



**MARKETING
ALLIANCE**

Economic Development Marketing Services

Charlotte County Economic Development

Prepared for:

**Kay Tracy
Sean Doherty
Maureen Broderick**

Sent:

July 29 2025

David Petr
CEO
Marketing Alliance

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**MARKETING
ALLIANCE**

Kay Tracy, Economic Development Director
Sean Doherty, Tourism Development Director
Maureen Broderick, Recreation Manager - Community Services
18500 Murdock Circle, Port Charlotte, FL 33948

Dear Professional Services Committee,

We are excited for the opportunity to be considered once again as Charlotte County's economic development marketing partner. Having worked closely with your team in the past, we know the County, its assets, and its vision. This familiarity allows us to hit the ground running and deliver a new level of creativity and results that build on what we accomplished together before.

Our history with Charlotte County has given us a deep understanding of your value proposition and priorities. Many of our team members, including web developers, designers, and graphic artists, live, work, and play in Charlotte County, giving us a local perspective that strengthens every campaign and creative concept we develop. Over the years we have helped create materials and messaging that remain relevant today, and we are eager to bring that insight forward with new ideas and a refreshed approach.

Since our last work with the County, Marketing Alliance has evolved significantly. Our company has expanded its creative capabilities, grown our team with new talent and expertise, and implemented advanced tools and technologies to make our campaigns more impactful and measurable. For over 24 years, we have partnered with more than 450 communities nationwide, giving us unmatched experience in what drives results for economic development organizations. We are now positioned to bring Charlotte County even more value by combining that national expertise with the local knowledge and familiarity we already have.

Our approach is to work as a true extension of the Charlotte County Economic Development Office. We will deliver innovative strategies, creative assets, and targeted campaigns that will help Charlotte County stand apart from competitors, connect with decision-makers, and reach both domestic and international audiences. To ensure the County receives exceptional value, we will offer ongoing strategic planning at no cost, leading monthly in-person or virtual meetings with Charlotte County to shape campaign strategy, define economic development priorities, and ensure every marketing effort is both creative and strategically driven. In addition, we will provide the first 100 hours of service at no cost, a \$17,500 value, to accelerate initial strategy, planning, and creative work without impacting the County's annual budget.

Thank you for considering Marketing Alliance for this important engagement. We look forward to the opportunity to demonstrate how our evolved capabilities, local insight, and national experience make us the ideal partner to advance Charlotte County's economic development goals.

All the best,

David Petr, CEO
Austin, Texas | Celebration, Florida
dpetr@marketingallianceinc.com

Marketing Alliance and Charlotte County

For over 24 years, Marketing Alliance has been a trusted partner in transforming communities across the United States into thriving economic powerhouses. Operating in 29 states and serving more than 450 communities, we bring a wealth of knowledge and experience to every project we undertake. Our team of 10 dedicated professionals combines over 135 years of collective expertise in economic development and digital innovation. We specialize in creating customized solutions that include strategic planning, website development, digital marketing campaigns, video production, lead generation, and tailored services to meet each community's unique needs.

We are proud to have successfully partnered with municipalities, counties, and economic development organizations nationwide. By understanding the unique characteristics of each region and industry we serve, we're able to deliver targeted insights and strategies that drive real, measurable impact. Our comprehensive approach ensures that every project is delivered on time and upholds the highest standards of quality, consistently positioning our clients for long-term success.

Marketing Alliance was founded in 2001 and is owned by David Petr, who leads the company as its CEO. The firm has operated continuously since its founding, providing marketing, branding, and strategic services to economic development organizations across the United States. Marketing Alliance is registered as a business entity in the State of Florida and holds a Federal Employer Identification Number (FEIN): **64-0946812**.



Project Leads



David Petr
CEO / Strategy

Clients can expect significant results from Marketing Alliance through the leadership of David Petr, owner and CEO of this purpose-driven company. Spanning over 30 years, his career has included running traditional advertising agencies as well as spearheading economic development organizations in Texas, Florida and Maryland. Unique to the economic development marketing industry, Marketing Alliance is the only company guided by a former economic development CEO.

David's marketing work has earned national accolades and his economic development work has resulted in thousands of jobs created and billions of dollars facilitated. He finds fulfillment in understanding the value proposition of a place, telling its story well, and expanding project pipelines to benefit the residents of clients' communities.

**Jon Maynard***Strategy*

Jon guides the Marketing Alliance team in creating strategies that align with our clients' specific economic development challenges and goals. His strategic approach has been instrumental in several economic development positions, most notably with Lafayette and Winston Counties in Mississippi. In these roles, he developed innovative workforce programs that received the maximum funding awards from the Tennessee Valley Authority and established new benchmarks in community-focused marketing and talent development. Jon's focus involves crafting marketing solutions that are successful, resilient and adaptable in achieving immediate objectives, ensuring sustainable growth and long-term success in dynamic markets.

**Mark Kitchens***Design*

For over 20 years at Marketing Alliance, Mark has worked with over 400 clients on 460+ websites, 70+ branding projects and 100+ digital marketing campaigns to help communities become better places to live and work. He's best at directing the creative team to hit our client's moving targets and at being adaptable in an environment where each client has different challenges, strengths and opportunities. Among other accomplishments, last year, Mark successfully rebranded Facility Logix, a leading Life Science consultancy in Maryland, as well as Kentucky Cornerstone – a new economic alliance in Kentucky. Mark's super power is hearing what the client needs and creating tools to promote the unique selling points of their city, county, region, state or organization.

**Porter Foster***Online Experiences*

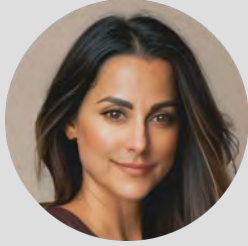
Porter has built hundreds upon hundreds of websites. He actually lost count around 300, many years ago. At Marketing Alliance, Porter is more than a programmer. He's a problem-solver, guide, teacher and a life-long resource for our clients. Porter knows how powerful a tool a website can be in showcasing the strengths of a community 24/7. Because of his decades-long tenure developing economic development websites, Porter is able to create user experiences and content journeys that the site selection and company decision maker worlds react to. His solutions are never off the shelf, and always inspired to be as unique as the client communities we serve. If you have visited a handful of economic development websites recently, chances are, you have seen his work.

**Jenny Updike***Project Management*

Jenny has always loved helping people. With a background in the medical field, Jenny's organizational skills, attention to detail, and passion for providing support has quite literally saved lives in the operating room and is now being utilized to provide dedicated oversight for the success of each of our client's projects and priorities. She brings years of management experience from a variety of dynamic environments to the team and is committed to providing first class service, consistent communication, and efficient solutions.

**Kirsten Hill***Videographer*

Kirsten is creative to her core. She is a film editor, camera operator, graphic designer, and web designer, with editing being her primary passion. Prior to Marketing Alliance, Kirsten, along with her business partners, launched their own production company, New Angle Films in Charlotte, North Carolina. Today, Kirsten uses her extensive creative skills to enhance the products and services Marketing Alliance offers to our customers.

