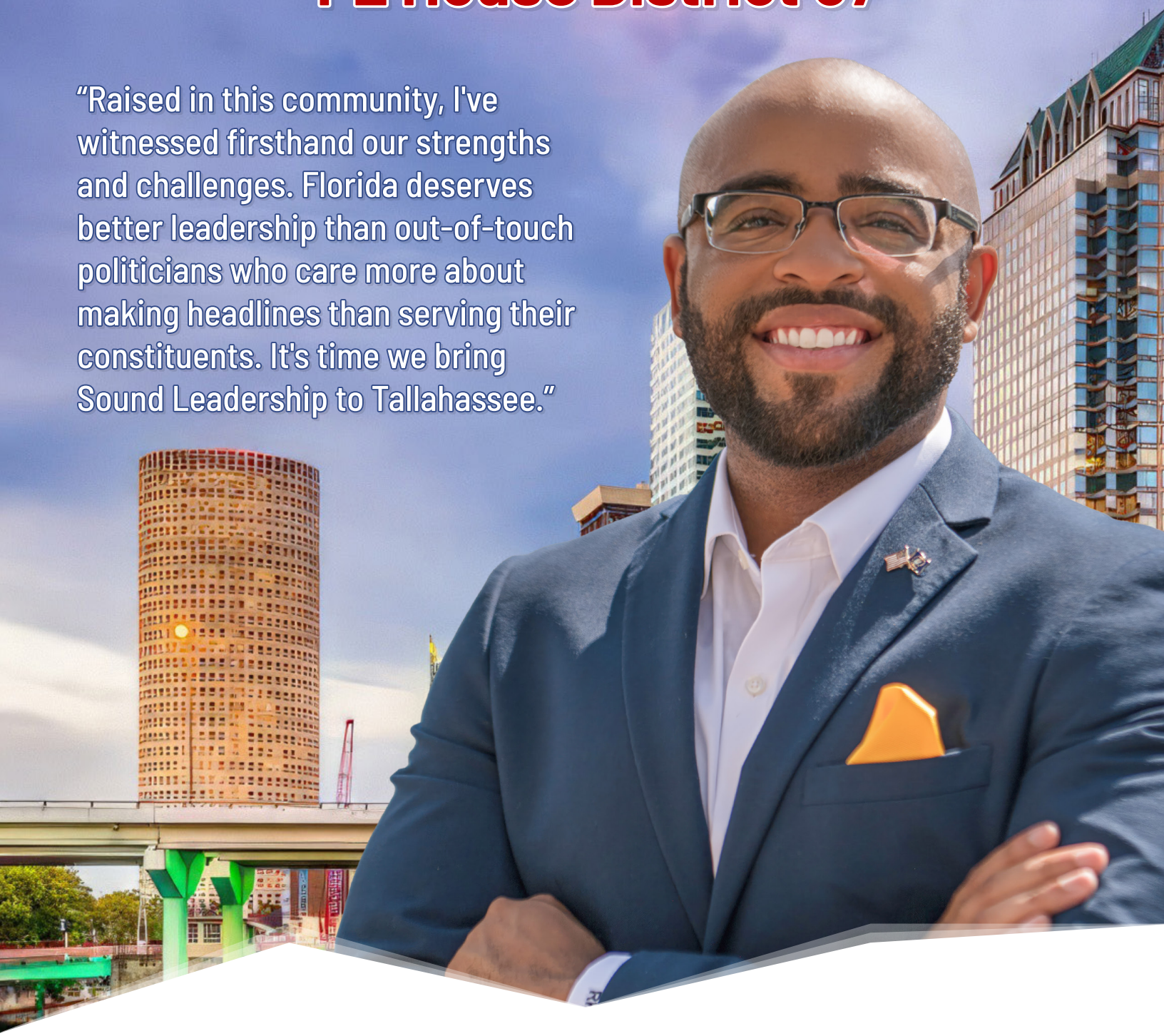
ELECT RICO SMITH

FOR STATE REPRESENTATIVE

FL House District 67

"Raised in this community, I've witnessed firsthand our strengths and challenges. Florida deserves better leadership than out-of-touch politicians who care more about making headlines than serving their constituents. It's time we bring Sound Leadership to Tallahassee."



