



TABULATION OF PROPOSALS RECEIVED

RFP-5044-25 Public Relations, Advertising, Marketing, and Multimedia Services

Meeting Date: April 17, 2026 at 2:00 pm

Location: 1101 E. First St. Sanford FL 32771 Conf. Room, 1272

Vendor	Location	Total Bid Price	Total Average Rank
Global-5, Inc.	Longwood, FL	\$565.00	1
Curley & Pynn Public Relations Management, Inc.	Orlando, FL	\$1,265.00	3.33
Evok Advertising & Design, Inc.	Lake Mary, FL	\$875.00	3.67
Consensus Communications, Inc.	Orlando, FL	\$1,530.00	4.33
Quest Corporation of America, Inc.	Land O Lakes, FL	\$875.00	4.5
Applied Research Associates, Inc.	Panama City, FL	\$1,041.90	6.5
Maris, West & Baker, Inc.	Jackson, MS	\$630.00	7.17
Media Relations Group, LLC	Maitland, FL	\$805.18	7.67
Raftelis Financial Consultants, Inc.	Maitland, FL	\$1,750.00	9.17
Clarion Communications Group LLC	Clearwater, FL	\$800.00	9.83
Strategic Digital Services LLC	Tallahassee, FL	\$770.00	10.5
Allure Global Events LLC	Orlando, FL	\$578.00	12.33
GBGM Consulting, LLC	Orlando, FL	\$1,200.00	14.17
CB Content Creation LLC	Parrish, FL	\$955.00	15.33
KBC Business and Marketing Solutions, LLC	Hudson, FL	\$1,225.00	15.83
Trueba Media LLC	Miami, FL	\$835.00	16
Digital Sargeant, LLC	Clermont, FL	\$1,575.00	16.33
TBL Media and Entertainment LLC dba Anaries LLC	Orlando, FL	\$935.00	16.5
MDG Productions Inc	Addison, TX	\$1,200.00	17.83
Alpha Omega Group Logistics LLC	Kissimmee, FL	\$934.00	18

Evaluation Meeting: April 17, 2026 at 2:00 PM at 1101 E. First St. Sanford FL 32771 Conf. Room, 1272.
 (This meeting is open to the public for **observation only**.)

Recommendation and Notice of Intent to Award to: Global-5, Inc., Curley & Pynn Public Relations Management, Inc., Evok Advertising & Design, Inc., Consensus Communications, Inc., and Quest Corporation of America, Inc. Determination of the awarded firm(s) was made based on the total average ranking of each firm.

BOCC Meeting Date: June 9, 2025 - Request to approve ranking and award an agreement to the top-ranked firms.

1. Global-5, Inc.
2. Curley & Pynn Public Relations Management, Inc.
3. Evok Advertising & Design, Inc.
4. Consensus Communications, Inc.
5. Quest Corporation of America, Inc.



Administrative Services - Purchasing & Contracts
 Robert Bradley, Purchasing & Contracts Manager

EVALUATION FINAL RANKING

RFP-5044-25 Public Relations, Advertising, Marketing, and Multimedia Services

Meeting Date: April 17, 2026 at 2:00 pm

Location: 1101 E. First St. Sanford FL 32771 Conf. Room, 1272

AGGREGATE SCORES SUMMARY

Vendor	Stephen Koontz	Chris Patton	Andrea Wontor	Total Score (Max Score 100)	Total Average Rank
Global-5, Inc.	100	96	96	97.33	1
Curley & Pynn Public Relations Management, Inc.	92	90	87	89.67	3.33
Evok Advertising & Design, Inc.	93	87	84	88	3.67
Consensus Communications, Inc.	93	86	82	87	4.33
Quest Corporation of America, Inc.	88	88	88	88	4.5
Applied Research Associates, Inc.	93	78	71	80.67	6.5
Maris, West & Baker, Inc.	88	83	73	81.33	7.17
Media Relations Group, LLC	91	76	77	81.33	7.67
Raftelis Financial Consultants, Inc.	87	82	68	79	9.17
Clarion Communications Group LLC	84	78	69	77	9.83



