

RESOLUTION NO. 22-013

**A RESOLUTION OF THE CAROLINE STREET CORRIDOR AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY (CRA), ACCEPTING STAFF RANKING AND KEY WEST BIGHT MANAGEMENT DISTRICT BOARD RECOMMENDATION TO AWARD A CONTRACT TO ADEPT STRATEGY AND PUBLIC RELATIONS IN RESPONSE TO REQUEST FOR PROPOSALS (RFP) NO. 007-21 FOR MARKETING SERVICES - KEY WEST HISTORIC SEAPORT; PROVIDING THAT SPECIFIC TASK ORDERS ISSUED PURSUANT TO THE CONTRACT SHALL COMPLY WITH THE CITY'S PROCUREMENT GUIDELINES; AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT IN SUBSTANTIAL CONFORMANCE WITH TERMS CONTAINED IN RFP 007-21; PROVIDING FOR AN EFFECTIVE DATE**

WHEREAS, the CRA advertised a request for Proposals for Marketing Services Key West Historic Seaport on September 24, 2021, and five responses were received on October 27, 2021, and independently ranked by a committee of City staff members, with Adept Strategy & Public Relations receiving the highest ranking; and

WHEREAS, at its meeting of December 15, 2021, the Key West Bight Management District Board selected Adept Strategy and Public Relations as the top-ranked proposer in response to RFP #007-21, and made a recommendation to the CRA to award a contract in accordance with documents contained in the RFP; and

NOW, THEREFORE, BE IT RESOLVED BY THE CAROLINE STREET CORRIDOR  
AND BAHAMA VILLAGE COMMUNITY REDEVELOPMENT AGENCY, AS FOLLOWS:

Section 1: That the CRA accepts the recommendations of the  
Key West Bight Board, and awards the proposal of Adept Strategy  
and Public Relations in response to RFP No. 007-21.

Section 2: Specific task orders issued pursuant to the  
contract shall comply with the City's procurement guidelines.  
Marketing funds for the Historic Seaport are budgeted annually in  
promotional expenses account 405-7504-575-4800.

Section 3: That the City Manager is authorized to  
negotiate and execute a contract in substantial conformance with  
the RFP, upon advice and consent of the City Attorney.

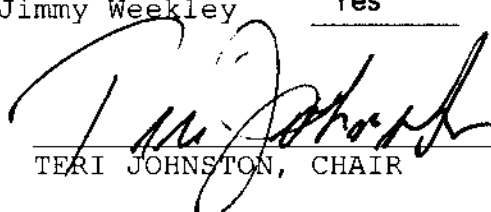
Section 4: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the presiding officer and the Clerk of the Agency.

Passed and adopted by the Caroline Street Corridor and Bahama Village Community Redevelopment Agency at a meeting held this 4th day of January, 2022.

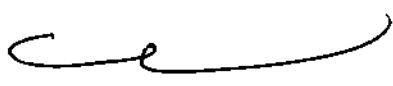
Authenticated by the presiding officer and Clerk of the Agency on January 5, 2022.

Filed with the Clerk January 5, 2022.

Chair Teri Johnston	<u>Yes</u>
Vice Chair Sam Kaufman	<u>Yes</u>
Commissioner Gregory Davila	<u>Yes</u>
Commissioner Mary Lou Hoover	<u>Yes</u>
Commissioner Clayton Lopez	<u>Yes</u>
Commissioner Billy Wardlow	<u>Yes</u>
Commissioner Jimmy Weekley	<u>Yes</u>

  
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TERI JOHNSTON, CHAIR

ATTEST:

  
\_\_\_\_\_  
CHERYL SMITH, CITY CLERK



## THE CITY OF KEY WEST

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

### EXECUTIVE SUMMARY

**TO:** Patti McLauchlin, City Manager

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

**DATE:** December 16, 2021

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

#### ACTION STATEMENT:

Award of RFP #007-21 Marketing Services Key West Historic Seaport to Adept Strategy & Public Relations.

#### 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.*

WTS SUMMARY 3/11/2023

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.