VOTERICOSMITH.COM

Paid by Rico Smith, Republican, for State Representative District 67

ABOUT RICO



Ronrico "Rico" Smith is an accomplished Healthcare Executive with board experience supporting medical and military industries. Currently, Rico serves on the Boys & Girls Club of Tampa Bay's Corporate Board and as treasurer for Hillsborough County's Hospital Authority Board.

Rico enlisted in the United States Air Force Reserves in 2016 and commissioned in 2022 as a Second Lieutenant. After graduating Airman Leadership School at MacDill AFB in 2018 where he was recognized with the John L. Levitow Award, Rico obtained his Bechelor of Science in Business Administration from Trident University International in 2019. At MacDill Air Force Base in Tampa, Florida, Rico currently serves as a Finance Officer at the 927th ARW and previously served as a Biomedical Technician at the 927th ASTS. As a total force capacity Airman, Rico ensured the combat readiness of medical devices for his home unit and active-duty counterparts. In 2018, Rico was named Airman of the Quarter for the 927th Air Mobility Wing at MacDill AFB.

Rico is a lifelong resident of Hillsborough County and a strong advocate for all of its residents. Alongside his board service and professional life, Rico volunteers his time with local veterans' organizations such as the U.S. Congressional Veterans' Advisory Committee and serving on the Board of Directors for Combat Connect. In addition, he mentors junior investors on smart real estate investing and retirement planning. In his free time, Rico enjoys golfing and traveling with his family and friends.

ENDORSEMENTS

Rico has received overwhelming support from the community, garnering endorsements from a wide spectrum of elected officials, ranging from local to federal levels, as well as numerous other respected community leaders.

Highlighting the fact that Rico has earned the near-total endorsement from the Hillsborough County Republican Legislative Delegation.



CONGRESSMAN
GUS BILIRAKIS



CONGRESSWOMAN
ANNA PAULINA LUNA



FORMER FLORIDA ATTORNEY GENERAL
PAM BONDI



SHERIFF
CHAD CHRONISTER



STATE SENATOR
JAY COLLINS



STATE SENATOR
DANNY BURGESS



STATE REPRESENTATIVE
LAWRENCE MCCLURE



STATE REPRESENTATIVE
TRACI KOSTER



STATE REPRESENTATIVE
DANNY ALVAREZ



STATE REPRESENTATIVE
BERNY JACQUES



STATE REPRESENTATIVE
KAREN PITTMAN



HILLSBOROUGH COUNTY COMMISSIONER, DISTRICT 4
MICHAEL OWEN

FLORIDA FAMILY ACTION

FLORIDA FAMILY ACTION

FLORIDA STATE FRATERNAL ORDER OF POLICE

FLORIDA STATE FRATERNAL ORDER OF POLICE

TAMPA FLORIDA PBA

POLICE BENEVOLENT ASSOCIATION

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RUN GENZ

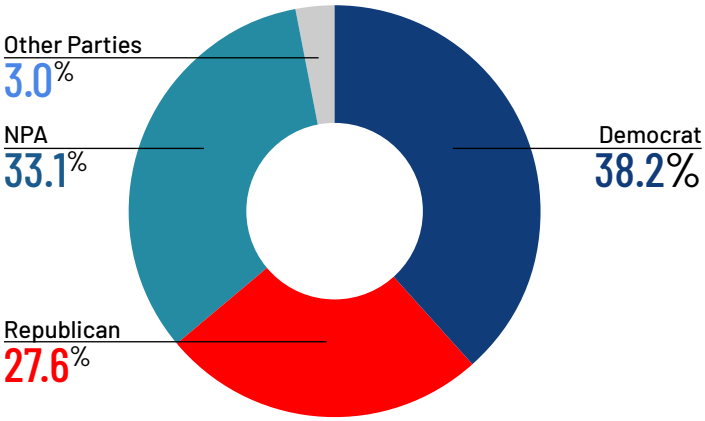
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ASSOCIATED BUILDERS AND CONTRACTOS, INC. FLORIDA GULF COAST CHAPTER

