

March 6, 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 February, 2019 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015**

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

## PUBLIC RELATIONS / MEDIA SNIPPETS

### Email Marketing Notifications

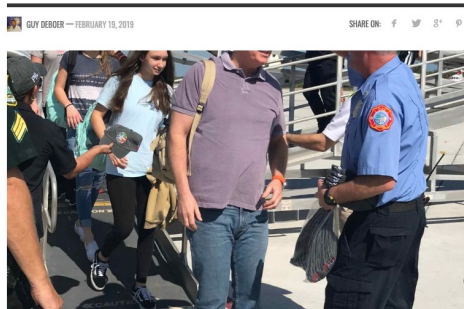
- **Media / Press Clippings Captured During the Month of February:**

- [Link to Article](#)
- Imagery featured Cuban Coffee Queen Mural and Mac's Sea Garden.
- The article was promoted on all social media outlets.



- [Link to Article](#)
- The article was promoted on all social media outlets.

### KEY WEST INTERNATIONAL AIRPORT WELCOMES NEW DIRECT FLIGHTS FROM CHICAGO AND PHILADELPHIA



## Miami Herald

FLORIDA KEYS  
Paying for parking in Key West? Do it with your phone starting this week

BY OWEN FLORES

FEBRUARY 27, 2019 10:00 AM, UPDATED FEBRUARY 27, 2019 10:23 PM



The famous Key West mural welcomes passersby to the Key West Historic Seaport on Tuesday, Feb. 26, 2019.

Starting Friday, paying for parking in Key West will get a lot easier.

A new smartphone app will end any racing back to the pay station — or the old-school meters still in place around the island — to plunk down some change or swipe a credit card.

Customers can download the "Way to Park" app, set up an account and start paying the \$4-an-hour the city charges.

The new pay system starts Friday, March 1, at four Key West lots: the Key West Historic Seaport, the fire station on Simonton Street, the parking garage on Grinnell Street and the Truman Waterfront Park.



## A solar-powered, electric charter boat breaks the mold in Key West

BY GWEN FILOSA

MARCH 01, 2019 04:54 PM, UPDATED MARCH 01, 2019 05:05 PM



- [Link to Article](#)
- The article mentions Honest Eco Tours, Historic Seaport and Captain Billy Litmer
- The article was promoted on all social media outlets.



Key West boat captain Billy Litmer sits at the helm of his solar-powered electric charter boat on a recent day in February 2019. [GWEN FILOSA FLKEYSNEWS.COM](#)

## GOOGLE MAPS STREET VIEW

Google 360 Photographers have completed the Historic Seaport walking tour. Google photographers will be shooting extra shots throughout the end of week 3/4, providing touch-ups and uploading for final publishing week of 3/11. ADEPT will send formal eNews blast to Bight Board and Tenants when fully published next week.

## 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 February 2019, for in-depth, detailed reporting of each.

### February / March Elton John Contest:

- KWHS Social Media followers have started to Enter to Win Two Tickets to see Elton John performing live on March 16th.
- Each entry is based off each individual "liking" Elton John media post, "sharing"/"retweeting"/"reposting" original media post, tagging three friends in the original post and having those same three people like our page.
- The contest will run on [Facebook](#), [Twitter](#) & [Instagram](#)

- Contest media was posted on Facebook, Twitter, Instagram, and the Website on February 22 and will run until March 8th when the winner is announced.
- Once the winner is announced we will advertise on Facebook, Twitter & Instagram.
- The congratulatory email blast will be sent.
- [Terms & Conditions](#) were posted.
- We have boosted this post to increase its reach to gain more participants.

#### Facebook:

- Increase page likes from 2,280 up ( ↑ ) to 2,342
- Increase total check-ins to 3,542
- 2,388 people following
- 4.9 ★★'s out of 5

#### Twitter:

- Increase in followers to 1,337 from 1,396
- Tweet Impressions 17.5K up ( ↑ ) 9.9%

#### Instagram:

- New followers gained throughout the month with a new total of 1,950. January followers up ( ↑ ) from 1,916 followers in January
- Posting weekly Instagram stories (event & promotion reminders, Sunsets, Key West weather, etc.)

#### TripAdvisor:

- The KWHS has 630 reviews!
- #18 of 132 things to do in Key West.
- Excellent Rating of 4.5 out of 5.
- Daily replies to reviews.

#### YouTube:

- YouTube Results  
**33,746** 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. A sample of the February 2019 Broadcast Ad Affidavit is shown below. The complete affidavit report is available upon request.

