



F U E N T E S • C O N S U L T I N G

DAN
SHOMON
INC.

TO: The City of Aurora
FROM: Fuentes Consulting and Dan Shomon Inc.
DATE: Oct 3, 2025

Fuentes Consulting and Dan Shomon Inc. are pleased to jointly present this proposal to the City of Aurora for lobbying services. Fuentes Consulting will serve as the lead firm, while drawing on the extensive experience and expertise of Dan Shomon Inc. to strengthen our representation and deliver results for the City of Aurora..

OVERVIEW OF FIRMS

Fuentes Consulting, LLC (“Fuentes Consulting” or the “Firm”) is an Illinois limited liability company, founded in 2019 and certified as a Minority and Women-Owned Business Enterprise (MWBE). The Firm’s principal place of business is located at: 1045 Ashlawn Drive Lake Forest, Illinois 60654.

Fuentes Consulting is a government relations and lobbying firm in the state of Illinois. Led by Principal Jessica Fuentes and Partner Norma Fuentes, the firm specializes in strategic legislative consulting and policy advocacy. Fuentes Consulting has a proven track record of representing Fortune 500/100 companies, nonprofits, government entities, and associations. Its diverse portfolio of clients includes Ameren Illinois, Vistra Corp., the Metropolitan Water Reclamation District of Greater Chicago, Pace, Southern and Northeastern Illinois Universities, the Illinois Hemp Business Association, and the Small Business Finance Association, among others. This wide-ranging representation underscores the firm’s ability to navigate complex policy landscapes and deliver results across industries. Fuentes Consulting provides each client with the highest level of attention and priority, meticulously tailoring its services to fit specific needs. Their expertise lies in state relations within Illinois. The firm excels at building and leveraging cross-sectional government relations teams, a critical asset when navigating complex issues that require a coalition of power players. Their tailored approach has resulted in landmark achievements, from securing over \$3.5 million for a nonprofit mental health institution to leading the unanimous passage of the Parity for Pumps bill, which is a major win for maternal and child health. They elevated the Illinois School Counselors Association’s presence in Springfield, driving 70% membership growth, and advanced multiple initiatives on behalf of the Metropolitan Water Reclamation District. This record of securing funding and delivering legislative wins—even in complex, high-stakes environments—has cemented their reputation as a leading force in Illinois government relations.

Dan Shomon Inc. successfully represented the City of Aurora with state, local, and federal government relations consulting for 15 years. The team led the charge – collaborating with Governor Pat Quinn -- to establish the River Edge Redevelopment Zone designation for the City of Aurora that led to more than \$10 million for Tom Weisner (River Edge) Park, which helped revitalize the downtown area. The team played a key role in the creation of the STEM Partnership School at Aurora University working with the Mayor's Office and the university. The team represents a variety of clients including Aurora University, Motorola Solutions, and the Illinois Academy of Physician Assistants, all groups with ties to Aurora. During COVID, our team attended more than 20 Kane County Board meetings to push for CARES Act funding for the City of Aurora. As a result, Aurora obtained over \$7 million from Kane County in CARES Act funding, the highest percentage of any city in Illinois. This helped the city get through the pandemic. The team of Dan Shomon and Corryn Bradley has also maintained strong relationships with members of the City Council and city officials during our tenure.

The Fuentes-Dan Shomon Inc. team has been asked to submit a joint proposal for lobbying starting in October 2025. Jessica Fuentes will lead the project, and the contract will be with Fuentes Consulting.

MEET THE FUENTES/ SHOMON TEAM



Jessica Fuentes
President
Fuentes Consulting
Jessica@fuentes-consulting.com
Phone: (616)594-6321

Mrs. Fuentes is the founder and president of Fuentes Consulting, a prominent figure in Illinois politics with a robust background in government relations. Since becoming a registered Illinois lobbyist in January 2018, she has cultivated a distinguished record of achievements on behalf of her clients, representing a diverse clientele ranging from Fortune 100 companies to small non-profits.

