# PROPOSAL FOR LEGISLATIVE Consulting services RFP 2017.05.PK



COPY

Submitted to: Ms. Pamela J. Leja-Katsaris Assistant Chief Procurement Officer City of Coral Gables 2800 SW 72<sup>nd</sup> Avenue Miami, FL 33155

Submitted by: Mr. Nelson Diaz Southern Strategy Group of Miami, LLC 999 Ponce de Leon Blvd., PH Suite 1105 Coral Gables, FL 33134

> Mr. Ronald L. Book Ronald L. Book, P.A. 18851 NE 29<sup>th</sup> Ave., Suite 1010 Aventura, FL 33180

Deadline: June 22, 2017 at 2:00 p.m.

i





June 21, 2017

Ms. Pamela J. Leja-Katsaris Assistant Chief Procurement Officer City of Coral Gables 2800 SW 72<sup>nd</sup> Avenue Miami, FL 33155

Re: Proposal for Legislative Consulting Services RFP 17.05.PK

Dear Ms. Katsaris:

Please accept this proposal from Southern Strategy Group of Miami, LLC (Southern Strategy Group), a Florida Limited Liability Company (tax id 27-0798190) and Ronald L. Book, P.A. (RLBPA) (tax id 59-2769674) in response to the Request for Proposals for Legislative Services for the City of Coral Gables (City). In this proposal, Southern Strategy Group and RLBPA jointly offer to provide the highest level of professional services in the advocacy of both the City's state legislative and regional programs and initiatives as outlined in the RFP. We look forward to achieving extraordinary success in the City's priorities.

Southern Strategy Group is a full-service lobbying firm that was established in Tallahassee, Florida in 1999. With offices throughout Florida, including Coral Gables, Tallahassee, Jacksonville, Orlando, and Tampa Bay, Southern Strategy Group has the largest lobbying firm in the state and has been referred to as **"the most powerful lobbying firm in Florida"** by a leading newspaper in Florida. Southern Strategy Group is the only firm in Florida with two dozen lobbyists who have held the highest staff positions in state and local government. We understand how and why decisions are made at every level of Florida government and use that knowledge to the benefit of our clients. Our Coral Gables office is staffed by three full-time lobbyists who spend a great deal of every day in the City Beautiful. Southern Strategy Group is keenly aware of the issues that the City faces including traffic, road construction and beautification, renewable energy initiatives and sustainability, affordable housing, and septic to sewer conversion programs.

Founded in 1987, RLBPA. has long been considered one of the premier lobbying firms in Florida, with unparalleled experience in the appropriations process. RLBPA specializes in government affairs, and offers a powerful combination of talent and experience with a proven track record before the legislative and executive branches of Florida government. RLBPA is proud that we have led the industry in providing quality, affordable lobbying services to local governments. RLBPA provides a high-level of service and strives to let the results speak for themselves. RLBPA's long history in Tallahassee has provided us with the knowledge, relationships, and expertise that can only result from years of experience. We stand ready to work closely with Southern Strategy Group on behalf of the City of Coral Gables.

Due to our long history of service to government entities, Southern Strategy Group and RLBPA, have the experience and expertise to assist the City in navigating the complexities of securing specific budget priorities, crafting strategies to achieve success in the passage or defeat of legislation, and engaging with the executive and regulatory agencies who are vital in the implementation of appropriations or regulatory rule making. We are eager to act as your advocate, providing you with reliable representation and strategic direction to navigate the political landscape in every arena of Florida government.

Ms. Pamela J. Leja-Katsaris Page 2

Nelson Diaz from the Coral Gables office of Southern Strategy Group and Ron Book from RLBPA will serve as your primary contacts for this representation. Nelson Diaz may be reached via telephone at 305.421.6304, cell 305.490.3414, or e-mail diaz@sostrategy.com. Ron Book may be reached via telephone at 305.935.1866, cell 305.510.2000, or e-mail ron@RLBookPA.com. The Coral Gables office of Southern Strategy Group is located at 999 Ponce de Leon Blvd., PH Suite 1105, Coral Gables, FL 33134 and our mailing address is P.O. Box 10570, Tallahassee, FL 32302. Ronald L. Book's office is located at 18851 NE 29th Ave, Suite 1010, Aventura, Florida. The partnership of these two firms, working with the combined talents of all of our Florida partners, will work hard to deliver results for the City. Together, we will serve as an extension of your team to coordinate your priorities with the appropriate subject matter expert or team member.

You have our commitment to represent the City of Coral Gables in the most reliable and ethical manner. We sincerely hope this proposal exceeds your expectations.

Sincerely,

Nelson Diaz, Managing Partner Southern Strategy Group of Miami, LLC

Ronald L. Book, President

Ronald L. Book, Presider Ronald L. Book, P.A.

Enclosure

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### **CITY OF CORAL GABLES, FL**

2800 SW 72<sup>nd</sup> Avenue, Miami, FL 33155 Finance Department / Procurement Division Tel: 305-460-5102 / Fax: 305-261-1601

#### **PROPOSER'S ACKNOWLEDGEMENT**

RFP Title: LEGISLATIVE CONSULTING SERVICES RFP No. 2017.05.PK	Sealed response submittals must be received prior to 2:00 p.m. June 22, 2017 by the Procurement Office, located at 2800 S.W. 72 <sup>nd</sup> Avenue, Miami, FL 33155; and are to remain valid for 120 calendar days. Submittals received after the specified date and time will be returned unopened.
A cone of silence is in effect with respect to this	Contact: Pamela J. Leja-Katsaris
RFP. The Cone of Silence prohibits certain	Title: Assistant Chief Procurement Officer
communication between potential vendors and	Telephone: 305.460.5115 or 305.460.5102
the City. For further information, please refer to	Facsimile: 305-261-1601
the City Code Section 2-1059 of the City of	Email: <u>pkatsaris@coralgables.com</u> /
Coral Gables Procurement Code.	contracts@coralgables.com

Proposer Name:	FEIN or SS Number:
Southern Strategy Group of Miami, LLC	27-0798190
Complete Mailing Address:	Telephone No.: 305.421.6304
999 Ponce de Leon Blvd., PH Suite 1105, Coral Gables, FL 33134	Cellular No.: 305.490.3414
Indicate type of organization below:	Fax No.:
Corporation: Partnership: X Individual: Other:	
	Email:
Bid Bond / Security Bond ( <i>if applicable</i> )%	diaz@sostrategy.com

ATTENTION: THIS FORM ALO NG WITH ALL REQUIRED RFP FORMS MUST BE COMPLETED, SIGNED (PREFERABLY IN BLUE INK), AND SUBMITTED WITH THE RESPONSE PRIOR TO THE SUBMITTAL DEADLINE. FAILURE TO DO SO MAY DEEM PROPOSER NON-RESPONSIVE.

THE PROPOSER CERTIFIES THAT THIS SUBMITTAL IS BASED UPON ALL CONDITIONS AS LISTED IN THE RFP DOCUMENTS AND THAT THE PROPOSER HAS MADE NO CHANGES IN THE RFP DOCUMENT AS RECEIVED. THE PROPOSER FURTHER AGREES IF THE RFP IS ACCEPTED, THE PROPOSER WILL EXECUTE AN APPROPRIATE AGREEMENT FOR THE PURPOSE OF ESTABLISHING A FORMAL CONTRACTUAL RELATIONSHIP BETWEEN THE PROPOSER AND THE CITY OF CORAL GABLES FOR THE PERFORMANCE OF ALL REQUIREMENTS TO WHICH THIS RFP PERTAINS. FURTHER, BY SIGNING BELOW PREFERABLY IN **BLUE INK**, ALL RFP PAGES ARE ACKNOWLEDGED AND ACCEPTED AS WELL AS ANY SPECIAL INSTRUCTION SHEET(S) IF APPLICABLE. THE UNDERSIGNED HEREBY DECLARES (OR CERTIFIES) ACKNOWLEDGEMENT OF THESE REQUIREMENTS AND THAT HE/SHE IS AUTHORIZED TO BIND PERFORMANCE OF THIS RFP FOR THE ABOVE PROPOSER.

Authorized Name and Signature

Managing Partner June 21, 2017

Title

Date

#### SOLICITATION SUBMISSION REQUIREMENTS CHECKLIST RFP 2017.05.PK LEGISLATIVE CONSULTING SERVICES

COMPANY NAME: (Please Print):\_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please provide the <u>PAGE NUMBER</u> in the blanks provided as to where compliance information is located in your Submittal for each of the required submittal items listed below:

#### SUBMITTAL - SECTION I:

- 1) **Title Page**: Show the RFP number and title, the name of your firm, address, and telephone number, name of contact person, e-mail address, and date. \_\_\_\_\_
- 2) Provide a **Table of Contents** in accordance with and in the same order as the respective "**Sections**" listed below. Clearly identify the material by section and page number. \_\_\_\_\_
- 3) Fill out, sign, and submit the **Proposer's Acknowledgement Form**.
- 4) Fill out and submit this Solicitation Submission Requirements Checklist.
- 5) Fill out, sign, and submit the Proposer's Affidavit and Schedules A through I.
- 6) A **Bid Bond**, a certified check, cashier's check, Treasurer's check or bank draft of any State or National Bank, in accordance with Section 1.14. **N/A**
- 7) **Minimum Qualification Requirements:** submit detailed verifiable information affirmatively documenting compliance with the Minimum Qualifications Requirements shown in Section 3.

#### SUBMITTAL - SECTION II: SCOPE OF SERVICES

- 1) Fully addressed all points listed under Legislative Advocacy Services.
- 2) Fully addressed all points listed under Organizational Implementation Services \_\_\_\_\_
- 3) Fully addressed all points listed under Work Product 44-46

#### SUBMITTAL - SECTION III: EXPERIENCE AND KEY PERSONNEL

#### (i) For Proposer:

1) Provide a complete history and description of your company, including, but not limited to, the number of years in business, size, number of employees, copy of applicable licenses/certifications, credentials, capabilities and capacity to meet the City's needs. Include any related or affiliated firms. \_\_\_\_\_

2) Describe the Proposer's relevant experience, during the past five (5) years, in providing similar scope of services to public sector agencies, particularly to municipal/local governments.

#### (ii) For Key Personnel:

 Provide a summary of the qualifications, copy of applicable licenses/certifications, and experience of all proposed key personnel that will perform supervisory, management or oversight responsibilities. Include resumes (listing experience, education, licenses/certifications) for your proposed key personnel and specify the role and responsibilities of each team member in providing the services outlined in the RFP.\_\_\_\_\_

#### SUBMITTAL – SECTION IV: PAST PERFORMANCE AND REFERENCES

 Provide a minimum of three (3) references from public sector agencies, particularly municipal/local government, for which Proposer has performed similar scope of services in the past five (5) years. Please include: (1) client name, (2) address, (3) contact name, (4) contact telephone number, (5) contact email address, (6) term of contract (start and end date), (7) contract amount, (8) services provided. DO NOT include work/services performed for the City of Coral Gables or Ci ty employees as references.

- 2) If the City has previously awarded the Proposer a contract, identify the details of that award as well as the department and contract administrator for the contract.
- 3) Provide a list with contact information of public sector clients, if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same. The City reserves the right to contact any reference as part of the evaluation process. \_\_\_\_\_

#### SUBMITTAL - SECTION V: PRICE PROPOSAL

1) Provide pricing utilizing the Price Proposal form under this section.

#### <u>-- N O T I C E --</u> BEFORE SUBMITTING YOUR PROPOSAL, MAKE SURE YOU:

- 1. Carefully read and have a clear understanding of the RFP, including the Scope of Services and enclosed Professional Services Agreement (*draft*).
  - 2. Carefully follow the "Submission Requirements" outlined in Section 6 of the RFP.
    - 3. Prepare and submit ONE ORIGINAL RESPONSE and SIX (6) PHOTOCOPIES with ONE (1) digital copy on a CD or flash drive.
    - 4. Clearly mark the following on the outside of your submittal package: RFP Number, RFP Title, Responder's Name and Return Address, Submittal Deadline.
      - 5. Make sure your Proposal is submitted prior to the submittal deadline. Late responses will not be accepted.

FAILURE TO SUBMIT CHECKLIST AND THE REQUESTED DOCUMENTATION MAY RENDER YOUR RFP RESPONSE NON-RESPONSIVE AND CONSTITUTE GROUNDS FOR REJECTION. THIS PAGE IS TO BE RETURNED WITH YOUR RESPONSE PACKAGE.

#### PROPOSER'S AFFIDAVIT

SUBMITTED TO: City of Coral Gables Procurement Division 2800 SW 72 Avenue Miami, Florida 33155

The undersigned a cknowledges and understands the information contained in response to this RFP <u>Schedules A through I</u> shall be relied upon by Owner awarding the contract and such information is warranted by Proposer to be true and correct. The discovery of any omission or misstatements that materially affects the Proposer to perform under the contract shall cause the City to reject the solicitation submittal, and if necessary, terminate the award and/or contract. I further certify that the undersigned name(s) and official signatures of those persons are authorized as (*Owner, Partner, Officer, Representative or Agent of the Proposer that has submitted the attached Response*). <u>Schedules A through I</u> are subject to Local, State and Federal laws (as applicable); both criminal and civil.

- SCHEDULE A CERTIFICATE OF PROPOSER
- SCHEDULE B NON-COLLUSION AND CONTINGENT FEE AFFIDAVIT
- SCHEDULE C DRUG-FREE STATEMENT
- SCHEDULE D PROPOSER'S QUALIFICATION STATEMENT
- SCHEDULE E STATEMENT OF NO-RESPONSE
- SCHEDULE F CODE OF ETHICS, CONFLICT OF INTEREST, AND CONE OF SILENCE
- SCHEDULE G AMERICANS WITH DISABILITIES ACT (ADA)
- SCHEDULE H PUBLIC ENTITY CRIMES
- SCHEDULE I ACKNOWLEDGEMENT OF ADDENDA

This affidavit is to be furnished to the City of Coral Gables with its RFP response. It is to be filled in, executed and notarized by the Proposer. If the Response is made by a Corporation, then it should be executed by its Chief Officer. This document <u>MUST</u> be submitted with the Response.

STATE OF FLORIDE	
COUNTY OF MEANT - DACE	
On this 14 day of June, 2017, before me the undersigned No. The State of FL, personally appeared (Name s) of individual(s) who appeared	otary Public of

And whose name(s) is/are subscribes to within the instrument(s), and acknowledges it's

execution. NOT STATE OFFICE TOP PUBLIC. (Name of notary Public; Print, Stamp or Type as Commissioned.)

Personally know to me, or Produced

Identification:

NOTARY PUBLIC SEAL OF OFFICE:

(Type of Identification Produced)

JHONLENA DE LA CARIDA MUNGUIA MY COMMISSION #FF151520 EXPIRES August 14, 2018 FloridaNotaryService.com

#### SCHEDULE "A" CITY OF CORAL GABLES - CERTIFICATE OF PROPOSER

Neither I, nor the above firm, I here represent has:

- a. employed or retained for a commission, percentage brokerage, contingent fee, or other consideration, any firm or person (other than a bona fide employee working solely for me or the above Proposer) to solicit or secure this contract.
- b. agreed, as an express or implied condition for obtaining this contract, to employ or retain the services of any firm or person in connection with carrying out the contract, or
- c. paid, or agreed to pay, to any firm, organization or person (other than a bona fide employee working solely for me or the above Proposer) any fee, contribution, donation or consideration of any kind for, or in connection with, procuring or carrying out the contract except as here expressly stated (if any):

#### SCHEDULE "B" CITY OF CORAL GABLES - NON-COLLUSION AND CONTINGENT FEE AFFIDAVIT

- 1. He/she is the \_\_\_\_\_\_ (*Owner, Partner, Officer, Representative or Agent* of the Proposer that has submitted the attached Response.
- 2. He/she is fully informed with respect to the preparation and contents of the attached Response and of all pertinent circumstances respecting such Response;
- 3. Said Response is made without any connection or common interest in the profits with any other persons making any Response to this solicitation. Said Response is on our part in all respects fair and without collusion or fraud. No head of any department, any employee or any officer of the City of Coral Gables is directly or indirectly interested therein. If any relatives of Proposer's officers or employees are employed by the City, indicate name and relationship below.

Name:	Relationship:
-------	---------------

Name:\_\_\_\_\_ Relationship:\_\_\_\_\_

1. No lobbyist or other Proposer is to be paid on a contingent or percentage fee basis in connection with the award of this Contract.

#### SCHEDULE "C" CITY OF CORAL GABLES - VENDOR DRUG-FREE STATEMENT

Preference may be given to vendors submitting a certification with their bid/proposal certifying they have a drug-free workplace in accordance with Section 287.087, Florida Statutes. This requirement affects all public entities of the State and becomes effective January 1, 1991. The special condition is as follows:

- 1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- 2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- 3. Give each employee engaged in providing the commodities or contractual services that are under solicitation a copy of the statement specified in subsection (1).
- 4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under solicitation, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- 5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
- 6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section. As the person authorized to sign the statement, I certify that this form complies fully with the above requirements.

