

Lobbying Summary

Charleston:

- State lobbyist – McNair Law Firm
 - Not to exceed \$60,000 / year
- Federal lobbyist – TCH Group/Clyburn Consulting (partnership)
 - \$96,000

Both firms were selected recently through an RFP process. Both contracts are for 2 years with 4 one-year extensions.

The City has a staff member responsible for coordinating the lobbying efforts between the City and the firms. They keep track of legislation and help secure information from staff on pending legislation.

Columbia:

- State lobbyist - Michel Law Firm
 - \$71,000 / year
- Federal lobbyist – Capital Edge
 - \$75,000 / year

The City is very pleased with Capital Edge and their assistance with securing grants. They made particular mention of Capital Edge's connections in Washington and setting up meetings for City staff with the appropriate federal personnel. Capital Edge comes to Columbia once or twice year for a City Council briefing.

The City has a staff member responsible for coordinating the lobbying efforts between the City and the firms. They keep track of legislation and help secure information from staff on pending legislation.

Greenville:

- State lobbyist – Riley, Pope, and Laney
 - \$5,000 / month for 7 months (\$35,000)
 - \$3,750 / month for 5 months (\$18,750)
- Federal lobbyist - Squire Patton Boggs
 - \$5,000 / month (\$60,000)

The City has had both firms for about 15 years. Both firms are very communicative with the City on issues and, like Columbia; they are very pleased with Patton Boggs efforts on securing grants. City Council and select senior staff travel to Washington DC once a year for meetings, and Patton Boggs comes to Greenville once a year.

Their state lobbyists consists of two lobbyists and a paralegal, in essence you are getting three full-time positions for their fee. It is worth noting the long-standing relationship between the City and Riley, Pope and Laney has resulted in what appears to be their favorable pricing. I would not expect new clients to get the same rate.

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Horry County:

- State lobbyist – None
- Federal lobbyist – John Napier (\$70,000 - \$80,000)

The County keep's John busy and they seemed pleased with his efforts.

Mt. Pleasant:

- State lobbyist – West Law Firm
 - \$15,000 / year
- Federal lobbyist – none

They are pleased with West Law's work.

Rock Hill:

Rock Hill is unique. They do not have a state or federal lobbyist. They employ an Intergovernmental Relations Manager (Jeremy Winkler). Jeremy supervises a team of four FT grant writers. He manages the process and maintains the contacts in Columbia and in DC. Jeremy's background includes time as a former staffer on Capitol Hill.

They have two key leadership representatives in Columbia in Gary Simrill (House Ways and Means) and Tommy Pope (House Speaker Pro Tem). The City utilizes those relationships and committee appointments. They also have a good working relationship with both US Senator's staff.

They claim to have received \$60 million in federal grants over the last 18 years (I think he said since 2001), and they typically secure some dedicated state funding through provisos. The state award is usually \$500,000 - \$1,000,000. The City is very strategic in their ask every year based on need, and they work closely with their state delegation.

The IGR manager's salary and benefits are probably \$100,000 - \$125,000. If you want to include the 4 FT grant writers and operating monies, I'm going to guess the intergovernmental relations budget is about \$450,000-\$500,000.

Raymond Anthony Denny

Denny Public Affairs provides government relations, lobbying and strategic public affairs services for corporations and trade associations. Tony Denny, the principal of Denny Public Affairs, has worked at the highest levels of South Carolina's political and business arenas for over twenty years and has developed longstanding relationships with key policy makers and their staff members. His experience translates into detailed knowledge of the government decision-making process and a broad understanding of the business and political environments throughout the state. Denny brings the perspective of a former political consultant to the development of effective communications and business strategies for his wide range of clients.

For the last fifteen years, Denny has provided government affairs consulting and advocacy for some of the state's leading companies and organizations such as Duke Energy, the Municipal Association of SC, and the SC Council on Competitiveness. He develops and implements bi-partisan political and public affairs strategies to aid business and associations in effectively communicating their message to elected and appointed officials.

Prior to starting Denny Public Affairs, Tony Denny worked as a political advisor and staff member to numerous South Carolina candidates and office holders, including Senator Strom Thurmond and former Governors David Beasley and Carroll Campbell. He served as campaign manager and spokesman for the historic 1996 re-election campaign of Senator Thurmond.

Denny has also served as Market Development Manager for Browning-Ferris Industries, managing local and state government contracting and company relations with municipal and county officials throughout the state. His responsibilities included: development of new business opportunities; presentations to city and county councils; contract negotiation; public relations and community outreach programs. During Denny's tenure with the company, BFI more than doubled its municipal contracts in South Carolina.

Denny was appointed by former Governor Carroll Campbell to serve on the Recycling Market Development Council at the SC Department of Commerce and was awarded the Order of the Palmetto by former Governor David Beasley.

Denny became Executive Director of the then minority SC Republican Party during the mid 1980's, and worked with candidates and other party leaders to achieve some of the GOP's greatest successes, including attaining a record 53 Republican seats in the South Carolina Legislature. Now, as South Carolina's legislature has become solidly Republican, he has helped his clients build stronger coalitions with legislative leaders and members in both Houses and both parties.