Recognizing the dynamic nature of state politics, Mrs. Fuentes excels in fostering strong relationships with both seasoned lawmakers and emerging members of the Illinois General Assembly. Her strategic approach is underscored by a deep commitment to understanding and navigating the intricacies of legislative processes. Mrs. Fuentes holds a B.A. in Human Development and Family Studies from Michigan State University.

AWARDS/MEMBERSHIPS & ACTIVITIES

- Negocios Now's 2024 40 Under 40 Award
- Board Member – Illinois Legislative Latino Caucus Foundation
- Founding Board Member –The Women's PAC
- Founding Member- The Alliance for Latino Lobbyists
- 2019 Fellow- Chicago City Council Latino Caucus Foundation
- 2024 La Collective Elevate Executive Leadership Cohort



Norma Fuentes is a government relations professional with a background in psychology, law, and extensive experience navigating the Illinois State Legislature. Her career path, encompassing program management, a paralegal role at Katz Friedman, and work on behalf of numerous successful candidates, has provided her with the legal, management, and political acumen essential to her successful lobbying career. As a partner at Fuentes Consulting, she leverages this expertise to consistently deliver results for a diverse clientele. Her work includes securing funding, shaping legislation, and navigating complex regulatory processes. As the daughter of immigrants, she understands the importance of diverse perspectives in policymaking, a value reflected in her grassroots approach to lobbying.

Norma Fuentes
Partner
Fuentes Consulting
norma@fuentes-consulting.com
Phone: (616)251-2279

Ms. Fuentes's deep understanding of the legislative process, her ability to connect community needs with practical solutions, and her established network of industry leaders enable her to achieve exceptional outcomes for clients ranging from Fortune 500 corporations to non-profit organizations. She is actively engaged in her community, serving on the boards of The Illinois Women's PAC, The Alliance of Latino Lobbyists, and The Josselyn Center. She also mentors aspiring professionals through Elevate Collective. Ms. Fuentes holds a Juris Doctor from Loyola University Chicago School of Law and a Bachelor of Arts in Psychology and Criminal Justice, also from Loyola University Chicago.

AWARDS/MEMBERSHIPS & ACTIVITIES

- 2023 & 2024 Fellow-The Bryce Harlow Foundation for Lobbying with Integrity
- Founding Member- The Alliance for Latino Lobbyists
- Board Member - The Josselyn Center
- 2024 La Collective Elevate Executive Leadership Cohort
- 2024 President of Latinx Law Students Association (LLSA), Loyola University
- 2024 Diversity Scholarship Foundation's Leaders & Achievers Scholarship Award



Principal and CEO Dan Shomon has been a lobbyist for 24 years and has worked in and around the Illinois government for 36 years. He is the former longtime Campaign Manager and Political Director for then Senator Barack Obama. He was also Director of Policy and Communications for then State Treasurer Pat Quinn.

Dan Shomon
CEO
Dan Shomon Inc.
danflak@aol.com
(312)762-7490

Corryn Bradley



Corryn Bradley, Director of Government Relations, has six years of leadership as a lobbyist at Dan Shomon Inc. collaborating with clients, and she works closely with legislative caucuses including the Black, Latino, and Asian caucuses.

Corryn is originally from San Clemente, California. She graduated from the University of Minnesota where she earned a BA in Political Science.

Director of Government
Affairs
Dan Shomon Inc.
corryn@danshomon.com
(708)490-9964

OVERVIEW

SPRINGFIELD LEGISLATIVE LANDSCAPE

Now is a pivotal moment for the City of Aurora to elevate its presence. The election of Mayor John Laesch, marked a shift from Republican to Progressive Democratic leadership. This change gives Aurora a unique opportunity to communicate a bold message of change, collaboration, and transparent governance that reflects the city's new direction and priorities.

This momentum should be leveraged to showcase Aurora's vision for growth and partnership—positioning the city as a key player in shaping Illinois's future. Aurora is uniquely positioned to invigorate its relationships with key legislative champions through hosting legislative luncheons for the Mayor that bring together members of the City Council and the General Assembly to strengthen partnerships and advance shared priorities.

