

# **Proposal to RFP No. 2015-001 Charlotte County Airport Authority**

By

**Capitol Access**  
310 W. College Avenue  
Tallahassee, Florida 32301

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## **1) INTRODUCTION**

Capitol Access is pleased to submit this proposal to the Charlotte County Airport Authority (CCAA) in response to RFP No. 2015-001. This proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

As a full service governmental affairs consulting firm, and the current Governmental Affairs firm representing CCAA, Capitol Access has the experience and capability to develop and implement CCAA's governmental program including legislative and administrative representation with members of the Legislature, pertinent state offices and agencies, and relevant interest groups, coalitions and associations.

In addition to the supporting documents for the RFP response, Capitol Access welcomes an opportunity to interview with the Authority or procurement team members, as appropriate and consistent with the procedures of the RFP, to provide additional information and details. We also request that we be included in the list of firms selected for public presentation to the Authority.

As instructed on page 8 of the RFP, the following proposal is structured around the format outlined in the Consultant Evaluation Form on page 9 of the RFP.

The following is a Checklist of materials submitted for this proposal:

- a. List of clients
- b. References
- c. Qualifications of firm, team, or lead person
- d. Experience of firm with clients similar to CCAA
- e. Ability to meet CCAA's needs, methodology and approach
- f. Qualified Local Vendor documentation

- g. Cost
- h. Supporting Documentation
  - a. Proposal Submittal Signature Form
  - b. Drug Free Workplace Form

## 2) LIST OF CLIENTS

**List of clients for whom similar work has been performed, together with contact persons, telephone number, and email address of clients.**

The lobbyists of Capitol Access have represented the interests of hundreds of clients. Although they cannot all be listed, below is a sample.

### Punta Gorda/Charlotte County Airport

Pam Seay, member of Airport Authority 941-380-4924 [pseay@flypgd.com](mailto:pseay@flypgd.com)

- See testimonial of this client below.

### City of Punta Gorda

Howard Kunick, City Manager, 941-628-2798 [HKunik@CI.PUNTA-GORDA.FL.US](mailto:HKunik@CI.PUNTA-GORDA.FL.US)

Rachel Keesling, Mayor 941-575-3369 [rachelkeesling@me.com](mailto:rachelkeesling@me.com)

- See testimonial of this client below.

### Florida Chamber of Commerce

David Hard, Director of Political Affairs, 850-320-0636 [dhart@flchamber.com](mailto:dhart@flchamber.com)

### Concerned Citizens in Boca Grande (CCBG)

John Hunt, Legislative Team Leader 312-246-4245 [jon@jonhunt.onmicrosoft.com](mailto:jon@jonhunt.onmicrosoft.com)

- See testimonial of this client below.

### Englewood Water District

Eric Fogo, Board Member 941-468-9888 [eric@keyagency.net](mailto:eric@keyagency.net)

### Florida Association of Sinkhole Stabilization Specialists (FAS3)

Ron Broadrick, President 813-690-0098 [rbroadrick@earthtech.net](mailto:rbroadrick@earthtech.net)

### Gasparilla Island Bridge Authority

Jim Cooper, former Executive Director 941-979-6258 [jcoop43@comcast.net](mailto:jcoop43@comcast.net)

### Boca Grande Chamber of Commerce

Lew Hastings, Executive Director 941-855-0522 [info@BocaGrandeChamber.com](mailto:info@BocaGrandeChamber.com)

Poseidon Water Resources

Joe Ortiz, Project Management 863-738-3052 [jortiz@poseidon1.com](mailto:jortiz@poseidon1.com)

Southeast Renewable Fuels

Aaron Pepper, CEO 516-768-7126 [apecpper@serenewablefuels.com](mailto:apecpper@serenewablefuels.com)

Silver Spring Network

Tony Shay, Director of Florida Government Affairs 908-692-2514 [tonyshay1@gmail.com](mailto:tonyshay1@gmail.com)

Seven Seas Cruising Association

Phillip Johnson

(202) 247-8352; [pnj@yacht-repair.com](mailto:pnj@yacht-repair.com)

Mr. John Hunt, Legislative Team Leader, Concerned Citizens in Boca Grande

312-246-4245; [jon@jonhunt.onmicrosoft.com](mailto:jon@jonhunt.onmicrosoft.com)

### 3) REFERENCES

Representative Ken Roberson and Legislative Aid to Rep. Roberson, Jae Williams.

District Office: (941) 613-0914; Tallahassee Office: (850) 717-5075

Pam Seay, member of Airport Authority

941-380-4924; [pseay@flypgd.com](mailto:pseay@flypgd.com)

*Testimonial: "We recently engaged Jerry Paul and his group to assist in seeking funds for specific airport projects that were otherwise unfunded but desperately needed. Jerry's guidance through the process, his professional approach, and his personal hands-on involvement gained us the funding we needed. We had tried on numerous occasions on our own, but because of our inexperience we met with only minimal success. Jerry knows what to do and when to do it. In his representation of us, he assured that our request was presented properly. Without his help, we would again have been waiting on the sidelines wondering what went wrong. Instead, we are actively involved in the process and successful in our efforts."*

- Pam Seay, Punta Gorda Airport Authority Board Member

Mr. Gary Quill, Administrator and Director, Charlotte County Airport Authority

941-639-1101; [gquill@flypgd.com](mailto:gquill@flypgd.com)

Mr. Howard Kunick, City Manager, City of Punta Gorda

941-628-2798; [HKunik@CI.PUNTA-GORDA.FL.US](mailto:HKunik@CI.PUNTA-GORDA.FL.US)

Testimonial: “Thanks for your help. You know how to weave through the State legislative bureaucracy. Our first experience with a lobbyist has been quite rewarding.” - **Howard Kunik, City Manager**

Mr. Jon Hunt, Legislative Team Leader, Concerned Citizens in Boca Grande  
312-246-4245, [Jon@JonHunt.onmicrosoft.com](mailto:Jon@JonHunt.onmicrosoft.com)

Testimonial: “Jerry Paul’s involvement and personal commitment along with his Capitol Access team helped us organize Concerned Citizens in Boca Grande, navigated a course with the Legislative and Executive branches in the Florida government, and gained cooperative support of key legislators and administrators throughout the process. The key elements he brought to the process included superb judgment in sequencing our lobbying activities for best effect and leverage, utilizing longstanding connections with leaders throughout state government and deft handling of points of resistance raised in the process. There is absolutely no way that the above results would have been achieved without Jerry’s active leadership and hard work.”

