



DOCKMASTER

City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015
| March 2021 |



ADEPT
Strategy & Public Relations



April 1, 2021

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

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

The following is a summary of ADEPT's professional marketing activities during the month of March, 2021 for the Key West Historic Seaport and Bight Marina:

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.



Television Marketing

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

Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

4/1/2021

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: 3/1/2021 - 3/31/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	3/1/2021	02:26:45	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/1/2021	05:58:02	MO	00-06	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	3/1/2021	06:11:02	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/1/2021	06:40:30	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/1/2021	07:24:17	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/1/2021	08:41:42	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/1/2021	09:26:36	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/1/2021	09:57:22	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/1/2021	10:29:27	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/1/2021	11:10:57	MO	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/1/2021	17:27:31	MO	16-20	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/1/2021	21:30:09	MO	20-24	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/1/2021	23:34:42	MO	20-24	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/2/2021	01:48:17	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/2/2021	03:51:14	TU	00-06	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	3/2/2021	06:14:50	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/2/2021	06:44:24	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/2/2021	07:26:27	TU	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/2/2021	07:56:55	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/2/2021	08:18:54	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/2/2021	08:49:40	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/2/2021	10:51:40	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/2/2021	11:12:33	TU	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/2/2021	18:30:00	TU	16-20	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/2/2021	22:24:23	TU	20-24	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/2/2021	23:44:43	TU	20-24	1:30	00:01:32	VAP

**DESTINATION
NETWORK**

Corporate Headquarters: 850.234.2773 • P.O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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**DESTINATION
NETWORK**

Corporate Headquarters: 859.234.2773 • P.O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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:60 Paid spots: 123

Paid spots: 123

:60 Bonus spots: 127

Bonus spots: 127

VAP spots: 150

Total spots: 400

Social Media



Increased daily social media content creation, video creation and posting. The above table illustrates the growth in audiences from March 1, 2021 to March 31, 2021 on all social platforms. Below, you will find updates for Key West Historic Seaport social media outlets as compared to the previous months analytics.

Facebook Stats

Followers: 5,341 up from 5,278
 Likes: 4,852 up from 4,808
 Check Ins: 6,938 up from 6,889
 People Reached: 26,380 3/4/21 to 3/31/21
 Post Engagements: 2,220 3/4/21 to 3/31/21
 Page Likes: 54 3/4/21 to 3/31/21

Instagram Stats

Posts: 1,830 up from 1,772
 Followers: 3,645 up from 3,604

Twitter Stats

Followers: 1,939 up from 1,918

YouTube

+63,751 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport - Official Video 19,625 up from 19,557 views

91 channel subscribers up from 90

+200 videos posted to KWHS Channel

Website Maintenance & Blog (Historic Seaport)

- ADEPT continued with ongoing website maintenance and content creation, including our monthly blog posts.
- Link to Blog Post: [2021 St. Patty's Day Fun at Key West Historic Seaport](#)

Website Maintenance & Blog (Bight Marina)

- ADEPT continued ongoing website maintenance and content creation.
- Link to Monthly Bight Marina Blog Post: [Key West Bight Marina Frequently Asked Questions 2021](#)
- Updated gas and diesel pricing
- Updated multiple pages to reflect new language
- Increased Social Media for Bight Marina on KWHS handles
- Email database for Bight Marina past clients

