



City of Key West
Key West Historic Seaport

**BIGHT MANAGEMENT BOARD
MONTHLY MARKETING UPDATE**

Marketing Services Contract
| July 2024 |



ADEPT
Strategy & Public Relations



August 6, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, July 2024 Monthly Update, Key West Historic Seaport Marketing Services Contract*

The following report contains an overview of ADEPT's recent professional marketing activities during the month of July 2024 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts



In July, we created and distributed multiple email blasts, including one congratulating the 2024 Bubba Award winners that are tenants at the Key West Historic Seaport, and the other announcing our latest concert ticket contest giveaway to see Stick Figure live in concert on August 12, 2024 at Coffee Butler Amphitheater.

Concert Ticket Contest/Giveaway

Last month, we created our latest Key West Historic Seaport giveaway contest with the winner to receive two tickets to see Stick Figure live in concert on August 12, 2024 at Coffee Butler Amphitheater in Key West, along with a \$100 gift certificate to Boat House Bar & Grill to enjoy food and drinks before the show. In order to be eligible to win, individuals needed to like and follow us on social media on our various platforms. We are excited to announce the winner at the end of the day on August 7, 2024!



The poster features a dark brown background with gold and teal decorative flourishes. At the top center is the Key West Historic Seaport logo. Below it, the text 'KEY WEST HISTORIC SEAPORT GIVEAWAY' is displayed in a gold-bordered box. The main text reads 'ENTER TO WIN TWO TICKETS' in white, followed by 'STICK FIGURE' in large, ornate gold letters. A red 'SOLD OUT!' banner is positioned to the right of the band name. Below the band name, 'SOJA' is written in white, with 'SACRED SANDS' and 'SUMMER TOUR II' on either side. 'LITTLE STRANGER' is written in white below 'SOJA'. The event details are listed at the bottom: 'MONDAY, AUG 12 AT 7PM' on the left, 'FOLLOW US [social media icons] @HISTORICSEAPORT TO ENTER' in a red box in the center, and 'COFFEE BUTLER AMPITHEATER' on the right. At the bottom left is the Boat House Bar & Grill logo, and at the bottom right, it states 'GIVEAWAY INCLUDES \$100 GIFT CARD TO BOAT HOUSE BAR & GRILL'.

Media/Press Clippings

Key West Lobsterfest to Feature Luscious Local Seafood Aug. 8-11 - "The schedule Friday, Aug. 9, features a 3-6 p.m. pool party at The Marker Key West Harbor Resort, 200 William St., plus a rollicking nighttime Duval Pub Crawl with stops at establishments in Key West's popular downtown and Historic Seaport areas."

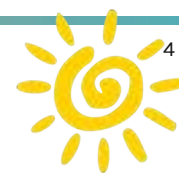


Rum Fest Key West to Blend Rum, Revelry and Seafaring Spirit Aug. 14-18 - "Fans of rum, fabled as seafarers' favorite libation, can savor on-the-water fun, unique rum experiences, seminars and tastings, a concert and more during the inaugural Rum Fest Key West in the historic seaport city. Set for Wednesday through Sunday, Aug. 14-18."

'Just a Few Friends Key West' to Honor Musical Icon Buffett - "Just a Few Friends" is to begin Friday, Aug. 30, with highlights including the 11 a.m. reading of a Florida State Legislature proclamation designating Jimmy Buffett Day. Civic leaders, regional celebrities and Buffett fans are to gather for the waterfront reading and welcome ceremony outside his Shrimp Boat Sound recording studio in the Key West Historic Seaport."



Key West Seaport: One of the best scenic walks in Key West - "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. Key West Historic Seaport is your entryway to dozens of nautical adventures, too, including at least 20 sunset cruises, kayak and boat rentals, snorkeling and scuba outings, fishing charters and the wonderful day trip to Dry Tortugas National Park."



