

City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| March 2022 |



**ADEPT**  
Strategy & Public Relations



April 2, 2022

## MEMORANDUM

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

**FROM:** Dana Pollitt, Managing Partner, ADEPT

**SUBJECT:** *Key West Bight Mgmt. District Board, March 2022 Monthly Update, Key West Historic Seaport Marketing Services Contract*

The following is a summary of ADEPT's professional marketing activities during the month of March 2022 for the Key West Historic Seaport and Key West Bight Marina:

## Public Relations / Media / Press Clippings

### Public Relations

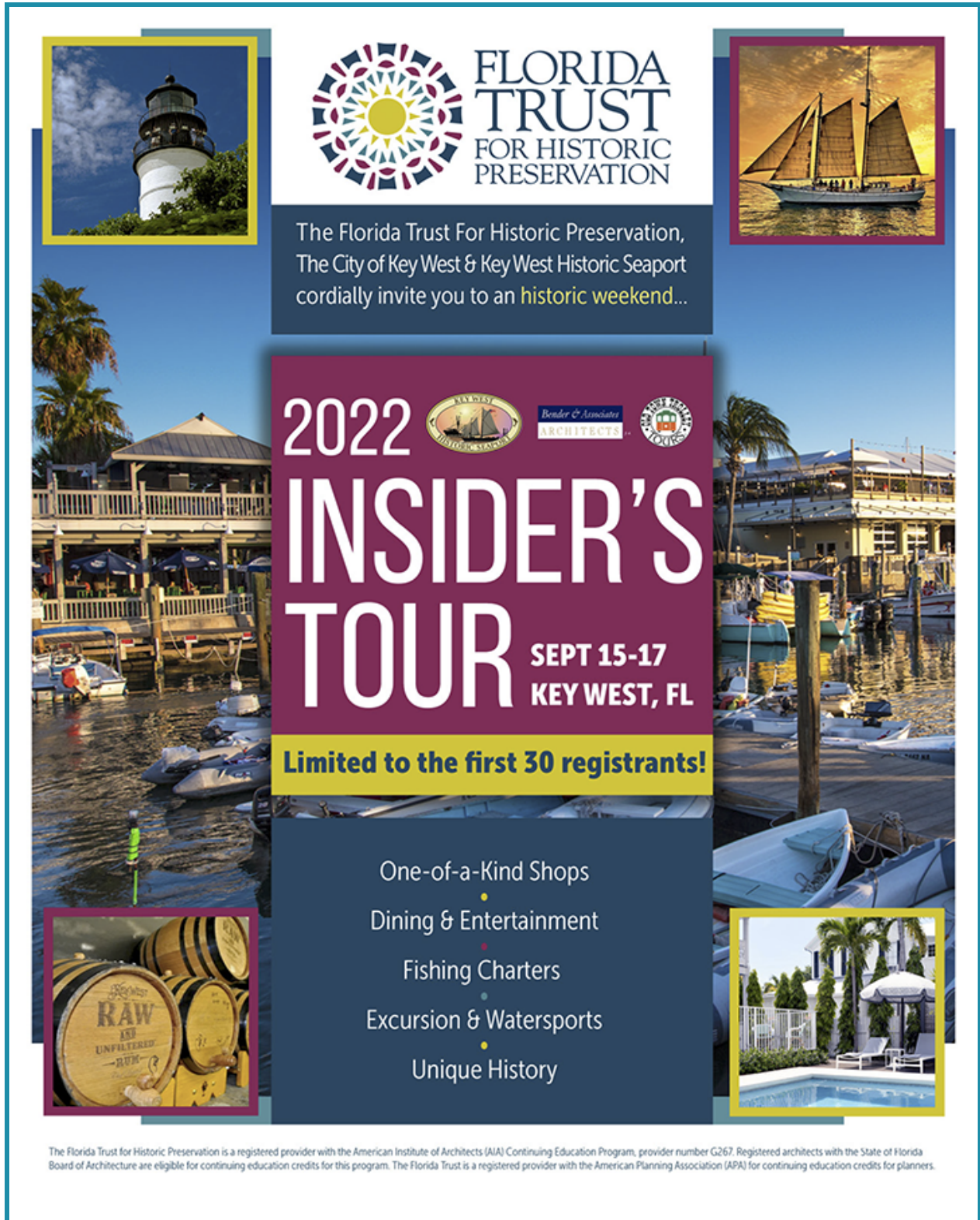


During the month of March, ADEPT created and distributed an e-blast to all Historic Seaport tenants to get updated information on events, deals, giveaways, and promotions for St. Patrick's Day and any other spring occasions. Sending this monthly email blast enables us to gather the most up-to-date information on all of our tenants to promote on Historic Seaport social media and on the Key West Historic Seaport website.






