

August 3, 2018

MEMORANDUM

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

FROM: Dana Pollitt


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

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- **July Email Blast 1** - Sent to tenants on Insider's Tour Involvement Opportunities.



#HistoricSeaport

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

KEY WEST HISTORIC SEAPORT
40 YEARS OF EXCELLENCE
tripadvisor

"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.

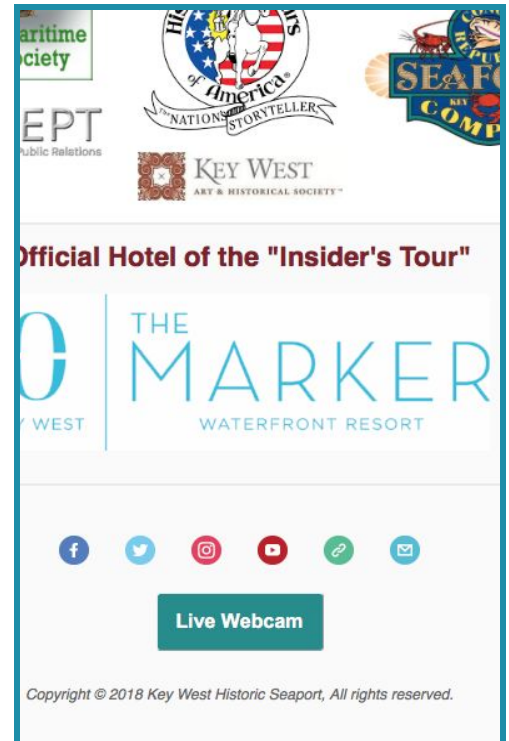


Available opportunities include:
- Lunch or Dinner Sponsor
- Outdoor or Water Activity Sponsor
- Shopping Stop
- General Sponsor
- Provide your business flyers, coupons & promotional items for event gift bags

If you have other ideas about how your KWHS business can be involved, please contact Ali Gold at ali@adept.co or call directly at 954-769-1533.

Thank You to Our Current Event Underwriters

FLORIDA TRUST FOR HISTORIC PRESERVATION
PILAR
SEAL OF THE CITY OF KEY WEST, FLORIDA
KEY WEST HISTORIC SEAPORT
DRY TORTUGAS NATIONAL PARK
YANKEE FREEDOM III
Schooner Spirit of Independence
Mel Fisher Maritime Heritage Society
ADEPT Strategy & Public Relations
KEY WEST ART & HISTORICAL SOCIETY™



maritime society
EPT Public Relations
KEY WEST ART & HISTORICAL SOCIETY™

Official Hotel of the "Insider's Tour"

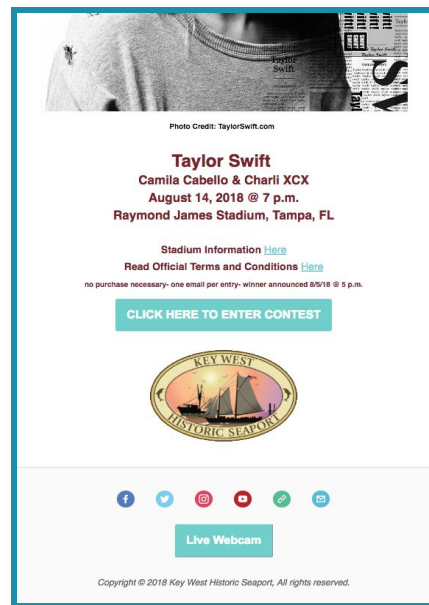
THE MARKER
WATERFRONT RESORT

Facebook Twitter Instagram YouTube LinkedIn Email

Live Webcam

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- **July Email Blast 2** - Sent new summer contests from the KWHS to all subscribers
 - As part of the KWHS advertising media buy with USA Today Go Escape Florida and the Caribbean Magazine, the KWHS is kicking off part one of a three part concert series where winners for each concert will win two tickets.
 - The summer concert features 10-time Grammy Award winner, Taylor Swift.



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

The Key west Historic Seaport made it to the front page of the Key West citizen.

- Article about the Key West Bight Board honored for recent FL Trust award win



An article about Reef Relief's Coral Camp was written in the Key West Citizen.

