

City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD
QUARTERLY MARKETING UPDATE
PAST.PRESENT.FUTURE

Marketing Services Contract #10-015
| November 2020 |



Q4 2020 Marketing Update

Past, Present, Future

Social Media

Website

Video, Television, YouTube

Blogging

Media Clipping & Performance

Tenant, Stakeholder Marketing

Advertising

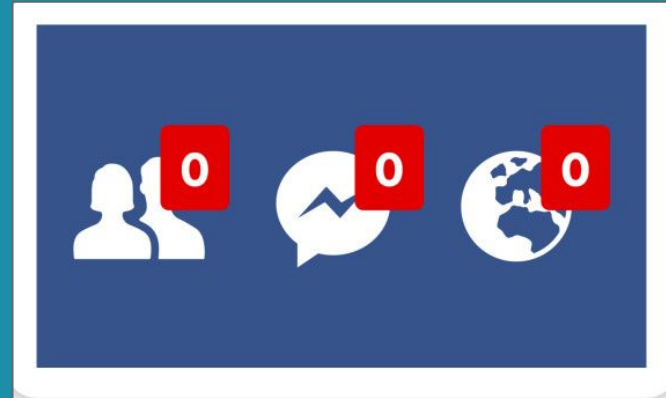


Social Media.



Social Media (Past)

Zero Social Media



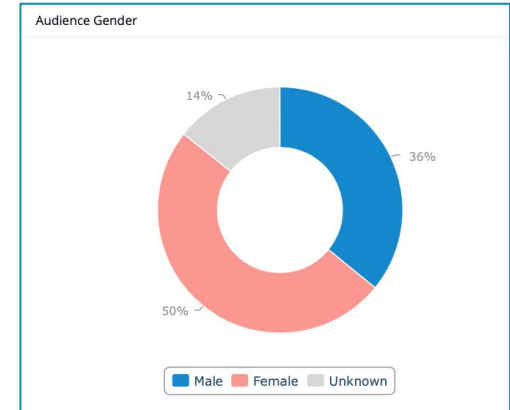
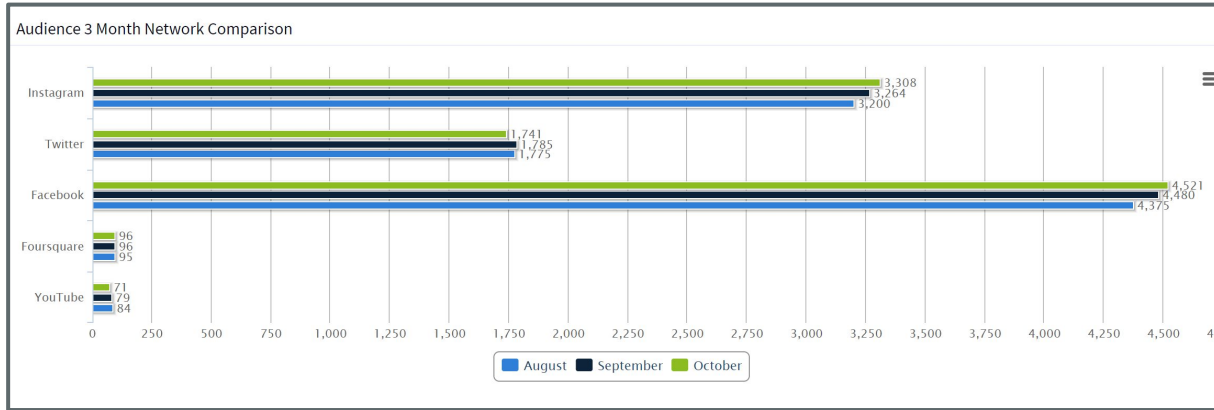
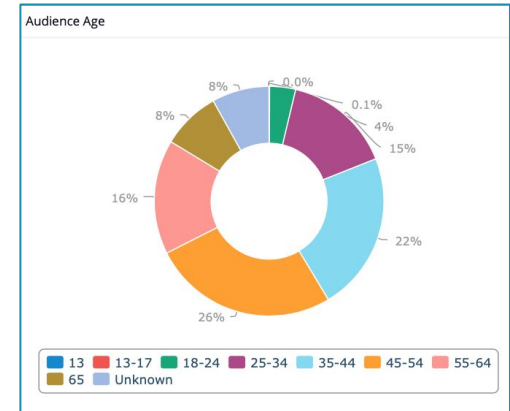
Social Media (Present)

