



TABULATION OF PROPOSALS RECEIVED

RFP-5078-25/LTT Media Services Seminole County Tourism

Response Deadline: August 13, 2025 at 2:00 pm

Proposers	Location	Total Bid Price
A & Associates, Inc.	West Palm Beach, FL	\$0.00
Aqua Marketing & Communications, Inc.	Saint Petersburg, FL	\$350,000.00
Digital Sargeant LLC	Clermont, FL	\$350,000.00
Evok Advertising & Design, Inc.	Lake Mary, FL	\$350,000.00
Madden Prepint Media LLC	Tucson, AZ	\$350,000.00
Mass Inbound LLC	West Palm Beach, FL	\$198,000.00
Yanipaints LLC	Tamarac, FL	\$290,000.00

Evaluation Meeting: August 22, 2025 2:30 PM in the ED Hub at 1055 AAA Drive, Suite 149, Lake Mary, FL 32746
(This meeting is open to the public for **observation only**.)

Recommendation and Notice of Intent to Award to: Evok Advertising & Design, Inc.

BOCC Meeting Date: October 14, 2025 - Request to approve ranking and award a Term Contract to the top-ranked service provider.

Posted By: Liduvina Torres, Sr. Procurement Analyst.



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

EVALUATION FINAL RANKING

RFP-5078-25/LTT Media Services Seminole County Tourism

Date: August 22, 2025 at 2:30 pm

Location: 1055 AAA Drive, Suite 149, Lake Mary, FL 32746, Conf. Rm. Ed Hub

AGGREGATE SCORES SUMMARY

Vendor	Gui Cunha	Karen Aplin	Danny Trosset	Total Score (Max Score 100)	Total Average Rank
Evok Advertising & Design, Inc.	94	93	96	94.33	1
Madden Prepint Media LLC	71	91	88	83.33	2
Mass Inbound LLC	62	87	50	66.33	3.67
Aqua Marketing & Communications, Inc.	57	75	77	69.67	4.33
Digital Sargeant LLC	66	70	21	52.33	4.67
Yanipaints LLC	58	57	24	46.33	5.33
A & Associates, Inc.	0	5	12	5.67	7

We approve the above-mentioned ranking for award to the top ranked service provider Evok Advertising & Design, Inc.

Gui Cunha

Danny Trosset

Karen Aplin



Seminole County
Administrative Services - Purchasing & Contracts
Robert T. Bradley, Purchasing and Contracts Manager
1301 East Second St., Sanford, FL 32771

EVALUATION SCORING SUMMARY
RFP-5078-25/LTT Media Services for Seminole County Tourism
RESPONSE DEADLINE: August 13, 2025 at 2:00 pm

EVALUATORS

Name	Title
Karen Aplin	Tourism Manager
Guilherme Cunha	Economic Development & Tourism Director
Danny Trosset	Sports Tourism Manager

EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Knowledge of Regional Tourism Sector	Points Based	60 (60% of Total)

Criteria	Scoring Method	Weight (Points)
Quality of Proposed Advertising/Media Plan	Points Based	20 (20% of Total)

Criteria	Scoring Method	Weight (Points)
Quality of Samples of Tourism Destination Media and Advertising Material	Points Based	10 (10% of Total)

Criteria	Scoring Method	Weight (Points)
Pricing Proposal	Points Based	10 (10% of Total)

AGGREGATE SCORES SUMMARY

Vendor	Karen Aplin	Guilherme Cunha	Danny Trosset	Total Score (Max Score 100)	Total Average Rank
Evok advertising	93 (1)	94 (1)	96 (1)	94.33	1
Madden Preprint Media, LLC	91 (2)	71 (2)	88 (2)	83.33	2
Aqua Marketing & Communications, Inc.	75 (4)	57 (6)	77 (3)	69.67	4.33
Mass Inbound LLC	87 (3)	62 (4)	50 (4)	66.33	3.67
Digital Sargeant	70 (5)	66 (3)	21 (6)	52.33	4.67
YANIPAINTS	57 (6)	58 (5)	24 (5)	46.33	5.33
A & ASSOCIATES	5 (7)	0 (7)	12 (7)	5.67	7