Mr. Ron Broadrick, President, Florida Association of Stabilization Specialists  
813-690-0098; [rbroadrick@earthtech.net](mailto:rbroadrick@earthtech.net)

Mr. Jim Cooper, former Executive Director, Gasparilla Island Bridge Authority  
941-979-6258; [jcoop43@comcast.net](mailto:jcoop43@comcast.net)

Mr. Phillip Johnson, Director, Seven Seas Cruising Association  
(202) 247-8352; [pnj@yacht-repair.com](mailto:pnj@yacht-repair.com)

**4) QUALIFICATIONS OF FIRM, TEAM, OR LEAD PERSON**  
(And documentation of state registration)

*Describe history and experience of firm, team and lead person relevant to CCAA’s needs. Include a description of the responder’s direct experience with issues and objectives of similar scope and complexity to that of CCAA’s needs. Include a list of clients for whom similar work has been performed, together with contact persons and telephone numbers of clients.*

**History and Experience of Firm**

The lead lobbyist and Principal for Capitol Access, Jerry Paul, grew up in Charlotte County, Florida, graduating from Charlotte County Public Schools. He later earned degrees in Marine Engineering from the Merchant Marine Academy in Maine, Nuclear Engineering from the

University of Florida and a Juris Doctor of Law from Stetson University College of Law. He then returned to Charlotte County to practice local government law as an Assistant Charlotte County Attorney.

He then practiced in a private Charlotte County law firm for a decade where he became a partner. During that period he specialized in local government law serving as a contract attorney for entities such as City of Punta Gorda, Englewood Water District, Charlotte County School Board, Gasparilla Island Bridge Authority and many private sector clients that interfaced with local government.

Mr. Paul also founded Capitol Access which began as a small consulting company in 1997 under the name Peace River Options, LLC which operated with its local office in Charlotte County. At that time it provided a narrow host of services for specific clients. In 2004 Mr. Paul was asked by the President of the United States to serve in his administration as the Principle Deputy Administrator of the U.S. National Nuclear Security Administration (NNSA) in Washington. As a former nuclear engineer, attorney and legislator, Paul accepted the nomination. This required that he resign his position in the Florida House of Representatives where he had represented House District 71 encompassing much of Charlotte County. Also, federal service guidelines required that Mr. Paul sever financial ties with private for-profit entities. Accordingly, Mr. Paul was required to resign from the local Charlotte County Law Firm wherein he practiced as an attorney. He was also required to cease activities through the consulting firm. Following the completion of his service in the federal government, Mr. Paul returned to Charlotte County, Florida and re-instituted Peace River Options, LLC (in Charlotte County) as Capitol Energy, LLC which now operates d/b/a Capitol Access with offices in Tallahassee, Florida and a local office in Englewood, Florida. By focusing largely on the unique interests of stakeholders in the Southwest Florida area and emphasizing topics related to Mr. Paul's experience with local government law, the firm has grown to become the largest full service lobbying practice in our local area.

Capitol Access lobbyist, Rob Shave, is a native of Charlotte County and also graduated from Charlotte County public schools. Mr. Shave has been actively engaged in local and state government affairs for over a decade. He has served in multiple Florida state government staff positions including Legislative Staff for the Florida House of Representatives Environment and Natural Resources Committee and Research Analyst for the Florida Taxation and Budget Reform Commission. Prior to his service in Florida government, Mr. Shave worked as a professional within his family-owned, Charlotte County-based, small business. As a lobbyist for Capitol Access, Mr. Shave travels the state from district to district engaging with members of the Florida Legislature to maintain the relationships that are key to our successful advocacy. He is a graduate of Florida State University where he received his Bachelor of Science in Political Science.

Capitol Access lobbyist, Jamie Miller, is a political consultant specializing in strategic relations, political campaign management, strategic planning, public relations, grassroots motivation, and crisis communications. His home is nearby Sarasota County. He has been involved with running and managing political campaigns since 1994. He has been involved with six statewide campaigns in Florida and West Virginia serving as campaign manager, senior advisor or general consultant. Frequently called upon by Florida's political reporters, Jamie is regularly

quoted in every major daily newspaper in the State and many national and international media outlets including the Washington Post, San Francisco Chronicle, The Boston Globe and Radio Free Russia. Miller is a lifetime member of the University of Florida and the Air Force's Air War College alumni associations.

**Experience with issues and objectives of similar scope and complexity to that of CCAA's needs and clients for whom similar work has been performed.**

The lobbyists of Capitol Access have been actively engaged in legal, legislative, administrative and regulatory issues affecting local governments, including municipalities, for a combined period of over 50 years. Capitol Access President, Jerry Paul, formerly served as an assistant Charlotte County Attorney and served as contract City Attorney for the City of Punta Gorda. He also served as counsel for the Gasparilla Island Bridge Authority (GIBA) and the Englewood Water District. As former State Representative for our local area, Mr. Paul was actively engaged in representing the interests of Charlotte County local governments in Tallahassee. Mr. Shave and Mr. Miller have also been actively engaged in local municipal government issues throughout their entire careers.

Capitol Access has provided governmental affairs services to many governmental and private entities pursuing legislative agendas relating to local projects. Below is a small representative sample.

Punta Gorda Airport: Capitol Access lobbyists currently serve as the registered lobbyists for the CCAA/Punta Gorda Airport. During the 2014 Legislative Session, Capitol Access successfully procured the support of Florida Legislators for \$770,000 in state appropriations to construct a portion of the Airport Terminal Expansion. Capitol Access also procured the support of the Governor who approved the funding.

Capitol Access continues to represent CCAA/Punta Gorda Airport and is successfully procuring the CCAA's 2015 requests such as funding for the Apron/Expansion project to facilitate the WMU programs and the request for assistance from Visit Florida on efforts to complete a visitor/user assessment relevant to local, regional and state economic impacts.

- See testimonial of this client herein.

City of Punta Gorda:

Capitol Access currently represents the City of Punta Gorda. During the 2014 Legislative Session, Capitol Access lobbyists served as the registered lobbyists for the City to pursue appropriations for funding the proposed Reverse Osmosis Project. This was the first time that the City has hired a registered lobbyist to represent its interests in Tallahassee. Capitol Access Lobbyists were proud to provide this new experience. The firm was successful in securing the requested funding by coordinating the support of many legislators (local and statewide) who ultimately voted to include the funding in the General Appropriations Act (GAA). Capitol Access then succeeded in lobbying the Governor to approve the project as part of the GAA.

- See testimonial of this client herein.

At present, Capitol Access continues its governmental affairs representation of the City of Punta Gorda for the effort to now procure funding from the Southwest Florida Water Management District (SWFWMD). This has included coordination of support from 6 regional legislators and 12 members of the SWFWMD Board of Governors. As a component of this effort, Capitol Access also procured the support of all 5 Charlotte County Commissioners to vote for consent to construct the Phase I Pipeline which was a contingency imposed by SWFWMD as a condition of funding the Reverse Osmosis Project.

The goals for the City during the pending legislative cycle include a subsequent round of appropriations to be pursued from the State. Capitol Access is currently implementing the strategy for this goal. This includes leveraging the relationships with legislators, committee staff and executive branch agency personnel with whom Capitol Access has cultivated an understanding of Punta Gorda's interests and project(s).

Poseidon Water Resources: During the 2013 Legislative Session, Capitol Access Lobbyists drafted and procured adoption of landmark legislation altering Florida's water supply policy by creating a preferential provision facilitating the development of Seawater Desalination as a drought-proof water supply. This effort required the coordination and collaboration with municipalities, counties, and public water utilities across the State.