- ❖ Seven (7) different social media platforms.
- ❖ Robust & active daily content and engagement.
- ❖ Multiple campaigns, contests, giveaways & video content creation.
- ❖ Successful audience growth on social channels of over 11,606 fans + counting.
- ❖ 2020 TripAdvisor Travelers' Choice Award



Social Media Audience Profile.

- ❖ Primary audience age is active adults between 35 to 54 years old.
- ❖ Audience gender is represented with female visitors slightly higher.



Social Media (Future)

- Increase paid advertising
- Focus on retailers and those specific businesses that have been overly burdened by economic downturn
- Increase content from minimum 1 post per day to 3 per day.
- New campaigns e.g. Love For Locals and Aztec Airways flight special with tenant welcome package



Website(s).

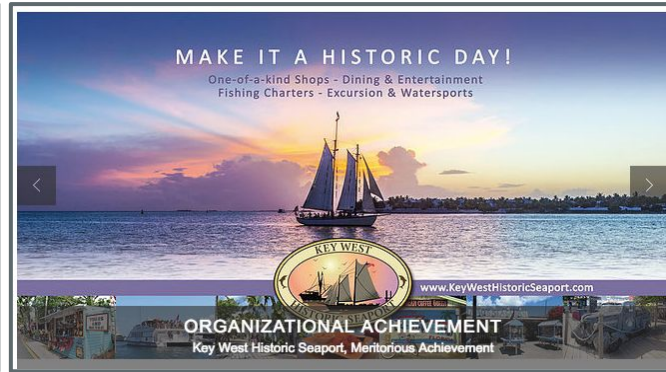
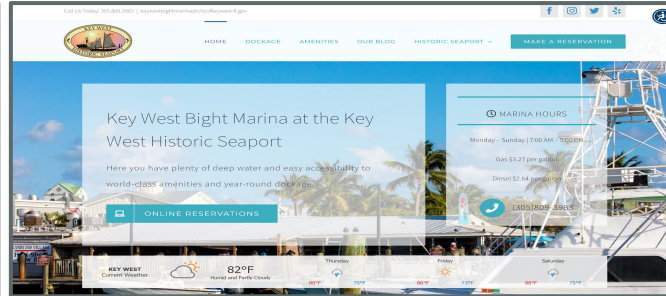
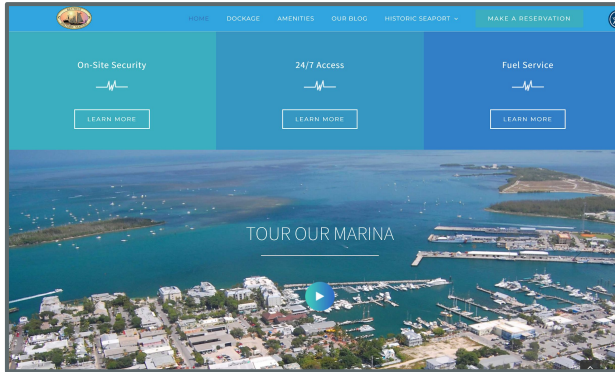
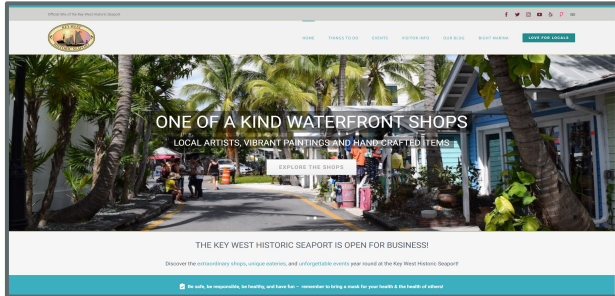


