

**Proposal to City of Hallandale Beach – City of Choice**

In Response to:

**Request for Proposal  
(RFP) # FY 2010-2011-014  
State Lobbyist Services**

**Submitted by: William J. Peebles, P.A.**

**Contact: William J. Peebles  
310 West College Avenue  
Tallahassee, FL 32301  
850/681-7383**

**September 29, 2011**

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September 29, 2011

Andrea Lues  
General Services/Purchasing Division Director  
400 S. Federal Highway  
Hallandale Beach, Florida 33009

Dear Ms. Lues:

The firm of William J. Peebles, P.A. (the Firm) is pleased to respond to the City of Hallandale Beach's Request for Proposals (RFP) for State Lobbyist Services. The enclosed proposal includes the Firm's response to the information requested by the City of Hallandale Beach (the City) and sets forth in detail the qualifications and professional accomplishments of the Firm that make it uniquely qualified to represent the City. I have read the RFP in detail and understand the objectives identified by the City to be accomplished through its contract for State Lobbyist Services as detailed in the Technical Specifications and the areas of interest detailed therein. This proposal is a firm and irrevocable offer pending a contract award by the City Commission.

As the attached proposal illustrates, the Firm has extensive experience representing local governments and utilities. Mr. William J. Peebles will be the lead lobbyist on the legislative team and he will be assisted by Ms. Karen M. Peterson. Mr. Peebles has represented clients before the Florida legislature and Florida executive branch since 1985. During that time, he has represented numerous local governments on a broad array of issues. The Firm's preeminence in the field of local government lobbying was recognized this past year when the Firm was selected by the Florida League of Cities, the Florida Association of Counties, and the Florida School Boards Association to lead the lobbying effort to oppose further restrictions on the use of ad valorem revenues. Ms. Peterson has significant experience with the Florida legislature and Florida executive agencies, having worked since 1984 in a range of positions, including as legislative assistant and committee staff analyst, legislative affairs staff of a state agency, and as a lawyer and lobbyist representing a variety of public and private sector clients on environmental and healthcare issues.

Mr. Peebles established the Firm in 1995 with the primary objective of providing representation to local government clients before the Florida legislature and Florida executive branch. Through his relationships with members of the legislature, as well as legislative and executive branch staff, Mr. Peebles has achieved tremendous success securing specific appropriations and passing substantive legislation on behalf of his clients. Because of the Firm's specialization in the area of legislative and executive branch advocacy, the Firm is capable of responding rapidly to the issues and actions affecting the interests of its clients. Likewise, members of the Firm are

available at all times to meet with the City Manager, the City Commission, City staff, and others, as appropriate, to develop and execute the City's legislative agenda.

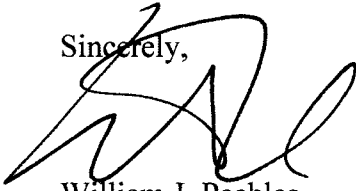
In its proposal, the Firm has detailed its approach to providing the scope of services requested in the RFP. Highlights include:

- Working with the City Manager, the City Commission and staff in order to develop clearly defined legislative goals and to coordinate and execute their implementation.
- Monitoring legislative and executive branch activities to identify and notify the City of issues affecting it or its citizens. Such monitoring would be for the purpose of both accomplishing the goals of the City and fending off any potentially harmful actions.
- Securing support for and passage of the City's legislative goals through existing relationships in both the legislative and executive branches of government and, when needed, by developing new relationships.
- Providing the City with regular reports on matters of interest to the City.
- Supporting and facilitating the direct advocacy efforts of the City.

These objectives will be achieved through regular communication and interaction with the elected and professional leadership of the City and active engagement of the elected and appointed officials and professional staff of the legislature and executive agencies, and by facilitating direct communication between the City and key decision makers.

The Firm affirms that it meets the minimum qualification requirements as set forth in the RFP and is, therefore, eligible for consideration of the contract award and welcomes the opportunity to participate in the City's RFP process. Please do not hesitate to contact me if you have any questions regarding the content of our proposal.

