

MEMORANDUM

TO: Felicia Holmes, Procurement Manager

THROUGH: Valerie Pianto, Economic Development Director

FROM: Tammy Heon, Manager, Tourism Development

DATE: October 29, 2025

SUBJECT: RFP 25-00983/CT, Marketing and Advertising Services for Florida's Adventure Coast Visitors' Bureau

The Procurement Review Selection Committee (PRSC) met on September 16, 2025, to evaluate proposals from 20 firms who responded to RFP 25-00983/CT. At that time, the PRSC scored each proposal and elected to short-list the top four ranked firms.

Rank	Proposer	Score (max points)
1	Miles Partnership, LLLP	80.3
2	Madden Preprint Media, LLC	77.68
3	Evok Advertising	75.99
4	Aqua Marketing & Communication	74.66
5	Advance Magazine Publishers, Inc.	67.85
6	9 th Wonder Global	66.06
7	Stripe Services, LLC	63.98
8	SpotOn Digital Media	59.85
9	Green Lite Advertising Agency	58.16
10	Compass Media LLC	55.61
11	Erich Scott Group, Inc.	55.4
12	The SOS Team	55
13	Hutch Brands, LLC	53.8
14	Mass Inbound, LLC	53.44
15	The Black Dog Group/Black Dog Marcom	51.84
16	The Digital Foundry	51.26
17	The Zimmerman Agency	48.09
18	TKT & Associates	43.84

Rank	Proposer	Score (max points)
19	Bright Rain Collaborative	41.82
20	JVC Media LLC	36.87

On October 22, 2025, the PRSC convened to evaluate presentations from the four (4) shortlisted firms. The PRSC scored the in-person oral presentations, and unanimously voted Miles Partnership, LLLP as the highest ranked firm.

Rank	Proposer	Score (max points)
1	Miles Partnership, LLLP	100.1
2	Madden Preprint Media, LLC	94.4
3	Evok Advertising	90.7
4	Aqua Marketing & Communication	88.7

The Committee consisted of:

- Amy Baldwin, Community Engagement Manager
- Tammy Heon, Manager, Tourism Development
- Cynthia Loftis-Culp, Library Manager
- Kimberly Popke, Marketing Coordinator

Staff requests the Procurement Department move forward with the PRSC's recommendation to award RFP 25-00893/CT, Marketing and Advertising Services for Florida's Adventure Coast Visitors Bureau to Miles Partnership, LLLP.

REFERENCE

Reference For (Firm/Company): Hernando County BoCC

Company & Person Completing Reference: (Company & First and Last Name of Person Completing this Form):

Company Name: Miles Partnership, LLLP

First Name, Last Name: Lynn Bruni-Perkins

PHONE #: 415-227-2637 Email: lbruni@sftravel.com

1. Describe the work contracted to firm/company.

We have worked with Miles Partnership on various programs. Three of the largest projects were our Brand Refresh in 2019, a website redesign in 2021-22, and multi-million dollar brand campaign in 2023. They are our ongoing agency for our publications content and sales, and oversee management of our website hosting and development.

2. Was the work completed on time?

yes

3. Were you satisfied with the final results?

yes

4. Did you implement their recommendations?

yes

5. Did you encounter any problems?

no

6. How would you rate the company on a scale of 1 to 5 (low to high) on the following:

Professionalism	<u>5</u>
Qualifications	<u>5</u>
Final Product	<u>5</u>
Cooperation	<u>5</u>
Reliability	<u>5</u>

7. Would you contract with this company again?

Yes X No Maybe

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Reference checked by: Felicia Holmes

Date: 10/29/2025

REFERENCE

Reference For (Firm/Company): Hernando County BoCC

Company & Person Completing Reference: (Company & First and Last Name of Person Completing this Form):

Company Name: Miles Partnership, LLLP

First Name, Last Name: Brett Laiken

PHONE #: 404.290.0055 Email: blaiken@visitflorida.org

1. Describe the work contracted to firm/company.

They are our Media Agency of Record and handle all of our cooperative advertising

2. Was the work completed on time?

Yes

3. Were you satisfied with the final results?

Yes

4. Did you implement their recommendations?

Yes

5. Did you encounter any problems?

No

6. How would you rate the company on a scale of 1 to 5 (low to high) on the following:

Professionalism	<u>5</u>
Qualifications	<u>5</u>
Final Product	<u>5</u>
Cooperation	<u>5</u>
Reliability	<u>5</u>

7. Would you contract with this company again?

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