

JEJ & Associates

Response to Professional State Lobbying Services
RFP 2024-026
due June 12, 2024



Lena Juarez, President
JEJ & Associates, Inc.
Post Office Box 10390
Tallahassee, Florida 32302
850-212-8330

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Orlando, Florida 32801
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TABLE OF CONTENTS

3 COVER LETTER

5 COMPLETED FORMS A THROUGH G

14 EXPERIENCE, APPROACH, AND RESULTS
QUALIFICATIONS AND EXPERIENCE

JEJ & ASSOCIATES IS BEST QUALIFIED

CLIENT LISTING

ISSUES AND RESULTS

CONFLICTS OF INTEREST

STATE OF FLORIDA AND COLLIER COUNTY REQUIREMENTS

FIRM PERFORMANCE

FIRM APPROACH

26 EXPERTISE OF JEJ & ASSOCIATES TEAM MEMBERS

PROPOSED PROJECT MANAGER AND PROJECT LEADER

RESUMES

31 TOTAL COMPENSATION

32 REFERENCES

33 OTHER INFORMATION

June 11, 2024

Chairman Jared Grifoni, Vice Chairman & Councilors
City of Marco Island
50 Bald Eagle Drive
Marco Island, Florida 34145

Dear Chairman, Vice Chairman and Councilors:

JEJ & Associates, which has provided lobbying services since 1999, is pleased to submit this proposal in response to the City of Marco Island RFP2024-026 for Professional State Lobbying Services. Our experienced team of professionals looks forward to developing a strong working relationship with the City as we together work to achieve legislative priorities.

As we prepare this response, we are confident that JEJ & Associates is the most qualified and ready to represent the City of Marco Island as its state lobbying team. While that may seem to be a bold statement, we know that our team takes great pride in our accomplishments for its public and private sector clients. Our reputation has been built not through individual achievement of our consultants, but through the hard work of the team to benefit our clients. Our success can be traced to a dedication in seeing goals realized, a commitment to provide individualized service to clients, responsiveness to the client, an ability to think outside the box, and continuous efforts to track the pulse of Florida politics.

We are full time lobbyists. We are not a law firm with governmental relations being one aspect of our services. We work full-time advocating on behalf of our clients and we offer very specialized services that involves relationships with the legislative and executive branches to benefit our clients. We get the job done because of these relationships and our knowledge of how to access resources in government.

Taken together, these attributes ensure that JEJ & Associates not only will meet the requirements of the City of Marco Island, but exceed its expectations. We urge you to review the balance of this response with particular emphasis on our success examples. Please be aware that these represent a cross section of our work and are not intended to reflect all of our areas of expertise, nor the extent of our successes.

Our proposal includes a diverse set of current and past clients, each of whom have contributed to our knowledge and ability to tackle all aspects of the City's legislative priorities. These include municipalities and counties, a transit agency, airports, transportation disadvantaged providers, associations, health care companies, Fortune 500 companies, and the Conference of Circuit Court Judges.

We have effectively represented the following local governments either directly, or through a subcontract, the City of St. Augustine, the Village of Estero, the City of Orlando, the City of Longwood, the City of St. Petersburg, Leon County, Orange County, the Central Florida Regional Transportation Authority, the City of Pembroke Park, and Hillsborough County, among others.

We have carefully reviewed the Statement of Work as contained within the RFP and are confident that we will not only meet, but will exceed, the expectations and requirements contained therein. We have extensive experience in all aspects of working with state government on behalf of local governments, from developing priorities and identifying opportunities, to securing budget appropriations, local bills and the Governor's signature on legislation.

Thank you for the opportunity and your consideration of JEJ & Associates as a consultant to the City. The contact information, an authorized person, for JEJ & Associates, Inc. a Florida corporation, is as follows.

Lena Juarez, President
JEJ & Associates, Inc.
Post Office box 10390
Tallahassee, Florida 32302
850-202-8330
lena@jejassoc.com

Please do not hesitate to contact us with any questions you may have concerning our proposal. We would be honored to represent you.

Sincerely,

Lena Juarez

Lena Juarez, President
JEJ & Associates, Inc.

PART VI
STANDARD FORMS

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

A. DECLARATION STATEMENT
RFP No. 2024-026

Full Name of Proposer: JEJ & Associates, Inc.

Main Business Address: Post Office Box 10390, Tallahassee, Florida 32302

Telephone No.: 850-212-8330 Fax No. _____

Email Address: lena@jejassoc.com

State License# _____ Type _____

To: City Manager, City of Marco Island, Florida
(hereinafter called the Owner)

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:

Addendum Number	Date Issued	Contractor's Signature (Full Name)
_____	_____	_____
_____	_____	_____
_____	_____	_____

IN WITNESS WHEREOF, WE have hereunto subscribed our names on this 3rd
day June, 2024 in the City of Orlando, in the State of Florida.

J.E.J. & Associates, Inc.

Firm's **Complete Legal Name**

Check one of the following:

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

Phone No. 850-212-8330

Fax No. _____

Email lena@jejassoc.com

Post Office Box 10390

Address _____

Tallahassee, Florida 32302

City, State, Zip _____

BY: 

Typed and Written Signature

Lena Juarez

President

Title _____

B. VENDOR INFORMATION FORM
RFP No. 2024-026Company Name: JEJ & Associates, Inc.*If a "DBA", please be sure this is indicated on W-9*FEIN or SS#: 59-3559818 Service or Commodity Provided LobbyingMail Address: Post Office Box 10390City: Tallahassee State: Florida Zip+4: 32302Remit Address: Post Office Box 10390City: Tallahassee State: Florida Zip+4: 32302Phone: 850-212-8330 Email: lena@jejassoc.comPurchase Orders to be sent to: Lena JuarezPhone: 850-212-8330 Email: lena@jejassoc.comAccounts Receivable Contact Name: Lena JuarezPhone: 850-212-8330 Email: lena@jejassoc.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: Lena JuarezTitle: PresidentVendor Signature: Date: June 3, 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)

June 3, 2024

Date

Lena Juarez, President

Name and Title of Authorized Signee

JEJ & Associates, Inc.

