

**Key West Bight Preservation Association Inc.**  
**Report**  
to the members and to the  
**Key West Bight**  
**Management District Board**

November 2012

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regular Board meeting October 9, 2012

## Report from Board meeting - Tuesday October 9, 2012

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**CALL to ORDER:** 4:05pm - A quorum was present

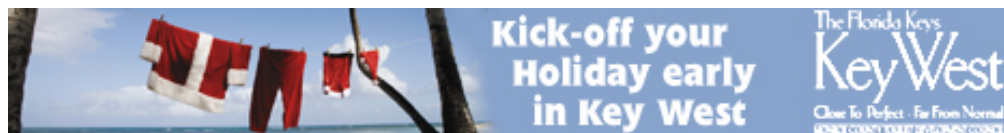
### **New Business:**

**2012 KW “Bight” Before Christmas Holiday Schedule and Media promotion:** Tom Stroh reported on the 2012 TDC grant funded media campaign. On behalf of the Association, Tom applied for and received the grant from the TDC for 2012, which was awarded back in August 2011. This \$17,000 grant was turned into a \$30,500 by partnering with the KW Innkeeper Association to jointly promote Key West for the Holidays - before Christmas.

The main event that justifies the Association’s TDC grant opportunities remains the KW Harbor Walk of Lights (HWL), because it is designed to begin on the night before Thanksgiving and continue through New Years and it has demonstrated the most potential to attract the greatest number of visitors to Key West during the most competitive holiday of the year. The Harbor Walk of Lights was created by Tom’s efforts back in 2006 as the main attraction of the KW “Bight” Before Christmas Holiday Celebration, using Bight Board approved funding from the unused portion of the Bight promotion budget. From 2006 through 2010, on behalf of the Association, Tom managed, researched, designed, erected and dismantled (contracted in 2010) the HWL. Through experience and consultation with professional large scale decorators, it was demonstrated over the years that certain high-up elements of the HWL maximized the effectiveness of the resources.

The Media Campaign for 2012 even exceeds the budget value, because after years of very visible holiday lights from the Ferry Terminal to Green Street, and maximizing every dollar to create a highly visual event and promote the area, we now have TV, Radio and print media contacting us early this year offering the HWL and Key West BBC free or greatly discounted media exposure. The interest in the KW Harbor Walk of Lights is snowballing every year.

The Media exposure this year, utilizing the best images from 2010, consists of efforts to encourage the drive down and ferry down market. They include a 1.5 minute spot on Key TV (free), 3 full pages in Florida Travel and Lifestyles, numerous print ads in the Miami Herald, Indulge glossy magazine, Art Basel glossy magazine, Tampa Bay Times, Ft. Myers Beach Observer, and the Cape Coral Breeze along with local and keys-wide publications. Radio exposure includes WLRN - Miami, WINK Ft. Myers and in Key West, Pirate Radio and Island 107. An extensive internet banner ad campaign includes Fla-Keys.com (TDC), TripSmarter.com, Yahoo, FaceBook, KeysKeepsake.com and Keysnet.com along with other partner sites, with banners linking to our main website landing page KWHolidays.com. Promotional HWL Koozie Cups will also be given away. A public Relations budget allows high-res photographs to be taken throughout the HWL process for future media promotion. Also, Key TV will be taking HD Video of the HWL and the KW Bight decorations in the first week of December. Typical banner ad:



The first deadline on the details and planned evolution of the 2012 HWL was in June 2011, needed to paint a picture of the future HWL on the TDC grant application. Those details also determine the all important “scope of services” that are included in our contract with the TDC. The first media deadlines this year for confirmed elements and start date of the 2012 HWL were at the end of August this year. The 2012 TDC media budget needed to be in place by early September. As of this Board meeting, after numerous requests, we still have not been able to meet with Bight management about the 2012 HWL, holiday event planning and other details.

(Since this board meeting, we did receive a meeting with Bight management on October 16, 2012. At minimum, we were able to confirm the HWL lighting date/time and some sketchy details for the 2012 HWL attraction, and also enough information to begin the planning and confirmation process of 2012 holiday events. There was also a media budget set aside of \$2,600 for custom holiday light pole banners that had to be dropped because of insufficient time remaining for coordinating the design and getting approvals.)

While a clear vision of the evolution of the HWL is important for TDC grant applications 18 months in advance, early confirmation of the specific decorating details for each current year are vital for the planned media to be accurate and maximized, and to allow sufficient time for coordination and planning.

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In 2011, the HWL had some new, creative elements added that were a welcome addition to the attraction. But at the same time, certain above ground, high impact elements that were previously researched and proven to maximize the resources and dramatic effectiveness of the attraction were eliminated. The missing elements became quite apparent when looking at the same photos shot locations from each year. It became very unclear to us how the HWL would evolve this year and into the future.

Since 2010 we have accrued over \$110,000 of TDC support to promote the Harbor Walk of Lights and Key West for the holidays, before Christmas. The TDC has shown tremendous support for the concept that Tom has developed in the HWL. To maximize the value of this support, and to insure continued TDC support in the future, we ask for management to work in partnership with us in the following manor:

Meet with us at the end of each holiday season to confirm the evolutionary path for the next two years of the HWL, partly to support the next year's media campaign, but mainly to support the next application (due the following June) for TDC destination event funding for the holidays two years from then.

To keep us posted with design element details as soon as they are developed for the current year to include in that year's media campaign.

Allow us to be in the loop of design and year by year evolution of the HWL and what design elements will be developed, included and enhanced each year. We would lobby to include researched design elements proven to maximize resources and effect, such as lighting (sometimes adding garland for daytime) of the following items: Develop a continuous, above ground ribbon of lights visible for the length of the Harbor Walk, light all palm trees, trees, bushes, plants, day marks and objects, the gumbo-limbo tree, the two flag poles, hide and light utility boxes, all railings and ramps, always include a natural southern-most christmas tree and light pole lights & garland, creating pockets of interest with animated lighting and/or projections, outline lighting of the ferry terminal and other main buildings, all within a common theme of the holidays at the Historic Seaport.

This collaboration would allow us to write better grant applications well in advance of a given year, and maximize the grant amounts. It would also maximize the result of the Harbor Walk of Lights every year and the benefit to the economy of Key West.

**Old Business:**

**Postponed marina rules and dock sign policy:**

Discussion evolved a consensus that the verbal guidelines set fourth by the City Commission at their last meeting concerning these issues should be the guide to any resolution. The Association is ready for a workshop if deemed necessary by the Bight Board.

Good and welfare

**adjourn 5:58pm**