

City of Key West  
Key West Historic Seaport

# BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| March 2023 |



**ADEPT**  
Strategy & Public Relations



April 5, 2023

## MEMORANDUM

**TO:** Karen Olson, Deputy Port Director

**FROM:** Dana Pollitt, Managing Partner, ADEPT

**SUBJECT:** *Key West Bight Mgmt. District Board, March 2023 Monthly Update, Key West Historic Seaport Marketing Services Contract*

The following is a summary of ADEPT's professional marketing activities during the month of March 2023 for the Key West Historic Seaport and Key West Bight Marina:

### Public Relations / Media / Press Clippings



Earlier in the spring, we created an online contest/giveaway with the prize of two tickets to see country music band Old Dominion in concert in Key West on April 1, 2023.

This contest was part of our advertising and marketing campaign for the Key West Historic Seaport and garnered interest and submissions from local and regional audiences throughout South Florida.

In addition to the Old Dominion Concert Ticket Contest/Giveaway announcement that we posted frequently on social media, we sent multiple email blasts (including reminders) advertising the giveaway and created new blog posts for it, too. The winner was selected on March 20, but unfortunately, just days before the concert, it was postponed until 2024 after the lead singer was injured in an ATV accident.

See below for a screenshot from the band's official [Twitter account](#) detailing the circumstances of the postponement, along with a screenshot of the Facebook post advertising the giveaway. Fortunately, ADEPT has already identified several upcoming concerts taking place in KW for our next KWHS concert ticket giveaway campaign, which will be shared when those details are finalized.

**Key West Historic Seaport**  
Published by Stephanie Rosendorf Diaz · February 27 ·

**GIVEAWAY/CONTEST ALERT**

Enter the Key West Historic Seaport's first giveaway of 2023 for your chance to win TWO TICKETS to see Nashville-formed contemporary Country music band Old Dominion live in concert at the Coffee Butler Amphitheater in Key West, FL on Saturday, April 1, 2023 at 7:30 PM! (NO PURCHASE NECESSARY)

The rules are SIMPLE

1. YOU MUST LIKE & FOLLOW Key West Historic Seaport
2. COMMENT on this post and tag two people

We will randomly select one eligible individual commenter to receive TWO FREE tickets to see Old Dominion at the @thekeywestamp in #KeyWest FL on Sat, April 1, 2023 at 7:30 PM.

Open to U.S. residents 18 years of age or older. This contest ends March 20, 2023, and the winner will be announced at that time, with tickets electronically transferred to you upon acceptance.

GOOD LUCK!!

Disclaimer: This giveaway is in no way sponsored, administered or associated with any social media platform, artist, or venue. By entering, contestants agree they are at least 18 years of age and agree to all social media terms of use.

**Old Dominion**  
@OldDominion

A statement from Matthew Ramsey and an update on this weekend's postponed shows in Key West, FL...

Well friends- I'm afraid I have some disappointing news. I was in an ATV accident that has left my pelvis fractured in three places. The good news is it's gonna heal just fine. The bad news is I'm gonna have to stay home and recover for a little while. I know we all had plans to sing and dance together in Key West. I was looking forward to that so much! We will make it up to you! I promise we'll keep you updated on my recovery and any other shows that might be affected. This tour has been such a blast so far this year and before you know it I'll be back out there with No Bad Vibes! Love you all. -m

This weekend's shows in Key West, FL have been rescheduled for March 22, 23, and 24 of 2024. If you have tickets for this weekend's shows, you don't need to do anything. Your current ticket will be honored for the 2024 shows. For instance, if you are holding a ticket for Friday, March 31, 2023, that ticket will be honored for the rescheduled show on Friday, March 22, 2024. If you are unable to make the 2024 shows, full refunds will be offered at point of purchase for the next 30 days. Stay tuned for updates regarding future shows.

