



City of Gainesville, FL  
GG\_Financial Services: Purchasing & Contracts

Victoria James, Manager  
200 East University Ave, Gainesville, FL 32601

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**[RUBIN, TURNBULL & ASSOCIATES] RESPONSE DOCUMENT REPORT**

RFP No. CMGR-250016-DH-RFP

STATE LEGISLATURE LOBBYIST FIRM

RESPONSE DEADLINE: August 6, 2024 at 3:00 pm

Report Generated: Tuesday, August 6, 2024

**Rubin, Turnbull & Associates Response**

**CONTACT INFORMATION**

**Company:**

Rubin, Turnbull & Associates

**Email:**

kate@rubinturnbull.com

**Contact:**

Kate Schultz

**Address:**

101 E College Ave

Ste 502

Tallahassee, FL 32301

**Phone:**

N/A

**Website:**

<https://rubinturnbull.com>

**Submission Date:**

Aug 6, 2024 5:36 PM

## ADDENDA CONFIRMATION

*No addenda issued*

## QUESTIONNAIRE

### 1. RESPONDENT VERIFICATION\*

**PLEASE DOWNLOAD THE BELOW DOCUMENT, COMPLETE AND UPLOAD WITH YOUR SUBMITTAL.**

I hereby propose to provide the goods/services requested in this Solicitation. I agree to hold pricing for at least **60** calendar days from the Solicitation due date. I agree that CITY's terms and conditions herein take precedence over any conflicting terms and conditions submitted for CITY's consideration, and agree to abide by all conditions of this Solicitation.

I certify that all information contained in this Response is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to execute and submit this Response on behalf of the organization as its agent and that the organization is ready, willing and able to perform if awarded.

- [RESPONDENT VERIFICATION.pdf](#)

City\_of\_Gainesville\_Required\_Response\_Part1.pdf

### 2. Upload your company's proposal here.\*

Please upload your company's proposal here.

City\_of\_Gainesville.pdf

### 3. DRUG-FREE WORKPLACE CERTIFICATION FORM\*

**PLEASE DOWNLOAD THE BELOW DOCUMENT, COMPLETE AND UPLOAD WITH YOUR SUBMITTAL.**

Whenever two or more bids which are equal with respect to price, quality, and service are received in accordance with Section 287.087, Florida Statutes, preference shall be given to respondents that certify that they have a drug-free workplace.

- [Drug Free Workplace.pdf](#)

City\_of\_Gainesville\_Required\_Response\_Part2.pdf

#### 4. e-VERIFY FORM\*

**PLEASE DOWNLOAD THE BELOW DOCUMENT, COMPLETE AND UPLOAD WITH YOUR SUBMITTAL.**

The Contractor shall comply with all applicable requirements of Section 448.095, Florida Statutes, including but not limited to: 1) the Contractor shall register with and use the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees of the Contractor during the term of this Agreement; and 2) the Contractor shall expressly require any subcontractors performing work or providing services pursuant to this Agreement to likewise register with and use the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees of the subcontractor during the term of this Agreement. Section 448.095, Florida Statutes, states the statute must be construed in a manner that is fully consistent with any applicable federal laws or regulations, and therefore this section does not apply to this Agreement to the extent that this section would be inconsistent with any federal laws or regulations that are applicable to this Agreement.

- [e-Verify Form.pdf](#)

City\_of\_Gainesville\_Required\_Response\_Part3.pdf

#### 5. PROHIBITION REGARDING FOREIGN COUNTRIES OF CONCERN \*

**PLEASE DOWNLOAD THE BELOW DOCUMENT, COMPLETE AND UPLOAD WITH YOUR SUBMITTAL.**

In accordance with Section 287.05701(2)(a), F.S. (2023), the City may not request documentation of or consider a vendor's social, political, or ideological interests when determining if the vendor is a responsible vendor, and may not give preference to a vendor based on the vendor's social, political, or ideological interests.

- [Foreign Countries of Concer...](#)

City\_of\_Gainesville\_Required\_Response\_Part4.pdf

## 6. REFERENCES\*

**PLEASE DOWNLOAD THE BELOW DOCUMENT, COMPLETE AND UPLOAD WITH YOUR SUBMITTAL.**

- [Respondent References.pdf](#)

Respondent\_References.pdf

## 7. NO RESPONSE SURVEY

If you are not bidding, please complete and return the attached form so that we may learn from your comments to improve our solicitations.

- [No Response Survey.pdf](#)

No response submitted

## PRICE TABLES

### ANNUAL RATE FOR LOBBYIST SERVICES

Include a lump sum ANNUAL rate for the services described in the Solicitation.

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Provide a lump sum ANNUAL rate for the services described in this Solicitation.	1	Year	\$75,000.00	\$75,000.00
<b>TOTAL</b>					<b>\$75,000.00</b>

# City of Gainesville

PROCUREMENT DIVISION

## RESPONDENT'S VERIFICATION FORM

Legal Name of Corporation, Partnership or Individual (as reported to the IRS): Rubin, Turnbull & Associates

D/B/A (Doing Business As): \_\_\_\_\_

Street Address (No PO Boxes): 101 E. College Ave, #502, Tallahassee, FL 32301

Federal Identification #: 65-0334633

SunBiz #: V37919

State of Incorporation: Florida

- ADDENDA ACKNOWLEDGMENT:** Prior to submitting my offer, I have verified that all addenda issued to date are considered as part of my offer: Addenda received (list all): \_\_\_\_\_
- My company is a Small Business Enterprise (SBE) or Service Disabled Veteran Enterprise (SDVE) certified with the [City of Gainesville Department of Equity and Inclusion](#).  
 YES  NO
- I further acknowledge that:  
 Response is in full compliance with the specifications;  
 Response is in full compliance with the specifications **except** as specifically stated and explained in detail on sheets attached hereto and labeled "Clarifications and Exceptions".

