



Town of Upper Marlboro

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Mailing address: P.O. Box 280 • Upper Marlboro, MD 20773-0280

MEMORANDUM

To: Board of Town Commissioners
From: Kyle Snyder, Town Administrator
Date: Friday May 19, 2023
Re: Government Relations Firm RFP Submissions

Commissioners,

The Town published RFP 2023-02 Government Relations Firm seeking proposals from firms to assist and guide the Town with intergovernmental relations on the Federal, State, and County Levels. The RFP was posted on the Town website, MML website, and social media. The RFP was also sent to eMMA but we are not sure if it was successfully posted. The Town has received three submissions before the RFP deadline of May 2, 2023.

| Group | Location | Cost |
|-----------------------------|--------------|-----------------|
| Greenwill Consulting Group | Annapolis MD | \$36,000 annual |
| LA Perez Consulting, | Largo, MD | \$24,000 annual |
| Carrington & Associates LLC | Bowie MD | \$36,000 annual |

Attached to this memo are the full submissions received from the above firms. The Board could vote to select a firm at the May Town Meeting or June Special Town Meeting.



Response to Town of Upper Marlboro Request for Proposal Government Relations Firm

Part A: Technical Proposal

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May 1, 2023

Re: Request for Proposals for Government Relations Firm (RFP # UM 2023-02)

To Whom It May Concern:

Thank you for the opportunity to respond to RFP # UM 2023-02 for the Town of Upper Marlboro. Greenwill Consulting Group, LLC has reviewed the RFP and I am pleased that my firm is able to respond to your request for Government Relations Firms to assist and guide the Town with intergovernmental relations on the Federal, State, and County Level.

Greenwill's proposal is built on proven government relations success in Annapolis and throughout Maryland for over twenty years. My firm is extremely knowledgeable of the legislative and procurement process in Maryland. In addition, Greenwill has established strong relationships with members of the Maryland General Assembly and key government officials in the Governor's Office, Executive Branch, and throughout the State. This vast knowledge, experience, and focus on strategic partnerships will prove to be instrumental in the successful representation of your organization's legislative priorities. As such, I am confident that Greenwill can provide effective and successful advocacy on behalf of the Town of Upper Marlboro.

Greenwill is prepared to begin services at your request. Please do not hesitate to contact me if you have any questions. I can be reached at 410-490-1309 or ilanier@greenwillgroup.com. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Ivan V. Lanier
President and CEO

Section 1: Understanding of the Request and Proposed Strategies

Greenwill understands that the Town of Upper Marlboro seeks a government relations firm to represent the Town's legislative policy interests with the Maryland General Assembly and individual State officials during the 2024 and 2025 Legislative Sessions. We understand that the Town would like to primarily focus on those legislative priorities approved by the Mayor and Town Council. Such priorities will likely focus on the following areas:

- Capital & Operating Budget decisions
- State Grant Programs
- State Bond Bills
- Local Delegation Bills
- Economic Development
- Revenue Generation

We recognize that Greenwill would provide services including scheduled, extended, or special legislative sessions and meetings, committee hearings, or rule-making proceedings. As illustrated below, Greenwill has a history of experience with these priorities.

Capital Budget & State Bond Bills

The Greenwill Team has been successful in garnering State capital funding for large capital projects and Bond Bills for many clients over the years. Our professionals are well-versed in the General Assembly's processes. Greenwill would work closely with the Town to identify key projects that require funding. We would then use our knowledge of the budget and our relationships on the relevant subcommittees to determine the best route to success. This could involve direct legislation, a Capital Budget line item such as a miscellaneous grant, or a Bond Bill. Some examples of Capital Budget & Bond Bill awards Greenwill has recently secured include:

- Charles County Multicultural Recreation and Amphitheatre Facilities - \$1,250,000
- Charles County Boys and Girls Club - \$500,000
- Allegany County River Park Project - \$1,500,000
- Allegany County Economic Development Department - \$750,000
- Town of Upper Marlboro Community Playground - \$392,424
- Town of Upper Marlboro Parking Project - \$150,000
- Southern Maryland Blue Crabs Stadium - \$1,500,000
- City of Mount Rainier Municipal Center - \$750,000
- Landover Housing Coalition - \$700,000
- Baltimore County Turner Station Community Center - \$300,000
- City of Frederick Downtown Hotel and Conference Center Study - \$250,000
- City of Frederick Downtown Hotel and Conference Center - \$16,000,000
- Hancock Downtown Beautification – **FY21** \$1,000,000 **FY23** \$100,000
- Hancock Boys and Girls Club - \$300,000
- Forest Heights Public Safety and Community Center - \$200,000
- Enterprise Community Development, Inc. Housing Project - \$500,000

Additionally, as a team, we have a wealth of experience and expertise in the Federal Budgeting and Appropriations process. Our collective efforts have enabled us to successfully secure funding for various projects located at Fort Dietrich in Frederick, throughout Allegany County and recently assisting the Charles County Local Delegation with Southern Maryland Rapid Transit funding. Through collaborative teamwork, we have developed a comprehensive understanding of the appropriations landscape, allowing us to effectively navigate the complexities of the process and achieve favorable outcomes for our clients.

Local Delegation Bills

Greenwill has a strong knowledge of the legislative process at the State and County level. We have worked with local Delegations all over Maryland. During the 2021 legislative Session, our team successfully drafted and lobbied for a Prince George's County Delegation bill that would allow speed monitoring systems to address citizen concerns of child safety on residential roads in the County. We also worked with several Prince George's County Delegation members crafting unique legislative budget language to ensure that underserved communities near major sport venues are receiving yearly funding for economic and community development projects. Greenwill also has close relationships with the Prince George's, Southern Maryland, and Baltimore City and County Delegations among others. We also believe it is critical to maintain close ties with the local county boards and city/town councils in these regions of the state. Often, changes to school board or youth policy need to be enacted at the delegation level. Where these changes may be beneficial to the Town, Greenwill would draft legislation and lobby for its passage in the General Assembly.

Our team is proud to highlight our successful lobbying efforts during this legislative session for the passage of the Prince George's Gateway Development Authority. This bill holds immense potential to drive revitalization and economic development for the six municipalities along the route one corridor. Through close collaboration with mayors and the economic development department, we drafted legislation that focuses on projects aimed at benefiting residents, housing, neighborhoods, economic development, and transportation. Additionally, we worked diligently with key members and legislators to ensure the passage of the bill and garner support from other members. Our team's dedication and strategic efforts have resulted in a significant milestone towards promoting growth and progress in the region.

State Grant Programs

With an in depth understanding of the capital and operational budgets comes the knowledge of the different grant programs that are available to organizations in Maryland. We stay up to date on programs funded through the Department of Housing and Community Development, Department of Commerce, Department of Environment, and others. Therefore, we believe it is critical to take a bipartisan approach to lobbying to maintain close ties with Executive Branch members who play key roles in overseeing these projects. We would help the Town navigate these grant programs, and we will also think outside the box. For example, our firm was involved in the Covid-19 response from the beginning of the pandemic. We intimately assisted our clients through the State's grant system in the summer of 2020 to secure relief for local businesses. Greenwill became remarkably familiar with the Federal CARES Act. With a focus on increasing government services

during pandemic and promoting community development, Greenwill drafted innovative stimulus spending and reporting plans for the Town of Forest Heights, Town of Hancock and Allegany County. Our team is also up to date on the American Rescue Plan Act (ARPA). We know the grant application process and new spending requirements. Counties and municipalities around the state are still authorizing the second round of ARPA funds throughout 2024. Greenwill maintains active partnerships with many of these localities in drafting plans that fund and benefit community-based projects. Greenwill would discuss potential programs that would benefit the Town, including expansion of services and capital projects. We would then put together a proposal that follows ARPA's requirements and present it to our connections in local government.

Recently, Greenwill was successful in assisting a town with the acquisition of a \$500,000 grant through the Department of Housing and Community Development. This grant has enabled the town to address critical issues with their roads and sidewalks resulting from stormwater, and support Streetscape and engineering improvements to tackle dilapidated streetways and reduce flooding, which has led to damaged roads, sidewalks, and property. We were actively involved in facilitating meetings with elected officials from the district and the department, showcasing our commitment to making a tangible impact on communities by securing essential resources for much-needed infrastructure improvements.

Legislative Outreach

Greenwill maintains a regular presence both in Annapolis and at meetings and conferences around the state. We believe that a constant presence is critical to increase the visibility of our clients and to get a pulse on Maryland policy. Greenwill is proud to have consultants based in all corners of Maryland. During Session, we attend subcommittee and committee hearings in the House and Senate. We also regularly attend county board and local council meetings. Additionally, Greenwill President and CEO, Ivan V. Lanier, is a retired police sergeant with professional relationships in the law enforcement community, Prince George's County States Attorney Office, and throughout the State of Maryland, having served with the Prince George's County Police Department for twenty years. We believe in a fully integrated approach to outreach, touching all parts of government from the local level to the General Assembly. As such, Greenwill would propose introducing the Town to not only prominent voices in the General Assembly, but local players who play key roles in community building.

Methodology

Greenwill's approach is to fully understand our clients' goals, priorities, needs, organizational structures and commitments. By taking the time and energy to fully understand our clients, we are able to craft an effective legislative and government relations strategy that will result in a successful execution of that plan. The development of this strategy and its execution is accomplished with the approval and involvement of the client. As such, Greenwill staff will review the legislative agendas and priorities of legislative leadership to ensure the best strategy to successfully advance your legislative priorities. Greenwill staff utilizes knowledge, experience, and a coalition of bipartisan relationships to promote our clients' priorities which is essential to a successful campaign.

