

***Response to
RFP 4677-21-OT***

***State & Local
Lobbying Services
For City of Hollywood, FL***



August 12, 2021

***Submitted by:
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LETTER OF TRANSMITTAL

August 12, 2021

City of Hollywood
c/o Office of the City Clerk
2600 Hollywood Blvd., Room 221
Hollywood, FL 33020

Re: Letter of Transmittal - RFP 4677-21-OT – State & Local Lobbying Services

Dear Mayor, Vice Mayor, Commissioners, City Manager, City Attorney, and Selection Committee Members:

For over 30 years, Becker has proudly represented Hollywood as its State Government lobbyist, and lobbyist before the Broward County Commission for the past ten years. Our goal has been and continues to be *to assist the City with the coordination, development, and ultimately, the success of its state and local legislative program by providing the highest quality, professional and experienced lobbying services.*

We have carefully read the RFP and Attachment A and understand the work to be done. We continue to provide integrated, comprehensive representation on Hollywood's priority issues at the state and county levels. The best way to quickly demonstrate our understanding and express our commitment to Hollywood is to highlight some of our significant recent accomplishments for the City.

Recent State and Local Accomplishments for Hollywood

1. **Vacation Rental:** The Becker Team is proud to be a leader in fighting the vacation rental preemption efforts every year. As one of the few top firms without a conflict, we aggressively lead the fight against this annual assault on local control. This issue is a top priority. We do not hesitate to use any amount of political capital to defeat it. That commitment remains.
2. **Bypass and Beaches:** Every year, we fight to preserve Hollywood's vital economic engine, its beaches. We are proud to be a driving force behind the Port Everglades Sand Bypass project receiving its entire state cost share of almost \$20 million. We also helped secure most of the state's share of preliminary engineering and design money for the Segment III beach nourishment project. Working with Broward County, we made sure the County funding is in place for both the bypass and Segment III projects. We continue to advocate for Tourist Development Taxes, Port Enterprise Fund, and County revenues to fund this and Segment III renourishment. Recently, we encouraged the County to take advantage of significant funding opportunities from the Army Corps of Engineers. Preliminary indications point to a fully-funded federal project that will not require a local municipal share.
3. **Groundbreaking Resiliency Funding Program** – Becker was the lead on passing exciting new state funding for resiliency and infrastructure including a **new grant program with dedicated annual funding.**
4. **Senior Center Funding:** Every year, we have secured at least \$228,000 in funding for the Fred Lippman Senior Center. To date, we have helped bring home over \$7,228,000.
5. **Ocean Outfall:** We worked with the Utility Department for decades to modify and reinterpret a state mandate relieving Hollywood from spending millions on infrastructure. We also worked with DEP to grant Hollywood relief from the 60% reuse requirement by working with Senator Geller, the Speaker, and Senate President, to correct this language in the mandate. The City's consultants estimated savings of over \$200M from our efforts.
6. **COVID-19-Cares Act:** Together with the League of Cities, we lobbied the County Commission with Mayor Levy and Commissioner Callari to secure 30% of County funds – approximately \$102.3M. Without the intense advocacy, County Administration was insisting on a much lower share.
7. **CRA Money:** Along with Mayor Levy, we lobbied County Commissioners to secure a lucrative CRA deal that provides the City with approximately \$20M over many years. Our advocacy is ongoing.

8. **Transportation Surtax Funds:** With Mayor Levy and Commissioner Blattner, we lobbied the County on the interlocal agreement, evaluation criteria, ranking of projects, and more. We continue to monitor the process to ensure the release of funds.
9. **Protecting Hollywood's Tax Base:** We have quarterbacked significant annexation initiatives, defended against de-annexation initiatives such as Port Everglades, and continuously work with the airport, seaport and TDC.
10. **Protecting Hollywood in Emergencies and FEMA money:** We regularly work with the County, the State, and FEMA to ensure timely support during hurricanes and other emergencies. We have excellent relationships with the Florida Division of Emergency Services and coordinate with the Federal lobbyists to secure millions of dollars in reimbursements.
11. **Seminole Compact Setback:** Although we have had tremendous success over the last 30 years representing Hollywood, we acknowledge some setbacks too. Bernie personally negotiated and secured millions from the original Seminole Compact. Last Session, the powerful Senate Democratic Leader, Senator Book, muscled away some of Hollywood's money with her father, lobbyist Ron Book. Senator Book knew Hollywood's Senator Farmer could not stop her. Despite tireless efforts by the Mayor, City Officials and our team, other Senators refused to intervene and House members deferred to the Senate. We will continue to fight to recover these funds and carefully pick our time, place, and strategy for the comeback. One thing is for sure, particularly in the political arena, "what goes around comes around."
12. **Anchoring Limitation Areas** – We are actively working with City staff and Commissioner Beam Furr to implement SB 1946 – Anchoring Limitation Areas. The goal is to establish anchoring limitation areas in both North and South Lakes. Our efforts have already secured a commitment from County staff that Hollywood will be the first area implemented. We will begin the ordinance change process after the Summer recess. The plan is to start with a pilot program and a date-certain sunset. We have already confirmed this is acceptable with the County Attorney's Office. The County's enforcement staff also agrees a pilot program addresses the legislation's shortcomings.

The Firm and Your Team Members

Becker celebrated its 48th year of serving clients in 2021. Our attorneys and staff are leaders in civic and charitable organizations, such as the Hollywood Art & Culture Center, Huizenga Boys & Girls Club, Hollywood Broward Outreach Center, Hollywood PAL, Greater Hollywood YMCA Family Center, and legal and business organizations such as the Hollywood Chamber of Commerce, and South Broward Bar.

I am a proud 62-year Hollywood native and lawyer lobbyist. I am equally proud of our experienced, diverse (gender, race, nationality, political party) and well-connected lobbyists in Tallahassee and Broward County. Team members include Yolanda Cash Jackson – Shareholder, Nick Mathews – Senior Government Relations Consultant; Ellyn Bogdanoff – former State Senator, State Representative, and Shareholder, Jose Fuentes – Senior Government Relations Consultant and Max Losner – Government Relations Consultant. As a firm shareholder and team leader, I am authorized to make representations for the Firm. Team members work in our South Florida and Tallahassee offices.

After 30 years, we have gained a profound understanding of the City and all its operations. I instinctively know when an issue is important to Hollywood. The City's continued success is personal to me. We are committed to working together for Hollywood's future. It would be an honor to continue representing my hometown city. Thank you for your consideration.

Sincerely,

Bernie Friedman
Bernie Friedman (Aug 11, 2021 16:16 EDT)

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PROFILE OF PROPOSER

A. State whether your organization is national, regional or local.

With 15 offices, the Becker Firm is locally minded but has a national footprint. We are proudly headquartered in Broward County, Florida, and have ten additional Florida offices that provide great outreach opportunities to legislators around the state. We are supported by four more offices in Washington, D.C., New Jersey, and New York.

B. State the location of the office from which your work is to be performed.

As we have for nearly 30 years, the Firm will provide State and Local Lobbying Services from the Broward and Tallahassee offices. The Firm keeps a fully operational office in Tallahassee to ensure we have all the tools necessary to represent the City at the legislative and executive levels. Becker has a permanent office in Tallahassee at 215 S. Monroe Street to handle the City's lobbying needs. It is located within one block of the State Capitol

C. Describe the Firm, including the size, range of activities, etc. Particular emphasis should be given as to how the firm-wide experience and expertise in the area addressed by this Request for Proposal, will be brought to bear on the proposed work.

Becker is proudly a Broward County-headquartered law firm that has worked with the Florida Legislature since its founding in 1973. At that time, firm founder Alan Becker served as a State Representative. Later, he and his partner Gary Poliakoff lobbied the Legislature to create new laws to protect homeowners, eventually forming Chapter 719, the Condominium Act. In 1991, lawyer lobbyist Bernie Friedman joined the Firm and began its official lobbying practice representing the City of Hollywood and the Florida Association of Jewish Federations, among others.

Today, the Firm includes 130+ lawyers and lobbyists in offices throughout Florida and along the east coast, including a Federal lobbying practice in Washington, D.C. In addition to Government Law and Lobbying, the Firm's practice groups include Condominium and HOA Law, Real Estate, Construction, Litigation, Corporate Law, Public/Private Partnerships, and several other boutique practice areas. Clients get the added benefit of lawyers and other professionals who can analyze and draft legislation as well as a law firm that adheres to the ethical canons of The Florida Bar.

Lawyer-lobbyist Bernie Friedman leads the Government Law & Lobbying practice. Representing local governments has become a niche practice for Becker. Our team has been at the forefront of significant policy and political issues for our municipal clients. Our "secret" formula for success is that we are obsessive about learning the institutional history behind an issue, reading every piece of legislation, including amendments, to ensure our clients are protected. This practice helps us position our clients to be successful by knowing what legislation is moving, what legislation is "dead on arrival," who are the champions and antagonists, which committees are friendly, and which will hide a bill from ever seeing the light of day. Legislative intelligence is the key to effective lobbying. Our team knows where to get it and how to use it to represent our clients. For Hollywood, this is second nature and part of our DNA. We have over 30 years of working knowledge, historical context, and relationships to effectively and pro-actively advocate for the city.

There is no better testament to our success lobbying for local governments than our many long-standing (10+ year) local government clients. We have been renewed several times for each of these clients despite difficult political circumstances, tough economic times, changing of the guard in municipal leadership, and many other complicating factors. Despite it all, the Becker lobbying team has remained. For example, we have represented the City of Hollywood since 1991; the City of Pompano Beach since 2000; the City of Cape Coral since 2007; Florida Memorial University since 2001; and the Florida Association of Jewish Federations since 1990. We could go on but suffice it to say that these long-term client relationships prove our ability to use good judgment, proactively take initiative, and demonstrate our value (return on investment) over and over again.

D. Provide a list and description of similar municipal engagements in past 2 years:

Representing municipalities requires a unique understanding of local government operations, funding mechanisms, and the interplay between local, state, and federal government programs. Becker's experience working with local elected officials and our in-depth understanding of the nuances of public representation helps our clients navigate these complex and often controversial issues.

City of Cape Coral	Description of Work	Appropriations Secured (2020-2021)
1015 Cultural Park, Blvd. Cape Coral, FL 33990	State lobbying services	\$1M – Caloosahatchee Reclaimed Water Transmission Main
Terri Hall, Legislative Coordinator P: 239.574.0446 F: 239.574.0452 thall@capecoral.net		

City of Homestead	Description of Work	Appropriations Secured (2020-2021)
100 Civic Court Homestead, FL 33030	State lobbying services	\$500k – Breast Cancer Screening (vetoed due to 2020 COVID-19 budget cuts)
George Gretsas, City Manager P: 305.224.4401 F: 305.224.4839 ggretsas@cityofhomestead.com		\$150k – Automatic Flushing System (vetoed due to 2020 COVID-19 budget cuts)
		\$125k – Mayor Roscoe Warren Municipal Park
		\$44,116 – Seminole Theater Programming (Cultural & Museum)
		\$50k – Historic Preservation Grant City Experience
		\$300k – Water Tower Pump Station (vetoed)

		\$250k – Public Library Construction (vetoed)
		\$100k – Automatic Flushing System (vetoed)

City of Lauderdale Lakes	Description of Work	Appropriations Secured (2020-2021)
4300 NW 36 Street Lauderdale Lakes, FL 33319	State lobbying services	\$399,695 – Stormwater Conveyance & Water Quality Improvement
Phil Alleyne, City Manager P: 954.535.2740 F: 954.535.0799 phila@lauderdalelakes.org		\$250k – Alzheimer's Care Center Service Expansion

City of Lauderhill	Description of Work	Appropriations Secured (2020-2021)
5581 W Oakland Park Blvd. Lauderhill, FL 33313	State and local lobbying services	\$500k – Lauderhill Southeast Water Service (vetoed due to 2020 COVID-19 budget cuts)
Desorae Giles-Smith, Deputy City Manager P: 954.873.3004 F: 954.730.3062 dgiles@lauderhill-fl.gov		\$250k – Southeast Water Service Project

City of Miami	Description of Work	Appropriations Secured (2020-2021)
444 Second Avenue, SW, 10 th Floor Miami, FL 33130	State lobbying services	\$2M – Miami Biscayne Baywalk (vetoed due to 2020 COVID-19 budget cuts)
Art Noriega, City Manager P: 305.416.1025 F: 305.250.5410 anoriega@miamigov.com		\$1.5M – Miami Marine Stadium Development Project Historic Preservation
		\$1M – Liberty City Trolley Route
		\$250K – Bay of Pigs – Brigade 2506 Museum (vetoed due to 2020 COVID-19 budget cuts)
		\$4M – South Florida Behavioral Network – The Miami Center for Mental Health & Recovery (vetoed due to 2020 COVID-19 budget cuts)
		\$1.7M – Badia Senior Center
		\$3M – Little Havana Pedestrian Priority Zones

		\$1.5M – Golden Pines Neighborhood Improvements
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City of Miami Gardens	Description of Work	Appropriations Secured (2020-2021)
18605 NW 27 th Avenue Miami Gardens, FL 33056	State lobbying services	\$30k – Stormwater Drainage Improvement NW 195 St/12 th Ave (vetoed due to 2020 COVID-19 budget cuts)
Cameron Benson, City Manager P: 305.953.2821 F: 305.622.8001 cbenson@miamigardens-fl.gov		\$20k – Stormwater Drainage Improvement NW 159 Street (vetoed due to 2020 COVID-19 budget cuts)
		\$500k – Cultural Affairs Grant

City of Miami Springs	Description of Work	Appropriations Secured (2020-2021)
201 Westward Drive Miami Springs, FL 33166	State lobbying services	\$185,944 – City Senior Center Supplemental Meals and Services
William Alonso, City Manager P: 305.805.5014 F: 305.805.5040 alonsow@miamisprings-fl.gov		\$800k – Stormwater & Road Improvement East Drive (vetoed due to 2020 COVID-19 budget cuts)
		\$215k – Senior Center Supplemental Meals and Services
		\$1M – South Royal Poinciana Median
		\$1.5M – East Drive Stormwater & Road Improvement

City of North Lauderdale	Description of Work	Appropriations Secured (2020-2021)
701 SW 71 st Avenue North Lauderdale, FL 33068	State and local lobbying services	\$500k – C-14 Pump Station
Ana Ziade, Mayor P: 954.597.4709 F: 954.720.2064 amziade@nlauderdale.org		\$300k – Fire Rescue / Training Center
		\$125k – Fire Station
		\$100k – SW 13 th Street Drainage Improvements (vetoed due to 2020 COVID-19 budget cuts)

