

**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**

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**[www.adept.co](http://www.adept.co)**



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Strategy & Public Relations

# Quarterly Marketing Update

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



**#HistoricSeaport**

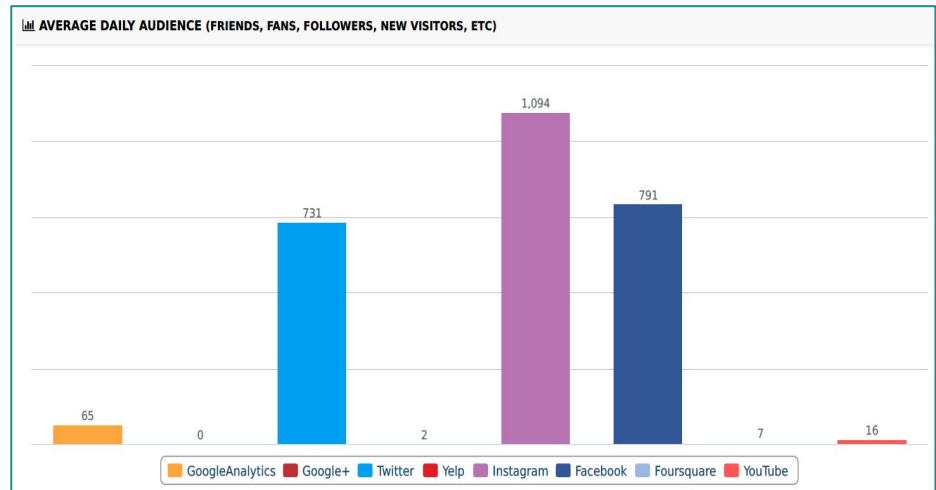
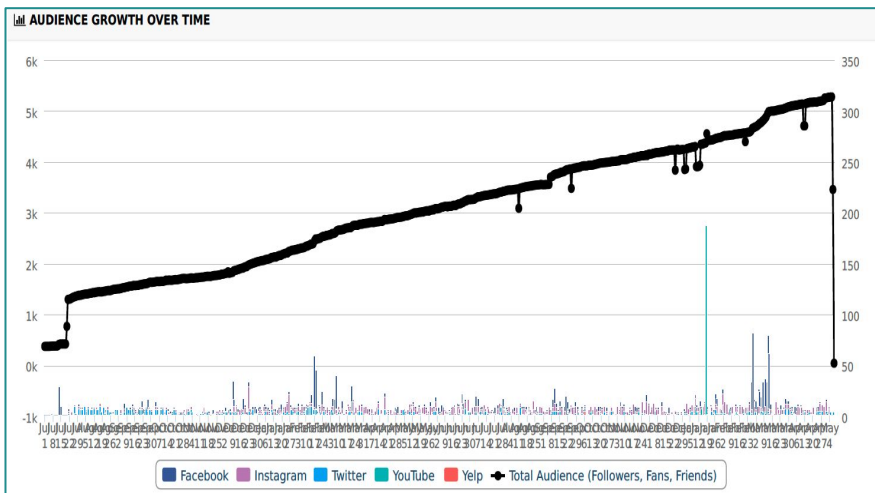


