City of Key West

Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract

| January 2023 |

ADEPT
Strategy & Public Relations

February 1, 2023

MEMORANDUM

TO: Karen Olson, Deputy Port Director

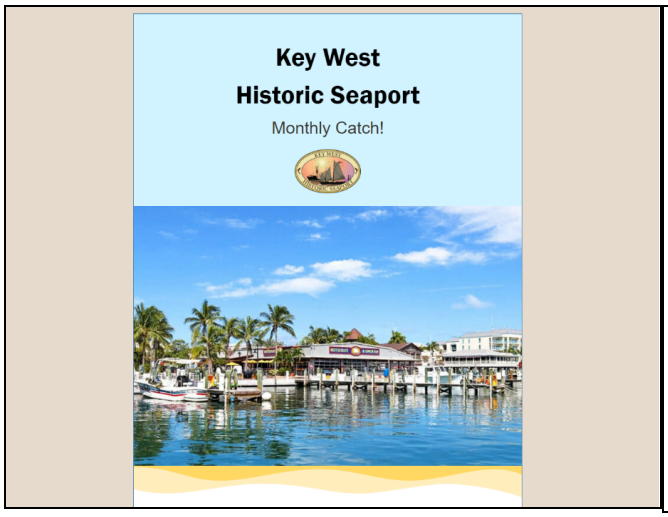
FROM: Dana Pollitt, Managing Partner, ADEPT

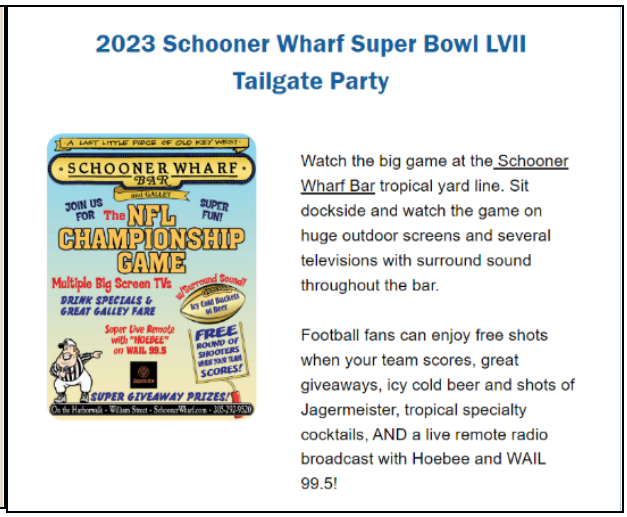
SUBJECT: ***Key West Bight Mgmt. District Board, January 2023 Monthly Update, Key West Historic Seaport Marketing Services Contract***

The following is a summary of ADEPT's professional marketing activities during the month of January 2023 for the Key West Historic Seaport and Key West Bight Marina:

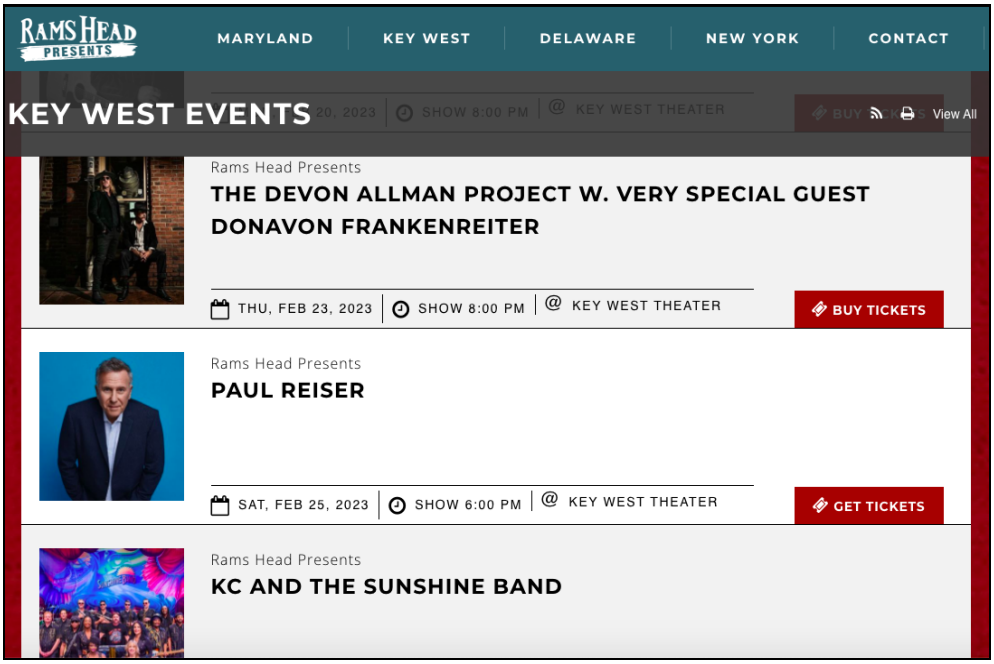
Public Relations / Media / Press Clippings

The Key West Historic Seaport marketing team has prepared a "Monthly Catch" digital newsletter with a "Seaport Spotlight" to be sent on the first of February and each month thereafter. The newsletter features upcoming events, announcements, and promotions taking place in the coming months at the Historic Seaport. Below is a sample screenshot.





