City of Key West Key West Historic Seaport

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## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract | June 2022 |



PARTY C











July 2, 2022

#### MEMORANDUM

**TO:** Karen Olson, Deputy Port Director

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

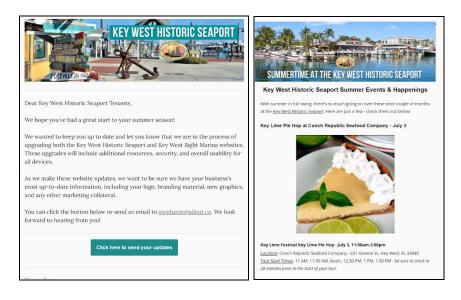
### SUBJECT: Key West Bight Mgmt. District Board, June 2022 Monthly Update, Key West Historic Seaport Marketing Services Contract

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

### **Public Relations / Media / Press Clippings**

### **Public Relations**

In June, we sent out e-blasts to tenants about upcoming upgrades to the Historic Seaport and Bight Marina websites, and a separate e-blast to members of the public with information on summertime events at the Historic Seaport.







### Lindsay Carswell - Citizen of the Day





Lindsay Carswell first came to Key West in 2008 to help some guy sail here from North Carolina. The trip went very well as the couple was later married. Originally from Edinburgh, Scotland, Carswell works with Hindu Charters aboard the Argo Nevis catarmaran at the Historic Seaport. 'We knew right away we wanted to live here forever,' she said. 'We love all the happy, positive people, great happy hours, soundcheck at the Parrot and some cold Blast beer.' ROB O'NEAL/The Citizen

#### Where to Eat and Stay in Florida for Boat Lovers

🛗 June 22, 2022



Summer is time to hit the water and explore. Whether you're sliding into the marina for the night at a hotel or docking your boat for a quick lunch, the list below outlined Florida's top restaurants and hotels for boat lovers.



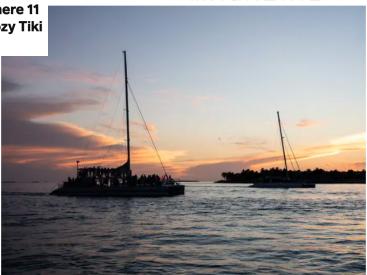


The A-List of Travel ® LUXURY TRAVEL MAGAZINE

Key West is tiny but packed with things to do — here 11 activities that locals say you can't miss, from boozy Tiki cruises to spooky ghost tours

# INSIDER

If you can afford it and want a more intimate experience, I suggest a smaller ship, like the sailboat my husband and I went on during our first anniversary trip to Key West. It's not a private charter, but we prefer the smaller group size. Our two-hour ride on Key West Schooners' Appledore, which moors in the historic seaport and accommodates no more than 22 passengers, included adult beverages and appetizers. As the sky turned shades of pink and orange above the shimmering waters, the view was picture-postcard perfect.



Take in the beauty of the open water with a sunset cruise. Silvia Ros for Insider

### **Social Media**

Throughout June, ADEPT created new engaging social media posts, promo videos and graphics to advertise Seaport tenants.

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 June 2022.

### **Facebook Stats**

Followers: <u>6,033</u> up from <u>6,006</u> (6/6/22-7/2/22) Likes: <u>5,187</u> up from <u>5,180</u> (6/6/22-7/2/22) Check Ins: <u>8,050</u> up from <u>7,990</u> (6/6/22-7/2/22) People Reached: <u>30,808</u> (6/6/22-7/2/22)

#### **Instagram Stats**

Followers: <u>3,896</u> followers, up from <u>3,868</u> (6/6/22-7/2/22) <u>2,205</u> posts

#### **Twitter Stats**

Followers: <u>2,525</u> followers, up from <u>2,472</u> (6/6/22-7/2/22)

#### YouTube

<u>70,333</u> unique views to Key West Historic Seaport YouTube videos.
KW Historic Seaport Official Video - <u>20,301</u> views
<u>111</u> channel subscribers
<u>334</u> total videos posted to KWHS Channel