Administrative Services - Purchasing & Contracts
Robert Bradley, Purchasing & Contracts Manager

Strategic Digital Services LLC	87	77	63	75.67	10.5
Allure Global Events LLC	89	54	58	67	12.33
GBGM Consulting, LLC	60	68	59	62.33	14.17
CB Content Creation LLC	49	59	60	56	15.33
KBC Business and Marketing Solutions, LLC	60	54	58	57.33	15.83
Trueba Media LLC	72	53	56	60.33	16
Digital Sargeant, LLC	54	60	53	55.67	16.33
TBL Media and Entertainment LLC dba Anaries LLC	76	51	50	59	16.5
MDG Productions Inc	65	47	50	54	17.83
Alpha Omega Group Logistics LLC	73	30	34	45.67	18

We approve of the above-stated ranking for award to the top five (5) ranked firms.



Stephen Koontz



Andrea Wontor



Chris Patton



Seminole County
Administrative Services - Purchasing & Contracts

Robert T. Bradley, Purchasing and Contracts Manager
1301 East Second St., Sanford, FL 32771

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

RESPONSE DEADLINE: March 11, 2026 at 2:00 pm

Report Generated: Wednesday, May 6, 2026

EVALUATORS

Name	Title	Agreement Accepted On
Stephen Koontz	Deputy Director	Mar 19, 2026 3:44 PM
Chris Patton	Director of Communications	Apr 8, 2026 3:12 PM
Andrea Wontor	Public Information Division Manager	Apr 8, 2026 3:18 PM

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Qualifications and Experience	Points Based	40 (40% of Total)
Criteria	Scoring Method	Weight (Points)
Project Approach/Understanding	Points Based	25 (25% of Total)
Criteria	Scoring Method	Weight (Points)
Similar Project Experience	Points Based	25 (25% of Total)
Criteria	Scoring Method	Weight (Points)
Pricing Proposal	Points Based	10 (10% of Total)

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

AGGREGATE SCORES SUMMARY

Vendor	Stephen Koontz	Chris Patton	Andrea Wontor	Total Score (Max Score 100)	Total Average Rank
Global-5, Inc.	100 (1)	96 (1)	96 (1)	97.33	1
Curley & Pynn	92 (5)	90 (2)	87 (3)	89.67	3.33
evok advertising	93 (3)	87 (4)	84 (4)	88	3.67
Quest Corporation of America, Inc.	88 (8.5)	88 (3)	88 (2)	88	4.5
Consensus Communications	93 (3)	86 (5)	82 (5)	87	4.33
Maris, West & Baker, Inc.	88 (8.5)	83 (6)	73 (7)	81.33	7.17
Media Relations Group, LLC	91 (6)	76 (11)	77 (6)	81.33	7.67
Applied Research Associates, Inc.	93 (3)	78 (8.5)	71 (8)	80.67	6.5
Raftelis Financial Consultants, Inc.	87 (10.5)	82 (7)	68 (10)	79	9.17
Clarion Communications Group LLC	84 (12)	78 (8.5)	69 (9)	77	9.83
Strategic Digital Services	87 (10.5)	77 (10)	63 (11)	75.67	10.5
Allure Global Events	89 (7)	54 (15.5)	58 (14.5)	67	12.33
GBGM Consulting, LLC.	60 (17.5)	68 (12)	59 (13)	62.33	14.17
Trueba Media LLC	72 (15)	53 (17)	56 (16)	60.33	16
Anaries LLC	76 (13)	51 (18)	50 (18.5)	59	16.5
KBC Business and Marketing Solutions, LLC	60 (17.5)	54 (15.5)	58 (14.5)	57.33	15.83

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RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Vendor	Stephen Koontz	Chris Patton	Andrea Wontor	Total Score (Max Score 100)	Total Average Rank
CB Content Creation LLC	49 (20)	59 (14)	60 (12)	56	15.33
Digital Sargeant	54 (19)	60 (13)	53 (17)	55.67	16.33
MDG Productions Inc	65 (16)	47 (19)	50 (18.5)	54	17.83
Alpha Omega Group Logistics LLC	73 (14)	30 (20)	34 (20)	45.67	18

