

DOCKMASTER

City of Key West  
Key West Historic Seaport

# BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015  
| April 2021 |



**ADEPT**  
Strategy & Public Relations



May 4, 2021

## MEMORANDUM

**TO:** Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

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

**SUBJECT:** ***Key West Bight Mgmt. District Board, April 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015***

The following is a summary of ADEPT's professional marketing activities during the month of April, 2021 for the Key West Historic Seaport and Bight Marina:

### Public Relations / Media / Press Clippings

ADEPT created a tenant email blast to plan for March events, happening, specials, promotions, live music and other information for all Key West Historic Seaport tenants. ADEPT also created a Bight Marina email blast to promote the Marina during the summer months.

#### Press Clippings

[29 Best & Fun Things To Do In Key West \(Florida\)](#) - *Busy Tourist*, Apr. 1, 2021

"Located on the famous Key West Bight Marina, it boasts plenty of eateries, shops, and attractions to enjoy for a short trip. This seaport has a good amount of history to it, being one of the region's main sources of economic and cultural life over the past 2 centuries."



[25 Best Things To Do In Key West Florida](#) - Matthew Karsten, *Expert Vagabond*, Apr. 8, 2021



"A sailor's delight, the Key West Historic Seaport is home to hundreds of yachts and boats. The marina is full of shopping stores and restaurants such as the Schooner Wharf where you can enjoy a meal. There are also rental stores where you can rent boats for whale watching, cruising, sailing, or hire equipment for fishing, parasailing, jet skis. It's a lively place, and well worth spending some time wandering around."

[Where to Stay in Key West, Florida: The Best Hotels & Areas](#) - *Treksplorer*, Apr. 23, 2021



Key West Historic Seaport was rated the *Best neighbourhood to stay in Key West for sunsets & seaside pleasures.*

“Lay your head down near the Historic Seaport. Radiating from the marina, the Historic Seaport is home to a barrage of restaurants and shops. By day and night, it’s a wonderful area to stroll around.”

[48 Fun Things to Do in Key West \(Florida\)](#) - *Tour Scanner*, Apr. 20, 2021

“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!



Besides the seafood, Cuban cuisine, and the decadent key lime pie, the seaport also sports a riveting history.”

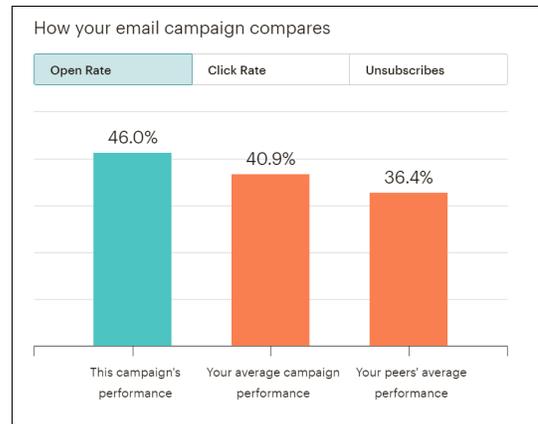
[12 reasons to visit Key West, Florida](#) - *Joanne Owen, Rough Guides Blog*, Apr. 29, 2021



“Head to the Historic Seaport to take your pick from several long standing operators offering everything from wreck dives, reef dives and mangrove kayaking, to glass bottom boat trips.”

## Email Marketing

We wrote, edited, and distributed an e-mail blast marketing the Key West Bight Marina to our comprehensive database of contacts and a tenant email blast to plan for March events, happening, specials, promotions, live music and other information for all Key West Historic Seaport tenants.



## Television Marketing

We ran advertising of our multiple television commercials for the Historic Seaport during the Month of April. Please find the following television broadcast results from April 2021 and following affidavit from Destination Television (Key TV).

