

September 7, 2018

## MEMORANDUM

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

FROM: Dana Pollitt

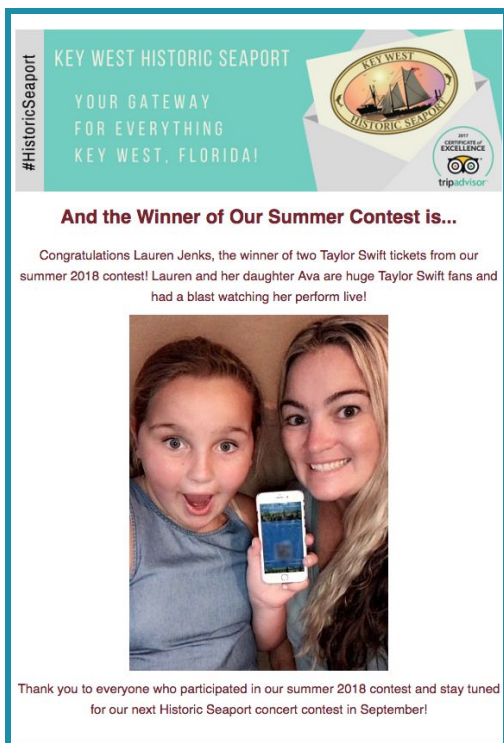
**SUBJECT: Key West Bight Management District Board August, 2018 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015**

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

## PUBLIC RELATIONS / MEDIA SNIPPETS

### Email Marketing Notifications


- August Email Blast**



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

**And the Winner of Our Summer Contest is...**

Congratulations Lauren Jenks, the winner of two Taylor Swift tickets from our summer 2018 contest! Lauren and her daughter Ava are huge Taylor Swift fans and had a blast watching her perform live!



Thank you to everyone who participated in our summer 2018 contest and stay tuned for our next Historic Seaport concert contest in September!



**The Seaport Scoop**

Our new blog is all about the upcoming [Florida Trust for Historic Preservation Insider's Tour](#) coming to Key West and the Historic Seaport September 27-29, 2018.

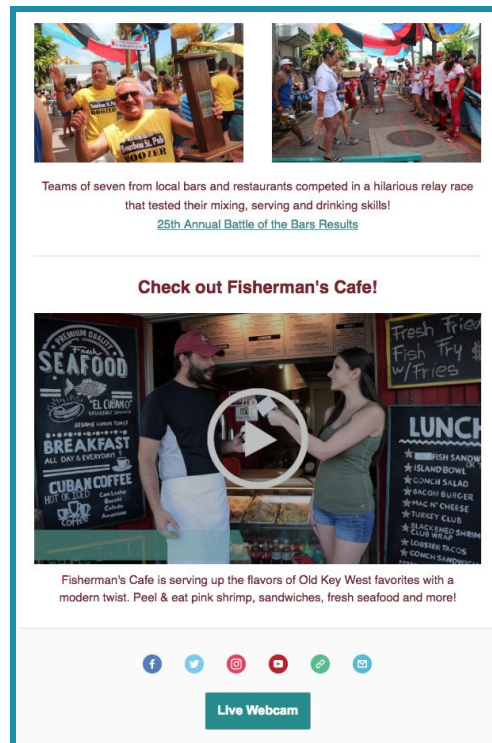
**MAKE IT A HISTORIC DAY!**  
One-of-a-kind Shops • Dining & Entertainment  
Fishing Charters • Excursion & Watersports

**2018 Florida Trust for Historic Preservation Award Recipient for Organizational Achievement**

**INSIDER'S TOUR**  
The City of Key West, Key West Historic Seaport & The Florida Trust For Historic Preservation Presents the 2018  
SEPTEMBER 27-29, 2018  
KEY WEST, FL


[Read the Florida Trust for Historic Preservation Insider's Tour Announcement](#)

**Battle of the Bars Highlights | Schooner Wharf Bar**  
Photo Credit: Key West Foto

Teams of seven from local bars and restaurants competed in a hilarious relay race that tested their mixing, serving and drinking skills!  
[25th Annual Battle of the Bars Results](#)

