



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| June 2024 |



ADEPT
Strategy & Public Relations



July 3, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

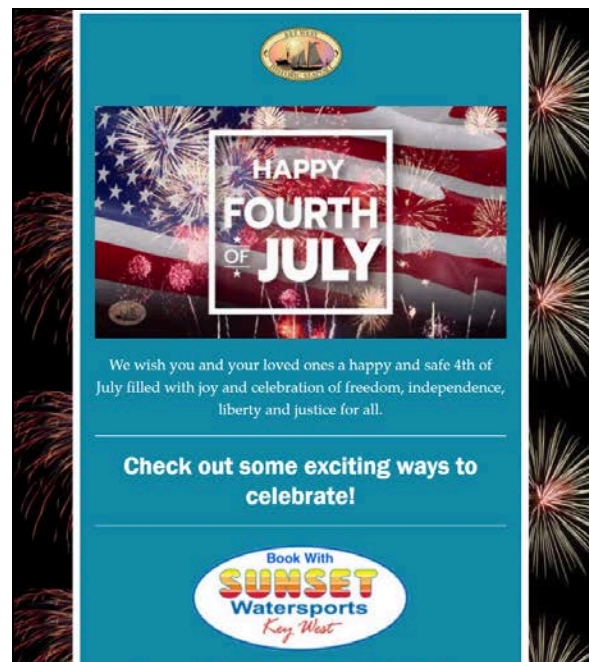
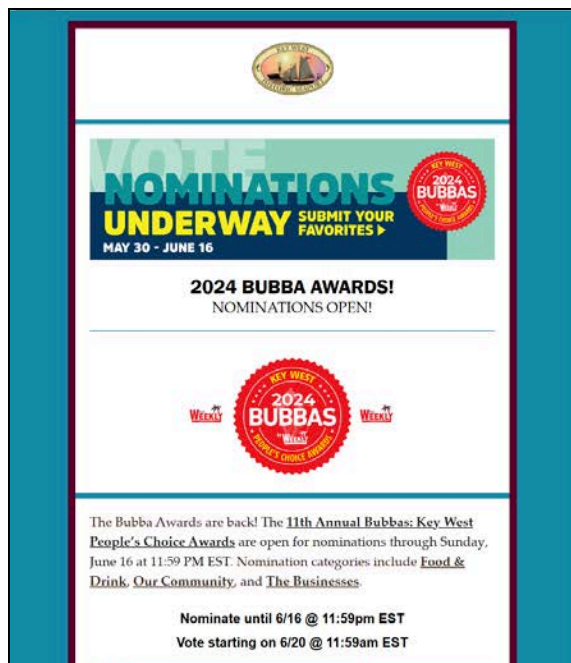
SUBJECT: *Key West Bight Mgmt. District Board, June 2024 Monthly Update, Key West Historic Seaport Marketing Services Contract*

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

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts



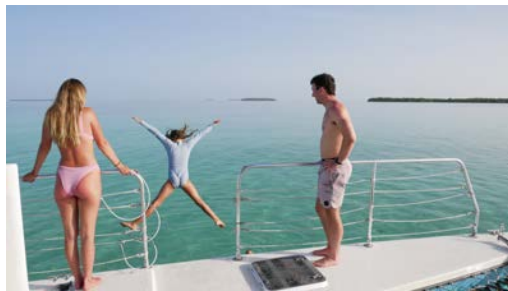
In June, we created and distributed multiple email blasts, including one announcing nominations were open for the 2024 Bubba Awards, and an additional e-blast listing and describing various activities and July 4th specials offered by Key West Historic Seaport

tenants. We also shared and promoted these events and occasions on our social media platforms.

Media/Press Clippings

[Plywood-and-Duct-Tape Vessels Compete in Wacky 'Minimal Regatta'](#) - *Monroe County TDC, Jun. 5, 2024* - "As

a packed crowd of spectators cheered them on, the boats' "designated captains" attempted steer the regatta's short course in the Key West Historic Seaport faster than their rivals — without overturning or sinking."



