



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD
MONTHLY MARKETING UPDATE

Marketing Services Contract
| April 2022 |



ADEPT
Strategy & Public Relations



May 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, April 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 April 2022 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

Public Relations



In April of 2022, ADEPT created and distributed an e-blast to all Historic Seaport tenants to gauge tenant interest in participating directly or indirectly through the KWHS for the 40th Annual Conch Republic Independence Celebration (CIRC) 2022 and beyond.

ADEPT engaged a local videographer and editor to capture all 10 days of CIRC events. Our team has nearly an hour of usable b-roll footage to edit down into :30 television and streaming service style commercials and longer 2-5 minute editorial videos. We will also use this footage for short :06-:15 social media snippets leading up to next year's CIRC event.

Media and Press Clippings



[THE CONCH REPUBLIC INDEPENDENCE CELEBRATION 2022](#) - Key West Florida Weekly, Apr. 21, 2022 - "Celebrate 40 years of the founding of Conch Republic, in response to a United States Border Patrol Blockade of the Florida Keys. Numerous events take place at the Historic Seaport, including: "World's Looooongest Parade" After-Party & Awards Ceremony at Schooner Wharf, 37th annual "Schooner Wharf Wreckers Cup Race Series" Captains' Meeting; 37th annual Pirate Ball & Costume Contest, and more.

[Got time for a stop in Key West? Here are 12 spots to quickly explore](#) - by Gwen Filosa, Miami Herald, Apr. 17, 2022 - "9. Key West Historic Seaport - 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."



[What's the best way to get around Key West while visiting? \(Hint: It's not by driving\)](#) [TNS, Apr 26, 2022](#) - "Along with all the interesting and historic architecture, shops, restaurants and bars, you can walk to a couple of beaches close to downtown. And you can easily reach the Key West Historic Seaport on foot."


Key West Historic Seaport
 Published by Sendible · April 27 at 10:05 AM ·

"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."

<https://bit.ly/3vdcqfHR>


Finger Lakes Times

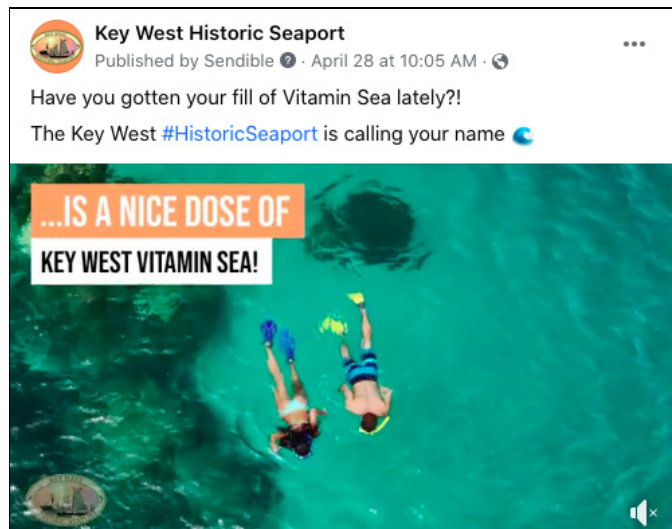


[The 'Conch Republic' is turning 40. Here's how to celebrate like a local in Key West](#) - by Gwen Filosa, Apr. 15, 2022 - The 40th annual Conch Republic Independence Celebration lasts 10 days in Key West, a schedule that includes parties, special sails, sea battle reenactments, contests, a street fair and a boat parade. Events double as fundraisers for local nonprofits.

Social Media

Throughout the month of April, ADEPT created new engaging social media posts, promo videos and graphics to advertise Seaport tenants, promote attending Conch Republic Independence Celebration events taking place 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.

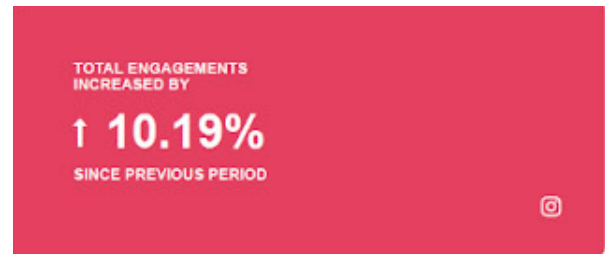
Along with posts for specific occasions and events, we continued to work on building our audience across all social media platforms to increase our online reach and organic engagement with past, present, and prospective visitors to the Key West Historic Seaport and Key West Bight Marina. Below, you will 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 April 2022.

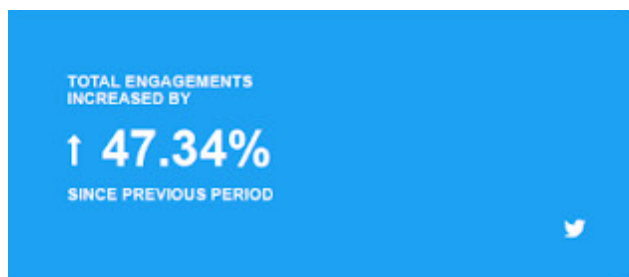
Facebook Stats

Followers: 5,984 up from 5,849 (4/6/22-5/2/22)
Likes: 5,170 up from 5,119 (4/6/22-5/2/22)
Check Ins: 7,930
People Reached: 18,505 (4/6/22-5/2/22)



Instagram Stats

Followers: 3,846 followers, up from 3,835 (4/6/22-5/2/22)
2,145 posts
1,651 following



Twitter Stats

Followers: 2,418 followers, up from 2,336 (4/6/22-5/2/22)

YouTube

70,041 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)



- KWS website maintenance was performed during the month of April, 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 April 2022 Blog Post: [Celebrate Conch Republic Independence at the Historic Seaport!](#)



Website Maintenance & Blog (Bight Marina)

- In April, 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: [Key West's Conch Republic Independence Celebration](#)

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 April 2022.

See April 2022 Affidavit and Total Spots below:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic

DMA:

Miami-Ft. Lauderdale, FL

Date:

5/2/2022

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: 3/28/2022 - 4/24/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	3/28/2022	02:14:12	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/28/2022	04:50:57	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2022	06:17:32	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/28/2022	06:41:42	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2022	07:25:08	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2022	10:49:41	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/28/2022	13:07:28	MO	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2022	15:43:26	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	3/28/2022	18:18:19	MO	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/29/2022	01:17:22	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/29/2022	04:09:42	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/29/2022	07:17:20	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/29/2022	07:40:14	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/29/2022	08:12:06	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/29/2022	09:15:41	TU	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	3/29/2022	09:42:48	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/29/2022	10:23:50	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/29/2022	14:26:04	TU	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/29/2022	15:43:55	TU	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	3/30/2022	00:53:05	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/30/2022	04:09:26	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/30/2022	06:39:53	WE	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	3/30/2022	07:51:59	WE	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/30/2022	09:20:49	WE	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/30/2022	10:47:34	WE	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/30/2022	11:14:23	WE	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/30/2022	14:43:47	WE	14-16	:60	00:01:02	Bonus

**DESTINATION
NETWORK**

Corporate Headquarters: 850.234.2773 • P.O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	110
Bonus spots:	110
VAP spots:	93
Total spots:	287

**DESTINATION
NETWORK**

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Video Marketing

In April, 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.

In addition, as aforementioned in this report ADEPT engaged a local videographer and editor to capture all 10 days of CIRC events. Our team has nearly an hour of usable b-roll footage to edit down into :30 television and streaming service style commercials and longer 2-5 minute editorial videos. We will also use this footage for short :06-:15 social media snippets leading up to next year's CIRC event.

