



Melissa Rutland is a fourth-generation St. Petersburg businesswoman whose family helped build the city of St. Petersburg - from the Rutland Brothers department store on Central Avenue to St. Petersburg Bank & Trust, which became Rutland Bank. She began her career in real estate development and investment nearly 30 years ago at the Raymond James headquarters. Since then, she has worked in commercial real estate brokerage, asset management, development and consulting. In 2015, she founded Rutland Florida Gulf Group, a commercial real estate firm.

A Certified Commercial Investment Member (CCIM) since 2013, Melissa served nearly a decade on the St. Petersburg Development Review Commission - including as its first woman chair. Governor Ron DeSantis appointed her to the Pinellas County Juvenile Welfare Board in 2023. She also has served on the board of the YMCA of Greater St. Petersburg for over a decade. Her expertise is not only in land use but also in solving the problem of attainable, affordable housing and improving education in the early learning sector, and its impacts on youth and workforce development.

Melissa served on the delegation of Global Tampa Bay on several trade missions to bring businesses and jobs to Pinellas County. She serves on boards across the community, including the St. Petersburg Downtown Partnership and the Orlando Health Bayfront Hospital Foundation. She works daily with companies that provide jobs, property owners of small businesses and sees firsthand the hidden costs that businesses and families struggle to afford - insurance, taxes, and rebuilding.

Pinellas needs a leader with the expertise to implement legislation that delivers solutions to its largest challenges, grounded in local experience and knowledge.



- ★ **Fourth-generation St. Petersburg businesswoman**
- ★ **Founder & owner, Rutland Florida Gulf Group - CCIM commercial real estate broker**
- ★ **First woman Chair, St. Petersburg Development Review Commission**
- ★ **Gubernatorial appointee, Pinellas County Juvenile Welfare Board**
- ★ **Endorsed by Pinellas County Tax Collector Adam Ross**

Melissa is running to deliver real-world business leadership for our community in the Florida House and bring down insurance rates and property taxes, address the housing and infrastructure crisis and Make Pinellas affordable again.

Melissa Rutland for State House | www.melissarutland.com | (727) 631-1268 | melissa@melissarutland.com

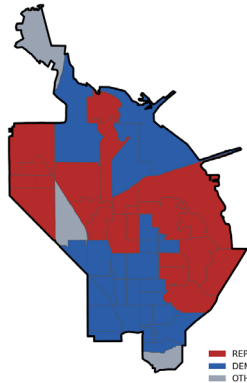
Paid for by Melissa Rutland, Republican, for State Representative.

District 60



HD 60 is a tier-one pickup opportunity and a top priority for House leadership

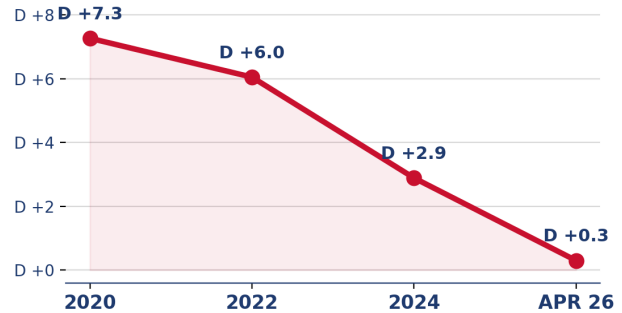
Voter Registration - Leading Party by Precinct
HD 60 (4/30/26): REP 34.9 / DEM 35.2 / OTH 30.0



Registration: county SOE voter file extract; Geometry: Redistricting Data Hub FL precinct files.

The registration gap has vanished

Democrat Registration Margin in HD 60



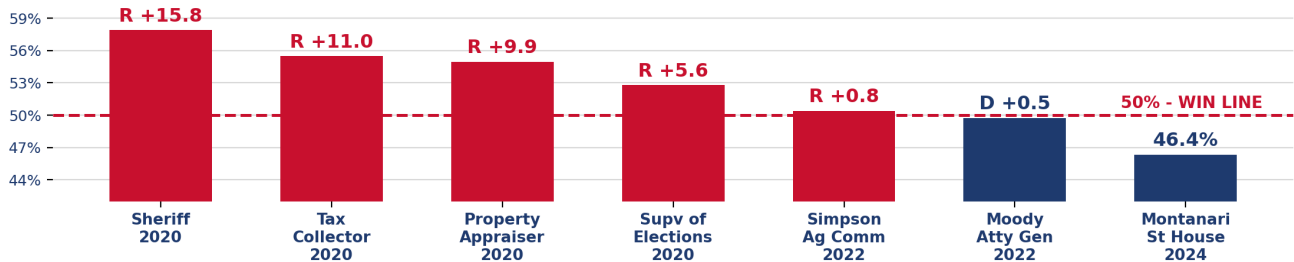
D +0.3

Dem registration edge today -
down from D +7.3 in 2020

296

Dem voter lead out of
107,580 registered

Republicans Can Win HD 60



Republican share of the two-way vote in HD 60 precincts

By the numbers...

- HD 60 is open for the first time in three cycles. Lindsay Cross is retiring, and the candidate Democrats recruited to hold the seat is a first-time candidate with no electoral base and no incumbency.
- Republicans who run local already win here. Countywide Republicans swept HD 60 in 2020, Ag Commissioner Wilton Simpson carried it in 2022 (R +0.8), and AG Ashley Moody lost it by just half a point - far ahead of the top of the ticket.
- The 2024 benchmark: Ed Montanari held 46.4% against a funded incumbent in a presidential-turnout year. 2026 is a lower-turnout midterm with no incumbent - both shifts favor Melissa Rutland.
- 32,234 NPA voters - 30% of the district - will decide this race on insurance, property taxes, and affordability. That is Melissa's profession of nearly 30 years, not a talking point.

DONATE TODAY TO HELP MELISSA RUTLAND WIN HD 60

Questions? Contact Melissa - (727) 631-1268 | melissa@melissarutland.com | www.melissarutland.com