



SENIOR EXECUTIVE BIO

Matthew Lawrence

President and Chief Executive Officer

Mr. Lawrence is a business leader with several Software and Real Estate Development companies. He is responsible for developing, leading and overseeing their business operations and strategic vision. He is the owner of Lawrence Development Group and Co-Owner of BelleIT, Inc. Their mission is the designing and implementation of state-of-the-art technologies and processes within communities to improve lives.

Mr. Lawrence is Co-owner of Miami Waymark Development with Jim Lentz, who built Florida's largest award winning, Green, Energy Renewable and Sustainable Town in the country. Lawrence Development Group (LDG), is one of three, [**Florida Solar Energy Center**](#) Building America Partnership for Improved Residential Construction (BAIHP) program development partners. LDG is also recognized as a State and Local Affordable and Public Housing Developer in Florida ([**Florida Housing Finance Corporation**](#)).

Waymark Development, was one of three finalists for the \$350 million-dollar redevelopment project of Liberty Square, a 753-unit Miami-Dade public housing apartment complex in the Liberty City neighborhood of Miami, Florida. Subsequently, his strategic proposal to redevelop the area is now being used as the project's final and current redevelopment plan. He and his work are being broadcast in a historical documentary film, "[**Razing Liberty Square**](#)", by the award-winning New York journalist and movie film maker, Katja Esson.

His Manufacturing and Technology background began at Honeywell and Motorola Inc. Among his significant previous positions, Mr. Lawrence was former CFO/Controller of the Worldwide Motorola Technology Centers (1988 – 2002) responsible for areas of Advanced Manufacturing Technology, IC Technology, Rapid Prototyping, Software Engineering and Design, Applied Research, Engineering Computing and Intellectual Property. Early in his career he was internationally awarded for the successful negotiations and implementation of the 1st Paging Infrastructure System in Taiwan. During the Obama Administration, through the Department of Commerce, Mr. Lawrence was solicited for consultation in the areas of Manufacturing and Technology.

Mr. Lawrence's technology savvy has provided development of financial databases throughout the world for Motorola, and for other companies such as University of Miami and National Deli. BelleIT Inc, is an award-winning co-owned company of proprietary software used in various fields. [**SmartViewMD®**](#), is the latest software developed for use in the medical field and BelleIT is one of only 4 software integration companies for [**Welch Allyn**](#). Mr. Lawrence holds a BS in Finance from the University of Florida with a computer science minor, and is a certified Government Auditor through the Defense Management School, Fort Belvoir, Va.

Lawrence Development Group, LDG

A Real Estate Development Company that has a cadre of specialists in the areas of Real Estate Development and Construction LDG associated companies are comprised of:

- **Lawrence Homes, Inc.** – A Real Estate Development Company whose primary focus is land development and residential construction
- **RJS Construction, Inc.** (and formerly Herrington Bradley Construction) – Construction Company licensed in General Construction.
- **Waymark Development** - A Real Estate Development Company whose primary focus is on Commercial and Land Development, especially in the areas of Affordable and Public Housing. Waymark Development is a Miami Dade qualified Affordable Public Housing Developer.

Past Projects

LDG, its staff and affiliate companies have either performed construction, installation of production line assembly, or Design/Engineering services for the following projects either fully, through partnership or under company employee:

Manufacturing

- Motorola Factories
 - Government negotiations of land location, lease terms and tax rates
 - Construction Financial / Facility Management responsibility
 - ❖ Singapore (Ang Mo Kio) – Microelectronics, Paging and Cellular
 - ❖ Tianjin City, China – Paging Products
 - ❖ Beijing, China – Land Mobile and Cellular Products
 - ❖ Plantation Florida – Paging and Cellular Products
 - ❖ Mt. Pleasant, IOWA – Land Mobile Products
 - ❖ Dublin, Ireland – Paging Products
 - ❖ Taiwan (HQ – Taipei) – Paging Infrastructure – Awarded
 - ❖ Italy (HQ – Milan) – Paging Infrastructure
- Motorola Technology Centers
 - ❖ Singapore (Ang Mo Kio) – Microelectronics, Paging and Cellular
 - ❖ Beijing, China – Land Mobile and Cellular Products
 - ❖ Boynton Beach – Paging and Cellular Products
 - ❖ Plantation Florida – Paging and Cellular Products
 - ❖ Dublin, Ireland – Paging Products
 - ❖ Toulouse, France – IC Technology
 - ❖ Bothel, Washington – SW Development
 - ❖ Italy (HQ – Milan) – Paging Infrastructure
 - ❖ Schaumburg Land Mobile
 - ❖ Libertyville Cellular
- Honeywell Avionics
 - Production Control – Assembly line Space Shuttle Main Controller
 - Production Project Planning
 - Government Auditing (Certified in Government Auditing)

○ White House Business Council Briefings

US Department of Energy

- Participant in "Clean Energy Technology" Forum, Dr. John P. Holdren, Director of the White House Office of Science and Technology Policy, White House Business Council – Teleconference, February 19, 2016.

U.S. Securities and Exchanges Commission

- Participant in "Crowdfunding – SEC new rules and guidelines" Forum, Sebastian Gomez Abero, Chief Office of Small Business Policy, Jan. 26, 2016

US Department of Commerce

- Panel Participant - "**Construction and Infrastructure Investment**" Forum, White House Business Council – Washington, DC, March 13, 2015
- Panel Participant - **Advocating on Behalf of America**: "Enhancing U.S. Businesses Competitiveness in the Global Economy", April 12, 2013, Business leader's roundtable with Bryan Erwin, Director of the Advocacy Center, Int'l Trade
- "**Bringing Manufacturing back to the USA**", SelectUSA and Advisory Committee, Department of Commerce. Lizabeth Emanuel, Deputy Director, Office of Advisory Committees. November 29, 2012.

Construction

- Various Projects, Motorola Plantation, Florida
 - 100,000 square foot Addition Building
 - New Cafeteria
 - New Day Care Facility
- Jamba Juice at Boca Village, Boca Raton Florida
- Jamba Juice at City Place, West Palm Beach, Florida
- Acadian Crossing, Residential Subdivision – 37 Homes, Addis, Louisiana, Developer – Matthew Lawrence/Peter Marshall
- Over 50 Residential Homes in Miami Dade County
- 2 Residential Subdivisions, Brownsville and Arcola Lake, Miami, Florida, Developer – Lawrence Development Group
- Horizon Apartments, Tamarac, Florida, Developer – Leadership Housing Development
- Office Building, The Promenade, Miami Lakes, Florida, Developer – Sengra Corp.
- Oceania Condominiums Towers, Miami Beach, Florida, Developer Consultatio
- University of Miami, Life Science Building, Miami, Florida
- Various Projects, Florida Memorial College, Miami Florida
 - New Cafeteria
 - New Bathrooms
 - Dormitory Renovations

Proprietary Software Development

- **Motorola Information Data System (MIDS)**, Developed in SAS, Strategic Data Reporting System for Mid and Upper-level Managers, 1992
- **Grant Reporting Tool**, University of Miami, developed in Excel VBA, Reporting Tool to collect, consolidate and summary data from 11 schools. 2004
- **Data Collection and Reporting Tool**, National Deli, developed in Excel VBA, Reporting Tool to collect, consolidate and summary data for hundreds of vendors. 2006
- **University of Miami web-based texting system (UMet)**, Web-based texting system for the UM Department of Medicine to send message and important information to their patients. Completed in 2014, in collaboration with Belle IT.
- **SmartViewMD**, SmartView MD is a Remote Monitoring Software for medical devices. It is a consolidated web-based portal for medical providers to review (monitor and receive automated alerts) patient vitals shared (via patient smartphones) from disparate selected 3rd party medical devices (e.g., blood pressure monitor, glucose monitoring, fingertip pulse oximeter, self-monitoring blood glucose meter, and peak flow meter to monitor respiratory conditions such as asthma.)
- **SharpRPM**, SharpRPM is an advanced AI Remote Monitoring Software for patient health monitoring. It is a camera enabled platform that captures digital and analog readings from medical devices. This 3 step revolutionary platform can be used on any medical device and for any health parameter(e.g., blood pressure monitor, glucose monitoring, fingertip pulse oximeter, self-monitoring blood glucose, peak flow meter, etc.). It provides a consolidated web-based portal for patients and medical providers to monitor and receive automated patient vitals and health alerts.