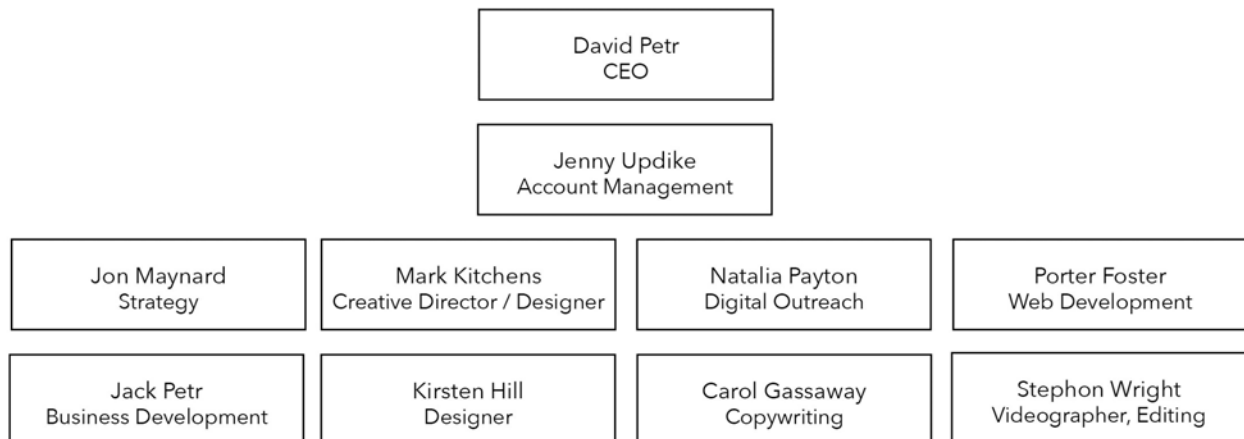


Natalia Diaz-Payton

Digital Outreach

Natalia is an award winning content and digital marketer with over a decade of delivering superior branding experiences. Natalia leverages 15 years of industry experience and digital technology to understand prospect behavior, deliver highly-targeted digital campaigns and influence decision makers to take action. As an expert in digital communications, her recent workforce attraction campaign saw a 286% increase in positive reactions on Facebook for Henderson, Kentucky. And, Natalia's dedicated email blast to site selectors and decision makers for Kentucky Cornerstone identified 27 company leads. She puts our clients' goals at the forefront of everything she does – from negotiating media buys, implementing digital campaigns and adapting to trends and algorithms that can (and do) change overnight. As an ally to economic development digital media leadership, she partners with them to create new or hybrid solutions that are untraditional, powerful and set Marketing Alliance clients apart in an often cluttered space.

Organizational Chart



The following chart reflects the structure of Marketing Alliance's full-time team, which manages the strategy, creative, and execution of client projects. In addition to our in-house staff, we are actively expanding our team through full-time hires to continue strengthening our capabilities. We also maintain the flexibility to contract with approved subcontractors and specialized partners when needed, allowing us to scale resources and ensure we can meet Charlotte County's needs with the right expertise and bandwidth at any stage of the engagement.

Overview

Charlotte County is focused on elevating its visibility and appeal to businesses, site selectors, developers, and investors by implementing a marketing approach that is innovative, adaptable, and results-driven. Marketing Alliance will work alongside the Charlotte County Economic Development Office as a true partner, providing the expertise, creativity, and flexibility needed to promote the County as a premier destination for business growth and investment.

Our team will deliver a comprehensive set of marketing services designed to reflect Charlotte County's brand identity while introducing forward-thinking ideas and campaigns that help the County stand out in a competitive marketplace. This includes strategic planning, targeted lead generation, creative development, digital support, visual storytelling, analytics, and year-round collaboration to ensure that each initiative not only meets immediate objectives but also contributes to the County's long-term vision.

The following sections outline how Marketing Alliance approaches each of these service areas. Together, they create a cohesive framework that supports Charlotte County's commitment to breaking the mold in economic development marketing and achieving measurable success across all initiatives.

Scope of Services

Strategic Marketing and Planning

Marketing Alliance partners with Charlotte County to build a marketing framework that reflects the County's unique strengths and growth priorities. Our role is to help translate the County's vision into a structured, flexible plan that can adapt to changing conditions, new opportunities, and evolving priorities throughout the year. We ensure that every element of the strategy reinforces Charlotte County's position as a desirable location for business expansion and investment, while maintaining alignment with its established brand identity and current campaigns.

Our Approach:

- Conduct detailed discovery sessions with County leadership to define target industries, geographic priorities, and specific business sectors to emphasize in outreach
- Review all existing brand assets, including Cleared4Takeoff, Live in Paradise, PCS branding, and supporting campaigns, to build a cohesive marketing framework that leverages what is already working while introducing fresh ideas
- Develop a comprehensive annual marketing plan that maps out strategic initiatives, suggested timelines, and recommended marketing channels, ensuring resources are allocated effectively across the annual budget
- Create campaign concepts that stand apart from traditional economic development outreach by incorporating interactive elements, dynamic storytelling, and high-impact visuals
- Establish a structured process for quarterly or mid-year reviews with County staff to evaluate performance, discuss adjustments, and quickly pivot to seize new opportunities or respond to market shifts
- Integrate data-driven insights into planning, using tools like HubSpot to track engagement, monitor lead activity, and refine campaigns based on measurable performance

This approach provides Charlotte County with a clear, actionable roadmap that not only elevates its visibility to site selectors and industry decision-makers but also ensures each marketing initiative remains adaptable and effective throughout the year.

Lead Generation and Targeted Campaigns

Generating qualified leads and connecting Charlotte County with site selectors, industry leaders, and developers requires a proactive approach that blends research, outreach, and targeted marketing. Marketing Alliance works closely with the County to design and implement campaigns that not only capture attention but also nurture relationships with decision-makers, ensuring the County's message reaches the right audiences at the right time.

Our Approach:

- Identify and segment target audiences based on Charlotte County's economic development priorities, focusing on industries and geographies defined during planning sessions
- Develop tailored outreach campaigns using digital advertising, email marketing, direct outreach, and custom landing pages to engage decision-makers
- Coordinate with the County's HubSpot marketing system to track engagement, manage contact lists, and create automated follow-up sequences that convert prospects into active conversations
- Craft messaging that highlights Charlotte County's competitive advantages, supported by visuals and case studies that resonate with target audiences
- Implement ongoing lead capture strategies across digital channels, including website integration and interactive forms, to build a qualified database of prospects
- Monitor campaign performance using analytics, providing recommendations to adjust messaging, refine targeting, or reallocate resources to the highest-performing channels
- Collaborate with the County to ensure all campaigns complement broader initiatives, such as regional branding efforts and partnerships with developers or local stakeholders

This process allows Charlotte County to maintain a consistent, targeted presence in the market, ensuring that every campaign contributes to building awareness, generating leads, and advancing long-term business recruitment and retention goals.

