

Pat McCrory's "Pat" Ad

<p>"Charlotte's longest serving mayor"</p>	<p>"Patrick McCrory 1995-2009: Mayor McCrory was the first seven-term Mayor in the history of the City of Charlotte, setting a record as the City's longest-serving Mayor." (<i>"Past Mayors,"</i> Charmeck.org, Accessed 8/11/2012)</p>
<p>"helped turned the region into an economic powerhouse, adding tens of thousands of jobs"</p>	<p>Between November 1995 and November 2009, Charlotte gained over 62,000 net new jobs, a 25% growth. (<i>Local Area Unemployment Statistics, North Carolina Department of Commerce Division of Employment Security</i>)</p> <p>While Pat Served as Mayor, Charlotte Kept Its Eye on the Future</p> <ul style="list-style-type: none"> • "But he helped keep the city moving forward and reaching higher." (<i>Editorial endorsement: "McCrory for governor" Greensboro News & Record, 10/12/2008</i>) • Bob Morgan, president of the Charlotte Chamber: "He has been an incredible spokesperson from an economic development perspective. He sells to corporate CEOs as well as (former Gov.) Jim Hunt did." (<i>"Tenure of 7-term mayor hasn't lacked for friction", Charlotte Observer, 10/13/2008</i>) <p>Mayor McCrory Actively Recruited Companies to Move to Charlotte, Including Siemens and the Shaw Group</p> <ul style="list-style-type: none"> • Examples of New Businesses and Organizations in Charlotte While Pat McCrory was Mayor: Zenta, GMAC Financial, Husqvarna, Siemens, Diagnostic Devices, Electrolux, IBM Lender Business Process Service, Designline International, Areva, Aloft Hotel, Doosan, Hotel Sierra, Sykes Industrial Park West, IKEA, Convergys, Shaw Group Inc, Charlotte: School of Law, Carolinas Healthcare: Levine Children's Hospital, Ballantyne Corporate Park, Southfair Plaza, Fountainhead Stoneworks, Bank of America Office Tower, NASCAR Office Tower and Hall of Fame, Shutterfly Inc., Greyson Ridge, Mountain Island, Promenade, Prosperity Pointe, Silver Landing, Ritz Carlton, Pulte Mortgage, Neiman Marcus, ScentAir, Chelsea Therapeutics, Blue Bell Ice Creamery, Contractor Yard, Whole Foods, First National Bank of Arizona, General Dynamics Armament & Technical Products, Steele Creek Place, Elizabeth Project, Arbors at Mallard Creek, Wilkinson Park Business Center, Galyan's, Millennium Square, NBA Franchise, Johnson & Wales University, Crosland's West Side Project, North Crest Development, Pinnacle Point Development, PCI Wedeco, The Cheesecake Factory, Carlisle Companies (<i>"Ten Year Growth of Charlotte-Mecklenburg's New Businesses,"</i> Charlotte Chamber Economic Development Research and Information, 1/2012)