Gasparilla Island Bridge Authority (GIBA): While representing GIBA, Capitol Access lobbyist Jerry Paul was instrumental in the governmental affairs effort to pass State legislation creating the GIBA Independent Special District in 1997 and served as General Counsel to the new governmental entity thereafter.

Southeast Renewable Fuels (SRF): Capitol Access enjoys a reputation for expertise in procuring State Grant Funding. One of the many examples of its success is the \$2.5 million grant procured for Southeast Renewable Fuels to build a power plant and ethanol production plant using Florida-grown sweet sorghum as a feedstock.

Charlotte County: Although Capitol Access does not serve as registered lobbyists for Charlotte County, our lobbyists maintain close relations with the Charlotte County Commissioners and work closely with them on legislative matters affecting our home area. Jerry Paul and Rob Shave are products of the local Charlotte County area. Mr. Paul formerly served as an Assistant Charlotte County Attorney and, through this service, engaged regularly on state and local legislative matters on behalf of the County. Paul also served as the State Representative for Florida House District 71 which encompassed most of Charlotte County. In that Capacity, Mr. Paul was also instrumental in procuring regulatory approvals from the Florida Department of Environmental Protection, the Florida Cabinet and the Florida Governor for Charlotte County's effort to dredge Stump Pass.

ADAGE (Duke/AREVA) regulatory approvals: Capitol Access is well-recognized for his ability to manage and steer complicated infrastructure projects through the maze of regulations necessary to procure permits for construction and operation. For example, Capitol Access provided the consulting services necessary to gain state and local permit approvals for two 50

megawatt biomass power plants. This effort included coordinated governmental relations with key officials within executive and legislative branches of municipal and State governments.

***Describe relevant experience working with members of the Florida Legislature and staff, relevant legislative committees and their professional staff, House and Senate leadership. Describe your firm's relationship with these members and how these relationships can benefit the CCAA's state objectives as you understand them. Further describe your firm's relationship with Members of the State Legislature besides Charlotte County's delegation which might be leveraged to advance the County's state objectives.***

Relationships are a cornerstone for success in government affairs. But it is not for the reasons that many believe. Despite popular opinion, legislators and agency officials do not simply make a decision based upon a relationship. In order for a stakeholder to receive favorable outcomes, the decision-makers who control those outcomes must often be persuaded through advocacy. The decision-maker needs to understand the issue which requires receipt of the key facts and mastery of them. The lobbyist helps to facilitate this by assembling and delivering the factual material. The decision-maker must also interpret those facts in a manner consistent with the stakeholder's request. An effective lobbyist also facilitates this interpretation.

The receipt of facts, their mastery, and interpretation all depend upon messaging from the stakeholder's lobbyist. The ability to deliver those messages depends on continual, repetitive access to the decision-maker. The lobbyist maintains this pathway for communication. The decision-maker must also trust that the information is accurate and the interpretation is consistent with other constraints. It is this access and trust that depend on the "relationship" with the stakeholder's lobbyist.

Capitol Access enjoys the access and trust necessary to deliver persuasive messaging to State level governmental decision-makers. This is largely because of the longstanding relationships it has with key legislators and officials throughout State government. The lobbyists of Capitol Access have served in government alongside many of the legislators as colleagues. For example, a large percentage of the legislators in the Florida House and Senate were former fellow legislators who served with Capitol Access lead lobbyist Jerry Paul when he served in the House. In fact, most of those former colleagues are now in the highest positions of leadership. Similarly, many of the executive branch officials today are officials with whom Representative Paul worked closely. These relationships provide access and trust.

Jerry Paul, the President of Capitol Access, formerly served in the Florida Legislature as the local State Representative for House District 71 including most of Charlotte County. His successor and close friend is Representative Ken Roberson who now represents the legislative district encompassing Punta Gorda. Mr. Paul has served an instrumental role in each of Representative Roberson's election and re-election campaigns. Mr. Paul has interfaced with the Florida Legislature for over 20 years beginning with his internship for local State Representative Dave Thomas.

As elected officials, many of the legislators have close relationships with Capitol Access lobbyist

Jamie Miller based upon his two decades of statewide expertise in managing political campaigns. Jerry Paul and Rob Shave have also worked on the election and re-election campaigns of many current Representatives and Senators. All Capitol Access lobbyists actively assist key legislative candidates with building the resources necessary to support those campaigns. These campaign-related activities provide Capitol Access with venues for building and maintaining strong personal relationships with elected officials. These relationships translate into access and trust.

Many of the legislators and agency officials also worked closely with Capitol Access lobbyist Rob Shave during his service as staff to multiple legislative committees and the statewide Constitutional Tax and Budget Committee.

These relationships permeate not just the members of Charlotte County's delegation of state legislators but also to legislators and agency officials across the State and, particularly, among those who now serve in the highest positions of leadership including chairmanships of the legislative committees that have jurisdiction over the policy and funding issues that are priorities for the Punta Gorda Airport.

When a client retains Capitol Access as its lobbying representative, those relationships are brought to the effort and with them comes the access and trust necessary to deliver effective messaging for the advocacy of the client's interest in a way that helps ensure a favorable decision.

The area around Punta Gorda Airport lies within Senate District 30 represented by Senator Lizbeth Benaquisto and House District 75 represented by State Representative Ken Roberson. Additionally, other members of the broader Charlotte County Legislative Delegation tend to be supportive of Punta Gorda's interests. These members include Senator Nancy Detert and Senator Bill Galvano. (All but one of these legislators served as colleagues of Capitol Access's Jerry Paul at the same time that he served in the Legislature.) As a demonstration of this collaboration, during the recent appropriations request for funding of the Punta Gorda Airport's Terminal Expansion Project, Capitol Access, as the current registered lobbyist for the CCAA, coordinated the support of each of these legislators to successfully procure \$770,000 for the Airport. When CCAA Commissioners have visited Tallahassee, Capitol Access has scheduled, coordinated and attended meetings with key legislators.

Capitol Access also cultivates significant support from other neighboring legislators whose districts do not encompass the Punta Gorda area or Charlotte County. Examples include adjacent districts including Representative Ray Rodriquez (House District 76), Representative Dane Eagle (House District 77) and Representative Matt Caldwell (House District 79). Each of these legislators and their staff worked closely with Capitol Access to procure the recent support for the Airport Terminal Expansion Appropriation during the 2014 legislative session.

Capitol Access also cultivates and maintains significant support from key legislators and their staff, key committee Chairs and their staffs such as Representative Clay Ingram who Chairs the House Subcommittee on Appropriations for Transportation & Economic Development; Representative Richard Corcoran who Chairs the full Appropriations Committee in the House; Senator Jack Latvala who Chairs the Appropriations Subcommittee for Transportation &

Economic Development and the Senate; Senator Jeff Brandes who Chairs the Transportation Committee in the Senate; Secretary Jim Boxold, Secretary of the Florida Department of Transportation; and many other legislators in key positions of leadership throughout the Florida House of Representatives, Florida Senate, and Executive Branch Agencies including the Department of Transportation and the Governor.

