

City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract
| October 2022 |



ADEPT
Strategy & Public Relations



November 3, 2022

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

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

Public Relations / Media / Press Clippings

Public Relations - Editorial Television Spot

As part of the ongoing relationship with KeyTV / Destination Television Network we wrapped up our third Editorial Television Spot in October. The piece was developed by ADEPT and KeyTV working together and included Mr. Roderick Gill, Owner of the Boathouse Restaurant at Turtle Kraals that is listed on the National Registry of Historic Places. Mr. Gill, similar to Mr. Scott Saunders from our previous editorial television spot for the Historic Seaport graciously agreed to be a "Historic Seaport Ambassador" and was interviewed, touching briefly on his role as a trusted custodian here at the Historic Seaport as owner of the Boathouse Restaurant at Turtle Kraals. The video also included images from HalfShell Raw Bar, Conch Republic Seafood Company, Schooner Wharf Bar, The Waterfront Brewery and many of our shops and watersport tenants along the historic harborwalk.



Click [here](#) to see the latest editorial spot!

Media Clippings



The third annual SWIM “Welcome to Key West” Party — 1-8

p.m. Wednesday, Nov. 2, at the Schooner Wharf Bar, 202 William St, Key West. An all-star lineup of independent singer-songwriters from all over the country. See a different Trop Rock artist perform every half hour from noon till 7 p.m. www.saltwaterindependentmusic.com.

Sail & Song presents The Jake Sullivan Cruise — 9:30 a.m.-noon

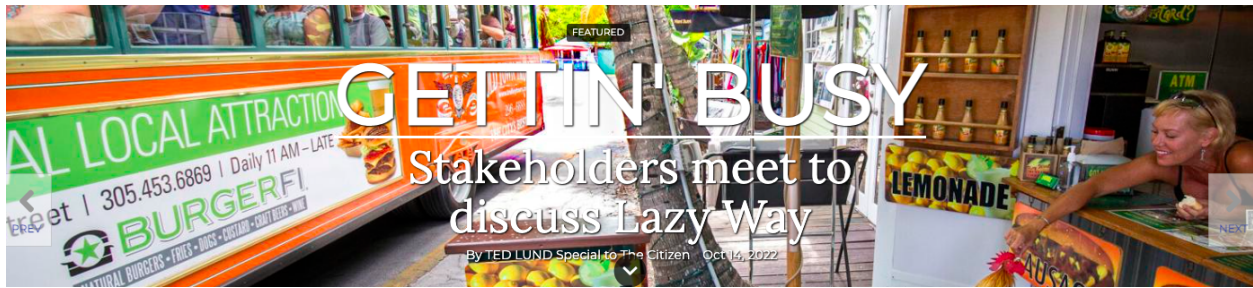
Thursday, Nov. 3, Key West Historic Seaport, 201 William St, Key West. Features “Booze, Brews & Brunch with Johnny Mac & YOLO Joe” — TRMA nominees John McDonald and Joe Downing. Unlimited well drinks, draft beer, wine, champagne, soft drinks and appetizers. \$70. A cash bar with premium liquor is available. www.johnmcdonaldmusic.com.

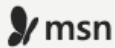
Flagler Station Historeum — At the historic Key West Seaport, 901 Caroline St., Key West. 305-293-8716; www.flaglerstation.net.

Race World Offshore World Championship — Nov. 6-13. Race days are Wednesday, Friday and Sunday. RWO is the premier Offshore Racing sanctioning body in the United States and brings the most experienced teams in all of offshore racing from around the world to Key West. [https:// raceworldoffshore.com/key-west/](https://raceworldoffshore.com/key-west/)



GETTIN' BUSY Stakeholders meet to discuss Lazy Way By TED LUND Special to The Citizen - Hosted by Schooner Wharf Bar owner Evalina Worthington, more than 60 people, ranging from Key West residents to tenants and workers along the harbor walk at Key West's Historic Seaport, attended. As part of the next steps for the city's Shared Street Pilot Study, the meeting allowed many stakeholders to express their ideas. The city identified several streets on the island to make them more pedestrian-friendly by implementing shared-street concepts popular in many other resort towns.





Microsoft Travel

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View Profile

Headed to Key West? Don't miss these unforgettable attractions

Microsoft Travel - Oct 9

Experience Key West through a scenic walk on its Historic Seaport and Harbor.

7. Key West Historic Seaport And Harbor Walk

The name Key West Seaport and Harbor Walk in Key West Bight is a mouthful, and rightfully so. Even though Key West is small, many visitors miss out on the greatest portions by sticking to Duval Street and Mallory Square. The harbor walk around the Key West Historic Seaport, often known as the Key West Bight, is one of the most picturesque walks in Key West – and a great freebie.



[15 Best Places To Visit In The U.S. In December 2022](#)

By Daniela Kaňková, *Traveling Lifestyle*, Oct. 21, 2022 -

"The **Historic Seaport** offers some great spots for dining, shopping, and entertainment.

With classic restaurants and Victorian mansions, you will get a sense of Key West's Spanish colonial heritage. It is a magical place to spend your December holidays."

[Driving overseas in the Florida Keys](#)

By Steve MacNaull, *Coast Reporter*, Oct. 4, 2022 -

"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 Sebago Watersports' 60-foot catamaran called Cubed."





[Fantasy Fest returns to Key West after COVID shutdowns](#)

By The Associated Press, Local 10 News, Oct. 21, 2022 -

"Dozens of themed events are set for the festival, including a nighttime parade featuring floats and elaborately costumed marching groups on Oct. 29.