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Qualifications and Experience Points Based 40 Points (40%)	Project Approach/Understanding Points Based 25 Points (25%)	Similar Project Experience Points Based 25 Points (25%)	Pricing Proposal Points Based 10 Points (10%)	Total Score (Max Score 100)
Global-5, Inc.	38.7	24.3	24.3	10	97.33
Curley & Pynn	38	23.7	24	4	89.67
evok advertising	35.7	23	23.3	6	88
Quest Corporation of America, Inc.	36.3	22	23.7	6	88
Consensus Communications	36.3	23.3	23.3	4	87
Maris, West & Baker, Inc.	32.7	20.7	19	9	81.33
Media Relations Group, LLC	33	20.7	20.7	7	81.33
Applied Research Associates, Inc.	33.3	20.7	21.7	5	80.67
Raftelis Financial Consultants, Inc.	34.7	22.7	18.7	3	79

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Vendor	Qualifications and Experience Points Based 40 Points (40%)	Project Approach/Understanding Points Based 25 Points (25%)	Similar Project Experience Points Based 25 Points (25%)	Pricing Proposal Points Based 10 Points (10%)	Total Score (Max Score 100)
Clarion Communications Group LLC	30.7	21	18.3	7	77
Strategic Digital Services	30	19.7	19	7	75.67
Allure Global Events	24.3	17.7	15	10	67
GBGM Consulting, LLC.	24.3	16.7	16.3	5	62.33
Trueba Media LLC	22	16.7	14.7	7	60.33
Anaries LLC	22.7	16.3	14	6	59
KBC Business and Marketing Solutions, LLC	21	15.7	15.7	5	57.33
CB Content Creation LLC	20	16.7	13.3	6	56
Digital Sargeant	22.3	16	13.3	4	55.67
MDG Productions Inc	19	16.3	13.7	5	54
Alpha Omega Group Logistics LLC	17.3	12.7	9.7	6	45.67

INDIVIDUAL PROPOSAL SCORES

Allure Global Events	
Qualifications and Experience Points Based 40 Points (40%)	
Stephen Koontz:	35
Demonstrates strong organizational structure, experienced leadership, and defined roles. Small firm with reliance on subcontractors.	
Chris Patton:	18

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Newly established firm with limited demonstrated experience in local government communications. Organizational depth appears minimal, and there is limited evidence of experience engaging with diverse communities such as those in Seminole County. The firm does demonstrate strong experience in international marketing, though this does not fully align with the County's needs.

Andrea Wontor: 20

Emerging firm with some relevant capabilities but limited track record in public sector work.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 24

Shows good understanding of task-authorization model, scope requirements, public-sector workflows, and reporting needs.

Chris Patton: 14

Demonstrates a basic understanding of communications services but lacks depth in public sector strategy. Shows strong creativity, particularly in tradeshow marketing; however, this experience does not align with the County's anticipated needs.

Andrea Wontor: 15

General awareness of communications needs but lacks specificity to County operations.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 20

Two of the three major examples are international/government-trade environments, not U.S. local government PR/communications.

Chris Patton: 12

Limited evidence of comparable County government or large-scale communications projects. Submission does not demonstrate experience in issues management or crisis communications, which are critical components of the County's needs.

Andrea Wontor: 13

Experience is not very relevant to local government communications.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 10

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 10

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 10

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Alpha Omega Group Logistics LLC

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 30

The references provided are mostly consulting, leadership development, operational, and administrative projects, not communications-specific projects.

Chris Patton: 10

Emerging firm with some relevant capabilities but a limited track record in public sector work. While the submission reflects a general understanding of local government public information, it provides limited insight into how the firm approaches and strategizes complex communications issues.

Andrea Wontor: 12

Limited relevance o requested services with minimal communications background.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 22

States clear capabilities across all seven scope categories, including strategic planning, community outreach, reporting, and content development.

