



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| April 2024 |



ADEPT
Strategy & Public Relations



May 1, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

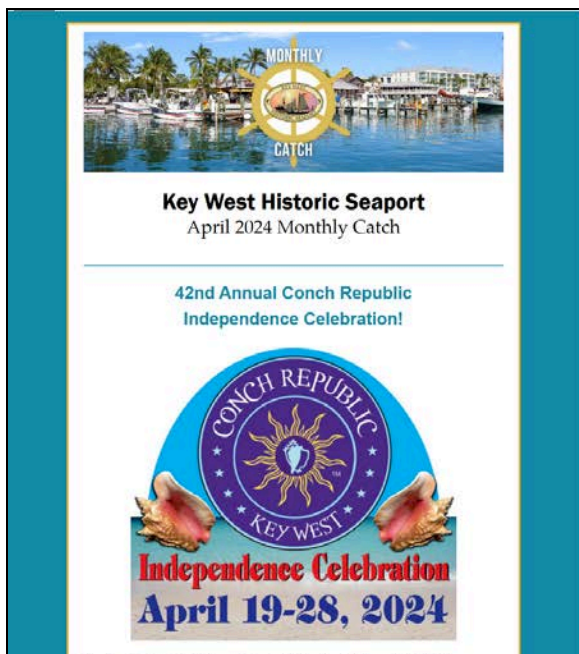
SUBJECT: *Key West Bight Mgmt. District Board, April 2024 Monthly Update, Key West Historic Seaport Marketing Services Contract*

The following is a summary of ADEPT’s professional marketing activities during the month of April 2024 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts



In April, we created and distributed an email blast featuring information on upcoming events and special occasions involving, sponsored, and/or hosted by various Key West Historic Seaport tenants. We also shared and promoted these events and occasions on our social media platforms.

Media/Press Clippings



[FL Keys to Celebrate 'Conch Republic' Birthday](#) - *By Recommend Magazine, Apr. 2, 2024* - "Activities begin Friday, April 19, with an opening ceremony and the raising of the colors at Key West's landmark Mallory Square. A gala kick-off party is to follow at the Schooner Wharf Bar, 202 William St. in the Key West Historic Seaport."

[Florida Keys Stages Conch Republic's 'Birthday Party' Through April 28](#) - *Monroe County Tourist Development Council, Apr. 21, 2024* - "Today the republic, whose motto is "We Seceded Where Others Failed," is recognized around the world as the Keys' irreverent alter ego. Activities began Friday, April 19, with an opening ceremony and the raising of the colors . . . along with a gala kick-off party at the Schooner Wharf Bar in the Key West Historic Seaport."

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[CELEBRATE CONCH REPUBLIC INDEPENDENCE DAYS APRIL 19-28](#) - *Keys Weekly, Apr. 5, 2024* - "Like the first Great Sea Battle of the Conch Republic, which was fought aboard the Schooner Western Union in 1982, the ammo of choice includes water cannons, Cuban bread, Conch fritters and, most importantly, humor. After the battle, head to Schooner Wharf Bar at the Key West Bight Historic Seaport for the annual Surrender Ceremony & Victory Party."



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[Musician Les Greene Returns to The Marker](#) - *Key West Florida Weekly, Apr. 18, 2024* - "The Marker Key West Harbor Resort situated in the historic seaport will feature the return of Les Greene, one of the island's energetic musical talents, for its special Cinco de Mayo concert. The singer is excited to be back in the city where it all began for him."

 **Tripadvisor** [Restaurants near Key West Historic Seaport - April 2024](#)

[Sebago Watersports | Exceptional Key West Eco-Tours](#) - *Sebago Watersports, Apr. 17, 2024* - "Leave from Key West's Historic Seaport and discover a magnificent underwater world of fish, coral, and marine wildlife. Immerse yourself in Key West nature with exceptional snorkeling, sailing, kayaking, and dolphin-watching excursions. Experiencing nature has never felt so good."



[18 GREAT THINGS TO DO IN KEY WEST, FLORIDA](#) - *Earth Trekkers, Apr. 6, 2024* - Stroll Along the Key West Historic Seaport - "This is a pretty spot to visit. Hundreds of boats and yachts are docked here. Restaurants and bars line the harbor. While you are here, belly up to the bar at the Schooner Wharf or grab a cup of coffee at the Cuban Coffee Queen."



