

"With a phony chorus and soft-focus, Pat McCrory is trying to re-write history. What McCrory doesn't want people to remember is that during his 14 years as Mayor, unemployment more than tripled, the debt doubled, and as a consequence, the voters of Charlotte rejected him when he lost four years ago. Walter Dalton has a real record of accomplishment and will always lead by example," said Dalton for Governor Spokesman Schorr Johnson.

**McCrory ad – “Pat” - :30**

**Fact Check**

Ad	Facts
<p><i>Pat McCrory was raised in Jamestown in Guilford County and grew up going to city council meetings with his dad. Then, he attended Salisbury's Catawba College and got his teaching degree. He worked in business for almost thirty years...</i></p> <p><b>On Screen:</b></p> <p><b>Jamestown</b></p> <p><b>Catawba College</b></p> <p><b>Businessman</b></p>	<p><b>McCrory spent 29 years at Duke energy, but he's spent more than 30 years in the private sector. Why isn't he talking about his private sector experience since retiring as mayor?</b></p> <p><b>Moore &amp; Van Allen Hired McCrory "As A Public Policy Consultant" Working In Numerous Areas, Including "Governmental Affairs."</b> The Charlotte Observer reported, "Fourteen years as Charlotte's mayor has proven a powerful resume-booster for Pat McCrory, who plans to put his experience to use in a new job: He's joined law firm Moore &amp; Van Allen as a public policy consultant. McCrory started...as the Charlotte firm's senior director of strategic initiatives. In that full-time position, he'll focus on helping clients on energy, the environment, transportation, governmental affairs and other issues and public policies. 'I see it as a wonderful opportunity to work with a Carolinas firm that's headquartered right here in Charlotte,' McCrory said." (Charlotte Observer, 1/6/10)</p> <p><b>McCrory Joined Charlotte Law Firm with Understanding that he Would Pursue Political Interests and New Job Wouldn't Stand in the Way of Future Ambitions.</b> The <i>Charlotte Observer</i> reported, "Fourteen years as Charlotte's mayor has proven a powerful resume-booster for Pat McCrory, who plans to put his experience to use in a new job: He's joined law firm Moore &amp; Van Allen as a public policy consultant... <u>"We don't want to hold him back. We all understand that as he decides what he wants to do with his future, that's just part of the deal. We're not choosing sides on any particular thing. We're really saying, 'Here's a talented guy, he's been on a lot of sides of a lot of different issues and we think he's got some value to bring to the table.'"</u> (Charlotte Observer, "Law Firm Hires McCrory as Public Policy Consultant," 6/6/10)</p> <p><b>Moore &amp; Van Allen's Lobbyists Are Registered With The State North Carolina To Lobby For Numerous Clients.</b> According to the North Carolina Secretary of State's Office, since 2009 Moore &amp; Van Allen lobbyists have been registered with the state to lobby for at least 13 clients. (N.C. Secretary of State, accessed 3/30/12; News &amp; Observer, 3/29/12)</p> <p><b>News &amp; Observer: "McCrory Is Not A Lawyer."</b> The News &amp; Observer reported, "Candidates are not required to release their tax returns, but Democrats have pounded McCrory on the</p>

