

City of Marco Island, Florida
RFP 2024-026 Professional State Lobbying Services

Submitted by:

Ronald L. Book, P.A.



Ronald L. Book, P.A.

LAW OFFICES

PROFESSIONAL ASSOCIATION

SOUTH FLORIDA

4000 Hollywood Blvd., Suite 677-S
Hollywood, FL 33021
P: 305.935.1866

TALLAHASSEE

104 West Jefferson Street
Tallahassee, FL 32301
P: 850.224.3427

E-mail: Ron@rlbookpa.com

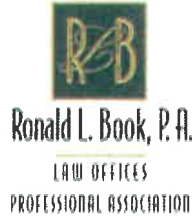
Due: Monday, June 12, 2024 ~ 2:00 PM

City of Marco Island | 50 Bald Eagle Drive | Marco Island, Florida 34145

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TAB 2: COVER LETTER



Ms. Angela Johenning, Purchasing and Risk Manager
City of Marco Island

Dear Ms. Johenning:

It is with great pleasure that I submit our proposal on behalf of Ronald L. Book, P.A. to the City of Marco Island to provide professional state lobbyist services as outlined in RFP 2024-026. In our proposal, you will find a sampling of our successes, qualifications, and accomplishments outlining our ability to meet and exceed the City's requirements.

Our long history of service representing a wide variety of entities before the State enables our firm to utilize our experience and expertise to assist Marco Island in navigating the complexities of securing specific budget priorities, crafting strategies to achieve success in the passage or defeat of legislation, and engaging with the executive and regulatory agencies on a variety of issues. We are eager for the opportunity to continue our work as your advocate, providing you with reliable representation and strategic direction to navigate the political landscape in every arena of Florida government.

Please note that I would continue to serve as the primary contact for this proposal and can answer questions, provide additional information, and make representations on behalf of Ronald L. Book, P.A. Additionally, the firm's associate lobbyists, Ms. Kelly C. Mallette, Ms. Rana G. Brown, and Ms. Gabriela Navarro, each with diverse experience and unique insight into the legislative process, would also perform lobbying responsibilities as part of the firm's representation. Below is the required information for each of the firm's executives.

Ronald L. Book, P.A.	TELEPHONE EMAIL	OFFICES
Ronald L. Book, CEO	Cell: 305.510.2000 Ron@rlbookpa.com	• TALLAHASSEE 104 West Jefferson Street Tallahassee, FL 32301 Office: 850.224.3427
Kelly C. Mallette, Senior Director, Government Affairs	Cell: 786.295.1199 Kelly@rlbookpa.com	
Rana G. Brown, Government Affairs Consultant	Cell: 786.427.5127 Rana@rlbookpa.com	• SOUTH FLORIDA 4000 Hollywood Blvd., Ste. 677-S Hollywood, FL 33021 Office: 305.935.1866
Gabriela Navarro, Government Affairs Consultant	Cell: 786.237.8070 Gaby@rlbookpa.com	

As you review our qualifications, we ask that you keep in mind that our firm offers over 100 years of combined experience in Florida politics, relationships built brick-by-brick, over decades. We also have extensive experience in the appropriations process, which has yielded billions in funds to our clients on a wide range of programs and projects. As such, we believe that we are uniquely qualified to provide effective representation that will continue to bring meaningful results to the City of Marco Island. It is in that spirit that we submit this response. Thank you for the opportunity to be considered.

Sincerely,

Ronald L. Book, CEO

TAB 3: FORMS A – G

- Included within this section, please find completed forms reflecting additional information required as part of RFP 2024-026.

A. Declaration Statement
B. Vendor Information Form
C. E-Verify
D. Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion
E. Non-Collusion Certification
F. Sworn Statement Under Section 287.133 (3)(A), Florida Statutes, On Public Entity Crimes
G. Proposer's Checklist

The below forms A. through G. are to be submitted with your response to this RFP

Full Name of Proposer: **Ronald L. Book, P.A.**

Main Business Address:
4000 Hollywood Blvd., Ste. 677S Hollywood, FL 33021

Telephone No.: 305.935.1866 Fax No. 305.935.9737

Email Address: Ron@RLBookPA.com

State License# N/A Type ---

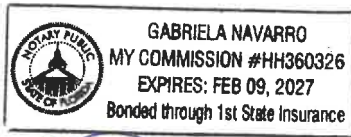
The undersigned, as Proposer hereby declares that he has examined the Scope of Services, and informed himself fully in regard to all conditions pertaining to the work to be done. The Proposer further declares that the only persons, company or parties interested in this Proposal or the RFP to be entered into as principals are named herein; that the Proposal is made without connection with any other person, company or companies making a Proposal; and it is in all respects fair and in good faith, without collusion or fraud.

The services to be furnished by us shall be performed in accordance with the requirements of the **RFP #2024-026**. The undersigned does agree that should the firm be offered a contract, to execute that contract and present the same to the City for approval within fifteen (15) days after being notified of the award. The undersigned do further agree that failure to execute and deliver said forms of Contract within fifteen (15) days will result in damages to the City.

Further, the Bidder acknowledges receipt of Addenda as follows:

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IN WITNESS WHEREOF, WE have hereunto subscribed our names on this 7 day
June, 2024 in the City of Hollywood, in the State of FL.



Ronald L. Book, P.A.

Firm's **Complete Legal Name**

Check one of the following:

- ☒ Sole Proprietorship
☐ Corporation or P.A.
☐ Limited Partnership
☐ General Partnership

Phone No. 305.935.1866

Fax No. 305.935.9737

Email Ron@RLBookPA.com

4000 Hollywood Blvd., Ste. 677S

Address

Hollywood, FL 33021

City, State, Zip

BY:

[Signature]
Typed and Written Signature

Ronald L. Book

CEO

Title

B. VENDOR INFORMATION FORM
RFP No. 2024-026

Company Name: Ronald L. Book, P.A.

If a "DBA", please be sure this is indicated on W-9

FEIN or SS#: 59-2769674 Service or Commodity Provided Professional State Lobbying Services

Mail Address: 4000 Hollywood Blvd., Ste. 677S

City: Hollywood State: FL Zip+4: 33021-6863

Remit Address: 4000 Hollywood Blvd., Ste. 677S

City: Hollywood State: FL Zip+4: 33021-6863

Phone: 305.935.1866 Email: Ron@RLBookPA.com

Purchase Orders to be sent to: 4000 Hollywood Blvd., Ste. 677S

Phone: 305.935.1866 Email: Ron@RLBookPA.com

Accounts Receivable Contact Name: Ronald L. Book

Phone: 305.935.1866 Email: Ron@RLBookPA.com

Other Contact Name: ---

Vendor Instructions

If your company provides services performed on City property, you will also be required to submit an ACORD Insurance Certificate naming the City of Marco Island as an additional insured, along with a copy of the additional insured endorsement from your policy, prior to services being rendered.

The City of Marco Island is exempt from the payment of Florida sales and use tax. Copies of the City's Sales Tax Exemption Certificate are available upon request to: Ajohenning@cityofmarcoisland.com

The City's payment terms are net 30 and all invoices/billing should be sent to: accountspayable@cityofmarcoisland.com

A completed Form W-9 must be submitted with this Vendor Information Form.

Printed Name: Ronald L. Book

Title: President and CEO

Vendor Signature: 

Date: 6/7/2024

**C. E-VERIFY
RFP No. 2024-026**

The City of Marco Island will not intentionally award publicly-funded contracts to any contractor who knowingly employs unauthorized workers, constituting a violation of the employment provisions contained in 8 U.S.C. Section 1324a(e) (Section 2274A(e) of the Immigration and Nationality Act ("INA")). The City shall consider the employment by any contractor of unauthorized aliens a violation of Section 274A(e) of the INA shall be grounds for unilateral cancellation of this Agreement by the City.

Vendor/Contractor shall utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

1. all persons employed by the Vendor/Contractor during the term of the Contract to perform employment duties within Florida; and
2. all persons, including subcontractors, assigned by the Vendor/Contractor to perform work pursuant to the contract with the Agency.

You may also sign-up for free webinars on E-Verify which are offered by the U.S. Department of Homeland Security. To see the schedule of webinars and register, click on the following link, which will take you to the US Department of Homeland Security's website: [E-Verify Webinars](#)

The Website for E-Verify is: <http://www.uscis.gov/e-verify>

(Vendor Signature)

6/7/2024

Date

Ronald L. Book, President and CEO

Name and Title of Authorized Signee

Ronald L. Book, P.A.

Name of Corporation, Partnership, Trust, Etc.

**D. CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY
AND VOLUNTARY EXCLUSION
RFP No. 2024-026**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension (34 CFR, part 85, Section 85.510, Participant's Responsibilities).

"The Bidder certifies that, neither the firm nor any person associated therewith in the capacity of owner, partner, director, officer, principal, investigator, project director, manager, auditor, and/or position involving the administration of federal funds:

(a) is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions, as defined in 49 CFR s29.110(a), by any federal department or agency;

(b) has within a three-year period preceding this certification been convicted of or had a civil judgment rendered against it for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or public contract; violation of federal or state antitrust statutes; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

(c) is presently indicted for or otherwise criminally or civilly charged by a federal, state, or local governmental entity with commission of any of the offenses enumerated in paragraph 9(b) of this certification; and

(d) has within a three-year period preceding this certification had one or more federal, state, or local government public transactions terminated for cause or default.

The Bidder certifies that it shall not knowingly enter into any transaction with any subcontractor, material supplier, or vendor who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this project by any federal agency unless authorized by the Florida Department of Transportation."

Contractor's Signature

Date 6/7/2024

Ronald L. Book, President and CEO
Name and Title of Authorized Signee

Ronald L. Book, P.A.
Name of Corporation, Partnership, Trust, Etc.



E. NON-COLLUSION CERTIFICATION
RFP No. 2024-026

The undersigned hereby certifies, to the best of his or her knowledge and belief, that on behalf of the person, firm, association, or corporation submitting the bid certifying that such person, firm, association, or corporation has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise take any action, in restraint of free competitive bidding in connection with the submitted bid. Failure to submit the executed statement as part of the bidding documents will make the bid non-responsive and not eligible for award consideration.

