

RFP #007-21

MARKETING SERVICES FOR KEY WEST HISTORIC SEAPORT



ADEPT
Marketing

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ADEPT MARKETING

October 27, 2021

Doug Bradshaw
Port and Marine Services Director
201 William St
Key West, FL 33040

Subject: RFP #007-21 Marketing Services for Key West Historic Seaport

Dear Mr. Bradshaw and Selection Committee Members:

It is with great pleasure that ADEPT Marketing provides you this proposal for Marketing Services for the Key West Historic Seaport and Key West Bight Marina.

As your marketing partner for the past six (6) years you have first hand knowledge of our work across the State of Florida, and the team we present to you today has contributed to television, print, and digital media for the City of Key West at the Key West Historic Seaport and the Key West Bight Marina. ADEPT's team for this contract includes four core personnel, all of whom are familiar working with you, your staff, the Bight Management District Board, tenants, the tenant association, the Bight Preservation Board, and other key stakeholders. The specific experience and responsibilities of each team member will be laid out in detail in the body of the proposal. Our State of Florida certified small business was founded in 2013 and continues to grow and represent government agencies with professional experts in the fields of advertising, marketing, and strategic communications.

Our team also includes Key West-based subcontractors Johnny Anderson from **Anderson Outdoor Advertising**, Amber DeBevec, owner of **Key West's Finest** and the **Off Duval Guide**, and Jessica Craney, General manager at **Destination Network Television-KeyTV**. Our team has created cutting edge and award winning content for the Key West Historic Seaport, and our goal is to continue to implement unique and innovative advertising, marketing and communications strategies for the City of Key West.

We hope the following pages of this proposal have you as enthusiastic and excited about continuing to working with us as we are about the opportunity to continue the marketing relationship with your team and all who contribute to making the City of Key West, Key West Historic Seaport, and the Key West Bight Marina an amazing place to work, play and live.

Sincerely,

ADEPT Marketing



Dana Pollitt
Owner, Founder
dana@adept.co
(954) 937-9403
6410 5th Street
Key West, Florida 33040
www.adept.co



INTRODUCTION/EXECUTIVE SUMMARY

It is with great enthusiasm that ADEPT Public Relations presents our proposal for RFP # 007-21 - Marketing Services for the Key West Historic Seaport. Founded in 2013, our expertise in branding, marketing, advertising, and communications, along with specialized knowledge and experience working with local government agencies, made us uniquely qualified to perform these services for the City of Key West from 2015 through the present day.

The marketing, communications, and advertising services that ADEPT provides for the City of Key West, the CRA, and the Key West Historic Seaport and Key West Bight Marina includes working with City staff, including Doug Bradshaw, Port Director and Karen Olson, Deputy Port Director, to create annual marketing plans and develop budgets for each fiscal year. And while developing the annual marketing plan, ADEPT solicits feedback and recommendations from the City of Key West, Key West Historic Seaport Tenants, the Bight Marina, the Bight Preservation Association, and the Bight Management District Board.

In this bid response,, we will tell the story of communications and marketing for the Key West Historic Seaport over the past six years, including where we began, where we are today, and our proposed work plan for this next cycle together.

Acting together, we will continue to be your partner and collaborator—keeping you informed and being proactive on your behalf. To that end, we pledge to continue offering a fully transparent, accountable process in full consultation with your staff to meet or exceed all marketing and communications objectives.

In sum, ADEPT looks forward to continuing to provide these services with the highest level of professionalism, high-quality work product,, responsiveness, and integrity. As a reminder, Dana Pollitt is the official person authorized to negotiate and sign any agreement which may result from our proposal.

ABOUT ADEPT

ADEPT is a leading South Florida advertising, marketing and communications agency. ADEPT offers expertise in economic development, public outreach/involvement, government & public affairs, social media and digital marketing. Our broad range of experience allows us to provide a better outlook on economic, political and social dynamics that influence important constituencies.

ADEPT represents various industry sectors, ranging from travel, tourism and hospitality, nonprofits, government and private sector clients.

Our team aligns with, advocates for and advances our client's goals. ADEPT develops solutions and achieves results through its comprehensive network of relationships at the local, state and federal levels of government as well as with corporations, foundations and nonprofits. ADEPT focuses on providing public and private clients with experts in advertising, marketing and communications.

The ADEPT team is extremely involved within Monroe County and the City of Key West community, with civic-based organizations, charities and with many local events throughout the Keys. With over 20 years of experience working in the Florida Keys, the ADEPT team has unique understanding of Monroe County and especially Key West's people, visitors, traditions and nuances.

OUR PROFILE & CERTIFICATIONS

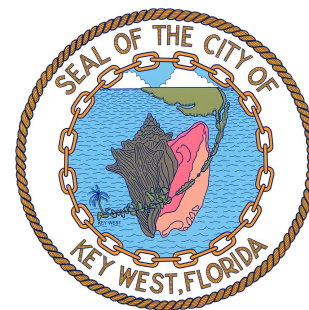
ADEPT is State of Florida certified Small Business Enterprise (SBE) for Public Relations, Marketing and Advertising Consulting Services certified in administrative management and general management consulting services, marketing consulting services and customer service management consulting services.



CLIENT REFERENCES

✓ Provide a minimum of three (3) client references.

1. Karen Olson
Deputy Port Director
City of Key West
(305) 809-3803
kolson@cityofkeywest-fl.gov



2. Scott Medvin
Senior Contract Administrator
Broward County Office of Public Communications
(954)
smedvin@Broward.org



3. Darby DeSalle
Deputy Director
Broward County Planning Dep't
(954) 357-6634
ddelsalle@broward.org



4. Maria Covelli
Grants Coordinator
City of Marathon
Office: 305.289.4109 | Fax: 305.743.3667
covellim@ci.marathon.fl.us |
www.ci.marathon.fl.us



TEAM QUALIFICATIONS

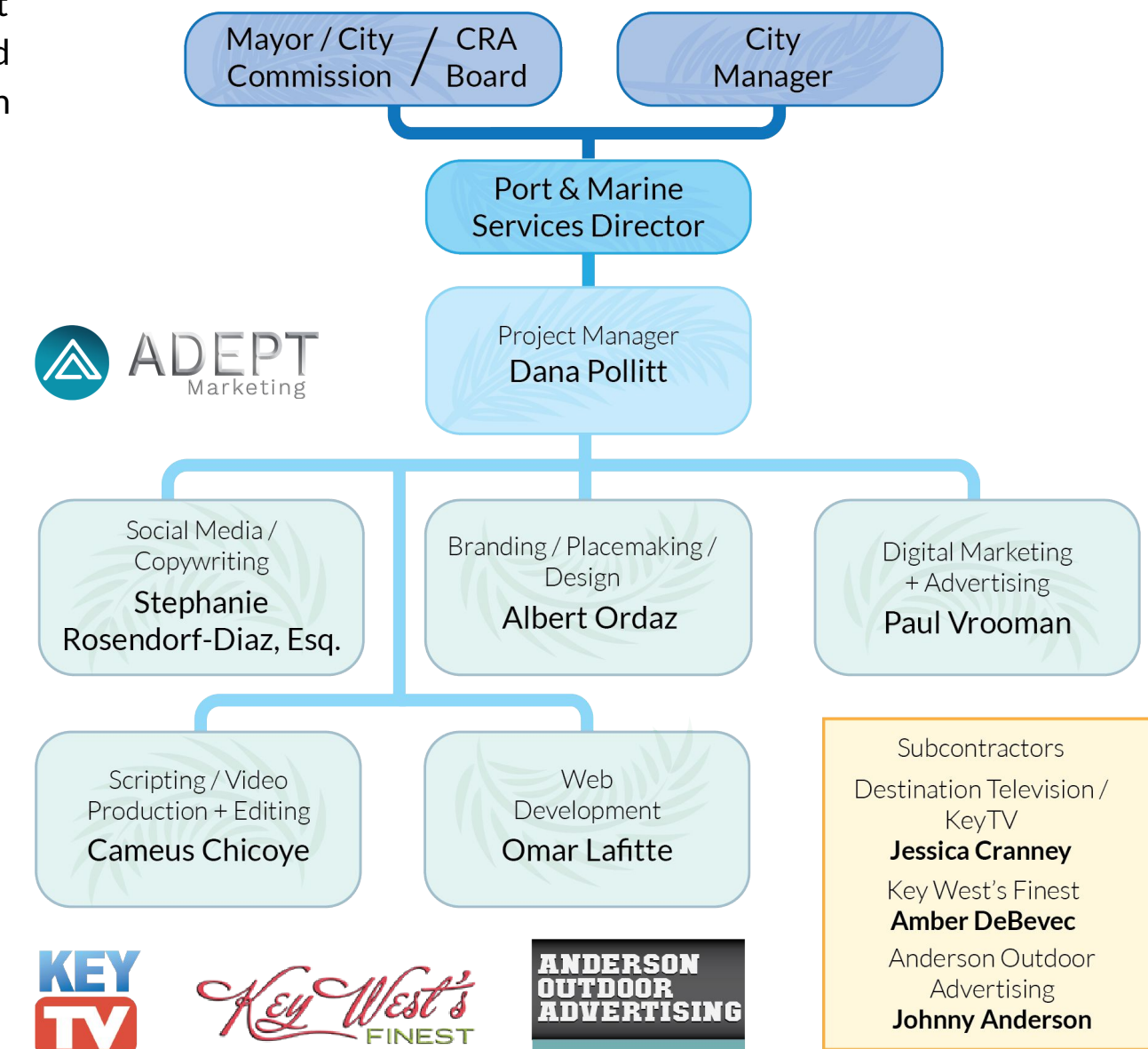
✓ Name and qualifications of the individuals who will provide the requested services and a current resume for each, including a description of qualifications, skills, and responsibilities.

The ADEPT marketing team proposed is the same wonderful team who have created, built and developed content and the entire marketing infrastructure for the Key West Historic Seaport and Bight Marina. The following pages are resumes of our core team who is familiar with the City of Key West, The Key West Historic Seaport, The Key West Bight Marina and all waterside and landside tenants. In like with the City our team of professionals bring direct experience serving the City of Key West and small governmental entities and especially serving cities comparable in size to the City of Key West.

CORE TEAM



ORGANIZATIONAL CHART



TEAM QUALIFICATIONS - DANA POLLITT

QUALIFICATIONS & SKILLS - ADVERTISING, MARKETING, GOVERNMENT & PUBLIC RELATIONS • 20+ YEARS

Dana possesses an excellent understanding of South Florida marketing and advertising, media markets and public relations, and the tools needed to create and maintain successful partnerships with public and private sector leaders and institutions. Prior to forming ADEPT, Dana served as the Florida Seaport Director in charge of Marketing and Business Development for a large focused supplier of high-value consultancy based in London, England. In this role his responsibilities included overseeing the coordination and communication with all fifteen Florida Seaports and Marinas throughout Florida and the Caribbean. He has coordinated, acted as a stakeholder liaison and maintained relationships with Seaport Directors, Marina Managers, Harbormasters, Seaport Planning, Leasing, Engineering and Construction Leadership, Seaport Clients and Tenants.

RESPONSIBILITIES - PROJECT MANAGER

Since 2015, as project manager, Dana has been responsible for overseeing ADEPT's marketing services contract for the Key West Historic Seaport, which included positioning the Historic Seaport as a premier tourist destination, promoting initiatives, events, and programs, producing advertising and communication materials, recommending and implementing media strategies, including media buys, and negotiating with advertising media.

SEAPORT AND MARINA EXPERIENCE

Key West Historic Seaport - City of Key West Advertising & Marketing Services
Key West Bight Marina - City of Key West Marketing and Branding
City Marina at Garrison Bight - City of Key West Tourism Impact Study
Port Everglades Master/Vision Plan Third Update
The Yacht Club at Palmas Del Mar Marina - Palmas del Mar, Puerto Rico

Port Everglades Public Relations and Stakeholder Liaison
Port Everglades Southport Turning Notch Extension and Upland Mangrove Enhancement
Port Miami Wharf Strengthening Project
Port of Palm Beach District Professional Engineering Services Slip #3 Reconstruction Project
Port of Ponce Private Real Estate Development Preliminary Engineering and Development Studies



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TEAM QUALIFICATIONS - STEPHANIE ROSENDORF-DIAZ, ESQ.

QUALIFICATIONS & SKILLS - COMMUNICATIONS, STRATEGY, & PUBLIC INVOLVEMENT • 12 YEARS

A nearly lifelong resident of South Florida, Stephanie Rosendorf-Diaz, Esq. is a core team member of ADEPT who works on the current Key West Marketing Services contract. She assists the project manager in positioning the Key West Historic Seaport as a premier destination to visit, work, play, and live. This entails promoting initiatives, events, and programs, producing advertising and communication materials, recommending and implementing media strategies.

RESPONSIBILITIES - DEPUTY PROJECT MANAGER

Brand development and management, advertising, marketing research, media planning, digital and print media, website and social media strategy, implementation, and management.



TEAM QUALIFICATIONS - PAUL VROOMAN

QUALIFICATIONS & SKILLS - DIGITAL MARKETING, ADVERTISING, MEDIA PLANNING & CERTIFIED GOOGLE PARTNER • 20 YEARS

Paul Vrooman is an experienced Key West Historic Seaport marketer with expertise in digital advertising, public relations and municipal outreach, and in particular, marina marketing. Additionally, Paul's expertise in technology application, marketing automation, and measurement of online intelligence systems to track customer relationships and public sentiment makes him an extremely valuable asset for the Key West Historic Seaport and Bight Marina marketing contract.

RESPONSIBILITIES

Paul will continue to lead digital marketing and advertising for the Historic Seaport using technology application, marketing automation, and online intelligence systems to track customer relationships and public sentiment among residents, businesses, visitors, and the greater community.



ADEPT MARKETING

TEAM QUALIFICATIONS - ALBERTO ORDAZ

QUALIFICATIONS & SKILLS - EXPERIENCED MARINA BRAND DEVELOPER & DESIGNER

Albert Ordaz is a skilled Key West Historic Seaport brand developer and design specialist with 10 years of experience working in South Florida and specifically the Key West Historic Seaport. He has elaborate Marina Marketing experience. Albert currently works on the Key West Historic Seaport marketing services contract, where he specializes in campaign and interactive web design as well as designing print and digital campaign collateral.

RESPONSIBILITIES

Albert Ordaz will continue to be responsible for all graphic design and creation of professional print and digital advertisements for the Key West Historic Seaport and Key West Bight Marina, including branding, logo, interactive web design, and other collateral for both traditional and non-traditional marketing platforms.



ADEPT'S APPROACH TO MARKETING & COMMUNICATIONS

✓ Describe how the Proposer approaches marketing and communications projects.

- PLANNING: Conduct research, plan, review, edit, and obtain client approvals.
- GATHERING SUPPLIES: Create assets like collateral, website, video, and photography.
- COMMUNICATIONS: Create and/or refine our target audiences and open revenue channels.

At the start of a marketing and communications project, our team meets with a client(s) to set and clarify the project goals, objectives, anticipated budget and timeline, along with guidelines for implementation, monitoring, and management of the project's marketing and branding efforts. Achieving campaign objectives requires us to craft themes that will resonate with the public and other audiences.

Below is an outline of components we typically include in a client communications plan:

- Establish Clear Project Goals & Objectives
- Determine the Anticipated Budget
- Craft a Media Plan, including Digital Media, Television/Newspaper/Magazine advertisements, Social Media, Stakeholder Interviews, & more.
- Development, Research, & Monitoring of Campaign, including data and metrics on audience reach, engagement, and sentiment in response to messaging.

As alluded to, upon finalizing a communications plan and receiving explicit written approval from the client, ADEPT launches the campaign and continues to conduct research and daily monitoring of metrics, data, feedback from stakeholders, and any pertinent news related to the campaign.



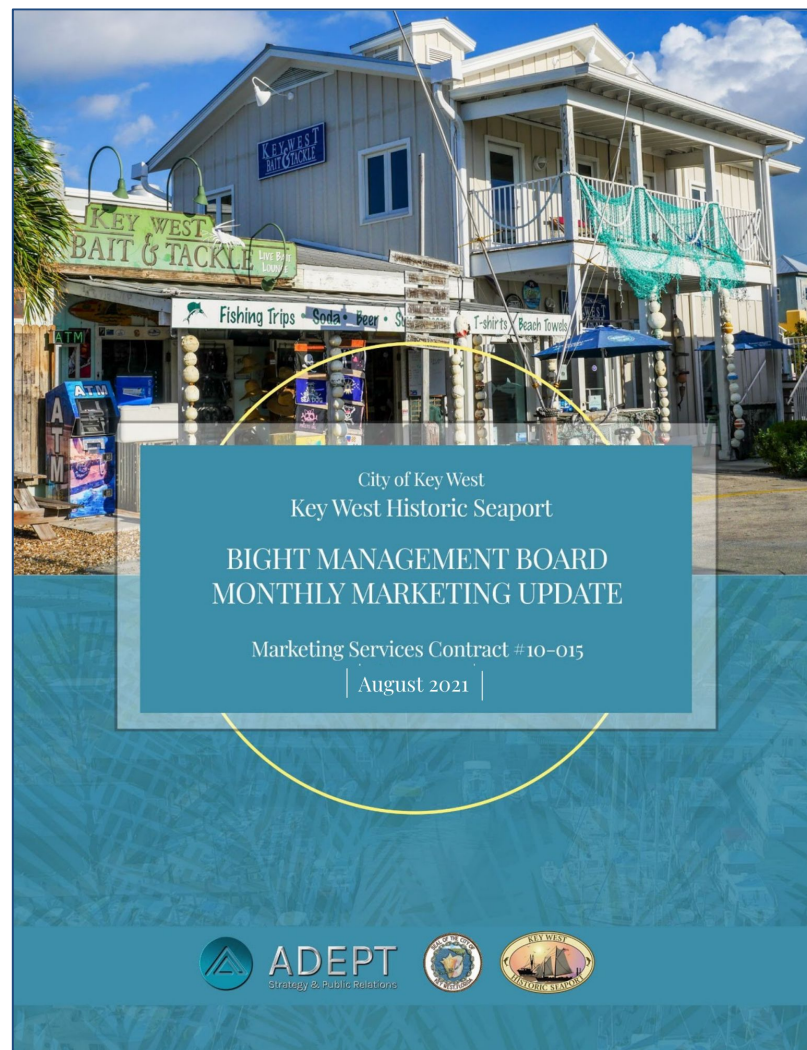
OUR APPROACH TO MARKETING & COMMUNICATIONS

✓ *How do you assist clients in using existing resources and leveraging the work you provide for them?*

Our team is adept at utilizing an array of software platforms and communications tools, including experience with integrations of marketing platforms with CRMs and marina booking engines.

For internal and client workflow, we utilize Google drive cloud storage for file storage and synchronization service developed by Google. Google Drive allows users to store files on their servers, synchronize files across devices, and share files.

For social media, we use a proprietary platform for our government clients that includes a client approval process, login and credential for approved City of Key West users.



Cover of ADEPT's monthly report to the Bight Board

MEASUREMENT AND TARGETING - THE KEY TO MAXIMIZING ROI IS THE ABILITY TO MEASURE RESULTS.

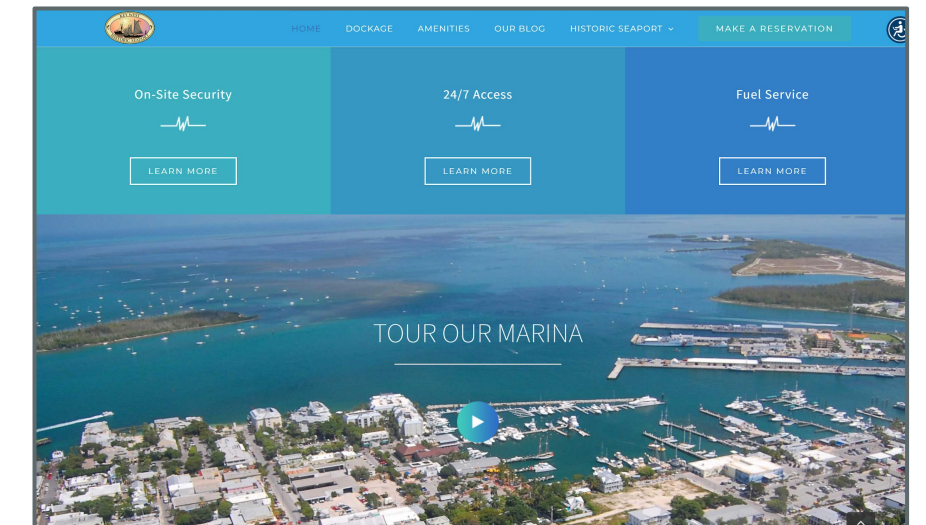
Our agency has real expertise in digital campaigns that track results down to revenue, integration of campaigns with CRM/booking engines, and reacting to the results with nimble marketing that lets us adapt to different circumstances.

We measure campaigns very specifically to tie them to conversions/bookings. This tells us:

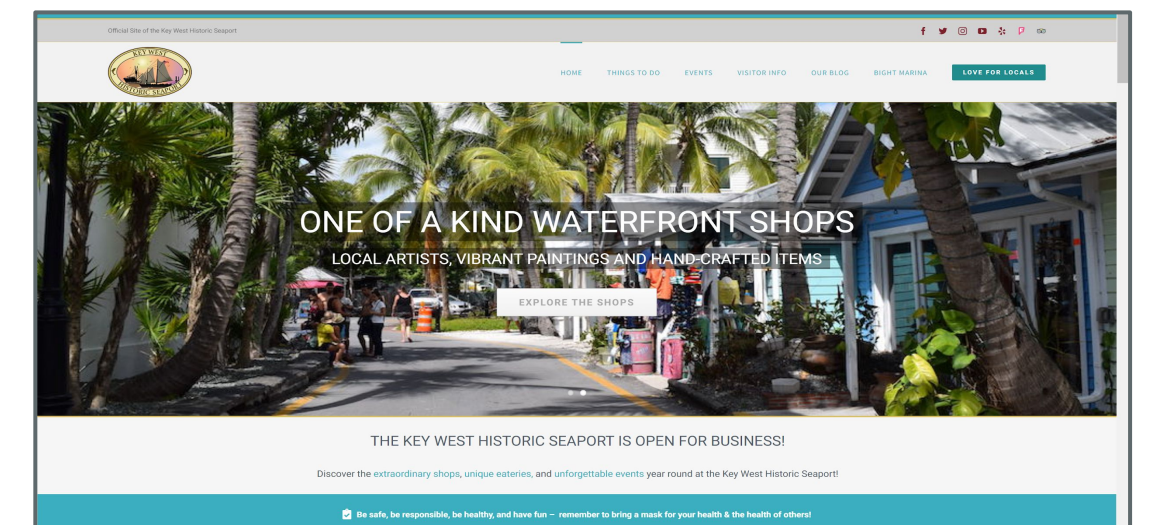
- Geographic origin
- Income levels
- Interests

Using real in-market A/B testing can tell us:

- Price points
- Responsiveness to different messages, visuals, and graphics
- Testing for pricing, promotions, features and benefits



A portion of the Key West Bight Marina landing page.



Historic Seaport Website Landing Page (images are on an image slider so website visitors have access to an ongoing variety of photos)



SPECIALIZED MARINA EXPERIENCE

Our team brings a solid foundation with many years of experience in advertising, marketing, branding, and public relations campaigns for marinas, municipalities, and government agencies.

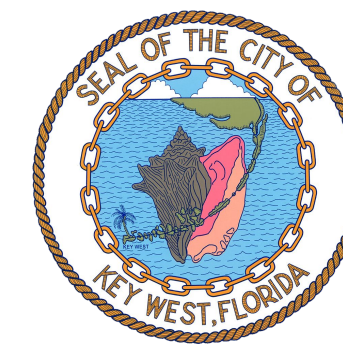
Prior to founding ADEPT, Dana Pollitt served as the Port and Maritime Sector leader for a global business consultancy headquartered in London, England. His role included oversight of the firm's marketing and business development at all Florida seaports and marinas. Since founding ADEPT, our team now boasts experience marketing to several well known marinas and ports. ADEPT has a true understanding of the dynamics and nuances of working with marinas, tenants, municipal marina operators and marina consultants. **Most importantly we have successfully implemented the entire advertising marketing and communications program for the Key West Historic Seaport and the Key West Bight Marina.**

FAMILIARITY WITH THE CITY OF KEY WEST

The ADEPT team has over 20 years of experience working throughout Monroe County, including the past six (6) years working directly with the City of Key West under Contract #10-015 - Marketing Services for the Key West CRA the Key West Historic Seaport and Key West Bight Marina.