Client Communications

Communication is key to an effective lobbying strategy. As a result, Greenwill maintains a direct communicative relationship with our clients. Our client communications include:

- Facilitate strategy sessions to discuss legislative priorities
- Provide updates on relevant and up-to-date news stories
- Conduct a pre-Session strategy briefing
- Provide information on upcoming legislative initiatives and priorities throughout the State
- Identify, track, and report on state and county legislation and legislative proposals that may have an impact on the Town
- Attend relevant hearings, briefings and meetings and follow-up with written summaries and relevant materials
- Provide weekly (daily towards the end of session) legislative updates during the Maryland Legislative Session
- Provide a final written report and post-Session briefing
- Provide regular legislative updates throughout the interim
- Remain informed of legislative happenings to ensure that you are adequately represented and informed of relevant developments
- Biweekly updates via conference call on pending issues as they arise
- Ensure client accessibility throughout the term of representation

Government Relations Representation

At Greenwill we work closely with our clients to devise a winning strategy to address legislative challenges and opportunities. Our government relations representation includes:

- Develop strategies for legislation, including the preparations of talking points, testimony and coordination of witnesses
- Recommend course of action on proposed legislation and budgetary matters
- Coordinate with Town representatives and legal counsel on the development of potential bill language, amendments, or regulatory verbiage
- Draft and submit legislative oral and written testimony
- Provide oral testimony
- Promote the Town's legislative priorities by educating members of the General Assembly, Executive Branch and Federal Delegation on your goals, priorities, objectives, and needs
- Educate legislative staff on the organization's legislative agenda
- Maintain strong relationships with members and staff of the Maryland General Assembly, the Governor's Office, Executive Branch agencies and local government officials
- Facilitate meetings with relevant members of the Maryland General Assembly including, committee chairs, members in leadership, and key local delegations
- Coordinate meeting with members of the Executive Branch
- Review, identify and provide a concise analysis for each piece of legislation that are within the Town's scope of priorities

- Attend and monitor legislative committee/subcommittee hearings and briefings
- Generate influential support from the General Assembly and the Executive Branch and cultivate beneficial relationships
- Analyze the State operating and capital budget, special project funding and other funding opportunities in Maryland
- Monitor and analyze proposed State regulations
- Organize state lobby registration, compliance, and reporting
- Attend and participate in interim hearings and meetings regarding issues related to the Town's mission and priorities

Section 2: Firm Profile

Greenwill Consulting Group, LLC is a highly regarded boutique lobbying firm in Maryland. Our approach to lobbying is bipartisan as we understand that to be effective for our clients, we must be able to work with policymakers from both political parties. At Greenwill, we value a tradition of high-quality lobbying and government relations services. We are proud to represent a diverse clientele from non-profits to large Fortune 500 corporations.

Our primary government relations consultants, Ivan V. Lanier, Jonathan Carpenter, Jacob Moore, and Lesly Feliz engage in a broad business and legislative practice, including government relations and multi-state procurement services. Combined, they have more than 30 years of experience in Annapolis. Helping clients navigate through the maze of laws, regulations, legislation, and procurement process is the foundation of our expertise. For over two decades, Greenwill has helped countless clients find practical solutions to complex problems.

As highlighted below, some of Greenwill's current clients include local government agencies.

Prince George's County Council

Contact: Council Member Sydney J. Harrison

301-952-3820

<https://pgccouncil.us/>

Town of Hancock, Washington County

Contact: Mayor Tim Smith

301-988-2776

<https://www.townofhancock.org/>

Town of Forest Heights, Prince George's County

Contact: Mayor Calvin Washington

301-839-1030

<https://forestheightsmd.gov/>

City of Mount Rainier, Prince George's County

Contact: Mayor Celina Benitez

213-700-2460

Contact: Ron Hopkins, Director of Economic Development Department
240-462-3946
<https://www.mountrainiermd.org/departments/economic-development>

Nonprofit Prince George's County

Contact: Tiffany Turner, Executive Director
240-582-5654
<https://nonprofitpgc.org/>

Enterprise Community Development

Contact: Luke Patton, Manager
202-885-9571
<https://www.enterprisecommunity.org/>

i. Experience and Capabilities of the Firm

Greenwill works closely with our clients to obtain achievable goals, craft strategic arguments, and devise winning plans to address legislative challenges and opportunities. As a boutique government relations firm, we have the ability to provide individualized and personalized representation to each of our clients and tailor strategies according to specific client needs as opposed to a one-size-fits-all approach. Our team is committed to implementing winning strategies that help our clients meet their policy goals and priorities.

Greenwill clients are not served by a single lobbyist, but rather by a team of professionals who can best help them achieve their legislative objectives. Our consultants have a vast knowledge of the legislative, procurement, and regulatory processes at the Federal, State, and County level. Our professionals interact closely with members of the General Assembly, Governor's Office, Executive Branch agencies and local governments. Ivan V. Lanier and Lesly Feliz, representatives from Greenwill, were appointed to Governor Wes Moore's Transition Team, where they actively participated in significant discussions related to key policy areas including education, public safety, healthcare, transportation, and other important topics. In addition, Greenwill staff recognizes the importance of also cultivating relationships with legislative staff to ensure that they, too, are educated on clients' priorities. Legislative staff are integral to the legislative, budgetary and regulatory process, and play a key role in legislative outcomes.

Our strength consists of our *accessibility* to key members of the legislative and executive agencies, our *credibility* developed over many years of experience, our ability to help formulate the best and most *persuasive* arguments on a particular issue and our ability to *effectively advocate* these positions. Our team consists of knowledgeable, respected, and known professionals who have a well-rounded view and understanding of legislative, budgetary and regulatory processes in the State. Thus, we have the ability to look at a legislative issue from multiple perspectives which provides our clients with a variety of options and solutions.

Greenwill's President and CEO, Ivan V. Lanier, has ranked as one of the top twenty-five performing lobbyists in Annapolis for several years. Mr. Lanier was included in The Daily

Record's 2023 Government & Lobbying Power List, which includes 40 men and women believed to be the most powerful figures in Maryland's local and state governments.

Our Current Clients

1. Allegany County, Department of Economic Development
2. Kent County
3. Boonsboro Jockey Club
4. City of Mount Rainier
5. Delmock Technologies, Inc.
6. DVR Construction
7. Boys and Girls Club of Maryland
8. Riverboat on the Potomac
9. Redspeed International
10. Rocky Gap Resort Casino
11. Southern Maryland Blue Crabs
12. Town of Forest Heights
13. Town of Hancock
14. Town of Smithsburg
15. Town of Colmar Manor
16. Village Green Mutual Homes, Inc.
17. Nonprofit Prince George's County
18. Maryland Black Cannabis Operators Alliance (MBOA)
19. EF Johnson Technologies
20. The St. James
21. Preeminent Gunshot Technologies
22. Enterprise Community Development

Our Former Clients

1. AES Corporation
2. Alcoa Primary Metals
3. Alexander Design Studio
4. Allied Defense Group
5. American Association for Laboratory Accreditation (A2LA)
6. American Small Business Alliance, Inc.
7. Amethyst Technologies, LLC
8. Association of Maryland Pilots
9. Avrio Technologies
10. Baltimore City Council and Baltimore City Public Schools
11. Barden Nevada Gaming, LLC
12. BMP Holdings, LLC
13. Cell Wipes T/A Germ Guard
14. Chesapeake Climate Action Network
15. Charles County
16. Cohen Enterprises
17. CSSTEST

18. Database Technology/Choice Point
19. Demar Johnson – former NBA Player for Denver Nuggets
20. Direct Energy
21. Direct Energy Solar (formerly Astrum Solar)
22. Eastalco Works
23. First Choice Therapeutics
24. First Metropolitan Community Services
25. Fitzgerald Casino
26. Fore Axes
27. Frederick Area Committee for Transportation
28. Frederick County Chamber of Commerce
29. Global Security
30. Grow West Cannabis Company
31. Henson Valley Montessori School
32. Hickory Plains, LLC
33. Joseph Jingoli & Son, Inc.
34. Kennard Alumni Association, Inc.
35. Liberty Security Service
36. Mark Blount – former NBA Minnesota Timberwolves
37. Maryland Classified Employees Association, Inc.
38. Maryland Coalition for Procurement Equity
39. Maryland Home Health
40. Mid-Shore Council of Family Violence
41. National Association of State Fire Marshals
42. National Organization of Black Law Enforcement Executives
43. Nexus Technologies
44. O'Brien & Gere Engineers, Inc.
45. Pan American Health Organization
46. PointsBet USA
47. Prince George's County
48. Queen Anne's County
49. Relm Communications
50. SBC Entertainment
51. Sempra Energy Solutions
52. Sempra Global Energy
53. Sepracor Pharmaceuticals
54. SJM Software, Inc.
55. Southern Maryland Minority Chamber of Commerce
56. The Bureau of Engraving and Printing
57. The Gordian Group
58. The Protective Group Security Company
59. Town of Williamsport
60. Washington Gas Energy Services
61. Wheelabrator Technologies, Inc.

ii. Qualification, Capabilities of Key Staff

Ivan V. Lanier

President and CEO

Ivan V. Lanier is the founding President and Chief Executive Officer of Greenwill Consulting Group, LLC. With more than thirty years of government relations and legislative experience. Mr. Lanier has an in-depth knowledge of Maryland's legislative and procurement process specializing in energy, transportation, telecommunications, property, alcohol, and health-care legislation. Lanier founded the firm in 2002 and under his leadership Greenwill Consulting Group, LLC has grown to become one of the leading government relations firms in Annapolis, Maryland. For several years Ivan has ranked as one of the top twenty-five performing lobbyists in Annapolis, Maryland. He currently represents or has previously represented many Fortune 500 companies and continues to service a diverse clientele.

Ivan is widely recognized as a bipartisan lobbyist and believes that to be successful as a government relation professional one must have strong relationships on both sides of the aisle. Through his vast experience, Ivan knows that virtually every vote is a coalition of Democrats and Republicans, and that his lobbying effort builds that alliance of Democratic and Republican legislators. Through Ivan's leadership, Greenwill has developed an expertise in the States budgetary process and for bringing together such a coalition that supports the positions of its clients.

Mr. Lanier is a retired Police Sergeant from the Prince George's County Police Department. During his twenty-year career with the department, he served as Commander of The Basic Training Division, Director of Wellness, Master Firearms Instructor, Emergency Vehicle Operations Commander and Criminal Law Instructor.

Jonathan S. Carpenter

Vice President of Government Affairs

Before Joining Greenwill, Jonathan Carpenter was the Vice President of Industry and Government Affairs for District of Columbia Water and Sewer Authority (DC Water). Under this capacity Mr. Carpenter was responsible for the memberships and relationships with the utility's industry partners locally, federally, nationally, and globally. His experience in government affairs plays a significant role in partnering and developing relationships with governmental, elected, and appointed leaders at all levels.

Mr. Carpenter brings 20 years of Industry, Business, and Government Relations experience, prior to working for DC Water Jonathan was employed as Business Development Director for Veolia North America. He was responsible for consulting on projects across the country that focused on cost savings and process optimizations in water and wastewater utilities. During his tenure at Veolia Mr. Carpenter represented the organization with Industry partners such as US Conference of Mayors, National Forum of Black Public Administrators, US Chamber of Commerce, and many others.

Jonathan previously worked for the Mayor of Indianapolis, Indiana as the MBE/WBE Program Director serving as the advocate for Minority and Women Owned Businesses. He was the government relations director for Maryland's oldest public employees labor organization; Maryland Classified Employee Association prior to departing for Indianapolis.

