



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015
| September 2021 |



ADEPT
Strategy & Public Relations



October 6, 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, September 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

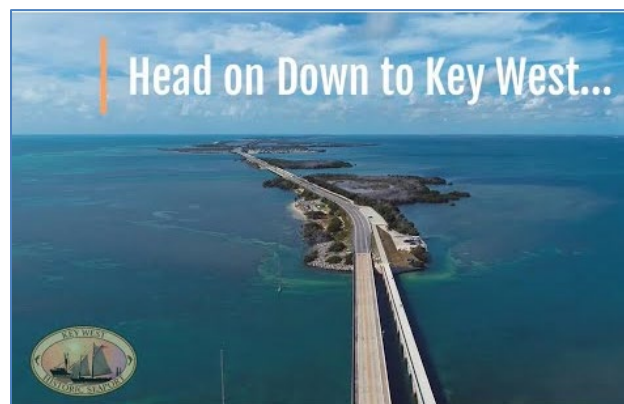
The following is a summary of ADEPT's professional marketing activities during the month of September 2021 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

Public Relations

Based on Bight Management District Board and Staff direction ADEPT created the **WORK HERE. PLAY HERE. LIVE HERE.** Marketing Campaign. Within days of the request ADEPT created a promo video, branding, taglines, and other marketing collateral, like social media graphics, images for newsletters, social media posts, blog, and other communications. The team has been rolling out messaging to tens of thousands within our network and databases.

Click below to view the **WORK HERE. PLAY HERE. LIVE HERE.** promotional video.





Media and Press Clippings



WHAT TO DO, WHERE TO GO - GALLERIES AND MUSEUMS -

Key West Florida Weekly, Sept. 16, 2021

Flagler Station Historeum —

“At the historic Key West Seaport, 901 Caroline St., Key West. 305-293-8716; www.flaglerstation.net.”

Most Romantic Getaways In United States For Couples - [Texas Breaking](#), Sept. 14, 2021

“Snorkeling with dolphins or even taking a ferry to Dry Tortugas National Park are some of the most romantic activities you can do in Key West. This island is one of the greatest snorkeling spots in the country, and the turquoise sea makes it feel like a tropical paradise.”



Social Media



Increased daily social media content creation, video creation and posting. The below table illustrates the growth in audiences during the month of September 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: 5,562 up from 5,485

Likes: 4,922 up from 4,903 (9/6/21-10/5/21)

Check Ins: 7,384 up from 7,310

People Reached: 18.7k (9/6/21 to 10/5/21)

Instagram Stats

Posts: 2,165 up from 2,118

Followers: 3,733 (Up from 3,719) (9/6/21-10/5/21)

Twitter Stats

Followers: 2,086 followers up from 2,067 (9/6/21-10/5/21)

YouTube

+67,561 unique views to Key West Historic Seaport YouTube videos.

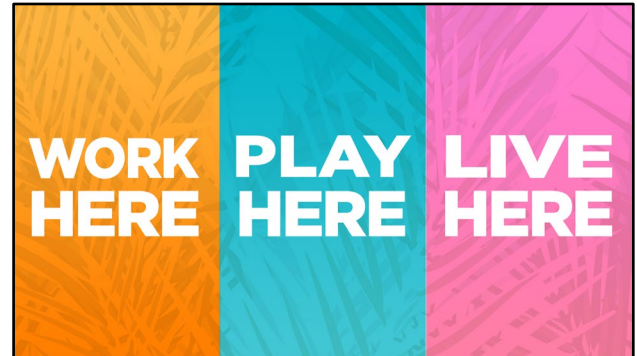
KW Historic Seaport - Official Video 19,976 views

99 channel subscribers

333 total videos posted to KWHS Channel.

Video & Digital Marketing

In September, ADEPT kicked off a marketing campaign at the request of the Bight Board and City of Key West Staff with the theme of **"WORK HERE. PLAY HERE. LIVE HERE."** For this campaign, ADEPT created a promo video, branding, taglines, and other marketing collateral, like social media graphics, images for newsletters, social media posts, blog, and other communications.