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Public Relations, Advertising, Marketing, and Multimedia Services

Chris Patton: 8

Limited understanding of the scope and requirements. Greater detail on how and when communication solutions are deployed would be helpful in assessing how the firm would effectively partner with the County.

Andrea Wontor: 8

Approach lacks clarity and alignment with communications objectives. Little to no details given.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 15

None of the project listed are directly comparable to PR, advertising, communications, or media work.

Chris Patton: 6

Minimal relevant experience provided, with little to no explanation of the strategies deployed or the communications principles applied to achieve measurable results for clients.

Andrea Wontor: 8

Insufficient evidence of comparable work.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Anaries LLC

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 34

Strong multi media production

Chris Patton: 16

Small firm with limited organizational depth but some demonstrated creative capabilities. Inclusion of measurable results on complex communications issues would help the County better understand how the firm could deliver value to taxpayers.

Andrea Wontor: 18

Limited organizational capacity. No real experience in communications shown beyond video production.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 21

Lacking strategic communication planning and media strategy

Chris Patton: 15

Demonstrates a basic understanding of content development but limited strategic focus. Greater emphasis on research and planning is needed, as these are critical components of effective communications prior to implementation.

Andrea Wontor: 13

Competency in media production with limited strategic planning.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 15

Lacking local government experience

Chris Patton: 14

Some relevant work is demonstrated, though not at the scale of County-level initiatives. Limited experience engaging diverse audiences, such as those in Seminole County communities, with clearly defined goals and measurable outcomes.

Andrea Wontor: 13

Moderate experience but not in line with full scope of work required.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Applied Research Associates, Inc.

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 39

Large qualified team with extensive experience with federal, state, and local agencies

Chris Patton: 32

Strong organization with deep technical expertise; however, the firm's experience appears more focused on statewide technical initiatives than on engagement with local communities.

Andrea Wontor: 29

Capable firm with strong analytical background. Experience more on statewide than very local experience.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 24

Well rounded and aligned project approach

Chris Patton: 21

Demonstrates a structured and analytical approach, though less focused on issue management and grassroots public information strategies.

Andrea Wontor: 17

Less tailored to communications

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 25

Relevant government focused examples

Chris Patton: 20

Relevant experience supporting large-scale projects, particularly in technical and analytical environments

Andrea Wontor: 20

Demonstrates transferable experience.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

CB Content Creation LLC

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 18

Small team and limited demonstration of qualifications

Chris Patton: 20

Small firm with demonstrated content development expertise but limited organizational scale. Submission provides minimal detail on communications plan development, including the research and planning necessary to achieve stated goals with measurable outcomes.

Andrea Wontor: 22

Content development skills but little detail on qualifications or size of team. Minimal detail on communications plan.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 15

High level project approach that does not demonstrate an understanding County government communications

Chris Patton: 18

Demonstrates a strong focus on tactical execution; however, there is limited experience in issue management within a local government context and in developing message strategies for diverse community audiences.

Andrea Wontor: 17

More content and digital focused than anything.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 10

No local government experience

Chris Patton: 15

Limited experience, primarily on smaller, business-focused marketing projects rather than community-based public information initiatives.

Andrea Wontor: 15

Lacks government experience.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Clarion Communications Group LLC

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 35

Strong individual experience, new firm

Chris Patton: 30

Solid communications firm with relevant experience; however, there is a lack of demonstrated experience in developing community-based messaging for diverse audiences.

Andrea Wontor: 27

Young firm just starting, relevant comms background but not much client experience.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 22

Understanding of government communications environment including planning, message development, crisis response

Chris Patton: 22

Strong understanding of communications strategy.

Andrea Wontor: 19

Understanding of what we are lookin for, thoughtful.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 20

Experience with large institutions, no demonstrated local experience

Chris Patton: 19

Demonstrates applicable experience; however, there is limited evidence of public information work in local communities addressing complex issues.

Andrea Wontor: 16

Previous work in past roles in government but nothing similar to local grassroots county

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Consensus Communications

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 39

Highly qualified and skilled team with regional experience, strong capabilities in crisis communications

Chris Patton: 36

Demonstrates extensive experience providing strategic communications counsel to government entities, including counties and regional organizations. Their long-standing presence in Florida and familiarity with complex public-sector environments position them well to deliver effective, responsive communications support.

