

February 8, 2019

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: Key West Bight Management District Board January, 2019 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015

The following is a summary of ADEPT's January 2019 marketing activities for the Key West Historic Seaport:

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- January Email Newsletter/Blasts



From all of us at the Key West Historic Seaport, we bring you good tidings and a happy new year!

A quick glance at just a few of our historic achievements throughout 2018:

- Awarded Top 20 Key West Blog by Feedspot
- 12 blogs posted on the website. [Check out latest blog here.](#)
- Over 12 "Seaport Spotlight" interviews with tenants
- Awarded meritorious performance in Organizational Achievement from the [Florida Trust for Historic Preservation, Inc.](#)
- KWHS videos viewed nearly 30,000 times on [YouTube](#) including nearly 2,000 from our exciting drone footage during the "Lighting of the Harborwalk" holiday lights extravaganza
- KWHS website: 26,732 users - 31,686 sessions - 80,324 page views
- Largest Christmas and Holiday lights displays to date



UPCOMING EVENTS AT THE HISTORIC SEAPORT



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



Unique "Drops" Highlight Key West New Year's Eve

<https://miami.cbslocal.com/2019/01/01/unique-key-west-new-years-eve/>



Bight board grants Fury lease

<https://keysnews.com/article/story/bight-board-grants-fury-lease/>



Key West—A slice of the laid-back life

<http://amsterdamnews.com/news/2019/jan/03/key-west-slice-laid-back-life/>

LIVE WEBCAM

[New Dockmasters Webcam](#) Installed and live.

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 attached Social Media and Website report for December, 2018, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 2,204 up (↑) to 2,280
- Increase total check-ins to 3,542
- 2,324 people following
- 4.9 ★★'s out of 5

Twitter:

- Increase in followers to 1,366 from 1,337
- Tweet Impressions 17.5K up (↑) 9.9%

Instagram:

- New followers gained throughout the month with a new total of 1,916. January followers up (↑) from 1,862 followers in December

- Posting weekly Instagram stories (event & promotion reminders, Sunsets, Key West weather, etc.)

TripAdvisor:

- The KWHS has 625 reviews!
- #18 of 132 things to do in Key West
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

YouTube:

- YouTube Results
30,220 Total all time Historic Seaport YouTube Video Views

ADVERTISING

Currently airing daily Key TV - Destination Television Key West Historic Seaport television commercial and editorial piece. Sample of the January, 2019 Broadcast Ad Affidavit available upon request.

BROADCAST AD MANAGEMENT SYSTEM

Key TV

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

Affidavit of Service Rendered

01/01/19 - 01/31/19

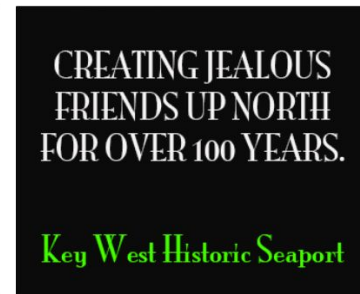
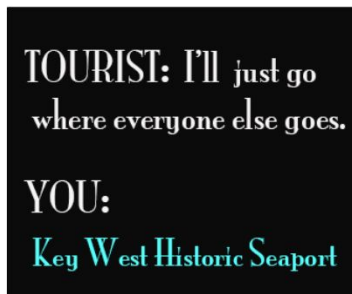
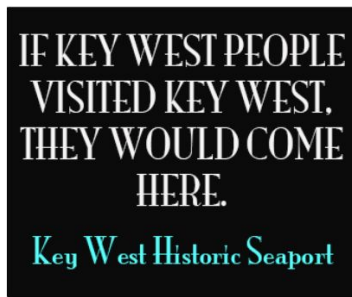
Key West Historic Seaport



Running Digital Advertising Campaign and Creative:

ISLAND-WIDE DISPLAY CAMPAIGN

Target: On-island tourists, including hotel guests.



WEBSITE

- Ongoing website maintenance and content creation (Tenant Info, Added & promoted holiday events/information, Blog)
- Adding new images to tenant pages and homepage
- Seasonal Content
- Regular content writing services
- January Blog: [A Guide to the Perfect Valentine's Day at the Historic Seaport](#)



A Guide to the Perfect Valentine's Day at the Historic Seaport

Planning a special Valentine's Day can be very stressful. Not knowing what restaurant to make reservations for, what movie to get tickets to go see or being clueless on what gift to purchase. The Historic Seaport has made it easy for you with a guide to the perfect Valentine's Day in Key West.

| | | |
|----------------|------------------|-------------|
| People Reached | Post Engagements | Link Clicks |
| 4,144 | 612 | 66 |



Key West Historic Seaport
Sponsored

Great Ideas for Valentine's Day!
<http://qoo.ly/v8q5a>

#KeyWest #HistoricSeaport #LoveFL #Travel #FLKeys #TheKeys
#BestSunsets #TravelBlog #Blog #WaterfrontDining #TravelGuides
#TuesdayThoughts #ValentinesDay



Google My Business

Key West Historic Seaport

Congrats! You got a 5-star review



Reviewed by
RICARDO LOPES

Congrats! You got a 5-star review



Reviewed by
CRISTIANA PANCADARES

Congrats! You got a 5-star review



"Wonderful food/drink options and great views. Quintessential Key West"



