City of Key West

Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015

| July 2021 |

ADEPT
Strategy & Public Relations

August 4, 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, July 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 July 2021 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

In July, ADEPT sent an E-blast about the new KWHS Editorial Television Commercial that will air daily on KeyTV Destination Network. The E-blast was sent to our comprehensive database of Historic Seaport tenants, visitors, & subscribers, along with local partners, media, and government stakeholders.

Press Clippings

12 Fantastic Restaurants To Try In The Florida Keys - by Robin O'Neal-Smith, TravelAwaits.com, July 23, 2021

"The casual **Half Shell Raw Bar** serves fresh seafood from conch ceviche to fish and chips. Located in the historic seaport of Key West, diners enjoy eating at picnic-style tables as they watch boats come and go.

When we visited, my husband enjoyed steamed clams, and I had fish, baked potato, and coleslaw. When we were eating, a gentleman beside us ordered a seafood boat, which was literally a 4-ft boat filled with steamed seafood. It was huge.

For freshly caught seafood, check out **Conch Republic Seafood Company**, located in the building that used to house the Singleton Fish House and Ice Plant. The building used to be a hub of processing for literal tons of Key West pink shrimp. The remnants of the original business can be found in the building materials and branding."

What to Do, Where to Go - July 15, 2021, KeyWest.FloridaWeekly.com

"Lobster Boil — 5-9 p.m. Aug. 12. Fresh lobster at the *Historic Key West Seaport* at sunset."

"Instead of serving as a venue for restaurants to establish chilau supremacy, it has become a celebration of all things lobster-related, and with good reason: the lobster is a huge earner for the Keys, where just the draw of mini-season, the alarmingly popular 48-hour window for lobstering that non-commercial "bug lovers" are given at the end of each July, can draw tens of thousands of visitors to the islands."

Television Marketing

The Key West Marketing Team in conjunction with *KeyTV Destination Network* shot a new editorial commercial promoting the Key West Historic Seaport. The Editorial TV Commercial is this fourth television spot on the Key West Historic Seaport and focuses on providing visitors details about the diversity of the working seaport and all it has to offer residents and visitors to Key West. ***"A little of everything...Something for everyone"!***

We ran advertising of our multiple television commercials for the Historic Seaport during the Month of July. Television affidavit broadcast results from July 2021 are below:

Key West Historic Seaport 4th Commercial, Second Editorial for Television now airing daily and made available on KWHS handles and KeyTV platforms below:

On KeyTV website:

https://wcay.floridakeystv.tv/m/5XUErrJG/key-west-historic-seaport

On KeyTV YouTube:

https://www.youtube.com/c/Tripsmarter-KeyTV/videos

On KeyTV Facebook:

https://www.facebook.com/KeyTVFlorida/videos

HD Embed Code (Embed code for KWHS website):

```
<script src="https://wcay.floridakeystv.tv/players/5XUErrJG-V5HFxMwD.js"></script>
```

KEY TV

Call Letters:	WCAY-CD	**Advertiser:**	Key West Historic Seaport
DMA:	Miami-Ft. Lauderdale, FL	**Date:**	8/2/2021
Actual Contract Dates:	5/31/2021 to 9/26/2021	**AE:**	Jessica Cranney
Description:	Key West Historic Seaport 4 month	**Agency:**	ADEPT Strategy & Public Relations

Date Range: 6/28/2021 - 7/25/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	6/28/2021	03:35:57	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/28/2021	06:31:38	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/28/2021	07:31:01	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/28/2021	08:18:42	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/28/2021	09:29:49	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/28/2021	10:11:30	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/28/2021	10:37:07	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/28/2021	15:46:25	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/29/2021	05:30:40	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/29/2021	06:44:00	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/29/2021	07:17:32	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/29/2021	08:34:31	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/29/2021	09:28:46	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/29/2021	10:06:21	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/29/2021	10:38:20	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2021	02:26:19	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2021	07:24:19	WE	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2021	08:18:37	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2021	08:50:58	WE	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2021	09:23:34	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2021	10:18:31	WE	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2021	10:44:11	WE	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/30/2021	12:59:14	WE	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/30/2021	14:38:23	WE	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	7/1/2021	03:44:59	TH	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/1/2021	05:43:06	TH	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/1/2021	06:09:20	TH	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/1/2021	06:51:26	TH	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/1/2021	07:43:55	TH	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	7/1/2021	08:33:14	TH	06-10	:60	00:01:02	Paid

DESTINATION NETWORK

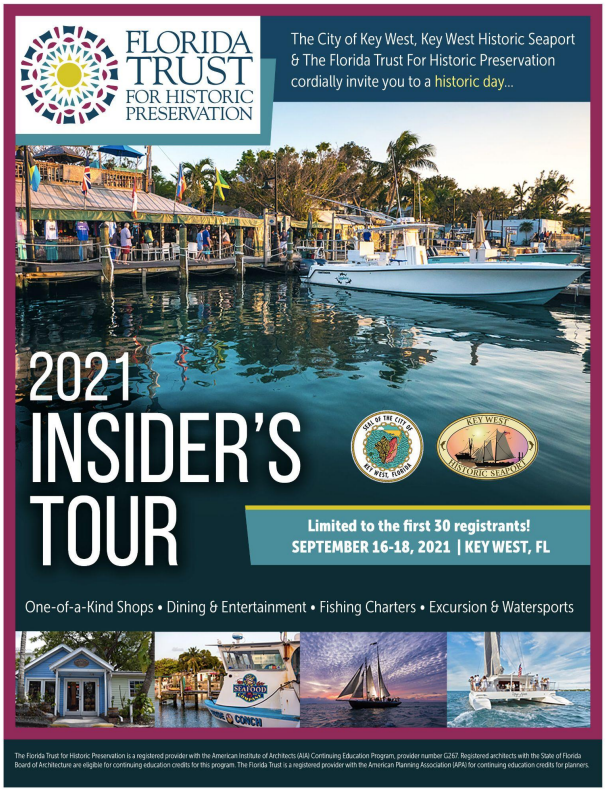
Corporate Headquarters: 850.234.2773 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