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# Quarterly Social Media

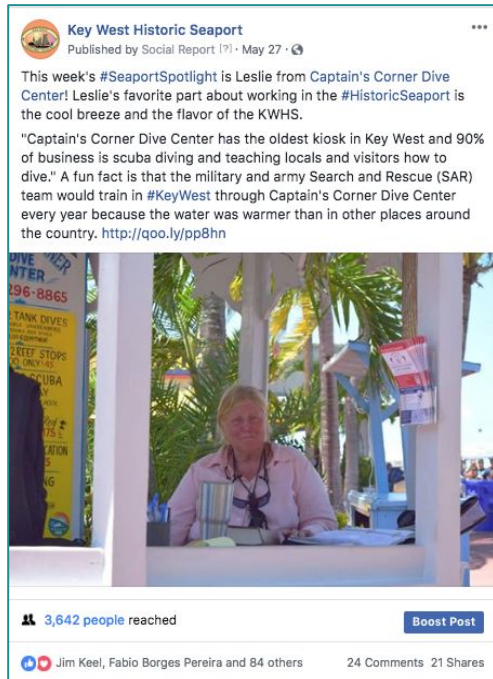
## Historic Overview

- ❑ 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

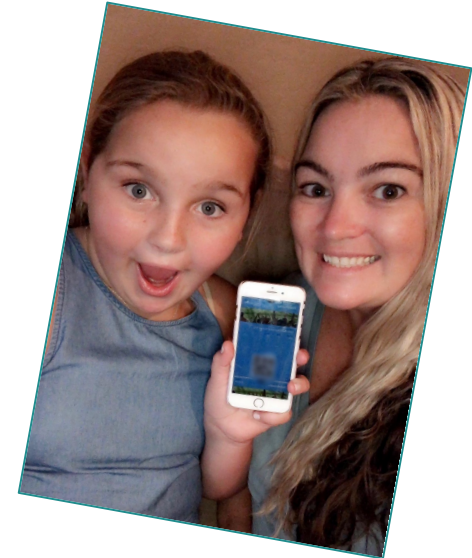
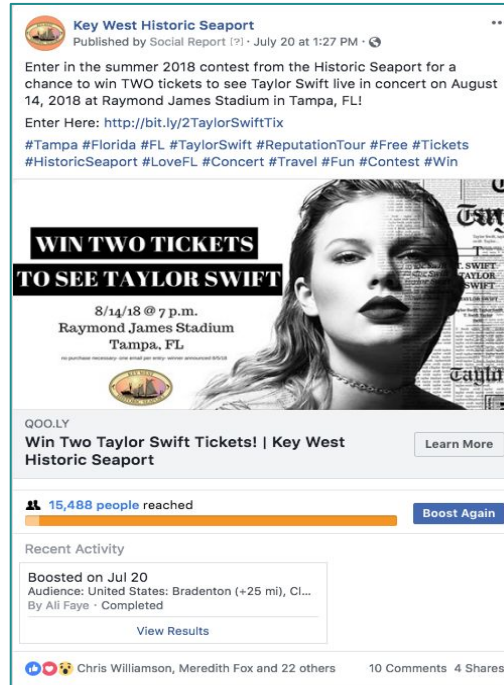


# Quarterly Social Media

## 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💕"



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# 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](http://keywesthistoricseaport.com/blog)

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

[View Latest Posts](#) ▶

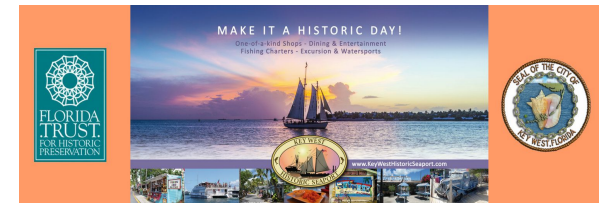
## Best Key West Blogs on the Planet



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!](#)



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# 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



Florida Trust for Historic Preservation, Inc.

July 27 at 4:29 PM · 🌐

You've been asking for a special behind-the-scenes look at the historic places in Key West, and we are delivering!

Join us for an exclusive two-day Insider's Tour of Key West, including the Key West Historic Seaport, the Customs House, a private home tour, dinner waterfront at the Conch Republic and a special sunset cruise aboard the historic schooner, Spirit of Independence. Learn more and register today!

FLORIDA TRUST FOR HISTORIC PRESERVATION



FLORIDATRUST.ORG

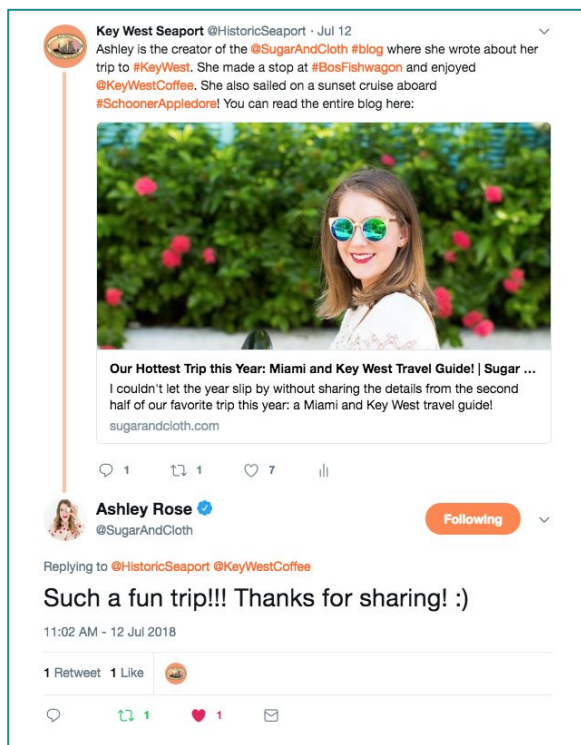
Announcing the Insider's Tour: Key West this September  
| Home | Florida Trust For Historic Preservation





# 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 ✈️



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# 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



#### 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



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.



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)

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"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.

With minimal materials and maximum inventiveness, they 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



The  
Florida Keys  
& Key West  
... come as you are<sup>®</sup>  
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL



**KEY WEST**  
**INTERNATIONAL AIRPORT**



# The Future

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



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# 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](http://www.keywestbightmarina.com) and link to [www.keywesthistoricseaport.com](http://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](http://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]



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