In addition, our team has successfully created, produced, and managed a variety of projects throughout Monroe County for the FDEPT, FDOT, City of Marathon and the City of Key West. We have purchased advertising with the Monroe County TDC and worked with the TDC advertising agency and public relations agencies. ADEPT is currently providing marketing, branding and public relations campaigns to other governmental entities like Broward County, such as Broward's 2020 Census Outreach campaign, Broward's, COVID-19 health and safety campaign, and the county's vaccine outreach campaign. Materials for these campaigns, including professional videos, were in multiple languages in order to reach every segment of the community.

WE UNDERSTAND KEY WEST!



FAMILIARITY WITH THE CITY OF KEY WEST (CONTINUED)

Direct Experience with Key West Historic Seaport and Key West Bight Marina ☒

Experience with hospitality and tourism marketing and branding ☒

Substantial work within Monroe County and other Local Government Entities ☒

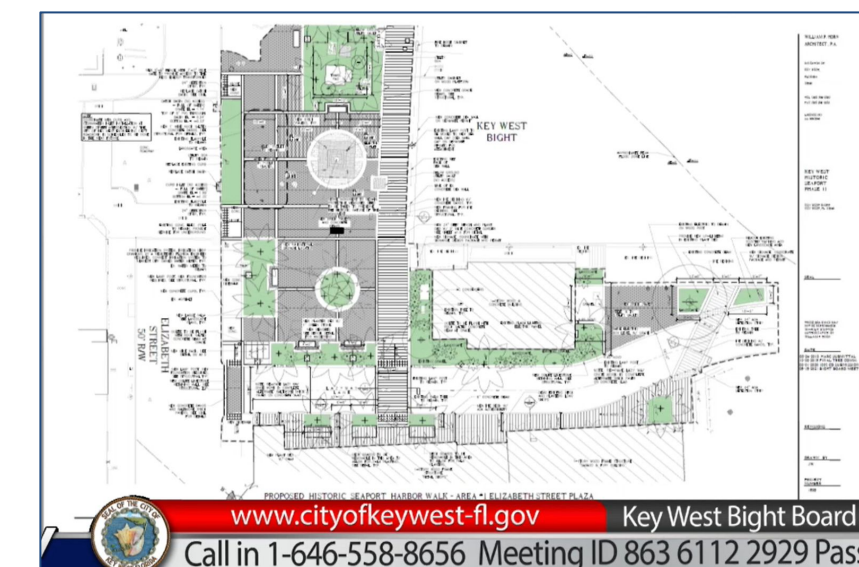
A Deep Understanding of How Seaports are Economic Engines ☒

Through our years of experience working with the City of Key West, ADEPT understands the importance of staying informed on the City's priorities, which were most recently laid out in its Six-Point Strategic Plan released in September 2021.

The six priorities laid out in the plan include **expanding affordable housing, mitigating sea level rise, improving roadways and sidewalks, protecting the environment, adopting new cleanliness standards, and improving traffic and pedestrian friendliness**. As part of ongoing marketing efforts, our team keeps City priorities top of mind and incorporates them, where appropriate, into advertising for the Historic Seaport and Bight Marina.

For some examples, the Strategic Plan emphasizes educating City Tenants on good environmental practices and incorporating physical and digital suggestion boxes. According to the plan, anonymous suggestion boxes (physical and digital) will be placed in City Hall, the Fire Department, Police Department, City Transit, Community Service Departments, and Marinas. Our team would welcome the opportunity to work with the City in reviewing and implementing relevant suggestions for the Bight Marina or Historic Seaport.

Specifically related to the City's priorities of **improving roadways and sidewalks while improving traffic and pedestrian friendliness**, the Historic Seaport is undergoing renovations that, among other things, will encourage more foot traffic by smoothing walkways, rearranging green space, adding signage, and other improvements for ease of movement throughout the Historic Seaport. ADEPT branding efforts are in line with the architectural team who have been tasked with the new Historic Seaport renovation designs, signage and wayfinding..



Slide from Bight District Management Board Meeting, 9/15/2021

SUPPORTING THE SEAPORT
WE'RE ALL IN THIS TOGETHER! ☒



THE STORY + WHERE WE BEGAN

When ADEPT was brought on board in 2015, the Historic Seaport only had one antiquated website and was using the current logo. ADEPT worked with the City and the Bight Management District Board to develop the foundation under the entire brand, imagery, graphics, websites, all social media handles and platforms, video and television content, and so much more for both the Key West Historic Seaport and Key West Bight Marina.

+ CHARTING OUR COURSE FORWARD

The following pages lay out our approach and how we have worked with the City of Key West to develop annual marketing plans that position the Key West Historic Seaport as a premier tourist destination. We continually strive to identify new marketing avenues for the Key West Historic Seaport and assist in promoting its brand. We have and propose to continue to develop strategic marketing communications and brand support to assist the Key West Historic Seaport in promoting initiatives, events, and programs, especially now that we transition out of the COVID-19 pandemic. Our graphic design team will continue to produce advertising and communication materials and our lead copywriter will continue to address daily (writing, editing, and proof copy) assignments for Key West Historic Seaport campaigns.

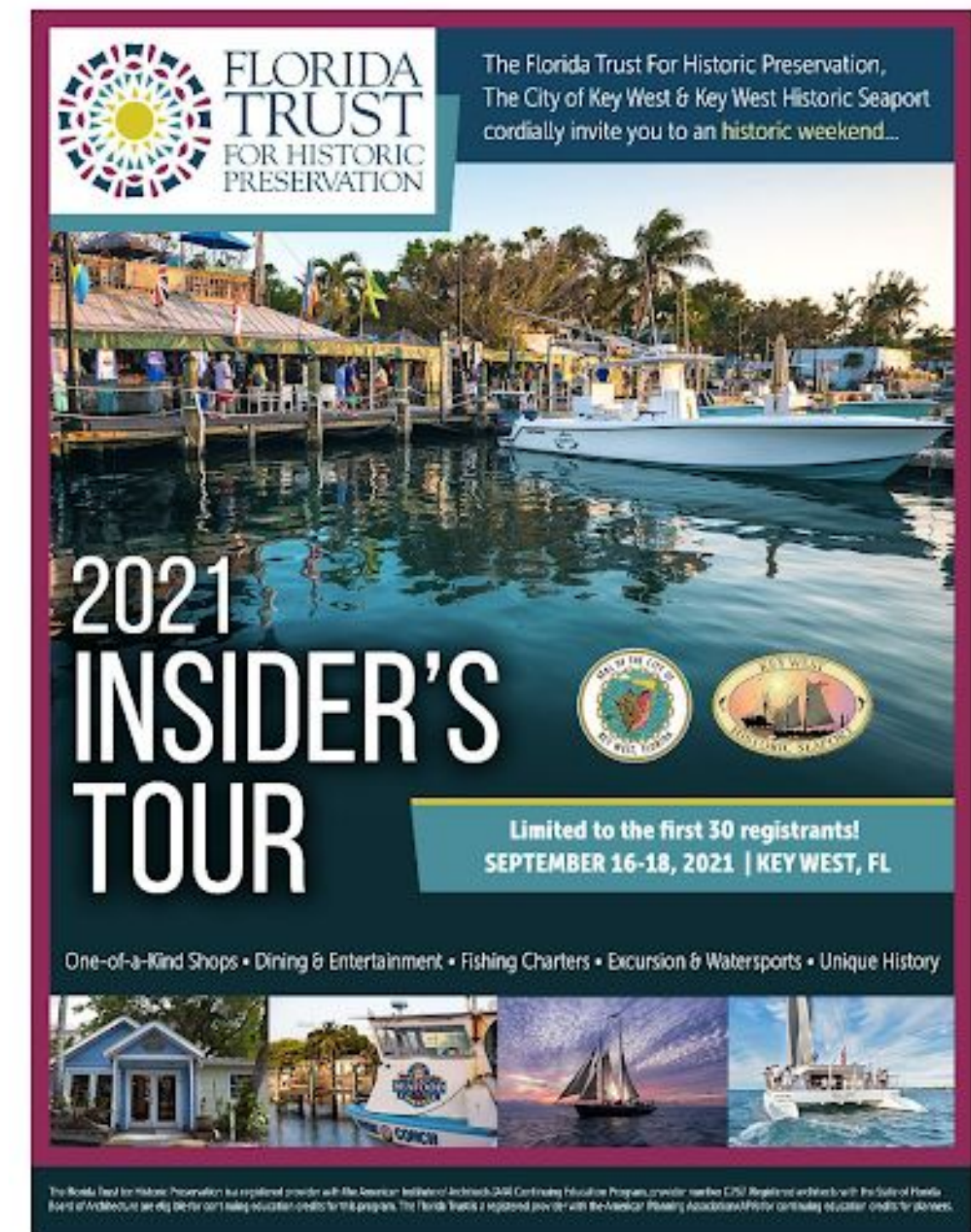
We have recommended and implemented numerous successful media strategies, including media buys, negotiating with advertising media and overseen and evaluated services provided by advertising media. Our web team has designed, developed, managed and maintains both the Key West Historic Seaport website and Key West Bight Marina websites. We propose a brand refresh for our FY22 marketing collateral, social media and websites to match the City's "Key West Forward" priorities and the new Historic Seaport renovations, signage and wayfinding initiatives.



KWHS Love for Locals Logo



Aztec Airways / The Marker Travel Advertising

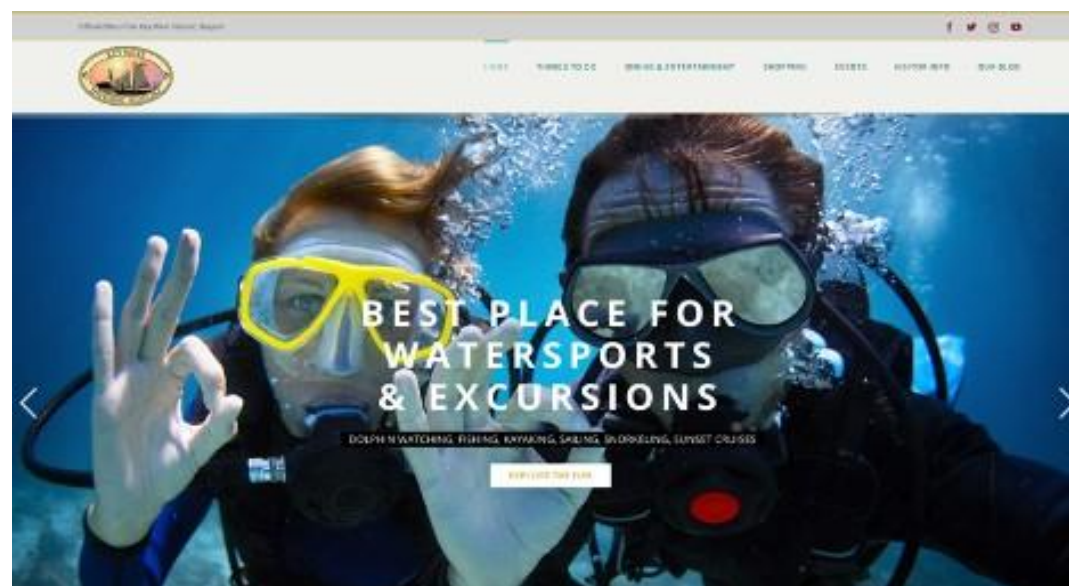
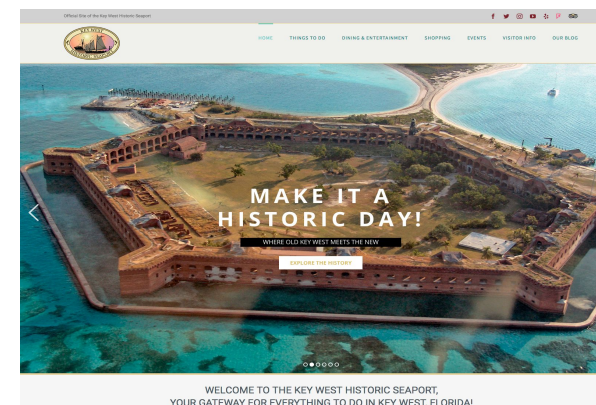
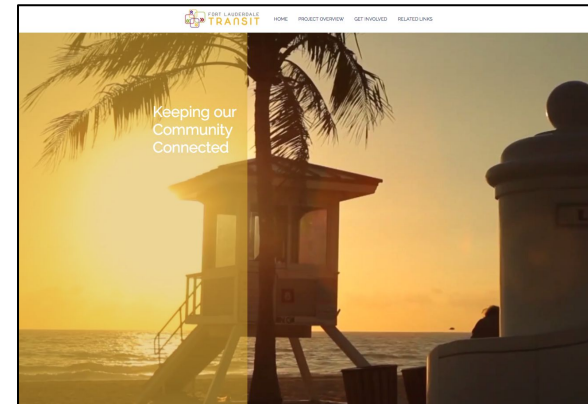


Florida Trust 2021 Insider's Tour Digital Flyer and Agenda



✓ Provide previous work examples that demonstrate how you meet the qualifications/experience requirements listed.

THE KEY WEST HISTORIC SEAPORT AND ADEPT'S CREATIVE WORK FOR MARINAS



“Creativity is contagious, **Pass it on.**”



ADEPT MARKETING

✓ Submit three projects undertaken in the past three years (preferably for government clients of a size similar to the City) that involved services similar to the services listed in Scope of Services, of this RFP.



PREVIOUS WORK SAMPLE #1 - KEY WEST HISTORIC SEAPORT & BIGHT MARINA MARKETING/ADVERTISING

PROJECT GOALS, SCOPE, AND ROLES: Since 2015, ADEPT has been providing marketing, communications, and advertising services for the City of Key West, the CRA and the Key West Historic Seaport and Key West Bight Marina.

These services have included working with City staff, including Doug Bradshaw, Port Director and Karen Olson, Deputy Port Director, to create annual marketing plans and develop a fiscal year budget. Each year's marketing plan was developed with feedback and recommendations from the City of Key West, Key West Historic Seaport Tenants, the Bight Marina, the Bight Preservation Association, and the Bight Management District Board.

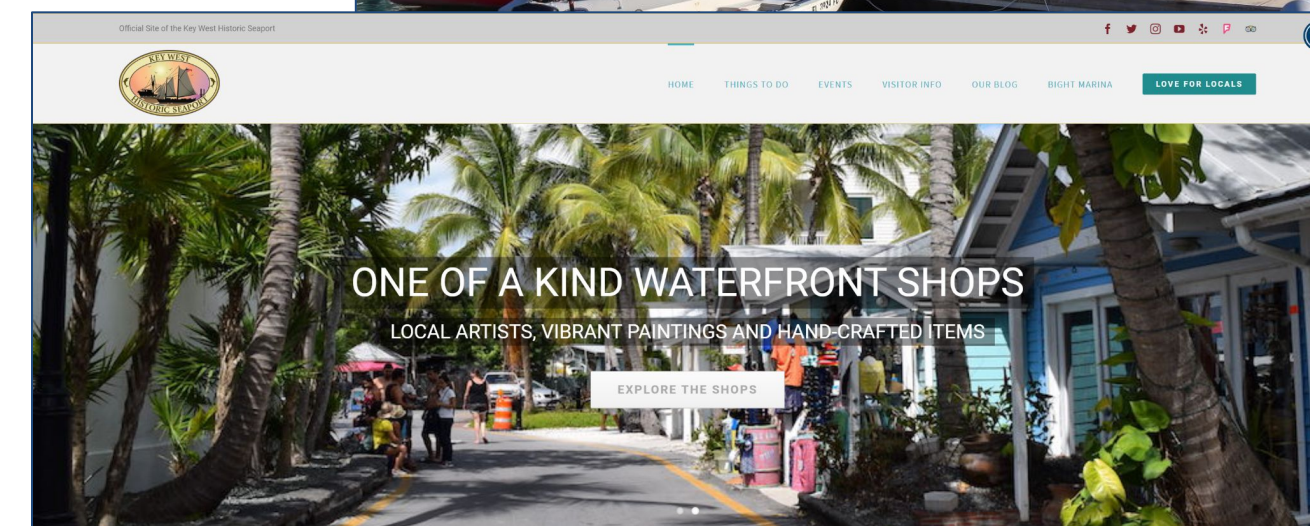
HOW SUCCESS WAS MEASURED: Success is measured on a variety of levels, and our team lists and describes all data and campaign results in our monthly reports to the Bight District Management Board.

IDENTIFY INDIVIDUALS WHO WORKED ON THE PROJECT & DESCRIBE THEIR ROLE:

- Dana Pollitt, Project Manager
- Stephanie Rosendorf-Diaz, Esq., Social Media, Tenant Coordination, Copywriting
- Paul Vrooman, Digital Marketing, Tenant Coordination, Campaign Development
- Albert Ordaz, Graphic Design, Branding, Community Placemaking
- Omar Laffitte, Website Design, Development, Management and Maintenance
- Cameus Chicoye, Video Production, Scripting & Editing

Project Reference:

Doug Bradshaw
Port and Marine Services Director
201 William St, Key West, FL
(305) 809-3792
dbradshaw@cityofkeywest-fl.gov



PREVIOUS WORK SAMPLE #2 - BROWARD COUNTY 2020 CENSUS MARKETING CAMPAIGN

PROJECT SCOPE, GOALS, & ROLE: ADEPT was tasked with planning, designing, implementing, monitoring, and managing Broward County's Census 2020 Marketing Campaign. Our team incorporated evidence-based best practices, collective census experience, and feedback from meetings with county and municipal partners to most effectively utilize local media outlets and publications serving different audiences.

Specific tasks included, but were not limited to, the following:

- Creating a timeline for the marketing plan and a methodology for addressing each hard-to-reach population.
- Producing cost estimates and budgets for marketing ads and reimbursable expenses associated with the marketing plan.
- Proposing analytics for measuring and reporting the results of the marketing and outreach campaign.

HOW SUCCESS WAS MEASURED: Our team reviewed daily Census response rates in Broward's 31 municipalities, presented our findings to key stakeholders, and made recommendations for increasing marketing and engagement in municipalities with lower response rates. This daily measurement and analysis allowed us to increase Broward County's overall response rate, as well as rates in various Broward zip codes where residents had been historically underserved.

IDENTIFY INDIVIDUALS UNDER "STAFFING" WHO WORKED ON THE PROJECT & DESCRIBE THEIR ROLE:

- Dana Pollitt was the Campaign Manager, who oversaw the day-to-day campaign operations, led the media planning, and coordinated partnerships and trusted campaign spokespersons.
- Stephanie Rosendorf-Diaz, Esq. was the Deputy Campaign Manager and ran the Broward Census social media account for the campaign.
- Paul Vrooman was in charge of producing digital marketing and advertising campaigns.
- Cameus Chicoye produced professional videos in English, Spanish, Haitian Creole, and Portuguese, all of which featured campaign spokespersons and trusted Broward community leaders. (Pictured right)



Project Reference:

Darby Delsalle AICP, Assistant Director
Broward County Environmental Protection
& Growth Management Dep't
Phone: (954) 357-6634
Email: ddelsalle@broward.org.



PREVIOUS WORK SAMPLE #3 - BROWARD COVID-19 COMMUNICATIONS & PUBLIC INFORMATION

PROJECT GOALS, SCOPE, AND ROLES: Beginning in the spring of 2020, ADEPT assisted Broward County's Office of Public Communications in developing a COVID-19 health and safety social media marketing campaign, purchasing outdoor media advertisements (bus benches and billboards), producing television and radio public service announcements (PSAs), and recommending strategies for connecting with all segments of the community and its diverse constituencies.

HOW SUCCESS WAS MEASURED: The success of this campaign was measured by 1) Data and analytics showing how many residents in Broward County we reached with the messaging, 2) Sentiment and feedback from the community as to their understanding and comprehension of various health and safety measures, and 3) Increased vaccination rates for the age categories targeted in the vaccine outreach video (*continued on the following page*)

IDENTIFY INDIVIDUALS WHO WORKED ON THE PROJECT & DESCRIBE THEIR ROLE:

- Dana Pollitt was the Campaign Manager, who oversaw the day-to-day campaign operations, led the media planning, and coordinated PSAs and earned media opportunities with local media partners.
- Stephanie Rosendorf-Diaz, Esq. was the Deputy Campaign Manager and ran the social media account for the campaign.
- Paul Vrooman was in charge of producing digital marketing and advertising campaigns.
- Cameus Chicoye produced multiple professional videos at different points throughout the campaign.

In addition to our work educating the public on health, safety, and wellness tips for preventing the spread of COVID-19, ADEPT worked with Broward County and the Florida Department of Health to produce a professional video promoting the COVID-19 vaccine for children aged 12-17 and young adults in both English and Spanish.

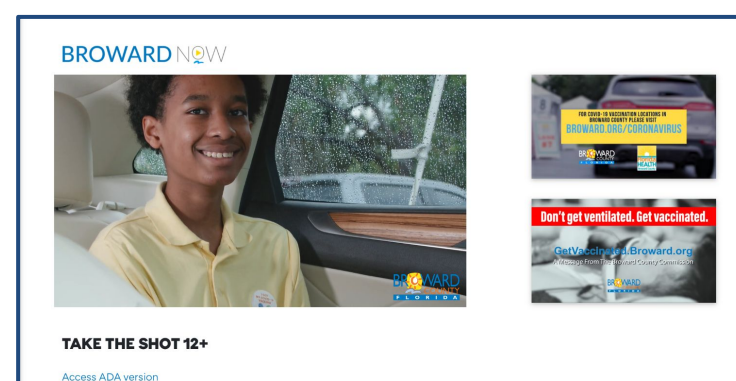
Project Reference:

Margaret Stapleton, Director

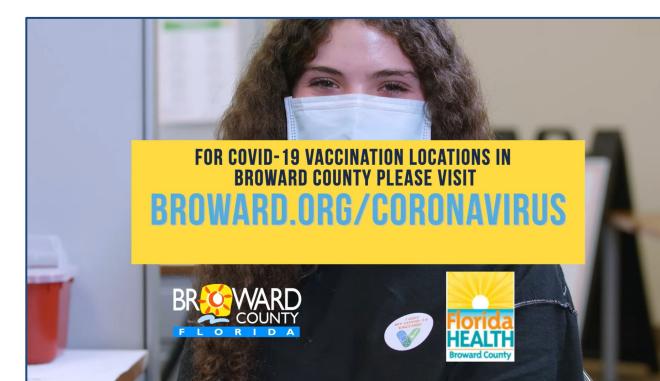
Broward County Office of Public Communications

Phone: (954) 357-6990

Email: mstapleton@broward.org.



Main landing page, www.broward.org



Screenshot of video produced by ADEPT



Campaign billboard designed by ADEPT



Mobile ads created for the campaign.





PROPOSED APPROACH & WORK PLAN

THE ROADMAP

Over the past six years, ADEPT has provided monthly marketing reports to the Bight Board and City of Key West with updates on marketing campaigns, strategic communications initiatives, Key West Historic Seaport and Bight Marina events, monthly blog posts, press clippings, and data and statistics on paid, earned, and organic media.

In consultation with the City of Key West, staff, Bight Board, tenants, and the greater Key West community, updates to the marketing plan will set a clear direction for the coming years and contain various goals and milestones associated with that roadmap. ADEPT will continue to provide detailed reports and remain in frequent communication with staff to ensure that all work aligns with the priorities set forth by the City, the Bight Board, and the community at large.

TASKS

- Develop strategic marketing communications and brand support to assist the Key West Historic Seaport in promoting initiatives, events, and programs.
- Graphic design and production of advertising and communication materials (write, edit, and proof copy).
- Recommend and implement media strategies, including media buys.
- Negotiate with advertising media and oversee and evaluate services provided by advertising media.

