

# ALCALDE & FAY

170033

GOVERNMENT & PUBLIC AFFAIRS CONSULTANTS

## COMPREHENSIVE FEDERAL LOBBYING SERVICES FOR CITY OF GAINESVILLE, FLORIDA



**JUNE 2017**

# ABOUT THE FIRM

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## AMONG WASHINGTON'S LARGEST BIPARTISAN GOVERNMENT AND PUBLIC AFFAIRS FIRMS

- Founded in 1973 – More than four decades of experience on behalf of public bodies
- 70 clients nationwide, including cities, counties, and local government districts from Florida to California
- More than 30 partners and professional staff
  - ✓ Former Member of Congress and Executive Branch Officials
  - ✓ Attorneys and Industry Leaders
- Nationally Recognized Government and Public Affairs Leader
  - ✓ *"Top 10 Lobbying Firms in the Country"* (GWU)
  - ✓ *"The Dean of Florida Lobbyists"* (Florida Trend)



## CREATIVITY AND PERSISTENCE

- We look for opportunities to advance a client's objectives, and doggedly pursue your goals



## STRONG BIPARTISAN WORKING RELATIONSHIPS

- Long standing relationships with key chairmen, ranking members, and senior congressional committee staff

*Firm's very first client – Tampa Port Authority – is still a client today, 44 years later*

# CONGRESSIONAL AND EXECUTIVE BRANCH RELATIONSHIPS

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- Firm partners and personnel maintain close working relations with key legislators and staff in both the House and Senate
- Four decades working with Leadership and senior staff of many of the Congressional Committees of importance to Gainesville:
  - *Appropriations*
  - *Highways & Transit*
  - *Energy and Commerce*
  - *Natural Resources*
  - *Water Resources & Environment*
  - *Environment and Public Works*
  - *Commerce, Science and Transportation*
  - *Energy and Natural Resources*
  - *Banking, Housing and Urban Affairs*
  - *Homeland Security (FEMA)*
- Long-term relationships extend well into the ranks of political appointees and senior career staff in most Federal agencies



# ESTABLISHED FLORIDA PRESENCE

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## MORE THAN FOUR DECADES PROVIDING FEDERAL ADVOCACY SERVICES ON BEHALF OF FLORIDA INTERESTS

- Tampa Port Authority (1973)
- Miami-Dade County (1977)
- Port of Miami (1977)
- Jacksonville Port Authority (1986)
- Jacksonville Aviation Authority (1989)
- Boca Raton (1996)
- Deerfield Beach (1997)
- Riviera Beach (1998)
- Florida Inland Nav. Dist. (2002)
- Lake County (2002)
- Hendry County (2003)
- Homestead (2003)
- Hillsborough Community College (2004)
- West Coast Inland Nav. Dist. (2004)
- Cocoa (2005)
- Palm Beach State College (2005)
- Seminole County (2005)
- Lauderdale Lakes (2006)
- Marion County (2006)
- Melbourne Airport Authority (2006)
- Okaloosa County (2007)
- Daytona Beach (2008)
- Ft. Myers (2009)
- Miramar (2009)
- Village of Pinecrest (2009)
- Okeechobee Utility Authority (2010)
- Osceola County (2010)
- Palm Beach County (2011)
- Alachua County (2012)
- Escambia County (2012)
- Hallandale Beach (2012)
- Village of Islamorada (2012)
- Broward County School Board (2013)
- Fort Lauderdale (2015)
- Central Florida Expressway (2016)

# GAINESVILLE CLIENT TEAM

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## *F. MARION TURNER, PARTNER AND TEAM LEAD*

- Over 20 years of government and lobbying experience
- Joined the firm in 2012, after serving as a Vice President at another lobbying firm and on the staff of Senator Connie Mack (R-FL)
- Several years of experience serving as the client team lead for Escambia and Alachua counties
- Served as City of Gainesville Client Manager for 15 years while working for Marilyn Thompson



## *JIM DAVENPORT, MANAGING PARTNER*

- 20 years of government and lobbying experience
- Joined Alcalde & Fay in 1999, after having served on the staff of a NY Congressman that Chaired the House Rules Committee
- Several years of experience serving as the client team lead for several public body clients across the State of Florida, including Marion, Okaloosa, Seminole, and Palm Beach counties



## *L.A. "SKIP" BAFALIS, SENIOR PARTNER*

- Former five term Member of Congress from Florida, Republican nominee for Governor (1982)
- More than 50 years of government and lobbying experience
- Long-term relationships with several senior members of Congress

# WORKING FOR GAINESVILLE

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## HISTORY ON BEHALF OF GAINESVILLE

- Marion Turner served as client manager for City from 1997-2012 while first at Jorden Burt LLP and later at MWW Group
- Extensive experience with SW 62 Blvd., Depot Park, Kennedy Homes, RTS Facility, Reichert House, among many others
- Served as client manager for GRU working with General Managers Mike Kurtz and Bob Hunzinger



