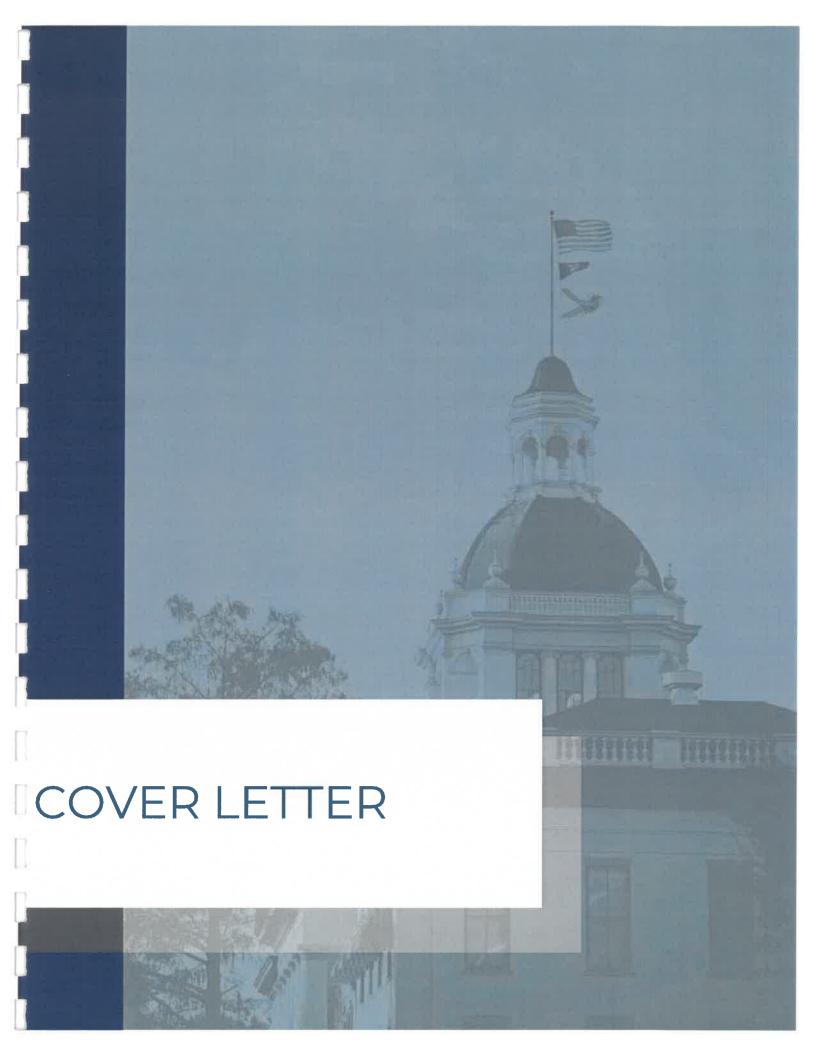


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City of Marco Island 50 Bald Eagle Drive Marco Island, Florida 34145

Dear Members of the Selection Committee,

We are pleased to submit our proposal to provide professional lobbying services for the City of Marco Island. Continental Strategy is committed to delivering exceptional representation before the Florida Legislature, the Governor, and the Executive Branch, ensuring that the City's goals, priorities, and specific projects are effectively advocated for at the state level.

Continental Strategy recognizes the importance and complexity of the services required by the City of Marco Island. Our firm understands that the role of the lobbyist includes developing and implementing strategic approaches to legislative advocacy, representing the City's interests before various state entities, and providing expert consultation on legislative, administrative, and funding matters impacting the City.

Our team of professionals combines over 100 years of specialized experience with federal, state, and local government issues, exclusive access to leaders in the legislative and executive branches, and longstanding relationships throughout the state and the country. Since 2022, Continental Strategy has maintained four primary offices, with our central office in downtown Tallahassee. We also have offices in Washington, D.C., Miami, and Jacksonville. In 2024, our firm expanded internationally with our Latin American headquarters in Argentina.

We believe that our extensive experience in providing lobbyist services for local governmental jurisdictions in Florida uniquely qualifies us for this engagement. Our proven track record of successful advocacy, deep understanding of state legislative processes, and a strong network of professional relationships will enable us to effectively advance the City of Marco Island's vision, strategic goals, and priorities.

Our team of lobbyists will leverage our experience and deep-rooted relationships to coordinate and advance the City's priorities while continuing our track record of successfully representing each of our clients to the absolute best of our ability. The Continental Strategy team has unmatched qualifications to assist the City of Marco Island in navigating the complexities of securing specific budgetary priorities, engaging with the executive and regulatory agencies vital in the implementation of appropriations or regulatory rulemaking, and crafting strategies to achieve success in the passage or defeat of critical legislation.

#### **Primary Contact:**

Ashley Ellis Spicola
Managing Partner
101 N. Monroe Street, Suite 750
Tallahassee, FL 32301
850-629-7023
aspicola@continentalstrategy.com

#### **Authorized Representatives:**

Carlos Trujillo
President
1747 Pennsylvania Avenue, NW, Suite 857
202-642-5989
<a href="mailto:ctrujillo@continentalstrategy.com">ctrujillo@continentalstrategy.com</a>

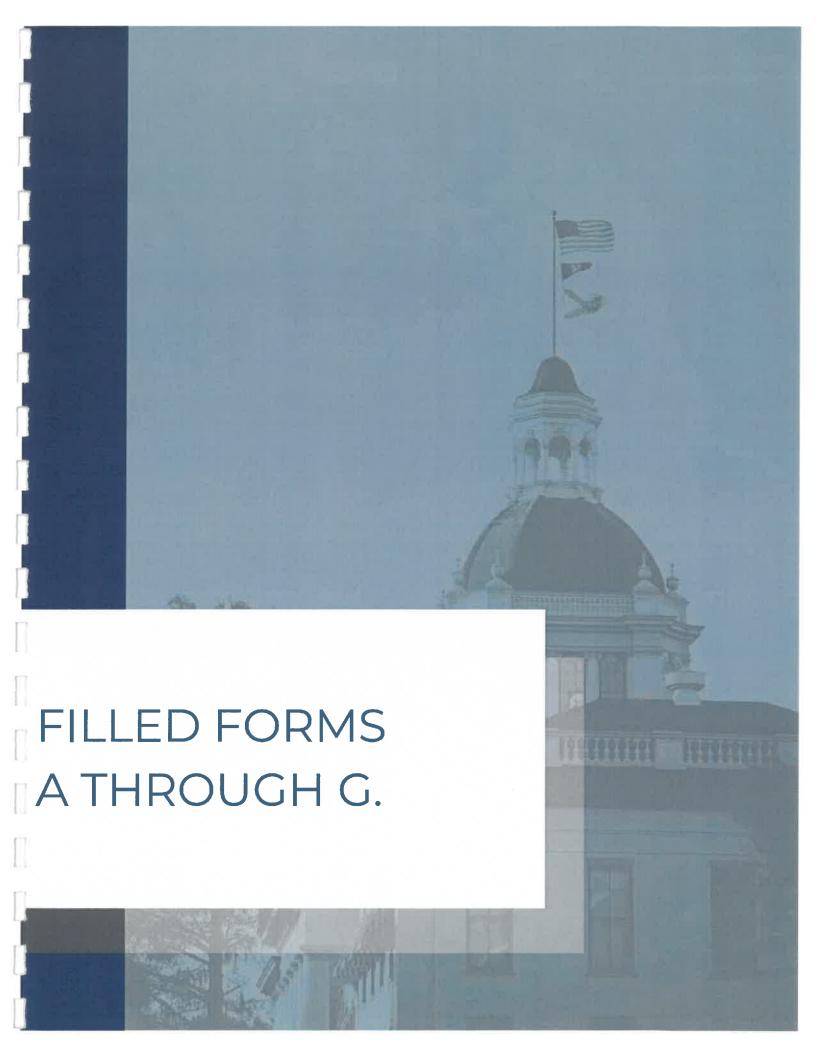
We pride ourselves on our record of consistent results and hope to provide the same level of service to the City of Marco Island. We are highly motivated and well-suited to achieving success on behalf of the City. At Continental Strategy, we are confident we will provide unmatched lobbying services. We appreciate your consideration of our proposal and look forward to an opportunity to represent and advocate for the City of Marco Island with the utmost dedication and excellence.

Thank you for considering our submission.