# BROADCAST AD MANAGEMENT SYSTEM

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

Affidavit of Service Rendered  
02/01/19 - 02/28/19

Key West Historic Seaport



Spot Name	Key West Historic Seaport, Past, Present, Fut rev1									Total
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	
Feb-01-Fri	0	1	1	0	0	1	0	0	1	4
Feb-02-Sat	0	1	1	1	0	1	0	0	1	5
Feb-03-Sun	0	1	1	0	0	1	0	0	0	3
Feb-04-Mon	0	1	1	0	0	1	0	0	1	4
Feb-05-Tue	0	1	1	0	0	1	0	0	1	4
Feb-06-Wed	0	1	1	0	0	1	0	0	0	3
Feb-07-Thu	0	1	0	0	0	1	0	0	1	3
Feb-08-Fri	0	1	2	1	0	1	0	0	0	5
Feb-09-Sat	0	1	1	0	0	1	0	0	1	4
Feb-10-Sun	0	1	1	0	0	1	0	0	1	4
Feb-11-Mon	0	1	2	0	0	1	0	0	1	5
Feb-12-Tue	0	1	2	1	0	0	0	0	1	5
Feb-13-Wed	0	1	1	0	0	1	0	0	1	4
Feb-14-Thu	0	1	1	0	0	1	0	0	0	3
Feb-15-Fri	0	1	2	0	0	1	0	0	0	4
Feb-16-Sat	0	1	1	0	0	0	0	0	1	3
Feb-17-Sun	0	1	1	1	0	1	0	0	1	5
Feb-18-Mon	0	1	2	0	0	0	0	0	0	3
Feb-19-Tue	0	1	1	0	0	0	0	0	1	3
Feb-20-Wed	0	1	1	0	0	1	0	0	1	4
Feb-21-Thu	0	1	1	0	0	0	0	0	1	3
Feb-22-Fri	0	1	1	1	0	0	0	0	1	4
Feb-23-Sat	1	0	1	0	0	1	0	0	0	3
Feb-24-Sun	0	1	1	0	0	2	0	0	0	4
Feb-25-Mon	0	1	1	0	0	1	0	0	1	4
Feb-26-Tue	0	1	2	0	0	1	0	0	1	5
Feb-27-Wed	0	1	1	1	0	1	0	0	0	4
Feb-28-Thu	0	1	1	0	0	1	0	0	1	4
	1	27	33	6	0	23	0	0	19	109

Spot Name	OOH Key West Historic Seaport 2017									Total
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	

## Running Digital Advertising Campaign and Creative:

### ISLAND-WIDE DISPLAY CAMPAIGN

Target: On-island tourists, including hotel guests.

Impressions: 329,851

Clicks: 848

Avg. CPM: \$1.43

## WEBSITE

- Ongoing website maintenance and content creation (Tenant Info, Added & promoted holiday events/information, Blog)
- Added new plugins for events
- Adding new images to tenant pages and homepage
- Seasonal Content
- Regular content writing services
- February Blog: [Come Shake Your Shamrock At The Key West Historic Seaport!](#)



### Come Shake Your Shamrock At The Key West Historic Seaport!

When thinking of Saint Patrick's Day, people all across the country commonly use the phrase "The Luck of The Irish" during the cultural celebration. This catch-phrase is typically thought to mean "extreme good fortune and happiness." Well, we believe this to be true every day of the year. At the [Key West Historic Seaport](#) we believe in

**Key West Historic Seaport**  
 Published by Social Report [?] · Yesterday at 1:14 PM ·

Our blog for March is out! Click the link below for all the fun things we have in store for you at [Key West Historic Seaport](#) 🍀

QOO.LY  
**Come Shake Your Shamrock At The Key West Historic Seaport! | Key West Historic Seaport** [Learn More](#)

**465**  
 People Reached

**37**  
 Engagements

[Boost Again](#)

People Reached	Post Engagements	Link Clicks
4,144	612	66

**Key West Historic Seaport**

**25,096 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 363 people	key west historic seaport used by 176 people	key west marina used by 125 people
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**858**  
 asked for directions  
 + -17% FROM DECEMBER 2018

**192**  
 visited your website  
 + 12% FROM DECEMBER 2018

**10**  
 called you

Stand out to customers with a post about your business.

**Key West Historic Seaport**

Congrats! You got a 5-star review



Congrats! You got a 5-star review



Congrats! You got a 5-star review





## Audience Overview:



## Acquisition Overview:

	Users	New Users	Sessions
	2,080	2,008	2,420
1 Organic Search	1,050		
2 Referral	464		
3 Direct	446		
4 Social	140		

## Top 10 Referral Sources:

1.	<a href="#">conchrepublicseafood.com</a>
2.	<a href="#">googleads.g.doubleclick.net</a>
3.	<a href="#">tpc.google syndication.com</a>
4.	<a href="#">afterhourskeywest.com</a>
5.	<a href="#">keywest.com</a>
6.	<a href="#">amp-miamiherald-com.cdn.ampproject.org</a>
7.	<a href="#">m.accuweather.com</a>
8.	<a href="#">www-foxnews-com.cdn.ampproject.org</a>
9.	<a href="#">miamiherald.com</a>
10.	<a href="#">blog.feedspot.com</a>

