



City of Key West
Key West Historic Seaport

BIGHT MANAGEMENT BOARD
QUARTERLY MARKETING UPDATE

Marketing Services Contract #10-015
| DECEMBER 2019 |



ADEPT
Strategy & Public Relations

2020 Marketing Update

Quarterly Social Media

Audience Profile

Giveaways

Holiday Performance

Media Clippings, Holiday Guide, Website,
Google Events, Commercial, Social Media

Performance on Google

Adwords

Monthly Blogs

Advertising

Airport

FL Keys

Historic Marker Map

Key West Bight Marina

Blogs

Commercials

Land, Air & Sea

Holiday Commercial

Newsletters & Eblasts

Goals & Partnerships

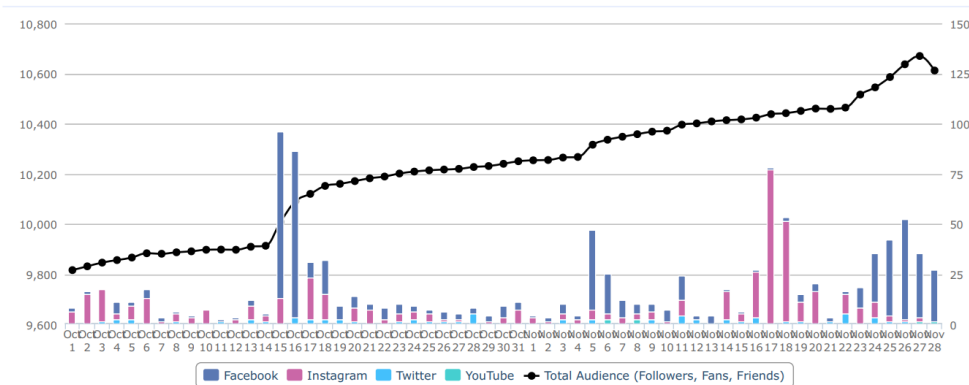


Quarterly Social Media.

Quarterly Social Media.

- ❖ Robust & active engagement.
- ❖ Multiple campaigns, giveaways & video content creation.
- ❖ Successful audience growth on social channels of over 10k fans
- ❖ Facebook accounted for the most audience growth.