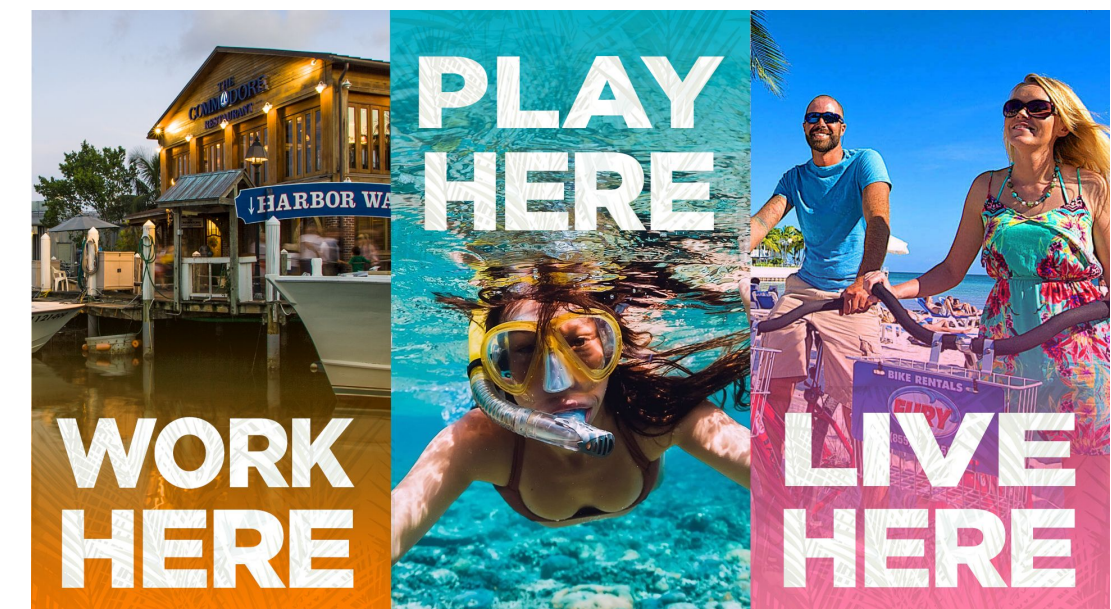
In consideration of the current successful campaigns and programs, we recommend continuing those campaigns into 2022 with the following current /existing Advertising & Marketing programs and associated budget (see items 1 through 9 and item 1 for KW Bight Marina).

Based on the Bight Management District Boards amendment to last year's budget, which included additional funds for marketing and holiday lights, the following reflects items to be included in the total amount.

We also recommend additional targeted campaigns based on factors such as, but not limited to, increased television advertising in regional markets to promote the new Historic Seaport :30 and :60 commercials and a :30 Bight Before Christmas Commercial, among others.

✓ *Provide hourly rates or other fee structures for the services listed in Scope of Services, of this RFP.*

ADEPT proposes utilizing the same annual budgeting process that we've used over the life of this contract with the Key West Historic Seaport. At the beginning of each fiscal year or contracting period, ADEPT develops a detailed proposed annual budget, which includes itemized breakdowns of all tasks to be performed. Please see **Appendix A** for an example of a prior year's fee structure breakdown for the Key West Historic Seaport and Bight Marina.



Key West Historic Seaport Work Here, Play Here, Live Here Campaign Concept 2021

THE PLAN

The following are ADEPT's recommendations for marketing and advertising during 2021:

1. DAILY AND PAID SOCIAL MEDIA MANAGEMENT

- a. Estimate includes monthly retainer to provide the following services:
 - i. Grow Followers and authentic traffic with organic strategies
 - ii. Engage, Connect & Relate via daily posts
 - iii. Implement targeted Keywords & Hashtags
 - iv. Build Rich Engagement
 - v. Integrate Content with Website
 - vi. Targeted Advertising and Contest management
 - vii. Targeted Campaigns to Build Brand Awareness of KWHS
 - viii. Interact with Audience on Multiple Platforms
 - ix. Boost Strategized Posts
- b. ADEPT will continue to service the following social platforms:
Facebook, Instagram, Twitter, YouTube, TripAdvisor, Yelp, Google my Business
Monthly Video creation and uploads

2. WEBSITE REFRESH, MAINTENANCE AND CONTENT CREATION (Key West Historic Seaport)

- a. Estimate includes monthly retainer to provide the following services:
 - i. Website branding refresh
 - ii. Maintain and Update Content (Tenant Pages, Tenant Social Media Widgets, Events, Promotions, Specials, Historic Facts)
 - iii. Regularly and Support on SEO Content Writing Services
 - iv. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
 - v. Monthly Analytics Report
 - vi. Tech Support Requests
 - vii. Monthly Blog
 - viii. Landing Pages (Social Media Contests)
- b. Monthly Video uploads

TRIPADVISOR Travelers' Choice Awards are given to accommodations & attractions that **consistently earn great reviews** from travelers & are ranked within the **top 10%** of TripAdvisor properties!



KWHS Awarded Top Key West Blog for Consecutive Years



ADEPT MARKETING

3. MONROE COUNTY OUTDOOR, FURNITURE, AND TRANSIT ADVERTISING

- a. Anderson Outdoor Advertising
 - i. Key West International Airport Baggage Carousel and Rack Card Displays
 - ii. Key West Express Ferry Terminal Rack Card Displays
 - iii. Bonus bus stop depending on availability

4. MEDIA BUYS

- a. Monroe County Tourism Development Council (TDC) Co-op
 - i. Various Media
 - ii. TDC Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, and Keywest.com.)
- b. USA TODAY Go Escape to Gulf Coast and Southeast Travel Magazine (Added Value: 6 Special Event Passes)
 - i. Yearly Social Media Boosts (YouTube, Twitter, Facebook and Instagram)
 - ii. Key West Historic Walking/Biking Tour Map *
- c. Key West Chamber of Commerce
- d. Key West Historic Markers
- e. Off Duval Guide

5. CAMPAIGN DEVELOPMENT, REPORTING, ANALYTICS, PRESENTATIONS

- a. Development, Reporting, Analytics, Presentations, Fieldwork Tenant Coordination, Travel, Lodging Expenses



KWHS Branded Collateral



2019 USA TODAY
GO ESCAPE FLORIDA & THE CARIBBEAN
KWHS Ad



2020 USA TODAY
GO ESCAPE FLORIDA & THE CARIBBEAN
KWHS Ad



2021 USA TODAY
GO ESCAPE FLORIDA & THE CARIBBEAN
KWHS Ad



6. HISTORIC SEAPORT DIGITAL MARKETING RECOMMENDATION

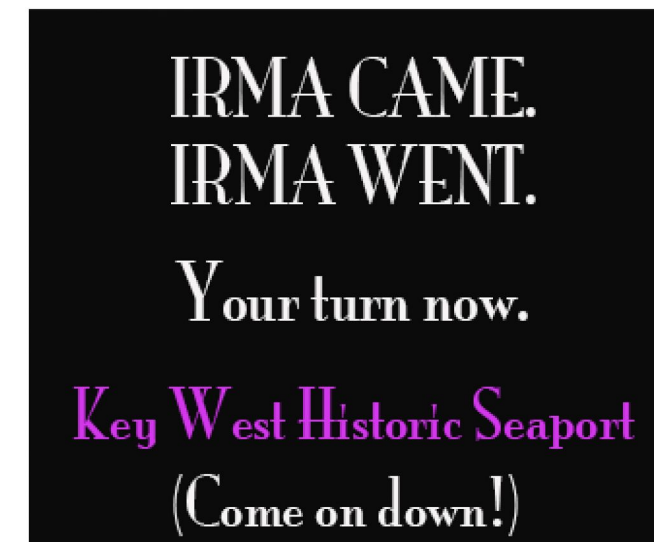
- Remarketing will be used to connect with people who previously interacted with our website. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping increase brand awareness.
- CAMPAIGN: CITYWIDE DISPLAY WITH "STORE" VISIT TRACKING
 - Image ads with tracking to the Google My Business address
 - The display campaigns will be built on serving as many impressions as possible
 - Strategy: Awareness, interaction
- CAMPAIGN: LOCALS, CRUISE SHIP AND HOTEL TARGETING
 - Spot geotargeting for cruise ships that reaches passengers in port the day before they arrive in KW and the morning of arrival.
 - Strategy: Awareness, interaction
- VIDEO CAMPAIGN: (YouTube and Google Ad Network)
 - Video ads
 - Strategy: Awareness

7. PUBLIC RELATIONS AND OUTREACH

- This is aimed to highlight local, regional, national and international perspectives about the KWHS. The KWHS marketing team would generate story ideas and engage travel writers, publications and media outlets as well as identify awards and other recognition.
- Develop contests and offer giveaways.
- Develop contests with neighboring hotels and with KWHS tenants
- offering giveaways.
- Pitching stories to media outlets including TV, Print, Radio (Pirate Radio/WLRN, etc.)



Post Hurricane Irma Campaign Digital Ad



Post Hurricane Irma Campaign Digital Ad



Historic Seaport 2018 Organizational Award from FL Trust for Historic Preservation



ADEPT MARKETING

8. TELEVISION ADVERTISING

- a. Destination Television/KeyTV/TripSmarter.com (Key West)
 - i. Airing the two :60 KWHS television commercials
 - ii. Airing the two KWHS editorial television programs
 - iii. Streaming on TripSmarter.com
 - iv. Social Media links
- b. Airing 30' Holiday Television Commercial *
 - i. Contracting with television media vendors. Channels targeted in the Miami/ Fort Lauderdale, Tampa/ St. Petersburg and Fort Myers/ Naples areas
 - ii. Run on-air TV commercial during 2021 Holiday Season (November and December)
 - iii. Social Media/Website/Digital, advertisement, and appropriate links

9. LIVE WEBCAMS (YEARLY CONTRACT)*

- a. Work with City Staff to identify appropriate webcam partner for two existing KWHS webcams
- b. Cloud-based video broadcasting solution
- c. Internet with appropriate download speeds

10. KEY WEST BIGHT MARINA

WEBSITE MAINTENANCE AND CONTENT CREATION

- a. Estimate includes monthly retainer to provide the following services:
 - i. Maintain and Update Content
 - ii. Regularly and Support on SEO Content Writing Services
 - iii. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins]
 - iv. Monthly Analytics Report
 - v. Tech Support Requests
 - vi. Monthly Blog
 - vii. Email Newsletter notifications sent to database of thousands of Bight Marina clientele
 - viii. The Marketing Team will continue to service the following social platforms
 1. Google my business
 2. Posting to KWHS social media handles for Bight Marina promotions



VIEWPOINT WITH DENNIS QUAID

For this coming year of 2022, ADEPT has identified a very exciting opportunity with renowned Actor and Director Dennis Quaid on his national television Telly Award Winning program “Viewpoint with Dennis Quaid”.

Viewpoint with Dennis Quaid features a creative team of tenured producers, writers, editors, and imaging specialists with over one hundred years of cumulative experience. Viewpoint provides a unique educational platform for curated content designed to inspire and illuminate. The development team behind Viewpoint has received over **100 Telly awards** over the course of twenty years in the industry. The Viewpoint team's goal is to provide innovative & unique content featuring influential organizations and individuals.



TELLY AWARD WINNER

2021 - Silver Telly Award - "Banning Horse Slaughter" - Direction
2021 - Bronze Telly Award - "Women in eCommerce" - Editing
2021 - Bronze Telly Award - "Social Media Initiatives" - Social Impact
2021 - Bronze Telly Award - "Eye of the Storm" - Cinematography



ADEPT MARKETING

VIEWPOINT WITH DENNIS QUAID (CONTINUED)

Public Television Distribution - This VIEWPOINT short-form documentary series will be distributed to Public Television stations in all 50 states. The overall project will include the production of one (1) 3-5-minute educational segment produced as a standalone short-form documentary for distribution to Public Television Stations (estimated reach for one year is 60 million households).

5-6 Minute Corporate Profile - VIEWPOINT will provide the production of one (1) broadcast quality, 5-6-minute educational documentary profile with expansive and detailed information documenting the issues and educational message that are applicable to your target audience.

Educational Commercial Television Airings - VIEWPOINT will provide the production of one (1) high end one-minute educational commercial segment used for network distribution. Your segment will be broadcast fifty (50) times primetime in the cities of your choice via MSNBC, CNBC, CNN, ESPN News, Travel Channel, The Learning Channel, Outdoor Channel, Discovery Channel or an equivalent network.

Internet Distribution - VIEWPOINT will digitize your segments into digital files for streaming on your website and will be delivered in a format for streaming on social media sites. VIEWPOINT will design and generate an email campaign to your narrowcasted audience sending up to 1,000,000 video emails from our email database.



OUR PERSONNEL

Viewpoint with Dennis Quaid features a creative team of tenured producers, writers, editors, and imaging specialists with over one hundred years of cumulative experience.



OUR PROGRAMMING

Viewpoint provides a unique educational platform for curated content designed to inspire and illuminate.



OUR AWARDS

The development team behind Viewpoint has received over one hundred Telly(c) awards over the course of twenty years in the industry.



OUR PURPOSE

The Viewpoint team's goal is to provide innovative and unique content featuring the world's most influential organizations and individuals.



ADEPT MARKETING

✓ *Explain proposer's workload capacity and level of experience commensurate with the level of service required by the City.*

ADEPT has been under contract with the City of Key West since 2015 to provide marketing services for the Key West Historic Seaport and the Key West Bight Marina. ADEPT is also working with Port Everglades in Broward County on a multiyear marketing and advertising contract, and our team recently finished a COVID-19 public awareness campaign for Broward. Contract, a Qualified Vendor Contract, and marketing, communications, and social media for the South Florida non-profit Parkland Cares, Inc. which provides grant funding to South Florida mental health nonprofits to provide support and services for individuals affected by trauma.

None of the aforementioned contracts would impact ADEPT's ability to provide professional, high-level services to the City. As the incumbent on this contract, we hope to continue current marketing programs while always ensuring that the resources for our client are up to date with the latest industry capabilities. We work seamlessly with City of Key West Staff and Bight Board Members. We are your partner and want nothing more than to continue our journey together with the City of Key West. That way, we can continue to promote the Historic Seaport and Bight Marina as premier destinations globally.

✓ *Explain proposer's facilities and availability of support staff.*

ADEPT maintains office space, staff, equipment, and subscriptions to various media, marketing, and advertising platforms and accounts in order to most efficiently and effectively provide these services for our clients. Specific platforms and accounts include, but are not limited to, social media scheduling and search engine optimization software, video production and editing equipment, professional graphic design programs, communications databases, and more.

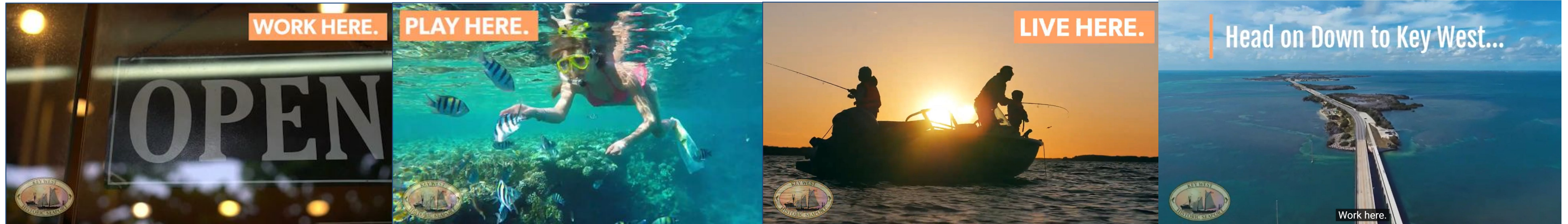
✓ *A list of the tasks, responsibilities, and qualifications of any subconsultants proposed to be used on a routine basis.*

Anderson Outdoor Advertising will provide advertising displays to be located at the **Key West International Airport**. The company may also provide strategically placed ads along **US-1** in the Florida Keys. Additionally, Key West Historic Seaport trifold brochures will be placed at several locations at the Key West International Airport and the Key West Historic Seaport Ferry Terminal Building.

Also, with nearly 250,000 facebook followers, **Key West's Finest** has been a partner of the Key West Historic Seaport for the past two years, and Key West's Finest will continue to develop strategic online posts to continue supporting the mission of the Key West Historic Seaport and the Key West Bight Marina. Further, Key West's Finest also offers ad placement in its unique and one of a kind **"Off Duval" Guide**, which is located throughout the City of Key West.

Further, over the past six years, ADEPT has worked with **Destination Television Network - KeyTV** to promote the Historic Seaport and the West Bight Marina. KeyTV is currently airing four separate T.V. spots (**two :60 television commercials** produced exclusively by ADEPT and two editorial videos for T.V. produced by KeyTV & ADEPT jointly). ADEPT also produced a **:30 Holiday T.V. Commercial** that airs from November to January celebrating the **"Lighting of the Harborwalk"** & associated holiday events like the **"Bight Before Christmas"**.





✓ *Describe your proposed use of local businesses and markets in and around the lower Keys. Include the steps you have taken in the past to support local business and promote community involvement as well as the steps you would take if selected for this project.*

As a leader in supporting small and locally based businesses, ADEPT has worked directly with every tenant at the Key West Historic Seaport and Key West Bight Marina. ADEPT designed, developed, and currently manages and maintains both KeyWestHistoricSeaport.com and KeyWestBightMarina.com. Working with both landside and waterside tenants, ADEPT also produced the **Google 360 Walking Tour** of the entire 20-acre City-owned property, and the tour includes several privately owned and operated tenant businesses.

ADEPT maintains daily and weekly communication with Historic Seaport tenants via regular email blasts, newsletter and social media post creation, following and tagging seaport and marina tenants, and being tagged by tenants in their social media posts, as well. ADEPT has and will continue to create events and support ongoing traditional events and happenings in and around the Key West Historic Seaport.

In the years our team has provided marketing services for the Historic Seaport and prior to the onset of the COVID-19 pandemic, ADEPT created and hosted an events page on the Historic Seaport website. We'd work with tenants on an ongoing basis to determine which events warranted placement on the site, with the site also serving as a place to promote live music that takes place throughout the Historic Seaport. Our team also coordinates with private entities and groups that host events and plan trips to the Seaport, and we help identify grant opportunities for Destination Event funding with the **Monroe County TDC DAC 1**.

To that end, ADEPT is proposing a very special and unique opportunity for the Key West Historic Seaport in partnership with renowned Director and Actor Dennis Quaid on his nationally televised Telly Award Winning program **"Viewpoint with Dennis Quaid"**. Should we be reselected to continue the successful marketing of both the Key West Historic Seaport and the Key West Bight Marina, ADEPT will immediately begin working with Dennis Quaid's production team and focus our efforts on capturing and supporting as many local businesses through "Viewpoints" unique ability to reach the United States' traveling public.



CONTRACT FORMS

APPENDIX A ITEMS TO BE PERFORMED BY CONTRACTOR

As Per Page 15 of the RFP “Forms”
THE FOLLOWING WILL BE SUBMITTED WITH THE PROPOSAL

List items to be performed by CONTRACTOR’S own forces and the estimated total cost of these items.
(Use additional sheets if necessary.)

Similar to the previous 6 years under contract with the City of Key West, ADEPT anticipates handling all advertising, marketing and communications consulting services required and as set forth in this RFP. ADEPT will continue to work closely with City Staff, Bight Management District Board appointed members and the Key West Tenants Association at the Key West Historic Seaport as well as the Key West Bight Preservation Association to develop annual budgets for tasks associated with this marketing contract. We will work with the aforementioned individuals and groups to develop and create thoughtful marketing, advertising and communications campaigns that continue to position the Key West Historic Seaport and the Bight Marina as premier destinations. Based on our experience working with the City of Key West on this contract we estimate the cost of these items at approximately \$200,000 per year. See Appendix A. Items to be performed by Contractor. Within the Appendix are detailed examples from the current contract that will be performed by ADEPT for this contract.

REQUIRED
FORMS

THE FOLLOWING WILL BE SUBMITTED WITH THE PROPOSAL.

List items to be performed by CONTRACTOR's own forces and the estimated total cost of these items. (Use additional sheets if necessary.)

Similar to the previous 6 years under contract with the City of Key West, ADEPT anticipates handling all advertising, marketing and communications consulting services required and as set forth in this RFP. ADEPT will continue to work closely with City Staff, Bight Management District Board appointed members and the Key West Tenants Association at the Key West Historic Seaport as well as the Key West Bight Preservation Association to develop annual budgets for tasks associated with this marketing contract. We will work with the aforementioned individuals and groups to develop and create thoughtful marketing, advertising and communications campaigns that continue to position the Key West Historic Seaport and the Bight Marina as premier destinations. Based on our experience working with the City of Key West on this contract we estimate the cost of these items at approximately \$200,000 per year. See Appendix A. Items to be performed by Contractor.

SUBCONTRACTORS

The Proposer further proposes that the following subcontracting firms or businesses will be awarded subcontracts for the following portions of the work in the event that the Proposer is awarded the Contract.

Anderson Outdoor Advertising (Owner, Johnny Anderson)

Name

9 Azalea Drive Key West FL 33040
Street City State Zip

Key West's Finest & Off Duval Guide (Owner, Amber DeBevec)

Name

1107 Key Plaza Suite 310 Key West, FL 33040
Street City State Zip

Destination Television Network - KeyTV (General Manager, Jessica Cranney)

Name

820 Georgia Street Key West, FL 33040
Street City State Zip

PROPOSER

The name of the Proposer submitting this Proposal is

ADEPT Public Relations, LLC (Owner, Dana Pollitt)

doing business at

6410 5th Street Key West, FL 33040
Street City State Zip

15

which is the address to which all communications concerned with this Proposal and with the Contract shall be sent. **5300 Powerline Road, Suite 207 Fort Lauderdale, FL 33309**

The names of the principal officers of the corporation submitting this Proposal, or of the partnership, or of all persons interested in this Proposal as principals are as follows:

Dana Pollitt, President

If Sole Proprietor or Partnership

IN WITNESS hereto the undersigned has set his (its) hand this ____ day of ____ 20__

Signature of Proposer

Title

If Corporation

IN WITNESS WHEREOF the undersigned corporation has caused this instrument to be executed and its seal affixed by its duly authorized officers this 27th day of October 2021

(SEAL)

ADEPT Public Relations, LLC

Name of Corporation

By Dana Pollitt

Title President

Attest Stephanie Rosendorf-Diaz, Esq.
Secretary


16



REQUIRED
FORMSANTI - KICKBACK AFFIDAVIT

STATE OF Florida)
) SS
COUNTY OF Broward)

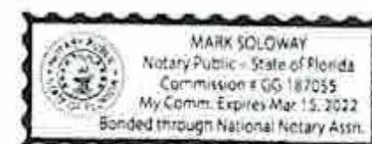
I, the undersigned hereby duly sworn, depose and say that no portion of the sum herein bid will be paid to any employees of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

By: Dana Pollitt, President, ADEPT Public Relations, LLC 

Sworn and subscribed before me this 19 day of October,
2021.

NOTARY PUBLIC, State of FL at Large

My Commission Expires:



REQUIRED FORMS

SWORN STATEMENT UNDER SECTION 287.133(3)(A) FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

**THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR
OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted with Bid or Proposal for _____

City of Key West Marketing Services for Key West Historic Seaport Contract #007-21

2. This sworn statement is submitted by ADEPT Public Relations, LLC
(Name of entity submitting sworn statement)

whose business address is 6410 5th Street Key West, Florida 33040 or

5300 Powerline Road, Suite 207 Fort Lauderdale, FL 33309

and (if applicable) its Federal Employer Identification Number (FEIN) is 46-3387296

(If the entity has no FEIN, include the Social Security Number of the individual
signing this sworn statement _____)

3. My name is Dana Pollitt
(Please print name of individual signing)

and my relationship to the entity named above is President, ADEPT Public Relations, LLC

4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including but not limited to, any bid or contract for goods or services to be provided to any public or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, material misrepresentation.
5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

a. A predecessor or successor of a person convicted of a public entity crime; or

b. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).

☒ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)

_____ There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted CONSULTANT list. (Please attach a copy of the final order.)

_____ The person or affiliate was placed on the convicted CONSULTANT list. There has been a subsequent proceeding before a hearing officer of the State of

Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted CONSULTANT list. (Please attach a copy of the final order.)



REQUIRED FORMS

6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
- A predecessor or successor of a person convicted of a public entity crime; or
 - An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a "person" as defined in Paragraph 287.133(1)(8), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).
- ☒ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)
- There has been a proceeding concerning the conviction before a hearing of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted CONSULTANT list. (Please attach a copy of the final order.)
- The person or affiliate was placed on the convicted CONSULTANT list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted CONSULTANT list. (Please attach a copy of the final order.)

The person or affiliate has not been put on the convicted CONSULTANT list. (Please describe any action taken by or pending with the Department of General Services.)

(Signature) [Signature]
(Date) 10-19-21

STATE OF Florida
COUNTY OF Broward

PERSONALLY APPEARED BEFORE ME, the undersigned authority,
Dina Pullitt who, after first being sworn by me, affixed his/her
(Name of individual signing)

Signature in the space provided above on this 19 day of October, 2021.