(Proposer's Signature)



Date 6/7/2024

Ronald L. Book, President and CEO

Name and Title of Authorized Signee

Ronald L. Book, P.A.

Name of Corporation, Partnership, Trust, Etc.

(SEAL)

**F. SWORN STATEMENT UNDER SECTION 287.133 (3)(a), FLORIDA STATUTES, ON
PUBLIC ENTITY CRIMES
RFP No. 2024-026**

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, Proposal or Contract No. 2024-026

For Ronald L. Book, P.A.

2. This sworn statement is submitted by Ronald L. Book

(name of entity submitting sworn statement)

whose business address is: 4000 Hollywood Blvd., Ste. 677S

Hollywood, FL 33021

and its Federal Employer Identification Number (FEIN) is 59-2769674

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: _____.)

3. My name is Ronald L. Book and my relationship to the entity named
(please print name of individual signing) above is
same.

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 of 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 or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

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 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 any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliated" 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.

c. I understand that a "person" as defined in Paragraph 287.133(1)(e), **Florida Statutes**, means any natural person or entity organized under the laws of any state or of the United States with the legal power

to enter into 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.

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

✓ Neither the entity submitting this sworn statement, nor any 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 and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one 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.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that is was not in the public interest to place the entity submitting the sworn statement on the convicted vendor list. **(attach a copy of the final order)**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPHS 1-3 (ONE THRU THREE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT HIS FORM IS VALID THOROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

(Signature)

6/7/2024

(Date)

STATE OF Florida

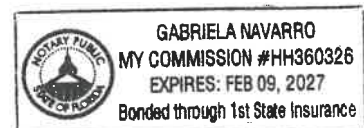
COUNTY OF Broward

PERSONALLY APPEARED BEFORE ME, the undersigned authority, _____ who, after first being sworn by me, affixed his/her signature in the space provided on this 7 day of June, 2024.

NOTARY PUBLIC

Commission number: HH360326

Commission expires: Feb 9, 2027



G. PROPOSERS CHECK LIST

IMPORTANT: Sign in the spaces indicated and submit with your proposal.

Proposer should check off each of the following items as the necessary action is completed:

- ✓ 1. The RFP has been signed.
- ✓ 2. Any required documents, qualification statements, etc. have been included.
- ✓ 3. Any addendum (if any) have been signed and included.

Ronald L. Book, P.A.

Company Name



CEO

Signature & Title

Date: 6/7/2024

TAB 4: EXPERIENCE, APPROACH, AND RESULTS

Provide information that documents your firm's qualifications and experience to produce the required deliverables in the format requested. In addition, provide the following information: Provide a statement addressing why the firm believes it is the best qualified to perform the work.

Ronald L. Book, P.A. is considered one of the premier lobbying firms in the state, with unparalleled experience in the appropriations process. The firm is consistently ranked in the top five Tallahassee lobbying firms among various media sources and others who follow Tallahassee politics.

Established in 1987, the firm has a long history representing Fortune 500 companies, sports teams and sports facilities, government entities like cities and counties, hospitals and health care districts, professional associations and not-for-profit groups. Our law firm works exclusively in the government affairs arena, specializing in legislative and executive advocacy, strategic planning and general government consulting. We are proud to be involved in the legislative process 365 days-a-year. We are a bipartisan firm that enjoys extensive relationships with the legislative and executive branches of Florida government, allowing us to be effective in today's political climate.

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

The firm boasts a virtually flawless record of success attaining clients' goals, which range from legal counseling on corporate and private matters to persuading lawmakers to support or oppose various programs and causes. Professional skill is complemented by responsive, personal service as evidenced by the fact that the vast majority of clients have retained the firm's services for many years. Operating full-time offices in South Florida and Tallahassee affords the firm's professionals close proximity to clients and legislators, providing access to, and visibility amongst, key decision-makers. The result for our clients is maximum accessibility.

Ronald L. Book, P.A. has led Florida's government relations industry in providing quality, affordable state legislative lobbying services to communities like Marco Island. We began that work more than 30 years ago, and continue to do so because, quite simply, we believe that local government leaders and their constituents deserve the same competent, experienced and professional representation as private sector interests. We provide a high-level of service and we strive to let the results speak for themselves. Our proposal to the City of Marco Island is rooted in our firm's tradition of providing our clients with lobbying services that deliver results, professionals with decades of Tallahassee experience, considerable relationships and a reputation for excellence.

Our team is proud of our record of success on behalf of our local government clients. Our firm has immense experience with direct appropriations, and we are responsible for tens of millions in funds for various local projects, some of which are detailed in this proposal. We have been particularly successful in securing funds for local water projects. We excel at the water project process because we work closely with our clients to file projects that **meet or exceed** House and Senate standards. For example, we urge our clients to find projects that are construction ready, provide a local funding match of 50% or more, that have a regional impact, and support local water management district plans and goals. By ensuring we present good projects, we increase our chances of success.

There is but one guarantee in government affairs and politics, and that is change – changes in leadership, changes in priorities and changes to the legislative process are all commonplace. For more than 30 years, Ronald L. Book, P.A. has remained a constant in Florida politics, and our clients have looked to us for advice and counsel to navigate that sea of change. We provide effective solutions and achievement by offering our clients:

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

Provide a list of clients and number of years representing such clientele.

Ronald L. Book, P.A.: Below, please find a list of clients for which we provide professional state lobbying services.

7-11, Inc.	2017 - Present
Ashbriitt	2002 - Present
AT&T	2004 - Present
Atlantic Pacific Communities	2005 - Present
Auto Tag Management Group	2009 - Present
Automated Healthcare Solutions	2004 - Present
AutoNation, Inc	2006 - Present
Ayr Wellness	2022 - Present
Bal Harbour Village	2007 - Present
Banyan Health Systems, Inc	2021 - Present
Best Buddies International	2007 - Present
Biscayne Bay Pilots	1997 - Present
Brevard County	2009 - Present
Bright Health Group	2022 - Present
Broward County	1996 - Present
Carfax, Inc	2015 - Present
Carmichan Holdings	2013 - Present
Casa Familia, Inc.	2018 - Present
Charlotte County Airport Authority	2022 - Present
City of Arcadia	2023 - Present
City of Aventura	1999 - Present
City of Bal Harbour	2000 - Present
City of Cooper City	1998 - Present
City of Coral Gables	2018 - Present
City of Dania Beach	2-19 - Present
City of Fort Lauderdale	2012 - Present
City of Lauderdale Lakes	2004 - Present
City of Marathon	2013 - Present
City of Marco Island	2014 - Present
City of Margate	2017 - Present
City of Miami Beach	2018 - Present
City of Miramar	2000 - Present
City of North Bay Village	2019 - Present
City of North Miami	1995 - Present
City of North Miami Beach	1995 - Present
City of Pinellas Park	2002 - Present
City of Riviera Beach	2009 - Present
City of Sunny Isles Beach	2000 - Present
City of Sunrise	2003 - Present

City of Tamarac	2001 - Present
Consumer Debt Relief Initiative	2023 - Present
Dealer Services Network, LLC	2020 - Present
Driver's Rights Inc	2009 - Present
Equifax	2016 - Present
FBE Limited LLC	2023 - Present
First Service Residential Florida, Inc	2015 - Present
Florida Apartment Association	2006 - Present
Florida Association of Motorist Service Providers, Inc	2012 - Present
Florida Association of Public Insurance Adjusters	2020 - Present
Florida Distributing Company	2021 - Present
Florida High School Athletic Association	2013 - Present
Florida Network of Children's Advocacy Centers	2016 - Present
Florida Power & Light Company	1996 - Present
Florida Regional Councils Association	1994 - Present
Florida Smoke Free Association	2023 - Present
Fort Myers Community Redevelopment Agency	2017 - Present
Gannett Media Group	2017- Present
Gate301 Miami, Inc.	2020 - Present
Gift of Life Adoptions	2023 - Present
Gold Coast Beverage Distributors, Inc	2015 - Present
Goodwill Industries of Southwest Florida, Inc.	2023 - Present
Grant Street Group	2006 - Present
Hard Rock Stadium	1982 - Present
JARC Florida	2020 - Present
Jewish Community Services of South Florida	2021 - Present
K.A.S & Associates, Inc.	2019 - Present
Keiser University	2013 - Present
Kendall Associates I, LLLP	2017 - Present
Lauren's Kids	2007 - Present

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League of Southeastern Credit Unions	2023 - Present
Learning Ally	2003 - Present
MACtown	2023 - Present
Martin Property Holdings Co. 1, LLC	2023 - Present
MB437, LLC	2024 - Present
Miami Beach Community Health Center	2002 - Present
Miami Jewish Health Systems	2011 - Present
Miami Project/Buoniconti Fund to Cure Paralysis	1995 - Present
Miami-Dade County	1995 - Present
Miami-Dade County Public Schools	2002 - Present
Museum of Discovery & Science	2012 - Present
Neptune Wholesale, Inc	2008 - Present
New Horizons Community Mental Health Center	1996 - Present
North Broward Hospital District (d/b/a Broward Health)	1997 - Present
OpenGov	2016 - Present
Penn Credit	2015 - Present
Performance Title Services, Inc	2009 - Present
Public Health Trust-Jackson Memorial Hospital	2002 - Present
Reyes Holdings, L.L.C.	2020 - Present
RLKT DB Holdings, LLC	2015 - Present
Safe Children Coalition	2021 - Present
SEED Foundation, Inc, The	2014 - Present
Seminole County Board of County Commissioners	2019 - Present
Solemia	2017 - Present
South Broward Hospital District	1988 - Present
South West Florida Enterprises	1982 - Present
The GEO Group, Inc.	2008 - Present
Title Clerk Consulting Company, LLC	2009 - Present
Town of Davie	2016 - Present
Town of Fort Myers Beach	2018 - Present
Town of Loxahatchee Groves	2022 - Present
Underdog Sports	2023 - Present
University Area Community Development Corporation (Prodigy)	2010 - Present
University of Miami	2002 - Present
Village of Estero	2021 - Present
Village of Palm Springs	2023 - Present
Village of Royal Palm Beach	2005 - Present
Vitas Healthcare Corporation	1990 - Present
White Rock Quarries	2006 - Present
Whitman Family Development	2017 - Present

List of issues and results within the last five (5) years, one of which the firm has represented a local government entity as a lobbyist.

