

Shumaker Advisors Capabilities Prepared for:



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Robin Gomez
City Manager
City of Madeira Beach, FL
rgomez@madeirabeachfl.gov

Dear Mr. Gomez,

On behalf of Shumaker Advisors, LLC (Shumaker Advisors), we thank you for the opportunity to describe our Federal Government Consulting Services to the City of Madeira Beach (the City).

Headquartered in Tampa with offices in Tallahassee and Washington, D.C., Shumaker Advisors is uniquely qualified to represent the City. We have the capacity and experience to effectively build strong coalitions on the issues that impact you, and we will leverage our network of connections to further advance the goals and priorities of your agenda. Our team is passionate about our community and is appreciative of the exceptional work you are doing as a City.

We believe that our role is to help you secure your appropriations goals while serving as your representative within the federal government. Shumaker Advisors will continue to build strong relationships with partners and the local community to further position and advance the City.

Our experience, political networks, and strong track record of success reflect our qualifications and commitment to building a successful working relationship and achieving your goals. Shumaker Advisors wants you to have success at every level, and we look forward to discussing the possibility of working with you further.

With warm regards,

A handwritten signature in black ink, appearing to be 'RJ' followed by a stylized 'M'.

RJ Myers

ABOUT SHUMAKER ADVISORS



Shumaker Advisors is a full-service, bipartisan lobbying and public affairs firm providing expertise in government relations, business development, coalition building, and communications strategies. Shumaker Advisors serves clients at the federal, state, and local levels of government. Our team has the capacity to offer direct lobbying access, advocacy, and advice, as well as crafting messages, managing communications, and building coalitions, which are important to all phases of our clients' success. We advocate for our clients' issues as we work to develop a strategic plan for meeting their goals. Collaboration and relationship building with decision makers and other thought leaders is an essential part of any organization's growth and stability.

With locations in Tampa, Sarasota, and Tallahassee, Florida; Columbus and Toledo, Ohio; and Washington, D.C., Shumaker Advisors brings a diverse background with many bipartisan relationships and has been able to advocate effectively on behalf of clients on both sides of the aisle at all levels of government. The Florida group, led by Shumaker Partner and business lawyer Ronald Christaldi, is a government affairs practice providing public and private sector clients services at the federal, state, and local levels. The business has strategically brought on new advisors, which has built a strong client base that continues to grow and strengthen the reputation of the team.

The Shumaker Advisors team has long-standing relationships in the community. These relationships are the leverage our clients need to successfully and efficiently achieve the goals and priorities of their agendas. Serving our clients with tenacity and integrity enables Shumaker Advisors to build, grow, and maintain relationships that are part of the key to our success as a company and the value we bring to our clients.

FEDERAL APPROACH

We anticipate exploring two prospective funding lanes for the City.

The first will be to seek funding through the Community Project program (formerly called earmarks or directed spending). Community Project Funding (CPF) is congressionally directed spending that benefits an entity or locality in a congressional district. Since the funding is specified to a recipient (local governments and 501(c)(3) nonprofits), it is by nature not subject to competitive award processes. Potentially eligible projects range from infrastructure, community programs, university research, hospitals, and other local initiatives.

Each member of Congress may submit up to 15 CPF requests to the Appropriations Committee, and Senators do not have a cap on the number of their requests. Members must heavily weight how they are helping their constituents in their CPF decision making. Shumaker Advisors helps organizations decide how a request would align with member priorities. Community support is also crucial in determining which projects are worthy of federal funding. To that end, projects must include evidence of community support (i.e., letters of support, media articles, etc.) that served as compelling factors in the decision to submit project requests.

With the advent of the 118th Congress underway, we do not yet have information about how the CPF application process will operate for FY24. We fully expect the Federal Government will release those guidelines within the first few months of 2023, and we will keep you informed once that information is made publicly available.

The second funding lane is to proactively determine opportunities for new and expanded programs that may require competitive grant applications. We will explore the full spectrum of prospective federal sources to determine the viability of funding opportunities available to the City. In that effort, Shumaker Advisors will represent the City by leading strategy development and implementation, legislative and amendment drafting, working with coalitions, managing stakeholder relations, and direct advocacy with members of Congress and executive branch departments.

SCOPE OF SERVICES

- Work in collaboration with the City Manager, City Council, and staff to establish priorities and objectives for federal advocacy short and long-term goals.
- Facilitate introductions and one-on-one briefing sessions with the appropriate elected officials, agency officials, and their staff and secure letters of support and champions on the key substantive issues priorities.

- Meet periodically to summarize the services we provided and the results of our efforts.
- Identify and provide strategic advice on all issues important to the success of the City's government relations goals for federal initiatives.

Shumaker Advisors does not operate according to a "pre-packaged" approach. Our team of professionals will take the time to understand your unique needs and goals and to work with you to devise a strategy tailored to you and the ever-changing political landscape. Our services will include, at a minimum, providing timely updates on the issues that impact you, anticipating and responding to the evolving political climate, advocating on the City's behalf to the key decision makers who impact your business, and fostering long-term, valuable relationships.

