

February 8, 2018

MEMORANDUM

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

FROM: Dana Pollitt

SUBJECT: *Key West Bight Management District Board January, 2018 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

The following is a summary of ADEPT's January, 2018 marketing activities for the Key West Historic Seaport:

LIVE WEBCAM

Live Webcam installed and live streaming on YouTube and embedded into www.KeyWestHistoricSeaport.com. Approx. 400 likes from combine Youtube accounts.



LIVE view overlooking the Key West Historic Seaport from the Harborwalk Waterfront atop the Conch Republic Seafood Company - Key West FL.

TELEVISION

Destination Television, KeyTV: Commercial and Editorial Video airing daily. January Broadcast/Program Affidavit attached below:

BROADCAST AD MANAGEMENT SYSTEM

Key TV
5450 MacDonald Avenue, Suite #10
Key West, FL 33040

Affidavit of Service Rendered
01/01/18 - 01/28/18

Key West Historic Seaport

SPOT NAME	PLAYDATE	PLAYTIME
OOH Key West Historic Seaport 2017	1/1/2018	03:25:51
Key West Historic Seaport, Past, Present, Fut rev1	1/1/2018	05:10:38
OOH Key West Historic Seaport 2017	1/1/2018	06:10:52
OOH Key West Historic Seaport 2017	1/1/2018	07:08:11
OOH Key West Historic Seaport 2017	1/1/2018	07:18:53
Key West Historic Seaport, Past, Present, Fut rev1	1/1/2018	07:23:49
OOH Key West Historic Seaport 2017	1/1/2018	07:48:29
Key West Historic Seaport, Past, Present, Fut rev1	1/1/2018	07:50:43
OOH Key West Historic Seaport 2017	1/1/2018	09:05:09
Key West Historic Seaport, Past, Present, Fut rev1	1/1/2018	11:08:26
OOH Key West Historic Seaport 2017	1/1/2018	14:47:59
Key West Historic Seaport, Past, Present, Fut rev1	1/1/2018	14:54:16
Key West Historic Seaport, Past, Present, Fut rev1	1/1/2018	20:58:15
OOH Key West Historic Seaport 2017	1/1/2018	23:33:12
OOH Key West Historic Seaport 2017	1/2/2018	02:07:37
OOH Key West Historic Seaport 2017	1/2/2018	04:37:27
Key West Historic Seaport, Past, Present, Fut rev1	1/2/2018	04:48:00
OOH Key West Historic Seaport 2017	1/2/2018	06:49:29
OOH Key West Historic Seaport 2017	1/2/2018	07:06:41
OOH Key West Historic Seaport 2017	1/2/2018	07:25:03
OOH Key West Historic Seaport 2017	1/2/2018	07:26:32
Key West Historic Seaport, Past, Present, Fut rev1	1/2/2018	07:40:29
Key West Historic Seaport, Past, Present, Fut rev1	1/2/2018	07:42:53
OOH Key West Historic Seaport 2017	1/2/2018	09:44:51
OOH Key West Historic Seaport 2017	1/2/2018	14:13:34
Key West Historic Seaport, Past, Present, Fut rev1	1/2/2018	15:51:21
Key West Historic Seaport, Past, Present, Future	1/2/2018	19:57:30
Key West Historic Seaport, Past, Present, Fut rev1	1/3/2018	00:50:43
Key West Historic Seaport, Past, Present, Future	1/3/2018	04:57:16
OOH Key West Historic Seaport 2017	1/3/2018	05:16:24
OOH Key West Historic Seaport 2017	1/3/2018	06:17:15
Key West Historic Seaport, Past, Present, Fut rev1	1/3/2018	07:46:24
OOH Key West Historic Seaport 2017	1/3/2018	07:50:59
OOH Key West Historic Seaport 2017	1/3/2018	08:18:44
Key West Historic Seaport, Past, Present, Fut rev1	1/3/2018	08:58:40
OOH Key West Historic Seaport 2017	1/3/2018	09:07:12
OOH Key West Historic Seaport 2017	1/3/2018	09:20:29
OOH Key West Historic Seaport 2017	1/3/2018	09:32:07
OOH Key West Historic Seaport 2017	1/3/2018	09:48:05
Key West Historic Seaport, Past, Present, Fut rev1	1/3/2018	14:06:26
OOH Key West Historic Seaport 2017	1/3/2018	15:12:25
OOH Key West Historic Seaport 2017	1/3/2018	15:35:23
OOH Key West Historic Seaport 2017	1/4/2018	01:45:52
Key West Historic Seaport, Past, Present, Fut rev1	1/4/2018	02:14:36
Key West Historic Seaport, Past, Present, Future	1/4/2018	03:52:34
OOH Key West Historic Seaport 2017	1/4/2018	06:31:52
OOH Key West Historic Seaport 2017	1/4/2018	06:42:27
OOH Key West Historic Seaport 2017	1/4/2018	06:54:15
Key West Historic Seaport, Past, Present, Fut rev1	1/4/2018	07:36:49
OOH Key West Historic Seaport 2017	1/4/2018	08:08:33
Key West Historic Seaport, Past, Present, Fut rev1	1/4/2018	08:37:08

