THE PATH TO VICTORY

Illinois Policy defeats the progressive income tax

SEPTEMBER

Reboot Illinois hosts a progressive tax debate between the Institute and a union-funded front group.

2013

Union front group, A Better Illinois, starts working to manufacture faux "grassroots" support for a progressive income tax.

Illinois Policy Action, or IPA launches a "Stop the Tax Hike" petition, garnering 4.821 signatures in a

Liberal state legislators call two press conferences trying to resurrect the progressive tax in the Senate.

- An SEIU-backed organization holds protest outside of Illinois Policy's Springfield office complaining about our leadership against a progressive tax.
- IPA testifies against the progressive tax before the Senate Executive Committee.
- Progressive tax dies after not being called for a full vote in the Senate.

2014

2009

First Ouinn income tax hike defeated.

The Illinois Policy Institute launches holistic policy and marketing campaign against Quinn's tax-hike plan.

Gov. Pat Quinn proposes a 50 percent increase in Illinois' state income tax rate. The progressive tax is discussed as an eventual alternative to Illinois' constitutionally-mandated flat income tax.

2010

Second Ouinn income tax hike defeated

Second Ouinn tax hike proposed.

Institute's holistic policy and marketing campaign renewed against Ouinn's tax hike.

FEBRUARY

Institute launches "Repeal the Tax Hike" initiative.

2011



study on the threat of a progressive tax.

Third Ouinn tax hike - this time 67 percent - passed in lameduck session. Republicans unanimous in their opposition.

JANUARY

Teachers unions call for a progressive tax.

2012

OCTOBER

Institute publishes landmark policy

MARCH

Illinois Policy staff meets with state Reps. David McSweeney and Joe Sosnowski and suggest introducing a House resolution opposing the progressive tax.

McSweeney introduces House Resolution 241 opposing the progressive tax. Illinois Policy staff secures 35 House Republicans as co-sponsors to House Resolution 241. Allies, including Americans for Prosperity, assist in marketing outreach.

Signaling bipartisan support, Democratic state Rep. Jack Franks signs on as a co-sponsor to House Resolution 241.

JANUARY

NOVEMBER

matter of days.

IPA ramps up grassroots efforts in Democrat target districts.

FEBRUARY

IPA launches unfairIllinois.com to show how much a progressive tax hike would cost Illinoisans.

VICTORY! Progressive income tax hike defeated. —

IPA pivots to the "Illinois Promise" campaign, focusing on forcing politicians to keep their promise that the 2011 income tax hike would begin to sunset in 2015.

- IPA launches cable TV commercials and Chicago radio ads opposing the progressive tax. Canvassers begin collecting signatures in target districts.
- McSweeney continues his leadership at the Statehouse. Coalition allies, including Americans for Prosperity and the Chamber of Commerce, engage in outreach efforts.
- Progressive tax amendment fails to pass out of committee in the House.
- House Speaker Mike Madigan pivots from progressive tax and introduces a "millionaires" tax.
- IPA provides fast-action response leadership and quickly defuses millionaires tax push.

State Sen. Mike Connelly introduces Senate Resolution 383 opposing progressive tax. Every Senate Republican co-sponsors the legislation. After an Illinois Policy-led holistic marketing campaign, House Resolution 241 has enough votes to block the progressive tax.

WE SAW IT COMING

As early as 2009, Illinois Policy knew that the fight over a progressive tax in Illinois was looming on the horizon. So we laid the foundations of what would ultimately become the campaign that combated and defeated this middle-class tax hike.

WE ACTED.

As soon as the latest progressive tax proposals came to light, we immediately went on offense. In 2014 alone, we launched an onslaught of informative ads - online, radio and cable TV - revealing the true nature of the progressive tax. More than 630,000 people saw our online ads. We placed more than 30,000 robocalls. Canvassers knocked on 3,000 doors in target districts. We secured more than 11,500 signatures opposing the tax hike and delivered them to state legislators. Illinois Policy Action had more than 500 meetings with state representatives and legislative staff, influencing the debate in Springfield.

WE WON.

Illinois Policy launched the offensive that secured the votes in the Illinois House to defeat the progressive tax and the millionaires tax. We brought the truth of the tax hike to Illinoisans, who in turn reached out to their legislators. This is what we do. Illinois Policy forecasts changes in the political landscape far in advance and creates the infrastructure necessary to ensure that the political system works to benefit taxpayers.



