

December 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, November 2019 Monthly Update,
Key West Historic Seaport Marketing Services Contract #10-015

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications | November Email Newsletter/eBlasts

Key West Bight Marina & the Super Boat International Races (11/6, 11/8 & 11/10)



Super Boat International Races


The Super Boat International Races &
Key West Bight Marina

Founded in 1989, the [Super Boat International Races](#) are the largest and fastest offshore racing series in the world. With its massive fanbase and the most popular television production crews in tow, 2019's Super Boat International Race is predicted to be the biggest year yet.

Don't want to miss the exciting action at the Key West Bight Marina! For more information about all the events, check out the [Complete Guide Here!](#)


* For more information about all the events, click the link below to read our [Super Boat International Races Blog!](#)

[| Super Boat International Races BLOG |](#)



For more exhilarating information and/ or photos of what is to come at the 2019 Super Boat International Races, click the images above!

Photo Credit | SuperBoat.com



KEY WEST HISTORIC SEAPORT

YOUR GATEWAY
TO EVERYTHING
KEY WEST, FLORIDA!

#HistoricSeaport

Key West Historic Seaport 2019 HOLIDAY SEASON

November Email Newsletter/eBlasts - Key West Historic Seaport 2019 Holiday Season!

Media / Press Clippings Captured During the Month of November:

Bight, Seaport Lighting Taking Place on November 27th --

- Key News mentioned the "Bight Before Christmas" and promoted the schedule of holiday events. The article promoted this event as the official kick-off for the lighting of the Harborwalk.



Bight, seaport lighting taking place on Nov. 27

KEY WEST CITIZEN
November 19, 2019

The Key West "Bight Before Christmas" and Historic Seaport schedule of holiday events will kick off the holiday season in Key West on Wednesday, Nov. 27, with the lighting of the Key West Harbor Walk Lights. The free event starts at 6 p.m. at the Harbor Walk plaza at Greene and Elizabeth...

Complete article, please pick up a copy of *The Citizen* for this day or purchase this day's electronic edition. Home Delivery & Electronic Edition subscribers to *The Citizen* may access this article, once logged in to *keysnews.com*, at no charge. If you forget your password, please call us at 305-292-7777, ext. 4.

Key West Historic Seaport Holiday Television Commercial!

Click on the play button below to view the official holiday video being aired throughout South Florida & the Florida Keys!



Pet Pictures with Santa Claus!

Benefiting the [Key West Boys and Girls Club](#), come out on December 6th for the Historic Seaport's Annual **Pet Pictures with Santa!** Starting at 6 PM come get your very own professional, furry, family photo under the "Nautical Christmas Tree" on William Street. Your holiday furry holiday photo awaits you!



Click here for more information >> [Pet Pictures with Santa](#).

Hometown Holiday Parade!



Starting at 7 PM on December 7th, come celebrate Key West's Annual **Hometown Holiday Parade!** The parade will start on Truman Avenue, proceed down Duval Street and end on Eaton Street. With holiday floats and a ton of fun for kids of all ages, this is one of the most charming hometown parades you'll ever see! Of course, Santa will be making a guest appearance!

Click here for more information >> [Hometown Holiday Parade](#).

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

We Have Light --

- Key News mentioned hundreds of holiday goers surrounded the fishing buoy-themed Christmas tree for the ceremonial lighting of Historic Seaport's Harborwalk of Lights on Wednesday, November 27th.
- The article was promoted via Key News social media, website and was on the front page of the daily newspaper.
- Was promoted on all social media outlets >> [Link to Article](#)



Children surround Tom Stroth, left, creator of the Key West 'Bight Before Christmas' celebration and the Harbor Walk of Lights, in anticipation of the ceremonial lighting of the Walk of Lights on Wednesday. The annual lighting of Key West's Historic Seaport marks the beginning of Key West Holiday Fest.



Hundreds of holiday revelers surround a fishing buoy-themed Christmas tree during the ceremonial lighting of the Key West Historic Seaport 'Harbor Walk of Lights' on Wednesday. (CAROL TEDESCO/The Citizen)

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 KWHHS Social Media outlets. See attached Social Media and Website report for November 2019, for in-depth, detailed reporting of each.

November Thanksgiving Giveaway | Vacation Key West & Yankee Freedom III Partnership --

- Based on individual liking, following, tagging two friends & sharing social media posts.
- Ran on [Facebook](#), [Twitter](#) & [Instagram](#) from November 25th and ended on December 2nd.

- Social Media followers entered for a chance to win two Yankee Freedom III t-shirts and various Historic Seaport gift cards provided by Vacation Key West.
- [Terms & Conditions](#) were agreed too.
- Contest generated over 720+ likes, 200+ new followers, 65 friend tags/ comments and 50+ shares.
- The winner, Michele Loft Horn, was announced on Facebook, Twitter & Instagram.



Facebook Stats:

- Increase page likes from 3,173 up (↑) to 3,523
- Increase total check-ins to 5,097 from 4,777
- 3,648 followers from 3,281
- 4.9 ★★'s out of 5

Instagram Stats:

- New followers gained throughout the month with a new total of 2,602.
- November followers up (↑) from 2,497 followers in October.
- Posting weekly Instagram stories (event & promotion reminders, sunsets, weather, tenant information, etc.)

Twitter Stats:

- Increase in followers to 1,564 from 1,549.
- Profile Visits (↑) 43 | 13.2%

TripAdvisor Stats:

- The KWHS has 672 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
- 31,709 total all-time Historic Seaport YouTube Video Views

ADVERTISING

Television Advertising

- 2019 KWHS Holiday Commercial
 - Airing daily on throughout Miami to Ft. Lauderdale. Zones include Kendall, Perrine FL, Homestead FL, Dade South FL, Florida Keys FL, Kendall & Perrine FL
 - Airing daily on Key TV Destination Television November through mid-January

