

January 3, 2020

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

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

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

PUBLIC RELATIONS / MEDIA / PRESS CLIPPINGS

Here is just a snippet of some phenomenal media and press coverage the Key West Historic Seaport received in December for the Lobster Trappings Christmas Tree and the Harbor Walk of Lights.

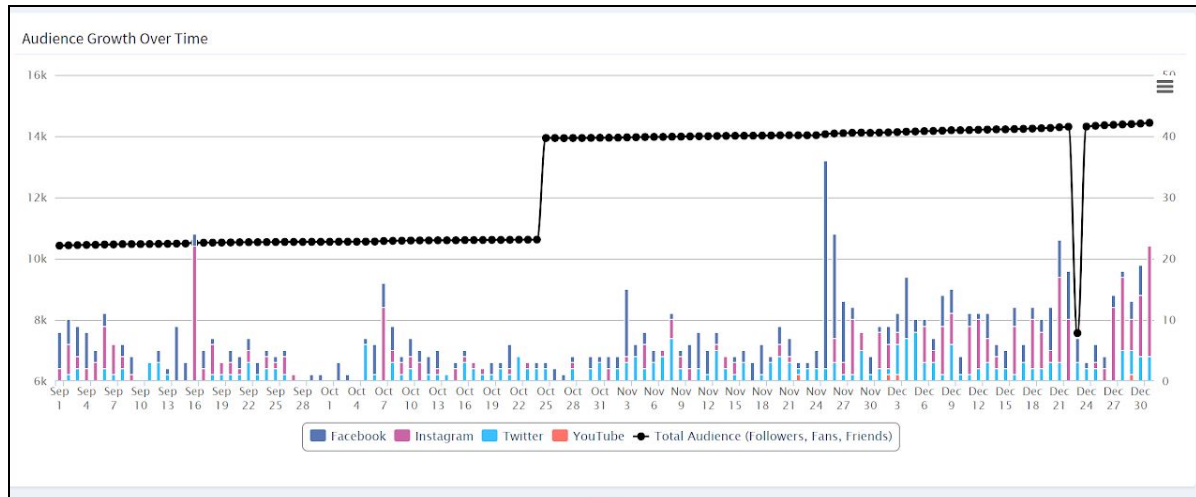


Examples of Press Coverage:

- [NBC 6 South Florida](#)
- [Southern Living](#)
- [FOX 35 Orlando](#)

SOCIAL MEDIA

Increased daily social media content creation and posting. The below table illustrates audience growth over the months of September 2020 through December 2020.



Below find updates for key KWHS Social Media outlets:

Facebook Stats

65.7K
Page Reach
▲ **28.6K** last 28 days
Last 28 days ▼

Check-ins
218
▲ 119

Post Engagements
7,552
▲ 63%

Instagram Stats

historicseaport Message ✓ ▼ ⋮

1,510 posts 3,327 followers 1,638 following

Key West Historic Seaport
Key West Historic Seaport // [#HistoricSeaport](#) 🌴
Dining, Shopping, Museums, Water Excursions & Accommodations
keywesthistoricseaport.com/141

Twitter Stats

Key West Seaport

@HistoricSeaport Follows you

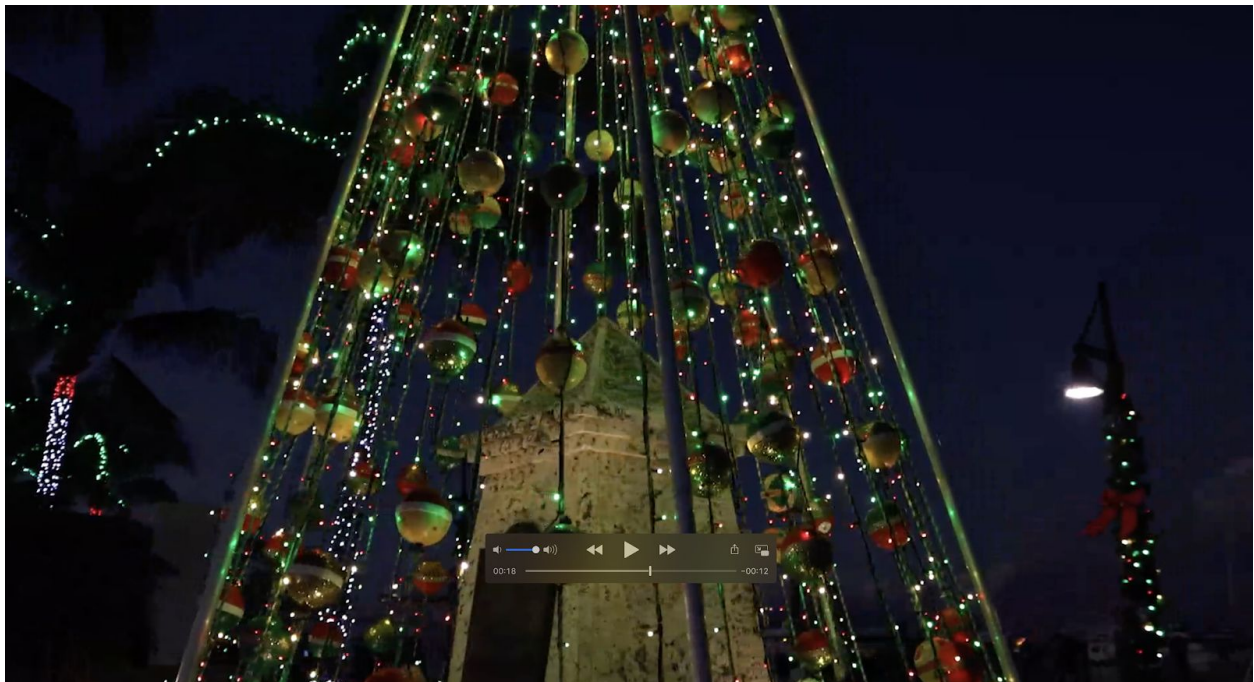
Visit Key West Historic Seaport for World Class Dining, Live Music, Shopping, Accommodations, Museums & Water Excursions all while Soaking up Breathtaking Views

