

Vincent R. Williams & Associates, PC
804 Philippa St.
Hinsdale, Illinois 60521
(312) 287-5456

October 18, 2016

Paul Hansen
Illinois Coin Laundry Association
Suite 205
1s660 Midwest Road
Oakbrook Terrace, Illinois 60181

Re: Illinois Coin Laundry Association Proposal

Dear Mr. Hansen,

Vincent R. Williams & Associates, P.C. is pleased to present this proposal to provide lobbying services to the Illinois Coin Laundry Association (hereinafter referred to as ICLA). Vincent R. Williams will be teaming with K. Brown and Associates Consulting LTD. Together, the team has considerable experience dealing with the Executive, Legislative, and Administrative branches of Government in the City of Chicago and State of Illinois. In addition, the team has experience with City and State budget issues and a demonstrated capacity to deal with appropriations.

Project Scope

The ICLA is an affiliate of the Coin Laundry Association, a strong, vibrant network of laundry owners, distributors and manufacturers with affiliates throughout the country. Industry members depend upon ICLA for advocacy, policy, and technical support. The association also provides information to potential investors.

The ICLA seeks to exempt or mitigate the impact of the Chicago Water and Sewer Tax Ordinance, enacted on September 14 2016, upon coin laundry owners. The Ordinance imposes a tax upon 1) the use or consumption in the City of water that is purchased from the Department of Water Management, and 2) The transfer of wastewater to the City sewer system from property located in the City.

Scope of Service

The VRW Team will, in partnership with the ICLA, perform the following:

1. Create a City ICLA agenda to reflect Public Policy.
 - Examine industry, geographic or demographic parameters that may be established to offer rate relief.
 - Review the possibility of the City extending a discounted tax rate to self-service laundromats. The goal being to get a reduction similar to the senior citizen reduction.
 - Identify/develop a timeline that can be proposed for capping water fees.
 - Identify possible incentives that may offset the impact of the increase including, but not limited to, grants or rebates for new water efficient equipment.

The VRW Team will also assist with ICLA agenda development. This is a significant opportunity for ICLA and its members to frame its agenda, objectives, and talking points.

2. Proactively monitor legislation and committee activity for ordinances/bills that may affect the ICLA's legislative/policy agenda.
3. Educate city/state and other local officials about the ICLA and issues important to the ICLA Mission

The team will educate state and local officials about ICLA's legislative/policy agenda, mission, and "place" in the City of Chicago. In addition, the Team will brief government leaders on the industry and its operation. Finally, we will encourage and organize client events in legislative wards/districts around the city – local officials will be included.

4. Provide resources and support to local ICLA and Neighborhoods for building relationships with government and key influencer's.

We will provide organizational assistance at the local level, messaging ideas for governmental outreach, and consistently monitor local activities as they relate to the City of Chicago. We will visit Council members during "non-session" times in their wards.

We are quite willing to commit to attendance at Association meetings. We want to participate; we cannot advocate on behalf of the ICLA without the input of Association members. In addition, we will, if needed, gladly commit to participation in state and national ICLA public policy events.

5. Coordinate and support citywide initiatives and activities.

Reporting

The VRW team will communicate on a bi-weekly basis with the ICLA regarding the status of pending matters and submit a monthly written report.

Estimated Timeline

Our approach to establishing and developing a relationship with the Association will be as follows:

October 2016

- Organizational meeting
- Introductions
- Agenda development

November 2016

- Finalization of 2017 tentative agenda
- Council Leaders/ Mayor's Office.

December 2016 to September 2017

With an agenda in hand, we would propose outreach to each relevant committee and caucus leader. We feel we have significant leadership access. Various Aldermanic Leaders may suggest we engage other members of the Council as a designee on particular matters. We find each leader – when time permits – very open and accessible. Hence, individual Ward visits, with local ICLA members participating, will be suggested. Our review of a list of your members may suggest a local nexus with each leader.

Membership

The Team will put together a representative map based on your membership and think through the best approach for specific outreach to individual members.

Caucus Presentations

The Team will prepare informational presentations for various Aldermanic caucuses (e.g., Black Caucus, Hispanic Caucus, Progressive Caucus, etc.).

Administrative and Executive Branches

We would suggest outreach to key staff in each branch. Certainly, various officials are aware of ICLA. Developing and seeking the assistance of each branch might be strategically appropriate. Where appropriate we may also engage the City's Departments of Revenue, Water, and Corporation Council. However, we will only engage these departments if doing so works to the advantage of

ICLA. In addition, we may engage the following City Council Committees: Finance, Budget, Licensing and Consumer Protection, and Transportation and Public Way.

Throughout this process, we will continue to explore and report on each specific initiative and strategic direction as well as the policy opportunities or challenges we may face.

Term of Contract

The term of the contract shall commence on October 31, 2016 and shall end on October 30, 2018. Fifteen (15) days prior to the end of the contract period, the VRW Team will review the status of the process to date, expansion of scope, and/or additional services that may be required.

Time Commitment and Fee

The VRW Team proposes to provide strategic and government relations services to ICLA on a monthly retainer basis. The monthly retainer provides monthly service at a rate of \$2,500 per month. The total contract value is \$60,000. Upon proper documentation, the VRW Team shall be reimbursed for agreed upon expenses incurred. Any additional consultation or services authorized beyond the Scope of Work presented herein will be billed at an agreed upon rate. Additionally, the following expenses shall be billed separately:

- Transportation and travel
- Lodging and meals
- Plans and/or report reproduction expenses

The VRW Team will bill monthly for the above referenced services and expenses

Method of Payment

Retainer fees are required in full in advance of services; payment is due on or before the 30th of each month. If payment is not received by the 30th, full standard hourly rates will apply for any work performed during that month, and monies received will be applied accordingly. Payments rendered are considered fully earned and non-refundable.

Registration/Ethics Issues.

The City of Chicago, County, and State of Illinois have very broad lobbying laws, requiring registration of any retained professional representing another entity or person. We will operate within this framework. In addition, any entity ultimately

contracting with these bodies would need to file a disclosure statement. As long as full disclosure is made, a third party can be retained to represent any private entity before these bodies.

Termination

This Agreement may be terminated by either party upon thirty (30) days written notice. Upon termination under this provision, if there is no fault, the VRW Team shall be paid for services rendered and reimbursable expenses until the effective date of termination.


We hope this proposal meets your needs and we welcome the opportunity to make an in person presentation. We look forward to working with the ICL.A. Please do not hesitate to contact me at (312) 287-5456 or Kathy Brown at (773) 339-4987 if you have any questions.

Sincerely,

Vincent R. Williams kb

Vincent R. Williams
Vincent R. Williams & Associates, P.C

ACCEPTED by Illinois Coin Laundry Association



Authorized Signature

10/25/16
Date