

MEETING DATE

CITY OF LAKE CITY

Report to Council

COUNCIL AGENDA	
SECTION	
ITEM NO.	

SUBJECT: State Lobbyist Services

DEPT / OFFICE: Procurement

Originator: Brenda Karr		
City Manager Don Rosenthal	Department Director	Date 02/24/2025
Recommended Action: Make a motion to negotiate a contract with top ranked proposer based off of evaluation tabulation by Council.		
Summary Explanation & Background: RFP: 007-2025 for State Lobbyist Services was posted on 12/20/2024 through 1/17/2025. Seven proposals were received. The Evaluation Committee meet on 2/11/2025 and shortlisted the top three ranked proposers and requested the scheduling of oral presentations before Council. The top three ranked firms are The Advocacy Group at Cardenas Partners, Sunrise Consulting Group, and Johnson & Blanton.		
Alternatives: Not accept bid.		
Source of Funds: Currently not budgeted.		
Financial Impact:		
Exhibits Attached: Evaluation Tab Scoresheet (Council), Evaluation Committee Meeting Minutes, Consensus Scorecard, Responses		

SCORECARD

RFP: 007-2025 State Lobbyist Services	<u>Score:</u> (1 being Top choice) (2 being Second choice) (3 being Last choice)
The Advocacy Group at Cardenas Partners	
Sunrise Consulting Group	
Johnson & Blanton	

Name

Date

***In the case of a tie, it would be awarded to the firm that is ranked higher per the Evaluation Committee Consensus Scorecard.

Vendor <i>Click row to open scorecard</i>	Qualifications an 0-25 Points 25 Points	References 0-15 Points 15 Points	Approach to the 0-20 Points 20 Points	Cost Proposal 0-20 Points 20 Points	Key Partnership 0-15 Points 15 Points	Required Forms 0-100 Points 5 Points	Total Score (Max Score 100)
Buchanan Inge...	18	11.67	16.6	11.33	7.93	5	70.53
GrayRobinson,...	20	15	16.67	15.8	11.33	5	83.80
Greenberg Tra...	19.42	11.67	16.27	17.93	10.93	5	81.22
Johnson & Bla...	23.67	11	18.27	14.53	14.13	5	86.60
Ronald L. Boo...	19.58	12.33	16.53	20	10.7	5	84.14
Sunrise Consu...	21.83	12.67	18.07	17.93	12.37	5	87.87
The Advocacy ...	24.08	12	18.27	15.8	14.23	5	89.38

Evaluation Committee Meeting
RFP-007-2025
State Lobbyist Services
February 11, 2025, at 1:00 p.m.

The Evaluation Committee met on Tuesday, February 11, 2025, at 1:00 p.m. in the Conference Room on the second floor of City Hall, 205 North Marion Avenue.

Committee Members:

Edward Bunnell, Airport Director
Chief Butler, Chief of Police
Bryan Thomas, Principle Planner

Also in Attendance:

Brenda Karr, Procurement Director

Individual scoring sheets and a copy of the composite of all scoring sheets were returned to committee members.

An open discussion was conducted regarding the proposals.

The committee members all agreed with the final ranking.

It was decided to shortlist the top three ranked proposers and request the scheduling of oral presentations. The top three ranked firms are The Advocacy Group at Cardenas Partners, Sunrise Consulting Group, and Johnson & Blanton.

Brenda Karr

Brenda Karr, Procurement Director

** An audio recording is available for this meeting.



City of Lake City
Procurement
Brenda Karr, Procurement Director
205 N. Marion Ave., Lake City, FL 32055

[THE ADVOCACY GROUP AT CARDENAS PARTNERS] RESPONSE DOCUMENT REPORT

RFP No. 007-2025

State Lobbyist Services

RESPONSE DEADLINE: January 17, 2025 at 2:00 pm

Report Generated: Monday, February 24, 2025

The Advocacy Group at Cardenas Partners Response

CONTACT INFORMATION

Company:

The Advocacy Group at Cardenas Partners

Email:

alex@tapfla.com

Contact:

Alex Poitras

Address:

204 South Monroe Street
Tallahassee, FL 32301-1824

Phone:

N/A

Website:

tapfla.com

Submission Date:

Jan 16, 2025 4:09 PM (Eastern Time)

ADDENDA CONFIRMATION

Addendum #1

Confirmed Jan 16, 2025 4:04 PM by Alex Poitras

Addendum #2

Confirmed Jan 16, 2025 4:04 PM by Alex Poitras

QUESTIONNAIRE

1. Acknowledgement*

Pass

By checking yes, the Respondent acknowledges the following:

The information provided in the response is true and correct, and the response submission is final. Respondent agrees to all terms and conditions contained in the Solicitation.

Yes

2. Documents Requiring Notorization*

Pass

Please download the below documents, complete and have notarized. An online notarization option will be provided for you when responding.

- [Public Entity Crimes Statem...](#)
- [Drug Free Workplace Certifi...](#)
- [Non-Collusion Affidavit.pdf](#)
- [Conflict of Interest Statem...](#)

Public_Entity_Crimes_Statement.pdf

Drug_Free_Workplace.pdf

Non_Collusion.pdf

Conflict_of_Interest.pdf

3. Disputes Disclosure Form*

Pass

Answer the following by selecting which, if any, pertain to your organization. . If you answer "YES", please explain in the Disputes Disclosure Explanation question. If you answer None of the Above, please type "N/A" in the Disputes Disclosure Explanation question.

None of the Above

4. Scrutinized Companies Certification *

Pass

Per State of Florida Statute s. 287.135(5) Suppliers (companies) must acknowledge and agree to the 'Certification Regarding Prohibition Against Contracting with Scrutinized Companies' paragraph listed below. Respondents shall agree by marking the option below. Respondents neglecting to respond may be disqualified from consideration of award and deemed non-responsive.

I hereby certify that neither the responding entity, nor any of its wholly owned subsidiaries, majority-owned subsidiaries, parent companies, or affiliates of such entities or business associations, that exists for the purpose of making profit have been placed on the Scrutinized Companies That Boycott Israel List created pursuant to s. 215.4725 of the Florida Statutes, or are engaged in a boycott of Israel.

In addition, if this Solicitation is for a contract for goods or services where the total contract value is one million dollars (\$1,000,000) or more, I hereby certify that neither the responding entity, nor any of its wholly owned subsidiaries, majority- owned subsidiaries, parent companies, or affiliates of such entities or business associations, that exists for the purpose of making profit are on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473 of the Florida Statutes, or are engaged in business operations in Cuba or Syria as defined in said statute.

I understand and agree that the County may immediately terminate any contract resulting from this Solicitation upon written notice if the responding entity (or any of those related entities of respondent as defined above by Florida law) are found to have submitted a false certification or any of the following occur with respect to the company or a related entity: (i) it has been placed on the Scrutinized Companies that Boycott Israel List, or is engaged in a boycott of Israel, or (ii) for any contract for goods or services of one million dollars (\$1,000,000) or more, it has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or it is found to have been engaged in business operations in Cuba or Syria.

By selecting "Yes", the respondent acknowledges and agrees to the 'Certification Regarding Prohibition Against Contracting with Scrutinized Companies'.

Yes

5. Human Trafficking Affidavit*

Pass

Please download the below documents, complete, and upload.

- [Human Trafficking.docx](#)

Human_Trafficking.pdf

6. E-Verify Affirmation Statement*

Pass

Please download the below documents, complete, and upload.

- [E-VERIFY AFFIRMATION STATEM...](#)

E_Verify.pdf

7. Statement of Qualification Document*

Pass

Please upload your COMPLETE Statement of Qualifications

City_of_Lake_City_FINAL.pdf

PRICE TABLES

STATE LOBBYIST SERVICES

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Total Annual Lump Sum (inclusive of all expenses)	1	Lump Sum	\$50,000.00	\$50,000.00
TOTAL					\$50,000.00

**SWORN STATEMENT UNDER SECTION
287.133(3)(n), FLORIDA STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid No. RFP-007-2025.
2. This sworn statement is submitted by The Advocacy Group at Cardenas Partners DBA
The Advocacy Partners whose business address is 204 South Monroe Street Tallahassee, FL 32301 and (if applicable) its Federal Identification No.(FEIN) is 27-0393975. If entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____.
3. My name is Slater Bayliss and my relationship to the entity named above is Co-Managing Partner.
4. I understand that a “public entity crime” as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to, and directly related to, the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy or material misrepresentations.
5. I understand that “convicted” or “conviction” as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an “affiliate” as defined in Paragraph 287.133(1)(a), Florida Statutes means:
 - a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in the management of an affiliate. The Ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair

market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

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

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

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity, or an affiliate of the entity has been charged with, and convicted of a public entity crime subsequent to July 1, 1989, and (Please indicate which additional statement applies)

There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order)

The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order)

The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by, or pending with, the Department of General Services)

Signature: [Handwritten Signature] Date 1/14/2025

STATE OF Florida

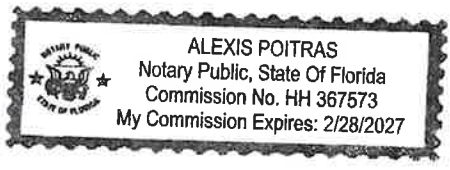
COUNTY OF Leon

Personally appeared before me, the undersigned authority, Slater Bayliss who
after first being sworn by me, affixed his/her signature in the space provided above on
this 14 day of January 20 25.

[Handwritten Signature]

Notary Public, State at large

My Commission Expires: 2/28/2027



DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that, The Advocacy Group at Cardenas Partners DBA The Advocacy Partners (print or type name of firm) publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.

- Informs employees about the dangers of drug abuse in the work place, the firm’s policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under bid or proposal, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under bid or proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, plea of guilty or nolo contendere to, any violation of Chapter 1893, of any controlled substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written (*) statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee’s community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free work place through the implementation of the drug free workplace program.

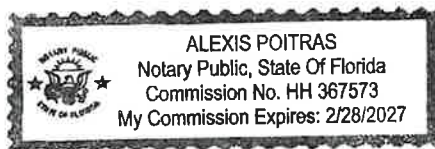
“As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein”

[Handwritten Signature]
Authorized Signature

1/14/2025
Date Signed

State of Florida
County of Leon
Sworn to and subscribed before me this 14 day of January 2025.
Personally known X or Produced Identification _____
(Specify type of identification)

[Handwritten Signature]
Signature of Notary
My Commission Expires: 2/28/2027



NON-COLLUSION AFFIDAVIT

STATE OF Florida

COUNTY OF Leon

Slater Bayliss, being duly sworn, deposes and says that:
1. He/She is Co-Managing Partner of The Advocacy Group at Cardenas Partners DBA The Advocacy Partners the Bidder
Title Company Name

that has submitted the attached proposal;

2. He/She is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

3. Such Proposal is genuine and is not a collusive or sham proposal;

4. Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Lake City, Florida or any person interested in the proposed Contract; and

5. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

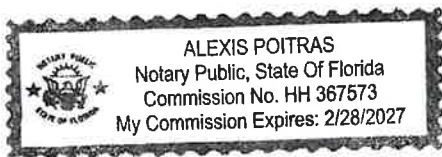
SIGNED [Signature]

TITLE Co-Managing Partner

SUBSCRIBED AND SWORN TO BEFORE ME THIS 14 DAY OF January, 2025.

[Signature]

Notary Public, State of Florida My Commission Expires: 2/27/2027



CONFLICT OF INTEREST STATEMENT

STATE OF FLORIDA, CITY OF Tallahassee
Before me, the undersigned authority, personally appeared Slater Bayliss, who was duly sworn deposes and states:

- I am the Co-Managing Partner of The Advocacy Group at Cardenas Partners DBA The Advocacy Partners with a local office in N/A and principal office in Tallahassee, Florida and principal office in N/A.
City & State City & State
- The above named entity is submitting a Proposal for the City of Lake City **RFP-007-2025** described as **STATE LOBBYIST SERVICES**.
- The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.
- The Affiant states that only one submittal for the above proposal is being submitted and that the above named entity has no financial interest in other entities submitting proposals for the same project.
- Neither the Affiant nor the above named entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.
- Neither the entity nor its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.
- Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
- I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Lake City.
- I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of lake City.
- In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above named entity, will immediately notify the City of Lake City.

DATED this 14 day of January 2025.

[Signature]
(Affiant)
Slater Bayliss, Co-Managing Partner

Typed Name and Title

Sworn to and subscribed before me this 14 day of January 2025. Personally Known X Or produced identification _____.

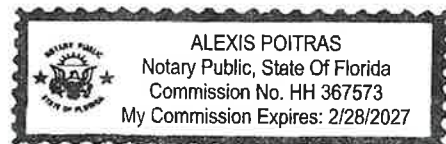
Identification type: _____

Notary Public-State of Florida

Printed, typed, or stamped commissioned name of notary public.

My commission expires 2/28/2027.

[Signature]



HUMAN TRAFFICKING AFFIDAVIT

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I currently serve as Co-Managing Partner (Role) of The Advocacy Group at Cardenas Partners DBA The Advocacy Partners (Company).
3. The Advocacy Group at Cardenas Partners DBA The Advocacy Partners (Company) does not use coercion for labor or services, as those terms are defined in Florida Statute 787.06.
4. This declaration is made pursuant to Florida Statute 92.525. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I Slater Bayliss, Co-Managing Partner (Signatory Name and Title), declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

COMPANY

The Advocacy Group at Cardenas Partners DBA The Advocacy Partners

NAME OF BUSINESS ENTITY

SIGNATURE

Slater Bayliss, Co-Managing Partner

TYPE NAME AND TITLE

E-VERIFY AFFIRMATION STATEMENT

RFP/Bid /Contract No:
RFP-007-2025

Project Description:
State Lobbyist Services

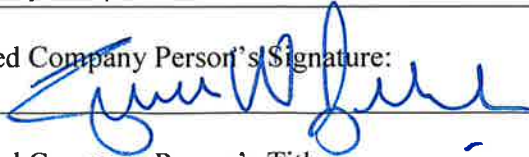
Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of,

- (a) all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- (b) all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E-Verify System during the term of the Contract is a condition of the Contract.

Contractor/Proposer/ Bidder Company Name:
The Advocacy Group at Cardenas Partners DBA The Advocacy Partners

Authorized Company Person's Signature:



Authorized Company Person's Title:
Slater Bayliss, Co-Managing Partner

Date: 1/14/2025

THIS FORM MUST BE INCLUDED WITH YOUR SUBMITTAL



RFP 007-2025
State Lobbying Services



**THE ADVOCACY
PARTNERS**

204 South Monroe Street
Tallahassee, Florida 32301

850-222-8900

www.tapfla.com

Contact: Sarah Suskey | sarah@tapfla.com

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LETTER OF TRANSMITTAL

Ms. Brenda Karr
Procurement Director
205 North Marion Avenue
Lake City, FL 32055

Dear Ms. Karr,

On behalf of the entire team at The Advocacy Group at Cardenas Partners DBA The Advocacy Partners, we are pleased to enclose a comprehensive response to the City's Request for Proposals. Please consider this a firm, irrevocable offer until such time as the City awards a contract as a result of this RFP.

The Advocacy Partners (TAP) is intimately familiar with the required services to be provided to the City as described in the RFP and is equipped to carry out all the objectives of this proposal within the required time period. TAP understands, should we earn the honor of serving as the City's contract lobbyist, that we are to meet with elected officials and City staff to provide legislative representation, assist with development of a legislative agenda, coordinate and monitor legislative and executive priorities, provide information on relevant funding opportunities, provide weekly bill reports and updates throughout the course of the year. Additionally, we will provide interpersonal contacts to help the City achieve their goals, will not provide contractual services to local competing interests, and provide for any additional needs the City might request.

Our Partner, Sarah Busk Suskey, who manages our local government practice, will be the project manager; and team members overseeing this project and authorized to make representations for the firm, both in writing and oral presentation are:

Sarah Suskey, Partner
204 South Monroe Street Tallahassee, FL 32301
Email: Sarah@tapfla.com
Cell: 850-345-9392

Steve Schale
204 South Monroe Street Tallahassee, FL 32301
Email: Steve@tapfla.com
Cell: 850-559-0317

We are genuinely excited about the opportunity to serve the City Council, and the good people of the City of Lake City. Our breadth of experience and record of success outlined in the following response will demonstrate why we are best qualified to perform these services. This is a seminal moment for the City of Lake City, and we are positioned to help the City meet its long-term goals.

Sincerely,


Slater Bayliss
Co-Managing Partner

SECTION 1- QUALIFICATIONS AND EXPERIENCE

A. Experience

The Advocacy Partners (TAP) is a bipartisan, Florida focused full-service government relations firm located in Tallahassee, Florida. Our firm was founded in 2003 at the law firm of Tew Cardenas LLP and has been in existence for 22 years. In July 2009, the partners acquired the equity interest held in it by Tew Cardenas LLP and was reincorporated as a standalone Limited Liability Company in 2009 under the name The Advocacy Group at Cardenas Partners. Following the retirement of our founding partner, Al Cardenas, the firm rebranded as The Advocacy Partners. Each of our professionals is registered with the State of Florida to lobby on behalf of our clients. TAP also submits the required quarterly lobbyist compensation reports to remain in compliance with state law. Our lobbyist registrations and compensation reports can be located on the State's website, floralobbyist.gov.

TAP has the qualifications and experience necessary to represent the City of Lake City (City) as the City's lobbyist before Florida government. Through our background representing other local government clients, we are intimately familiar with the requirements laid out in the Scope of Services, which we detail further in our response. It is our belief that the expertise and capabilities laid out in the remainder of this response will prove that TAP is more than capable of leading the City towards success.

We are proud to represent a wide range of clients, from some our nation's largest brands including Walt Disney World, Anheuser Busch, and Starbucks; to a diverse set of local governments including Lee County, Okaloosa County, Citrus County, Pasco County and the City of Ocala. In addition, we have extensive practice helping not-for-profit's such as The Cleveland Clinic and Nurse Family Partnership, and No-Kid Hungry.

B. Political Background

In Section I of this proposal, you will see details of the political experience each of our team members brings to bear. We believe it goes without saying that our exposure to serving as personal and professional aides, colleagues and political advisors to some of the state and nation's most influential power brokers in government and business gives our clients a unique entrée into almost any realm of interest they seek.

TAP has made it a priority to build relationships with policymakers statewide across the political spectrum. Our firm prides itself on the strong relationships we have with Governor DeSantis and his executive office senior management, as well as agency heads and their senior management teams. We maintain excellent relationships with Senate President Albritton and House Speaker Perez, and their respective senior staff. As part of any successful advocacy plan, it is important for the firm you choose to have a good relationship with your local delegation so that all stakeholders can work together to achieve the goals of the City. TAP has a strong relationship with both members of the Columbia County Legislative Delegation, Senator Bradley and Representative Brannan III, which will prove incredibly useful during the upcoming 2025 Legislative Session.

In our approach to and experience representing clients, it is imperative that our clients have access to policymakers across the political spectrum. For this reason, our firm builds relationships by traveling the state to meet candidates and participate in fundraising activities for both Republicans and Democrats, alike. Our approach is to aggressively use each summer and fall to build and maintain the necessary political rapport with state policymakers – and during election season, you will see our teams out raising money and rolling up their sleeves to knock on doors for candidates. We will leverage the relationships and goodwill built through these activities in order to advance the City's agenda and build champions for your work

around the state. Having a firm with the focus and capacity to accomplish this is an invaluable part of an advocacy offering.

We pride ourselves on providing effective advocacy for clients before elected officials and legislative delegations statewide. This statewide approach is particularly important leading up to the 2025 Legislative Session, where the Legislature has many new members following the election year. This creates a tremendous opportunity to educate new members on the opportunities and unique issues facing the City.

C. Local Funding Successes

TAP has assisted both private and public sector clients successfully engage in the state appropriations process for over eighteen years. We currently represent a diverse range of clients in the public sector with various appropriations goals including:

- i. Transportation | TAP has a great deal of experience and expertise in the world of transportation. With several private and public sector clients in this industry, TAP has carved out a niche of contacts and relationships across the entire transportation sector in Florida. For instance, TAP is the lead transportation lobbyist for Associated Industries of Florida (AIF), Florida’s largest business Association. As part of this work, we serve on their Florida Transportation and Maritime Council where we present during AIF’s yearly Summer and Fall Policy Retreats.

