



Client Builder

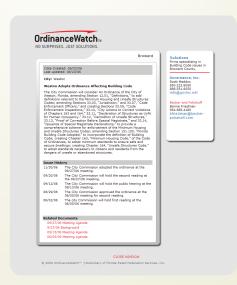
Each year, more businesses need help dealing with Florida's local governments.

Can your firm help them?

Each week, we notify scores of subscribers about local government issues that may affect their bottom line. Now with Client Builder, your firm can be included in a list of preferred firms— firms who can help subscribers address the specific local government challenge they face. We're connecting this real-time alert with some just-in-time professional help.

For \$5,000 annually, your firm can be listed in every email alert about any of the 67 counties and 111 cities we monitor in the state of Florida. Additionally, with your Platinum Level Client Builder, we will email alerts branded with your firm's logo to 30 of your most valued clients.

It's name recognition when it counts most – as subscribers realize they need help. When companies are notified about local government issues they asked us to track, your firm will be just a click away from offering them a solution.



How it Works

It's simple. Our subscribers select issues and locations they want to track. You sponsor an issue and location where you have expertise. An issue placed on a local agenda generates an email alert that ties your expertise to the subscriber's interest. It's a just-in-time connection no other media can offer. OrdinanceWatch™ is in the business of connecting those who have expertise to those who need it.



Local Governments affect a wide range of interests.

Below are 116 issue areas being monitored by OrdinanceWatch™. Please contact us if you do not see an issue on this list that you would like monitered. We are always willing to expand our issue list.

Code Enforcement

- Building Code
- Code Enforcement
- Drugs/Over-the-Counter Drugs
- False Alarm
- Fire Hydrants
- Fire Marshall
- Grocery
- Noise
- Nuisance
- Property Maintenance

Environment Use

- Construction/Demolition Debris Disposal
- Grease/Food Disposal
- Green Initiatives
- Landfill
- Landscaping
- · Lead-Based Paint
- Mold
- Pollution
- Recycling
- Solid Waste
- Tire Disposal
- Trees
- Water Conservation

Ethics/Elections/Lobbying

- Charter Amendments: Elections
- Elections/Special Elections
- Ethics
- Lobbying
- Procedural Changes

Financial Services

- Ad Valorem Tax
- Bonding
- Budgets
- Business Tax
- Development Application Fees
- Fees
- Local Sales Tax
- Non-Ad Valorem Tax
- Occupational License Fees
- Permit Fees
- Property Tax
- Service Fees
- Special Taxing Districts
- Tax
- Transfer Tax

General Business

- Alcohol
- Alcohol Sales
- Emergency Preparedness
- General Business
- Immigration
- Minimum Wage
- Outdoor Sales
- Shopping Carts
- Tobacco
- · Workplace Discrimination

Growth Management

- Building Moratoria
- Charter Amendments: Hometown Democracy
- Concurrency
- Down-Zoning
- Eminent Domain
- Growth Management
- Impact Fees
- · Inclusionary Zoning
- Zoning

Housing

- Affordable Housing
- Apartments
- Fair Housing
- Landlord
- Manufactured Homes
- Manufactured Housing Communities
- Mobile Home
- Mobile Home Park
- Modular Home
- Multi-Family
- Planned Unit Developments
- Rental Inspection
- · Rental Registration
- Residential
- Satellite Dishes
- Short Term Rentals
- Single Family
- Tenant
- Trailer
- · Workforce Housing

Land Use

- Architectural Design Standards
- Bilboards
- Comprehensive Planning
- Development of Regional Impact
- Land Development Code
- Land Development Variances
- Land Use
- Lighting
- Parking
- Signs

Transportation

- Airport
- Concurrency: Transportation
- Homeland Security
- Mass Transit Issues
- Median
- Proportionate Fair Share
- Right of Way
- Road Impact Fees
- Seaport
- Traffic
- Traffic Calming
- Transportation: Video

Utilities

- Cable Industry
- Electric
- Storm Water
- Telecommunications
- Total Maximum Daily Loads
- Utilities
- Utility Companies
- Waste Water
- Water
- Water Reuse
- Water Submetering
- 140





Client Builder

OrdinanceWatch™ offers subscribers email alerts about local government action, then connects them to professionals with expertise in that issue area and locality.

Gold Level \$2,500:

You will receive access to the OrdinanceWatch™ Exclusive, your firm branded statewide email advisory, for all county and issue areas in the state of Florida. Each professional within your firm will be able to register for specific issue criteria at the OrdinanceWatch™ Web site and receive an advisory that is personalized, allowing them to circulate it to current and prospective clients. Your professionals will be able to select from over 90 issue areas and from all of the counties and municipalities that OrdinanceWatch™ monitors in your state(s).

Platinum Level \$5,000:

As a Platinum level sponsor, you will receive a slot in our solutions list, a firm branded email advisory account for all of the professionals in your firm, an issue feed for your Web site and 30 firm branded email subscriptions you can distribute to your most important local government clients. Your Solutions Listing will appear to all our Standard Email subscribers and many of the largest retail companies in Florida. The issue criteria the subscribers select for their advisories are matched with your sponsorship criteria. Every time an issue you sponsor is viewed, your listing will appear. Our subscribers have looked at nearly 20,000 issues in the last year. In addition to this great branding tool, you will also receive an OrdinanceWatch™ Exclusive for every professional in your firm. This firm branded email advisory links to an issue page that includes only your contact information, excluding the other firm's sponsor listings. In addition to the 30 client subscriptions automatically circulated on your behalf, your professionals can send the Exclusive to other current and prospective clients who they think would benefit from knowing about specific local government activities.

