

August 5, 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, July 2019 Monthly Update,  
Key West Historic Seaport Marketing Services Contract #10-015**

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

## PUBLIC RELATIONS / MEDIA SNIPPETS

### Email Marketing Notifications July Email Newsletter/eBlasts

### Vibe with the Artists



**Rolling Stones**

During their 50+ plus career, The Rolling Stones have left their mark on music while carrying their love of blues & American R&B with a vast array of styles and genres -- from blues to Garage, Psychedelic Rock & Punk.

[read more >>](#)



**The Who**

Formed in London in 1964, The Who are an English rock band and among one of the most popular and influential bands of the 1960s and '70s. Few Rock & Roll bands were riddled with as many contradictions as The Who.

[read more >>](#)



**Maroon 5**

Maroon 5 is an American pop rock band from Los Angeles, California. A mix of polished pop/rock & neo-soul has made them one of the most popular bands of the new millennium.

[read more >>](#)



#HistoricSeaport



**KEY WEST HISTORIC SEAPORT**

YOUR GATEWAY  
TO EVERYTHING  
KEY WEST, FLORIDA!



### Exploration is KEY

Visit our Blog

#### Movin'



#### Grovin'



## Media / Press Clippings Captured During the Month of July:

What was once a makeshift food truck in the '70s is now an iconic Florida restaurant by **"Only In Your State"** and was promoted on their website and social media channels.

- The article mentioned Buddy Owens and B.O.'s Fish Wagon
- The article was promoted on all social media outlets.
- [Link to Article.](#)

### What Was Once A Makeshift Food Truck In The 70s Is Now An Iconic Florida Restaurant

You don't need to dine at the fanciest restaurants to get the meal of a lifetime. This is true for the small, open-air fish shack that can be found all the way in Key West. There are no reservations — no lobster dripping with butter, or ginormous king crab legs. But instead, you'll find clean, fresh cooking, and some of the best fried fish at this historic restaurant in Florida.

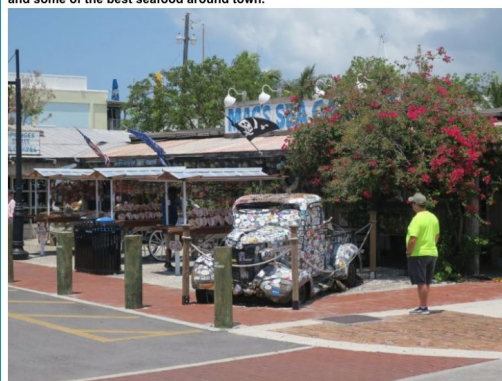
This funky driftwood eatery in Key West serves up some fish, fritters, and fast food that you can have in the South

The best part about this open-air seafood shack is that it started just out of a tiny wagon off of Duval and now has turned into one of the best places to grab a cracked conch sandwich in the state.



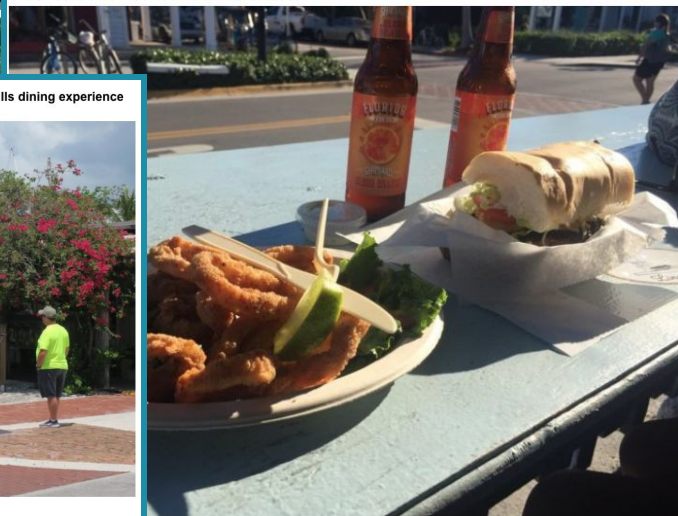
TripAdvisor RunnerGirl0H

Check out BO's Fishwagon in Key West for the ultimate no-frills dining experience and some of the best seafood around town.



TripAdvisor John M.