City of South Miami	Description of Work	Appropriations Secured (2020-2021)
6130 Sunset Drive South Miami, FL 33143	State lobbying services	
Shari Kamali, City Manager P: 305.668.2510 F: 305.663.6345 skamali@southmiamifl.gov		

City of Pompano Beach	Description of Work	Appropriations Secured (2020-2021)
100 W Atlantic Blvd. W. Pompano Beach, FL 33060	State lobbying services	\$565k – Fire Station 52 Replacement Project (vetoed due to 2020 COVID-19 budget cuts)
Phyllis Korab, Assistant City Manager P: 954.786.4608 F: 954.786.4504 Phyllis.korab@copbfl.com		\$500k – McNab Road House (vetoed due to 2020 COVID-19 budget cuts)
		\$1M – Blound Road Streetscape Improvements (vetoed)

City of Sweetwater	Description of Work	Appropriations Secured (2020-2021)
500 SW 109 th Avenue Sweetwater, FL 33174	State lobbying services	\$418,242 recurring – Elderly Activities Center
Orlando Lopez, Mayor P: 305.221.0411 Ext. 1200 F: 305.221.2541 olopez@cityofsweetwater.fl.gov		

City of West Park	Description of Work	Appropriations Secured (2020-2021)
1965 S State Road 7 West Park, FL 33023	State lobbying services	\$200k – Youth Crime Prevention (vetoed due to 2020 COVID-19 budget cuts)
Ajibola Balogun, City Manager P: 954.989.2688 F: 954.989.2684 abalogun@cityofwestpark.org		\$300k – Neighborhood Traffic Calming Plan (vetoed due to 2020 COVID-19 budget cuts)
		\$250k – Parks & Cultural Facilities Development (vetoed due to 2020 COVID-19 budget cuts)
		\$150k – Mental Health Initiative
		\$100k – Senior Program

		\$300k – Neighborhood Traffic Calming Phase I (vetoed)
		\$200k – Youth Crime Prevention Program (vetoed)

Miami-Dade County	Description of Work	Appropriations Secured (2020-2021)
Geri Bonzon-Keenan, County Attorney's Office 111 NW 1 st Street, Suite 2810 Miami, FL 33128 P: 305.375.5151 F: 305.375.5634 gbk@miamidade.gov	State lobbying services	\$600k – Deering Estate Foundation's Field Study Research Center Phase 2 (vetoed due to 2020 COVID-19 budget cuts)
Jess McCarty, Chief of Gov't. Affairs P: 305.979.7110 F: 305.375.4843 jess.mccartney@miamidade.gov		\$250k – Camp Matecumbe – Historic Pedro Plan Hall Renovation (vetoed due to 2020 COVID-19 budget cuts)
		\$200k – Key Biscayne Sargassum Removal (vetoed due to 2020 COVID-19 budget cuts)
		\$98,850 – 2021 Miami International Agriculture, Horse & Cattle Show (vetoed due to 2020 COVID-19 budget cuts)

Town of Lake Park	Description of Work	Appropriations Secured (2020-2021)
535 Park Avenue Lake Park, FL 33403	State lobbying services	\$3.5M – Hurricane Prevention Drainage Funding for Lakeshore Blvd.
John D'Agostino, Town Manager P: 561.881.3304 F: 561.881.3314 townmanager@lakeparkflorida.gov		

Village of Pinecrest	Description of Work	Appropriations Secured (2020-2021)
12645 Pinecrest Parkway Pinecrest, FL 33156	State and local lobbying services	
Yocelyn Galiano, Village Manager P: 305.234.2121 F: 305.234.2131 ygaliano@pinecrest-fl.gov		

Village of Virginia Gardens	Description of Work	Appropriations Secured (2020-2021)
6498 NW 38 Terrace Virginia Gardens, FL 33166	State lobbying services	\$580k – Stormwater/ADA Improvements 62 Avenue (vetoed due to 2020 COVID-19 budget cuts)
Fred Spencer Deno IV, Mayor P: 305.871.6104 F: 305.871.1120 mayor@virginiagardens-fl.gov		\$50k – Stormwater Improvements 37 Street (vetoed due to 2020 COVID-19 budget cuts)
		\$50k – Athletic Complex Phase III
		\$290k – Stormwater/ADA Improvement

E. Litigation about our performance

None.

SUMMARY OF PROPOSER'S QUALIFICATIONS

A. Identify the project manager and each individual who will work as part of the engagement. Include resumes for each person to be assigned. The resumes may be included as an appendix.

Bernie Friedman will again lead the proposed Becker lobbying team. Other lobbyists include Nick Matthews, former State Senator and State Representative Ellyn Bogdanoff, lawyer-lobbyist Yolanda Cash Jackson, Jose Fuentes, and Max Losner. At the local level, Nick Matthews assists Bernie.

Bernie is the Shareholder in charge of Becker Government Law & Lobbying Group and supervises all of the lobbying activities for the Firm. Bernie reports directly to the Firm's Management Committee and the Firm's Managing Shareholder, Gary Rosen. Becker will comply with all credentials, certifications, licenses, insurance standards required by the City. The appendix includes full resumes.

B. Describe the experience in conducting similar projects for each of the consultants assigned to the engagement. Describe the relevant educational background of each individual.

Bernie Friedman has spent a lifetime working in the government and political arena. He has a thorough understanding of municipal issues, having represented the City of Hollywood since 1991 and other cities such as Cape Coral, Pompano Beach, Lauderdale Lakes, and Lauderhill for many years. He has extensive experience in transportation, infrastructure, local taxing issues, and other issues, including affordable housing, education, senior and human services through his long-standing representation of municipalities and non-profit agencies. His staying power demonstrates his strong commitment to client service and proficiency in legislative lobbying and appropriations.

Bernie attended and graduated law school while working as Chief of Staff to former Hollywood Congressman Larry Smith. He is a graduate of American University (J.D.) and George Washington University (B.A.).

Nick Matthews is an experienced advocate with extensive state and local legislative, budgetary, and executive processes. He is uniquely knowledgeable in healthcare, local government, finance and tax, economic development, criminal justice, and transportation issues. As a former lobbyist for Broward County, Mr. Matthews managed Broward County's advocacy as a part of their Office of Intergovernmental Affairs and Professional Standards. He specifically developed, managed, and advocated for Broward County's State Legislative Program and Appropriation Priorities. He worked closely with the Mayor, Vice Mayor, Commissioners, County Administration, Department Directors, Constitutional Officers, City Managers, and City Commissioners in that capacity. Local government issues are a passion for Nick. He also served as Chief of Staff to Florida Senator Eleanor Sobel, where he managed the Senator's legislative efforts and supervised the District and Capitol staff. Nick earned a Master's and Bachelor's degree from Florida State University.

Yolanda Cash Jackson has extensive and significant municipal lobbying experience in areas critical to the City of Hollywood. Her experience includes public safety, law enforcement, economic development and retention, transportation, infrastructure improvements, affordable housing, parks and recreation, and many other municipal issues based on her long-standing client relationships with several south Florida cities, including Miami Gardens, Opa-Locka, Lauderdale Lakes and Pompano Beach as well as Broward County School Board, Miami Dade County School Board, Miami Dade Expressway Authority as well as several higher education institutions and private companies. Yolanda is a graduate of the University of Florida (B.A.) and their Levin College of Law (J.D.). She is also a graduate of Leadership Florida, which affords her excellent access to policymakers and thought leaders around the state.

Senator Ellyn Bogdanoff is a lobbyist who previously served for over six years as a Member of the Florida House of Representatives and two years as a Florida State Senator. As a member of the Legislature, Ellyn earned a reputation as a staunch defender of home rule and local control. After leaving public office in 2012, Senator Bogdanoff expanded her expertise to include government consulting in Tallahassee. Her unparalleled knowledge of local governments' institutional issues and experience bringing people together to settle significant matters in the legislative process proves invaluable for Becker clients. Additionally, Ellyn brings high-level access to key decision-makers in the Senate, House, and executive branch, many of whom she served with previously. She has valuable insights and an intimate understanding of the process. Ellyn received a J.D. from Nova Southeastern University and B.A., *with honors*, from the University of Florida.

José Keichi Fuentes has a strong network of contacts and over 30 years of experience working in the government and political arenas. He is a government relations professional who represents local government, other public bodies, and private sector clients in environmental, safety, infrastructure, and water resources at the state and local levels. His client list includes the City of Miami, Homestead, Pinecrest, Virginia Gardens, North Miami Beach, Biscayne Park, Doral, and Miami Springs, to name a few. He represents Hitachi, Wade Trim, ShotSpotter, Atkins, Community Champions, Century Homesbuilders, Covenant Airport Security, Mitsubishi, and Ygrene/PACE in the private sector. His extensive lobbying experience at the highest level of local, county, and state has helped him pass numerous legislation. He has also secured funding for the municipalities he represents through the allocation of significant infrastructure projects funding. As director of the

South Florida Water Management District, Regional Office, Jose was instrumental in securing funds for crucial water projects. Jose received his B.A. from St. Thomas University.

Max Losner previously worked in the offices of Representative Scott Plakon and Representative David Smith from Seminole County. His experience in the Florida House led him to join Becker as a Government Relations Consultant. He has supported the government team in successfully bringing back millions of dollars in funding for many municipalities and nonprofits, along with a flurry of key policy changes. Max has a Bachelors of Health Services Administration with a minor in Political Science from the University of Central Florida, where he graduated *cum laude*.

C. Describe the organization of the proposed project team, detailing the level of involvement, field of expertise and estimated hours for each member of the Team.

Our team's success relies on our ability to work cooperatively and benefit from each other's knowledge and contacts. The key to an effective team strategy is designating a single point of contact to coordinate all issues. **Bernie Friedman** serves as team quarterback; he works collaboratively with the other team members identified below for support and backup. He is a 62-year city resident and is 15 minutes from City Hall and the Emergency Operations Center. He will create a staffing plan and schedule based on the legislative priorities developed on the City's behalf.

As team leader, Bernie does the heavy-lifting at the beginning of the assignment in working with the client to create the agenda. He leads the team strategy and makes assignments. Once session begins, our team meets daily and tracks priority bills using "Lobby Tools". Bernie develops a staffing schedule based on the legislative calendar and sets performance benchmarks based on your priorities.

Team Member Primary Responsibilities

- **Nick Matthews** – Responsible for day-to-day client communication; Broward Delegation; Funding
- **Yolanda Cash Jackson** – Appropriations
- **Ellyn Bogdanoff** – House and Senate Leadership; Governor's Office; Executive Agencies
- **Jose Fuentes** – Leadership; Appropriations
- **Max Losner** - Leadership; Appropriations

As has been the case for the last 30 years, your lobbying team will be available 24/7 to the City. That is the philosophy of our lobbying team because the lobbying practice is a 24/7 business. Weekends and after-hours are nothing new for our team; we will be working all the time, whether at daytime meetings, evening fundraisers, weekend social events, to gain knowledge, offer legislative intelligence and advocate for the City.

While estimating hours for each team member is near impossible, a list of activities that the Becker team will undertake is listed below, along with approximate hours each activity will take to accomplish over the next 12 months. Of course, these numbers vary from month to month, especially at the State level, to account for the 24/7 intensity of legislative session and committee weeks.

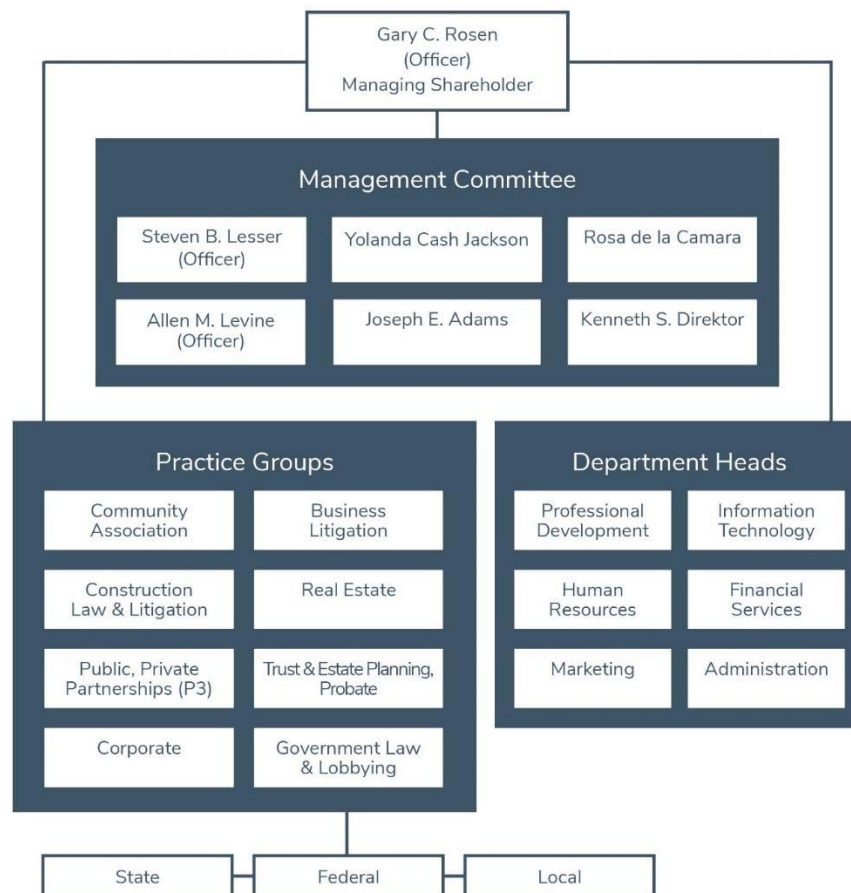
Broken down, we estimate approximately 31 hours are needed to achieve Hollywood's goals and objectives each month effectively. Team leader Bernie Friedman and Nick Matthews will handle approximately 80% of the workload, with the remaining team members collectively handling the remaining 20%. Nick and Bernie will provide at least 25 hours of resources per month to the City of Hollywood. The rest of the team

splitting an estimated 6 hours depending on what is going on and which team member(s) can provide the most value.

