

RESOLUTION NO. 23-351

A RESOLUTION OF THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY (CRA), APPROVING THE ATTACHED TASK ORDER FOR 2024 MARKETING SERVICES BY ADEPT STRATEGY AND PUBLIC RELATIONS IN THE AMOUNT OF \$202,100.00; AUTHORIZING THE CITY MANAGER TO EXECUTE NECESSARY DOCUMENTS UPON CONSENT OF THE CITY ATTORNEY; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, IN Resolution 22-013, the CRA awarded Adept Strategy and Public Relations in response to RFP #007-21 for marketing services at the Key West Historic Seaport; and

WHEREAS, at its meeting of November 15, 2023, the Key West Bight Management District Board made a recommendation to the CRA to approve the Task Order for 2024 for ongoing Marketing Services to Adept Strategy & Public Relations, LLC in the amount of \$202,200.00 through Resolution KWBB #23-21; and

NOW, THEREFORE, BE IT RESOLVED BY THE KEY WEST BIGHT MANAGEMENT DISTRICT BOARD, AS FOLLOWS:

Section 1: That the attached Task Order for 2024, under the Marketing Services Contract is hereby approved in the amount of \$202,100.00.

Section 2: That funding is budgeted in FY 23/24 as follows: Key West Historic Seaport \$190,100.00 in account No. 405-7504-575-4800 and Key West Bight Marina \$12,000.00 in account No. 405-7503-575-4800.

Section 3: That the City Manager is authorized to execute

any necessary documents, upon consent of the City Attorney.

Section 4: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding officer and the Clerk of the Agency.

Passed and adopted by the Caroline Street Corridor and Bahama Village Community Redevelopment Agency at a meeting held this 14th day of December, 2023.

Authenticated by the presiding officer and Clerk of the Agency on December 15, 2023.

Filed with the Clerk December 15, 2023.

Chair Teri Johnston	<u>Yes</u>
Vice Chair Sam Kaufman	<u>Yes</u>
Commissioner Lissette Carey	<u>Yes</u>
Commissioner Mary Lou Hoover	<u>Absent</u>
Commissioner Clayton Lopez	<u>Yes</u>
Commissioner Billy Wardlow	<u>Yes</u>
Commissioner Jimmy Weekley	<u>Yes</u>

TERI JOHNSTON, CHAIR

ATTEST:

KERI O'BRIEN, CITY CLERK