



July 19, 2011

To Whom it Should Concern:

I am pleased to provide a letter of recommendation for Brandt Ronat + Company.

The Economic Development Commission of Florida's Space Coast has engaged Brandt Ronat in a number of projects over a span of several years. Whether the project is large or small, the company consistently delivers a stellar product.

Most recently, we asked Brandt Ronat to produce a promotional campaign related to permitting process enhancement being instituted throughout the Space Coast's municipalities. The resulting product – S.N.A.P. (Simplified, Nimble, Accelerated Permitting) – has been received with great success. Brandt Ronat's in depth knowledge of Brevard County's competitive advantages, including the challenges of our unique geography, enabled the company to create a brand new program that has been embraced throughout the Space Coast. Additionally, Brandt Ronat's knowledge of regional media, its costs, and impacts was instrumental in raising awareness of this new, unique program. The company's expertise in strategizing media choices generated maximum exposure despite our limited budget.

I believe the S.N.A.P. initiative shows a side of Brandt Ronat that is not always readily visible - that is, from nothing on the canvas, to building really solid, sustainable frameworks that simply do not outdate. Brandt Ronat builds a product based on premises that match and help foster concepts and programs.

Brandt Ronat truly believes in Brevard County's continued growth and remains a steadfast proponent of the EDC's mission. Brandt Ronat's dedication to the County's future is evident in all of its work, whether for the EDC or another organization of regional influence.

I wholeheartedly recommend Brandt Ronat to any organization seeking an exceptional product from a company that serves as a partner in your success.

Sincerely,

Dina Reid-Hicks
Senior Director, Marketing & Policy Development