



The Southern Group
201 E. Kennedy Blvd.
Suite 1950
Tampa, FL 33602

April 7, 2026

Dear Sydney,

We appreciate the services provided to the Town by The Southern Group. Therefore, pursuant to the terms of the contract, the Town of Belleair is exercising its right to renew for the next year. Because our contract with the Southern Group is a piggyback based upon the DeSoto contract, substantive modifications are not permitted.

While I have the authority to renew this agreement, I will take this action to the Town Commission for ratification on April 21, 2026.

Sincerely,

Gay Lancaster
Town Manager

cc: Ashley Bernal