

CITY OF KEY WEST

Routing Sheet for ☐ Payment Application ☒ Task Order Approvals ☐ PO Issue

Engineer or Project Manager

☒ Approved ☐ Denied

Date: May 26, 2016

Req #: _____

Firm: ADEPT Strategy & Public relations

RECEIVED

JUN 7 2016

Task Order Amount: \$ 13,910.00

CITY MANAGER

Project & #: Marketing Services - KWHS

Task Order #: 2

Comments: ADEPT contract approved through Resolution #15-371

Signature: [Signature] Date: 5-26-16

Department Head

☒ Approved ☐ Denied

Signature: [Signature] Date: 5-26-16

Comments: _____

Budget Analyst

☒ Recommend Approval

☐ Recommend Denial

Signature: [Signature] Date: 6/1/16

PO Attached: ☐ Comments: _____

Payment: \$ _____ Paid: ☐ NO ☐ YES

Director of Finance

☒ Approved ☐ Denied

Signature: [Signature] Date: 6/1/16

Comments: _____

City Manager or Assistant City Manager

Required

☒ Approved ☐ Denied

Approval necessary for new or increased PO's (absent commission approval)

Signature: [Signature] Date: 06 JUNE 2016

Comments: _____

Please return to Karen Olson when complete – Thank You



ADEPT

Strategy & Public Relations

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

May 16, 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,
ADEPT Public Relations Proposal No. 2016-002***

Dear Mr. Bradshaw:

Following the marketing update provided to the Bight Management District Board on Wednesday, April 13 and our conference call with your office on April 21st, ADEPT identified the next key area for our team to begin services on Task Order No. 2. Below we have provided Website Design and Development tasks discussed and a lump sum fee based upon estimated hours to complete and maintain Task Order No. 2 until September 30, 2016.

Note that for Task Order No. 2 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.

Website Design and Development

1. Design One responsive website for www.keywesthistoricseaport.com
2. Develop SEO optimized site to improve competitiveness for organic search
3. Website Maintenance
4. Develop detailed event package for event planners
5. Blog development and maintenance
6. Extensive Historic Seaport culture and history research, including on-going Key West Historian interviews

Deliverables

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

1. www.keywesthistoricseaport.com "Responsive" Website
2. Link to Historic Seaport Tenant Websites
3. Link to strategic partners and other area attractions



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4. Maintain and update content regularly
5. Social Media Links
6. Link to ongoing visitor/public survey
7. Site equipped google analytics
8. Conversion tracking code
9. Remarketing code
10. Search engine-friendly website
11. Event package for event planners
12. Link to Event package for event planners
13. Link to Marina website
14. Professional photography [to be used on the website and social media]
15. Findings of extensive Historic Seaport culture and history developed into ongoing website and social media content

The Total cost for Task Order No. 2 is a price Not to Exceed Thirteen Thousand, Nine Hundred and Ten Dollars [\$13,910.00].

Raw WHOIS Record:

Domain Name: KEYWESTHISTORICSEAPORT.COM

Registry Domain ID: 20170498_DOMAIN_COM-VRSN

Registrant Name: City of Key West

Registrant Street: 3102 Flagler Avenue

Registrant City: Key West

The City of Key West will provide access to host services and website domain. The Website Design and Development will be initiated by our team upon receiving a written notice to proceed from your office in response to this Task Order 2 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

Project Name: Key West Historic Seaport 5/16/2016



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The Website Phase

Billing Class	Name	Unit Rate	Units	Cost
ADEPT Staff				
Project Manager	Dana Pollitt	\$160.00	2	\$320.00
Deputy Project Manager	Julie Ruffolo	\$145.00	17	\$2,465.00
Account Executive/Event				
Admin	Jillian Kogan	\$45.00	15	\$675.00
Creative/Branding	Wendy Delucca	\$125.00	14	\$1,750.00
Creative/Graphic Design	Mik Oca	\$100.00	5	\$500.00
Photography/Videography	Raphael Gomez	\$125.00	4	\$500.00
Website Design/Development	Omar	\$125.00	43	\$5,375.00
Website Maintenance	Omar	\$100.00	4	\$400.00
TOTAL LABOR COST				\$11,985.00
Subconsultant				
Principal		\$160.00		\$0.00
Deputy Project Manager		\$145.00		\$0.00
Account Executive/Event		\$125.00		\$0.00
Creative/Branding		\$125.00		\$0.00
Creative/Graphic Design		\$100.00		\$0.00
Photography/Videography				\$0.00
TOTAL SUBCONTRACTOR COST				\$0.00
Travel				
R/T Airfare	4		\$230.00	\$920.00
Mileage / Gas		\$0.54		\$0.00
Rental w/ Fuel				
Misc Travel Costs	2		\$20.00	\$40.00
Lodging		\$175.00	3	\$525.00
Meals and Incidental Expenses (M&IE)		\$110.00	4	\$440.00
TOTAL TRAVEL COSTS				\$1,925.00
Other Direct Costs				
Shipping/Postage				
Information Services				
Printing				
Misc. Equipment & Supplies				
TOTAL OTHER DIRECT COSTS				
GRAND TOTAL				\$13,910.00

TASK ORDER # 2

5/16/2016

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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	Website Maint.
Hours	104	2	17	15	14	5	4	43	4
Client meetings/discussion/consultation/reporting	4	2	2						
Web Planning, Design, Development Time and Marketing Intelligence addition for one responsive website	52					5	4	43	
Develop detailed event package for planners	14				14				
Content Development for one responsive website	30		15	15					
Website Maintenance	4								4
	104								