



| CONTINENTAL STRATEGY

GOVERNMENT RELATIONS SERVICES PROPOSAL



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Washington, DC 20006
202-642-5989
www.continentalstrategy.com

November 20, 2025

City of Doral
8401 NW 53rd Terrace,
Doral, FL 33166

Dear City of Doral Team,

We are pleased to share our proposal for Federal lobbying and advocacy services through Continental Strategy. Our team brings a wealth of experience representing clients across federal, state, and local levels, with a proven track record of achieving meaningful results across sectors. We focus on delivering high-impact representation to support the City of Doral in advancing its objectives within today's complex policy and regulatory landscape.

Continental Strategy is known for high-caliber advocacy and established relationships with key stakeholders in the executive, legislative, and regulatory branches. Our team, which includes former diplomats, senior policymakers, and experienced advisors, is well-positioned to help navigate the intricacies of government processes and policy development. With expertise spanning healthcare, technology, education, and infrastructure, we offer a strategic advantage to the city.

For the City of Doral, we propose the following scope of services:

Strategy

To advocate effectively on your behalf, we will assemble a dedicated advocacy team led by experienced professionals with deep connections in the legislative and executive branches. Our team will ensure that the City of Doral's interests are well-represented and understood at the highest levels of government. As policymakers focus on maintaining a competitive edge in technology and manufacturing, the City of Doral's role becomes increasingly significant. This presents a substantial opportunity for the city to contribute to national interests and economic growth.

Access

Our team will leverage established relationships to provide the City of Doral access to senior decision-makers in Congress, including the House Transportation and Infrastructure Committee and the Senate Appropriations Committee, as well as key agencies such as the Department of Housing and Urban Development (HUD), Department of Transportation (DOT), and the Department of Commerce. This access is critical to ensuring the City of Doral's voice is heard at the highest levels of government.

Advocacy

Our team of experienced policymakers and communicators will work with you to develop a compelling narrative that aligns the City of Doral's policy objectives with the current Administration's goals. We will build a close working relationship with your team to constantly refine and optimize our messaging, strategy, and tactics.

Relationship Building

We will develop and leverage connections with decision-makers in the House, Senate, and relevant agencies to amplify the City of Doral's influence within essential policy discussions and we will also continuously adjust our approach to respond to shifts in the political and regulatory landscape keeping in mind the City of Doral's input.

Engagement of Federal Agencies

We will facilitate a comprehensive understanding of executive branch functions and operations under the new administration. Our team will highlight the pivotal role of key government offices in formulating regulatory policies that influence legislative actions.

Proposed Retainer

We propose an initial 12-month engagement with a monthly retainer of \$5,500 to provide comprehensive support. This retainer covers all our lobbying and advocacy services, including active engagement, relationship management, and continuous monitoring of relevant legislative and regulatory developments. We aim to provide a high-impact, results-driven partnership that consistently delivers significant value.

Following your review of this proposal, we would be pleased to provide a detailed contract for services that formalizes our engagement's scope, terms, and objectives. Our commitment to the City of Doral is to act as a dedicated partner, focusing on your priorities and advocating strategically. We look forward to the opportunity to work together to advance your objectives.

Please feel free to reach out if you have any questions or need additional information. We are ready to move forward at your convenience and tailor our approach to meet your needs.

Sincerely,



Ambassador Carlos Trujillo (Ret.)
President, Continental Strategy

ABOUT US

Continental Strategy, founded by former U.S. Permanent Representative to the Organization of American States, Carlos Trujillo, is a premier government relations and strategic consulting firm with a proven track record of success at state, federal, and international levels. Headquartered in Washington, D.C., with offices across Florida and Latin America, Continental Strategy combines extensive experience with unparalleled access to key decision-makers, positioning us to achieve impactful results for clients in complex regulatory and policy environments.

Our team is composed of senior advisors, former diplomats, and accomplished policy experts, each bringing deep sector-specific insights and established relationships within government and industry. Our expertise spans critical sectors such as education, healthcare, technology, and infrastructure, allowing us to provide tailored, outcome-driven strategies for a diverse array of clients.

Through rigorous analysis, targeted advocacy, and relentless commitment to client objectives, Continental Strategy has swiftly ascended as a leader in government affairs. Our unique approach—grounded in a deep understanding of both policy and process—empowers clients to advance their interests effectively in a competitive landscape.

OUR APPROACH

Continental Strategy's approach is rooted in a meticulous, multi-phase process designed to deliver targeted, measurable results for our clients. Our methodology is grounded in strategic planning, proactive engagement, and continuous evaluation to ensure optimal outcomes in an evolving policy environment.

