

September 22, 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. 3 (Additional Services for FY 2017), Social Media for Fiscal Year 2017, ADEPT Public Relations Proposal No. 2016-007**

Dear Mr. Bradshaw:

Per your office's request we have prepared this task order proposal for Social Media 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 \$2,083 monthly retainer to provide Social Media services.

Note that for Task Order No. 3 (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**

1. Grow Followers and authentic traffic with organic strategies
2. Engage, Connect & Relate via daily posts
3. Implement targeted Keywords & Hashtags
4. Build Rich Engagement
5. Integrate Content with Website
6. Targeted Campaigns to Build Brand Awareness of KWHS

The Total cost for these ongoing monthly services is a price Not to Exceed Twenty-five Thousand, Seven Hundred Forty Dollars [\$25,740.00].

These ongoing Social Media services will be initiated by our team upon receiving a written notice to proceed from your office in response to this Task Order 3 Proposal.





# ADEPT

Strategy & Public Relations

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

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

Thank you for this opportunity,

**ADEPT Public Relations, LLC**

Dana Pollitt  
Project Manager

City of Key West

TASK ORDER # 3 Ongoing Services for Fiscal Year 2017

Project Name: Key West Historic Seaport 9/28/2016

The Social Media Phase

Billing Class	Name	Unit Rate	Units	Cost
---------------	------	-----------	-------	------

ADEPT Staff				
Project Manager	Dana Pollitt	\$160.00	12	\$1,920.00
Deputy Project Manager	Julie Ruffolo	\$145.00	24	\$3,480.00
Account Executive/Event				
Admin	Ali Gold	\$45.00	312	\$14,040.00
Creative/Branding		\$125.00		\$0.00
Creative/Graphic Design	Mik Oca	\$100.00	48	\$4,800.00
Photography/Videography		\$125.00	12	\$1,500.00
Website Design/Development		\$125.00	0	\$0.00
Website Maintenance		\$100.00	0	\$0.00
TOTAL LABOR COST				\$25,740.00

Travel				
R/T Airfare				
Mileage / Gas				
Rental w/ Fuel				
Misc Travel Costs				
Lodging				
Meals and Incidental Expenses (M&IE)				
TOTAL TRAVEL COSTS				\$0.00

Other Direct Costs				
Shipping/Postage				
Information Services				
Printing				
Misc. Equipment & Supplies				
TOTAL OTHER DIRECT COSTS				

GRAND TOTAL				\$25,740.00
-------------	--	--	--	-------------

*jr*

Project Name: Key West Historic Seaport

9/28/2016

ESTIMATE OF WORK EFFORT FOR TASK ORDER PROPOSALS - GRAND TOTAL									
The Social Media Phase	EMPLOYEE CLASSIFICATION								
WORK ACTIVITY		Project Manager	Deputy Project Manager	Admin	Creative Branding	Creative Graphic Design	Photography Videography	Website	Website Maint.
Hours	408	12	24	312	0	48	12	0	0
Client meetings/discussion/consultation/reporting [1 hour per month]	36	12	12	12					
Develop social media strategy, implementation, maintenance and reporting for Twelve [12] months	312		12	300					
Image Creation [12 Months @ 4 hours per month]	48					48			
Video editing [12 Months @ 1 per month]	12						12		
	408								

*JP*