[Uncover Unique and Quirky Street Names of Key West](#) - “Key West is full of history and charm and one of the best ways to explore this charming culture is by wandering its streets. Eaton Street - Home to the Key West Historic Seaport, where you can find historic ships and a lively marina, Eaton Street is named after the early settler William Eaton. It is always bustling and full of life.”



Historic Key West
Vacation Rentals

[Prepare for Great Days in your Key West Golf Cart Rental with these nearby sights and attractions](#) - “Key West Historic Seaport: The

Seaport is a central location that many people visit on the island. Here you’ll find a 150-slip marina, alongside souvenir shops and delectable seafood restaurants. Enjoy a meal overlooking the stunning Gulf of Mexico.”

[The Key West Historic Seaport](#) - *The Key Wester, July 2024* -

“Key West’s historic seaport has been a pivotal spot for the island’s industry for hundreds of years. In the early days, it was the epicenter for fishing, shrimping, sponging, and turtling. Mac’s Sea Garden has been a favorite seaport stop of mine since I first moved here nearly thirty years ago.”

The
Key Wester



[Vacation Guide: How To Spend The Perfect Day In Key West Including Restaurants, Activities & Sights](#) - “Head

over to the historic seaport and find Cuban Coffee Queen at 201 William Street. This beloved local spot is known for its delicious Cuban coffee and mouthwatering breakfast sandwiches. Don’t forget to take a picture with the iconic Key West postcard mural attached to their building – it’s another must-see photo opportunity!”



[The Ultimate 4-Day Key West Vacation](#) - *Genuine Sunshine Blog, Jul. 21, 2024* - "You probably won't be able to eat dinner for a little while after you fill up on dessert, so head to Mallory Square to catch the Sunset Celebration. Walk the Key West Historic Seaport Harborwalk and end up at the Waterfront Brewery to take the shuttle back. We ended up having loaded nachos at the brewery for dinner."

[Romantic Things to do in Key West for Couples in 2024](#) -

Hello Florida Keys, Jul. 2, 2024 - "If you enjoy shopping, there are several areas to do that in Key West. Duval Street, Mallory Square, and Lazy Way Lane next to the Historic Seaport are all fun areas to browse. Key West has everything from your typical tourist-type shops with \$5 t-shirts, locally-owned boutiques, and some chains like Lilly Pulitzer."



Recent Google Reviews

 **Kimber Beck**
Local Guide • 217 reviews • 1885 photos
★★★★★ 3 weeks ago **NEW**



 **lesley Galloway**
Local Guide • 114 reviews • 487 photos
★★★★★ 14 weeks ago

Lovely place to eat and walk around lots of things to see and great hour trips leave from here. Beautiful at sunset to walk around to sunset pier. We loved how much marine life we saw and all the birds



Social Media

Throughout the month of July, ADEPT produced daily content for the Historic Seaport social media accounts, including promotions of tenant deals, specials, and other news about the Key West Historic Seaport. In addition, we continued our ongoing efforts at growing our audience across all platforms to increase our reach and engagement with visitors and communicate with current tenants. Please see below for updates for social media outlets for July 2024.

X (Formerly known as Twitter) Stats

Followers: 3,497 followers, up from 3,468 (7/1/2024-8/5/2024)

Instagram Stats

Followers: 4,499 up from 4,459
(7/1/2024-8/5/2024)

Posts: 3,085



Instagram Follower Growth, July 2024

Facebook Stats

Followers: 7,075 up from 7,056 (7/1/2024-8/5/2024)

Likes: 5,938 up from 5,932 (7/1/2024-8/5/2024)



YouTube


114 channel subscribers

347 total videos posted to KWHS Channel



2024 Bubba Award Winners

In the 11th Annual 2024 Keys Weekly Key West People's Choice Awards (also known as Bubba Awards), six tenants from the Key West Historic Seaport were crowned winners and voted BEST IN KEY WEST. Once again, over 100,000 votes were cast!



KEY WEST
2024 BUBBAS
PEOPLE'S CHOICE AWARDS
by **WEEKLY**

WEEKLY **WEEKLY**

We're especially thrilled to share that many of your favorites from the **Key West Historic Seaport** are among the winners!

