



# COMBINED LOBBYING CAMPAIGN: STATE OF OHIO CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

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- Tim Biggam
- Montrose Group, LLC





# COMBINED LOBBYING CAMPAIGN

## Topics

- Montrose Group, LLC
- State of Ohio Capital Bill
- Federal Budget Earmarks
- Combined Lobbying Campaign



# COMBINED LOBBYING CAMPAIGN

## The Montrose Group, LLC

- Columbus, Ohio Firm
- Lobbying/Public Policy
- Economic Development
- Lobbied on 12 capital bills and 4 federal budgets
- Negotiated over \$1 B in public funding

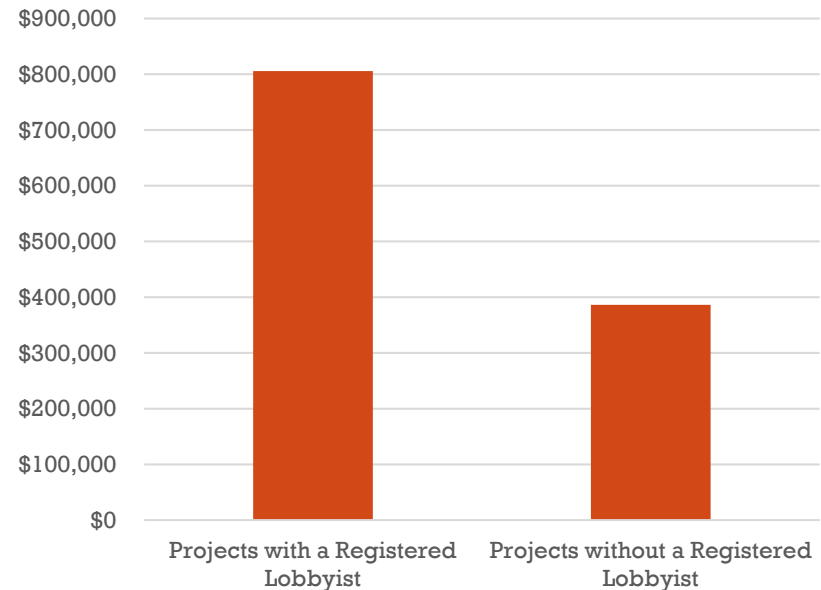


# COMBINED LOBBYING CAMPAIGN

## Role of the Lobbyist

- Legislative Technical Expertise
- Statehouse and Ohio Congressional Relationships
- Smart Funding Requests

Average of State of Ohio Capital Budget Community Project Funding Award from SB 310, 133rd Ohio General Assembly





# COMBINED LOBBYING CAMPAIGN





# COMBINED LOBBYING CAMPAIGN

## The Project

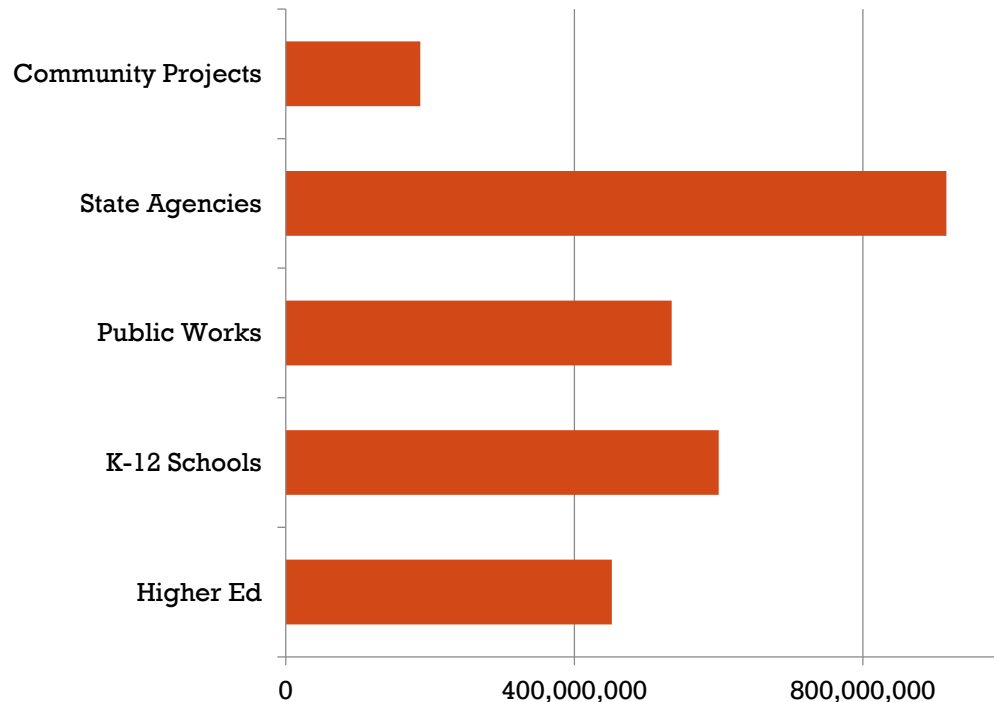
- Arts
- Defense
- Economic Development
- Health Care
- Higher Education
- Parks and Trails
- Water & Sewer
- Workforce