Sincerely,



William J. Peebles

#### 4. GENERAL REQUIREMENTS

The Firm has extensive experience representing local government interests and includes among its clients the Toho Water Authority, the Orlando Utilities Commission, and the Cities of Tampa, Orlando, Winter Park, Kissimmee, Tallahassee, and Islamorada Village of Islands. The Firm also represents local government interests through its work for the Florida League of Cities, Inc., the Florida Association of Counties, the Florida School Board Association, Metroplan Orlando, and the Florida Municipal Natural Gas Association. Our subject area expertise and long history with the issues are complemented by our legal training. We have an unparalleled ability to communicate complex legal issues to policy makers in layman's terms, and a real understanding of the legal issues often raised by proposed legislation.

Representative, but by no means exhaustive, examples of the Firm's performance and experience in lobbying for local governments are as follows:

##### Appropriations

In this era of declining state revenues, it has become ever more difficult to secure specific earmarks for local projects. Accordingly, the Firm has adjusted its appropriations approach to reflect the need to find revenue sources that are still available. Often, this may lead to partnering with other entities, sometimes state governmental entities, such as the State University System or to pursuing alternative approaches such as specifying particular transportation projects for funding by the Florida Department of Transportation. The following is a partial listing of appropriations obtained by the Firm in the past.

- \$2 million for the City of Kissimmee Airport
- \$1.2 million for the City of Winter Park Fairbanks Improvement Project (vetoed)
- \$650,000 for the City of Orlando Orange Blossom Trail Corridor Storm Water Improvements
- \$750,000 for the City of Kissimmee Water Modeling Project
- \$750,000 for the City of Kissimmee Dakin Street Box Culvert Project
- \$1.2 million for the Toho Water Authority Shingle Creek Storm water Project
- \$1.5 million for the City of Tampa Dale Mabry Storm Water Project
- \$275,000 for the City of Mt. Dora Lake John Improvements
- \$1,200,000 for the Orange County – SR 426 Electrical Undergrounding, and Bicycle, Pedestrian, and Vehicular Safety Improvement Project
- \$350,000 for the City of Mount Dora Lake John Improvements
- \$300,000 for the North Tampa Closed Basins Water Management Project Improvements
- \$350,000 for the Howell Branch Lakes Stormwater Retrofit Project
- \$100,000 for the City of Tampa Drew Park Drainage Improvements
- \$400,000 for the City of Winter Park Lake Berry Storm water Treatment Project
- \$100,000 for the Osceola Parkway Water Main Replacement Project

## Substantive Law

### **Rental Car Surcharges**

The Firm led an effort to re-allocate proceeds from the existing \$2 rental car surcharges, which originally were allocated using the formulas for allocating state trust fund money. This procedure resulted in the under-allocation of rental car surcharge funds to large urban areas that experience far higher rates of rental cars and consequently were not being fairly compensated under the formula for the amount of traffic being put on their roadway network by rental cars.

### **Local Government Revenue and Expenditure Caps**

The Firm was selected last year by the Executive Directors of the Florida League of Cities, the Florida Association of Counties and the Florida Association of School Boards to lead the lobbying team against an expected effort by the 2011 Florida Legislature to impose a taxpayers' bill of rights, or TABOR, on local governments through constitutional amendment. The Firm led the lobbying team and coordinated the lobbying team's efforts with the efforts of public relations professionals and association staff, as well as local government officials. At the end of the day, the Senate President determined not to include local governments in his proposed constitutional amendment.

### **Transportation Funding**

Transportation funding in Florida was revolutionized under Governor Bush by the creation of the strategic inter-modal system (SIS). The effect of the SIS was to direct virtually all of Florida's transportation money to regional networks, usually in urbanized areas. However, implementation of the new SIS was, of course, imperfect and at times facilities that arguably should have been included in the SIS were not. The Firm led an effort to have the Florida Department of Transportation amend the SIS projects list to add an airport. When the FDOT refused to add a second airport to the SIS list, the Firm successfully lobbied the legislature to make the addition directly by statute.

### **Commuter Rail**

The Firm led a large team of lobbyists and community leaders in the effort to bring a \$1.2 billion commuter rail project to Central Florida. This effort has involved close cooperation with the highest levels of legislative leadership in both the House and the Senate, and the Governor's office, as well as the coordination of various regional interests from across the state.

