City of Key West

Key West Historic Seaport

BIGHT MANAGEMENT BOARD MONTHLY MARKETING UPDATE

Marketing Services Contract

| April 2023 |

ADEPT
Strategy & Public Relations

May 4, 2023

MEMORANDUM

TO: Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

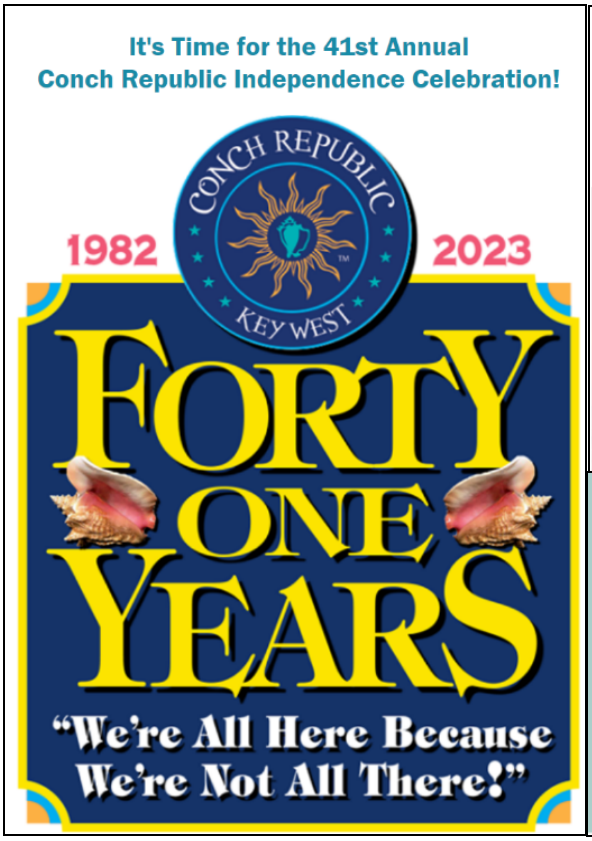
SUBJECT: ***Key West Bight Mgmt. District Board, April 2023 Monthly Update, Key West Historic Seaport Marketing Services Contract***

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

Public Relations / Media / Press Clippings

Email Communications

In April, ADEPT sent out an email blast with upcoming events, particularly the 41st Annual Conch Republic Independence Celebration from April 21-30, along with other tenant offerings and specials taking place at the Historic Seaport from the 21st-30th of April.



