



City of Key West  
Key West Historic Seaport

# BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| August 2023 |



**ADEPT**  
Strategy & Public Relations



September 2, 2023

**MEMORANDUM**

**TO:** Karen Olson, Deputy Port Director

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

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

## Public Relations / Media / Press Clippings

### Email Communications

In August, ADEPT was proud to announce and congratulate the Key West Historic Seaport tenants that won 2023 Bubba Awards.



- Best Conch Chowder:** Conch Republic Seafood Company
- Best Raw Bar/Oysters:** Half Shell Raw Bar
- Best Happy Hour:** Boat House Bar & Grill
- Best Dive Shop:** Captain's Corner Dive Center
- Best Bait & Tackle Shop:** Key West Bait & Tackle
- Best Watersports Company:** Fury Water Adventures Key West
- Best Summer Camp:** Reef Relief



## Media/Press Clippings



[Key West Seaport: One of the best scenic walks in Key West](#) - *Bonnie Gross, FloridaRambler.com, Aug. 28, 2023* - "From picturesque schooners to hungry tarpon to historic exhibits to the best happy hour specials in town, the Key West Historic Seaport has plenty to offer a visitor. Key West Historic Seaport is your entryway to dozens of nautical adventures, too, including at least 20 sunset cruises, kayak and boat rentals, snorkeling and scuba outings, fishing charters and the wonderful day trip to Dry Tortugas National Park."

[18 GREAT THINGS TO DO IN KEY WEST, FLORIDA](#) - *EarthTrekks.com, Aug. 9, 2023* - "This is a pretty spot to visit. Hundreds of boats and yachts are docked here. Restaurants and bars line the harbor. While you are here, belly up to the bar at the Schooner Wharf or grab a cup of coffee at the Cuban Coffee Queen."



[57 Fun Things to Do in Key West \(Florida\)](#) - *TourScanner.com, Aug. 1, 2023* - "Ready to fall in love with the city's flavors? Then make a beeline for Key West's charming Seaport neighborhood, where the sights, sounds, and, of course, indulgent flavors regularly take visitors on unforgettable culinary journeys! Besides the seafood, Cuban cuisine, and the decadent key lime pie, the seaport also sports a riveting history."



**VacationIdea** [25 Best Things to Do in Key West, Florida](#) -  
DREAM VACATION MAGAZINE *VacationIdea Staff, VacationIdea.com, Aug. 24, 2023 -*

“Today, visitors can walk along Harbor Walk where there are several waterfront restaurants serving fresh seafood. They can also enjoy dolphin watching, snorkeling, and scuba diving trips on catamarans, sailboats, and yachts. Jet skiing, kayaking, and parasailing are also quite popular.”

[Key West Hurricane Season - 10 Tips On Staying Safe And Having A Great Time](#) - *KeyWestBoatTrips.com, Aug. 31, 2023 -*

“There is always something to do when you visit Key West’s Historic Seaport, from checking out the local entertainment to enjoying the gorgeous scenery. You can go shopping, dine out, or visit a museum, or you can take part in fishing, sailing, or watersports.”



[The Best Key West Restaurants On The Water](#) -

**Southern Living**

*By Terry Ward, Southern Living, Aug. 2023 - “Half Shell Raw Bar - No frills Florida seafood—much of it best served on the half shell and raw atop piles of*

*ice—steals the show at this rustic restaurant in the Key West Historic Seaport. Pull up a seat at a picnic table at Half Shell Raw Bar and dig into oysters served raw or Rockefeller style, clams on the half shell and peel and eat Florida shrimp.” ocean.”*


[Southernmost Sanctuary](#) - *By Mary Thurwachter, Palm Beach Florida Weekly, Aug. 17, 2023 - “We got the lay of the land by taking a 90-minute spin around the Old Town Key West on the Conch Tour Train. The jaunt highlights notable spots such as the Hemingway House, Key West Aquarium, the lighthouse, Audubon House, the Historic Seaport, Mallory Square, and the Southernmost Point.”*






## Recent Google Reviews

 **Rachel McClellan**  
Local Guide · 124 reviews  
★★★★★ a week ago **NEW**

 **Susan G**  
Local Guide · 101 reviews · 34 photos  
★★★★★ 2 weeks ago **NEW**  
Saw the party cat boat

 **John C.**  
Local Guide · 28 reviews  
★★★★★ a month ago  
Great place, friendly people. Would go again!!  
Reply 1

 **Karen Roongrojana**  
8 reviews  
★★★★★ a month ago

## Reach Media Network Platform

During the month of August, our team continued working on sample graphics for inclusion on the Reach Media Network Platform. REACH is a digital signage communication tool used to broadcast city information to the public and employees. ADEPT has created the below template for the Ferry Terminal Signage display for visitors arriving via the Terminal. The platform is robust and will allow the Seaport Marketing team the ability to make changes and updates in real time.

**LATEST NEWS** ANCIENT SHARK WAS WARM BLOODED, NEW STUDY FOUND, AND USED THIS COLD DEFYING



 NOW  84    SAT  85    SUN  86

**9:01 AM | JUN 27TH**

**5 Tips for Summer Wellness**

**FERRY SCHEDULE**

KEY WEST TO MARCO ISLAND  
Boarding 4:00PM - 4:30PM  
(5:00PM departure)

KEY WEST TO FT. MYERS BEACH  
Boarding 5:00PM - 5:30PM  
(6:00PM departure)

FT. MYERS BEACH TO KEY WEST  
Boarding 7:00AM - 7:30AM (8:00AM departure)

MARCO ISLAND TO KEY WEST  
Boarding 7:00AM - 7:30AM (8:00AM departure)

If you really look closely, most overnight successes took a long time  
*Steve Jobs*

**JOBS** Senior Project Manager Posted June 1, 2023 10:00 AM | Open Until Filled Management position respon

## Social Media

Throughout the month of August, ADEPT produced daily content for the Historic Seaport social media accounts. Along with posts promoting various occasions, such as 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 August 2023.