Andrea Wontor: 34

Demonstrates strong communications capabilities. Smaller team but relevant work.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 25

Well-rounded approach with a clear understanding of what is required

Chris Patton: 23

Presents a comprehensive and well-structured approach that aligns closely with County operations and expectations. The proposed methodology emphasizes research-driven planning, clear messaging frameworks, proactive media engagement, and disciplined execution. Their process demonstrates a strong understanding of public-sector communications, including the need for accuracy, transparency, and coordination across departments.

Andrea Wontor: 22

Strategic and well developed approach.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 25

Clear local government experience including within Seminole County

Chris Patton: 23

Provides highly relevant experience supporting county governments and public agencies in both ongoing communications and crisis situations. Notable examples include crisis communications support for Osceola County and strategic communications for Orlando Sanford International Airport, demonstrating the firm’s ability to manage sensitive issues, media relations, and stakeholder messaging in complex environments.

Andrea Wontor: 22

Consistent experience across projects, worked on Penny Sales Tax campaign via Voters for a Better Seminole County

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Curley & Pynn

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 39

Strong team with a lot of regional experience

Chris Patton: 38

Highly experienced firm with a strong reputation and decades of work supporting public-sector and community-focused clients. Demonstrates deep expertise in strategic communications, stakeholder engagement, and integrated marketing, with a senior-led team and strong Central Florida presence.

Andrea Wontor: 37

Established leader in communications with well known agency name. Strong team of strategists.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 24

Clear understanding of Seminole County including tourism and economic development

Chris Patton: 24

Comprehensive and strategic approach that emphasizes research, message discipline, and integration across paid, earned, shared, and owned channels. Clearly aligns with County priorities and reflects a strong understanding of communicating complex issues to diverse audiences.

Andrea Wontor: 23

Strong and well rounded approach. Skills translate to several potential needs.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 25

Similar project experience with Local agencies

Chris Patton: 24

Extensive and relevant portfolio, including local government, tourism, infrastructure, and crisis communications work. Demonstrates particular strength in integrated marketing campaigns and multi-stakeholder initiatives with measurable results.

Andrea Wontor: 23

Applicable experience.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Digital Sargeant

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 25

lack of experience in public sector

Chris Patton: 22

Small, founder-led firm with a strong digital marketing background. Demonstrates solid technical capabilities, but limited depth in large-scale strategic communications and minimal demonstrated experience with public-sector clients.

Andrea Wontor: 20

Talks about experience in digital media; no examples given of relevant experience other than former law firm

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 15

Approach is high level and lack operational detail

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Chris Patton: 18

Clear and structured approach with an emphasis on execution, messaging, and performance tracking. However, the strategy appears relatively high-level and lacks the depth and specificity expected for complex, multi-stakeholder government communications.

Andrea Wontor: 15

No real communications plan discussed, more so content creation

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 10

No detail on previous projects and no local government or agency experience

Chris Patton: 16

Relevant experience in digital marketing and community engagement, but limited evidence of comparable work with local governments or large public agencies. Portfolio does not fully demonstrate experience with the scale and complexity of County initiatives.

Andrea Wontor: 14

Minimal relevant experience

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 4

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

evok advertising

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 38

Large team with government specific experience

Chris Patton: 35

Large, full-service agency with extensive multimedia and creative capabilities. Demonstrates strong depth of experience across multiple disciplines, supported by a well-structured team with clear roles, accountability, and capacity to manage complex initiatives.

Andrea Wontor: 34

Well-established marketing agency. Currently work with on fertilizer campaign. Strength in ad buying.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 24

In depth information on execution model, clear understanding

Chris Patton: 23

Presents a thoughtful and results-oriented strategy that integrates multimedia, messaging, and campaign execution. Approach is well-developed and reflects a strong understanding of delivering impactful communications across multiple channels.