State/Local Team Activities (Over 12 Months)

Assessment of Opportunities and Project development.....	30 hours
Develop Strategy and Work Plan.....	40 hours
Prepare Briefing and Other Materials.....	40 hours
Influencer Outreach.....	40 hours
Advocate for Established Priorities.....	75 hours
Establish Relationships with Decisionmakers.....	75 hours
Communication with HART.....	75 hours
Total Estimated Hours: 375 hours/ 12 months = 31.25 hours per month	

Firm Organizational Chart



Team Organizational Chart

Becker's proposed team of lawyers and lobbyists all have the necessary licenses, registration, and certifications required to provide the requested services in the State of Florida and City of Hollywood.



D. Describe what municipal staff support you anticipate for the project.

The City of Hollywood has always valued the importance of engaging with state and local government and has dedicated an Assistant City Manager to coordinate its effort. We have enjoyed a long and fruitful relationship with Adam Reichbach, Assistant City Manager for Finance and Administration. Mr. Reichbach is an incredible resource for the City. We value his input, and we appreciate our collaborative working relationship on both State and Local issues.

Through his office, we meet regularly with Department heads and City staff. We anticipate a similar level of effort from the staff to support our efforts. We also appreciate having Commissioners lobby with us in Tallahassee and at the County. On select issues, it's valuable to deliver peer-to-peer messages between elected officials. We have excellent working relationships with the Mayor and Commission and look forward to their continued involvement. Over the years, we have established excellent working relationships with City department heads, attorney, CRA Director, and others. We know who to call for quick information

or updates on issues. This level of trust is invaluable during the fast-paced Legislative Session or during a long County Commission day when things are moving quickly.

E. Describe your Firm's ability to meet the qualifications, general responsibilities, and requirements outlined in the statement of work

Nobody knows Hollywood better than the Becker Team. We have proudly represented the City for many years and have been hands-on with every evolving issue. In a populous coastal city, we know new issues come up every year. We can meet all of the Qualifications, General Responsibilities, and Requirements outlined in the solicitation. We can confidently say that due to our experienced and diverse team. We have team members from all walks of life, different sides of the political aisle, former legislators in leadership, and varying experiences. As your solicitation document states, there is no better way to document this than our successes. Please see the below examples of our impressive accomplishments:

5-Year Grid detailing the amount of dollars in grants successfully applied for

Grants Secured (2016 – Present)

Client	Grant	Amount
City of Hollywood	Fred Lippman Senior Center	\$1,140,000
	Port Everglades Implementation of the Sand Bypass	\$21,652,023
	Segment III Beach Nourishment	\$7,895,891
	Other (30% of Broward CARES, CRA deal with County, Transit Surtax)	\$20,000,000 (over a number of years)
City of Homestead	Historic Preservation Grant City Experience	\$50,000
	Matching Grant for Seminole Theatre	\$50,000
	Cultural Facilities Grant	\$500,000
City of Lauderhill	CRA Broward Redevelopment Grant	\$1,000,000
	CRA Broward Redevelopment Grant	\$278,250
City of Miami Gardens	Cultural Affairs Grant	\$500,000
City of West Park	CRA Broward Redevelopment Grant	\$1,000,000
	CRA Broward Redevelopment Grant	\$278,250
	Summer Preventing Juvenile Delinquency Grant	\$102,164

Demonstrate strong working knowledge of local government legislative, administrative, and regulatory processes and success securing local funding.

Nobody can match Becker's access, knowledge, and track record at Broward County. We are experts in navigating Broward County. As mentioned previously, we have been hands-on negotiating the CRA expiration deal with Broward County. That deal alone will result in over \$20 million for Hollywood. The current anchoring limitation area effort is another excellent example of our ability to ramp up and address City priorities quickly. We have secured commitments to ensure Hollywood is the first limitation area implemented. These efforts include weekly conversations with City staff, County staff, and Commissioner Beam Furr. This issue is a delicate one that requires in-depth knowledge and trusted relationships. The Becker Team has tackled complicated, sensitive issues for Hollywood before. We remain committed to ensuring Hollywood is a top priority at the County.

Explain how you would provide services outside the expertise of team members for issues on Attachment A (Hollywood's lobbying priorities)

Using a dedicated team approach has served the Becker lobbying group well in creating consensus among legislators, meeting critical deadlines, and handling critical legislative issues. Juggling dozens of client demands and providing 24/7 client service requires a true team effort. Fortunately, our team of lawyers and lobbyists has worked together for many years and has excellent working relationships in which they depend on each other to uphold the high level of service that our clients have come to expect. In Tallahassee, during the legislative session, you will rarely see one team member without another; if they are apart, they are in constant communication during the day. They meet every morning and every evening to compare notes and nimbly adjust their lobbying strategy based on the intelligence gathered during the day.

Because of our team's various levels of expertise and long history working with the City of Hollywood, we are confident that our existing team can handle all of the City's priority issues. If anything arises outside of our team's expertise, we will present a recommended solution to the City to ensure the issue is handled correctly.

Demonstrate understanding and experience with the City's 2022 priorities

The Becker Team has proudly represented Hollywood for many years. We are intimately familiar with the City's priorities. Unlike other lobbyists, we don't shut down our representation when Session ends. As the premier local Broward lobbying firm, we advocate for you throughout the year. We look out for Hollywood in Tallahassee and in your backyard. Whether fighting for remaining CRA dollars, implementing the anchoring legislation or fighting aggressive vacation rental preemptions, we carry your priorities year round.

State Policy

- 1. Preservation of Home Rule and Opposition of Preemption Efforts***
- 2. Opposition of Cost Shifting and Unfunded Mandates on Local Governments***

The Becker team understands perennial issues such as local control, unfunded mandates, and home rule. We have fought against legislative overreach, preemption of local control, opposed unfunded mandates, and unjust cost shifts. We will, when appropriate, work closely with the Florida Regional Councils Associations, Florida Association of Counties, League of Cities, and other like-minded organizations to monitor and defeat any unfunded mandates or preemptions.

3. Local Regulation of Short-Term Rentals and/or Party Houses

The Becker Team is proud to be a leader in fighting the vacation rental preemption efforts every year. As one of the few top firms without a conflict, we can aggressively fight against this annual assault on local control. We have been the lead in defeating the legislation in recent years. We know this issue is a priority of the City, and we do not hesitate to use any amount of political capital to defeat it. That commitment remains.

4. Anchoring Limitation Areas

We are actively working with City staff and Commissioner Beam Furr to implement SB 1946 – Anchoring Limitation Areas. The goal is to establish anchoring limitation areas in both North and South Lakes. Our efforts have already secured a commitment from County staff that Hollywood will be the first area implemented. It is our intent to begin the ordinance change process at the first meeting back from the Summer recess. Considering the many flaws in the bill, the common thought is to start with a pilot program that has a date certain sunset. We have already confirmed with the County Attorney's Office that is is an acceptable practice. Additionally, we have had multiple conversations with the County's enforcement staff. They agree a pilot program style approach addresses many of the shortcomings in the legislation. No other firm has the access or knowledge to be this hands on with a City priority.

5. Sovereign Immunity and Claim Bill Reform

The Becker Team has been advocating for strengthening Florida's sovereign immunity laws for many years. Additionally, we agree the threshold to bring forward a claims bill should be adjusted. Thankfully, we enjoy a great working relationship with the Florida League of Cities and Association of Counties. Traditionally, both groups agree on these issues and together, we will continue to force these issues on the radar. The Becker team successfully defended the City against exposure of millions of dollars in the Miller claims Bill and understands the process well.

State Funding

1. Seminole Gaming Compact

Although we have had tremendous success over the last 30 years representing Hollywood, we acknowledge some setbacks too. Bernie Friedman personally negotiated and secured millions of dollars from the original Seminole Compact for Hollywood. Hollywood's percentage resulted from intense negotiation with Senator Steve Geller, Representative Ron Greenstein, the Speaker, Senate President, and a bevy of lobbyists and Broward County elected officials. We negotiated for several days in the House Office Building. Last Session, a very powerful newly elected Senate Democratic Leader, Senator Book, was able to muscle away some of Hollywood's money with her father, lobbyist Ron Book. Senator Book took advantage of the fact that Hollywood's Senator Farmer had just been ousted by his colleagues and could not stop Senator Book.

Although our Firm worked tirelessly with the Mayor and City Officials, other Senators simply refused to get in the middle of the spat between Senators Book and Farmer. House members deferred to the Senate. We will continue to work tirelessly to recover Hollywood's funds and carefully pick our time, place, and strategy for the comeback. One thing is for sure, particularly in the political arena, "what goes around comes around."

- 2. *Protect Current State Funding***
- 3. *Advocate for Continued/Increased Funding***

Very often, historical performance is the best indication of future success. We have maintained very steady and successful advocacy for the Lippman Senior Center funding. We have protected this vital funding source for many years and have helped bring home over \$7 million.

State Regulatory

- 1. *Grants and other Funding Opportunities***
- 2. *Coordination with Relevant State Agencies***

There are some very exciting grant opportunities coming on line soon. Our firm was the lead on drafting and passing the incredible resiliency funding programs. Nobody is as well positioned to advocate on behalf of their clients than the Becker Team. In working on the resiliency program, we have established broad expertise on the bill and great working relationships with the Department of Environmental Protection (DEP). We look forward to putting these experiences and relationship to work for you.

Local Policy and Funding

- 1. *Funding and permitting of sand bypass project and beach renourishment***
- 2. *Use of Tourist Development Taxes and/or Port Everglades revenues to fund the Segment #3 renourishment and ongoing sand bypass costs***

Every year, we fight at the state and local levels to preserve Hollywood's vital economic engine, its beaches. Over the course of a few years, we are proud to be a driving force behind the Port Everglades Sand Bypass project receiving its entire state cost share of almost \$20 million. Additionally, we have helped secure most of the state's share of preliminary engineering and design money for the Segment III beach nourishment project. At the same time we have seamlessly worked with Broward County to ensure that the millions of dollars in County funding is in place for both the bypass and Segment III project. We continue to advocate for Tourist Development Taxes, Port Enterprise Fund and County revenues to fund this and Segment III renourishment. Recently, we have encouraged the County to take advantage of large funding opportunities from the United States Army Corps of Engineers (USACE). Preliminary indications point to a fully funded federal project that will not require a local municipal share.

3. Use of Tourist Development Taxes toward expenses that promote the City of Hollywood as a Destination

The Becker Team has worked hard to ensure that TDT funds are not diverted from the ever important beach programs. Over the years, we have seen attempts to shift money around the County to areas of less importance. Maintaining a steady funding source for the beach management program is critical.

The Becker team has a 35-year friendship with Stacy Ritter, president and CEO of the Greater Fort Lauderdale Convention & Visitors Bureau. As active members of the Hollywood Chamber of Commerce and business community and as the City's local government lobbyist we are constantly reminding the Convention and Visitors Bureau to promote the City of Hollywood cultural events, restaurants, hotels and other venues. We frequently attend meetings and have worked with Mayor Josh Levy on issues related to the Tourist Development Council. Mayor Levy is an active member of the Board and promotes Hollywood well. The Mayor communicates with us as needed on issues.

4. Implementation of the Transportation Surtax fund construction program

We continue to work with the City, MPO, Oversight Board, and County to ensure they appropriately allocate the municipal portion of surtax funds. With Mayor Levy and Commissioner Blattner, we lobbied the County on the interlocal agreement, evaluation criteria, ranking of projects, and more. Our active local presence uniquely positions us to monitor the process and ensure the release of funds.

Demonstrate understanding of state programs administered by state

Becker's State Lobbying team's first-hand, in-depth knowledge of local government programs, budgets, funding formulas, priorities and issues distinguishes us from other state lobbyists and is a significant advantage to the City of Hollywood. In Tallahassee, the team has "walked in your shoes," fought against legislative overreach, preemption of local control, fought unfunded mandates and unjust cost shifts.

Each member of our lobbying team has a strong working knowledge of the legislative and executive processes, and issues affecting local governments. Team members have direct personal experience working in the Legislature and Executive Branch. They know who to call and how to get things done behind the scenes. Team members have decades of experience representing counties, municipalities and school districts pursuing state appropriations and grants and advocating for policy changes through legislation and regulation. The ethnic, racial, and political diversity of our lobbying team



Ellyn Bogdanoff, Yolanda Cash Jackson and Nick Matthews pictured with Governor Ron DeSantis at the Enterprise Florida Reception.

provides clients with a distinct advantage because of the array of relationships with legislators all over the state from both sides of the aisle and the minority caucuses.

We are confident that no other firm has the combined knowledge of local government issues, first-hand experience in the Legislature and Executive agencies, network of bipartisan relationships among legislative and executive branch leaders, and proven track record of bringing home state and federal funds through grants and appropriations.