MATTHEW LAWRENCE
President

PH. (786) 859-3n2

12160 NW 28TH Ct
Plantation, FL 33323

1/13/2026

Town of Eatonville and
Eatonville CRA
307 E. Kennedy Boulevard
Eatonville, FL 32751

Dear Town of Eatonville and Eatonville
CRA:

This is a consulting agreement between Lawrence Homes Inc., dba Lawrence Development Group (**LDG**), at 12160 NW 28TH Court, Plantation, FL 33323, will hereafter be referred to as "**Special Advisor**", AND Town of Eatonville and the Eatonville CRA, at 307 E. Kennedy Boulevard, Eatonville, FL 32751, will hereafter be referred to as "**Town of Eatonville**" and "**Eatonville CRA**".

The Special Advisor will serve in an advisory role to the Town of Eatonville and Eatonville CRA in the Pre- Planning Phase of the development of the Hungerford 117 Acre property owned and to be developed by Dr. Phillips, Inc., and Dr. Phillips Foundation. The Special Advisor will provide Real Estate development and financial advisement to the Town of Eatonville and Eatonville CRA from the execution of this consulting agreement thru the development negotiations period between Dr. Phillips and Town of Eatonville and Eatonville CRA. The development negotiations are defined when Dr. Phillips and the Town of Eatonville consummate an oral or written agreement of understanding in regard to the development planning or execution of the Hungerford 117 Acre Property. The development negotiations are delineated in the milestone, Schedule A, below.

TERMS OF AGREEMENT

The Terms of Agreement shall be the period on the effective date of this agreement ending upon delivery of the final milestone in Schedule A, or upon contract termination whichever comes first.

Notwithstanding the provisions of this Agreement, the Special Advisor may be terminated by the Eatonville CRA at any time without cause.

SCOPE OF WORK AND SPECIAL ADVISOR'S RESPONSIBILITIES

The Special Advisor shall provide consulting services in accordance with the Scope of Work described below, and render full and prompt cooperation with the Town of Eatonville and Eatonville CRA in all aspects of The Special Advisor's performance of said duties in the areas such as:

1. Real Estate Development
2. Development and Financial plan consultation and review
3. Advisory support to Technical and Commercial Support Services
4. Financial Consultation and Recommendations of all Housing Development activities
5. Review and Advisory role of Housing Strategic Planning to Hungerford Land Development activities
6. Administrative support to all Community and Municipal Development meetings and activities

The Special Advisor hereby agrees that it will exert every reasonable and diligent effort to ensure that all labor and services employed by the Special Advisor, including that of its subcontractors (if any) for the defined scope, shall be in accordance with the above Scope of Work and shall incorporate the requirements set forth by applicable rules, regulations, codes and statutes of federal, state and local government jurisdictions.

The Special Advisor acknowledges that this Agreement requires the performance of all things necessary for or incidental to the effective and complete performance of the defined scope under this Agreement. All things not expressly mentioned in this Agreement but necessary in carrying out its intent are required by this Agreement, and the Special Advisor shall perform the same as though they were specifically mentioned, described and delineated herein.

Town of Eatonville and Eatonville CRA shall furnish and pay for all labor, materials, tools, supplies, and other items required to perform the defined scope necessary for the proper execution and completion of the defined scope. the defined scope shall be accomplished to the satisfaction of the Eatonville CRA.

