



City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015  
| November 2021 |



**ADEPT**  
Strategy & Public Relations





December 6, 2021

## MEMORANDUM

**TO:** Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

**FROM:** Dana Pollitt, Managing Partner, ADEPT

**SUBJECT:** *Key West Bight Mgmt. District Board, November 2021 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

The following is a summary of ADEPT's professional marketing activities during the month of November 2021 for the Key West Historic Seaport and Key West Bight Marina:

## Public Relations / Media / Press Clippings

### Public Relations

In November, in preparation for the holiday season and accompanying events at the Key West Historic Seaport and Key West Bight Marina, ADEPT created a variety of graphics for the holiday season, including the images below. ADEPT worked with Mr. Tom Stroh, founder of KeyWestChristmas.org and Key West Bight Preservation Association to develop thoughtful and vibrant imagery for the holiday season. ADEPT updated KeyWestHistoricSeaport.com to reflect all holiday events.







THE HARBORWALK OF LIGHTS AT THE KEY WEST HISTORIC SEAPORT & BIGHT MARINA



THE HARBORWALK OF LIGHTS  
AT THE KEY WEST HISTORIC SEAPORT  
& BIGHT MARINA

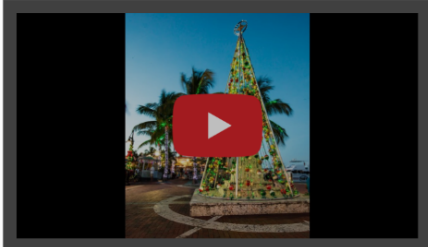
## E-Mail Blast

ADEPT created and delivered email blast/newsletter containing information on upcoming holiday events, promotions, and exciting activities taking place in December at the Historic Seaport and Bight Marina.

**It's the Most Wonderful Time of the Year...**

...and we're more excited than ever for the upcoming holiday events! On that note, check out the list of great holiday happenings for people of all ages at the [Key West Historic Seaport](#) and [Key West Bight Marina](#):



**WEDNESDAY, NOVEMBER 24, 6:00pm** - First, join us for the lighting ceremony and kickoff to the holiday season with the [Key West Historic Seaport](#) Harborwalk of Lights! Holiday music starts at 5:00pm with the lights coming on at 6:00! For

## Media and Press Clippings



### [SAVE THE DATE - KEY WEST 2021 HOLIDAY EVENTS](#) -

Key West Florida Weekly, Nov. 29, 2021

Key West Harbor Walk of Lights at the Historic Seaport. Revel in a dazzling wonderland of light-bedecked palm trees, Christmas trees, ships, shops, restaurants and watering holes.

### [The Must-Sees And Must-Dos When Visiting Key West](#) - by Allen Brown, Nov. 30, 2021

Another must-see when in Key West is taking a boat tour of the waterways. There are plenty of options for this fun activity, but one that's not to be missed is Conch Republic Seafood Company's three-hour narrated sightseeing cruise. You'll see dolphins and manatees while learning about some of the island's most famous landmarks.



## Social Media



Increased daily social media content creation, video creation and posting. The below table illustrates the growth in audiences during the month of November 2021 on all social platforms. Below, you will also find updates for Key West Historic Seaport social media outlets as compared to the previous month's analytics.

### Facebook Stats

Followers: 5,790 up from 5,596 (11/3/21-12/6/21)  
 Likes: 5,090 up from 4,930 (11/3/21-12/6/21)  
 Check Ins: 7,595 up from 7,443  
 People Reached: 69,617 up from 19.5k (11/3/21 to 12/6/21)

### Instagram Stats

Followers: 3,747 (Up from 3,731) (11/3/21-12/6/21)

#### Results

Facebook Page Reach ⓘ

**70,846** ↑ 404.5%

**Facebook reach - 11/2021**



### Twitter Stats

Followers: 2,142 followers up from 2,118 (11/3/21-12/6/21)

### YouTube

+68,587 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport - Official Video 20,059 views

103 channel subscribers

333 total videos posted to KWHS Channel.

## Video & Digital Marketing

In November, ADEPT created a variety of graphics for the upcoming holiday season. Additionally, the KWHS Holiday Television Commercial began airing on KeyTV Destination Television in the first week of November and continues to air throughout the holiday season into mid January.