Denny is an active member of the political community and serves as an advisor to many elected leaders and policy makers. He served on the 2008 and 2011 Presidential Primary Task Force and is a frequent analyst and speaker on South Carolina election trends. He is involved in the business community as a member of the Tax Committee of the South Carolina Chamber of Commerce, South Carolina Business and Industry Political Education Committee and the Board of the Palmetto Agribusiness Council. Denny serves on the Board of Access Opportunity, a non-profit that leads the state's program for scholarships for exceptional needs students.

Denny is a 1983 Graduate of Wofford College with a BA Degree in Economics.

Connelly-Anne Ragley

Connelly-Anne Ragley has more than 10 years experience in aiding both for profit and nonprofit organizations with winning strategies. Since late 2010, Ragley has provided research, legislative monitoring and lobbying for the clients of Denny Public Affairs as well as event planning services, media relations, philanthropic giving and community engagement, grassroots communication and strategic message management.

Prior to working with Denny Public Affairs, Ragley worked for several years for a campaign consulting firm working on races for local, statewide and Congressional candidates in ten states. She directed day-to-day management of campaigns, fundraising, oversaw collateral production and implemented media plans and purchased more than one million dollars in political television advertising in 2010 alone. During graduate school, Ragley was employed by the Girl Scouts of South Carolina- Mountains to Midlands in their community development and management program.

She is actively involved in her community and has served on several committees in the Midlands including the Junior League of Columbia and the Board of Directors of Senior Resources, Inc, the local Meals on Wheels provider in Richland County. In 2017, Ragley was appointed by First Lady Peggy McMaster to serve on the South Carolina Governor's Mansion Foundation which oversees fundraising efforts for the Mansion and grounds. She is also a Certified Judge with the South Carolina Barbeque Association.

Ragley, a Rock Hill, SC native, holds a bachelor's degree in Communication Studies and a bachelor's degree in Political Science from Clemson University and a joint Masters of Public Administration from Clemson University and The University of South Carolina. In 2015, Ragley was named to the Young Alumni Council of the Clemson Alumni Association and looks forward to connecting fellow alumni back to Clemson. She resides in Columbia with her husband and fellow Clemson grad, Jay W., along with their sons, Jack and Ellis, and their three beagles- Jasper, Calhoun and Lilly Lou.

Tony Denny
803-315-9648 cell
tony@tonydenny.com

Connelly-Anne Ragley
803-517-0783 cell
connelly.anne@gmail.com

DENNY PUBLIC AFFAIRS

GOVERNMENT RELATIONS & ISSUES MANAGEMENT

July 22, 2019

The City of Myrtle Beach
973 Broadway Street
Myrtle Beach, SC 29578

Dear Mayor and Members of City Council:

Re: Letter of Agreement for Consulting Services in South Carolina

Thank you for the opportunity to submit the following proposed letter of agreement. We hope to have the opportunity to put our twenty years of experience in legislative advocacy to work for The City of Myrtle Beach. We are tracking the legislative issues in play in the 2019-2020 General Assembly that will impact Myrtle Beach, including the need for flexibility with hospitality fees and related hospitality tax bills, business license tax reform, affordable and workforce housing legislation, the annual appropriations process and other home rule issues.

Denny Public Affairs will engage in consulting and lobbying services in South Carolina necessary to advance the legislative objectives supported by the City of Myrtle Beach (the "Consulting Services"). The Consulting Services will include: (1) engaging in direct lobbying in the South Carolina General Assembly and the Executive Branch ("Lobbying Services"), and (2) engaging in indirect advocacy activities, including coalition building, communication strategy, messaging and strategic planning ("Indirect Advocacy Services").

Tony Denny, the principal of Denny Public Affairs, will coordinate legislative planning and strategy with City leadership and staff as directed and report on a regular basis as legislative developments warrant. Tony Denny and other associates that he may designate will register to lobby on behalf of the City and will comply with all lobbying reporting and disclosure requirements under South Carolina law. The compensation paid to Denny Public Affairs pursuant to this agreement includes consideration for both Lobbying Services and Indirect Advocacy Services.

Denny Public Affairs, LLC will act as an independent contractor to the City of Myrtle Beach

Services Rendered

- Pre-session planning: advance planning and education is critical to legislative success. We will participate in Myrtle Beach with City leadership and staff in drafting legislative proposals, analysis and pre-session legislative outreach in order to be prepared for the January 2020 session.
- Engage members of the Executive Branch and relevant departments and agencies, including the Office of the Governor, Department of Commerce, and the Department of

Parks, Recreation and Tourism, to outline and promote the City's objectives in South Carolina.

- Legislative Outreach: Denny Public Affairs will work to facilitate stronger relationships among key lawmakers in the General Assembly. The priority will be continued outreach to lawmakers from the Grand Strand and Pee Dee region while constantly raising the awareness with lawmakers statewide on the critical role that Myrtle Beach plays in the state's tourism economy.
- Provide strategic and timely guidance on the annual state budget process in order to position the City to be successful with budget priorities.

Agreement Terms

As compensation for these services Denny Public Affairs proposes the following fee schedule: total monthly fee of \$5,000 beginning September 1, 2019. Twelve months @ \$5,000 for a total annual project cost of \$60,000 will be due to Denny Public Affairs, LLC.

We look forward to working with you and your colleagues and working with one of South Carolina's most treasured tourist and family destinations.

Agreed to this ____ day of _____ 2019.

Tony Denny
Principal, Denny Public Affairs

City of Myrtle Beach

Denny Public Affairs, PO Box 11872, Columbia, SC 29211
Ph: 803-748-1197 / 803-315-9648