

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CAROLINE STREET CORRIDOR  
AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT  
AGENCY (CRA) APPROVING THE ATTACHED TASK ORDER  
FOR 2026 MARKETING SERVICES BY ADEPT STRATEGY  
AND PUBLIC RELATIONS IN THE AMOUNT OF  
\$225,125.00; AUTHORIZING THE CITY MANAGER TO  
EXECUTE NECESSARY DOCUMENTS; PROVIDING FOR AN  
EFFECTIVE DATE**

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

WHEREAS, at its meeting on November 12, 2025, the Key West Bight Management District Board recommends the CRA approve the task Order for 2026 Marketing Services by Adept Strategy and Public Relations in the amount of \$225,125.00;

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

Section 1: That the attached Task Order for 2026, under the Marketing Services Contract is hereby approved in the amount of \$225,125.00.

Section 2: That funding is budgeted in FY 25/26 as follows: Key West Historic Seaport \$212,125.00 in account No. 405-7504-575-4800 and Key West Bight Marina \$13,000.00 in account No. 405-7503-575-4800.

Section 3: That the City Manager is authorized to execute

any necessary documents, upon consent of the City Attorney.

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

Caroline Street Corridor and Bahama Village Community Redevelopment Agency at a meeting held this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

Authenticated by the Presiding Officer and Clerk of the Board on \_\_\_\_\_ day of \_\_\_\_\_, 2025.

Filed with the Clerk on \_\_\_\_\_, 2025.

Chair Danise Henriquez	_____
Vice Chair Donald "Donie" Lee	_____
Commissioner Lisette Carey	_____
Commissioner Aaron Castillo	_____
Commissioner Monica Haskell	_____
Commissioner District V	_____
Commissioner Sam Kaufman	_____

\_\_\_\_\_  
DANISE HENRIQUEZ, CHAIR

ATTEST:

\_\_\_\_\_  
KERI O'BRIEN, CITY CLERK