

September 28, 2016

Doug Bradshaw
Director Port and Marine Services City of Key West
201 William Street,
Key West, FL 33040 305-809-3792

Subject: Marketing Services Contract 10 015 Task Order No. 2 (Additional Services for FY 2017), Requested Ongoing Website Maintenance & Content Creation for Fiscal Year 2017, ADEPT Public Relations Proposal No. 2016 006

Dear Mr. Bradshaw:

Per your office's request we have prepared this task order proposal for Website Maintenance and Content Creation for the period October 1, 2016 to October 1, 2017 .

This task order request for additional services is consistent with the August 5th, 2016 Memorandum for Marketing Contract 10-015, 2017 Version 3 Budget Estimates of \$2,000 monthly retainer to provide Website Maintenance & Content Creation services.

Note that for Task Order No. 2 (Additional Services FY 2017) for marketing services, ADEPT Public Relations will charge fees based on the hourly rates as per our Marketing Services Contract with the City of Key West Executed on January 8, 2016.

Deliverables

Upon completion of Task Order No. 2 ADEPT will provide the following:

1. Maintain and Update Content (Tenant Info., Events, Promotions, Specials, Historic Facts)
2. Regularly and Support on SEO Content Writing Services
3. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links,
4. Plugins Update]
5. Monthly Analytics Report
6. Tech Support Requests
7. Client meeting/discussion/consultation

The Total cost for this change order for ongoing monthly services is a price Not to Exceed Twenty Five Thousand Six Hundred and Forty-Three Dollars [\$25,643.50].





ADEPT

Strategy & Public Relations

T: 954.769.1533 · Email: Info@Adept.co · Web: www.adept.co

The City of Key West will continue to provide access to host services and website domain. The ongoing Website Maintenance & Content Creation services. will be initiated by our team upon receiving a written notice to proceed from your office in response to this Task Order 2 Change Order Proposal.

Should you have any questions for require further clarification please do not hesitate to contact me at 954-769-1533 or Dana@Adept.co.

Thank you for this opportunity,

ADEPT Public Relations, LLC

Dana Pollitt
Project Manager

City of Key West

TASK ORDER # 2 Ongoing Services FY2017

Project Name: Key West Historic Seaport 9/27/2016

The Website Phase - Additional Services for Fiscal Year 2017

Billing Class	Name	Unit Rate	Units	Cost
ADEPT Staff				
Project Manager	Dana Pollitt	\$160.00	42	\$6,720.00
Deputy Project Manager	Julie Ruffolo	\$145.00	72	\$10,440.00
Admin	Ali Gold	\$45.00	72	\$3,240.00
Creative/Branding	Wendy Delucca	\$125.00		\$0.00
Creative/Graphic Design	Mik Oca	\$100.00	12	\$1,200.00
Photography/Videography	Raphael Gomez	\$125.00		\$0.00
Website Design/Development	Omar	\$125.00		\$0.00
Website Maintenance	Omar	\$100.00	24	\$2,400.00
TOTAL LABOR COST				\$24,000.00
Travel - October				
R/T Airfare				\$0.00
Mileage / Gas		\$0.54	775	\$418.50
Rental w/ Fuel				\$0.00
Misc Travel Costs		\$20.00	2	\$40.00
Lodging		\$175.00	3	\$525.00
Meals and Incidental Expenses (M&IE)		\$110.00	6	\$660.00
TOTAL TRAVEL COSTS				\$1,643.50
Other Direct Costs				
Shipping/Postage				
Information Services				
Printing				
Misc. Equipment & Supplies				
TOTAL OTHER DIRECT COSTS				
GRAND TOTAL				\$25,643.50

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City of Key West

TASK ORDER # 2 Ongoing Services FY2017

Project Name: Key West Historic Seaport

9/28/2016

ESTIMATE OF WORK EFFORT FOR TASK ORDER PROPOSALS - GRAND TOTAL								
The Website Phase	EMPLOYEE CLASSIFICATION							
WORK ACTIVITY		Project Manager	Deputy Project Manager	Admin	Creative Branding	Creative Graphic Design	Photography Videography	Website Maint.
Hours	222	42	72	72	0	12	0	24
Client meetings/discussion/consultation/reporting	96	42	42	12				
Web Planning, Design, Development Time and Marketing Intelligence addition for one responsive website	36		12	24				
Content Development for one responsive website	66		18	36		12		
Website Maintenance	24							24
	222							

