



City of Deltona

CITY COMMISSION WORKSHOP TUESDAY, OCTOBER 15, 2013 5:30 P.M.

Mayor
John Masiarczyk

Vice Mayor
Zenaida Denizac
District 1

Commissioners:

Webster Barnaby
District 2

Heidi Herzberg
District 3

Nancy Schleicher
District 4

Fred Lowry
District 5

Chris Nabicht
District 6

Acting City Manager
Dave Denny

2ND FLOOR CONFERENCE ROOM 2345 PROVIDENCE BLVD. DELTONA, FLORIDA

AGENDA

- 1. CALL TO ORDER:**
- 2. ROLL CALL – CITY CLERK:**
- 3. PLEDGE TO THE FLAG:**

PUBLIC COMMENTS- Citizen comments limited to items on the agenda and will take place after discussion of each item.
- 4. BUSINESS:**
 - A. Interviews with Consultants for State Government Relations Services and Lobbying.**
- 5. CITY MANAGER COMMENTS:**
- 6. ADJOURNMENT:**

NOTE: If any person decides to appeal any decision made by the City Commission with respect to any matter considered at this meeting or hearing, he/she will need a record of the proceedings, and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

Individuals with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk, Joyce Raftery 48 hours in advance of the meeting date and time at (386) 878-8500.



AGENDA MEMO

TO: Mayor & City Commission **AGENDA DATE:** 10/15/2013
FROM: William D. Denny, Acting City Manger **AGENDA ITEM:** 3 - A
SUBJECT: Interviews with Consultants for State Government Relations Services and
Lobbying.

LOCATION:

N/A

BACKGROUND:

An RFP was posted on the Demandstar website for a Consultant for State Government Relations Services and Lobbying. Nine proposals were received from the following firms:

Ballard Partners, Inc.
Capitol Alliance
Capitol Insight, LLC
Greenberg Traurig
Jefferson Monroe Consulting
Johnson & Blanton, LLC
Louis Cl. Rotundo
Liberty Partners of Tallahassee
William J. Pebbles, PA

Becky Vose, Dale Baker and Chris Bowley were the members of the Selection Committee and they met on Thursday, October 10, 2013 to review their independent scoring and come to a consensus on which companies/individuals to present to the Commission on Tuesday, October 15, 2013 for presentations and interviews. All members agreed to have Ballard Partners, Inc., Capitol Alliance, Capitol Insight, LLC and Louis C. Rotundo come in for presentations and interviews. A final decision will be made at one of the next regularly scheduled Commission meetings.

**ORIGINATING
DEPARTMENT:**

City Manager's Office

SOURCE OF FUNDS:

General Fund

COST:

N/A

REVIEWED BY:

Finance Director, City Attorney

**STAFF
RECOMMENDATION
PRESENTED BY:**

Becky Vose, Dale Baker, Chris Bowley - Recommendation is being made for the Commission to interview the following firms/individuals at their workshop on Tuesday, October 15, 2013:

Ballard Partners, Inc.
Capitol Alliance
Capitol Insight, LLC
Louis C. Rotundo

**POTENTIAL
MOTION:**

N/A - For discussion and direction to staff as needed.

**AGENDA ITEM
APPROVED BY:**

William D. Denny, Acting City
Manager

ATTACHMENTS:

- Presentation Schedule
- Ranking Sheet
- Combined Score Sheet
- Ballard Partners Proposal
- Capitol Alliance Proposal
- Capitol Insight Proposals
- Louis C. Rotundo Propos

**PRESENTATION/INTERVIEW SCHEDULE
FOR WORKSHOP ON TUESDAY, OCTOBER 15, 2014
FOR A CONSULTANT FOR STATE GOVERNMENT RELATIONS SERVICES AND LOBBYING**

5:30 – 6:10 - BALLARD PARTNERS, INC.

6:15 – 6:55 – CAPITOL ALLIANCE GROUP, INC.

7:00 – 7:40 – CAPITOL INSIGHT, LLC

7:45 – 8:25 – LOUIS C. ROTUNDO

RATING SHEET FOR:
RFP #14001 FOR CONSULTANT FOR STATE GOVERNMENT RELATIONS SERVICES
AND LOBBYING

Rank the following companies 1 through 4 with 1 being your top choice.

COMPANY	RANKING
Ballard Partners, Inc.	
Capitol Alliance	
Capitol Insight, LLC	
Louis C. Rotundo	

Please turn this sheet in to the City Clerk. The final ranking will be brought to the Commission for approval at the October 21, 2013 meeting.

Signature

**CITY OF DELTONA
CONSULTANT EVALUATION**

COMBINED SCORES OF SELECTION COMMITTEE FOR RFP 14001 FOR A CONSULTANT FOR STATE GOVERNMENT SERVICES AND LOBBYING				
COMPANY NAME	Becky Vose	Dale Baker	Chris Bowley	TOTAL SCORE
Ballard Partners, Inc.	82	62	85	229
Capitol Alliance	87	76	94	257
Capitol Insight, LLC	87	53	90	230
Greenberg Traurig	63	62	87	212
Jefferson Monroe Consulting	50	40	76	166
Johnson & Blanton, LLC	58	56	80	194
Louis C. Rotundo	75	66	83	224
Liberty Partners of Tallahassee	57	65	88	210
William J. Pebbles, PA	70	56	83	209

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Item 3A

Attachment number 3 in Page 1

COMBINED SCORES OF SELECTION

PROPOSAL

**REQUEST FOR PROPOSALS
#14-001**

**CONSULTANT FOR
STATE GOVERNMENT RELATIONS SERVICES AND LOBBYING**

for

City of Deltona



Prepared by:

BALLARD | PARTNERS

**403 East Park Avenue
Tallahassee, Florida 32301
850.577.0444 phone
850.577.0022 fax
www.ballard-partners.com
ballard@ballardfl.com**

LETTER OF
TRANSMITTAL

BALLARD | PARTNERS

October 4, 2013

City of Deltona
Attn: Purchasing
2345 Providence Blvd.
Deltona, FL 32725

Re: Consultant for State Government Relations Services and Lobbying Request for Proposals #14-001

Dear Sir or Madam:

On behalf of Ballard Partners, Inc. (Firm), I am pleased to submit for your consideration this proposal to provide state government relations services and lobbying to the City of Deltona (City). The proposal represents a full-service annual agreement for representation of any and all issues before the legislative and executive branch of Florida government as well as matters that involve the City at the local level. This includes, but is not limited to, the filing of legislation specific to the City, the tracking and reporting of general legislation, as well as all issues pertaining to State agencies, departments and the Executive Office of the Governor. The Firm has extensive experience in advocacy before the Florida Legislature and the Executive Branch as well as a deep understanding of local government, as is evidenced by the professional experience of our staff and our client listings.

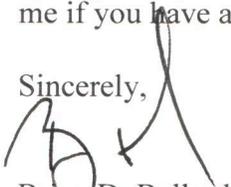
Legislative and executive branch representation is the cornerstone of our practice. Most of our clients have retained us with the knowledge that the legislative and executive processes of government are critical to their interests. All of our governmental consultants and office staff have experience in this arena. We are well versed in bill and amendment drafting, tracking legislation and all other components of effective legislative and executive branch representation. More importantly, our team understands how to accomplish the tasks given to us by our clients, working to identify their priority issues and the best course of action to address those issues. The Firm is committed to the timely performance of the work requested by the City.

As President, I am authorized to make representations on behalf of the proposer.

Brian D. Ballard, President
403 East Park Avenue, Tallahassee, FL 32301
850-577-0444 Telephone

We enjoy a hard-won reputation for successfully advancing our clients' interests. Please contact me if you have any questions.

Sincerely,



Brian D. Ballard
President

TALLAHASSEE

403 East Park Ave.
Tallahassee, FL 32301
850 577-0444
850 577-9022 fax

WEST PALM BEACH

1400 Centre Park Blvd.
Suite 1010
West Palm Beach, FL 33401
561 253-3230

JACKSONVILLE

919 41A North
Suite 202, The Veranda
Ponte Vedra Beach, FL 32082
904 557-8531

MIAMI

801 Brickell Ave.
Suite 900
Miami, FL 33131
305 906 0155

TAMPA

2202 N. West Shore Blvd.
Suite 200
Tampa, FL 33607
813 294 7024

ORLANDO

518 E. South St.
Suite 500
Orlando, FL 32801
407 387-3878

TABA

TAB A: ORGANIZATION PROFILE AND QUALIFICATIONS

Ballard Partners, Inc. (Firm) is a Florida corporation, registered with the Department of State, Division of Corporations (Document Number P9800025501). In March 1998, Brian Ballard founded the Firm with one office located in Tallahassee, FL. Since our founding, we have expanded to have offices located throughout the State of Florida. The Firm has operated for 15 continuous years. The Tallahassee office is located in the Lively House, which was originally built in 1912 and is listed on the National Historic Register. Situated in the heart of the downtown historic district, our Tallahassee office is in close proximity to the Capitol and key administrative agencies. The Firm has offices in Miami, West Palm Beach, Jacksonville, Tampa Bay, and Orlando which provide our clients direct and ongoing access to the Firm's team and its services.

The Firm is comprised of 15 professional, full time governmental consultants with substantial backgrounds in legislative and administrative issues. Combined with our experienced administrative support staff, we offer an effective team to address our clients' respective needs. This extensive professional experience also includes the Executive Office of the Governor and various state agency officials. Moreover, it should be noted that the Firm has been successful, much by the virtue of our team members' emergence from the senior ranks of both the legislative and executive branches of Florida government. Our professional staff includes two former legislators, a former Governor's chief of staff, Lieutenant Governor's chief of staff, gubernatorial policy director, Speaker of the House chief of staff, and legislative committee staff director.

The primary consulting team for the City will be Brian Ballard, President, Monica Rodriguez, Partner, located in the Tallahassee office and Chris Dorworth, Managing Partner of the Orlando office. Additionally, all of the Firm's principals will be utilized when necessary. All representatives of the Firm may be contacted through our Tallahassee office.

The Firm has long advocated for the needs of local governments, and our professionals have represented dozens of local governments in Florida. Our experience in the municipal arena began in 1998 with the City of Boca Raton and Martin County, which we still represent. Since that time our local government practice has grown to include the Cities of Boynton Beach, Delray Beach, Palm Beach Gardens, Towns of Palm Beach, and Lantana. In addition to Martin County, our county government representation currently includes Miami-Dade, Osceola and Polk counties. We have also represented Alachua and Charlotte counties as well as the Florida Association of Counties.

Below are the various appropriations items the Firm successfully secured for our clients during the last two legislative sessions. These accomplishments required our lobbying team to work closely with House and Senate leaders, budget chairs, key legislative members and their staff, and the Governor's Office.

2013 Session

<u>Client</u>	<u>Funding</u>	<u>State Revenue</u>
Xerox	Settlement Payment	\$5,000,000
NorthgateArinso	People First Study	\$500,000
Miami Design District	Capital Outlay	\$1,000,000
Florida A&M University	Crestview Education Center	\$1,500,000
Kennedy Space Center	Space Tourism Marketing & Development	\$1,500,000
Seminole State College	PECO – Altamonte Springs Campus	\$7,250,000
NOVA Southeastern	FL Resident High Demand Health Programs	\$4,234,749
Epilepsy Foundation	Epilepsy Program Funding	\$3,531,983
Citrus Health Network	Safe Haven for Homeless Youth	\$100,000
Shands	McKnight Brain Institute	\$500,000
Broward Sheriff's Office	Child Protective Investigative Services	\$1,500,000
Florida Coalition Against Domestic Violence	Operations Funding	\$2,000,000
Florida Coalition Against Domestic Violence	Domestic Violence Homicide Reduction	\$200,000
Voices for Children	Guardian Ad Litem Program Dade County	\$892,656
Foster Care Review	Citizen Review Panel	\$396,000
Citrus Health Network	Baker Act Facilities	\$455,000
Camillus House	Drug Treatment	\$250,000
	Total	\$30,810,388

2012 Session

<u>Client</u>	<u>Funding</u>	<u>State Revenue</u>
Valencia College	PECO-Infrastructure & Osceola Campus	\$5,999,916
Seminole State College	PECO – Altamonte Springs Campus	\$7,500,000
Baptist Hospital	Outpatient Baker Act	\$500,000
Mt. Sinai Hospital	Energy Improvements	\$5,000,000
Kyra Info Tech	3-D Engineering Technology	\$2,000,000
GTECH	Instant Ticket Vending Machines	\$5,010,600
GTECH	Full Service Vending Machines	\$2,940,000
	Total	\$28,950,516

The Firm has an extensive client list and we have been privileged to represent a number of diverse clients for over a decade, working in partnership to achieve many successes. The focus of the Firm's services is to advocate the interests of the client before the Florida Legislature and executive agencies of Florida government. This includes the advocacy for passage and defeat of legislation, policy and appropriations relevant to the client.

We offer the following representative sample of the many accomplishments we have achieved on behalf of our clients. They include important policy reform and appropriations issues that we addressed with both the Legislature and the executive branch.

Spring Training Facilities

City of Palm Beach Gardens/Houston Astros/Toronto Blue Jays

Each spring, 15 Major League Baseball franchises host their spring training workouts and games in various cities across Florida. More than 1.5 million fans attend spring training games annually, and provide a \$750 million benefit to the state each year.

This type of economic draw, with limited long term demand on resources, is a tremendous opportunity for the local governments that host these stadiums. At the same time, bringing your professional sports team to a vibrant, attractive, Florida city is a benefit to your team and your fan base. In 2013, we combined the needs of multiple clients; the City of Palm Beach Gardens, the Houston Astros and the Toronto Blue Jays to enhance spring training in Florida.

We pushed the Governor's proposed incentive program through the legislative process but more significantly, we successfully increased the total available funds to local governments from \$40 million to \$50 million. This accomplishment required gaining the support of not only the House and Senate leadership but also the Governor. This increase will help the City of Palm Beach Gardens attract two major league baseball franchises to their town and also help attract more Major League Baseball teams to Florida.

Mitigation of Wetlands

Martin County

Martin County is one of the few counties in Florida that does not allow for the mitigation of wetlands, specifically prohibiting the destruction of any wetlands. This local policy is one of the strictest in the State and has come under fire on the legislative front several years. The 2013 Legislative Session was no different. Language that would have preempted Martin County's ordinance was included in several important bills moving through the legislative process. Working with the Martin County delegation and other concerned interest groups, we were able to have this language removed from all legislative vehicles ensuring defeat of this state preemption.

Right-of-Way Deed Transfer

Miami-Dade County

Miami-Dade County sought for two sessions, a change in state law to authorize transfers of right-of-way between local governments by deed. When a new city incorporates or an area is annexed to an existing city, the County transfers neighborhood streets from county unincorporated ownership and maintenance to city ownership and maintenance. The law at the time required the County to do right-of-way transfer by map, a costly process for local governments (a similar process to an individual surveying a house and property for purchase but on a larger scale). Current law allows the Florida Department of Transportation (DOT) to transfer road right-of-way by deed or map. We successfully amended the omnibus DOT legislative package

(HB 599) during the 2012 Session to include language that gives the County the same option to utilize a Right-of-Way deed transfer in lieu of mapping when transferring county roads to municipalities. This flexibility will result in a substantial cost savings to taxpayers.

Child Protective Investigative Services
Broward County Sheriff

The Broward County Sheriff's Office (BSO) experienced a 5.7% funding decrease in 2008. In 2013, our first year of representing BSO, we increased the State statutory grant for the Broward Sheriff's Office for Child Protection Investigations by \$2 million.

Growth Management
City of Boca Raton

The City of Boca Raton was on the losing side of a lawsuit that would have required them to conduct a city-wide referendum every time they issued a development order outside of the comprehensive plan. This was clearly not the intention of the Florida Legislature when they passed sweeping growth management legislation in 2010. Cities that did not have a referendum policy in place before the legislation passed were exempt from this provision. Unfortunately, the court felt that the law was unclear in this regard. We were able to rectify this situation with the passage of HB 537. This bill clarified that the city would not have to hold referendums for many of the projects already in the pipeline. This legislation dealt with a very controversial area of the law but all concerns were dealt with during the committee process and the bill passed unanimously out of both chambers.

A.G. Holley State Hospital
Town of Lantana

The former A.G. Holley State Hospital was closed in 2012. This large complex is located in the Town of Lantana (Town) and represents 1/8 the size of the entire town. We worked on behalf of the Town to persuade the State of Florida to sell the 144+ acres of surplus state land located in the Town rather than allocate it to another state agency. It was in the Town's best interests to have this land sold and developed thus adding valuable taxable property and commerce to the small town. We successfully stopped the transfer of the land to a local state college and the land is now currently for sale.

Kennedy Space Center Visitor Center
Delaware North Companies

Delaware North Companies is a global food service and hospitality company that operates in the lodging, sporting, airport, gaming and entertainment industries. They have several properties in Florida including the Kennedy Space Center Visitor Center at Cape Canaveral.

Education Tourism is a multibillion-dollar industry, and Kennedy Space Center is on par with top educational attractions such as the Smithsonian. With the end of the Space Shuttle Program, there was a tremendous need to enhance the marketing efforts to promote Florida's space tourism industry, an important economic development strategy for Brevard County and the Space Coast community. On June 29, 2013, the Space Shuttle AtlantisSM exhibit opened at Kennedy Space Center Visitor Complex. This new \$100 million home of the priceless, historic spacecraft tells the incredible story of NASA's 30-year Space Shuttle Program. The 90,000 square-foot Atlantis attraction is the marquee element of the Visitor Complex's 10-year master plan.

During the 2013 Session, we worked with the Florida Legislature to appropriate an additional \$1.5 million in recurring funds to Space Florida to specifically begin a targeted space tourism marketing effort to promote not only this attraction but also this industry.

Emergency Shelter Construction Funding
Florida Coalition Against Domestic Violence

The Florida Coalition Against Domestic Violence (FCADV) serves as the primary voice for victims of domestic violence and their children in the public policy arena. It works closely with the Executive and Legislative branches to create and implement public policy that strengthens penalties for batterers and enhances services for survivors of domestic violence. Through this effort, Florida continues to have some of the strongest domestic violence public policy in the country.