ADEPT also continued working with the Florida Trust for Historic Preservation on this year's September 2022 'Insiders Tour' Hosted by the Key West Historic Seaport and featuring several KWHs tenants. The event brings together historians and preservation professionals from around the State of Florida and will highlight properties throughout the City. Below is the full agenda created by ADEPT.




2022 Insiders Tour Flyer Cover Designed by ADEPT






The flyer cover features a central purple banner with the text "2022 INSIDER'S TOUR" in large white letters, followed by "SEPT 15-17 KEY WEST, FL" in smaller white letters. Below this, a yellow banner reads "Limited to the first 30 registrants!". The background is a collage of images: a lighthouse, a sailboat, a waterfront restaurant, a pool, and rum barrels. Logos for the Florida Trust for Historic Preservation, Bender & Associates Architects, and Key West Historic Seaport are visible. A list of activities is provided in a dark blue box at the bottom.

 **FLORIDA TRUST**  
FOR HISTORIC PRESERVATION

The Florida Trust For Historic Preservation,  
The City of Key West & Key West Historic Seaport  
cordially invite you to an **historic weekend...**

**2022**  
**INSIDER'S**  
**TOUR** **SEPT 15-17**  
**KEY WEST, FL**

**Limited to the first 30 registrants!**

- One-of-a-Kind Shops
- Dining & Entertainment
- Fishing Charters
- Excursion & Watersports
- Unique History

The Florida Trust for Historic Preservation is a registered provider with the American Institute of Architects (AIA) Continuing Education Program, provider number G267. Registered architects with the State of Florida Board of Architecture are eligible for continuing education credits for this program. The Florida Trust is a registered provider with the American Planning Association (APA) for continuing education credits for planners.

2022 Insiders Tour Flyer Agenda Designed by ADEPT



**FLORIDA TRUST FOR HISTORIC PRESERVATION**

**2022 INSIDER'S TOUR**

**SEPTEMBER 15-17**  
**KEYWEST, FL**

**REGISTRATION** Registration is \$300.00 member; \$350.00 nonmember/guest  
To register, click [here](#) or visit: [floridatrust.org/key-west-insiders-tour](#)

**HOTEL – Kimpton Key West** Address: 409 Angela St, Key West, FL 33040  
Rate: \$390 | Complimentary Parking

**TRANSPORT – Old Town Trolley**

Friday – 9:30 a.m. Ride from hotel to Mel Fisher Museum  
10:45 a.m. Ride from museum to Key West Lighthouse

Saturday – Begin at 8:45 a.m. Ride from hotel to Old City Hall  
Trolley service all day long

**SCHEDULE OF EVENTS**

**Thur. Sep 15 – Insider's Tour Kickoff**

6:00 p.m. Welcome Reception – The Boat House

**Fri. Sep. 16**

Breakfast on your own

**9:45 a.m. – Tour: Mel Fisher Museum, 200 Greene St**  
Discover a museum rich in history, with treasure discovered by Mel Fisher and his crew.

**11:00 a.m. – Tour: Key West Lighthouse, 938 Whitehead St**  
Climb to the top of the tower for a scenic look at what the lighthouse keepers watched over for more than 120 years.

**12:00 p.m. – Lunch: Moondog Café**

**1:00 p.m. – Tour: Custom House**

**1:30 p.m. – Tour: Private Homes**

**2:30 p.m. – Tour: Private Home**

**5:30 p.m. – Sunset Cruise on the Spirit of Independence**  
Experience the beauty of Key West on a sunset cruise with Captain Rick Sands and his crew aboard this schooner, family owned and operated for nearly 45 years.

**Sat. Sep. 17**

Breakfast on your own

**9:00 a.m. – Tour of Key West Cemetery**  
Key West's unique and intriguing cemetery lies in the heart of Old Town. It was established in 1847 following a disastrous hurricane. This continues to be an active cemetery.

**10:30 a.m. – Williams Hall Church Tour**  
A beautiful sanctuary completed in 1912 and recently renovated. It was the third structure to be erected on the corner of Fleming and William.