My commission expires:

[Signature]
NOTARY PUBLIC



REQUIRED
FORMS**CITY OF KEY WEST INDEMNIFICATION FORM**

To the fullest extent permitted by law, the CONSULTANT expressly agrees to indemnify and hold harmless the City of Key West, their officers, directors, agents and employees (herein called the "indemnitees") from any and all liability for damages, including, if allowed by law, reasonable attorney's fees and court costs, such legal expenses to include costs incurred in establishing the indemnification and other rights agreed to in this Paragraph, to persons or property, caused in whole or in part by any act, omission, or default by CONSULTANT or its subcontractors, material men, or agents of any tier or their employees, arising out of this agreement or its performance, including any such damages caused in whole or in part by any act, omission or default of any indemnitee, but specifically excluding any claims of, or damages against an indemnitee resulting from such indemnitee's gross negligence, or the willful, wanton or intentional misconduct of such indemnitee or for statutory violation or punitive damages except and to the extent the statutory violation or punitive damages are caused by or result from the acts or omissions of the CONSULTANT or its subcontractors, material men or agents of any tier or their respective employees.

CONSULTANT: ADEPT Public Relations, LLC SEAL: _____
5300 Powerline Road, Suite 207 Fort Lauderdale, FL 33309
Address _____
Signature 
Print Name Dana Pollitt
Title _____
Print Name President
Title _____
DATE: October 19, 2021



REQUIRED FORMS



ADEPT MARKETING

LOCAL VENDOR CERTIFICATION PURSUANT TO CITY OF KEY WEST ORDINANCE 09-22 SECTION 2-798

The undersigned, as a duly authorized representative of the VENDOR listed herein, certifies to the best of his/her knowledge and belief, that the VENDOR meets the definition of a "Local Business." For purposes of this section, "local business" shall mean a business which:

- Principle address as registered with the FL Department of State located within 30 miles of the boundaries of the city, listed with the chief licensing official as having a business tax receipt with its principle address within 30 miles of the boundaries of the city for at least one year immediately prior to the issuance of the solicitation.
 - Maintains a workforce of at least 50 percent of its employees from the city or within 30 miles of its boundaries.
 - Having paid all current license taxes and any other fees due the city at least 24 hours prior to the publication of the call for bids or request for proposals.
- Not a local VENDOR pursuant to Ordinance 09-22 Section 2-798
 - Qualifies as a local VENDOR pursuant to Ordinance 09-22 Section 2-798

If you qualify, please complete the following in support of the self-certification & submit copies of your County and City business licenses. Failure to provide the information requested will result in denial of certification as a local business.

Business Name ADEPT Public Relations, LLC Phone: 954-769-1533

Current Local Address: 6410 5th Street Key West 33040 Fax: _____
(P.O. Box numbers may not be used to establish status)

Length of time at this address: 6 Years

Signature of Authorized Representative _____ Date: October 19, 2021

STATE OF Florida COUNTY OF Broward

The foregoing instrument was acknowledged before me this 19 day of October, 2021

By Dana Pollitt, of ADEPT Public Relations, LLC
(Name of officer or agent, title of officer or agent) (Name of corporation acknowledging)

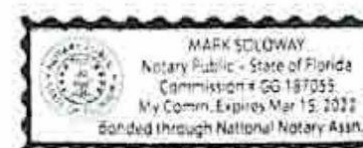
or has produced identification FL DL as identification
(Type of identification)

Signature of Notary _____

Print, Type or Stamp Name of Notary _____

Title or Rank _____

Return Completed form with
Supporting documents to:
City of Key West Purchasing



REQUIRED
FORMSEQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT


STATE OF Florida)
COUNTY OF Broward) SS

I, the undersigned hereby duly sworn, depose and say that the firm of ADEPT Public Relations, LLC provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

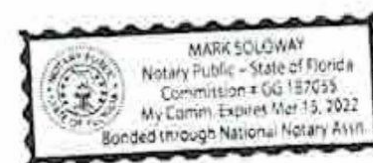
By: 

Sworn and subscribed before me this

21 Day of October, 2021.


NOTARY PUBLIC, State of Florida at Large

My Commission Expires: _____



REQUIRED
FORMSCONE OF SILENCE AFFIDAVIT

STATE OF Florida)
COUNTY OF Broward) SS

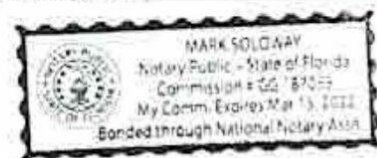
I the undersigned hereby duly sworn depose and say that all owner(s), partners, officers, directors, employees and agents representing the firm of ADEPT Public Relations, LLC have read and understand the limitations and procedures regarding communications concerning City of Key West issued competitive solicitations pursuant to City of Key West Ordinance Section 2-773 Cone of Silence (attached).

Sworn and subscribed before me this

19 Day of October, 2021.

NOTARY PUBLIC, State of Florida at Large

My Commission Expires: _____



REQUIRED
FORMS

VENDOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES LISTS

Respondent Vendor Name:	ADEPT Public Relations, LLC		
Vendor FEIN:	46-3387296		
Vendor's Authorized Representative Name and Title:	Dana Pollitt, President		
Address:	5300 Powerline Road, Suite 207		
City:	Fort Lauderdale	State:	FL Zip: 33309
Phone Number:	954-769-1533		
Email Address:	dana@adept.co		

Section 287.135(2)(a), Florida Statutes, prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services of any amount if, at the time of contracting or renewal, the company is on the Scrutinized Companies that Boycott Israel List, created pursuant to section 215.4725, Florida Statutes, or is engaged in a boycott of Israel. Section 287.135(2)(b), Florida Statutes, further prohibits a company from bidding on, submitting a proposal for, or entering into or renewing a contract for goods or services over one million dollars (\$1,000,000) if, at the time of contracting or renewal, the company is on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, both created pursuant to section 215.473, Florida Statutes, or the company is engaged in business operations in Cuba or Syria.

As the person authorized to sign on behalf of Respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies that Boycott Israel List, Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject such company to civil penalties, attorney's fees, and/or costs and termination of the contract at the option of the awarding governmental entity.

Certified By:	Dana Pollitt	President
	<i>Print Name</i>	<i>Print Title</i>
who is authorized to sign on behalf of the above referenced company.		
Authorized Signature:		



REQUIRED
FORMSNON-COLLUSION AFFIDAVIT

STATE OF FLORIDA)

SS COUNTY OF MONROE)

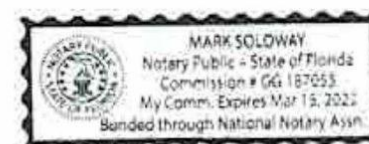
I, the undersigned hereby declares that the only persons or parties interested in this Proposal are those named herein, that this Proposal is, in all respects, fair and without fraud, that it is made without collusion with any official of the Owner, and that the Proposal is made without any connection or collusion with any person submitting another Proposal on this Contract.

By: Dana Pollitt, President

Sworn and subscribed before me this

14 day of October, 2021[Signature]
NOTARY PUBLIC, State of Florida at Large

My Commission Expires: _____



PROPOSED ANNUAL BUDGET EXAMPLE



MEMORANDUM

October 7, 2020

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

SUBJECT: Key West Historic Seaport Marketing Task Order 2021

Per your request, ADEPT has generated a Task Order for the Historic Seaports 2021 marketing, advertising and public relations services. Please find the following breakdown for the Historic Seaport for 2021.

In consideration of the current campaigns and programs we recommend continuing into 2021 with the following current / existing Advertising & Marketing programs and associated budget (see items 1 through 9 and item 1 for KW Bight Marina). Based on the Bight Management District Boards amendment to last year's budget that included additional funds for marketing and holiday lights, the following reflects items to be included in the total amount.

We also recommend additional targeted campaigns based on factors such as, but not limited to, increased television advertising in regional markets to promote the new Historic Seaport :30 and :60 commercials and a :30 Bight Before Christmas Commercial, among others. Below are ADEPT's recommendations for marketing and advertising during 2021:

1. Daily and Paid Social Media Management \$27,000.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Grow Followers and authentic traffic with organic strategies
 - ii. Engage, Connect & Relate via daily posts
 - iii. Implement targeted Keywords & Hashtags
 - iv. Build Rich Engagement
 - v. Integrate Content with Website
 - vi. Targeted Advertising and Contest management
 - vii. Targeted Campaigns to Build Brand Awareness of KWHS
 - viii. Interact with Audience on Multiple Platforms
 - ix. Boost Strategized Posts
 - b. The Marketing Team will continue to service the following social platforms
 - i. Facebook, Instagram, Twitter, YouTube, TripAdvisor, Yelp, Google my Business



- c. Monthly Video creation and uploads
2. Website Maintenance and Content Creation (KWHS) \$25,000.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Maintain and Update Content (Tenant Pages, Tenant Social media widgets, Events, Promotions, Specials, Historic Facts)
 - ii. Regularly and Support on SEO Content Writing Services
 - iii. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
 - iv. Monthly Analytics Report
 - v. Tech Support Requests
 - vi. Monthly Blog
 - vii. Landing Pages (Social Media Contests)
 - viii. Monthly Video uploads
3. Monroe County Outdoor, Furniture, and Transit Advertising \$25,000.00
 - a. Anderson Outdoor Advertising
 - i. Key West International Airport Baggage Carousel and Rack Card Displays
 - ii. Key West Express Ferry Terminal Rack Card Displays
 - iii. Bonus bus stop depending on availability
 - b. Miami – Key West - Miami Tour Bus Routes
 - i. Bus Wrap & Rack Cards
4. Media Buys \$26,000.00
 - a. TDC Co-op
 - i. Various Media
 - ii. TDC Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com, and Floridakeys.com)
 - b. USA TODAY Go Escape to Gulf Coast and Southeast Travel Magazine (Added Value: 6 Special Event Passes)
 - i. Yearly Social Media Boosts (YouTube, Twitter, Facebook and Instagram)
 - ii. Key West Historic Walking/Biking Tour Map *
5. Campaign Development, Reporting, Analytics, Presentations, Fieldwork, Tenant Coordination, Travel, Lodging, Expenses (Monthly and min. 2x's per year) \$11,000.00
6. Historic Seaport Digital Marketing Budget Recommendation \$15,000.00
 - a. Remarketing will be used to connect with people who previously interacted with our website. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping increase brand awareness.





- ```

ESTIMATED SUBTOTAL KWHS: $167,000.00

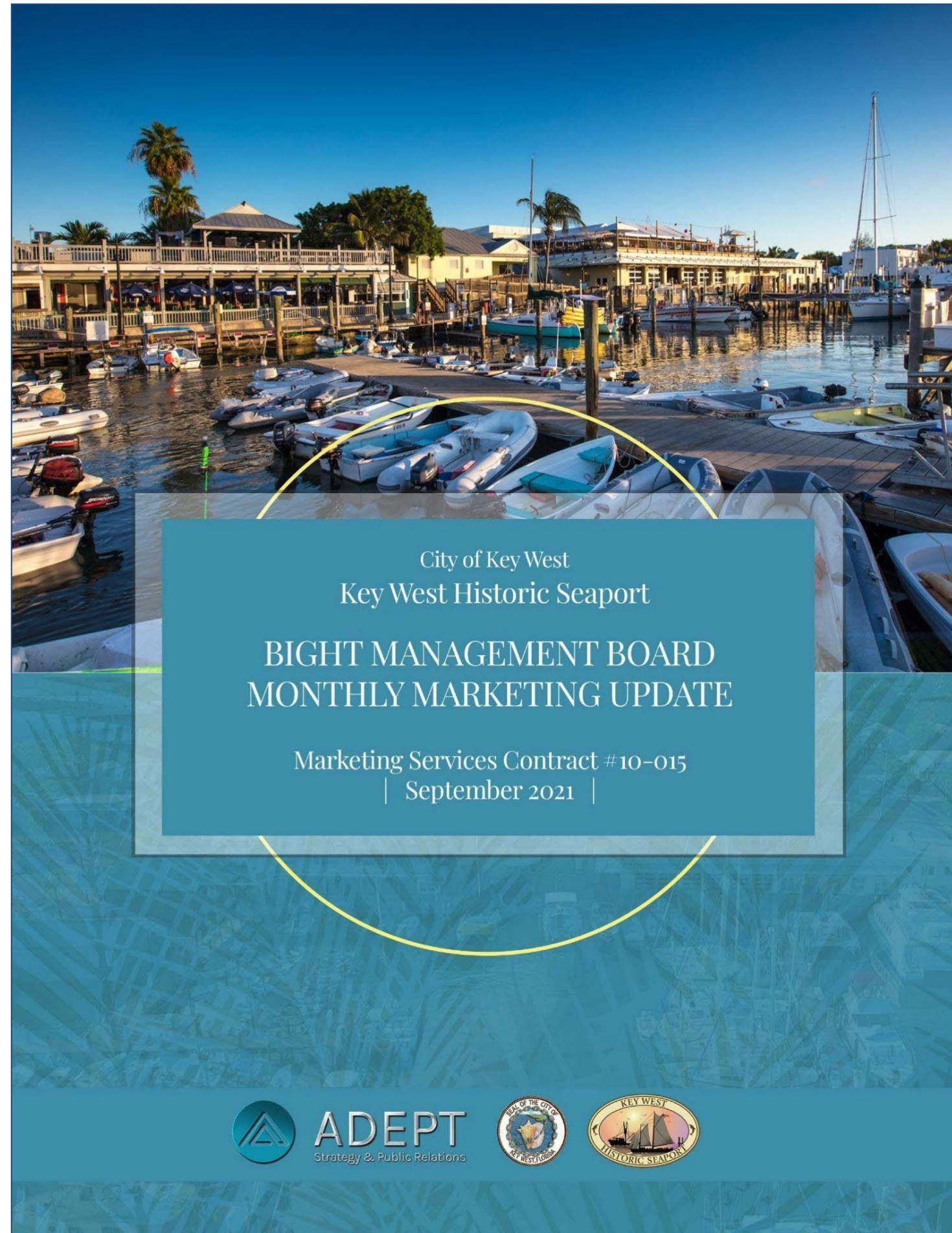
```

**ESTIMATED SUBTOTAL KW BIGHT MARINA: \$10,000.00**

ESTIMATED TOTAL SEAPORT FY 2021: 167,000.00  
ESTIMATED TOTAL MARINA FY 2021: \$10,000.00  
TOTAL TASK ORDER 2021: \$177,000



# BIGHT BOARD MONTHLY REPORT EXAMPLE



October 6, 2021

## MEMORANDUM

**TO:** Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

**FROM:** Dana Pollitt, Managing Partner, ADEPT

**SUBJECT:** *Key West Bight Mgmt. District Board, September 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

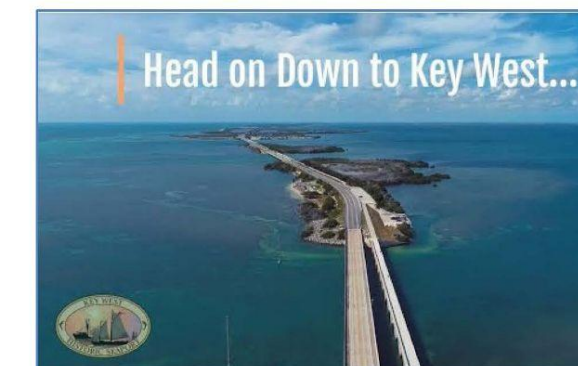
The following is a summary of ADEPT's professional marketing activities during the month of September 2021 for the Key West Historic Seaport and Key West Bight Marina:

## Public Relations / Media / Press Clippings

### Public Relations

Based on Bight Management District Board and Staff direction ADEPT created the **WORK HERE. PLAY HERE. LIVE HERE.** Marketing Campaign. Within days of the request ADEPT created a promo video, branding, taglines, and other marketing collateral, like social media graphics, images for newsletters, social media posts, blog, and other communications. The team has been rolling out messaging to tens of thousands within our network and databases.

Click below to view the **WORK HERE. PLAY HERE. LIVE HERE.** promotional video.



Key West Historic Seaport –  
September 2021 Bight Mgmt. Board Update  
Marketing Services Contract 10-015  
ADEPT Public Relations

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# BIGHT BOARD MONTHLY REPORT EXAMPLE



Key West Historic Seaport –  
September 2021 Bight Mgmt. Board Update  
Marketing Services Contract 10-015  
ADEPT Public Relations

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## Media and Press Clippings



**WHAT TO DO, WHERE TO GO - GALLERIES AND MUSEUMS -**  
Key West Florida Weekly, Sept. 16, 2021

Flagler Station Historeum —  
“At the historic Key West Seaport, 901 Caroline St., Key West.  
305-293-8716; [www.flaglerstation.net](http://www.flaglerstation.net).”

## Most Romantic Getaways In United States For Couples - Texas Breaking, Sept. 14, 2021

“Snorkeling with dolphins or even taking a ferry to Dry Tortugas National Park are some of the most romantic activities you can do in Key West. This island is one of the greatest snorkeling spots in the country, and the turquoise sea makes it feel like a tropical paradise.”



Key West Historic Seaport –  
September 2021 Bight Mgmt. Board Update  
Marketing Services Contract 10-015  
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ADEPT MARKETING



# BIGHT BOARD MONTHLY REPORT EXAMPLE



## Social Media



Increased daily social media content creation, video creation and posting. The below table illustrates the growth in audiences during the month of September 2021 on all social platforms. Below, you will also find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.

### Facebook Stats

Followers: 5,562 up from 5,485

Likes: 4,922 up from 4,903 (9/6/21-10/5/21)

Check Ins: 7,384 up from 7,310

People Reached: 18.7k (9/6/21 to 10/5/21)

### Instagram Stats

Posts: 2,165 up from 2,118

Followers: 3,733 (Up from 3,719) (9/6/21-10/5/21)

### Twitter Stats

Followers: 2,086 followers up from 2,067 (9/6/21-10/5/21)

### YouTube

+67,561 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport - Official Video 19,976 views

99 channel subscribers

333 total videos posted to KWHS Channel.



## Video & Digital Marketing

In September, ADEPT kicked off a marketing campaign at the request of the Bight Board and City of Key West Staff with the theme of **“WORK HERE. PLAY HERE. LIVE HERE.”** For this campaign, ADEPT created a promo video, branding, taglines, and other marketing collateral, like social media graphics, images for newsletters, social media posts, blog, and other communications.



Campaign Graphic 1

## Website Maintenance & Blog (Historic Seaport)

KWHS website maintenance was performed during September. ADEPT continued with ongoing website updates, new information, maintenance, and content creation, including our monthly blog posts.

[Link to September 2021 Blog Posts:](#)

Post #1: [Five Exciting Labor Day Weekend Activities at Historic Seaport](#)



(Post #2 on the following page)

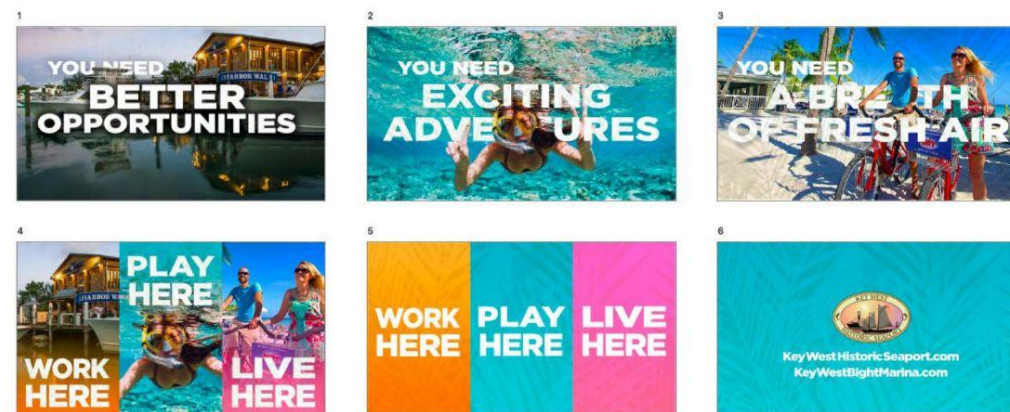




# BIGHT BOARD MONTHLY REPORT EXAMPLE



Post #2: [WORK HERE. LIVE HERE. PLAY HERE. Key West Historic Seaport & Bight Marina](#)



## Website Maintenance & Blog (Bight Marina)

- Continued ongoing website updates, new information, maintenance, and content creation.
- Continuing to increase Social Media for Bight Marina on KWHS handles



- Link to Monthly Bight Marina Blog Post: [Oh, What a Bight! How Marinas Benefit the Community](#)

Key West Historic Seaport –  
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Marketing Services Contract 10-015  
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## Television Marketing & Advertising

The Key West Marketing Team in conjunction with *KeyTV Destination Television* ran advertising of our two KWHS television commercials and both editorial television spots during the month of September 2021.

<http://vpas.destinationnetwork.com:4200/web/preview/single-spot/26291>



See September 2021 Affidavit and Total Spots below:

| <b>KEY<br/>TV</b>                        | Call Letters:          | WCWF-CD                           | Advertiser: | Key West Historic Seaport         |      |          |               |       |
|------------------------------------------|------------------------|-----------------------------------|-------------|-----------------------------------|------|----------|---------------|-------|
|                                          | DMA:                   | Miami-Ft. Lauderdale, FL          | Date:       | 10/7/2021                         |      |          |               |       |
|                                          | Actual Contract Dates: | 9/1/2021 to 9/30/2021             | Agency:     | Jessica Conway                    |      |          |               |       |
|                                          | Description:           | Key West Historic Seaport 4 month | Agency:     | ADEPT Strategy & Public Relations |      |          |               |       |
| Date Range: 9/1/2021 - 9/30/2021         |                        |                                   |             |                                   |      |          |               |       |
| Spot Name                                | Date                   | Time                              | Day         | Buy (Daypart, Show)               | Rate | Length   | Actual Length | Type  |
| Visit the Key West Historic Seaport 2021 | 9/1/2021               | 01:07:21                          | WE          | 00-06                             | 130  | 00:03:17 |               | VAP   |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 02:26:18                          | WE          | 00-06                             | .60  | 00:01:02 |               | Bonus |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 06:50:02                          | WE          | 06-10                             | .60  | 00:01:02 |               | Bonus |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 07:11:28                          | WE          | 06-10                             | .60  | 00:01:02 |               | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/1/2021               | 07:52:39                          | WE          | 06-10                             | 130  | 00:03:17 |               | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/1/2021               | 08:30:29                          | WE          | 06-10                             | 130  | 00:03:17 |               | VAP   |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 08:51:04                          | WE          | 06-10                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 09:18:11                          | WE          | 06-10                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 10:19:31                          | WE          | 10-12                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 11:12:40                          | WE          | 10-12                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 13:27:55                          | WE          | 12-14                             | .60  | 00:01:02 |               | Bonus |
| OOH By Land, Air or Sea 2019             | 9/1/2021               | 15:22:17                          | WE          | 14-16                             | .60  | 00:01:02 |               | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/1/2021               | 18:49:02                          | WE          | 16-20                             | 130  | 00:03:17 |               | VAP   |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 00:55:59                          | TH          | 00-06                             | .60  | 00:01:02 |               | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/2/2021               | 05:18:27                          | TH          | 00-06                             | 130  | 00:03:17 |               | VAP   |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 05:52:50                          | TH          | 06-10                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 07:21:30                          | TH          | 06-10                             | .60  | 00:01:02 |               | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/2/2021               | 07:56:02                          | TH          | 06-10                             | 130  | 00:03:17 |               | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/2/2021               | 08:54:56                          | TH          | 06-10                             | 130  | 00:03:17 |               | VAP   |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 09:30:22                          | TH          | 06-10                             | .60  | 00:01:02 |               | Bonus |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 09:53:12                          | TH          | 06-10                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 10:17:37                          | TH          | 10-12                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 10:43:14                          | TH          | 10-12                             | .60  | 00:01:02 |               | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 12:07:27                          | TH          | 12-14                             | .60  | 00:01:02 |               | Bonus |
| OOH By Land, Air or Sea 2019             | 9/2/2021               | 12:38:15                          | TH          | 12-14                             | .60  | 00:01:02 |               | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/2/2021               | 16:31:40                          | TH          | 16-20                             | 130  | 00:03:17 |               | VAP   |
| OOH By Land, Air or Sea 2019             | 9/3/2021               | 00:52:01                          | FR          | 00-06                             | .60  | 00:01:02 |               | Bonus |

|                                                                                                         |  |
|---------------------------------------------------------------------------------------------------------|--|
| <b>DESTINATION<br/>NETWORK</b>                                                                          |  |
| Coppern Headquarters 180 234 2772 • P.O. Box 3156, Panama City Beach, FL 32417 • destinationnetwork.com |  |
| Page 1 of 9      9/1/2021 9:55:12 AM                                                                    |  |