Creative Development and Brand Alignment

Effective economic development marketing depends on compelling creative that reflects the community's identity and communicates its advantages with clarity and impact. Marketing Alliance works with Charlotte County to develop creative assets that align with existing brand elements while introducing new concepts that help the County stand out in a competitive market. Every piece of creative is designed to reinforce the County's messaging across digital, print, and in-person channels.

Our Approach:

- Audit Charlotte County's current branding materials, including Cleared4Takeoff, Live in Paradise, and PCS branding, to ensure all creative outputs remain consistent with the County's visual and messaging standards
- Develop fresh campaign concepts, visual styles, and messaging themes that elevate the County's identity and appeal to site selectors, developers, and corporate decision-makers
- Produce advertising concepts for print, digital, and social media that highlight the County's assets, investment opportunities, and lifestyle advantages
- Design collateral such as brochures, one-sheets, and presentation materials that can be tailored to different target audiences and uses
- Ensure all creative materials are optimized for multiple channels, from online campaigns to direct mail to trade show presentations
- Provide copywriting and content development that blends persuasive storytelling with data-driven messaging to strengthen the County's appeal
- Incorporate innovative creative techniques, such as dynamic graphics and interactive elements, to make Charlotte County's marketing efforts distinctive and memorable

This approach allows Charlotte County to maintain a unified and professional brand presence while introducing innovative creative that supports lead generation, outreach, and long-term economic development initiatives.

Digital Presence and Website Support

A strong digital presence is essential for positioning Charlotte County as a top destination for business expansion and investment. Marketing Alliance helps ensure that the County's online platforms remain current, engaging, and optimized to capture interest from site selectors, developers, and other key audiences. Our team supports ongoing website updates and enhancements, while also creating campaign-specific digital assets that elevate visibility and drive engagement.

Our Approach:

- Conduct regular reviews of the County’s existing website to identify opportunities for improved functionality, usability, and content alignment with current marketing priorities
- Create landing pages tailored to specific campaigns and promotions, ensuring a seamless user experience for prospects and site selectors
- Implement updates to website content, imagery, and navigation as needed, providing quick turnarounds to keep information accurate and compelling
- Integrate interactive features such as GIS-driven asset maps, lead capture tools, and analytics dashboards to enhance the site’s ability to inform and engage prospects
- Optimize website performance for mobile and desktop users, with a focus on speed, accessibility, and user-friendly navigation
- Coordinate all updates with the County’s internal team to ensure consistency with ongoing initiatives and timely approvals
- Leverage analytics and data from the County’s HubSpot system to evaluate visitor behavior, track campaign effectiveness, and recommend website adjustments that improve lead generation

This process ensures Charlotte County’s digital platforms remain powerful tools for showcasing the County’s opportunities, supporting outreach efforts, and converting interest into actionable leads for the economic development team.

Video, Photography, and Interactive Media

Dynamic visuals are central to Charlotte County’s goal of breaking through traditional economic development marketing and capturing attention from target audiences. Marketing Alliance provides video, photography, and interactive content that highlight the County’s assets, quality of life, and development opportunities in ways that are both informative and memorable. These materials are created to support a range of initiatives, from lead generation campaigns to presentations and digital engagement.

Our Approach

- Plan and produce video content, including short-form videos designed to quickly engage prospects and overview videos that highlight the County’s advantages for relocation and expansion
- Capture high-quality drone videography and photography to showcase industrial sites, commercial developments, and lifestyle amenities
- Incorporate innovative elements such as motion graphics, 3D animation, or interactive overlays when appropriate to create compelling visual stories
- Develop interactive tools like asset maps and visual presentations that enhance engagement at trade shows, in meetings, and on digital platforms
- Coordinate closely with County staff to identify priority sites, storylines, and messages for each production effort
- Ensure all visuals align with Charlotte County’s branding guidelines and integrate seamlessly into broader campaigns and digital platforms
- Provide editing, formatting, and delivery in multiple formats so videos and images can be used across websites, social media, presentations, and marketing materials

By creating visual and interactive content that stands out and captures attention, we help Charlotte County present its opportunities with clarity and impact, ensuring prospects understand the County’s value and potential from the first point of contact.

Analytics, Reporting, and Optimization

For Charlotte County’s marketing efforts to remain effective and adaptable, every initiative must be measured and analyzed. Marketing Alliance incorporates tracking and reporting into all campaigns to help the County understand performance, make informed decisions, and adjust strategies as needed throughout the year. By using the County’s HubSpot system and other analytics tools, we ensure that marketing efforts deliver measurable results and stay aligned with the County’s goals.

Our Approach

- Set up tracking systems for all campaigns, including digital advertising, email outreach, and landing page engagement, to measure key performance indicators
- Integrate data from the County’s HubSpot platform to monitor lead activity, assess audience behavior, and identify conversion trends

- Provide regular performance reports with actionable insights, highlighting which campaigns, messages, and channels are delivering the strongest results
- Recommend adjustments to improve reach, engagement, and lead generation based on data-driven findings
- Track and evaluate the effectiveness of new creative concepts, interactive tools, and digital assets to determine their impact on awareness and lead quality
- Collaborate with County staff to ensure all reporting is clear, relevant, and supports decision-making for ongoing and future campaigns
- Maintain an adaptive approach, using analytics to refine audience targeting, messaging, and media allocations throughout the year

This approach provides Charlotte County with a clear understanding of what is working, what can be improved, and how marketing efforts can be fine-tuned to maximize results. By leveraging data and ongoing insights, we help the County make confident decisions that advance its economic development objectives.

Collaboration and Ongoing Support

Marketing Alliance views our relationship with Charlotte County as a true partnership. Our role is to provide ongoing expertise, creativity, and responsive support throughout the year to ensure every initiative is successful and aligned with the County's evolving priorities. We understand Charlotte County's commitment to "breaking the mold" with its marketing efforts, and we help deliver that by introducing innovative ideas, tools, and tactics that stand apart from standard approaches in the industry. From day-to-day tasks to strategic planning, we work as an extension of the County's economic development team, ensuring every project reflects this forward-thinking vision.

Our Approach

- Establish regular check-ins with Charlotte County staff to review progress, discuss campaign performance, and identify opportunities for adjustment or expansion
- Provide flexible support for projects and initiatives that emerge throughout the year, ensuring the County can quickly act on new opportunities
- Coordinate with internal teams and external stakeholders to keep messaging, branding, and campaign execution consistent across all channels
- Offer rapid turnaround for updates to creative, website content, and digital assets to meet the demands of active campaigns and events
- Deliver clear communication on project timelines, milestones, and deliverables so County staff remain informed at every stage
- Make recommendations for innovative strategies, tools, and campaigns that help Charlotte County break away from traditional economic development marketing approaches
- Serve as a responsive partner for strategic discussions, whether through scheduled reviews or on-demand consultations, to ensure alignment on priorities and tactics

By taking this collaborative, flexible approach, Marketing Alliance ensures Charlotte County has the expertise and creativity needed to break the mold, remain competitive, and successfully advance its economic development goals.