Ronald L. Book, P.A., excels in the appropriations process as we do more appropriations work than any of the other firm in Tallahassee. We have a thorough and exhaustive understanding of Florida's budget, including budget procedures and funding priorities. We monitor the revenue estimates and sales tax collections so that we always know Florida's bottom line. We also monitor the Legislative Budget Commission as they meet throughout the year to make changes to Florida's spending. We know where to find money for projects that do not have a home.

Water Project Funding: Funding for local government water projects, as part of the state budget process each Session, provides state funding for a variety of local needs including flood relief/control, sewer upgrades and repairs, gravity sewers, stormwater improvement, septic to sewer, canal rehabilitation and embankment improvements, drainage, water quality improvements, culvert gate and headwall improvements for proper drainage, to name a few types, with other types listed within this section.

Our firm has immense experience with water project funding. Combined, we are responsible for tens of millions in funds for water projects appropriated over many sessions. We excel at the water project process because we work closely with our clients to file projects that meet or exceed House and Senate standards. For example, we work with our clients to assist in the development of requests for projects that are:

1. Designed and permitted, construction ready
2. Commit a significant local funding match
3. Demonstrate a statewide interest and role in the completion of the project
4. Support local water management district plans and goals

By ensuring we present fully developed funding asks for good projects, particularly those that are timely, designed and permitted, and construction ready, we increase our chances of success. We also enjoy excellent relationships with key leaders in the House and Senate that chair the substantive environment committees and environmental appropriations committees.

Emergency Management/Disaster Mitigation: Over many years, our firm has had extensive experience in both the disaster management and mitigation area as well as in emergency management funding through the State budget. We have secured millions in funding for various Emergency Operations Centers and a variety of first responder projects for multiple clients.

Police/Fire/Public Safety: Within the appropriations process, we have secured millions in funding for various police and fire department needs, including radios, technology for cold case research investigations, fire house construction funding, fire rescue vehicles, high water fire suppression vehicles, Rescue Fire/Emergency Medical Services Facility and the local bill for the City regarding emergency response.

Additionally, through the University of Miami, over several years we have secured millions in funding for firefighter cancer research. Through the findings of this ongoing research, fire stations around the country have implemented new and improved protocols to ensure the safety of their firefighters.

Public Works Issues and Project Funding: We have also secured multiple millions of dollars for municipal infrastructure projects such as buildings, emergency operations centers, parks, beaches, hospitals, canal rehabilitation, pedestrian bridges, sidewalk upgrades, parks, including special needs parks development and equipment including park lighting. A major component of appropriations successes is that we are experts in working with our local government clients to identify and develop major projects that are subsequently allocated funding with state revenue. Funding for municipal public works projects is included in the appropriations list within this proposal.

Resiliency Initiatives through the Resilient Grant process: We have worked with our local government clients, to advise on, assist in the development of, and secure multiple millions in funding for resiliency projects and surrounding policy at

the state and local levels. It is critical that local governments work in conjunction as they focus on seeking policy directives and incentives including financing and funding for storm hardening projects at both the State and County levels.

Wastewater Grant Programs Eligibility: This relatively new grant program created in Florida allows for funding for larger scale projects in this issue area. We were successful in working to expand the statutory eligibility requirements in order for a wider range of local regions to be qualified for the State's wastewater grant funding process.

Area of Critical State Concern: As an example of a regional team approach, through our representation of the City of Marathon, we worked as part of a Keys-wide municipal and county team over several years, to successfully secure tens of millions of dollars in funding for municipal projects located in the Florida Keys Area of Critical State Concern. Funding addresses the unique needs of the low lying Florida Keys, specifically to finance or refinance the cost of constructing sewage collection, treatment, and disposal facilities, building projects that protect, restore, or enhance nearshore water quality and fisheries, such as stormwater or canal restoration projects and projects to protect water resources available to the Florida Keys. Also, our team has worked toward funding for the purpose of land acquisition within the Florida Keys Area of Critical Concern (authorized in s. 259.045, F.S.), with increased priority given these acquisitions that achieve a combination that includes protecting Florida's water resources and water recharge.

On behalf of our local government clients, our success in the appropriations arena is incomparable. To further illustrate our firm's expertise appropriations arena in areas that are critical to the city, we choose to let the results speak for themselves.

Below is a list of appropriations secured for local government clients over the last three years. It is important to note this list is a sample of funding secured by our firm that covers the wide variety of issues critical to the City of Marco Island.

(Please note: A comprehensive listing of funding request successes specific to funding for the City of Marco Island, is included within Tab 4, in this section.)

2024

- \$1,000,000 for the Miami-Dade County Acquisition and Renovation of Supportive Housing for Homeless Households
- \$562,000 for the Miami-Dade County Housing First for Homeless Persons with Special Needs
- \$175,000 for the Miami-Dade County Homeless Trust – Project Lazarus Specialized Outreach
- \$251,449 for the Lauderdale Lakes Alzheimer's Care Center/Alzheimer Care Services Expansion
- \$175,000 for the Miami Beach Senior Services and Programming
- \$1,000,000 for the Miami-Dade County Senior Congregate Meals
- \$298,916 for the Miramar Southcentral/Southeast Focal Point Senior Center
- \$200,000 for the Miramar Real Time Crime Center, Phase III
- \$125,000 for the Miami-Dade County Satellite Pet Adoption Center
- \$1,500,000 for the Arcadia Land Acquisition for Wastewater Sprayfield
- \$200,000 for the Arcadia Reclaimed Water Ponds Rehabilitation Phase 1
- \$700,000 for the Cooper City Gravity Sewer Rehabilitation Project Phase 1
- \$300,000 for the Coral Gables Comprehensive Water Quality Assessment
- \$350,000 for the Coral Gables Golden Gate Stormwater Improvement Project
- \$250,000 for the Dania Beach Drainage Outfall Valve Retrofit Project
- \$275,000 for the Dania Beach Lift Station No. 11 Rebuild and Resiliency Project
- \$500,000 for the Dania Beach SW 34 Terrace Drainage Project
- \$2,500,000 for the Estero River River Oaks Reserve Improvements
- \$4,600,000 for the Estero Septic to Sewer Project Phase 2
- \$750,000 for the Loxahatchee Groves Stormwater System Rehabilitation Phase II
- \$750,000 for the Marco Island Median Modifications
- \$1,500,000 for the Marco Island Water Quality Treatment Exfiltration Swales
- \$500,000 for the Miami-Dade County Bird Road Commercial Corridor Sewer Extension Project
- \$350,000 for the Miramar Citywide Canal Embankment Improvements
- \$425,000 for the North Bay Village Island Wastewater Pump Station Phase III

- \$125,000 for the North Miami Beach Emergency Generator Replacement for Water Treatment Facility
- \$400,000 for the North Miami Flood Mitigation Project at NE 3rd Court
- \$150,000 for the North Miami 121st Street Drainage Improvements
- \$1,000,000 for the Palm Springs Village Congress Avenue Sewer Force Main
- \$800,000 for the Pinellas Park Rehabilitating Master Station #30 and Replacing Force Main Phase 1
- \$200,000 for the Pinellas Park Water Quality Improvements – Fallingleaf, Foxmoor, and Pinebrook North Ponds
- \$1,000,000 for the Seminole County Septic to Sewer Conversion Phase 2 Wekiva Priority Focus Area
- \$750,000 for the Sunny Isles Beach Bella Vista Bay Park Sewall
- \$451,081 for the Tamarac Canal Culvert Gate and Aluminum Headwall Improvements
- \$450,000 for the Miami Riverside Park Renovations
- \$271,577 for the Tamarac Park Safety and Health Enhancements and Upgrades
- \$2,750,000 for the Downtown West Palm Beach Signalization Upgrades, Phase 1
- \$1,850,000 for the Miami Beach Intersection and Beach Walk Safety Improvements
- \$716,533 for the 94th Avenue Traffic and Pedestrian Safety Improvements – Tamarac
- \$470,000 for the Cooper City Hiatus Road Traffic Safety Improvement – Phase II
- \$800,000 for the Coral Gables Sidewalk and Construction Replacement
- \$1,000,000 for the Estero – Broadway Avenue West Improvements Design
- \$3,000,000 for the Miami Beach Intersection and Beach Walk Safety Improvements
- \$300,000 for the Miramar Citywide Streetlight Improvements
- \$500,000 for the Miramar Town Center – Pedestrian Underpass
- \$425,000 for the North Bay Village Harbor Island Roadway Improvements
- \$1,400,000 for the North Miami Beach Traffic Calming Project
- \$500,000 for the North Street Roadway Improvements Phase 1
- \$400,000 for the Pinellas Park Roadway and Intersection Improvements – 60th Street/Park Boulevard
- \$3,750,000 for the Punta Gorda Airport Infrastructure/Access Road
- \$60,000 for the Riverland Road Traffic Safety Improvements – Fort Lauderdale
- \$350,000 for the Riviera Beach – Shore, Palm, Riviera Drive Pavement Restoration
- \$500,000 for the Royal Palm Beach Park Road North Pedestrian and Parking Safety Upgrades
- \$8,000,000 for the Fort Myers Beach Town Hall Replacement – Hurricane Ian
- \$150,000 for the Marathon Fire Rescue Marine Emergency Response Vessel
- \$417,500 for the Miami Beach Fire Department Ladder Truck Replacement
- \$345,000 for the Marco Island Fire Rescue Vessel
- \$372,007 for the Margate Front Line Rescue and Aerial Truck
- \$400,000 for the Sunrise Fire Rescue Regional Highway Response Equipment
- \$500,000 for the Riviera Beach Design and Demolition of Existing Fire Station on Singer Island
- \$600,000 for the Seminole County Fire Station 28 Apparatus Bay Door
- \$7,547,805 for the Fort Myers Beach Revenue Loss – Hurricane Ian
- \$750,000 for the Aventura First Responders and 911 Communication Dispatch Center Hardening
- \$100,000 for the Aventura Police and Emergency Response Radio Replacement
- \$300,000 for the Margate 800 MHz Radio Tower Repair and Upgrades
- \$1,500,000 for the Brevard County Eau Gallie NE Environmental Dredging and Interstitial Water Treatment
- \$450,000 for the Brevard County Indian River Lagoon Quick Connects to Sewer
- \$450,000 for the Brevard County Indian River Lagoon Septic Upgrades to Advanced Treatment Units
- \$1,500,000 for the Brevard County Merritt Island Canal Dredging
- \$1,000,000 for the Brevard County Merritt Island Lift Stations Replacement
- \$1,000,000 for the Brevard County Merritt Island Sewer and Manhole Lining Phase 2
- \$1,000,000 for the Brevard County Merritt Island Zone F Septic-to-Sewer
- \$1,250,000 for the Brevard County Port St John Regional Advanced Wastewater Treatment Plant Phase 2
- \$4,324,002 for the Brevard County Sykes Creek Phase 2 Environmental Dredging and Interstitial Water Treatment
- \$10,000,000 for the Ellis Road Widening Project Pre-Construction Activities (Brevard County)
- \$600,000 for the Medal of Honor Tribute Merritt Island Veterans Memorial Park (Brevard County)