Websites (Past)



- KWHS
 - Antiquated/Outdated
 - Clunky
 - Limited information
 - No tenant representation
- Bight Marina
 - No Website

Websites (Present)



Google (October 2020)

Key West Historic Seaport

33,315 PEOPLE FOUND YOU ON GOOGLE

Here are the top search queries used to find you:

key west marinas used by 151 people	key west marina used by 121 people	marina used by 99 people
--	---------------------------------------	-----------------------------

273
asked for directions
-5.2% FROM SEPTEMBER 2020

154
visited your website
+2.7% FROM SEPTEMBER 2020

9
called you
-18% FROM SEPTEMBER 2020

Stand out to customers with a post about your business.
[CREATE A POST](#)

WHAT CUSTOMERS ARE SAYING ABOUT YOU

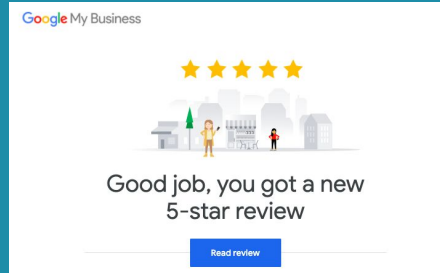
Congrats, **Key West Historic Seaport** has a **4.8** star rating on Google

★ ★ ★ ★ ★



Website(s) (Future)

- New landing pages for key campaigns
 - Love For Locals
 - Aztec Airways/Hotel and Tenant Welcome package
- Additional monthly blogs
- Goal: Increase 5-star reviews



Video, Television, YouTube (Past)

- Zero Television
- Zero YouTube or other video content
- One VHS Video

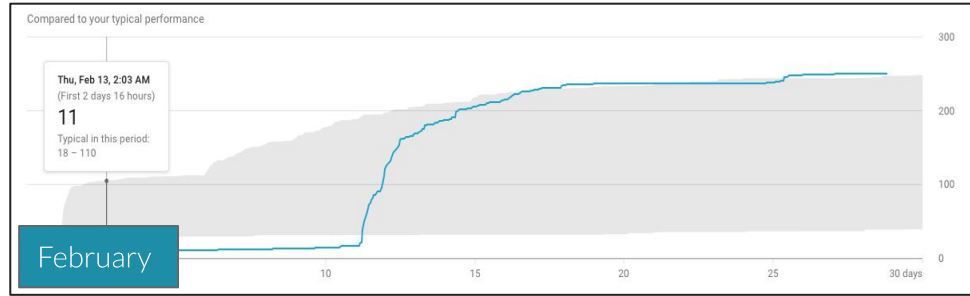
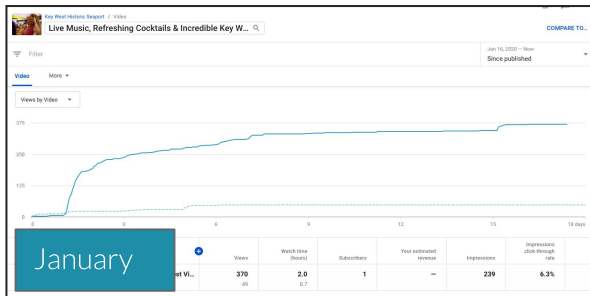


Video, Television, YouTube (Present)

- Three television commercials
- Annual television ad buys
- Regional television ad buys
- Holiday commercial aired November through January
- 53,594 (10/11/20) unique views on YouTube
- Dozens of videos and snippets produced and displayed on social media.
- Drone footage
- Monthly videos produced locally here in Key West



Video, Television, YouTube (Present)



Video, Television, YouTube (Future)

- Holiday Commercial to air next week through January
- Two Commercials to air on annual contract
- Monthly videos produced locally here in Key West for social / digital media





#THROWBACK THURSDAY ✓



BOATING FOR THE MIND & BODY

Monthly Blogging.



