



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| May 2024 |



**ADEPT**  
Strategy & Public Relations



June 5, 2024

## MEMORANDUM

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

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

**SUBJECT:** *Key West Bight Mgmt. District Board, May 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 May 2024 for the Key West Historic Seaport and the Key West Bight Marina.

## Public Relations / Media / Press Clippings

### Public Relations

### Newsletters/Email Blasts



In May, we created and distributed our “Monthly Catch” email blast featuring information on upcoming events and special occasions sponsored or hosted by various Key West Historic Seaport tenants, including Schooner Wharf Bar’s 33rd Annual Minimal Regatta, along with promotions for The Waterfront Brewery, Conch Republic Seafood Company, Fisherman’s Cafe, and others. We also shared and promoted these events and occasions on our social media platforms.

## Media/Press Clippings



**33rd annual Minimal Regatta set to challenge creative boat builders Sunday** - *Citizen Staff, May 24, 2024, Keys News* - "Many entrants each year demonstrate only minimal construction skills, but some are unexpectedly talented in design and fabrication — luckily for the team's "designated passenger," whose task is to keep the vessel afloat while navigating a short course in the Historic Key West Seaport."

### **9 Best Things to Do in Key West May 2024** -

*Wyandottedaily.com, May 4, 2024* - "Step back in time as you wander through the charming streets of Key West's Historic Seaport. Admire the pastel-colored conch houses, browse local boutiques ... Continue your exploration along the vibrant Key West Bight, where you can watch boats sail by, dine at waterfront restaurants, and find unique souvenirs to commemorate your visit."



### **Discover the magic of Key West: Top hotels, unique activities and must-see attractions** -

*By Angela Caraway-Carlton, Miami Herald, May 30, 2024* - "Another one of the most popular tours in Key West is the Sandbar & Kayak Eco Adventure with Sunset Watersports Key West. The two-story catamaran leaves from the docks of the Historic

Seaport and offers an adventurous day of paddling through a maze of backcountry mangroves to spot wildlife, and then sailing to a stunning sandbar. It's like arriving at your own peaceful paradise when you spot the crystal-clear waters lapping the sand bar. You

can swim, set off on a paddle board, and the crew rolls out a large float in the water that’s a perfect perch for indulging in a tropical cocktail.”

**[The 11 Best Key West Restaurants On The Water, According To A Floridian](#) - By Terry**

*Ward, Southern Living, May 8, 2024* - “No frills Florida seafood—much of it best served on the half shell and raw atop piles of ice—steals the show at this rustic restaurant in the Key West Historic Seaport. Pull up a seat at a picnic table at Half Shell Raw Bar and dig into oysters served raw or Rockefeller style, clams on the half shell and peel and eat Florida shrimp. The Half Shell Conch Ceviche is another must-try if you can’t get enough of everything from the ocean.”



**[Dry Tortugas is One of the Least Visited—and Most Fascinating—National Parks in the U.S](#) - AFAR, May 31, 2024** - “Most visitors to Dry Tortugas National Park arrive on the

250-passenger Yankee Freedom ferry, a high-speed catamaran that makes the roughly 70-mile journey from the Key West Terminal Ferry in the Historic Seaport on Grinnell Street every day of the week. The ferry departs from Key West at 8 a.m. and takes roughly two hours and 15 minutes to reach the Dry Tortugas and Fort Jefferson.”



**[Magic Bar’s 27th Anniversary Party](#) - Rob O’Neal, Keys News, May 18, 2024** - “Frank Everhart kicks off his Magic Bar’s 27th anniversary party Wednesday evening, entertaining a young family at Schooner Wharf Bar at the Historic Seaport.”

## *Wander Wisdom*

### [How to Spend a Perfect Day in Key West, Florida: Visitor's Guide](#) - *By Deborah Neyens, Wonder Wisdom,*

*May 22, 2024* - "After the sun sinks below the horizon,

head all the way over to the other side of the island for a fresh seafood dinner at Key West's Historic Seaport. There are numerous dining options just off the boardwalk lining the harbor. If you hurry, you may arrive in time to see the majestic wooden schooners Western Union and Appledore return to port from their nightly sunset cruises."