Colo Tryllo

Sincerely,

Carlos Trujillo, President



#### PART VI STANDARD FORMS

## The below forms A. through G. are to be submitted with your response to this RFP

#### A. DECLARATION STATEMENT RFP No. 2024-026

Full Name of Proposer: Contine	RFP No. 2 ental Strategy		
Main Business Address: 101 N	l. Monroe Street,	Suite 750, Tallahassee, FL 32301	
Telephone No.: <u>850-999-8468</u>		Fax No	
Email Address: aspicola@contin	nentalstrategy.com		
State License#		Type	
To: City Manager, City of Manager, City			
informed himself fully in regard further declares that the only p be entered into as principals a	d to all conditions poersons, company or re named herein; the companies making a	at he has examined the Scope of Services, pertaining to the work to be done. The Propor parties interested in this Proposal or the RFF nat the Proposal is made without connection of Proposal; and it is in all respects fair and in go	oser P to with
RFP #2024-026. The undersexecute that contract and pres	signed does agree ent the same to the The undersigned do	rmed in accordance with the requirements of that should the firm be offered a contract, e City for approval within fifteen (15) days a further agree that failure to execute and del result in damages to the City.	, to ifter
Further, the Bidder acknowledge	es receipt of Addend	la as follows:	
Addendum Number	Date Issued	Contractor's Signature (Full Name)	
-			-

IN WITNESS June	WHEREOF, WE have, 2024 in the City of	hereunto subscribed our names on this 12 Leon , in the State of Florida.	<b>-</b> 57
		Continental Strategy, LLC Firm's Complete Legal Name	
		Firm's Complete Legal Name	
		Check one of the following:	
9		Sole Proprietorship Corporation or P.A. Limited Partnership General Partnership	
		Phone No. <u>850-999-8468</u>	
		Fax No.	
		Email aspicola@continentalstrategy.com	
		101 N. Monroe Street, Suite 750	
		Address	
		Tallahassee, FL 32301	
		City State 7in	
		BY: Oxhluz Ellis Sproler	
		Typed and Written Signature	
		Ashley Ellis Spciola	
		Managing Partner	
		Title	

day

## B. VENDOR INFORMATION FORM RFP No. 2024-026

Company Name: Continental Strategy					
If a "DBA", please be sure this is indicated on W-9					
FEIN or SS#: 86-1278551 Service or Commodity Provided Lobbying/Consulting					
Mail Address: 101 N. Monroe Street,	Suite 750				
City: Tallahassee	state:_FL	<sub>Zip+4:</sub> 32301			
Remit Address: 255 Alhambra Circle	e, Suite 640				
City: Coral Gables	state: FL	z <sub>ip+4:</sub> <u>33134</u>			
Phone: 305-677-2383	Email: ccantens@continenta	Istrategy.com			
255 Alb	sambra Cirala, Suita 640, Cara	ol Cobles El 22124			
Purchase Orders to be sent to: 255 Alhambra Circle, Suite 640, Coral Gables, FL 33134					
Phone: 305-677-2383 Email: ccantens@continentalstrategy.com					
Accounts Receivable Contact Name: Cris	stina Cantens				
Phone: <u>305-677-2383</u>	Email: ccantens@continental	strategy.com			
Other Contact Name:					
	Vendor Instructions				
Vendor Instructions  If your company provides services performed on City property, you will also be required to submit an ACORD Insurance					
Certificate naming the City of Marco Island as an additional insured, along with a copy of the additional insured endorsement					
	m your policy, prior to services bein the payment of Florida sales and u	g rendered. se tax.  Copies of the City's Sales Tax Exi	emption		
Certificate are available upon request to: Ajohenning@cityofmarcoisland.com					
The City's payment terms are net 30 and all invoices/billing should be sent to: accountspayable@cityofmarcoisland.com					
A completed Form W-9 must be submitted with this Vendor Information Form.					
Printed Name: Ashley Spicola Title: Managing Partner					
Vendor Signature: Only Ell	is Specola Date: 6-	12-2024			

#### C. E-VERIFY RFP No. 2024-026

The City of Marco Island will not intentionally award publicly-funded contracts to any contractor who knowingly employs unauthorized workers, constituting a violation of the employment provisions contained in 8 U.S.C. Section 1324a(e) (Section 2274A(e) of the Immigration and Nationality Act ("INA")). The City shall consider the employment by any contractor of unauthorized aliens a violation of Section 274A(e) of the INA shall be grounds for unilateral cancellation of this Agreement by the City.

Vendor/Contractor shall utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

- 1. all persons employed by the Vendor/Contractor during the term of the Contract to perform employment duties within Florida; and
- 2. all persons, including subcontractors, assigned by the Vendor/Contractor to perform work pursuant to the contract with the Agency.

You may also sign-up for free webinars on E-Verify which are offered by the U.S. Department of Homeland Security. To see the schedule of webinars and register, click on the following link, which will take you to the US Department of Homeland Security's website: <u>E-Verify Webinars</u>

The Website for E-Verify is: <a href="http://www.uscis.gov/e-verify">http://www.uscis.gov/e-verify</a>

(Vendor Signature)

Other Ellis Spicola, Managing Partner

Name and Title of Authorized Signee

Continental Strategy

Name of Corporation, Partnership, Trust, Etc.

## D. CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION RFP No. 2024-026

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension (34 CFR, part 85, Section 85.510, Participant's Responsibilities).

"The Bidder certifies that, neither the firm nor any person associated therewith in the capacity of owner, partner, director, officer, principal, investigator, project director, manager, auditor, and/or position involving the administration of federal funds:

- (a) is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions, as defined in 49 CFR s29.110(a), by any federal department or agency;
- (b) has within a three-year period preceding this certification been convicted of or had a civil judgment rendered against it for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or public contract; violation of federal or state antitrust statutes; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) is presently indicted for or otherwise criminally or civilly charged by a federal, state, or local governmental entity with commission of any of the offenses enumerated in paragraph 9(b) of this certification; and
- (d) has within a three-year period preceding this certification had one or more federal, state, or local government public transactions terminated for cause or default.

The Bidder certifies that it shall not knowingly enter into any transaction with any subcontractor, material supplier, or vendor who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this project by any federal agency unless authorized by the Florida Department of Transportation."

Only Ellis Sproke Contractor's Signature	Date 6-12-2024
Contractor's Signature	
Ashley Ellis Spicola, Managing Partner	
Name and Title of Authorized Signee	
Continental Strategy	
Name of Corporation, Partnership, Trust, Etc.	<del></del>

(SEAL)

## E. NON-COLLUSION CERTIFICATION RFP No. 2024-026

The undersigned hereby certifies, to the best of his or her knowledge and belief, that on behalf of the person, firm, association, or corporation submitting the bid certifying that such person, firm, association, or corporation has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise take any action, in restraint of free competitive bidding in connection with the submitted bid. Failure to submit the executed statement as part of the bidding documents will make the bid non-responsive and not eligible for award consideration.

(Proposer's Signature)	Date	6-12-2024
Ashley Ellis Spicola, Managing Partner  Name and Title of Authorized Signee		
Continental Strategy	<u>-</u>	
Name of Corporation, Partnership, Trust, Etc.  (SEAL)		4

## F. SWORN STATEMENT UNDER SECTION 287.133 (3)(a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES RFP No. 2024-026

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. For	This sworn sta Continental Strateg		with Bid, I	Proposal or Contract	No. 2024-026		
2.	This sworn sta	ntement is submitted	by Contine	ental Strategy			
			(name o	of entity submitting s	worn statement	)	
whos	e business add	ress is: 101 N. Monroe S	treet, Suite 750	), Tallahassee, FL 32301			
0.		l Employer Identifica as no FEIN, include t		per (FEIN) is _86-12785 ecurity Number of the		this sworn state	ement:
3.	My name is	Ashley Ellis Spicola		and i	my relationship	to the entity r	named
(please	e print	name	of	individual	signing)	above	is
Managin	g Partner			•			

- 4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), **Florida Statutes**, means a violation of any state or federal low by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision or any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
- 5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), **Florida Statutes**, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
- 6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
  - a. A predecessor or successor of a person convicted of a public entity crime; or
  - b. An entity under the control any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliated" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
  - c. I understand that a "person" as defined in Paragraph 287.133(1)(e), **Florida Statutes**, means any natural person or entity organized under the laws of any state or of the United States with the legal power

to enter into binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

	d. Based on information and belief the statement that I have marked below is true in relation to the entity submitting this sworn statement. (indicate which statement applies.)
	Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.
	The entity submitting this sworn statement, or one of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.
	The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that is was not in the public interest to place the entity submitting the sworn statement on the convicted vendor list. (attach a copy of the final order)
Γŀ Pl	UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR HE PUBLIC ENTITY IDENTIFIED IN PARAGRAPHS 1-3 (ONE THRU THREE) ABOVE IS FOR THAT UBLIC ENTITY ONLY AND, THAT HIS FORM IS VALID THOROUGH DECEMBER 31 OF THE
[h	ALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO REFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE HRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY WO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.
[h	NFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE HRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY
IN TH TV	NFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE HRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY

#### G. PROPOSERS CHECK LIST

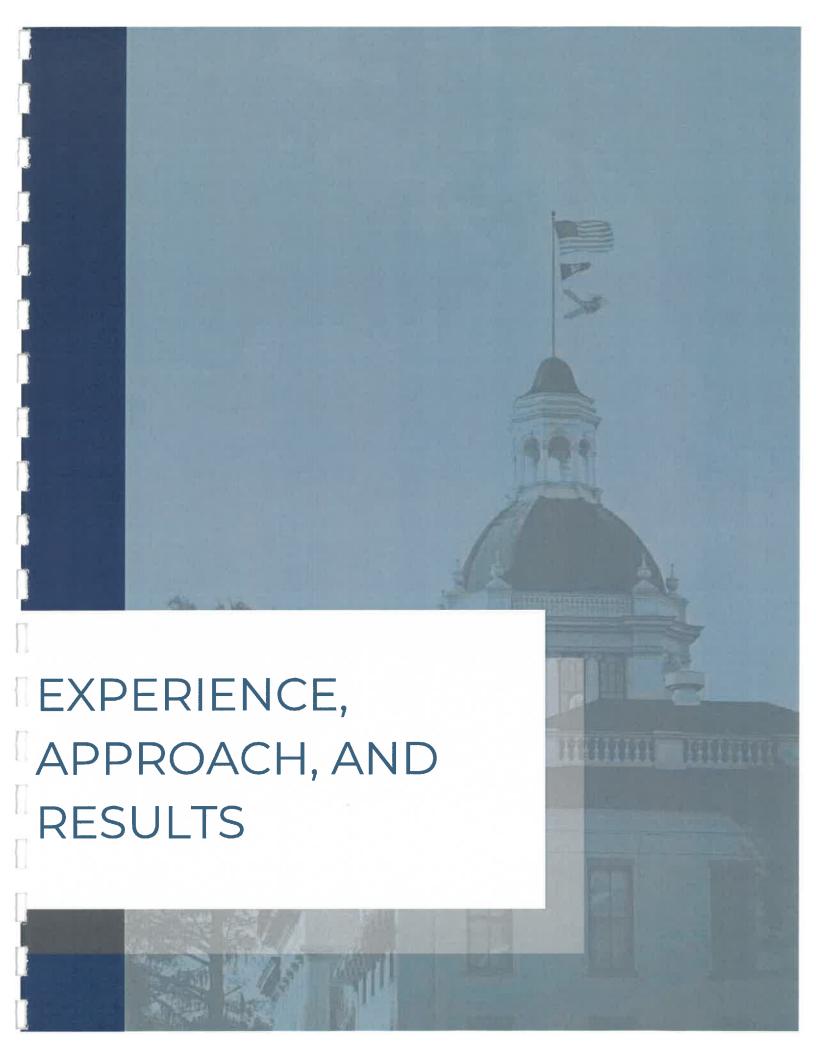
#### IMPORTANT: Sign in the spaces indicated and submit with your proposal.

Proposer should check off each of the following items as the necessary action is completed:

- 1. The RFP has been signed.
- 2. Any required documents, qualification statements, etc. have been included.
- 3. Any addendum (if any) have been signed and included.

	Orneus Ellis Sprole
Continental Strategy	Miley (M) 13picsol
Company Name	Signature & Title

Date: 6-12-2024



## **QUALIFICATIONS:**

Continental Strategy firmly believes that we are the best qualified firm to perform the lobbying services required by the City of Marco Island. Our confidence is grounded in our extensive experience, proven track record, and unique qualifications that align perfectly with the City's needs.

#### 1. Extensive Experience and Expertise:

Continental Strategy brings over 100 years of combined experience in legislative advocacy, public policy, and strategic consulting. Our team members have served in high-level positions within the federal, state, and local government sectors, providing us with a deep understanding of the legislative processes and the strategic insight needed to navigate complex political landscapes.

#### 2. Proven Track Record of Success:

Our firm has a history of successfully representing local governmental jurisdictions in Florida. We have consistently delivered results by securing funding, influencing policy development, and advancing legislative priorities. Our success stories include securing significant appropriations for infrastructure projects, advocating for environmental and water quality initiatives, and obtaining grants for municipal improvements.

#### 3. Strong Network and Relationships:

We have established longstanding relationships with key decision-makers in the Florida Legislature, the Governor's office, and various state agencies. These connections enable us to effectively advocate for the City of Marco Island's interests and ensure that the City's voice is heard at the highest levels of government. Our team's exclusive access to legislative and executive leaders is a critical asset in achieving the City's objectives.

#### 4. Comprehensive and Strategic Approach:

Our approach is comprehensive and tailored to the specific needs of the City of Marco Island. From initial assessment and planning to strategic legislative advocacy and continuous monitoring, we cover all aspects of effective lobbying. We are committed to maintaining open communication with City staff and officials, providing regular updates, and adjusting our strategies as needed to respond to the evolving legislative environment.

## **QUALIFICATIONS:**

#### 5. Value-Added Services:

In addition to the core lobbying services, Continental Strategy offers several value-added services at no additional cost, including grant identification and application assistance, crisis management, public relations and media strategy, policy research and analysis, and networking and relationship building. These additional services enhance our ability to support the City's strategic objectives and provide significant added value.

#### 6. Dedicated and Highly Qualified Team:

Our team includes some of the most respected and experienced professionals in the field of legislative advocacy.

#### 7. Commitment to Excellence:

Commitment to Excellence: At Continental Strategy, we pride ourselves on our record of consistent results and our unwavering commitment to our clients' success. We approach each engagement with the highest level of dedication and professionalism, ensuring that we provide unmatched lobbying services that align with our client's strategic goals and priorities.

Given our extensive experience, proven track record, strong network, comprehensive approach, value-added services, and dedicated team, Continental Strategy is uniquely positioned to deliver exceptional lobbying services for the City of Marco Island. We are confident in our ability to represent and advocate for the City with the utmost dedication and excellence, ensuring that the City's legislative and administrative objectives are achieved.



## Clientele

Entity	Description	Result	
County	Secured funding for C.R. 2209, which included design, permits, construction, and post-design services, improvements to increase traffic and pedestrian safety, decrease congestion	Secured funding of \$15,000,000	
County	Secured funding for C.R. 210 at U.S.  1 Interchange Improvements	Secured funding of \$6,000,000	
County	Secured funding for S.R. 16, which included working with private sector and county partners for design	Secured funding of \$13,000,000	
County	Secured funding for A1A Intersection Modifications	Secured funding of \$6,000,000	
County	Secured funding for State Road A1A Corridor from Mickler Road to Marsh Landing Parkway	Secured funding of \$1,000,000	
County	Secured funding for State Road A1A Corndor from Mickler Road to Marsh Landing Parkway	Secured funding of \$1,600,000	
County	Secured funding for C.R. 2209 for four-lane road construction that was a multiyear project to ease congestion of a critical corridor in the area.	Secured funding of \$8,000,000	
County	Secured funding for Palm Valley Rd. Sidewalk	Secured funding of \$800,000	
County	Secured funding for C.R. 2209 & International Golf Parkway Intersection & Roadway Improvements	Secured funding of \$2,000,000	
County	Secured funding for Ponte Vedra Beach North Beach & Dune Restoration Project	Secured funding of \$25,000,000	
County	Secured funding for Ponte Vedra Beach North Beach & Dune Restoration Project	Secured funding of \$1,700,000	
County	Secured funding for Ponte Vedra Beach North Beach & Dune Restoration Project	Secured funding of \$3,500,000	
County	Secured funding for Summer Haven Managed Retreat Program	Secured funding of \$5,000,000	
County	Worked on highway signage for one of the fastest-growing communities in the country. This process required an extensive rule change at FDOT to allow for highway	Successfully changed FDOT rules	
	signage		