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Blogs (Past)

- Zero Blogs
- Zero Blogging



Blogs (Present)

Multiyear Award winning Key West Historic Seaport Blog

- 9 pages of blogs. Each page has roughly 6 blogs.
- Currently ranked No. 11 Key West Blog

Key West Bight Marina Blog

- 3 pages of blogs.



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Monthly Historic Seaport Blogging.



12hrs. in Key West



FEBRUARY 1, 2020

KEY WEST
HISTORIC
SEAPORT

MEET ME IN
KEY WEST!

12hrs. in Key West!

It's Friday morning and you just stepped off your day-cruise from whatever gorgeous location you were just at. You have landed afoot at the [Key West Historic Seaport](#). It's early, you need coffee and you especially need to figure out how to maximize your time as you only have twelve-hours before you sail off to the next lovely location.

1. But first, coffee.

Follow the sound of the roosters, literally. Nestled on Margaret Street, you'll find the deliciously, strong, coffee from one of our favorite places, [Cuban Coffee Queen](#). With all of the Cuban Coffee specialties that you could have ever dreamed of and over 20 types of breakfast sandwiches and other easy-to-eat-with-your-hand delicacies, this yummy establishment will not disappoint. Their coffee is strong but their mantra is stronger – "Drink more Cuban Coffee and do stupid things faster."



Meet Me in Key West!

With the most romantic day of the year right around the corner, grab your sweetheart and escape the cold temperatures from up north by visiting our tropical island of Key West! Between the sun notoriously setting over the Gulf of Mexico horizon each and every night or the numerous sunset sails being offered on a daily basis, you cannot go wrong by planning a romantic getaway at the Key West Historic Seaport. Switch things up by spoiling your sweetheart with a romantic weekend he or she will never forget!

With so much to do and see around at the Key West Historic Seaport, we decided to play cupid and list our top five most romantic things that you could share with your special someone the next time you are in Key West.

- Did you know the [SV Argo Navis](#) is the last known boat built in Key West? Sailing year-round, the Navis's innovative technology and vision make for a truly remarkable experience. They have successfully and handily elevated the meaning of "luxury." Offering only the finest wines, craft beers, artisanal charcuterie, you truly cannot go wrong in spoiling your loved one aboard the Argo Navis. We estimate that a number of guests allowed to board each sunset sail, The Argo Navis really emphasizes on the romantic getaway.



Saint Patrick's Day at the Key West Historic Seaport!

From green beer pitchers to a huge craft beer selections or even an endless supply of whiskey, St. Patrick's Day at the [Key West Historic Seaport](#) is exactly where you want to be this upcoming holiday. We highly recommend you pull out your best Saint Patrick's costume, adding some green paint to your hair green and heading out to the [Historic Seaport for some good ole fashioned luck of the Irish!](#)



needs will definitely be covered!



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Monthly Bight Marina Blogging.

Key West Bight Marina

The [Key West Bight Marina](#) provides visitors and locals with the most inviting of atmospheres. It comes as no surprise that on a consistent basis every single year as the marina being one of the most sought-after places in Key West and considering Florida practically has one consistent climate all year round, every day is paradise on the open waters surrounding the Key West Bight Marina.

If you look closely, you'll notice the majority of the boats docked at the Bight Marina are fully equipped with all the essentials for a fun and interactive day on the water. From fishing equipment and diving gear to even the most perfect kayak to explore the backcountry of Key West, each boat is ready to maximize your time on the water.



TOP FIVE BOATING ESSENTIALS!

The [Key West Bight Marina](#) notoriously strives to provide visitors and locals with the perfect island escape while immersing themselves in the most inviting of atmospheres. It comes as no surprise that thousands of visitors frequent the [Bight Marina](#) on a consistent basis every single year. With the Marina being one of the most sought-after places in Key West and considering Florida practically has one consistent climate all year round, every day is paradise on the open waters surrounding the Key West Bight Marina.

With that being said, we have compiled a list of the top 5 Boating Essentials any avid boater needs to ensure a fun and safe time out on the water.