Address: 801 Caroline Street, Key West, FL 33040-6642

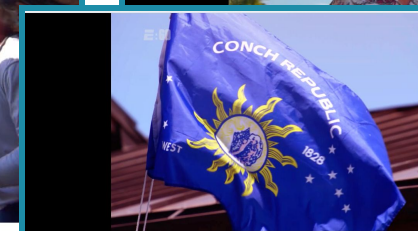


### ESPN - E:60 Mike Leach Segment

- Former Texas-Tech Great Mike Leach calls Key West and the Historic Seaport home.
- ESPN E:60 segments recently featured Leach strolling through the Historic Seaport.
- Video footage featured Mac's Sea Garden, Sebago Watersports, Schooner Wharf, and famous Harborwalk Waterfront.
- [Link to Video Footage](#)



E60 Mike Leach Segment 2



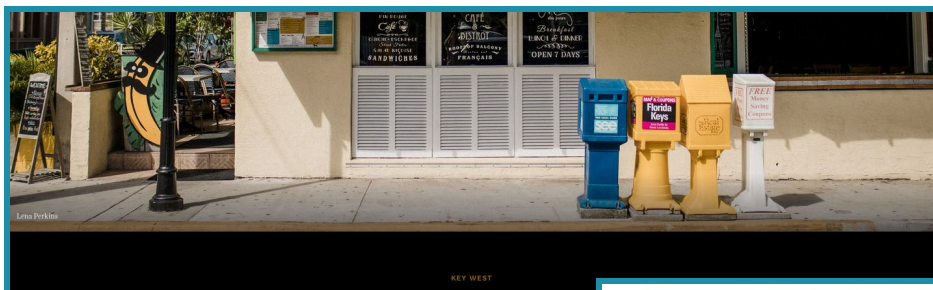
E60 Mike Leach Segment 2



More from Frankie Saraceno  
Autoplay next video

## Condé Nast Traveler - 10 Best Breakfasts in Key West for a Fresh Start to the Day

- The article mentioned Cuban Coffee Queen off Margaret Street in the Historic Seaport.
- The article was promoted on all social media outlets.
  - [Link to Article.](#)



Condé Nast  
**Traveler**

RESTAURANT

### Cuban Coffee Queen →

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Miami may be known as South Florida's go-to spot for authentic Cuban cuisine, but Key West is giving the Magic City a run for its money with its pair of Cuban Coffee Queen shops: one downtown (5 Key Lime Square) and the original storefront on the waterfront (284 Margaret Street). Though the downtown location has a smattering of tables outside to enjoy your goods, this is not a sit-down-and-be-served eatery. It's a coffee and takeout food only type of place, but that doesn't mean the dishes are simple—quite the opposite. The breakfast menu includes more than 20 types of sandwiches, burgers, and other easy-to-eat-with-your-hand delicacies. The Cuban Mix includes fresh roasted Mojo pork, ham, Swiss cheese, and sliced pickles with mayo, mustard, lettuce, tomatoes and onions on pressed Cuban bread, while The Shipwreck Sandwich is stuffed with chorizo, roasted green peppers and onions, pepper jack cheese, jalapeños, cilantro chimichurri sauce, lettuce, and tomato, also on pressed Cuban bread. Of course, for many patrons, it's all about the coffee—and understandably so (the word is in the name after all). The café includes all of the Cuban specialties you've heard about—a coffee con leche (Cuban coffee with steamed milk), double Cuban espresso (an even stronger version of the coffee con leche, with cane sugar and topped with steamed milk), and a colada (four shots of Cuban espresso served in a large cup along with small shot glasses, which is meant to be shared) are all on the menu. The perfect morning pick-me-up.



Courtesy Cuban Coffee Queen

RESTAURANT

### Cuban Coffee Queen →

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

### Facebook Stats:

- Increase page likes from 2,718 up ( ↑ ) to 2,777
- Increase total check-ins to 4,378
- 2,861 people following
- 4.9 ★★'s out of 5

### Instagram Stats:

- New followers gained throughout the month with a new total of 2,199.
- July followers up ( ↑ ) from 2,158 followers in June.
- Posting weekly Instagram stories (event & promotion reminders, Sunsets, Key West weather, etc.)