At the same time, Illinois is facing significant budget pressures due to the lack of federal matching funds across critical sectors. This has intensified competition for one-time capital allocations and caucus appropriations, as municipalities and organizations across the state seek limited resources to close fiscal gaps. In this highly competitive environment, the City of Aurora must strategically differentiate itself to ensure its priorities are recognized and advanced. Our team will position Aurora as a progressive leader among Illinois municipalities—championing sustainability initiatives such as renewable energy adoption, green infrastructure investments, and climate-resilient development; advancing progressive taxation policies that ensure fairness and equity while protecting working families; and fostering direct democracy and transparency in government through measures like participatory budgeting, and expanded public input in policymaking. By linking these forward-looking values with Aurora's status as the second-largest city in Illinois, we will demonstrate that the city is not only deserving of state investment but is also committed to modeling innovative policies that can benefit the entire state.

Through clear, consistent, and compelling advocacy, our team will ensure Aurora is viewed as a collaborative partner that drives innovation, economic vitality, and community growth—while embodying accountability, equity, and progress

Approach and Methodology

Fuentes Consulting will leverage our deep relationships and "boots on the ground" approach to secure funding and advance the city's legislative priorities. Our strategy focuses on four core pillars: proactive engagement, targeted advocacy, bipartisan coalition building and strategic messaging. **Legislative and Regulatory Engagement** Our engagement strategy is based on continuous, active participation in the legislative process. We'll work closely with key legislators, committee staff, and the Governor's Office to champion the city's interests. Our firm's bipartisan nature allows us to tap into various caucuses—including the Women's, Latino, Black, Progressive, and Moderate caucuses—to educate members on the city's value and build a broad base of support. We'll utilize our extensive experience in drafting and amending legislation to navigate the legislative process, seeking to secure both specific appropriations and support for robust legislative initiatives.

Legislative and Regulatory Engagement

Our engagement strategy is based on continuous, active participation in the legislative process. We'll work closely with key legislators, committee staff, and the Governor's Office to champion the city's interests. Our firm's bipartisan nature allows us to tap into various caucuses—including the Women's, Latino, Black, Progressive, and Moderate caucuses—to educate members on the city's value and build a broad base of support. We'll utilize our extensive experience in drafting and amending legislation to navigate the legislative process, seeking to secure both specific appropriations and support for robust legislative initiatives.

Anticipated Challenges and Mitigation

The state is facing significant budget pressure due to a lack of federal matching funds for various sectors. This has intensified competition for one-time capital and caucus appropriations as numerous organizations seek state assistance to close budget gaps. Given the City's status as the second largest city in population in Illinois, we must strategically differentiate its needs to secure funding.

Our mitigation strategy involves a two-pronged approach:

- **Securing "City Champions":** We will focus on cultivating and mending relationships with the Aurora delegation to secure smaller-scale project funding from their individual member funds. This is a more reliable and less competitive path to success in the current climate.
- **Targeted Caucus Advocacy:** Instead of a broad, unfocused approach, we'll work with key leaders and budgeteers to position the city as a critical asset, demonstrating its economic and social return on investment for the entire state. This requires consistent, data-driven messaging and building strong relationships with legislative leaders and caucuses.

Specific Action Plan Steps

The lobby team will help advance the needs and priorities of the City of Aurora by building and enhancing relationships with the Governor's office and area state legislators.

Operational funding

- Seek funding options for general revenues, including possible financial transaction tax, data center tax, or new funding from casinos.
- The Goal would be to obtain additional revenues by the end of Springfield 2026 session on May 30.

Capital projects

- Seek capital construction funds from the General Assembly and the Governor.
- Develop proposals by January 2026.
- Meet with key staff, legislators, and administration to advance the capital proposal before the end of the Spring 2026 session.

State government maneuvering

- Help Aurora apply for grants at IDNR, DCEO, IDOT and other agencies.
- Help navigate key state agency issues on transportation and other regulations.

Land bank

- File and advance legislation – if necessary – to help City of Aurora develop a land bank.
- Land bank will reduce and return vacant land and abandoned buildings back into reliable and sustainable community assets.