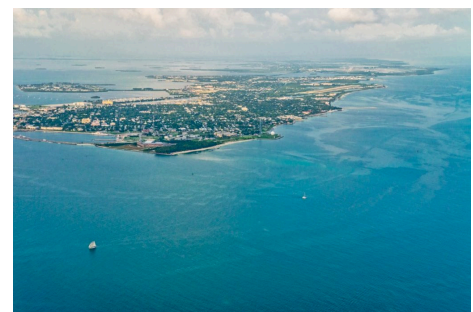
### [Key West 4th Of July - Plan A Playful And Patriotic Trip](#) - *May 15, 2024, KeyWestBoatTrips.com* - "Get a more

private alternative to the sunset sails heading out from the crowded Key West Historic Seaport this 4th of July. Plan a patriotic party with your closest friends or family this 4th of July with help from the seasoned captains at Key West Boat Trips. Offering the best private charters

and boat trips in Key West."

### [Snorkeling in Key West: Where to Go](#) - *May 2024,*

*VacationHomesofKeyWest.com* - "Whether you're looking for a guided snorkel tour or want to rent a boat and captain your own - Sunset Water Sports has you covered. You can choose from a variety of snorkel tours, including the popular "Rise & Reef" tour, which includes a morning snorkel, breakfast, and mimosas."



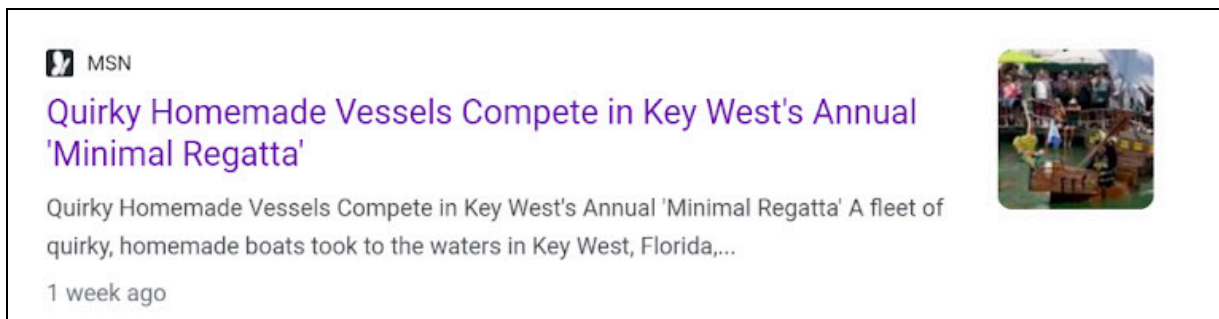
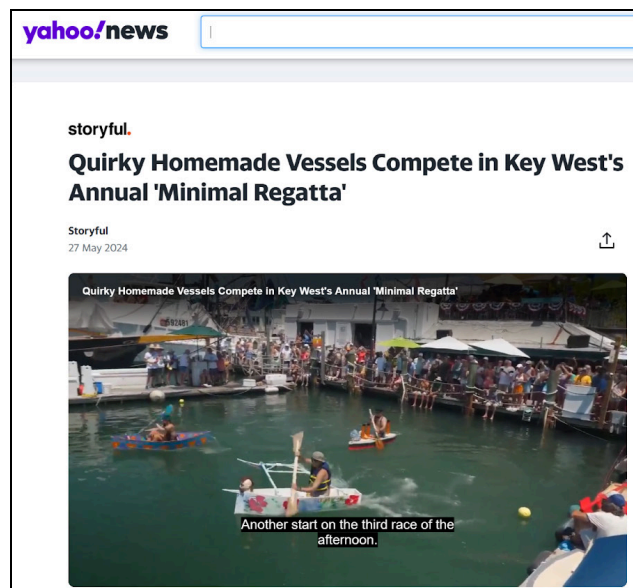
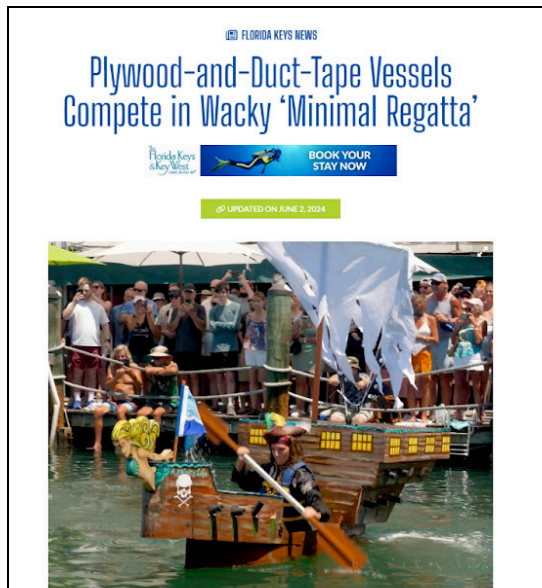
### [Cuban Coffee Queen: Key West's Best Brew in Paradise](#) - *May 30, 2024, The Wandering Hulasquash* -

"This quirky and funky shack epitomizes all the fun of Key West. Located in the Key West Historic Seaport on 284 Margaret Street you'll find one of our new favorite places. This Key West classic serves Cuban flavor with a


great cup of coffee and delicious food."

