

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

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

## PUBLIC RELATIONS / MEDIA SNIPPETS

### **Email Marketing Notifications** **August Email Newsletter/eBlasts**

**Enter & Win**  
**Rolling Stones Concert Tickets!**



**STONES**  
**NO FILTER**  
**WIN TWO TICKETS!**

no purchase necessary  
winner announced 8-26-19  
photo credit: @therollingstones

ALLIANCE for  
Lifeline

Our partnership with [USA TODAY Travel](#) is ROLLING out our first of many giveaways and giving you a chance to win two tickets to see one of America's most beloved rock bands, [The Rolling Stones](#) at [Hard Rock Stadium](#) on August 31, 2019, at 8 PM.

The rules are SIMPLE:


**KEY WEST HISTORIC SEAPORT**

YOUR GATEWAY  
TO EVERYTHING  
KEY WEST, FLORIDA!



#HistoricSeaport


**Vibe with the Artists**



**Rolling Stones**

During their 50+ plus year career, The Rolling Stones have left their music on music while marrying their love of Blues & American R&B with a vast array of styles and genres -- Disco, Garage, Psychedelic Rock & even Punk.


[read more >>](#)



**The Who**

Formed in London in 1964, The 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 this Maroon 5 one of the most popular bands on the new millennium.

[read more >>](#)

[Visit our Blog](#)

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

### Trips to Discover --

- 10 Most Awesome Coffee Shops in the United States by **"Trips to Discover"** and was promoted on their website and social media channels.
- The article mentioned Cuban Coffee Queen
- The article was promoted on all social media outlets.
- [Link to Article.](#)



### CNN Travel -- The Good Stuff

- CNN Travel, The Good Stuff, recently featured Half Shell Raw Bar saying, "Some days I think the most beautiful place I've ever been is the dock of the Half Shell Raw Bar in Key West. Hey, never underestimate the power of a Florida sunset and a perfectly-made slice of key lime pie."
- Was featured on Historic Seaport's social media platforms.
- [Link to Article](#)

(CNN) —

Where's the most beautiful place you've ever been? Was it a remote shore with a pink and purple sunset sinking into the water? An ancient red rock cave on a serene mountaintop escape? Maybe it's just the view down the street from your house, or the secret hometown hangout where your childhood memories were made. It doesn't need to be fancy to be beautiful - some days I think the most beautiful place I've ever been is the dock of the Half Shell Raw Bar in Key West. Hey, never underestimate the power of a Florida sunset and a perfectly-made slice of key lime pie.

A grandma's amazing adventure, a sweet soccer fan and a few thousand acres of sunflowers

By AJ Willingham, CNN  
Updated 1:25 AM ET, Sat August 17, 2019



## Florida Weekly -- Key West Edition

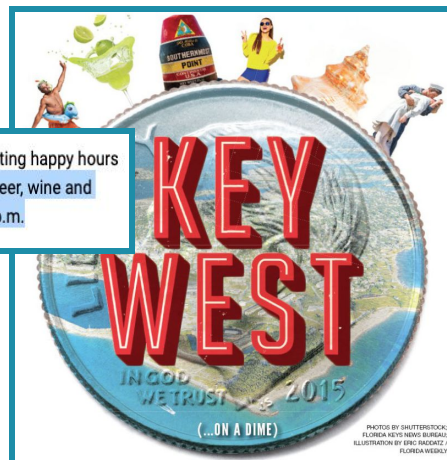
- Key West (...on a Dime) article highlighted all the fun on the island (on a budget) with some helpful insider tips
- The article mentioned Conch Republic Seafood Company as an affordable Happy Hour spot offering "2-for-1 beer, wine and premium well drinks served harbor-side with a fantastic view of Key West's Historic Seaport from 4-7PM."
- The article was promoted on all social media outlets.
  - [Link to Article.](#)

FLORIDA WEEKLY  
KEY WEST EDITION

The park is open until sunset, but you'll want to head back to town in time to take advantage of the many tempting happy hours happening island-wide. Of particular note is the Conch Republic Seafood Company's (631 Greene St.) 2-for-1 beer, wine and premium well drinks offer, all served harbor-side with a fantastic view of Key West's historic seaport from 4-7 p.m.

### KEY WEST (...ON A DIME)

Fun on the island — on a budget — is simple with some insider tips  
/ August 22, 2019



## Sun Sentinel -- South Florida

- Sun Sentinel South Florida featured Seven Florida Boat Tours, The Classic Way to See the Scenery.
- The article mentioned Sunset Watersports, Jolly Rover II, Argo Navis and Schooner America 2.0
- The article was promoted on all social media outlets.
  - [Link to Article.](#)

## 7 Florida boat tours: The classic way to see the scenery



The Historic Key West Seaport has about a dozen sunset cruises available at varying prices and styles. (FloridaRambler.com / Courtesy)

## SOUTH FLORIDA SunSentinel

### Key West: See sunset from the water

As early the 1960s, hippies in Key West had turned watching the daily sunset into a celebration on Mallory Square. Sunset cruises weren't far behind.

The Historic Key West Seaport has about a dozen sunset cruises available. You'll want to search reviews on TripAdvisor to see which one matches your style and pocketbook. Some are priced for people celebrating special occasions; others are doing a higher volume/lower price business.

A few examples:

- The yacht called the Party Cat promotes itself as the least expensive sunset cruise at \$40 per person. Beer and soft drinks are included plus music and dancing. [sunsetwatersports.info](#)
- The pirate-themed Jolly II Rover, an 80-foot schooner with jaunty red sails, is \$65 and is BYOB. It's a two-hour tour. [schoonerrjollyrover.com](#)
- The Key West Cocktail Cruise offers a cruise with cocktails for \$80 per person, with champagne for \$70 per person and craft beer and wine for \$42 per person as a low-season special. [keywestcocktailcruise.com](#)
- Argo Navis, a newer addition to Key West, is a luxury catamaran with a smaller capacity. It offers beer, wine plus charcuterie items and cheese for \$91 per person. [sailargonavis.com](#)
- Schooner America 2.0 is a tall ship that serves champagne, wine, beer and hors d'oeuvres for \$96 per person. [sail-keywest.com](#)