ASSESSMENT AND STRATEGIC PLANNING

Our process begins with an in-depth assessment and strategic planning phase. We work closely with our clients to understand their unique objectives, operational challenges, and regulatory landscapes. Through this analysis, we develop a customized agenda aligned with the client's priorities, establishing clear goals, timelines, and success benchmarks. Regular planning sessions ensure that this agenda is both responsive to the client's evolving needs and agile in a shifting policy environment.

TARGETED ENGAGEMENT AND EXECUTION

Following the planning phase, we implement a focused engagement strategy. Leveraging our longstanding relationships within the legislative and executive branches, we advocate on behalf of our clients with a strategic, results-driven approach. We engage directly with key policymakers, from members of Congress to agency officials, positioning our clients' priorities at the forefront of critical policy discussions. Our team's extensive experience in navigating federal processes allows us to influence decision-making effectively, ensuring that our clients' voices are not only heard but impactful.

ONGOING MONITORING AND STRATEGIC INSIGHT

We actively monitor policy developments that impact our clients' interests, offering timely insights and analyses as needed to keep them well-informed and strategically positioned. Our team translates complex legislative actions, regulatory changes, and relevant government initiatives into clear, actionable guidance. This approach ensures our clients have the necessary context and understanding to make informed decisions in alignment with their strategic goals.

DYNAMIC STRATEGY AND SUSTAINED SUPPORT

Our approach is adaptive, evolving as client needs and policy landscapes change. We continuously monitor relevant issues and adjust strategies to meet new opportunities and challenges as they arise. By maintaining active relationships with decision-makers and fostering enduring connections across all levels of government, Continental Strategy remains a committed advocate, dedicated to achieving impactful and sustainable results for our clients in an ever-changing regulatory environment.

OUR TEAM



Amb. Carlos Trujillo
Founder & President



Jimmy Card
Principal



Alberto Martinez
Managing Partner



Ashley Spicola
Managing Partner



Chris Miles
Partner



Katie Wiles
Partner



Alex Garcia
Partner



Tim Costa
Partner



Craig Carbone
Partner



Daniel Gomez
Partner



John Barsa
Partner



Manuel Espina
Senior Advisor



Jesus Suarez
General Counsel



Rick de la Torre
Senior Vice President



Paul Calkins Jr.
Vice President



Anthony Sola
Vice President



Alexander Pantinakis
Director



Ruth Clark
Director



Kelsii Dyer
Director



Paulina Lainez Miccolo
Director



Lauren DeHooghe
Policy Associate



Gonzalo Percovich
Policy Associate



Joshua Sloan
Policy Associate



Haley Bennett
Policy Associate

OUR FLORIDA TEAM



Amb. Carlos Trujillo
Founder & President



Jimmy Card
Principal



Ashley Spicola
Managing Partner



Katie Wiles
Partner



Tyler Russell
Partner



Tom DiGiacomo
Partner



Courtney Larkin
Partner



Gangul Gabadage
Partner



Alexander Pantinakis
Director



CARLOS TRUJILLO, *AMBASSADOR (RETIRED)* President and Founder

Carlos Trujillo, Ambassador, Retired, and President and Founder of Continental Strategy, is a distinguished Florida attorney and political leader with extensive expertise in Latin American politics and international business. Appointed by former President Donald J. Trump, Carlos served as U.S. Ambassador to the Organization of American States (OAS) from 2018 to 2021, a position to which he was unanimously confirmed by the U.S. Senate. In his role at the OAS, Carlos chaired the Permanent Council, Budget Committee, and Economic Development Committee, where he advanced U.S. policy initiatives in the region. He also led the effort to re-elect Secretary General Luis Almagro, underscoring his leadership and diplomatic influence.

Carlos's federal service includes an appointment as U.S. Representative to the 72nd United Nations General Assembly under Ambassador Nikki Haley and a nomination as Assistant Secretary of State for the Western Hemisphere. A native Spanish speaker, Carlos is recognized for his strong connections to the Hispanic community and his deep knowledge of Latin American policy dynamics, positioning him as a key advisor and advocate for regional diplomacy and international relations.

Before his diplomatic roles, Carlos was elected as State Representative for Florida's 105th District, where he served in prominent capacities, including Chairman of the House Appropriations Committee, managing an \$83.5 billion budget. His legislative leadership extended to his roles as Chair of the Economic Development Subcommittee and Chair of the Criminal Justice Subcommittee. In the private sector, Carlos was a Founding Partner of Trujillo, Vargas, Gonzalez & Hevia LLP, where he expanded the firm to over 50 employees and achieved annual revenues exceeding \$10 million. He also served as an Assistant State Attorney in Miami-Dade County, where he trained new attorneys and prosecuted felony cases.

