



MWB

We create for good.

**ECONOMIC DEVELOPMENT
SERVICES PROPOSAL**

RFP NO. 20250502

CHARLOTTE COUNTY ECONOMIC DEVELOPMENT OFFICE

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COVER LETTER

Dear Selection Committee,

Thank you for the opportunity to continue our partnership with the Charlotte County Economic Development Office (CCEDO). As your current marketing agency of record, we've witnessed firsthand your forward-thinking approach to economic development—recognizing housing shortages and workforce challenges before others were even talking about them. CCEDO deserves a marketing agency that will help you leverage that foresight into exceptional results. MWB has the experience, capabilities, and track record to once again be that agency.

Over the past three years, MWB has developed into a true extension of your team. We pivoted seamlessly during Hurricane Ian, providing critical web updates, then developed your website and fine-tuned your messaging, which has delivered consistently remarkable year-over-year results. We've also substantially expanded your PCS campaign, supported successful manufacturing recruitment initiatives that have helped fill buildings with quality tenants, and helped advance your workforce development goals.

In our work alongside CCEDO, we've developed a deep understanding of the challenges and opportunities facing your organization, including:

- An aging workforce population
- A high-growth trajectory for target sector industries
- A budget that requires maximizing every dollar to meet ambitious goals
- A set of sites that need to be marketed as worthy of a move to the County
- A small, dedicated staff that will be stretched to capacity as its needs grow

As your partner marketing firm, MWB has repeatedly demonstrated our ability to pivot with you. We know how you think, we think like you, and we've built the efficiency that comes from comprehending your mission at the deepest level. Your aggressive challenges and goals require an aggressive agency, and MWB is ready to demonstrate its ability to rise to that challenge.

The expanded Scope of Services reflects the next step in Charlotte County's evolution—increasing the emphasis on targeted lead generation, an integrated digital infrastructure, and dynamic creative production. As you'll see in this RFP response, that aligns perfectly with MWB's proven capabilities.

Thanks to the MWB-CCEDO partnership, connection and innovation in Charlotte County are climbing quickly. In the coming years, we'll help you continue to soar higher.

Sincerely,



Tim Mask
President & CEO
Maris, West and Baker

A. CORPORATE BACKGROUND

FIRM INFORMATION

Name:	Maris, West & Baker, Inc. (d.b.a. MWB)
Corporate Headquarters Address:	18 Northtown Drive Jackson, MS 39211
Satellite Office:	225 Micco Ave. Sebring, FL 33870
Telephone:	601-951-0953
Fax:	MWB does not maintain a fax line.
Website:	www.mwb.com

Key Contact

Charlotte County's key contact on this project will be Erica Sittler. A Florida native, Erica brings more than twenty-five years of experience managing accounts for public sector clients. She excels at keeping projects on track, communication clear, and timelines realistic—while never losing sight of creative quality or strategic goals.

Erica can be reached any time at the phone number or email address below.

Name: Erica Sittler
Title: Vice President / Strategic Affairs
Phone: 601-668-9802
Email: erica.sittler@mwb.com

Firm Ownership

MWB was founded as a private corporation in 1970. It is wholly owned by six partners, all of whom are current MWB officers and employees:

- **Tim Mask** – Partner, Chairman, and CEO
- **Jana Bell** – Partner, President
- **Randy Lynn** – Partner, Creative Director
- **Keith Fraser** – Partner, Creative Director
- **Marc Leffler** – Partner, Creative Director

There is no ownership stake by companies, organizations, or persons beyond the partners listed above. The firm's FEIN is 64-0501262.

B. CORPORATE & ECONOMIC DEVELOPMENT EXPERIENCE

YEARS IN BUSINESS AND MARKETING EXPERIENCE

Maris, West & Baker (MWB) has been in continuous operation since it was founded in 1970, giving us **fifty-five years of acceptable and verifiable marketing experience**. In that time, we have established a reputation for creating and executing effective, award-winning campaigns, with a primary focus on economic development marketing.

Our economic development experience spans small towns and regional coalitions, multi-county organizations and state agencies, including the following organizations we have worked with over the past five years:

- Florida Rural Economic Development Association
- Florida's Great Northwest
- St. Tammany Parish Corporation
- Highlands County Economic Development
- Charlotte County
- Florida Economic Development Council
- Glades County
- Madison County Economic Development Authority
- Madison the City
- Lake County, Florida
- Hancock County Port & Harbor Commission
- Aerospace Alliance
- Jackson Chamber of Commerce (now Greater Jackson Partnership)
- Fayetteville-Lincoln County Industrial Development Board
- North Mississippi Industrial Development Association
- Rankin First
- City of Ft. Worth, Department of Environmental Quality
- City of Flowood

RECENT CORPORATE EXPERIENCE RELEVANT TO RFP

Hancock County Port and Harbor Commission (Mississippi)

The Hancock County Port and Harbor Commission (HCPHC) oversees two of Mississippi's most vital economic engines: Stennis International Airport and Port Bienville Industrial Park. The organization also plays a key role in supporting Stennis Space Center–NASA's premier site for rocket engine testing, a national asset, and a launchpad for innovation.

To aid in its endeavor of creating high-quality jobs and attracting substantive investment to the area, HCPHC has partnered with MWB on multiple initiatives over the past several years. Our work together has included:

- a complete overhaul of the organization's brand,
- development of brand standards, and
- the creation of marketing collateral for use at major aerospace trade shows.

ABOVE & BEYOND
MISSISSIPPI'S SPACE COAST

HANCOCK
MISSISSIPPI
PORT • AIR • SPACE

PortAirSpace.com

AN EDUCATED, ENGAGED AND EVOLVING WORKFORCE

Success in the aerospace industry takes more than just access to highly trained and educated workers. You need a workforce that can evolve and adapt to new challenges and opportunities.

The Hancock County Port and Harbor Commission goes above and beyond to work with community partners and assist industries with talent development, attraction and retention, ensuring a talent pipeline that can grow with your business.

1.3M+ WORKFORCE | attract workers within a **90-MILE RADIUS**

over the last **10 YEARS** population **INCREASED 5%** compared to **0% growth** for all of Mississippi and **7%** for the nation

5 FOUR-YEAR UNIVERSITIES + **16 COMMUNITY COLLEGES**
with 280+ programs related to aerospace within an hour's drive of Hancock County

Hancock County is home to the Pearl River Community College (PRCC) Hancock Aviation Aerospace Workforce Academy, a state-of-the-art workforce program that is advancing the pipeline of skilled workers for aviation and aerospace industries. The academy's 36,000-square-foot training center includes an 18,000-square-foot hangar. Programs include instrumentation, airframe and propulsion technology, industrial electronics technology, precision manufacturing, computer-aided design and drafting, and business management technology.

Hancock County Port & Harbor Commission has created the Community Tuition Assistance Program (CTAP) to assist Hancock County residents with tuition assistance for up to 4 semesters.

36% of adults 25 and older in the region have an Associate's Degree or higher.

THE PERFECT LOCATION FOR AEROSPACE

2 SITES

GW FIBER

THE RIGHT STUFF FOR SPACE EXPLORATION

Hancock County has the right stuff for your next aerospace project. Our state-of-the-art aerospace facility is a 36,000-square-foot training center that includes an 18,000-square-foot hangar. We have the right stuff for your next aerospace project.

PRIVATE SPACE INDUSTRY PARTNERSHIPS

Our aerospace facility is a 36,000-square-foot training center that includes an 18,000-square-foot hangar. We have the right stuff for your next aerospace project.

A BLUE ECONOMY POWERHOUSE

U.S. NAVAL RESEARCH LABORATORY

HANCOCK
MISSISSIPPI
PORT • AIR • SPACE

BRAND CAPSULE

HANCOCK
MISSISSIPPI
PORT • AIR • SPACE

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PORT • AIR • SPACE

MWB has also designed and launched new websites that showcase the county's marine port (<https://www.portairspace.com/port-bienville-industrial-park>) and airport (<https://flystennis.com>) assets. Most recently, we've helped develop a dynamic brand identity to promote the Commission's Innovation Park megasite, positioning Hancock County as a hub for next-generation industry.

We have already established Charlotte County's internet presence; now, as we did for Hancock County, we are prepared to assist with a rebranding effort for Charlotte County. Additionally, our proven ability to create compelling collateral, develop strategic brand positioning for emerging industry sectors, and build websites that effectively showcase economic development assets positions MWB to deliver the same level of transformative marketing support to Charlotte County.

Florida Power & Light Economic Development Division (Florida)

Florida Power & Light (FPL) needed to create a comprehensive statewide marketing program to support their Florida First Sites initiative, a competitive program that selects industrial sites throughout Florida through a rigorous vetting process. Each awarded site receives a consultant analysis, ground/environmental assessment, as well as professional-grade marketing materials to effectively promote their industrial capabilities to site selectors and corporate decision-makers.

