

January 2, 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, December 2019 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications | December Email Newsletter/eBlasts --



HAPPY NEW YEAR!

Lowering of the Pirate Wench at Schooner Wharf Bar!

Voted one of the *Top 10 Offbeat Things to see on New Year's that Don't Involve Time Square* by the [Washington Post](#), you do not want to miss one of the Key West Historic Seaport's most famous and beloved traditions, the Lowering of the Pirate Wench at [Schooner Wharf Bar](#)!

Please join us tonight at 5 PM in welcoming the NEW YEAR as a winsome pirate wench (bar owner Evalena Worthington) descends from the top of the mast of the tall ship [Schooner America 2.0](#) as cannon blasts into the air! 🎆

With live music from the [Sushi Roll Band](#) starting at 5 PM, refreshing cocktails and delicious food being served, this is the perfect way to ring in the New Year!

To read the complete article by the Washington Post featuring Schooner Wharf Bar >> [CLICK HERE!](#)



New Year's Eve Dinner in Key West! Conch Republic Seafood Company

If you are looking for the perfect New Year's Eve dining experience, then look no further than [Conch Republic Seafood Company](#)!

Their creative culinary menu is perfectly paired with an assortment of wines to chose from and the freshest seafood in Key West! From tiger prawns to an almond brie salad and your choice of scallops, grouper or bone-in ribeye, you do not want to miss this tasty event starting at 5 PM. So YUM! ❤️



Media / Press Clippings Captured During the Month of December --

'TIS THE SEASON -- The Citizen Key West Newspaper Cover Story

- The Citizen featured the Historic Seaport's Harborwalk of Lights on the cover of their daily newspaper on December 2nd and mentioned, "For the 14th year in a row, the 'Key West Bight Before Christmas Celebration' features festive lighting along the Historic Seaport, to the Key West Ferry Terminal. The article went on to mention all upcoming events happening at the Historic Seaport."
- Was promoted on all social media outlets.



The Keys Get LIT -- Keys Weekly

- Keys Weekly mentioned hundreds of holiday events scheduled throughout Key West and the Florida Keys.
- The article mentioned events such as the Hometown Holiday Parade, Schooner Wharf's Tree Trimming, Pet Pictures with Santa, Conch Republic Seafood Companies Classic Car Show, etc.
- Was promoted on all social media outlets >> [Link to Article](#)



Key West Calendar of Events -- Florida Weekly Key West Edition

- Florida Weekly Key West Edition mentioned various holiday events scheduled throughout Key West and the Historic Seaport.
- The article mentioned the “Bight” Before Christmas Celebration & Key West Holiday Event’s, Violin in Motion. Direct link to their social media and website was mentioned in the article. Was promoted on all social media outlets >> [Link to Article](#)

FLORIDA WEEKLY
KEY WEST EDITION



In Pictures: A look at how the world is celebrating Christmas -- CNBC TV 18

- From surfing Santas to Christmas Eve Mass at the Vatican or our very own lobster trap Christmas tree along the Harbor Walk of Lights, CNBC TV 18 featured the Historic Seaport along the Harbor Walk of Lights.
- Article made mention that the lobster tree showcase is among many island-wide attractions during Key West Holiday Fest, that continues through New Year's Eve.
- Was promoted on all social media outlets >> [Link to Article](#)



In Pictures: A look at how the world is celebrating Christmas

People examine a Christmas tree fabricated from lobster traps along the Harbor Walk of Lights at the Key West Historic Seaport in Key West, Florida. The showcase is among many island-wide attractions during Key West Holiday Fest, that continues through New Year's Eve. (Carol Tedesco/Florida Keys News Bureau via AP)



29th Annual Schooner Wharf Lighted Boat Parade -- Florida Weekly Key West Edition

- Florida Weekly Key West Edition mentioned the Annual Schooner Wharf Lighted Boat Parade is an island-wide celebration during Key West Holiday Fest.
- Article highlighted the event taking place throughout the Historic Seaport harbor and the Fury Watersports 38-foot sailing vessel Aurora as one of this years vessel participants.
- Was promoted on all social media outlets >> [Link to Article](#)