**Check out Fisherman's Cafe!**



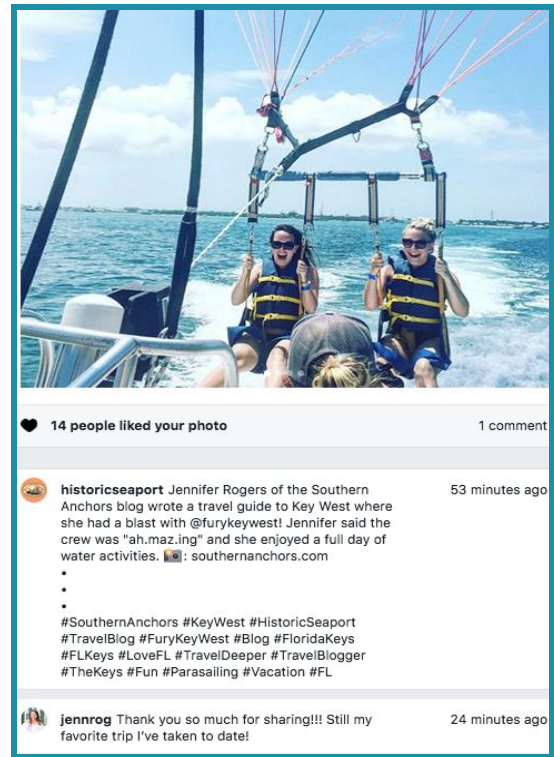
Fisherman's Cafe is serving up the flavors of Old Key West favorites with a modern twist. Peel & eat pink shrimp, sandwiches, fresh seafood and more!

[Live Webcam](#)

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

Jennifer Rogers with the Southern Anchors blog wrote a [Key West Travel Guide](#) and mentioned Fury Water Adventures.

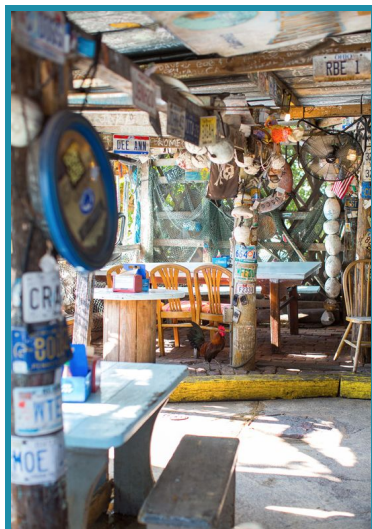
- Posted article on social media
- Tagged Fury in post
- Jennifer commented on the post on Instagram saying, "Thank you so much for sharing!!! Still my favorite trip I've taken to date!"
  - We responded to her comment



Brittni Mehlhoff of the Paper & Stitch blog wrote about her [trip to Key West](#).

- She took great pictures of Mac's Sea Garden and talked about B.O.'s Fish Wagon and Schooner Appledore
- Posted article and pictures on social media
- We saw a significant increase in "likes" on Instagram with this post

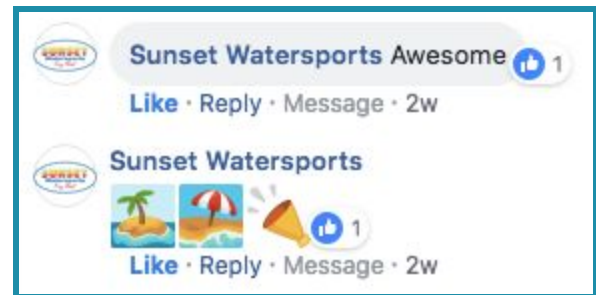
**Paper & Stitch**  
DIYs and Design for your modern life





Sunset Watersports was mentioned by travel blogger, Brenna in her [Key West Travel Guide](#) for their "Do-It-All" Excursion.

