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Eight Pages

## MEMORANDUM

DATE: January 24, 2000

**TO:** Scott Fisher  
**FROM:** John J. Boltz  
**RE:** New York Tax Repeal Campaign

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Attached are the preliminary budget and graphics for the New York Tax Repeal Campaign. Initial campaign kickoff costs are likely to be close to \$30,000. This includes revised printing costs of approximately \$25,000 for 2,500 calendar posters and 25,000 response cards.

Additionally, there would be a \$5,000 cost for a two-day press conference tour to kickoff the initiative in selected media markets.

David Powers of RJR would like to know if PM will support this effort and to what extent.

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