

MEMORANDUM

October 14, 2022

TO: Karen Olson, Deputy Director, Port and Marina Services, City of Key West

FROM: Dana Pollitt, ADEPT Public Relations

SUBJECT: Key West Historic Seaport & Bight Marina Task Order Budget, FY2023 Marketing Services Contract Key West Historic Seaport and Bight Marina (V2)

Per your request, ADEPT has generated this Task Order proposal for the Historic Seaports 2023 marketing, advertising and communications services. Please find the following recommended breakdown for the Historic Seaport for 2023.

In consideration of the current campaigns and programs we recommend continuing into 2023 with the following Advertising & Marketing programs and associated budget (see items 1 through 10 and item 1 for KW Bight Marina). Below are ADEPT's recommendations for marketing and advertising during 2023:

1. Daily Content and Social Media Management \$28,000.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Grow Followers and authentic traffic with organic strategies
 - ii. Engage, Connect & Relate via daily posts
 - iii. Implement targeted Keywords & Hashtags
 - iv. Build Rich Engagement
 - v. Integrate Content with Website
 - vi. Targeted Advertising and Contest management
 - vii. Targeted Campaigns to Build Brand Awareness of KWHS
 - viii. Interact with Audience on Multiple Platforms
 - ix. Boost Strategized Posts
 - b. Continue to create content and service the existing Historic Seaport social platforms
 - c. Develop video content and uploads
2. Website Maintenance, Content Creation, Management (KWHS) \$25,000.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Maintain and Update Content (Tenant Pages, Tenant Social media widgets, Events, Promotions, Specials, Historic Facts)
 - ii. Regularly and Support on Content Writing Services

- iii. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
 - iv. Monthly Analytics Report
 - v. Tech Support Requests
 - vi. Monthly Blog
 - vii. Landing Pages (Social Media Contests)
 - viii. Monthly Video uploads

- 3. Monroe County Outdoor, Furniture, and Transit Advertising \$25,000.00
 - a. Similar but not limited to Anderson Outdoor Advertising
 - i. Key West International Airport Baggage Carousel and Rack Card Displays
 - ii. Key West Express Ferry Terminal Rack Card Displays
 - iii. Bus Shelter on North Roosevelt Blvd one block East of Palm Avenue Bridge
 - iv. Bonus bus stop depending on availability
 - v. 6.5mm Digital Bus Shelter being read heading into Old Town. Right Hand Reader (RHR)

- 4. Media Buys similar but not limited to the following: \$30,000.00
 - a. Key West Chamber of Commerce
 - b. Key West Historic Marker Tour
 - c. Key West Finest and Off Duval Guide
 - d. TDC Co-op
 - i. Various Media
 - ii. Monroe County Tourism Development Counsel (TDC) Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com, and Floridakeys.com)
 - e. USA TODAY Go Escape to Gulf Coast and Southeast Travel Magazine

- 5. Campaign Development, Reporting, Analytics, Presentations, Fieldwork, Tenant Coordination, Travel, Lodging, Expenses (Monthly and max. 2x's per year) \$15,000.00

- 6. Historic Seaport Digital Marketing Budget Recommendation \$15,000.00
 - a. Remarketing will be used to connect with people who previously interacted with our website. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping increase brand awareness.
 - b. CAMPAIGN: CITYWIDE DISPLAY WITH "STORE" VISIT TRACKING
 - i. Image ads with tracking to the Google My Business address
 - ii. The display campaigns will be built on serving as many impressions as possible
 - iii. Strategy: Awareness, interaction
 - c. VIDEO CAMPAIGN: (YouTube and Google Ad Network)



Strategy & Public Relations

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SEAPORT TOTAL FY 2023: \$178,000.00
BIGHT MARINA TOTAL FY 2023: \$10,000.00
TOTAL TASK ORDER 2023: \$188,000.00