- **Waterproof Camera**

Capturing memories is an absolute must and what better way to show off your day on the water by bringing along a waterproof camera? Whether you are using a waterproof phone case, a disposable waterproof camera or even a GoPro, you don't want to forget to pack this very important go-to essential. We recommend stopping by either [Captain Quick Dry](#) or [Hammerhead Surf Shop](#) as they are fully stocked in all your waterproof essentials.

- **Water Toys**

THE PERFECT VALENTINE'S KEY WEST BIGHT MARINA DATE NIGHT!

With the most romantic day of the year right around the corner, grab your sweetheart and escape the temperatures from up north by visiting our tropical island of Key West! Between the sun notoriously setting over the Gulf of Mexico horizon each and every night or the numerous sunset sails being offered on a daily basis, you can't go wrong by planning a romantic getaway at the [Key West Bight Marina](#). Switch things up by spoiling your sweetheart with a romantic weekend here or she will never forget!



ESCAPE TO THE KEY WEST BIGHT MARINA

KEY WEST BIGHT MARINA

Blogs (Future)

- Two sites each with its own unique blog
- Adding up to 4 monthly blogs per site per month
- Driving traffic to both websites
- Focussed on retailers who have been hurt most during the pandemic
- Goal: Move up to top five blog in Key West (currently ranked 11)



Media Clippings & Performance.

“The past several months have been a time of uncertainty. We are thrilled to promote our Historic Seaport tenants during this time and offer our locals and guests the best deals and unique offerings along the beautiful harborwalk waterfront”

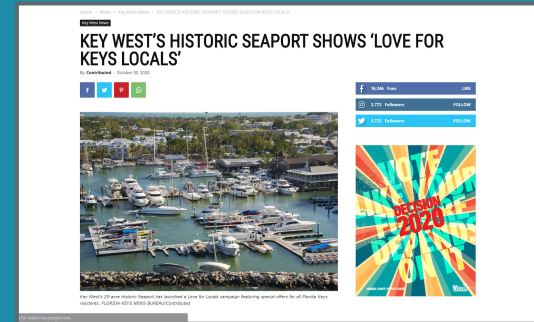
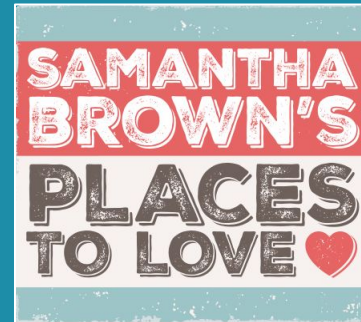
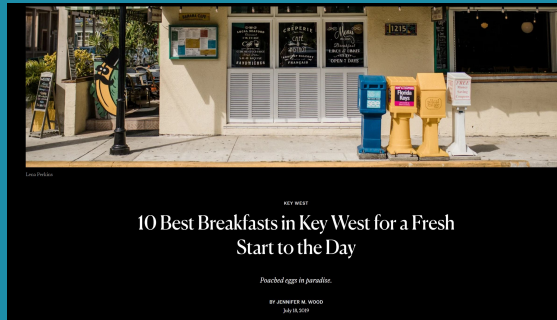
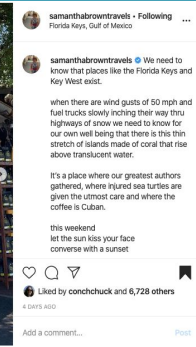
Michael Knowles, Chairman of the Bight Management District Board



International, National, Regional Press and Publications



- ❖ Samantha Brown's | Places to Love
- ❖ USA TODAY
- ❖ PBS
- ❖ Keys Weekly
- ❖ Key West Citizen
- ❖ Condé Nast



All Things Key West Historic Seaport.

1.

Earth Trekkers

Live to Travel. Travel to Live.

Cuban Coffee Queen. We had one of our best meals at this outdoor food stand. Located near the Key West Historic Seaport, this small restaurant serves Cuban cuisine and the best coffee that I had in Key West.

The Schooner Wharf is another popular spot to visit. We were here at noon at the place was packed. It's five blocks from the Seaport.

07 of 08

Half Shell Raw Bar

2.