All Capitol Access lobbyists maintain close professional and personal relationships with each of these officials. We meet regularly and routinely with each of these officials to ensure that they are aware of our clients' interests and requests. We provide relevant background information, data and responses to requests for information and we coordinate briefings and site visits to make sure that these officials and their staffs are comfortable supporting our clients' requests.

***Describe your firm's capability to offer advice and direction as to how the Authority should anticipate trends and position itself over time, given the apparent direction of the Legislature.***

One of the most important strategies for success in governmental affairs is to identify trends and synchronize with them. Each legislative cycle is different. The policy topics of emphasis, prevailing mindsets, and budget constraints evolve continuously. The latest status of that evolution is largely a reflection of a *prior* trajectory coupled with *current* events. In order to understand "what's next" it is necessary to understand what happened in the *past*. It also requires a careful ear tuned to the chatter permeating the Capitol ranks. This must then be filtered through an accurate perspective on how trends have historically evolved among lawmakers faced with similar circumstances.

Capitol Access prides itself in being able to counsel clients about these emerging trends. We have experience with this Legislature going back to 1991. We've seen the trends (and the people) come and go. We listen closely. We gather information. And we apply our experience to a careful analysis of what is likely in the future. Most importantly, we then structure our clients' strategies to be consistent with the theme of those trends so that we harness the momentum to support our client's desired outcomes. We commonly tell clients "*We will identify the strongest wave and the direction of its travel and then place your surfboard on it to get the best ride*".

We build our ability to spot trends into our strategies for advocacy on behalf of our clients. We synchronize our clients' interests and requests with those trends. As a former member of the Florida legislature and an active participant in Florida's legislative process for over 20 years, Mr. Paul has developed the ability to spot these trends as has all of the lobbyists of Capitol Access who also have many years of experience with the Florida Legislature and Florida politics.

- For examples of the day-to-day advice and counsel that Capitol Access provides on such trends, please engage in a discussion with clients such as Pam Seay, Gary Quill and all of the other references and clients listed herein.

***Describe the various associations and coalitions your firm regularly participates with on behalf of other clients.***

In addition to our own contacts and relationships with key governmental officials and our experience with Florida government, Capitol Access also leverages the relationships and experience of many NGOs (Nongovernmental Organizations) to apply a team approach.

Capitol Access maintains relationships with over 25 associations. These relationships provide excellent opportunities to collaborate on issues that are jointly held with our clients. These associations also provide effective windows into emerging trends (see above). Below are just a few examples.

Florida Airports Counsel: FAC is an association of publicly-owned and operated airports, airport professionals, and experts in the fields of airport design, development, and improvement, as well as aviation trades that support the airport industry in Florida. It is the largest airport-specific organization in Florida and is considered by industry leaders to be the premier airport organization in the nation.

Florida League of Cities. For many years the FLC has provided an effective advocacy team for Florida cities. The League serves as a watchdog on state and federal legislation and rulemakings and provides weekly updated on legislative action that affects Florida Cities. Capitol Access has interfaced with the FLC for over 20 years.

Florida League of Mayors. The FLM is the official organization of mayors in Florida. It was actually created in affiliation with the Florida League of Cities. Although it has only been active since 2005, it has become fairly influential in Tallahassee. Capitol Access maintains relationships with the FLM to collaborate on joint efforts.

Florida Association of Counties. The FAC (formerly the State Association of County Commissioners) has been an active advocate for the interests of local government in Florida for decades. Capitol Access works closely with FAC members and staff on local government issues in the Capitol.

Capitol Access also works closely with trade and industry associations whose members are members of our local communities. Examples include the Florida Chamber of Commerce, Florida Waterworks Association, Florida Association of Realtors and the Florida Homebuilders Association.

***Identify team members and lead person and their expertise.***

Lead Lobbyist: Jerry Paul

Jerry Paul is an attorney, engineer, former Assistant Charlotte County Attorney, former Presidential Appointed Federal Official, and former elected State Representative serving the Charlotte County area in the Florida Legislature. He has over 20 years of experience with the

Florida Legislature, Executive Branch Agencies in Florida, and Local Government Law in Florida. His expertise includes Florida and federal legislation and legislative processes, Local Government Law, transportation, Administrative Law and advocacy in governmental tribunals, and energy & water policy.

Team Member Lobbyist Rob Shave

Rob Shave is a native of Charlotte County and graduated from Charlotte County public schools. Mr. Shave has been actively engaged in local and state government affairs for over a decade. He has served in multiple Florida government staff positions including Legislative Staff for the Florida House of Representatives Environment and Natural Resources Committee and Research Analyst for the Florida Taxation and Budget Reform Commission. He is a graduate of Florida State University where he received his B.S. in Political Science. Mr. Shave's expertise is in the following areas: Florida legislative process and procedure, Local Governmental affairs, transportation, water policy, agriculture, energy, and relationship-building with legislators and legislative staff statewide.

Team Member Lobbyist Jamie Miller

Jamie Miller is a lobbyist and political consultant specializing in strategic relations, political campaign management, strategic planning, public relations, grassroots motivation, and crisis communications. He also enjoys expertise in governmental processes and procedures on the local, state and federal levels.

**5) EXPERIENCE OF FIRM WITH CLIENTS SIMILAR TO CHARLOTTE COUNTY AIRPORT AUTHORITY**

***ACCOMPLISHMENTS OF FIRM IN COMPARABLE CONTRACTS - Thoroughly describe the expertise and achievements of the team to represent the CCAA if awarded this contract. Include a complete description of each accomplishment using the following format:***

- *Services performed for current or prior clients.*
- *Strategies employed to accomplish assignments.*
- *Examples of specific results achieved.*
- *Include the names of clients for whom work was performed.*
- *Dates work was performed.*
- *Names of team members performing the work.*

A complete listing of achievements for clients is beyond the scope of this response, although we are proud to provide a small sample (below) to demonstrate examples of successful strategies. We respectfully request an opportunity to meet with the Authority's Procurement Office team to more fully describe our expertise and additional examples of achievements for clients.

Punta Gorda Airport: During the last legislative session (March through May of 2014) Capitol Access lobbyists successfully procured \$770,000 in state appropriations on behalf of the Punta Gorda Airport to construct a portion of its proposed Airport Terminal Expansion. Capitol Access applied a strategy similar to that described above for the City of Punta Gorda Reverse Osmosis water project. Capitol Access was able to secure the support of those legislators (appropriators) whose committees held jurisdiction over funding for airport (transportation) projects. Capitol Access was also able to ensure that the Governor supported the project so that the legislative appropriation survived a potential veto.