[Things to Do in Key West with Kids](#) - *Honest Eco, Jun. 11, 2024* - Dolphin Watch +

Guided Snorkel - The original Key West Dolphin Watch and Snorkel, since 1986! Is still the best way for you and yours to enjoy Wild Dolphins and Snorkel. Departure: Key West Historic Seaport.

[Key West Lobsterfest to Feature Luscious Local Seafood](#)

[Aug. 8-11](#) - *FL Keys News, Jun.* "The schedule Friday, Aug. 9, features a 3-6 p.m. pool party at The Marker Key West Harbor Resort, 200 William St., plus a rollicking nighttime Duval Pub Crawl with stops at establishments in Key West's popular downtown and Historic Seaport areas."



[The Spectacular Sites of the Key West Art & Historical Society](#) - *Key West Florida Weekly, Jun. 20, 2024* - "There are

so many historic spots in town. One of my favorites is the Key West Historic Seaport. From there, you get a really great idea of how busy the waterfront was with wreckers, spongers, turtles, fishermen, shrimpers and more."

[Around the Neighborhood: Key West Historic Seaport](#) - *The Marker Key West, Jun. 11,*

2024 - "It's time to get out on the water and plan a morning, afternoon or full day at sea and enjoy our underwater playground: snorkel, diving, fishing, dolphin watching, kayak, sailing and more. Take time to visit with our concierge upon arrival to help plan your adventures at sea. You will see everything you want to do is within reach of our resort."



[20 Best Weekend Getaways in Florida in 2024](#)

- *The Planet D, Jun. 11, 2024* - "Dry Tortugas National Park is only reachable by boat or seaplane. It isn't like the standard barrier islands in Florida, which are most accessible by overwater highways. These are real islands, isolated in the Gulf of Mexico and about 70 miles west of Key West – the endpoint of the

Florida Keys. You can take a 2-hour 15-minute ferry ride from Key West to Dry Tortugas or arrange a seaplane flight. It is undoubtedly more challenging to reach, but it reaps rewards in bounds from the extra effort."

[Discover the magic of Key West: Top hotels, unique activities and must-see attractions](#) - *By Angela Caraway-Carlton, Miami Herald, Jun. 3, 2024* - "The Marker Key West

Harbor Resort is set in the Historic Seaport District and directly across from the waterfront. A stay near the harbor makes it easy to hop on an array of excursions like sunset sails or fishing tours. Hot tip: Get up early and grab an authentic Cuban coffee and a breakfast sandwich from nearby Cuban Coffee Queen — then walk the dock to look for manatees."

Miami Herald

Recent Google Reviews

Key West Historic Seaport

201 William St, Key West, FL


4.8 ★★★★★ 309 reviews ⓘ

People often mention


All sunset 16 walk 15 bars 12 manatee 6 +6


Sort by

Most relevant Newest Highest Lowest


 **Peter Horvath**
22 reviews · 12 photos
★★★★★ · 3 weeks ago **NEW**


Fun sunset time

 Like


 **Michael Moore**
243 reviews · 335 photos
★★★★★ · a month ago

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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 **John Jordan**
10 reviews
★★★★★ · a month ago

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

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Social Media

Throughout the month of June, 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 June 2024.

X (Formerly known as Twitter) Stats

Followers: 3,468 followers, up from 3,416 (6/1/2024-7/2/2024)

Instagram Stats

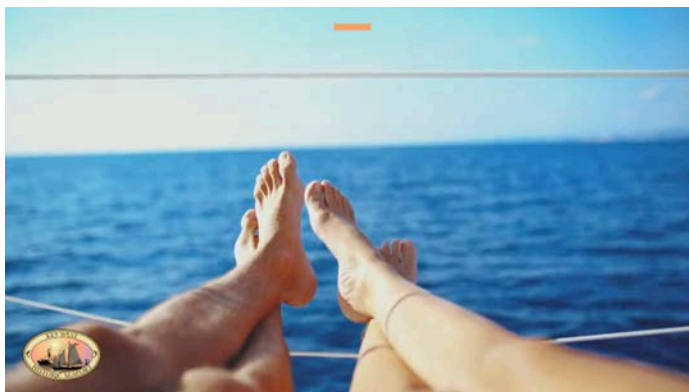
Followers: 4,459 up from 4,416 (6/1/2024-7/2/2024)
Posts: 3,038

