



AUGUST 2020

MARKETING SERVICES MONTHLY UPDATE

KEY WEST HISTORIC SEAPORT



PREPARED BY:

ADEPT Public Relations

PREPARED FOR:

Key West Bight Management District Board

September 15, 2020

MEMORANDUM

TO: Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: *Key West Bight Management District Board, August 2020 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

The following is a summary of ADEPT's August marketing activities for the Key West Historic Seaport:

DIGITAL MARKETING

Email Marketing Notifications | August Email Newsletter/eBlasts

ADEPT created, developed, and shared a "Love for Locals" marketing campaign presentation with contract staff. The campaign is centered on marketing our local Key West Historic Seaport tenants to the local drive market. The goals of this campaign are both short and long-term: attracting more locals and visitors while promoting goodwill and positive attention for merchants and local decision makers.



Love for Locals Tenant Email Survey

In order to best promote Historic Seaport tenants to visitors and prospective visitors, we created a mailchimp survey asking tenants about their current hours of operation, specials, sales, promotions, giveaways, or anything else they'd like us to share about their business. We are compiling the survey results and will be including all information on a separate landing page for easy access and viewing by the public and consumers.

PUBLIC RELATIONS / MEDIA SNIPPETS

Media / Press Clippings

Top 20 Key West Blogs and Websites to Follow in 2020

11. Key West Historic Seaport

Key West, FL

About Blog Visit the Key West Historic Seaport & enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up breathtaking views.

Frequency 1 post / month

Since Nov 2016

Blog keywesthistoricseaport.com/blog [+ Follow](#)

Facebook fans 4.3K · Twitter followers 1.6K · Social Engagement 5 · Domain Authority 30 ·

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What It's Like to Travel to Key West During a Pandemic



"Upon arriving in Key West, it was immediately apparent that the city is making efforts to promote safety practices such as mandatory mask-wearing in public spaces and social distancing. There are billboards, signs in store windows and sidewalk banners that remind people to mask up and wash their hands. Businesses are also taking proactive safety measures, including limiting the number of guests in stores and putting up plexiglass dividers at checkouts."

SOCIAL MEDIA

ADEPT continued its daily social media content creation and posting. Below, you will find the monthly updates for each of the KWHS Social Media outlets:



Video Marketing

In August, we produced a [new video](#) highlighting happy tenants keeping their employees and customers safe, comfortable, and having a great time at the Historic Seaport.



WEBSITE MAINTENANCE & BLOG (HISTORIC SEAPORT)

- ADEPT continued with ongoing website maintenance and content creation.
- Specific information on Key West rules and regulations for COVID-19 safety were updated, modified, and kept present in noticeable areas on the website landing pages.
- Blog Post: [Eat, Drink, and Be Healthy at the Key West Historic Seaport](#)



WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina Blog
 - ADEPT continued ongoing website maintenance and content creation.
 - Our August blog post for Bight Marina featured information on Historic Seaport tenants that had promotional offers for National Oyster Day (August 5).
 - Link to Blog Post: [The August Catch at Key West Bight Marina](#)

OUT OF HOME/OUTDOOR FURNITURE, AIRPORT FERRY TERMINAL AND TRANSIT ADVERTISING

We continue media placement at Key West International Airport baggage carousels, rack cards at Key West International Airport and KWHS Ferry Terminal as well as the bus bench located just before turning right over the Palm Avenue bridge.

