

The Fayette Chamber of Commerce successfully led a campaign to pass a SPLOST to address aging infrastructure. While ESPLOSTS have had greater success in Fayette County, the last SPLOST was passed in 2004. It was also the last time the Fayette Chamber had been involved in the SPLOST. Two other SPLOSTS in 2009 and 2013 did not pass.

The first key to success was identifying the right chair or chairs. The Chamber asked two well-respected retired state representatives, one Democrat and one Republican, to co-chair the committee and they happily signed on.

The campaign included traditional strategies such as a website with a FAQ page, signage, mailers, phone calls and asking members to write letters to the editor. Additional components of the campaign that had not occurred in the past was working closely with the local governments to make sure everyone's message demonstrated unity and consistency. The local governments held numerous education meetings with groups and individuals. The Chamber SPLOST co-chairs spoke at meetings that allowed advocacy and added a call to action to vote yes in addition to explaining the projects on the SPLOST.

Additionally, the Chamber identified "social media monitors"; citizens not affiliated with the Chamber to respond to misinformation on Facebook. These individuals watched the social media groups around the clock for three weeks and were a major reason for the campaign success. The Chamber also reached out early on to conservative community leaders that usually oppose local sales tax and through education, got them on board to support the SPLOST.

The SPLOST passed by a margin of 2 to 1, the first SPLOST to pass in Fayette County since 2004.

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