

Howard County: Recommendations for Small Donor Matching System		
Threshold to Qualify for Small Donor Matching Program		
	Exec	Council
Number of donations	500	125
Amount of donations	\$40,000	\$7,500
*Must forgo contributions greater than \$150 and only accept contributions from individuals (no money from corporations, unions, PACs, etc.). Multiple contributions from one person cannot exceed \$150.		
Match Ratio		
	Exec	Council
First \$50	6 to 1	4 to 1
Second \$50	4 to 1	2 to 1
Third \$50	2 to 1	Accepted, no match
*Only contributions from Howard County residents are matched.		
Match Cap		
Exec.	\$750,000	
Council	\$75,000	
*Once the cap is reached, candidates can continue to raise donations from individuals of \$150 or less but will not receive any match. Multiple contributions from one person cannot exceed \$150.		
Anticipated Cost to County		
\$2.25 million would cover 2 Exec Candidates, 10 Council candidates, assuming full match reached by each		
\$2.625 million would cover 2 Exec Candidates and 3 candidates per council seat; \$650,000/year		
Preliminary recommendation is \$650,000/year, based on max cost of \$2.625 million		
Assumptions:		
Program elements same as Montgomery County program.		
Exec: Costs \$1,275,000 for competitive race.		
Council: Costs \$90,000 for competitive race. Can cost up to \$150,000.		
Goal is <u>not</u> to ensure a candidate using matching can outspend all competitors; goal is to stay competitive with enough funding to get message out.		
Options for funding mechanisms: Cost may come from a combinations of sources including donations, through check off boxes on water bills and property taxes, and general fund allocation.		

Yes! On Citizens Election Fund, Jennifer Bevan-Dangel Treasurer