## Clientele

Entity	Description	Result
Healthcare Client	Medicald rate increase for	Secured an increase, which totaled
	Maternal-Fetal Medicine	\$2,467,917 for our client
Hospital	Funding for a Center for Psychiatry and Addiction	Secured funding for \$500,000
Hospital	Funding for post-hospitalization patient home monitoring	Secured funding of \$750,000
Hospital Association	Funding for Florida's Graduate Medical Education program	Doubled the state funding for the Florida GME program
Hospital Association	Legislative effort to reform sovereign immunity and claims bill process	Successfully defeated proposed legislation to increase the sovereign immunity cap that would lead local governments to great financial exposure
Mental Health Service Provider	Medicaid Behavioral Health Rate	Secured funding for \$40,000,000 (annualized)
Mental Health Services Provider	Services for Victims of Human Trafficking	Secured funding for \$587,000
Mental Health Services Provider	Advanced Services for Dual Diagnosis Behavioral Health	Secured funding for \$500,000
Not-for-profit hospital	Rate increase for Medicaid organ transplant providers	Secured the increase which amounted to an increase \$1,777,826
Pace Programs	Funding to increase 200 slots each for PACE program clients	Secured funding of \$4,553,395 to Increase each PACE program
School District	Secured funding for the Homeland Agribusiness program, which was a top priority for the district	Secured funding of \$3,500,000
School District	Secured funding for the State Academic Tournament	Secured funding of \$250,000
School District	Secured funding for their hurricane shelter emergency generators	Secured funding of \$1,000,000
State University	Funding for Law School Program	Secured funding of \$1,000,000
itate University Hospital	Funding for Health Center Operational Support	Secured funding of \$10,000,000
University Hospital	Funding for the Florida Stroke Registry	Secured funding of \$1,000,000



## Clientele

Entity	Description	Result
501(c)(3) non-profit entity	Motorcycle safety	Successfully reallocated spending authority of \$1,700,000 in motorcycle registration fees from the control of DHSMV to a private non-profit
City	Secured funding for a pedestrian bridge safety project	Secured funding of \$750,000
City	Secured funding for stormwater improvements	Secured funding of \$500,000
Community Mental Health Provider	Residential Treatment Facility	Secured funding of \$1,500,000
Community Mental Health Provider	Family Therapy Team	Secured funding of \$750,000
Community Mental Health Provider	Forensic Multidisciplinary Team	Secured funding of \$700,000
Community Mental Health Provider	indigent Crisis Stabilization Unit Funding	Secured funding of \$1,100,000
Community Mental Health	Forensic Residential Step-Down	Secured funding of \$5,000,000
Provider	Program	
County	Secured funding for U.S. 1 and Pine Island Improvements, which included signalization, turn lanes, and other safety measures	Secured funding of \$2,000,000



### **ISSUES AND RESULTS**

With a distinguished record of accomplishment spanning several decades, our Firm has consistently demonstrated an unwavering commitment to navigating the complex landscape of governmental affairs. Continental Strategy's extensive expertise in these subjects that matter to our government clients encompasses a broad spectrum of critical areas, including home rule authority, land use and zoning regulations, comprehensive planning strategies, responsible water resource management, dynamic economic development policies, proactive initiatives addressing homelessness, comprehensive mental health reform, and sustainable environmental stewardship. Our deep-rooted experience and unparalleled knowledge have solidified our reputation as the go-to advocate for clients seeking effective solutions in these vital domains.

### ECONOMIC DEVELOPMENT/BUSINESS ATTRACTION AND RETENTION

Our team members have a deep understanding of Florida's workforce and economic development issues and opportunities. Continental Strategy team members helped secure state funding and state incentives through the Department of Economic Opportunity for the City of Pensacola to recruit a major private company for maintenance, repair, and overhaul (MRO) at Pensacola International Airport. This was a multiyear project working with state government, local government, and the private sector to build a new state-of-the-art airport hangar. This project enabled the regional airport to scale and accommodate the increase in air travel in and out of the region. Our Team members have worked successfully on economic development appropriations projects like the Professional Golf Hall of Fame. This project was a \$23 million appropriation.

## ENVIRONMENTAL MITIGATION:

For Fiscal Year 2024, we secured our clients' earmarks under the Commerce Justice Science Subcommittee bill. These earmarks were under the NOAA's Coastal Zone Management Act for reef restoration infrastructure and marine protection systems. We also worked tirelessly to successfully secure earmarks under the National Science Foundation Account's Sustainable Regional Systems Research Networks subaccount for the deployment of hybrid artificial reefs to protect shorelines from coastal flooding. With the abovementioned projects, we helped our client receive over \$5 million in Community Projects from the Fiscal Year 2024 appropriations cycle.

### INFRASTRUCTURE AND TRANSPORTATION FUNDING

(including Traffic, Roads, Bridges, Facilities, Drainage)

Finding a firm more knowledgeable than Continental Strategy on Transportation issues is hard. Our Team members have served in the highest leadership roles within the Florida Department of Transportation (FDOT), the Florida Turnpike, and the Florida Transportation Commission. Additionally, we have Team members who have worked on behalf of local government to secure hundreds of millions of dollars in appropriations for local appropriations projects.

Our Team members have successfully advocated for local government clients on road maintenance projects and aided local governments in lobbying efforts with FDOT to make road pattern changes to increase safety. In a review of your legislative priorities from last year, we know that becoming a Smart City is essential. Specifically, we have secured multi millions of dollars for St. John County transportation projects that are critical road improvements for the County's rapid growth and long-term sustainability. Many of these projects are multiyear projects that were worked on with the Legislature and the delegation that required a coordinated strategy. Once the Governor approves funding, our Team works continuously with the client and the appropriate state agency to administer the funds promptly.

### PUBLIC SAFETY AND HUMAN SERVICES:

Continental Strategy has extensive experience working in all areas of public safety. Carlos Trujillo, a former assistant state attorney in Miami, has also represented a national organization on crime victims' rights for seven years. Team members have also advocated for funding for all aspects of the justice system, having successfully advocated for critical due process funding, court administrative employee compensation, home address protection for system employees with extensive public interaction, and judicial salaries. This experience provides us with a deep understanding of the judicial system and public safety, which translates directly into policy and appropriations wins for Citrus County.

We secured over \$1.5 million in community project funding requests for medical equipment for the University of Miami in Fiscal Year 2023. These requests included Workforce and Labor, Health and Human Services, and perhaps most notably, the Education Subcommittee Bill, becoming part of the 2023 Omnibus Appropriations legislation that became law.

## DISCLOSURE OF POTENTIAL CONFLICTS OF INTEREST

Continental Strategy is committed to maintaining the highest standards of integrity and transparency in all our engagements. We understand the importance of disclosing any potential conflicts of interest to ensure that our representation of the City of Marco Island remains unbiased and effective.

After a thorough review of our current clients, contracts, and property interests, we confirm that no member of Continental Strategy's ownership, management, or staff has any vested interest that might be considered a conflict of interest with the City of Marco Island. Our firm is fully dedicated to representing the City's interests without any interference from other engagements or interests.

To certify this, we have included a notarized statement below:

#### **Notarized Statement of Conflict of Interest Certification**

I, Ashley Ellis Spicola, Managing Partner of Continental Strategy, hereby certify that no member of our firm's ownership, management, or staff currently has any vested interest that might be considered a conflict of interest in relation to the services to be provided to the City of Marco Island.

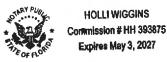
Furthermore, we affirm that Continental Strategy will continue to monitor any potential conflicts of interest throughout the duration of this engagement and will promptly disclose any new potential conflicts should they arise.

ances Eleis Sproder

Ashley Ellis Spicola Managing Partner Continental Strategy

Sworn to and subscribed before me this  $\frac{1}{2}$  day of  $\frac{1}{2}$  day of  $\frac{1}{2}$ , 2024, by me, who is personally known to me  $\frac{1}{2}$  or who has produced  $\frac{1}{2}$  as identification.

Signature
Notary Public, State of Florida
My Commission Expires: May 3, 2027



This notarized statement confirms that Continental Strategy is free of any conflicts of interest and is fully prepared to provide unbiased and dedicated lobbying services to the City of Marco Island.

# AFFIRMATIVE INDICATION OF LICENSES, REGISTRATIONS, AND CERTIFICATIONS

Continental Strategy affirms that our firm and all assigned professional staff possess all necessary licenses, registrations, and certifications required to provide the requested lobbying services in the State of Florida and Collier County.