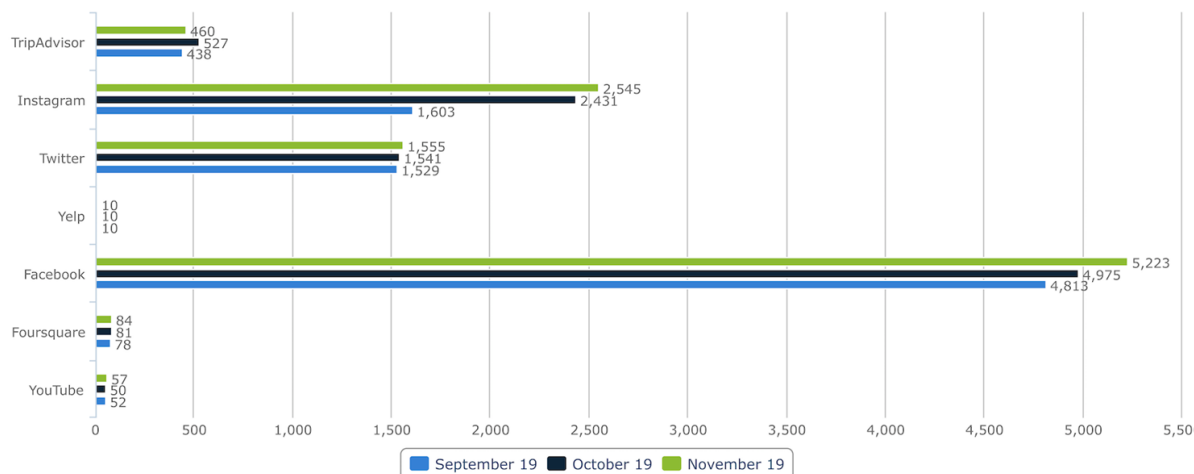
Audience Growth Over Time



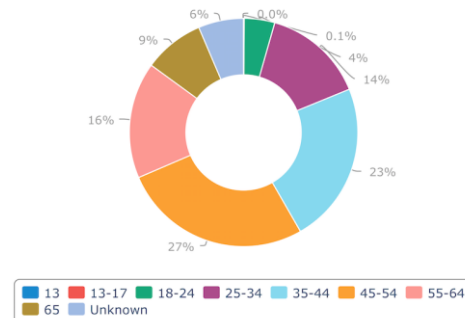
Social Media Audience Profile.

- ❖ Primary audience age is active adults between 35 to 54 years old.
- ❖ Audience gender is represented with female visitors slightly higher.
- ❖ Facebook presented the largest growth from October through

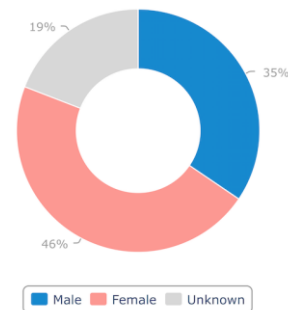
Audience 3 Month Network Comparison



Audience Age



Audience Gender



Social Media Giveaways.

- ❖ Giveaway Partners → USA Today Travel, Vacation Key West & Yankee Freedom III.
- ❖ Entries were based on following @HistoricSeaport, tagging two friends & having them following @HistoricSeaport and reposting giveaway.
- ❖ Giveaways ran on Facebook, Instagram & Twitter.
- ❖ Both giveaways ran for one week each.



Giveaways Generated:

1,005k page likes.

200+ comments & friend tags within each comment.

430 new social media followers.

170+ social media shares.

Holiday Performance.

CARS CONCH

Church pays \$1.6 million in debt

St. John's Episcopal Church of Key West has paid off \$1.6 million of its debt to the lender, the church's pastor said. The church, which is one of the oldest in the city, had been struggling to pay off the debt for several years.

WIDE 5

Chlorine surfaces with US move on bills

Chlorine surfaced in the Florida Keys as a result of a move by the U.S. Environmental Protection Agency to phase out the use of the chemical in the state.

ON THE BEACH

Wandering 'Boondoggle' fans trouble resort

Boondoggle fans, who are known for their disruptive behavior, caused trouble at a resort in the Florida Keys.

WE HAVE LIGHT



Hundreds of holiday revelers gathered a fishing buoy-themed Christmas tree during the ceremonial lighting of the Key West Historic Seaport Harbor Walk of Lights on Wednesday.



Children surround Tom Stroh, left, creator of the Key West 'Bright Before Christmas' celebration and the Harbor Walk of Lights, in anticipation of the ceremonial lighting of the Walk of Lights on Wednesday.

Wages, fees addressed by school district

Key West School District is addressing the issue of wages and fees for its employees. The district is currently in negotiations with the teachers' union over a new contract.



Research vessel rests in KW after tour, discovery

The research vessel, which was used for a tour of the Key West Historic Seaport, is now resting in the harbor. The vessel was part of a larger project to restore the seaport.

Wandering 'Boondoggle' fans trouble resort



Boondoggle fans, who are known for their disruptive behavior, caused trouble at a resort in the Florida Keys.

Holiday Media Clippings.



Children surround Tom Stroh, left, creator of the Key West 'Bright 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)

ATTENTION HOMEOWNERS:
YOU MAY HAVE UNCLAIMED HURRICANE FUNDS
SCHEDULE YOUR FREE CONSULTATION TODAY
DO YOU HAVE UNCLAIMED HURRICANE FUNDS?
IF SO YOU MAY BE ENTITLED TO UNCLAIMED HURRICANE FUNDS
BUT, YOU MUST ACT QUICKLY!
VETERAN CLAIM ADJUSTERS
305-920-7675

COME CELEBRATE THIS HOLIDAY SEASON AT THE
KEY WEST HISTORIC SEAPORT!