# STATE CAPITAL BUDGET

## 2021-22 Capital Bill Dollar Breakdown





# STATE CAPITAL BUDGET

## Community Projects

- Arts, cultural, historical, theater, sports stadiums, workforce, technology, fiber rings, parks, swimming pools, R&D, museums, sculptures, zoos, community centers, trails, presidential centers,
- Locally driven process with DeWine and legislative approval
- Separation of Arts and Economic Development
- Grants ranging from \$100,000 to over \$5,000,000







# STATE CAPITAL BUDGET

## Critical Elements of Community Projects

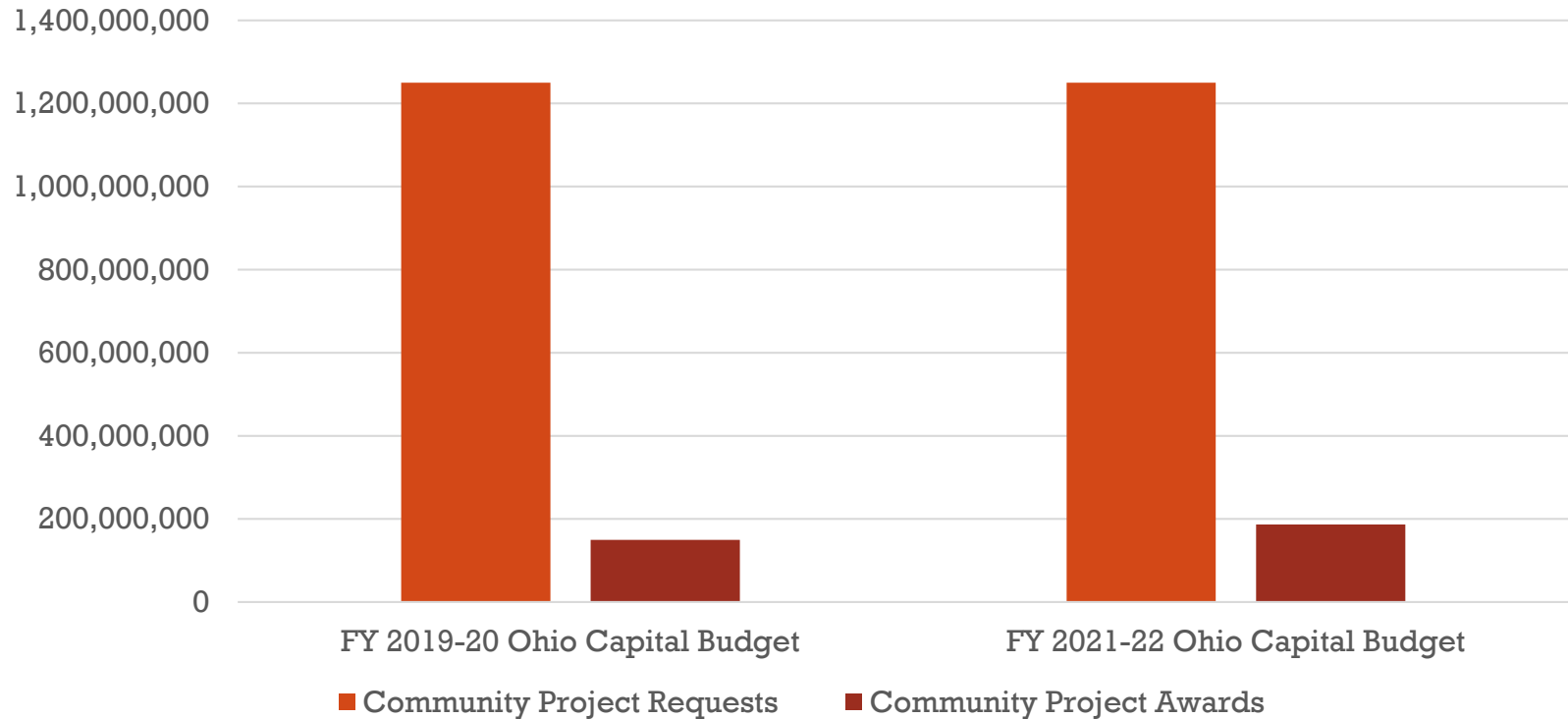
- Capital in nature
- Bondable in nature
- Quality business plan
- Local support
- Statewide profile
- Statehouse decision