We were successful during the 2013 Session in assisting FCADV to obtain \$10 million in new funds to increase emergency shelter and transitional housing for victims of domestic violence. This additional capital outlay funding was included in the National Mortgage Settlement legislation, SB 1852. This effort also included an additional \$2 million in recurring funds to provide core services that will be needed with the expansion of shelter capacity and transitional housing.

PECO – Altamonte Springs Campus
Foundation for Seminole State College of Florida

Seminole State College of Florida is a public state college located in Sanford, Florida. As 1 of 28 schools that make up the Florida College System, it is important for it to have its own specific voice in the legislative process. In 2013, we were able to complete a multi-year project for Seminole State College when we secured \$7.2 million in State funding that will permit the college to complete the acquisition of land and facilities for a public private partnership satellite campus. When fully developed, the new campus will contain a total of 1.4 million square feet, including 950,000 square feet of educational space and 450,000 square feet of commercial/office development. This is a great example of a client with long term legislative goals. Once completed the total project will have received \$25 million in State Public Education Capital Outlay funds, \$10.25 million in 2011, \$7.5 million in 2012, and \$7.25 million in 2013.

General Permit for Stormwater Management Systems
Florida Airport Council

The Federal Aviation Authority (FAA) provides grants to the Florida Department of Transportation (DOT) Aviation Office for airport airside improvements. The grants have eighteen (18) month time frames, making it difficult to permit and complete a stormwater project within the required time to take advantage of the grant. We amended HB 599 during the 2012 Session to direct the Department of Environmental Protection to initiate rulemaking to adopt a general permit for stormwater management systems serving airside activities at airports. The permit applies statewide and must be administered by any Water Management District or delegated local government. This change allowed the DOT's Aviation Office to take advantage of grant money offered by the Federal Government to address specific needs of stormwater management systems that serve airports.

Expanding Transportation Regional Concepts in Northeast Florida
Jacksonville Transportation Authority

There is a strong push from the Federal and State level to develop and strengthen transportation regional concepts by linking networks and focusing on coordination between groups for regional planning. In 2012, our Firm led lobbying efforts to pass legislation creating the Regional Transportation Commission to improve mobility and expand multimodal transportation options in Baker, Clay, Duval, Nassau, Putnam, and St. Johns Counties.

Traffic Signal Retrofitting
Signal Safe, Inc.

In 2008, we began working for Signal Safe, Inc. on the issue of retrofitting traffic signal brackets at existing span wire intersections with a device that prevents the traffic signal from blowing down in a hurricane. The position of the Florida Department of Transportation (DOT) at the time was to install mast arms whenever possible. While the mast arms do help prevent the signals from blowing down they cost considerably more and take much longer to install than the retrofit device. We planned out a multi-year approach to introduce the product to the Department and the various DOT Districts. We emphasized not only its benefit to public safety but also its cost effectiveness. We met often with key staff at DOT as well as the legislative leaders on the respective transportation committees. By working with the chair of the Senate Transportation Appropriation Committee, we were asked to make a public presentation to the committee. We then initiated and were successful in starting a \$3 million pilot program through proviso language in the 2009-2010 budget. In 2011, we passed a \$5 million proviso appropriation for a DOT pilot program in District 1 and 4 for the retrofitting and reinforcement of traffic signalization.

The Firm is proud not only of the clients we have represented before the Florida Legislature, Executive Branch, and Cabinet over the years, but also the length of time we have represented them and the work we have accomplished. The Firm has engaged in a multitude of legislative and executive branch lobbying efforts since its formation. We currently service well over one hundred clients on a host of legislative, administrative and regulatory matters before almost all agencies of state government and various local governments. The following listing provides a range of clients we have represented since 1998 to the present. The majority of our clients are on a continuous annual auto-renewal contract basis.

LEGISLATIVE, ADMINISTRATIVE & REGULATORY

The cornerstone of our practice is legislative and executive branch representation. Our team has successfully advocated on behalf of an array of corporate entities including:

- Amazon.com
March 2008 - Current
- Blue Cross Blue Shield of Florida
February 2011 - Current
- Citigroup
January 2003 - Current
- Cornerstone Development Group
October 2011 - Current
- Delaware North Companies
January 2012 – Current
- Deloitte Consulting
September 2004 - Current
- Dosal Tobacco
January 2012 - Current
- Florida Association of Destination Marketing Organizations
October 2011 - Current
- Florida Coalition Against Domestic Violence
August 2011 - Current
- Florida East Coast Industries
June 2009 – Current
- Florida Guardian Ad Litem Association
April 2013 - Current

- Florida Power & Light Company
May 1998 – Current
- Florida Yacht Brokers Association
March 2011 - Current
- Fortress Investment Group
October 2011 – Current
- GEICO
March 2007 - Current
- G.L. Homes
June 2008 - Current
- GTECH
October 1998 - Current
- Honda North America
December 2000 - Current
- Houston Astros
March 2013 - Current
- Miami Art Museum of Dade County Association
April 2013 – Current
- Miami Design District
April 2013 - Current
- Miami Museum of Science
April 2013 - Current
- Miami Heat
January 2011 - Current
- New York Yankees
May 1998 - Current
- NorthgateArinso
February 2005 - Current
- Oracle Corporation
September 2000 - Current

- Progress Energy
April 2013 - Current
- Republic Services of Florida
June 2011 - Current
- Southern Wine & Spirits
April 2013 - Current
- Toronto Blue Jays
April 2013 – Current
- United States Sugar Corporation
November 2006 - Current
- Verizon
February 2006 - Current
- Voices for Children Foundation
April 2013 - Current
- Xerox Corporation
April 2012 - Current

EDUCATION PRACTICE

Our governmental affairs work has expanded to include a growing focus on the state's education system. This provides the Firm the opportunity to work directly with key state officials and policymakers on behalf of our clients to shape critical education policy issues in Florida.

- Council of Florida Medical School Deans
April 2012 - Current
- FAMU Foundation
April 2011 - Current
- Foundation for Seminole State College of Florida
January 2012 - Current
- Keiser University
March 2013 - Current
- NOVA Southeastern University
September 2000 - Current

- Shands Teaching Hospital
April 2013 - Current
- The Early Childhood Initiative Foundation
April 2013 – Current
- Corinthian Colleges, Inc.
April 2013 - Current

HEALTH CARE

By working with key health care decision makers in the state, the Firm has established one of the most active health care lobbying practices. Our team has successfully represented major Florida hospitals, physician associations, pharmaceutical companies, nursing home corporations and others, including:

- American Congress of Obstetricians and Gynecologists, District XII
September 2000 - Current
- Bethesda Healthcare Systems
June 2001 - Current
- Citrus Health Network
April 2013 – Current
- Corizon Health
February 2004 - Current
- Epilepsy Foundation of Florida
April 2013 - Current
- Florida Health Club Association
January 2003 - Current
- Florida Society of Ophthalmology
June 2012 - Current
- Florida Society of Pathologists
November 2000 - Current
- Florida Urology Center
March 2012 – Current
- Halifax Health
March 2011 - Current

- HCR Manor Care
December 2004 - Current
- Healthcare Distribution Management Association
January 2005 - Current
- International Health, Racquet and Sportsclub Association
February 2001 - Current
- MedImmune
January 2004 - Current
- Mt. Sinai Medical Center
September 2011 - Current
- Northport Health Services
March 2002 - Current
- Public Health Trust of Miami-Dade County
April 2013 - Current
- Sacred Heart Hospital
September 2009 - Current
- Safety Net Hospital Alliance of Florida
November 2006 - Current
- Sheridan Healthcare
August 2012 - Current
- Tampa General Hospital
March 2012 - Current
- VitalMD
August 2010 – Current

LOCAL GOVERNMENT

We understand the complexities local governments face in legislative and administrative matters. We also recognize the unique interests of county and city officials, frequently negotiating on their behalf. Our local government practice manages issues vital to the operation of counties and municipalities including: stormwater, environmental permitting, finance & taxation, appropriations, growth management, health care, transportation and utilities.

- Broward Sheriff's Office
February 2013 – Current
- City of Boca Raton
May 1998 - Current
- City of Delray Beach
November 2012 - Current
- City of Palm Beach Gardens
December 2011 - Current
- Florida Children's Council
January 2011 - Current
- Miami-Dade County
February 2012 - Current
- Martin County
May 1998 - Current
- Osceola Legislative Efforts (Osceola County, City of Kissimmee and Osceola School Board)
July 2011 - Current
- Polk County
March 2012 – Current
- Town of Palm Beach
April 2003 - Current

TRANSPORTATION PRACTICE

Transportation needs and infrastructure demands continue to be of critical importance to the growth and economic vitality of Florida. Our diverse transportation portfolio provides an effective platform to achieve our clients' goals.

- Cruise Lines International Association
February 2009 - Current
- Florida Airports Council
July 2011 - Current
- Florida East Coast Railway
January 2011 – Current

- Florida Concrete Pipe Institute
July 2011 - Current
- Greyhound Lines
July 2011 - Current
- HNTB Corporation
September 2011 - Current
- Jacksonville Transportation Authority
October 2011 - Current
- Signal Safe
January 2009 - Current
- 3M Company
March 2009 - Current

One of the strengths that the Firm brings to a business relationship is that a majority of our team members have a basis in state government. Broad relationships from both the legislative and executive branch of Florida government, as well as local government, were cultivated by many of our staff prior to their joining the Firm. These personal and professional relationships allow us candid and open communication with government leaders and appropriate personnel.

The Firm believes that maintaining the highest degree of quality representation is central to our continued successful relationship with our clients. Our experience, resources and dedication effectively prepare us to undertake the most complex of issues. No new work is undertaken by the Firm without a thorough review of the team's workload to ensure the utmost attention, resources and energy will be devoted to each client. Beyond the primary contacts, all of the Firm's principals will be utilized when necessary. Again, it is our combined expertise and relationships at all levels of government that will be uniquely beneficial. Our organizational structure and team approach allows us to offer our full availability to handle the needs and concerns of the City.

The Firm brings a broad range of governmental and political expertise to meet the needs of its clients. Our lobbying success is grounded in our collective years of experience, a keen understanding of Florida politics, and effective representation in a myriad of policy areas, impacting a wide spectrum of state government. The Firm's team exhibits an extensive resume, demonstrating decades of collective experience in working for and with local governments and has extensive experience in politics. The Firm's success in the governmental consulting and lobbying arena is evidence of the skill, knowledge and successful approach that it will apply in representation of the City.

2013 FLORIDA PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# P98000025501

Entity Name: BALLARD PARTNERS, INC.**FILED**
Feb 12, 2013
Secretary of State**Current Principal Place of Business:**403 E PARK AVE
TALLAHASSEE, FL 32301**Current Mailing Address:**403 E PARK AVE
TALLAHASSEE, FL 32301**FEI Number: 59-3499504****Certificate of Status Desired:** No**Name and Address of Current Registered Agent:**BALLARD, BRIAN D
403 E PARK AVE
TALLAHASSEE, FL 32301 US*The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.***SIGNATURE:**_____
Electronic Signature of Registered Agent_____
Date**Officer/Director Detail Detail :**

Title	D	Title	D
Name	BALLARD, BRIAN D	Name	MCCANN, JOSEPH M
Address	403 E PARK AVE	Address	403 E PARK AVE
City-State-Zip:	TALLAHASSEE FL	City-State-Zip:	TALLAHASSEE FL 32301
Title	D	Title	D
Name	TURBEVILLE, WILLIAM G	Name	BRACY, CAROL L
Address	403 E PARK AVE	Address	403 E PARK AVE
City-State-Zip:	TALLAHASSEE FL 32301	City-State-Zip:	TALLAHASSEE FL 32301

*I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.***SIGNATURE: BRIAN BALLARD****MANAGING PARTNER****02/12/2013**_____
Electronic Signature of Signing Officer/Director Detail_____
Date

BRIAN D. BALLARD

Residence:

7445 Heartland Circle
Tallahassee, Florida 32312
(850) 668-9823

Office:

403 East Park Avenue - Lively House
Tallahassee, Florida 32301
(850) 577-0444

PROFESSIONAL HISTORY:

<p>May 1998 - Present</p>	<p>Ballard Partners, Inc. President. The firm formerly known as Smith & Ballard, Inc. specializes in all aspects of governmental advocacy with particular emphasis on matters before Florida's Executive and Legislative branches of state government.</p>
<p>June 2003 - Present</p>	<p>Panza, Maurer & Maynard, P.A. Of Counsel. The law firm specializes in governmental and regulatory matters; health care; insurance; corporate law; commercial litigation and environmental law. Rated "AV" by Martindale-Hubble.</p>
<p>August 1995 - August 2006</p>	<p>Florida State University Adjunct Professor in the School of Political Science.</p>
<p>March 1991 - May 1998</p>	<p>Bryant, Miller and Olive, P.A. Managing Shareholder. The law firm specializes in state and municipal finance, environmental law, governmental affairs, and agency decision making.</p>
<p>November 1992 - April 1994</p>	<p>U.S. and Foreign Commercial Service Advisory Council Appointed by the U.S. Secretary of Commerce to provide advice on the operations and services of the US&FCS and its related worldwide export programs.</p>
<p>December 1990 - March 1991</p>	<p>Executive Office of the President Directed the transition and assisted in the U.S. Senate confirmation of the Director of the Office of National Drug Control Policy.</p>
<p>January 1988 - December 1990</p>	<p>Chief of Staff, Office of the Governor Directed executive office staff, supervised eleven cabinet departments under the Governor. Coordinated and lobbied legislative and budget proposals. Developed policy initiatives for the Executive Office of the Governor and its agencies.</p>
<p>March 1989</p>	<p>White House Delegation U.S. Observation Delegation to the 1989 Presidential Election in El Salvador.</p>
<p>1987 August - December</p>	<p>Deputy Chief of Staff/Executive Assistant, Office of the Governor Directed the Scheduling and Appointments Office. Assisted in press and public relations and coordinated the administrative functions of the Governor's Office.</p>
<p>1983 May - July</p>	<p>Executive Office of the President Intern, Office of Management and Budget.</p>

BRIAN D. BALLARD
RESUME – PAGE 2

EDUCATION:

University of Florida College of Law
Juris Doctorate, 1988

University of Florida
Bachelor of Science in Business Administration, 1983

PROFESSIONAL AND CIVIC ORGANIZATIONS:

2011 Florida Inaugural Finance Committee, Chairman
2007 Florida Inaugural Committee, Chairman
American Bar Association
The Florida Bar
The Collins Center for Public Policy
Miami Herald Legislative Ranking Committee 2002, 2003
City of Tallahassee - Leon County Architectural Review Board
August 20, 1999 - June 30, 2002
Georgetown University Medical and Law Centers, Editorial Associate,
Courts, Health, Science and the Law
Florida Council of 100, 1987-1990
Governor's Transplant Lifeline for Children Task Force, Board of
Directors, 1987-1990
University of Florida Department of Political Science, Graduate Program
in Political Campaigning, Development Committee, September 1994
University of Florida Athletic Association Board of Directors, 1984
Delta Tau Delta National Fraternity

HONORS:

The American Lawyer's Magazine Top Rated Lawyer in the field of
Energy, Environmental and Natural Resources Law 2013
Rated "AV" by Martindale-Hubbell highest attorney rating for both legal
ability and ethical standards
Florida Trust for Historic Preservation Award for Outstanding Historic
Preservation 2000
Tallahassee/Leon County Historic Preservation Award 1999
University of Florida Hall of Fame
Florida Blue Key
Omicron Delta Kappa

MONICA L. RODRIGUEZ

Residence:

3098 Shamrock Street N
Tallahassee, Florida 32309
(850) 766-6287

Office:

403 E Park Avenue
Tallahassee, Florida 32301
(850) 577-0444

PROFESSIONAL HISTORY:

March 2013 –
Present

Ballard Partners, Inc.

Partner. The firm formerly known as Smith & Ballard, Inc. specializes in all aspects of governmental advocacy with particular emphasis on matters before Florida's Executive and Legislative branches of state government.

March 2013 -
President

Panza, Maurer & Maynard, P.A.

Of Counsel. The law firm specializes in governmental and regulatory matters; health care; insurance; corporate law; commercial litigation and environmental law. Rated "AV" by Martindale-Hubble.

April 2004 –
March 2013

Akerman Senterfitt

Shareholder. This law firm specializes in transactions and trial law and is known for its core strengths in middle market M&A, within the financial services and real estate industries.

November 2001 -
April 2004

Katz, Kutter, Alderman, Bryant & Yon

Associate. This law firm specializes in transactions and trial law and is known for its core strengths in middle market M&A, within the financial services and real estate industries.

November 2000 -
November 2001

Cole, Scott, and Kissane

Associate. This law firm specializes in trial law specifically nursing home defense.

EDUCATION:

University of Miami School of Law

Juris Doctor, *cum laude*, 2000

University of Miami

Bachelor of Arts, 1995

Master of Sciences, 1996

PROFESSIONAL AND CIVIC ORGANIZATIONS:

Cuban American Bar Association, Member
Atlantic Partnership Program, Council on Foreign Relations, Member
Children's Home Society, Board of Directors, Member
Inner City High School Program, Tutor/Mentor, 1997-Present
Dade County Republican Executive, Committee Member, 1997-2003
Republican Party of Dade County, Member, 1998-2003
Republican National Convention, Delegate, 2000
Salvation Army Citadel, Advisory Council, 1998

HONORS:

Florida Trend's Legal Elite 2008, Listed as "Up and Coming Attorney"

CHRISTOPHER DORWORTH

Residence:

1520 Whitstable Court
Lake Mary, Florida 32746
(407) 310-7375

Office:

618 East South Street
Suite 500
Orlando, Florida 32801
(407) 803-3878

PROFESSIONAL HISTORY:

2012 –
Present

Ballard Partners, Inc.

Lobbyist. The firm formerly known as Smith & Ballard, Inc. specializes in all aspects of governmental advocacy with particular emphasis on matters before Florida's Executive and Legislative branches of state government.

2007 - 2012

Florida House of Representatives

State Representative - District 34. Elected in November 2007 and reelected in August 2008, November 2010. Served as Chairman of the Rulemaking and Regulation Subcommittee, Chairman of the House Reapportionment Committee and as Vice Chairman of the Appropriations Committee for the 2010-2012 term.