The Special Advisor will make every attempt to ensure the accuracy and reliability of the information provided to Town of Eatonville and Eatonville CRA. However, the information is provided "as is" without warranty of any kind. The Special Advisor does not accept any responsibility or liability for the accuracy, content, completeness, legality, or reliability of the information contained in any reports, literature, documentation or oral representation(s).

No warranties, promises and/or representations of any kind, expressed or implied, are given as to the nature, standard, accuracy or otherwise of the information provided to you nor to the suitability or otherwise of the information to your particular circumstances.

We shall not be liable for any loss or damage of whatever nature (direct, indirect, consequential, or other) whether arising in contract, tort or otherwise, which may arise as a result of your use of (or inability to use) or (failure to use) the information provided to you by the Special Advisor. Much of the information provided will be by third parties. The content of such third-party information is not within our control, and we cannot and will not take responsibility for the information or content thereon. Information from such third parties is not to be taken as an endorsement by the Special Advisor of the third party, or any products promoted, offered, or sold by the third party to you. We cannot and do not take responsibility for the collection or use of information from any third party. In addition, we will not accept responsibility for the accuracy of third-party information.

MODIFICATION OF DEFINED SCOPE

Neither Town of Eatonville and Eatonville CRA nor the Special Advisor can make changes to the Scope of Work, including alterations, reductions, or additions thereto. If the Town of Eatonville and Eatonville CRA chooses to terminate the Scope of work early, it will be obligated to pay for the full Scope of Service milestone within the period of termination. As an example, if termination is executed by Eatonville CRA within the last milestone, The Special Advisor will be due for the full value of that final milestone payment. Upon receipt by the Special Advisor of Town of Eatonville and Eatonville CRA's notification of a contemplated termination, Town of Eatonville and Eatonville CRA shall, in writing, provide a 10-day notice to terminate services and the effective date of the termination. Termination effective dates cannot occur prior to the last payment milestone date.

Once Town of Eatonville and Eatonville CRA so instructs termination in writing, the Special Advisor shall suspend all work on that date and provide the final payment invoice. The final invoice will be due net 15 days of the final termination effective date.

COMPENSATION

The Special Advisor shall be paid an amount not to exceed Twenty-Five Thousand Dollars (\$25,000.00) as full compensation for the defined scope rendered in accordance with the Scope of Work and Milestone Payment Schedule (*Schedule A attached*). The Town of Eatonville and Eatonville CRA shall pay the Special Advisor within fifteen (15) days of receipt of invoice the total shown to be due on such invoice, provided that the Eatonville CRA has approved the defined scope milestone identified by the Special Advisor.

If not pre-paid by the Town of Eatonville and Eatonville CRA, the Special Advisor shall be entitled to the reimbursement of other reasonable project costs and expenses related to the provision of the defined scope, such as but not limited to the production of special graphics, courier costs, advertising, local hotel, out of town travel costs and costs associated with public meetings.

The Special Advisor shall bill the Eatonville CRA at cost and obtain prior Eatonville CRA approval, in order to be reimbursed for such costs.

TERMINATION RIGHTS

The Town of Eatonville and Eatonville CRA shall have the right to terminate this Agreement, in his sole discretion at any time, with or without cause, upon ten (10) days written notice to the Special Advisor. In such event, the Town of Eatonville and Eatonville CRA shall pay the Special Advisor compensation for the defined scope rendered pursuant to the terms in the COMPENSATION section of the document. The Town of Eatonville and Eatonville CRA shall not be liable to the Special Advisor for any consequential or incidental damages.

INDEPENDENT CONTRACTOR

The Special Advisor, its employees and agents shall be deemed to be independent contractors and not agents or employees of the Eatonville CRA and shall not attain any rights or benefits under the civil service or pension ordinances of the Eatonville CRA, or any rights generally afforded to classified or unclassified employees. The Special Advisor shall not be deemed entitled to the Florida Workers' Compensation benefits as an employee of the Eatonville CRA.

