

ALCALDE & FAY

GOVERNMENT & PUBLIC AFFAIRS CONSULTANTS

COMPREHENSIVE FEDERAL LOBBYING SERVICES FOR CITY OF GAINESVILLE, FLORIDA



AUGUST 4, 2021

ABOUT THE FIRM

AMONG WASHINGTON'S LARGEST BIPARTISAN GOVERNMENT AND PUBLIC AFFAIRS FIRMS

- Founded in 1973 – More than four decades of experience on behalf of public bodies
- 50 clients nationwide, including cities, counties, and local government districts from Florida to California
- More than 20 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, 48 years later

CONGRESSIONAL AND EXECUTIVE BRANCH RELATIONSHIPS

- Firm partners and personnel maintain close working relations with key legislators and staff in both the House and Senate including Senator Marco Rubio, Senator Rick Scott, and Congresswoman Kat Cammack.
- Five 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-Homeland Security (FEMA)
 - Environment and Public Works
 - Commerce, Science and Transportation
 - Energy and Natural Resources
 - Banking, Housing and Urban Affairs
- Long-term relationships extend well into the ranks of political appointees and senior career staff in most Federal agencies



ESTABLISHED FLORIDA PRESENCE

NEARLY FIVE DECADES PROVIDING FEDERAL ADVOCACY SERVICES ON BEHALF OF FLORIDA INTERESTS

- Tampa Port Authority (1973)
- Miami-Dade County (1977)
- Port of Miami (1977)
- Jacksonville Aviation Authority (1989)
- Boca Raton (1996)
- Deerfield Beach (1997)
- Riviera Beach (1998)
- Lake County (2002)
- Homestead (2003)
- Hillsborough Community College (2004)
- Seminole County (2005)
- Lauderdale Lakes (2006)
- Okaloosa County (2007)
- Daytona Beach (2008)
- Miramar (2009)
- Village of Pinecrest (2009)
- Alachua County (2012)
- Hallandale Beach (2012)
- Broward County School Board (2013)
- Fort Lauderdale (2015)
- Coral Springs (2020)
- Miami Dade Transportation Planning Organization (2020)

GAINESVILLE CLIENT TEAM



MAURICE KURLAND, PARTNER AND TEAM LEAD

- Over 30 years of government and lobbying experience
- Joined Alcalde & Fay in 2001, after having served on the staff of a Congressman that Chaired the House Intelligence Committee
- Has served as the client team lead for several public body clients across the State of Florida



F. MARION TURNER, PARTNER AND TEAM CO-LEAD

- Over 25 years of government and lobbying experience
- Joined the firm in 2012, after serving as a Vice President at Government Affairs firm and before that on the staff of Senator Connie Mack (R-FL)
- Served as City of Gainesville Client Team Leader from 1997 - 2012



NANCY PROWITT, PRESIDENT AND COO

- Managing Partner
- More than 35 years of government and lobbying experience
- Long-term relationships with senior members of Congress, with strong ties to the entire Florida delegation with her advocacy on behalf of the Cruise Line Industry



SHANTREL BROWN, PARTNER

- Over 30 years of government and lobbying experience
- Clinton Administration Appointee
- Strong ties with both the entire Florida Delegation and Congressional Black Caucus

WORKING FOR GAINESVILLE

HISTORY ON BEHALF OF GAINESVILLE

- Marion Turner served as client manager for City from 1997-2012 while first at Jordan Burt LLP and later at MWW Group
- Extensive experience with SW 62 Ave., Depot Park, Kennedy Homes, RTS Facility, Reichert House, among many others
- Served as client manager for GRU working with former 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)

FEDERAL LOBBYING ISSUE AREAS

- Transportation Infrastructure (aviation, transit and rail)
- Water Resources (flood mitigation, and environmental infrastructure)
- Environmental Regulation and Remediation, 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
- Agency rulemakings, webinars, briefings, grant solicitations, and stakeholder meetings
- Association advocacy efforts
- Relevant information is sent to clients in emails, “This Week in Washington,” and monthly reports, as well as on an ad-hoc basis that often has us talking to clients regularly

-Congress.gov

-Politico/Roll Call

-The Hill/Punchbowl News

-Grants.gov

-Federal Register

-Congressional Quarterly

COMPREHENSIVE GRANT SERVICES

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

- *Escambia County, Florida*
 - *\$300,000 under the EPA Brownfields Assessment Grant program for environmental assessments of sites*
- *Deerfield Beach, Florida*
 - *\$403,892 under the FHWA "Safe Routes to School" program for sidewalks, crosswalks, and bike lanes including signage, striping, and marking*
- *Fort Lauderdale, Florida*
 - *\$428,000 under the FEMA Assistance to Firefighter Grant (AFG) program for wellness and fitness programs*
- *Hillsborough Community College, Florida*
 - *\$1,680,000 under the Economic Development Administration (EDA) Public Works program for a workforce training center*
- *Lake County, Florida*
 - *\$1,774,980 under the FEMA SAFER Program to hire 15 new firefighters to fully staff firefighter crews*
- *Lauderdale Lakes, Florida*
 - *\$250,000 in competitive grant funding under the COPS Hiring Grant Program to hire an additional 2 sworn police officers*
- *Miramar, Florida*
 - *\$1.5 million under Broward County Redevelopment Grant Program for improvements to Shirley Branca Park and median, streetscape and drainage upgrades.*
- *Riviera Beach, Florida*
 - *\$130,000 for Body Worn Cameras under Bureau of Justice Assistance (BJA) "Body Worn Camera and Implementation Program."*

