



Justification for Retaining The Southern Group of Florida, Inc.

It is in the best interest of the City of Edgewater to retain The Southern Group of Florida, Inc., a governmental affairs and lobbying firm, to assist the City in securing state and federal funding for critical stormwater projects. The Southern Group possesses direct familiarity with the City of Edgewater, its stormwater challenges, and its development history, and has previously worked with developers and stakeholders operating within the City. This familiarity allows the firm to immediately and effectively advocate on the City's behalf without the delays associated with onboarding a new firm unfamiliar with local conditions.

The City's stormwater infrastructure needs are urgent, and timely pursuit of state and federal funding opportunities is essential. Many grant and appropriations programs operate on compressed timelines and require established relationships, immediate engagement with legislative and agency partners, and strategic advocacy to be competitive. Any delay in these efforts could result in missed funding opportunities and further postponement of necessary stormwater improvements.

Conducting a formal Request for Proposal (RFP) process would require a minimum of 90 calendar days, exclusive of contract negotiation and execution. Given the time-sensitive nature of legislative funding cycles and grant deadlines, proceeding through the RFP process at this time would materially hinder the City's ability to pursue available funding and could delay or undo progress toward securing federal and state resources for stormwater projects.

Retaining The Southern Group of Florida will allow the City to immediately engage in legislative and agency advocacy efforts, reduce delays in accessing funding opportunities, and advance stormwater projects that are critical to public safety, infrastructure resilience, and regulatory compliance. This engagement represents the most efficient and effective means to address the City's stormwater funding needs within the current legislative and funding environment.

Joe Mahoney
City Manager