



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| August 2024 |



ADEPT
Strategy & Public Relations



September 3, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, August 2024 Monthly Update, Key West Historic Seaport Marketing Services Contract*

The following report contains an overview of ADEPT's recent professional marketing activities during the month of August 2024 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts

In August, we sent two emails to the Key West Historic Seaport database of contacts sharing the latest Key West Historic Seaport concert ticket contest giveaway to see Rock/Reggae bands Stick Figure and SOJA at the Coffee Butler Amphitheater, with a \$100.00



gift certificate to the Boathouse Bar and Grill, which was a great success and will be discussed more below.

Concert Ticket Contest / Giveaway

In August, we were excited to announce the winner of our latest Key West Historic Seaport giveaway contest, who received two tickets to see Stick Figure live in concert on August 12 at Coffee Butler Amphitheater, along with a \$100 gift certificate to Boat House Bar & Grill. The event was a great success and the winners thoroughly enjoyed their time at the Key West Historic Seaport before and after the concert! The giveaway helps drive traffic to the Historic Seaport social media handles and websites.



Media/Press Clippings



[Key West celebration honors Jimmy Buffett](#) - *By Keys News, Aug. 31, 2024* - "A weekend of events honoring the

late singer-songwriter Jimmy Buffett kicked off Friday morning with Buffett's sister, Lucy, and members of the state Legislature unveiling a sign renaming a section of A1A in Key West and the Lower Florida Keys after the famed singer who once called Key West home. On Friday, there was a reading of the city proclamation outside Buffett's Shrimpboat Sound Studios at the Historic Seaport designating Jimmy Buffett Day by Key West's Mayor Danise "Dee Dee" Henriquez."

[The 13 Best Hotels in Key West, Florida](#) - *By Shane Benowitz, Aug. 5, 2024* - "The design of the Marker, on Key West's Historic Seaport, succeeds in bringing the watery



hues and breezy style of Key West indoors. Its 96 large, modern guest rooms have bright blue blankets, water-reminiscent carpets and crisp white walls and linens. Most rooms have balconies for soaking in Key West's balmy ocean breeze."



[Key West's Fantasy Fest to Present '90s Neon Cosmic Carnival' Oct. 18-27](#) - *Monroe County TDC, Aug. 27, 2024* - "Revelers can also indulge their festive spirit at events including the family-friendly Zombie Bike Ride, two-night Costume Promenade in the festival's designated Fantasy Zone, "Tutu Tuesday" celebrations, Fantasy Market in the Key West Historic Seaport."

[Key West honors Jimmy Buffett with "Just A Few Friends" celebration](#) - *By CBS Miami Team, Aug. 31, 2024* - "Also, civic leaders, regional celebrities and Buffett fans will gather for the waterfront readings outside his Shrimp Boat Sound recording studio in the Key West Historic Seaport."





[Things To Do in Key West with Over 250 Reviews](#)

- *Cool Key West, Aug. 28, 2024* - "Set sail from Key West's Historic Seaport for a thrilling dolphin watch and famous Key West sunset sail aboard a luxury catamaran with premium wines and tapas pairing."

[The 9 Best Key West Clubs](#) - *Fish Daily Charters, Aug. 22, 2024* - "Another casual venue in Key West is the Schooner Wharf Bar, located at the Historic Seaport. Known for its lively and relaxed atmosphere, it caters to both locals and visitors, offering unique drinks like Schooner lemonade and lively late-night service."



[64 Fun Things to Do in Key West \(Florida\)](#) - *Evan Bryce, TourScanner, Aug. 27, 2024* - "Enjoy a culinary adventure through the Key West Historic Seaport - 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."



[20 Best Key West Blogs and Websites in 2024 \(Key West, Florida\)](#) - *Feedspot, Updated Aug. 31, 2024* - "The best Key West blogs from thousands of blogs on the web and ranked by relevance, authority, social media followers & freshness."

9. Key West Historic Seaport



Visit the Key West Historic Seaport & enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up breathtaking views.

Blog keywesthistoricseaport.com [+ Follow](#)

Facebook Followers 5.7K · Twitter Followers 2.9K · Instagram Followers 4.5K · Frequency 2 posts / month · Since Nov 2016 · Domain Authority 30

[Get Email Contact](#)

Recent Google Reviews

 **iaetitia utrilla**
Local Guide · 67 reviews · 2 photos

★★★★★ 6 days ago **NEW**

Just Magic

[↩ Reply](#)

 **Air Mike**
Local Guide · 114 reviews · 283 photos

★★★★★ 2 weeks ago **NEW**

Social Media



Throughout the month of August, ADEPT produced daily content for the Historic Seaport social media accounts, including promotions of tenant deals, specials, and other news about the Key West Historic Seaport.

