



123 S. ADAMS STREET • TALLAHASSEE, FL 32301 • (P) 850.671.4401 • (F) 850.671.4402 • SOSTRATEGY.COM

July 20, 2018

Warren Eldridge
Executive Director
Early Learning Coalition of Palm Beach County
2300 High Ridge Road
Boynton Beach, FL 33426

Re: Retainer Agreement with Southern Strategy Group

Dear Mr. Eldridge:

Thank you very much for your continued interest in Southern Strategy Group. We appreciate the opportunity to provide lobbying services to Early Learning Coalition of Palm Beach County (ELCPBC) in Tallahassee. Southern Strategy 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 ELCPBC before the executive and legislative branches of Florida Government on issues related to:

1. Develop and implement of a realistic and achievable legislative/policy agenda that would increase the quality of child care in the Palm Beach community, and that would meet the unique mission and vision of ELCPBC;
2. Collaborate with statewide partners, including the Association of Early Learning Coalitions (AELC), the Florida Association for Childcare Management (FACCM), and the other Early Learning Coalitions as well as the Office of Early Learning (OEL) to offer advice and interpretations of legislation implementation as well as administrative rule development and implementation.
3. In addition, as part of our scope of service, Southern Strategy 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 Southern Strategy Group's lobbyists in Tallahassee will be available to advance the ELCPBC's interests. You may wish to review in detail the qualifications of the team at 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 Paul Mitchell. Our contact information is reflected on the attached sheet.

In exchange for these services, the ELCPBC has agreed to pay Southern Strategy Group, \$4,000 per month beginning July 1, 2018. Southern Strategy 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. All payments should be remitted to P.O. Box 10570, Tallahassee, FL 32302. This agreement will proceed until June 30, 2019 and may be

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INDUSTRY**

**EVERY
INTEREST**

**POWERFUL
ADVOCACY
BEGINS HERE**

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 ELCPBC'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 ELCPBC 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 with it.

It should also be noted that Southern Strategy Group has affiliated offices in other states and within the state of Florida. Southern Strategy Group has a policy of declining representation of clients when that representation would immediately create a direct conflict with other clients that Southern Strategy Group currently represents. You have retained Southern Strategy Group for representation in Tallahassee, 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 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 and lobbyist registration forms, which are 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 ELCPBC in any way.

Sincerely,



Allyce Heflin

Enclosures



For Early Learning Coalition of Palm Beach County

8/8/2018

Date



123 S. ADAMS STREET • TALLAHASSEE, FL 32301 • (P) 850 671 4401 • (F) 850 671 4402 • SOSTRATEGY.COM

June 19, 2017

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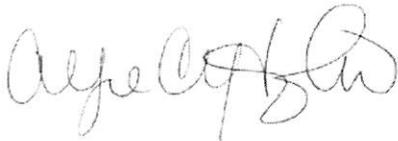
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For Early Learning Coalition of Palm Beach County



Date