- Article was posted on Twitter and Reef Relief was tagged
- "Cheers: to Reef Relief's annual Coral Camp for children. Each of the weeklong sessions includes educational and fun activities to teach children about the environment."
- [Link to article here.](#)



B.O.'s Fish Wagon, Cuban Coffee Queen and Schooner Appledore were all mentioned in an article on the blog, [Sugar & Cloth.](#)

- Article was posted on all social media and tenants mentioned were tagged

SUGAR & CLOTH



Conch Republic Seafood Company and Cuban Coffee Queen were mentioned in the award-winning global lifestyle blog, [Verbal Gold Blog](#).

- Article was posted on all social media and tenants mentioned were tagged
- Creator of the blog, Ashley, responded to this post on Twitter
 - "Such a fun trip!!! Thanks for sharing! :)"

VERBAL
gold ✈️



Yankee Freedom III was mentioned in the [Travel? Yes Please](#) blog.

- Article was posted on social media and Yankee Freedom was tagged

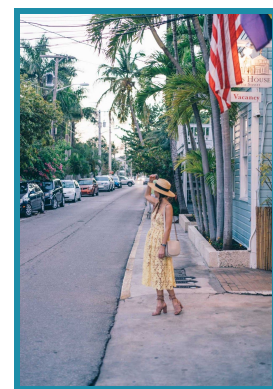


Hindu Charters and Cuban Coffee Queen were mentioned in [Jess Ann Kirby](#), a travel, fashion and lifestyle blog.

- Article was posted on social media and tenants mentioned were tagged

JESS ANN KIRBY

LIFE, STYLE, & TRAVEL

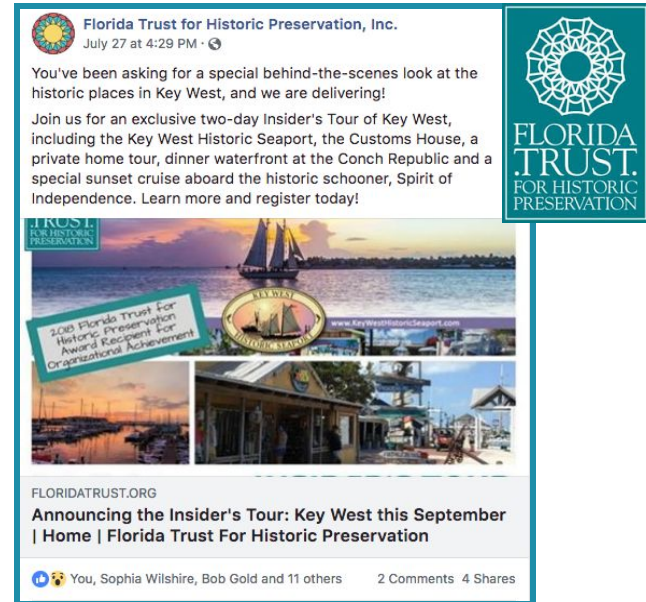


We are researching and contacting travel bloggers to write articles about their visits to Key West and the Historic Seaport. These bloggers are seeing our posts and have even responded to us to show appreciation for sharing their work. This engagement keeps Key West in their minds and hopefully gives them some inspiration to write more about the tenants at Historic Seaport.

Florida Trust for Historic Preservation

City of Key West & Key West Historic Seaport's Florida Trust Insider's Tour

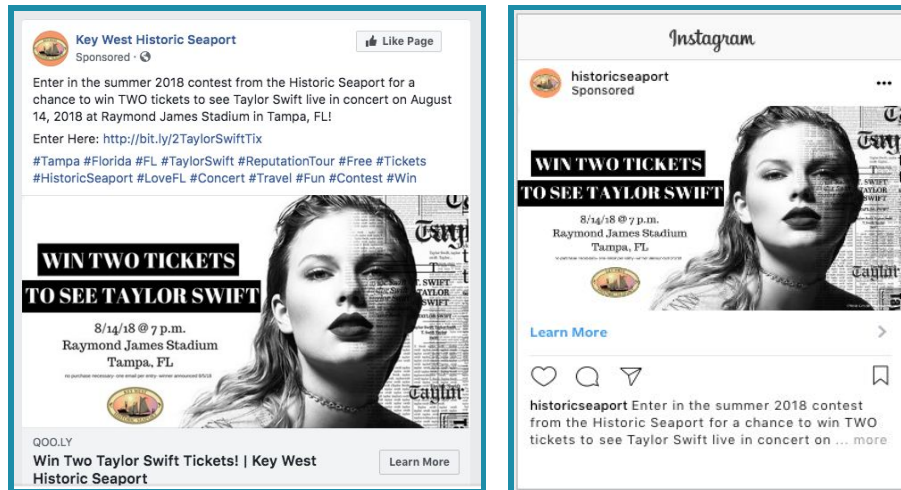
- ADEPT is coordinating with the Florida Trust and planning the September, 2018 "Insider's Tour" event around the historic buildings in Key West being hosted at the Key West Historic Seaport
- Created official invitation for Insider's Tour
 - Will be sent out to the Florida Trust 1,600+ members
 - [View current event agenda here](#)
- Florida Trust began promoting event on social media and on their website
- Working on official event press release to blast out
- Topic for the August blog is the Insider's Tour