## Email Communications

In March, ADEPT sent multiple email blasts informing folks of upcoming events at and around the Historic Seaport and various tenant promotions/specials.

**Historic Seaport Spotlight!**  
**B.O.'s Fish Wagon**



For the perfect fish sandwich, head to **B.O.'s Fish Wagon!** A hopping little open-air shack that turns out fresh food with zero fuss, as well as great live music on Friday nights. The owner, Buddy Owen, is something of a local legend, having started his operation 26 years ago out of a little wagon on Duval Street. Enjoy their **Friday night jam sessions** with live music every week!

**Celebrate St. Patrick's Day at Schooner Wharf!**



Extend your Irish Heritage and celebrate St. Paddy's Day at **Schooner Wharf!**

The Schooner galley will be cooking up their popular annual beer steeped corned beef and cabbage dinner to go with your Black & Tan, Guinness, Irish Car Bomb or green beer.

**41st Annual Conch Republic Days 2023**



Calling Conch Republic Patriots, Pirates and Partiers - Declare Your FUN-dependence by heading to Key West's **41st Annual Conch Republic Days 2023**. Conch Republic Days 2023 celebrates Key West's One Human Family and the diversity of its Conch-stituents dedicated to bringing humor, peace, and respect to the world! [Click here](#) for a schedule of exciting events from April 21-30!

## Media/Press Clippings

[48 hours in Key West: How to plan your gay weekend getaway](#) - *Gay Cities, March 2023* -



“Many of Key West’s restaurants showcase the catch of the day. Favorites include Conch Republic Seafood Company, located at a historic seaport that dates back to the 1700s. The restaurant has been a longtime supporter of preserving the region’s ecosystem through the Reef Relief Environmental Center.”

[The colorful events of Conch Republic Days](#) - *Key West Weekly, March 16, 2023* - “The Annual Conch Republic Drag Races (2 p.m. April 22) invites competitors to showcase their attempt at female impersonation in stylish footwear to navigate an obstacle course in a wild sprint down Duval. Other festivities will be held April 21-30 at the Key West Historic Seaport.”

[10 Most Booked Travel Experiences In The US This Spring. According To TripAdvisor](#) - *By Derek Igbiniedion, The Travel, March 31, 2023* -



“The Key West Sunset Sail is one of the top things to do in Key West, providing an evening on the water with breathtaking views of the sunset. Passengers aboard this sailing excursion can relish refreshing drinks, forge new friendships, and bask in the splendor of the stunning Florida Keys. The sunset sail is a must-do for anyone visiting Key West.”

[Travel: Find ‘peace, love and sandy feet’ in the Florida](#)

[Keys](#) *Linda Lange & Steve Ahillen, Knoxville News Sentinel, March 2, 2023* - “We boarded the high-speed catamaran, Yankee Freedom, in Key West for a 2.5-hour, 70-mile cruise to Garden Key, site of Fort Jefferson, one of the largest all-masonry fortifications in America.”

**knox news.**

[\*\*6 Must-Visit Historic Attractions in Key West\*\*](#) - Amber Guetebier, *Tiny Beans.com*, March 1, 2023 - "A buzzing seaport rich with arts and culture, Key West isn't just a warm place to chill in the sand (though there's plenty of that, too). Board the high-speed Yankee Clipper catamaran in Key West's historic seaport, and then prepare for a 2-hour one-way journey to arrive at Fort Jefferson."

[\*\*Florida Weekly - Key West - Calendar of Upcoming Events\*\*](#) - "The annual Conch Republic Independence Celebration — April 21-30, Key West Historic Seaport, Key West."



[\*\*Everything you need to know when visiting Key West Florida\*\*](#)

- *Montreal Times*, March 15, 2023 - "For a true seaside seafood dining experience, check out the Half Shell Raw Bar located at the historic Bight seaport on the northern part of the island, the Half Shell offers a large variety of oysters, clams, lobsters and other fresh catches of the day straight from the fishing boats to your table. Dee-licious!"



