



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| December 2023 |



**ADEPT**  
Strategy & Public Relations



January 4, 2024

**MEMORANDUM**

**TO:** Karen Olson, Deputy Port Director

**FROM:** Dana Pollitt, Managing Partner, ADEPT

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

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts

In addition to our November Media/Press Release promoting the Bight Before Christmas and the Lighting of the Harborwalk, in December, we sent out an email blast to tenants announcing the success of the Lighting of the Harbor Walk of Lights and sharing additional upcoming events and promotions hosted and/or offered by Key West Historic Seaport tenants. We also invited tenants to share their latest photos, collateral, and/or other promotions for us to share on their pages of the Key West Historic Seaport website.

<p style="text-align: center;">Schooner Wharf Bar 2023 New Years Celebration!</p>  <p style="text-align: center;">On the Harborwalk • William St. • 292-9520 • SchoonerWharf.com</p>	 <p style="text-align: center;"><b>Key West Historic Seaport Tenant Monthly Catch!</b></p> <p>Dear Tenants,</p> <p>We hope your holiday season has been a special and magical one so far! We're thrilled to announce that The Harborwalk experienced the largest crowd yet for the Lighting of the Harborwalk at this year's lighting that took place on November 22nd.</p> <p>Hats off to Tom Stroh for another amazing event! This year was a heartfelt tribute to Jimmy Buffett with holiday music from the great singer-songwriter, drink koozies for the adults, and gifts from Santa for all the children present.</p> <p>As we continue to plan our marketing efforts for 2024, we'd love to hear from you: Do you have an exciting event or promotion coming up soon? Any news or changes that you'd like us to share? New logo, menu, images, or hours of operation? We're always looking to add fresh, up-to-date material to each tenant page on our website.</p>
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## Media/Press Clippings



**[Key West's Seaport Shines in Annual Harbor Walk of Lights](#)** - *Keys Weekly, Dec. 21, 2023* - "On Wednesday night, the Key West Historic Seaport's 'Harbor Walk of Lights' officially illuminated the Seaport's trees, ships, shops, restaurants, and watering holes in a ceremonial Thanksgiving Eve lighting. This event serves as the kickoff for Key West Holiday Fest, an annual island-wide celebration of the holidays that runs through December 31. Presented in part by the Lodging Association of the Florida Keys and Key West and the Monroe County Tourist Development Council, the fest features various festivities."

**[Key West New Year's Eve to Feature Offbeat 'Drops' in Subtropical Setting](#)** - *Fla Keys News, Dec. 29, 2023* - "In the

Key West Historic Seaport outside the Schooner Wharf Bar, the watering hole's traditional "Lowering of the Pirate Wench" celebrates the island's colorful nautical heritage. Just before midnight bar owner Evalena Worthington, garbed as a winsome pirate wench, is to begin her descent from atop the mast of the tall ship America 2.0 as cannons boom.



**[Runners to Explore Subtropical Key West During Jan. 14 Half Marathon](#)** - *Florida Keys News, Dec. 20,*

*2023* - "The event's registration booth is to be set up from 3 to 6 p.m. Friday, Jan. 12, and noon to 6 p.m. Saturday, Jan. 13, outside the Half Shell Raw Bar, located at 231 Margaret St. in the Key West Historic Seaport. After the race, an awards ceremony and



party are to take place outside the Half Shell Raw Bar.”

**[TIME FLIES IN KEY WEST: TIME-LAPSE VIDEOS CAPTURE HOLIDAY HAPPENINGS](#)** - Mandy

Miles, *Keys Weekly*, Dec. 21, 2023 - “Sloan, an Emmy-winning television producer, has captured the best of Key West’s warm and whimsical holiday celebrations — and he’s condensed it all into a collection of time-lapse videos that he’s sharing with the Key West community, the Keys Weekly and the world via his YouTube channel, TimeFlies Travel Videos. His compilation video, “Key West Ultimate Holiday Lights Tour and Events,” takes viewers from New Town neighborhoods to the Historic Seaport, which glows like a beacon every night during the holiday season.”



**[Free Itinerary For A Day Trip To Key West](#)** -

*HeyEastCoastUSA.com*, Dec. 12, 2023 - “A day in Key West can easily be spent feeling the warmth of the sun on your skin while watching the boats bob in the water at the Historic Seaport or any of the marinas. Be sure to keep your eyes on the water for dolphins and manatees!