A list of accomplishments achieved on behalf of local governments including funding successes

As a team, we are very proud of our accomplishments for the City of Hollywood. Nothing is a stronger testament to Becker's experience than our strong track record. Here is a detailed account of what we have brought home for the City from 1993 to present:

City of Hollywood	Total
14 th Ave drainage	\$350,000
Affordable Housing - Hollywood Allocation (SHIP)	\$3,085,835
Anderson Park	\$50,000
Art & Culture	\$200,000
Beach Re-Nourishment Project	\$7,895,891
Broward County Hollywood Gardens	\$2,552,943
Broward Mobility Hollywood	\$2,808,442
Broward Mobility Miramar/Hollywood	\$9,618,272
City of Hollywood Mobility Improvements at Various Locations	\$2,209,138
Civic Center/Multi-Purpose	\$250,000
Community Development Department Scholarships	\$200,000
Community Radio System	\$150,000
Cultural Facilities Art Grant – Arts Park	\$500,000
DEP Waste Water/Storm Water American Recovery and Reinvestment Act	\$300,000
Driftwood Park	\$200,000
FL Domestic Security Task Force Grant	\$400,000
Glass Demonstration Hot Spot – North Beach	\$325,000
Historic Hollywood: Preserving and Protecting Our District	\$25,000
Holland Park	\$200,000
Hollywood Arts and Culture Center, Inc.	\$97,893
Hollywood Childcare Scholarships - Partnership for School Readiness	\$861,000
Hollywood Hills Park	\$135,850
Hollywood Holocaust Rail Car Site Preparation	\$350,000
Hollywood Holocaust Research and Reference Library	\$250,000
Hollywood Seaboard Coast line Railroad Historic Preservation Grant	\$115,636
Hollywood Transportation Project Improvement	\$1,000,000
Hollywood YMCA Pre School Special Needs	\$100,000
Holocaust Center – operations	\$500,000

Hot Spot Test Hollywood Beach	\$100,000
I-95/I-595 Express Lanes Direct Connect, I-95 Fr Stirling to Broward Blvd	\$420,362,370
Jefferson Park	\$135,199
Johnson Street from East of N 31st Ave. to N 8th Ave.	\$1,860,581
Liberia Neighborhood Street Lights	\$150,000
Lippman Senior Center	\$7,216,250
Meyerhoff Senior Center-SE Focal Point Center	\$2,123,250
Oak Lake Park Grant	\$185,199
Oakridge Park Grant	\$150,000
Port Everglades IMP Implementation (Sand Bypass)	\$21,652,023
Presidential Train Museum – Hollywood	\$300,000
Primary Care Project	\$550,000
Rotary Park	\$200,000
Sand Transfer and sourcing South County	\$300,000
Senior Citizen Identity Theft Program	\$100,000
Spur at South Jetty of Port Everglades – Hollywood	\$2,568,900
SR 7/US 441 Fr S of SR 820/Hollywd Blvd to S of SR 848/Stirling Rd	\$1,815,373
SR 7/US 441 from N of Fillmore to S of Stirling Rd	\$2,800,000
SR 7/US 441 from N of Hallandale Bch to N of Fillmore St.	\$2,628,500
Starting Place Hollywood	\$450,000
Stirling Road Branch Library – Hollywood	\$500,000
Storm Water Pump Station	\$500,000
Storm Water Pump Station Study – North Lake	\$40,000
Washington Park Security Upgrade	\$50,000
Washington Park Street Light Improvements	\$150,000
Water Main Replacement	\$200,000
West Lake Park Grant	\$200,000
Widen Tpk (SR 91) from HEFT (SR 821) to N of Johnson St	\$7,000,000
Women’s Club of Hollywood Historic Renovation (roof)	\$5,000
Total Funded from 1993 - Present	\$508,342,545

Below please find a list of recent successes on behalf of our local government clients during recent sessions. The following list represents recent examples of policy successes and appropriations projects completed and funding dollars acquired on behalf of clients.

APPROPRIATIONS ACCOMPLISHMENTS

State funding strategies continue to evolve with the changing economy and new legislative leadership. Our team is known for its:

- 1) expertise in the appropriations process;
- 2) protecting existing funding sources;
- 3) creatively developing new funding sources by building coalitions and partnerships;
- 4) identifying grant funding through federal, state and regional programs.

***2021 FUNDING**

City of Miami

- \$1,700,000 City of Miami Badia Senior Center*
- \$3,000,000 City of Miami Little Havana Pedestrian Priority Zones*
- \$1,500,000 City of Miami Golden Pines Neighborhood Improvements*
- \$2,000,000 Miami Biscayne Baywalk (Vetoed due to COVID-19 budget cuts)
- \$1,500,000 Miami Marine Stadium Development Project Historic Preservation
- \$1,000,500 Miami – Liberty City Trolley Route
- \$250,000 Bay of Pigs- Brigade 2506 Museum (Vetoed due to COVID-19 budget cuts)
- \$400,000 South Florida Behavior Health Network’s Involuntary Outpatient Demonstration
- \$4,000,000 South Florida Behavioral Network – The Miami Center for Mental Health & Recovery (Vetoed due to COVID-19 budget cuts)
- \$7,585 Little Haiti Cultural Complex
- \$1,125,000 Stormwater Master Plan
- \$50,000 Historic Virginia Key Beach Park Project

Town of Lake Park

- \$3,500,000 Hurricane Prevention Drainage Funding for Lakeshore Blvd. through Federal Emergency Management Agency (FEMA) and Florida Department of Emergency Management
- \$600,000 Lakeshore Blvd. Drainage Project
- \$56,600 Historic Town Hall Restoration
- \$28,000 Historic Town Hall Restoration
- \$29,000 Road striping and safety improvements

City of Lauderdale Lakes

- \$399,695 Stormwater Conveyance & Water Quality Improvement*
- \$250,000 Alzheimer’s Care Center Service Expansion*
- \$2,437,173 Lauderdale Lakes Mobility Improvements
- \$200,000 Water Pollutant Reduction

- \$500,000 Stormwater Conveyance and Water Quality Improvements
- \$500,000 Canal System Conveyance and Water Quality
- \$484,000 Roadway improvements
- \$250,000 Alzheimer Care Services Expansion
- After being denied full reimbursement from the Division of Emergency Management for its City Hall Public Safety Complex, we were able to work with local legislators to secure more than 50% of the originally requested amount.

City of Lauderhill

- \$250,000 Southeast Water Service Project*
- \$500,000 Lauderhill Southeast Water Service (Vetoed due to COVID-19 budget cuts)
- \$278,250 CRA Broward Redevelopment Program Fund Grant
- \$1,000,000 CRA Broward Redevelopment Program Fund Grant
- \$300,000 Floridian Well Installation

Village of Virginia Gardens

- \$290,000 Virginia Gardens Stormwater/ADA Improvement*
- \$580,000 Stormwater/ADA Improvements 62 Avenue (Vetoed due to COVID-19 budget cuts)
- \$50,000 Stormwater Improvements 37 Street (Vetoed due to COVID-19 budget cuts)
- \$50,000 Athletic Complex Phase III (FRDAP)
- \$125,000 Stormwater Improvements
- \$275,000 Stormwater ADA Improvement, 40th St. Water Project
- \$50,000 Criminal Justice Information Systems
- \$350,000 66 Avenue Storm Drain, ADA, and Road Widening Project
- \$380,000 Stormwater, ADA Improvements, 38th St
- \$380,000 Stormwater, ADA Improvements, 64th Avenue

City of Miami Gardens

- \$30,000 Stormwater Drainage Improvement NW 195 Street/12th Ave (Vetoed due to COVID-19 budget cuts)
- \$20,000 Stormwater Drainage Improvement NW 159 Street (Vetoed due to COVID-19 budget cuts)
- \$500,000 Cultural Affairs Grant
- \$300,000 Vista Verde Drainage Improvement
- \$150,000 Culvert Headwell Replacement
- \$250,000 Vista Verde Drainage
- \$150,000 NW 34th Court and NW 203rd Street Drainage
- \$50,000 203 Street Outfall Retrofit Project
- \$30,000 Canal Erosion Protection Project
- \$500,000 Crime Prevention Technologies

City of Miami Springs

- \$1,500,000 East Drive Stormwater & Road Improvement*
- \$1,000,000 South Royal Poinciana Median*
- \$215,000 Senior Center Supplemental Meals and Services*
- \$185,944 City Senior Center Supplemental Meals and Services
- \$800,000 Stormwater & Road Improvement East Drive (Vetoed due to COVID-19 budget cuts)
- \$165,944 Senior Center Supplemental Meals and Services
- \$850,000 New Senior Center Building
- \$99,457 Hot Meals Program
- \$500,000 Study on Erosion Control Stabilization of Drainage Canals
- \$50,000 Aquatic Center

City of West Park

- \$300,000 Neighborhood Traffic Calming Phase I (Vetoed)
- \$200,000 Youth Crime Prevention Program (Vetoed)
- \$150,000 Mental Health Initiative*
- \$100,000 Senior Program*
- \$200,000 Youth Crime Prevention (Vetoed due to COVID-19 budget cuts)
- \$300,000 Neighborhood Traffic Calming Plan (Vetoed due to COVID-19 budget cuts)
- \$250,000 Parks & Cultural Facilities Development (Vetoed due to COVID-19 budget cuts)
- \$250,000 Senior Programs
- \$200,000 Senior Programs
- \$500,000 Stormwater Upgrades
- \$500,000 SW 40th Avenue Drainage
- \$200,000 Retention Pond
- \$102,164 Summer Preventing Juvenile Delinquency grant

City of Pompano Beach

- \$1,000,000 Blount Road Streetscape Improvements* (Vetoed)
- \$565,000 Fire Station 52 Replacement Project (Vetoed due to COVID-19 budget cuts)
- \$500,000 McNab Road House (Vetoed due to COVID-19 budget cuts)
- \$287,500 Drinking Water Plant Filter Rehabilitation
- \$4,162,401 Pompano/Broward Mobility Project
- \$9,176 Parks, Recreation and Cultural Affairs
- \$250,000 Blount Road Streetscape Improvements Project
- \$1,300,000 Pompano Park/SW 3rd Street -Powerline Rd to Cypress Creek Rd
- \$800,000 Reclaimed Water and the construction of the multicultural center.
- Won a major policy victory helping to secure passage of the "White-Miskell Act," which protects tourists and consumers by reforming the parasailing industry in the wake of multiple deaths stemming from neglect by unregulated commercial operations. This important policy change impacted all coastal counties.

City of Homestead

- \$300,000 Water Tower Pump Station* (Vetoed)
- \$250,000 Public Library Construction* (Vetoed)
- \$100,000 Automatic Flushing System* (Vetoed)
- \$500,000 Breast Cancer Screening (Vetoed due to COVID-19 budget cuts)
- \$150,000 Automatic Flushing System (Vetoed due to COVID-19 budget cuts)
- \$125,000 Mayor Roscoe Warren Municipal Park
- \$44,116 Seminole Theater Programming (Cultural & Museum)
- \$50,000 Historic Preservation Grant City Experience
- \$450,000 Homestead Pump Station and Plant Construction
- \$600,000 Raw Water Well
- \$200,000 Sickle Cell Awareness
- \$25,000 Homestead Losner Park
- \$5,242 Seminole Theatre
- \$50,000 Matching grant for Seminole Theatre
- \$500,000 Cultural Facilities Grant

City of North Lauderdale

- \$500,000 C-14 Pump Station
- \$300,000 Fire Rescue/Training Center*
- \$125,000 Fire Station
- \$100,000 SW 13th street Drainage Improvements
(Vetoed due to COVID-19 budget cuts)

Miami-Dade County

- \$600,000 Deering Estate Foundation's Field Study Research Center Phase 2
(Vetoed due to COVID-19 budget cuts)
- \$250,000 Camp Matecumbe – Historic Pedro Plan Hall Renovation (Vetoed
due to COVID-19 budget cuts)
- \$200,000 Key Biscayne Sargassum Removal (Vetoed due to COVID-19
budget cuts)
- \$98,850 2021 Miami International Agriculture, Horse & Cattle Show (Vetoed
due to COVID-19 budget cuts)
- \$1,803,500 Shore Protection Project
- \$20,000,000 Various projects for Miami International Airport
- \$9,396 Miami-Dade County Auditorium
- \$1,423,339 MPO FTA Section 5305(D) Metro Planning
- \$3,800,000 Port of Miami Cruise Terminal Improvements
- \$10,000,000 Port of Miami, Port of Miami (POM) Post Panamax Cranes
- \$6,651,314 Miami-Dade Countywide Agreement -Traffic Signals
- \$48,178 Vizcaya Museum and Gardens

New Funding Strategies

In recent years, as funding has become more difficult to achieve through the appropriations process, we have worked hard to create new coalitions and untraditional partnerships (such as partnering a city with a university to provide police training) that serve our client's funding goals while helping others achieve theirs. This win-win strategy creates unlikely legislative allies and opens new funding streams that would otherwise be unavailable.

LEGISLATIVE POLICY ACCOMPLISHMENTS

City of Hollywood

- ***Vacation Rental Preemption:*** During the last several legislative sessions, we have fought against further intrusive attempts to preempt local vacation rental regulations.
- ***BSO South Satellite Booking Transport:*** We secured an annual appropriation of \$200,000 to assist with Prisoner Transportation Services from the South Satellite Booking facility.
- ***Senior Center Funding:*** Every year of our contract with Hollywood, we have secured at least \$228,000 in much needed funding for the Fred Lippman Senior Center. To date, we have helped bring home over \$7,228,000 to keep this important facility operating.
- ***CRA Reforms and Negotiations:*** We continue to work with the County, City and CRA to allow for additional county funds to be used by the City for housing and other needs. Additionally, we have fought against state level attempts to eliminate or diminish CRA's.
- ***Sand Bypass Beach Renourishment Project*** – Every year, we fight at the state and local levels to preserve Hollywood's vital economic engine, its beaches. We are proud to be a driving force behind the Port Everglades Sand Bypass project receiving its entire state cost share of almost \$20 million. Additionally we have helped secure most of the state's share of preliminary engineering and design money for the Segment III beach nourishment project. At the same time, we have seamlessly worked with Broward County to ensure that the millions of dollars in County funding is in place for both the bypass and Segment III projects.
- ***Ocean Outfall:*** We worked with City's Utility Department for decades on modifying and interpreting the state mandate. Our advocacy led to the determination that the 60% requirement was not "environmentally" economically and technically feasible." City consultants have estimated the savings over \$200 million.
- ***COVID-19 Cares Act:*** Together with the City and League of Cities, we actively lobbied the County Commission with Mayor Levy and Commissioner Callari to secure 30% of County funds that go to municipalities – approximately \$102.3 million. Without this intense advocacy, County Administration was insisting on a much lower share.
- ***Transportation Surtax Funds:*** We continue to work with the City, MPO, Oversight Board and County to ensure that the municipal portion of surtax funds is appropriately allocated. With Mayor Levy and Commissioner Blattner, we lobbied the County on the interlocal agreement, evaluation criteria, ranking of projects, and more. We are uniquely positioned to monitor the surtax process and ensure the release of funds.
- ***Protecting Hollywood's Tax Base:*** Year after year, we have quarterbacked significant annexation initiatives, defended against even more significant de-annexation initiatives such as Port Everglades, and have been at the forefront in proactively working with the airport, seaport and TDC in promoting Hollywood.
- ***Protecting Hollywood in Emergencies and FEMA money:*** We were intimately involved with the City, Broward County, the State, and FEMA in ensuring timely support for

Hollywood during hurricanes and other emergencies. We have excellent relationships with the Florida Division of Emergency Services and have helped Hollywood with millions of dollars in reimbursements. We coordinate with the City's Federal lobbyist as well.

- ***Seminole Compact Setback: Although we have had tremendous success over the last 30 years*** representing Hollywood, we acknowledge some setbacks too. Bernie personally negotiated and secured many millions of dollars from the original Seminole Compact for Hollywood. Last Session, a very powerful newly elected Senate Democratic Leader, Senator Book, was able with her father, lobbyist Ron Book, to muscle away some of Hollywood's money. We will continue to work tirelessly to recover Hollywood's funds and carefully pick our time, place, and strategy for the comeback. One thing is for certain, particularly in the political arena, "what goes around comes around."

