

W & W EQUESTRIAN CLUB, LLC
12180 South Shore Blvd. Suite 104
Wellington, FL 33414-6279

December 28, 2017

Re: The Merchant Strategy, Inc.

To Whom It May Concern:

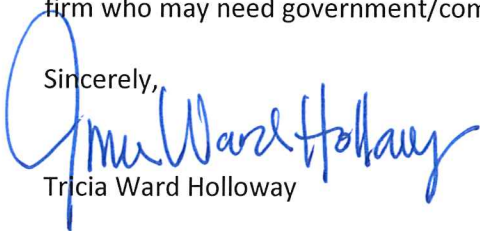
I retained The Merchant Strategy, Inc. (TMS) to help us more effectively communicate with the Village of Wellington's key staff and elected officials and existing neighbors within the community we redeveloped. The project was a transformation of a former 9-hole golf course into upscale horse barns with living quarters.

Neighbors had many questions about how this project might impact their property values, security, alligators, and how horses might impact their lives, including flies, smells and new riding paths. TMS set up meetings with residents, got information directly from experts, such as the County Extension Agent, Florida Fish and Wildlife Conservation Commission, Village staff and others as needed.

TMS created a project website and loaded all the project information including questions and answers to ensure that pictures and all current project information was readily available. They worked hard to ensure that advocates attended all the critical meetings to demonstrate community support.

Our project was passed unanimously by the Village Council. It is my pleasure to recommend TMS to any firm who may need government/community relations services.

Sincerely,



Tricia Ward Holloway