The following is a testimonial from our client regarding their satisfaction with the services provided by Capitol Access:

*“We recently engaged Jerry Paul and his group to assist in seeking funds for specific airport projects that were otherwise unfunded but desperately needed. Jerry's guidance through the process, his professional approach, and his personal hands-on involvement gained us the funding we needed. We had tried on numerous occasions on our own, but because of our inexperience we met with only minimal success. Jerry knows what to do and when to do it. In his representation of us, he assured that our request was presented properly. Without his help, we would again have been waiting on the sidelines wondering what went wrong. Instead, we are actively involved in the process and successful in our efforts.”*

- Pam Seay, Punta Gorda Airport Authority Board Member

City of Punta Gorda:

During the last Florida legislative session (March through May of 2014), Capitol Access performed all governmental affairs services necessary to procure a \$900,000 appropriation for the City of Punta Gorda Reverse Osmosis water project. In an annual legislative budget cycle when a relatively small percentage of water projects were funded, Punta Gorda's project not only received funding but we were proud that it was in the top 12% of the funded projects ranked statewide by appropriation *amount* and more than any other municipality in Southwest Florida. Moreover, as to the local Charlotte County entities represented by Capitol Access during the recent legislative session (including the City of Punta Gorda and the Punta Gorda Airport), the state funding procured by Capitol Access was greater than the funding received by any COUNTY neighboring Charlotte County.

The following is a sample of quotes from our client regarding their satisfaction with the services provided by Capitol Access:

*“Thanks for your help. You know how to weave through the State legislative bureaucracy. Our first experience with a lobbyist has been quite rewarding.”* - **Howard Kunik, City Manager**

*“Oh, Jerry. Thank you, thank you, thank you!”; “Again, thank you and your team”; “Many, many thanks, Jerry”; “Thanks, too, for the primer on Florida’s Appropriation Process”; “...glad you will be continuing as our lobbyist for our RO Project for the next couple of months!”* – **Vice Mayor Carolyn Freeland**

*“Thank you again, for your perseverance in helping us secure funding for our project.”; “Jerry*

*– thank you for your diligent support!” - Councilmember Nancy Prafke*

*“Thank you for your progress on our behalf.” ; “Thank you Jerry and the entire team.” --  
Councilmember Tom Cavanaugh*

*“Thank you so much for all your hard work on our behalf!” – Councilmember Kim Divine*

As the registered lobbyists for the City, Capitol Access lobbyists Jerry Paul, Rob Shave and Jamie Miller, crafted and implemented the strategies resulting in this success. For example, first the Capitol Access team conducted a series of meetings and communications with the City officials to fully understand the details of the City’s requests. Then, the lobbyists worked with the City to prepare the official Budget Request documentation including all necessary information framed in a manner that is synchronized with the priorities of key legislators, particularly those who serve on the Appropriations Committees. Next, our lobbyists conducted more than 20 meetings with key legislators, their staff and committee staff to frame the issues properly frame the Budget Request. Once the Budget Request was filed with the House and Senate Appropriations Committees, the lobbyists met with the key legislators and staff again. Throughout the legislative session our lobbyists ensured that all legislators and staff received the information and messaging necessary to cause the funds for the request to be included as a line item in the House and Senate Budget submittals. Capitol Access lobbyists attended every meeting and hearing held by the House and Senate Appropriations Committees and ensured that the members of those committees received supportive messaging for the appropriation request.

We provided real-time reporting to the Punta Gorda City Manager and all Council Members. We also maintained communications with local news reporters to help shape the public messaging. Capitol Access also drafted proposed message points as preparation to City Council Members and the City Manager who were routinely interviewed by local press.

A key strategy for gaining support from legislators and committee staff is to first procure the support of the relevant executive branch officials and staff including, in this instance, the Department of Environmental Protection and the Governor. Capitol Access coordinated the support from all of these entities in order to ensure that the legislators and staff received favorable messages of support from that branch.

Capitol Access also prepared much of the supporting documentation delivered to the decision-makers (including summaries, talking points, and technical briefings) to further promote the project. Through a host of hearings and meetings totaling well over 100 during the course of three months, Capitol Access was able to secure the support of the Appropriations Subcommittee Chairs and the full Appropriations Committee Chairs of both the House and Senate. Accordingly, the appropriation remained in the final budget bill (HB 5001) which was the 2014 General Appropriations Act (GAA) for the State of Florida.

Capitol Access then monitored the debate and final passage of the GAA on the floor of the House and Senate to ensure that no adverse amendments were adopted that could remove the funding.

Upon final passage of the GAA, Capitol Access communicated daily with the Office of the Governor to ensure that the Governor did not veto the appropriation. In coordination with City Staff and officials such as Howard Kunik, Mayor Keesling, Vice Mayor Freeland and all other Council members, Capitol Access also prepared comprehensive written communications to the Governor explaining the project and requesting support. Capitol Access also coordinated communications directly to the Governor from key legislators such as Senator Lizbeth Benaquisto, Senator Nancy Detert, Representative Ken Roberson, Representative Ben Albritton (Appropriations Subcommittee Chairman) and Representative Matt Caldwell.

By building a solid foundation of support, the project was included in the GAA. Capitol Access then succeeded in lobbying the Governor to approve the project as part of the GAA.

At present, Capitol Access continues its governmental affairs representation of the City of Punta Gorda for the effort to procure funding from the Southwest Florida Water Management District (SWFWMD). This has included coordination of support from 6 regional legislators and 12 members of the SWFWMD Board of Governors. As a component of this effort, Capitol Access also procured the support of all 5 Charlotte County Commissioners to vote for consent to construct the Phase I Pipeline which was a contingency of the Reverse Osmosis Project.

The goals for City of Punta Gorda during the upcoming legislative session include a subsequent round of appropriations to be pursued from the State. Capitol Access is currently implementing the strategy for this goal. This includes leveraging the relationships with legislators, committee staff and executive branch agency personnel with whom Capitol Access has cultivated an understanding of Punta Gorda's interests and project(s). If Capitol Access is retained to continue its representation of Punta Gorda pursuant to this RFP, we will continue with those strategies which have been successful in the initial round of representation.

#### Concerned Citizens in Boca Grande (CCBG)

Prior to the 2014 Legislative Session, Capitol Access was contacted by local State Representative Ken Roberson regarding a problem faced by constituents of his in Boca Grande, Florida. Capitol Access was invited to meet with the constituents to provide legal analysis and advice on potential legislative remedies. Capitol Access was engaged to determine whether a legislative remedy could be structured and adopted to correct an internal underwriting guideline adopted by Citizens Property Insurance Corporation which resulted in hundreds of constituents losing their residential wind insurance coverage. Over the course of several months and more than 100 meetings with legislators, senior leadership at Citizens Insurance, and officials within the office of the Governor, Capitol Access structured legislative language to address the problem. Capitol Access coordinated a collection of legislators including local Senator Lizbeth Benaquisto, Senator Nancy Detert, Representative Ken Roberson, and Representative Matt Caldwell coupled with more than 15 other legislators occupying positions in key legislative committees to ultimately pass a bill that was then signed by the Governor.