I hereby certify that the company submitting this solicitation has established a Drug Free work place program in accordance with Sate Statute 287.087

#### SCHEDULE "D" CITY OF CORAL GABLES - PROPOSER'S QUALIFICATION STATEMENT

questions made hereinafter:			
Company Name:			
Address: Street	City	State	Zin Code
Telephone No: ( <u>305</u>	Fax No: ()_	Email:	
How many years has your org	anization been in busine	ss under its present nar	ne? <u>8</u> Years
If Proposer is operating under Statue:	Fictitious Name, submit	evidence of compliance	with Florida Fictitious Nam
Under what former names has	your business operated	?:	
At what address was that busi	ness located?		
Are You Certified? Yes Are You Licensed? Yes	No No	If Yes, <b>ATTACH CO</b> If Yes, <b>ATTACH CO</b>	
Has your company or its senio	r officers ever declared l	pankruptcy?	
YesNo	If yes, explain:		
Please identify each incident similar proceeding was filed Proposer's rights, remedies o under this RFP;	or is pending, if such p	roceeding arises from o	or is a dispute concerning
Have you ever been debarred	·		-

State of Florida

## **Minority Business Certification**

## Southern Strategy Group of Miami, LLC

Is certified under the provisions of 287 and 295.187, Florida Statutes, for a period from:

07/28/2016 to 07/28/2018



Chad Poppell, Secretary Florida Department of Management Services



#### 2017 LEGISLATIVE LOBBYING FIRMS

(850) 671-4401

(407) 650-5052

(321) 305-4444

(863) 517-0235

Southern Strategy Group PO Box 10570, Tallahassee, FL 32302 Anderson, George Oscar Po Box 10570, Tallahassee, FL 32302-2570 Arias, Stacy Po Box 10570, Tallahassee, FL 32302-2570 Boehmer, Laura E. Po Box 10570, Tallahassee, FL 32302-2570 Bradshaw, Paul R. Po Box 10570, Tallahassee, FL 32302-2570 Brockelman, Matt Po Box 10570, Tallahassee, FL 32302-2570 Browning, David Po Box 10570, Tallahassee, FL 32302-2570 Cabrera, Kevin Marino Po Box 10570, Tallahassee, FL 32302-2570 Castro, Edgar O. Po Box 10570, Tallahassee, FL 32302-2570 Cohen, Kelly Po Box 10570, Tallahassee, FL 32302-2570 Diaz, Nelson D. Po Box 10570, Tallahassee, FL 32302-2570 Dudley, Christopher F. Po Box 10570, Tallahassee, FL 32302-2570 Fearington, Mercer Jr. Po Box 10570, Tallahassee, FL 32302-2570 Hicks, Deno Po Box 10570, Tallahassee, FL 32302-2570 McDaniel, Jerry Lee Po Box 10570, Tallahassee, FL 32302-2570 McFaddin, James H. III Po Box 10570, Tallahassee, FL 32302-2570 McKeel, Seth D. Jr. Po Box 10570, Tallahassee, FL 32302-2570 Mitchell, R. Paul Po Box 10570, Tallahassee, FL 32302-2570 Ridley, Sydney P. Po Box 10570, Tallahassee, FL 32302-2570 Setzer, Jonathan Alexander Po Box 10570, Tallahassee, FL 32302-2570 Shepp, David A. Po Box 10570, Tallahassee, FL 32302-2570 Smith, James C. (Clark) Po Box 10570, Tallahassee, FL 32302-2570 Smith, Jim Po Box 10570, Tallahassee, FL 32302-2570 Stevens, Frank L. (Monte) III Po Box 10570, Tallahassee, FL 32302-2570 Southern Strategy Group of Orlando 78 W Church St, Ste 200, Orlando, FL 32801 Cohen, Kelly Po Box 10570, Tallahassee, FL 32302-2570 WithDrawn: 04/26/2017

Space Coast Strategy Inc 895 Barton Blvd, Ste B, Rockledge, FL 32955 *Moore, Kendall T.* 895 Barton Blvd, Ste B, Rockledge, FL 32955

Spratt and Associates PO Box 236, LaBelle, FL 33975 Spratt, Joseph R. Po Box 236, Labelle, FL 33975-0236

Stearns Weaver Miller Weissler, et 106 E College Ave, Ste 720, Tallahassee, FL 323 <i>Cremer, Jacob T.</i>	<b>(850) 580-7200</b> 301
401 E Jackson St, 401 E. Jackson St., Suite 2200	, Tampa, FL 33602
Steel in the Air, Inc. 8337 Oswego Road, Baldwinsville, NY 13027 Schmidt, Milton K 8337 Oswego Rd, Baldwinsville, NY 13027	(877) 428-6937
Stephanie Kunkel 873 Kingsway Rd, Tallahassee, FL 32301 <i>Kunkel, Stephanie</i> 873 Kingsway Rd, Tallahassee, FL 32301 WithDrawn: 02/02/2017	(850) 320-4208
Stephen R. Winn and Associates 1424 Ox Bottom Rd, Tallahassee, FL 32312 <i>Hightower, William B.</i> 2007 Apalachee Pky, Tallahassee, FL 32301 <i>Winn, Stephen R.</i> 1424 Ox Bottom Rd, Tallahassee, FL 32312	(850) 878-3056
Stephen Wise Consulting 4361 Charleston, Jacksonville, FL 32210 Wise, Stephen R. 4361 Charleston Ln, Jacksonville, FL 32210	(904) 771-9400
Strategic Access Group LLC 5000-18 Highway 17, #268, Orange Park, FL 320 Bedford, Lauren 307 W Park Ave, Suite 101, Tallahassee, FL 323 Cruz, Carlos M. 307 W Park Ave., Suite 101, Tallahassee, FL 323	01
Strategos Public Affairs LLC 4320 W Kennedy Blvd, Tampa, FL 33609 DePriest, Jennings Lawton 4320 W Kennedy Blvd, Tampa, FL 33609 Giery, Adam 4320 W Kennedy Blvd, Tampa, FL 33609 Horne, Jim 4320 W Kennedy Blvd, S, Tampa, FL 33609 Lamb, Todd D 4320 W Kennedy Blvd, Tampa, FL 33609 Reid, Tara 4320 W Kennedy Blvd, Tampa, FL 33609 Traviesa, A Trey 4320 W Kennedy Blvd, Tampa, FL 33609-2118	(813) 321-1400
Summit 21, LLC 1391 NW St. Lucie West Blvd. #190, Port St. Lu <i>Christensen, Patricia</i> 1391 NW St. Lucie West Blvd., #190, Port St.Lu	
Sun City Strategies, LLC 7625 W 14th Ct, Hialeah, Florida 33014 Gonzalez, Eduardo S 7625 W 14th Ct, Hialeah, FL 33014	(786) 351-5849
Sunrise Consulting Group 5957 Riviera Ln, New Port Richey, FL 34655-56 <i>Foster, Shawn</i> 5957 Riviera Ln, New Port Richey, FL 34655-56	
Sunshine State Consultants	(239) 297-9741

3311 Dartmoor Drive, Tallahassee, FL 32312 Hicks, Kari 622 S Deerwood Ave, Orlando, FL 32825 WithDrawn: 05/31/2017

#### 06/14/17 06:00:55

#### 2017 EXECUTIVE LOBBYING FIRMS

**SKD Consulting Group Inc** (850) 421-9100 210 S Monroe St, Tallahassee, FL 32301 Dick, Scott 210 S Monroe St, Tallahassee, FL 32301 Smith Bryan & Myers Inc (850) 224-5081 311 E Park Ave, Tallahassee, FL 32301 Bryan, Matt A. 311 E Park Ave, Tallahassee, FL 32301 Daniel, David T. 311 E Park Ave, Tallahassee, FL 32301 Griffin, Thomas 311 E Park Avenue, Tallahassee, FL 32301 Hartley, Jeff 311 E Park Ave, Tallahassee, FL 32301 Hurley, Lisa M. 311 E Park Avenue, Tallahassee, FL 32301 Naff. Jim A. 311 E Park Ave, Tallahassee, FL 32301 Reilly, Andrea B. 311 E Park Ave, Tallahassee, FL 32301 Sniffen & Spellman, PA (850) 205-1996 123 N Monroe St, Tallahassee, FL 32301 Logan, Mark K. 123 N Monroe St, Tallahassee, FL 32301 **Snow Strategies Inc** (850) 556-0203 2568 Centerville Ct, Tallahassee, FL 32308 Snow, Christopher R. 2568 Centerville Ct, Tallahassee, FL 32308 Solaris Consulting (850) 766-8384 Po Box 11201, Tallahassee, FL 32302-3201 Bishop, David L. Po Box 11201, Tallahassee, FL 32302-3201 Southern Advocacy Group (850) 566-2560 4961 Southern Oaks Dr, Tallahassee, FL 32308 Rogers, Michael J. (Mike) 4961 Southern Oaks Dr, Tallahassee, FL 32308 Southern Strategy Group (850) 671-4401 PO Box 10570, Tallahassee, FL 32302 Anderson, George Oscar Po Box 10570, Tallahassee, FL 32302-2570 Arias, Stacy Po Box 10570, Tallahassee, FL 32302-2570 Boehmer, Laura E. Po Box 10570, Tallahassee, FL 32302-2570 Bradshaw, Paul R. Po Box 10570, Tallahassee, FL 32302-2570 Brockelman, Matt Po Box 10570, Tallahassee, FL 32302-2570 Browning, David Po Box 10570, Tallahassee, FL 32302-2570 Cabrera, Kevin Marino Po Box 10570, Tallahassee, FL 32302-2570 Castro, Edgar O. Po Box 10570, Tallahassee, FL 32302-2570 Cohen, Kelly Po Box 10570, Tallahassee, FL 32302-2570 Diaz, Nelson D. Po Box 10570, Tallahassee, FL 32302-2570 Dudley, Christopher F.

Po Box 10570, Tallahassee, FL 32302-2570

Po Box 10570, Tallahassee, FL 32302-2570

Po Box 10570, Tallahassee, FL 32302-2570

Fearington, Mercer Jr.

Heflin, Allyce C

Hicks, Deno Po Box 10570, Tallahassee, FL 32302-2570 McDaniel, Jerry Lee Po Box 10570, Tallahassee, FL 32302-2570 McFaddin, James H. III Po Box 10570, Tallahassee, FL 32302-2570 McKeel, Seth D. Jr. Po Box 10570, Tallahassee, FL 32302-2570 Mitchell, R. Paul Po Box 10570, Tallahassee, FL 32302-2570 Ridlev, Sydnev P. Po Box 10570, Tallahassee, FL 32302-2570 Setzer. Jonathan Alexander Po Box 10570, Tallahassee, FL 32302-2570 Shepp. David A. Po Box 10570, Tallahassee, FL 32302-2570 Smith, James C. (Clark) Po Box 10570, Tallahassee, FL 32302-2570 Smith, Jim Po Box 10570, Tallahassee, FL 32302-2570 Stevens, Frank L. (Monte) III Po Box 10570, Tallahassee, FL 32302-2570 Southern Strategy Group of Orlando (407) 650-5052 78 W Church St, Ste 200, Orlando, FL 32801 Cohen, Kelly Po Box 10570, Tallahassee, FL 32302-2570 WithDrawn: 04/26/2017 Space Coast Strategy Inc (321) 305-4444 895 Barton Blvd, Ste B, Rockledge, FL 32955 Moore, Kendall T. 895 Barton Blvd, Ste B, Rockledge, FL 32955 Spratt and Associates (863) 517-0235 PO Box 236, LaBelle, FL 33975 Spratt, Joseph R. Po Box 236, Labelle, FL 33975-0236 Stephanie Kunkel (850) 320-4208 873 Kingsway Rd, Tallahassee, FL 32301 Kunkel, Stephanie 873 Kingsway Rd, Tallahassee, FL 32301 WithDrawn: 02/02/2017 Stephen R. Winn and Associates (850) 878-3056 1424 Ox Bottom Rd, Tallahassee, FL 32312 Winn, Stephen R. 1424 Ox Bottom Rd, Tallahassee, FL 32312 Stephen Wise Consulting (904) 771-9400 4361 Charleston, Jacksonville, FL 32210 Wise, Stephen R. 4361 Charleston Ln, Jacksonville, FL 32210 Strategic Access Group LLC (904) 214-5724 5000-18 Highway 17, #268, Orange Park, FL 32003 Bedford, Lauren 307 W Park Ave, Suite 101, Tallahassee, FL 32301 Cruz. Carlos M. 307 W Park Ave., Suite 101, Tallahassee, FL 32301 Strategos Public Affairs LLC (813) 321-1400 4320 W Kennedy Blvd, Tampa, FL 33609 DePriest, Jennings Lawton 4320 W Kennedy Blvd, Tampa, FL 33609 Giery, Adam 4320 W Kennedy Blvd, Tampa, FL 33609 Horne, Jim 4320 W Kennedy Blvd, S, Tampa, FL 33609 Lamb, Todd D

4320 W Kennedy Blvd, Tampa, FL 33609

#### 2017 LEGISLATIVE LOBBYING FIRMS

**Ralph Haben & Associates, LLC** (850) 656-5506 820 East Park Avenue, E100, Tallahassee, FL 32301 Haben, Ralph H. Jr. 820 E Park Ave, Suite E100, Tallahassee, FL 32301 **Ramba Consulting Group LLC** (850) 727-7087 120 S Monroe St, Tallahassee, FL 32301 Carvajal, Allison S. 120 S Monroe St, Tallahassee, FL 32301 Handerhan, Paul 120 S Monroe St, Tallahassee, FL 32301 Mullins, Sue 120 S Monroe St, Tallahassee, FL 32301 Power, Evan J. 120 S Monroe St, Tallahassee, FL 32301 Ramba, David E. 120 S Monroe St, Tallahassee, FL 32301 Yerkes, Sara 500 New Jersey Ave NW, floor 6, Washington, DC 20001 WithDrawn: 05/11/2017 **Rathbun & Associates Inc** (850) 294-9050 601 21st St, Ste 300, Vero Beach, FL 32960 Rathbun, Jim G. 601 21st St, Ste 300, Vero Beach, FL 32960 **Rayborn Consultants** (850) 524-2394 PO Box 1565, Tallahassee, FL 32302 Rayborn Silver, Keri M. Po Box 1565, Tallahassee, FL 32302-1565 **Redfish Consulting** (850) 264-3878 PO Box 1197, Tallahassee, FL 32302 Fischer, Michael J. Po Box 1197, Tallahassee, FL 32302-1197 **Reginald Garcia PA** (850) 933-7150 PO Box 11069, Tallahassee, FL 32302 Garcia, Reginald R. Po Box 11069, Tallahassee, FL 32302-3069 **Resource Group NA** (561) 719-2877 777 S Flagler Dr, Ste 605A East, West Palm Beach, FL 33401 DeRita, Thomas Jr. 777 S Flagler Dr, Ste 605A East, West Palm Beach, FL 33401 **RFJ Governmental Consultants** (850) 508-8908 1778 Vineyard Way, Tallahassee, FL 32317 DeBeaugrine, Jim 1778 Vineyard Way, Tallahassee, FL 32317 **Richard Watson & Associates Inc** (850) 222-0000 PO Box 10038, Tallahassee, FL 32302 Watson, Richard Po Box 10038, Tallahassee, FL 32302-2038 Robert D. Trammell (850) 510-2187 PO Box 1799, Tallahassee, FL 32302 Trammell, Robert D. Po Box 1799, Tallahassee, FL 32302-1799 Robert M. Levy & Associates Inc (305) 758-1194 780 NE 69th St, Ste 1703, Miami, FL 33138 Bowen, Marsha L. 1400 Village Square Blvd, Suite #3-330, Tallahassee, FL 32309 Diaz. Jose Robert M. Levy & Associates, 780 NE 69th St # 1703, Miami, FL 33138 **Robert P. Jones & Associates** (850) 224-3180 1118-B Thomasville Rd, Tallahassee, FL 32303 Doolin, Christian B. 1118-B Thomasville Rd, Tallahassee, FL 32303-6287 Jones. Robert P.