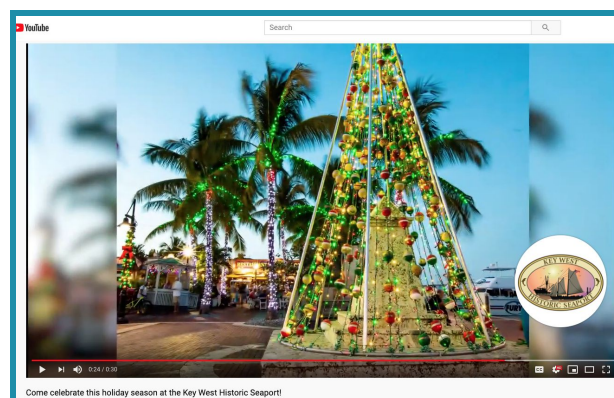
CUSTOMIZED MEDIA SOLUTION

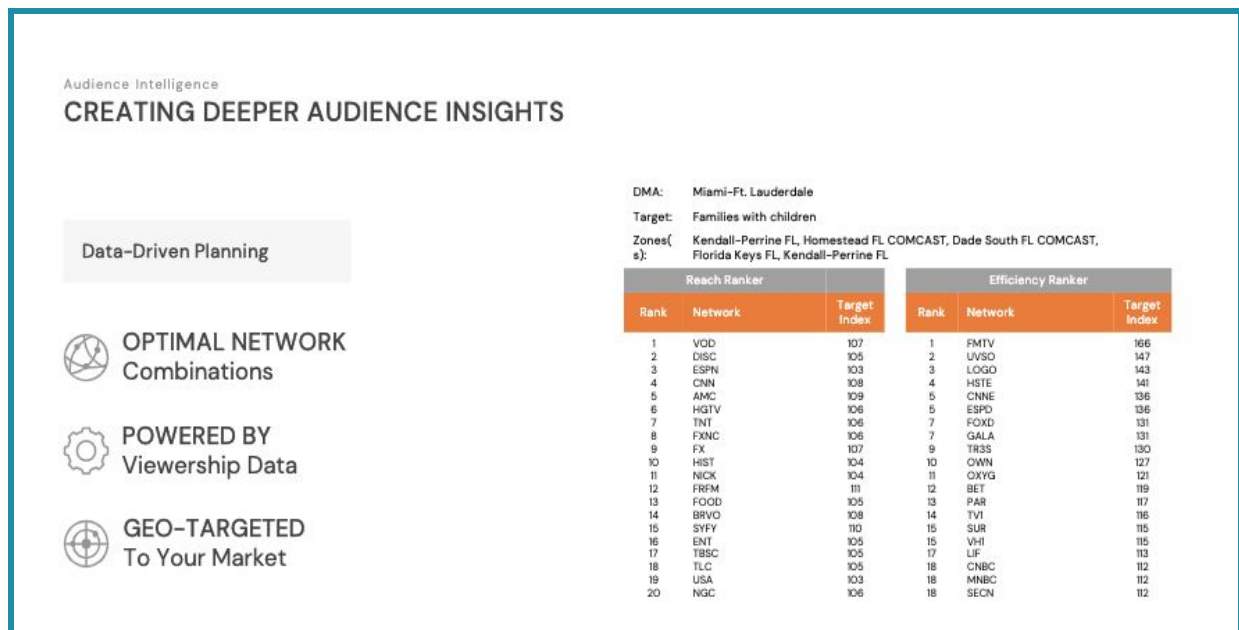
AUDIENCE TARGET: Families with children

| | |
|---------------------------|--|
| Campaign Dates | 12/2/19 – 1/31/19 |
| Targeted Zones | South Dade, Kendall-Perrine, Homestead, Florida Keys |
| Nielsen Demo | Households |
| Premium TV Content | FXNC, MSNBC, CNN, ESPN, HGTV, TBSC, LMN, BET, BRVO, TLC, NICK, TNT, VH1, OXYG, OWN, HALL, USA, LIF, FRFM, SYFY, TOON, WETV |
| TV Reach / Frequency | 70% / 3 times |
| Estimated TV Impressions | 270,497 |
| Digital Video Impressions | 12,611 |
| Campaign Attribution* | Proof of performance reporting |

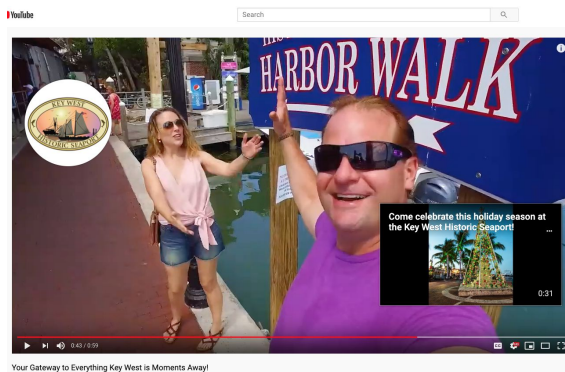


To watch the complete Key West Historic Seaport 2019 Holiday Video, [Click Here](#).





- 2019 KWHS Television Commercial
 - Started airing daily on Key TV Destination Television



To watch the complete Key West Historic Seaport 2019 Commercial, [Click Here](#).

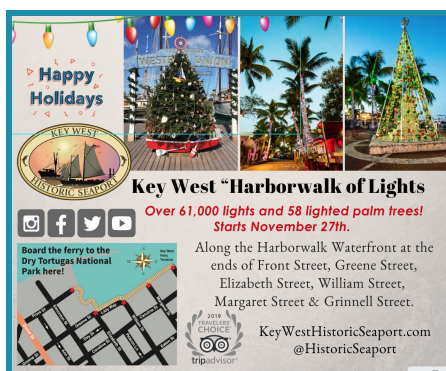
Key West 2019 Historic Marker Map --

- Non-profit, multi-platform, educational program.
 - Website with map included
 - 125 Historic Markers with free phone tour & GPS based phone app.
- 100,000 maps printed
 - Distributing to 50 points throughout Key West Historic Seaport distribution location included



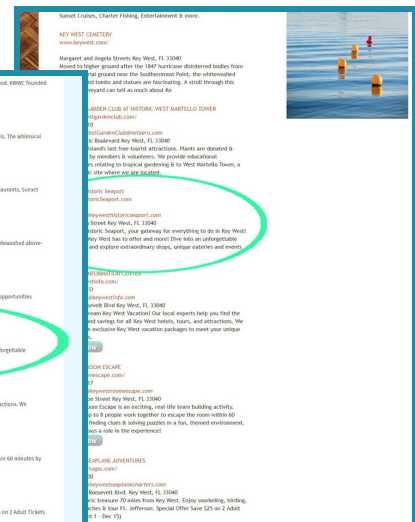
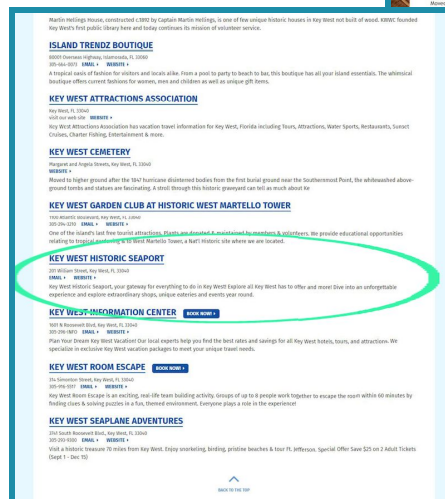
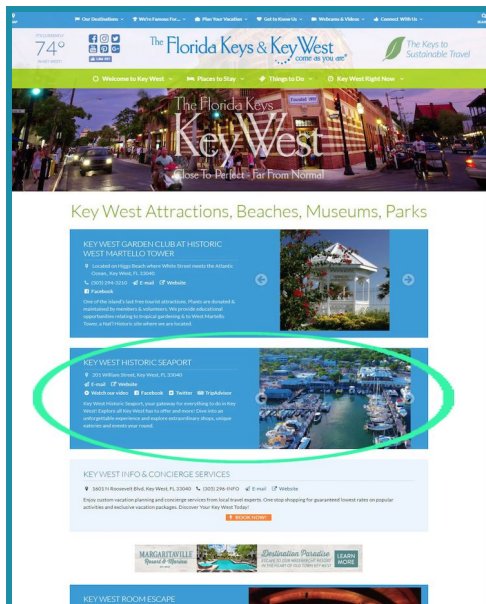
Historic Seaport Airport Advertisement with Anderson Advertising --