 **Tripadvisor** [The 10 Closest Hotels to Key West Historic Seaport](#) - *TripAdvisor, Last Updated Apr. 26, 2024*

Recent Google Reviews



Omar Echeverri

Local Guide · 85 reviews · 324 photos

★★★★★ 2 weeks ago **NEW**

I recently had the pleasure of visiting Key West Historic Seaport and Town in one of the stops while doing a cruise in the Bahamas and the Caribbean with MSC, and I must say it exceeded all my expectations! This hidden gem is a true treasure trove of history, charm, and beauty.

The seaport area is bustling with activity - from the colorful boats docked along the harbor to the charming shops and restaurants lining the streets, there's something for everyone to enjoy. The historic charm of the town is evident in its well-preserved architecture and quaint streets that transport you back in time.

One of the highlights of my visit was taking a leisurely stroll along the boardwalk, soaking in the stunning views of the water and watching the sunset - a truly magical experience.

I also had the chance to indulge in some delicious local cuisine at one of the waterfront restaurants and was blown away by the fresh seafood and laid-back atmosphere.

Overall, Key West Historic Seaport and Town is a must-visit destination for anyone looking to experience the true essence of Key West. I can't wait to return and explore more of this charming area!



Jimmy Darr

Local Guide · 185 reviews · 20 photos

★★★★★ a month ago

It was a great visit! Meeting Captain Boo was an added bonus. 😊



Rayk Tomalla

Local Guide · 176 reviews · 1,503 photos

★★★★★ a day ago **NEW**

Beautiful harbor with mega sunshine

Translated by Google · [See original \(German\)](#)



Social Media

Throughout the month of April, 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 April 2024.

X (Formerly known as Twitter) Stats

Followers: 3,398 followers, up from 3,394 (4/1/2024-4/30/2024)

Instagram Stats

Followers: 4,392 up from 4,367 (4/1/2024-4/30/2024)

Posts: 2,958

Facebook Stats

Followers: 5,924 up from 5,921 (4/1/2024-4/30/2024)

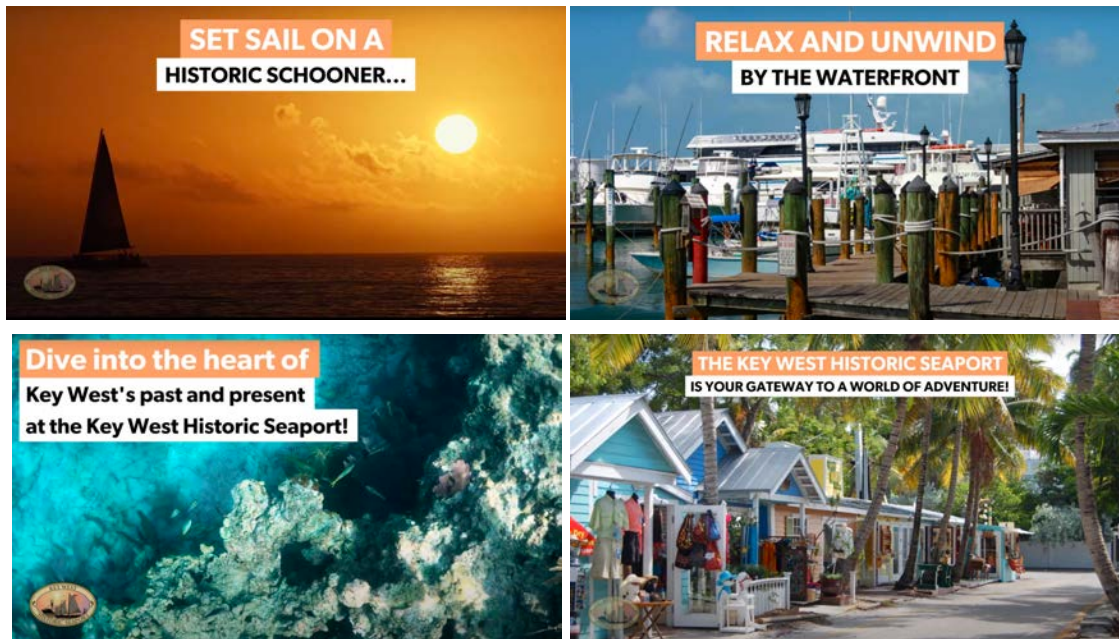
Likes: 7,061 up from 7,058 (4/1/2024-4/30/2024)

YouTube

113 channel subscribers

360 total videos posted to KWHS Channel

Screenshots of recent video below:



Website Maintenance & Blog (Historic Seaport)



Blog Post: [Conch Republic Independence Celebration 2024 - Happy 42nd Anniversary!](#)

Throughout the month of April, we added information on events, tenant promotions, and various occasions, including the 42nd Annual Conch Republic Independence Celebration, which took place from April 19-28, 2024.