	<p>issue for months, saying the public deserves greater transparency given his work for a law firm that does lobbying work in Raleigh. McCrory is not a lawyer and says he's not doing lobbying work." (News &amp; Observer, 6/7/12)</p>
<p>...and became Charlotte's longest serving mayor...</p> <p><b>On Screen:</b></p> <p><b>Mayor</b></p> <p><b>Reformer</b></p>	<p><b><u>McCrory claims to be an outsider while also touting his long service in public office and claims to be a reformer despite not having achieved one significant reform while in office.</u></b></p> <p><b>On First Being Elected Mayor in 1995, McCrory said his “top priority” was to form “more effective lobbying coalitions” to “start using that influence to lobby.”</b> “His top priority, he says, is to get more state money for the criminal justice system. <u>He plans to form ‘more effective lobbying coalitions’ of big cities and business leaders from Charlotte,</u> particularly from companies such as banks and utilities with employees throughout the state. ‘We need to start using that influence to lobby rural legislators who have been blocking many of our funding efforts,’ McCrory said.” (Charlotte Observer, “It’s Mayor McCrory, Republican will lead Democratic council, 11/8/95)</p> <p><b>In First Five Months of 2001 Alone, McCrory Made 15 Trips to Lobby the Legislature.</b> “These days, McCrory spends a lot of time on the road. <u>Since January, he has made 15 trips to Raleigh to</u> lobby legislators and an additional 10 trips to Washington...” (Charlotte Observer, 5/27/01)</p> <p><b>1997: McCrory Made Several Trips to Raleigh to Lobby Legislature for More Local Taxes and Fees.</b> “Mecklenburg County voters may be asked to approve a half-cent sales tax increase to fund public transportation should N.C. legislators give the go ahead to a pair of bills allowing for more local funding options... <u>Charlotte Mayor Pat McCrory, who also backs the bill, has made several recent trips to Raleigh lobbying legislators</u> to move ahead in its support. ‘Our first goal is to get it out of committees and onto the floor. If it gets stalled in committees and goes to a study process it might be a year before we’re able to do anything on the local level. That’s too long. The next couple of weeks are probably the most important regarding mass transit for Charlotte” (Business Journal- Charlotte, 6/23/97)</p>
<p>...helping turn the region into a economic powerhouse.</p>	<p><b>News &amp; Observer: McCrory “didn’t offer any explanation as to what justified” the term economic powerhouse.</b> “But the term "economic powerhouse" is relative. And when asked, McCrory's campaign didn't offer any explanation as to what justified such a term.” (News &amp; Observer, 6/11/12)</p> <p><b>Unemployment More than Tripled Under McCrory:</b> “<u>When Republican Pat McCrory became mayor in 1995, Mecklenburg's unemployment rate was 3.2 percent.</u> The city was in the midst of a long run of prosperity, much of it fueled by the expansion of its two hometown banks. In his first address as mayor, McCrory said crime was his top priority. <u>The</u></p>

situation is different today. The Charlotte area's unemployment rate in October was 12 percent, up from 11.8 percent in September. It's higher than the state average of 11 percent." (*Charlotte Observer*, 12/6/09)

**Mayor Pro Tem Burgess on McCrory: "For him to take credit for Charlotte's economic growth is like the rooster taking credit for the dawn."** "Now, with McCrory running for a sixth term, it's fair to ask: How much impact has he had? To some, he has simply been in the right place at the right time. "For him to take credit for Charlotte's economic growth is like the rooster taking credit for the dawn," says Democratic City Council member Susan Burgess." (*Charlotte Observer*, 7/17/05)

**Reformer: McCrory's Only Significant Change in the Way the City did Business was to Pass Off Services to the County.** Internal documents show that McCrory negotiated a deal to unify the police & park services, which passed costs to the county. (Budget Presentation to the Charlotte City Council, 5/2/96, Minute Book 109, pages 624 & 627; & McCrory Files, memo dated 9/29/97)

*During his tenure as Mayor, Pat ran an ethical government...*

**McCrory "Never Disclosed How Much He Made" at Duke Energy.** "McCrory worked at Duke Energy for 29 years before leaving to run for governor. He held several managerial positions and never disclosed how much he made." (*Charlotte Observer*, 8/3/08)

**On Screen:**

**McCrory Thinks the Public had no Business Knowing his Salary when he worked for Duke Energy—even though Duke would have released information.** McCrory's files as mayor contained a information request by a constituent to Duke Energy, their refusal to release that information & a Human Resources memo from the company under what circumstances they could release salary information. In this memo, dated July 1, 2004, Duke's policy was clearly stated that McCrory could have allowed the company to provide the press & public with information on salary at any time he was mayor. (UNC-Charlotte, McCrory Collection, correspondence 7/1/04)

**Ethical**

**2007: Duke Energy "Uses" McCrory's "Status as mayor to help woo corporate customers;" "Some critics see a conflict of interest."** "McCrory's arrangement clearly benefits him as well as Duke. The company appears to give him wide latitude and uses his status as mayor to help woo corporate customers. Some Duke employees privately grumble that they rarely see McCrory. Some city council members call his Duke salary 'a scholarship' that supports his city business. And some critics see a conflict of interest... Earle and other critics also cite McCrory's refusal this year to sign a U.S. Mayors' Climate Protection Agreement. More than 450 mayors across the country did, agreeing to cut greenhouse gases to reduce harmful climate changes." [*Charlotte Observer*, 10/10/07]

*...lowering crime...*

**Crime peaked under McCrory after he failed to add police to keep up with population growth. McCrory even vetoed a budget that would have added 70 police officers to the street and increase pay for police. From 2001-2005 during some of Charlotte's fastest**

growth McCrory failed to add a single police officer to the streets.