In 2022, FPL engaged MWB for a two-year project to feature eighteen sites. The project required high-quality creative assets with consistent branding that could showcase diverse locations across Florida while maintaining program integrity and FPL's corporate standards. MWB delivered a full suite of marketing materials, including:

- One-page industrial cut sheets highlighting key site features
- Custom illustrated maps showcasing quality-of-life factors and POIs for surrounding communities
- Graphic-driven promotional videos featuring highlights for industry (e.g., rail, highway, port, workforce data)
- Social media content packages to promote key site features
- On-location drone videography (as requested)

Our work for FPL has impacted more than twenty-five Florida counties. FPL measures success not by incoming industries, but by industries' ongoing expansion. The success they've seen from the program has led to its growth from the initial two-year period into an ongoing, multi-year program with MWB. For the 2025 program year, it was extended to eleven additional sites (including Charlotte County), and FPL has engaged MWB for additional branded material (for both FPL and FSS) based on the program's success.

Our work for FPL directly aligns with Charlotte County's need for marketing collateral to promote assets to site selectors and industries. Our ability to create compelling cut sheets, promotional videos, maps, and digital content mirrors the specific services outlined in Charlotte County's expanded RFP scope.

Our work with FPL helped them win the **Top Utility in Economic Development** award from Site Selection Magazine in 2024.



Florida First Sites



FPL PoweringFlorida
OFFICE OF ECONOMIC DEVELOPMENT



From South Florida to the Panhandle, Florida offers a growing number of industrial sites to accommodate any industry and possibility. Whether your company is searching for commercial real estate, an industrial complex, or a business park, you'll find the right site here.

Florida industrial sites offer proximity to distribution centers across the state.

Each site has been stringently evaluated with Phase 1 Environmental Assessments, ownership evaluations, workforce and labor analysis, and more.

Unique strengths and opportunities await to help you reach rural, metro, and regional markets.

From Pensacola to Jacksonville to Fort Lauderdale and everywhere in between, FPL is invested in supporting economic development.

Talk with the PoweringFlorida team about finding your next location in the Sunshine State.

● Sites evaluated as part of the Florida First Sites program

CURRENT SITES

Northwest Florida

- Outlying Field #8 (OLF-8)
- Whiting Aviation Park
- Santa Rosa Industrial Park East
- Northwest Florida Industrial Park
- Okaloosa Industrial Air Park
- Shoal River Ranch Gigasite
- DeFuniak Springs Municipal Airport
- VentureCrossings
- Holmes County Industrial Park
- Washington County Industrial Park
- Project Rise 23
- Port Panama City Intermodal Distribution Center
- Marianna County Distribution Services Park
- Endeavor Park
- Marianna Airport Commerce Park
- Spanish Trail Commerce Park

North Florida

- Bell Street Industrial Park
- Bell Street Distribution Center
- Royal Palms Ranch
- East Hawthorne Industry Zone

Central Florida / Space Coast

- Midpoint Commerce Park
- Enterprise East Industrial Park
- Nassau Southwest Industrial Park
- Crawford Diamond Industrial Park
- Wildlight Commerce Park
- 207 Floyd Industrial Site
- Tract 17
- Flagler Executive Airport
- Ormond Crossings Commerce Park
- Orlando Sanford Airport
- Spaceport Commerce Park

Southwest Florida

- West Palm Logistics Center
- HARB Site
- Jack Paul Industrial Park
- Florida Gulf Coast Technology Park
- Pinnacle Industrial Park
- Highway 17 Industrial
- Arcadia Rail Yard
- North Port Innovation Corridor
- Skyway Industrial Park
- Innovation Park at SeaPort Manatee

Advantages

Location: #2 business state in the country
Source: Chief Executive

Workforce: The top state for talent attraction
Source: Lightcast




Access: 14 deep water seaports, 19 commercial service airports



A POWERFUL PLACE FOR BUSINESS | FloridaFirstSites.com

Spaceport Commerce Park
Titusville, Florida
28.517119, -80.820301
100 acres available for industrial development


Spaceport Commerce Park is perfect for businesses looking for a high-tech industry environment with a skilled workforce and robust economy on Florida's Space Coast.

Edgar Campa-Palafox
edgarcp@spacecoastedc.org

ELECTRICITY
Florida Power and Light Company substation, at the Cape Canaveral Next Generation Clean Energy Center (1,290 MW)

WATER & SEWER
Supplied by City of Titusville



ADVANTAGES

#10 Best Performing City: Palm Bay—Melbourne—Titusville, FL MSA

Home to 4 Spaceports

RAIL SERVICE
Titusville Intermodal Terminal
Site is located 4.2 road miles away

4x High-tech sector employment growth than the national average

Approximately 11 miles to Kennedy Space Center

SEAPORTS
Port Canaveral
Direct access to the Atlantic Ocean; situated on main shipping lanes


#1 share of STEM jobs in FL

U.S. Space Force
•STARCOM HQ
•Space Launch Delta 45
•Space Delta 10

TRUCK ACCESS
Shepard Drive entrance to park lies on limited-access, toll-free expressway (Route 407)

TITUSVILLE/BREVARD CO.
Space Coast is the launch pad for innovative firms like yours.

Welcome to where advanced high-tech meets beautiful sun and sand in Brevard County. Space Coast Innovation Park and NASA's Kennedy Space Center can be your company's neighbors. And, settings like Spaceport Commerce Park could be your new home.




Learn more at
PoweringFlorida.com
Edgar Campa-Palafox
edgarcp@spacecoastedc.org

Since 2020, Brevard County remains one of the Top Ten Best Performing Cities in the United States (Milken Institute, 2023)

Home to one of the Top 50 master-planned communities in the country

Location of two federal spaceports: Cape Canaveral Space Force Station/Space Coast Regional Airport



ADVANTAGES

Spaceport Commerce Park

FOR SALE

SPACE COAST INNOVATION PARK

SPACE FLORIDA LAUNCH AND LANDING FACILITY

KENNEDY SPACE CENTER

CAPE CANAVERAL SPACE FORCE STATION

SPACE COAST REGIONAL AIRPORT

COCOA BEACH

Highlands County Economic Development (Florida)

Highlands County Economic Development (HCED) is a close match for Charlotte County, albeit with a smaller budget. In 2020, they needed to establish the County as a premier destination for logistics and advanced manufacturing, with a specific focus on the niche, emerging electric vertical take-off and landing (eVTOL) aircraft sector—all while working with a rural county budget.

To do this, they engaged MWB to create a marketing campaign that would reach highly specialized site selectors and corporate decision-makers in advanced manufacturing sectors. MWB developed the following assets for the campaign:

- Long-form promotional video
- Edited video for pre-roll
- An infographic series and advertorial content
- Animated and static digital ads for social media and display networks
- Trade show banners

We executed the campaign primarily via digital platforms using contextually and behaviorally targeted display and video pre-roll ads, LinkedIn, search engine marketing. We also used the banners at relevant trade shows, and implemented a digital mobile campaign geofencing three crucial trade shows.

Despite the budget constraints, MWB achieved exceptional results directly aligned with HCED's goals:

- Generated more than 8,100 qualified website visits from targeted audiences (including decision-makers from Tesla, Aero, Northrop Grumman, Kittyhawk, etc.)
- Trade show geofencing produced 3,300+ website visits from qualified attendees.
- **Highlands County was awarded eVTOL designation by the Florida FAA.**
- Other advanced manufacturing supply chain companies have moved to Highlands County.

Following our campaign's measurable ROI, Highlands County saw their marketing budget increase by 30%. Additionally, the digital campaign employed retargeting, so Highlands website visitors could be reached with additional messages following their initial visit.

Charlotte County needs a partner who will help them reach similarly niche industry and demographic targets, promote its vision, and execute full-service campaigns effectively within a fixed budget. MWB's work with HCED demonstrates our ability to achieve measurable success in recruitment, strategic messaging to create concrete policy outcomes in high-growth sectors, and effective deployment of creative and digital assets across years of sustained engagement.

AVIATION

Opportunities in Highlands County, Florida



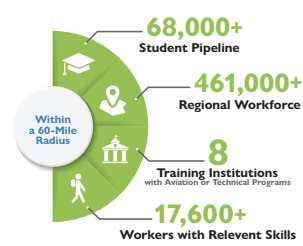
ALL LIFT. NO DRAG.

Sebring Regional Airport is a **2,400-acre** airport and commerce park with two runways. The airport features an industrial rail spur and full infrastructure including utilities, telecom and water. **It is also a designated Foreign-Trade Zone (FTZ).**

Avon Park Executive Airport is a **320+ acre** airport, offering two runways, t-hangar rentals, and a main terminal building with a number of amenities.



REGIONAL FACTS



BUSINESS ADVANTAGES

Highlands County offers business costs **12 to 15 percent less than nearby metro areas.**



ZERO IMPACT FEES



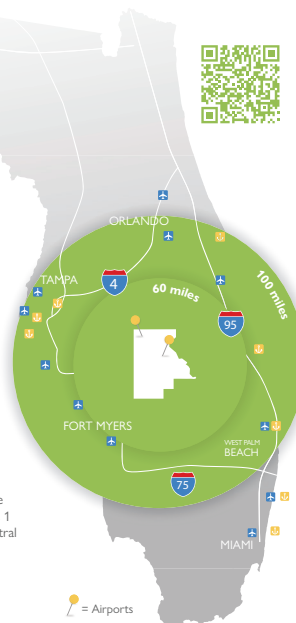
More than **86 percent** of Florida's population (about 19 million people) located within a **150-mile radius** of the county.



