



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

TO: Community Redevelopment Agency

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

DATE: November 1, 2016

SUBJECT: Amending Resolutions #15-371 & #16-326 – Marketing Services Contract

ACTION STATEMENT

Resolution amending Resolutions #15-371 & #16-326 – Marketing Services Contract with Adept Strategy & Public Relations approving expenditures up to, but not guaranteed, the amount of each years approved budget.

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 in the amount not to exceed \$80,000.

The Key West Bight Management District Board approved this item at their November 9, 2016 meeting.

PURPOSE & JUSTIFICATION

Adept Strategy & Public Relations has been providing valuable marketing services the Key West Historic Seaport since June 2016 through Resolution #15-371. Resolution #16-326 provided a clarification to the intent of expenditure for the Marketing Services Contract. The Key West Bight Board expressed the need to further modify the contract to allow expenditures up to each years approved marketing budget.

The City Commission has approved a budget in the amount of \$156,000 for fiscal year 2017. FY2018 budget for Marketing Services will increase/decrease based on the Seaports yearly revenues.

Task Orders will be issued to Adept Strategy & Public Relations in the amount not to exceed the approved budget for Key West Historic Marketing Services. However, these

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

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funds may be used for marketing purposes outside of Adept Strategy & Public Relations contract.

FINANCIAL IMPACT

The Seaport budgets annually for this project in account 405-7504-575-4800 Promotional Expenses. Services will be billed at the hourly rates allowed by their contract with a total billable amount not to exceed the yearly adopted budget. The budget is adopted by the City Commission on an annual basis and is therefore subject to change year to year.

RECOMMENDATION

Key West Bight Management District Board recommends amending Resolutions #15-371 & #16-326 – Marketing Services Contract with Adept Strategy & Public Relations approving expenditures up to, but not guaranteed, the amount of each years approved budget.