

City of Key West
Key West Historic Seaport
Marketing Services Contract #10-015
Key West Bight Management District Board Quarterly Update

September 12, 2018

Presented by:
ADEPT Strategy & Public Relations

6410 5th Street. Suite 3
Key West, FL 33040
www.adept.co



ADEPT
Strategy & Public Relations

Quarterly Marketing Update

- ❑ Quarterly Social Media
- ❑ Quarterly Website
- ❑ Monthly Blog
- ❑ Outreach/PR
- ❑ PR/Media Coverage
- ❑ The Future



#HistoricSeaport

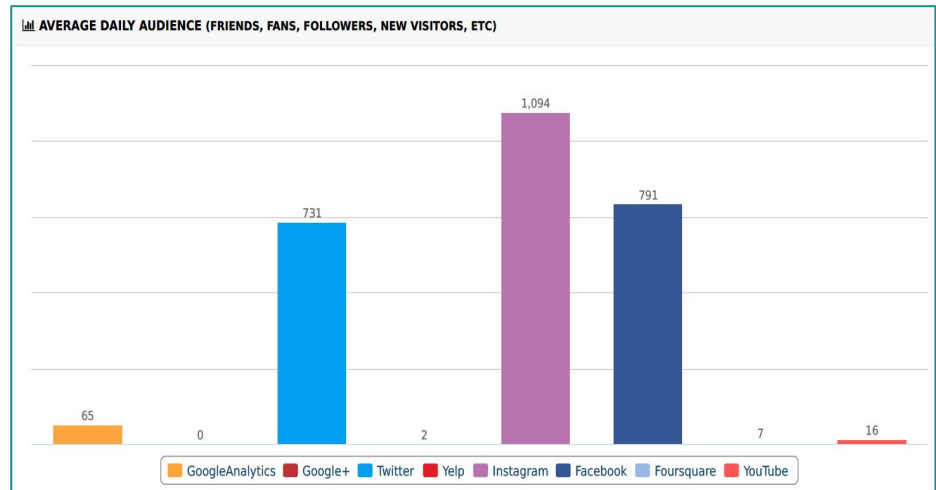
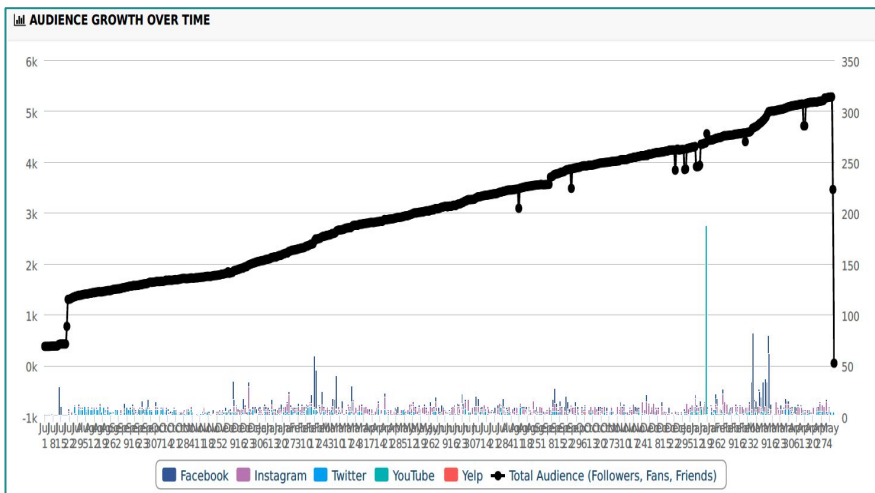