I hereby propose to provide the goods/services requested in this Solicitation. I agree to hold pricing for at least **60** calendar days from the Solicitation due date. I agree that CITY's terms and conditions herein take precedence over any conflicting terms and conditions submitted for CITY's consideration, and agree to abide by all conditions of this Solicitation.

I certify that all information contained in this Response is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to execute and submit this Response on behalf of the organization as its agent and that the organization is ready, willing and able to perform if awarded.

I further certify that this Response is made without prior understanding, agreement, connection, discussion, or collusion with any other person, company or corporation submitting an offer for the same product or service; no officer, employee or agent of CITY owns or will benefit more than 5% from award of this Solicitation; and the undersigned executed this Respondent's Verification with full knowledge and understanding of the matters therein contained.

8/6/2024

*Heather Turnbull, Managing Partner*

_____ AUTHORIZED SIGNATURE	_____ DATE
Heather Turnbull	Managing Partner
_____ PRINT NAME	_____ TITLE
305-775-7252	
_____ TELEPHONE NUMBER	_____ FAX NUMBER
Heather@rubinturnbull.com	
_____ E-MAIL ADDRESS	

RESPONDENT'S CONTACT  
(for additional information)

\_\_\_\_\_  
NAME

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
PHONE

If Respondent is not an individual, include authorization for the above individual to sign on behalf of the organization



**RUBIN ♦ TURNBULL  
& ASSOCIATES**

Response to Solicitation CMGR-250016-DH-RFP  
STATE LOBBYING SERVICES  
August 6, 2024

**William Rubin    Heather Turnbull**

401 E Las Olas Blvd. Suite 130-447, Fort Lauderdale, FL 33301 (954) 260-0447

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## Introduction

Founded in 1992 by William D. Rubin, Rubin Turnbull & Associates, formerly known as The Rubin Group, is a well-established presence in Florida's lobbying arena. With offices in Tallahassee, Fort Lauderdale, and Miami, the firm has consistently adapted to meet the diverse needs of its clients. In 2019, Heather Turnbull became the Managing Partner, leading to a significant rebranding of the firm and making it the first Tallahassee lobbying firm with a female namesake.

For over three decades, Rubin Turnbull has been dedicated to understanding our clients' positions and objectives on legislative, budgetary, and policy issues. Our mission is to leverage our expertise in lobbying, regulation, and politics to help our clients define and achieve their goals while also supporting our communities as a core part of our mission and passion.

Rubin Turnbull & Associates is well-equipped to address the multifaceted needs of the City of Gainesville, navigating the complex landscape of legislative advocacy with precision and expertise. Our team possesses a comprehensive understanding of funding mechanisms, state and federal policy intricacies, and the diverse priorities of our clients.

At the core of our approach lies a commitment to facilitating seamless collaboration and innovation. Through our tailored consulting services, we aim to provide the City of Gainesville with strategic insights and adaptive strategies that yield tangible and sustainable outcomes.

Our team is dedicated to advancing the goals and priorities of the City of Gainesville, whether it's navigating the legislative halls in Tallahassee or engaging in hands-on advocacy efforts. Rubin Turnbull & Associates is uniquely positioned with our team of professionals to ensure that these issues are presented early in the legislative process to the leadership of the State House and Senate, the Governor's office, and relevant state departments. Our entire team works collaboratively to always put our best foot forward in briefing legislators and officials, ensuring that Gainesville's priorities are presented by trusted friends and advisors.

We will work with incoming Senate President Ben Albritton and incoming House Speaker Danny Perez to identify the members likely to oversee relevant policy and appropriations committees in the coming years. Once we map those individuals, we will collaborate with your team to set up a detailed outreach and advocacy plan to educate key members and identify champions for specific issues in the upcoming legislative sessions.

Our team's extensive legislative and lobbying experience will provide new, innovative pathways to advance Gainesville's priorities to the right influencers and decision-makers. Our relationships with members and staff on both sides of the aisle on key committees such as Appropriations and Education and Workforce will allow us to hit the ground running for the City of Gainesville. We maintain personal, long-time relationships with influential political and career decision-makers at the state level, enabling us to organize legislative support and promote priority issues for the city from day one.

What sets us apart is not only our proficiency in overcoming challenges but also our unwavering dedication to achieving success on behalf of our clients. With a proven track record of navigating intricate policy landscapes and securing favorable legislative outcomes, we stand ready to serve as strong allies in advancing Gainesville's agenda.

### **Project Understanding and Approach**

Rubin Turnbull & Associates is uniquely positioned to effectively serve the City of Gainesville through comprehensive legislative and advocacy services. Our extensive network of relationships, deep understanding of state policies and programs, and proven track record of success ensure that we are well-equipped to meet Gainesville's needs. Our approach is designed to provide continuous and proactive representation, both when the Florida Legislature is in session and during the interim periods.

### **Logistical Support**

Rubin Turnbull & Associates will provide comprehensive logistical support to the City, Mayor, City Manager, Commissioners, and Government & Community Relations team. This includes coordinating and scheduling strategic appointments or negotiation sessions in Tallahassee and attending key state legislative, agency, or gubernatorial meetings upon request. Our firm's exceptional organizational skills and strong relationships with state officials guarantee seamless coordination and representation.