## 33rd Annual Schooner Wharf Minimal Regatta

Throughout the month of May, ADEPT shared information about Schooner Wharf's 33rd Annual Minimal Regatta that took place on May 26, 2024. We shared and distributed the event information on Facebook, X (formerly Twitter), Instagram, our Monthly Catch email blast, and the Key West Historic Seaport Website. The event was a great success and received great media coverage.




## Recent Google Reviews


 **John Jordan**  
10 reviews

★★★★★ 3 weeks ago **NEW**

Great stop over on the cruise, always loved Key West, hasn't lost any of the appeal.


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 **lesley Galloway**  
Local Guide · 85 reviews · 293 photos

★★★★★ a month ago


Lovely place to eat and walk around lots of things to see and great hour trips leave from here. Beautiful at sunset to walk around to sunset pier. We loved how much marine life we saw and all the birds



 **Michael Moore**  
246 reviews · 339 photos

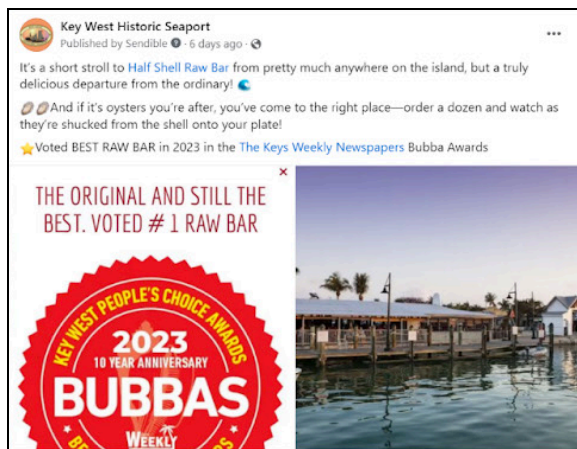
★★★★★ a week ago **NEW**

Love walking around Key West  
So quaint. So much to see and experience in such a small area.  
Great food and lots of options for food & bar. Bring your appetite it's ALL so good

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## Social Media

Throughout the month of May, 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 May 2024.



### X (Formerly known as Twitter) Stats

Followers: 3,416 followers, up from 3,398 (5/1/2024-6/5/2024)

### Instagram Stats

Followers: 4,416 up from 4,367 (5/1/2024-6/5/2024)  
 Posts: 3,001

### Facebook Stats

Followers: 5,929 up from 5,921 (5/1/2024-6/5/2024)  
 Likes: 7,066 up from 7,061 (5/1/2024-6/5/2024)

### YouTube

113 channel subscribers  
343 total videos posted to KWHS Channel





Key West Historic Seaport  
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↓ The 33rd Annual Schooner Wharf Minimal Regatta takes place on May 26 at 1PM!  
Pick up your entry form at [Schooner Wharf Bar](#) today!

**SCHOONER WHARF BAR**  
**33rd ANNUAL MINIMAL REGATTA**  
**SUNDAY, MAY 26th 100 PM**  
Maximum Fun, Minimal Material  
Registration opens 1000 AM  
**ENTER YOUR BOAT NOW!**  
**LIVE MUSIC by GLENN HARMAN plus REGGAE LOU & THE KIND BUDZ**  
Enjoy BBQ MUNCHIES from the SCHOONER GALLEY  
Serving **BREAKFAST**  
FREE RAFFLE to Win A Private Charter for 12 Guests on the SV HIGH TIDE for Entries

**FASTEST**  
THREE CATEGORIES:  
Kayak/Canoe/Stroke  
Open Design  
**FASTEST 1<sup>st</sup> PLACE**  
• Top Hat & Cozier from Schooner Wharf  
• \$100 Gift Certificate from Schooner Wharf  
• Gift Card for 2 on Schooner America 2.0  
• Wine Fun from Subage Winery  
• Mixed Eggs Triple

