



RFP No.: RFP-4417-14-JE

RFP Title: Lobbying Services
Prepared for City of Hollywood
Office of the City Clerk, Room 221
Attn: Janice English or Joel Wasserman
2600 Hollywood Blvd
Hollywood, FL 33020

May 29, 2014- 3 p.m.



Prepared by Sayfie Law Firm
Contact: Justin J. Sayfie
450 E. Las Olas Blvd., Suite 1500
Fort Lauderdale, FL 33301
954.523.2427

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RFP CHECKLIST

Please check each line item after the completion of the appropriate item.

- ☒ I verify that the signature on page number one (1) is the signature of the person authorized to bind the agreement. (Preferably in blue ink)
- ☒ I acknowledge reading and signing the Hold Harmless Statement.
- ☒ I have included all information, certificates, licenses and additional documentation as required by the City in this RFP document.
- ☒ I have checked for any addendums to this RFP, and will continue to check for any addendums up to the due date and time of this RFP.
- ☒ I have submitted one (1) original and five (5) copies and one (1) electronic copy (CD) of the entire proposal with addendums.
- ☒ I have verified that the outside address label of my RFP package is clearly marked to include my company's name, address, RFP number and date of RFP opening.
- ☒ I have read and completed (if applicable) the "Disclosure of Conflict of Interest".
- ☒ I am aware that a Notice of Intent to award this bid shall be posted on the City's website at www.hollywoodfl.org and on the Procurement Services bulletin board in room 303 at City Hall, and that it is my responsibility to check for this posting. Also, I have provided my email address, as the City, at its discretion, may provide me information by such means regarding this procurement process.
- ☐ I have submitted all supporting documentation for local preference eligibility, which must be received with the bid package prior to the bid opening date and time (if applicable).

NAME OF COMPANY: Sayfie Law Firm

PROPOSER'S NAME: Justin J. Sayfie

PROPOSER'S AUTHORIZED SIGNATURE: Justin J. Sayfie

DATE: May 29, 2014

b. Give the names of the person who will be authorized to make representations for your firm, their titles, addresses and telephone numbers.

Justin Sayfie, Founding Shareholder
450 E. Las Olas Blvd., Suite 1500
Fort Lauderdale, Florida, 33301
Phone number is 954 523 2427.

5. Profile of Proposer

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

Sayfie Law Firm is a Broward County-based law firm that services its clients in South Florida, Tallahassee, and Washington DC.

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

The work on this representation will be performed in the firm's South Florida office located on Las Olas Boulevard.

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.

Sayfie Law Firm, and its predecessor firm Blosser & Sayfie, have been providing exceptional service to our clients since 2001. Our firm successfully represents a wide variety of clients in the state capital, from Fortune 100 companies like Google and AutoNation to small startup entrepreneurs as well as local governments such as the City of Hollywood. Justin Sayfie is the only attorney and government affairs consultant employed by the firm. He has served as an advisor to Governor Jeb Bush, and has frequently appeared on national television to provide analysis of state and national political affairs. While working for Governor Bush, Justin developed unique expertise assisting the governor with oversight of thirteen state agencies on legislative and executive affairs. Additionally, he also advised the Governor on budget items and legislative bills and vetoes. Because of this experience, Justin is an effective legislative advocate, and his particular area of expertise is advocating in the Executive Branch among any of Florida's state agencies. Justin's expertise and experience will be brought to bear on the proposed work in all of our dealings with the Legislative and Executive Branches on behalf of the City, to strategically advocate with the proper government officials in the proper timeframe to maximize our effectiveness and likelihood of success.

d. Provide a list and description of similar municipal engagements satisfactorily performed within the past two (2) years. For each engagement listed, include the name, email fax and telephone number of a representative for whom the engagement was undertaken who can verify satisfactory performance.

Sayfie Law Firm is committed to its current, and hopefully future, representation of the City of Hollywood, and will refrain from representing any other municipalities or local governmental entities during the term of this proposed representation. That is our commitment to the City of Hollywood. This exclusivity will allow our firm to fully commit our advocacy efforts on behalf of the City of Hollywood and no other local government.

The issues below are representative of the advocacy efforts our firm has achieved for the City of Hollywood. (Because of our unique representation of the City of Hollywood, the requested 'five-year grid' is encompassed below in our response regarding the Seminole Compact, FY 2012 – FY 2014.)

