

# ANNUAL REPORT

2023



*“I really like the way [MSPC] is going about this – that they view it as an educational opportunity.”*

Former Idaho Governor and U.S. Senator **Jim Risch**



*“Mountain States Policy Center plays a critical role in the debate over our region’s most important issues.”*

Eastern Washington Congresswoman **Cathy McMorris Rodgers**

*“Organizations like MSPC can really make a profound difference.”*

Idaho State Representative **Wendy Horman** of Idaho Falls



*“I support the work of MSPC and all think tanks that will improve the lives of children.”*

National school choice advocate **Corey DeAngelis**

*“MSPC is a welcome addition, providing a vital service to lawmakers and educating the public.”*

Idaho State Representative **Judy Boyle** of Midvale





## A MESSAGE FROM OUR PRESIDENT



Dear Friends and Supporters,

This is a crucial time in America's history, a time when militant ideologies have taken aim at the foundations of our country. Anti-growth economic policies both at the national level and in numerous states across America are stifling opportunity and putting necessities out of reach for far too many.

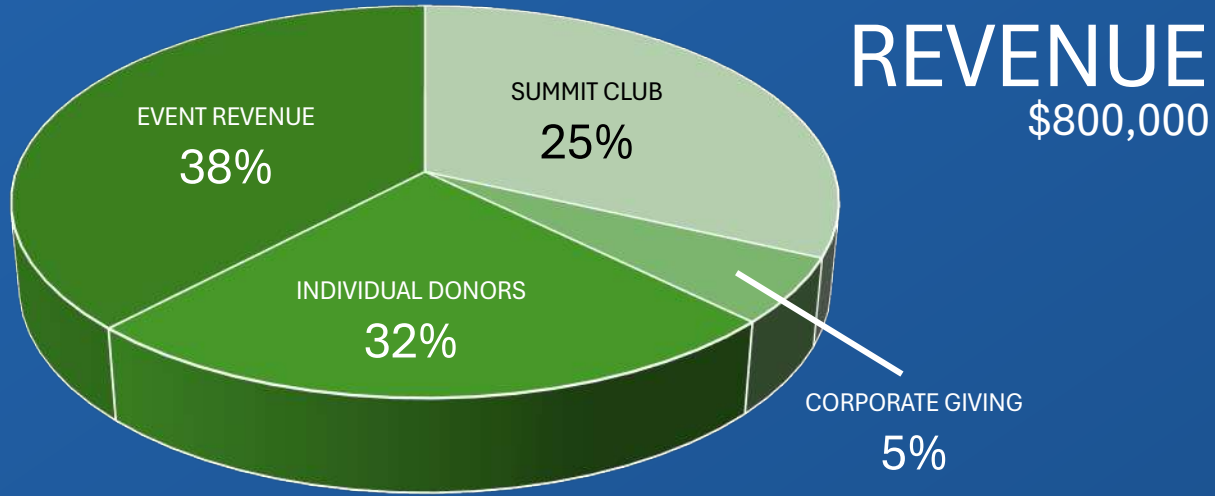
Against this backdrop, our home in the Mountain States has offered a refuge for those seeking to escape the high costs and collapsing living standards on the West Coast. For that reason, the Mountain West today ranks as the fastest growing region in America.

While Idaho, Montana, and Wyoming have fared better than much of the country, the state's rapidly changing population profile is set to re-shape the region's civic and political life. Just as states such as Arizona and Nevada have shifted from reliably conservative and libertarian bastions into "purple" battlegrounds, states such as Idaho, Montana, and Wyoming are undergoing their own seismic realignment with the arrival of thousands of new residents. We must play defense to keep the region from making the same bad choices that have taken other states off the rails. At the same time, we must go on offense and put in place good policies that will advance the region's quality of life for generations to come. This is long overdue. Despite its strong conservative majorities, the region lags the country in adopting conservative policies such as education choice, government transparency, and protections for taxpayers. We must take the lead so that a change in the region's political environment does not destroy its quality of life.

Mountain States Policy Center was built for this moment. We've already established ourselves among the nation's fastest-growing free-market think tanks, surpassing \$1 million in annual revenue in just its second year of operations. This already makes MSPC larger than many think tanks that have been around for much longer, and the organization has prospects for even further growth in the next few years.

While this look back at the past year showcases these achievements, we believe they represent just a preview of what is possible for our organization. Together, we can not only defeat the big-government ideologies that threaten our region's way of life but go on offense to advance prosperity and opportunity for all. We are grateful for those of you who have brought us to this exciting moment, and excited for what we believe can be a breakout year ahead!