This month, our posts produced an extraordinary increase in organic impressions, followers, and audience engagement, particularly on Facebook.

Please see below for updates for the following social media outlets:

X (Formerly known as Twitter) Stats

Followers: 3,543 followers, up from 3,497 (8/1/2024-9/3/2024)



Instagram Stats

Followers: 4,541 up from 4,499 (8/1/2024-9/3/2024)
 Posts: 3,117

Facebook Stats

Followers: 7,342 up from 7,075 (8/1/2024-9/3/2024)
 Likes: 6,007 up from 5,938 (8/1/2024-9/3/2024)



YouTube

114 channel subscribers
 348 total videos posted to KWHS Channel

Website Maintenance & Blog (Historic Seaport)

In August, we published two blog posts on the Key West Historic Website, with the first promoting our latest Key West Historic Seaport Giveaway Contest, and the second sharing information about the Key West Historic Seaport being shown on the hit new Apple TV+ television series “Bad Monkey,” starring Vince Vaughn. Viewers can find Lazy Way Lane and other Historic Seaport and Key West iconic sights throughout the show!



Blog Post: [Win Two Tickets to See Stick Figure in Concert in Key West, FL on August 12, 2024!](#)



Blog Post: [Lazy Way Lane at the Key West Historic Seaport Spotted in New Apple TV series Bad Monkey!](#)



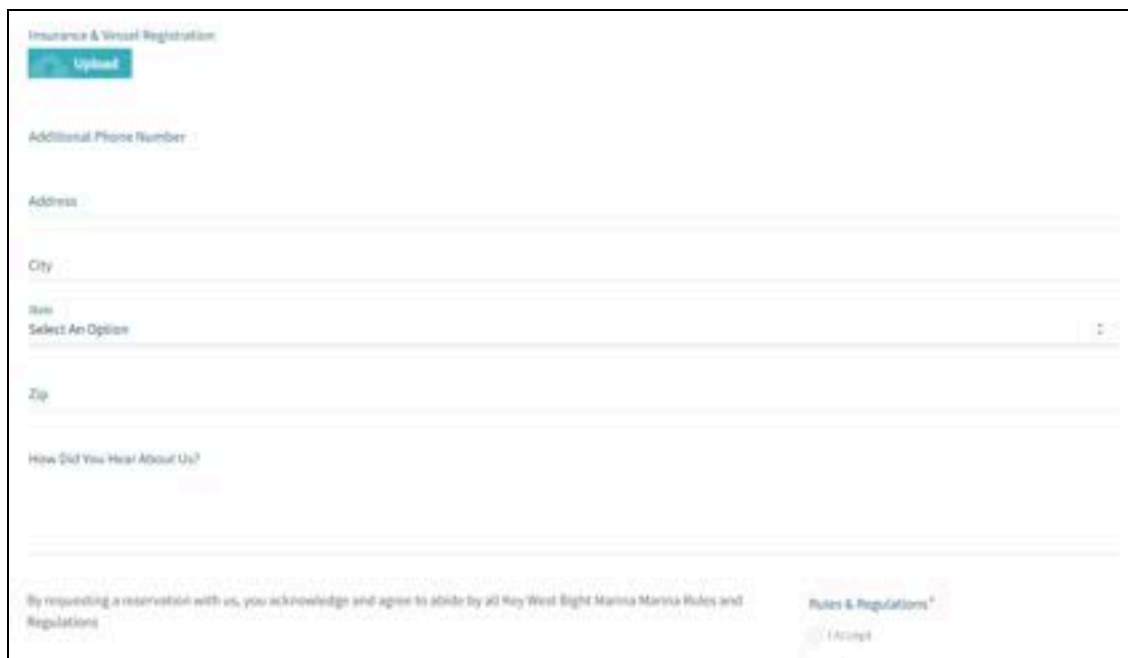
Throughout the month of August, we also added information on events, tenant promotions, and various occasions happening at the end of summer and fall seasons.

Website Maintenance & Blog (Bight Marina)

Blog Post: [Get Ready for a “Bight” of Key West Flavor at Lobsterfest 2024!](#)



In August, we made updates to dockage information on the Key West Bight Marina Website, including creation of a field for mandatory acknowledgement of Key West Bight Marina rules and regulations to be submitted with each reservation/dockage request. We also created a section for uploading insurance and vessel registration as part of a dockage request submission. Please see below for a screenshot of the updates.

