



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD
MONTHLY MARKETING UPDATE

Marketing Services Contract
| November 2023 |



ADEPT
Strategy & Public Relations



December 6, 2023

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

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

Public Relations / Media / Press Clippings

Public Relations

The Historic Seaport marketing team continued coordinating with tenants, KeyWestChristmas.org organizers, and KeyTV Destination TV to present an exciting roll out of the Bight Before Christmas, including the Lighting of the Harbor Walk of lights and announcements of upcoming seasonal holiday events organized by tenants and the City of Key West. We're thrilled to announce that this year's Lighting of the Harbor Walk of Lights was a great success! The harborwalk experienced the largest crowd yet for the Lighting of the Harborwalk on November 22nd.

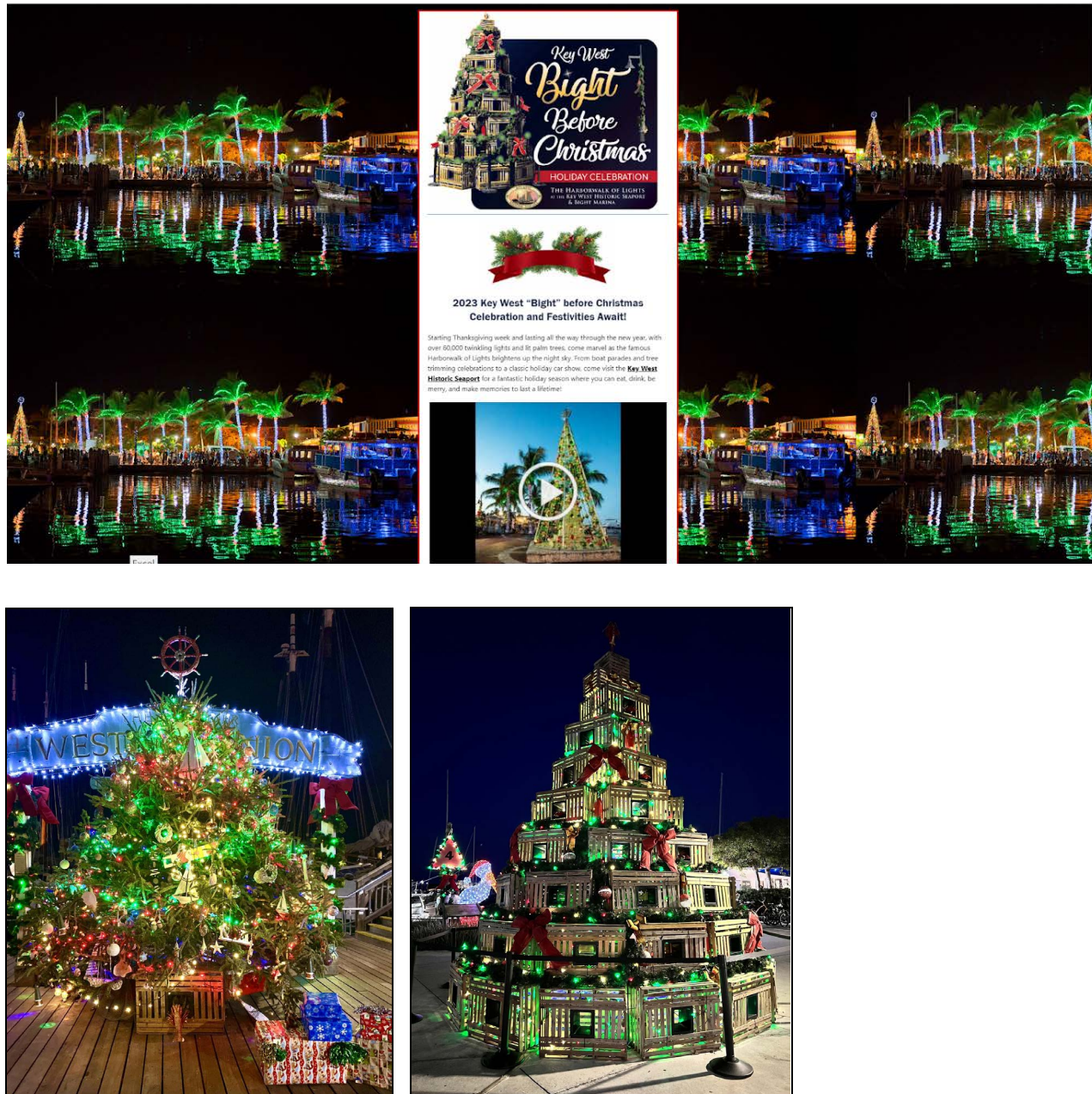


Hats off to Tom Stroh for another amazing event. This year was a heartfelt tribute to Jimmy Buffet with holiday music from the great singer songwriter and drink koozies for the adults and gifts from Santa for all the children present (pictured above).