2001 - Present

**Madison Christopher Holding Company, LLC
(Multiple Operating Companies)**

Developer/Consultant. Principal in a land development company responsible for the procurement, entitlement and development of residential subdivisions and commercial strip centers and outparcels in the central Florida area. Entitled, developed and sold 220 townhome and single family lots in 3 residential subdivisions.

1999 - 2001

Johnson & Johnson
Florida & Georgia

1998 - 1999

Procter & Gamble
Florida

EDUCATION:

Duke University

Master of Business Education, 2006

University of Florida

Bachelor of Arts, 1998

**PROFESSIONAL AND CIVIC
ORGANIZATIONS:**

Board of Directors, Enterprise Florida, 2012
Chairman, Seminole Community College District Board of Trustees,
2006-2010
Chairman, Seminole Soil & Water Conservation District
2006-2008
Vice-Chairman, Seminole County Planning & Zoning Commission, 2004
Mensa Society

**CHRISTOPHER DORWORTH
RESUME – PAGE 2**

HONORS:

Associated Industries of Florida, Champion of Business 2011
Association of Builders and Contractors, Friend of Free Enterprise Award
2008, 2009, 2010, 2011
Florida Association of Realtors, Legislator of the Year 2011
Florida Chamber of Commerce, "Chairman's Award" 2012
Florida Chamber of Commerce, "Distinguished Advocate Award" 2008,
2009, 2010, 2011
Florida Council Against Sexual Violence, Legislator of the Year 2010,
2012
Florida Homebuilders Association Friend of Housing 2008, 2010, 2011
Florida Association of Landscape Architects, Legislator of the Year 2010
Key to the City of Longwood

The Firm offers the following list of client references for the City's consideration.

City of Palm Beach Gardens
Ronald M. Ferris, City Manager
561.799.4143
10500 N. Military Trail, Palm Beach Gardens, FL 33410

Miami-Dade County
Jess McCarty, Assistant County Attorney
305.375.1634
111 N.W. 1st Street, Suite 2810, Stephen P. Clark Center, Miami, FL 33128

City of Boca Raton
George Brown, Assistant City Manager
561.393.7703
201 W. Palmetto Park Road, Boca Raton, FL 33432-3795

Broward Sheriff's Office
Lisa Castillo, Chief of Staff
954.321.4345
2601 W. Broward Blvd., Ft. Lauderdale, FL 33312

Martin County
Kate Parmelee, Intergovernmental & Grants Coordinator
772.320.3095
2401 SE Monterey Road, Stuart, FL 34996

City of Delray Beach
Terrill Pyburn, Assistant City Attorney
561.243.7090
200 N.W. 1st Avenue, Delray Beach, FL 33444

Polk County
Joy Johnson, M.S., Risk Management
863.534.5304
2135 Marshall Edwards Drive, Bartow, Florida 33830

Town of Lantana
Deborah Manzo, Town Manager
561.540.5010
500 Greynolds Circle, Lantana, FL 33462

TABB

TAB B: UNDERSTANDING OF WORK

We understand the complexities local governments face in legislative and administrative matters. Our local government practice manages issues vital to the operation of municipalities including, but not limited to environmental permitting, finance & taxation, appropriations, growth management, health care, transportation and utilities. We are engaged at the highest levels of state government and are able to meaningfully promote the legislative, budgetary and policy agenda of the City.

The Firm is uniquely qualified to assist the City with its issues because of its longstanding professional relationships with the Florida Legislature, House and Senate legislative leadership and respective House and Senate committees. This extensive professional experience also includes the Executive Office of the Governor and various state agency officials. Moreover, it should be noted that the Firm has been successful, much by the virtue of our team members' emergence from the senior ranks of both the legislative and executive branches of Florida government. Our professional staff includes two former legislators, a former Governor's chief of staff, Lieutenant Governor's chief of staff, gubernatorial policy director, Speaker of the House chief of staff, and legislative committee staff director.

Legislative success is rooted in truly understanding our clients' goals and developing a strategic path to deliver those results. Immediately upon engagement, we would work with City staff to develop a specific legislative agenda and action plan. Our work would include developing briefing documents, legislative proposals, and other necessary supporting materials. Once determined, we will begin with educating the House and Senate leadership on the City's priorities. The Firm would arrange meetings for City officials and staff with appropriate members of the Legislature, the Executive Office of the Governor, members of the Florida Cabinet, and their respective aides and staff.

Additionally, we would work closely with the Volusia County Legislative Delegation on key priorities of the City. It is critical to involve all members of the delegation in the plans, priorities and outcomes of the session. Much of the work with the delegation needs to be achieved well before the beginning of session in order to ensure a cohesive relationship during and after the legislative session.

Client communication is critical in the legislative process as issues may evolve and change quickly. Prior to and during the legislative session, the team will attend legislative committee meetings and local government stakeholder meetings, track legislation, amendments, and budget items that may have an impact on the City, as well as research and explore new opportunities to strengthen, expand and revise City's legislative program. We will represent the City, specifically in the requested areas of enterprise zones, alternative water issues, utilities, stormwater and transportation as well as funding and any other priorities that may develop. We will communicate regularly through written reports and materials and as time-sensitive issues arise. We will also provide post-session briefings for the City.

In addition to our state-level representation, the Firm will represent the City on local issues, according to the determined needs of the City. By offering a full-service annual agreement with a fixed fee, the Firm will stay within the City's budget and timeline for the implementation of this project.

While the Firm has not previously represented the City, we do have an extensive history in successfully representing the needs of local governments, dating back to the founding of the Firm. One of our strengths is the ability to draw from the breadth of our members' experience to quickly learn, adopt and promote the specific needs of our clients.

We have diligently reviewed the professional services required by the request for proposals and are confident that we can provide full-scale, comprehensive representation of the City in accordance with those requirements.

TABC

TAB C: ANTICIPATED PROJECT SCHEDULE

We would begin the advocacy process on the City's issues immediately upon engagement. Official committee meetings for the 2014 Legislative Session have already begun. Our projected timeline in moving forward is as follows:

Upon engagement: The Firm will meet with City staff and establish the agenda and objectives for the coming year. The annual legislative agenda should be adopted by the City as soon as possible. Upon approval, we will communicate those objectives with members of leadership and the Volusia delegation for their feedback and to request support and bill sponsorship on priority issues.

November/December: Meetings should begin with key members of the delegation and legislative leadership on the agenda. Meetings during the early committee weeks should be conducted with key committee chairs and majority office in the House and Senate.

January/February: By the beginning of the new year, we should be ready to request "early" committee hearing on legislation we support and/or have filed. There are numerous committee weeks in both months, and we will maintain an ongoing presence in the Capitol to address, bolster, and ensure the City's needs are being met.

March: Session is the time to implement our legislative plan. With groundwork laid early in the process, most time should be spent shepherding our agenda through the process and protecting or promulgating our interests from the substance of other bills, amendments or the budget.

Post-session: Following session, the Firm would provide a briefing and any necessary reports to City staff outlining our successes, as well as any legislation or budgetary decisions affecting the City. After evaluation in conjunction with City staff, we would immediately begin looking forward to our next steps for the coming year.

TABE

TAB E: COST FOR SERVICES

The Firm proposes an annual fee of \$50,000, payable in 12 equal monthly installments of \$4,166.66, plus the reasonable and approved costs associated with the representation, including but not limited to, lobbyist registration fees and travel costs. The Firm will bill costs monthly and payment terms are net thirty (30) days.

TAB F

TAB F: BENEFITS SPECIFICALLY TO DELTONA

The Firm is engaged at the highest levels of state and local government and is able to meaningfully promote the City's legislative, budgetary and policy agenda. Our consulting team exhibits an extensive resume, demonstrating decades of collective experience in working for and with local governments and non-governmental entities. Additionally, the Firm has developed broad policy expertise given our diverse client portfolio. Our policy work requires us to have ongoing consultation and interaction with key committee chairs, staff, state agencies and stakeholder groups.

Ballard Partners has routinely been listed at the top of Florida governmental consulting firms. Earlier this year, *Florida Trend* placed Ballard Partners at the top of their list of lobbying firms for 2012. In 2011, the Firm topped their list following our expansion to include offices in Jacksonville, Miami, Orlando and Tampa. This growth allowed us to broaden our ability to represent clients throughout Florida.

We believe that our capabilities in handling legislative, executive and local consulting services are clearly demonstrated in the strength of our team's background, experience and qualifications. We would like to provide testament to those abilities through the following comments and acknowledgements of clients, colleagues and industry insiders:

"Over the years, we have been involved in many complex legislative matters that require solid strategic counsel and knowledge of the issues. Ballard Partners has always been up to the challenge and has never failed to steer us in the right direction."

~ Ember Brillhart, Manager, State Relations, Honda North America, Inc.

"In a world where the size and number of clients matters, Ballard's roster of 108 tops them all: Cities, counties, hospitals, insurers, utilities, developers, drugmakers, parimutuels and pro sports teams..."

~ St. Petersburg Times

"Ballard Partners has been a critical partner in much of the progress we have made in Martin County as it relates to our state initiatives. Their counsel and efforts are second to none."

~ Commissioner Doug Smith, Martin County

"Equally important and less celebrated, is Ballard's talent for helping his clients land lucrative state contracts: \$938 million this year alone."

~The Miami Herald

"Proof that long experience in governing, even longer hours on the job, and contacts enough to outnumber the Sopchoppy phonebook all combine to make this firm second to nobody."

~ Florida Insider

“By 6 a.m., Brian Ballard’s first cup of coffee is poured and ideas are already beginning to swirl around in his head for the countless meetings that will consume the next 15 hours. There are no breaks. With six dozen clients there’s no time to stop...his clients say he’s worth every penny.”

~Associated Press

"Providing medical and healthcare services is one of the most complex business operations requiring not only administrative leadership but the best in regulatory and legislative representation. With our partnership, Ballard Partners has demonstrated over the many years the skill to understand our needs and deliver the changes necessary to improve the business climate for our hospital and healthcare operation."

~ Robert Broadway, Vice President, Bethesda Healthcare System

BIDDER
INFORMATION
FORM

**CITY OF DELTONA
BIDDER INFORMATION FORM**

The information below is required to complete your bid packet. Type or print only.

Company Name: BALLARD PARTNERS, INC., a Florida corporation

Address: 403 EAST PARK AVENUE

City: TALLAHASSEE

State: FLORIDA

Zip Code: 32301

Phone Number: 850-577-0444

Fax Number: 850-577-0022

Project Contact: BRIAN D. BALLARD, PRESIDENT

e-mail address: ballard@ballardfl.com

Remittance (Payment) Mailing Information

Address: 403 EAST PARK AVENUE

City: TALLAHASSEE State: FL Zip Code: 32301

Phone Number: 850-577-0444

Fax Number: 850-577-0022

Project Contact: BRIAN D. BALLARD, PRESIDENT

e-mail address: ballard@ballardfl.com

Federal Tax ID No.: 59-3499504

Tax ID Type: Federal Tax ID Social Security Number

This Form Must Be Completed and Returned with your Submittal.

PROPOSAL
CITY OF DELTONA, FLORIDA

CONSULTANT FOR STATE GOVERNMENT RELATIONS
SERVICES AND LOBBYING

RFP # 14-001



SUBMITTED BY

CAPITOL ALLIANCE GROUP, INC.

106 E. COLLEGE AVE #640

TALLAHASSEE, FL 32301

PHONE: (850)224-1660

FAX: (850)224-6785

CONTACT PERSON: DR. JEFFREY SHARKEY

OCTOBER 7, 2013



Capitol Alliance Group

October 4, 2013

Ms. Kat Krauss CPPO, CPPB, SPSM
 Purchasing Manager
 City of Deltona
 2345 Providence Blvd.
 Deltona, FL 32725

Re: Request for Proposal #14-001 – Consultant for State Government Relations Services and Lobbying

Dear Ms. Krauss:

The Capitol Alliance Group, Inc. is pleased to present our proposal for **Consultant for State Government Relations Services and Lobbying - RFP #14-001** – issued by the City of Deltona. Our proposal for the professional government relations services is outlined in the attached documents.

The Capitol Alliance Group is one of Florida’s top state government relations’ and lobbying firms with extensive experience and success in legislative and state agency policy analysis and government relations advocacy for a diverse list of private and public sector clients. We have a broad background working with Cities, Counties and other special districts of local governments on issues ranging from transportation, water and wastewater infrastructure, economic development, public finance, enterprise zones and CRA’s as well as a wide range of other issues affecting Florida’s citizens at the neighborhood and community levels.

CAG’s seasoned government relations professionals bring a diverse political and professional lobbying experiences to meets its clients’ needs. Our corporate headquarters are in Tallahassee, but our client and professional interests range from Pensacola to Jacksonville to Key West, with a strong emphasis on East Central Florida, Volusia County and the Space Coast area.

Led by **Dr. Jeffrey Sharkey**, our proposal for the City of Deltona will assign a team of 4 professional lobbyist, research and support staff to accomplish your government relations agenda. Our team will provide the same level of high quality professional services to the City that we currently provide to the diverse array of clients represented by the firm.

We have outlined in our proposal a comprehensive and focused Scope of work for accomplishing the City's legislative agenda. We have detailed our skill sets, local government knowledge base, action plan and time line for developing, mobilizing and implementing an effective legislative advocacy campaign for the City. Our years of experience in the legislative process, thorough understanding of the issues, strong relationships with legislative leadership and key committee staff, and a driven commitment to perform for our clients will provide the City of Deltona with a performance-oriented advocate with a strong reputation for unparalleled integrity, professionalism and commitment to its' clients' interests and reputation.

We thoroughly understand the City's legislative priorities outlined in the proposal and believe we have the knowledge, relationships, political acumen and drive to accomplish those goals. The 4 staff we have assigned to manage the Deltona account include me, as lead consultant, Joe Arnall, Sheila Griffin, and Taylor Biehl. Their resumes can be found in the body of the proposal.

We look forward to the opportunity to work with the City of Deltona on this very important agenda.

Sincerely,



Dr. Jeffrey Sharkey
Managing Partner

Deltona Government Relations Team information

Joe Arnall, Associate Partner (904.581.7383)
Sheila Griffin, Assistant Partner (850.294.6313)
Taylor Biehl, Legislative Director (352.281.1773)

106 E. College Avenues, Suite 640
Tallahassee, FL 32301

A. ORGANIZATIONAL PROFILE AND QUALIFICATIONS

1. The Capitol Alliance Group

The Capitol Alliance Group is one of Florida's top state level government relations' and lobbying firms with extensive experience in strategic issues' management, legislative and state agency policy analysis and government relations advocacy for a diverse list of private and public sector clients.

Created in 1995 by a team of seasoned government relations professionals with diverse political and professional lobbying experiences, the **Capitol Alliance Group** has its corporate headquarters in Tallahassee but client and professional interests ranging from Pensacola to Jacksonville to Key West. Led by **Dr. Jeffrey Sharkey**, the professional staff includes 8 lobbyists, research and support staff, all focused on providing high level, quality service to the diverse array of clients represented by the firm.

With strong bi-partisan Democratic and Republican credentials, each member of the firm possesses strong professional experience working in the private, public and legislative sectors and is widely recognized as being a leader in the Florida lobbying corps. The firm enjoys a strong reputation for unparalleled integrity, professionalism and commitment to its' clients' interests and reputation and to the lobbying process.

The CAG partners are experts at analyzing critical policy issues, assessing economic and political trends at the national, state and local levels, and evaluating and recommending political and legislative strategies for resolving the challenges facing businesses and local governments. The partners in the Alliance each have more than two decades of experience each working inside and outside of state and local governments at the highest level, including such diverse positions as former members and staff of the Florida Legislature, Directors of State Agencies, Senior Staff to Governors and Consultants to the Speaker of the House of Representatives.

More importantly, Capitol Alliance Group professionals focus extensively on the state appropriations process, working hard to insert client budget priorities into the agency and Governor's budget and working closely with the legislative appropriations members to ensure successful passage of budget items in the final appropriations bills.

Their professional experience, close working relationships with **Governor Scott**, **Speaker Weatherford** (and **Speaker-elect Crisafulli**) of the House, **Senate President Gaetz** (and **Senate Presidents-elect Gardiner**) and other top policy makers in the Executive and Legislative branches of government, coupled with their extensive knowledge of the political process, and their enthusiasm and stringent business ethics, makes the **Capitol Alliance Group** one of the premier lobbying

and issues management groups in Florida and an excellent legislative consultant partner for the City of Deltona.

2. Statewide Reach with Local Community Experience

State Wide Experience - From its' inception, the firm's main corporate office has been located in Tallahassee, the Capital city. However, the firm's partners and associates have lived and worked throughout the state; in Orange, Brevard, Duval and Hillsborough counties as well as in South Florida. With a strong foundation in the Capitol City and with satellite offices throughout the state, the CAG professionals have personal statewide connections with legislators and legislative staff in communities across Florida. The CAG team is well positioned and highly motivated to provide the City of Deltona with the most professional, dedicated and effective lobbying advocacy for its' issues and concerns.

Knowledge of Local Government Issues - The firm has strong practical knowledge of the issues affective local governments, having represented local governments, special districts, and community public private partnerships in front of the Florida Legislature, Governor's office and state agencies for over 14 years. Their first-hand understanding of local government financial and fiscal dynamics, infrastructure requirements, regulatory concerns, growth management pressures, and the unique challenges and pressures that have emerged over the last several years between the legislature and local governments .

We have direct working knowledge and legislative and state agency experience on issues related to local governments include:

- Intermodal transportation (highway, rail, airport, seaport, spaceport, transit)
- public safety and EMS (fire and police, EMS, funding, pension issues)
- Water, wastewater and stormwater regulation and appropriations,
- Enterprise zones and economic development,
- Workforce and affordable housing and sustainable communities,
- Local government finance and operations
- Aerospace
- Property Taxation
- Information and Systems Technology
- Economic and Tourism Development
- Pension Funds and Retirement plans
- Workforce and Affordable Housing
- Sustainable Community Development
- Telecommunications
- Energy and Alternative Energies
- Medicaid and Health Care issues
- Growth management, concurrency, and planning and building codes,
- Environmental permitting and regulation, among others.

