



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| February 2024 |



ADEPT
Strategy & Public Relations



March 6, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

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

The following is a summary of ADEPT’s professional marketing activities during the month of February 2024 for the Key West Historic Seaport and the Key West Bight Marina.

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts

In the month of February 2024, we sent out two separate email blasts, with one reminding folks to enter the Key West Historic Seaport Concert Ticket giveaway to win two tickets to see Willie Nelson in concert, and the other promoting Schooner Wharf’s second race of the 35th Annual Wrecker’s Cup Race Series.



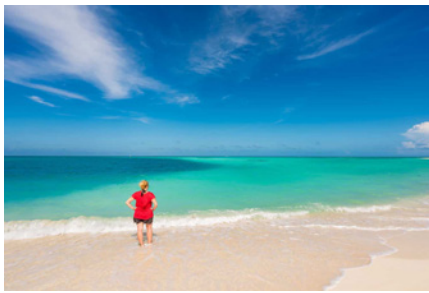
Media/Press Clippings

WHAT TO DO, WHERE TO GO - *Keys Weekly, Feb. 15, 2024* - "Historic Seaport Sail —

9-11 a.m. March 16, departing from the dock at 0 Margaret St., Key West. Board the luxury catamaran SV Argo Navis with Rodney Richardson, an independent researcher with Mel



Fisher Maritime Museum, to learn about the effect of the military's presence on the development of Key West and how it contributed to geopolitical events in the Caribbean and beyond."



20 Best Weekend Getaways in Florida in 2024 - *The*

PlanetDTeam, Feb. 19, 2024 - "The Florida Keys are one of the best weekend getaways in Florida, and Key West is a historic town right at the tip of the Keys. Key West is the southernmost point in the US, with a vast maritime culture and sense of identity for such a small town."

TAKE A STARGAZER CRUISE ABOARD SCHOONER

AMERICA 2.0 - *Keys Weekly, Mar. 1, 2024* - "There hasn't been a guided stargazing sail offered in Key West since the Schooner Western Union was still sailing," said Heather Slivko-Bathurst, general manager of Classic Harbor Line, which operates Schooner America 2.0. "It's an incredible opportunity for locals and visitors to connect with the universe while enjoying the beauty of Key West's waters at night."



Best Sunset In Key West – 7 Amazing Spots For Magical Sunsets - *Key West Boat Trips,*



Feb. 1, 2024 - "The Key West Historic Seaport is a charming spot for catching one of the island's famous sunsets. The best part is that you can incorporate one of those fabulous Key West sunsets with a day of shopping and dining at the port area's shops, galleries, restaurants, and spots for live music."

[Key West: Food Tasting and Cultural Walking Tour](#) - *Get Your Guide, Feb. 9, 2024* -



“Discover the depth of Key West’s fresh seafood and explore the sights, sounds, and intoxicating flavors of the city through its charming historic seaport. Sample 6 local specialties as you follow your passionate guide from one beloved eatery to the next.”

[How to Spend a Perfect Day in Key](#)

[West, Florida: Visitor's Guide](#) - *Wander*

Wisdom, Feb. 13, 2024 - “After the sun sinks below the horizon, head to Key West's

Wander Wisdom


Historic Seaport. If you hurry, you may arrive in time to see the majestic wooden schooners Western Union and Appledore return to port from their nightly sunset cruises. A great option for waterfront dining is the *Half Shell Raw Bar*, which is housed in an old shrimp packing building on the wharf at the end of Margaret Street. You can't go wrong with selections from the raw bar, including gulf oysters on the half shell served with a six-pack of spicy condiments or the peel-and-eat shrimp.”

Recent Google Reviews

Joe & Krista Hadfield
Local Guide · 232 reviews · 280 photos

★★★★★ a week ago **NEW**


Very fun area. Beautiful water front and sunsets. We went on a sunset cruise . It was not a booze cruise. Which is what we wanted. The staff were amazing.



Rick Brink
Local Guide · 95 reviews · 116 photos

★★★★★ a month ago

This is an amazing location for everything. People watching, resting, eating, socializing, and drinking. Key West is a beautiful place.



Wayne G
375 reviews · 126 photos

★★★★★ 4 weeks ago

We sailed to Key West on MSC and did this easy one mile walk around the Harbour with great views and many beautiful boats in Harbour. A lot of restaurants & bars all along the way.



Like

Response from the owner 4 weeks ago
Thank you so much for your review! We're thrilled you had such a great time and look forward to hopefully seeing you again soon!

lesley Galloway
Local Guide · 75 reviews · 252 photos

★★★★★ 4 weeks ago

Lovely place to eat and walk around lots of things to see and great hour trips leave from here. Beautiful at sunset to walk around to sunset pier. We loved how much marine life we saw and all the birds

Social Media

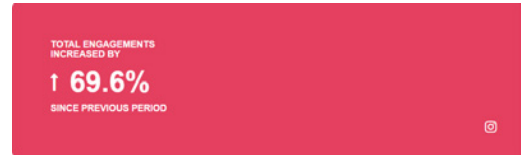
Throughout the month of February, ADEPT produced daily content for the Historic Seaport social media accounts, including promotions of tenant deals, specials, and other news about the Key West Historic Seaport. In addition, we continued our ongoing efforts at growing our audience across all platforms to increase our reach and engagement with visitors and communicate with current tenants. Please see below for updates for social media outlets for February 2024.