Seaport Newsletter / Email Blasts

In November, we sent out multiple email blasts announcing the Lighting of the Harbor Walk of Lights and a variety of events taking place throughout December that are hosted, organized, and/or sponsored by Key West Historic Seaport tenants, along with various

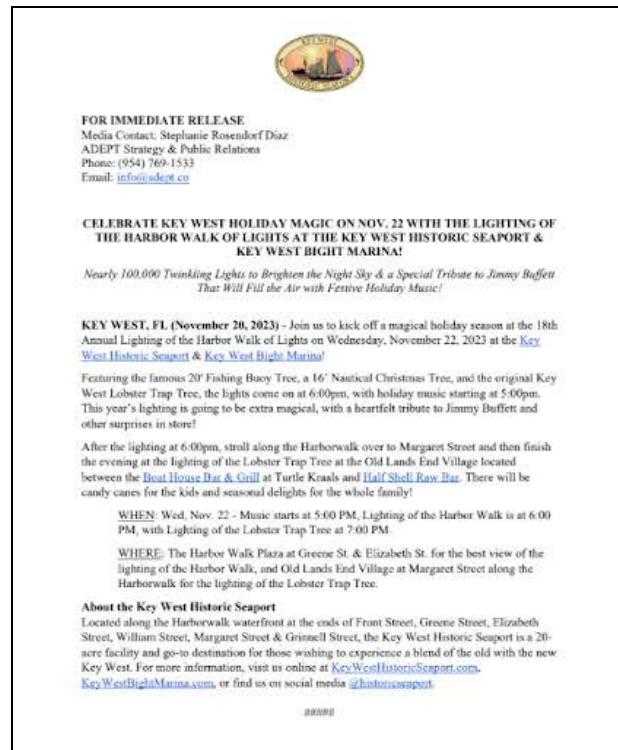
holiday promotions tenants are offering through the holiday season. See below for a screenshot of one of the email blasts:



Additionally, KeyTV Destination Television began airing the Holiday Television Commercial on November 8, 2023, and it will run through January 2, 2024. In addition, the station is continuing to push out information via their social media handles and cross promote all things Key West Historic Seaport, tagging the Historic Seaport social media accounts in all of their holiday postings.

Press Release

In addition to communications shared via social media, newsletter/email blasts, and TV, our marketing team drafted a press release and distributed it to thousands of local and regional reporters and writers, which helped gain additional press coverage for the Lighting of the Harbor Walk and the exciting festivities to come throughout the holiday season. This press release resulted in additional media coverage, some of which is shown below in the following section.



Media/Press Clippings

Boat Parades to Light Up the Florida Keys Holiday Season - By Florida Keys News, Nov. 30, 2023 - "Festively decorated kayaks, fishing craft, classic schooners and more are to light up the Key West Historic Seaport and harbor areas during the 32nd annual Schooner Wharf Bar Lighted Boat Parade. Spectators can view the dozens of creatively bedecked vessels from resorts, bars and restaurants in and around the seaport."



NAUGHTY OR NICE? PETS POSE WITH SANTA IN

KEY WEST - By Keys Weekly, Nov. 30, 2023 - "In plenty of families, pets are people, too. So dress the kids AND critters in their holiday best for a picture with Santa on Friday, Dec. 1 from 6 to 8 p.m. at the Historic Seaport at the foot of William Street."



Key West Holiday Fest Schedule Released

Author **Joe Winner**

November 20th 12:18 PM



Carol Tedesco/KeyWestHolidayFest.com

The lighting of the Key West Historic Seaport 'Harbor Walk of Lights' on Thanksgiving eve, Wednesday, Nov. 22, marks the official kick-off of the 2023 Key West Holiday Fest. (Photo: Carol Tedesco/KeyWestHolidayFest.com)

What's on this season in the Florida Keys & Key West

© 20 November 2023

 **Welcome Googler!** If you find this article interesting, you might want to [subscribe to our Newsletter](#) for the latest travel news. 