Our team members, including Carlos Trujillo, Ashley Spicola, Tom DiGiacomo, Jimmy Card, Courtney Larkin, and Gangul Gabadage, are fully credentialed and in good standing with all relevant professional and regulatory bodies. Our professionals hold the appropriate licenses and certifications to practice legislative advocacy, public policy consulting, and related services in Florida.

Continental Strategy ensures ongoing compliance with all licensing and certification requirements, regularly updating and renewing our credentials to maintain our standing as a premier lobbying firm in Florida.

## **PERFORMANCE**

Continental has a proven track record of successfully representing municipality clients on a variety of significant projects, demonstrating our expertise and commitment to achieving positive outcomes. Recently, we have collaborated closely with both the City of Eustis and the City of Doral on several critical initiatives.

Our advocacy efforts on behalf of Eustis included addressing legislative bills concerning Municipal Utilities that posed potential adverse effects on the city, ensuring that these bills were carefully scrutinized and effectively opposed to prevent any negative financial or operational impacts on the municipality.

In our work with the City of Doral, we focused on securing funding for vital infrastructure projects. We successfully secured funding for a pedestrian bridge safety project, enhancing the safety and accessibility of pedestrian pathways. These efforts have been instrumental in supporting the city's growth and development, ensuring that Doral can meet the needs of its expanding population. Moreover, we played a pivotal role in securing appropriations for essential water improvements, ensuring the city's residents have access to reliable and safe water resources.

These examples illustrate Continental's ability to effectively navigate complex legislative processes, advocate for our clients' interests, and secure essential funding for municipal projects. Our comprehensive approach and proven success in these areas highlight our dedication to delivering results that significantly benefit the communities we serve.

### APPROACH TO THE LEGISLATIVE CYCLE

Continental Strategy employs a comprehensive, strategic, and adaptive approach to the legislative cycle to advance the City of Marco Island's legislative program effectively. Our methodology is designed to ensure that the City's legislative priorities are addressed proactively, leveraging our extensive experience and robust network of relationships. The following outlines our approach to navigating the legislative cycle:

#### 1. PRE-SESSION PLANNING AND STRATEGY DEVELOPMENT:

#### INITIAL ASSESSMENT AND GOAL SETTING:

Prior to the start of the legislative session, we conduct a thorough assessment of the City's legislative priorities, strategic goals, and specific projects. This involves detailed discussions with the City Manager, Assistant City Manager, and City Council to understand the City's needs and objectives. We identify which of these goals and projects could be addressed and funded at the state level.

#### STRATEGIC PLANNING:

Based on the assessment, we develop a tailored legislative strategy that outlines the key issues to be addressed, potential legislative opportunities, and the most effective approaches to advocate for the City's interests. This strategy includes identifying potential sponsors and allies within the legislature, as well as potential opposition.

#### PREPARATION OF ADVOCACY MATERIALS:

We collaborate with City staff to prepare comprehensive written materials on each legislative priority. These materials include background information, key messages, supporting data, and proposed legislative language, which are then presented to legislative staff and key decision-makers.



#### 2. LEGISLATIVE SESSION ACTIVITIES:

#### **ACTIVE ADVOCACY:**

During the legislative session, our team engages in active advocacy on behalf of the City. This includes meeting with legislators, committee staff, and other key stakeholders to present the City's priorities, provide testimony, and influence the development and passage of legislation.

#### **MONITORING AND REPORTING:**

We continuously monitor legislative activities, including committee meetings, bill progress, and budget deliberations. Our team provides weekly reports to the City Manager and Assistant City Manager on the status of appropriation requests, relevant legislation, and other matters of concern. These reports include detailed updates on key developments, potential impacts, and recommended actions.

#### STAKEHOLDER ENGAGEMENT:

We maintain regular communication with the City's stakeholders, including City staff and Councilors, to ensure they are informed and engaged throughout the legislative process. We also coordinate meetings and appointments between City officials and state legislators or executive branch officials as needed.

#### RAPID RESPONSE:

Our team is prepared to respond quickly to emerging issues or changes in the legislative landscape. We provide immediate strategic advice and take swift action to address any threats or opportunities that arise.



#### 3. POST-SESSION ANALYSIS AND REPORTING:

#### FINAL REPORT PREPARATION

At the conclusion of the legislative session, we prepare a comprehensive final report that summarizes the status of the City's legislative priorities, the outcomes of key legislative and budgetary actions, and the overall impact of major legislative changes on the City.

#### **POST-SESSION DEBRIEFING:**

We conduct a debriefing session with the City Manager, Assistant City Manager, and City Council to review the outcomes of the legislative session, evaluate the effectiveness of our advocacy efforts, and discuss any lessons learned or areas for improvement.

#### ONGOING MONITORING AND ENGAGEMENT:

Even when the legislature is not in session, we continue to monitor relevant state policies, programs, and legislative developments. We provide periodic updates to the City on any issues that may affect the City or its citizens and prepare for the next legislative cycle.

#### 4. CONTINUOUS IMPROVEMENT AND ADAPTATION:

#### **REVIEW AND ADJUSTMENT:**

We regularly review and adjust our strategies based on feedback and the evolving political landscape. Our commitment to continuous improvement ensures that our advocacy efforts remain effective and aligned with the City's goals.

#### STAKEHOLDER FEEDBACK:

We actively seek feedback from the City's stakeholders to understand their perspectives and incorporate their insights into our strategic planning and advocacy efforts.

By following this comprehensive approach to the legislative cycle, Continental Strategy ensures that the City of Marco Island's legislative program is advanced effectively and that the City's interests are represented with the highest level of professionalism and dedication. Our proactive and adaptive methodology enables us to navigate the complexities of the legislative process and deliver successful outcomes for the City.



## Specialized Expertise of Team Members :

Continental Strategy is uniquely positioned to deliver exceptional lobbying services to the City of Marco Island due to the specialized expertise of our team members. Our team comprises highly experienced professionals with a deep understanding of legislative processes, strategic advocacy, and public policy, particularly in areas relevant to Marco Island such as infrastructure funding, storm protection, water quality initiatives, wastewater treatment, potable water system expansion, parks and recreation, and grant acquisition.

The specialized expertise of Continental Strategy's team members ensures that we are exceptionally well-equipped to produce the required deliverables for the City of Marco Island. Our team's extensive experience in legislative advocacy, strategic planning, policy development, and client management positions us to effectively advance the City's legislative and administrative objectives. We are committed to delivering high-quality services that align with the City's strategic goals and provide significant value.

By focusing on areas such as infrastructure funding, storm protection, water quality initiatives, wastewater treatment, potable water system expansion, parks and recreation, and grant acquisition, Continental Strategy is prepared to meet and exceed the City of Marco Island's expectations for lobbying services.





## CARLOS TRUJILLO, AMBASSADOR (RETIRED)

President and Founder at Continental Strategy

Legislative Advocacy and Strategy: Carlos Trujillo has extensive experience in legislative advocacy, having served as a member of the Florida House of Representatives. His roles included Chairman of the Appropriations Committee, where he managed significant state budgets, relevant to funding for infrastructure and city facilities.

**Diplomatic and Negotiation Skills:** As the U.S. Permanent Representative to the Organization of American States, Carlos developed strong diplomatic and negotiation skills, essential for high-level legislative advocacy and strategic negotiation.

**Legal Expertise:** Carlos's background as an attorney and founding partner of a successful law firm enhances our ability to navigate complex legislative and regulatory environments, ensuring that Marco Island's legal and regulatory concerns are effectively addressed.

#### **Key Achievements:**

Successfully led legislative efforts to secure significant budget allocations for public infrastructure and safety initiatives.



## ASHLEY SPICOLA

Managing Partner at Continental Strategy

Policy Development and Budget Management: Ashley has over 15 years of experience in the executive branch, including managing large-scale budget priorities that align with Marco Island's needs for infrastructure, water quality, and educational initiatives.

**Strategic Planning:** Ashley's experience includes developing and implementing strategic legislative initiatives to secure funding for municipal projects and enhance public services.

**Key Achievements:** Spearheaded reforms and funding initiatives that significantly improved public infrastructure and educational outcomes.



## TOM DIGIACOMO

Director at Continental Strategy

**Transportation Policy and Legislative Affairs:** Tom's background as the Director of Legislative Affairs at the Florida Department of Transportation aligns with Marco Island's transportation and infrastructure goals. His expertise in securing state funding for transportation projects is directly relevant to the City's needs.

Client Management: Tom excels in managing client relations and coordinating legislative efforts, ensuring effective communication and advocacy for Marco Island's projects.