**[2023 Key West Christmas Lighted Boat Parade! By TV Tim’s Key West TV](#)**



**[Full-Day Tour in Key West from Miami with Add-on extras](#)** - *AAA Travel*, Dec. 05. 2023



**Key West Historic Seaport**

We will arrive in Key West around 11:15am when you will have 5 hours to enjoy the restaurants, beaches or a water activity. Key West is known for the incredible snorkeling and the colors under the water.


🕒 5 hours

## [20 Best Key West Blogs and Websites \(Key West, Florida\) - Feedspot, Dec. 29, 2023](#)

We are happy to announce that the Key West Historic Seaport ranked number eleven (11) of the 20 Best Key West Blogs and Websites. The best Key West blogs are pulled from thousands of blogs on the web and ranked by traffic, social media followers & freshness. The article selected the 20 Best Key West Blogs you should follow in 2023.



### 11. Key West Historic Seaport



📍 Key West, Florida, US  
Visit the Key West Historic Seaport & enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up ... [more](#)  
🔗 [keywesthistoricsea..](#) [+ Follow](#)  
👤 5.7K · 🐦 2.9K · 📷 4.2K · 📄 2 posts / month · 🕒 Nov 2016 · DA 30

A little bit about Feedspot who published the ranking:

**Feedspot** discovers, categorizes and ranks blogs, podcasts and influencers in several niche categories. Feedspot has curated over 250,000 popular blogs and categorized them in more than 5,000 [niche categories and industries](#). With millions of blogs on the web, finding influential, authority and trustworthy bloggers in a niche industry is a hard problem to address. Our experience leads us to believe that a thoughtful combination of both algorithmic and human editing offers the best means of curation.

There are several ways we discover new feeds.

- Publishers submit their blogs, podcasts or youtube channels on Feedspot using the 'Submit' form at the top of this page.
- We have a research team who does extensive research on google and social media platforms to discover new influencers.
- Feedspot has in-house media monitoring tools for discovering bloggers in several niche categories.

Their expert editorial team reviews each blog before adding them to relevant category list.

Ranking is based on

- Relevancy
- Industry blogs (those not favoring a specific brand) are given higher rank than blogs by individual brands(who often tend to promote their own products).
- Blog post frequency(freshness)
- Social media follower counts and engagements
- Domain authority
- Age of a blog
- Alexa Web Traffic Rank and many other parameters.

**Unlocking Paradise: A Stroll Through Key West’s Charms** -

*Drift Travel Magazine, Dec. 2023* - “The conch fritters, a local specialty, are a crispy revelation, and the lobster rolls are a symphony of buttery richness. Stroll through the historic seaport area, and you’ll discover a plethora of seafood joints where the catch of the day is transformed into culinary masterpieces.”




**10 Best Places to Watch the Sunset in Key West** - Hotels.com, Dec. 17, 2023 - “The



Historic Seaport district is a popular choice for amazing sunset views in Key West. The waterfront is always busy with fishing charters coming in, boat tours going out, and crowds filling the shops, bars, and restaurants.”

**Recent Google Reviews**

 **משה סימן**  
Local Guide · 31 reviews · 90 photos  
★★★★★ 3 weeks ago **NEW**

 **Cheryl Futch**  
Local Guide · 224 reviews · 982 photos  
★★★★★ 4 weeks ago  
Very beautiful. Lovely spot to stop and take photos.



 **Justine Woodham**  
Local Guide · 591 reviews · 5,800 photos  
★★★★★ a month ago

Excellent place to experience Key West. Take a ride on any of the deep sea fishing charters, scuba, dolphins sightseeing, dry Tortuga endless ideas on water. Amazing food, drink and entertainment along the walks in and around the historic marina open air or romantic indoor both casual or elegant. Plenty of shopping. A little known secret; the recording studio where Jimmy Buffett frequented along with many other talents is located. Walking along the boardwalk you see beautiful watercraft of every kind; power boats, yachts, dingy, high mast sailing ships and the fishing boats. You will be able to observe sea life in the water fish of every kind and occasional manatee might drift by.

