



# Follow the Money

Navigating the Federal  
Budget & Appropriations  
Process

Ann Sullivan is the Founder of Madison Services Group, Inc. She brings over 40 years of government relations experience in the United States Senate and the House of Representatives, serving in key advisory roles. Ms. Sullivan works with the United States Congress and the Administration to garner national attention for the small and midsize business community.



# About Us

Madison Services Group, Inc. is a woman-owned government relations business specializing in the small business, entrepreneurial and government contracting sectors in Washington, D.C. We work with associations, non-profit organizations and businesses to assist them in developing and executing strategic plans centered on top-tier advocacy that drives change.



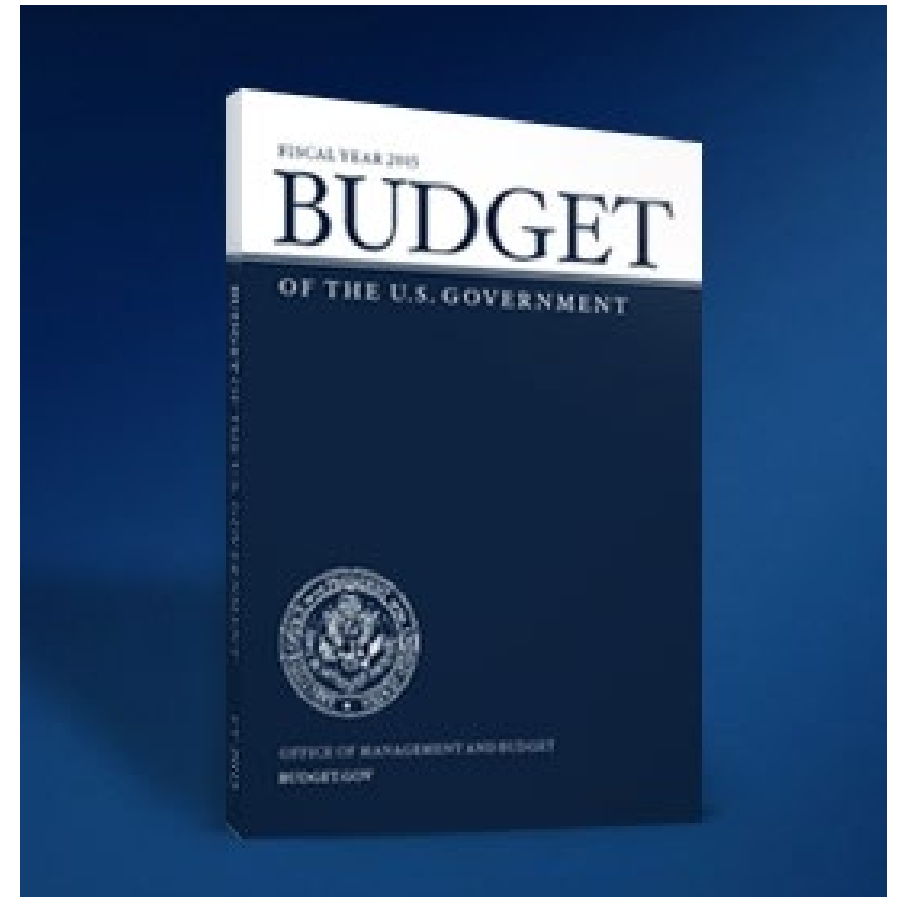
@MadisonServices



Madison Services  
Group

# President's Budget Request

- Expected to be released on March 9, 2023
- “The President proposes, Congress appropriates”
- Blueprint of Administration’s priorities for each Agency
  - Agency budgets
  - Priorities & trends
  - New initiatives
  - Consolidation
  - Elimination



# Finding the President's Budget Request

Visit the White House Office of Management and Budget (OMB) website:

**[www.whitehouse.gov/omb/budget](http://www.whitehouse.gov/omb/budget)**

OFFICE OF MANAGEMENT  
AND BUDGET

[President's Budget](#)

[Briefing Room](#)

[Freedom of Information  
Act \(FOIA\)](#)

[Information and  
Guidance](#)

[Information and  
Regulatory Affairs](#)

[Legislative](#)

[Management](#)

[Office of Federal  
Financial Management](#)

[PAYGO Reports](#)

[SIPPRA](#)

[Statements of  
Administration Policy](#)

[Supplementals,  
Amendments, and  
Releases](#)

[Tribal Consultation](#)



# Budget, Appropriations...Same? Different?

# Budget Resolutions vs. Appropriations

## Budget Resolution

- One resolution passed by House and Senate
- Sets top level spending number for next fiscal year
- Does not go to the President and is not a law
- Guides Appropriators

