



MESSAGE GUIDANCE: **MAKE BIG TECH PAY**

THE CORE MESSAGE

MAKE BIG TECH PAY

- **Big Tech is building data centers to power AI and sending you the bill.**
- Your electric bill went up. Their tax break went up. That's a **policy choice, not a coincidence.**
- Big Tech is making a fortune on AI. It should pay for the power it burns, **not the family next door.**
- President Trump says towns that turn down data centers want to be "backwards and poor." What's backwards is **making families pay Big Tech's power bill.**

THE COST

THEY PROFIT, YOU PAY

- Electric bills went up in almost every state last year. Families paid **more than \$100 extra** on average, and much more in some places.
- A single Big Tech AI data center can use as much electricity as **100,000 homes.**
- Big Tech's data center buildout could raise electricity bills by **as much as 25%** in some regional markets.
- When Big Tech plugs a data center into the grid, someone pays for the power plants and power lines it needs. **Right now, that's you.**

THE GIVEAWAY

BILLIONS IN TAX BREAKS

- Big Tech is collecting **billions of dollars a year** in state tax breaks to build data centers communities often don't want.
- Big Tech keeps taking more than anyone projected. After Ohio forecast **\$136 million** in data center tax breaks, Big Tech took almost **\$1.6 billion** in a single year.
- Apple took **\$208 million** from Iowa for **50 jobs**. That's more than **\$4 million** in public money per job.
- That money should be paying for **schools, healthcare and real economic development.**

THEY'RE HIDING WHO THEY ARE

- Big Tech hides behind **shell companies** so nobody can tell who's behind a proposed data center.
- Tech companies push local officials to sign **non-disclosure agreements**, and their developers even **sue towns that say no**.
- If a project is a good deal for the community, its backers shouldn't have to be kept secret.

WHO'S BEHIND IT

THE COMPANIES AND THE MONEY

- Big Tech CEOs like **Mark Zuckerberg, Jeff Bezos, Elon Musk and Sam Altman** are racing to build these data centers.
- Big Tech's trade group is setting up **front groups with local-sounding names** across the country. Their ads don't say which companies are really behind them.
- Big Tech executives have poured more than **\$191 million** into AI super PACs and dark money groups this cycle. **They are not spending it to lower your bill.**

WHO VOTED FOR IT

SOMEBODY SIGNED OFF

- Big Tech didn't get these deals by itself. Somebody **voted for the tax break, signed the NDA or approved the rate increase**.
- **Voters deserve to know who.**
- One place to look: nearly every House Republican voted for last year's **H.R. 1**, which expanded tax breaks that are now helping pay for Big Tech's data centers.

THE ASK

MAKE BIG TECH PAY

- Make Big Tech pay the **full cost** of the power and grid upgrades its data centers demand.
- **End tax giveaways to Big Tech.** That money should go to schools, healthcare and real economic development, not trillion-dollar corporations.
- **Ban the NDAs.** No elected official should be legally barred from telling you who they're negotiating with.