### **Growth Management**

The Firm successfully turned back an effort by the Board of Governors of the State University System to eliminate Florida's campus master planning statute, which integrates the campus planning process with local planning processes and requires that the state fund off-site infrastructure improvements necessary to mitigate the impacts of campus development.

These examples involve all the basics of good lobbying; effective client communication, subject matter expertise, excellent negotiating skills, the skilled use of available resources, the knowledge of the strengths and weaknesses of the opposition, access to policymakers and their staff, as well as long and strong connections with executive agency staff.

#### Additional Qualifications

A further strength of the Firm is the geographic diversity of its client base. The Firm represents clients from across the state, especially along the I-4 corridor, from where so much of current Florida legislative leadership comes. This results in very close, locally-based relationships with many of Florida's current legislative leaders and creates unique opportunities for us to leverage those relationships for the benefit of clients from other regions.

A final strength of the Firm—and something that may distinguish it from other potential proposers—is its exclusive focus on local governments and its long history of involvement with local government issues. Well over 90% of the Firm's lobbying activities in the last five years have been on behalf of local governments. As a result, we are recognized by legislators and legislative and executive agency staff alike as subject matter experts, and we are skilled at developing strategies that leverage the unique strengths and interests of local governments in their interactions with the legislature. Further, the Firm has, in its entire history, experienced only one client conflict. In that case, the conflict in client positions was immediately reported to the clients and the conflicting positions were resolved by the clients.

#### 5. LICENSE TO PRACTICE IN FLORIDA

The Firm and its professional staff possess all licenses and registrations required to provide the requested services. The Firm is a Florida corporation registered with the Department of State. Mr. Peebles and Ms. Peterson are both attorneys who are currently licensed by the Florida Bar. Both maintain occupational licenses as required to conduct business within the City of Tallahassee.

#### 6. FIRM QUALIFICATIONS AND EXPERIENCE

##### a. **Length of time the Firm has been providing state legislative lobbying services**

The Firm was established in 1995 as a statewide firm with the primary objective of providing representation to clients before the Florida legislature and Florida executive branch.

##### b. **Number of employees**

The Firm consists of two attorneys, **Mr. William J. Peebles, Principal and Karen Peterson**, both of whom are attorneys licensed to practice law in the State of Florida.

Each has unique skills that he or she will bring to bear on the City's agenda. Both work very closely together to coordinate their work on behalf of individual clients in order to ensure the most effective use of their resources and individual strengths. In addition, the Firm employs a full-time administrative assistant and part-time staff, as needed, throughout the legislative session.

c. **List of current clients**

The Firm executes annual contracts with its clients that are typically renewed in the Fall. The following is the list of clients under contract with the Firm through 2012.

<b>CLIENT NAME</b>	<b>ANNUAL AMOUNT</b>
AIDS HealthCare Foundation	\$125,000.00
Broward County	\$40,000.00
City of Clearwater	\$25,000.00
City of Kissimmee	\$60,000.00
City of Orlando	\$49,500.00
City of St Petersburg	\$30,000.00
City of Tallahassee	\$40,000.00
City of Tampa	\$90,000.00
City of Winter Park	\$50,000.00
Community Telecommunications Council	\$20,416.61
Florida Association of Counties	\$50,000.00
Florida Gas Utility	\$50,000.00
Florida Landmark Communities	\$24,000.00
Florida League of Cities, Inc.	\$50,000.00
Florida Municipal Electric Association	\$104,000.04
Florida Municipal Insurance Trust	\$108,000.00
Florida Municipal Natural Gas Association	\$30,000.00
Florida Municipal Power Agency	\$50,000.00
Florida Redevelopment Association	\$60,000.00
Islamorada, Village of Islands	\$75,000.00
Metroplan Orlando	\$45,000.00
Nabors Giblin and Nickerson PA	\$60,000.00
Orlando Utilities Commission	\$40,000.00
Pelican Bay Foundation, Inc.	\$30,000.00
ToHo Water Authority	\$30,000.00

d. **List of legal claims during the past five years.**

None.



7. **TEAM'S EXPERIENCE/QUALIFICATION**

Mr. Peebles will be the lead lobbyist on the legislative team and he will be assisted by Ms. Peterson. They have more than 50 years of combined experience representing clients on matters before state government.