Seminole Compact

On behalf of the City of Hollywood, Sayfie Law Firm successfully obtained language in the State of Florida Compact with the Seminole Tribe, as well as subsequent implementing legislation, to provide the City with revenue from the Tribe for impacts to the City due to casino gaming on the Tribe's adjacent properties. As a result of our firm's efforts, the City of Hollywood has received over \$2.8 million for the first three years of the Compact as follows:

FY 2012 - \$738,189

FY 2013 - \$863,952

FY 2014 - \$1,238,596

During the first five years of the Compact, revenue to the City is expected to exceed \$5 million. Governor Scott is currently renegotiating the Seminole Compact, as part of it is due to expire in the summer of 2015, and Justin Sayfie has spoken directly to Gov. Scott's General Counsel, Pete Antonacci, regarding the City of Hollywood's interest in maintaining the provision of these funds from the Tribe to the City.

Ocean Outfall

In 2013, the City of Hollywood assigned Sayfie Law Firm the task of advocating for a change to the Ocean Outfall legislation in Tallahassee. As it existed, the Ocean Outfall statute would have had a tremendously negative financial impact on the City. Previous efforts by the City to change the statute were unsuccessful. Working closely with City staff, its representatives, other interested local government stakeholders, legislators, legislative staff, and the Governor's office, Sayfie Law Firm executed an advocacy strategy to amend the statute to provide financial relief

for the City. On April 17, 2013, the Florida Legislature passed Senate Bill 444, and Governor Scott signed it into law on April 24, 2013.

Tri-Rail Coastal Link

Sayfie Law Firm is currently engaged by the City of Hollywood to advocate on behalf of a Tri-Rail Coastal Link station within the City of Hollywood. Relying upon our relationships with the South Florida Regional Transportation Authority, the Florida Department of Transportation, and the Broward County MPO, Sayfie Law Firm is working closely with City Staff to monitor the potential financial impacts, executive agency actions and legislative proposals that could affect the ultimate determination of the station site selection within the City of Hollywood.

Lorie Mertens-Black with the City of Hollywood has been the primary contact for the City of Hollywood representation, and her telephone number is 954-921-3599, fax is 954-921-3314 and email is lmertens-black@hollywoodfl.org.

e. Have you been involved in litigation within the last five (5) years or is there any pending litigating arising out of your performance?

No.

6. 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.

The project manager for this representation is Justin Sayfie. Justin's resume is attached as an appendix to this response.

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.

There are no other consultants assigned to this engagement other than Justin Sayfie.

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.

The proposed project team will consist of Justin Sayfie and he will be the sole point of contact on a day-to-day, 24/7 basis with the designated contact person for the City of Hollywood.

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

Anticipated municipal staff needed to support this engagement will consist of the City Manager and her designee, the City's legal counsel as well as finance staff from time to time.

7. *Project understanding, proposed approach, and methodology.*

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.

For this engagement, we would commence by conducting a full evaluation of all State of Florida government relations needs for the City of Hollywood, including a complete review of the City's 2014 Legislative Priorities. This would include all Legislative, Executive and budgetary issues. In consultation with municipal staff, we would seek to prioritize the issues and also make recommendations for advocacy efforts that are strategically directed to the City's priorities, as well as having a reasonable likelihood for success. When appropriate to do so, we would work in coordination with the Broward League of Cities and/or the Florida League of Cities to gather information and make recommendations.

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

Our project plan for this engagement is simple yet effective - Justin Sayfie will undertake all responsibility for the tasks identified below immediately upon engagement:

- Meet with the City Manager and all relevant City staff to review the governmental relations needs of the City.
- Prioritize issues based upon the strategic direction of the City.
- For each prioritized issue, identify the key point of contact within the City staff.
- For each prioritized issue, specify the required timeframe for accomplishing the desired objective.
- Commence execution of the strategic advocacy effort according to the identified timeframe.
- Keep the appropriate staff advised of any meaningful developments and the Executive and Legislative Branch of government with respect to any of the identified City priorities.
- Undertake all efforts necessary to reach a successful result for the City.

Furthermore, we will work to enhance the City's position with respect to legislation, budgetary authorizations and appropriations by inviting key legislators to meet with the agreed-upon City officials, whether it be the Mayor or Commissioners, or appropriate City staff. Additionally,

after these relationships are established, we can maintain and build upon them with regular communications with the legislator and legislative staff, and Executive Branch staff as needed.

8. *Summary of the Proposer's Fee Statement.*

Sayfie Law Firm proposes to represent the City of Hollywood in this engagement for a monthly, not-to-exceed maximum fee of \$4,000 per month, inclusive of all costs and expenses. If additional work is required beyond the scope of the contract, the additional work would be billed on a case by case basis, by mutual agreement, depending on the scope of the work required beyond the terms of the contract.