DISTRICT DEMOGRAPHICS

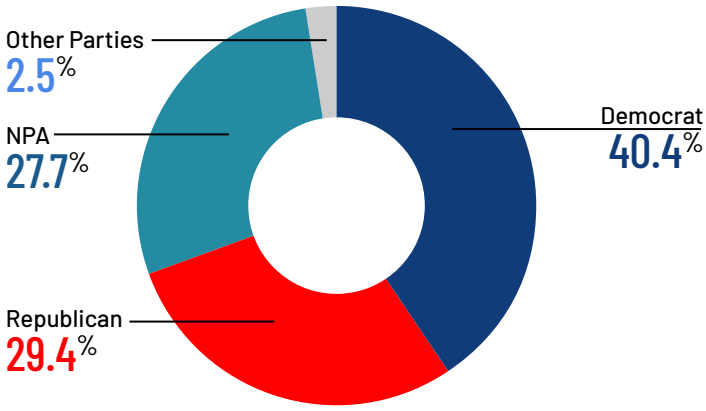
Registered Voters - 85,257

Voters by Registered Party:
D - 32,597
R - 23,558
NPA - 26,542



Modeled Likely General Voters - 69,343
District 67 is currently a D+4 District.

D - 28,007
R - 20,398
NPA - 19,208



Notes

This model was conducted by WPA Intelligence with a margin of error of ±5.

*22.63% of likely Democratic voters are African American, allowing us to adequately shore up the numbers we need, especially as we are fielding a Black Republican candidate.

*Current trends indicate that independents are increasingly leaning Republican. If this trend persists, we can expect these NPA voters to break in our favor. This, combined with our persuasive efforts towards soft Democrats, sets the stage for a strong Republican showing in this election.

PREDICTABLE D **24,184 voters**

Democrat ITB

Loyal Democrat Voters	12452
Committed Democrat-Only Independents	526
Committed Democrat-Only Republicans	72

Democrat GOTV

Democrat Stronghold Voters	10640
Leaning Left Independent Base	418
Left-Tilting GOP Voters	76

*Aiming for 10% conversion on Democrat base.

LEAN D **10,124 voters**

Democrat Marginals

Moderate Democrat Voters	3961
Leaning Democrat Independents	6048
Leaning Democrat Republicans	115

*Aiming for 25% conversion of Lean Left voters

TOSSUP **9,982 voters**

Persuasion

Persuable Democrats	770
Persuable Independents	8695
Persuable Republicans	517

*Aiming for 70% conversion of persuadable voters

PREDICTABLE R **25,054 voters**

Republican GOTV , ShoreUp

Cross-Party Democrat Targets	157
GOP-Targeted Independents	5,164
Republican Shore-up	9395

Republican ITB

Locked-In GOP Dems	33
Locked-In GOP Independents	864
Loyal GOP Voters	12214

*Need to sure up roughly 95% of Republican Base

Our voter model breaks down the electorate into several distinct categories based on their likelihood of supporting either party:

- **Dark Blue:** Represents solid Democratic voters who are highly reliable and unlikely to shift away from their party.
- **Light Blue:** Reflects average Democratic voters, more open than the solid group but still leaning heavily toward the Democrats.
- **Magenta:** Captures soft Democratic voters, who have Democratic leanings but may be more open to persuasion.
- **Yellow:** Represents the persuadable universe, consisting of Democrats, Independents, and Republicans who could swing either way based on campaign efforts.
- **Light Red:** Signifies average Republican voters, who typically lean Republican but may not be as locked in as the solid group.
- **Dark Red:** Represents solid Republican voters, who are firmly committed to supporting GOP candidates.