VIEW MAP

ADDRESS: 231 Margaret St., Key West, FL 33040, USA

PHONE: +1 305-204-7406

WEB: V

UNITED STATES > FLORIDA > FLORIDA KEYS

The 8 Best Restaurants in Key West

BY ALLISON RAMIREZ Updated 10/24/19

SHARE PIN PRINT EMAIL

trip Savvy

If you're headed to the Southernmost Point of the United States, you better get your list of restaurants ready. Key West might be a small town, but its food options are mighty. In Cayo Hueso, you'll find only the freshest seafood, caught on the daily, authentic Cuban cuisine, flaky French pastries, raw oysters, and more. The good thing is, no matter the meal, you'll never be underdressed; showing up for lunch in a bikini might sound questionable, but in the Keys, comfort takes precedent.

Five hundred years since Havana was founded, Cuba's capital city remains as resilient as its shabby chic buildings and elegant as the vintage cars still rolling in the streets. Harrell, a native Floridian, was born into the world of art in 1964 and has been painting since the first grade, with his first published work at the age of 7.

Harrell reflects, "I did a lot of illustrations for newspapers and magazines in the years right after painting full-time." In 1992 he became a professional painter and hasn't looked back.

His objective is to master both the oil and watercolor mediums. He especially likes the challenging landscapes and cityscapes, as well as the intricacies of depicting water realistically. His first true artistic passion was painting, with its architecture and old American cars, captivated his



3.

'Havana Shadows' at Gallery on Greene

4.

Architectural marvels

... OF OLD TOWN KEY WEST

All Star: The Custom House, Key West, Florida, USA

Recognizing the importance of Key West's growing seaborne economy, the U.S. Treasury authorized construction of the Custom House in 1855 to accommodate its current operations. The building (redevelopment) (relocation to the historic and historic architecture was all the rage on the mainland at the turn of the 19th century. The original structure housed the customs office, district court and post office. But the Great Depression hit the island hard and by July of 1934, Key West was one of the oldest cities in Florida, formerly destined to fail.

Over the years, the Custom House was expanded and expanded. The building served with needs, sales beyond the custom arena, and abandoned, unutilized storefronts became warehouses. Customs abandoned and the court and post office moved to other locations. The Navy took possession of the Custom House building by the mid-1960s. The building was eventually abandoned when military use was no longer needed. The building stood empty for the next 22 years and in 1988, the Key West Art & Historical Society undertook an ambitious \$2 million restoration of the abandoned building, restoring it to its original splendor. Today, the award-winning building houses the Custom House Museum, whose leadership (public orientation) indicates a desire to bring the walls with artifacts that celebrate the colorful history of Key West — a mission reflecting the historical importance of the building in which they reside.

Girls' binge: Key West in 30 hours

Marjorie Post provides a look back from Old Town Key West. MARGARITA (ALL KEY WEST) COURTESY PHOTO

Please allow me to explain how I ended up in a bar in Key West at high noon with a needle stuck in my arm. And how to get away and get down into a competition between a naked man and one wearing boxer shorts regarding who had the butt. And... well, skip that, there's just no explaining some things.

Actually, the words "Key West" should always explain everything. The quirky island town known for its partying and crime just has that way about it. Without even trying, you end up in a situation that's either going to make a great story or one share with another person for the rest of your life.

5.

Tenant, Stakeholder Marketing.

Tenant E-Mail Blast, Sept/Oct. 2020



Dear Key West Historic Seaport Tenants,

As your partners at the [Key West Historic Seaport](#), we're continually positioning the Seaport as a premier destination, especially as we all get back to business.

On that note, we're excited to introduce our new [Love For Locals](#) marketing campaign, featuring the best part of Key West - YOU.

In light of current circumstances, this campaign will focus on the region's drive market, and specifically Monroe County. However, as always, we want visitors from outside Monroe County to have that inclusive [Key West](#) vibe.



New Blog Post!

[Click here](#) to view our latest blog [post](#) featuring fantastic outdoor activities for your Labor Day Weekend at Key West Historic Seaport.



