



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| May 2022 |



**ADEPT**  
Strategy & Public Relations



June 2, 2022

# MEMORANDUM

**TO:** Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

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

**SUBJECT:** *Key West Bight Mgmt. District Board, May 2022 Monthly Update,  
Key West Historic Seaport Marketing Services Contract*

The following is a summary of ADEPT's professional marketing activities during the month of May 2022 for the Key West Historic Seaport and Key West Bight Marina:

## Public Relations / Media / Press Clippings

## Public Relations

## Schooner Wharf Bar Minimal Regatta

On Memorial Day Weekend, Key West Historic Seaport tenant, Schooner Wharf Bar, hosted its 31st Annual Minimal Regatta. Leading up to, on the day of, and following the event, the KWHS marketing team informed about event registration and participation in the Minimal Regatta, which promoted additional foot traffic at the Historic Seaport as a whole.



## Media and Press Clippings



[10 Things You Can Do In One Day At Key West-](#) By Lianna Tedesco, TheTravel.com, May 21. 2022 - "Not only is Key West's Historic Seaport the perfect way to start out the day, but it's also the perfect free activity.

Strolling down the boardwalk means getting to see beachside views before it gets crowded, and visitors can take their time exploring its iconic landmarks. Grab a cup of coffee and take in the atmosphere that this quieter part of Key West has to offer!"

[24 Teams Race Hand-Made Boats During Key West's Annual Schooner Wharf Minimal Regatta](#) - CBS News, May 31, 2022 - "Nearly two dozen teams raced vessels made of thin plywood, duct tape and other bare-bones materials during Key West's annual Schooner Wharf Minimal Regatta. The "sink or swim" challenge, a Memorial Day weekend tradition in the Florida Keys, took place at the Key West Historic Seaport."



[‘Sailors’ to Steer Quirky Craft in Key West’s Minimal Regatta May 29](#) - by Monroe County Tourist Development Council (TDC), May 29, 2022 - "Minimal construction and marginal seaworthiness should produce maximum hilarity Sunday, May 29, during the Schooner Wharf Minimal Regatta. Only boats made of thin plywood, duct tape and other bare-bones materials are allowed in the offbeat Memorial Day weekend challenge."

[Sailing America: 10 of the best spots to cruise in the US](#) - By Steve Walburn, Yachting Monthly, May 6, 2022 - "You have more than 800 islands and islets stretching 150 miles from Key Biscayne to Key West. Beyond that lie the Marquesas and Dry Tortugas island groups . . . The 70-mile passage from Key West to Dry Tortugas is a popular trip accessible to most intermediate-level cruisers."



## Social Media

Throughout the month of May, ADEPT created new engaging social media posts, promo videos and graphics to advertise Seaport tenants, promote attending Conch Republic Independence Celebration events taking place at the Historic Seaport, and spread positive snippets of Key West in the media, such as Key West's inclusion on lists for top destinations for fishing and more.

Along with posts for specific occasions and events, we continued to work on building our audience across all social media platforms to increase our online reach and organic engagement with past, present, and prospective visitors to the Key West Historic Seaport and Key West Bight Marina. Below, you will also find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.

Please see Key West Historic Seaport Social Media Reporting for the month of May 2022.

### Facebook Stats

Followers: 6,006 up from 5,984  
 (5/6/22-6/2/22)

Likes: 5,180 up from 5,170  
 (5/6/22-6/2/22)

Check Ins: 7,990 up from 7,930  
 (5/6/22-6/2/22)

People Reached: 18,717 (5/6/22-6/2/22)

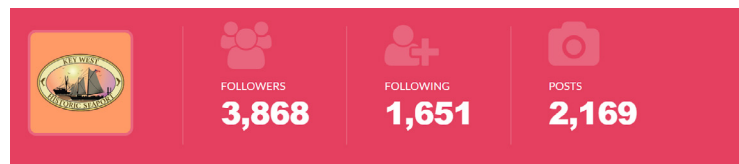


### Instagram Stats

Followers: 3,868 followers, up from 3,846 (5/6/22-6/2/22)

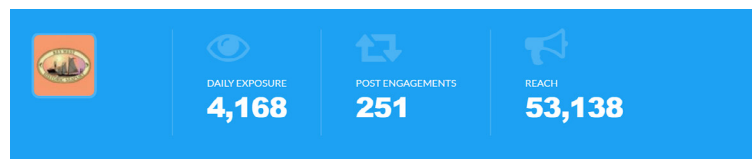
2,170 posts

1,650 following



### Twitter Stats

Followers: 2,472 followers, up from 2,418 (5/6/22-6/2/22)



