

How much did both candidates spend on District 73 race

Written by Administrator

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The job of State Representative in Indiana pays less than \$20,000 a year and the money spend by both parties in the race for the District 73 seat in the state House of Representatives could pay that salary for more than a decade.

The money spent by candidates Steve Davisson (Republican) and Ryan Bower (Democrat) total more than \$350,000 and that doesn't include outside spending by the state parties which pushes the totals to easily more than \$500,000.

According to statistics obtained by this paper from Secretary of State Todd Rokita's office, Davisson began the race with \$14 in his campaign account, but through monetary contributions that new number at the end of the campaign had grown to \$249, 291.07.

The same report says that Davisson spent \$233,069.32.

Bower, on the other hand, started with no money in his account and raised \$148,745.70 and spent \$126, 054.82.

Bower didn't think money was the only reason he lost, but he does think it played a role.

Davisson began airing ads on Louisville television stations as early as Labor Day weekend.

Bower said when voters don't know either candidate, that television exposure helps tremendously.

"We were significantly outspent," he said. "To future candidates, I would tell them to run as much TV as they can, as early as they can. When you have that kind of money, it's easy to build name recognition."

Davisson was surprised by the amount of money spent in the race. He said the end total nearly quadrupled what he expected to spend.

"I was looking at a \$50,000 to \$60,000 race to start with," he said. "Then the state parties became involved when they saw that this seat was in play. "They started pumping money into (the campaign) on both sides. I was rather shocked (about the amount) to be honest with you."

District 73 wasn't alone. A lot of state and national races that were up for grabs exceeded spending expectations.

For a complete list of amounts spent in all the state races, visit the Secretary of State's Web site at www.in.gov/sos/.