

**Analysis of the Montgomery County Executive Race (2018)**

A very good friend/entrepreneur wanted me to do some assessment of the County Executive Race for 2018 election cycle.

**Announced Candidates**

* Councilman Roger Berliner
* Councilman George Leventhal
* Councilman Marc Elrich
* Senator Cheryl Kagan (Considering)

**Election Results 2006**

* Ike Leggett 64,382 (61.3%)
* Steven Silverman 37,279 (35,4%)
* Robert Fustero 3,318 (3.3%)
* Total Voted 105,000

**Election Results 2014 (Primary)**

* Ike Leggett 40,122 (45.6%)
* Doug Duncan 28,296 (32.1%)
* Phil Andrew 19,589 (22.3%)
* Total Voted 88,000

**Election Results 2010**

* Ike Leggett (Unopposed) 64,000

**Elections 2018**

* Historically about 105,000 voters will turn out
* Due to Congressional races and open seats about 120,000 voters will turn out
* In a 4 or 5 way race, anyone who will have 40,000 votes will win the election and could be 35K

**Cash in Hand**

* Roger Berliner $1,000
* Marc Elrich $ 1,000
* George Leventhal $ 250,000 ($ 45K Raised & $ 196,000 Matching Fund)
* Cheryl Kagan $ 78,000
* Roger and Marc will probably file their reports soon and may get public funding as well

**How Does Matching Fund Works?**

County Executive candidates - $6 for each dollar of the first $50 of a qualifying contribution received from a County resident, $4 for each dollar for the second $50 and $2 for each remaining dollar received up to the maximum contribution.

**Conclusion & Recommendation**

* Need to get smaller contributions from many donors in the county $ 50 to $ 100 or $150
* Need about 500 to 1000 donors who could donate $ 100 in the county
* Raising money from outside with County may not help the campaign