



City of Key West
Key West Historic Seaport

**BIGHT MANAGEMENT BOARD
MONTHLY MARKETING UPDATE**

Marketing Services Contract
| October 2024 |



ADEPT
Strategy & Public Relations



November 4, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

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

The following report contains an overview of ADEPT's recent professional marketing activities during the month of October 2024 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts



In October, we sent an email blast with a reminder of our new Key West Historic Seaport weekly social media contest happening every Friday. The contest will consist of a weekly photo posted on the Key West Historic Seaport social media pages of a particular Historic Seaport location. If individuals comment on the post and correctly name the location(s) in the photo, tag two friends, like & share the post, they will be entered into a random drawing to receive a special prize.

The first few weeks of the contest have been a great success, and each winner was very happy to hear they'd be getting a prize (Historic Seaport sunglasses).

A new Key West Historic Seaport social media contest happening **every Friday**:

Where in The Seaport?

Want to participate? It's easy! Here's how:

- 1 Follow us on **@HistoricSeaport**
- 2 Comment on our Friday photo post: **Name the Key West Historic Seaport location(s)** featured in the photo.
- 3 **Tag two friends:** Spread the Historic Seaport love and invite your friends to join the fun!
- 4 **Like and Share** the post.



Each week, we'll select a winner to receive **a special prize!**

🤗 We're excited to announce a new weekly contest happening every Friday at the **Key West Historic Seaport** on social media! How much do you know about the Key West Historic Seaport?



👉 Stay tuned for this Friday at 12PM EST for the first photo! 📷

#HistoricSeaport #keywestlife #keywestflorida
#keywestfl #floridakeys #FridayContest

Media/Press Clippings



[Key West Ultimate Island Eco Tour with Transportation](#) -

Florida Tix, Oct. 16, 2024 - "Departing from Key West's Historic Seaport, sail across the glistening Caribbean waters on a top-of-the-line catamaran. Travel across the brilliant waves and



bathe in the warmest of sunlight as you enjoy a catered breakfast – choose between decadent fruits, pastries, and freshly squeezed juices."



[Free things to do in Key West: Fun without breaking your budget](#) - *By Bonnie Gross, Florida Rambler, Oct. 16,*

2024 - "One of the most scenic strolls in Key West — and a top freebie — is the harborwalk along Key West Bight, also known as the Key West Historic Seaport. From picturesque schooners to interesting shops to the best happy hour specials in town, the Key West Seaport has plenty to offer a visitor."

[15 Best Halloween Events for 2024 in Key West](#) - *The Gates Hotel Key West, Oct. 15, 2024* - "In Key West, there are several great places for kids to go trick-or-treating on Halloween. Many businesses and restaurants along the Key West Historic Seaport offer treats to young trick-or-treaters, and local neighborhoods like the Meadows, Bahama Village, and Old Town are popular spots for trick-or-treating."



[An Amazing Key West Thanksgiving – Tradition Meets The Tropics](#) - *Key West Boat Trips, Oct. 14, 2024* - "If you want to start your Thanksgiving festivities early, stop by Key West's dazzling Lighting of the Harbor Walk. Beginning at 6 p.m. the evening

before Thanksgiving, this festive, annual celebration is held at the Key West Historic Seaport (near Elizabeth and Greene Streets).”

Flash Back to the '90s at Key West’s Fabulous Fantasy Fest -

Monroe County Tourist Development Council, Oct. 16, 2024 -

“Revelers can also immerse themselves in events including the family-friendly Zombie Bike Ride, two-night Costume Promenade in the designated Fantasy Zone, “Tutu Tuesday” celebrations, Fantasy Market in the Key West Historic Seaport, disco dance party, musical tributes to legendary entertainers and a “Living Art” competition for painted bodies.”



Seasonal Celebrations to Star in Key West Holiday

Fest - *Monroe County TDC, Nov. 1, 2024 -* “The

Harborwalk at the Key West Historic Seaport is to glimmer with thousands of holiday lights and displays themed to celebrate Key West’s maritime history. Elements include dozens of lighted palm trees, a lobster trap holiday tree and a tree adorned with fishing buoys that resemble giant ornaments.”



Harbor Lights to Parades: Key West Christmas 2024 Full

Event Guide - *David Brown, Isla Guru, Oct. 30, 2024 -* “Kick off

the holiday season at Key West’s Harbor Walk of Lights, where the Historic Seaport transforms nightly into a tropical winter wonderland. This stunning display boasts over 60,000 lights, palm trees wrapped in twinkling lights, and nautical holiday sculptures, including the island-famous lobster trap tree and a giant buoy.”



MEN'S JOURNAL

[40 Sustainable Ways to Explore the Florida Keys & Key West](#) - Ian Centrone, *Men's Health*, Nov. 1, 2024 - "Lost Reef

Adventures: The Old Town location in the Historic Key West Seaport offers twice daily diving and snorkeling tours, plus scuba instruction, supplementary courses, and private charters for the perfect Florida Keys adventure."

[Key West Christmas 2024](#) - *ChristmasEventsNearMe.com*, Oct. 19, 2024 - "One of the standout attractions this season is the Key West "Bight" before Christmas® Celebration, where the waterfront transforms into a dazzling display of lights and local art."