ERROS AND OMISSIONS

The Special Advisor, under this contract, serves in an advisory capacity to the Town. The Special Advisor shall not be responsible for contractual or technically deficient work product including draft concepts or developmental plans, designs, prints, copies, spelling or grammar due to errors and omissions, and shall promptly correct or replace all such deficient work at the cost to Town of Eatonville and Eatonville CRA. Payment in full by the Town of Eatonville and Eatonville CRA for the defined scope performed does not constitute a waiver of this representation.

INDEMNIFICATION

Town of Eatonville and Eatonville CRA agrees to indemnify, defend, save and hold harmless the Special Advisor its officers, agents and employees, from and against any and all claims, liabilities, suits, losses, claims, fines, and/or causes of action that may be brought against the Town of Eatonville and Eatonville CRA, its officers, agents and employees, on account of any negligent act or omission of Special Advisor, its agents, servants, or employees in the performance of the defined scope under this Agreement and resulting in personal injury, loss of life or damage to property sustained by any person or entity, caused by or arising out of the Special Advisor's negligence within the scope of this Agreement, including all costs, reasonable attorney fees, expenses, including any appeal, and including the investigations and defense of any action or proceeding and any order, judgment, or decree which

may be entered in any such action or proceeding, except for damages specifically caused by or arising out of the negligence, strict liability, intentional torts or criminal acts of the Special Advisor, its officer, agents, employees or contractors, which claims are lodged by any person, firm, or corporation.

Nothing contained in this Agreement is any way intended to be a waiver of the limitation placed upon the Special Advisor liability as set forth in Chapter 768, Florida Statutes. Additionally, the Eatonville CRA does not waive sovereign immunity, and no claim or award against the Special Advisor shall include attorney's fees, investigative costs or pre-judgment interest.

OWNERSHIP OF DOCUMENTS

All documents developed by the Special Advisor under this Agreement shall be delivered to the Town of Eatonville and Eatonville CRA by the Special Advisor upon completion of the defined scope and shall become shared property between the Special Advisor and Town of Eatonville and Eatonville CRA, without restriction or limitation of its use. The Special Advisor agrees that all documents generated hereto shall be subject to the applicable provisions of the Public Records Law under Chapter 119, Florida Statutes.

It is further understood by and between the Parties that any information, writings, tapes, Development Plans (draft or final) in the Pre - Planning and Planning Phase, other documents, reports or any other matter whatsoever which is given by the Special Advisor to Town of Eatonville and Eatonville CRA pursuant to this Agreement shall at all times remain the property of the Town of Eatonville and Eatonville CRA and the Special Advisor and can be used by the either party for any purpose without restriction or limitation of its use.

In the event the Agreement is terminated, the Special Advisor agrees to provide all Town of Eatonville and Eatonville CRA's proprietary documents within ten (10) days from the date the Agreement is terminated.

NOTICES

All notices, demands, correspondence and other communications between the Parties shall be deemed sufficiently given under the terms of this Agreement when dispatched by registered or certified mail, postage prepaid, return receipt requested, addressed as follows or as the same may be changed from time to time:

For Special Advisor: Lawrence Homes, Inc
Matthew Lawrence,
President/CEO 12160 NW 28 Ct
Plantation, FL 33323
Phone: (786)8593772
Email: mattlawr@bellsouth.net

For the Eatonville CRA:

Town of Eatonville
Michael Johnson,
Executive Director
307 E. Kennedy Boulevard
Eatonville, FL 32751
Email:mjohnson@townofeatonville.org

Either Party may at any time designate a different address and/or contact person by giving notice as provided above to the other Party. Such notices shall be deemed given upon receipt by the addressee. In the event there is a change of address, and the moving Party fails to provide notice to the other Party, then notice sent as provided in this Article shall constitute adequate notice

CONFLICT OF INTEREST

The Special Advisor represents and warrants to the Town of Eatonville and Eatonville CRA that it has not employed or retained any person or company employed by the Town of Eatonville and Eatonville CRA to solicit or secure this Agreement and that it has not offered to pay, paid, or agreed to pay any person any fee, commission, percentage, brokerage fee, or gift of any kind contingent upon or in connection with, the award of this Agreement.