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 June 3, 2024

Lena Juarez, President

Name and Title of Authorized Signee

JEJ & Associates, Inc.

Name of Corporation, Partnership, Trust, Etc.

(SEAL)

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 June 3, 2024

Lena Juarez, President

Name and Title of Authorized Signee

JEJ & Associates, Inc.

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 Professional State Lobbying Services
2. This sworn statement is submitted by JEJ & Associates, Inc.
(name of entity submitting sworn statement)
whose business address is: Post Office Box 10390, Tallahassee, Florida 32302
- and its Federal Employer Identification Number (FEIN) is 58-3559818
(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: .)
3. My name is Lena Juarez and my relationship to the entity named
(please print name of individual signing) above is
President
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.)**

 X 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 it 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.

Lena Juarez

(Signature)

June 3, 2024

(Date)

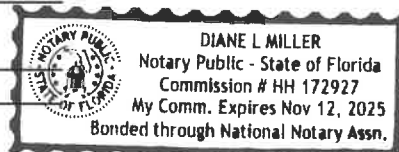
STATE OF Florida
COUNTY OF Orange

PERSONALLY APPEARED BEFORE ME, the undersigned authority, Lena Juarez who, after first being sworn by me, affixed his/her signature in the space provided on this 3rd day of June, 2024.

NOTARY PUBLIC

Commission number: _____

Commission expires: _____



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.

JEJ & Associates, Inc.

Company Name



Signature & Title

President

Date: June 3, 2024

Introduction

JEJ & Associates, Inc., founded by Lena Juarez, is a Florida governmental relations consulting firm that has been delivering results for clients, including multiple local governments, for twenty-five years. The firm is certified as a minority business with the State of Florida. We have extensive experience working with the Florida Legislature, Cabinet and Executive Branch and are confident that we will provide unmatched professional services on behalf of the City of Marco Island. Since its inception in 1999, JEJ & Associates has represented clients in the areas of transportation, local government, the judiciary, finance and tax, economic development, health care, education, regulated industries, and agriculture, among other issues.

Ms. Juarez chose to establish her own firms for several compelling reasons: (a) she understand that so-called "boutique" firms provide the best personalized services to clients; (b) the firm are full time lobbyists working for clients, rather than full-time attorneys working as part-time lobbyists; (c) she insists on being partners with the firm's clients, not dictating what can and cannot be accomplished; (e) she seeks clients who complement each other, but are without conflicts; and (f) she, and the entire firm, wants to develop client relationships that stand the test of time because clients realize that dedication, hard work, and ability get things done.

Conflicts of interest are always a concern for clients. Larger firms typically have multiple, if not dozens, of local governmental clients. In such a scenario, conflicts of interest are bound to develop when competing for grants and member appropriations. JEJ & Associates is not searching for dozens of local government clients; rather, we search for complimentary clients and limit their number to provide better individualized attention. Our team pledges to honor full disclosure and ensure there are no conflicts of interest.

With staffed offices in Tallahassee and Orlando, we can quickly respond to the City as its representative. During legislative committee weeks, and the corresponding session, our team is working in Tallahassee to accomplish our clients' legislative priorities. During the balance of the year, we remain in contact with our clients regarding legislative and political issues to ensure both sides are kept abreast of developments. We also meet with legislators, legislative staff, committee staff, pertinent executive branch departments, and other relevant stakeholders on a regular basis to ensure we are aware of all significant events.

Our firm will adhere to the requirements and statement of work outlined in the solicitation and will abide by the lobbying rules as established by the Florida Legislature.

QUALIFICATIONS

JEJ & Associates Credentials

JEJ & Associates, under the leadership of its President, Lena Juarez, has assembled a team of professionals who thoroughly understand local government issues. We bring forward decades of experience working those concerns for counties and municipalities. The team has a unique perspective because of our wide-ranging backgrounds and experience representing a diverse set of clients in both the public and private sector. JEJ & Associates has proved itself to be an effective advocate for its clients and has earned a well-deserved reputation in Tallahassee for providing superior personalized services.

Our firm, which was established as a Florida corporation on February 2, 1999, recognizes that to be successful in the legislative arena, we cannot rely exclusively upon our relationships just with leadership. It is through years of dedicated hard work that has allowed us to develop relationships with legislators throughout the state, including members on both sides of the aisle. It is through these connections that we will accomplish the City's legislative platform.

Since inception, Lena Juarez and the JEJ & Associates team, has represented local governments, including Orange, Leon and Hillsborough counties. Ms. Juarez was selected as the consultant for several cities, including the City of Orlando, City of St. Augustine, City of Tallahassee, Village of Estero, and the City of Pembroke Park. She has also served as the Central Florida Regional Transportation Authority's, d.b.a. LYNX, sole or lead consultant whose board members included elected officials representing the City of Orlando and surrounding counties.

Other groups with whom we have developed ongoing relationships include the Florida League of Cities, the Florida Association of Counties, the Florida Metropolitan Planning Organization Advisory Council, local metropolitan planning organizations, and several counties including Lee, Duval, Leon, Hillsborough, Polk, Collier, Orange, Seminole, Osceola and Miami-Dade. All of these contacts have contributed to our understanding of local government's priorities and challenges.

JEJ & Associates will be an excellent partner with the City because we know and understand the political and governmental environment of the State of Florida, and we will bring our lobbying experience and understanding of the legislative process to get results. We are the team with statewide connections and local government experience.

"Lena Juarez is a true advocate for our organization. She is experienced and skilled at advancing our interests. She is respected by those she seeks to influence and by those within our organization. She passionately advocates on our behalf but always does so with honor and kindness. We are a better and more effective organization because of our association with Lena Juarez."

