

MEMORANDUM

January 6, 2025

TO: Karen Olson, Deputy Director, Port and Marina Services, City of Key West

FROM: Dana Pollitt, ADEPT Public Relations

**SUBJECT: Key West Historic Seaport & Key West Bight Marina Marketing Services
Contract Task Order Budget for FY-2025**

Per your request, ADEPT has generated this Task Order budget for the Key West Historic Seaport (KWHS) and Key West Bight Marina (KWBM) 2025 marketing, advertising and communications services. Please find the following recommended breakdown.

In consideration of previous and current campaigns and programs we recommend continuing into 2025 with the following Advertising & Marketing programs and associated budget (see items 1 through 10 for KWHS and item 1 for KWBM). Below are ADEPT's recommendations for marketing and advertising during 2025:

1. Daily Content and Social Media Management \$30,000.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Grow Followers and authentic traffic with organic strategies
 - ii. Engage, Connect & Relate via daily posts
 - iii. Implement targeted Keywords & Hashtags
 - iv. Build Rich Engagement
 - v. Integrate Content with Website
 - vi. Targeted Advertising and Contest management
 - vii. Targeted Campaigns to Build Brand Awareness of KWHS
 - viii. Interact with Audience on Multiple Platforms
 - b. Continue to create content and service the existing Historic Seaport social platforms
 - c. Develop video content and uploads
2. Website Maintenance, Content Creation, Management (KWHS) \$26,125.00
 - a. Estimate based on the following monthly services:
 - i. Maintain and Update Content (Tenant Pages, Tenant Social media

- widgets, Events, Promotions, Specials, Historic Facts)
 - ii. Regularly and Support on Content Writing Services
 - iii. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
 - iv. Monthly Analytics Report
 - v. Tech Support Requests
 - vi. Monthly Blog
 - vii. Landing Pages (Social Media Contests)
 - viii. Monthly Video uploads
 - ix. Website domain renewal
- 3. Monroe County Outdoor, Furniture, and Transit Advertising \$30,000.00
 - a. Similar but not limited to Anderson Outdoor Advertising
 - i. Key West International Airport Baggage Carousel and Rack Card Displays
 - ii. Key West Finest and Key West Express Ferry Terminal Rack Card Displays
 - iii. Bus Shelter on North Roosevelt Blvd one block East of Palm Avenue Bridge
 - iv. Bonus bus stop depending on availability
 - v. 6.5mm Digital Bus Shelter being read heading into Old Town. Right Hand Reader (RHR)
- 4. Media Buys similar but not limited to the following: \$30,000.00
 - a. Key West Chamber of Commerce
 - b. Key West Historic Marker Tour
 - c. Key West Finest and Off Duval Guide
 - d. TDC Co-op
 - i. Various Media
 - ii. Monroe County Tourism Development Counsel (TDC) Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com, and Floridakeys.com)
 - e. USA TODAY Go Escape to Gulf Coast and Southeast Travel Magazine
- 5. Campaign Development, Reporting, Analytics, Updates, \$17,000.00
Fieldwork, Tenant Coordination, Travel, Lodging, Expenses
- 6. Historic Seaport Digital Marketing Budget Recommendation \$12,000.00
 - a. Remarketing can be used to connect with people who previously interacted with the KWHS website. It allows strategically positioning ads in front of these audiences as they browse Google or partner websites, thus helping increase brand awareness.
 - b. Campaign: Citywide Display With "Store" Visit Tracking

- i. Image ads with tracking to the Google My Business address
 - ii. Display campaigns can be built toward serving as many impressions as possible
 - iii. Strategy: Awareness, interaction
- c. Video Campaign: (YouTube and Google Ad Network)
 - i. Video ads
 - ii. Strategy: Awareness

7. Public Relations and Outreach \$18,000.00

- a. This task is aimed to highlight local, regional, national and international perspectives about the KWHS. The KWHS marketing team would generate story ideas, content and engage travel writers, bloggers, publications and media outlets as well as identify awards and other recognition.
- b. Similar but not limited to developing contests and giveaways.
- c. Develop contests with neighboring hotels and with KWHS tenants offering giveaways.
- d. Pitching stories to media outlets including TV, Print, Radio

8. Television Advertising \$25,000.00

- a. *Destination Television/KeyTV/TripSmarter.com* (Key West)
 - i. Running four on-air videos (Two 30' and two editorial videos daily)
 - ii. Streaming on TripSmarter.com
 - iii. Social Media links
- b. 30' Holiday Television Commercial *
 - i. Run on-air TV commercial during Holiday Season (November and December)
 - ii. Social Media/Website/Digital, advertisement, and appropriate links

ESTIMATED SUBTOTAL KEY WEST HISTORIC SEAPORT: \$188,125.00

////////////////////////////////////
 //////////////////////////////////
 //////////////////////////////////

Key West Bight Marina

1. Website Management, Maintenance and Content (Marina) \$13,000.00

Estimate includes monthly retainer to provide the following services:

- iii. Maintain and Update Content
- iv. Regularly and Support on Content Writing Services
- v. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
- vi. Monthly Analytics Report
- vii. Tech Support Requests
- viii. Monthly Blog
- ix. The Marketing Team will continue to service the following social platforms 1. Google my business
- x. Website domain renewal

ESTIMATED SUBTOTAL KEY WEST BIGHT MARINA: \$13,000.00

```

////////////////////////////////////
/////////

```

KEY WEST HISTORIC SEAPORT TOTAL FY 2025: \$188,125.00

BIGHT MARINA TOTAL FY 2025: \$13,000.00

TOTAL TASK ORDER 2025: \$201,125.00