Reviewed by
JUSTIN WALKER

Google My Business

Key West Historic Seaport

19,792 PEOPLE FOUND YOU ON GOOGLE

Here are the top search queries used to find you:

key west
historic
seaport,
william street,
key west, fl

used by 123 people

key west
marinas

used by 107 people

key west
marina

used by 105 people

723

asked for directions

↑ 50% FROM OCTOBER 2018

142

visited your website

↑ 18% FROM OCTOBER 2018

Audience Overview:

Users

2,249



New Users

2,167

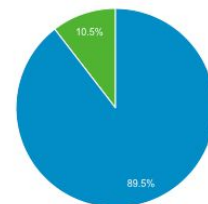


Sessions

2,546



■ New Visitor ■ Returning Visitor



Acquisition Overview:

| | Users | New Users | Sessions |
|------------------|-------|-----------|----------|
| | 2,249 | 2,167 | 2,546 |
| 1 Organic Search | 1,179 | | |
| 2 Direct | 497 | | |
| 3 Referral | 349 | | |
| 4 Social | 249 | | |

Top 10 Referral Sources:

| | |
|-----|--|
| 1. | conchrepublicseafood.com |
| 2. | googleads.g.doubleclick.net |
| 3. | keywest.com |
| 4. | tpc.googlesyndication.com |
| 5. | m.accuweather.com |
| 6. | fla-keys.com |
| 7. | dangtravelers.com |
| 8. | floridakeys.com |
| 9. | afterhourskeywest.com |
| 10. | marina.thenoigroup.com |

Search Terms:

| Page |
|---|
| 1. / |
| 2. /things-to-do/ |
| 3. /things-to-do/food/ |
| 4. /general-information/ |
| 5. /things-to-do/shopping/ |
| 6. /shopping/dragonfly-key-west/ |
| 7. /shopping/yours-mayan/ |
| 8. /shopping/macs-sea-garden/ |
| 9. /events/ |
| 10. /event/37th-annual-7-mile-bridge-run/ |