ADEPT also created an e-Newsletter/e-blast for our entire distribution list, which contained holiday graphics and information on upcoming holiday events. Along with the e-blast and on social media, we also uploaded event information to the Historic Seaport website. As mentioned earlier in this report, ADEPT created a promo video, branding, tag-lines and other marketing collateral in order to best promote the Historic Seaport to residents, businesses, and visitors and encourage individuals and families to spend time at the Seaport for the holidays.

## Website Maintenance & Blog (Historic Seaport)

- KWHS website maintenance was performed during November. ADEPT continued with ongoing website updates, new information, maintenance and content creation, including our monthly blog posts.

Link to November 2021 Blog Post: [2021 Holiday Happenings – Key West Historic Seaport](#)



## Website Maintenance & Blog (Bight Marina)

- Continued ongoing website updates, new information, maintenance and content creation.
- Continuing to increase Social Media for Bight Marina on KWHS handles
- Link to Monthly Bight Marina Blog Post:  
<https://www.keywestbightmarina.com/blog/kwbightmarinaholidayhappenings/>





## Television Marketing & Advertising

The Key West Marketing Team in conjunction with KeyTV Destination Television ran advertising of our two KWHS television commercials and both editorial television spots as well as the holiday :30 television commercial during the month of November 2021.

See November 2021 Affidavit and Total Spots below:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic

DMA:

Miami-Ft. Lauderdale, FL

Date:

12/1/2021

Actual Contract Dates:

9/27/2021 to 12/25/2022

AE:

Jessica Cramney

Description:

Key West Historic Seaport 2021-22

Agency:

ADEPT Strategy & Public Relations

Date Range: 11/1/2021 - 11/28/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OGH By Land, Air or Sea 2019	11/1/2021	01:45:10	MO	09-09	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/1/2021	02:10:22	MO	09-09	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	11/1/2021	06:46:24	MO	09-10	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/1/2021	07:11:24	MO	09-10	:60	00:01:02	Paid
OGH By Land, Air or Sea 2019	11/1/2021	07:32:14	MO	09-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	11/1/2021	07:56:45	MO	09-10	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/1/2021	09:49:01	MO	09-10	:60	00:01:02	Bonus
OGH By Land, Air or Sea 2019	11/1/2021	11:58:06	MO	10-12	:60	00:01:02	Paid
OGH By Land, Air or Sea 2019	11/1/2021	14:48:12	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	11/1/2021	18:19:14	MO	16-20	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/2/2021	00:46:52	TU	09-09	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/2/2021	01:42:45	TU	09-09	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/2/2021	04:21:53	TU	09-09	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/2/2021	06:11:44	TU	09-10	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/2/2021	07:50:29	TU	09-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/2/2021	08:09:31	TU	09-10	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/2/2021	08:58:51	TU	09-10	:60	00:01:02	Bonus
OGH By Land, Air or Sea 2019	11/2/2021	09:54:56	TU	09-10	:60	00:01:02	Paid
OGH By Land, Air or Sea 2019	11/2/2021	10:55:48	TU	10-12	:60	00:01:02	Paid
OGH By Land, Air or Sea 2019	11/2/2021	14:38:59	TU	14-16	:60	00:01:02	Paid
OGH By Land, Air or Sea 2019	11/2/2021	15:41:04	TU	14-16	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/2/2021	18:54:23	TU	16-20	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/3/2021	00:56:22	WE	09-09	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/3/2021	04:37:59	WE	09-09	1:30	00:03:17	VAP
OGH By Land, Air or Sea 2019	11/3/2021	06:09:09	WE	09-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/3/2021	06:51:03	WE	09-10	1:30	00:03:17	VAP

**DESTINATION**  
**NETWORK**

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

Page 1 of 12 12/1/2021 10:36:06 AM

**DESTINATION  
NETWORK**

Corporate Headquarters: 850.234.2775 • P.O. Box 9556, Panama City Beach, FL 32417 • destinationnetwork.com

Page 1 of 12 12/1/2021 10:36:06 AM

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	129
:30 Bonus spots:	81
Bonus spots:	210
VAP spots:	103
Total spots:	397