**12:00 p.m. – Lunch: Bender Home**

**1:30 p.m. – Tour: Private Homes TBC**

**2:30 p.m. – Tour of Chamber of Commerce**

**3:30 p.m. – Tour: Private Homes TBC**

**4:30 p.m. – Key West's First Rum Happy Hour Tour**

**7:30 p.m. – Seaside Social Dinner: Conch Republic**

**Sun., Sept. 18**

On your own/Departure

**Suggestions: Sunday on-your-own to Fort Jefferson via Yankee Freedom National Park Ferry**

For more information, contact Tondra Matthews at (850) 224-8128 or email [tmatthews@floridatrust.org](mailto:tmatthews@floridatrust.org)



## 2022 Insiders Tour Story Post (Social Media)



## 2022 Insiders Tour Email Graphic



## 2022 Insiders Tour Event Banner Ad



## Media and Press Clippings

The following contains a sample of media clips from the past month related to Key West and the Key West Historic Seaport:



[You're on a cruise or day trip with a stop in Key West? Here are 12 spots to quickly explore](#) - by Gwen Filosa, Miami Herald, Mar. 14, 2022 - "Key West's old seaport is a gem: a waterfront harborwalk with shopping and dining in the middle of a marina that features fishing charters, sunset-sailing catamarans and tall ships. The 20-acre complex is a place to mix with locals and visitors and take in exceptional dockside views."

[Vince Vaughn is a Florida man now - and spending quality time at the beach](#) - by Madeleine Marr, Miami Herald, Mar. 18, 2022 - "Cast and crew members spent time filming at the Key West Historic Seaport. At one point, the film crew used their gear to make it rain near the Half Shell Raw Bar for a scene."



[25 Best Things to Do in Key West, Florida](#) - by VI Staff, Mar. 17, 2022 - "The Key West Historic Seaport is home to many activities, attractions, restaurants, and shops. Today, there are several waterfront restaurants serving fresh seafood. They can also enjoy dolphin watching, snorkeling, and scuba diving trips on catamarans, sailboats, and yachts."



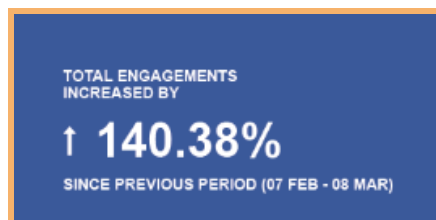
## Social Media

During the month of March, ADEPT created new engaging social media posts, promo videos and graphics to advertise Seaport tenants, promote celebrating St. Patrick's Day at the Historic Seaport, and spread positive snippets of Key West in the media, such as Key West's inclusion on lists for top destinations for fishing and more. Along with posts for specific occasions and events, we continued to work on building our audience across all social media platforms to increase our online reach and organic engagement with past, present, and prospective visitors to the Key West Historic Seaport and Key West Bight Marina. Below, you will also find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.



Please see Key West Historic Seaport Social Media Reporting for the month of March, 2022.

### Facebook Stats



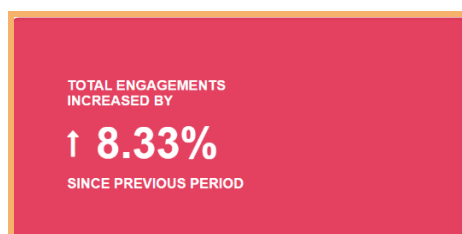
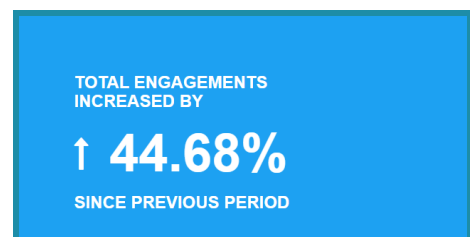
Followers: up from 5,849 (3/6/22-4/2/22)  
Likes: 5,155 up from 5,119 (3/6/22-4/2/22)  
Check Ins: 7,892  
People Reached: 30,026 (3/6/22-4/2/22)

### Instagram Stats

Followers: 3,835 followers, up from 3,798 (3/6/22-4/2/22)