To secure victory, our strategy should focus on several key areas:

1. **Chipping 10% off the Democratic base voters** (light blue)
2. **Capturing at least 20% or more of the soft Democratic voters** (magenta).
3. Ensuring that the **persuadable universe breaks 70/30 in our favor** (yellow category).
4. **Maintaining strong support among both light and dark red categories**, ensuring we retain at least 95% of Republican-leaning voters this election cycle.

This model focuses exclusively on identified active voters and does not account for low-propensity or non-active voters. Hence, the emphasis remains on maximizing turnout and persuasion within the targeted groups.

VOTES TO WIN - 35,365

Notes

This model was conducted by WPA Intelligence with a margin of error of ±5.

*22.63% of likely Democratic voters are African American, allowing us to adequately shore up the numbers we need, especially as we are fielding a Black Republican candidate.

*Current trends indicate that independents are increasingly leaning Republican. If this trend persists, we can expect these NPA voters to break in our favor. This, combined with our persuasive efforts towards soft Democrats, sets the stage for a strong Republican showing in this election.

HISTORIC VOTER DATA

2022 General Election

Lisette Bonano (R) - 21,707 (46%)
Fentrice Driskell (D)(I) - 25,504 (54%)

STATE HOUSE 67	Total	DEM	REP	NPA	Other	White	Black	Hispanic	Other	Male	Female	Unknown
Eligible	97,524	38,883	25,326	31,411	1,904	48,632	18,625	15,801	14,466	43,149	50,862	3,513
Voted at Polls	14,602	4,915	6,687	3,678	322	8,472	2,201	1,884	2,045	6,391	7,324	887
Absentee Voted	19,704	9,275	5,506	4,636	287	12,079	2,872	2,108	2,645	8,616	10,579	509
Early Voted	14,145	5,687	5,227	3,031	200	7,922	2,762	1,652	1,809	6,474	7,277	394
Total Voted	48,451	19,866	16,420	11,345	809	28,473	7,835	5,644	6,499	21,481	25,180	1,790
% Turnout	49.7	51.1	64.8	36.1	42.5	58.5	42.1	35.7	44.9	49.8	49.5	51.0

*Attorney General Moody only lost this district by 3 points while Governor DeSantis only lost this district by 4.6 points, both outperforming the previous Republican Nominee. While it's commonly understood that up-ballot candidates can significantly influence the performance of those down-ballot, the reverse dynamic also holds substantial truth. Without a local candidate of credible caliber, the overall ticket suffers. A strong, well-positioned local candidate can not only tighten margins but can also positively impact the broader political landscape. In 2022 and 2020, the absence of a viable challenger to Fentrice Driskell notably impacted our electoral outcomes. The right political operation, anchored by a candidate of quality, has the potential to redefine these contests and contribute significantly to our collective success.

Registered Voter Demographic Breakup

White - 49.8%	Male - 45.9%	19-29 - 23.3%
Black - 19%	Female - 54.1%	30-44 - 25.7%
Hispanic - 16.3%		45-64 - 32.6%
Other - 14.9%		65+ - 18.4%

PLAN OF ACTION

Our strategy centers on maintaining 95% of the predicted Republican voting base through effective GOTV efforts, in partnership with the Hillsborough County Republican Executive Committee, ensuring we hit our turnout targets. However, given the voter disadvantage we face, turnout alone will not be enough to secure victory.

We need to focus on persuadable voters across party lines, aiming to secure at least 70% of the identified persuadable universe, which tends to lean right. We also aim to convert 25% of marginal Democratic voters who are open to split-ticket voting. Additionally, we must chip away at 10% of the Democratic base, focusing on moderate Democrats within the GOTV universe.