06/16/17

06:00:51

1118-B Thomasville Rd, Tallahassee, FL 32303 Robert R. Reynolds & Associates LLC (850) 422-0656 PO Box 4369, Tallahassee, FL 32315-4369 Revnolds. Robert R. Po Box 4369, Tallahassee, FL 32315-4369 Roetzel & Andress LPA (239) 649-6200 850 Park Shore Dr 3rd Floor, Third Floor, Naples, FL 34103 Pritt. Robert D. 850 Park Shore Dr Fl 3, Naples, FL 34103-3587 **Ron Greenstein** (954) 610-7745 225 S Adams St, Ste 250, Tallahassee, FL 32301 Greenstein. Ron 225 S Adams St, Ste 250, Tallahassee, FL 32301 **Ron Silver and Associates Inc** (305) 502-1199 2031 NE 209th St, North Miami Beach, FL 33179 Silver, Ron 2031 NE 209th St, North Miami Beach, FL 33179 Ronald L. Book PA (305) 935-1866 18851 NE 29th Ave, Ste 1010, Aventura, FL 33180 Book, Ronald L. 18851 NE 29Th Ave, Suite 1010, Aventura, FL 33180-2808 Brown, Rana G. 18851 NE 29th Ave, Ste 1010, Aventura, FL 33180 Mallette, Kelly C. 18851 NE 29th Ave, Ste 1010, Aventura, FL 33180 Ronald R. Richmond (850) 545-5964 1394 Millstream Road, Tallahassee, FL 32312 Richmond, Ronald R. 1394 Millstream Rd, Tallahassee, FL 32312 **RSA Consulting Group LLC** (813) 777-5578 235 W Brandon Blvd, Ste 640, Brandon, FL 33511-5103 Briggs, Edward P. 235 W Brandon Blvd, Ste 640, Brandon, FL 33511 King, Natalie 235 W Brandon Blvd, Ste 640, Brandon, FL 33511 Pierce, Ronald 235 W Brandon Blvd, Ste 640, Brandon, FL 33511 **RSR Strategies** (850) 294-3767 PO Box 1055, Tallahassee, FL 32302 Rudd, Ryder S. 115 E Park Ave, Ste 100, Tallahassee, FL 32303 **Rumberger Kirk & Caldwell** (407) 872-7300 PO Box 1873, Orlando, FL 32802 Marsev, J. David 215 S. Monroe Street, Suite 702, Tallahassee, FL 32301 **Russ Klenet & Associates** (954) 684-9255 1512 E Broward Blvd, 103, Fort Lauderdale, FL 33301 Klenet, Russell H. Russ Klenet & Associates, 1512 E Broward Blvd #103, Ft Lauderdale,

Rutledge Ecenia PA(850) 681-6788119 S Monroe St, Ste 202, Tallahassee, FL 32301Costello, Jonathan M.119 S Monroe St, Ste 202, Tallahassee, FL 32301Ecenia, Stephen A.119 S Monroe St, Ste 202, Tallahassee, FL 32301Ferguson, Diana M.119 S Monroe St, Ste 202, Tallahassee, FL 32301Hamilton, James P.4031 Teal Way, Pensacola, FL 32507Janasiewicz, Jessica119 S Monroe St, Suite 202, Tallahassee, FL 32301Interference

FL 33301

#### 06/16/17 06:00:55

Rutledge, Gary R.

119 S Monroe St, Ste 202, Tallahassee, FL 32301

#### 2017 EXECUTIVE LOBBYING FIRMS

06:00:55	2017 EXECUTIVE
Robert P. Jones & Associates 1118-B Thomasville Rd, Tallahassee, FL 32 Doolin, Christian B.	
<ul><li>1118-B Thomasville Rd, Tallahassee, FL 32</li><li><i>Jones, Robert P.</i></li><li>1118-B Thomasville Rd, Tallahassee, FL 32</li></ul>	
Roetzel & Andress LPA 850 Park Shore Dr 3rd Floor, Third Floor, N Pritt, Robert D. 850 Park Shore Dr Fl 3, Naples, FL 34103-3	
Ron Greenstein 225 S Adams St, Ste 250, Tallahassee, FL 3 <i>Greenstein, Ron</i> 225 S Adams St, Ste 250, Tallahassee, FL 3	<b>(954) 610-7745</b>
Ron Silver and Associates Inc 2031 NE 209th St, North Miami Beach, FL 3 Silver, Ron 2031 NE 209th St, North Miami Beach, FL 3	
Ronald L. Book PA 18851 NE 29th Ave, Ste 1010, Aventura, FL Book, Ronald L. 18851 NE 29Th Ave, Suite 1010, Aventura,	
Brown, Rana G. 18851 NE 29th Ave, Ste 1010, Aventura, FL	
Mallette, Kelly C. 18851 NE 29th Ave, Ste 1010, Aventura, FL	. 33180
RSA Consulting Group LLC 235 W Brandon Blvd, Ste 640, Brandon, FL <i>Briggs, Edward P.</i> 235 W Brandon Blvd, Ste 640, Brandon, FL	
King, Natalie 235 W Brandon Blvd, Ste 640, Brandon, FL	
Pierce, Ronald 235 W Brandon Blvd, Ste 640, Brandon, FL	33511
RSR Strategies PO Box 1055, Tallahassee, FL 32302 <i>Rudd, Ryder S.</i> 115 E Park Ave, Ste 100, Tallahassee, FL 32	<b>(850) 294-3767</b>
Rumberger Kirk & Caldwell PO Box 1873, Orlando, FL 32802 Marsey, J. David	(407) 872-7300
215 S. Monroe Street, Suite 702, Tallahassee Russ Klenet & Associates 1512 E Broward Blvd, 103, Fort Lauderdale Klenet, Russell H.	(954) 684-9255
Russ Klenet & Associates, 1512 E Broward FL 33301	Blvd #103, Ft Lauderdale,
Rutledge Ecenia PA 119 S Monroe St, Ste 202, Tallahassee, FL 3 <i>Costello, Jonathan M.</i> 119 S Monroe St, Ste 202, Tallahassee, FL 3	
<i>Ecenia, Stephen A.</i> 119 S Monroe St, Ste 202, Tallahassee, FL 3	
Ferguson, Diana M. 119 S Monroe St, Ste 202, Tallahassee, FL 3 Janasiewicz, Jessica	32301
119 S Monroe St, Suite 202, Tallahassee, FL Mixon, Corinne	
119 S. Monroe St., Ste. 202, Tallahassee, FL	2 52501

S. James Brainerd PA (850) 508-6716 2814 Rabbit Hill Rd, Tallahassee, FL 32308 Brainerd, Stanley James 2814 Rabbit Hill Rd, Tallahassee, FL 32308 Sachs Sax Caplan (850) 412-0306 660 E Jefferson St, Ste 102, Tallahassee, FL 32301 Boyd, Robert J. Sachs Sax Caplan, 660 E Jefferson St Ste 102, Tallahassee, FL 32301 Whitaker, Kristin Crawford 660 E Jefferson St, 102, Tallahassee, FL 32301 Safley Group LLC (850) 566-7575 3418 Lakeshore Dr, Tallahassee, FL 32312 Safley, R. Z. (Sandy) 3418 Lakeshore Dr, Tallahassee, FL 32312 Sarah Jane Bradshaw (850) 980-2135 1921 Mallory Square, Tallahassee, Fl 32308 Bradshaw, Sarah Jane 1921 Mallory Square, Tallahassee, FL 32308 SCG Governmental Affairs (850) 513-0004 111 N. Calhoun St., Ste 6, Tallahassee, FL 32301-1505 Maxwell, Mark A. 111 N Calhoun St, Ste 6, Tallahassee, FL 32301-1505 Stephens, M. Lane 111 N. Calhoun St., Ste 6, Tallahassee, FL 32301 **Schoolhouse Consulting Group Inc** (561) 644-2439 571 Kingsbury Terrace, Wellington, FL 33414 Pickup-Crawford, Vernon A. 571 Kingsbury Terrace, Wellington, FL 33414 (850) 566-3905 Screven Watson & Associates, LLC 2910 Kerry Forest Parkway, #D4-324, Tallahassee, Florida 32309 Watson, Screven H. 2910 Kerry Forest Pkwy, #D4-324, Tallahassee, FL 32309 Shumaker Advisors Florida, LLC (813) 229-7600 101 East Kennedy Blvd., Suite 2800, Tampa, Florida 33602 Christaldi, Ronald A. 101 E Kennedy Blvd, Ste 2800, Tampa, FL 33602 Shumaker Loop & Kendrick LLP (813) 229-7600 101 E Kennedy Blvd, Ste 2800, Tampa, FL 33602 Christaldi, Ronald A. 101 E Kennedy Blvd, Ste 2800, Tampa, FL 33602 Shutts & Bowen LLP (850) 521-0600 215 S Monroe St, Suite 804, Tallahassee, FL 32301 Gonzalez, Jason B. 215 S Monroe St, Suite 804, Tallahassee, FL 32301 Sarnoff, Marc David 200 S Biscayne Blvd, Suite 4100, Miami, FL 33131 Signal Group Consulting, LLC (202) 234-1224 455 Massachusetts Avenue NW, 12th Floor, Washington, DC 20001 Garcia, Noe III 455 Massachusetts Ave NW # 12, 12th Floor, Washington, DC 20001-2621 Silver Palm Consulting, LLC (863) 528-4272 2300 N. Scenic Hwy., ML 50, Lake Wales, FL 33898 Alexander, John David 2300 N Scenic Hwy, Lake Wales, FL 33898 **SKB Consulting Group** (850) 727-0939 317 E Park Ave, Tallahassee, FL 32312 Brown, Stuart K. 317 E Park Ave, Tallahassee, FL 32301

### Lawyers

Bar #

Search by Bar number only produces results that are an exact match to the nun provided.

nelson	diaz	Law Firm
City -	City Name	
Find names that sound like the entered names Eligible lawyers only Include deceased lawyers		
+ More options		
SEARCH CLEAR ALL		

Showing 1 result View in new tab

## **Nelson David Diaz**

Member in Good \$ Bar Number:	Standing 796441	Eligible to Practice Law in
Mail Address:	LNL Law Group	
	999 Ponce De Leon Blvd S Coral Gables, FL 33134-3 United States	
	Office: 305-421-6304	
Email:	nelsonddiaz@aol.com	
Personal Bar URL:	www.floridabar.org/mybarµ /796441	orofile
vCard:		
County:	Miami-Dade	

Circuit:	11
Admitted:	09/21/2004
10-Year Discipline History:	None
Law School:	University of Florida, Fredric G. Levin College of Law
Firm:	LNL Law Group

#### **Licensee Details**

Licensee Information	
Name:	DIAZ, NELSON D (Primary Name)
Main Address:	10945 SW 82 AVE MIAMI Florida 33156
County:	DADE
·	
License Mailing:	

LicenseLocation:

#### **License Information**

License Type:	Real Estate Broker or Sales
Rank:	Sales Associate
License Number:	SL3055613
Status:	Current, Active
Licensure Date:	07/17/2003
Expires:	03/31/2019
Special Qualifications	Qualification Effective

02/09/2011

Florida Bar Member

**Alternate Names** 

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\$

**Commission Detail** 

Notary ID: 873710 Last Name: Diaz First Name: Nelson Middle Name: Birth Date: 2/22/XX Transaction Type: REN Certificate: FF 205866 Status: ACT Issue Date: 06/03/15 Expire Date: 06/02/19 Bonding Agency: Troy Fain Insurance Mailing Address: Miami, FL 33156-0000

[Department of State][Notary Public Access System][Email Us]

Florida Department of State Division of Corporations P.O. Box 6327 Tallahassee, FL. 32314 Phone (850) 245-6945

#### **Licensee Details**

Licensee Information	
Name:	CABRERA, KEVIN MARINO (Primary Name)
Main Address:	12868 SW 60TH STREET MIAMI Florida 33183
County:	DADE
License Mailing:	
LicenseLocation:	
License Information	
License Type:	Real Estate Broker or Sales
Rank:	Sales Associate

Rank:Sales AssociateLicense Number:SL3295395Status:Current,ActiveLicensure Date:04/22/2014Expires:03/31/2018

**Special Qualifications** 

**Qualification Effective** 

#### **Alternate Names**

#### View Related License Information View License Complaint

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#### Lawyers

257915		
Search by Bar number only p provided.	produces results that are an e	xact match to the number
First Name	Last Name	Law Firm
City	City Name	
Find names that sound like the Include deceased lawyers	e entered names 🛛 Eligible lav	vyers only
+ More options		
SEARCH	RALL	

Showing 1 result View in new tab

#### **Ronald Lee Book**

Member in Good Bar Number:	Standing 257915	Eligible to Practice Law in Florida
Mail Address:	Ronald L Book PA 18851 NE 29th Ave Ste 1 Aventura, FL 33180-2848 United States	
	Office: 305-935-1866	
	Fax: 305-935-9737	
Email:	ron@rlbookpa.com	
Personal Bar URL:	www.floridabar.org/mybar /257915	profile
vCard:	29	
County:	Miami-Dade	
Circuit:	11	
Admitted:	09/15/1978	
10-Year Discipline History:	None	
Law School:	Tulane University Law Sc	hool
Sections:	Administrative La	w
	City, County & Lo	ocal Govt Law
	Public Interest La	W

#### SCHEDULE "E" CITY OF CORAL GABLES - STATEMENT OF NO-RESPONSE

NOTE: If you do not intend to propose on this RFP, please return this form immediately. Failure to return this form may result in your name being removed from the list of qualified Contractor's for the City of Coral Gables. Please indicate Request for Proposal name and number on the outside of the envelope.

MAIL TO: CITY OF CORAL GABLES 2800 S.W. 72nd AVENUE MIAMI, FL 33155 ATTN: PROCUREMENT DIVISION

We, the undersigned have declined to respond for the following <u>RFP 2017.05.PK Legislative Consulting</u> <u>Services</u> reason:

\_\_\_\_\_Insufficient time to respond to the Request for Proposals.

\_\_\_\_\_We do not offer these services or an equivalent.

\_\_\_\_\_Our schedule would not permit us to perform.

\_\_\_\_Unable to meet specifications.

\_\_\_\_\_Unable to meet Bond requirements.

\_\_\_\_\_Specifications unclear (explain below).

\_\_\_\_\_Unable to meet insurance requirements.

\_\_\_\_Other (specify below)

**REMARKS:** 

This form is N/A for Southern Strategy Group of Miami, LLC

COMPANY NAME:	Southern Strategy Group of Miami, LLC	
SIGNATURE:	Cholon .	
ADDRESS:	999 Ponce de Leon Blvd., PH Suite 1105	
	Coral Gables, FL 33134	
TELEPHONE NO.	305.421.6304	
FAX NO.		
EMAIL ADDRESS:	diaz@sostrategy.com	

#### <u>SCHEDULE "F" CITY OF CORAL GABLES – CODE OF ETHICS, CONFLICT OF INTEREST,</u> <u>AND CONE OF SILENCE</u>

THESE SECTIONS OF THE CITY CODE CAN BE FOUND ON THE CITY'S WEBSITE, UNDER GOVERNMENT, CITY DEPARTMENT, PROCUREMENT, PROCUREMENT LINKS, ORDINANCE NO. 2009-53; SEC 2-1055; SEC 2-677; AND SEC 2-1059, RESPECTIVELY.

IT IS HEREBY ACKNOWLEDGED THAT THE ABOVE NOTED SECTIONS OF THE CITY OF CORAL GABLES CITY CODE ARE TO BE ADHERED TO PURSUANT TO THIS SOLICITATION NO. 2017.05.PK.

#### SCHEDULE "G" CITY OF CORAL GABLES - AMERICANS WITH DISABILITIES ACT (ADA) DISABILITY NONDISCRIMINATION STATEMENT

I, being duly first sworn state:

That the above named firm, corporation or organization is in compliance with and agreed to continue to comply with, and assure that any sub-contractor, or third party contractor under this project complies with all applicable requirements of the laws listed below including, but not limited to, those provisions pertaining to employment, provision of programs and service, transportation, communications, access to facilities, renovations, and new construction.

The American with Disabilities Act of 1990 (ADA), Pub. L. 101-336, 104 Stat 327, 42 U.S.C. 12101,12213 and 47 U.S.C. Sections 225 and 661 including Title I, Employment; Title 11, Public Services; Title III, Public Accommodations and Services Operated by Private Entities; Title IV, Telecommunications; and Title V, Miscellaneous Provisions.

The Florida Americans with Disabilities Accessibility Implementation Act of 1993, Sections 5553.501-553.513, Florida Statutes

The Rehabilitation Act of 1973, 229 U.S.C. Section 794

The Federal Transit Act, as amended, 49 U.S.C. Section 1612 The Fair Housing Act as amended, 42 U.S.C. Section 3601-3631

#### SCHEDULE "H" CITY OF CORAL GABLES - SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

- 1. I understand that a "public entity crime" as define in Paragraph 287.133(1)(g), **Elorida Statutes**, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
- 2. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1) (b), <u>Elorida Statutes</u>, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
- 3. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), *Elorida Statutes*, means:

1. A predecessor or successor of a person convicted of a public entity crime; or 2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

- 4. I understand that a "person" as defined in Paragraph 287.133(1) (e), <u>Florida Statutes</u>, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
- 5. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. [Indicate which statement applies.]

Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity subsequent to July 1, 1989.

\_\_\_\_\_The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by

the Hearing Officer determined that it was not in the public interest to place the entity submitting this

sworn statement on the convicted vendor list.

#### [attach a copy of the final order]

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, <u>FLORIDA STATUTES</u>FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

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#### SCHEDULE "I" CITY OF CORAL GABLES - ACKNOWLEDGEMENT OF ADDENDA

Request for Proposals (RFP) No 2017.05.PK

- 1. The undersigned agrees, if this RFP is accepted, to enter in a Contract with the CITY to perform and furnish all work as specified or indicated in the RFP and Contract Documents within the Contract time indicated in the RFP and in accordance with the other terms and conditions of the solicitation and contract documents.
- 2. Acknowledgement is hereby made of the following Addenda, if any (identified by number) received since issuance of the Request for Proposals:

Addendum No	_Date	Addendum No	_Date
Addendum No	_Date	Addendum No	_Date
Addendum No	_Date	Addendum No	_Date

## MINIMUM QUALIFICATIONS

Minimum Qualification Requirements: Submit detailed, verifiable information affirmatively documenting compliance with the Minimum Qualifications Requirements shown in Section 3.

1. Be regularly engaged in the business of providing these services as described in the Request for Proposals "Scope of Services" for a minimum of five (5) years. In addition, Proposer shall provide proof of active status or documentation evidencing Proposer is currently seeking active status with the Florida Department of State, Division of Corporation.

Southern Strategy Group is well positioned to deliver results. Southern Strategy Group's Tallahassee office was founded more than 18 years ago and the Coral Gables office was founded eight years ago. In that time, Southern Strategy Group has built a team of lobbyists who can confront and overcome the challenges of a huge, complex, and rapidly changing state government. Southern Strategy Group has assembled a large team of seasoned professionals-most of them drawn from the highest ranks of state and local government and politics-who are steeped in a tradition of client service and effective advocacy. Nelson Diaz, Edgar Castro, and Kevin Cabrera have more than 40 years of combined lobbying experience at both the state and regional levels of government. In addition, Nelson Diaz serves as the Republican Party Chairman of Miami-Dade County and is deeply involved in assisting Members of the majority party in Tallahassee. Kevin Cabrera is a Councilman for Miami-Dade County West Kendall Community Council. Their knowledge of Coral Gables stems from spending a large portion of each day in Coral Gables. They know and understand the issues that impact the City, from traffic and road beautification to sustainability and affordable housing. Proof of active status with the Florida Department of State, Division of Corporation is included at the end of this section. Southern Strategy Group's Coral Gables office is also a certified Minority Business with the State of Florida.

Ronald L. Book, P.A. is considered one of the leading lobbying firms in the state, boasting a virtually flawless record of success attaining clients' goals, which range from legal counseling on corporate and private matters to persuading lawmakers to support meritorious programs and causes. Professional skill is complemented by responsive, personal service as evidenced by the fact that the vast majority of clients have retained the firm's services for many years. The firm's mission is to provide a full range of government relations services to its clients; "anything and everything government." We utilize our knowledge of the legislative process and our relationships with the key decision makers in the process to assist clients by representing their interests and advocating their legislative agendas, be it a change in substantive law, a grant opportunity or a budget line item. Our law firm works exclusively in the government affairs arena, and we are proud that we are involved in the legislative process 365 days-a-year. We enjoy extensive bipartisan relationships with members of both the legislature and executive branch, allowing us to be effective in today's political climate. Documentation of Ronald L. Book, P.A.'s active status with the Florida Department of State, Division of Corporation, is included at the end of this section.

2. Have sufficient financial support, as specified in Section 1.13, and equipment and organization to insure that the Proposer can satisfactorily execute the Contract under the terms and conditions stated herein. The terms "equipment" and "organization" as used herein shall be construed to mean a fully equipped and well established company in line with the best business practices of the industry as determined by the proper authorities of the City of Coral Gables. The City reserves the right to make pre-Award inspections of the Proposer's facilities and/or equipment prior to Contract Award.

Southern Strategy Group's Coral Gables office has three full-time lobbyists and a full-time office administrator that will be available locally to service the City's needs. The office is well equipped with office telephones, computers, conference phone, and copier/scanner and has ample meeting space, all of which are available for the City's use. Southern Strategy Group has been in it's current office location since February 2014. Copies of the Coral Gables Business Tax Receipt and Miami-Dade Business Tax Receipt are included at the end of this section. The Coral Gables office does not currently have any debt and has been profitable every month of its existence. Our financial viability and capacity to perform the services requested is demonstrated in the publicly disclosed fees, which exceeded \$5 million, for all Florida offices, in each of the last three years. To view the visit: https://floridalobbyist.gov/CompensationReportSearch/DownloadCompReport. reports. Southern Strategy Group has longstanding banking relationships with Hancock Bank, Capital City Bank, and Prime Meridian. Southern Strategy Group's Dun & Bradstreet number is 079304714.

Ronald L. Book, P.A. is a law firm specializing in government affairs and consulting, that was incorporated in the state of Florida on January 29, 1987, and has remained in continuous existence since incorporation. Ronald L. Book, P.A. is comprised of one principal and founder, two senior staff, and five administrative staff, who occupy two full-time, fully-staffed offices in Aventura and Tallahassee. Both the Tallahassee and Aventura offices are fully equipped and available for the City's use, both during the legislative session and throughout the year. Included in our response, is a copy of our Miami-Dade County Local Business Tax Receipt. Ronald L. Book, P.A. has a longstanding banking

relationship with BB&T Bank. Lastly, our financial viability and capacity to perform the services requested, is demonstrated in the publicly disclosed fees, which significantly exceeded \$1 million per quarter for our firm, in each off the last three years. To view the reports, click here: <u>https://floridalobbyist.gov/CompensationReportSearch/</u>. Ronald L. Book, P.A.'s Dun & Bradstreet number is 827830196.

## 3. Have no record of judgments, bankruptcies, pending lawsuits against the City or criminal activities involving moral turpitude, and not have any conflicts of interest that have not been waived by the City Commission.

Southern Strategy Group has no record of judgments, bankruptcies, pending lawsuits against the City or criminal activities involving moral turpitude, and does not have any conflicts of interests against the City.

Ronald L. Book, P.A. has no record of judgements, bankruptcies, pending lawsuits, nor any criminal activities, involving moral turpitude, nor any conflicts of interest, against the City.

# 4. Provide a minimum of 3 references for services provided within the past 5 years, in accordance with the Submission Requirements of this RFP. It is the responsibility of the Proposer to ascertain that the contact person provided in the references will be responsive.

References for Southern Strategy Group and Ronald L. Book, P.A., sub-contractor, are included in Section IV Past Performance and References.

5. Establish and maintain a fully functional office, including, but not limited to, phones, facsimile, copy machine, personal computer with appropriate software as identified by the City, filing space for City staff or officials in the Tallahassee and/or Washington, D.C. area and provide clerical assistance for said staff or officials to ensure effective coordination between Tallahassee and/or Washington, D.C. and the City.

While being local in every major city in Florida, Southern Strategy Group has a statewide presence that is unmatched. Southern Strategy Group's Tallahassee office is conveniently located to provide ready access to the Capitol and other major state government buildings. The Southern Strategy Group office building is less than a minute's walk from the Capitol grounds, and with 11,000 square feet of office space is the largest lobbyist-only office building in the state capital. The building has ample room for the almost two dozen lobbyists and five support staff who work there during session, but also has additional room for guests and large meetings.



The City will primarily be serviced by Southern Strategy Group's Coral Gables office, as well as Ronald L. Book, P.A. Southern Strategy Group is located at 999 Ponce de Leon Blvd., PH Suite 1105, Coral Gables, FL 33134. While every Southern Strategy Group lobbyist will be available to service the City Beautiful, the City will primarily be serviced by the three full-time lobbyists and a full-time office administrator located in our Coral Gables office. The office is well equipped with office telephones, computers, conference phone, and copier/scanner and has ample meeting space, all of which are available for the City's use. The office building was recently inspected by an Energy Star engineer and passed with a high score due to \$5,000,000 in renovations including LED lighting in all common areas and the parking garage (with sensors), air conditioning controlled by an Emergency Management System (EMS System), and two electric vehicle charging stations. It is anticipated the 2017 Energy Star certification will be awarded soon.

Ronald L. Book, P.A. is comprised of three management staff, and five administrative staff, and is a firm that operates around the state and is available 24 hours a day, 7 days a week. Ronald L. Book, P.A. maintains full-time, fully staffed, and fully equipped offices in both South Florida and Tallahassee. Both the Tallahassee and South Florida offices are available for the City's use, both during the Legislative Session and throughout the year.

### 6. Not be involved in any action or potential conflict of interest with, or adversarial litigation against, the City.

Southern Strategy Group is not involved in any action of potential conflict of interest with, or adversarial litigation against, the City.

Ronald L. Book, P.A., is not involved in any action of potential conflict of interest with, or adversarial litigation against, the City.

### 7. Be transparent and forthcoming in advising the City of past or pending investigations, ethics charges, or alleged conflicts of interests.

Southern Strategy Group is not currently involved in pending investigations, ethics charges, or alleged conflicts of interests, nor has it been in the past.

Ronald L. Book, P.A. is not currently involved in pending investigations, ethics charges, alleged conflicts of interests, nor has it been in the past.

### 8. Demonstrate flexibility to add personnel on an as needed basis, depending on the needs of the City.

The team of Southern Strategy Group and Ronald L. Book, P.A. have over two dozen lobbyists with over one hundred years of combined lobbying experience. There is virtually no one in state or local government that this team can't reach. However, in the unlikely event that additional staff is required to address the needs of the City, we will happily entertain the addition of more lobbyists to our team.

#### 9. Agree not to represent private clients before any City Boards.

Southern Strategy Group agrees not to represent private clients before any City Boards upon entering a lobbying agreement with the City.

Ronald L. Book, P.A. agrees that it will not represent private clients before any City Boards, upon entering a lobbying agreement with the City.

10. Neither Proposer nor any principal, officer, or stock holder or proposer(s) shall be in arrears or in default of any debt or contract involving the City, (as a party to a contract, or otherwise); not have failed to perform faithfully on any previous contract with the City.

Southern Strategy Group has not had a previous contract with the City.

Ronald L. Book, P.A. has not had a previous contract with the City.

## 11. Provide detailed resumes of key personnel that will be working under this contract.

Individual resumes for members of Southern Strategy Group and Ronald L. Book, P.A. follow.

# NELSON D. DIAZ

Nelson D. Diaz concentrates his practice on government and community relations. Nelson has successfully represented local governments, businesses, trade associations and other corporate clients before the Florida legislative and executive branches of government. Nelson has become one of Florida's young rising stars since serving as Chief Legislative Aide to the Former Speaker of the Florida House of Representatives, and now United States Senator, Marco Rubio.

In addition, Nelson has successfully represented corporate entities before the Miami-Dade County Board of County Commissioners, numerous Miami-Dade County agencies and departments, the City of Miami, the City of Hialeah, and several other municipal governments and authorities in Miami-Dade County. In addition to government relations, Nelson has successfully guided many corporate clients entering the South Florida market, providing community relations services. By advising new entrants to the market on who the key players are, which organizations to join, and how to navigate the local political waters, Nelson has assisted many clients successfully enter the South Florida and Miami markets.

Nelson began his political career as a volunteer in the 1996 Presidential campaign in Florida where he and many other young leaders, including now U.S. Senator Marco Rubio, State Senator Anitere Flores, Lt. Governor Carlos Lopez-Cantera, and many other now-elected officials, worked hard to build a strong Republican Party base in South Florida. Since then, Nelson has worked on countless political campaigns in Florida from federal races for Presidential and U.S. Senate, to state races for Governor, Cabinet offices, Florida House of Representatives, and Florida Senate, as well as many local government campaigns for county commission, city councils, and mayor's races. Nelson has also been active in various business and civic organizations locally, and counts many legislators, party officials, and legislative leaders among his personal friends. As a result of Nelson's service with U.S. Senator Rubio and his involvement in many campaigns, Nelson has established an extensive network of key contacts in Miami-Dade County and within the Florida Legislature. In fact, Nelson currently serves as the Chairman of the Republican Party of Miami-Dade County and serves on the executive board of the Republican Party of Florida.

Active in the local community, Nelson served on the City of Miami's Historical and Environmental Preservation Board, protecting the city's historical and environmental treasures, as well as the Miami-Dade County Community Council of West Kendall, a local land use and zoning board. Additionally, Nelson serves on the Board of Directors for Kristi House, Miami-Dade County's child advocacy center for child victims of sexual abuse and human trafficking. Recently, Florida Governor Rick Scott appointed Nelson to the statewide Children and Youth Cabinet for his service and advocacy on behalf of Florida's children.

Nelson attended Florida International University, where he earned his Bachelor's degree in International Relations. with a Certificate in Latin American and Caribbean Studies, as well as minors in Political Science and Geography. Nelson graduated from the University of Florida, College of Law, cum laude, and was admitted to the Florida Bar in 2004.



#### MIAMI

999 Ponce de Leon Blvd., Penthouse Suite 1105 Coral Gables, FL 33134

O: 305.421.6304 C: 305.490.3414



diaz@sostrategy.com

nelson-diaz inl



#### sostrategy.com



in southern-strategygroup-florida

# **KEVIN MARINO CABRERA**

Kevin Marino Cabrera joins Southern Strategy Group after managing campaigns on both the State and Federal levels and serving his Miami-Dade community as a Councilman.

Kevin began his political career after many years in management and sales in the freight forwarding industry as a volunteer for Congressman Carlos Curbelo's 2014 congressional campaign and subsequently joining the campaign as its Field Director. Kevin later served as the Director of Constituent Services in Congressman Curbelo's district office. Kevin was then recruited to join Governor Jeb Bush's Presidential campaign as the South Florida Director, while also assisting with Hispanic outreach in Iowa, New Hampshire, and South Carolina. Most recently Kevin managed a Florida House campaign.

Active in the local community, Kevin served for many years on the Miami-Dade Republican Party Executive Committee. In 2015, Kevin was appointed by Commissioner Juan Zapata as a Councilman for West Kendall's Community Council in Miami Dade County, a local land use and zoning board. Kevin was subsequently elected to a full-term in 2016.

A native of Miami-Dade County, Kevin majored in Political Science with a minor in International Relations at Florida International University, graduating cum laude. Kevin is also a Honors graduate from Miami-Dade College where he received an Associate Degree in Public Administration.



#### MIAMI

999 Ponce de Leon Blvd., Penthouse Suite 1105 Coral Gables, FL 33134

O: 305.421.6304 C: 786.329.9080



@KMarinoCabrera

in kevin-marino-cabrera-8b164155



#### sostrategy.com



in southern-strategygroup-florida

# EDGAR CASTRO

Edgar Castro's core business is government affairs, community relations, and lobbying in Miami-Dade County and Tallahassee, Florida. As an expert in the public policy process at the municipal, county, and state levels, Edgar assists his clients in navigating their way through the ever-increasing maze of legislative and regulatory challenges to achieve their goals and objectives.

Edgar has successfully advocated for issues addressing the needs of businesses, trade associations, municipalities, and the Florida Bar before Florida's executive and legislative branches, administrative and regulatory agencies, Miami-Dade County, and a number of the municipalities therein. Edgar's clients rely on him to develop and implement offensive and defensive political strategies to successfully negotiate legislative provisions on their behalf. Edgar has advocated for his clients on issues relating to transportation, family law, gaming, telecommunications, financial services, emergency management, intellectual property, and energy. Additionally, Edgar assists his clients with their relationships within the Hispanic community by developing a strategic plan of engagement, while also facilitating access to important elected leaders and stakeholders in the Hispanic community.

Edgar began his political career in Tallahassee, working in the Governor's Office as a Legislative Assistant, for the Florida House of Representatives. Edgar's experience in this role taught him the intricacies of the legislative processes and committee procedures, helping him build strong ties to staff and members of both chambers and parties. Throughout his career, Edgar has worked on numerous political campaigns in Florida, including candidates in the U.S. House and Senate, Florida House of Representatives and Senate, and the Miami-Dade Board of County Commissioners.

In addition to his experiences in Tallahassee, Edgar worked in Washington, DC as a public policy consultant for a government relations and consulting company. There, Edgar was responsible for researching and analyzing Florida and federal legislative actions and making recommendations to help clients effectively respond to governmental opportunities while avoiding potential risks.