River Edge Redevelopment Zone Act reauthorization

- The River Edge Redevelopment Zone Act Reauthorization expires in 2026 thus the lobby team will take a leading role in ensuring the reauthorization of the tax credit law.
- Aurora will show how the law has helped redevelop downtown Aurora.

Aurora Lobby Day in Springfield/Illinois Municipal League

- Organize lobby day for Mayor and Alderpeople
- Meet with Speaker, Senate President, and the Governor to present Aurora's key priorities.

Stakeholder Engagement

- We will strategically target the **Metro West Council of Governments** and the **Illinois Municipal League** to connect directly with local government interests and municipalities across the state. In addition, our outreach will encompass **other municipal lobbyists** to broaden our network within local government advocacy. Finally, we will engage both **Environmental advocacy groups** and **Progressive advocacy groups** to ensure we incorporate perspectives critical to policy areas of sustainability, equity, and social change.

Liaison to other governmental entities

- The team will work as liaisons with county government as needed
- Kane County, Dupage, Will and Kendall Counties– Help navigate key issues that arise
- Will aid with city departments with issues such as police and public works
- Federal government – Help organize and develop federal earmark funding requests and maneuver key federal issues that arise.

Media and social media advocacy

- Gain press attention around the introduction of legislation for the City of Aurora.
- Set up a rotating social media program that includes articles and posts focusing on the General Assembly's Spring session from January until May of 2026.

Communication

- Monthly reports to be distributed to members of the City Council.
- Presentations before the City Council when necessary.

Expectations of the City of Aurora

For a successful partnership, we expect the City of Aurora's government relations staff to:

- **Engage in Weekly Meetings:** Consistent communication is critical for a timely and effective response to legislative developments.
- **Provide Timely Information:** We require prompt access to information, data, and materials that can be used to educate legislators and support our advocacy efforts.
- **Be Accessible:** The City of Aurora's leadership and subject matter experts must be available to meet with legislators, testify at committee hearings, and participate in other key events as needed.

KEY LEGISLATIVE RELATIONSHIPS

Fuentes Consulting has cultivated strong, long-standing relationships within the Illinois Legislature, particularly with the house of representatives City and Villages committee, the Senate's Chair of local Government committee, the four general assembly legislative leaders, and general assembly budgeteers.

Representative Dave Vella

Chairman of City and Villages

We've worked extensively with Representative Vella on various legislative initiatives, including hemp, small business development, and nonprofit advocacy. This working relationship has established a strong line of communication now that he is the chairman of the house city and villages committee, a position with significant decision-making authority for cities.

Senator Adrianne Johnson

Chair of Local Government Committee

Due to our strong working relationship, we have consistently secured meetings with Senator Adrianne Johnson in her capacity as former Chair of the Education Committee. Our collaboration with this dedicated advocate has been instrumental in securing vital funding for her district and championing key legislative priorities for the school counselors, nonprofits, and associations.

Senator Karina Villa

We maintain a robust relationship with Senator Karina Villa, a strong and indispensable legislative ally. Our collaboration spans a wide array of critical issues, having partnered with the Senator on numerous pieces of legislation focusing on healthcare, environmental protection, mental health, and vital health and human services appropriations. This deep working relationship was forged and cemented during her historic campaign, where our campaign engagement was instrumental in helping her secure her Senate seat by flipping a traditionally Republican district blue. Her victory was a monumental achievement, and she has since proven to be an exceptionally effective and dedicated partner in advancing our shared policy goals for the community and the state.

Senator Rachel Ventura

We have a strong working relationship with State Senator Rachel Ventura. We have collaborated with her office on various legislative initiatives, leveraging her expertise as Chair of the Human Rights committee, Vice-Chair of Public Health, and a member of the Local Government, Child Welfare, Financial Institutions, and Appropriations committees.

Rep. Barbara Hernandez

Member of City and Villages/ Part of Aurora Delegation

We've had the privilege of working with Representative Barbara Hernandez since the beginning of her legislative career, witnessing her evolution into a powerful voice within the Latino Caucus and a key leader on Speaker Welch's team. Our collaborative relationship is vast and has resulted in the passage of monumental legislation, including the landmark Parity for Pumps Act, for which she was our champion. Our work together extends across a wide range of legislative efforts, including green energy initiatives, educational reform, small business development, and regulatory frameworks.