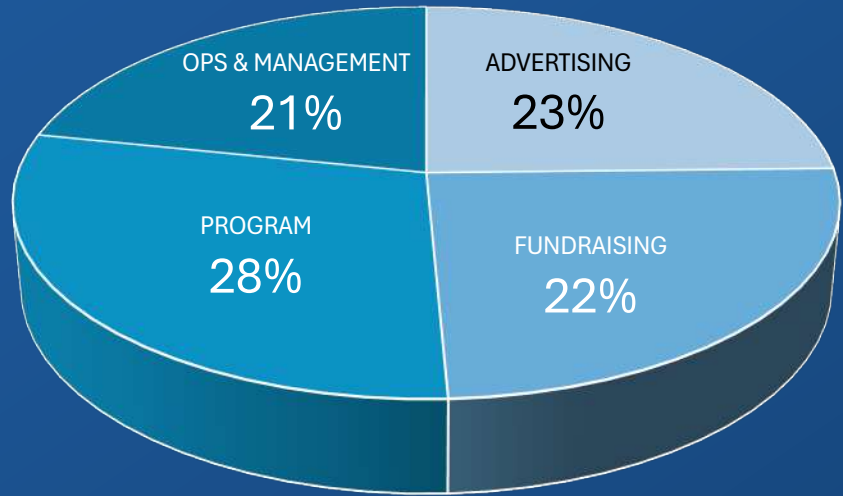
Chris Cargill  
Founder, President & CEO



*The Summit Club is the major giving program at Mountain States Policy Center. Supporters pledge a gift of at least \$5,000 per year over a period of at least three years. Our sincere thanks to those who are making this work possible.*

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- Zach & Brittany Gautreau
- Chris & Dalene Patterson
- Ron & Heidi Stanley
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- Anonymous (1)



# EXPENSES

\$755,000

## 2023 SUPPORT



# STATISTICAL REPORT



*Mountain States Policy Center (MSPC) was founded in 2022 to empower individuals to succeed through non-partisan, quality research that promotes free enterprise, individual liberty, and limited government. With a headquarters in Idaho and coverage of Washington state, Montana, and Wyoming, MSPC works to educate key segments of society—including policymakers, the media, young leaders, and the rising generation of citizens—on the power of free markets and limited government to unleash prosperity and opportunity throughout the Mountain West and the nation.*

**689**

# of supporters

**8**

States with supporters

**5**

Staff

**17**

Board members

**12,500**

Size of email list

**62%**

Email open rate

**9%**

Email click rate

**36,500**

Unique website visitors

**6**

# of times invited to testify before  
leg committee

**390**

Media appearances

**19**

Major studies published

**362**

Minor briefs, blog posts and reports



**11,200 followers**



**974 followers**



**1,127 followers**



**737,168 video views**

# POLICY IMPACT

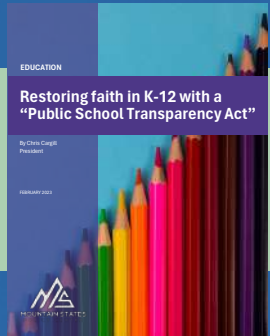


In 2023, MSPC released 19 in-depth policy research papers offering in-depth analysis and thought leadership on critical issues facing the Mountain West such as tax reform, education choice, rural broadband access, and more. We were invited to testify six times before legislative committees and met with Montana Governor Greg Gianforte to present policy ideas.

MSPC's work constitutes a go-to resource for policymakers, the media, and anyone else seeking to understand the social and economic forces shaping our way of life in the region. Collectively, they are a comprehensive reform agenda that any figure of any political persuasion could adopt in to unleash prosperity.

## Restoring faith in K-12 with a “Public School Transparency Act”

*A policy recommendation that would require greater transparency for school district budgets.*



## Ending the government’s “home equity theft” scheme

*Updating the law to prevent the government from stealing home equity.*



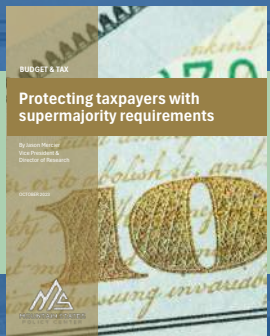
## Plugged in: Five keys for expanding broadband coverage

*Recommending oversight and free market innovation in any government attempt to expand broadband.*



## Protecting taxpayers with supermajority requirements

*Requiring extra consensus before increasing the financial burden on citizens.*



# “a brain trust for conservatives.”

Idaho State Journal, October 13, 2023



MSPC’s profile continues to grow by leaps and bounds. Our policy research and commentary were quoted or published in the news media nearly 400 times in 2023, both in important regional outlets such as KTVB News Channel 7, the Billings Gazette, the Idaho Statesman, the Tri-City Herald, and Wyoming Tribute Eagle, but also a host of national outlets and major metro dailies across the country, starting with *The Wall Street Journal*, *The Miami Herald*, *The Fort Worth Star-Telegram*, *The Charlotte Observer*, and more.



