

# 2009 Election Finances Update

15 December 2009 R.A. Schrack

In the original report on November 18 the final candidate financial report had not been made. I stated that if the final report made any major changes that I would issue an update. The final report on December 3<sup>rd</sup> showed increases up to 30% in expenditures of some candidates. Most candidates had changes much smaller. The final line of the table comparing the last 4 elections needs modification. The expenditures in 2009 are now much closer to the peak year of 2005.

Year	\$ Total Spent	# of Candidates	\$/Cand	Ballots Cast	\$/Ballot	Ballots/Reg
2009	94,359	12	7,863	6,406	14.73	0.17

The financial reports of the candidates can now be found on the city website at:

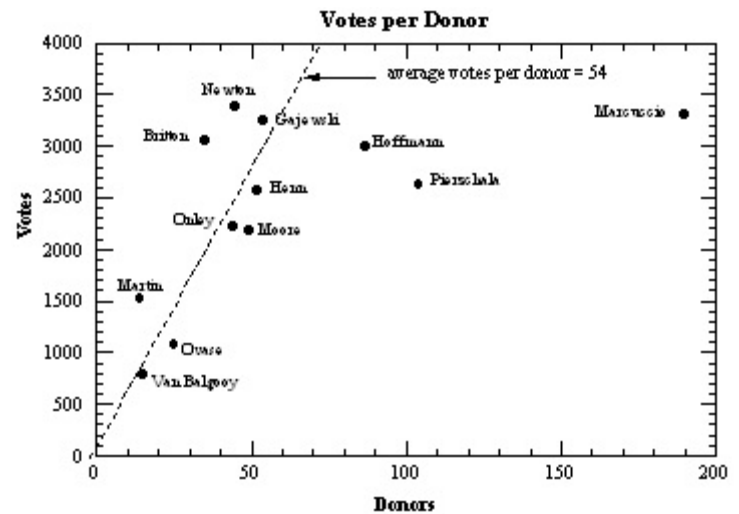
[www.rockvillemd.gov/election09/results](http://www.rockvillemd.gov/election09/results)

A comparison of expenditures in 2009 to previous elections is presented in the table on the right. The very low numbers shown for \$/Vote occurred in years that the Mayor and Council ran as a slate, greatly reducing expenses for individual candidates. Since there was no opposition to Coyle and his slate, there was no significant expenditure of money.

Year	Elec. Mayor	\$/Vote	Ave. \$/Vote
1987	Van Grack	13.61	1.64
1989	Duncan	0.62	0.26
1991	Duncan	0.68	0.69
1993	Coyle	No	Opposition
1995	Krasnow	2.03	1.07
1997	Krasnow	1.21	0.63
1999	Krasnow	1.06	0.70
2001	Giammo	6.51	2.14
2003	Giammo	5.25	1.92
2005	Giammo	8.51	3.16
2007	Hoffmann	6.64	3.33
2009	Marcuccio	6.87	2.97

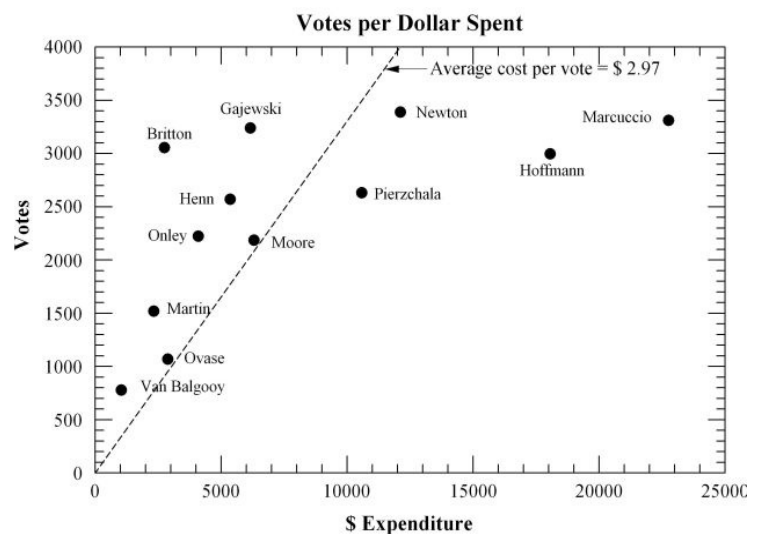
The graph labeled Votes per Donor shows in graphic form the relative votes obtained per donor. Donors are a major outreach method for a candidate. Marcuccio was remarkably effective in getting 190 donors but not as effective as other candidates in turning these assets into votes. It is possible that some slating took place to augment her vote total.

