

Key West Bight Preservation Association Inc.

Report

to the members and to the

Key West Bight Management District Board

June 2015

Contents:

Summary of Key West Bight Preservation Association
annual membership meeting April 6, 2015
and May letter concerning renewed brand building for the Historic Seaport.

Summary: Annual membership meeting - Tuesday April 6, 2015

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CALL to ORDER: 5:00pm - A quorum was present

Old Business: none

New Business:

KWBPA Annual meeting and election: The results of the annual election of the Board of Directors held by active members is as follows:

Jack Anderson, Kelley George, Leslie Levis, Tom Stroh, Steve Talbott, Evalena Worthington

Good and welfare

adjourn 7:00pm

May 15, 2015 Letter to Doug Bradshaw from the KWBPA

Dear Doug,

The attached 3 files are copies of the results of the 2010 foundation work done for building the "Key West Harbor Walk" brand for the Historic Seaport that Jack Anderson spoke about at the Bight Board meeting last Wednesday, and that he promised be sent to you. This should be a great foundation for a professional agency to proceed to develop an updated 2015 strategy to build the now current "Key West Historic Seaport" brand. Of course, the Harbor Walk naturally remains the main Historic Seaport attraction that ties everyone together at the Seaport, so we're confident the Harbor Walk will remain an important part of any brand building effort.

In the following files, it would help to substitute the words "Key West Historic Seaport" (in some cases) where it mentions the "Key West Harbor Walk", as in this 2010 body of work the "Harbor Walk" was the intended brand. Please note that the attached brochure was just a "first draft" and was never printed for distribution. This resurrected effort to professionally build a "Brand" for the Historic Seaport I know is very welcome by the Preservation Board and all the commercial tenants, so thank you.

It was confirmed that the 2010 branding foundation work below (including a finished logo and a finished ferry boat promo video) cost \$20,000, so it is great when any of this past work is finally utilized. Also, there was over 12 months of open Preservation Association meetings and lots of personal time dedicated to finding the best direction for a brand building strategy from the paid advertising agency at the time, who did have over 40 years of combined experience of branding in Key West.

The Preservation Board, whose members have many years of successful marketing experience, look forward to the opportunity to work in partnership with your staff, and with the top notch advertising agency of choice, to form an effective 2015 brand building strategy for the Key West Historic Seaport, moving forward for years to come.

Thank you,
Tom Stroh
KW Bight Preservation Assn. - Secretary

Needham Fatica

ADVERTISING AGENCY

Historic Seaport Harbor Walk Identity Project

INTRODUCTION

The Key West Historic Seaport has been a working waterfront since Key West was settled. Teaming with historical significance, it's now a quaint area of Key West that visitors to the island find "off the beaten track" of Duval Street. Because of its historical significance and its "harbor walk," the area has been transformed into a unique neighborhood which should be featured as a destination of itself, offering all of the "traditional" attractions of dining, watersports and shopping in an Old Key West waterfront setting.

Working with the Tenants Association of the Key West Bight, Needham Fatica Advertising Agency proposed that steps be taken to "brand" the Key West Harbor Walk as a destination, separate from other Key West attractions, to create a strong identity and a reason to visit Key West, similar to other historic seaport areas in the U.S. (like Mystic Seaport in Connecticut). The idea is to make the "Harbor Walk" a Key West "must-see" area where visitors can shop, dine, be entertained, learn about the environment, participate in watersports, watch the dinghies with "real sailors" coming in from their boats off shore, see the fishermen display and clean their catch, marvel at the huge tarpon being fed from the Harbor Walk or simply take in one of Key West's famous sunsets with a beverage.

CURRENT SITUATION

Currently the Historic Seaport stands as the most "Key West-ish" part of Key West: a working waterfront with a lengthy harbor walk traversing the area. Visitors like the area, and almost all say they will visit again. However, the area is off the "beaten track" (which is Duval Street in most tourist's minds) and can be difficult to find because of lack of directions to the area; it especially suffers from bad (confusing) signage. Ferry passengers, for instance, typically walk down Caroline Street, completely unaware of the Seaport and its attractions. The area features a variety of options for island visitors: watersports, shopping, dining, entertainment, historic displays, etc. in a pleasing ambiance, yet the typical tourists tend to "stumble" upon the area without knowing all it has to offer. Unless they take the time to explore, they never know the richness and variety of the businesses found within the Harbor Walk area. Past attempts to cohesively feature the entire area have fallen short.

PROJECT GOALS

We have proposed a coordinated campaign to build a Key West Harbor Walk *brand*, reinforced with maps, brochures, and signage. All these pieces would be complimentary in terms of design, using the same new logo, colors, typefaces and marketing phrases to build brand identity.

- A. Foremost to create a strong identity, we recommend a Key West Harbor Walk: Historic Seaport District logo, which can be used in all aspects of advertising from print to television to web. (There is a current logo (a shrimp boat), but it was not even recognized by current tenants of the area. Attempts to find the original artwork to use this existing logo failed. The nature of the harbor has changed (there are no shrimp boats in the harbor anymore, so use of the shrimp boat image no longer has relevance to the Harbor Walk.) We propose an iconic image that immediately evokes the history, romance and attractions of a working seaport, especially for non-English speaking visitors.



HOW TO FIND THE HARBORWALK

BY KEY WEST FERRY: You're already here! Just follow the water along the Harborwalk.

BY BOAT: Follow Key West Harbor Channel.

ON FOOT: See all the masts? C'mon over.

FROM AIRPORT: Just take a taxi and relax.

FROM CRUISE SHIPS: Follow the crowds towards Duval St, but **DON'T STOP!** Go across Duval, then continue along Front St. to find the real Key West fun.

DRIVING: South on US 1, then right at light onto Palm Ave at Garrison Bight. Follow Palm over bridge through White St. intersection to Grinnell St light. Take right, then over to Caroline St municipal parking.



Discover & Explore

30 WATERSPORTS

5 SALOONS **7** EATERYS

UNIQUE SHOPS **19**

4 SCHOONERS

TURTLE MUSEUM **1**



Comprehensive Key West Harbor Walk marketing plan 2010

Branding of the Key West Harbor Walk through...

Consistent use of new logo

Production of new Harbor Walk promo video

**New Harbor Walk destination and way-finding
brochures (2)**

“You are here” locator maps at each plaza

Welcoming Harbor Walk archways

**Consistent way-finding Harbor Walk branded
signage throughout the Seaport**

**Key West Harbor Walk web site
development and promotion**