## Search Terms:

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

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## *Audience Summary*

### *Key West Historic Seaport*









*February 1, 2019 - February 28, 2019*

*Cross Channel Report*

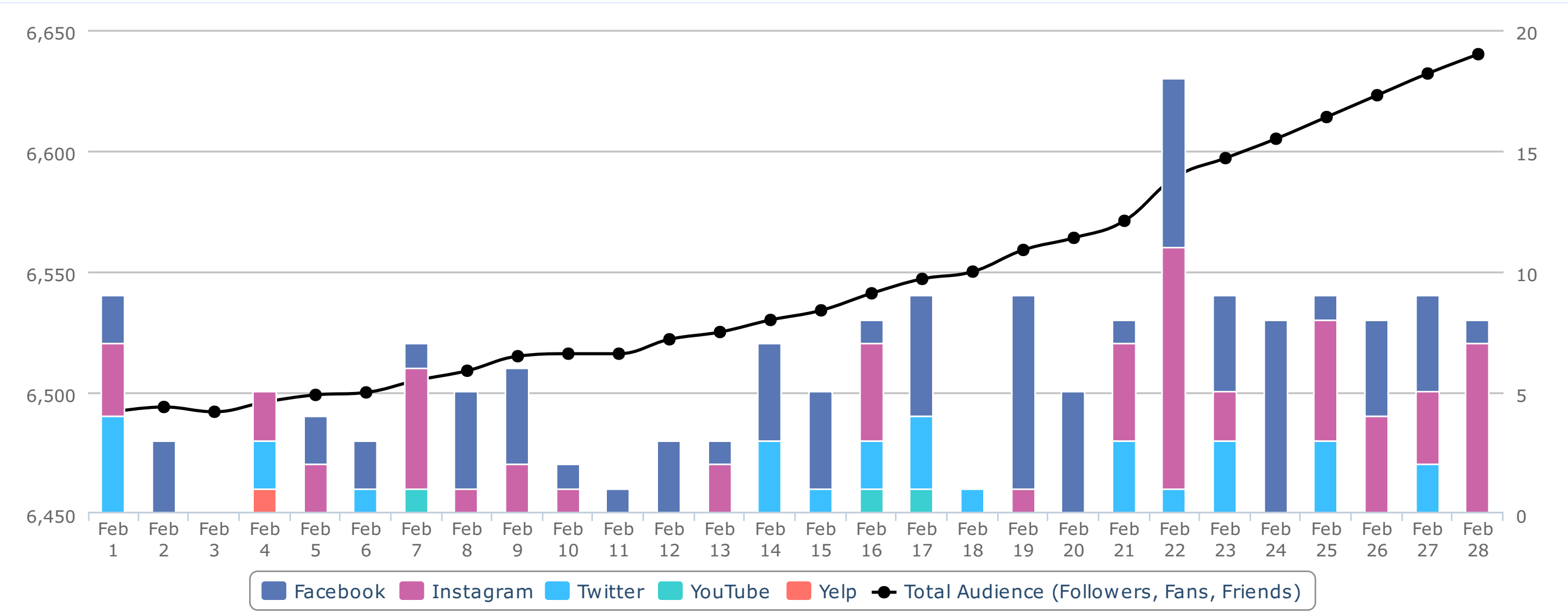
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*Prepared by: ADEPT Strategy & Public Relations*

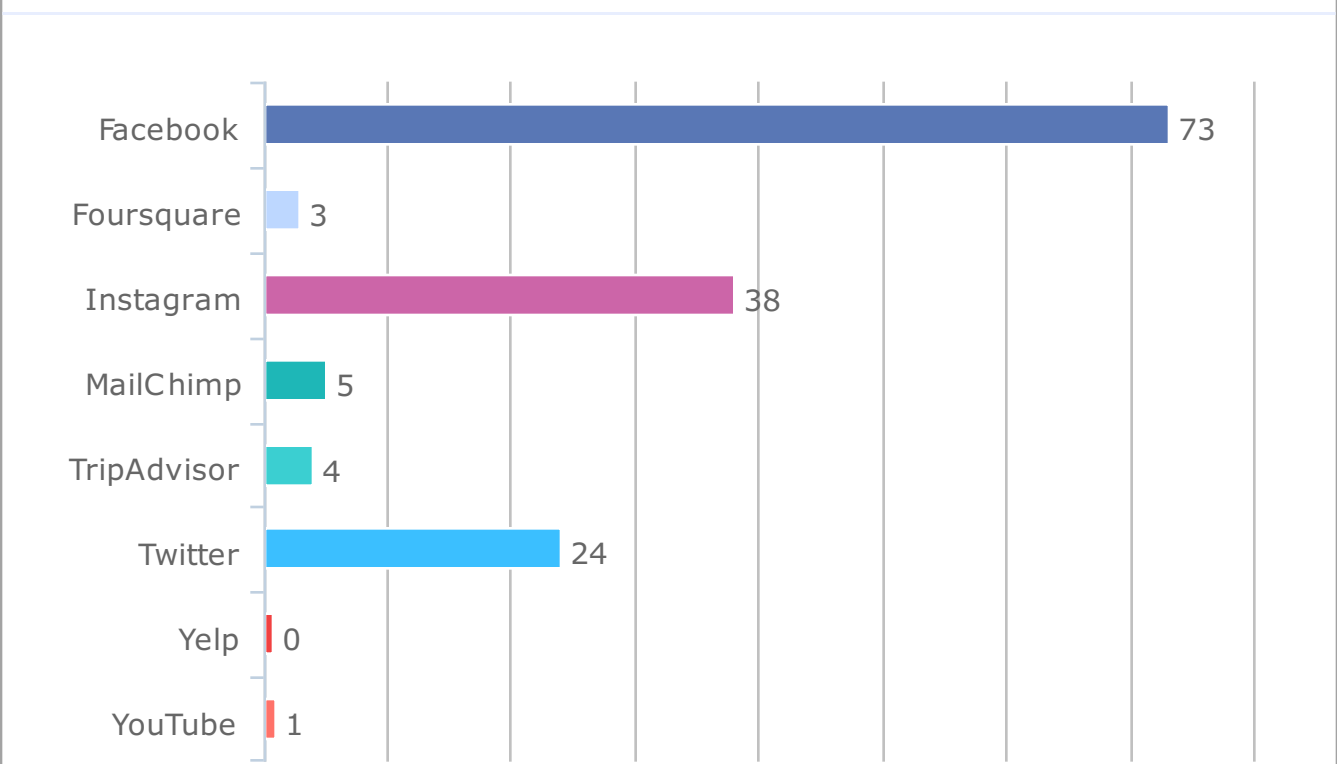
Audience Growth By Channel

Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	73	3.22%	2,337
 Foursquare	3	4.69%	67
 Instagram	38	1.99%	1,947
 MailChimp	5	1.46%	348
 TripAdvisor	4	0.83%	486
 Twitter	24	1.76%	1,390
 Yelp	0	0%	10
 YouTube	1	1.82%	56
	148	2.23%	6,641

