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**Proposal for RFP-237-24-SK
FEDERAL LOBBYING SERVICES
For:**



Submitted on October 23, 2024, By:

Jonathan Slade

Table Of Contents

2.....	Table of Contents
3-4.....	Letter of Transmittal
5-8.....	Lobbyist's Qualifications and Experience
9.....	Relationships
9-10.....	Lobbyist's Understanding and Approach to Scope of Work
10.....	Proposer's Fee Statement
10.....	References
11-12.....	Exhibit A – Resumes

Letter of Transmittal

City of Hollywood
2600 Hollywood Boulevard
Hollywood, FL 33020

Dear Mayor and City Commissioners:

The Cormac Group (TCG) is pleased to submit this proposal for continued federal lobbying services for the City of Hollywood, Florida. As a premier bi-partisan strategic consulting and lobbying firm, TCG has built a reputation for its passion, commitment to results, and over a century of combined experience advising government and business leaders. Having served as Hollywood's federal representatives for nearly 20 years, we are uniquely positioned to advance the City's priorities in Washington, D.C. Our deep familiarity with Hollywood's needs, challenges, and aspirations, combined with our extensive network and proven track record, enables us to provide unparalleled advocacy and results for your community.

Ranked by Bloomberg as one of Washington DC's "Top 100 lobbying firms," TCG is exceptionally positioned to assist Florida municipalities in securing earmarks through the appropriations process. Since the return of earmarks in FY22, TCG Principals and Advisors have secured over \$43 million in funding for our municipal and non-profit clients.

What sets TCG apart is our strategic approach and creative solutions, made possible by our background and extensive network of contacts. By getting involved in the early stages of project development, we develop comprehensive plans to secure Federal funds through passing legislation, developing regulations, and mobilizing congressional support to convince Federal agencies to approve specific projects. Our expertise lies in developing results-oriented legislative and appropriations-based strategies by leveraging Congressional allies on behalf of our clients. Our team prides itself on taking an "outside the box" approach to strategic lobbying. While we execute traditional lobbying methods, we find creative ways to move our agenda forward and are known for our tenacity—we will not take no for an answer!

Another key advantage of working with TCG is our selective approach to taking on municipal clients at the Federal level. By limiting the number of county or city clients from a state or area, we avoid potential conflicts of interest and ensure that each client receives the highest level of hands-on attention and resources necessary to achieve their goals.

Since the return of earmarks in FY22, TCG's team of Appropriations/Budget experts have worked tirelessly to procure nearly \$7.1 million dollars for the City of Hollywood including:

- FY22: \$1,701,895 for PD Body Worn Cameras
- FY23: \$3,790,000 for the Membrane Softening Drinking Water Upgrades project
- FY24: \$500,000 towards the Hollywood Beach Phase IV East/West Street Raising and Flood Management Project
- FY25: \$1,105,800 for the Boulevard Heights Sewer Expansion** Contingent on passage of final legislation

The Cormac Group is fully committed to leveraging our expertise, extensive network, and proven track record to continue achieving Hollywood's federal objectives including expanding access to federal grant opportunities, supporting expedited federal relief funding for natural disaster recovery, pursuing unique zip code designation, supporting housing initiatives, advancing resiliency projects, and securing funding for shoreline beach renourishment. We will always provide hands-on attention and deploy all necessary resources to advance Hollywood's priorities.

Jonathan Slade, Managing Partner (202-467-4700), and Colin Mueller, Partner (202-467-4700), will continue to serve as your primary liaisons. They will lead all efforts in representing the City, ensuring seamless communication and advocacy on your behalf.

We are excited about the opportunity to continue our partnership with the City of Hollywood and to build upon our shared successes. Our team is ready to employ our creative, results-oriented approach to secure the funding and policy outcomes that will benefit Hollywood's residents and businesses.

Thank you for your consideration. We look forward to the possibility of continuing our work together.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jonathan Slade", written in a cursive style.

Jonathan Slade
Managing Partner
The Cormac Group

Lobbyist's Qualifications and Experience

The Cormac Group (TCG) is a national firm, serving clients across the United States from our headquarters at 800 Connecticut Avenue NW in Washington, DC.

TCG's core strength lies in our specialization in developing results-oriented legislative and appropriations-based strategies. We have years of experience in utilizing the federal appropriations process to achieve the goals of our clients. Whether it's directing Congressional spending or effectuating policy changes within a federal agency, TCG has a proven track record of success.

