

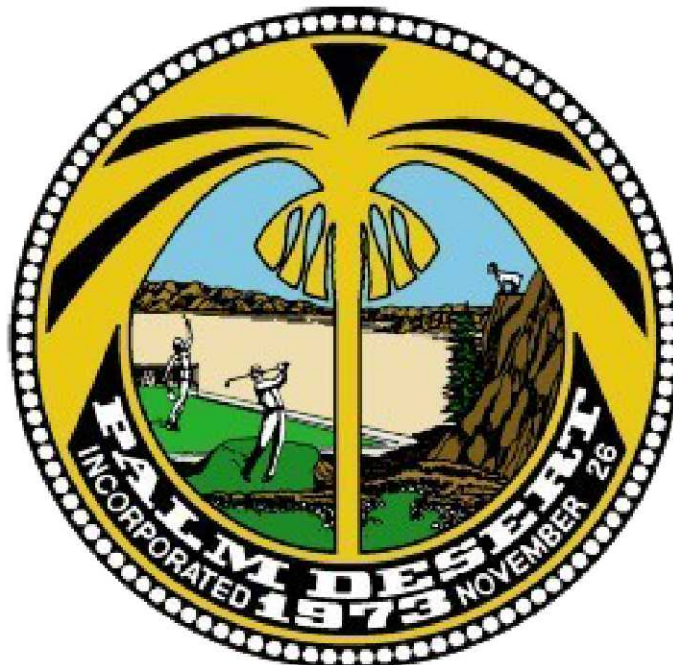


www.TheCrisComCompany.com



REQUEST FOR PROPOSAL CITY OF PALM DESERT

GRANT WRITING/ADVOCACY SERVICES



July 26, 2024

Joe Barron Sr.
Contracts and Grants Analyst
73510 Fred Waring Dr.
Palm Desert, CA 92260



Cristal Ortega
Management Analyst II
73510 Fred Waring Dr.
Palm Desert, CA 92260

VIA Planet Bids Portal

Re: Proposal to City of Palm Desert Request for Proposal 2024-RFP-124 for Grant Writing/Advocacy Services

Dear Mr. Barron and Ms. Ortega:

The CrisCom Company is pleased to provide the City of Palm Desert with our Proposal for Grant Writing/Advocacy Services.

We are very familiar with the City of Palm Desert and are confident that our firm will provide the City with unparalleled services. As you will see in this proposal, our knowledge, experience and deliverables we provide to our clients continue to position them for success. It is also important to note, unlike our competitors, CrisCom is very selective with our clientele as we do not represent dozens of municipalities, but rather a select few so we can prioritize them and focus on their needs and funding opportunities.

Please do not hesitate to contact me if you have any questions, or require any clarification on our proposal. We look forward to hearing from you soon.

Sincerely,

Renée Missakian

Renée Missakian
Executive Vice President & COO
Cell - 818.282.6363

THE CRISCOM COMPANY
9550 Topanga Canyon Blvd., Chatsworth, CA 91311
1099-A Otis Ave., Corcoran, CA 93212

EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND

Founded in 1997 by Charles “Chuck” Jelloian, CrisCom Public Relations, Inc., (dba The CrisCom Company) has become the preeminent leader in governmental affairs advocacy, grant writing, public relations, and community development consulting. Chuck has been in the political arena for decades starting as a young boy when his cousin was the Speaker of the California Assembly. In 1984 he began working for a State Senator, and later caught the eye of the California Governor who recommended him to President Reagan to work with him on developing his Presidential Library and Center for Public Affairs. Our entire team has decades of experience and knowledge with a long history of non-partisan relationships in Sacramento as well as Washington, DC. As such, we take great pride in providing our clients with unparalleled grant writing and advocacy services.

The key to our success is our ability to engage elected officials, key stakeholders, and agencies to develop advantageous relationships for our clients. Not only do we work in conjunction with our clients to identify and pursue viable opportunities, we also develop and employ a strategic approach to advocacy to meet our clients’ more demanding needs through comprehensive advocacy and outreach efforts.

Over the past 27+ years, this in-depth and thoughtful approach to advocacy continues to provide our clients with the proper footing to be successful in their legislative and appropriations priorities. The cornerstone to this method is incorporating the needs and direction from our clients. This collaborative effort, including unfettered access to CrisCom’s leadership team, sets our clients up for success in their endeavors.