## Social Media

Throughout the month of December, ADEPT produced daily content for the Historic Seaport social media accounts, particularly for the upcoming holiday events! Along with posts promoting those occasions, along with weekly entertainment schedules, tenant promotions, and other Historic Seaport news, we continued, as always, to work on building 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 December 2023.

### X (Formerly known as Twitter) Stats

Followers: 3,226 followers, up from 3,182 (12/1/2023-1/4/2024)

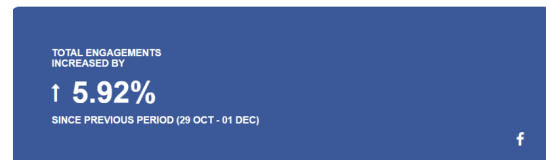
### Instagram Stats

Followers: 4,272 up from 4,246  
(12/1/2023-1/4/2023)  
Posts: 2,829



### Facebook Stats

Followers: 6,950 up from 6,913 (12/1/2023-1/4/2024)  
Likes: 5,836 up from 5,815 (12/1/2023-1/4/2024)



### YouTube

KW Historic Seaport Official Video- 20,620 views  
109 channel subscribers  
363 total videos posted to KWHS Channel



## Website Maintenance & Blog (Historic Seaport)



Blog Post: [Christmas Day at the Key West Historic Seaport and Bight Marina: A Maritime Holiday Wonderland](#)

Throughout the month of December, 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: [A Spectacular Night at the 32nd Annual Schooner Wharf/Absolut Lighted Boat Parade!](#)

In December, 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 and updated fuel pricing information.



## Television Marketing & Advertising

KeyTV Destination Television ran all four KWHS television pieces, including our two KWHS television commercials and two editorial TV spots, in December 2023. KeyTV Destination Television also officially aired the Holiday Television Commercial from November 8, 2023 through January 2, 2024.


Please see below for the KeyTV December 2023 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH Christmas 2019	11/27/2023	00:35:30	MO	00-06	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	11/27/2023	04:46:46	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	11/27/2023	05:55:02	MO	00-06	1:30	00:01:52	VAP
2022 Key West Historic Seaport Happenings	11/27/2023	06:47:55	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	11/27/2023	07:28:27	MO	06-10	:60	00:01:02	Paid
OOH Christmas 2019	11/27/2023	08:30:46	MO	06-10	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	11/27/2023	08:54:35	MO	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	11/27/2023	09:32:46	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/27/2023	10:49:04	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/27/2023	11:26:20	MO	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	11/27/2023	12:10:44	MO	12-14	1:30	00:01:52	VAP
2022 Key West Historic Seaport Happenings	11/27/2023	14:25:36	MO	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	11/27/2023	15:08:07	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/27/2023	15:34:30	MO	14-16	:60	00:01:02	Paid
OOH Christmas 2019	11/27/2023	17:22:24	MO	16-20	:30	00:00:32	VAP
OOH Christmas 2019	11/27/2023	18:14:49	MO	16-20	:30	00:00:32	VAP
OOH Christmas 2019	11/27/2023	19:33:26	MO	16-20	:30	00:00:32	VAP
OOH Christmas 2019	11/27/2023	20:07:30	MO	20-24	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	11/28/2023	00:16:27	TU	00-06	:60	00:01:02	Bonus
OOH Christmas 2019	11/28/2023	01:10:41	TU	00-06	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	11/28/2023	03:08:35	TU	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	11/28/2023	04:54:15	TU	00-06	1:30	00:01:32	VAP
OOH Christmas 2019	11/28/2023	06:08:37	TU	06-10	:30	00:00:32	VAP
Key West Historic Seaport, Past, Present, Future	11/28/2023	06:45:37	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	11/28/2023	07:13:45	TU	06-10	:60	00:01:02	Bonus
OOH Christmas 2019	11/28/2023	07:17:36	TU	06-10	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	11/28/2023	07:39:12	TU	06-10	:60	00:01:02	Paid

:60 Paid spots:	105
<b>Paid spots:</b>	<b>105</b>
:60 Bonus spots:	175
<b>Bonus spots:</b>	<b>175</b>
<b>VAP spots:</b>	<b>212</b>
<b>Total spots:</b>	<b>492</b>



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