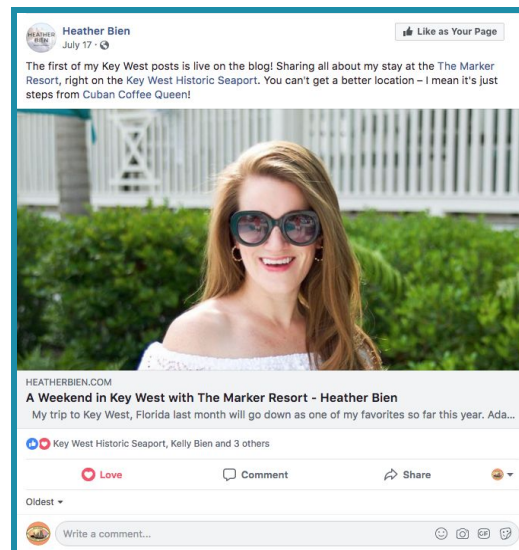
- Tagged Sunset Watersports
- Brenna replied to post on Instagram saying, "Thank you! Had such a fun time that day!"
  - We responded to her reply
- Sunset Watersports saw the post on Facebook and commented "Awesome" followed by fun emojis
- This shows that tenants we seeing the advertising we are doing for them and are appreciating it.



## CHIC STREET STYLE *By Brenna*

Heather Bien wrote a [Weekend Guide to Key West](#) on her blog.

- The Key West Historic Seaport was mentioned throughout her blog and included a link to our website
- She shared her blog on her own social media sites and tagged our social media account which makes it easier for her followers to find us online
- She also mentioned CCQ, Sebago Watersports and The Waterfront Brewery who we tagged in our post
- She retweeted our post to her own Twitter so all of her followers will see our post when they go to her page



## Florida Trust for Historic Preservation

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



- Insider's Tour: Key West is September 27-29, 2018
- Official press release finished and sent out to media
- We will be at this event taking pictures and videos
- Positive response from Florida Trust members

## PROMOTION / FALL CONTEST

KWHS fall 2018 contest will begin 9/1/2018 to 9/30/2019

- Winner will receive two tickets to see comedian and actor, Kevin Hart perform in Miami, FL on 10/13/18
- In order to successfully enter the contest, an email address and name must be provided (this will help build to our current email list)
- [View contest page here](#)
- Will boost contest post on Facebook & Instagram to increase participation
- Miami, FL was selected due to engagement numbers shown on website analytics

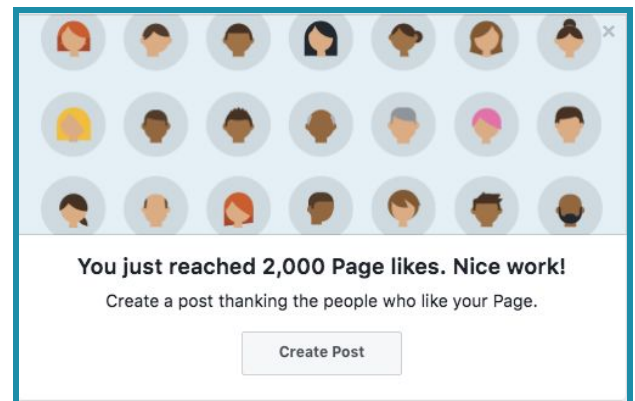


## SOCIAL MEDIA

(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 August, 2018, for in-depth, detailed reporting of each.

### Facebook:

- Officially reached more than 2,000 likes
- Increase page likes from 1,805 to 2,027
- Increase total check-ins from 2,870 to 2,960
- Page Impressions: 65.9k
- Total of 33,312 post impressions (1,075 per day)



### Instagram:

- New followers gained throughout the month with total of 1,768 followers up from 1,721 last month
- Posting weekly Instagram stories (event reminders, Key West weather, etc.)

### Twitter:

- Increase in followers from 1,191 to 1,247
- 22.1k impressions this month (number of times KWHS tweets were displayed)
- Monthly reach was 157,935 (total number of people who saw KWHS tweets)
- Top tweet of August earned 1,157 impressions, retweets and likes

### Foursquare:

- Continuing to add pictures to profile

### TripAdvisor:

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

## LIVE WEBCAM

Existing Live Webcam. Watch live: <https://www.youtube.com/watch?v=nVPDGSea2Z0>