

City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| June 2023 |



ADEPT
Strategy & Public Relations



July 6, 2023

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, June 2023 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 2023 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

Email Communications

Since the beginning of the summer, ADEPT has sent multiple email news blasts notifying our Historic Seaport audience about upcoming events, Fourth of July holiday greetings, and voting for Key West Historic Seaport tenants that were nominated for Keys Weekly 2023 Bubba Awards for the 10th anniversary of the special contest. Three of the nominees include Conch Republic Seafood Company, Half Shell Raw Bar, and Boat House Bar & Grill.



Media/Press Clippings



[Tribute to Treasure Hunter Mel Fisher Set For July 15](#)

- *Keys Weekly*, Jun. 30, 2023 - "This year's celebration is set for Saturday, July 15 at the Schooner Wharf Bar, 202 William St., at the Key West Historic Seaport. A favorite Mel Fisher's Crew annual reunion event, festivities will begin at 4 p.m. and include live music, Mel Fisher trivia games, a 50/50 raffle, and much more."

[These Are The 10 Most Beautiful Places To Live In Florida](#) - *By Ansa Javiad, TheTravel.com*, Jun. 21, 2023 - "Key West is a popular tourist destination offering plenty of things to do and see . . . boasting a laid-back atmosphere, stunning sunsets, and a unique cultural heritage. This makes it one of the best places in Florida to live for those seeking a tropical haven with a vacation feel in the Sunshine State to call home."

[11 Best Places to Watch Sunset in Key West](#) - *By Trijit, BudgetTravelBuff.com*, Jun. 3, 2023 - "Historic Seaport is the best sunset location in Key West. The unforgettable act of nature made Historic Seaport my favorite spot to see the sunset in Florida. The captivating golden skies and view of the sun melting down in the distance with the turquoise water underneath are so satisfying."



[Most Popular Things to Do in Key West, Florida](#) -

Treksporer, Jun. 13, 2023 - "Many of the island's top tourist attractions are jammed within its Historic District. Roam around cool boutique shops, hoppin' restaurants & bars ... And once you've squeezed in all you can, you can take to its blue waters to experience its coastal pleasures."

12 - Enjoy a culinary adventure through the Key West Historic Seaport



54 Fun Things to Do in Key West (Florida) -

By TourScanner, Jun. 6, 2023 - "Ready to fall in love with the city's flavors? Then make a beeline for Key West's charming Seaport neighborhood, where the sights, sounds, and, of course, indulgent flavors regularly take visitors on unforgettable culinary journeys!"

How To Get Around Key West: Best Tips & Tricks For Transportation - *Key West Paddle, Jun. 30, 2023 - "At the height of convenience of getting around Key West is hoping on the Old Town Trolley. With the iconic hop-on-hop-off tour, you can sit back and relax as you explore popular sights and attractions around Key West. The freedom to board or alight at designated spots makes this option top tier. You'll have a breeze exploring attractions that pique your interest. You can discover the vibrant art scene or eat at the Historic Seaport, the trolley is your designated carriage!"*



What is so great about the Florida Keys? Top 20 things to do!

- FloridaCityFL, Jun. 17, 2023 - "Immerse yourself in the lively ambiance of the Key West Historic Seaport. Stroll along the marina, marveling at the array of yachts and fishing boats, before indulging at one of the waterfront restaurants. The Historic Seaport promises unforgettable moments against a picturesque backdrop."

Recent Google Reviews

nadia levy
15 reviews
★★★★★ 2 weeks ago **NEW**
The ocean is beautiful and and the scenery is everything you want to see worth visiting.
👍 Like

Luis Soto
Local Guide · 47 reviews · 8 photos
★★★★★ a month ago
This is one of the best places for vacations 🍷 good restaurants boats rides fishing and a lot more

Jhoana Paola
Local Guide · 82 reviews · 95 photos
★★★★★ 4 weeks ago
Beautiful place to meet

Reach Media Network Platform

During the month of June, our team held a call with the City's IT Department and Seaport staff where we received training on using the City's Reach Media Network platform for digital signage and marketing purposes. Additionally, we created a sample graphic for inclusion on the platform with the city's approval. REACH is a digital signage communication tool used to broadcast city information to the public and employees. ADEPT has created the below template for the Ferry Terminal Signage display for visitors arriving via the Terminal. The platform is robust and will allow the Seaport Marketing team the ability to make changes and updates in real time.

Social Media

Throughout the month of June, ADEPT produced daily content for the Historic Seaport social media accounts. Along with posts acknowledging and promoting various June occasions and events, we continued to work on building our audience across all platforms to increase our reach and engagement with visitors and communicate with current tenants to ensure we're up to date with all of their latest offerings.

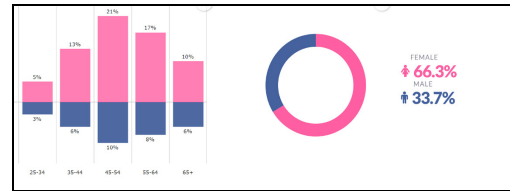
Here, you will see a sample graphic we created for sharing Schooner Wharf's June entertainment schedule on our social media pages.

SCHOONER WHARF ENTERTAINMENT SCHEDULE June 2023						
18	19	20	21	22	23	24
JILLIAN TODD noon-5pm	RAVEN COOPER noon-5pm	GARY HEMPSEY noon-5pm	TONY BALTIMORE noon-5pm	ANDY WESTCOTT noon-5pm	TONY BALTIMORE noon-5pm	NICK BROWNELL noon-5pm
GABRIEL WRIGHT 7:00-11pm	JOE THE SHOW 7:00-11pm	MARK KING 7:00-11pm	RAVEN COOPER 7:00-11pm	ROLANDO RODAS DUJO 7:00-11pm	LEE SHARP BAND 7:00-11:30pm	LEE SHARP BAND 7:00-11:30pm
MAGIC OF ALAN GOLD 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF ALAN GOLD 7:00 pm - Late	MAGIC OF ALAN GOLD 7:00 pm - Late	MAGIC OF ALAN GOLD 7:00 pm - Late	MAGIC OF ALAN GOLD 7:00 pm - Late
25	26	27	28	29	30	JULY 1
GABRIEL WRIGHT noon-5pm	RAVEN COOPER noon-5pm	GARY HEMPSEY noon-5pm	TONY BALTIMORE noon-5pm	ANDY WESTCOTT noon-5pm	TONY BALTIMORE noon-5pm	NICK BROWNELL noon-5pm
JILLIAN TODD 7:00-11pm	JOE THE SHOW 7:00-11pm	JESSE WAGNER 7:00-11pm	RAVEN COOPER 7:00-11pm	ROLANDO RODAS DUJO 7:00-11pm	ROSS BROWN BAND 7:00-11:30pm	ROSS BROWN BAND 7:00-11:30pm
MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late	MAGIC OF FRANK EVERHART 7:00 pm - Late

Please see below for updates for social media outlets for June 2023.

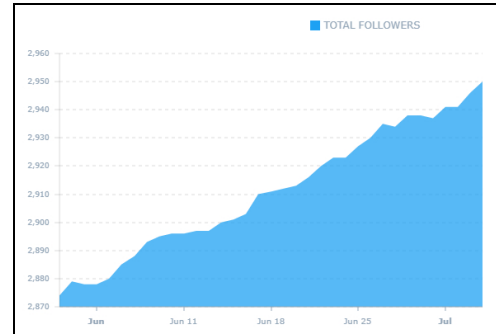
Facebook Stats

Followers: 6,699 up from 6,678 (6/1/2023-7/5/2023)
 Likes: 5,677 up from 5,670 (6/1/2023-7/5/2023)
 People Reached: 23,478 (6/1/2023-7/5/2023)



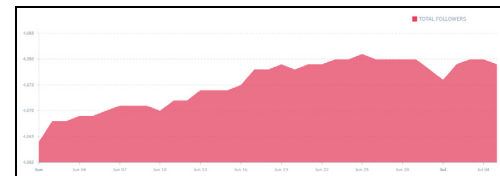
Instagram Stats

Followers: 4,079 up from 4,070 (6/1/23-7/5/23)
 Posts: 2,584



Twitter Stats

Followers: 2,950 followers, up from 2,880 (6/1/2023-7/5/2023)
 Reach: 151,123 people



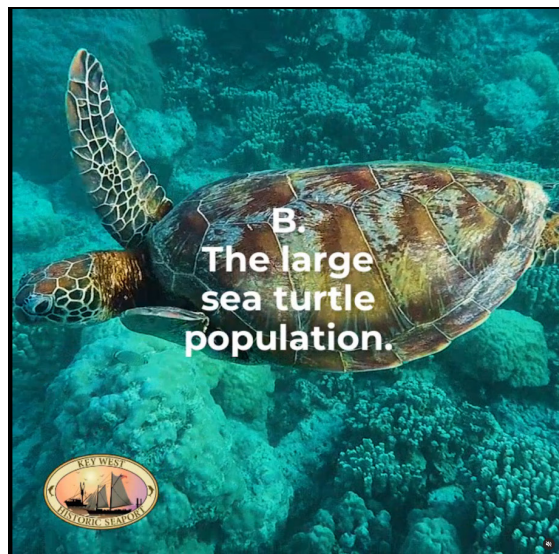
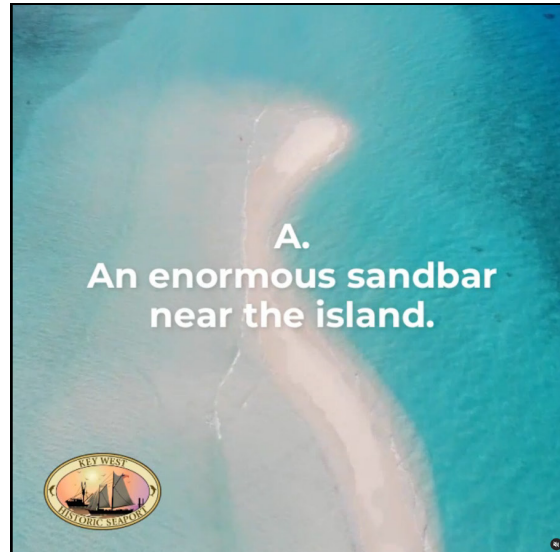
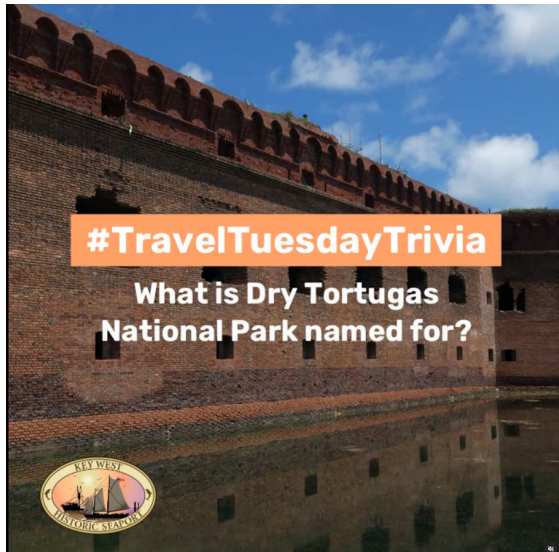
YouTube

70,272 unique views of Historic Seaport YouTube videos.
 KW Historic Seaport Official Video - 20,548 views
110 channel subscribers
 total videos posted to KWHS Channel

Additional Videos

In June, ADEPT also created multiple videos for the Key West Historic Seaport to be shared on social media celebrating different June occasions and enjoying summertime in Key West, along with a variety of videos featuring summer themes, holiday, and trivia on the Historic Seaport and the surrounding environment.

See the following page for a sample of screenshots of videos:



Website Maintenance & Blog (Historic Seaport)



Blog Post: [Exploring the Magic of Summer at the Key West Historic Seaport](#)

Throughout the month of June, we continued our ongoing updates to the Key West Historic Seaport website, including additional information on upcoming tenant events, special occasions, promotions, blog posts, and tenant contact information.

Website Maintenance & Blog (Bight Marina)



Blog Post: [Protecting Your Vessel in The Face of Nature' Fury](#)

In June, we also continued our ongoing updates to the Key West Bight Marina website, including updated information on amenities and reservation requests, along with our monthly blog post.

Television Marketing & Advertising



KeyTV Destination Television ran advertising of all four KWHS television pieces, including our two KWHS television commercials and two editorial TV spots, in June 2023.

KeyTV has also posted the commercial on YouTube, and we continue to share it on social media and in email blasts and updates.

Finally, please see the following page for the KeyTV June 2023 Affidavit and Total Spots:



Call Letters: WCAY-CD **Advertiser:** Key West Historic Seaport
DMA: Miami-FL, Lauderdale, FL **Date:** 7/3/2023
Actual Contract Dates: 12/26/2022 to 12/31/2023 **AE:** Jessica Cranney
Description: Key West Historic Seaport 2023 **Agency:** ADEPT Strategy & Public Relations

Date Range: 5/29/2023 - 6/25/2023

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	5/29/2023	00:44:31	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/29/2023	04:26:45	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/29/2023	04:50:00	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/29/2023	06:54:46	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/29/2023	08:36:18	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/29/2023	10:32:04	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/29/2023	10:57:09	MO	10-12	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	5/29/2023	14:28:13	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	5/29/2023	15:20:42	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/29/2023	15:46:24	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/30/2023	02:30:19	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	5/30/2023	03:41:52	TU	00-06	1:30	00:01:52	VAP
2022 Key West Historic Seaport Happenings	5/30/2023	06:37:51	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	5/30/2023	07:57:15	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/30/2023	08:42:40	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/30/2023	09:49:40	TU	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	5/30/2023	10:24:30	TU	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	5/30/2023	10:48:34	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/30/2023	11:25:05	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	5/30/2023	14:12:27	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/30/2023	14:26:35	TU	14-16	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	5/30/2023	15:08:57	TU	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	5/31/2023	03:24:44	WE	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	5/31/2023	04:34:36	WE	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	5/31/2023	06:35:28	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	5/31/2023	07:08:44	WE	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	5/31/2023	07:38:37	WE	06-10	1:30	00:01:52	VAP



Corporate Headquarters: 850.254.2775 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	155
Bonus spots:	155
VAP spots:	132
Total spots:	371