Specific to our work with local governments, on behalf of the City of Ocala, TAP worked with the members of legislative leadership over the course of two years to secure a total of \$9 million for the SW 44th Extension project. This project will reduce vehicular congestion, delays, and travel- in Ocala by providing an alternate north – south corridor for Ocala traffic west of I-75, improve freight distribution, expand and stimulate economic opportunities.

Other transportation appropriations successes include:

• US 90 Intersection Improvements at Jericho Road	\$1,000,000
• Ocala SW 44th Avenue Extension	\$9,000,000 (2-year total)
• Okaloosa – CR 2 Road Safety and Bridge Upgrades	\$3,000,000
• Okaloosa County Live Oak Church Road Bridge	\$1,500,000
• Okaloosa County West Hwy 98 Collector Rd	\$375,000

- ii. Economic Development | TAP has collaborated with local government officials and staff across the state of Florida to communicate and enhance efforts with relevant stakeholders to broaden the effects that initiatives ultimately have in terms of local job growth. TAP believes there is great value in experience and resources in the way of economic development, and we would utilize our extensive efforts to work collectively on behalf of the City with state incentive offices, elected officials, and private industries to bring awareness to the City’s economic development efforts and capabilities. We strongly believe that TAP can add significant value to the City and its efforts to bring more jobs and a stable economy to its citizens.

Specifically, on behalf of Okaloosa County, TAP has successfully advocated for the extension of the County’s ability to use a portion of Tourist Development Tax dollars to fund certain public safety expenditures, staving off what would have been an annual \$11.6 million hit to the County’s general fund.

Additionally in 2022, on behalf of the City of Ocala, TAP was successful in shepherding a local bill to create the Ocala Downtown Entertainment Zone.

Other Economic Development appropriations TAP has worked to successfully secure include:

- Okaloosa County Agriculture Center \$854,100
- City of Crestview Streetscape Renovation \$1,000,000
- On behalf of Port Tampa Bay, we helped secure \$7.65 million in funding for Berth 218, a new 475-foot public berth for cement, aggregate and other bulk construction cargo.

iii. Environmental Mitigation | For more than a decade, members of our firm have been heavily involved in environmental issues on behalf of public entities and private businesses. Our firm has been a leading partner with the state Department of Environmental Protection as well as the Florida Fish and Wildlife Conservation Commission on water quality and safety issues through client work within the state's Land Acquisition Trust Fund. We have also been successful in helping secure millions of dollars in appropriations for our local government clients for water quality and septic tank abatement projects. Additionally, on behalf of our client Blue Green Water, we assisted in securing \$15 million to fund innovative technologies to combat harmful algal blooms and for several years have secured funding to remove sand and grit from wastewater treatment facilities.

Environmental projects TAP has recently assisted in securing on behalf of our local government clients include:

- Ocala Force Main Construction \$1,000,000 (2-year total)
- Ocala Exfiltration \$2,000,000 (4-year total)
- Ocala Lower Floridan Conversion \$4,296,775 (4-year total)
- Okaloosa Florosa Potable Water Elevated Storage Tank \$1,500,000
- Okaloosa County Shoal River Ranch Water Reclamation \$7,000,000
- Okaloosa County Lloyd Street Mayflower Stormwater \$1,500,000

iv. Infrastructure Improvements | In the wake of Hurricane Ian, the worst natural disaster on record for Southwest Florida, the Lee County Board of County Commissioners turned to our firm to assist them with their State government priorities in Tallahassee. In our first year of representation, our team helped secure over \$80M in direct member project appropriations. Additionally, our team supported local government grant funding opportunities on behalf of the Lee County totaling over \$700M. Each local government grant funding opportunity was passed by the legislature and approved by the Governor.

Specific appropriations successes for Lee County include:

- Sanibel Causeway Repair \$51,670,049.00
- Matlacha Corridor Repairs \$12,431,001.00
- Miscellaneous Repairs to Roads and Bridges \$5,127,000.00

Other Infrastructure Improvements we have worked to secure include:

- Niceville Area Multi-Purpose Pathway \$1,500,000
- Okaloosa County US 98 Bridge-to-Bridge Multi-Use Path \$1,500,000

v. Public Safety and Human Services | In 2017, TAP was tasked with adding Okaloosa County to the state's Forensic Hospital Diversion Program. We worked with the County's legislative delegation, as well as legislative and executive branch leadership to successfully pass legislation that would allow the County to treat non-violent offenders for mental health and substance abuse disorders. TAP has continued working to secure consistent funding for the program for a total of \$1,900,000. Additionally, TAP worked to secure \$1,250,000 for the Okaloosa County Special Needs Ball Field and Park.

In addition to our work on behalf of Okaloosa County, TAP represents Community Health Systems (CHS), an investor-owned hospital system. One of CHS' facilities, Lower Keys Medical Center (LKMC), is located at the southernmost point of our nation, Key West. If you look at a map, Key West is about as remote a place as you can imagine in our state. The facility meets the federal definition of sole community provider but did not meet the state definition of a rural hospital which meant they were missing out on the increased funding appropriated to rural hospitals annually. We worked with the legislature and made the case that due to Key West's remote location, and the challenges that presents, they should qualify for the rural hospital increase. We were successful several years in a row, and eventually advocated to include LKMC's rural funding as a recurring cost, and the legislature agreed. Their rural hospital funding increase was built into their base funding, and the hospital can now count on an additional \$1.7M annually.

D. Understanding Proposed Legislation

TAP has a proven track record of assisting clients in navigating Florida's complex legislative and executive arena, including unparalleled experience in policy and appropriations. Our team member, Jeff Woodburn, is an attorney with years of experience in legislative tracking, drafting and analysis, including extensive experience with legislation impacting local government.

We combine the art of identifying opportunities and challenges for our clients and communicating their impacts in a clear and concise manner, incorporating political and policy components, and often capitalizing on long term political relationships. Our grasp of ever-changing political undercurrents, the political and policy components of issues, and our strong relationships are what separates our advocacy practice from our peers. Our team is well positioned to assist in the development and execution of your Florida focused government relations and policy strategy. Additionally, we can assist you in crafting a winning message and opening the right doors at the right time to help you build strong political relationships.

It is essential for the success of our relationship with the City to rely on the City of Lake City's expertise. We understand that the City is subject to thousands of laws, rules, regulations, environmental situations, and political factors at the federal, state, and local levels that can greatly impact the City in ways that we simply would not be able to comprehend without the City's counsel. Therefore, it is imperative that TAP have the ability rely on the City's staff to identify, analyze, and make us aware of implications of any change to statute or policy at the state level, fully implementing the communication policy discussed in the Approach to the Project section of this response.

Additionally, we discuss our method for understanding legislation and our strategy to address impacts further in Section 3, SubSection C. Proactive Identification of Issues of Potential Interest to the City.

E. Firm Employees

TAP's team includes seven full-time practitioners and our administrative assistant. Our team is located in Tallahassee, Florida with our office conveniently located steps from the Capitol. During the week leading up and throughout the Legislative Session each year, we expand our team by adding two interns to assist with monitoring relevant committee meetings and legislation. Specific to the representation of the City, TAP would assign Sarah Suskey to lead the City's advocacy effort working alongside Steve Schale. As detailed further in our response, when you hire us, you hire our entire team. Because each member of our team has a different set of skills and knowledge, we will work together to help achieve goals, objectives, and ensure the right person on our team is working with you towards the desired outcome.

F. Current Clients Through 2025

AAR Corp	Lee County Board of County Commissioners
Advantage Capital Partners	LivaNova
Advocating for Seniors	Marriott International
AIF	Medallion Home
Altria Client Services & Affiliates	Merit
Amplify	MIS Security
Anheuser Busch	Nurse-Family Partnership
AppleOne	NWF Health Network
AT&T	Okaloosa County Board of County Commissioners
Avis Budget Group	Oxford Downs
Binti	Palladium Investment Partners
BlueGreen Water Technologies	Pasco County Board of County Commissioners
Brizo Construction	PayIt
Brooksville RX	Peoples Gas Systems
Carabelle Dock	Performance Protocol
Caterpillar c/o MultiState Associates	Recovery Solutions
CDS Housing	Reinsurance Association of America (RAA)
Centene	RIDA Realty Investment Corporation
Centennial Management	Rising Phoenix Holding Company
Central Florida Gaming	RSM
Community Health Systems	Rubrik
Citrus County Board of County Commissioners	Secure Democracy
City of Ocala	Sentry
Civix	ServiceNow
Cleveland Clinic	Share our Strength
Colliers Engineering and Design	Southern Standard Construction
Conquest Cyber	Starbucks
Duke Energy	Tampa Electric Company
EDF	Tampa Machinery Auction
Eightfold AI	Tampa Port Authority
Elevance Health	TechNet
Endeavors	TECO
Entratus	The Battles End
FEI Systems	The Florida Bar
Florida Hospital Association	The Florida Bar, Tax Section
Film Florida	The International Society of Automation
Florida Academy of Nutrition and Dietetics	Tidal Bain
Florida Biotech	U.S. Submergent Tech
Florida Carpenters Regional Council	United Phosphorus
Florida Public Media	VSP Vision Care c/o Multistate Associates
Florida Virtual School	Walt Disney Parks and Resorts US
IBM	WANRack
ICUF	Waymo
Imagine Pediatrics	Wayne Halfway House
IMPACT Tallahassee	West Coast University
Inktel Government BPO Services	Workday
Jabil	WW Grainger
JetBlue	Ygrene
Keiser University	Zoom

G. Firm Expertise

Our firm is well positioned to carry out the services required in representing the City of Lake City before the Florida Legislature and Executive Branch. Specifically:

Strategy | We pride ourselves on our ability to see “around the corner” on issues that are important to our clients while identifying challenges and opportunities that many others would not see. We have a great deal of experience working with our local government clients to design and implement strategies while considering the ever-evolving nature of Florida Government. While understanding your long-term goals is important to us advising you on your legislative and executive priorities, we have found that goals evolve as circumstances change. Therefore, our approach of a disciplined system of communication is the key to success.

Tracking and Reporting | This is an essential component to any successful government affairs plan. Leading up to and throughout the Legislative Session, TAP constantly evaluates bills and amendments that are filed in order to determine what proposed language might stand to impact our clients. We would suggest scheduling a bi-weekly call leading up to the interim committee weeks to discuss all legislation that has the potential to impact the City, and to ensure we are on top of every issue that matters to the City. We would increase the frequency of these calls to weekly as we navigate the interim committee weeks ahead of the legislative session. In coordination with these calls, TAP creates personalized bill reports sent out on Fridays leading up and throughout the Legislative Session. To assist with the yearly committee weeks and session, we ramp up the size of our team to allow us to real-time track every potential proposal or amendment that could impact our clients. Because our team has been deliberately brought together with individuals of varying skills, we have the opportunity to utilize our team member Jeff Woodburn. Mr. Woodburn is an attorney with years of experience tracking legislation, drafting and analysis, including extensive experience with legislation impacting local government. One of our firm’s proudest accomplishments is that we are able to work together cohesively to deliver results for our clients regardless of which team member might be leading advocacy efforts.

Advocacy | Advocacy is our specialty. Our clients rely on our expertise every day to be their eyes and ears in Tallahassee and to achieve results by delivering the right message to the right people at the right time. We are our clients’ ambassadors to Florida government, and we understand that our conduct and actions are a direct reflection of them. Therefore, our reputation and ethics are of the utmost importance to us. From a macro perspective, given Florida’s evolving political landscape and our understanding of the City’s areas of focus we believe there is an opportunity to capitalize on the confluence of good public policy and good politics in order to work toward the realization of the City’s goals.

H. Unique Circumstances

In the world of lobbying before Florida government, there are two principles that make us unique from our competitors. First, this is the only firm that every member of our practice has ever lobbied for. We are a family, and we approach our clients’ needs as a team. Secondly, we are honored that the first two clients that allowed us to open our doors 22 years ago are still clients of the firm today. We pride ourselves on having very little turnover among both clients and personnel. Additionally, the goodwill engendered through our political activities will benefit the City in the course of our work in Tallahassee.

It is important that our clients have access to policymakers across the political spectrum. For this reason, TAP builds purposeful relationships by traveling the state to meet with candidates and participate in fundraising activities for both Republications and Democrats alike. Building political goodwill is extremely important and will be valuable leading into the 2025 Session where the Legislature has many new members and new leadership in both the House and Senate. TAP’s approach is to aggressively use each summer and

fall to build and maintain the necessary political rapport with state policymakers. At no additional cost, the City would benefit from the relationships and goodwill built through these activities. Having a firm with the focus and capacity to accomplish this is an invaluable part of an advocacy offering.

The City of Lake City is a small city with a rich history and diverse community. It is important that the firm the City chooses to partner with understands the issues of importance impacting the community. TAP understands that while the City faces challenges related to economic development, infrastructure, housing, and environmental concerns, it also holds numerous opportunities for growth and improvement. The City is positioned along major highways making it an ideal hub for logistics and distribution, while its proximity to urban and rural areas enables the City to serve as a convenient base for residents and businesses alike. There is an opportunity for the City to attract new industries such as technology, healthcare, and manufacturing with companies in these fields continuing to relocate, and expand, within the State. Should we earn the honor of representing the City, we would assist the City in addressing these challenges strategically utilizing our previous experience with our municipal and business clients alike.

I. Project Personnel

The Advocacy Partners (TAP) has taken a purposeful approach to building a well-rounded team of individuals with different skills and backgrounds. Our two founding partners, Slater Bayliss and Stephen Shiver, previously worked on behalf of the Governor's Office and Speaker's Office, respectively. Our two other partners include Sarah Suskey and Chris Chaney. Mrs. Suskey has been with our firm for nearly 18 years following her experience working on campaigns and with the Republican Party of Florida, while Mr. Chaney has been with the firm for 10 years following his time in Governor Scott's Administration where he served as Director of Legislative Affairs at the Agency for Health Care Administration.

Our three other firm members include: Jeff Woodburn, who previously worked in the Florida House of Representatives and Senate before serving in Governor Scott's Administration and working on the DeSantis Campaign for Governor; Steve Schale, who has nearly 30 years of experience in Florida politics including a decade working in the Florida House of Representatives; and Alex Poitras, the newest member of our team, has now been with us for 2 years.

The following pages detail the resumes for each member of our team. Although certain members of our team will lead the advocacy efforts on behalf of the City, our approach to advocacy is that of a team nature to ensure that each of our clients gets the most support possible for their goals.



Slater Bayliss

slater@tapfla.com

Slater is a co-founder of The Advocacy Partners and a veteran of Florida politics and public policy making. Over two decades in the industry, he has earned a reputation as a contemplative strategist as well as a tenacious and effective advocate. Slater has been recognized by INFLUENCE magazine as one of the most influential people in Florida politics and was recently named one of the top 10 lobbyists in Florida by The Florida Standard. Additionally, Slater is an adjunct professor in Florida State University's College of Social Sciences and Public Policy.

Professional Experience

The Advocacy Partners

Partner & Co Founder, 2004-Present

Represents interest before Florida government; Coordinates legislative and political strategies for clients on issues.

Executive Office of the Governor, Office of Tourism, Trade, and Economic Development (OTTED)

Assistant Director 2003

Responsible for working with business leaders to foster a competitive business environment in Florida; Supervised the Florida Centers of Excellence Program; Coordinated the economic development strategy; Served as liaison between the Office of the Governor and Enterprise Florida.

Executive Office of Governor Jeb Bush

Special/Personal Assistant Governor Jeb Bush, 2001-2003

Served as a liaison between the governor and the executive office, members of the Florida Legislature, agency secretaries, and constituents; Assisted Governor and executive staff with external affairs, communications issues, scheduling, logistical execution of events and legislative issues.; Managed the Governor's schedule, including all political and official state travel.

Republican Party of Florida

Director Committee of 100/Deputy Finance Director, 1999-2000

Management of the Republican Party of Florida's highest donor level; Assisted with logistical execution of Victory 2000 events and major donor events.

Appointments & Accolades

- Florida Prepaid College Board | Appointed by Governor Ron DeSantis
- Military Service Academy Nominating Commission | Appointed by Senator Marco Rubio
- Board of Directors of the Florida Sports Foundation, served as the Chair of the Florida Sports Charitable Foundation | Appointed by Governor Jeb Bush, Reappointed by Governor Charlie Christ

Education

Master's Degree of Applied American Policy and Politics
Florida State University | Tallahassee, FL

Bachelor's Degree of Communication Studies and Political Science
The University of Iowa | Iowa City, IA



Chris Chaney

chris@tapfla.com

A veteran of Florida's legislative and appropriations process, Chris Chaney joined The Advocacy Partners in 2014 after having served at the highest levels of state government. Chris has been recognized by INFLUENCE magazine as one of the most influential people in Florida health care politics.

Professional Experience

The Advocacy Partners

Partner, 2014-Present

Represents clients before Florida government; Coordinates legislative and political strategies with a focus on healthcare policy, local government, and energy; facilitates and executes political fundraising for clients

Agency for Health Care Administration

Legislative Affairs Director, 2011-2014

Advocated the agency's policy and budget agenda before the Florida Legislature; Advised the Secretary and other senior management of current political environment and coordinated strategy; Managed the activities of Agency staff through all aspects of the legislative process.

Agency for Health Care Administration

Acting Chief of Staff, August – November 2012

Assisted the Secretary in all aspects of the day-to-day operation of the Agency, including policy development and implementation; Directly oversaw the legislative and communications efforts of the Agency; Coordinated Agency efforts with the Executive Office of the Governor, and other executive agencies.

Office of Governor-Elect Rick Scott

Portfolio Manager, Health and Human Services

Coordinated the personnel transition for all Health and Human Service agencies and departments.; Identified, evaluated, and set up vetting of talent.

Rick Scott for Governor

Director of Targeting, Statewide Field Program

Assisted campaign leadership in the development and implementation of statewide targeted voter turnout efforts; Tailored regional targeting and micro targeting to most effectively turnout voters; Assisted in recruiting and managing grass roots volunteer efforts in the Capital area.



Alex Poitras

alex@tapfla.com

Alex Poitras joined The Advocacy Partners in January 2023 as their Director of Operations. As of July 2024, her role has transitioned to Director of Research & Operations. She brings a considerable understanding of the landscape of Florida politics with experience working for members of both political parties. Alex manages the firm's day-to-day operations while coordinating legislative priorities and research.

Professional Experience

The Advocacy Partners

Director of Research & Operations, 2023-Present

Responsible for day-to-day operations of the Firm; Assists with the coordination of legislative and political strategies on behalf of clients; Organizes and leads research projects, appropriations projects & tracking, and procurement responses; And oversees the Firm's internship program and legislative tracking, in addition to other responsibilities.

Greenberg Traurig P.A.

Legal Support Specialist, Government Law & Policy, 2021-2023

Direct support for 5 members of the lobbying team; Responsible for daily newsletter to all clients; Legislative bill tracking, analysis, & talking points; Research projects; and maintain campaign donation database.

Florida House Minority Leader *pro tempore* Kamia Brown (District 45)

Legislative Intern, 2021

Directly supported the District Secretary to Representative Brown; Designed social media posts and composed press releases; Crafted presentations, talking points, and fact sheets for the Representative to use when informing the public.

Florida House of Representatives, Office of the Clerk

Page Supervisor- House Page and Messenger Program, 2019-2020

Supervised Middle School students during 2020 House Legislative Session; Instructed students on legislative process and Capitol orientation; Facilitated Mock Committee and Mock Sessions for Page education; Directed Pages on House floor protocols.

Florida House Representative Frank White (District 1)

Legislative Intern, 2017

Directly supported the Legislative Assistant to Representative White; Monitored and reported updates on House and Senate legislation; Distributed Committee correspondence on proposed bills; Organized and cross-referenced legislative binders for ease-of-use.

