

City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| December 2022 |



**ADEPT**  
Strategy & Public Relations



January 4, 2022

## MEMORANDUM

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

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

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

## Public Relations / Media / Press Clippings

### Public Relations - Holiday and Editorial Television Spot

As part of the ongoing relationship with KeyTV / Destination Television Network we are airing the Key West Historic Seaport Holiday Spot and wrapped up our third Editorial Television Spot in October and is airing currently. The new piece was developed by ADEPT and KeyTV working together and included Mr. Roderick Gill, Owner of the Boathouse Restaurant at Turtle Kraals that is listed on the National Registry of Historic Places.

Click [here](#) to see the latest editorial spot!



Click [here](#) to see the latest holiday spot!

## Miss Key West Email Blast

Last month, we sent out an email blast announcing the exciting news about Southeastern Shrimp and Seafood Company's Miss Key West Shrimp Boat.



## Media Clippings

**Working Shrimp Boat Returns to Key West Harbor After 30-Year Absence** - By Mandy Miles, *Keys Weekly*, Dec. 23, 2022



"The Miss Key West late last month offloaded — for the first time in 30 years — sacks of locally caught Key West pink shrimp onto the docks at the Key West Historic Seaport. The vessel 'is the only registered and producing commercial shrimp vessel in Monroe County.'"

## **Around The Keys Community** -

*KeysNews.com*, Dec. 23, 2022 - "Revel in a wonderland of light-bedecked palm trees, Christmas trees, ships, shops, restaurants and watering holes, dazzlingly decorated for the holiday season from Lazy Way Lane at the Greene Street Plaza to the Ferry Terminal at Grinnell Street."



### [Ring in The New Year in Key West](#) -

*Passport Magazine*, Dec. 5, 2022 - "In Key West's Historic Seaport a different lowering of sorts is set to occur at the Schooner Wharf Bar. Just seconds before midnight, a "pirate wench," will also be lowered from the top of a ship's mast on the water."

**PASSPORT**  
TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!

**KEY WEST FLORIDA WEEKLY**  
IN THE KNOW. IN THE NOW.

### [Conch Style Ways to Welcome 2023](#) - *Key West Weekly*, Dec. 15, 2022 -

"You could freeze during the traditional "ball drop" in New York's Times Square.

Or you can cool your heels to ring in 2023 in Key West. We're betting you'll choose the latter. Southernmost revelers can choose from several lighthearted takeoffs on the Times Square gala as midnight approaches Saturday, Dec. 31."

### [Experience Another Side of Key West](#) - *Outside*,

Jan. 2023 - "Set sail on the Java Cat—a catamaran offering kayaking ecotours out of the Key West Historic Seaport. With kayaks in tow, your local captain will navigate the passage and drop anchor in the protected waters of the Key West National Wildlife Refuge."



**WASHINGTONIAN**

### [5 Winter Travel Deals From DC](#) - By Alice Shapin,

*Washingtonian*, Dec. 25, 2022 - "Located by Key West's historic seaport, the resort is a tropical getaway. Guest rooms have a balcony either overlooking the lush gardens or the Key West Harbor."

### [Get the 'Drop' on New Year's Eve in the Florida](#)

[Keys](#) - *Keys Weekly*, Dec. 30, 2022 - "In the Key West

**KEYS WEEKLY**

Historic Seaport, New Year's Eve merriment is centered around the Schooner Wharf Bar, and celebrates the island's colorful seafaring heritage."

# Tasting Table. [17 Food And Drinks You Have To Try In Key West](#)

[West](#) - By Lindsay D. Mattison, *Tasting Table*,

Dec. 21, 2022 - "You'll come across Half Shell Raw Bar as you walk along the Key West Historic Seaport, and it's one of the best happy hour spots on the island. The restaurant has an open-air feel to it thanks to the view of the pier from almost every table, but it also captures the saloon vibe with long picnic table seating, stickers everywhere, and license plates on the walls."

## [Plan Your Key West Holiday Events This Weekend](#)

- The Weekly Staff, *Key West Weekly*, Dec. 9, 2022 - "Through New Year's Eve, Key West Harbor Walk of Lights at the Historic Seaport: Lighted palm trees, Christmas trees, ships, shops, restaurants and watering holes."



## LUXURY TRAVEL ADVISOR

### [A Florida Journey - Road Trip to Key West](#) - By Susan

J. Young, *Luxury Travel Advisor*, Dec. 1, 2022 - "We spent two nights at The Marker Key West Harbor Resort, 200 William St., nestled on two acres of tropical landscape

close to the Historic Seaport Area. One location benefit is that guests can walk to an amazing array of eateries just steps away."

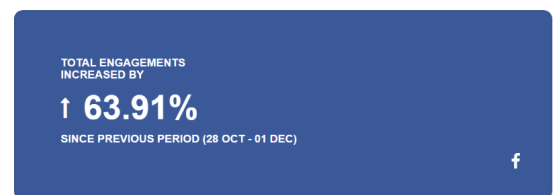
## Social Media

Throughout October ADEPT produced daily content for the Key West Historic Seaport social media accounts. Along with posts acknowledging and promoting various October 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 December 2022.