Currently, Carlos serves as a member and manager of multiple real estate holding companies in Coral Gables, Florida. His contributions to the community include board membership on the Public Health Trust of Jackson Memorial Hospital and his role as a member of the Electoral College in 2016. An active member of the Florida Bar, Carlos holds an AV rating from Martindale-Hubbell, highlighting his professional excellence and reputation. He resides in the Washington, DC area with his wife, Carmen Maria Mir, and their four children: Carlos, Isabella, Juan Pablo, and Felipe.



ANTHONY SOLA

Vice President

Anthony Sola, Vice President at Continental Strategy, brings deep expertise in international relations, public policy, and supply chain management, with a focus on U.S.-Latin American relations. Born and raised in Panama City, Panama, Anthony has a unique perspective on cross-border policy issues and a strong commitment to advancing U.S.-Latin America trade, human rights, and economic development. A graduate of the University of Miami with a B.A. in Public Relations, Anthony also served as president of the university's competitive Spanish debate team, honing his skills in diplomacy and communication.

Anthony's professional experience includes campaign work for President Donald J. Trump in Florida and significant engagements with the Organization of American States (OAS), where he worked to advance international policy initiatives. His lobbying experience in Washington, D.C. has focused on fostering economic ties and advocating for policies that strengthen U.S.-Latin America relations, addressing key issues such as trade, regulatory alignment, and human rights advocacy.

In his role at Continental Strategy, Anthony leads policy initiatives that empower clients to navigate complex international landscapes. His insights into foreign policy and his strategic approach to advocacy make him an invaluable asset to clients seeking to impact and influence policy in the Americas. Outside of his professional commitments, Anthony enjoys fishing and playing basketball, bringing his competitive spirit and dedication to all areas of his life.



JOSHUA SLOAN

Policy Associate

Joshua Sloan is a Policy Associate at Continental Strategy, where he supports clients through policy research, strategic communications, and stakeholder engagement across a range of federal and state issues.

Prior to joining Continental Strategy, Joshua served as an Administrative Assistant in the Communications & Marketing Department at The Catholic University of America, where he helped manage internal messaging and digital outreach. He also held internships with former U.S. Senator Marco Rubio and the Miami based law firm Rasco Klock Perez & Nieto, gaining experience in legislative research, constituent services, and legal operations.

Born in South Carolina and raised in Miami, Florida, Joshua earned a bachelor's degree in marketing from The Catholic University of America, where he also played Division III football.

WHO WE SERVE

We have decades of experience in local, state, and federal lobbying and advocacy work. As a result, we provide our clients with a full range of services to execute their goals, further their business development efforts, and increase their brand objectives. With our team's wealth of experience in both the public and private sectors, we are confident and committed to using our knowledge and network to meet your goals in D.C., Florida and Latin America. Pictured here are just a few of the many clients we proudly represent.

ANTHROPIC

APPLIED
MATERIALS

aptive

ASU
Arizona State
University

Avangrid

Bally's

Baptist
Health

CENTENE
Corporation

Charter
COMMUNICATIONS

CLIFFS

coupang

Curriculum
Associates

CVS

dish

Elevance
Health

GoodRx

Google Cloud

HBI
Building Careers.
Changing Lives.

hims & hers

JAXPORT
JACKSONVILLE PORT AUTHORITY

JICC
EMBASSY OF JAPAN

LKQ

MIAMI-DADE
COUNTY

MSC
CRUISES

NEW
GLOBE

Relativity

RIAA

SAMSUNG

SPORTS
BETTING
ALLIANCE

StubHub

SWISHER

TM

TPO
Miami-Dade Transportation
Planning Organization

US Wind
Fuelling our future, naturally.

VEON

workiva

IN THE NEWS...

POLITICO



“Among these Trump-connected firms, Continental Strategy saw the biggest boost to its business, relative to previous quarters.”

TRUMP'S RETURN SPARKS A K STREET GOLD RUSH

THE NEW YORKER



“[Susie] Wiles told me that she has routinely sought [Trujillo’s] advice on matters”

THE POLITICAL JOURNEY OF A TOP LATINO STRATEGIST FOR TRUMP

CEPR CENTER FOR ECONOMIC AND POLICY RESEARCH



“Trujillo...wound up in the first Trump administration due at least in part to the urgings of Rubio and Susan Wiles, Trump’s 2024 campaign cochair and Florida political operative whom Trump has picked to be chief of staff in his new administration.”