Participants are encouraged to draw costume ideas from the festival theme, "Cult Classics & Cartoon Chaos."

[Halloween celebrations: Photos of Key West Fantasy Fest's pet masquerade](#) - Local 10 News, Oct. 27, 2022 -

Key West's Fantasy Fest includes celebrations for dog lovers. The competition for pets and people was a highlight of the island city's 10-day Fantasy Fest costuming and masking celebration that continues through Sunday, Oct. 30. The 2022 festival is the first with a full slate of events since before the coronavirus pandemic."



Social Media

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

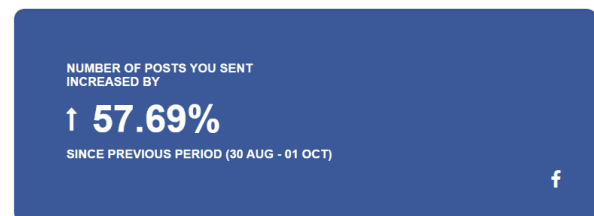
Facebook Stats

Followers: 6,323 up from 6,273
(10/1/2022-11/2/2022)

Likes: 5,383 up from 5,349
(10/1/2022-11/2/2022)

Check Ins: 8,154 up from 8,136
(10/1/2022-11/2/2022)

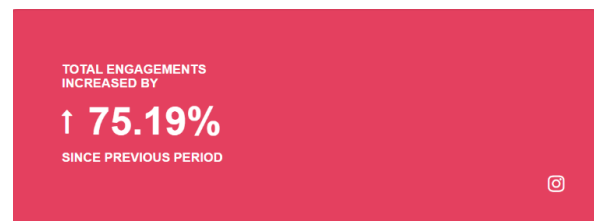
People Reached: 56,650 (10/1/2022-11/2/2022)



Instagram Stats

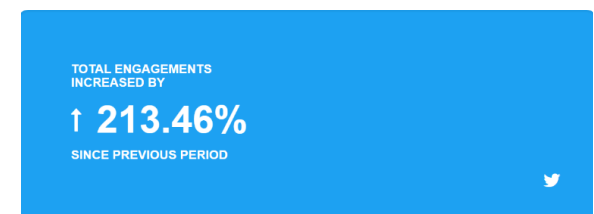
Followers: 3,960 followers, up from 3,950
(10/1/22-11/2/22)

Posts: 2,308



Twitter Stats

Followers: 2,623 followers, up from 2,609
(10/1/2022-11/2/2022)



YouTube

70,765 unique views to Key West Historic Seaport YouTube videos.

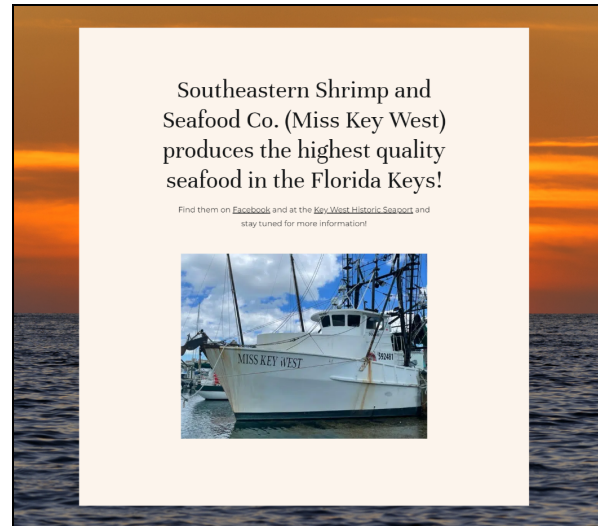
KW Historic Seaport Official Video - 20,371 views

111 channel subscribers

334 total videos posted to KWHS Channel

Website Maintenance & Blog (Historic Seaport)

In October, we conducted 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 schedules, along with other upcoming Historic Seaport and Key West events.



October 2022 Blog Post: [October in Key West – Eat, Drink, & Get Spooky!](#)



October 2022 Blog Post: [Key West Bight Marina Tips for Boaters Coming Down South for the Fall and Winter Months](#)

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

Call Letters:

WCAY-CD

Advertiser:

Key West Historic
Seaport

DMA:

Miami-Ft. Lauderdale, FL

Date:

11/1/2022

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: 9/26/2022 - 10/30/2022

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	9/26/2022	03:51:03	MO	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/26/2022	05:12:25	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/26/2022	08:48:31	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/26/2022	09:17:30	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/26/2022	09:50:01	MO	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/26/2022	10:58:57	MO	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/26/2022	14:46:05	MO	14-16	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	9/26/2022	17:07:38	MO	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	9/26/2022	18:37:53	MO	16-20	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/27/2022	03:56:28	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/27/2022	05:33:44	TU	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/27/2022	06:41:48	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/27/2022	08:57:12	TU	06-10	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	9/27/2022	09:27:43	TU	06-10	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/27/2022	10:19:00	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/27/2022	10:44:35	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/27/2022	14:47:50	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	9/27/2022	15:50:50	TU	14-16	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	9/27/2022	16:10:46	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	9/27/2022	19:06:31	TU	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	9/28/2022	19:13:48	WE	16-20	1:30	00:03:17	VAP
Visit the Key West Historic Seaport 2021	9/29/2022	02:25:24	TH	00-06	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	9/29/2022	03:42:16	TH	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/29/2022	05:27:56	TH	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/29/2022	06:42:23	TH	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	9/29/2022	08:43:53	TH	06-10	:60	00:01:02	Paid

**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:	105
Paid spots:	105
:60 Bonus spots:	122
Bonus spots:	122
VAP spots:	119
Total spots:	346