

**The Wexford
Strategies
Group**

Wexford Strategies

Government Affairs

public affairs / strategic development / campaigns



Strategic Partner of HBW Resources

**Proposal for the City of Key West
State Government Relations Services
RFP # 005-14
Original**

FLORIDA OFFICES

76 S. LAURA ST, SUITE 202, JACKSONVILLE, FL 32202
113 E. COLLEGE AVE, SUITE 308, TALLAHASSEE, FL 32301

WASHINGTON, DC OFFICE

WEXFORD STRATEGIES / HBW RESOURCES
1666 K STREET NW, SUITE 500, WASHINGTON, DC 20006

MAILING ADDRESS

P.O. Box 24897, JACKSONVILLE, FL 32241-4897

ADDITIONAL OFFICES IN HOUSTON, DENVER, CHICAGO AND CALGARY

WWW.WEXFORDSTRATEGIES.COM

Cover Letter – Letter of Transmittal

City Clerk
City of Key West
3126 Flagler Ave
Key West, FL 33040

Thank you for the opportunity to submit a proposal to the City of Key West for your state government relations service needs. The enclosed proposal outlines the qualifications that will give the City of Key West the best opportunity for success in Tallahassee.

Unlike other larger state firms, you will not be competing with us for time or attention. If we are fortunate enough to be selected to represent you in Tallahassee, you will be the only Florida city that we represent.

In addition to the detailed descriptions contained in this proposal, here are some key reasons why my firm will be able to bring you the solutions you need:

- **Community Relations Experience.** We understand the importance of cultivating long lasting relationships that are built on trust and professionalism. Our firm has an extensive network of community relationships across the State of Florida
- **Government Relations.** As a team of former aides to Florida Members of the Legislature and the United States Congress, we understand government processes and have built strong relationships with local and federal elected officials and their staffs. Our relationships are current, so we know exactly where to go when we need to advocate on your behalf. Our firm will work with you to successfully advocate your position with key elected officials and government agencies.

Our team is pleased and excited about the potential opportunity to work with you. We are confident that our team's experience in Florida working with local government combined with our hands on approach in person will deliver unique value to the government and citizens of the county. Thank you for the opportunity and we are eager to begin. If you have any questions, please don't hesitate to contact me either by phone at 904-806-1714 or by email at kevin.doyle@wexfordstrategies.com.

Sincerely,



Kevin Doyle
Wexford Strategies

Request for Proposal

SECTION 1: INTRODUCTION

1. PROPOSER AND ADDRESSES

Wexford Strategies

Florida Offices

76 S. Laura St, Suite 202, Jacksonville, FL 32202

113 E. College Ave, Suite 308, Tallahassee, FL 32301

Washington, DC Office

Wexford Strategies / HBW Resources

1666 K Street NW, Suite 500, Washington, Dc 20006

Mailing Address - P.O. Box 24897, Jacksonville, FL 32241-4897

Additional Offices in Houston, Denver, Chicago and Calgary

2. PROJECT MANAGER

Kevin Doyle

Managing Partner – Wexford Strategies

Phone: 904-806-1714, Fax: 904-458-8964

Email: Kevin.Doyle@WexfordStrategies.com

3. CURRENT CLIENT LIST:

- Avaya
- Consumer Energy Alliance
- St. Augustine Lighthouse and Museum
- JAXBIZ – Advocacy Arm of the Jacksonville Chamber of Commerce
- Florida Pancreas Cancer Coalition
- Sarasota Classic Car Museum
- Education Through Entertainment
- Elite Parking Services of America
- Culhane's Irish Pub – Atlantic Beach, Florida

SECTION 2: FIRM EXPERIENCE and REFERENCES

Wexford Strategies has worked with the St. Augustine Lighthouse and Museum on both federal and state projects including the National Heritage Area project through the U.S. Department of the Interior and education programming through the State of Florida. Our efforts working with them on grants and other state projects has resulted in over \$500,000 of government funding over the duration of the contract with another potential of \$1,000,000 this year in the State of Florida alone.

St. Augustine Lighthouse, Museum, and National Heritage Area
Kathy Fleming
Executive Director
81 Lighthouse Avenue
Saint Augustine, Florida 32080
(904) 829-0745, Ext 215
Fax (904) 808-1248
Email: kfleming@staugustinelighthouse.org

Wexford Strategies has worked with Avaya in developing over \$4,000,000 of business and procurement with the State of Florida as well as local governments around Florida. Leveraging relationships at all levels of government, our team has also educated decision-makers across the Scott Administration on technology, procurement practices, and lobbied on state IT policy.

Avaya
Kyle Christy
Public Sector Industry Manager for Florida
Government/Education Solutions
2204 Lake Shore Boulevard
Jacksonville, FL 32210
Ph/Fax (786) 331-0104
Email: kschristy@avaya.com

Wexford Strategies has worked with the Jacksonville Chamber and the Jax Biz business advocacy arm of the Chamber to develop both high-level relationships in both Washington and Tallahassee. Meetings and initiatives have opened the door to numerous projects where funding opportunities could result in millions of dollars of government resources for the Chamber member's priorities fostering trade, promoting infrastructure improvement and protecting public funding.