City of Cape Coral

- The Vacation Rental Preemption issue has been controversial for years and the Becker team never ran from the fight! We worked hard to ensure SB 824 – Private Property Rights of Homeowners died in 2020. The bill would have preempted the regulation of all vacation rentals to the state, including, but not limited to, the inspection and licensing of vacation rentals. Current law prohibits local governments from barring vacation rentals or regulating the duration or frequency of vacation rentals. Under current law, a local ordinance or regulation adopted on or before June 1, 2011, is not subject to this prohibition. However, the bill would have repealed the exemption for a local law, ordinance, or regulation adopted before June 1, 2011. In place of any local regulation, it simply required a vacation rental owner to provide the name, address, phone number and email address of a contact person to the Department of Business and Professional Regulation. As a House leadership priority, the House companion made it through three committees but never reached the House floor. In the Senate, we helped craft multiple amendments with a Cape Coral City Commissioner who helped lead the fight to water the bill down. Thankfully, our efforts combined with the League of Cities advocacy successfully killed the bill in the Senate.
- Community Redevelopment Agencies (CRA) HB 9 – Community Redevelopment Agencies implements many transparencies, reporting and ethics requirements on CRAs. However, throughout much of the process HB 9 included a provision that stipulated the creation of new CRAs on or after October 1, 2019, may only occur upon approval at a county-wide referendum held during a primary or general election and approved by two-thirds of the qualified electors. This provision was incredibly controversial and was included to seriously hamper future efforts to create new CRAs. We successfully kept this harmful provision out of the Senate version while lobbying the House to ultimately remove this provision.
- Another direct cut into local control was filed in HB 101. As originally filed, HB 101 – Public Construction would have mandated local governments cap their retainage on construction projects. It would have reduced the maximum allowed retainage from 10% to 5% during the 50% completion phase of construction and from 5% to 2.5% during the second phase of the project. We met with the sponsors of this language countless times and drafted amendments to seek compromise. Thankfully, this bad idea simply died in the Senate.
- A few harmful provisions popped up late in the 2019 session in HB 7103 - Community Development and Housing. However, we were able to see the bill favorably amended to mitigate some of the overreaching portions. First, the bill originally would cut down the

amount of time allowed to a local building official to review permit applications from a private provider from 30 days to 5 days. This was clearly unworkable for most local governments and we were able to insert a compromise of 20 business days. Additionally, the bill would prevent local jurisdictions from charging fees for building inspections if the property owner or contractor hires a private provider. By working directly with the bill sponsor, we were able to include allowance for reasonable administrative fees to mitigate this fee cut.

List of Current State Lobbying Clients

- Advanced Green (2017 – present)
- Agape Community Health Center, Inc. (2019 – present)
- American Clinical NGM (2017 – present)
- American Flood Coalition Action, Inc. (2018 – present)
- Americas Transportation (2018 – present)
- AT&T (2001 – present)
- Atlantic Sapphire (2020 – present)
- Bethune Cookman University (2005 – present)
- Broward Community & Family Health Center (2003 – present)
- Broward County Public Schools (2013 – present)
- Broward County Sheriff's Office (2020 – present)
- CAJAG Consulting Inc (2021 – present)
- Centene Corporation (Sunshine Health) (2009 – present)
- Children's Healing Institute (2019 – present)
- Children of Inmates, Inc. (2021 – present)
- City of Cape Coral (2007 – present)
- City of Hollywood (1990 – present)
- City of Homestead (2014 – present)
- City of Lauderdale Lakes (2000 – present)
- City of Lauderhill (2011 – present)
- City of Lauderhill Safe Neighborhood (2011 – present)
- City of Miami (2016 – present)
- City of Miami Gardens (2005 – present)
- City of Miami Springs (2013 – present)
- City of North Lauderdale (2019 – present)
- City of South Miami (2018 – present)
- City of Pompano Beach (2000 – present)
- City of Sweetwater (2019 – present)
- City of West Park (2007 – present)
- DrPv Consulting (2021 – present)
- Edward Waters College (2009 – present)
- Exchange Club Family Center (2019 – present)
- FCCI Insurance Group (2007 – present)
- Florida Association of Jewish Federations (1990 – present)
- Florida Children's Initiative (2019 – present)
- Florida Community Financial Services Association, Inc. (2016 – present)
- Florida Memorial University (2001 – present)
- Florida Polytechnic (2014 – present)
- Florida Urban Medical (2019 – present)
- Florida Venture Foundation (2020 – present)
- Foundation for Sickle Cell Disease Research (2017 – present)
- Grande Vista (2020 – present)
- Gunbail Inc. D/B/A Homesafe 1st (2018 – present)
- Hamilton Downs (2016 – present)
- International Yacht Brokers (2021 – present)
- Island TV, LLC (2021 – present)
- JAFCO (2018 – present)
- Jet Dock (2019 – present)
- Miami Children's Initiative (2006 – present)

- Miami-Dade County (2001 – present)
- Miami-Dade County Schools (2003 – present)
- Miami-Dade TPO (2020 – present)
- National Health Transport (2016 – present)
- Private Care Association of Florida, Inc. (2020 – present)
- Quest (NGM) (2016 – present)
- RAINN (2020 – present)
- RER Consulting Enterprise (2021 – present)
- Safety Net Hospital Alliance FL (2009 – present)
- Solid Waste Authority of PBC (2007 – present)
- SST, Inc. (2014 – present)
- Town of Lake Park (2017 – present)
- Transdev (2020 – present)
- United Home Care (2020 – present)
- Urban League (2011 – present)
- Verra Mobility (ATS) (2008 – present)
- Village of Pinecrest (2014 – present)
- Village of Virginia Gardens (2014 – present)
- Virgil Hawkins Florida Chapter (2006 – present)

List of Current Local Lobbying Clients – Broward County

- Acai Associates, Inc. (2014 – present)
- Advanced Green Technologies (2014 – present)
- Aetna Life Insurance (2019– present)
- Airport Express/Tri County Transportation (2006– present)
- Amadeus Air-Transport IT Services (2006 – present)
- American Sales and Management (Eulen) (2006 – present)
- Azur Equities, LLC (2017 – present)
- B & L Service, Inc. (2014 – present)
- BMG Money, Inc. (2014 – present)
- Brightline Trains Florida LLC (2021 – present)
- Brown & Caldwell (2011 – present)
- Carollo Engineers (2014 – present)
- Cartaya & Associates (2004 – present)
- Chen Moore & Associates (2013 – present)
- City of Hollywood (1992 – present)
- City of Lauderdale Lakes (2000 – present)
- City of Lauderhill (2011 – present)
- City of North Lauderdale (2019 – present)
- City of West Park (2007 – present)
- Clear Channel Outdoor, Inc. (2014 – present)
- Delaware North Companies Travel (2006 – present)
- Designa Access Corporation (2020 – present)
- First Broward Auto Tag Agency of Lauderhill (2009 – present)
- First Broward Auto Tag Agency, Inc. (2009 – present)
- Fort Lauderdale Business and Currency (2005 – present)
- Fuel Facility Management (2009 – present)
- Gideon Toal Management Serfvices, LLC (2017 – present)
- Gresham Smith and Partners (2010 – present)
- HMS Host (2009 – present)
- HorsePower Electric Inc. (2011 – present)
- Hudson Group HG Retail LLC (2020 – present)
- Jet Dock (2019 – present)
- Juventus Academy Miami (2021 – present)

- Keith & Associates, Inc. (2010 – present)
- Keolis Transit America/Keolis Transit Services (2012 – present)
- MAG US Lounge Management LLC (2021 – present)
- Master Concessionair LLC (2010 – present)
- Matthews Southwest (2017 – present)
- Mitsubishi (2015 – present)
- McFarland Johnson (2018 – present)
- National Health Transport (2017 – present)
- NV5, Inc. (2015 – present)
- Paradies Shops LLC (2009 – present)
- Parsons Transportation Group (2002 – present)
- Pirtle Construction Company (2013 – present)
- Ran Holdings, LLC (2020 – present)
- Related Urban (2016 – present)
- Resolve Marine Group/Resolve Equipment (2019 – present)
- Reynolds Smith and Hills, Inc. (2002– present)
- RoamingTails LLC (2017 – present)
- Ross & Baruzzini (2016 – present)
- RSM US, LLP (2011 – present)
- Saltz Michelson (2009 – present)
- Siemens Industry, Inc. (2017 – present)
- Sintavia (2021 – present)
- Sonnenblick Develop LLC/ Sonnenblick FLL (2019 – present)
- South Broward Tag Agency (2014 – present)
- SP Plus Curbside Management Joint Venture (2011 – present)
- SP Tower LLC (2016 – present)
- Standard Parking (2000 – present)
- Stiles/Pirtle Joint Venture (2018 – present)
- Sunshine Cleaning Systems (2008 – present)
- Sushi Maki Catering (2020– present)
- The Escape Lounge (2021– present)
- U.S. Legal Services, Inc. (2007 – present)
- Vector Media (2020 – present)
- WSP USA Inc. (2015 – present)
- Yellow Airport Limousine (2012 – present)
- Ygrene Energy Fund Florida (2014 – present)
- Zyscovich (2019 – present)

PROJECT UNDERSTANDING, PROPOSED APPROACH AND METHODOLOGY

A. Describe your approach to performing the contracted work. This should include the following points:

Type of services provided. Discuss your role and that of other parties involved in the data gathering, data analysis and recommendation process.

Discuss your project plan for this engagement outlining major tasks and responsibilities, time frames and staff assigned.

As we have done each year, we will meet with the Mayor, City Commissioners, Department Heads, City staff and any other interested parties to identify issues, concerns, programs and other ideas that will ultimately be developed into a legislative priority list and advocacy program for state and local lobbying. Having represented the City for over 30 years and having lived in Hollywood for 62 years, we have a unique and unmatched understanding of Hollywood's issues at the County and State level.

Our plan of action is based on our extensive knowledge of Hollywood, the priorities it has set and achieved in the past, and the issues that continue to need addressing. **We are pro-active in our lobbying, which means that in addition to the routine monitoring and tracking of your legislative priorities, the Team has and will continue to aggressively identify opportunities that may help the City with funding or programmatic support and provide strategies for pursuing such opportunities.** The upcoming resiliency grant opportunities are a great example of our proactive approach. We have made it a point to make sure Hollywood is up to speed with DEP deadlines. We will be there every step of the way from development, submission and lobbying the outcome of an application.

As we have done in the past, City officials will be encouraged to become involved in the lobbying process as well.

Types of Services and Project Plan

An effective lobbying project plan includes the following interrelated components:

Preparation. Our team will work closely with City leaders to develop a legislative priority program that reflects the needs of City. We will coordinate legislative workshops to help the City identify opportunities and develop its priorities. We will work with Hollywood's legislative team to convert the legislative priorities into a specific list of action items with an appropriate public affairs strategy based on many factors, such as the committee assignments of key legislative allies and the priorities of the legislative leadership. Preparation will also include guidance on drafting legislation, budget requests, presentation materials, amendments, proviso language, etc.

Time frame: Summer-Fall

Staff: Bernie Friedman, Nick Matthews, rest of team as needed

Intelligence and Communication. Effective lobbying teams gather competitive intelligence using three key principles: legal knowledge, experience and access. The Becker team utilizes each to benefit their clients. Fundamental to legislative and executive branch lobbying is a basic knowledge of the law and administrative rules; the ability to learn of the existence and content of proposals to change said laws and rules; and the competency to evaluate the effect of those changes in the interests of Hollywood. The Becker lobbying team has the competitive advantage of including practicing Florida attorneys, who understand the intricacies of making laws and the impact and reality of their implementation.

As information is gathered and analyzed, we will convey the intelligence to Hollywood officials and together decide the best course of strategy for Hollywood. Because of the team's knowledge of the City's issues, and previous experience representing Hollywood, we will be able to "hit the ground running" by quickly developing strategies for legislative approval including meeting with members of the Broward delegation, legislative leadership, members, and staff. These meetings will enable the team to obtain first-hand knowledge of how decision-makers will receive Hollywood's proposals and what modifications may need to occur.

Paramount to our success is an understanding of the context in which the proposal(s) are going to be considered and our close working relationships with City leaders and professional staff. As per the requirements, communication with the City will be through written materials, oral interaction, electronic reporting and in person meetings. The information conveyed will be focused, concise and tailored to the legislative agenda. Our Team provides daily updates during session, plus at minimum weekly reports and/or meetings with City leaders during the legislative session and on a monthly basis when not in session. We will also provide an end of session report providing final status of legislative priorities and related items, analysis, and recommendations for future actions. The weekly written reports during session and monthly

written reports when not in session track the status of priority legislation reflecting progress toward accomplishing the objectives outlined in the legislation action plan, regulations implementing same, disbursement of appropriations, and any other information on legislative and/or executive issues being tracked or monitored. The Firm also uses Lobby Tools software to track legislation and provide real time reporting electronically.

Time frame: Year-round

Staff: Bernie Friedman, Nick Matthews, rest of team

Presentation and Monitoring. To start, we will present Hollywood's legislative program to the appropriate substantive and appropriations committees as well as meet individually with key legislators and County Commissioners. This is to explain the priorities and respond to any questions they may have. The team will identify opportunities for City leaders to meet with committee leaders and testify on behalf of the organization during the drafting and deliberation process or as appropriate. Monitoring occurs through day-to-day participation in all County Commission Meetings and Workshops, legislative sessions, pertinent committee meetings, discussions with individual legislators and staff, and through a legislative data service. Becker subscribes to an online legislative tracking system that provides the most comprehensive monitoring capability currently available.

Time frame: Summer-Fall; year-round

Staff: Bernie Friedman, Nick Matthews, rest of team as needed

Involvement and Coordination. City officials are encouraged to communicate with key policymakers in the Legislative and Executive branches of government about the goals and objectives of the legislative program and to visit Tallahassee during specific times of the legislative year. In order to be most effective, these communications should be planned and coordinated with our team leader who will schedule meetings, review correspondence, and brief officials prior to any meeting and attend the meeting to ensure proper follow-up.

