



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015
| December 2021 |



ADEPT
Strategy & Public Relations



January 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, December 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 December 2021 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

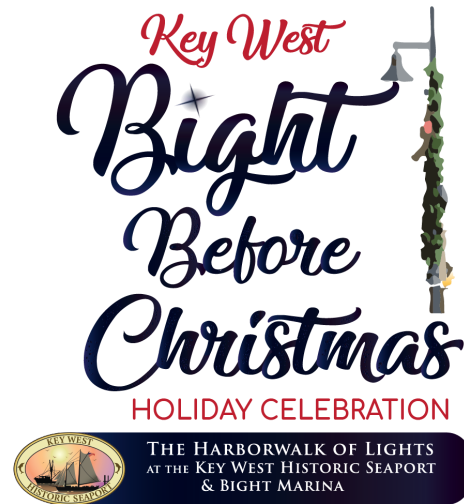
Public Relations

In December, the Historic Seaport was filled with wonderful holiday festivities and events, and ADEPT continued to promote and share those events through several avenues like social media and the Historic Seaport website as well as via television advertising, among others. When promoting the events, we developed graphics for several Bight Before Christmas Events and we worked with Mr. Tom Stroh, founder of KeyWestChristmas.org. All of this was coordinated to ensure that we had all updated holiday event information on KeyWestHistoricSeaport.com.





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



Media and Press Clippings



IN PICTURES: DECK THE HULLS AT KEY WEST'S LIGHTED BOAT PARADE - by Key West Florida Weekly, Dec. 17, 2021 - "Dolphins pull Santa's sled, and his elves know how to tie a bowline knot, at the 30th annual Schooner Wharf Bar/Absolut Vodka Lighted Boat Parade at the Historic Seaport. Hundreds of spectators lined the pier the evening of Dec. 11 for the dazzling display of maritime holiday cheer."

Key West New Year's Eve Features Pirate Wench, Drag Queen Drops

- by CBS Miami Team, Dec. 31, 2021 - "Revelers are also to celebrate in Key West by watching a gigantic manmade conch shell, the symbol of the Florida Keys, descend to the roof of Sloppy Joe's Bar. In the city's Historic Seaport, a pirate wench is to be lowered from atop the mast of the tall ship America 2.0 beside the Schooner Wharf Bar."



New Year's Eve celebrations are back in these US cities

- by Melissa Yeager, Lonely Planet, Dec. 9, 2021 - "Over at the Key West Historic Seaport, Schooner Wharf Bar will lower a "pirate wench" from the mast of a tall ship to countdown to the new year, with canons celebrating the arrival of 2022."

Social Media



In December, ADEPT Increased daily social media content creation, video creation and posting. The below table illustrates the growth in audiences during the month of December 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: 5,830 up from 5,790 (12/3/21-1/6/22)

Likes: 5,108 up from 5,090 (12/3/21-1/6/22)

Check Ins: 7,776 up from 7,595

People Reached: 45,668 (12/3/21-1/6/22)

Instagram Stats

Followers: 3,765 (Up from 3,747) (12/3/21-1/6/22)

Twitter Stats

Followers: 2,190 followers up from 2,142 (12/3/21-1/6/22)

YouTube

69,168 unique views to Key West Historic Seaport YouTube videos.

KW Historic Seaport Official Video - 20,119 views

104 channel subscribers

334 total videos posted to KWHS Channel.

Video & Digital Marketing

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 December, particularly with regard to having all holiday event information available for site visitors. Besides holiday events, ADEPT continued with other website updates, maintenance and content creation, including our monthly blog posts.
- Link to December 2021 Blog Post: [2021 Holiday Happenings – Key West Historic Seaport – CONTINUED!](#)

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 December 2021.

See December 2021 Affidavit and Total Spots below:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic

Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

1/2/2022

Actual Contract Dates:

9/27/2021 to 12/25/2022

AE:

Jessica Cranney

Description:

Key West Historic Seaport 2021-22

Agency:

ADEPT Strategy & Public
Relations

Date Range: 11/29/2021 - 12/26/2021

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate	Actual Length	Type
OOH Christmas 2019	11/29/2021	00:52:45	MO	00-06	:30	00:00:32	Bonus
OOH By Land, Air or Sea 2019	11/29/2021	02:19:37	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/29/2021	04:22:44	MO	00-06	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	11/29/2021	06:08:37	MO	06-10	1:30	00:03:17	VAP
OOH Christmas 2019	11/29/2021	07:16:51	MO	06-10	:30	00:00:32	Bonus
OOH By Land, Air or Sea 2019	11/29/2021	07:43:04	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	11/29/2021	08:37:51	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/29/2021	09:44:43	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/29/2021	10:31:10	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	11/29/2021	11:09:51	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/29/2021	13:10:33	MO	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/29/2021	14:24:38	MO	14-16	:60	00:01:02	Paid
OOH Christmas 2019	11/29/2021	14:53:10	MO	14-16	:30	00:00:32	Bonus
OOH By Land, Air or Sea 2019	11/29/2021	15:27:40	MO	14-16	:60	00:01:02	Bonus
OOH Christmas 2019	11/29/2021	16:35:56	MO	16-20	:30	00:00:32	Bonus
Visit the Key West Historic Seaport 2021	11/29/2021	17:08:37	MO	16-20	1:30	00:03:17	VAP
OOH Christmas 2019	11/29/2021	21:07:49	MO	20-24	:30	00:00:32	Bonus
Visit the Key West Historic Seaport 2021	11/30/2021	01:21:04	TU	00-06	1:30	00:03:17	VAP
OOH Christmas 2019	11/30/2021	02:22:42	TU	00-06	:30	00:00:32	Bonus
OOH By Land, Air or Sea 2019	11/30/2021	05:24:01	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	11/30/2021	06:18:19	TU	06-10	:60	00:01:02	Bonus
OOH Christmas 2019	11/30/2021	06:46:40	TU	06-10	:30	00:00:32	Bonus
OOH Christmas 2019	11/30/2021	07:09:29	TU	06-10	:30	00:00:32	Bonus
OOH By Land, Air or Sea 2019	11/30/2021	07:58:40	TU	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	11/30/2021	08:37:36	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	11/30/2021	09:30:31	TU	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	11/30/2021	09:49:50	TU	06-10	1:30	00:03:17	VAP

**DESTINATION
NETWORK**

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

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:60 Paid spots: 84

Paid spots: 84

:30 Bonus spots: 59

:60 Bonus spots: 116

Bonus spots: 175

VAP spots: 98

Total spots: 357