#### MIAMI

999 Ponce de Leon Blvd., Penthouse Suite 1105 Coral Gables, FL 33134

O: 305.421.6304 C: 305.333.0649



) @EOC77

in Edgar Castro



#### sostrategy.com

©SoStrategyFL

in southern-strategygroup-ilorida




#### Ronald L. Book, Esq. | Founder, President and CEO

Mr. Book is President and Chief Executive Officer of Ronald L. Book, P.A., a law firm that specializes in government affairs. Established in 1987, it is considered one of the premier lobbying firms in the state. Ron's history in the Florida political process dates back to the 1970's, when he began working for the Florida Legislature. He later served as Special Counsel to Florida Governor Bob Graham and as Director of the Administrative and Governmental Law Department for Miami-based Sparber, Shevin, Shapo, Heilbronner & Book, one of Florida's most influential law firms from 1977 to 1987.

Since opening his own firm in 1987, Ron has developed a client list that is literally a "who's who" of local governments, business and industry, health care and not-for-profit associations. His reputation as a hard worker, dedicated to his client's causes, has earned him a place in the upper echelon of Tallahassee power. Associates, clients

and lawmakers describe Ron Book and his firm as committed, tenacious, knowledgeable and credible.

It is difficult to narrow Mr. Book's areas of expertise to simply a few. He has experience with a vast array issues including: appropriations, economic development, environmental remediation, public finance and tax issues, human and social services, transportation, growth management, health care, seaports and aviation, and many, many more. Simply put, if it is an issue that you have read about, Mr. Book has been at the center of the debate, influencing the decisions of policymakers for the past 44 legislative sessions.

He is responsible for hundreds of millions in appropriations for his various clients, including most notably:

- \$50 million for Jackson Health System
- Passage of the Miami-Dade County affordable housing surtax program
- Tens of millions for various local government water projects
- Passage of the Extremely Low Income housing program and \$30 million in funds
- Negotiated Port of Miami Tunnel Project
- Dedicated revenue source amounting to millions for the Miami Project to Cure Paralysis

Mr. Book is a member in good standing of the Florida Bar. He is a registered lobbyist and a member of the Florida Association of Professional Lobbyists (FAPL).



#### Kelly C. Mallette | Director of Government Affairs

Kelly Mallette has been a lobbyist at Ronald L. Book, P.A. for 14 years. She provides lobbying and advocacy services for numerous firm clients, including not-for-profit organizations, professional associations and multiple local governments. She has been instrumental to the firm in securing funding for special projects and making various substantive changes which are now law in Florida. Kelly is known amongst the firm's clients for her superior communication skills, both verbal and written. It's not unusual for a client to see Kelly's writing end up in official documents like veto messages, speeches and substantive legislation. Kelly's experience as a Senate aide to the former Chairman of the Senate Appropriations Subcommittee on Health and Human Services has provided her with a unique insight into Florida's budget process,

including knowledge of important policies and priorities, and strong relationships with appropriations staffers.

Kelly's entry into Tallahassee politics began many years ago, when, at the age of 19, she worked as an intern to one of Florida's most recognized lobbyists. She later served as Senior Policy Advisor to the Mayor of Miami.

Active in Republican politics, Kelly is on the Board of Directors of the Miami-Dade Republican Party, and was named Republican of the Year for Miami-Dade County in 2015. She has been a delegate at each of the last three Republican National Conventions. As an early supporter of President Trump, Kelly was pleased to accept an invitation to join the recent inaugural events.

Kelly recently served a 4-year term as a Commissioner in the Village of Biscayne Park, her hometown. She is a registered lobbyist and a member of the Florida Association of Professional Lobbyists (FAPL).



#### Rana G. Brown | Government Affairs Consultant

In 2008, Rana Brown joined Ronald L Book, P.A., with over 16 years of experience in government affairs. Ms. Brown is a Government Affairs Consultant for Ronald L. Book, P.A. She specializes in legislative procedure with emphasis on state and local government and various private sector interests. Ms. Brown provides executive direction services for the Florida Regional Councils' Association, a statewide organization. Her work with the Florida Regional Councils' provides her a depth of knowledge regarding local government, transportation, growth management and environmental issues. Prior to joining Ronald L. Book, P.A., Ms. Brown headed the Advocacy Department of the Greater Miami Chamber of Commerce where she restructured the Chamber's government affairs focus to address issues affecting

the business community at the local, state and federal levels. Prior to her work at the Chamber, Ms. Brown held the position of Assistant Director of Intergovernmental Affairs within the office of the Mayor of Miami-Dade County, where she worked on behalf of the County before the state legislature, state agencies and executive branch. Ms. Brown's experience also includes nine years as staff in the Florida Senate, both in Tallahassee and Miami, several of which were in the office of the Senate President, and six years as a legislative assistant to a South Florida legislator. Ms. Brown holds a B.A. in History from Florida State University.

# State of Florida Department of State

I certify from the records of this office that SOUTHERN STRATEGY GROUP OF MIAMI, LLC is a limited liability company organized under the laws of the State of Florida, filed on August 25, 2009.

The document number of this limited liability company is L09000081990.

I further certify that said limited liability company has paid all fees due this office through December 31, 2017, that its most recent annual report was filed on March 17, 2017, and that its status is active.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Seventh day of June, 2017



Ken Detomen

Secretary of State

Tracking Number: CU9598534030

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication

DIVISION of CORPORATIONS an official State of Florida website				
epartment of State / DMsion of Corp	orations / Search Records / [	Detail By Document Number /		
Previous On List Next On List	Return to List		Entity Name Search	
No Events No Name Hi	story			
Detail by Entity Nam	e			
Florida Profit Corporation				
RONALD L. BOOK, P.A.				
Filing Information				
Document Number	J54314			
FEI/EIN Number	59-2769674			
Date Filed	01/29/1987			
State	FL			
Status	ACTIVE			
Principal Address				
18851 NE 29TH AVENUE				
SUITE 1010 AVENTURA, FL 33180				
AVENTOICA, LE 33100				
Changed: 02/04/2009				
Mailing Address				
18851 NE 29TH AVENUE				
SUITE 1010				
AVENTURA, FL 33180				
Changed: 02/04/2009				
Registered Agent Name &	Address			
ROBERT H. ASCHHEIM 18851 NE 29TH AVENUE				
SUITE 1010				
AVENTURA, FL 33180				
Name Changed: 02/04/2009				
Address Changed: 02/04/2009				
Officer/Director Detail				
Name & Address				
Title D				
BOOK BONALD				
BOOK, RONALD L 491 COCONUT PALM TER				
PLANTATION, FL 33324				

SOUTHERN STRATEGY GROUP OF MIAMI LLC SOUTHERN STRATEGY GROUP OF MIAMI LLC

attn: SUSAN EDWARDS PO BOX 10570 TALLAHASSEE, FL 32302



#### DETACH HERE AND DISPLAY RECEIPT IN A CONSPICUOUS PLACE CITY OF CORAL GABLES, FLORIDA LOCAL BUSINESS TAX RECEIPT

ANNUAL FIRE INSPECTION FEE RECEIPT

CUST, NO. 183747 RECEIPT NO BT-0025006789



#### THIS IS NOT A BILL-DO NOT PAY

NO. OF UNITS

1

BUSINESS NAME: SOUTHERN STRATEGY GROUP OF MIAMI LLC DBA NAME: SOUTHERN STRATEGY GROUP OF MIAMI LLC

LOCATION:

UNIT DESCRIPTION

PERSONS

999 PONCE DE LEON BLVD 1105

AMOUNT PAID: \$ 355.00

CLASSIFICATION:					
1	ADMINISTRATIVE OFFICE				
2					
3					
4					
5					
6					

SQUARE FOOTAGE OF SPACE:

1500 BUSINESS TAX RECPT RENEWAL

\*\* This receipt does not constitute authority to begin operating at this location without a Certificate of Use and Inspection Approval \*\* VALID ONLY AT LOCATION ABOVE. RECEIPT EXPIRES 09/30/2017

# Local Business Tax Receipt Miami-Dade County, State of Florida -THISIS NOT A BILL - DO NOT PAY

5541164

**BUSINESS NAME/LOCATION** 

999 PONCE DE LEON BLVD 1105 SOUTHERN STRATEGY GROUP OF MIAMI LLC CORAL GABLES FL 33134

RECEIPT NO

6811740 RENEWAL



# **SEPTEMBER 30, 2017** EXPIRES

Must be displayed at place of business Pursuant to County Code Chapter 8A – Art. 9 & 10

SOUTHERN STRATEGY GROUP OF MIAMIZEC CONSULTANT OWNER C/O PAUL BRADSHAW MGR SEC. TYPE OF BUSINESS

\$60.00 07/19/2016 BY TAX COLLECTOR PAYMENT RECEIVED

CHECK21-16-092233

This Local Business Tax Receipt only confirms payment of the Local Business Tax. The Receipt is not a license, or nongovernmental regulatory laws and requirements which apply to the business permit, or a certification of the holder's qualifications, to do business. Holder must comply with any governmental

The RECEIPT NO. above must be displayed on all commercial vehicles - Miami-Dade Code Sec 8a-276

For more information, visit www.miamid.de.gov/taxcollector

000628

# Local Business Tax Receipt Miami–Dade County, State of Florida

1975599

**BUSINESS NAME/LOCATION** AVENTURA FL 33180 **BOOK RONALD L PA** 18851 NE 29 AVE 1010

> RECEIPT NO 1708404 RENEWAL



**SEPTEMBER 30, 2017** Must be displayed at place of business EXPIRES

Chapter 8A - Art. 9 & 10 Pursuant to County Code

BOOK RONALD L PA

212 P.A./CORP/PARTNERSHIP/FIRM

SEC. TYPE OF BUSINESS

Employee(s)

CHECK21-16-085282

BY TAX COLLECTOR \$45.00 07/14/2016 PAYMENT RECEIVED

For more information, visit www.miamidade.gov/taxcollector

The RECEIPT NO. above mu<mark>st be disp</mark>layed on all commercial vehicles <mark>– Miami-Dade Cod</mark>e Sec 8a-276.

or nongovernmental regulatory laws and requirements which apply to the business.

Th<mark>is Local</mark> Business Tax Receipt only confirms payment of the Local Business Tax. The Receipt is not a license, permit, or a certification of the holder's qualifications, to do business. Holder must comply with any governmenta

# **SCOPE OF SERVICES**

1) Submit specific documentation detailing the ability to provide the Legislative Advocacy Services outlined in Section 2.

Legislative Advocacy Services

1. Lead the City's lobbying efforts in coordination with the Government Affairs Manager to assure strong, consistent, and successful legislative programs.

Southern Strategy Group & Ronald L. Book, P.A. are uniquely qualified to lead the City of Coral Gables' lobbying efforts based on our more than 100 years of combined experience representing municipalities before the legislative and executive branches of Florida government, as well as regional governmental entities. As part of our program to lead the City's lobbying efforts, we would assist the City with their legislative priorities agenda, build relationships between City elected officials and state legislators, and assist the City in navigating the complex appropriations process. Communication is key and so you can expect to hear from us often on issues that may be coming up which you may be the first to know of. Accessibility to your lobbyists is also critical so you can expect that we will always be available to the Government Affairs Manager (or anyone from the City) and that our responsiveness will be second to none. In short, leading the lobbying efforts of the City in Tallahassee and before regional governments is something we do extraordinarily well.

2. Communicate with the Government Affairs Manager orally and in writing to develop, review and analyze federal, state, and regional intergovernmental lobbying actions having a bearing on the City's fiscal, policy and programmatic interests.



As advocates, we regularly communicate with municipal staff throughout the year in crafting their respective legislative priorities agenda. This agenda serves as a living document that is updated regularly to track our efforts and to plan for issues that may arise that may affect the City. As part of our communication with the Government Affairs Manager, we will regularly meet and send reports and real time alerts pertaining to legislation that may be of importance to the City. We will also regularly speak with the City's Government Affairs Manager. Accessibility is a key component of our success in representing clients in Tallahassee and we will make ourselves available to the City any time. We strongly believe that no call, text message, or e-mail should ever go unanswered or unreturned in an extremely timely manner.



3. Meet with the City Commission on an as-needed basis at the request of the Government Affairs Manager and participate in an annual workshop with the City Manager and Commission to counsel and assist in the development of the City's legislative priorities.

With an office in Coral Gables, we are readily available to meet with the Commission and Government Affairs Manager at a moment's notice. We are also committed to working with the City to develop a clear and concise agenda. As is customary with other municipalities we represent, we will attend City Commission meetings whenever asked to. We will also attend hearings and meetings whenever important issues are being discussed so that we may get a better sense of what issues are important to the City, its elected officials, and constituents.

# 4. Provide a full range of legislative counsel and advocacy services, advising the Government Affairs Manager of the status of legislative priorities and other legislation which may have a significant bearing on City policies, funding, programs and operations.

With five offices throughout Florida, we are able to regularly communicate with the Cabinet, Senate and House leadership and members from every region in the state. These offices allow us to maintain strong relationships year-round with legislators and legislative leaders. Many times, these relationships result in us learning of issues of importance to the elected officials prior to them being filed. This insight allows us to counsel the City on how to act accordingly with enough time to effectuate a positive outcome.

5. Establish and maintain positive working relationships with the executive and legislative branches of federal, state, and regional entities to enhance the City's position with respect to financial assistance, reimbursements, applications, regulatory procedures, legislation, budget authorizations and appropriations, and other similar matters.

Our long-standing relationships reach every level of government enabling us to advance your priorities and stay ahead of any developments that may be of importance to the City. Enhancing these relationships for our firms are a former Attorney General, former House Appropriations Chairman, former budget director for Governors Crist and Scott, and a former House Education Appropriations Director. Together, we all work year-round on improving existing relationships and building new ones, traveling statewide to meet with members and candidates early on. We meet elected officials before they get elected, helping them on their campaigns and going door-to-door with them in their districts. We continue to work these early relationships so that by the time they are in the leadership of their respective chambers, our bond with them is second to none. These strong relationships inure to the benefit of our clients, including, we hope, the City Beautiful.



# 6. Counsel the City regarding appearances by City personnel before federal, state, or regional representatives and assist in arranging such appearances locally, in Tallahassee and in Washington DC as needed.

We will advise when appearances by City officials are necessary to advance the City's legislative priorities and facilitate those meetings with legislators and staff prior thereto any testimony. We will also assist in the preparation of talking points and messaging, as well any and all other aspects of the appearance. We do this extremely effectively for our clients who consistently tell us how effective and efficient their visits with elected officials were for them.

# 7. Consult with the City regarding any proposed formula changes in federal, state, or regional funding or programs to determine the impact on the City, and take the necessary steps as mutually agreed upon to bring changes in the best interest of the City.

Having a former House Appropriations Chairman and a former Budget Director as part of our team, we are able to rely on their expertise when there are potential formula changes and appropriations matters that may impact the City. The advice and counsel of this level of expertise is part of the reason that we have had the success that we have had; it is part of the reason that municipal clients often seek us to represent them. We will very effectively consult with the City regarding anything that may have an impact on the Coral Gables.

## 8. Assist in drafting and advancing legislation, regulations, amendments, report language, position papers, and testimony, as needed.

As we often do for other municipal clients, we will assist the City's attorney in the drafting of legislation, regulation and position papers. Since Tallahassee is not the easiest place to get to from South Florida, we stand ready to testify on the City's behalf, as needed.

# 9. Appear and testify before state agency hearings, rule making proceedings, and other administrative agency or legislative meetings, as required, to promote, oppose, and seek passage of legislation affecting the City or its citizens, and specific legislation contained in City's legislative program.

With our network of offices throughout Florida, Southern Strategy Group & Ronald L. Book, P.A. have the resources and expertise to be physically present before any necessary proceedings to advance the City's priorities. We will do so with utmost pride and integrity, effectively advocating for the City's positions.

# 10. Work with the Miami-Dade Legislative Delegation and/or Florida Delegation to develop special or general legislation in keeping with, or supportive of, the City's adopted legislative programs.

INFLUENCE

Our team has very strong working relationships with the Miami-Dade Delegation and leadership in both legislative chambers. These relationships have been built through years of personal friendships, community service, and volunteering for many of the members of the delegation during their many campaign cycles. These deep-rooted relationships allow us to give the City the highest level of advocacy, exclusive only to the combined efforts of Southern Strategy Group and Ronald L. Book, P.A.

# 11. Work with the Miami-Dade League of Cities and/or Florida League of Cities to develop special or general legislation in keeping with, or supportive of, the City's adopted legislative programs.

As we do for other municipal clients we regularly attend Miami-Dade League of Cities and/or Florida League of Cities meetings and work together with them on legislation that may be of interest to the City, both as proponents and opponents of legislation. Our partnership with the League of Cities is seamless.

### 2) Submit specific documentation detailing the ability to provide the Organizational Implementation Services outlined in Section 2.

