



THE CITY OF KEY WEST

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MEMORANDUM

To: Patti McLauchlin, Acting City Manager

From: Karen Olson, Deputy Director Port & Marine Services

Cc: Gregory W. Veliz, City Manager
 Mark Finigan, Finance Director
 Doug Bradshaw, Port & Marine Services Director

Date: October 7, 2020

Reference: Marketing Contract Extension by Exceptional Circumstance

City Code Section 2-797(4)(b) authorizes the City Manager to recommend exemption of the competitive bid process in the best interest of the City due to exceptional circumstances for approval by the City Commission.

Adept Strategy & Public Relations (Adept) was awarded a three-year contract through Resolution #15-371 and the two-year renewal option approved through Resolution #18-360 which expires 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 four plus 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.

Staff recommends a one-year Marketing Contract extension for Adept to continue providing services through this pandemic. Once the extension is ratified staff will coordinate with Adept to develop the 2021 marketing task order. Prior to completion of this extension staff will prepare and advertise a new RFP for Marketing Services.

Marketing Funds are budgeted yearly in accounts 405-7504-575-4800 and 405-7503-575-4800.

[Handwritten signature of Patti McLauchlin]

Approved by Patti McLauchlin,
Acting City Manager

10/7/2020
Date