The Key West Bight Management Board recommended award of ITB#007-21 to Adept Strategy & Public Relations at their December 15, 2021 meeting.

#### **FINANCIAL IMPACT:**

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

#### **RECOMMENDATION:**

The CRA award RFP #007-21 Marketing Services Key West Historic Seaport to Adept Strategy & Public Relations and execute a five (5) year contract.

**Adept Strategy & Public Relations**

<b>Selection Criteria</b>	<b>Max Points</b>	<b>Reviewer 1</b>	<b>Reviewer 2</b>	<b>Reviewer 3</b>
Familiarity with the City and City locale	50	50	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	46	45	50
Quality of proposed approach/work plan	20	16	15	20
Quality of work samples	20	16	15	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	24	25	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20	20	20
Price	10	6	5	7
<b>POINT TOTAL</b>	<b>200</b>	<b>178</b>	<b>175</b>	<b>197</b>

**Total Points**                      **550**  
**Average Score**                      **183**

**Burg & Co Marketing, LLC**

<b>Selection Criteria</b>	<b>Max Points</b>	<b>Reviewer 1</b>	<b>Reviewer 2</b>	<b>Reviewer 3</b>
Familiarity with the City and City locale	50	20	25	0
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	20	25	30
Quality of proposed approach/work plan	20	13	15	10
Quality of work samples	20	10	20	10
Qualifications and experience of the staff assigned by proposer to perform these services	30	17	15	20
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	15	20	15
Price	10	3	5	6
<b>POINT TOTAL</b>	<b>200</b>	<b>98</b>	<b>125</b>	<b>91</b>

**Total Points**                      **314**  
**Average Score**                      **105**

**Duval Street Media, LLC**

<b>Selection Criteria</b>	<b>Max Points</b>	<b>Reviewer 1</b>	<b>Reviewer 2</b>	<b>Reviewer 3</b>
Familiarity with the City and City locale	50	50	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	23	25	25
Quality of proposed approach/work plan	20	11	20	15

Quality of work samples	20	9	10	2
Qualifications and experience of the staff assigned by proposer to perform these services	30	17	20	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	14	20	10
Price	10	8	10	8
<b>POINT TOTAL</b>	<b>200</b>	<b>132</b>	<b>155</b>	<b>125</b>

**Total Points 412**

**Average Score 137**

**HCP Associates, Inc.**

<b>Selection Criteria</b>	<b>Max Points</b>	<b>Reviewer 1</b>	<b>Reviewer 2</b>	<b>Reviewer 3</b>
Familiarity with the City and City locale	50	20	25	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	50	50	45
Quality of proposed approach/work plan	20	17	15	20
Quality of work samples	20	19	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	28	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	18	20	20
Price	10	8	10	10
<b>POINT TOTAL</b>	<b>200</b>	<b>160</b>	<b>170</b>	<b>170</b>

**Total Points 500**

**Average Score 167**

**WOW Factor Marketing Group**

<b>Selection Criteria</b>	<b>Max Points</b>	<b>Reviewer 1</b>	<b>Reviewer 2</b>	<b>Reviewer 3</b>
Familiarity with the City and City locale	50	45	50	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	38	25	50
Quality of proposed approach/work plan	20	17	18	20
Quality of work samples	20	18	15	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	28	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	16	15	15

Price	10	8	10	10
<b>POINT TOTAL</b>	<b>200</b>	<b>170</b>	<b>163</b>	<b>170</b>

**Total Points            503**  
**Average Score        168**

## REVIEW SUMMARY

<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

<b>FIRM</b>	<b>Total Points</b>		
	<b>Reviewer 1</b>	<b>Reviewer 2</b>	<b>Reviewer 3</b>
Adept Strategy & Public Relations	178	175	197
Burg & Co Marketing, LLC	98	125	91
Duval Street Media, LLC	132	155	125
HCP Associates, Inc.	160	170	170
WOW Factor Marketing Group	170	163	170

Reviewer 1: Doug Bradshaw

Reviewer 2: Karen Olson

Reviewer 3: Alyson Crean

Alyson CREAN

**Adept Strategy & Public Relations**

Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work plan	20	20
Quality of work samples	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	7
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