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Marketing Services Contract 10-015  
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Key West Historic Seaport  
Official Video



<https://youtu.be/YbrNclv0nC8>

Land Air Sea  
Commercial

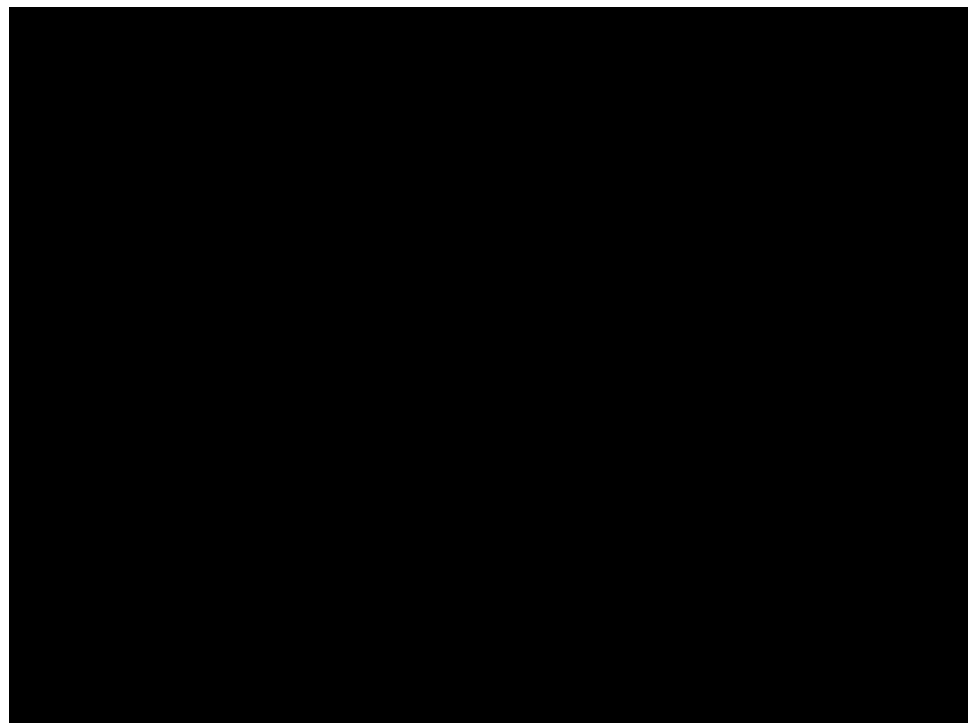


<https://youtu.be/wVfH-EBZcD8>

Land Air Sea  
Editorial Video



<https://youtu.be/f7RIYOIDkSI>



Key West Historic Seaport  
Editorial Video -  
Past, Present, Future

<http://vpas.destinationnetwork.com:4200/web/preview/single-spot/16268>

## TELEVISION COMMERCIAL EXAMPLES



ADEPT MARKETING



KEYTV  
TELEVISION  
CONTRACT  
AFFIDAVIT  
EXAMPLE

Call Letters: WCAV-CD Advertiser: Key West Historic Seaport  
DMA: Miami-Ft. Lauderdale, FL Date: 10/7/2021  
Actual Contract Dates: 5/31/2021 to 9/26/2021 AE: Jessica Cranney  
Description: Key West Historic Seaport 4 month Agency: ADEPT Strategy & Public Relations

Date Range: 9/1/2021 - 9/30/2021

| Spot Name                                | Date     | Time     | Day | Buy (Daypart, Show) | Rate Length | Actual Length | Type  |
|------------------------------------------|----------|----------|-----|---------------------|-------------|---------------|-------|
| Visit the Key West Historic Seaport 2021 | 9/1/2021 | 01:07:21 | WE  | 00-06               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 02:26:18 | WE  | 00-06               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 06:50:02 | WE  | 06-10               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 07:11:28 | WE  | 06-10               | :60         | 00:01:02      | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/1/2021 | 07:52:39 | WE  | 06-10               | 1:30        | 00:03:17      | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/1/2021 | 08:30:29 | WE  | 06-10               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 08:51:04 | WE  | 06-10               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 09:19:11 | WE  | 06-10               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 10:19:31 | WE  | 10-12               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 11:12:40 | WE  | 10-12               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 13:27:55 | WE  | 12-14               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 9/1/2021 | 15:22:17 | WE  | 14-16               | :60         | 00:01:02      | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/1/2021 | 18:49:02 | WE  | 16-20               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 00:55:59 | TH  | 00-06               | :60         | 00:01:02      | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/2/2021 | 05:18:27 | TH  | 00-06               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 06:52:50 | TH  | 06-10               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 07:21:20 | TH  | 06-10               | :60         | 00:01:02      | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/2/2021 | 07:56:02 | TH  | 06-10               | 1:30        | 00:03:17      | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/2/2021 | 08:54:56 | TH  | 06-10               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 09:20:22 | TH  | 06-10               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 09:53:12 | TH  | 06-10               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 10:17:37 | TH  | 10-12               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 10:43:14 | TH  | 10-12               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 12:07:27 | TH  | 12-14               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 9/2/2021 | 12:38:15 | TH  | 12-14               | :60         | 00:01:02      | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/2/2021 | 16:31:40 | TH  | 16-20               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 00:52:01 | FR  | 00-06               | :60         | 00:01:02      | Bonus |



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|                                          |          |          |    |       |      |          |       |
|------------------------------------------|----------|----------|----|-------|------|----------|-------|
| Visit the Key West Historic Seaport 2021 | 9/3/2021 | 01:14:59 | FR | 00-06 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 07:48:15 | FR | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 08:10:13 | FR | 06-10 | :60  | 00:01:02 | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/3/2021 | 08:43:43 | FR | 06-10 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 09:29:10 | FR | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 09:48:54 | FR | 06-10 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 10:06:13 | FR | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 10:31:25 | FR | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 11:25:12 | FR | 10-12 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/3/2021 | 13:28:32 | FR | 12-14 | :60  | 00:01:02 | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/3/2021 | 16:26:03 | FR | 16-20 | 1:30 | 00:03:17 | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/4/2021 | 01:36:26 | SA | 00-06 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 04:54:06 | SA | 00-06 | :60  | 00:01:02 | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/4/2021 | 07:14:16 | SA | 06-10 | 1:30 | 00:03:17 | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/4/2021 | 07:49:31 | SA | 06-10 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 08:13:01 | SA | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 09:08:09 | SA | 06-10 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 09:37:57 | SA | 06-10 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 09:51:42 | SA | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 10:40:43 | SA | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 11:25:56 | SA | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 13:43:35 | SA | 12-14 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/4/2021 | 14:52:43 | SA | 14-16 | :60  | 00:01:02 | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/4/2021 | 19:54:28 | SA | 16-20 | 1:30 | 00:03:17 | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/5/2021 | 03:33:09 | SU | 00-06 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 04:12:06 | SU | 00-06 | :60  | 00:01:02 | Bonus |
| Visit the Key West Historic Seaport 2021 | 9/5/2021 | 07:16:58 | SU | 06-10 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 07:41:09 | SU | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 08:42:16 | SU | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 09:15:01 | SU | 06-10 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 09:39:29 | SU | 06-10 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 10:06:48 | SU | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 11:23:07 | SU | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/5/2021 | 15:30:16 | SU | 14-16 | :60  | 00:01:02 | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/6/2021 | 01:48:34 | MO | 00-06 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/6/2021 | 03:47:28 | MO | 00-06 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/6/2021 | 06:11:24 | MO | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/6/2021 | 06:42:32 | MO | 06-10 | :60  | 00:01:02 | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/6/2021 | 07:20:42 | MO | 06-10 | 1:30 | 00:03:17 | VAP   |

Page 2 of 9 10/7/2021 9:55:12 AM



ADEPT MARKETING



KEYTV  
TELEVISION  
CONTRACT  
AFFIDAVIT  
EXAMPLE

|                                          |           |          |    |       |      |          |       |
|------------------------------------------|-----------|----------|----|-------|------|----------|-------|
| OOH By Land, Air or Sea 2019             | 9/25/2021 | 10:20:55 | SA | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/25/2021 | 10:40:45 | SA | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/25/2021 | 12:40:14 | SA | 12-14 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/25/2021 | 15:40:24 | SA | 14-16 | :60  | 00:01:02 | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/25/2021 | 16:13:49 | SA | 16-20 | 1:30 | 00:03:17 | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/26/2021 | 02:48:55 | SU | 00-06 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 05:16:58 | SU | 00-06 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 07:20:10 | SU | 06-10 | :60  | 00:01:02 | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/26/2021 | 07:33:40 | SU | 06-10 | 1:30 | 00:03:17 | VAP   |
| Visit the Key West Historic Seaport 2021 | 9/26/2021 | 08:36:36 | SU | 06-10 | 1:30 | 00:03:17 | VAP   |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 09:17:32 | SU | 06-10 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 09:41:48 | SU | 06-10 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 10:37:12 | SU | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 11:28:08 | SU | 10-12 | :60  | 00:01:02 | Paid  |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 12:53:28 | SU | 12-14 | :60  | 00:01:02 | Bonus |
| OOH By Land, Air or Sea 2019             | 9/26/2021 | 14:21:18 | SU | 14-16 | :60  | 00:01:02 | Paid  |
| Visit the Key West Historic Seaport 2021 | 9/26/2021 | 17:24:18 | SU | 16-20 | 1:30 | 00:03:17 | VAP   |

:60 Paid spots: 119  
Paid spots: 119

:60 Bonus spots: 100  
Bonus spots: 100

VAP spots: 92

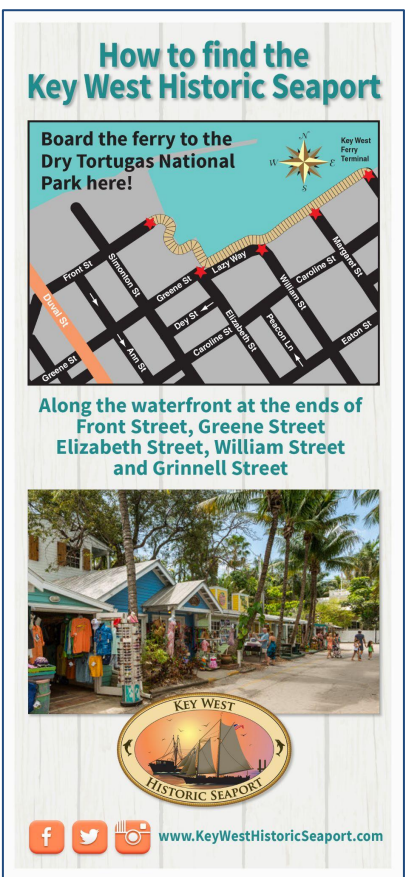
Total spots: 311

We warrant that the actual broadcast information shown was taken from the program log.





# AIRPORT & FERRY TERMINAL ADVERTISING EXAMPLES







THE CITY OF KEY WEST  
201 WILLIAMS STREET  
KEY WEST, FLORIDA 33040  
www.keywestcity.com

Port and Marine Services  
(305) 809-3790

March 7, 2018

FloridaTrust.org  
The 2018 Florida Preservation Awards

**Subject: Ownership Authorization Letter / Key West Historic Seaport**

Dear Florida Preservation Awards Committee:

On behalf of the City of Key West, Florida and the Key West Historic Seaport, I authorize this nomination application. The City of Key West is the owner of the 20-acre facility known as the Key West Historic Seaport.

Key West Historic Seaport is located along the harborwalk waterfront at the ends of Front Street, Greene Street, Elizabeth Street, William Street, Margaret Street and Grinnell Street within the City limits of the City of Key West, Florida.

Sincerely,

Doug Bradshaw  
Director of Port and Marine Services  
City of Key West

Key to the Caribbean - Average Yearly Temperature 77° F.



THE CITY OF KEY WEST  
201 WILLIAMS STREET  
KEY WEST, FLORIDA 33040  
www.keywestcity.com

Key West Historic Seaport  
(305) 809-3792

March 12, 2018

Melissa Wyllie  
Executive Director  
Florida Trust for Historic Preservation  
906 E Park Avenue  
Tallahassee, FL 32301

**Subject: Letter of Support / Key West Historic Seaport / The 2018 Florida Preservation Awards**

Dear Florida Preservation Awards Committee:

On behalf of the Bight Management District Board, an appointed advisory board to the City of Key West, I am providing this letter of support for the Key West Historic Seaport 2018 Florida Preservation Awards nomination application.

The Key West Historic Seaport is a 20-acre facility that provides tremendous educational, tourism and historic value to the residents and visitors of Key West.

Sincerely,

Michael Knowles  
Chairman  
Key West Bight Management District Board

Key to the Caribbean - Average Yearly Temperature 77° F.







**THE CITY OF KEY WEST**  
P.O. BOX 1409  
KEY WEST, FL 33041-1409

June 6, 2017

**Subject: Letter of Recommendation for ADEPT Public Relations, LLC**

To Whom It May Concern:

ADEPT Public Relations, LLC is currently working with the City of Key West under a three-year continuing services contract to support the Key West Historic Seaport (KWHS) providing us with advertising, marketing, and public relations services. With their team of highly effective digital marketing and advertising professionals they have provided media buys and displays including backlit dioramas and animated digital display boards at the Key West International Airport baggage claim area. They have provided the KWHS with media buys from the Monroe County Tourist Development Council, with major publications such as Condé Nast Traveler, various travel and tourism websites, and portals and digital ad displays.

ADEPT is largely responsible for the increase in traffic to the Key West Historic Seaport social platforms. They have displayed expertise in website design, social media management, maintenance and blog writing.

Please do not hesitate to contact me for further information regarding ADEPT's qualifications and experiences. I can be reached at 305-809-3803.

Sincerely,

Karen Olson  
Deputy Director Port & Marine Services Director  
305-809-3803  
201 William Street  
Key West, FL 33040

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

**County of Monroe**  
**The Florida Keys**



Mayor David Rice, District 4  
Mayor Pro Tem Sylvia J. Murphy, District 5  
Danny L. Kolhage, District 1  
George Neugent, District 2  
Heather Carruthers, District 3

Marathon Government Center  
2798 Overseas Highway  
Marathon, FL 33050

March 13, 2018

Florida Trust for Historic Preservation  
906 E. Park Ave.  
Tallahassee, FL 32301

RE: The 2018 Florida Preservation Awards  
Subject: Letter of Support / Key West Historic Seaport

Dear Florida Preservation Awards Committee:

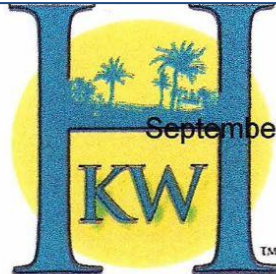
On behalf of Monroe County Government, I am providing this letter of support for the Key West Historic Seaport to be considered for the 2018 Florida Preservation Awards. The Key West Historic Seaport is a 20-acre facility that provides tremendous educational, tourism and historic value to the residents and visitors of Key West & the Greater Florida Keys.

Sincerely,

Christine Hurley, AICP  
Assistant County Administrator







September 29, 2021

**HISTORIC KEY WEST**  
500 YEARS OF PARADISE  
1513-2013

**Executive Director**  
Bruce Neff

**BOARD OF DIRECTORS**

**Board President**  
Patricia Madiedo

**Board Vice President**  
Esther Tupino

**Board Treasurer**  
Paul Mills

**LEGAL COUNSEL**

Mitchell J. Cook, P.A.  
Albert Kelley, P.A.

**BOARD ADVISORS**

**History Consultant**  
Tom Hambricht

**Internet Consultant**  
Jim DeKeyrel

**ADDRESS**

Historic Key West  
1310 Petronia Street  
Key West, Florida  
33040-7235

**TELEPHONE**

305-294-9009  
305-393-9777

**EMAIL & WEBSITE**

KWHistoricMarker@aol.com  
HistoricKeyWest.org  
kwhmt.org

**Subject: Letter of Recommendation for ADEPT Public Relations, LLC**

To Whom It May Concern:

I have had the pleasure of working with ADEPT Public Relations, LLC for the past two years. In that time, they have developed advertising campaigns and negotiated media buys, provided graphic design, working with the Key West Historic Seaport and its many tenants focused on promoting the Historic Seaport and Harborwalk as a destination in Key KWWest. ADEPT has worked with the Key West Historic Marker Tour and Map program during that time.


I've enjoyed working with ADEPT and would recommend them to government, private and others in the media, advertising, marketing and communications fields.

Please feel free to contact me should you need further information.

Best regards,

**Bruce Neff**

Bruce Neff  
KWHMT.org  
305-393-09777



September 21, 2021

**Subject: Letter of Recommendation for ADEPT Public Relations, LLC**


To Whom It May Concern:

I have had the pleasure of working with ADEPT Public Relations, LLC for the past two (2) years. In that time, they have developed advertising campaigns and negotiated media buys, provided graphic design, social media including working with Key West Finest guide focussed on promoting the finest destination in Key West.

I've enjoyed working with ADEPT and would recommend them to government, private and others in the media, advertising, marketing and communications fields.

Please feel free to contact me should you need further information.

Best regards,



Amber Debevec  
President & CEO  
Key West Finest





**ANDERSON OUTDOOR ADVERTISING**  
**9 Azalea Drive**  
**Key West, FL 33040**  
**(305) 294-5479**

September 21, 2021

**SUBJECT: Letter of Recommendation for ADEPT Public Relations, LLC**

To Whom It May Concern:

I have the pleasure of working with ADEPT Public Relations, LLC for the past six (6) years. In that time, they have developed advertising campaigns and negotiated media buys, including the Key West International Airport, the Key West Express Ferry Terminal and bus stop advertising displays along busy U.S. Hwy. 1.

I have enjoyed working with ADEPT and would recommend them to government, private and other outdoor advertisers and airport advertising concessionaires.

Please feel free to contact me should you need further information.

Best Regards,



Johnny Anderson  
President/CEO  
Anderson Outdoor Advertising

September 27, 2021

**Subject: Letter of Recommendation for ADEPT Public Relations, LLC**

To Whom It May Concern:

I have had the pleasure of working with ADEPT Public Relations, LLC for the past six (6) years. In that time, they have developed advertising campaigns and negotiated media buys, provided graphic design, social media including working with the Key West Historic Seaport and its many tenants focussed on promoting our beloved Historic Seaport and HarborWalk as a destination in Key West. ADEPT has also played an integral role in Marketing the "Bight" Before Christmas events (at the Key West Bight Marina) including television advertising.

I've enjoyed working with ADEPT and would recommend them to government, private and others in the media, advertising, marketing and communications fields.

Please feel free to contact me should you need further information.

Best regards,

Tom Stroh  
info@dolphinecho.com  
Echo Charters - Dolphin Echo Inc. ®

The Key West "Bight" before Christmas holiday celebration ®





September 23, 2021



**Subject:** *Letter of Recommendation for ADEPT Public Relations, LLC*

To Whom It May Concern:

I have had the pleasure of working with ADEPT Public Relations, LLC for the past five (5) years. In that time, they have developed advertising campaigns and negotiated media buys, including two television commercials and two editorial television pieces with our team at KeyTV Destination Television.

I've enjoyed working with ADEPT and would recommend them to government, private and others in the media, advertising, marketing and communications fields.

Please feel free to contact me should you need further information.

Best regards,

A handwritten signature in black ink, appearing to read "Jessica Cranney".

Jessica Cranney  
General Manager  
KeyTV Destination Network  
305-773-4016







**EXAMPLE OF WORK TO BE PERFORMED**  
**BIGHT MANAGEMENT DISTRICT BOARD QUARTERLY UPDATE**  
**PAST, PRESENT, FUTURE EXAMPLE**



City of Key West  
Key West Historic Seaport

# BIGHT MANAGEMENT BOARD QUARTERLY MARKETING UPDATE PAST.PRESENT.FUTURE

Marketing Services Contract #10-015  
| November 2020 |



**ADEPT**  
Strategy & Public Relations





# Q4 2020 Marketing Update

## Past, Present, Future

Social Media

Website

Video, Television, YouTube

Blogging

Media Clipping & Performance

Tenant, Stakeholder Marketing

Advertising



**ADEPT**  
Strategy & Public Relations





# Social Media.



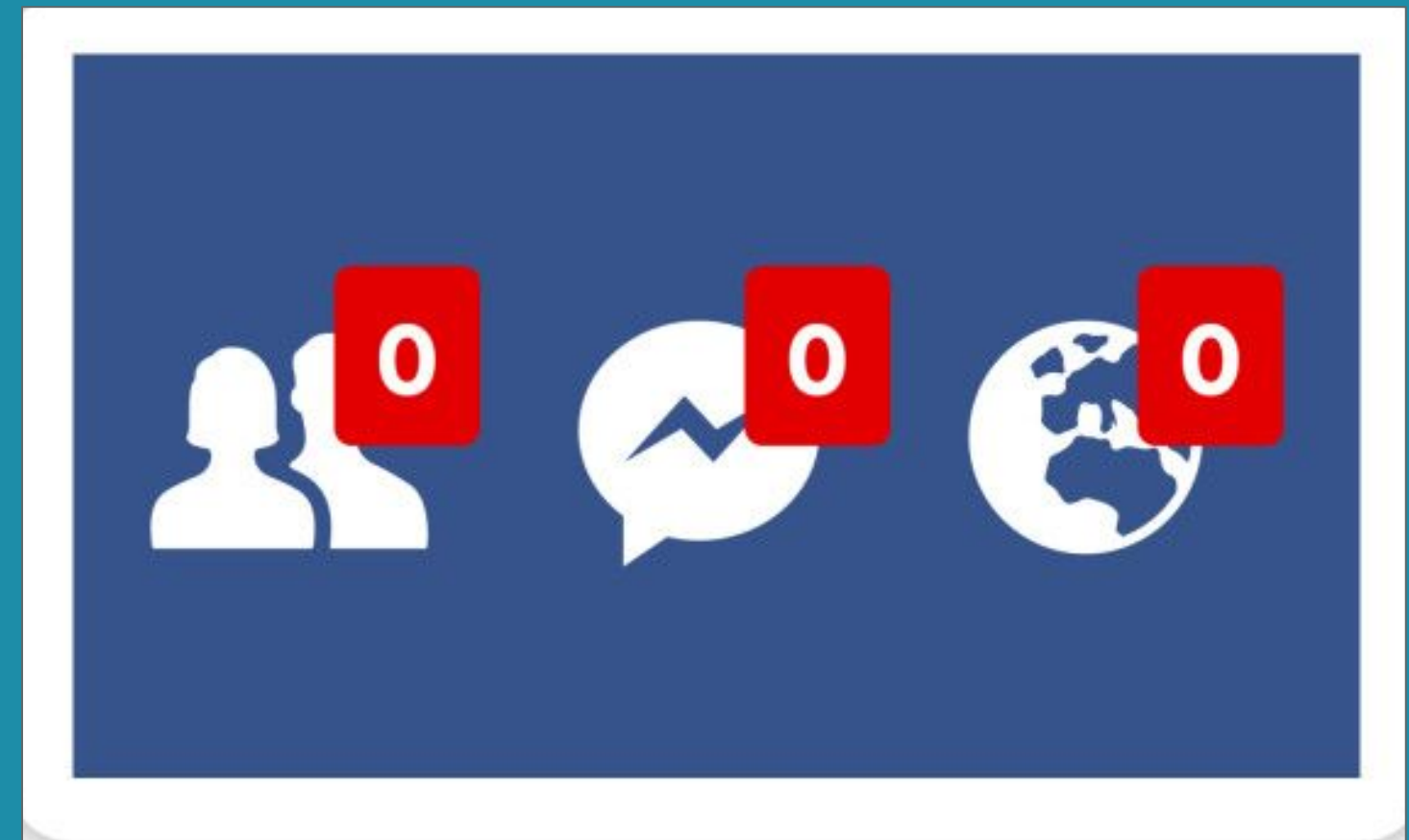
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Strategy & Public Relations





# Social Media (Past)

Zero Social Media



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Strategy & Public Relations





# Social Media (Present)

- ❖ Seven (7) different social media platforms.
- ❖ Robust & active daily content and engagement.
- ❖ Multiple campaigns, contests, giveaways & video content creation.
- ❖ Successful audience growth on social channels of over 11,606 fans + counting.
- ❖ 2020 TripAdvisor Travelers' Choice Award



Travelers' Choice Awards are given to accommodations & attractions that **consistently earn great reviews** from travelers & are ranked within the **top 10%** of TripAdvisor properties.



