

November 3, 2020

MEMORANDUM

TO: Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, October 2020 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

The following is a summary of ADEPT's October marketing activities for the Key West Historic Seaport:

DIGITAL MARKETING

Email Marketing Notifications October Email Newsletter/eBlasts

We have pivoted with a strong focus on supporting our local merchants with the creation of the Love For Locals Campaign. To help bridge that gap in the short term and create a long-term program that can be applied to slower seasonal demand in future years, we created Love For Locals, a campaign targeting Monroe County residents.

October 25th, Love for Locals Tenant Email with Downloadable Collateral

We provided Mailchimp email and surveys including campaign collateral for tenants to use for their own marketing. Survey results and tenant specials are ongoing and are included on the locals-only web page that advertising and social media points to. www.keywesthistoricseaport.com/l4/



October 16th, Tenant Email Blast / Press Release to Monroe County Media

Follow up email blast to all tenants regarding our in-person tenant interviews and reminder about forthcoming press release.

October 2nd, Tenant Email Blast / In-person Interviews with Tenants

Tenant Email Blast informing tenants about in person interviews about the Love For Locals campaign, specifically the campaign targets local Monroe County residents, encouraging them to visit the [Historic Seaport](#) to support their local businesses during the COVID-19 tourism downturn. ADEPT representative, Paul Vrooman, will be at the Historic Seaport to share information about the LOVE FOR LOCALS campaign and tell you how you can participate.

PUBLIC RELATIONS / MEDIA SNIPPETS

Media / Press Clippings

[Top 20 Key West Blogs and Websites to Follow in 2020](#) - Worth a mention a second time in October, once again, the KWHS ranked in the Top Blogs in Key West at No. 11 this year.!

11. Key West Historic Seaport



Key West, FL

About Blog Visit the Key West Historic Seaport & enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up breathtaking views.

Frequency 1 post / month

Since Nov 2016

Blog keywesthistoricseaport.com/blog [+ Follow](#)

Facebook fans 4.3K · Twitter followers 1.6K · Social Engagement 5 · Domain Authority 30 ·

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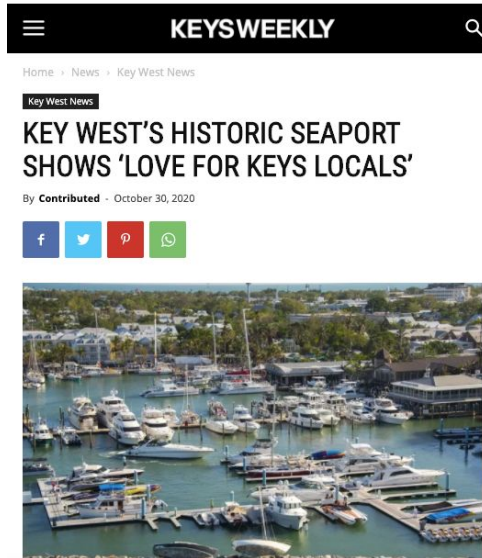
[Continue](#)



KEYS WEEKLY

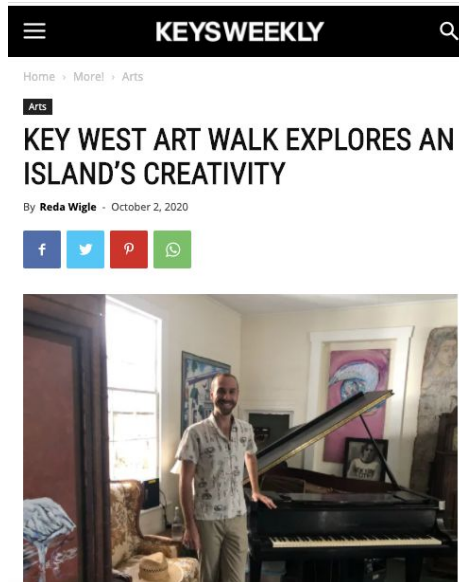
October 30 article - KEY WEST'S HISTORIC SEAPORT SHOWS 'LOVE FOR KEYS LOCALS'

<https://keysweekly.com/42/key-wests-historic-seaport-shows-love-for-keys-locals/>



October 2nd - KEY WEST ART WALK EXPLORES AN ISLAND'S CREATIVITY

<https://keysweekly.com/42/key-west-art-walk-explores-an-islands-creativity/>



SOCIAL MEDIA

Daily social media content creation and posting. Below, you will find the monthly updates for key KWHS Social Media outlets:

Facebook Growth

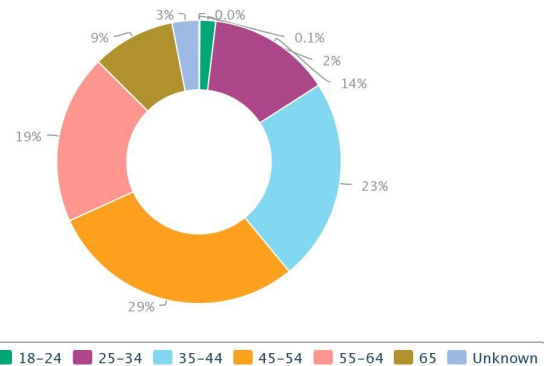
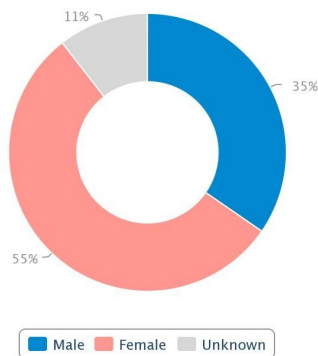
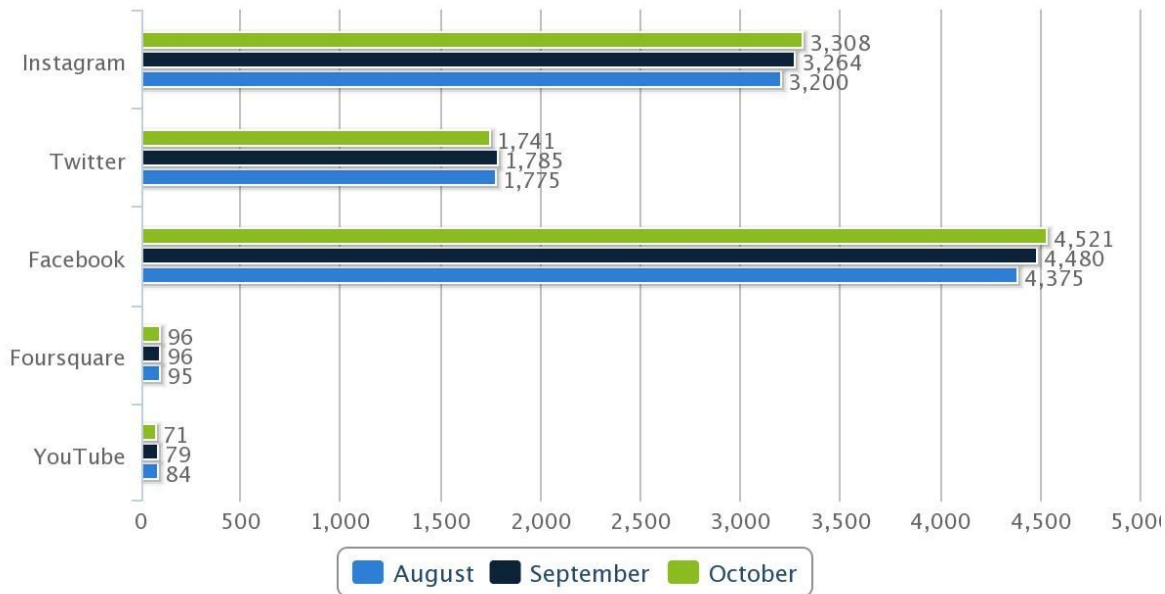
October 1st 4,495 to October 31 4,534

Instagram Growth

Followers October 1st 3,293 to October 31 3,310

Twitter Growth

Followers October 1st 1,791 to October 31 1,815



Trip Advisor

2020 Traveler's Choice Award



As reported previously in September the Key West Historic Seaport earned the TripAdvisor Travelers Choice 2020 distinction. Tripadvisor gives a Travelers' Choice award to accommodations, attractions and restaurants that consistently earn great reviews from travelers and are ranked within the top 10% of properties on Tripadvisor.



693

Reviews

Reviews

Traveler rating



Photo & Video Marketing

During October, our Key West based photographer captured a variety of images of the Historic Seaport and the beautiful sights throughout the facility. We are utilizing these images in both our blog and social media posts, and we will continue our photography and videography efforts. Below are only a few samples. We now own hundreds of Key West Historic Seaport images and videos.



WEBSITE MAINTENANCE & BLOG (HISTORIC SEAPORT)



- ADEPT continued with ongoing website maintenance and content creation, including our monthly blog posts.
- Link to Blog Post:
<https://www.keywesthistoricseaport.com/blog/historicseaportloveforlocalsocpromo/s/>



Introducing the Key West Historic Seaport Love for Locals Campaign!

#LoveForLocals October Promos at the Seaport At the Historic Seaport, we're thrilled to be rolling out our new Love For Locals marketing campaign, which specially caters to Monroe and South Florida residents. Of course, as always, we look forward to welcoming all visitors so everyone feels that inclusive Key West vibe. Here are just a few exciting October promos: Sunset Watersports - Call to book 305-296-2554 (8:00 A.M-9:00 P.M) Eco Tours - \$100 off Do-it-all (with parasailing) - \$50 off Jet Ski Tours - \$30 off Dinner Cruise - \$20 off Sip and Sail - \$10 off Parasailing [...]

WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)



Love for Locals at the Bight Marina: Frequently Asked Questions

Love for Locals at Bight Marina: Frequently Asked Questions Love for Locals at the Bight Marina: Frequently Asked Questions With the recent kickoff of our Historic Seaport Love for Locals campaign, we want to make sure all visitors and prospective visitors find answers to some of the most frequently asked Bight Marina questions. Our goal is to ensure [...]

By [Stephanie Rosendorf-Diaz](#) | October 20th, 2020 | Categories: [Blog](#), [Family Fun](#), [Water](#)

[Read More >](#)

Excursions | Tags: [Blog](#), [city of key west](#), [florida keys](#), [Key West Historic Seaport](#), [key west vacation](#), [Love for Locals](#)

- ADEPT continued ongoing website maintenance and content creation.
- Monthly Bight Marina Blog
 - Our September blog post for Bight Marina featured information on Historic Seaport tenants that had promotional offers for Labor Day.
 - Link to Blog Post:
<https://www.keywestbightmarina.com/blog/141keywestbightmarinafaq/>