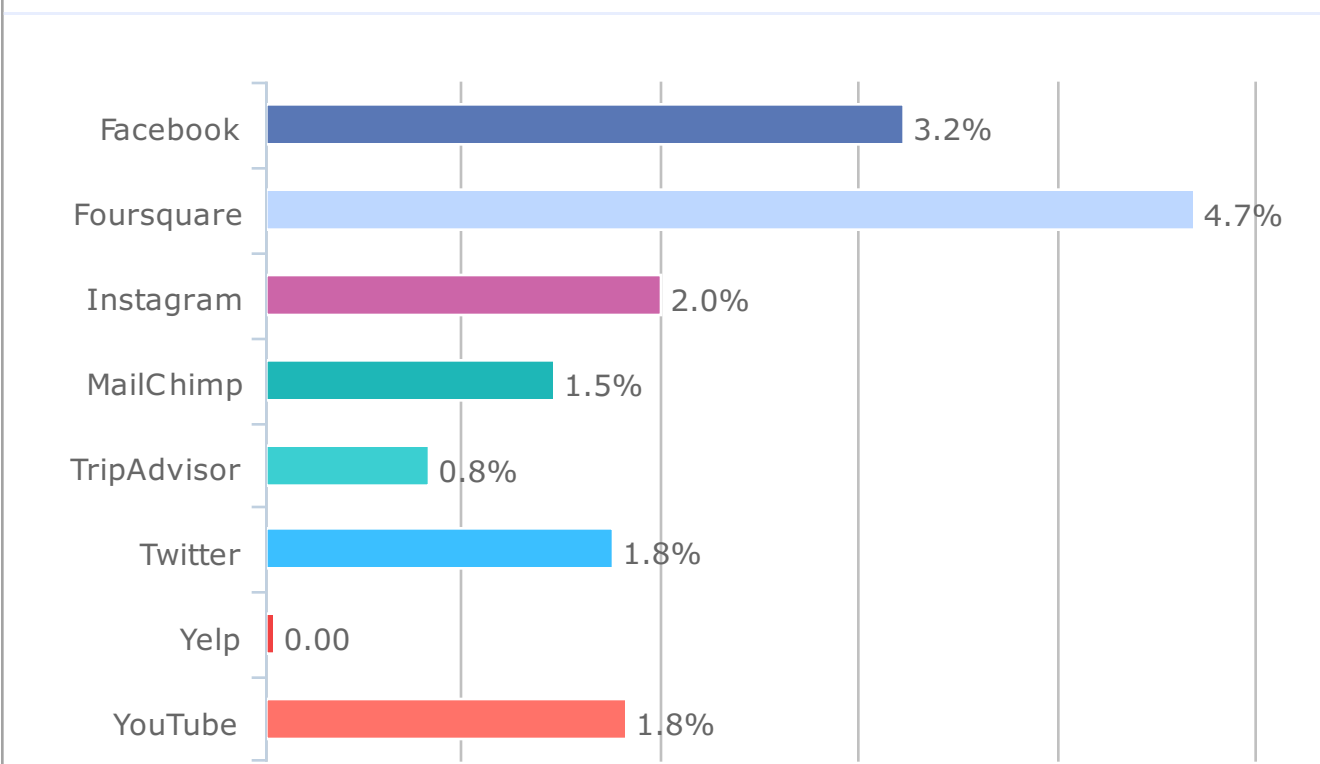
Audience Growth Over Time