Andrea Wontor: 22

Strong execution and planning

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 25

In depth experience with local and regional government agencies

Chris Patton: 23

Highly relevant and transferable experience supporting local governments and public-sector campaigns. Demonstrates success across a variety of initiatives, with particular strength in multimedia storytelling and large-scale campaign execution.

Andrea Wontor: 22

Relevant experience working with Tourism team as well as on our fertilizer campaign.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

GBGM Consulting, LLC.

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 25

Limited experience in government PR campaigns

Chris Patton: 26

Mid-sized team with a diverse and well-documented background across communications, project management, and digital strategy. Team resumes reflect strong individual experience; however, the firm's overall portfolio does not demonstrate the same level of depth or consistency in comparable public-sector work.

Andrea Wontor: 22

Adequate experience but limited depth. Not boots on the ground mentality as is most relevant to our needs

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 15

Approach lacks government understanding

Chris Patton: 19

resents a clear and organized approach with a solid understanding of communications fundamentals. While the strategy is well-defined, it remains somewhat general and would benefit from greater specificity in execution and alignment with complex County operations.

Andrea Wontor: 16

Not highly strategic, not the work we need

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 15

Some general government experience

Chris Patton: 18

Demonstrates relevant experience across communications and outreach efforts; however, examples of local government work are limited and lack detailed outcomes or measurable results. Greater emphasis on comparable public-sector projects would strengthen this section.

Andrea Wontor: 16

Moderate experience

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 5

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Global-5, Inc.

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 40

Large team with strong qualifications and extensive experience within the region

Chris Patton: 38

Exceptional depth in government communications, supported by a well-structured, in-house team and extensive public-sector experience. Demonstrates a strong understanding of operating within complex governmental environments and delivering consistent, high-quality results.

Andrea Wontor: 38

Industry leader in infrastructure communications. Previous experience working with them on Scout.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 25

Clear understanding of scope

Chris Patton: 24

Highly strategic, comprehensive, and tailored to the County's needs. Approach reflects a clear understanding of large-scale communications efforts, with defined processes for execution, coordination, and performance tracking.

Andrea Wontor: 24

Strong and comprehensive project abilities. Boots on the ground type mentality.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 25

Experience with local and regional government agencies

Chris Patton: 24

Directly aligned experience supporting large-scale public-sector initiatives, including transportation, infrastructure, and community outreach campaigns. Demonstrates proven success with measurable outcomes and the ability to execute complex, multi-channel efforts.

Andrea Wontor: 24

Extensive relevant work.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 10

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 10

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 10

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

KBC Business and Marketing Solutions, LLC

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 25

Lacks depth in the team to support County needs

Chris Patton: 18

Small firm with a primary focus on marketing and brand development. Demonstrates solid expertise in brand strategy and performance metrics; however, limited depth in public-sector communications and grassroots public information efforts.

Andrea Wontor: 20

Some marketing experience but limited scale and depth

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 15

Project approach not tailored to government environment

Chris Patton: 16

Shows a general understanding of communications services, with a strong emphasis on brand performance and marketing outcomes. Approach is less tailored to the needs of a large county government, particularly in delivering accurate, timely messaging to specific public audiences.

Andrea Wontor: 16

Basic awareness and understanding.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 15

Shows experience with event driven activities, but not agency wide

Chris Patton: 15

Limited comparable experience with local governments or large-scale public-sector initiatives. Portfolio reflects marketing-driven work but lacks demonstrated success in community engagement, public information, or issue-sensitive communications.

Andrea Wontor: 17

Moderate relevance with working with government adjacent partners

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Maris, West & Baker, Inc.

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 35

Qualified staff

Chris Patton: 33

Established firm with strong creative and campaign development capabilities. Demonstrates depth in branding, content production, and large-scale initiatives, though less emphasis on grassroots public engagement and public-sector communications.

Andrea Wontor: 30

Strong marketing and communications background. Not local to area.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 22

Clear understanding and a three-phase approach

Chris Patton: 21

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Shows a solid understanding of communications strategy, with strength in identifying target audiences and tailoring messaging. Approach would benefit from greater focus on street-level engagement and direct public information delivery.