2023

- \$580,000 for the City of Aventura 191st Street Drainage Project
- \$500,000 for the Bal Harbour Village Jetty Elevation and Resiliency Project
- \$774,000 for the Bal Harbour Village Stormwater System Improvements
- \$370,000 for the Cooper City Hiatus Road Traffic Safety Improvement
- \$450,000 for the Cooper City SW 49th Street Culvert Rehabilitation and Replacement Project
- \$600,000 for the City of Coral Gables Citywide Bridge Repair Program
- \$700,000 for the City of Coral Gables Force Main Replacement Program
- \$500,000 for the City of Coral Gables Street Resurfacing Program
- \$500,000 for the City of Coral Gables Venetian Structural and Surface Repair
- \$500,000 for the City of Dania Beach SW 52 Street Stormwater Improvement Project
- \$7,400,000 for the Village of Estero River Heights & Cranbrook Harbor Utility Expansion Project
- \$100,000 for the City of Fort Lauderdale Community Court
- \$251,500 for the City of Lauderdale Lakes Alzheimer's Care Center/Alzheimer Care Services Expansion
- \$514,740 for the City of Lauderdale Lakes Stormwater Conveyance and Water Quality Improvement Project
- \$750,000 for the Town of Loxahatchee Groves Stormwater Systems Rehabilitation
- \$300,000 for the City of Marco Island Canal and Chanel Aeration Pilot Study
- \$600,000 for the City of Marco Island Generator Storage Building
- \$212,500 for the City of Marco Island High Water Fire Suppression Vehicle
- \$400,000 for the City of Marco Island San Marco Road Dead-End Canal Interconnect
- \$250,000 for the City of Margate Northwest Focal Point Senior Center ADA Renovations and Services
- \$600,000 for the City of Margate Stormwater Infrastructure, Canal Embankment Restoration and Dredging
- \$500,000 for the City of Miami Beach Resilient Seawalls Along Collins Avenue
- \$350,000 for the City of Miramar Canal Improvements
- \$300,000 for the City of Miramar Southcentral/Southeast Focal Point Senior Center
- \$500,000 for the City of Miramar Digital Police Radio Replacement Phase I
- \$150,000 for the North Bay Village Inlet Filters Phase 2
- \$500,000 for the North Bay Village Inlet Wastewater Pump Station Phase 2
- \$350,000 for the North Bay Village Sidewalk and ADA Improvements
- \$600,000 for the City of North Miami Septic Tank to Sanitary Sewer Conversion Phase 2
- \$450,000 for the City of Pinellas Park Beacon Run North & South Ponds Water Quality Project
- \$165,560 for the City of Pinellas Park Pinebrook Safety Project
- \$500,000 for the City of Royal Palm Beach Canal System Rehabilitation Phase II
- \$500,000 for the City of Royal Palm Beach La Mancha Subdivision Roadway Underdrain
- \$225,000 for the City of Sunny Isles Beach Urban Trail
- \$750,000 for the City of Sunrise Regional Reuse Water Main Extension
- \$400,000 for the City of Tamarac Stormwater Culvert Headwalls Improvement Project Phase 7
- \$600,000 for the City of Tamarac Water Treatment Plant Control Building

2022

- \$700,000 (GR) plus \$350,000 (NR) for Best Buddies Mentoring and Student Initiatives
- \$1,500,000 for Learning Ally/FSU Dyslexia Screener
- \$1,000,000 for the Overtown Youth Center
- \$2,000,000 for Safer, Smarter Schools
- \$1,141,704, (GR) and \$593,044 (NR) for Learning Through Listening
- \$200,000 for Promise, Inc., Treasures Thrift Shoppe to Employ Special Needs Community
- \$562,000 for Miami-Dade County Homeless Trust – Housing for Persons with Special Needs
- \$1,750,000 for the Miami-Dade Homeless Trust Project Silver Housing for Seniors
- \$150,000 for Jewish Community Services – Miami-Dade/Monroe Crisis Helpline
- \$400,000 for the Miami Beach Community Health Center Reinforce Resilience Program
- \$1,500,000 for the Banyan Health Crisis Intervention Receiving Facility and Health Center
- \$250,000 for the City of Lauderdale Lakes Alzheimer's Care Center
- \$275,000 for the City of Margate – Northwest Focal Point Senior Center

2022 Continued

- \$300,000 for the City of Miramar – South Central/South East Focal Point Senior Center
- \$400,000 for the Jewish Community Services of South Florida – Nutritional Equity for Seniors Keeping Kosher
- \$250,000 for the Miami Dade County Stirrup Congregate Meal Site – Meals for the Elderly Program
- \$2,000,000 for the Miami Project to Cure Paralysis
- 300,000 for the City of Sunrise Senior, Veteran and Children’s Educational and Wellness Center
- \$300,000 for the New Horizons After School/Weekend Rehabilitative Program
- \$500,000 for the Prodigy Cultural Arts Program
- \$3,500,000 (GR) and \$1,500,000 (NR) for the Child Advocacy Centers
- \$306,000 for the Nancy J. Cotterman Center Advocacy Program
- \$100,000 for the City of North Miami Beach Police Department Solving Cold Cases Using New Technology
- \$375,000 for the City of Sunrise Community Regional Policing Crime Prevention Program
- \$850,000 for the City of Aventura 213th Seawall Repair
- \$250,000 for the City of Dania Beach NW/SW 1 Avenue Water Infrastructure Revitalization
- \$250,000 for the City of Doral Stormwater Improvements Sub Basin D-3-1
- \$530,000 for the Village of Estero Utility Expansion Phase I
- \$500,000 for the Town of Fort Myers Beach Estero Beach Blvd Water Stormwater Improvements
- \$399,695 for the City of Lauderdale Lakes Water Improvements and Canal Bank Stabilization Project
- \$416,745 for the City of Marco Island Canal Flushing Improvement Project San Marco Road/South Seas Court
- \$1,500,000 for the City of Marco Island South Water Treatment Plant West High Service Pump Station
- \$500,000 for the City of Margate Stormwater Infrastructure and Canal Embankment Restoration
- \$500,000 for the City of Miramar Historic Miramar Drainage Improvements Phase V
- \$150,000 for the North Bay Village Stormwater Inlet Filter Installation
- \$500,000 for the North Bay Village Wastewater Pump Station Improvements
- \$500,000 for the City of North Miami Septic Tank to Sanitary Sewer Conversion
- \$500,000 for the City of Seminole County Little Wekiva River Ongoing Maintenance
- \$400,000 for the City of Sunny Isles Beach Central Island Drainage Project
- \$425,000 for the Bal Harbour Village ADA Compliant Park Enhancements
- \$750,000 for the Village of Estero on the River Trails
- \$1,000,000 for the Museum of Discovery and Science Pathways to Resilience
- \$300,000 for the City of Tamarac ADA Compatible & Smart Park Enhancements Caporella Park
- \$13,500,000 for the City of Pinellas Park Youth Sports Complex
- \$125,000 for the City of Cooper City Comprehensive Traffic Calming Study and Implementation
- \$1,000,000 for the Town of Fort Myers Beach Time Square Renovation
- \$1,702,512 for the City of Marco Island Smokehouse Bay Bridge Replacement
- \$150,000 for the City of Miramar Parkway LED Streetlight Improvements
- \$400,000 for the City of North Miami Pedestrian Bridge Over C-8 Canal
- \$450,000 for the Village of Estero Sandy Lane Bicycle and Pedestrian Improvements
- \$1,000,000 for the Seminole County E.E. Williamson Road Trail Connect Project
- \$500,000 for the Seminole County Wekiva Springs Road Intersection Improvements
- \$3,000,000 for the Miami-Dade County South Dade Trail Multi-Use Mobility Corridor
- \$400,000 for JARC Florida
- \$2,000,000 for the Miami-Dade County Senior Housing Assistance Repair Program
- \$500,000 for the Bal Harbour Village Jetty Elevation and Safety Enhancements
- \$450,000 for the Village of Royal Palm Beach - Commons Park Corporate Picnic Pavilions
- \$2,600,000 for the Miami-Dade County - Bay of Pigs Brigade 2506 Museum and Library

Disclose any potential conflicts of interest due to any other clients, contracts or property interests. Include a notarized statement certifying that no member of your firm's ownership, management, or staff currently has a vested interest which might be considered a conflict of interest. Failure to submit this information with your proposal may result in the rejection of your proposal.

As required within RFP # 2024-026 Professional State Lobbying Services for the City of Marco Island, in Part IV, Information Required of Proposer, (4), Experience, Approach, and Results section, I hereby certify that Ronald L. Book, P.A. has no known conflicts of interest, contracts, or property interests, that would preclude the firm from representing the City of Marco Island and fulfilling the requirements as outlined in the RFP.