Civic involvement and leadership have always been a priority for Jonathan, and he demonstrates this by participating in organizations both Professionally and Personally. He holds a B.A. in Political Science from Morgan State University.

Enrique Melendez

Consultant

Mr. Melendez brings over 30 years of Program Management, Systems Engineering and Business Technology management related subject matter expertise in the Transportation, Energy, Education, Hospitality, Federal and Military market sectors. Enrique provides clients with strategic business planning, business startup, technology planning and design consultancy, program management, IT and Security Systems support services.

Mr. Melendez has experience working with Fortune 500 firms (such as GE, Leidos, Collins Aerospace) along with small/medium sized minority owned businesses. Additionally, he has been providing strategic planning and design services for firms interested in entering the medical cannabis industry either as a grower/process or dispensary.

Enrique holds several advanced engineering and management degrees and has served on numerous Board of Directors and industry committees. Melendez is a former President/Vice President/Board Member of the Anne Arundel County Board of Education. Enrique has also served as a BWI Airport Commissioner.

Jacob Moore

Legislative & Policy Analyst

Jacob previously worked for Allegany County Government in Planning and Zoning. He handled special projects for the Board of County Commissioners. Under this capacity he managed special projects and coordinated activities with departments, county and other agency personnel involved in the planning, development and implementation of the project. Jacob represented Allegany County on committees, task forces, public hearings and made public presentations. Conducted complex studies and analyzed state and federal regulations to ensure projects compliance.

He specializes in land use and has extensive experience in, zoning regulations, renewable energy, intergovernmental affairs, permitting, and demographic statistics. Jacob holds a B.S. in Geographic Information Science and Computer Cartography (GIS) and a B.A. in English from the University of Maryland—College Park. He is proficient in French.

Lesly Feliz

Government Relations Representative

Prior to joining Greenwill, Lesly's work experience was centered in the finance industry. She began her career in business operations where she worked as an associate within the government services unit and continued her career as a licensed loan officer.

She has experience in developing company compliance communications and coordinating proper reporting channels for conformance with the applicable federal, state and industry laws and regulations. She also has a vast understanding of the lending process and all legalities effectively handled to assure the lending process went as expected for her clients.

Miss Feliz is a very enthusiastic and personable individual. She is passionate about creating organizational success and bettering brand reputation through serving clients in a truly memorable way. With her firm understanding of the regulatory requirements in the finance industry and determination to achieve her client's goals gives her an advantage in the lobbying arena.

Lesly holds a B.S. in Kinesiology from the University of Maryland, College Park. She is proficient in Spanish.

iii. Conflict of Interest Disclosure

Following a thorough review of our files and our client initiatives, we do not anticipate any potential conflict of interest in representing the Town of Upper Marlboro.

iv. Cost Proposal

Greenwill's monthly fee for the period of July 1, 2023 – July 1, 2025, will be

For the performance of the Services during the 24-month agreement, the Client shall pay Consultant a retainer fee of \$72,000.00. The payment for the Services shall be made in 24 consecutive monthly installments of \$3,000.00. Consultant shall invoice Client by the 1st day of each month. Client shall pay the monthly payments no later than 30 calendar days following the date on the monthly invoice. If payment is not received by the due date, Client shall pay Consultant a late fee of \$50.00 per month on each monthly payment brought forward. This retainer does not include the expenses for State Ethics registration, meals, parking, and mileage that are directly related to this representation. These will be included in your monthly invoice. Expenses for travel, lodging and entertainment that are directly related to this representation are to be pre-approved by Client. Reimbursement for pre-approved expenses shall be made within 30 days of receipt of a properly completed expense invoice which shall be provided by Consultant.

Response to Request for Proposal # UM 2023-02 Government Relations Services

TOWN OF UPPER MARLBORO





MAY 2, 2023

Town of Upper Marlboro
Town Hall, 14211 School Lane
Upper Marlboro, MD 20722

To Whom It May Concern:

On behalf of LA Perez Consulting, we are thrilled to submit our proposal to The Town of Upper Marlboro to create partnerships within the state that align with the objectives and funding priorities of the Town, as well utilizing private and public relationships to assist the Town with reaching its legislative objectives and fiscal goals.

With the Maryland 2024 Legislative Session scheduled to begin January 10, 2024, planning has already begun. We know our experience educating and garnering support from Maryland State decisionmakers in Annapolis can help The Town of Upper Marlboro position themselves to form key allies on the priorities that matter to the Town, including those impacting municipal services or authority, state funding, bond bills, among others.

Attached, you will find our proposal, but please feel free to contact me should you have any questions or need additional information.

We are excited to share our passion for advocacy, including local governments and municipalities, and look forward to the opportunity to work as your partner to further your goals and priorities and achieve success together.

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to read "Tony Perez", with a stylized flourish at the end.

Tony Perez, CEO
LA PEREZ Consulting
www.laperez.org
240-281-1718



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i. SCOPE OF WORK

- 1. Monitoring** - Consultant shall serve as a reliable and consistent conduit of information to and from the State Legislature; monitor and provide regular reports, both orally and in writing, on current legislation, the state budget process, and on any events that may directly or indirectly impact the Town of Upper Marlboro. The firm should work closely with the Town Council and Town Administrator to assist in developing the Town's legislative priorities and identifying current needs. Frequent contact should be made with Members of the State Legislature and their staff, as well as state agency staff on matters concerning the development of future legislation and regulations impacting the Town of Upper Marlboro. Said contact shall keep policy makers aware of the potential effect of specific legislation and regulation relative to the Town's interests.

The LA PEREZ Consulting team will monitor legislation, committee meetings and hearings prior to and during the regular and special legislative session(s) during which specific issues with the Town's adopted Legislative Agenda are considered, as well as other issues that may arise that affect the Town.

The legislative process is complex, and LA Perez Consulting will ensure that the Town of Upper Marlboro leadership is guided every step of the way. We cater our approach specific to the client, their unique structure, and level of desired involvement.

We are in a unique year because it is an election year. While some priorities may stall because elected officials have moved on, we know that some priorities will shine through during the interim because of issue posturing and the abundance of public outreach and communication. As we monitor press releases, press conferences, and other public exchange forums, we will have the Town in mind and be able to identify issues that may negatively impact or help the Town. In this way, we can prepare for what is likely to be legislation in the upcoming Session.

We will also monitor interim reports, workgroups, and relevant commissions, those that were likely formed the session before. It is critical to be engaged in these efforts because next steps usually result in legislation. We recognize that it is easiest to amend wording before a bill is introduced and read by countless stakeholders.



We will continually identify and inform the Town of issues that may affect the Town or its residents.

The team is prepared to assist the Town of Upper Marlboro in creating long and short-term strategic goals that will support your priorities. We will actively be able to continually identify and inform the Town of issues that may affect the Town and its residents. This type of short and long-term strategic planning is why we pride ourselves on achieving successful results for our clients.

We also recognize that clients vary when it comes to communication. We are happy to tailor our communications to you. Let us know how often you would like to receive updates and how.

LA PEREZ Consulting monitors legislation of interest as well as monitors action on these initiatives and advocate the Town's interests when appropriate.

As veteran lobbyists, we know the political relationships and how to navigate the political dynamics and complexities. In this way, we can gauge the likelihood of passage, the intent, and effectively recommend a course of action. In instances where additional information is necessary, LA Perez Consulting is prepared to consult elected officials, other government relations professionals, and committee staff. We will monitor bills of interest at all procedural stages, whether it be the hearing, voting sessions, on the chamber floors, or elsewhere. We will be present to make sure the position of the Town is known. We know that most changes happen outside of the formal hearing and understand the importance of being present.

The LA Perez Consulting team is prepared to formulate strategies and tactics to achieve the Town of Upper Marlboro's legislative objectives. Lobbying and advocacy strategies are as successful as the relationships and intel supporting them, and we have both. With decades of combined experience, LA Perez Consulting is aware of current and past legislative initiatives, the interests and priorities of elected officials and their constituencies; and will know the procedural process to move an initiative through the legislative and executive branches.

2. Bill Tracking - Consultant shall obtain and monitor all bills, legislative action, etc. As such, copies of all bills and amendments that are determined to have an impact on the legislative and regulatory interests of the agency should be forwarded to the Town of Upper Marlboro.



Our team will continually review existing and proposed State policies, regulations, programs and legislation.

We will actively track regulation, legislation, amendments, and policy directives and promptly provide updates and seek feedback to confidently recommend how the Town of Upper Marlboro should proceed. On a daily basis, our team will monitor and identify bills impacting the Town of Upper Marlboro and provide an analysis ahead of a weekly or bi-weekly call to discuss the bill, the sponsor(s), the likelihood of passage, answer any questions, and strategize the next steps.

The Maryland legislative session moves quickly and it is important that we do as well. It is not enough to read the bill when it is first introduced. The majority of bills are amended, and it is essential that we protect the interests of the Town at each procedural stage as the bill moves between the two chambers.

3. Legislative Advocacy - The Town of Upper Marlboro's position on key legislative action shall be transmitted to the State Legislature and staff, as well as state agencies and other interest groups (as appropriate). This may be accomplished through personal discussion with delegation members, agency representatives, direct lobbying of legislators, meeting with state agencies and other interest groups represented at the State level, testifying at appropriate policy and fiscal committees and agency hearings, orchestrating statements of legislators, prepare and send letters notifying appropriate officials and agencies of the Town of Upper Marlboro's position and drafting announcements.

We will Collaborate with key Town staff to develop and pursue the Town's Legislative Agenda.

LA Perez Consulting will develop the Town of Upper Marlboro's relationships with key Maryland State Senators and Delegates, as well as decision-makers of the Executive Branch, including the Office of the Governor, and Executive Branch agencies, including the Maryland Department of Budget and Management, which oversees the state budget process.

Our professional relationships extend to just about every member of the General Assembly, including leadership. These relationships have been tested and trusted in countless ways as we have collaborated on legislation and other client priorities for years.

LA Perez Consulting will coordinate meetings with state legislators and agency department leaders to provide the Town of Upper Marlboro the opportunity to educate these stakeholders on its successes and to convey potential priorities or needs. This type



of dialogue and communication is vital to our legislative success and we will prepare the Town of Upper Marlboro ahead of any meeting with background information, biographies, and essential information. These meetings should take place in the interim and during the session. LA Perez Consulting has found that most elected officials also find on-site tours and meetings valuable, and we encourage that these take place ahead of the legislative session. For example, should the Town of Upper Marlboro be interested in introducing a capital budget request (“a bond bill”), it would be of benefit to request that certain elected officials and decision-makers come to the site to see the need first-hand, including those state electeds whose jurisdiction includes Upper Marlboro, or otherwise have a strategic interest, including the Governor’s Office. We also encourage the Town of Upper Marlboro to be forward-thinking and proactive. It is important to engage decision-makers early on to form a vested relationship.