Website Maintenance & Blog (Bight Marina)

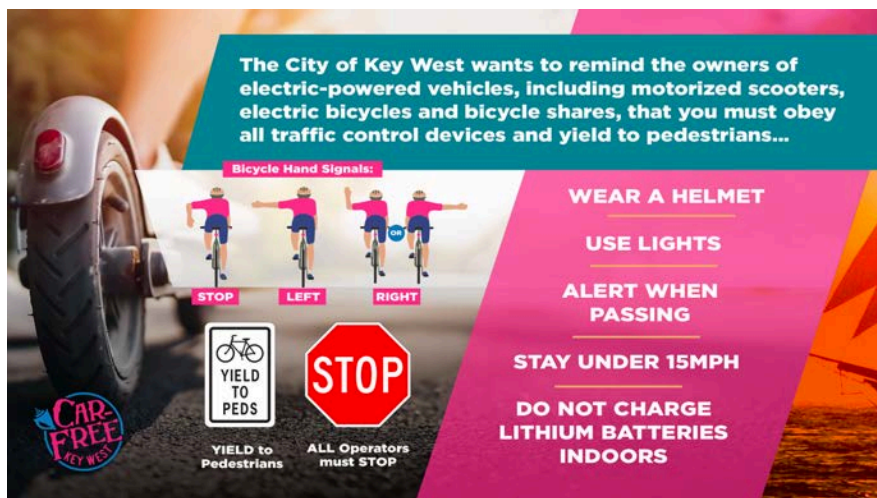
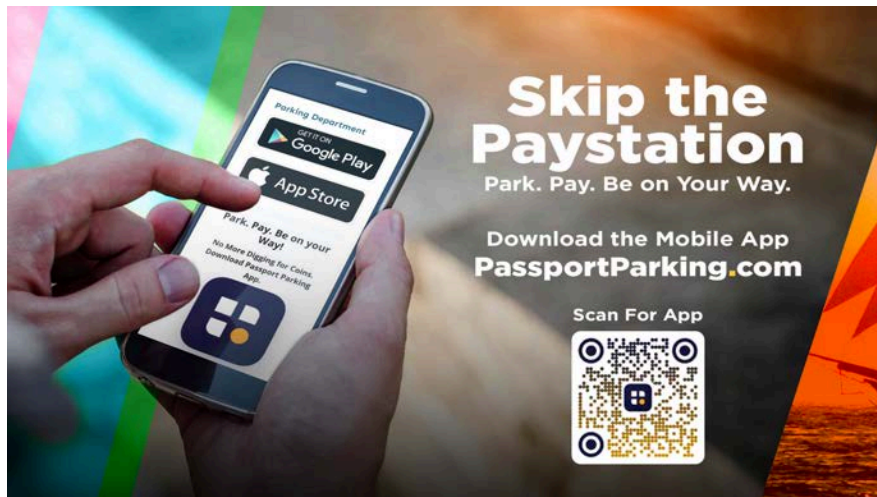


Blog Post: [Preserving Paradise: Reef Relief in Key West](#)

In April, we continued with our standard website maintenance and updates on pricing, amenities, and requesting reservations.

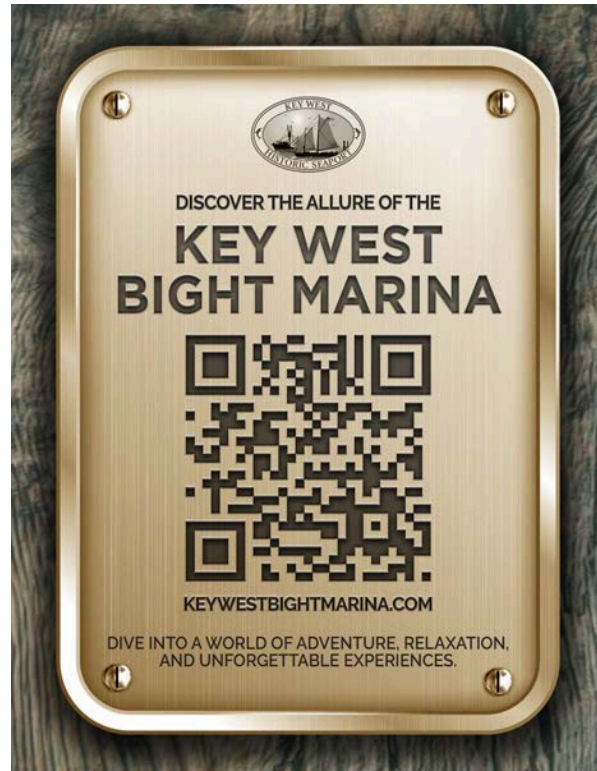
Historic Seaport Ferry Terminal Large Screen Monitor

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.