Audience Summary









Key West Historic Seaport

January 1, 2019 - January 30, 2019

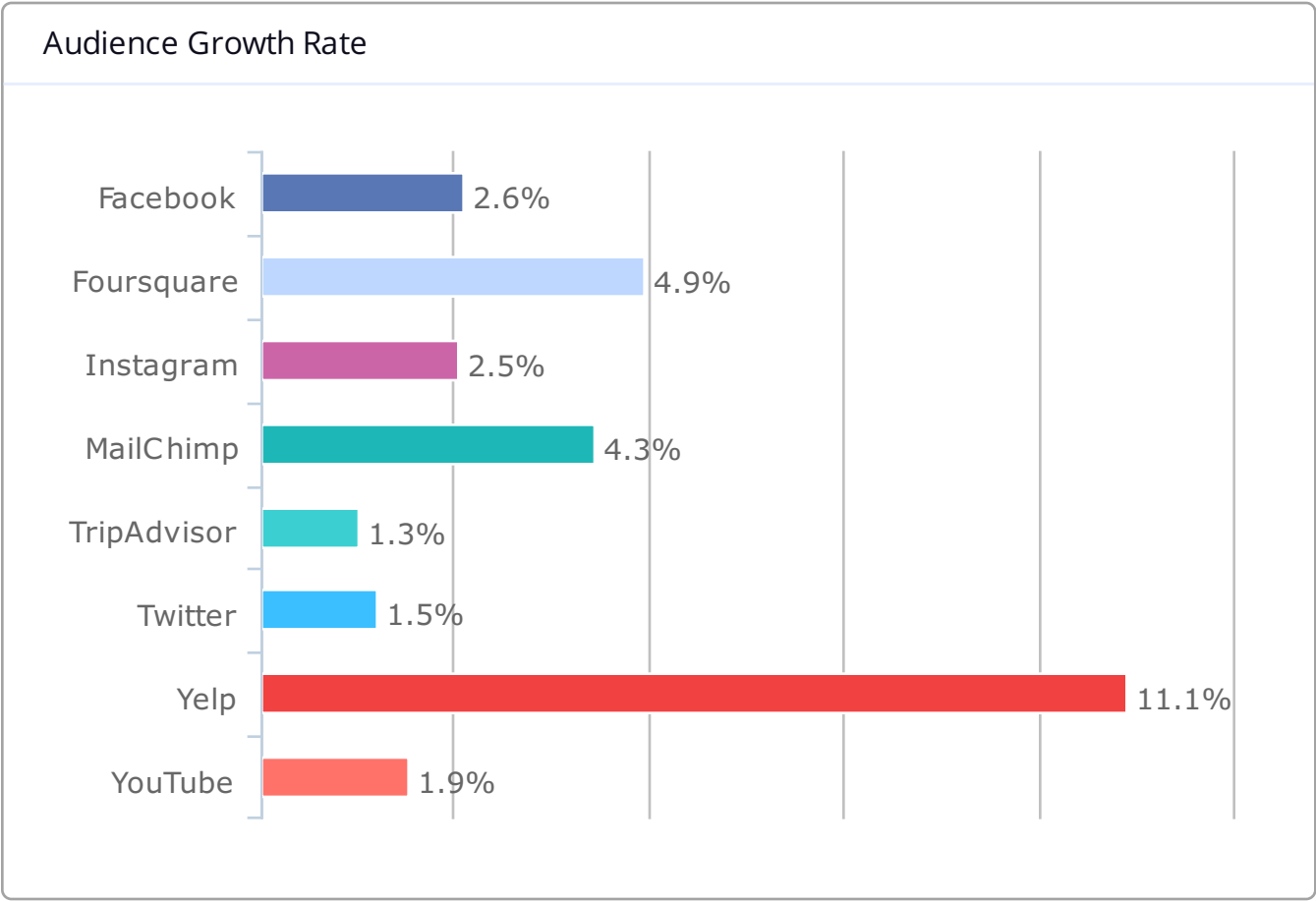