While some priorities may be best advocated for in a more discrete setting, like in a coalition setting, there are others that may benefit from being outwardly spoken about. In this case, one useful way to garner relationships and convey your message is by briefing interested caucuses or delegations. For example, we recommend that the Town of Upper Marlboro arrange a briefing to the Prince George’s County Delegation during one of their routine weekly delegation meetings in Session. In this way, the Town of Upper Marlboro can share with them useful information for their constituencies, establish themselves as a resource, convey a message around priorities, and potentially secure their support for legislation. Should the Town of Upper Marlboro have a priority that affects the entire County, it would be beneficial to explore whether it is something the full Delegation will support. This additional support can be extremely helpful in moving a priority.

4. **Coordination of Legislative/Regulatory Efforts - Consultant shall work with the Town of Upper Marlboro in the coordination of a legislative/regulatory program, which includes the development of legislative/regulatory positions and platforms as well as drafting proposed legislation when appropriate. The Consultant shall strive to coordinate the Town's perspective with other associates as appropriate. Design and implement a strategy, in consultation with the Town that raises the consciousness and awareness of issues relating to the Town of Upper Marlboro with state lawmakers.**

LA PEREZ Consulting will collaborate with the Town Manager or the Mayor’s designee to develop a detailed schedule of deliverables for each task to be undertaken.

The benefits of having a 90-day session are there is predictability and set deadlines. We will work with the Town Manager or Mayor’s designee to make sure we set deliverables



within these dates. The recommended preliminary work plan under section b below outlines an initial schedule of deliverables.

We will recommend courses of action to support, oppose or amend pending legislation.

We proudly make ourselves available to offer guidance every step of the way. We do not wait for a pre-scheduled next meeting to share intel, seek feedback, etc. The ability of our team to communicate and see the big picture is why clients hire us. We know how to effectuate a message, and which elected officials resonate with certain ideas and strategies. For example, on a budget issue, we know the players - who would be opposed, or supportive, and which elected officials can be persuaded with reasoning and data. By understanding this political landscape, our strategies are tailored to the specific audiences that will provide the greatest impact and deliver tangible results. We recognize that elected officials can be hesitant to vote a certain way on controversial issues so we develop and deploy a strategic means to provide them cover, which can be done in a number of ways, including proposing an amendment, offering to directly manage any issue that may arise from constituents, etc.

Our team will coordinate the delivery of copies and sign up for Town testimony before the General Assembly as well as delivery of written position statements as directed by the Town.

On behalf of the Town, we will draft and distribute written testimony to legislators and committees. For times that the Town of Upper Marlboro would like to draft such testimony, we will draft a template letter to help members navigate the formalities of drafting a letter to the legislature.

It is also important to recognize that COVID has implemented new protocols for providing testimony, and we will stay tuned to these, ever-evolving, changes and accurately advise the Town.

If necessary, we will testify and lobby before State legislative and appropriations committee as necessary on behalf of the Town during the regular, extended or special session(s).

LA Perez Consulting will be available to lobby and testify before the Legislature, Governor, and Departments. We will be in the meetings and hearing rooms helping to lead the conversation, including at the witness table. We will also help the Town of Upper Marlboro prepare for these hearings and meetings and lobby key committee members ahead of the hearings to position the Town of Upper Marlboro in the best way before taking a seat at the witness table. For example, with limited time to testify,



typically two to three minutes, LA Perez Consulting will draft questions and ask supportive elected officials to pose those questions to our panel if more time is necessary to convey a point or to an opposing panel to unveil information that may not have otherwise been mentioned.

We will also strategize with the Town to make sure the strongest witnesses are at the table. To do so, we will help coordinate and prepare witnesses.

The process for submitting written testimony and signing up witnesses has hard deadlines and unique submission rules for each committee. As LA Perez Consulting tracks legislation and analyzes its impact on the Town of Upper Marlboro, we will advise whether to weigh in on testimony and if so, identify when witness names or testimony must be submitted. This process has changed slightly given the hybrid in-person and virtual nature of the 2022 session, but should the 2023 session be in-person, witness sign up and submission of written testimony will be done by LA Perez Consulting on the Town of Upper Marlboro's behalf.

We also want our clients to feel comfortable, so we will review testifying procedures, the committee dynamics, and discuss anticipated hypothetical questions, etc.

After the 2023 General Assembly adjourns, we will submit a written report that summarizes the status of the Town's Legislative Agenda shall be submitted within ten (10) days of the closing of session to the Town.

At the end of the legislative session, LA Perez Consulting will provide a report of all issues that the Town of Upper Marlboro weighed in on during the 90-day session, as well as a future forecast, including recommended next steps.

The Governor has 30-days following the presentment of bills to veto legislation. We will be sure to issue an addendum following this timeframe. This will be especially important as we help clients like the Town of Upper Marlboro attend bill signings or consider further advocacy to encourage a veto override or sustain a veto. By the 30th day, we will know how to advise the Town on each passed bill and outline the next steps including the promulgation of regulations to carry out legislation.

5. Enhance Intergovernmental Relationships - Design and implement a strategy, in consultation with the Town to broaden and improve direct communication of the Town with the state. Assist in the development of relationships with key legislators, regulatory agencies, and state agencies, consistent with policy objectives. Develop strong connections with other agencies and state membership organizations to support mutual goals as identified.



Our team has the relationships needed to succeed and are excited at the opportunity to once again extend them on behalf of the Town of Upper Marlboro given the chance to continue our successful partnership.

We will also use our strong bi-partisan ties to actively lobby the Legislature and Executive Branch on behalf of the Town of Upper Marlboro's priorities. This includes agency secretaries, the Office of the Governor and Lt. Governor, associations such as the Maryland Municipal League and the Maryland Association of Counties, legislative caucuses and delegations like the Legislative Black Caucus, Prince George's County Delegation, etc. We research the issues, research involved parties, know which key players to talk to, arguments of proponents and opponents, and know confidently how to successfully carry out a lobbying strategy.

LA Perez Consulting has worked with Committee Chairs, Vice Chairs and Subcommittee Chairs for many years on countless issues. We are on a first name basis and have developed the type of relationships that come from productive professional interactions over many years.

We also have personal and professional relationships with the House and Senate Leadership including Senate President Ferguson, House Speaker Jones, as well as Governor Moore the Governor's legislative team, Special Advisor, Chief of Staff, and his Cabinet Members, including the Department of Budget and Management Secretary Brinkley, as well as private stakeholders and their lobbyists. These bipartisan relationships make LA Perez Consulting a successful advocacy team in Maryland.

6. Establish an Active Presence - Consultant shall actively establish a strong identity and presence in Annapolis on behalf of the Town of Upper Marlboro. This effort shall be reinforced by involvement in political, regulatory actions on behalf of the organization. Additionally, on-site visits to the Town shall be made upon reasonable notice and request to Consultant along with a presentation to the Town Council regarding state issues as requested. Virtual meetings via Zoom or some other online meeting platform may be a substitute for in-person meetings.

Having an active presence is important; and with offices in Prince George's County and on State Circle in Annapolis, LA PEREZ Consulting will continually be working on behalf of the Town of Upper Marlboro to establish and maintain an active presence in the State.



We understand the legislature, the executive branch, and private stakeholders. We also understand the intricacies of politics and recognize that some goals are achieved quickly while others may require strategic steps toward a long-term goal. LA Perez Consulting will work with the Town of Upper Marlboro to identify pain points or gaps in the law and further discuss how to go about making a change. It could be a simple conversation and meeting of the minds or a larger fix through regulations or legislation.

We will work with the Town to narrow in on the issue and the potential solution. For a legislative initiative, we will help draft the bill text, identify and approach potential bill sponsors and co-sponsors, brief and request support from appropriate caucuses or delegations, and work to garner support and mitigate opposition to successfully pass the legislation. Timing is also important, and we always advise pre-filing legislation and arranging that the bill is filed and cross-filed in both chambers. Cross-files are important should one bill stall.

There may also be bills introduced relevant to the Town's priorities and aligned with your interests. We will approach those sponsors and advocates to make sure we amend, oppose, or support the legislation as necessary.

Our team will regularly meet virtually or in person with the Staff to receive specific project scopes and to discuss agenda, goals, schedules and timelines.

Planning in advance is important to set priorities, timelines, and goals as a well-structured project strategy is the key to success.

In addition to regularly scheduled one-on-one or small group meetings with Staff, we recommend a session in which to take a deep dive into the issues and understand what matters most to you. We have found that this type of deep-dive prior to the legislative session is an effective way to focus on project priorities and funding sources and understand what legislation of the 5,000 usually introduced impacts the Town. We will assist in scheduling, planning, and carrying out this meeting. Should COVID still prohibit in-person gatherings, a virtual retreat is still a valuable means of strategic planning, team building, and an effective way to develop or strengthen relationships.

We also understand that priorities and goals change and we are happy to continually adapt and reevaluate to continue to position the Town of Upper Marlboro in the most beneficial way.

While Legislature is in session, our team submit a written summary report to the Town detailing legislative action, status of legislative priorities, anticipated action the coming week, and recommendations for action items.



During the legislative session, we recommend a strategy call once a week or bi-weekly. LA Perez Consulting has found that sending written legislative recommendations by the end of day each Friday with a follow-up call each Monday works well to discuss matters scheduled for the coming week. For example, a spreadsheet listing the bills scheduled for hearing the following week would be provided to the Town of Upper Marlboro ahead of the call to allow an opportunity to take a preliminary look at the bills ahead of any analysis LA Perez Consulting will provide. By the end of the call, LA Perez Consulting and the Town of Upper Marlboro will have discussed the immediate priorities, formal positions on legislation, and will have time to draft witness testimony, including talking points, position letters, etc. It also allows time for any Town of Upper Marlboro member to plan travel to Annapolis (or sign-up virtually) to testify or talk with stakeholders. With thousands of bills introduced in the legislative session, this strategy prioritizes discussion based on the most relevant bills chronologically. The strategy calls once a week is supplemented by emails, text messages, and any phone calls that might be necessary on immediate or evolving issues.

As needed, our team will appear at least at a regularly scheduled Mayor and Town Council Meeting held at Town Hall (or virtually). These include: introduction, mid-session update and post-session wrap-up.

In addition to weekly reports, LA Perez Consulting will provide updates throughout the year at regularly scheduled meetings held at Town Hall of all activities and project progress with respect to the prospective agreement. This includes an introduction, mid-session update, and post-session wrap-up.