Labor Day 2020 Blog Post Email Blast

Tenant Survey, October 2020

Key West Historic Seaport Love4Locals Tenant Survey

Key West Historic Seaport
Love for Locals Tenant Survey

1. Your Name

2. What is the name of your business?

3. Today's Date

Date

*4. Enter the description of your offer, promotion, new menu, or items for sale or simply enter a compelling statement why locals should visit now (100 character limit).

Advertising.



Historic Seaport Advertising.

- Historic Seaport Airport Advertisement to reflect the 2020 Winter & Spring season.
- Airport advertisements included 3 High Def LCD ads running on all three screens on both conveyor belts at Key West airport.
 - 3 back-to-back High Def LCD at airport arrival, 15 seconds each ad
 - Ferry and Airport rack card placement at airport arrival
- Television, three commercials
- USA Today Gulf Coast Southeast Travel Guide 1/2 page (April)
- Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com, and Floridakeys.com)



Partnership with the Off Duval Guide.

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Key West
5 Key Lime Square

Drink more CUBAN COFFEE
do Stupid Things **FASTER**
305.294.7787
cubancoffeequeen.com
FREE DELIVERY!

Sarabeth's

- James Beard Award Winner
- Breakfast, Lunch & Dinner
- Indoor & Outdoor Dining
- Historic 1800's clapboard landmark building in the heart of Old Town

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KEY WEST HISTORIC SEAPORT

Your Gateway for Everything to Do in Key West

Come Explore: Water Excursions, World-Class Dining, Year Round Events & Extraordinary Shopping

201 William St. | KeyWestHistoricSeaport.com | @HistoricSeaport

Key West's FINEST
OFF DUVAL GUIDE

THE BEST LOCAL PLACES OFF THE BEATEN PATH



Who Let the Dogs Out? by W.B. Thompson, courtesy of The Gallery on Greene.

OUR FAVORITE LOCAL SPOTS CONVENIENTLY ORGANIZED BY ADDRESS FOR YOUR SELF-GUIDED WALKING TOUR

A division of Key West's Finest, Inc.
305.296.0555 • KEYWESTFINEST.COM
@Key West Finest

Key West's FINEST

THE BEST LOCAL PLACES OFF THE BEATEN PATH

- 305.440.3196
breakfast music every day
- 1928
Polgan linens, jewelry, etc.
- 7.6799
ts.
- 5.517.6799
breakfast & lunch, 10am-3pm.
- 597.7580
for every adventure. at Boy Creations hut.
- 41.7699
daily 8am-10pm, & Mimosa Bar!
- 305.294.1136
load the app.
- HOTEL 2661
12-9-30pm
lazz 5-8
- 5.320.0500
ation & Acupuncture, body treatments.
- SE & WINE BAR
64.4762
local Snapper.

PRETTIES

welcoming you to a full mind, body, and soul experience
PRRNPSRKEYWEST.COM | 305.295.0100 | 625 WHITEHEAD ST

The Spice & Tea Exchange

Find Your Way to Flavor!
SPICES • SUGARS • TEAS • GIFTS

The Spice & Tea Exchange of Key West
511 Greene St, #102 | 305.741.7352

RAMS HEAD Southernmost

804 WHITEHEAD STREET
PHONE: (305) 440-3186

MONDAY-SATURDAY
8:30 AM TO 11PM
SUNDAY
9 AM TO 11 PM

KEY WEST'S LARGEST BLOODY MARY BAR
CRAFT BEER | CREATIVE PLATE
FOOD TO-GO | BREAKFAST | FROZEN DRINKS
LIVE MUSIC EVERY DAY

RAMSHEDSOUTHERNMOST.COM

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VIGNETTE

524 SOUTHARD ST | 305.916.3722
WWW.VIGNETTEKEYWEST.COM

MANGIA MANGIA pasta cafe • KEY WEST

900 Southard Street • 305.294.2469 • Mangia-Mangia.com

La Crêperie VIV WINEBISTRO

From 7:30 AM to 3:00 PM
300 Petronia Street Key West
305-517-6799

OpenTable

LOST BOY CREATIONS

KEY WEST, FL
CUSTOM PARACLOUDERS
ADVENTURE WISDOMWEAVING
-APPELLÉ FOR THE WANDERLUST-

220 PETRONIA ST.
330.306.4197
WWW.LOSTBOYCREATIONS.COM

MUST TRY: Original browns on top, Whole fried Yellowtail Snapper.

