City of Key West

Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract #10-015

| January 2022 |

ADEPT
Strategy & Public Relations

February 3, 2022

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: ***Key West Bight Mgmt. District Board, January 2022 Monthly Update, Key West Historic Seaport Marketing Services Contract***

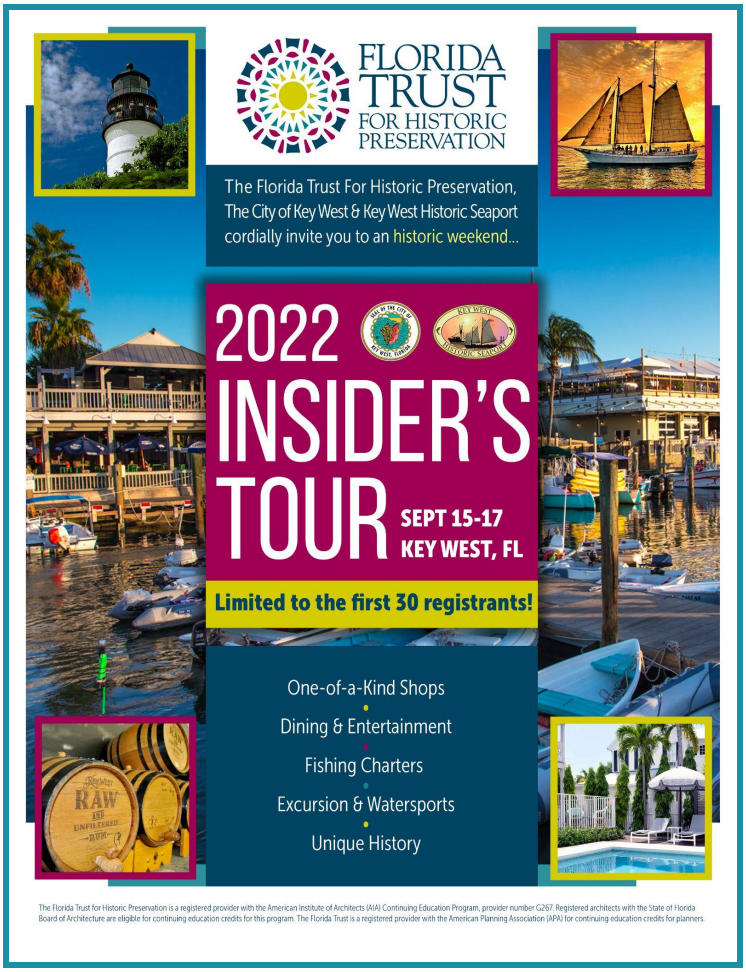
The following is a summary of ADEPT's professional marketing activities during the month of January 2022 for the Key West Historic Seaport and Key West Bight Marina:

Public Relations / Media / Press Clippings

Public Relations

For the first portion of January, the Historic Seaport was still filled with wonderful holiday lights and ADEPT continued to promote the Historic Seaport via the holiday television :30 commercial for the first two weeks of January.

ADEPT is also working with the Florida Trust for Historic Preservation on the September 2022 'Insiders Tour' Hosted by the Key West Historic Seaport and featuring several KWHS tenants. The event brings together historians and preservation professionals from around the State of Florida and will highlight properties throughout the City.



Media and Press Clippings

The following contains a sample of media clips from the past month related to Key West and the Key West Historic Seaport:

Are you looking for live music in Key West? Here's a guide to the hot spots - By Gwen Filosa, Miami Herald, Updated January 27, 2022

"Schooner Wharf is about as old school as you can get in Key West. Located at Key West Historic Seaport, this open-air spot has a funky old beach road feel and offers live music on a bare bones stage."

This spot in the Florida Keys was just named one of the best places to fish in the U.S. - By Connie Ogle, Miami Herald, Updated Jan. 27, 2022 - "FishingBooker, the world's biggest online booking service for fishing excursions, has rated Key West as one of the best places to fish in the United States."

Miami Beach, Key West Make Tripadvisor's 10 Ten List For U.S. Destinations - By CBSMiami.com Team, CBS 4 Miami, Jan. 19, 2022 - "Congratulations to Miami Beach and Key West. They've made Tripadvisor's Travelers' Choice Awards for 2022 for two of the best destinations in the U.S. Key West was listed as America's fourth most favorite city to visit. Miami Beach came in eighth."

Ready for a chilly vacation? Here are the best national parks for families to visit this winter - By Dave Parfitt, USA Today, "Located on a remote tropical island 70 miles west of Key West, Dry Tortugas National Park takes some effort to get to—it's only accessible by boat or seaplane—but it's definitely worth the extra miles to get there."

Where to stay, what to eat and how to get there: Planning the perfect Key West getaway - By Anne Braly, Chattanooga Times Free Press - "Half Shell Raw Bar: Snag a table on the waterfront and enjoy views of Key West's historic harbor while slurping down a platter of fresh oysters with a cold beer. Fish is prepared almost any way you like it — fried, blackened, broiled. You name it, they deliver deliciously."

Fisherman's Café: “Breakfast is a fusion of Caribbean and French fare with variations of quiche along with a breakfast Cubano with roast pork, Swiss cheese, eggs and black beans. You'll be missing out if you don't order orange juice, freshly squeezed to order. It opens at 7 a.m. and serves sandwiches, salads, shrimp and grits, and other items for lunch and early dinners till 5 p.m.”