Jax Biz – Jacksonville Regional Chamber of Commerce
Chris Quinn
Vice President for Policy and Government Affairs
3 Independent Avenue
Jacksonville, FL 32202
Ph (904) 366-6668
Fax (904) 353-6343
Chris.Quinn@MyJaxChamber.com

SECTION 3: PERSONNEL QUALIFICATIONS and AVAILABILITY

Kevin Doyle, Managing Partner, will act as the team lead. As the primary point of contact, Kevin will manage the client relationship, guide Tallahassee days meeting with the Legislature and Executive branch, and provide regular in-person updates to the County's government affairs team. Having been both staff in the State Legislature and the Orlando-based State Director for US Senator Mel Martinez, Kevin calls upon a wealth of knowledge

of local politics and economic development as well as a state-wide network of decision-makers in Tallahassee. This network includes key staff and Members in the Appropriations Committee, the Speaker's office, as well as across the Governor's office and Agencies. His extensive background and constant hands-on work with clients around the state and in the Capitol have continuously delivered legislative success. For all client communications, strategy development, and face-to-face advocacy, Kevin will be the main touchstone for the County.

Gwen Carmichael will assist Kevin across this engagement, from facilitating Tallahassee meetings, to setting strategy and leveraging her experience in local and state government for the benefit of the City. Her professional experience includes years of working in the Florida Legislature working for two Members of the Florida House of Representatives. She has worked with the media and has a strong background in communications and public relations. She has experience in infrastructure, social services programs, transportation, grants management, higher education and project funding to the benefit of the City.

Kevin and Gwen will share the responsibility of your project and will bring in additional staff resources if needed to supplement or enhance our efforts. Unless notified otherwise, either Kevin or Gwen will be available via phone or email within one business day of attempted communication from Key West to our office. However unless an emergency situation arises, the City of Key West can expect a return communication the same day that an attempt to connect with Wexford Strategies has been made.

SECTION 4: IMPLEMENTATION of SCOPE of SERVICES

There are several hallmarks of a client relationship with Wexford, innovative strategy, tireless work, consistent communication; all of which we will deliver as we forge our relationship with the County government and deliver success in Tallahassee. All of our engagements follow a similar process:

- Kick off strategy session;
- Development of key deliverables list, expectation setting, client communications strategy, client background;
- Final strategy and written legislative collateral material development;
- Strategy implementation through face-to-face interaction with Florida State government, political and regulatory information gathering, and Wexford relationship development; and,
- Consistent client communication throughout the process on key project deliverables, intelligence gathering and profile raising activities.

As listed above, every new client relationship begins with an in-depth strategy setting session and kick off meeting, from which we will collaboratively develop a list of key deliverables inclusive of projects and political goals, as well as a political inventory and substantive knowledge of what makes Key West important to Florida. Working with the City Manager and Commissioners, we will collaboratively set our timelines for performance on project objectives, types of political and regulatory intelligence that inform City decision makers as well as set expectations for regular verbal, written, and face-to-face communications.

Outside of the general information gathering, legislative and regulatory risk assessment that will be on going as part of this scope of work, our team will need to deliver success on key projects. Once we finalize our strategy, key projects, and develop the requisite project white papers to tell the "City's story", we will embark on engagement to inform and protect the budgetary and quality of life interests of the City.

Based on our knowledge of the City's local and regional issues, we do have the ability to make an educated assumption as to the potential issues and ways in which Wexford will add value to the County's political efforts. Water infrastructure, transportation, economic development, environmental issues and public safety will be some of the focus areas for this engagement.

At the state level, we will begin immediately by positioning your projects in Tallahassee and prepare for the next session. As legislators returned to the state capitol to begin Committee work in the fall of 2014, it is important to engage our elected officials and state staff as soon as possible. Wexford Strategies has strong relationships with both leadership in the Florida Legislature and officials and staff in the Executive Branch. We will engage in outreach in Tallahassee to develop a champion or a lead legislator for your state priorities. We will concurrently schedule and develop corresponding lines of outreach with the appropriate state agencies where the potential opportunity may exist. Reaching out to the leadership of both the House and the Senate is also important and will occur to achieve buy-in later in the fall and early winter.

We will maintain relationships year round to provide political intelligence and lobbying on general County issues and to also identify state grants and one-time funding opportunities. We can do this in many ways with one way by meeting with Cabinet departments in areas of key interest and identifying low hanging fruit. We also establish a calendar for grant funding that will dictate resources spent and answer timelines and provide guidance to the County staff regarding the submitting of timely and well written applications.

Our team will guide the City on the selection or sustainment of key priorities based on probability of success, magnitude of the project and its political importance to the City and its citizens. As we uncover the key metrics and characteristics of the City's priorities, our team will provide counsel around the best way to position them for political and regulatory success. Once we have our high priority projects identified and inventory completed, we can embark on our funding execution strategy as well as the government affairs strategy.

