



THE CITY OF KEY WEST

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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 #3

ACTION STATEMENT

Resolution approving Change Order #1 for additional social media services for FY2017 under Task Order #3 to Adept Strategy & Public Relations for Marketing Services in an amount not to exceed \$25,740.

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 #3, under the Marketing Services Contract, was issued in June of 2016. The services included social media implementation and management for Facebook, Twitter and Instagram accounts. All of the Seaports new social media accounts have increased its followers monthly since start-up. This following is providing invaluable promotion to the Historic Seaport and its tenants.

Change Order #1 for additional services to Task Order #3 will provide ongoing social media services for the Historic Seaports new Facebook, Twitter and Instagram accounts 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

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

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Strategy & Public Relations in the amount of \$25,740.

RECOMMENDATION

Key West Bight Management District Board recommends approving Change Order #1 for additional services to Task Order #3, for social media services, to Adept Strategy & Public Relations in an amount not to exceed \$25,740.