



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

TO: Key West Bight Management District Board

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

DATE: August 2, 2017

SUBJECT: Task Order for FY18 Marketing Services

ACTION STATEMENT

Resolution approving Task Order for FY18 ongoing Marketing Services to Adept Strategy & Public Relations for Marketing Services in an amount of \$150,000.

BACKGROUND

Request for Proposal (RFP) # 10-015 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 three-year Marketing Services contract approved through Resolution #15-371 and amended through Resolutions #16-326 and #16-375.

The Key West Bight Management District Board approved this item at their August 9, 2017 meeting.

PURPOSE & JUSTIFICATION

Task Order for FY18, 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. Quarterly Board Presentations
6. Digital Marketing
7. Local Public Relations and Outreach
8. Television Advertising and Editorial

FINANCIAL IMPACT

The Seaports estimated budget for FY18 Marketing Services is \$172,000 in account 405-

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

EXECUTIVE SUMMARY

7504-575-4800 Promotional Expenses. Upon approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$150,000.

RECOMMENDATION

Key West Bight Management District Board recommends approving Task Order for FY18 ongoing Marketing Services to Adept Strategy & Public Relations for Marketing Services in an amount of \$150,000.