William J. Peebles

Mr. Peebles is the principal of the Firm and will be the lead lobbyist on this legislative team. He has extensive experience representing local government interests and includes among his clients the Cities of Tampa, Orlando, Winter Park, Kissimmee, and St. Petersburg; Broward County; and the Village of Islamorada . He also represents local government interests through his work for the Florida League of Cities, Inc., the Florida Municipal Insurance Trust, and the Florida Municipal Natural Gas Association.

Mr. Peebles has been the principal lobbyist for the Florida Municipal Electric Association (FMEA), a trade association consisting of 32 municipally-owned electric utilities, continuously since 1985. He has been highly effective in this representation of an industry known in the Capitol for generating very contentious and controversial issues and for having some of the Capitol's most effective lobbyists.

Since 1995, Mr. Peebles has represented the Florida Municipal Insurance Trust (FMIT), a self-insurance pool consisting solely of local governments and administered by the Florida League of Cities (the League). He was chosen by the Executive Director and the General Counsel of the Florida League of Cities to represent this vital interest of the League. Since this engagement, he has had great success defending claims bills and defeating an effort led by the then-President of the Senate and the Senate Insurance Committee Chairman to subject FMIT to regulation by the Department of Insurance as if it were a private company.

Mr. Peebles also has broad experience in the arena of municipal finance, having served as bond counsel, issuers counsel, and underwriters' counsel in his legal practice. He has successfully worked on revisions to the Public Service Tax, including helping to clarify local government responsibilities to telecommunications providers under the provisions of Section 166.231 F.S., and seeking to remedy problems in the collection of the Public Service Tax that occurred in the wake of federal deregulation of the natural gas industry.

As a result of his nearly 27 years of work with the Florida legislature, Mr. Peebles has established long and close working relationships with a significant number of its members.

Karen M. Peterson

Ms. Peterson will assist Mr. Peebles on matters involving the City's legislative agenda. Ms. Peterson first began work with the Florida legislature in 1984 as Legislative Aide to Representative Mary Ellen Hawkins, Naples. In that capacity, she also staffed the Collier

Representative Mary Ellen Hawkins, Naples. In that capacity, she also staffed the Collier County Legislative Delegation for which she coordinated the successful passage of all local bills filed by the delegation. She has served as legislative liaison for the Florida Department of Transportation, assisting in the development and passage of its legislative package and analysis of the hundreds of bills filed annually affecting transportation matters. She has also served as staff on the House Committee on Rules and Calendar and the House Judiciary Committee and its Subcommittee on Real Property and Family Law.

Ms. Peterson graduated with honors from the University of Florida College of Law and has been a member in good standing of the Florida Bar since 1993. Following graduation, Ms. Peterson was an associate with the law firm of Hopping Green & Sams, P.A. where she drafted and lobbied environmental legislation on a wide range of topics, including wetlands, mining, oil and gas, Title V, biosolids and domestic wastewater permitting, among others. Ms. Peterson left the firm in 1997 to serve until this past August as a lawyer, lobbyist, and administrator for the Florida Hospital Association and its membership, which includes the majority of the state's public and private hospitals and hospital systems.

#### Additional Information

Resumes for Mr. Peebles and Ms. Peterson follow.

**WILLIAM J. PEEBLES**  
**310 WEST COLLEGE AVENUE**  
**TALLAHASSEE, FLORIDA 32301**  
**BILL@BILLPEEBLES.COM**  
**(850) 566-3029**

**EDUCATION**

Florida State University (1976), Tallahassee, Florida  
Bachelor of Arts, Cum Laude, Political Science

Florida State University (1979), Tallahassee, Florida  
Juris Doctorate, With Honors

**WORK EXPERIENCE**

1995            Established William J. Peebles, P.A., to focus on representing clients before the Florida Legislature and Executive Branch

1985-1995     Partner: Moore Williams Bryant Peebles and Gautier, a Tallahassee law firm representing corporate and governmental clients before various Florida agencies and the Florida Legislature.

1979-1985     Law Office of Robert J. Angerer, complex Federal litigation.