#### **Organizational Implementation Services**

### **1.** Assist in implementing successful elements of the City's federal, state, and regional legislative Agendas.

Southern Strategy Group & Ronald L. Book, P.A. will successfully implement the City's legislative and regional goals. No team has a better grasp on the pulse of Tallahassee and South Florida. We will advise the City in crafting a legislative agenda that is attainable and beneficial to the City. Our record speaks for itself. During the last several legislative sessions, no municipal client has been left out of the General Appropriations Act. Southern Strategy Group and Ronald L. Book, P.A. helped secure over \$279,000,000 in appropriations during the 2017 Legislative Session for our municipal clients. To date, no municipal client has terminated either firm.

2. Confer with the Government Affairs Manager, and other City personnel, on an as needed basis, regarding organizational planning and program activities which have a bearing on the ability of the City to make the best use of federal, state, and regional programs or resources.

Our team will not only assist in making sure your legislative priorities are successfully achieved, including executive branch and agency awards, but we will monitor other resources and programs that are beneficial to the City. We will immediately communicate any opportunities that we discover, either regional or from state government and assist the City in attaining those opportunities.

3) Submit specific documentation detailing the ability to provide the Work Product as outlined in Section 2.

#### **Work Product**

# 1. Assist in the annual development of an official legislative package that identifies legislative priorities and provides necessary context, history and position statements for publication.

Every successful lobbying campaign starts with a plan. Southern Strategy Group & Ronald L. Book, P.A. will help the City formulate a successful plan of action with a timeline and action items. Our combined instuitional knowledge provides us the resources necessary to aid the City in navigating through the complexities of the Legislative and Appropriations process. We will also assist the City in developing a plan to work with local governments on issues that affect Coral Gables.

## 2. Submit to the City an annual report of accomplishments concerning the Consultant's responsibilities.

Our services include a continuous report updated on a weekly basis to track your priorities and our efforts along with a plan for all pending items. Additionally, the City will be provided an annual report related to its priorities and our achievements. The report will be presented to the Commission upon the conclusion of session. We will, of course, make ourselves available to deliver the report in person if the City so desires. We will also work with the City's Government Affairs Manager to customize reports to the City's liking as well as author any other reports the City may desire.

### 3. Provide written progress reports detailing the services rendered as requested by the Government Affairs Manager.

In addition to the weekly reports provided by our team to the City tracking our progress, we are available to provide any additional information to the Government Affairs Manager, via written reports, conference calls, newsletters, or in-person meetings. Communication is key to victory. It is part of the reason we have been so successful with our municipal clients. We communicate regularly and often with our clients and would do so with the City.

### 4. Be prepared, at all times, to obtain or produce documentation and research materials.

Our team is equipped with all of the necessary tools to provide any information needed by the City. We will be prepared at all times to obtain and produce whatever information the City needs. Our client references can tell you that we are always available and extremely responsive to their needs.

# 5. As requested, provide periodic written reports during those months that the legislature is not in session, on issues of interest or concern to the City. Such information may include, but not necessarily be limited to, action taken at interim committee meetings, rulemaking hearings, status of studies that have commenced, and advance notice of legislation being proposed.

A lot can happen during the "off-season." Often, the legislative staff reviews new ideas and issues that may be coming up during the next session. As your team of advocates, we will provide updated reports, not only during the legislative session, but throughout the entire year, making sure to maintain a dialogue regarding the status of any pertinent and potential legislative actions. Although the legislature meets for only a sixty-day session, legislators are consistently meeting and discussing policy initiatives. As a client, the City will be at the table when those discussions are had and the City's interests will be well represented and defended. With offices throughout the state and lobbyists all over Florida who are constantly meeting with legislators, we often get advanced notice of issues, ideas or legislation that may get proposed during the next legislative session. The City will be an immediate recipient of that information.

# 6. Provide a closing report in writing that summarizes the status of the City's legislative priorities within (1) week of the closing of the session and a more detailed final written report of specific legislation affecting the City shall be provided within a reasonable time period, not to exceed sixty (60) days from the close of session.

The City will be continuously informed regarding its legislative priorities by verbal communication and a weekly report sent throughout the calendar year. Weekly conference

calls during session are common for us. A more detailed post-session update will be available within a week of the close of session. We will also include a final bill report, budget analysis, and infographic of the top legislative issues shortly thereafter.

# 7. Forward all copies required by the City of any and all reports upon request by the City. Such reports may include but not necessarily be limited to, personal briefings and information bulletins.

Our team will provide the City with any information requested by the City. We keep copies of all reports to our clients and will happily forward any reports, briefings or information bulletins.

### 8. Assist in the design and preparation of supplementary materials related to the City's legislative agendas such as brochures, brief cards, resolutions etc.

The services provided by our team are expansive and, as our client, your legislative agenda and all matters related to achieving your legislative agenda will be a priority to our team. We often help clients create attractive-looking legislative agendas and eye-catching brochures and infographics to catch legislators' attention. In a world where information is flying fast and everyone is vying for legislator's attention, a good looking infographic will be noticed.

# **EXPERIENCE AND KEY PERSONNEL**

#### (i) For Proposer:

1) Provide a complete history and description of your company, including, but not limited to, the number of years in business, size, number of employees, copy of applicable licenses/certifications, credentials, capabilities and capacity to meet the City's needs. Include any related or affiliated firms.

**Southern Strategy Group** was established more than 18 years ago and was built on the simple, but powerful, concept that clients could be best served by hiring the most accomplished professionals from government and politics, arming them with advocacy skills, and deploying them as a highly motivated and coordinated team. Every day, Southern Strategy Group taps our vast network of political contacts to gather valuable and useful information about important developments in the public policy realm. We continuously enhance existing relationships and build new ones with the ever changing body of important state and local leaders and workers who create and implement public policy. Our size and experience–and the fact that <u>we are a team</u>–achieves results for our clients.

Southern Strategy Group was the first Florida lobbying firm to build a team of lobbyists drawn primarily from the top ranks of government; the first to build a statewide network of offices; the first to build a national lobbying network; and the first to embrace the brave new world of social media and the influence it can have on elected officials.

Simply stated: If you need to reach a public official, there is virtually no person in state or local government who cannot be quickly reached by a Southern Strategy Group lobbyist. And once reached, our lobbying team has the skill and expertise to forcefully and effectively advocate on your behalf.

With offices located throughout Florida in Coral Gables, Tallahassee, Jacksonville, Orlando, and Tampa Bay, Southern Strategy Group has a statewide presence that is unmatched. Southern Strategy Group's Tallahassee office is conveniently located to provide ready access to the Capitol and other major state government buildings. The Southern Strategy Group office building is less than a minute's walk from the Capitol grounds, and with 11,000 square feet of office space is the largest lobbyist-only office building in the state capital. The building has ample room for the more than 20 lobbyists and five support staff who

work there during session, but also has additional room for guests and large meetings. The Southern Strategy Group lobbying team is also the largest lobbying team in Florida; two dozen lobbyists could be rapidly deployed to advance the interests of the City at any given time.

The City would also be serviced by our Coral Gables office. Team members would be available to meet with officials at a moment's notice, as well as attend any local or regional meetings. The Coral Gables office has three full-time lobbyists that would represent the City regionally and in Tallahassee, as well as a full-time office administrator that are available locally to service the City's needs.

**Ronald L. Book, P.A.** is considered one of the premier lobbying firms in the state, with unparalleled experience in the appropriations as well as the legislative process. We have a long history representing local governments, health care districts, professional associations, not-for-profit associations and various political subdivisions throughout Florida. Our law firm works exclusively in the government affairs arena, specializing in legislative and executive advocacy, strategic planning and general government consulting. We are proud to be involved in the legislative process 365 days-a-year. We enjoy extensive bipartisan relationships with members of both the legislature and executive branch, allowing us to be effective in today's political climate.

Ronald L. Book, P.A. is a law firm specializing in government affairs and consulting that was incorporated in the state of Florida on January 29, 1987. Ronald L. Book, Esq. is the principal and sole owner of Ronald L. Book, P.A. He serves as the firm's President and Chief Executive Officer. Kelly Mallette is the firm's Director of Government Affairs and Rana Brown is a Government Affairs Consultant.

Our firm offers a powerful combination of talent and experience with a proven track record before the legislative and executive branches of government. The firm's contact base extends throughout state government and includes legislative leadership, legislative staff, and executive branch officials. We provide hands-on monitoring, intelligence and oversight of government activity coupled with a highly professional, performance oriented approach for meeting client goals and objectives. We work closely with our clients to develop a concise and focused agenda with strategies designed exceed client expectations.

Ronald L. Book, P.A. boasts a virtually flawless record of success attaining clients' goals, which range from legal counseling on corporate and private matters to persuading lawmakers to support meritorious programs and causes. Professional skill is complemented by responsive, personal service as evidenced by the fact that the majority of clients have retained the firm's services for many years.

The firm's mission is to provide a full range of government relations services to its clients – "anything and everything government." We utilize our knowledge of the legislative process and our relationships with the "players" in the process to assist clients by representing their interests and advocating their legislative agendas – be it a change in substantive law, a grant opportunity, an executive order or a budget line item.

With vast experience representing local governments, we understand that capable representation is critical to your success in the legislative process. Our reputation for effective advocacy on behalf of local governments over many years, is proof that we are capable of advancing your agenda and producing successful results on a number of issues of critical importance. Whether it is an appropriations request, an economic development proposal or a taxation issue, our firm will be at the center of the debate, making a difference for the future of the community.

There is one guarantee in government affairs and politics, and that is change – changes in leadership, changes in priorities and changes to the process are all commonplace in Tallahassee. For more than 20 years, Ronald L. Book, P.A. has remained a constant in Tallahassee politics, and our clients have looked to us for advice and counsel to navigate that sea of change.

We are able to provide effective solutions and achievement by offering our clients:

- Strategic planning with a proactive approach.
- Professional and experienced government relations consultants.
- Bipartisan contacts throughout Florida government.
- Dedication and determination to get the job done.

# 2) Describe the Proposer's relevant lobbying experience, during the past five (5) years, in providing similar scope of services to public sector agencies, particularly to federal, state, local and other intergovernmental agencies.

**Southern Strategy Group Accomplishments.** Below, please find a list of issues and accomplishments within the last five (5) years.

#### **Broward County**

Southern Strategy Group is one of several firms that Broward County employs to further the County's legislative agenda. While Southern Strategy Group was assigned a variety of policy issues, we were also assigned appropriation issues both statewide and county specific. The statewide issues involved funding for Florida's Homeless Coalitions and Grants. We succeeded in achieving historically high funding in this area. Another statewide program that Broward County had interest and for which we were assigned was affordable



housing for seniors and for the state's workforce. While this area of the state budget is often tapped to shore up other "general fund" areas, we advocated successfully for as much as leadership in both houses could provide in a tight budget year. Last, a late session need surfaced involving child care regulation funding and Southern Strategy Group succeeded in providing Broward County needed funding for this regulation due to new requirements imposed by the federal government. Southern Strategy Group secured \$1,000,000 in additional funding for Homeless Coalitions across the state. Southern Strategy Group passed a bill to amend various provisions of the Value Adjustment Board process. Southern Strategy Group amended unfavorable language for a bill imposing new requirements on taxing authorities for posting information on their websites. Southern Strategy Group assisted in securing appropriations for homelessness, affordable housing and advocated for passage of the Florida Criminal Behavioral Health project, amendments to the Florida Building Code, and facilitated passage of the Civil Citation legislation.

#### Central Florida Expressway Authority (CFX)

Southern Strategy Group has been under contract for the last several years to ensure continued funding of the Central Florida Expressway Authority's transportation building plans, gain approval for bond finance authority, rename roadways, as well as monitor all legislation of interest. Southern Strategy Group represents Central Florida Expressway Authority before the Chair of the Transportation and Transportation Appropriations committees, full Appropriations Committee Chairs, House and Senate Majority Leaders, Speaker of the House, Senate President, Florida Department of Transportation (FDOT), Florida Transportation Commission, and the Executive Office of the Governor. One success includes statutory authority to given Central Florida Expressway Authority to enter into 99-year land leases (previously capped at 40 years). After helping to pass legislation to create the CFX in 2014, Southern Strategy Group passed a bill this Session with some additional changes needed to the governance structure of CFX that arose from the original implementation.

#### Central Florida Regional Transportation Authority (LYNX)

Southern Strategy Group is retained represent the Central Florida Regional Transportation Authority (LYNX) to actively engage the executive and legislative branches of Florida government on bill drafting, statute development, and other transportation developments; advance, monitor, and pass legislation; create a legislative plan; and assist in grant applications, proposals for transportation initiatives, and other actions that advance public transportation initiatives in Central Florida. Southern Strategy Group's successes include negotiating a transit fee for state colleges and also stopping onerous language regarding bus stoppages on state roads from being contained in the overall transportation package bill. Southern Strategy Group worked with local elected officials and LYNX to stop an effort to privatize the authority.



#### City of Crystal River

Southern Strategy Group secured \$2,000,000 for continued nutrient and algae cleanup of Kings Bay. Southern Strategy Group successfully secured a \$1,400,000 legislative appropriation during the 2016 Legislative Session for the Kings Bay Restoration project. Southern Strategy Group then worked with the Florida Department of Environmental Protection to secure another \$2,000,000 through DEP for the project in 2016.

#### City of Jacksonville

Southern Strategy Group shepherded a large-scale pension reform bill through Tallahassee that will give municipalities with certain public pension challenges, including Jacksonville, more tools to address their issues locally. Southern Strategy Group also helped secure nearly \$2,000,000 for City infrastructure and public safety initiatives.

#### City of Lakeland

Southern Strategy Group secured \$450,000 for the Se7en Wetlands park project. These funds will be combined with City funds to create a new 1,640 acre public park at the site of the City's Wetland Treatment System. Southern Strategy Group defeated multiple pieces of legislation the City was opposed to power regulation, presumptive disability, and certificate of need. Southern Strategy Group secured \$500,000 to fund Phase II of the Se7en Wetlands 1,600 Regional Public Park. David Shepp successfully secured \$5,300,000 million in funding for the City for the construction of a new air traffic control tower at the Lakeland Linder Airport.

#### City of Miami

Southern Strategy Group secured \$1,100,000 in funding for the City of Miami's stormwater master plan. This will help advance the City's progress in reducing the duration of flooding conditions; Mitigate the City's drainage concerns; Address sea level rise as well as develop counter-measures to alleviate impacts on private and public properties; Analyze, prioritize and rank drainage improvement projects with emphasis on resiliency. Southern Strategy Group secured funding for an anonymous crime analytics application to report crimes in the City of Miami. This application has helped seize over \$13,000,000 in drugs in Texas, and assisted law enforcement when upon the crash of the 911 dispatch during Dallas shooting last year.

#### City of Miami Beach

Southern Strategy Group secured \$250,000 in funds for Miami Beach for new 20 inch ductile iron pipe water distribution main on SR907/Alton Rd. from Michigan Ave. to North Bay Rd. Southern Strategy Group passed priority legislation for Miami Beach that will prohibit boaters from anchoring overnight in newly designated zones in Miami-Dade and



Broward counties. It would prohibit anchoring or mooring any time between half-hour after sunset to a half-hour before sunrise in Sunset Lake in Miami-Dade, three sections of Biscayne Bay and also in an area of the Middle River in Broward. Southern Strategy Group worked to defeat the passage of the single sex bathroom facilities bill and passed the civil citation bill allowing police officers the flexibility of issuing civil citations for minor offenses. governments of incarcerating reducing the cost on local non-violent minor offenders. Southern Strategy Group also secured appropriations funding for a stormwater project and a transportation project - two of the most fundamental problems, which plaque tourism in the Miami Beach area. Additionally, groundwork was laid for revisions to the Miami-Dade Metropolitan Planning Organization law. Southern Strategy Group provided advocacy in committee meetings, both pro and con, for a variety of legislation that would affect the City, including utility easements, near shore anchoring of vessels, abandoned vessels, and more.

#### City of Orlando

Southern Strategy Group is retained to represent the City of Orlando to assist in securing funding for local projects and provide lobbying services before the legislative and executive branches of Florida government. Specifically, Southern Strategy Group assists the City on the following key issues: transportation, economic development, public safety, and home rule. During the 2014 Legislative Session, Southern Strategy Group assisted in the passing of HB 7095/ SB 1216- Controversial "process" package that ultimately allowed first year funding through the Legislative Budget Commission for "shovel ready" projects. This package provided the necessary funding for Orlando City Soccer to build a stadium for year one.

#### City of Plant City

Southern Strategy Group secured \$750,000 for street widening project adding additional street parking to the growing midtown area in Plant City

#### **City of South Miami**

Southern Strategy Group represented the City of South Miami before the Florida Cabinet sitting as the Transmission Line Siting Board, regarding the determination of Florida Power & Light's proposed transmission line corridor through Miami-Dade County.