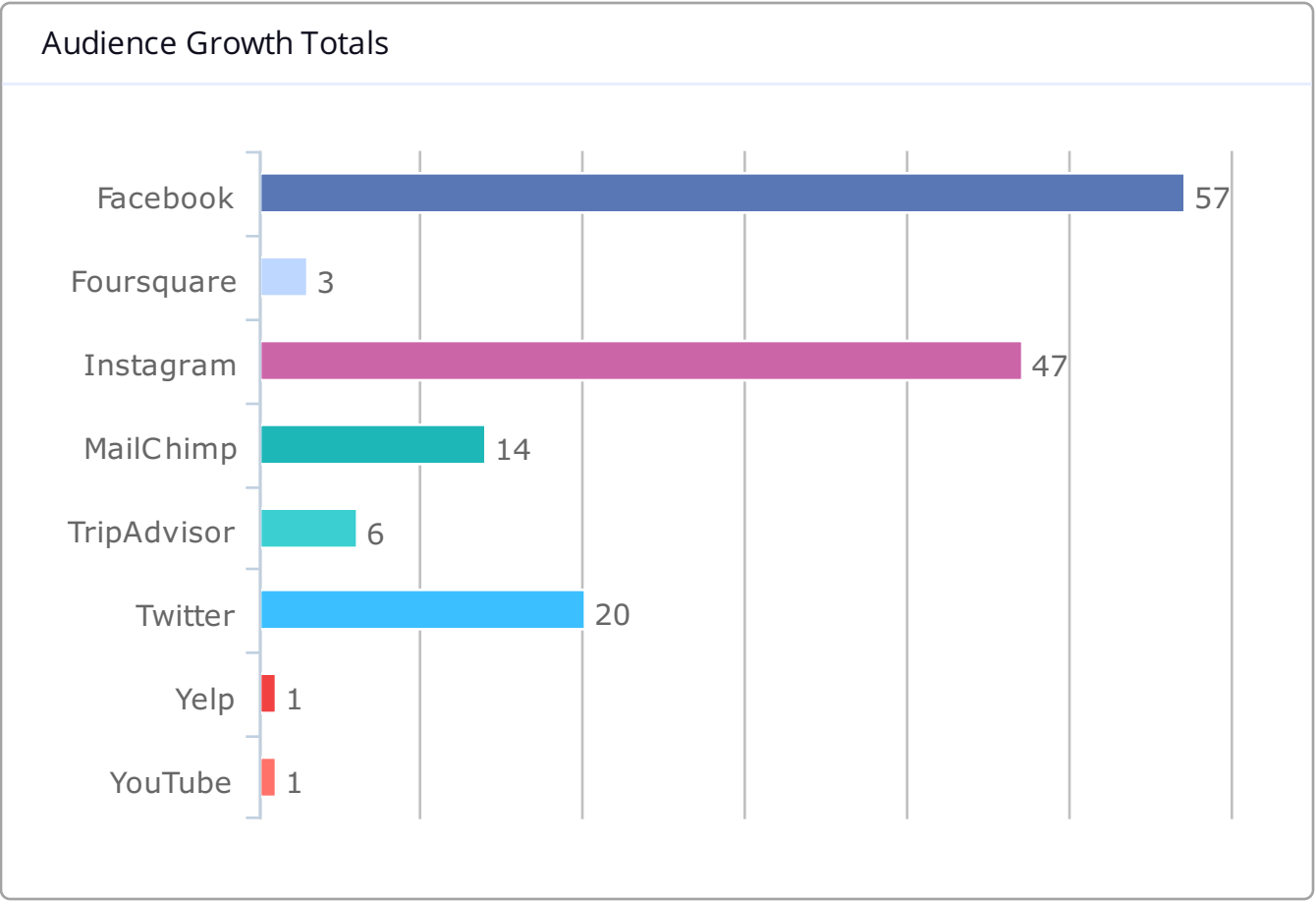
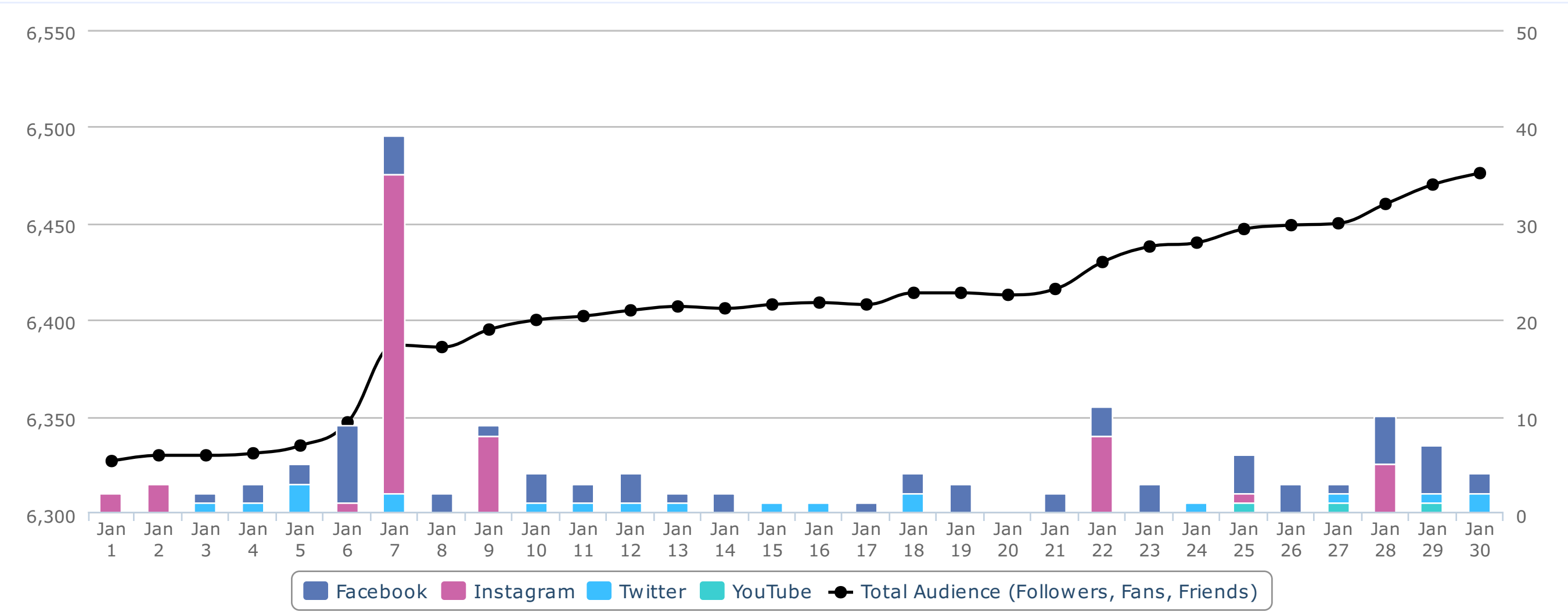
Cross Channel Report