# STATE CAPITAL BUDGET

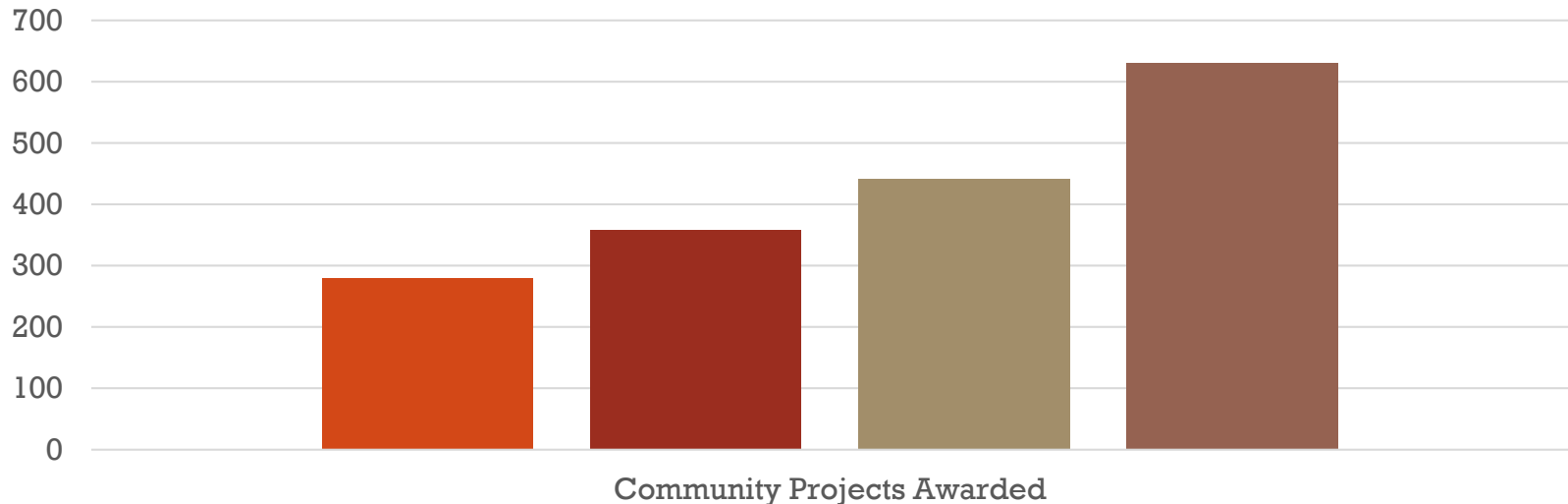
## Community Projects Requests v. Awards





# STATE CAPITAL BUDGET

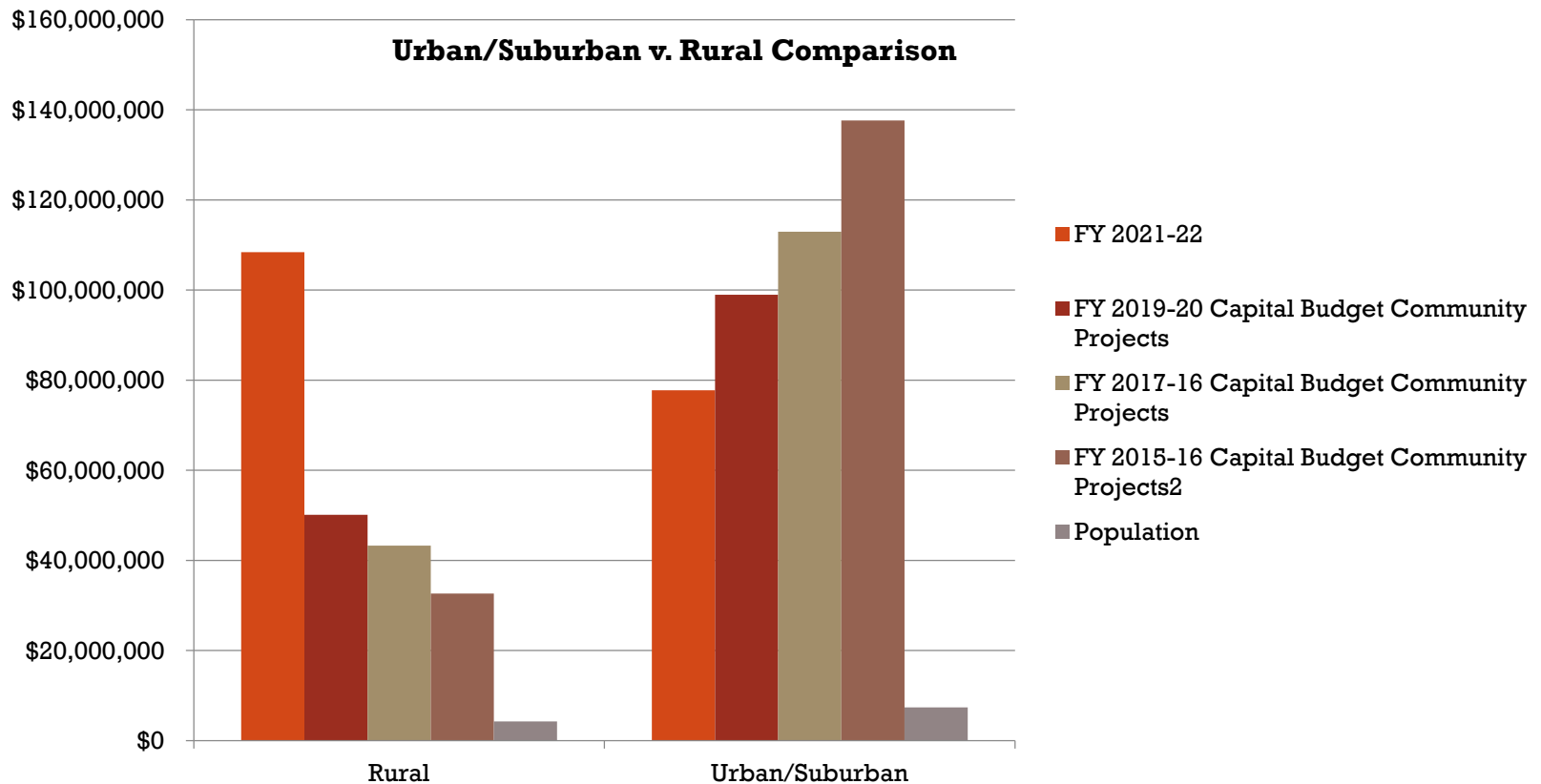
Community Projects 2015-16 v. 2017-18 v. 2019-20