Steve Seibert, Former Executive Director
Florida Humanities Council

NOTICE OF NO CONFLICTS OF INTERST

This is to certify that no member of JEJ & Associates, Inc.'s ownership, management, or staff currently has a vested interest which might be considered a conflict of interest in connection with the City of Marco Island RFP 2024-026.

STATE OF FLORIDA
COUNTY OF LEON

Sworn to (or affirmed) and subscribed before me by means of physical presence this
3 day of June, 2024, by Lena Juarez.



(NOTARY SEAL)

SARAH M. HARRIS

Commission # HH 117442

Expires May 27, 2025

Bonded Thru Budget Notary Services

A handwritten signature in cursive script, appearing to read "Sarah M. Harris", written over a horizontal line.

Personally Known ☒ OR Produced Identification ☐

Type of Identification

Produced _____

JEJ & Associates Relationship Highlights

Governmental consulting is all about knowing the issues, engaging the necessary officials who can provide the help to achieve goals, following through to keep items moving, doing the administrative work to keep track of both efforts and tasks to be completed, working with the client and other team members to facilitate action, and finally, relishing the successes.

Ms. Juarez develops relationships with the widest range of governmental officials and staff. Her philosophy is to have relationships before issues arise, rather than try to develop a relationship based on client priorities. Whether advocating for funding, legislative changes, new legislation, or administrative rules, JEJ & Associates has excelled at every step of the process because of the trust these relationships have created.

Legislative Branch



JEJ & Associates has strong relationships with members of the Legislature, including incoming Senate President Ben Albritton (R-Wauchula). Ms. Juarez has worked successfully with President-Elect Albritton since he began his career in the Florida House of Representative in 2010 and subsequently to the Senate in 2018.

The City of Marco Island is in Senate District 28 which is represented by outgoing Senate President Kathleen Passidomo (R-Naples). As with Senator Albritton, Lena Juarez has worked extensively with President Passidomo. The Senator has been most helpful in securing member project funding for several of Ms. Juarez's clients.

President-Elect Albritton will be forming his leadership team and announcing committee chairs after the November elections and during the November 19th Organization Session of the Florida Legislature.



Likewise, current House Speaker Paul Renner (R-Palm Coast) will be termed out of office this year and will be replaced by Speaker Elect Daniel Perez (R-Miami). Ms. Juarez has maintained a good working relationship with Representative Perez since his arrival in the House. The City of Marco Island is part of House District 81 which is currently being served by Representative Bob Rommel (R-Naples). With Representative Rommel being termed out of office, a new House member will be elected. Among the current candidates are Councilor Greg Folley. Three other candidates have announced their candidacy, including two other Republicans and one Democrat.

Speaker-Elect Perez will announce his leadership team after the elections and during the Organization Session as well.

Because committee chairs control their agendas, they hold considerable sway over

potential legislative actions, and committee members on both sides of the aisle are also important to successful lobbying efforts. Individual members may submit amendments to legislation as it moves through the committees on which they serve. This provides the opportunity for the City to change bills, via amendments, as they move through the process.

Executive Branch



Governor Ron DeSantis is currently in his sixth year as Florida's 46th Governor and former Representative Jeanette Nuñez is our Lieutenant Governor. From the point of view of the City of Marco Island, three of the most important members of the Governor's staff are Chief of Staff, the Office of Policy and Budget Director, and the Deputy Chief of Staff for Environmental Protection. The Chief of Staff is James Uthmeier and the current Budget Director is Chris Spencer who was appointed to the position in January, 2019 but will be leaving to become the Executive Director of the State Board of Administration once he completes work on the Fiscal Year 2024-2025 budget. Ms. Juarez has historically been able to work with all of these positions over multiple administrations with a great deal of success.

Executive branch agencies that would be of interest to the City include the Department of Transportation, the Department of Environmental Protection, which oversees the water management districts, the Florida Finance Housing Corporation, and the Department of State, which has several grant programs for cultural activities. Ms. Juarez has strong relationships with secretaries, executive directors and/or staff at these agencies.

While this section highlights relationships that Lena Juarez has with key state agency secretaries and staff, it is by no means a complete list of contacts.

Regardless of any executive agency or committee of the Legislature from which help is needed, JEJ & Associates will have a contact to reach on behalf of the City.

In addition to Governor DeSantis leadership team, JEJ & Associates has contacts with all the Cabinet members. There is a strong relationship with Commissioner Wilton Simpson of the Department of Agriculture and Consumer Services. Attorney General Ashley Moody and Chief Financial Officer Jimmy Patronis round out the members of the Florida Cabinet.

As you can see Lena Juarez, and JEJ & Associates, are tuned into the legislators, the all-important committee and legislative staff, agencies, and Governor's office which undoubtedly will benefit the City of Marco Island.

Client List

Capitol Alliance Group – since 2015
ChargePoint, Inc. – since 2017
City of St. Augustine – since 2014
City of Tallahassee – since 2024
Florida Agritourism Association – since 2014
Florida Beekeepers Research Foundation – since 2016
Florida Humanities Council – since 2007
Leon County Board of County Commissioners – since 2017
Molina Healthcare – since 2007
Tallahassee Symphony – since 2023
Village of Estero – since 2022

Issues and Results

The following represents a sampling of issues for which JEJ & Associates have lobbied during the last five (5) years.

City of St. Augustine
75 King Street
St. Augustine, Florida 32084

Having represented the City of St. Augustine for eleven years, JEJ, & Associates has been involved with many issues on behalf of the City. Outlined below is a brief selection of successes.

Appropriations remain an important aspect of local governmental priorities. During the 2018, 2019, 2020, 2021, 2022, 2023 and 2024 Sessions, Lena Juarez sought member appropriations for the City of St. Augustine. The City was working during this period to secure water project funding from the state. Ms. Juarez successfully secured \$25,614,000 in funding during this seven-year period within the legislative budgets. To secure this funding, the necessary Legislative sponsors and committee hearings, when required, for these requests were secured by JEJ & Associates. The team then lobbied the Appropriations Committee chair as well as the Subcommittee chair in both chambers to ensure inclusion within the final budget.