**Key Achievements:** Successfully advanced transportation infrastructure projects through strategic legislative advocacy.



## JIMMY CARD

Principal at Continental Strategy

Healthcare Policy and Advocacy: Jimmy brings extensive experience in healthcare policy, critical for addressing public health and safety issues in Marco Island. His strategic oversight ensures effective advocacy for healthcare-related legislative and regulatory issues.

**Strategic Oversight:** Jimmy provides comprehensive strategic planning to address healthcare and safety priorities for the City.

**Key Achievements:** Influenced key healthcare policies, securing necessary funding for public health initiatives.



## **COURTNEY LARKIN**

Director at Continental Strategy

**Financial Services and Education Policy:** Courtney's experience in financial services and education policy is crucial for advocating for financial stability and educational improvements in Marco Island. Her strategic approach to policy advocacy ensures the City's financial and educational priorities are effectively addressed.

Legislative Process Knowledge: Courtney's deep understanding of the legislative process enhances her ability to secure favorable outcomes for the City.

**Key Achievements:** Successfully advocated for policies supporting the stability of Florida's financial insitutions and educational advancements.



## GANGUL GABADAGE

Director at Continental Strategy

Healthcare Policy and Legislative Affairs: Gangul's extensive experience in healthcare policy and legislative affairs is vital for addressing Marco Island's healthcare priorities. His federal and state legislative experience provides valuable insights into effective advocacy strategies.

**Policy Analysis:** Gangul's expertise in policy analysis ensures that the City's healthcare initiatives are backed by comprehensive research and strategic planning.

**Key Achievements:** Played a pivotal role in shaping and implementing healthcare policies that improved public health outcomes.

## PROPOSED CONTRACT TEAM AND CLIENT MANAGER

Continental Strategy has assembled a highly qualified and experienced team to provide lobbying services for the City of Marco Island. Our team members bring a wealth of knowledge, strategic insight, and proven expertise in legislative advocacy, ensuring that the City's interests are effectively represented at the state level. Below is a description of our proposed contract team, including key project staff and task leaders, along with their roles and responsibilities.

### **CLIENT MANAGER:**

Carlos Trujillo, President and Founder

Responsibilities: Carlos Trujillo will serve as the principal consultant and strategic advisor for the City of Marco Island engagement. He will oversee the development and implementation of legislative strategies, coordinate with key stakeholders, and leverage his extensive network to advance the City's priorities. Carlos will provide high-level advocacy, strategic planning, and direct engagement with state and federal officials.

**Qualifications:** Carlos Trujillo has extensive legislative experience, having served as a member of the Florida House of Representatives and as the U.S. Permanent Representative to the Organization of American States. His leadership and expertise in legislative processes and budget oversight make him exceptionally well-qualified for this role.

### KEY PROJECT STAFF AND TASK LEADER:

Ashley Spicola, Managing Partner

**Responsibilities:** Ashley Spicola will lead the formulation and implementation of strategic legislative and budgetary initiatives. She will focus on advancing the City's priorities within the state government, provide high-level policy advising, strategic planning, and direct advocacy with state officials.

Qualifications: Ashley has over 15 years of experience in the executive branch of government, including leading the Education Policy and Budget team during the Rick Scott Administration. Her deep understanding of the Florida state budget process and strategic policy development will be instrumental in securing funding for the City's initiatives.

#### DAY-TO-DAY MANAGER:

#### Tom DiGiacomo, Director

Responsibilities: Tom DiGiacomo will serve as the primary point of contact and day-to-day manager for this engagement. He will oversee client relations, coordinate legislative efforts, and manage transportation-related advocacy. Tom will work directly with legislators, committee staff, and legislative staff on specific legislation and appropriations relevant to the City's interests.

Qualifications: Tom has a robust background in legislative affairs and client management. His experience includes serving as the Director of Legislative Affairs at the Florida Department of Transportation, where he coordinated legislative packages and maintained critical relationships with the Florida Legislature.

### KEY PROJECT STAFF AND TASK LEADER:

#### Jimmy Card, Principal

**Responsibilities:** Jimmy Card will provide strategic oversight and expert guidance on healthcare-related legislative and regulatory issues pertinent to the City of Marco Island. He will engage in high-level advocacy, strategic planning, and direct engagement with key stakeholders to ensure the City's healthcare priorities are effectively represented.

Qualifications: Jimmy brings over 20 years of experience as a lobbyist with a primary focus on healthcare. His comprehensive understanding of the healthcare landscape and adept advocacy skills have successfully advanced the interests of his clients at both federal and state levels.

#### KEY PROJECT STAFF AND TASK LEADER:

#### Courtney Larkin, Director

Responsibilities: Courtney Larkin will focus on advocating for the City's legislative priorities in financial services and education. She will leverage her deep understanding of legislative processes and her strategic approach to policy advocacy to advance the City's interests in these areas.

**Qualifications:** Courtney has over a decade of experience in financial services, education, and agriculture lobbying. Her previous roles include Director of State Legislative Affairs at the Florida Farm Bureau and Assistant Vice President of Government Affairs at the Florida Bankers Association.

## KEY PROJECT STAFF AND TASK LEADER:

Gangul Gabadage, Director

**Responsibilities:** Gangul Gabadage will provide strategic guidance and advocacy for healthcare-related legislative priorities. His role involves leveraging his deep knowledge of healthcare policy and his extensive network of legislative contacts to effectively advocate for the City's interests.

Qualifications: Gangul has extensive experience in healthcare policy and legislative affairs, having served in several capacities at the Florida Department of Health and as Deputy Director of Legislative Affairs. His experience in the U.S. Congress and the Florida Senate equips him with a comprehensive understanding of the legislative process at both state and federal levels.



## Team Members' Successful Experience:

The team at Continental Strategy has a proven track record of working collaboratively on various projects, bringing together their diverse expertise to achieve successful outcomes for clients. Our team members have consistently demonstrated their ability to coordinate effectively, leverage each other's strengths, and deliver comprehensive advocacy services. Below is a general overview of how key team members have successfully worked together on previous projects:

## CARLOS TRUJILLO AND ASHLEY SPICOLA:

#### Collaboration:

Carlos and Ashley have successfully collaborated on multiple legislative and budgetary initiatives. Carlos's strategic direction and high-level advocacy, combined with Ashley's expertise in policy formulation and budget management, have proven to be a powerful combination. Together, they have navigated complex legislative environments to secure funding and advance policy reforms in education, infrastructure, and other critical areas.

#### Outcome:

Their collaborative efforts have consistently resulted in the successful passage of key legislation and budget appropriations, demonstrating their ability to achieve significant outcomes for their clients.

### TOM DIGIACOMO AND CARLOS TRUJILLO:

#### Collaboration:

Tom and Carlos have worked together on various projects focused on securing state funding for infrastructure improvements and transportation initiatives. Tom's hands-on approach to managing legislative activities, paired with Carlos's strategic oversight and high-level advocacy, has enabled them to effectively influence policy and budget decisions.

#### **Outcome:**

Their teamwork has led to the successful acquisition of substantial state funding for infrastructure projects, enhancing transportation systems and public safety.

# Team Members' Successful Experience:

## > JIMMY CARD AND GANGUL GABADAGE:

#### Collaboration:

Jimmy and Gangul have teamed up on several healthcare policy advocacy projects, addressing key issues such as healthcare access, regulatory reforms, and public health funding. Jimmy's strategic planning and high-level engagement with legislators, combined with Gangul's in-depth policy analysis and legislative experience, have resulted in impactful advocacy efforts.

#### Outcome:

Their joint efforts have influenced significant policy changes and secured additional funding for healthcare initiatives, demonstrating their effectiveness in navigating complex healthcare policy landscapes.

