



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

TO: Community Redevelopment Agency

FROM: Key West Bight Management District Board
Karen Olson, Deputy Director Port & Marine Services

DATE: November 16, 2022

SUBJECT: Task Order for 2023 Marketing Services

ACTION STATEMENT

Resolution approving Task Order for 2023 ongoing Marketing Services to Adept Strategy & Public Relations (Adept) in the amount of \$188,000.

BACKGROUND

Request for Proposal (RFP) #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.

The Key West Bight Management District Board approved this item at their November 9, 2022 meeting.

PURPOSE & JUSTIFICATION

Task Order for 2023, 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

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

EXECUTIVE SUMMARY

FINANCIAL IMPACT

The Seaports has budget for 2023 Marketing Services in the Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800 for the Key West Historic Seaport (\$178,000) and in account Key West Bight Fund/ Marina Operations/ Promotional Expenses account 405-7503-575-4800 for the Key West Bight Marina (\$10,000). Upon final approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$188,000.

RECOMMENDATION

Key West Bight Management District Board recommends approving Task Order for 2023 ongoing Marketing Services to Adept Strategy & Public Relations in the amount of \$188,000.