

City of Key West  
Key West Historic Seaport

## BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract  
| August 2022 |



**ADEPT**  
Strategy & Public Relations





September 7, 2022

## MEMORANDUM

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

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

**SUBJECT:** *Key West Bight Mgmt. District Board, August 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 August 2022 for the Key West Historic Seaport and Key West Bight Marina:

## Public Relations / Media / Press Clippings

### Public Relations

In August, we sent out email blasts to Key West Historic Seaport and Key West Bight Marina tenants informing them of the upcoming Florida Trust for Historic Preservation Insiders Tour. Please see the below images which show the email blast that tenants that we distributed. Thanks to management at the Boathouse for hosting the welcome reception for the Florida Trust for Historic Preservation on September 15th.



**KEY WEST HISTORIC SEAPORT**  
YOUR GATEWAY TO EVERYTHING KEY WEST!

- Waterfront Dining
- Live Music
- Extraordinary Shops
- Water Excursions
- Fishing Adventures

#HistoricSeaport  
KeyWestHistoricSeaport.com

Dear Key West Historic Seaport Tenants,

Greetings! We're excited to let you know about an opportunity to promote your business with the [Florida Trust for Historic Preservation](#) Insider's Tour of the Historic Seaport on September 15-17, 2022.

If you'd like to contribute swag, coupons or other promotional items, they will be provided in little goodie bags to every guest on the tour. In addition to the tour itself, guests will have a FREE day on Sunday, September 18 to use coupons/promotions for activities or experiences you're offering.



The Florida Trust For Historic Preservation, The City of Key West & Key West Historic Seaport cordially invite you to an **historic weekend...**

**FLORIDA TRUST FOR HISTORIC PRESERVATION**

**2022 INSIDER'S TOUR** SEPT 15-17 KEY WEST, FL

**Limited to the first 30 registrants!**

One-of-a-Kind Shops • Dining & Entertainment • Fishing Charters  
Excursion & Watersports • Unique History

The Florida Trust for Historic Preservation is a registered provider with the American Institute of Architects (AIA) Continuing Education Program, provider number C267. Registered architects with the State of Florida Board of Architecture are eligible for continuing education credits for this program. The Florida Trust is a registered provider with the American Planning Association (APA) for continuing education credits for planners.

## Media Clippings



[Key West Seaport: One of the best scenic walks in Key West](#) - By Bonnie Gross, Florida Rambler, Aug. 13, 2022 - "Key West is compact, and yet plenty of visitors miss the best parts because they stick to Duval Street and Mallory Square. One of the most scenic strolls in Key West — and a top freebie — is the harborwalk along the Key West Historic Seaport, also known as the Key West Bight."

[Key West Florida Walk - Historic Seaport to Duval Street](#) - YouTube, ActionKid, Aug. 9, 2022 - This one minute video features a walk from the **Historic Seaport** to Kermit's Key Lime Shoppe for some Key Lime Pie, and then make our way to the famous Duval Street.



[29 Best & Fun Things To Do In Key West \(Florida\)](#) - BusyTourist, Aug. 25, 2022 - The Key West Historic Seaport and Harbor Walk is one of the most popular things to see in this side of Florida. Located on the famous Key West Bight Marina, it boasts plenty of eateries, shops, and attractions to enjoy for a short trip. This seaport has a good amount of history to it, being one of the region's main sources of economic and cultural life over the past 2 centuries."

[City Proclaims Half Shell Raw Bar Day on August 27, 2022](#) - City of Key West, Aug. 18, 2022 - "The Key West City Commission proclaimed August 27 as Half Shell Raw Bar Day in honor of the establishment's 50th anniversary. On Saturday, August 27, the restaurant is holding a big block party "in the parking lot like we did in the 90s," said General Manager Bobby Kuchinsky when he accepted the proclamation.





Lazy Way Lane can be spotted on The Home Page of Monroe County TDC, The Florida Keys & Key West website.