### Twitter Stats

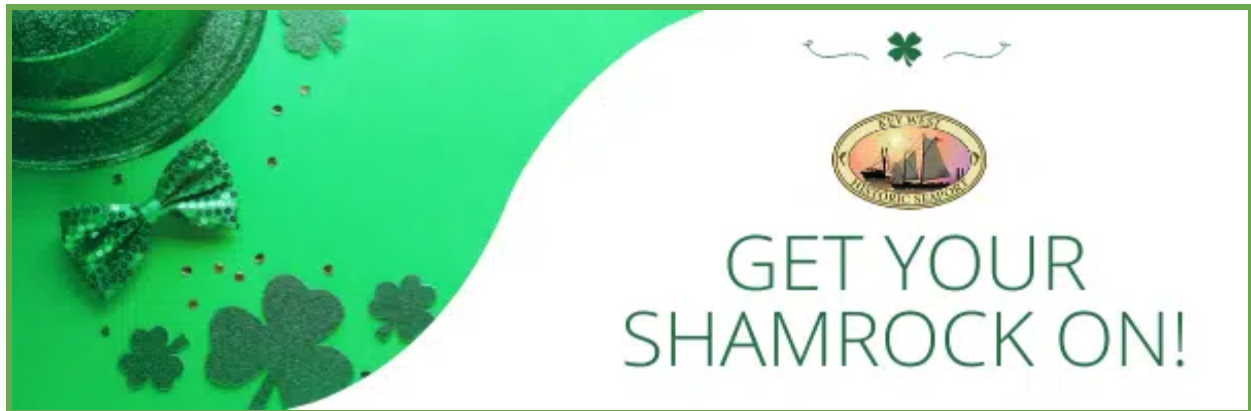
Followers: 2,336 followers, up from 2,274 (3/6/22-4/2/22)



### YouTube

69,857 unique views to Key West Historic Seaport YouTube videos.  
KW Historic Seaport Official Video - 20,238 views  
107 channel subscribers  
334 total videos posted to KWHS Channel

## Website Maintenance & Blog (Historic Seaport)



- KWHS website maintenance was performed during the month of February, particularly with regard to adding spring events that are organized, sponsored, or hosted by Historic Seaport tenants. Besides adding these events, ADEPT continued with other website updates, maintenance and content creation, including our monthly blog posts.
- Link to March 2022 Blog Post: [Come Get Your Shamrock on at The Key West Historic Seaport!](#)

## Website Maintenance & Blog (Bight Marina)



- In March, ADEPT continued our ongoing Bight Marina website updates, including the addition of new information on dockage and amenities at Bight Marina.
- As is the case for the Key West Historic Seaport website, by increasing our audience and reach on social media with our Historic Seaport account, more users are directed to the Bight Marina website, as well.
- Link to Monthly Bight Marina Blog Post: [Women's History Month Feature – Women in The Boating & Marine Industries](#)



## Television Marketing & Advertising

The Key West Marketing Team in conjunction with KeyTV Destination Television ran advertising of our two KWHS television commercials and both editorial television spots during the month of March 2022.

See March 2022 Affidavit and Total Spots below:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-FL, Lauderdale, FL

Date:

4/1/2022

Actual Contract Dates:

9/27/2021 to 12/25/2022

AE:

Jessica Cranney

Description:

Key West Historic Seaport 2021-22

Agency:

ADEPT Strategy & Public Relations

Date Range: 2/28/2022 - 3/27/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	2/28/2022	01:47:22	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	2/28/2022	02:15:13	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	2/28/2022	06:40:16	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/28/2022	07:49:51	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/28/2022	08:16:44	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	2/28/2022	09:39:55	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	2/28/2022	10:22:31	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/28/2022	11:11:50	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/28/2022	13:12:23	MO	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/28/2022	14:37:08	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/28/2022	15:30:47	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	2/28/2022	17:12:14	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	3/1/2022	01:34:58	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/1/2022	03:44:41	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/1/2022	06:50:49	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/1/2022	08:42:04	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/1/2022	09:58:27	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/1/2022	10:55:03	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/1/2022	14:22:29	TU	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/1/2022	15:26:15	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/2/2022	01:41:19	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/2/2022	03:36:44	WE	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/2/2022	04:44:27	WE	00-06	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	3/2/2022	07:26:23	WE	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	3/2/2022	08:13:59	WE	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/2/2022	08:44:30	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/2/2022	09:23:19	WE	06-10	:60	00:01:02	Bonus

**DESTINATION  
NETWORK**

Corporate Headquarters: 850.254.2773 • P.O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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NETWORK**

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:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	101
Bonus spots:	101
VAP spots:	89
Total spots:	274

In March, ADEPT continued our series of advertising and marketing videos for the Key West Historic Seaport highlighting it as a destination for people looking for great food, shopping, entertainment, and fun water activities.

