

Momentum Report



key EVENTS

- 0.01 / The 83rd Legislative Session Nevada Policy defeated the Hollywood Handout, killed bad bills, and protected taxpayers from government expansion.
- 0.02 / Defeating corporate handouts and protected taxpayers from government overreach during the special session.
- 0.03 / Created a proprietary Legislative Lookup Tool that reveals Nevadans their representatives and exactly how they represented your interests.
- 0.04 / "Stop Hollywood" campaigns reached nearly 1 million Nevadans, and mobilized the public against corporate welfare.
- 0.05 / Drove the narrative in 2025, using major outlets to expose handouts and government overreach.
- 0.06 / Former Uber executive joins the team to dismantle regulatory barriers for Nevada entrepreneurs.

**JOHN A. TSARPALAS**President
Nevada Policy

letter from the **PRESIDENT**

As we reflect on this past year, I am struck by a simple truth: The distance between Carson City and the people it serves is no longer measured in miles, but in common sense.

Your unwavering support has been the crucial variable in achieving remarkable victories. Because of you, Nevada Policy didn't just watch the madness unfold; we stood in the breach. We turned what could have been a year of unchecked bureaucracy into a year of hard-fought accountability.

This year was defined by three pivotal battles where we took action: First, during the 83rd Legislative Session, we fought the "scandalous votes" that tried to slip past the public like a teenager sneaking in after curfew. We reminded Carson City that taxpayers were watching.

Second, when they called an "emergency" Special Session to try again, we launched a full-scale advocacy campaign against the most egregious overreach. We successfully blocked the return of the Hollywood tax credits (AB 5) and secured a legislative victory for the Separation of Powers (SB 2).

Finally, we launched the ultimate accountability tool: the 2025 Legislative Scorecard. Politicians love to tell you they voted for "freedom." We decided to check their math. Our new Legislative Lookup Tool allowed citizens to bypass the spin, filter out the noise, and see exactly how their representatives voted on the bills that mattered most.

By equipping citizens with knowledge, we empower them to advocate for their futures and cut the invisible strings controlling their opportunities.

Thank you for standing with us.

John A. Tsarpalas

THE FIGHT AGAINST SCANDALOUS VOTES AND BAD BILLS

The 83rd Legislative Session Nevada Policy defeated the Hollywood Handout, killed bad bills, and protected taxpayers from government expansion.

For 120 days, Carson City was a factory of bad ideas. We tracked 265 bills, many of which ranged from the merely expensive to the philosophically offensive. But while the lobbyists were busy popping champagne, Nevada Policy was busy loading the cannons. The undisputed champion of bad

ideas was AB 238, known to its friends as the "Film Tax Credit Expansion" and to everyone else as the "Hollywood Handout." This wasn't just a subsidy; it was a ransom note. Proponents wanted to divert hundreds of millions of tax dollars to movie studios. We mobilized a massive ad campaign that

garnered 1.7 million views and reached 1 million Nevadans, making sure taxpayers knew exactly who was trying to pick their pockets. The result? We killed it on the Senate floor without it even getting a vote.

But the "scandalous votes" didn't stop there. We stood in the gap, providing 57 in-person testimonies to fight a roster of greatest hits from the government expansion playlist, including the "Open Primaries" power grab (AB 597) and the union-backed attack on class sizes (AB 155).

The scoreboard speaks for itself. Despite the odds, we helped kill 23 bad bills and pass 21 good ones.

In a building designed to ignore you, we made sure they couldn't. Our Action Center became the only lobbyist the taxpayers had. You sent 10,636 emails to legislators, jamming their inboxes with a message they couldn't delete: We are watching.

The 83rd Session could have been a disaster. Instead, thanks to an engaged citizenry and a lot of late nights, it became a testament to what happens when you refuse to let the swamp swallow the state. We stopped the worst of it. And as we learned shortly after... they weren't done trying.



Anahit Baghshetsyan, Policy Analyst, delivers live testimony to legislators on AB 238, representing everyday Nevadans in a room full of union reps.

AN "EMERGENCY" OF THEIR OWN MAKING

Together, we defeated corporate handouts and protected taxpayers from government overreach during the special session.

For seven days, they attempted to redefine the word "emergency" to include corporate handouts and constitutional revisions. But while they were rewriting the dictionary, Nevada Policy was rewriting the outcome. We focused our advocacy on two critical battles that defined the session.

First, the "Zombie Bill": AB 5. The massive Hollywood Tax Credit scheme we killed in the regular session clawed its way back out of the grave. Proponents insisted that giving billions to movie studios was an urgent state priority. We disagreed—and we weren't alone. We partnered with progressive organizations to fight this corporate welfare, proving that our influence extends far beyond traditional party lines. When both sides of the aisle agree a bill is a disaster, it usually is. Together, we killed the Hollywood Handout for the second time.