- Shumaker Advisors will serve as a point of contact with the federal government on any policy issues. We will advocate, monitor, and keep you updated on all activities.
- Collaborate with associations who share your interests/priorities and coordinate efforts with partners and elected officials.
- Build and implement strategies to communicate the City's messages to federal officials, agencies, and staff.
- Track and advocate for legislation pertinent to the City's priorities.
- Support communication and community relations efforts as requested.

PREVIOUS SUCCESSES

Our team has a proven track of success in achieving our clients' federal appropriations goals, as the representative cases below exemplify.

Hillsborough County School District

The Hillsborough County School District (HCSD) is the seventh-largest school district in the nation and is responsible for the public school facility located on MacDill Air Force Base, known as The Tinker School. Tinker requires major upgrades and repairs totaling \$16 million. Shumaker Advisors represented HCSD to obtain an increased level of funding of \$300 million in the House Defense Appropriations Bill for FY2022 to provide for Tinker and other similarly situated schools. Additionally, the Shumaker Advisors team coordinated with the office of Congresswoman Kathy Castor (D-FL) and community stakeholders for the strategic placement of electric vehicle (EV) charging stations to serve a fleet of electric school buses. We are assisting in a request in the Infrastructure Act for funding of 40-50 EV school buses for HCSD per year for the next five years with the ultimate goal of converting the entire school bus fleet. This is an active effort and will

be our focus in the near term. Some of our additional focus areas have included the reauthorization of the Elementary and Secondary Education Act, mental health funding and equity, the Individuals with Disabilities Education Act, Head Start, the National School Lunch Program within the Farm Bill, class size, charter schools, teacher pay, millage usage, and technical school funding, to name a few.

Clearwater Marine Aquarium

Shumaker Advisors is advocating for nearly \$1 million in funding to help the Clearwater Marine Aquarium continue to educate the youth of Pinellas County on the importance of environmental stewardship. With the funds, the Aquarium plans to develop the H2O Health Habits and Oceans Education Initiative, which includes deploying a mobile classroom, establishing an educator program that trains teachers, and developing specific programming for students with physical disabilities. This initiative will help children better understand how to protect local marine life by fostering changes in human behavior, helping to protect our marine ecosystem for decades to come.

Building Tampa's Tomorrow Workforce Development Initiative

Shumaker Advisors was able to help the Hillsborough County School District obtain \$2.3 million in Community Project funding for a program to train students in a variety of medical and building construction professions. Titled "Building Tampa's Tomorrow," this project aims to create a critical career pipeline that guides students toward the fields with the highest demands for workers in Hillsborough County. The program will specifically focus on providing opportunities for underrepresented youth to access high-skilled trade careers while also helping to combat the shortage of skilled workers in those fields.

Shumaker Advisors brings a variety of services, experience, and proven expertise to help clients navigate and maintain their existing relationships across varying levels of government and also further build, develop, and maintain new relationships with elected leaders, appointees, executive decision makers, and others critical in supporting a wide variety of goals.

Our experienced team is comprised of government relations experts who each have expertise, insight, and connections with the local, state, and federal levels of government, as well as major cities throughout the United States. Serving our clients with tenacity and integrity enables Shumaker Advisors to build, grow, and maintain relationships that are part of the key to our success as a company and the value we bring to our clients.

JD White
Principal



JD has more than 20 years of public policy expertise at the federal, state, and local levels of government. He has extensive experience assisting elected officials and advising clients on government relations, strategic communications, and grassroots organizing. Prior to joining the team, JD served as the Senior VP at Mercury Public Affairs and previously served as the Director of Government Affairs for WellCare. JD has served in three congressional offices in Washington, D.C., including service as a Chief of Staff, and in the Legislative Affairs Office of the Florida Department of Environmental Protection in Tallahassee. [More](#)

Mike Hamby
Principal



Mike brings over 30 years of experience in both the political and public affairs arenas to Shumaker Advisors. Throughout his career, Mike's client portfolio has included representation of a broad range of national and state clients. His expertise as a communications and political strategist has been engaged by numerous candidates and political campaigns at the national, state, congressional, and local levels. Mike has also been engaged as a strategic partner for numerous issue referendums. Most recently, Mike was the lead strategist for the successful 2018 Strengthen Our Schools Referendum in Hillsborough County. [More](#)

RJ Myers
Vice President



RJ has been developing relationships in the legislative process for more than 13 years. After graduating Southeastern University with a degree in Public Relations and Journalism, he began working on various campaigns around the state of Florida and moved on to couple that work in legislative and governmental affairs. RJ's diverse experience has made him knowledgeable in the areas of transportation, energy, technology, mental health, criminal justice, and health care. RJ began his legislative work in the Executive Branch, working at the Agency for Workforce Innovation, during the great recession, when unemployment was at its highest. [More](#)

PRICING STRUCTURE

Coordinating a federal appropriations and policy approach will be an intensive process that will require detailed attention and political capital. We have included the pricing below based on the the scope of services that this approach necessitates.

\$5,000/month