ADEPT
Strategy & Public Relations

Quarterly Social Media

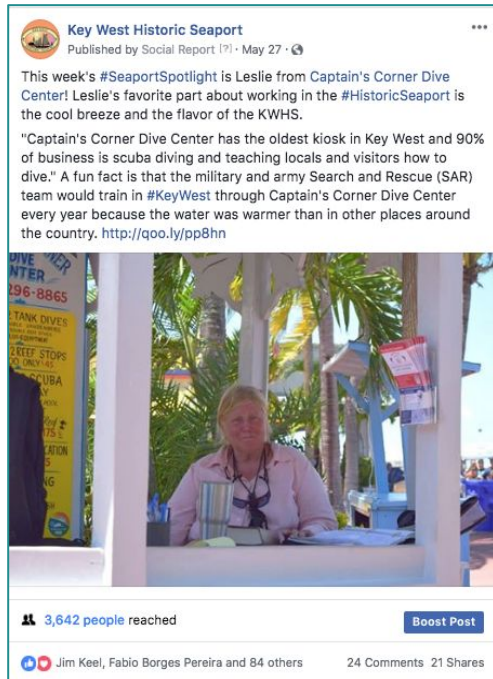
Historic Overview

- ❑ Robust / active engagement, campaigns, contests and video content creation
- ❑ Successful audience growth on social channels of over 5K fans
- ❑ Historic Seaport tenants and special events promotion
- ❑ Historic Seaport being viewed by over 2,700 people daily

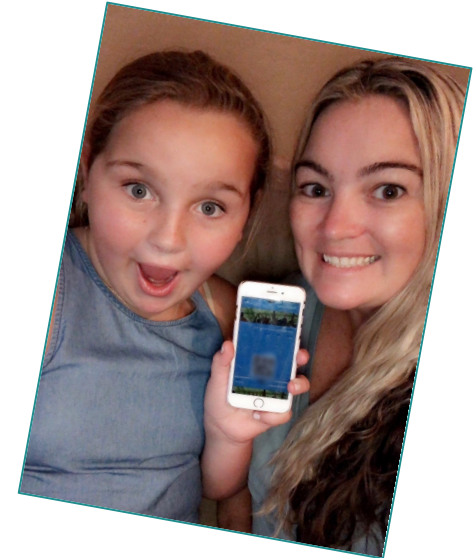
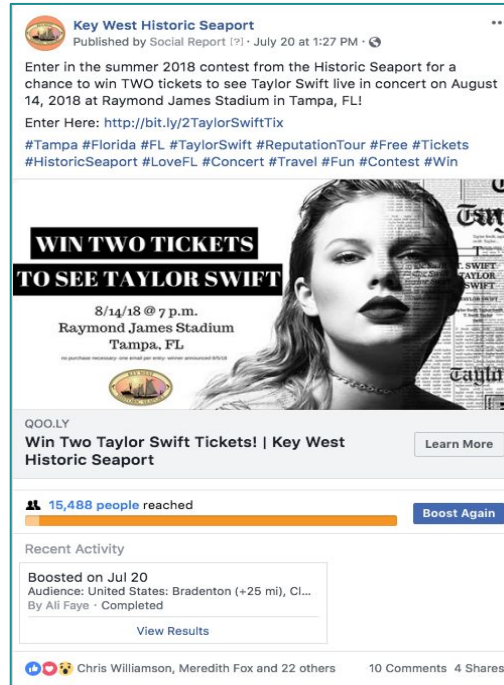


Quarterly Social Media

Seaport Spotlight



Contests



Yours and Mayan Imports (June)



Turtle Kraals (July)



Fisherman's Cafe (August)



Quarterly Website

Performance on Google starting June 2018

Google My Business

Key West Historic Seaport

24,308 PEOPLE FOUND YOU ON GOOGLE

849

asked for directions

↑ 26% FROM JUNE 2018

137

visited your website

↑ -6.2% FROM JUNE 2018

8

called you

↑ -11% FROM JUNE 2018



Stand out to customers with a post about your business.

[CREATE A POST](#) ➔

WHAT CUSTOMERS ARE SAYING ABOUT YOU

"Beautiful place💕"



#HistoricSeaport



ADEPT
Strategy & Public Relations

Monthly Blog

The KWHS blog was ranked in the “Top 20 Key West Blogs and Website to Follow in 2018” by Feedspot Blog Reader.