Time frame: Primarily during legislative session and committee meetings; County – year-round

Staff: Bernie Friedman, Nick Matthews, rest of team as needed

Collateral Support. The Team will identify other organizations that share common legislative and budget goals and coordinate lobbying strategies with them. This broadens the reach and extends the base of support for Hollywood. Our team will also review the plans of other entities to identify issues that Hollywood can support or may have to oppose.

Time frame: Year-round

Staff: Bernie Friedman, Nick Matthews, rest of team

Action and Perseverance. The Team will lobby and provide year-round representation at both the legislative and executive agency level. The Firm will attend all County Commission Meetings, all relevant County Workshops, and all relevant County meetings. Located across the street from the Governmental Center, Becker can be at the County within minutes.

Time frame: Year-round

Staff: Bernie Friedman, Nick Matthews, rest of team as needed

Public Affairs. The Team will continuously educate legislators, legislative staff, and executive officials on the issues and concerns of Hollywood to facilitate legislative and budget requests.

Time frame: Year-round

Staff: Bernie Friedman, Nick Matthews, rest of team as needed

Communication. Communication between the Becker lobbying team and City leaders is critical to the success of the legislative agenda. Per the Scope of Work and Requirements, we will maintain daily contact during the Legislative Session and send weekly reports tailored to the City's needs. The Team's reports will update and advise City leaders on the status of all the issues being tracked and monitored during session and when not in session, tracking the status of new laws, regulations implementing same, disbursement of appropriations, and any other information on legislative and/or executive issues being tracked or monitored. Team members are always available to assist the City with the writing, interpreting and monitoring of legislation and regulations, drafting legislation, amendments, proviso language, position papers, and testimony.

Of course, we will work with you to convene a meeting with local legislators and County Commissioners to formally present Hollywood's agenda and discuss ways in which they can work together. It is important, at this early stage in the process, to get input and "buy in" from local legislators and others legislators with an interest in the issues Hollywood has identified as priorities. After the initial round of meetings and presentations of the City's legislative agenda, Team members will begin to schedule one-on-one meetings with key policymakers and staff at the County, Executive agencies and Legislature, as well as monitoring the legislative schedule for upcoming committee meetings, hearings, etc. The Team is prepared to represent the City at meetings or testify at hearings before legislative committee meetings, and in Tallahassee. In addition, because of the vast experience of Team members specifically representing professional associations, the City can rely on the Team to suggest new ideas and propose affirmative legislative action to the benefit of the organization.

Time frame: Year-round

Staff: Bernie Friedman, Nick Matthews, rest of team as needed

Becker has permanent office space in Tallahassee (215 S. Monroe Street) from which to handle the City's lobbying needs located within one block of the State Capitol. The Firm can furnish all necessary support to Hollywood officials visiting the Capitol as we have done in the past. Most lobbying work is based in our Tallahassee office, although a great deal of work is done while the Legislature is not in session from our other offices. The Firm has an office across the street from the Broward County Governmental Center and has easy access to the City of Hollywood.

Major Tasks

As team leader, Bernie Friedman will coordinate the following action items. Other team members will be used when needed depending on, for example, the Committee make up or if a specific issue needs to be addressed. The team will:

- 1) conduct research and keep Hollywood officials informed of pertinent initiatives and plans related to funding or policy through meetings, timely written reports, and/or oral communications;
- 2) monitor County and State legislation and agency actions which may impact on the Hollywood's fiscal and programmatic interests and coordinate with Hollywood officials to deliver the official City position during the drafting and deliberation process;

- 3) support Hollywood's leaders in the preparation and presentation of the County's legislative delegation as well as other legislative panels and committees including drafting of legislative language, testimony, amendment(s), and proviso language;
- 4) assist Hollywood officials develop legislative strategy in order to advance the City's goals or amend or defeat proposals adverse to them as well as providing pro-active recommendations for future actions;
- 5) review the plans of other entities to identify issues that Hollywood can support or may need to oppose;
- 6) schedule meetings and visits with County officials, legislators, administration officials, and staff in order to strengthen relationships and thereby facilitate Hollywood's requests;
- 7) provide year-round representation and support at all levels of government, with lobbying and legal offices and staff available in both Tallahassee and at the local level in Broward County;
- 8) provide an understanding and analysis of the context in which decisions affecting the City will be made;
- 9) testify, if needed, on behalf of Hollywood and represent the City before the County, Legislature, Governor, and Cabinet and before the Broward County Legislative Delegation;
- 10) stay in regular contact with Hollywood officials with bi-weekly written reports before, during and after session and provide ongoing monthly reports the rest of the year.
- 11) incorporate City officials and staff wherever appropriate to advocate for our legislative priorities. Through past experience, we know that City leaders who are active and visible in Tallahassee are most successful so we look for opportunities to have clients testify at hearings, and meet with key legislators and executive branch officials as often as possible.

SUMMARY OF THE PROPOSER'S FEE STATEMENT

The Proposal will show the fee schedule. Express your fee in a lump sum not-to-exceed maximum amount and a separate price for the components of the work shown in scope of service and include a chart of the rates which ties the project plan and milestones to hours assigned to the personnel. Additionally, indicate your expectations concerning reimbursement for travel, per diem expenses, photocopying, telephone lines or other incidental expenses, if applicable. If additional work is required beyond the scope of this contract, how would those services be billed? This may include additional presentations or follow-up as requested.

We propose to maintain the same all-inclusive flat fee of \$50,000 a year for our services. This fee includes both State and Local lobbying services on an annual year-round basis paid monthly. Significant efficiencies and economies of scale benefit the City by one all-inclusive fee for both local and state together as the same component. This fee includes coverage for the City at all County Commission Meetings, all County workshops and all County special meetings. The fee includes all Broward County Delegation Committee Meetings and events, Committee Weeks in Tallahassee and the Session. This integrated, one-stop, seamless approach is the most cost-effective approach for the City as many issues involve both the local and state level and the fee will cover both and all matters.

CONCLUSION AND SUMMARY

It has been a privilege and an honor to represent the City of Hollywood as its State Legislative Lobbyist for the last 30 years and as the City's lobbyist before the County Commission for the last 10 years. In summary, we would like to highlight the major points presented herein and reaffirm our strong interest in continuing the outstanding work we have done together. Hollywood is near and dear to our hearts and we have worked tirelessly to advocate on its behalf.

Qualification of Firm (30 points)

The City of Hollywood is one of several local government clients the Becker lobbying team represents in the Florida Legislature. Through this representation, our team of experienced lobbyists from diverse political backgrounds has gained tremendous insights, knowledge and understanding of the issues and players impacting local government legislation. We know how to analyze and interpret an agency budget to identify opportunities for funding as evidenced by our successful track record of funding; we know which legislators influence legislation and appropriations that impact municipalities; we have long standing relationships with key committee staff members that provide inside information about threats and opportunities to our priorities. There is no learning curve. The Becker team has the proven experience and demonstrated know how to get the job done for Hollywood. We have dozens of notable and highly successful accomplishments for Hollywood both at the State and Local level and provide one stop shop seamless representation.

Relationships, Resources, and Capabilities (25 points)

Without question we are a highly active, bi-partisan political organization that is involved in all major campaigns in Florida. With our 11 offices throughout the state and 130+ Florida lawyers and lobbyists we are a force to contend with. We have life-long friendships with Speakers, Senate Presidents, Governors, and dozens of Legislators and County Commissioners. We represent more clients than any other firm at the County and as the Sun Sentinel said, "wield influence and make a difference" (for our clients). The Government Law and Lobbying team has huge resources, relationships and capabilities all at the disposal of clients like Hollywood.

Legislative lobbying may seem like a vague and disorganized process to the general public but for those who do it well it is a highly organized and structured set of activities with performance measures and accountability. We pride ourselves on organizing our efforts for maximum efficiency and effectiveness. With the same team representing the City at the State and County, the City gets huge added value in efficiencies and cost savings. We use timelines, tracking systems, and flow charts to monitor legislation, track committee activities and follow appropriations requests.

Organization is the hallmark of a great lobbyist. Great lobbyists also have excellent technical skills, including for example, the ability to: analyze and draft legislation, understand and influence the committee process, and know the rules governing the legislative bodies. As lawyers and former staff members (and Ellyn Bogdanoff as former member of the Senate), our team has superior technical skills and qualifications to meet and exceed the City's legislative goals.

Project Understanding, Proposed Approach and Methodology (15 points)

Having spent 30 years advocating on behalf of the City, our team has an intimate understanding of the project. We have lived it. The City's Legislative Priorities are issues we have worked on for many years and consider them our own. We are committed to making them a reality for the City. Our proposed approach

and methodology are intended to be extremely inclusive and encourage participation by all the stakeholders in Hollywood. We apply the same philosophy of inclusion when lobbying. We are extremely detail oriented and work hard to ensure that every legislator and staff member with any interest or authority over our legislative agenda is fully informed and on board.

Cost to the City (30 points)

Becker has provided the City with tremendous value over the years because the City's cost has remained the same while the benefits received have continued to increase. We understand the City must control its costs so we have kept our annual fee (inclusive of all hard costs such as travel which have increased dramatically over the years) the same for well over a decade. We have also added local government lobbying at no additional cost and provide seamless representation.

In conclusion, we look forward to the opportunity to meet personally with City officials to discuss this proposal and the creative ideas we have to make the 2022 Legislative Session successful for Hollywood. Thank you for the privilege of serving the City for the last 30 years. We are energized and prepared to continue doing the job.

APPENDIX

Team Resumes



Bernie Friedman
Shareholder
Ft. Lauderdale
📞 954.987.7550
📞 954.985.4180
Additional Location:
Tallahassee, Washington, D.C.
✉ BFRIEDMAN@beckerlawyers.com

Bernie Friedman is the shareholder in charge of the Firm’s Government Law and Lobbying practice group. He represents a wide variety of businesses, non-profit organizations, developers, and trade associations before local governments in South Florida, the Florida Legislature and Executive Agencies in Tallahassee. He has helped public and private sector clients secure millions of dollars in government grants, procurements, concessions and contracts. An experienced lawyer-lobbyist, he provides strategic advice and guides clients through the complex governmental procurement process, including responding to Requests for Proposals (RFP) from the early stages of team building through project submittals and presentations to final selection and negotiation.

Recognized by the Sun-Sentinel as one of the area’s most influential lawyer-lobbyists, his 30+ years of political experience, knowledge of the government, and access to key decision makers are extremely valuable to his clients. Selected by his peers for inclusion in the *Best Lawyers in America*© every year since 2013, Mr. Friedman is an active and visible political figure, having addressed the Democratic National Convention, testified before U.S. Congress, and appeared on programs including “Good Morning America”, “The O’Reilly Factor” and “Larry King.” Prior to practicing law in Florida, he spent ten years working on Capitol Hill as Chief-of-Staff to a U.S. Congressman. He was the youngest chief-of-staff at the time.

Education

- American University, J.D., 1984
- George Washington University, B.A., 1980, *Phi Beta Kappa*

Experience

- Represented the City of Hollywood and helped secure millions of dollars of State funds for senior center programs, beach nourishment, park improvements, museums, and public safety since 1991.
- Helped secure millions of dollars in dozens of line item State Appropriations for human service agencies and nursing homes affiliated with the Florida Association of Jewish Federations during 25+ years of representation.
- Helped pass substantive legislation regarding Home Rule Power, Annexation, Community Re-Development Agencies (CRA), Municipal Elections, and coastal construction and development.

- Helped pass mandatory Holocaust Education legislation and other legislation related to Hate Crimes and the divestiture of State pension funds from certain countries, such as Iran and Sudan Legislation to allow for investment in Israel Bonds, and Legislation banning State and local governments from doing business with companies engaged in BDS boycotts of Israel.
- Representation of developer, Azur Equities, negotiating a package of CRA incentives as well as a \$2.5 million purchase and developer's agreement from Davie's Town Council for entertainment project, Frontier Square. The 150,000 square foot commercial space will bring restaurants, a 60-room hotel, and other entertainment to the Town of Davie.
- Lead lawyer and lobbyist for Matthews Southwest, the developer of the Broward County Convention Center Expansion and 800-room hotel. Mr. Friedman has worked extensively with City of Fort Lauderdale and Broward County staff and elected officials on a variety of complex development and financing issues.
- Represented Isle Casino at Pompano Park Racing for 25 plus year. Supervised the \$20 million successful statewide political campaign of the casino referendum on behalf of The Isle Casino and Racing at Pompano Park. Helped pass enabling legislation and Agency Rules to govern slot machine gaming and cardrooms.
- Worked on hundreds of permit approvals in the design, construction and operation of the new \$182 million Isle Casino and Racing at Pompano Park. Helped pass legislation to reduce the tax rate and expand hours of operation and types of games.
- Helped devise the winning strategies for concessions and contracts for numerous clients at Fort Lauderdale-Hollywood International Airport and Miami Airport: Duty Free Americas, Secure Wrap, Smart Carte, Paradies Shops, Delaware North Food and Hospitality, Inc., Fuel Facility Management, Travelex Financial and Business Services, Go Airport Shuttle, Master Concessionair Sunshine Cleaning Services, Air-IT, HMS Host, Paradies, Standard Parking, Yellow Taxi and SP Plus.
- Helped clients win various hotly contested engineering and design projects at Ft. Lauderdale-Hollywood International Airport such as: Exit Roadway Design Criteria Package, High Speed Taxiway/ Airfield Modification and General on-call aviation Engineering for Reynolds Smith Hill, the award winning design for the Rental Car Garage – Spillis Candella-DMJM-AECOM, the design of new \$600M South Runway RSH, Atkins, Balfour Beatty- James A. Cummings JV for the construction of the new Terminal 4, Tutor Perini for Design-Build New Runway and Apron Project, Gresham Smith Terminal Modernization, NV5 New South Runway QAMTS, Keith and Associates and Cartaya for on-call engineering.
- Quarterbacked a coalition lead by the Florida Retail Federation and hundreds of national and local retailers and shopping center owners in opposition to an Ordinance that would have required mandatory security cameras in all retail parking lots in Broward County.
- Lead lobbyist for Seawood Builders/Catalfumo – H.J. Russell on the hard fought right to design and build Broward County's new \$50 million Central Broward Regional Park in Lauderhill. Negotiated significant change orders, code interpretations, and design criteria issues with County and City officials.
- Represented Embraer Aircraft, Inc. in its successful efforts to secure long term lease extension for aircraft maintenance, and parts distribution center adjacent to the North Runway at Ft. Lauderdale-Hollywood International Airport.

