

we just opened up
our box of pencils

and look what popped out.....

IDEAS.

lot's of 'em.

REQUEST FOR PROPOSALS

CITY OF KEY WEST

Caroline Street And Bahama Village

Community Redevelopment Agency (CRA)

Key West, Florida

Marketing Services Key West Historic Seaport

RFP # 10-015

Submitted by:



ADEPT
Strategy & Public Relations

6410 5th Street, Suite 3

Key West, FL 33040

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SUBMITTED TO:

City of Key West Caroline Street and Bahama Village

Community Redevelopment Agency (CRA)

Office of the City Clerk

3126 Flagler Street., Key West Florida, 33040





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City of Key West, Office of the City Clerk
3126 Flagler Street Key West, Florida 33040
Attn: Mr. Doug Bradshaw, Port and Marine Services Director

August 26, 2015

**Subject: City of Key West Caroline Street and Bahama Village Community Redevelopment Agency (CRA)
RFP #10-015 Marketing Services Key West Historic Seaport**

Dear Mr. Bradshaw:

It is with much pleasure that ADEPT Strategy & Public Relations [ADEPT] submits this Request for Proposals for Marketing Services for the City of Key West Historic Seaport. As managing partner with ADEPT, I am authorized to represent the company in negotiating and signing any agreement which may result from this proposal.

With more than a combined 40 years of marketing experience, our team brings a solid foundation in community placemaking, marketing and economic development projects. ADEPT was founded in January, 2013 by business partners Ms. Julie Ruffolo and Mr. Dana Pollitt. **Since 2004, Mr. Dana Pollitt has worked on more than 40 projects in the Florida Keys and has a true understanding of the dynamics of working in Key West.** We have successfully managed numerous marketing, branding and public relations clients, including municipalities similar to Key West since inception. ADEPT currently employs eight personnel with diverse backgrounds in marketing, economic development, branding and community placemaking, communications, graphic design, website design and development, special events and public involvement. ADEPT is a small, minority and woman-owned company, federally certified as a **Disadvantaged Business Enterprise (DBE)** in Florida, under the Unified Certification Program (UCP) in accordance with 49 CFR, PART 26 administered by the Florida DOT. ADEPT is also a State of Florida certified **Small Business Enterprise (SBE)** for **Public Relations, Marketing and Advertising Consulting Services**. Recently, **ADEPT was awarded the Supplier of the Month by Broward College in March of 2015 and the Rosa Parks Leadership in Diversity Award for 2014 by the South Florida Chapter of WTS.**

As part of our team we have included strategic teaming partner, City of Key West-based **Sandra Walters Consultants, Inc. (SWC)**. Our local City of Key West based team of influence marketers and award-winning creative, branding and public involvement experts has hands on experience working in the Historic Seaport, the City of Key West, throughout Monroe County, South Florida and Nationally. SWC is a Women-Owned Small Disadvantaged Business Enterprise. SWC has provided extensive **Marketing, Communications and Monroe County Public Information Services throughout the Florida Keys** for all of the FDOT Design-Level Projects and Communications for all Monroe County Roadway Projects for nearly 10 years. Furthermore, SWC's **Kathey Fatica** was responsible for the existing logo design for the Historic Seaport and brings a wealth of knowledge and contacts with both the **Key West Bight Upland and Marina Tenants, Business Owners** and other relevant Stakeholders. **SWC is deeply connected to the Key West Community and have extensive media relations contacts and strategic relations with the Key West Business Community.** The team appears weekly on **US-1 Radio's 104.1FM Broadcast** providing valuable updates to residents, businesses and tourists regarding current events and conditions throughout the Upper and Lower Keys.

The ADEPT Team has extensive experience working with public, private and community-based organizations such as: Municipalities, CRA's, Trusts, Development Authorities, Businesses, Residents and HOA's, Civic and Cultural Affairs Organizations, Real Estate Developers, Local, Regional and State Elected Officials and other influential groups. Our Team brings knowledge and understanding of your unique brand through the tactics of: Social Media Management, Programming, Database Communications, Publicity, Human Interest Pitches, Brand Partnerships, Website Design and Development, Search Engine Optimization (SEO), Events and Institutional Marketing.

We understand the goals, objectives and issues that affect the CRA include promoting economic development, creating a sustainable waterfront development framework and encouraging economic growth that ultimately improves the attractiveness and quality of life for the CRA, businesses, residents, tourism and the City of Key West. The team has helped brand multiple South Florida communities including Fort Lauderdale's Artistic Flagler Village, Imperial Point Civic Association and is leading the Envision Uptown Campaign.

The following pages lay out in detail the qualifications of our local City of Key West based team, how we will assess your needs, and our outlined plan to achieve the objectives of the RFP. Thank you very much for this opportunity to grow our City of Key West based small businesses.

Sincerely,

ADEPT Strategy & Public Relations



Dana Pollitt
Managing Partner, ADEPT
Dana@Adept.co
954-937-9403



Sandra Walters,
President, SWC
Sandy@swcinc.net
305-924-0195



SECTION 2. Provide a description of your work process.

Based on Section 10 of the RFP, Award of Contract, we understand that within ninety (90) calendar days after the opening of Proposals (November, 2015), the CRA will accept one of the proposals by written notice of award. We utilized this timeframe to lay out two (2) work process diagrams for the City's review. By no means are the following work process diagrams fully developed for the CRA's needs, but they do provide a good example for the members of the selection committee to evaluate relative to our team's ability to put forth realistic expectations for RFP #10-015. As part of this contract we could provide additional diagrams for other service lines related to marketing and advertising, among others.

Schedule and planning
 Strategic consultation and discovery
 Customer/audience profiling & research
 Functional & business requirements

Brand audit, economic development, community involvement process
 Identification of key competitive benefits
 Identification of brand touchpoints
 Messaging: Positioning statement & Tag line
 Design research & mood boards

Creative development
 Color and type choices
 Brandmark design
 Photographic and/or illustrative styles determined
 Design of one key brand asset

Design presentation and revisions
 Second design presentation and further revisions (if needed)
 Design of further brand assets (may extend timeline)
 User acceptance testing

Final revisions

Digital delivery of brand assets
 Design and delivery of brand standards



Brand Development Timetable

* For purposes of this timetable, our forecast runs through February 28, 2016

Identify and establish goals, objectives, timelines and budget
 Devise and implement a posting calendar
 Initiate weekly communication

Identify leadership content and key influencers
 Build or optimize LinkedIn page as well as personal LinkedIn profiles of key stakeholders
 Build, optimize and add branded design to Twitter and Facebook Page
 Build or optimize Pinterest (later run a Pin it to Win it contest)
 Blog introduction

Google hangouts are great for small groups to collaborate, create buzz, sample YouTube videos
 Consistent Blogging, Press release, Newsletters
 Repurpose content and energy to reach a larger audience

Press release, Blog, Newsletters
 Branded graphics unveiled on Facebook, Twitter, Website, LinkedIn, Pinterest, YouTube
 Repurpose content and energy to reach a larger audience

Repurpose content and energy to reach a larger audience
 Expand reach of thought leadership content
 Engage and excite influencers



Traffic Statistics and Reporting



Social Media Account Management Timetable

* For purposes of this timetable, our forecast runs through April 30, 2016



SECTION 3. Provide a minimum of three (3) client references.

Reference	Organization, Title	Telephone	Company
Roman Gastesi	Monroe County, Administrator	305-292-4470	ADEPT
Judith Clarke	Monroe County, Director of Engineering	305-295-4329	ADEPT
Jacki Hart, EI	Reynold, Smith & Hill, Senior PM	954-775-6949	ADEPT
Cary Goldberg	Envision Uptown, Inc., President South Florida Regional Planning Council, Board Member Diversified Real Estate Development, President	954-673-0162	ADEPT
Frank Frione	GFA International, CEO SFRTA, Board Member	561-414-4403	ADEPT
Michael Lassner	Allied Steel Buildings, President	305-505-9500	ADEPT
Bruce Roberts	City of Fort Lauderdale, Commissioner	954-828-5033	ADEPT
Kathy McLendon	DOT, Communications Contract Manager	305-640-7437	SWC
Heather Carruthers	Monroe County Commission, Commissioner	305-292-3430	SWC
Ed Swift	Historic Tours of America, President	305-293-9603	SWC
Mike McGraw	Key West Bar Pilots, Senior Pilot	305-296-5512	SWC
John Jones	City of Key West, Retired Assistant City Manager	305-707-0484	SWC
Dan Probert	Key West Bight Board of Directors. Former Board Member	305-294-7243	SWC
Jack Spottswood, PA	Spottswood and Spottswood Law Firm, Partner	305-294-9556	SWC
Ron Deme	Naval Air Station Key West, Business Manager Propeller Club and Rotary Club, President	305-293-2866	SWC

SECTION 4. Name and qualifications of the individuals who will provide the requested services and a current resume for each, including a description of qualifications, skills, and responsibilities. The City is interested in professionals with experience serving small governmental entities and especially serving cities comparable in size to the City of Key West.

Each team member bring years of experience with facets of Marketing, Branding and Public Relations including account management, publicity, advertising, building of positive brand awareness for projects and programs and coordination with local, state and national media. The ADEPT team is extremely involved with community and civic-based organizations, charities and local events throughout South Florida and the Florida Keys.

We understand that this Marketing, Branding and Public Relations contract will facilitate the Historic Seaport by raising its profile as a positive economic development resource within the City of Key West. Our team can execute effective branding, public relations, marketing strategies and special events for the City of Key West CRA. Additionally, the team brings vast experience in government relations working with a number of local municipalities, counties, convention and visitor bureaus, state and federal agencies.

The ADEPT team will facilitate the CRA by creating authentic relationships between the City of Key West, its residents, business owners and tourists. No matter what the challenge, we have the ability to pull resources for any size Public Relations and Media task however large or small. Supporting the ADEPT team are the following strategy, communications, branding and marketing experts:




DANA POLLITT, Project Manager, Stakeholder Liaison, Radio, Trilingual

Mr. Dana Pollitt will act as the project manager for this contract. He has over 20 years of marketing experience working with private for-profit companies, non-profit organizations and municipal, county, state and federal government. He is an expert in government affairs, strategy, marketing, communications, advertising, advocacy and business development. **Since 2004 Mr. Pollitt has worked on over 40 projects throughout the Florida Keys for the City of Key West, Village of Islamorada, Monroe County Government, the FDEP and the FDOT. Each of these projects required interaction with the general public and outreach to Monroe County businesses as well as with agency staff and elected officials.** He has developed and participated on some of the largest projects and programs

throughout South Florida. He has brought together a well-versed team in all aspects of Marketing, Branding, Advertising, Communications and Public Relations. Throughout Mr. Pollitt's work on behalf of clients, he has emphasized that being effective in developing new business requires integrity, industry expertise, well-crafted communications, passion for a client's issues and strong relationships. Today ADEPT's team of professionals, with expertise in many industry sectors, reflect those values and Mr. Pollitt's own commitment to hard work, discipline, client service and pride in their profession. Mr. Pollitt is actively involved in the community and with philanthropy, having served on numerous boards and committees, including the Office of Economic & Small Business Development Advisory Board, Aviation Advisory Board, Government Affairs Committee, Sustainability Advisory Board, Transportation & Infrastructure Committee, Executive Board of Directors for Envision Uptown, Inc., Transportation Management Association (Sun Trolley), Multiple Chambers of Commerce. Mr. Pollitt earned his Master's degree in Management from Polytechnic University School of Engineering and Business Administration and his Bachelor's degree in Policy & Law from The University of Kansas. He is fluent in English, Spanish and Portuguese.


DEAN WALTERS, Deputy Project Manager, Radio, Public Affairs Coordinator

Mr. Walters is an accomplished professional in the field of public involvement and civic outreach. He has worked closely with the Florida Department of Transportation on many design and construction projects in Monroe County, so is well experienced with procedures for mailings and meetings and ensuring that public outreach is effective and results well documented. In addition, he has many years as a musical performer, and has been involved in management and direction of such organizations as Island Opera Theatre of the **Florida Keys, Inc. and the Keys Chorale at Florida Keys Community College**, and in those roles gained extensive direct public involvement and civic outreach experience. Dean appears weekly on US-1 Radio Broadcast

providing updates to residents, businesses and visitors throughout the upper and lower keys.


