



Agenda Item Summary

File #: 25-01008

Agenda Date: 12/9/2025

Agenda Item Name:

Purchase Order to Madden Media, in the amount of \$95,000.00 for Tourism and Economic Development.

Presenter:

Jessica Hurov, Tourism and Economic Development Director, 352.374.5260
Theodore White, Procurement Manager, 352.374.5202

Description:

Purchase Order to Madden Media, in the amount of \$95,000.00 for Advertising Campaign and Deployment for Tourism and Economic Development.

Recommended Action:

Approve procurement of advertising services as per the Scope of Work attached as Exhibit A and approve the issuance of a Purchase Order to Madden Media in the amount of \$95,000.00.

Prior Board Motions:

N/A

Fiscal Note:

Tourist Development has sufficient funds in their FY26 budget to cover the cost of this purchase order 2026-1247.

Tourist Development Fund: 150.45.4510.552.48.00 (promotional activities)

Strategic Guide:

Social and Economic Opportunity

Background:

Madden deploys digital advertising based on Visit Gainesville, Alachua County's strategy and objectives, continually evaluating marketing performance to provide data and insights that guide ongoing decision-making and deliver actionable recommendations for targeted digital advertising. Using advanced analytics tools, Madden assesses audience behavior, planning cycles, visitor motivations, and performance metrics, including geographic targeting (primary and secondary audiences) and traveler segments, covering interests, behaviors, intent, purchase patterns, and motivations.

These insights are applied across channels to maximize performance, including:

Search Engine Marketing (SEM)

Google Performance Maximization and Responsive Display Remarketing
Meta Prospecting and Remarketing

This ensures advertising is targeted, effective, and responsive to real audience behaviors while driving measurable results for Visit Gainesville, Alachua County.

This purchase is exempt from the County's competitive bidding requirements pursuant to Section 22.3-301(3) of the Alachua County Procurement Code, Advertisements to include but not limited to, radio, newspapers, magazines, professional organizations, trade shows, television, websites and any other related media; however, since the dollar amount of the purchase exceeds the purchasing authority of the Procurement Manager, this is being submitted for Board consideration and approval.