



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015  
| May 2021 |



**ADEPT**  
Strategy & Public Relations





June 1, 2021

## MEMORANDUM

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

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

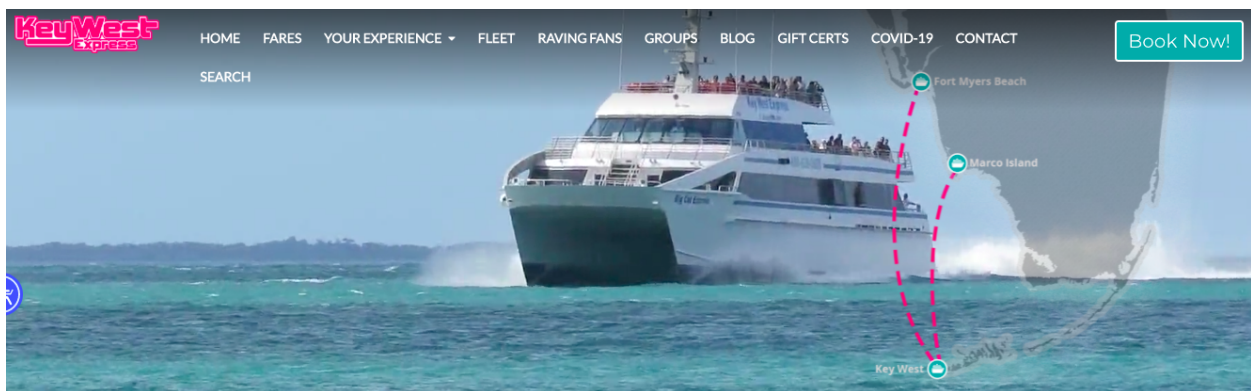
**SUBJECT:** ***Key West Bight Mgmt. District Board, May 2021 Monthly Update,  
Key West Historic Seaport Marketing Services Contract #10-015***

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

### Public Relations / Media / Press Clippings

ADEPT created a tenant email blast to plan for summer 2021 upcoming events, happenings, specials, promotions, live music and other information for all Key West Historic Seaport tenants. ADEPT also created a Bight Marina email blast to promote the Marina during the summer months.


We have begun exploring our **Summertime Historic Seaport Marketing Campaign** with a focus on targeting Florida's West Coast including the Fort Myers area with key support and coordination from Historic Seaport Tenants *Vacation Key West* and the *Key West Express* in conjunction with the Marker Hotel and brought to you by the Key West Historic Seaport. Preliminary discussions with each stakeholder, pricing, promotions, dates and other offerings are still to be determined and finalized. We anticipate rolling out digital, social, email campaigns by June 21st, the official start of summer.



## Press Clippings

# 13 Florida Vacation Rentals, from the Panhandle to Key West

**Condé Nast Traveler** THE INTEL THE BESTS THE PLACES READERS' CHOICE AWARDS CRUISE WOMEN WHO TRAVEL VIDEO



Courtesy Vibo

### Key West

Live like a Key West local in this quaint one-bedroom cottage right in the island's historic district. For now, only stays of 28 days or longer are permitted, but luckily, the house is equipped for long-term living, with linens and towels provided, a washer/dryer, fully-equipped kitchen (complete with a funky royal blue Smeg fridge), air conditioning, and Wi-Fi. (Of note to dog parents, it is partially **pet friendly**, with small dogs allowed.) Sip drinks and people watch from the front porch before strolling over to Duval Street or the **Seaport** for dinners out.




**W** Keys Weekly

## A LOOK AT HOW LOCAL BUSINESSES ARE MASKING, OR NOT

The Key West city attorney told the city's lawmakers at their May 4 ... bar and Half Shell Raw Bar at Key West's Historic Seaport, are still strictly ...

3 weeks ago




 Orlando Magazine

## 2021 Ultimate Florida Honeymoon Giveaway

We partnered with the exceptional Barbary Beach House Key West to ... drops at Key West's famous Duval Street and Historic Seaport Harbor, ...