JULIE RUFFOLO, Public Relations Operations, Finance & Administration, Trilingual

Fort Lauderdale resident, Ms. Julie Ruffolo is the founder and managing partner at ADEPT. She is responsible for overall public relations operations. Ms. Ruffolo has handled all aspects of monitoring, reporting, accounting and finance for fundraising, public involvement/awareness campaigns, events, trade and trunk shows, catering, investment banking, real estate development and management consulting.

Ms. Ruffolo brings a wealth of knowledge in multicultural strategy and foreign public relations, community outreach, stakeholder coordination, promoting business/corporate and special events, e-commerce brand and program management.

Her ability to engage with minority and under-represented groups through implementing outreach strategies, developing innovative methods and direct public involvement campaigns helps clients reach every spectrum of the community.

Ms. Ruffolo oversees how ADEPT informs the public, develops memorandums to local governments, press releases, display ads, agendas, marketing materials and flyers. She has the ability to facilitate the public involvement process by distributing plans, agendas and brochures written to familiarize the public with infrastructure projects. Her team can arrange television or radio appearances, create videos, CDs or audiotapes and publish newsletters specific to transportation and infrastructure projects.

Ms. Ruffolo is a member of League of Cities, the WTS Advancing Women in Transportation, the National Association of Professional Women, the Riverwalk Trust, the Historic Stranahan House Museum and various Chambers of Commerce.




SANDRA "SANDY" WALTERS, Quality Assurance / Quality Control, Stakeholder Liaison

Ms. Walters is a seasoned stakeholder liaison with more than 30 years of professional experience in South Florida. She has extensive experience in design and implementation of public information programs; community engagement and review and development of comprehensive outreach plans. She has served since 2006 on the South Florida Regional Planning Council, appointed by three governors, and presently is serving as chair. She also serves on EPA's Water Quality Steering Committee for the Florida Keys National Marine Sanctuary, and served as a Governor's appointee from 2000 to 2004 on Florida's Acquisition and Restoration Council, which oversees purchase and management of all State conservation lands. **FDOT District Six Communication Services Manager** for Roadway Construction

Projects. Monroe County. Serving as communications project manager. Projects Public information officer for design level projects in Florida Keys, providing services for 11 assignments to date. Services have included preparation and mailing of project information letters and news releases, holding public meetings, and preparing public information summaries. **City of Key West**. Provided public information and environmental services for three LAP projects in City of Key West, including mailings, news releases, meetings and summaries. **City of Key West Bahama Village Redevelopment Plan Update**. Member of team that updated community redevelopment plan. Public involvement, including preparation and distribution of project newsletters and news releases; and development and implementation of proactive community involvement process. **City of Key West Navy Base Reuse Plan**. Member of team that evaluated surplus Navy properties in Key West, and developed plan for reuse which addresses local needs and concerns. **City of Key West Economic Development Conveyance Application**. Planning and implementing meetings with local officials and interest groups, coordination of public workshops and presentations. **Key West Stock Island US Highway 1 Corridor Study**. Provided public information services, including coordination with stakeholders, preparing and distributing informational materials and news releases, and hosting a well-attended planning charrette.

FDOT Dist. Six PD&E Studies, Lower Matecumbe Key & Big Coppitt Key in Monroe County, and Sombrero Beach Road in Marathon. Provided public involvement to encourage full public support at final public hearings. Work included creation of advisory committees and extensive community coordination.

City of Key West, Tarpon Pier Replacement Project. **City of Key West**, Mallory Dock Maintenance. **City of Key West** Stormwater System. **City of Key West**, S. Roosevelt Seawall Repair. **City of Key West**, Smathers Beach.

Specific to this project Mrs. Walters is the former president, **Monroe County Federation of Chambers of Commerce**; former president, **Lower Keys Chamber of Commerce**; current member, **Key Largo, Islamorada, Marathon, Lower Keys and Key West chambers**. She is also an associate member, **Marathon and Lower Keys Association of Realtors**.

FERNANDO BARTA, Television-Video Producer/Host


Fernando Barta, Television-Video Producer/Host. Mr. Barta has been in the Television production industry since the 1970s. As the producer he assumes sole responsibility for a project, or part responsibility for a larger project, from brief to execution. This means interrogating the brief, scoping the project and allocating the necessary resources and budget. As producer he also supervises the project team to ensure that all work—from creative concepts to logistics and technical—delivers agreed objectives and surpasses clients' expectations. He is flexible and adaptable, able to build strong and durable relationships with both colleagues and clients alike. He has a strong foundation in **REELIN' IN THE KEYS** photography, commercial art and computer applications complemented by knowledge of business operations and the need for customer-focused service.

Mr. Barta's professional experience Videographer, SWC, Key West office. **National and Regional TV series 'Reelin' in the Keys'** full HD production and post-production with 3-D graphics of 116 episodes half hour TV show, encode with close captioning and upload to three TV Networks with a total reach of 47 million households plus internet television. Maintain web site www.reelininthekeys.com. Produced **Key West Marlin Tournament 2013, 2014 and 2015 for Fox Sports**. Tournament activities, captains meetings, weigh ins, dinner for participants, etc. were centered at Conch Republic Seafood Company at the Key West Historic Seaport. Script, shoot and produce TV commercials for sponsors in the TV series. Produce local TV series **'Cooking in the Keys- Real Island Cooking'** with Master Chef John Hines for local TV station WEYW Ch 19. Producer, Comcast NBC Universal, Monroe County, 2006-2011. Was responsible for training and supervising employees, promoting positive customer relationships. Design and production of entertainment pieces for Tourist Information Channel 5 in Key West, produced 96 TV commercials in five years and produced 230 half hour studio talk shows including **The Conch Report, Keys News and The Keynote**. Owner, operator, producer/director of photography. Produced **television commercials for Ramada Inn National Association** where he worked with each property owner/GM producing custom TV commercials for 70 Ramada Inns, Suites in 14 States, placing media buys meeting the needs of clients. Camera Operator for EXPN Winter X-Games in Aspen Colorado, HBO Comedy Fest, The Gary Shandler Show, Food and Wine Magazine Aspen Classic.


KATHEY FATICA, Branding, Advertising, Graphic Design

Katherine Fatica, Advertising/Branding/Graphic Designer. Ms. Fatica has spent over 30 years as a well versed graphic designer, print production and art director working for a number of agencies including Needham Fatica Advertising Agency. She has worked on projects for major corporations including Sherwin Williams, Moen, Inc, Dixon Ticonderoga, Avery Labels, Parker Hannifin and Hammermill Papers.

Ms. Fatica has lived and provided professional graphic design services in Key West for more than 18 years, during which time she has worked with many elements of the community, including businesses and government agencies, developing a keen sense of effective messaging with this community. Projects include logos for The Key West Historic Seaport, Peppers of Key West (twice),



Key West Association of Realtors, and several guesthouses; advertising materials for Casa Marina and The Reach, Southernmost Hotel Collection, Royal Palms Realty, Marquis Realty, Fausto's, Schooner Wharf Bar, A&B Lobster House, Half Shell Raw Bar, KWAR, The Red Barn Theatre, The Key West Express, Kelly's Caribbean Restaurant, The Key West Business Guild, La Te Da; The Key West Food and Wine Festival, The Key West Literary Seminar and many more projects for clients in the City of Key West.

Ms. Fatica's professional experience include creating designs and graphic arts presentations for fact sheets, flyers, banners, internet messaging and all other documents for SWC projects. Key West, FL North Roosevelt Boulevard Reconstruction - Creation of full color detailed fact sheets that presented all businesses and locations in corridor as well as presented project phasing and detour routes for Needham Fatica Advertising Agency, Key West, FL with a business partner, created a small market advertising agency offering graphic and web design, social media consulting, radio and TV commercial creative service, media placement and brand-building assessment and strategy.

Key West Historic Seaport Branding Project - worked on the Historic Seaport branding project in 2009. Scope included creation of logo representing Historic Seaport boardwalk which is currently being used, locator maps, rack card-sized brochure, pocket-sized version of locator map, and carrying over updated design elements to website and tourist TV advertising. Concept was a branding program by which the tenants of Key West Bight could market themselves as destination within Key West as opposed to individual businesses.


REBECCA GLEASON, Special Events Specialist

Ms. Gleason has over 30 years of experience in planning unique special events. Her wide range of knowledge of the intricacies and details of special and themed events give her a particularly broad expertise in the field. She has successfully worked for diverse clients, delivering custom, organized and successful events that maximize the goals of each client. Ms. Gleason has extensive experience working throughout the east coast. A resident of Key West since 2004, Ms. Gleason has embraced the community by completing the Key West Ambassador Academy, Key West Citizen's Police Academy, HAZWOPER Training, Sustainable Floridians Course and is an active member of Girls Night Out which raises funds for local charities.

Mrs. Gleason's professional experience include planning, coordination and execution of logistics and operations for private meetings, Corporate Events, Custom Interactive Events, Hotel Preferred Vendor Events, Conferences in Key West, New Jersey, New York and Pennsylvania and weddings. Rebecca has also worked for Beachside Resort, Pier House Resort & Caribbean Spa and Key West Butterfly and Nature Conservatory located in Key West, FL.

ALIYAH SHARIFF, Social Media, Press Releases, Media Coverage


Ms. Shariff is primarily responsible for the preparation, scheduling and execution of effective social media strategies for client social accounts across multiple industries. To keep them relevant within the networks they live on, she constantly strives to remain up to date on happenings throughout clients' various trades and stays actively involved in the reporting and analytics of these activities to ensure an effective tracking of social media efforts, including overall buzz, sentiment, voice and conversation on all social campaigns. In addition to responsibilities falling under social media management and maintenance of multiple accounts, Ms. Shariff is involved in the writing, editing, distribution and pitching of press materials; compilation of media contacts and resources; assistance in website content creation and design; and e-newsletter content construction and design.



NANCY BARTA, Public Information Specialist

Ms. Barta is accomplished in the field of marketing and interpersonal communications in both English and Spanish. She has lived and worked for many years in the Florida Keys, during which time she has excelled in marketing and communications associated primarily with sales. She is assisting in all aspects of communications services for public agency clients, including coordinating with agencies and the public, preparing for and conducting mailings and public meetings and preparing summaries of public input and outreach efforts.

Mrs. Barta's professional experience for this contract include: "Put It Down" Distracted Driving Campaign, Florida Keys. As a result of her work, eight special events at venues throughout the Keys were held to raise awareness in young people, two of which were entirely planned and implemented by Ms. Barta. For the controversial North Roosevelt Boulevard project, Ms. Barta attended and assisted FDOT at a major town hall meeting and also a presentation to the local Chamber of Commerce. She is fully trained on all tasks associated with running a communications campaign, including preparing the initial project summary or community awareness plan, fact sheet or newsletter, notification letters, and news release; setting up and updating websites. She served as PIS on three assignments which included; Marathon- communication with the businesses along US Highway 1. Summerland Key- Point of contact for drainage issue in Summerland; Big Pine Key- main contact for residents and businesses affected by road construction. Nancy has also provided Public Information Services for Monroe County, marketing and sales services to 'Reelin In The Keys' TV show, Key West and The Galleon Resort in Key West, FL.



WENDY DELUCCA, Special Events Manager, Social Calendars

Ms. Delucca is ADEPT's Event Director and Senior Marketing Manager. She has over 15 years of experience in event content creation, event production management, budget oversight and business development. Wendy has created, managed and planned Corporate & Social Events with Fortune 500 Companies such as Microsoft, Starbucks (The International Marketing Dept.), Boeing and with multiple Municipalities and non-profits. For two years running Wendy produced the Annual Halloween Party & Evening Under the Stars events at Vizcaya Museum and Gardens in Miami. Fundraising and special events are an absolute passion for Wendy! She loves to help people live out their dream day in full luxury...no matter the budget. With a BA in Spanish, her love for culture shines through each detail of every event. Her Starbucks International Marketing training frames her every branding decision. Wendy's events have been published on local and national media channels such as Comcast-Community Vision, Univision23, NBC/Telemundo, NBC6 South Florida, Miami Herald, Sun Sentinel Society Scene, Portada and ESPN Fitness America Pageant.



