



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| July 2022 |



**ADEPT**  
Strategy & Public Relations



August 4, 2022

## MEMORANDUM

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

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

**SUBJECT:** ***Key West Bight Mgmt. District Board, July 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 July 2022 for the Key West Historic Seaport and Key West Bight Marina:

## Public Relations / Media / Press Clippings

### Public Relations

During the month of July, we worked on promoting various summer events and specials from our tenants, with specific attention paid to the Fourth of July at the beginning of the month and the various boating/sailing activities offered by our tenants to celebrate Independence Day. In addition, we conducted further research to ensure that all upcoming activities through the remainder of 2022 that are either at the Historic Seaport or within its vicinity are on our website and promoted on social media, in email blasts. etc.

### Media Clippings

**Forbes** [The 8 Best Hotels In Key West](#) - by Shane Benowitz, Forbes, Jul. 26, 2022 - "The design of the Marker, on **Key West's Historic Seaport**, succeeds in bringing the watery hues and breezy style of Key West indoors."

[Reef Relief to host Garcia birthday bash](#) - by Keys News, July 23, 2022 - "This is a free event with live music, a raffle, and thousands of dollars' worth of silent auction prizes. Reef Relief will begin pre-selling raffle tickets and Jerry Garcia Birthday Bash retail around the **Historic Seaport** the weekend of July 29."





[Mel Fisher Days 2022 to commemorate 400-year anniversary of Atocha sinking](#) - by Citizen Staff, KeysNews.com (Updated Aug. 3, 2022)

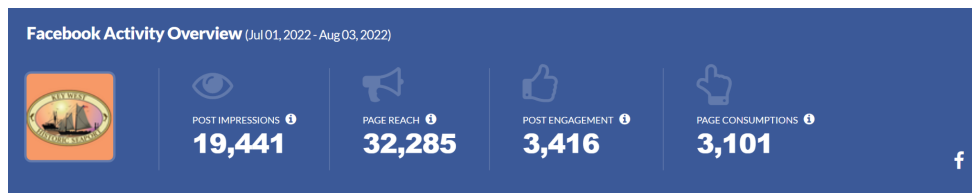
"The Mel Fisher Days Party and Charity Event will take place at Schooner Wharf Bar, 202 William St., in the **Key West Historic Seaport** on Saturday, Sept. 3. The festivities include live music, presentation of the annual Mel Fisher Lifetime Achievement Award, a live on-stage auction and online silent auction, "X Marks the Spot" treasure cupcakes, Mel Fisher trivia games, prizes, and the official first release and author signing event for the newly published "Today's the Day - the Mel Fisher Story," by long-time Florida Keys journalist Wendy Tucker."



## Social Media

During the month of July, ADEPT produced daily content for the Key West Historic Seaport social media accounts. Along with posts acknowledging and promoting various July occasions and events, we continued to work on building our audience across all social media platforms to increase our reach and engagement with past, present, and prospective visitors, as well as communicate with current Historic Seaport tenants to ensure we're up to date with all their latest offerings.

Below, you will also find updates for Key West Historic Seaport social media outlets for the month of July 2022.

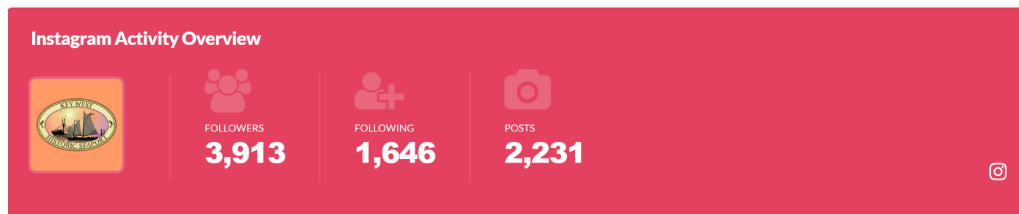


### Facebook Stats

Followers: 6,101 up from 6,033 (7/1/2022-8/3/2022)  
 Likes: 5,222 up from 5,187 (7/1/2022-8/3/2022)  
 Check Ins: 8,078 up from 8,050 (7/1/2022-8/3/2022)  
 People Reached: 32,285 (7/1/2022-8/3/2022)

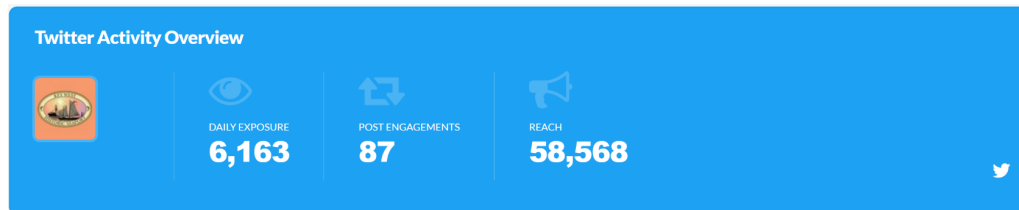
### Instagram Stats

Followers: 3,911 followers, up from 3,896 (7/1/22-8/3/22)  
 Posts: 2,231



## Twitter Stats

Followers: 2,562 followers, up from 2,525 (7/1/2022-8/3/2022)



## YouTube

70,446 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport Official Video - 20,317 views

110 channel subscribers

334 total videos posted to KWHS Channel

## Website Maintenance & Blog (Historic Seaport)

In the month of July, we completed the work we'd started in June on upgrading both the Key West Historic Seaport and Key West Bight Marina websites. These upgrades feature additional resources, security, and overall usability..



July 2022 Blog Post: [4th of July Fireworks Sunset Sails at Key West Historic Seaport](#)

## Website Maintenance & Blog (Bight Marina)



July 2022 Blog Post: [Summertime at Key West Bight Marina 2022 Edition](#)

## Television Marketing & Advertising

Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

8/2/2022

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: 6/27/2022 - 7/31/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	6/27/2022	02:25:50	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/27/2022	05:30:38	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/27/2022	06:43:01	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/27/2022	08:37:20	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/27/2022	09:49:23	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/27/2022	10:22:36	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/27/2022	14:26:03	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/27/2022	15:55:31	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	6/27/2022	17:10:29	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	6/28/2022	00:21:45	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/28/2022	02:46:02	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/28/2022	06:44:03	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/28/2022	07:11:34	TU	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	6/28/2022	08:46:46	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/28/2022	09:55:22	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/28/2022	10:38:24	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/28/2022	11:21:43	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/28/2022	14:43:28	TU	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	6/28/2022	17:22:46	TU	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/29/2022	01:44:08	WE	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/29/2022	05:38:13	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/29/2022	06:48:17	WE	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/29/2022	07:20:56	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/29/2022	08:50:49	WE	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/29/2022	09:32:59	WE	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/29/2022	10:47:24	WE	10-12	:60	00:01:02	Paid

**DESTINATION  
NETWORK**

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

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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 July 2022. See July 2022 Affidavit and Total Spots below:

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	145
Bonus spots:	145
VAP spots:	121
Total spots:	371