### Facebook Stats

Followers: 6,713 up from 6,704 (8/1/2023-9/5/2023)

Likes: 5,692 up from 5,685 (8/1/2023-9/5/2023)

People Reached: 25,645 (8/1/2023-9/5/2023)

### Instagram Stats

Followers: 4,152 up from 4,098 (8/1/2023-9/5/2023)

Posts: 2,655

### Twitter Stats

Followers: 3,025 followers, up from 2,969 (8/1/2023-9/5/2023)

Reach: 143,763 people



## YouTube

72,405 unique views of Historic Seaport YouTube videos.

KW Historic Seaport Official Video - 20,562 views

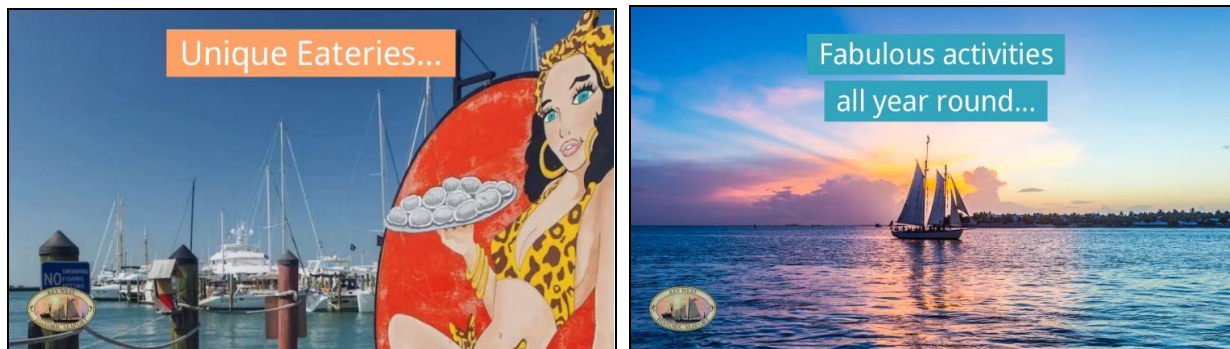
110 channel subscribers

348 total videos posted to KWHS Channel

## Additional Videos

In August, ADEPT also created multiple videos for the Key West Historic Seaport to be shared on social media featuring Key West Historic Seaport tenants along with videos featuring trivia on the Historic Seaport and the surrounding environment.

See below for a sample of screenshots of videos:



## Website Maintenance & Blog (Historic Seaport)



Blog Post: [Five Amazing Facts About Key West!](#)

Throughout the month of August, 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: [Essential Tips for New Boaters Staying at a Marina](#)

In August, 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.



## 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 August 2023.

KeyTV has also posted the commercial on YouTube, and we continue to share it on social media and in email blasts and updates.

Finally, please see the following page for the KeyTV August 2023 Affidavit and Total Spots:

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH By Land, Air or Sea 2019	6/26/2023	00:15:54	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past Present, Future	6/26/2023	01:24:04	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/26/2023	02:38:41	MO	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/26/2023	06:48:44	MO	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/26/2023	07:27:53	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/26/2023	07:47:23	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/26/2023	08:42:05	MO	06-10	:60	00:01:02	Bonus
Key West Historic Seaport, Past Present, Future	6/26/2023	09:19:54	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/26/2023	10:08:50	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/26/2023	11:18:25	MO	10-12	:60	00:01:02	Bonus
Key West Historic Seaport, Past Present, Future	6/26/2023	14:13:16	MO	14-16	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	6/26/2023	14:36:58	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/26/2023	15:09:42	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	6/27/2023	01:17:23	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/27/2023	01:48:47	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	03:32:31	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/27/2023	07:33:35	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	6/27/2023	07:50:22	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	08:54:37	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	6/27/2023	09:14:16	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	6/27/2023	09:40:43	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	6/27/2023	10:14:26	TU	10-12	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	6/27/2023	10:35:39	TU	10-12	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	11:12:39	TU	10-12	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	6/27/2023	14:14:21	TU	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	6/27/2023	14:45:00	TU	14-16	:60	00:01:02	Paid

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	184
Bonus spots:	184
VAP spots:	155
Total spots:	444

## New Rack Card Design

Recently the marketing team designed new rack cards for use at the Ferry Terminal, the International Airport Terminal and throughout Key West at Key West Finest Rack Card locations. Below is the final design concept. ADEPT had five thousand (5,000) new cards printed and distributed throughout Key West.



**KEY WEST HISTORIC SEAPORT**

**YOUR GATEWAY TO EVERYTHING KEY WEST!**

Visit and enjoy world class **dining, accommodations, shopping, live music, museums, fishing & water excursions** all while soaking up **breathtaking views.**

[KeyWestHistoricSeaport.com](http://KeyWestHistoricSeaport.com)



**FIND YOUR THRILL**

Board the ferry to the Dry Tortugas National Park!

KEY WEST HISTORIC SEAPORT

Along the waterfront at the ends of Front Street, Green Street, Elizabeth Street, William Street, Margaret Street & Grinnell Street you'll find...

- Restaurants
- Unique Shops
- Sunset Cruises
- Water Sports
- Live Music
- Fishing

Follow us for more info!

@HistoricSeaport

201 William Street  
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[KeyWestHistoricSeaport.com](http://KeyWestHistoricSeaport.com)