NILINI SINGH, Campaigns, Events, Social Media

Ms. Nilini Singh is primarily responsible for the coordination, administration and management of effective social media strategies for client social accounts across diverse industries. She provides assistance in the creation and strategy of the social media platforms for a national educational certification program, leveraging her abilities in content creation, strategic campaign planning and brand development. She is engaged in the foundation and day-to-day tasks of a talk radio show, scheduling guests and implementing promotional materials. Constantly striving to stay up to date in her clients' various industries, she actively participates in researching industry media news and analytics in order to provide further insight and direction. Furthermore, Ms. Singh is involved in the writing, editing,

distribution and pitching of press materials and compilation of media contacts and resources.



Rich Pollack, Newspaper (Print) Journalism, Copywriting, Editing

A communications veteran with more than 25 years of journalism and public relations experience. For 20 years Rich worked as a journalist for the Sun-Sentinel where he learned to put a strong focus on the needs of readers when writing, editing or planning a publication's content. As a reporter, Rich covered a variety of beats and assignments including the Pulitzer divorce trial and the grounding of the Mercedes II in Molly Wilmot's back yard. As an editor, he supervised a team of reporters responsible for local community coverage.

During his last seven years at the Sun-Sentinel, Rich worked in corporate communications where he edited the company's weekly employee newsletter, doing everything from writing and photography to planning and designing the 6-page publication. Rich also was the Sun-Sentinel's spokesman and handled a wide variety of corporate communications functions including press releases and media relations.





The Commodore Restaurant, Dantes Key West Restaurant and Schooner Wharf Bar

SECTION 5. Describe how the Proposer approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?

The ADEPT team understands the importance of this contract as it relates to promoting the City of Key West, the Historic Seaport and the Caroline Street and Bahama Village Community Redevelopment Agency (CRA).

The ADEPT Team has extensive experience working with public, private and community-based organizations such as: the **City of Key West, Monroe County Government, CRA's, Business Improvement Districts (BID's) and other influential groups.**

Under this contract, ADEPT's immediate aim is to support the CRA's long term plan and vision for the Historic Seaport. We will continue to work alongside the CRA to develop and implement a comprehensive strategic approach to the redevelopment and improvement of the commercial and marine conditions of the CRA. Our team is familiar with the City of Key West and its goals of developing an overall marketing plan positioning the Key West Historic Seaport as a premier tourist destination. Our team is equipped with identifying new marketing avenues, assisting with the building of a brand, place making, developing strategic marketing communications to assist the Key West Historic Seaport in promoting initiatives, events and programs, implementing media strategies, including media buys, negotiating advertising media and offering input on the current digital presence including current website and social media sites maintained by the City of Key West.



We are a team made up of locals; our offices are located in the City of Key West. We understand what goes on in town and in the CRA, and we have been a part of its shaping and transformation for the last Ten (10) years. We are fully aware of the City Vision, the CRA and the Historic Seaport priorities. **We have been inspiring pride, encouraging connectivity and increasing levels of awareness in Key West and throughout Monroe County for the past 20 years.**

ADEPT team member recently completed Video Production for another South Florida municipality's Vision 2035 video and has an intimate understanding of how to capture a City, CRA or Historic Seaport's vision for the future. Under this contract, ADEPT will continue to position the CRA as a valued, trusted and sustainable economic development agency that supports the City of Key West's Caroline Street and Bahama Village CRA area. We plan to help the CRA bring about a greater focus and awareness on projects and initiatives to encourage increased private capital investment, job creation and overall growth of the tax base. We understand that togetherness in the community is a major factor in what it will take to provide better services and benefits to businesses, tourists and residents located within and surrounding the Historic Seaport. We will brand the CRA as a place-making Organization by promoting walkability and livability, applying pedestrian friendly principles throughout the Historic Seaport.

ADEPT team members recently completed the City of Fort Lauderdale's Vision 2035 and Broward County Convention and Visitors Bureau videos portraying an intimate understanding of capturing key elements of an area on video for the WORLD to see. ADEPT team members have worked closely with the Flagler Village Improvement Association in conjunction with the Flagler Village Civic Association in creating the Flagler Village brand, now considered one of the hottest neighborhoods in South Florida for Art, Fashion, Culture and Sustainable Growth. The two have also branded notable developments in the Flagler Village neighborhood, namely Avenue Lofts, the Mill and Foundry Lofts and the former Courtyards, now Solmar on Sixth.



Your Passport to A Culinary Affair!





Historic Seaport at Key West Bight Sign, Kayak & Catamaran Rentals, Wayfinding Signs

Our team has a hands-on approach towards grassroots and community outreach techniques to capture targeted interested parties. We analyze all alternatives and map out the competitive environment by conducting detailed reviews of existing data to help our clients clarify their objectives.

KEY WEST HISTORIC SEAPORT

The Key West Historic Seaport has been a working waterfront since Key West was settled. Teaming with historical significance, it's now a quaint area of Key West that visitors to the island find "off the beaten track" of Duval Street. Because of its historical significance, the area has been transformed into a unique neighborhood which should be featured as a destination of itself, offering all of the "traditional" attractions of dining, watersports and shopping in an Old Key West waterfront setting.

Working with the Tenants Association of the Key West Bight [both Upland and Marina], the ADEPT team proposes that steps be taken to "brand" the Key West Historic Seaport as a destination, separate from other Key West attractions, to create a strong identity and a reason to visit Key West, similar to other historic seaport areas in the U.S. (like Mystic Seaport in Connecticut). The idea is to make the Key West Historic Seaport a Key West "must-see" area where visitors can shop, dine, be entertained, learn about the environment, participate in watersports, watch the dinghies with "real sailors" coming in from their boats off shore, see the fishermen display and clean their catch, marvel at the huge tarpon being fed or simply take in one of Key West's famous sunsets with a beverage.

"I think it is exciting that the branding of the Seaport is moving forward and the great advantage to have the Harbor Walk as such an attraction that ties the Historic Seaport together."

Tom Stron –
Owner, Catamaran Echo

CURRENT SITUATION

The Key West Historic Seaport, a working waterfront with a lengthy harbor walk traversing the area, is enjoyed by visitors to the area, and almost all say they will visit again. However, the area is not as well known as more popular destinations such as Duval Street, and can be difficult to find at times for visitors because of lack of signage, wayfinding or directions to the area. Ferry passengers, for instance, typically walk down Caroline Street, completely unaware of the Seaport and its attractions.

The area features a variety of options for island visitors: watersports, shopping, dining, entertainment, historic displays, etc. in a pleasing ambiance, yet the typical tourists tend to "stumble" upon the area without knowing all it has to offer. Unless they take the time to explore, they never know the richness and variety of the businesses found within the Historic Seaport area. The ADEPT team would work towards cohesively featuring the entire area through a well planned marketing plan that positions the Key West Historic Seaport as a premier tourist destination.

PROJECT GOALS

We propose to implement a coordinated marketing campaign and plan to position and build a Key West Historic Seaport brand as a premier tourist destination, reinforced with maps, brochures, and signage, as well as assist in promoting initiatives, events and programs. All these pieces would be complementary in terms of developed graphic design and communication materials (writing, editing and copy-proofing), using the same logo, colors, typefaces and marketing phrases to build brand identity.

Foremost to create a strong marketing plan and identity, we recommend using the Key West Historic Seaport logo, which can be used in all aspects of advertising from print to television to web.

Strategic marketing communications and brand support will be given to the Key West Historic Seaport for promotion of initiatives, events and programs in efforts to market the Historic Seaport.

Direction should be given to the Historic Seaport through a "pick-up piece," a brochure designed to create excitement about the Seaport, a "call to action" to visit the area, with a map and directions so visitors know how to find it.

Once there, people should be able to find centrally located, free-standing directories and maps to locate businesses within the area (similar in concept to directories found at the entrance to any shopping mall). These would be styled to be easy to find, yet integrated in style to the Key West Historic Seaport.



Mill Lofts Collateral Material, Flagler Village Neighborhood Map & Guests Dining at Dantes Key West Restaurant

To compliment the Directory maps, a “pocket” version of the directory, listing the businesses with locations noted on a smaller map should be developed. These would be distributed at the free-standing directories and at every business.

All media strategy, including media buys, and digital presence advertising should include the decided upon design elements, reinforcing the brand as a destination, as well as make reference to the directory and map locations.



The destination, as opposed to specific businesses is an important distinction; we want to sell an area that is constantly evolving, rather than specific businesses that are perceived as institutions located within that area.

A refresh of the current website should be conducted to include implementation of any new design elements, updating of information of businesses with links to business websites, printable copies of the aforementioned brochure and map, printable coupons, and a calendar of area events.

“We can’t wait for the new marketing of the Historic Seaport. It’s a fantastic area that we really need to highlight to the tourists.”

Graff Kelly –
Marketing and Events Director,
Conch Republic Seafood Company

Our team recommends evaluating the design and development of a mobile applications (apps) that can be promoted virally, with the help of traditional and social media outlets, grassroots surveys and digital advertising.

Specific to this Key West Historic Seaport Marketing Contract, our team has compiled a database of more than **Forty (40) Key West Bight Upland Tenants, Four (4) Ferry Terminal Upland Tenants and Thirty-Seven (37) Key West Bight Marina Tenants.** Our database of **Key West Bight Upland Tenants includes Business Names, Tenants Names, Business and Cell Phone Numbers.** Our database of **Key West Bight Marina Tenants includes File/Slip Numbers, Name of Boat, Tenant’s Name, Work Number, Home or Cell Number and Emergency Names & Numbers for each Tenant.** We feel this to be a major advantage for our team starting out as we have already talked with many of the tenants regarding this project to gauge their interest and valued input into the successful marketing

of the Historic Seaport.

MARKETING AND BRANDING

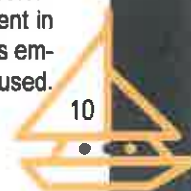
The ADEPT team takes a personal and customized approach to each client and their business needs. Our aim is to build a long-term relationship and help you create a strong brand and develop strategies to implement that brand. First steps include discovery, team building, evaluation of existing resources (strengths/weaknesses), identification of best opportunities for impact, program for tracking and analysis. This is typically less than a 30-day process.

WHAT IS BRANDING?

We exist in an over-communicated society. Too many messages act only to drown our sensibilities and make us immune to all the hype. Breaking through the clutter is becoming much more difficult to achieve. Thinking outside the box? So many people quote the overused expression - you have to get back into the box to stand out! Though brand development is by no means a new idea, people today have more access to information and more choices than ever before. The result is higher expectations, and the brand’s message must captivate them immediately. Organizations seeking to experience long-term success will have to create the most compelling, relevant, and consistent brand experiences for their audience.

YOUR BRAND’S CREED

The development of a branding strategy must begin with identifying your brand’s core values. These are the qualities your organization deems most important. For instance, your organization or business may identify its core values to include: honesty, integrity, dedication, passion for excellence, etc. Though these core values are rarely revealed to the public in an obvious way, they are evident in every aspect of the organization’s routine, from customer service, to marketing, to website, to social media, to the treatment of its employees and strategic partners. This conveys a consistent perception to the target audience in every medium of communication used.





Historic Seaport, 2007 Accura Key West Site Map & Aerial of Marina Piers

Consideration for these values should not be taken lightly for these values represent the “creed” for the organization and become the cornerstone for developing your brand’s proposition.

And though your brand’s proposition may change from time to time, the brand’s core values should never change.

A GREAT STRATEGY BEGINS WITH GREAT RESEARCH

Once your brand’s core values have been identified, the road towards effective brand proposition development begins. To ensure a successful outcome, comprehensive and objective research involving at the minimum, your brand’s strengths and weaknesses, the target audience, and the competition will be conducted. If the resources are available, research should also involve extensive observation into the brand’s industry, its history, the current market picture, and potential growth and direction.

DEVELOPING A BRAND STATEMENT (BRAND PROPOSITION)

From conducted research, development of the brand statement, often referred to as a brand proposition commences. The brand statement is a promise and must be clearly understood, engaging, presented in the right context for relevancy, and offer solutions to the target audience’s current wants and needs.

