



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015  
| February 2021 |



**ADEPT**  
Strategy & Public Relations





March 2, 2020

## MEMORANDUM

**TO:** Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

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

**SUBJECT:** *Key West Bight Mgmt. District Board, February 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

The following is a summary of ADEPT's February marketing activities for the Key West Historic Seaport:

### Public Relations / Media / Press Clippings

ADEPT created a tenant email blast to plan for March events, happening, specials, promotions, live music and other information for all Key West Historic Seaport tenants.



### Examples of Press Coverage/Media Mentions of Historic Seaport:



#### [Key West to Start Redesigning Iconic Duval Street](#)

By Mandy Miles, Keys Weekly, February 12, 2021

"Additionally, the design will find ways to provide connectivity to Mallory Square, Pier B, Bahama Village, **the Historic Seaport**, and beyond Old Town."

## Live Streaming Webcam Service


Effective January the agreement with satellite internet provider Hughesnet has been cancelled due to ongoing service issues. ADEPT has secured a one year contract agreement with Comcast Cable company who installed high speed internet in February. IFSS has been contacted to configure the cameras to the new router and new internet services.



## Television Marketing

We ran advertising of our multiple television commercials for the Historic Seaport during the Month of February. Please find the following television broadcast results from February 2021 and following affidavit from Destination Television (Key TV).

:60 Paid spots:	112
Paid spots:	112
:60 Bonus spots:	116
1:30 Bonus spots:	4
Bonus spots:	120
VAP spots:	147
Total spots:	379
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Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

3/1/2021

Actual Contract Dates:

11/21/2020 to 5/30/2021

AE:

Jessica Cranney

Description:

Key West Historic Seaport 2020-21 Seasonal

Agency:

ADEPT Strategy & Public Relations

Date Range:

2/1/2021 - 2/28/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	2/1/2021	03:59:05	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	2/1/2021	04:24:42	MO	00-06	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	2/1/2021	06:08:32	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/1/2021	06:50:16	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/1/2021	07:09:36	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/1/2021	07:30:47	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/1/2021	08:58:32	MO	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	2/1/2021	09:52:46	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/1/2021	10:13:34	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/1/2021	10:39:10	MO	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	2/1/2021	16:48:32	MO	16-20	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/1/2021	20:58:07	MO	20-24	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	2/1/2021	23:52:15	MO	20-24	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	2/2/2021	01:30:29	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/2/2021	05:31:11	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/2/2021	06:12:56	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/2/2021	07:26:02	TU	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	2/2/2021	07:52:30	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/2/2021	08:52:09	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	2/2/2021	09:20:28	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/2/2021	09:41:17	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/2/2021	10:08:50	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/2/2021	10:40:35	TU	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	2/2/2021	16:14:00	TU	16-20	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	2/2/2021	21:53:16	TU	20-24	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/2/2021	23:29:42	TU	20-24	: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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Destination Television (Key TV) continues to be a great partner and push our television spots out on their own social media outlets as seen below.



## Social Media

Increased daily social media content creation and posting. The below table illustrates the growth in audiences from November 1, 2020 to March 1, 2021 on all social platforms.

Channel	Audience Growth (Net)	Growth Rate	Total Audience
Facebook	247	4.79%	5,408
Foursquare	3	3.13%	99
Instagram	569	8.38%	7,363
Twitter	103	5.68%	1,915
YouTube	5	5.88%	90
	927	6.23%	14,875

Below, you will find updates for key Key West Historic Seaport social media outlets as compared to the previous months analytics. We are proud to report that we now have over 188 videos posted to the Historic Seaport YouTube page and that over 63,751 unique views to our videos since inception of our YouTube Channel.

