



THE CITY OF KEY WEST

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## EXECUTIVE SUMMARY

**TO:** Key West Bight Management District Board  
**FROM:** Karen Olson, Deputy Director Port & Marine Services  
**DATE:** October 8, 2020  
**SUBJECT:** Task Order for 2021 Marketing Services

### ACTION STATEMENT

Resolution approving Task Order for 2021 ongoing Marketing Services to Adept Strategy & Public Relations (Adept) in the amount of \$177,000.

### BACKGROUND

Request for Proposal (RFP) # 10-015 was advertised seeking proposals from qualified individuals or firms to provide marketing, communications, and advertising services for the Key West Historic Seaport. Adept Strategy & Public Relations was issued a three-year Marketing Services contract approved through Resolution #15-371 and amended through Resolutions #16-326 and #16-375 and extended through Resolution #18-360.

Resolution #20-197 authorized the City Manager to extend Adepts contract one additional year under exceptional circumstances

### PURPOSE & JUSTIFICATION

Adept's contract was set to expire on January 5, 2021. Typically, now would be the time staff develops a new Request for Proposal (RFP) as the process from development to contract award takes several months to complete.

With the exceptional circumstances we are facing the consistency of the Key West Historic Seaports (Seaport) marketing firm is one of the keys to the Seaports businesses being able to survive the COVID-19 pandemic that has stricken not only Key West but the entire nation. Adepts marketing contracts are in place as well as having the various marketing materials. For a new firm to come in and implement a new marketing strategy would be detrimental to the Seaports many businesses.

Task Order for 2021, under the Marketing Services extended contract, will provide ongoing marketing services including:

1. Daily Social Media Management

*Key to the Caribbean – Average yearly temperature 77° F.*

RESOLUTION SUMMARY

2. Website Maintenance and Content Creation
3. Monroe County Outdoor, Furniture and Transit Advertising
4. Media Buys
5. Campaign Development and Board Presentations
6. Digital Marketing
7. Local Public Relations and Outreach
8. Television Advertising
9. Continued Live Webcams
10. Marina Website Maintenance and Content Creation

### **FINANCIAL IMPACT**

The Seaports has budget for 2021 Marketing Services in the Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800 for the Key West Historic Seaport (\$167,000) and in account Key West Bight Fund/ Marina Operations/ Promotional Expenses account 405-7503-575-4800 for the Key West Bight Marina (\$10,000). Upon final approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$177,000.

### **RECOMMENDATION**

Seaport staff recommends approving Task Order for 2021 ongoing Marketing Services to Adept Strategy & Public Relations in the amount of \$177,000.