Page 1 of 7 8/2/2021 8:36:05 AM

:60 Paid spots:	128
Paid spots:	128
:60 Bonus spots:	105
Bonus spots:	105
VAP spots:	4
Total spots:	237

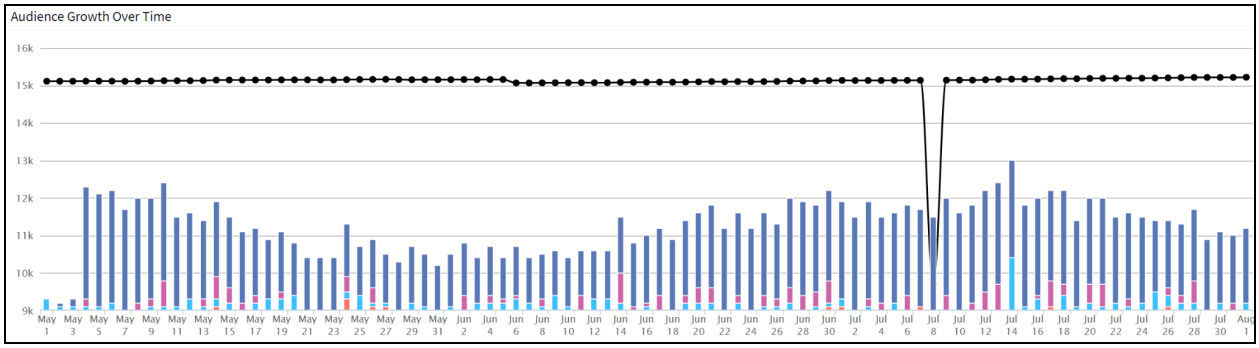
Public Outreach - Gearing up for the Florida Trust for Historic Preservation 2021 Insiders Tour

Historic preservationists from across Florida will be traveling to Key West in September. For the second time in three years (last, 2018) the Historic Seaport again will host The Florida Trust for a weekend of fun and history. The Seaport marketing team has been busy preparing a history packed agenda tour of the Historic Seaport along with other Key West attractions. Please see the below flyer we have developed for this occasion.



Social Media

Increased daily social media content creation, video creation and posting. The below table illustrates the growth in audiences from the month of May through the month of July 2021 on all social platforms. Below, you will also find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.



Facebook Stats

Followers: 5,485 up from 5,459
Likes: 4,902 up from 4,893
Check Ins: 7,236 up from 7,155
People Reached: 11,676 (7/8/21 to 8/4/21)

Instagram Stats

Posts: 2,065 up from 2,001
Followers: 3,706 (Up 24 from previous month) (7/5/21-8/4/21)

Twitter Stats

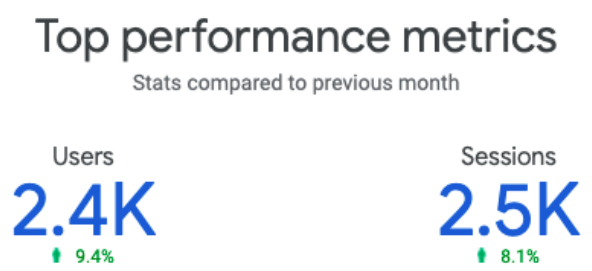
Followers: 2,054 up from 2,014 (up 40 from previous month) (7/5/21-8/5/21)

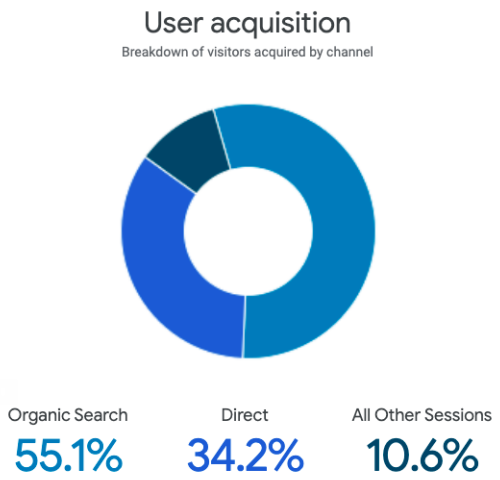
YouTube

+66,977 unique views to Key West Historic Seaport YouTube videos.
KW Historic Seaport - Official Video 19,904 up from 19,843 views
98 channel subscribers
332 total videos posted to KWHS Channel.

Website Maintenance & Blog (Historic Seaport)

- KWHS website performance was up nearly 10% from the previous month. Below or performance metrics and user acquisition percentages for July 2021. ADEPT continued with ongoing website updates, new information, maintenance and content creation, including our monthly blog posts.





Link to late June Blog Post preparing for 4th of July at KWHS: [Fourth of July at the Key West Historic Seaport]

Link to July Historic Seaport blog post featuring new Key TV commercial:
[New Key West Historic Seaport Television Commercial Available Now!]

Website Maintenance & Blog (Bight Marina)

- ADEPT continued ongoing website updates, new information, maintenance and content creation.
- Link to Monthly Bight Marina Blog Post: [Eco-Friendly Boating Tips from Key West Bight Marina]

- Continuing to increase Social Media for Bight Marina on KWHS handles