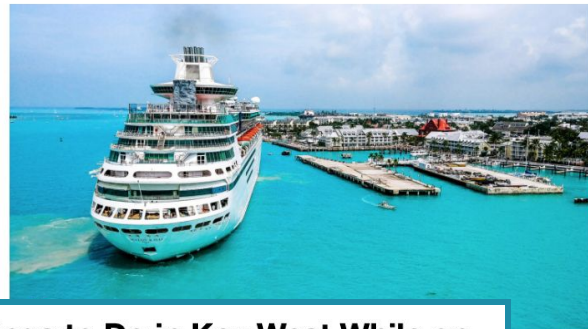
## Cruise Fever --

- Cruise Fever featured Sunset Watersports as being one of the Top % Things To Do in Key West While on a cruise.
- The article stated, "On my most recent visit I utilized Sunset Watersports, Key West, for our tour. For \$130 the tour includes a shuttle from downtown and there is no additional charge for a second rider. The one and a half hour tour bring you 28 miles around the island, and there is plenty of time to ride at full speed. It is definitely a change in perspective from an inland tour of the island! Sunset WS also offers a number of other water activities if you are looking to extend your day."
- The article was promoted on all social media outlets >> [Link to Article.](#)



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I recently visited the southern U.S. island while sailing on Royal Caribbean's Majesty of the Seas. After a fun filled day in Key West, I realized that it is one of my favorite cruise ports, and thought it was time to put together a list of some of my favorite activities. Here they are, in no particular order!



### Top 5 Things to Do in Key West While on a Cruise

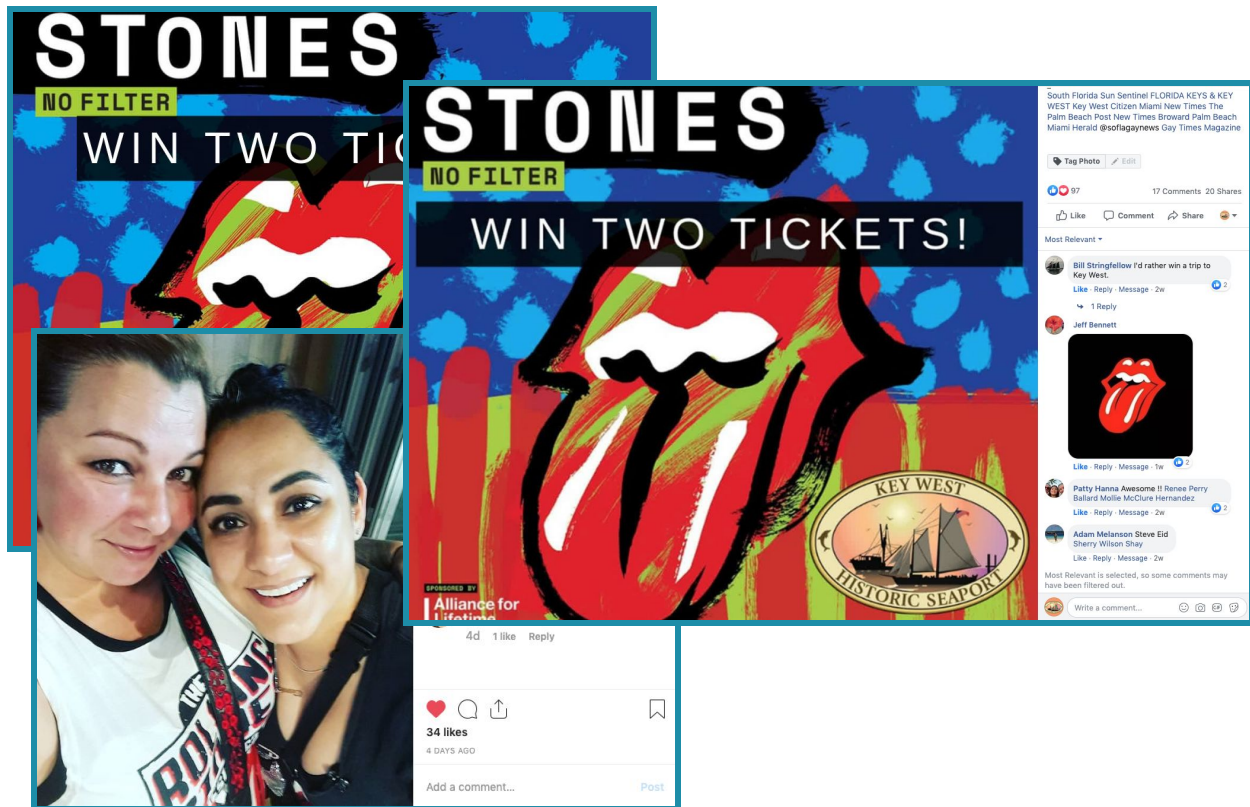
## SOCIAL MEDIA

(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 August 2019, for in-depth, detailed reporting of each.

### August Giveaway | The Rolling Stones Results:

- KWHS Social Media followers entered for a chance to win two tickets to see The Rolling Stones provided by our USA Today Travel Advertising purchase.
- Entries were based on each individual liking, following, and tagging two friends in social media post.
- The contest ran on [Facebook](#), [Twitter](#) & [Instagram](#) starting on August 19th and ending on August 26th.
- Contest generated over 160 likes, 50+ followers, 40 + friend tags and 20+ shares.
- Ana Baredy, the winner, was announced on August 26th.
- The winner was announced on Facebook, Twitter & Instagram.

- [Terms & Conditions](#) were agreed too.



#### Facebook Stats:

- Increase page likes from 2,872 up ( ↑ ) to 2,777
- Increase total check-ins to 4, 585
- 2,958 people following
- 4.9 ★★'s out of 5

#### Instagram Stats:

- New followers gained throughout the month with a new total of 2,259.
- August followers up ( ↑ ) from 2,199 followers in July.
- Posting weekly Instagram stories (event & promotion reminders, sunsets, weather, tenant information, etc.)
- Incorporated Linktree to our Instagram account
  - Free tool for optimizing our Instagram traffic. One bio link is used to house all the content we are driving followers to in turn lives longer on IG page and feed.