Second is the "Constitutional Victory." SB 2 is the follow-up to AB 600, the vetoed bill that tried to clean up the Nevada Revised Statutes after a 2024 Supreme Court decision (Nevada

Policy Research Institute, Inc. v. Miller) accidentally suggested that certain executive agencies, including the Nevada System of Higher Education, might float outside the Constitution altogether. That reading turned NSHE into a kind of constitutional free-range authority, accountable to no branch in particular, which is not clever governance so much as a paperwork-based magic trick. Senate Bill 2 pulls things back to reality by reaffirming that Nevada still has three coequal branches, that all agencies operate under constitutional authority, and that government jobs should not come with legislative side hustles. One branch, one paycheck, no mystery powers.

They hoped a "Special Session" would act as a rubber stamp for their agenda, allowing them to bypass public scrutiny. We proved them wrong. By winning these battles, we sent a clear message to Carson City: You can convene the legislature whenever you want, but you can no longer hide from accountability.



Outside the Nevada Legislature in Carson City, NV.



Inside the Nevada Assembly during the special session as legislators cast their votes on AB 5.



Governor Joe Lombardo delivers remarks on the bills passed during special session.

special session **RECAP**

AB 5 – FILM TAX CREDITS

—

The bill passed 22-20 in the Assembly and was passed to the Senate. The bill failed receive the needed votes and died in the Senate.

SB 2 – SEPARATION OF POWERS

—

Passing this bill prevents disruptions to the balance of power among the state's coequal branches. Ensuring each operate under proper constitutional authority.

FULL RECAP

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For a full recap of the special session, visit our live updates page by scan below:



THE REPORT CARD THEY DIDN'T WANT YOU TO SEE

Our proprietary Legislative Lookup Tool not only reveals Nevadans' representatives but exactly how they represented their interests.

In Carson City, talk is cheap, but votes are forever. Politicians love to tell you how much they respect your wallet while they're busy reaching for it. That's why, for 16 years, we've ignored the speeches and graded the reality.

This year, we took it a step further. We engineered a proprietary Legislative

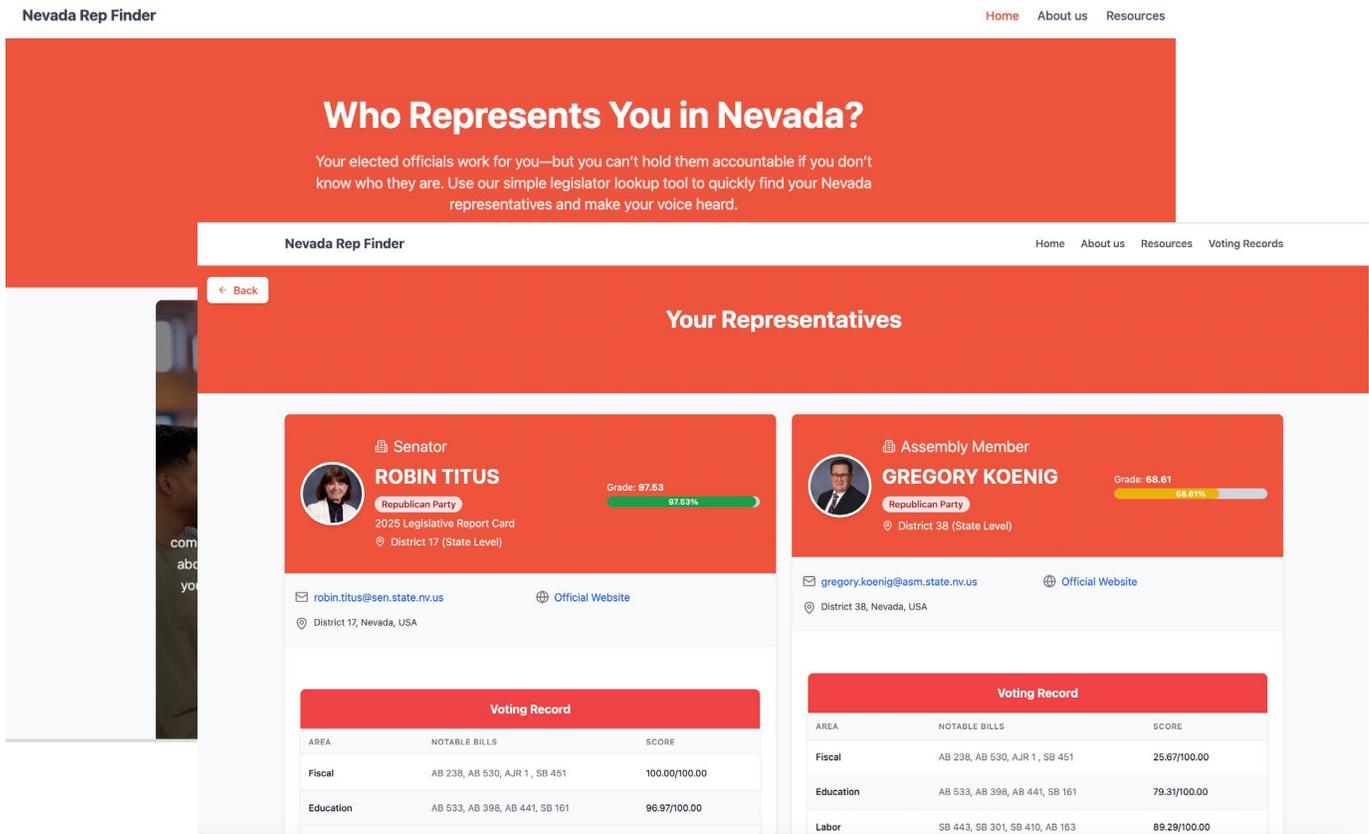
Lookup Tool—a custom-built digital weapon for the informed citizen. Most people don't know who their representatives are, let alone how they vote. Our tool solves both problems at once. By simply entering an address, Nevadans can instantly identify their legislators and, more