📍 Key West, FL KeyWestHistoricSeaport.com 📅 Joined May 2016

2,176 Following 1,846 Followers

Photo & Video Marketing

During the month of December, our Key West-based photographer captured a variety of images and videos of the Historic Seaport, with a special focus on the beautiful, classic Holiday Lights. We are utilizing these images in both our blog and social media posts, and we will continue our photography and videography efforts. Below are only a few samples of the videos produced for social media.





WEBSITE MAINTENANCE & BLOG (HISTORIC SEAPORT)

- ADEPT continued with ongoing website maintenance and content creation, including our monthly blog posts.



It's The Most Wonderful Time of The Year at The Historic Seaport

It's The Most Wonderful Time of The Year at Key West Historic Seaport! Can you believe the holidays are here again? Here's a list of some amazing events happening at the Historic Seaport this holiday season: Annual Lighting of the Harbor Walk at the Key West Historic Seaport - Kicking off the holiday season with over 50,000 lights along the Harbor Walk waterfront. This year promises to be the best lighting display yet! Lights will be up from November 25 through January 15, 2021! Key West Annual Tree Trimming & Toys for Tots Drive - The Key West [...]

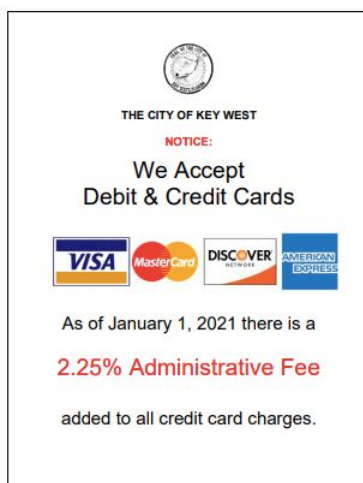


Show Your Love for Locals this Holiday Season – Support Key West Shops & Artists

Show Your Love for Locals this Holiday Season - Support Key West Shops & Artists! Get a jump on the holiday season now by visiting our unique shops within the Historic Seaport. Need a gift for a friend, colleague, or family member? The Historic Seaport is your best bet for that unique gift experience. Forget socks or generic ties (it's okay - we used to buy them, too) and instead grab a gift that will last forever and bring a smile and memories. Support our local artisans by shopping local and buying handmade. AER Photography & Art Gallery [...]

WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)


- ADEPT continued ongoing website maintenance and content creation.
- New email migration was initiated using GoDaddy and Microsoft 365.
- Language regarding the new Administrative Fee for Credit Card Transactions added to two locations within the website home page.



- Link to Blog Post:

NOTICE: BEGINNING JANUARY 1, 2021 THERE WILL BE A 2.25% ADMIN FEE ADDED TO ALL CREDIT CARD TRANSACTIONS

- Monthly Bight Marina Blog



Key West's Historic Seaport Shows 'Love for Keys Locals'

Key West's Historic Seaport Shows 'Love For Keys Locals'

With a slowdown in local tourism in the Florida Keys and the uncertain world we live in, here at the Key West Historic Seaport we launched a special locals-only campaign to help our businesses get through the downturn while giving Monroe County residents a chance to enjoy our beautiful destination with [...]

By admin | November 2nd, 2020 | Categories: Blog, Family Fun, Water Excursions | Tags: Blog, city of key west, florida keys, Key West Historic Seaport, key west vacation, Love for Locals

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