#### Twitter Stats:

- Increase in followers to 1,525 from 1,504
- Profile Followers ( ↑ ) 18

#### TripAdvisor Stats:

- The KWHS has 665 reviews!
- #22 of 145 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
- 31,560 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: [City of Key West Bight Management District Board](#)





## WEBSITE ANALYTICS (HISTORIC SEAPORT)

### Audience Overview:



### Acquisition Overview:

	Users	New Users	Sessions
	1,738	1,695	1,938
1 Organic Search	1,186		
2 Direct	394		
3 Social	92		
4 Referral	77		


### Top 10 Referral Sources:

1. [keywestbightmarina.com](#)
2. [linktr.ee](#)
3. [travelandleisure.com](#)
4. [marriott.com](#)
5. [afterhourskeywest.com](#)
6. [baidu.com](#)
7. [en.wikipedia.org](#)
8. [traveltips.usatoday.com](#)
9. [keywestbandb.com](#)
10. [keywestfloridaspring.com](#)

### Search Terms:


1. /
2. /things-to-do/food/
3. /general-information/
4. /event/key-west-womanfest/
5. /event/key-west-lobster-fest/
6. /shopping/macs-sea-garden/
7. /shopping/yours-mayan/
8. /things-to-do/shopping/
9. /events/
10. /things-to-do/

## GOOGLE REVIEWS




**Sonja Overbaugh**

★★★★★



**Dawnee Watson-Bouie**


★★★★★



★★★★★


Good job, you got a new  
5-star review

[Read review](#)




**Robert Ferrari**

★★★★★



**Doro Andrews**

★★★★★




**João Alfredo Amatnecks Filho**

★★★★★

Lindo

## WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina August 2019 Blog
  - Key West Bight Marina -- [Choosing the Best Marine Rope](#)
- Developed KWHS and KW Bight Marina Website Protocols (shared with City Staff)
- Fuel Pricing updates as they occur



### Choosing the Best Marine Ropes

Choosing the Best Marine Rope

With so many people dropping anchor at the Bight Marina each year, not many have ever stopped to wonder how much marine rope they actually use in their boating life and/ or career. Whether you are sailing, docking, anchoring or even towing a boat, marine rope is used in so many facilities that we don't even give it much thought. What makes marine rope (or "line") different than any other rope? How do you know whether you want a rope that floats as opposed to one that sinks? Below you will find a detailed list on how to choose the best marine rope for anchoring, docking or towing. Yes, there are different needs for various types in the boating world.

**Types of Marine Rope**

Typically never needed when it comes to power-boating, more common than not sailboats use a lot of rigging and rope. Below are four different types of marine rope that sailors are familiar with:

- Docking Rope





## WEBSITE ANALYTICS (BIGHT MARINA)

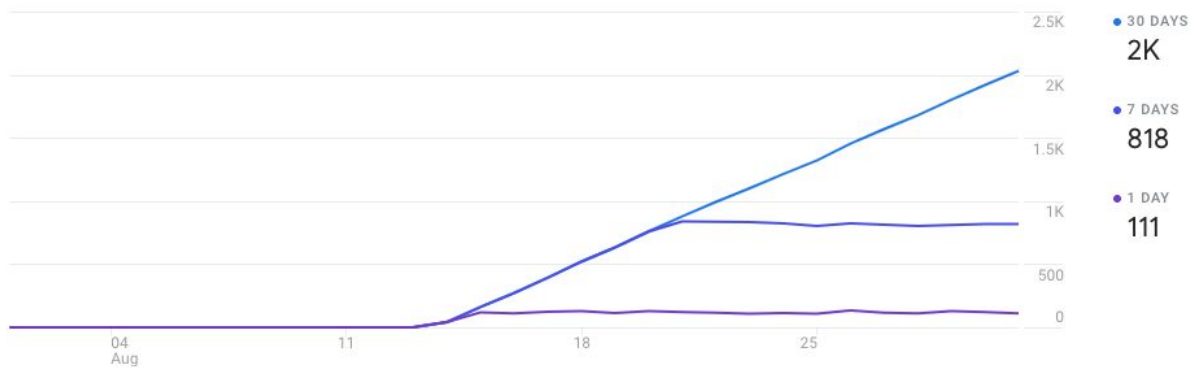
Event count by Event name

EVENT NAME	EVENT COUNT
page_view	11K
session_start	2.1K
first_visit	2K
user_engagement	636
scroll	149
click	22

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Page not found – Key West Bight Marina	8.3K
Key West Bight Marina ... West Historic Seaport	2.1K
Dockage – Key West Bight Marina	208
Reservations – Key West Bight Marina	86
Amenities – Key West Bight Marina	78
Our Blog – Key West Bight Marina	25
Bight Marina Frequent...Key West Bight Marina	8

