



**CHARLOTTE COUNTY BOARD OF COMMISSIONERS**  
**RFP #20260405**  
**UNITED KINGDOM MARKET INTERNATIONAL REPRESENTATION - ANNUAL CONTRACT**  
**TABULATION SHEET**

|                                      | A     | B     | C     | D     | E     | TOTAL |
|--------------------------------------|-------|-------|-------|-------|-------|-------|
|                                      | 20    | 30    | 15    | 20    | 15    | 100   |
|                                      | Total | Total | Total | Total | Total |       |
| AVIA REPS UK Ltd                     | 16.3  | 23    | 11.3  | 17.3  | 11.3  | 79.20 |
| Cellnet Marketing & Public Relations | 17    | 25    | 11.3  | 17.7  | 14    | 85.00 |
| KBC PR & Marketing                   | 16.3  | 20    | 12.7  | 15.7  | 13    | 77.70 |
| MDSG Ltd                             | 15.3  | 23.0  | 12.7  | 15.7  | 11.7  | 78.40 |
| MMGY Global Ltd                      | 16.0  | 21.3  | 12.0  | 15.0  | 11.3  | 75.60 |

Categories:

- A. Corporate Background/Professional Staff
- B. Experience/Creative Thinking
- C. Pricing in U.S. Dollars
- D. Project/Account Management/Reporting Process
- E. References

Sean Doherty, Tourism Director, Tourism Development

Kay Tracy, Economic Development Director, Economic Development

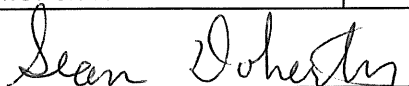
Maureen Broderick, Recreation Manager, Community Services

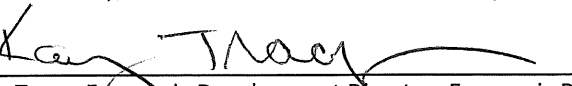
**Dated: 06/17/26**



**CHARLOTTE COUNTY BOARD OF COMMISSIONERS**  
**RFP 20260405**  
**UK MARKET INTERNATIONAL REPRESENTATION - ANNUAL CONTRACT**  
**SHORTLISTING**

|                            | Sean Doherty | Kay Tracy | Maureen Broderick | Committee Average |
|----------------------------|--------------|-----------|-------------------|-------------------|
| <b>CATEGORY A 1-20 pts</b> |              |           |                   |                   |
| AVIA Reps UK               | 16           | 16        | 17                | 16.3              |
| Cellet Marketing & PR      | 17           | 17        | 17                | 17.0              |
| KBC PR & Marketing         | 15           | 18        | 16                | 16.3              |
| MDSG Ltd                   | 15           | 15        | 16                | 15.3              |
| MMGY Global Ltd            | 16           | 16        | 16                | 16.0              |
| <b>CATEGORY B 1-30 pts</b> |              |           |                   |                   |
| AVIA Reps UK               | 22           | 26        | 21                | 23.0              |
| Cellet Marketing & PR      | 25           | 26        | 24                | 25.0              |
| KBC PR & Marketing         | 20           | 19        | 21                | 20.0              |
| MDSG Ltd                   | 20           | 29        | 20                | 23.0              |
| MMGY Global Ltd            | 21           | 21        | 22                | 21.3              |
| <b>CATEGORY C 1-15 pts</b> |              |           |                   |                   |
| AVIA Reps UK               | 10           | 13        | 11                | 11.3              |
| Cellet Marketing & PR      | 12           | 11        | 11                | 11.3              |
| KBC PR & Marketing         | 12           | 14        | 12                | 12.7              |
| MDSG Ltd                   | 12           | 13        | 13                | 12.7              |
| MMGY Global Ltd            | 12           | 13        | 11                | 12.0              |
| <b>CATEGORY D 1-20 pts</b> |              |           |                   |                   |
| AVIA Reps UK               | 17           | 17        | 18                | 17.3              |
| Cellet Marketing & PR      | 18           | 17        | 18                | 17.7              |
| KBC PR & Marketing         | 15           | 17        | 15                | 15.7              |
| MDSG Ltd                   | 16           | 16        | 15                | 15.7              |
| MMGY Global Ltd            | 15           | 14        | 16                | 15.0              |
| <b>CATEGORY E 1-15 pts</b> |              |           |                   |                   |
| AVIA Reps UK               | 10           | 13        | 11                | 11.3              |
| Cellet Marketing & PR      | 14           | 14        | 14                | 14.0              |
| KBC PR & Marketing         | 13           | 13        | 13                | 13.0              |
| MDSG Ltd                   | 11           | 12        | 12                | 11.7              |
| MMGY Global Ltd            | 11           | 11        | 12                | 11.3              |

  
 Sean Doherty, Tourism Director, Tourism Development

  
 Kay Tracy, Economic Development Director, Economic Development

  
 Maureen Broderick, Recreation Manager, Community Services

Dated: June 17, 2026

**FIRMS SUBMITTING PROPOSALS FOR RFP 20260405  
UNITED KINGDOM MARKET INTERNATIONAL REPRESENTATION – ANNUAL CONTRACT**

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**Professional Services Committee Members:**

Sean Doherty, Tourism Director - Tourism Development  
Kay Tracy, Economic Development Director – Economic Development  
Maureen Broderick, Recreation Manager – Community Services