Furthermore, I hereby certify that neither Ronald L. Book, nor any of the firm's ownership, management, or staff has a vested interest which would be considered a conflict of interest, conflict of contract, or conflict of property interest, regarding this proposal - RFP # 2024-026, Professional State Lobbying Services for the City of Marco Island, Florida



Signature

5-29-2024
Date

Ronald L. Book, CEO Ronald L. Book, P.A.
Printed Name

State of Florida, County of Miami-Dade

Personally appeared before me, the undersigned authority Gabriela Navarro, who, after first being sworn by me, affixed his signature in the space provided above on this 30 day of May, 2024.


Notary Public

My Commission Expires:



Provide an affirmative indication that the firm and all assigned professional staff possess all licenses, registration and certifications required to provide the requested services in the State of Florida and Collier County.

Ronald L. Book, P.A. and all professional staff possess all licenses, registrations, and certifications required to provide the requested services in the State of Florida and Collier County. Specifically, Mr. Book is a member in good standing of the Florida Bar, a registered lobbyist, and a member of the Florida Association of Professional Lobbyists (FAPL). Additionally, firm executives Kelly Mallette, Rana Brown, and Gabriela Navarro, are also registered lobbyists and members of the Florida Association of Professional Lobbyists (FAPL).

Identify your firms' performance on similar projects.

As noted earlier, within Tab 4, included below is a listing of funding successes specific to the City of Marco Island. As a demonstration of our expertise and success, we choose to let the results of our efforts speak for themselves. On behalf of our local government clients, and in particular the City of Marco Island, our success in the appropriations arena is unrivaled.

Included within this section is a list of appropriations secured for Marco Island throughout the course of our representation. As part of our representation from 2015 through to the current year, 2024, we have secured a total of \$10,020,897. Through the years, the City Council has approved priorities centered on drainage improvement, flood prevention, and water quality initiatives as well as fire rescue necessities. Outlined below is a chart of projects and funding successes we have had for the City. Additionally, also included below is a summary regarding the City's initiative for the COPCN referendum local bill as passed in the regular session in 2018.

YEAR	CITY OF MARCO ISLAND PROJECT	APPROPRIATIONS
2024	Marco Island Water Quality Treatment Exfiltration Swales	Funded: \$1,500,000
	Marco Island Median Modifications	Funded: \$750,000
	Marco Island Fire Rescue Vessel	Funded: \$345,000
2023	Marco Island Canal and Channel Aeration Pilot Study	Funded: \$300,000
	Marco Island San Marco Road Dead-End Canal Interconnect	Funded: \$400,000
	Marco Island Generator Storage Building	Funded: \$600,000
	Marco Island High Water Fire Suppression Vehicle	Funded: \$212,500
2022	Marco Island Smokehouse Creek Bridge Replacement	Funded: \$1,702,512
	Marco Island Canal Flushing Improvement San Marco Road South Seas Court	Funded: \$416,745
2021	Marco Island San Marco Road Tide Leveling/Canal Flushing Improvement	Funded: \$370,000
2020	Marco Island San Marco Road Tide Leveling/Canal Flushing Improvement	Funded: \$425,000
2019	Marco Island South Barfield Drive Drainage	Funded: \$500,000
2018	Marco Island San Marco Road Drainage Improvements	Funded: \$700,000
2017	Marco Island Fire Station	Funded: \$750,000
2016	Marco Island Rescue Fire/Emergency Medical Services Facility	Funded: \$250,000
	Marco Island Stormwater Master Plan Drainage Improvements	Funded: \$299,140
	Marco Island Marco Shores Alternative Water Solution	Funded: \$750,000
2015	Marco Island Alternative Water Solution	Funded: \$400,000
	Marco Island Bald Eagle/Bayport/Tahiti Drainage Improvements and Outfall	Funded: \$100,000
TOTAL:		\$10,020,897

Marco Island Local Bill: City of Marco Island, COPCN (Collier County): by Representative Rommel and approved by Governor – Chapter No. 2018-184 (HB 1395).

In 2018, the City asked us to develop legislation that would allow for a referendum regarding direct ambulance response and service. (Procedurally, the City needed a specific type of legislation called a local bill which would apply only to an area less than the total area or population of the state – only the City. In order to accomplish this, legislation must pass, be approved by the Governor, and then the City must hold a referendum. The local bill process requirements are specified in section 10 of Article III of the State Constitution.)

We worked with the City, delegation members and House and Senate leadership to move this bill forward through the committee and floor process, to ultimately work with the Governor for his approval. The referendum was on the August 2018 ballot, but failed with a vote of 53% to 46%, due to the expected cost to residents for this service.

The legislation would have authorized the Department of Health to issue the City a license to provide basic and advanced life support services, without the city obtaining a COPCN (Certificate of Public Convenience and Necessity) directly from Collier County, provided the City meets all the customary requirements for a COPCN license, in s. 401.25(2)(a), (b), and (c), F.S. The DOH then may issue a license to the City to enable the city's Fire Rescue Department to provide prehospital or interfacility advanced life support services or basic life support transportation services.

Explain how the firm approaches the legislative cycle to advance the City's legislative program.

We abide by three key principles when organizing and managing lobbying activities and projects for the City, and use these as guiding principles in our ongoing representation regarding the prioritization of issues important to the City of Marco Island.

1. **Be Prepared.** We advise our clients on and give guidance as needed in the preparation of a substantive legislative agenda, with concise, defined goals that are readily available prior to the commencement of the legislative session. We find that holding workshops together to discuss and refine priorities is often helpful in identifying needs and prioritizing requests. It is also important to be prepared every time, as a lobbyist, when walking through the doors of the state Capitol. We prepare by learning and knowing your issues, so that we can easily communicate the message. We are well prepared for every interaction with a legislator or staff member and every committee appearance. We are also prepared with support materials, including draft language, talking points and budget figures. Providing accurate information in a professional and timely fashion is critical to success.
2. **Work Hard.** In Tallahassee, there is no substitute for hard work. We are proud that our team, collectively, is known for our hard work and aggressive representation of clients. We start early and finish late. Issues at the state Capitol can change in an instant. As a client, it is important for you to know that we are available 24-hours a day, 7-days a week during the legislative session. We know that to be successful, every minute counts. Whether it is weekend budget conference meetings or late-night floor debate and amendments, our team will be in the Capitol representing the City's interests. We have the dedication and determination to get the job done.
3. **Communicate.** Ease in communication and accessibility are essential to accomplishing your goals. We have an open-door policy in our office and will make ourselves easily available to City officials and staff. We are easily reachable, through phone, email, text messages, and our office staff always knows where to find us. Whether it is a quick meeting in the Capitol to review a newly filed amendment, a late-night review of the activities of the day or an early morning meeting or conference call with a committee chairman, we are prepared to communicate with you – and communicate your message – at all hours. We also take great pride in providing informative, accurate and timely reports, email updates as necessary, and in-person appearances as requested.

Due to the fast-paced nature of the legislative process, our approach must be aggressive and seamless. That is why we make every effort to be available at a moment's notice to discuss strategy, provide intelligence or respond to a crisis. Furthermore, we pledge that we will treat every issue – every amendment, every bill, and every budget request – as a priority, and we will adopt a proactive approach. We understand that the legislative process is not a process that begins and ends in the 60-day legislative session, but rather a year-round process that requires constant vigilance, commitment, and dedication.

Additionally, we will continue to provide the entirety of the scope of services outlined in RFP 2024-026 which includes but is not limited to the following:

- Assist the City in the development of its legislative program and appropriations funding requests, revising and updating the program each year.
- Assist the City in the development of off-season advocacy at the state level with the Governor and his office, the executive branch departmental issues as well as activities in our community and across the state, including arranging meetings with legislators and workshops.
- Provide the City with local and state information that assists the city in seeking opportunities for grant funding to further its pursuit of issues important to the City.
- Provide legal and legislative research regarding any issue of interest to the City, while understanding the history of issues and the effect the current question at hand would have on the City.
- Develop and evaluate strategy for the support, opposition or amendment of legislation or rules.
- Testify, advocate, and lobby before the state Legislature, Governor and Cabinet, coordinate testimony of City officials and staff as necessary at state agency hearings, budget meetings, rulemaking workshops or other meetings of an administrative or legislative nature.
- Advocate for City funding requests before the State legislature and executive branch of State government, including the office of the Governor as well as before state agencies.
- Testify, advocate, and lobby before the state Legislature, Governor and Cabinet and coordinate testimony of City officials and staff as necessary.
- Raise, discuss, and recommend any legislative action that may benefit the City and work to develop as needed.
- Work with City officials, the City Manager and with key legislators, staff, agency officials, executive officials and the City of Marco Island and Collier County delegation to facilitate and maintain working relationships with all.
- During the Legislative committee weeks and Session, provide reports weekly or more frequently as issues arise, regarding appropriations and legislation, provide a final report after the end of the session, including the funding request final outcomes and the outcome of the City's priorities.

Budget Expertise: As it relates to Florida's budget, our expertise includes an in depth knowledge of the budget process to successfully secure appropriations for local governments through the General Appropriations Act, (the annual Florida state budget), state grants, and statutory funding formulas. Our firm follows the budget process day-in and day-out. We monitor the revenue estimates and the legislative budget requests submitted by executive agencies. Utilizing our institutional knowledge of the budget process, and information gained from direct communication with legislative appropriators, we know which budget areas will be prioritized and which might be programmed for cuts.

Relationships and Network: Relationships are critical to any lobbying effort. We specialize in establishing, maintaining and enhancing working relationships between our clients and elected officials, legislators and staff, as well as the executive and legislative branches of the state government and relevant state agencies.

Our team offers long-term, established relationships with the leadership in the Florida House and Senate, legislative staff, the Executive Branch, executive staff and state agencies. Simply put, we know the players. Each of the professionals in our proposal has worked in, or around government, for their entire careers and we have each maintained close relationships with former colleagues who serve in elected office or who work as public servants.

Resources and Reports: Our firm has a well-established presence in Tallahassee. Our Tallahassee office is located one block from the Capitol complex. Additionally, we use the latest technology to assist in monitoring notice of legislative and administrative meetings, legislative bill actions and executive orders and actions. Technology such as this is critical to our success, however, it cannot replace the experience that we have in maintaining our day-to-day presence in Florida politics and regular communication and interaction with elected officials and staff.