	Platinum Statewide \$5,000 Annually	Gold Statewide \$2,500 Annually
Email Advisory		
Exclusive		
Solutions Listing		
Action Feed		
30 Client Subscriptions		OrdinanceWatch M NO SURPRISES. JUST SOLUTIONS.



OrdinanceWatch™ Moniters 67 Counties and 111 Cities in Florida.

....In addition to receiving email advisories, you will have access to a searchable database that will archive issue information on all of these cities and counties.



Stay Connected with your State

Active Cities

Alachua Altamonte Springs **Apopka** Aventura **Bartow** Belleview **Boca Raton Bonita Springs Boynton Beach** Bradenton Cape Coral Casselberry Clearwater Cocoa Coconut Creek **Cooper City** Coral Gables **Coral Springs** Crestview Crystal River Dania Beach Davie Daytona Beach Deerfield Beach DeLand Delray Beach Deltona Destin Dunedin Fort Lauderdale Fort Myers Fort Pierce Fort Walton Beach Gainesville

Greenacres Haines City

Hallandalé

Hialeah Gardens

High Springs

Hialeah

Holly Hill Hollywood Homestead Inverness Jacksonville Jacksonville Beach Jupiter Key West Kissimmee Lake Mary Lake Wales Lake Worth Lakeland Largo Lauderdale Lakes Lauderhill Leesburg Margate Melbourne Miami Miami Beach Miami Lakes Miramar Mulberry Naples New Port Richey New Smyrna Beach North Lauderdale North Miami Oakland Park Ocala Ocoee Okeechobee Orlando Ormond Beach Oviedo Palm Bay Palm Beach Gardens

Palm Coast

Panama City

Pembroke Pines Pensacola Pinellas Park **Plant City** Plantation Pompano Beach Port Orange Port Saint Lucie Riviera Beach Safety Harbor Saint Cloud Saint Petersburg Sanford Sarasota Seminole Tallahassee Tamarac Tampa Tarpon Springs Titusville Venice Vero Beach Wellington West Melbourne West Palm Beach Weston Wildwood Wilton Manors Winter Haven Winter Park Winter Springs

Active Counties

Lee

Alachua Baker Bay Brádford Brevard Broward Calhoun Charlotte Citrus Clay Collier Columbia Desoto Dixie Duval Escambia Flagler Franklin Gadsden Gilchrist Glades Gulf Hamilton Hardee Hendry Hernando Highlands Hillsborough Holmes Indian River Jackson Jefferson Lafayette Lake

Leon Levy Libérty Madison Manatee Marion Martin Miami-Dade Monroe Nassau Okaloosa Okeechobee Orange Osceola Palm Beach Pasco Pinellas Polk Putnam Santa Rosa Sarasota Seminole St. Johns St. Lucie Sumter Suwannee Taylor Union Volusia Wakulla Walton Washington



The added value in the Client Builder Platinum

Reach potential clients in a time of need

OrdinanceWatch™ is the premier local government monitoring service for corporate America, serving many of the nation's largest companies. These are people who have subscribed to receive email alerts customized to their interests – they are eager to read the alerts and address any potential impact on their company's bottom line. When caught by surprise, they need help – local legal expertise to address an issue – and they need it quickly!

Brand your expertise

OrdinanceWatch™ tracks 90 issue categories for its subscribers. Every time an advisory is sent out with an issue category matching your area of expertise, OrdinanceWatch™ connects the dots. Your listing in these categories brands your firm as an expert in that practice area.

Show your geographic reach

OrdinanceWatch™ reports on local government agendas in Florida's 67 counties and 111 cities and towns, allowing your firm to represent itself as the go-to firm in your practice region. Not only are you able to reinforce your position relative to practice area but you can do it geographically as well.

Reach out to your most valuable clients

OrdinanceWatch™ provides your firm 30 email subscriptions that you can distribute to your most valuable local government clients, ensuring that they see your firm's name when a local government issues emerges that can affect their business. This service provides an added lift to your firms outreach activities. Best of all, the client sees that it is you that is providing the service.

Sponsorship Listing

When a subscriber, whose office is located in Minneapolis, receives an issue advisory about a local government action in Miami, they will see your firm's name listed as an expert who can help address that problem.

It is just•in•time contact information when it matters most!

OrdinanceWatch™ Exclusive

When a member of your firm receives your branded email advisory, it does two things:

•It eliminates all of the other listed firms from the solutions list and places your contact information in its place.

 It serves as a tool for them to distribute to current and prospective clients and serves as a conversation starter, letting the client know that your firm is prepared to deal with those issues.

30 Client Subscriptions

Client Builder Platinum gives you the ability to send firm branded email advisories to 30 of your most important local government clients. You identify who they are. We set up the accounts and your clients will begin receiving this service on your behalf.

What Now?

You are two steps away from connecting with clients through OrdinanceWatch Here's what to do to become an OrdinanceWatch Solution:

