



## THE CITY OF KEY WEST

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# EXECUTIVE SUMMARY

**TO:** Key West Bight Management Board

**FROM:** Doug Bradshaw, Director of Port and Marine Services

**DATE:** December 7, 2021

**SUBJECT:** Recommending to the CRA Award of RFP #007-21 Marketing Services Key West Historic Seaport to Adept Strategy & Public Relations

### ACTION STATEMENT:

Recommending to the CRA the awarding of the highest ranked respondent, Adept Strategy & Public Relations, for RFP #007-21 Marketing Services Key West Historic Seaport.

### BACKGROUND:

Request for Proposal (RFP) # 007-21 was advertised on September 24, 2021 seeking proposals from qualified individuals or firms to provide marketing, communications, and advertising services for the Key West Historic Seaport. The successful proposer would undertake for the Historic Seaport brand development and management; advertising; marketing; media planning and management; social media strategy, implementation, and management; website design and development; and market research.

### PURPOSE & JUSTIFICATION:

Five (5) responses were received on October 27, 2021 for RFP #007-21 Marketing Services Key West Historic Seaport.

- Adept Strategy & Public Relations
- Burg & Co Marketing, LLC
- Duval Street Media, LLC
- HCP Associates, Inc.
- WOW Factor Marketing Group

Three (3) City Staff members, Alyson Crean, Karen Olson, and Doug Bradshaw independently ranked the proposals based on the following criteria:

Selection Criteria	Max Points
Familiarity with the City and City locale	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50
Quality of proposed approach/work plan	20

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

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Quality of work samples	20
Qualifications and experience of the staff assigned by proposer to perform these services	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20
Price	10
<b>POINT TOTAL</b>	<b>200</b>

The final ranking was as follows:

<b>FIRM</b>	<b>Total Points</b>	<b>Average Score</b>	<b>Rank</b>
Adept Strategy & Public Relations	550	183	1
Burg & Co Marketing, LLC	314	105	5
Duval Street Media, LLC	412	137	4
HCP Associates, Inc.	500	167	3
WOW Factor Marketing Group	503	168	2

Adept Strategy & Public Relations was deemed to be responsive to the Request for Proposals providing all required documentation and submittal requirements. References were checked and each provided a positive review of the firm.

Adept Strategy & Public Relations indicated they will charge the Seaport on a negotiated price task order basis which is how, as the Seaports existing marketing firm, they are doing it now. Staff has found the cost of the task orders to be very reasonable.

#### **FINANCIAL IMPACT:**

The Seaport annual budget for this project is \$180,000 and is in account 405-7504-575-4800 Promotional Expenses.

#### **RECOMMENDATION:**

Staff recommends that the Board recommend to the CRA the awarding of the highest ranked respondent, Adept Strategy & Public Relations, for RFP #007-21 Marketing Services Key West Historic Seaport and to execute a five (5) year contract.