

RESOLUTION NO. 18-360

A RESOLUTION OF THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY (CRA), APPROVING A TWO-YEAR EXTENSION TO THE "AGREEMENT BETWEEN THE CRA AND ADEPT PUBLIC RELATIONS, LLC FOR MARKETING SERVICES AT KEY WEST HISTORIC SEAPORT"; AUTHORIZING THE CITY MANAGER TO EXECUTE NECESSARY DOCUMENTS; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, in Resolution 15-371, the CRA awarded a contract to Adept Strategy and Public Relations in Response to RFP #10-015 for marketing services at the Key West Historic Seaport, and in Resolution 16-326, the financial terms of the contract were amended and in Resolution 16-375 terms were further clarified; and

WHEREAS, Article 4 of the contract sets forth an initial term of three years, with a provision for additional two-year extensions, and the Key West Bight Management District Board recommended approval of a two-year extension at its meeting on October 10, 2018; and

NOW, THEREFORE, BE IT RESOLVED BY THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY, AS FOLLOWS:

Section 1: That a two-year extension to the Agreement between the CRA and Adept Public Relations, LLC for Marketing Services for the Key West Historic Seaport is hereby approved.

Section 2: That the City Manager is authorized to execute any necessary documents that are consistent with the approval granted herein, upon the advice and consent of the City Attorney.

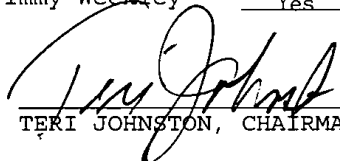
Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding officer and the Clerk of the Agency.

Passed and adopted by the Caroline Street Corridor and Bahama Village Community Redevelopment Agency at a meeting held this 20th day of November, 2018.

Authenticated by the presiding officer and Clerk of the Agency on November 21, 2018.

Filed with the Clerk November 21, 2018.

Chairman Teri Johnston	<u>Yes</u>
Commissioner Gregory Davila	<u>Yes</u>
Commissioner Mary Lou Hoover	<u>Yes</u>
Commissioner Sam Kaufman	<u>Yes</u>
Commissioner Clayton Lopez	<u>Yes</u>
Commissioner Billy Wardlow	<u>Yes</u>
Commissioner Jimmy Weekley	<u>Yes</u>

  
TERI JOHNSTON, CHAIRMAN

ATTEST:

  
CHERYL SMITH, CITY CLERK



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

## EXECUTIVE SUMMARY

**TO:** Community Redevelopment Agency  
**FROM:** Key West Bight Management District Board  
Karen Olson, Deputy Director Port & Marine Services  
**DATE:** August 31, 2018  
**SUBJECT:** Marketing Services Contract – Two-Year Contract Extension

### ACTION STATEMENT

Resolution approving a two-year contract extension for the Key West Historic Seaport Marketing Services Contract originally approved through Resolution #15-371.

### 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 Public Relations, LLC was issued a three-year Marketing Services contract approved through Resolution #15-371 and amended through Resolutions #16-326 and #16-375.

The Key West Bight Management District Board approved this item at their October 10, 2018 meeting.

### PURPOSE & JUSTIFICATION

This approval provides exercising a two-year, mutually agreed upon, extension of the existing Key West Historic Seaport Marketing Services Contract with Adept Public Relations, LLC. This extension is in accordance with Article 4 of the executed agreement.

### FINANCIAL IMPACT

The Seaport budgets annually for this contract in Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800.

### RECOMMENDATION

Key West Bight Management District Board recommends approving a two-year contract extension for the Key West Historic Seaport Marketing Services Contract originally approved through Resolution #15-371.

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

WZLWMS 306L203K3



**ADEPT**

Strategy & Public Relations

T: 954.769.1533 · Email: [Info@Adept.co](mailto:Info@Adept.co) · Web: [www.adept.co](http://www.adept.co)

August 28, 2018

Doug Bradshaw  
Director Port and Marine Services  
City of Key West  
201 William Street,  
Key West, FL 33040

**Subject: Marketing Services Contract 10-015 Key West Historic Seaport**

Dear Mr. Bradshaw:

This letter serves as our request for the extension agreed upon in the Marketing Services Contract Number 10-015 between the City of Key West and ADEPT Public Relations, LLC executed on January 8, 2016.

We look forward to the opportunity to continue to serve you and your staff, the City of Key West, the Bight Management District Board and the Key West Historic Seaport, its tenants and visitors.

Should you require further clarification please do not hesitate to contact me at 954-769-1533 or [Dana@Adept.co](mailto:Dana@Adept.co).

Thank you for this opportunity,

**ADEPT Public Relations, LLC**

Dana Pollitt  
Managing Partner

Cc: Karen Olson, Deputy Director  
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