

CITY OF KEY WEST

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

Engineer or Project Manager

☒ Approved ☐ Denied

Date: May 18, 2016

Req #: _____

Firm: ADEPT Strategy & Public relations

RECEIVED

Task Order Amount: \$ 10,100.00

MAY 23 2016

Project & #: Marketing Services - KWHS

CITY MANAGER

Task Order #: 23

Comments: ADEPT contract approved through Resolution #15-371

Signature: [Signature] Date: 5-18-16

Department Head

☒ Approved ☐ Denied

Signature: [Signature] Date: 5-18-16

Comments: _____

Budget Analyst

☒ Recommend Approval

☐ Recommend Denial

Signature: [Signature] Date: _____

PO Attached: ☐ Comments: _____

Payment: \$ _____ Paid: ☐ NO ☐ YES

Director of Finance

☒ Approved ☐ Denied

Signature: [Signature] Date: 5/23/16

Comments: _____

City Manager or Assistant City Manager

☒ Approved ☐ Denied

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

Signature: [Signature] Date: 23 MAY 2016

Comments: _____

Please return to Karen Olson when complete – Thank You

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. 3, Social Media,
ADEPT Public Relations Proposal No. 2016-003**

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. 3.

Below we have provided Digital Social Media tasks discussed and a lump sum fee based upon estimated hours to complete and maintain Task Order No. 3 until September 30, 2016.

Note that for Task Order No. 3 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.

Digital / Social Media Implementation and Management

1. Create Facebook, Twitter, Instagram and YouTube social media platforms
2. Grow Followers and authentic traffic with organic strategies
3. Engage, Connect & Relate via daily posts
4. Implement targeted Keywords & Hashtags
5. Build Rich Engagement
6. Integrate with Website

Estimate: \$10,100



ADEPT

Strategy & Public Relations

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

Deliverables

Upon completion of Task Order No. 3 ADEPT will provide the following:

1. Digital/social media handles on Facebook, Twitter, Instagram and YouTube
2. Regular posts
3. May - September 30, 2016

The Total cost for Task Order No. 3 is a price Not to Exceed Ten Thousand One Hundred DOLLARS [\$10,100.00].

The Digital / Social Media Implementation and Management will be initiated by our team upon receiving a written notice to proceed from your office in response to this Task Order 3 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

City of Key West

TASK ORDER # 3

Project Name: Key West Historic Seaport

5/16/2016



ADEPT

Strategy & Public Relations
T: 954.769.1533 Email: info@adeptco Web: www.adeptco

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	Website	Website Maint.
Hours	165	5	10	130	20	0	0	0	0
Content/topic development and research	15	5	5	5					
Implementation and regular posting on Facebook, Twitter, Instagram and YouTube [5 Months]	130		5	125					
Image Creation [5 Months @ 4 hours per month]	20				20				
	165								