

RECOMMENDATION to Executive Committee

FROM:

Legislative and Political Affairs Committee

RECOMMENDATION:

Recommend approval of \$14,600 from Operating Reserves to cover the cost of 10,000 RAPAC seed thank you gifts including the postage and mailing labels for each REALTOR® that invests \$30 or more in the REALTORS® of Arizona Political Action Committee.

BACKGROUND:

Annually thousands REALTOR® members invest in the REALTORS® of Arizona Political Action Committee (RAPAC). In 2017, 9,532 individuals (and local associations) invested in RAPAC at the \$30 level and above. It has been suggested (post 2018 budget approval) that a small thank you gift should be given to each REALTOR® that invests in RAPAC as a token of our appreciation for the investment.

Staff explored options of potential inexpensive thank you gifts, including keychains, magnets, tech tattoos, and more. Ultimately, we wanted to focus on a uniquely Arizona thank you gift that was competitively priced. As a result, staff identified *Cactus Seed Cards*, which are competitively priced, represent Arizona and contain a thank you message for investing in RAPAC. (Please see attached Cactus Plantable Paper – RAPAC Info sheet).

In anticipation of an increase in investments in 2018, we have obtained a price quote for 10,000 units. Ordering 10,000 units allows us to purchase them at \$0.53 a piece. 10,000 envelopes at \$0.30. Tax rate is 8.3%. Set up fee at a cost of \$35. The total charges for the thank you cactus seeds, along with envelopes, stuffing, return address imprinting, and tax is \$9,023.90. We would need to purchase mailing labels and cover the cost of postage at an estimated cost of \$5,500. Total, estimated cost is \$14,505.90.

BUDGET IMPACT:

\$14,600 from the Operating Reserves.

MOTION:

RECOMMEND APPROVAL OF \$14,600 FROM OPERATING RESERVES TO COVER THE COST OF 10,000 RAPAC SEED THANK YOU GIFTS INCLUDING THE POSTAGE AND MAILING LABELS FOR EACH REALTOR® THAT INVESTS \$30 OR MORE IN THE REALTORS® OF ARIZONA POLITICAL ACTION COMMITTEE.

FOR MORE INFORMATION CONTACT:

Kent Simpson at (520) 302-5368

OR Nicole LaSlavic (Staff Liaison) at 602-248-7787.

Cactus Plantable Paper Mini w/ Embedded Wildflower Seed



Copy:

Thank You for Investing in RAPAC!

Your support protects homeowners, communities, and REALTORS® across Arizona and the country.

Additional layout information:

Above the copy will be the RAPAC logo. Below that copy will be copy that provides instructions on how to plant and grow the cactus seeds.

Ordering details:

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Additionally, would need to purchase mailing labels and cover the cost of postage at an estimated cost of \$5,500. Total, estimated cost is \$14,505.90.

Rational on seeds:

We explored other options as potential inexpensive thank you gifts, to include keychains, magnets, tech tattoos, and more. The cactus seed cards are priced competitively with any of the other items and are uniquely Arizonan.