Also, the team is reviewing local concert events taking place at the Amphitheater and in or around Key West and will be preparing a digital marketing contest "ticket giveaway" for high profile acts. The tickets are part of our **USA Today** Advertising Campaign for Florida and the SE Region and will target audiences in Tampa and South Florida.



Media Clippings

These 10 Unique Key West Tours Are Definitely Worth The Money - *By Derek Igbinedion, The Travel, Jan. 24, 2023* - "Explore the beauty of Key West's sunset and hear sailors' myths on Sebago Key West's Sunset Sail. The boat has plenty of deck space to stretch out and take in the views of the stunning Key West seaport."

Experience Another Side of Key West - *Outside Online, Jan. 4, 2023* - "Set sail on the Java Cat—a catamaran offering kayaking ecotours out of the Key West Historic Seaport. With kayaks in tow, your local captain will navigate the passage and drop anchor in the Key West National Wildlife Refuge."

I'm A New Grandparent — The First 3 Places In Florida I'm Taking My Granddaughter - *Travel Awaits, Jan. 2023* - "Take a nourishment break along the waterfront. Half Shell Raw Bar at the Historic Seaport has the proper salty air and kid-casual feel."

6 New Adults-Only Resorts - Plan a Grown-Up Getaway - *By Veronica Stoddart, AARP, Jan. 30, 2023* - "The romantic property is ideally located in the Old Town area within walking distance of Key West restaurants, nightlife and the historic seaport (don't miss those famous Key West sunsets)."

Great Escapes: A Torontonian's guide to the Florida Keys - By *Kaitlin Narciso, Streets of Toronto, Jan. 17, 2023* - "Cuban Coffee Queen a quick and easy spot to grab a morning coffee, café con leche, or Cuban chocolate mocha before a morning activity."

"The Dolphin Watch tour with Honest Eco features SQUID—Key West's first electric-powered charter boat. Enjoy watching wild dolphins as they play, sleep, hunt and mate in Key West's tranquil, turquoise waters in an eco-friendly way."

"Sebago Watersports offers amazing catamaran and schooner sailing tours! One of the most iconic Key West adventures includes the champagne sail, which has you aboard the Marquesa, enjoying the world-famous Key West sunset over drinks, and passed canapés."

Today in Keys History - *Keys News, Jan. 16, 2023* - On January 16, 1999, Key West celebrated the grand opening of the city-owned Key West Bight Historic Seaport.

Experience The Top 13 Attractions in Key West - *Microsoft Travel, Jan. 13, 2023* - "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."

The Greeneville Sun

Places To Go: Ten Top-Rated U.S. Tour Experiences Travelers Say Are Worth It - *By Alexandrea Sumuel, The Greeneville Sun, Jan. 25, 2023* - "Key West, FL Sunset Sail — During this small group sunset sail, you'll enjoy a relaxing cruise while taking in the gorgeous views of the Key West coast. Adult beverages are served, and helpful captains and mates will give you insight into the history of Key West. Reviewers enjoy the intimate environment and friendly sailors who are incredibly accommodating."

60 Date Ideas in Key West: Romantic Things To Do in Key West - *Dymphe, Dymabroad, Jan. 12, 2023* - "Visit Mac's Sea Garden With Your Partner: Nice Date Idea in Key West That's Very Unique - Mac's Sea Garden is a historic shop where you can shop for a lot of unique items with your partner. You can find this place at the Historic Seaport."

Social Media

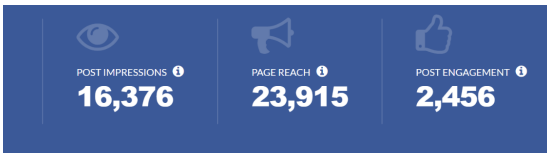
Throughout January, ADEPT produced daily content for the Key West Historic Seaport social media accounts. Along with posts acknowledging and promoting various January occasions and events, we continued to work on building our audience across all platforms to increase our reach and engagement with visitors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

Just above and to the right, you will see a video produced in January promoting Valentine's Day at the Key West Historic Seaport coming up in February.

Below, you will also find updates for Key West Historic Seaport social media outlets for the month of January 2023.

