

AGENDA ITEM #7

May 16, 2022

On April 26th, Jim Rafter and Brad Lange attended the League of Municipalities Urban Alliance New Mayors Meeting in Madison, WI. It was a gathering of approximately 30 mayors, village presidents and administrators from across Wisconsin. The main topic of discussion on the agenda was reforming local government finance in the state of Wisconsin.

During the meeting, Keith Gilkes, CEO of Platform Communications addressed the topic of public relations and strategies for communicating the importance of finance reform. Both Brad and I were very impressed with Keith's background and knowledge of how politics in Wisconsin works. He was, at one time, the Governor Walker's Chief of Staff.

I had the opportunity to share the history of the Village's efforts to gain support from our state leadership to close GBCI and to make the land available for development. Keith was well aware of the challenges GBCI poses and the challenge of getting state leaders to act.

With the gubernatorial election coming this fall and the next state budget cycle coming this fall, as well, I feel it is important for the Village of Allouez to have a communications strategy to have the decommissioning of GBCI included in the next state budget and for us to enlist the services of a professional public relations organization which is well versed in Wisconsin state politics.

The village board is being asked to approve the proposal from Platform Communications to provide public relations strategy and execution support for a maximum of \$30,000, and to allocate \$30,000 of ARPA funds for this project.

Respectfully,

Jim Rafter
President
Village of Allouez

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VILLAGE OF ALLOUEZ PROPOSAL

Platform Communications is uniquely positioned to assist the Village of Allouez in regard to next steps with the Green Bay Correctional Institution (GBCI), given plans to potentially transition to business and residential uses in the future. Key to this effort – which may include converting the 64 acres of land into commercial property, retail space, parks and recreational space, as well as housing – will be highlighting the significant economic benefits of such a project. Findings from a 2018 St. Norbert study suggests more than 1,400 jobs would be created and around \$138.5 million would be put into Brown County annually if the facility is transitioned to residential and commercial uses.

Platform Communications is a Wisconsin-based firm with experience working on the ground in the Green Bay and Fox Valley areas, as well as statewide, for a range of advocacy efforts, nonprofits, corporations, associations and other organizations to achieve their communications and community engagement goals. Platform Communications has substantial experience in long-term strategic planning, communications, community engagement, and public and governmental affairs in the state of Wisconsin and across the Midwest. Enabling educational outreach to candidates for elected office to brief them would also be prioritized in this effort. What follows is a summary of services we would propose to achieve these goals:

Services

Strategic Communications

Platform will provide strategic communications advice and guidance to the Village of Allouez with regard to a communications strategy, engage in a strategic planning process, develop strategy, attend meetings and other discussions as needed, draft communications planning material and other content as needed, and more. Given community interest and previous media presentations in regard to this facility transitioning to another use with significant economic benefits, a strategic communications planning process will greatly benefit the Village of Allouez and help provide accurate information to members of the community who are interested in learning more about this potential transition.

Message Development and Content Creation

Platform will provide assistance in creating, drafting, and distributing any content needed for this project, including both collateral material such as information packets and one-pagers for the briefing of key stakeholders, as well as communications materials for use with the media and public. This material will help advance the Village's strategy in regard to the Green Bay Correctional Institution transitioning to commercial and residential use, and the vast economic benefits to the local community if that transition occurs. The materials would be focused on job creation, increased tax revenue, potential business and residential uses that would benefit the local community, and other messages deemed worthy. Examples of content that would be created:

- One pagers for distribution to leaders and key stakeholders
- Information packets for members of the public, members of the media, elected officials, community leaders, candidates for elected office and others
- Press releases in regard to the transition of the facility to a new purpose and other major events
- Material to aid the Village, supporters of the project, and others share their thoughts in interviews, public speaking engagements, events, and more.
- FAQ documents to address community questions about the transition
- Digital content that can be used on social media pages to help inform community members about the facility and potential transition to different uses
- Other content needed for the Village of Allouez

