

# Re-Elect

# JULIE EISELT

CHARLOTTE CITY COUNCIL  
AT-LARGE



## Campaign Prospectus

### Why I'm running for Re-Election

In my first term on council, Charlotte experienced some of the most traumatic events in our city's history. We've been put to the test. There is no quick-fix or easy answer to address the issues that have left people sidelined from economic prosperity or feeling disenfranchised and under-valued. Affordable housing and disturbing crime trends; rapid growth and costly infrastructural needs; diversity, inclusion and equity - these are just a few of the demanding issues of our time.



We need leaders who understand the work it will take. Leaders who are committed, as I am, to the hard work that lies ahead in all these areas and who will have the courage to make meaningful policy reforms to address quality of life issues for a growing and diverse community. We need people who pledge, as I have, to work with all parts of the community; to bridge differences and invite all people to the table to seek solutions that unify us and make us a better community for all.

### Proven Leadership

I am a passionate citizen advocate as well a committed public servant. In 2008 I started an advocacy group called "Neighbors for a Safer Charlotte; a diverse coalition of neighborhood leaders whose message was *"Every resident, has the right to feel safe, no matter what neighborhood they live in."* Our group successfully advocated for \$9m in county and city funding for the local criminal justice system, and held local officials accountable for changes that improved efficiency and strategy with a goal of fair justice for all residents.

Since joining City Council in 2015, as Chair of Community Safety and Vice-Chair of Economic Development City Council committees, I've emphasized the mutual dependency of these two Council Focus Areas. The lack of state court-system funding puts a tremendous burden on our police force and local courts, making crime diversion initiatives crucial to keeping our city safe. Skills training for people with high barriers to employment and connecting our youth with opportunities that allow them to envision their future, leads to lower crime and a broader pool of skilled talent.

This term, I put my passion to work by helping to launch a high-school level vocational certification course which prepared at-risk students to be career-ready. I led the charge for our City Council to commit to fund a summer-evening recreational program for teens in high-crime neighborhoods, and, to fund an Arts & Science Council after-school arts program aimed at youth in crisis. Last year I was honored by the Mecklenburg Times with their "50 Most Influential Women" award.

## **Building a City of Opportunity**

I remain committed to this core principle: If we stand together and stand up for each other, we can achieve a vision for Charlotte that leverages diversity and fosters equity and inclusion in all aspects of civic life, and offers a wide net of opportunity for all people. That's the basis for a great city of the 21 century - one with a deep talent pool and a city that people want to visit, that employers want to relocate to - a city we can all be proud to call home.

That is my vision for Charlotte. But I cannot do it alone. I need your help to be re-elected. It takes financial resources to reach a universe of about 35,000 primary voters through online advertising, direct mail, calls, and direct voter contact. Your gift today will keep our campaign going strong!



Your support is critical. Help me build a city of opportunity today.

Please consider making a donation online at: [www.JulieEiselt.com](http://www.JulieEiselt.com) or, you can make your check payable to:

Friends of Julie Eiselt  
P.O. Box 12602  
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I also welcome your thoughts about the issues facing Charlotte and what we can do to make our city stronger!

**Find us on social media: FB: Friends of Julie Eiselt / Twitter: @JulieEiselt**