



## THE CITY OF KEY WEST

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### EXECUTIVE SUMMARY

**TO:** Bob Vitas, City Manager  
E. David Fernandez, Asst. City Manager - Operations

**FROM:** Doug Bradshaw, Port and Marine Services Director

**DATE:** May 15, 2014

**SUBJECT:** Branding Name: Key West Historic Seaport

**ACTION STATEMENT:**

Approving the official branding name of the property (commonly referred to as the Key West Bight) that will be used for the future signage, logo, website, and marketing as “Key West Historic Seaport”

**PURPOSE & JUSTIFICATION:**

The purpose of the official name for branding is to focus all marketing materials and signage to one recognizable and easily searchable target. This will allow visitors to find the Seaport easily from both the upland and marina side.

Currently the property is recognized several names:

The board is the **Key West Bight Management Board**

The current logo has **Harborwalk Key West Historic Seaport**

The marina on the websites **Key West Bight Marina** or **Key West Bight City Marina**

The website is **keywestseaport.com**

The video made for the Ferry references **Key West Bight at the Historic Seaport**

Google search also turns up **The Key West Historic Bight Marina**

Locals: **Key West Bight**

At the March 12, 2014 Key West Bight Board meeting, the Board directed staff to bring back an action item officially recommending naming the property “Key West Historic Seaport”. At that time, the City did not own the domain name [www.keywesthistoricseaport.com](http://www.keywesthistoricseaport.com), but has since acquired the rights to that domain.

**RECOMMENDATION:**

At the May 14, 2014 meeting, Board members voted 7-0 to recommend to the CRA that the official branding name of the property be “Key West Historic Seaport”

*Key to the Caribbean – Average yearly temperature 77° F.*

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