Audience Growth Totals

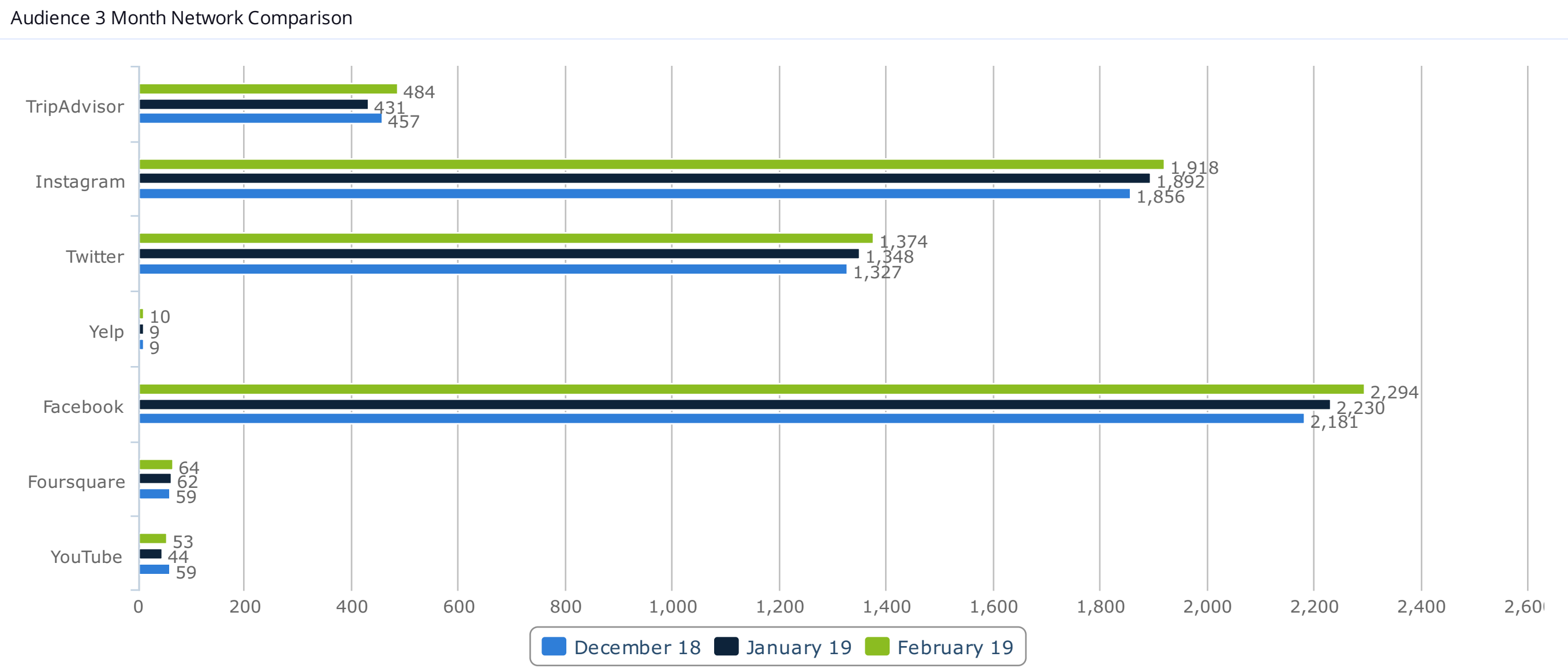