Within a **two-hour radius** of eight deepwater ports, 11 international/commercial airports, three major interstates, and the Florida Turnpike. Class 1 CSX rail as well as short line rail with South Central Florida Express.



253 days of sunshine each year.



For more information visit HighlandsBusiness.com

CULTIVATE SUCCESS.



DISCOVER CENTRAL FLORIDA'S PERFECT CLIMATE FOR AGRIBUSINESS.



ALL LIFT. NO DRAG.



EXPLORE AVIATION OPPORTUNITIES IN CENTRAL FLORIDA.



THE PERFECT SITE FOR SOARING.



FLY HIGH IN CENTRAL FLORIDA'S PERFECT LOCATION FOR UAS COMPANIES.



HEALTHCARE THRIVES HERE.



THRIVE IN CENTRAL FLORIDA'S PREMIER LOCATION FOR HEALTHCARE BUSINESSES.



SUPPLY. UNCHAINED.



FIND YOUR WAY TO DISTRIBUTION/LOGISTICS SUCCESS IN CENTRAL FLORIDA.



ADVANCE YOUR MANUFACTURING.



SCALE YOUR MANUFACTURING BUSINESS FOR SUCCESS IN CENTRAL FLORIDA.



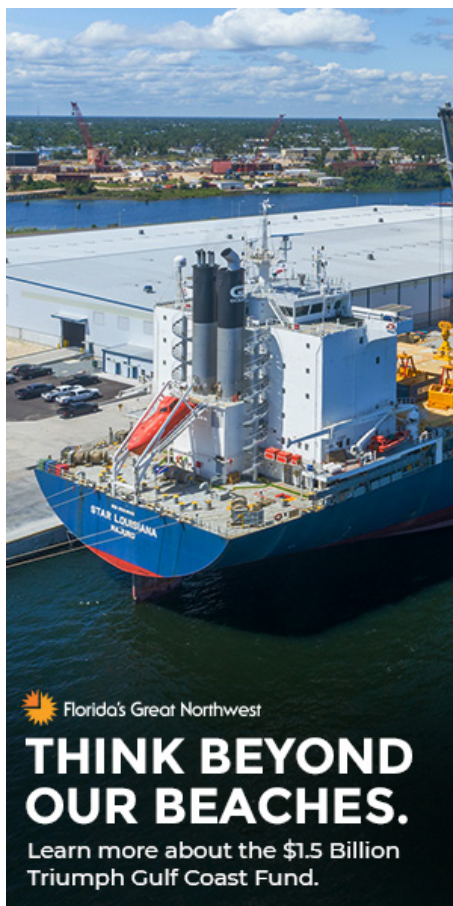
Florida's Great Northwest

In 2020, MWB partnered with Florida's Great Northwest (FGNW) to promote thirteen counties—most of them rural—as premier destinations for aviation, shipbuilding, and defense industries using Triumph Gulf Coast funding from the BP oil spill settlement. The challenge: position a largely rural region as competitive with major metropolitan areas for high-value industrial development. MWB served as lead agency for the initial rebranding effort, setting the direction that the FGNW brand has since maintained.


In that role, MWB:


- Developed a suite of social media assets for both paid advertising and organic content.
- Developed a suite of marketing materials, including short- and long-form videos, testimonials, social media, industry cut sheets, and mailouts highlighting the advantages of bringing businesses to the region
- Used videography, photography, and storytelling to highlight the success stories like Shoal River Ranch, Leonardo Helicopters' groundbreaking new operations, ST Engineering, and the Port of Panama City.
- Recommended cost-effective guerrilla marketing tactics, such as geofencing around site selector conferences to directly target decision-makers.

Over the past five years, Florida's Great Northwest has transformed into a juggernaut of industrial might in Florida. The region has experienced remarkable business growth, attracting major manufacturers and defense contractors. MWB's campaign successfully differentiated the region from every other economic development area in Florida, proving that strategic marketing can elevate rural communities to compete on a national stage for high-value industry.



TRIUMPH GULF COAST FUND







\$1.5 BILLION
guaranteed economic development
grant funding


\$80 MILLION
annually through 2033


HOW TO USE THE FUNDS

The fund alleviates business risks in three categories.

**INFRASTRUCTURE**
Funding port expansions,
roadways and sites.

**WORKFORCE
ENHANCEMENT
& TRAINING**
Developing industry-
driven programs.

**TAX ABATEMENT**
Providing the equivalent
of up to 100% abatement
of property taxes.



TARGET INDUSTRIES

Aerospace & Defense | Advanced Manufacturing | Cybersecurity, Data
Centers & IT | Distribution & Logistics | Financial/Shared Services

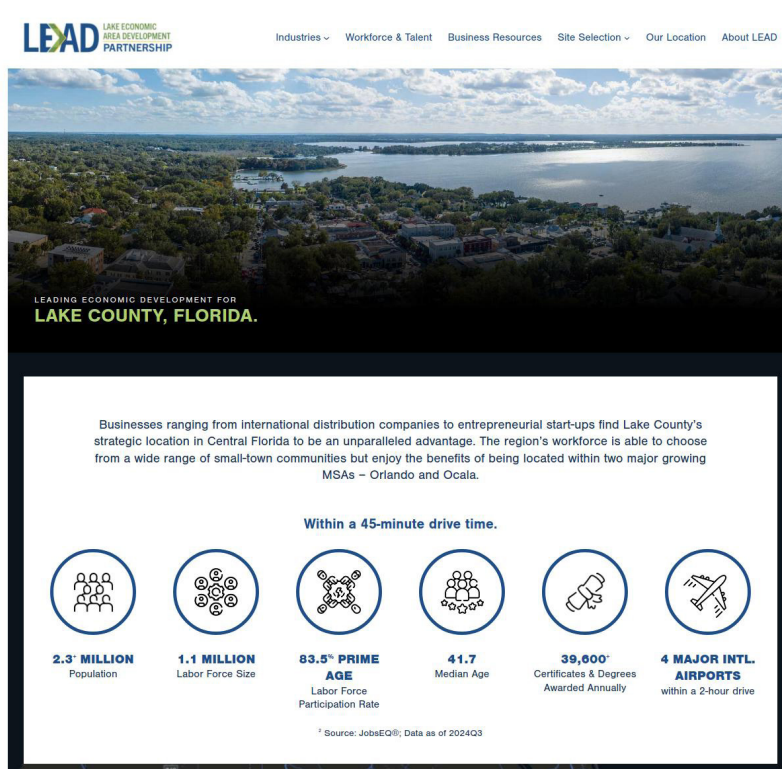
Lake Area Economic Development Partnership (Florida)

Lake County faced a significant obstacle to economic development due to fragmented leadership among multiple chambers of commerce and EDOs. Heather Shubirg, Chief Growth Officer for the Ocala Chamber & Economic Partnership, spearheaded an effort to create a coalition that would unify the stakeholders and strengthen the entire region's economic development capacity.

To that end, MWB developed the Leading Lake website (leadinglake.com) to represent the common goals the group held, giving them a basis of camaraderie to work on. In addition to fulfilling the goal of increasing participation and collaboration among previously competing chambers and EDOs, the ancillary results have been remarkable:

- Establishment of two One Million Cups entrepreneurial organizations (experience we intended to use for Women in Aviation)
- Integration of two business incubators
- Strengthened regional events with improved attendance and cross-organization participation

A secondary goal was to determine how to retain workforce in Lake County. Following the success of Leading Lake, the new alliance retained MWB to develop a new website for a planned, workforce-based mega-development called Wellness Way Florida. Instead of organizations fight each other, MWB's work has enabled them to work together and achieve much greater objectives.



LEAD LAKE ECONOMIC AREA DEVELOPMENT PARTNERSHIP

Industries Workforce & Talent Business Resources Site Selection Our Location About LEAD

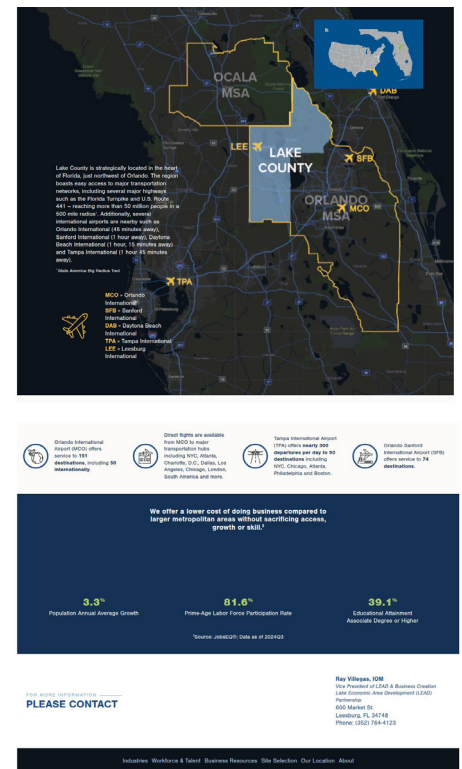
LEADING ECONOMIC DEVELOPMENT FOR LAKE COUNTY, FLORIDA.