#### **DeSoto County Commission**

Southern Strategy Group competitively bid on DeSoto County's state lobbying contract in 2014 and was awarded the contract. As a smaller, rural county, DeSoto County faces funding challenges that Southern Strategy Group was well poised to assist with. Southern Strategy Group secured \$500,0000 for two lift stations to divert wastewater to new treatment facility. Southern Strategy Group secured a \$750,000 appropriation for a new fire station that otherwise would have never been funded or built, due to the fiscal constraints of the County. Southern Strategy Group secured \$500,000 for a water project.



#### **Glades County Sheriff's Office**

Southern Strategy Group successfully worked with the Sheriff's office to develop a contract with the Florida Department of Corrections to house inmates in the Glades County Jail.

#### Hernando County

Southern Strategy Group is retained to represent Hernando County to assist in securing funding for local projects and provide lobbying services before the legislative and executive branches of Florida government. Additionally, Southern Strategy Group was hired to assist with the creation and implementation of the County's strategic plan as well as assist with RESTORE Act funding and process. Specifically, Southern Strategy Group has been successful in securing almost \$10,000,000 in appropriations and grants for special projects for the County since hired in 2013. Southern Strategy Group secured \$75,000 for the mosquito control program in Hernando County. Southern Strategy Group secured \$3,000,000 in funding during the legislative session for capital funding for the Natural Coast Educational Plaza and \$1,150,000 in funding for the Tampa Bay Innovation Training Center. Southern Strategy Group was successful in a variety of areas for Hernando County during the 2013 Legislative Session, including securing \$1,500,000 for a partnership with Pasco-Hernando Community College and the Hernando County School District to create a new adult technical training program, \$750,000 for enhancements to Rogers Park, \$1,500,000 for Chinsegut Hill Historic Plantation and the Manor House Restoration, and \$2,000,000 to expand Hernando County's rural broadband network. Southern Strategy Group also worked with surrounding delegation to secure funding for Hernando County within the Coast to Coast trail appropriation. Finally, Southern Strategy Group worked with the FDOT and the Department of Economic Opportunity to secure an additional \$3 million grant funding.

#### Jackson County

Southern Strategy Group secured \$600,000 for a fire and rescue station.

#### Jackson County School District

Southern Strategy Group successfully secured a \$19,100,000 appropriation to build a new K-8 school in Jackson County. This is anticipated to be the first of three appropriations of the same amount, totaling \$57,300,000 million for the Jackson County School District.

#### Miami Downtown Development Authority

Southern Strategy Group secured funding for a recreational corridor for walking, running and bicycling in Downtown Miami. Southern Strategy Group passed legislation that will help the court system address issues with criminal defendants who have mental illness. Southern Strategy Group passed controversial legislation clarifying their legal authority to levy ad valorem taxes in the city of Miami; secured hundreds of thousands of dollars over



the last two years that we have represented them for mental health and homelessness. Southern Strategy Group secured \$250,000 in funding during the legislative session for treatment services for individuals served by the 11th Judicial Circuit Criminal Mental Health Project.

#### Polk County Sheriff's Office

Southern Strategy Group is retained to provide legislative branch representation on policy and appropriation issues. Southern Strategy Group secured \$3,000,000 in funding for the Sheriff's joint venture with Polk State College – Center for Public Safety.

#### Osceola County

Southern Strategy Group was part of the team to secure \$15,000,000 in funding for ICAMR, the sensor manufacturing facility in Osceola County. ICAMR was the key economic development effort by the county working with the University of Central Florida. Southern Strategy Group was retained during the 2013 Legislative Session to secure legislative language and funding for the retention of existing spring training franchises.

#### Putnam County

Southern Strategy Group secured \$1,500,000 for a new fire station and animal shelter. Southern Strategy Group worked on behalf of Putnam Co. and all rural transportation providers to obtain new funding to help the providers offset losses incurred as a result of statewide Medicaid managed care. Additionally, money for a study was obtained to examine how to assist providers in the long-term. Southern Strategy Group secured \$300,000 for creek restoration including vegetation debris and sediment removal, bank stabilization, removal of exotic vegetation species.

#### Putnam County School Board

Southern Strategy Group was hired by the Putnam County School Board just before the start of the 2014 Legislative Session. The County qualified, but did not apply for, the Special Facilities Program so they were on the outside looking in related to additional facilities funding. During the conference process Southern Strategy Group was able to get \$1,000,000 placed in the capital outlay budget making Putnam County the only county to receive additional funds outside of those who applied and were awarded the Special Facilities Program funding.

#### Sarasota County

Southern Strategy Group was unanimously selected by the Board of County Commissioners to be the primary lobbyist for Sarasota County in 2014 and has represented them ever since. Southern Strategy Group secured \$5,950,956 for beach renourishment of Siesta Key Beach. Southern Strategy Group secured water project infrastructure funding which included \$225,000 for the Dona Bay water quality project and \$225,000 for the



Siesta Key Master Pump Station. Additionally, Southern Strategy Group was asked to work with several state agencies including the Florida Department of Health, The Florida Department of Transportation and the Florida Department of Economic Opportunity. During the 2015 Legislative Session, Southern Strategy Group successfully secured \$3,045,000 in beach renourishment funding, which was above what was recommended by the Department.

#### Seminole County

Southern Strategy Group secured \$1,000,000 for the expansion of the current Seminole County Juvenile Justice Center. Southern Strategy Group secured \$1,000,000 for an automated dispatch to upgrade the Seminole Sheriff's dispatch system. Southern Strategy Group successfully secured \$2,000,000 for the completion of the 17-92 flyover in Casselberry and \$500,000 for a bear prevention program designed to decrease bear/human conflicts. Southern Strategy Group fought back the Relocation of Utilities bill. This bill provided that government pay for relocation of utilities when local government needed the space for road improvement regardless of whether it was a right-of-way or easement.

#### Seminole County Public Schools

Southern Strategy Group secured \$285,000 for an aviator program in conjunction with Sanford Airport and Seminole State College. The program was designed to steer students into an aviation career which is sorely lacking in trained employees. Southern Strategy Group successfully secured \$500,000 for a high-tech manufacturing program at Lake Mary High School.

#### Town of Medley

Southern Strategy Group secured \$600,000 for their seawall repair. The seawall will provide a solid barrier between the water body and land that will protect property and roadway. This protection will function to prevent erosion and other hazards. Southern Strategy Group has secured more than \$1 million for local road and water projects over the last several years. Our team stopped legislation that would have forced them to spend town money on issues that should be paid for by the state, and defeated several unfunded mandates.

#### Town of Miami Lakes

Southern Strategy Group is retained to be proactive in monitoring, taking positions, and lobbying on state budgeting and legislation, which impacts the Town, particularly in the areas of public safety, law enforcement, business attraction and retention, infrastructure improvements, telecommunications, transportation, environment, park development, park land acquisition, revenue enhancement, and unfunded mandates. Southern Strategy Group secured \$1,000,000 in funding for canal stabilization which will result in improved canal appearance, canal performance, and protect private property values and ad valorem revenue. The Project will benefit a total market value of over \$44,000,000 of tax-payers'



private property. Southern Strategy Group secured \$300,000 in funding for a rock mining study to be conducted in the quarry between Miami Lakes & Miramar. This will study, analyze and test if current allowable mining limit need to be adjusted. As residents in Miami Lakes and Miramar are currently complaining of having cracks in their homes and pools due to the nearby mining. Southern Strategy Group secured \$300,000 in funding for Lake Sarah drainage improvements. Southern Strategy Group secured \$1,300,000 million in funding during 2014 Legislative Session for water, flooding, and canal bank stabilization program.

#### Town of Southwest Ranches

Southern Strategy Group secured \$340,000 in funding for a drainage repairs. This project includes headwall replacements, pipe extensions, new catch basins and outfalls. The project will remove storm waters from local roadways and improve flood routing capacity for storm-water runoff, thereby reducing the risk of property damage and personal injury resulting from flooding. Southern Strategy Group secured \$300,000 to install additional guardrails between the road and the canal bank from SW 142nd Avenue to SW 148th Avenue and between SW 136th Avenue to the 12600 block of Stirling Road (approximately 4,200 linear feet total.) Southern Strategy Group defeated legislation that would preempt local government banning the practice of fracking. Southern Strategy Group secured several million dollars for local road and water projects for this rural town in Broward County. Southern Strategy Group also defended against attempts by neighboring cities to change the rural lifestyle of the Town, and defeated legislation that the Town felt could harm them. Southern Strategy Group secured \$1,246,446 in funding during the legislative session for drainage, road, and guardrail projects.

#### Village of El Portal

Southern Strategy Group secured \$550,000 in funding for drainage improvements to address water quantity and quality issues which will serve a 42 acre section within the Village of El Portal in Miami-Dade County. Southern Strategy Group secured \$200,000 in funding for drainage improvements to address water quantity and quality issues which will serve a 42 acre section within the Village of El Portal in Miami-Dade County. Southern Strategy Group secured \$200,000 in funding for drainage improvements to address water quantity and quality issues which will serve a 42 acre section within the Village of El Portal in Miami-Dade County. Southern Strategy Group secured supplemental funding for police department.

**Ronald L. Book, P. A. Accomplishments:** Below, please find a list of issues and accomplishments within the last five (5) years.

#### City of Tallahassee

On behalf of the City of Tallahassee we have secured funding for the remediation of Cascades Park, funding for various stormwater and wastewater projects, and funding for the Airport for airline cost mitigation. Additionally, we have been able to secure funding



for the city's Regional Hazardous Materials Response Team, which serves five (5) counties in the region, and funding for the Lake Leon Playground at Tom Brown Park.

#### City of Aventura

The City of Aventura has been our client since its incorporation in 1995. We have secured millions in funding for improvements to stormwater systems and secured funds for the city's Emergency Operations Center. We also passed legislation that removed the local government pre-emption for termite and pest inspections. Additionally, we secured funding to assist the City in development of their comprehensive plan.

#### Brevard County

On behalf of the County, we have secured funding the Brevard County Emergency Operations Center, the Transition House Homeless Veterans Program, Circles of Care project, the County Health Department, several beach renourishment projects, a myriad of water projects, muck removal project funding, the Veterans Memorial Center expansion and the Field of Dreams park which is a recreational park specifically constructed to benefit children with disabilities.

#### **Broward County**

On behalf of the County over several years, we have worked on issues such as the County's Article V costs, Affordable Housing, and Growth Management. We developed legislation creating Florida's Extremely Low Income housing program and secured \$30,000,000 in funds for the program. We successfully defeated legislation that sought to preempt counties from regulating moving services, a critical priority for the County. We passed legislation to amend the state's Ocean Outfall law to provide fiscal relief for taxpayers. Additionally, we have assisted in the passage of numerous local bills, the most notable of which was creation of the countywide special district to fund children's services. We have secured funding for Child Protection Teams, and Juvenile Justice costs. We have fought off strong attempts to preempt ride sharing regulation and have successfully fought off a strong attempt to propose an amendment to the State Constitution, applicable to all counties, to remove county's authority to choose certain county officers in manner other than election.

#### City of Doral

On behalf of the City, over several years, we have secured funding for several stormwater improvement projects, and the City's cultural facilities grant for the 114th Avenue Community Center.

#### **City of Fort Lauderdale**

On behalf of the City, we have secured funding for various stormwater projects, for the police department synthetic and designer drugs prevention initiative, and passed legislation



regarding long term boat anchoring within the city limits (detailed within the private client listing below). Additionally, our firm stopped legislation that would adversely affect the City as it pertains to the City oversight over the expansion at fuel terminals at the seaport.

#### **City of Hallandale Beach**

On behalf of the City, we have secured funding for City water and stormwater projects.

#### **City of Lauderdale Lakes**

The City of Lauderdale Lakes has been our client for approximately 12 years. In that time we have secured over millions in funding for the operation of the Alzheimer Day Center, as well as millions in funds for stormwater projects, funds for the City's library and Northgate Park.

#### **City of Marathon**

Over the last two Sessions we worked in conjunction with the team from each of the cities with the Florida Keys, and Monroe County, toward the creation of and millions of dollars of funding for the "Florida Keys Stewardship Act." This comprehensive legislation expands the use of local government infrastructure surtaxes to include acquiring any interest in land for public recreation, conservation, or protection of natural resources, expands the use of Everglades restoration bonds, and requires a portion of the Florida Forever appropriations to be used for the purchase of lands in the Florida Keys Area of Critical State Concern.

#### City of Marco Island

The City of Marco Island has been our client for a relatively short period of time, during which we have secured funding for various storm water projects, as well as funding for the Marco Island Rescue Fire/Emergency Medical Services Facility.

#### City of Miramar

On behalf of the City of Miramar, we have secured funding for a number of projects, including the City's Fire Station 107, more than \$1 million for improvements to stormwater systems, for library renovations, for the purchase and installation of hurricane shutters for city facilities, for improvements to Sunset Lake Park. We have also successfully assisted the City of Miramar with annexations. Most recently, we secured funding for the city's cultural arts center, and two regional parks.

#### **City of North Miami**

**Issues and Accomplishments:** We have represented the City of North Miami for 21 years, during which time we have secured tens of millions in funding for the development the City's Museum of Contemporary Art and other economic development projects, millions for stormwater/drainage improvements, and millions for various park projects and youth programs. Lastly, we have secured funding for the City's Elderly Housing Assistance Program.



#### **City of North Miami Beach**

We have represented the City of North Miami Beach for 21 years, during which time we have secured millions in funding for parks and recreation, various economic development projects, as well as stormwater and business district sewering projects.

#### City of Palm Bay

On behalf of the City of Palm Bay, we have secured full funding for several of the City's water projects, the restoration of the City's historic pier and shoreline restoration, and the range regional training complex.

#### City of Pinellas Park

On behalf of the City of Pinellas Park we have secured millions in funding, to assist the City with renovations to Park Boulevard, a major thoroughfare. Additionally, we have assisted the City in stopping several local bills that would have adversely impacted their fire rescue operations services. We have also secured funding for several of the city's stormwater projects.

#### **City of Riviera Beach**

On behalf of the City, we worked to secure funding for water projects, beach restoration as well as working together with FDOT to secure funding for the City to alleviate a public safety hazard that blocked a major thoroughfare.

#### **City of Sunny Isles Beach**

We have represented the City of Sunny Isles Beach since its incorporation in 1997. We have secured funding to defray the costs of the preparation of the City's comprehensive plan as well as millions in funding for stormwater improvements and renovation of City parks. Additionally, we assisted the city with the restoration of a beach pier, an important economic development project, and the North Bay Road Emergency Pedestrian Bridge.

#### **City of Tamarac**

On behalf of the City over several years, we have secured funding for several water and stormwater projects, and funding for the City's Bikeway Project and Waters Edge Park.

#### Miami-Dade County

Over the years we have secured funding for a myriad of projects, and we have assisted in creating and amending substantive law. Our work has brought millions to Miami-Dade for projects such as the Juvenile Assessment Center, the Juvenile Alternative Services Program (JASP), Elderly Meals Programs, the Trial Court Conflict Program and many others. Additionally, we have passed legislation allowing for body cameras on police officers, funding and legislation to address homeless issues, and secured funding for the



military museum, Affordable Housing, and Crisis Outplacement homeless funding among other issues. Each year we work to ensure home rule, and over the last few years have fought off strong attempts to preempt red light camera regulation, and ride sharing regulation. Lastly, we have successfully fought off a strong attempt to propose an amendment to the State Constitution, applicable to all counties, to remove county's authority to choose certain county officers in manner other than election.

#### Village of Palmetto Bay

Our firm has represented the Village of Palmetto Bay since its incorporation in 2002. In that time, we have secured funding for City approximately \$2,700,000 for the purchase of the C-100 Historic Bayfront property and hundreds of thousands in FRDAP grants for parks projects. We have also secured funding for the city's sub-basin and drainage improvement projects.

#### Village of Royal Palm Beach

On behalf of the Village of Royal Palm Beach, we have secured funding for City water projects.

(ii) For Key Personnel:

1) Provide a summary of the qualifications, copy of applicable licenses/certifications, and experience of all proposed key personnel that will perform supervisory, management or oversight responsibilities. Include resumes (listing experience, education, licenses/certifications) for your proposed key personnel and specify the role and responsibilities of each team member in providing the services outlined in the RFP.

Two dozen Southern Strategy Group lobbyists will be available to the City. The following team members from **Southern Strategy Group** will serve as key personnel for the City.