FLORIDA WEEKLY
KEY WEST EDITION



New Year's Eve in Key West -- Florida Weekly Key West Edition

- Florida Weekly Key West Edition highlighted Schooner Warf's "Lowering of the Pirate Wench" party as Key West's destination for live music and some popular island acts.
- Article also mentioned at the stroke of midnight, bar owner Evalena Worthington, descends to the sound of cannon fire from atop a high mast, set against an oversized lighted-up countdown.
- Was promoted on all social media outlets >> [Link to Article](#)

FLORIDA WEEKLY
KEY WEST EDITION



New Year's Eve in Key West

K.W. To Welcome New Year With Multiple 'Drops,' Dachshund Walk -- CBS 4 Miami

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Welcome New Year With Multiple 'Drops,' k

In the Key West Historic Seaport, a "pirate wench" is to be lowered from the top of a tall ship's mast outside the Schooner Wharf Bar.

Revelers also can applaud a huge replica of a Key lime wedge splashing down into a larger-than-life margarita glass on the Sunset Pier at Ocean Key Resort & Spa; the "landing" of a flight attendant in a section of a replica aircraft at First Flight Island Restaurant & Brewery, whose historic building is known as the birthplace of Pan Am; and the wacky "tuna drop" at the Smokin' Tuna Saloon.

Earlier Tuesday, Key West is to "go the dogs" when as many as 300 short-legged, long-bodied canines and their human companions stage the family-friendly Key West Dachshund Walk at noon.

10 Offbeat things to see on New Year's Eve that don't involve Time Square -- Washington Post

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The Washington Post

10 offbeat things to see on New Year's that don't involve Times Square

Meet midnight with a high heel that's carrying a drag queen named Sushi in Key West, Fla.



Key West is known for its revelry, so it should come as no surprise that the island at the southernmost tip of Florida has plenty of parties to choose from. Perhaps the most famous is the six-foot, red-high-heeled [Shoe Drop](#) — carrying a dressed-to-the-nines drag performer named Sushi — at the Bourbon Street Pub, which is frequently shown on CNN. Other drops around town include a [giant conch shell](#) from the roof of Sloppy Joe's Bar, a [pirate wench](#) from the mast of a ship in the Key West Historic Seaport, and a wedge of Key lime into an oversize margarita glass at Ocean Key Resort's Sunset Pier.

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 November 2019, for in-depth, detailed reporting of each.

Facebook Stats:

- Increase page likes from 3,523 up (↑) to 3,775
- Increase total check-ins to 5,452 from 5,097
- 3,902 followers from 3,648
- 4.9 ★★'s out of 5

Instagram Stats:

- New followers gained throughout the month with a new total of 2,657
- November followers up (↑) from 2,602 followers in November
- Posting weekly Instagram stories (event & promotion reminders, sunsets, weather, tenant information, etc.)

Twitter Stats:

- Increase in followers to 1,588 from 1,564
- Profile Impressions (↑) 10.1K | 13.7%

TripAdvisor Stats:

- The KWHS has 674 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
- 32,019 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: [12hrs. In Key West.](#)

2. Going up, on a Friday.

Technology is a beautiful thing. In the time it took to write this, I managed to find and book a parasailing trip with [Watersports](#). There is no better view of Key West than from the air. In those 8 to 10 minutes floating in the sky, you'll be happy with your birds-eye view of Key West. It's a great way to jumpstart your morning.



12hrs. in Key West

KEY WEST
HISTORIC SEAPORT

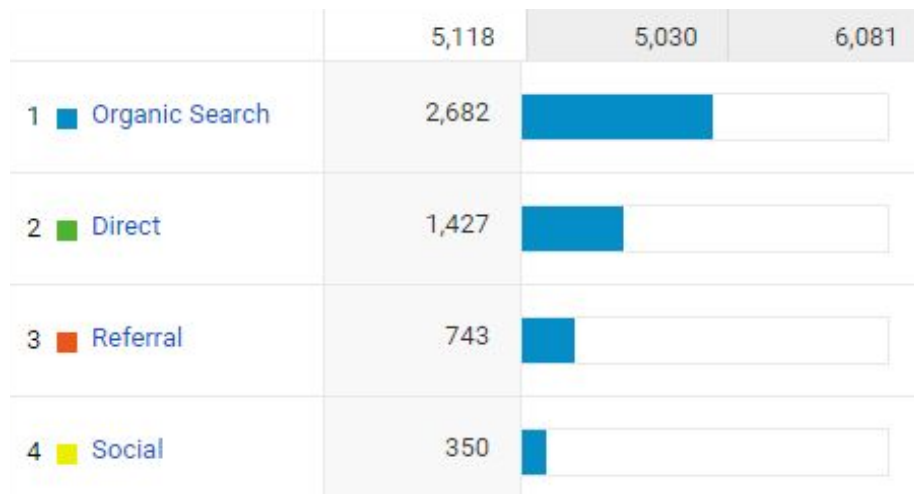
AWARDED
TOP 20
KEY WEST
BLOG

WEBSITE ANALYTICS (HISTORIC SEAPORT)

