



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015
| October 2021 |



ADEPT
Strategy & Public Relations



November 3, 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, October 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 October 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, tag-lines and other marketing collateral, like social media graphics, images for newsletters, social media posts, blog and other communications.

After creation and approval of all collateral, our team sent an email blast featuring the new marketing material to our database of tens of thousands of contacts in Key West and South Florida.

You can view the **WORK HERE. PLAY HERE. LIVE HERE.** promotional video at <https://youtu.be/6KGxZCgqsb4>



Additional Campaign Collateral and Graphics



Media and Press Clippings

Flagler Station OVER-SEA RAILWAY HISTOREUM.®

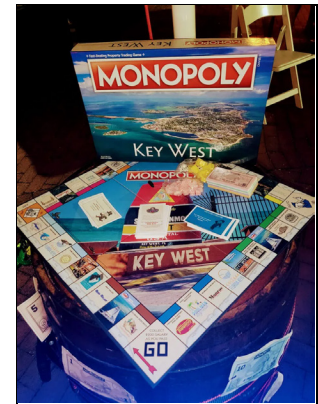
[WHAT TO DO. WHERE TO GO - GALLERIES AND MUSEUMS](#) - Key West Florida Weekly, Oct. 14, 2021

Flagler Station Historeum — At the historic Key West Seaport, 901 Caroline St., Key West. 305-293-8716; www.flaglerstation.net.

[In Pictures: Key West Monopoly Game Launches Just in Time for Christmas](#) - by Mandy Wells, Keys Weekly, October 21, 2021

Casey Arnold, who owns Key West Scavenger Hunt and works at the Conch Republic Seafood Co., recently celebrated the release of his Key West version of Monopoly, complete with licensing agreements from Hasbro.

Each color-coded property section on the game board represents a local business or agency, including Realtors, bars and restaurants, tours and attractions, construction companies and others.



Social Media



Increased daily social media content creation, video creation and posting. The below table illustrates the growth in audiences during the month of October 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: 5,596 up from 5,562 (10/6/21-11/3/21)

Likes: 4,930 up from 4,922 (10/6/21-11/3/21)

Check Ins: 7,443 up from 7,384

People Reached: 19.5k up from 18.7k (10/6/21 to 11/3/21)

Instagram Stats

Posts: 2,165 up from 2,118 (10/6/21 to 11/3/21)

Followers: 3,731 (Up from 3,719) (10/6/21-11/3/21)

Twitter Stats

Followers: 2,118 followers up from 2,086 (10/6/21-11/3/21)

YouTube

+67,876 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport - Official Video 20,010 views

101 channel subscribers

333 total videos posted to KWHS Channel.

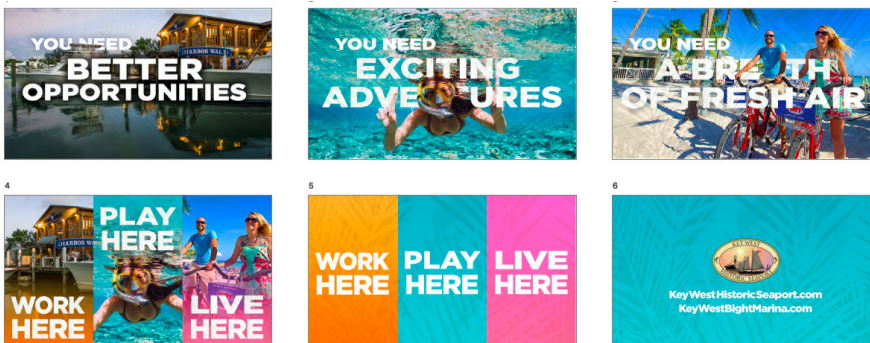
Video & Digital Marketing

In October, ADEPT continued the marketing campaign themed **“WORK HERE. PLAY HERE. LIVE HERE.”** For this campaign, ADEPT created a promo video, branding, tag-lines and other marketing collateral, like social media graphics, images for newsletters, social media posts, blog and other communications.

Website Maintenance & Blog (Historic Seaport)

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

Link to October 2021 Blog Post: [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:
<https://www.keywestbightmarina.com/blog/workplaylivekeywestbightmarina/>



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 October 2021.

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH By Land, Air or Sea 2019	9/27/2021	04:24:17	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/27/2021	04:52:53	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/27/2021	07:45:02	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/27/2021	08:09:34	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/27/2021	08:39:11	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/27/2021	09:21:35	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/27/2021	10:23:23	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/27/2021	11:26:39	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/27/2021	14:28:38	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/27/2021	15:54:26	MO	14-16	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/27/2021	18:14:55	MO	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/28/2021	03:16:41	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/28/2021	05:44:07	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/28/2021	06:35:50	TU	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	9/28/2021	06:51:34	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/28/2021	07:30:11	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/28/2021	08:40:49	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/28/2021	09:52:01	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/28/2021	10:16:26	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/28/2021	11:14:56	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/28/2021	14:30:59	TU	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	9/28/2021	17:22:44	TU	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/29/2021	03:19:56	WE	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/29/2021	05:07:35	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/29/2021	06:56:39	WE	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/29/2021	07:42:11	WE	06-10	1:30	00:03:17	VAP

See October 2021 Affidavit and Total Spots below:

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	166
Bonus spots:	166
VAP spots:	129
Total spots:	400