**PAST COMMUNITY ACTIVITIES**

Capital Area Action Agency, Inc., Recognition for Contributions, 2001

Mothers In Crisis, Partners of Mothers In Crisis Appreciation, 2004

Providence Neighborhood Association, Genevieve McDonald Community Service Award, 2004

Davis Productivity Award, Communications Service Tax Working Group, Florida Department of Revenue, 2001

Trust for Public Lands Florida Advisory Council, 1998-present

**LEGISLATIVE EXPERIENCE**

1985-present            Representation of various local governments and trade associations before the Florida Legislature and Executive Branch.

**Karen M. Peterson**  
310 WEST COLLEGE AVENUE  
TALLAHASSEE, FL 32302  
KAREN@BILLPEEBLES.COM  
(850) 212-7485

### **HIGHLIGHTS OF STRENGTHS**

- Excellent written and verbal communications, organizational, and problem solving skills
- Broad and deep knowledge of the legislative process and government operations
- Ability to communicate complex issues and ideas in plainspoken language
- Capacity to operate effectively under deadline pressure and in high profile circumstances

### **EMPLOYMENT**

**Chief Operating Officer, Florida Hospital Association**, Tallahassee, FL, August 2004 – August 2009

- Assist in the management of operations of a statewide trade association consistent with the identified priorities of the Board of Trustees
- Direct budget development and administration, accounting, human resources, and education, and supervise advocacy staff with responsibility for work force, nursing, patient safety, and rural hospitals, among other issues

**Deputy General Counsel, Florida Hospital Association (formerly Association of Community Hospitals & Health Systems of Florida, Inc.)** Tallahassee, FL, August 1997 – August, 2004

- Advocated on behalf of the state's hospitals on regulatory matters involving the Florida Legislature and the state's executive agencies
- Drafted policy analyses, legislative proposals, and memoranda and developed legislative strategies that offer solutions to issues affecting hospital operations and administration
- Provided counsel to members on compliance with state laws and rules regulating hospitals
- Provided staff support, including legal support, to the Florida Society of Healthcare Risk Management & Patient Safety, a 400-member professional membership group affiliated with FHA

**Attorney/Lobbyist, Hopping Green & Sams, P.A.**, Tallahassee, FL, September 1993 – July 1997

- Drafted and lobbied environmental legislation relating to: wetlands, mining, oil and gas, Title V, biosolids and domestic wastewater permitting, boating, and facility regulation
- Developed an expertise in law relating to the use of the self-evaluative and attorney-client privileges in environmental compliance; drafted, lobbied, and served as primary expert for statewide industry associations on environmental self-audit privilege legislation; provided statewide seminars on the self-audit privilege legislation and ISO 14000 standard
- Provided written and oral opinions to clients and drafted memoranda and pleadings related to compliance with state environmental laws and regulations, primarily in the area of wetlands regulation

***Intern, House Judiciary Committee***, Tallahassee, FL, 1992 – 1993

- Served as an analyst for the Real Property and Family Law Subcommittee

***Law Clerk, Asbell, Hains, Doyle & Pickworth***, Naples, FL, Summer 1992

- Researched and drafted legal memoranda on a variety of issues generally involving construction, local government, and development law

***Government Affairs Coordinator, Collier Building Industry Association***, Naples, FL, 1990

- Represented the association on policy issues before the Collier County Board of County Commissioners and the Naples City Council.

***Public Information Officer, City of Naples***, Naples, FL 1989-1990

- Prepared and/or approved all internal and external publications, press releases, and other marketing projects on behalf of the mayor and city manager

***Legislative Analyst, House Committee on Rules & Calendar***, Tallahassee, FL, 1989

- Directed floor activity on bills handled by the social services and general government committees

***Legislative Liaison, Florida Department of Transportation***, Tallahassee, FL 1988

- Conducted and coordinated the research, writing, and analysis of transportation legislation, including the Department's 1989 legislative package and lobbied portions of same

***Legislative Aide, Rep. Mary Ellen Hawkins***, Naples/Tallahassee, FL 1984 – 1987

- Assisted with the research, preparation, and final resolution of Representative Hawkins' bills
- Coordinated passage of all bills filed on behalf of the Collier County Legislative Delegation
- Administered all office functions, including correspondence and constituent services

## **EDUCATION**

**University of Florida College of Law**, Gainesville, FL, July 1993, Juris Doctor with honors

- Dean's list all semesters; book award in Appellate Advocacy; Legal Research & Writing teaching fellowship

**Duke University**, Durham, NC, Bachelor of Arts in Public Policy Studies, August 1982

8. **PROJECT MANAGER'S EXPERIENCE**

Mr. Peebles will be the project manager for this RFP. His experience is detailed in Item 7 above.