1 day ago



## Email Marketing


We developed and distributed a Historic Seaport Tenant e-mail blast on May 13 seeking updates to tenant plans for summer 2021 events, happenings, specials, promotions, live music, and other information for all Key West Historic Seaport tenants.

## Television Marketing

The week of June 14 the Key West Marketing Team in conjunction with KeyTV Destination Television will be shooting a new editorial commercial promoting the Key West Historic Seaport. We are excited to roll this fourth television spot on the Historic Seaport in time for Summer 2021 with a focus on getting visitors in Key West to experience the uniqueness of the Historic Seaport.



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



Call Letters:

DMA:

Actual Contract Dates:

Description:

WCAY-CD

Miami-Ft. Lauderdale, FL

11/21/2020 to 5/30/2021

Key West Historic Seaport 2020-21 Seasonal

Advertiser:

Date:

AE:

Agency:

Key West Historic Seaport

6/1/2021

Jessica Cranney

ADEPT Strategy & Public Relations

Date Range: 4/26/2021 - 5/30/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Key West Historic Seaport, Past, Present, Future	4/26/2021	01:58:27	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/26/2021	03:30:47	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/26/2021	06:32:34	MO	06-10	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	4/26/2021	06:56:39	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/26/2021	07:28:43	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/26/2021	07:49:47	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/26/2021	09:07:10	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/26/2021	09:50:34	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/26/2021	10:47:10	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/26/2021	11:11:23	MO	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	4/26/2021	17:24:25	MO	16-20	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	4/26/2021	20:08:20	MO	20-24	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/27/2021	03:29:57	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/27/2021	04:13:24	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/27/2021	06:12:11	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/27/2021	06:38:23	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/27/2021	06:57:23	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/27/2021	07:28:33	TU	06-10	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	4/27/2021	08:17:36	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/27/2021	08:43:40	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/27/2021	10:08:35	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/27/2021	10:35:35	TU	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	4/27/2021	11:24:11	TU	10-12	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	4/27/2021	16:49:24	TU	16-20	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/27/2021	21:45:04	TU	20-24	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/27/2021	22:19:58	TU	20-24	1:30	00:01:32	VAP

DESTINATION

NETWORK

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

Page 1 of 56

6/1/2021 8:42:00 AM

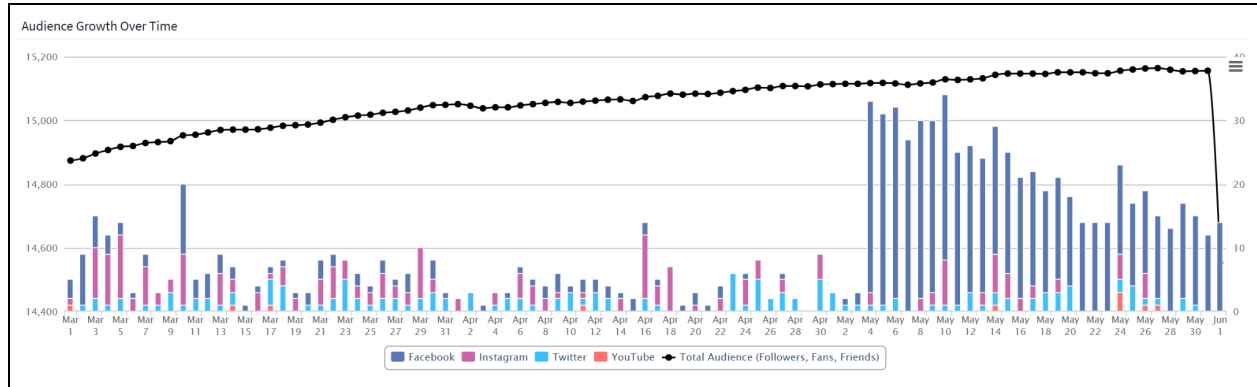
:60 Paid spots:	140
Paid spots:	140
:60 Bonus spots:	143
1:30 Bonus spots:	3
Bonus spots:	146
VAP spots:	182
Total spots:	468

**DESTINATION  
NETWORK**

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

Page 1 of 14 6/1/2021 8:42:00 AM

## 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 May 31, 2021 on all social platforms. Below, you will find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.