### **Advocacy**

#### *Legislative and Agency Engagement:*

Our team will attend legislative sessions, committee hearings, and agency meetings, providing high-level consultation and assisting with the identification of state grant funding opportunities. Regular status reports on all relevant issues and activities will be provided, particularly focusing on economic and workforce development. Our firm's outstanding reputation and deep connections ensure effective advocacy and support for Gainesville.

#### *Legislative Strategy Development:*

Our team will develop and evaluate strategies for supporting, defeating, or amending pending state legislation or agency policy initiatives. We will appear and testify before legislative committees and state agencies to promote legislation or policies beneficial to Gainesville. Our expertise and persuasive advocacy make us a formidable ally in achieving Gainesville's legislative goals.

### *Legislative Sponsorship and Support:*

We will work diligently to obtain sponsors and co-sponsors for Gainesville's priority legislation and strive to ensure the passage of the City's proposals. Additionally, we will submit necessary information to state, regional agencies, and other governmental bodies on behalf of the City's legislative priorities. Our network of influential contacts and strategic approach ensures successful outcomes.

### *Lobbying Efforts:*

Rubin Turnbull & Associates will actively participate in state organization lobbying efforts, especially when Gainesville's priority concerns are at stake. We will leverage our relationships with the Governor's Office, Local Legislative Delegation, State Agencies, key House and Senate members, and Committee Chairs. Our proven ability to influence and advocate ensures that Gainesville's priorities are championed effectively.

### *Facilitating Briefings and Advocacy Strategies:*

We will facilitate briefings and develop advocacy strategies for Gainesville's concerns with its Local Legislative Delegation. This includes coordinating support letters, orchestrating calls to executive agencies, and ensuring Gainesville's priorities are championed effectively. Our strategic approach and strong connections provide a significant advantage in advancing Gainesville's legislative agenda.

### *Maximizing Membership in Interest Groups:*

Rubin Turnbull & Associates will maximize Gainesville's membership in Florida-based interest groups, such as the Florida League of Cities, ensuring the City's positions are reinforced and advanced within state organization agendas. Our firm's established presence and influence within these groups amplify Gainesville's voice and impact.

## **Communications During Legislative Sessions**

### *Weekly Contact and Reporting:*

We will maintain regular weekly contact with the City's Government Affairs & Community Relations via email, conference calls, and video conferences. We will also provide weekly written reports detailing the status of legislation and state policy issues of concern. Our commitment to thorough communication and detailed reporting sets us apart as a reliable partner.

*Critical Notifications:*

We will directly notify the City Manager and relevant staff of critical deadlines and impacts, addressing requests within 12 hours to meet urgent needs. Our responsiveness and reliability ensure that Gainesville can act swiftly on critical issues.

*Participation in Conference Calls:*

Our team will participate in scheduled conference calls with the Mayor, City Commissioners, City Manager, department directors, and other designated City employees to ensure consistent communication and alignment on legislative matters. Our proactive approach ensures that all stakeholders are well-informed and engaged.

*Final Legislative Reports:*

Within 30 days of the close of each legislative session, we will provide a detailed final report on specific legislation or policies affecting the City. Our comprehensive and timely reporting ensures that Gainesville has a clear understanding of the outcomes and implications of the legislative session.

**Consultation**

*Grant Funding Opportunities:*

Rubin Turnbull & Associates will identify state grant funding opportunities and report findings to the City's Government Affairs & Community Relations. Our extensive knowledge and proactive approach ensure that Gainesville can capitalize on available funding opportunities.

*Monitoring and Immediate Reporting:*

We will continuously monitor existing and proposed state policies, programs, legislation, and political trends, immediately informing the City's Government Affairs & Community Relations of any issues impacting Gainesville. Our vigilance and proactive communication ensure that Gainesville is always prepared to respond to emerging issues.

#### *Review of Policy Statements:*

Our team will review legislative and state agency policy statements adopted by the Florida League of Cities and other local government lobbying groups, identifying issues affecting the City. Our thorough analysis ensures that Gainesville's interests are protected and advanced.

#### *Tracking Regulatory Issues:*

Rubin Turnbull & Associates will monitor litigation, administrative hearings, rule challenges, and other regulatory issues that may impact Gainesville. Our expertise in regulatory affairs ensures that Gainesville is informed and prepared to navigate complex regulatory environments.

#### *Coordination of Legislative Program:*

We will coordinate with the City's Government Affairs & Community Relations to develop the City's annual state legislative program. Our strategic planning and coordination ensure that Gainesville's legislative priorities are effectively communicated and pursued.

#### *Appointments and Meetings:*

Upon request, we will coordinate and attend appointments and meetings between the City's representatives, appropriate state officials, and Local Legislative Delegation members. Our strong relationships and organizational skills ensure that these meetings are productive and impactful.

#### *Federal-State Program Coordination:*

We will collaborate with the City's federal lobbying firm to provide strategic guidance on federal-state programs benefiting Gainesville. Our comprehensive approach ensures that Gainesville's interests are effectively represented at both state and federal levels.

#### *Analysis and Recommendations:*

Our team will provide analysis and recommendations on finance, taxes, appropriations, regulation, growth management, planning, and other legislative matters as directed by the City. Our expertise and thorough analysis ensure that Gainesville receives the highest quality of advice and guidance.

## **When the Florida Legislature is Out of Session**

### *Monthly Briefing Calls:*

Rubin Turnbull & Associates will schedule monthly briefing calls in consultation with the City's Government Affairs & Community Relations team. These calls will provide updates on relevant state actions and legislative developments, ensuring Gainesville remains well-informed and prepared to respond to emerging issues. Our firm's strong relationships with key decision-makers enable us to provide the most current and actionable information.