CHECK OUT ALL THE WONDERFUL EVENTS BY CLICKING HERE!

Google

key west historic seaport events

[Q All](#)
[Maps](#)
[Images](#)
[News](#)
[Shopping](#)
[More](#)
[Settings](#)
[Tools](#)

Key West Historic Seaport > Events

Fri, Dec 6 5:30 PM	Old Town Trolley's Holid...	Sat, Dec 14	Key West Lighted Boat ...
Fri, Dec 6 6:00 PM	Pet Pictures With Santa	Sun, Dec 15 11:00 AM	Conch Republic Seafoo...
Sat, Dec 7 7:00 PM	Holiday Parade	Sat, Dec 21 6:30 PM	Violins In Motion

Pet Pictures With Santa

December 6 @ 8:00 pm - 8:00 pm EST

Benefiting the Key West ...
December 6th from 6 PM

[Find out more >](#)

Key West Hometown Holiday Parade!

November 27 @ 6:00 pm - December 31 @ 12:00 am EST

November 27th will officially ...
with the Lighting of the Har...

[Find out more >](#)

Sebago's Lighted Boat Parade Party

December 14 @ 7:30 pm - 9:30 pm EST

Starting at 7:30 PM, com...
Annual Lighted Boat Para

[Find out more >](#)

Schooner Wharf's Lighted Boat

December 14 @ 8:00 pm - 11:30 pm EST

Starting at 8 PM, you do n...
Party! Every year visitors a...

[Find out more >](#)

Key West Historic Seaport Holiday Celebration

November 27 @ 6:00 pm - December 31 @ 12:00 am EST

November 27th will officially ...
with the Lighting of the Har...

[Find out more >](#)

Violins In Motion

December 21 @ 6:30 pm - 8:00 pm EST

On the Harborwalk of Ligh...
Elizabeth Street, come and...

[Find out more >](#)

<p>Schooner Wharf Tree Trimming Party! Key West Historic Seaport Sun Dec 1, 5:00pm</p>	Not boosted	2K	115
<p>Key West Historic Seaport 2019 Holiday Celebration! Key West Historic Seaport Wed Nov 27, 6:00pm</p>	Not boosted	12.5K	666

Budget Spent	Reach	Responses
Pet Pictures With Santa! Sponsored by...	7.3K	215
Key West Hometown Holiday Parade!	14.3K	1.1K
Sebago's Lighted Boat Parade Party!	7.3K	357
Perry Water Adventures Lighted Boat...	1.2K	69
Conch Republic Seafood Company...	10.1K	426
Schooner Wharf's Lighted Boat Parade...	9.5K	501
Conch Republic Seafood Company...	322	6
Violins In Motion!	820	43

Key West Historic Seaport

Create Event Last 28 Days

2 Events

+2 last 7 days

23.9K People Reached

+19.3K last 7 days

2.3K Event Responses

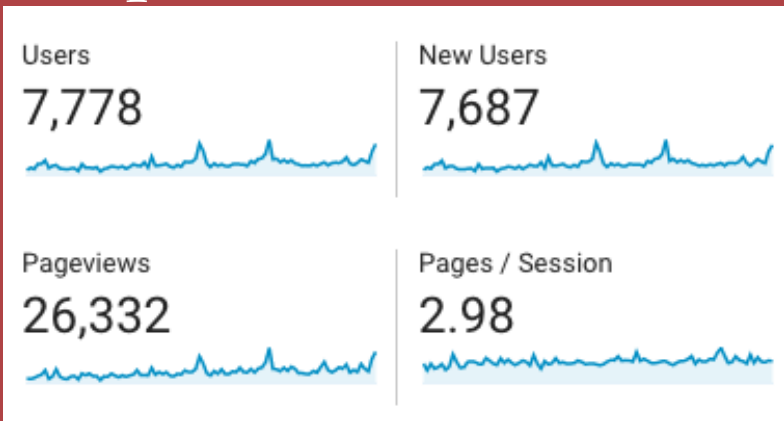
+1.3K last 7 days

32 Ticket Clicks

+18 last 7 days

Performance on Google.