Ronald L. Book, P.A. provides weekly session reports and reports as needed during the interim, on all issues assigned to our firm and issues of interest to the City as they arise. We will also provide additional updates by e-mail and/or telephone as necessary and will often do so when there are important issues and updates that fall outside of the regular reporting period. Our reports include a summary of pertinent issues assigned to our firm, with an explanation of the issue, actions, and status. We also provide additional information on issues that, although not necessarily assigned to us, may be of interest to the City. We pride ourselves on providing insightful, accurate and timely reports. As it relates to verbal reports, we often find it useful to hold workshops with our clients to review potential issues and refine the legislative agenda.

TAB 5: SPECIALIZED EXPERTISE OF TEAM MEMBERS

Provide information that documents your firm's specialized expertise of its team members to produce the required deliverables. In addition, provide the following information about the expertise of the individuals who may join in State lobbyist efforts on behalf of the City of Marco Island initiatives:

- Provide a description of the proposed contract team and the client manager, as well as the role to be played by each member of the team.
- Identify key project staff and task leaders expected to provide services on behalf of the firm. Resumes should be included.
- Describe the various team members' successful experience in working with one another on previous projects.

➤ Ronald L. Book, P.A. Team Experience and Expertise

Ronald L. Book, P.A. has led Florida's government relations industry in providing quality, affordable state legislative lobbying services to a variety of entities across Florida. We began that work more than 30 years ago, and continue to do so because we believe that local government leaders and their constituents deserve the same competent, experienced, and professional representation as private sector interests. We provide a high-level of service and we strive to let the results speak for themselves. Our proposal to continue our representation of the City of Marco Island is rooted in our firm's tradition of providing our clients with lobbying services that deliver results, professionals with decades of Tallahassee experience, considerable relationships, and a reputation for excellence. We are known for our experience in the legislative process and the appropriations process. Each of the professionals in our proposal has worked in, or around government, for their entire careers. Combined, our team has over 100 years of experience in and around the legislative process in Tallahassee.

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

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

It is difficult to narrow Mr. Book's areas of expertise to only a few. His experience covers a vast array of issues including appropriations, economic development, environmental remediation, public finance and tax issues, human and social services, transportation, growth management, health care, seaports, and aviation, and many, many more. If it is an issue that you have read about, Mr. Book has been at the center of the debate, influencing the decisions of policymakers for the past 45 legislative sessions. Over his career, Mr. Book has been responsible for literally billions in appropriations to various clients.

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

KELLY C. MALLETT | Senior Director of Government Affairs: Kelly Mallette has been a lobbyist in the firm for 20 years. She provides lobbying and advocacy services for numerous firm clients, including not-for-profit organizations, professional associations, and multiple local governments. She has been instrumental to the firm in securing funding for special projects and making various substantive changes which are now law in Florida. Kelly is known amongst the firm's clients for her communication skills, both verbal and written. It's not unusual for a client to see Kelly's writing end up in official documents like veto messages, speeches, and substantive legislation. Kelly's experience as a Senate aide to the former Chairman of the Senate Appropriations Subcommittee on Health and Human Services has provided her with a unique insight into Florida's budget process, including knowledge of important policies and priorities, and strong relationships with appropriations staffers.

Kelly's entry into Tallahassee politics began many years ago, when, at the age of 19, she worked as an intern to one of Florida's most recognized lobbyists. She later served as Senior Policy Advisor to the Mayor of Miami. Active in Republican politics, Kelly is on the Board of Directors of the Miami-Dade Republican Party and has also held the position of chair of the Finance Committee. She was named Republican of the Year for Miami-Dade County in 2015, and she has been a delegate at each of the last three Republican National Conventions. Kelly recently served a 4-year term as a Commissioner in the Village of Biscayne Park, her hometown.

She is a registered lobbyist and a member of the Florida Association of Professional Lobbyists (FAPL).

RANA G. BROWN | Government Affairs Consultant: Rana Brown joined Ronald L. Book, P.A. in 2008 and specializes in legislative procedure with emphasis on state and local government and various private sector interests. Ms. Brown works directly with all firm local government clients, providing direct legislative and appropriations services, and for the Florida Regional Councils' Association, a statewide organization.

Prior to joining Ronald L. Book, P.A., Ms. Brown headed the Advocacy Department of the Greater Miami Chamber of Commerce where she was tasked with an overall restructure of the Chamber's government affairs department, to address issues affecting the business community at the local, state, and federal levels. Prior to her work at the Chamber, Ms. Brown held the position of Assistant Director of Intergovernmental Affairs within the office of the Mayor of Miami-Dade County, where she worked on behalf of the County before the Florida Legislature, state agencies and the executive branch of Florida government. Ms. Brown's experience includes nine years as staff in the Florida Senate, in the office of the Senate President, and six years as a legislative assistant to a South Florida legislator.

Ms. Brown holds a B.A. in History from Florida State University. She is a registered lobbyist and a member of the Florida Association of Professional Lobbyists.

GABRIELA NAVARRO | Associate Consultant: As the newest addition to Ronald L. Book, P.A., Gabriela Navarro brings her knowledge of the political process and unmatched work ethic to the firm. Her experience in various levels of Florida government is invaluable to clients from various industries. Due to that diverse experience, Gabriela will work with clients across the firm's portfolio while handling multiple matters in front of the legislature.

Gabriela's political career began when she, as a college student, accepted an internship in one of Florida's most recognizable lobbying and public affairs firms. During her time there, she was promoted to an associate before the age of 22. Her duties included both lobbying and managing local and judicial campaigns. More recently, she served as the lead legislative aide to a state representative in the Miami-Dade Legislative Delegation. As a House aide, her duties included acting as a liaison to municipalities, elected officials, businesses, and community organizations in the district. She was also responsible for overseeing legislative efforts, including budget and substantive issues.

➤ **Ronald L. Book, P.A. Team Roles and Responsibilities**

Ronald L. Book, Ronald L. Book, P.A., (Proposer). For this engagement, Mr. Book will continue to serve as the lead lobbyist for the City of Marco Island. He will work with the City to devise the general, overall strategy for implementing the government affairs program/legislative package. Mr. Book will also provide all traditional lobbying duties, including, but not limited to arranging meetings with legislators; preparing legislation, including substantive bills and amendments; preparing any budget documents; preparing support materials; appearing and testifying before committees, as necessary. Mr. Book will also work with City staff to assign issues to the appropriate team members, based on their relationships and individual areas of expertise.

Kelly Mallette, Ronald L. Book, P.A. (Employee of the Proposer) Ms. Mallette will assist with all traditional lobbying activities as described above.

Rana G. Brown, Ronald L. Book, P.A. (Employee of the Proposer) Ms. Brown will assist with all traditional lobbying activities as described above, will be the prime contract along with Mr. Book for this assignment, and will assist Mr. Book with overseeing the team and prepare reports as necessary. Ms. Brown, in conjunction with Mr. Book, will provide all traditional lobbying duties, including, but not limited to arranging meetings with legislators; preparing legislation, including substantive bills and amendments; preparing any budget documents; preparing support materials; appearing and testifying before committees, as necessary.

Gabriela Navarro, Ronald L. Book, P.A. (Employee of the Proposer) Ms. Navarro will assist firm executives as directed, with a wide-range of issues including legislative and policy research.

➤ Individual resumes for members of **Ronald L. Book, P.A.** are included within this section.

Ronald L. Book, Esquire

EDUCATION:

1977	Tulane University, Juris Doctor
1974	Florida International University, Bachelor of Arts
1971-1973	University of Florida (Member of Student Senate 1972-1973) (Member of Fighting Gator Track Team 1971-1973)
1971	North Miami Senior High

EMPLOYMENT:

1987-Present	Ronald L. Book, P.A. Firm specializes in Governmental Affairs and Administrative Law.
1983-1985	Sparber, Shevin, Shapo & Heilbronner and Book, P.A., Partner and Director of Administrative and Government Law Department.
1981-1983	Sparber, Shevin, Rosen, Shapo & Heilbronner, P.A., Associate.
1978-1981	Governor Bob Graham - Special Assistant, Cabinet and Legislative Affairs Office, 1978-1979. Director of Governor's Cabinet and Legislative Affairs Office, 1979-1980. Five (5) for Florida's future, 1980. Special Counsel on Cabinet and Legislative Affairs, 1980-1981.
1973-1975	Florida House of Representatives

ACTIVITIES & MEMBERSHIPS:

Former Member of the University of Florida Fighting Gator Track Team; Board of Florida International University Alumni Association; Founder, President, and Coach of North Miami Track Club; Member of Dade County and Florida Bar Associations; American Bar Association and American Judicature Society; Member of the Florida Bar Administrative Law; Health Law and Judicial Poll Committees; Member of Florida International University Presidential Search Advisory Committee; Member of Special Governor's Committee to Study and Recommend Revisions to the Operation of the Division of Administrative Hearings; Previously served as Pro Bono Counsel to Coconut Grove Playhouse; Co-Chair of Greater Miami Sports Council; Trustee Member of Greater Miami Chamber of Commerce; Local Organizing Committee Sunshine State Games; Vice-Chairman of Finance Committee; Chairman of North Dade Area Council of the Greater Miami Chamber of Commerce; State Affairs Committee; Legislative Affairs Committee; Special Olympics Gold Sponsor; Board Member Memorial Hospital Foundation; Member of the Steering Committee for the Summit of the Americas; Member of the Board of Directors of the Epilepsy Foundation of South Florida, Inc.; Member of the University Outreach Development Council; Chairman of the Olympic Soccer State Affairs Committee; and Member of the Governmental Relations Committee; Member of the Board of Joe DiMaggio Children's Hospital; Member of the Board of Directors of the Milton Littman Scholarship Foundation; Chairman of the Miami-Dade Homeless Trust, administering a \$41 million budget; Member and Chairman of the Board for the Baudhuin Oral School Board of Governors; Member of the Board of the Inner City Youth Center, Inc.; Member of the Miami-Dade County Article V Implementation Advisory Committee, and Member of the Greater Miami Chamber of Commerce distinguished Board of Governors; Pro Bono Counsel to Florida's Council on Physical Fitness; Special Pro Bono Counsel to Broward Partnership on Homeless; Special Pro Bono Counsel to Epilepsy Foundation

of South Florida and the Florida Breast Cancer Coalition; Florida Council Against Sexual Violence; Member of the Orange Bowl Foundation Board of Directors 2005 – 2008; Chair of Children’s Home Society of Florida Foundation; Trustee Member of United Way of Miami-Dade; Executive Committee Member, The National Conference for Community and Justice; Trustee Member of United Way of Miami-Dade; Executive Committee Member, The National Conference for Community and Justice; and Trustee Member of United Way of Miami-Dade; Member of Miami-Dade County Mayor’s Mental Health Task Force; Chairman of the Mental Health Care Finance and Sustainability Subcommittee; Member of Advisory Board for new *Master’s Degree in Education Law* at Shepard Broad Law Center, Nova Southeastern University; member of *Miami-Dade Community Affordable Housing Strategies Alliance Task Force*; Board Member, Overtown Youth Center Board of Directors; Chairman, *Partnership For Recovery/No Blue Roofs*, administering a \$15 million budget. Book is a founding member of Lauren’s Kids, Inc., a 501(c)(3) created to help children who have become victims and survivors of sexual assault; Florida Senate’s appointment to Board of Directors for the Council on the Social Status of Black Men and Boys; Board member, Domestic Violence Oversight Board; finalist for the *South Florida Business Journal’s* 2009 Key Partners Awards in the Government Contracts/Lobbying category; Member, Historic Capitol Foundation and the Florida Legislative Research Center and Museum.