Campaign Graphic 1

Website Maintenance & Blog (Historic Seaport)

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

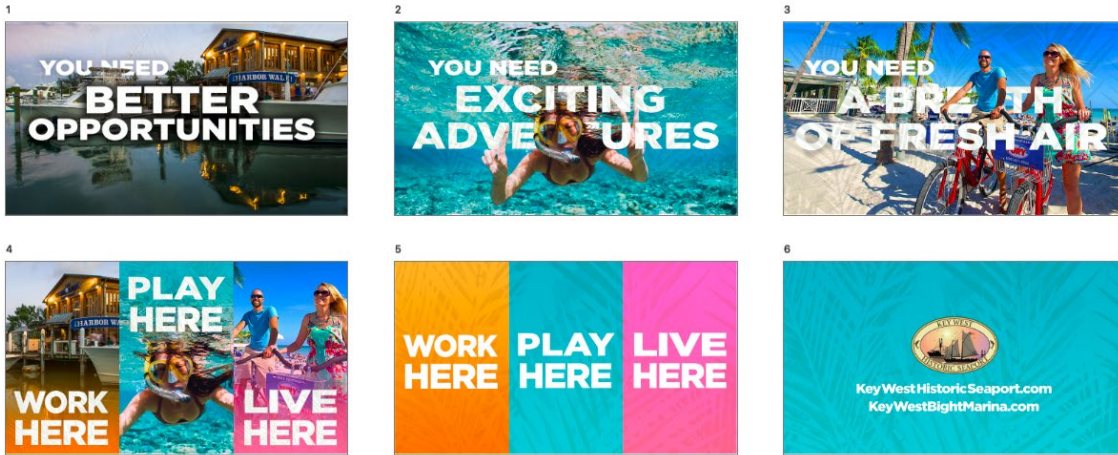
[Link to September 2021 Blog Posts:](#)

Post #1: [Five Exciting Labor Day Weekend Activities at Historic Seaport](#)



(Post #2 on the following page)

Post #2: [WORK HERE. LIVE HERE. PLAY HERE. Key West Historic Seaport & Bight Marina](#)



Website Maintenance & Blog (Bight Marina)

- 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: [Oh, What a Bight! How Marinas Benefit the Community](#)


Television Marketing & Advertising

The Key West Marketing Team in conjunction with KeyTV Destination Television ran advertising of our two KWHS television commercials and both editorial television spots during the month of September 2021.

<http://vpas.destinationnetwork.com:4200/web/preview/single-spot/26291>



See September 2021 Affidavit and Total Spots below:



Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

10/7/2021

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:

9/1/2021 - 9/30/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	9/1/2021	01:07:21	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/1/2021	02:26:18	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/1/2021	06:50:02	WE	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/1/2021	07:11:28	WE	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/1/2021	07:52:39	WE	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	9/1/2021	08:30:29	WE	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/1/2021	08:51:04	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/1/2021	09:19:11	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/1/2021	10:19:31	WE	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/1/2021	11:12:40	WE	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/1/2021	13:27:55	WE	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/1/2021	15:22:17	WE	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	9/1/2021	18:49:02	WE	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/2/2021	00:55:59	TH	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/2/2021	05:18:27	TH	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/2/2021	06:52:50	TH	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/2/2021	07:21:20	TH	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/2/2021	07:56:02	TH	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	9/2/2021	08:54:56	TH	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/2/2021	09:20:22	TH	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/2/2021	09:53:12	TH	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/2/2021	10:17:37	TH	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/2/2021	10:43:14	TH	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/2/2021	12:07:27	TH	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/2/2021	12:38:15	TH	12-14	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/2/2021	16:31:40	TH	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/3/2021	00:52:01	FR	00-06	:60	00:01:02	Bonus

DESTINATION NETWORK

Corporate Headquarters: 850.254.2773 • P.O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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10/7/2021 9:55:12 AM

:60 Paid spots:	119
Paid spots:	119
:60 Bonus spots:	100
Bonus spots:	100
VAP spots:	92
Total spots:	311