Given that it's a presidential election year, combined with the backing of the local Republican Party, we can allocate the majority of the campaign's resources to persuasion rather than GOTV. With a dynamic candidate who is young, Black, and deeply rooted in the community, we have the ideal combination to effectively attract Lean-Left and Moderate voters, positioning us for a strong competitive edge.



CAMPAIGN STRATEGY

1 ASSEMBLING A WARCHEST

Team Smith has initiated an ambitious fundraising strategy aimed at mobilizing Smith's existing supporters and broadening our base to include individuals deeply aware of the stakes involved. Furthermore, we're embracing cutting-edge technology to enhance our fundraising efforts, incorporating digital platforms and peer-to-peer texting campaigns. Our minimum fundraising goal is set at $250,000, with an optimal target of exceeding $500,000 by the General Election, ensuring we are well-positioned for the electoral battle ahead.

2 BUILD THE RIGHT TEAM

At the core of our campaign's strength is Team Smith, a coalition that boasts a partnership with a nationally-recognized political consulting firm, collaboration with one of Florida's top political fundraisers, and significant endorsements from numerous local officials as previously mentioned. Beyond the realm of staffing, as both a first-time and Gen Z candidate, Rico has galvanized an enthusiastic grassroots support network spanning the political spectrum. This vibrant coalition is poised and ready to mobilize a dynamic ground game as we move towards August, demonstrating our campaign's unique ability to unify a diverse range of voters under a common cause for change.

3 LEVERAGING BACKGROUND

Our campaign strategy places significant emphasis on Rico's unique cultural background, as well as his distinguished record in military and community service, to resonate with the diverse demographics of our district. The district is home to a rich mosaic of minority communities, with nearly 20% African American and 16% Hispanic populations, most of whom traditionally vote Democrat. However, with the shifting political landscape where minority communities are increasingly open to Republican candidates, Rico's identity as a minority candidate poises him as the ideal figure to lead the GOP to victory in this context. Additionally, the presence of younger white voters, significantly influenced by the proximity of USF, suggests that a youthful candidate like Rico could sway this crucial demographic. Rico's profound involvement in the non-profit sector and his military service further enhance his appeal, offering him a solid ethos that resonates with the electorate's values and expectations. Our campaign is uniquely positioned to bridge diverse voter segments, leveraging Rico's comprehensive background to unite a broad spectrum of voters toward a common goal.

4 FOCUSING ON THE KITCHEN TABLE ISSUES

At the core of Rico Smith's campaign is a sharp focus on the practical, everyday issues that impact Floridians the most. In a state where voters are seeking tangible solutions to the challenges they face, addressing real-world, digestible concerns is key. According to recent findings from the Associated Industries of Florida's Q2 2024 Statewide General Election Poll, economic kitchen table issues dominate the minds of Floridians. Property insurance costs (26%) and inflation (21%) top the list, with illegal immigration (13%) and housing costs (10%).

Our campaign is centered around these pressing concerns. Rico's expertise in healthcare and finance equips him to offer real, workable solutions on issues like property insurance, healthcare affordability, infrastructure, and the rising cost of living. These aren't just abstract promises but actionable plans rooted in understanding the community's needs.

Furthermore, while other campaigns may get caught up in the noise of the top of the ticket or the constitutional amendments, we are focused on addressing the issues that directly affect voters' daily lives. We trust the voters to make their own decisions on those matters, and once elected, Rico will focus on creating a legislative path that reflects their will and delivers on the core concerns shaping this election. With broad support across the district and a clear plan, Rico stands as the candidate ready to tackle Florida's most pressing challenges.

5 UTILIZING NEGATIVE CONTRAST

Our campaign strategically contrasts Rico Smith's action-driven, pragmatic approach with the ineffective leadership of Representative Driskell. As leader of the increasingly out-of-touch Democrat minority, Driskell has shown she cannot balance the demands of her leftist colleagues while also addressing the critical issues that matter to her constituents. In addition to her inability to deliver on key economic concerns like lowering property insurance, we've identified several glaring weak spots in her platform, including her dangerous stance on China and her dismissive attitude toward public safety and policing.