**Burg & Co Marketing, LLC**

Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	0
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Quality of proposed approach/work plan	20	10
Quality of work samples	20	10
Qualifications and experience of the staff assigned by proposer to perform these services	30	20
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	15
Price	10	6
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

**Duval Street Media, LLC**

Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	50

Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Quality of proposed approach/work plan	20	15
Quality of work samples	20	2
Qualifications and experience of the staff assigned by proposer to perform these services	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	10
Price	10	8
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

**HCP Associates, Inc.**

<b>Selection Criteria</b>	<b>Max Points</b>	<b>Reviewer 3</b>
Familiarity with the City and City locale	50	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45
Quality of proposed approach/work plan	20	20
Quality of work samples	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	10
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

**WOW Factor Marketing Group**

<b>Selection Criteria</b>	<b>Max Points</b>	<b>Reviewer 3</b>
Familiarity with the City and City locale	50	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work plan	20	20

Quality of work samples	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	15
Price	10	10
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

**Adept Strategy & Public Relations**

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45
Quality of proposed approach/work	20	15
Quality of work samples	20	15
Qualifications and experience of the staff assigned by proposer to perform these services	30	25
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	5
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

Karen Olson

175

0

0

**Burg & Co Marketing, LLC**

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Quality of proposed approach/work	20	15
Quality of work samples	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	5
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

125

0

0

**Duval Street Media, LLC**

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	50

Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Quality of proposed approach/work	20	20
Quality of work samples	20	10
Qualifications and experience of the staff assigned by proposer to perform these services	30	20
Availability and capability to perform the marketing and communications services described in this RFP on an	20	20
Price	10	10
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

155

0  
0

#### HCP Associates, Inc.

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work	20	15
Quality of work samples	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an	20	20
Price	10	10
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

170

0  
0

#### WOW Factor Marketing Group

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Quality of proposed approach/work	20	18

Quality of work samples	20	15
Qualifications and experience of the staff assigned by proposer to perform these services	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an	20	15
Price	10	10
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

163

0

0

**Adept Strategy & Public Relations**

Selection Criteria	Max Points	Reviewer #
Familiarity with the City and City	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	46
Quality of proposed approach/work	20	16
Quality of work samples	20	16
Qualifications and experience of the staff assigned by proposer to perform these services	30	24
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	6
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

178  
0

**Burg & Co Marketing, LLC**

Selection Criteria	Max Points	Reviewer #
Familiarity with the City and City	50	20
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	20
Quality of proposed approach/work	20	13
Quality of work samples	20	10
Qualifications and experience of the staff assigned by proposer to perform these services	30	17
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	15
Price	10	3
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

92  
0  
0

**Duval Street Media, LLC**

Selection Criteria	Max Points	Reviewer #
Familiarity with the City and City	50	50

Doug Brachman

Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	23
Quality of proposed approach/work	20	11
Quality of work samples	20	9
Qualifications and experience of the staff assigned by proposer to perform these services	30	17
Availability and capability to perform the marketing and communications services described in this RFP on an	20	14
Price	10	8
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

132  
0  
0

#### HCP Associates, Inc.

Selection Criteria	Max Points	Reviewer 1
Familiarity with the City and City	50	20
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work	20	17
Quality of work samples	20	19
Qualifications and experience of the staff assigned by proposer to perform these services	30	28
Availability and capability to perform the marketing and communications services described in this RFP on an	20	18
Price	10	8
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

160  
0  
0

#### WOW Factor Marketing Group

Selection Criteria	Max Points	Reviewer 1
Familiarity with the City and City	50	45
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	38
Quality of proposed approach/work	20	17

Black dots

Quality of work samples	20	18
Qualifications and experience of the staff assigned by proposer to perform these services	30	28
Availability and capability to perform the marketing and communications services described in this RFP on an	20	10
Price	10	8
<b>POINT TOTAL</b>	<b>200</b>	<b>0</b>

Cost  
Cables  
120/hr

170  
0  
0