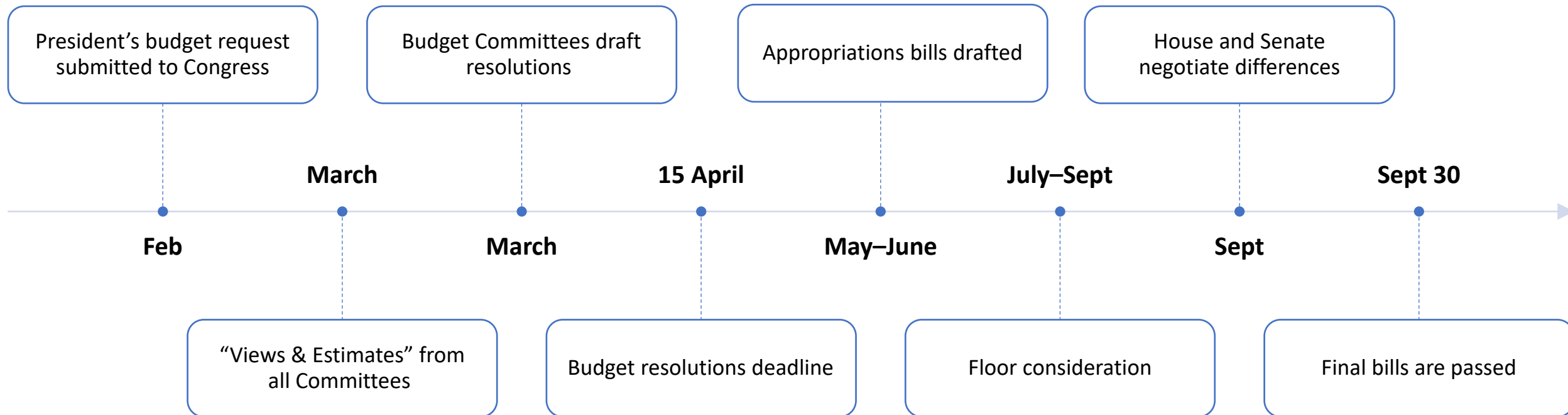
## Appropriations

- 12 bills that set individual spending levels for individual agencies
- Includes specific instructions to agencies, called “directives”
- When combined, called an “omnibus bill”
- Continued funding after failure to meet October 1 deadline called a “continuing resolution”

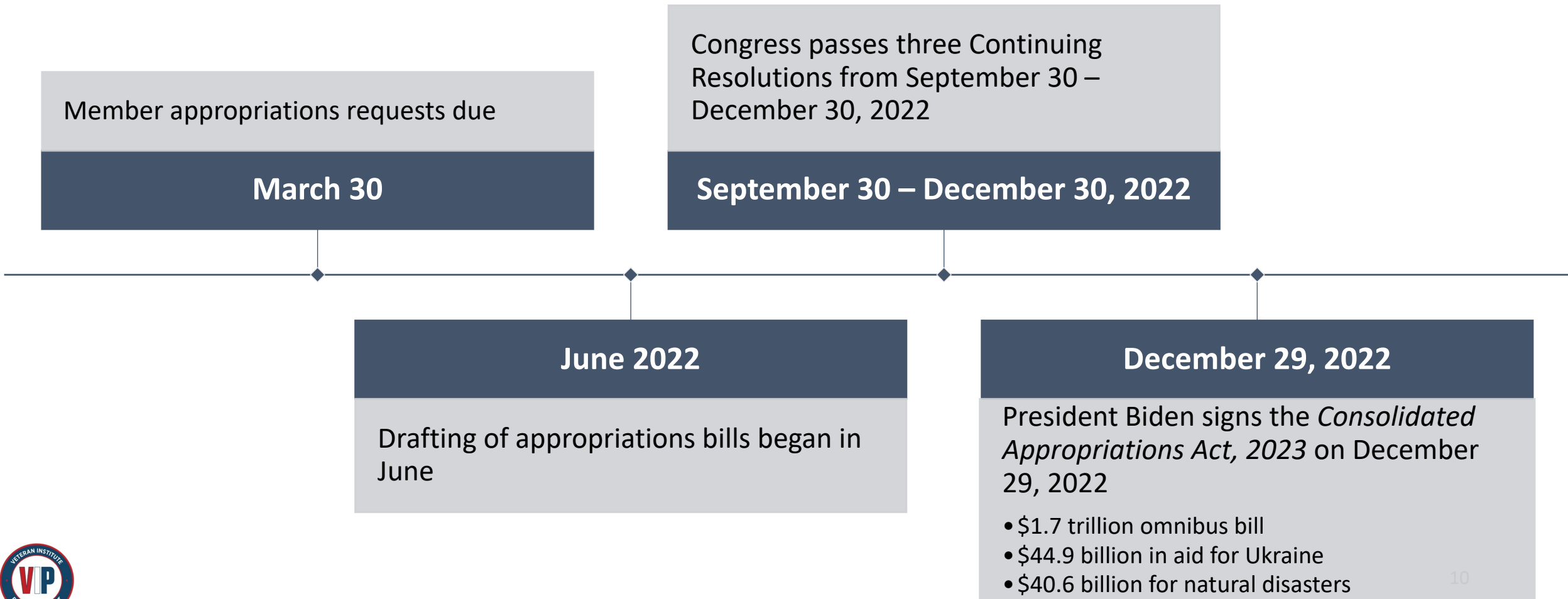
# The Budget Process: Funding the Federal Government