User activity over time











# *Audience Summary*

## *Key West Historic Seaport*

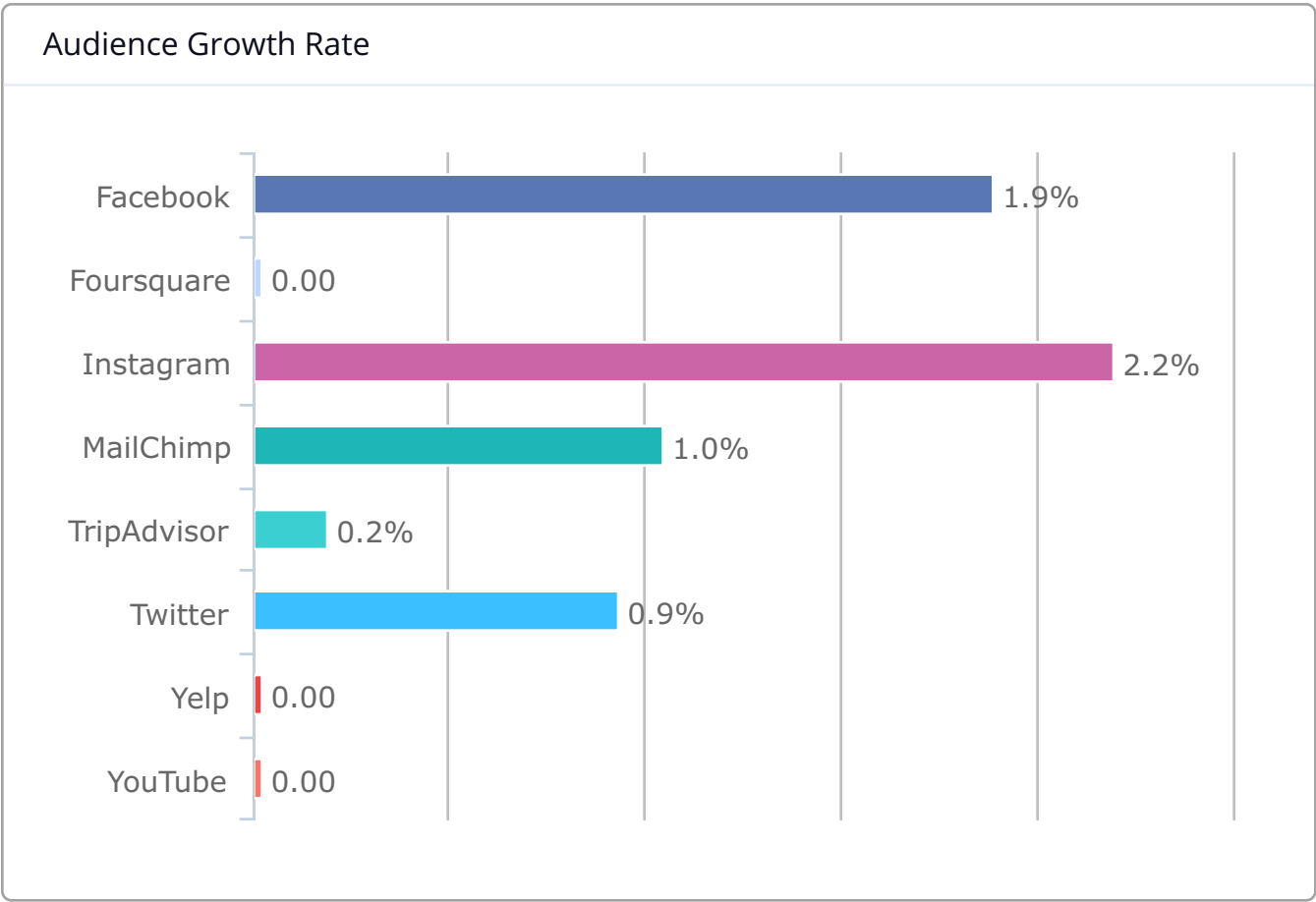
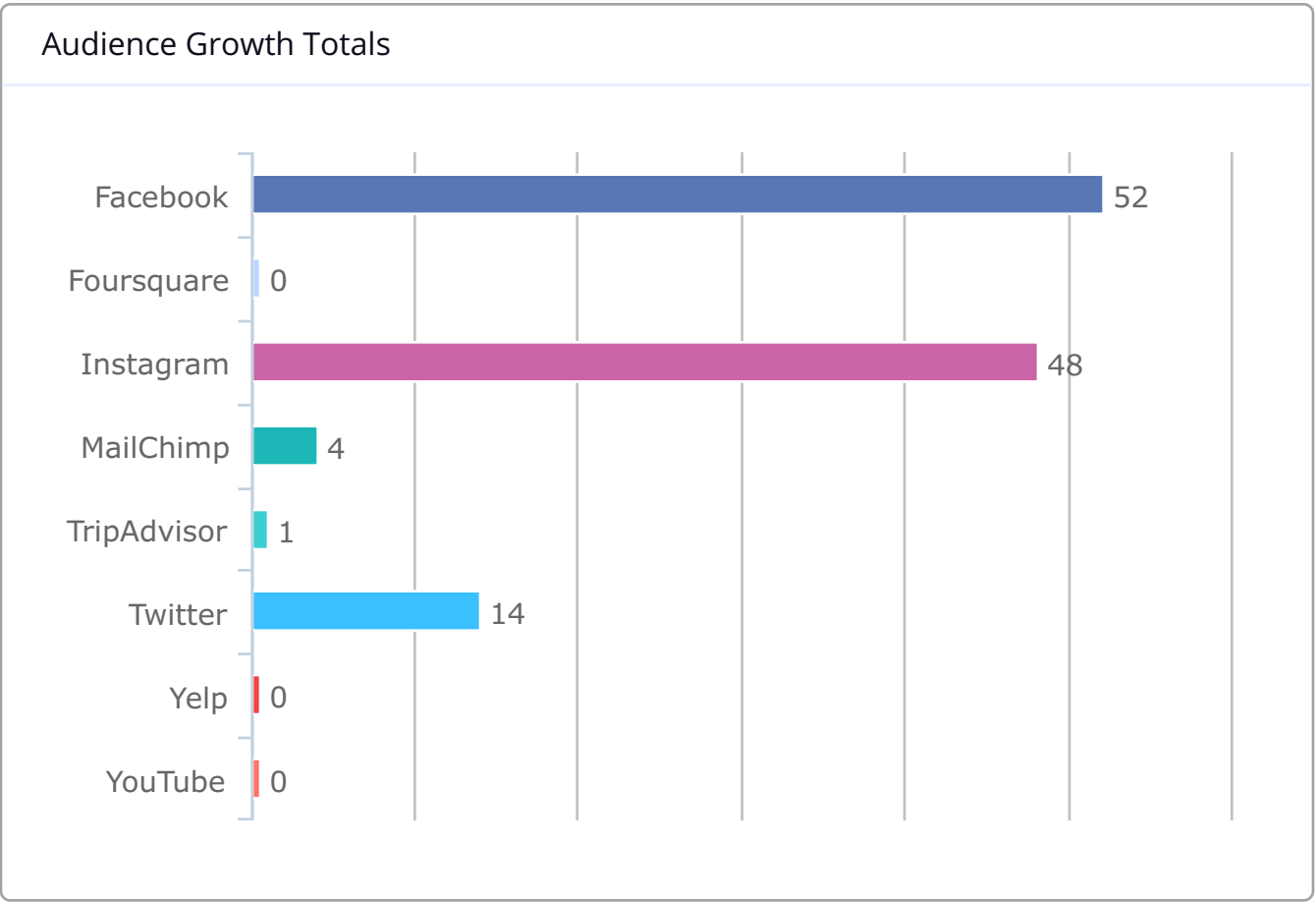
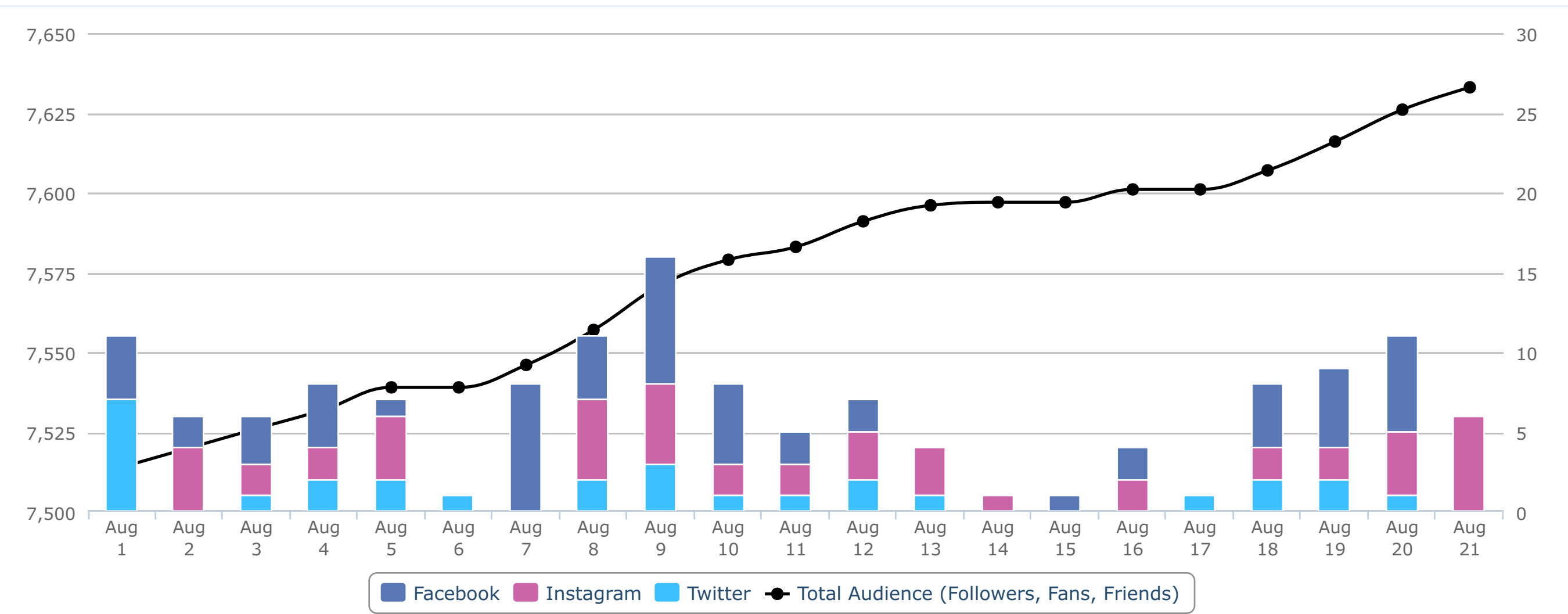
*August 1, 2019 - August 21, 2019*