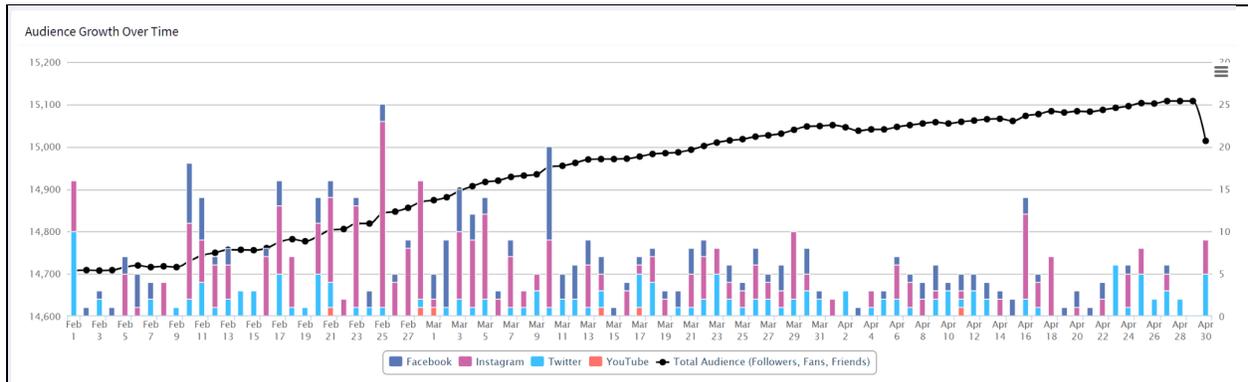
Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH By Land, Air or Sea 2019	3/29/2021	04:37:16	MO	00-06	-.60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/29/2021	05:33:18	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/29/2021	06:50:52	MO	06-10	-.60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/29/2021	07:16:24	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/29/2021	07:45:46	MO	06-10	-.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/29/2021	08:48:05	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/29/2021	09:28:42	MO	06-10	-.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/29/2021	09:47:57	MO	06-10	-.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/29/2021	10:34:20	MO	10-12	-.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/29/2021	10:57:51	MO	10-12	-.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/29/2021	16:48:49	MO	16-20	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/29/2021	22:37:54	MO	20-24	-.60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/29/2021	23:37:02	MO	20-24	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2021	01:29:28	TU	00-06	-.60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/30/2021	02:39:42	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2021	06:08:07	TU	06-10	-.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/30/2021	07:07:54	TU	06-10	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	3/30/2021	07:54:33	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2021	08:39:31	TU	06-10	-.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/30/2021	08:51:21	TU	06-10	-.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/30/2021	09:14:14	TU	06-10	-.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/30/2021	09:37:45	TU	06-10	-.60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/30/2021	10:16:54	TU	10-12	-.60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/30/2021	10:39:54	TU	10-12	-.60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	3/30/2021	18:43:31	TU	16-20	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/30/2021	22:54:29	TU	20-24	-.60	00:01:02	Bonus

**KEY TV**  
**Call Letters:** WCAY-CD **Advertiser:** Key West Historic Seaport  
**DMA:** Miami-Ft. Lauderdale, FL **Date:** 5/3/2021  
**Actual Contract Dates:** 11/21/2020 to 5/30/2021 **AE:** Jessica Cranney  
**Description:** Key West Historic Seaport 2020-21 Seasonal **Agency:** ADEPT Strategy & Public Relations  
**Date Range:** 3/29/2021 - 4/25/2021

**DESTINATION NETWORK**  
 Corporate Headquarters: 850.234.2773 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com  
 Page 1 of 11 5/3/2021 10:30:50 AM

:60 Paid spots:	109
Paid spots:	109
:60 Bonus spots:	106
Bonus spots:	106
VAP spots:	137
Total spots:	352

## Social Media



Increased daily social media content creation, video creation and posting. The above table illustrates the growth in audiences from April 1, 2021 to April 31, 2021 on all social platforms. Below, you will find updates for Key West Historic Seaport social media outlets as compared to the previous months analytics.

### Facebook Stats

Followers: 5,383 up from 5,341  
 Likes: 4,869 up from 4,852  
 Check Ins: 6,999 up from 6,938  
 People Reached: 32,011 (4/6/21 to 5/03/21) (Up 80%)  
 Post Engagements: 2,843 (Up 97%) (4/6/21 to 5/03/21)  
 Page Likes: 30 (4/6/21 to 5/03/21)

### Instagram Stats

Posts: 1,878 up from 1,838  
 Followers: 7,477 up from 7,458

### Twitter Stats

Followers: 1,970 up from 1,939

### YouTube

+65,283 unique views to Key West Historic Seaport YouTube videos.  
 KW Historic Seaport - Official Video 19,725 up from 19,625 views  
92 channel subscribers up from 91  
273 total videos posted to KWHS Channel

## Website Maintenance & Blog (Historic Seaport)

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- ADEPT continued with ongoing website maintenance and content creation, including our monthly blog posts.
- Google Performance over the past 28 days
  - 57.5K Views
    - Search Views 14.8K
    - Map Views 42.6K
  - 39K Searches
    - Direct 9.86K People who find your Business Profile searching for your business name or address
    - Discovery 29.1K People who find your Business Profile searching for a category, product, or service
  - 10.8K Activity
    - Website Visits 186
    - Calls 20
    - Photo Views 10.2K
    - Direction Request 393
  - Reviews
    - 4.8 Stars out of 5 Stars
    - 201 Reviews
  - Link to Blog Post: [National Move More Month at the Key West Historic Seaport](#)



## Website Maintenance & Blog (Bight Marina)

- ADEPT continued ongoing website maintenance and content creation.
- Link to Monthly Bight Marina Blog Post: [Summertime 2021 at the Key West Bight Marina](#)
- Increased Social Media for Bight Marina on KWHS handles
- Sent email marketing the Key West Bight Marina to the past client database of contacts. See below for email snippet.

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<sup>1</sup> Photo Credit: Google Image Upload by Alexis Morales



## Summertime at the Key West Bight Marina – 2021 Edition

Greetings,

We know you've been working hard and juggling a lot on your plate. You deserve some time on the water, don't you think?

**Alright, we'll just cut right to the chase: We miss you!**

With the Key West Bight Marina being one of the most sought after marinas in the Florida Keys, the marina is already fully booked through May.