Facebook Stats

Followers: 7,056 up from 7,040 (6/1/2024-7/2/2024)
Likes: 5,932 up from 5,917 (6/1/2024-7/2/2024)

YouTube

113 channel subscribers
344 total videos posted to KWHS Channel



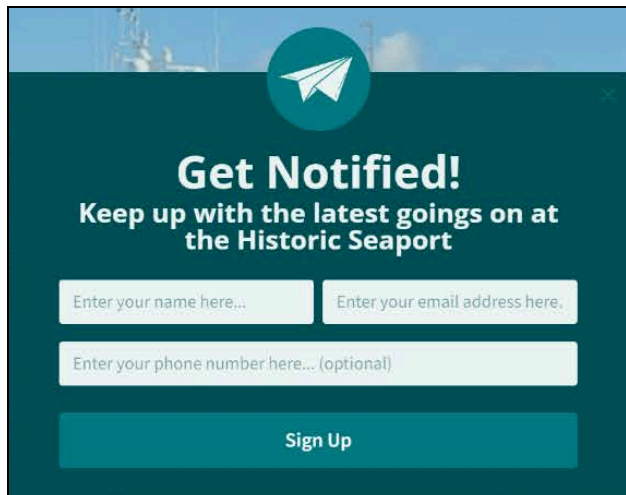
Website Maintenance & Blog (Historic Seaport)



Blog Post: [Embark on Your Summer Adventure at Key West Historic Seaport!](#)

Throughout the month of June, we also added information on events, tenant promotions, and various occasions, including Key West Pride and other Fourth of July and summer specials and events.

Website Pop-Up Notification to Sign up for Email List



We recently 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 had the option of entering their information and staying connected through email newsletters along with miscellaneous email blasts. This automatic pop-up has helped to increase our email sign-up list.

Website Maintenance & Blog (Bight Marina)



Blog Post: [Summer Boating Tips from Key West Bight Marina!](#)

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

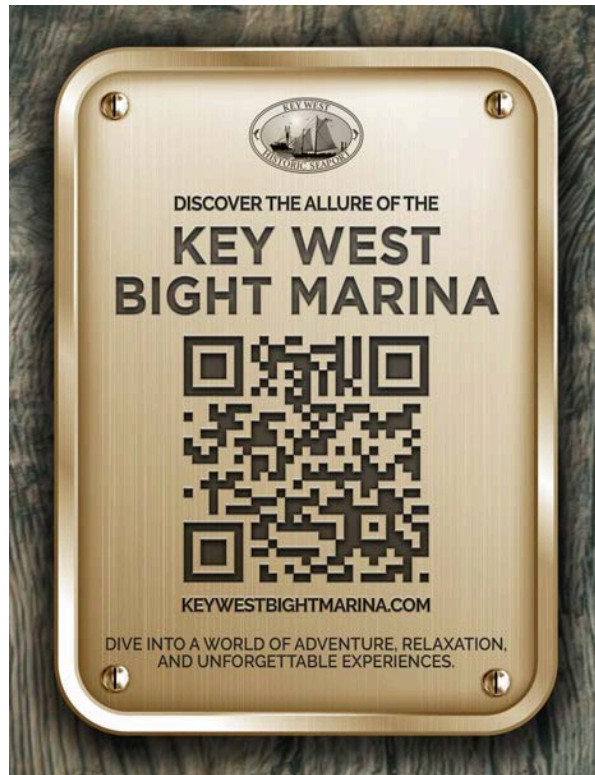
Historic Seaport Ferry Terminal Large Screen Monitor

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 the most recent draft examples and mockups.



Television Marketing & Advertising

*Please note, as of the submission of this report, we are still awaiting the June 2024 affidavit from KeyTV and will submit it as an additional attachment as soon as we receive it.