Andrea Wontor: 19

Well-developed strategy

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 22

Good government experience with some in Florida

Chris Patton: 20

Relevant experience across large-scale campaigns, particularly in economic development and tourism. While impressive in scope, portfolio reflects fewer examples of hands-on community engagement or local government public information efforts.

Andrea Wontor: 15

Relevant government experience and portfolio but unable to provide boots on the ground.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 9

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 9

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 9

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

MDG Productions Inc

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 25

Lacked and understanding of staff qualifications

Chris Patton: 15

Production-focused firm with strengths in multimedia development and executive-level communications. Demonstrates capability in high-quality content creation, but limited depth in broader strategic communications and grassroots public information efforts.

Andrea Wontor: 17

Limited scope and comparables provided. Size of team? Not local.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 20

missing operational clarity

Chris Patton: 14

Approach reflects a structured understanding of messaging and executive communications; however, it lacks strategic depth in community engagement and large-scale public information delivery. Greater emphasis on audience-specific outreach and field-level execution would strengthen the approach.

Andrea Wontor: 15

Basic understanding of needs

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 15

Lacked Florida or regional government experience

Chris Patton: 13

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Limited comparable experience with local governments or grassroots public engagement initiatives. Prior work is more heavily weighted toward executive communications, multimedia production, and economic development campaigns rather than broad-based public information efforts.

Andrea Wontor: 13

Little explanation of relevant experience.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 5

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Media Relations Group, LLC

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 38

Strong team and credentials

Chris Patton: 31

Solid public relations firm with extensive experience supporting government agencies, particularly on large-scale infrastructure and transportation projects. Demonstrates strong capabilities in media relations, strategic communications, and multilingual outreach.

However, experience appears more concentrated in project-based and infrastructure communications rather than the full range of ongoing community-focused issues typical of a countywide communications program.

Andrea Wontor: 30

Capable PR-focused firm. Local office, able to work directly with.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 23

strong approach detailed processes

Chris Patton: 19

Well-structured and detailed approach with a strong emphasis on media relations, executive communications, and project management. While the firm outlines community outreach strategies, the approach leans heavily toward media-driven tactics and does not fully demonstrate a robust, proactive grassroots engagement strategy tailored to Seminole County's diverse service needs.

Andrea Wontor: 20

Clear and practical approach

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 23

Strong government experience, transportation oriented

Chris Patton: 19

Provides relevant examples, particularly in transportation and infrastructure-related communications, with demonstrated success in public involvement and stakeholder coordination. However, limited examples of comprehensive, countywide communications programs or sustained community engagement campaigns beyond project-specific initiatives raise questions about scalability to Seminole County's broader needs.

Andrea Wontor: 20

Good alignment with scope. lots of transportation experience.

Pricing Proposal | Points Based | 10 Points (10%)

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Stephen Koontz: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Quest Corporation of America, Inc.

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 37

Statewide and county level experience

Chris Patton: 36

Highly qualified firm with extensive public involvement and government communications experience. Demonstrates a deep bench of staff and strong capabilities in community outreach, stakeholder engagement, and multilingual communications. While well-rounded, the firm's experience is heavily concentrated in infrastructure and transportation-related initiatives, with comparatively fewer examples of broader, ongoing community-focused communications programs.

Andrea Wontor: 36

Strong experience in infrastructure communications. Project lead has past experience working for Seminole County and understands the team and requirements of the County.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 20

Approach was not very detailed

Chris Patton: 23

Excellent understanding of government operations and alignment with Seminole County’s needs. The approach reflects a strong, well-developed “ground game,” including on-the-ground outreach, stakeholder coordination, and responsiveness. However, the strategy leans more toward project-based public involvement rather than a fully integrated, countywide communications approach that addresses the full spectrum of County services.

Andrea Wontor: 23

Boots on the ground type mentality which is what we would require to engage with the community.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 25

Experience with local government and regional agencies

Chris Patton: 23

Highly relevant experience with numerous examples of successful public involvement and outreach efforts for infrastructure and transportation projects. Demonstrates proven ability to execute complex engagement strategies at scale. Minor limitation in demonstrated experience with comprehensive community initiatives outside of infrastructure-focused efforts.