Protecting Local Governments from Unfunded Mandates - The CAG professionals are well versed on the impact of “unfunded mandates” from the legislature, the recent fiscal pressures created by the property tax reform initiatives, as well as the unique legislative obstacles and opportunities available to the City of Deltona. We have worked closely with the Florida League of Cities in the development of strategies to protect cities from legislative mandates on property tax reform, Medicaid funding, pension reform, and subsequently are well aware of the necessity to work closely with the League to ensure successful outcomes for Deltona’s government relations priorities. The Capitol Alliance Group is committed to serving its’ clients with *Dedication, Dependability, Integrity and Performance*. We deliver *High Value Service, Professionalism and Success*.

3. CAG Professional Team

Dr. Jeffrey Sharkey (Lead Consultant) – Jeffrey Sharkey is Managing Partner of the firm and will be the lead consultant for the City of Deltona. Dr. Sharkey has over 22 years of lobbying experience in addition to 6 years of employment at senior positions in the Executive and Legislative branches of Florida Government. His lobbying expertise includes intermodal transportation, community economic development, local government infrastructure funding, growth management, public finance, and ad valorem taxation.

Dr. Sharkey is widely known for his knowledge of highway, transit, rail, seaport and airport funding, as well as growth management, water and waste water infrastructure regulation and financing. He is well versed on local government legislative issues, having represented the City of Tallahassee for 5 years, Key West for 4 years, Leon County for 3 years and currently representing other special districts around the state of Florida. He and the professionals in his firm have a great deal of expertise in successfully addressing the legislative and regulatory issues facing local governments and businesses interested in sustainable community development, infrastructure financing, and transportation access.

In addition, Dr. Sharkey has been actively involved in statewide issue campaigns for over fifteen years, providing him rare insight into the politics and an ability to shape successful business and community development projects. He has been successful in creating, mobilizing and evaluating public policy issues and trends to position his clients to prepare and take advantage of new challenges and opportunities occurring in the arenas of state and local governments. He is ultimately familiar with the dynamics that are created when local, state and national politics intersect with the desire to shape public policy in the local, Legislative or Executive branches of government. Dr. Sharkey is closely attuned to the budget and other community issues facing cities and counties. He is familiar with the Commissioners and Staff and can help enhance the County’s visibility with state legislators and state agencies quickly and effectively.

Dr. Sharkey began his professional career as a teacher and school administrator and has worked in England, Thailand, Latin America and in other parts of the world as a consultant for various international agencies. He has worked for the Department of Education, Office of the Governor, and Florida Legislature, all in senior staff positions. He holds a B.S. degree in English, a M.Ed. in Educational Research, a M.S. Sociology/Economics and a Ph.D. from Florida State University.

Mr. Joseph H. Arnall – Mr. Arnall, an Associate Partner with CAG, was a member of the Florida Legislature from the Jacksonville area for 12 years, from 1990 to 2002, serving as the powerful Rules Chair for the last 4 years of his career when the Republican minority took over as the majority. He is now a partner with CAG and manages the Jacksonville and Atlanta offices. During his tenure in the legislature, he was respected by his colleagues as a strong advocate and expert in a variety of issue areas, including insurance, pension and retirement issues, growth management, transportation, telecommunications and banking. Mr. Arnall has been a highly respected lobbyist and advocate for a wide variety of private and public sector clients for over 12 years and has maintained his strong relationship with leadership in the Florida Legislature and Governor's office.

He is a Chartered Life Underwriter and Financial Consultant by profession, and his business interests include insurance and real estate. He has held membership in Chartered Life Underwriters, Jacksonville Chapter; Life Member of the Million Dollar Round Table; Jacksonville Chamber of Commerce; National Trust for Historic Preservation; and the American Legislative Exchange Council; the Georgia Chamber of Commerce and the Florida Chamber.

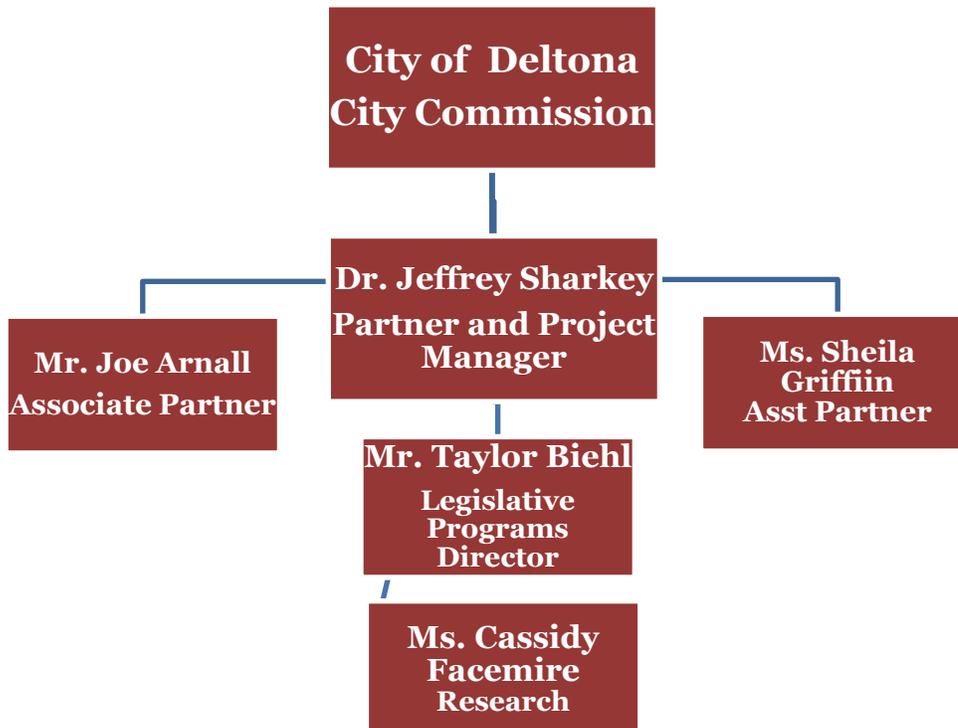
Mr. Taylor Biehl – Mr. Biehl is the Legislative Programs Manager for the Capitol Alliance Group. Born and raised in Brevard County, Mr. Biehl received his Bachelor of Arts in Political Science from the University of Florida. After graduation, he served as the Special Projects Coordinator to Public Concepts, LLC, conducting detailed analysis of precincts and voter trends, assisting in the development of political messages, and assisting on the successful campaign of Ronda Storms for State Senator. Mr. Biehl has served as the Special Assistant to State Senator Mike Haridopolos and afterward served as the Director of Governmental Affairs for the Florida Alcohol and Drug Abuse Association where he led a successful lobbying campaign implementing the association's agenda.

Upon becoming President of the Senate, Mike Haridopolos tapped Mr. Biehl to assist with policy and constituent issues. Subsequently, Taylor joined the Senate Community Affairs Committee, where he served as an analyst. With three years of direct legislative experience with major appropriations issues and a concentrated focus on local governance, property taxation, and agency regulation issues, he has proven himself to be a tireless advocate for client's interest. In addition to legislative issues management, he has developed excellent relations with the state agency management leadership and interfaces regularly with the agency Secretaries to ensure that clients have access to top decision makers. He is responsible for mobilizing legislation and communicating with legislators and agency representatives on the needs of the clients.

Ms. Sheila Griffin – Ms. Griffin is an Assistant Partner in CAG and is a seasoned government relations and public affairs professional with extensive experience in providing strategic public affairs, public relations and communications services to the public and private sectors. In addition, Ms. Griffin excels at securing grants and appropriations for nonprofit and local government clients from federal, state, private and philanthropic sources. She is recognized as a strong leader with a superior track record of delivering desired results. Ms. Griffin has represented a wide variety of local governments in assisting them with grants writing, including Broward County, Orange County, Escambia County, the cities of Key West, Pensacola, Tallahassee along with a multitude of special districts and statewide nonprofit organizations. Ms. Griffin is responsible for securing over \$80 million in state appropriations for local governments and community organizations.

Ms. Cassidy Facemire – Ms. Facemire is Project Administrator at CAG responsible for research, tracking, monitoring and analysis of client issues, legislative action and policy trends. She manages the information technology section of the firm and creates fast, accurate and valuable issue information necessary for clients to manage their business or policy decisions. Ms. Facemire has extensive IT and research training and is an invaluable asset for managing information in Florida’s fast moving legislative process.

Capitol Alliance Group, Inc. Organizational Chart for City of Deltona Lobbying Services



4. Consultant Name and Corporate Information

Capitol Alliance Group, Inc.

**Dr. Jeffrey B. Sharkey, Managing Partner – Lead Consultant for Client
The Highpoint Center,
106 E. College Avenue, Suite 640
Tallahassee, FL 32301**

Email: Jeff@Capitolalliancegroup.com

Jeffreyshark@gmail.com

Phone: 850-224-1660

Fax: 850-224-6785

Cell: 850-443-3355

www.capitolalliancegroup.com

Federal Identification Tax Number - 59-363 1432

State Incorporation Number - P99000072874

5. Client Representation

- **Leon County Board of County Commissioners** - Capitol Alliance Group is currently representing the County's issues in the Legislative and Executive Branch. The staff of Capitol Alliance Group meets with County staff to determine current legislative priorities and appropriations needs. During Legislative Session, Capitol Alliance Group provides constant bill tracking and analysis, as well as weekly updates of legislation that may affect the county. (2009 to present)
- **City of Key West** – CAG worked with the City of Key West to develop a strategic sustainable community housing plan that will provide more workforce housing options for Key West residents. Also, firm was in charge of securing public and private partners for the City to assist in funding maritime park, infrastructure funding and tourist development incentives. (2006 - 2012)
- **City of Tallahassee** - Represented the city for 5 years and successfully passed legislation and secured funding for water and wastewater projects, municipal power plant regulation, CDBG grants and "FDOT Advance Funding Authorization" bill which allowed municipalities to advance fund transportation projects in FDOT's 5 Year Work Plan and be reimbursed to accelerate completion of projects. Allowed Blueprint 2000 to advance fund roadwork. Secured \$18 million in funding for road improvements (1998 – 2004)

- **City of Destiny** – Located off the Florida Turnpike in Osceola County, Destiny was proposed as America’s first eco-sustainable community. Capitol Alliance Group developed a strategy and funding model for the successful creation of an Integrated Intermodal Distribution Center at Destiny. (2008 – 2010)
- **North Miami Community Redevelopment Agency** – Capitol Alliance Group provided workforce/affordable housing consultation to the North Miami CRA. Capitol Alliance Group provided assistance in applying for a state and federal funding for major redevelopment of CRA properties. Working directly with the North Miami CRA leadership, Capitol Alliance Group is focused on the revitalization of the City’s physical, economic, educational and social resources. (2008 – 2010)
- **Port of Palm Beach** – CAG assisted the Port of Palm Beach with legislation to support development of an Inland Cargo and Freight Distribution Center. This inland Intermodal logistics hub is essential to the economic development of South Florida and the state. Capitol Alliance acted as the liaison between the Port and state policymakers in order to keep the Port of Palm Beach as the lead agency associated with the Southeast Distribution Center. Other roles include: acquiring financial resources to continue strategic planning for the project, and provide a business demand and site options analysis. (2007 - 2011)
- **Florida Airports Council** – CAG successful drafted and passed the “Florida Airport Safety and Security Act”, major airport security legislation in Florida, creating fund for airport security grants and security regulations for all commercial and GA airports in Florida. **\$15 million** for Airport Security Grants (2005-2009)
- **Florida Intermodal Transportation Association** – CAG wrote and passed legislation “Strategic Intermodal System Transportation Act” Passage of major legislation authorizing FDOT to develop SIS program and funding for transportation work plan; creating SITAC; designation criteria for SIS and other major transportation funding issues. (2004-2010)
- **Big Bend Community Based Care Advocacy Association** – CAG represents the network of child welfare organizations that partner with the local Community Based Care agency providing child welfare and mental health outreach services to families in the 19 counties in the Panhandle of Florida. (2009 – present)
- **Willis Global** - CAG represents Willis Global and the Willis Limited group of insurance broker and reinsurance companies based in London, England. (2008 to present)
- **Margaritaville Holdings** – the firm represents Margaritaville Holdings, Jimmy Buffett’s group of hospitality, beverage, restaurant, clothing and music interests. (2002 to present)

- **PGA Tour and Golf Florida** – CAG represents the various sectors of the golf industry in Florida, including representation by the national golf tour organizations, Golf Hall of Fame, PGA of America sections, Golf Course Superintendents, Club Managers, and World Golf Foundation (2009 – present)
- **Space X** – CAG has represented Space X, the successful commercial launch company that has completed two successful launches from Cape Canaveral in the Florida Legislature to secure launch and infrastructure enhancement incentives (2010 – present)
- **MGT of America** – A national consulting firm specializing in public sector performance evaluations, efficiency studies, and organizational efficiency analysis, CAG works to identify opportunities and funding sources from State Agencies and the legislature. (2006 – present)
- **Other Clients include:**
 - **Climate Exchange** (2007-present)
 - **Insurance Futures Exchange PLC** (2009 to present)
 - **Florida Bicycle Association** (2010 to present)
 - **Save the Manatee Club** (2005 – present)
 - **Wendover Housing Partners** (2006 – present)
 - **Capital Trust Agency** (2006 – present)
 - **Take Stock in Children** (2010 – present)
 - **Reef Relief** (2012 – present)
 - **National Electrical Contractors Association** (2005 – present)

6. Ability, Character and Skill of the proposer to perform the Contract

We believe our firm is extremely well positioned to provide effective legislative advocacy services to the City of Deltona.

Experience Representing Cities - The firm's principles have extensive experience representing cities, counties, special districts, and CRA's as well as a wide variety of industries and businesses throughout the state, so they understand how large and small policy decisions contemplated in the halls of the Capitol affect the ability of public and private entities to manage their organizations, customers and their future. CAG partners have decades of personal experience working the process as legislators, legislative staff directors, senior Governor's staff, cabinet aides and other positions within state government so they understand the culture of decision making within that environment. This experience and access to policy makers will allow them to effectively communicate and successfully achieve Deltona's legislative priorities as well as defend the city against any unwanted or harmful legislation.

Local Government Legislation - As government relations professionals, they have represented a significant diversity of issues affecting almost every facet of Florida. Between the partners collectively, the firm has drafted and passed over 50

pieces of legislation, worked to secure hundreds of millions of dollars in appropriations and defeated hundreds of bills and amendments that would harm the interest of our clients. We have exceptionally strong skills in working the appropriations committees in the House and Senate as well as a wide variety of substantive committee issue areas.

Representing local governments takes a unique set of skills and communication abilities, which members of CAG have honed to ensure we meet our local government client expectations. We have attached letters of reference from one of the local governments with whom we have worked and performed successfully. We bring a unique blend of tireless enthusiasm, unparalleled knowledge of the legislative process, and exceptional advocacy skills to our clients' needs.

Local Familiarity - The CAG is very familiar with the City of Deltona, Volusia County and the area of East Central Florida whose issues will affect the city. WE have worked with the City of Daytona Beach, Lake Mary and Orlando on SunRail transportation issues, rail stop locations as well as a myriad of other issues that affect the region around Deltona.

In addition the firm is one of the top lobbying firms in Florida on issues related to seaport, airport and intermodal transportation issues, having represented the Florida Ports Council for 10 years, the Florida Airports Council for 4 years and the Florida Intermodal Transportation Association since its inception. Also, the firm is well respected for its' knowledge of sustainable community development, growth management and coastal management, all of which are directly related to Deltona's economic, community and social development.

References

City of Key West

525 Angela Street

Key West, FL 33040

Contact Person: Morgan McPherson, former Mayor

(305) 304 3044

Leon County

301 S. Monroe Street, 5th Floor

Tallahassee, FL. 32301

Contact Person: Vince Long, County Manager

(850) 606-5300

City of Destiny

Delray Beach, FL 33444

Contact Person: Randy Johnson COO

(321) 217 9541

B. UNDERSTANDING OF WORK

1. Description of Understanding of Scope of Project

We are confident that we understand not only the legislative priorities for the City of Deltona outlined in Scope of Services in Exhibit A, but understand the motivations of city commission and staff in securing a lobbyist for the first time to assist with the issues at the state legislature and state agencies.

Because CAG has represented city governments, counties, special districts, and community public private partnerships to the Florida Legislature, Governor's office and state agencies, including the City of Tallahassee, Leon County, City of North Miami, City of Key West and others, the firm has knowledge of and experience with local government financial and fiscal dynamics, infrastructure requirements, regulatory concerns, growth management pressures, and the unique, if not strained, working relationship that has emerged over the last several years between the legislature and local counties and cities.

Specific Legislative Priority Issues include:

- a. *Enterprise Zone Designation – assist in getting enabling legislation prior to application*
- b. *Alternative Water Issues*
- c. *Utility/Strategic Planning to support Commercial Sanitary Sewer in key locations*
- d. *Stormwater Discharge Pollutant Control*
- e. *Transportation*
 - a. *Repair and Maintenance of Roads*
 - b. *Building New Roads*
 - c. *A Multi-Modal Center that supports Regional Transportation, including the Sun Rail Depot, and Public Transportation*
- f. *Any future Legislative Issues in General*
- g.

Water and Wastewater - Many of water, wastewater and stormwater issues identified in Exhibit A are similar to other cities and county priorities. CAG has worked with DEP and the Legislature over many sessions on grant and appropriation funding and bonding for wastewater and water projects. We have been involved in developing legislative language for enterprise zones, CRA's, brownfield zones and other economic incentive zones that allow cities to promote economic development, renovate urban areas, and expand business development throughout targeted areas of their communities.

Intermodal Infrastructure - CAG created the *Florida Intermodal Transportation Association* in 2005 to promote intermodal connectivity between rail, seaports, roads, transit and spaceports. We were instrumental in writing the State Intermodal Transportation Act in 2006 and were successful in prioritizing funding for the Miami Intermodal Center and the development of funding for inland

ports and distribution centers. Having represented the Florida Seaport Council, the Florida Airport Council and other transportation interests, CAG is very knowledgeable about intermodal budget and legislative issues at the state and federal level.