Prepared by: ADEPT Strategy & Public Relations

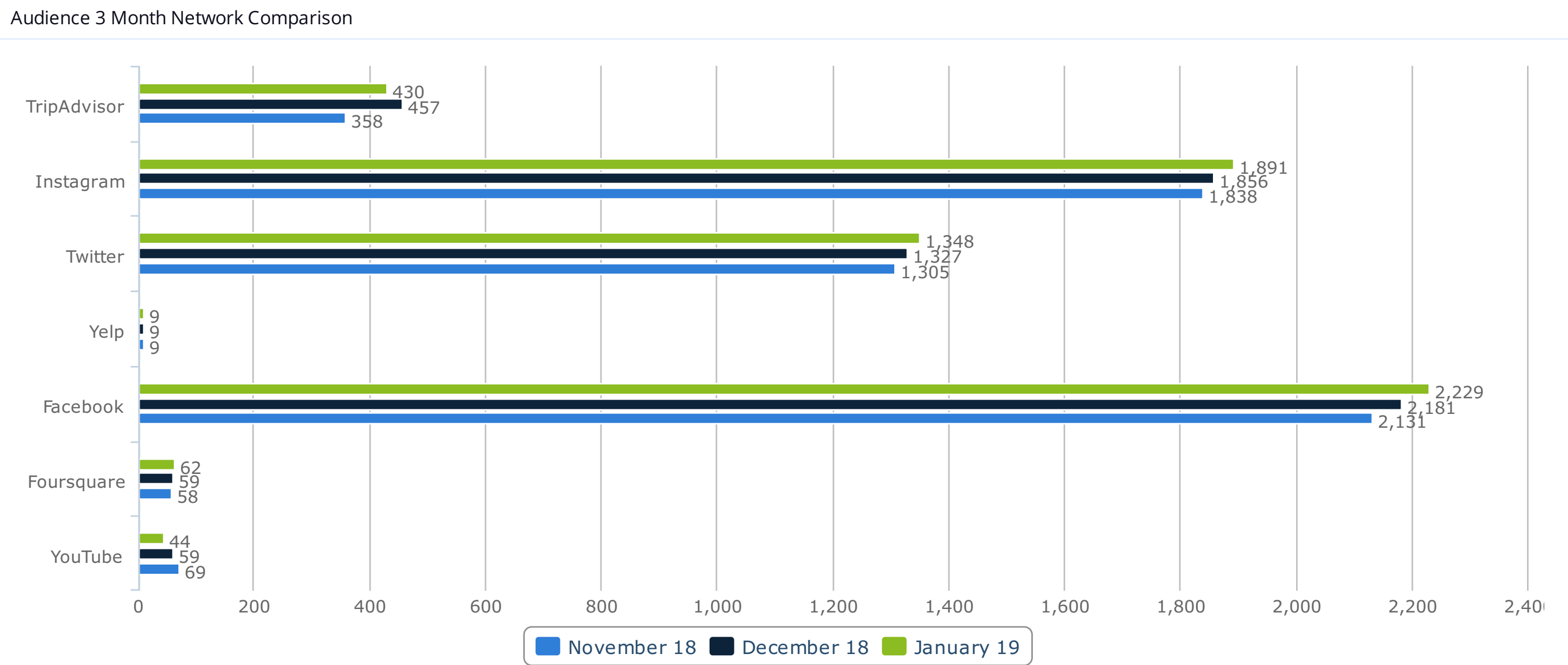