9. *Project time schedule, if applicable.*

Commence immediately, and be available on 24-7 basis to Mayor, City Commissioners, City Manager, City Attorney and any other necessary municipal staff.

Thank you for your consideration of our response.

Respectfully submitted,

A handwritten signature in cursive script that reads "Justin J. Sayfie".

SAYFIE LAW FIRM

Justin J. Sayfie

450 East Las Olas Boulevard, Suite 1500
Fort Lauderdale, FL 33301 – 954 523 2427
justin@sayfielawfirm.com

WORK EXPERIENCE

- 2001- Present **SAYFIE LAW FIRM**
(Partner, Founding Shareholder)
Advises Public and Private sector clients on public policy, procurement and public relations; leads firm's Government relations practice, specializing in State regulatory authorities; represents the firm's clients before Federal, State and Local government
- 2002 - Present **SAYFIE MEDIA, LLC**
(Founder & Publisher)
Oversee publication of SayfieReview.com, which is regularly read by Florida's top elected officials, legislators and lobbyists
- 1999 - 2001 - **GOVERNOR JEB BUSH**
(Director of Communications, Deputy Policy Director)
Advised the Governor regarding public policy initiatives, legislative strategy, management of Florida's executive state agencies and communications strategy
- 1995 - 1998 **GREENBERG TRAURIG**
(Associate)
Represented land developers seeking approvals from state and local regulatory authorities

AWARDS/ORGANIZATIONS

Politics Magazine – Most Influential Republican in Broward County; Top 10 in Florida (2009)
Commissioner, President's Commission on White House Fellows (2007-2009)
Broward Workshop – Director (2006 – present), Executive Committee (2009-present)
Museum of Discovery and Science – Board of Trustees (2005 - present)
Member appointed by U.S. Senator, Southern District of Florida Judicial Nominating Commission (2005 – present)

EDUCATION

1994	University of Miami – J.D. (<i>cum laude</i>)	Miami, FL
1990	Georgetown University – B.A.	Washington, DC

Current List of Clients for Sayfie Law Firm

AutoNation

City of Hollywood

Diplomat Properties Limited Partners


Google

Huizenga Holdings

Marine Industries Association of South Florida

Rybovich

Sentry Data Systems

 <p>Submit Proposals To: City of Hollywood 2600 Hollywood Boulevard Hollywood, Florida 33020 Office of City Clerk, Room 221</p>	<p>CITY OF HOLLYWOOD, FLORIDA</p> <p>REQUEST FOR PROPOSALS</p> <p>PROPOSER ACKNOWLEDGMENT</p>
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<p>RFP Title: Lobbying Services</p> <p>RFP No.: RFP-4417-14-JE</p> <p>Service Required: State and Local Level</p> <p>A Cone of Silence is in effect with respect to this RFP. The Cone of Silence prohibits certain communications between potential vendors and the City. For further information, please refer to Section 30.15(F) of the City's Code of Ordinances.</p>	<p>Proposals must be received prior to 3:00 P.M., Thursday, May 29, 2014 and may not be withdrawn within 90 calendar days after such date and time. Proposals received by the date and time specified will be opened in Room 303. All Proposals received after the specified date and time will be returned unopened.</p> <p>Procurement Services Contacts: Janice English or Joel Wasserman, or his designee</p> <p>Telephone No.: (954) 921-3345 or (954) 921-3290</p>
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PROPOSER ACKNOWLEDGMENT

THIS FORM MUST BE COMPLETED AND SUBMITTED ALONG WITH THE COMPLETE PROPOSAL PRIOR TO THE DATE AND THE TIME OF PROPOSAL OPENING. THE PROPOSAL SUMMARY SHEET PAGES ON WHICH THE PROPOSER ACTUALLY SUBMITS A PROPOSAL AND ANY PAGES UPON WHICH INFORMATION IS REQUIRED MUST BE COMPLETED AND ATTACHED WITH ALL PAGES OF THE PROPOSAL DOCUMENT.

Proposer's Name: Justin J. Sayfie	Fed. ID No. or SS Number 65-1127167
Complete Mailing Address: 450 E. Las Olas Blvd., Suite 1500 Ft. Lauderdale, FL 33301	Telephone No.: 954-523-2427 Fax No.: 954-523-9146
Do You Have a Permanent Office Located in the City of Hollywood? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	E-Mail Address: Justin@SayfieLawFirm.com
Indicate type of organization below: Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Individual <input type="checkbox"/> Other <input checked="" type="checkbox"/> LLC	

ATTENTION: FAILURE TO SIGN (PREFERABLY IN BLUE INK) OR COMPLETE ALL RFP SUBMITTAL FORMS AND FAILURE TO SUBMIT ALL PAGES OF THE RFP DOCUMENT AND ANY ADDENDUMS ISSUED MAY RENDER YOUR RFP NON-RESPONSIVE.