Firefighter disability payments was another issue concerning the City, who made it a top priority for the 2019 Session. The legislation included benefits, which would provide necessary help for first responders and subsequently, to their families, who receive a cancer diagnosis. JEJ & Associates assisted the City as they lobbied the Legislature on behalf of this bill through organized testimony during committee hearings. The bill was passed and signed by the Governor.

Vacation rentals preemption is another issue which was important not only to the City of St. Augustine, but to many other local governments. The City opposed this legislation as vacation rentals have a significant tourism impact upon the area. With

parking concerns playing a critical role within the downtown residential area the City of St. Augustine passed an ordinance which regulated parking. This ordinance would have been invalidated should the state preempt vacation rentals. For seven years, JEJ & Associates has worked for the City to defeat this legislation. As part of the strategy, Ms. Juarez allied herself with the Florida League of Cities and worked in conjunction with the League and other local governments' lobbyists to create a unified effort opposing the legislation. As such, she testified on behalf of the City, organized public participation in committees, scheduled appointments with key legislators for City officials, collected written letters of opposition and various other steps. Additionally, JEJ & Associates developed bill amendments that would have exempted the preemption in historically designated areas. This legislation had been defeated for seven years. This year's bill has yet to be presented to the Governor for his consideration.

***City of Orlando
400 South Orange Avenue
Orlando, Florida 32801***

Local bills play a critical role for local governments. These are means to seek exemptions to current Florida law. To qualify for a special food service license, which allows restaurants to serve alcohol without a quota liquor license, Florida requires the eating establishment to have a minimum floor area of 2,500 square feet, be able to serve 150 patrons simultaneously, and have at least 51% of gross sales be attributable to food and non-alcoholic beverages. The City of Orlando created the Orlando Main Street Small Restaurant Incentive Area to encourage the establishment of restaurants in certain corridors of the city. Orlando sought to reduce the requirements for a special food service license by reducing the square foot area to 1,800, the number of patrons to 80, but maintain the 51% food/alcohol ratio. JEJ & Associates worked to identify a sponsor for the local bill, lobbied on behalf of the bill with the local delegation, worked with committee chairs to ensure that the bill would be heard, and the leadership to make sure the bill received a floor vote. Ultimately, each of these items was successfully accomplished and the bill was approved by the Governor leading to the enhancement of the Incentive Area.

***Greater Orlando Aviation Authority
One Jeff Fuqua Boulevard
Orlando, Florida 32827-4399***

Amending legislation represents a key component of our work. During the 2020 Session, a bill was filed that was designed to increase transparency and accountability for large hub airports, including Orlando International Airport. The original bill contained several provisions that were considered onerous by the Airport. Prior to the first committee hearing, we met with legislative staff, committee chairs, and leadership to convey the airport's requests. We were successful in that the sponsor agreed to amend the bill language which reduced the time period between required audits, loosened the requirements for posting information on airport websites, among others. There was one item, concerning the dollar threshold before a bid was required, which was not removed. However, by working with the then-incoming Senate President Wilton Simpson we secured his agreement that the threshold would be increased from \$65,000 to \$100,000 during the 2021 Session.

President Simpson kept his word and the threshold was raised.

Killing legislation is a tried-and-true method to securing positive outcomes for clients. Bills were filed that would have eliminated the aviation fuel tax which would have significantly financially impacted airports. JEJ & Associates were part of a team which fought against these bills. The strategy was to secure a commitment from a committee chair to not hear the bill, which would effectively kill it for the Session. By mounting pressure on Senators, we were able to secure the commitment and the bills died in committee.

Remaining up to date on late filed bills and amendments is another key component of lobbying work. It is necessary to have real time access to bills and amendments. JEJ & Associates subscribes to a web-based service which provides such up-to-date information. The importance of this near instant access is that we were able to discover an attempt to lower the aviation fuel tax (rather than repeal it as outlined above) after the above bills were killed. Our team immediately sought out the Appropriations Committee chair prior to the committee's hearing to discuss the situation. We were able to convince her that there was no need to lower the tax rate since it had just been lowered the previous year.

***Village of Estero
9401 Corkscrew Palms Circle
Estero, Florida 33928***

Background: JEJ & Associates has been a lobbyist for the Village of Estero for the past three legislative sessions. For the very first time in its history, Estero elected to engage two lobbying firms as their strategy to maximize their profile amongst legislators. As a result, JEJ & Associates and Ron Book P.A. have worked as a team to work towards achieving the Village's priorities, which is to secure State dollars for parks and recreation, as well as for water projects.

Member project funding has been the top priority for Estero during the tenure of JEJ & Associates' representation. During the 2022 Session, Estero requested funding for expansion of bicycle lanes, park improvements, and a utility expansion project. Our team successfully secured sponsors for the member requests and ensured that all three items were included in Fiscal Year 2022-2023. A total of \$1,730,000 was funded by the State for the three projects. The 2023 Session was focused on a utility expansion project. The Village team was successful in securing \$7,400,000 for this single project. During our third year of representation, Estero sought funding for a road design, a water project, and a septic-to-sewer project. These totaled \$8,400,000. JEJ & Associates were successful in securing the entire requested funding for the three projects.

Registrations and Certifications

JEJ & Associates, Inc. is a State of Florida registered lobbying firm and Lena Juarez is a registered lobbyist. Upon an agreement to represent the City of Marco Island, Ms. Juarez will be registering the City as one of her clients for the duration of the contract.

City of Marco Island

Please see page 33 for a City of Marco Island issue conversation.

Plan of Approach

In previous sections, we have conveyed our expertise and demonstrated our successes within the field of local government representation. We will now focus on the approach JEJ & Associates will utilize to advance the City of Marco Island's legislative platform and the efforts we will employ to keep the City informed as to the activities of the Legislative and Executive branches of Florida government as well as the Cabinet as it relates to our efforts.

