

PROPOSALS TABULATION			
RFP-RH-21-064			
Governmental Representation			
NAME	Capitol Services, Inc.	Midwest Strategy Group of Michigan	Acuitas
ADDRESS	110 W. Michigan Ave. Ste. 600 Lansing, MI 48933	101 S. Washington Square Suite 620 Lansing, MI 48933	110 W. Michigan Ave Suite 100 Lansing, MI 48933
Year Firm Established	2010	2005	2007
Years in Business	11	16	14
Type of Organization	Corporation	Other - LLC	LLC
Years company has been providing governmental representation?	Dan Farhat founded the Farhat Group in 1992 and partnered with Matt Miner forming Capital Strategies Group in 2010.	They are a woman-owned, full-service lobbying firm dedicated to serving the needs of their clients. Excels in influencing the legislative and executive branches of the government, as well as local municipal governments, by carefully developing and implementing a strategic plan. Is headquartered one block from the Michigan State Capitol. The firm has a staff of thirteen, with a total of 9 lobbyists, five of whom are partners in the firm.	Was founded in 2007 and is a full service government relations consulting firm based in Lansing. The principal lobbyists in the firm have over 50 years of lobbying experience in Michigan at the local, state and federal levels.
Full-Time Professional:	4	13	7
Full-Time Non-Professional:	0	0	2
Part Time:	0	0	0
Describe resources you are capable of bringing to the City. Submit staff profiles. Include educational background.	Matthew Miner-Chief Executive Officer Robert Kosowski-Senior Lobbyist Dan Farhat-President. Information on each is provided in response.	Lobbyists hail from diverse political backgrounds, having worked for both Democrats and Republicans. Collectively their lobbyists have over 100 years of experience working with all areas of the federal, state and local government. The City's team of dedicated lobbyists would include Nicole Nystrom, President and Manager/CEO. Dave Hodgkins, Government Relations and Mike Compagnoni, Government Relations. Biographies can be found in Tab 2 of the proposal.	They think strategically, enhancing the effectiveness of your objectives. Recognize their role as a independent consulting firm is to advise the City proactively and not reactively, so that City can achieve metrics and goals. Has staff available to meet needs and time frame. Will monitor all aspects of government to deliver actionable intelligence and build strong relationships. List of staff and backgrounds included in response.
How many public sector (governmental) clients of similar size? Provide listing for at least three (3).	Does not currently have a Governmental Client. As with all clients, they make sure to only represent a single entity from each sector. They have represented Michigan State for many years.	Complete list of clients can be found in tab 6 of the Proposal. Michigan Municipal League, Michigan Public Transit Association, Oakland Community College, Michigan Townships Association, Orion Township and Metamora Township.	City of Escanaba-Advised them regarding economic development assistance for the North Shore Redevelopment Marquette County-Advised the County and its municipalities on the expansion of its ports and airport. Eastern Michigan University-Advocate for policy changes and appropriation requests as needed. Work with media and legislative strategies.
Provide a list of clients you currently represent. Is list attached to this proposal?	List provided.	Yes	Yes
Based on experience in working with governmental entities during a two to three year period, what tangible deliverables has company provided. Three examples.	MSU-\$5 Million for MICHDOCS	City of Rochester Hills-Successful in identifying and securing three state grants for the newest park totaling \$1.2 million. Passed legislation to fix a personal property tax issue that has netted the City over \$100,00 annually.	Representing the City of Escanaba- Advised regarding economic development assistance for the North Shore Redevelopment Project. Interfaced with the Michigan Economic Development Corporation and other state officials.
	MSU: \$500,000 for a Farm stress program	Worked with Orion Township to gain support from Michigan DNR to acquire the Pure Michigan Trail Town designation. Collected necessary information, organized meeting, solicited letters of support from lawmakers and organizations, and had frequent discussions with DNR officials about the Town's qualifications. Was awarded their designation in 2020 and is one of just seven municipalities to receive it to this day. They are the only township with the distinction.	Marquette County-Obtained enacting legislation necessary for Marquette County to create an aetropolis region for economic development and to submit its proposal to the Michigan Economic Development Corporation.
	MSU: \$3 Million for MIAAA	Worked closely with Michigan Municipal League to lead lobbying efforts to pass legislation amending the Open Meetings Act providing authority for public bodies to conduct remote meetings through the height of the COVID-19 pandemic. Was critical to ensure local units of government could continue to operate safely and effectively.	City of Jackson-Assisted the City with affordable housing, economic development and infrastructure.
Describe potential conflicts of interest and process utilized to handle.	Does not see any conflict arising. Team makes it a point to ensure that each client will never have to compete with the interests of any other held by firm.	Their policy is declining representation when it would result in a direct conflict with a current client. In the event that a prospective client approaches MWSG asking for representation, which may pose an indirect conflict, their policy is to discuss the new possibility with current client.	Do not believe Acuitas or any individuals with the firm that would be working on this contract have any conflicts of interest with the City.
