



SAGELY

SOLUTIONS LLC

December 9, 2015

Harold Perrin
Mayor
City of Jonesboro
300 S Church Street
Jonesboro, AR 72401

Dear Mayor Perrin:

Thank you for giving me the opportunity to present you with a more detailed strategy for assisting you and your team as you begin to plan for 2016. There are a number of wonderful things going on in the City of Jonesboro, and I want to congratulate you on all of your recent success.

Sagely Solution's Services:

I believe I could be an immediate asset to you and your department by working with you and your team to develop short-term and long-term objectives. I would consider this position, as a team member, of the grant department and would work to make my position, in DC, as transparent as possible.

Furthermore, I understand you are managing many projects in both Jonesboro and Washington, DC. By assisting you, as your DC liaison, I believe this will give you much more flexibility in focusing on strategic planning and accomplishing larger managerial goals.

As we have discussed, the following presents a sample of the services to be provided (Note: this list is not exhaustive and many additional services will be provided, as warranted):



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- Work with you to develop a federal agenda, including potential projects and programs eligible for federal funding, as well as a corresponding strategic plan to achieve success relating to agenda items;
 - Coordinate and schedule congressional and executive branch meetings
 - Introduce the City of Jonesboro to new congressional leaders and government agencies
 - Coordinate congressional member and staff visits to the City of Jonesboro (this could be a day spent with Senate and Congressional leaders highlighting priorities and then attending an event at ASU)
 - Develop all pre-meeting briefing books and the follow-up action items and next steps
 - Liaison between the City of Jonesboro and other congressional offices with prudent jurisdiction (committee leadership and congressional leadership offices; as many of these projects are being evaluated Jonesboro will be in a position to work within your delegation but also with congressional leadership)
- Focus on the development of a strategic private industry/foundation fundraising campaign;
 - Jonesboro and the region are home to many private industries (health care, manufacturing, agriculture). I believe the best plan for a private industry fundraising plan is to divide each of these into industries of practice. For example, target local and national manufactures for a “Jonesboro Manufacturing Day”. Highlighting the cities priorities and how they can be a part of the City of Jonesboro’s strategic plan, will allow the city a greater opportunity for exposing potential fundraising opportunities.
- Work with you in the development and participation of all events regarding the above fundraising campaign. My goal is to have at least five major fundraising events that would include marketing and fundraising opportunities both in Arkansas and Washington, DC;
- Complement existing grant services and determine new grant opportunities that may be of interest;



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- Attend regular meetings of associations, organizations, and other groups of interest to the City of Jonesboro;
 - There are several national organizations that could be leveraged to highlight the City of Jonesboro
- Produce communications strategies to build public support and create the right environment on Capitol Hill, in federal agencies, and within the private sector to achieve success, including preparing letters of support, talking points, and press releases;
- Provide verbal and written status reports, including identifying any potential challenges and reporting major developments in a timely manner;

Background & History:

With almost two decades of legislative experience in Washington, DC, Matthew Sagely is principle at Sagely Solutions, LLC. Prior to founding the company, Mr. Sagely worked in both the House of Representatives and the US Senate in crafting and implementing legislative and political strategy.

Most recently, Mr. Sagely was a partner at the Normandy Group, a Washington; DC based bipartisan government and public relations firm. From 2003-2013, he served as Senator Boozman's (R-AR) chief of staff. Mr. Sagely managed all fiscal and administrative operations, campaign and fundraising activity, oversight and coordination of the federal appropriation process, and he was the primary legislative policy advisor.

From 2002-2003, Mr. Sagely served as legislative policy director for Congressman John Boozman. Mr. Sagely's portfolio included managing the congressman's legislative staff, implementing legislative goals and objectives, and overseeing the federal appropriations process. During his time in this position, Congress passed the Farm Security and Rural Investment Act of 2002.

From 1998-2001, Mr. Sagely served as the senior legislative assistant for Congressman Saxby Chambliss (R-GA). His primary responsibilities included the 1998 Transportation Equity Act for the 21st Century, the Digital Millennium Copyright Right and the Water Resources Development Act of 2000.



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After receiving a Masters of Business Administration degree from Marymount University, Mr. Sagely joined Booz Allen Hamilton as a senior consultant focusing on marketing and communication strategies for several branches of the federal government.

In addition to his lobbying work, Mr. Sagely has been an active fundraiser. He is heavily engaged in fundraising for numerous Members of Congress and private entities. Informed by years of legislative, political, and public relations experience, he uses his knowledge and relationships to provide skilled tactical advice and deliver results.

Agreement and Fees:

Sagely Solutions, LLC will perform this work for a monthly retainer fee of \$3,000 per month commencing on January 1, 2016 through December 31, 2016. After December 31, 2016, we will re-evaluate the engagement. In addition to the monthly retainer, we will bill the City of Jonesboro for routine expenses. *I will check with you in advance and seek your approval for any expenses.* Upon approval, these amounts will be included on the statement for the month in which the expense is entered into our billing system. This will typically lag somewhat behind when the expenses are actually incurred on your behalf.

We bill our clients monthly and request payment within 30 days of when the client receives this invoice. *Finally, both parties reserve the right to terminate the contract without cause upon 30 days written notice any time after January 1, 2016.*



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In signing this letter you will be indicating your agreement to the fee schedule described herein and will be authorizing us to perform services for you on the terms set forth herein. Again, I appreciate your consideration and look forward to a long, successful relationship with the City of Jonesboro.


AGREED AND ACCEPTED:

By: Christopher M. Sagely

Title: Principle

Company: Sagely Solutions, LLC

Dated: December 9, 2015

Signature: 

Harold Perrin, Mayor
City of Jonesboro

Donna Jackson, City Clerk
City of Jonesboro