### *Comprehensive Briefing Sessions:*

Annually, we will conduct comprehensive briefing sessions. These sessions will offer detailed overviews of state actions and decisions requiring immediate attention. Additional reports and interim updates will be provided as needed to keep the City informed. Our ability to deliver precise and timely information is backed by our reputation for excellence and reliability.

### *Targeted Information on State Policy and Regulatory Actions:*

Our team will provide targeted information on state policy and regulatory actions affecting Gainesville. This includes updates on the Governor's administration plans and new grant competitions or programs from executive agencies. Our close relationships with the Governor's Office and other key agencies enable us to offer unparalleled insights and foresight.

### *Conflict Notification:*

We will inform the City's Government Affairs & Community Relations immediately of any potential conflicts arising from our representation of other entities that may affect Gainesville's legislative priorities. Our commitment to transparency and integrity ensures that Gainesville's interests are always protected.

## **Why Rubin Turnbull & Associates?**

Rubin Turnbull & Associates is a superior firm with an outstanding reputation and a proven track record of success. Our deep connections with key decision-makers, comprehensive understanding of state policies, and commitment to excellence make us the ideal partner for the City of Gainesville. Our dedication to achieving success on behalf of our clients is unwavering, and our strategic approach ensures that Gainesville's legislative and advocacy goals are met with precision and effectiveness.

Our recognition as Influence Magazine's Firm of the Year in 2024 is a testament to our influence and effectiveness. Our close relationships with incoming Speaker of the House Danny Perez, incoming Senate President Ben Albritton, and other key legislators and executive branch officials enable us to provide unparalleled advocacy and support. Our expertise, proactive approach, and commitment to client success set us apart as a trusted and effective partner for the City of Gainesville.

With Rubin Turnbull & Associates, Gainesville can be confident in our ability to navigate the complex legislative landscape, secure favorable outcomes, and advance the City's priorities effectively and efficiently from start to finish with her creative approaches that lead to successful client outcomes.

## Proposed Project Staff

Rubin, Turnbull & Associates takes a team-oriented approach to addressing client issues, providing access to extensive professional relationships. For the City of Gainesville, our team, led by Heather Turnbull and Zach Hubbard, has a successful track record representing entities in the public and private sectors before the state government.

Our specialized focus on local government enables us to deeply understand the unique challenges and opportunities of the City of Gainesville. We have numerous examples of securing funding for local projects by actively listening to local staff and understanding program budgets, funding formulas, and impact on Florida municipalities.



**William D. Rubin**  
***Founder & Chairman***

As founder and chairman of Rubin, Turnbull & Associates, William “Bill” D. Rubin has been a respected and influential figure in Florida politics and business for over three decades.

With deep expertise across a range of issues and industries, Bill represents clients before the Florida State Legislature, Governor, cabinet, state agencies and local governments throughout South Florida. His extensive experience in the strategy and management of statewide and local campaigns has been a valuable asset to numerous candidates and public officials. Bill served as a political advisor for the last two successful campaigns for Governor, most recently as co-chair of the Inaugural Committee for Governor Ron DeSantis.

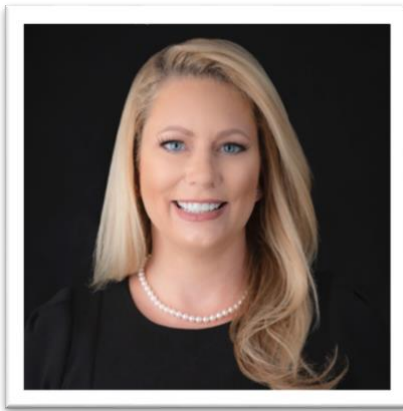
Bill also serves as an advisor to many significant Florida companies, focusing on the highly regulated industries of health care and gaming, and the education sector at all levels. One of the many areas in which he has established widely recognized expertise is the burgeoning business sector related to the medicinal use of marijuana. Bill has worked on all legislation and rulemaking since the program's inception in Florida in 2014.

Before founding the firm, Bill built a distinguished record of accomplishment in the public and private sectors. He began his career working for Florida’s Attorney General and later joined the Florida Department of Insurance, where he rose to the position of Assistant Insurance Commissioner and Treasurer. As assistant commissioner, he was directly responsible for all activities related to the Florida State Board of Administration and served as the department’s chief legislative lobbyist overseeing its legislative agenda. He was also actively involved with the National Association of Insurance Commissioners and the National Association of State Treasurers.



Rubin has also provided his leadership skills in a variety of community service roles. He is the former chairman of the Pompano Farmers Market Authority and has served as a board member for the Story Theatre, a not-for-profit corporation helping to introduce young people from underserved communities to live theater. He is a board member for the Ounce of Prevention Fund of Florida, a nonprofit dedicated to shaping prevention policy and investing in innovative prevention programs.

Rubin received his bachelor's degree in journalism from the University of Florida, where he was inducted into the University of Florida Hall of Fame and Florida Blue Key. He lives in Plantation, Florida, with his wife, Lys, and their daughter, Michelle.



**Heather L. Turnbull**  
***Managing Partner***

Heather L. Turnbull became the Managing Partner of Rubin, Turnbull & Associates in January 2019, having been with the firm since 2003. Heather's expertise includes over twenty years of experience in Florida politics and government relations, as well as her perspective as a licensed attorney.

In her role, Heather oversees all operations across the firm's three Florida offices in Tallahassee, Fort Lauderdale, and Miami, with responsibilities for staff, clients, and overall strategy. Under her leadership, the firm has significantly expanded in recent years, attracting additional talent and resources to support its lobbying, fundraising, and political advisory services.