7. State Budget Issues - Focus efforts on supporting the Town of Upper Marlboro's appropriations requests and legislative objectives during the final phases of State Legislature action on spending and authorization legislation, including coordinating additional meetings with relevant members of the State Legislature, or staff in support of the Town's objectives (as appropriate).

LA PEREZ Consulting has a winning track record and welcomes the opportunity to continue to assist the Town with preparation and passage of State Bond Bill appropriation requests for the Town's identified projects.

As requested, our team will pursue funding opportunities in the State of Maryland on behalf of the Town of Upper Marlboro and work with the respective local, state, and federal electeds whose constituencies also benefit from the appropriation. There will also be other funding state funding opportunities, separate from the formal bond bill process,



that may benefit and be of interest to Town of Upper Marlboro. This may include economic development opportunities, transportation and infrastructure, among others.

Since 2021, our team has brought in over \$12 million on behalf of our clients including, but not limited to:

- \$1,500,000 for the acquisition, planning, design, construction, repair, renovation, reconstruction, site improvement, and capital equipping;
- \$450,000 for the acquisition, planning, design, construction, repair, renovation, reconstruction, site improvement, and capital equipping of facilities, including the installation of energy-efficient systems. This client also received another \$250,000 for their COVID-19 Education Program.
- \$7.5 million for the acquisition, planning, design, construction, repair, renovation, reconstruction, site improvement, and capital equipping of a Multi-Service Center; and
- \$400,000 for the acquisition, planning, design, construction, repair, renovation, reconstruction, site improvement, and capital equipping of a new Town Center.

We are also well-versed in the budget process, and help clients request and navigate the Governor's budget, including the Governor's supplemental budgets.

The budget process is unique in Maryland with the Governor's Office having the "power of the purse." For some priorities, the best strategy may be to go straight to the Governor's Office to request a line item in the budget. This process begins shortly after the last legislative session ends. However, now, because of a prior ballot initiative in 2020. The General Assembly is authorized to increase, diminish, or add items to the State Budget beginning in fiscal year 2024 provided that the General Assembly does not exceed the total proposed budget as submitted by the Governor. Understanding and strategizing around this new process is something we can help you navigate successfully.



ii. ORGANIZATIONAL & STAFF EXPERIENCE

LA Perez Consulting believes in the issues and clients we represent.

We believe in an approach separate from party lines and have a passion for making the lives of others better through policy change. Diversity, equity, and inclusion are also part of our core values, helping to shape our culture, drive our business, and build a better Maryland for our clients.

LA Perez Consulting is a minority-owned full-service bipartisan consulting firm that provides in-depth experience and expertise. The firm specializes in every aspect of government affairs consulting, including a unique specialty in representing municipalities and local governments, not-for-profits, and issue advocacy groups.

We know how to work through tough issues. With approximately 25 years of combined policy, legal, and public relations experience, we have the knowledge and expertise to make a difference. We have effectively and efficiently guided clients through the State's legislative, regulatory, and political processes while helping to shape public policy to the advantage of our clients.



L. Anthony Perez

A strategic organizer and public Relations specialist with a solid history of federal, state and local government relations, as well as coordinating winning campaigns; developing external partnerships; and cultivating relationships.

CAREER HIGHLIGHTS

Successfully lobbied for the passage of key pieces of procurement, legislation and funding, including:

- COVID-19 Education Funding for Melwood;
- Monitored and lobbied for over \$12 million in funding for clients – 2021 and 2022;
- Big Box Ordinance Laws – Fairfax, Prince George's, Calvert, and Loudon counties;



- Maryland Healthy Retail Worker Act of 2010;
- Seven Day Sales (Alcohol Beverages) – 2015;
- Regional Metro Funding – Maryland \$167 million, Virginia \$154 million, and Washington D.C. \$173 million – 2018
- Kaiser Permanente RFP for Prince George’s County Public Schools

EXPERIENCE

L.A. Consulting, LLC. – *CEO & President*

2013 – PRESENT

- MDOT, MBE, DBE, SBE, and ACDBE certified business;
- WSSC (SLMBE) certified business;
- Prince George’s County CBB certified business;
- Provides consultation for all government, business, and community related entities;
- Advises clients on strategic economic development;
- Consults and strategizes on public affairs and government relations;
- Coordinates communication and campaign strategy;

Office of the Prince George’s County Executive. — *Labor Liaison*

JANUARY 2019 – DECEMBER 31, 2020

Jimmy Tarlau for Maryland State Delegate. — *Senior Advisor*

OCTOBER 2013 – JULY 2014

Maryland State Delegate Doyle Niemann for Prince George’s County Council

District 2. — *Senior Advisor*

NOVEMBER 2013 – JULY 2014

United Food and Commercial Workers Local 400. — *Director of Legislative Growth Strategies & Trustee*

JUNE 1997 – JUNE 2013

AREAS OF EXPERTISE

- Negotiating
- Government & Community Relations
- Campaign Management
- Public Relations
- Grassroots Efforts
- Strategic & Tactical Planning
- Legislative Development



- Fundraising

ASSOCIATIONS AND MEMBERSHIPS

- Greater Bowie Chamber of Commerce Legislative Committee Chair 2018 - Present
- Mission of Love Charities Executive Board, Vice Chair 2018 - Present
- State NAACP Legislative Labor & Industry Co-Chair 2017-2020
- Metropolitan Washington Executive Board Member 2010-2013
- Northern Virginia Area Labor Federation Secretary Treasurer 2010-2013
- Carday & Associates Trust Fund Trustee 2008 – 2013
- Progressive Maryland Executive Board Member 2005-2013

AWARDS

- State of Maryland Citation Delegate Fennell - 2022
- Certificate of Appreciation, The Town of Brentwood – 2021
- PGCMA Certificate of Appreciation – 2018
- State of Maryland Governor's Citation – 2013
- Certificate of Recognition – U.S. Senator Barbara Mikulski - 2013



Therese M. Hessler

Government affairs and public policy strategist with over 15 years of experience in progressing client initiatives and goals.

EDUCATION

Towson University, Towson, Md. — *Bachelor of Science in Mass Communication*
SEPTEMBER 2002 - AUGUST 2007

EXPERIENCE

Ashlar Government Relations, Annapolis, Md. – CEO & President
SEPTEMBER 2019 – PRESENT

- Provides government relations and public affairs consulting services to the client including all activities normally associated with legislative lobbying, as specifically authorized by the client;
- Monitors legislation of interest as well as events and hearings of interest to client;
- Provides legislative drafting and research; legislative testimony (both written and verbal) on behalf of the client; briefing the Governor and his office; and maintains representation at legislative hearings;



- Advocates to certain legislators, regulators and their staffs on client positions on issues of interest to the client;
- Plans and coordinates meetings and receptions for the Organization with legislators and regulators;
- Regularly contacts with the client and staff designated as necessary for direction and specific authority to act on issues;
- Contacts and interacts with lobbyists of other interest groups and industry trade associations on behalf of the client on legislative and regulatory issues;
- Prepares and files reports to the Maryland Ethics Commission; and, reports to the client. Manages and implements campaign strategies through mixed media advertising and public relations.

Maryland Catholic Conference, Annapolis, Md. — *Associate Director*
SEPTEMBER 2018 – SEPTEMBER 2019

Maryland Right to Life, Annapolis, Md. — *Director of Administration & Legislation*
JUNE 2017 - SEPTEMBER 2018

TMH Agency, Baltimore, Md. — *President & CEO*
JULY 2014 - JUNE 2017

The Leffler Agency, Baltimore, Md. — *Vice President, Media Services*
JUNE 2014 - JULY 2014

The Leffler Agency, Baltimore, Md. — *Media Director*
JANUARY 2012 - JUNE 2014

Green + Associates, Baltimore, Md. — *Media Buyer*
JUNE 2010 - JANUARY 2012

MedStar Health, Baltimore, Md. — *Buyer*
DECEMBER 2007 - JUNE 2010

SKILLS

- Strategic Research & Legislative Testimony
- Policy Planning & Analysis
- Community Engagement & Awareness
- Media & Government Relations
- Grassroots Efforts
- Project Management /Relationship Building
- Member & Board Management



- JAVA, HTML, Adobe & Microsoft Office Suite

ASSOCIATIONS AND MEMBERSHIPS

- Maryland Government Relations Association, *2017-present*
- Maryland Legislative Agenda for Women, *2017-present*
- Keep Punching Haymakers Inaugural Class, *2019-2020*
- Prince George's County Healthcare Alliance, Secretary, *2019-present*
- National Trauma Education & Policy Board, *2019-present*

AWARDS

- 2019 -2020 Public Policy Fellow, *Society of San Sebastian*
- 2020 The Daily Record Leading Women
- 2022 Community Leader Award, *The Women of Prince George's*

iv. PROPOSED FEE STRUCTURE

This RFP response is for a 12-month contract with the Town, with the option for renewal. The below cost proposal reflects but is not limited to the aforementioned services including the firm's understanding of effective government relations for municipal governments and the ability to render services to the Town every month.

Proposed annual fee: \$24,000 (2,000/per month.) *Fee is inclusive of lobbying registration fees. (\$104 each.)*



v. REFERENCES

Prince George's County Government

Kenneth Battle, Director Transportation, Infrastructure, and Energy

Wayne K. Curry Administration Building

1301 McCormick Drive

Largo, MD 20774

301-789-7147

City of Laurel

Sara Green, Chief of Staff Office of Mayor

Laurel Municipal Center

8103 Sandy Spring Road

Laurel, MD 20707

301-725-5300 ext. 2124

Kaiser Permanente

Sam Abunassar, Director of Account Management

2101 East Jefferson Street

Rockville, MD 20852

301-325-9482



vi. PREVIOUS SUCCESS AND PARTNERSHIPS

We have a unique approach when it comes to achieving results. Different from many other government relations and consulting firms, our success has been built on strategic partnerships with other small business owners to ensure success for each of our clients, thus the team we have formed for the Town of Upper Marlboro.

Below is a brief list of relevant initiatives that passed due to our efforts between 2019-2023.

