



July 6, 2020

RE: PROPOSAL FOR SERVICES

Mr. Trey Fletcher
Assistant City Manager, City of Pflugerville
100 East Main Street, Suite 300
Pflugerville, TX 78660

Dear Trey,

Thank you for inviting Focused Advocacy to propose our professional state government advocacy and consultation services for your city.

The Focused Advocacy team – Brandon Aghamalian, Snapper Carr, Christina Kaeini, Andrew Keefer, Josh Meeks, Curt Seidlits and Elizabeth Vineyard – would be honored to represent the City of Pflugerville.

The following pages highlight the strengths of our firm – primarily the history and qualifications of our team, our expertise with local government issues, and our track record of helping our clients achieve success.

Thank you and please contact Brandon Aghamalian at **512-695-6709** if you have any questions.

Respectfully,

Handwritten signature of Brandon Aghamalian in black ink.

Brandon Aghamalian
President

Handwritten signature of Snapper Carr in black ink.

Snapper Carr
General Counsel

Handwritten signature of Curt Seidlits in blue ink.

Curt Seidlits
Founder & CEO

Handwritten signature of Andrew Keefer in blue ink.

Andrew Keefer
Senior Associate

Handwritten signature of Josh Meeks in black ink.

Josh Meeks
Communications

Handwritten signature of Elizabeth Vineyard in black ink.

Elizabeth Vineyard
Executive Assistant

Handwritten signature of Christina Kaeini in black ink.

Christina Kaeini
Client Services Director



ABOUT US

Focused Advocacy is a premier public affairs and lobbying firm that specializes in representing cities. Our firm is organized around five core practice areas — Local Government Advocacy, Infrastructure, Utilities (energy, telecom and water), Economic Development and Business Development. Our team possesses established, measurable expertises within each of these disciplines, as illustrated by our accompanying biographies.

Focused Advocacy continues to set best practices for municipal, economic development and utility-related advocacy. We take pride in our subject matter knowledge, our commitment to the clients, and our consistent performance at the highest ethical standards.

Municipal Specialists. Founded in 2009, our firm was created with the express purpose of providing lobbying services to local governments and to provide our clients with a team of subject matter experts. As such, Focused Advocacy enjoys the experience that comes with our long history of representing cities before the legislature. No other lobby team in Austin spends more time at the Capitol lobbying on behalf of municipal issues than Focused Advocacy. Our knowledge of municipal issues is simply unmatched within the lobby.

Focused Advocacy has a proven track record of success. Our firm boasts an impressive record of success – passing over 80 percent of our clients’ legislative initiatives. (Note: the average passage rate in the Texas Legislature is 20 percent). Our team has passed or defeated more local government-related legislation than any other lobby firm in history. Due to our successes, Focused Advocacy has repeatedly been recognized as one of the most influential lobby teams in the state (*Capitol Inside Lobby Rankings 2011, 2013, 2015, 2017, and 2019*).

Focused Advocacy is an experienced, bipartisan firm. We offer our clients a team of four (4) lobbyists, with the expertise of a former state legislator, former Director of Governmental Relations for the City of Fort Worth, former TML legislative and legal counselor, and a former member of Governor Perry’s policy staff. We bring to bear more than 100 years of combined experience, skill and bipartisan relationships inside the Texas Capitol and regulatory agencies.



Focused Advocacy offers comprehensive administrative support and communications services. Supporting clients' internal and external communications is a priority for Focused Advocacy, and we employ an in-house professional writer with extensive experience producing advocacy documents specifically for cities. We also employ a full-time project manager and an office manager to assist with client projects, scheduling and meeting coordination, office administration and management of our policy research team. Our administrative team has extensive experience assisting clients with "Day at the Capitol" and similar events.

Our office is located two blocks from the Capitol at 816 Congress Avenue on the corner of 9th Street and Congress Avenue. Our clients enjoy complimentary covered parking, temporary office space, conference rooms, internet access, copy/printer services, refreshments, and a rooftop terrace to host events.



PROPOSAL

Focused Advocacy respectfully proposes the following terms:

- 24-month term from August 1, 2020 through July 31, 2022 with two options to renew;
- \$8,333.33 monthly retainer if the City has proactive legislative initiatives; \$6,000 if no legislative initiatives;
- \$350 flat monthly expense reimbursement for the costs of client-related business meetings in furtherance of the duties and services required.

We reserve the right to better understand the scope of services requested by your organization and find an appropriate arrangement. Please do not consider this our final offer.

Focused Advocacy also requests reimbursement for any reasonable and customary expenses related to any travel requested by the Client (i.e. – conference registration fees, airfare, mileage reimbursement, rental cars, taxis and transportation network companies, hotels, travel-related meals, etc.).

The proposed terms are competitive and within the market norms for what other qualified lobby firms would propose for the anticipated workload.