



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

TO: Jim Scholl, City Manager

FROM: Key West Bight Management Board
Doug Bradshaw, Director of Port and Marine Services

CC: Sarah Spurlock, Assistant City Manager
Greg Veliz, Assistant City Manager

DATE: November 19, 2015

SUBJECT: Award of RFP #10-015 Marketing Services Key West Historic Seaport to Adept Strategy & Public Relations

ACTION STATEMENT:

Resolution approving the Key West Bight Management Boards recommendation of award to Adept Strategy & Public Relations for Marketing Services Key West Historic Seaport.

BACKGROUND:

Request for Proposal (RFP) # 10-015 was advertised on July 26, 2015 seeking proposals from qualified individuals or firms to provide marketing, communications, and advertising services for the Key West Historic Seaport.

Eight (8) responses were received on August 26, 2015 for Marketing Services Key West Historic Seaport.

1. McBride Marketing Group
2. Aqua Marketing Communication Design
3. Adept Strategy & Public Relations
4. Birdwell Photography and Multimedia, Inc. DBA Birdwell Agency
5. WANTMAN Group
6. Green Advertising
7. BG AD Group
8. Monkey Pickles

Two (2) City Staff members, Doug Bradshaw and Lissette Carey and two Key West Historic Seaport tenants, Jack Anderson and Evalena Worthington tenant independently ranked the proposals based on the criteria in the RFP.

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

WANTMAN'S SUMMARY

The final ranking was as follows:

FIRM	Total Points	Average Score	Rank
McBride Marketing Group	685	171.25	1
Aqua Marketing Communication Design	681	170.25	2
Adept Strategy & Public Relations	653	163.25	3
Birdwell Photography and Multimedia, Inc. DBA Birdwell Agency	644	161	4
WANTMAN Group	544	136	5
Green Advertising	533	133.25	6
BG AD Group	360	90	7
Monkey Pickles	298	74.5	8

McBride Marketing Group was recommended to the Key West Bight Board for award. At the Key West Bight Board's November 18, 2015 meeting the Board chose to review the respondents themselves based upon the criteria contained in RFP #10-015. The Board selected Adept Strategy & Public Relations as the topped ranked firm and recommend them for award to the CRA.

PURPOSE & JUSTIFICATION:

The successful proposer would undertake for the Historic Seaport brand development and management; advertising; marketing; media planning and management; social media strategy, implementation, and management; website design and development; and market research.

Both McBride Marketing Group and Adept Strategy & Public Relations were deemed to be responsive to the Request for Proposals providing all required documentation and submittal requirements. References were checked and each provided a positive review of the firms.

McBride Marketing Group and Adept Strategy & Public Relations rates were compared to the other firms that submitted proposals and the rates are on average slightly lower than a majority of the other firms and considered reasonable.

FINANCIAL IMPACT:

The Seaport annual budget for this project is \$80,000 and is in account 405-7504-575-4800 Promotional Expenses. Services will be billed at the hourly rates submitted with the proposal with a total billable amount not to exceed \$80,000.

RECOMMENDATION:

The Bight Board recommends award of RFP #10-015 Marketing Services Key West Historic Seaport to Adept Strategy & Public Relations and to execute a three (3) year contract.