Acquisition & Audience Overview



	Users	New Users	Sessions
	7,778	7,687	8,828
1 Organic Search	4,871		
2 Direct	1,952		
3 Social	545		
4 Referral	454		
5 (Other)	9		

Page
1. /
2. /event/race-world-offshore-key-west-championships/
3. /event/bahama-village-goombay-festival1/
4. /event/key-west-hometown-holiday-parade/
5. /events/
6. /things-to-do/food/
7. /general-information/
8. /event/schooner-wharf-29th-annual-key-west-lighted-boat-parade/
9. /things-to-do/shopping/
10./event/fantasy-fest-in-tune-but-off-key-celebrating-40-years-of-fantasy/

Monthly Blogs.

Monthly Historic Seaport Blogs.

Celebrating 40 Years of Fantasy!

Ready — Set — FALL! As we say goodbye to summer, the Key West Historic Seaport is celebrating [40 Years of Fantasy](#) while staying in 7



Like nothing you have ever seen before, [Fantasy Fest](#) is an outrageous, interactive, colorful and extravagant event that takes place throughout Key West and the Historic Seaport. Starting on October 18th until October 27th, locals and visitors from all over the world come down to our beloved city to experience all sorts of activities and competitions including a headdress ball, street fairs, lavish floats, parades, bar crawls, endless games and our very own [Historic Seaport Bar & Art Stroll!](#)

With the [Historic Seaport](#) being Fantasy Fest hotspot, check out below to see when your favorite event is happening at the Key West Historic Seaport! Below you'll find the top things to do in the Historic Seaport

Meet Me at the Key West Historic Seaport!

November 27th officially kicked off the 2019 Key West Historic Seaport Holiday Season with the [Lighting of the Harborwalk](#) as part of the [Key West Holiday Festival](#) and the "Bight" Before Christmas!

Locals and visitors gathered at the [Key West Historic Seaport's](#) famous Harborwalk Waterfront to watch the lighting of the Key West "Harborwalk of Lights." With over 61,000 twinkling lights and 58 decorated palm trees, the 2019 Lighting of the Harborwalk was a true testament of what's to come this holiday season!

For a detailed list of all the amazing upcoming events happening at the Historic Seaport, please see below.

• Schooner Wharf Bar & Galley Tree Trimming Party

The rules are simple — Bring in one nautical Christmas ornament to Schooner Wharf's Annual Tree Trimming party in exchange for eggnog with rum! Each ornament that is brought in will automatically be entered to win the prize for most original, most nautical AND most popular! From live music to refreshing cocktails and some of the best seafood at the Historic Seaport, you do not want to miss this amazing event! *Receive a free holiday beverage by bringing in a toy for Toys For Tots & Angels or Just For Kids.* Click here for more information >>

[Schooner Wharf Tree Trimming Party](#)



Happy Holidays!

WARM WISHES FROM THE
KEY WEST HISTORIC 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



Advertising.

YOUR SELFIES WILL LOOK BETTER HERE

Key West Historic Seaport

Google AdWords

Campaign Statistics

- ❖ Campaign turned on December 4
- ❖ Impressions: 24,519
- ❖ Clicks: 99
- ❖ Average Cost/thousand impressions: \$2.65

CREATING JEALOUS
FRIENDS UP NORTH
FOR OVER 100 YEARS.

Key West Historic Seaport

Welcome
ROYAL CARIBBEAN
PASSENGERS!

Adventures
Are Close

Key West
Historic Seaport

IF KEY WEST LOCALS
VISITED KEY WEST,
THEY WOULD COME
HERE.

Key West Historic Seaport

Historic Seaport Airport Advertisement.

- ❖ ADEPT recently updated the Historic Seaport Airport Advertisement to reflect 2019 Holiday Season.
- ❖ 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 airport arrival



Happy Holidays

KEY WEST HISTORIC SEAPORT

Key West "Harborwalk of Lights"

Over 61,000 lights and 58 lighted palm trees!
Starts November 27th.

