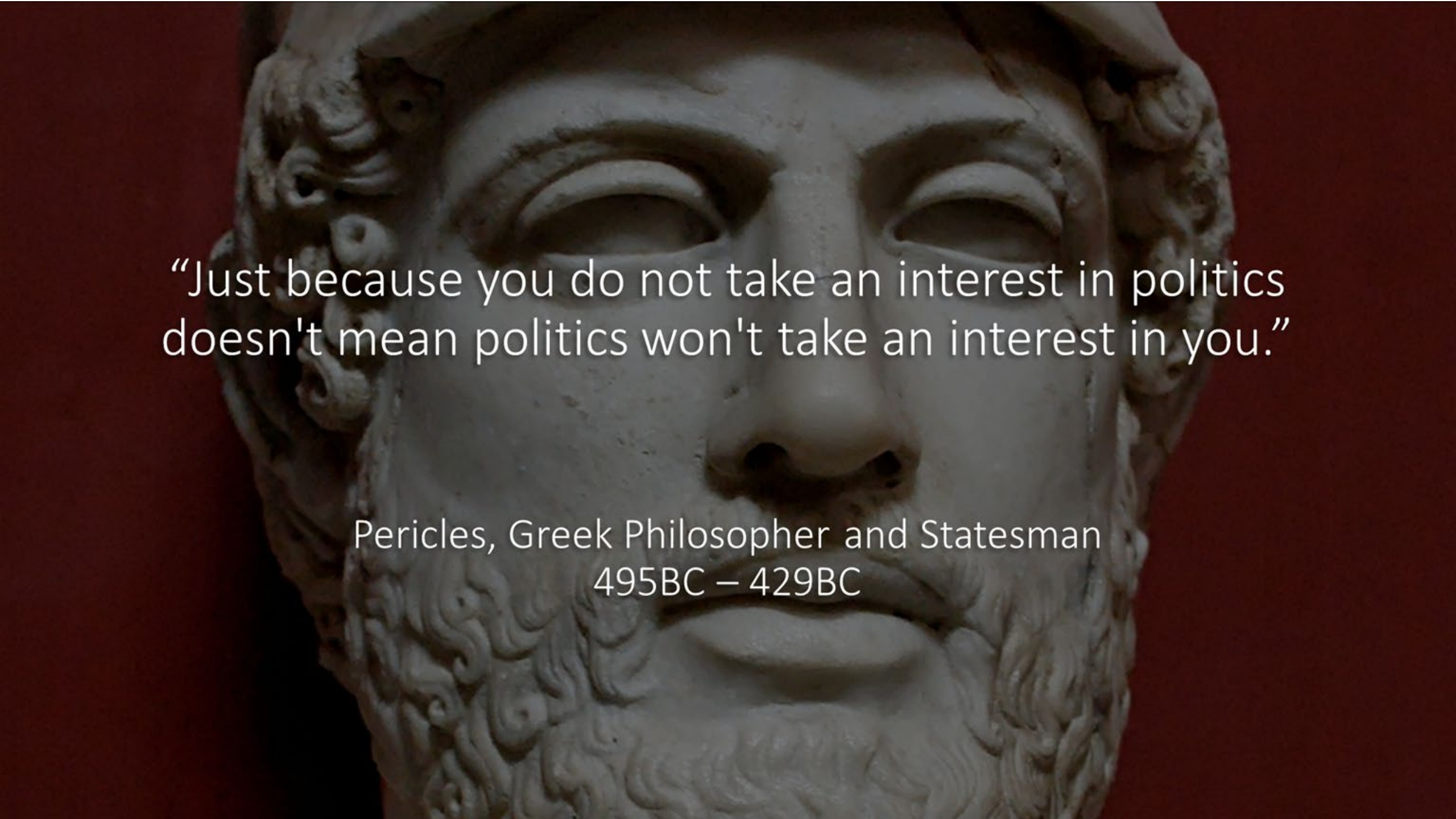


Small **M**unicipalities **A**dvocacy **C**oalition

Giving Voice to Rural Oregon Communities



TATE
public affairs

A close-up, grayscale image of a marble bust of the Greek philosopher and statesman Pericles. The bust is centered in the frame, showing his face with a full, curly beard and hair. The background is a dark, solid color. Overlaid on the bust is a quote in white text.

“Just because you do not take an interest in politics
doesn't mean politics won't take an interest in you.”

Pericles, Greek Philosopher and Statesman
495BC – 429BC

Oregon IS Rural.

- **241 reporting communities...**
- **217 have populations of less than 25,000...**
- **185 have less than 10,000...**
- **162 have fewer than 5,000...**



SMALL TOWN PROBLEMS

SAME AS THE BIG TOWNS

Rural communities suffer the same problems and challenges related to infrastructure, housing, developable land and revenues

RURAL UNDERSTANDING


Few policymakers outside rural districts understand our rural economy and communities. We need to be seen as more than “quaint” towns to visit.

NO GRACE FOR DIFFERENCES

Fewer resources to act on unfunded mandates, and the same heavy-handed enforcement tactics with no understanding of our capacity to process change.