## Website Maintenance & Blog (Historic Seaport)



Blog Post: Key West Pride 2022 – Celebrating One Human Family

### Website Maintenance & Blog (Bight Marina)



Blog Post: Key West Bight Marina Recognizes National Fishing and Boating Week 2022





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99

300

### **Television Marketing & Advertising**

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

See June 2022 Affidavit and Total Spots below:

	Call Letters: DMA: Actual Contract Dates: Description: Date R		Miami-Ft. Lauderdale, FL		AE:	sei 561 561 561 561 561 561 561 561		:60 Paid spots: Paid spots: :60 Bonus spots:
Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual	Туре	Bonus spots:
OOH By Land. Air or Sea 2019	5-0-0-0-0-0	00.00.00			Length	Length	0	
Valt the Key West Historic	5/30/2022 5/30/2022	02:36:23 03:08:05	MO MO	00-06	:60 1:30	00:01:02	Bonus VAP	
Seaport 2021							WHP -	
OOH By Land, Air or Sea 2019	5/30/2022	06:49:28	MO	06-10	:60	00:01:02	Bonus	WAP spots:
OOH By Land, Air or Sea 2019	5/30/2022	08:47:39	MO	06-10	:60	00:01:02	Paid	
OOH By Land, Air or Sea 2019	5/30/2022	10:11:32	MO	10-12	:60	00:01:02	Paid	
OOH By Land, Air or Sea 2019	5/30/2022	14:24:16	MO	14-16	:60	00:01:02	Paid	
OOH By Land, Air or Sea 2019	5/30/2022	15:24:00	MO	14-16	:60	00:01:02	Bonus	Total spots:
Visit the Key West Historic Seaport 2021	5/30/2022	18:28:18	мо	16-20	1:30	00:03:17	VAP	
Visit the Key West Historic Seaport 2021	5/30/2022	19:41:55	мо	16-20	1:30	00:03:17	VAP	
OOH By Land, Air or Sea 2019	5/31/2022	04:29:33	TU	00-06	:60	00:01:02	Bonus	
Visit the Key West Historic Seaport 2021	5/31/2022	05:18:24	TU	00-06	1:30	00:03:17	VAP	
Visit the Key West Historic Seaport 2021	5/31/2022	05:43:28	τu	00-06	1:30	00:03:17	VAP	
Visit the Key West Historic Seaport 2021	5/31/2022	06:16:25	τu	06-10	1:30	00:03:17	VAP	
OOH By Land, Air or Sea 2019	5/31/2022	07:15:58	TU	06-10	:60	00:01:02	Bonus	
Visit the Key West Historic Seaport 2021	5/31/2022	08:13:05	τu	06-10	1:30	00:03:17	VAP	
OOH By Land, Air or Sea 2019	5/31/2022	09:18:46	τu	06-10	:60	00:01:02	Paid	
OOH By Land, Air or Sea 2019	5/31/2022	09:41:51	TU	06-10	:60	00:01:02	Bonus	
OOH By Land, Air or Sea 2019	5/31/2022	11:23:18	τu	10-12	:60	00:01:02	Paid	
OOH By Land, Air or Sea 2019	5/31/2022	13:06:30	TU	12-14	:60	00:01:02	Bonus	
OOH By Land, Air or Sea 2019	5/31/2022	14:14:23	TU	14-16	:60	00:01:02	Bonus	
OOH By Land, Air or Sea 2019	5/31/2022	15:35:36	TU	14-16	:60	00:01:02	Paid	
Visit the Key West Historic Seeport 2021	5/31/2022	19:15:25	TU	16-20	1:30	00:03:17	VAP	
Visit the Key West Historic Seaport 2021	5/31/2022	19:44:38	ΤU	16-20	1:30	00:03:17	VAP	
Visit the Key West Historic Seaport 2021	6/1/2022	02:17:10	WE	00-06	1:30	00:03:17	VAP	
OOH By Land, Air or Sea 2019	6/1/2022	03:10:53	WE	00-06	:60	00:01:02	Bonus	
OOH By Land, Air or Sea 2019	6/1/2022	07:24:44	WE	06-10	:60	00:01:02	Bonus	
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