2023

- **Passed PG 305-23 (HB436) - Prince George's County – Alcoholic Beverages – Licensing**
- **Secured 6 million for Luminus Doctor's Community Hospital to develop a new Maternal Health Ward.**
- **Secured 200k for the City of District Heights new Municipal center and another 50K for Youth Services**

2022

- **Secured \$500,000 in Capital Bond money for renovations of the Town of Bladensburg's Bostwick House;**
- **Secured \$500,00 in State Funding for the Town of Bladensburg's new municipal center** as well as helped the town plan 17 strategic initiatives for the future;
- **Collaborated with key stakeholders, County Delegation, and the bill sponsor to introduce and pass four amendments to PG 406-22 (HB1057) – Prince George's County – Recreation Authority – Authorization.** The bill ultimately passed;
- **Advocated for the passage of HB254 (SB874) – State Highway Administration – Pedestrian and Bicyclist Fatalities – Infrastructure Review (Vision Zero Implementation Act of 2022);**
- **Worked to ensure a veto override would be met once the Governor vetoed HB778 – Transportation – Investment Program – MARC Rail Service (Maryland Regional Rail Transformation Act);**
- **Passed SB 838- Elderly and Handicapped Transportation Service- County Funding** on behalf of a client who tried to pass similar legislation for over



five years with another lobbyist. To do this, Sarah worked with country and municipal transportation leaders;

- Together with the Maryland Municipal League and other vested stakeholders, we worked to pass **HB1187 – Transportation – Highway User Revenues – Revenue and Distribution**; and
- Supported the Washington Suburban Sanitary Commission in the passage of **PG MC 106-22 (HB400) – Washington Suburban Sanitary Commission – Hiring and Promotion Preferences – Veterans and Their Spouses**.

2021

- Secured \$16.9 million in the Capital Budget for local governments and municipalities to apply for funding pertaining to flooding such as studies, mitigation, and relief;
- Advocated for the passage of **HB 72/SB 448- County Boards of Education- Student Transportation- Vehicles and Report** allowing Boards of Education to contract with student transportation providers other than those using a Type I or Type II vehicle;
- After a client and municipality expressed concern over the number of accidents and speeding on a road on which a popular daycare is located, we worked with the bill sponsor to amend and pass legislation to allow the implementation of speed cameras in that area and others. **PG302-21 (HB619) – Prince George’s County Speed Monitoring Systems – Residential Districts and School Zones**; and
- Collaborated with key stakeholders to pass **PG 305-21 (HB626) – Prince George’s County – Vehicle Height Monitoring Systems**. This legislation enables Prince George’s County and the local municipalities within Prince George’s County to install monitoring systems, ensuring vehicles of a certain size are legally allowed to use certain streets, preventing financial burdens to municipalities due to the damage these vehicles can cause to roads.

2020

- Collaborated with the Prince George’s County Delegation to support and pass **PG 412-20 (HB1388) – Public safety Surcharge**, allowing a redistribution of funds to support certain incentives.



2019

- Collaborated with residents and the community to pass **MC/PG110-19 (HB662) – Glen Dale Hospital Adaptive Reuse**
- Helped to draft and pass **HB440– Pathways in Technology Early College High (P-TECH) Expansion Act of 2019.**

At LA Perez Consulting, we believe in the communities and clients we represent and are dedicated to helping to ensure they thrive. Over the years, we have helped secure strategic partnerships on their behalf, bolstering their success outside of the legislative session. Some examples include:

- Donated over 500 Back Packs to the Community at the Back-to-School Backpack event with Delegate Fennell and Wanda Durant;
- Secured Kaiser Permanente as a participant and sponsor for a local health fair;
- Donates turkeys to local communities on an annual basis;
- Provided lunch for essential workers at local MedStar Clinic during COVID-19 crisis in Port Towns;
- Helps to secure sponsorships for client community events in Port Towns;
- Provided lunch and multiple healthcare facilities in Prince George’s County and Doctors Community Hospital during COVID-19;
- Collaborated with various communities to bring positive development to Prince Georges County



vii. MUNICIPAL CLIENTS

At LA PEREZ Consulting, we are proud to be an extended member of our clients' team and have an in-depth knowledge when it comes to representing local governments. Below is a comprehensive list of municipal clients we have served within the proceeding twelve months of this submission date:

- The City of District Heights
- The Town of Brentwood
- The City of Laurel
- The City of Gaithersburg
- The Prince George's County Municipal Association
- The City of College Park
- The City of Bladensburg



viii. CONTACT INFORMATION

Tony Perez, CEO

LA PEREZ Consulting

Website: www.laperez.org

cell: 240-281-1718

email: tony@laperez.org

Prince George's County Office: 1101 Mercantile Road, STE. 296, Largo, MD 20774

Annapolis Office: 47 State Circle, STE. 202, Annapolis, MD 21401



CARRINGTON & ASSOCIATES, LLC

Integrity.Passion.Results

Since 2006

PROPOSAL

Government Affairs Services

RFP#UM 2023-02

Town of Upper Marlboro, Maryland

SUBMITTED BY:

Carrington & Associates, LLC

6007 Hillmeade Road

Bowie, MD 20720

732-763-7398 Cellphone

darrell.carrington@verizon.net

May 1, 2023

Mr. Kyle Snyder
Town Administrator
Town of Upper Marlboro
14211 Schoolhouse Lane
Upper Marlboro, Maryland 20772

Dear Mr. Snyder,

I am writing to express my firm's interest in the RFP for a government relations firm to serve the Town of Upper Marlboro. As a reputable government relations firm, we are confident that we have the skills and expertise necessary to help the Town achieve its goals.

Our firm has a proven track record of success in navigating complex political environments at the local, state, and federal levels. We have worked closely with elected officials, government agencies, and community stakeholders to craft effective strategies and build lasting relationships. Our experience has taught us the importance of careful planning, attention to detail, and effective communication in achieving positive outcomes.

In particular, we believe that our skills and experience would be a great fit for the Town of Upper Marlboro. Your Town faces unique challenges and opportunities, and we are confident that we can help you navigate the complex landscape of local government to achieve your goals. We have a deep understanding of the political dynamics in Maryland, and we are well-connected with key decision-makers at the state and local level.

If selected, we would work closely with your team to develop a comprehensive government relations strategy that takes into account the specific needs and priorities of the Town of Upper Marlboro. We would be committed to continuing our strong relationships with local officials, community leaders, and other stakeholders to ensure that your interests are represented effectively.

Thank you for considering our firm's application. We are excited about the opportunity to work with the Town of Upper Marlboro and to help you achieve your goals. We look forward to hearing from you soon.

Sincerely,

Darrell Carrington
Managing Director

Organizational Overview & Philosophy

The following is a strategy outline for legislative services for the Town of Upper Marlboro (Town) with the specific goals of advocating for funding for the Town, including protecting and growing funds for community development activities, and active monitoring and communication of the legislative and political landscape. The Request for Proposals (RFP) was skillfully prepared and provided the information required for partners to appropriately respond.

This outline is respectfully submitted by Darrell Carrington of Carrington & Associates, LLC (Carrington), a registered lobbyist and professional advocate in the State of Maryland, for the purpose of offering consulting services. This document is a proposal for possible work tasks with strategies - all that follows is subject to discussion and edit. The outline that follows is the intellectual property of the proposal team shared with the Town (to include staff and volunteers associated with this effort) for business purposes. This outline should be considered an internal document until all relevant parties have agreed upon appropriate release of information.

Our firm has experience working with every level of government - Federal, State, County and Municipal. Our experience in government relations, public affairs, campaign and issue development and management spans more than 30 years. To best serve the interests of the residents of the Town and extend the advocacy reach, Carrington, on occasion will partner with other firms for special projects as needed. Additionally, Carrington, while serving as the contract and project lead, will direct work tasks for completion. This strategic approach has been designed to maximize the level of customer service for the Town - to place additional advocates in Annapolis and beyond for the Town. A summary of our capabilities follows in Table 1.

| Capability | Carrington & Associates |
|--|-------------------------|
| Bill Tracking | Yes |
| Successful Grant Writing | Yes |
| Past Performance Serving Prince George's County Municipalities | Yes |
| Minority and/or Woman-Owned | Yes |
| Prince George's County Residency | Yes |

Table 1: Capabilities

We have a constant goal of service within the communities we serve. As a snapshot of this service, Mr. Carrington currently serves or has served, on a wide range of professional, educational, philanthropic and policy development boards and councils including: the National Association of Blacks in Criminal Justice, American Correctional Association, University Continuing Professional Association, the New Jersey Nutrition Council, New Jersey Juvenile Intensive Supervision Program, the Maryland Emergency Food Assistance Program, Maryland Statewide Nutrition Assistance Program as well as board memberships for the Mission of Love, Community Support Systems, Inc and the Take Charge Juvenile Diversion Program where Mr. Carrington, currently serves as Board Chair since 2007.

Politics is an integral element of any legislative equation. Success in Annapolis takes a shrewd understanding of both the processes and politics of legislative action. It is not enough to have a working understanding of how legislative procedures operate but advocates also need a deep appreciation for the political and public policy tenets surrounding an issue. These tools coupled with instant access to the key decision makers are the recipe for a successful and sustainable legislative program.

Carrington has an excellent track record of identifying and helping to pursue opportunities for collaboration with community groups, hospitals, economic development corporations, state and local governments, and other entities in the successful pursuit of issue advocacy. In our initial and ongoing assessment of the Town's needs and assets, we will help identify and pursue partnership opportunities of this nature.

Carrington will submit status reports to keep the Town officials apprised of developments with the General Assembly and other entities as directed. These reports may take the form of conference calls, written memoranda, emails, or other media, depending on your preference and our mutually agreed-upon framework. Again, our close ties to Members and Staff in Annapolis will allow the best intelligence and reporting to the Town.

The Town will need access at the Federal, State and County levels. Carrington has these relationships within Maryland's geographically-diverse regions: Prince George's, Montgomery, Charles, Baltimore, Frederick, Howard and Anne Arundel Counties as well as Baltimore Town. Carrington is a well-known sponsor of both the Maryland Municipal League (MML) and Maryland Association of Counties (MACo) Annual Conferences and will continue to attend at no additional cost to the Town. These relationships will assist the Town with the multitude of issues that will need to be addressed during the legislative session, such as the fiscal impacts of our recovery from the COVID-19 Pandemic and the implementation of the Blueprint.

It is important to note the rapid changes that have occurred in the General Assembly over the past 3 years and the turnover we will see with the election in November. Beginning in the 2023 Session, it was the first time in more than 30 years that Maryland had new Presiding Officers. All Senate Committee Chairs have been appointed to their positions within the last few years as is the case in the House of Delegates. The new Chair for Health and Government Operations (HGO), Delegate Joseline Peña-Melnyk, was appointed to her position on Sine Die 2022. This radical level of change is a very significant development. As changes to committee assignments and other leadership posts are announced, the Town will benefit from a team that can leverage decades of relationships to ensure your priorities are addressed and you have access to the decision-makers.