- ADEPT recently updated the Historic Seaport Airport Advertisement to reflect this upcoming holiday season.
 - The advertisement included 3 High Def LCD ads running on all three screens on both conveyor belts at Key West airport.
 - 3 back-to-back High Def LCD at airport arrival, 15 seconds each ad
 - Ferry and Airport rack card placement at the airport arrival



The Florida Keys & Key West Advertisement --

- KWHS & KeyWestHistoricSeaport.com are listed on fla-keys.com and floridakeys.com
 - Fla-keys.com averages 687,000 visitors per month & is the official site of FL Keys & Key West (Monroe County Tourist Development)
 - Advertisement includes Direct links KWHS website, email, phone numbers, webcam, address & map with a 255-word description of Historic Seaport



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



Fall In Love With The Historic Seaport!

Nationally observed, Thanksgiving is celebrated on the fourth Thursday of every November each year. Originally originated as a harvest festival, Thanksgiving has been celebrated nationally on and off since 1789. Considering this holiday seemingly revolves around "giving thanks" thousands of families and friends come together every year in celebration of their love for one another, delicious food and a time to reflect on what is most important in life.

With this holiday (and Christmas soon follow) events and celebrations are the staple is almost every city and community nationwide. The Key West Historic Seaport is no different. Below you will find a detailed list of all the amazing, annual, event being celebrated over the 2019 Historic Seaport Holiday Season.



Lighting of the Key West "Harbor Walk of Lights" | November 27th, 6 PM

- New images added for dining, entertainment, and shopping
- Acquired new professional photography/seaport Images of Historic Seaport
- Blog: [Meet Me at the Historic Seaport!](#)

WEBSITE ANALYTICS (HISTORIC SEAPORT)

Audience Overview:



Acquisition Overview:

| | Users | New Users | Sessions |
|--|-------|-----------|----------|
| | 2,903 | 2,846 | 3,267 |
| 1 ■ Organic Search | 1,892 | | |
| 2 ■ Direct | 639 | | |
| 3 ■ Social | 220 | | |
| 4 ■ Referral | 174 | | |
| 5 ■ (Other) | 8 | | |


Top 10 Referral Sources:

| | |
|-----|---|
| 1. | athomekeywest.com |
| 2. | keywestbightmarina.com |
| 3. | kwdc |
| 4. | fla-keys.com |
| 5. | travelandleisure.com |
| 6. | baidu.com |
| 7. | linktr.ee |
| 8. | traveltips.usatoday.com |
| 9. | afterhourskeywest.com |
| 10. | r.search.aol.com |


Search Terms:

| | |
|-----|---|
| 1. | / |
| 2. | /event/race-world-offshore-key-west-championships/ |
| 3. | /event/key-west-hometown-holiday-parade/ |
| 4. | /events/ |
| 5. | /event/schooner-wharf-29th-annual-key-west-lighted-boat-parade/ |
| 6. | /things-to-do/food/ |
| 7. | /general-information/ |
| 8. | /event/key-west-historic-seaport-holiday-celebration/ |
| 9. | /things-to-do/shopping/ |
| 10. | /event/key-west-film-festival-3/ |


GOOGLE REVIEWS




Good job, you got a new 5-star review




Mike Desmond
★★★★★
Loved it going back again



tasha Woodhull
★★★★★



Sarah Kindinger
★★★★★



JustInForce
★★★★★

WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina September 2019 Blog
 - [Warm Holiday Wishes from the Key West Bight Marina](#)
 - Developed KWHS and KW Bight Marina Website Protocols (shared with City Staff)

hometown parades you'll ever see with holiday floats and a ton of fun for kids of all ages! Of course, Santa will be making a guest appearance! Click here for more information >> [Hometown Holiday Parade](#)

- **Key West Lighted Boat Parade**

It is no secret that Key West and the Historic Seaport can throw a good party! With the **29th Annual Key West Lighted Boat Parade** being no different, come and let us show you what our little island is made of by joining us for this historic event starting on December 14th at 8 PM! Whether you feel like entering your own vessel, chartering your private front-row seat or sitting alongside our famous Harborwalk Waterfront, it is safe to say the Historic Seaport has all your viewing pleasure covered!

- Echo Catamaran Lighted Boat Parade Party, 7:30 PM to 9:30 PM.
- Fury Water Adventures Lighted Boat Parade Party, 7:30 PM to 9:30 PM
- Seabago Key West Lighted Boat Parade Party, 7:30 PM to 9:30 PM
- Schooner Wharf Bar Lighted Boat Parade Party, 8:00 PM to 11:30 PM

- **Conch Republic Seafood Company Holiday Classic Car Show**

The Conch Republic Seafood Companies Annual **Holiday Classic Car Show** is set for December 15th! Visitors and locals are welcomed to come and see numerous classic cars from every era decked out for the holidays starting at 11 AM. Come join for a good cause and bring an unwrapped toy for the **Domestic Abuse Shelter of the Florida Keys**. Click here for more information >> [Conch Republic Holiday Classic Car Show](#).

- **Violins in Motion**



WEBSITE ANALYTICS (BIGHT MARINA)

Views by Page title and screen class

| PAGE TITLE AND SCREEN CLASS | VIEWS |
|---|-------|
| Key West Bight Marina – Key West Historic Seaport | 2.5K |
| Dockage – Key West Bight Marina | 890 |
| Reservations – Key West Bight Marina | 441 |
| Amenities – Key West Bight Marina | 327 |
| Our Blog – Key West Bight Marina | 46 |
| Key West Bight Marina & t...s – Key West Bight Marina | 28 |

Event count by Event name

| EVENT NAME | EVENT COUNT |
|---------------------------------|-------------|
| page_view | 4.3K |
| user_engagement | 1.6K |
| session_start | 1.2K |
| first_visit | 1K |
| scroll | 415 |
| click | 47 |

| City ▾ | | ↓ Users | New users | Engaged sessions | Engagement rate |
|--------|-----------|----------------------|------------------------|------------------------|------------------|
| Totals | | 978 100% of total | 1,013 100% of total | 1,069 100% of total | 88.27% Avg 0% |
| 1 | (not set) | 129 | 146 | 138 | 84.15% |
| 2 | New York | 58 | 52 | 65 | 81.25% |
| 3 | Tampa | 58 | 59 | 64 | 92.75% |
| 4 | Miami | 44 | 41 | 50 | 89.29% |
| 5 | Abu Dhabi | 42 | 52 | 42 | 80.77% |
| 6 | Chicago | 39 | 43 | 39 | 90.7% |
| 7 | Key West | 36 | 31 | 40 | 86.96% |
| 8 | Dallas | 24 | 22 | 28 | 93.33% |
| 9 | Ashburn | 21 | 21 | 21 | 100% |
| 10 | Charlotte | 11 | 9 | 10 | 90.91% |