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Affidavit of Service Rendered
01/01/18 - 01/28/18

Key West Historic Seaport

SPOT NAME	PLAYDATE	PLAYTIME
OOH Key West Historic Seaport 2017	1/28/2018	14:53:34
OOH Key West Historic Seaport 2017	1/28/2018	15:39:40



The actual performance of all commercials and program matter are warranted to have run as indicated.

STATION OFFICIAL

NOTARY PUBLIC

PUBLIC RELATIONS

Email Notifications (Blasts)/Press Releases

FOR IMMEDIATE RELEASE

New LIVE Webcam is the Latest Addition at the Key West Historic Seaport

Key West, Florida (January 5, 2018) – Bring in the New Year with the new live webcam now installed at the [Key West Historic Seaport](#). Feel like watching the day go by on the waters of Key West? Well, now you are able to watch a live view overlooking the Historic Seaport right from the harborwalk waterfront atop the [Conch Republic Seafood Company](#). Whether you are bundled up trying to stay warm up north or if you are a Key West local, you will always have a front row seat to the Historic Seaport in real-time from your computer or mobile device.

"Many of our visitors wish they could visit Key West more often and count down the days until they travel here on vacation. The new live webcam drops you right in the middle of the magic of Key West; experiencing our Sunsets, World Class Dining, Shopping, Live Music, Accommodations, Museums, and Water Excursions," said Danny Hughes, Key West Bight Management District Board Member.

Welcome the newest edition to 2018 at the Historic Seaport and start watching the [live webcam footage](#) from the homepage of [KeyWestHistoricSeaport.com](#) or on [YouTube](#) by subscribing to the [Key West Historic Seaport channel](#).

About Key West Historic Seaport

The Key West Historic Seaport is your gateway for everything to do in Key West, Florida. Enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up breathtaking views. The Key West Historic Seaport is a twenty-acre facility that has become the go-to destination for those wishing to experience a blend of the old with the new Key West. Key West Historic Seaport is located along the beautiful harborwalk waterfront at the ends of Front Street, Greene Street, Elizabeth Street, William Street, Margaret Street & Grinnell Street.

<http://www.bit.ly/KWHSlivecam>

[Key West Historic Seaport logo >>](#)



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West H...e.docx

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[Access Press Release here >>](#)

Google My Business Key West Historic Seaport

29,470 PEOPLE FOUND YOU ON GOOGLE

540

asked for directions

★ -21% FROM DECEMBER 2017

143

visited your website

★ 204% FROM DECEMBER 2017

7

called you

★ 250% FROM DECEMBER 2017



Stand out to customers with a post
about your business.

CREATE A POST ➔

WHAT CUSTOMERS ARE SAYING ABOUT YOU

"Beautiful area. We grabbed lunch here
while waiting to board a dive charter.
The nearby..."

MEDIA SNIPPETS

The following media/press clippings were captured during the month of January:

Front Page of The Citizen

keysnews.com
FLORIDA KEYS
KEY WEST CITIZEN
Florida Keys Only Daily Newspaper, Est. 1876
Paradise — Inside and online 75¢
Thursday January 11, 2018 ♦ Vol. 141 ♦ No. 338 ♦ 16 pages

Historic Bight marketing efforts go live

BY SCOTT UNGER
Key West Citizen

Adept is entering the final year of a three-year contract (although there are options for two additional years) with the city that pays the group approximately \$80,000 annually to "generate marketing, communications, and advertising for the Key West Historic Seaport," according to the contract.

