



City of Key West
Key West Historic Seaport

**BIGHT MANAGEMENT BOARD
MONTHLY MARKETING UPDATE**

Marketing Services Contract
| September 2024 |



ADEPT
Strategy & Public Relations



October 3, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Mgmt. District Board, September 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 September 2024 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts



We're excited to announce a new Key West Historic Seaport weekly social media contest happening **every Friday** called

Where in The Seaport?

Want to participate? It's easy! Here's how:

- 1 Follow us on social media: [@HistoricSeaport](#)
- 2 Comment on our Friday photo post: **Name the Key West Historic Seaport location(s)** featured in the photo.
- 3 **Tag two friends:** Spread the Historic Seaport love and invite your friends to join the fun!
- 4 **Like and Share** the post.

Each week, we'll select a winner to receive **a special prize!**

Mark your calendars for Fridays and get ready to test your knowledge of local spots and discover **Where in The Seaport?**

P.S. Remember to check our social media every Friday at 12pm EST for the latest contest photo!

In September, we sent an email blast announcing our new Key West Historic Seaport weekly social media contest happening every Friday. The contest will consist of a weekly photo posted on the Key West Historic Seaport social media pages of a particular Historic Seaport location. If individuals comment on the post and correctly name the location(s) in the photo, tag two friends, like & share the post, they will be entered into a random drawing to receive a special prize.

Unfortunately, our first contest was postponed due to Hurricane Helene making landfall the night before, but we plan to launch the contest this coming Friday.

A new Key West Historic Seaport social media contest happening **every Friday**:

Where in The Seaport?

Want to participate? It's easy! Here's how:

- 1** Follow us on **@HistoricSeaport**
- 2** Comment on our Friday photo post: **Name the Key West Historic Seaport location(s)** featured in the photo.
- 3** **Tag two friends:** Spread the Historic Seaport love and invite your friends to join the fun!
- 4** **Like and Share** the post.



Each week, we'll select a winner to receive **a special prize!**

🤗 We're excited to announce a new weekly contest happening every Friday at the **Key West Historic Seaport** on social media! How much do you know about the Key West Historic Seaport?



➔ Stay tuned for this Friday at 12PM EST for the first photo! 📷

#HistoricSeaport #keywestlife #keywestflorida #keywestfl #floridakeys #FridayContest

Media/Press Clippings



[Your Wildest Fantasy - Fort Myers Florida Weekly](#) -

By Fort Myers FL Weekly, Sept. 25, 2024 - "Don't forget the eye-popping entertainment of the human form. There will also be a two-night costume promenade in the festival's designated Fantasy Zone and a Fantasy Market in the Key West Historic Seaport."

[Key West Holds Buffett Tribute Weekend](#) - *By Monroe*

County TDC, Sept. 3, 2024 - "Community leaders and hundreds of Buffett fans gathered for the waterfront reading and welcome ceremony outside the singer-songwriter's Shrimp Boat Sound recording studio in the Key West Historic Seaport."



[25 Best Things To Do In Key West Florida](#) - *By Expert Vagabond, Sept. 17, 2024* -



"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. 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."

[What to Do at Night Time in Key West \(Best Bars,](#)

[Clubs + Alternatives\)](#) - *By Vicky Flip Flop Travel Blog, Sept.*

23, 2024 - 6. Schooner Wharf Bar - "Marked by fishing nets, sea-shack décor and wooden everything, Schooner Wharf Bar is everything that makes up 'a last little piece



of Old Key West'. The waterfront bar is located within the historic seaport, combining harbour views with local seafood and all-day live music."

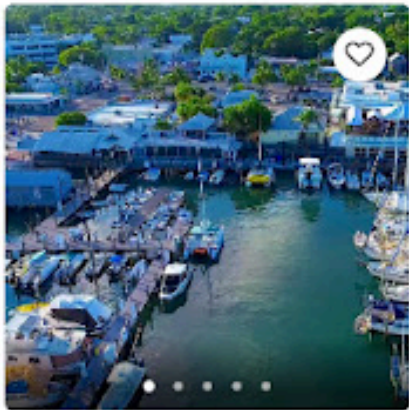


[Key West's Fantasy Fest to Present '90s Neon Cosmic Carnival' Oct. 18-27](#) - By Monroe County TDC, Sept. 25, 2024 - "Revelers can also indulge their festive spirit at events including the family-friendly Zombie Bike Ride, two-night Costume Promenade in the festival's designated Fantasy Zone, Fantasy Market in the Key West Historic Seaport, disco dance party, and musical tributes to iconic entertainers."