The following are testimonials from our client regarding their satisfaction with the services provided by Capitol Access:

*“Jerry Paul’s involvement and personal commitment along with his Capitol Access team helped*

*us organize Concerned Citizens in Boca Grande, navigated a course with the Legislative and Executive branches in the Florida government, and gained cooperative support of key legislators and administrators throughout the process. The key elements he brought to the process included superb judgment in sequencing our lobbying activities for best effect and leverage, utilizing longstanding connections with leaders throughout state government and deft handling of points of resistance raised in the process. There is absolutely no way that the above results would have been achieved without Jerry's active leadership and hard work."*

-Jon C. Hunt, CCIB Team Leader, [Jon@JonHunt.onmicrosoft.com](mailto:Jon@JonHunt.onmicrosoft.com) Phone: 312-246-4245

*"You and your firm quickly grasped our problem, was not intimidated by the difficulty of achieving a successful outcome, had and effectively engaged excellent relations with critical, powerful politicians, was creative in adapting to the fluid political environment before and during the legislative session, persistently followed up on details, kept us informed of developments on a timely basis, sought appropriate advice from us as the situation developed, and, in the end achieved a solution to our problem that is quite satisfactory and better than we might realistically have expected. I would be happy to answer any questions you or others might have. – Dave Schneider, Attorney dschneid727@me.com*

*"Capitol Access provides effective representation. From beginning to the end, Jerry and his team were easy to do business with; attention to detail, accessible, provided regular updates and communication. Best of all were the results! I highly recommend Jerry Paul and Capitol Access.*

- Mark Spurgeon, [mark.spurgeon@bgrel.com](mailto:mark.spurgeon@bgrel.com)

Poseidon Water Resources: During the 2013 Legislative Session (March through May 2013), created a strategy to assist the developer of seawater desalination plants throughout the State of Florida. This effort began in the fall of 2012 by working closely with each municipality that was interested in these projects. Capitol Access Lobbyists met with the local government officials to determine the specific policy initiatives that would be helpful. Capitol Access performed the legal research necessary to draft proposed legislation altering Florida's water supply policy by creating a preferential provision facilitating the development of Seawater Desalination as a drought-proof water supply. Capitol Access coordinated over 100 meetings with executive branch agency officials, legislators, staff and environmental nongovernmental organizations to procure support for the legislation. Capitol Access presented the legislation during Committee Weeks at hearings held by key environmental, agriculture, and natural resources committees in the fall prior to the legislative session. Then, throughout the legislative session, Capitol Access attended all hearings and meetings to gain support for an amendment to the Omnibus Environmental Bill. Once this language was included in the bill, Capitol Access rallied legislators to defeat adverse amendments that would have removed the provisions. Upon final passage of the bill, Capitol Access communicated with the Governor and his staff to ensure that the bill was signed into law. This entire effort, with Capitol Access as the lead, required the coordination and collaboration with municipalities, counties, and public water utilities in more than 12 locations statewide.

Gasparilla Island Bridge Authority (GIBA): While representing GIBA, Capitol Access lobbyist Jerry Paul was instrumental in the governmental affairs effort to pass State legislation creating the GIBA Independent Special District in 1997 and served as General Counsel to the new governmental entity thereafter.

Additional Examples: Because the goals of every client (governmental and nongovernmental) are unique, Capitol Access tailors its governmental affairs strategies to match each effort. In any calendar year, Capitol Access is engaged in the procurement of successful decisions from government on behalf its clients. It is a year-round effort requiring constant communications with key officials in the executive and legislative branches. This also requires the continuous maintenance of relationships with all officials important to the interests of our clients. The above examples are only a small sample of the many successful project efforts Capitol Access has provided. We look forward to personal interviews by the Authority Procurement team and the Authority itself to more fully describe our expertise and achievements relevant to the Authority's goals.

## **6) ABILITY TO MEET AUTHORITY'S NEEDS, METHODOLOGY, AND APPROACH**

As described in more detail within the sub-category responses of this proposal, Capitol Access's experience and expertise is uniquely-suited to serving CCAA. Of course, we recognize that there are multiple lobbying firms that can also bring competent capabilities. We respectfully submit, however, that our proposal brings a level of qualification and capability to serve the CCAA that is unmatched by others for the following reasons.

Capitol Access is different from most lobbying firms and this governs our approach and methodology. Some of the differences are obvious: 1. We are lead by a former Charlotte County legislator who has served in government at the local, state and federal level in the legislative, executive and judicial branches, as an elected official, appointed official, and employee. Our other lobbyists have also served in multiple capacities interfacing with government. So, better than most, we understand the ways that government makes decisions; 2. Our offices are both in Tallahassee AND the Charlotte/Sarasota area. We know Southwest Florida. We know Charlotte County. We know Punta Gorda. We grew up here. We understand that our area is often overlooked by Tallahassee. We get it.; 3. We understand the needs of Punta Gorda. As the current lobbying firm for Punta Gorda, we already have a strong sense for the Authority's policy and budget goals. We also understand the legislators who, when organized through a coordinated team effort, can be very effective on the Authority's behalf. Our relationships with these legislators is longer and stronger than any lobbyists in Florida.

But, some of "what makes Capitol Access different" is not so obvious. We are 24/7, all-in, leave-no-stone-untuned people. We pride ourselves in our work ethic. We start our days before 6 a.m. and are usually still working hours after the lobbyists of other firms have left the office. When we sign on to represent a client, they become our family and we become theirs. We start

by doing a lot of listening. We learn everything there is to know about the client and about the request. We read. We read some more. We read everyting piece of background documentation we can find.

Then we use our legal expertise to research the law and determine a solution that is sound. We then draft the legislation with the accuracy and skill of a lawyer who has been creating laws for over 20 years. Note: Few lobbying firms also provide such legal expertise. Most lobbying firms only pursue legislation that the client must have drafted by a separate law or by separate lawyers within its own firm. This costs the client double or more. Capitol Access provides this expertise as part of the one-stop-shop that our clients receive.

We then develop a theme and messages for the request. These communications materials are narrowly tailored to the exact audience of decisionmakers whom we will need to lobby. Note: Again, most lobbying firms do not also draft speeches for legislators, talking points for debate, handouts for committee hearings, and technical briefings for staff. Most lobbying firms require that the client procure this material from a public relations firm which also costs the client additional money. Again, we do it all as part of the one-stop-shop that our clients receive. And we do it better than any communications firm in Florida because we understand the client, we understand the policy issues and we understand the audience of policymakers better than any other.

We are able to narrowly tailor or synchronize our clients' messaging because we understand the legislators – not just those in our local delegation, but ALL of them. We maintain continuous relations with every Chair and member of every committee. We maintain continuous communications with every member of leadership. We make it our business to know every legislator in the State. More importantly, we take the time to *understand* each of them. We learn their personalities, their beliefs, the constraints they face based upon their districts, and the specific standards that each apply when making decisions.

It is not enough for government officials to know us. It is not even enough for us to know them. We make sure that legislators and executive branch officials know our *clients*. We don't just work to earn their support. We earn their trust and their loyalty. That does not mean that every official makes every decision in favor of our client. But it does ensure that our clients receive unprecedented access to them. And when an official cannot agree completely with our client, they usually work hard to find a way to agree with a compromise that we can fit into our clients' overall strategy.