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Knowledge of Regional Tourism Sector Points Based 60 Points (60%)	Quality of Proposed Advertising/Media Plan Points Based 20 Points (20%)	Quality of Samples of Tourism Destination Media and Advertising Material Points Based 10 Points (10%)	Pricing Proposal Points Based 10 Points (10%)	Total Score (Max Score 100)
Evok advertising	59.7	19.3	9.3	6	94.33
Madden Preprint Media, LLC	53	16.3	8	6	83.33
Aqua Marketing & Communications, Inc.	42.7	13.7	7.3	6	69.67
Mass Inbound LLC	34.7	15.3	6.3	10	66.33
Digital Sargeant	30	11.3	5	6	52.33
YANIPAINTS	24	11	4.3	7	46.33
A & ASSOCIATES	5	0.3	0.3	0	5.67

INDIVIDUAL PROPOSAL SCORES

EVALUATION TABULATION

RFP-5078-25/LTT Media Services for Seminole County Tourism

A & ASSOCIATES

Knowledge of Regional Tourism Sector | Points Based | 60 Points (60%)

Karen Aplin: 5

A & Associates specializes in providing Temporary Professional Staffing Services. They are not an Advertising agency

Guilherme Cunha: 0

"A & Associates was established on the core principles of exceptional recruiting and staffing." This is not the scope of service we are seeking.

Danny Trosset: 10

This is a staffing company, not a marketing agency. Very little information on the tourism sector.

Quality of Proposed Advertising/Media Plan | Points Based | 20 Points (20%)

Karen Aplin: 0

A & Associates specializes in providing Temporary Professional Staffing Services. They are not an Advertising agency

Guilherme Cunha: 0

A & Associates is not providing the scope of service we are seeking.

Danny Trosset: 1

They did not provide an advertising/media plan.

Quality of Samples of Tourism Destination Media and Advertising Material | Points Based | 10 Points (10%)

Karen Aplin: 0

A & Associates specializes in providing Temporary Professional Staffing Services. They are not an Advertising agency

Guilherme Cunha: 0

A & Associates is not providing the scope of service we are seeking.

Danny Trosset: 1

They did not provide samples of tourism destination media and advertising material.

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

Karen Aplin: 0

No Pricing details submitted with proposal.

Guilherme Cunha: 0

No Pricing details submitted with proposal.

Danny Trosset: 0

No Pricing details submitted with proposal.

Aqua Marketing & Communications, Inc.

Knowledge of Regional Tourism Sector | Points Based | 60 Points (60%)

Karen Aplin: 48

Solid understanding of Florida's tourism environment, with particular emphasis on coastal markets, nature-based tourism, and regional drive markets. They highlight past experience with FL tourism clients and show awareness of visitor behavior patterns; however, their proposal does not reflect deep knowledge of Seminole County's distinct tourism identity. They miss, particularly, our positioning as Orlando North, which differentiates us from theme-park-centric Orlando. Their insights would be stronger if they included clear examples of Seminole's assets

Guilherme Cunha: 30

Minimal Central FL experience. Minimal experience with a landlocked destination.

Danny Trosset: 50

The agency has served 9 DMO's in Florida, five airports, as well as cruise ports, hotels, and attractions. Have experience in working with DMO's such as Punta Gorda, Visit Lauderdale, Bradenton, Anna Maria Island.

Quality of Proposed Advertising/Media Plan | Points Based | 20 Points (20%)

Karen Aplin: 14

Clear, structured, and diversified, including digital, social, and traditional placements. Their plan reflects industry best practices, but it lacks hyper-local specificity. They lean in a more generic tourism direction and miss on targeted partnerships with Orlando-area outlets, alignment with Seminole County's sports tourism events, or integration of local partners.