importantly, discover exactly how they were represented.

We didn't grade on a curve. We tracked 66 bills with unambiguous consequences for your freedom. Using a weighted system developed by the National Taxpayers Union, we ensured that the biggest bad ideas carried the biggest penalties. For instance, the "Hollywood Handout"—a proposal to gift nearly \$2 billion in subsidies to movie studios—carried a weight of 90 points, ensuring that a vote for corporate welfare tanked a legislator's score.

The results were revealing. While many lawmakers drifted into the swamp of big government, Senate Minority Leader Robin Titus stood firm, earning the title of "Taxpayers' Best Friend" for the second consecutive term with the session's highest score.

This Scorecard isn't just a list of numbers; it's a mirror. It shows Nevadans exactly who stood with them and who sided with special interests. Because in a democracy, if you don't know the score, you're probably losing.



Screenshots of our proprietary legislative lookup tool, built to make lawmaking accessible, empower informed citizens, and bring real transparency to the process.



THE FIGHT FOR ATTENTION: HOW WE WIN

Our "Stop Hollywood" campaign reached nearly 1 million Nevadans, mobilizing the public against corporate welfare.

In the halls of the legislature, silence is the lobbyist's best friend. They count on the fact that you're too busy working to notice them spending your money. Our job was to make sure you noticed.

We launched a "Stop Hollywood" air war designed to turn a backroom deal into a public scandal. While the other side relied on closed-door promises, we went direct to the people. The numbers tell the story of a massive mobilization.

Through targeted digital campaigns, we generated over 1.7 million impressions and reached nearly 1 million Nevadans. We didn't just blast noise; we drove engagement. Our "Film Tax Credit Awareness" campaigns alone reached 986,934 people combined, costing

us pennies per view to save taxpayers billions.

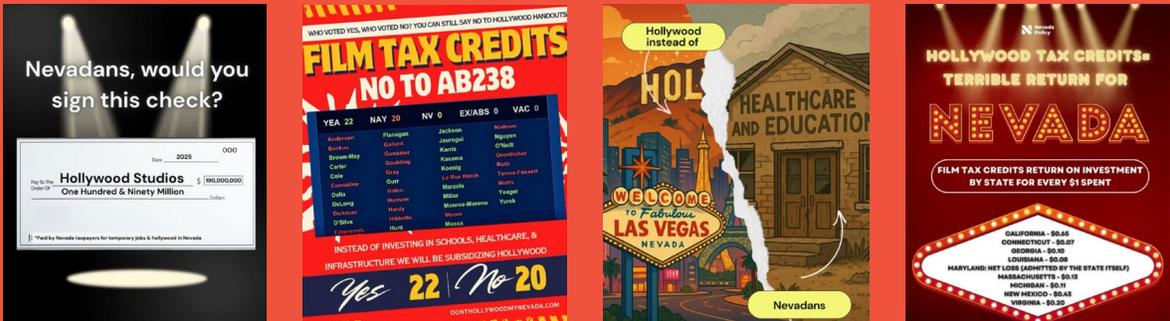
We fought on every front. We deployed "meme ads" for the scrollers, deep-dive policy breakdowns for the readers, and even a guerrilla sticker campaign that generated over 100 leads and put physical reminders in the hands of voters.