Education

Master's Degree of Public Administration, 2023
Florida State University | Tallahassee, FL

Bachelor's Degree of Political Science & History,
2017
Florida State University | Tallahassee, FL



Steve Schale

steve@tapfla.com

Steve Schale joined The Advocacy Partners in 2018, providing strategic advice to numerous clients, including companies like Walt Disney World, AT&T, and Waymo. His twenty-eight years of state and federal campaign experience on behalf of Democratic candidates is unparalleled and being widely quoted in national media as a top expert on Florida, the Tampa Bay Times has called him “one of the savviest and most effective political strategists Florida Democrats have seen in ages.”

Professional Experience

The Advocacy Partners

Associate, 2018-Present

Representing clients before the legislative and executive branches of government; Responsible for passing several pieces of legislation, working appropriations issues, and providing political advice for a variety of clients.

Schale Communications and Government Relations

President, 2013-2018

Representing clients before the legislative branch, as well as advising candidates for the Florida Legislature, the United States Congress, Florida Governor, and President of the United States.

Florida Justice Association

Political and Communications Director, 2009-2013

Obama/Biden Presidential Campaigns

Florida Director, 2008 & Senior Advisor, 2012 & Unite the Country Super PAC CEO, 2019-2024

Florida House Democratic Caucus

Executive Director, 2005-2008

Florida House of Representatives

Legislative Assistant 1996-2002 & House Democratic Office 2002-2005

Appointments & Accolades

- “Top 100 Political Influencers” by Florida Politics Magazine in 2016, 2018, and 2020
- Founding Board Member, Drive For The Future
- Board member, Epilepsy Alliance of Florida
- Board member, Awesome Tallahassee
- Board member, American Council of Young Political Leaders
- Member, Leadership Florida, Cornerstone Class 31

Education

MA (Communications) 2009
Florida State University | Tallahassee, FL

BA, BA (Political Science & History) 1996
The University of the South | Sewanee, TN



Stephen Shiver

stephen@tapfla.com

Stephen Shiver has served directly and indirectly for numerous past and current members of the Florida Legislature, including many that are in leadership positions currently. He is a co-founding member of The Advocacy Partners and has worked in politics and public policy for over 25 years.

Professional Experience

The Advocacy Partners

Partner & Co Founder, 2005-Present

Represents private and public entities before Florida Government; Coordinates legislative and political strategies for clients on issues including (but not limited to) transportation, local government public policy, state appropriations, education, technology, procurement; Creates and executes political fundraising on behalf of clients.

Tom Lee for Chief Financial Officer Campaign

Campaign Manager/Senior Advisor, 2005-2006

Responsible for activities including statewide strategy and fundraising; Legislative and political envoy to state legislators and political parties across Florida; Responsible for message and implementation of a multi-million-dollar media strategy.

Republican Party of Florida (RPOF)

Executive Director of Political Affairs, 2003-2004

Coordinated all political aspects of the 2004 Elections; Florida Victory 2004 Executive Director; Oversaw the state party's multi-million-dollar political budget; Coordinated communications with top level officials from the RNC and the state party.

The Labrador Company

Legislative Consultant, 2002-2003

Lobbied the state legislature on behalf of all clients; Directed researched projects for clients; Tracked bills, budget issues, and monitored committee meetings on behalf of clients.

Office of the Speaker, Florida House of Representatives

Chief Executive Assistant to House Speaker Tom C. Feeney, 2001-2002

Coordinated legislative briefings for the Speaker; Coordinated communications with lobbyists and the Speaker; Provided oversight on staff travel and committee communications for House employees for the Office of the Speaker

Appointments & Accolades

- Member- Florida Association of Professional Lobbyist
- Guest Lecturer- International Republican Institute- Bosnia/Macedonia

Education

Bachelor's Degree in English and Business | Florida State University | Tallahassee, FL



Sarah Busk Suskey

sarah@tapfla.com

Sarah Busk Suskey is a Partner at The Advocacy Partners with over 15 years of experience working in Florida politics. She provides clients with strategic political advice designed to maximize resources and build relationships.

Professional Experience

The Advocacy Partners

Partner, 2007-Present

Represent clients before Florida government in matters including, but not limited to, appropriations, economic development, growth management, transportation, education, criminal and civil justice, information technology, telecommunications, environmental preservation and insurance fraud. Extensive experience working with local governments, as well as multiple statewide associations and businesses large and small to formulate and execute an executive and legislative plan. Provide clients with strategic political advice designed to maximize resources and build relationships.

2007 Florida Inaugural Committee

Special Events Representative, Nov 2006 – Jan 2007

Coordinated Governor Charlie Crist's swearing in ceremony; Booked performers and organized volunteers; Interfaced with the Department of Military Affairs and worked with members of the Cabinet and Supreme Court to ensure that the event was carried out successfully.

Tom Lee for Chief Financial Officer Campaign

Deputy Finance Director, Aug 2005 – Nov 2006

Responsible for all day-to-day operations of the campaign's statewide headquarters; Coordinated fundraising activities and major donor relations; Oversight of all financial reporting to the Florida Department of State; Served as liaison between the RPOF and the Campaign.

Republican Party of Florida (RPOF)

Special Assistant to the Chairman & Donor Relations Coordinator, Mar 2004 – Aug 2005

Planned the Annual Tallahassee Donor Fly-in; Responsible for the coordination of fundraising & event logistics, as well as fundraising accounting; Responsible for the Chairman's schedule and correspondence.

Awards and Accolades

- Alternate Delegate to the 2004 Republican National Convention
- Graduate of RNC Campaign Finance College

Education

Bachelor's Degree in Political Science, 2002
Florida State University | Tallahassee, FL



Jeff Woodburn, J.D.

jeff@tapfla.com

Prior to joining The Advocacy Partners, Jeff Woodburn served as the policy director for Governor-Elect Ron DeSantis' successful governor campaign, where he was responsible for developing the campaign policy platform and served on the campaign's senior leadership team. Prior to his campaign experience, Jeff served the state of Florida for nearly ten years.

Professional Experience

The Advocacy Partners

General Counsel, January 2019- Present

Advocate on behalf of various clients before the Florida Legislature and Executive branch of Florida's government; Advise clients on policy development, the legislative process, and Florida government.

Jeffrey Woodburn P.A.

Attorney, January 2019 – Present

Solo practitioner law firm, representing clients in Florida; Advise clients on legal and regulatory issues.

Ron DeSantis for Governor Campaign

Policy Director, 2018

Responsible for developing and drafting the policy platform for a successful statewide candidate for Florida Governor.

Florida Constitution Revision Commission

Executive Director, 2017-2018

Responsible for day-to-day operations, legal review, and administration for the most successful Constitution Revision Commission in Florida's history; Resulted in seven amendments to Florida's constitution passing in the 2018 general election.

Executive Office of Governor Rick Scott

Policy Director & Deputy Chief of Staff, 2014-2017

Responsible for developing policy objectives, briefing the Governor on all legislation, managing various business and insurance coalitions during legislative sessions, and served as co-director of the Office of Policy and Budget; Oversaw various state agencies including the Departments of Business and Professional Regulation, Corrections, Juvenile Justice, Lottery, Revenue, the State Board of Administration, the Offices of Insurance Regulation and Financial Regulation, the Division of Bond Finance, the Florida Retirement System, Citizens Insurance, Visit Florida, and the Florida Housing Finance Corporation.

Education

Juris Doctor, 2009

Florida Coastal School of Law | Jacksonville, FL

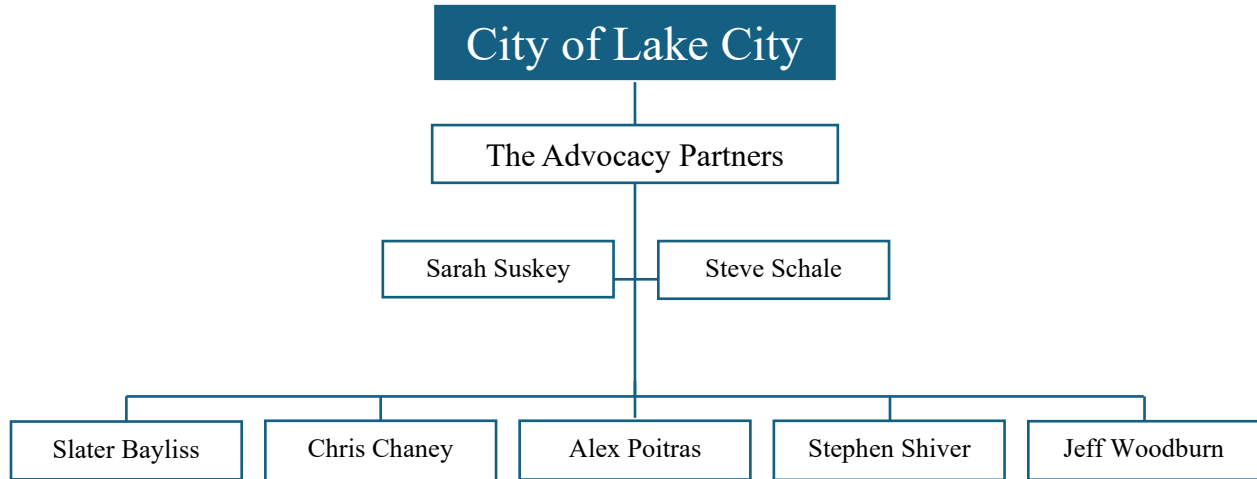
Bachelor's Degree in Political Science, 2005

University of Florida | Gainesville, FL

J. Principal Point of Contact

Should we earn the honor of being selected by the City of Lake City, Sarah Suskey will take the lead advocating on behalf of the City, while working alongside Steve Schale. Mrs. Suskey is one of four Partners of our firm and has the authorization to make representations and agreements on behalf of the firm.

K. Organizational Chart



SECTION 2 – REFERENCES

Lee County

Contact Person: Glenn Salyer, Assistant County Manager
Email: GSalyer@leegov.com
Phone: 239.533.2221

Port Tampa Bay

Contact Person: Thomas Hobbs, Chief of Staff
Email: thobbs@tampaport.com
Phone: 813.579.0354

City of Ocala

Contact Person: Pete Lee, City Manager
Phone: 352.629.2489
Email: plee@ocalafl.org

Okaloosa County

Contact Person: Carolyn Ketchel, Commissioner
Email: cketchel@myokaloosa.com
Phone: 850.689.5050

SECTION 3 – APPROACH TO THE PROJECT

A. Approach to Required Services

The Advocacy Partners (TAP) has a great deal of experience working with local government entities to design and implement strategies while considering the evolving political, policy, and personnel undercurrents of Florida politics. Through our experience representing our local government clients, we have found that goals evolve as circumstances change. We have found that the key to successfully navigating those evolving circumstances has been purposeful and disciplined communication. To implement a proactive approach to communication, we would ensure that regular bi-weekly meetings are conducted, which would increase in frequency leading up to Session.

An important aspect of our communication plan is to assign specific members of our team to support the efforts of the City of Lake City (City). As previously mentioned in our response, should we earn the privilege of representing the City before the State, we would recommend Sarah Suskey and Steve Schale lead the TAP advocacy efforts. While Mrs. Suskey and Mr. Schale will be the lead interfacing with the City, understand we will utilize the time and talents of our entire firm. Should we need to bring the expertise of other members of our firm to meet with city staff, and/or elected officials, we would do so as needed.

TAP has taken a deliberate approach to our local government practice to ensure that each of our municipal clients receives the best representation possible. To achieve this, we are purposeful when determining which members of our team will assume lead responsibility. We currently have the pleasure of representing the City of Ocala, Okaloosa County, Lee County, Port Tampa Bay; and have recently begun representing Citrus County and Pasco County. Each of our local government clients has very distinct needs based on their region and in the case of the Port, their specific governmental purpose. We have been fortunate that our representation has spanned over more than a decade for Okaloosa County, the City of Ocala, and Port Tampa Bay. We feel that the fact that each has extended and renewed our contracts for this length of time is indicative of the trust and confidence that each client has in our firm. We have a deep level of understanding of the needs of local governments and yet, we are not spread so thin as to have to make choices between their priorities when going to decision-makers to advocate on their behalf.

Our record of success on behalf of our clients is unmatched, and we believe our approach allows us to ensure we both understand our clients' needs and formulate the best strategy for the City's success. TAP provides the following services, and more, to our clients – and specifically on your behalf, we will:

- Represent the City of Lake City and your priorities before elected, appointed and career state officials.
- Assist the City with developing goals, and then help to develop and implement a plan to achieve them.
- Identify challenges and opportunities that stand to impact the City at both the legislative and executive levels.
- Monitor and advise on legislation and appropriations that could impact the City of Lake City, including issues impacting Home Rule, as well as other local government issues.
- Represent the City before legislative and executive bodies and in meetings with elected or appointed individuals and their respective staff.
- Assist the City in the state appropriations process and identifying key opportunities.
- Assist the City in navigating various requirements from executive branch agencies including, but not limited to grants, reimbursements, and tax credits.
- Coordinate any Tallahassee and state-wide based needs including meetings with key officials and stakeholders such as the Governor, legislative leaders, and state agency heads.
- Report on Legislative actions and the firm's efforts at the conclusion of each Session.

TAP utilizes a team approach to ensure that our clients' needs are not only met but exceed expectations. As mentioned above, Sarah Suskey and Steve Schale will lead these efforts while being supported by each of our team members. It is important to note that due to the timeline listed in the Request for Proposal, the date listed that the evaluation committee's recommendation will be presented for approval (February 17, 2025) is passed the House Local Funding Appropriations Request submission deadline of February 14, 2025. As a result, should TAP be selected as the firm for the City, our approach to advocacy will be unable to assist with the House Local Funding Appropriations Request due to the deadline. Should the City choose to submit these forms prior to onboarding, TAP would immediately hit the ground running to familiarize ourselves with the nature of the request and assist in any way with the Senate companion forms.

Should we earn the honor of representing the City, the following is an example of what an initial step-by-step approach we would propose for the 2025 legislative session:

February 2025

- Immediately conduct an onboarding call with relevant members of the City to familiarize each other with the goals for the 2025 Session.
- Utilize the final Committee week leading up to the 2025 Legislative Session to meet with Representative Brannan III and Senator Bradley in addition to the respective budget Chairs if necessary.
- Establish regularly scheduled meetings between TAP and City personnel to keep officials apprised of real time issues.

March - May 2025

- TAP will monitor and track legislation and attend committee meetings related to the City's initiatives and priorities throughout the legislative session. Should an issue arise that would impact the City, either in a positive or negative manner, TAP would immediately reach out to work with the City on a strategy to tackle the issue.
- TAP will also coordinate meetings, discussions, etc. with industries supporting issues related to the goals of the City. It is our responsibility and pleasure to distribute a weekly report detailing the bills of consequence to the City and will provide written updates outside of these reports as circumstances evolve.
- TAP will coordinate "City of Lake City Day" in Tallahassee and facilitate meetings with pertinent legislators and agency officials in support of the City's priorities.
- As challenges and opportunities present themselves, TAP will coordinate any meeting and public testimony for City Officials throughout the 2025 legislative session.

Year Round

- Provide advice to the City of Lake City on regulation and state policies that might materially impact the objectives set forth.
- Throughout the year, TAP will represent the City in meetings that impact policy objectives, including industry conferences, marketing materials, and networking opportunities that will be promptly reported back to City personnel on all relevant developments. This includes any pertinent interaction with the Florida League of Cities.
- Provide the City with research and background information on any relevant issues as needed.
- Provide assistance with drafting correspondence to elected officials, staff, or other government entities when necessary.

The above list is not exhaustive, TAP will modify and expand this initial proposed plan of action as the City's needs and priorities evolve. While any advocacy effort should have a blueprint for success, it is

critical that the City's plan be fluid and retain flexibility needed to react to the ever changing and tumultuous landscape of the political and legislative processes.

B. Tracking & Analysis of Bill and Legislative Agenda

As a matter of practice, each member of our firm reviews and analyzes every piece of legislation filed to determine if it could impact our clients. We believe that having multiple sets of eyes on each piece of legislation filed ensures we don't miss anything.

Should we win the City's work, we will flag every bill that could impact the City's priorities, or the City's governance, in a software program called LobbyTools. This program will notify us in real time of any changes that occur. We will also share any legislation that we believe could have an impact on the City with our point of contact and seek feedback.

Every Monday during committee meeting weeks and session, we meet as a complete TAP team to review any bill that is on an agenda that impacts, or may impact, our clients. We then split up any tasks needed, such as scheduling meetings with legislators and staff.

Our bill tracking database is also the backbone of our weekly reports that we distribute on Fridays. In each report, you will receive a summary of relevant events that may have happened in the week prior, followed by a detailed bill report of all legislation that we are monitoring on your behalf. These weekly reports are an invaluable tool in our communication plan and will allow the City to review proposed legislation and communicate to our team should there be any questions or concerns.

Advocacy is our specialty and as such, we are committed to working with the City Council to determine a legislative agenda that supports the goals the City wishes to achieve. Due to the timing of this Request for Proposal, we would need to immediately get to work to shape the legislative agenda on Day 1 so that we can provide the best possible outcomes during the 2025 legislative session. Should we earn the opportunity to serve as the City's lobbyist of contract beyond the 2025 session, we would typically begin to have conversations with the City as early as July or August of 2025 so that we can begin working with stakeholders ahead of the 2026 legislative session set to kick off in January of 2026.

C. Proactive Identification of Issues of Potential Interest to the City

Regarding the development and implementation of a strategy of support, opposition, or amendment of pending legislation that may impact the City, it is important to note that the approach taken will be different depending on the issue. Our first step would be to utilize our communication strategy identified in Section 3, Subsection A to determine the legislation that needs to be addressed. Once we have our marching orders from the City, we would reach out to the bill sponsors to provide our position on the issue. In the case of support, we would do everything possible to assist the bill sponsor in reaching the finish line. If the City does not support specific legislation, we would immediately reach out to bill sponsors and other relevant stakeholders to explain why the City's position on the issue should be considered and offer proposed amendment language to align the legislation with the City's position. Should these efforts not result in the necessary result, we would realign our mission from amending the legislation to opposing, or "killing", the proposed bill. Should our efforts at the legislative level not prove successful, we would shift to demonstrating to the Governor's Office why the legislation is detrimental to our state and encourage the use of veto power. Again, every single situation is dependent on the issue that is being considered and our strategy to advocating support, opposition, or amendment will vary on what stakeholders and members of the legislature are involved.

As briefly mentioned in Section 1 – Qualifications and Experience, we pride ourselves on our ability to see “around the corner” on issues that are important to our clients. We are well positioned to assist the City in identifying issues of potential interest. With our office conveniently located down the street from the Capitol, we are immersed in the everyday happenings when the legislature is in town. During the legislative session, things can change at a moments’ notice and having a firm that is central to the happenings is an invaluable resource.

Our ability to be proactive on issues relating to the City works hand-in-hand with our purposeful communication plan laid out in this response. As your state lobbyist, we are available 24 hours a day, 7 days a week to answer any and all questions the City may have. This is in addition to our proposed cadence of weekly touchpoints to ensure that no issue goes undiscussed.

SECTION 4 – COST PROPOSAL

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Total Annual Lump Sum (inclusive of all expenses)	1	Lump Sum		\$50,000.00
TOTAL: \$50,000					

SECTION 5 – KEY PARTNERSHIPS

TAP works closely with the Florida League of Cities and Florida Association of Counties to ensure that we are on top of issues that could face our current local government clients. In the case of the City, we would continue fostering these relationships and advocate on behalf of the City’s interests should the League of Cities consider issues that could impact the City. It is imperative to have close relationships to these advocacy organizations so that the City may reap the benefits.

Our firm prides itself on the strong relationships we have with Governor Ron DeSantis and his executive office senior management. We have strong personal relationships with each of the Cabinet members – the majority of whom we knew personally well before they reached statewide office, as well as all executive agency heads and their senior management teams.

