



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015  
| August 2021 |



**ADEPT**  
Strategy & Public Relations





September 7, 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, August 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015***

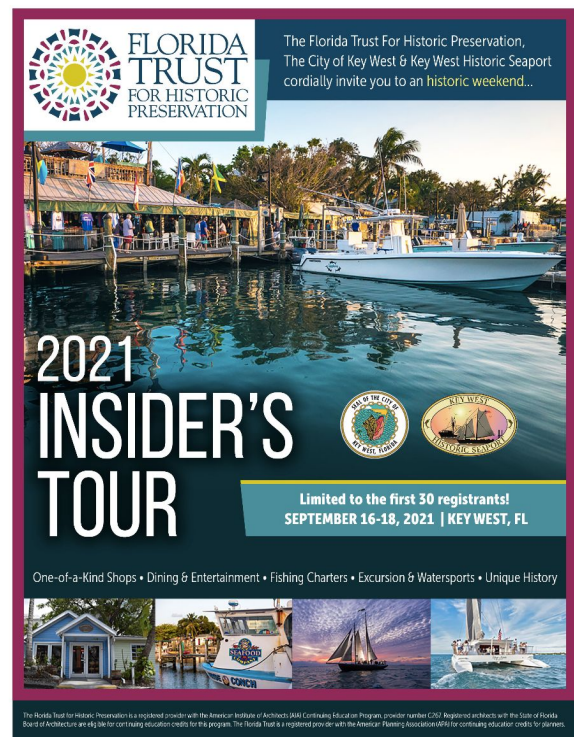
The following is a summary of ADEPT's professional marketing activities during the month of August 2021 for the Key West Historic Seaport and Key West Bight Marina:

## Public Relations / Media / Press Clippings

In August, ADEPT sent an E-blast about the upcoming Florida Trust for Historic Preservation Insiders Tour.

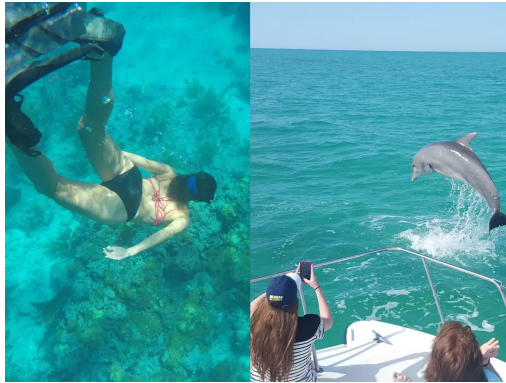
The E-blast was sent to our comprehensive database of Historic Seaport tenants, visitors, & subscribers, along with local partners, media, and government stakeholders.

***Due to unforeseen circumstances the Florida Trust has rescheduled the Insiders Tour to a later day in 2022.***



## Press Clippings

[10 once-in-a-lifetime experiences you can book on Airbnb in the US](#) by Jamie Ditaranto, Business Insider, August 23, 2021



"In Key West, many tour operators offer dolphin tours, but few if any include the leadership of a certified biologist. This eco-friendly tour, however, is led by hosts with years of experience studying marine biology.

Leave from the **Historic Seaport** on an electric catamaran . . . During the tour, the host will share scientific knowledge of dolphins, including how he knows where to find them."

[Key West Seaport: One of the best scenic walks in Key West-](#) by Bonnie Gross, FloridaRambler.com, August 13, 2021

"One of the most scenic strolls in Key West — and a top freebie — is the harborwalk along the **Key West Historic Seaport**, also known as the Key West Bight.

From picturesque schooners to hungry tarpon to historic exhibits to the best happy hour specials in town, the Key West Historic Seaport has plenty to offer a visitor."



[Memorial cannon shot in honor of Sunny Andracchio](#) - by Rob O'Neal, Key West Citizen, August 4, 2021

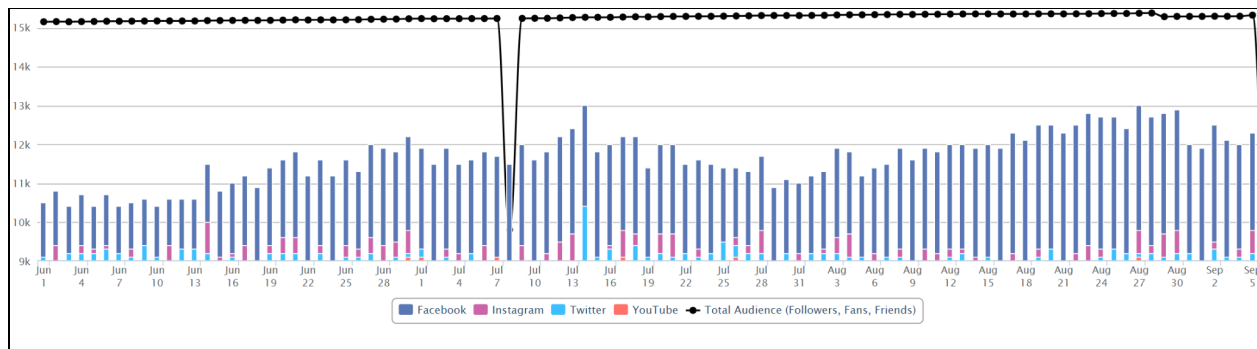


Mike Caravelle, left, performs a memorial cannon shot Saturday evening at the Schooner Wharf dock in the Historic Seaport in honor of Schooner America 2.0 Manager Sunny Andracchio.

The longtime Key Wester was involved in a hit-and-run accident and died in a Miami hospital from his injuries

## 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 August 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: 4,921 up from 4,902

Check Ins: 7,310 up from 7,236

People Reached: 18.6k (8/1/21 to 9/3/21)

### Instagram Stats

Posts: 2,118 up from 2,065

Followers: 3,719 (Up from 3,706) (8/1/21-9/3/21)

### Twitter Stats

Followers: 2,067 followers up from 2,054 (8/1/21-9/3/21)

### YouTube

+67,286 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport - Official Video 19,962 views

98 channel subscribers

332 total videos posted to KWHS Channel.



## Website Maintenance & Blog (Historic Seaport)

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

Link to August Blog Post: [Florida Trust for Historic Preservation 2021 Insiders Tour](#)



## Website Maintenance & Blog (Bight Marina)

- ADEPT continued ongoing website updates, new information, maintenance and content creation.
- Continuing to increase Social Media for Bight Marina on KWHS handles
- Link to Monthly Bight Marina Blog Post: [Family Friendly Boating Activities - Key West Bight Marina](#)