## COURTNEY LARKIN AND ASHLEY SPICOLA:

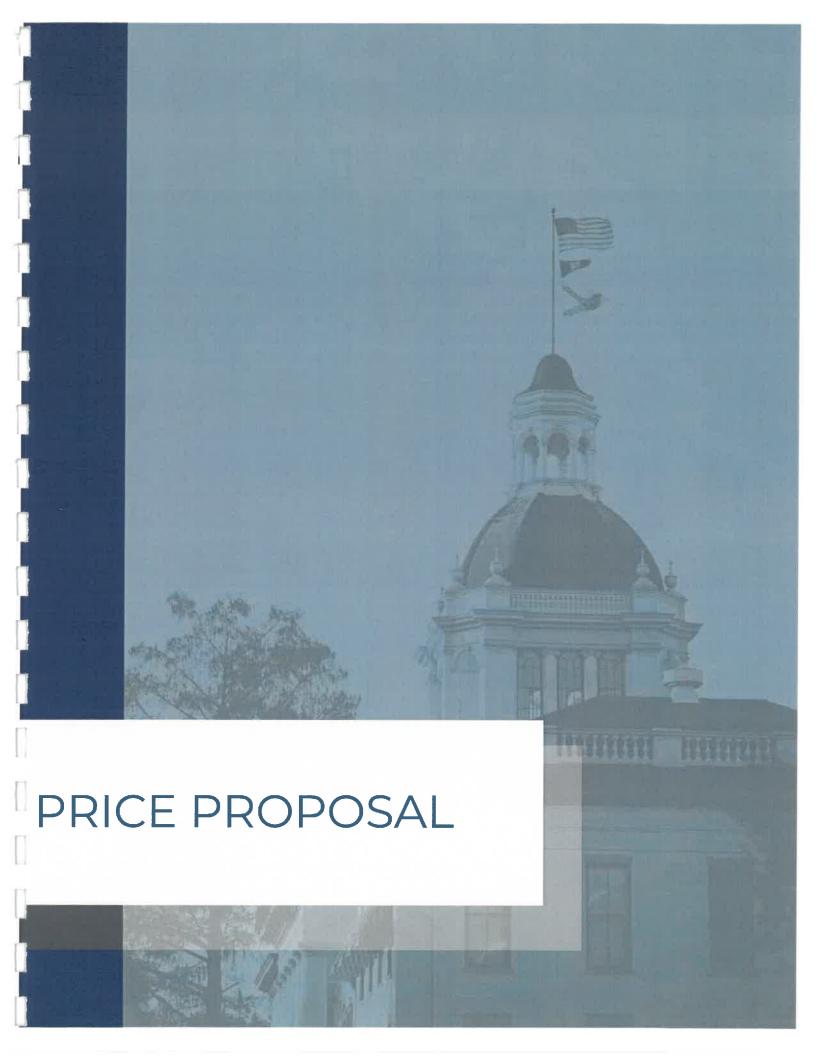
#### **Collaboration:**

Courtney and Ashley have collaborated on a range of projects involving financial services, education, and agriculture policy. Courtney's expertise in legislative processes and strategic advocacy, along with Ashley's experience in policy development and budget management, have enabled them to effectively represent their clients' interests.

#### Outcome:

Their combined efforts have led to successful advocacy outcomes, including the passage of key legislation and the acquisition of critical funding for various initiatives.

Continental Strategy's team members have a history of successful collaboration on diverse projects, leveraging their combined expertise to deliver outstanding results. Their ability to work effectively together ensures that the City of Marco Island will receive comprehensive and strategic advocacy services tailored to its specific needs and objectives.



# PRICE PROPOSAL

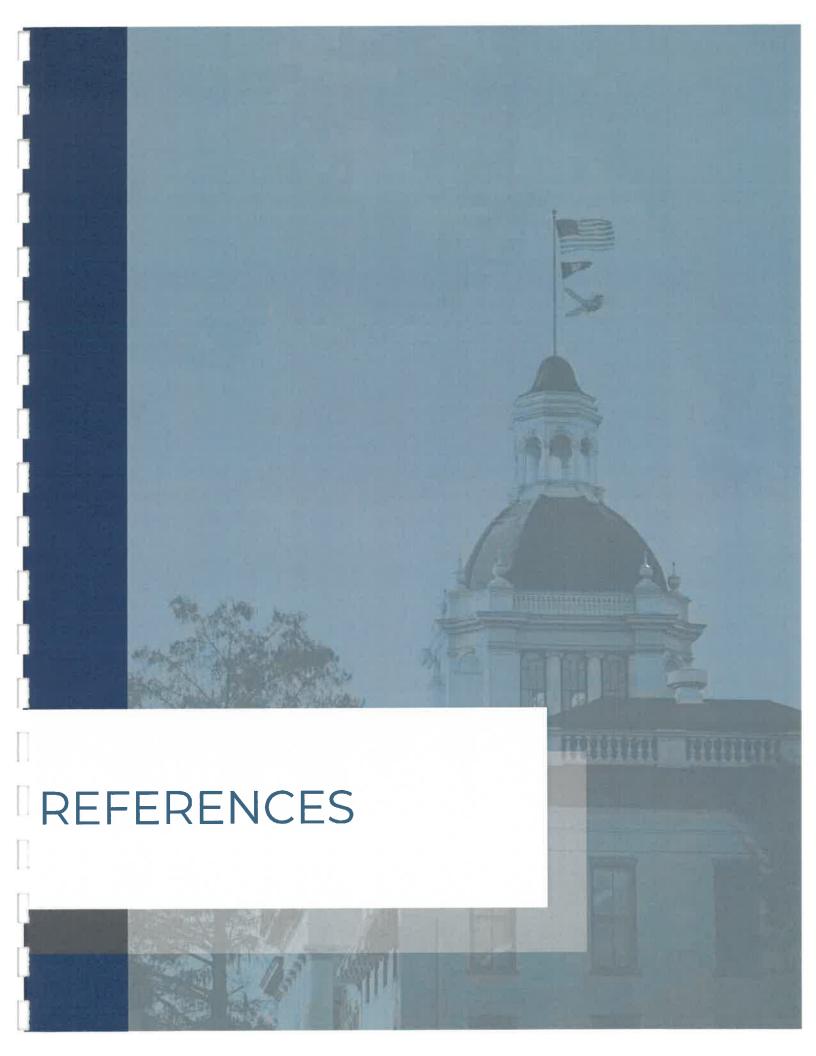
Continental Strategy's Price Proposal for providing comprehensive lobbying and consulting services as outlined in the Scope of Services for the City of Marco Island. Our proposed annual fee, designed to cover all necessary labor, travel, and other expenses required to effectively represent the City's interests at the state level, is \$6,250, \$18,750/quarterly installment.

This fee encompasses the development and implementation of tailored legislative strategies in consultation with the City Manager, Assistant City Manager, and City Council, aiming to increase advocacy for the City's initiatives among state legislators, executive officials, and administrative agencies. Our comprehensive advocacy and representation efforts include engaging with the Florida Legislature, the Governor, and state executive and administrative staff to advance the City's strategic goals and priorities.

We will provide continuous monitoring of legislative activities, state administrative hearings, and rule-making proceedings, delivering regular reports on major bills and relevant legislative developments. Additionally, our advisory and consulting services will offer expert advice on legislative measures, recommending modifications and strategies, and assisting in the implementation of these strategies to achieve desired outcomes.

Included in our services are the identification of relevant funding opportunities and assistance in preparing and submitting grant applications to secure financial support for City projects. We also offer rapid response services to address urgent legislative developments and unexpected challenges, ensuring the City's interests are protected.

Our extensive network enables us to facilitate introductions and build relationships between City officials and key lawmakers, agency leaders, and industry stakeholders, enhancing advocacy efforts. Continental Strategy's commitment to flexibility, responsiveness, and strategic insight ensures that the City of Marco Island will receive unparalleled support throughout the engagement. The proposed fee reflects our dedication to delivering high-quality services that align with the City's strategic objectives and provide significant value.



CONTINENTAL STRATEGY

Client

Contact

Contact

Years

Maryam Borrego Vice President for External
Affairs & Strategy and Chief of Staff
300 NE 2nd Ave Mlami, FL 33132
786-412-1282

2 YEARS

#### Federal and State Consulting Services:

Continental Strategy represented the president's office and advocated on behalf of Miami Dade College to Federal and State members of Congress and their staff in D.C. and Tallahassee. We drafted and reviewed the federal legislative priorities and provided adequate updates to Miami Dade College. We assisted locally to ensure the grant money was well positioned throughout the City of Miami. We successfully provided strategic consulting around diversifying revenue streams, assisted in relationship building with key stakeholders to advance the college's strategic plan, advised on key educational partnerships to further Miami Dade College's relationships, and planned and organized the summit in Miami. Additionally, we supported Inter-American educational partnerships, developed new relationships for Miami Dade College, and executed executive team visits to Capitol Hill. As a result of our advocacy efforts in Washington, D.C., and special skills in pursuing appropriations, we were able to leverage our advanced understanding of the appropriations process to help secure federal funding for Miami Dade College through the General Appropriations Act of 2022.

We are proud to be part of the lobbying team supporting this effort, although we are not serving as the primary lobbyist.