*Cross Channel Report*

Audience Growth By Channel

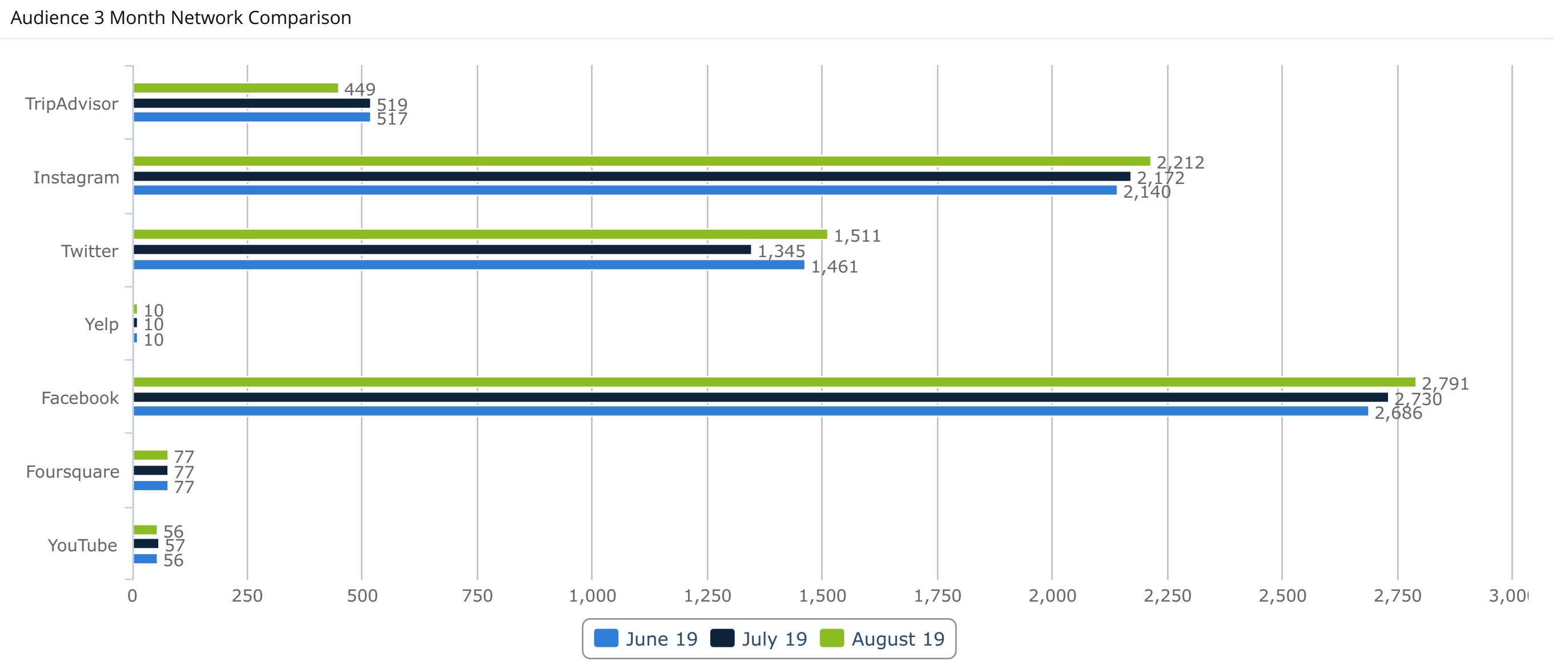
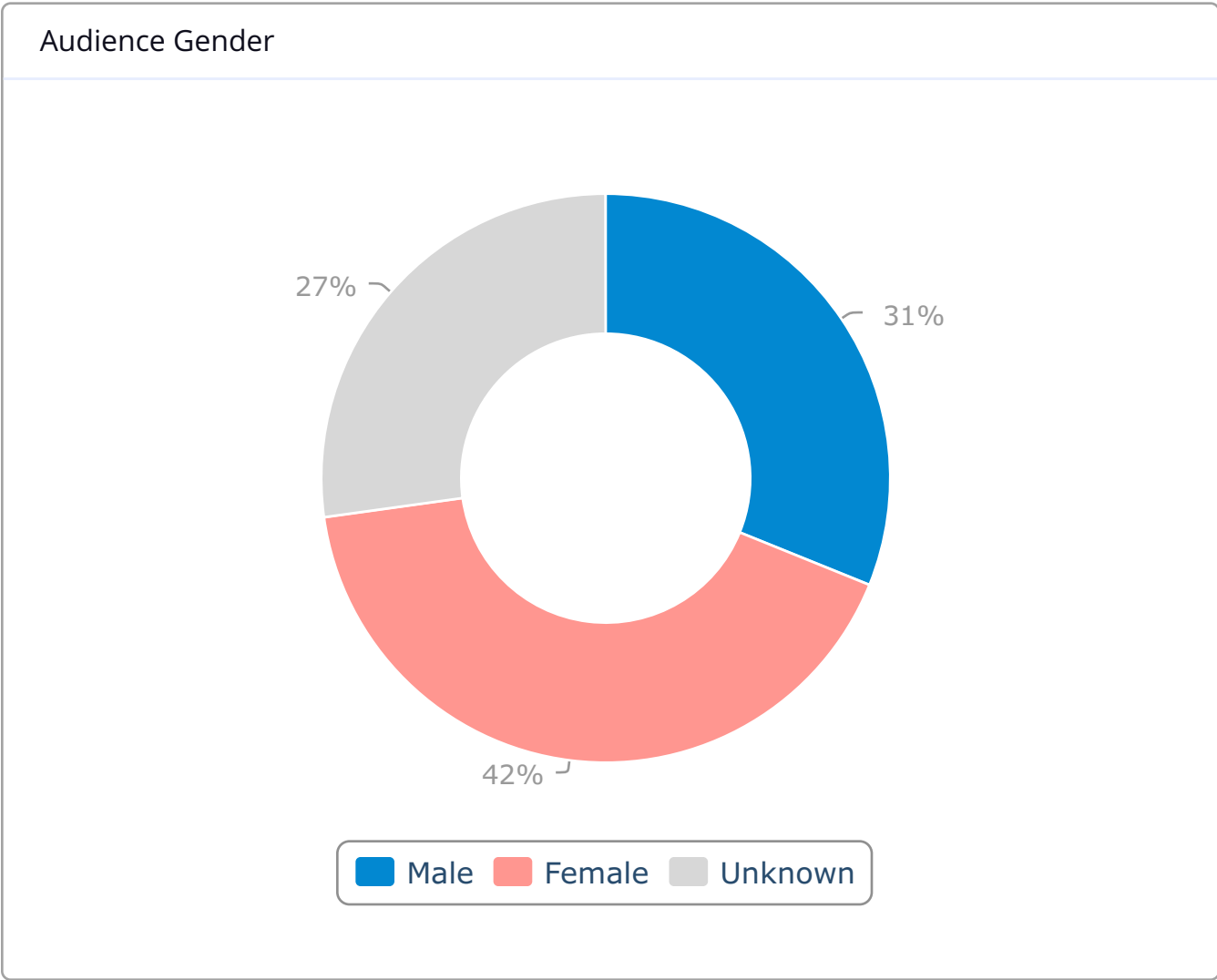
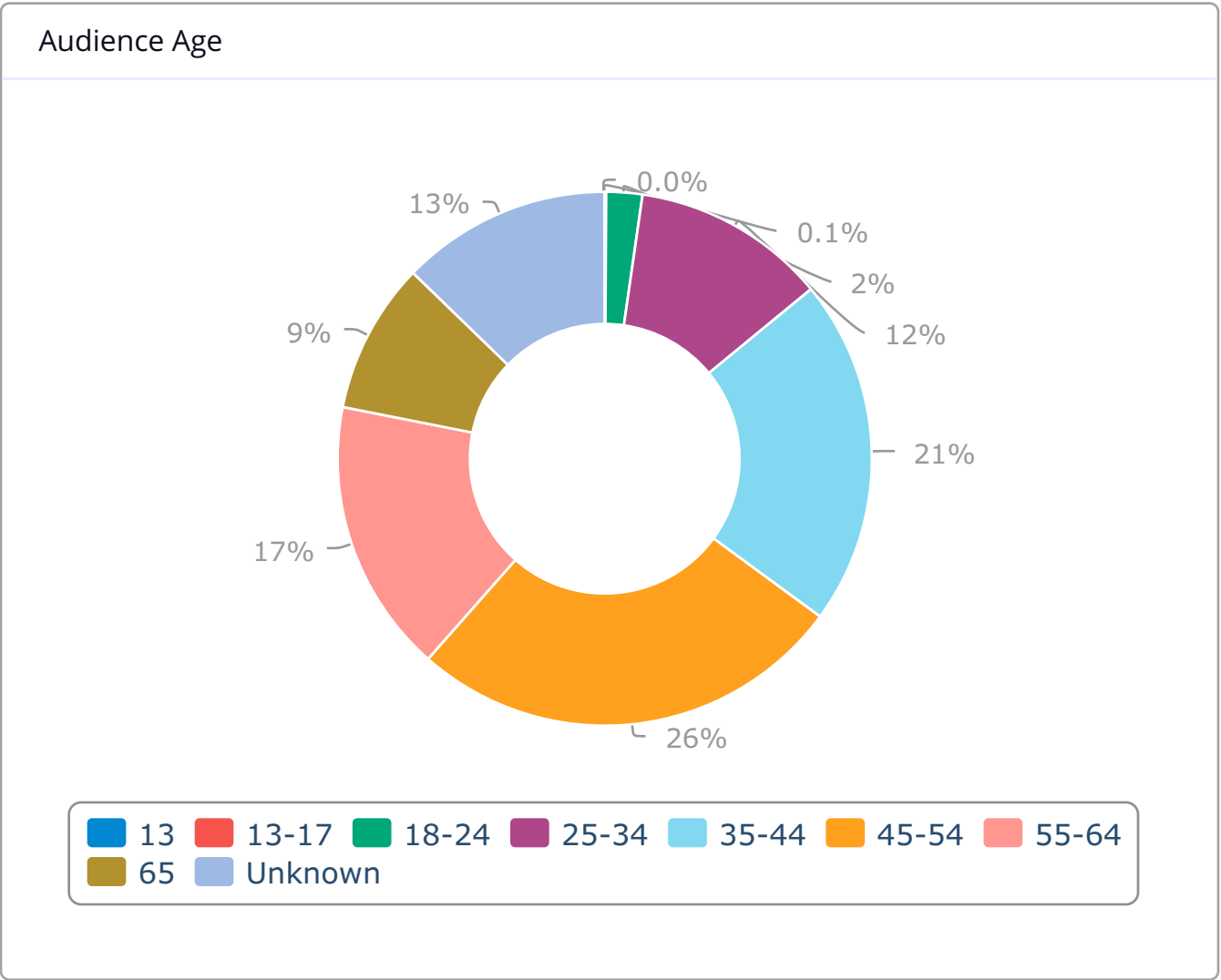