SunRail Stations - In addition, we have worked closely with the City of Longwood and private developers on their SunRail station commercial and residential development in that community. We have worked with FDOT on funding issues and are currently in conversations with FEC on All Aboard Florida.

Coalition Building - We have been successful in leveraging partnerships and coalitions to achieve success on many issues. We have worked closely with the Florida League of Cities in pursuing their legislative agenda on behalf of all of the Leagues members. Representing Leon County in the Capitol City, our role has often been to work closely with the League and Florida Association of Counties on the development of legislative strategies on a myriad of issues. Please note the letter or recommendation from the Executive Director of the Florida Association of Counties.

Year Round Efforts - Because of this, we understand extremely well the concerns and culture of city governments. In addition, CAG works year round, not just during legislative session, on regulatory and state agency issues for its' local government clients to assist with their needs. This is particularly important with the level of federal funding flowing into the state through various agencies. We would assist Deltona in pursuing funding for projects for which they may be eligible.

Deltona - Although CAG staff has not worked directly with officials from the City of Deltona, we have worked closely with Rep. David Santiago and Sen. Dorothy Hukill and Sen. David Simmons on a wide variety of issues affecting Volusia and Seminole Counties. Rep. Santiago was very encouraging in our submission of this proposal.

2. Professional Philosophy And Methods Used To Complete Project

The CAG firm is committed to the highest levels of professionalism, commitment to client goals and reputation and successful accomplishment of the clients' legislative and regulatory agenda. Survivability in the government relations advocacy business is directly related to the trust your clients place in you and how well you maintain that trust. The CAG has been successfully proving to clients our dependability, honesty and integrity for over 14 years, with a tremendous level of client retention, which is a testimony to what we believe is a level of outstanding service and professionalism. Our philosophy is simple – *listen carefully to clients' needs, understand their priorities, develop effective strategies, communicate clearly client interests to policymakers, and manage client expectations, all while maintaining the highest levels of professionalism in the process.*

Our experience allows us to navigate the complicated legislative process quickly and effectively. Our cultivated relationships with top legislative leadership in both chambers and both parties allows us access to key decision makers, accurate assessment of emerging issues, and input into final decisions on legislation, amendments and appropriations items. All of this, combined with our strategic insights into how issues trend in multiple dimensions during legislative discussions, allows us to successfully affect the changes that our clients need during this process.

We are certain that our extensive institutional knowledge of the legislative and regulatory process, superb relationships with the Governor, Senior Cabinet members and Legislators, along with their strategic political acumen will prove to be invaluable during the tumultuous legislative and budget process over the next year.

3. Detailed outline of Tasks Associated with Scope of Services

CAG starts every client relationship with a substantial engagement and dialogue of City priorities, Commission values, goals and expectations. We then develop an advocacy strategy with Commissioners and staff that clearly defines legislative priorities, measurements for performance, anticipates the complexity of the legislative process, the common interests of other stakeholders and competitors and the possible obstacles that could block success.

➤ Strategic Legislative Plan

CAG's plan to develop and implement a comprehensive strategy for passing the City of Deltona's legislative priorities would begin with examining the priorities developed by the City, the lessons learned from the 2013 legislative session on those specific issues and, from that, developing the legislative advocacy strategy for the City. Despite the fact that state revenue projections are rosier than the last 3 years, any appropriations requests must be fully vetted, effectively communicated and aggressively pursued. This means that significant focus and advocacy will be required to move budget items through the process this year. The key to successful budget work is starting early and with laser focus on top issues, ensuring that the request is included in the Governor's budget to make it more acceptable for legislative staff realizing it has been vetted by state agency and Office of Planning and Budget personnel.

Here is a summary of key elements and time frames for our comprehensive legislation strategy for Deltona:

A. Legislative Priorities Development and Advocacy

- Develop a close and cooperative working relationship with City staff and legal department to develop finely tuned legislative language and budget request rationale and for constant review and feedback of legislative language to determine impact on City.

- Work with City Commission and staff to discuss, refine and prioritize legislative priorities to accomplish and issues to defeat. Much of effective legislative advocacy is identifying problematic issues and legislation early on through careful legislative monitoring that would adversely affect the City and stopping them. We will review past legislative accomplishments from other cities with similar priorities to understand failures and accomplishments and develop strategies that will overcome obstacles.
- Communicate and coordinate legislative priorities with City and County's Legislative Delegation to build support, identify concerns and assign legislative responsibilities for specific issues.
- Determine how Deltona priorities coincide/conflict with other priorities from other Volusia County city's priorities. Where appropriate, communicate with the other cities' lobbyists to determine if there are common concerns and opportunities.
- Set up meetings for City Commissioners and Staff to meet with EOG, House and Senate leadership to discuss priorities. Legislators need to fully understand the importance of City to effective quality of life for State Government operations.
- Conduct weekly conference calls with Deltona City Commissioners to discuss issues and develop a strong action plan for session.
- Meet with and brief Agency leadership and staff on key issues
- Meet with Executive Office of the Governor key staff on important issues
- Work with Volusia County Delegation on joint issues
- Meet with key House and Senate Committee leadership and staff and promote City agenda items
- Meet with House and Senate Budget staff and the Governor's Office of Policy Planning and Budget.
- Work with Commissioners and Staff and the City's legislative partners throughout the legislative session to lobby for the Commissions priority issues, as well as address anticipated and unexpected statewide issues in order to protect and enhance the City's interests.

B. Stakeholder Coordination and Mobilization

- Develop a list of local "grassroots" and "grasstops" stakeholder supporters for City legislative agenda, who can be mobilized to support key issues. These stakeholders will become part of the communication strategy for successful advocacy;

- Coordinate meetings with City staff and staff of the Florida League of Cities to determine if City priorities are consistent with FLC priorities and how to develop broad support for issues. Also determine impacts of the proposed reform proposals considered by the Legislature, and provide feedback on this information to the Commission, the City Legislative Delegation, and legislative leaders.
- Meet with representatives of the City Economic Development Council (EDC), Chamber of Commerce, Florid Chamber and the Florida Economic Development Council (FEDC) to garner support from the business community for the City's enterprise zone legislative effort.

C. Strategic Messaging and Communication

- Communicate with Deltona and senior City staff on a weekly basis through the *Capitol Update* memorandum. CAG will work with staff to present agenda items, resolutions, memorandum, and "call-to-action" e-mails for the Commission throughout the year on important legislative issues and present a final report to the Commission that summarizes significant legislative activity at the end of each legislative cycle.
- Develop a close working relationship with local media, political and editorial writers and Capitol Press Corps writers to find ways of positively messaging issues important for Deltona while legislators are in Tallahassee.
- Use electronic and web media, where appropriate and necessary, to advocate for city issues with legislators and staff.
- Leverage other public and private sector lobbying resources residing in City to assist, when possible, with key legislative requests.

D. Monitoring and Bill Tracking

- CAG uses the state of the art LobbyTools software for monitoring and tracking all legislation, policy discussions, political events, and real time activity during legislative session. They monitoring and tracking keep staff apprised of pending legislation at every stage of the legislative process. CAG has a full time person who monitors and tracks all legislation, amendments, and actions on LobbyTools. As amendments to legislation are offered or adopted, the City would be notified and updated on issues. These activities include:
 - Monitor and track bills daily
 - Work with House and Senate Committee staff to stay well-informed of any pending amendments to key bills.
 - Provide weekly bill monitoring reports to Commission
 - Monitor and track budget committee meetings
 - Provide weekly budget updates to Commission

E. Legislative Reporting and Communications

- Capitol Alliance Group believes in keeping their clients informed of the latest developments with pending legislation and proposed actions by state government agencies and officials. For that reason, the members of Capitol Alliance Group use an integrated communications system to keep clients aware of all developments.
- To ensure success, Capitol Alliance Group holds weekly conference calls to discuss priorities, strategies and intelligence.
- Also, Capitol Alliance Group provides weekly legislative updates entitled “Capitol Update” to offer important legislation tracking information. These updates are provided during committee weeks and throughout the Legislative Session on every Friday by 5 p.m.
- This valuable piece of information allows for CAG and its clients to prepare for the week ahead and reflect on the movement of legislation throughout the process.
- This effective tool provides enormous benefit to the client and tracking the progression of their established priorities.

4. Description Of How Firm Plans To Deliver On Time And On Budget

CAG has outlined a timeline and set of activities for developing, implementing the City’s legislative agenda. For over 20 years, we have measured our performance on rigorous attention to detail, clear schedules and responsibilities for accomplishing tasks and highly motivated and focused lobbying. Our plan is to follow the task and scope of work we have outlined in Tab C to accomplish the Tasks outlined in Tab B.

Our proposal is a fixed annual fee, capitated with no increases, so the performance of the Scope of Services is always completed on budget. We can tell with clear certainty from our experience working with other local governments, during the legislative process, 3 times as many issue will arise that were not anticipated in your priorities list which will require immediate, if not more intense, attention from your lobbying team. The fixed fee will ensure that whatever the issues that arise that may benefit or harm the city, CAG will pursue solutions that maintain the well-being of Deltona.

C. ANTICIPATED PROJECT SCHEDULE

If selected to represent Deltona, Capitol Alliance Group partners will develop a strategic meeting schedule to ensure that the City Commission's legislative priorities are well vetted, understood and communicated to the Volusia City Legislative Delegation and key leadership in the governor's office, House and Senate. CAG prides itself on clear and effective communications strategies which we believe help manage client expectations and lead to successful outcomes.

A full schedule of meetings and timelines will be finalized with selection of CAG by City, but the following is a preliminary schedule from CAG to ensure full review of Legislative Priorities:

- **November 1, 2013** - Upon selection as lobbyist, CAG will meet with the Deltona staff to review and refine 2014 Legislative Priorities.
- **November 4, 2014** – Meet with legislators during Interim Committee week to share Deltona's legislative priorities.
- **November 15, 2013** – Suggest Commission discussion or workshop on State Legislative priority discussion and feedback on priorities. CAG will help provide insights and comments on prospects for budgets and regulatory goals and objectives.
- **November 26, 2013** – Finalization of City priorities, meet with House and Senate legislators whose districts represent Deltona. Meet with members of the Volusia legislative delegation to communicate and ensure a successful passage of identified priorities.
- **December 2, 2013** – Begin discussions with Governor's Office and legislative staff on City budget and policy priorities to determine position of Executive branch and any challenges and opportunities they identify.
- **December 9, 2014** – Meet with legislators during Interim Committee week to share Deltona's legislative priorities.
- **December 2013** – Continuously brief City Commissioners and Administration on feedback from Executive Office of the Governor and legislature on status of priorities. Monitor all filed legislation to determine impact on City.
- **January 5, 2014** - All members of Capitol Alliance Group will be attending interim legislative committee meetings and meeting with key policymakers. During interim meetings, principals at Capitol Alliance Group will begin meeting

with legislators, committee staff to raise awareness about City's key issues and appropriations.

- **January 13, 2014** – Meet with City staff and legislative liaison in Deltona to discuss priorities and update them on legislative trends and feedback.
- **January, 2014** – Monitor release of Governor's Budget recommendations and analyze by Capitol Alliance Group. Capitol Alliance Group staff will be setting up meetings with members of the Governor's office to key policy issues and City funding needs.
- **January, 2014** – Meet with League of Cities legislative staff to discuss priorities, identify common interest and forge strategies for leveraging City's issues.
- **February, 2014** – interim Legislative Committee Weeks continue. Work on drafting legislation or amendments to legislation to reflect City priorities. Work on appropriations requests with Appropriations members and staff. Set up meetings with Commissioners and key staff to meet with legislators and staff as well as FDOT and FDEP to discuss key issues.
- **March/April 2014** – Regular Legislative Session. Work with Delegation members and leadership to advance legislation and appropriations items requested by the City. Continue constant communication with City staff and Commissioners to manage expectations for successful outcomes.
- **March/April 2014** – Provide city weekly legislative updates on legislative actions and status of City priorities as well as other issues that may affect the City.
- **March 2014** – Provide Deltona Mayor and Commissioners opportunity to attend Volusia County day at the Capitol. Schedule meetings with legislators, leadership, Governor's office, FDOT, FDEP and other state agencies as necessary.
- **May /June 2014** – Work with Governor and his staff to ensure positive support of legislation and appropriations.
- **Summer/Fall 2014** – Analyze success and lessons learned from 2014 session and prepare for development of 2014 with City Staff and stakeholders. Meet with local legislators over summer and fall to brief them on upcoming issues and interests.

E. COST FOR SERVICES

For Professional Legislative Consulting Services, CAG operates on capitated annual fee, meaning all work and any extra activities are included in the one annual fee broken out on a monthly retainer basis.

The annual fee for State Lobbying Services as identified in this proposal shall be:

\$40,000 (forty thousand dollars).

The fee shall be paid upon the approval of the contract and within the first 15 days of the first of every month. Reimbursement for all pre-approved travel expenses to City of Deltona.

F. BENEFITS TO CITIZENS OF DELTONA

We firmly believe that securing a professional legislative advocacy team for the City will result in several benefits for the citizens of the community. A lobbyist can help open doors, provide access and facilitate communication with state level decision makers that the average citizen would have trouble accomplishing. Benefits include:

1. Incentivize the Commission and citizens to engage in a community wide discussion on legislative priorities and develop a strategic plan on how to communicate these to their statewide elected officials.
2. It will remove the competitive disadvantage currently affecting the city by not being a participant in the legislative dialogue about local government concerns that takes place at the state level.
3. Gives the City and its citizen's real access to state level decision makers that they otherwise would not have.
4. Give the City an opportunity to secure funding for projects that they otherwise would not have the local resources to accomplish.
5. Give the Volusia County legislative delegation real insights into the needs and opportunities facing one of the major communities in the County
6. Give city officials, businesses, and citizens an opportunity to share their concerns and interests with state legislators, Governor agencies and other local government leaders in Tallahassee. A lobbyist can set up those meetings and provide an entrée for Deltona residents to have access to the halls of power in the Capitol
7. Funding secured for water, wastewater and stormwater system improvements will have a direct benefit on the quality of life for the citizens of the city.
8. Designation and expansion of Enterprise zone will contribute to the economic development of areas of the community and have a direct benefit on the jobs and income of citizens who can take advantage of the new opportunity.
9. More often than not, your lobbyist advocate will typically be able to stop legislation that may inadvertently or intentionally harm the city. Without a lobbyist with eyes and ears on the ground in the Capitol, the City may never hear about these problems until bills pass and it is too late. It is being able to stop the law of unintended consequences.

Drug Free Workplace Statement

The Capitol Alliance Group is a Drug Free Workplace with zero tolerance for employee drug use.

Signed

A handwritten signature in black ink, appearing to read "Jeffrey Sharkey". The signature is written in a cursive style with a large, looping "S" at the end.

Jeffrey Sharkey
Managing Partner

October 7, 2013



Leon County

Board of County Commissioners

301 South Monroe Street, Tallahassee, Florida 32301
(850) 606-5302 www.leoncountycler.com

Commissioners

BILL PROCTOR
District 1

JANE G. SAULS
District 2

JOHN DAILEY
District 3

BRYAN DESLOGE
District 4

KRISTIN DOZIER
District 5

MARY ANN LINDLEY
At-Large

NICK MADDOX
At-Large

VINCENT S. LONG
County Administrator

HERBERT W.A. THIELE
County Attorney

October 3, 2013

Ms. Kate Krauss
Purchasing Manager
City of Deltona
2345 Providence Blvd.
Deltona, FL 32725

Dear Ms. Krauss:

I am pleased to provide this letter of reference to the City of Deltona on behalf of the **Capitol Alliance Group** for your consideration as the government relations consultants for your City. I can speak from experience that the firm would provide an outstanding level of service to your county since they currently represent Leon for both Legislative and Executive Branches advocacy in Tallahassee, Florida. The Capitol Alliance Group's reputation and political integrity made hiring the firm one of the easiest decisions for our County in recent memory. Their extensive institutional knowledge of the legislative and regulatory process, superb relationships with the Governor, Senior Cabinet members and Legislators, along with their strategic political acumen has proven to be invaluable during the tumultuous legislative and budget process over the last year.

As you well know, cities and counties face extremely difficult challenges in the legislative arena and it is critically important that you have the kind of professional advocates that can ensure that your voice gets heard with your local delegation and with leadership in the Legislature and Executive Branch and that you can achieve the county's goals and objectives in these challenging times. I am extremely confident in Capitol Alliance Group's character, efficiency and the ability to deliver exceptional legislative services in Tallahassee. For the last 3 years, they have been extremely successful in achieving the legislative goals for our Commission and citizens of Leon County.

As County Administrator for Leon County, I feel that it is vital that we retain experienced advocates to help represent the priorities of our residents in front of Florida's Legislature. Should you choose to hire Capitol Alliance Group, the City of Deltona will have some of the most experienced and respected lobbyists in the state.

If you would like additional information and a resounding recommendation for the members of the Capitol Alliance Group, you may contact me at (850) 606-5300.

Sincerely,

Vincent S. Long
Leon County Administrator

"People Focused. Performance Driven."

**CITY OF DELTONA
BIDDER INFORMATION FORM**

The information below is required to complete your bid packet. Type or print only.

Company Name: CAPITOL ALLIANCE GROUP, INC.
 Address: 106 E. COLLEGE AVENUE, SUITE 640
 City: TALLAHASSEE
 State: FLORIDA
 Zip Code: 32301
 Phone Number: 850 224 1660
 Fax Number: 850 224 6785
 Project Contact: DR. JEFFREY SHARKEY
 e-mail address: JEFFREY.SHARKEY@GMAIL.COM

Remittance (Payment) Mailing Information

Address: 106 E. COLLEGE AVE, SUITE 640
 City: TLH State: FL Zip Code: 32301
 Phone Number: 850 224 1660
 Fax Number: 850 224 6785
 Project Contact: JEFFREY SHARKEY
 e-mail address: JEFFREY.SHARKEY@GMAIL.COM
 Federal Tax ID No.: 59-3631432

Tax ID Type: Federal Tax ID Social Security Number

This Form Must Be Completed and Returned with your Submittal.