In addition, we maintain solid relationships with Senate President Ben Albritton and Speaker of the House Danny Perez, as well as their chosen successors for the 2026-2028 biennium. Our firm is built to ensure we can advocate on your behalf with every member of the legislature, regardless of where they live, or which political party they serve. Your lobbyist’s role should not be to lobby your delegation, but rather to coordinate with them and reach legislators outside your geographic area. In order for the City to be successful, your lobbyist must be influential with legislators and appointed officials from around the state. And our firm is.

We have enumerated a selection of key partnerships each member of our team brings to bear on behalf of the City below, as well as a detailed inventory of legislative relationships that will be brought to bear on behalf of the City. Please note that the list is not exhaustive, many members of our firm have relationships with a variety of legislators and agency officials.

As stated previously, our firm truly takes a team approach to our representation of the City and at any point throughout the year, any member of our firm may engage with decision makers in the state in furtherance of the City’s priorities.

Slater Bayliss: Governor Ron DeSantis and Senior Staff, Department of Children and Families, Enterprise Florida, Department of Commerce, Department of Emergency Management

Chris Chaney: Agency for Health Care Administration, Department of Health, Department of Children and Families, Health Appropriations and Policy Leadership

Steve Schale: House and Senate Democratic Leadership, Department of Highway Safety and Motor Vehicles

Stephen Shiver: Department of Transportation, Department of Education, Supreme Court, Juvenile Justice

Sarah Busk Suskey: Governor's Office, Environmental Protection, Florida Digital Service, Fish and Wildlife Conservation, Business and Professional Regulation, Department of State, Juvenile Justice, Department of Education

Jeff Woodburn: Governor's Office of Policy and Budget, Attorney General Ashley Moody and Senior Staff, Chief Financial Officer Jimmy Patronis and Senior Staff, Department of Corrections

Florida House of Representatives

Representative	Abbott	Slater Bayliss
Representative	Albert	Sarah Suskey
Representative	Alvarez (D)	Chris Chaney
Representative	Alvarez (J)	Steve Schale
Representative	Anderson	Sarah Suskey
Representative	Andrade	Steve Schale
Representative	Antone	Steve Schale
Representative	Aristide	Steve Schale
Representative	Baker	Slater Bayliss
Representative	Bankson	Stephen Shiver
Representative	Barnaby	Slater Bayliss
Representative	Bartleman	Steve Schale
Representative	Basabe	Slater Bayliss
Representative	Benarroch	Sarah Suskey
Representative	Berfield	Chris Chaney
Representative	Black	Slater Bayliss
Representative	Blanco	Sarah Suskey
Representative	Booth	Stephen Shiver
Representative	Borrero	Stephen Shiver
Representative	Botana	Chris Chaney
Representative	Brackett	Sarah Suskey
Representative	Bracy Davis	Steve Schale
Representative	Brannan III	Stephen Shiver
Representative	Buchanan	Slater Bayliss
Representative	Busatta	Slater Bayliss

Representative	Campbell	Steve Schale
Representative	Canady	Sarah Suskey
Representative	Caruso	Slater Bayliss
Representative	Casello	Steve Schale
Representative	Cassel	Steve Schale
Representative	Chamberlin	Stephen Shiver
Representative	Chambliss	Steve Schale
Representative	Chaney	Sarah Suskey
Representative	Cobb	Sarah Suskey
Representative	Conerly	Sarah Suskey
Representative	Cross	Steve Schale
Representative	Daley	Chris Chaney
Representative	Daniels	Steve Schale
Representative	Driskell	Steve Schale
Representative	Duggan	Stephen Shiver
Representative	Dunkley	Steve Schale
Representative	Edmonds	Steve Schale
Representative	Eskamani	Steve Schale
Representative	Esposito	Chris Chaney
Representative	Fabricio	Slater Bayliss
Representative	Franklin II	Steve Schale
Representative	Gantt	Steve Schale
Representative	Garrison	Chris Chaney
Representative	Gentry	Stephen Shiver
Representative	Gerwig	Sarah Suskey
Representative	Giallombardo	Slater Bayliss
Representative	Gonzalez Pittman	Sarah Suskey
Representative	Gossett-Seidman	Sarah Suskey
Representative	Gottlieb	Steve Schale
Representative	Greco	Chris Chaney
Representative	Griffitts Jr.	Chris Chaney
Representative	Grow	Sarah Suskey
Representative	Harris	Steve Schale
Representative	Hart	Steve Schale
Representative	Hinson	Steve Schale
Representative	Holcomb	Sarah Suskey
Representative	Hunschofsky	Steve Schale
Representative	Jacques	Slater Bayliss
Representative	Johnson	Sarah Suskey
Representative	Joseph	Steve Schale
Representative	Kendall	Sarah Suskey

Representative	Kincart Jonsson	Sarah Suskey
Representative	Koster	Sarah Suskey
Representative	LaMarca	Steve Schale
Representative	Lopez (J)	Steve Schale
Representative	Lopez (V)	Steve Schale
Representative	Maggard	Stephen Shiver
Representative	Maney	Sarah Suskey
Representative	Mayfield	Sarah Suskey
Representative	McClure	Chris Chaney
Representative	McFarland	Sarah Suskey
Representative	Melo	Stephen Shiver
Representative	Michael	Slater Bayliss
Representative	Miller	Sarah Suskey
Representative	Mooney, Jr.	Sarah Suskey
Representative	Nixon	Steve Schale
Representative	Oliver	Sarah Suskey
Representative	Overdorf	Chris Chaney
Representative	Owen	Sarah Suskey
Representative	Partington	Sarah Suskey
Representative	Perez	Chris Chaney
Representative	Persons-Mulicka	Chris Chaney
Representative	Plakon	Steve Schale
Representative	Plasencia	Stephen Shiver
Representative	Porras	Chris Chaney
Representative	Rayner	Steve Schale
Representative	Redondo	Chris Chaney
Representative	Rizo	Slater Bayliss
Representative	Robinson (F)	Steve Schale
Representative	Robinson (W) Jr.	Chris Chaney
Representative	Rosenwald	Sarah Suskey
Representative	Salzman	Steve Schale
Representative	Sapp	Slater Bayliss
Representative	Shoaf	Slater Bayliss
Representative	Sirois	Slater Bayliss
Representative	Skidmore	Steve Schale
Representative	Smith	Stephen Shiver
Representative	Snyder	Chris Chaney
Representative	Spencer	Steve Schale
Representative	Stark	Sarah Suskey
Representative	Steele	Slater Bayliss
Representative	Tant	Steve Schale

Representative	Temple	Stephen Shiver
Representative	Tendrich	Steve Schale
Representative	Tomkow	Sarah Suskey
Representative	Trabulsy	Sarah Suskey
Representative	Tramont	Slater Bayliss
Representative	Tuck	Sarah Suskey
Representative	Valdes	Steve Schale
Representative	Weinberger	Sarah Suskey
Representative	Woodson	Steve Schale
Representative	Yarkosky	Steve Schale
Representative	Yeager	Slater Bayliss

Florida Senate

Senator	Albritton	Stephen Shiver
Senator	Arrington	Steve Schale
Senator	Avila	Steve Schale
Senator	Berman	Steve Schale
Senator	Bernard	Steve Schale
Senator	Boyd	Chris Chaney
Senator	Bradley	Steve Schale
Senator	Brodeur	Chris Chaney
Senator	Burgess	Sarah Suskey
Senator	Burton	Chris Chaney
Senator	Calatayud	Slater Bayliss
Senator	Collins	Slater Bayliss
Senator	Davis	Steve Schale
Senator	DiCeglie	Sarah Suskey
Senator	Fine	Slater Bayliss
Senator	Gaetz	Slater Bayliss
Senator	Garcia (I)	Steve Schale
Senator	Grall	Sarah Suskey
Senator	Gruters	Chris Chaney
Senator	Harrell	Slater Bayliss
Senator	Hooper	Sarah Suskey
Senator	Ingolia	Stephen Shiver
Senator	Jones	Steve Schale
Senator	Leek	Stephen Shiver
Senator	Martin	Chris Chaney
Senator	McClain	Stephen Shiver
Senator	Osgood	Steve Schale
Senator	Passidomo	Stephen Shiver

Senator Pizzo	Steve Schale
Senator Polsky	Steve Schale
Senator Rodriguez	Sarah Suskey
Senator Rouson	Steve Schale
Senator Sharief	Steve Schale
Senator Simon	Stephen Shiver
Senator Smith	Steve Schale
Senator Thompson	Steve Schale
Senator Truenow	Stephen Shiver
Senator Trumbull	Chris Chaney
Senator Wright	Stephen Shiver
Senator Yarborough	Stephen Shiver

SECTION 6 – REQUIRED FORMS

- A. Pricing Proposal
- B. Addendum Acknowledgement – Completed Upon Portal Submission
- C. Certification for Disclosure of Lobbying Activities on Federal Aid – Per Questions & Answers, Not Required
- D. Conflict of Interest Form
- E. Drug Free Workplace Certification
- F. Public Entity Crime Acknowledgement
- G. Scrutinized Companies Certification – See Vendor Questionnaire
- H. Copies of Licenses and Certifications – See Statement of Qualifications
- I. Human Trafficking Affidavit
- J. Non-Collusion Affidavit
- K. E-Verify Affirmation

PRICING PROPOSAL

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Total Annual Lump Sum (inclusive of all expenses)	1	Lump Sum		\$50,000.00
TOTAL: \$50,000					

CONFLICT OF INTEREST STATEMENT

STATE OF FLORIDA, CITY OF Tallahassee

Before me, the undersigned authority, personally appeared Slater Bayliss, who was duly sworn deposes and states:

1. I am the Co-Managing Partner of The Advocacy Group at Cardenas Partners DBA The Advocacy Partners with a local office in N/A and principal office in Tallahassee, Florida and principal office in N/A.
City & State City & State
2. The above named entity is submitting a Proposal for the City of Lake City **RFP-007-2025** described as **STATE LOBBYIST SERVICES**.
3. The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.
4. The Affiant states that only one submittal for the above proposal is being submitted and that the above named entity has no financial interest in other entities submitting proposals for the same project.
5. Neither the Affiant nor the above named entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.
6. Neither the entity nor its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.
7. Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
8. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Lake City.
9. I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of lake City.
10. In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above named entity, will immediately notify the City of Lake City.

DATED this 14 day of January 2025.

[Signature]
(Affiant)
Slater Bayliss, Co-Managing Partner

Typed Name and Title

Sworn to and subscribed before me this 14 day of January 2025. Personally Known X Or produced identification _____.

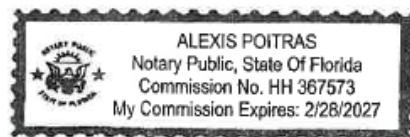
Identification type: _____

Notary Public-State of Florida

Printed, typed, or stamped commissioned name of notary public.

My commission expires 2/28/2027.

[Signature]



DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that, The Advocacy Group at Cardenas Partners DBA The Advocacy Partners (print or type name of firm) publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.

- Informs employees about the dangers of drug abuse in the work place, the firm’s policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under bid or proposal, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under bid or proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, plea of guilty or nolo contendere to, any violation of Chapter 1893, of any controlled substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written (*) statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee’s community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free work place through the implementation of the drug free workplace program.

“As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein”

[Signature]
Authorized Signature

1/14/2025
Date Signed

State of Florida

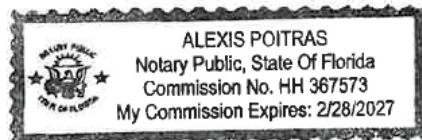
County of Leon

Sworn to and subscribed before me this 14 day of January 2025.

Personally known X or Produced Identification _____
(Specify type of identification)

[Signature]
Signature of Notary

My Commission Expires: 2/28/2027



**SWORN STATEMENT UNDER SECTION
287.133(3)(n), FLORIDA STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid No. RFP-007-2025.
2. This sworn statement is submitted by The Advocacy Group at Cardenas Partners DBA
The Advocacy Partners whose business address is 204 South Monroe Street Tallahassee, FL 32301 and (if applicable) its Federal Identification No.(FEIN) is 27-0393975. If entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____.
3. My name is Slater Bayliss and my relationship to the entity named above is Co-Managing Partner.
4. I understand that a “public entity crime” as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to, and directly related to, the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy or material misrepresentations.
5. I understand that “convicted” or “conviction” as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an “affiliate” as defined in Paragraph 287.133(1)(a), Florida Statutes means:
 - a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in the management of an affiliate. The Ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair

market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

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

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

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity, or an affiliate of the entity has been charged with, and convicted of a public entity crime subsequent to July 1, 1989, and (Please indicate which additional statement applies)

There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order)

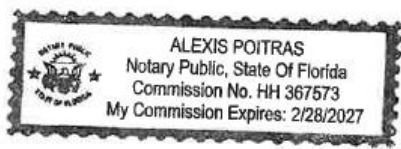
The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order)

The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by, or pending with, the Department of General Services)

Signature: [Handwritten Signature] Date 1/14/2025
STATE OF Florida
COUNTY OF Leon

Personally appeared before me, the undersigned authority, Slater Bayliss who
after first being sworn by me, affixed his/her signature in the space provided above on
this 14 day of January 20 25.

[Handwritten Signature]
Notary Public, State at large
My Commission Expires: 2/28/2027



HUMAN TRAFFICKING AFFIDAVIT

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I currently serve as Co-Managing Partner (Role) of The Advocacy Group at Cardenas Partners DBA The Advocacy Partners (Company).
3. The Advocacy Group at Cardenas Partners DBA The Advocacy Partners (Company) does not use coercion for labor or services, as those terms are defined in Florida Statute 787.06.
4. This declaration is made pursuant to Florida Statute 92.525. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I Slater Bayliss, Co-Managing Partner (Signatory Name and Title), declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

COMPANY

The Advocacy Group at Cardenas Partners DBA The Advocacy Partners

NAME OF BUSINESS ENTITY

SIGNATURE

Slater Bayliss, Co-Managing Partner

TYPE NAME AND TITLE

NON-COLLUSION AFFIDAVIT

STATE OF Florida

COUNTY OF Leon

Slater Bayliss, being duly sworn, deposes and says that:

1. He/She is Co-Managing Partner of The Advocacy Group at Cardenas Partners DBA The Advocacy Partners the Bidder
Title Company Name
that has submitted the attached proposal;

2. He/She is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

3. Such Proposal is genuine and is not a collusive or sham proposal;

4. Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Lake City, Florida or any person interested in the proposed Contract; and

5. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

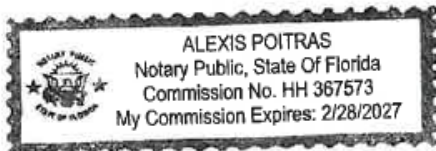
SIGNED [Signature]

TITLE Co-Managing Partner

SUBSCRIBED AND SWORN TO BEFORE ME THIS 14 DAY OF January, 2025.

[Signature]

Notary Public, State of Florida My Commission Expires: 2/27/2027



E-VERIFY AFFIRMATION STATEMENT

RFP/Bid /Contract No:
RFP-007-2025

Project Description:
State Lobbyist Services

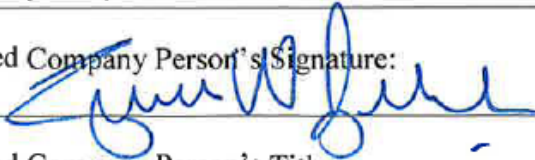
Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security’s E-Verify System to verify the employment eligibility of,

- (a) all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- (b) all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security’s E-Verify System during the term of the Contract is a condition of the Contract.

Contractor/Proposer/ Bidder Company Name:
The Advocacy Group at Cardenas Partners DBA The Advocacy Partners

Authorized Company Person’s Signature:



Authorized Company Person’s Title:
Slater Bayliss, Co-Managing Partner

Date: 1/14/2025

THIS FORM MUST BE INCLUDED WITH YOUR SUBMITTAL

APPENDIX A – CERTIFICATE OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
1/14/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER McKee Insurance Agency 1701 Hermitage Blvd, Ste 201 Tallahassee FL 32308 License#: L100460 ADV06RO-01	CONTACT NAME: Amanda Lewis PHONE (A/C, No, Ext): 8502246055 FAX (A/C, No): 850-513-0646 E-MAIL ADDRESS: amanda@mckeeagency.com													
	<table border="1"> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A : Nationwide Mutual Insurance Company</td> <td>23787</td> </tr> <tr> <td>INSURER B : Beazley Insurance Company, Inc.</td> <td>37540</td> </tr> <tr> <td>INSURER C : Nationwide Insurance Company of Florida</td> <td>10948</td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Nationwide Mutual Insurance Company	23787	INSURER B : Beazley Insurance Company, Inc.	37540	INSURER C : Nationwide Insurance Company of Florida	10948	INSURER D :		INSURER E :		INSURER F :
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INSURER C : Nationwide Insurance Company of Florida	10948													
INSURER D :														
INSURER E :														
INSURER F :														

COVERAGES **CERTIFICATE NUMBER:** 670191099 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
C	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			ACPBP015934991157	7/1/2024	7/1/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ 2,000,000 \$
C	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			ACPBP015934991157	7/1/2024	7/1/2025	COMBINED SINGLE LIMIT (Ea accident) \$ Included BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			ACPCU015934991157	7/1/2024	7/1/2025	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ \$
A	<input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N N	ACPWC015934869495	2/7/2024	2/7/2025	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
B	Errors & Omissions			W11C36231301	7/15/2024	7/15/2025	Each Claim Aggregate 1,000,000 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER City of Lake City 205 N. Marion Ave Lake City FL 32055	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
---	--

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City of Lake City
Procurement
Brenda Karr, Procurement Director
205 N. Marion Ave., Lake City, FL 32055

[SUNRISE CONSULTING GROUP LLC] RESPONSE DOCUMENT REPORT

RFP No. 007-2025

State Lobbyist Services

RESPONSE DEADLINE: January 17, 2025 at 2:00 pm

Report Generated: Monday, February 24, 2025

Sunrise Consulting Group LLC Response

CONTACT INFORMATION

Company:

Sunrise Consulting Group LLC

Email:

akalel@scgroup.us

Contact:

Andrew Kalel

Address:

5957 Rivera Lane
New Port Richey, FL 34655

Phone:

(813) 240-7632

Website:

www.scgroup.us

Submission Date:

Jan 17, 2025 12:04 PM (Eastern Time)

ADDENDA CONFIRMATION

Addendum #1

Confirmed Jan 12, 2025 10:44 AM by Andrew Kalel

Addendum #2

Confirmed Jan 12, 2025 10:44 AM by Andrew Kalel

QUESTIONNAIRE

1. Acknowledgement*

Pass

By checking yes, the Respondent acknowledges the following:

The information provided in the response is true and correct, and the response submission is final. Respondent agrees to all terms and conditions contained in the Solicitation.

Yes

2. Documents Requiring Notorization*

Pass

Please download the below documents, complete and have notarized. An online notarization option will be provided for you when responding.

- [Public Entity Crimes Statem...](#)
- [Drug Free Workplace Certifi...](#)
- [Non-Collusion Affidavit.pdf](#)
- [Conflict of Interest Statem...](#)

RCP_007_2025_Completed_Forms.pdf

3. Disputes Disclosure Form*

Pass

Answer the following by selecting which, if any, pertain to your organization. . If you answer "YES", please explain in the Disputes Disclosure Explanation question. If you answer None of the Above, please type "N/A" in the Disputes Disclosure Explanation question.

None of the Above

4. Scrutinized Companies Certification *

Pass

Per State of Florida Statute s. 287.135(5) Suppliers (companies) must acknowledge and agree to the 'Certification Regarding Prohibition Against Contracting with Scrutinized Companies' paragraph listed below. Respondents shall agree by marking the option below. Respondents neglecting to respond may be disqualified from consideration of award and deemed non-responsive.

I hereby certify that neither the responding entity, nor any of its wholly owned subsidiaries, majority-owned subsidiaries, parent companies, or affiliates of such entities or business associations, that exists for the purpose of making profit have been placed on the Scrutinized Companies That Boycott Israel List created pursuant to s. 215.4725 of the Florida Statutes, or are engaged in a boycott of Israel.