- Number of Community Projects Awarded for FY 2015-16
- Number of Community Projects Awarded for FY 2017-18
- Number of Community Projects Awarded for FY 2019-20
- Number of Community Projects Awarded for FY 2021-22



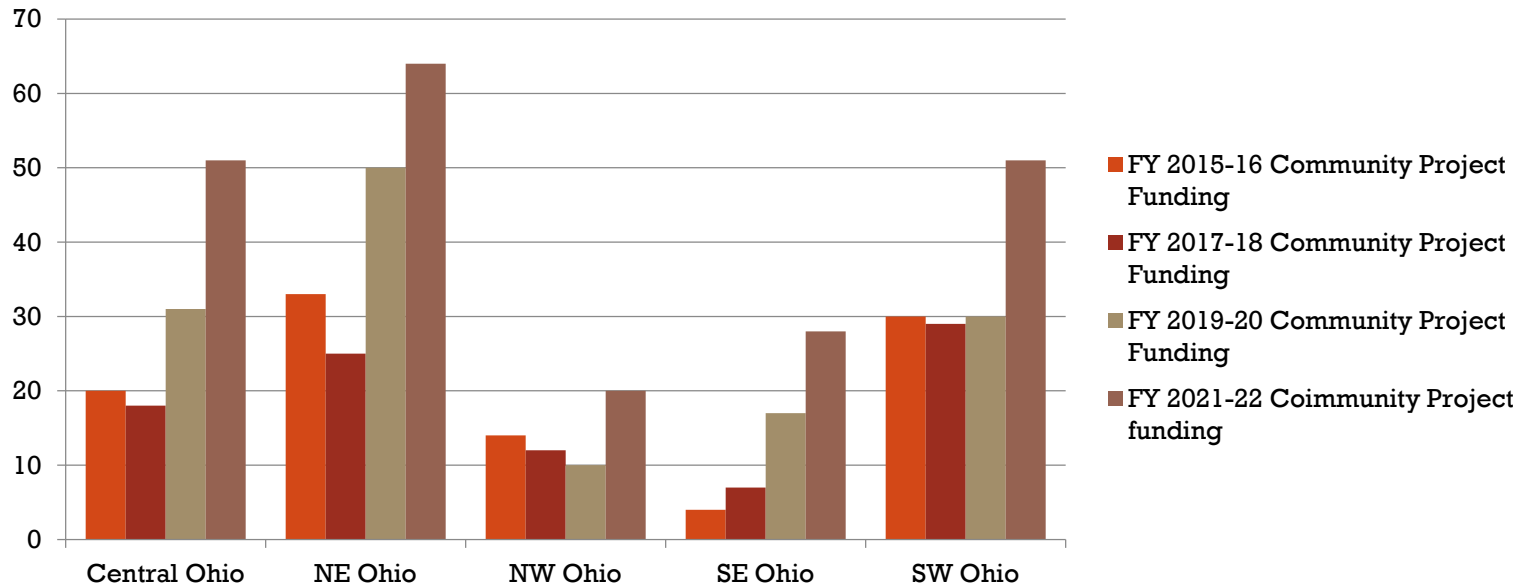
# STATE CAPITAL BUDGET





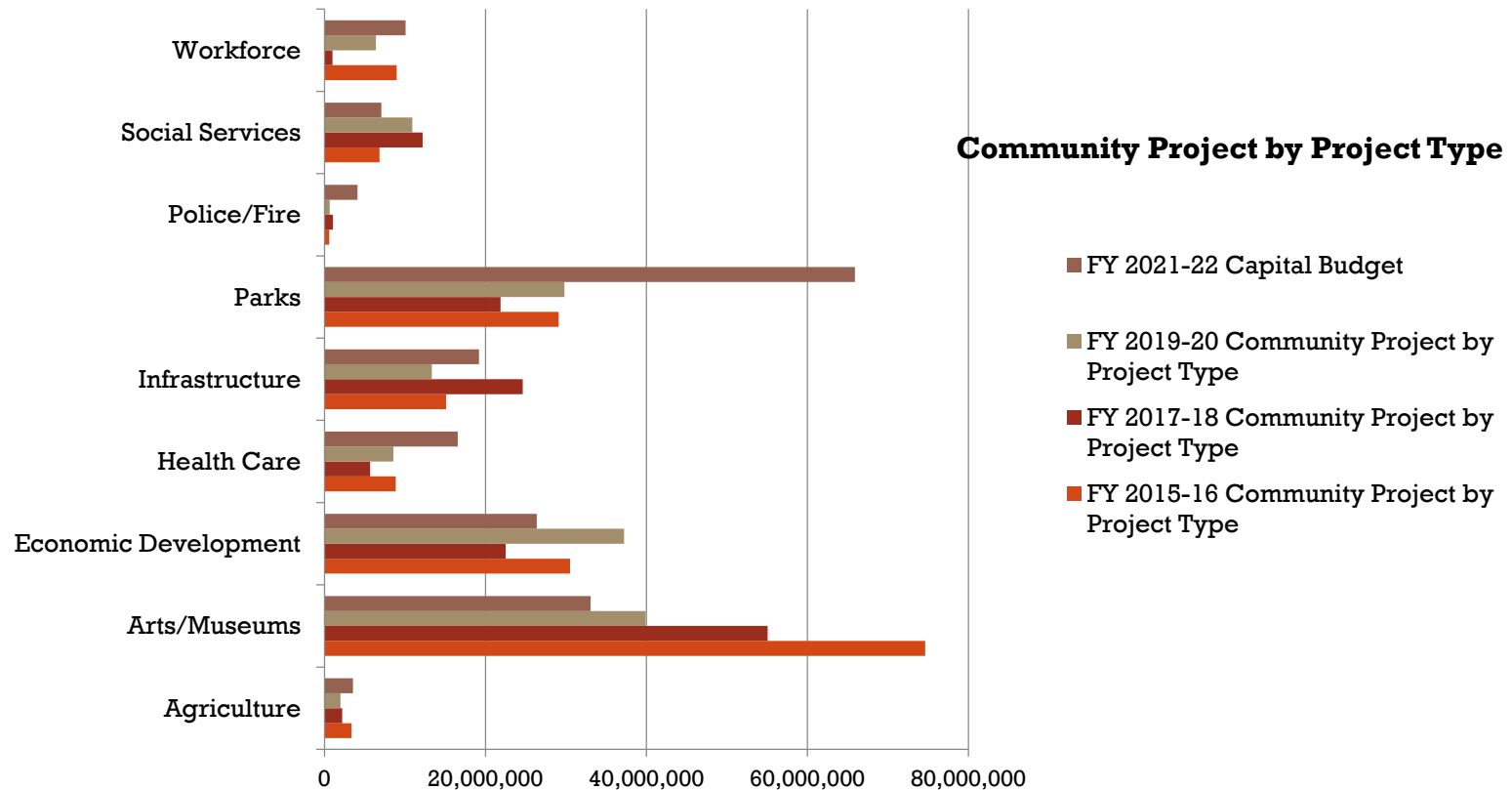
# STATE CAPITAL BUDGET

## FY 2015-16 - 2021-22 Community Project Funding by Ohio Region



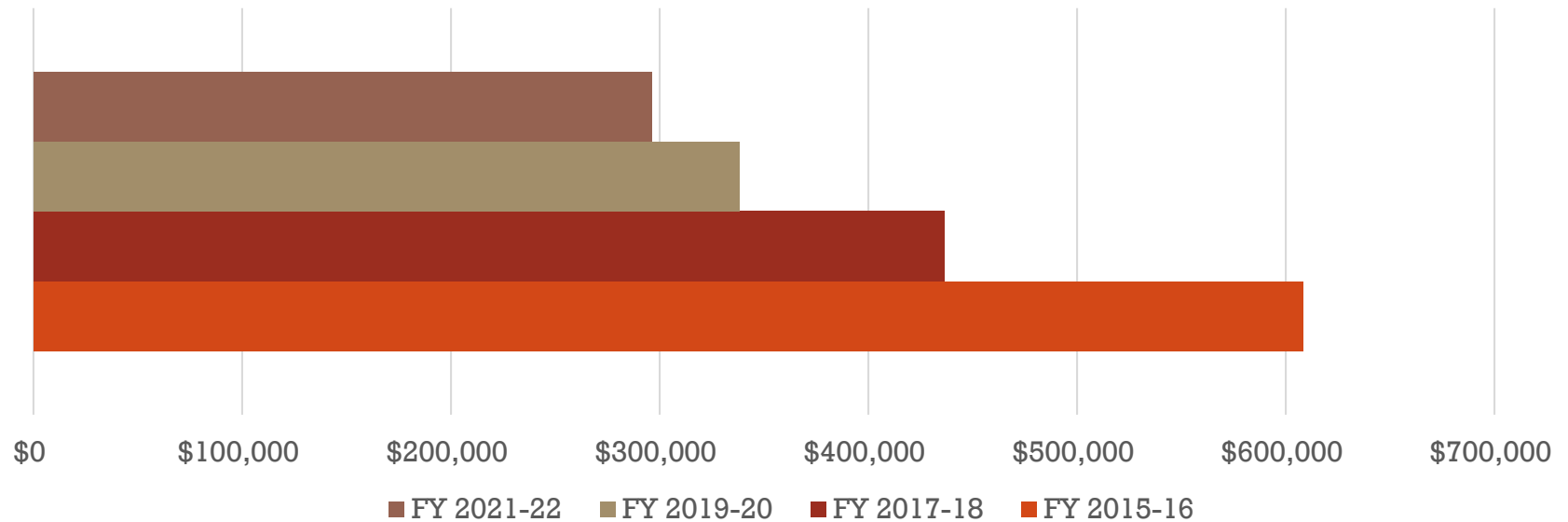


# STATE CAPITAL BUDGET





## Community Project Average Award



# STATE CAPITAL BUDGET



# FEDERAL BUDGET EARMARKS

Earmarks are  
Congressionally  
Directed Budget  
Allocations

- Ag, Rural Development and FDA
- Commerce, Justice & Science
- Defense
- Energy & Water
- Financial Services & General Government
- Homeland Security
- Interior & Environment
- Labor, HHS & Education
- Legislative Branch
- Military Construction
- State, Foreign Ops
- Transportation, HUD



# FEDERAL BUDGET EARMARKS

<b><i>All Requests Online</i></b>	<ul style="list-style-type: none"><li>• Members are required to post every Community Project Funding request online simultaneously with their submission to the Committee through an on-line portal.</li></ul>