Key West residents and visitors have another angle to view the city with the launch of a new webcam showing the historic Bight seaport from atop the Conch Republic Seafood Company.

The live streaming camera, launched on Jan. 3, is the latest effort to draw more visitors to the Bight by contracted marketing team Adept Strategy and Public Relations.

and Managing Partner Dana Pollitt. The webcam, which was initially suggested by members of the Key West Bight Preservation Association, provides a glimpse of Key West for visitors longing for a return trip, Pollitt said.

"Lots of visitors like to picture themselves in Key West and put it up on their desktops at the offices," he said. "If you can't afford to travel right now...you can zoom in on a live web cam."

Hughes said the new cam allows visitors to count down the days until they return by watching live events in the city.

"The new live webcam drops you right in the middle of the magic of Key West; experiencing our sunsets, world-class dining, shopping, live music, accommodations, museums and water excursions," Hughes said.

The camera is currently pointed at the harbor, showing a docked

See BIGHT, Page 8A

[Access The Key West Citizen article here >>](#)

John Morales from NBC-6 Miami tweeted about the new webcam at the KWHS

John Morales @JohnMoralesNBC6 · Jan 5
New live webcam launched at #KeyWest's @HistoricSeaport. Might help bring a little virtual warmth to folks up north.

LIVE Cam at the Key West Historic Seaport - Key W...
LIVE view overlooking the Key West Historic Seaport from the Harborwalk Waterfront atop the Conch Republic Seafood Company - Key West FL. <http://www.KeyWe...>
youtube.com

ADVERTISING

Monroe County Tourist Development Council - Florida Keys & Key West CO-OP

- Key West Winter Mobile
- Insertion Dates: 1/22-3/4
- Circulation: 2,203,390



SOCIAL MEDIA

(Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp) Daily social media content creation and posting (Reviews, Live Music, Tenant Info., Updates, Specials, Events).

Below find the monthly updates for each of the KWHS Social Media outlets. In addition, please see the attached Social Media and Website report for January, 2018, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 1,227 to 1,285
- Increase total check-ins from 1,227 to 2,224
- Posts reached a total of 10,826 users (349 per day)
- Total of 18,573 post impressions (588 per day)
- 36 Reviews

Twitter:

- Increase in followers from 949 to 987
- 27.7k impressions this month
- Profile visits: 678
- Reach was 108,044 this month (KWHS tweets showed up on our follower's Twitter feeds from them "retweeting" or "liking" KWHS posts, so each of their followers had the ability to read KWHS Tweets)

Instagram:

- More than 16,500 impressions this month
- New followers gained each day with total of 1,566 followers up from 1,512 last month

YouTube:

- Accounted for the most audience growth, with 61 new friends added
- Uploaded January video:
 - [AER Photography & Art Gallery](#)



TripAdvisor:

- 542 Reviews
- #14 of 181 things to do in Key West
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

Foursquare:

- Visitors "check in" to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our page feed