[Key West, Florida, Is a Perfect Winter Getaway — With Nightlife, Stunning Beaches,](#)

[and a Historic State Park](#) - By Stacey Leasca, *Travel + Leisure*, Oct. 7, 2024 - "Key West has hundreds of years of interesting and infamous history. Its melting pot of culture and turquoise ocean surroundings has given way to a vibrant food scene, which includes the most delicious selection of local seafood and tropical fruits."

TRAVEL + LEISURE

[Thousands of Fantasy Fest Masquerade Marchers roam Key West's Old Town](#) - CBS News, Oct. 27, 2024 -

"Some marchers chose costumes inspired by the 2024 Fantasy Fest theme, "It's a 90s Neon Cosmic Carnival!" that saluted 90s flashbacks, carnival antics and galactic glamour. Standouts included groups portraying silver-suited spacemen in shiny "flying saucers," riders on a mobile roller coaster, and green-skinned interplanetary visitors."




Recent Google Reviews

 **Todd Wilson**
Local Guide • 22 reviews • 12 photos ⓘ

★★★★★ 1 week ago **NEW**




[↩ Reply](#)

 **Orestes Gonzalez**
Local Guide • 27 reviews • 4 photos ⓘ

★★★★★ 5 weeks ago


EXELENTE

 **Key West Historic Seaport**
Owner

Just now

GRACIAS!

[✎ Edit](#) [🗑 Delete](#)

 **Ankush Verma**
2 reviews • 0 photos ⓘ

★★★★★ 6 weeks ago

Social Media

Throughout the month of October, 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. We also created our weekly “Where in The Seaport?” social media contest, which has been a great way to interact with our audience and get more engagement and visibility online.

Please see below for updates for the following social media outlets:

X (Formerly known as Twitter) Stats

Followers: 3,622 followers, up from 3,601 (10/1/2024-11/3/2024)

Instagram Stats

Followers: 4,654 up from 4,570
(10/1/2024-11/3/2024)
Posts: 3,191



Facebook Stats

Followers: 7,370 up from 7,366
(10/1/2024-11/3/2024)
Likes: 6,019 up from 6,017
(10/1/2024-11/3/2024)



YouTube

116 channel subscribers
312 total videos posted to KWHS Channel





Website Maintenance & Blog (Historic Seaport)

In October, we published a blog post on the Key West Historic Website about various ideas for Halloween activities for visitors to Key West during the month of October, including the 2024 Fantasy Fest.



Blog Post: [Spooktacular Celebrations: Key West Fantasy Fest 2024!](#)

Throughout the month of October, we also added information on events, tenant promotions, and various occasions happening at the end of summer and fall seasons. In Particular, we began adding the November and December holiday celebration events that take place during the Bight Before Christmas, including the lighting of the Harbor Walk of Lights, the Schooner Wharf Bar 2024 Tree Trimming Party and Toy Drive, the 2024 Pet Pictures with Santa™ – Hosted by The All Animal Clinic, and many more.



Website Maintenance & Blog (Bight Marina)



Blog Post: [Key West Bight Marina Tips for Boaters Coming Down South for the Fall and Winter Months](#)

Throughout the month of October, we performed routine maintenance and updates on the Key West Bight Marina website and also performed a test to make sure that the forms submitted online to request a reservation at Key West Bight Marina were functioning properly.



Insurance & Titled Registration

Additional Phone Number

Address

City

Sex
Select An Option

Zip

How Did You Hear About Us?

By requesting a reservation with us, you acknowledge and agree to abide by all Key West Bight Marina Rules and Regulations

Rules & Regulations ⁺
 I Accept

[View Marina Rules & Regulations](#)

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. Please see below for samples of drafts of new digital signage content.



Television Marketing & Advertising

Finally, please see below for the KeyTV October 2024 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
Key West Historic Seaport, Past, Present, Future	9/30/2024	01:52:38	MO	00-06	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/30/2024	02:18:54	MO	00-06	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/30/2024	03:44:00	MO	00-06	.60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	9/30/2024	05:50:16	MO	00-06	1.30	00:01:52	VAP
2022 Key West Historic Seaport Happenings	9/30/2024	06:39:05	MO	06-10	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	9/30/2024	07:19:34	MO	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/30/2024	07:48:01	MO	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/30/2024	08:53:05	MO	06-10	.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	9/30/2024	09:55:16	MO	06-10	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/30/2024	10:14:20	MO	10-12	.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	9/30/2024	14:14:47	MO	14-16	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	9/30/2024	15:11:25	MO	14-16	.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/30/2024	15:21:41	MO	14-16	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/30/2024	15:44:12	MO	14-16	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/1/2024	01:38:32	TU	00-06	.60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	10/1/2024	02:07:03	TU	00-06	1.30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	10/1/2024	02:49:18	TU	00-06	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	10/1/2024	03:20:47	TU	00-06	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/1/2024	06:08:30	TU	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/1/2024	06:40:38	TU	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/1/2024	07:40:19	TU	06-10	.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	10/1/2024	08:07:37	TU	06-10	1.30	00:01:32	VAP
Visit the Key West Historic Seaport 2021	10/1/2024	08:34:21	TU	06-10	1.30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/1/2024	10:51:07	TU	10-12	.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	10/1/2024	13:22:26	TU	12-14	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/1/2024	14:30:48	TU	14-16	.60	00:01:02	Paid

60 Paid spots:	84
Paid spots:	84
60 Bonus spots:	189
Bonus spots:	189
VAP spots:	149
Total spots:	422