A PROMISE IS A PROMISE

Of course all of these promises are just that, promises. If your organization’s products, services, and experience doesn’t support these promises — the brand will fade into obscurity.

Providing a Brand Proposition that is engaging, easily understood, and offers an emotionally positive solution to needs and desires only serves to enhance the target audience’s perception of the brand and will urge those outside of your current sphere to look your way. Following through with an excellent product/service and community support will put an indelible mark in the memory of your audience, one that will create brand loyalty through good and bad times, a sure sign of a brand’s strength.

DELIVER THE UNEXPECTED

When developing a brand proposition, never let your brand’s promise be one that is already expected; this is a sure way to NOT stand out from your competitors. Advertising efforts that utilize adjectives like “good”, or “nice” are sure to fail when seeking to be both engaging and unique. Remember, you must convey an engaging, unique, relevant, and consistent message to your target audience.

Positive emotional bonding comes from a mutually beneficial relationship built on intrigue, trust, understanding, and support. These are qualities that often separate colleagues from friends, and friends from family. Build your brand promise on the basis that you will deliver positive, relevant, and unique emotional qualities. And of course these qualities will be dictated by the current needs and desires of your target audience.

FOCUS. FOCUS. FOCUS.

The ADEPT team intends to reach out to various community partners to collaborate and promote both the City of Key West Historic Seaport and the CRA. We are aware of the Keys Tourism Bureau slogan, “Two Nations. One Vacation.” We have the ability to work with this direction or create a sub-brand if needed to support this and other visions.

Creativity, innovation and collaboration are our strengths. With the ADEPT team, you will receive dedicated, customized planning with a strategic approach towards growth. We like to make an impact on your goals quickly and effectively. Through a collaborative, client-customer approach, we immediately begin working towards your communication goals: building the brand, developing social media strategies, planning short term and long events, media coverage, content development, brand telling and establishment of a strategic plan for future endeavors.

Together we begin to build the future of the City of Key West and the Historic Seaport, with a solid foundation and understanding of the unique businesses, residents, tourists and other key stakeholders in the area. We then apply this knowledge while seeking custom opportunities for partnerships, development, promotions, influence marketing, web content/creative, media exposure and more - all aligned with your goals, mission and values.



We then analyze that data to see how our communications strategies and messaging are performing across selected channels. It does not matter how much data is gathered, or how much that data is analyzed, our reports are only useful if we actually USE them. Adjusting and tweaking our strategies, communication channels, messaging and outreach efforts based on analysis are all part of the process, feeding continuously into the overall methodology.



Dockmaster by Commodores, Conch Republic Seafood Company & Monument at CRSC

A. REDUCE-REUSE-RECYCLE

The ADEPT team approach is to look, listen and learn, then take the next step forward. Part of every client relationship is discovery: What is working, what's not? What are the best parts of the organization that can be highlighted NOW? Building our strategy from these core values and then adding reasonable technology upgrades and a new twist on classic messaging is what most companies need to move forward and make an impact.

Simply changing a company's logo or its motto will most likely not result in a return on investment. Actively engaging members and stakeholders in your brand is what gains results – not fancy lettering and expensive graphic design.

Through involvement with the City of Key West, the Historic Seaport, residents, business owners and supporters, the ADEPT team believes we can help the City of Key West to better position the Historic Seaport by showcasing the organization, existing and future events, and what they hold for the City of Key West.

Togetherness in the community is a major factor in what it will take to deliver better services and benefits to residents. The ADEPT team can facilitate the Historic Seaport by stressing the significance the area brings to the overall community. History is the key to the future. Communicating this to locals, young and old, will help ease into the projected local business revenue increase. The more value portrayed within the organization, the more likely residents will show frequent support, in turn increasing levels of tourism.

B. SOCIAL MEDIA ACCOUNT MANAGEMENT

Several ADEPT team members are considered to be "major influencers" within the social media industry, providing our clients extensive reach to strategically targeted audiences and constituencies. The following is an outline of ideas that the ADEPT team, together with the City of Key West and the Historic Seaport, can utilize to lay out a "Long-Term Strategic Plan" using traditional and non-traditional digital approaches for each individual entity:

- Social Media Review & Desktop Discovery
- Creative Strategy for Promotions and Events
- Creative Materials: Public Relations, Newsletters & Feature Articles
- Tracking & Measurement
- Strategic Communications Plan Development
- Executive Review/Planning Meetings

The ADEPT Team's Social Media Recommendations: Work with the City of Key West to use social media to enhance the reach of the Historic Seaport, its residents, marine industry and business organizations, helping share its outreach on behalf of the local community. We have developed the following strategy to manage social media, media contacts, emails and articles:

1. Monthly Management (to include the following)
 - a. Research, Strategy, Content Creation, Implementation
 - b. Facebook, Twitter, YouTube, Blogs (bi-monthly)
 - c. Monthly Media Call, Prep and Follow-up
2. Tracking / Reporting (to include the following)
 - a. Tracking all links and conversations using custom software
 - b. Monthly Quick Stats
 - c. Quarterly Report, based on calendar year



Website & Social Media Reporting, e-Newsletter & ADEPT Client Makes Front Page Of Sun Sentinel

The intent would be to manage time division between social media platforms equally and cross collaborate where applicable. Upon discussions with City of Key West and the Historic Seaport as well as through our discovery process and detailed analysis, we may find that there is some duplication or ways to better promote each.

As part of this contract, the ADEPT team is positioned to offer input on the Key West Historic Seaports use of social media including Facebook, Twitter, Instagram and YouTube platforms. During a standard website audit our team has found that the Key West Historic Seaport currently does not have any social media platforms. Social media can be a way for your organization to stay connected and relevant to residents and tourists in this digital age. Our team will use their expertise and influence within various social media outlets to establish Facebook, Twitter, Instagram and YouTube handles for the Key West Historic Seaport. We would propose building a strong following connecting with local, regional, national, and international businesses/individuals to further enhance the brand image of Key West.

Currently, the City of Key West has a Facebook following of over 2,275 likes and a Twitter following of 4,979 followers. We propose working with the City and the Historic Seaport to create engaging daily posts. Additionally, by supporting local events taking place as well as area businesses through the use of rich content, pictures and video segments.

C. PUBLIC RELATIONS

The ADEPT team has developed branding, marketing and public relations campaigns for numerous development projects in the past. We understand that we could be contracted to assist city staff on the development of specific marketing initiatives and/or campaigns focused around special events, projects, initiatives or programs in targeted development areas.

D. EMAIL NEWSLETTERS

Newsletters are a fantastic method for sharing updated content, pictures, links and event guides. The ADEPT team understands that the City of Key West, the Historic Seaport and the CRA may use an established email system to maintain active subscriber lists. Our team can provide copy and content for monthly email newsletters and distribution through the CRA's existing email service. Our team is ready to discuss with the Historic Seaport the development of monthly analytic reports summarizing growth of subscriber lists, open and click rates, and social media shares.

E. FEATURE ARTICLES

The ADEPT team is prepared to help produce monthly feature articles for the Historic Seaport and assist with distributing stories to various local media outlets. Our team will work with City of Key West staff to develop topics, resources and overall direction. The ADEPT team understands that feature article topics will generally consist of event and programing promotion and stories of local history, among various other projects.

F. PRESS RELEASE GENERATION & DISTRIBUTION AND BLOG WRITING

Press releases are written specifically to pitch newsworthy stories of interest, community engagement and sponsor recognition or stakeholder exposure. The ADEPT team is prepared to generate press releases for the Historic Seaport and assist with distribution to local media outlets on a regular basis. Per our experience, we understand distribution could be once or twice per month. Our team is fortunate to have a talented group of writers versed in AP Style rules, each with their own unique voice to contribute.

In addition to Newsletters, Feature Articles and Press Releases, ADEPT can deliver its own exclusive blog with content about current happenings at the City of Key West Historic Seaport. Whether it be municipal, local nonprofits, small business impacts, events, family features, seasonal calendars of events or specific advances in the area.

ADEPT's blog could feature content written from your perspective featuring photos, video, links and strategically placed SEO terms for maximum online exposure and sharing. We have found this to be a great way to inform our colleagues and business associates of current events in a semi-casual manner.


**Community
News & Review**
Every Wednesday

Hosted by Phillip Bell 6-7pm

 Sponsored by
ALPINE JAGUAR


this week's hot topics:

to uber or not to uber?

Commissioner Chip LaMorte shares his vision

envision uptown, inc.

Envision Uptown, Inc Board of Directors

Carol Goldstein, Diversified Companies


ADEPT Hosts Community News & Review on WBZT, Envision Uptown and Local Elected Officials, Marketing Collateral Sample

As a team, ADEPT has over 70,000 contacts through traditional media outlets and non-traditional social media platforms. This wide range of contacts will aid in attaining exposure and getting your message across. Using smart technology, we are able to penetrate smart phones, through quick, easy to read links, highly visible formats and sharable content with effective measurement and URL tracking. We have included the following major traditional media outlets (Newspaper, TV, Radio) for The Florida Keys.

SOUTH / FLORIDA KEYS MEDIA OUTLETS		
Coconut Telegraph	Palm Beach Post	WLRN FM 91.3
Florida Keys FreePress	South Florida Business Journal	WLTV TV 23 (Univision)
Florida Keys Keynoter	Sun-Sentinel	WPBT TV 2 (PBS)
Islamorada Free Press	Tavernier Reporter	WPLG TV 10 (ABC)
Key Largo Free Press	Tropic Magazine	WQAM AM 560
Key West Citizen	WFKS FM 103.1	WSCV TV 51 (Telemundo)
Key West Keynoter	WFOR TV 4 (CBS)	WSFL TV 39 (CW)
KeysNews.com	WINZ AM 940	WSUA AM 1260
Miami Herald	WIOD AM 610	WSVN TV 7 (Fox)
New Times	WKWF AM 1600	WTVJ TV 6 (NBC)

G. GRAPHIC DESIGN SERVICES

The ADEPT team understands that the Historic Seaport may need graphic design services for either electronic or print marketing materials for projects and/or events. Our team regularly produces save-the-date invitations, postcards, posters, signage, banners, brochures, flyers and print ad campaigns. The graphic design arm of our team has extensive experience in community place-making.

H. WEBSITE DESIGN ASSISTANCE

Our team recommends to create a responsive and efficient website for the Key West Historic Seaport. Even as a well-functioning website, it lacks the excitement, energy and vitality that the CRA is trying to achieve with branding and positioning the Historic Seaport. Once branding is developed, everything moving forward should have the same feel, look and core message, including the website. Currently, based upon a page by page evaluation the site is in need of a fresh outlook on what the Key West Historic Seaport has to offer, including updated event calendar. With our expertise in web design, our team would develop your digital appearance to appeal to a wide-ranging demographic.

In order to effectively convey the Key West Historic Seaport website as a lively and engaging site we would need to make several changes to the website including use of graphics, content placement, links, video, content management and directory pages. Our team would reduce the use of text on some of the pages within the website and input more visual appeal through the use of current pictures and slideshows to give viewers an idea of what types of activities take place within the Seaport. We would interchange the video placement in a more convenient area and update the video stylistically to showcase the seaport as a vibrant and spirited community. Our team has found that some of the existing links are not working. We would enable all links to function properly.

Your website should be fun and engaging, giving visitors a memorable experience and encourage visitors to check back often. It should be packed with the information that the visitor is searching for in an easy and navigable format. The site will be created with a content management system that the CRA can maintain in house. Pages will be easily linked to maps, graphics, updates, social media pages, email accounts and news and events. It will be created SEO friendly to ensure keeping the Historic Seaport site highly ranked. The time to design and develop a website of this scope is approximately 4-6 weeks.



Envision Uptown Urban Village Marketing Plan, Delray Beach Historical Fisherman & Royal Caribbean Cruise Line Chan May Port

SECTION 6. Provide previous work examples that demonstrate how you meet the qualifications/experience requirements listed.

Envision Uptown, Inc. - Marketing and Community Place-Making Services (2013-Current). Envision Uptown, Inc. is a non-profit group of frontrunners in business, education, and government working to develop a specific 50-year physical vision plan for the transformation of Uptown Fort Lauderdale. The vision plan will transform the area, serving as the largest employment hub in Broward County, from its present workplace-based and car-dependent development into a livable, walkable, and transit-ready urban neighborhood of offices, residences, parks, and hospitality, civic and retail buildings.