Heather represents a wide range of clients before the Florida State Legislature, Governor, cabinet, state agencies, and local governments. Her experience spans various industries including appropriations, communications, transportation, emerging technology, and criminal justice. She has successfully secured appropriations for numerous local governments, not-for-profit organizations, and private companies. Additionally, Heather is a dedicated advocate for animal welfare, working to influence officials at all levels of government to protect animals from cruelty and harm, and to reduce the homeless pet population.

Heather also serves as a trusted advisor to candidates and elected officials across the political spectrum in Florida, offering insights on political and campaign issues. Notably, she was part of the host committee for Governor Ron DeSantis' inauguration and co-chaired the inaugural committee for Florida Commissioner of Agriculture Nikki Fried.

Heather's career in politics began as a legislative assistant in the Florida House of Representatives, and she previously worked as a governmental consultant before the Florida Legislature for former U.S. Congressman Larry Smith. Before joining the firm,

Heather practiced civil litigation as a licensed attorney in Miami. She holds a dual bachelor's degree in political science and sociology from Centenary College of Louisiana and a Juris Doctorate from the University of Arkansas. Heather is a licensed member of the Arkansas Bar, Florida Bar, and The District of Columbia Bar, and is admitted to practice before the U.S. District Court, Southern District of Florida.



**Zach Hubbard**  
***Governmental Consultant***

Zach Hubbard is a Government/Political Consultant who joined the firm in early 2021. He has an impressive and diverse resume with nationwide experience at all levels of government, including campaign work, expertise in messaging and strategy, and extensive legislative policy knowledge. Before joining Rubin Turnbull, he worked in Governor Ron DeSantis' Office of Policy and Budget, where he played a key role in all policy areas and the state's budget of over 100 billion dollars.

Prior to that, Hubbard was involved in the successful campaign for U.S. Senator Steve Daines and oversaw in-house data for the campaign that defeated the popular sitting Governor of Montana in the General Election. Based in the firm's Tallahassee office, Hubbard worked under Senator Jeff Brandes for two years, leading the office's emerging tech and insurance policy. With his diverse experience, Hubbard will work with clients across the firm's portfolio and handle various matters in front of the Governor's agencies.

In addition, in 2020, influential "Trend Magazine" named Hubbard one of its "30 Under 30" rising stars in the political arena. He is a Tampa native and a graduate of Florida State University with a bachelor's degree in Finance.

## ADDITIONAL TEAM MEMBERS

At Rubin Turnbull, we are committed to a teamwork approach for every client. Our entire group of professionals will be available to the School Board of Broward County team as needed for specific issues. See below for an outline of the rest of our team.



### **Erica Chanti**

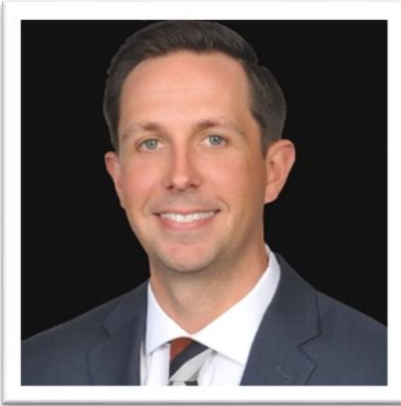
#### ***Governmental Consultant***

Erica Chanti has been deeply immersed in the world of government relations and politics in Florida for more than a decade, having begun lobbying on behalf of clients at the age of 20. In her role at Rubin, Turnbull & Associates, she lobbies at the state and local level for a diverse portfolio of clients.

Based in the firm's South Florida offices, Chanti has broad and deep relationships within the large Miami-Dade and Broward legislative delegations. Before joining the firm in 2017, she was Executive Director of the Miami-Dade Legislative Delegation in Miami-Dade County's Office of Intergovernmental Affairs. In that role, she coordinated legislative issues with delegation members and key staff in Tallahassee, Miami-Dade County, and the Office of Intergovernmental Affairs. As the Delegation's lead representative since December 2014, Chanti played a significant role in bringing together constituents and delegation members through community meetings and public hearings.

Another strength that Chanti brings is her well-rounded experience in political campaigns and campaign finance. She has played an active role on more than two dozen Miami-centered campaigns for state legislators, judges, and constitutional officers. She began her career with the government and public relations firm Robert M. Levy & Associates in 2009.

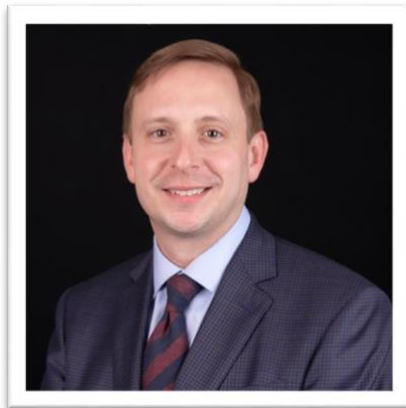
In 2015, the influential StPetersBlog named Chanti one of its "30 Under 30" rising stars of Florida politics. She is a graduate of Florida State University with a bachelor's degree in political science.



**Kevin Comerer**  
***Governmental Consultant***

Kevin Comerer has been involved in politics since 2010, starting as an aide in the Florida House of Representatives to Rep. Tom Grady. He has worked on several successful state House and Senate campaigns. Prior to joining American Integrity Insurance as Legislative Director, he served as Senior Legislative Aide for Sen. Kathleen Passidomo, managing various aspects of the office and supporting Sen. Passidomo's legislative efforts.