Guilherme Cunha: 15

Need more detail.

Danny Trosset: 12

The agency provided a broad overview of the plan but lacked specific examples and details of a specific marketing and advertising plan for Orlando North Seminole County. Sports tourism really did not seem to be a focal point of the plan which I felt was a missed opportunity.

Quality of Samples of Tourism Destination Media and Advertising Material | Points Based | 10 Points (10%)

Karen Aplin: 7

Creative quality is STRONG! The samples provided are professional and visually compelling with great storytelling components. However, some materials appear more suited to larger, high-budget DMOs or coastal destinations. A few examples lacked the authenticity and community-driven feel that would resonate with Seminole's positioning.

Guilherme Cunha: 6

Needed more material focused on a land-locked county.

Danny Trosset: 9

The agency provided several samples of ad material that they have done for other DMO's.

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

Karen Aplin: 6

Pricing details submitted with proposal.

Guilherme Cunha: 6

Pricing details submitted with proposal.

Danny Trosset: 6

Pricing details submitted with proposal.

Digital Sargeant

Knowledge of Regional Tourism Sector | Points Based | 60 Points (60%)

Karen Aplin: 45

General understanding of FL's tourism market and shows familiarity with creative storytelling in community-focused campaigns. Proposal lacks depth in SC specific insights and doesn't show a clear understanding of SC's competitive positioning. Their strengths lie more in creative production capability than in destination marketing strategy.

Guilherme Cunha: 35

Minimal Central Florida tourism (Destination Management/Marketing Organization) experience.

Danny Trosset: 10

Very little experience working with DMO's and CVB's.

Quality of Proposed Advertising/Media Plan | Points Based | 20 Points (20%)

Karen Aplin: 12

The plan feels more tactical than strategic, which may present execution challenges in a competitive tourism environment.

Guilherme Cunha: 17

I like the influencer campaign strategies.

Danny Trosset: 5

There was a general summary provided but no specific tactics were shared on how the advertising and media plan would be carried out and executed. It was very confusing to follow. Not a single picture was provided, very difficult to get a understanding of what the advertising and media plan would look like. based upon the information that was provided.

Quality of Samples of Tourism Destination Media and Advertising Material | Points Based | 10 Points (10%)

Karen Aplin: 7

Their creative samples show great quality; however, most appear to be for non-tourism entities rather than destination campaigns. The lack of proven tourism specific samples makes it difficult to assess their ability to translate creativity into increased visitation and destination awareness.

Guilherme Cunha: 8

Good quality content.

Danny Trosset: 0

No samples of work were provided in the proposal.

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

Karen Aplin: 6

Pricing details submitted with proposal.

Guilherme Cunha: 6

Pricing details submitted with proposal.

Danny Trosset: 6

Pricing details submitted with proposal.

evok advertising

Knowledge of Regional Tourism Sector | Points Based | 60 Points (60%)

Karen Aplin: 59

Demonstrates the strongest regional knowledge of all reviewed proposals. They reference SC's unique positioning and emphasize: the natural assets, outdoor recreation, sports tourism, and appeal as a more authentic and affordable alternative. The only reason this is not a score of 60 is that a small portion of their language still leans into generic Florida tourism tropes

Guilherme Cunha: 60

Perfect understanding of the Seminole County identity and how tourism fits into the overall strategy.

Danny Trosset: 60

Evok has over a 20+ year history serving destination marketing organizations. They have worked with DMO's, hotels, attractions, etc. that are focused on tourism. Evok is a local agency and the current agency of record for Seminole County Tourism since 2018.

Quality of Proposed Advertising/Media Plan | Points Based | 20 Points (20%)

Karen Aplin: 19

Highly customized and strategically layered! Plan includes strong ROI tracking and opt practices, with clear performance reporting methods. The only minor limitation is that it could have leaned more heavily into experimental tactics (like: influencer partnerships, emerging media) to push innovation further.

