



---

123 S. ADAMS STREET • TALLAHASSEE, FL 32301 • (P) 850. 671. 4401 • (F) 850. 671. 4402 • SOS TR ATE G Y. COM

---

May 23, 2018

Frank Kruppenbacher  
General Counsel  
Florida Virtual School  
2145 Metrocenter Boulevard,  
Suite 100  
Orlando, FL 32835

Re: Retainer Agreement with Southern Strategy Group  
RFP-01-188827B01-LOBYST-XXXXXX

Dear Mr. Kruppenbacher:

Thank you very much for your interest in Southern Strategy Group. We appreciate the opportunity to provide lobbying services to Florida Virtual School 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 Florida Virtual School before the executive and legislative branches of Florida government on issues related to state funding, grant applications and policy issues. 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 Florida Virtual School'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, Edgar Castro and I will be the primary contact for this representation. If I should ever be unavailable, I would encourage you to contact Jerry McDaniel in the Tallahassee Office or Kevin Cabrera in the Miami office.

In exchange for these services, Florida Virtual School has agreed to pay Southern Strategy Group, \$5,000 per month. The term of this agreement shall be from July 1, 2018 through June 30, 2021, with two optional one-year renewals. 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 on a month-to-month basis and may be terminated by either party upon receipt of 30 days written notice.

**EVERY  
INDUSTRY**

**EVERY  
INTEREST**

**POWERFUL  
ADVOCACY  
BEGINS HERE**

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 Florida Virtual School's behalf. No additional monthly costs will be incurred without your prior written approval. If prior written approval is provided for travel, FLVS will only reimburse up to what is considered acceptable based on FLVS travel policy.

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 Florida Virtual School 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.

Public Records. Florida Virtual School is a public agency subject to Chapter 119, Florida Statutes. The Contractor shall comply with Florida's Public Records Law including: (a) keeping and maintaining public records that ordinarily and necessarily would be required by the BOARD in order to perform the service; (b) providing the public with access to public records on the same terms and conditions that the BOARD would provide the records and at a cost that does not exceed the cost provided in chapter or as otherwise provided by law; (c) ensuring that public records that are exempt or that are confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law; and (d) meeting all requirements for retaining public records and transfer at no cost to the BOARD, all public records in possession of the contractor upon termination of the Agreement and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the BOARD in a format that is compatible with the information technology systems of the BOARD. The parties agree that if the contractor fails to comply with a public records request, then Florida Virtual School must enforce the contract provisions in accordance with the contract and as required by Section 119.0701, Florida Statutes.

**IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT, [CustodianofRecords@flvs.net](mailto:CustodianofRecords@flvs.net) , OR BY PHONE 407-513-3325, OR BY MAIL TO: 2145 METROCENTER BLVD., SUITE 100, ORLANDO, FL 32835.**

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.

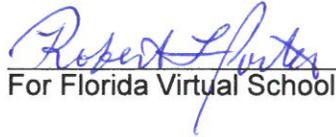
I believe the above reflects our understanding. If it does, please sign this agreement and return with the completed client information and lobbyist registration forms, which are enclosed. I appreciate your attention to this matter and look forward to working with you. Please never hesitate to contact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

Sincerely,

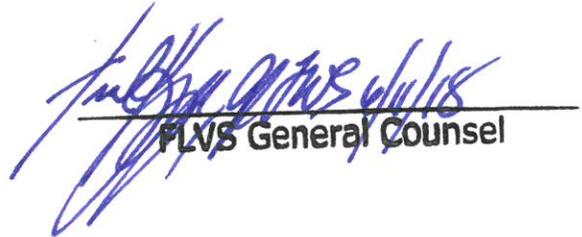


Allyce Heflin

Enclosures

  
\_\_\_\_\_  
For Florida Virtual School

6/19/2018  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
FLVS General Counsel