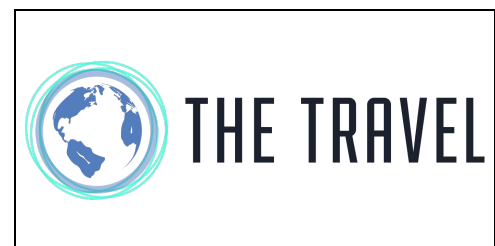
[\*\*Quirky and charming Key West a fun way to finish a visit to Florida Keys\*\*](#) - Dave Pollard, *Toronto Sun*, March 31, 2023 -

"Key West is easy to get around and very navigable on foot. But a good way to get a feel for the city is to book a seat on the Conch Tour Train."

[\*\*Escape To Paradise: The 10 Most Iconic Florida Keys\*\*](#)

[\*\*Hotels For A Perfect Spring Break\*\*](#) - By Joane Acar,

*TheTravel.com*, March 14, 2023 - "The Marker Resort is found by the historic seaport and is a comfortable refuge established steps from the finest dining, soundest sightseeing, and multiple iconic attractions in Key West."



## Social Media

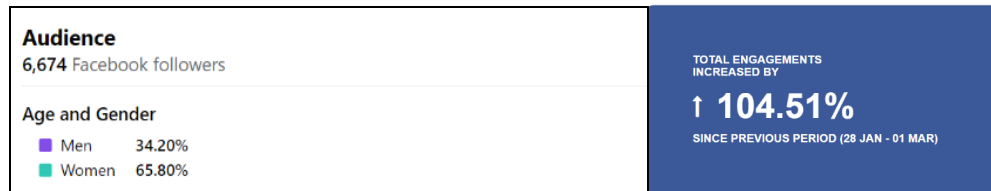


Throughout March, ADEPT produced daily content for the Historic Seaport social media accounts. Along with posts acknowledging and promoting various March occasions and events, such as Saint Patrick’s Day, we continued to work on building our audience across all platforms to increase our reach and engagement with visitors and communicate with current Historic Seaport tenants to ensure we’re up to date with all of their latest offerings.

Below, you will also find updates for Key West Historic Seaport social media outlets for the month of March 2023.

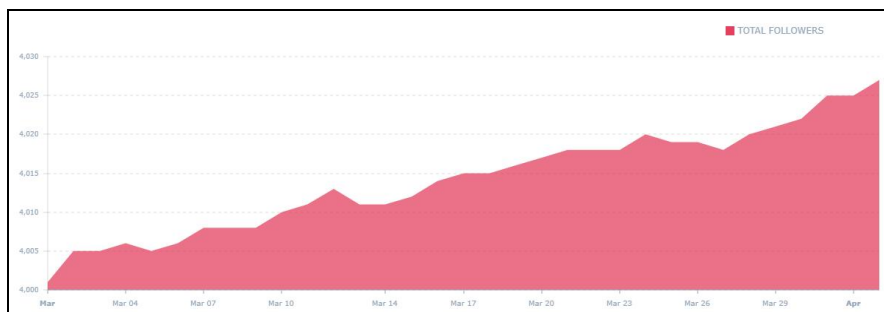
### Facebook Stats

Followers: 6,674 up from 6,590 (3/1/2023-4/2/2023)  
 Likes: 5,657 up from 5,639 (3/1/2023-4/2/2023)  
 People Reached: 31,562 (3/1/2023-4/2/2023)