<b><i>Early Public Disclosure</i></b>	<ul style="list-style-type: none"><li>• House Committee will release a list of projects funded the same day as the Subcommittee markup, or 24 hours before full committee consideration if there was no Subcommittee markup.</li></ul>
<b><i>No Financial Interest</i></b>	<ul style="list-style-type: none"><li>• Members must certify to the Committee that they, their spouse, and their immediate family have no financial interest in the projects they request.</li></ul>
<b><i>Ban on For-Profit Recipients</i></b>	<ul style="list-style-type: none"><li>• Ban on directing Community Project Funding to for-profit grantees but the earmarks may request funding for State or local governments or non-profits</li></ul>
<b><i>Cap on Overall Funding</i></b>	<ul style="list-style-type: none"><li>• House Committees will limit Community Project Funding to no more than 1 percent of discretionary spending</li></ul>
<b><i>Member Requests Capped</i></b>	<ul style="list-style-type: none"><li>• House Committee will accept a maximum of 10 community project requests from each member, though only a handful may actually be funded</li></ul>
<b><i>Mandatory Audit</i></b>	<ul style="list-style-type: none"><li>• House Committees will require the Government Accountability Office to audit a sample of enacted community project funding and report its findings to Congress</li></ul>
<b><i>Demonstrations of Community Engagement</i></b>	<ul style="list-style-type: none"><li>• Members must provide evidence of community support that were compelling factors in their decision to select the requested projects. This policy was recommended by the bipartisan House Select Committee on the Modernization of Congress</li></ul>
<b><i>Request in Writing</i></b>	<ul style="list-style-type: none"><li>• Any member requesting Community Project Funding must do so in writing, including the Member's name, the name and location of the intended recipient, and the purpose of the spending item.</li></ul>
<b><i>Committee Consideration</i></b>	<ul style="list-style-type: none"><li>• When reporting legislation containing Community Project Funding, the Committee is required to identify each item (including the name of each Member requesting the item) in the corresponding committee report or joint explanatory statement and make it publicly available online in a searchable format.</li></ul>