Audience Summary

Key West Historic Seaport

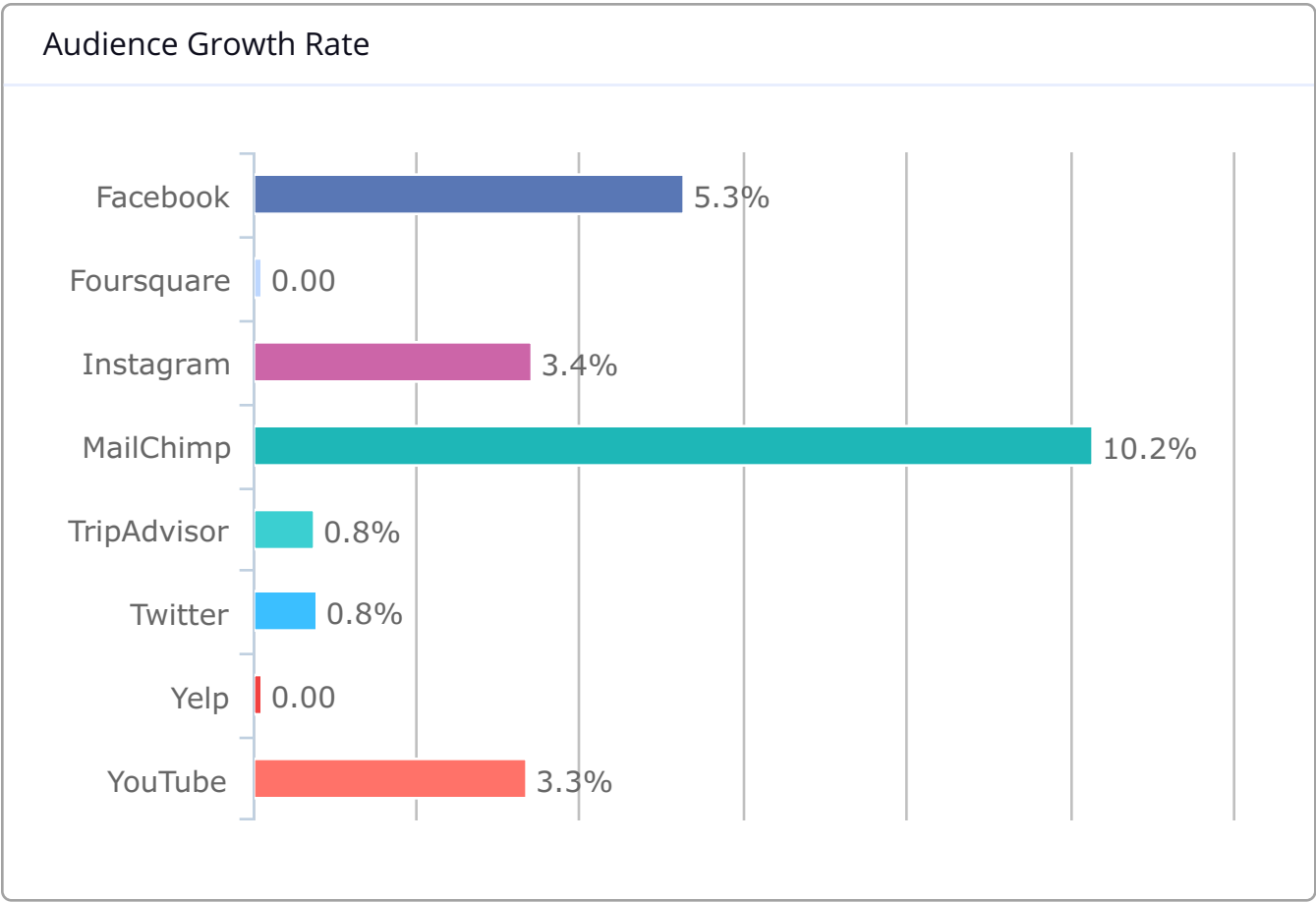
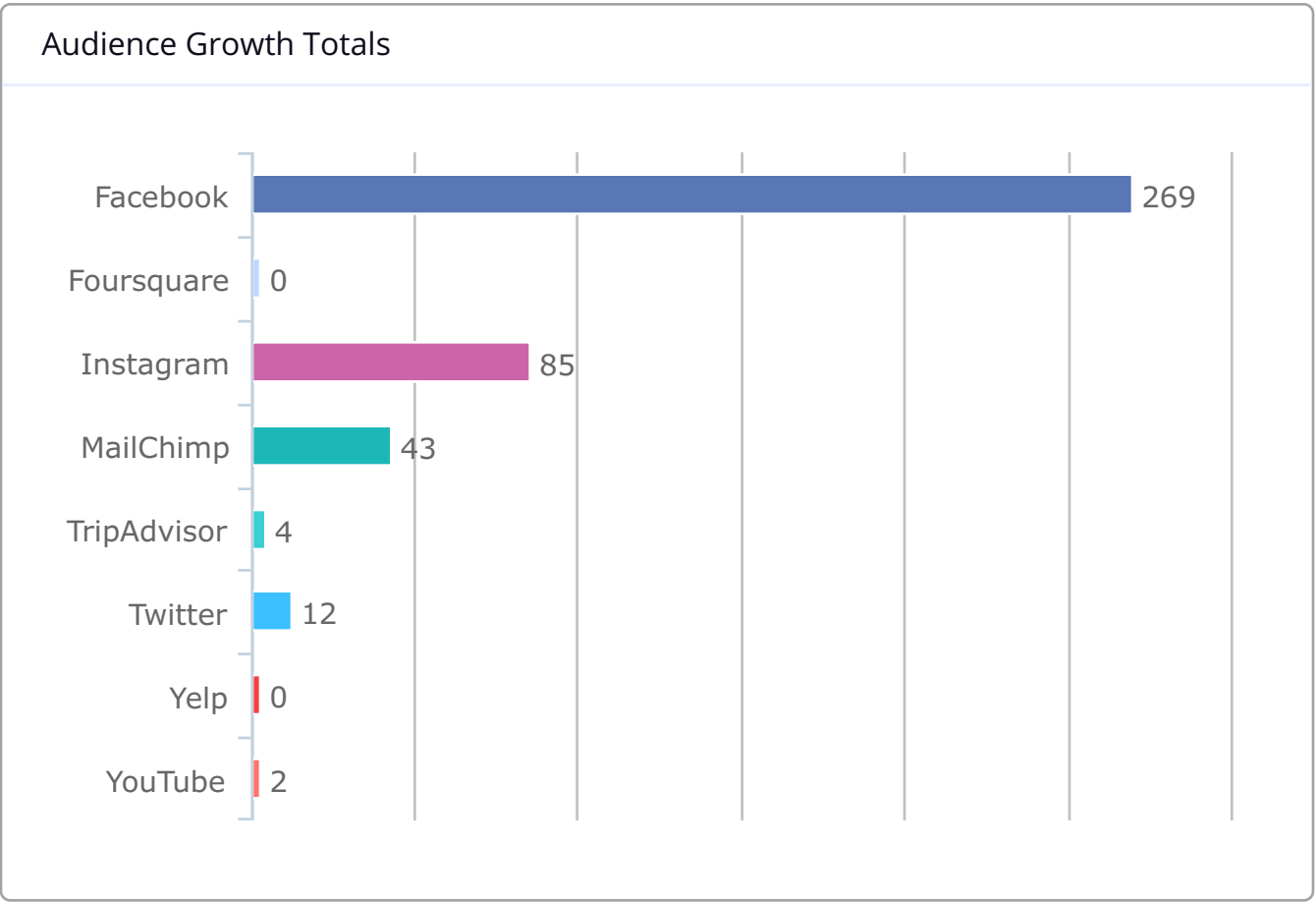
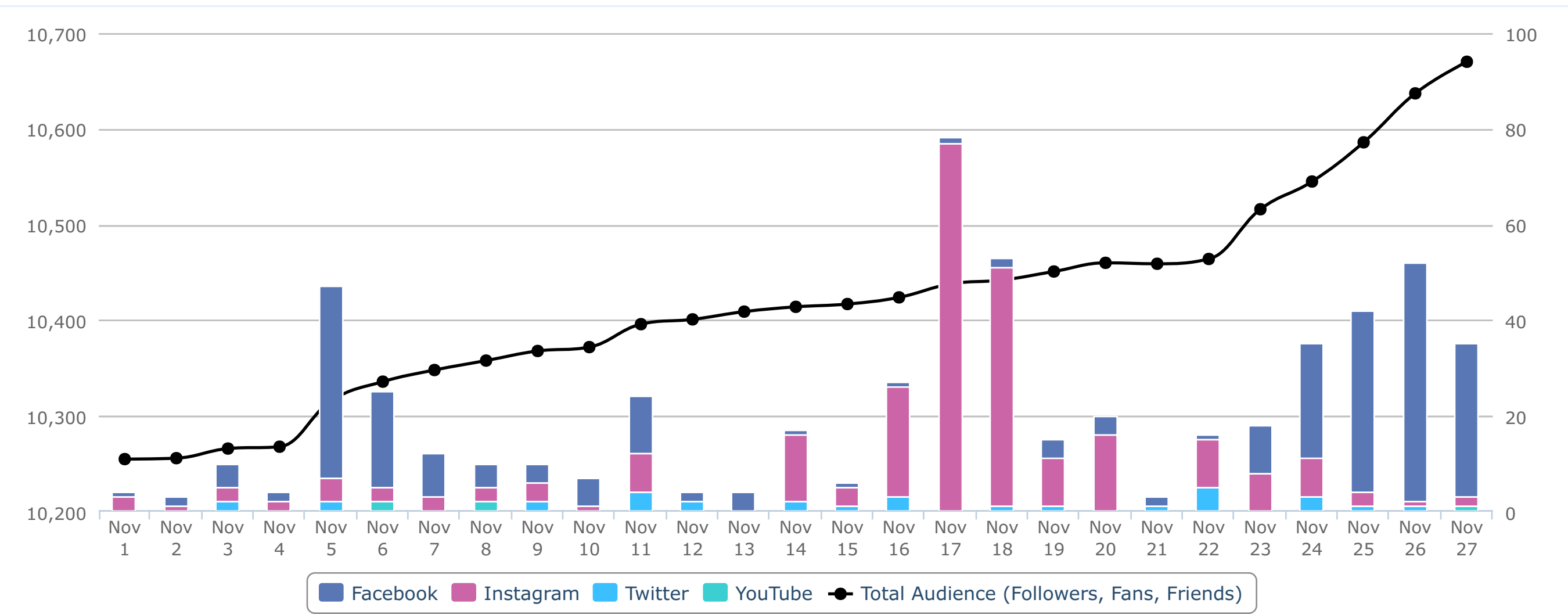
November 1, 2019 - November 27, 2019


