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October 1, 2016

The Honorable Howard Wiggs  
Mayor  
City of Lakeland  
228 W. Massachusetts Avenue  
Lakeland, FL 33801

Re: Retainer Agreement with Southern Strategy Group of Tampa Bay, LLC

Dear Mayor Wiggs:

Thank you very much for your interest in Southern Strategy Group of Tampa Bay, LLC. We appreciate the opportunity to provide lobbying services to the City of Lakeland in the Tampa Bay region. Southern Strategy Group of Tampa Bay, LLC 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 Lakeland before the executive and legislative branches of Florida government. In addition, as part of our scope of service, Southern Strategy Group of Tampa Bay, LLC 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 Southern Strategy Group of Tampa Bay, LLC's lobbyists will be available to advance the City of Lakeland's interests. You may wish to review in detail the qualifications of the team at [www.sostrategy.com](http://www.sostrategy.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 Laura Boehmer. Our contact information is reflected on the attached sheet.

In exchange for these services, the City of Lakeland has agreed to pay Southern Strategy Group of Tampa Bay, LLC \$5,000 per month beginning October 1, 2016. Southern Strategy Group of Tampa Bay, LLC 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. 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 and other expenses incurred on the City of Lakeland'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 Lakeland during the term of this contract or after its termination should reporting periods overlap.

EVERY  
INDUSTRY

EVERY  
INTEREST

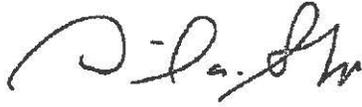
POWERFUL  
ADVOCACY  
BEGINS HERE

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

It should also be noted that Southern Strategy Group of Tampa Bay, LLC has affiliated offices in other states and within the state of Florida. Southern Strategy Group of Tampa Bay, LLC has a policy of declining representation of clients when that representation would immediately create a direct conflict with other clients that Southern Strategy Group of Tampa Bay, LLC currently represents in that region. You have retained Southern Strategy Group of Tampa Bay, LLC for representation in the Tampa Bay region, 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 Southern Strategy Group of Tampa Bay, LLC 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 form. 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 Lakeland in any way.

Sincerely,



David Shepp

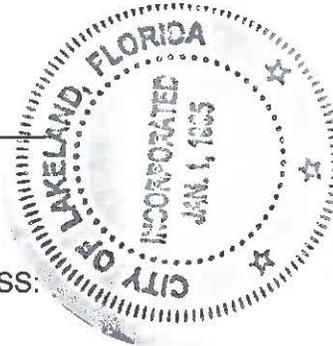
Enclosures

For City of Lakeland

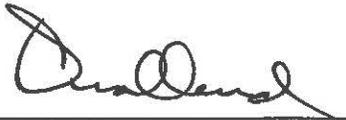
By:   
R. Howard Wiggs  
Mayor

Date 01.20.17

By:   
Kelly S. Koos, City Clerk



APPROVED TO FORM AND CORRECTNESS:



Timothy J. McCausland  
City of Attorney