- Incorporated Linktree to our Instagram account
- Linktree is a free tool for optimizing our Instagram traffic
- The one bio link is used to house all the content we are driving followers to
- Content then lives longer on the Instagram feed

#### Twitter Stats:

- Increase in followers to 1,504 from 1,474
- Profile Followers ( ↑ ) 22

#### TripAdvisor Stats:

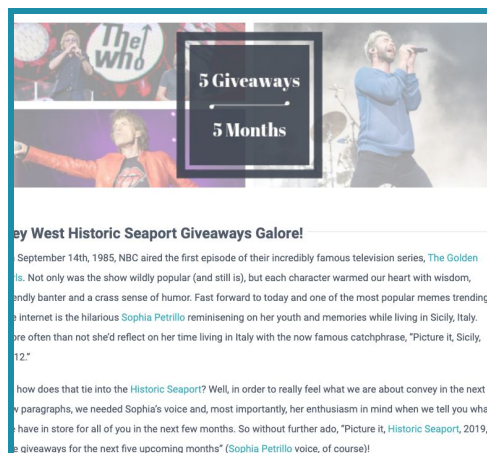
- The KWHS has 664 reviews!
- #22 of 144 things to do in Key West.
- Excellent Rating of 4.5 out of 5.
- Daily replies to reviews.

#### YouTube Stats:

- 21 Unique Youtube videos on Key West Historic Seaport Youtube Channel
- 31,315 Total all-time Historic Seaport YouTube Video Views.

## WEBSITE MAINTENANCE & BLOG (HISTORIC SEAPORT)

- 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
- Ongoing website maintenance and content creation
- Tenant information added & promoted information
- Adding new images to tenant pages and homepage
- Updated site with new Google 360 Walking Tour of Seaport
- New images added for dining, entertainment, and shopping
- Acquired new professional photography/seaport Images of Historic Seaport
- Blog: [Key West Historic Seaport Giveaways Galore](#)



## WEBSITE ANALYTICS (HISTORIC SEAPORT)

### Audience Overview:



### Acquisition Overview:

	Users ↓	New Users ↓	Sessions ↓
	2,005	1,940	2,214
1 Organic Search	1,316		
2 Direct	503		
3 Social	130		
4 Referral	74		

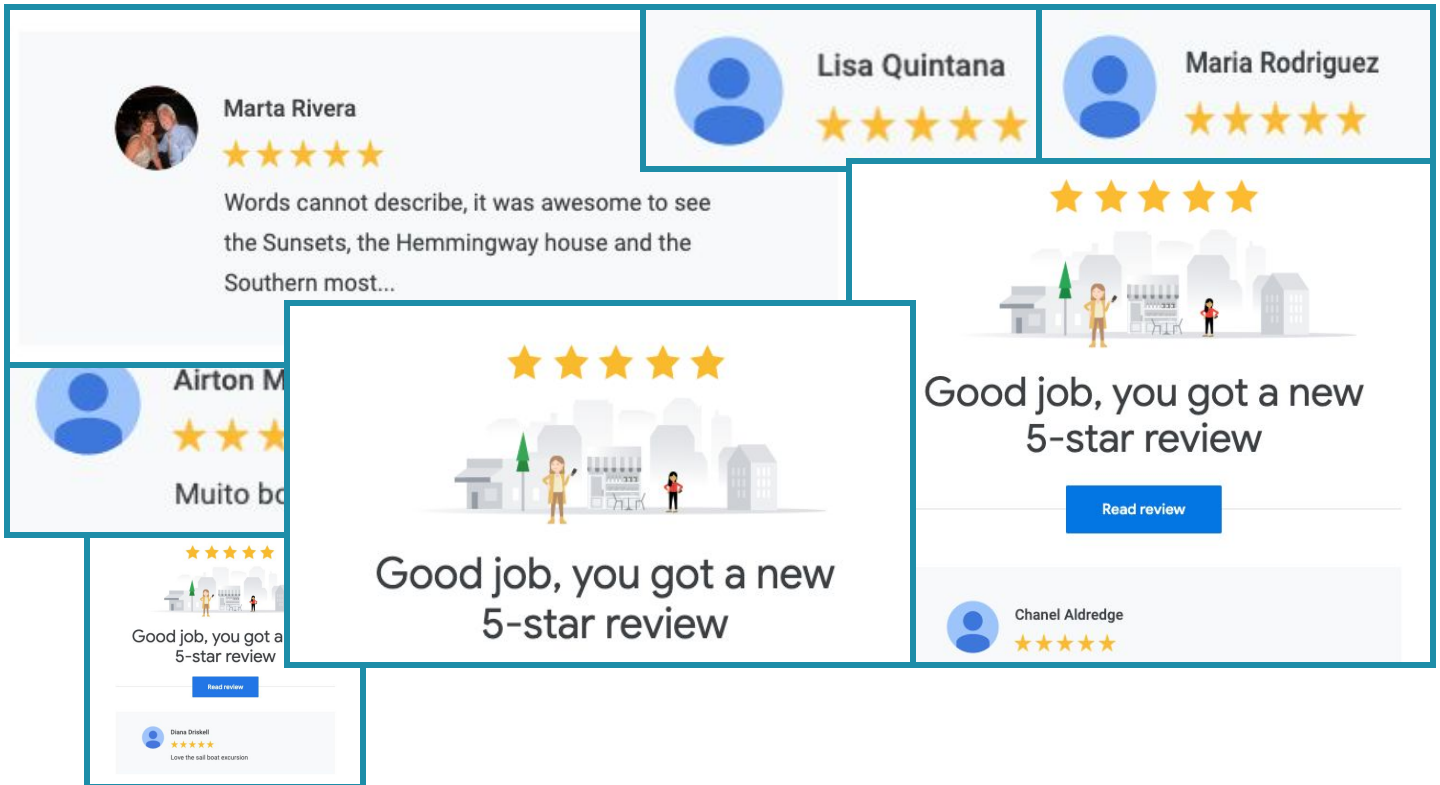
### Top 10 Referral Sources:

1. [keywestbightmarina.com](#)
2. [afterhourskeywest.com](#)
3. [travelandleisure.com](#)
4. [cocopluminn.com](#)
5. [fareharbor.com](#)
6. [fla-keys.com](#)
7. [traveltips.usatoday.com](#)
8. [us14.admin.mailchimp.com](#)
9. [baidu.com](#)
10. [keywestbandb.com](#)

### Search Terms:

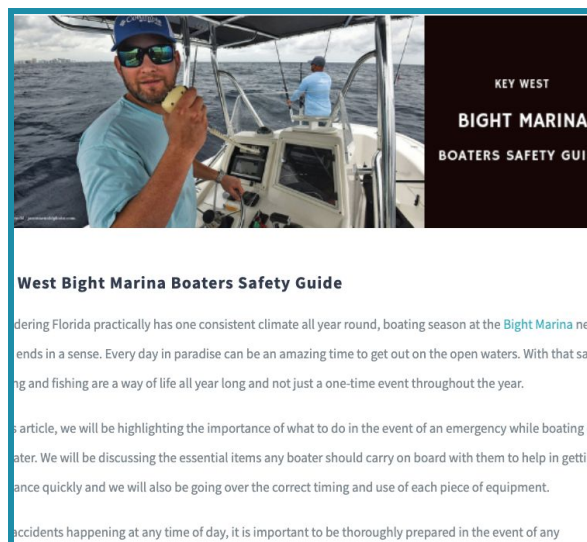
1. /
2. [/event/key-lime-festival-2019/](#)
3. [/things-to-do/food/](#)
4. [/general-information/](#)
5. [/shopping/macs-sea-garden/](#)
6. [/shopping/yours-mayan/](#)
7. [/things-to-do/](#)
8. [/things-to-do/shopping/](#)
9. [/event/key-west-lobster-fest/](#)
10. [/blog/the-key-west-historic-seaport-gazette/](#)

## GOOGLE REVIEWS



## WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina August 2019 Blog
  - [Key West Bight Marina Boaters Safety Guide](#)
- Developed KWHS and KW Bight Marina Website Protocols (shared with City Staff)
- Fuel Pricing updates as they occur



## KEY WEST HISTORIC SEAPORT 2019/20 COMMERCIAL

- Theme | Land, Air & Sea
- Production: Completed
- Post-production: Preparing final edits for a 1-minute television sport and 2-minute full-length commercial.
- Negotiated airtime with Key TV for an additional spot for FY19.
- Looking at additional markets like New Orleans, Fort Myers, and Atlanta

