



## MEMORANDUM

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Date: December 2, 2025

To: Community Redevelopment Agency

Via: Brian L. Barroso, City Manager

CC: Steve McAlearney, Port & Marine Services Director

From: Karen Olson, Sr. Deputy Director Port & Marine Services

Subject: **File ID: 25-4692 Task Order for 2026 Marketing Services**

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### **Introduction**

Resolution approving Task Order for 2026 ongoing Marketing Services to Adept Strategy & Public Relations (Adept) in the amount of \$225,125.

### **Background**

Request for Proposal #007-21 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 five-year Marketing Services contract approved through Resolution #22-013.

Task Order for 2026, under the Marketing Services Contract, will provide ongoing marketing services including:

1. Daily Social Media Management
2. Website Maintenance and Content Creation
3. Monroe County Outdoor, Furniture and Transit Advertising
4. Media Buys
5. Campaign Development and Reporting
6. Digital Marketing
7. Local Public Relations and Outreach
8. Television Advertising
9. Marina Website Maintenance and Content Creation

The Key West Bight Management District Board approved this item at their November 12, 2025, meeting through Resolution KWBB #25-26.

**Procurement**

The Seaport has budgeted for 2026 Marketing Services in the Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800 for the Key West Historic Seaport (\$212,125) and in account Key West Bight Fund/ Marina Operations/ Promotional Expenses account 405-7503-575-4800 for the Key West Bight Marina (\$13,000). Upon final approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$225,125.

**Recommendation**

The City Manager's Office and the Key West Bight Management District Board recommend approving Task Order for 2026 ongoing Marketing Services to Adept Strategy & Public Relations in the amount of \$225,125.