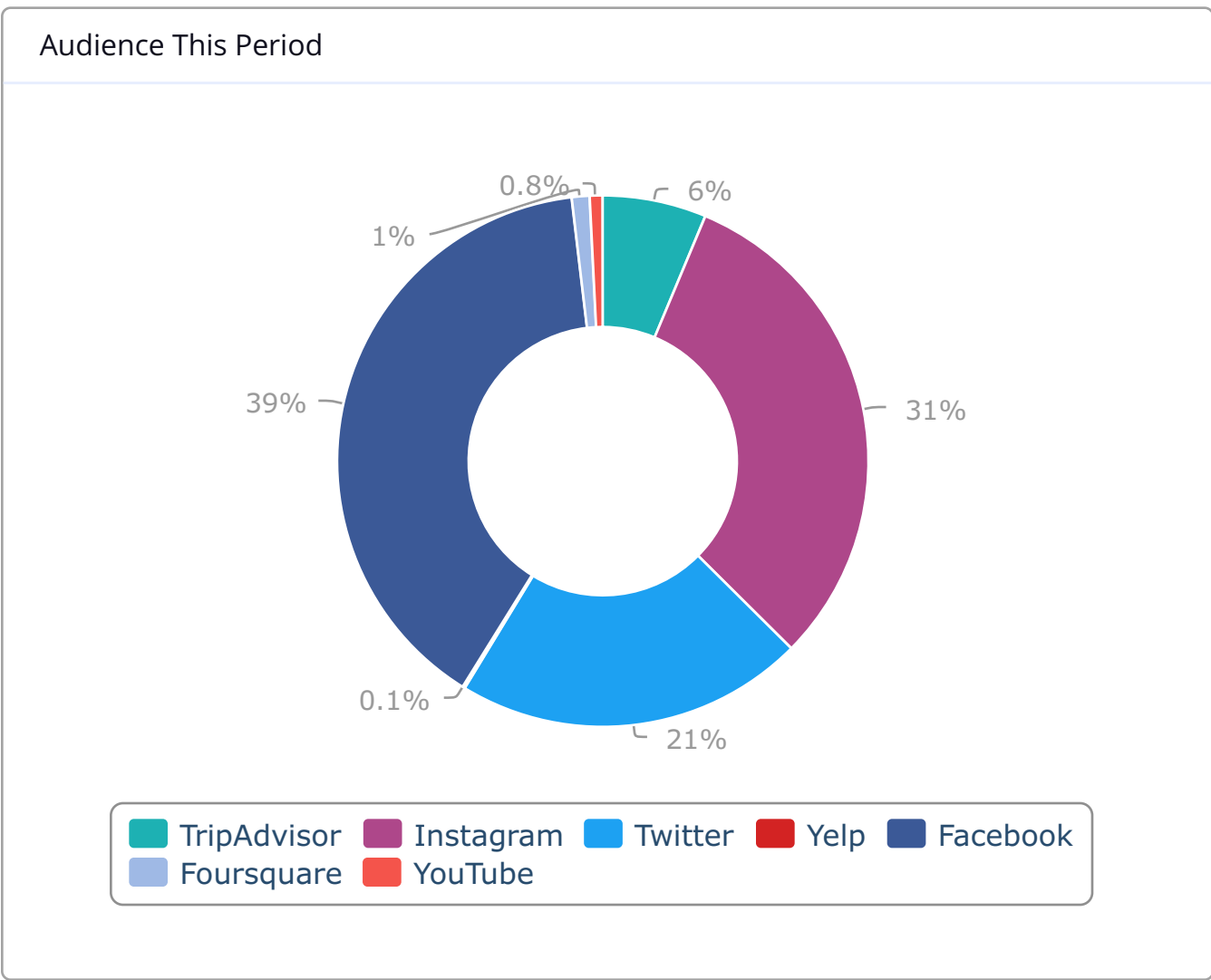
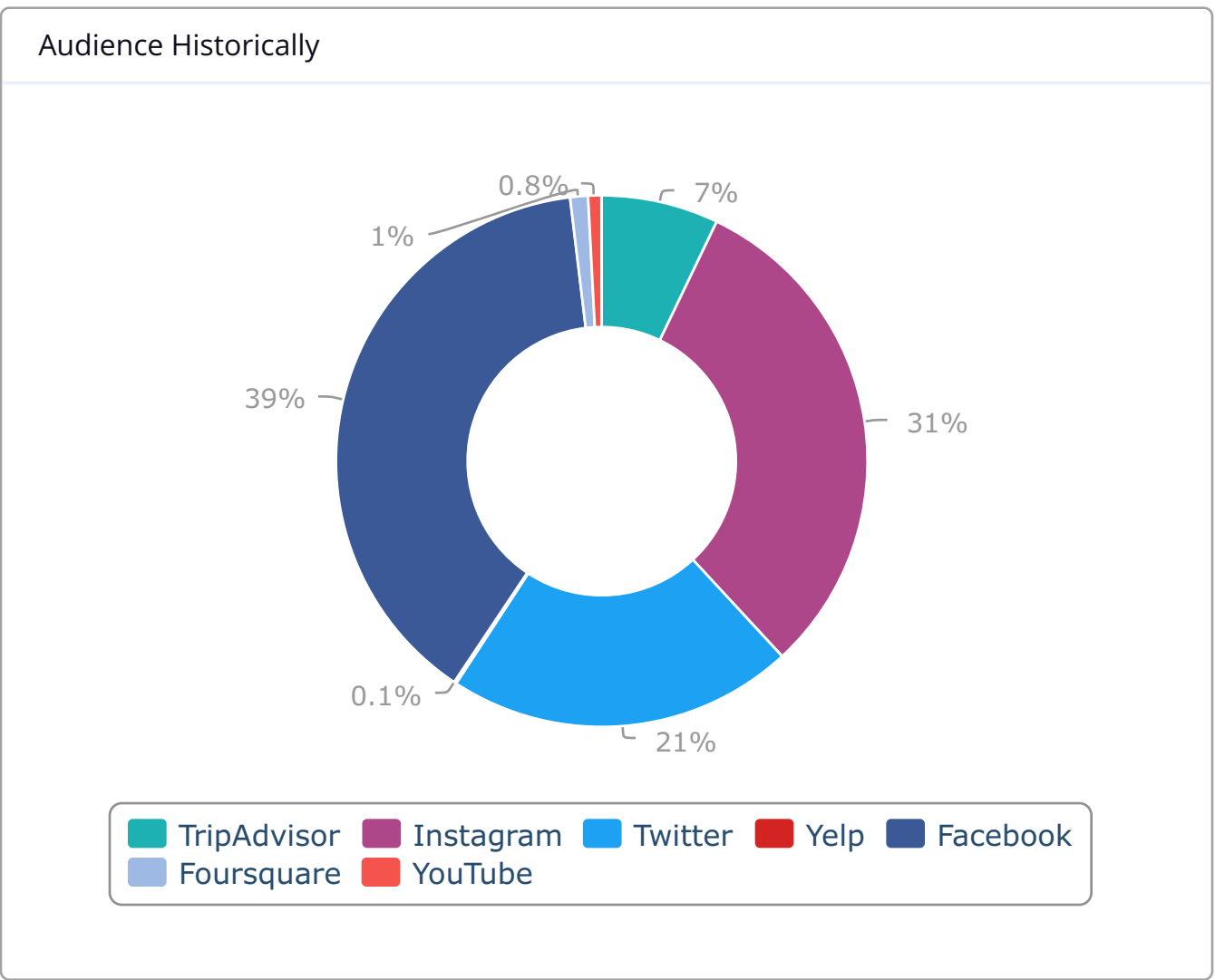
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	52	1.88%	2,817
 Foursquare	0	0%	77
 Instagram	48	2.19%	2,237
 MailChimp	4	1.04%	387
 TripAdvisor	1	0.19%	525
 Twitter	14	0.93%	1,518
 Yelp	0	0%	10
 YouTube	0	0%	62
	119	1.56%	7,633