# U.S. HOUSE FEDERAL BUDGET EARMARKS EXAMPLES

Rural Childcare  
& Senior Centers

Rural Police &  
Fire Stations

Rural Broadband

Airports

Roadways

Parks and Trails

Housing

Development  
Project

Sewer and Water

Military Base

Flood Mitigation

Innovation, Small  
Business or  
Training Center

Ports

Health Care

Transit

Social Services



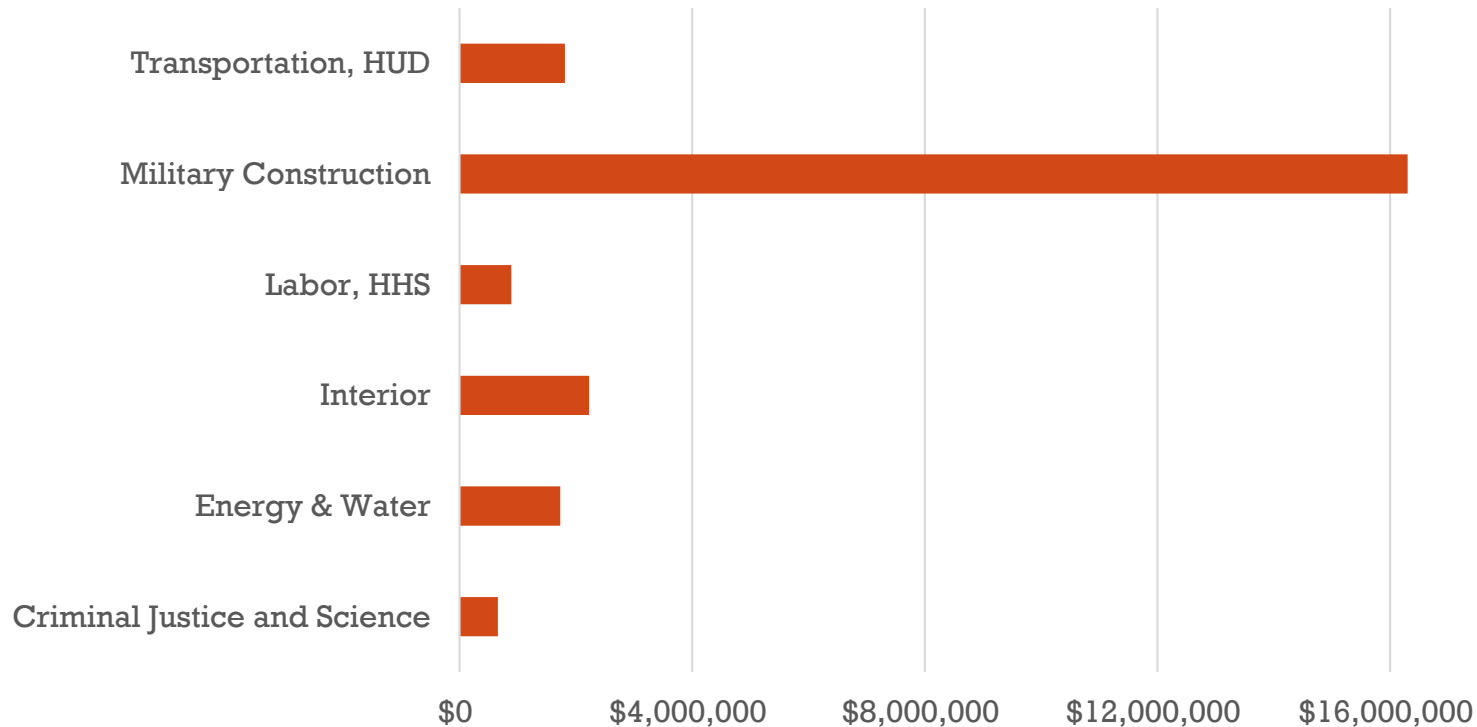
# U.S. HOUSE OHIO FEDERAL BUDGET EARMARK EXAMPLES

Columbus YWCA	Toledo Ohio Theater	Columbus Urban League	Dayton's Historic Woodlawn Cemetery	Dayton's Exhibition Hall	Akron Civic Commons
Delaware United Way Youth Housing	Cadiz Wastewater Facility	Wright Patterson Air Force Base	Chagrin Falls Water & Sewer	Willoughby Water & Sewer	Hillsboro Water & Sewer
Glouster Water & Sewer	Strongsville Water & Sewer	Chillicothe Water & Sewer	Portsmouth Water & Sewer	Toledo Airport	Akron Canton Airport
Jackson County Airport	Nationwide Children's Hospital	Bon Secours Mercy Hospital	Summa Health	University Hospital	University of Toledo Hospital
Walsh University	Pataskala	New Richmond	Maderia	Trotwood	Ohio Foodbank