<p>Submit RFP to:</p> <p>CITY OF DELTONA</p> <p>2345 Providence Blvd. Deltona, Florida 32725 Attn: Purchasing</p> <p>CLEARLY MARK SEALED ENVELOPE WITH BID NAME AND NUMBER</p>	<p>REQUEST FOR PROPOSALS #14-001</p> <p>CONSULTANT FOR STATE GOVERNMENT RELATIONS SERVICES AND LOBBYING</p>
<p>Contact:</p> <p>Kate Krauss, CPPO, CPPB, SPSM Purchasing Manager kkrauss@deltonafl.gov Phone: (386) 878-8570 Fax: (386) 878-8571</p>	<p>RESPONDENTS NAME: <u>CAPITOL ALLIANCE GROUP</u> <u>C/O JEFFREY SHARKEY</u></p>
<p>Proposal Due Date & Time: MONDAY, OCTOBER 7, 2013, 11:00 A.M.</p>	<p>MAILING ADDRESS: _____</p>
<p>Location of Public Opening: City of Deltona City Hall 1ST Floor Conference Room 2345 Providence Blvd. Deltona, FL 32725</p>	<p><u>100 E. COLLEGE AVE, SUITE 640</u> <u>TALLAHASSEE FL 32301</u> Phone#: <u>850 224 1660</u></p>

GENERAL CONDITIONS, INSTRUCTIONS AND INFORMATION FOR BIDDERS

These documents constitute the complete set of terms and conditions, specification requirements, and forms. Respondents shall complete and submit the additional required information together with the forms herein in the order as they are requested. All responses shall be submitted in a sealed envelope. The face of the envelope shall contain Company's name, return address, the due date and time, the RFP# and title. Companies shall submit **four typed copies and one unbound original (please do not use three ring binders)** of their response, complete with all supporting documentation, **plus a complete digital version of the proposal in a format that can be sent by e-mail.** SUBMITTAL OF A RESPONSE TO THIS REQUEST FOR PROPOSALS CONSTITUTES AN OFFER BY THE COMPANY SUBMITTING RESPONSE. RFP responses which do not comply with these requirements may be rejected at the option of the City.

CITY OF DELTONA
BIDDER INFORMATION FORM

The information below is required to complete your bid packet. Type or print only.

Company Name: Capitol Insight, LLC

Address: 301 South Bronough Street, Suite 500

City: Tallahassee

State: Florida

Zip Code: 32301

Phone Number: (850) 577-1403

Fax Number: (850) 702-0606

Project Contact: Dean Cannon

e-mail address: dean@capitolinsight.com

Remittance (Payment) Mailing Information

Address: 301 South Bronough Street, Suite 500

City: Tallahassee State: Florida Zip Code: 32301

Phone Number: (850) 577-1403

Fax Number: (850) 702-0606

Project Contact: Dean Cannon

e-mail address: dean@capitolinsight.com

Federal Tax ID No.: 46-1103080

Tax ID Type: Federal Tax ID Social Security Number

This Form Must Be Completed and Returned with your Submittal.



October 4, 2013

City of Deltona
2345 Providence Boulevard
Deltona, Florida 32725

Re: Consultant for State Government Relations Services and Lobbying, RFP #14-001

To Whom It May Concern:

On behalf of Capitol Insight, I am pleased to submit for your consideration this proposal to provide state government lobbying and consultant services to the City of Deltona. The proposal represents a full-service annual agreement for representation of any and all issues before Florida's legislative and executive branches of government. This includes, but is not limited to, the drafting and support of specific legislation, the tracking and reporting of general legislation, and all issues pertaining to state agencies, departments and the Executive Office of the Governor. All work will be done within appropriate time frame.

The principal consultant for Deltona will be myself, as President of Capitol Insight, along with the firm's principals; Former House Speaker Larry Cretul, Cynthia Lorenzo, Kirk Pepper, Richard Reeves, and Alan Suskey. All of the aforementioned principals' contact information is listed below.

Capitol Insight, LLC
301 South Bronough Street, Suite 500
Tallahassee, FL 32301
(850) 577-1403 phone
(850) 702-0606 fax

With over seventy-five years of combined experience working with and within government, Capitol Insight is well prepared to hit the ground running advocating for Deltona's needs.

I look forward to discussing with you further how Capitol Insight can best serve Deltona.

Regards,

A handwritten signature in blue ink, appearing to read "Dean Cannon", is written over a light blue horizontal line.

Dean Cannon

Proposal for State Government Relations Services and Lobbying

City of Deltona

RFP# 14-001

October 7, 2013

PRESENTED BY:

Dean Cannon, Esquire
Capitol Insight, LLC
301 South Bronough Street
Suite 500
Tallahassee, FL 32301
(850) 577-1403 phone
(850) 702-0606 facsimile
dean@capitolinsight.com

Tab A: Organization Profile and Qualifications

Capitol Insight is a government relations, political, and grassroots consulting firm which brings together some of Florida's most distinguished leaders with strong connections from the Panhandle to the Keys. From two former Speakers of the Florida House of Representatives to an expert political strategist, a former agency head, and a federal lobbying and procurement expert, at Capitol Insight, our team has one thing in common – we have been through many contentious battles and have succeeded under extraordinary circumstances in Tallahassee and Washington, D.C. Having walked and worked in the halls of power, our team knows what it takes to push beyond ordinary limits and achieve success. With over seventy-five years of combined experience working with and within government, Capitol Insight is Capitol tested and well prepared to exceed our clients' expectations.

At Capitol Insight, we understand the challenges of advancing ideas, motivating people and marshaling resources. We do not shy away from the toughest challenges, nor do we take for granted routine – yet important – work. Amidst the complexities of state and federal government, our firm understands the importance of cutting through the noise, finding the right path and delivering results for our clients. Our team of seasoned consultants has been involved in major health care initiatives and economic reforms, as well as regulatory reforms and policy overhauls advancing priorities for private and publicly held businesses, higher education institutions, municipalities and public authorities, and non-profits and policy organizations.

You can rely on our professionals to have an intimate working knowledge of your issues that transcends talking points. Our depth and penchant for detail is the key to success in the fast-paced and ever-changing political environment. While experience is certainly the hallmark of our firm, our team has an attribute coveted by many businesses in our state and across the nation. At Capitol Insight, we understand not only how things get done but, more importantly, insight into why they get done.

Further, an engagement with Capitol Insight will provide the City of Deltona with an opportunity that no other firm in Florida can provide: the ability work with the two most recent former Speakers of the Florida House.

Speaker Dean Cannon served as Speaker of the Florida House during the 2011 and 2012 legislative sessions, responsible for state budgets of \$69.9 billion and \$70.2 billion respectively. Speaker Larry Cretul served as Speaker of the Florida House during the 2009 and 2010 legislative sessions, responsible for state budgets of \$67.9 billion and

\$70.6 billion respectively. The experience and expertise former Speakers' Cannon and Cretul possess in crafting and passing a complex Florida budget is unsurpassed.

In addition to our strong presence in Tallahassee, Capitol Insight provides the City with the opportunity to work with a team that is also well versed in the federal legislative process and the leaders that affect that process. Of particular note, Alan Suskey and Richard Reeves of Capitol Insight have decades of experience working with and in the Florida Congressional Delegation. These relationships will serve to provide the City with information and alliances that no other firm could hope to provide. Their professional bios are included below.

Capitol Insight's areas of expertise include, but are not limited to:

- Affordable Housing
- Agriculture
- Appropriations
- Banking
- Business Development
- Corrections
- Economic Development
- Education Funding
- Education Policy
- Health Care
- Insurance
- Juvenile Justice
- Land Use & Comp Planning
- Local & Regional Government
- Regulated Industries
- Transportation & Road Building Issues
- Water & Storm-water Planning
- Workforce

Capitol Insight is comprised of six professional, full-time governmental consultants along with full-time experienced administrative support staff. Our team approach will be utilized for the benefit of Deltona at the direction of Dean Cannon as the principal consultant. In this role, Mr. Cannon will actively supervise all research, analysis, strategy creation, and implementation for the City.

Mr. Cannon's professional profile includes:

- **Former House Speaker Dean Cannon**

A fifth-generation Floridian, Dean Cannon began his career as a lawyer in Orlando, practicing state and local government law since 1995. From the Panhandle to the Keys, he has represented sophisticated clients before local, regional and state government entities over the past two decades. He has also represented cities, counties, and quasi-governmental authorities, as well as local governments on issues ranging from electric and wastewater utilities, to land-use and water law, as well as administrative law.

Dean served as general counsel to the Orange County Charter Review Commission in 2000 and previously represented the City of Orlando before the Florida Legislature and the executive branch.

Dean's legislative and executive branch lobbying experience includes representing private clients and local government entities on issues including transportation, education, health care, insurance and appropriations matters. He has also handled administrative law and regulatory matters before the Florida Division of Administrative Hearings and matters before the judicial branch, including the Florida Supreme Court.

Dean served in the Florida House of Representatives from 2004 until 2012. During his eight-year tenure, he played pivotal roles in property tax reform, growth management reform, health care and Medicaid reform, and major transportation infrastructure policy initiatives including the development and passage of SunRail legislation, among many others. He was selected by his peers to become Speaker of the House for the 2010 to 2012 term and is credited with leading the Florida House effectively during a time of great economic and political challenge. Prior to becoming Speaker of the House, Dean chaired the House Economic Development and Tourism Appropriations Subcommittee, the House committee responsible for crafting appropriations for Florida's economic development incentives, workforce training dollars and affordable housing and community redevelopment programs.

Dean lives in Tallahassee with his wife, Ellen, and their three children, Dean III, Katherine and Sarah.

Capitol Insight will also support this proposed engagement with the City through former House Speaker Larry Cretul, Cynthia Lorenzo, Kirk Pepper, Richard Reeves, and Alan Suskey. Together, they offer the City over seventy-five years of experience and

knowledge from the perspectives of state agencies and legislative staff as well as the private sector and local governments.

- **Former House Speaker Larry Cretul**

Larry Cretul began his career in public service in 1994 when he was elected to the Marion County Commission. During Larry's eight year tenure as a Marion County Commissioner, he had the privilege of serving as commission chairman twice. He also served as the county's lead person regarding legislative priorities and the board liaison regarding utility issues such as water and waste water expansion and local economic development issues.

In 2002, he was elected to the Florida House of Representatives and was selected by his peers in 2009 to serve as Speaker of the House from 2009 to 2010. During his legislative career, Larry had a significant impact on several of the state's top priorities, including education reform, health care reform, tort reform, workers compensation reform and economic development. Larry had the privilege of shepherding the City of Ocala through the enterprise zone approval process. He also championed many efforts to increase the efficiency and transparency of government and improve the state's economy through business-friendly reforms and presided over the house, as Speaker, during the passage of SunRail legislation. Outside of public office, Larry has been an active member and promoter of Florida's business community. He has owned and operated a small residential construction business and worked as a real estate broker.

After completing his eight years in the Florida House, Larry joined the leadership team of the Florida Chamber of Commerce, where he served as the Director of the Board of Governors and Political Director.

Larry has lived in Florida since 1971 and is a Veteran of the U.S. Navy. He and his wife, Lana, of 44 years, live in Ocala and have two adult sons and two grandsons.

- **Cynthia Lorenzo**

Cynthia Lorenzo's 15-year career in state government has been distinguished by a series of executive level and agency head appointments by three governors. Her extensive experience in the executive branch of government includes serving as an agency legislative lobbyist for six years.

Cynthia began her career in government in 1993 by serving as the Deputy Communications Director for the Florida Department of Transportation. In 2005, she joined the leadership team at the Department of Juvenile Justice, where she served as Communications Director and later as the department's Chief of Staff. In 2006, Governor Bush appointed her to serve as the Interim Secretary of DJJ.

In 2007, Cynthia was appointed by Governor Crist to serve first as Deputy Director and then as Director of the Agency for Workforce Innovation. As an agency executive, Cynthia managed a \$2 billion budget and 2,300 employees to support a thriving Florida economy. She was reappointed in this role by Governor Scott and continued to aggressively pursue opportunities for Florida's workers and success for Florida's businesses. Cynthia led the department through its merger into the new Department of Economic Opportunity in October 2011, and she was appointed by Governor Scott as Interim Director and Chief Operating Officer.

In her roles as the Directors for the Agency for Workforce Innovation and the Department of Economic Opportunity, Cynthia was responsible for providing oversight and directing billions of federal and state dollars to fund workforce education programs throughout the state. She worked in close collaboration with the Legislature and nearly all of the community colleges and universities throughout Florida. Appointed by two Governors, Cynthia also served as a board member for Workforce Florida, Inc. and worked closely with business and education executives to lead Florida's workforce development and education programs.

Cynthia has lived in Florida since 1977 and currently lives in Tallahassee with her husband, Tom, and their two sons, Nicolas and Lucas.

- **Kirk Pepper**

Kirk Pepper's political career covers a spectrum that is unmatched by most professionals. Over the last decade plus, Kirk has worked to elect candidates and support elected officials in seven states throughout the Southeast, spending the last eight years in Florida.

Kirk has worked to elect officials ranging from City Council and Mayor to U.S. Congress and President of the United States. Kirk has worked to re-elect the President in roles both inside the national campaign headquarters and, ultimately, heading the Republican

National Committee's efforts on behalf of the President of the United States in one of the most important swing states in the nation.

Since 2005, Kirk has played senior roles, serving as a manager, a confidant, a policy advisor and a strategist in Florida politics, electing Governors, members of the Cabinet and Legislative leaders along the way. Kirk has worked at the highest levels in Florida within the state political party structure, on statewide campaigns, as a consultant and inside the Capitol. This has given him a unique insight into the inner workings of the halls of power in Florida, along with unparalleled relationships with decision makers throughout state government.

Kirk lives in Tallahassee with his wife, Nichole, and their two children, Max and Lillie Wren.

- **Richard Reeves**

Richard Reeves began his career in Florida politics working for current United States Senator Bill Nelson during his 1990 gubernatorial campaign. In 1995, Richard moved to Tallahassee to serve Nelson in his role as Insurance Commissioner. In his role as Assistant to the Insurance Commissioner, Richard was responsible for external affairs functions, including board appointments and legislative affairs related to the Florida Residential Property and Casualty JUA (FRPCJUA), now Citizens Property Insurance Corporation, and the Florida Insurance Guaranty Association (FIGA). In 1997, Richard served as Campaign Director for Nelson's 1998 re-election campaign. After Nelson's re-election, Richard went on to take the role of Finance Director for his successful United States Senate Campaign in 2000.

In 2001, Richard formed his own firm and began his lobbying career, specializing in education, workforce development, insurance, utilities and appropriation issues, among others. In addition to lobbying before executive agencies of the state and the Florida Legislature, he also actively represents clients before several local governmental entities and continues to maintain a presence in the political arena by serving as a political consultant for candidates and political committees. It was in this capacity he served current United States Senator Marco Rubio from 2004-2005 as a finance consultant during his successful campaign to serve as Speaker of the Florida House of Representatives.

Richard joined the team at Capitol Insight in June 2013. Richard has built his reputation by being able to work with both sides of the aisle and enjoys strong relationships with Florida House and Senate leadership, members of the Cabinet and key decision-makers throughout Florida.

Richard lives in Tallahassee with his son, Lyle.

- **Alan J. Suskey**

A sixth-generation Floridian, Alan J. Suskey has built an advocacy career representing world-renowned research institutes, technology companies, small businesses, and large corporations in both Tallahassee and Washington, D.C. As a former Saint Petersburg resident, Alan has also represented complex and extensive client matters in front of municipalities and with elected officials throughout the Tampa Bay Region.

Alan previously served on Capitol Hill as the military aide to the former Chairman of the Appropriations Committee and current Chairman of the Appropriations Subcommittee on Defense in the United States House of Representatives.

His service in the U.S. House built the strong relationships with the members of the Florida Congressional delegation that persist today. These relationships at the state and federal level are the bedrock of successful client engagement in the halls of both Washington and Tallahassee.

Prior to serving on Capitol Hill, Alan served honorably in the United States Army. During his eight years of service, he held multiple leadership posts to include leading our brave men and women during Operation Iraqi Freedom. He was a member of the initial invasion force in Iraq and subsequently served two year-long tours of duty in Baghdad, Iraq. The recipient of multiple awards for service to our country, including eight Army Commendation Medals and the Valorous Unit Award, Alan was honored as the United States Army Europe "Soldier of the Year" in 2002.

Alan lives in Tallahassee with his wife, Aelon, and their son, Reis.

Examples of Successful Advocacy:

Aside from the experience listed above, Capitol Insight offers the following outline as examples of successes achieved and key experiences.

Creating, promoting, and completing the passage of client-specific legislation is some of the most rewarding work we do. As former members of the legislature, executive branch agency directors, senior staff, and lobbyists, Capitol Insight is proud to have worked with counties, major businesses and government entities over the years to accomplish such rewarding work. Some examples of legislative victories we would like to share with the City of Deltona include:

- Capitol Insight is proud to have worked with some of the leading business voices in the State of Florida on appropriations and budget issues. In the most recent legislative session, Capitol Insight worked with leaders in the House and Senate on accounts totaling over \$409.65M dollars in appropriated funding. These sources came from a variety of agencies and sources, including the Department of Transportation, the Department of Economic Opportunity, the Department of Financial Services, the Agency for Healthcare Administration, Government Operations accounts, Workforce initiatives, and the Department of Education.
- As the Director of the Agency of Workforce Innovation, Cynthia Lorenzo worked diligently and successfully to increase the federal and state budget for local governments and community partners to administer workforce and early learning programs. Under her leadership, the agency's operating budget increased from \$1.57 billion annually in fiscal year 2006-2007 to \$1.87 billion in fiscal year 2010-2011. That represents a \$300 million increase in four years. The majority of the additional \$300 million funding was passed through to local governments and community partners.
- During the most recent legislative session, Capitol Insight worked directly with the Senate and House leaders on the comprehensive transportation package that was moving through both Chambers. There were a number of proposed policy changes in that package which would have had serious impacts upon our clients. One pertinent example would be a local transportation authority and their ability to maintain local sovereignty over their funding and actions. Capitol Insight engaged with House and Senate members in order to remove or modify a number of those harmful provisions. The House agreed with our assessment and removed the local transportation issue that would have unfairly affected our client. The end result is that our client continues to operate with the same autonomy they previously had.