Charles H Jelloian, President and Chief Executive Officer
Renée T. Missakian, Executive Vice President and Chief Operating Officer
Linda Jelloian, Chief Financial Officer
Carole E. Sarian, President of Public Affairs

MISSION STATEMENT

Our mission is to provide our clients with highly ethical, innovative, and dynamic strategies, which are effective in achieving their goals. The CrisCom Company adheres to the highest standards of accuracy and truth to those we represent and to the public.

Office Locations:

The CrisCom Company
Southern California Headquarters
9550 Topanga Canyon Blvd.
Chatsworth, CA 91311

The CrisCom Company
Central California Headquarters
1099-A Otis Avenue
Corcoran, CA 93212

While we do not currently maintain offices in Sacramento or Washington, DC, CrisCom has access to local office resources. CrisCom is physically in Sacramento several times per month, and in Washington, DC several times per year. Through the pandemic it has become apparent that a physical office location is not necessary to be an accomplished and effective consultant. This enables our firm to reduce overhead and pass those savings along to our clients. Our Team works diligently with elected officials in their local district offices, as well as with League of California Cities.

REFERENCES

Jim Vanderpool
City Manager, City of Anaheim
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(714) 765-5162 - jvanderpool@anaheim.net

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City of Calabasas City Manager
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Calabasas, CA 91302
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Dennis Kuhl
Chairman, Los Angeles Angels Front Office Executives
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(714) 940-2000

Phillip Tsunoda
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Vice-President, Government Relations
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Supervisor Richard Valle
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Antony V. López
City Manager, City of Avenal
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Frank Gonzales
Mayor, City of Sanger
1700 7th Street, Sanger, CA
(559) 876-6300 - fgonzalez@ci.sanger.ca.us

FIRM STAFFING AND KEY PERSONNEL

GRANT WRITING, ADVOCACY & GOVERNMENTAL AFFAIRS TEAM

The CrisCom Company's grant writing, advocacy and governmental affairs team enjoys decades of experience, including leadership positions on legislative staff. Our keen and in-depth knowledge and understanding of the grant writing and legislative process provides our clients with the strategic consulting needed to be successful with respect to grant awards as well as in Sacramento.

Chuck Jelloian
Advocate
35+ years' experience

Renée Missakian
Grant Administrator
8+ years' experience

Emily Engelsgaard
Grant Manager
5+ years' experience

Carole Sarian
Advocacy & Grant
Writing Support

John Basmajian
Advocacy & Grant
Writing Support



Charles H Jelloian | President and Chief Executive Officer

Chuck Jelloian's extensive experience in the public relations field is second to none. That is why clients call upon him to provide his guidance and expertise on the most challenging of situations. Through his tenacity and vociferous advocacy efforts, he makes sure the CrisCom team delivers on the projects we undertake.

About Chuck - Chuck is committed to providing all of CrisCom's clients with highly effective programs that focus on governmental affairs, business development, strategic planning, corporate communications, public relations, and marketing.

Since founding CrisCom in 1997, Chuck continues to work diligently on establishing the firm as one of the nation's premiere governmental affairs and business development firms. Before founding CrisCom, he served as the Executive Director of the non-partisan Ronald Reagan Presidential Foundation and was responsible for the planning and development of the historic Ronald Reagan Presidential Library and Center for Public Affairs, located in Simi Valley, California. He hosted numerous national and international dignitaries, including British Prime Minister Lady Margaret Thatcher and Polish President Lech Walesa. Since then, Chuck has had the privilege of working with several other national figures.

Chuck was appointed by Los Angeles Mayor Richard Riordan to serve on the Board of Transportation Commissioners. As Commission President, Chuck presided over the \$200 million department and its 1600 full-time employees. Los Angeles City Councilman Greig Smith appointed Chuck to the Design Review Board, which reviews all proposed applications for buildings and structures in the Chatsworth, California area.

Chuck, widely recognized for his leadership skills, continues to play an important role in many political, social and philanthropic activities throughout California and the nation.



Renée T. Missakian | Executive Vice President & Chief Operating Officer

Renée Missakian is a proven leader in the governmental and public affairs arena with over 8 years of experience throughout California and the nation, implementing successful lobbying and public relations campaigns for municipal, corporate, and non-profit clients. Her attention to detail and background as a paralegal helps ensure that our clients' requests and projects are delivered timely and professionally. From government advocacy, to community outreach, to grant writing, Renée continues to deliver on our clients' needs.