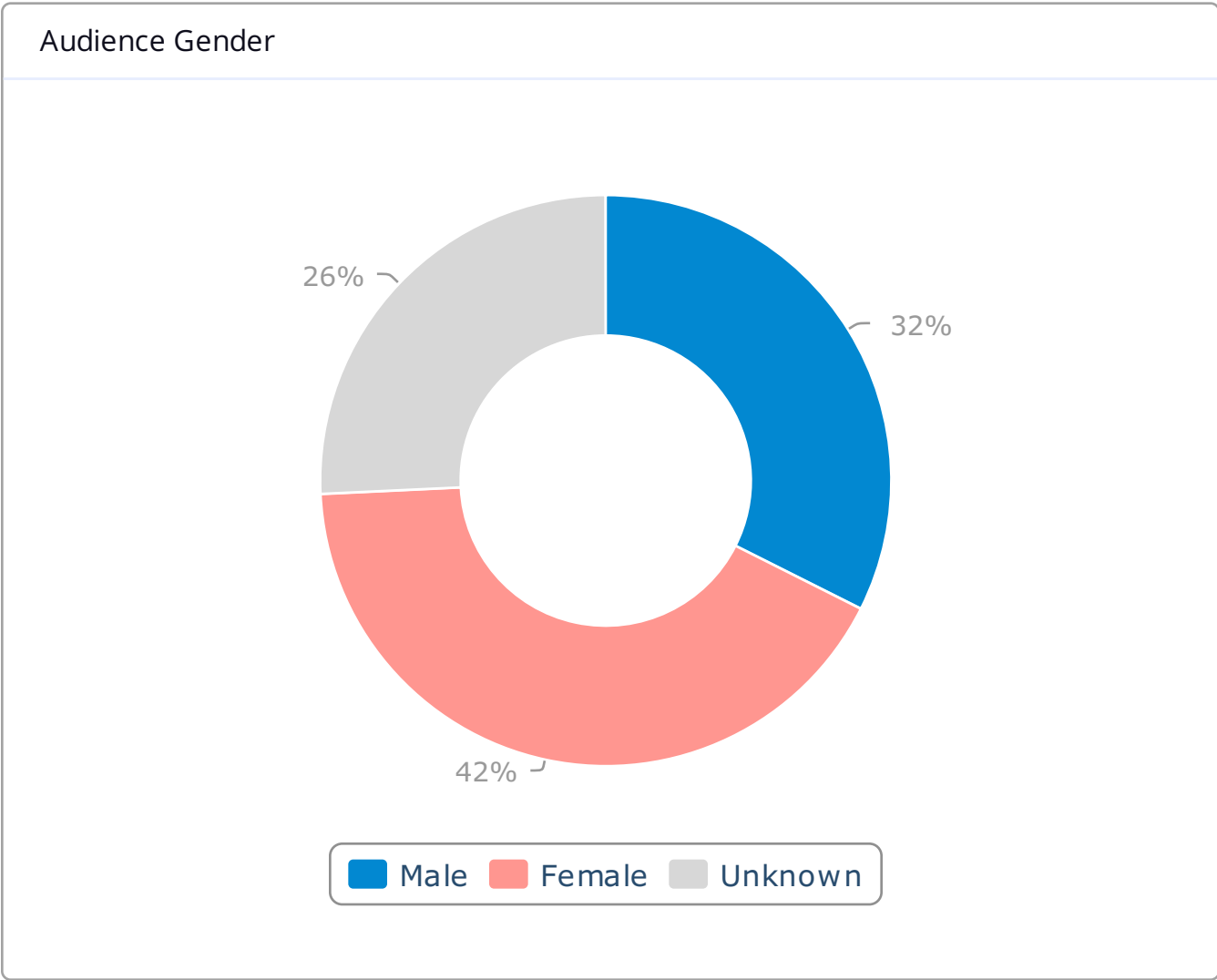
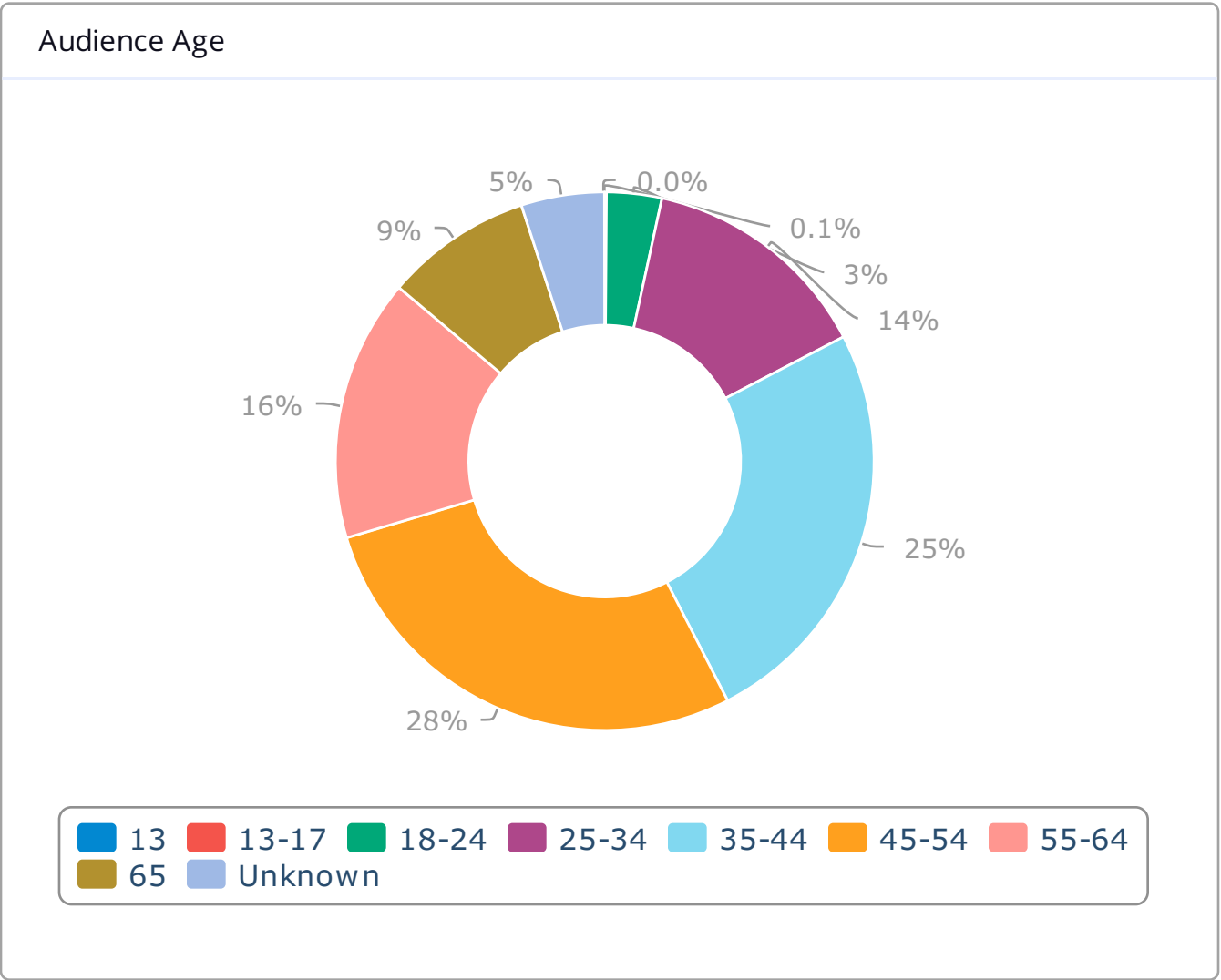