PROMOTION / SUMMER CONTEST

KWHS summer 2018 contest has begun and will run until 8/5/2018.

- Winner will receive two tickets to the Taylor Swift concert in Tampa, FL on 8/15/18
- In order to successfully enter the contest, an email address must be provided (this will help build to our current email list)
- [View contest page here](#)
- Boosted contest post on Facebook & Instagram to increase views, clicks and participation
- Tampa, FL was selected due to engagement numbers shown on website analytics
- The **contest has reached 13,642 people** since being posted on Facebook July 20th



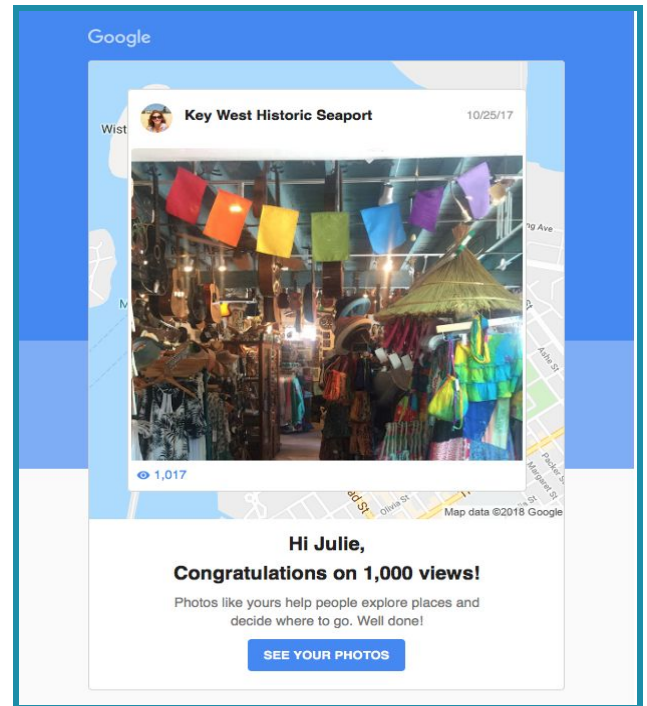
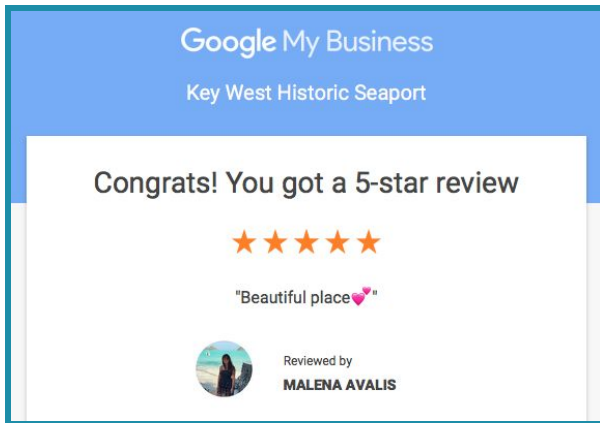
ADVERTISING

Submitted final proof for KWHS ad in USA Today publication



SOCIAL MEDIA

(Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp) Daily social media content creation and posting (Reviews, Live Music, Tenant Info., Updates, Specials, Events, Contests). Below find the monthly updates for each of the KWHS Social Media outlets. See Social Media and Website report for July, 2018, for in-depth, detailed reporting of each.



Facebook:

- Increase page likes from 1,805 to 1,966
- Increase total check-ins from 2,779 to 2,870
- Page Impressions: 70,000
- Total of 37,873 post impressions (1,184 per day)

Instagram:

- New followers gained throughout the month with total of 1,721 followers up from 1,683 last month
- Posting weekly Instagram stories (event reminders, Key West weather, etc.)

