

Camden County

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ADVOCACY PROPOSAL

AS PROPOSED BY:

RICK RODGERS & NICOLE DESIBOUR RODGERS

Capitol Hill Communications

ENGAGEMENT. EXPERIENCE. FOCUS.

THE ISSUE

Camden County is facing frustrating opposition to its Spaceport proposal from a small group of local individuals and organizations. The predominant opposition is based on NIMBY concerns, however they have begun to make claims on the basis of environmental and safety concerns.

At issue currently is FAA approval of the site plan and proposal for the Spaceport Camden and the jeopardy that these agitators can present to that approval. Additionally, if these objectors continue to be vocal on social media and in local grassroots without a counter effort, they could potentially damage general public support for SpacePort Camden.

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THE PLAN

Capitol Hill Communications proposes a multi-faceted local and regional grassroots effort to combat the vocal minority of opposition. These efforts will support the current lobbying and media-relations efforts Camden County already has underway.

- Expanded social media presence for Spaceport Camden
 - Engaging in positive discussions of the value of Spaceport Camden on local and regional Facebook chat groups
 - Providing positive counters to commentary from opposition
 - Outreach to local and regional opinion-makers and stakeholders for public support statements
 - Leverage these statements of support on social media and with local media outlets
 - Use social media and grassroots outreach for polls of local and regional residents to demonstrate general positive support.
 - Reach out to local and regional community organizations to brief their membership on Spaceport Camden and garner their support. Examples:
 - GA Tech Alumnae
 - Rotary
 - Kiwanis
 - Chambers of Commerce
 - Engage regional educators in STEM and aviation educational areas for support.
 - Georgia Tech
 - FSU
 - College of Coastal Georgia
 - Coastal Pines
 - GICA Aviation Program
 - Savannah Technical College
 - Regional High Schools
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THE PROPOSAL

We propose a retainer of \$7,500 per month.

This retainer includes all services, but excludes major expenses.
