

City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| February 2023 |



ADEPT
Strategy & Public Relations



March 1, 2023

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

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

Public Relations / Media / Press Clippings

From our research in January on events taking place in Key West in spring, we created an online contest/giveaway with the prize of two tickets to see country music band Old Dominion in concert in Key West on April 1, 2023. This contest is part of our advertising and marketing campaign for the Key West Historic Seaport and has garnered interest from local and regional audiences throughout South Florida. The winner will be randomly selected on March 20.



In addition to the Old Dominion Concert Ticket Contest/Giveaway announcement that we posted on social media, we sent an email blast advertising the giveaway and created new blog posts for it, as well. Please see below for a screenshot of the e-blast.



Calling All Music and Concert Lovers!



ENTER TO WIN

KEY WEST HISTORIC SEAPORT

GIVEAWAY

2 TICKETS TO SEE OLD DOMINION!

OLD DOMINION
NO BAD VIBES
TOUR

NO BAD VIBES
TOUR

with Frank Ray,
Greytan James
& Kassi Ashton

Saturday,
April 1, 2023
at 7:30 P.M.

at the Coffee Butler
Ampitheater
in KEY WEST, FL

ENJOY THE CONCERT AND PARTY AT THE KEY WEST HISTORIC SEAPORT!

Check out our first giveaway of 2023 for your chance to win two tickets to see Nashville-formed contemporary country music band Old Dominion live in concert at the Coffee Butler Amphitheater in Key West on **Saturday, April 1, 2023 at 7:30 PM!**

The rules to enter are SIMPLE:

1. YOU MUST LIKE/FOLLOW [Key West Historic Seaport](#) on social media - [Facebook](#), [Twitter](#), or [Instagram](#) (you don't necessarily need to use all of those platforms to be eligible for the contest as long as you're active on at least one.)
2. Comment on this post (on [FB](#), [Twitter](#), or [Instagram](#)) and tag two people who'd also be interested.

Media Clippings

[2023 Best of The Best — United States Destinations](#) - *TripAdvisor, Feb. 2023* - "Does time ever pass in the Florida Keys? Everyone and everything in Key West seems to go at its own pace, right down to the ice melting sloooooowly in your margarita glass."

[Girls Getaway Destination for Charlotteans: Key West](#) *By Taylor Bowler, Charlotte*



Magazine, Feb. 20, 2023 - "For a no-frills lunch or dinner, head to *B.O.'s Fish Wagon*, a driftwood shack that slings fried fish, conch fritters, burgers, and chicken sandwiches. Then head to *Half Shell Raw Bar* and feast on Key West pink shrimp and conch ceviche.

[Top 10 Best Historic Destinations in Florida](#) *By*

Uncovering Florida, Feb. 05, 2023 - "There is no denying that Florida is home to many historic sites in between. Top historic activities to uncover in Key West include "Explore the Key West Historic Seaport - a lively area filled with shops, restaurants, and live music."



[Key West on The Prowl](#) *By Chelle Koster Watson, Feb.*

16, 2023 - "Especially come sunset time, any number of boat charters head out of the seaport with a tune in their hull and typically plenty of rum in the hold."

[At The Galleries](#) *Keys News, Feb. 28, 2023* - "Arts and

crafts, musical entertainment and a day strolling the

Key West Historic Seaport await attendees to the Schooner Wharf Open Air Art & Music Affair from 10 a.m. to sunset on Saturday, March 4."

Social Media

Throughout February, ADEPT produced daily content for the Key West Historic Seaport social media accounts. Along with posts acknowledging and promoting various January occasions and events, we continued to work on building our audience across all platforms to increase our reach and engagement with visitors and communicate with current Historic Seaport tenants to ensure we're up to date with all of their latest offerings.

Below, you will also find updates for Key West Historic Seaport social media outlets for the month of February 2023.

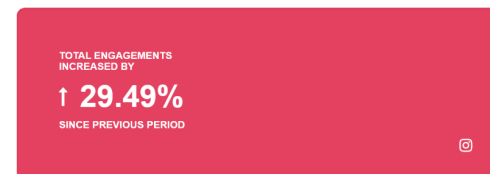
Facebook Stats

Followers: 6,590 up from 6,564 (2/1/2023-3/1/2023)
Likes: 5,639 up from 5,610 (2/1/2023-3/1/2023)
People Reached: 14,010 (2/1/2023-3/1/2023)



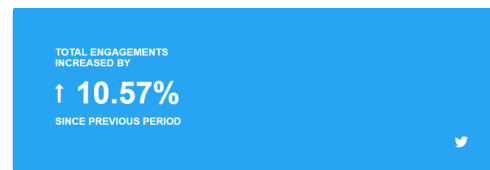
Instagram Stats

Followers: 4,002 up from 3,985 (2/1/23-3/1/23)
Posts: 2,427



Twitter Stats

Followers: 2,766 followers, up from 2,731 (2/1/2023-3/1/2023)



Travel, tourism and **blogging** appear to be popular topics of interest among your followers.

YouTube 71,644 unique views of Key West Historic Seaport YouTube videos.

KW Historic Seaport Official Video - 20,483 views

112 channel subscribers

343 total videos posted to KWHS Channel

Website Maintenance & Blog (Historic Seaport)



Throughout the month of February, 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.

Blog Post: [A Valentine's Day to Remember at The Key West Historic Seaport 2023](#)



Website Maintenance & Blog (Bight Marina)



Throughout the month of February, we 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.

Blog Post: [The Benefits—and Necessity—of Taking a Boater Safety Course](#)



Television Marketing & Advertising

The Key West Marketing Team in conjunction with KeyTV Destination Television ran advertising of all four of the KWHS Television Pieces including our two KWHS television commercials and the two editorial television spots during the month of February 2023.



Further, KeyTV has posted the new Key West Historic Seaport TV commercial on their YouTube channel, and they are helping to promote the video, as well.

Finally, please see below for the KeyTV February 2023 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
Key West Historic Seaport, Past, Present, Future	1/30/2023	00:20:39	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/30/2023	00:47:21	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	1/30/2023	06:44:59	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/30/2023	07:12:50	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/30/2023	08:50:04	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/30/2023	09:07:47	MO	06-10	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	1/30/2023	09:42:46	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	1/30/2023	10:55:07	MO	10-12	:60	00:01:02	Paid
Key West Historic Seaport, Past, Present, Future	1/30/2023	13:07:36	MO	12-14	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/30/2023	14:28:15	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/30/2023	15:31:55	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/31/2023	00:16:38	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	1/31/2023	00:40:10	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	1/31/2023	07:12:28	TU	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	1/31/2023	07:41:35	TU	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	1/31/2023	08:44:05	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/31/2023	09:08:05	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	1/31/2023	11:20:54	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/31/2023	14:39:23	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	1/31/2023	15:46:44	TU	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/1/2023	00:22:44	WE	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	2/1/2023	00:35:57	WE	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	2/1/2023	05:36:28	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	2/1/2023	07:18:20	WE	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	2/1/2023	07:46:38	WE	06-10	1:30	00:03:17	VAP
2022 Key West Historic Seaport Happenings	2/1/2023	08:07:44	WE	06-10	1:30	00:01:52	VAP

DESTINATION NETWORK
Corporate Headquarters: 850.234.2773 • P. O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com
Page 1 of 10 3/1/2023 10:46:53 AM

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	132
Bonus spots:	132
VAP spots:	122
Total spots:	338