The final graph shows the cost of a vote for the candidates. The highly competitive race between Marcuccio and Hoffmann made them pay more for a vote than would be the case for a less competitive race. In the table showing the cost per vote in other elections it can be seen that in weak or non-competitive races the cost per vote drops markedly. For the council races where the candidates were closely matched in relative ability, it is clear that there is a strong correlation between campaign expenditure and votes obtained. Consider the cases of Henn and Pierzchala. Pierzchala spent nearly twice as much as Henn and beat him by only 62 votes. It is probably true that the \$6000 Pierzchala invested in his race was necessary for him to win.



On the next page the new modified tables that include the December data are shown for contributions and expenditures. The tables include an additional column showing the amounts added in the December 3<sup>rd</sup> reports.

The amounts added in the last report are quite large in some cases, but there is no indication that an attempt was made to conceal donations. Such a move might have negative consequences for it would be held against the candidate if they ran again and in addition the candidate would lose the appearance of strength before the election that could help them get votes. It is interesting to note that the largest increase in expenditures in the December report was by Marcuccio, who won.



## Contributions

Candidate	New	Total	# Donors	# N-R	% N-R	In-Kind	Total	Unpaid
	Cash Cont.	Cash Cont.		Donors	Donors	Contrib.	Contrib.	Loans
Hoffmann	1,490	20,414	87	52	60%	19	20,433	0
Marcuccio	2,083	20,244	190	13	7%	0	20,244	0
Britton	1635	3,480	35	4	11%	115	3,595	0
Gajewski	670	6,962	54	17	31%	0	6,962	2000
Henn	600	4,150	52	10	19%	250	4,400	1,500
Martin	75	2,320	14	7	50%	625	2,945	0
Moore	1,850	6,020	49	30	61%	40	6,060	243
Newton	100	6,565	45	11	24%	4,271	10,836	1,960
Onley	300	3,462	44	17	39%	830	4,292	0
Ovase	145	2,675	25	4	16%	442	3,117	0
Pierzchala	700	5,190	104	6	6%	100	5,290	6,000
Van Balgooy	50	590	15	3	20%	0	590	1,000
<b>Total</b>	<b>9,698</b>	<b>82,072</b>	<b>714</b>	<b>174</b>	<b>24%</b>	<b>6,692</b>	<b>88,764</b>	<b>12703</b>

New Cash Cont. - from the December 3 financial report

Total Cash Cont.- Total cash contribution to candidate including December 3 contributions.

# Donors - Total contributions list. There may be duplications

# N-R Donors - number of contributors with non-Rockville addresses

% N-R Donors - % of Donors with non-Rockville addresses

In-Kind Cont. - Value of listed in-kind contributions.

Total Cont. - sum of cash and in-kind contributions

Unpaid Loans - Value of loan, usually made by a candidate to their campaign. None of these has been repaid.

## Expenditures

Candidate	New	Total	Final	Average	Votes	\$ per	Votes per
	Expenditures	Expenditures	Balance	Contrib.		Vote	Donor
Hoffmann	4,874	18,050	2,533	\$ 234.86	2,998	\$ 6.02	34.5
Marcuccio	6,468	22,754	74	\$ 106.55	3,311	\$ 6.87	17.4
Britton	2,396	2,743	391	\$ 102.71	3,056	\$ 0.90	87.3
Gajewski	1,999	6,155	833	\$ 128.93	3,240	\$ 1.90	60.0
Henn	1,434	5,350	634	\$ 84.62	2,571	\$ 2.08	49.4
Martin	545	2,324	410	\$ 210.36	1,521	\$ 1.53	108.6
Moore	2,625	6,303	32	\$ 123.67	2,186	\$ 2.88	44.6
Newton	3,512	12,106	721	\$ 240.80	3,390	\$ 3.57	75.3
Onley	2,869	4,088	2,066	\$ 97.55	2,225	\$ 1.84	50.6
Ovase	557	2,882	235	\$ 124.68	1,070	\$ 2.69	42.8
Pierzchala	2,087	10,575	941	\$ 50.87	2,633	\$ 4.02	25.3
Van Balgooy	10	1,029	477	\$ 39.33	780	\$ 1.32	52.0
<b>Total</b>	<b>29,376</b>	<b>94,359</b>	<b>9,347</b>	<b>\$ 124.32</b>		<b>\$ 2.97</b>	<b>54.0</b>

New Expenditures - from the December 3 financial report

Total Expenditures - All expenditures including December 3 expenditures

Balance - Amount left in campaign account. Loans have not been repaid.

Ave. Cont. - Average contribution, Cash Contributions divided by number of donors.

Votes - Votes received by candidate

\$/vote - Expenditures divided by number of votes.

Votes/donor - Votes divided by number of donors.

Report compiled by R.A. Schrack email: rschrack@verizon.net