About Renée - Renée has been a member of the CrisCom team since 2017. She serves as CrisCom's Chief Operating Officer and Executive Vice President. Renée is responsible for the day-to-day operations, including overseeing and managing CrisCom's Account Managers and Representatives. She is a lobbyist at both the state and federal levels of government and has been at the forefront of CrisCom's legislative and appropriations wins for its clients. In addition, Renée has 25 years' experience in the legal field and over 15 years' experience working with nonprofit organizations. Her experience includes organizing fundraisers, community outreach events and public relations campaigns. She has also spearheaded The CrisCom Company's grant writing initiatives for our clients, specializing in both public and private sector grants. Renée's extensive experience in governmental and public affairs as well as grant writing experience makes her a valued strategist and problem solver on which our clients rely on many levels.



Carole E. Sarian | President of Public Affairs

Carole Sarian's enthusiasm, vision, and strong relationships in the public and private sector continue to benefit CrisCom's clients nationwide.

About Carole - Carole has been with CrisCom since day one and brings over 30 years of public affairs executive experience. She is responsible for the planning and producing of numerous high-profile events, galas, conferences, networking events, non-profit fundraisers and celebrations. Carole leads CrisCom's national philanthropic endeavors and has received several awards and commendations from some of the country's most prestigious volunteer and non-profit organizations.

Carole sits on the Hollywood Chamber of Commerce's Community Foundation Board of Directors, and Co-Chairs the annual "Heroes of Hollywood" fundraising event. This prestigious board is responsible for administering tens of thousands of dollars in grants annually to local non-profits in the greater Hollywood area. Previously, Carole served on the Executive Committee of the Board of Directors for the Hollywood Chamber of Commerce, which is responsible for the operation and maintenance of the world famous "Hollywood Walk of Fame."



Emily Engelsgaard | Grant Manager

Emily Engelesgaard is a valued member of The CrisCom Company and serves as an integral part of our grants writing team as the Grant Manager. Her tenacity and willingness to tackle any obstacle help achieve our client's goals.

About Emily - Emily holds a master's degree in American History and is a graduate of California Polytechnic State University, San Luis Obispo. Emily has extensive experience in customer service and as a legal assistant. Her background continues to be a beneficial asset to the team. Emily resides in the central valley and works out of CrisCom's local headquarters.



John Basmajian | Government Affairs Manager

John Basmajian joined The CrisCom Company as an intern and has worked his way up to Government Affairs Manager. His demeanor, energy and exuberance he brings to each project is palpable. John is also a very supportive member of our grants writing team. The information and knowledge he possesses through his position as Government Affairs Manager makes him invaluable in the grant writing process.

About John - John graduated from California Lutheran University with a Bachelor of Science in Business Administration, where he was an honored recipient of the Dean's List award four times, as well as the President's List award. He served as student body president, and sat on the university's Board of Regents. Prior to joining CrisCom he served as an intern for an industrial services company where he led a marketing campaign that resulted in fifteen percent revenue growth. He also worked with a real estate investment firm providing administrative assistance.

PROPOSED METHOD TO ACCOMPLISH THE WORK

“The CrisCom Approach”

In providing grant writing services, The CrisCom Company will engage elected officials, key stakeholders and administrating agencies to develop advantageous relationships for the City. CrisCom will work in conjunction with City staff to identify and pursue viable grant opportunities. Additionally, CrisCom will work hand-in-hand with City staff to develop a strategic approach to providing for the City’s needs through comprehensive advocacy and outreach efforts.

An in-depth approach and comprehensive strategic planning provide our clients with the proper footing to be successful in the pursuit of grants and other funding opportunities. A key element to this approach is incorporating the direction of the City Council, City Manager and department heads. As such, the City will have direct access to CrisCom’s leadership whenever it is needed.

The CrisCom team will meet with the City Manager, City Council and City department leaders to compile a list of projects. The team will then work with the City to prioritize the list based on a needs assessment, which will include a comprehensive review of available funding sources for the identified project. This collaborative approach is imperative to creating successful submissions. While CrisCom is continuously monitoring both public sector and private foundation grants, detailing the specific needs of the City will provide for a tailored and targeted approach.

CrisCom will utilize various resources to monitor, track and report on various funding opportunities. This includes its relationships with numerous agencies at the state and federal levels of government. CrisCom will also employ outside the box ideas to bring a competitive advantage to the City during this process. The CrisCom team will also diligently work toward building lasting relationships for the City within these agencies. Additionally, as stated above, the CrisCom team prides itself on open communication and anticipates that our executive staff will speak with City representatives weekly. A constant flow of communication is key to any successful relationship and is the cornerstone of the CrisCom client/consultant model.