Twitter:

- Increase in followers from 1,157 to 1,191
- 25,200 impressions this month (number of times KWHS tweets was displayed)
- Monthly reach was 125,744 (total number of people who saw KWHS tweets)
- Top tweet of July earned 1,242 impressions, retweets and likes

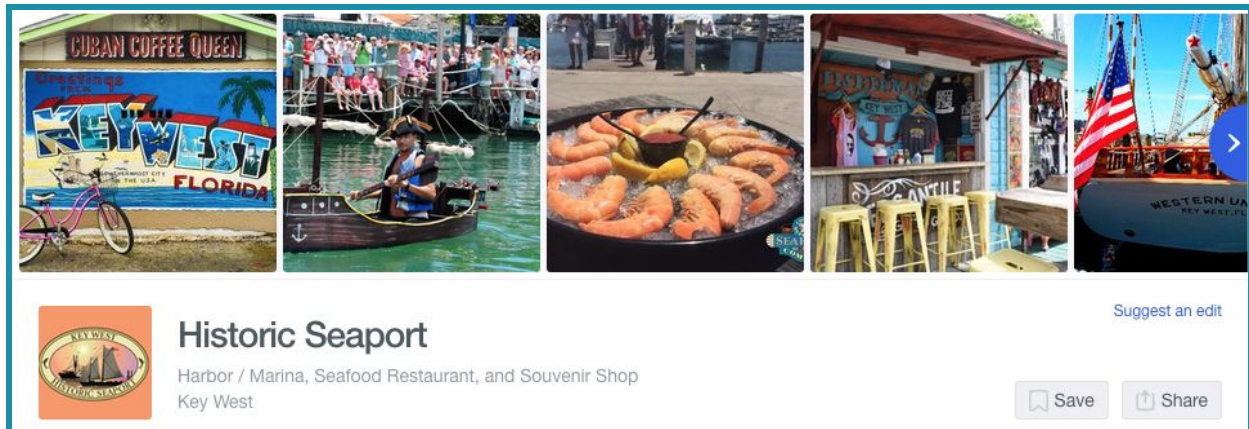


YouTube:

- Uploaded July video:
 - [Fisherman's Cafe](#)
 - Posted on social media and Fisherman's Cafe page on website

Foursquare:

- Continuing to add more pictures to profile



TripAdvisor:

- 584 Reviews
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

LIVE WEBCAM

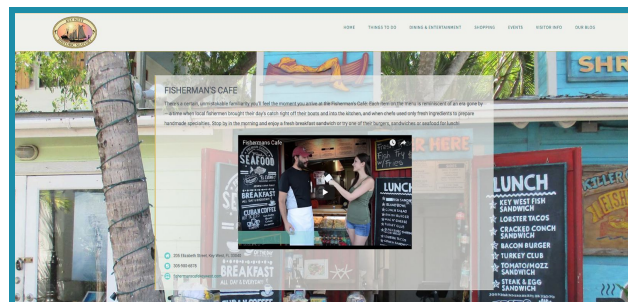
Proposal delivered to City to add one additional live webcam at the Historic Seaport.
Pending Purchase Order.

Existing Live Webcam. Watch live: <https://www.youtube.com/watch?v=nVPDGSea2ZO>

- Increased total “thumbs up” from 393 to 446

WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Adding YouTube videos of tenants to their page on the website for more video views
- Seasonal Content
- Regular content writing services
 - [July blog posted: Red, White & Cruise!](#)



Audience Overview:



Acquisition Overview:

	Users	New Users	Sessions
	2,482	2,439	2,794
1 Organic Search	1,311		
2 Social	766		
3 Direct	292		
4 Referral	125		
5 (Other)	2		

Top 10 Referral Sources:

1.	conchrepublicseafood.com
2.	verhaal.ng
3.	we-ping-for-youal.info
4.	afterhourskeywest.com
5.	dangtravelers.com
6.	konknet.com
7.	marriott.com
8.	duckduckgo.com
9.	hiltongardeninn3.hilton.com
10.	start.att.net

Search Terms:

Page
1. /taylorswifttickets-2/
2. /
3. /things-to-do/
4. /event/37th-annual-7-mile-bridge-run/
5. /things-to-do/food/
6. /taylor-swift-tickets-terms-and-conditions/
7. /things-to-do/shopping/
8. /general-information/
9. /shopping/yours-mayan/
10. /shopping/macs-sea-garden/