



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: September 25, 2019

SUBJECT: Task Order for FY20 Marketing Services

ACTION STATEMENT

Resolution approving Task Order for FY20 ongoing Marketing Services to Adept Strategy & Public Relations for Marketing Services in an amount of \$230,000.

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 and extended through Resolution #18-360.

The Key West Bight Management District Board approved this item at their September 18, 2019 meeting.

PURPOSE & JUSTIFICATION

Task Order for FY20, 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. Expanded Media Buys
5. Quarterly Board Presentations
6. Digital Marketing
7. Expanded Local Public Relations and Outreach
8. Expanded Television Advertising and Editorial
9. Continued Live Webcams
10. Custom Outdoor Flags
11. Marina Website Maintenance and Content Creation

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

EXECUTIVE SUMMARY

FINANCIAL IMPACT

The Seaports anticipated budget for FY20 Marketing Services is \$261,400 in Key West Bight Fund/ Common Area Maintenance/ Promotional Expenses account 405-7504-575-4800 for the Key West Historic Seaport (items 1 – 10 = \$220,000) and \$10,000 in account Key West Bight Fund/ Marina Operations/ Promotional Expenses account 405-7503-575-4800 for the Key West Bight Marina (item 11 = \$10,000). Upon final approval, a purchase order will be issued to Adept Strategy & Public Relations in the amount of \$230,000.

RECOMMENDATION

Key West Bight Management District Board recommends approving Task Order for FY20 ongoing Marketing Services to Adept Strategy & Public Relations for Marketing Services in an amount of \$230,000.