Professional / Community Activities

Mr. Friedman is a past President of the David Posnack Jewish Community Center, which serves thousands of people throughout Broward County on its 50-acre campus in Davie, Florida.

He has served on the Board of Directors of the Ft. Lauderdale Chamber of Commerce, the Florida Restaurant and Lodging Association Broward Chapter, the Jewish Federation Broward County and past Secretary of the South Florida Public Broadcasting Service.

Mr. Friedman has twice served as Chair of the Jewish Federation of Broward County's Community Campaign Celebration with noted speakers Alan Dershowitz and Nobel Laureate Elie Wiesel and has chaired the Jewish Federation's corporate campaign for over 15 years.



Nick Matthews is an experienced advocate with an extensive background in state and local legislative, budgetary, and executive processes. He is especially knowledgeable in health care, local government, finance and tax, economic development, criminal justice, and transportation issues.

A former in-house lobbyist for Broward County, Nick managed Broward County's advocacy as a part of its Office of Intergovernmental Affairs and Professional Standards. He worked closely with the Mayor, Vice Mayor, Commissioners, County Administration, Department Directors, Constitutional Officers, City Managers and City Commissioners in that capacity. Specifically, he developed, managed, and advocated for Broward County's State Legislative Program and appropriations priorities. Nick was instrumental in securing funding and permitting while advocating for critical economic development infrastructure projects at Port Everglades, Ft. Lauderdale-Hollywood Airport and for the Beach Renourishment program. He also served as Chief of Staff in the Florida Senate.

Education & Training

- Florida State University, Masters of Applied American Politics and Policy (2008),
- BS, International affairs with Political Science Emphasis (2006)

Experience:

- ✓ **Sand By Pass and Beach Nourishment** – For several years, Nick has been very involved in helping the County receive federal and state funding for the Port Everglades Sand Bypass and the Segment III Beach Nourishment project. This advocacy has resulted in a fully permitted and funded bypass project and Segment III nourishment. Prior to joining Becker, Nick worked in the Government Affairs Office in Broward County and served as lead fighting for funding and permits. During Nick's tenure the Segment II project went from planning to permitted and full funded. Nick takes that same knowledge and experience to his current job helping Hollywood have a voice in the process. In previous years, the County looked to the cities for an outside portion of funding that was not fair to municipalities that don't have the direct benefit of Tourism Development Tax revenue. Along the way, we have helped advocate for more federal funding. At

this moment, the bypass is funded and Segment III stands to be fully funded by the Army Corps of Engineers.

- ✓ **Defeat of Short-Term Rental Legislation** - On behalf of local government clients, the Becker team played a leading role in helping to prevent the short-term rental bill from Senate passage ultimately defeating the bill in the 2020 session. We crafted a strategy to engage the Cape Coral City Commission in taking a leadership role in the fight since Senator Benacquisto from Lee County served as Chair of the all-powerful Senate Rules committee, the last stop for the legislation that had passed the House and was sailing through the Senate. A Cape Coral Commissioner came to Tallahassee and we arranged a meeting with Senator Benacquisto. Our team worked closely with Cape Coral's Code Enforcement leaders and with the League of Cities, Association of Counties, and others to draft compromise language. After days of intense drafting and negotiation, our compromise language was rejected by advocates for the preemption of local control. Their rejection caused the bill to die in committee. This example is illustrative of the Becker approach: strategically working with the right partners to elevate the issue to one of the ultimate decisionmakers. The Becker team uses its political acumen and strength to achieve its client's funding and legislative goals sometimes despite long odds like this legislation that was a top priority for legislative leaders.



Yolanda Cash Jackson is an attorney and one of the Firm's most experienced state government lobbyists. She is a shareholder with the Firm and a member of the Firm's seven-member Management Committee helping oversee firm strategy and management.

Yolanda has a well-earned reputation in Tallahassee for her ability to cross party lines and navigate various caucuses to achieve seemingly impossible results for her many long-time clients. She is especially well-known for her representation of public entity clients, including Miami-Dade County, cities of Pompano Beach, West Park, Miami-Dade, and Broward Public Schools plus higher education institutions such as Florida Memorial University, Florida Polytechnic University and Bethune Cookman. She has had great success building coalitions with key stakeholders and raising the public profile of her clients to achieve their legislative goals. She has expertise in the appropriations process and has been effective protecting existing funding sources, while creatively developing new ones. She has partnered with like-minded organizations, created consortiums, and identified little known programs to secure new funding sources. Yolanda keeps her finger on the pulse of the ever-changing political environment and uses her understanding of the budget process to support her clients' priorities.

Yolanda is proud of her many long-time (10+ years) clients that have renewed her lobbying contract multiple times, a strong indication of their satisfaction with her skills, knowledge and most of all, results.

In addition to her strong legislative lobbying experience, Yolanda has handled issues at the Executive level and has experience interacting with the Governor's office, Department of Transportation, and other executive level agencies. She is an excellent speaker who has organized and taught many legislative training and advocacy workshops to help association members become more familiar and knowledgeable about the legislative process.

A "double Gator" graduating with a BS and JD from the University of Florida, Yolanda serves on the boards of the University of Florida Foundation and is a past Trustee of the University of Florida, Levin College of Law Trustees. She is also active with Leadership Florida; the Orange Bowl Committee; the United States Senate Military Affairs Committee; the National Black Caucus of State Legislators, Corporate Round Table; the International Women's Forum; and the Miami- Dade County Black Affairs Advisory Board Commission for Women. She is an appointee to the Florida Bar's standing committee on Governmental and Public Policy Advocacy. She is an active member on the Greater Miami Chapter of the Links, Inc., with special appointment to the National Legislative and Public Affairs Committee; Miami Alumni Chapter of Delta Sigma Theta Sorority; Miami-Dade Beacon Council Board of Directors; and the Greater Miami Chamber of Commerce, former Chair-State Advocacy Committee.

Education & Training

University of Florida, BS, JD

Experience:

Yolanda has had great success building coalitions with key stakeholders and raising the public profile of clients including cities such as Miami Gardens, Pompano Beach, Lauderdale Lakes, North Lauderdale plus Broward County Schools, Miami Dade County, Florida Children's Coalition, Historically Black Colleges and Universities, City of West Park, and others to achieve their legislative and funding goals. She has expertise in the appropriations process and has been effectively protecting existing funding sources, while creatively developing new ones. She has built bipartisan relationships at the highest levels, partnered with like-minded organizations, created consortiums, and identified little known programs to secure new funding sources.

- ✓ **Miami-Dade County** - Each year, the lobbying team collaborates with in-house staff to develop a legislative agenda and strategy. Each lobbyist is given assignments with specific goals, objectives, and reporting requirements. The lobbying team collaborates with staff and each other throughout the year and speak/meet regularly during session and committee weeks to share intelligence and plot strategy to achieve stated goals. Becker's primary focus for Miami-Dade over the years has included: appropriations, public safety, transportation, and infrastructure. Becker has represented Miami Dade County since 2001.
- ✓ **Historically Black Colleges and Universities** - HBCUs were one of the biggest winners in the 2020 legislative budget with a \$20 million increase of recurring funding for Florida Memorial University, Bethune-Cookman and Edward Waters College. Yolanda worked tirelessly with the Florida Conference of Black State Legislators, legislative leadership, and Governor DeSantis, who called her personally to deliver the good news after signing a veto-filled budget in a difficult year for state appropriations.
- ✓ For **Edward Waters College**, the team used a little-known budget item tucked into the Department of Education budget to secure \$85,000 as a pilot project for gunshot detection to enhance student safety in this high crime area. This funding was not a line item and therefore, not subject to a veto.

The college benefited even more when the City of Jacksonville followed our lead and secured an additional \$300,000 for shot detection and public safety. Another example of creativity and resourcefulness in accomplishing funding goals.

- ✓ Yolanda and the Becker team have represented the **Florida Children's Initiative** since its inception ten years ago when it was a top priority for former Becker lawyer, then House Speaker and current US Senator Marco Rubio. Starting as their pro bono lobbyist, the program (part of the well-known Ounce of Prevention Fund) expanded from one to five jurisdictions and has received millions of state and federal funds to improve educational outcomes for low income, underserved students through a comprehensive unified system of support services for children from cradle to college.
- ✓ Yolanda and the Becker team have served as lead lobbyist for **Broward County Schools** before, during and since the tragedy at Marjory Stoneman Douglas High School. Broward County Schools have been under immense pressure and scrutiny. It has been a difficult and challenging time for everyone involved, requiring tremendous patience, trust, commitment and understanding. The team has continued to work closely with Superintendent Runcie, Board Members, and staff to communicate the district's priorities and respond to legislators' concerns.



Ellyn S. Bogdanoff

Shareholder

Ft. Lauderdale

📞 954.987.7550

📞 954.364.6005

Additional Locations:

West Palm Beach, Tallahassee

✉ EBOGDANOFF@beckerlawyers.com

Ellyn Bogdanoff is a shareholder in the Firm's Government Law and Lobbying Practice Group. As a former State Senator and State Representative – she left the Florida Legislature in 2012 – Ellyn is uniquely positioned to advocate important local government issues at all levels of state government. Sen. Bogdanoff has served with most of the members in the Florida Senate and House. Sen. Bogdanoff has excellent working relationships with legislators on both sides of the aisle and had a solid reputation as a legislator who tackled complex policy issues. Ellyn also maintains positive working relationships with key House and Senate staff members who can influence the progression of legislation. Sen. Bogdanoff spent nine years in the Legislature building quality relationships and working diverse legislation and issues.

A lawyer and lobbyist, Ellyn Bogdanoff has unique policy experience that is hard to match. During her tenure in the State Legislature, Ellyn served as the Majority Whip under then-House Speaker Marco Rubio, which was the policy arm of the Florida House. Under Ellyn's supervision, several lawyers and other staff reviewed every bill to evaluate substantive policy issues, make recommended changes, and then worked closely with House members on passage. Additionally, she chaired both the House and Senate Finance & Tax Committees gaining deep insights into Florida's tax system, and as Chair of the Joint Administrative Procedures Committee, she became expert in the rule making process. She also chaired the Criminal and Civil Justice Appropriations Committee when she served in the Senate. Ellyn gained a reputation for

handling complex policy issues. In fact, the *Sun-Sentinel* called her a "low tax, pro-business Republican who isn't afraid to tackle big issues" in their endorsement.

Education & Training

University of Florida, B.A. 1980, with honors and Nova Southeastern University, J.D., 2003

Experience:

- ✓ **Town of Lake Park** - Ellyn has represented the Town of Lake Park, a small town of 8,000 residents for the last four years. In each of the years, the Becker team has helped secure funding for their priority projects. In year one, they received a \$600,000 appropriation for their stormwater Master Plan, which was critically important to redevelop their downtown, the core of their business district which flooded regularly. In 2020, the team added \$3.5 million from FEMA through the Department of Emergency Management. Their other priorities including funding for road striping and roof replacement funds for their Historic Town Hall were also achieved with significant state funds. In fact, the team was able to expand the total dollars available for roof replacement grant funds to ensure the Town was successful no matter their ranking.
- ✓ **Defeat of Short-Term Rental Legislation** - On behalf of the City of Cape Coral and other local government clients, Ellyn and the Becker team played a leading role in helping to prevent the short-term rental bill from Senate passage ultimately defeating the bill in the 2020 session. We crafted a strategy to engage the Cape Coral City Commission in taking a leadership role in the fight since Senator Benacquisto from Lee County served as Chair of the all-powerful Senate Rules committee, the last stop for the legislation that had passed the House and was sailing through the Senate. A Cape Coral Commissioner came to Tallahassee and we arranged a meeting with Senator Benacquisto. Our team worked closely with Cape Coral's Code Enforcement leaders and with the League of Cities, Association of Counties, and others to draft compromise language. After days of intense drafting and negotiation, our compromise language was rejected by advocates for the preemption of local control. Their rejection caused the bill to die in committee. This example is illustrative of the Becker approach: strategically working with the right partners to elevate the issue to one of the ultimate decisionmakers. The Becker team uses its political acumen and strength to achieve its client's funding and legislative goals sometimes despite long odds like this legislation that was a top priority for legislative leaders.



José K. Fuentes

Senior Government Relations Consultant

Miami

📞 305.262.4433

✉ JFUENTES@beckerlawyers.com

José Keichi Fuentes has a strong network of contacts and over 30 years of experience working in the government and in the political arena. He is a government relations professional who represents local

government, other public bodies and private sector clients in environmental, safety, infrastructure and water resources at the state and local levels.

Mr. Fuentes is committed to public service as proven through his community, civic and volunteer work. Most recently, he served on the Board of Trustees and was elected Vice Chair of Miami Dade College, the largest and most diverse college in the nation. He has served on the executive board of the Chamber of Commerce and has served as Chairman of the Governmental Affairs Group where he played a key role in engaging the Chamber to support the High-Speed Rail and Miami's Port Tunnel Project and numerous other Legislative Issues that impact South Florida.

He is a member of the City of Miami's Mayor's International Council and has served on the Executive Committee of the Miami-Dade County Republican Party. Mr. Fuentes is past Chairman of both United Home Care Services and the Miami-Dade County Asian-American Advisory Board.

In 2017 Mr. Fuentes was honored by the Greater Miami Chamber of Commerce with the International Governmental Relations Award.

His client list includes the Village of Pinecrest, City of Miami, City of Homestead, City of South Miami, City of Sweetwater, Village of Virginia Gardens, and City of Miami Springs, to name a few. In the private sector, he represents Hitachi, Wade Trim, ShotSpotter, Miami Dade Transportation Planning Organization, Motorola, ProChamps, Groupe ADP, Siemens Mobility, Mitsubishi and Ygrene/PACE. His extensive lobbying experience at the highest level of local, county and state government has helped him contribute to the passage of numerous bills. He has also secured funding for the municipalities he represents through the allocation of major infrastructure projects funding. During his time as director of the South Florida Water Management District, Regional Office, Mr. Fuentes was instrumental in securing funds for key water projects in Miami-Dade County.

Education & Training

- St. Thomas University, B.A.

Experience

- ✓ **City of South Miami** - In 2008, experiencing a high rate of pedestrian traffic crossing on US1 from the South Miami Metrorail Station to the recently-revamped economic hub of Downtown South Miami, the City of South Miami was in need of funds to construct a pedestrian overpass at this intersection. The challenge the City was facing was its inability to secure the funds on its own to build this overpass. After collaborative meetings between the Becker lobbying team, the City of South Miami's City Manager, and then-Miami-Dade County Commissioner Carlos Gimenez, our team conceived a strategy to successfully secure funds for the needed overpass.

