

MAYOR **Ashley**
Swearingin
STATE CONTROLLER

*Proven, Effective Leadership
for California*



"[Swearingin] is viewed by political handicappers as an up-and-coming contender and her regional bent is giving her a higher profile."

CAPITOL WEEKLY, August 8, 2011

www.AshleyForCalifornia.com



Dear Friend,

The State Controller has been called the second most influential position in state government.

That's because the State Controller has tremendous influence over California's tax and economic growth policies.

In the City of Fresno, we understand just how important it is for our State to improve its business climate and encourage job growth.

We've made City Hall more business friendly. We've created new venues to market our products. We've worked to attract jobs and help those here expand their operations.

But, we need Sacramento to focus on making California more attractive to job creators. As State Controller, I can help our state take major steps toward a pro-job-growth tax policy.

I look forward to meeting with you in the coming weeks as we work together to improve our State.

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Executive Summary

- ❖ Fresno Mayor Ashley Swearengin is considered a rising star in California and national political circles.
- ❖ Fresno is California's 5th largest city and the agribusiness capital of the world. Mayor Swearengin has been lauded nationally for her success at reforming Fresno's \$1 billion annual budget, while remaking City Hall and helping grow the local jobs base.
- ❖ She is a national board member with the U.S. Conference of Mayors and was named one of California's Best Mayors by *Capitol Weekly*.
- ❖ She's helped stabilize Fresno's finances and overcome a cumulative \$120 million budget gap by cutting spending, reducing staff, partnering with community volunteer groups, and creating efficiencies at City Hall.
- ❖ Mayor Swearengin has demonstrated strong cross-over voter appeal, winning by large margins in this heavily Democratic and Latino city.
- ❖ The State Controller has been called the second most powerful position in state government. The Controller is the Chief Fiscal Officer and watchdog of the treasury.
- ❖ The State Controller is also the 5th and decisive vote on the Board of Equalization and the controlling vote on the Franchise Tax Board, both of which have tremendous influence over California's tax and regulatory policies.
- ❖ A pro-jobs, pro-growth State Controller can have broad impact over California's business and regulatory climate.

"She has been courted for a long time by California Republicans to throw her hat into the statewide ring, but Ashley Swearengin has resisted... until now... The two-term mayor... instantly [becomes] one of the most high-profile GOP candidates..."

John Myers, News10, 3/5/14

Reaction to Mayor Swearengin's Candidacy

"Now confirmed: Fresno's mayor Ashley Swearengin is running for CA controller. The GOP candidate makes this a race to watch in #CA2014."

@johnmyers, 3/5/14

"...Controller could be their [Republicans'] best shot and it will be interesting to follow the money to see if there is a conscious effort to position the 41-year-old Swearengin as one of their biggest stars."

The Nooner "Around the Capitol," 3/6/14

"...there was broad agreement that putting a telegenic, well-spoken Republican such as Swearengin up for statewide office could only help the GOP's cause. And, likely, Swearengin's -- whether she wins or loses."

Fresno Bee, 3/5/14

"She has been courted for a long time by California Republicans to throw her hat into the statewide ring, but Ashley Swearengin has resisted... until now... instantly becoming one of the most high-profile GOP candidates..."

News10.net, 3/5/14

"Interesting fact...Ashley Swearengin (R) defeated now-Assemblymember Henry Perea (D) for mayor of Fresno in November 2008 by a margin of 72,784 to 60,684. On the same day, Barack Obama (D) defeated John McCain (R) in the same city of Fresno by a margin of 78,046 to 57,221. That's a pretty big crossover..."

The Nooner "Around the Capitol," 3/6/14

"The two-term Fresno mayor would be the only prominent Republican in the field. Current State Controller John Chiang is termed out of office this year."

KVPR.com, 3/5/14

Office of Controller

Outside the Governor's office, the Controller has the greatest impact on California's economic competitiveness.

- ❖ The Controller is the State's Chief Fiscal Officer and Watchdog of the Treasury.
- ❖ The Controller is the decisive fifth vote on the State Board of Equalization (BOE). The majority on the BOE elects the BOE Chairman, who then joins the Controller as two of the three votes on the influential Franchise Tax Board (of which the Controller is Chair).
- ❖ The BOE has grown in influence as it increasingly interprets the vague regulatory and tax laws passed by the Legislature.
- ❖ The Controller also has the authority to audit California State agencies and programs, including all local and state office holders and agencies.
- ❖ The Controller is one of three votes on the State Lands Commission, which has regulatory control over four million acres of state lands and waterways, including oil, gas, timber, and mining.
- ❖ The Controller participates in 81 Boards and Commissions including:
 - o California Coastal Commission
 - o California Health Facilities Financing Authority
 - o California Public Employees' Retirement System (CalPERS)
 - o California State Teachers' Retirement System (CalSTRS)
 - o California Transportation Financing Authority
 - o State Public Works Board
 - o Water Resources Development Financing Committee



[source: California State Controller Website]

Fresno Success - Mastering the Challenges

Mayor Ashley Swearengin confronted Fresno's economic and fiscal challenges by balancing the City's budget and preparing the community for greater job growth.

Restoring Financially Sound Government

Since taking office, the Mayor and her team have overcome a cumulative \$120 million budget deficit by:

- ❖ Reducing the City's workforce by 20 percent;
- ❖ Consolidating departments within City Hall;
- ❖ Eliminating non-essential programs and services;
- ❖ Redeploying public safety resources for greater efficiency;
- ❖ Partnering with non-profits to operate city rec. centers;
- ❖ Developing work-out plans for negative fund balances;
- ❖ Introducing the Fiscal Sustainability Policy measure (enacted by vote of the City Council) which lays out a ten-year plan to turn the City's finances around;
- ❖ Preparing all City budgets with 12-month, 2-year and 5-year forecasts.