WHO IS CARLOS TRUJILLO?

THE WALL STREET JOURNAL



“Trujillo [is] part of a group high-powered Florida Republican operatives who are converting Sunshine State clout into Washington influence inside a Trump administration stocked with Floridians.”

IN TRUMP'S WASHINGTON, IT PAYS TO BE FROM FLORIDA

THE FREEPRESS



“Another firm flexing its influence early on in Trump’s Washington is Florida-based Continental Strategy.”

DRAIN THE SWAMP? MAGA LOBBYISTS SAY THEY'RE 'DRINKING FROM A FIRE HOSE.'

POLITICO



“Florida lobbying firm on the rise following Donald Trump’s win last month”

CONTINENTAL'S TRUMP BUMP

FLORIDA POLITICS



“Growing portfolio of influence in Washington and Latin America.”

PERSONNEL NOTE: JOHN BARSA JOINS CONTINENTAL STRATEGY AS D.C. PARTNER

FLORIDA POLITICS



"A rare blend of strategic insight, integrity, and unmatched experience..."

PERSONNEL NOTE: ALBERTO MARTINEZ NAMED MANAGING PARTNER OF CONTINENTAL STRATEGY IN D.C.

FLORIDA POLITICS



“Spotted — Latino Americans for Trump leader Carlos Trujillo at a gathering of an exclusive group of Latin American leaders briefing Trump...”

SUNBURN — THE MORNING READ OF WHAT'S HOT IN FLORIDA POLITICS

IN THE NEWS

“Trujillo [is] part of a group high-powered Florida Republican operatives who are converting Sunshine State clout into Washington influence inside a Trump administration stocked with Floridians.”

- The Wall Street Journal

“[Susie] Wiles told me that she has routinely sought [Trujillo’s] advice on matters.”

- The New Yorker

“A rare blend of strategic insight, integrity, and unmatched experience...”

- United States Secretary of State Marco Rubio

“Another firm flexing its influence early on in Trump’s Washington is Florida-based Continental Strategy.”

- The Free Press

“Spotted — Latino Americans for Trump leader Carlos Trujillo at a gathering of an exclusive group of Latin American leaders briefing Trump...”

- Florida Politics

“Among these Trump-connected firms, Continental Strategy saw the biggest boost to its business.”

- Politico

“Growing portfolio of influence in Washington and Latin America.”

- Florida Politics

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- Politico

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- Center for Economic and Policy Research

WHY CHOOSE CONTINENTAL STRATEGY?



COMPREHENSIVE FEDERAL AND STATE EXPERTISE

Continental Strategy offers a sophisticated approach to lobbying that bridges both federal and state landscapes, providing seamless advocacy across multiple levels of government. Our team includes former diplomats, seasoned legislators, and senior advisors who bring invaluable insights into the workings of Congress, state legislatures, and regulatory agencies. With expertise spanning various sectors, we provide clients with integrated strategies that address both national objectives and region-specific requirements, ensuring their interests are effectively represented.



STRATEGIC RELATIONSHIPS AND INFLUENTIAL ADVOCACY

Results require not only knowledge but also influence within key government circles. Continental Strategy has built and maintained strong, strategic relationships with top decision-makers, including influential members of Congress, state officials, and regulatory leaders. Our team's well-established connections enable us to position our client's interests at the center of critical policy discussions, fostering outcomes that align with their business objectives.



TAILORED, RESULTS-DRIVEN APPROACH

We understand the unique challenges faced by large corporations in today's complex regulatory and legislative landscape. Continental Strategy delivers custom advocacy strategies designed to achieve measurable results, whether that involves securing regulatory approvals, advancing key policy initiatives, or facilitating long-term investments. Our data-driven approach ensures that each client's objectives are met with precision and that our advocacy maximizes value.



REAL-TIME MONITORING AND ADAPTABLE STRATEGIES

With the regulatory landscape constantly evolving, proactive engagement is essential. We provide continuous monitoring of legislative and regulatory developments, empowering clients to act swiftly on emerging opportunities and challenges. Our adaptive strategies allow us to pivot as needed, ensuring that clients remain at the forefront of policy developments and regulatory compliance.



TRUSTED PARTNERS WITH A PROVEN TRACK RECORD

Continental Strategy's reputation as a trusted, results-oriented advocate stems from our deep commitment to client success and a strong track record of securing favorable outcomes. We act as dedicated partners, providing strategic foresight and unwavering support to advance our clients' goals. Our commitment to high-caliber service and impactful policy solutions ensures that each client's priorities are pursued with expertise, precision, and relentless focus.