Cross Channel Report

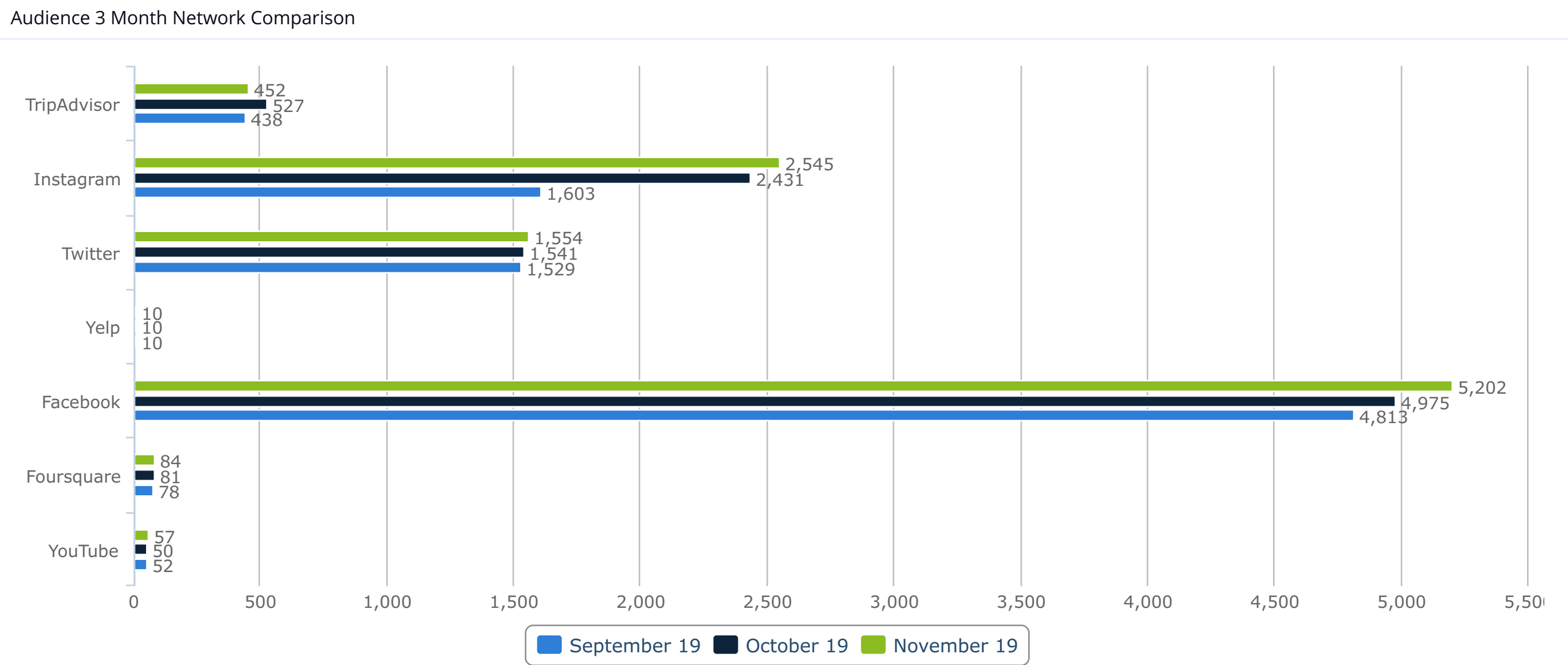
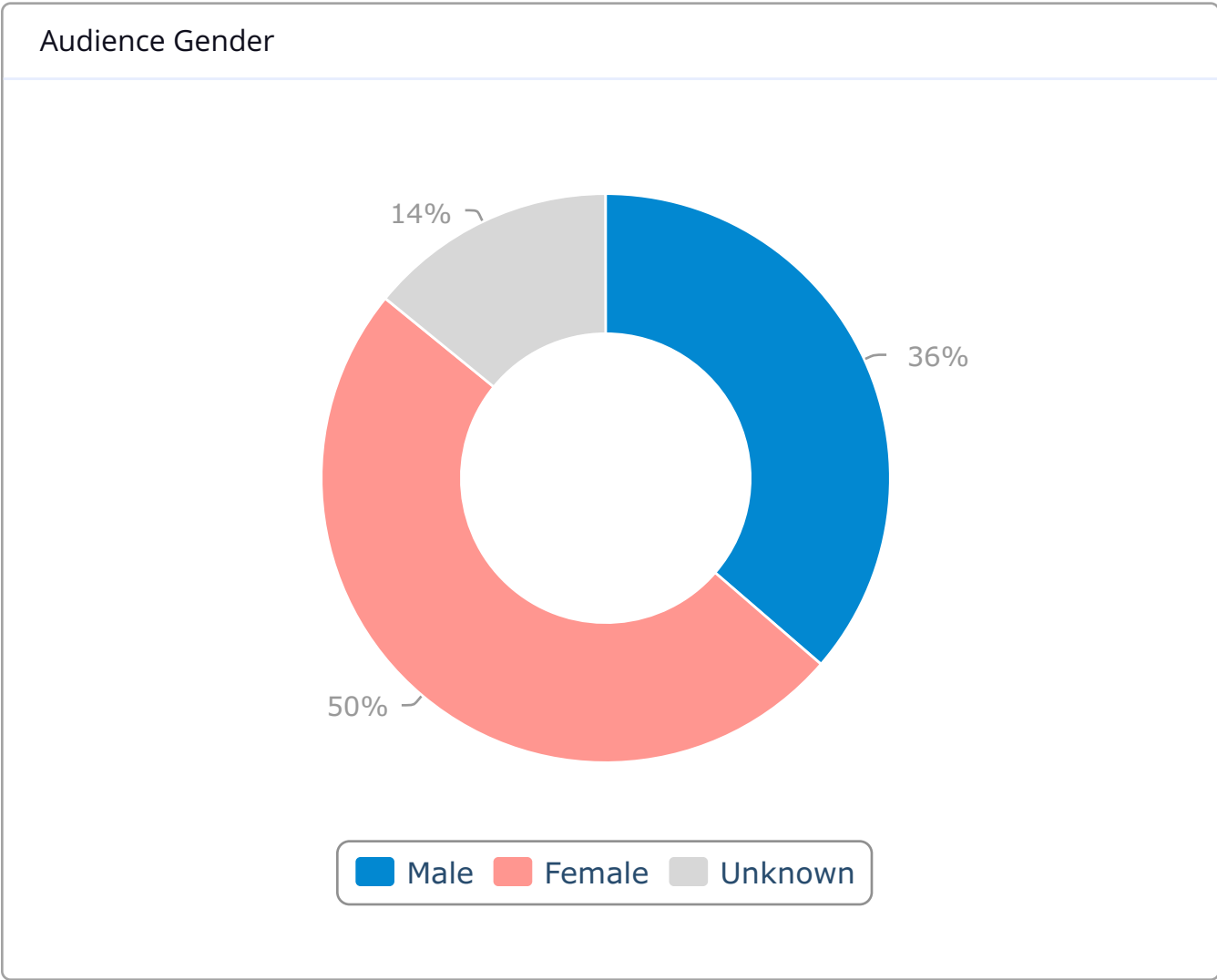