X (Formerly known as Twitter) Stats

Followers: 3,336 followers, up from 3,299 (2/1/2024-3/4/2024)

Instagram Stats

Followers: 4,350 up from 4,315 (2/1/2024-3/4/2024)
 Posts: 2,895



Facebook Stats

Followers: 7,045 up from 7,027 (2/1/2024-3/4/2024)
 Likes: 5,916 up from 5,900 (2/1/2024-3/4/2024)



YouTube

KW Historic Seaport Official Video- 20,659 views
112 channel subscribers
363 total videos posted to KWHS Channel



Website Maintenance & Blog (Historic Seaport)



Blog Post: [Embracing Creativity and Harmony: The Annual Schooner Wharf Open Air Art & Music Affair 2024](#)

Throughout the month of February, we continued our ongoing updates to the Key West Historic Seaport website, including posting information on upcoming tenant events in the spring and summer months of 2024, along with new tenant specials and ideas for celebrating various holiday occasions—like Valentine's Day in February and St. Patrick's Day in March—at the Key West Historic Seaport.

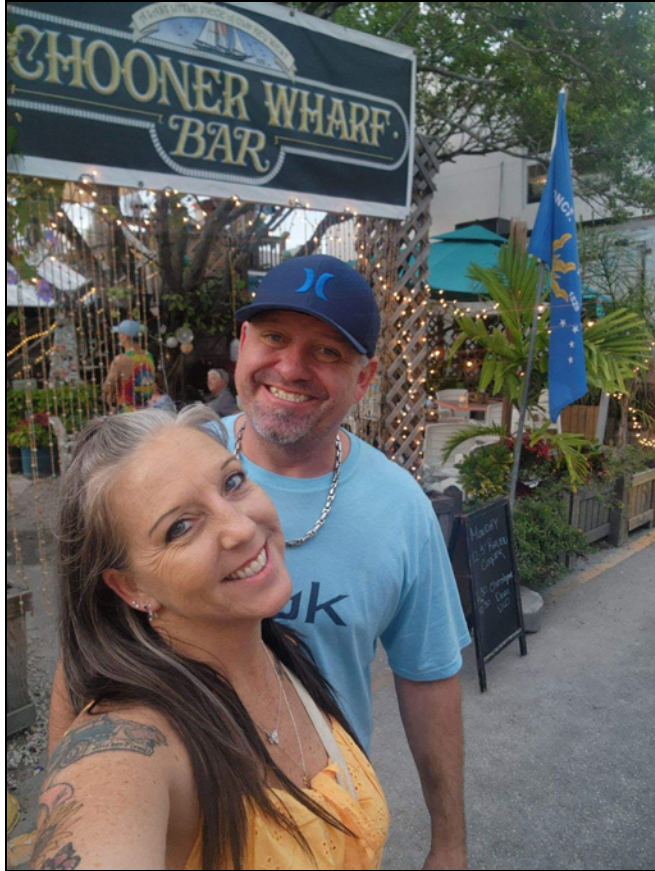
Website Maintenance & Blog (Bight Marina)



Blog Post: [Annual Schooner Wharf Bar Wrecker's Cup Race Series 2024 – February 25, 2024](#)

In February, we added updated information on pricing for certain amenities, as well as the proper procedures for sending packages and parcels to individuals currently docked at Bight Marina.

Key West Historic Seaport Concert Ticket Contest Giveaway



In the beginning of February, the winner was chosen for the concert ticket contest giveaway we created to see Willie Nelson at the Coffee Butler Amphitheater on February 12, 2024.

In addition to the concert tickets, the winner and her guest dined at Schooner Wharf Bar before the concert and got two free drinks and entrees from Schooner Wharf as part of the contest promotion. We are pleased that the contest giveaway was a great success.

Television Marketing & Advertising

Please see below for the KeyTV February 2024 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	1/29/2024	00:35:40	MO	00-06	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	1/29/2024	01:26:16	MO	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/29/2024	01:56:50	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/29/2024	06:56:04	MO	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	1/29/2024	07:43:46	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/29/2024	08:52:30	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/29/2024	09:35:19	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/29/2024	10:13:52	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/29/2024	12:08:24	MO	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/29/2024	14:52:27	MO	14-16	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	1/29/2024	15:09:17	MO	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/29/2024	15:30:49	MO	14-16	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	1/30/2024	00:52:07	TU	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/30/2024	04:32:42	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/30/2024	06:32:35	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/30/2024	07:11:17	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/30/2024	07:44:25	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	1/30/2024	08:30:26	TU	06-10	1:30	00:01:52	VAP
Key West Historic Seaport, Past, Present, Future	1/30/2024	09:52:11	TU	06-10	1:30	00:01:32	VAP
Key West Historic Seaport, Past, Present, Future	1/30/2024	10:08:12	TU	10-12	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/30/2024	10:27:00	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/30/2024	11:24:14	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/30/2024	14:13:02	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/30/2024	15:28:40	TU	14-16	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	1/30/2024	15:52:23	TU	14-16	1:30	00:01:32	VAP
Visit the Key West Historic Seaport 2021	1/31/2024	00:38:11	WE	00-06	1:30	00:03:17	VAP

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	172
Bonus spots:	172
VAP spots:	119
Total spots:	375



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Page 1 of 11 3/1/2024 8:16:44 AM