Contributing to the group include individuals from a variety of companies including Citrix, Nipro Diagnostics, Sanford Brown Institute, Diversified Companies, City of Fort Lauderdale, Broward County Metropolitan Planning Organization (BMPO), Florida Department of Transportation (FDOT), South Florida Regional Transportation Authority (SFRTA/Tri-Rail), Zimmerman Advertising, ADEPT Public Relations and Microsoft Latin America.

Adopting a "complete streets" concept, goals for Uptown, containing the Fort Lauderdale Executive Airport, Foreign Trade Zone 241, and the second busiest Tri-Rail passenger rail station stop, aim to transform the area into a transit-ready economic development space in which use of personal automobiles is unnecessary. While working to create a more livable region, ADEPT supports the redevelopment efforts to establish a more pedestrian friendly neighborhood, a 50-year vision plan to build Uptown Fort Lauderdale. ADEPT currently manages, maintains and implements strategy and content for Envision Uptown via email newsletters to more than 200 businesses, blogs, social media management (Facebook/Twitter) and coordination of all meetings, marketing and public outreach.

City of Miramar - Library of Consultants for Marketing & Public Relations Consulting Services (2013-2014). Following a City workshop related to economic development and public relations consulting services, the City of Miramar voted to award ADEPT with a contract for public relations consulting services under RFQ #13-05-21.

The contract for Public Relations Consulting Services to the City of Miramar includes promoting the following City of Miramar facilities: Miramar Cultural Center, Miramar Community and Cultural Amphitheater, Shirley Branca Amphitheater, and the Ansin Sports Complex. Additionally, ADEPT's efforts will be Publicity, Human Interest Pitches, Social Marketing, Respective Events Marketing and Institutional Marketing.

City of Delray Beach - Communications and Marketing Services (May 2014 - October 2014). The Delray Beach CRA selected ADEPT Strategy & Public Relations as experienced marketers with knowledge of nonprofit cultural organizations, copywriting, social media marketing, traditional media outlets and graphic design. Work includes efforts provided to the CRA, the Delray Beach Historical Society (DBHS) and the Spady Cultural Heritage Museum (Spady) under a professional services contract to provide ongoing marketing services for the organization's news, projects and initiatives, specifically, Social Media Account Management, Email Newsletters, Feature Articles, Press Release Generation and Distribution, Events and Promotional Campaigns.

Delray Beach Historical Society (DBHS), believing that a sense of history is fundamental to understanding human experiences, collects, preserves and shares materials from Delray Beach's past, so that present and future generations can comprehend more fully our predecessors, our communities and ourselves.

Spady Cultural Heritage Museum (Spady), is a nonprofit organization dedicated to discovering, collecting and sharing the African American history and heritage of Florida. Spady Museum plays host to rotating exhibits featuring contributions of the African, Haitian and Caribbean American cultures to the artistic landscape of Florida and the U.S., as well as a full schedule of community events, special fundraisers, public education programs and children's activities. It is the only museum of its kind in Palm Beach County.

Royal Caribbean Cruise Lines (RCCL) - Hue/Danang (Chan May Port), Vietnam (2015). Centrally located between historic cities, the working port of Chan May is the gateway to Danang, Hoi An and Hue, Vietnam. Danang is home to the famous China Beach and charming Hoi An is an ancient trading town with shops, art galleries and restaurants.

Hue is an approximate 75 minute drive from Chan May Port. Danang is an approximate 1 hour drive from Chan May Port via Hai Van Tunnels or 1.5 hours via Hai Van Pass. Chan May Port to Hoi An is an approximately 1 hour and 45 minutes drive via Hai Van Tunnels or 2 hours and 15 minutes drive via Hai Van Pass.



**KEY WEST DISTRICT 3
"PUT IN DOWN" CAMPAIGN
MONROE COUNTY
2014**

2012 was significant for the community of Key West. District 3 was the first to be impacted by the "Put in Down" campaign. The campaign was a result of the community's concern for the environment and the need to protect the natural resources of the area. The campaign was a success and the community was able to protect its natural resources.

- conducting a community survey to identify the needs of the community
- developing a campaign strategy to address the needs of the community
- conducting a community meeting to discuss the campaign strategy
- conducting a community meeting to discuss the campaign strategy

Campaign Goals:

- to educate the community about the "Put in Down" campaign
- to encourage the community to participate in the campaign
- to encourage the community to protect the natural resources of the area



N. Roosevelt Boulevard Ribbon Cutting, "Put in Down" Monroe County Campaign, Nancy & Dean Walters with FDOT Secretary Gus Pego

Goals set forth were implemented to better serve RCCL passengers by providing ample amenities during shore excursions. The cruise line constructed a new open air market. As part of the new Port Project RCCL sought to bring passengers new ways to engage with the local Vietnamese community. Passengers have the ability to shop for handmade items, eat local cuisine, all within close proximity to the ship. ADEPT worked with RCCL to find a International steel building provider to fabricate, ship and construct a new open air market for passengers to visit while they disembark for the day. The open air facility provides space for the economic development of local artisans and other business and established a safe, secure open air marketplace to vend to RCCL cruise passengers.

SECTION 7. Submit three projects undertaken in the past three years (preferably for government clients of a size similar to the City) that involved services similar to the services listed in Scope of Services, of this RFP. For each example, provide the following information:

1. Key West's North Roosevelt Boulevard Roadway Dedication and Ribbon-Cutting Ceremony (2014). A \$41.5 million enhancement project for North Roosevelt Boulevard in Key West was overseen by Florida Department of Transportation (FDOT) officials starting in April 2012 and officially completed in August 2014. The roadway is a primary artery for motorists arriving at and leaving the southernmost city, and the project included rebuilding, repaving and re-striping the roadway and installing new sidewalks, crosswalks, traffic lights, enhanced street lighting and landscaping, as well as an expanded seawall and promenade along the waterfront for pedestrians and bicyclists.

ADEPT team members, as a contractor to the FDOT, were selected as the Organizers and Coordinators of the July 2014 Dedication and Ribbon-Cutting Ceremony for the 2.9-mile, 2.5-year North Roosevelt Boulevard Construction Project. The team was assigned to perform the marketing and full preparations and agendas for the event; coordinate details with FDOT Project Engineers and representatives; identify all event speakers and presenters; identify all federal and public invitation lists; draft scripts for event speakers and presenters; coordinate with Historic Tours of America for material donations and tours; arrange event photography; organize security measures with the Key West Police Department; allocate for transportation options before and after the event; and preparation of follow-up reports, news releases and photo distribution.

ADEPT Team Staff working on project: Dean Walters - Deputy Project Manager, Sandra Walters - Project Principal, Nancy Barta - Public Involvement/Surveys.

Reference: Kathy McLendon - FDOT Construction Communications Contract Manager, 305-640-7437

URL: <https://fdot.wordpress.com/2014/08/01/reopening-of-north-roosevelt-boulevard/>

2. Broward College, Certification Programs Marketing for LINC'S in Supply Chain Management Grant (2015-2017). Broward College has been selected by the U.S. Department of Labor to lead a consortium of twelve (12) higher education institutions (9 colleges and 3 universities) in the development and delivery of eight (8) industry recognized certifications. The program is referred to as LINC'S (Leveraging, Integrating, Networking, and Coordinating Supplies) in Supply Chain Management. Funding for this project is a Federal Grant awarded to the participating institutions from the US Department of Labor.

ADEPT was selected to perform Marketing, Public Relations, Social Media and Governmental Affairs services for the LINC'S program across the participating institutions to build awareness among potential applicants, establish acceptance of the LINC'S brand by employers with focus in the local markets, and educate and inform policy makers of Supply Chain Management's impact on the national economy. ADEPT's role in increasing brand awareness and acceptance include efforts such as the development, planning and management of LINC'S social media accounts, conducting of media relations within the targeted markets across the U.S., directing and coordinating all LINC'S program special events, and the creation and distribution of press and marketing materials regarding the LINC'S Certification Program.

ADEPT Staff working on project: Dana Pollitt - Director of Marketing/Stakeholder Liaison, Julie Ruffolo - Public Relations, Aliyah Shariff - Press Release Writing, Nilini Singh - Social Media, Wendy Delucca - Event Planning, Cameus Chicoye - Video Production

Reference: Paul Vrooman - Marketing Contract Project Manager, 305-975-6782



Imperial Point Civic Association Website, Broward College LINCS Program, Dean Walters Key West Public Involvement

URL: www.LINCSEducation.org

<https://www.facebook.com/pages/Supply-Chain-Management-Certifications/1583871928521298>

<https://www.facebook.com/LINCSEdu>

https://www.youtube.com/channel/UCtc07wbb109vdb023oMqpDw?guided_help_flow=3

<https://www.linkedin.com/groups/LINCS-in-Supply-Chain-Management-8244434/about>

<https://twitter.com/lincsedu>

3. Envision Uptown, Inc., Community Placemaking, Marketing, Creating an Urban Village (2013-Present). Envision Uptown, Inc. is a nonprofit group of frontrunners in business, education, and government working to develop a specific 50-year physical vision plan for the transformation of Uptown Fort Lauderdale to transform the area, serving as the largest employment hub in Broward County, from its present workplace-based and car-dependent development into a livable, walkable, and transit-ready urban neighborhood of offices, residences, parks, and hospitality, civic and retail buildings.

ADEPT, with an aligned vision in transforming Uptown Fort Lauderdale into a transit-ready economic development space and business community, supports the redevelopment efforts to establish this area and was selected to perform Marketing, Social Media and Public Outreach services to the Envision Uptown, Inc. group. Our team is responsible for the management and maintenance of Envision Uptown, Inc. social media accounts (Facebook and Twitter), coordination and execution of all Board meetings, marketing strategy creation and implementation, and informational email newsletter (eblast) development and distribution to targeted lists of businesses in Uptown Fort Lauderdale, with a Website Development and Design contract pending. Our outreach through eblast distribution regarding group updates, paired with social media connections and engagement has gained Envision Uptown, Inc. awareness of group efforts and a growing following on social media as a source of business and community efforts.

ADEPT Staff working on project: Dana Pollitt - Executive Board of Directors, Stakeholder Liaison, Julie Ruffolo - Public Relations, Aliyah Shariff - Social Media

Reference: Cary Goldberg - President, Envision Uptown, Inc.; President, Diversified Realty Development; Board Member, South Florida Regional Planning Council; cary@diversifiedcos.com, 954-673-0162.

URL: <https://www.facebook.com/UptownFortLauderdale>, <https://twitter.com/envisionuptown>

4. Imperial Point Civic Association, Advertising, Marketing, Communications, Web Design and Maintenance (2014-Present). Imperial Point is a neighborhood of 1,470 homes established in October 1960. The Imperial Point Civic Association incorporates the subdivisions of Imperial Point, Westfield, Colonial Ridge, Coral Highlands and La Bell Harbor. The community is a thriving community with young families and their children, as well as single adults and retirees.

ADEPT's managing partner, Julie Ruffolo, serves on the Board of Directors for the Imperial Point Civic Association, composed of more than 1,400 homeowners. Mrs. Ruffolo is the communications and website guru for the Civic Association. ADEPT was hired to provide design and maintenance of a new, robust website for the volunteer-run Association, develop the organization's Facebook page and conduct daily management duties, including relaying of updates to residents, community event information and City news. Additionally, services provided by ADEPT include the development of graphic materials for use in event promotions, email newsletters and social media updates; the creation and distribution of informational and promotional newsletters; and the coordination of advertising opportunities for local businesses.

ADEPT staff working on project: Julie Ruffolo - Board of Directors, Website Design, Public Relations, Graphics, Social Media, Aliyah Shariff - Public Relations, Social Media.

Reference: Betty Shelley - President, Imperial Point Civic Association; BjShelley5@gmail.com, 954-938-9230.

URL: www.ImperialPoint.org, <https://www.facebook.com/imperialpointassociation>



Mac's Sea Garden, Turtle Kraals & Yankee and Harbor Walk

SECTION 8. Provide hourly rates or other fee structures for the services listed in Scope of Services, of this RFP. Provide hourly rates or other fee structures for the services listed in Scope of Services, of this RFP.