Firm	Client	Contact	Years 6 YEARS		
CONTINENTAL STRATEGY	SAFETY NET HOSPITAL ALLIANCE OF FLORIDA	Lindy Kennedy, President 125 S. Gadsden Street, #300 , Tallahassee, FL 32301 (850) 201-2096			

#### State Consulting Services:

Advocated for the interests of the safety net hospitals including securing critical funding, advancing initiatives to support the delivery of essential healthcare services to vulnerable populations.

We are proud to be part of the lobbying team supporting this effort, although we are not serving as the primary lobbyist.

Firm Client Contact

Jim Norton, Superintendent

CONTINENTAL GULF COUNTY

150 Middle School Road, Port St. Joe. FL.

Jim Norton, Superintendent 150 Middle School Road, Port St. Joe, FL, 32456 (850) 229-8256

1 YEAR

Years

State Consulting Services:

STRATEGY

In the 2024 Legislative Session, Continental Strategy spearheaded efforts to secure crucial appropriations projects for the district. Additionally, our team effectively advocated for a pay raise for all district school superintendents.

We are honored to serve as the primary lobbyist for this initiative.

SCHOOLS

CONTINENTAL STRATEGY

Client

Contact

Contact

Contact

Contact

Years

David Jordan, Tax Collector
1800 David Walker Drive, Tavares, FL, 32778
(352) 343-9602

1 YEAR

State Consulting Services:

During the 2024 Legislative Session, Continental Strategy successfully lobbied to increase the base salaries for tax collectors, alongside crucial provisions aimed at enhancing the efficiency of their responsibilities.

We are honored to serve as the primary lobbyist for this initiative.

CONTINENTAL STRATEGY

Client

Contact

Contact

Years

Tom Carrino
10 N Grove St, Eustis, FL 32726
(352) 483-5435

1 YEAR

State Consulting Services:

Advocate on behalf of the city of Eustis regarding two bills in front of the legislature regarding Municipal Utilities that would have an adverse effect on the city's budget. Also, worked with the legislature to secure \$2 million in appropriations for water improvements to the city.

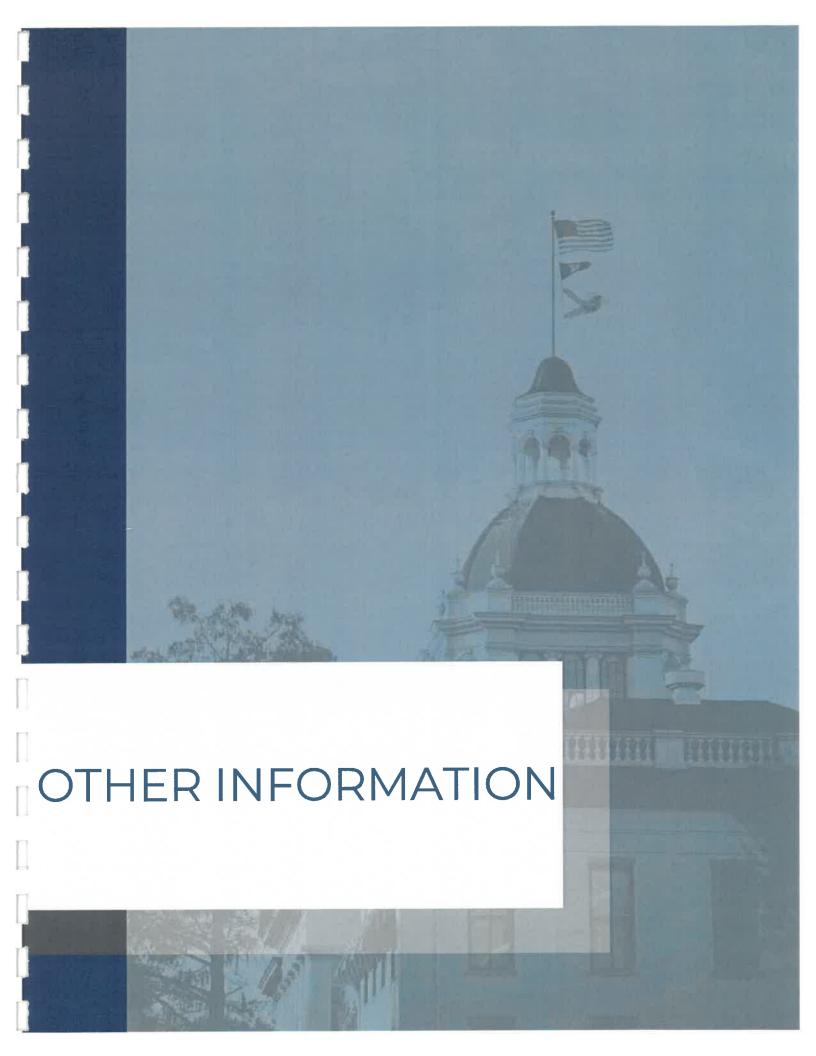
We are honored to serve as the primary lobbyist for this initiative.



# **CONTRACT TERM:**

Continental Strategy understands and agrees that the initial contract term shall be for one (1) year beginning on October 1, 2024. We acknowledge that upon mutual agreement and subject to available funding, this agreement may be extended for three (3) additional one (1) year periods, under the same terms and conditions. We are committed to providing continuous and high-quality lobbying services throughout the duration of this contract and any subsequent extensions.





CONTSTR-01

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ACORD. CERTIFICA

## **CERTIFICATE OF LIABILITY INSURANCE**

DATE (MM/DD/YYYY) 5/10/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

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					PHONE (A/C, No, Ext): (305) 393-8981 FAX (A/C, No): (845) 471-7494							
					E-MAIL ADDRESS: certificatesMIA@hgfin.net							
					INSURER(S) AFFORDING COVERAGE NAIC #							
					INSURER A: Underwriters at Lloyd's London (IL)					15792		
INSURED					INSURER B:							
Continental Strategy, LLC 255 Alhambra Circle, Suite 640 Coral Gables, FL 33134					INSURER C:							
					INSURER D:							
					INSURER E :							
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OTHER:									\$			
AUTOMOBILE LIABILITY							COMBINED SINGL (Ea accident)	E LIMIT	\$			
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(Mandatory in NH)  If yes, describe under							E.L. DISEASE - EA	EMPLOYEE	\$			
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Tallahassee Office 101 North Monroe Street, Suite 750 Tallahassee, FL 32301					SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.							
					AUTHORIZED REPRESENTATIVE							
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# State of Florida Department of State

I certify from the records of this office that CONTINENTAL STRATEGY, LLC is a limited liability company organized under the laws of the State of Florida, filed on January 6, 2021, effective January 20, 2021.

The document number of this limited liability company is L21000018508.

I further certify that said limited liability company has paid all fees due this office through December 31, 2024, that its most recent annual report was filed on February 7, 2024, and that its status is active.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this the Eighth day of May, 2024



Secretary of State

Tracking Number: 8075033078CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication

# SECTION MEMBER PROFILE

# **Carlos Trujillo**

**Member in Good Standing** 

Eligible to Practice Law in Florida

Bar Number:

42697

**Mail Address:** 

Continental, PLLC

255 Alhambra Cir Ste 640 Miami, FL 33134-7404

Office: 305-677-2707

Email:

ctrujillo@continentalstrategy.com

Personal Bar

URL:

https://www.floridabar.org/mybarprofile/42697

vCard:

County:

Miami-Dade

Circuit:

11

Admitted:

09/24/2007

None

10-Year

Discipline

History:

Law School:

Florida State University College of Law, 2007

Firm:

Continental, PLLC

Firm Size:

11-20

Firm Position:

Partner/Shareholder

Firm Website:

https://www.continentalpllc.com

The Find a Lawyer directory is provided as a public service. The Florida Bar maintains limited basic information about lawyers licensed to practice in the state (e.g., name, address, year of birth, gender, law schools attended, admission year). However, The Florida Bar allows individual attorneys the opportunity to add personal and professional information to the directory. The lawyer is solely responsible for reviewing and updating any additional information in the directory. The lawyer's added information is not reviewed by The Bar for accuracy and The Bar makes no warranty of any kind, express or implied. The Florida Bar, its Board of Governors, employees, and agents are not responsible for the accuracy of that additional information. Publication of lawyers' contact information in this listing does not mean the lawyers have agreed to receive unsolicited communications in any form. Unauthorized use of this data may result in civil or criminal penalties. The Find a Lawyer directory is not a lawyer referral service.