# U.S. HOUSE FEDERAL BUDGET EARMARKS AWARD EXAMPLES

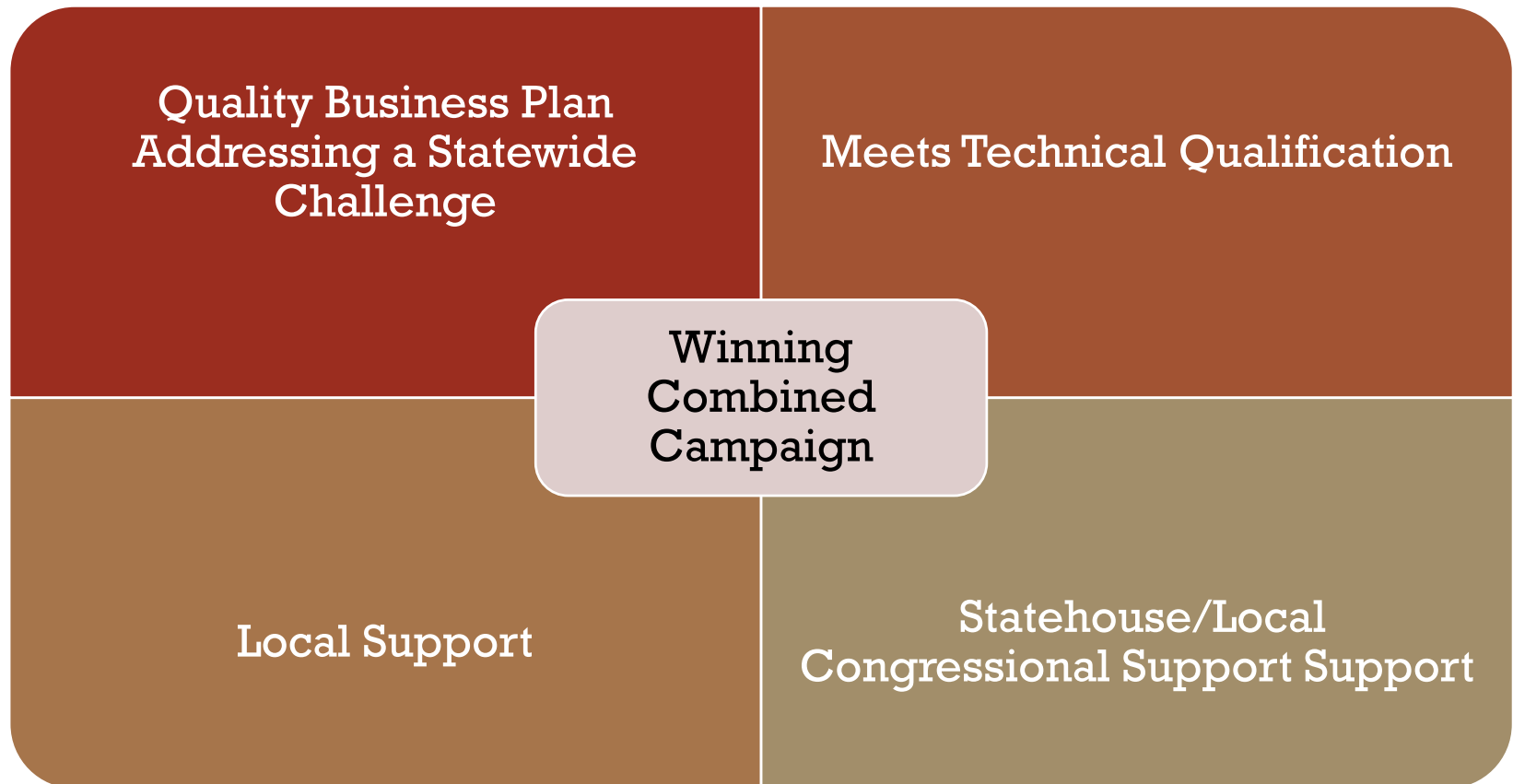
U.S. House Average Ohio Earmark Award







# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS





# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

## Quality Business Plan

- What is the public need for the request?
- What is being done now by your group and others to address the problem/need?
- What resources are being expended currently in the budget related to the request, i.e., dollars and positions?
- Why can the problem not be resolved within existing resources?
- What are the adverse impacts if this proposal is not approved? (Be realistic in this assessment.)
- Why are current efforts insufficient?
- How will the project be coordinated with other similar activities?
- What is the priority of this request versus other activities in which the group or others are involved?
- What is the authority (state/federal law, regulation, master plan, etc.) for the program activity/service?
- What capital appropriations have previously been authorized for this project/activity and what is the status of the project if it is ongoing in nature?



# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

## Quality Business Plan continued...

- What clientele are being served; who benefits?
- What other (similar) activities, past and present, address this general area and are they effective/efficient?
- How does this project/activity relate and fit into the agency's broader capital plan over the next six years?
- Will this proposal actually solve a problem, and how?
- Is each component in the proposal essential or just desirable (i.e., needs versus desires)?
- Is this a high-priority long-term need; if so, how does the proposal affect the long-term problem?
- Why is the recommended program level the correct one?
- Why does this have to be done now?
- Are or can other non-state funding sources be made available?
- Are there any legal considerations?
- Is the proposal technologically sound?
- What type of cost estimation methodology was used?
- Will the proposal result in operational efficiencies and/or savings?
- What are the adverse actions that will result if the request are not funded?



# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

## Project Definition

- Succinct descriptive project name and project summary
- Develop one page policy brief of what is being requested and why the state should fund it
  - Capital nature of the project for state capital budget
  - Bondable nature of the project for state capital budget
  - Alignment with Federal Government Agency account
  - Outline project budget
  - Stress outside funding sources
  - Outline financial sustainability of project without additional state capital bill funding



# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

## Local Support

- Local State and Congressional Legislators
- Chambers of Commerce
- Local Elected Officials
- Not for Profits
- Labor Unions





# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

## Statewide Profile

- Tied to Major Policy Goals
  - High-Wage Job Creation
  - Targeted Industries
  - Workforce Development
  - Economic Equity



*Arts*





# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

## Local/Statewide Ranking Process

- Partnership Development
  - Local Leader Support
- Project Definition
  - State Capital Budget
    - Capital in Nature
    - Bondable in Nature
  - Federal Budget Earmarks
    - Aligned with Federal Agency Funds
    - Capital and Operating Funding
- Application Development
- Policy Brief Development
- Briefings



new logo



# COMBINED LOBBYING CAMPAIGN: STATE CAPITAL BUDGET AND FEDERAL BUDGET EARMARKS

## 10 Keys to the Combined Campaign Lobbying Success

- Meet the technical legislative requirements
- Strong business plan
- Smart dollar amount request
- Understand regional competitors
- Sustainable funding model
- Leverage other funding
- Major policy issue being addresses
- Vocal local community support
- Local legislator sponsorship
- Lobby Governor, State Legislative & Congressional Leaders



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Conclusions

Questions

Power Point

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