



ORLANDO OFFICE

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thesoutherngroup.com

12/18/2020

Norton Bonaparte
City Manager
City of Sanford

Dear Mr. Bonaparte:

Thank you very much for your interest in The Southern Group of Florida, Inc. (The Southern Group). We appreciate the opportunity to provide lobbying services to the City of Sanford. The Southern Group is committed to providing the highest level of service in furtherance of your goals. This agreement will describe the terms under which that representation will occur.

You have asked that we represent the City of Sanford in the following capacities: 1) Our team will monitor and provide regular reports on current legislation related to the City of Sanford and events at the local and state levels that may directly or indirectly impact the City. The firm will provide strategic counsel for resolution of issues and help identify impacts that proposed resolutions may have on the operation of the City. In addition, the firm will create and help identify funding opportunities, economic incentives, pilot projects, partnerships and educational programs for the City. In addition, as part of our scope of service, The Southern Group will provide ancillary services such as electronically forwarding to you on a daily basis relevant newspaper articles, analyses and important governmental announcements. The entire team of The Southern Group's lobbyists in Orlando will be available to advance the City of Sanford's interests. You may wish to review in detail the qualifications of the team at www.thesouthern.com. However, in order to ensure that your needs are efficiently and fully addressed, I will be the primary contact for this representation. If I should ever be unavailable, I would encourage you to contact Kelly Cohen. Our contact information is reflected on the attached sheet.

In exchange for these services, the City of Sanford has agreed to pay The Southern Group, \$2,500 per month beginning November 15, 2020. The Southern Group will send an invoice on the first of each month for the current month's services and payment is due by the end of each month. For your convenience, payment may be remitted via ACH or wire transfer. If you are interested in either of these payment options, please indicate so on the enclosed client information form and someone from our accounting team will follow up with you. Otherwise, all payments should be remitted to P.O. Box 10570, Tallahassee, FL 32302. This agreement will proceed on a month-to-month basis and may be terminated by either party upon receipt of 30 days written notice. Costs directly attributable to the performance of this work will be billed in addition to the monthly retainer, and these costs may include travel, lobbyist registration fees, and other expenses incurred on the City's behalf. No monthly costs that in the aggregate exceed \$500 will be incurred without your prior approval. Also, by signing below, you agree that you will complete any forms necessary to comply with lobbyist registration requirements under Florida law that may arise as a result of our representation of the City of Sanford during the term of this contract or after its termination should reporting periods overlap.

Please be aware that Florida has a lobbying fee disclosure law that requires quarterly disclosure of fees. Please review the attached fee disclosure form to fully understand this regulatory requirement and ensure that you agree with the information we will be submitting to comply.

It should also be noted that The Southern Group has affiliated offices in other states and within the state of Florida. The Southern Group has a policy of declining representation of clients when that representation would immediately create a direct conflict with other clients that The Southern Group currently represents. You have retained The Southern Group for representation in Florida, and we know of no conflicts with our current clients. In order to ensure the candor and trust in our relationship that forms the basis of effective representation, it is the policy of The Southern Group to keep confidential within each office all information about your business interests and strategies.

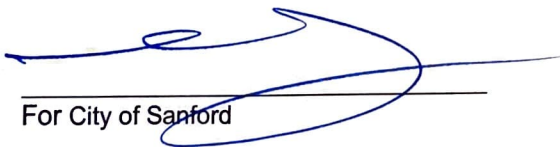
I believe the above reflects our understanding. If it does, please sign this agreement and return with the completed client information, which is enclosed. I appreciate your attention to this matter and look forward to working with you. Please never hesitate to contact me if we can assist the City of Sanford in any way.

Sincerely,



Oscar Anderson

Enclosures



For City of Sanford

1.7.2021
Date