The CrisCom Company will provide in-person quarterly reports to the City Council or any time the Council or City Manager deems appropriate, in addition to the required monthly reports. The CrisCom team will also make themselves available anytime to the City Council, City Manager, City department heads and staff as directed by the City Manager. We will provide weekly updates via email and telephone on the progress and status of grant applications in process as well. This will include benchmarking certain items during the writing process and keeping the City apprised of any changes or amendments.

Developing a strong relationship between grant writing and advocacy strengthens the development and pursuit of projects. The CrisCom Company’s advocacy efforts continue to garner numerous successes at the state level, including:

- Over \$40 million for public safety infrastructure projects through the state budgetary process
- Over \$5 million in water infrastructure funding for cities through the state budgetary process
- Developed and implemented strategic advocacy campaigns to combat negative legislative intentions to harm local governments
- The CrisCom team is highly experienced in proposing and drafting legislation and amendments
- Extensive work with state agencies to engage and promote client interests and needs through the governmental process

These efforts accompanied with a robust and thoughtful approach to grant writing, continue to position CrisCom's clients with a winning strategy. Unlike our competitors, CrisCom is very selective with our clientele as we do not represent dozens of municipalities, but rather a select few so we can prioritize them and focus on their needs and funding opportunities.

Specialized Knowledge

As grant writing professionals it is imperative for our firm to have continual and open communication with our clients. Establishing this early on in the engagement is key to developing and implementing successful grant initiatives. Forecasting available opportunities and working with departments well in advance of Notice of Funding Opportunities will ensure ample time to respond to an opportunity thoughtfully and completely and lead to a successful proposal.

The following 10 step approach to grant writing is the core of CrisCom's grant writing service offerings. Putting our client's needs at the forefront of every project is key.

1. Funding needs analysis by meeting with City department heads to review priorities and funding needs

The CrisCom Company staff will meet with City leadership, including Council Members, City Manager and City department heads to conduct a series of assessment meetings to prioritize the City's funding needs. The meetings will be in-depth and analyze programs and projects from available funding sources in which the City is ready to pursue. These meetings will lay the foundation for the grant pursuit process. In conjunction with these meetings, CrisCom will meet with the City's State and Federal representatives. These meetings will set the foundations of support to pursue the aforementioned grants, and will provide information to our representatives on the City's current needs.

2. Facilitation of department decision-making process regarding the feasibility of pursuing potential grant opportunities

The CrisCom Company staff will meet with City department heads as grant opportunities become available. The meetings will include a summary review of grant requirements, including any qualifying factors such as monetary match, reporting requirements and grant oversight. These meetings will serve as strategic planning sessions.

3. Facilitation of partnership meetings on grant submissions

The CrisCom Company will meet on a regular basis with City department heads, both in person and over the telephone as the grant is being developed. Communication with City and staff leadership is a key component to a successful grant submission. The CrisCom team will work diligently on ensuring that all lines of communication are open and flowing freely to identify the proper grant response and any cross departmental components to strengthen any submission.

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4. Grant research to identify opportunities that strategically align with the City's goals

The CrisCom Company will utilize various grant resources to narrow down and find specific opportunities for the City of Palm Desert. This process will be aided by the initial departmental meetings to identify the City's needs and connect them with available funding sources in the budgetary year. CrisCom will also work with the local State and Federal representatives to identify any direct funding opportunities.

5. Development of requested proposals/applications

Each grant opportunity is unique and employs differing requirements. However, through meticulous attention to detail, CrisCom will work with the City to develop top-quality responses to identify viable opportunities, including outlining clear and concise program goals to achieve the desired outcomes. CrisCom will work with the City to obtain the needed information and provide a comprehensive draft for the City to review. The collaborative process stated in "The CrisCom Approach" is highly imperative in developing grant proposals. Through the development of these grants, CrisCom will prioritize editing the responses provided by City staff to ensure that responses score high on the accompanying scoring rubrics and that there are no gaps in responses, as detailed in the grant guidelines. CrisCom will provide an edited draft copy of grant proposals before the grant due date in an adequate amount of time to allow for a comprehensive review by the City before submission.

6. Assist in gathering grant-related information

The CrisCom Company will identify and assist the City in obtaining grant-related information needed for a successful submission. CrisCom's team is astute in garnering information and employing that information into a successful grant. CrisCom will also assist the City in reviewing the data needed for the grant. This includes breaking down the data into smaller pieces of useful information that will bolster the grant response.