## Facebook Stats

Followers: 5,254 up from 5,207 (+47)  
 Likes: 4,793 up from 4,767 (+26)  
 Check Ins: 6,884 up from 6,825 (+59)

## Instagram Stats

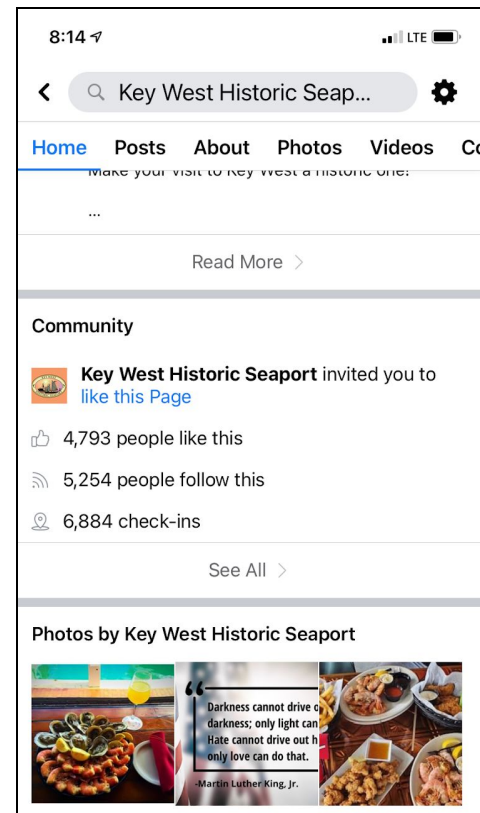
Posts: 1,770 up from 1,658  
 Followers: 3,598 up from 3,539

## Twitter Stats

Followers: 1,916 up from 1,893

## YouTube

+63,751 unique views to Key West Historic Seaport YouTube videos.  
 KW Historic Seaport - Official Video 19,557 views  
 90 channel subscribers  
 188 videos posted



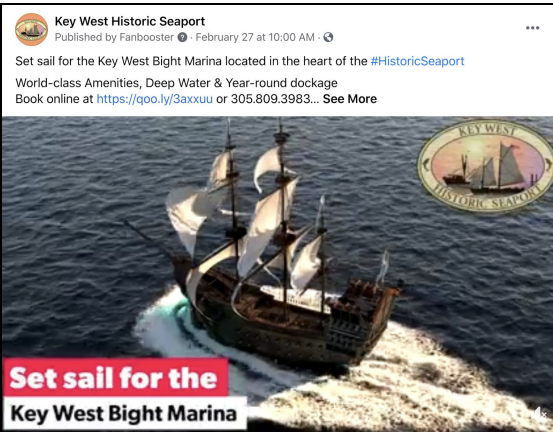
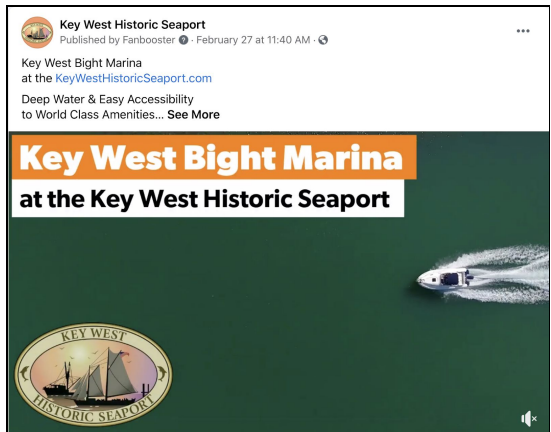
Even though this took place late 2020 we thought it was important to call out the Social Media posts this past month for the Key West Historic Seaports very own Elke Rockteschel who was recently awarded the 2020 City of Key West Employee of the Year. ADEPT has had the opportunity to work with Elke over the past five years and she is such a pleasure to communicate with. Congratulations Elke!