Fuentes Consulting has a proven track record of collaborating with the entire Aurora delegation, including Representative Matt Hanson, Representative Stephanie Kifowit, Senator Linda Holmes, and Senator Karina Villa. Our work together has been critical in securing legislative success. Due to our firm's diverse portfolio, Fuentes Consulting has had the unique opportunity to work extensively across various levels of government. Our collaborations have included the Mayor of Chicago's office, Illinois Department of Revenue, Department of Agriculture, the Illinois Department of Natural Resources, Department of Commerce and Economic Opportunity, Illinois Capital Development Board, Illinois State Board of Education, JCAR and the Governor's office.

We specialize in representing clients with complex and often contentious legislative needs. Our work requires constant and direct communication with all four legislative leaders in the Illinois General Assembly. This consistent engagement has allowed us to build a foundation of deep trust and a strong working relationship with the Senate President, the Speaker of the House, and the Republican Majority Leaders. Our Principal, Jessica Fuentes, and chief of staff Clayton Harris have a history of working together while representing Lyft. This relationship has proven invaluable, providing us with an open line of communication. We have also played a direct role in major capital projects, which allowed us to build strong relationships with key budget leaders including Sen. Elgie Sims, Leader Robyn Gabel, Leader Lisa Hernandez, Rep. Eva-Dina Delgado, and Rep. Will Guzzardi and the house of representative and senate budgetary staff.

Through these relationships, Fuentes Consulting not only demonstrates access but also a proven record of partnership, collaboration, and results in advancing legislation. These established connections within the Illinois General Assembly position our firm as uniquely qualified to represent and advocate on behalf of our clients.

CURRENT CLIENTS

Fuentes Consulting does not represent any clients that would present a conflict of interest with the City of Aurora. Our current client list includes:

Ameren Illinois: An Illinois leading utility company providing electricity and natural gas services to central and southern Illinois residents, committed to delivering reliable energy solutions

ASI Services: Provides personalized, quality home care services to senior citizens, post-acute patients, and individuals with disabilities throughout metropolitan Chicago, with a focus on the Hispanic and African American communities.

Aspira Inc. of Illinois: Provides high-quality education and support services to students in underserved communities, focusing on academic excellence, leadership development, and cultural pride.

Great Lakes Home Medical Services Association: A professional association representing businesses that provide home medical equipment and services to individuals with health-related needs in the Great Lakes region.

Illinois Hemp Business Association: A trade association focused on advancing the hemp industry in Illinois, advocating for policy development, education, and economic growth within the sector.

Illinois School Counselor Association: A professional association supporting school counselors across Illinois, providing resources, advocacy, and professional development.

Kasper & Nottage, P.C.: A reputable law firm offering expert legal services in various practice areas, including education law and employment law, with a focus on supporting educational institutions.

Metropolitan Water Reclamation District of Greater Chicago: Government entity responsible for wastewater treatment and water quality management in the Chicago metropolitan area, ensuring environmental sustainability

PACE Suburban Bus: Offers a comprehensive network of bus services that ensure accessible and efficient transportation options for commuters, residents, and visitors across the Chicago and Suburbs region.

Small Business Finance Association: An organization focused on supporting small businesses by promoting financial literacy, access to capital, and business development resources.

Vistra Corporate Services Company: A leading energy company, providing power generation, retail, and sustainability services, driving innovation in the energy sector.

SUB CLIENTS

Northeastern Illinois University: A public university in Chicago offering a wide range of academic programs, known for its commitment to student success and community engagement.

Southern Illinois University: A public university in Carbondale, renowned for its research, education, and outreach programs, serving students from across the state and beyond.