7. Estimate of City department's commitment if grant is received

A key component to a grant is the grantee's ability to administer the grant successfully. During the initial review of the grant, prior to any submittal, the CrisCom team will review the grant guidelines and ensure the City and the department heads know the requirements of administering the grant. This will include any and all reporting requirements and the length of those requirements. CrisCom will assist the City in these requirements while on retainer. This will be a major determining factor to be considered during the facilitation of the departmental decision-making process regarding the feasibility of pursuing potential grant opportunities.

8. Grant proposal development, submission, letters of support and other supporting materials

As discussed previously, The CrisCom Company will provide the City with a draft of the proposed submission at least one week prior to the due date. This will allow for adequate departmental review prior to submitting the grant application. CrisCom will also work with our State and Federal elected officials and strategize with local stakeholders on obtaining letters of support. Ensuring that the grant receives support from a variety of stakeholders speaks volumes with the grant reviewers. CrisCom will always look for ways to set the grant apart from the competition and work to obtain an advantage for the City.

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9. Follow up after proposal submission

The CrisCom Company will utilize its relationships with the granting entity to follow up on any and all proposal submissions. This will be done within the confines of the expressed grant criteria and will not take place in any gray areas. CrisCom will strategically utilize the grant supporters, such as our State and Federal representatives to inquire on the City's behalf, when appropriate. CrisCom will also seek to identify, if not explicitly expressed in the application, the proposed timeline the granting agency is looking to follow. This will allow for the City to manage expectations on funding and implementation.

10. Assist with contract, material development, and/or reporting once a grant is awarded.



The CrisCom Company will stay engaged during all aspects of the successful grant process. It is imperative to shepherd the City through this in order to maintain expectations of a successful implementation. Additionally, CrisCom can and will assist on any and all reporting where necessary. Some functions of reporting will fall to the City department who is awarded the grant, and CrisCom will assist in this process. Furthermore, on an unsuccessful grant proposal, CrisCom will request a debriefing from the granting agency. This will allow our team to comprehensively identify any deficiencies in the application and will bolster the application for the next round of funding.

GRANT WRITING





Scope of Work

The CrisCom Company will adhere to and provide consulting utilizing the “Scope of Work” as the basis for this project. This includes the following:


Grant Funding Needs Assessment and Strategy:

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|  | Meet with City staff to identify grant funding needs and priorities; develop an overall strategy for identifying and securing grant funding. |
|  | While our Team will forward various grant funding opportunities on a regular basis, we will also meet quarterly with City staff to discuss current priorities. |

Grant Funding Research:

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|  | <p>Conduct ongoing research to identify appropriate grantors and grant programs including, but not limited to, federal, state, and regional government organizations and private foundations and businesses to support the City of Palm Desert’s funding needs and priorities in the areas the City deems appropriate, including the following areas, by way of illustration but not limitation:</p> <ul style="list-style-type: none"> • Community and economic development • Planning • Police, Fire, and Emergency Services • Infrastructure development a maintenance • Transportation and transit system • Geographic information system (GIS) • Information Technology • Environment and sustainability • Housing (including affordable housing) • Homeless services • Parks, trails, and recreation • Habitat conservation |
|  | Research and analyze potential funding opportunities to determine its suitability to the City’s needs and project eligibility requirements. |
|  | Based on grant funding research, recommend grantors and grant programs to which the City should submit applications. |
|  | Inform City staff of the details of identified grants and provide key information including funding program name and agency, available funding, key dates/deadlines, funding type (grant, loan or incentive), required match, and cost share required. |

Grant Writing:

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|  | <p>Grant proposal development which may include the following:</p> <ul style="list-style-type: none"> • Prepare a strategic work plan for the development of the proposed program underlying the grant application, and for production of the application itself, including key dates, responsible personnel, and specific deliverables. • Ensure that all required components of each proposal are included in submission, ensuring adherence to grant evaluation criteria, and ensuring each entire grant package is timely and correctly prepared in accordance with the requirements and restrictions of its respective funders’ portal and technical submission requirements. |
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| | <ul style="list-style-type: none"> • Edit draft proposals for consistency of messaging, ensuring integration of grant requirements and succinctness prior to final review and approval by the City and submittal to funder. • Organize facts, data, statistics and narrative collected and written as a part of assigned projects, developing tabular or graphic data displays as appropriate, and making those items available to the City for future use. |
| ✓ | Engage in regular and ongoing communication with the City staff regarding the status of current work undertaken and upcoming opportunities. |
| ✓ | Work with City staff and department heads to obtain information needed to write all sections of the grant application. |
| ✓ | Ensure proper completion and timely submission of all financial and performance reports and other periodic reporting requirements. |
| ✓ | Ensure letters of support and other required certifications or documents are submitted with the grant as described in the grant guidelines. |
| ✓ | Review application guidelines and prepare a timeline and chart of tasks for grant submissions. |

