

FIRM OVERVIEW

Capitol Core Group, Inc. (Capitol Core) is a national government relations and strategic communications firm with offices in Sacramento, Washington, D.C, Columbus, Ohio and Austin, Texas. As a national firm, Capitol Core has been operating for five-years, however; our history dates back to 1983 and includes one of the oldest public affairs and strategy firms in Orange County, California. We build upon a 37-year record that includes a historic Congressional “write-in” election victory, solid environmental and land-use approvals, assisting a City out of active Chapter 9 bankruptcy (San Bernardino) and the successful handling of government relations issues ranging from state/federal funding, to policy and regulatory language amendments. We continue to eliminate barriers, provide our clients a voice with policymakers, and affect those government decisions that impact those who make America work.

Our California offices have provided government relations services to several of the State’s water agencies, the Ontario International Airport Authority, local governments, the Nation’s single largest insurance support organization and fleet safety compliance company, and an environmental services company. Our public agency clients include water districts/agencies/authorities, local governments, and airport authorities. Our experience with these clients includes implementation of the Sustainable Groundwater Management Act (SGMA), flood control, water storage/banking, transportation, complex public/private-public partnerships (P3s and P4s), expansion of municipal transportation services, assisting land-use clients in navigating the greenhouse gas effects of transportation in greenfield development, facilitating an airport transfer (the Ontario International Airport from City of Los Angeles ownership to local control) and negotiating with the Department of Defense on addressing regional groundwater issues around bases in the state. For the County of Sonoma, we bring a long history of representation and success for our clients. Our relational capital extends from policymakers to appropriators and works within key agencies of interest to the County.

WHAT BENEFITS THE COUNTY OF SONOMA

Every competent Sacramento advocacy firm can monitor legislation, write reports and leverage relationships to make ‘an ask.’

Capitol Core is an extension of County staff. We take the time to understand the issues, develop a strategy, and educate policymakers to the point they are invested in our client’s goals. We specifically tailor our lobbying strategies to each project and client. We understand the national trends and how they interact with California, giving our clients an advantage. This means Sonoma County can put federal and State government funding opportunities together to produce results. The County is going to know what’s going on in the Governor’s office relative to infrastructure, emergency management, housing, homelessness, water, energy and environmental policy before it is news. Lastly, you will have the ability to advance a coalition to amplify your message appropriately.

Capitol Core is more proactive than reactive. We are not merely a ‘monitoring shop,’ rather, we advance agendas and accomplish goals. Finally, of course, we identify and monitor legislation and regulation with advanced legislative monitoring tools, giving you advanced warning of pending actions.

KEY PERSONNEL

Jeff Simonetti

Senior Vice President
California Practice Lead



15-Years' Experience in
Government Relations

California State Lobbyist
ID #1406171

Education:
Bachelor's degree in Politics,
Philosophy & Economics
(PPE)

Master's degree in Finance &
Entrepreneurship

Jeff Simonetti is a leading state lobbyist and local government relations specialist. As Senior Vice President at Capitol Core, he leads the firm's California lobbying and Southern California local government relations practices. In addition, Simonetti serves on the government relations team representing clients before the United States Congress and various state legislatures.

Simonetti is a published author and recognized strategic counselor in both the water and post-redevelopment era municipal funding industries. His successes have included the implementation of local government financing strategies such as Enhanced Infrastructure Financing Districts (EIFDs), land use, water procurement consultation/policy, and energy efficiency financing. Simonetti's focus is providing creative strategies and winning execution of government relations campaigns for our clients. He is one of the founders of the San Bernardino County Water Conference bringing over 400 elected officials and business leaders together annually to discuss pressing water policy issues affecting local communities.

A Massachusetts native, Simonetti holds a bachelor's degree in Politics, Philosophy & Economics (PPE) from Claremont McKenna College and a master's degree in Finance & Entrepreneurship from Boston University. He was a student-fellow at the Rose Institute of State and Local Government.

Michael W. McKinney
President & Managing
Executive



29 Year's-Experience in
Government Relations

California State Lobbyist
ID #1406225

Education:
Bachelor of Arts degree
Political Science

Master of Public
Administration and Policy

Member American
Association of Political
Consultants; Member Public
Affairs Council

Michael W. McKinney is a Founding Member of Capitol Core Group and currently serves as the firm's managing executive. He is nationally recognized for providing unique lobbying and political consulting for large and small corporate clients, non-profit associations, public agencies, as well as political and issue-based campaigns.

With over two decades of success in the lobbying and political strategy industries, McKinney established a cutting-edge combined services firm with a national focus providing integrated government relations, strategic communication and political consulting services. Since Capitol Core's formation in 2015, Michael has scored significant victories for a wide range of clients in appropriations, energy, water, land use, property-rights protection, and environment. He has led efforts and built alliances that have resulted in regulatory changes, widespread Congressional support, and numerous legislative successes.

Featured in the *Wall Street Journal*, *The New Yorker*, and other publications, McKinney is well known for his political strategy work. His experience in the government relations field is what makes him unique, having represented clients before the United States Congress, eight State Legislatures and over 200 local Southern California governments. McKinney's work has ranged from leading one of the largest successful municipal recall campaigns in California history to public policy issues on telecommunications competition, energy efficiency, and alternative teacher credentialing.

Originally from Orange County, California, McKinney holds a bachelor's degree in Political Science and master's degree in Public Administration and Policy. He serves as a National Peer Judge for the American Association of Political Consultants' "Pollie Awards" and is a member of both AAPC and PRSA.



Todd Tatum

Senior Advisor

Intergovernmental Affairs

20 years of Government
Relations ExperienceEducation:
Bachelor of Arts in
Government

Todd Tatum has extensive experience in government, water development and policy, as well as land-use. He works with water districts, local governments and agencies seeking to enhance their water supplies and build water resource infrastructure. In short, Tatum locates, secures and structures the most economical transfer and exchange agreements. His effort has resulted in the completion of over one million acre-feet of both permanent entitlement and “wet water” transfers. In addition, Todd has advised both public and private clients on a variety of water-related transfers including groundwater banking operations, short and long-term transfers, and the purchase of floodwaters when available.

Tatum’s career began as Congressional staff in the House of Representatives. In 1989, he joined the family business in land-use development. In his tenure he has overseen the entitlement, development and construction of more than 4,000 single-family homes and led one of fastest-growing homebuilding companies in the nation.

Tatum graduated from Harvard University and has served on a number of public and private boards including the Mojave Desert Resource Conservation District, President of the Building Industry Association Baldy View Chapter and the 28th District Agricultural Association (San Bernardino County Fair Board).