In two of our most important targeted voter universes, these weaknesses are particularly stark. We've modeled 7,439 voters as 'Chinahawks'—individuals who believe China is one of America's greatest threats—and 15,557 voters as 'Pro-Public Safety,' meaning they oppose defunding the police and are committed to supporting law enforcement. These voters, ranging from Republican GOTV targets to persuadable Independents and even soft Democrats, represent a critical opportunity for Rico to capitalize on the growing dissatisfaction with Driskell's positions.

By drawing a sharp contrast on these key issues, Rico is positioned not only as the candidate with the vision and pragmatism to address the community's real concerns but also as someone who has the influential backing necessary to deliver results. With support from nearly the entire Hillsborough County delegation, including the Chairman of Appropriations, Rico has both the coalition and the leadership to bring about significant legislative progress. This highlights Driskell's limited effectiveness and underscores Rico's capability to offer real solutions that resonate across a wide range of voters.

6 OPTIMIZED VOTER ENGAGEMENT STRATEGY

As Team Smith gears up for a targeted voter engagement campaign starting in May, our strategy is finely tuned to the unique landscape of our district. At the heart of our outreach lies a comprehensive direct mail campaign, strategically supplemented by peer-to-peer texting and targeted digital advertising to ensure continuous, impactful engagement with voters. Recognizing the importance of personal connection, our approach also includes a mix of paid and grassroots canvassing, with television advertising as a potential enhancer, budget permitting. This multifaceted approach is designed to maintain a versatile presence, adapting to the diverse media habits within our community, and solidifying Rico Smith's message across all platforms.

- Data-Driven Polling for Precision Messaging: To complement our outreach efforts, Team Smith will conduct targeted polling to move beyond anecdotal evidence and gain a deeper understanding of voter sentiments. This insight will ensure our messaging is finely tuned to address the concerns and priorities of our electorate, enabling us to allocate our resources more effectively and increase the impact of our campaign.

- Leveraging Advanced Analytics for Targeted Impact: Precision in our messaging is paramount, especially when engaging with independents and soft Democrats—key demographics essential to securing victory. By harnessing sophisticated analytics, we aim to identify and connect with these critical voter segments through tailored communications that speak directly to their values and concerns. This strategic use of data will guide our efforts to not only reach but also persuade undecided and swing voters, ensuring our message resonates strongly across the political.

7 ENGAGING WITH THE PRESS FOR POSITIVE COVERAGE

Navigating the media landscape, particularly in Hillsborough County where press coverage has historically leaned away from Republican perspectives, requires a strategic and personable approach. Rico has successfully cultivated strong relationships with key media figures, including 'Windy' March at the Tampa Bay Times, demonstrating his ability to bridge gaps and foster understanding. His eloquence and genuine engagement with the press have positioned him to secure coverage that ranges from neutral to positive, a significant achievement in an environment that has not always been favorable toward Republicans.

WHERE RICO STANDS

EMPOWERING FLORIDA'S ECONOMY

The economy remains the number one concern for voters across Florida, as seen in recent polling. Reducing the cost of living—tackling inflation, lowering fuel prices, and making Florida the most affordable state in the nation—is central to Rico's platform. By advocating for policies that put more money back into the pockets of everyday Floridians, Rico is committed to empowering the state's economy and ensuring prosperity for its residents. This issue is not just an ideological stance but a critical electoral focus, as voters overwhelmingly place kitchen table issues at the top of their concerns.

PRIORITIZING HOUSING AFFORDABILITY

Property insurance is uniquely a Florida issue. As our campaign has seen on the ground, this is the most pressing and frequently mentioned concern for Floridians. People are angry, and they need solutions. Rico is focused on streamlining housing development and addressing rising property insurance rates, which have been directly tied to increased regulation supported by Driskell. Unlike Driskell, Rico's commitment to reducing insurance costs and improving housing affordability is rooted in real-world solutions, not regulatory burdens.