This wasn't a traditional PR campaign; it was a reality check delivered to 1.7 million screens. We bypassed the mainstream media filters and took the facts directly to the voters' feeds. It turns out, you don't need a massive budget to stop a bad idea—you just need to make sure the taxpayers actually see the price tag.

quick look METRICS OVERVIEW

Campaign	Reach	Impressions	CPR
Film Tax Credit Awareness 1	297,482	519,313	\$0.03
Film Tax Credit Awareness 2	689,452	1,205,383	\$5.13
Boosted AB238	501	547	\$0.47
Meme Ad	898	1,033	\$0.32
Bills Ad (Best performer)	509	613	\$0.29
Sticker Ad	7,416	11,019	\$1.35
Un-promoted Posts (Organic)	15,489+	—	—
TOTAL (Paid Only)	996,258	1,738,908	—

THE ADS



An array of social media ads used by Nevada Policy to inform voters, shape public opinion, and ultimately defeat the film tax credit proposal.



CRASHING THE MAINSTREAM PARTY

Drove the narrative in 2025, using major outlets to expose handouts and government overreach.

In the world of politics, if you aren't making headlines, you're probably being ignored. This year, we made sure Nevada Policy was impossible to ignore. We didn't just preach to the choir; we picked up a megaphone and walked into the middle of the town square.

From the pages of the Las Vegas Review-Journal to the airwaves of NPR affiliate KUNR, we forced the free-market perspective into the

mainstream bloodstream. When the "Hollywood Handout" proponents tried to quietly pass their tax credits, our analysts were there—publishing blistering op-eds like "We've Seen This Movie Before" in the Reno Gazette Journal to expose the sequel nobody asked for.

Our experts didn't just comment on the news; they drove it. Policy Analyst Anahit Baghshetsyan became a go-to voice on the home insurance

crisis, explaining to public radio listeners why government price controls were actually torching their policies. Nevada Policy Fellow, Cameron Belt took on the regulatory state in the Review-Journal, exposing the red tape strangling Nevada businesses.

We dominated the op-ed pages, cited research in major features, and turned complex policy papers into soundbites that reporters couldn't resist. The result? A year where the "other side" didn't just have to fight us in the legislature—they had to fight us in the morning paper, too.

quick look MEDIA MENTIONS



A **DISRUPTER** JOINS THE RANKS

Former Uber executive joins the team to dismantle regulatory barriers for Nevada entrepreneurs.

To fight a bureaucracy that thinks it knows how to run a business, you need someone who has actually run one. That's why in August, we officially brought Cameron Belt on board as our newest Fellow.

Cameron isn't just an academic theorizing from an ivory tower. As a former executive at Uber and Lyft, he has spent his career in the trenches of the "sharing economy," battling the kind of outdated red tape that tries to strangle innovation in its crib. He understands that the heaviest burden a business carries is often the government on its back.

While he has supported our work as a research associate for a decade, his new role as a Fellow allows him to go on the offensive. His mission is distinct: develop private solutions to public problems.

Cameron is leading our charge to identify and dismantle the specific

regulations that hold back Nevada's entrepreneurs. He has previously authored a Nevada Policy white paper on "regulatory sandboxes"—safe harbors where new ideas can be tested without asking for a permission slip from the state. With his background as a Senior Economist at RCG Economics and author of *Economics for Busy People*, Cameron brings the data to back up the disruption. He is here to ensure that in Nevada, the only limit on a business is the owner's imagination, not the state's statutes.



*New Policy Fellow Cameron Belt films a new course for the Nevada Policy Online Academies, drawing from his book *Economics for Busy People* to make economics clear, practical, and accessible.*

quick look

THE 2025 RESULTS

Thanks to the steadfast support of our donors, partners, and supporters, Nevada Policy achieved meaningful milestones across the state. Your commitment allowed us to broaden our reach, shape key policy conversations, and push for real accountability where it matters most. None of this happened by accident, and none of it happened without you. Your belief in our mission gives our work momentum, sharpens our impact, and makes it possible to keep defending liberty for Nevadans. We are deeply grateful for your trust and support. Thank you for standing with us.

METRICS	2025
Radio Shows	32
Coalition and Club Meetings	10
Events & Presentations	14
Digital Publications	6
Commentaries	100
Magazine Articles	8
Media Mentions	89
Page Views on NevadaPolicy.org	56,791
Facebook Followers	2,438,908
Facebook Reach	1,250,386
Facebook Engagement	37,934
Instagram Followers	3,108
Instagram Reach	936,368
Average # of Email Subscribers	21,148
People Added to Owned Audience	9,726
Transparent California - New Users (Unique Visits)	4,647,186
Nevada Policy School Students (Enrolled)	775





If you would like to protect freedom and expand liberties in Nevada visit NevadaPolicy.org/donate or scan this QR code!

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