Media Relations and Outreach

Platform can assist as needed with a strategy around media outlets and reporters throughout the local Green Bay area, the broader region and the state of Wisconsin to help advance the Village's communications and public engagement goals. Our assistance can come in the form of advice and planning, or in the form of direct engagement with the media when desired. This could include pro-actively engaging media outlets and reporters on aspects of the project they could cover when that is desirable, helping to address incoming media inquiries in regards to the facility potentially changing uses, and more. Platform would utilize strategic communications plans agreed upon with its client, when working with members of the media. Outlets Platform could engage with in the local area including local TV, local radio, and local print and online publications, as well as any regional or statewide press that express interest in covering the project.

Cost

Platform can accomplish all of the above services for a monthly retainer of \$3,000 to be paid each month during the duration of the project.

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ABOUT PLATFORM

Based in the Midwest with national reach, Platform Communications has the expertise and relationships with policymakers and opinion leaders to get you real results. Our team of consultants works with Fortune 500 and global companies, proponents of major economic development projects, small businesses, issue advocacy organizations, ballot initiatives, thinktanks, associations, and nonprofits of all shapes and sizes.

With decades of collective experience in strategic communications, advocacy, crisis management, and more – in both government and the private sector – we pride ourselves on providing the kind of powerful advocacy it takes to get real results.

SERVICES

- ✓ Strategy Development
- ✓ Public Relations
- ✓ Crisis Communications
- ✓ Media Training
- ✓ Public Affairs
- ✓ Policy Analysis & Research
- ✓ Content Writing
- ✓ Social Media
- ✓ Digital Strategy
- ✓ Advertising & Marketing
- ✓ Digital Advertising
- ✓ Video Filming & Editing
- ✓ Design & Creative
- ✓ Web Development

Powerful Advocacy, Real Results.





CLIENT DELIVERABLES

- Strategic plans and coordination around public relations efforts, digital and marketing campaigns, crisis management, public affairs efforts, advertising, & more.
- Media relations and outreach, including the most up-to-date statewide, national, and industry-specific press lists for press release distribution.
- Press releases, statements, op-eds, speeches, talking points, media briefings, FAQ documents, letters to the editor, and other material for media or public consumption.
- Planning and on-site logistical support for press conferences, public announcements, stakeholder meetings, & other engagements with press or key audiences.
- Legislative & stakeholder engagement services including issue-based literature, mail, digital solutions, teleconferencing, & more.
- Coalition building, association management, political and legislative intelligence gathering.



CLIENT DELIVERABLES (cont.)

- Policy updates, memos, one-pagers, whitepapers, and other material for briefings on legislative and regulatory issues.
- Ad copy for TV, radio, mail, digital, and other advertising, as well as coordination with media buyers and other vendors.
- Tailored content for all social media platforms including Twitter, Facebook, Instagram, YouTube, Medium, and more.
- Media prep materials including mock questions, panel/debate-style prep sessions, research on opposing arguments.
- Newsletters, website content, corporate histories, bios, blogs, and other content.

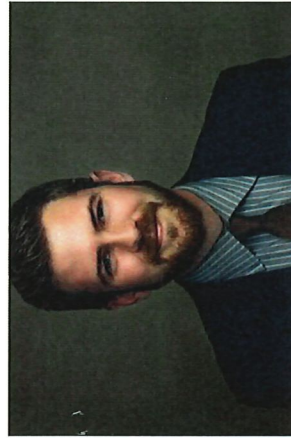
KEY ACHIEVEMENTS

- ✓ Overwhelming victory on the Marsy's Law for Wisconsin ballot initiative with 75% of Wisconsin voters approving the statewide referendum and broad bipartisan support in the Legislature
- ✓ Helped launch "Stop the COVID Spread!" coalition campaign with more than 135 members, significantly amplifying public health messaging on curbing the spread of COVID-19
- ✓ Spearheaded ad campaign behind the successful Wisconsin Homeowners Alliance effort to pass a state law protecting homeowners from unfair property tax increases
- ✓ Established the Wisconsin Valley Jobs Coalition and helped with successful efforts to help bring Foxconn Technology Corp. to Wisconsin – and keep the company here after a change in governor's administrations
- ✓ Advocated for successful repeal of Wisconsin's mining moratorium to open the state up for investment, and passage of sensible mining regulations to allow for responsible development
- ✓ Launched key financial industry policy solutions with successful whitepaper campaign to targeted congressional offices