Best Conch Chowder: Conch Republic Seafood Company
Best Raw Bar/Oysters: Half Shell Raw Bar
Best Happy Hour: Boat House Bar & Grill
Best Watersports Company: Fury Water Adventures Key West
Best Summer Camp: Reef Relief
Cup of Coffee: Cuban Coffee Queen



Website Maintenance & Blog (Historic Seaport)



Blog Post: [Discover the Magic of Key West: Summer Events You Can't Miss!](#)

Throughout the month of July, we also added information on events, tenant promotions, and various occasions, including the upcoming 27th Annual Key West Lobsterfest, the 1st Annual Just a Few Friends Key West Favorite Son Celebration in Honor of Jimmy Buffett, and more.

Website Pop-Up Notification to Sign up for Email List



We recently added an automatic website pop-up graphic for new website visitors where they can automatically sign up to be added to our Key West Historic Seaport mailing list and receive all of our email blasts about upcoming events and promotions at and around the Key West Historic Seaport and Bight Marina. Below, you will find a screenshot of the pop-up notification where website visitors have had the option of entering their information and staying connected through email newsletters along with miscellaneous email blasts. This automatic pop-up has helped to increase our email sign-up list.

Website Maintenance & Blog (Bight Marina)



Blog Post: [Five Tips for Summer Wellness from Key West Bight Marina](#)



In July, we also continued with our standard website maintenance and updates on pricing, amenities, dockage, and requesting reservations on the Key West Bight Marina website.

Further, we created a QR code for individuals to scan with their devices and be directed straight to the Key West Bight Marina website. We are also currently in the process of creating a drop down chevron containing marina rules, cancellation policies, and other important information to be acknowledged prior to submitting a request for dockage, along with a place to upload copies of insurance and vessel registration that would be included in the dockage request submission.

Historic Seaport Ferry Terminal Large Screen Monitor

Adept continues to create new digital signage content for the Ferry Terminal Large Screen Monitor. The Monitor provides valuable tips, local news, happenings and updates for arriving and departing visitors at the Terminal. Please see below for samples of drafts of new digital signage content.



Graphic Design/QR Codes

We continue to work with City of Key West staff on new signage with QR codes to be placed around the Key West Historic Seaport and Key West Bight Marina as well as online on the Key West Historic Seaport website, Key West Bight Marina website, and on our social media platforms. Below are recent draft examples and mockups.



Television Marketing & Advertising

Finally, please see below for the KeyTV July 2024 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
Visit the Key West Historic Seaport 2024	7/1/2024	00:26:57	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2018	7/1/2024	03:56:56	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2018	7/1/2024	04:46:29	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	7/1/2024	05:40:41	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2018	7/1/2024	06:40:02	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2018	7/1/2024	07:51:12	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2024	7/1/2024	08:35:47	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2018	7/1/2024	09:30:52	MO	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	7/1/2024	09:51:11	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2018	7/1/2024	10:56:35	MO	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	7/1/2024	11:18:41	MO	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2018	7/1/2024	14:16:05	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	7/1/2024	15:48:08	MO	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2018	7/2/2024	00:35:17	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2018	7/2/2024	02:32:17	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	7/2/2024	03:19:13	TU	00-06	1:30	00:01:32	VAP
2022 Key West Historic Seaport Happenings	7/2/2024	03:53:57	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2018	7/2/2024	06:13:11	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2018	7/2/2024	06:37:52	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	7/2/2024	07:25:47	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2018	7/2/2024	08:40:36	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	7/2/2024	09:40:41	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2018	7/2/2024	10:19:47	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2018	7/2/2024	10:43:08	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2018	7/2/2024	13:08:57	TU	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2018	7/2/2024	14:12:32	TU	14-16	:60	00:01:02	Bonus

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	184
Bonus spots:	184
VAP spots:	152
Total spots:	420