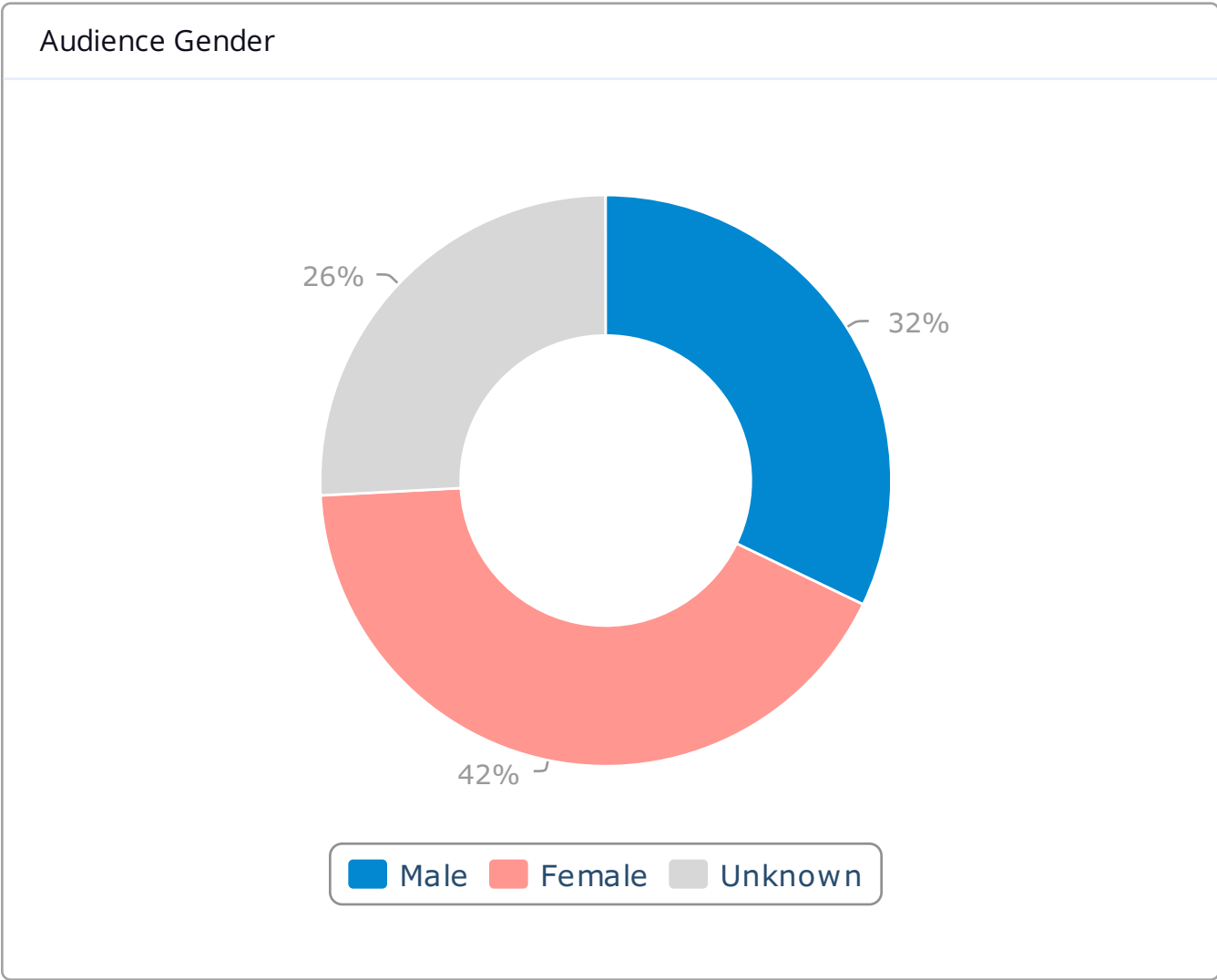
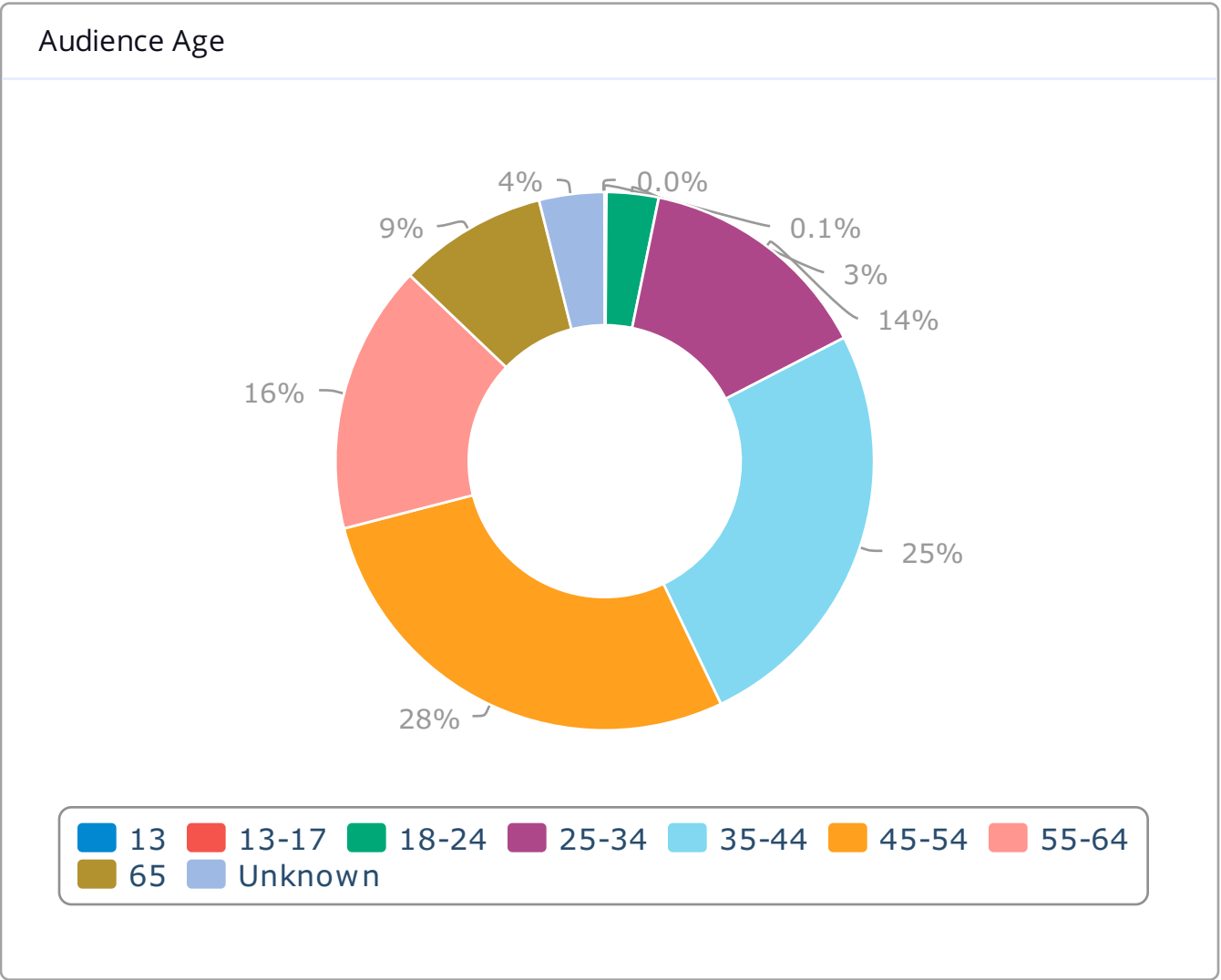