Businesses ranging from international distribution companies to entrepreneurial start-ups find Lake County's strategic location in Central Florida to be an unparalleled advantage. The region's workforce is able to choose from a wide range of small-town communities but enjoy the benefits of being located within two major growing MSAs - Orlando and Ocala.

Within a 45-minute drive time.

- 2.3* MILLION** Population
- 1.1 MILLION** Labor Force Size
- 83.5* PRIME AGE** Labor Force Participation Rate
- 41.7** Median Age
- 39,000*** Certificates & Degrees Awarded Annually
- 4 MAJOR INTL. AIRPORTS** within a 2-hour drive

* Source: JobsEQ®; Data as of 2024Q3



LAKE COUNTY

Lake County is strategically located in the heart of Florida, just northwest of Orlando. The region boasts easy access to four major transportation networks, including several major highways such as the Florida Turnpike and I-4, I-75, I-95 - reaching more than 50 million people in a 500-mile radius. Additionally, several international airports are nearby such as Orlando International (1.5 hours drive), Sanford International (1 hour away), Daytona Beach International (2 hours), Tampa International (1 hour 45 minutes away).

MSAs - Orlando International (1.5 hours drive), Sanford International (1 hour away), Daytona Beach International (2 hours), Tampa International (1 hour 45 minutes away).

MSAs - Orlando International (1.5 hours drive), Sanford International (1 hour away), Daytona Beach International (2 hours), Tampa International (1 hour 45 minutes away).

Direct flights are available from MCO to major transportation hubs including NYC, Miami, Chicago, D.C., Dallas, Los Angeles, Chicago, London, South Africa and more.

Various International Airport (TIA) offers nearly 200 destinations per day to 74 destinations including NYC, Chicago, Atlanta, Philadelphia and Boston.

Orlando Sanford International Airport (SFB) offers nearly 74 destinations.

We offer a lower cost of doing business compared to larger metropolitan areas without sacrificing access, growth or skills.*

- 3.3%** Population Annual Average Growth
- 81.6%** Prime Age Labor Force Participation Rate
- 38.1%** Educational Attainment Associate Degree or Higher

*Source: JobsEQ®; Data as of 2024Q3

FOR MORE INFORMATION PLEASE CONTACT

Ray Villegas, IOM
Vice President of LEAD & Business Creation
Lake Economic Area Development (LEAD)
Partnership
600 Market St.
Lakeland, FL 33801
Phone: (888) 764-6122

Industries, Workforce & Talent, Business Resources, Site Selection, Our Location, About
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EXPERTISE IN THE ECONOMIC DEVELOPMENT PROCESS

MWB has been engaged in the economic development space for several decades, with a more intense focus over the past ten years. During that time, we've observed significant shifts in best practices and priorities:

- Site selectors and corporations have moved past incentive packages as their primary criteria, now prioritizing quality of life, infrastructure—and most critically, as Charlotte County is aware—workforce development.
- We've seen the rising value of knowledge-based companies to regional economies.

Most importantly, we've learned that there is no silver bullet or one-size-fits-all approach for economic development. That's why we've honed our expertise in tailoring economic development strategies to each area's unique assets: from workforce characteristics and proximity to research universities to available land, tax structure, and connectivity.

Our expertise reaches beyond experience and into formal education. Two years ago, in an effort to understand economic development from the practitioner's perspective, our lead account developer began pursuing certification through the International Economic Development Council (IEDC). This fall marks the completion of the certification process, representing MWB's dedication to understanding our clients' challenges from the inside out.

This unique combination—decades of marketing expertise combined with formal economic development training—creates an unparalleled partnership opportunity. We don't simply tell clients we know what to do; we've trained alongside economic developers to see how strategies impact outcomes over time.

Because of that, we know that economic development is a process—not a one-and-done, set-it-or-forget-it, or overnight deal. It often takes years to land “the big one.” Which is why MWB will continue to help Charlotte County maximize your marketing outreach efforts. We'll help you get to the table more often and land the projects that will fuel Charlotte County's employment and economy—and enable the entire County to truly take off.

ACCOUNT TEAM AND QUALIFICATIONS

Charlotte County's account team will be comprised of the eight people listed below. For a more comprehensive outline of their qualifications and expertise, please see Section F.

- **Erica Sittler** – *Project Manager*
20+ years managing government and civic web projects, with deep experience in client communications, scope management, and milestone delivery.
- **Marc Leffler** – *Creative Director*
25+ years of experience bringing strategic campaigns to life as a creative director and copywriter. Marc blends wit, clarity, and brand alignment to elevate economic development communications.
- **Ed Foosse** – *Motion Graphics Designer*
Emmy-winning motion designer and video editor with 7+ years of experience creating animated content for government, education, and public health campaigns.
- **Bryan Matthews** – *Copywriter*
Copywriter with a sharp eye for tone and storytelling, specializing in crafting clear, compelling messaging for economic development, tourism, and civic engagement campaigns.

- **Kaiyla Mackenzie** – *Creative Director*
Art director and designer with a focus on economic development and government communications, known for creating visually compelling brand identities, social campaigns, and print materials.
- **Kellie Smith** – *Graphic Designer*
Graphic designer with expertise in traditional and digital media, contributing since 2020 to high-impact economic development and public sector campaigns for clients like Visit Mississippi and the Mississippi Development Authority.
- **Knol Aust** – *Web Developer*
15+ years building fast, secure websites, integrating complex functionality into intuitive front-end experiences.
- **Austin Cannon** – *Interactive Director*
25+ years overseeing front- and back-end website development, information architecture, and long-term site sustainability.

NUMBER OF EMPLOYEES

MWB currently employs **twenty-four full-time, salaried employees**, including those listed above. They work in two integrated divisions: a full-service ad agency that develops strategy, creative direction, and campaigns; and an in-house production company that creates video, photography, animation, editing, illustration, motion graphics, and sound design services.

Due to the broad capabilities of this core team and the agency, MWB rarely requires the use of subcontractors. Despite the altered and expanded scope in Charlotte County's RFP, no subcontractors appear to be necessary. Should any additional resources be required, we will coordinate closely with Charlotte County staff and obtain prior approval.

ECONOMIC DEVELOPMENT CLIENTS RELEVANT TO RFP

Over the past five years, we have worked with the following economic development clients similar in size and scope to Charlotte County:

- **Highlands County Economic Development** – (2020)
- **Hancock County Port & Harbor Commission** – (2020)
- **Florida's Great Northwest** (2020, project-based)
- **Charlotte County** – (2023)
- **Florida Rural Economic Development Association** – (2025)

CLIENTS ADDED AND LOST IN THE LAST THREE YEARS

The following **thirteen clients** have been added to our roster in the past three years:

- Florida Rural Economic Development Association
- Florida Power & Light
- Hancock County Port & Harbor Commission
- Visit Coastal (Mississippi)
- Global Location Strategies
- Mississippi Development Authority
- KLLM Trucking
- Hattiesburg Convention Commission
- Runnels & North Center

- FlyStennis
- Hernando County
- Lake County, Florida
- City of Fort Worth, Department of Environmental Quality

MWB has lost **one client** in the past three years:

- Mississippi State Lottery

While we did not win the review for the Mississippi State Lottery account, they have continued to use the work we performed for them.



Recognition for Relevant MWB Work

In accordance with the RFP, we have included below a summary of a selection of the awards won by MWB for work relevant to the Scope of Services required by Charlotte County.

Mississippi Development Authority

MWB contributed to Mississippi's 2024 Gold Shovel Award win from Area Development magazine in the "under-three-million population" category. The firm's work on major projects including East Metro Center Industrial Park (Rankin County) and Stennis Technology Park (Hancock County), which were individually recognized as top economic development projects in Mississippi, helped secure this state-level economic development recognition.

Other awards won for our work with MSDA include:

- **2025 ESTO finalist** (three categories, winners to be announced August 2025)
- **2025 ADDY Award wins** (American Advertising Awards)
- **2024 Area Development magazine Gold Shovel Award** ("under-three-million population" category)
- **2023 ESTO Award winner**
- **2022 ESTO finalist**

Charlotte County Economic Development Office

- **2023 FEDC Melissa Medley Creativity Award** (County's team response to Hurricane Ian)
 - "Best in show" award representing achievement across Florida's economic development cities and counties
- **2023 FEDC Innovation in Marketing Award** (PCS to Charlotte County campaign)
- **2023 FEDC Pivot & Persist Award** (crisis navigation and community support)

Greater Jackson Partnership

- **2023 Business of the Year Award** (website and video content for business recruitment and workforce development)

Florida's Great Northwest

- **2021 FEDC Marketing and PR Award** ("Beyond Our Beaches" campaigns)
 - Recognizes marketing/public relations campaign or activity promoting community or organization to key audiences

Entergy Nuclear

- **2022 AVA Digital Awards – Platinum** (Entergy Nuclear Fleet Business Plan)
- **2021 Association of Marketing and Communication Professionals (AMCP) MarCom Awards – Platinum** (Business Plan)
- **2021 AMCP MarCom Awards – Gold** (Digital Media)
 - AMCP represents worldwide group of 135 countries and "embodies the spirit of the best of communication efforts worldwide"

C. REFERENCES

MWB's work with each of the references listed below have a similar size and scope (economic development) as that listed in Charlotte County's RFP. But these places also have a dubious distinction shared with the County: No one's aware of them.

