

SCOPE OF SERVICES

The PooleMcKinley team is honored to partner with the City of Sanibel to provide governmental affairs representation related to legislative and executive issues of importance to the City. PooleMcKinley has realized great successes in Florida, and it would be our pleasure to continue working with the City to help navigate Florida's political arena, advocating for priority issues and assisting in the advancement of the goals set forth by Sanibel.

The PooleMcKinley team will perform the following services, including, but not limited to:

- Meet and work with City staff to draft, develop, recommend, review, edit, and prioritize proposed legislative priorities ahead of the legislative sessions;
- Participate in presenting the proposed legislative priorities to the City Council;
- Develop and execute strategies to accomplish the legislative goals and priorities of the City Council;
- Monitor legislative activity that could materially impact Sanibel and suggest the most effective approach in achieving the best outcome for the City;
- Provide regular updates during session on issues that are important to Sanibel, including the City's legislative priorities;
- Work to secure sponsors for bills and amendments that further the legislative goals and priorities of the City;
- Lobby for or against bills to achieve the legislative goals and priorities of the City;
- Coordinate and participate in meetings with individual State lawmakers and City representatives;
- Engage the Governor's Office and State agencies, as necessary, to achieve the goals and objectives of Sanibel;
- Report on funding opportunities that would benefit Sanibel;
- Draft support letters for local officials' signatures, as needed;
- Be available to speak with City Council Members and staff as needed by Sanibel officials; and
- Promptly notify the City staff of any potential or actual conflicts of interest arising from the lobbying firm's legislative efforts.

PROPOSED FEE STRUCTURE

Typically, our firm contracts with clients on a retainer basis. For this fee, we commit to providing all the services requested, regardless of the hours necessary. Clients are billed monthly and either party can terminate the contract for any reason with a 30-day written notice.

In our representation of the City of Sanibel, PooleMcKinley would propose an annual fee of \$55,000.

OUR TEAM

Will McKinley, President

Will McKinley brings to the firm extensive leadership experience in the Republican Party, Florida state government, and the field of marketing. Throughout his career, Will's dynamic leadership abilities have produced results and brought him to high level positions in the state and national Republican Party, in the executive and legislative branches of state government, representing Fortune 500 companies, and in his government affairs practice.

Will served as Executive Director of the Republican Party of Florida from 1989 to 1991 and contributed to the achievement of significant Republican gains in United States Congressional, Florida Senate and Florida House seats. As Chief of Staff, he was entrusted with the administration, creation and implementation of political programs.

Will gained considerable experience in the day-to-day contact between business and government during his years of service to Florida's Governor Martinez and his administration. As Deputy Assistant Secretary of the Department of Professional Regulation and later as Assistant Secretary for Programs and Operations with the Department of Business Regulation, Will found meaningful ways in which businesses can build productive partnerships with government administrations.

Throughout his tenure at PooleMcKinley, Will has represented an impressive list of clients and facilitated the passage of many pieces of landmark legislation. These accomplishments include representing some of the nation's largest media and entertainment companies in the passage of groundbreaking incentive programs, as well as playing an instrumental role in the creation and signing of two multi-billion-dollar Compacts, in both 2009 and 2021, between the Seminole Tribe of Florida and the State of Florida. Additionally, Will has worked tirelessly on tort reform, health care, telecommunications, financial services, and education issues in Florida.

Angela Peterson Dempsey, Senior Vice President

Angela Dempsey is a veteran Florida public policy strategist. She managed Florida Governor Rick Scott's legislative activities for his first two years in office and joined the PooleMcKinley team in January 2013. Angela has served in senior capacities in the Florida Division of Emergency Management, where she had primary responsibility for policy and financial matters; the Florida Public Service Commission; the Florida House of Representatives; and the Executive Office of Governor Jeb Bush, where she provided policy and budget analysis for the Office of Policy and Budget, with active involvement in policy development and advocacy in the areas of community planning, affordable housing, emergency management, and community development.

Her relationships across state government and her experience with both policy and budget matters in the legislative and executive branches of Florida government are exceptionally beneficial in helping companies and organizations achieve their business and policy goals.

Angela holds a Bachelor of Science in Public Relations and a Master of Science in Corporate Communication and Marketing from Florida State University.

Erik Kirk, Senior Vice President

A lifelong Floridian, Erik Kirk brings more than twenty years of government relations and business development experience to PooleMcKinley. His extensive work across Florida's executive and legislative branches has earned him the trust and respect of colleagues throughout the public and private sectors.

In 2001, Governor Bush selected Erik to serve in the State Department of Management Services, where he acted as Chief of Staff at the State Technology Office. In that role, he advised Florida's State Chief Information Officer on strategies for managing and consolidating the state's IT infrastructure – gaining deep insight into the state's appropriations and budgeting processes while building lasting relationships with officials across state government.

Erik holds a Bachelor of Science in Political Science and a Master of Public Administration from Florida State University's Askew School of Public Policy.

Sophie Smith, Legislative Director

Sophie Smith, Legislative Director at PooleMcKinley, has been with the firm since 2007 and serves as the central point for all legislative activity. With two decades of experience navigating Florida politics, Sophie provides clients with timely intelligence and strategic guidance on issues spanning health care, economic development, education, and business regulation. Her deep knowledge of Florida policy and the legislative process makes her an indispensable resource to the PooleMcKinley team and its clients.

Before joining PooleMcKinley, Sophie worked with a government consulting firm in Miami, where she focused on client engagement and procurement at the local level. She has also served as a campaign staffer for the Republican Party of Florida, contributing to numerous successful House and Senate campaigns.

Sophie earned her Bachelor of Arts in Economics and International Studies, with a minor in Spanish, graduating cum laude from the University of Miami.