



NEWSLETTER

MERCHANT STRATEGY

April 2025

A NOTE FROM THE PRESIDENT

By Sharon Merchant, CEO & President

This Legislative Session in Tallahassee is currently in full swing and will continue until Sine Die – the end – expected to be on May 2nd. This Session, TMS has partnered with Alison Dudley, a seasoned Tallahassee lobbyist and an old friend, to assist the Girl Scouts of Southeast Florida in securing funds to update their camp. This update includes restrooms from the time Alison, and I were Girl Scouts. So far, so good. Fingers crossed until Sine Die.



Tallahassee – Legislative Session

By Sharon Merchant, CEO & President

An issue that may be of great interest to us all is the proposed decrease in sales taxes in Florida from 6% to 5.25%, suggested by House Speaker Daniel Perez. Governor Ron DeSantis proposes eliminating property taxes, potentially saving Floridians billions annually. There is a separate proposal is to abolish commercial rent sales tax by 2027. This is fantastic news for us, but local governments may struggle to find replacement funds to continue serving their constituents. According to the Tallahassee Democrat Newspaper, Senate President Ben Albritton, R-Wauchula, has expressed openness to both proposals.



A New Partnership

By Cheryl Scott, Chief of Operations

The Merchant Strategy, Inc. (TMS) is proud to partner with **CES Consultants, Inc. (CES)** to provide public outreach services for the **Palm Beach County Water Utilities Department (PBCWUD)** as part of the **Capital Improvement Plan Program Management Project**. Our team will coordinate and support CES and PBCWUD in organizing outreach events, including public meetings, mailings, and digital communications. **TMS** will also develop a variety of collateral materials—such as letters, flyers, presentations, and notifications—for broad dissemination. We are also working closely with PBCWUD to support **easement acquisition efforts** and are managing the **public hotline** to address stakeholders' questions, concerns, and comments.

CES Consultants, Inc. (CES) is a full-service firm specializing in engineering, program management, construction management, construction inspection, design-build, progressive design-build, and program controls and technology. CES is committed to delivering **valued partnerships** and **proven solutions**, making them an ideal collaborator for impactful and efficient project delivery.

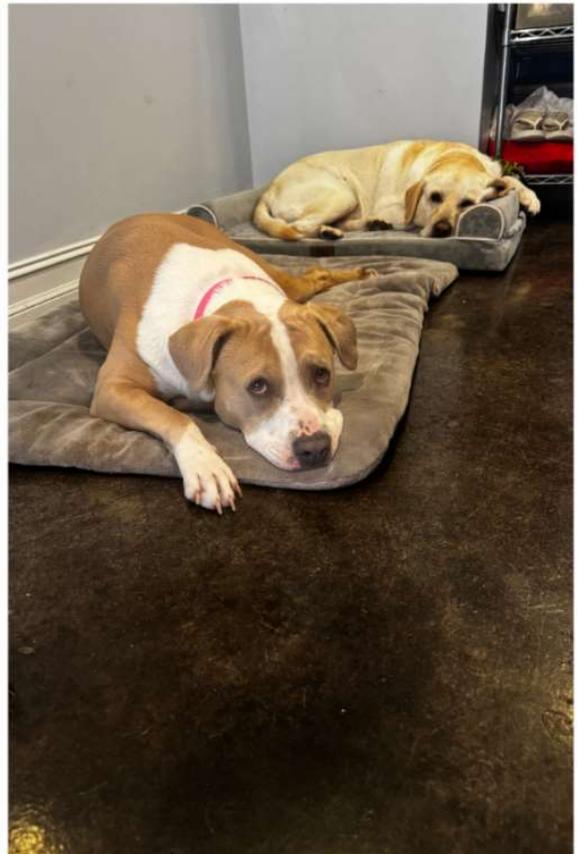


Cam's 2 Cents

By Cameron Merchant, Chief of Security

Hey folks, Dad and Diezel are headed to South Carolina. I am staying here, and I am going to need lots of attention, so please stop by TMS and see me. My Uncle Shane came to see me from Connecticut, but he left for South Carolina with Dad, and Big D. Mom has been trying to help the good people at Palm Beach County Animal Care and Control. That is where she found me. Please consider saving one of my friends. We are all grateful and will love you forever. Remember, pound dogs rule and bought dogs drool.

That's all for now.
Cam



"A woman is like a tea bag — you never know how strong she is until she gets in hot water." ~ Eleanor Roosevelt

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