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To: Town of Frisco
From: Mara Sheldon
Date: December 15, 2021
Subject: 2022 State Advocacy Statement of Work

We are pleased to propose a statement of work (SOW) to the Town of Frisco to continue serving as your state government affairs advisors and advocates. The purpose of this memorandum is to outline the SOW proposed by our firm to determine the top priority issues for our team to monitor or advocate for in 2022.

With the COVID-19 pandemic top-of-mind daily this last year, we will look to the Town for additional direction on new and continued key priorities and areas of interest we should focus on based on the list below. Additionally, we suggest continuing to have one representative or a core team from the Town to meet with and report to on an ongoing basis.

Conceptual Scope of Work

Based on our initial discussions in 2021, we will assist the Town of Frisco with achieving its top priorities in the following areas and narrow a list down to your top five priorities:

- **Monitoring and reporting on COVID-19 State issues**
- **Monitoring and reporting on State-related issues that tie into the Town's priorities**
- **Monitoring and advocating on special State legislative issues (to be identified at our first meeting)**
- **Identifying State grant opportunities**

We propose developing collaboratively a new “target list” of specific state funding opportunities. We can then assess opportunities to advance and advocate for your goals and objectives within those targeted entities. In doing so, we will determine such factors as:

- State agencies and departments that offer the most immediate and potential funding support
- Private entities interested in teaming/a joint venture
- Stakeholder’s key differentiators relative to the strengths and weaknesses of “funding competitors”
- The direct channels to success in developing relationships and/or continuing engagement with key state agencies and policy leaders
- Existing political challenges and opportunities

Based on the results of our assessment, we will pursue specific state opportunities on your target list. We will also identify the state government stakeholders that we will approach based on your defined target list.

For state grant opportunities requiring the preparation and submission of a bid, we will provide strategic advice to stakeholders with respect to pre-award tasks, and assist with all necessary follow-up and outreach to the relevant stakeholders relative to each bid.

As been the practice with our current work together, we would recommend continuing regular calls to share State updates as well as hear updates from the Town and ways our team can continue to be helpful and perform timely outreach.

Fee Proposal

For this suggested scope of work, we propose a budget of \$6,250 monthly retainer for one year. We will absorb routine expenses, such as telecom and data fees and photocopying, within our monthly retainer. We will bill separately for any other travel expenses outside of the Denver-Summit County corridor, with approval by the determined point of contact.

Conclusion

On behalf of our firm, thank you again for the opportunity to continue to work together. We are excited about building upon the accomplishments that have been made this last year with our work together. Please know that we are ready to commence work as soon as January 15, 2022 when our current contract ends in order to keep working together seamlessly, and once the scope of services and fee proposal have been agreed to and finalized.