



Finance Department Purchasing Services

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Accounting Services Manager
Patricia A. McDermott, CPA
Budget & Program Evaluation Manager
Christine Koh
Internal Audit & Grants Manager
Kolawole Akintola
Risk Manager
Eric Veum
Treasury & Revenue Manager
Craig Franklin, CPA

Non-Competitive Selection Request

Requisition Number

Fund
1100 GENERAL

Major
546** Consulting/Professional Services

Agency
Mayor

Total Purchase Amount
\$ 72,000.00

Vendor Name
The Welch Group

Product/Service Description

State government affairs and strategic advocacy, including:
Relationship Building:
○ Establish and maintain strong working relationships with members of the Wisconsin legislature, executive branch, and other key decision-makers.
○ Act as a liaison to align the City's priorities with state-level stakeholders, building goodwill and ensuring open lines of communication.
● Legislative Monitoring:
○ Track, analyze, and report on proposed legislation and regulatory changes that could impact the City of Madison.
○ Complete all reporting on lobbying activity required by the state ethics board.
● Political Strategy Guidance:
○ Develop and implement tailored political strategies to advance the City's legislative agenda.
○ Offer strategic counsel to anticipate and navigate political challenges, leveraging relationships and legislative insights.
● Stakeholder Engagement:
○ Collaborate with municipal officials, community organizations, and regional

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partners to build coalitions and amplify advocacy efforts.
o Represent the City of Madison in relevant legislative hearings, meetings, and events to advocate for the City's priorities.

Exception Criteria

8. Otherwise authorized by law, rule, resolution, or regulation.

Reason For Request

There are a very small number of full-service government affairs firms in Madison that offer both representation in the capital and strategic advice, have strong demonstrated bipartisan relationships, and have the capacity to take on a client of the size and breadth of interest of the City of Madison. After significant research, including conversations with relevant stakeholders, our office narrowed the search to a few top candidates. After interviewing each, we are convinced that only the Welch Group has the combination of attributes (and, importantly, no client conflicts) to meet the City's needs for the coming years.

Requestor

Munger, Sam R.

Comments

The City has not previously done business with The Welch Group.