OUR TEAM



Keith Gilkes
Chairman & Chief Executive Officer



Brian Reisinger
President & Chief Operating Officer



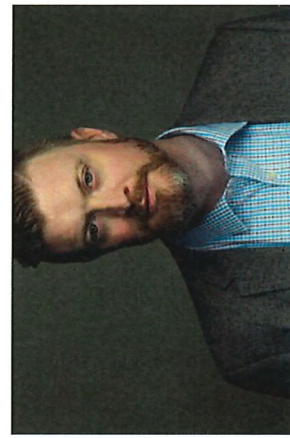
Kathryn Kotowski
Executive Vice President of
Finance & Administration



Anthony Birch
Vice President of Marketing &
Digital Strategy



Lauren Clark
Director of Policy Research



Nathan Conrad
Director of Advocacy



Erin Collins
Director of Public Relations



Matt Johnson
Field Operations Strategist &
Account Executive

WHO WE ARE

Keith Gilkes

Chairman & Chief Executive Officer

Keith Gilkes, founder and principal of Platform Communications, is a valued voice in the world of political strategy, issue advocacy, and brand identity communications. During his nearly twenty-year career, Gilkes has been recognized by the American Association of Political Consultants (2013) and Politico in its list of '50 Politicos to Watch.'

Gilkes served as Governor Scott Walker's first Chief of Staff where he helped initiate the governor's budget that eliminated a \$3.6 billion deficit and launched Governor Walker to national prominence with groundbreaking economic reforms. He left the governor's office to focus on ensuring Walker's victory in the historic recall attempt.

Gilkes continues to be a valuable voice in the policy and decision making process, helping policymakers, private-sector clients, associations, nonprofits, and others manage difficult situations in a way that maximizes their potential.

Brian Reisinger

President & Chief Operating Officer

Brian Reisinger has built a battle-tested career in strategic communications – first as an award-winning investigative journalist, then in a series of public affairs efforts that included U.S. Sen. Ron Johnson's upset campaign victory in 2016.

Brian has headed communications efforts for global companies, bipartisan ballot initiatives, issue advocacy organizations, U.S. Senate committees on health, education, labor, energy, and infrastructure, and the statewide political campaigns of U.S. Sens. Ron Johnson (R-Wis.), Lamar Alexander (R-Tenn.) and Gov. Scott Walker.

He specializes in communications strategy, public advocacy, messaging, media relations, crisis management, writing, media and debate prep, ad campaigns, and digital rapid response. Brian brings clear focus, hard-fought experience, and unsurpassed work ethic to any corporate, political, or crisis communications situation.

WHO WE ARE (cont.)

Kathryn Kotowski

Executive Vice President of Finance & Administration

Kathryn Kotowski developed her skills in finance and organizational management through positions in the corporate, academic, and political worlds. Early in her career she worked as a university financial aid administrator and student employment program coordinator. She distinguished herself with her unique abilities and creative problem-solving skills. She later worked as a campaign finance assistant, before joining Platform's CEO in 2015 as Executive Assistant.