[Best Places to Watch the Sunset in Key West](#) - By Honest Eco, Sept. 26, 2024 - "The Key West Bight or Historic Seaport. This is where our boats dock, and we see more sunsets from this area than anywhere else. It's not a location where you will see the orange ball of the sun drop over the water, but it is an awesome atmosphere and I'm lucky to get to spend so much time down there while the day is wrapping up."



[The Best Piers & Boardwalks in Key West](#) - By TripAdvisor, Sept. 16, 2024



2. Key West Historic Seaport

●●●●● 740

Points of Interest & Landmarks • Historic Walking Areas

By dodch165

Stayed at the Marker Hotel by the harbor and the history and the beauty of the **boats** and ships was exceptional.

See tours



[Top Things to Do in Key West This Fall: Your 2024 Guide to Island Vibes and Events](#) - *By Vacation Key West, Sept. 18, 2024* - "From November 26 to December 25, 2024, Key West's Historic Seaport hosts a series of festive events. Swap snow for sand, and eggnog for margaritas, while enjoying holiday lights, a lobster trap Christmas tree, and the famous Lighted Boat Parade."

[All Day Watersports Activities In Key West](#)

By Book It Key West, Sept. 28, 2024 - "Sebago's Island T'ing Eco Tour combines 3 great Key West adventures into one. Departing from Key West's Historic Seaport, your catamaran's sails are unfurled for an authentic sail. Sebago's own catering kitchen prepares the fresh breakfast, offering such goodies as pastries, fresh fruit and juices."



[Top 10 Free Things to Do in Key West, Florida](#) - *By Medium, Sept. 23, 2024* - "The Key West



Historic Seaport is a picturesque spot for a leisurely stroll. Enjoy the views of the boats bobbing in the water and watch the fishermen come in with their daily catches. There are often local art installations that you can admire while soaking in the laid-back atmosphere of the island."


[The 23 Best Oyster and Seafood Restaurants in Key West](#)


- *By FunInKeyWest.com, Sept. 27, 2024* - "Half Shell Raw Bar Located in the Key West Historic Seaport, this place owns its own fish market. So, you know the seafood has to be fresh. It's hitting your plate within hours of being caught. The Historic Seaport has been the center of the Key West fishing




economy for almost 200 years. Half Shell is a casual place to sit, eat really good food, and enjoy the amazing view."


Recent Google Reviews

 "A wonderful view, great **food** and **drinks** and friendly **staff**."
★★★★★


 "Great **place** for a **stroll** or to have a **meal**."
★★★★★

 "In the evening, lots of great **music**, **restaurants** and bars with a unique **vibe**."
★★★★★

 **Ankush Verma**
2 reviews · 0 photos ⓘ
★★★★★ 6 days ago **NEW**

 **Key West Historic Seaport**
Owner
4 mins ago
Thank you for the review!!
[Edit](#) [Delete](#)

 **Krishna Radha**
Local Guide · 31 reviews · 5 photos ⓘ
★★★★★ 2 weeks ago **NEW**

 **Key West Historic Seaport**
Owner
4 mins ago
Thank you for the review!!
[Edit](#) [Delete](#)

 **laetitia utrilla**
Local Guide · 68 reviews · 2 photos ⓘ
★★★★★ 5 weeks ago
Just Magic

Social Media

Throughout the month of September, 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.

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

X (Formerly known as Twitter) Stats

Followers: 3,601 followers, up from 3,543 (9/1/2024-10/2/2024)

Instagram Stats

Followers: 4,570 up from 4,541 (9/1/2024-10/2/2024)
Posts: 3,151



Facebook Stats

Followers: 7,376 up from 7,342 (9/1/2024-10/2/2024)
Likes: 6,017 up from 6,007 (9/1/2024-10/2/2024)

YouTube

114 channel subscribers
312 total videos posted to KWHS Channel

Screenshots from recently published video



Website Maintenance & Blog (Historic Seaport)

In September, we published a blog post on the Key West Historic Website about various ideas for activities for visitors to Key West during the month of September.