Along the Harborwalk Waterfront at the ends of Front Street, Greene Street, Elizabeth Street, William Street, Margaret Street & Grinnell Street.

Board the ferry to the Dry Tortugas National Park here!

2019 TRAVELERS CHOICE
tripadvisor

KeyWestHistoricSeaport.com
@HistoricSeaport



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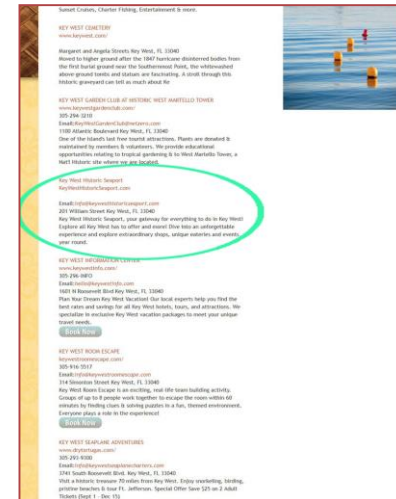
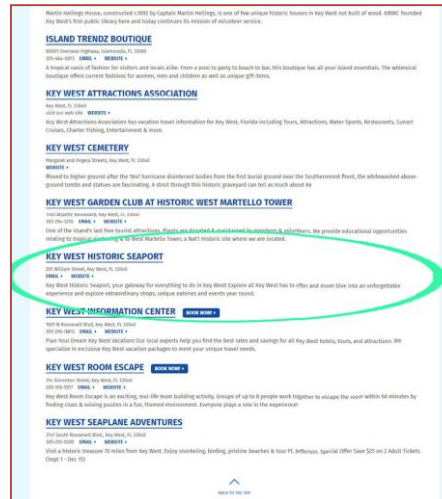
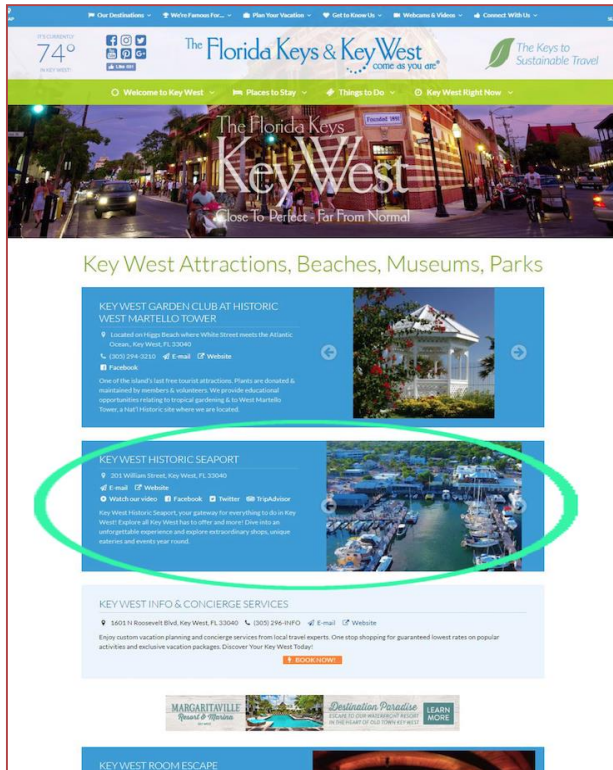
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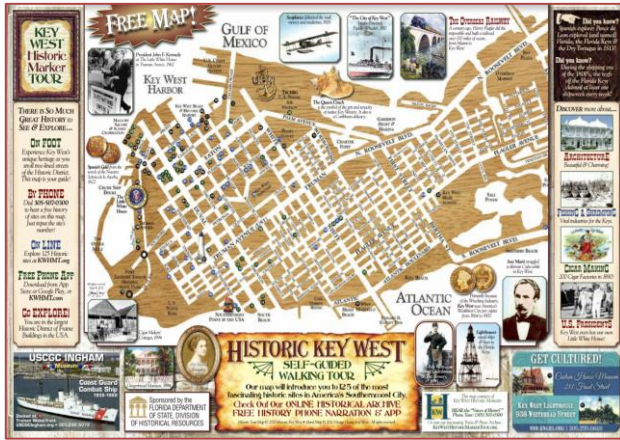
Florida Keys & Key West Advertisement.