As mentioned above, we also help our clients synchronize with current and emerging trends in state government. This is a critical step for consistent success in Tallahassee. We take the time to listen closely and collect the intelligence necessary to predict likely paths for policy initiatives. We work to predict not just the "what" but the "who" ... meaning that we also focus on figuring out *which* officials are likely to be in a position to make a difference for our clients at the time when they need it. As mentioned earlier, we then structure our clients' strategies to be consistent with the theme of those trends (and the future leaders) so that we can use the momentum of those trends to support our client's interests.

Also, unlike any other firm, we believe in redundancy. We do not seek a majority vote. We fight for a unanimous vote. We do not just read summaries of bills, we read the entire bill ... and the staff analysis ... and the testimony of every witness speaking on each bill. No firm in Tallahassee takes a more comprehensive approach than Capitol Access.

Also, unlike most all lobbying firms in Florida, Capitol Access applies a strict “No Conflicts Policy”. We make commitments to ensure that the service to our client is 100% loyal to that client’s interests with no compromises. For example, some lobbying firms actually hire current members of the Legislature. Capitol Access refuses to do this. Remember, elected legislators must also serve the interests of their own re-election. That re-election depends upon the legislator’s image within a specific geographic district. A legislator therefore has incentives (and pressure) to favor the interests of clients (such as municipalities) within that district. If the legislator is a member of a lobbying firm that simultaneously represents multiple clients (such as municipalities) including clients *within* the legislator’s district and clients from *outside* that district, then the firm may be pressured to skew its advocacy with an emphasis toward the municipality within the legislator/employee’s district ... and de-emphasize the interests of municipalities that are not within that district. Capitol Access prevents this potential conflict.

Also, Capitol Access avoids simultaneously representing multiple clients with competing interests. Remember, similarly-situated stakeholders within similar classes commonly compete for the same funding allocated as appropriations blocks to groups or categories (such as municipalities). Moreover, the political capital extended to lobbying firms (particularly large firms) by some officials is well-recognized and measured. It therefore must be spread among all multiple stakeholders on whose behalf the firm requests favorable treatment. Due to this rationing effect, it is very difficult for a large lobbying firm to serve multiple airports and seaports simultaneously without compromising the interests of some. This is one of the reasons that Capitol Access was able to achieve such a high appropriation for the Authority (its sole airport/seaport client) during the recent legislative session. If Capitol Access continues as CCAA’s lobbying firm, all of our effort, loyalty and political capital will be dedicated solely to that airport as to all issues whereby there could be a conflict.

Our firm retains clients better than any other firm we know. The primary reason is that our clients receive continuous communication and feedback from us. Client communication and feedback is the number one feature valued by lobbying clients. We understand that and we manage ourselves to it. We make sure our clients know every aspect of a decision as it is being debated and decided. We provide real-time reporting and comprehensive summaries. We leverage state-of-the-art technology to monitor and track every bill and every amendment as it is filed. And we insert our clients into that stream of information. Our clients don’t just become aware of the governmental process in the Capitol, they become an integral part of it. When our clients visit Tallahassee they receive royal treatment, unprecedented access to the key leaders in the Capitol, and the respect that those leaders extend to them through us. We take pride in ushering our clients to the inside of government at the deepest levels.

The following is additional background on key aspects of our approach and methodology.

### Local Emphasis

We take our local Punta Gorda and Charlotte County roots seriously. Not only does our commitment provide our team with an accelerated ability to succeed for the Authority, but it also *defines* our methodology and approach. Some members of our team have lived in this community for five (5) decades with family roots in Punta Gorda and Charlotte County dating back to 1955. Each of the Authority Councilmembers (and Charlotte County Commissioners) see us routinely in the local halls of government and throughout the community. The Authority will have an unprecedented level of access to their lobbyists and to legislators, both local and statewide.

### Special Duty of Loyalty – Our Pledge

Punta Gorda Airport is unique as the fourth fastest growing airport in America. It has concerns, goals and interests that distinguish it from any other airports. As locals, we understand these differences. As the Authority's current lobbyists, we understand how to communicate these differences in Tallahassee. We recognize that these differences in interests can be particularly pronounced when compared with other airports. In some instances, the interests of other airports actually conflict (or, at least, compete) with the interests of another, such as Punta Gorda. Some examples include appropriations/funding priorities; grant applications; local and regional transportation funding priorities; and many others. Representation of CCAA should be tailored specifically to its interests without compromise due to conflicts with the interests of other airports. We welcome an opportunity to discuss this factor in more detail with the Procurement Team and the Authority. *Our Team represents no other airport competing for funding and legislative priorities with the Authority. Our firm does not **employ** current legislators (who typically have a duty to other airports within or near THEIR political district). We pledge to the Authority that Punta Gorda Airport will be our #1 Priority with undivided loyalty.* We believe this pledge is crucial to ensuring that the professional duty and perspective of CCAA's advocates in Tallahassee are committed and tuned solely to the interests of Punta Gorda.

### Our Approach.

The foundation of our approach is to maintain constant contact with the client and walk them through each step of the legislative process. We start by ensuring that we understand all of the clients' goals. We then work with the client to shape these goals into legislative proposals. We then develop a strategy to promote and achieve those goals. We then implement that strategy daily by integrating the client into the process through updates, meetings with key officials, and continuous effective messaging.

We attend all legislative committee meetings that affect priority issues for local governments or issues that are specific to the interests of Punta Gorda Airport. Additionally, because our team includes lifelong current residents of this community, we are available to conveniently attend Authority meetings when appropriate to provide in-person legislative updates to Authority officials. We monitor and track each and every bill and amendment filed during an entire legislative cycle. We perform analysis of these proposals and brief our client daily on each of these so that we can jointly formulate a position on the Authority's behalf and then aggressively promote that position.

We combine our *local emphasis* and our *Special Pledge of Loyalty*, to supplement and enhance the Authority's presence before the legislative and executive branches of Florida government.

This is the approach we have successfully implemented on behalf of Punta Gorda Airport throughout the last two legislative sessions.

Managing the politics of the legislative process - *The Ability to Foresee Political Shifts Before They Happen, and Act Accordingly*

Engagement in the political arena is an important component of any legislative strategy. Many times, issues not directly affecting the Authority will inadvertently have an impact on the scope of topics the Legislature will consider. Issues that are important, yet perhaps contentious, may take a back seat if they are considered too politically charged. We help our clients maneuver around this.

Our team enjoys an insiders' understanding of the legislative process. Our principal, Jerry Paul, formerly served as the State Representative within the Charlotte County area and members of our firm have served as legislative committee staff and in the campaigns of many State Senators and House members. We combine this with the knowledge of the politics affecting that process. We are active participants in both areas.

Our Team maintains an active role in the political arena, including campaign support, around the State. We do this in a nonpartisan way. Our involvement, outside the legislative process, gives us the ability to advise the Authority on political maneuverings and trends in the context of changes in leadership and changes in the political environment in Tallahassee. Our team has the personal and political bi-partisan relationships that allow us to foresee political shifts and to counsel our clients accordingly. While the majority party of the Legislature, Governor's Office and Cabinet is Republican, our contacts stretch beyond party lines. We understand how important a single vote can be, and when dealing with the Authority's legislative agenda, bi-partisan alliances are crucial.