Focusing on Business Growth and Job Creation

With a strong background in economic development, Mayor Swearengin has focused on reforming government services to better provide for business and job growth, including:

- ❖ Rewriting and streamlining the City's 60+ year-old development code, reforming the development process, and making personnel changes;
- ❖ Developed a 5-year capital improvement plan that prioritized infrastructure investment to help attract and expand businesses;
- ❖ Built a coalition of 30 cities and counties to petition the California Public Utilities Commission for a special economic development rate to lower businesses' power bills by up to 30% in high unemployment areas;
- ❖ Introduced a program to waive development impact fees for industrial businesses expanding or locating in the City;
- ❖ Establishing the Mayor's Industrial Council involving top industrial brokers, and establishing a single point of contact for industrial businesses looking to expand or locate in Fresno;
- ❖ Launching the Fresno Food Expo, a nationally acclaimed food processing trade show promoting Fresno based food businesses to international grocery retailers and wholesalers.



August 8, 2011 (excerpted)

10 Good Mayors in California

ASHLEY SWEARENGIN, Fresno

Born in Texas and raised in Arkansas, Ashley Swearengin came to Fresno in high school and stayed. She's got a marketing and business background – a master's in business from Fresno State – but she's also got a heavy interest in public service.

She was elected mayor three years ago and has faced interminable economic problems – budget cuts, dwindling revenues and the like. But she remains a major player in the San Joaquin Valley, where she works on regional issues – transportation, air quality, economy, crime – that transcend her own town. Outside the valley, she is viewed by political handicappers as an up-and-coming contender and her regional bent is giving her a higher profile.

Swearengin sees economic improvement as a fundamental issue. Nine years ago, she began pushing a regional jobs initiative that included participation by government and private entities. She later handled a program called the California Partnership for the San Joaquin Valley, a public-private alliance pushed by former Gov. Arnold Schwarzenegger.

She also has a working knowledge of the professional media: her husband Paul manages and works as an announcer at a Fresno radio station.



"Swearengin was a perpetual motion machine. She delivered annual state of downtown speeches. She said it was time to rip up Fulton Mall. She started Fresno First Steps Home to raise money for homeless housing. She championed an annual food expo to highlight just about every local goodie that could be grilled, frozen, baked, skewered or poured. She cut grand-opening ribbons until her hands ached."

Fresno Bee, December 1, 2012

Fresno Mayor

Ashley Swearengin

Elected in 2008 and re-elected in 2012, Fresno Mayor Ashley Swearengin has used her collaborative leadership style to bring together Fresno's businesses, community groups, and government decision makers to grow the economy, create jobs, and improve the lives of Fresno families.

- ❖ Mayor Swearengin has consistently drawn the attention of state and national leaders for her work to shore up Fresno's finances and bring long-term economic growth to the region.
- ❖ Capitol Weekly named her one of California's Ten Best Mayors and the Marjaree Mason Center honored her as one of Fresno's Top Business and Professional Women of the Year.
- ❖ Mayor Swearengin is a national board member for the U.S. Conference of Mayors.
- ❖ Mayor Swearengin reformed Fresno's budget process, overcoming a cumulative \$120 million budget deficit while streamlining services, reducing overhead, and partnering with community organizations and volunteers.
- ❖ Her advocacy for increased vocational training and adult education reflects her focus on growing Fresno's economy 'from the inside' by upgrading the area's workforce skill level.
- ❖ Mayor Swearengin earned her Bachelor of Science and Master of Science in Business Administration, both from California State University, Fresno – graduating with honors.
- ❖ In 1998, she served as the first director of the Central Valley Business Incubator, a non-profit program that provided consulting and support for start-up and early-stage businesses.
- ❖ In 2000, she joined CSU Fresno as the Director of Community and Economic Development.
- ❖ In 2002, Mayor Swearengin co-founded the Regional Jobs Initiative (RJI), a comprehensive, industry-focused effort aimed at attacking chronic Fresno County unemployment.
- ❖ In 2005, Ashley Swearengin assumed the role of Lead Executive (and later Chairman of the Board) for the California Partnership for the San Joaquin Valley, a high-level working group established by then-Governor Arnold Schwarzenegger to address critical resource needs for the Central Valley.



Ashley and Paul Swearengin have been married since 1994 and are raising their two children in Fresno.

Contact the Campaign

Ashley Swearingin for Controller 2014

2444 Main Street #125 • Fresno, CA 93721 • (559) 565-5066 • AshleyForCalifornia.com
ID # 1364788 • FEIN # 46-4988149

- Yes, Ashley!** I support you in your campaign for State Controller. I want to help.

Enclosed is my donation of:

\$27,200

(\$13,600 per couple for the Primary, \$13,600 per couple for the General Election)

\$6,800

(maximum per individual for the Primary)

Other \$ _____

\$13,600

(maximum per couple for the Primary or maximum per individual for Primary & General)

Please charge my: Visa Mastercard American Express

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Exp. Date: _____ CCV: _____

Or you can make your contribution online at www.AshleyForCalifornia.com

State Election Law Requires Contributors To Provide The Following Information:

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Individuals and corporations are allowed to give a maximum of \$13,600 which represents \$6,800 for the primary and \$6,800 for the general election. Couples are allowed to give a maximum of \$27,200, which represents \$6,800 each for the primary and \$6,800 each for the general election. Contributions are not deductible for federal income tax purposes.

Paid for by Ashley Swearingin for Controller 2014
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