Guilherme Cunha: 19

Understanding the impact of VFR and Short-Stay travelers is essential.

Danny Trosset: 20

They provided a in-depth analysis of our target markets and provided clear channel strategies on how we would reach our target audiences. They provided specific campaign creative examples and how the campaign would be rolled out. I liked the popcorn cam video concept as well as all of the sample banner ads that were provided in the proposal. "Sounds like your next vacation" digital activated boards would be great to place in high traffic areas like our airport, sunrail stations, etc. I was also impressed with the sports tourism strategy that they presented in their proposal.

Quality of Samples of Tourism Destination Media and Advertising Material | Points Based | 10 Points (10%)

Karen Aplin: 9

Samples provided are polished and directly tourism-focused, showing strong storytelling/destination branding expertise. My only critique is that while the work is strong and highly relevant, it occasionally trends toward safe.

Guilherme Cunha: 9

Exceptional understanding of the sports and leisure message.

Danny Trosset: 10

I thought they provided a substantial amount of quality samples of material including several mock up renderings with Orlando North Seminole County tourism brand.

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

Karen Aplin: 6

Pricing details submitted with proposal.

Guilherme Cunha: 6

Pricing details submitted with proposal.

Danny Trosset: 6

Pricing details submitted with proposal.

Madden Preprint Media, LLC

Knowledge of Regional Tourism Sector | Points Based | 60 Points (60%)

Karen Aplin: 59

Demonstrates the deepest expertise in tourism-specific marketing and the strongest regional tourism expertise presented. Their proposal reflects a nuanced understanding of SC's role as Orlando North.

Guilherme Cunha: 40

Good understanding of the Central FL tourism market needed to see more of an understanding of the Seminole County tourism strategy.

Danny Trosset: 60

With over 40 years of destination marketing experience and have worked with over 200 annual DMO partners, they have been in the tourism business since 1982. It is clear based upon their listed qualifications and experience that they specialize in tourism and destination marketing.

Quality of Proposed Advertising/Media Plan | Points Based | 20 Points (20%)

Karen Aplin: 17

Their approach includes a strong digital-first strategy, while still incorporating traditional marketing (with measurable impact)! Balances creativity with accountability; however, my concern lies in the ability to have consistent communication with the Account Manager. Specifically, during emergency situations when we need an immediate turnaround to push community awareness towards Prepare Seminole and EOC. Additionally, their heavy reliance on state-driven partnerships (with creative format restrictions) may limit bold/experimental campaign concepts.

Guilherme Cunha: 17

Overall a good media plan. Needed a little more understanding of the Seminole County sports market.

Danny Trosset: 15

Madden manages \$50 million in annual media buying across Google, Meta, and other key platforms. They touched on Media Planning and Buying and provided a broad overview within their proposal, but I felt it was lacking specific examples of how this plan would be implemented for Orlando North Seminole County. I was impressed with their Madden Voyage data analysis and how specific and granular the data is analyzed. On the sports marketing side, I liked the example they provided for Visit Milwaukee. For the media plan, they listed 30% Sports, 30% Foundational and 40% Meetings and Conventions and I believe that spending and investing 40% of the media strategy on meetings and conventions is too high. I would of liked to see more specific examples of how the plan would focus on increasing leisure travel and sports for Seminole County.

Quality of Samples of Tourism Destination Media and Advertising Material | Points Based | 10 Points (10%)

Karen Aplin: 9

Proven ability to execute DM at a high level and provide ideal samples that are exclusively tourism-focused!

Guilherme Cunha: 8

Very good quality of work.

Danny Trosset: 7

They provided examples of other destinations marketing material including Visit Idaho, Visit Milwaukee, Explore Saint Louis, and they were nicely done. I would of liked to see some more sports tourism examples of what they have done for other clients especially some smaller market DMO's that are comparable to size and scope of Seminole County.

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

Karen Aplin: 6

Pricing details submitted with proposal.