Blog Post: [Discover Key West in September: Your Ultimate Guide to the Conch Republic](#)



Throughout the month of September, 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)

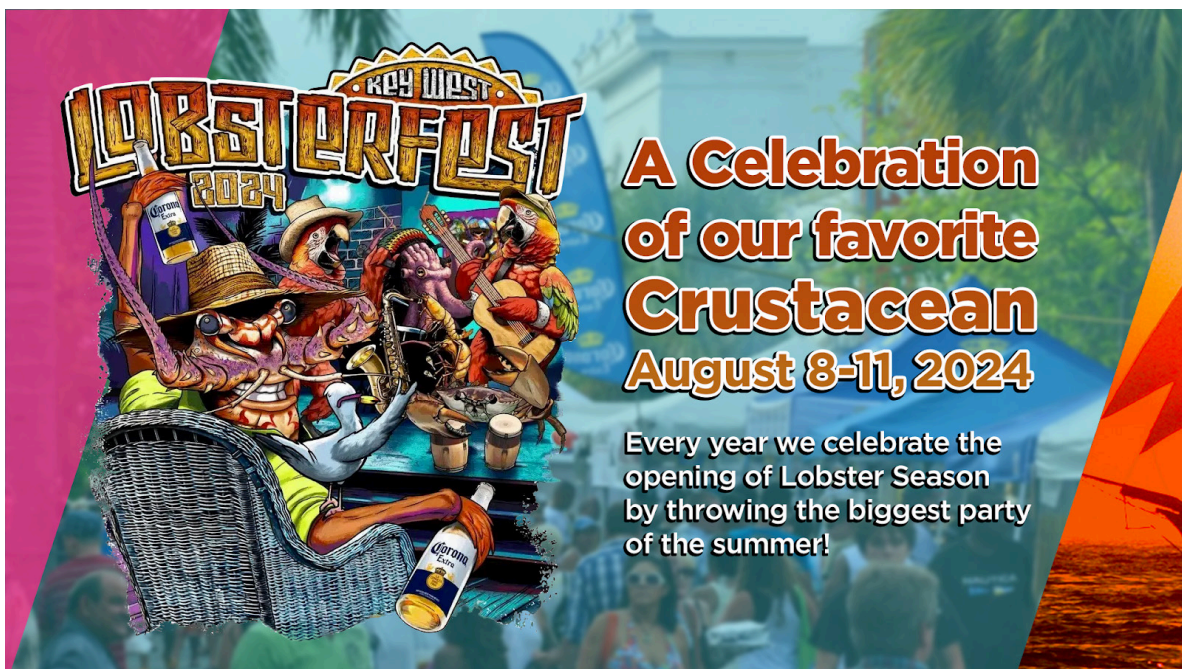


Blog Post: [Essential Boat Maintenance and Repair Tips from Key West Bight Marina](#)

Throughout the month of September, we also added information on updated pricing and information on amenities, in addition to the new vessel insurance uploading requirements.

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 September 2024 Affidavit and Total Spots:



Call Letters: WCAY-CD **Advertiser:** Key West Historic Seaport
DMA: Miami-Ft. Lauderdale, FL **Date:** 10/1/2024
Actual Contract Dates: 1/1/2024 to 12/29/2024 **AE:** Jessica Cranney
Description: Key West Historic Seaport 2024 **Agency:** ADEPT Strategy & Public Relations

Date Range: 8/26/2024 - 9/29/2024

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	8/26/2024	01:09:45	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	8/26/2024	03:12:52	MO	00-06	1:30	00:01:52	VAP
Visit the Key West Historic Seaport 2021	8/26/2024	04:45:11	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/26/2024	05:41:56	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/26/2024	06:40:54	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/26/2024	07:50:55	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/26/2024	08:45:25	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/26/2024	09:27:04	MO	06-10	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	8/26/2024	09:43:38	MO	06-10	1:30	00:01:52	VAP
2022 Key West Historic Seaport Happenings	8/26/2024	10:12:13	MO	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	8/26/2024	10:51:05	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/26/2024	11:26:09	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/26/2024	13:10:06	MO	12-14	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	8/26/2024	14:24:41	MO	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	8/26/2024	15:16:33	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/26/2024	15:38:20	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/27/2024	00:47:02	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/27/2024	01:22:53	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	8/27/2024	01:49:18	TU	00-06	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	8/27/2024	02:28:31	TU	00-06	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	8/27/2024	06:13:19	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	8/27/2024	06:55:11	TU	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	8/27/2024	07:19:44	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	8/27/2024	07:49:01	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/27/2024	08:57:02	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/27/2024	09:39:28	TU	06-10	:60	00:01:02	Bonus

:60 Paid spots: 105
Paid spots: 105

:60 Bonus spots: 241
Bonus spots: 241

VAP spots: 185

Total spots: 531