<https://fla-keys.com/key-west/>

## Social Media

During the month of August, ADEPT produced daily content for the Key West Historic Seaport social media accounts. Along with posts acknowledging and promoting various August occasions and events, we continued to work on building our audience across all social media platforms to increase our reach and engagement with past, present, and prospective visitors, as well as communicate with current Historic Seaport tenants to ensure we're up to date with all their latest offerings.

Below, you will also find updates for Key West Historic Seaport social media outlets for the month of August 2022.

### Facebook Stats

Followers: 6,101 up from 6,033 (8/1/2022-9/3/2022)

Likes: 5,270 up from 5,222 (8/1/2022-9/3/2022)

Check Ins: 8,118 up from 8,078 (8/1/2022-9/3/2022)

People Reached: 21,561 (8/1/2022-9/3/2022)

### Instagram Stats

Followers: 3,919 followers, up from 3,909 (8/1/22-9/3/22)

Posts: 2,261

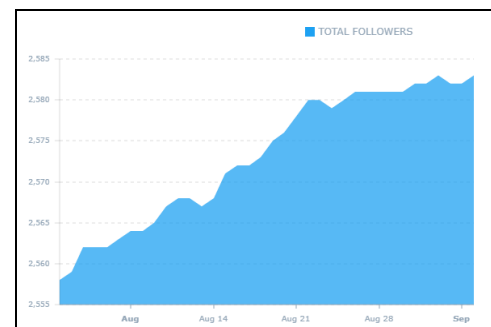
### Twitter Stats

Followers: 2,562 followers, up from 2,525

(8/1/2022-9/3/2022)

### YouTube

70,561 unique views to Key West Historic Seaport YouTube videos.





KW Historic Seaport Official Video - 20,338 views

111 channel subscribers

334 total videos posted to KWHS Channel

## Website Maintenance & Blog (Historic Seaport)

Ongoing upgrades of both the Key West Historic Seaport and Bight Marina websites and addition of new and updated information on tenants, such as their promotions and entertainment schedule, along with other upcoming Historic Seaport events.



August 2022 Blog Post: [Summer 2022 Events – Round 2 at the Key West Historic Seaport](#)



## Website Maintenance & Blog (Bight Marina)



August 2022 Blog Post: [What to Expect as a New Boat Owner!](#)

After completing the technical upgrades to the Key West Bight Marina website, our goal is to modify and refine the Key West Bight Marina website to continually make it as user-friendly as possible for prospective Bight Marina guests and others looking to learn more about the Key West Bight Marina,

## Television Marketing & Advertising

The Key West Marketing Team in conjunction with KeyTV Destination Television ran advertising of all four of the KWHS Television Pieces including our two KWHS television commercials and the two editorial television spots during the month of August 2022. See August 2022 Affidavit and Total Spots below:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic

DMA:

Miami-Ft. Lauderdale, FL

Date:

9/1/2022

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: 8/1/2022 - 8/28/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
OOH By Land, Air or Sea 2019	8/1/2022	00:50:24	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/1/2022	03:55:34	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/1/2022	07:18:38	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/1/2022	07:42:29	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/1/2022	08:07:55	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/1/2022	08:36:21	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/1/2022	10:19:00	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/1/2022	10:37:13	MO	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/1/2022	14:32:58	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/1/2022	15:45:17	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	8/1/2022	18:22:30	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	8/2/2022	00:11:32	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/2/2022	01:45:16	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/2/2022	02:07:26	TU	00-06	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	8/2/2022	07:22:04	TU	06-10	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	8/2/2022	08:42:49	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/2/2022	09:11:32	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/2/2022	09:58:27	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/2/2022	11:18:37	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/2/2022	14:54:31	TU	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/2/2022	15:49:43	TU	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	8/2/2022	16:43:32	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	8/2/2022	18:17:09	TU	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/3/2022	00:47:15	WE	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/3/2022	02:25:05	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/3/2022	06:17:27	WE	06-10	:60	00:01:02	Paid

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
:60 Bonus spots:	111
Bonus spots:	111
VAP spots:	99
Total spots:	294

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	111
Bonus spots:	111
VAP spots:	99
Total spots:	294