- The team at Capitol Insight worked with leadership in the House and Senate to ensure that the State's official tourism agency, VISIT Florida, was funded at a record level of \$63.5M. This funding will serve to increase tourism into and throughout the state, with an immediate impact to areas like Deltona.
- Working on behalf of The Villages, Capitol Insight worked with leaders in the House and Senate to pass comprehensive language providing for an expedited "Certificate of Need" process at the the Agency for Health Care Administration. This legislation was The Villages' top priority during this legislative session and the members of Capitol Insight were proud to support passages of this major legislation.
- On behalf of a regional economic development client, Capitol Insight championed the increased and continued funding for the Florida Defense Support Task Force. This task force was established to support the defense communities and business in the state of Florida. A final funding amount of \$4M, which was double to previous year's appropriations, was approved by the legislature and signed into law by the Governor.
- Prior to joining Capitol Insight, Alan Suskey represented SRI International, a world-renowned research institute, before the Florida legislature and federal government. Developing and implementing a strategy for the policy and funding requirements of a digital education program in Pinellas County was the focus of his state representation. Building a coalition of legislative champions that believe in innovative approaches to education delivery led to the legislative funding of the SRI program and a Center of Excellence at SRI's St. Petersburg, Florida facility.
- This past session, Capitol Insight worked with members of the House and Senate to fund a new business incubator program to be located in St. Petersburg. This business incubator will serve to increase the Tampa Bay area's ability to attract and keep new entrepreneurial companies in the region. This is an example of the type of success that Deltona can expect from Capitol Insight in building and supporting new programs within the legislature and executive branch.

Tab B: Understanding of Work:

Capitol Insight believes that such a successful government affairs campaign expands from three components:

- **Strategy Creation;**
- **Direct Advocacy; and**
- **Comprehensive Communication**

Below is an initial step-by-step approach we would propose to be customized to meet the City's needs.

Strategy Creation. The team at Capitol Insight possesses the collective experience and track record to effectively monitor, identify and prioritize opportunities and challenges for our clients. Understanding that the knowledge and passion of the City's in-house personnel is a critical component in developing strategy, the Capitol Insight team will begin our engagement with one or more comprehensive overviews of the City's programs, priorities and strengths relating to the City.

These meetings will be scheduled immediately following our engagement with the City and will include all principal members of our team along with the appropriate City staff. During these initial meetings Capitol Insight will expect to formulate with the City both short-term and long-term issues and objectives.

Upon completion of the overview sessions, Capitol Insight personnel will work with the leadership team and appropriate staff of the City to create a "2014 Legislative Agenda" based on the current leadership, City champions, and budget projections of the legislative branch and relevant executive branch agencies.

Direct Advocacy. In order for the City to accomplish their legislative goals in state government, they must have a presence in Tallahassee. Through this engagement, Capitol Insight would provide direct advocacy efforts in Tallahassee, with a constant presence in the Capitol and beyond.

Throughout the months of November and December, Capitol Insight personnel will engage in regular meetings with legislative leaders, Governor's office, Florida Cabinet and Executive Agencies as well as key senior staff on behalf of Deltona.

During the months of December and January, we will secure sponsors and additional support on the appropriate committees in order to advance the interests identified in legislative agenda.

Further, Capitol Insight would secure opportunities for the City leadership to testify at appropriate committee hearings and brief legislative and executive branch leadership on the impacts of the City's priorities. The timing for these opportunities would begin with interim legislative committee meetings in November and December and continue through the 2014 Legislative Session which will run March through May.

It is also important to note that Capitol Insight understands the sensitive policy and political relationships between local, municipal and state governments and the importance of cooperation and communications between them all. This often times means that a team approach should be utilized with other governmental entities and associations such as the League of Cities. Capitol Insight consultants work well in teams and have extensive experience in developing and activating successful coalition and grassroots campaigns for legislative action- ranging from email blasts, phone calls and public testimony, to planning membership "Days at the Capitol."

Comprehensive Communication. While Dean Cannon will be leading the lines of communication between the City and Capitol Insight as the principal consultant, our entire team and resource base is available 24 hours a day, 7 days a week throughout the term of our representation to keep you informed. Capitol Insight currently publishes a weekly newsletter during legislative committee weeks and legislative session for all our clients; updates can be tailored to the City and your priorities as well as offer you advance notice of relevant upcoming legislative activities. Further, we are available to participate in team meetings or phone conferences with the City and any relevant coalitions.

Capitol Insight subscribes to LobbyTools and uses this online bill tracking service to organize client legislative priorities, track client legislative bills and amendments, as well as monitor for news articles referencing client's priorities. A comprehensive report of everything we are tracking for the City can be assembled within minutes to allow for real-time updates.

Tab D: Anticipated Project Schedule - Timeframe



Tab E: Cost for Service

Capitol Insight would like to propose an annual fee of \$45,000 per year, paid in ten monthly installments, of \$4,500 from November to August. Realizing that the City may have a set budget already in place, Capitol Insight can adjust services and negotiate rates based on consultation with the City.

Tab F: Benefits Specifically to Deltona to be Achieved by Services

The Capitol Insight team will begin our engagement with one or more comprehensive overviews of the City of Deltona's programs, priorities, and strengths relating to the City.

These meetings will be scheduled immediately following our engagement with the City and will include all principal members of our team along with the appropriate City staff. During these initial meetings Capitol Insight will expect to formulate with the City both short-term and long-term issues and objectives. Capitol Insight expects to aid with addressing both short and longer-term needs of the City.

Upon completion of the overview sessions, Capitol Insight personnel will work with the leadership team and appropriate staff of the City to create a "2014 Legislative Agenda" based on the current leadership, City champions, and budget projections of the legislative branch and relevant executive branch agencies.

During the 2014 legislative session, the team at Capitol Insight will advocate specifically on behalf of the City of Deltona to support the City's legislative agenda, and (when necessary) to oppose or seek modification of unfavorable legislation or government action, and interface with executive and legislative branch officials and staff on behalf of the City. In addition, with the approval and direction of the City, we will also interact with third parties, advocacy groups, and others where needed to advance the agenda specifically for the City.

After the session, the Capitol Insight team will engage to encourage the Governor's signing of favorable legislation, and to avoid vetoing favorable legislation, as well as conducting a post session review and analysis to aid in the preparation of the 2015 legislative agenda.

<p>Submit RFP to:</p> <p>CITY OF DELTONA</p> <p>2345 Providence Blvd Deltona, Florida 32725 Attn: Purchasing</p> <p>CLEARLY MARK SEALED ENVELOPE WITH BID NAME AND NUMBER</p>	<p>REQUEST FOR PROPOSALS #14-001</p> <p>CONSULTANT FOR STATE GOVERNMENT RELATIONS SERVICES AND LOBBYING</p>
<p>Contact:</p> <p>Kate Krauss, CPPO, CPPB, SPSM Purchasing Manager kkrauss@deltonafl.gov Phone: (386) 878-8570 Fax: (386) 878-8571</p>	<p>RESPONDENTS NAME: <u>Louis C. Rotundo</u></p> <p>_____</p> <p>_____</p>
<p>Proposal Due Date & Time: MONDAY, OCTOBER 7, 2013, 11:00 A.M.</p>	<p>MAILING ADDRESS: _____</p> <p><u>302 Pinestraw Circle</u> <u>Altamonte Springs, FL 32714</u> Phone#: <u>407-491-5100</u></p>
<p>Location of Public Opening: City of Deltona City Hall 1ST Floor Conference Room 2345 Providence Blvd Deltona, FL 32725</p>	

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Tab D: Intentionally Left Blank by the City

Tab E: Cost for Services

Tab F: Benefits Specifically to Deltona to Be Achieved by Services

City of Deltona – Bidder Information Form

LOUIS C. ROTUNDO

LETTER OF TRANSMITTAL

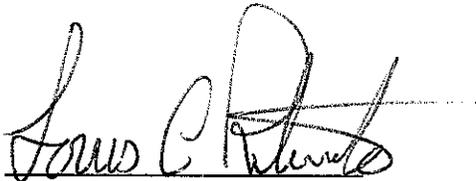
By this letter of transmittal, Louis C Rotundo and Associates responds to the City of Deltona RFP for a Consultant for State Government Relations Services and Lobbying.

As a lobbyist for the last 33 years representing City, County, and State Governments in Florida, Rotundo has established an outstanding track record of timely response for local governments to their issues, problem-solving for his clients, and creative and innovative solutions to complex problems. I recognize the City of Deltona has municipal needs and required solutions similar to those related in the responses in the body of this document.

Louis Rotundo, principal of the firm, will serve as the lead contact for the proposal.

302 Pinestraw Circle
Altamonte springs, Fl. 32714

407-491-5100

A handwritten signature in black ink, appearing to read "Louis C. Rotundo", written over a horizontal line.

Louis C. Rotundo

TAB A

Tab A: Organization Profile and Qualifications

Section 1.

Louis Rotundo was born in Sanford, Florida and attended local schools. His family has been in Sanford since the mid-1800s. He received a Bachelor of Arts in History and a second Bachelor's degree in Political Science from the University of Central Florida (UCF) in 1972. After graduate work at the University of Florida in military history, he returned to UCF to receive a Master's in Public Policy in 1975. He has since done extensive work on a Master's in Applied Economics.

Rotundo has been active in State and Washington D.C. politics since graduation. He worked in political campaigns, as an aide to U.S. Senator Lawton Chiles, and as a lobbyist for the state of Florida in Washington and Tallahassee. He was a member of the faculty of the University of Central Florida from 1980-1988 and Special Assistant to the President of UCF from 1984-1987. Since 1988, he has been the principal of Louis C. Rotundo and Associates, a lobbying and business development consulting firm based in Central Florida representing numerous municipal government and private industry clients.

Louis Rotundo and Associates is a governmental and business development firm that has been providing consulting and lobbying services to clients in Florida and Washington since 1988. Louis Rotundo has been heavily involved in transportation planning and development, transit development, renewable energy, land planning, and land use. He has been very successful in identifying, and also through legislation, creating funding opportunities for transit, energy, and transportation capital and operations projects.

Louis Rotundo and Associates is primarily a sole individual firm and occasionally the firm has arranged for additional representation assistance as necessary. This would only be done with the approval of the City and would be a part of the existing contract. For the past ten years, the firm has primarily focused on local government representation especially in the areas of transportation, growth management and environment

Louis Rotundo is a registered lobbyist in Tallahassee authorized to do business before Legislative and Executive Branch agencies and is registered on the state lobbyist websites for these two activities.

For the purposes of staffing for this contract proposal, Louis Rotundo will provide the services requested in the proposal and be the principal contact for the City.

A brief biography / resume for Louis Rotundo is presented below followed by his areas of expertise and experience.

Education

- Master of Public Policy, University of Central Florida, Orlando, Florida. 1975
- Bachelor of Arts in Political Science, University of Central Florida, Orlando, Florida. 1972
- Bachelor of Arts in History, University of Central Florida, Orlando, Florida 1972

Professional

- Louis Rotundo and Associates - private lobbyist for government and business clients. 1988-2013
- University of Central Florida: Special Assistant to the President and member of the faculty. Primary responsibility as the University's state and federal lobbyist. 1984-1987

- Florida Solar Energy Center: Special Assistant to the Director. Primary responsibility as Center's state and federal lobbyist. 1980-1988
- U.S. Senator Lawton Chiles: Staff Assistant; Primary responsibility as interface with state and local governments in areas of energy, transportation and interior. Coordinated state, county, and local government relations and worked with other key government cabinet level departments and regulatory agencies. 1977-1980
- Valencia Community College: Primary responsibility was as adjunct instructor on federal government. 1976

Miscellaneous

- Visiting lecturer on Soviet studies, Combat Studies Institute, Ft. Leavenworth, 1986.
- Consultant/panel participant, Central Intelligence Agency, 1988.
- Advanced Research Fellow, U.S. Army War College Foundation, 1982.
- Past Chairman, Florida Solar Energy Center Policy Advisory Board, 2006-10.
- Board member, Florida League of Defense Contractors, Chairman Issues and Policy Committee, 2012-13
- Chairman, Floridians for our Defense Economy Political Action Committee, 2012-13
- Editorial Board member, Journal of Slavic (formerly Soviet) Military Studies.
Written/published several articles on Soviet military history in World War II.
- Author of Battle for Stalingrad and Into the Unknown, The X-1 Story.

Areas of Expertise/Range of Activities

Transportation

Louis Rotundo and Associates has been engaged in planning for transit services in Central Florida since 1989. During that year, Rotundo wrote and secured passage of legislation that created the Central Florida Commuter Rail Authority (CFCRA). This four-county (Orange, Seminole, Osceola, and Brevard) agency of the state was designed to create passenger rail service in central Florida through a federal-state-local partnership. Rotundo served as the Agency's first lobbyist and acting director.

In 1990, Rotundo secured funding for the CFCRA from local government agencies and the state of Florida partner. This funding allowed the CFCRA to operate and attracted federal funding necessary for the first commuter rail study for passenger service. He chaired meetings of the City-County planning staffs that resulted in the creation of a scope of work for the initial rail study that is the basis of SunRail.

In 1993, Rotundo wrote and secured passage of legislation that merged the CFCRA with the Orange Seminole Osceola Transit Authority (OSOTA) and led to the creation of LYNX as an agency of the state instead of a private organization as it was previously.

In 1999, Rotundo worked with Congressman John Mica to create a unique transit system project, later called Flex Bus, designed to provide transit service for the regional rail system. This federal program was authorized in the original federal Ice-T legislation as a fixed guide way project for the City of Altamonte Springs and quickly converted to feature an innovative bus rapid transit on-demand system.

In 2000 and 2002, Rotundo secured state FDOT Transportation Outreach Program (TOP) funding for the Flex Bus program. These funds amounted to approximately \$4.5 million over the two years. Rotundo also lobbied in Washington for four additional grants from the federal

government for the project that totaled approximately \$6 million. A final federal grant in 2010 included another \$3 million.

Growth Management

In 2005, Rotundo was asked by Rep. Randy Johnson to assist the Florida House or Representatives' Growth Management Committee in writing landmark legislation to change how we do Growth Management in Florida. Rotundo used the examples of Altamonte Springs, LYNX, and SunRail as foundation pieces for the language that appeared in that bill directed toward urban infill and land use policies for dense urban development.

Upon passage of the 2005 legislation, Rotundo worked with FDOT Secretary Jose Abreu for that department to issue guidelines for future FDOT funding that stressed urban infill as the policy of the state. This policy statement was issued within months of the July adoption of the law. After passage of the legislation, Rep. Johnson asked Rotundo to meet with local governments and Metropolitan Planning Organizations (MPO) around the state to explain the new law and how to use it to promote new urban development policies.

In 2008, Rotundo wrote legislation that resulted in the FDOT adopting new guidelines on how to treat Community (not internal) Capture for very large land development projects. The language stressed looking at impacts for large developments and areas rather than individual projects and their local impacts. This created potential densities and transit opportunities that did not exist under the old land use code measurements. This language and the adopted policy now is part of the State of Florida Site Impact Handbook as the procedure to follow for development projects.

In 2009, Rotundo added significant new language to state law on Proportionate Share in the rewrite of the Growth Management legislation. This allowed communities to charge only for new traffic and thus created additional opportunities for downtown development by reducing the costs of urban redevelopment.

In 2011, Rotundo changed the way large-scale projects' Proportionate Share is calculated to assist urban infill projects to be cost competitive with development in outer areas. Rotundo also wrote the language that was adopted for a definition of Transit Oriented Development (TOD) that now appears in State law.

In 2013, Rotundo wrote new legislation to better define transportation mitigation schemes for Florida. This legislation, HB 319, was passed and signed into law.

In 2013, Rotundo took the lead on behalf of the League of Cities and Association of Counties to initiate changes to the proposed transportation package suggested by the FDOT in regard to rail service in Florida. The initial proposal would have reserved approvals for ancillary development in rail corridors owned by the state to FDOT. This was dropped by the Department after numerous meeting with legislators and the Secretary.

References

Mr. Frank Martz; City Manager, City of Altamonte Springs ; 225 Newburyport Ave, Altamonte Springs, 32701; 407-571-8031; FWMartz@altamonte.org

Mr. Howard Schieferdecker; Mayor, City of Maitland; 1776 Independence Lane, Maitland 32751; 407-539-6222; hschieferdecker@itsmymaitland.com

Mr. Terry Lewis; Lewis, Longman, and Walker LLC; General Counsel, Florida Association of Special Districts: 515 North Flagler Drive, West Palm Beach 33401; 561-640-0820; tlewis@llw-law.com

Similar Clients:

- City of Altamonte Springs, 1988-present
- City of Maitland, 1994-present
- City of Lake Worth, 2013
- City of Deltona, 2007-2008
- City of Ocoee, 2001-2006
- City of Treasure Island, 2003
- Alachua County, 2009-10 and 2013
- St Lucie County, 2006
- Lake County, 1999-2006 (through the West Orange South Lake Transportation Task Force) (WOSLTTF)
- Orange County, 1999-2006 (through the WOSLTTF)
- City of Oakland, 1999-2006 (through the WOSLTTF)
- City of Clermont, 1999-2006 (through the WOSLTTF)
- City of Winter Garden, 1999-2006 (through the WOSLTTF)
- City of Windermere, 1999-2006 (through the WOSLTTF)

Rotundo has also worked for the Treasure Coast Regional Planning Council (2006) and the Lake-Sumter MPO (2010). The issue for both was Growth Management.

Rotundo has represented several of the largest developers in the state and worked on numerous successful projects. These have included over the past ten years:

- Kitson Partners 2004-2011. Developers of Babcock Ranch and the new city within and MSKP Volusia DRI.
- Boardwalk Land Development 2003-present. This Victor Posner company developed Posner City at US 27/I-4
- Falcone Developers 2005-2010. Worked on three DRI's for them
- GL Homes 2008-2010. DRI projects in Palm Beach and Broward.
- SHD Developers 2009-present. Celebration Pointe DRI in Alachua County.
- Bulow Creek 2013. This DRI in Palm Coast is designed to create an activity village in an existing urban area.

