

*Submitted to Delray Beach and the Delray Beach Community Redevelopment  
Agency*

**Erin L. Deady, PA**  
*Business Plan*

**Erin L. Deady, Esq., AICP Owner**  
**May 15, 2018**

# **Executive Summary**

## **Service**

Erin L. Deady, PA provides legal and urban planning services to public and private sector clients statewide. We work primarily on environmental and land use issues, but we are full service legal and planning consulting firm.

## **Customers**

Our target customers are primarily local governments which is a significant part of our client base. We also work on a myriad of energy issues on behalf of both public and private sector clients across the state. We have worked for the development community and multiple planning departments in City and County governments from the Florida Keys to the Florida Panhandle.

## **Future of the Company**

Our practice is constantly evolving, but we work on cutting edge issues ranging from climate change to sustainability and general environmental consulting or resolution of legal issues. The firm performs both litigation and transactional tasks on behalf of customers and strives to constantly expand the variety of services and project offered to clients.

# **Company Description**

## **Mission Statement**

To provide quality services to our clients that help them resolve issues and plan for the future.

## **Principal Members**

Erin L. Deady – owner and Senior Attorney

Danielle Schwabe – Associate Attorney

## **Legal Structure**

Erin L. Deady, P.A. is an S Corporation, incorporated in the State of Florida.

# Market Research

## Industry

The planning, land use and environmental (legal) industry is somewhat cyclical tied to economic boom and bust patterns whereby private sector land owners are more desirous of moving forward with land development projects and local governments are reviewing development applications. That said, our industry is also static in some key components in that local governments are always needing our consulting and/or litigation services while processing planning projects and engaging in other legal matters. Our key has been to insulate our firm from these wholly dependent projects and be able to help our clients with all aspects of project management, including securing funding sources to implement key projects. The firm has been successful in securing approximately \$8 million in grant financial assistance and this aspect of our business continues to grow. The firm also publishes numerous articles and lectures and over 20 conferences a year on our key discipline areas.

## Detailed Description of Customers

The target clients of Erin L. Deady, PA are City and County governments, many of which currently are looking to update Comprehensive Plans, Land Development regulations and polices related to disasters and climate change. We work on standalone planning projects for local governments throughout the state preparing climate and vulnerability analysis (through partnerships with Universities and other private sector consulting firms such as engineers) for local governments. We work also work on energy policy for key private sector clients and have had numerous engagements working on legislative issues during the legislative session (as registered lobbyists). Finally, we have a long-standing engagement with two key local government clients where we complete most of their climate and sustainability planning tasks.

## Company Advantages

Because we are full service law firm, Erin L. Deady, PA is used to working on under extremely structured timelines and deadlines which is something our key customers seek. Unique to a law firm, we also have significant project management skills creating transparent cost and task schedules to ensure that projects are completed on time and on budget. While our firm is smaller in size, we do maintain extensive relationships with other key consulting firms and are routinely asked to join their teams to complete other procured projects for local governments by

adding our outstanding legal and planning perspectives:

- Our team is credentialed in both the legal and planning professions by the Florida Bar Association and American Planning Association.
- We are versed in numerous communications and social media outreach techniques for project execution.
- We are extensively requested to speak at large scale conferences and other statewide events to discuss our unique practice.
- We have developed widespread relationships across the state and are frequently sought for teaming opportunities on new projects.

## **Regulations**

Because of our extensive government contracting experience, we maintain high levels of transparency, insurance coverage and contracting flexibility in our project approach. We are used to complying with Government in the Sunshine laws (within Florida) and strict reporting requirements related to our matters.

# Service Line

## Product/Service

Services Include:

- Legal services-transactional
- Legal services- litigation and negotiation
- Legal services- research
- Grant funding research and preparation
- Project management
- Proposal responses
- Planning and land use consulting services for Codes
- Planning and land use consulting services for Comprehensive Plans
- Environmental regulatory consulting

## Pricing Structure

At Erin L. Deady, PA, we offer flat rate, monthly retainer, task-driven and hourly rates depending on the project and scope. Given these varying methods of invoicing, we do not have one standard hourly rate for all matters.

## Service Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

## Intellectual Property Rights

We have registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our consultants.

# Marketing & Sales

## Growth Strategy

To grow the company, Erin L. Deady will do the following:

- Continued networking at key disciplinary conferences at both the national and state levels as well as local and regionally.
- Update our company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target industries

## Communicate with the Customer

Erin L. Deady, PA will continue and expand communications with its customers by:

- Meeting with local key project managers and prospects
- Building and expanding relationships with private consulting firms looking to expand teaming opportunities.
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

## How to Sell

Currently, the company will increase awareness to our targeted customers through online advertising and attending tradeshow given that our business is extremely personal and the individuals' experience is what makes the connection to new clients.

## List of Positions

Owner/Senior Attorney	Full time	40+ hours/week	Responsible for primary business operations, marketing, project management and administrative functions.
Associate Attorney	Full time	40+ hours/week	Responsible for task completion, business development (web preparation and maintenance) and project management functions.