With warm, sunny weather and plenty of tropical pre-holiday cheer, now's a great time to visit the Florida Keys and Key West. From Key Largo to Key West, the 2023 holiday season features spirited events such as lighted boat parades, only-in-the Keys frivolity, sparkling waterfront celebrations and other island festivities.





Alejandro Avendano joined his family in Key West in 2018 and is the kitchen manager at Schooner Wharf Bar at the Historic Seaport. Avendano was born in Caracas, Venezuela, and said he loves the peaceful, relatively quiet atmosphere of the island. 'It's a great place to live, and everyone helps one another,' he said.

**KEYSWEEKLY**

[Events](#) [Florida Keys](#) [Key West](#) [Lower Keys](#) [Lower Keys Community](#)

HOLIDAY EVENTS SPARKLE IN KEY WEST AND THE LOWER KEYS

By **Contributed** - November 27, 2023





Crowds gathered at the Key West Historic Seaport on Nov. 22, 2023, for the lighting of the seaport's trees, ships, shops and restaurants. CAROL TEDESCO/KeyWestHolidayFest.com

Recent Google Reviews



Cheryl Futch

Local Guide · 210 reviews · 855 photos

★★★★★ 2 days ago **NEW**

Very beautiful. Lovely spot to stop and take photos.



Like



Gilda BARSION

3 reviews

★★★★★ 2 days ago **NEW**

Gorgeous

Translated by Google · [See original \(French\)](#)



Like



Justine Woodham

Local Guide · 587 reviews · 5,801 photos

★★★★★ 3 weeks ago **NEW**

Excellent place to experience Key West. Take a ride on any of the deep sea fishing charters, scuba, dolphins sightseeing, dry Tortuga endless ideas on water. Amazing food, drink and entertainment along the walks in and around the ... [More](#)



Like



Saverio Morisco

Local Guide · 27 reviews · 28 photos

★★★★★ a month ago

How much tranquility and security
Wonderful place like the road taken to get there [More](#)

Translated by Google · [See original \(Italian\)](#)



Social Media

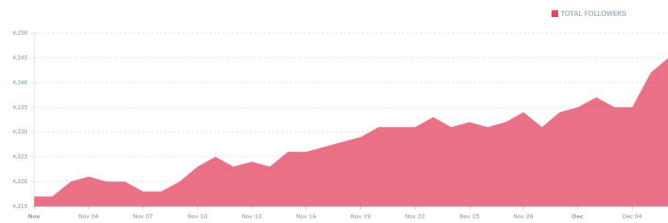
Throughout the month of November, ADEPT produced daily content for the Historic Seaport social media accounts, particularly for the upcoming holiday events! Along with posts promoting those occasions, along with weekly entertainment schedules, tenant promotions, and other Historic Seaport news, we continued, 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 November 2023.

Twitter Stats

Followers: **3,182** followers, up from **3,133** (11/1/2023-12/6/2023)
Reach: **145,220** people

Instagram Stats

Followers: **4,246** up from **4,220**
(11/1/2023-12/6/2023)
Posts: **2,793**



Facebook Stats

Followers: **6,913** up from **6,806** (11/1/2023-12/6/2023)
Likes: **5,815** up from **5,762** (11/1/2023-12/6/2023)



YouTube

73,492 unique views of Historic Seaport YouTube videos.
KW Historic Seaport Official Video - **20,609** views
111 channel subscribers
363 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 November are shown below:



Join the Fun... enter your boat in the 32nd Annual
SCHOONER WHARF BAR & GALLEY and **ABSOLUT VODKA**
LIGHTED BOAT PARADE

Bahama Village Music Program
"HOUSE OF PAN" STEEL BAND
at 6PM and LIVE MUSIC
from 8PM to MIDNIGHT

SATURDAY, DEC. 9, 2023 • 8PM
Boatloads of PRIZES and EVERY ENTRY Will Receive Prizes!
Come see... The Harbor Walk of Lights throughout the Holidays.
"Key West Bight Before Christmas Celebration" KeyWestChristmas.org

Sponsored by: **Registration for the 2023 LIGHTED BOAT PARADE**
Registered Entries Receive 50% Discount on Christmas Lights at STRUNK ACE HARDWARE

Captain _____ Phone _____
Name of Boat _____ EMail _____

Sponsor _____
Boat Type & Length _____
Describe Decoration _____

ENTER Your Vessel by
November 27 and the
Entry Fee is Waived.