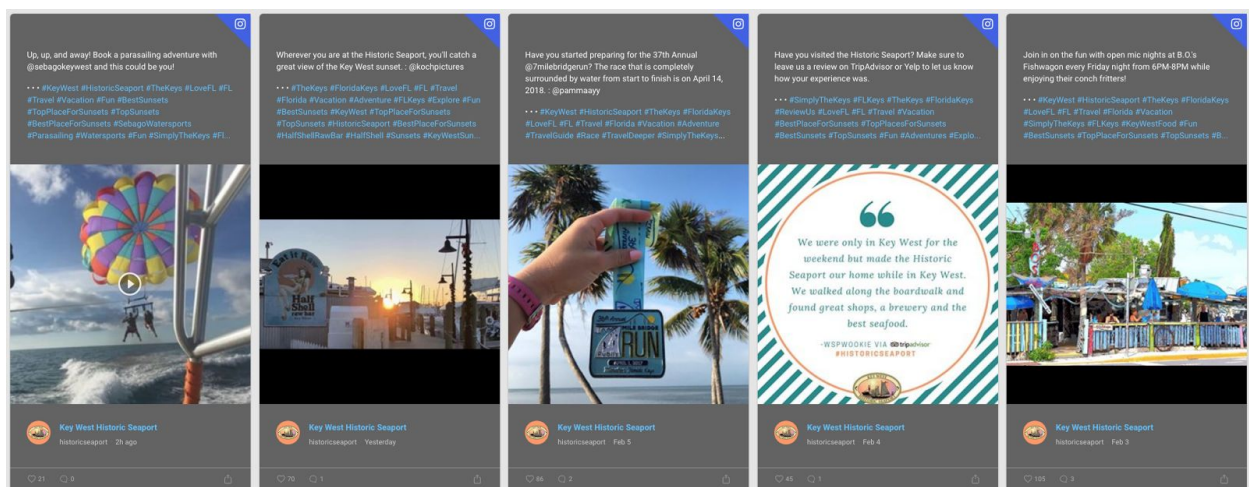


What are people saying?

FOURSQUARE

"Enjoyed dining with a peaceful waterfront view every night"

"It's worth stopping here to enjoy the views, shops and places to eat"



WEBSITE

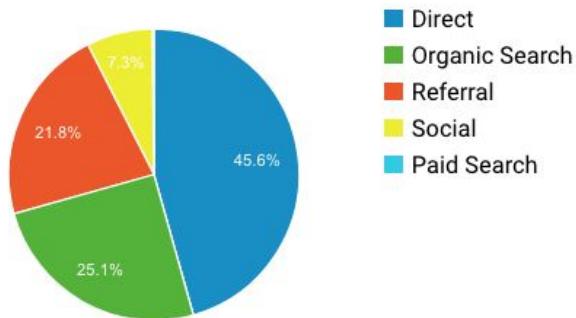
- Homepage images updated for the New Year
- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Seasonal Content
- Regular content writing services
 - January blog posted: [Website Link>>](#)

Audience Overview:



Acquisition Overview:

Top Channels



Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	4,798	81.70%	3,920
1 ■ Direct	2,189	<div><div></div></div>	
2 ■ Organic Search	1,202	<div><div></div></div>	
3 ■ Referral	1,046	<div><div></div></div>	
4 ■ Social	352	<div><div></div></div>	
5 ■ Paid Search	9	<div><div></div></div>	

Top 10 Referral Sources:

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	1,046 % of Total: 21.80% (4,798)	89.77% Avg for View: 81.70% (9.88%)	939 % of Total: 23.95% (3,920)
1. googleads.g.doubleclick.net	392 (37.48%)	90.82%	356 (37.91%)
2. tpc.google syndication.com	323 (30.88%)	92.88%	300 (31.95%)
3. konknet.com	80 (7.65%)	91.25%	73 (7.77%)
4. travelandleisure.com	56 (5.35%)	96.43%	54 (5.75%)
5. conchrepublicseafood.com	40 (3.82%)	82.50%	33 (3.51%)
6. fla-keys.com	37 (3.54%)	81.08%	30 (3.19%)
7. keywest.com	20 (1.91%)	95.00%	19 (2.02%)
8. accounts.google.com	19 (1.82%)	0.00%	0 (0.00%)
9. uptime-as.net	12 (1.15%)	100.00%	12 (1.28%)
10. uptime-us.net	9 (0.86%)	100.00%	9 (0.96%)

Search Terms:

Keyword ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	1,202 % of Total: 25.05% (4,798)	76.37% Avg for View: 81.70% (-6.52%)	918 % of Total: 23.42% (3,920)
1. (not provided)	1,188 (98.84%)	76.09%	904 (98.47%)
2. historic seaport key west	2 (0.17%)	100.00%	2 (0.22%)
3. key west recovery update	2 (0.17%)	100.00%	2 (0.22%)
4. 38th annual fantasy fest	1 (0.08%)	100.00%	1 (0.11%)
5. captain corners dive center	1 (0.08%)	100.00%	1 (0.11%)
6. fantasy fest key west	1 (0.08%)	100.00%	1 (0.11%)
7. historic seaport of key wedt	1 (0.08%)	100.00%	1 (0.11%)
8. key west cars	1 (0.08%)	100.00%	1 (0.11%)
9. key west historic seaport	1 (0.08%)	100.00%	1 (0.11%)
10. key west hurricane recovery update	1 (0.08%)	100.00%	1 (0.11%)