## COMPREHENSIVE FEDERAL GOVERNMENT RELATIONS

- Direct representation before Congress, Federal Departments
- Assist in obtaining legislation, authorizations, permits, policy and funding
- Pursue federal funding through the appropriations and budget process
- Grant application development, review, critique, and support services
- Provide monthly reports, legislative summaries, issue updates, and Federal agenda development
- Cover congressional hearings pertinent to the City
- Arrange Washington “Fly-ins” for City Commissioners, Administrator and Staff
- Collaborate with US Conference of Mayors, National League of Cities, and Florida League of Cities, and associations having common interests
- Available on an as-needed basis to solve problems involving Congress or a Federal agency

NATIONAL  
LEAGUE  
of CITIES



# WORKING FOR GAINESVILLE (CONTINUED)

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## FEDERAL LOBBYING ISSUE AREAS

- Transportation Infrastructure (aviation, transit and rail)
- Water Resources (flood mitigation, and environmental infrastructure)
- Maritime, Port and Harbor Development (dredging, navigation)
- Environmental Regulation, Climate Change and Energy Infrastructure
- Economic Development, Tax and Trade
- Public Safety, Homeland Security and Disaster Mitigation
- Early-Childhood, Elementary, Secondary and Higher Education, and Social Services
- Natural Resources and Land Use
- Housing and Community Development

## MONITORING SERVICES FOR LOCAL GOVERNMENTS

- Legislation – from development to passage
- Congressional markups, hearings and press releases, field hearings
- Federal agency rulemakings, webinars, briefings, grant solicitations, and stakeholder meetings
- Association advocacy efforts
- Relevant information is sent to clients in emails and monthly reports, as well as on an ad-hoc basis that often has us talking to clients regularly

*-Congress.gov*

*-Politico*

*-Roll Call*

*-Congressional and Federal Department Websites/Alerts*

*-Grants.gov*

*-Federal Register*

*-Congressional Quarterly*



# COMPREHENSIVE GRANT SERVICES

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## MULTIDIMENSIONAL APPROACH TO GRANT SUPPORT

- Grant Alert for Local Governments sent approximately twice monthly;
- Customized Grant Prospecting - Federal, State, and Foundation;
- Coordination with Departmental and Executive Agencies;
- Grant Writing and Application Evaluation and Critique; and
- Congressional Support and Agency Debrief

\*\*\*Assisted 16 clients in obtaining nearly \$100 million in just five years, including:



### *City of Sanford, Florida*

**\$1.13 million** to hire an additional 6 sworn police officers



### *Melbourne International Airport, Florida*

**\$1.5 million** for construction of an airport apron to attract new airlines to the Airport



### *City of Miramar, Florida*

**\$1,985,160** to hire 12 new firefighters to staff a new engine company in the City



### *City of Bunnell, Florida*

**\$1.3 million** for city water plant improvements and upgrades



### *Hillsborough County, Florida*

**\$602,354** for improvements to entrance of Hillsborough Community College



# RECENT CASE STUDIES

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## *Okaloosa County, Florida*

- Advocacy efforts to pass the RESTORE the Gulf Coast States Act, which would direct 80 percent of BP oil spill fines to be spent on restoration of the Gulf Coast

## *Palm Beach County, Florida*

- Expedite a NOAA biological opinion for the Lantana Fishing Pier

## *City of Homestead, Florida*

- Secured authorizing language in MAP-21 that directs States to consider certain criteria when allocating funds to projects (evacuation routes serving or adjacent to military facilities)

## *Palm Beach County, Florida*

- \$22 million in the FY 13 and FY 14 Army Corps of Engineers Work Plans. Approximately half of the funds were to reimburse the City for local expenditures toward the project

## *Melbourne Airport*

- Secured Customs and Border Protection agents for an international flight at the after CBP denied landing rights for the flight

## *Palm Beach State College*

- More than \$12 million in grant funding over the past five years for through various grants with the Department of Education, Department of Labor and National Science Foundation

# QUESTION 1 – PREPARATION FOR FEDERAL LEGISLATIVE SESSION

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## **STEP 1 – BEGIN GATHERING INPUT FROM THE CITY COMMISSION AND STAFF REGARDING PRIORITIES**

- Advocate existing 2017 Federal Agenda to the conclusion of the session.
- Travel to Gainesville, engage in detailed discussions with Commissioners and staff to create a broad outline of an agenda.