ADVOCACY CHALLENGES

Oregon’s larger Cities and their Representatives drive policy - rural community needs are left out of larger policy packages and discussions.

A scenic view of rolling green hills under a sunset sky. The hills are covered in lush green grass, and the sky transitions from a deep orange at the horizon to a darker, muted orange at the top. The text is centered and reads:

SMAC-Oregon is a growing partnership of small communities, mutually invested in being a strong voice for Rural Oregon.



TRULY PRIORITIZING RURAL OREGON

SMAC-Oregon's approach of education and support puts Rural issue advocacy back in the hands of those who understand best - community leaders with direct knowledge, experience and solutions.

How SMAC Works

Oregon's smallest communities identify shared policy concerns and bring their own needs and solutions directly - and effectively - to policymakers.

INTERGOVERNMENTAL AGREEMENTS BIND COALITION

- **Common mission, common circumstances, common need.**
- **Informal association**
- **NOT for fundraising and PAC activity**
- **Agreeing to work together with principles**

WORK CLOSELY WITH TATE PUBLIC AFFAIRS TEAM

- **All training and support**
- **Group and local priorities**
- **Legislative Action Teams**
- **Policy analysis/strategy**
- **Communications and collateral**
- **Strategic planning sessions**
- **Consistent engagement at City level**



**Small
Municipalities
Advocacy
Coalition**
Giving Voice to Rural Oregon Communities

What we are asking you for:

Help us advocate for SMAC priorities:

- Send an email!**
- Sign a letter!**
- Call or meet a legislator!**
- Be an expert!**
- Testify!**

Brownsville, pop. 1705 - Scio, pop. 959 - Hailey, pop. 959
Harrisburg, pop. 3658 - Monroe, pop. 654 - Sodsville, pop. 360

A small commitment for a larger voice.

VISIBILITY AND BRANDING

- **WWW.SMAC-OR.COM**
- **BLOG POSTS – Talking SMAC!**
- **SOCIAL MEDIA**
- **RURAL OREGON EXPERTISE**
- **CAPITOL VISITS AND LEGISLATOR MEETINGS**
- **ACTIVE POLICY ENGAGEMENT**
- **T-SHIRTS?**
- **BIG BUTTONS?**



ROI: Future Returns Rely on Current Engagement.

SUCCESS LOOKS LIKE...

- **All Member-Municipalities actively engaging in Salem**
- **Strategic, focused policy work that sets the future stage**
- **SMAC – Oregon visibility and branding**
- **Well informed and well aligned Advocacy Partners**
- **Strategic relationship development**
- **Policymakers recognizing the resource**



The **SMAC-Oregon** model of training, educating and supporting **DIRECT** rural voices and advocacy will provide long-term visibility and value.

Membership investment is based on community population to make SMAC affordable for a wide range of municipalities:

Community Size	Monthly
Up to 750	\$75
751-1500	\$150
1501 – 3000	\$225
3001-5000	\$300
5001 – 7500	\$375
7,501 – 10,000	\$450
10,001 +	\$525

Strategic Timeline

6/23

9/23

12/23

1/24

2/24

3/24

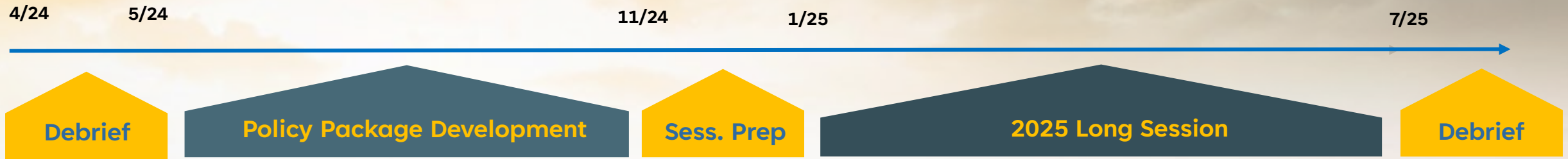
Education and Training

Sess. Prep

2024 Short Session

Debrief

Strategic Timeline Continued...



Next Steps:

- . Branding**
- . Earned media**
- . Web presence**
- . Communications**
- . Information/Structure**
- . Coalition development**



T A T E
p u b l i c a f f a i r s

Meet Sean Tate

I founded Tate Public Affairs in January 2020 after serving as a VP of Public Policy and Business Development since 2013. An (almost) lifelong Oregonian, I represent my clients' business and policy interests wherever needed, building partnerships and working towards positive outcomes.

I am active in healthcare, education, and business development policy circles, and enjoy good, no-nonsense relationships with legislators, legislative leadership, staff, and colleagues from all policy perspectives.

Prior to working in public affairs, I spent more than 20 years in business development, marketing, and sales management in the print media industry in Oregon and Montana. I am an experienced marketer and consensus-builder, and I like to take an inside-out approach to understanding client issues.

I serve on the board of the Lebanon Chamber of Commerce and the Albany-Millersburg Economic Development Corporation. As a registered lobbyist, my primary areas of policy focus are business, workforce development and higher education.

I live in Lebanon and engage in many of Oregon's recreational opportunities including road and mountain biking, fly fishing, hiking and camping.