For Highlands County, few people could point out which state it's in—much less where it is in Florida. For Visit Mississippi, who wants to go to Mississippi? And why? And for Visit Jackson, a town pockmarked with memories of racism, how do you turn that ship around, transforming Jackson, Mississippi, into a vibrant "City With Soul" that acknowledges and honors the bitter struggle for freedom?

These places have their own unique assets and very real obstacles. And all three have entrusted MWB to help open and expand their city, county, and state—with measurable, demonstrated results.

"MWB consistently brings highly creative and innovative ideas to the table, fostering a truly cooperative working relationship. Their core staff is stable, always seeking to expand valuable capabilities and talent. We are extremely satisfied with our relationship and work—as evidenced by our 37-year partnership—and look forward to continuing to work with MWB well into the future."

Dr. Rickey Thigpen, President & CEO
Visit Jackson (Jackson CVB)
rthigpen@visitjackson.com
(601) 906-1645



"MWB has continuously demonstrated excellence and professionalism. Their innovative approach to crafting compelling messages delivers impactful results. I wholeheartedly recommend Maris, West & Baker. They have a highly creative team, and we would definitely use their services again."

Rochelle Hicks, Executive Director
Mississippi Development Authority
(Visit Mississippi)
rhicks@mississippi.org
(601) 940-3132

"We couldn't be more impressed with MWB's creative expertise and strategic approach. They have worked alongside us as true partners, delivering innovative solutions that produced a 20 percent increase in engagement this past year alone. MWB stays ahead of marketing trends while keeping our long-term goals at the center of everything they do. Their dedication to our success has been invaluable."

Sarah Beth Murphy, Executive Manager
Highlands County Economic Development
863-991-0515
smurphy@highlandsfl.gov



D. SUPPORTING MATERIALS

Charlotte County Economic Development

In 2022, Charlotte County Economic Development Office (CCEDO) selected MWB to be their agency of record. A few weeks after our kickoff meeting, Hurricane Ian struck; all marketing efforts were put on hold while the EDO focused on caring for individuals and businesses struggling in the aftermath of the hurricane. MWB immediately began assisting with web updates, directing businesses to where the help they sought was most readily available.

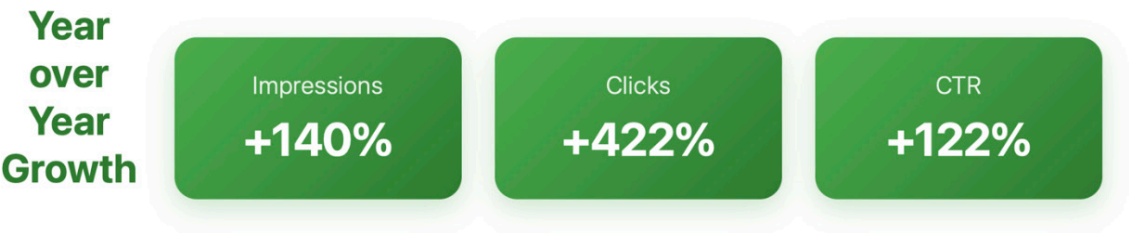
Annual Campaign: Year 1

When the time was right, we launched a two-front marketing campaign: targeting cities' manufacturing sector and expanding the PCS campaign via an advertorial, a LinkedIn campaign, and geotargeted ads. We also geofenced numerous industry trade shows to extend impact and awareness—whether the CCEDO was in attendance or not. We also continued working on select web enhancements, such as a map highlighting both industries and points of interest.

Annual Campaign: Year 2

The primary focus for Year 2 was to update the CMS platform for CCEDO's website. The design was still fresh, so no dollars were spent reinventing the wheel. Instead, MWB reworked the back end and created a new foundation for SEO. We also took a more aggressive stance in SEM², building off the knowledge and data gained from Year 1.

Manufacturing decision-makers were again targeted in advance of key trade shows. The PCS campaign for workforce readiness was intensified, with an increased budget. And as you can see, the results were undeniable.



¹ When it was noted that the paid marketing budget had run over by \$4,000, MWB absorbed the cost as goodwill and an investment in Charlotte County's economic growth.

Annual Campaign: Year 3

MWB’s bonus year with CCEDO maintained marketing stability while new leadership and a new internal team stepped in. Learning from the first two years, we cut underperforming elements and took a collaborative deep-dive approach to key website pages. We pivoted in real time to maximize results and eliminate wasted spending by quickly creating fresh ads to replace poor performers.

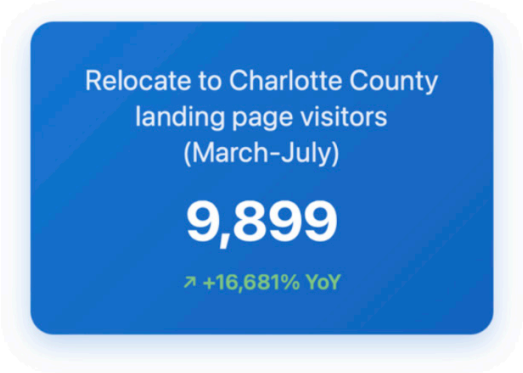
We streamlined targeting by focusing key audiences for manufacturing and other sectors exclusively on red-line states. This concentrated approach enabled broader reach within each focus area. The PCS campaign continued, working within Air Force and select bases within those red-line states. After analyzing initial results, we eliminated the lowest-performing targets to redirect funds where they delivered better returns.

The results have been remarkable. The 2024-2025 marketing budget shows continued growth in tightly focused sectors, with higher-value click-throughs and stable or upward trending metrics: 4.5M impressions, 68,858 clicks, and a 1.53% CTR.²




Most impressively, the unpromoted “Relocate to Charlotte County” page has seen a March-July YoY increase from 59 visits to 9,899 visits. This is free, user-generated search of nearly 10,000 new visitors, strongly showing that people are actively seeking to consider, justify, or ready for a relocation to Charlotte County.


The CCEDO-MWB partnership has become one of the most finely tuned client relationships on our roster. Our ability to deliver measurable impact has only gained momentum with each successive year, and we are prepared to make 2026 our best year together yet.



² These are interim results and do not reflect 2025’s full ROI.




CHARLOTTE COUNTY
ECONOMIC DEVELOPMENT

info@cleared4takeoff.com | 
941-764-4941

[SITE SELECTION](#)
[COMMUNITY DATA](#)
[BUSINESS SUPPORT](#)
[NEWS & EVENTS](#)
[ABOUT](#)



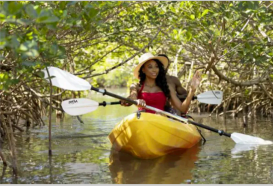
WELCOME TO CHARLOTTE COUNTY!

As you attend IGNITE 2025, we hope that your stay in our beautiful county brings relaxation, innovation, and connection. Now, as important as it is, IGNITE 2025 shouldn't be the only thing on your agenda. Proximity to the waterways of Charlotte Harbor, the fun-filled getaway of Punta Gorda, and the timeless charm of Old Florida puts you right in on the action. Charlotte County creates memories for all of our visitors, so let's go over some ways to make the most of your time while you're here.


[GET YOUR VISITORS GUIDE](#)


DIVE INTO RECREATION AND RELAXATION


Charlotte County is home to a beautiful Floridian coastline and boasts over 165 miles of man-made waterways. So many ways to play! Lay out on Englewood Beach for sun-bathing and swimming. Find the fun out on the water with kayaking, world-class fishing charters, parasailing, jet skiing, and more. Then, end your day with a leisurely float on the Charlotte Harbor with a cold drink on a tiki cruise under the moon light.

OLD FLORIDA, NEW ADVENTURES

INTERACTIVE MAPS





[VIEW OUR MAPS](#)


SIGNUP FOR OUR MONTHLY NEWSLETTER






Email*

First name

Last name

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Cleared4Takeoff.com/FEDC

CHARLOTTE COUNTY

WHERE CONNECTION & INNOVATION SOAR

Charlotte County is leading the way for a brighter tomorrow one business, one family, one person at a time.

- ▶ Building a strong, skilled workforce
- ▶ Growing a pro-business community
- ▶ Broadening our culture of excellence and innovation



CHARLOTTE COUNTY
ECONOMIC DEVELOPMENT



FLY PGD
Punta Gorda Airport



Start Your Own FEDC Adventure in Charlotte County Here!



CHARLOTTE COUNTY
ECONOMIC DEVELOPMENT

WHERE CONNECTION & INNOVATION SOAR

WHERE CONNECTION & INNOVATION SOAR



CHARLOTTE COUNTY
ECONOMIC DEVELOPMENT



cleared4takeoff.com/data/pcscharlottecounty



Visit Jackson

Civil Rights. The hotbed of a national crisis. Let's not just talk about night life and places to stay. Tell the deeper story and establish your place in the world.

Jonathan Pettus, Marketing Director for Visit Jackson, shares the movement-inspiring story behind the ESTO finalist "Little Light" campaign series.