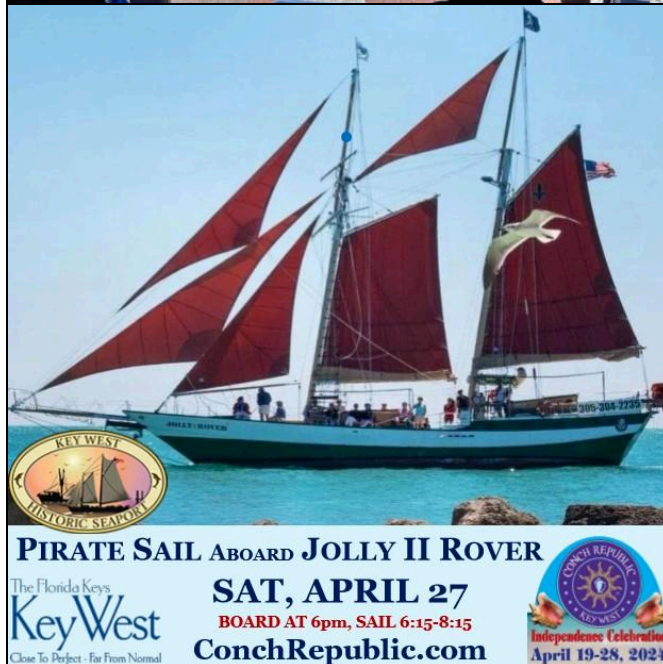
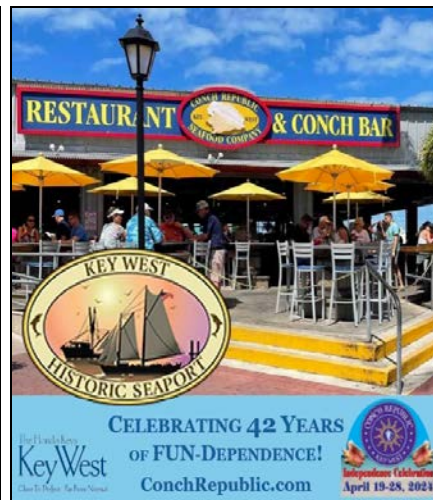
Graphic Design/QR Codes

We are currently working 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 and on our social media platforms. Below are a few draft examples and mockups.



Conch Republic Independence Celebration

The Key West Historic Seaport partnered with the Conch Republic Independence Days for the 42nd Annual Conch Republic Independence Celebration, which took place from April 19-28, 2024. The partnership has turned into a great success for both the Historic Seaport and the Conch Republic Independence Celebration. In addition to being an event sponsor, various tenants hosted events and specials to celebrate the occasion. Please see below for a sample of photos and graphics from this year's celebration.



Television Marketing & Advertising

Please see below for the KeyTV April 2024 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
2022 Key West Historic Seaport Happenings	4/1/2024	01:15:58	MO	00-06	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/1/2024	02:26:39	MO	00-06	.60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	4/1/2024	05:17:39	MO	00-06	1.30	00:03:17	VAP
OOH By Land, Air or Sea 2019	4/1/2024	07:18:32	MO	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/1/2024	07:44:56	MO	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/1/2024	08:57:25	MO	06-10	.60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	4/1/2024	09:57:37	MO	06-10	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/1/2024	10:09:24	MO	10-12	.60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	4/1/2024	11:17:08	MO	10-12	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/1/2024	14:52:58	MO	14-16	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/1/2024	15:29:37	MO	14-16	.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	4/2/2024	01:12:36	TU	00-06	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	4/2/2024	05:13:05	TU	00-06	.60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/2/2024	06:49:21	TU	06-10	1.30	00:01:32	VAP
2022 Key West Historic Seaport Happenings	4/2/2024	07:13:25	TU	06-10	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	4/2/2024	07:34:46	TU	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/2/2024	08:55:01	TU	06-10	.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/2/2024	09:30:52	TU	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/2/2024	10:47:51	TU	10-12	.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	4/2/2024	11:24:17	TU	10-12	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	4/2/2024	12:23:57	TU	12-14	.60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	4/2/2024	14:55:15	TU	14-16	1.30	00:01:32	VAP

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	171
Bonus spots:	171
VAP spots:	130
Total spots:	385