- ❖ Key West Historic Seaport and KeyWestHistoricSeaport.com are listed on fla-keys.com & floridakeys.com.
- ❖ Fla-keys.com averages 687,000 visitors per month & is official site of FL. Keys & Key West (Monroe County Tourist Development).
- ❖ Advertisement includes Direct links KWHs website

Historic Marker Map 2019.

- ❖ Non-profit, multi-platform & educational program distributed throughout Key West.
- ❖ KWHS website mention included w/ map.
- ❖ 125 Historic Markers with free phone tour & GPS based phone app.
- ❖ 100,000 maps printed and distributing to 50 points throughout Key West
- ❖ 10,000 maps distributed to



SAILS TO RAILS AT FLAGLER STATION
#76 at 100 Grinnell

STUDIOS OF KEY WEST
#118 at 533 Eaton

TENNESSEE WILLIAMS EXHIBIT
#91 at 513 Truman Avenue

TURTLE KRAALS MUSEUM
#78 at 200 Margaret

Key West Bight Marina.

Monthly Bight Marina Blogs.

Key West Bight Marina 2019 Aquatic Guide

The [Key West Bight Marina](#) provides visitors and locals with the perfect blend of the most inviting of atmospheres. It comes as no surprise that numerous visitors return on a consistent basis every single year as the [marina](#) being one of the most beautiful in Florida practically has one consistent climate all year round, even in the winter months on the open waters.

If you look closely, you'll notice the majority of the boats docked at the [Bight Marina](#) are ready to go out on the water.

essential 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 have a long tradition of celebrating the [Lighted Boat Parade](#) being no different, come and see this historic event starting on December 14th at 5 PM. Whether you're looking for your private front-row seat or sitting alongside of the parade, the Seaport has all your viewing pleasure covered!

- Echo Catamaran Lighted Boat Parade
- Fury Water Adventures Lighted Boat Parade
- Sebago Key West Lighted Boat Parade
- Schooner Wharf Bar Lighted Boat Parade

• Conch Republic Seafood Company Holiday

The Conch Republic Seafood Company's 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



Key West Bight Marina & the Super Boat International Races

The Super Boat International Races are the largest and fastest offshore racing series in the world. Throughout the years, this annual race has seen some of the biggest names in motorsports, including Kurt Russell and Chuck Norris. This elite national and international racing course is 10 miles in length where boats power through at speeds of up to 180 mph. With its popularity, numerous television production crews in tow, 2019's Super Boat International Race is set to be a big one yet.

With the Key West Bight Marina being one of the most sought after marinas in all of Key West, our marina fills up quickly during the holiday season and throughout the SBI racing series. Make your [reservations](#) early for a prime slip at the Bight Marina.



Bight Marina Website Analytics.

Key West Bight Marina – K...Key West Historic Seaport	11K
Dockage – Key West Bight Marina	2.3K
Reservations – Key West Bight Marina	1K
Amenities – Key West Bight Marina	865
Our Blog – Key West Bight Marina	164
Bight Marina Frequently A...s – Key West Bight Marina	39

EVENT NAME	EVENT COUNT
page_view	39K
session_start	8.8K
first_visit	8.1K
user_engagement	5.5K
scroll	1.5K
click	178
view_search_results	2



Commercials.

Land, Air & Sea.

- ❖ Land, Air & Sea Commercial is currently running on Key TV Destination Television.
- ❖ Commercial designed to boost SEO content and ranking.
- ❖ Digital video has been seen, shared and promoted through social networks.
- ❖ Airing daily throughout Miami to Ft. Lauderdale.
- ❖ Zones include Kendall, Perrine FL, Homestead FL, Dade South FL, Florida Keys FL, Kendall & Perrine FL.



