

# *Government Relations Proposal for The City of Aurora*



**Stratagem Consulting Group, LLC**

**Submitted by:**

**Baldemar Lopez**

## Overview

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Thank you for the opportunity to submit this proposal in an attempt to assist the City of Aurora with its appropriation and policy goals.

Our strength lies in strategic consulting on new funding opportunities with the State of Illinois and the federal government. Our knowledge and experience allow us to develop and implement creative solutions for our clients.

Our firm provides the human touch by assigning specific principals and staff to each client. We encourage innovation and foster a dynamic working relationship with clients and staff. A central component of our approach is regular communication with our clients. Effective and timely communication between clients and government officials is a crucial part of our philosophy. We believe that without this communication, particularly in today's competitive environment, it is difficult to achieve success.

## Scope of Work

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Outlined below is the approach that we will take in assisting the City of Aurora to secure funding and advancing your strategic policy goals.

*Strategic Intelligence:* We will be your organization's "eyes and ears", providing timely information on all legislative and budgetary issues of concern. We would provide up-to-the-minute information and analysis to your staff on any issues pertaining to your organization. We recognize and define short and long-term funding trends well before they become apparent and identify the intersection of your organization's priorities and State opportunities. We will work with the General Assembly, state and federal agencies, the U.S. Congress and their staff, key Committee Members, and Executive Branch staff to emphasize your budget and policy priorities, and in that context, help shape the strategies for your firm.

*Communication:* Communication is critical to the success of any relationship. Through the course of our work experience, we have found that it is not uncommon to spend as much as half of our time communicating with the client, and the other half devoted to communicating your agenda to targeted government officials. We take pride in ensuring that the client has the most up-to-date information available. From the outset, we would work closely with your organization to establish open lines of communication. Additionally, we are prepared to coordinate calls and meetings with local officials to ensure shared information and that there is a coordinated strategy.

*Specific Objectives:* As part of this proposal, our intent is to deliver the following specific objectives at the federal and state levels:

1. Identify, analyze and monitor state legislative proposals that will impact the client
2. Identify, analyze and monitor state regulatory changes that may impact the client.

3. Work with the client to identify and prioritize legislation/regulations which may affect the client.
4. Provide services for the client which arranges communication, both in person and remote, with key legislative and regulatory decision makers in Illinois.
5. Work closely with the client in the drafting and editing of proposed legislative initiatives.
6. Provide lobbying services on behalf of the client on legislative and/or regulatory matters of interest including, but not limited to:
  - a. Direct contact and communication with legislators and their staff;
  - b. Direct contact and communication with relevant agencies;
  - c. Direct contact and communication with associations and other organizations which may be aligned with the client;
  - d. Preparation of materials and talking points on relevant topics for client
  - e. Providing testimony on behalf of client before legislative body and relevant regulatory agencies.
7. Provide communication to client on key issues with weekly conference calls, or as needed.
8. Provide briefings in person as requested.
9. Assist in coordinating applications for state licenses, grants and funding.

## *Cost Proposal*

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We charge a flat fee for services on a monthly retainer basis. We do not charge by the hour, so that communications remain open, unhindered, and our client knows exactly what our services are going to cost.

Our retainer is for a minimum of 12 months at \$10,000.00 monthly, which will cover federal and state lobbying.

The Firms have a select group of consulting clients. That list includes:

1. Southern Illinois University – Carbondale
2. Southern Illinois University Systems
3. University of Illinois
4. Southern Illinois Health Care Foundation
5. Touchette Regional Hospital
6. Nicor Gas
7. Illinois American Water

8. Vistra Energy
9. Elwood School District
10. Saint Anthony Hospital
11. NRG Energy
12. Rush Hospital
13. Franciscan Hospital of Olympia Fields
14. Bank of America
15. Illinois Housing Development Authority

## *Conclusion*

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All of our work is done with the client's approval and involvement, working closely with your staff and elected officials, as appropriate.

On an almost daily basis, we will be in contact – through emails, phone calls, etc. – to keep them apprised of our recent activities. As necessary and appropriate, we will prepare documents updating you on our work.

### **Contact Information:**

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