Initial Contact with the City of Marco Island

The JEJ & Associates team, working in conjunction with City staff, will be a proactive advocate for the City. We understand that the City Council will be developing the 2025 legislative platform and will make the tough decisions about future objectives. We will offer our advice and recommendations on this agenda based on our experience and knowledge of the legislative process and political developments. Overall, the City's key focus is to properly fund water project programs and grants; support transportation funding initiatives; support water quality; economic development; climate and renewable energy and smart city initiatives; maintain local government autonomy; limit the preemption of governmental authority; protect trust funds; and secure appropriations for City priorities, among others. Throughout these processes we will maintain open and constant communications amongst our team and the City and continually advocate and promote Marco Island.

Good communication between the client and the consultant is of the utmost importance as we work towards solutions. Ms. Juarez will remain available, whether in person, or by telephone, electronic mail or text, throughout the term of the contract to discuss issues concerning the City. This includes 24-hour availability during legislative committee weeks, the regular, extended and/or any special sessions as needs arise.

2025 Session Dates		
Organization Session		November 19, 2024
Proposed Interim Committee Weeks		December, January, February 2025
Session Convenes		March 4, 2025
End of Regular Session		May 2, 2025

Upon award of a contract, JEJ & Associates will schedule appointments with the Mayor and Councilors, as needed, the City Manager, Michael McNees, and other suggested staff members and/or council members, to discuss tasks to prepare for the 2025 Legislative Session. During these meetings, Ms. Juarez will review past and future issues and help develop strategies to achieve the City's 2025 legislative platform. Responsiveness to the City and its staff will be of the utmost concern to all of JEJ & Associates' team.

Pre-Session Work

JEJ & Associates, as part of the lobbying team, will help shape the City's legislative agenda, oversee the drafting of legislation and/or amendments, identify and secure legislative sponsors for bills and amendments and persuade members of the Florida Senate and House of Representatives to vote for issues put forth in the approved legislative platform by the City of Marco Island.

Our approach is to work year-round with legislators, their staff and key agency contacts in order to maintain good working relationships and bring issues to their attention early so that solutions may be quickly realized. We will select a strategy or strategies in consultation with the City that achieves goals based on resources, time and degree of difficulty.

Prior to the start of any legislative activities, our firm will be reviewing the various funding programs the State offers local governments for any relevant opportunities the City may have. We will be especially searching for grant programs that may involve historical or cultural grants, environmental protection, clean water, and transportation, to name a few. Our staff has experience with assisting clients with their applications for these types of funding sources.

In order to achieve the City's appropriations requests, JEJ & Associates would first research whether local legislative delegation members are part of the assigned appropriation subcommittees. The budget conference process is the key to a successful outcome for these requests.

The budget conference moves quickly and out of view of the public eye as the committees discuss and reach compromises. This is the time when lobbyists work their hardest to ensure inclusion. Twenty-four/seven is the mantra at this time of year as JEJ & Associates works the members of the budget conference. Throughout all of these steps, Ms. Juarez and the JEJ & Associates team will keep the City updated in real time as to all developments.

Ms. Juarez would also determine, through strategy meetings with the City's team, whether executive agency support would be of benefit. If so, we will work with our agency contacts to achieve favorable backing, which can then be reported to legislators and their committees.

Additionally, JEJ & Associates will be conducting research on the City's legislative platform and preparing the necessary background pieces. All filed bills, which total nearly 2,000 annually, will be reviewed, using our subscription to the leading legislative news and information service, for their relevancy to the City. We will develop information sheets which outline issue(s) and explain solutions as required. Our firm will solicit and provide drafts of letters of support for issues as needed, work with staff to prepare and submit any grant applications and assist in preparing any required appropriation requests with both chambers. This groundwork will organize the team for its upcoming meetings with decision-makers.

Prior to the start of any legislative activities, our firm will be reviewing the various funding programs the State offers local governments for any relevant opportunities the City may have. We will be especially searching for grant programs that may

involve historical or cultural grants, environmental protection, clean water, and transportation, to name a few. Our staff has experience with assisting clients with their applications for these types of funding sources.

In further preparation for session, Ms. Juarez will ensure that the City of Marco Island gains access to the relevant committee chairs and committee members, legislators and rising leaders. She will regularly coordinate the scheduling of meetings with new and seasoned legislators. We spend committee weeks in December, January and February prior to the session educating members about our clients and their priorities. These professional relationships allow JEJ & Associates to develop, gather and share information with the City.

JEJ & Associates will be available for strategy calls with our points of contact; monitor the budget process and report developments; submit weekly briefings and/or reports during legislative committee weeks and session; prepare an inclusive report upon completion of the legislative session; be available for Council presentations; and respond to any other items required or needed by the City as requested in the Statement of Work outlined in the Request for Proposals.

Session Work

Our firm will continue to conduct research and background on developments, including bill status and budgetary issues. As during committee weeks, we will monitor, attend, and report relevant developments from committee hearings. We will meet with individual legislators to discuss priorities. It would be beneficial if staff or board members could accompany us during some meetings to establish a rapport between the City and legislators. This can be done before or during the session.

JEJ & Associates develops multiple solutions for priorities. With so many bills being filed, we recognize that all of them will not be heard in committees. Often times this involves the identification of alternative bills to which our issues can be attached through the amendment process. We have been successful many, many times through this secondary or even tertiary alternative.

Recognizing that appropriation requests are of high importance to the City, Ms. Juarez stays abreast throughout the budgetary process and works with legislators on the various appropriations committees. The budget process is oftentimes chaotic as the end of the regular Session nears. We will monitor and attend all budget conference meetings and work with the various committees, legislators and their staffs advocating for the City's requests.

During the legislative session, we will be submitting weekly status reports, and participate in weekly strategy meetings. JEJ & Associates will be submitting monthly reports to the City during the term of the contract outlining our activities the previous month. We will also be available to attend Council meetings to provide in-person updates as required, and as needed. As mentioned previously, we anticipate a great level of communication between the City staff and our team. We will ensure our availability by text, phone and email.