## **STEP 2 – CREATE A DRAFT FEDERAL AGENDA**

- Prioritize Agenda Items
- Work with staff to prepared descriptive narrative and other talking points
- Prepare any needed maps or other visual aids

## **STEP 3 – OBTAIN CITY COMMISSION APPROVAL**

- Preferably at a January commission meeting
- Pursue support from other local civic and community groups (e.g. Chamber of Commerce, School Board, County, University of Florida)

## **STEP 4 – PRESENT THE CITY'S AGENDA TO CONGRESS AND FEDERAL AGENCIES**

- Preferably by the Mayor, in person, during an early year trip to Washington (USCM)
- Present agenda not only to delegation, but also to selected agencies

## **STEP 5 – CONTINUE ADVOCACY EFFORTS THROUGHOUT THE YEAR**

# QUESTION 2 – ENSURE COMMISSION AWARENESS OF BREAKING ISSUES AND PROGRAMS OF INTEREST <sup>170033</sup>

## REGULAR REPORTING

- Frequent Direct Communication (calls, emails)
- Weekly Grant Alert and “*This Week in Washington*” recap

## WRITTEN MONTHLY REPORTS

- Appropriations Update
- Progress of Federal Agenda
- Other Legislation and Agency Initiatives Impacting the City

## SUBMISSION OF ANNUAL REPORT

- Progress on Federal Agenda (wins and losses)
- Report on General Appropriations Outcomes
- Report on Other Legislation Affecting the City

## OTHER REPORTING

- Federal Budget
- Surface Transportation Authorization
- Tax Reform
- Health Care
- Other

# QUESTION 3 – ASSIST IN THE IMPLEMENTATION OF THE NEW AMERICAN CITY STRATEGIC INITIATIVE<sup>170033</sup>

## FEDERAL AGENCY STRATEGY

- Conduct brainstorming sessions with specific agencies with the goal of creating new innovative funding opportunities that pair with the goals of New American City
- Garner Administration “Buy In”

## CONGRESSIONAL STRATEGY

- Brief your Congressional Delegation on innovative activities going on in Gainesville
- Engage their assistance with appropriate Committee Chairmen / Ranking Members and staff
- Potential introduction of legislation authorizing programs that promote New American City objectives

## LOCAL GOVERNMENT ADVOCACY GROUP STRATEGY

- Conduct briefings with staff from the National League of Cities, US Conference of Mayors, etc. to apprise them of ongoing innovation in Gainesville
- Explore a presentation by City Officials during an annual conference
- Engage groups in advocacy campaigns on the hill and within the Administration

**\*\*\**COMPREHENSIVE STRATEGY – MORE THAN JUST INCREASED FUNDING*\*\*\***

# QUESTION 4 – MANAGING CITY PRIORITIES WITH OTHER PRIORITIES WITHIN ALACHUA COUNTY <sup>170033</sup>

## **SUCCESSFUL EXPERIENCE IN CITY/COUNTY REPRESENTATION**

- Find it has been an advantage with both the Administration and Congress as it often enables us to speak for the region as opposed to one particular entity
- Have never had a problem promoting all priorities effectively
- Marion Turner represented the City of Gainesville and Alachua County at the same time for approximately 15 years

## **COMPETITION EXISTS AT NATIONAL LEVEL – NOT STATE AND LOCAL**

- In today's world of competitive grants, your competing with communities nationwide
- The most thorough proposal and presentation usually wins

## **ANY PERCEIVED CONFLICTS OF INTEREST WOULD BE ADDRESSED AND NEUTRALIZED**

- Different Partners Brought in
- Full Disclosure of Any Differences of Opinion

# QUESTION 5 – COORDINATION WITH OTHER FLORIDA CITIES AND THEIR ADVOCATES<sup>170033</sup>

## **STRONG TRACK RECORD OF ADVOCACY ON BEHALF OF FLORIDA LOCAL GOVERNMENTS**

- Enables quick and easy coalition building
- Real time sharing of issues affecting local governments across all regions of FL allows A&F to engage much more quickly and effectively support or oppose an issue
- Especially effective in putting pressure on the State's Congressional Delegation to support increased funding for important programs (e.g. CDBG, Cops, EPA State Revolving Fund, etc.)

## **ROUTINE COLLABORATION WITH OTHER LOBBYING FIRMS AND STATE AND LOCAL GOVERNMENT ADVOCACY ASSOCIATIONS**

- When appropriate, we routinely form coalitions with other firms for a common goal
- In existence for over 40 years, A&F is a trusted name in local government advocacy and a known expert in the field
- We often collaborate with our friends at the firm that presented earlier this morning

# WHAT OTHERS SAY ABOUT US

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***“ONE OF AMERICA’S MOST INFLUENTIAL LOBBYING FIRMS”***

-The George Washington University

***“THEY HAVE MORE THAN PAID THEIR  
SALARY FOR THE NEXT 30 YEARS!”***

-Fmr. Mayor Roscoe Warren, City of Homestead, FL

***“AMONG WASHINGTON’S BIGGEST BATS  
IN THE TRANSPORTATION LINEUP”***

-Center for Public Integrity



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