



City of Key West
Key West Historic Seaport

**BIGHT MANAGEMENT BOARD
MONTHLY MARKETING UPDATE**

Marketing Services Contract
| July 2023 |



ADEPT
Strategy & Public Relations



August 2, 2023

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

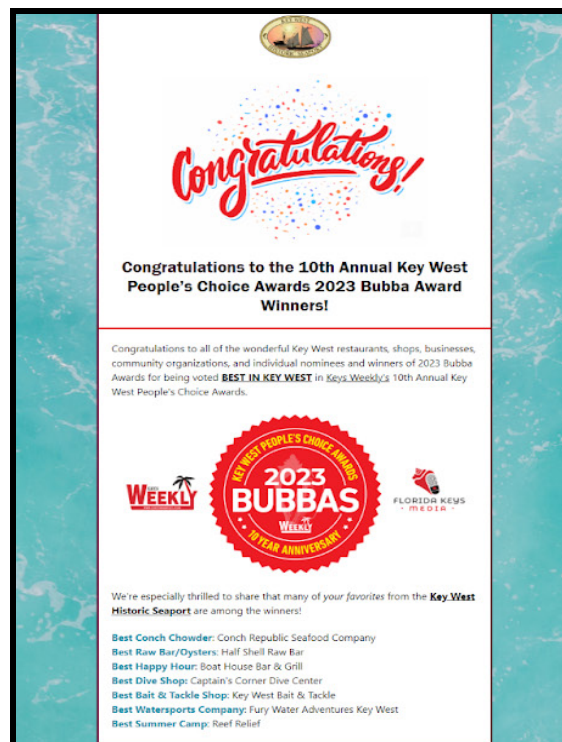
SUBJECT: *Key West Bight Mgmt. District Board, July 2023 Monthly Update, Key West Historic Seaport Marketing Services Contract*

The following is a summary of ADEPT’s professional marketing activities during the month of July 2023 for the Key West Historic Seaport and the Key West Bight Marina:

Public Relations / Media / Press Clippings

Email Communications

In early July, ADEPT sent 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. Later in July, we were pleased to send an additional e-mail blast congratulating the multiple Historic Seaport tenants that won 2023 Bubba Awards.



Media/Press Clippings



[Free Itinerary For A Day Trip To Key West](#) - *By Hey! East Coast USA, Jul. 31, 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 ... Be sure to keep your eyes on the water for dolphins and manatees!"

[Parasail, Historic Seaport, Key West](#) - *By Adrenaline.com, Jul. 21, 2023* - "Get ready to soar high above the island and get a one-of-a-kind view of the Historic Seaport. You'll fly high above the sea as you get to see all of the other charter boats, cruise ships, resorts & much more."



[Conch Republic Seafood Company in Key West](#) - *By Restaurant Guru, Jul. 14, 2023* -



"The walk with a view of Key West Historic Seaport is what you can expect after dining at this bar. The feature of Conch Republic Seafood Company is serving nicely cooked crab cakes, red snapper and stuffed mushrooms. Come here for good key lime pie, chocolate cakes and fruitcake if you are hungry. It's a must while visiting this place to taste delicious martinis, craft beer or draft beer. This place is famous for great americano, lemonade or juice."



[16 Best Free Things To Do in Key West](#) - *By Avrex Travel, Jul. 19, 2023* - "Walk the harborwalk along the waterfront at the Historic Seaport and Bight Marina. Admire the beautiful yachts, fun shops, and unique waterfront restaurants. There are events happening year-round."



[17 Best Things to Do in Key West, Florida](#) - *By Lyssa Goldberg, Jul. 27, 2023* - "What are the best things to do in Key West during the day? Hop on a

boat tour to explore the waters surrounding Key West. You can also visit the Key West Historic Seaport."

[Key West is Your Perfect Getaway](#) - *By Getaway Staff, The Getaway, Jul. 26, 2023* - "Embark on a culinary adventure in Key West's charming Seaport neighborhood. This area is a food lover's paradise, offering a wide array of dining options that showcase the city's diverse flavors. From fresh seafood to Cuban cuisine, there's something to satisfy every palate. As you explore the area, you'll also learn about its riveting history, adding an extra layer of richness to your gastronomic journey."

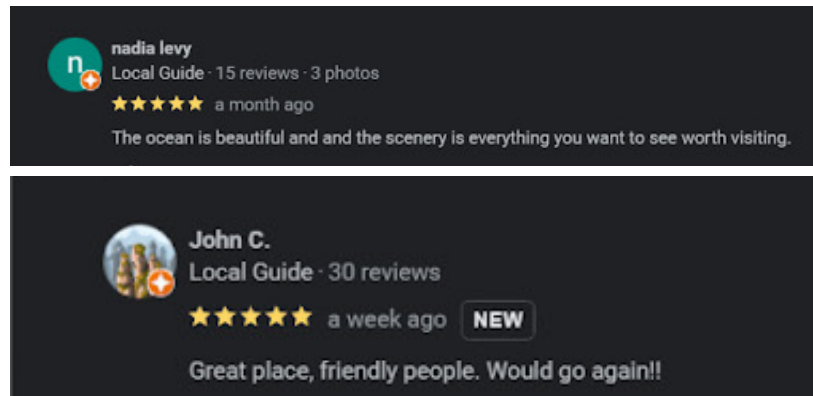
The
Getaway



[Mel Fisher Days](#) - *By Best Things Florida, Jul. 18, 2023* - "Mel Fisher Days in Key West is an annual tribute to the rum-and-coke drinking, gold-chain-adorned Keys character remembered as "the world's greatest treasure hunter" whose discovery of the Nuestra Senora de Atocha shipwreck. This year's celebration is set for Saturday, July 15, at the Schooner Wharf Bar, 202 William Street at the Key West Historic Seaport."



