



MEMORANDUM

Date: March 4, 2025

To: Community Redevelopment Agency

Via: Brian L. Barroso, City Manager

From: Karen Olson, Deputy Director Port & Marine Services

Legistar Item: 25-3315

Subject: Ratify Purchase Exemption Task Order Award to Adept Strategy & Public Relations

Introduction

Resolution ratifying the purchasing ordinance exemption for the 2025 Task Order for ongoing Marketing Services, for the Key West Historic Seaport, to Adept Strategy & Public Relations in the amount of \$201,125 pursuant to Sec. 2-797 of the City of Key West Code of Ordinances executed by the City Manager on January 21, 2025.

Background

Strategy & Public Relations (Adept) was issued a five-year Marketing Services contract approved through Resolution #22-013. Adept provides a new task order on a yearly basis outlining the ongoing services provided for the Historic Seaport and its tenants. The 2025 Task Order was not submitted in time for approval prior to expiration of the previous year's tasks.

Task Order for 2025, under the Marketing Services Contract, will provide ongoing marketing services including:

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

Procurement

The Seaport has budgeted for the ongoing 2025 Marketing Services in the Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800 (\$201,000) for the Key West Historic Seaport and in account Key West Bight Fund/ Marina Operations/ Promotional Expenses account 405-7503-575-4800 (\$13,000) for the Key West Bight Marina.

The Key West Bight Management District Board approved this item at the February 12, 2024, meeting through Resolution KWB #25-02.

Recommendation

The City Manager's Office and the Key West Bight Management District Board recommends the Community Redevelopment Agency ratify the purchasing ordinance exemption for the 2025 Task Order for ongoing Marketing Services, for the Key West Historic Seaport, to Adept Strategy & Public Relations in the amount of \$201,125 pursuant to Sec. 2-797 of the City of Key West Code of Ordinances executed by the City Manager on January 21, 2025.