



MEMORANDUM

Date: November 12, 2025

To: Key West Bight Management District Board

From: Karen Olson
Sr. Deputy Director Port & Marine Services

Subject: #25-4692 Task Order for 2026 Marketing Services

Introduction

Approving Task Order for 2026 ongoing Marketing Services to Adept Strategy & Public Relations (Adept) in the amount of \$225,125.

Background

Request for Proposal #007-21 was advertised seeking proposals from qualified individuals or firms to provide marketing, communications, and advertising services for the Key West Historic Seaport. Adept Strategy & Public Relations was issued a five-year Marketing Services contract approved through Resolution #22-013.

Task Order for 2026, 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 2026 Marketing Services in the Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800 for the Key West Historic Seaport (\$212,125) and in account Key West Bight Fund/ Marina Operations/ Promotional Expenses account 405-7503-575-4800 for the Key West Bight Marina (\$13,000). Upon final approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$225,125.

Recommendation

Seaport staff recommend approving Task Order for 2026 ongoing Marketing Services to Adept Strategy & Public Relations in the amount of \$225,125.