MUNICIPAL & LEGISLATIVE SUCCESSES

The Dan Shomon, Inc. team has demonstrated significant success in securing funding for its clients over the last two years, resulting in **over \$13 million** in aid for municipal, county government, and university partners. This impressive track record highlights the firm's effectiveness in securing vital resources for a diverse range of projects. The following list details some of the specific legislative achievements during the 2024 and 2025 sessions, including funding for infrastructure, campus upgrades, social services, and public safety.

- **Aurora University** - \$750,000 during the 2024 session for learning commons, and \$400,000 during the 2025 session for campus upgrades.
- **City of Elgin** - \$1 million for Elgin Sports Complex during the 2024 session. During the 2025 session, \$750,000 for homeless shelter improvements, and \$500,000 for lead service line replacement.
- **City of Zion** - Over \$2 million during the 2024 session for property tax relief included in clean energy legislation. \$800,000 during the 2024 session for fire station construction, and during the 2025 session \$500,000 for human services programs.
- **City of Naperville/Naperville Heritage Society** - \$500,000 for “You and Seniors” Science, Technology, Humanities, Engineering, and Mathematics program during the 2025 session.
- **Kane County State’s Attorney** - \$1 million for domestic violence court during the 2024 session, and \$1 million for human trafficking programs during the 2025 session.
- **Midwestern University** - \$170,000 for veterinary school construction during the 2025 session.
- **Village of Algonquin** - \$250,000 for water/sewer improvements and \$200,000 for parks during the 2024 session.
- **Village of Hoffman Estates** - \$686,000 for fire station and infrastructure improvements during the 2024 session.
- **Village of Richton Park** - \$1 million for village hall construction and \$500,000 for road infrastructure during the 2025 session.
- **Village of Wilmette** - During the 2025 session, \$500,000 for police station construction, and \$268,000 for pollinator garden.

The Josselyn Center

As a first-year associate at Stricklin and Associates, Norma Fuentes was tasked with leading the Josselyn Center account. She leveraged her background in psychology and strong relationships within the Lake County delegation to secure \$3.5 million for the center in her first legislative session. She worked diligently with DCEO to ensure the timely release of funds and transparency in the process. Fuentes also worked with state officials to update psychiatric billing codes, improving access and fairness for mental health services. After a successful tenure that included significant government relations victories, Fuentes was invited to join the Josselyn Center's board of directors. She was instrumental in the center's capital campaign, helping to

raise \$19.7 million in just under three years and putting the organization on the brink of its \$20 million goal.

ASI Homecare

Fuentes Consulting's longest-standing client, ASI Homecare, entrusted our firm to advance their policy and funding priorities at a time of significant uncertainty. From the outset, we've served as a strategic advisor and advocate, focused on securing capital funding and ensuring their voice is heard at the state level. ASI, a leading home health agency specializing in culturally competent care, faced immense challenges—lacking secured land, a clear direction, or a unified capital strategy. Compounding this, we were operating in one of Illinois's most difficult funding environments, where securing appropriations was highly competitive and seemed almost impossible.

Fuentes Consulting ultimately secured over \$1 million in state capital dollars on ASI's behalf. Our work went beyond just legislative advocacy; we helped ASI refine their vision, crafting a credible and compelling narrative that resonated with appropriators and decision-makers. We also played a key role in shaping their city strategy, which is now moving in a favorable direction. These outcomes underscore our ability to create structure and success for our clients, even when facing significant uncertainty. Beyond securing capital funding, our enduring eight-year partnership with ASI Homecare has consistently delivered results. We achieved this by crafting and amplifying a persuasive advocacy message that resonated with key decision-makers, and by proactively identifying and halting harmful legislation that would have negatively impacted ASI's operations. Our relationship capital opened doors to influential policymakers, corporate partners, and sponsors, expanding ASI's visibility and resource base. We also provided continuous issue monitoring, ensuring ASI remained informed and positioned for success. Our partnership is a testament to Fuentes Consulting's ability to achieve significant wins through effective lobbying, strategic advocacy, and leveraging our extensive network, even amidst a highly constrained funding climate.

Illinois Hemp Business Association

Fuentes Consulting's work with the Illinois Hemp Business Association demonstrates our ability to win against significant opposition. We successfully served as the lead consultants to defeat two legislative efforts to ban hemp businesses, even though they were backed by long-standing lobbying firms and the Governor's Office.