A screenshot of a web form titled "Insurance & Vessel Registration". At the top left, there is a blue "Upload" button. Below it are several input fields: "Additional Phone Number", "Address", "City", "State" (with a dropdown menu showing "Select An Option"), and "Zip". At the bottom of the form, there is a section for "How Did You Hear About Us?" with a text area. At the very bottom, there is a disclaimer: "By requesting a reservation with us, you acknowledge and agree to abide by all Key West Bight Marina Rules and Regulations." To the right of this text is a link for "Rules & Regulations" and an "Accept" button.

Historic Seaport Ferry Terminal Large Screen Monitor

Adept continues to create new digital signage content for the Ferry Terminal Large Screen Monitor. The Monitor provides valuable tips, local news, happenings and updates for arriving and departing visitors at the Terminal. Please see below for samples of drafts of new digital signage content.



Television Marketing & Advertising

Finally, please see below for the KeyTV August 2024 Affidavit and Total Spots:

| Spot Name | Date | Time | Day | Buy (Daypart, Show) | Run Length | Actual Length | Type |
|--|-----------|----------|-----|---------------------|------------|---------------|-------|
| Key West Historic Seaport, Part, Present, Future | 7/29/2024 | 01:49:58 | MO | 09-06 | 1:30 | 00:21:32 | VAP |
| Used By Key West Historic Seaport 2024 | 7/29/2024 | 02:14:31 | MO | 09-06 | 1:30 | 00:23:17 | VAP |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 02:47:53 | MO | 09-06 | :60 | 00:21:02 | Bonus |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 04:26:46 | MO | 09-06 | :60 | 00:21:02 | Bonus |
| Key West Historic Seaport, Part, Present, Future | 7/29/2024 | 06:44:56 | MO | 09-10 | 1:30 | 00:21:32 | VAP |
| Used By Key West Historic Seaport 2024 | 7/29/2024 | 07:10:02 | MO | 09-10 | 1:30 | 00:23:17 | VAP |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 08:11:59 | MO | 09-10 | :60 | 00:21:02 | Bonus |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 08:34:46 | MO | 09-10 | :60 | 00:21:02 | Paid |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 09:48:55 | MO | 09-10 | :60 | 00:21:02 | Bonus |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 10:43:00 | MO | 10-12 | :60 | 00:21:02 | Paid |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 13:09:30 | MO | 12-14 | :60 | 00:21:02 | Bonus |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 14:16:40 | MO | 14-16 | :60 | 00:21:02 | Bonus |
| Used By Key West Historic Seaport 2024 | 7/29/2024 | 14:37:59 | MO | 14-16 | 1:30 | 00:23:17 | VAP |
| OGH By Land, Air or Sea 2019 | 7/29/2024 | 15:27:29 | MO | 14-16 | :60 | 00:21:02 | Paid |
| 2024 Key West Historic Seaport Happenings | 7/30/2024 | 00:26:53 | TU | 09-06 | 1:30 | 00:21:52 | VAP |
| Used By Key West Historic Seaport 2024 | 7/30/2024 | 04:14:42 | TU | 09-06 | 1:30 | 00:23:17 | VAP |
| OGH By Land, Air or Sea 2019 | 7/30/2024 | 05:07:05 | TU | 09-06 | :60 | 00:21:02 | Bonus |
| OGH By Land, Air or Sea 2019 | 7/30/2024 | 06:39:44 | TU | 09-10 | :60 | 00:21:02 | Bonus |
| Used By Key West Historic Seaport 2024 | 7/30/2024 | 07:27:41 | TU | 09-10 | 1:30 | 00:23:17 | VAP |
| 2024 Key West Historic Seaport Happenings | 7/30/2024 | 08:14:29 | TU | 09-10 | 1:30 | 00:21:52 | VAP |
| OGH By Land, Air or Sea 2019 | 7/30/2024 | 08:41:30 | TU | 09-10 | :60 | 00:21:02 | Paid |
| OGH By Land, Air or Sea 2019 | 7/30/2024 | 09:13:32 | TU | 09-10 | :60 | 00:21:02 | Bonus |
| OGH By Land, Air or Sea 2019 | 7/30/2024 | 10:15:58 | TU | 10-12 | :60 | 00:21:02 | Paid |
| OGH By Land, Air or Sea 2019 | 7/30/2024 | 11:57:08 | TU | 10-12 | :60 | 00:21:02 | Bonus |
| OGH By Land, Air or Sea 2019 | 7/30/2024 | 14:26:49 | TU | 14-16 | :60 | 00:21:02 | Bonus |
| 2024 Key West Historic Seaport Happenings | 7/30/2024 | 14:57:32 | TU | 14-16 | 1:30 | 00:21:52 | VAP |

| | |
|------------------|-----|
| :60 Paid spots: | 84 |
| Paid spots: | 84 |
| :60 Bonus spots: | 190 |
| Bonus spots: | 190 |
| VAP spots: | 142 |
| Total spots: | 416 |