In addition, if this Solicitation is for a contract for goods or services where the total contract value is one million dollars (\$1,000,000) or more, I hereby certify that neither the responding entity, nor any of its wholly owned subsidiaries, majority- owned subsidiaries, parent companies, or affiliates of such entities or business associations, that exists for the purpose of making profit are on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473 of the Florida Statutes, or are engaged in business operations in Cuba or Syria as defined in said statute.

I understand and agree that the County may immediately terminate any contract resulting from this Solicitation upon written notice if the responding entity (or any of those related entities of respondent as defined above by Florida law) are found to have submitted a false certification or any of the following occur with respect to the company or a related entity: (i) it has been placed on the Scrutinized Companies that Boycott Israel List, or is engaged in a boycott of Israel, or (ii) for any contract for goods or services of one

million dollars (\$1,000,000) or more, it has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or it is found to have been engaged in business operations in Cuba or Syria.

By selecting "Yes", the respondent acknowledges and agrees to the 'Certification Regarding Prohibition Against Contracting with Scrutinized Companies'.

Yes

5. Human Trafficking Affidavit*

Pass

Please download the below documents, complete, and upload.

- [Human_Trafficking.docx](#)

Human_Trafficking_Completed.pdf

6. E-Verify Affirmation Statement*

Pass

Please download the below documents, complete, and upload.

- [E-VERIFY AFFIRMATION STATEM...](#)

E-VERIFY_AFFIRMATION_STATEMENT_Completed.pdf

7. Statement of Qualification Document*

Pass

Please upload your COMPLETE Statement of Qualifications

City_of_Lake_City_Final_RFP.pdf

PRICE TABLES

STATE LOBBYIST SERVICES

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Total Annual Lump Sum (inclusive of all expenses)	1	Lump Sum	\$45,000.00	\$45,000.00
TOTAL					\$45,000.00

CONFLICT OF INTEREST STATEMENT

STATE OF FLORIDA, CITY OF Lake City

Before me, the undersigned authority, personally appeared, who was duly sworn deposes and states:

1. I am the President of Sunrise Consulting Group with a local office in tallahassee and principal office in New Port Richey, Florida and principal office in New Port Richey, Florida.

City & State
City & State
2. The above named entity is submitting a Proposal for the City of Lake City **RFP-007-2025** described as **STATE LOBBYIST SERVICES**.
3. The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.
4. The Affiant states that only one submittal for the above proposal is being submitted and that the above named entity has no financial interest in other entities submitting proposals for the same project.
5. Neither the Affiant nor the above named entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.
6. Neither the entity nor its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.
7. Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.
8. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Lake City.
9. I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of lake City.
10. In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above named entity, will immediately notify the City of Lake City.

DATED this 14 day of Jan 2025.



(Affiant)
Shawn Foster, President

Typed Name and Title

Sworn to and subscribed before me this 14 day of Jan 2025. Personally

Known Or produced identification _____.

Identification type: _____

Notary Public-State of Florida

Printed, typed, or stamped commissioned name of notary public.

My commission expires 08/2025.



DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that, Sunrise Consulting Group (print or type name of firm) publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.

- Informs employees about the dangers of drug abuse in the work place, the firm’s policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under bid or proposal, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under bid or proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, plea of guilty or nolo contendere to, any violation of Chapter 1893, of any controlled substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written (*) statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee’s community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free work place through the implementation of the drug free workplace program.

“As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein”



Authorized Signature

Jan 14 2025

Date Signed

State of Florida
County of Leon

Sworn to and subscribed before me this 14 day of jan 2025.
Personally known _____ or Produced Identification _____
(Specify type of identification)



Signature of Notary
My Commission Expires: 08/2025



NON-COLLUSION AFFIDAVIT

STATE OF Florida

COUNTY OF Leon

Shawn Foster, being duly sworn, deposes and says that:

1. He/She is President of Sunrise Consulting Group the Bidder
Title Company Name
that has submitted the attached proposal;

2. He/She is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

3. Such Proposal is genuine and is not a collusive or sham proposal;

4. Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Lake City, Florida or any person interested in the proposed Contract; and

5. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.



SIGNED _____

TITLE President

SUBSCRIBED AND SWORN TO BEFORE ME THIS 14 DAY OF Jan, 2025.

Andrew S. Kalel



Notary Public, State of Florida My Commission Expires: _____

**SWORN STATEMENT UNDER SECTION
287.133(3)(n), FLORIDA STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid No. 007 - 2025.
2. This sworn statement is submitted by Shawn Foster whose business address is 5957 Riviera Lane, New Port Richey, FL 34655 and (if applicable) its Federal Identification No.(FEIN) is 82-2863316. If entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____.
3. My name is Shawn Foster and my relationship to the entity named above is President of the company.
4. I understand that a “public entity crime” as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to, and directly related to, the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy or material misrepresentations.
5. I understand that “convicted” or “conviction” as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an “affiliate” as defined in Paragraph 287.133(1)(a), Florida Statutes means:
 - a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in the management of an affiliate. The Ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair

market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1)(c), Florida Statutes, means any natural person or entity organized under the laws of any state of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in management of an entity.

8. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies)

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

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity, or an affiliate of the entity has been charged with, and convicted of a public entity crime subsequent to July 1, 1989, and (Please indicate which additional statement applies)

There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order)

The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order)

The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by, or pending with, the Department of General Services)

Signature: Shawn Foster Date 01/16/2025

STATE OF Florida

COUNTY OF Leon

Personally appeared before me, the undersigned authority, Shawn Foster who
after first being sworn by me, affixed his/her signature in the space provided above on
this 14th day of January 2024.

Andrew S. Kaleb

Notary Public, State at large

My Commission Expires:



HUMAN TRAFFICKING AFFIDAVIT

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I currently serve as President (Role) of Sunrise Consulting Group (Company).
3. Sunrise Consulting Group (Company) does not use coercion for labor or services, as those terms are defined in Florida Statute 787.06.
4. This declaration is made pursuant to Florida Statute 92.525. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I Shawn Foster, President (Signatory Name and Title), declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

COMPANY

Sunrise Consulting Group

NAME OF BUSINESS ENTITY



SIGNATURE

Shawn Foster, President

TYPE NAME AND TITLE

E-VERIFY AFFIRMATION STATEMENT

RFP/Bid /Contract No:

RFP 007 2025

Project Description:

State Lobbyist Services

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security’s E-Verify System to verify the employment eligibility of,

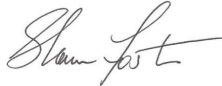
- (a) all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- (b) all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security’s E-Verify System during the term of the Contract is a condition of the Contract.

Contractor/Proposer/ Bidder Company Name:

Sunrise Consulting Group

Authorized Company Person’s Signature:



Authorized Company Person’s Title:

President

Date: 01/12/2025

THIS FORM MUST BE INCLUDED WITH YOUR SUBMITTAL



SUNRISE
CONSULTING GROUP



Response to City of Lake City's RFP for State Legislative
Lobbying Services, RFP-007-2025, by Sunrise Consulting Group



Don Rosenthal
City Manager, City of Lake City
205 N. Marion Ave
Lake City, FL 32055

RE: State Lobbying Services, RFP-007-2025

Dear Mr. Rosenthal,

Sunrise Consulting Group (“SCG”) is a highly qualified lobbying firm that has successfully provided lobbyist services in the state of Florida for many local governments, especially those in fiscally constrained counties. We have a *passion* for representing local governments.

Throughout our proposal I hope to showcase our expertise and success in representing local governments.

SCG has received, has read, and understands all objectives and work requirements associated with the solicitation, and understands that all terms and conditions may be incorporated into a resulting contract. In fact, we at SCG are very pleased with some the requirements the City is asking for out of their lobbyist.

What makes SCG unique isn’t just that we have secured over \$500 million in projects, but it’s our unwavering commitment to the advocacy of our clients’ interests beyond just funding projects. After reviewing the City’s solicitation, and many of the particulars that the City is looking for, I *know* that our team’s political experience, passion for local government, and technical knowledge will make us an incredible partner to the City.

Whether we are in the Capitol or with legislators in their districts, we are dedicated to educating, informing, and driving meaningful conversations about our clients. SCG is the best choice to showcase Lake City’s unique culture in an ever-changing state. We will effectively and passionately convey the city’s needs and priorities, working to secure support for Lake City and its residents.

At SCG, we understand the significance of strong long-term partnerships in navigating the corridors of government power. We would be honored to offer our expertise and well-established relationships to ensure Lake City has the same stakeholder effectiveness of Florida’s largest local governments.

I appreciate your strong consideration of our proposal. Should you have any questions or require further information, I can be reached at the number below.

Sincerely,

Shawn Foster, President and Owner
Sunrise Consulting Group
5957 Riviera Lane, New Port Richey, FL 34655
P. 727. 808. 4131- foster@scgroup.us



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Project Qualifications and Experience

A. Indicate the firm's years of experience providing the required services. The proposal must demonstrate the firm's qualifications and experience.

Sunrise Consulting Group (SCG) is a highly-qualified and premier lobbying firm recognized for its local government expertise, tangible results (including having secured over **\$500** million in appropriations for our clients), and thoughtful and strategic advocacy. Our team has over 60 years of combined experience providing state-level services similar to those defined in this solicitation's scope of work and is dedicated to building strong relationships and driving results for our clients. While our firm has been in operations for well over the 10 years required in the solicitation, our team has over sixty years of combined state legislative and executive lobbying, federal appropriations, general government affairs, and political experience. We have a history rich in advocating for Florida's local governments before legislative and regulatory decision makers in Tallahassee - SCG stands tall in its advocacy efforts for city governments amidst a tide of never-ending policy proposals. The City must have an advocacy team that can truly tell the Lake City story in a way that can make the City's unique performance, track record, priorities and needs stand out above the crowd. SCG's team has not only deep relationships, but the right relationships to achieve this success.

Since our inception SCG has developed a robust understanding of the specific needs of local governments and both legislative policy and budgetary processes which are critical to the success of local governments.

SCG has a proven track record in:

Securing funding for capital improvement projects, disaster recovery, and economic development initiatives.

Building and maintaining effective relationships with state legislators, agency officials, and various other stakeholders.

Navigating regulatory frameworks within key agencies, such as the Department of Economic Opportunity, Department of Transportation, Department of Environmental Protection, and the Division of Emergency Management.

Sunrise Consulting Group ("SCG") is well-equipped to support the City of Lake City in navigating the complexities of Florida's legislative landscape. By combining long-standing relationships with key legislators and a focus on strategic legislative victories, we will deliver both immediate and long-term results for the City. Our approach is tailored specifically to address the evolving needs of a City like Lake City, ensuring that the City's priorities remain at the forefront of state-level decision-making.



B. Political background

SCG is built on a strong foundation of political experience, with every member bringing a unique and extensive political background to our work. This collective expertise enhances our ability to navigate Florida's political landscape effectively and advocate for our clients.

- **Campaign Experience:** From the earliest stages of our careers, every team member has been actively involved in political campaigns, gaining invaluable firsthand knowledge of Florida's political dynamics.
- **FRSCC Experience:** Two members of our team have worked for the Florida Republican Senatorial Campaign Committee (FRSCC), providing them with insider expertise in legislative priorities, campaign strategy, and leadership processes.
- **Campaign Management:** Prior to transitioning into lobbying, two of our members successfully managed political campaigns, honing their strategic planning, communication, and stakeholder engagement skills.
- **Polling Expertise:** our team still consults on political polling, leveraging data-driven insights to shape messaging, understand voter behavior, and anticipate legislative trends.
- **Leadership in the Republican Party:** One of our team members currently holds leadership roles within the Republican Party, further demonstrating our deep ties to political networks and decision-making bodies.

This breadth of political experience enables our firm to offer strategic advice rooted in a comprehensive understanding of the political environment, ensuring our clients' priorities are effectively represented at all levels of government.

C. Describe five (5) instances in which your firm successfully obtained funding for a local government of similar size to the City.

SCG's list of appropriations for our local government clients is lengthy. In 2024, alone, we secure the following projects:

- A fire truck for a municipality in a fiscally constrained county;
- Various back up generators for a small, coastal, city with roughly 10,000 residents;
- Resiliency upgrades to a county wastewater facility;
- Capital improvements for the entrance and adjoining roads to a recreational facility;
- Nutrient removing baffle boxes to assist with filtering stormwater runoff;

...and many, many more.



Project Qualifications and Experience

D. Please show your firm's experience and understanding of the legal implications of proposed laws and proposals under consideration by State administrative bodies and how you helped your

SCG excels at helping local governments understand and consider to the potential the legal implications of proposed laws *and* administrative actions. With a deep understanding of municipal operations, we stand apart in providing actionable guidance that bridges the gap between legislative proposals and the practical realities of local government functions.

Some examples:

Florida Retirement System and Municipally Elected Officers in Fiscally Constrained Counties:

The municipally elected officials in fiscally constrained counties are often also employed at *another* FRS employer. When that officials “retires” from their day job, depending on their circumstances, they also must cease service to their municipality to meet the separation from service definition in statue. SCG has sought to reform FRS to allow for a municipally elected official that also works for an FRS employers to not have their benefits jeopardized for continuing

Utility Enterprise Regulation:

Legislation has been repeatedly proposed that will requiring municipalities that provide a certain amount of water and wastewater to customers outside their boundaries to have stricter regulation.

Drawing on our in-depth understanding of municipal utility operations, we worked with city officials to evaluate the proposed regulations and demonstrated how certain provisions could create an environment where it is no longer feasible to services customers outside of municipal boundaries.

While many firms represent a broad array of organizations, SCG stands out for its focus and deep expertise in local government advocacy. Our unparalleled understanding of municipal operations enables us to provide Lake City with tailored guidance on the legal implications of proposed laws and administrative proposals. This specialized experience ensures that Lake City will not only navigate complex legislative and regulatory environments effectively but also achieve outcomes that align with its unique priorities and needs.

E. The proposal shall indicate the total number of employees of the Firm, including the staff in the local office, the staff to be employed full-time in the City's Project, and the staff to be employed part-time.

We are constantly positioned to champion the causes of our local government clients before the Florida Legislature and other crucial executive state government entities. Headquartered in Tampa Bay, our team has easier access to legislators’ around the state, and the executive branch of state government year-round with an office one block from the Florida State Capitol in Tallahassee.

SCG has 3 full-time lobbyists. Shawn Foster, Andrew Kalel, and Gene McGee. Additionally, we have an administrative support staff member. The City of Lake City will be serviced out of both SCG’s Tallahassee office and Tampa Bay location.



Project Qualifications and Experience

D. Provide a list of government and private clients your firm has on contract through 2025.

Pasco County Government

Contact: Commissioner Starkey
(727)505-2424
kstarkey@pascocountyfl.net

Hernando County Government

Contact: Jeff Rogers, County Administrator
(352) 754-4002 jrogers@HernandoCounty.us

Volusia County Government

Contact: John Booker, Government Affairs
386-740-5160
JBooker@volusia.org

Orange County Government

Contact: Mark Jeffries, Legislative Administrator
(407) 836-5909
Mark.Jeffries@ocfl.net

The City of Inverness

Contact: Eric Williams, City Manager
(352) 726-2611
ewilliams@inverness.gov

The City of Palm Bay

Contact: Joan Junkala, deputy city manager
(321) 952-3414
Joan.Junkala@palmbayflorida.org

The Town of Sneads

Contact: Bill Rentz, Town Manager
(850)372-0146
sneadsmgr@sneadsfl.com

The City of Winter Springs

Contact: Kevin McCann, Mayor
(407) 327-1800
phursh@winterspringsfl.org

The City of Holmes Beach

Contact: Judy Titsworth, Mayor
(386) 601-0200 SSimmans@DeBary.org

The City of High Springs

Contact: Jeremy Marshall, City Manager
(386) 454-1416 jmarshall@highsprings.gov

The Town of Ponce Inlet

Contact: Lois Paritsky, Mayor
386-236-2150 lparitsky@ponce-inlet.org

Bradford School District

Contact: Will Hartley, Superintendent
(904) 966-6018
Hartley.Will@mybradford.us

Hernando School District

Contact: Karen Jordan, PIO
352-797-7009
jordan_k@hcsb.k12.fl.us

Manatee School District

Contact: Kevin Chapman, Deputy Superintendent
(941) 708-8770 chapman3k@manateeschools.net

Citrus School District

Contact: Sam Himmel, Superintendent
352-726-1931 himmels@citrusschools.org

Palm Beach State College

Contact: Dr. Ava Parker, President
561-868-3140 avaparker@palmbeachstate.edu

Pasco County Mosquito Control District

Contact: Adriane Rogers, District Administrator
727-376-4568 ARogers@pascomosquito.org



D. Specify the firm's particular area of expertise and how those strengths will benefit the City.

SCG's expertise lies in providing comprehensive and targeted advocacy for local governments, ensuring their priorities are effectively represented at the state level. With a deep understanding of municipal operations and legislative processes, we excel in helping cities like Lake City develop strategic legislative agendas that align with their unique goals and challenges. By leveraging our extensive relationships with state legislators, agencies, and key stakeholders, we will assist Lake City in identifying, prioritizing, and advancing initiatives that secure critical funding, address regulatory challenges, and promote long-term growth. Our collaborative approach ensures the City's legislative direction is clear, actionable, and consistently communicated to decision-makers.

Now, how will SCG's Strengths Will Benefit Lake City and its residents?

Strategic Relationship Building and Victories for the City

We believe that successful lobbying efforts require a combination of long-term relationship building and strategic, timely actions. With decades of experience, we leverage our established legacy relationships to help Lake City build credibility and influence within the Florida State Legislature and among key regulatory decision-makers. At the same time, we focus on cultivating relationships with rising leaders early in their careers, ensuring that as their influence grows, Lake City is well-positioned to benefit. This dual approach secures immediate legislative victories while laying the foundation for future strategic advantages.

State Appropriations Expertise

One of our firm's most significant strengths lies in our proven ability to secure state funding. With over \$550 million in appropriations achieved for local government clients, we know how to identify and pursue funding opportunities that others might overlook. While we do not draft grants, we excel at navigating complex regulatory agencies and unlocking funding opportunities, including private grants. By working closely with Lake City, we will identify key funding priorities and ensure the City's interests are strongly represented in grant and appropriations processes.

Proactive Communication

SCG's approach to communication is proactive and continuous. Unlike firms that react to developments as they occur, we maintain year-round engagement to ensure Lake City is always ahead of potential legislative or regulatory changes. During legislative sessions, we provide weekly updates and remain in close contact with City officials to adjust strategies as needed. We treat our clients as part of our team, regularly participating in strategic discussions to stay fully informed on all aspects of Lake City's operations, which allows us to advocate with precision and effectiveness.



Collaboration and Responsiveness

As a smaller firm, we offer a level of responsiveness and adaptability that larger firms cannot match. This flexibility is critical during legislative sessions when priorities and opportunities can shift quickly. By treating this partnership as an extension of Lake City's executive team, we ensure both parties can collaborate seamlessly on real-time decision-making and strategy shifts, ensuring that Lake City's priorities are consistently advanced.

Specialized Local Government Advocacy

Having represented numerous local governments across Florida, SCG has developed a specialized understanding of the unique challenges and opportunities municipalities face. Unlike firms representing a diverse range of industries, we focus exclusively on local government needs, ensuring a targeted, expert approach to the issues that matter most to Lake City. This focus eliminates competing interests, allowing us to dedicate our full attention to achieving Lake City's goals.

SCG's combination of strategic relationship building, funding expertise, and deep understanding of local government operations positions us as an ideal partner for Lake City. We are committed to ensuring the City's priorities are heard, acted upon, and translated into tangible results that improve the quality of life for the City's residents.

H. Specify what unique circumstances set the Firm apart from others who perform the same or similar services.

A large portion of SCG's practice is dedicated to understanding and addressing the unique needs of municipalities. From complex issues like wastewater management and land development to broader challenges such as legislative advocacy and securing state funding, our expertise is deeply rooted in the daily realities of local government operations.