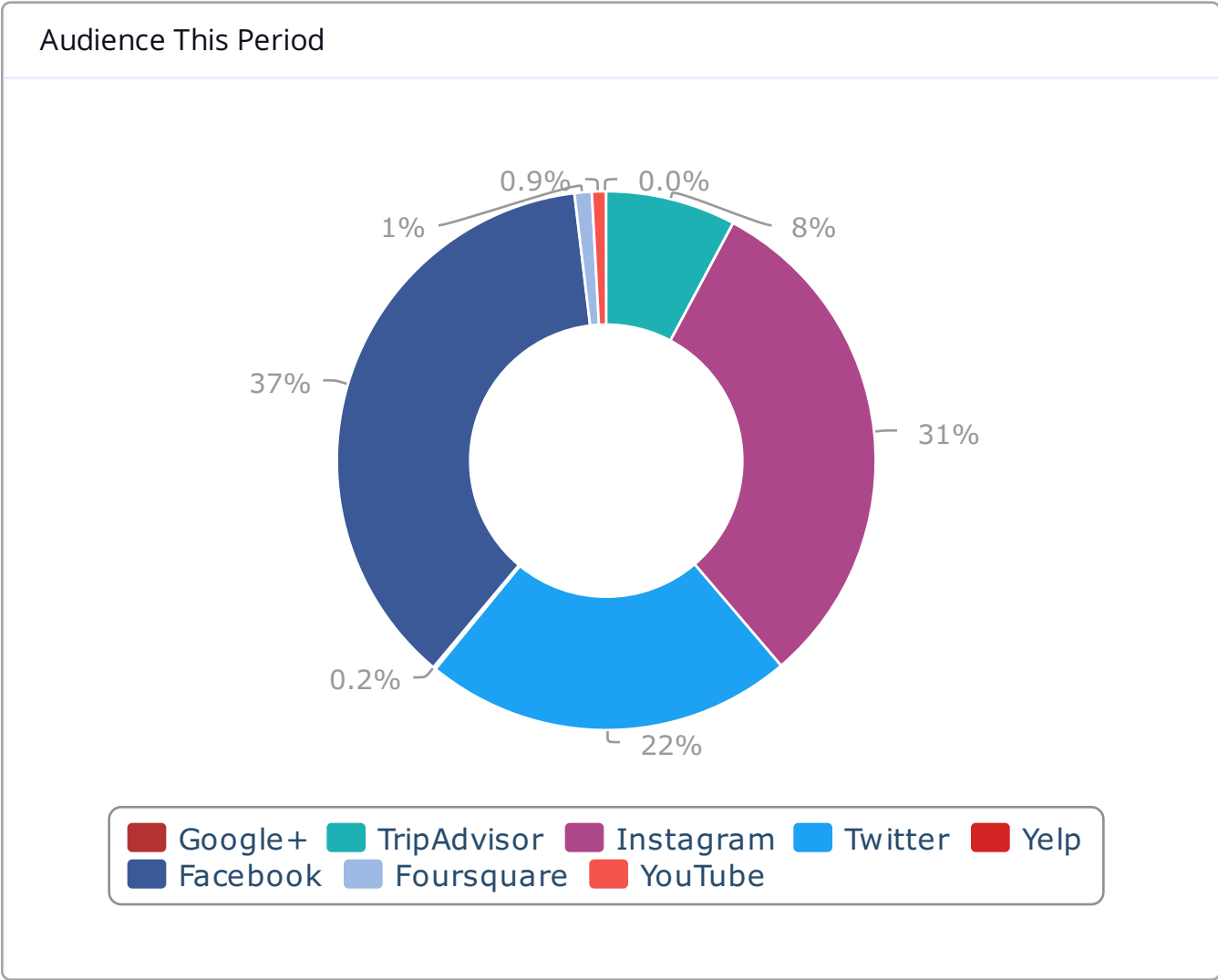
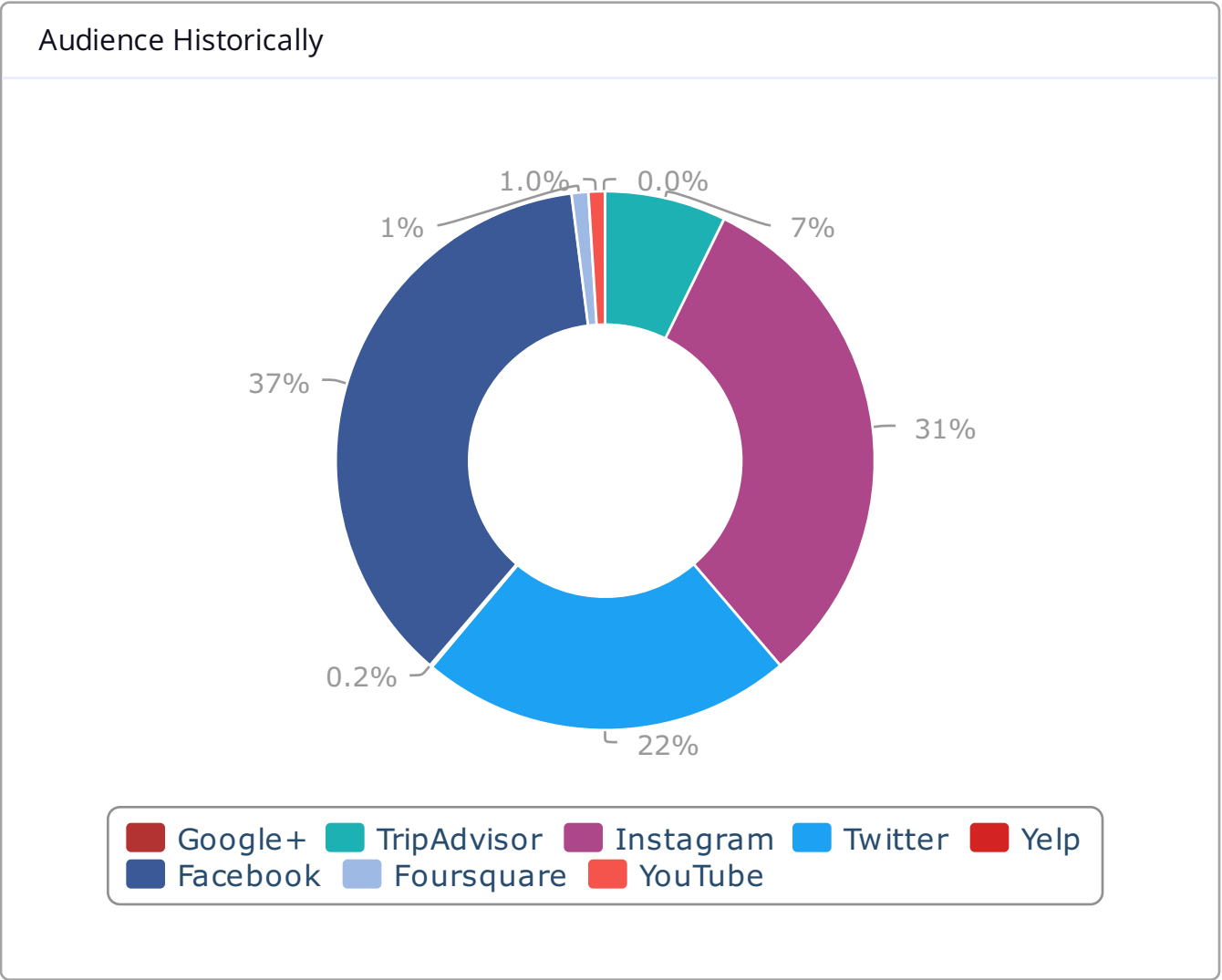