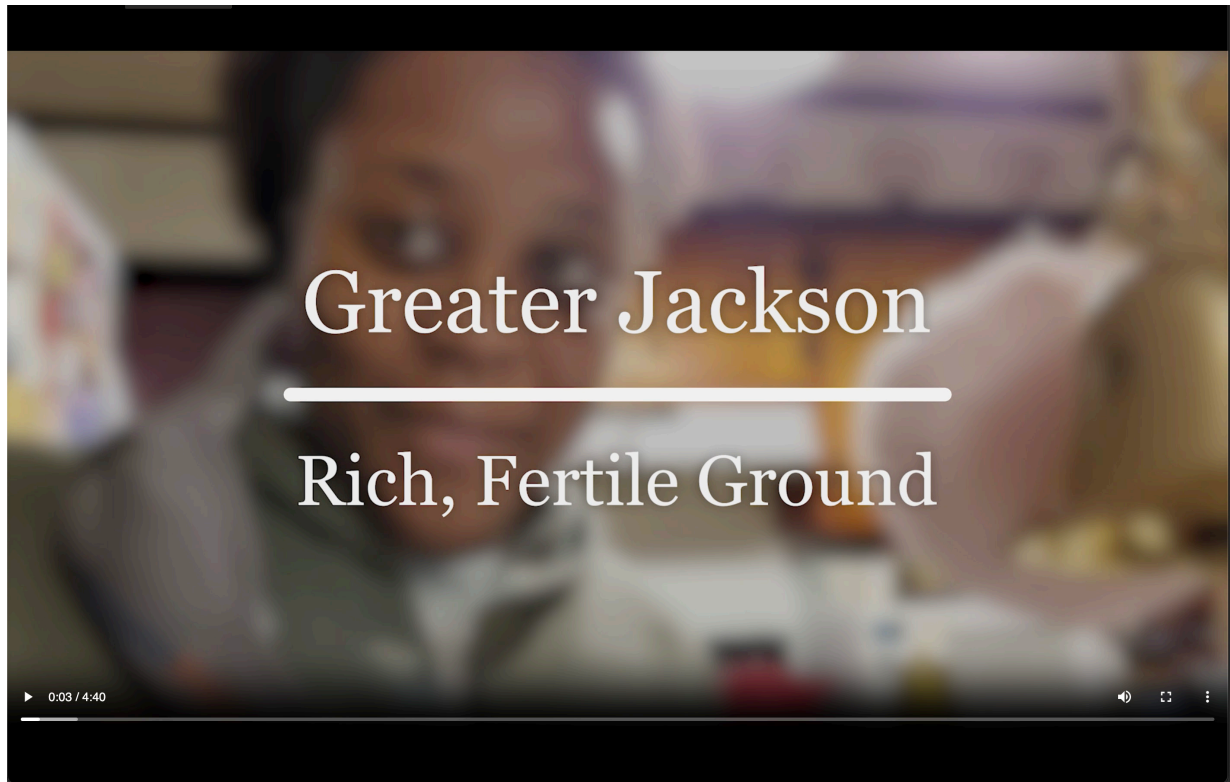


public.3.basecamp.com/p/yzr5rtUtqbJ1BqKrZBA2utGw



SHINING LIGHTS IS A PROJECT OF VISIT JACKSON.
FIND OUT MORE AT LETITSHINEJXN.COM.





Nashlie Sephus-Rich, Fertile Ground

You've probably heard the saying, "Bloom where you are planted." Nashlie Sephus has taken that saying to heart—and then some. She's an inventive entrepreneur whose endeavors in Greater Jackson, such as the JXN Tech District and The Bean Path, are sprouting exciting possibilities.

Full Video: <https://public.3.basecamp.com/p/AYkz4bt2Ue7NeVMDbYEvUVcJ>

30 Promo: <https://public.3.basecamp.com/p/kK7QdJtcei4SzSoiUh2wQG8Q>

Patrick Harkins-Feels Like Home

It's not always easy to follow your passions and create a successful career. And so often we think we have to move away to some faraway big city to make it happen. But Patrick Harkins tells a story that shows us something great: the dream we're chasing may be a lot closer than we think.

Full Video: <https://public.3.basecamp.com/p/JyFmHqbiuJ6nfdEy49J6m11N>

30 Promo: <https://public.3.basecamp.com/p/NhKFJrxXDM8DWVFFXyPB5ysF>

Chigo Udemgba-Explore and Grow

To make a real difference in what we're doing. That's what we're all after, right? Dr. Chigo Udemgba, looking for a place to go to grad school and get his doctorate, found much more in Greater Jackson. And, he's discovered a city and a career that lets you shine in a big way.

Full Video: <https://public.3.basecamp.com/p/bwTotepsZ5rGJGMbhKvs1d63>

30 Promo: <https://public.3.basecamp.com/p/joxHNsBGM3mYxdJwuUtiGDei>

Jake & Rachael Garner-Get Plugged In

Truly connecting to the place you live. Making real friends and neighbors. Finding cool "big city" happenings you can actually afford to go to. Searching out the perfect home to start a family. Jake and Rachael Garner were super surprised at just what they lucked into in Greater Jackson.

Full Video: <https://public.3.basecamp.com/p/zjp8SgXvX6Prkg4wehKUc7pB>

30 Promo: <https://public.3.basecamp.com/p/DwtmPWdXZQw8ub8ECvgFr1r9>

Jeremy Jungling-Family & Community

Moving to the Greater Jackson area from Iowa, Jeremy Jungling didn't know what to expect. In fact, he had a few preconceived notions. However, things are turning out very differently. For example, Jeremy never thought he'd have a son with a one-of-a-kind Southern-Iowan accent.

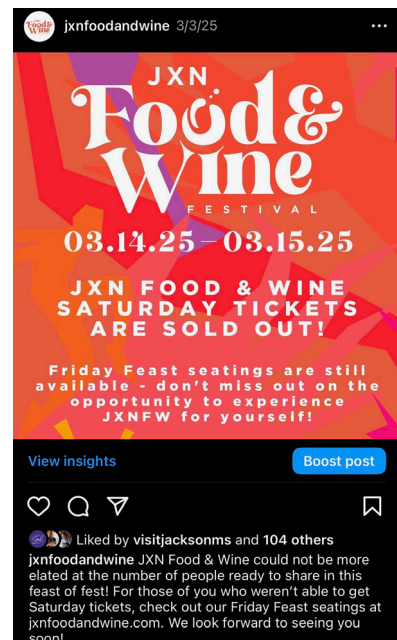
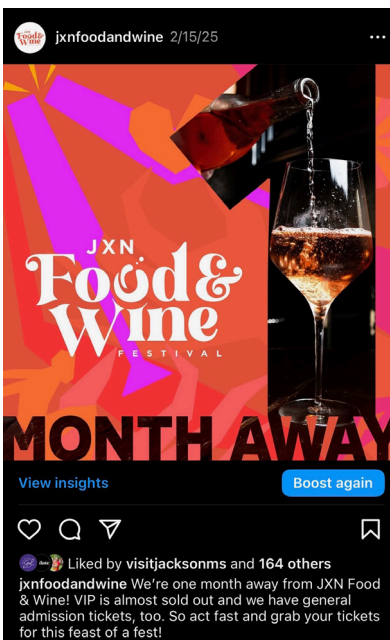
Full Video: <https://public.3.basecamp.com/p/iFRY28oASNnu1Wjy5zwbxp2R>

30 Promo: <https://public.3.basecamp.com/p/xCvQV7uzxXk6szTVDZzghz1i>

Jackson Food & Wine



public.3.basecamp.com/p/VBmnoJYaTyv2eMhprV5mwYZ3/vault/8010175103



SANDERSON FARMS CHAMPIONSHIP

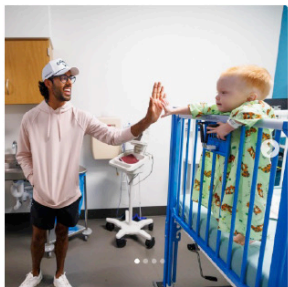




And just like that... we have a 2023 Champion, Luke List!!! #SFChamp



The reason we do what we do! #family #SFChamp



Some of our @pgatour players visited @childrensofms. Our title sponsor,...



E. AGENCY CASE SUMMARY

Before we wrote our first RFP response for Charlotte County three years ago, our account director drove down to visit the County. She wanted to see with her own eyes who we could be partnering with. So she stood on Englewood Beach, explored neighborhoods in Port Charlotte, and walked the streets of Punta Gorda. It wasn't—isn't—market research for its own sake; it's our unwavering commitment to deeply knowing the communities and clients we work with.

It's a nonnegotiable if you want to achieve the kind of results MWB does. We've helped secure major wins like Amazon's data center at Madison County's megasite, built multi-state platforms for the Florida Aerospace Alliance that drove industry expansion, and sparked community pride in places like Glades County through targeted campaigns. From working with FEDC to advocate for pro-business legislation to helping FREDA unite 30+ counties with a single economic development voice, our work has had a demonstrably outsized impact for our communities and clients.