Guilherme Cunha: 6

Pricing details submitted with proposal.

Danny Trosset: 6

Pricing details submitted with proposal.

Mass Inbound LLC

Knowledge of Regional Tourism Sector | Points Based | 60 Points (60%)

Karen Aplin: 54

Very strong understanding of SC's role in the broader Central Florida tourism market. While the proposal demonstrates thorough local knowledge, it could provide more third-party tourism data (e.g., STR, TDT trends) to ground the narrative further.

Guilherme Cunha: 30

I did not identify much Central Florida tourism experience.

Danny Trosset: 20

Very little experience working with other tourism agencies and Destination Marketing Organizations.

Quality of Proposed Advertising/Media Plan | Points Based | 20 Points (20%)

Karen Aplin: 15

Robust, multi-channel, and highly customized! Notably, the plan prioritizes sports tourism and seasonal storytelling campaigns that align with SC's brand pillars. Note: need more emphasis on influencer/earned media integration to amplify paid placements.

Guilherme Cunha: 16

Good to see the crisis response plan listed. More detail needed on the cost proposal.

Danny Trosset: 15

The timeline that was laid out under the technical approach and methodology was sufficient but it was lacking specific details and examples to show what would be marketed. The presentation also did not include an annual plan which lays out the advertising plan over a 12 month calendar which made it difficult to understand what the specific components of the plan are.

Quality of Samples of Tourism Destination Media and Advertising Material | Points Based | 10 Points (10%)

Karen Aplin: 8

While strong, the only reason this is not a perfect score is that some designs lean toward traditional DMO aesthetics and could be pushed further for SC originality.

Guilherme Cunha: 6

Good advertising material.

Danny Trosset: 5

They do not have experience working with other DMO's so the samples that were provided within the proposal were insufficient.

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

Karen Aplin: 10

Pricing details submitted with proposal.

Guilherme Cunha: 10

Pricing details submitted with proposal.

Danny Trosset: 10

Pricing details submitted with proposal.

YANIPAINTS

Knowledge of Regional Tourism Sector | Points Based | 60 Points (60%)

Karen Aplin: 32

Demonstrates a strong grasp of Seminole County's tourism identity, emphasizing its positioning as an authentic alternative to Orlando's theme-park focus (strengths: outdoor recreation, sports, and meetings markets). While they clearly understand the brand, they do not provide many case studies directly tied to regional DMOs

Guilherme Cunha: 30

There was not an extensive amount of Central Florida tourism experience.

Danny Trosset: 10

Very little experience working with Destination Marketing Organizations. Most of the samples provided within the proposal were more local municipality projects with the City of Lauderdale Lakes.

Quality of Proposed Advertising/Media Plan | Points Based | 20 Points (20%)

Karen Aplin: 13

The plan is well-designed, though it leans heavily on process rigor and less on bold, innovative campaign ideas that could differentiate Seminole in a competitive Central Florida market.

Guilherme Cunha: 15

More detail needed.

Danny Trosset: 5

The advertising and media plan was lacking specific advertising strategies making it difficult to understand what the advertising and marketing plan was. It did not include a 12 month advertising calendar and did not include specific examples of what specific advertising and media tactics would be used.

Quality of Samples of Tourism Destination Media and Advertising Material | Points Based | 10 Points (10%)

Karen Aplin: 5

Most samples are municipal or nonprofit-focused rather than tourism-driven, so while they are visually compelling, it is not entirely clear how this creativity translates to destination marketing specifically.

Guilherme Cunha: 6

More detail needed.

Danny Trosset: 2

The majority of the experience was with the City of Lauderhill Lakes and it really was not tourism focused. No real examples of work shown of tourism destination media and advertising material.

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

Karen Aplin: 7

Pricing details submitted with proposal.

Guilherme Cunha: 7

Pricing details submitted with proposal.

Danny Trosset: 7

Pricing details submitted with proposal.