Experience and References

Marketing Alliance has a long history of providing strategic, creative, and results-focused marketing solutions for economic development organizations across the country. The following organizations represent a selection of current and recent clients where we have delivered marketing and strategic support that aligns closely with the priorities of Charlotte County. Each listing includes contact information and a brief description of the work we have performed. The Professional Services Committee is welcome to reach out to these organizations to learn more about the relationships we have built and the outcomes we have achieved for our clients.

North Florida Economic Development Partnership

Jeff Hendry, Executive Director
3200 Commonwealth Blvd
Tallahassee, FL 32303

(850) 443-7103
jhendry@fsu.edu
www.nflp.org



Work Performed:

Marketing Alliance has worked with the North Florida Economic Development Partnership over several years to support its regional marketing and business recruitment goals. Our work has included the development of multiple iterations of the NFEDP website, each designed to reflect the region's evolving priorities and showcase key assets across its 14-county footprint. We also created custom mapping software to help visualize available sites and infrastructure, and produced a wide range of marketing collateral, including flyers, testimonial videos, drone footage, and regional overview videos. Additionally, our team supported NFEDP with lead generation tools and digital outreach strategies to enhance engagement with site selectors and prospective businesses.

Fannin County Development Authority

Erick Youngberg, Executive Director
400 West Main Street, Suite 100
Blue Ridge, GA 30513

(706) 632-4450
economicdevelopment@fannincountyga.org
www.fannindevelopment.com



Work Performed:

Marketing Alliance collaborated with the Fannin County Development Authority to redefine their marketing strategy through stakeholder engagement and targeted brand positioning. We developed and launched a new website, managing copywriting, graphic design, and programming to create a seamless user experience. Additionally, we produced a series of testimonial videos and captured high-quality drone footage to highlight the area's unique attractions and quality of life. This effort helped elevate the county's visibility and strengthen its appeal to businesses, visitors, and residents.

Hondo Economic Development

Sean Patty, Executive Director
700 Vandenberg Rd
Hondo, TX 78861

(830) 741-8319
spatty@hondo-tx.org
www.growhondotx.com



Work Performed:

Marketing Alliance partnered with Hondo Economic Development to develop a comprehensive marketing strategy aimed at increasing the city's visibility and engagement with key audiences. Our work included conducting a market assessment, creating marketing materials, launching a new website, and implementing digital marketing campaigns to strengthen the city's presence. By aligning branding, content, and outreach efforts, we helped Hondo enhance community engagement, attract investment, and position itself for long-term growth.

Colton Economic Development

Tom Welch, Economic Development Manager
659 N La Cadena Drive
Colton, CA 92324

(909) 370-6170
twelch@coltonca.gov
www.coltonmeansbusiness.com



Work Performed:

Marketing Alliance partnered with Colton Economic Development to create a modernized, user-friendly website that enhanced the city's digital presence. As part of this initiative, we produced a series of testimonial videos and captured high-quality drone footage, showcasing key local assets, community highlights, and quality-of-life offerings. The project focused on developing an engaging digital experience to increase awareness, attract visitors, and strengthen the city's brand identity.

Craig Economic Development

Shannon Scott, Economic Development Manager
300 W 4th Street
Craig CO, 81625

(970) 826-2020
sscott@ci.craig.co.us
www.discovercraig.com



Work Performed:

Marketing Alliance has partnered with Craig Economic Development in Colorado to provide a full range of marketing and branding services that strengthen the community's visibility and support local growth. Our work has included the development of a new website to showcase Craig's economic opportunities, as well as videography and branding efforts to highlight the community's assets. We have supported both the organization and local developers through digital marketing campaigns, designed site flyers, and produced a variety of marketing materials aimed at attracting investment and promoting residential development. These efforts have helped position Craig as a vibrant community for businesses, developers, and new residents.

Kilgore Economic Development Corporation

Lisa Denton, Executive Director
1001 Synergy Blvd, Suite 100
Kilgore, TX 75662

(903) 983-3522
ldenton@kilgore-edc.com
www.kilgore-edc.com



Work Performed:

Marketing Alliance has partnered with Kilgore Economic Development Corporation on a wide range of initiatives to strengthen the organization's visibility, marketing infrastructure, and long-term strategy. Our work has included developing a modern, user-friendly website to serve as a platform for business recruitment, as well as producing professional videography, photography, and drone footage to showcase Kilgore's sites, assets, and community appeal. We also conducted a comprehensive strategic planning process, working closely with board members and staff to establish clear priorities, actionable goals, and a refreshed vision for economic growth. Through these efforts, we have helped Kilgore EDC elevate its digital presence, improve outreach to target industries, and align its efforts with long-term development objectives.

Website Examples




Our team at Marketing Alliance has a proven track record of developing and executing successful digital marketing strategies that drive growth and engagement. Below are some examples of our recent website projects, showcasing our expertise in creating user-friendly, visually appealing, and highly functional websites that effectively communicate our clients' value propositions and support their strategic goals.

The screenshot shows the homepage of the Hondo Economic Development website. At the top is a navigation bar with the Hondo logo, contact information, and social media links. Below the navigation bar is a large hero image of a water tower with 'HONDO Home of the OWLS' written on it. To the left of the main text is a map of Texas highlighting Hondo's location. The main text reads 'WE'RE READY TO BUILD YOUR SUCCESS.' followed by a paragraph about Hondo's location and amenities. Below this are two location pins indicating distances from San Antonio and Austin, and a 'VIEW MAPS' button. At the bottom left, there is a 'TESTIMONIAL VIDEOS' section featuring a video of Billie Bell, CEO of Medina Healthcare Systems, with a 'MORE VIDEOS' button below it.	<h3>Hondo Economic Development</h3> <p>www.growhondotx.com</p> <p><i>Economic Development Organization</i></p> <p>Client Contact: Sean Patty, Executive Director 830.741.8319 spatty@hondo-tx.org</p>
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Colton, California | 909.370.6170 | [G](#)

[SITE SELECTION](#) [REGIONAL DATA](#) [BUSINESS RESOURCES](#) [ABOUT US](#)



COLTON MEANS BUSINESS

CALIFORNIA'S HUB CITY

► **INLAND EMPIRE AT YOUR DOOR**

All 40 miles between Highway 99 and the Colorado River are within Southern California's Inland Empire and the 10 largest metropolitan areas. Inland Empire's location provides access to major highways and the Colorado River, the California State Water Project and the Colorado River Aqueduct, and the Colorado River Aqueduct.

COLTON, CALIFORNIA INFOGRAPHICS

53,918 population	\$56,054 average household income	5.5% population growth since 10 years
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WATCH OUR TESTIMONIALS

We are a business-friendly community and a great location to grow your business in the City of Colton.

