



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| September 2022 |



ADEPT
Strategy & Public Relations



October 7, 2022

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

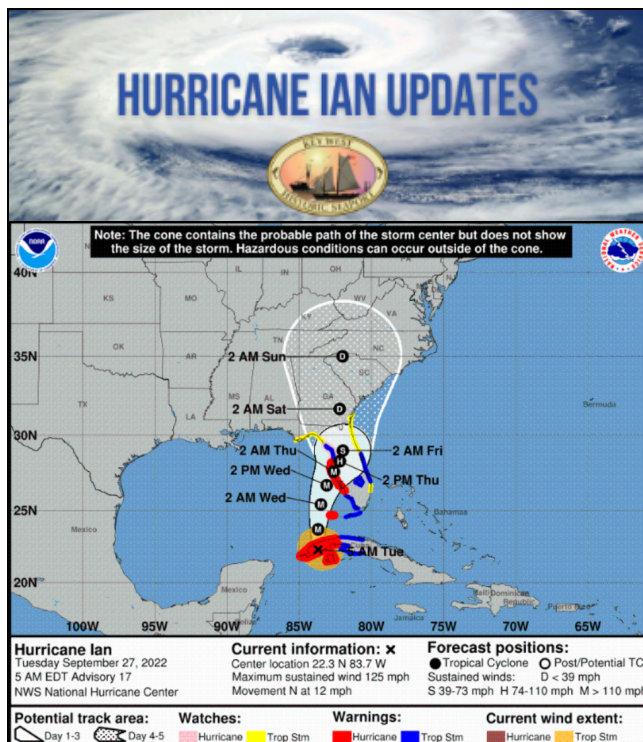
SUBJECT: *Key West Bight Mgmt. District Board, September 2022 Monthly Update, Key West Historic Seaport Marketing Services Contract*

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

Public Relations / Media / Press Clippings

Public Relations

In September, we sent out email blasts to Key West Historic Seaport and Key West Bight Marina tenants, website sign-ups, media, and other stakeholders on our contact lists informing them of where to find information and updates on Hurricane Ian.



Dear Key West Historic Seaport and Key West Bight Marina Tenants, Residents, & Guests - As of 10 A.M. on September 27, 2022, the City of Key West has the following protective actions in place for Hurricane Ian:

-City offices will be closed Tuesday, September 27 through Wednesday September 28.

-The Martin Luther King Jr. Community pool will be closed Tuesday, September 27 through Wednesday September 28.

-Key West Transit has suspended all bus service, including the Lower Keys Shuttle, City Routes, and the Duval Loop until further notice.

-The Grinnell Street Park and Ride and the lot at the Simonton Street Fire Station #2 are closed to the public.

-No trash pickup on Tuesday, September 27. Please do not put out bulk items.

Media Clippings

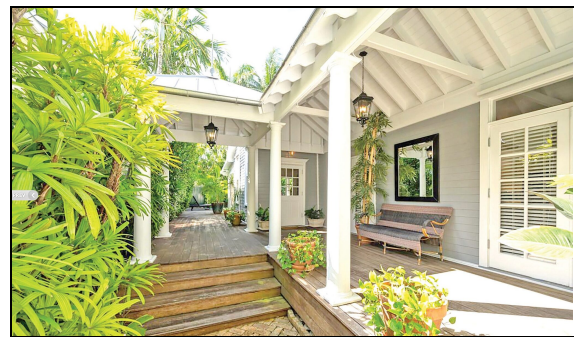
[MEL FISHER DAYS RECALLS MILLION DOLLAR SHIPWRECK & TREASURE HUNT](#) - Keys Weekly, Sept. 13, 2022 - "Four hundred years after the September 1622 sinking of the Spanish treasure galleon Nuestra Señora de Atocha southwest of Key West, history and shipwreck buffs marked the anniversary of its loss at the Sept. 2-6 Mel Fisher Days in the island city."



[Driving overseas in the Florida Keys](#) - By Steve MacNaull, CoastReporter.net -

"We'll use The Gardens as our base to explore nearby famous Duval Street and twice visit Historic Key West Seaport – the first time to have the signature oysters and sparkling wine at Half Shell Raw Bar and the second to board Sebego Watersports' 60-foot catamaran called Cubed."

[A Luxurious Key West Retreat](#) - Special to Florida Weekly - Sept. 15, 2022 - "The entire home is wrapped with 2,000 square feet of IPE decking. Just a short distance to Duval Street and the Historic Seaport in one direction, and easily accessible to all New Town services in the other, this is the perfect Old Town Key West home."



[Key West honors Queen Elizabeth at Southernmost Point marker](#) - SFGATE.COM, Sept. 16, 2022 -

"The Southernmost Point marker in Key West, Florida, a landmark delineating the continental United States' southernmost spot of land, became a memorial to Queen Elizabeth II on Friday when city workers installed a British flag and royal purple banner at the much-photographed site beside the Atlantic Ocean."

Social Media

Throughout September ADEPT produced daily content for the Key West Historic Seaport social media accounts. Along with posts acknowledging and promoting various September 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 September 2022.