### Facebook Stats

Followers: 6,567 up from 6,323 (12/1/2022-1/2/2023)  
 Likes: 5,580 up from 5,451 (12/1/2022-1/2/2023)  
 Check Ins: 8,163 (12/1/2022-1/2/2023)  
 People Reached: 76,932 (12/1/2022-1/2/2023)



### Instagram Stats

Followers: 3,968 up from 3,944 (12/1/22-1/2/23)  
 Posts: 2,398

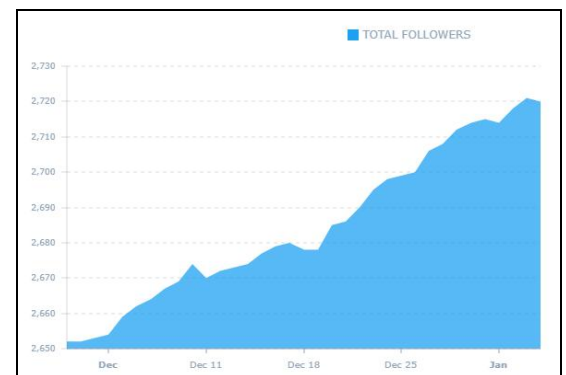


Instagram Follower Growth, Dec 2022-Jan 2023

### Twitter Stats

Followers: 2,720 followers, up from 2,667 (12/1/2022-1/2/2023)

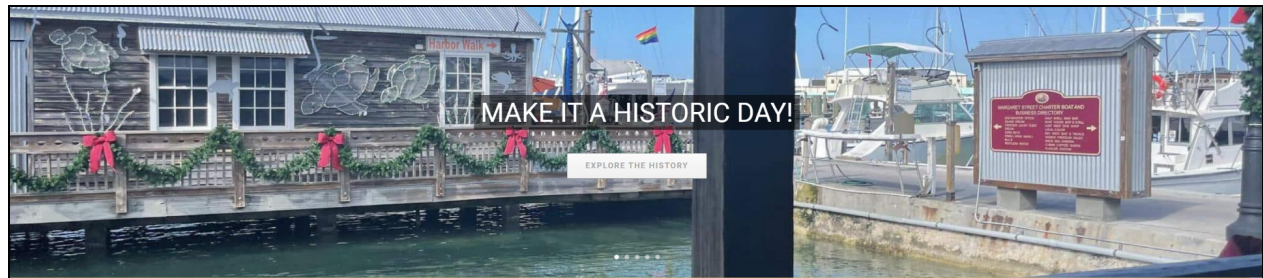
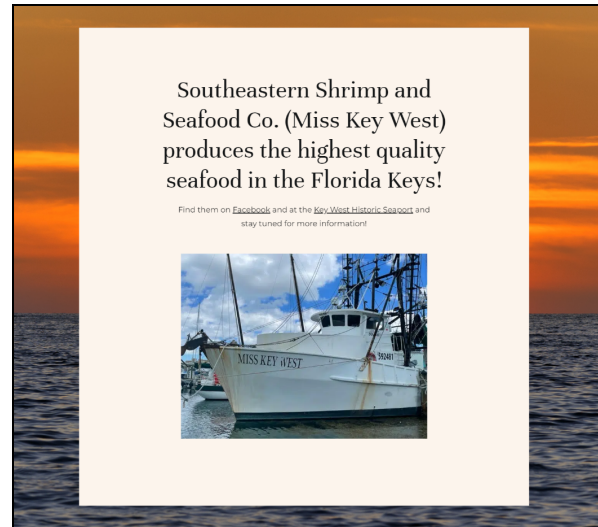
**YouTube** 71,285 unique views to Key West Historic Seaport YouTube videos.  
 KW Historic Seaport Official Video - 20,435 views  
111 channel subscribers  
342 total videos posted to KWHS Channel



Twitter Follower Growth, Dec 2022-Jan 2023

## Website Maintenance & Blog (Historic Seaport)

In December, we continued to update the site with additional holiday images and events, including Christmas Day and New Year's Eve Events happening at the Historic Seaport.



December 2022 Blog Post: [Miss Key West Unloads First Batch of Key West Pink Gold Shrimp!](#)



## Television Marketing & Advertising

The Key West Marketing Team in conjunction with KeyTV Destination Television ran advertising of all four of the KWHS Television Pieces including our two KWHS television commercials and the two editorial television spots during the month of December 2022. See November 2022 Affidavit and Total Spots below:

Call Letters:	WCAY-CD	Advertiser:	Key West Historic Seaport
DMA:	Miami-FL, Lauderdale, FL	Date:	1/2/2023
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: 11/28/2022 - 12/25/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	11/28/2022	00:19:58	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/28/2022	03:19:47	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/28/2022	06:33:52	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	11/28/2022	09:36:41	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/28/2022	10:07:43	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	11/28/2022	10:40:41	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/28/2022	14:20:45	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/28/2022	14:43:14	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	11/28/2022	16:14:39	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	11/28/2022	18:32:55	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	11/29/2022	03:26:01	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/29/2022	05:28:07	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/29/2022	06:40:18	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	11/29/2022	07:29:31	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/29/2022	08:13:10	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/29/2022	10:16:18	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	11/29/2022	15:49:40	TU	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	11/29/2022	16:53:59	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	11/29/2022	19:16:13	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	11/30/2022	02:34:54	WE	00-06	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	11/30/2022	03:17:56	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/30/2022	03:38:48	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/30/2022	06:52:01	WE	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/30/2022	07:46:10	WE	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/30/2022	09:53:18	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	11/30/2022	10:27:04	WE	10-12	:60	00:01:02	Paid

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:	99
:30 Bonus spots:	49
Bonus spots:	148
VAP spots:	82
Total spots:	314