### Instagram Stats

Followers: 4,027 up from 4,002 (3/1/23-4/2/23)  
 Posts: 2,475



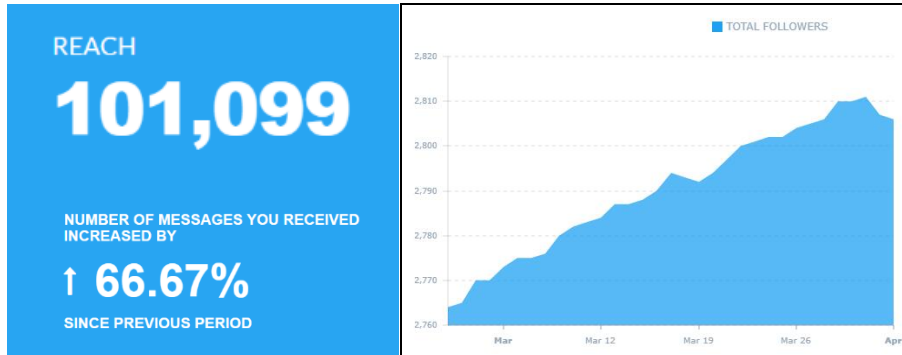
Instagram Follower growth - March 2023

**Twitter Stats**

Followers: 2,810 followers, up from 2,766

(3/1/2023-4/2/2023)

Reach: 101,099 people



Twitter Follower growth - March 2023

**YouTube** 71,744 unique views of Key West Historic Seaport YouTube videos.

KW Historic Seaport Official Video - 20,504 views

110 channel subscribers

343 total videos posted to KWHS Channel

**Website Maintenance & Blog (Historic Seaport)**



Blog Post: [Here's Your Chance to Win Two Concert Tickets to See Old Dominion in Concert in Key West!](#)

Throughout the month of March, we continued our ongoing updates to the Key West Historic Seaport website, including additional information on upcoming tenant events, special occasions, promotions, blog posts, and tenant contact information.



## Website Maintenance & Blog (Bight Marina)



Blog Post: [Key West Bight Marina Monthly Catch - March 2023](#)

Throughout the month of March, we continued our ongoing updates to the Key West Bight Marina website, including updated information on amenities and reservation requests, along with our monthly blog post.

## Television Marketing & Advertising



KeyTV Destination Television ran advertising of all four KWHS television pieces—including our two KWHS television commercials and two editorial TV spots—in March. KeyTV has also posted the commercial on YouTube, and we continue to share it on social media and email blasts.

Finally, please see below/on the following page for the KeyTV March 2023 Affidavit and Total Spots:





**Call Letters:** WCAY-CD **Advertiser:** Key West Historic Seaport  
**DMA:** Miami-Ft. Lauderdale, FL **Date:** 4/3/2023  
**Actual Contract Dates:** 12/26/2022 to 12/31/2023 **AE:** Jessica Cranney  
**Description:** Key West Historic Seaport 2023 **Agency:** ADEPT Strategy & Public Relations

Date Range: 2/27/2023 - 3/26/2023

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	2/27/2023	00:38:07	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	2/27/2023	03:28:39	MO	00-06	1:30	00:01:32	VAP
Visit the Key West Historic Seaport 2021	2/27/2023	03:50:31	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	2/27/2023	06:16:30	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/27/2023	07:17:58	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/27/2023	07:56:30	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	2/27/2023	09:10:00	MO	06-10	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	2/27/2023	09:36:57	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	2/27/2023	10:43:55	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	2/27/2023	15:18:21	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/27/2023	15:38:14	MO	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	2/28/2023	01:29:46	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/28/2023	04:07:11	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	2/28/2023	06:38:06	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	2/28/2023	06:55:38	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	2/28/2023	07:45:21	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/28/2023	08:10:04	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/28/2023	09:23:30	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/28/2023	10:09:18	TU	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	2/28/2023	10:32:12	TU	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/28/2023	14:07:06	TU	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/28/2023	14:23:36	TU	14-16	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	2/28/2023	14:46:59	TU	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	3/1/2023	00:30:21	WE	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/1/2023	04:52:58	WE	00-06	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	3/1/2023	06:48:04	WE	06-10	1:30	00:01:32	VAP



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

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:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	148
Bonus spots:	148
VAP spots:	127
Total spots:	359