EXECUTIVE SUMMARY

TO: **Key West Bight Board**
FROM: **Mark Tait**
CC: **Doug Bradshaw**
DATE: **May 7, 2014**
SUBJECT: MARINA WEBSITE

ACTION STATEMENT: The purpose of this item is to receive approval to spend $10,102 to create, host and maintain a website for Key West Bight Marina.

BACKROUND: Unlike Conch Harbor, A&B, Galleon and most other marinas Key West Bight Marina does not have its own web site. The marina is part of the City of Key West web site but you have to dig through that site to find the marina part. Staff believes that if you type Key West Marinas in your browser our marina should come up as a regular web site that *we* can put our information into for the public to see. I have mentioned before that the marina needs an advertising plan and I think the web site should be step one and then perhaps some outside help to form a thorough marketing plan.

The City of Key West has a contract with EGov Strategies who developed and maintains the City web site. Our IT Department recommends that we use them for the marina web site.

EGov will
- Design and configure the web site.
- Train staff how to make changes to the site when necessary.
- Provide technical support for the site.
- Host the site.

OPTIONS/ ADVANTAGES/ DISADVANTAGES:
1. The Bight Board can approve the expenditure for the new web site.
2. The Bight Board can deny the expenditure for the new web site.
- This will broaden the marinas exposure to the public.
- This will increase transient dockage revenues which have been declining,
- Enable staff to show the public special events, summer discounts and other promotions the marina decides to put in place.
- Even the playing field with surrounding marinas.
- Staff sees no disadvantages with creating this web site.

FINANCIAL IMPACT: The cost is $8,845 to set the site up and $1,257 annually for support and to host the site.

RECOMMENDATION: Staff recommends that the approves the expenditure.

ATTACHMENTS:

Quote from EGove Strategies