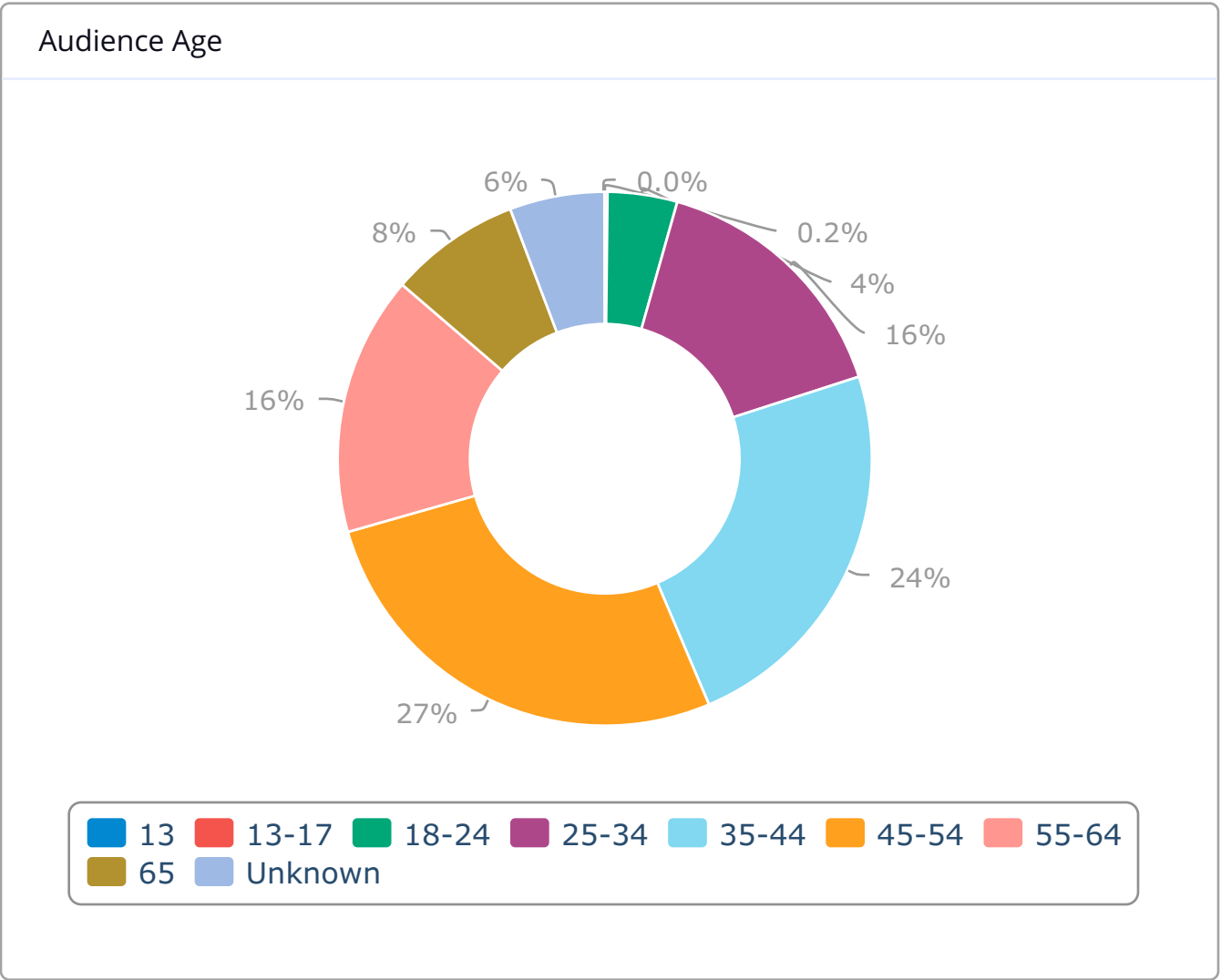
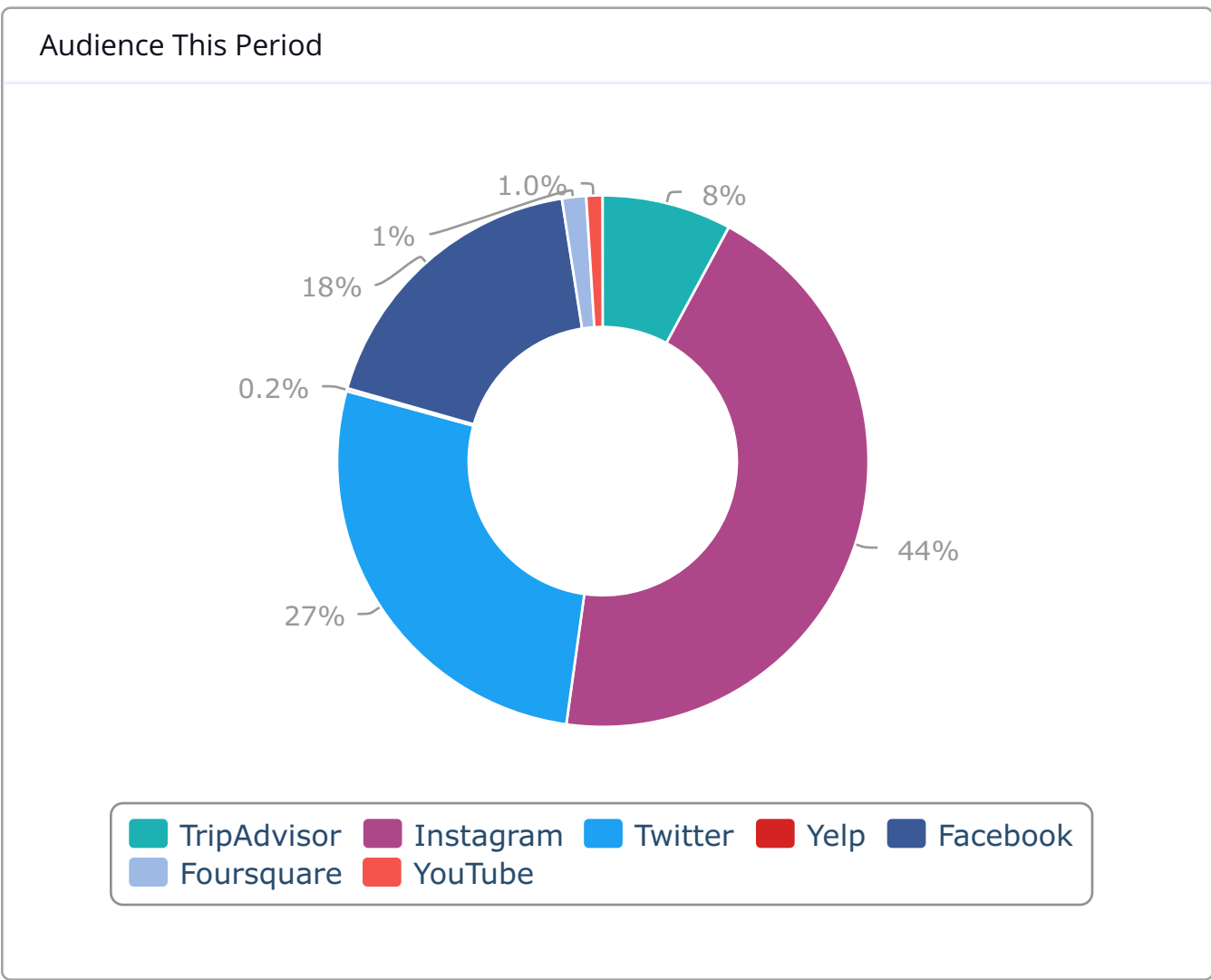