ESTIMATED HOURLY FEES

<u>Position/Title</u>	<u>Hourly Rate</u>
Project Manager/Principal/QA-QC	\$160/hour
Deputy Project Manager	\$145/hour
Account Executive/Event	\$125/hour
Administrative	\$45/hour
Creative/Branding	\$125/hour
Creative/Graphic Design	\$100/hour
Photography/Videography	\$750-2,500/daily rate
Printing	TBD per project basis
Website Design/Development	\$125/hour
Website Maintenance	\$50-100/hour depending upon scope

SECTION 9. Explain proposer's workload capacity and level of experience commensurate with the level of service required by the City.

The ADEPT Team is **100% available** for this contract. ADEPT currently manages several clients but in no way foresees any issues with workload capacity relative to carrying out the Scope of Services set forth in RFP #10-105. Furthermore, the team presented in the proposal has the capabilities and experience commensurate with the level of service required by the City.

Team Member	Project Role	Years Experience	% Availability
Dana Pollitt	Project Manager, Stakeholder Liaison, Radio, Trilingual	20	80
Dean Walters	Deputy Project Manager, Radio, Public Affairs Coordinator	30	80
Julie Ruffolo	Public Relations Operations, Finance & Administration, Trilingual	14	85
Sandy Walters	Quality Assurance / Quality Control, Stakeholder Liaison	30	60
Fernando Barta	Television-Video Producer/Host	30	80
Kathey Fatica	Branding, Advertising, Graphic Design	30	100
Rebecca Gleason	Special Events Specialist	30	80
Aliyah Shariff	Social Media, Press Releases, Media Coverage	4	100
Nancy Barta	Public Information Specialist, Bilingual	20	100
Wendy Delucca	Special Events, Social Calendars	20	70
Cindi de Vosioli	Design, Branding, Placemaking	25	90
Nilini Singh	Campaigns, Events, Social Media	3	100
Rick Pollack	Newspaper (Print) Journalism, Copywriting, Editing	25	70



Captain's Corner, Half Shell Raw Bar, Reef Relief

SECTION 10. Explain proposer's facilities and availability of support staff.

Our local Key West base of operations for the ADEPT team to carry out this contract is located at **6410 5th Street, Suite 3 Key West, FL 33040**. Our team is fully supported by the financial resources of the company. We have a fully functioning office with printers, scanners, MAC, PC and laptop computers, full video production and editing equipment, cameras, iPad's and smartphones. Please reference the personnel table above in Section 9 for availability of support staff and years of experience.

SECTION 11. A list of the tasks, responsibilities, and qualifications of any subconsultants proposed to be used on a routine basis.

Key West based SWC is very experienced at coordinating communications, including public information and involvement programs and is fully acquainted with all local Key West and Monroe County media outlets, including radio, digital, print and television. SWC can provide plan development; community outreach and consensus building using various tools such as workshops, seminars and public meetings; and preparation and placement of advertisements. The firm has full multimedia capabilities for production of public presentations, websites, newsletters, news releases, and all support documents.

SWC responsibilities on this contract may include: Preparing mailing lists for area residents and business owners, agencies, and elected officials, Preparing maps depicting Historic Seaport project corridor using Arc GIS software, Preparing and mailing invitation letters and informational flyers with project details, Preparing and placing news releases, marketing collateral and advertisements, as needed, Identifying and scheduling locations for public meetings. Preparing name tags and all meeting collateral materials, Staffing public meetings and providing support services to project staff. Documenting meeting proceedings, including taking photographs and notes and collecting comment sheets and preparing public information summary reports.

As marketing and communications tasks vary with the complexity of a project, SWC may also assist with the following:

- Research regarding marketing and communications efforts and information conducted during earlier Historic Seaport phases, including planning, design Coordination with City project manager and staff to review plans and identify potential issues of community concern,
- Preparation of a project-specific marketing and communications summary of Communications Action Plans,
- Preparation and distribution of project fact sheets, news releases and event notification letters to elected and appointed officials, media outlets and community stakeholders,
- Conduct walk-throughs of projects along Historic Seaport with the project manager and other stakeholders.
- Provide information and discuss possible impacts with business owners and nearby residents, as needed, attend regular project meetings to keep current with progress and issues and to acquaint project team with communications concerns, outreach to chamber of commerce and other interest groups, including providing project information and giving presentations, updates to local elected officials,
- Respond to emails and phone calls from the press and concerned citizens, serving as liaison for project manager,
- Post and update project information to website regularly, provide information and project photographs for posting on social media pages,
- Send weekly eblasts to interested stakeholders with project updates, provide weekly Keyswide Historic Seaport updates on US-1 Radio's Morning Magazine,
- Prepare and submit regular reports to City of Key West on communications status of the project,
- Keep full logs of all communications At project completion prepare full communications summary.



Sunset, Cigar Vendor & Retail Store

SECTION 12. Describe your proposed use of local businesses and markets in and around the lower Keys. Include the steps you have taken in the past to support local business and promote community involvement as well as the steps you would take if selected for this project.

By planning events to be held at, or sponsored by, the Key West Historic Seaport, there may be good opportunities for marketing and advertising funding through the **Monroe County Tourist Development Council (TDC)**. The Key West Historic Seaport falls within **TDC District I**, and while funding requests in this district generally are greater than funds available, extra consideration is given to new projects that meet the criteria of the TDC, which include time of year (offseason), number of expected tourists, etc.

The mission of the TDC is to set an overall direction for the Monroe County tourism marketing effort in a manner that will assure long-term sustained growth in tourism revenues while also guaranteeing the sustainability and improvement of our product, including both man-made and natural resources, and improvements to the quality of life of our residents. Each year the TDC invites applicants who are registered to do business in Florida, to apply for funding for events in the Florida Keys.

TYPES OF EVENTS

Special Event: The special event funding program is intended for an organized special annual event that generates overnight visitors for multiple Monroe County lodging properties, as well as out-of-area marketing exposure, and is open to the general public. Historically these events have included: festivals, concerts, and sporting events. Qualified special events shall guarantee heads-in-beds (overnight visitors) and/or entertain visitors and brand the destination.

Destination Event: A Destination event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by drawing out-of-county visitors, as well as entertain visitors and brand the destination. Funding is for event marketing purposes only (advertising; promotions; public relations), etc.

Turnkey Event: District Advisory Committees (DAC) have assigned their top levels of funding to Turnkey events, recognizing that those events provide the highest level of economic impact to their district and serve to brand the destination. The event shall be one that creates a compelling reason to visit that doesn't otherwise exist without the event. Therefore, consideration for the amount of funding allocated to a Turnkey special event shall be predicated upon a showing of the economic impact resulting in room night stays generated by the event attendees. A Turnkey event shall be considered an all-inclusive event where the event contractor has financial responsibility for every facet of the production, promotion and management of the event.

Cultural Umbrella: The Florida Keys Council of the Arts manages the Cultural Umbrella funding within the TDC. A cultural event is defined by a specific quality that encourages audience attendance due to its limited engagement and/or is in addition to regular program activities. Special cultural events such as concerts, art exhibits, etc., that could feature the area of the Key West Historic Seaport could apply for funding under this umbrella.

Fishing Umbrella: Funding for fishing events (i.e. tournaments) may be applied for under the Fishing Umbrella of the TDC. Applications may be submitted by the following entities: Event applicants under their own name can apply; or a public entity governed by a county or municipality; or a profit or not-for-profit; or a private business in good standing with the Division of Florida Corporations.

SUPPORTING LOCAL BUSINESS

We are local business! Our team has memberships with the **Key West Chamber of Commerce, the Lower Keys Chamber of Commerce, Marathon Chamber of Commerce, Key Largo Chamber of Commerce, Islamorada Chamber of Commerce and the Middle to Lower Keys Association of Realtors (MLKAR)**. We are familiar with the Key West Business Guild, the Tourist Development Council, various Key West based Arts/Cultural/Civic Organizations. We have actively participated with special events such as area Art Walks. As part of this contract we would engage and promote the Historic Seaport via well known existing Key West attractions such as the **Key West Historic Tours of America** [Conch Train], Ghost Tours and the Key West Trolley. In addition we would engage the Marina Pilots Association, **Key West Bight Marina Tenants**, Key West Hotel Concierge Organizations, Key West Hotel Managers Association, local music promoters, event planners and support the Key West Arts and Culture Calendars, society and social scene calendars and develop local coupon and area discount programs focussed around the Historic Seaport.



SECTION 13. All required attachments listed in Instructions to Proposer

Florida UCP DBE Directory

Number of Records Returned: 1

Selection Criteria:

Vendor : ADEPT PUBLIC RELATIONS LLC

Vendor Name: [ADEPT PUBLIC RELATIONS LLC](#)

Certification: DBE

DBA:

Former Name:

Mailing Address: 2148 NE 62ND STREET
FORT LAUDERDALE FL 33308-

Contact Name: JULIE RUFFOLO

Phone: (954) 769-1533

Fax: (954) 769-1533

Email: julie@adept.co

Statewide Availability: N

Certified NAICS

541813 Marketing Consulting Services

541818 Other Management Consulting Services

541810 Advertising Agencies





OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT

Governmental Center Annex
115 S. Andrews Avenue, Room A680 • Fort Lauderdale, Florida 33301
954-357-6400 • FAX 954-357-5674 • TTY 954-357-5664

March 18, 2015

Ms. Julie Ruffolo
ADEPT PUBLIC RELATIONS, LLC
2148 NE 62nd Street
Fort Lauderdale, FL 33308

ANNIVERSARY DATE – Annually, on January 27th

Dear Ms. Ruffolo:

Broward County is pleased to announce that **Adept Public Relations, LLC** has renewed its certification as a **Disadvantaged Business Enterprise [DBE]** in Florida, under a **Unified Certification Program [UCP]** in accordance with 49 CFR, PART 26.

DBE certification continues from your anniversary date, but is contingent upon Adept Public Relations, LLC renewing its eligibility annually through this office, Office of Economic and Small Business Development (OESBD). OESBD will notify you in advance of your obligation to provide continuing eligibility documents; however, to assure continued certification is your responsibility. Failure to continue your eligibility will result in immediate action to remove Adept Public Relations, LLC as a DBE.

As long as Adept Public Relations, LLC is listed in the DBE Directory, it is considered DBE Certified by all Florida UCP Members.

DBE Certification is subject to actions by governmental agencies impacting the disadvantaged status of Adept Public Relations, LLC.

Adept Public Relations, LLC will be listed in Florida's **UCP DBE Directory** which can be accessed via the internet, at

<http://www3b.dot.state.fl.us/EqualOpportunityOfficeBusinessDirectory>

DBE certification is **NOT** a guarantee of work, but enables Adept Public Relations, LLC to compete for, and perform, contract work on all USDOT Federal Aid (FAA, FTA and FHWA) projects in Florida as a DBE contractor, sub-contractor, consultant, and sub-consultant or material supplier.

Broward County Board of County Commissioners
Mark D. Bogen • Beam Furr • Dale V.C. Holmes • Martin David Kizer • Chip LaMerica • Steve Ritter • Tim Ryan • Barbara Shanel • Lisa Wexler
www.broward.org



Re: Adept Public Relations, LLC

March 18, 2015

If, at any time, there is a material change in Adept Public Relations, LLC including, but not limited to, ownership, officers, directors, scope of work being performed, daily operations, affiliations with other businesses or individuals or physical location of Adept Public Relations, LLC, you must notify OESBD, in writing, without delay. Notification should include supporting documentation. You will receive acknowledgement and confirmation of continued eligibility, if applicable after notification of changes.

Adept Public Relations, LLC may compete for, and perform, work on all USDOT Federal Aid projects throughout Florida, receiving DBE credit for work performed in the following area:

NAICS CODE: 541613 Marketing Consulting Services

NAICS CODE: 541618 Other Management Consulting Services

NAICS CODE: 541810 Advertising Agencies

Please feel free to contact OESBD for any questions or concerns pertaining to your DBE certification. Our telephone number is (954) 357-6400; our fax number is (954) 357-5674.