Audience Intelligence

CREATING DEEPER AUDIENCE INSIGHTS

Data-Driven Planning



OPTIMAL NETWORK
Combinations



POWERED BY
Viewership Data



GEO-TARGETED
To Your Market

DMA: Miami-Ft. Lauderdale
Target: Families with children
Zones(s): Kendall-Perrine FL, Homestead FL COMCAST, Dade South FL COMCAST, Florida Keys FL, Kendall-Perrine FL

Reach Ranker			Efficiency Ranker		
Rank	Network	Target Index	Rank	Network	Target Index
1	VOD	107	1	FMTV	106
2	DISC	105	2	UNSD	147
3	ESPN	103	3	LOGO	143
4	CNN	108	4	HSTE	141
5	AMC	109	5	CHNE	136
6	HGTV	106	6	ESPD	136
7	TNT	106	7	FOXO	131
8	FXNC	106	8	GALA	131
9	FX	107	9	TRIS	130
10	HST	104	10	OWN	127
11	NICK	104	11	OXYG	121
12	FRFM	111	12	BLT	119
13	FOOD	105	13	PAR	117
14	BRVO	108	14	TVI	116
15	SYFY	110	15	SUR	115
16	ENT	105	16	VARI	115
17	TBSC	105	17	UP	113
18	TLC	105	18	CNBC	112
19	USA	103	19	MNBC	112
20	NGC	106	20	SECN	112

Holiday Season Commercial

- ❖ Airing daily on Key TV Destination Television.
- ❖ Airing daily throughout Miami to Ft. Lauderdale.
- ❖ Zones include Kendall, Perrine FL, Homestead FL, Dade South FL, Florida Keys FL, Kendall & Perrine FL.

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, MNBC, 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



Newsletters & E-Blasts.

Newsletters & E-Blasts.



Like nothing you have ever seen before, [Fantasy Fest](#) is an outrageous, interactive, colorful and extravagant event that takes place throughout Key West and the [Key West Historic Seaport](#).

Starting TODAY until
world are coming do
events and competit
floats, parades, b
own [Historic Seaport E](#)



Founded in 1990, the [Super Boat International Races](#) are the largest and fastest offshore racing series in the world. With its massive fanbase and the most popular vision production crews in tow, 2016's Super Boat International Race is slated to be the biggest year yet.

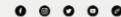
If you don't want to miss the exciting action at the Key West Ditch Marina! For more information about all the events, check out the [Complete Guide Here!](#)

For more information about all the events, click the link below to read our [Super at 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



Necessary | Winner Announced 10.21.19



It is excited to announce that today marks the start of



Using the Promo Code **FANTASY***
[Fury Water Adventures](#) is offering
10% off on select days.

Trips include Parasailing, Jet Ski
Tours, Glass-Bottom Boat Reef
Eco-Tours, Reef & Rita Snorkels,
Double Dips, Dolphin Watch,
Ultimate Express, and Island
Adventures! Come out and
experience the Historic Seaport
the right way with this exclusive
Fantasy Fest offer. *

Not valid with any other offer, one coupon per group, blackouts & restrictions may apply.

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](#).

Goals & Partnerships.

365 days. 1 lasting impression.

- ❖ Dan Barnett, CEO of Wizard Entertainment, provides celebrity booking and has created, produced and managed 1000's of concerts and events for some of the most recognized names in show business.
- ❖ Wizard Entertainment creates extraordinary entertainment video programming with over twenty-five years of experience.
- ❖ Wizard has participated with local Business Improvement Districts and CRA's like the Bight, including the Tortuga Festival, Riptide Music Festival, JM Families, Bon Jovi, the Great American Beach Party, etc.
- ❖ ADEPT's projected focal point involves collaborations with Wizard Entertainment while incorporating influential marketing for one of the biggest Historic Seaport events to date.
- ❖ Cooperating/Partnering with area companies like Rams Head Presents to offer Historic Seaport Dream Vacation for an upcoming event.