Audience Overview:



Acquisition Overview:



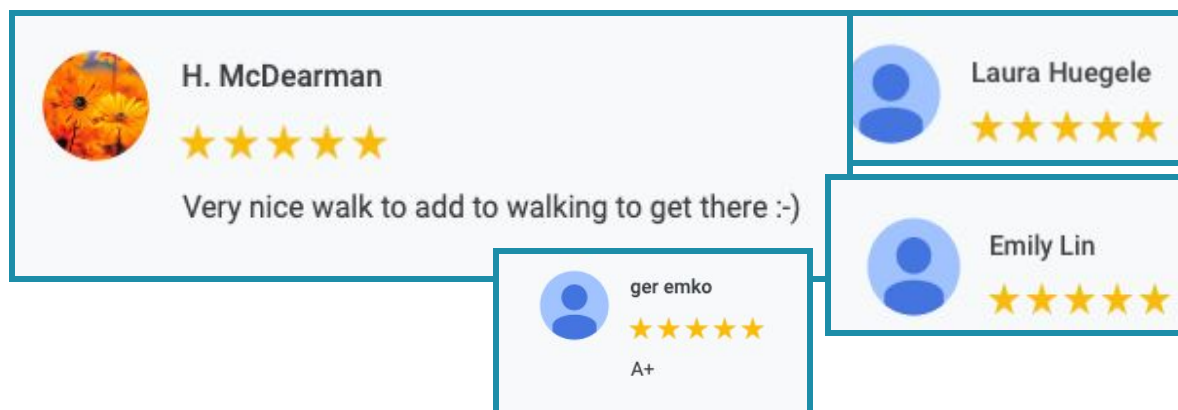
Top 10 Referral Sources:

1. athomekeywest.com
2. googleads.g.doubleclick.net
3. keywestbightmarina.com
4. [kwdc](#)
5. fla-keys.com
6. google.com
7. tpc.googlesyndication.com
8. afterhourskeywest.com
9. bareharbor.com
10. breitbart.com

Search Terms:

1. /
2. /event/key-west-hometown-holiday-parade/
3. /event/schooner-wharf-29th-annual-key-west-lighted-boat-parade/
4. /event/old-town-trolleys-holiday-lights-sights/
5. /events/
6. /event/pirate-wench-drop-at-schooner-wharf-bar/
7. /things-to-do/food/
8. /event/key-west-historic-seaport-holiday-celebration/
9. /dining/turtle-kraals/
10. /event/new-years-eve-aboard-schooner-america-2-0/

GOOGLE REVIEWS



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)

WEBSITE ANALYTICS (BIGHT MARINA)

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Key West Bight Marina ... West Historic Seaport	2.6K
Dockage – Key West Bight Marina	1.2K
Reservations – Key West Bight Marina	455
Amenities – Key West Bight Marina	406
Our Blog – Key West Bight Marina	74
Bight Marina Frequent...Key West Bight Marina	20
Meet Me at the Key We...ey West Bight Marina	14

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	4.9K
user_engagement	1.8K
session_start	1.2K
first_visit	939
scroll	479
click	62
view_search_results	3

City ▾	+	↓Users	New users	Engaged sessions	Engagement rate
Totals		953 100% of total	939 100% of total	1,090 100% of total	93.56% Avg 0%
1 Tampa		75	70	86	90.53%
2 (not set)		63	63	67	94.37%
3 New York		50	50	58	93.55%
4 Miami		46	37	58	98.31%
5 Key West		40	34	42	89.36%
6 Chicago		37	38	37	92.5%
7 Orlando		21	19	24	100%
8 Dallas		17	16	19	100%
9 Ashburn		14	14	14	100%
10 Fort Lauderdale		13	13	19	90.48%