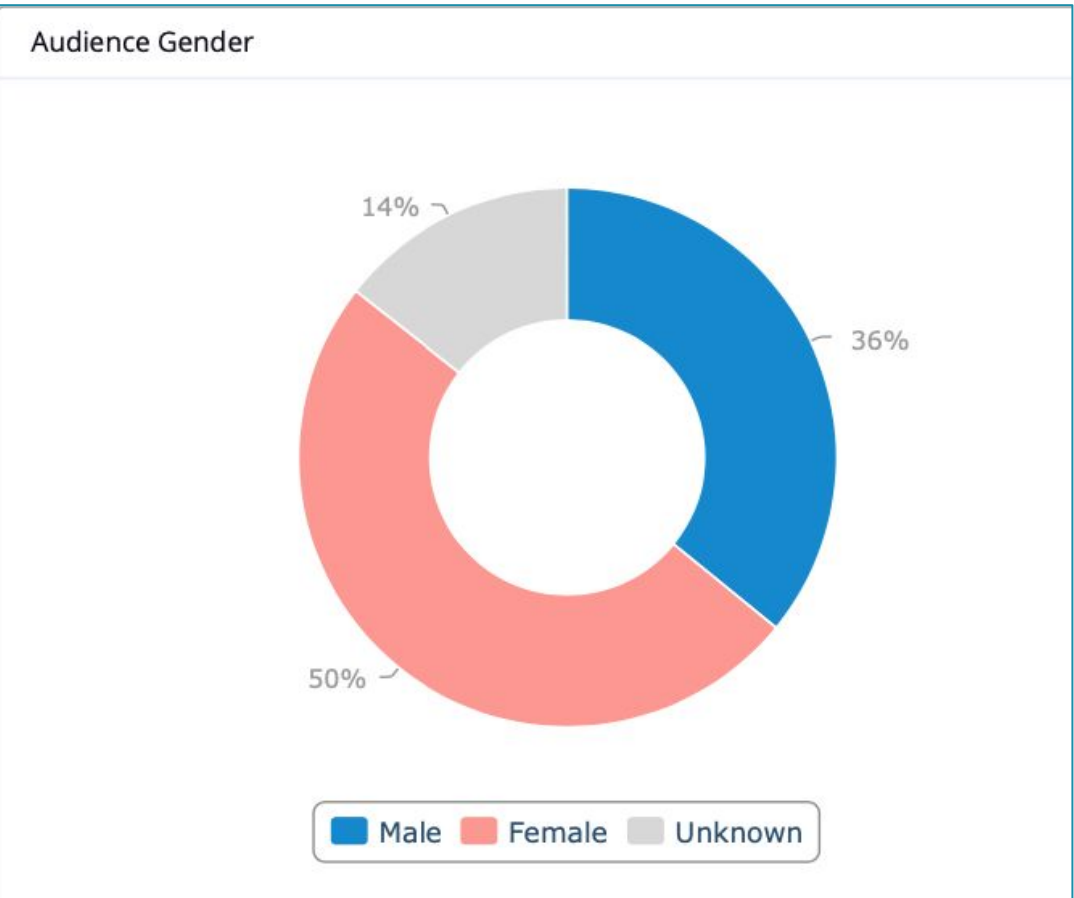
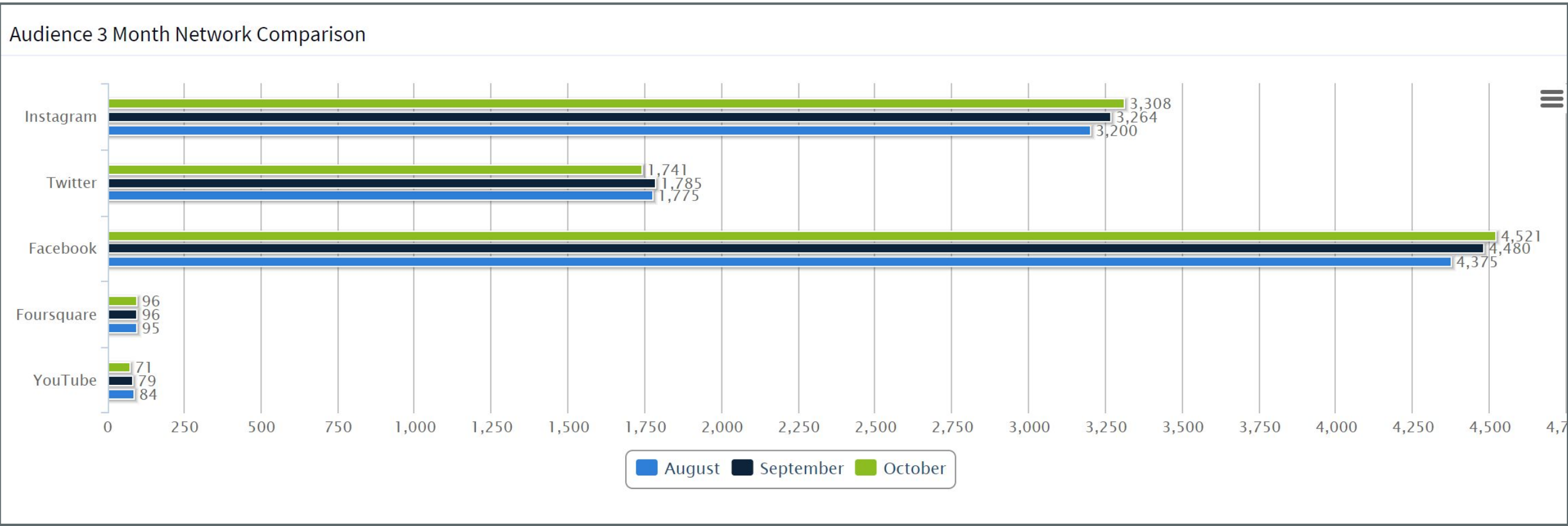
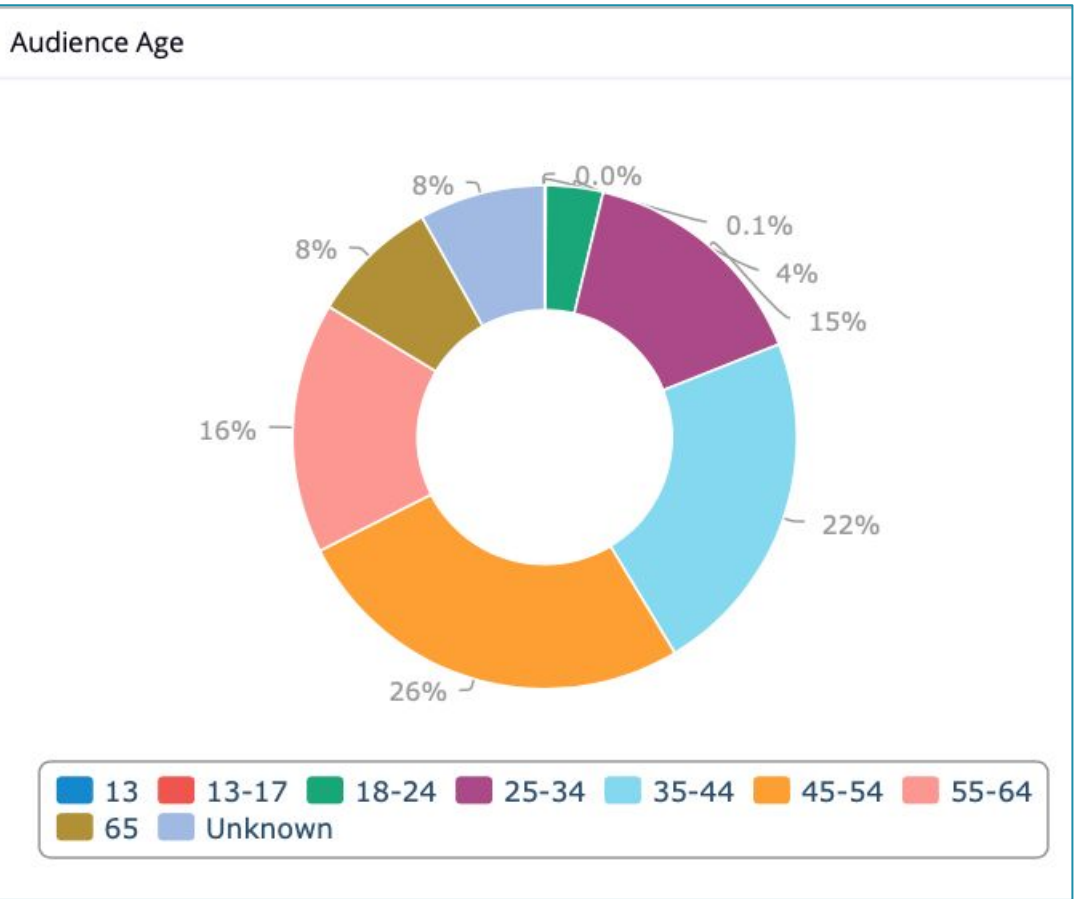
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Strategy & Public Relations





# Social Media Audience Profile.

- ❖ Primary audience age is active adults between 35 to 54 years old.
- ❖ Audience gender is represented with female visitors slightly higher.





# Social Media (Future)

- Increase paid advertising
- Focus on retailers and those specific businesses that have been overly burdened by economic downturn
- Increase content from minimum 1 post per day to 3 per day.
- New campaigns e.g. Love For Locals and Aztec Airways flight special with tenant welcome package





# Website(s).



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Strategy & Public Relations





# Websites (Past)



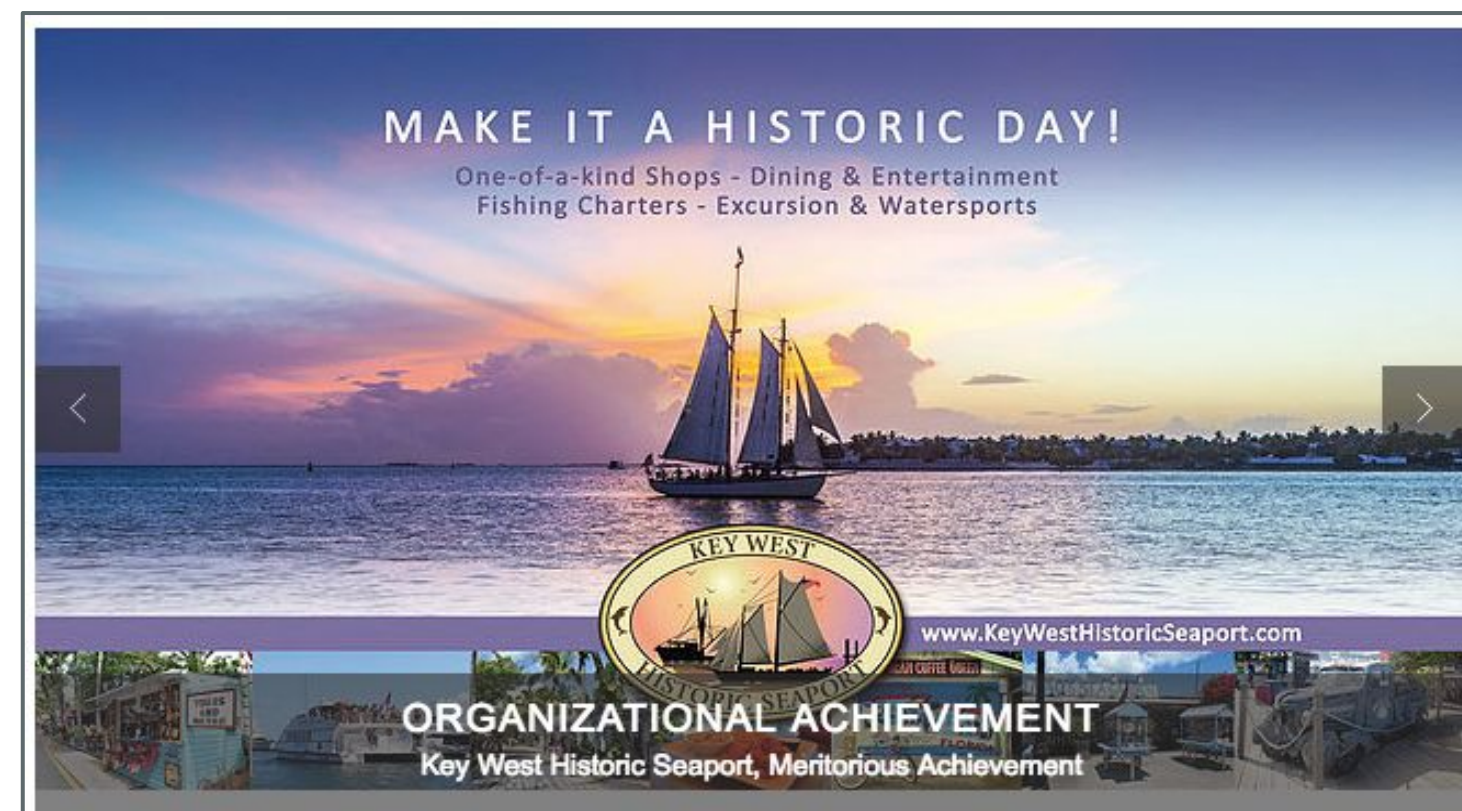
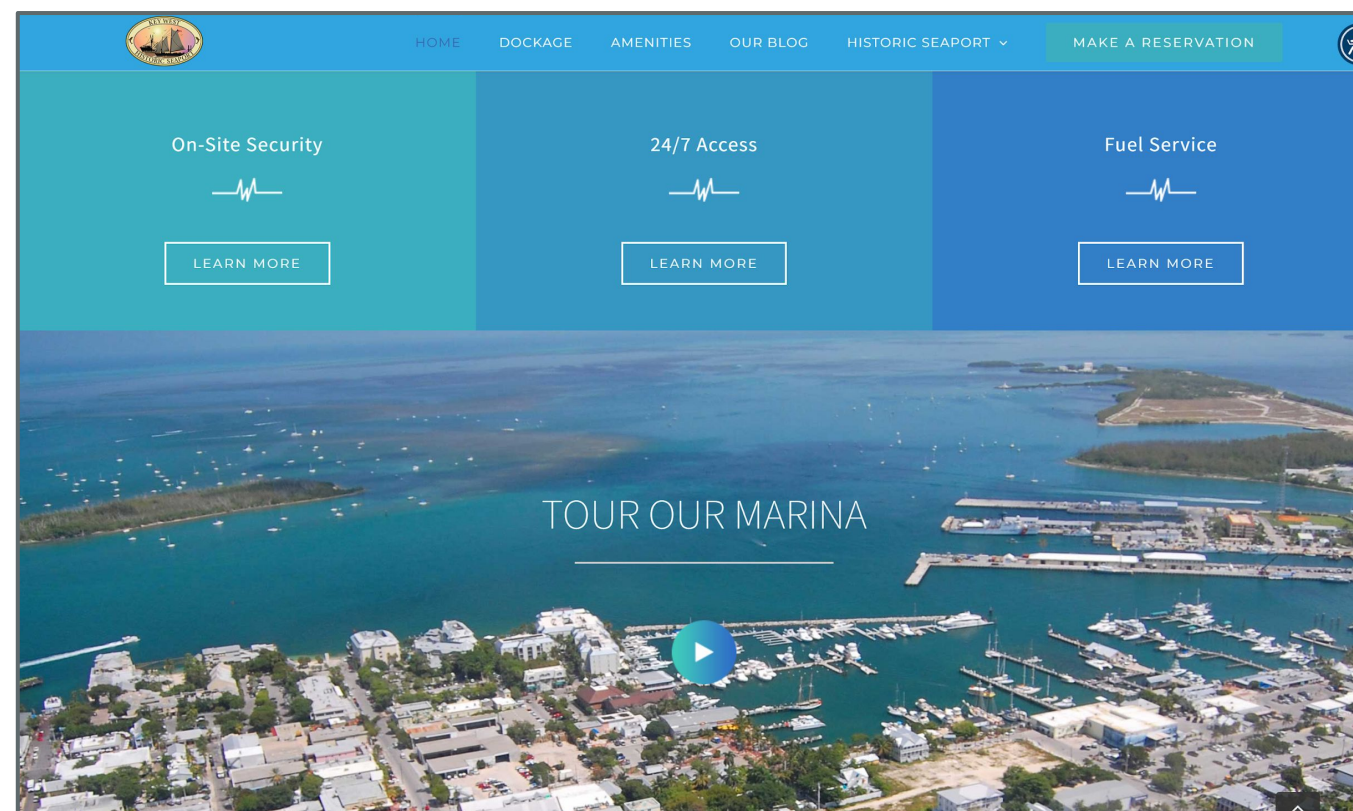
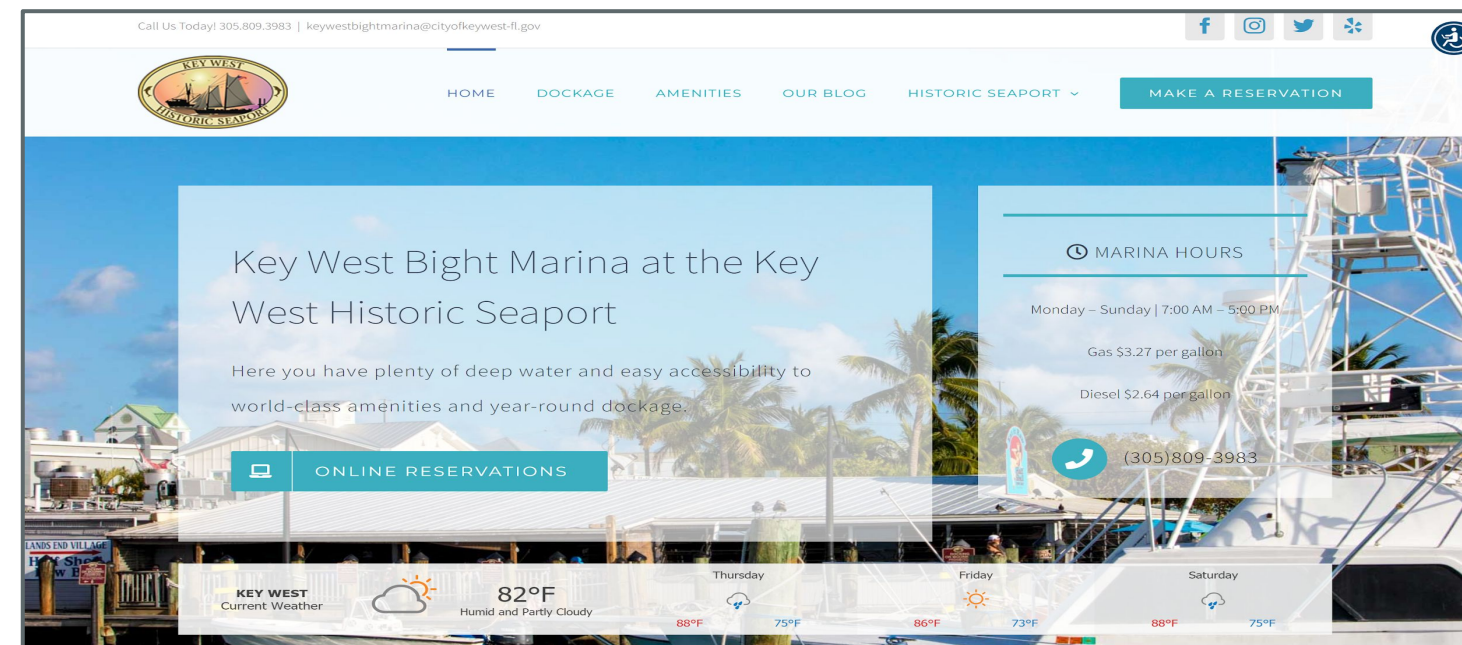
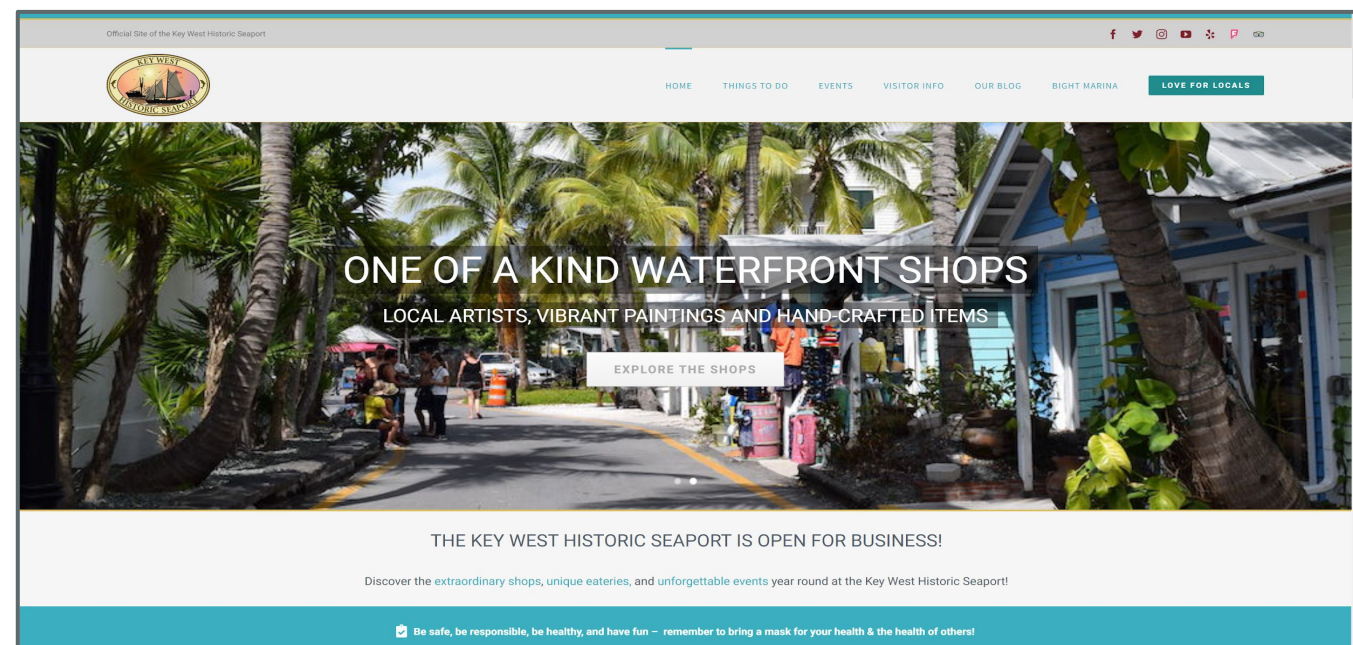
- KWHS
  - Antiquated/Outdated
  - Clunky
  - Limited information
  - No tenant representation
- Bight Marina
  - No Website





# Websites (Present)

Google (October 2020)



## Key West Historic Seaport

**33,315 PEOPLE FOUND YOU ON GOOGLE**

Here are the top search queries used to find you:

key west  
marinas

used by 151 people

key west  
marina

used by 121 people

marina

used by 99 people

**273**

asked for directions

↑ -5.2% FROM SEPTEMBER 2020

**154**

visited your website

↑ 2.7% FROM SEPTEMBER 2020

**9**

called you

↑ -18% FROM SEPTEMBER 2020



Stand out to customers with a post about your business.

