

Subject: Pontiac Vote Campaign Update 3,734 And Growing

Good Afternoon Everyone,

I wanted to give all of our partners a progress update on the historic Pontiac GM Modern Housing project vote campaign. Don't worry, I will only give weekly updates.

- The campaign is now in its 2nd week. We have three to go with it ending October 24th.
- Out of the 20 cities nationally (and the only city in Michigan in the running), Pontiac has been holding steady at lucky 13 for a week. We are ahead of cities such as New York, Baltimore, Memphis, and Salt Lake City currently. We are right behind Boston in the 12th spot, and ahead of Greensboro, North Carolina in the 14th slot. We need to finish in the top 10 at the end.
- As of Friday afternoon, over 101,000 votes had been cast nationally among the 20 cities, and Pontiac had received 2,561 of those votes.
- As of this afternoon, over 150,000 votes had been cast nationally among the 20 cities, and Pontiac had received 3,734 votes for GM Modern Housing. An increase of 1,200 votes over the weekend.
- We have been told by the organizers voting is very tight between the communities so keep spreading the word, and vote every day. Social media, websites, intranets, word of mouth all work. Anyone can vote, and have been, from around the world. My personal social media is all Pontiac. All the time currently.
- Friends and allies: The Michigan Historic Preservation Network (Thank you Ellen and Nancy) Michigan Downtown Association (Thank you Tiffany) , Michigan Association of Planners (Thank you Scott), the Detroit Regional Chamber, Oakland County (Thank you Irene and Kaitlin) GM (Thank you Rosana) , McLaren Hospital (Thank you Heidi) , Oakland University (Thank you Lori, Suzanne, and Mike) , Main Street Pontiac (Thank you Daniela) , Pontiac Arts Commission (Thank you Mike and Renee) , and more have all posted, shared, and distributed the campaign through their channels and platforms. Thank you to Nancy and volunteers of Better Pontiac for allowing us to crash the Oak Hill Cemetery tour this weekend to tout the campaign during Hauntiac.
- Printed rack cards have been hitting the streets since Saturday in local restaurants, Pontiac City Hall, hair salons and more to drive the vote. If you would like some to distribute, please let me know. A new friend in our campaign is coming by way of Indianapolis. Indiana Landmarks announced today they are going to be posting and sharing through their automotive heritage affinity group.
- The media push is starting to pick up. WWJ has confirmed they will be doing an interview on October 18th.
- Thank you for helping us promote this effort and honor for the benefit of Pontiac.

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