JEJ & Associates is not a firm to stand on the sidelines and wait for unexpected crises. We will enter the fray to fight on behalf of our clients. Part of that fight

involves acting on a timely basis as legislation develops. We do not view our job as done once bills have been written or appropriations have been sponsored. As the legislation and budget moves through the process, we will begin enlisting the support of the executive branch agencies and the Governor's office. Our experience tells us that nothing is safe until the final vote has been taken and the Governor signs it into law.

Post Session Work

Many firms see the end of Session as the end of their work. JEJ & Associates does not adhere to this philosophy. Rather, we see post-session time as a continuation of the process to develop relationships on behalf of our clients. No one can say our team is out of sight, out of mind. Throughout the remainder of the year Ms. Juarez travels the State to keep legislators apprised of client developments and issues which may be arising.

In the weeks after the conclusion of the 2025 legislative session, JEJ & Associates will monitor when the Legislature sends bills of interest to the Governor for his consideration, particularly the appropriation bills. We will advocate the City's priorities with the Governor's Office, the Office of Policy and Budget, the state agencies and/or other organizations during this time. Gathering a coalition of supporters for these priorities might be one strategy to pursue as well.

JEJ & Associates will submit a session summary of the final outcome of the City's priorities and participate in Council meetings as outlined in the Statement of Work.

JEJ & Associates will adhere to all requirements of the State of Florida regarding lobbying, including registration, the submittal of financial reports and other rules and regulations propagated by either chamber.

Our firm, in conjunction with the City's input, will put this plan into action. Together we will work towards successful outcomes for the 2025 legislative session.

Expertise of Team Members

Proposed Project Manager and Project Leaders

Lena Juarez, an Orlando native, is the president and founder of JEJ & Associates and will serve as the firm's lead lobbyist and principal liaison to the City of Marco Island. Prior to establishing her own firm, she worked with Juarez & Associates, an Orlando consulting firm founded by her father, Oscar Juarez, in 1979. It was under his mentorship that she honed her skills and developed the ethic under which she has become one of the most respected and successful Tallahassee consultants. Another mentor to Ms. Juarez is Lieutenant Governor Toni Jennings, the former, and only, two-time Senate President. Governor Jennings is a lifelong friend who possesses unmatched knowledge of Florida government and who can rightly provide guidance, when necessary, on behalf of clients. Ms. Juarez is registered by the State of Florida as a minority business owner (see attached State of Florida Certificate).

Ms. Juarez has been involved in local politics since childhood and has the knowledge and understanding of the political and economic history of our state. We have consulted and assisted candidates running for local offices, including city and county commissions, property appraiser, tax collector, sheriff, clerk of the courts, and state legislators.

Robert Miller, who prior to joining JEJ & Associates in 2003, had over twenty years of consulting work, will also be working on behalf of the City. He is also a Central Florida native familiar with the business community and local government developments.

JEJ & Associates has administrative staff which supports Ms. Juarez and Mr. Miller throughout the year. In addition, the firm publishes an eNewsletter which keeps its readers informed on happenings within state government and political developments.

Ms. Juarez, and her team, will be the City's lobbyists before Florida's legislative branch, the Florida Cabinet, the Governor's Office state agencies. Combined, our JEJ team has been involved in Florida politics for over five decades, and has the knowledge, personal relationships and acumen to produce results for our clients.

The JEJ Team is familiar with legislative, regulatory, rule-making and appropriation aspects of local government laws, policies and related issues in Florida. We invite you to visit our website, www.jejassociates.com, for further information about the firm and its story.

JEJ & Associates is committed to providing the highest quality lobbying service to our clients. Our firm and its mission are concerned with individualized attention to those we serve. Personal service means that our principal, Ms. Juarez, will be available, and will always promptly respond to client needs and requests.

DEDICATION YIELDS RESULTS



LENA JUAREZ

Lena Juarez, founder of JEJ & Associates, has delivered results since 1997 for a diverse set of clients, ranging from Fortune 500 companies, to local governments, to trade associations, and to not-for-profit groups. She has built a successful government consulting practice through her tenacity, ability to collaborate and strategically solve problems on behalf of her clients.

By truly understanding her clients' needs and communicating them successfully to the right decision-makers, Ms. Juarez develops strategies to obtain both funding

and policy changes her clients need to achieve their goals.

Since its inception, JEJ & Associates has represented clients in the areas of healthcare, education transportation and economic development, regulated industries, agriculture, finance and tax, the judiciary, and local government. Ms. Juarez has also secured millions of dollars for clients through the annual state appropriations process.

A graduate of Sophie Newcomb Memorial College of Tulane University and the Reubin O'D. Askew School of Public Administration and Policy at the Florida State University, she has been active in politics since a very young age and has served on many local and statewide boards. Ms. Juarez has been appointed to numerous state-wide boards by current and former Senate Presidents and House Speakers. She is a graduate of Leadership Tallahassee and Leadership Florida, which are programs of the local and state Chamber of Commerce.

LENA JUAREZ

845 Circle Drive, Tallahassee, FL 32301 | 850-212-8330 | Email: Lena@JEJAssoc.com

GOVERNMENT AFFAIRS EXPERT AND LOBBYIST

Government Consulting | Government Relations | Political Consulting

CORE COMPETENCIES AND STRENGTHS

Persuasive Influencer
Securing Appropriations
Public Relations

Funds Development
Coalition-Builder
Grassroots Advocacy

Public Speaking
Strategic Planning
Strong Negotiator

PROFESSIONAL EXPERIENCE

JEJ & Associates, Inc., Tallahassee and Orlando, Florida

February 1999 - Present

President

Founder of a full-service governmental relations consulting firm with offices in Tallahassee and Orlando, Florida, working with Fortune 500 companies, local government entities, not-for-profit groups, trade associations and small businesses