Grant Management and Administration:

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| ✓ | Maintain grant compliance and reporting, including outcome measurements and grant budgets. |
| ✓ | Prepare a schedule for the submission of required documents, including project milestones, progress and final reports and invoices to funding agencies, including key dates and responsibilities of consultant and staff for producing drafts and final deliverables. |
| ✓ | Work with designated staff on all grant compliance components including all standard environmental, procurement, and compliance regulations, and also provide guidance on grant eligible costs and advise staff of analysis and strategic actions to fully utilize existing grant money and ensuring 100% compliance. |
| ✓ | Review status and progress of grant with City staff on a monthly basis and with funding agencies as needed. |
| ✓ | Ensure project and grant reporting are “Audit Ready” upon completion by developing and maintaining an audit file with all documentation, including, but not limited to: all compliance documents, financial documents, reports, reimbursement requests, and any other documentation relevant to the project’s grant funding. |

Grant Writing Timeline

Many grants have a very short window within which to apply and do not usually offer the flexibility of extended preparation. However, below is a sample timeline if the amount of time is at least one month:

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| Prior to Grant Announcement | Meet with City Manager and City Staff to coordinate and discuss potential projects and upcoming grant funding opportunities |
| One Month Prior to Grant Deadline | Meet with City Manager, City Staff and/or Project Manager regarding grant guidelines, requirements, due date, etc. |
| | Gather supporting information and documentation for grant application |
| | Submit draft application including budget to Project Manager |
| Two Weeks Prior to Grant Deadline | Project Manager and Staff review grant application, discuss necessary changes/additions, etc. |
| | Review grant drafts to ensure all necessary information is included/provided |
| | Add any remaining components/documentation |
| Three Days Prior to Grant Deadline | Verify grant application information and readiness; work with Project Manager and Staff; submit prior to deadline if possible |
| Day of Deadline | Submit grant application if not already submitted; provide Project Manager with copy of final application |

QUALITY CONTROLS

Our firm is a leader in the Grant Writing arena. As outlined in our above Project Overview, our Team is in constant communication with City Staff. City Staff will be sent a rough draft near the beginning of the process to ensure the technical proposal is accurate and provide critical feedback. The next draft will be after the suggested feedback has been incorporated and the application/proposal is in its final stages. Before submitting the final application/proposal, we make sure it is presented in a professional manner, and to also ensure all the required guidelines are met. An application/proposal will never be submitted without City Staff's approval. The following checklist is a helpful tool that our Team uses:

- ✓ Does this proposal follow the format required by the funder?
- ✓ Does the Executive Summary clearly outline the overall proposal? Is it persuasive?
- ✓ Are the statistics and data contained in the proposal accurate, current and persuasive?
- ✓ Are there additional data or statistics that would strengthen the proposal?
- ✓ Does the proposal include anecdotes or stories from clients? Are they persuasive?
- ✓ Are there additional anecdotes or stories that would strengthen the proposal?
- ✓ Does the Statement of Need clearly convey the overarching need for this project?
- ✓ Are the objectives for the project presented clearly?
- ✓ Is there an Evaluation Plan that matches the objectives?
- ✓ Is the Organizational Background material current and accurate?
- ✓ Does the Staffing Plan clearly convey the personnel needs for this project?
- ✓ Does the proposal talk about partnerships with other organizations?
- ✓ Does this proposal demonstrate how the project is unique and different from others?
- ✓ Does the proposal avoid needlessly technical language and jargon?
- ✓ Are there any major gaps in the proposal?
- ✓ Are there sections in the proposal that are difficult to understand?
- ✓ Does the proposal flow well?

