

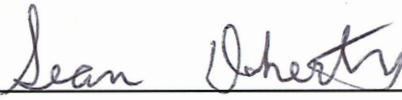


CHARLOTTE COUNTY BOARD OF COMMISSIONERS
RFP #20260406
DACH REGION INTERNATIONAL REPRESENTATION - ANNUAL CONTRACT
TABULATION SHEET

	A	B	C	D	E	TOTAL
	20	30	15	20	15	100
	Total	Total	Total	Total	Total	
AVIA REPS Tourism GmbH	18	22	12.7	16.7	13.7	83.10
Harwardt PR & Marketing	16	23.7	13	16.7	13.7	83.10
Sommer Touristik Marketing	18.3	26.7	12.7	18.3	15.0	91.00
Travel Marketing Romberg (TMR)	16.3	24.0	13.0	16.0	12.7	82.00

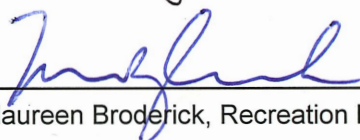
Categories:

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


Sean Doherty, Tourism Director, Tourism Development


Kay Tracy, Economic Development Director, Economic Development

Dated: 06/17/26


Maureen Broderick, Recreation Manager, Community Services



CHARLOTTE COUNTY BOARD OF COMMISSIONERS
RFP 20260406
DACH REGION INTERNATIONAL REPRESENTATION - ANNUAL CONTRACT
SHORTLISTING

	Sean Doherty	Kay Tracy	Maureen Broderick	Committee Average
CATEGORY A 1-20 pts				
AVIA REPS Tourism GmbH	16	19	19	18.0
Harwardt PR & Marketing	15	17	16	16.0
Sommer Touristik Marketing	18	19	18	18.3
Travel Marketing Romberg (TMR)	16	17	16	16.3
CATEGORY B 1-30 pts				
AVIA REPS Tourism GmbH	19	27	20	22.0
Harwardt PR & Marketing	20	29	22	23.7
Sommer Touristik Marketing	25	29	26	26.7
Travel Marketing Romberg (TMR)	22	25	25	24.0
CATEGORY C 1-15 pts				
AVIA REPS Tourism GmbH	12	13	13	12.7
Harwardt PR & Marketing	12	15	12	13.0
Sommer Touristik Marketing	12	13	13	12.7
Travel Marketing Romberg (TMR)	12	14	13	13.0
CATEGORY D 1-20 pts				
AVIA REPS Tourism GmbH	16	17	17	16.7
Harwardt PR & Marketing	15	19	16	16.7
Sommer Touristik Marketing	18	19	18	18.3
Travel Marketing Romberg (TMR)	16	16	16	16.0
CATEGORY E 1-15 pts				
AVIA REPS Tourism GmbH	13	14	14	13.7
Harwardt PR & Marketing	12	14	15	13.7
Sommer Touristik Marketing	15	15	15	15.0
Travel Marketing Romberg (TMR)	12	13	13	12.7

Sean Doherty

Sean Doherty, Tourism Director, Tourism Development

Kay Tracy

Kay Tracy, Economic Development Director, Economic Development

Maureen Broderick

Maureen Broderick, Recreation Manager, Community Services

Dated: June 17, 2026

**FIRMS SUBMITTING PROPOSALS FOR RFP 20260406
DACH REGION INTERNATIONAL REPRESENTATION – ANNUAL CONTRACT**

Christy Child, General Manager
AVIAREPS Tourism GmbH
Landsberger Strasse 110
Munich, Bavaria 80339
cchild@aviareps.com

Sarah Harwardt
Harwardt PR & Marketing
Am Uhrturm 1
Hannover, Germany
sarah@harwardt-marketing.com

Vera Sommer, Director
Sommer Touristik Marketing
Aschaffenburg Str.53
63743 Aschaffenburg, Germany
marketing@touristiksommer.com

Thomas Vogler
Travel Marketing Romberg (TMR) BmgH
Erkrather Strasse 401
40231 Dusseldorf, Germany
t.vogler@travelmarketing.de

Professional Services Committee Members:

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