Media/Press Clippings

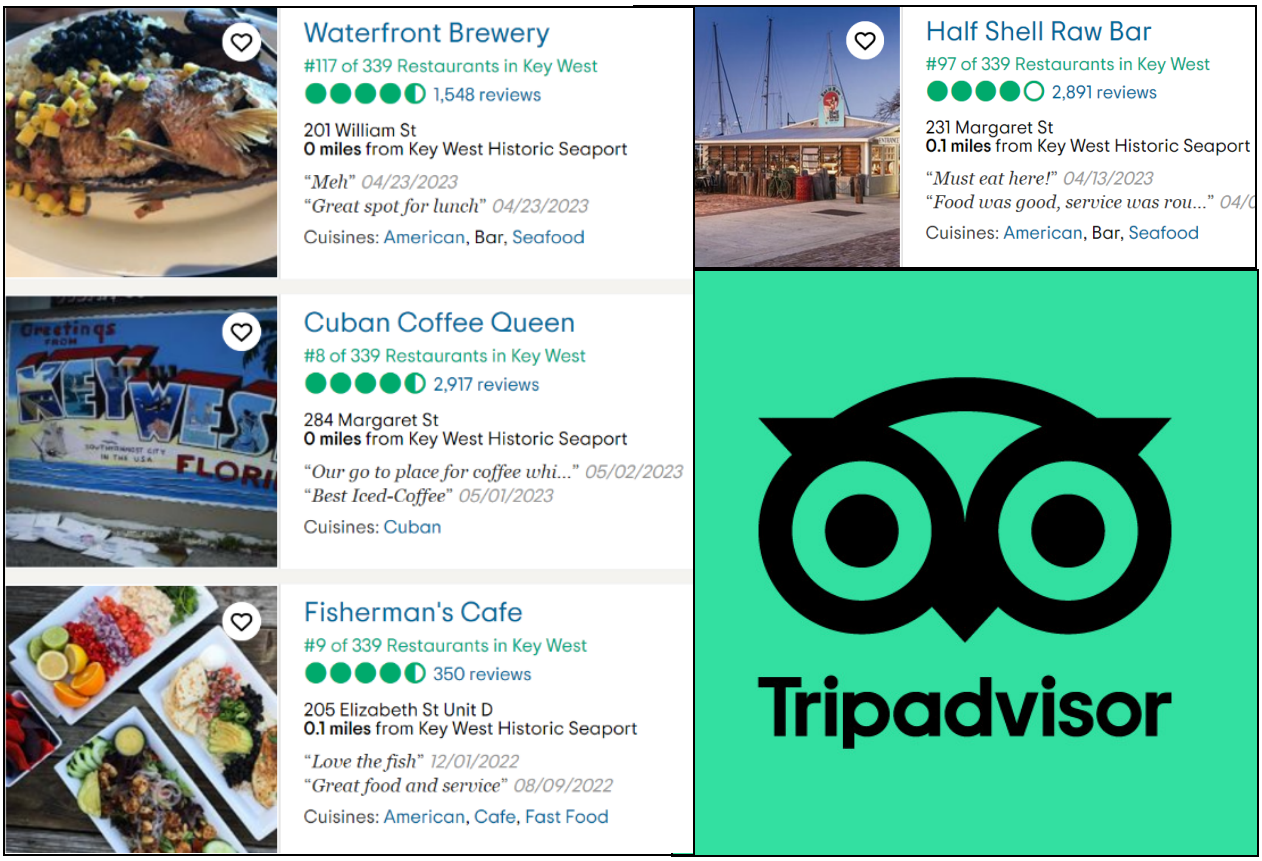
The 41st annual Conch Republic Days - *By Key West Florida Weekly, Apr. 20, 2023* - "Conch Republic Days, a celebration of the founding of Key West as an independent Conch Republic takes place April 21-30. This is the 41st anniversary of the event. The Welcome Center and Merchandise Booth is open daily from 10 a.m.-8 p.m. at Thompson Plaza in Key West's Historic Seaport, at the foot of Greene & Elizabeth streets."

These Are The Experiences US Travelers Are Booking Most This Spring, According To TripAdvisor - *By Nicole Bonaccorso, The Weather Channel, April 10, 2023* - "The Key West Sunset Sail is one of the top things to do in Key West, providing an evening on the water with breathtaking views of the sunset. Passengers aboard this sailing excursion can relish refreshing drinks, forge new friendships, and bask in the splendor of the stunning Florida Keys.

10 Destinations Travelers Will Be Visiting This Spring, According To Google Flights - *By Maria Bou Ink, Apr. 22, 2023, TheTravel.com* - "Like other tourist destinations in Florida, Key West provides a variety of activities to enjoy its coastal location, such as fishing charters, snorkeling outings, sailing and kayaking trips, and many pristine beaches. Key West is also home to some intriguing historical attractions other than its outdoor activities."