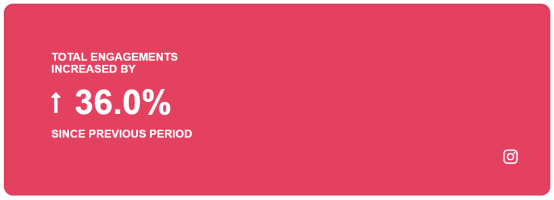
Facebook Stats

Followers: 6,564 up from 6,562 (1/1/2023-2/1/2023)
Likes: 5,610 up from 5,580 (1/1/2023-2/1/2023)
People Reached: 14,362 (1/1/2023-2/1/2023)



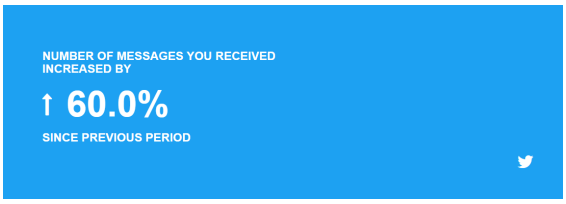
Instagram Stats

Followers: 3,985 up from 3,968 (1/1/23-2/1/23)
Posts: 2,427



Twitter Stats

Followers: 2,731 followers, up from 2,720 (1/1/2023-2/1/2023)



YouTube 71,447 unique views of Key West Historic Seaport YouTube videos.
KW Historic Seaport Official Video - 20,456 views
111 channel subscribers
343 total videos posted to KWHS Channel

Website Maintenance & Blog (Historic Seaport)

Blog Post: Start 2023 Off On The Right Foot (or Boat) at the Key West Historic Seaport!

Website Maintenance & Blog (Historic Seaport)

Blog Post: [Mental Health Benefits of the Sea for a Happy and Healthy 2023!]

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 January 2023.

Further, KeyTV has posted the New Key West Historic Seaport Television Commercial on their YouTube.com channel and they are helping to promote the video, as well.

Finally, please see below for the KeyTV January 2023 Affidavit and Total Spots:

KEY TV

Call Letters:	WCAY-CD	**Advertiser:**	Key West Historic Seaport
DMA:	Miami-Ft. Lauderdale, FL	**Date:**	2/1/2023
Actual Contract Dates:	12/26/2022 to 12/31/2023	**AE:**	Jessica Cranney
Description:	Key West Historic Seaport 2023	**Agency:**	ADEPT Strategy & Public Relations

Date Range: 12/26/2022 - 1/29/2023

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Key West Historic Seaport, Past, Present, Future	12/26/2022	00:14:52	MO	00-06	1:30	00:01:32	VAP
OOH Christmas 2019	12/26/2022	00:23:33	MO	00-06	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/26/2022	00:45:58	MO	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	12/26/2022	06:40:28	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	12/26/2022	06:57:35	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/26/2022	08:49:24	MO	06-10	:60	00:01:02	Bonus
OOH Christmas 2019	12/26/2022	09:33:57	MO	06-10	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/26/2022	10:20:36	MO	10-12	:60	00:01:02	Paid
OOH Christmas 2019	12/26/2022	11:29:08	MO	10-12	:30	00:00:32	VAP
OOH Christmas 2019	12/26/2022	14:21:50	MO	14-16	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/26/2022	15:29:37	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/27/2022	00:26:49	TU	00-06	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	12/27/2022	00:54:29	TU	00-06	1:30	00:03:17	VAP
OOH Christmas 2019	12/27/2022	04:14:08	TU	00-06	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/27/2022	06:52:12	TU	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/27/2022	08:41:37	TU	06-10	:60	00:01:02	Bonus
OOH Christmas 2019	12/27/2022	09:18:31	TU	06-10	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/27/2022	10:28:14	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/27/2022	14:20:43	TU	14-16	:60	00:01:02	Bonus
OOH Christmas 2019	12/27/2022	15:17:36	TU	14-16	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/27/2022	15:47:34	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	12/28/2022	00:56:23	WE	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	12/28/2022	03:06:58	WE	00-06	1:30	00:01:52	VAP
OOH Christmas 2019	12/28/2022	05:27:10	WE	00-06	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/28/2022	06:55:42	WE	06-10	:60	00:01:02	Bonus
OOH Christmas 2019	12/28/2022	08:14:24	WE	06-10	:30	00:00:32	VAP
OOH By Land, Air or Sea 2019	12/28/2022	08:51:53	WE	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	12/28/2022	09:48:29	WE	06-10	1:30	00:01:52	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:	105
Paid spots:	105
:60 Bonus spots:	142
:30 Bonus spots:	1
Bonus spots:	143
VAP spots:	179
Total spots:	427