



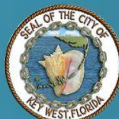
City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| October 2023 |



**ADEPT**  
Strategy & Public Relations



November 6, 2023

**MEMORANDUM**

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

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

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

Public Relations / Media / Press Clippings

Public Relations



In preparation for the upcoming holiday season, the Key West Historic Seaport marketing team has begun coordinating with tenants and updating the Key West Historic Seaport website with holiday events and happenings and we are in coordination with KeyWestChristmas.org and KeyTV Destination Television in order to be fully prepared for an excited and robust roll out of the Bight Before Christmas, Holiday Lighting of the Harborwalk, along with greetings and wishes for all upcoming seasonal holidays, including Thanksgiving, Christmas, Hanukkah, and the New Years celebration.

NOV 22	November 22 - December 31 <b>The Harbor Walk of Lights 2023</b>
NOV 22	6:00 pm - 11:00 pm EST <b>Lighting of the Bight: Key West Harbor Walk of Lights 2023</b>
DEC 1	6:00 pm - 8:00 pm EST <b>Pet Pictures with Santa 2023!</b>
DEC 2	6:00 pm - 8:00 pm EST <b>2023 Key West City "Hometown Holiday Parade"</b>
DEC 3	6:00 pm - 10:00 pm EST <b>Schooner Wharf Bar 2023 Tree Trimming Party and Toy Drive</b>



We have also arranged for KeyTV Destination Television to begin airing the Holiday Television Commercial starting November 8, 2023 through January 2, 2024. The station will also push out information via their social media handles and cross promote all things Key West Historic Seaport.

## Media/Press Clippings

### [31 Romantic Winter Weekend Getaways in the](#)

[U.S.](#) - *By Lindsay Cohn, AOL, Oct. 18, 2023* - "Those who self-identify as snowbirds should fly down to Key West for a sun-splashed, stress-free weekend of enviable weather, daiquiris, beach strolls, candy-colored sunsets and bar hopping in Florida's southernmost point. The Hemingway House is also a must, as well as a stroll down the historic seaport."



### [10 Most Beautiful Places In Florida To Visit That Actually Feel Like A Winter](#)

[Wonderland](#) - *By Rehan Braylon, Oct. 16, 2023, TheTravel.com* - "The island paradise of Key West takes on a tropical holiday flair each December. Spectacular yachts decked out in

colorful lights and decorations parade through the harbor during the annual Lighted Boat Parade. Take the tropical holiday scenery along historic seaport walks or while strolling downtown Duval Street under palm trees draped in lights.

[10 Amazing Trips To Take On The East Coast In The Winter](#) - *By Quinter Auma, Oct. 21, 2023, TheTravel.com* - "Located only three hours away, driving to Key West from Miami is easily one of the best winter day trips on the East Coast. The island offers an incredible blend of relaxation and a vibrant main strip - Duval Street, which offers a fantastic nightlife scene and a one-of-a-kind culinary experience."

[Experience An Unforgettable Key West New Year's Eve](#) - "How you choose to ring in the



New Year in Key West is entirely up to you. Since there are so many activities along Duval Street, within the historic seaport, and beyond, it's important to know about your options and plan accordingly. Your Key West New Year's Eve could involve a sunset cruise, a conch shell, some Key Lime Pie, and live music on the beach, and that's just to get started."



[37 Historic Locations of the Florida Keys You Can Visit Today](#) - *By Angela DiLoreto, Fitting in Adventure, Oct. 15, 2023* -

"Visit an authentic slice of old Key West at the seaport. Now lined with restaurants and bars the area dates back to the 1700s!"



[The Best Key West Piers & Boardwalks](#) - *TripAdvisor, Oct. 27, 2023* - "At the Key West Historic Seaport, you will find restaurants offering some of the freshest seafood on the island, one-of-a-kind bars, unique boutiques, engaging museums highlighting Key West's

history, fantastic hotels, and the departure point for the islands, charter fishing, boating, and water sports excursions.



[What side of Key West should I stay on?](#) - Oct. 5, 2023, *LoveTheMaldives.com* - "Old Town (also known as the Historic District) is the best area to stay, whether it's a charming bed-and-breakfast in the Heart of Old Town or a more luxurious hotel in and around Downtown, Casa Marina, or the Historic Seaport."



[Schooner Wharf Bar](#)- By *Restaurant Guru*, Oct. 23, 2023 - "This is the greatest place near Key West Historic Seaport. This bar should be recommended for tasty sesame tuna, oysters and nacho chips. You will like its food, especially good key lime pie, fruitcake and pancakes."



[25 Best Things to Do in Key West, FL — Top Activities & Places to Go!](#) - By *David Reeve, Family Destinations Guide*, Oct. 2, 2023 - "When traveling with your family, consider taking them to the Key West Historic Seaport for a thrilling and unforgettable getaway. The marina is extensive and combines all the fun things of vacationing, like shopping, dining, and entertainment.




“Many local shops and restaurants line Key West Historic Seaport. Here, you can find all sorts of affordable items to buy and delicious local cuisine to taste. Key West Historic Seaport also offers a wide array of tours and the ideal place to go on a water adventure. You can rent equipment and do activities like scuba diving, snorkeling, sailing, going on a cruise, whale watching, fishing, parasailing, jet-skiing, eco-tours, and plenty more.”