Social Media

In January, ADEPT created new social media posts, videos and graphics advertising the fantastic dining, shopping, boating, and other watersports activities offered by various Historic Seaport tenants, along with positive snippets of Key West in the media and graphics for upcoming events hosted by Historic Seaport tenants. Along with creating new and engaging posts, we continued to work on building our audience across all social media platforms to increase our online reach and organic engagement with past, present, and prospective visitors to the Key West Historic Seaport and Key West Bight Marina. 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: 5,849 up from 5,830 (1/6/22-2/3/22)
Likes: 5,111 up from 5,108 (1/6/22-2/3/22)
Check Ins: 7,831 up from 7,776
People Reached: 21,697 (1/6/22-2/3/22)

Instagram Stats

Followers: 3,777 up from 3,747 (1/6/22-2/3/22)

Twitter Stats

Followers: 2,232 up from 2,190 (1/6/22-2/3/22)

YouTube

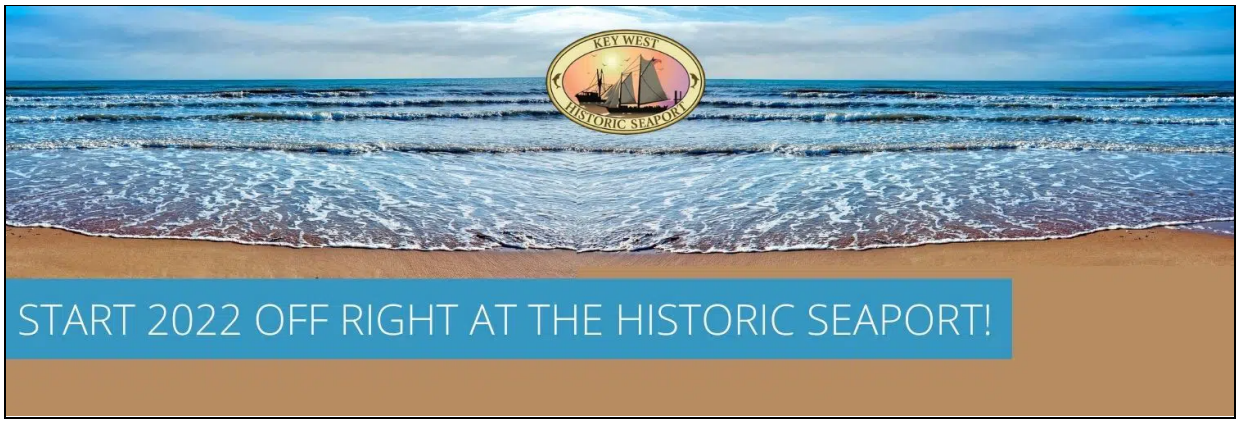
69,504 unique views to Key West Historic Seaport YouTube videos.
KW Historic Seaport Official Video - 20,178 views
107 channel subscribers
334 total videos posted to KWHS Channel

Video & Digital Marketing

For the first portion of January, the Historic Seaport was still filled with wonderful holiday lights and ADEPT continued to promote the Historic Seaport via the holiday television :30

commercial for the first two weeks of January. During the second half of January, we continued sharing videos featuring the Key West Historic Seaport, Bight Marina, and new videos featuring various tenants and the services/items offered.

Website Maintenance & Blog (Historic Seaport)



- KWHS website maintenance was performed during the month of January particularly with regard to adding spring events that are organized, sponsored, or hosted by Historic Seaport tenants. Besides adding these events, ADEPT continued with other website updates, maintenance and content creation, including our monthly blog posts.
- Link to January 2022 Blog Post: Start 2022 off Right at the Key West Historic Seaport!

Website Maintenance & Blog (Bight Marina)

- In January, ADEPT continued our ongoing Bight Marina website updates, including the addition of new information on dockage and amenities at Bight Marina.
- As is the case for the Key West Historic Seaport website, by increasing our audience and reach on social media with our Historic Seaport account, more users are directed to the Bight Marina website, as well.

- Link to Monthly Bight Marina Blog Post: Go Boating for Your Mental Health in 2022 for These Reasons!

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 (first half of January) during the month of January 2022.

See January 2022 Affidavit and Total Spots below:

KEY TV

Call Letters:	WCAY-CD	**Advertiser:**	Key West Historic Seaport
DMA:	Miami-Ft. Lauderdale, FL	**Date:**	2/1/2022
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: 12/27/2021 - 1/30/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	12/27/2021	01:06:56	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/27/2021	02:54:46	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/27/2021	06:18:37	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/27/2021	07:21:31	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/27/2021	07:55:36	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/27/2021	09:49:07	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/27/2021	11:15:27	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/27/2021	14:23:55	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/27/2021	15:33:16	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	12/27/2021	18:30:26	MO	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/28/2021	01:38:20	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/28/2021	05:15:25	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/28/2021	06:58:19	TU	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	12/28/2021	07:55:34	TU	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	12/28/2021	08:40:54	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/28/2021	09:24:42	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/28/2021	09:47:06	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/28/2021	10:08:18	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/28/2021	11:26:58	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/28/2021	12:24:25	TU	12-14	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/28/2021	14:48:08	TU	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	12/28/2021	18:19:07	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	12/29/2021	01:27:32	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	12/29/2021	04:12:44	WE	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/29/2021	07:43:38	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/29/2021	09:28:19	WE	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	12/29/2021	09:55:02	WE	06-10	:60	00:01:02	Bonus

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:	106
Paid spots:	105
:60 Bonus spots:	145
Bonus spots:	145
VAP spots:	114
Total spots:	364