



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

PURCHASING EXEMPTION

To: Brian L. Barroso, City Manager

Cc: Todd Stoughton, Assistant City Manager
Rod Delostrinos, Interim Assistant City Manager
Christina Bernaldi, Finance Director
Steve McAlearney, Director Port and Marine Services

From: Karen Olson, Deputy Director Port and Marine Services

Date: January 14, 2025

ACTION STATEMENT: Request the City Manager approve a 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.

ORDINANCE: Pursuant to Subpart A, Chapter 2, Article VII, Division 3, Subdivision 2, Sec. 2-797 of the City of Key West Code of Ordinances, the Emergency Procurement procedure the City Manager may make emergency procurement to approve contractual services where the cost exceeds \$50,000 when there exists a present threat to public health, property, and safety **or other substantial loss to the City.**

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.

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

To ensure uninterrupted marketing services **and subsequent loss of revenues** we are respectfully requesting City Manager approval of the attached proposed 2025 Marketing Services task order for the Key West Historic Seaport **mitigating any financial loss to the City.**

FINANCIAL IMPACT: 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

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

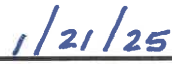
MEMORANDUM

Operations/ Promotional Expenses account 405-7503-575-4800 (\$13,000) for the Key West Bight Marina. Upon approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$201,125.

RECOMMENDATION: Staff recommends the City Manager approve a **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.



City Manager Signature



Date

MEMORANDUM

January 6, 2025

TO: Karen Olson, Deputy Director, Port and Marina Services, City of Key West

FROM: Dana Pollitt, ADEPT Public Relations

**SUBJECT: Key West Historic Seaport & Key West Bight Marina Marketing Services
Contract Task Order Budget for FY-2025**

Per your request, ADEPT has generated this Task Order budget for the Key West Historic Seaport (KWHS) and Key West Bight Marina (KWBM) 2025 marketing, advertising and communications services. Please find the following recommended breakdown.

In consideration of previous and current campaigns and programs we recommend continuing into 2025 with the following Advertising & Marketing programs and associated budget (see items 1 through 10 for KWHS and item 1 for KWBM). Below are ADEPT's recommendations for marketing and advertising during 2025:

1. Daily Content and Social Media Management \$30,000.00
 - 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
 - b. Continue to create content and service the existing Historic Seaport social platforms
 - c. Develop video content and uploads
2. Website Maintenance, Content Creation, Management (KWHS) \$26,125.00
 - a. Estimate based on the following monthly services:
 - i. Maintain and Update Content (Tenant Pages, Tenant Social media

- widgets, Events, Promotions, Specials, Historic Facts)
 - ii. Regularly and Support on 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
 - ix. Website domain renewal
- 3. Monroe County Outdoor, Furniture, and Transit Advertising \$30,000.00
 - a. Similar but not limited to Anderson Outdoor Advertising
 - i. Key West International Airport Baggage Carousel and Rack Card Displays
 - ii. Key West Finest and Key West Express Ferry Terminal Rack Card Displays
 - iii. Bus Shelter on North Roosevelt Blvd one block East of Palm Avenue Bridge
 - iv. Bonus bus stop depending on availability
 - v. 6.5mm Digital Bus Shelter being read heading into Old Town. Right Hand Reader (RHR)
- 4. Media Buys similar but not limited to the following: \$30,000.00
 - a. Key West Chamber of Commerce
 - b. Key West Historic Marker Tour
 - c. Key West Finest and Off Duval Guide
 - d. TDC Co-op
 - i. Various Media
 - ii. Monroe County Tourism Development Counsel (TDC) Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com, and Floridakeys.com)
 - e. USA TODAY Go Escape to Gulf Coast and Southeast Travel Magazine
- 5. Campaign Development, Reporting, Analytics, Updates, \$17,000.00
Fieldwork, Tenant Coordination, Travel, Lodging, Expenses
- 6. Historic Seaport Digital Marketing Budget Recommendation \$12,000.00
 - a. Remarketing can be used to connect with people who previously interacted with the KWHS website. It allows strategically positioning ads in front of these audiences as they browse Google or partner websites, thus helping increase brand awareness.
 - b. Campaign: Citywide Display With "Store" Visit Tracking

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| 7. Public Relations and Outreach | \$18,000.00 |
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| 8. Television Advertising | \$25,000.00 |
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- ESTIMATED SUBTOTAL KEY WEST HISTORIC SEAPORT: \$188,125.00**

Key West Historic Seaport / Bight Marina - FY 2025 Task Order Budget
Marketing Services Contract Key West Historic Seaport
Adept Public Relations, LLC

Key West Bight Marina

1. Website Management, Maintenance and Content (Marina) \$13,000.00

Estimate includes monthly retainer to provide the following services:

- iii. Maintain and Update Content
- iv. Regularly and Support on Content Writing Services
- v. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
- vi. Monthly Analytics Report
- vii. Tech Support Requests
- viii. Monthly Blog
- ix. The Marketing Team will continue to service the following social platforms 1. Google my business
- x. Website domain renewal

ESTIMATED SUBTOTAL KEY WEST BIGHT MARINA: \$13,000.00

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KEY WEST HISTORIC SEAPORT TOTAL FY 2025: \$188,125.00

BIGHT MARINA TOTAL FY 2025: \$13,000.00

TOTAL TASK ORDER 2025: \$201,125.00