LEGISLATIVE ADVOCACY

SCOPE OF SERVICES

The CrisCom Company will adhere to and provide consulting utilizing the “Scope of Services” as the basis for this project. This includes the following:

General Lobbying Services:

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| ✓ | On an annual basis, work with the City to update its legislative program to look at upcoming legislative trends. This will assist the City in proactively addressing legislation, topics, or issues that unfold in advance of the coming year. |
| ✓ | Undertake advocacy, including strategy development and related activities, to attain the objectives of the City. Related activities shall include meeting with legislators and staff, drafting legislative amendments, coordinating testimony at legislative hearings and administrative agencies, attending meetings and otherwise representing the City’s positions. Organize advocacy trips to promote the City’s projects and priorities. |
| ✓ | Review proposed, introduced, and amended legislation, and proposed and adopted administrative rules and regulations, to determine its impact on the City and recommend positions to be taken on the legislation. |
| ✓ | Provide periodic electronic reports on status of legislation and other related matters such as bill language and committee analysis, an annual report giving an overview of the completed and forecast of important issues for the upcoming year. |
| ✓ | Coordinate and cooperate with other organizations, municipalities, companies, and firms having similar legislative objectives as the City. Where appropriate, advocate positions on legislation and work to secure language in law that will advance the City’s interests. |
| ✓ | Regularly communicate with the City to assess legislative options, analyze legislation, and discuss policy objectives including review and input to the City’s legislative policy guide. Present legislative issues to the full City Council as needed/upon request. |
| ✓ | Participate in regular planning and coordination meetings with City staff. |
| ✓ | Prepare and file all applicable Fair Political Practices Commission lobbying documents and reports within all applicable deadlines, per the provisions of the Political Reform Act of 1974 as amended. Provide the City notification of any changes or modifications that may be pertinent. |
| ✓ | Arrange meetings with legislative representatives and/or government departments and/or agencies for City elected officials and staff as requested by the City. |
| ✓ | Provide a monthly written summary of work conducted on behalf of the City. |

State Lobbying Services:

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| ✓ | Review all bills introduced in the California Legislature and inform the City of all such legislation affecting its interest and forward a copy of such bills to the City. |
| ✓ | Assist the City in identifying and obtaining state funding available for City programs and proposed capital projects. |
| ✓ | Provide a monthly written summary conducted on behalf of the City during the legislative session and at other times if significant activity warrants it. |

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| ✓ | Initiate legislative proposals on behalf of the City. |
| ✓ | Attend and provide testimony on behalf of the City in legislative hearings. |
| ✓ | Perform duties customarily performed by legislative advocates and governmental affairs on behalf of the City to the best of their abilities, experience, and talents. |

Federal Lobbying Services:

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| ✓ | Provide a broad range of Federal Lobbying Services on behalf of the City before the Legislative and Executive branches of the Federal Government. |
| ✓ | Create and cultivate alignment and development of relationships with U.S. federal government entities to assure issue understanding, association policy priorities, and mutually beneficial relationships that advance the City's requests for funding. |
| ✓ | Work with City Administrators, staff, and City Council to identify and maintain ongoing contact with elected and appointed officials from the United States Executive and Legislative branches of government, including members of the House of Representatives and Senate and their staff, who may directly or indirectly participate in the development of legislation impacting public sector. |
| ✓ | Review and analyze, on a continual basis, all existing and proposed Federal policies, programs and regulations that may impact the City. Provide prompt notification to City staff and members of the issue and specific impact. |
| ✓ | Provide policy direction in collaboration with the City Administrators, staff, and City Council. Develop and implement strategies to advance the City's Federal policy goals. |
| ✓ | Use established, long-standing positive working relationships with key decision makers in Congress and the Executive agencies to achieve the City's Federal policy goals and promote the interests of the City. |
| ✓ | Coordinate with City Administrators, staff, and City Council to create a plan to identify and develop the City's Legislative Priorities, and develop implementation plans to advance the Legislative Priorities. |
| ✓ | In coordination with staff, develop and implement strategies for identified priorities including timelines and performance measures. |
| ✓ | Track key federal legislation and federal agency regulations relevant to the City's strategic priorities. |
| ✓ | Meet regularly with staff to maintain alignment of legislative strategy with the City's comprehensive strategic goals. |
| ✓ | Identify key legislative and federal agency relationships for the City and assist in creating opportunities to build and strengthen relationships. |
| ✓ | Connect City Administrators and City Council Members to key legislative staff and members of Congress. |
| ✓ | Manage and lead in-person meetings with key legislative and regulatory staff. |
| ✓ | Assist in the drafting of legislative language for applicable laws and regulations when possible. |

LEGISLATIVE & ADVOCACY PROJECT SCHEDULE

If awarded this contract for State and Federal Lobbying Services with the City of Palm Desert, within the first 30 days of our executed contract, The CrisCom Company will schedule meetings with the City Manager, City Council and City department leaders to ascertain the City's needs and priorities, along with their budget requests and legislative platform. Once the information is gathered, CrisCom will report back within 30 to 60 days with our findings and recommendations on the most effective and productive path forward. CrisCom has extensive experience with lobbying and advocacy which will aid the City in establishing a successful strategy in maximizing potential funds with respect to various City projects.