During our three years as Charlotte County's marketing agency of record, we've worked toward having a similar impact: We've substantially expanded your PCS campaign, leveraging the County's Purple Heart community status to attract transitioning military personnel. We've helped advance the county's strategic workforce development goals. And we've supported manufacturing recruitment initiatives that have successfully filled buildings with quality tenants.

Through our work together, MWB has become a strong complement to the mission of Charlotte County. We thoroughly understand your needs and challenges, and we have become an extension of your team in working toward meeting and overcoming them.

In the coming years, MWB will build on what we've started with Charlotte County, leveraging our yearslong relationship and the enhanced web presence we've built to create a vaunted brand for the County. And as you discover more of what's coming next—as you did with the housing and workforce shortages—we'll be right alongside you, walking those streets together.

Why is MWB uniquely qualified to be Charlotte County's agency of record?

Because we believe in true partnership with our clients. We get undeniable results for them. We have a foundation of efficient work with you that is just getting started. And we are fellow visionaries who can help you use unconventional marketing to establish Charlotte County as one of the crown jewels of the Southeast.

F. PERSONNEL

The people primarily responsible for the Charlotte County account are listed below, along with their respective titles, relevant experience, and qualifications to perform the full scope of services. The entire MWB staff is also available to support the County as needed.

ERICA SITTLER

Project Manager



Erica brings twenty-five years of project coordination and account management experience to MWB, with a specialization in economic development and municipal communications. She currently manages high-profile clients including Florida Power & Light, Charlotte County Economic Development, and Highlands County Economic Development, while also serving on FEDC's Planning Committee.

Erica's passionate commitment to client success stems from decades of witnessing communities thrive or struggle based on their economic development strategies. For Charlotte County, she already has a deep understanding of the emerging goals and challenges and brings experience managing the account already—ensuring strategic alignment and timely delivery of marketing initiatives from concept through execution. She continues to be available for any question you may have at erica.sittler@mwb.com or 601.668.9802.



MARC LEFFLER

Creative Director

Twenty-five years of creative leadership in economic development and tourism marketing have honed Marc's brilliant mind for crafting enduring campaigns. His innovative conceptual thinking and exceptional copywriting have produced some of MWB's strongest, most award-winning work in economic development—the kind of campaigns that stick because they capture what truly makes a place special.

Marc's doctorate in Instructional Technology & Design informs his strategic approach to messaging, ensuring each creative concept serves the larger goal. His blend of analytical thinking and creative intuition helps solve complex marketing challenges with campaigns that resonate deeply with stakeholders. For Charlotte County, this means creative direction from someone who understands how to give your community life and personality in collateral—translating your assets into compelling narratives that impel businesses and people to relocate to the County.

ED FOOSE

Motion Graphics Designer



Since graduating from Rochester Institute of Technology's School of Film and Animation, Ed has accrued seven years of professional video editing and motion design experience. Ed excels at parsing complex information quickly and transforming it into engaging video content across television, film, advertising, and social media platforms.

His public broadcasting background gives him particular skill in making critical information stand out through precise editing that cuts straight to the point. For Charlotte County, this means professional video production capabilities essential for your marketing initiatives—from short attention-grabbing videos for target prospects to 3D animation for presentations.



BRYAN MATTHEWS

Copywriter

With a degree in English and triple minor in Literature, Philosophy, and Spanish, Bryan's copywriting is never boring. He is a true philomath, absorbing information from everywhere that can be used at just the right moment. That's made him extraordinarily skilled at absorbing complex information quickly and distilling it into meaningful, engaging content that captures an entity's unique voice and value proposition—creating clear messaging that resonates with target audiences. Bryan's fresh perspective and skill in capturing Charlotte County's authentic voice will help present the County's economic assets in the most compelling light possible.

KAIYLA MACKENZIE

Creative Director



Kaiyla honed her graphic design skills at Creative Distillery, where she gained experience helping government agencies communicate effectively with target audiences through a broad array of marketing materials, including logos, brand identities, flyers, website layouts, and social media graphics.

Kaiyla's design approach features clean, sophisticated artistry that stands the test of time. Her fresh technical perspective produces marketing materials with lasting appeal while maintaining professionalism. For Charlotte County, Kaiyla will create a distinctive visual identity and marketing collateral that cuts through economic development competition.

KELLIE SMITH

Graphic Designer



Since joining MWB in 2020, Kellie has worked with government agencies and EDOs including Visit Mississippi, Mississippi State Department of Health, and Mississippi Development Authority. She excels at translating creative concepts into multiple marketing pieces with meticulous attention to detail. Her broad technical skills and steady execution ensure professional results across all project types, from social media graphics to annual reports. For Charlotte County, Kellie's work will result in the reliable production of high-quality marketing materials that maintain consistency across campaigns.



KNOL AUST

Senior Web Developer

Knol brings twenty-five years of hands-on experience delivering strategic, technically complex interactive platforms. He has built high-performance websites and digital tools for clients including Mississippi Development Authority/Visit Mississippi and Mississippi State Department of Health, demonstrating proven capability with government and economic development requirements.

Knol's polymathic technical expertise spans HTML, CSS, PHP, JavaScript, WordPress configuration, and third-party integrations. His cross-platform experience and master-level backend skills enable him to solve complex problems. Clients who work with Knol get a rare developer with national firm expertise—a master mechanic for all things digital. For Charlotte County, this means robust technical infrastructure that supports your aggressive initiatives without breaking down.

AUSTIN CANNON

Web Designer & Interactive Director



Austin brings more than two decades of web design and interactive development expertise to MWB. Since 2006, he has led our Interactive Services department, recently overseeing the complete redevelopment of the Visit Mississippi website—a high-impact, high-traffic tourism and economic development platform.

Austin excels at full-stack development, CMS configuration, mobile application development, and UX/UI design. He prides himself in staying informed about current trends and concerns, enabling him to maintain the security and compliance required for government-sector clients. His technical precision ensures the Charlotte County website will be meticulously maintained, mobile-responsive, and optimized for lead generation.

G. COST AND PRICE ANALYSIS

All MWB services are billed at a flat hourly rate, and we take a percentage-based commission on media placements. Our rates are as follows:

	Hourly	Media Commission
Industry Standard Rate	\$140	15%
MWB Government Rate	\$120	15%
MWB Florida Rate	\$90	15%
Charlotte County Rate	\$90	10%

The 2025 Florida price decrease went into immediate effect for Charlotte County, resulting in increased creative productivity at a lower cost basis. The County effectively received \$25 of reuse for every \$100 spent.

In 2026, we understand that the County will continue its aggressive mission to increase ROI on marketing spend. In alignment with that, MWB is offering a reduction in our media commission rate, as noted above. This represents a 33% reduction in media commission costs for the County and demonstrates our commitment to maximizing your marketing budget.

PROPOSED 2025-2027 BUDGET

While MWB believes that every dollar possible should be directed outward on targeted messaging and paid media, Charlotte County has a pressing need for fresh collateral assets across the board. We therefore recommend the following budget breakdown for the next two years.

Year 1 (2025-2026)

Paid Media: \$79,000 (79.8%)

Creative/Agency Services: \$20,000 (20.2%)

- Web maintenance/enhancements: \$2,500
- Updated collateral design: \$3,000
- Annual report: \$3,800
- Broadcast-quality video production (:30s): \$4,500
- Social media reels (<:15, from :30s spot): \$0
- Photography and b-roll for target industries, newsletter, BR&E: \$2,800
- Ad campaign designs for social and paid media (5+ campaigns for PCS, Manufacturing, Aviation, etc.): \$3,400

Year 2 (2026-2027)

Paid Media: \$85,500 (86.4%)

Creative/Agency Services: \$13,500 (13.6%)

- Web maintenance/enhancements: \$2,500
- Tradeshow collateral updates: \$3,000
- Annual report: \$3,800
- Photography and b-roll for target industries, newsletter, social media: \$2,800
- Ad campaign updates for social and paid media: \$1,400

In Years 1 and 2 combined, the reduced media commission generates \$8,225 in savings. Year 2 reinvests \$6,500 directly into paid media, increasing that portion of the budget by 8%.

BILLING POLICY

MWB uses a transparent monthly billing process, with invoices separated into two distinct categories:

- **Creative and Production Services** – includes all creative work and production services incurred during the billing period
- **Media Expenses** – includes all media-related costs, which include cost plus agency commission

Invoicing occurs monthly, with a cut-off date of the 25th of each month. Billing is typically issued within ten business days following the cut-off date, covering all services provided during the previous month. All invoices will be delivered electronically to the designated County contact person for review.

When requested, invoice will include backup documentation, including detailed media reporting and analytics, original vendor invoices and receipts, print advertisement tearsheets (when applicable), and time tracking records for creative and production work.

All original records are maintained in MWB's files and posted to Basecamp, ensuring access for the County's review and audit purposes. This ensures Charlotte County has visibility into expenditures against the annual \$99,000 budget allocation, enabling proactive budget management.

H. ACCOUNT COMPATIBILITY DISCLOSURE

The full list of clients that MWB has actively represented, is representing, or reasonably expects to represent at present that engages in economic development; is involved in a service, product, or activity with the State of Florida or other states or counties; or has any reason known to MWB to be revealed prior to contract negotiations, is listed below.