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**Charlotte Observer Editorial: Violent Crime, Property Crime, Auto Theft Up; “People Do Not Want to Live, Work or Visit a Place Where They Do Not Feel Safe.”** “In the first five months of this year, violent crime rose 8.4 percent over the same period last year, and property crime increased 9.7 percent. Among urgent concerns: a 27.3 percent spike in thefts from autos and an unusual number of high-profile armed robberies that turned violent. Those numbers affect everybody in a community. They also affect the bottom line. People do not want to live, work or visit a place where they do not feel safe.” (Charlotte Observer editorial, 7/16/08)

**Crime Even Climbed in Charlotte While McCrory was Busy Running for Governor.** In 2008, crime was still climbing in Charlotte, with the Charlotte Observer noting that “over the first three months of the year, violent crime jumped 15 percent and property crime 12 percent compared to the same period in 2007.” (Charlotte Observer, 4/24/08)

➤ **Editorial Also Noted Reported the “Widespread Spurt in Crime – Some of it Quite Frightening.”** “Those are sound steps, ones that needed to be taken in a city where both violent and property crime has surged... The reason for this shake-up: A widespread spurt in crime – some of it quite frightening – has made many people afraid.” (Charlotte Observer, editorial, 8/5/08)

**Charlotte Observer: Charlotte Police Force “Hasn’t Kept Pace With Population Growth;” Number of Police Per 100,000 Citizens Dropped Under McCrory.** “The city has added police officers but hasn’t kept pace with the population growth: Charlotte last year had 216 officers per 100,000 people, down from 245 officers in 2000.” (Charlotte Observer, 4/14/08)

➤ **Charlotte Observer Editorial Said City “Fell Behind” Because City Did Not Hire Enough New Officers.** “Yet there’s another factor – an important one. Nearly three decades of rapid urban growth has made Charlotte’s public safety needs more complicated, and more intensive. The city fell behind in the past 15 years because City Council didn’t hire enough new officers as the population and complexity of enforcement grew.” (Charlotte Observer editorial, “City shouldn’t need armed citizen patrols,” 6/25/08)

**McCrory Vetoed Budget That Added 70 More Cops Requested By the Police Chief.** “A majority of Charlotte City Council members finally agreed Wednesday on a 2006-07 budget proposal - then watched Mayor Pat McCrory veto it.” The budget included money “to fund Police Chief Darrel Stephens’ request for 70 extra police officers.” (Charlotte Observer, 6/15/06)

➤ **Charlotte Observer**: “If Charlotte-Mecklenburg Police Chief Darrel Stephens says he needs 70 more police officers, chances are he does, especially in a city where violent crimes, and homicide in particular, are rising much faster than the national average.” Charlotte Observer staff editorial said, “If Charlotte-Mecklenburg Police Chief Darrel Stephens says he needs 70 more police officers, chances are he does, especially in a city where violent crimes, and homicide in particular, are rising much faster than the national average. This is a year when a tax increase is preferable to skimping on police and transportation needs.” (Charlotte Observer, 6/16/06)

➤ **Final Charlotte Budget Passed Over McCrory’s Veto; Funded 70 New Cops.** The Charlotte Observer reported, “The council voted 7-3 - Democrats voting for, Republicans voting against - to pass a budget that Mayor Pat McCrory vetoed last week.” (Charlotte Observer, 7/2/06)

**Charlotte Observer Editorial Headline: “Charlotte’s Budget; Police, Roads Need More Money Than Republicans Propose.”** “The police chief and city manager asked for 55 new officers and three civilian positions to beef up the force. The manager proposed three-quarters of a cent on the tax rate - about \$4.88 million - to fund them. With the violent crime rate soaring, it would be nuts to provide less. Yet that’s what the Republican proposal would do... But with the violent crime rate soaring and bad roads battering cars across the city, it would be negligent not to fund better roads and more police.” (Charlotte Observer, 6/14/06)

**2006: McCrory Vetoed Budget that Included a Pay Raise for Police and Firefighters.** “Pat McCrory vetoed the proposed 2006 Charlotte budget... he also said he had a ‘respectful disagreement’ over giving one group of city employees higher raises than others. ‘We saw fire uniforms, we saw sanitation uniforms, we saw police uniforms in here, yet we took one select group of good people and said you are going to get more across the board,’ he said, according to the minutes.” (News and Observer’s ‘Under the Dome’ blog, 10/2/08; Charlotte City Council Minutes, 6/19/06)

**Charlotte was In Desperate Need of Additional Officers for Years Under McCrory.**

**2008: Charlotte Observer: Charlotte Police Force “Hasn’t Kept Pace With Population Growth;” Number of Police Per 100,000 Citizens Has Dropped.** “The city has added police officers but hasn’t kept pace with the population growth: Charlotte last year had 216 officers per 100,000 people, down from 245 officers in 2000.” (Charlotte Observer, 4/14/08)