FRANK TURNER
Mayor, City of Colton

► **FEATURED PROPERTY**


HUB CITY CENTRE MIXED USE RETAIL/BUSINESS PARK DEVELOPMENT

Located in the heart of Colton, this development is a prime location for retail and business. The 200-acre site is zoned for retail, residential, office and housing. The City of Colton has provided an advanced master plan, including for retail and business park, residential, office and housing, and an environment with green fields, open spaces, and a beautiful view of the Colorado River.

Colton Means Business! We hope you will see the opportunity to join with the City of Colton.

TOTAL ACRES: 200.00 ACRES

[View All Featured Properties](#)



Colton Economic Development

www.coltonmeansbusiness.com

Economic Development Organization

Client Contact:

Tom Welch, Economic Development Manager
909.370.6170 | twelch@coltonca.gov

HARLINGEN ECONOMIC DEVELOPMENT CORPORATION

[SPECIAL HARLINGEN](#) [FREE EMPLOYER](#) [SPECIAL INDUSTRIES](#) [GROW WITH US](#) [EXPERIENCE LIFE](#) [MEET HERE](#)



A GREAT PLACE FOR BUSINESS

CROSSROADS OF NEARSHORING

Harlingen puts global opportunity at your door. In a vibrant, business-friendly setting at the strategic center of the Rio Grande Valley, the Rio Grande Valley (made up of four contiguous counties in South Texas) is ranked the 4th fastest growing area in the U.S. and is projected to grow from 1.5 million to 2.5 million residents by 2040. Here at the Crossroads of Nearshoring, markets, talent, and advantages converge as residents thrive alongside corporations in new industries.

ABUNDANTLY AFFORDABLE

In one of the nation's most affordable urban areas, Harlingen not only provides a great cost of living, but it's also a competitive cost for doing business.

MINUTES FROM MAQUILADORA PLANTS

Just minutes away, Harlingen's international bridge to Mexico offers rapid access to over 400 dynamic manufacturers of leading global manufacturers.

GLOBAL ACCESS WITH EASE

Across the border, across the world, Harlingen's perennial leadership in logistics, port, and air-trail-based economic and global driving.

[Discover More](#)

Harlingen Economic Development Corporation

www.harlingenedc.com

Economic Development Organization

Client Contact:

Orlando Campos, Executive Director
956.216.5081 | ocampos@harlingenedc.com



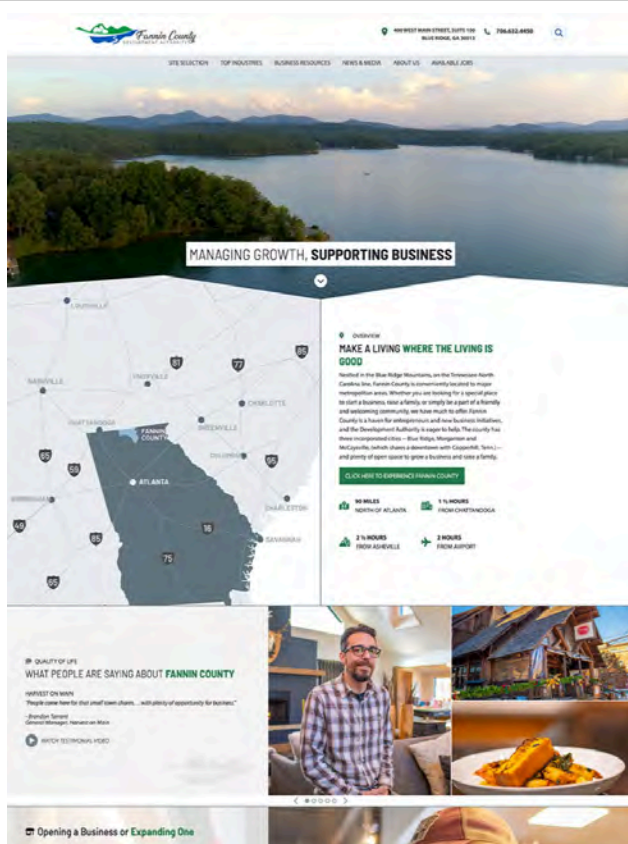
North Florida Economic Development Partnership

www.nflp.org

Regional Development Organization

Client Contact:

Jeff Hendry, Executive Director
850.443.7103 | jhendry@iog.fsu.edu



Fannin County Development Authority

www.fannindevelopment.com

Economic Development Organization

Client Contact:

Erick Youngberg, Executive Director
706.632.4450
| economicdevelopment@fannincountyga.org

Videography Examples

Marketing Alliance specializes in crafting dynamic videos that immediately capture attention and set the tone for engaging user experiences. These videos integrate striking visuals, motion graphics, and compelling storytelling to highlight the strengths of our clients' communities and businesses. Below are examples of our projects that elevate websites with impactful visual introductions.

North Florida Economic Development Partnership - Website Header

[Click Here to View Video](#)



Craig CO Economic Development - Overview

[Click Here to View Video](#)



City of Sunrise FL - Overview

[Click Here to View Video](#)



Testimonial Examples

Marketing Alliance excels in producing testimonial videos that highlight authentic stories from community leaders, business owners, and residents. These videos connect emotionally with viewers, building trust and showcasing the unique advantages of our clients' regions. Below are examples of testimonial videos that effectively communicate success stories and foster engagement.

Hondo EDC - Corrigan Air Testimonial

[Click Here to View Video](#)



Harlingen EDC - Distinctive Drafting & Design LLC

[Click Here to View Video](#)



Wolfforth EDC - Frenship ISD

[Click Here to View Video](#)



Video-Driven Social Media Examples

Marketing Alliance specializes in crafting dynamic videos that immediately capture attention. These videos integrate striking visuals, motion graphics, and compelling storytelling to highlight the strengths of our clients' communities and businesses. Below are examples of our projects that elevate marketing with impactful visual introductions.

Orange TX - Social Media Video "Economic Development"

[Click Here to View Video](#)



Orange TX - Social Media Video "Tourism"

[Click Here to View Video](#)



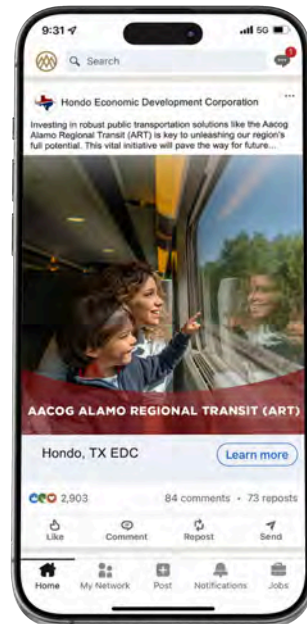
Orange TX - Social Media Video "Quality of Life"

[Click Here to View Video](#)



Static-Image Social Media Examples

Here are examples of digital marketing collateral, showcasing our expertise in creating engaging content, strategic outreach, and impactful designs. Each piece is tailored to connect with target audiences, drive engagement, and deliver measurable results across various platforms.



Site Drone Video Examples

Marketing Alliance is dedicated to producing high-quality, visually stunning drone videos that showcase the unique features and advantages of our clients' sites. Below are examples of our drone video projects, highlighting our ability to capture dynamic aerial footage that enhances storytelling, engages audiences, and supports our clients' marketing and promotional efforts.