# Budget Process - How It's "Supposed" to Work



# The Budget Process – How It Worked in 2022 (Funding FY2023)



# Following the FY2024 Process

President's FY2024 Budget Request (expected release on March 9)

- [www.whitehouse.gov/omb/budget/](https://www.whitehouse.gov/omb/budget/)

House and Senate Appropriations Bills

- [www.appropriations.house.gov](https://www.appropriations.house.gov)
- [www.appropriations.senate.gov](https://www.appropriations.senate.gov)

# Other Issues Related to the Funding the Government



**Continuing resolution (CR):** A resolution by Congress to provide temporary funding for Federal agencies and programs until appropriations bills are signed in a new fiscal year



**Shut down:** When federal agencies must discontinue all non-essential functions until new funding legislation (appropriations bill, continuing resolution) is passed and signed into law



**Debt ceiling:** The debt ceiling is the legal cap that Congress sets on the amount that the Treasury can borrow

# Appropriations: Finding Program Money

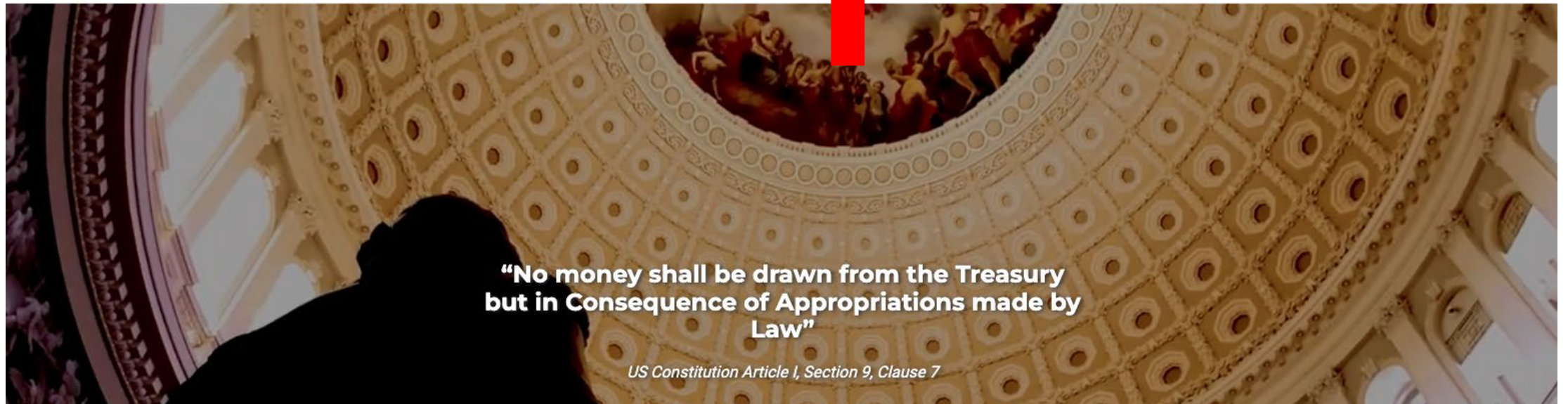
# Appropriations: Finding Program Money

## Step 1: Find the FY2023 Omnibus Appropriations law

- Go to: [appropriations.house.gov](https://appropriations.house.gov) and click “legislation”



ABOUT NEWS LEGISLATION SUBCOMMITTEES



**“No money shall be drawn from the Treasury  
but in Consequence of Appropriations made by  
Law”**

*US Constitution Article I, Section 9, Clause 7*

# Appropriations: Finding Program Money

## Step 2: Select “House Legislation by Fiscal Year”

### Legislation

#### Hearings

There are no upcoming hearings.