RECENT CASE STUDIES



\$8 million grant for undergrounding electric utilities from the Economic Development Administration, City of Albany, GA;



\$8 million under DOT's Infrastructure for Rebuilding America (INFRA) discretionary grant program for a rehabilitation and capacity expansion project, Port of Miami, Miami-Dade County, FL;



\$5.9 million under DOT's FY 2019 Passenger Ferry Grant Program to support the acquisition of a new passenger ferry vessel and enhance service to passengers, Golden Gate Bridge, Highway and Transportation District, CA;



\$6 million under U.S. Department of Education (Ed) Department of Hispanic Serving Institutions(HSI) office to bolster the STEM pipeline from developmental math up to four-year degree completion, the largest grant award in its history of this category, Hillsborough Community College,



\$16.3 million in cumulative Urban Area Security Initiative grant funding: (2011 – 2013)



Secured Florida Congressional delegation support for an amendment that protected UASI grant funding for South Florida.



\$1 million under DOJ Community Oriented Policing Services (COPS) Hiring Grant Program to hire eight new police officer positions, City of Fort Lauderdale, FL; and



\$844,487 under National Oceanic and Atmospheric Administration (NOAA) Regional Coastal Resilience Grant Program to implement strategies to mitigate sea level rise and \$99,621 in NOAA Prescott Grant Funds for ongoing Stranded Marine Mammal project, City of Virginia Beach, VA.

ARPA– MAJOR PROVISIONS

- \$1400 direct payments
- \$300 extended unemployment
- Vaccinations - \$160 billion
- SBA programs
- Paycheck Protection – \$7.2B
- Economic Injury Disaster Loan – \$15B
- Restaurant Revitalization – \$28.6B
- Shuttered Venue Operators – \$1.25B
- \$122B in K-12 Education Stabilization
- HUD Programs
- Rental Assistance – \$27.4B
- Homeless Assistance – \$5B
- \$3B in Mental Health and Substance Abuse Block Grants
- \$3000 and \$3600 in Child Tax Credit
- Additional \$100M for AFG, \$200M for SAFER and \$3B for EDA programs

ARPA – ADDITIONAL STATE AND LOCAL FUNDS

- \$350B total for State and Local Government Fiscal Recovery Funds
- \$220B to States, Territories, and D.C. – \$500M minimum to each State & balance based on unemployment last quarter
- \$130.2B total split between counties and municipalities
- \$65.1B to counties, with \$32.4M for City of Gainesville
- Funds to be distributed by US Department of Treasury within 60 days of enactment, 50% within the first year, the remaining 50% next year, all funds to be expended by 2024



QUESTION 1 – PREPARATION FOR FEDERAL LEGISLATIVE SESSION

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

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 CITY’S EQUALITY AND INCLUSION INITIATIVE

FEDERAL AGENCY STRATEGY

- Conduct outreach to various agencies that pair with the City’s equity and inclusion goals
- Secure available grant funding and technical assistance, and Administration support

CONGRESSIONAL STRATEGY

- Brief Congressional Delegation on innovative activities going on in Gainesville
- Engage their assistance with appropriate Committee Chairmen / Ranking Members and staff
- Potential introduction and support for legislation supporting greater equity and inclusion

LOCAL GOVERNMENT ADVOCACY GROUP STRATEGY

- Conduct briefings with staff from the National League of Cities, US Conference of Mayors, etc. to apprise them of the City’s ongoing equity and inclusion efforts that could serve as “best practices” and national model programs
- Engage groups in advocacy campaigns on the hill and within the Administration

QUESTION 4 – MANAGING CITY PRIORITIES WITH OTHER PRIORITIES WITHIN ALACHUA COUNTY

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
- Alcalde and Fay track record of strategic coordinated advocacy incorporating multi stakeholder interest

PURSUIT OF MUTUALLY BENEFICIAL INITIATIVES AND OPPORTUNITIES

- Understanding and communication between and among various entities to leverage overlapping interests and opportunities, critical where criteria for grants looks at innovation and collaboration.
- The most thorough proposal and presentation where full “community support” usually wins

ANY PERCEIVED CONFLICTS OF INTEREST WOULD BE ADDRESSED

- Different Partners Brought and vetting of differences of opinion, and find commonality of interests to achieve federal legislative goals

QUESTION 5 – COORDINATION WITH OTHER FLORIDA CITIES AND THEIR ADVOCATES

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 and associations for a common goal – US Conference of Mayors, National League of Cities, Florida League of Cities, American Public Transportation Association, American Public Power Association, American Association of State Highway and Transportation Officials.
- In existence for over 40 years, A&F is a trusted name in local government advocacy and a known expert in the field

QUESTION 6 – IMPLEMENTATION OF STRATEGIC PLAN IN FY21/22

QUALITY OF LIFE – OUTSTANDING PLACE TO LIVE AND VISIT

- Partner with ongoing Biden Administration Initiatives
- Sustainability; Carbon Emission Reductions; Alternative Transit
- Work with Congress on existing green legislation
- Elimination of Food Deserts

RESILIENT AND DYNAMIC LOCAL ECONOMY

- Continue supporting economic stimulus legislation / programs
- Green Jobs
- Highlight Gainesville's high-tech friendly atmosphere

BEST IN CLASS MUNICIPAL SERVICES

- Transit & Pedestrian Friendly
- Communitywide Broadband
- GRU sustainable power sources
- Affordable & Efficient Housing
- UF / Santa Fe Partnerships



WHAT OTHERS SAY ABOUT US

“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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