[CREATE A POST](#)

### WHAT CUSTOMERS ARE SAYING ABOUT YOU

Congrats, **Key West Historic Seaport** has a **4.8** star rating on Google

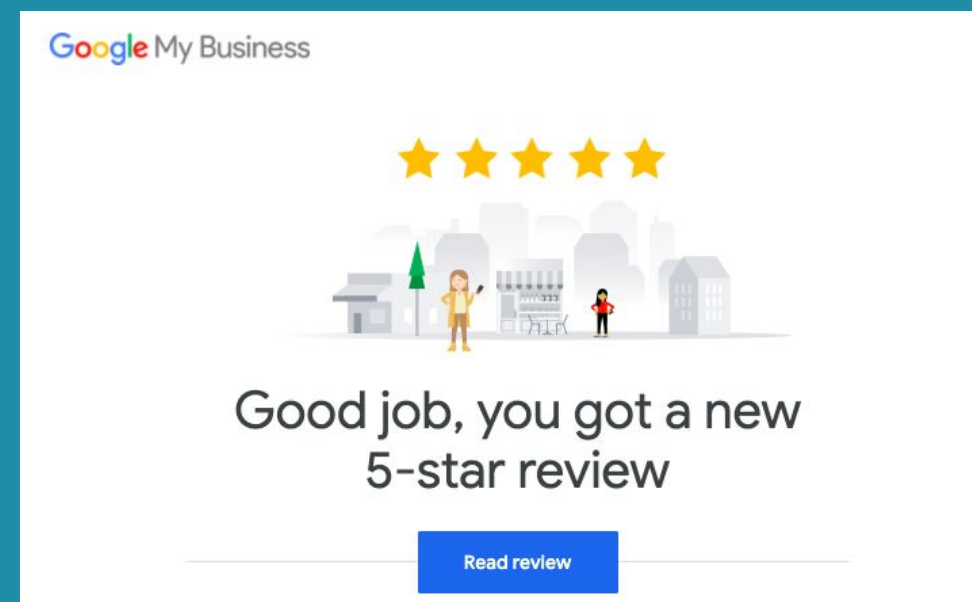






# Website(s) (Future)

- New landing pages for key campaigns
  - Love For Locals
  - Aztec Airways/Hotel and Tenant Welcome package
- Additional monthly blogs
- Goal: Increase 5-star reviews



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# Video, Television, YouTube (Past)

- Zero Television
- Zero YouTube or other video content
- One VHS Video



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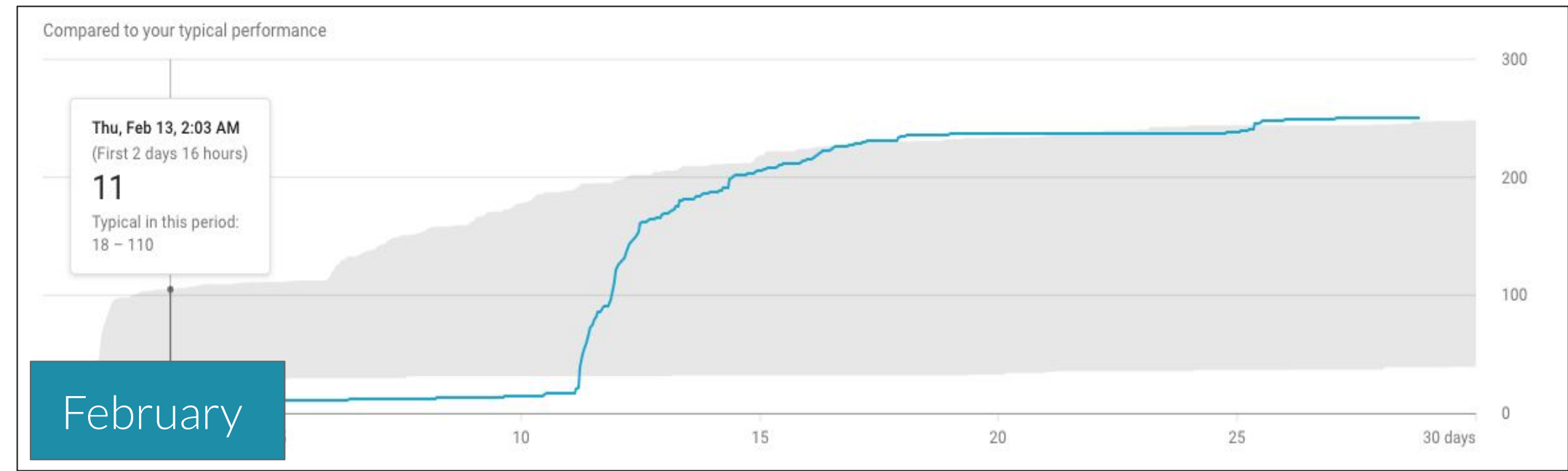
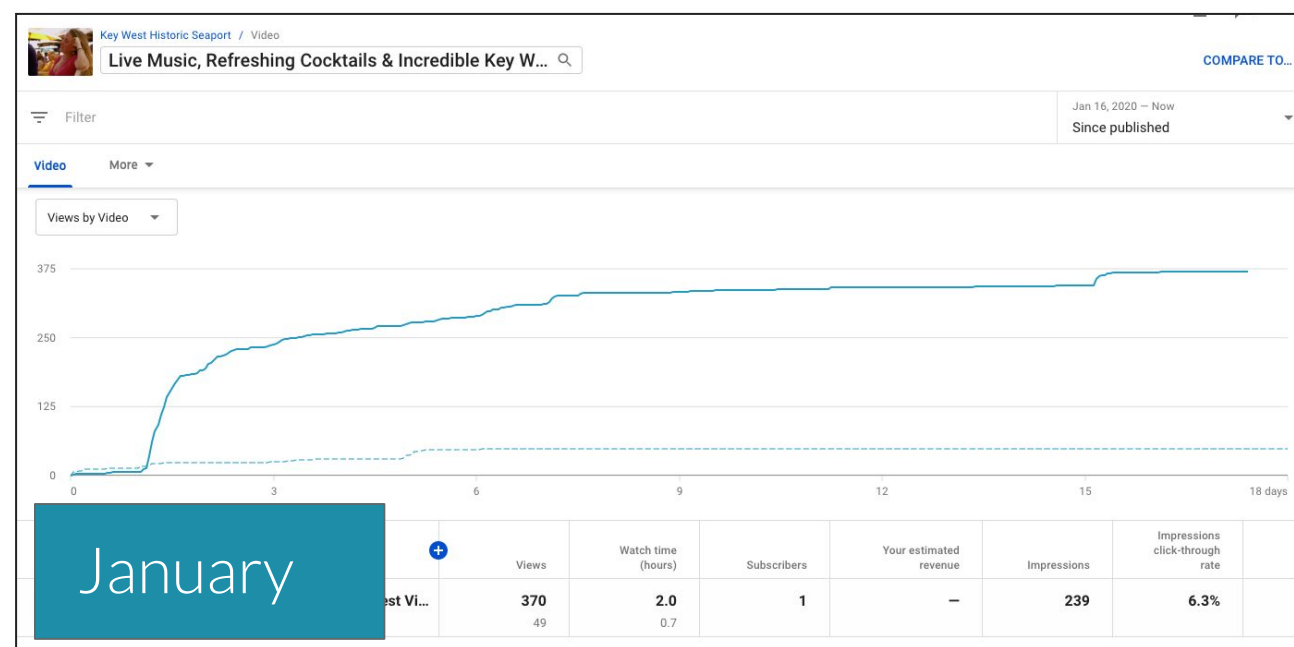
# Video, Television, YouTube (Present)

- Three television commercials
- Annual television ad buys
- Regional television ad buys
- Holiday commercial aired November through January
- 53,594 (10/11/20) unique views on YouTube
- Dozens of videos and snippets produced and displayed on social media.
- Drone footage
- Monthly videos produced locally here in Key West





# Video, Television, YouTube (Present)



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# Video, Television, YouTube (Future)

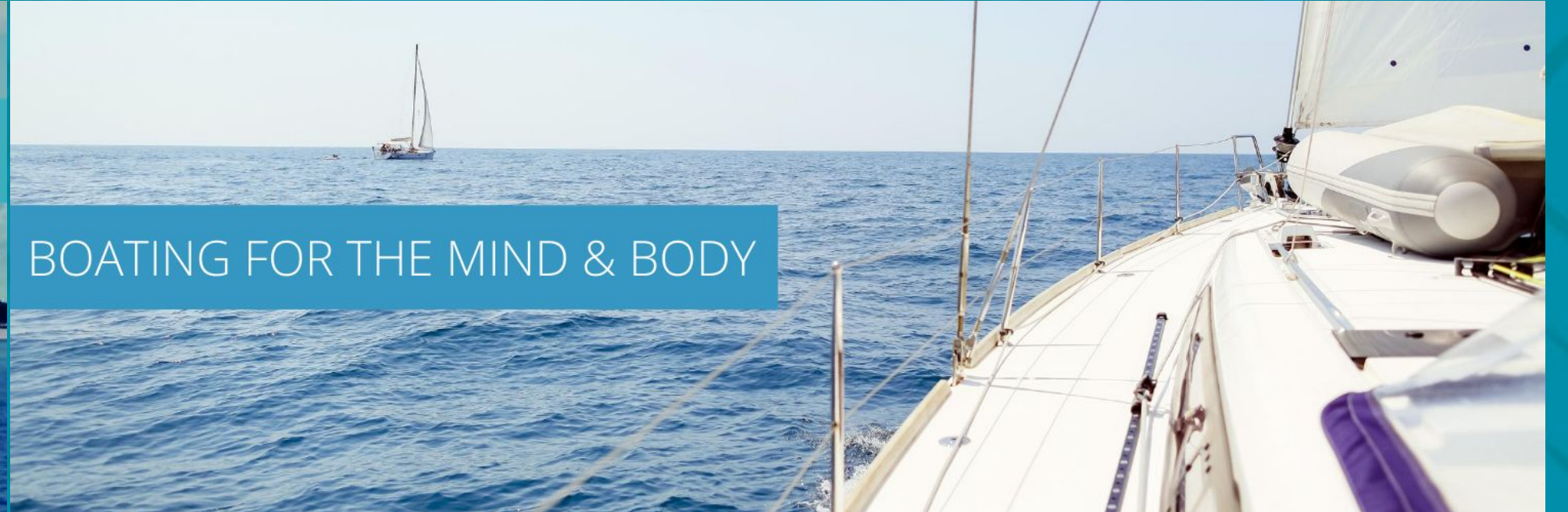
- Holiday Commercial to air next week through January
- Two Commercials to air on annual contract
- Monthly videos produced locally here in Key West for social / digital media







#THROWBACK THURSDAY ↻



BOATING FOR THE MIND & BODY

# Monthly Blogging.



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Strategy & Public Relations





# Blogs (Past)

- Zero Blogs
- Zero Blogging



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Strategy & Public Relations





# Blogs (Present)

Multiyear Award winning Key West Historic Seaport Blog

- 9 pages of blogs. Each page has roughly 6 blogs.
- Currently ranked No. 11 Key West Blog



Key West Bight Marina Blog

- 3 pages of blogs.



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# Monthly Historic Seaport Blogging.



## 12hrs. in Key West



## KEY WEST HISTORIC SEAPORT

## FEBRUARY 1, 2020

## MEET ME IN KEY WEST!





### 12hrs. in Key West!

It's Friday morning and you just stepped off your day-cruise from whatever gorgeous location you were just at. You have landed afoot at the [Key West Historic Seaport](#). It's early, you need coffee and you especially need to figure out how to maximize your time as you only have twelve-hours before you sail off to the next lovely location.

1. **But first, coffee.**

Follow the sound of the roosters, literally. Nestled on Margaret Street, you'll find the deliciously, strong, coffee from one of our favorite places, [Cuban Coffee Queen](#). With all of the Cuban Coffee specialties that you could have ever dreamed of and over 20 types of breakfast sandwiches and other easy-to-eat-with-your-hand delicacies, this yummy establishment will not disappoint. Their coffee is strong but their mantra is stronger -- "Drink more Cuban Coffee and do stupid things faster."



### Meet Me in Key West!

With the most romantic day of the year right around the corner, grab your sweetheart and escape the cold temperatures from up north by visiting our tropical island of Key West! Between the sun notoriously setting over the Gulf of Mexico horizon each and every night or the numerous sunset sails being offered on a daily basis; you cannot go wrong by planning a romantic getaway at the Key West Historic Seaport. Switch things up by spoiling your sweetheart with a romantic weekend he or she will never forget!

With so much to do and see around at the Key West Historic Seaport, we decided to play cupid and list our top five most romantic things that you could share with your special someone the next time you are in Key West.

- Did you know the [SV Argo Navis](#) is the last known boat built in Key West? Sailing year-round, the Argo Navis's innovative technology and vision make for a truly remarkable experience. They have single-handedly elevated the meaning of "luxury." Offering only the finest wines, craft beers, artisan charcuterie; you truly cannot go wrong in spoiling your loved one aboard the Argo Navis. We allow a limited number of guests allowed to board each sunset sail, The Argo Navis really emphasizes on the romantic getaway.





## Saint Patricks Day at the Key West Historic Seaport!

From green beer pitchers to a huge craft beer selections or even an endless supply of whiskey, St. Patrick's Day at the [Key West Historic Seaport](#) is exactly where you want to be this upcoming holiday. We highly recommend you pull out your best Saint Patrick's costume, adding some green paint to your hair green and heading out to the [Historic Seaport](#) for some good 'ole fashioned luck of the Irish!



needs will definitely be covered!



**ADEPT**  
Strategy & Public Relations





# Monthly Bight Marina Blogging.

## Key West Bight Marina

The [Key West Bight Marina](#) provides visitors and locals with the most inviting of atmospheres. It comes as no surprise that the marina being one of the most sought-after places in Key West and considering Florida practically has one consistent climate all year round, every day is paradise on the open waters surrounding the Key West Bight Marina.

If you look closely, you'll notice the majority of the boats docked at the Bight Marina are fully equipped with all the essentials for a fun and interactive day on the water. From fishing equipment and diving gear to even the most perfect kayak to explore the backcountry of Key West, each boat is ready to make the most of your time on the water.



## THE PERFECT VALENTINE'S KEY WEST BIGHT MARINA DATE NIGHT!

With the most romantic day of the year right around the corner, grab your sweetheart and escape the temperatures from up north by visiting our tropical island of Key West! Between the sun notoriously setting over the Gulf of Mexico horizon each and every night or the numerous sunset sails being offered on a daily basis, there's no going wrong by planning a romantic getaway at the [Key West Bight Marina](#). Switch things up by spoiling your sweetheart with a romantic weekend he or she will never forget!

## TOP FIVE BOATING ESSENTIALS!

The [Key West Bight Marina](#) notoriously strives to provide visitors and locals with the perfect island escape while immersing themselves in the most inviting of atmospheres. It comes as no surprise that thousands of visitors request the Bight Marina on a consistent basis every single year. With the Marina being one of the most sought-after places in Key West and considering Florida practically has one consistent climate all year round, every day is paradise on the open waters surrounding the Key West Bight Marina.

With that being said, we have compiled a list of the top 5 Boating Essentials any avid boater needs to ensure a fun and safe time out on the water.

### • Waterproof Camera

Capturing memories is an absolute must and what better way to show off your day on the water by bringing along a waterproof camera? Whether you are using a waterproof phone case, a disposable waterproof camera or even a GoPro, you don't want to forget to pack this very important go-to essential. We recommend stopping by either [Captain Quick Dry](#) or [Hammerhead Surf Shop](#) as they are fully stocked in all your waterproof essentials.

### • Water Toys



## ESCAPE TO THE KEY WEST BIGHT MARINA

KEY WEST BIGHT MARINA



**ADEPT**  
Strategy & Public Relations



**ADEPT**  
Strategy & Public Relations



# Blogs (Future)

- Two sites each with its own unique blog
- Adding up to 4 monthly blogs per site per month
- Driving traffic to both websites
- Focussed on retailers who have been hurt most during the pandemic
- Goal: Move up to top five blog in Key West (currently ranked 11)





# Media Clippings & Performance.

*“The past several months have been a time of uncertainty. We are thrilled to promote our Historic Seaport tenants during this time and offer our locals and guests the best deals and unique offerings along the beautiful harborwalk waterfront”*

*Michael Knowles, Chairman of the Bight Management District Board*



**ADEPT**  
Strategy & Public Relations

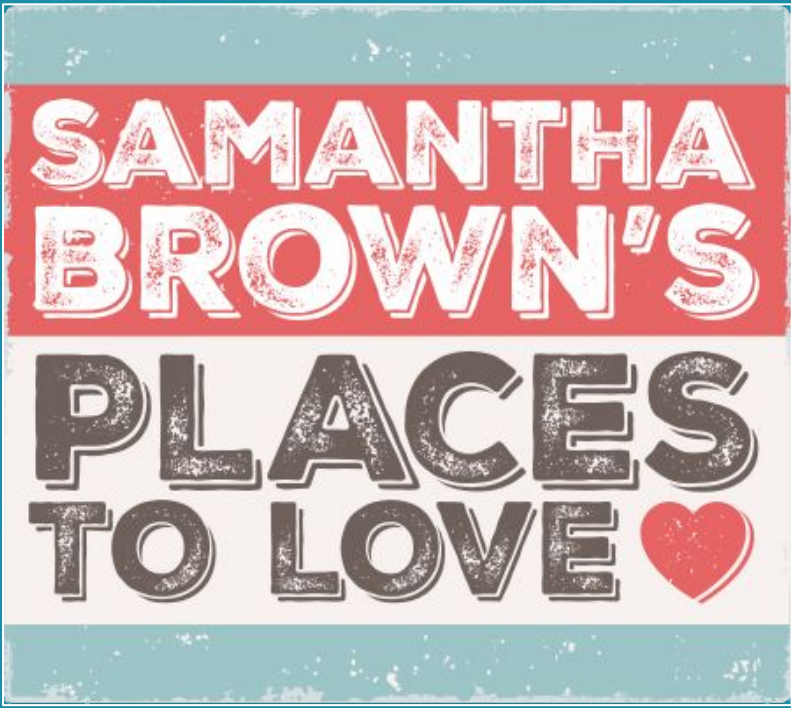
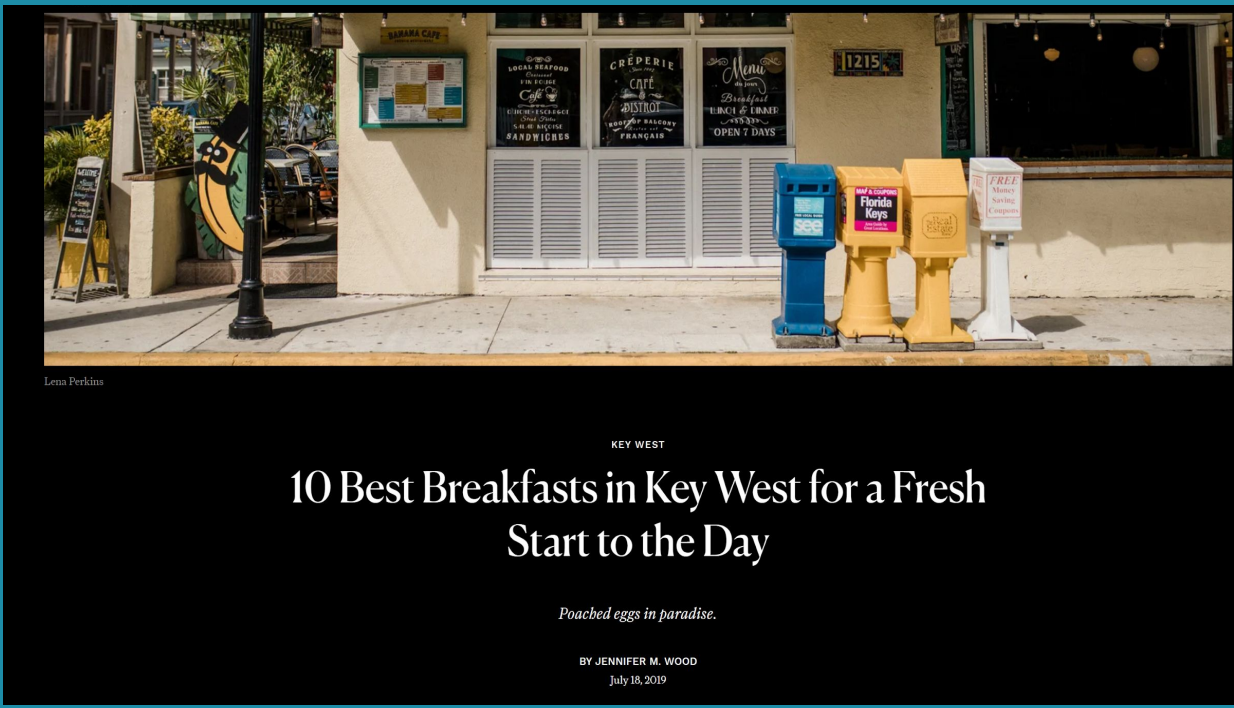




# International, National, Regional Press and Publications



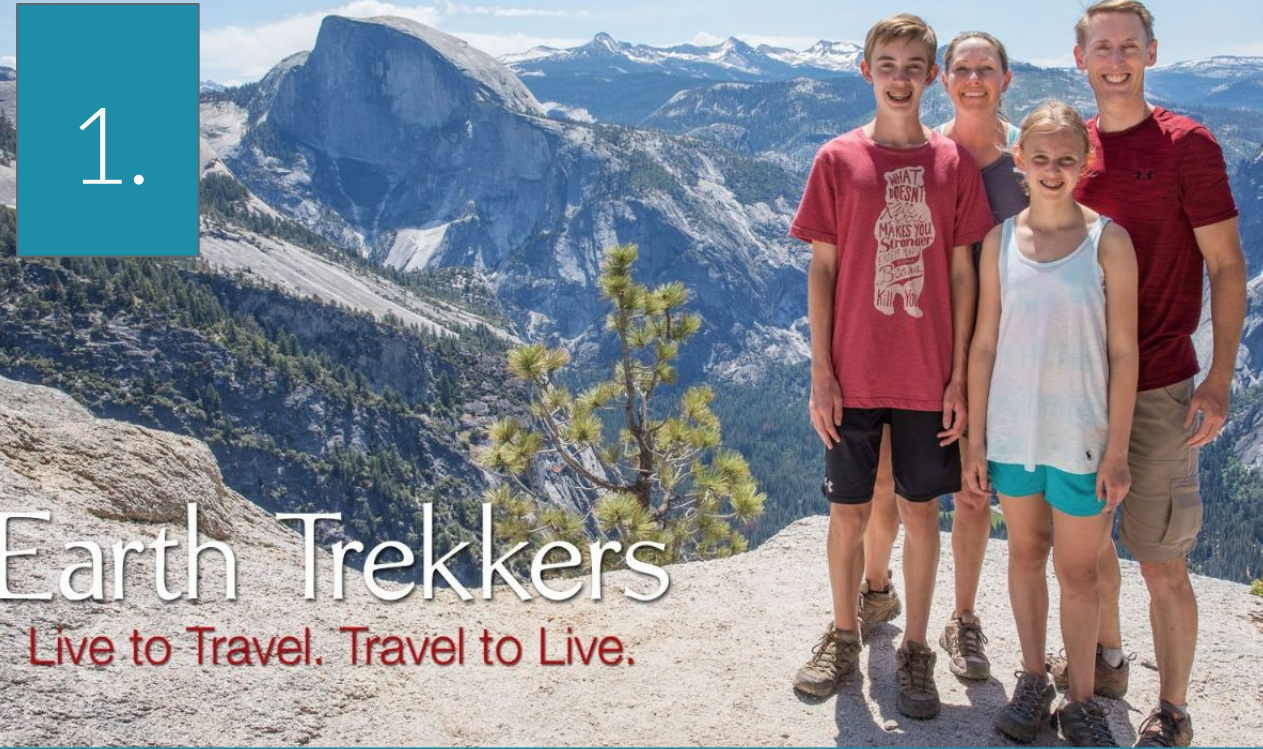
- ❖ Samantha Brown's | Places to Love
- ❖ USA TODAY
- ❖ PBS
- ❖ Keys Weekly
- ❖ Key West Citizen
- ❖ Condé Nast





# All Things Key West Historic Seaport.

1.

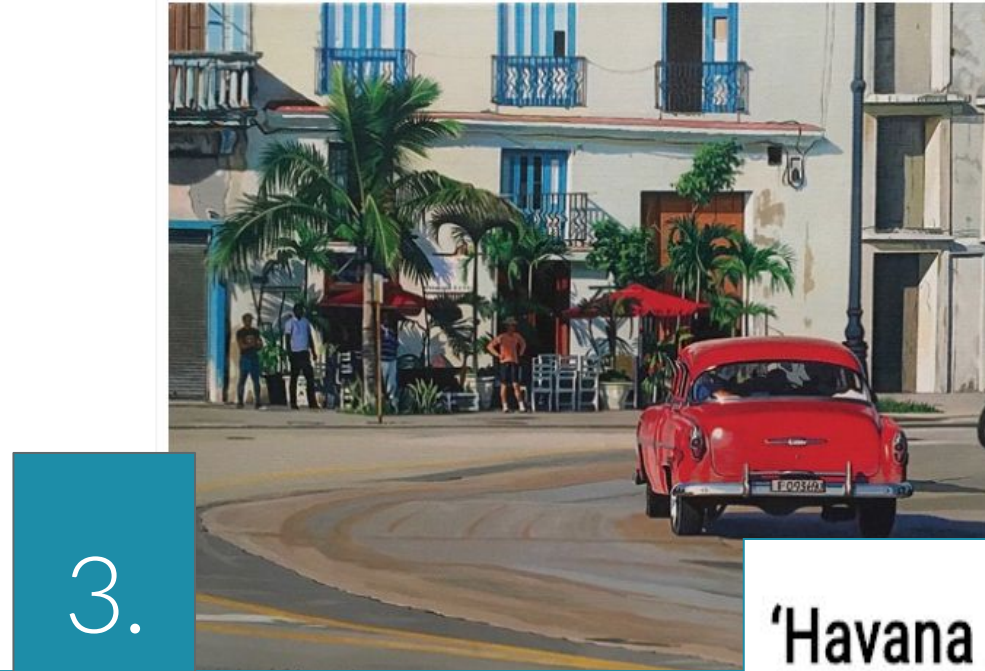


Earth Trekkers  
Live to Travel. Travel to Live.

