



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

EXECUTIVE SUMMARY

TO: Community Redevelopment Agency

FROM: Key West Bight Management District Board
Karen Olson, Deputy Port & Marine Services Director

DATE: October 18, 2016

SUBJECT: Change Order #1 for Additional Services - Task Order #2

ACTION STATEMENT

Resolution approving Change Order #1 for additional website and content creation services for FY2017 under Task Order #2 to Adept Strategy & Public Relations for Marketing Services in an amount not to exceed \$25,643.50.

BACKGROUND

Request for Proposal (RFP) # 10-015 was advertised seeking proposals from qualified individuals or firms to provide marketing, communications, and advertising services for the Key West Historic Seaport. Adept Strategy & Public Relations was issued a three year Marketing Services contract approved through Resolution #15-371.

The Key West Bight Management District Board approved this item at their October 12, 2016 meeting.

PURPOSE & JUSTIFICATION

Task Order #2, under the Marketing Services Contract, was issued in June of 2016. The services included website development and maintenance including professional photography services. The website had its soft launch in September and will go live this October.

Change Order #1 for additional services to Task Order #2 will provide full maintenance and updating of content for the Historic Seaports new website for FY2017.

FINANCIAL IMPACT

The Seaport budget for this year's Marketing Services is \$156,000 in account 405-7504-575-4800 Promotional Expenses. Upon approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$25,643.50.

Key to the Caribbean – Average yearly temperature 77° F.

EXECUTIVE SUMMARY

RECOMMENDATION

Key West Bight Management District Board recommends approving Change Order #1 for additional services to Task Order #2, for continued website maintenance and content updating, to Adept Strategy & Public Relations in an amount not to exceed \$25,643.50.