

PROPOSAL

February 26, 2025 [Updated May 12, 2025]

Dr. Joe Walsh
Executive Director
Hillsborough Soil and Water Conservation District
4503 Coronet Rd.
Plant City, FL 33566

Dr. Walsh,

Thanks again for your time over the past couple of months to discuss the Hillsborough Soil and Water Conservation District needs. Listening to you and Chair Parke share the history, challenges and opportunities provided good insight to shape the following Proposal.

The Proposal will be adjusted as needed throughout the process to ensure this undertaking is flexible, evolves as new information becomes available and aligns with Florida Statute XXXV, Chapter 582 Soil and Water Conservation HSWCD's goals and objectives.

As we discussed, the District's core focus remains on soil and water conservation, but it needs an updated strategic plan, improved community outreach, and clear engagement with stakeholders across the agricultural sector. This includes trade associations such as the Florida Farm Bureau, Cattlemen's Association, and local nursery growers. Intergovernmental collaboration with organizations like the Florida Wildlife Conservation Commission, Hillsborough County, and SWFMD is also essential.

Through this effort, we will work to identify opportunities to build relationships with local agricultural groups and government agencies. The District has the potential to deliver technical services to farmers and engage with stakeholders on a larger scale, including through potential agreements with USDA and thus create a revenue stream to ensure the agency's future.

To that end, the HSWCD seeks more community involvement and outreach and assistance in gathering stakeholder input, crafting a strategic plan, and developing communication initiatives that reflect the mission and values of soil and water conservation. Through focused community engagement, the District can begin to work toward creating a stronger, more effective conservation district.

For initial purposes of engagement and discussion, the following represents Phase 1. Anticipated turnaround, subject to stakeholder availability, is two months. Phase 2 will be estimated upon completion of Phase 1.

Phase 1

Community Engagement: The District is looking to build stronger partnerships with local agricultural groups, government agencies, and other stakeholders to ensure a collective effort in revitalizing the mission of the district. Martin Communications would, under Dr. Walsh's leadership, begin an outreach effort to key stakeholders as a foundation for a strategic plan.



External Discovery Process

- Martin Communications to attend May 19th NRCS-HSWCD Working Group meeting
- Schedule virtual interviews with key stakeholders (up to 10) representing different organizations
- Draft topics to discuss will guide the conversation
- Collect background info and review resources to confirm scope of project
- Draft interview questions for HSWCD to review/approve
- Schedule interviews with stakeholders (draft email, send email, respond and follow up as needed)
- Conduct up to 10 virtual interviews of about 30 minutes each
- Recap interviews
- Summarize findings and submit report together with recommendations for opportunities and next steps

Internal Discovery Process

- Martin Communications to engage with Dr. Walsh, Chair Parke and other board members to gain insights into the strengths, weaknesses, threats and opportunities surrounding the HSWCD.
- For example, Dr. Walsh’s familiarity with other conservation districts throughout the State will yield valuable information regarding what’s working elsewhere as a guidepost for potential initiatives to consider going forward.

HSWCD to provide

- Contact information and list of key stakeholders to interview (10 -12 people) representing different organizations along with their contact information (office, cell, address, email)
- Introductory email to each stakeholder from Dr. Walsh and/or Chair Parke. Martin will assist with drafting the email.

Estimate – Phase 1

\$4,750.00

Respectfully submitted,

Margie Martin
Martin Communications, Inc.

Accepted by



 Dr. Joe Walsh, Executive Director
 Hillsborough Soil & Water Conservation District



 Date

Terms

Upon receipt of a signed Proposal, Martin Communications will invoice HCSWCD for a fifty percent (50%) of the project fee due upon receipt to initiate services. Balance of the project fee due upon completion of Phase 1.



 Chair
 HCSWD

05/23/25



Notes

- Should the project scope, schedule or specifications change, the estimated fee is also subject to change.
- Additional planning or consultation outside this scope as requested by HSWCD will be estimated in advance for Client approval prior to initiation.
- All materials developed by Martin Communications are the sole property of HSWCD.
- Reimbursable expenses such as mileage at the standard IRS rate will be invoiced separately.