LEAP Lebanon

[Click Here to View Video](#)



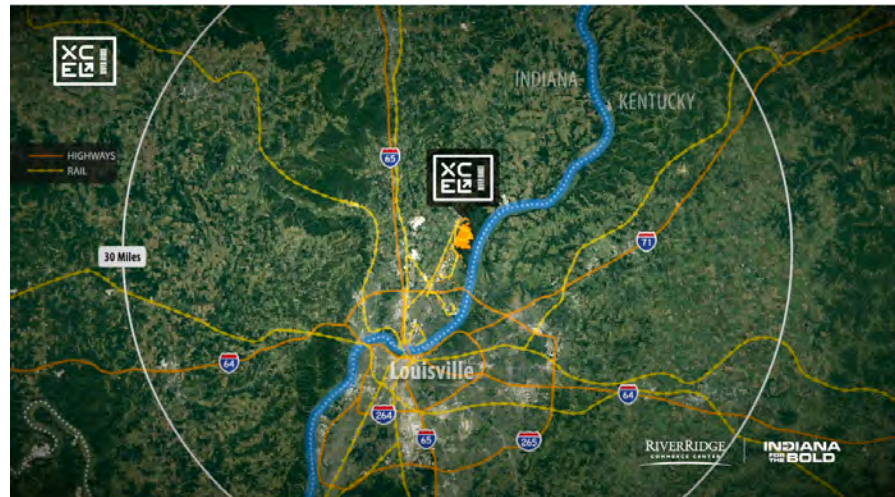
Resilient Technology Park

[Click Here to View Video](#)



River Ridge

[Click Here to View Video](#)



One-Sheet Examples

Below are examples of one-sheets we have created for past clients, designed to effectively communicate key messages, highlight investment opportunities, and engage stakeholders.

HENDERSON™

LIFE SCIENCES & HEALTHCARE



Today's healthcare evolves rapidly and continually. Location support must do the same.

Henderson facilitates leading edge innovation through professional excellence in sync with current needs and through visionary support that anticipates the future. Healthy growth for the healthcare sector begins with an experienced, highly trained and dedicated workforce. Healthcare as a percentage of our economy is greater than the national average, while a strategically aligned talent pipeline is also adding robust numbers to our healthcare force.

OUR PROFESSIONAL PIPELINE INCLUDES



5

OUT OF THE TOP 10 DEGREES
ARE HEALTHCARE-RELATED

892

PHYSICIANS ON STAFF AT
THE HENDERSON HOSPITAL

326

HOSPITAL BEDS AT
THE SIENNA HOSPITAL

SIENNA HOSPITAL

A member of Dignity Health-St. Rose Dominican Hospitals, a not-for-profit, faith-based healthcare system, Siena Hospital has steadily expanded since its founding in 2000. Outside the hospital, the lush and soothing outdoor surroundings include a healing garden. Inside, Siena offers state-of-the-art services in a wide range of care areas.

HENDERSON HOSPITAL

The resources of the seven-hospital Valley Health Systems strengthen Henderson Hospital's focus on community care, aiding in expansions such as its new six-story tower, taking its licensed bed count from 170 to 239. Multiple care departments are also expanding, including women's services, where the hospital has already demonstrated excellence that has earned the Women's Choice Award® for safety.

HENDERSON™ | HendersonNow.com | hendersonnow@cityofhenderson.com | (702) 267-1650



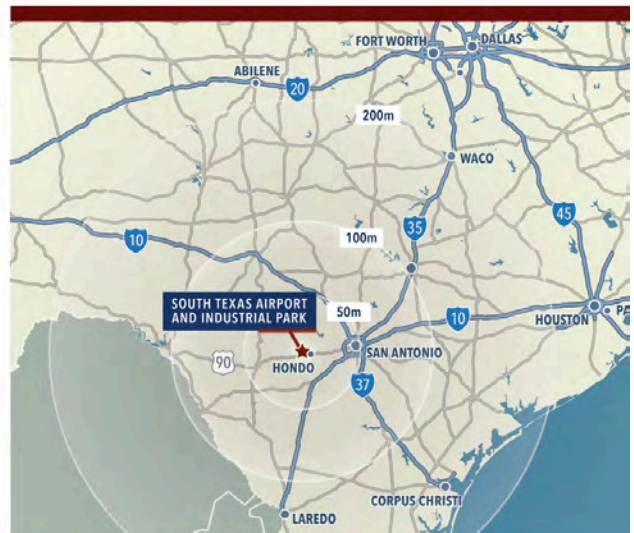
SOUTH TEXAS AIRPORT AND INDUSTRIAL PARK, MEDINA COUNTY, TEXAS



3,500+ Available Acres

GREATER ACCESS AND EASE. LESS COSTS AND CONGESTION.

- Business-friendly community inside the San Antonio SMA: San Antonio just 33 miles away and Port of Laredo within 3 hours.
- Rapid highway transit: Adjacent US 90 connecting San Antonio, and I-35 less than 6 miles away, connecting Port of Laredo, the nation's largest inland port.
- Adjacent Class I rail and transloading service. General aviation service onsite with 4 runways.
- Emerging aerospace and manufacturing cluster plus strategic proximity to global aerospace leaders.
- An expanding workforce of 1.1 million+ within 50 miles; a population of 2.2 million+; a 10-year county growth rate of 14.8%.



A location just 33 miles from San Antonio offers fast access to markets and to a large, skilled labor force that includes separating Air Force service members.



SANDY LEE WATKINS INDUSTRIAL SITE



**YOUR GATEWAY TO
MANUFACTURING SUCCESS**



WHY CHOOSE SANDY LEE WATKINS FOR MANUFACTURING?

Welcome to Kentucky's largest build-ready site—the Sandy Lee Watkins Industrial Site in Henderson, Kentucky. This **1 million-square-foot site, expandable to 1.4 million square feet**, is designed for manufacturers poised for growth. Its strategic I-69 corridor location, CSX rail access, and proximity to the Henderson Riverport offer excellent logistics, while robust energy infrastructure meets high manufacturing demands.

- » **Build-Ready:** Ready for immediate development with room to expand.
- » **Powerful Infrastructure:** Adjacent to the 500 MW Robert D. Green Generating Station for reliable, cost-effective electricity.
- » **Top Talent Access:** Over 329,000 workers skilled in advanced manufacturing.
- » **Strategic Market Reach:** Access two-thirds of the U.S. population within a one-day drive.

Branding Examples

Below are examples of our recent logo design projects, showcasing our ability to create distinctive and impactful visual identities tailored to each client's unique needs.



Brand Guidelines Examples

Here is an example of a brand guidelines document created for the City of Hondo Economic Development. It outlines logo usage, color palettes, typography, and design applications to ensure a consistent and cohesive visual identity across all platforms.