- Florida Rural Economic Development Association
- Florida's Great Northwest
- St. Tammany Parish Corporation
- Highlands County Economic Development
- Charlotte County, Florida
- Florida Economic Development Council
- Glades County, Florida
- Madison County Economic Development Authority
- Madison the City
- Lake County, Florida
- Hancock County Port & Harbor Commission
- Aerospace Alliance
- Jackson Chamber of Commerce (now Greater Jackson Partnership)
- Fayetteville-Lincoln County Industrial Development Board
- North Mississippi Industrial Development Association
- City of Ft. Worth, Department of Environmental Quality
- Rankin First
- Visit Greenwood
- City of Flowood
- Coastal Mississippi
- Jackson Municipal Airport
- Badgepass
- DIG
- City of Palm Coast
- Florida Power & Light
- Mississippi Department of Health
- Mississippi Development Authority
- Visit Jackson
- Visit Hattiesburg
- Hattiesburg Convention
- Visit Vicksburg
- Visit Cleveland
- Century Club
- Runnels Clinic
- Senatobia Main St.
- Farese
- Eastgroup
- HCE
- Greater JXN Chamber

As a full-service marketing firm, MWB is involved in active work throughout the states of Florida, Mississippi, Texas, and other states and counties for all manner of marketing/advertising needs, including economic development.

Each of our clients is given a clear marketing strategy, as well as distinct paid media campaigns that may also be the result of their individual budget. No cloned campaigns or formulas are used, and each group receives its own set of assets and ROI metrics. We observe no conflicts of interest or any other reason that should disqualify us from continuing to partner with Charlotte County's Economic Development Office.

I. REQUIRED FORMS

Addenda Acknowledgement



PURCHASING DIVISION

Charlotte County Administration Center
18500 Murdock Circle, Suite 344
Port Charlotte, Florida 33948-1094

Phone 941.743.1378
Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JULY 8, 2025

RE: ADDENDUM #1, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

ITEM # 1 QUESTIONS/ANSWERS

Q1. Could you confirm if the \$99,000 annual budget is strictly for creative/services, or if travel expenses (if required) would be billed separately?

A1. \$99,000 includes travel. Any travel expenses would need to be incorporated into the hourly rate fee.

Q2. Are there specific target industries or geographic regions the County prioritizes for the "lead generation campaigns" mentioned in RP-21?

A2. There are specific industries and locations we will strategically target.

Q3. For "interactive asset maps" and "videography," should we assume the County will provide raw GIS data/visual assets, or will the vendor handle sourcing?

A3. Charlotte County will provide raw GIS data.

Q4. Does the County prefer a fixed-fee or hourly-rate structure for tasks like "website updates" and "newsletter support" under RP-21?

A4. We prefer an hourly rate.

Q5. Are there existing brand guidelines or messaging frameworks the awarded vendor must adhere to?

A5. We have a branding guide with colors/logos, PCS branding, Cleared4takeoff, Live in Paradise and several campaigns that directly support our strategic goals.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett

Kimberly Corbett, C.P.M., CPPB
Senior Division Manager - Purchasing

KC/at

cc: Clerk
File



PURCHASING DIVISION

Charlotte County Administration Center
18500 Murdock Circle, Suite 344
Port Charlotte, Florida 33948-1094

Phone 941.743.1378
Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JULY 18, 2025

RE: ADDENDUM #2, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

ITEM # 1 QUESTIONS/ANSWERS

- Q1. Is funding for this project through a grant, general budget line item, or a special allocation?**
A1. Budget line item.
- Q2. The RFP notes that vendors can be renewed for up to two additional one-year terms for a total of three years. Will the existing vendor be eligible/bidding on the project?**
A2. Yes.
- Q3. I believe the existing vendor has been providing services for you for three total years, since 2022.**
A3. Yes.
- Q4. Are you unhappy with the service/outcomes you received from the existing vendor and are now looking for a new vendor or is this RFP just a procurement requirement in order to renew the existing vendor's contract?**
A4. We are changing the scope of services and, as a result, need to conduct a competitive comparison to ensure we select the vendor that best aligns with our updated requirements. This RFP is part of a genuine evaluation process and is not simply a formality.
- Q5. Is there a preference for a local vendor?**
A5. Charlotte County does not have a local preference.
- Q6. Have the personnel who will serve as Selection Committee Evaluators changed since the last review?**
A6. Some, not all.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett

Kimberly Corbett, C.P.M., CPPB
Senior Division Manager - Purchasing

KC/at

cc: Clerk
File



PURCHASING DIVISION

Charlotte County Administration Center
18500 Murdock Circle, Suite 344
Port Charlotte, Florida 33948-1094

Phone 941.743.1378
Fax 941.743.1384

TO: PROSPECTIVE PROPOSERS

DATE: JULY 24, 2025

RE: ADDENDUM #3, RFP NO. 20250502, ECONOMIC DEVELOPMENT MARKETING SERVICES - ANNUAL

PROPOSAL DUE DATE: 3:00 p.m. (EST), JULY 29, 2025

Firms are hereby notified that this addendum shall be made a part of the above-named proposal and contract documents. The following are issued to revise/clarify the proposal and contract documents, and these items shall have the same force and effect as the original proposal and contract documents. Proposals to be submitted on the above-specified date at Purchasing shall conform to the revisions and clarifications as listed herein.

ITEM # 1 QUESTIONS/ANSWERS

Q1. We understand that media buys are not included in the stated annual agency budget, but does the \$99,000 budget include the production of print advertising and collateral materials?

A1. The \$99,000 budget includes the design and development of all or portions of our advertising and collateral materials; however, actual printing may be handled locally and is not necessarily included in the budget.

Q2. Does the Charlotte County Economic Development Office wish to keep the "Your Business. Cleared for Takeoff." messaging and branding, or is the Office interested in a potential rebrand or brand evolution? If the latter, should we and may we include initial brand strength evaluators and brand strategy consultation in our proposal? Or should responses be geared only toward marketing activation and program management?

A2. Rebranding is not planned for this budget cycle; however, we are open to fresh ideas and brand evolution that help set us apart.

Q3. Will you share any existing marketing strategies and strategic plans that may be helpful in the formation of the proposal?

A3. Yes (see attached), however we are open to fresh/new ideas and approaches.

Q4. Will the contractor be expected to provide social media management services, such as regularly scheduled posting, community engagement, and account management?

A4. Typically no, this is usually done in-house, but that could change depending on future needs.

Q5. Are you interested in public relations services to further economic development marketing efforts?

A5. Typically no, this is usually done in-house, but that could change depending on future needs.

Q6. Is there an incumbent agency for this project?

A6. Maris West and Baker, Inc.

This addendum is binding and is to be considered as if contained within the original proposal documents of RFP No. 20250502. Firms are required to acknowledge receipt of this addendum on their proposal forms.

Kimberly Corbett

Kimberly Corbett, C.P.M., CPPB
Senior Division Manager - Purchasing

KC/at

cc: Clerk
File

Submittal Signature Form

PART IV - SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. 1 Dated July 8th Addendum No. 2 Dated July 18th Addendum No. 3 Dated July 24th
Addendum No. _____ Dated _____ Addendum No. _____ Dated _____ Addendum No. _____ Dated _____

Type of Organization (please check one):

INDIVIDUAL
CORPORATION

(☐)
(☒)

PARTNERSHIP
JOINT VENTURE

(☐)
(☐)

Maris, West & Baker, Inc
Firm Name

601. 951. 0963 / 601. 668. 9802
Telephone

MWB
Fictitious or d/b/a Name

64-0501262
Federal Employer Identification Number (FEIN)

18 Northtown Drive
Home Office Address

Jackson, MS 39211
City, State, Zip

55
Number of Years in Business

225 Mic-co Avenue Sebring, FL 33870
Address: Office Servicing Charlotte County, other than above

Erica Robinson Sittler
Name/Title of your Charlotte County Rep.

601. 668. 9802
Telephone

Tim Mask
Name/Title of Individual Binding Firm (Please Print)

X Tim Mask
Signature of Individual Binding Firm

July 28, 2025
Date

tim.mask@mwb.com
Email Address

(This form must be completed & returned)

Drug-Free Workplace Form

DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that Maris, West & Baker, Inc
does: (name of business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.


Proposer's Signature

July 28, 2025
Date

NAME OF FIRM Maris, West & Baker, Inc (MWB)
(This form must be completed and returned)

Human Trafficking Affidavit

**HUMAN TRAFFICKING AFFIDAVIT
for Nongovernmental Entities Pursuant To FS. §787.06
Charlotte County Contract #20250502**

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
3. Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.
4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

Tim Mask
Signature

Tim Mask
Printed Name

Chairman & CEO
Title

Maris, West & Baker, Inc
Nongovernmental Entity (correct)

July 28, 2025
Date

END OF PART IV

NAME OF FIRM Maris, West & Baker, Inc. (mwb)
(This form must be completed and returned)

THANK YOU.
WE'RE EXCITED
TO HELP YOU BUILD YOUR
CREATIVE FIRE

MWB is a creative company that focuses
on creating positive social impact while
helping partners maximize their brands.
#CreateForGood



MWB

We create for good.