**TRAVEL+LEISURE** [This 125-mile Florida Island Chain Has Gorgeous Beaches, Fresh Seafood, and Stunning Hotels](#) - *By Tracey Minkin, Oct. 27, 2023, Travel and Leisure Magazine* - “Key West is full of cruise charters, but this progressive tour company is head and shoulders above the rest for its commitment to sustainability and environmental education. Honest Eco operates out of the Historic Seaport and features SQUID, Key West's first electric power charter boat.”

## Recent Google Reviews

 **kathleen rose**  
Local Guide · 131 reviews · 68 photos  
★★★★★ 3 weeks ago **NEW**  
Went on sunset cruise so much fun  
 Like

 **Saverio Morisco**  
Local Guide · 24 reviews · 26 photos  
★★★★★ 3 weeks ago **NEW**  
How much tranquility and security  
Wonderful place like the road taken to get there  
Translated by Google · [See original \(Italian\)](#)



 **Alex Hovian**  
54 reviews · 42 photos  
★★★★★ a month ago  
Beautiful views and variety of restaurants and bars.

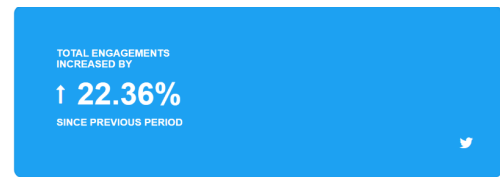


## Social Media

Throughout the month of October, ADEPT produced daily content for the Historic Seaport social media accounts. Along with posts promoting various occasions, such as 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 October 2023.

### Twitter Stats

Followers: 3,133 followers, up from 3,079 (10/1/2023-11/4/2023)  
 Reach: 144,886 people



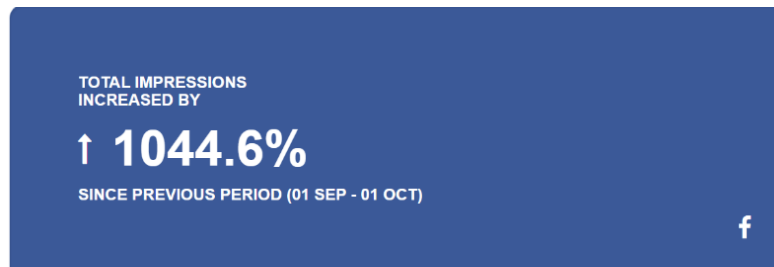
### Instagram Stats

Followers: 4,220 up from 4,196 (10/1/2023-11/4/2023)  
 Posts: 2,740



### Facebook Stats

Followers: 6,806 up from 6,719 (10/1/2023-11/4/2023)  
 Likes: 5,762 up from 5,696 (10/1/2023-11/4/2023)



### YouTube

72,405 unique views of Historic Seaport YouTube videos.  
 KW Historic Seaport Official Video - 20,562 views  
110 channel subscribers  
348 total videos posted to KWHS Channel

In addition, every week on social media, we share upcoming events, specials, promotions, and updates from a variety of tenants and Historic Seaport partners. Some examples from October are shown below:





## Website Maintenance & Blog (Historic Seaport)



Blog Post: [Let Your Imagination Soar: Unveiling the Magic of Fantasy Fest in Key West!](#)

Throughout the month of October, 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 Guide to Requesting a Reservation at Key West Bight Marina](#)

In October, 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 October 2023.

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

In addition, the Holiday Lights TV commercial is now being aired November 8, 2023 and will continue to run through January 2, 2024. Further, please see below for the KeyTV October 2023 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH By Land, Air or Sea 2019	9/25/2023	00:54:04	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/25/2023	02:40:18	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/25/2023	04:08:12	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/25/2023	06:43:20	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	9/25/2023	07:18:13	MO	06-10	1:30	00:01:32	VAP
Visit the Key West Historic Seaport 2023	9/25/2023	07:35:16	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/25/2023	08:17:32	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/25/2023	09:22:49	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/25/2023	10:16:59	MO	10-12	:60	00:01:02	Paid
OOH by Land, Air or Sea 2019	9/25/2023	13:23:48	MO	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/25/2023	14:48:49	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/25/2023	15:26:03	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/26/2023	00:24:46	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	9/26/2023	02:17:35	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	9/26/2023	06:29:33	TU	06-10	:60	00:01:02	Paid
OOH by Land, Air or Sea 2019	9/26/2023	06:45:26	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/26/2023	08:11:52	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/26/2023	09:07:32	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/26/2023	09:33:28	TU	06-10	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	9/26/2023	09:57:03	TU	06-10	1:30	00:01:52	VAP
2022 Key West Historic Seaport Happenings	9/26/2023	10:18:46	TU	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	9/26/2023	10:53:50	TU	10-12	:60	00:01:02	Paid
OOH by Land, Air or Sea 2019	9/26/2023	14:42:05	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/26/2023	15:26:39	TU	14-16	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	9/26/2023	15:57:41	TU	14-16	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	9/27/2023	03:34:45	WE	00-06	1:30	00:01:32	VAP

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	194
Bonus spots:	194
VAP spots:	174
Total spots:	473