

City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| June 2022 |



ADEPT
Strategy & Public Relations



July 2, 2022

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT




SUBJECT: *Key West Bight Mgmt. District Board, June 2022 Monthly Update, Key West Historic Seaport Marketing Services Contract*

The following is a summary of ADEPT’s professional marketing activities during the month of June 2022 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

Public Relations

In June, we sent out e-blasts to tenants about upcoming upgrades to the Historic Seaport and Bight Marina websites, and a separate e-blast to members of the public with information on summertime events at the Historic Seaport.

 <p>Dear Key West Historic Seaport Tenants,</p> <p>We hope you've had a great start to your summer season!</p> <p>We wanted to keep you up to date and let you know that we are in the process of upgrading both the Key West Historic Seaport and Key West Bight Marina websites. These upgrades will include additional resources, security, and overall usability for all devices.</p> <p>As we make these website updates, we want to be sure we have your business's most up-to-date information, including your logo, branding material, new graphics, and any other marketing collateral.</p> <p>You can click the button below or send an email to stephanie@adept.co. We look forward to hearing from you!</p> <p style="text-align: center;">Click here to send your updates</p>	 <p>Key West Historic Seaport Summer Events & Happenings</p> <p>With summer in full swing, there's so much going on over these next couple of months at the Key West Historic Seaport. Here are just a few - check them out below!</p> <p>Key Lime Pie Hop at Conch Republic Seafood Company - July 3</p>  <p>Key Lime Festival Key Lime Pie Hop - July 3, 11:00am-3:00pm <small>Location: Conch Republic Seafood Company - 631 Greene St., Key West, FL 33040 Tour Start Times: 11 AM, 11:30 AM, Noon, 12:30 PM, 1 PM, 1:30 PM - be sure to check in 20 minutes prior to the start of your tour.</small></p>
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Lindsay Carswell - Citizen of the Day

ROB O'NEAL/The Citizen Jun 25, 2022



Lindsay Carswell first came to Key West in 2008 to help some guy sail here from North Carolina. The trip went very well as the couple was later married. Originally from Edinburgh, Scotland, Carswell works with Hindu Charters aboard the Argo Nevis catamaran at the Historic Seaport. 'We knew right away we wanted to live here forever,' she said. 'We love all the happy, positive people, great happy hours, soundcheck at the Parrot and some cold Blast beer.'

ROB O'NEAL/The Citizen

Where to Eat and Stay in Florida for Boat Lovers

 June 22, 2022



Summer is time to hit the water and explore. Whether you're sliding into the marina for the night at a hotel or docking your boat for a quick lunch, the list below outlined Florida's top restaurants and hotels for boat lovers.

Key West is tiny but packed with things to do — here 11 activities that locals say you can't miss, from boozy Tiki cruises to spooky ghost tours

INSIDER

If you can afford it and want a more intimate experience, I suggest a smaller ship, like the sailboat my husband and I went on during our first anniversary trip to Key West. It's not a private charter, but we prefer the smaller group size. Our two-hour ride on [Key West Schooners' Appledore](#), which moors in the historic seaport and accommodates no more than 22 passengers, included adult beverages and appetizers. As the sky turned shades of pink and orange above the shimmering waters, the view was picture-postcard perfect.



Take in the beauty of the open water with a sunset cruise. Silvia Ros for Insider

Social Media

Throughout June, ADEPT created new engaging social media posts, promo videos and graphics to advertise Seaport tenants.

Along with posts for specific occasions and events, we continued to work on building our audience across all social media platforms to increase our online reach and organic engagement with past, present, and prospective visitors to the Key West Historic Seaport

and Key West Bight Marina. Below, you will also find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.

Please see Key West Historic Seaport Social Media Reporting for the month of June 2022.

Facebook Stats

Followers: 6,033 up from 6,006 (6/6/22-7/2/22)

Likes: 5,187 up from 5,180 (6/6/22-7/2/22)

Check Ins: 8,050 up from 7,990 (6/6/22-7/2/22)

People Reached: 30,808 (6/6/22-7/2/22)

Instagram Stats

Followers: 3,896 followers, up from 3,868 (6/6/22-7/2/22)

2,205 posts

Twitter Stats

Followers: 2,525 followers, up from 2,472 (6/6/22-7/2/22)

YouTube

70,333 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport Official Video - 20,301 views

111 channel subscribers

334 total videos posted to KWHS Channel

Website Maintenance & Blog (Historic Seaport)



Blog Post: [Key West Pride 2022 – Celebrating One Human Family](#)

Website Maintenance & Blog (Bight Marina)




Blog Post: [Key West Bight Marina Recognizes National Fishing and Boating Week 2022](#)

Television Marketing & Advertising

The Key West Marketing Team in conjunction with *KeyTV Destination Television* ran advertising of our two KWHS television commercials and both editorial television spots during the month of June 2022.

See June 2022 Affidavit and Total Spots below:

	Call Letters:	WCAY-CD	Advertiser:	Key West Historic Seaport			
	DMA:	Miami-Ft. Lauderdale, FL	Date:	7/1/2022			
	Actual Contract Dates:	9/27/2021 to 12/25/2022	AE:	Jessica Cranney			
	Description:	Key West Historic Seaport 2021-22	Agency:	ADEPT Strategy & Public Relations			
Date Range: 5/30/2022 - 6/26/2022							
Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH By Land, Air or Sea 2019	5/30/2022	02:36:23	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/30/2022	03:08:05	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/30/2022	06:49:28	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/30/2022	08:47:39	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/30/2022	10:11:32	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/30/2022	14:24:16	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/30/2022	15:24:00	MO	14-16	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/30/2022	18:28:18	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	5/30/2022	19:41:55	MO	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/31/2022	04:29:33	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/31/2022	05:18:24	TU	00-06	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	5/31/2022	05:43:28	TU	00-06	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	5/31/2022	06:16:25	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/31/2022	07:15:58	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/31/2022	08:13:05	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/31/2022	09:18:46	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/31/2022	09:41:51	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/31/2022	11:23:18	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/31/2022	13:06:30	TU	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/31/2022	14:14:23	TU	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/31/2022	15:35:36	TU	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	5/31/2022	19:15:25	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	5/31/2022	19:44:38	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	6/1/2022	02:17:10	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/1/2022	03:10:53	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/1/2022	07:24:44	WE	06-10	:60	00:01:02	Bonus

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	117
Bonus spots:	117
VAP spots:	99
Total spots:	300



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