A key differentiator is our deep understanding of the unique challenges faced by cities in statutorily defined fiscally constrained counties, like Lake City. We recognize the additional hurdles these cities encounter, such as limited revenue bases and the need to compete for funding against larger, more resourced cities.

What truly sets us apart is our commitment to going the extra mile for our clients. We don't see our work as simply a business transaction; we see it as an opportunity to partner with local governments and help them thrive. Representing municipalities isn't just our profession—it's our passion. We take pride in building relationships, crafting tailored strategies, and delivering results that directly enhance the communities we serve.

This dedication, combined with our specialized focus and expertise in addressing the unique needs of fiscally constrained counties, ensures that SCG offers a level of attention, insight, and care that other firms simply cannot match. For us, success means not only achieving legislative victories but also contributing to the long-term prosperity of the local governments we represent.



Qualifications and Experience

I. Provide a list of the personnel to be used on this project and their qualifications—a resume of key management personnel, including education, experience, and other pertinent information.

Our firm will *primarily* provide Andrew Kalel, supported by Shawn Foster. Please see their profiles on the following two pages.

J. Provide the name of the person who will be assigned to the City as the principal point of contact and have the authorization to make representations and agreements on behalf of the Firm.

Andrew Kalel and Shawn Foster

K. Provide a table of organization, positions, functions, and roles to be performed by key staff.

Name	Position	Function	Role for Lake City
Andrew Kalel	Primary Lobbyist	Serves as the City's primary point of contact and leads all day-to-day lobbying activities.	Develops and executes Lake City's legislative strategy, monitors legislation, identifies funding opportunities, and provides regular updates and reports.
Shawn Foster	Managing Lobbyist	Provides high-level oversight and strategic relationship management.	Supports the City in cultivating and maintaining relationships with senior state officials, agency heads, and key legislative leaders, stepping in as needed for high-stakes advocacy.

The **Primary Lobbyist** will be the City's primary advocate, handling the majority of the legislative and administrative work. This ensures consistent representation and direct engagement with Lake City's priorities. The **Managing Lobbyist** will provide strategic oversight, stepping in when high-level relationships or significant legislative actions require additional attention.

Collaborative and Adaptive Approach

Both roles are designed to function collaboratively to ensure Lake City's goals are met with precision and expertise. This structure guarantees that the City receives continuous support and benefits from a comprehensive advocacy strategy tailored to its unique needs.



References

Please provide at least three (3) references. References are required as a component of due diligence to determine the capability of the proposing Firm.

Pasco County Government

Contact: Kathryn Starkey, Commissioner – (727)847-8165 | kstarkey@pascocountyfl.net

City of Winter Springs

Contact: Kevin McCann, Mayor - (407) 327-1800 | kmccann@winterspringsfl.org

City Inverness

Contact: Eric Williams, City Manager - (352) 726-2611 | ewilliams@inverness.gov



A. Firm must demonstrate in their Proposal, the approach to the Project for the Services required, including, but not limited to, staffing, proposed schedules, performance benchmarks and plans.

Our approach begins with deploying a highly skilled and experienced team dedicated to advancing Lake City's legislative and funding objectives. The **Primary Lobbyist** will serve as the City's main point of contact, handling day-to-day activities such as legislative strategy development, monitoring proposed laws and regulations, and pursuing funding opportunities. The **Managing Lobbyist** will provide high-level strategic support, assisting with senior-level relationships and pivotal advocacy efforts when needed. This streamlined structure ensures consistent communication, strategic oversight, and seamless execution of the City's goals.

Proposed Schedule and Performance Benchmarks

Our work will follow a structured timeline designed to align with Florida's legislative calendar and Lake City's needs:

1. **Pre-Session Planning (August–December):**
 - Collaborate with City leadership to identify legislative priorities.
 - Develop a comprehensive legislative agenda and funding strategy.
 - Conduct preliminary outreach to legislators and agencies to build early support.
2. **Legislative Session (January–March):**
 - Provide weekly updates on legislative developments and their implications for Lake City.
 - Advocate for the City's priorities during committee hearings, agency meetings, and legislative debates.
 - Ensure Lake City is positioned to secure funding opportunities and favorable legislative outcomes.
3. **Post-Session Follow-Up (April–July):**
 - Debrief with City leadership on session outcomes and next steps.
 - Assist with implementation of newly passed laws, funding grant agreements
 - Begin early planning for the next session to maintain momentum on ongoing initiatives.

Performance Benchmarks

We measure success through clear and actionable benchmarks:

- **Short-Term Benchmarks:** Include securing legislative sponsors for Lake City's priorities, tracking the progress of key bills, and identifying immediate funding opportunities.
- **Long-Term Benchmarks:** Include fostering enduring relationships with key legislators and agencies, securing recurring funding streams, and achieving favorable policy outcomes that benefit Lake City.

Plans for Continuous Engagement

We operate on a year-round engagement model, ensuring Lake City remains ahead of legislative and regulatory changes. Weekly updates during the session, coupled with regular check-ins throughout the year, ensure the City's leadership is always informed and empowered to make strategic decisions.

Our approach is designed to be flexible and responsive, adapting to evolving legislative dynamics while remaining laser-focused on Lake City's unique needs. With SCG, the City will have a trusted partner dedicated to delivering both immediate wins and sustainable, long-term success.



B. Describe proposed methods of tracking and analyzing State legislation and assisting the City in the development of an annual State legislative agenda.

Here's a professional response tailored to address **Approach Narrative B**:

Tracking and Analyzing State Legislation and Developing a Legislative Agenda

SCG employs a comprehensive and targeted approach to tracking and analyzing state legislation that impacts local government operations. Our methods are designed to ensure that Lake City is informed, prepared, and positioned to respond effectively to legislative developments.

Specifically, we:

- **Monitor Legislative Activity in Real-Time:** We utilize legislative tracking systems and state databases to monitor all bills filed in the Florida Legislature, with a focus on those impacting cities and municipalities.
- **Focus on Relevant Statutes:** We prioritize legislation affecting areas such as municipal utilities, land use and zoning, public safety, infrastructure, and fiscal policy, ensuring that Lake City is aware of any changes to its operational framework.
- **Provide Impact Analysis:** For each tracked bill, we analyze the potential impact on Lake City, identifying risks, opportunities, and compliance considerations. This analysis is shared with the City Manager and leadership team for informed decision-making.

Developing Lake City's Annual State Legislative Agenda

We will collaborate closely with Lake City leadership to craft a legislative agenda that reflects the City's priorities and strategic goals. Our process includes:

1. **Stakeholder Engagement:** Early in the planning cycle, we meet with the City Manager, department heads, and other key internal stakeholders, as directed, to identify pressing needs and emerging challenges.
2. **Legislative Priority Setting:** Based on these discussions, we develop a clear set of priorities, aligning Lake City's needs with opportunities for state-level support and funding.
3. **Agenda Drafting and Review:** We draft a comprehensive legislative agenda, incorporating specific goals, proposed policy changes, and identified funding requests. The draft is reviewed collaboratively to ensure alignment with the City's vision.
4. **Pre-Session Outreach:** Before the legislative session begins, we share Lake City's agenda with key legislators and state agencies to build early support and identify potential champions for the City's priorities.

C. Describe the Firm's proposed plan for proactively identifying issues of potential interest to the City and how they will maintain proactivity and regular communication with City staff and council members.

SCG employs a multi-faceted strategy to stay ahead of legislative and regulatory developments:

1. **Continuous Monitoring:** We maintain an active presence in Tallahassee and leverage legislative tracking systems to monitor legislative filings, administrative rule changes, and agency orders that may impact local governments.
2. **Focus on Local Government Operations:** Our specialized understanding of municipal functions allows us to identify issues that are most relevant to Lake City, including those related to utilities, land use, infrastructure funding, and economic development.



3. Engagement with State Agencies: We maintain close relationships with state agencies such as the Department of Economic Opportunity, the Department of Environmental Protection, and the Division of Emergency Management. These relationships allow us to stay informed about upcoming regulatory changes and funding opportunities.
4. Early Identification of Trends: By analyzing emerging trends and patterns in legislative priorities, we identify potential challenges and opportunities for Lake City well before they reach a critical stage.

Maintaining Regular Communication

SCG prioritizes clear, consistent, and proactive communication to keep Lake City fully informed and engaged:

- Routine Updates During Session: We provide detailed updates to City staff and Council members on legislative activity, including new filings, committee actions, and key developments related to the City's priorities.
- Dedicated Access: The City Manager, staff, and Council members will have direct access to our Primary Lobbyist for timely updates, strategy discussions, or urgent matters.
- Council Briefings: When requested, we attend City Council meetings to present updates and answer questions, ensuring Council members are well-informed about legislative developments and their potential impact.

Cost Proposal

The Firm will provide a total annual lump sum for services inclusive

The total annual lump sum for these services is **\$45,000** per year; paid in 12 monthly installments. These fees are exclusive of all costs.



Key Partnerships

Describe relationships with organizations, elected officials, government agencies, members of the state legislative, administrative staff, etc., that would indicate your ability to effectively position the City to achieve funding and other City goals

SCG's ability to advocate effectively for Lake City is rooted in the key partnerships we have built across the legislative, executive, and outside stakeholder landscapes.

Legislative

Our firm has cultivated meaningful relationships with members of the Florida Legislature, including key leaders in government operations policy and appropriations. We have established connections with the City's legislative delegation and key decision makers in legislative appropriations committees. These relationships enable us to:

- Advocate for funding priorities that benefit Lake City.
- Collaborate with lawmakers on legislative initiatives that align with the City's goals.
- Monitor and influence the progress of critical bills impacting local governments

Executive Branch and Governor's Office

SCG maintains relationships with the Governor's Office and executive branch agencies, providing valuable insights into administrative actions and funding opportunities. We have established working relationships with several agencies such as the Department of Economic Opportunity, Department of Environmental Protection, or Division of Emergency Management, allowing us to:

- Proactively address administrative actions.
- Secure grant funding and appropriations for City projects.
- Advocate for Lake City during administrative decision-making processes.

Stakeholder Organizations

SCG works alongside influential organizations that advocate for local governments and provide resources to municipalities. Our active participation in stakeholder groups allows us to:

- Amplify Lake City's priorities through coordinated advocacy efforts.
- Leverage the collective influence of stakeholder organizations.
- Stay informed about emerging trends and opportunities relevant to the City.



City of Lake City
Procurement
Brenda Karr, Procurement Director
205 N. Marion Ave., Lake City, FL 32055

[JOHNSON & BLANTON, LLC.] RESPONSE DOCUMENT REPORT

RFP No. 007-2025

State Lobbyist Services

RESPONSE DEADLINE: January 17, 2025 at 2:00 pm

Report Generated: Monday, February 24, 2025

Johnson & Blanton, LLC. Response

CONTACT INFORMATION

Company:

Johnson & Blanton, LLC.

Email:

darrick@teamjb.com

Contact:

Darrick D. McGhee, Sr.

Address:

537 East Park Avenue
Tallahassee, FL 32301

Phone:

(850) 321-6489

Website:

www.teamjb.com

Submission Date:

Jan 17, 2025 1:24 PM (Eastern Time)

ADDENDA CONFIRMATION

Addendum #1

Confirmed Jan 16, 2025 2:12 PM by Darrick D. McGhee, Sr.

Addendum #2

Confirmed Jan 16, 2025 2:12 PM by Darrick D. McGhee, Sr.

QUESTIONNAIRE

1. Acknowledgement*

Pass

By checking yes, the Respondent acknowledges the following:

The information provided in the response is true and correct, and the response submission is final. Respondent agrees to all terms and conditions contained in the Solicitation.

Yes

2. Documents Requiring Notorization*

Pass

Please download the below documents, complete and have notarized. An online notarization option will be provided for you when responding.

- [Public Entity Crimes Statem...](#)
- [Drug Free Workplace Certifi...](#)
- [Non-Collusion Affidavit.pdf](#)
- [Conflict of Interest Statem...](#)

Non_Collusion_Affidavit_(1).pdf
Drug_Free_Workplace.pdf
Public_Entity_Crimes_Statement.pdf
Conflict_of_Interest_Statement_(1).pdf

3. Disputes Disclosure Form*

Pass

Answer the following by selecting which, if any, pertain to your organization. . If you answer "YES", please explain in the Disputes Disclosure Explanation question. If you answer None of the Above, please type "N/A" in the Disputes Disclosure Explanation question.

None of the Above

4. Scrutinized Companies Certification *

Pass

Per State of Florida Statute s. 287.135(5) Suppliers (companies) must acknowledge and agree to the 'Certification Regarding Prohibition Against Contracting with Scrutinized Companies' paragraph listed below. Respondents shall agree by marking the option below. Respondents neglecting to respond may be disqualified from consideration of award and deemed non-responsive.

I hereby certify that neither the responding entity, nor any of its wholly owned subsidiaries, majority-owned subsidiaries, parent companies, or affiliates of such entities or business associations, that exists for the purpose of making profit have been placed on the Scrutinized Companies That Boycott Israel List created pursuant to s. 215.4725 of the Florida Statutes, or are engaged in a boycott of Israel.

In addition, if this Solicitation is for a contract for goods or services where the total contract value is one million dollars (\$1,000,000) or more, I hereby certify that neither the responding entity, nor any of its wholly owned subsidiaries, majority- owned subsidiaries, parent companies, or affiliates of such entities or business associations, that exists for the purpose of making profit are on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473 of the Florida Statutes, or are engaged in business operations in Cuba or Syria as defined in said statute.

I understand and agree that the County may immediately terminate any contract resulting from this Solicitation upon written notice if the responding entity (or any of those related entities of respondent as defined above by Florida law) are found to have submitted a false certification or any of the following occur with respect to the company or a related entity: (i) it has been placed on the Scrutinized Companies that Boycott Israel List, or is engaged in a boycott of Israel, or (ii) for any contract for goods or services of one million dollars (\$1,000,000) or more, it has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or it is found to have been engaged in business operations in Cuba or Syria.

By selecting "Yes", the respondent acknowledges and agrees to the 'Certification Regarding Prohibition Against Contracting with Scrutinized Companies'.

Yes

5. Human Trafficking Affidavit*

Pass

Please download the below documents, complete, and upload.

- [Human Trafficking.docx](#)

Human_Trafficking.pdf

6. E-Verify Affirmation Statement*

Pass

Please download the below documents, complete, and upload.

- [E-VERIFY AFFIRMATION STATEM...](#)

E_Verify_Affirmation_Statement.pdf

7. Statement of Qualification Document*

Pass

Please upload your COMPLETE Statement of Qualifications

City_of_Lake_City_RFP_Final_.pdf

PRICE TABLES

STATE LOBBYIST SERVICES

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Total Annual Lump Sum (inclusive of all expenses)	1	Lump Sum	\$48,000.00	\$48,000.00
TOTAL					\$48,000.00

NON-COLLUSION AFFIDAVIT

STATE OF Florida

COUNTY OF Leon

Travis Blanton, being duly sworn, deposes and says that:

1. He/She is Partner of Johnson & Blanton, LLC the Bidder
Title Company Name
that has submitted the attached proposal;

2. He/She is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

3. Such Proposal is genuine and is not a collusive or sham proposal;

4. Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, connived, or agreed, directly or indirectly, with any other Bidder, firm or person to submit a collusive or sham Proposal in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm, or person to fix the price or prices in the attached proposal or any other Bidder, or to fix any overhead, profit or cost element of the proposal price or the proposal price of any other Bidder, or to secure through any collusion, connivance, or unlawful agreement any advantage against the City of Lake City, Florida or any person interested in the proposed Contract; and

5. The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

SIGNED [Signature]

TITLE Partner

SUBSCRIBED AND SWORN TO BEFORE ME THIS 17th DAY OF January 2025

[Signature]

Notary Public, State of Florida My Commission Expires: _____

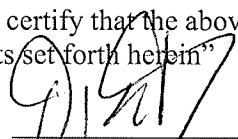


DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that, Johnson & Blanton, LLC (print or type name of firm) publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.

- Informs employees about the dangers of drug abuse in the work place, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under bid or proposal, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under bid or proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, plea of guilty or nolo contendere to, any violation of Chapter 1893, of any controlled substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written (*) statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free work place through the implementation of the drug free workplace program.

"As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein"



Authorized Signature

1/17/2025

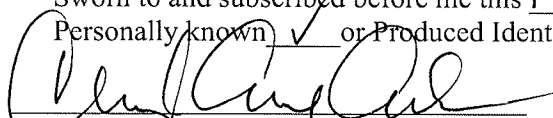
Date Signed

State of Florida

County of Leon

Sworn to and subscribed before me this 17th day of January 2025.

Personally known or Produced Identification _____
(Specify type of identification)



Signature of Notary

My Commission Expires: _____



**SWORN STATEMENT UNDER SECTION
287.133(3)(n), FLORIDA STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid No. 007-2025.
2. This sworn statement is submitted by Johnson & Blanton, LLC whose business address is 537 East Park Avenue, Tallahassee, FL 32301 and (if applicable) its Federal Identification No.(FEIN) is 20-4027407. If entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____.
3. My name is Travis Blanton and my relationship to the entity named above is Owner/Partner.
4. I understand that a “public entity crime” as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to, and directly related to, the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy or material misrepresentations.
5. I understand that “convicted” or “conviction” as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an “affiliate” as defined in Paragraph 287.133(1)(a), Florida Statutes means:
 - a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in the management of an affiliate. The Ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair

market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1)(c), Florida Statutes, means any natural person or entity organized under the laws of any state of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in management of an entity.

8. Based on information and belief, the statement, which I have marked below, is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies)

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

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity, or an affiliate of the entity has been charged with, and convicted of a public entity crime subsequent to July 1, 1989, and (Please indicate which additional statement applies)

There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order)

The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order)

The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by, or pending with, the Department of General Services)

Signature: [Handwritten Signature] Date 11/17/2025

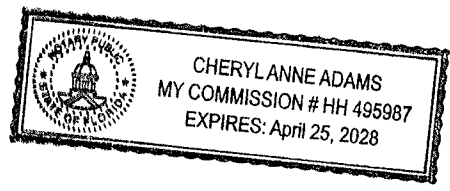
STATE OF Florida

COUNTY OF Leon

Personally appeared before me, the undersigned authority, Travis Blanton who
after first being sworn by me, affixed his/her signature in the space provided above on
this 17th day of January 2025.

[Handwritten Signature]
Notary Public, State at large

My Commission Expires:



CONFLICT OF INTEREST STATEMENT

STATE OF FLORIDA, CITY OF Tallahassee

Before me, the undersigned authority, personally appeared Travis Blanton, who was duly sworn deposes and states:

1. I am the Owner/Partner of Johnson & Blanton, LLC with a local office in Tallahassee, FL and principal office in Tallahassee, FL

2. The above named entity is submitting a Proposal for the City of Lake City RFP-007-2025 described as STATE LOBBYIST SERVICES.

3. The Affiant has made diligent inquiry and provides the information contained in the Affidavit based upon his/her own knowledge.

4. The Affiant states that only one submittal for the above proposal is being submitted and that the above named entity has no financial interest in other entities submitting proposals for the same project.

5. Neither the Affiant nor the above named entity has directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraints of free competitive pricing in connection with the entity's submittal for the above proposal. This statement restricts the discussion of pricing data until the completion of negotiations if necessary and execution of the Contract for this project.

6. Neither the entity nor its affiliates, nor anyone associated with them, is presently suspended or otherwise ineligible from participation in contract letting by any local, State, or Federal Agency.

7. Neither the entity nor its affiliates, nor anyone associated with them have any potential conflict of interest due to any other clients, contracts, or property interests for this project.

8. I certify that no member of the entity's ownership or management is presently applying for an employee position or actively seeking an elected position with the City of Lake City.

9. I certify that no member of the entity's ownership or management, or staff has a vested interest in any aspect of the City of lake City.

10. In the event that a conflict of interest is identified in the provision of services, I, on behalf of the above named entity, will immediately notify the City of Lake City.

DATED this 17th day of January 2025.