Sincerely,

Chris Atkinson, Assistant Director
Office of Economic and Small Business Development





SOUTH FLORIDA WATER MANAGEMENT DISTRICT

REGISTERED VENDOR NO.: 119881

November 18, 2013

CERTIFICATION EXPIRATION DATE
November 18, 2016

Ms. Julie Ruffolo, Managing Partner
Adept Public Relations, LLC
2148 NE 62nd Street
Fort Lauderdale, FL 33308

Dear Ms. Ruffolo:

Congratulations, the South Florida Water Management District (District) has certified your firm as a Small Business Enterprise (SBE). This certification is valid for three (3) years and may only be applied when business is conducted in the following area(s):

Public Relations Consulting Services

Your submittal of bids or proposals to supply other products or services outside of the specialty area(s) noted above will not count toward SBE participation. If you require certification in other specialty areas, please contact the Procurement Bureau, SBE Section, for additional information.

Renewal is required every three (3) years and should be requested a minimum of 45 days prior to the above expiration date.

If any changes occur within your company during the certification period such as ownership, affiliate company status, address, telephone number, licensing status, gross revenue, or any information that relates to your SBE Certification status, you must notify this office in writing immediately. It is imperative that we maintain current information on your company at all times. **FAILURE TO REPORT CHANGES MAY RESULT IN DECERTIFICATION.**

Certification is not a guarantee that your firm will receive work, nor an assurance that your firm will remain in the District's vendor database.

We look forward to a mutually beneficial working relationship.

Sincerely,

Colleen M. Robbs
Sr. Compliance Specialist
Procurement Bureau

/cr



THE FOLLOWING WILL BE SUBMITTED WITH THE PROPOSAL

List items to be performed by CONTRACTOR's own forces and the estimated total cost of these items. (Use additional sheets if necessary.)

(Please refer to Hourly Fee Schedule)

Marketing	Website Design and Development
Communications	Brand Development
Media Planning	Social Media Strategy
Market Research	Advertising

SUBCONTRACTORS

The Proposer further proposes that the following subcontracting firms or businesses will be awarded subcontracts for the following portions of the work in the event that the Proposer is awarded the Contract:

Sandra Walters Consultants (SWC) Services

Name _____
 6410 5th Street, Suite 3 Key West FL 33040
 Street City State Zip

Name _____

 Street City State Zip

Name _____

 Street City State Zip

PROPOSER

The name of the Proposer submitting this Proposal is

ADEPT Strategy & Public Relations doing business at
 6410 5th Street, Suite 3 Key West FL 33040





Street

City

State

Zip

which is the address to which all communications concerned with this Proposal and with the Contract shall be sent.

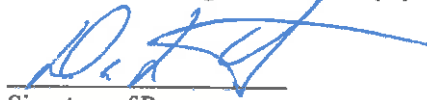
The names of the principal officers of the corporation submitting this Proposal, or of the partnership, or of all persons interested in this Proposal as principals are as follows:

Dana Pollitt, Managing Partner

Julie Ruffolo, Managing Partner

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his (its) hand this 26 day of August 2015.



Signature of Proposer

Managing Partner

Title





If Corporation

IN WITNESS WHEREOF the undersigned corporation has caused this instrument to be executed and its seal affixed by its duly authorized officers this 26 day of August 2015.

(SEAL)

Adept Public Relations LLC
Name of Corporation

By [Signature]

Title Managing Partner

Attest [Signature]

Secretary

See Page 18

"Limited Liability Company (Partnership)"





ANTI - KICKBACK AFFIDAVIT

STATE OF Florida)
) : SS
COUNTY OF Monroe)

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: 
Dana Pollitt, Managing Partner, ADEPT Strategy & Public Relations

Sworn and subscribed before me this 26 day of August,
2015.

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 05-23-2017


 Julie Ruffolo
COMMISSION # FE021273
EXPIRES: MAY 23, 2017
WWW.AARONNOTARY.COM





SWORN STATEMENT UNDER SECTION 287.133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Bid or Proposal for RFP #10-015
Marketing Services Key West Historic Seaport
2. This sworn statement is submitted by ADEPT Strategy & Public Relations
(Name of entity submitting sworn statement)
whose business address is 6410 5th Street Suite 3 Key West, FL 33040

and (if applicable) its Federal Employer Identification Number (FEIN) is 46-3387296

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____)
3. My name is Dana Pollitt
(Please print name of individual signing)

and my relationship to the entity named above is Managing Partner
4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any bid or contract for goods or services to be provided to any public or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation.
5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.



6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means
- a. A predecessor or successor of a person convicted of a public entity crime; or
 - b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).

X Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

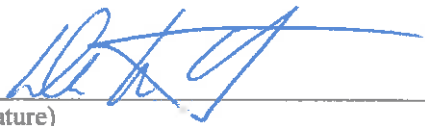
_____ There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted CONSULTANT list. (Please attach a copy of the final order.)

_____ The person or affiliate was placed on the convicted CONSULTANT list. There has been a subsequent proceeding before a hearing officer of the State of

Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted CONSULTANT list. (Please attach a copy of the final order.)



_____ The person or affiliate has not been put on the convicted CONSULTANT list.
(Please describe any action taken by or pending with the Department of General Services.)



(Signature)
August 26, 2015

(Date)

STATE OF Florida


COUNTY OF Monroe

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

Dana Pollitt who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 26 day of August, 2015.

My commission expires: 05-23-2017



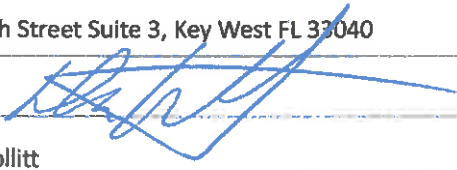
NOTARY PUBLIC
Julie Ruffolo
COMMISSION # FF021273
EXPIRES: MAY 23, 2017
WWW.AARONNOTARY.com





CITY OF KEY WEST INDEMNIFICATION FORM

To the fullest extent permitted by law, the CONSULTANT expressly agrees to indemnify and hold harmless the City of Key West, their officers, directors, agents and employees (herein called the "indemnitees") from any and all liability for damages, including, if allowed by law, reasonable attorney's fees and court costs, such legal expenses to include costs incurred in establishing the indemnification and other rights agreed to in this Paragraph, to persons or property, caused in whole or in part by any act, omission, or default by CONSULTANT or its subcontractors, material men, or agents of any tier or their employees, arising out of this agreement or its performance, including any such damages caused in whole or in part by any act, omission or default of any indemnitee, but specifically excluding any claims of, or damages against an indemnitee resulting from such indemnitee's gross negligence, or the willful, wanton or intentional misconduct of such indemnitee or for statutory violation or punitive damages except and to the extent the statutory violation or punitive damages are caused by or result from the acts or omissions of the CONSULTANT or its subcontractors, material men or agents of any tier or their respective employees.

CONSULTANT: ADEPT Strategy & Public Relations
6410 5th Street Suite 3, Key West FL 33040
Address

Signature
Dana Pollitt
Print Name
Managing Partner
Title

SEAL:

DATE: August 26, 2015





**LOCAL VENDOR CERTIFICATION PURSUANT TO
CITY OF KEY WEST ORDINANCE 09-22 SECTION 2-798**

The undersigned, as a duly authorized representative of the VENDOR listed herein, certifies to the best of his/her knowledge and belief, that the VENDOR meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- a. Principle address as registered with the FL Department of State located within 30 miles of the boundaries of the city, listed with the chief licensing official as having a business tax receipt with its principle address within 30 miles of the boundaries of the city for at least one year immediately prior to the issuance of the solicitation.
 - b. Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries
 - c. Having paid all current license taxes and any other fees due the city at least 24 hours prior to the publication of the call for bids or request for proposals.
- Not a local VENDOR pursuant to Ordinance 09-22 Section 2-798
 - Qualifies as a local VENDOR pursuant to Ordinance 09-22 Section 2-798

If you qualify, please complete the following in support of the self-certification & submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name SWC (Sandra Walters Consultants, Inc.) Phone 305-294-1238

Current Local Address: 6410 Fifth Street, Suite 3, Key West, FL Fax: n/a
(P.O. Box numbers may not be used to establish status)

Length of time at this address: nine years

Sandra Walters
Signature of Authorized Representative

Date: 08-17-2015

STATE OF Florida

COUNTY OF Monroe

The foregoing instrument was acknowledged before me this 17th day of August 2015

By Sandra Walters, President of SWC
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

or has produced identification _____ as identification
(Type of identification) who is personally known to me.

Nancy L. Mischka
Signature of Notary

Nancy L. Mischka
Print, Type or Stamp Name of Notary

Notary
Title or Rank

Return Completed form with
Supporting documents to:
City of Key West Purchasing



MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
LOCAL VENDORS FORM



EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Monroe)

I, the undersigned hereby duly sworn, depose and say that the firm of ADEPT Strategy & Public Relations provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

By: _____

Dana Pollitt

Sworn and subscribed before me this

26 Day of August, 2015.

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 05-23-2017

Julie Ruffolo



Julie Ruffolo

COMMISSION # FF021273

EXPIRES: MAY 23, 2017

www.AARONNOTARY.com





CONE OF SILENCE AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Monroe)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of ADEPT Strategy & Public Relations have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

Sworn and subscribed before me this

26 Day of August, 2015.

NOTARY PUBLIC, State of Florida



Julie Ruffolo
COMMISSION # FF021273
EXPIRES: MAY 23, 2017
WWW.AARONNOTARY.com

My Commission Expires: 05-23-2017




CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)
 8/11/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Burke, Bogart & Brownell Insurance, Inc. 181 Crawford Blvd. Boca Raton FL 33432		CONTACT NAME: Kacie Liebman PHONE (A/C No. Ext.): (561) 392-8888 FAX (A/C No.): (561) 750-9134 E-MAIL ADDRESS: kliebman@bbbins.com	
INSURED Adept Strategists, LLC Adept Public Relations, LLC 6410 5th Street, Suite 3 FKey West FL 33040		INSURER(S) AFFORDING COVERAGE INSURER A: Travelers Casualty & Surety Co NAIC # 19038 INSURER B: Evanston Insurance Company INSURER C: INSURER D: INSURER E: INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** 14-15 GL **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY			660-7D567321	10/16/2014	10/16/2015	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						MED EXP (Any one person) \$ 5,000
	GENTL AGGREGATE LIMIT APPLIES PER:						
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						GENERAL AGGREGATE \$ 2,000,000
							PRODUCTS - COMPI/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY			660-7D567321	10/16/2014	10/16/2015	COMBINED SINGLE LIMIT (Ea accident) \$ INCLUDED
	ANY AUTO						BODILY INJURY (Per person) \$
	ALL OWNED AUTOS		SCHEDULED AUTOS NON-OWNED AUTOS				BODILY INJURY (Per accident) \$
	<input checked="" type="checkbox"/> HIRED AUTOS						PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB						EACH OCCURRENCE \$
	EXCESS LIAB						AGGREGATE \$
	DED		RETENTION \$				\$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY			IHUB7D41146714	10/16/2014	10/16/2015	<input checked="" type="checkbox"/> WC STATU- TORY LIMITS <input type="checkbox"/> OTHER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/ MEMBER EXCLUDED? (Mandatory in NH)		N/A				E.L. EACH ACCIDENT \$ 100,000
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$ 100,000
							E.L. DISEASE POLICY LIMIT \$ 500,000
B	Professional Liability			MG-843297	6/12/2015	6/12/2016	Per Occurrence \$1,000,000
	Claims Made 6/12/2014						Aggregate \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER

City of Key West Street and Bahama Village
 Community Redevelopment Agency (CRA)
 Office of the City Clerk
 3126 Flagler Street.
 Key West, FL 33040

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Lee Burke/KLC

ACORD 25 (2010/05)

INS025 (201005) 01

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ANTI - KICKBACK AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Monroe)

I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

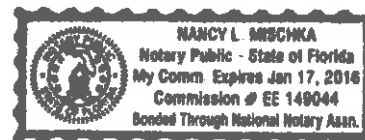
By: *Sandra Walters*
Sandra Walters

Sworn and subscribed before me this 17th day of August 2015.