During his time at American Integrity, Comerer built relationships with Legislative Leaders and top Regulators at the Office of Insurance Regulation and Department of Financial Services. He is actively involved in educating legislators and consumers about the key issues in Florida's insurance market and advocates for necessary reforms to combat fraud and abuse. He holds a bachelor's degree in political science and Sociology from Florida State University.



**Chris Finkbeiner**  
***Governmental Consultant***

Chris Finkbeiner previously held senior roles in the Executive Office of the Governor, the Florida Legislature, and various Florida campaigns. Throughout his career, Finkbeiner has excelled at the intersection of policy and politics, serving as a key resource on challenging policy issues that are also high-profile in the political arena. In his consulting role at the firm, he has worked on complex issues surrounding the medical marijuana industry and policy changes in the education sector, among others.

Before joining the firm, Finkbeiner served as the policy director for Governor Rick Scott's successful re-election campaign, overseeing the development of the campaign's policy initiatives and advising on a wide variety of issues. Prior to that, he served as the deputy chief of staff and chief policy advisor for the Executive Office of the Governor, functioning as the go-to person on urgent issues on a day-to-day basis. Previously, he served as the deputy chief of staff for the Florida Senate President.

Finkbeiner, a graduate of the University of Florida, is also a veteran of numerous campaigns throughout the state, including candidate races at various levels and constitutional amendment initiatives. As a seasoned campaign advisor, he has expertise in all aspects of campaign execution, from debate preparation to policy rollouts.



**Melissa S. Akeson**

***Governmental Consultant***

Melissa Akeson has a strong background in Florida government, starting in 2000 with various state entities such as the State Legislature, executive branch, and cabinet. Since 2008, she has been part of the Rubin, Turnbull & Associates team, bringing extensive knowledge of state government to the firm's diverse clients.

Melissa excels in managing the fast-paced Florida budgetary appropriations process. She represents clients before local governments, school boards in South Florida, the State Legislature, and Florida's executive branch. Her work spans across the firm's client portfolio, including organizations in the education and health care sectors. While currently based in the Tallahassee office, she previously worked in the Fort Lauderdale office during her tenure with the firm.

Prior to her consulting career, Akeson served as a legislative aide in both the Florida House of Representatives and the Florida Senate. She also worked in the Office of Financial Regulation and for statewide elected officials, including the Education Commissioner and Attorney General.

In addition to her public sector experience, she spent a few years in the private sector with The Golf Channel, based in Orlando. Akeson is a graduate of the University of Florida with a bachelor's degree in political science.



**Kate Schultz**

***Director of Political and Public Policy***

Kate Schultz recently joined the firm in April 2024, bringing with her a wealth of knowledge and experience from her tenure in the DeSantis administration. As the former Director of Scheduling at the Executive Office of the Governor (EOG) and the Deputy Director of Legislative and Cabinet Affairs at the Department of Commerce, Schultz has honed her skills in managing complex logistical challenges and navigating governmental processes with precision. Her exceptional organizational skills, attention to detail, and ability to prioritize competing demands

effectively have made her an asset in these roles. In addition to her governmental experience, Schultz also boasts extensive campaign finance and political strategy expertise, having served as the Deputy Director of External Affairs for Governor DeSantis's re-election campaign.



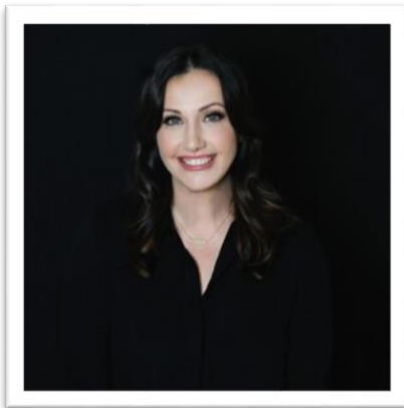
**Matt Sacco**

***Governmental Consultant***

Matt Sacco, based in the Fort Lauderdale office of Rubin, Turnbull & Associates, brings extensive executive leadership and business development experience to offer clients seasoned lobbying expertise and broader business strategy advice. He represents entities across regulated industries and played a key role in Broward County's successful transportation sales tax campaign on behalf of the firm.

Prior to joining the firm in 2017, Matt held executive roles for over twelve years in the sports and entertainment industries globally and in Florida. He served as senior vice president of strategy for Roc Nation, where he oversaw branding, business development, and strategic partnerships for the company's portfolio of artists, athletes, events, tours, and other assets. Matt also served as executive vice president and chief communications officer for Sunrise Sports & Entertainment, the Florida Panthers Hockey Club, and the BB&T Center in Sunrise, Fla., overseeing communications, public affairs, and marketing. With his diverse senior-level private sector experience, Sacco offers clients insight into various business models and emerging technologies. In addition to his professional roles, Sacco has also contributed to publications such as the New York Post and Boston Herald and has been a guest lecturer at major universities. A native of New York City, he earned his bachelor's degree in journalism with a minor in English from the University of Massachusetts.

Matt, his wife Cara, Daughter Stella and dog Hudson live in Fort Lauderdale.



**Jacqui Carmona**

***Governmental Consultant***

Jacqui Carmona is a government consultant for Rubin Turnbull & Associates and leads the firm's Miami Dade local county and municipal lobbying division in addition to her Florida State and federal lobbying responsibilities. Prior to joining Rubin Turnbull, Carmona was a political director for AFSCME FL - the American Federation of State, County and Municipal Employees of Florida - representing more than 100,000 members.

In her role, Jacqui served as the in-house lobbyist at the state, county, city, and school board levels. Her lobbying efforts included but were not limited to the Governor and Executive Branch, Florida House and Senate leadership and legislators, Miami Dade and Broward County Commissioners, the Cities of Miami, Miami Beach, Jacksonville, the School Boards of Miami Dade and Duval Counties, and more.