Anthony Birch

Vice President of Marketing & Digital Strategy

Anthony Birch is an experienced marketer, communicator and story-teller who has honed his skills on Sen. Ron Johnson's successful re-election, in the U.S. Senate for Sen. Lamar Alexander, at Targeted Victory where he worked with renowned political campaigns and national political committees on their marketing and digital programs, at Wisconsin's state chamber of commerce Wisconsin Manufacturers and Commerce (WMC) and with the Fortune 1000 energy technology company Generac. Anthony's marketing, communications and story-telling skills have been refined through tangible success in his roles that have come from leading holistic ad strategy and media planning, direct to consumer and direct response marketing strategy, email marketing strategy and copywriting, creative strategy, social media strategy, public relations efforts and content creation projects.

He knows that there is a difference between motion and movement. Anyone can come up with tactical ideas, but the key is asking enough questions to get clear about your goals so you can develop a strategy that includes the tactics that will help you reach your KPIs. Anthony can't wait to help you reach your audience where they are with a message that they will be receptive to hear to encourage them to take an action that they are ready to take.

WHO WE ARE (cont.)

Lauren Clark

Director of Policy Research

Lauren Clark has held positions in both the State Senate and State Assembly. She possesses a thorough understanding of the legislative process with extensive experience in policy development and analysis. Throughout her legislative career, she has served as a policy advisor on diverse topics such as natural resources, agriculture, higher education, aging and long-term care, and the Joint Committee on Finance.

Erin Collins

Director of Public Relations

Erin Collins leverages her years of experience winning battleground elections and helping members of Congress navigate complex political landscapes and media challenges to advise trade and nonprofit organizations, corporations, and other clients. Her work coaching high-profile candidates and leaders through media training, developing media strategies, and finding success through times of crisis helps clients win the day and see their messages delivered effectively. Most recently the spokesperson, chief communications strategist, and senior advisor to US Congressman Troy Balderson, Erin has spent years building her career in the nation's capital. She was previously a spokesperson and the Deputy Press Secretary for the National Republican Congressional Committee, where she helped shape national coverage to position candidates for success in a difficult election year for Republicans and successfully defended multiple targeted seats. She brings with her a wide range of relationships that span across the country's political, media, and communications ecosystems.

Throughout 2020, Erin led a sitting member of Congress' response to the COVID-19 pandemic through rapid, honest dissemination of information and robust legislative and outreach strategies, helping him provide answers and relief to constituents, and cementing him as a source of confidence during a moment of immense pressure and widespread mistrust. Erin brings this background to clients by cutting through the noise and helping each speak to the right people, see a broad vision to meet their goals, and meet those goals through attention to detail and persistence.

WHO WE ARE (cont.)

Nathan Conrad

Director of Advocacy

Nathan Conrad, with nearly a decade and a half of political communication and public affairs experience, has had an active role in a number of political campaigns and state, and federal agencies as both a spokesperson and a communications specialist. Nathan Conrad worked as a Special Assistant in the Environmental Protection Agency's Office of Public Affairs providing copy, analysis, and media training on Agency press and online strategy.

He served as Deputy Communications Director for the Office of Enforcement and Compliance Assurance, led the communications efforts for the Republican Party of Wisconsin throughout 2012, and was Communications Director for the Public Service Commission of Wisconsin, the Badger State's utility regulation office. His ability to distill complex regulatory language to an easily discernable format is well regarded in the energy and environmental communities.

Matt Johnson

Field Operations Strategist & Account Executive

With several years of coalition building and communications experience, Matt Johnson has had an active role in building support for legislation, ballot initiatives, large-scale economic development and renewable energy projects in Wisconsin, and more. Matt worked as the Political Director for Marsy's Law for Wisconsin, where he conducted outreach to community groups and stakeholders to build bipartisan support for victims' rights that were successfully added to the state's constitution. Matt was later the Field Operations Director for the Wisconsin Land and Liberty Coalition, a project of the Wisconsin Conservative Energy Forum.

Matt built community and stakeholder support for several utility-scale renewable energy projects throughout the state of Wisconsin. Matt has significant field experience and can activate supporters across the state of Wisconsin, in addition to his communications expertise in the areas of media relations, opinion campaigns, content writing, and other strategic communications efforts.



CONTACT INFORMATION

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