9. **PAST PERFORMANCE (REFERENCES)**

The following is a list of five current references. The total cost of services reflected is for 2011.

**The Florida Association of Counties, Inc. (FAC), P. O. Box 549, Tallahassee, Florida 32302.**

**The Florida League of Cities Inc.(FLC), P. O. Box 1757, Tallahassee, Florida 32302-1757.**

**and The Florida School Boards Association, Inc. (FSBA), 203 S. Monroe Street, Tallahassee, Florida 32301. \$70,000.00**

Christopher Holley, Executive Director FAC, Phone: (850) 922-4300,

Email: [cholley@fl-counties.com](mailto:cholley@fl-counties.com) ; Michael Sittig, Executive Director FLC,

Phone: (850) 222-9684, Email: [mikesittig@flcities.com](mailto:mikesittig@flcities.com) and Wayne Blanton, Executive Director FSBA, Phone: (850) 414-2578, Email: [Blanton@fsba.org](mailto:Blanton@fsba.org)

Consult and advise, as requested by the Associations, on proposed legislation or joint resolutions pending before the Florida Senate and House of Representatives in regular or special session that would limit by statute or constitutional amendment local government revenues or expenditures, including, but not limited to, the Taxpayer Bill of Rights (TABOR), Taxpayer Protection Act (TPA) or Smart Cap or any similar proposal.

**Nabors, Giblin and Nickerson, P.A., 1500 Mahan Drive, Suite 200, Tallahassee, Florida 32308. \$60,000.00** Robert L. Nabors, Phone: (850) 322-4038,  
Email: [rnabors@ngnlaw.com](mailto:rnabors@ngnlaw.com)

Perform work before the legislative and executive branches regarding taxation of online travel companies and report on the status of work and pending issues

**Metroplan of Orlando, 315 E. Robinson Street, Suite 355, Orlando, Florida 32801. \$45,000.00** Harry Barley, Executive Director, Phone: (407) 481-5672, x-313,  
Email: [hbarley@metroplanorlando.com](mailto:hbarley@metroplanorlando.com)

Pass legislation that moves the date for adopting a local option gas tax to October 1 and that provides local authority to enact a surcharge on rental car contracts. (Previously led the effort to re-allocate proceeds from the existing \$2 rental car surcharges to provide

**Islamorada, Village of Islands, 86800 Overseas Highway (MM87 – Founders Park), Islamorada, Florida 33036. \$50,000.00**

Ed Koconis, City Manager, Phone: (305) 664-6420

Email: Edward.koconis@islamorada.fl.us

Assist the Village in obtaining funding for wastewater utility facilities required to achieve compliance with its Area of Critical State Concern (ACSC) designation and facilitate improved communications and relationships with the Governor and Cabinet acting in their role as administrators of the ACSC program, and related executive agencies.

**City of Orlando, City Hall, 400 S. Orange Avenue, Orlando, Florida 32801.**  
**\$49,500.00** Kathy Russell, Director of Intergovernmental Relations, Phone: (407) 246-3094, Email: kathy.russell@cityoforlando.net

Obtain passage of legislation authorizing construction of the Central Florida commuter rail (SunRail) project and secure executive (Governor and agency) support of it and related state and federal appropriations

#### **10. PROPOSER'S APPROACH TO THE PROJECT**

Effective legislative and agency representation of any client—including the services contemplated in the RFP—begins with a thorough understanding of the client's problems, needs, and opportunities. The process would be undertaken through meetings with appropriate members of the City's management team. It is also critical that the Firm and the City have in place effective and expeditious communication. This communication may be effected through frequent telephone and e-mail contact with the City's team.

The Firm should work with the City staff and other lobbying team members to develop an appropriate strategy for implementing the City's legislative program. Direct communications with other entities that have related interests, such as the Florida League of Cities, as well as with appropriate legislative staff is also important. The next step in the implementation of an effective legislative program is usually direct contact with appropriate legislative leadership. It is critical as well that the local legislative delegation be as involved as possible in the implementation of the City's legislative program.