[View all hearings »](#)

#### Markups

There are no upcoming markups.

[View all markups »](#)

#### Enacted Legislation

 [House Legislation by Fiscal Year](#)

## Step 3: Select “FY2023 Bills”

-  [FY 2023 Bills](#)
- [FY 2022 Bills](#)
- [FY 2021 Bills](#)
- [FY 2020 Bills](#)
- [FY 2019 Bills](#)
- [FY 2018 Bills](#)
- [FY 2017 Bills](#)
- [FY 2016 Bills](#)
- [FY 2015 Bills](#)

**Shortcut:** <https://appropriations.house.gov/fy-2023-bills>



# Appropriations: Finding Program Money

## Step 4: Select the right bill (Appropriations Subcommittee)

- You will arrive at a page that lists all 12 Subcommittees
- Click on the bill for the Subcommittee that covers your program
- Example: Finding program money at CISA → Homeland Security bill



Click here for all activity related to the FY 2023  
Financial Services bill



Click here for all activity related to the FY 2023  
Homeland Security bill



# Appropriations: Finding Program Money

## What if I don't know which bill covers the agency I'm looking for?

- You can look under each bill by selecting the text below -

[Click here for all activity related to the FY 2023 Homeland Security bill](#)

## Select “Jurisdiction” which will tell you what each bill covers

- Homeland Security
  - Press Releases
  - Hearings & Markups
  - Related Documents
  - Member List
  - **Jurisdiction**
  - Legislative Activity

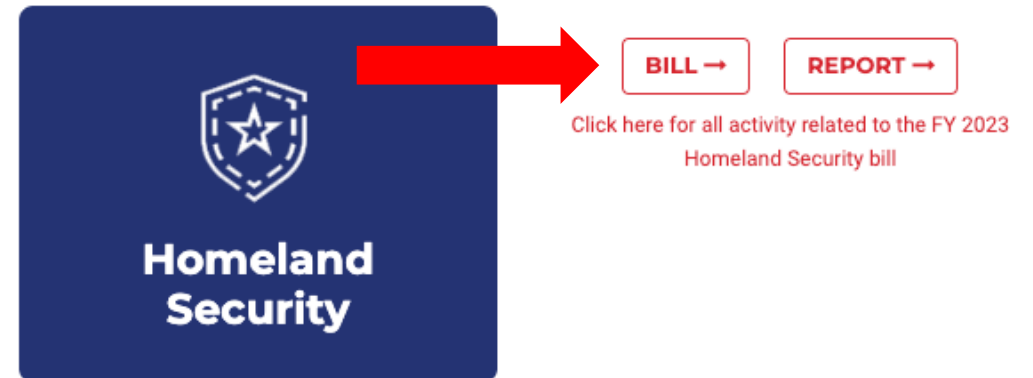


# Appropriations: Finding Program Money

## Step 5: Now that you have found where your agency is - you can find your program

- Return to the page “FY2023 Bills” and select the bill you are looking for
- Example: We are looking for funding for the State Homeland Security Grant Program at the Cybersecurity and Infrastructure and Infrastructure Security Agency (CISA) at DHS
- Click on **BILL** →

## Step 6: Click on the bill text



Shortcut: <https://appropriations.house.gov/fy-2023-bills>

# Appropriations: Finding Program Money

## Step 6: Use Control + F (find) to search through the bill text

- Pro tip: Open in viewer/ PDF or download it – easier to access results
- Ctrl + F “State Homeland Security Grant Program”

(1) \$520,000,000 for the State Homeland Security Grant Program under section 2004 of the Homeland Security Act of 2002 (6 U.S.C. 605), of which \$90,000,000 shall be for Operation Stonegarden, \$15,000,000 shall be for Tribal Home-

# Appropriations: Finding Program Money

Complete text of the bill can be found on Congress.gov by searching “*Consolidated Appropriations Act, 2023*”

**Shortcut** – [www.congress.gov/bill/117th-congress/house-bill/2617/text](https://www.congress.gov/bill/117th-congress/house-bill/2617/text)

## One Hundred Seventeenth Congress of the United States of America

AT THE SECOND SESSION

*Begun and held at the City of Washington on Monday,  
the third day of January, two thousand and twenty-two*

### An Act

Making consolidated appropriations for the fiscal year ending September 30, 2023, and for providing emergency assistance for the situation in Ukraine, and for other purposes.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

#### SECTION 1. SHORT TITLE.

This Act may be cited as the “Consolidated Appropriations Act, 2023”.