Jacqui serves as a strategic political advisor to unions engaging in political campaigns for both political parties and independent expenditure campaigns. With over a decade of experience in political advocacy and campaign work, Jacqui has developed deep bi-partisan relationships with leadership, elected officials, and staff at all levels of government throughout the state.



**Jodi Bock Davidson**  
***Governmental Consultant***

Rubin Turnbull's Federal Project Leader is Jodi Bock Davidson. Born and raised in Broward County, Jodi has extensive knowledge of local government, helping clients navigate appropriations, grant funding, and other federal funding efforts.

Jodi worked more than 14 years as the Florida Chief of Staff to U.S. Representative Debbie Wasserman Schultz, where she led the Congresswoman's Florida operation, and as a result she developed experience working on wide-ranging matters, including, but not limited to appropriations, trade, and education. Jodi worked closely with House Democratic leadership and served as the primary legislative liaison between the Congresswoman's personal office and her appropriations staffers. This experience has given Jodi a deep understanding of the appropriations process, making her an invaluable asset to those interested in the allocation of government funding and the execution of the federal budget. Now in the private sector, Jodi approaches her client's work with the same integrity as her almost two decades of civil service.

As part of her work at Rubin Turnbull, Jodi represents a range of education clients in the early education, higher education, and vocational sectors. In higher education, Jodi works to assist our university and private sector clients on their education and workforce development priorities. In early education, Jodi serves on the Board of Directors of the Business and Leadership Institute for Early Learning (BLI), a non-profit alliance with Florida International University which empowers early learning business owners to be CEO's of their business through accredited business/leadership related educational training sessions, on-going mentoring and other resources.

Jodi, her husband Jonathan, their two daughters, and their dogs Rigatoni and Alfredo, live in Parkland, FL.



**Sharonda Wright-Placide**  
***Governmental Consultant***

Sharonda Wright-Placide joined Rubin, Turnbull & Associates in 2019 after spending 14 years in legislative staff positions in both the Florida House and Senate. Based in Broward County, she supports and coordinates the firm’s local government relations activities on behalf of its clients.

During her long tenure in the State Legislature, Sharonda served as a Legislative Aide to several representatives and senators from the Broward and Palm Beach County delegations, including Minority Leaders in both the Senate and House. Her role included legislative work, local projects, and community outreach. She worked on a wide range of issues including gun reform, the Stand Your Ground law, police body cameras, criminal justice reform, and affordable housing. She specializes in helping non-profit organizations navigate their way through legislative and appropriations processes.

Sharonda was named to Legacy magazine’s 2018 list of “40 Under 40 Leaders of Today and Tomorrow.” She chaired the civic engagement committee for the Urban League of Broward County Young Professionals Network and is an at-large board member for the AGoodman4Kids Foundation and The All-Star Classic Inc. She received her bachelor’s degree in business management and organizational leadership from St. Petersburg College.

A resident of North Lauderdale, Florida, Sharonda and her husband, Rudolph, have three children.



## **Qualifications**

Rubin, Turnbull & Associates is a premier government relations firm with over three decades of experience in government relations, with more than ten years dedicated to providing exceptional lobbying services to a diverse array of clients, including local governments. Our firm's depth of experience, strategic expertise, and steadfast commitment to excellence ensures that we will meet and exceed your expectations.

### **Proven Track Record of Success**

**Over 30 Years of Professional Lobbying:** Established in 1992, Rubin Turnbull & Associates has a long-standing history of successful advocacy and representation before the state government. Our extensive experience equips us with the knowledge and expertise necessary to navigate the complexities of legislative and executive processes.

**Dedicated to Local Government Services:** For over a decade, our firm has specialized in representing local governments, including municipalities, counties, and school boards. We understand the unique challenges and opportunities that local governments face and have a proven track record of securing favorable outcomes for our clients.

### **Committed and Registered Professionals**

Rubin Turnbull & Associates will ensure that each person engaged in your lobbying services is duly registered as a legislative and executive lobbyist in the State of Florida. This commitment guarantees adherence to all legal requirements and upholds the highest standards of professional conduct.

### **Integrity and Trustworthiness**

We are proud to confirm that there is no current litigation pending between Rubin Turnbull & Associates and the City of Gainesville. Our firm maintains a strong, positive relationship with all our clients, free from legal disputes.

Rubin Turnbull & Associates has never had outstanding debts to the City of Gainesville. Our firm operates with the highest level of financial responsibility and integrity, ensuring that all financial obligations are met promptly.

### **Full Compliance and Licensing**

We possess all required licenses to provide lobbying services in the State of Florida. Rubin Turnbull & Associates operates in full compliance with state regulations and standards, guaranteeing legally sound and professionally executed services for the City of Gainesville.

## **Commitment to Excellence**

Rubin Turnbull & Associates is unwavering in our commitment to delivering outstanding results for the City of Gainesville. Under the experienced leadership of Managing Partner Heather Turnbull, supported by Zach Hubbard as the secondary team lead, our team is ready to provide top-tier advocacy and representation.

- **Deep Relationships with Key Decision-Makers:** Leveraging our strong relationships with key legislative and executive decision-makers, we will ensure Gainesville's priorities are effectively communicated and advanced.
- **Strategic Approach and Expert Guidance:** Our team's comprehensive understanding of legislative processes, funding mechanisms, and regulatory landscapes will be fully utilized to develop and implement winning strategies for Gainesville.
- **Proactive and Responsive Services:** Rubin Turnbull & Associates will provide proactive and responsive services, including regular updates, strategic consultations, and timely reports to keep the City of Gainesville informed and empowered to make critical decisions.

