



# SANTA ROSA COUNTY TOURIST DEVELOPMENT OFFICE

JULIE MORGAN  
Tourist Development Director  
julie@santarosa.fl.gov

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8543 Navarre Parkway | Navarre, Florida 32566

**TO:** Board of County Commissioners

**FROM:** Julie Morgan, Tourist Development Director

**DATE** September 19, 2016

**SUBJECT:** Tourist Development Office Ad Agency marketing Contract to be effective October 1, 2016

## **RECOMMENDATION**

The Tourism Development Office recently solicited requests for proposal for the advertising and marketing contract. Three short-listed candidates gave presentations to the Tourism Development Council and Santa Rosa County staff on September 1. The TDC voted on candidates, ranking Davis, South, Barnett & Patrick as their first choice, followed by Paradise as second and Evok as third.

After reviewing presentations twice, staff (Public Information Officer Brandi Whitehurst, Tourism Director Julie Morgan and Economic Development Director Shannon Ogletree) met and developed a different ranking with Paradise as the top contender. Heavy consideration was given to their expertise in destination marketing and their proven success in digital marketing. With experienced staff and an in-house video suite, they have the technology and talent needed to create the products that will lift our marketing to the next level. Their strong relationship with VisitFlorida, their knowledge and skills in public relations, and their experience and comfort with social media will give us new avenues for broadening our market. Staff feels this is the agency to grow Santa Rosa County tourism to new heights.

While DSB&P was a great fit for Santa Rosa County in our more formative years as a destination, staff is confident that Paradise, as a more experienced and progressive firm, will better serve us at this point.

## **BACKGROUND**

Santa Rosa County Tourist Development Office is currently in contract for the past three years with Davis, South, Barnett & Patrick. This contract expires September 30<sup>th</sup> 2016.

## **NEXT STEPS**

If approved by the Board of County Commissioners, staff will work with DSB&P and the county attorney on any transition items that the agency would need to complete past their contract period, and coordinate with the county attorney to finalize the new contract to be effective October 1, 2016.