



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| January 2024 |



ADEPT
Strategy & Public Relations



February 5, 2024

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

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

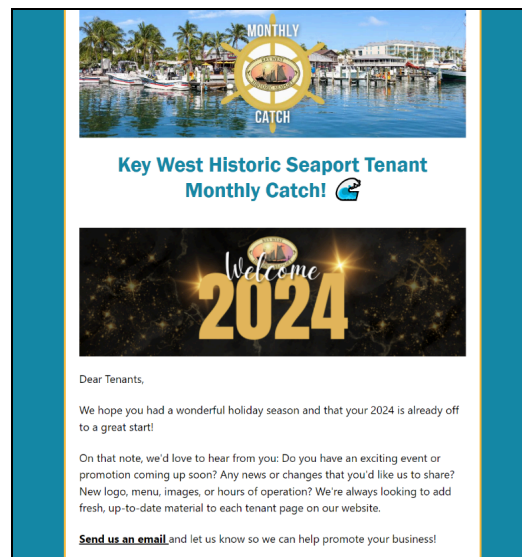
The following is a summary of ADEPT’s professional marketing activities during the month of January 2024 for the Key West Historic Seaport and the Key West Bight Marina:

Public Relations / Media / Press Clippings

Public Relations

Newsletters/Email Blasts

In the month of January 2024, we sent out three separate email blasts, with one focused on tenants and the others promoting Schooner Wharf Bar’s Annual Wreckers Cup Race Series and sharing the Willie Nelson concert ticket contest giveaway that we created for Willie Nelson’s show on February 12 at the Coffee Butler Amphitheater.






ENTER TO WIN
KEY WEST HISTORIC SEAPORT
GIVEAWAY
TWO TICKETS
WILLIE NELSON & FAMILY
Mon, Feb. 12 at 7:00pm Coffee Butler Amphitheater
Giveaway includes two free drinks & two entrees from Schooner Wharf Bar!


Media/Press Clippings



[Making a quick getaway to Key West? Here are some must-see stops for your visit](#) *Miami Herald, Jan. 31, 2024* - "Key West's old Seaport is a gem.: a waterfront harborwalk with shopping and dining in the middle of a marina that features fishing charters, sunset-sailing catamarans and tall ships. The 20-acre complex is a place to mix with locals and visitors and take in exceptional dockside views."

[36 BEST THINGS TO DO IN KEY WEST, FLORIDA IN 2024](#) - *The Planet D, Jan. 23, 2024* - "The old town of Key West is filled with historic structures and a great way to explore the history

of Key West is on the waterfront. We love walking along the water and the Historic Seaport has a beautiful boardwalk to take in the yachts and boat charters. There are art galleries and boutiques, museums, and boat charters. There are plenty of restaurants along the boardwalk as well. Get yourself a Cuban Coffee at Fisherman Cafe. It was the best coffee we had on the island and it was cheap too! Oh, and be sure to pop into one for a slice of Key Lime Pie."



[BEST KEY WEST RESTAURANTS: ICED CAFE CON LECHE AT CUBAN COFFEE QUEEN](#) - *A Taste of Koko, Jan. 11, 2024* - "Start your day in Key West at Cuban Coffee Queen with an iced cafe con leche. Afterward, wander down Duval Street, exploring the vibrant atmosphere and snapping a photo in front of the iconic Greetings From Key West mural."

[Dozens of Fun Free Things To Do in Key West](#) - *FL Travel Blog, Jan. 15, 2024* - "No visit to Key West is complete without walking the docks of the Key West Bight Marina. From famous restaurants, multimillion-dollar yachts, charter fishing boats, scuba and snorkel tours to grand old sailboats. This active waterfront is never dull day or night. You may spot some of the yachts of the rich and famous that dock there frequently."




TRAVELING LIFESTYLE

[16 Best Places To Travel In MARCH 2024 In The USA](#) - *Traveling Lifestyle, Jan. 18, 2024* - "There is a lot to do and see in Key West, Florida. The Historic Seaport District is one of the most popular attractions in Key West. This district was established in 1822 and contains many of the oldest buildings in Key West. It also offers visitors many things to do from shopping to dining."

Recent Google Reviews

Wayne G
 368 reviews · 115 photos
 ★★★★★ 17 hours ago **NEW**

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.



lesley Galloway
 Local Guide · 58 reviews · 138 photos
 ★★★★★ 2 hours ago **NEW**

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 January, 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, 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 January 2024.

X (Formerly known as Twitter) Stats

Followers: 3,299 followers, up from 3,226 (1/1/2024-2/4/2024)



Instagram Stats

Followers: 4,315 up from 4,272 (1/1/2024-2/4/2024)

Posts: 2,858

Facebook Stats

Followers: 7,027 up from 6,950 (1/1/2024-2/4/2024)

Likes: 5,900 up from 5,836 (1/1/2024-2/4/2024)



YouTube

KW Historic Seaport Official Video- 20,650 views
112 channel subscribers
363 total videos posted to KWHS Channel



Website Maintenance & Blog (Historic Seaport)



Blog Post: [Setting Sail for Glory: The 39th Annual Schooner Wharf Bar Wreckers Cup Race Series](#)

Throughout the month of January, 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: [39th Annual Schooner Wharf Wrecker's Cup Race Series 2024](#)

In January, 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.

