



ADEPT
Strategy & Public Relations

October 12, 2020

Queenester Nieves
Town Clerk, CMC
Town Hall Council Chambers - Second Floor
360 South County Road

Subject: Public Comments in Writing for October 13, 2020 Town Council Meeting, Regular Agenda Item B.2., RFP No. 2020-21, Marina Marketing Services

Dear Town Clerk Nieves:

Per the Town of Palm Beach Instructions for Participation at the October Town Council meetings, Section 3. Listen and/or Provide Public Comments, Subsection a. Send comments in writing to townclerk@townofpalmbeach.com, before the date of the meetings. b. Listen and Speak via a Zoom connection using the following link. This will be audio only. Regular Business Meeting: <https://zoom.us/j/94971437681>, I am providing you my comments to Regular Agenda Item B.2. and emailed you earlier today request to speak during tomorrow's time certain 11:30am Agenda Item B.2. I am also providing you the following link to ADEPT's proposal for the subject RFP. I would like to request that this letter and our proposal and link be provided to the Mayor and each Town Council member.

<https://drive.google.com/file/d/1p6LRRbDuF9Bfv1B7TX9QcJVBB0wdho6q/view?usp=sharing>.

Introduction

My name is Dana Pollitt and I am the managing partner of ADEPT Marketing. ADEPT was a top three finalist in the ranking for this important \$37 Million Dollar Town Marina Capital Improvement project. ADEPT is the only agency with marina marketing experience.

RFP Seeking Qualified Marina Marketing Agency

We are a little confused and frankly, perplexed. When reviewing the RFP and the Town Marina Consultants Proforma and other critical research for this project we noted that the Town was seeking a qualified "marina marketing" firm. In fact the Town's own Marina Consulting firm recommended the town engage with a firm who has experience marketing marinas. Well, ADEPT is the only firm that proposed that has marina marketing experience. Our team members have decades of marina experience including five star resorts and marinas and mega yacht facilities. We are currently under contract working at marinas including municipal marinas.

Marina References

All of our five references were marina and maritime experts ranging from port directors, deputy port directors, directors of business development for marinas, and marina consultants. The firm you are being

asked to award this contract to has no marina marketing experience and therefore no marina references. Marinas are a niche market. They are not high rise condo developments or retail style marketing.

Price

Our price is in-line with the Towns Marina Consultant Proforma. In fact we provided pricing below what the Town Marina consultant provided for each year for five years. The firm being presented to you was the last ranked firm to be shortlisted, ranking 6th and they were and are the highest priced agency.

Scoring

90% of the scoring was to be based on marina marketing qualifications and 10% on price. We are the only finalists with any marina experience and therefore should be scored as such.

Understanding the Town of Palm Beach Ethos

You are not looking for an agency who can provide you with pretty pictures. If you are, we can do that also and that's exactly why we strategically placed **Town of Palm Beach Business owner and taxpayer Carrie Bradburn owner of Capehart Photography** on our team. Carrie is a fixture in the community and if anyone understands the ethos of Palm Beach, it's Carrie. She has worked on hundreds of Town events, including Town Groundbreaking ceremonies, she was the president of the Chamber of Commerce, Sunfest Board member and countless other organizations in this community. We have also placed **Rebecca Seelig, APR owner of Palm Beach Public Relations** on our team. Marinas are unique, the Town of Palm Beach is unique. You need a team who understands both. You cannot afford to miss the boat.

Revenue Generation

We are confident that we will be generating revenue for the Town before construction is even completed. We discussed this in detail during our presentation. We have the ability to hyper target superyacht owners and captains for annual, seasonal and transient leases. We have done this and are currently doing this. You do not want a firm who is taking a crash course in marina marketing.

Conclusion

Please consider awarding this contract to ADEPT. We applaud staff for their efforts during the procurement but as the Town Council you have the authority and ability today to award this contract to the only marina marketing firm who presented to the Town for this RFP. You owe it to yourselves for your confident leadership and to the residents and taxpayers of the Town of Palm Beach.

Cordially,

ADEPT Marketing, LLC



Dana Pollitt
Managing Partner