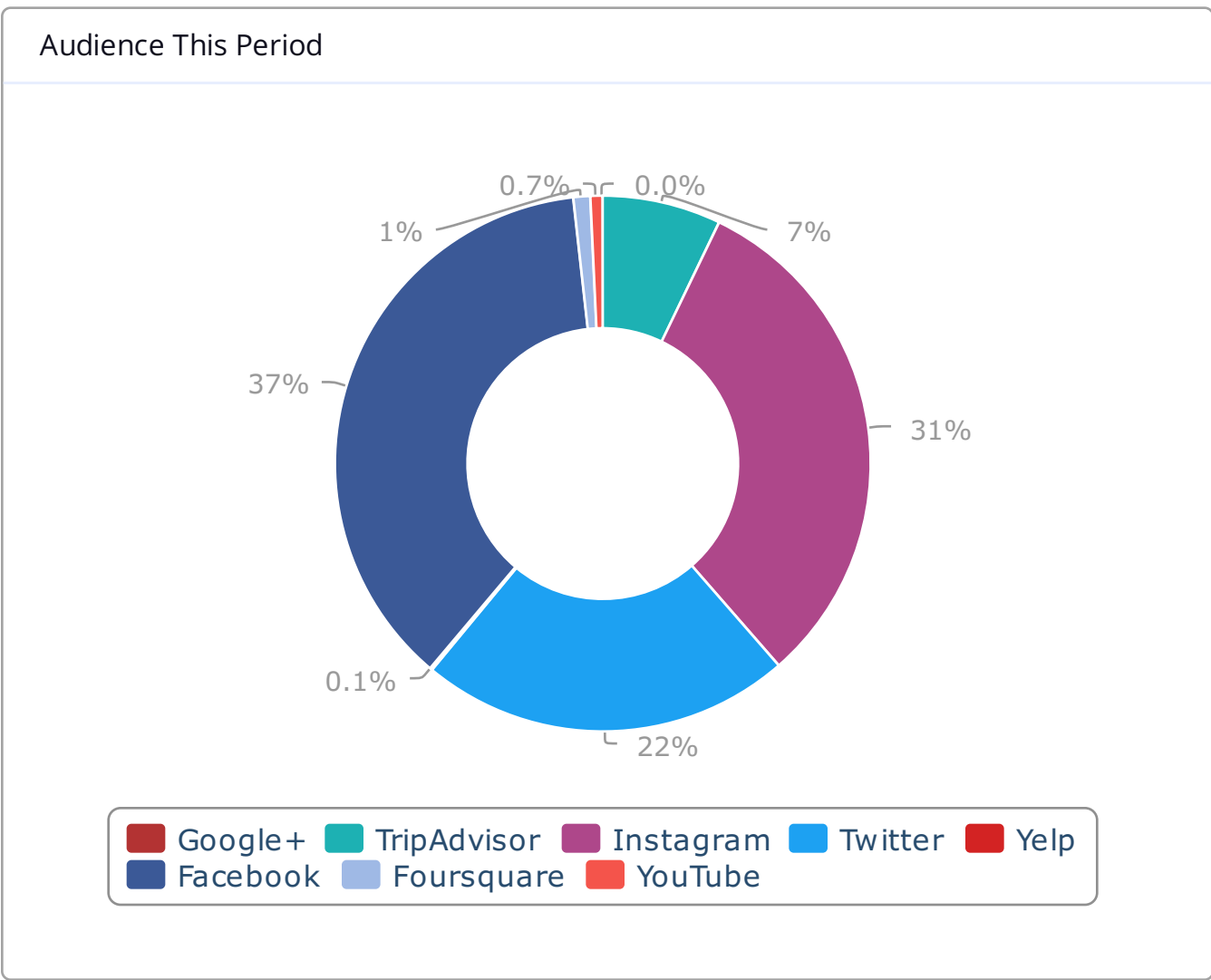
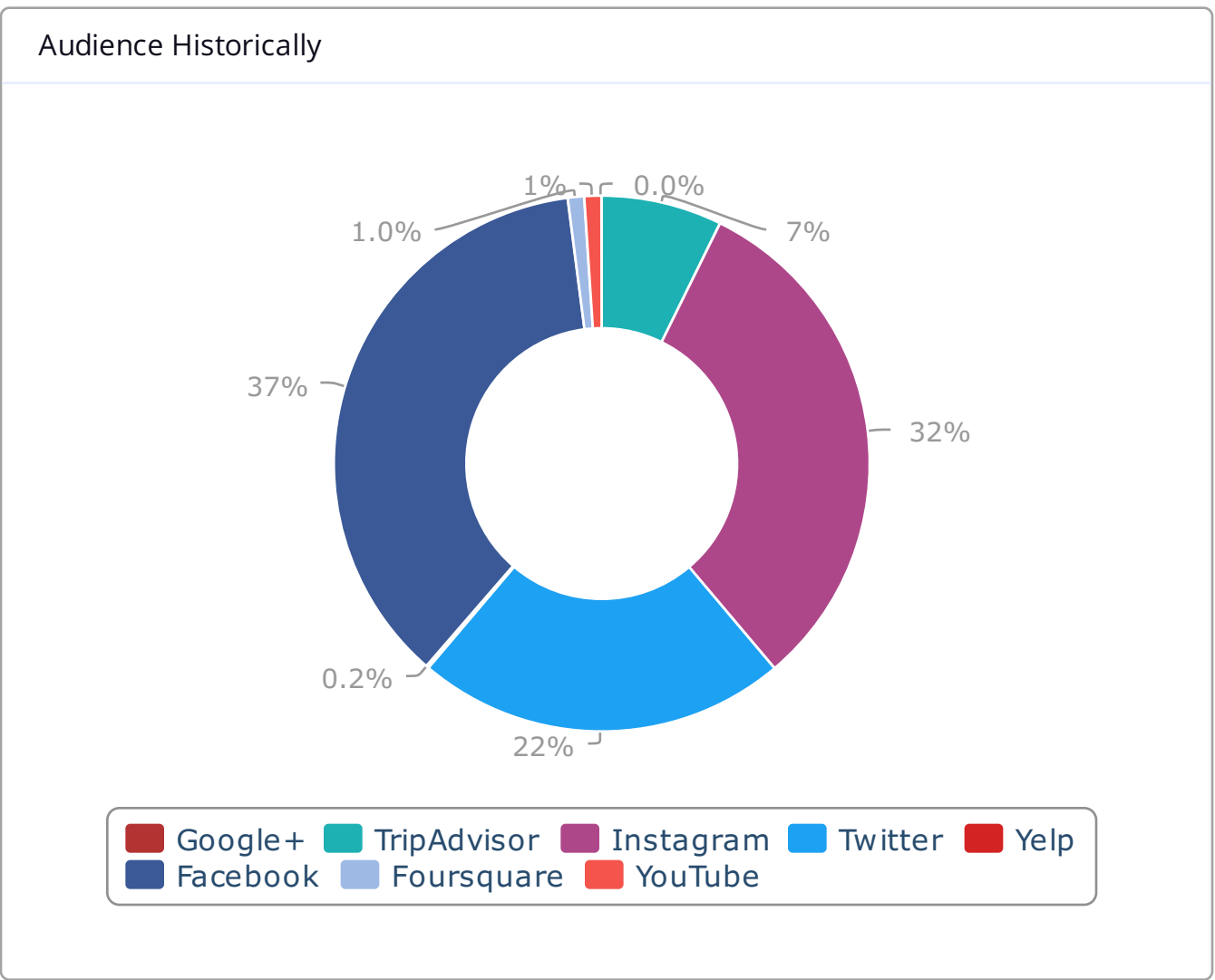
Audience Growth By Channel