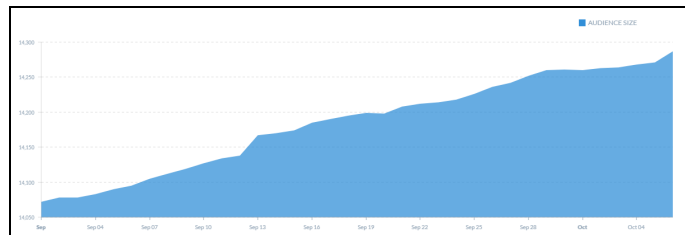
Facebook Stats

Followers: 6,273 up from 6,101
 (9/1/2022-10/3/2022)

Likes: 5,349 up from 5,270
 (9/1/2022-10/3/2022)

Check Ins: 8,136 up from 8,118
 (9/1/2022-10/3/2022)

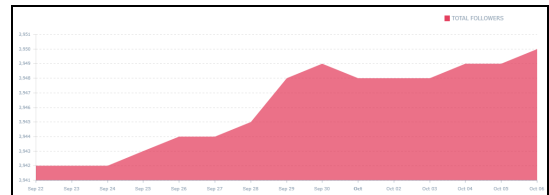
People Reached: 34,611 (9/1/2022-10/6/2022)



Instagram Stats

Followers: 3,950 followers, up from 3,919
 (9/1/22-10/3/22)

Posts: 2,273



Twitter Stats

Followers: 2,609 followers, up from 2,562
 (9/1/2022-10/3/2022)

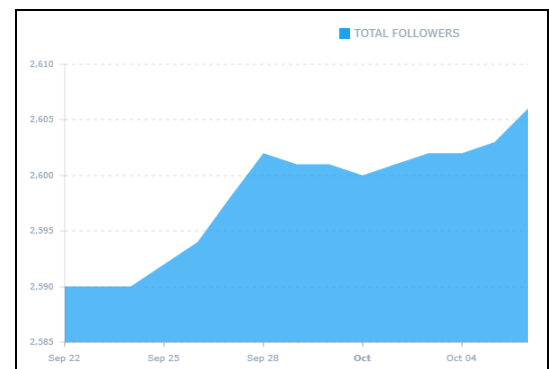
YouTube

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.



September 2022 Blog Post: [Exciting Labor Day Weekend & September Activities at the Key West Historic Seaport](#)

Website Maintenance & Blog (Bight Marina)



September 2022 Blog Post: [How Marinas Benefit the Entire Community](#)

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 September 2022. See September 2022 Affidavit and Total Spots below:

Call Letters:

WCAY-CD

Advertiser:

Key West Historic

DMA:

Miami-Ft. Lauderdale, FL

Date:

10/3/2022

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: 8/29/2022 - 9/25/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	8/29/2022	00:12:19	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/29/2022	01:35:40	MO	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/29/2022	06:09:10	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/29/2022	07:46:42	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/29/2022	09:41:34	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/29/2022	10:48:10	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/29/2022	14:11:52	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/29/2022	14:28:30	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	8/29/2022	19:42:22	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	8/30/2022	02:19:57	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/30/2022	02:37:41	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/30/2022	06:51:11	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/30/2022	07:20:23	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/30/2022	07:42:32	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/30/2022	09:19:42	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/30/2022	11:16:57	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/30/2022	14:57:12	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/30/2022	15:51:51	TU	14-16	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/30/2022	16:34:44	TU	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/31/2022	03:35:02	WE	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/31/2022	04:13:19	WE	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/31/2022	06:13:26	WE	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/31/2022	07:08:13	WE	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	8/31/2022	07:49:49	WE	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	8/31/2022	10:21:57	WE	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	8/31/2022	10:58:22	WE	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	8/31/2022	11:26:14	WE	10-12	:60	00:01:02	Bonus

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

Page 1 of 9 10/3/2022 11:12:44 AM

**DESTINATION
NETWORK**

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

Page 1 of 9 10/3/2022 11:12:44 AM

:60 Paid spots:	84
Paid spots:	84
:60 Bonus spots:	112
Bonus spots:	112
VAP spots:	87
Total spots:	283

Print Advertising

As part of our media buying partnership with USA TODAY, the annual USA TODAY Travel Florida & Southeast Go Escape Magazine is out both in Print and Digital format. The USA TODAY's GoEscape Florida and Southeast publications explores beach and mountain getaways, theme parks, museums and parks located in the Southeast part of the United States. Hard Copy Circulation is 300,000 and digital copies in the millions as it is hosted on [USAToday.com](https://www.usatoday.com) and also through its partners like Carnival Cruises and Wyndham Hotels.



70
USA TODAY SPECIAL EDITION

FLORIDA | EVERGLADES

The miles can encompass any type of activity and can be done in the park or elsewhere. Once participants have completed their 75 miles, they are asked to email an image of their dated activity log. The park will mail them a certificate and a special patch for their efforts. This big anniversary year will also include the opening of the renovated Guy Bradley Visitor Center at Flamingo, approximately 45 miles from Miami. The visitor center serves as a gateway to Florida Bay and offers trip-planning information and exhibits on the natural and cultural history of the Flamingo area of the park, according to Gault.

The visitor center, as well as the Flamingo Lodge and Restaurant in the same area, are slated to open by the end of the year. The new lodge includes 24 studios, one- and two-bedroom units with kitchens and views of Florida Bay and mangrove trees. The 145-seat restaurant will feature indoor and outdoor dining. Flamingo Adventures also offers 20 eco-tours for "flamingo," four houseboats and campfires for RVs or tent camping. The eco-friendly lodge and restaurant all on B-Sect sits and all rooms are built out of shipping containers.

As the only overnight accommodations inside Everglades National Park other than our campground, the Flamingo Lodge and Restaurant will give visitors a destination within the park and a comfortable place to stay for a more immersive experience," says Gault. "With the most diverse overnight accommodations being 50 miles away, this gives visitors a chance to witness the sunset, the night sky and the sunrise or early morning hours in a more relaxing way."

VISIT [fwp.com/ever](https://www.fwp.com/ever) and flamingoeverglades.com for more on the anniversary and park.

71

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[KeyWestHistoricSeaport.com](https://www.KeyWestHistoricSeaport.com)

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