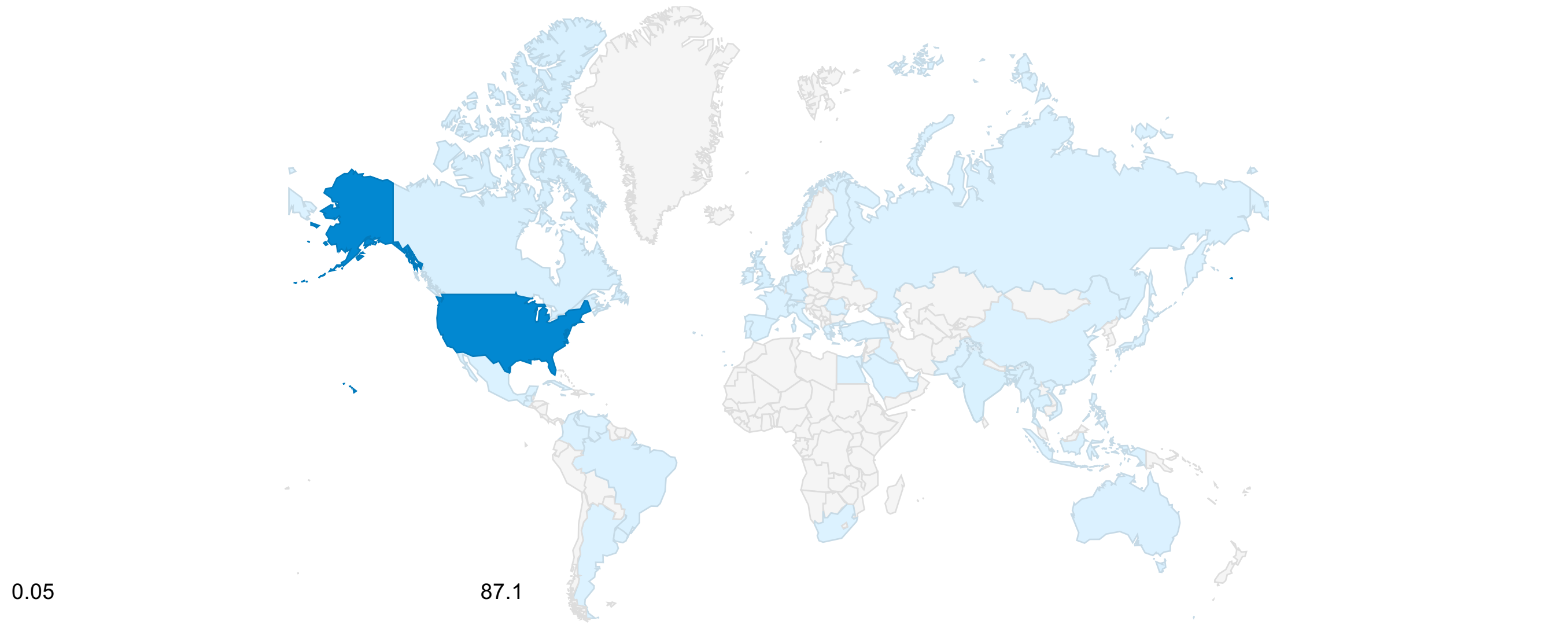
Audience Growth Rate



 Facebook accounted for the most audience growth, with 73 new friends added. Foursquare was your fastest-growing channel, with 4.69% follower growth.







Country	Code	%
United States	US	87.1
United Kingdom	GB	1.91
Canada	CA	1.71
India	IN	1.27
Brazil	BR	0.78
Germany	DE	0.7
Australia	AU	0.47
Mexico	MX	0.39
Thailand	TH	0.31
Italy	IT	0.28
Spain	ES	0.26
United Arab Emirates	AE	0.23
Philippines	PH	0.23
France	FR	0.23
Puerto Rico	PR	0.18
Bangladesh	BD	0.18
Uruguay	UY	0.16
Ireland	IE	0.16
Portugal	PT	0.16
Saudi Arabia	SA	0.16
Norway	NO	0.1
Venezuela	VE	0.1
Netherlands	NL	0.1
Guam	GU	0.1
Iraq	IQ	0.1