Andrea Wontor: 23

Consistent relevant experience.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Andrea Wontor: 6

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Raftelis Financial Consultants, Inc.

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 37

Experience and qualified staff

Chris Patton: 35

Strong government consulting firm with extensive experience in strategic communications planning, public affairs, and advising local governments. Team includes senior-level professionals with direct public-sector experience and relevant certifications, supported by a capable content and creative team.

Andrea Wontor: 32

Government experience, more of a consulting firm for various needs and not just communications.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 25

Clear understanding the scope

Chris Patton: 24

Comprehensive, well-defined, and highly strategic approach that aligns closely with County operations. Emphasizes executive counsel, messaging frameworks, and data-driven planning, with clear processes for managing complex and high-profile issues.

Andrea Wontor: 19

Clear understanding of potential needs

Similar Project Experience | Points Based | 25 Points (25%)

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Stephen Koontz: 22

Strong government experience, not local or regional

Chris Patton: 20

Highly relevant experience supporting local governments, particularly in strategic communications planning, infrastructure projects, and stakeholder engagement. While project examples are strong, the firm's portfolio places greater emphasis on strategy and consulting than on sustained, large-scale grassroots community engagement.

Andrea Wontor: 14

Relevant but more advisory. Not focused on boots on the ground extension of team.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 3

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 3

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 3

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Strategic Digital Services

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 35

Qualified with Florida public sector experience

Chris Patton: 30

EVALUATION TABULATION

RFP No. RFP-5044-26/LTT

Public Relations, Advertising, Marketing, and Multimedia Services

Strong digital communications agency with expertise in messaging, social media, and performance analytics. Team demonstrates capability in high-visibility, multi-audience environments, though less focused on traditional government communications operations.

Andrea Wontor: 25

Solid team capabilities, experience more in supervisory roles.

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 22

A robust and applicable approach

Chris Patton: 21

Clear, structured, and data-driven approach emphasizing messaging frameworks, content delivery systems, and performance tracking. Approach is strong digitally, but less tailored to on-the-ground public engagement and local government dynamics.

Andrea Wontor: 16

Focus on content creation and development

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 23

Public sector projects, State agencies

Chris Patton: 19

Relevant experience in digital communications and brand messaging for major organizations; however, examples are primarily private-sector and not directly focused on local government or public-sector community engagement.

Andrea Wontor: 15

More of state project experience, not local.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 7

EVALUATION TABULATION

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Chris Patton: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Trueba Media LLC

Qualifications and Experience | Points Based | 40 Points (40%)

Stephen Koontz: 30

15 years of experience, limited staffing depth

Chris Patton: 17

Small firm with a limited team structure and capacity. While the firm demonstrates relevant capabilities in communications and multimedia production, overall depth of resources and scalability for large or concurrent County initiatives appears limited.

Andrea Wontor: 19

No mention of team size and availability, limited capacity

Project Approach/Understanding | Points Based | 25 Points (25%)

Stephen Koontz: 20

Not government specific

Chris Patton: 15

Proposal outlines a clear and structured communications methodology; however, the approach is largely generalized and emphasizes execution workflows rather than a tailored, strategic understanding of Seminole County's specific needs and operating environment.

Andrea Wontor: 15

Content focus - videos, digital.

Similar Project Experience | Points Based | 25 Points (25%)

Stephen Koontz: 15

No regional municipal or governmental experience

Chris Patton: 14

Experience includes public-facing campaigns and government-adjacent work, particularly in public safety awareness; however, limited direct experience with local government communications programs of similar scale and complexity.

Andrea Wontor: 15

Moderate relevance, no real government experience shown.

Pricing Proposal | Points Based | 10 Points (10%)

Stephen Koontz: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Chris Patton: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.

Andrea Wontor: 7

Points awarded using a relative scoring model, where the lowest-priced proposal receives the maximum available points and subsequent bids are scored proportionally.