Key West Historic Seaport Concert Ticket Contest Giveaway



In January, we created a concert ticket contest giveaway for folks to enter to win two tickets to see Willie Nelson at the Coffee Butler Amphitheater on Monday, February 12, 2024.

The winner was chosen on February 7, and we've partnered with Schooner Wharf Bar, which is providing the contest winner with two free drinks and two entrees from Schooner Wharf on the evening of the show.

The giveaway promotes the Key West Historic Seaport and helps grow our audience by attracting readers to like and follow our pages on social media and online in order to participate in the contest.

Television Marketing & Advertising

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



Call Letters: WCAY-CD | **Advertiser:** Key West Historic Seaport
DMA: Miami-Ft. Lauderdale, FL | **Date:** 2/1/2024
Actual Contract Dates: 1/1/2024 to 12/29/2024 | **AE:** Jessica Cranney
Description: Key West Historic Seaport 2024 | **Agency:** ADEPT Strategy & Public Relations

Date Range: 1/1/2024 - 1/28/2024

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type		
OOH By Land, Air or Sea 2019	1/1/2024	02:38:40	MO	00-06	:60	00:01:02	Bonus		
Key West Historic Seaport, Past, Present, Future	1/1/2024	05:16:20	MO	00-06	1:30	00:01:32	VAP		
Key West Historic Seaport, Past, Present, Future	1/1/2024	07:13:06	MO	06-10	1:30	00:01:32	VAP		
OOH By Land, Air or Sea 2019	1/1/2024	07:28:51	MO	06-10	:60	00:01:02	Paid		
OOH By Land, Air or Sea 2019	1/1/2024	07:58:49	MO	06-10	:60	00:01:02	Bonus		
2022 Key West Historic Seaport Happenings	1/1/2024	08:47:47	MO	06-10	1:30	00:01:52	VAP		
OOH By Land, Air or Sea 2019	1/1/2024	09:09:16	MO	06-10	:60	00:01:02	Bonus		
OOH By Land, Air or Sea 2019	1/1/2024	09:32:44	MO	06-10	:60	00:01:02	Bonus		
Key West Historic Seaport, Past, Present, Future	1/1/2024	10:08:35	MO	10-12	1:30	00:01:32	VAP		
OOH By Land, Air or Sea 2019	1/1/2024	10:18:39	MO	10-12	:60	00:01:02	Paid		
OOH By Land, Air or Sea 2019	1/1/2024	10:48:28	MO	10-12	:60	00:01:02	Bonus		
OOH By Land, Air or Sea 2019	1/1/2024	12:11:19	MO	12-14	:60	00:01:02	Bonus	:60 Paid spots:	84
OOH By Land, Air or Sea 2019	1/1/2024	14:34:59	MO	14-16	:60	00:01:02	Bonus	Paid spots:	84
Key West Historic Seaport, Past, Present, Future	1/1/2024	14:44:20	MO	14-16	1:30	00:01:32	VAP		
OOH By Land, Air or Sea 2019	1/1/2024	15:11:44	MO	14-16	:60	00:01:02	Paid		
Visit the Key West Historic Seaport 2021	1/2/2024	00:30:25	TU	00-06	1:30	00:03:17	VAP	:60 Bonus spots:	151
Key West Historic Seaport, Past, Present, Future	1/2/2024	00:53:30	TU	00-06	1:30	00:01:32	VAP	Bonus spots:	151
OOH By Land, Air or Sea 2019	1/2/2024	03:58:22	TU	00-06	:60	00:01:02	Bonus		
OOH By Land, Air or Sea 2019	1/2/2024	04:55:17	TU	00-06	:60	00:01:02	Bonus		
OOH By Land, Air or Sea 2019	1/2/2024	06:09:04	TU	06-10	:60	00:01:02	Bonus	VAP spots:	114
OOH By Land, Air or Sea 2019	1/2/2024	06:53:02	TU	06-10	:60	00:01:02	Paid		
OOH By Land, Air or Sea 2019	1/2/2024	07:23:30	TU	06-10	:60	00:01:02	Bonus		
Key West Historic Seaport, Past, Present, Future	1/2/2024	08:44:41	TU	06-10	1:30	00:01:32	VAP	Total spots:	349
Visit the Key West Historic Seaport 2021	1/2/2024	09:09:00	TU	06-10	1:30	00:03:17	VAP		
OOH By Land, Air or Sea 2019	1/2/2024	10:13:12	TU	10-12	:60	00:01:02	Paid		
OOH By Land, Air or Sea 2019	1/2/2024	13:11:59	TU	12-14	:60	00:01:02	Bonus		



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Page 1 of 10 2/1/2024 9:52:28 AM