Feedspot searches through thousands of blogs in their index using search and social metrics. The blogs that made the top 20 list were selected based on the following criteria:

- Google Reputation and Google search ranking
- Influence and popularity on Facebook, Twitter and other social media sites
- Quality and consistency of posts



June: [Get Hooked on Fishing!](#)



July: [Red, White & Cruise!](#)



11. Key West Historic Seaport



📍 Key West, FL

About Blog Visit the Key West Historic Seaport accommodations, museums & water excursions

Frequency about 2 posts per month.

Since Nov 2016

Website keywesthistoricseaport.com/blog

Facebook fans 1,750. Twitter followers 1,099.

[View Latest Posts](#) ▶

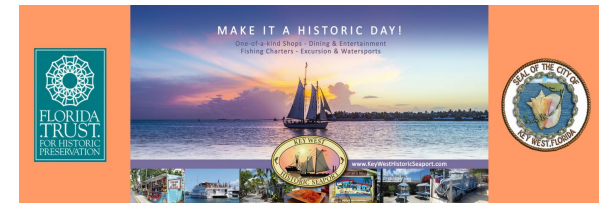
Best Key West Blogs on the Planet



BLOG.FEEDSPOT.COM

Top 20 Key West Blogs and Websites to Follow in 2018 (Florida City)

August: [Exclusive Insider's Tour Coming to Key West & the Historic Seaport!](#)



#HistoricSeaport



ADEPT
Strategy & Public Relations

Outreach/Public Relations

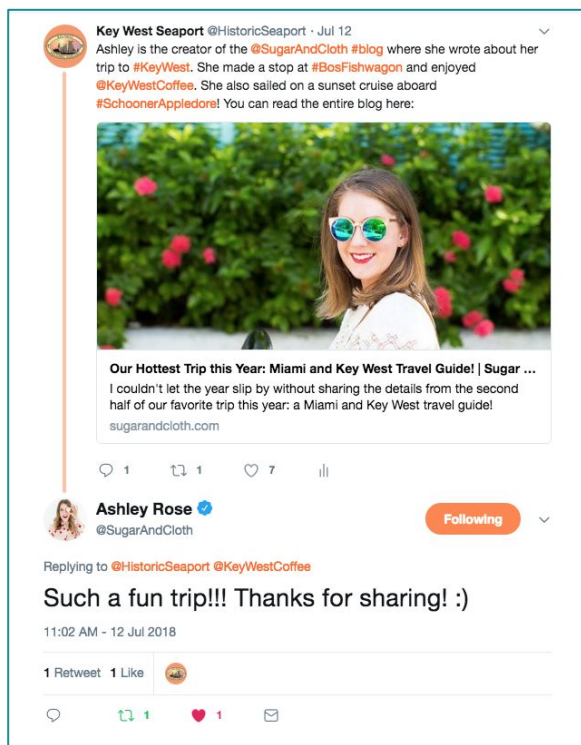
Insider's Tour: September 27-29, 2018

- Working with the Florida Trust for Historic Preservation on the exclusive Insider's Tour coming this September to Key West and the Historic Seaport
- Many Historic Seaport tenants are getting involved with the event as either a sponsor or are providing coupons or promotional items
- Official invitation with event agenda has been sent out to the Florida Trust's 1,600+ members



Public Relations/Media Coverage

Monthly Email Blast Interact with Travel Bloggers



KEY WEST HISTORIC SEAPORT
YOUR GATEWAY FOR EVERYTHING KEY WEST, FLORIDA!

#HistoricSeaport

"Insider's Tour" Event Opportunity
Promote Your KWHS Business

40 FLORIDA TRUST FOR HISTORIC PRESERVATION
40 YEARS PROTECTING FLORIDA'S HISTORY & HERITAGE

Following the Key West Historic Seaport's recent Organizational Achievement award from the Florida Trust for Historic Preservation, your KWHS marketing team is coordinating with the Florida Trust for an "Insider's Tour" event scheduled on September 27-30, 2018.