Our expertise extends beyond mere lobbying; we are adept at navigating the complexities of the federal bureaucracy to deliver tangible results. By leveraging our extensive network of Congressional allies, we create tailored strategies that align with our clients' specific needs and the current political landscape.

TCG's team is well-versed in issues critical to local government operations, including economic development, growth management, senior services, and tourism. Our track record shows success in both maintaining and increasing funding for economic development programs and incentives, even in challenging budget environments.

Our client portfolio includes a diverse range of Florida municipalities and organizations including Broward County, the City of North Miami Beach, the City of Pembroke Pines, and the City of Sunrise. In addition to our Florida municipalities, we also represent several prominent Florida based companies and nonprofit groups including Bacardi, the Association of Floral Importers of Florida, Nova Southeastern University, U.S. Education Finance Group, and the Foundation for Human Rights in Cuba. Our work with Florida based municipalities, companies, and organizations ensures that we work with the South Florida Congressional delegation on a daily basis.

Key personnel for the account include Jonathan Slade and Colin Mueller, both partners at TCG with extensive experience in government affairs and lobbying, particularly for Florida-based entities. They are recognized as industry experts in the area of Federal appropriations, grants, and contracts. Their expertise and institutional knowledge of the appropriations process has garnered hundreds of millions of dollars on behalf of their clients in both the public and private sector, including nearly \$7.1 million dollars for the City of Hollywood since FY22.

Colin and Jonathan have demonstrated success in areas directly aligned with Hollywood's federal legislative priorities. They were instrumental in preventing FEMA from deobligating \$2 million in critical funding for Hollywood after Hurricane Irma and are actively working to expedite Hurricane Irma relief funds.

The partners also have extensive experience in transportation and infrastructure issues, recently helping to secure additional Customs and Border Protection (CBP) officers for Port Everglades and Fort Lauderdale-Hollywood International Airport.

Additionally, Jonathan and Colin have worked extensively with municipalities to resolve zip code disparities. They were key in introducing S.278/HR.860, which would require the U.S. Postal Service to designate a single, unique ZIP Code for the City of Hollywood and other affected communities.

Over the past two years Jonathan and Colin have achieved the following success stories for their municipal clients:

City of Pembroke Pines, FL

- Secured \$500,000 in FY25 for the City to upgrade their senior public house for greater storm resiliency
- Contact: Jonathan Bonilla, Assistant City Manager | 954-450-1040 | jbonilla@ppines.com

City of Sunrise, FL

- Secured \$1,105,800 in FY25 for improvements to the Southwest Wastewater Treatment Plant
- Secured \$1,184,000 in FY25 to purchase Automatic License Plate Readers
- Secured \$2,500,000 in FY23 to help build the Intermodal Public Transfer Station
- Contact: Emilie Smith, City Manager | O: (954) 746-3430 | CityManager@sunrisefl.gov

City of North Miami Beach, FL

- Secured \$250,000 in FY25 to continue improving the Washington Park Community Center
- Secured \$3,000,000 in FY23 to tear down and rebuild the original community center at Washington Park
- Contact: Mario Diaz, City Manager | o: (305) 948-2900 | Mario.Diaz@citynmb.com

Broward County, FL

- Secured \$4,000,000 in FY24 to upgrade the Sheridan bridge
- Secured \$500,000 in FY24 to rehabilitate the SW 7th Avenue Bridge
- Secured \$3,901,121 in FY23 to replace the North Andrews Avenue Bridge
- Secured additional CBP officers for Port Everglades and the Fort Lauderdale-Hollywood International Airport
- Contact: Marty Cassini, Intergovernmental Affairs/Boards Section Manager | O: (954) 357-7575 | mcassini@broward.org

For professional resumes, see Exhibit A.

Current Clients

Americans for Puerto Rico's Self
Determination
American College of Education
American Friends of Magen David Adom
Association of Floral Importers of South
Florida

Athletico Physical Therapy
Bacardi USA
Bell Legal Group
Broward County, FL
City of Hollywood, FL
City of North Miami Beach, FL

City of Pembroke Pines, FL
City of Sunrise, FL
Easterseals SWFL
ECPI University
Environmental Litigation Group
Foundation for Human Rights in Cuba
Franciscan Alliance
Healthcare Realty
Kessler Foundation
Manipal Education

Midwestern University
Nova Southeastern University
NUC University
Participate Learning
PrizePicks
R3 Education
Recora
Solution Diagnostics
Universal Technical Institute
US Education Services