It is important to recognize that the development and effective implementation of a legislative program does not occur in isolation. It is a process that evolves with the demands and unique issues and events of each legislative session. During the course of the contacts described above, the Firm will maintain constant communication with the City's management team to continually reassess the City's legislative goals and to refine, as needed, the strategy required to achieve those goals.

If a part of the City's legislative program requires adoption of substantive legislation, the Firm would be responsible for securing legislative sponsors for such legislation or identifying opportunities for effecting the proposed changes through other means, such as amendments to legislation. The Firm would not only secure sponsors if necessary, but would also guide the bills through all steps of the process: pursuing favorable committee references, obtaining committee hearings, testifying or coordinating testimony by members of the City's professional staff, developing appropriate talking points, and

engaging in any other matters required to secure passage of the bill out of committee. Once the bill is out of committee, the Firm would work with the sponsors of the legislation and with legislative leadership in both the House and Senate to bring the legislation to the floor for action.

The appropriations process can be largely agency driven. Local delegation support, however, remains critical for important projects. Accordingly, the Firm would work not only with executive agencies but also with appropriate members of the local legislative delegation to educate them about the value and importance of the City's projects and to obtain their endorsement and support for any requested funding. This process would not end with members of the local delegation, but would extend to members of relevant appropriations committees and to legislative leadership.

Finally, it is critical that the Firm act as the eyes and ears of the City with the legislature and executive agencies. Frequent contact with appropriate agency and legislative staff is required in order to anticipate legislative activity rather than react to it. Developing and nurturing relationships with legislators is critical to client success. We do that by providing high quality, thoughtful policy analysis to legislators, by making it a point to know which legislators are involved in our clients' issues and what they care about, and by being active participants in elections and campaign funding. Personal relationships count in the legislative process, and we work hard to make sure our clients enjoy the benefits of those relationships.

**11. FINANCIAL RESOURCES**

**A. Balance Sheet as of 083111**

Balance Sheet As of 083111				Sep 29, 11
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
		Centennial Bank		33,179.62
		<b>Total Checking/Savings</b>		<b>33,179.62</b>
<b>Accounts Receivable</b>				
		Accounts Receivable		-29,999.73
		<b>Total Accounts Receivable</b>		<b>-29,999.73</b>
<b>Other Current Assets</b>				
		Deposit on Office Space Purchas		44.72
		Due From Bill & Amy Invst. Prop		157.62
		<b>Total Other Current Assets</b>		<b>202.34</b>



	<b>Total Current Assets</b>		3,382.23
	<b>Fixed Assets</b>		
	Accumulated Depreciation		-4,212.74
	Computer Equipment		10,527.57
	<b>Total Fixed Assets</b>		6,314.83
	<b>Other Assets</b>		
	Accumulated Amortization		-848.37
	Organizational Costs		848.37
	<b>Total Other Assets</b>		0.00
	<b>TOTAL ASSETS</b>		<b>9,697.06</b>
	<b>LIABILITIES &amp; EQUITY</b>		
	<b>Liabilities</b>		
	<b>Current Liabilities</b>		
	Accounts Payable		
	Accounts Payable		-135.00
	<b>Total Accounts Payable</b>		-135.00
	<b>Other Current Liabilities</b>		
	Direct Deposit Liabilities		-24,426.28
	<b>Payroll Liabilities</b>		
	FICA		-77.45
	FUTA		-2,612.56
	Medicare		-17.41
	SUTA Tax		80.75
	Payroll Liabilities - Other		3,211.06
	<b>Total Payroll Liabilities</b>		584.39
	<b>Total Other Current Liabilities</b>		-23,841.89
	<b>Total Current Liabilities</b>		-23,976.89
	<b>Total Liabilities</b>		-23,976.89
	<b>Equity</b>		
	Additional Paid in Capital		22,139.03
	Common Stock		100.00

		<b>Distributions</b>	1,572,309.07	-
		<b>Retained Earnings</b>	1,125,102.83	
		<b>Net Income</b>	458,641.16	
		<b>Total Equity</b>	33,673.95	
<b>TOTAL LIABILITIES &amp; EQUITY</b>			<b>9,697.06</b>	

12. **COST PROPOSAL**

**COST PROPOSAL FORM**

**WILLIAM PEEBLES, P.A.**

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To provide Lobbying Services in accordance with the Contract Documents for:

**FRP # FY 2010-2011-014 STATE LOBBYIST SERVICES**

The undersigned, as Proposer, hereby declares that the only person or persons interested in the proposal, as principal or principals, is or are named herein and that no other person than herein mentioned has any interests in the Proposal of the contract to which the Work pertains; that this Proposal is made without connection or arrangement with any other person, company, or parties making Bids or Proposals and that the Proposal is in all respects fair and made in good faith without collusion or fraud.