We leveraged our deep understanding of the legislative landscape and our relationships with key caucuses, including the Black, Latino, and Asian caucuses, to frame the debate around economic benefits and critical equity issues. The government affairs team also tracked the regulatory movement from the Illinois department of agriculture in their attempt to ban hemp through the rulemaking process. This strategic approach secured our clients a seat at the negotiation table and positioned us as a leading voice in the ongoing conversations to create a sensible regulatory framework.

Our success was a direct result of our ability to engage diverse stakeholders, craft compelling policy language, and showcase the professional organization of our clients' advocates. We didn't just stop a ban; we empowered our clients to build a regulatory framework that prioritizes community safety and equity within the state's cannabis and hemp markets.

Illinois School Counselors Association

Fuentes Consulting was retained by the school counselors' association seeking a more active and influential presence in Springfield. While they had a lobbyist before, the association wanted a more robust approach to shaping legislation.

We immediately focused on two key strategies: establishing a powerful footprint and humanizing their mission. We secured a seat at the table with key legislative stakeholders and organized impactful "Lobby Days" where the school counselors and students could share their personal stories with lawmakers. This direct engagement ensured their voices were not only heard but considered during the implementation of various proposed laws in the Spring of 2025.

Building on the success of our collaboration with the Illinois School Counselors Association, our proactive approach not only transformed their presence in Springfield but also contributed to a near doubling of their membership. We turned the association into a key player in education policy. Following a successful educational session in Spring 2025, we are now preparing to advance their own legislative initiative. We have secured a sponsor, drafted the legislation, and are strategically planning for its movement during the Spring 2026 legislative session, cementing their role as influential leaders in Illinois.

Metropolitan Water Reclamation District

Fuentes Consulting represents the Metropolitan Water Reclamation District. As part of their government relations team, we have successfully orchestrated legislative efforts and lobbying events for the association, leading to the passage of more than ten key initiatives. We have been instrumental in securing lead sponsors in the House and Senate and aiding in building robust support for initiatives among legislators and stakeholders. Our role extends to managing and mitigating challenges as they arise, ensuring that all actions remain aligned with the board's strategic agenda.

Parity for Pumps

Fuentes Consulting was retained by Parity for Pumps (P4P), a national initiative launched in 2019 to eliminate sales and use taxes on breast pumps and breast supplies. Illinois was identified as a key state, but because P4P had no established presence in the state, it was our responsibility to introduce the organization to the legislative landscape, key players, and grassroots advocates. Through our efforts, Illinois became one of only a handful of states to enact a sales tax exemption on breast pumps and breast supplies, ensuring greater affordability and access for breastfeeding mothers.

Our work spanned throughout three years of persistence, commitment, and attention to detail. We built a broad coalition of advocates, engaged legislative leadership, and collaborated with the

Illinois Department of Revenue to assess fiscal impact and refine the scope of what qualified as exempt supplies. Fuentes Consulting also developed a compelling message, testified during committee meetings, and worked with members to create media buzz around the topic. Our work paid off, resulting in the unanimous passage of the bill in the House and Senate.

This victory reduced financial barriers for families, advanced maternal and child health, and positioned Illinois as a national leader on this issue. More importantly, it showcased Fuentes Consulting's proven ability to manage long-term, complex legislative campaigns that require coalition building, technical expertise, and bipartisan support.

Cost Proposal:

Fuentes Consulting will charge \$7,000 per month from October 1, 2025, until September 30, 2026. No expenses will be charged unless they are approved in advance by the Mayor's Office.

This fee provides the city of Aurora with a continuous, robust legislative presence in Springfield. The monthly retainer includes capital campaign build out including the creation of material to aid in pursuing funding, legislative tracking, strategic advice and coalition building.

Rules and regulations

The lobbyist team will follow all state lobbyist and sexual harassment regulations. Our company maintains our own sexual harassment policy.

Signatures



Fuentes Consulting

10/3/2025

Date

City of Aurora

Date

-end-