PERSONAL:

Ronald L. Book, P.A., has recently celebrated its 35th year anniversary. It should be noted, that of all his accomplishments, Ron is most proud of his children, Lauren, Samantha, and Chase and his grandchildren, Quentin, twins Kennedy Grace and Hudson Lee, and baby AJ.

KELLY C. MALLETT

Kelly Mallett is a results-driven public and government affairs specialist with expertise in government relations, lobbying and advocacy, public relations, community outreach and media communications.

Director of Government Affairs • Ronald L. Book, P.A.

November 2002 to Present

18851 NE 29 Avenue, Suite 1010, Aventura, FL 33180, (305) 935-1866

104 W. Jefferson Street, Tallahassee, FL 32301, (850) 224-3427

Ronald L. Book, P.A. is considered one of the most prestigious lobbying and governmental relations firms in Florida. The firm represents a long list of clients including Fortune 1000 companies, healthcare providers, professional sports franchises, community organizations and professional associations.

Provided legislative, government relations, strategic planning and public relations services, including direct legislative lobbying, legislative drafting services, legislative research, analysis and monitoring, report preparation, legislative committee testimony, and other services for the firm's clients. Built broad-based coalitions of support for key issues. Acted as client spokesperson before the Legislature. Served as liaison between clients and legislators, cabinet members, and state agencies. Provided various public relations services for the firm's clients, including media relations and strategy, community outreach and development and implementation of charitable and fundraising plans. Developed relationships between clients and stakeholders, including community organizations and public interest groups. Provided planning and logistics services for charitable and political fundraising events.

Senior Legislative Aide • Office of Senator Ronald A. Silver

October 1999 to October 2002

12000 Biscayne Boulevard, Suite 411, North Miami, FL 33181, (305) 893-4088

Senator Ron Silver began his service in the Legislature in 1978. He was the Dean of the Legislature and Chairman of the Appropriations Subcommittee on Health and Human Services.

Assisted the Senator in preparing his annual legislative agenda, including legislation and budget items. Formulated, prepared, reviewed and analyzed legislation and budget requests. Utilized knowledge of Senate rules and procedures to forward the Senator's agenda including making presentations before legislative committees and staff, working with members of the Senate, House of Representatives, Cabinet members, executive staff and lobbyists. Responsible for a working knowledge of current issues, Florida laws as well as detailed knowledge of legislative and budget processes. Prepared briefing papers, speeches, press releases, advertisements, position papers, newsletters and press packets. Hired and supervised legislative staff. Acted as Executive Director of Ronald A. Silver Charitable Foundation, duties included fundraising and organization of annual fundraising gala, management and oversight of financial accounts.

Senior Policy Advisor • Office of Mayor Joe Carollo

July 1997 to September 1999

3500 Pan American Drive, Miami, FL 33133, (305) 250-5300

Mayor Joe Carollo was the Mayor of the City of Miami during the City's financial crisis, one of the most difficult times in the city's history.

Advised on all policy matters. Researched and prepared Mayor Carollo for all city commission meetings. Drafted and reviewed legislation. Acted as formal press secretary including direct contact with members of the press, both print and broadcast. Wrote and issued formal press releases, and coordinated media conferences. Acted as liaison between the mayor's office and the city administration as well as other local, state, national, and international agencies. Prepared speeches for mayoral presentations including annual state-of-the-city address and budget address. Organized large-scale special events including the annual state-of-the-city address. Advised on matters of protocol including meetings with various heads of state of international governments. Delivered speeches and proclamations on behalf of the mayor, and represented him at various political and community events.

AWARDS, HONORS AND AFFILIATIONS

- Commissioner, Village of Biscayne Park
- Board Member, Safe Neighborhood Parks Bonds Committee, appointed by Miami-Dade County Commissioner Sally Heyman
- Board of Directors, Downtown Bay Forum
- City of Miami Beach Certificate of Appreciation for Outstanding Service
- City of Miami Salute for Outstanding Service
- Leadership Miami Alumnus, Greater Miami Chamber of Commerce (1998)

RANA G. BROWN

Government Affairs Consultant, Ronald L. Book P.A. (February 2008 – Present)

- Advance client issues at state and local levels, through direct advocacy and lobbying, specializing in legislative and appropriations work, government and public relations, community outreach, and media communications.
- Cultivate and maintain excellent relationships with community leaders, elected officials, and staff, at all levels of government.
- Responsible for effective lobbying services on behalf of numerous firm clients, including not-for-profit organizations, professional associations, and multiple local governments.
- Formulate and implement strategic planning, consensus building, and support for key issues.
- Expertise includes legislative and appropriations project formulation, research and analysis.
- Responsible for writing legislative packages and detailed reports to the firm's local government clients.

Senior Vice President, Advocacy, Greater Miami Chamber of Commerce (October 2004 - February 2008)

- Restructured and lead the Chamber's advocacy department through an overall restructuring of the Chamber.
- Developed and implemented a local, state and federal committee issue outreach system, engaged members and elected officials to address issues of importance to the business community before all levels of government.
- Responsible for the development and enactment of a new, year-long series of governmental relations/advocacy events, with membership from the business community before local, state, and federal elected officials.
- Successfully coordinated and hosted multiple candidate debates and forums for elected officials, including the 2006 Gubernatorial Candidate Forum, an issues debate held during the Chamber's annual Goals Conference.
- Successfully co-hosted a trade forum with the University of Miami in 2007, to host President George W. Bush as he worked to advance various free trade agreements.
- Responsible for developing a local, state and federal issues package for the Chamber's membership.
-

Intergovernmental Affairs, Office of the Mayor, Miami-Dade County (March 2000 – October 2004)

- Advanced legislative and budgetary agenda items of the Mayor and County Commission at the State and Federal government level; coordinated goals of various elected State officials, County officials and departments including lobbying, communications, writing on a wide range of issues.
- Advanced issues such as access to health care, early childhood education, transportation, homeland security and emergency preparedness, funding for state judicial system and regional impact of the Base Realignment and Closure Act.
- Responsible for the development of an ongoing comprehensive 2004 State Legislative Agenda and the 2004 State Legislative Report.
- Assisted in managing the state legislative, funding and policy goals for the County with the Miami-Dade County lobbying team and County staff.
- Advocated on behalf of Miami-Dade County on issues such as access to health care, early childhood education, transportation, homeland security and emergency preparedness, funding for state judicial system and regional impact of the Base Realignment and Closure Act.
- Responsible for the development of an ongoing comprehensive State Legislative Agenda for the 2001 and 2002 Sessions and the State Legislative Report of the 2000, 2001 and 2002 Sessions.

(Prior Experience)

- **Director of Governmental Relations, Performing Arts Center of Greater Miami**
- **Florida Senate**
Senior Legislative Assistant, Office of State Senator Ronald A. Silver
Assistant to the Press Secretary, Office of the Senate President

EDUCATION: Florida State University, B.A. in History

GABRIELA NAVARRO

Miami, FL | gaby@rlbookpa.com | 786.237.8070

EXPERIENCE

Government Affairs Consultant | Ronald L. Book P.A.

2022-Current

Miami/Tallahassee, FL

- Work with clients across the firm's portfolio while handling multiple matters in front of the legislature.
- Foster relationships with elected officials, community leaders, and legislative staff
- Contribute to development of overall Florida strategy on multiple-issue campaigns.
- Responsible for updating and maintaining reports.

District Legislative Assistant | Florida House of Representatives, District 113

2019 – 2022

Miami/Tallahassee, FL

- Manage daily operation of the district office including town hall meetings and district events.
- Serve as a liaison between the Representative and constituents of the district; exercising independent judgment to determine and implement appropriate courses of action.
- Track advancement of bills through the legislative process. Perform extensive background research on bills throughout the committee process.
- Work with the Representative on the development of articles, newsletters, press releases, and speeches.

Associate Lobbyist | Robert M. Levy & Associates

2015 – 2019

Tallahassee, FL

- Tracked legislation and state appropriations on behalf of clients annually.
- Coordinated legislative priorities for clients in industries such as healthcare, transportation, juvenile justice, education, and more.
- Fostered relationships with elected officials, community leaders, and legislative staff.
- Managed administrative operations and 10-12 interns weekly.
- Assisted with developing candidate messaging and strategy for Miami-Dade County Judicial races.
- Represented judicial candidates at various community events.
- Organized fundraising receptions on behalf of judicial campaign committees
- Volunteered on grassroots efforts for over 30 legislative campaigns statewide in the 2018 general campaign cycle.

Executive Coordinator | Dade Days

2015 – 2019

Tallahassee, FL

- Coordinated the annual multi-day forum in the state capitol.
- Served as liaison between the Dade Days Board of Directors and the Dade County Legislative Delegation.
- Developed and prepared articles, newsletters, and press releases.
- Hosted events and discussions with state and local elected and community leaders.