THE PROPOSER CERTIFIES THAT THIS PROPOSAL IS BASED UPON ALL CONDITIONS AS LISTED IN THE PROPOSAL DOCUMENTS AND THAT HE HAS MADE NO CHANGES IN THE PROPOSAL DOCUMENT AS RECEIVED. HE FURTHER PROPOSES AND AGREES, IF HIS PROPOSAL IS ACCEPTED, HE/SHE WILL EXECUTE AN APPROPRIATE AGREEMENT FOR THE PURPOSE OF ESTABLISHING A FORMAL CONTRACTUAL RELATIONSHIP BETWEEN HIM AND THE CITY OF HOLLYWOOD, FLORIDA, FOR THE PERFORMANCE OF ALL REQUIREMENTS TO WHICH THIS PROPOSAL PERTAINS. FURTHER, BY CHECKING THE AGREE BOX LISTED BELOW AND BY SIGNING BELOW IN BLUE INK (IF SUBMITTING RFP VIA MAIL) ALL RFP PAGES ARE ACKNOWLEDGED AND ACCEPTED AS WELL AS ANY SPECIAL INSTRUCTION SHEET(S) IF APPLICABLE. I AM AUTHORIZED TO BIND PERFORMANCE OF THIS RFP FOR THE ABOVE PROPOSER.

Justin J. Sayfie
Authorized Name and Signature

President
Title

May 29, 2014
Date

K. DECLARATION

The aforementioned, as Proposer (herein used in the masculine singular, irrespective of actual gender and number), declares, under oath that no other person has any interest in this Proposal or in any resulting agreement to which this Proposal pertains, that this Proposal is not made with connection or arrangement with any other persons, and that this Proposal is made without collusion or fraud.

The Proposer further declares that he has complied in every respect with all the instructions to Proposers, that he has read all addenda, if any, issued prior to the opening of Proposals, and that he has satisfied himself fully relative to all matters and conditions with respect to the general conditions of the agreement and all relevant information to which this proposal pertains.

L. DISCLOSURE OF CONFLICT OF INTEREST

Vendor shall disclose below, to the best of his or her knowledge, any City of Hollywood officer or employee, or any relative of any such officer or employee as defined in Section 112.3135, Florida Statutes, who is an officer, partner, director or proprietor of, or has a material interest in the vendor's business or its parent company, any subsidiary, or affiliated company, whether such City official or employee is in a position to influence this procurement or not.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City of Hollywood Purchasing Ordinance.

Name

Relationship

_____	_____
_____	_____

In the event the vendor does not indicate any name, the City shall interpret this to mean that no such relationship exists.

Agreement, the vendor shall furnish, at least thirty (30) days prior to the expiration of the date of such insurance, a renewed Certificate of Insurance as proof that equal and like coverage for the balance of the period of the Agreement or extension thereunder is in effect.

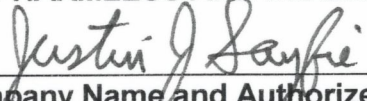
The insurance policy shall not contain any exceptions that would exclude coverage for risks that can be directly or reasonably related to the scope of goods or services in this bid/proposal. A violation of this requirement at any time during the term, or any extension thereof shall be grounds for the immediate termination of any contract entered in to pursuant to this bid/proposal. In order to show that this requirement has been met, along with an insurance declaration sheet demonstrating the existence of a valid policy of insurance meeting the requirements of this bid/proposal, the successful proposer must submit a signed statement from insurance agency of record that the full policy contains no such exception.


The City reserves the right to require additional insurance in order to meet the full value of the contract.

Coverage shall be provided by a company or companies authorized to transact business in the state of Florida and the company or companies must maintain a minimum rating of A-VII, as assigned by the A.M. Best Company.

The City reserves the right to require any other insurance coverage it deems necessary depending upon the exposures.

HOLD HARMLESS AND INDEMNITY CLAUSE:


(Company Name and Authorized Signature, Print Name),
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.


(Company Name and Authorized Signature, Print Name),
further certifies that it will meet all insurance requirements of the City of Hollywood and agrees to produce valid, timely certificates of coverage.