City of Hondo, TX

Branding Guidelines

December 12, 2023

MAIN LOGO



Hondo, Texas, is a community that is proud to be American, and is patriotic. The logo colors of red, white and blue reflect this sentiment. The shape of Texas both helps to identify where they are geographically and acts as a solid base for the star locating Hondo as well as the sweeping lines which lend to the patriotic theme. The serif font, Trajan Pro Bold, reflects the crisp edges of the logo mark and sweeping lines and also supports the traditional and authentic environment of Hondo, Texas.

Color Variation 1



Color Variation 2



Color Variation 3



Color Variation 4



Secondary Logo



Word Mark



Favicon



COLOR PALETTE AND TYPOGRAPHY



Hondo Blue
 HEX #00285D
 CMYK 100% 57% 0% 64%
 PANTONE 648 C



Hondo Red
 HEX #7D0000
 CMYK 0% 100% 100% 51%
 PANTONE 1815 C



White
 HEX #FFFFFF
 CMYK 0% 0% 0% 0%

Trajan Pro Bold - Header

AA BB CC DD EE FF GG
 HH II JJ KK LL MM NN
 OO PP QQ RR SS TT UU
 VV WW XX YY ZZ
 0 1 2 3 4 5 6 7 8 9

Avenir Roman - Tagline

Aa Bb Cc Dd Ee Ff Gg Hh Ii
 Jj Kk Ll Mm Nn Oo Pp Qq Rr
 Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9

APPLYING THE LOGO

Area of Isolation



2" x 2"



1" x 1"

IMPROPER USAGE



Do not substitute colors.



Do not alter typefaces.



Do not reconfigure elements.



Do not alter proportions.

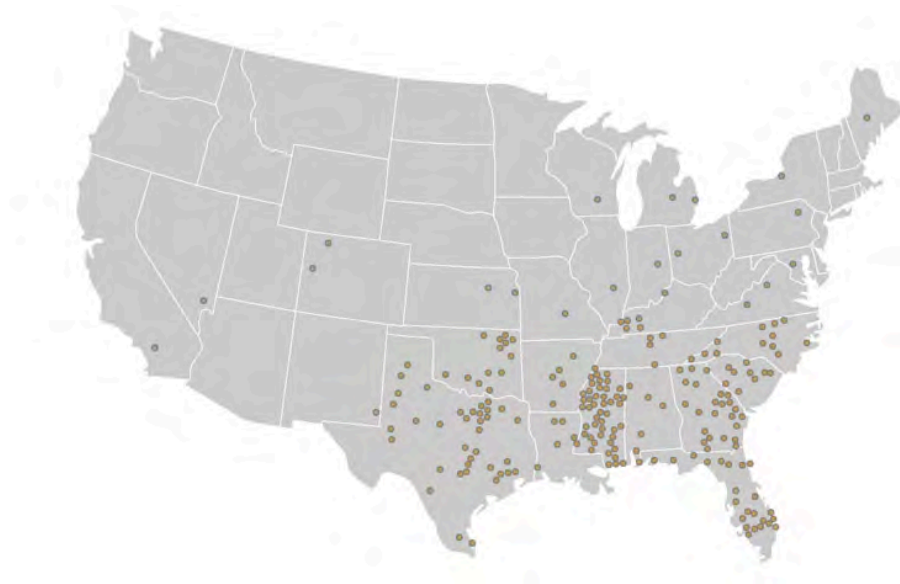
Agency Case Summary

Marketing Alliance is uniquely qualified to serve as Charlotte County's marketing communications agency of record because we understand what it takes to connect with the audiences that matter most. We know how to reach **site selectors, target industries, commercial developers, and decision-makers** at the local, state, national and international level. Our experience with Charlotte County has given us a head start, and our approach builds on that familiarity by combining **advanced strategy, innovative creative, and measurable campaign execution**.

We bring an ability to do more than produce creative assets. Our team can **lead the strategy** behind every initiative, helping Charlotte County identify the industries and regions with the highest potential, shaping campaign priorities, and ensuring each effort aligns with broader economic development objectives. Our work blends **strategic insight, creative excellence, and marketing execution** to build campaigns that **capture attention and generate results**.

Charlotte County has made it clear that its marketing must **break the mold** of typical economic development outreach. Marketing Alliance delivers that by combining bold creative concepts with data-driven targeting, interactive tools, and flexible campaign structures that can **pivot as opportunities arise**. We are prepared to hold monthly in-person or virtual strategy sessions with County leadership at no additional cost, ensuring each campaign remains focused, adaptable, and tied directly to measurable outcomes. To further support Charlotte County's efforts, we will also provide **the first 100 hours of service at no cost, a \$17,500 value**, to accelerate strategy development, planning, and creative work without impacting the County's annual budget.

We would welcome the opportunity to discuss this proposal in more detail. Marketing Alliance would be glad to **meet at your offices or join a virtual interview** at a time convenient for the Committee to **share why we believe we are the best option, learn more about your goals, and explore how we can deliver the results Charlotte County needs**.



Delivering Results for 24 Years in 29 States for 450 Communities

Account Compatibility Disclosure

Marketing Alliance has worked with over 450 communities across the country, providing marketing, branding, and strategic solutions to support economic development initiatives. Below is a list of organizations in Florida that we are currently working with, have worked with, or expect to work with in the near future.

We do not believe or anticipate that any of these engagements create a conflict with our ability to serve Charlotte County. If there are any questions or concerns about specific organizations, we are happy to discuss them further with Charlotte County to determine the best approach.