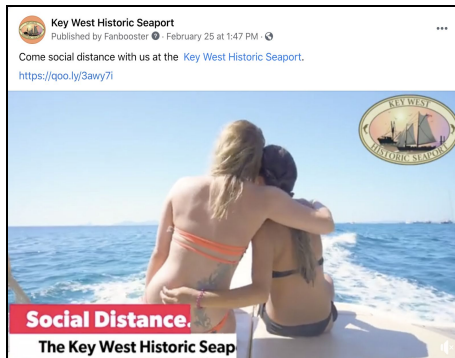
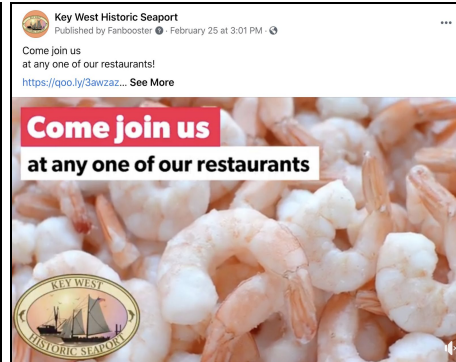
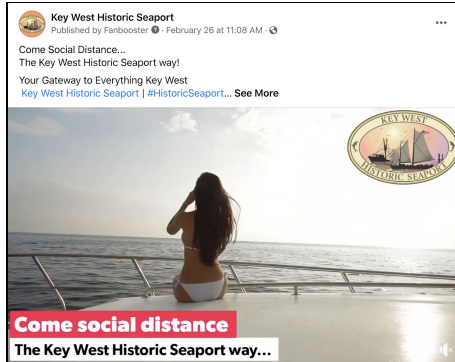
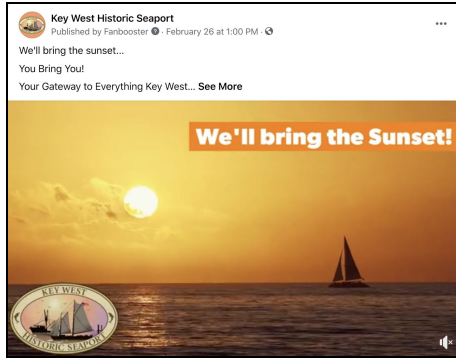
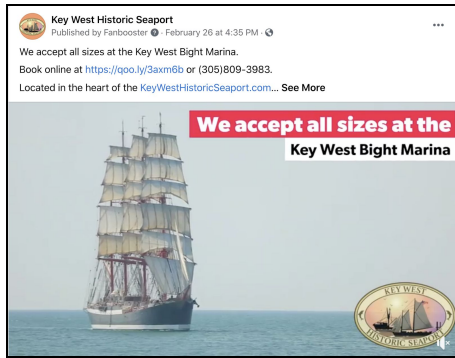




## Video Marketing (Digital & Social)

As mentioned in our last update ADEPT kicked off 2021 by incorporating the World's #1 Marketing Video Maker program to help promote the Historic Seaport as a Destination. This unique platform allows us now highlighting the entire seaport and the Bight Marina as a destination within Key West with the use of high quality video marketing tools for social media content creation and posting. These high-performing videos boost awareness, visibility online and digitally and ultimately business generation within the Historic Seaport. A few examples of the videos created and uploaded into our scheduling software during February for the Historic Seaport are below.





## Digital Marketing

We are currently running two campaigns in Google Ads:

**AZTEC AIRWAYS CAMPAIGN-** This display campaign promotes awareness and visitation to the Seaport through Aztec Airways' new service from Fort Lauderdale Executive Airport. The campaign is set into 2 segments: general market and LGBTQ with targeting for those in Broward County who are in-market for travel to the Keys. Key metrics for the campaign in January are:

- **Impressions: 447,315**
- **Clicks to Landing Page: 35,500**

**LOVE FOR LOCALS-** This is a special kind of campaign that targets local residents of Monroe County to visit the Seaport during the downturn from the Covid pandemic. It uses mobile device tracking data to analyze how many people visit the Seaport after viewing one of the ads. Since visitors usually come with others, we can assume that the actual visitation is higher than the numbers reported in the campaign, but here are the key metrics for January for this effort:

- **Tracked Seaport visits after viewing ads:**
  - **All time (since 8/1/20)- 2,618**
- **Impressions: 2,417,508**
- **Clicks to landing page to see merchant offers: 4,488**

## Website Maintenance & Blog (Historic Seaport)

- ADEPT continued with ongoing website maintenance and content creation, including our monthly blog posts.
- Link to Blog Post: [Get Away for Valentine's Day at Key West Historic Seaport!](#)





- Link to Blog Post #2: [2020 Key West City Employee of The Year!](#)



## Website Maintenance & Blog (Bight Marina)

- ADEPT continued ongoing website maintenance and content creation.
- Link to Monthly Bight Marina Blog Post: [Staying Safe on The Water: Tips From The Bight Marina](#)