IMPROVING INFRASTRUCTURE

Infrastructure is a key priority for Rico because it ties directly to economic growth and community well-being. With his deep relationships in House leadership, Rico is uniquely suited to advocate for transportation dollars to flow back into the district, improving roads, bridges, and other critical infrastructure. This pragmatic commitment is designed not just to foster economic growth but to deliver tangible improvements that voters can see and feel in their daily lives.

ENHANCING HEALTHCARE ACCESS

Rico's extensive background in healthcare equips him with a deep understanding of both the challenges and solutions needed to improve healthcare affordability and access. His ability to speak with authority on this issue resonates especially well with older voters, who consistently cite healthcare as a top concern. Rico plans to advocate for innovation, secure funding to lower costs, and ensure that Floridians have access to quality healthcare—a key issue that will differentiate him from Driskell and strengthen his appeal across voter demographics.

SUPPORTING PUBLIC SAFETY

Public safety is at the forefront of this election. Driskell has been weak and antagonistic toward law enforcement, leaving voters concerned about rising crime and community safety. In contrast, Rico has been endorsed by nearly all major law enforcement organizations, including the Sheriff, underscoring his commitment to keeping our communities safe. Rico's plan includes providing the resources and support law enforcement needs while also addressing the root causes of crime, making this a key issue where voters can clearly see the difference in leadership.

PROMOTING TRANSPARENCY AND ACCOUNTABILITY

Rico believes in the importance of rigorous oversight and transparent leadership in government decision-making. His promise to enhance trust in Florida's government involves advocating for accountability and integrity at all levels, ensuring that the state's leadership acts in the best interest of its citizens.

PROMOTING EDUCATION

With the millage rate on the ballot and education front and center for many families—especially young families under threat of school closures—education is a necessity, not an afterthought. Rico is committed to ensuring adequate funding for Florida's schools, supporting workforce development, and maintaining classroom integrity. His platform places a heavy emphasis on parental rights and fostering critical thinking and unbiased learning. This will resonate strongly with families who are deeply invested in their children's education.

PROTECTING OUR ENVIRONMENT

Environmental conservation has become an increasingly non-partisan issue in Florida, with strong reactions from both sides of the aisle in response to recent proposals by the Florida Department of Environmental Protection. The importance of preserving Florida's natural beauty is clear, with protests and grassroots movements gaining momentum statewide. Republicans in Florida have led the way on conservation, and Rico will continue that leadership, advocating for responsible development that safeguards Florida's landscapes and communities. This is an issue that cuts across party lines, and Rico is committed to capitalizing on this broad, non-partisan concern to rally voter support.

EXECUTIVE SUMMARY

This seat presents a unique and winnable opportunity for Republicans, contrary to some prevailing beliefs, especially given the latest drastic changes in voter registration. With the right candidate at the helm and a strategically deployed campaign infrastructure, the numbers indicate favorable conditions for a GOP victory. The demographic shifts and political dynamics within the district, combined with a meticulously assembled team and the effective use of resources, underscore the potential for success.

Leveraging a blend of sophisticated voter analytics, targeted outreach, and a compelling message, the campaign is well-positioned to capitalize on these favorable conditions. By focusing on building a robust and strategic operation—comprising seasoned political operatives, cutting-edge technology for data-driven decision-making, and a comprehensive voter engagement strategy—this campaign is set to challenge the status quo and demonstrate the GOP's competitiveness in a district ripe for change. With a clear understanding of the electorate's priorities and a commitment to addressing them head-on, the stage is set for a campaign that not only resonates with voters across the political spectrum but also mobilizes a winning coalition.

Paid by Rico Smith, Republican,
for State Representative District 67

Ronrico "Rico" Smith is a member of the United States Air Force Reserve. The use of his military rank, job titles, and photographs in uniform does not imply endorsement by the Department of the Air Force or the Department of Defence