<p>“an ethical government”</p>	<p>Mayor McCrory an “Outsider” with a Reputation for “Clean,” Ethical and Efficient Government</p> <ul style="list-style-type: none"> • “But he has generally kept city government clean and helped make Charlotte a place where people want to live, and one which has attracted thousands of newcomers.” (“We recommend McCrory for governor” Charlotte Observer, 10/5/2008) • “He also vows an open and transparent government and to veto state budgets built by closed-door negotiations. Perdue for years has been part of a Senate leadership that secretly slipped items into the budget at the list minute and stifled debate. McCrory says he won’t allow that.” (“We recommend McCrory for governor” Charlotte Observer, 10/5/2008) • “We believe he would bring an outsider’s perspective, which would be healthy,” (“We recommend McCrory for governor” Charlotte Observer, 10/5/2008)
<p>“lowering crime and tax rates”</p>	<p>During Pat McCrory’s final year in office, Charlotte had its lowest crime rate in 30 years.</p> <ul style="list-style-type: none"> • “The final crime statistics for 2009 are in, and Charlotte-Mecklenburg Police Chief Rodney Monroe announced Tuesday that overall crime in the city was down 18.5 percent, giving Charlotte its lowest crime rate in 30 years.” (“Crime Statistics Show Dramatic Drops,” WSOC, 1/12/2010) • “Leading the crime decline was a 32 percent drop in homicides. Police said the 56 homicides in 2009 were the fewest since 1988.” (“Crime Statistics Show Dramatic Drops,” WSOC, 1/12/2010) • “Other crimes were also down significantly. Robberies dropped 21 percent, aggravated assault dropped 22 percent and break-ins saw an 18 percent drop.” (“Crime Statistics Show Dramatic Drops,” WSOC, 1/12/2010) <p>Pat McCrory Successfully Fought For Property Tax Cuts in 1999 Against Democrats Who Supported a Property Tax Increase</p> <ul style="list-style-type: none"> • Mayor Pat McCrory on Thursday spoke the three words most cherished by Charlotte homeowners: “Reduce property taxes.” (DAN CHAPMAN, “MCCRORY HOPES FOR TAX CUT,” Charlotte Observer (North Carolina), 1/22/1999) • Council member Malachi Greene, like McCrory, worries about the city’s rising cost of living. Yet he opposes a property tax cut because a boom town has greater needs. (DAN CHAPMAN, “MCCRORY HOPES FOR TAX CUT,” Charlotte Observer (North Carolina), 1/22/1999) • In 1999, The Charlotte city council cut the property tax rate by a half cent. (“McCrory files for third term as Charlotte mayor,” The

Associated Press State & Local Wire, 7/10/1999)

McCrory a “Moderate Who Champions Lower Property Taxes”

- “McCrory, 43, a moderate who champions lower property taxes and embraces spending on roads, transit and other public projects, will preside over a council of newcomers.” (LAUREN MARKOE, “DEMOCRATS MAY TAKE COUNCIL,” *Charlotte Observer*, 11/3/1999)

In 2005, Pat McCrory successfully “eliminated” the proposed property tax increase

- “**Revenues-related Changes:** Eliminated the proposed service expansion budget funded by a property tax increase in both fiscal years, keeping the tax rate at 42.0 cents per \$100 valuation. (*“Charlotte FY2006 & FY2007 Strategic Operating Plan Summary,” p.6, [City of Charlotte](#), 7/1/2005*)

After Pat successfully turned back a property tax hike in 2005, he vetoed another property tax increase in 2006, but it was ultimately overturned by the Democratic city council. Despite the increase, property tax rates remained lower in Charlotte than other North Carolina cities.

- “The mayor said he'd kept property taxes low and the others were approved by voters in referendums...Charlotte's property tax rate of 45.9 cents per \$100 valuation is less than Greensboro's 63.5 cents or Durham's 61.3 cents... McCrory stopped a tax increase with a veto in 2005. He vetoed a proposed increase in 2006, but Democrats overrode him.” (Jim Morrill, “Rivals rip McCrory in GOP debate; Charlotte mayor defends his record Election 2008,” *The Charlotte Observer*, 4/4/2008)
- Charlotte raised its property tax rate only once in the past decade. Mayor McCrory vetoed the increase, but City Council's Democrats overrode his veto. (Observer Staff – Editorial, “Charlotte does not have ‘highest tax rate’ - Democratic chairman's slam against McCrory is wrong.” [Charlotte Observer](#), 7/3/2008)

Property Tax Rates Significantly Decreased in 1999 & 2003

- \$0.525 in 1998 to \$0.472 in 1999 (“PROPERTY TAX RATES PER \$100 ASSESSED VALUATION,” *North Carolina Tax Research Division*, 6/30/2001)
- \$0.467 in 2002 to \$0.420 in 2003 (“Tax Rates,” [Mecklenburg County](#), Accessed 8/2012)