Rotundo has represented state, municipal, county government and private company clients since 1988, handling a broad spectrum of issues / tasks including transportation and growth management. He has been the lead lobbyist for issues that, at that time, were limited to only a few local governments but are now accepted practices by most elected governments. These issues / tasks include:

- Public Transit (Rotundo wrote the legislation to create the Central Florida Commuter Rail Authority in 1989 [now SunRail], and for LYNX in 1993)

- Secured funding for private freight ventures (over \$40 million for the Florida Central Railroad), Transportation Concurrency Backlog Areas, and Mobility Fee (for Alachua County).
- Legislation dealing with Community Redevelopment Authority's' (CRAs) and their actions (Altamonte Springs 1994, 1999, 2005, 2007)
- Worked to authorize an enterprise zone (Dade County, 1992)
- Created the West Orange Airport Authority (Orange County, 1999).

For the past seven years, Rotundo has focused on Growth Management issues and their transportation and economic development opportunities for both local governments and several of the largest developers in the state of Florida. This representation has led to creating some of the most innovative legislation for transit development ever provided by the state of Florida.

In 2005, Rotundo was asked by Rep. Randy Johnson to assist his Florida House Growth Management Committee in writing significant portions and helping to pass what became Senate Bill 360, the Growth Management Act of 2005. The bill set aside \$1.5 Billion for transportation, school, and water concurrency issues. Rotundo handled the transportation, local government, and funding pieces of the bill. The 150+ page bill was written and passed in four weeks. SB360 has been updated through HB 7203 in the 2007, SB 360 in the 2010 session, HB 7209 in the 2011 Legislative session, and HB 319 in the 2013 session. Rotundo was again heavily involved in each of those efforts. He was also involved in rewriting state policy for rail and port funding in the 2011 Transportation bill and providing rail policy guidance in the 2013 session....

Rotundo's work on these transportation and Growth management bills has given him particular insights into the availability of transportation funding solutions, growth management issues for local governments, and continuing contacts with the Florida Department of Transportation (FDOT) and the Department of Community Affairs (DCA) as well as broad knowledge of local government initiatives and personnel. These contacts involve most issues that Deltona will face in the course of its daily business and cooperation with SunRail.

Rotundo has worked on a variety of local government, developer, and executive branch issues for his clients including those listed below which demonstrate his breadth of activities and knowledge and detail of the legislative process, as well as his ability to work within time constraints, with other lobbyists, and with legislators and staff.

From 1977-1980, Rotundo worked as a staff assistant to US Senator Lawton Chiles. Rotundo's work focused in the areas of Transportation, Environment, Energy, and state and local government issues and problems. He proposed and secured Urban Mass Transit Administration (now the Federal Transit Administration) funding for Orange County to study a rail route from Orlando International Airport to Walt Disney World in 1979. Orange County declined to accept the funding due to rail costs.

From 1980-87, Rotundo was the lobbyist for the University of Central Florida (UCF) and the state of Florida's Solar Energy Center. Rotundo wrote and secured passage of legislation to create the Central Florida Research Park as a state entity, create and fund the UCF Institute of Simulation and Training and the UCF Center for Research in Electro-Optics and Lasers. He was also instrumental in securing federal funding for:

- Southeastern Photovoltaic Residential Experiment Station
- National Center for Passive Cooling Research

- National Center for Manufactured Housing Research (with the University of Oregon).

He was also the lead researcher on the State of Florida's Ocean Thermal Energy Program and the creator (with University of Hawaii) of the National Center of Hydrogen Research from Renewables Program.

From 1999-2006, Orange County, Lake County, the municipalities of Winter Garden, Ocoee, Oakland, Clermont, Windermere, and the larger property owners in west Orange County hired Rotundo to work to secure state funding solutions to the traffic problems in west Orange and south Lake counties. From 2001 to 2005, Rotundo worked a plan through State legislation (Transportation Outreach Program and rewriting of the rental car surcharge legislation) and executive branch coordination (rental car surcharge pledges and State Infrastructure Bank loans) to secure \$180 million in state funding in the FDOT 5-Year Work Plan for State Road 50 from east of Ocoee to Clermont (20+ miles). This funding was outside the MPO process.

From 1995-2011, Rotundo worked as a consultant to the Florida Central Railroad (FCRR) on a variety of projects to fund improvements over \$40 million in freight rail service improvements in Orange and Lake counties. As part of that effort, Rotundo worked to get passenger rail service implemented on the FCRR. The Alternatives Analysis for that project is currently under study and will be completed in 2014.

In 2003, Rotundo developed a plan and secured a funding solution for replacement of the main access bridge to the City of Treasure Island, Florida. This plan resulted in a federal appropriation later that summer of \$60 million to build a new bridge. Together with the previously secured Transportation Outreach Program grant the previous year for replacement of the two fixed causeway bridges, the City rebuilt its access to the main land.

In 2006, St. Lucie County hired Rotundo to assist them in preparation and adoption of their Proportionate Share agreement. This work was successfully completed within weeks and the ordinance was adopted.

Rotundo has worked with the City of Maitland to find funding for the widening of SR 414 (Maitland Blvd.) east of Interstate 4. This preliminary design work is currently under way and funding is anticipated within the existing Work program. This area is adjacent to the Maitland CRA and is designated to be a part of the new urban core connecting the Maitland Center area with the new SunRail station development area.

The Treasure Coast Regional Planning Council hired Rotundo in 2006 to assist in the Department of Community Affairs (DCA) approval of the Towns, Villages, Community (TVC) Comprehensive Plan amendment in St. Lucie County based on the implementation of the new Growth Management Act of 2005. The TVC was a St. Lucie County effort to focus growth into a strictly defined corridor much as a City would do through a CRA. Rotundo's role was as an advisor on the final document submitted to DCA. This document received a finding of compliance by the DCA.

Rotundo's developer client, MSKP Volusia, asked Rotundo to assist the City of Daytona Beach in obtaining a Transportation Regional Incentive Program (TRIP) grant in 2008 from the State for widening US 92 at I-95 to I-4. Rotundo developed the plan and secured the necessary components of the grant request. The City used only developer funds to secure a \$6 million state grant in 2006 to be paid over the following two years. In spite of the award, the collapse of the national housing market postponed the project and the grant was never utilized.

Working on behalf of his developer client, Emerson International, Rotundo assembled a team of east Orange County developers to secure a TRIP grant on behalf of the City of Orlando/Orange County for the Narcoossee Road corridor. The six-mile road was not scheduled for any improvements at that time. The Rotundo plan was adopted and the City/County endorsed the effort to secure a TRIP grant. The grant was secured from FDOT District Five in 2005 for a total of \$5.5 million. The road is currently under construction.

From 2004-2007, Rotundo was instrumental in working with Polk County on behalf of his developer client, Boardwalk Land Development (Posner City), to obtain a Level of Service (LOS) variance for the US 27 and I-4 corridor. This unique LOS request to allow for concentrated development in the area was developed with County staff, TPO staff, the District FDOT Secretary and Rotundo after numerous meetings. It required the adoption of a new transportation plan by the County. After several consultations in 2006 with FDOT Tallahassee staff, the LOS variance was granted in January 2007. This allowed for the new City Center at Posner City to meet all land use and concurrency requirements of the state. A transit component is part of the City Center at Posner City. An I-4 traffic overpass is currently under design in 2013 as part of the traffic solution for Posner City growth.

In 2006, the City of Altamonte Springs asked Rotundo to assist in advancing the reconstruction of SR434 from SR414 to SR436. Working with Senator Lee Constantine, Seminole County, and then FDOT Secretary George Gilhooley, the project was awarded \$22 million new dollars to advance the SR434 project. Construction work on the northern section was completed in 2008. Additional work was completed in 2011 to the terminus at SR414 which allowed for the new urban density to be permitted and developed as seen in the Altamonte Gateway and Seminole State College projects.

Rotundo had significant input into the Legislative position on various aspects of Growth Management in the 2005 through 2013 bills. Specific legislative language he wrote or developed included:

- Transportation Concurrency Backlog (now Deficiency) Areas
- Transportation Regional Incentive Program
- High-Growth School funding
- State FDOT Transportation funding program of 2005 (\$1.1 billion) included in SB 360
- Urban infill and redevelopment language, backlog definition language, and adoption of a statewide standard for Community Capture, and a new definition for Proportionate Share
- Transit Oriented Development definition
- Mobility Plan/Mobility Fee

All of the above became part of the Growth Management laws of 2005, 2007, 2009, 2010, 2011 and 2013. All of these bills stress urban infill, land use, redevelopment, transportation options and tie the new language components to transit opportunities.

In 2009, Rotundo was hired by Tri-Rail as part of their legislative consulting team. His role was to advise the consulting team on strategy and to provide background information to the Legislative Director on land use, transit, and FDOT policies. He was not part of the direct lobbying effort.

Currently, Rotundo is providing services to a four-city (Altamonte Springs, Casselberry, Longwood, and Maitland) consortium in the LYNX service area to implement Flex-Bus service in 2014. Rotundo has worked closely with Federal Transit Administration, Congressman John Mica and FDOT Secretary Ananth Prasad to develop municipal and state funding totaling \$4.5 million for the project. The service will be privatized.

Ability to Provide Services:

Rotundo will again be in Tallahassee during the entire 2014 Legislative process. His ability to monitor Deltona's issues will be the same as his work for the cities of Altamonte Springs and Maitland since they will all be involved in issues and similar concerns. Rotundo will provide that service to Deltona through weekly meetings with City staff, phone updates, oral reports, as well as written summations when necessary but at least monthly during the January-April period. He will attend the relevant Tallahassee pre-session committee meetings as well as the Legislative session. He is in constant contact with legislators regarding issues and legislation.

Tab B: Understanding of Work

The City of Deltona seeks to obtain the services of a lobbyist / general government consultant to assist the City in monitoring legislation, finding funding for municipal needs and creating programmatic opportunities to address economic growth as well as utilizing city resources to encourage the development of an urban core.

The identified lobbyist will assist the City in preparing a Legislative, and /or Executive branch, plan for meeting the needs of the City and protect the City from state-imposed legislation or agency rules that may have a detrimental impact on City resources or functions.

If Louis Rotundo is selected as the City lobbyist, his primary task will be to work with City staff to identify current needs and Legislative and / or Executive Branch opportunities for long-term success and give advice on where to place emphasis in such requests. While Legislative activities may only consume the time period of the session and committee meetings, Executive Branch funding opportunities are year-round and planning and execution for those opportunities must also be year-round. The ability to construct transportation and water infrastructure projects requires thinking beyond traditional development models since the Great Recession has handicapped traditional development approvals and new development may largely be in urbanized areas which traditionally have had difficulty covering construction costs. Deltona's efforts to develop a city core are an example of these difficulties. The use of TIF or FDOT funding to encourage urban core projects has been a key feature of many of Rotundo's infrastructure successes as seen in Tab A. Rotundo's task will be to suggest innovative ways to fund these infrastructure projects and tie them together into an economic development plan that provides the City with a stable tax base not based primarily on residential property taxes. SunRail provides a unique opportunity to energize this effort.

Coalition building for success has been a hallmark of Rotundo's legislative efforts. These have included private sector support for such past successes as the widening of State Road 50 by a combined city-county-property owners' association that requested and implemented the plan and lined up the \$150 million funding outside the MPO and the Legislature, the construction of the Maitland Overpass on Maitland Blvd. as supported by the Maitland Center Property Owners Association and the City of Maitland (the overpass is in another County), and the implementation of Flex-Bus with public-private sector funding support.

Familiarity with Deltona

While Rotundo's record of past achievements for municipalities as identified in this RFP response offers many examples for the city of Deltona to consider, the specific impact of a lobbyist like Rotundo, who has broad experience in the RFP "Exhibit A"-identified Deltona issues, is that of a fresh perspective from the basis of having processed these problems for other cities and created Legislative branch, and more importantly, Executive branch solutions through state agency-regional-and local government interactions.

As the largest city in Volusia County, Deltona should assume a leadership role in municipal legislation and innovation. The issues identified in the RFP deal with transportation and water issues which have been traditional Deltona issues. However, neither is specifically a Deltona-only problem. Both have regional implications and require coordination and innovation to address these specific needs. As an example, with no direct Sunrail service, the consultant can help develop connectivity for the City through programs currently underway in other cities and specific solutions developed by the lobbyist for his SunRail-influenced clients. These would

include a new transportation plan for the City, funding for additional road and transit connections with partners, and the creation of an economic development-based strategy for growth.

Rotundo worked as a transportation and growth management consultant for the City of Deltona in 2007-08. He was hired to help devise a strategy for urban core development and transportation mitigation. Thus, he is familiar with many of its growth, transportation, and development issues. While the original plan prepared during that period was only partially implemented due to the collapse of the development economy, the current Deltona conditions remain similar in many aspects, but the state laws for growth have changed substantially since that period. Now with the emergence of a new economic development growth cycle starting last year, the City should prepare for the new potential growth by utilizing all of the Legislative changes that have been enacted in Growth Management since 2009. Many of these changes and new policies were written by Rotundo for his clients in the past three years and utilized by him in other cities. These changes would provide new opportunities to address the recurring development problems for the City and give long-term impetus to its downtown development efforts and for its east-west connectivity issues.

Tab C: Anticipated Project Schedule:

The Florida Legislature holds committee meetings once a month during the months of September, October, November, and December 2013. In January of 2014 they will meet twice during the month. In February they will meet three times during the month. In March 2014 they convene in annual session for ninety days. Should appropriations be sought, such requests must be defended through the Governor's veto review. Should legislation be sought, the same process will apply. Both processes may take until the end of June 2014. Agency work will continue year-round as some proposed City of Deltona solutions may not require a specific appropriation or legislation. I would anticipate that work continuing until the end of the contract. By fall 2014, the City should be prepared to identify new activities and requests for its delegation for the next Legislative session in 2015.

I would suggest this contract commence on November 1, 2013 to allow the designated lobbyist to represent the City at committee meetings beginning the week of November 4 in Tallahassee. If that deadline is not possible, I would recommend beginning on December 1, 2013 as the Legislature has scheduled additional meetings for the week of December 2, 2013.

The Fall 2013 legislative committee meetings have started in Tallahassee. I have already attended the first meetings in September and am aware of ongoing conversations which may be of interest to municipal governments which would form the basis of our preparations for the 2014 session.

Because the Tallahassee committee meetings have already commenced, any City request for appropriations should be immediately submitted through your local representatives regardless of whom you select to represent the City. These requests may be altered during the Legislative process.

Tab E: Cost of Service

Louis Rotundo and Associates proposes a fee of \$50,000.00 for a twelve-month contract period. The funding would be equally divided over each month and payment shall be by invoice submitted to the City for payment on the first of each following month. The contract would run from November 1, 2013 - October 31, 2014.

As a separate part of the contract, Rotundo would request \$3,500.00 for travel expenses out of the local area for Tallahassee trips during committee meetings and session, or Washington trips, if necessary and authorized by the City Manager. All reimbursements will be by receipts submitted for payment and only as necessary to fulfill the above requirements.

Tab F: Benefits specifically to Deltona to be achieved from lobbyist services.

Through Rotundo's work as a transportation and growth management consultant for the City of Deltona in 2007-08, he is familiar with many of its growth, transportation, water and development problems. While the plan prepared during that period must be updated to reflect the new state laws, those laws now provide incentive tools for developers and cities to address recurring pre-recession development problems such as the high cost of in-fill infrastructure. Rotundo is intimately familiar not only with the new state laws, since he wrote many of them, but he also has practical experience in real-world applications of these efforts by municipal governments. Many of the changes in law were pioneered in municipal government experiences from Altamonte and Maitland, two cities similarly situated, as Deltona, astride I-4 with growth opportunities restricted by infrastructure. The emergence starting last year of a new economic development growth cycle in the state economy provides the City with the opportunity to use these Rotundo experiences to prepare for new potential growth by utilizing all of the Legislative changes that have been enacted in Growth Management since 2009. Many of these changes and new policies were written specifically for his clients in the past three years and utilized by him in other cities.

These Rotundo-written changes include:

- Current definition for what is Transit Oriented Development in Florida law (163-3164 FS)
- Accepted definition of Community Capture legislation (Site Impact Handbook)
- Deficiency Authority Legislation (163-3182 FS),
- Prop-Share changes in 2009 and 2011 (163-3180 FS),
- Removal of transportation concurrency requirements (163-3180 FS)
- Newly enacted HB 319 from the 2013 Session, which suggests Deltona review its Comprehensive Plan to better address SunRail-related mobility plan issues.

Deltona's new water treatment facility and current sewer rates provide challenges for the City to assist citizens with rates. Rotundo is currently working on water quality legislation with Senator Simmons for this Legislative session. This will address springs-shed water quality and provide state policy guidance and potential funding sources to address cleanup of water for the affected municipalities. It may include fertilizer and septic tank issues previously addressed by state policy but in a different format. This would be of direct impact to Deltona and its new water treatment facility, the quality of Blue Springs, and impact some of its citizens currently on septic tanks. This issue should be watched closely during the session.

The proposed widening of I-4 may create additional water environmental issues and opportunities for innovative solutions such as those currently under consideration by FDOT for Altamonte Springs. These plans can be transferable if water retention issues and economic growth create conflicts and provide funding for other pressing infrastructure needs.

A new mobility plan for the City to align it with HB 319, and an economic development strategy to facilitate new urban growth in constrained areas, must be a unified concept within Deltona's plan. Rotundo can help the City devise a successful plan and help with the implementation of that plan.

**CITY OF DELTONA
BIDDER INFORMATION FORM**

The information below is required to complete your bid packet. Type or print only.

Company Name: Louis C. Rotundo and Associates

Address: 302 Pinestraw Circle

City: Altamonte Springs

State: FL

Zip Code: 32714

Phone Number: 407-491-5100

Fax Number: N/A

Project Contact: Louis Rotundo

e-mail address: lcr5002@aol.com

Remittance (Payment) Mailing Information

Address: 302 Pinestraw Circle

City: Altamonte Springs State: FL Zip Code: 32714

Phone Number: 407-491-5100

Fax Number: N/A

Project Contact: Louis Rotundo

e-mail address: lcr5002@aol.com

Federal Tax ID No.: 261-86-5667

Tax ID Type: Federal Tax ID Social Security Number

This Form Must Be Completed and Returned with your Submittal