Key West Lighthouse And Beyond: Day Trips, Snorkeling Tours, And Island Hopping Adventures - *By Maria Bou Ink, Apr. 9, 2023, TheTravel.com* - "There are plenty of snorkeling trips in Key West. On a sailing boat, tourists can begin their morning with a coral swim. They can imagine themselves in balmy tropical water, moving among a variety of species. Florida Keys Reef, with its shallow Caribbean seas ideal for simple diving, is located a few miles off the shore of Key West"

The 10 Best Restaurants Near Key West Historic Seaport - *TripAdvisor.com - April 2023*



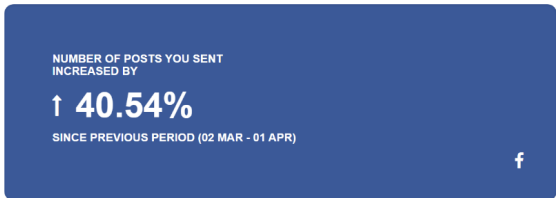
Foodies Flock To These Florida Restaurants For Fabulous Fare - *By Roger Sands, Apr. 30, 2023, Forbes* - "For a quick meal, local favorites include Cuban Coffee Queen . . . Casual late-night bites can be found at Schooner Wharf Bar, an eclectic dive bar offering live music and seafood."

Around the Neighborhood: Key West Historic Seaport - *The Marker, April 18, 2023* - **"**Take your time to visit one of our unique gift shops, galleries and boutiques that offer original artwork, clothing, jewelry, trinkets and tees, fishing gear and more. Here are a few of our favorites: Aer Photography & Art Gallery, Local Color, Dragonfly Key West, Mac's Sea Garden, Stingray Steve, Key West Bait & Tackle."

Social Media

Throughout the month of April,, ADEPT produced daily content for the Historic Seaport social media accounts. Along with posts acknowledging and promoting various April occasions and events, such as the Conch Republic Independence Celebration, 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.

Below, you will also find updates for Key West Historic Seaport social media outlets for April 2023.

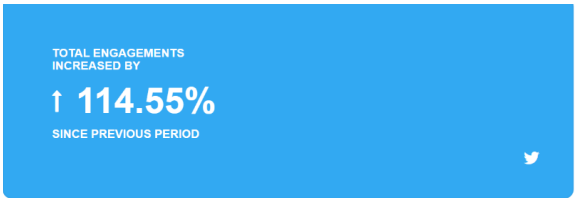


Facebook Stats

Followers: 6,678 up from 6,674 (4/1/2023-5/2/2023)
Likes: 5,657 up from 5,639 (4/1/2023-5/2/2023)
People Reached: 15,068 (4/1/2023-5/2/2023)

Instagram Stats

Followers: 4,043 up from 4,027 (4/1/23-5/2/23)
Posts: 2,511



Twitter Stats

Followers: 2,831 followers, up from 2,810 (4/1/2023-5/2/2023)
Reach: 103,949 people

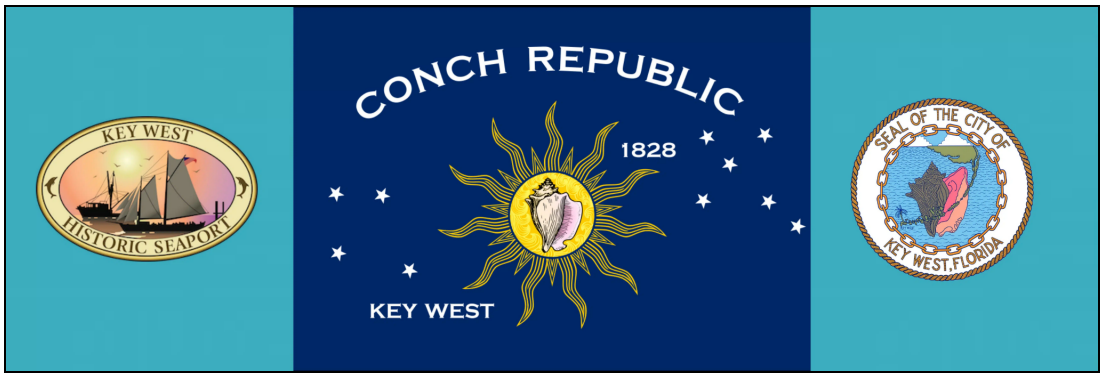
YouTube 71,892 unique views of Key West Historic Seaport YouTube videos.
KW Historic Seaport Official Video - 20,520 views
110 channel subscribers
343 total videos posted to KWHS Channel

Additional Videos

In April, ADEPT also created multiple videos for the Key West Historic Seaport to be shared on social media.