**Nelson Diaz.** Nelson Diaz concentrates his business on government relations and lobbying. Nelson has successfully represented local governments, businesses, trade associations, and other corporate clients before the legislative and executive branches of Florida government. Nelson has been successful in guiding legislation through the committee process, to the floor of the Florida House of Representatives and the Florida Senate, and ultimately, for the Governor's signature. Nelson has become one of Tallahassee's young rising stars since serving as Chief Legislative Aide to the Former Speaker of the Florida House of Representatives, and now United States Senator Marco Rubio. In addition, Nelson has successfully represented numerous clients before Miami-Dade County government. Nelson has successfully represented the City of Miami, Town of Southwest Ranches, Town of Medley, Village of El Portal, and Town of Miami Lakes before

the Florida Legislature. He has been particularly successful in attaining appropriations for his municipal clients. Nelson earned his Bachelor's Degree from Florida International University and his Juris Doctorate degree from the University of Florida. Nelson is a member in good standing of the Florida Bar, a Florida Notary Public, and a licensed Florida Real Estate Associate. Documentation is included in Section I (pages 14-17) of proposal.

**Kevin Cabrera:** Kevin Cabrera served as the Director of Constituent Services for a Member of Congress, as well as South Florida Director for a 2016 Presidential campaign. Kevin has managed campaigns at both the state and federal levels allowing him to build relationships with many of the members of the delegation. Over the years, Kevin has acquired the experience and proficiency in government and legislation needed for dealing with the legislative process. Active in the local community, in 2015, Kevin was appointed as a Councilman for West Kendall's Community Council in Miami-Dade County, a local land use and zoning board. Kevin was subsequently elected to a full-term in 2016. Kevin majored in Political Science with a minor in International Relations at Florida International University, graduating cum laude. Kevin is also a Honors graduate from Miami-Dade College where he received an Associate Degree in Public Administration. Kevin is a licensed Florida Real Estate Associate and documentation is included Section I (page 18) of this proposal.

**Edgar Castro.** Edgar Castro has been successfully lobbying the legislative and the executive branches of Florida government for almost a decade. Edgar has represented the Solid Waste Authority of Palm Beach County, Miami-Dade County, Town of Southwest Ranches, Miami-Dade Expressway Authority, City of Cape Coral, Town of Medley, and Town of Miami Lakes before the Florida Legislature. Prior to lobbying, Edgar served as a Legislative Assistant in the Florida House of Representatives.

Nelson Diaz will serve as the team leader from Southern Strategy Group. Nelson will be responsible for assisting the City in drafting legislative priorities while leading the City's lobbying team in crafting and implementing a lobbying program based on the City's legislative priorities and needs. Edgar Castro and Kevin Cabrera will serve as associates for the City and assist team leaders in the implementation of the City's lobbying program.

Individual resumes for members of Southern Strategy Group are included within Section I, item 11 (pages 30-32).

The following team members from **Ronald L. Book**, **P.A.** will serve as key personnel for the City.

Ronald L. Book is President and CEO of Ronald L. Book, P.A. Key personnel in his firm include Kelly C. Mallette, Director of Government Affairs, and Rana G. Brown, Government Affairs Consultant. To put it simply, our firm offers unparalleled knowledge and experience in the political process, gained from direct participation in the process. Each member has, at one time or another, worked for government. Hence, we bring the kind of perspective that can only be offered by "insiders." With literally decades of experience in legislative affairs between us, we stand ready to work on behalf of the City.

**Ronald L. Book.** Ronald L. Book is President and Chief Executive Officer of Ronald L. Book, P.A., a law firm that specializes in government affairs and is considered one of the leading lobbying firms in the state, with unparalleled experience in the appropriations process. Ron's history in the Florida political process dates back to the 1970's, when he began working for the Florida Legislature. Ron later served as Special Counsel to Florida Governor Bob Graham and as Director of the Administrative and Governmental Law Department for Miami-based Sparber, Shevin, Shapo, Heilbronner & Book, one of Florida's most influential law firms from 1977 to 1987, when it disbanded.

Since opening his own firm, Ron has developed a client list that is literally a "Who's Who" of local governments, business and industry, health care, and not-for-profit associations. Ron's reputation as a hard worker, dedicated to his client's causes, has earned him a place in the upper echelon of Tallahassee power. Associates, clients, and lawmakers describe Ron and his firm as committed, tenacious, knowledgeable, and credible.

Ron continues to be an active participant in South Florida's various civic and professional organizations. Ron is a member of the Greater Miami Chamber of Commerce, the Aventura Marketing Council and the North Dade Chamber of Commerce. Ron has provided pro bono services to many worthwhile organizations and causes including, the Greater Miami Host Committee, ChildNet, Florida Council Against Sexual Violence, Coconut Grove Playhouse, Boy Scouts of America, and United States Olympic Committee.

Ron is particularly proud of his community involvement. Ron currently serves as Chairman of the Miami-Dade County Homeless Trust and as Chairman of the Children's Home Society of Florida Foundation. Ron serves as a board member for Memorial Hospital Foundation, Joe DiMaggio Children's Hospital & Foundation, Baudhuin Oral School Board of Governors at Nova Southeastern University, and Inner City Youth Center.

Ron's honors include: Alvah Chapman Humanitarian of the Year Award; Homeless Advocate of the Year; Florida Council Against Sexual Violence Survivor Activist of the Year; Autism Society of America National Advocate of the Year; National Epilepsy Foundation Public Advocate of the Year; Greater Miami Chamber of Commerce Bill Colson Community Service Award; and Broward Partnership for the Homeless James J. Blosser Community Trusteeship Award.

Ron holds a Juris Doctorate degree from Tulane University and a Bachelor's degree in Political Science from Florida International University.

**Kelly C. Mallette.** Kelly Mallette has been lobbying with Ronald L. Book, P.A. for approximately 14 years and currently serves as the firm's Director of Government Affairs. Kelly provides lobbying and advocacy services for numerous firm clients, including not-for-profit organizations, professional associations, multiple local governments, and many other firm clients. Kelly utilizes her expertise to facilitate winning strategies to achieve client objectives. Kelly has been instrumental to the firm in securing funding for special projects and making various substantive changes which are now law in Florida. Kelly's experience as a Senate Aide to the former Chairman of the Senate Appropriations Subcommittee on Health and Human Services (HHS) has provided her with a unique insight into Florida's HHS budget, including knowledge of important policies and priorities. She has also served as Senior Policy Advisor to the former Mayor of Miami. Kelly's experience working in local government provides her with a unique knowledge and perspective on public sector issues. Kelly has also served as a Commissioner in the Village of Biscayne Park.

Rana G. Brown. Rana G. Brown, a Government Affairs Consultant with Ronald L Book, P.A., specializes in the legislative process with a focus on state and local government and various private sector interests. Prior to joining Ronald L. Book, P.A. nine years ago, Rana headed the advocacy department of the Greater Miami Chamber of Commerce where she restructured and developed the Chamber's government affairs focus to address issues affecting the business community at the local, state, and federal levels. While at the Chamber, Rana hosted President George W. Bush in a free trade agreement forum, in cooperation with the University of Miami, in October 2007; hosted the 2006 Florida gubernatorial candidate forum preceding the 2006 election; and hosted a wide variety of political events, debates, and forums with numerous local and state elected officials on local and state business issues. Prior to her work at the Chamber, Rana worked in the Office of the Mayor of Miami-Dade County, Intergovernmental Affairs Department. Rana's experience consists of nine years as staff in the Florida Senate both in Tallahassee and Miami, including work in the office of the Senate President and six years as a legislative assistant to a South Florida legislator. Rana holds a Bachelor's in History from Florida State University.

Ronald Book will serve as the team leader from Ronald L. Book, P.A. Ron will be responsible for assisting the City in drafting legislative priorities while leading the City's lobbying team in crafting and implementing a lobbying program based on the City's legislative priorities and needs. Kelly Mallette and Rana Brown will serve as associates for the City and assist team leaders in the implementation of the City's lobbying program.

Individual resumes for members of Ronald L. Book, P.A. are included within Section I, item 11 (pages 33-34).

# PAST PERFORMANCE AND REFERENCES

1) Provide a minimum of four (3) references from public sector agencies, particularly state and local government, for which Proposer has performed similar scope of services in the past five (5) years. Please include: (1) client name, (2) address, (3) contact name, (4) contact telephone number, (5) contact email address, (6) term of contract (start and end date), (7) contract amount, (8) services provided. DO NOT include work/services performed for the City of Coral Gables or City employees as reference.

#### Southern Strategy Group Past Performance and References

Client Name: City of Miami

Address: Miami City Hall, 3500 Pan American Drive, Miami, FL 33133 Contact Name: Ms. Diana Arteaga, Senior Advisor to the City Manager Contact Telephone Number: 786.469.1644

Contact E-mail Address: darteaga@miamigov.com

Term of Contract: November 1, 2016-October 31, 2017

**Contract Amount:** \$25,000/year (lobbying team total \$75,000/year for three firms)

**Services Provided:** The scope of services we provide is comparable to those requested in RFP No. 2017.05.PK, specifically regarding Legislative and Executive Lobbyist Services, including legislation which impacts the City, and procuring appropriations funding requests. The services provided include, but are not limited to, being proactive in monitoring, taking positions and lobbying on state budgeting and legislation which impacts the City, particularly in the areas of public safety, law enforcement, business attraction and retention, infrastructure improvements, telecommunications, transportation, environmental, park development, park land acquisition, revenue enhancement, and unfunded mandates.

Client Name: Town of Miami Lakes Address: 6601 Main Street, Miami Lakes, FL 33014 Contact Name: Mr. Alex Rey, Town Manager Contact Telephone Number: 305.512.7136 Contact E-mail Address: arey@miamilakes-fl.gov Term of Contract: January 27, 2014-January 27, 2020 Contract Amount: \$48,000/year Services Provided: The scope of services we provide is comparable to those requested in RFP No. 2017.05.PK, specifically regarding Legislative and Executive Lobbyist Services, including legislation which impacts the City, and procuring appropriations funding requests. The services provided include, but are not limited to, being proactive in monitoring, taking positions and lobbying on state budgeting and



legislation which impacts the Town, particularly in the areas of public safety, law enforcement, business attraction and retention, infrastructure improvements, telecommunications, transportation, environmental, park development, park land acquisition, revenue enhancement, and unfunded mandates.

Client Name: Town of Southwest Ranches Address: 13400 Griffin Road, Southwest Ranches, FL 33330 Contact Name: Mr. Andy Berns, Town Administrator Contact Telephone Number: 954.434.0008 Contact E-mail Address: <a href="mailto:aberns@southwestranches.org">aberns@southwestranches.org</a> Contact E-mail Address: <a href="mailto:aberns@southwestranches.org">aberns@southwestranches.org</a> Term of Contract: October 15, 2013-Present Contract Amount: \$42,000/year Services Provided: The scope of services we provide is comparable to those requested in

**Services Provided:** The scope of services we provide is comparable to those requested in RFP No. 2017.05.PK, specifically regarding Legislative and Executive Lobbyist Services, including legislation which impacts the City, and procuring appropriations funding requests. The services provided include, but are not limited to, being proactive in monitoring, taking positions and lobbying on state budgeting and legislation which impacts the Town, particularly in the areas of public safety, law enforcement, business attraction and retention, infrastructure improvements, telecommunications, transportation, environmental, park development, park land acquisition, revenue enhancement, and unfunded mandates.

#### Ronald L. Book, P.A. Past Performance and References

Client Name: City of Aventura Address: 19200 W. Country Club Dr., Aventura, FL 33180 Contact Name: Mr. Eric Soroka, City Manager Contact Telephone Number: 305.466.8910 Contact E-mail Address: SorokaE@cityofAventura.com Term of Contract: 1995–Present Contract Amount: \$50,000/year Services Provided: The scope of services we provide is comparable to those requested in RFP No. 2017.05.PK, specifically regarding Legislative and Executive Lobbyist Services, including legislation which impacts the City, and procuring appropriations funding requests. We have secured millions in funding for improvements to stormwater projects, and secured funds for the City's Emergency Operations Center.

Client Name: City of Doral

Address: 8401 NW 53rd Terrace, 3<sup>rd</sup> Floor Doral, FL 33166 Contact Name: Mr. Al Childress, Assistant City Manager Contact Telephone Number: 305.593.6690 ext. 1200 Contact E-mail Address: <u>Albert.Childress@cityofdoral.com</u>



Term of Contract: 2005–Present Contract Amount: \$90,000/year

**Services Provided:** The scope of services we provide is comparable to those requested in RFP No. 2017.05.PK, specifically regarding Legislative and Executive Lobbyist Services, including legislation which impacts the City, and procuring appropriations funding requests. We have secured millions in funding for improvements to stormwater systems, and secured funds for the City's Emergency Operations Center. On behalf of the City, we have secured funding for several stormwater improvement projects, and the City's cultural facilities grant for the 114th Avenue Community Center.

Client Name: City of Sunny Isles Beach Address: 18070 Collins Ave., Sunny Isles Beach, FL 33160 Contact Name: Mr. Chris Russo, City Manager Contact Telephone Number: 305.792.1731 Contact E-mail Address: crusso@sibfl.net Term of Contract: 1997–Present Contract Amount: \$60,000/year Services Provided: The scope of services we provide is comparable to those requested in

RFP No. 2017.05.PK, specifically regarding Legislative and Executive Lobbyist Services, including legislation which impacts the City, and procuring appropriations funding requests. We have secured millions in funding for improvements to stormwater systems, and secured funds for the City's Emergency Operations Center. We have secured funding to defray the costs of the preparation of the City's comprehensive plan as well as millions in funding for stormwater improvements, and renovation of City parks. Additionally, we assisted the city with the restoration of a beach pier, an important economic development project, and the North Bay Road Emergency Pedestrian Bridge.

Client Name: City of Sunrise

Address: 10770 W. Oakland Park Blvd., Sunrise, FL 33351

Contact Name: Mr. Richard Salamon, City Manager

Contact Telephone Number: 954.746.3430

Contact E-mail Address: <u>RSalamon@sunrisefl.gov</u>

Term of Contract: 2003–Present

Contract Amount: \$50,000/year

**Services Provided**: The scope of services we provide is comparable to those requested in RFP No. 2017.05.PK, specifically regarding Legislative and Executive Lobbyist Services, including legislation which impacts the City, and procuring appropriations funding requests. We have secured millions in funding for improvements to stormwater projects, and secured funds for the City's Emergency Operations Center. On behalf of the City, we have secured funding for various water projects over several years, and have secured funding through FDOT for a large-scale transportation project, in conjunction with an ongoing economic development project.

### 2) If the City has previously awarded the Proposer a contract, identify the details of that award as well as the department and contract administrator for the contract.

Neither Southern Strategy Group nor Ronald L. Book, P.A. have previously been awarded a contract by the City.

3) Provide a list with contact information of public sector clients, if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same. The City reserves the right to contact any reference as part of the evaluation process.

During the past two years, neither Southern Strategy Group nor Ronald L. Book, P.A. have had a public sector client discontinue use of services. Our retention rate speaks to our success.

Each Proposer shall ensure the Proposed Fee Schedule listed below is completed in full, with Proposer providing a detailed list of all costs to provide Services.

Proposer shall submit a Proposal expressing its interest in providing the services described herein. To receive consideration, this Request for Proposals must be submitted in its entirety, with all forms executed. All corrections to prices made by the Proposer must be initialed. Any additional information to be submitted as part of the Proposal may be attached behind the Proposal Pricing Schedule, carefully cross-referencing each item number and/or letter.

The City reserves the right to add or delete any service, at any time. Should the City determine to add an additional service for which pricing was not previously secured; the City shall seek the Successful Proposer to provide reasonable cost(s) for same. Should the City determine the pricing unreasonable, the City reserves the right to negotiate cost(s) or seek another vendor for the provision of said service(s).

#### Fees to the City

In order to secure a full range of representation and foster the best possible relationships at the regional, state and federal level, the City may enter into up to three separate lobbyist contracts pursuant to this RFP, with the maximum amount of resources allocated to lobbying services at the state-level. The combined total engagement for this RFP shall not exceed an annual amount of \$85,000 and lobbying services at the state level shall not exceed \$60,000 annually. The City encourages Proposers to submit only for their areas of expertise.

Proposer must quote firm, fixed, annual fee, billed in equal monthly installments, for the services being proposed pursuant to this RFP. This proposed fixed annual fee shall be all fees and expenses to the City. No other costs or fees will be accepted. Proposer must provide pricing on this page or may be deemed non-responsive.

#### Lobbying at State Level:

Proposed Annual Fee \$ 60	,000/12 months=\$	nonthly				
Other Lobbying Services – Specify which services are being proposed in your submittal						
Proposed Annual Fee \$ 12	,000 /12 months=\$ 1,000n	nonthly				
Other Lobbying Services – Specify which services are being proposed in your submittal						
Proposed Annual Fee \$	/12 months=\$n	nonthly				
Proposer: Southern Strategy Group of Miami, LLC						
Address 999 Ponce de Leon B	lvd., PH Suite 1105, Coral Gables, FL	33134				
Contact Name Nelson Diaz	Title Managing Partner					
Telephone 305.421.6304	Email: diaz@sostrategy.com					