Recent Google Reviews



Reach Media Network Platform

During the month of July, 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 July, ADEPT produced daily content for the Historic Seaport social media accounts. Along with posts acknowledging and promoting various July 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.

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

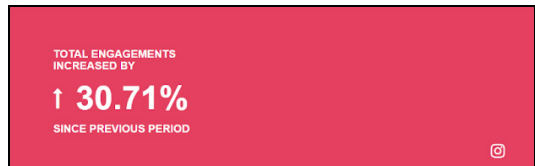
Facebook Stats

Followers: 6,704 up from 6,699 (7/1/2023-8/1/2023)
Likes: 5,685 up from 5,677 (7/1/2023-8/1/2023)
People Reached: 21,364 (7/1/2023-8/1/2023)



Instagram Stats

Followers: 4,098 up from 4,079 (7/1/2023-8/1/2023)
Posts: 2,609



Twitter Stats

Followers: 2,969 followers, up from 2,937 (7/1/2023-8/1/2023)
Reach: 103,297 people



YouTube

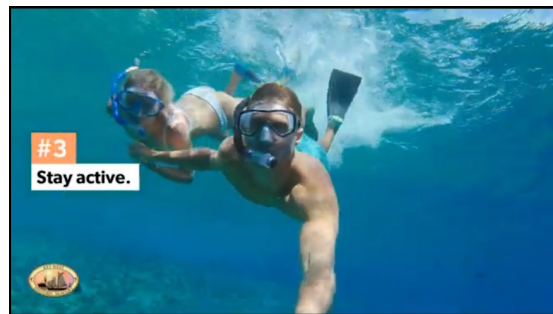
72,446 unique views of Historic Seaport YouTube videos.
KW Historic Seaport Official Video - 20,562 views
110 channel subscribers
346 total videos posted to KWHS Channel

Additional Videos

In July, ADEPT also created multiple videos for the Key West Historic Seaport to be shared on social media celebrating different summer occasions, holidays, events, and special offerings taking place at the Key West Historic Seaport, along with videos featuring 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: [Five Fascinating Things About Mel Fisher in Honor of Mel Fisher Days 2023](#)

Throughout the month of July, 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: [Five Tips for Summer Wellness from Key West Bight Marina](#)

In July, 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 July 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 July 2023 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH By Land, Air or Sea 2019	6/26/2023	00:15:54	MO	00-06	.60	00:01:02	Bonus
Key West Historic Seaport, Past Present, Future	6/26/2023	01:24:04	MO	00-06	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/26/2023	02:38:41	MO	00-06	.60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/26/2023	06:48:44	MO	06-10	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/26/2023	07:27:53	MO	06-10	.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/26/2023	07:47:23	MO	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/26/2023	08:42:05	MO	06-10	.60	00:01:02	Bonus
Key West Historic Seaport, Past Present, Future	6/26/2023	09:19:54	MO	06-10	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/26/2023	10:08:50	MO	10-12	.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/26/2023	11:18:25	MO	10-12	.60	00:01:02	Bonus
Key West Historic Seaport, Past Present, Future	6/26/2023	14:13:16	MO	14-16	1.30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/26/2023	14:36:58	MO	14-16	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/26/2023	15:09:42	MO	14-16	.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/27/2023	01:17:23	TU	00-06	.60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/27/2023	01:48:47	TU	00-06	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	03:32:31	TU	00-06	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/27/2023	07:33:35	TU	06-10	.60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	6/27/2023	07:50:22	TU	06-10	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	08:54:37	TU	06-10	.60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/27/2023	09:14:16	TU	06-10	1.30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/27/2023	09:40:43	TU	06-10	.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/27/2023	10:14:26	TU	10-12	.60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	6/27/2023	10:35:39	TU	10-12	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	11:12:39	TU	10-12	.60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/27/2023	14:14:21	TU	14-16	1.30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	14:45:00	TU	14-16	.60	00:01:02	Paid

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	184
Bonus spots:	184
VAP spots:	155
Total spots:	444

New Rack Card Design

Currently the marketing team is designing a new rack card for use at the Ferry Terminal, the International Airport Terminal and throughout Key West at Key West Finest Rack Card locations. Below is a draft design concept.

KEY WEST HISTORIC SEAPORT

YOUR GATEWAY TO EVERYTHING KEY WEST!

Visit and enjoy world class **dining, accommodations, shopping, live music, museums, fishing & water excursions** all while soaking up **brehtaking views.**

KeyWestHistoricSeaport.com

FIND YOUR THRILL

Board the ferry to the Dry Tortugas National Park!

KEY WEST HISTORIC SEAPORT

KEY WEST FERRY TERMINAL

Along the waterfront at the ends of Front Street, Green Street, Elizabeth Street, William Street, Margaret Street & Grinnell Street you'll find...

- Restaurants
- Unique Shops
- Sunset Cruises
- Water Sports
- Live Music
- Fishing

Follow us for more info!

@HistoricSeaport

201 William Street
Key West, FL 33040

KeyWestHistoricSeaport.com