In short, the team felt the best approach to secure funds was to advertise the need for the pedestrian overpass as a County priority that would benefit the county as a whole, rather than advertising it as a City of South Miami priority. Thusly, County Commissioner Gimenez spearheaded a joint request between the Miami-Dade County Commission and City of South Miami to the State Legislature for the allocation of funds to build the pedestrian overpass. In this joint request, the

City of South Miami offered to match the funding proposed by the County to ensure the State would not be the sole provider of project funding.

Through Becker's advocacy efforts, our team was able to secure the funds the City of South Miami was seeking. Unfortunately, prior to the implementation of the project funds, a series of pedestrian accidents at the University of Miami Metrorail station forced the City of South Miami to shift the allocated funds to address the issue caused by the aforementioned situation at the University of Miami.

- ✓ **Village of Key Biscayne** – The Village was in need of funding to repair and upgrade Crandon Boulevard. The challenge was that Crandon Boulevard is a County road and the State was not providing funding to local roads. With Bill Baggs State Park at the end of Crandon Boulevard the Becker lobby team made the case that if the State funds roads for the ingress and egress to prisons, how could they not fund the same to State Parks. Becker further made the case that Bill Baggs is the third most visited State Park and the only one to provide a profit for the State. An amendment was passed on to the Transportation Package to allow the State to fund roads leading to State Parks. In addition, we appropriated \$2.8 million for the redevelopment of Crandon Boulevard.
- ✓ **Mami Port Tunnel** - In the role as Government Chair of the Greater Miami Chamber of Commerce, lead lobbyist Jose K. Fuentes played a key role in engaging the Chamber to support the Miami's Port Tunnel Project. The Miami Port Tunnel Project was on life support as it had little support from some in FDOT. As Chair, along with many Miami-Dade leaders and stakeholders, we immediately convened a meeting with members of the delegation who understood the importance of the project and hence revised it in the FDOT Capitol Plan. The Port of Miami Tunnel project involved the design and widening of the MacArthur Causeway by one lane in each direction leading up to the tunnel entrance, the relocation of Parrot Jungle Trail, and the reconstruction of roadways on Dodge Island. The tunnel itself has two side by side tubes carrying traffic underneath the cruise ship channel of the Government Cut shipping lane.
- ✓ **Miami-Dade Expressway Authority** - On behalf of Miami-Dade Expressway Authority (MDX), Jose and the Becker team defended the independence of all independent expressway authorities and entities. He has been on the front lines working to preserve the sovereignty of local authorities and remind lawmakers of the original purpose and value of maintaining the independence of such authorities relating to bonding, credit worthiness and overall stability.
- ✓ **SMART Region Delegation to Asia** - through Jose K. Fuentes's role as Chairman of the U.S. Japan Council, he helped coordinate site visits in Japan for Transportation Planning Organization (TPO) officials from Miami-Dade and MPO officials from Broward County to investigate alternative transportation technologies available to meet the challenges of large and growing metropolitan communities. The Smart Region South Florida delegation had peer to peer information exchanges with transit policy makers in Tokyo, Aichi, Hong Kong, Shenzhen, and Changsha. The delegation saw first-hand Automated People Mover (APM) guided transit technology, urban maglev technology, rode the bullet train and exchanged ideas with monorail experts. The group toured manufacturing facilities for SkyRail, SkyShuttle, and busses. The team also helped coordinate Miami-Dade County Mayor Carlos Gimenez, Miami-Dade Board of County

Commissioners and TPO team members at Hitachi Showroom Headquarters in Tokyo in 2018 to discuss heavy rail technology and its potential application in Miami-Dade County.



Max Losner

Government Relations Consultant

Miami

📞 305.262.4433

✉ MLOSNER@beckerlawyers.com

A fifth-generation Floridian, **Max Losner's** heritage is engrained in the South Miami-Dade community, having come from a family long-involved in banking, local politics, and community activism.

While a student at the University of Central Florida, Max was selected from a competitive pool of applicants to go to Tallahassee as a part of the UCF Legislative Scholars program. As a legislative intern in the Florida House of Representatives, Max worked in the offices of Representative Scott Plakon and Representative David Smith from Seminole County.

His experience in the Florida House led him to join Becker as a legislative assistant, where he supported the government team in successfully bringing back millions of dollars in funding for a multitude of municipalities and nonprofits, along with a flurry of key policy changes.

His background also includes having managed several campaigns for public office in Miami-Dade and Monroe Counties. In 2020, he was elected to serve as Secretary of the Republican Party of Miami-Dade County.

Education & Training

- Max has a Bachelors of Health Services Administration with a minor in Political Science from the University of Central Florida, where he graduated *cum laude*.

PROFESSIONAL / COMMUNITY ACTIVITIES

- Republican Party of Miami-Dade County, Secretary, 2020 – present

RFP-4677-21-OT State and Local Lobbying Services**City of Hollywood, Florida****ACKNOWLEDGMENT AND SIGNATURE PAGE**

This form must be completed and submitted by the date and the time of bid/proposal opening.

Legal Company Name (include d/b/a if applicable): Becker & Polaikoff, P.A. Federal Tax Identification Number: 59-1640708

If Corporation - Date Incorporated/Organized: 1973

State Incorporated/Organized: Florida

Company Operating Address: 1 E. Broward Blvd., Suite 1800

City Ft. Lauderdale State FL Zip Code 33301

Remittance Address (if different from ordering address): _____

City _____ State _____ Zip Code _____

Company Contact Person: Bernie Friedman Email Address: Bfriedman@beckerlawyers.com

Phone Number (include area code): 954.985.4180 Fax Number (include area code): 954.985.4176

Company's Internet Web Address: https://beckerlawyers.com/

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

AML 8/11/2021
Bidder/Proposer's Authorized Representative's Signature: _____ Date

Type or Print Name: Allen Levine, Officer

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLD HARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FORM THE AWARD PROCESS.

RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

HOLD HARMLESS AND INDEMNITY CLAUSE**(Company Name and Authorized Representative's Name)**

Becker & Poliakoff, P.A., the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.

AML
SIGNATURE

Allen Levine, Officer
PRINTED NAME

Becker & Poliakoff
COMPANY OF NAME

8/11/2021
DATE

Failure to sign or changes to this page shall render your bid non-responsive.

RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

NON-COLLUSION AFFIDAVITSTATE OF: FloridaCOUNTY OF: Broward, being first duly sworn, deposes and says that:

- (1) He/she is Officer (Treasurer) of Becker & Poliakoff, the proposer that has submitted the attached proposal.
- (2) He/she has been fully informed regarding the preparation and contents of the attached proposal and of all pertinent circumstances regarding such proposal;
- (3) Such proposal is genuine and is not a collusion or sham proposal;
- (4) Neither the said proposer nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other proposer, firm or person to submit a collusive or sham Bid proposal in connection with the contractor for which the attached proposal has been submitted or to refrain from proposing in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other proposer, firm or person to fix the price or prices, profit or cost element of the proposal price or the proposal price of any other proposer, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED) *AML* Allen Levine, Officer
 Title

Failure to sign or changes to this page shall render your bid non-responsive.

RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA STATUTES ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR
OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to City of Hollywood
by Allen Levine, Officer (Treasurer) for Becker & Poliakoff, P.A.
(Print individual's name and title) (Print name of entity submitting sworn statement)
whose business address is 1 E. Broward Blvd., Suite 1800, Ft. Lauderdale, FL 33301
and if applicable its Federal Employer Identification Number (FEIN) is 59-1640708 if the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. 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 a federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

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

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

X Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any 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

RFP-4677-21-OT State and Local Lobbying Services**City of Hollywood, Florida**

affiliate 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, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this 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 PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

AML

Allen Levine, Officer

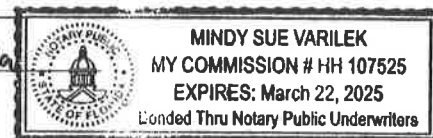
(Signature)

Sworn to and subscribed before me this 12th day of August, 2021.

Personally known ☒

Or produced identification _____ Notary Public-State of Florida

_____ my commission expires 3/22/2025
(Type of identification)



(Printed, typed or stamped commissioned name of notary public)

Failure to sign or changes to this page shall render your bid non-responsive.

RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

**CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER
RESPONSIBILITY MATTERS**

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, 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) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

Becker & Poliakoff, P.A.

1 E. Broward Blvd., Suite 1800

Ft. Lauderdale, FL 33301

Application Number and/or Project Name:

RFP-4677-21-OT State and Local Lobbying Services

Applicant IRS/Vendor Number: 59-1640708

Type/Print Name and Title of Authorized Representative:

Allen Levine, Officer

Signature: AML Date: 8/11/2021

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RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee's community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

AML

Allen Levine, Officer

VENDOR'S SIGNATURE

PRINTED NAME

Becker & Poliakoff, P.A.

NAME OF COMPANY

RFP-4677-21-OT State and Local Lobbying Services**City of Hollywood, Florida****SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY**

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby." The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body.

The City of Hollywood policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business.


The State of Florida definition of "gifts" includes the following:

Real property or its use,
 Tangible or intangible personal property, or its use,
 A preferential rate or terms on a debt, loan, goods, or services,
 Forgiveness of indebtedness,
 Transportation, lodging, or parking,
 Food or beverage,
 Membership dues,
 Entrance fees, admission fees, or tickets to events, performances, or facilities,
 Plants, flowers or floral arrangements
 Services provided by persons pursuant to a professional license or certificate.
 Other personal services for which a fee is normally charged by the person providing the services.
 Any other similar service or thing having an attributable value not already provided for in this

section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.

 <hr/> SIGNATURE	Allen Levine <hr/> PRINTED NAME
Becker & Poliakoff, P.A. <hr/> NAME OF COMPANY	Officer <hr/> TITLE

Failure to sign this page shall render your bid non-responsive.

RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Becker & Poliakoff, P.A.

Firm giving Reference: City of Cape Coral, FL

Address: 1015 Cultural Blvd., Cape Coral, FL 33990

Phone: 239.574.0446

Fax: 239.574.0452

Email: thall@capecoral.net

1. **Q:** What was the dollar value of the contract?

A: \$50,000 annually

2. Have there been any change orders, and if so, how many?

A: No change orders

3. **Q:** Did they perform on a timely basis as required by the agreement?

A: Yes, they are very responsive.

4. **Q:** Was the project manager easy to get in contact with?

A: Yes, always.

5. **Q:** Would you use them again?

A: Yes.

6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)

A: ☒ 5 Excellent ☐ 4 Good ☐ 3 Fair ☐ 2 Poor ☐ 1 Unacceptable

7. **Q:** Is there anything else we should know, that we have not asked?

A: We are very pleased with Becker. We intent to enter in to a new agreement with them when their contract expires in November of this year.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Terri Hall Title: Legislative Coordinator

Signature: Terri Hall Date: August 5, 2021

RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Becker & Poliakoff, P.A.

Firm giving Reference: City of Miami Gardens, FL

Address: 18605 NW 27th Avenue, Miami Gardens, FL, 33056

Phone: 954.473.0046

Fax: 305.622.8001

Email: cbenson@miamigardens-fl.gov

1. Q: What was the dollar value of the contract?

A: \$60,000

2. Have there been any change orders, and if so, how many?

A: N/A

3. Q: Did they perform on a timely basis as required by the agreement?

A: Yes

4. Q: Was the project manager easy to get in contact with?

A: Yes

5. Q: Would you use them again?

A: Yes

6. Q: Overall, what would you rate their performance? (Scale from 1-5)

A: ☒ 5 Excellent ☐ 4 Good ☐ 3 Fair ☐ 2 Poor ☐ 1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?

A:

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Cameron Benson  Title: City Manager

Signature: _____ Date: 8/5/2021

RFP-4677-21-OT State and Local Lobbying Services

City of Hollywood, Florida

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Becker & Poliakoff, P.A.

Firm giving Reference: City of North Lauderdale

Address: 701 SW 71st Avenue, North Lauderdale, FL 33068

Phone: 954.597.4709

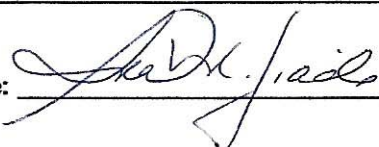
Fax: _____

Email: Amziade@nlauderdale.org

1. Q: What was the dollar value of the contract?
\$40,000
2. Have there been any change orders, and if so, how many?
None.
3. Q: Did they perform on a timely basis as required by the agreement?
Yes.
4. Q: Was the project manager easy to get in contact with?
Yes. At all times.
5. Q: Would you use them again?
Absolutely, and without hesitation.
6. Q: Overall, what would you rate their performance? (Scale from 1-5)
☒ 5 Excellent ☐ 4 Good ☐ 3 Fair ☐ 2 Poor ☐ 1 Unacceptable
7. Q: Is there anything else we should know, that we have not asked?
Their knowledge through years of experience and bi-partisan relationships throughout those years are most

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Ana Ziade Title: Mayor

Signature:  Date: 08/05/2021



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Detail by Entity Name

Florida Profit Corporation

BECKER & POLIAKOFF, P.A.

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Principal Address

1 EAST BROWARD BLVD #1800
FT LAUDERDALE, FL 33301

Changed: 10/22/2020

Mailing Address

1 EAST BROWARD BLVD #1800
FT LAUDERDALE, FL 33301

Changed: 10/22/2020

Registered Agent Name & Address

LESSER, STEVEN B.
1 East Broward Boulevard
Suite 1800
FT LAUDERDALE, FL 33301

Name Changed: 05/11/2001

Address Changed: 03/19/2015

Officer/Director Detail

Name & Address

Title TD

LEVINE, ALLEN M

1 East Broward Boulevard
Suite 1800
FT LAUDERDALE, FL 33301

Title PD

ROSEN, GARY C
1 East Broward Boulevard
Suite 1800
FT LAUDERDALE, FL 33301

Title SD

LESSER, STEVEN B
1 East Broward Boulevard
Suite 1800
FORT LAUDERDALE, FL 33301

Annual Reports

Report Year	Filed Date
2019	04/17/2019
2020	01/02/2020
2021	01/11/2021

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Becker & Poliakoff - Hollywood RFP-4677-21-OT

Final Audit Report

2021-08-11

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