



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AN AGREEMENT WITH CONTINENTAL STRATEGY LLC FOR FEDERAL LOBBYING AND ADVOCACY SERVICES; AUTHORIZING THE CITY MANAGER TO EXECUTE SAID AGREEMENT AND TO DO ALL THINGS NECESSARY TO EFFECTUATE THIS RESOLUTION, INCLUDING EXPEND FUNDS WITH THE FIRM IN AN AMOUNT NOT TO EXCEED BUDGETED FUNDS; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The City of Doral has continued to pursue strategic partnerships that advance its legislative and funding priorities at all levels of government. To complement its ongoing State lobbying representation, the City seeks to engage Continental Strategy LLC to provide federal lobbying and advocacy services focused on securing federal appropriations, grant opportunities, and policy support aligned with the City's infrastructure, public safety, sustainability, and economic development goals.

Continental Strategy LLC has extensive experience in government relations and public affairs, representing both public and private sector clients before federal legislative and executive agencies. The firm's team, led by Ambassador Carlos Trujillo (Ret.), brings direct experience navigating federal policy and funding processes, enabling effective advocacy on behalf of municipal clients.

Under the proposed agreement, Continental Strategy LLC will represent the City's interests in Washington, D.C., advocating for funding opportunities, legislation, and programs beneficial to Doral's strategic priorities. The scope of services includes direct engagement with members of Congress, federal agencies, and the Administration, as well as regular reporting and coordination with City leadership to align advocacy efforts with approved policy objectives.

The proposed Professional Services Agreement is for a one-year term beginning December 10, 2025, with the option for two (2) additional one-year renewals at the City Manager's discretion. The agreement provides for a monthly retainer of \$5,500, inclusive of all services, with no reimbursable expenses unless pre-approved in writing by the City.

Pursuant to Section 2-323(2) of the City's Code of Ordinances, professional services are exempt from competitive bidding. Based on the firm's qualifications and proven success in federal advocacy, staff recommends approval of the attached agreement to ensure that the City continues to effectively represent its interests at the federal level.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$66,000	001.50005.500310	General Government
2.	\$0		
Total:	\$0		
Fiscal Impact Statement: The Fiscal Impact for the proposed services is included in the FY 25/26 budget.			

STRATEGIC PLAN ALIGNMENT:

This item advances the City's Strategic Goals of Exceptional Service, Public Safety, Transportation, Parks & Recreation, and Revenue Growth by strengthening intergovernmental relations, expanding access to federal resources, and advancing the City's long-term capital and policy priorities.

ATTACHMENT(S):

- A. Proposal for Federal lobbying - Continental Strategy
- B. Agreement
- C. Resolution
- D. E-verify Affidavit