Workplan Methodology

Our team would apply the following work plan.

Organizational Review - Upon contract award, our team conducts an initial organizational review with our client to discuss policy and funding issues relevant to our scope of services. Of course, this will be a seamless process for Capitol Access as the current lobbyists for the Authority. We will couple our institutional knowledge with a comprehensive understanding of the specific issues important to the Authority such as funding issues and airport policy topics. The results of this planning and assessment provide the basis for determining the specific objectives to be achieved in developing a legislative strategy to enhance the airport during the pending legislative cycle and beyond.

Analysis and Objectives – Pursuant to the review and analysis, Capitol Access and CCAA will continue to jointly develop a set of objectives in priority order. We will develop a strategy and plan of action for each objective. The action plan includes all key organizations or individuals who will be contacted, and with whom relationships will be established, to ensure that a broad network of sources for information is available. These contacts will include all appropriate organizations such as the Charlotte County Legislative Delegation (Senators, State Representatives, and staff), Chairs, members and staff of the legislative committees most important to the Authority’s legislative objectives, Florida Airports Council, Florida Association of Counties, Florida League of Cities, The Florida Chamber of Commerce, Florida TaxWatch, and many other non-governmental organizations with which we maintain alliances.

Proper execution and monitoring of the action plan is critical to success in achieving our objectives. Regular meetings and briefings with the client ensure that the action plan is revised as necessary to reflect changing circumstances and events.

### Communications with our clients

Close communications with our client is our hallmark. The success of our team and its members in achieving our clients’ objectives results from our commitment to thoroughly knowing our clients’ needs and maintaining a close working relationship. It is a critical element in successfully achieving legislative goals and priorities, defining possible legislative opportunities, and managing both parties’ expectations based on events occurring within the legislative, executive and administrative branches of government.

One of the foundations of our success has been ensuring that clients receive the detailed insight they need in order to make sound decisions. We believe in being easily and quickly accessible by phone, email and personal meetings to ensure close and continuous communications. Our clients will confirm that we return phone calls and emails quickly and responsively ... at ANY time. We have the resources to keep the Authority informed in real-time and to respond rapidly as the legislative process advances.

Our philosophy is to establish a “business partnership” with our client. We believe that working together—as a team—creates a customer-friendly environment where clients are involved to the greatest extent in the ongoing process of achieving their goals. We believe in maintaining open, regular communications, and believe that keeping in tune with our clients’ needs will provide us with a better understanding of their expectations.

We will provide regular updates to the Authority on an ongoing basis to keep you apprised of the status of legislative priorities. We will also advise you of events which may impact Punta Gorda Aiport’s interests or operations and keep you fully informed of any and all actions taken on behalf of the Authority.

We maintain a full-time Tallahassee office within steps of the Capitol. Our office is our clients’ office when the client is in the Capitol area. As partners with us, Authority officials will have full use of our Tallahassee offices and equipment at all times.

There are many unique strategies that Capitol Access employs to achieve the successes that have made our reputation. These are beyond the scope of this RFP response. We welcome an opportunity to discuss these in more detail with the Authority's Procurement team.

## **7) QUALIFIED LOCAL VENDOR**

Capitol Access lobbyists have lived in the Charlotte County area for a combined period of time exceeding 60 years. Our lobbyists have represented clients throughout the local Charlotte County area since 1994. Capitol Access serves as lobbyists for more clients in the Charlotte County area than any other firm in Florida. However, the current official office for Capitol Access is located in Tallahassee, Florida and, although our lead lobbyist and two other lobbyists still live in the Charlotte County area and Sarasota County area, Capitol access has not maintained a Business Tax License issued by Charlotte County, Sarasota County or Desoto County for the past six (6) months.

## **8) COST**

As the current lobbying firm for the Airport Authority, Capitol Access has provided service at the rate of \$3,000 per month. At this rate, we have been instrumental in procuring \$770,000 in funding for the Airport and we are poised to add to this funding during the pending legislative session.

Capitol Access proposes to retain this fee schedule (\$3,000 per month) for the agreement pursuant to this RFP.

Capitol Access would apply the same Billing Methodology as currently applied in the existing contract between Capitol Access and the Authority which is a monthly invoice tendered electronically to the Office of the Administrator or his designee. Reimbursable expenses would include only those expenses that are pre-approved by the Administrator consistent with the Authority's current standards for reimbursements and subject to negotiation pursuant to a formal contractual arrangement.

**CHARLOTTE COUNTY AIRPORT AUTHORITY**  
**Punta Gorda, Florida**

**STATE LOBBYIST SELECTION MATRIX**

CRITERIA	POINTS	Capitol Access					Gray/Robinson					Solaris					Southern Strateg					
		A	C	H	J	S	A	C	H	J	S	A	C	H	J	S	A	C	H	J	S	
List of Clients	Value	1-5	4	5	3	4	5	4	5	3	5	5	3	2	1	5	3	4	5	5	5	2
References	Value	1-10	9	10	8	9	10	8	7	7	9	10	8	5	1	8	10	8	5	7	9	8
Qualifications of Firm, Team or Lead Person	Value	1-20	18	18	10	18	20	15	12	10	19	20	18	10	5	18	20	18	10	20	19	15
Experience of Firm with Clients to CCAA	Value	1-15	14	12	15	15	15	12	4	10	13	14	10	0	1	13	8	12	5	15	14	5
Ability to Meet Authority's Needs Methodology and Approach	Value	1-20	18	17	15	20	20	16	15	10	17	15	15	8	5	14	18	16	5	20	14	18
Qualified Local Vendor	Value	0 or 10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cost	Value	1-20	18	20	15	19	18	18	15	10	20	19	18	10	20	20	19	10	0	5	10	15

<b>Total Points</b>	81	92	66	85	88	73	58	50	83	83	72	42	33	78	78	68	35	72	71	63
	<b>82.4</b>					<b>69.4</b>					<b>60.6</b>					<b>61.8</b>				

- Paul Andrews    Board Member    A
- Kathleen Coppola    Board Member    C
- Rob Hancik    Board Member    H
- James Herston    Board Member    J
- Pam Seay    Board Member    S

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May 19, 2015

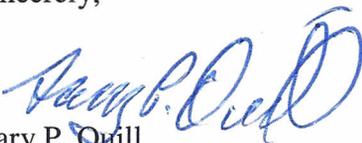
Mr. Jerry Paul, Esq.  
Capitol Access  
400 Capital Circle SE, Suite 18116  
Tallahassee, FL 32301

RE: Lobbyist Services

Dear Mr. Paul:

At the Regular Meeting of the Charlotte County Airport Authority on May 14, 2015 the CCAA Board selected lobbyist services. Based on the scores your company was selected. A copy of the final tabulation is attached. Please supply us with the appropriate paper work at your earliest convenience.

Sincerely,



Gary P. Quill  
Executive Director