**Charlotte Observer: 2000-2005: Charlotte Crime Rose, Police Force Stayed Flat As the Population Increased 17%.** “While the number of sworn police officers has risen the past three years, it stayed flat from 2000-2005, even as the city’s population grew 17 percent. The crime rate, meanwhile, rose 3 percent from 2005 to 2006.” (Charlotte Observer, 7/25/07)

**McCrory Supported Republican Efforts to Strip the Crime Bill's COPS / 100,000 Police Officer Provision.**

**1995: McCrory Supported Republican Efforts to Strip the Crime Bill's COPS / 100,000 Police Officer Provision.** In February 1995, Pat McCrory supported a House Republican measure that would gut the 1994 Clinton Crime Bill's commitment to funding 100,000 more police on the streets. The Charlotte Observer reported, "Disregarding a veto threat from President Clinton, House Republicans on Tuesday won approval of a crime bill that would gut Clinton's campaign pledge to put 100,000 additional police officers on the nation's streets. It was the sixth bill to clear the House in the past week that would revamp the crime legislation passed by Congress last fall, when it was controlled by Democrats.... The bill approved Tuesday on a 238-192 vote would eliminate three grant programs approved last year: \$8.8 billion for localities to hire police officers, \$4 billion for social programs to prevent crime and \$1 billion for drug courts. In their place would be a \$10 billion block-grant program that gives states and cities more leeway in how the money would be used." (Charlotte Observer, "Crime Bill Cuts Clinton Police Pledge," 2/15/95)

**Charlotte crime ranked worse than LA or New York City when McCrory left office:**

**2009:CQ City Crime Rate Rankings (High to Low)**

City	Rank	Rate
Charlotte, NC	70	101.6
Los Angeles, CA	154	46.23
New York, NY	256	12.58

(CQ Press, 2009 City Crime Rankings)

*...and tax rates...*

**Property Tax Rates UP 7 Percent:** The assessed rate was "42.8 cents per each \$100" of property when McCrory assumed office in 1995 and was "45.86 cents per \$100" in 2009.

(News & Observer, 12/5/09)

**Property Taxes UP 163 Percent:** Property tax collections have increased by 163% since McCrory became Mayor. In FY1996, the city-wide tax collection was \$123,380,376. In FY2009, during his last year it was \$324,507,691. (FY97 Operating Plan, 7/1/1996, p.3-6; FY2008 & FY2009 Strategic Operating Plan Summary, 7/1/2007, p.133)

**Charlotte Had the Highest Per Capita Local Tax Burden for Nine Years in a Row When McCrory Left Office According to Conservative John Locke Foundation.** The John Locke Foundation found that Charlotte had the highest per capital local tax burden in North Carolina for seven years in a row: “Charlotte’s local taxes and fees totaled \$2,587 per resident for the 2008 budget year. That total helps the state’s largest city rank No. 1 on the tax-burden list for the ninth straight year. Its per-person local government cost total is more than \$300 higher than any other large city in the Tar Heel state, according to the report... Mecklenburg County (5.91 percent) had the state’s 10th highest rate of taxes and fees as a share of income.” (John Locke Foundation release, “Charlotte tops tax list for ninth straight year,” 3/30/10)

**Sales Tax Increase** In 1998, McCrory supported a half-cent sales tax to expand Charlotte’s mass transit system. McCrory was cited as the “most vocal supporter” of the rapid transit referendum. (AP, 11/4/98)

➤ **Charlotte had Highest Sales Tax in the State Thanks to Transit Tax Increase.** “Voters handily approved the transit tax in November, giving the county the highest sales tax in the state... City officials say the \$1 billion revenue estimate is in 1998 dollars and that it and the cost of the transit plan will rise with inflation.” (*Charlotte Observer*, 3/31/99)

*...while the city added tens of thousands of jobs.*

**McCrory has previously claimed credit for creating jobs, even though now he says government can’t create jobs.**

**McCrory said he never created jobs—and that government has n’t got the power to create any jobs:** “And you notice I didn’t say government created the jobs. *I didn’t create the jobs.* We created an environment which was job-friendly. The private sector creates jobs; government does not create jobs.” (Speech, Mecklenburg County GOP Women, 5/10/11)

**McCrory: “As mayor of Charlotte- of the city of Charlotte, I have helped create more jobs than any other region - not just in North Carolina, but throughout the Southeast.”** “I do have experience in recruiting and helping retain jobs. As mayor of Charlotte- of the city of Charlotte, I have helped create more jobs than any other region - not just in North Carolina, but throughout the Southeast. And we’re very proud of that.”- Pat McCrory (Gubernatorial debate,