### YouTube

70,205 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport Official Video - 20,279 views

111 channel subscribers

334 total videos posted to KWHS Channel

## Website Maintenance & Blog (Historic Seaport)

Blog Post: [Preparing for Hurricane Season in Key West!](#)



## Website Maintenance & Blog (Bight Marina)

Blog Post: [Going Boating But Don't Know What To Bring? Your Guide to All the Essentials](#)



## 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 May 2022.

See May 2022 Affidavit and Total Spots below:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic  
Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

6/1/2022

Actual Contract Dates:

9/27/2021 to 12/25/2022

AE:

Jessica Cranney

Description:

Key West Historic Seaport 2021-22

Agency:

ADEPT Strategy & Public  
Relations

Date Range: 4/25/2022 - 5/29/2022

| Spot Name                                | Date      | Time     | Day | Buy (Daypart, Show) | Rate Length | Actual Length | Type  |
|------------------------------------------|-----------|----------|-----|---------------------|-------------|---------------|-------|
| OOH By Land, Air or Sea 2019             | 4/25/2022 | 01:58:38 | MO  | 00-06               | :60         | 00:01:02      | Bonus |
| Visit the Key West Historic Seaport 2021 | 4/25/2022 | 04:18:57 | MO  | 00-06               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 4/25/2022 | 07:44:05 | MO  | 06-10               | :60         | 00:01:02      | Paid  |
| Visit the Key West Historic Seaport 2021 | 4/25/2022 | 08:16:37 | MO  | 06-10               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 4/25/2022 | 08:58:39 | MO  | 06-10               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 4/25/2022 | 10:46:33 | MO  | 10-12               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 4/25/2022 | 15:48:34 | MO  | 14-16               | :60         | 00:01:02      | Paid  |
| Visit the Key West Historic Seaport 2021 | 4/25/2022 | 18:49:58 | MO  | 16-20               | 1:30        | 00:03:17      | VAP   |
| Visit the Key West Historic Seaport 2021 | 4/26/2022 | 04:26:45 | TU  | 00-06               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 4/26/2022 | 05:36:20 | TU  | 00-06               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 4/26/2022 | 06:46:01 | TU  | 06-10               | :60         | 00:01:02      | Paid  |
| Visit the Key West Historic Seaport 2021 | 4/26/2022 | 06:54:12 | TU  | 06-10               | 1:30        | 00:03:17      | VAP   |
| Visit the Key West Historic Seaport 2021 | 4/26/2022 | 07:27:12 | TU  | 06-10               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 4/26/2022 | 08:10:02 | TU  | 06-10               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 4/26/2022 | 09:33:50 | TU  | 06-10               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 4/26/2022 | 10:56:34 | TU  | 10-12               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 4/26/2022 | 15:33:27 | TU  | 14-16               | :60         | 00:01:02      | Paid  |
| Visit the Key West Historic Seaport 2021 | 4/26/2022 | 16:19:35 | TU  | 16-20               | 1:30        | 00:03:17      | VAP   |
| Visit the Key West Historic Seaport 2021 | 4/26/2022 | 18:29:40 | TU  | 16-20               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 4/27/2022 | 05:12:19 | WE  | 00-06               | :60         | 00:01:02      | Bonus |
| Visit the Key West Historic Seaport 2021 | 4/27/2022 | 05:37:23 | WE  | 00-06               | 1:30        | 00:03:17      | VAP   |
| OOH By Land, Air or Sea 2019             | 4/27/2022 | 07:28:35 | WE  | 06-10               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 4/27/2022 | 07:49:01 | WE  | 06-10               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 4/27/2022 | 10:26:29 | WE  | 10-12               | :60         | 00:01:02      | Paid  |
| OOH By Land, Air or Sea 2019             | 4/27/2022 | 14:47:22 | WE  | 14-16               | :60         | 00:01:02      | Bonus |
| OOH By Land, Air or Sea 2019             | 4/27/2022 | 15:56:58 | WE  | 14-16               | :60         | 00:01:02      | Paid  |

**DESTINATION  
NETWORK**

Corporate Headquarters: 850.234.2775 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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:60 Paid spots: 106

Paid spots: 106

:60 Bonus spots: 131

Bonus spots: 131

VAP spots: 126

Total spots: 361

|                  |     |
|------------------|-----|
| :60 Paid spots:  | 106 |
| Paid spots:      | 106 |
| :60 Bonus spots: | 131 |
| Bonus spots:     | 131 |
| VAP spots:       | 125 |
| Total spots:     | 361 |