The Proposer further declares that he has examined the requirements and scope of work; that he has made sufficient investigations to fully satisfy himself that such sites are suitable for the Work; and he assumes full responsibility therefore; that he has examined the technical specifications and plans for the Work and from his own experience or from professional advice that the technical specifications are sufficient for the Work to be done and he has examined the other Contract Documents relating thereto, including the Instructions to Proposers, Contract, Proposal, Detailed Scope of Work/Specifications, Qualification Statement, Public Entity Crime Form and Insurance requirements and he has read all addenda prior to the opening of Proposals, and that he has satisfied himself fully, relative to all matters and conditions with respect to the Work to which this proposal pertains.

The Proposer proposes and agrees, if this Proposal is accepted, to timely execute a contract with the City in the form attached and to furnish all necessary materials, all equipment, all necessary, tools, apparatus, means of transportation, and employees necessary to complete the Work specified in the Proposal and Contract, and called for by the specifications and in the manner specified and to timely submit all required bonds and insurance certificates.

**NOTE: ANY SCHEDULE OF PROPOSAL ITEMS IS MERELY ILLUSTRATIVE OF THE MINIMUM AMOUNT/QUANTITY OF WORK TO BE PERFORMED UNDER**

**NOTE: ANY SCHEDULE OF PROPOSAL ITEMS IS MERELY ILLUSTRATIVE OF THE MINIMUM AMOUNT/QUANTITY OF WORK TO BE PERFORMED UNDER THE CONTRACT. IN THE CASE OF ANY CONFLICT BETWEEN THIS SCHEDULE OF PROPOSAL ITEMS AND THE CONTRACT DOCUMENTS, THE CONTRACT DOCUMENTS WILL PREVAIL.**

The Proposer further proposes and agrees to comply in all respects with the time limits for commencement and completion of the Work as stated in the contract form.

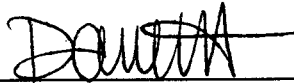
The Proposer agrees to execute a contract and furnish the executive contract, all require bonds, insurance certificates, and other required information to City within five (5) calendar days after date of award of contract. Failure on the part of the Proposer to timely comply with this provision shall give City all rights and remedies set forth in the Instructions to Proposers.

It is understood that the unite prices quoted or established for a particular item are to be used for computing the amount to be paid to the Consultant, based on the Work actually performed as determined by the contract and the City. However, in utilizing the schedule, the Proposer agrees that in no event shall compensation paid to the Proposer under the contract exceed the dollar amount of the Proposer's proposal amount, as set forth in the attached proposal form.

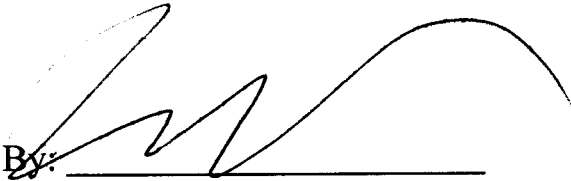
In no event shall the City be obligated to pay for work not performed or materials not furnished.

Proposer's Occupations License No. 21266 William J. Peebles and 72966 Karen M. Peterson

WITNESS





By:   
Authorized Signature

(SEAL)

**COST PROPOSAL FORM SHEET**

**No cost increase will be accepted during the initial contract period of one (1) year.**

	<b>TOTAL</b>
<p>Provide your firm's fee as a firm annual fee, which includes all expenses including travel for the services outlined in the RFP. Fees will be invoiced monthly, in twelve (12) equal installments.</p> <p align="right">\$50,000.00 Travel not to exceed five percent (5%) of contract amount.</p>	

**Any variances to the specifications, plans, RFP and/or the Contract must be specified here (provide additional pages if necessary):**