### Facebook Stats

Followers: 5,412 up from 5,383

Likes: 4,876 up from 4,869

Check Ins: 7,057 up from 6,999

People Reached: 41,412 up from 32,011 (5/5/21 to 6/1/21) (Up 29%)

Post Engagements: 1,850 (5/5/21 to 6/1/21)

New Page Likes: 14 (5/5/21 to 6/1/21)

### Instagram Stats

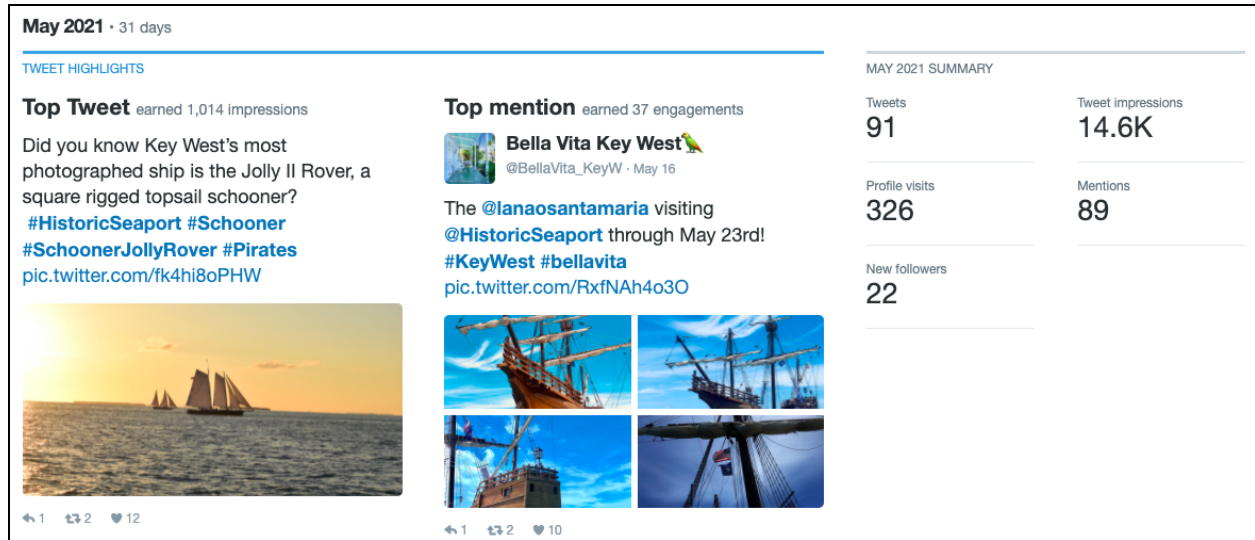
Posts: 1,948 up from 1,878

Followers: 3,661

### Twitter Stats

Followers: 1,995 up from 1,970





## YouTube

+66,306 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport - Official Video 19,783 up from 19,725 views

95 channel subscribers up from 92

321 total videos posted to KWHS Channel, up from 273



## Website Maintenance & Blog (Historic Seaport)

- ADEPT continued with ongoing website updates, new information, maintenance and content creation, including our monthly blog posts.

### PERFORMANCE

Views	Searches	Activity
54.8K	36.5K	8.51K

### LATEST REVIEWS



- Link to Blog Post: [Preparing for Hurricane Season in Key West](#)



## Website Maintenance & Blog (Bight Marina)



- ADEPT continued ongoing website updates, new information, maintenance and content creation.
- Link to Monthly Bight Marina Blog Post: [Key West Bight Marina Frequently Masked Questions](#)
- Continuing to increase Social Media for Bight Marina on KWHS handles
- We continue to run the Aztec Airways, Vacation Key West, Marker Hotel campaign on digital and social media with a landing page found at: <https://www.keywesthistoricseaport.com/vacationkw>