12. THE PEACE STORE
403 Caroline St • ThePeaceStore.net
Studio dedicated to the global culture of peace through art & public activism.
KNOWIN FDR: A unique bohemian, flower power, hippie art boutique.

13. PEPE'S CAFÉ
806 Caroline St • PepsKeyWest.com • 305.294.7192
The oldest "joint" in Key West. Open 7 days, 7:30am-9:30pm.
MUST TRY: The famous fresh squeezed Margarita.

KNOWIN FDR: Personalized styling.

25. SARABETH'S KEY WEST
530 Simonton St • SarabethKeyWest.com • 305.293.8181
Classic American fare with a slice of Key West charm.
KNOWIN FDR: James Beard Award winning cooking.

26. BRACE ON FRANCES
600 Frances St • GraceOnFrances.com • 305.294.0864
A beautiful boutique in a lovely neighborhood worth discovering.
KNOWIN FDR: Cashmere scarves, fine jewelry, accessories & unique treasures.

THE DUVAL LOOP BUS IS IT'S FREE!

GET THERE. HAVE FUN. GET BACK. AND IT'S FREE.

Runs every 15 minutes 10am-midnight,
every 30 minutes 6am-10am.

CARFREEKEYWEST.COM • KWTRANSIT.COM

Florida Keys & Key West (Monroe County TDC) Cooperative Advertising

Program Name	Circulation	Insertion Dates	Materials Due	TDC Ad Size/Specs*	Participation Rate
Key West Digital – Winter	2,324,551	January-February	12/11/20	Various	\$700
Afar Magazine	275,000	May/June	1/22/21	Full Page, 4C	\$800
Key West Digital – Spring	2,734,651	February-March	1/29/21	Various	\$1,000
Key West Digital – Southeast + Texas	1,633,380	March-April	2/12/21	Various	\$500
Out Magazine	190,000	April/May	1/22/21	Full Page, 4C	\$300
Key West Digital – Summer	1,164,087	May-June	4/9/21	Various	\$400

Florida Keys Digital Winter Re-Targeting

As part of the 2020-2021 the TDC has funded a cooperative digital campaign re-targeting visitors who have been to fla-keys.com & visitflorida.com.

After visiting either site, our target audience will be served co-branded banners while navigating other websites. This program runs in conjunction with the Monroe County Tourist Development Council's District and Umbrella campaigns.

This co-op program includes the following media:
 Retargeting from Fla-Keys.com & VisitFlorida.com
 Impressions: 3,360,000
 Ad Sizes: 300x250 & 160x 600
 Insertion Date: 1/11-4/14 '21

Google Advertising.

Since November 1, 2019:

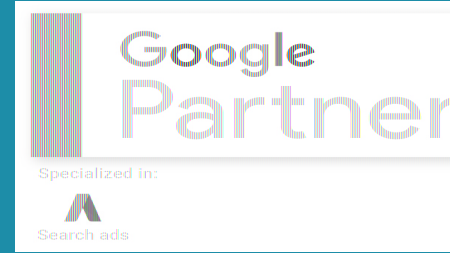
Campaigns for regional market and on-island

- ❖ Impressions: 1,644,842
- ❖ Clicks: 5,805
- ❖ Cost/thousand impressions: \$1.67

October 1, 2020 - Pivoting to Local (Monroe) Market:

Love 4 Locals campaign provides discounts and promotions for Monroe County residents to help offset tourism decline from Covid-19 pandemic. Started in October, 2020, the results are:

- 511 visits tracked
- 564,763 impressions
- 1,122 clicks to discounts



Thank you!



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Strategy & Public Relations