To the right is a screenshot of one of those videos.

Website Maintenance & Blog (Historic Seaport)



Blog Post: [Key West is Also Known as The Conch Republic – And This is How it Started]

Throughout April, we continued our ongoing updates to the Key West Historic Seaport website, including additional information on upcoming tenant events, special occasions, promotions, blog posts, and tenant contact information.

Website Maintenance & Blog (Bight Marina)

Blog Post: [The Exciting Boating and Watersports Activities Available at Key West Historic Seaport and Key West Bight Marina!]

In April, we also continued our ongoing updates to the Key West Bight Marina website, including updated information on amenities and reservation requests, along with our monthly blog post.

Television Marketing & Advertising

KeyTV Destination Television ran advertising of all four KWHS television pieces–including our two KWHS television commercials and two editorial TV spots–in April. KeyTV has also posted the commercial on YouTube, and we continue to share it on social media and email blasts.

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

KEY TV

Call Letters:	WCAY-CD	**Advertiser:**	Key West Historic Seaport
DMA:	Miami-Ft. Lauderdale, FL	**Date:**	5/1/2023
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: 3/27/2023 - 4/30/2023

Spot Name	Date	Time	Day	Buy (Daypart, Show)	Rate Length	Actual Length	Type
Visit the Key West Historic Seaport 2021	3/27/2023	00:46:44	MO	00-06	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	3/27/2023	02:15:00	MO	00-06	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/27/2023	03:43:11	MO	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/27/2023	07:20:29	MO	06-10	:60	00:01:02	Bonus
Visit the Key West Historic Seaport 2021	3/27/2023	07:43:36	MO	06-10	1:30	00:03:17	VAP
Key West Historic Seaport, Past, Present, Future	3/27/2023	09:07:28	MO	06-10	1:30	00:01:32	VAP
OOH By Land, Air or Sea 2019	3/27/2023	09:22:06	MO	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/27/2023	09:49:45	MO	06-10	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/27/2023	10:56:13	MO	10-12	:60	00:01:02	Paid
Visit the Key West Historic Seaport 2021	3/27/2023	13:07:22	MO	12-14	1:30	00:03:17	VAP
OOH By Land, Air or Sea 2019	3/27/2023	14:54:51	MO	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/27/2023	15:53:08	MO	14-16	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2023	02:55:16	TU	00-06	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	3/28/2023	03:41:39	TU	00-06	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	3/28/2023	04:53:14	TU	00-06	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2023	06:41:48	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2023	07:14:45	TU	06-10	:60	00:01:02	Paid
2022 Key West Historic Seaport Happenings	3/28/2023	07:36:45	TU	06-10	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	3/28/2023	09:43:23	TU	06-10	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2023	10:37:22	TU	10-12	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/28/2023	10:58:58	TU	10-12	:60	00:01:02	Bonus
OOH By Land, Air or Sea 2019	3/28/2023	14:11:17	TU	14-16	:60	00:01:02	Paid
OOH By Land, Air or Sea 2019	3/28/2023	14:42:24	TU	14-16	:60	00:01:02	Bonus
2022 Key West Historic Seaport Happenings	3/28/2023	15:13:32	TU	14-16	1:30	00:01:52	VAP
OOH By Land, Air or Sea 2019	3/29/2023	01:21:44	WE	00-06	:60	00:01:02	Bonus
Key West Historic Seaport, Past, Present, Future	3/29/2023	04:07:51	WE	00-06	1:30	00:01:32	VAP

DESTINATION NETWORK

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

:60 Paid spots:	105
Paid spots:	105
:60 Bonus spots:	189
Bonus spots:	189
VAP spots:	166
Total spots:	460