300

\*Not all candidates provided expenditure information and when provided, the expenditures are estimated.