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# EXEMPT

## From Public Disclosure

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**C O N T R A C T**  
**B E T W E E N**  
**JACKSONVILLE AVIATION AUTHORITY**  
**AND**  
**THE SOUTHERN GROUP OF FLORIDA, INC.**

**THIS CONTRACT**, is executed this 30<sup>th</sup> day of August, 2023, by and between JACKSONVILLE AVIATION AUTHORITY, a Florida public body politic and corporate whose address is 14201 Pecan Park Road, Jacksonville, Florida 32218 (JAA or AUTHORITY), and THE SOUTHERN GROUP OF FLORIDA, INC. (HEREINAFTER CALLED THE “CONTRACTOR”), a corporation authorized to do business with the state of Florida, with its principal office located at 123 S. Adams Street, Tallahassee, Florida 32301.

**WITNESSETH**

That for the mutual promises and covenants herein contained, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. JAA issued a Request for Proposal (RFP) No. 23-20-25001 in order to procure a firm licensed, qualified and interested in providing Strategic Planning Consultant Services.
2. Contractor submitted its bid to JAA representing that it is capable of providing the necessary services as required by the RFP.
3. In reliance upon Contractor’s representations, JAA selected Contractor as the most qualified to provide the requested service.
4. JAA hereby engages Contractor to perform the services as set forth in the Scope of Services. The services shall be done strictly in accordance with this Contract, the RFP, and all addendums to the RFP (incorporated by reference) and Company’s proposal (incorporated by reference), (collectively, the “Contract Documents”), and, with respect to non-discriminatory laws, statutes and authorities, the Parties incorporate the attached **Appendix “A.”** All of the documents referenced herein are hereby specifically made a part hereof to the same extent as

IN WITNESS WHEREOF, the parties hereto have duly executed this Contract, in duplicate, the day and year first above written.

Attest:

Signed by: Marilyn V. Fryar  
Signed at: 2023-09-06 11:28:18 +00:00  
Reason: Witnessing Marilyn V. Fryar

*Marilyn V. Fryar* 

Marilyn V. Fryar  
Contract Administrator

JACKSONVILLE AVIATION AUTHORITY

Signed by: Mark VanLoh  
Signed at: 2023-09-05 16:21:37 +00:00  
Reason: Witnessing Mark VanLoh

*Mark VanLoh* 

Mark VanLoh, CEO, or  
His Designee

(Designee's Name and Title, if applicable)

Attest:

THE SOUTHERN GROUP OF FLORIDA, INC.

*Rebecca Murphy*  
Signature

*James Gilmore*  
Signature

*Rebecca Murphy*  
Print Name

*James Gilmore*  
Print Name

*Office manager*  
Title

*Partner*  
Title

Approved as to form for the  
Use of the Jacksonville Aviation Authority.

Signed by: Devin Reed  
Signed at: 2023-09-05 16:20:18 +00:00  
Reason: Witnessing Devin Reed

*Devin Reed* 

Devin Reed, Chief Compliance Officer