SECTION 5: FEES

Wexford Strategies will charge the City of Key West a monthly retainer of \$5,500. With many of our clients, our firm also provides a discount if the client agrees to remit payment on a quarterly basis. The quarterly retainer we can offer would be \$15,000.

For travel expenses, we would ask to budget an additional \$1500 per quarter for travel to Key West and other business expenses. All travel and business expenses must be approved by the City. If no travel or business expenses are submitted for any given quarter or if the amount does not reach the monthly total of \$1,500, the remaining amount should be returned to the City.

PERMIT/LICENSE REQUIREMENT
AND COST

OCCUPATIONAL LICENSE REQUIRED IF OFFICE LOCATED WITHIN KEY WEST

FEE NOT TO EXCEED \$90

~~NA~~

ANTI-KICKBACK AFFIDAVIT

STATE OF FLORIDA

SS

COUNTY OF MONROE

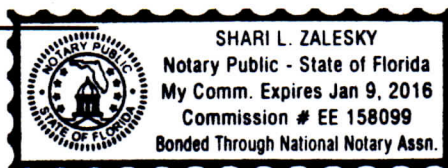
I, the undersigned, hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employee of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

BY: KEVIN DOYLE
[Signature] 4-8-14

sworn and prescribed before me this 8th day of April, 2014

[Signature]
NOTARY PUBLIC, State of Florida

My commission expires: _____



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 sworn statement is submitted to KEY WEST
by KEVIN D. YLE MANAGING PARTNER
(Print individual's name and title)
for WEXFORD STUDIOS
(print name of entity submitting sworn statement)

whose business address is 76 S. LAURA ST. JACKSONVILLE, FL 32257
and (if applicable) its State Employer Identification Number (FEIN) is _____
(If the entity has no FEIN, include the Social security Number of the individual signing
this sworn statement: 589-82-4728)

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or state law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "conviction" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any state court of record relating to charges brought by indictment of information after July 01, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "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

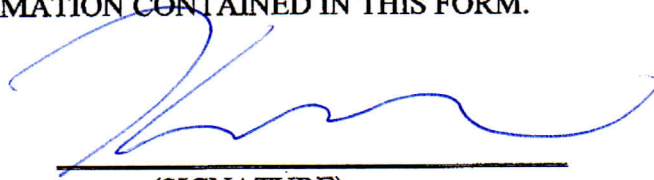
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. the term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment of 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 a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement (indicate which statement applies).

☐ Neither the entity submitting this sworn statement, or any of its officers, directors, 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, 1989.

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989.

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting 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 ONE (1) 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 THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR THE CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.



(SIGNATURE)

4-8-14

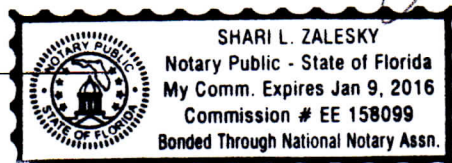
(DATE)

STATE OF Florida
COUNTY OF Duval

PERSONALLY APPEARED BEFORE ME, the undersigned authority Kevin Doyle who, after first being sworn by me, (name of individual) affixed his/her signature in the space provided above of this 8th day of April, 2014


NOTARY PUBLIC

My commission expires:



CONE OF SILENCE

STATE OF FLORIDA
SS:
COUNTY OF MONROE

I the undersigned hereby duly sworn, depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of INEXFORD STRATEGIES have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

BY:

KEVIN DOYLE

sworn and prescribed before me this

8th

day of April, 2014

NOTARY PUBLIC, State of Florida
My commission expires:

Shari L. Zalesky



EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF FLORIDA)

: SS

COUNTY OF DUVAL)

I, the undersigned hereby duly sworn, depose and say that the firm of WEXFORD STRATEGIES provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

By: [Signature]
KEVIN DALE

Sworn and subscribed before me this

8th day of April, 2014.

[Signature]
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: _____



N/A

LOCAL VENDOR CERTIFICATION
Pursuant to City of Key West Code of Ordinances Section 2-798

The undersigned, as a duly authorized representative of the vendor listed herein, certifies to the best of his/her knowledge and belief, that the vendor meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- a. *Principle address as registered with the FL Department of State located within 30 miles of the boundaries of the city, listed with the chief licensing official as having a business tax receipt with its principle address within 30 miles of the boundaries of the city for at least one year immediately prior to the issuance of the solicitation.*
- b. *Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries.*
- c. Having paid all current license taxes and any other fees due the city at least 24 hours prior to the publication of the call for bids or request for proposals.

If you qualify, please complete the following in support of the self certification & submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name

Phone:

Current Local Address:

Fax:

(P.O Box numbers may not be used to establish status)

Length of time at this address

Signature of Authorized Representative

Date

STATE OF _____
COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 20__.

By _____, of _____

(Name of officer or agent, title of officer or agent) Name of corporation acknowledging)

or has produced _____ as identification

(type of identification)

N/A

Signature of Notary

Print, Type or Stamp Name of Notary

Title or Rank