The Special Advisor covenants that no person under its employ who presently exercises any functions or responsibilities on behalf of the Town of Eatonville and Eatonville CRA in connection with this Agreement has any personal financial interest, directly or indirectly, with contractors or vendors providing professional services on projects assigned to the Special Advisor, except as fully disclosed and approved by the Town of Eatonville and Eatonville CRA. The Special Advisor further covenants that, in the performance of this Agreement, no person having such conflicting interest shall be employed.

MISCELLANEOUS

No waiver or breach of any provision of this Agreement shall constitute a waiver of any subsequent breach of the same or any other provision hereof, and no waiver shall be effective unless made in writing.

All representations, indemnifications, warranties and guarantees made in, required by, or given in accordance with this Agreement, as well as all continuing obligations indicated in other Contract Documents, shall survive final payment, completion and acceptance of the defined scope and termination or completion of the Agreement. Should any provision, paragraph, sentence, word or phrase contained in this Agreement be determined by a court of competent jurisdiction to be invalid, illegal or otherwise unenforceable under the laws of the State of Florida, such provision, paragraph, sentence, word or phrase shall be deemed modified to the extent necessary in order to conform with such laws, or if not modifiable, then same shall be deemed severable, and in either event, the remaining terms and provisions of this Agreement shall remain unmodified and in full force and effect or limitation of its use.

This Agreement constitutes the sole and entire agreement between the Parties. No modification or amendments to this Agreement shall be binding on either Party.

This Agreement shall be construed and enforced according to the laws of the State of Florida. Venue in any proceedings between the Parties shall be in Orange County, Florida.

The Special Advisor agrees to comply with and observe all applicable federal, state, and local laws, rules, regulations, codes and ordinances, as they may be amended from time to time.

The defined scope shall not be subcontracted, transferred, conveyed, or assigned under this Agreement in whole or in part to any other person, firm or corporation without the prior written consent of the Town of Eatonville and Eatonville CRA.

The professional and defined scope to be provided by the Special Advisor pursuant to this Agreement shall be non-exclusive, and nothing herein shall preclude the Town of Eatonville and Eatonville CRA from engaging other firms to perform the defined scope. However, the Special Advisor will still maintain ownership of all intellectual property, rights, documents, etc., that were generated pursuant to the Ownership clause of this agreement.

This Agreement shall be binding upon the Parties herein, their heirs, executors, legal representatives, successors and assigns.

The Special Advisor agrees that it shall not discriminate as to race, sex, color, creed, national origin, or disability, in connection with its performance under this Agreement.

In the event of any dispute arising under or related to this Agreement, the prevailing Party shall be entitled to recover all actual attorney fees, costs and expenses incurred by it in connection with that dispute and/or the enforcement of this Agreement, including all such actual attorney fees, costs and expenses at all judicial levels, including appeal, until such dispute is resolved with finality.

This Agreement may be executed in two or more counterparts, each of which shall constitute an original but all of which, when taken together, shall constitute one and the same Agreement.

Sincerely and all terms duly accepted by,

Angie Gardner, Mayor

Date: _____

Matthew Lawrence
President, Lawrence Development Group

Michael Johnson
Executive Director, Eatonville CRA

Date:

Date: _____

MILESTONE PAYMENT SCHEDULE

Schedule A

MS	Scope of Work Milestone Payment Schedule	Payment Amount
#		
1	Initial Town of Eatonville and Eatonville CRA and staff meeting and review	\$2,500
2	Initial Meeting with Dr. Phillips	\$5,000
3	Follow - up Meeting with Town of Eatonville and Eatonville CRA and Staff	\$5,000
4	Review and Approval of Development Proposal to Town of Eatonville and Eatonville CRA	\$5,000
5	Proposal Offering and Follow-Up to Dr. Phillips	\$5,000
6	Final Agreement (Impasse) resulting in MOU or Final Report to Town of Eatonville and Eatonville CRA	\$2,500