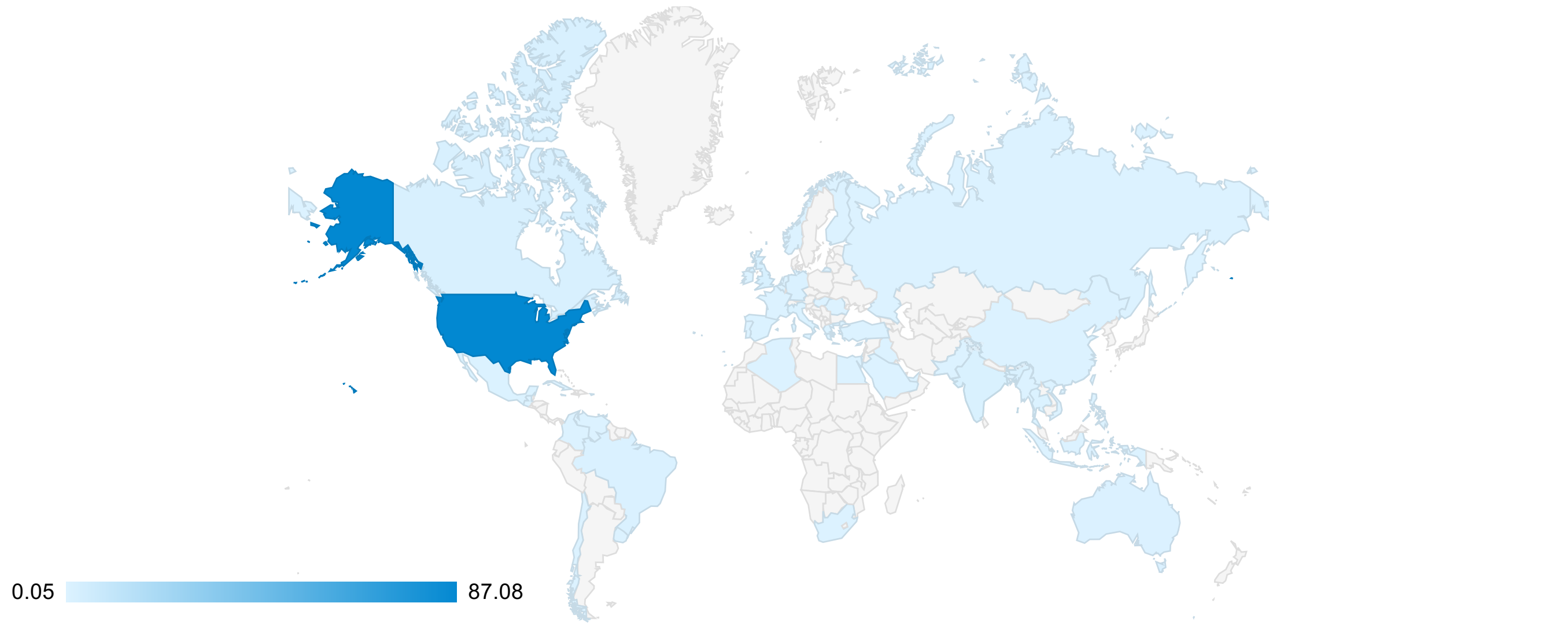
| Channel | Audience Growth (Net) | Growth Rate | Total Audience |
|---|-----------------------|-------------|----------------|
|  Facebook | 57 | 2.59% | 2,260 |
|  Foursquare | 3 | 4.92% | 64 |
|  Instagram | 47 | 2.53% | 1,907 |
|  MailChimp | 14 | 4.27% | 342 |
|  TripAdvisor | 6 | 1.26% | 482 |
|  Twitter | 20 | 1.49% | 1,358 |
|  Yelp | 1 | 11.11% | 10 |
|  YouTube | 1 | 1.89% | 54 |
| | 149 | 2.30% | 6,477 |

Audience Growth Over Time



 Facebook accounted for the most audience growth, with 57 new friends added. Yelp was your fastest-growing channel, with 11.11% reviewer growth.





| Country | Code | % |
|----------------------|------|-------|
| United States | US | 87.08 |
| United Kingdom | GB | 1.9 |
| Canada | CA | 1.66 |
| India | IN | 1.28 |
| Brazil | BR | 0.77 |
| Germany | DE | 0.72 |
| Australia | AU | 0.48 |
| Mexico | MX | 0.4 |
| Italy | IT | 0.29 |
| Thailand | TH | 0.29 |
| Spain | ES | 0.27 |
| United Arab Emirates | AE | 0.24 |
| Philippines | PH | 0.24 |
| France | FR | 0.24 |
| Puerto Rico | PR | 0.19 |
| Bangladesh | BD | 0.19 |
| Saudi Arabia | SA | 0.16 |
| Uruguay | UY | 0.13 |
| Ireland | IE | 0.13 |
| Portugal | PT | 0.13 |
| South Africa | ZA | 0.11 |
| Venezuela | VE | 0.11 |
| Taiwan | TW | 0.11 |
| Netherlands | NL | 0.11 |
| Iraq | IQ | 0.11 |