NOTARY PUBLIC, State of Florida at Large

Nancy L. Mischka
Nancy L. Mischka

My Commission Expires: 01-17-2016





SWORN STATEMENT UNDER SECTION 287.133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

**THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR
OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted with Bid or Proposal for RFP # 10-015

Marketing Services Key West Historic Seaport

2. This sworn statement is submitted by SWC (Sandra Walters Consultants, Inc.)
(Name of entity submitting sworn statement)

whose business address is 6410 Fifth Street, Suite 3, Key West, FL 33040

and (if applicable) its Federal Employer Identification Number (FEIN) is 65-0975585

(If the entity has no FEIN, include the Social Security Number of the individual
signing this sworn statement)

3. My name is Sandra Walters
(Please print name of individual signing)

and my relationship to the entity named above is President

4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any bid or contract for goods or services to be provided to any public or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation

5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
PUBLIC ENTITY





6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means

- a. A predecessor or successor of a person convicted of a public entity crime; or
- b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

☒ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

☐ There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted CONSULTANT list. (Please attach a copy of the final order.)

☐ The person or affiliate was placed on the convicted CONSULTANT list. There has been a subsequent proceeding before a hearing officer of the State of

Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted CONSULTANT list. (Please attach a copy of the final order.)



..... The person or affiliate has not been put on the convicted CONSULTANT list.
(Please describe any action taken by or pending with the Department of General
Services.)

Sandra Walters

(Signature)

08-17-2015

(Date)

STATE OF Florida

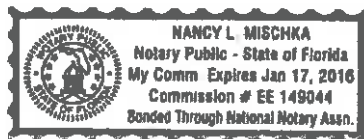
COUNTY OF Monroe

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

Sandra Walters who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 17th day of August, 2015.

My commission expires: 01-17-2016



Nancy L. Mischka
NOTARY PUBLIC

Nancy L. Mischka



CITY OF KEY WEST INDEMNIFICATION FORM

To the fullest extent permitted by law, the CONSULTANT expressly agrees to indemnify and hold harmless the City of Key West, their officers, directors, agents and employees (herein called the "indemnitees") from any and all liability for damages, including, if allowed by law, reasonable attorney's fees and court costs, such legal expenses to include costs incurred in establishing the indemnification and other rights agreed to in this Paragraph, to persons or property, caused in whole or in part by any act, omission, or default by CONSULTANT or its subcontractors, material men, or agents of any tier or their employees, arising out of this agreement or its performance, including any such damages caused in whole or in part by any act, omission or default of any indemnitee, but specifically excluding any claims of, or damages against an indemnitee resulting from such indemnitee's gross negligence, or the willful, wanton or intentional misconduct of such indemnitee or for statutory violation or punitive damages except and to the extent the statutory violation or punitive damages are caused by or result from the acts or omissions of the CONSULTANT or its subcontractors, material men or agents of any tier or their respective employees.

CONSULTANT: SWC (Sandra Walters Consultants, Inc.)

SEAL:

6410 Fifth Street, Suite 3, Key West, FL 33040

Address

Sandra Walters

Signature

Sandra Walters

Print Name

President

Title

DATE: 08-17-2015





**LOCAL VENDOR CERTIFICATION PURSUANT TO
CITY OF KEY WEST ORDINANCE 09-22 SECTION 2-798**

The undersigned, as a duly authorized representative of the VENDOR listed herein, certifies to the best of his/her knowledge and belief, that the VENDOR meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- a. Principle address as registered with the FL Department of State located within 30 miles of the boundaries of the city, listed with the chief licensing official as having a business tax receipt with its principle address within 30 miles of the boundaries of the city for at least one year immediately prior to the issuance of the solicitation.
 - b. Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries.
 - c. Having paid all current license taxes and any other fees due the city at least 24 hours prior to the publication of the call for bids or request for proposals.
- Not a local VENDOR pursuant to Ordinance 09-22 Section 2-798
 - Qualifies as a local VENDOR pursuant to Ordinance 09-22 Section 2-798

If you qualify, please complete the following in support of the self-certification & submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name SWC (Sandra Walters Consultants, Inc.) Phone: 305-294-1238

Current Local Address: 6410 Fifth Street, Suite 3, Key West, FL Fax: n/a

(P.O. Box numbers may not be used to establish status)

Length of time at this address: nine years

Sandra Walters
Signature of Authorized Representative

Date: 08-17-2015

STATE OF Florida

COUNTY OF Monroe

The foregoing instrument was acknowledged before me this 17th day of August, 2015.

By Sandra Walters, President of SWC
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

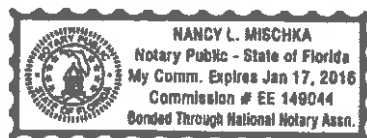
or has produced identification _____ as identification
(Type of identification) who is personally known to me.

Nancy L. Mischka
Signature of Notary

Nancy L. Mischka
Print, Type or Stamp Name of Notary

Notary
Title or Rank

Return Completed form with
Supporting documents to:
City of Key West Purchasing



23

MARKETING SERVICES
KEY WEST HISTORIC SEAPORT
LOCAL VENDORS FORM





EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Monroe)

I, the undersigned hereby duly sworn, depose and say that the firm of SWC (Sandra Walters Consultants, Inc.) provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

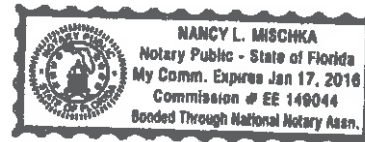
By: 
Sandra Walters

Sworn and subscribed before me this

17th Day of August, 2015.

Nancy L. Mischka 
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 01-17-2016





CONE OF SILENCE AFFIDAVIT

STATE OF Florida)
 : SS
COUNTY OF Monroe)

I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of SWC (Sandra Walters Consultants, Inc.) have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

Sandra Walters

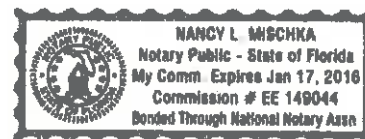
Sworn and subscribed before me this

17th Day of August, 2015.

Nancy L. Mischka
Nancy L. Mischka

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: 01-17-2016




CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

8/21/2014

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Lassiter-Ware Insurance of Tampa Bay 4401 West Kennedy Blvd Suite 200 Tampa FL 33609		CONTACT NAME: Joan Randolph PHONE (A/C No. Ext.): (800) 845-8437 FAX (A/C No.): (888) 983-8680 E-MAIL ADDRESS: JoanR@lassiter-ware.com															
INSURED Sandra Walters Consultants, Inc. 6410 5th Street Suite 3 Key West FL 33040		<table border="1"> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A: Homeland Insurance Company of</td> <td>34452</td> </tr> <tr> <td>INSURER B: CastlePoint Florida Insurance</td> <td>13599</td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>		INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Homeland Insurance Company of	34452	INSURER B: CastlePoint Florida Insurance	13599	INSURER C:		INSURER D:		INSURER E:		INSURER F:	
INSURER(S) AFFORDING COVERAGE	NAIC #																
INSURER A: Homeland Insurance Company of	34452																
INSURER B: CastlePoint Florida Insurance	13599																
INSURER C:																	
INSURER D:																	
INSURER E:																	
INSURER F:																	

COVERAGES

CERTIFICATE NUMBER: 14-15 Cert

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDITIONAL INSURER	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY	X	7930015370001	8/28/2014	8/28/2015	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					DAMAGE TO RENTED PREMISES (Per occurrence) \$ 300,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR					MED EXP (Any one person) \$ 5,000
	<input checked="" type="checkbox"/> CONTRACTORS POLLUTION					PERSONAL & ADV INJURY \$ 1,000,000
	GENL. AGGREGATE LIMIT APPLIES PER:					GENERAL AGGREGATE \$ 2,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC					PRODUCTS - COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY	X	7930015370001	8/28/2014	8/28/2015	COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000
	<input type="checkbox"/> ANY AUTO					BODILY INJURY (Per person) \$
	<input type="checkbox"/> ALL OWNED AUTOS					BODILY INJURY (Per accident) \$
	<input checked="" type="checkbox"/> HIRED AUTOS					PROPERTY DAMAGE (Per accident) \$
	<input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS					\$
	UMBRELLA LIAB					EACH OCCURRENCE \$
	EXCESS LIAB					AGGREGATE \$
	DED. RETENTION \$					\$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	N/A	WCC0038295	5/10/2014	5/10/2015	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/OWNER EXCLUDED? (Mandatory in NH)					E.I. EACH ACCIDENT \$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below					E.I. DISEASE - EA EMPLOYEE \$ 1,000,000
A	PROFESSIONAL LIAB LIMITS INCL WITH GENERAL LIAB		7930015370001	8/28/2014	8/28/2015	E.I. DISEASE - POLICY LIMIT \$ 1,000,000
			CLAIMS MADE			EACH CLAIM \$1,000,000
						AGGREGATE \$2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
 RE: RFQ #14-004. The City of Key West, Florida, all departments, agencies, boards, contractor and commissions, its officers, its agents, servants, representatives, employees, and affiliates are additional insureds under the terms and conditions of the General/Auto Liability policy respect to work performed including Products/Completed Operations by the named insured as required by written contract. The General Liability is primary and non-contributory when required by written contract. The General/Auto Liability & Workers Compensation policies contain a Waiver of Subrogation in favor of the additional insureds providing the contract is executed prior to any loss as required by written contract. The terms

CERTIFICATE HOLDER
CANCELLATION

City of Key West 1340 Flagler Ave. Key West, FL 33040	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE P. Schmaltz/JOANR <i>Patricia Schmaltz</i>
---	---

ACORD 25 (2010/05)

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INS025 (201005) 01

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CITY OF KEY WEST, FLORIDA

Business Tax Receipt

This Document is a business tax receipt

Holder must meet all City zoning and use provisions.

P.O. Box 1409, Key West, Florida 33040 (305) 809-3955

Business Name SANDRA WALTERS CONSULTANTS, IN CtlNbr:0007074
Location Addr 6410 5TH ST
Lic NBR/Class 15-00017879 SERVICE - GENERAL
Issue Date: September 16, 2014 Expiration Date: September 30, 2015
License Fee \$98.70
Add. Charges \$0.00
Penalty \$0.00
Total \$98.70

Comments: ENVIRONMENTAL LAND USE CONSULTANT

Update: 9/22/14 Date: 9/22/14 Receipt: 14-00017879

This document must be prominently displayed.

SANDRA WALTERS CONSULTANTS, IN

SANDRA WALTERS CONSULTANTS, IN
6410 5TH ST STE 3

KEY WEST FL 33040





**2014 / 2015
MONROE COUNTY BUSINESS TAX RECEIPT
EXPIRES SEPTEMBER 30, 2015**

Business Name: SANDRA WALTERS CONSULTANTS INC

RECEIPT# 47161-71254

Owner Name: SANDRA WALTERS

Mailing Address: 6410 5TH ST SUITE 3
KEY WEST, FL 33040

Business Location: 6410 5TH ST 3
KEY WEST, FL 33040

Business Phone: 305-294-1238
Business Type: MISCELLANEOUS SERVICE (ENVIRONMENTAL
& LAND USE CONS)

Employees 1

Tax Amount	Transfer Fee	Sub-Total	Penalty	Prior Years	Collection Cost	Total Paid
22.00	0.00	22.00	0.00	0.00	0.00	22.00

Paid 105-13-00005299 09/15/2014 22.00

THIS BECOMES A TAX RECEIPT
WHEN VALIDATED

Danise D. Henriquez, CFC, Tax Collector
PO Box 1129, Key West, FL 33041

THIS IS ONLY A TAX.
YOU MUST MEET ALL
COUNTY AND/OR
MUNICIPALITY PLANNING
AND ZONING REQUIREMENTS.

MONROE COUNTY BUSINESS TAX RECEIPT

P.O. Box 1129, Key West, FL 33041-1129

EXPIRES SEPTEMBER 30, 2015

Business Name: SANDRA WALTERS CONSULTANTS INC

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Employees 1

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22.00	0.00	22.00	0.00	0.00	0.00	22.00

Paid 105-13-00005299 09/15/2014 22.00



ADEPT
Design & Construction

THANK YOU FOR
YOUR CONSIDERATION