- Collaborate closely with clients to create and implement aggressive action plans to obtain funding and/or policy changes
- Develop and implement creative strategic planning processes for clients to ensure alignment of government relations strategy with desired business goals
- Represent clients in areas of economic development, transit, transportation, local government, regulated industries, the judiciary, agriculture, healthcare, finance and tax, natural resources and education
- Secured millions of dollars for clients through the state appropriations process
- Track, analyze and interpret proposed legislation and regulations, including state budget
- Monitor and analyze legislative, administrative, regulatory and political activity to assess potential impacts
- Actively lobby the State Legislature on behalf of client's interests to achieve funding and/or policy changes
- Developed strong network of key relationships in Florida government by addressing client regulatory and business issues

Key Highlights:

- Secured over \$20 million in funding for the Orlando Sanford International Airport 4 years in a row
- Secured over \$5.3 million in new funding for municipal projects throughout the State of Florida
- Inserted an annual \$5 million budgetary allocation to benefit transportation disadvantaged riders beginning in 2009
- Worked with legislators to pass historic legislation impacting the telecommunications industry
- Worked with healthcare lobbyists to pass legislation privatizing Florida's \$22 billion Medicaid program

Juarez & Associates, Orlando, Florida

1997 - Present

Vice President

- Represent clients as a member of full-service governmental and political consulting firm
- Coordinated local and statewide campaigns for Mayor of Orange County, Central Florida County and City Commissioners, and Florida Chief Financial Officer

Florida Board of Regents, Tallahassee Florida

1996 - 1999

Coordinator of External Affairs, Office of the Executive Vice Chancellor

- Served as the ombudsperson to the 10 State universities in Florida
- Wrote academic affairs program reviews for pending degree offerings at the public universities in Florida

EDUCATION

Florida State University

Askew School of Public Administration and Policy, Tallahassee, FL

Master of Public Administration, 1995

Tulane University, Newcomb College, New Orleans, LA

Bachelor of Arts, History and Spanish, 1991



ROBERT MILLER

Robert Miller joined JEJ & Associates in 2003 and is currently vice president. With over thirty-four years of governmental and political experience, he has represented a wide range of clients before local governments and the Florida Legislature. His expertise is in municipal and legislative issues, as well as working with regulatory agencies.

As part of the JEJ & Associates team, Mr. Miller has worked with city and county commissioners, state legislators, local and state agency staff to develop multi-level solutions for client priorities in the areas of public transportation, municipal governments, fiscal advocacy, growth management, and environmental issues.

In addition to governmental consulting he has extensive experience in writing reports, developing advocacy materials for clients, writing newsletters, and designing multimedia presentations. As a client representative Mr. Miller has appeared before numerous boards and committees to present advocacy testimony for his clients.

A Central Florida native, Robert has served on several statewide and local community boards including the Florida Task Force on the Availability and Affordability of Long-Term Health Care, and the Orlando FIRST Regional Committee. In addition, he is regularly engaged in political campaigns at the federal, state and local levels.

Robert is a graduate of the University of Florida, with degrees in political science and history, and earned a master's degree from Georgetown University's Institute of Comparative Political and Economic Systems.

ROBERT P. MILLER

105 East Robinson Street, Suite 300, Orlando, FL 32801 | 407-257-1749 | Email: robert@jejassoc.com

GOVERNMENT AFFAIRS LOBBYIST

Government Consulting | Researcher

CORE COMPETENCIES AND STRENGTHS

Researching
Proactive Problem Solving
Public Relations

Effective Writer
Technology
Strong Communicator

Public Speaking
Strategic Planning
Collaboration

PROFESSIONAL EXPERIENCE

JEJ & Associates, Inc., Tallahassee, Florida

2003 - Present

Vice President

After eighteen years of political experience involving consulting, campaigns and business, I joined JEJ & Associates, Inc. as its Vice President responsible for lobbying, research, grant and appropriations writing, and running the firm's Central Florida office.

- Monitor legislative actions on behalf of clients to determine effects of proposed bills, amendments and regulations
- Develop information cut sheets outlining client issues and proposed solutions
- Researched issues related to legislative bills and amendments and prepared wording for such bills and amendments
- Organize legislative advocacy days at the Capitol for clients
- Tracked and analyzed the state budgetary process, including monitoring client appropriations and proviso language effecting clients
- Make presentations before governmental bodies on behalf of various clients

Key Highlights:

- Worked with local governments to implement the Property Assessed Clean Energy Program (PACE)
- Worked extensively as part of team to pass the Charter County and Regional Transportation System Surtax, allowing charter counties to levy an up to 1% surtax to fund transportation and transit projects.
- Advocated successfully for state funding to client municipalities, including "Main Street" improvements, recreation facilities, and water/sewer projects.
- Worked to exempt an Orange County, Florida municipality from inclusion in the Wekiva River Basin Management Area and its proposed septic tank regulations.
- On behalf of the Florida Beekeepers Association, secured a \$2,000,000 appropriation for apiary research and extension laboratory.
- Secured an appropriation of \$1,000,000 for the Central Florida Regional Transportation Authority to mitigate costs associated with the I-4 Ultimate construction project in Central Florida.

Juarez & Associates, Orlando, Florida

1984 - Present

Consultant

- Served as State field coordinator for presidential campaign
- Worked with clients to maneuver projects through municipal and county governments
- Developed and managed a commercial office building in downtown Orlando
- Worked on behalf of clients to vacate public right-of-ways; rezone property; annex properties into municipalities
- Negotiated with the St. Johns River and South Florida Water Management Districts on behalf of clients.

EDUCATION

University of Florida, College of Liberal Arts & Sciences, Gainesville, FL

Bachelor of Arts, Political Science

Georgetown University, Washington, D.C.

Graduate/Institute Fellow

Total Compensation Proposed

JEJ & Associates, Inc. submits the following all-inclusive fixed price for services relative to the City of Marco Island's Request for Proposal #2024-026 for Professional State Lobbying Services:

\$42,000.00 (Forty-Two Thousand Dollars)

payable in four equal quarterly payments of \$10,500.00 (Ten Thousand Five Hundred Dollars).

Terms and conditions of this contract are subject to final negotiation.

