

MEMORANDUM

October 7, 2020

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

SUBJECT: Key West Historic Seaport Marketing Task Order 2021

Per your request, ADEPT has generated a Task Order for the Historic Seaports 2021 marketing, advertising and public relations services. Please find the following breakdown for the Historic Seaport for 2021.

In consideration of the current campaigns and programs we recommend continuing into 2021 with the following current / existing Advertising & Marketing programs and associated budget (see items 1 through 9 and item 1 for KW Bight Marina). Based on the Bight Management District Boards amendment to last year's budget that included additional funds for marketing and holiday lights, the following reflects items to be included in the total amount.

We also recommend additional targeted campaigns based on factors such as, but not limited to, increased television advertising in regional markets to promote the new Historic Seaport :30 and :60 commercials and a :30 Bight Before Christmas Commercial, among others. Below are ADEPT's recommendations for marketing and advertising during 2021:

- | | |
|---|-------------|
| 1. Daily and Paid Social Media Management | \$27,000.00 |
| a. Estimate includes monthly retainer to provide the following services: | |
| i. Grow Followers and authentic traffic with organic strategies | |
| ii. Engage, Connect & Relate via daily posts | |
| iii. Implement targeted Keywords & Hashtags | |
| iv. Build Rich Engagement | |
| v. Integrate Content with Website | |
| vi. Targeted Advertising and Contest management | |
| vii. Targeted Campaigns to Build Brand Awareness of KWHS | |
| viii. Interact with Audience on Multiple Platforms | |
| ix. Boost Strategized Posts | |
| b. The Marketing Team will continue to service the following social platforms | |
| i. Facebook, Instagram, Twitter, YouTube, TripAdvisor, Yelp, Google my Business | |

- c. Monthly Video creation and uploads
2. Website Maintenance and Content Creation (KWHS) \$25,000.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Maintain and Update Content (Tenant Pages, Tenant Social media widgets, Events, Promotions, Specials, Historic Facts)
 - ii. Regularly and Support on SEO Content Writing Services
 - iii. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
 - iv. Monthly Analytics Report
 - v. Tech Support Requests
 - vi. Monthly Blog
 - vii. Landing Pages (Social Media Contests)
 - viii. Monthly Video uploads

 3. Monroe County Outdoor, Furniture, and Transit Advertising \$25,000.00
 - a. Anderson Outdoor Advertising
 - i. Key West International Airport Baggage Carousel and Rack Card Displays
 - ii. Key West Express Ferry Terminal Rack Card Displays
 - iii. Bonus bus stop depending on availability
 - b. Miami – Key West - Miami Tour Bus Routes
 - i. Bus Wrap & Rack Cards

 4. Media Buys \$26,000.00
 - a. TDC Co-op
 - i. Various Media
 - ii. TDC Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com, and Floridakeys.com)
 - b. USA TODAY Go Escape to Gulf Coast and Southeast Travel Magazine (Added Value: 6 Special Event Passes)
 - i. Yearly Social Media Boosts (YouTube, Twitter, Facebook and Instagram)
 - ii. Key West Historic Walking/Biking Tour Map *

 5. Campaign Development, Reporting, Analytics, Presentations, Fieldwork, Tenant Coordination, Travel, Lodging, Expenses (Monthly and min. 2X's per year) \$11,000.00

 6. Historic Seaport Digital Marketing Budget Recommendation \$15,000.00
 - a. Remarketing will be used to connect with people who previously interacted with our website. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping increase brand awareness.

- b. CAMPAIGN: CITYWIDE DISPLAY WITH "STORE" VISIT TRACKING
 - i. Image ads with tracking to the Google My Business address
 - ii. The display campaigns will be built on serving as many impressions as possible
 - iii. Strategy: Awareness, interaction
 - c. CAMPAIGN: LOCALS, CRUISE SHIP AND HOTEL TARGETING
 - i. Spot geotargeting for cruise ships that reaches passengers in port the day before they arrive in KW and the morning of arrival.
 - ii. Strategy: Awareness, interaction
 - d. VIDEO CAMPAIGN: (YouTube and Google Ad Network)
 - i. Video ads
 - ii. Strategy: Awareness
7. Public Relations and Outreach \$10,000.00
- a. This task is aimed to highlight local, regional, national and international perspectives about the KWHS. The KWHS marketing team would generate story ideas, content and engage travel writers, bloggers, publications and media outlets as well as identify awards and other recognition.
 - b. Develop contests and offer giveaways.
 - c. Develop contests with neighboring hotels and with KWHS tenants offering giveaways.
 - d. Pitching stories to media outlets including TV, Print, Radio (Pirate Radio/WLRN, etc.)
8. Television Advertising \$25,000.00
- a. *Destination Television/KeyTV/TripSmarter.com* (Key West)
 - i. Running three on-air videos daily for 6 months
 - ii. Streaming on TripSmarter.com
 - iii. Social Media links
 - iv. New Video Editorial Piece to be shot with another Tenant "Ambassador"
 - b. 30' Holiday Television Commercial *
 - i. Contracting with television media vendor. Channels targeted in the Miami/ Fort Lauderdale, Tampa/ St. Petersburg and Fort Myers/ Naples areas
 - ii. Run on-air TV commercial during 2020 Holiday Season (November and December)
 - iii. Social Media/Website/Digital, advertisement, and appropriate links
9. Live Webcams (Yearly Contract) * \$3,000.00
- a. Cloud-based video broadcasting solution
 - b. Internet with appropriate download speeds

ESTIMATED SUBTOTAL KWHS: \$167,000.00

////////////////////////////////////

Key West Bight Marina

1. Website Maintenance and Content Creation (Marina) \$10,000.00

Estimate includes monthly retainer to provide the following services:

- i. Maintain and Update Content
- ii. Regularly and Support on SEO Content Writing Services
- iii. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
- iv. Monthly Analytics Report
- v. Tech Support Requests
- vi. Monthly Blog
- vii. The Marketing Team will continue to service the following social platforms
 1. Google my business

ESTIMATED SUBTOTAL KW BIGHT MARINA: \$10,000.00

////////////////////////////////////

ESTIMATED TOTAL SEAPORT FY 2021: 167,000.00

ESTIMATED TOTAL MARINA FY 2021: \$10,000.00

TOTAL TASK ORDER 2021: \$177,000