6/21/08)

“As mayor of Charlotte,” McCrory said, “I have helped create more jobs than any other region – not just in North Carolina but throughout the Southeast.” (WRAL.com, 6/21/08)

**April 2008: McCrory Spokesperson Said: McCrory “Never Claimed to Create the Jobs.”** The Charlotte Observer’s ad watch titled “McCrory on jobs” reported, “McCrory ‘never claimed to create the jobs,’ spokesman Tom Gardner said in an interview Tuesday.” (*Charlotte Observer*, 4/25/08)

**Charlotte Observer: “No Evidence” that McCrory Created 137,100 Jobs as Touted in Ad.** In an April 2008 McCrory for Governor TV ad, the Charlotte Observer noted that “while [McCrory] talks about his ‘experience and record,’ the phrase ‘137,100 New Jobs’ appears.” The Observer wrote, “There is no evidence to support the implication that McCrory created 137,100 jobs.” (*Charlotte Observer*, 4/25/08)

**During his time as a consultant for transit tax referenda he claimed to have been part of creating 200,000 jobs.** “During his tenure, 200,000 jobs were created and Charlotte’s population grew by 20 percent, according to his website.” (*Marietta Daily Journal*, “Summit speakers say transit system will bring economic development,” 6/8/11)

**News & Observer: McCrory “appropriately doesn’t take full credit.”** “Charlotte became a “bank town” during McCrory’s tenure and he appropriately doesn’t take full credit.” (*News & Observer*, 6/11/12)

*That’s leadership Pat McCrory can bring North Carolina, right now.*

***McCrory took a pay increase to his taxpayer funded salary as mayor during the financial collapse as unemployment rose in Charlotte. Now he wants the voters to trust him while he refuses to tell the people of North Carolina what he does for a living, who his clients are, and how much he is paid.***

**On Screen:**

**McCrory Noted Anyone Who Didn’t Support the Pay Increase Could Choose to Opt Out... Which Anthony Foxx Did, But Pat McCrory Didn’t.** The Charlotte Council debated a Budget Straw Vote “Number 12 – Delete Mayor and Council Compensation Increase (\$77, 219).” During the debate, Councilman Barnes offered the idea of including an opt-out option for the compensation increases. McCrory spoke against considering the idea because members already had the option of not taking part of any compensation... The Mayor said the Council members can opt out of anything they get right now, including the meals we get.... Mr. Foxx said... because I have not supported this increase I will decline the increase myself. The Mayor said everyone has that option. You cannot accept your whole salary if you like. Mr.

**Pat McCrory**

**Governor**

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THE PAT  
MCCRORY  
COMMITTEE**

Cooksey said what does decline increase mean? Can I ask HR not to increase mine if I choose? Mr. Walton said yes.” (Charlotte City Council minutes, May 28, 2008 Budget Straw Votes, page 481)

**2008 Budget Increased Pay 19 Percent, Total Compensation Stood at \$39,900.** In the budget passed by the City Council on June 10, 2008, McCrory received a 19 percent raise to increase his total compensation to \$39,900. McCrory did not veto the budget. The same budget contained a salary increase for members of the City Council, increasing their pay 27 percent, or from \$23,463 to \$29,900. A veto would have been sustained if members voted the same way on a veto override that they did on the original budget, which passed by only one vote. (*The Charlotte Observer*, “Council Passes Budget of \$1.82 Billion by 1 Vote,” June 10, 2008; *The Charlotte Observer*, “Council Closer to Pay Hikes,” May 29, 2008) According to *The Charlotte Observer*: “The mayor’s pay would increase by 19 percent to \$39,900.” (*The Charlotte Observer*, “Council Closer to Pay Hikes,” May 29, 2008)

**Headline: “Pat McCrory trumpets transparency but still won’t disclose tax returns.”**  
(*News & Observer*, “Under the Dome” blog, 6/7/12)

**71 percent of NC voters think candidates for governor should release tax returns.** (*News & Observer*, 8/8/12)

**McCrory Calls Tax Returns ‘Phony Issue’:** (In response to question about tax return) **“I just think it’s a phony issue”** (0:16, McCrory Press Gaggle 7/20/12 Charlotte)

**McCrory Says Mitt Romney Should Not Have to Release More Tax Returns:** Reporter: “Mayor, a lot of conservatives are urging Governor Romney to release more tax records. Do you agree with them?” McCrory (interrupts): **“No...** I have not gotten one question in the past five weeks, other than the media and Democratic operatives, on this issue.” (0:52, McCrory Press Gaggle 7/20/12 Charlotte)

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