



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: August 31, 2018

SUBJECT: Marketing Services Contract – Two-Year Contract Extension

ACTION STATEMENT

Resolution approving a two-year contract extension for the Key West Historic Seaport Marketing Services Contract originally approved through Resolution #15-371.

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 Public Relations, LLC 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 October 10, 2018 meeting.

PURPOSE & JUSTIFICATION

This approval provides exercising a two-year, mutually agreed upon, extension of the existing Key West Historic Seaport Marketing Services Contract with Adept Public Relations, LLC. This extension is in accordance with Article 4 of the executed agreement.

FINANCIAL IMPACT

The Seaport budgets annually for this contract in Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800.

RECOMMENDATION

Key West Bight Management District Board recommends approving a two-year contract extension for the Key West Historic Seaport Marketing Services Contract originally approved through Resolution #15-371.

RESOLUTION SUMMARY