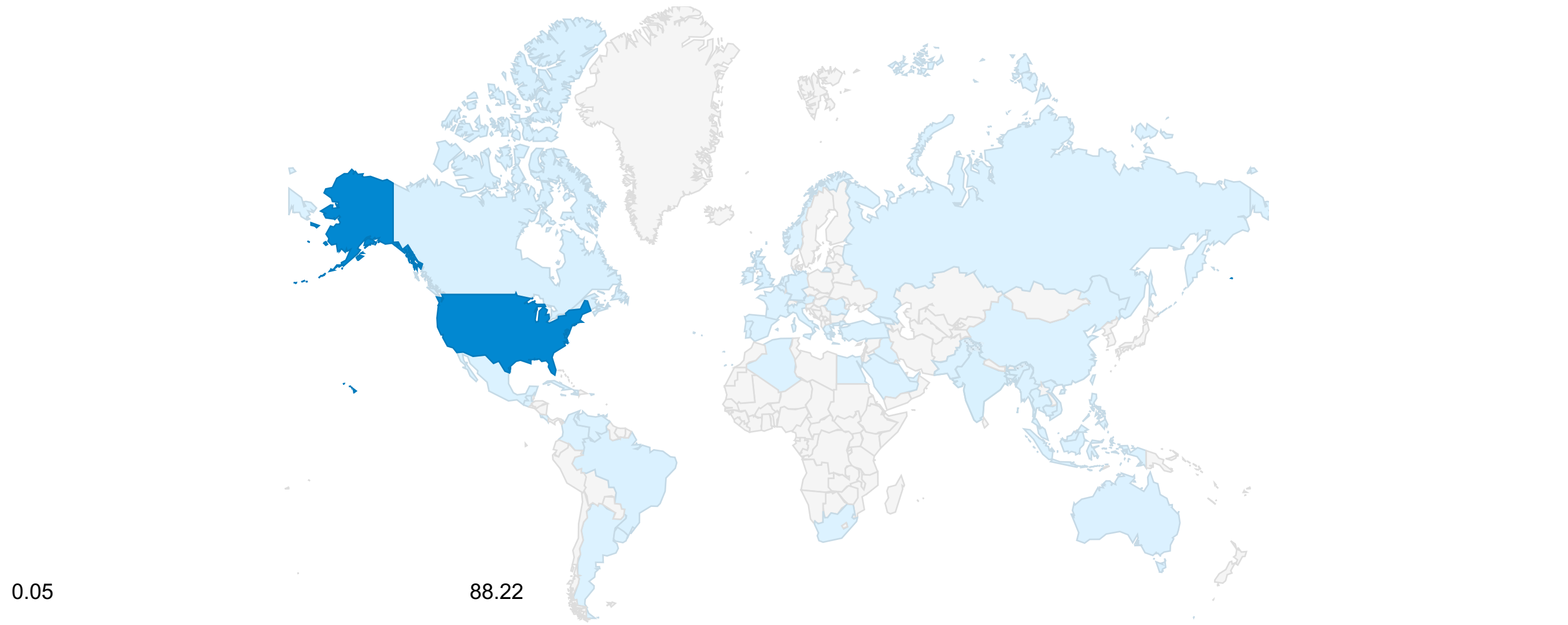
Audience Growth Over Time



 Facebook accounted for the most audience growth, with 52 new friends added. Instagram was your fastest-growing channel, with 2.19% follower growth.







Country	Code	%
United States	US	88.22
United Kingdom	GB	1.76
Canada	CA	1.6
India	IN	1.13
Brazil	BR	0.72
Germany	DE	0.68
Australia	AU	0.54
Mexico	MX	0.38
Italy	IT	0.32
Thailand	TH	0.27
Spain	ES	0.2
United Arab Emirates	AE	0.18
Philippines	PH	0.18
Puerto Rico	PR	0.16
France	FR	0.16
Bangladesh	BD	0.16
Uruguay	UY	0.14
Saudi Arabia	SA	0.14
Ireland	IE	0.11
Turkey	TR	0.11
Norway	NO	0.09
Venezuela	VE	0.09
Pakistan	PK	0.09
Russian Federation	RU	0.09
Indonesia	ID	0.09