## IN THE MEDIA



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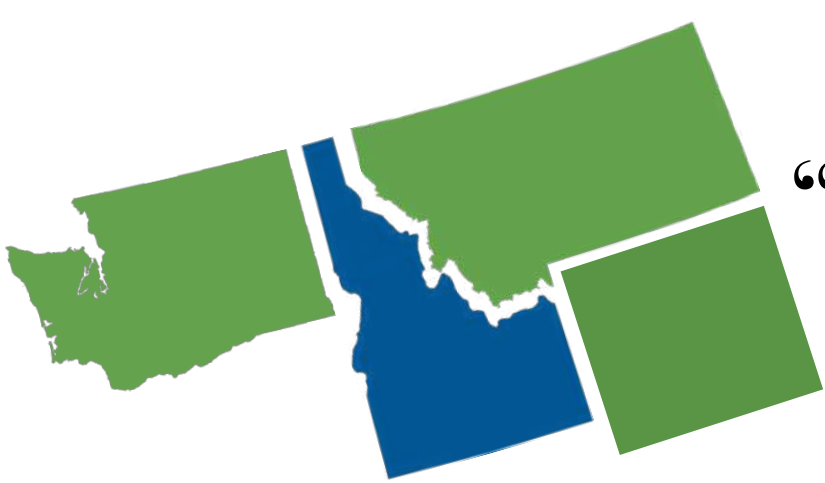
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**“committed to federalism  
and free markets.”**

MSPC is now the go-to source for free market policy in our state and region. In 2023, we were called upon to offer testimony a half-dozen times in recent legislative sessions. Our legislative tracker offered citizens updates on new laws and proposals in real time. State legislators across the region responded enthusiastically to our outreach and perspective, as we offered insights that broke with conventional wisdom and provided fresh thinking into ways of advancing freedom and prosperity across the Mountain West. To give just one example, Montana Rep. Nelly Nicol wrote: “I wanted to send a note of thanks for your organization... As a Montana legislator, it's like a breath of fresh air and acknowledgment to continue in my direction to fight for our state as well as effecting legislation around our great state. Again, thank you all for your efforts.”



*Idaho Secretary of State Phil McGrane speaks at MSPC's 2023 Christmas Lunch.*



**FREE MARKETS FIRST**



## MAJOR EVENTS

Over the course of 2023, MSPC orchestrated multiple high-profile events that drew prominent figures including former HUD Secretary Dr. Ben Carson, former Congressman Trey Gowdy and Wall Street Journal columnist Kimberly Strassel to the Mountain West. In combination, these events drew more than 1,500 participants in person, and still larger numbers who watched online.

In addition, we launched *The Woman Panel* – a series that supports and empowers women who believe in the power of free-market principles and solutions.



# EYE ON THE FUTURE

Projects launching in 2024



Free Markets  
are for *Everyone*

While we are proud of what we have accomplished a relatively short time since our founding in 2022, we know that we have our work cut out for us moving forward.

With a growing influx of new residents from liberal states, the political landscape of the Mountain West is rapidly changing. Meanwhile, too many conservatives in our region act as though center-right majorities are divinely ordained to continue into the indefinite future, allowing complacency to creep in when our region should be setting the pace for policymaking nationwide.

Against this backdrop, your support for MSPC allows us to move with a comprehensive policy agenda to advance freedom and prosperity across the region—including education choice, regulatory reform, and a bold embrace of new technologies that are revolutionizing our economy. MSPC is positioned to lead the charge on this because it brings core strengths to the table that for too long have been in short supply in our region, including:

- **Leadership:** While much of the region’s political establishment is consumed with political in-fighting and operates as though conservative majorities will last forever, we are under no such delusions. We recognize the time for action is now, and we must work with a sense of urgency lock in conservative policies that advance freedom and opportunity for generations to come.
- **Expertise:** MSPC’s leadership is drawn from some of the nation’s foremost center-right policy organizations, bringing decades of experience to bear in understanding and communicating policy solutions that advance freedom and opportunity. In a region that is short on such expertise—in fact, legislatures in states like Idaho do not have fulltime policy staff at all—MSPC is poised to have an out-sized impact.
- **Strategy:** Because MSPC is a permanent organization and does not face the pressure to stand for election every two to four years, we have the independence and the staying power to cast a bold vision for what’s possible in the policy arena, and work over multiple cycles to bring it into reality.

MSPC has a winning team, and proven formulas for advancing opportunity and prosperity for all. As we build our organization and raise our profile to meet the needs of a changing region—one that embodies many of the trends that will shape the future of our entire country—we now seek new supporters to join us in our crucial work. For that reason, we invite you to join us at this decisive moment for the Mountain West and hope you will join us in advancing freedom and prosperity across the region for generations to come.



[mountainstatespolicy.org](http://mountainstatespolicy.org)

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