

Overview of Proposed Federal Advocacy Services to The Town of Frisco

Presented by Mara Sheldon
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Our Team Leader



Mara Sheldon

Senior Policy Advisor, Denver
+ 1 720 840 1638
mara.sheldon@squirepb.com

- A member of the firm's Strategic Advocacy Public Policy Practice, representing municipalities, and private sector companies.
- Covering a variety of legislative and regulatory matters related to renewable energy, environment and natural resources, transportation, healthcare, cannabis and hemp, and banking and financial services issues.
- Working with local, state, and federal governments for more than 20 years.
- Political campaign expert, having ran and worked on local, state, and national campaigns. Most recently as a senior advisor, communications director and spokesperson on Gov. Polis' gubernatorial campaign.
- Local Summit County resident and trustee on The Summit Foundation Board of Trustees.

Why Choose Us

Insight

We have the insider awareness gleaned from years of collective experience serving at various levels of the US government.

Approach

Our approach is predicated on an effective combination of public policy expertise and strategic advocacy capabilities. We are bipartisan and maintain relationships on both sides of the aisle at all levels of government. We are known as “innovative”, “persistent” and “committed” in our approach to client service.

Expertise

We have historic and substantive understanding of the big picture and nuanced issues of the congressional legislative process given the diversity of our clients.

Record

Our achievements included consistent, high-level success in securing federal resources to support locally significant projects and priorities. Especially during the unprecedented pandemic, we quickly pivoted our strategy to help various clients secure much needed relief funding.

Reputation

We are highly ranked for our public policy advocacy, government relations, and depth of experience and capabilities at the US federal level (e.g., by *Chambers & Partners* and *Legal 500*). We have the breadth and depth of experience accumulated through representing a diverse set of clients in the public and private sectors for more than six decades. We are trusted advisors and strategic partners and built long-term relationships with many of our local government clients.

Our Knowledge and Understanding of the Town of Frisco's Goals and Priorities

- We have long-established working relationships in Summit County and have been representing the Towns of Frisco, Breckenridge, Dillon and Silverthorne for nearly two years on state and federal matters. We have working relationships with the Red, White and Blue Fire Protection District and long-time positive relationships with the local ski resorts.



Conceptual Scope of Work

- Based on our initial discussions, we believe that we can assist The Town of Frisco with achieving its top priorities in the following areas:

Affordable
Housing

Natural Disaster
(Wildfire)
Mitigation

Environmental
Sustainability

Infrastructure
Development

Broadband
Access

Our Client Service Approach – Serve as Frisco’s Eyes, Ears and Voice

Legislative Branch

- Work with leadership, members, professional staff of key and relevant congressional committees
- Participate in small group discussions with House and Senate leadership staff and seek opportunity to raise the profiles of issues that align with Frisco’s priorities

Executive Branch

- Participate in regular meetings with the Intergovernmental Staff at the White House and raise the profile of Frisco’s priorities at the opportune time
- Regularly work with federal agencies of relevance, including OMB, FCC, DHS, DOT, HUD, and Commerce, among others

Third-party Influencers

- Regularly interact and work with think tanks, trade associations and non-traditional opinion leaders to proactively raise Frisco’s national profile

Our Client Service Approach – Proactive Advocacy with the Town's Interest in Mind

Our advocacy on behalf of the Town does not follow the legislative calendar; it is year-round. We understand the intersecting nature of issues that may impact a local government and are well-positioned to advise on relevant subject matters that support or enhance advocacy of Frisco's core priorities.

For similar local government clients, we have ample experience advising on issues, including but not limited to:

- Budgeting, appropriations and grants
- Federal legislation, including help create new legislation or positioning clients in advantageous position in existing legislative or regulatory process
- Housing and community development
- Public safety and homeland security
- Taxation and finance/protection of Revenue Sources
- Parks, recreation and rivers
- Cannabis

Proposed Team

Core Team in Colorado



Mara Sheldon
Senior Policy Advisor
*Frisco Advocacy
Team Leader*



Mike Dino
Principal



Mallory Richardson
Public Policy Advisor

Strategic Advisors



Rodney E. Slater
Partner
*Former US Secretary of
Transportation*



Bill Shuster
Senior Policy Advisor
*Former Chair of House Committee
on Transportation & Infrastructure*



Caren Street
Principal
*Former Executive Director of
Congressional Black Caucus*



Rebekah Sungala
Public Policy Advisor
*Former legislative staff for
Congressman Shuster*

Global Coverage

Abu Dhabi
Atlanta
Beijing
Berlin
Birmingham
Böblingen
Bratislava
Brussels
Cincinnati
Cleveland
Columbus
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Darwin
Denver
Doha
Dubai
Frankfurt
Hong Kong
Houston
Leeds
London
Los Angeles

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Manchester
Miami
Moscow
New Jersey
New York
Palo Alto
Paris
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Phoenix
Prague
Riyadh
San Francisco
Santo Domingo
Seoul
Shanghai
Singapore
Sydney
Tampa
Tokyo
Warsaw
Washington DC

Africa
Brazil
Caribbean/Central America
India
Israel
Italy
Mexico
Turkey
Ukraine

■ Office locations

■ Regional desks and strategic alliances