North Florida Economic Development Partnership

Florida Heartland Economic Region of Opportunity

City of Titusville Economic Development Department

Florida Economic Development Council

St. Johns County Economic Development

City of Palm Coast Economic Development

Citrus County Economic Development Department

Okeechobee County Economic Development Corporation

Indian River County Chamber of Commerce

Madison County Development Council

City of Deland Economic Development

Team Volusia Economic Development Corporation

Pasco Economic Development Council

St. Lucie County Economic Development Council

Florida's Great Northwest

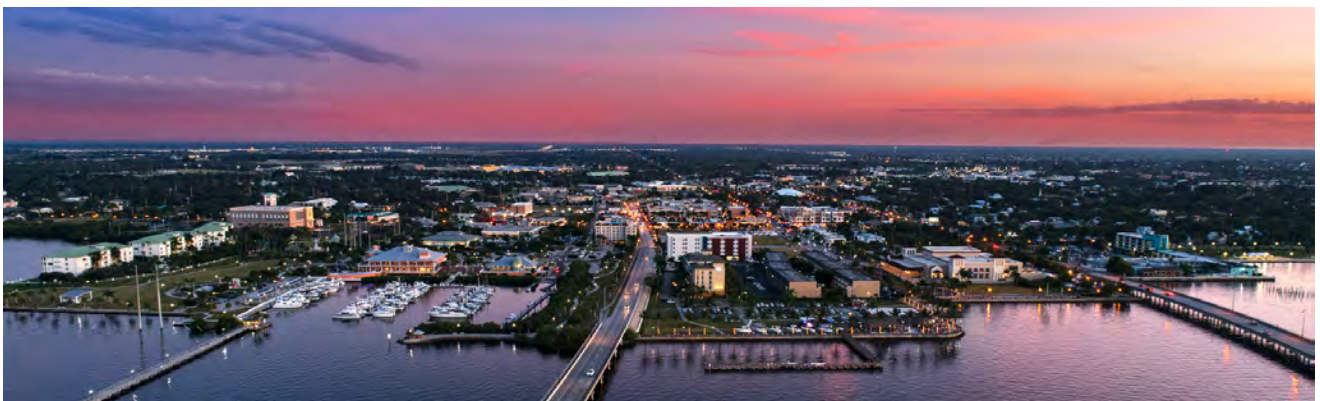
JAXUSA Partnership

Florida Power and Light

Duke Energy

Nassau County Economic Development Board

Suwannee County Economic Development Office



Cost and Price Analysis

Marketing Alliance approaches billing with a focus on clarity, flexibility, and transparency to ensure Charlotte County has full visibility into how its annual marketing budget is utilized. Our structure is designed to make it easy for the County to track project progress, manage expenses, and allocate resources throughout the year.

Standard Billing Structure

- Marketing Alliance bills all services at a **blended hourly rate of \$175 per hour**, covering all project types, including strategy, creative development, digital support, video production, and campaign management
- All work is **scoped in advance**, with estimated hours or a total project cost provided for review and approval before any work begins
- Invoices are issued **monthly based on the actual number of hours worked** during that billing period, with **net 30 payment terms**
- Detailed invoices include a breakdown of hours by task, ensuring Charlotte County can clearly see how time and resources are allocated
- **As part of this engagement, Charlotte County will receive the first 100 hours of service at no cost, a value of \$17,500, allowing the County to launch initial strategy, creative, and campaign work without impacting the annual budget**

Flexibility and Budget Alignment

- While we typically work on a monthly billing cycle, Marketing Alliance is fully prepared to structure the agreement in a way that best fits Charlotte County's preferences
- Options include a **monthly retainer bank of hours** that can carry over to subsequent months, or other customized structures that make it easier for the County to manage its annual budget allocation
- We hold **regular check-ins with County staff to review budget status**, assess upcoming initiatives, and make recommendations to ensure resources are directed toward the highest priorities
- Our team provides **mid-year and end-of-year reviews** to evaluate how the budget is tracking, confirm alignment with County goals, and adjust allocations as needed to maximize impact

This structure provides Charlotte County with a straightforward, predictable way to manage its marketing investment. By combining an hourly billing model with a willingness to adapt to the County's preferred approach, Marketing Alliance ensures every dollar is accounted for and directed toward advancing Charlotte County's economic development goals.

Why We Should Be Interviewed

At Marketing Alliance, we stand at the forefront of economic development marketing, driven by a passion for crafting impactful digital experiences that drive growth and prosperity. With over 24 years of experience, we have built a legacy of excellence, partnering with over 450 economic development agencies, municipalities, regional alliances, and state agencies across 29 states. Our dedicated team of 10 talented individuals collectively offers over 135 years of combined experience in economic development marketing.



Expertise and Experience: Marketing Alliance brings a wealth of specialized knowledge and extensive experience in economic development marketing. Our team of experts is dedicated to crafting and executing strategies that will drive growth and prosperity for Charlotte County. We are the only economic development marketing company led by someone who has run economic development organizations and knows the shoes you fill.



Cost-Effectiveness: Partnering with Marketing Alliance is a cost-effective solution as we understand economic development priorities and your target markets. We speak "economic development" and can shortcut conversations and solutions based on delivering this very same solution for over 450 communities. With us, there is no learning curve.



Access to Advanced Tools and Technologies: Marketing Alliance utilizes the latest tools and technologies for project management and collateral creation. Charlotte County will benefit from our suite of resources without needing additional investments, ensuring your marketing efforts are impactful.



Time Savings: By managing the work with our proven project management system, Marketing Alliance allows the Charlotte County team to concentrate on core business activities. This partnership improves overall efficiency and productivity, freeing up valuable time for other essential tasks.



Innovative and Fresh Perspectives: As an external firm, Marketing Alliance brings new, creative ideas and innovative strategies to the table. Our fresh perspectives can invigorate your marketing efforts, driving new interest and engagement. We have an "outsider/insider" perspective that will give you an advantage.



Measurable Results and Accountability: We track and measure the performance of our client websites with clear metrics and KPIs, demonstrating a tangible return on investment for the project. Marketing Alliance is committed to accountability and delivering measurable results. We see these projects as business development opportunities, not just marketing tactics.



Network and Partnerships: Marketing Alliance boasts established relationships with media outlets, site selectors, company decision-makers, and key industry players. We leverage these relationships to enhance Charlotte County's marketing and business development results.



Regional Understanding: Our team's experience working with Charlotte County, along with several staff members who live and work in the County, gives us a unique perspective on its assets, brand, and economic priorities. This local insight, combined with our national expertise, allows us to build on Charlotte County's existing identity while introducing fresh ideas that capture the attention of site selectors and investors.



Bandwidth and Security: Marketing Alliance has a team structure that allows us to scale up and scale down easily to take on new projects and deliver them in a timely manner. We have positive cash flow and significant reserves to allow us to meet the obligations of this project.



We're Likable: Our team communicates and creates without ego, and enjoys getting to know our clients and their goals. Our passion for creating prosperity for people and places (our informal tagline) is real, and we want to do the same with you.



**MARKETING
ALLIANCE**

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 07/09/25 Addendum No. 2 Dated 07/21/25 Addendum No. 3 Dated 07/25/25
Addendum No. Dated Addendum No. Dated Addendum No. Dated

Type of Organization (please check one):

INDIVIDUAL
CORPORATION

☐
☒

PARTNERSHIP
JOINT VENTURE

☐
☐

Marketing Alliance Inc.

Firm Name

(863) 935-7474

Telephone

64-0947812

Federal Employer Identification Number (FEIN)

Fictitious or d/b/a Name

1420 Celebration Blvd, Suite 200

Home Office Address

Celebration, Florida 34747

City, State, Zip

24

Number of Years in Business

Address: Office Servicing Charlotte County, other than above

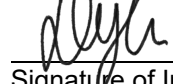
(863) 956-7474

Telephone

Name/Title of your Charlotte County Rep.

David Petr | CEO

Name/Title of Individual Binding Firm (Please Print)



Signature of Individual Binding Firm

07/29/2025

Date

dpetr@marketingallianceinc.com

Email Address

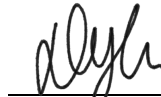
(This form must be completed & returned)

DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that Marketing Alliance 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

07/29/2025

Date

NAME OF FIRM Marketing Alliance Inc.

(This form must be completed and returned)

**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.



Signature

David Petr

Printed Name

CEO

Title

Marketing Alliance Inc.

Nongovernmental Entity

07/29/2025

Date

END OF PART IV

NAME OF FIRM Marketing Alliance Inc.

(This form must be completed and returned)