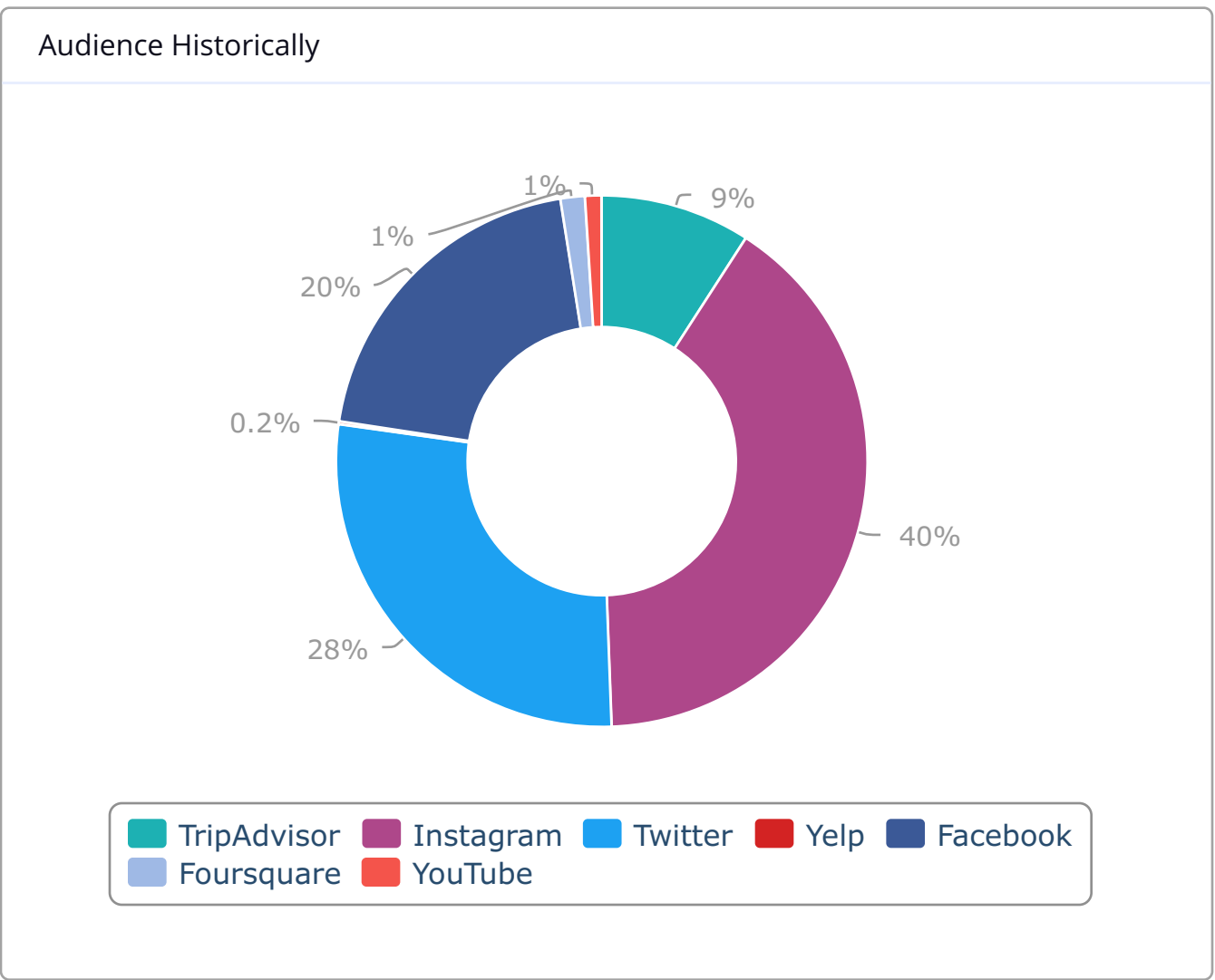
Audience Growth By Channel