# Appropriations: Finding Directives

# Appropriations: Finding Directives

## What are directives?

- Directives are like instructions found in bill reports (\*called explanatory reports) that accompany the appropriations bill
- Appropriations Committees use directives to include their recommendations to agencies for appropriated money
- Committee recommendations can include restrictions, expectations, reporting requirements, deadlines, etc. and our favorite: “None of these funds.”

# Appropriations: Finding Directives

## Step 1: Access the bill report

- Go back to “FY2023 Bills”
- Click on “report” for the bill you want to search through
- Like before – open the report in viewer/ PDF or download for easier access



Click here for all activity related to the FY 2023  
Homeland Security bill



Click here for all activity related to the FY 2023 Interior  
bill

# Appropriations: Finding Directives

## Step 2: Searching for your directive

- Example: You are an IT company who has done past work in cybersecurity infrastructure – you want to know if there are any new program changes coming
- Control + F (find) “Cybersecurity...”

117TH CONGRESS } HOUSE OF REPRESENTATIVES { REPORT  
2d Session } { 117-396

---

DEPARTMENT OF HOMELAND SECURITY  
APPROPRIATIONS BILL, 2023

\_\_\_\_\_  
JULY 1, 2022.—Committed to the Committee of the Whole House on the State of  
the Union and ordered to be printed

\_\_\_\_\_  
Ms. ROYBAL-ALLARD of California, from the Committee on  
Appropriations, submitted the following



R E P O R T

together with

MINORITY VIEWS

[To accompany H.R. 8257]

The Committee on Appropriations submits the following report in explanation of the accompanying bill making appropriations for the Department of Homeland Security for the fiscal year ending September 30, 2023.

INDEX TO BILL AND REPORT



# Appropriations: Finding Directives

## Step 3: Understanding the fine print

- Begin clicking through the results from your search
- Example: This directive encourages CISA to develop standardized requirements for third-party cybersecurity service providers

*Accreditation of Third-Party **Cybersecurity** Service Providers.—* The Committee recognizes that, while a robust market of private sector cybersecurity providers is necessary to meet demand from vulnerable entities and protect national critical functions from cybersecurity threats, critical infrastructure organizations may lack the expertise and/or the information necessary to identify and select highly qualified providers. The Committee encourages CISA to continue efforts to develop standardized requirements for and accredit third-party cybersecurity service providers and make available the list of such providers to federal agencies, SLTT governments, and critical infrastructure organizations. The recommendation includes \$5,000,000 above the request to expand this effort to include vulnerability assessment and incident response providers.

# Appropriations: Finding Directives

## Why are directives important?

- Directives are indicators of issues of importance to Congress and the White House
- They are also indicators of where agencies might target money or priorities for the coming fiscal year
- Example: President's 2021 E.O. on Cybersecurity
  - The trickle-down effect: Cybersecurity initiatives included in the E.O. began to pop up in agency action and in directives put forth by Congress
  - You can use directives to identify agency goals, upcoming projects, grants, RFP responses, capability briefings, and more



# Elevating Your Business Through Unconventional Means

Business Development Through a  
Different Lens

# Elevating the Owner's Profile

- From the FDIC OMWI Guide: “Despite all the rules and procedures, people ultimately make the buying decisions.”
- Think of yourself as the differentiator
- Buyers are interested in the story of your company – you are the best person to tell the story
- Elevating your profile elevates your team and your company
- Strive to be known among your potential customers
- Establish yourself as an expert

# But How....

- Participate in Public Forums – Get Out There
- I knew I was doing something right when... “Ann, you are absolutely everywhere. There isn’t an important meeting that I go to that I don’t see you there.”
  - Small business roundtables
  - Organization events
    - Involvement in boards and committees
  - Federal, state and local political discussions
    - Write relevant letters, participate in roundtables, testify before Congress
    - Become an advocate – Advocacy opens doors and raises visibility

# But How....

- Social media – hire a professional
- Website
- LinkedIn is an easy way for federal buyers to find businesses
- Start writing or hire a writer – blogs establish expertise

# Elevate Your Company

- Weigh in on procurement policies that affect small businesses
- Get to know agency officials through participation on panels and forums for your industry
- Ask a good question which introduces your company
  - “Ann Sullivan with Madison Services Group. We provide government relations services to the small business sector...my question is: xxx”
- Become conversant in the political realm because agency priorities follow Congressional and White House priorities
- You are the face of the company. Be strategic about your contacts and how you position your company publicly. Your employees will follow your lead

Questions or Comments?



## Arming Vets to WIN

Ann Sulllivan

[asullivan@madisonservicesgroup.com](mailto:asullivan@madisonservicesgroup.com)