**BEST PAINT JOBS**  
• Wine Fun for 2 on Subage Winery  
• Wine Fun from Furry Water Adventures  
• VIP Pass for 2 at the Key West Benefits of Nature Conservancy  
• Sunset Waterworks Fun  
• Gift Certificate from Schooner Wharf  
• Gift Certificate from Hall Shell Raw Bar  
• Top Hat & Cozier from "Darryl Jones' Locker"

**SPORTSMANSHIP BEST SPORTSMANSHIP**  
• Gift Certificate - Schooner Wharf Bar  
• Wine Fun for 2 on Subage Winery  
• Wine Fun for 2 on Sunset Party Cat  
• Sport Card for 2 on Furry Water Adventures  
• Gift Certificate from Hall Shell Raw Bar  
• Soular for 2 on Captain's Corner  
• Top Hat & Cozier from "Darryl Jones' Locker"

**HONORABLE MENTIONS**  
• Gift Certificate from Blue House Bar & Grill, Duddy's Steak & Lobster House and Silhouette Indian Restaurant  
• Gift Certificate from A&B Marina Group  
• Passes for 2 on Key West Express

**FASTEST 2<sup>nd</sup> PLACE**  
• Ball Cup & Tee Shirt from Schooner Wharf  
• Subage & Sunset Waterworks Fun  
• Furry Water Adventures Pass  
• Bottle from "Darryl Jones' Locker"  
• \$100 Gift Certificate at Schooner Wharf Bar

**SINKER AWARDS**  
• Wine Fun for 2 on Sunset Waterworks  
• Passes for 2 on Furry Water Adventures  
• Wine Fun for 2 on Subage Winery  
• \$100 Take from Schooner Wharf Bar  
• Top Hat & Cozier from "Darryl Jones' Locker"  
• Bottle of Bottle from "Darryl Jones' Locker"

Key West Historic Seaport  
Published by Sendible • May 16 at 1:55 PM

🐠 [Hammerhead Surf Shop](#) is located at the Key West [#HistoricSeaport](#) along the waterfront, offers the best brands in the surf industry to keep you looking your best downtown or out on the water! 🌊

Stop by or visit <https://bit.ly/3NkDM96> to check out their selection!

**MEMORIAL DAY**  
REMEMBER & HONOR

KEY WEST HISTORIC SEAPORT

## Website Maintenance & Blog (Historic Seaport)

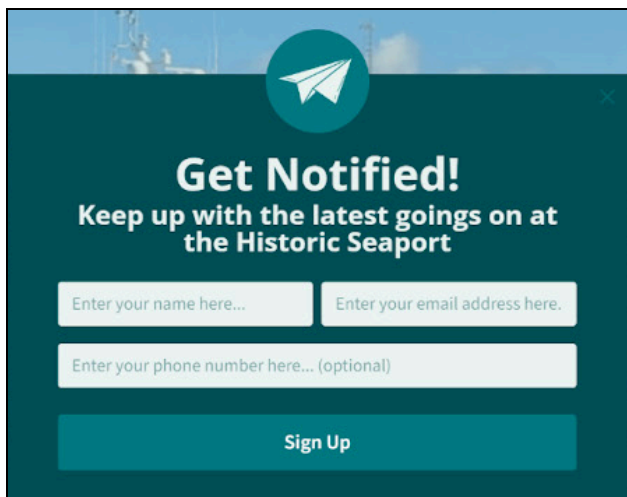


Blog Post: [Preparing for Hurricane Season in Key West - 2024 Edition](#)

Throughout the month of May, we also added information on events, tenant promotions, and various occasions, including the 33rd Annual Schooner Wharf Bar Minimal Regatta and other Memorial Day weekend events.

## Website Pop-Up Notification to Sign up for Email List

Last month, we added an automatic website pop-up graphic for new website visitors where they can automatically sign up to be added to our Key West Historic Seaport mailing list and receive all of our email blasts about upcoming events and promotions at and around the Key West Historic Seaport and Bight Marina. Below, you will find a screenshot of the pop-up notification where website visitors have the option of entering their information and staying connected through email newsletters along with miscellaneous email blasts.



## Website Maintenance & Blog (Bight Marina)



Blog Post: [Protecting Your Boat During Hurricane Season in Key West, Florida – 2024](#)

In May, we continued with our standard website maintenance and updates on pricing, amenities, and requesting reservations on the Key West Bight Marina website.

# 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 continuing to work 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.



## Television Marketing & Advertising

As of the submission of this report, we are still awaiting the affidavit from KeyTV and will submit it as an additional attachment as soon as we receive it. In the meantime, 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	07:19:32	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