When the budget request and legislative platform are finalized, CrisCom will collaborate with legislators and their staff in both the State Senate and Assembly, as well as the Federal Senate and House of Representatives. This collaboration will extend to working with leadership, other government departments/agencies, and committees, all aimed at advocating for the City. CrisCom will communicate with said legislators and departments/agencies/committees on a regular basis, as well as attend meetings, hearings, etc. CrisCom will follow the City Manager's and City Council's direction and will track legislation per their request and regularly report on legislation, and any topics or issues that may concern or be of interest to the City throughout the year.

FEE PROPOSAL

The CrisCom Company typically provides services on a retainer basis. Doing so often results in saving the clients money, as our retainer is more cost-effective. Below is our hourly fee schedule, along with various expenses, however please note many of our expenses are waived with our retainer.

The CrisCom Company’s proposed fee schedule for Grant Writing and State & Federal Advocacy Services is as follows:

Hourly Rates:

| | |
|---|------------------------|
| Research for Grant Funding | \$50 per hour |
| Grant consultation, preparation, submission, etc. | \$175 - \$250 per hour |
| Flat Rate Per Grant | \$3,500 to \$5,000+ |
| Federal & State Advocacy | \$200 - \$370 per hour |

Expense Reimbursements:

| | |
|----------------------------------|--|
| Black & White Photocopying Costs | \$.20 per page |
| Color Photocopying Costs | \$.70 per page |
| Auto Travel | IRS Standard Rate |
| Air Travel | Within CA, not to exceed \$200 Outside of CA, not to exceed \$400 |
| Hotel | Not to exceed \$400 per night |

Retainer Rate:

Grant Research & Writing Services - \$3,500 per month
 State Advocacy Services - \$2,000 per month
 Federal Advocacy Services - \$1,500 per month
 Grant Research & Writing and State & Federal Advocacy Services - \$5,000 per month

** After the interview with City staff, and numerous emails and phone calls, CrisCom has agreed to offer a highly discounted rate, for grant writing, and State and Federal advocacy for \$3,750 per month.*

CrisCom will not ask for reimbursement of ordinary business expenses such as travel, parking, delivery, photocopying, etc., and will be included in retainer, including travel to Sacramento. However, travel to Washington, DC would be an additional cost if required.

These fees will be in effect for the duration of the contract term and will be in advance of services to be rendered. All reimbursable expenses over \$50 (including travel costs) shall be pre-approved by the City. This agreement shall be on a month-to-month basis and either party may terminate this relationship with or without cause on a 30-day written notice.

The CrisCom Company’s Federal Tax ID Number is: 95-4628989.

FIRM ACCOMPLISHMENTS

(Partial List)

The CrisCom Company is proud to have brought our clients hundreds of millions of dollars in revenue over the past 27 years. Below is a partial list of our most recent successful grant awards and appropriation requests:

- \$10M+ Public Safety Infrastructure
- \$8M Kettleman City Pedestrian Bridge
- \$7M Corcoran Gateway Park Prop 68
- \$7M Kings County Sheriff's Office
- \$6.5M Calabasas Santa Monica Mtns Conservancy
- \$5.7M Corcoran Police Station
- \$5M Madera Sewer Trunk Line Replacement
- \$5M Sanger PD Dispatch Center
- \$4.5M Selma Fire Station
- \$4M Selma Police Station
- \$3M Lemoore Public Safety Dispatch
- \$3M Sanger Water Well Repair
- \$2M Avenal Community Center
- \$2M Corcoran Water Treatment Facility
- \$1.5M Corcoran Water Well
- \$1.5M Selma Storm Drain Repair
- \$1.2M CFDA Education Grant CLU
- \$1M Sanger Water Connections
- \$1M+ COPS Hiring Grants
- \$1M Kings County/KCAO Food Bank
- \$1M Avenal Veteran's Hall
- \$1M Clean California - Sanger Veteran's Park
- \$950K Madera Mobile Command, Parking Lot, etc.
- \$680K Avenal COPS
- \$650K Kings County Gang & Narcotics Task Force



- \$606K Madera PD BSCC Prop 64 Grant
- \$400K Sanger School Resource Officer
- \$440K CA State Parks - City of Glendale, CA
- \$348K FEMA AFG - City of Glendale, CA
- \$240K Avenal Emergency Ops Center
- \$125K Corcoran COPS

