
September 24, 2019

Joe Couceiro
CEO
Zoo Tampa at Lowry Park
1101 W. Sligh Ave.
Tampa, FL 33604

Dear Mr. Couceiro:

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 Zoo Tampa at Lowry Park (Zoo Tampa) in Florida. 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 Zoo Tampa before executive and legislative branches of government, as well as county and city government. It is anticipated that we would take the lead on securing sponsorship and passage of related legislation. It is anticipated that we would handle all aspects of intergovernmental relations in an effort to educate stakeholders on the goals and community benefit of Zoo Tampa, and to increase its credibility as a statewide asset. In addition, SSG would advocate on your behalf for relevant funding to include city, county and state grant funding, as well as direct appropriations from the Florida Legislature. The entire team of The Southern Group's lobbyists in Tampa will be available to advance Zoo Tampa'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 Seth McKeel. Our contact information is reflected on the attached sheet.

In exchange for these services, Zoo Tampa has agreed to pay The Southern Group, \$6,500 per month beginning October 1, 2019. 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 Zoo Tampa'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 Zoo Tampa 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 Zoo Tampa in any way.

Sincerely,



Sydney Ridley



For Zoo Tampa at Lowry Park

9/26/19

Date