Preservationists, historians and Florida Trust members will be converging upon Key West for a historic weekend chock-full of tours and excursions throughout the city and the Historic Seaport.

Would You Like to Get Involved?

There are various opportunities for your business to be involved throughout the "Insider's Tour" weekend. No matter how you participate in supporting this event, we will gladly display your business logo on all marketing materials. We will include your website and business information in the agenda and other event documents.

KEY WEST HISTORIC SEAPORT
YOUR GATEWAY FOR EVERYTHING KEY WEST, FLORIDA!

#HistoricSeaport

WIN TWO TICKETS TO SEE TAYLOR SWIFT

The Key West Historic Seaport has TWO tickets to give one lucky winner to see Taylor Swift live in concert during her Reputation Tour!

reputation

Taylor Swift

Photo Credit: TaylorSwift.com

KEY WEST HISTORIC SEAPORT
YOUR GATEWAY FOR EVERYTHING KEY WEST, FLORIDA!

#HistoricSeaport

Get Your Historic Seaport Business Brochures & Coupons in the Right Hands

Miami to Key West BUS.com

The Key West Historic Seaport is working with Xcursions USA, the company that runs the Miami to Key West Bus. You'll find these motorcoach buses wrapped with Historic Seaport information taking visitors to and from Miami to the Historic Seaport.

SUGAR & CLOTH

VERBAL gold ✈️



#HistoricSeaport



ADEPT
Strategy & Public Relations

Public Relations/Media Coverage

Key West Historic Seaport

Media Mentions

Bight board earns honor for work on historic seaport

BY SCOTT UNGER
Key West Citizen

The Key West Bight Management Board was honored this week by the City Commission for its financial

gratulations on behalf of the board, saying it is their vision to make the historic seaport into a tourist attraction in itself, similar to Duval Street.

work the district has done to become a revenue generator for the city.

The seaport was purchased by the city through a referendum in 1993 and has since then been a source of revenue for the city. The seaport was purchased by the city through a referendum in 1993 and has since then been a source of revenue for the city.

ing out plans to build condos on the waterfront and he knew something had to be done.

"I said this is not going to happen, we can't let this happen," Weekley said. "That waterfront is too valuable to the citizens and the history of this community

Weekley recounted attending a planning board meeting over 20 years ago when a developer was



Area teams celebrate success - Page 1B
July 7, 2018 • Vol. 100 • No. 102 • 12 pages
Weekend Edition

Keys, TDC brace for busy July
Concerns of 'invisible competition' rise
BY SCOTT UNGER
The Keys and the TDC are both bracing for a busy July. The Keys are preparing for the annual Key West Regatta, while the TDC is preparing for the annual TDC Regatta. Both events are expected to draw large crowds of tourists and locals alike.

A WORK IN PROGRESS
The Key West Historic Seaport is undergoing a major renovation project. The project is expected to be completed by the end of the year. The renovation will include the construction of new buildings, the restoration of existing buildings, and the creation of new public spaces. The project is expected to significantly enhance the historic seaport and make it a more attractive destination for tourists and locals alike.

Amphitheater shows growing pains
The Key West Amphitheater is showing signs of growing pains. The theater has been the site of several incidents, including a fire and a crowd control issue. The theater is expected to undergo a major renovation project in the near future. The renovation will include the construction of new seating, the restoration of existing seating, and the creation of new public spaces. The project is expected to significantly enhance the amphitheater and make it a more attractive destination for tourists and locals alike.

Bight board earns honor for work on historic seaport
The Key West Bight Management Board was honored this week by the City Commission for its financial. The board was recognized for its vision to make the historic seaport into a tourist attraction in itself, similar to Duval Street. The board was also recognized for its work on the seaport's infrastructure, including the construction of new buildings and the restoration of existing buildings. The board's work is expected to significantly enhance the historic seaport and make it a more attractive destination for tourists and locals alike.

The Key West Bight Management Board was honored this week by the City Commission for its financial. The board was recognized for its vision to make the historic seaport into a tourist attraction in itself, similar to Duval Street. The board was also recognized for its work on the seaport's infrastructure, including the construction of new buildings and the restoration of existing buildings. The board's work is expected to significantly enhance the historic seaport and make it a more attractive destination for tourists and locals alike.



But some of the 23 vessels competing in Sunday's Schooner Wharf Minimal Regatta intrepidly stayed afloat and showed their seafaring spirit.

Contestants in the Schooner Wharf Minimal Regatta endeavor to keep their creatively built vessels afloat and on course Sunday, June 2, 2018, in Key West, Fla. Rules of the wacky event required each team to build a boat from a single sheet of 4-by-8-foot plywood, two 8-foot-long 2-by-4s, a roll of duct tape and a pound of fasteners. (Source: Rob O'Neal/Florida Beach/HO)

Rules of the offbeat regatta required each team to build a [boat](#) from a sheet of 4-by-8-foot plywood, two 8-foot-long 2-by-4s, a roll of duct tape and a pound of fasteners.



A few got "that sinking feeling" before leaving the dock, while others capsized along the course. But some of the 23 vessels competing in Sunday's Schooner Wharf Minimal Regatta intrepidly stayed afloat and showed their seafaring spirit.

Rules of the offbeat regatta required each team to build a boat from a sheet of 4-by-8-foot plywood, two 8-foot-long 2-by-4s, a roll of duct tape and a pound of fasteners.

With minimal materials and maximum inventiveness, they definitely "made a splash" in front of spectators gathered to watch the fun. Now in its 27th year, the maritime merriment took place off the Schooner Wharf Bar in the Key West Historic Seaport.

Teams' "designated crews" were charged with keeping their vessels afloat long enough to complete the regatta's short course. Imaginative themed entries and costumes were encouraged.

With minimal materials and maximum inventiveness, they definitely "made a splash" in front of spectators gathered to watch the fun.

Now in its 27th year, the maritime merriment took place off the Schooner Wharf Bar in the Key West Historic Seaport.

"Designated crews" were charged with keeping their vessels afloat long enough to complete the regatta's [short](#) course.

Imaginative themed entries and costumes were encouraged.

Teams' clever designs outweighed their seaworthiness.

Teams were awarded for the fastest boats, most creative designs, best costumes and sportsmanship — while teams avoided getting the dreaded "sinker" awards that recognized unworthy vessels.



south florida
REPORTER

The Future



KEY WEST
INTERNATIONAL AIRPORT

What does the future look like for the Historic Seaport?

Google Street View 360 Walking Tour

- Street View with 360 camera
- The “inside view” can be used or viewed on any computer, smartphone, or tablet
- A customized link to share tour in emails and on social networks
- An EMBED code that allows placement of virtual tour on website and Facebook
- Custom branded with logo
- Background music
- No Google Watermark
- Auto Rotation



Google Street View
TRUSTED
Photographer



#HistoricSeaport



ADEPT
Strategy & Public Relations

The Future

What does the future look like for the Historic Seaport?

Requested Refresh/New Key West Bight Marina Website

Website Design and Development

1. Design One responsive website for www.keywestbightmarina.com and link to www.keywesthistoricseaport.com
2. Develop SEO optimized site to improve competitiveness for organic search
3. Website Maintenance
4. Competitive research of nearby Key West area Marinas
5. www.keywestbightmarina.com “Responsive” Website
6. Link to City of Key West and Key West Historic Seaport Websites
7. Maintain and update content regularly
8. Monthly Marina blog
9. Site equipped google analytics
10. Conversion tracking code
11. Remarketing code
12. Monthly short videos [to be used on the website and shared social media]



#HistoricSeaport



ADEPT
Strategy & Public Relations



ADEPT
Strategy & Public Relations