SKILLS

Legis, LobbyTools, Microsoft Office, Google Suite, Adobe Photoshop, Canva

TAB 6: TOTAL COMPENSATION PROPOSED

The City of Marco Island requests a cost proposal, all-inclusive of any expenses incurred and associated with lobbying efforts, including but not limited to, general operating expenses, overhead, and profits; for a consultant to provide the services requested in this Request for Proposal. The Consultant fee will be paid in four (4) quarterly installments, the total amount per year.

Ronald L. Book, P.A. diligently strives to work within all budget constraints. Our proposal is inclusive of all costs listed within RFP 2024-026 Professional State Lobbying Services.

Ronald L. Book, P.A., in proposing to represent the City of Marco Island, will provide state lobbying services, including the services as required by Marco Island RFP 2024-026 Professional State Lobbying Services, in Tallahassee, Florida, for the sum of **\$82,500.00 per year**.

TAB 7: REFERENCES

Please provide five (5) references from other municipalities that you have worked with in the past seven (7) years.

RONALD L. BOOK, P.A. REFERENCES

Municipal Client	Phone Number and Email	Contract Term
City of Aventura Mr. Ron Wasson, City Manager	(305) 466-8910 rwasson@cityofaventura.com	1995 – Present
City of Dania Beach Ms. Ana Garcia, City Manager	(954) 924-6800 agarcia@daniabeachfl.gov	2016 – Present
City of Margate Mr. Cale Curtis, City Manager	(954) 935-5308 ccurtis@margatefl.com	2018 – Present
City of Pinellas Park Mr. Bart Diebold, City Manager	(727)369-0704 bdiebold@pinellas-park.com	2004 – Present
City of Sunrise Mr. Mark Lubelski, City Manager	(954) 746-3440 mlubelski@sunrisefl.gov	2003 – Present
Town of Fort Myers Beach Mr. Andy Hyatt, City Manager	(239) 765-0202 Andyhyatt@fmbgov.com	2017 – Present

TAB 8: CONTRACT TERM

The initial contract term shall be for one (1) year beginning on October 1, 2024. Upon agreement and subject to available funding, this agreement may be extended for three (3) additional (1) year periods, at the same terms and conditions.

Ronald L. Book, P.A. agrees to the contract terms and conditions as proposed within RFP 2024-026, Professional State Lobbying Services for the City of Marco Island.

TAB 9: OTHER INFORMATION

This section should include Proof of Insurance, applicable business and professional licenses and other information the proposer considers pertinent for consideration.

Included are the following insurance documents as required in RFP 2024-026.

- General Liability
- Professional COI
- Worker's Compensation
- Letter addressing Company Vehicles

Additionally, please find the following included:

- Florida Bar Member Profile: Ronald L. Book
- Florida Department of State Certificate of Status: Ronald L. Book, P. A.



THE HARTFORD
BUSINESS SERVICE CENTER
3600 WISEMAN BLVD
SAN ANTONIO TX 78251

June 4, 2024

The City of Marco Island
50 BALD EAGLE DR
MARCO ISLAND FL 34145

Account Information:

Policy Holder Details :	RONALD L BOOK PA
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Contact Us

Need Help?

Chat online or call us at

(866) 467-8730.

We're here Monday - Friday.

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,

Your Hartford Service Team



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
06/04/2024

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 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 C & C INSURANCE INC 21212938 1921 NW 150 AVENUE SUITE 101 PEMBROKE PINES FL 33028	CONTACT NAME:	
	PHONE (954) 431-2008	FAX
	(A/C, No, Ext):	
	E-MAIL ADDRESS:	
INSURER(S) AFFORDING COVERAGE		NAIC#
INSURER A : Twin City Fire Insurance Company		29459
INSURED RONALD L BOOK PA 4000 HOLLYWOOD BLVD STE 677-S HOLLYWOOD FL 33021	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES

CERTIFICATE NUMBER:

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 INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE
	<input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)
							MED EXP (Any one person)
							PERSONAL & ADV INJURY
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE
	<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						PRODUCTS - COMP/OP AGG
	OTHER:						
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person)
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS					BODILY INJURY (Per accident)
	<input type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident)
	<input type="checkbox"/> AUTOS						
	UMBRELLA LIAB EXCESS LIAB						EACH OCCURRENCE
	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE						AGGREGATE
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						X PER STATUTE <input type="checkbox"/> OTH-ER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N		21 WEC AY5V2P	06/12/2024	06/12/2025	E.L. EACH ACCIDENT \$1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				E.L. DISEASE -EA EMPLOYEE \$1,000,000
							E.L. DISEASE - POLICY LIMIT \$1,000,000

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

Those usual to the Insured's Operations.

CERTIFICATE HOLDER

The City of Marco Island
50 BALD EAGLE DR
MARCO ISLAND FL 34145

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

Suean S. Castaneda

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
04/17/2024

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 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 Professional Risk Specialty Group (PRSG) 655 N Franklin St., Suite 2000 Tampa, FL 33602	CONTACT NAME:		
	PHONE (A/C No. Ext): 954-453-6295	FAX (A/C No.)	
INSURED Ronald L. Book, PA 4000 Hollywood Blvd, #677-S Hollywood, FL 33021	E-MAIL ADDRESS:		
	INSURER(S) AFFORDING COVERAGE		NAIC #
	INSURER A: Berkley Assurance Company		39462
	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		
INSURER F:			

COVERAGES CERTIFICATE NUMBER: 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
	COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE \$
	<input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence) \$
							MED EXP (Any one person) \$
							PERSONAL & ADV INJURY \$
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE \$
	<input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						PRODUCTS - COMP/OP AGG \$
	OTHER:						\$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$
	<input type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS	<input type="checkbox"/> SCHEDULED AUTOS					BODILY INJURY (Per accident) \$
	<input type="checkbox"/> HIRED AUTOS	<input type="checkbox"/> NON-OWNED AUTOS					PROPERTY DAMAGE (Per accident) \$
							\$
	UMBRELLA LIAB	<input type="checkbox"/> OCCUR					EACH OCCURRENCE \$
	EXCESS LIAB	<input type="checkbox"/> CLAIMS-MADE					AGGREGATE \$
	DED <input type="checkbox"/> RETENTION \$						\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						PER STATUT E <input type="checkbox"/> OTH-ER <input type="checkbox"/>
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> N/A					E.L. EACH ACCIDENT \$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$
A	LAWYERS PROF LIABILITY CLAIMS-MADE			VUMB0331950 RETRO: 11/14/13	11/14/2023	11/14/2024	PER CLAIM 1,000,000 AGGREGATE 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Deductible: \$2,500

CERTIFICATE HOLDER

The City of Marco Island
Attn: Angela Johenning
50 Bald Eagle Drive
Marco Island, FL 34145

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

Missy Rodriguez

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
04/18/2024

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 RSC Insurance Brokerage, Inc. 2900 SW 149th Avenue Miramar FL 33027		CONTACT NAME: Diane Cunningham PHONE (A/C, No, Ext): (954) 883-2900 FAX (A/C, No): (954) 517-7400 E-MAIL: dcunningham@risk-strategies.com ADDRESS:	
INSURED Ronald L. Book, P. A. 4000 Hollywood Blvd, #677-S Hollywood FL 33021		INSURER(S) AFFORDING COVERAGE INSURER A : Western World Insurance Company INSURER B : Evanston Insurance Company INSURER C : INSURER D : INSURER E : INSURER F :	
		NAIC # 13196 35378	

COVERAGES

CERTIFICATE NUMBER: 23-24 MASTER

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
A	<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:			NPP8982219	11/30/2023	11/30/2024	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ Excluded GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/OP AGG \$ Included
	<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			NPP8982219	11/30/2023	11/30/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			EZXS3138594	11/30/2023	11/30/2024	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
	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 <input type="checkbox"/> N/A					PER STATUTE E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

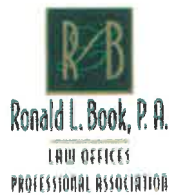
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

The City of Marco Island Attn: Angela Johnenning 50 Bald Eagle Drive Marco Island FL 34145	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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April 24, 2024

City of Marco Island
Attn: Angela Johenning
50 Bald Eagle Drive
Marco Island, FL 34145

Re: Vehicle Coverage

To Whom It May Concern:

This letter confirms that my firm Ronald L. Book, P.A. DOES NOT own or operate any company vehicles.

Sincerely,

Ronald L. Book

RLB: BM

REPLY TO:

- ☐ 4000 Hollywood Boulevard, Suite 677-S - Telephone (305) 935-1866
- ☐ 104 West Jefferson Street - Tallahassee, Florida 32301 - (850) 224-3427



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State of Florida

Federal Government

Ronald Lee Book

Member in Good Standing

Eligible to Practice Law in Florida

Bar Number: 257915

Mail Address: Ronald L. Book, P.A.
4000 Hollywood Blvd Ste 677-S
Hollywood, FL 33021-4751
Office 305-935-1868

Physical Address: 4000 Hollywood Blvd Ste 677-S
Hollywood, FL 33021-4751
Office 305-935-1868

Email: ron@rlbookpa.com

Personal Bar URL: <https://www.floridabar.org/mybar/profile/257915>

vCard:

County: Broward

Circuit: 17

Admitted: 09-15-1978

10-Year Discipline History: None

Law School: Tulane University Law School

Sections: Administrative Law
City, County & Local Govt Law
Public Interest Law

Firm: Ronald L. Book, P.A.

Firm Size: 2-5

Firm Position: Private Law Practice

Firm Website: <https://www.rlbookpa.com/>



State of Florida

Department of State

I certify from the records of this office that RONALD L. BOOK, P.A. is a corporation organized under the laws of the State of Florida, filed on January 29, 1987.

The document number of this corporation is J54314.

I further certify that said corporation has paid all fees due this office through December 31, 2024, that its most recent annual report/uniform business report was filed on February 2, 2024, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Twenty-second day of May,
2024*




Secretary of State

Tracking Number: 7265905752CU

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

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