Our firm's reputation for excellence is built on decades of successful advocacy, and we are confident in our ability to deliver exceptional results for the City of Gainesville. Rubin Turnbull & Associates is ready and eager to serve your needs, ensuring your goals are not only met but exceeded.

## **Price**

The annual price for the comprehensive lobbying services outlined above is \$75,000. This fee encompasses all the services detailed in our proposal, including regular briefings, in-depth analysis of state policies and legislative developments, targeted advocacy efforts, strategic planning, and logistical support. Our pricing reflects the extensive expertise and strong relationships that Rubin Turnbull & Associates brings to the table, ensuring that the City of Gainesville receives the highest level of representation and advocacy to achieve its legislative goals and priorities.



PROCUREMENT DIVISION

**DRUG-FREE WORKPLACE FORM**

The undersigned bidder in accordance with Florida Statute 287.087 hereby certifies that

Rubin, Turnbull & Associates \_\_\_\_\_ does:  
(Name of Bidder)

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

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

*Heather Turnbull, Managing Partner*

AUTHORIZED SIGNATURE

Heather Turnbull

PRINT NAME

August 6, 2024

DATE

Managing Partner

TITLE



PROCUREMENT DIVISION

**E-VERIFY CERTIFICATION FORM**

If awarded:

The Contractor shall comply with all applicable requirements of Section 448.095, Florida Statutes, including but not limited to: 1) the Contractor shall register with and use the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees of the Contractor during the term of this Agreement; and 2) the Contractor shall expressly require any subcontractors performing work or providing services pursuant to this Agreement to likewise register with and use the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees of the subcontractor during the term of this Agreement. Section 448.095, Florida Statutes, states the statute must be construed in a manner that is fully consistent with any applicable federal laws or regulations, and therefore this section does not apply to this Agreement to the extent that this section would be inconsistent with any federal laws or regulations that are applicable to this Agreement.

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

*Heather Turnbull, Managing Partner*

August 6, 2024

AUTHORIZED SIGNATURE

DATE

Heather Turnbull

Managing Partner

PRINT NAME

TITLE

# City of Gainesville

PROCUREMENT DIVISION

## PROHIBITION REGARDING FOREIGN COUNTRIES OF CONCERN

In accordance with Section 287.138, Florida Statutes, beginning January 1, 2024, the City of Gainesville (CITY) may not accept a bid on, a proposal for, or a reply to, or enter into, a contract with an entity (Bidder) which would grant the Bidder access to an individual's personal identifying information unless the Bidder provides the City with an affidavit signed by an officer or representative of the Bidder under penalty of perjury attesting that the Bidder does not meet any of the criteria in paragraphs (2)(a)-(c):

- a) The Bidder is owned by the government of a "foreign country of concern" (People's Republic of China, the Russian Federation, the Islamic Republic of Iran, the Democratic People's Republic of Korea, the Republic of Cuba, the Venezuelan regime of Nicolás Maduro, or the Syrian Arab Republic, including any agency of or any other entity of significant control of such foreign country of concern);
- b) The government of a "foreign country of concern" (listed above) has a controlling interest in the Bidder;  
or
- c) The Bidder is organized under the laws of or has its principal place of business in a "foreign country of concern" (listed above).

## AFFIDAVIT

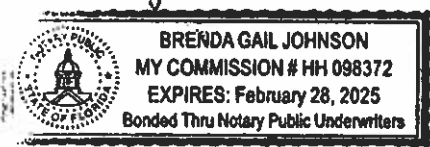
State of Florida  
County of Leon

Before me, the undersigned authority, personally appeared Heather Turnbull, who, after being first duly sworn, deposes and says of their personal knowledge the following:

- 1. I am the Managing Partner (title) of Rubin Turnbull & Associates (Bidder).
- 2. I attest under penalty of perjury that the Bidder does not meet any of the criteria in Section 287.138(2)(a)-(c), Florida Statutes, stated above.

Sworn to and subscribed before me this 6<sup>th</sup> day of August, 2024, by Heather Turnbull (name of affiant), who is personally known to me or produced \_\_\_\_\_ as identification, and did take an oath.

Brenda Gail Johnson (name of notary)  
Notary Public  
My Commission Expires February 28, 2025



## REFERENCE FORM

**Name of Bidder:** Rubin, Turnbull & Associates

Provide information for three references of similar scope performed within the past 6 years. You may include photos or other pertinent information.

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**#1** Year(s) services provided (i.e. 1/2022 to 12/2023): 2018 - Current

Company Name: Brightline Trains

Address: 350 NW 1st Ave, Ste 200

City, State Zip: Miami, FL 33128

Contact Name: Ben Porritt

Phone Number: 703-981-2712

Fax Number: \_\_\_\_\_

Email Address: ben@gobrightline.com

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**#2** Year(s) services provided (i.e. 1/2022 to 12/2023): 2020-Current

Company Name: Feeding South Florida

Address: 2501 SW 32nd Terrace

City, State Zip: Pembroke Park, FL 33023

Contact Name: Paco Velez

Phone Number: 210-269-7226

Fax Number: \_\_\_\_\_

Email Address: pvelez@feedingsouthflorida.org

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**#3** Year(s) services provided (i.e. 1/2022 to 12/2023): 2022-Current

Company Name: City of Brooksville

Address: 201 Howell Avenue

City, State Zip: Brooksville, FL 34601

Contact Name: Blake Bell

Phone Number: 610-573-6642

Fax Number: \_\_\_\_\_

Email Address: BBell@cityofbrooksville.us

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