\$25 Entry Fee
Entries Encouraged by Dec. 7

Schooner Wharf Bar
202 William Street
Key West, FL 33040
SchoonerWharf.com
(305) 292-9520

Mailing Address _____

Join us... for our Tree Trimming Party Sunday, Dec. 3 at 6PM!

Please Note: Mandatory Captains' Meeting
8PM, Thursday, December 7th @ Schooner Wharf Bar
With Complimentary Beverages & Hors d'oeuvres!

ABSOLUT VODKA **KEY TV** **THE MARKER** **THE CITIZEN**

COOKIES PETS WELCOME PHOTO OPPORTUNITIES

KEY WEST POLICE LOVE FUND PRESENTS

SANTA MEET AND GREET

DECEMBER 3RD, 2023
5PM-8PM
CONCH REPUBLIC SEAFOOD

THIS IS A DONATION BASED EVENT
BENEFITTING THE KEY WEST POLICE
DEPARTMENT LOVE FUND

THANK YOU TO OUR SPONSORS

Publix

KEY WEST POLICE DEPARTMENT LOVE FUND

THANK YOU TO OUR SPONSORS

SEAFOOD

**Catamaran Echo - Private
Lighted Boat Parade
Champagne Party**

Your private Holiday Party for up to 14 guests!
(No Concierge bookings)

Half Shell Raw Bar
KEY WEST

Holiday Bonus!

PURCHASE \$100 IN GIFT CARDS,
GET A FREE \$25 GIFT CARD

Website Maintenance & Blog (Historic Seaport)



Blog Post: Illuminating the Season: [The Key West Historic Seaport Bight Before Christmas!](#)

Throughout the month of November, 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: [Key West Bight Marina Holiday Happenings 2023](#)

In November, 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 and updated fuel pricing information.

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 November 2023. KeyTV Destination Television began airing the Holiday Television Commercial on November 8, 2023, and it will run through January 2, 2024. In addition, the station is continuing to push out information via

their social media handles and cross promote all things Key West Historic Seaport, tagging the Historic Seaport social media accounts in all of their holiday postings Further, please see below for the KeyTV November 2023 Affidavit and Total Spots:



Call Letters:

WCAY-CD

Advertiser:

Key West Historic Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

12/1/2023

Actual Contract Dates:

12/26/2022 to 12/31/2023

AE:

Jessica Cranney

Description:

Key West Historic Seaport 2023

Agency:

ADEPT Strategy & Public Relations

Date Range: 10/30/2023 - 11/26/2023

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	10/30/2023	01:13:32	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/30/2023	03:57:28	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/30/2023	06:18:55	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	10/30/2023	06:44:46	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	10/30/2023	07:19:21	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	10/30/2023	09:13:18	MO	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	10/30/2023	09:40:00	MO	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	10/30/2023	10:11:24	MO	10-12	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/30/2023	11:26:04	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	10/30/2023	13:26:15	MO	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/30/2023	14:23:44	MO	14-16	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	10/30/2023	15:31:57	MO	14-16	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/30/2023	15:56:14	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	10/31/2023	00:37:12	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/31/2023	02:43:51	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	10/31/2023	03:08:19	TU	00-06	1:30	00:01:52	VAP
Visit the Key West Historic Seaport 2021	10/31/2023	04:39:37	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/31/2023	05:09:52	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/31/2023	06:53:46	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	10/31/2023	07:25:12	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	10/31/2023	08:10:17	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	10/31/2023	09:15:54	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	10/31/2023	09:41:20	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	10/31/2023	10:10:59	TU	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	10/31/2023	10:34:34	TU	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	10/31/2023	14:29:55	TU	14-16	:60	00:01:02	Paid

DESTINATION NETWORK

Corporate Headquarters: 850.234.2773 • P.O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

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12/1/2023 3:55:00 PM

:60 Paid spots:	85
Paid spots:	85
:60 Bonus spots:	153
1:30 Bonus spots:	2
Bonus spots:	155
VAP spots:	284
Total spots:	524