References

City of St. Augustine
75 King Street
St. Augustine, Florida 32084
David Birchim, City Manager
904-825-1006
dbirchim@citystaug.com

City of Orlando
400 South Orange Avenue
Orlando, Florida 32801
Kyle Shephard
Director of Intergovernmental Relations
407-246-3475
Kyle.shephard@orland.gov

Village of Estero
Katy Errington
Past Mayor
513-236-8037
katy.errington@protonmail.com

Village of Estero
9401 Corkscrew Palms Circle
Estero, Florida 33928
Steve Sarkozy, Village Manager
239-221-5035
sarkozy@estero-fl.gov

Florida League of Cities
301 South Bronough Street
Suite 300
Tallahassee, Florida 32301
Casey Cook
Director of Legislative Affairs
850-228-8559
CCook@flcities.com

City of St. Augustine
Mayor Nancy Sikes-Kline
75 King Street
St. Augustine, Florida 32084
904-837-6789
NSikesKline@citystaug.com

Other Information

City of Marco Island

Relatively speaking, the City of Marco Island, reincorporated only since 1997, is a young city compared to most Florida municipalities. The area has a long history of settlement, dating back at least 1500 years when Native Americans first inhabited the area to the 1960's when developers initially shaped the Island into what became the Marco Island we recognize today. While recognized as part of the "big three" of southwest Florida islands, Marco Island is unique, not just to the area, but to the entire State.

As a result of this "one of a kind" community, the City of Marco has a unique series of concerns as it relates to the State of Florida government.



The single greatest menace to Florida's local governments is the time-honored concept of home rule. **Home rule. Local Control.** These are not just pithy statements for Florida's cities. Our state constitution, adopted in 1973, outlines home rule. It is the very foundation on which our cities are created and run. For the last several years, this very pillar of purpose has been under direct assault by state government. From property tax exemptions to growth management, to local ordinance restrictions including the years long assault on vacation rentals, to ethic requirements, to comprehensive plan changes, to

rules governing the termination of police chiefs, and virtually every local government activity. The motto of our state's policy makers has increasingly been "Tallahassee knows best." Those of us who exist outside Capitol Circle know this certainly is not the case. The policies being pushed in Tallahassee on an annual basis do not match the interests of local communities which most often lead to the passage of unfunded mandates forced upon municipalities. Unfunded mandates create a financial strain on city budgets and divert resources from local priorities. Our team has a legacy of fighting for local government rights over many years. We are familiar with the challenges to home rule and will always go to battle with you to maintain Marco Island's inherent, Constitutional authority. This is not political. It should not be partisan. But for us, it absolutely is personal.

With an average elevation of 6 ½ feet, Marco Island is susceptible to sea level rise, whether caused by climate change or not, as well as storm surge resulting from tropical weather storms. It has been reported that nearly 98% of all properties on the Island are at risk of flooding within a thirty-year period. A review of resiliency planning/vulnerability grants awarded by the State of Florida shows that within the last three fiscal years the City of Marco Island has not received any funding for these

important studies. The City should be applying for this, and other similar grants.

Being an Island community, the City of Marco Island has outstanding, and unmatched, opportunities. While that is undoubtedly true, the City is constrained in increasing the tax base through the annexation process other communities use. The City must use every resource possible to secure grants and funding from the state and federal governments. While not federal lobbyists, JEJ & Associates understands the federal government has a multitude of funding mechanisms, and our clients should be looking for them. That is why we keep abreast of new federal grants which may be accessible and pass that information along to our clients.

With ever expanding rules regarding stormwater, including treatment and reuse, Marco Island should always remain vigilant for grants, low interest loans, etc. to expand and maintain stormwater. There are multiple opportunities offered by the State of Florida.

These are just a few of the issue examples the City faces. It is imperative that the City's priorities are not merely a "copy & paste" of what could be found on the League of Cities' website or by talking to any of Florida's other 411 cities. While they may certainly be similar, they need to be developed and advocated specifically by the City of Marco Island's Council. Marco Island has unique challenges which require specific solutions, but also provide significant opportunities.

State of Florida

Minority Business Certification

JEJ & Associates, Inc.

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

05/12/2023 to 05/12/2025



J. Todd Iman
Florida Department of Management Services



Office of Supplier Diversity
4050 Esplanade Way, Suite 380
Tallahassee, FL 32399
850-487-0915
www.dms.myflorida.com/osd



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
12/18/2023

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 LassiterWare, LLC 1317 Citizens Blvd. Leesburg FL 34748	CONTACT NAME: Jessica Gonzalez PHONE (A/C No. Ext.): (800) 845-8437 FAX (A/C. No.): (888) 883-8680 E-MAIL ADDRESS: JessicaG@lassiterware.com
INSURED J.E.J. & Associates, Inc. PO Box 10390 Tallahassee FL 32302	INSURER(S) AFFORDING COVERAGE INSURER A: Sentinel Insurance Company LTD NAIC #: 11000 INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:

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.

USER LTR	TYPE OF INSURANCE	ADDL. INSUR. INFO	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		21SBMBV6301	11/01/2023	11/01/2024	EACH OCCURRENCE \$ 1,000,000
		DAMAGE TO RENTED PREMISES (Ea occurrence): \$ 1,000,000				
		MED EXP (Any one person): \$ 10,000				
		PERSONAL & ADV INJURY \$ 1,000,000				
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:				GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGS \$ 2,000,000 Employment Practices \$ 10,000	
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE	21SBMBV6301	11/01/2023	11/01/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
	<input type="checkbox"/> RETENTION \$ 10,000	BODILY INJURY (Per person): \$				
		BODILY INJURY (Per accident): \$				
		PROPERTY DAMAGE (Per accident): \$				
	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 37A/CUTE <input type="checkbox"/> OTHER <input type="checkbox"/>
						E.L. EACH ACCIDENT \$
						E.L. DISEASE - EA EMPLOYEE \$
						E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 103, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER For Informational Purposes Only	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
--	--