It is worth noting that the General Assembly has evolved to a younger and more progressive body. This trend will continue and advocates will need to evolve accordingly. Carrington has demonstrated its ability to work within the progressive wings of the Senate and House - we have knocked on doors together, participated in conferences and symposiums and strategized for the work still left to do. These relationships will prove invaluable as we address issues of interests to the Town - the Town will require a team that can not only work with the 2024 legislature but who looks forward to change as an opportunity.

Carrington has a proud tradition of representing our clients and take great lengths to avoid conflicts of interests. The lead for this proposal, Darrell Carrington, is a Maryland-registered state lobbyist current in his ethics training. Clients of Carrington are listed on the State Ethics Commission's website and are as follows:

- Attar Enterprises – Developers
- Brian Bickerton – Hemp Extraction Company
- CareGo, Inc – Medical Services Group
- B&B Partnership Initiative – Underground Wiring and Engineering Firm
- DMV Enterprises – Multi-state Cannabis Dispensary Company
- Baltimore County Chamber of Commerce – Professional Trade Group
- Keenan Pharmacy Services – Healthcare Services Company
- Carrington & Associates, LLC – for work related to our firm's interests in legislative matters
- Chesapeake Physicians for Social Responsibility (CPSR) – Non-profit focused on issues that affect public health
- Maryleaf, dba Bloom Medicinals – Medical Cannabis Dispensary in Montgomery County
- Maryland Veterans Chamber of Commerce – Professional Trade Group
- Residential Title and Escrow Company – Title Insurance Company
- XTT Life™ - Green Solutions Company
- Sensys Gatso USA – Traffic enforcement solutions company

Carrington's representation of these clients should not present any conflicts of interests for the Town and hopefully, will serve to be mutually beneficial relationships.

Lastly, and perhaps as importantly as all other items, there is no substitute for perseverance. The Carrington Team is often the first to walk the halls of the House and Senate each and every morning as well as the last ones to leave Annapolis in the evening. Our team takes great pride in our individual and collective stellar reputations, integrity, and decades of achievement for its clients. References are listed to support this claim.

Scope of Services

Monitoring and Bill Tracking

Carrington maintains a daily presence in Annapolis during the Legislative Session. Carrington will monitor every piece of legislation introduced in the 2024 - 2025 legislative sessions and appropriately track each relevant bill throughout the process. This is a skill that is improved by time spent working within the Maryland General Assembly - including the ability to know how to get questions asked by bill drafters and determine unintended consequences early so amendments can be drafted or the sponsor can be encouraged to rethink his/her legislation. Monitoring legislation is more than simply knowing the bills that are introduced - we know the "why" and we know how to find the answers when questions arise.

We will utilize appropriate electronic tools to provide easily understood distributable reports for the Town stakeholders. As such, we are able to provide reliable and consistent information in real time to the President, Council, Town Administrator and Staff from the state legislature and agencies.

Carrington will provide weekly reports to the Town, both orally and in writing, that track the budget process and all bills deemed legislative priorities or needs of the Town. We will provide the President, Council, Town Administrator and Staff with weekly bill tracking reports. Please see Attachment #2 for a sample report. The weekly bill tracking report will contain the bill number, bill title, sponsor, hearing dates, committees of jurisdiction and opposite Chamber hearing dates as applicable. Additionally, Carrington will provide copies of all bills and amendments that are deemed to have an impact on the Town. We review every bill that is introduced in Annapolis for its impacts and/or opportunities for our clients. Any additional information can be added in our reporting.

We will also immediately schedule meetings with the Town's elected officials and Department Heads. As a way to improve communication, this will facilitate having decision-makers fully briefed on the Town's priorities and the impacts future legislation and regulations will have on the Town. Carrington will facilitate meetings and communication with the various delegations as needed and requested. Carrington has a long history of working closely with our clients and their designees to achieve successful outcomes.

Anticipated Deliverables: Meetings arranged and executed for the President, Council, Town Administrator and Staff. Weekly reports, including bill tracking, submitted to the Town in a format of the Town's choosing.

Legislative Advocacy

Years of success and a reputation as authentic relationship builders makes our team the strongest choice to serve the Town of Upper Marlboro. Our collective network will be immediately utilized to schedule strategic meetings to prepare for the legislative session. Connecting staff and legislators to the Town will continue to be a valuable and necessary step in the ongoing advocacy work for the Town.

Meeting protocols will be followed, despite the fact that "meetings" in Annapolis can be, at times, five-minute check-in's while walking with a legislator to her/his destination. We believe that meetings should be purpose-driven and that the attendees should have a clear goal identified, next steps outlined, and notes provided to meeting attendees with any follow-up items included. Carrington, in ongoing consultation with the President, Council and Town Administrator and Staff, will transmit the Town's position on key legislative and/or state agency actions. Carrington will arrange meetings with the appropriate officials and staff as directed as well as providing the Town with position statements and draft correspondence as directed.

Anticipated Deliverables: Meeting notes with follow-up action designated.

Coordination of Legislative/Regulatory Efforts

Carrington will work closely with the Town to design, develop and implement a coordinated and comprehensive legislative and regulatory program. In our initial and ongoing assessment of the Town's needs and assets, we will help identify and pursue partnership opportunities. Carrington has a long-track record of working cooperatively with the Town's State Delegation and Members of the General Assembly in general, in drafting successful legislation. A recent example is [HB0619/CH0447 - Prince George's County - Speed Monitoring Systems - Residential Districts PG 302-21](#) from the 2021 Session. The bill was in response to the preventable death of 14-year-old Kamal Nashid who was

killed crossing Church Road. Working with the Prince George's County House Delegation and County Council, we were able to successfully navigate the bill through the General Assembly during the COVID-19 Pandemic.

While one cannot guarantee success on legislative action, Carrington's impressive track record of assisting in passing some of the highest profile legislation demonstrates our detailed knowledge of the legislative process and how to "work" a bill through Annapolis. "They" say that there are two things you never want to see people make: laws and sausages! Fortunately, we have a strong constitution and will be able to stomach all that the legislature dishes out.

Carrington has over 17 years of experience in delivering testimony and coordinating witnesses for legislation on behalf of our clients in Maryland. We regularly testify on their behalf as requested. Typically, we prefer to have our clients testify, so the legislature can put a local face with the issue at hand. However, we recognize that it is not always possible nor practical for a client to testify in person in Annapolis, so we are able to stand in for the Town.

Anticipated Deliverables: A 2024 legislative and regulatory program for the Town, collateral to communicate this program to external stakeholders, ongoing communications, and strategies to achieve results for the Town's goals.

Enhance Intergovernmental Relationships

Carrington, in coordination with the President, Council, Town Administrator and Staff, will design and implement a strategy to raise the already impressive profile of the Town. Carrington will identify opportunities for the Town to attend events and meetings that will increase knowledge of new opportunities, initiatives and programs that may be beneficial to the Town and fit into our comprehensive legislative strategy. Using Carrington's long-standing relationships with the key lawmakers, agency directors and staff, we can increase the Town's profile and access to those in the best position to assist the Town with its goals and objectives. Carrington works closely with leadership on both sides of the "aisle" and that has proven to be an effective recipe for success in Maryland.

Anticipated Deliverables: Reports the President, Council, Town Administrator and Staff detailing events and meetings attended.

Establish an Active Presence

Carrington's Managing Director is one of the most visible and well-known lobbyists in the Maryland Statehouse Office Complex. Darrell has worked on a wide range of issues - including his work on legislation achieving Marriage Equality to and reforming Maryland's Medical Cannabis program. Carrington has worked with every Committee in both the House and Senate as well as engaged the current Administration's legislative team and agencies. These relationships have been forged over work on a variety of bills and initiatives that have gone from conception into law. In one case, Marriage Equality, the United States Supreme Court made our work the law of the Land. Carrington maintains a daily presence in Annapolis during the Legislative Session and regularly attends Board and Commission meetings that affect our clients throughout the year.

Carrington believes that communication is part of the foundation for success. As such, Carrington will be available to meet on-site with the President, Council, Town Administrator and Staff on matters of importance to the Town and make presentations on key issues.

Carrington works closely with both the Greater the Town, Prince George's, Latino and Minority Chambers of Commerce. This gives Carrington a statewide perspective and network. Coupled with our ongoing efforts to partner with firms of similar character, Carrington continues to grow and acquire talent that will augment the Managing Director's efforts. This will afford the Town a team of diverse consultants, that are present, work at every level of government and knowledgeable of the legislative process from introduction through passage. Carrington takes great pride in being a small, boutique firm that focuses on our clients' individual needs.

***Anticipated Deliverables:** Reports to the President, Council, Town Administrator and Staff detailing events and meetings attended.*

State Budget Issues

Carrington has a long-established track record of performance in this particular area that will benefit the Town greatly. Carrington has worked closely with the current Speaker of the House, the first African-American Women elected to the position, the Honorable Delegate Adrienne Jones, on budget matters across the full spectrum of issues before the General Assembly for more than 12 years in her role as Chair of the House Appropriations Capital Budget Sub-Committee. Additionally, Carrington has worked closely with the former Senate Capital Budget Sub-Committee Chairman, the Honorable Douglas "J.J." Peters, the former Senator for District 23. Carrington is quite fortunate to have an even longer relationship with the new Chair for the Capital Budget, Senator Craig Zucker. Senator Zucker and our Managing Director have known each other professionally since 2006.

Additionally, Carrington also worked very closely with then-Senator Peters securing \$225,000 for the Town of Upper Marlboro's Welcome Center. This was the first time, in the more 300-year history of the Town of Upper Marlboro, that they received a bond initiative from the State of Maryland. Carrington also represented a client working with the Town of Forest Heights to permanently appropriate \$120,000 each year from the Video Lottery Terminal casino fund for their public safety and police force. Carrington also worked closely with the Western Maryland Delegation to secure an additional \$1,000,000 in bond initiatives for the region.

On Sine Die, 2019, Carrington was called in on that final, chaotic, somber day to walk budget priorities for education, public safety, and healthcare through both chambers. Our hearts were collectively heavy with the loss of our "Coach," the Honorable Michael Busch, former Speaker of the House. Carrington's Managing Director was featured in interviews discussing the impact the Speaker had on the State of Maryland when he "Laid in State."

Carrington's close relationships with House Economic Matters, Ways & Means and Appropriations Committees, combined with those on the Senate Budget & Taxation and the Finance Committee affords the Town of the Town, the Town Administrator, Town Council and Staff access to the decision makers as they make their decisions. This is a key element of having Carrington on the ground daily in Annapolis. Our Managing Director is one of the very few Principals in Annapolis that takes an active role in representing the firm's clients. Nothing can substitute for a personal touch.

