



## COMMUNICATIONS & COMMUNITY ENGAGEMENT

**To:** Mayor and Town Council  
**From:** Robyn Battle, Executive Director  
**Through:** Mario Canizares, Town Manager  
**Re:** Strategic Advocacy Services Agreement

**Town Council Meeting – November 14, 2023**

**Strategic Visioning Priority: 4. Provide Excellent Municipal Services**

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**Agenda Item:**

Consider and act upon approving a Services Agreement with Strategies 360 Texas, LLC, for Strategic Advocacy Services, and authorize the Town Manager to execute the same.

**Description of Agenda Item:**

Strategies 360 has provided government relations and strategic advocacy services for the Town of Prosper since November 2022. The firm was instrumental in advocating for the Town's legislative objectives during the 88<sup>th</sup> Legislative Session and the subsequent Special Sessions, and they continue to be an important asset to the Town in accomplishing the objectives outlined in the Town's Legislative Agenda. Services provided by the firm include attending the monthly Council Legislative Subcommittee meetings, providing recommendations on key legislative issues, and assisting with the preparation of talking points and remarks for legislative testimony. The scope of services also includes assistance in the support or opposition of specific legislative measures, coordinating meetings with legislators and legislative staff, and monitoring, tracking, and reporting on relevant legislation on behalf of the Town.

While the previous agreement also included representation for the Prosper Economic Development Corporation, the proposed Services Agreement is between Strategies 360, LLC, and the Town of Prosper. The Agreement will provide for continued services from October 1, 2023, through September 30, 2024, with an option for annual renewal.

**Budget Impact:**

The cost of services is \$4,000 per month (\$48,000 annually), which will be funded equally between the Communications Professional Services account 100-5410-10-06 (\$24,000) and the Non-Departmental Professional Services account 100-5410-10-99 (\$24,000).

**Legal Obligations and Review:**

Terrence Welch of Brown & Hofmeister, L.L.P., has approved the attached Services Agreement as to form and legality.

**Attached Documents:**

1. Strategies 360 Texas, LLC Services Agreement

**Town Staff Recommendation:**

Town Staff recommends Council approve a Services Agreement with Strategies 360 Texas, LLC, for Strategic Advocacy Services, and authorize the Town Manager to execute the same.

**Proposed Motion:**

I move to approve a Services Agreement with Strategies 360 Texas, LLC, for Strategic Advocacy Services, and authorize the Town Manager to execute the same.