Five hundred years since Havana was founded, Cuba's capital city remains as resilient as its shabby chic buildings and elegant as the vintage cars still rolling in the streets. Harrell, a native Floridian, was born into the world of art in 1964 and has been painting since the first grade, with his first published work at the age of 7.

Harrell reflects, "I did a lot of illustrations for newspapers and magazines in the years right after painting full-time." In 1992 he became a professional painter and hasn't looked back.

His objective is to master both the oil and watercolor mediums. He especially likes the challenge of landscapes and cityscapes, as well as the intricacies of depicting water realistically. His first trip to Havana, with its architecture and old American cars, captivated his



3.

## 'Havana Shadows' at Gallery on Greene

**Cuban Coffee Queen.** We had one of our best meals at this outdoor food stand. Located near the Key West Historic Seaport, this small restaurant serves Cuban cuisine and the best coffee that I had in Key West.



**The Schooner Wharf** is another popular spot to visit. We were here at noon at the place was packed. It's five o'clock and the place is right?

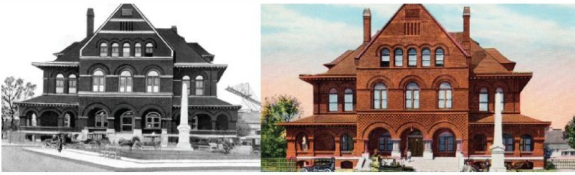


4.



## Architectural marvels ... OF OLD TOWN KEY WEST

▲ At top: The Custom House, San Carlos Institute, Casa  
Recognizing the importance of Key West's growing sea-based economy, the U.S. Treasury authorized construction of the Custom House in 1885 to accommodate its customs operations. The building's Richardsonian (no relation to this author, sadly) Romanesque architecture was all the rage on the mainland at the turn of the 19th century. The original structure housed the customs offices, district court and post office. But the Great Depression hit the island hard and in July of 1934, Key West, once one of the richest cities in Florida, formally declared itself bankrupt.



Once beautiful Conch homes went unpainted and unrepaired, the beaches teemed with weeds, debris littered the narrow streets, and dilapidated, uninhabited storefronts became commonplace. Customs diminished and the court and post office moved to other locations. The Navy took possession of the Custom House building for the next decade, but eventually abandoned it when military need for it subsided. The building stood vacant for the next 20 years and in 1993, the Key West Art & Historical Society undertook an extensive \$9 million restoration of the dilapidated building, returning it to its original splendor. Today, the awe-inspiring building houses the Custom House Museum, whose leadership (quite intentionally) dedicates itself to filling the walls with exhibits that celebrate the colorful history of Key West – a mission befitting the historical importance of the building in which they reside.

07 of 08

Half Shell Raw Bar

2.

VIEW MAP

ADDRESS:  
231 Margaret St,  
Key West, FL 33040,  
USA

PHONE: +1 305-294-7496

WEB: VisitKeyWest.com

UNITED STATES > FLORIDA > FLORIDA KEYS

The 8 Best Restaurants in Key West

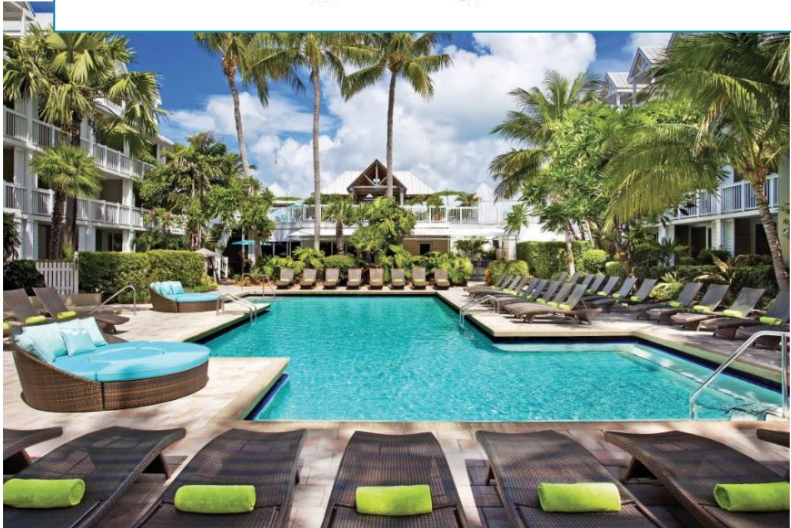
BY ALLISON RAMIREZ | Updated 10/24/19

SHARE PIN EMAIL

If you're headed to the Southernmost Point of the United States, you better get your list of restaurants ready. Key West might be a small town, but its food options are mighty. In Cayo Hueso, you'll find only the freshest seafood, caught on the daily, authentic Cuban cuisine, flaky French pastries, raw oysters. and more. The good thing is, no matter the meal, you'll never be underdressed; showing up for lunch in a bikini might sound questionable, but in the Keys, comfort takes precedent.

trip savvy

## Girls' binge: Key West in 30 hours



Margaritaville's pool provides a cool oasis from Old Town's bustle. MARGARITAVILLE KEY WEST / COURTESY PHOTO

Please allow me to explain how I ended up in a bar in Key West at high noon with a needle stuck in my arm. And how my get-aways and I got drawn into a competition between a naked man and one wearing boxer shorts regarding who had butt. And ... well, skip that; there's just no explaining some things.

Actually, the words "Key West" alone should explain everything. The quirky island town known for its partying and counterculture just has that way about it. Without even trying, you end up in a situation that's either going to make a great story or one you share with another person for the rest of your life.

5.

KEY WEST  
**FLORIDA WEEKLY**  
IN THE KNOW. IN THE NOW.



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Strategy & Public Relations





# Tenant, Stakeholder Marketing.

Tenant E-Mail Blast, Sept/Oct. 2020



Dear Key West Historic Seaport Tenants,

As your partners at the [Key West Historic Seaport](#), we're continually positioning the Seaport as a premier destination, especially as we all get back to business.

On that note, we're excited to introduce our new [Love For Locals](#) marketing campaign, featuring the best part of Key West - YOU.

In light of current circumstances, this campaign will focus on the region's drive market, and specifically Monroe County. However, as always, we want visitors from outside Monroe County to have that inclusive [Key West](#) vibe.



## New Blog Post!

[Click here](#) to view our latest blog [post](#) featuring fantastic outdoor activities for your Labor Day Weekend at Key West Historic Seaport.



## Labor Day 2020 Blog Post Email Blast

Tenant Survey, October 2020

### Key West Historic Seaport Love4Locals Tenant Survey

Key West Historic Seaport

Love for Locals Tenant Survey

1. Your Name

2. What is the name of your business?

3. Today's Date

Date

Date

MM/DD/YYYY

\* 4. Enter the description of your offer, promotion, new menu, or items for sale or simply enter a compelling statement why locals should visit now (100 character limit).



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# Advertising.



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# Historic Seaport Advertising.

- Historic Seaport Airport Advertisement to reflect the 2020 Winter & Spring season.
- Airport advertisements included 3 High Def LCD ads running on all three screens on both conveyor belts at Key West airport.
  - 3 back-to-back High Def LCD at airport arrival, 15 seconds each ad
  - Ferry and Airport rack card placement at airport arrival
- Television, three commercials
- USA Today Gulf Coast Southeast Travel Guide 1/2 page (April)
- Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com, and Floridakeys.com)



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# Partnership with the Off Duval Guide.

**CUBAN COFFEE QUEEN**  
Key West  
5 Key Lime Square

Drink more CUBAN COFFEE  
do Stupid Things  
**FASTER**  
305.294.7787  
cubancoffeequeen.com  
**FREE DELIVERY!**

James Beard Award Winner  
Breakfast, Lunch & Dinner  
Indoor & Outdoor Dining  
Historic 1800's clapboard landmark building in the heart of Old Town

**Sarabeth's**

305.293.8181 • sarabethskeywest.com • 530 Simonton St.

**KEY WEST HISTORIC SEAPORT**

Your Gateway for Everything to Do in Key West

Come Explore: Water Excursions, World-Class Dining, Year Round Events & Extraordinary Shopping

201 William St. | KeyWestHistoricSeaport.com | @HistoricSeaport

*Key West's* FINEST  
**OFF DUVAL** GUIDE

THE BEST LOCAL PLACES OFF THE BEATEN PATH

"Who Let the Dogs Out" by W.B. Thompson, courtesy of The Gallery on Greene.

OUR FAVORITE LOCAL SPOTS  
CONVENIENTLY ORGANIZED BY ADDRESS  
FOR YOUR SELF-GUIDED WALKING TOUR

A division of Key West's Finest, Inc.  
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@Key West Finest



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SPICES • SUGARS • TEAS • GIFTS

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**RAMS HEAD Southernmost**

804 WHITEHEAD STREET  
PHONE: (305) 440-3196

MONDAY-SATURDAY  
8:30 AM TO 11 PM  
SUNDAY  
9 AM TO 11 PM

RAMSHEADSOUTHERNMOST.COM

KEY WEST'S LARGEST BLOODY MARY BAR  
CRAFT BEER | CREATIVE ISLAND FARE  
FOOD TO-GO | BREAKFAST | FROZEN DRINKS  
LIVE MUSIC EVERY DAY

**MEL FISHER'S TREASURES**

Own a Piece of History  
Authentic Coins & Treasure Jewelry

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**date&thyme** ORGANIC CAFE & MARKET

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**Guided Distillery Tours Daily**

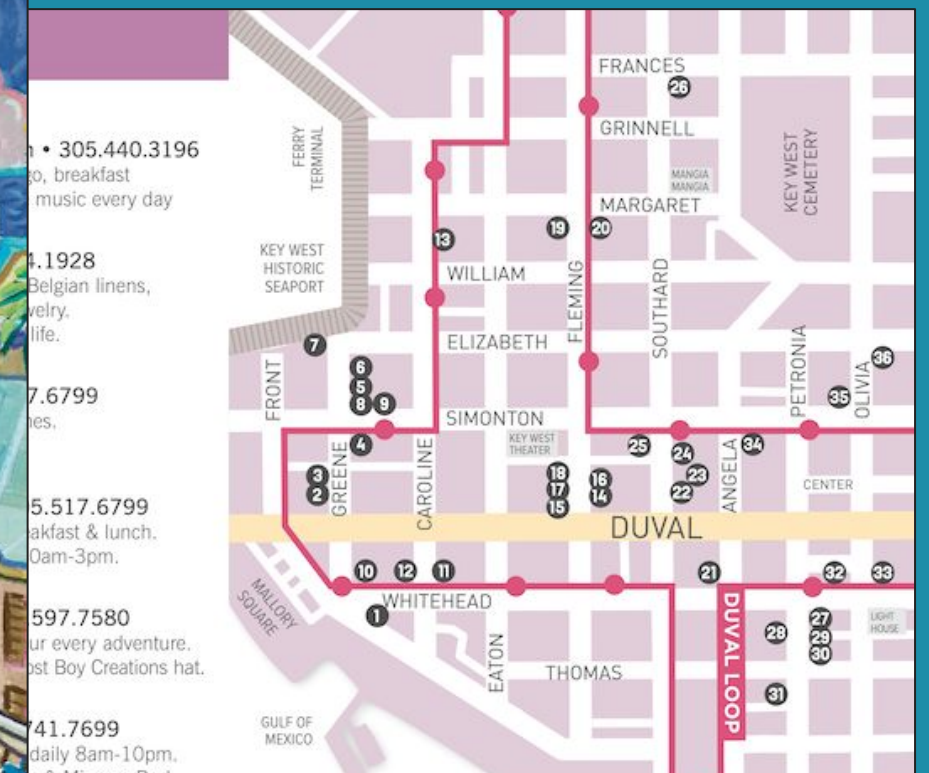
201 SIMONTON STREET, KEY WEST FL 33040

**VIGNETTE**

526 SOUTHARD ST | 305.916.5722  
WWW.VIGNETTEKEYWEST.COM

**MANGIA MANGIA** pasta cafe  
KEY WEST

900 Southard Street • 305.294.2469 • Mangia-Mangia.com



**La Crêperie** French Café  
From 7:30 AM to 3:00 PM

**VIV** WINEBISTRO  
From Noon

300 Petronia Street Key West  
305-517-6799

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**LOST BOY CREATIONS**  
KEY WEST, FL

-CUSTOM PADDLEBOARDS  
-ADVENTURE WOODWORKING  
-APPAREL FOR THE WANDERLUST-

225 PETRONIA ST.  
(305) 306-4937  
WWW.LOSTBOYCREATIONS.COM

- MUST TRY:** Original brews on tap, Whole fried Yellowtail Snapper.
- 12. THE PEACE STORE**  
403 Caroline St • ThePeaceStore.net  
Studio dedicated to the global culture of peace through art & public activism.  
**KNOWN FOR:** A unique bohemian, flower power, hipster boutique.
- 13. PEPE'S CAFÉ**  
806 Caroline St • PepesKeyWest.com • 305.294.7192  
The oldest "joint" in Key West. Open 7 days, 7:30am-9:30pm.  
**MUST TRY:** The famous fresh squeezed Margarita.
- KNOWN FOR:** Personalized styling.
- 25. SARABETH'S KEY WEST**  
530 Simonton St • SarabethsKeyWest.com • 305.293.8181  
Classic American fare with a slice of Key West charm.  
**KNOWN FOR:** James Beard Award winning cooking.
- 26. GRACE ON FRANCES**  
600 Frances St • GraceOnFrances.com • 305.294.0864  
A beautiful boutique in a lovely neighborhood worth discovering.  
**KNOWN FOR:** Cashmere scarves, fine jewelry, accessories & unique treasures.

THE DUVAL LOOP BUS - IT'S FREE!

**GET THERE. HAVE FUN. GET BACK. AND IT'S FREE.**

Runs every 15 minutes 10am-midnight,  
every 30 minutes 6am-10am.

**CARFREEKEYWEST.COM • KWTRANSIT.COM**



# Florida Keys & Key West (Monroe County TDC) Cooperative Advertising

| Program Name                         | Circulation | Insertion Dates  | Materials Due | TDC Ad Size/Specs* | Participation Rate |
|--------------------------------------|-------------|------------------|---------------|--------------------|--------------------|
| Key West Digital – Winter            | 2,324,551   | January-February | 12/11/20      | Various            | \$700              |
| Afar Magazine                        | 275,000     | May/June         | 1/22/21       | Full Page, 4C      | \$800              |
| Key West Digital – Spring            | 2,734,651   | February-March   | 1/29/21       | Various            | \$1,000            |
| Key West Digital – Southeast + Texas | 1,633,380   | March-April      | 2/12/21       | Various            | \$500              |
| Out Magazine                         | 190,000     | April/May        | 1/22/21       | Full Page, 4C      | \$300              |
| Key West Digital – Summer            | 1,164,087   | May-June         | 4/9/21        | Various            | \$400              |

## Florida Keys Digital Winter Re-Targeting

As part of the 2020-2021 the TDC has funded a cooperative digital campaign re-targeting visitors who have been to [fla-keys.com](http://fla-keys.com) & [visitflorida.com](http://visitflorida.com).

After visiting either site, our target audience will be served co-branded banners while navigating other websites. This program runs in conjunction with the Monroe County Tourist Development Council's District and Umbrella campaigns.

This co-op program includes the following media:  
 Retargeting from Fla-Keys.com & VisitFlorida.com  
 Impressions: 3,360,000  
 Ad Sizes: 300x250 & 160x 600  
 Insertion Date: 1/11-4/14 '21



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Strategy & Public Relations





# Google Advertising.

Since November 1, 2019:

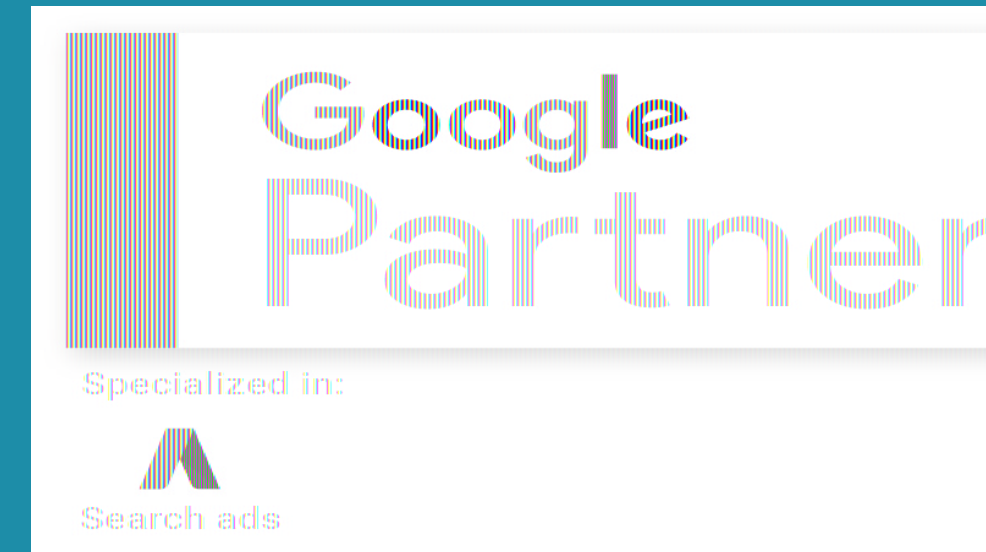
Campaigns for regional market and on-island

- ❖ Impressions: 1,644,842
- ❖ Clicks: 5,805
- ❖ Cost/thousand impressions: \$1.67

October 1, 2020 - Pivoting to Local (Monroe) Market:

Love 4 Locals campaign provides discounts and promotions for Monroe County residents to help offset tourism decline from Covid-19 pandemic. Started in October, 2020, the results are:

- 511 visits tracked
- 564,763 impressions
- 1,122 clicks to discounts



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# Thank you!



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# BUSINESS TAX RECEIPT

**CITY OF KEY WEST, FLORIDA**  
Business Tax Receipt

This Document is a business tax receipt  
Holder must meet all City zoning and use provisions.  
P.O. Box 1409, Key West, Florida 33040 (305) 809-3955

|                                                                                      |                             |                                                                             |                    |
|--------------------------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------------------------|--------------------|
| Business Name                                                                        | ADEPT PUBLIC RELATIONS, LLC |                                                                             |                    |
| Location Addr                                                                        | 6410 5TH ST                 |                                                                             |                    |
| Lic NBR/Class                                                                        | 31611                       | MISCELLANEOUS OTHER SERVICES                                                |                    |
| Issued Date                                                                          | 1/12/2021                   | Expiration Date:                                                            | September 30, 2022 |
| MISCELLANEOUS OTHER SERVICE                                                          |                             |                                                                             |                    |
| Comments:                                                                            | PUBLIC RELATIONS CONSULTANT |                                                                             |                    |
| Restrictions:                                                                        |                             |                                                                             |                    |
| ADEPT PUBLIC RELATIONS, LLC<br>5300 POWERLINE RD STE 207<br>FT. LAUDERDALE, FL 33309 |                             | This document must be prominently displayed.<br>ADEPT PUBLIC RELATIONS, LLC |                    |





CERTIFICATE  
OF LIABILITY  
INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
06/04/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

|                                                                                                                      |                                                                                                                                                 |                               |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| PRODUCER<br>PATRIOT INSURANCE AGENCY<br>13901 U.S. Highway 1<br>Suite 8<br>Juno Beach<br>FL 33408                    | CONTACT NAME: Tina Tower<br>PHONE (A/C, No. Ext): (561) 694-1776<br>E-MAIL: tina@gopatriotinsurance.com<br>ADDRESS: tina@gopatriotinsurance.com | FAX (A/C, No): (561) 694-1774 |
| INSURED<br>ADEPT Public Relations LLC, DBA: & ADEPT Stratagist LLC<br>5300 Powerline Rd<br>Ft Lauderdale<br>FL 33309 | INSURER(S) AFFORDING COVERAGE<br>INSURER A: Hiscox Insurance Company Inc<br>INSURER B:<br>INSURER C:<br>INSURER D:<br>INSURER E:<br>INSURER F:  |                               |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                 |                                                                        |             |                  |                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| COVERAGES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                 | CERTIFICATE NUMBER: CL216402940                                        |             | REVISION NUMBER: |                                                                                                                                                                                                                                                            |
| THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS. |                                                                                                                                                                                                                                                                                                 |                                                                        |             |                  |                                                                                                                                                                                                                                                            |
| INSR LTR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TYPE OF INSURANCE                                                                                                                                                                                                                                                                               | ADDITIONAL INSURED                                                     | SUBROGATION | POLICY NUMBER    | POLICY EFF (MM/DD/YYYY) / POLICY EXP (MM/DD/YYYY) / LIMITS                                                                                                                                                                                                 |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY<br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR                                                                                                                                              | Y                                                                      |             | 1995517          | 06/12/2021 / 06/12/2022<br>EACH OCCURRENCE \$ 1,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000<br>MED EXP (Any one person) \$ 5,000<br>PERSONAL & ADV INJURY \$ 0<br>GENERAL AGGREGATE \$ 2,000,000<br>PRODUCTS - COMPOP AGG \$ 2,000,000 |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <input type="checkbox"/> AUTOMOBILE LIABILITY<br><input type="checkbox"/> ANY AUTO<br><input type="checkbox"/> OWNED AUTOS ONLY<br><input checked="" type="checkbox"/> HIRED AUTOS ONLY<br><input type="checkbox"/> SCHEDULED AUTOS<br><input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY |                                                                        |             | 1995517          | 06/12/2021 / 06/12/2022<br>COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$                                                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <input type="checkbox"/> UMBRELLA LIAB<br><input type="checkbox"/> EXCESS LIAB                                                                                                                                                                                                                  | <input type="checkbox"/> OCCUR<br><input type="checkbox"/> CLAIMS-MADE |             |                  | EACH OCCURRENCE \$<br>AGGREGATE \$                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY<br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below                                                                                                          | Y/N<br><input type="checkbox"/> N/A                                    |             |                  | PER STATUTE<br>OTH-ER<br>E.L. EACH ACCIDENT \$<br>E.L. DISEASE - EA EMPLOYEE \$<br>E.L. DISEASE - POLICY LIMIT \$                                                                                                                                          |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | PROFESSIONAL LIABILITY                                                                                                                                                                                                                                                                          |                                                                        |             | 1995517          | 06/12/2021 / 06/12/2022<br>EACH CLAIM LIMIT \$1,000,000<br>AGGREGATE LIMIT \$1,000,000                                                                                                                                                                     |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

PUBLIC RELATIONS & BUSINESS STRATEGISTS/CONSUTANTS

It is agreed that where required by written contract City of Key West is listed as Additional Insured in regards to General Liability.

|                                                               |                                                                                                                                                                                                 |
|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CERTIFICATE HOLDER                                            | CANCELLATION                                                                                                                                                                                    |
| City of Key West<br>1300 White Street<br>KEY WEST<br>FL 33040 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br>AUTHORIZED REPRESENTATIVE<br> |

Additional Named Insureds

|                        |                   |
|------------------------|-------------------|
| Other Named Insureds   |                   |
| & ADEPT Stratagist LLC | Doing Business As |

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## **ADEPT WILL CONTINUE TO PROVIDE**



**DEDICATION AND TALENTED TEAM WITH KEY WEST EXPERTISE IN COMMUNICATIONS, BRANDING, MARKETING, AND OUTREACH.**

**YEARS OF EXPERIENCE & IN-DEPTH KNOWLEDGE OF THE CITY OF KEY WEST, THE HISTORIC SEAPORT, & BIGHT MARINA.**

**TECHNICAL EXPERTISE IN WEBSITE DEVELOPMENT, CONTEMPORARY WEBSITE DESIGN, & SEARCH ENGINE OPTIMIZATION.**

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**WORKING AS YOUR KEY WEST HISTORIC SEAPORT MARKETING PARTNER TO CREATE INNOVATIVE MARKETING IDEAS AND LEVERAGE RESOURCES IN THE MOST OPTIMAL, EFFICIENT, AND COST-FRIENDLY MANNER TO ACCOMPLISH ALL GOALS.**