(Affiant) Travis Blanton, Partner

Typed Name and Title

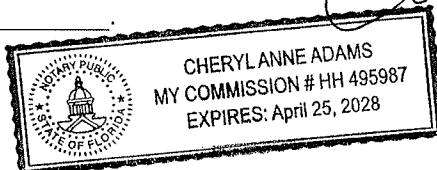
Sworn to and subscribed before me this 17th day of January 2025. Personally Known [checked] Or produced identification

Identification type:

Notary Public-State of Florida

Printed, typed, or stamped commissioned name of notary public.

My commission expires



[Handwritten signature]

HUMAN TRAFFICKING AFFIDAVIT

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I currently serve as Partner (Role) of Johnson & Blanton, LLC (Company).
3. Johnson & Blanton, LLC (Company) does not use coercion for labor or services, as those terms are defined in Florida Statute 787.06.
4. This declaration is made pursuant to Florida Statute 92.525. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I Travis Blanton (Signatory Name and Title),
declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

COMPANY

Johnson & Blanton, LLC

NAME OF BUSINESS ENTITY


SIGNATURE

Travis Blanton, Partner

TYPE NAME AND TITLE

E-VERIFY AFFIRMATION STATEMENT

RFP/Bid /Contract No:

007-2025

Project Description:

State Lobbyist Services

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of,

- (a) all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- (b) all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E-Verify System during the term of the Contract is a condition of the Contract.

Contractor/Proposer/ Bidder Company Name:

Johnson & Blanton, LLC

Authorized Company Person's Signature:

Authorized Company Person's Title:

Partner

Date:

1/17/2025

THIS FORM MUST BE INCLUDED WITH YOUR SUBMITTAL



**City of Lake City, Florida
State Lobbyist Services RFP #007-2025**

Letter of Intent

Johnson & Blanton (Team JB) is pleased to submit this proposal for State Government Relations and Lobbying Services to represent the City of Lake City (City) for the 2025 Florida Legislative Session.

Our firm agrees to comply and will accept responsibility for all items specified within the Scope of Services as outlined in the RFP. Our goal is to deliver forward-thinking, creative, and unique, problem-solving ideas to knock-down barriers, broker strategic partnerships, and create a unified voice to attain the City of Lake City's Florida's legislative, appropriations and state government initiatives. Our efforts will focus on enhancing the city's mission as directed by you.

Thank you for considering Johnson & Blanton to represent your interests in Tallahassee.

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I. Qualifications and Experience

A. Years of Experience:

Established in 1995 in the heart of Downtown Tallahassee, Johnson & Blanton (Team JB) has a single mission: to provide integrity-based government representation for its clients.

Team JB has:

- Over 100 years of cumulative government relations experience;
- More than 50 years of combined senior-level agency experience;
- Successfully represented public and private sector clients;
- Strong bipartisan relationships within the Florida Legislature;
- Secured significant state funding and appropriations for its clients.

B. Political Background

Johnson & Blanton has a strong history of representing local governments before the Governor, Cabinet/constitutional officers, the State Legislature, and state agencies to secure funding and influence the enactment of beneficial appropriations on behalf of our clients. Representing a local government whether it is a small, medium, or large does not automatically equate with success in securing appropriations from the Florida Legislature. Instead, knowledge of Florida's budgetary process and having key relationships with legislative leadership has always proven to be the deciding factor for Johnson & Blanton. We have an established record of delivering high quality results for our clients with both policy and appropriations issues. We are intentional about not over-saturating our lists of clients in the same budget silos so as not to have to "go to the well" too many times in one budget area.

Because of Team JB's understanding of the intricate appropriations formulas and challenging political landscape, Johnson & Blanton has successfully guided the advocacy strategy of each client to secure legislative success. From aggressively advancing initiatives to defending against detrimental legislation, Team JB's strategic approach is tailor-made to help each client target the positive outcomes and navigate around potential obstacles.

At Johnson & Blanton, *Relationship is Everything*. We value our relationships with our clients but with that we also use our decades-long relationships with key decision makers, legislators, executive branch, and other key contacts we have established over time to help secure the best possible outcomes for our valued clients. Building deep-rooted connections and delivering positive results is always at the forefront in representing our clients.

C. Successful Appropriations

Town of Greenville:

In representing the Town of Greenville, Team JB tracked legislation impacting their local government operations, arranged meetings for local officials with legislative leaders, state officials, and provided timely updates on issues of interest. Team JB also worked with the Town of Greenville to develop a “Day in the Tallahassee” for Greenville leaders and elected officials to see and participate in the legislative process. Our team provided the attendees with an overview of the legislative session and the status of the Town of Greenville legislative projects and priorities. We assisted in arranging a series Capitol meetings including:

- Meeting with the Governor’s staff.
- Meeting with Legislative/Program Development staff of Florida League of Cities
- Meeting with Greenville legislative delegation and other state legislative interests associated with Greenville projects/programs.
- Meeting with Agency Representatives that are pertinent to Town of Greenville Projects/Priorities – Dept of Economic Opportunity/REDI; and Dept of Environmental Protection’s Water Office/Water Management District.
- Assisted the Town with securing funding through the Job Growth Grant Fund from the then-Florida Department of Economic Opportunity (now named Florida Department of Commerce) \$2,310,000.00.

Santa Rosa County:

Team JB helped secure more than \$18MM in funding for numerous local projects along with the passage and targeted defeat of policy issues on behalf of the County. Here is a comprehensive listing showcasing those efforts:

General Services Provided:

- Scheduled meetings with the Executive Office of the Governor, legislators and state agency officials for County officials.
- Provided legislative tracking and appropriations monitoring.
- Assisted the County with meetings for the purpose of securing funding through the Job Growth Grant Fund from the then-Florida Department of Economic Opportunity (now named Florida Department of Commerce).

Legislation and Appropriations Secured:

- \$ 500,000 Santa Rosa County Oriole Beach Drainage
- \$ 250,000 Highway 98 GPS Emergency Preemption Devices
- \$1,000,000 Woodbine Road & Highway 90
- \$1,500,000 Whiting Aviation Park Taxi Way
- \$4,200,000 Job Growth Grant Funding for Santa Rosa County to support
- aerospace and defense sectors, connecting Naval Air Station Whiting Field to Whiting Aviation Park
- Secured the passage of legislation for the Santa Rosa County Civil Services Act Amendments to allow more flexibility in policy language for consistent interpretation and administration.
- \$ 300,000 Santa Rosa County East Bay Boulevard Culvert Upgrades
- \$ 500,000 District 1 Medical Examiners Facility Planning and Design
- \$ 500,000 Santa Rosa County Public Safety Consolidated Dispatch Center
- Planning & Design
- \$ 250,000 Medical Examiners Planning & Design
- \$1,000,000 Santa Rosa County Aircraft and Powerplant Maintenance Academy
- Secured the passage of an ad valorem tax bill, HB 5.
- Worked with the League of Cities and the Association of Counties to defeat a CRA bill that dramatically limited the efficacy of CRAs in dealing with slums and blight along with overburdensome transparency and accountability requirements.
- \$ 150,000 Miracle League Facility
- Secured a permanent change in statute to the definition of “small county” in the Small County Outreach Population (SCOP) program within the Department of Transportation, resulting in Santa Rosa County continuing to participate in that program which yields millions of dollars each year in transportation funding.

- \$643,000 Santa Rosa County Fair Agriplex
- \$1,000,000 I-10 Industrial Park in Santa Rosa County
- \$4,498,952 Navarre Beach Renourishment project
- \$650,000 Holley By The Sea Camden Road Outfall water improvement project.
- Secured language to increase the Small County Outreach Population (SCOP) population to 165,000 within the Budget Conforming bill to benefit Santa Rosa County.
- \$2,750,000 Navarre Beach Renourishment project

Hamilton County Development Authority:

- Provided legislative tracking and appropriations monitoring.
- Assisted the Authority with securing funding through the Job Growth Grant Fund from the then-Florida Department of Economic Opportunity (now named Florida Department of Commerce) - \$6,514,289.33
- Assisted the Authority with securing rural county specific grants from the then-Florida Department of Economic Opportunity (now named Florida Department of Commerce) - \$25,000.00

Madison County Board of County Commissioners:

- Provided legislative tracking and appropriations monitoring.
- Scheduled meetings with legislators for County officials.
- Assisted the County with meetings with Tall Timbers regarding Suncoast Corridor.
- Assisted the County with securing funding through the Small Cities Community Development Block Grant (CDBG) program from the then-Florida Department of Economic Opportunity (now named Florida Department of Commerce) - \$750,000.00.
- Assisted the County with securing funding through the Site Preparation Grant Award Program from former Enterprise Florida - \$16,500.00.

Fort Pierce Utilities Authority:

Having represented the Fort Pierce Utilities Authority since 2022, Team JB has secured considerable funding for the Authority.

This includes:

- \$15MM in Resiliency Funding from the Florida Department of Environmental Protection, for Part 1, to relocate the wastewater treatment plant;
- \$28MM in Resiliency Funding from the Florida Department of Environmental Protection, for Part 2, to relocate the wastewater treatment plant;
- \$3MM toward year 1 of the reuse system costs from the South Florida Water Management District
- Scheduled meetings with the Executive Office of the Governor, legislators and state agency officials for Authority officials.
- Provided legislative tracking and appropriations monitoring.

D. Legal Understanding

Services to be provided under this RFP will be for legislative lobbying only. However, we are fully aware of the legal nuisances associated with these services. We understand the importance of crafting legislative initiatives for defensible legal interpretation with the goal that each legislative issue could become a law.

Our team works closely with each client to craft legislative language to ensure that the end result accomplishes the ultimate goal of the client. And once legislation is passed and signed into law it could ultimately be implemented by a state agency or local government. Throughout the legislative process and the rule development phase, our team maintains communication with the appropriate government entity. We closely monitor the Florida Administrative Register for agency rule development action notices and related meeting announcements and immediately alert our clients about those issues of interest to help maintain client standing in the highly time-sensitive rule making process.

We will also work with the city to develop a target list of critical rules and administrative issues to track through the Florida Administrative Register and the Florida Administrative Code. This will enable us to conduct thorough reviews and vigilant monitoring of all proposed administrative rules and agency meetings. Our commitment is to promptly notify you of any agency actions that could impact the city, positively or negatively. This proactive

approach ensures you are consistently advised about relevant developments, enabling well-informed decision-making and strategic responses.

E. Total Number of Employees

Johnson & Blanton currently has a total of eight employees. Six of those employees work full time, while two work part time.

F. Clients on Contract Through 2025

Abe Brown Ministries
Ability Housing
Advent Health
Air Methods Corporation
Alarm Association of Florida, Inc
Alliance of Automotive Innovation
Athletic Trainers Association of Florida
Bank of America Corporation
BayCare Health Systems, Inc.
Chrysalis Health
CitiPACE Management Services Organization
Consortium of Florida Education Foundations
DaVita, Inc.
DexCom
Disc Village
District One Medical Examiners Support, Inc.
Family First
Feeding Florida
Florida Academy of Dermatology
Florida Adoption Council, Inc.
Florida Airports Council
Florida Association of Center for Independent Living
Florida Aviation Business Association
Florida Baptist Children's Homes
Florida Chamber of Commerce
Florida Chapter American College of Cardiology
Florida Council for Behavioral Healthcare, Inc.
Florida Council of Yacht Clubs, Inc.
Florida Dental Association
Florida Engineering Society
Florida Fire Chiefs Association
Florida Fire Marshalls Association
Florida Health Care Association

Florida Hospices & Palliative Care
Florida Hospital Association
Florida International University Foundation
Florida Internet & Television
Florida Power & Light Company
Florida Psychological Association
Florida Realtors
Florida Retail Federation
Florida Society of Anesthesiologists
Florida Society of Interventional Pain Physician
Florida's Great Northwest
Fort Pierce Utilities Authority
Gainwell Technologies
Genmab US, Inc.
HealthTech Solutions
Hear.com
Helix Medical
Human Coalition
Independent Living Systems
Kids Central, Inc.
Kronos
Lee F. P., Inc.
Little Havana Activities & Nutrition Centers of Dade County
Marquis Software
Moffitt Cancer Center
Mortgage Bankers Association of Florida
Neurocrine Biosciences
New Horizons of the Treasure Coast
NWF Health Network
Operation New Hope
Panhandle Library Access Network
Patient Funding Alternatives
Pfizer, Inc.
PP&K
ProCom Consulting
Santa Rosa County
Step Up For Students
Tallahassee Memorial Healthcare
Teaching Strategies
The GEO Group, Inc.
UCB, Inc.
WestCare Foundation, Inc.
Wonderschool, Inc.

G. Area of Expertise

Our skill in navigating the legislative and budget process is unsurpassed and much sought after. This skill, combined with Johnson & Blanton's ability to repeat and refresh messages that must be continually kept in the forefront for legislators and regulators whose attention might otherwise drift, is a hallmark of Johnson & Blanton's method of operation. Our trusted name with Florida's decision makers has allowed Johnson & Blanton to achieve a strong track record of success for clients. With decades of experience in both creating and implementing public policy, our knowledge base spans diverse industrial sectors including multinational corporations, professional and trade associations, non-profits, and local governments.

Johnson & Blanton represent a variety local government, corporate and non-profit clients in front of the Florida government. Nowhere will you find the depth and breadth of experience than through the professionals at Johnson & Blanton. With positions held in Florida government, state agencies, and political organizations, we have not only led the discussion on public policy and legislative issues impacting Florida businesses but have had a seat at the table, forming the debate.

An effective government relations strategy depends on strong relationships with elected officials, key agencies and personnel, to ensure your message has a persuasive impact at all levels of government. Our personal contacts reach from the state's highest levels of leadership to the staffs that diligently work to keep the wheels of government rolling.

No matter what your goal may be, navigating the labyrinth of Florida's political landscape and government bureaucracy can be difficult and complex. It takes experienced guides with inside knowledge to steer you through the process and reach your objective. Johnson & Blanton works closely with clients to pass initiatives beneficial to their interests and defeat harmful legislation when needed.

A great lobbying strategy increases your influence, maximizes support, and minimizes opposition. At Johnson & Blanton, our insight and connections can help you increase your influence by developing strategic partnerships and profitable opportunities.

H. What Sets Us Apart

At Johnson & Blanton we believe that "Relationship is Everything." This is not just a slogan for Team JB. It is our brand promise. It sets us apart and permeates all we do. We live by it in the way we treat each other, in our approach to our clients, and in the manner, we work to educate and persuade public officials. We know that quality relationships, borne of trust and based on skill and experience, are the foundations from which the highest goals and objectives can be achieved. Our firm is founded on connecting our clients with people who

help them reach their goals. Our integrity is important to us; our business philosophy depends on building trust among our clients and our friends and colleagues throughout the state.

This is what sets us apart as our team has invested years in proactive early relationship-building that creates greater and more timely access to policymakers. Our insight, our relationships, and our ability to get to the right decision makers can help our clients increase their influence through strategic partnerships and profitable opportunities. It may take years of networking and persistence to achieve your policy objectives, or it may take a one-hour meeting with a key official. Whatever your goal, you can be confident that Johnson & Blanton has the integrity, information, and influence to help you reach it.

Additionally, the firm's commitment to excellence has been recognized through numerous prestigious awards and accolades. Johnson and Blanton were honored as the 2020 Lobbying Firm of the Year Runner-Up by Influence Magazine. Additionally, in 2017, Jon Johnson was awarded Appropriations Lobbyist of the Year Runner-Up, while Darrick McGhee received the Education Lobbyist of the Year Runner-up award, both by Influence Magazine. In 2016, Johnson and Blanton were named the Boutique Lobbying Firm of the Year by Influence Magazine.

Furthermore, Jon Johnson's exceptional contributions have earned him the title of Leading Association Lobbyist by Association Trends Magazine in 2014, as well as recognition as one of the 100 most influential people in Florida politics by Influence Magazine in 2018. Moreover, Jon Johnson has been honored with the Lifetime Distinguished Service award by both the Florida Society of Anesthesiologists and the Florida Engineering Society.

Adding to the team's accomplishments, Johnson and Blanton's Chief Operating Officer Darrick McGhee was appointed by Governor DeSantis in 2020 to serve on the Florida Commission on Human Relations and reappointed to the position in 2022, further solidifying our firm's influence and impact in Florida's political landscape.

Johnson and Blanton operate with unwavering dedication, unparalleled expertise, and a steadfast commitment to its clients' success. With a proven track record of excellence and a passion for advocacy, we stand ready to navigate the complexities of government relations and champion the causes that matter most to the clients and the communities served, because at Johnson and Blanton, *'Relationship is Everything'*.



Awards and Recognitions:

- Johnson & Blanton was awarded 2020 Lobbying Firm of the Year Runner-Up by Influence Magazine. (Influence Magazine)
- In 2020, Darrick McGhee was named one of the 100 Most Influential People in Florida Politics (Influence Magazine)
- In 2017 Jon Johnson was awarded Appropriations Lobbyist of the Year Runner-Up. (Influence Magazine)
- In 2017, Darrick McGhee was awarded Education Lobbyist of the Year Runner-up (Influence Magazine)
- Johnson and Blanton were given the honor of being named the 2016 Boutique Lobbying Firm of the Year. (Influence Magazine)
- Extensive Appropriations experience - over 100 years combined.
- In 2014, Jon Johnson was named Leading Association Lobbyist by Association Trends Magazine.
- In 2013, Johnson and Blanton were named as one of Florida's Top Lobbying Firms by Florida Trend. (Florida Trend)
- In 2018, Jon Johnson and Travis Blanton were recognized as part of the 100 most influential people in Florida politics by Influence magazine. (Influence Magazine)
- Jon Johnson has been given the Lifetime Distinguished Service award by both the Florida Society of Anesthesiologists and the Florida Engineering Society.
- In 2022, Darrick McGhee was recognized as a Top 25 Lobbyist by Florida Standard.
- In 2022, Darrick McGhee was recognized as one of the 150 Most Influential People in Florida Politics by INFLUENCE MAGAZINE



I. Meet the Team

Johnson & Blanton proposes that the following lobbyists will be responsible for representing the City of Lake City before the Florida Legislature and the Executive Branch of Government. Included below are the resumes of each of these individuals, the professional experiences and key officials with whom they have direct access for this representation:



Jon Johnson
Partner

Jon formed Johnson and Associates in 1995, which became Johnson & Blanton ten years later. His lobbying and political consulting experience spans diverse areas such as healthcare, managed care, worker's compensation, professional regulation, insurance, telecommunications, utilities, and criminal justice.

A dean's list student at Florida State University, Jon entered politics through the Republican Party of Florida, where he served as a fundraiser for significant donors and as a campaign consultant to legislative candidates. At only 20 years old, he was appointed deputy finance director, one of the youngest people in the nation to hold such a position within the Party.

Jon went on to serve the administration of Governor Bob Martinez, overseeing the Department of Professional Regulation's external and political affairs, including the public relations office and a selection of members for 32 professional boards. After his government service, Jon coordinated state agency relations and lobbying as the Director of Government Relations for the Florida Medical Association, assisting the association in developing Political Action Committee campaign strategies and grassroots programs.



Travis Blanton Partner

Travis joined Johnson and Associates in 2002, which became Johnson & Blanton in 2005. His extensive experience in Florida government includes serving as the chief of staff for the Agency for Health Care Administration (AHCA), responsible for administering Florida's \$20 billion Medicaid program and regulating more than 19,000 health care facilities throughout the state.

As part of Governor Jeb Bush's administration, Travis managed the staff at AHCA's legislative affairs office in Washington, DC. He was responsible for all external communications between the agency and its stakeholders, both inside and outside the government. His duties also included policy development and implementation for the agency secretary and deputy secretaries.

A veteran of countless policy battles, Travis has also served as the Legislative Affairs Director for the Florida Department of Elder Affairs, where his accomplishments included winning unprecedented new funding for senior programs.

Travis began his career in politics and public policy while still a student at Florida State University studying political science, interning for state Senator Curt Kiser and staffing the Florida Senate. He rose to become senior Senate liaison for the Republican Party of Florida, where his roles included chief fundraiser for Senate campaigns.