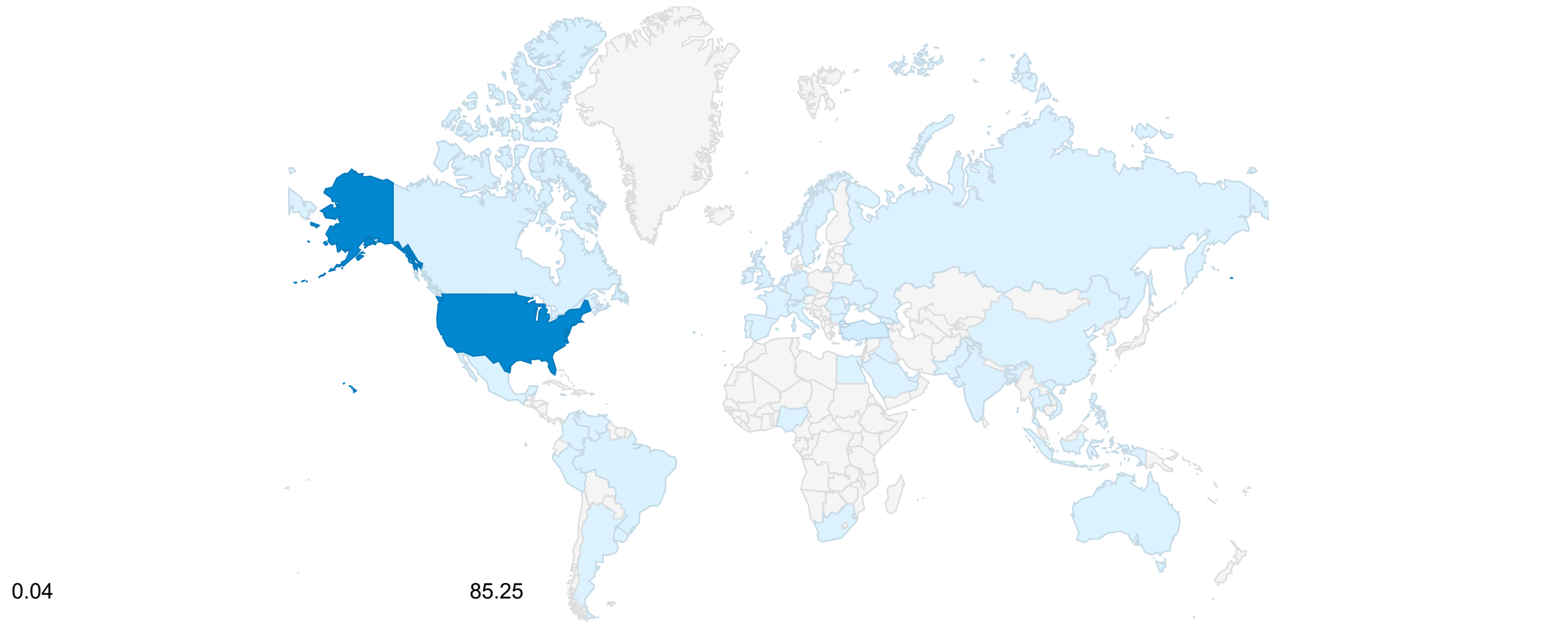
| Channel | Audience Growth (Net) | Growth Rate | Total Audience |
|---|-----------------------|-------------|----------------|
|  Facebook | 269 | 5.27% | 5,371 |
|  Foursquare | 0 | 0% | 84 |
|  Instagram | 85 | 3.4% | 2,587 |
|  MailChimp | 43 | 10.24% | 463 |
|  TripAdvisor | 4 | 0.76% | 533 |
|  Twitter | 12 | 0.78% | 1,560 |
|  Yelp | 0 | 0% | 10 |
|  YouTube | 2 | 3.33% | 62 |
| | 415 | 3.89% | 10,670 |

Audience Growth Over Time



 Facebook accounted for the most audience growth, with 269 new friends added. MailChimp was your fastest-growing channel, with 10.24% user growth.





| Country | Code | % |
|---------------------|------|-------|
| United States | US | 85.25 |
| Turkey | TR | 4.59 |
| United Kingdom | GB | 1.31 |
| Canada | CA | 1.29 |
| Brazil | BR | 0.97 |
| India | IN | 0.62 |
| Germany | DE | 0.51 |
| Jamaica | JM | 0.37 |
| Australia | AU | 0.35 |
| Italy | IT | 0.35 |
| Mexico | MX | 0.31 |
| Spain | ES | 0.18 |
| France | FR | 0.17 |
| Bangladesh | BD | 0.15 |
| Netherlands | NL | 0.15 |
| Russian Federation | RU | 0.14 |
| Thailand | TH | 0.13 |
| Puerto Rico | PR | 0.12 |
| Philippines | PH | 0.11 |
| Portugal | PT | 0.11 |
| Argentina | AR | 0.1 |
| China | CN | 0.1 |
| Trinidad And Tobago | TT | 0.08 |
| Venezuela | VE | 0.08 |
| Ireland | IE | 0.08 |