Successful Grants Over the Past Five Years

Year	Client	Project Title	Amount
FY25	Florida Municipality	Upgrading Senior Public Housing for Storm Resiliency	\$500,000**
FY25	City of Hollywood, FL	Boulevard Heights Sewer Expansion	\$1,105,800**
FY25	Florida Municipality	Southwest Wastewater Treatment Plant	\$1,105,800**
FY25	Florida Municipality	Comprehensive Crime Reduction	\$1,184,000**
FY25	Florida Municipality	Washington Park Community Center	\$250,000**
FY24	Private Florida University	Detecting Early Disease in Different Ethnicities through Standardization	\$963,000
FY24	Florida Non-Profit	Veterans/Disabled Workforce Development Program	\$3,000,000
FY24	Private Florida University	Coral Reef Nursery Center Equipment Upgrades	\$963,000
FY24	City of Hollywood, FL	Hollywood Beach Phase IV East/West Street Raising and Flood Management Project	\$500,000
FY24	Florida Municipality	SW 7th Avenue Bridge Rehabilitation	\$500,000

FY24	Florida Municipality	Sheridan Bridge Upgrades	\$4,000,000
FY24	New Jersey Non-Profit	Neuroimaging Scanner Equipment Upgrade	\$963,000
FY23	Private Florida University	Center for Collaborative Research Cyber Security Request	\$2,500,000
FY23	Private Florida University	SCTLD Research	\$3,840,650
FY23	Private Florida University	Mobile Education Center	\$2,000,000
FY23	City of Hollywood, FL	Drinking Water Upgrades	\$3,790,000
FY23	Florida Municipality	North Andrews Avenue Bridge Repair Project	\$3,901,121
FY23	Florida Municipality	Intermodal Public Transfer Station	\$2,500,000
FY23	Florida Municipality	Washington Park Site Development	\$3,000,000
FY23	Florida Municipality	NW 59th Ave Roadway Extension and Redevelopment	\$4,000,000
FY22	Private Florida University	Equipment Upgrades for the Center of Innovation	\$1,930,519
FY22	Florida Municipality	Beach Drainage Improvement Project	\$1,141,038
FY22	Florida Non-Profit	Facility expansion and upgrade	\$1,960,000
FY22	Florida Municipality	Water Pump Station Replacement	\$2,000,000
FY22	City of Hollywood, FL	PD Body Worn Cameras	\$1,701,895

** Denotes amounts as approved by House Appropriations Committee. Amounts are subject to change until the final passage of legislation.

We confirm that TCG has not been involved in any litigation within the last five years, nor is there any pending litigation arising from our performance.

Relationships

Through their decades of experience working in Washington, DC TCG has built longstanding relationships with South Florida delegation members such as Senators Scott and Rubio as well as Representatives Wasserman Schultz, Moskowitz, Diaz-Balart, Frankel, Cherfilus-McCormick, Gimenez, Salazar, and Wilson. Furthermore, the TCG team has worked with Hollywood's Congressional delegation closely over the years and knows both the members and their staff.

TCG team has also worked collectively with every federal agency in Washington, DC and has longstanding ties with senior White House and administration officials, allowing our clients access to all levels of the Federal government.

Lobbyist's Understanding and Approach to Scope of Work

TCG proposes a streamlined organizational structure for serving Hollywood. Colin Mueller will serve as the primary point of contact and project lead, reporting directly to the City's designated representative. Jonathan Slade will function as senior advisor, providing strategic guidance and leveraging his extensive networks. Hailey Goldberg and Kathryn Barclay will provide daily operational support, including research, scheduling, and communication management. Should outside experience be required, TCG has close relationships with a number of federal and local lobbying firms who could be brought in or consulted with.

On a daily basis, the team will monitor relevant legislative activities and provide updates as necessary to the City. Weekly activities include conference calls with City representatives, meetings with Congressional members and staff, and identifying grant opportunities. Monthly, the team will submit detailed reports of advocacy activities, coordinate DC fly-ins, and follow up on outstanding legislative items. This staffing plan ensures continuous engagement and responsiveness to the City's needs, with the flexibility to adjust based on legislative cycles and emerging priorities.