Travis has proudly proven to be successful, accurate and efficient in implementing the firm's services offered. He has cultivated countless professional relationships over his years, working in both the public and private sectors, and has become a powerhouse appropriations lobbyist, securing appropriations projects on behalf of the counties of Santa Rosa, Orange, Madison, and Hamilton, as well as many other clients.





Eric Prutsman Senior Government Affairs Consultant

Eric has more than 30 years of experience in the legislative and political arena of Tallahassee and has held positions in the executive and legislative branches of state government. He represents national and statewide clients before the Florida Legislature and state agencies on varied issues, including health care, aviation, insurance, banking, taxes, and education. Notably, he has been extensively involved with creating tax exemptions and tax credits for clients seeking economic development in Florida.

After earning his law degree from Florida State University, he served as Assistant General Counsel for the Florida Department of State and the Florida Elections Commission. He later joined the Florida Senate as Counsel for the Committee on Commerce, where he was responsible for drafting major legislation in health care, workers' compensation, corporations, and insurance. Eric left the public sector after seven years to practice legislative and administrative law and to advocate for clients before the Florida Legislature and executive branch agencies on policy, political, and budget issues. Initially working with a Tallahassee law firm after the Senate Committee on Commerce, Eric later founded Prutsman & Associates, P.A., a law firm representing state and national clients, before working with Team JB.





Darrick D. McGhee Sr. Chief Operating Officer

Darrick is a government consultant, currently serving as Chief Operating Officer for Johnson & Blanton, LLC. He has nearly 25 years of experience in state government and politics.

Prior to his current role, he was the Director of Legislative Affairs for the Executive Office of Governor Rick Scott. In this capacity, he was responsible for advocating and securing passage of the Governor's legislative priorities. He ensured the proper and legal administration of the Governor's legislative role throughout the legislative process and provided counsel and support to the Governor and other staff members regarding legislative and executive issues. In this role, Darrick also oversaw the Legislative Affairs Directors for each of the executive agencies.

Before joining the Executive Office of Governor Rick Scott, he served in multiple senior leadership roles with the Department of Economic Opportunity. While at this agency, he was the interim Executive Director, Chief of Staff, and the Director of Legislative and Cabinet Affairs. He also served as Legislative Affairs Director for three additional state agencies: The Departments of Education, Business and Professional Regulation, and Elder Affairs respectively. These roles spanned over three gubernatorial administrations: Governors Rick Scott, Charlie Crist, and Jeb Bush. He received his formal education at Florida Agricultural & Mechanical University (FAMU). Here he earned his BA in Political Science and Religion (2000).





Marnie George Senior Government Affairs Advisor

Marnie is a government affairs professional with more than 30 years of experience in Florida, including lobbying the Florida legislature, state agencies, the Florida Cabinet, and executive branch on behalf of state and national organizations. She has experience working with the legislative process and holds a reputation for honesty and integrity with the many bipartisan relationships with staff and elected

officials on numerous issues that she has developed.

Before joining Team JB, Marnie was the founder of The George Group—a public affairs consulting firm representing state and national clients, and has represented AAA Auto Club South, a three-million-member organization in Florida, the National Safety Council, Ford Motor Company, Habitat for Humanity of Florida and the Florida Chapter of the American College of Cardiology. She has received national recognition for her years of work on safety legislation and awareness, earning the State Highway Safety Champion Award for Florida—from the Advocates for Highway and Auto Safety. In 2021, Marnie was awarded the State Law Resources “Peck Fox” President’s Award.

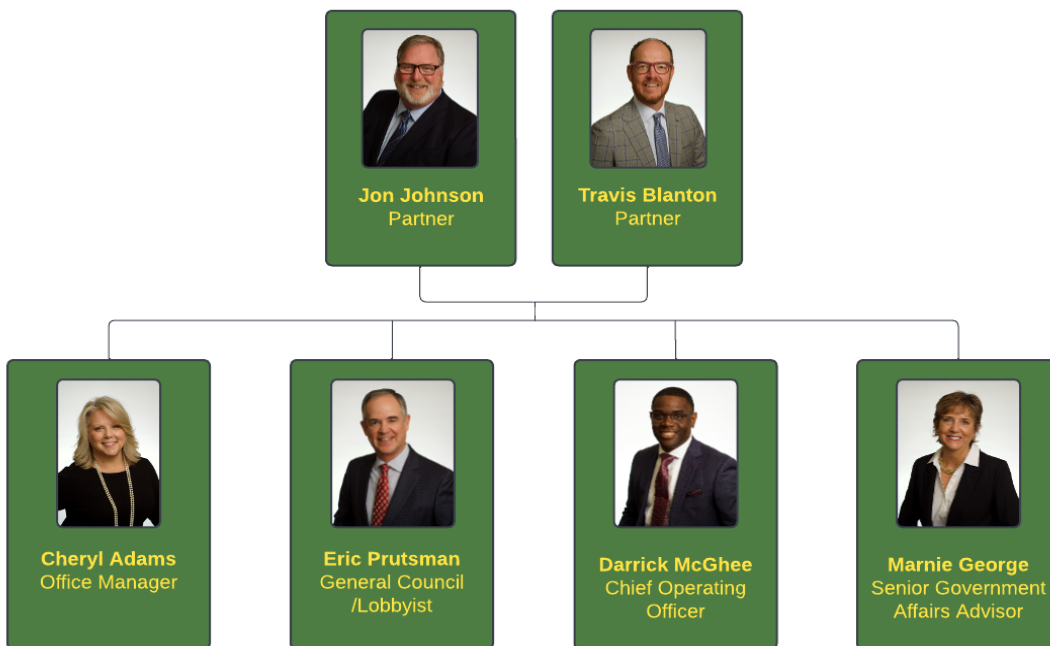
She previously served as legislative affairs director for the Department of Business Regulation and started the agency’s public information office serving as agency spokesperson while heading up the legislative office. She was selected by the Executive Office of the Governor to join the start-up team of the Florida Lottery as Legislative Affairs Manager. Later, the Lottery secretary tapped her to manage the affairs of the first-ever Florida Lottery Commission and was also named a top employee with superior service for her work. Marnie is a graduate of Leadership Tallahassee (Class 18). She currently serves as a County Commission appointee to the Housing Finance Authority of Leon County as a Member of the Board and is a past Chair.



J. Point of Contact

Darrick McGhee – Darrick will be the primary point of contact for the City of Lake City. He will participate in meetings with the City of Lake City commissioners. He will make sure Travis Blanton, Jon Johnson, Eric Prutsman, and Marnie George are engaged and available to attend when requested. He will make sure that Johnson & Blanton are fully briefed on the City of Lake City’s priorities.

K. Table of Organization



II. References

Rachel Tennant, J.D.
Director of Public Affairs & Sustainability
Fort Pierce Utilities Authority
rtennant@fpu.com

Brad Baker
Administrator
Santa Rosa County
BradB@santarosa.fl.gov

Reggie Fullwood
President & CEO
Operation New Hope
rfullwood@operationnewhope.org

III. Approach to the Project

A. Our Approach:

The 2025 Legislative Session is scheduled to convene on Tuesday, March 4, 2025, which is not many days before the final lobbying firm selection is made. Leading up to the start, in the Florida House of Representatives, on Friday, February 14, 2025, House Appropriation Project Request Forms are due no later than 5 p.m. When we consider the listed timeline for approval of REQUEST FOR PROPOSAL 007-2025 - STATE LOBBYIST SERVICES, this poses a challenge for City of Lake City if staff isn't already working on the required forms and working with an identified sponsor to submit the form before the due date. Pursuant to the House Rules, if a House Appropriation Project Request Form is not submitted, no funding will be included in the Florida House of Representatives proposed budget. Therefore, to qualify and proper position for budget conference, the city would need to make sure our Senate sponsor successfully gets the request(s) included in the Florida Senate's proposed budget. Our firm is experienced in this area and can be trusted by the city to overcome any initial hurdles.

Our firm, in partnership with the City of Lake City, upon being retained and lobbyist registration approvals, would strategize on immediate impact and momentum build. This strategy session can occur in-person, with us coming to the city or virtually. Here's how we approach the immediate months of March – June:

Month of March*¹

- Initially, we would schedule meetings with the two members of your legislative delegation – Senator Jennifer Bradley and Representative Chuck Brannan (both we know well) and walk them through the city's legislative priorities.
- We would schedule meetings with the respective appropriations subcommittee chairs and vice chairs, and their staff directors/budget chiefs to educate them on the city's legislative priorities.

¹ We propose having the City Manager come to Tallahassee for the scheduled meetings.

- We would schedule meetings with senior leadership in the Executive Office of Governor Ron DeSantis to educate them on the city’s legislative priorities.
 - Many lobbying firms wait until after Legislative Session has adjourned before they converse with the Executive Office of Governor Ron DeSantis. When we consider our successful outcome, our firm believes the Executive Branch is just as important as the Legislative Branch and therefore we must meet and converse with them early and often.
- If necessary, we will schedule meetings with respective state agencies to also educate them on the city’s legislative priorities.

Month of April^{*2}

- This is the critical month because it’s the second half of Legislative Session, but also the month when budget conference will take places.
- Since we “successfully” held meetings with the appropriate legislators and staff in the Executive Office of Governor Ron DeSantis, now we are making sure our funding sponsors have all materials they need before budget conference.
- We are consistently circling back to the respective appropriations subcommittee chairs and vice chairs, and their staff directors/budget chiefs to make sure they have all materials and so we can answer any questions.
- We are working with the city to secure letters of support for our funding request(s).
- By the time budget conference begins, we will have met with all decisions makers in both the Florida House and the Florida Senate, which will put us in great position for success.
- While budget conference is convening, we will be in each meeting conversing with members on the conference committee, especially the chairs, making sure the city remains priority.
- By the end of the month, budget conference will have concluded, and the State’s General Appropriations Act (State Budget) will be finalized. Since we expect to have our request(s) included, we will make sure to express our thanks to our sponsors, respective appropriations subcommittee chairs and vice chairs, and their staff directors/budget chiefs, and any other legislative leaders who played a role.

Months of May and June

- Since Legislative Session adjourns on Friday, May 2, we will immediately shift our attention to the Executive Office of Governor Ron DeSantis. Now it is time to ward off vetoes.

² We are not pressuring the City Manager to come back to Tallahassee for these meetings, but the invitation would be extended.

- *Historically, the Governor has not been in a hurry to sign the budget. So, we will spend both May and June on our post-Legislative Session approach. Understanding the Governor must act on the State's General Appropriations Act (State Budget) by June 30.*
- Although we will be communicating with the Governor's staff throughout Legislative Session, we will schedule meetings with staff in his Office of Policy and Budget (OPB). Understanding the OPB staff is tasked with gathering all materials on funded projects, we will meet with them to share all relevant materials (including letters of support) and answer any questions.
- While it is important to never guarantee any client that their project is veto-proof, we will work effectively to make sure we have done everything possible to fortify our request(s) from being vetoed.

Months of July – September

- Take a small breath of relief!
- With the new state fiscal year beginning on July 1, we will work with the city to make sure our funded request(s) are not mishandled by the identified state agency during the first quarter.
- Since some state agencies are known for taking their time to execute the contract, we will work with the city to ward off any unnecessary delays. This would mean scheduling meetings with the respective state agencies to make sure they have all necessary information and know who the city's point of contact will be throughout.
- We will attend all city meetings required to give a post-Session debrief.

Months of October – December

- With Legislative Session slated to begin in January 2026, by this time we will have either already identified the city's priority requests for the 2026 Legislative Session or we will be working toward finalization of them.
- We should anticipate Legislative Committee Weeks starting in either September or October, we would implement our previously successful session all over again to maintain the streak of securing state funding.

B. Tracking State Legislation

We understand the nuances of representing city governments of all sizes and the importance of disseminating critical details to keep everyone informed and engaged. Our goal is to communicate quickly and accurately to allow our clients the opportunity to analyze, respond and react.

We actively monitor and will timely advise the city on relevant legislative actions that include the introduction of legislation, committee referrals, and when legislation is scheduled for a hearing. We also monitor, report, and take necessary action as directed by the city to support or oppose amendments and will report back about legislative action taken on those issues. Additionally, we constantly review the Florida Administrative Register to identify agency rule actions and meetings which are critical components of the legislative process.

Lawmakers rely upon timely and accurate information too and we will educate them on the city's priorities to generate support or opposition as appropriate. Because of our extensive relationships among legislative leaders, lead staffers and agency officials, we stay informed. The ultimate beneficiary of this effort is you, your issues, and the critical business decisions that you must make.

Our efforts on your behalf will include:

- Tracking and monitoring legislation, including proposed administrative rules.
- Providing debriefs of news highlights, legislative activity, progress reports, post-session briefings, annual reports, and press conference summaries.
- Advocating on behalf of clients; setting the legislative agenda; educating members on the city's priorities; and working with government agencies on behalf of the City of Lake City.
- Monitoring the establishment of relevant task forces and advisory councils while gathering information regarding agency interim projects.
- Assisting with client needs at the highest level of service and availability in and outside of traditional office hours.
- Assist in developing a comprehensive legislative agenda and funding request
- Provide strategic guidance to help engage members and organization leadership on legislative and funding goals and efforts.
- Draft, review and provide guidance on legislative and budget initiatives on behalf of the organization.



C. Identifying Issues

As the primary point of contact between you, state agencies and legislative officials, we will follow the city's guidance and focus, to maintain consistent communication with relevant government officials to uphold and enhance the city's relationships with these entities.

We will help formulate a comprehensive schedule for the city that outlines recommended staff and agency meetings. Our focus will include engaging lawmakers, agency and executive branch officials, and their staff involved in appropriations as well as those responsible for overseeing matters regarding local government policy.

Additionally, we will help facilitate meetings to engage stakeholder entities to keep the city informed and connected. Through these interactions, we intend to optimize relationships and ensure timely discussions that align with the city's objectives. Through this structured approach, our focus will be to maximize the city's influence and effectiveness.

And once we develop a plan of action with the city for the upcoming Session, we will begin securing appropriate meetings to discuss city's legislative priorities and funding requests. This proactive approach will ensure that the city maintains well-informed and strategically positioned for legislative success.

We clearly understand the importance of the Columbia County legislative delegation to the success of the city's legislative agenda. Delegation members are clearly in positions of authority, and we intend to work extremely close with them to accomplish your goals.

As directed by city leadership and staff, we will provide regular contact with appropriate government agency staff to maintain current relationships on behalf of the city. Through these relationships we gather information regarding interim projects, rules, and other upcoming activities. Emphasis is placed on the Governor's Office, Speaker of the House, the Senate President, and other entities of state government as necessary for the good of the city.

Immediately upon your selection of our services, we will begin securing meetings with the city commissioners and staff to further educate ourselves on the city's legislative agenda and appropriations expectations. We will also be available to assist the city in refining its messaging to educate the legislative delegation.

In a collaborative partnership with the city's internal team, we will actively facilitate the identification of legislative bills, amendment and appropriations sponsors. In representing the city, we will lobby lawmakers, agency officials, committee staff and others as appropriate to secure passage or defeat of specific issues and funding priorities. Further, our team is uniquely positioned to represent and advise the city on complicated funding formulas and budget complexities due to our years of experience, in-depth background and knowledge.

Additionally, we will advise and assist the city in developing compelling communication materials that can be used to gain legislative support. We aim to enhance legislative backing and optimize overall impact by combining the city's insights with our strategic approach. Our

office is available to schedule meetings with legislators, agency officials and will gladly assist with any key legislative related events as needed.

Team JB will attend all relevant legislative committee meetings and issue briefings of interest to advocate on behalf of Santa Rosa's legislative and funding requests. We will provide legislative testimony as needed and will work closely with the city to develop written materials that may be needed for advocacy efforts.

Johnson & Blanton will proactively seek opportunities for city representatives to serve on appointed boards. We regularly monitor vacancy reports provided by the Governor's, House and Senate Appointment's Office, and also review end-of-session legislation to determine what task forces or committees, if any, have been established. Our goal is to help position city leadership to engage meaningfully in impactful roles, fostering collaboration and amplifying the County's influence.

We work diligently to make sure that every possible issue is identified on a timely basis using our bill tracking and keyword lists active search network. This approach to tracking and monitoring introduces a collaborative model that amplifies the city's internal knowledge with our specialized capabilities and centers on the philosophy that "more eyes lead to better outcomes."

Our team will attend all meetings scheduled and will attend every noticed meeting of the House or Senate that could have an impact on the city's appropriations request. We will also attend unscheduled and impromptu meetings with the identified legislators and staff in order to advance the effort and will report back our contacts to the city.

IV. Cost Proposal

See online RFP cost proposal submission

V. Key Partnerships

The 2025 Legislative Session will bring big changes to the Florida Legislature. While Florida maintains a Republican supermajority in the House and Senate after the November General Election, significant leadership and committee changes will directly impact local government funding and initiatives.

Danny Perez, Republican, Miami has become the Speaker of the House of Representatives. He has named Representative Lawrence McClure, Republican, Plant City as the Chairman of the House Appropriations Committee. Likewise, Senator Ben Albritton, Republican, Bartow, has assumed the office of Senate President and has identified Senator Ed Hooper, Republican, Palm Harbor, as Chairman of the Senate Appropriations Committee. As a former fire fighter, Senator Hooper fully understands the significance of local government

funding. These leaders and their appropriations chairs will be our initial legislative focus as all budget funding will be closely scrutinized by them. In addition to the lead appropriations members, we will target the respective House and Senate local government committee chairs. Our main objective will focus on key individuals who will be shaping the General Appropriations Act for Fiscal Year 2025-2026.

Additionally, our team has fostered meaningful relationships among those who are likely to assume legislative leadership positions beginning in 2026 with Representative Sam Garrison and Senator Jim Boyd. Succeeding these leaders in 2028 will likely be Senator Jay Trumbull and Representative Jennifer Canady with whom we continue to work closely.

Johnson & Blanton is continuously building upon our relationships and connections focusing on other critical entities such as the Governor's Office **Chief of Staff James Uthmeier**, the Governor's Director, Legislative and Intergovernmental Affairs **Peter Cuderman**, and the Governor's Acting Policy Director **Daniel Pardo** who will play a key role in the final decisions on the General Appropriations Act. Additionally, depending upon the type of appropriations being requested, we will want to secure the support and early education of the Department of Transportation **Secretary Jared Perdue**, the Department of Commerce **Secretary Alex Kelly**, along with other state government bodies and legislative committees.

Our team has fostered meaningful relationships among those who are likely to assume legislative leadership positions beginning in 2026 with **Representative Sam Garrison** and **Senator Jim Boyd**. Succeeding these leaders in 2028 will likely be **Senator Jay Trumbull** and the **Representative Jennifer Canady** with whom we continue to work closely.

Team JB has worked diligently to maintain rapport the Democratic party leaders specifically **House Minority Leader Fentrice Driskell** and **Senate Minority Leader Jason Pizzo** as well as **House Minority Leader-Designate Christine Hunschofsky** and **Senate Minority Leader-Designate Tracie Davis**.

Through our previous representation of the **Town of Greenville, FL**, and current representation of the **Florida Airports Council** and the **Florida Fire Chiefs Association**, Johnson & Blanton has a working relationship with the Florida League of Cities. The League provides members with tailored advocacy tools and training programs designed specifically for municipal officials. It also serves as administrator for the Florida Municipal Insurance Trust, offers innovative financial solutions to Florida's local governments, and provides contractual support services to several statewide municipalities.

Because of our representation of **Santa Rosa County**, and previously **Orange, Hamilton** and **Madison** counties, Johnson & Blanton has a working relationship with Florida Association of Counties (FAC). FAC is the only association representing Florida's counties, bringing together

the collective experience and knowledge of 377 county commissioners and supported by thousands of county professional staff. FAC provides a cohesive platform that enables county officials and staff to speak with a unified voice on behalf of all Floridians. Through FAC, counties are better able to serve not only their communities, but the entire state of Florida.

VI. Required Forms

Pursuant to the instructions in REQUEST FOR PROPOSAL 007-2025 STATE LOBBYIST SERVICES, the Required Forms have been uploaded separately into the system.