Describe in detail full scope of in-house services. Include special qualifications or specialty areas.	Monitor legislation from the drafting stages through final passage or veto, research and analysis on legislation and policy, prepare testimony and legislative position papers for external distribution, Educate the legislature, the executive branch, state departments and outside interest groups, create and maintain various confidential database, navigate departmental bureaucracies, assist in building coalitions and strategic partnerships to advance agenda items. More provided in response.	Government Relations-Legislative appropriations, regulatory, and executive lobbying, committee hearing and testimony preparation, Legislative monitoring and analysis, bill and administrative rule drafting, coalition building and management, board meetings, conferences, workgroups, and presentations. Strategic planning, Procurement, Business Development. Trade Association management, Event planning, Political Action Committee (PAC) and Lobby Law Compliance.	Government relations consulting, monitoring and lobbying. Grant procurement, business development, social media and strategic communications, issue development strategy, issue/legislative tracking and monitoring, budget advocacy and monitoring, political consultation, relationship building, bill drafting, research and analysis, ally recruitment and coalition building, grassroots advocacy. Strategic partnerships in areas of: Grant writing, fundraising, legal, media relations.

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Identify consultant's affiliations both public and private sector.	Aren't affiliated with any groups, public or private. Maintain independence from outside influences.	Michigan Political Leadership Program, Habitat for Humanity, The Children's Trust Fund, Michigan Political History Society. Lobbyists participate in various community boards, foundations, and appointed positions.	Michigan Chamber of Commerce Detroit Regional Chamber Grand Rapids Area Chamber of Commerce Lake Superior Community Partnership Traverse City Regional chamber of Commerce Lansing Regional Chamber of Commerce Small Business Association of Michigan American Forest & Paper Association Michigan Society of Association Executives National Alliance of Forest Owners Michigan Athletic Club
Describe method of approach or work plan summary.	The specific need must be recognized, as would all foreseeable obstacles. Once these are identified, goals would be explored and the ones that would be most advantageous to the City and also the most likely to be achieved would be plotted. Full work plan is listed in response.	Midwest will immediately work with the City Mayor and staff to develop and pursue a detailed strategic plan to achieve success. Complete Approach Midwest will take is listed in response.	Approach has three phases. In all cases they are tailored to the specific needs and circumstances of client. Phase 1-Assessment and Advocacy Plan Phase 2-Deliverables: Coalition Management, Government Affairs, Communications and Advocacy Phase 3-Ongoing Representation and Continuous improvement.
How is firm uniquely qualified to serve the City.	Team has strong connections to the process and those who work within it, granting them leverage to advance the agenda of the City of Rochester Hills, as well as experience at every level, from the inception of a plan to its completion. CSG knows that resources at the state level are scarce. City should expect that their lobbyist has only their interests in mind when fighting for issues.	Their Philosophy incorporates teamwork, a no-conflicts policy, and communication which sets their firm apart from other lobbyists in Lansing. While each client is assigned a lead lobbyist, their firm works as a team on all accounts. Midwest's emphasis on Communication is second to none. Their relationships, knowledge of the area, and representation of a diverse group of clients, make them well positioned to represent the City.	Acuitas is Latin for insight, sharpness, and perception. This is what is at the heart of what uniquely qualifies them to represent the City. It gives the City a competitive advantage to effectively position the City and its leaders enabling them to reach the City's long term goals. Other highly specialized expertise beyond government relations consulting and lobbying that sets Acuitas apart includes: Social media and Strategic communications, Bi-partisan approach with deep republican roots, access to statewide business leaders.
List outside firms frequently used.	Only outside firms that they utilize is for accounting and legal purposes only. They do share a couple of clients with additional firms, but they do not ask them to work on anything other than as directed by the shared client for their own interests.	Does not subcontract to other lobby firms. Confidentiality agreements prevent them from disclosing specific law firms and public relation firms they are working with currently or have worked with in the past.	As needed they work closely with a variety of law firms and public relations firms in Lansing. Past project colleagues have included: Marketing Resource Group (MRG), Resch Strategies, Truscott Rossman, Byrum & Fisk, Dykema, Warner Norcross & Judd, Honigman, Dickinson Wright, Sterlin.
Describe method of communications with clients.	Does not have a rigid process when communicating with clients, opting to find the best fit for all involved. They have clients over Zoom, by phone, through email, and in person. Will work with City to schedule and method out with those designated to represent the City.	In addition, to meetings and conference calls, clients receive a written weekly or monthly report summarizing activities, including their specific legislative docket. They are happy to provide legislative updates via email, phone, or in person meetings. Lobbyists are available at all times by cell phone and email. It is common for Midwest to communicate with both their clients and public officials long after traditional hours.	Will communicate with City via a number of styles, includes written reports and updates of activities happening before the legislature via email, phone, text, and in-person discussions. Schedule regular conference calls with many of their clients. Also provide regular conference calls with clients.
Litigation in the last five years?	No	No	No
Comply with Michigan Lobby Registration Act?	Yes	Yes	Yes
Registered with the Secretary or State pursuant to 1978 OA 472?	Yes	Yes	Yes
Standard contract utilized? If so, is a sample attached?	No	No	Yes
COST PROPOSAL			
Pricing for Initial Three (3) Year Contract Term			
12/1/21 - 11/30/22	\$2,500.00	\$4,500.00	\$4,000.00
12/1/22 - 11/30/22	\$2,500.00	\$4,500.00	\$400.00
12/1/23 - 11/30/24	\$2,500.00	\$4,500.00	\$4,000.00
Pricing for Two (2) Year Renewal Option Year			
12/1/24 - 11/30/25	\$3,500.00	\$4,500.00	\$4,000.00
12/1/25 - 11/30/26	\$3,500.00	\$4,500.00	\$4,000.00
List any exceptions/alternates.	None	None	None
Preferred Method of Payment?	Credit Card	ACH	ACH