Scope of Work

1. Provide a full range of professional lobbying services and advocacy before legislative and executive branches of the federal government and their respective departments, agencies, offices, committees, and other federal governmental units with respect to all matters contained within the City's federal legislative program, federal subject areas and issues assigned executive branch projects, and other issues or projects of the City as assigned by the City Manager or designee.
2. Identify grants and other types of funding that may be available to assist the City in its infrastructure and programmatic investments, and advocate those interests and concerns on behalf of the City. Review federal grant applications as requested by the City Manager or designee.
3. Monitor and review federal executive proposals, proposed and adopted administrative rules and regulations, legislation under consideration, and other developments for the purpose

of advising the City on items that may impact City policies and/or programs or which may potentially benefit the City.

4. Be available on a 24-hour basis during any congressional session, and at other times as requested to: assist in writing, interpreting, and monitoring legislation, agency rules and regulations; drafting legislation, amendments, report language, position papers, testimony and other documents; obtaining documentation and research materials; and securing sponsors for bills, amendments, resolutions, report language and other legislation, as necessary to accomplish City's legislative goals.
5. Upon request of the City Manager or his or her designee, as applicable, review and comment on the City's proposals which are being prepared for submission to Congress, the Administration, and/or federal agencies.
6. On the City's behalf, establish and maintain contacts with federal agencies, supervise, and monitor City funding applications under consideration by such agencies.
7. Prepare and submit written reports, as required by the City Manager regarding the status of assigned issues and projects, and describing the activities undertaken and progress made to achieve such matters, including weekly or monthly status reports, end-of-session reports, and/or issue-specific reports relating to any City legislative or executive branch issue or project assigned.

Proposer's Fee Statement

The recommended fee for lobbying services based on the amount of work to be performed for this project is \$90,000 per year. The initial term of service will commence upon the date of award by the City for a three year term.

References

See the three Vendor Reference Form's submitted on Procurement.OpenGov.com

Exhibit A. Resumes

JONATHAN SLADE

Washington DC | js@thecormacgroup.com | (202) 467 – 4700

WORK EXPERIENCE

The Cormac Group

Managing Partner

2004 - Present

- Represent diverse clients including municipalities, non-profits, law firms, and major companies
- Specialize in Higher Education Act policy impact
- Work with South Florida entities, including major cities, trade associations, and businesses
- Expert in Higher Education Act, Municipal Representation, Non-profit Advocacy, Corporate Government Affairs, South Florida Entities, Trade Associations, Foreign Affairs, Trade, Communication, Labor Issues
- Has spoken before the Mexican Congress on lobbying and public affairs

MWW Group

Senior Vice President and Director of Washington Office

1991 - 2004

- Helped major international companies and non-profit organizations achieve goals in Washington
- Developed reputation for resolving complex legislative and regulatory matters

PREVIOUS EXPERIENCE

- Owned a public affairs company focusing on Florida companies and organizations
- Worked for the Keefe Company, a major lobbying firm
- Legislative Assistant for former Congressman Larry Smith (D-FL)
- Executive Director of College Democrats of America

EDUCATION

The George Washington University

1988

Doctor of Law (JD)

The George Washington University

1981

BA, Political Science and Government

COLIN MUELLER

Washington DC | CM@thecormacgroup.com | 202-467-4700

WORK EXPERIENCE

The Cormac Group

2010 – Present

Partner

- Secure federal funding and grants for public and private sector clients
- Advise financial institutions on federal budgetary issues
- Represent diverse clients including counties, cities, universities, and healthcare organizations

Cardenas Partners

2009 – 2011

Partner

Tew Cardenas

2008 – 2009

Director of Government Affairs

- Focused on federal appropriations, healthcare, telecommunications, financial services/banking, and aviation transportation

Office of Senator Bill Nelson (FL)

2006– 2008

Deputy Chief of Staff/Special Projects Coordinator

- Handled federal appropriations, aviation, telecommunications, healthcare, Indian affairs, and financial services/banking
- Secured millions in federal funding for Florida municipalities, counties, universities, and non-profits

Bill Nelson for U.S. Senate

2003 – 2006

DC Finance Director,

- Secured over \$10 million in Community Project Funding for clients in FY22
- Instrumental in healthcare reform negotiations, influencing Affordable Care Act language
- Recognized as an industry expert in federal appropriations, grants, and contracts

EDUCATION

George Mason University – Costello College of Business

2013

Master of Business Administration (MBA)

Rollins College

2001

Bachelor of Arts (BA), Political Science and Government,

HOBBIES

- Volunteer Firefighter, Arlington County Fire Department