Anticipated Deliverables: Reports to the President, Council, Town Administrator and Staff detailing events, meetings and hearings attended.

Proposed Timeline (please note that the proposed timeline can be adjusted to reflect when the Town wishes to begin the contract for services)

June 2023 – August 2023 (please note that this timeline will repeat for 2024-2025)

Carrington will be available to meet with the President, Council, Town Administrator and Staff as needed and directed. The legislative calendar slows down during the summer months; however, this affords the Town an opportunity to have substantive discussions with Elected Officials, Agency Directors, and key Staff as we draft our legislative priorities for 2024.

The summer has several conferences of note including, but not limited to: MML, National Democratic Convention (DNC), National Conference of State Legislators (NCSL), Maryland Association of Counties (MACo) and the Republican National Convention (RNC). Carrington will keep the Town informed of national trends and opportunities for partnerships that may arise. The Maryland Municipal League (MML) Annual Summer Conference is June 25-28, 2023. Carrington advises that we discuss the presence the Town envisions for that week.

Carrington will discuss with the Town which Members of the General Assembly that should be approached to champion the legislative priorities for the 2024 Legislative Session. Lawmakers and their Staff are able to better focus on the nuances of policy during this time period. Additionally, it moves the Town's priority to the top of their lists as they decide which bills to sponsor for 2024. The statutory deadline for Members to request drafting a pre-filed bill is in November. Drafted bills not pre-filed are prepared for Members to introduce on the first day of the Legislative Session. Departmental and County Senate bills introduced after the pre-file deadline are referred to Senate Rules.

Other than Emergency Bills and as otherwise provided, June 1st is the earliest date for bills to take effect. July 1st is the date that budgetary, tax, and revenue bills go into effect.

September 2023

Continued refinement and implementation of legislative priorities developed in consultation and approval from the President, Council, Town Administrator and Staff. Frequency of meetings with key decision-makers should increase to reflect the priorities identified.

Committees begin meeting with Departments and Agencies to discuss legislative priorities for 2024. Carrington participates in these hearings and briefings each year. Carrington will provide reports to President, Council, Town Administrator and Staff as directed and in conjunction with the legislative priorities identified.

October 2023

Meetings with President, Council, Town Administrator and Staff to do an inventory on goals, objectives, and priorities. Emphasis on legislative priorities, vision for the Town. These meetings should occur as soon as possible. The Legislative Session begins January 10, 2024, at 12:00 PM. Carrington will have been actively meeting with House and Senate Leadership over the past several months, which will benefit the Town greatly with the reduced preparation time for the upcoming Session. Carrington, operating as the Town-based firm, is uniquely knowledgeable of the issues that face the Town, the concerns of its residents and the aspirations of Staff. Carrington will draft a document for the President, Council and Town Administrator to approve for our legislative priorities for 2024 and beyond.

Meetings with several key decision-makers in Annapolis and the County should be discussed & scheduled as needed.

November 2023

Continued refinement of legislative priorities developed in consultation and approval from the President, Council, Town Administrator and Staff. Frequency of meetings with key decision-makers should increase to reflect the priorities identified. Carrington will be available for meetings with the President, Council, Town Administrator and Staff as needed.

Deadline for pre-filed bills request is toward the end of November and pre-filed approval deadline is usually the middle of December. It is imperative that the Town makes its legislative requests to the Senator and Delegates from Legislative District 23 well in advance of the pre-file deadlines. Carrington maintains strong working relationships with Senator Watson and his team for many years.

December 2023

On-going meetings with President, Council, Town Administrator and Staff to refine and expand upon legislative priorities. Setup meetings as instructed with key decision-makers in Annapolis and State Agencies. During the Legislative Session, most Agency heads and senior staff are frequent visitors to the state complex for meetings, hearings, and the like. This provides outstanding opportunities for the President, Council, Town Administrator and Staff to meet with decision-makers on matters that affect the Town. With reasonable notice, Carrington can setup meetings for the Town with Members of the General Assembly or State Agencies as needed.

Carrington recommends the Town prepares to send a delegation to Annapolis for the first day of Session, January 10, 2024. The opening Floor Session begins at noon, with “full pomp and circumstance.” Dignitaries from across the State as well as our Federal Delegation will be in attendance. It is an outstanding networking opportunity that Carrington will assist the Town in coordinating for maximum impact and visibility.

Carrington will attend Floor Sessions, Hearings and Delegation Meetings that corresponds to the Town’s legislative goals and objectives. Carrington will inform the President, Council, Town Administrator and Staff of opportunities for the Town to participate in the legislative process and raise the Town’s profile.

January 2024

Carrington will begin sending out weekly updates to the President, Council, Town Administrator and Staff that will include a bill tracking report. Carrington will also attend a myriad of receptions during the first two weeks of the Legislative Session. MML hosts an evening reception annually on the first day of Session.

The weekly Carrington Report will be sent out during the legislative session to keep you abreast of developments throughout the current week as well as forecast what to expect in the week ahead. You will also begin receiving your weekly bill tracking reports.

February 2024

On-going meetings with President, Council, Town Administrator and Staff to refine and expand upon legislative priorities. Setup meetings as instructed with key decision-makers in Annapolis and State Agencies.

Carrington will attend Floor Sessions, Hearings and Delegation Meetings that corresponds to our legislative goals and objectives. Carrington will inform the Town Administrator of opportunities for the Town of the Town to participate in the legislative process and raise the Town's profile.

Carrington will continue to send weekly updates to the President, Council, Town Administrator and Staff .

Early February will have a mad dash to submit bills before the Senate and House "Introduction Dates," 27th day and 31st day respectively. Members who get their bills in by this date are guaranteed a hearing on their bill and those that do not have their bills referred to "Rules" Committees of their respective Chambers. Most of the bills referred to Rules do not get a hearing.

Committee work will begin in more earnest. Carrington will update the Town regularly as bills that affect the Town's legislative priorities are introduced and scheduled for hearings.

March 202

On-going meetings with the President, Council, Town Administrator and Staff to refine and expand upon legislative priorities. Setup meetings as instructed with key decision-makers in Annapolis and State Agencies.

Carrington will attend Floor Sessions, Hearings and Delegation Meetings that corresponds to our legislative goals and objectives. Carrington will inform the Town Administrator of opportunities for the Town to participate in the legislative process and raise the Town's profile.

Carrington will continue to send weekly updates to the President, Council, Town Administrator and Staff as directed.

The intensity and frequency of hearings, sub-committee meetings and amendments heats up. Carrington will inform the Town as our legislative priorities move through the process.

March brings us to “Crossover Date,” which is the 69th day of the Session. Bills that pass from one Chamber to the next by this date are guaranteed a hearing in the opposite Chamber. Bills that do not pass by this date are referred to Rules in the opposite Chamber if they are passed. As with bills that do not make the Introduction Date, most bills referred to Rules once they pass from one Chamber to the next, rarely get a hearing nor committee vote.

April 2024

Carrington will meet with the President, Council, Town Administrator and Staff as needed throughout the final days of the Legislative Session. Sine Die is midnight, April 8th. The last day of the Legislative Session is a combination of celebration, extreme stress, and resolution. There is a “Bill Signing Ceremony” on April 9th at 10:00am. Carrington will work closely with the Governor’s Office to notify the Town if one of our legislative priorities will be included on April 9th.

Carrington will continue to provide updated reports to the President, Council, Town Administrator and Staff and will compile a final legislative report before the end of the final week of Session. The report will summarize Carrington’s work on behalf of the Town and include a final bill tracking report.

Carrington will be prepared to brief the President, Council, Town Administrator and Staff on the Legislative Session as directed and in a public forum if desired.

The 20th day after adjournment is the final date for presentment of bills to the Governor and 30th day after presentment is the final date for the Governor to sign or veto bills.

May 2024

On-going meetings and discussions with President, Council, Town Administrator and Staff regarding legislative priorities, goals, and objectives. Based upon these meetings, Carrington will draft document updating priorities.

Carrington will arrange meetings with key decision-makers that are implementing policy passed in the most recent Legislative Session. These meetings will afford the Town more opportunities to affect policy decisions with respect to the Town’s legislative priorities and/or minimize any negative impact that the Town may face from those decisions.

May brings the International Council of Shopping Centers (ICSC) RECon Conference in Las Vegas, Nevada. The Conference is among the best attended and may provide key members with networking opportunities to raise the Town’s profile and attract investment.

Principal for Contract

The principal for Carrington is our Managing Director, Darrell Carrington. Mr. Carrington will be the point of contact for the Town of the Town. He maintains overall responsibility to the performance of this contract.

There is no negative history to report for Carrington.

Fee Structure

The proposed fee is \$36,000 per year; billed as a \$3,000 monthly retainer for the 24-month period.

References

The Honorable Tonga Turner, Former President/Council President, the Town of Upper Marlboro, Maryland, 9545 Bowling Drive, Charlotte Hall, Maryland 20622 cellphone: (240) 435-6869

The Honorable Todd N. Turner, former 2-time Chair, Prince George's County Council and current Executive Director of the Prince George's County Office of Ethics, 9201 Basil Court, Suite 155, Largo, MD 20774 cellphone: (301) 785-0487

The Honorable Darrell Miller, former Mayor, Town of Capitol Heights, 1 Capitol Heights Blvd., Capitol Heights, MD 20743 cellphone: (240) 417-6307

Mr. William Hollander, COO, Bloom Medicinals, 11530 Middlebrook Road, Germantown, Maryland 20876 cellphone: (561) 350-1593

Successful Outcomes for Maryland Government Organizations

1. Assisted the Town of Upper Marlboro in securing [\\$225,000](#) in bond initiatives, first time in the Town's history that it received these funds.
2. Assisted Allegany County Economic Development Corporation and Council to secure nearly [\\$1,000,000](#) in funding from the State Capital Budget.
3. Assisted the Town of Hancock in securing more than \$220,000 for infrastructure improvements.
4. Assisted the Town of Forest Heights secure a permanent budget line of \$120,000 for public safety and traffic control in the State Budget.
5. Assisted the Prince George's County Council in passing landmark legislation establishing the first in the nation Private-Public Partnership (P3) for school construction.
6. Assisted the Department of Transportation in reauthorizing the [Video Lottery Terminal Minority Business Enterprise \(MBE\)](#) program which is worth more than \$16M per year to those companies that participate in the Programs.
7. Assisted the Prince George's County House and Senate Delegations to successfully pass [HB619](#) in 2021 to expand the use of speed cameras outside of school zones.
8. Expanded the number of available liquor licenses in the County for use by new restaurants to our region.

Please note that each item listed does not have an active link that could be shared at this time. We are happy to get the Town any additional information on the items listed above.