

EXHIBIT "C"

SCOPE OF SERVICES

1. Development of Strategic Retail Recruitment Plan:

a. Develop Marketing Materials

Timeline: On or before Day 75 of our partnership Retail Strategies will develop marketing materials on the client's behalf. The materials are created to market the community to retailers, developers, etc. These marketing materials become one of the "tools" used to position Lake Worth, FL as destination for new retail development.

b. Provide Identification and Recommendation of Retail Prospects

Timeline: On or before Day 75 Retail Strategies will develop a Retail Prospect List which will include retail prospects targeted for recruitment to Lake Worth, FL. This list of retailers is based on the initial research and analysis – both quantitative and in-market - done on behalf of Lake Worth, FL. The Retail Prospect List is a dynamic document which is continuously updated based on real time conversations with both retailers and developers. As we represent Lake Worth, FL nationally, present opportunities in Lake Worth, FL to retailers and developers, and learn of newly announced retail expansion plans and concepts, the prospect list will be updated accordingly.

c. Recommendations for Site Locations for Retail/Restaurant Companies

Timeline: On or before day 80 of our partnership Retail Strategies, LLC will identify and prioritize commercial properties that may be suitable sites to present to prospective new retailers. This process will include maps, marked aerals, and all pertinent contact and site specific Information relative to each site.

d. Provide a Recruitment Strategy for New Retail and Restaurant Companies

Timeline: On or before day 80 of our partnership, Retail Strategies will develop a Strategic Retail Recruitment Plan. The Strategic Retail Recruitment Plan which will be a summary of the primary retail gaps inclusive of the key retail and restaurant concepts to be pursued with an overview of each retailer relative to size, economics, etc. The Strategic Plan will identify both short term and long-term recruitment objectives and goals.

2. Delivery of Strategic Retail Recruitment Plan

Timeline: By Day 90 of our Partnership the Client Manager for the partnership will schedule a convenient time to present the Strategic Retail Recruitment Plan to the client. The Retail Recruitment Strategic Plan will be presented to the Stakeholders and Primary Contact(s) within Lake Worth, FL. Once the Retail Recruitment Strategic Plan has been presented and approved by the Lake Worth CRA it will be uploaded to client's BaseCamp account.