

January 4, 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, 2018 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015

The following is a summary of ADEPT's December, 2018 marketing activities for the Key West Historic Seaport:

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- December Email Newsletter/Blasts



KWHS Promoting of the following holiday events:

- Bight Before Christmas
- Lighting of the Harborwalk
- Harborwalk of Lights
- Lighted Boat Parade
- Schooner Wharf Bar Tree Trimming Party
- Pet Pictures with Santa at Harborwalk of Lights
- Holiday Classic Car Show at Conch Republic Seafood Company
- Schooner Wharf Bars - Lowering of the Pirate Wench New Years Party

The following media/press clippings were captured during the month of December:



Unique "Drops" Highlight Key West New Year's Eve



Six Offbeat "Drops" To Celebrate New Year's Eve In Key West

Ringin in a new year isn't a celebration exclusive to one part of the country.

Saturday, Dec. 15

KEY WEST

HOLIDAY BOAT PARADES YOU DON'T WANT TO MISS

By Travis Cready - December 2, 2018

KEYS WEEKLY

Lighted and decorated vessels from rowboats to tall ships proceed around Key West's Historic Seaport and harbor areas. Festivities will begin at 6 p.m. with the children of Gerald Adams Elementary Steel Your Heart Band. Parade is scheduled to begin at 8 p.m. Holiday revelers can watch and applaud from bars, restaurants and resorts in and around the Historic Seaport as vessels of all shapes and sizes dazzle the crowd. 305-292-3302 | schoonerwharf.com/special.htm#current



Gem in Old Town Key West

FORT MYERS
FLORIDA WEEKLY
IN THE KNOW. IN THE NOW.



Local Chef Rick Zapka has created a buzz in the heart of historic Key West with 'grubalicious' fresh eats like cracked conch salad, the Caribbean Turkey Sandwich and fresh fish sandwiches.

FISHERMAN'S CAFÉ SERVES IT FRESH

KEYSWEEKLY

Miami Herald

FLORIDA KEYS

Will your sunscreen be banned to protect Keys coral?

BY GWEN FILOSA

DECEMBER 08, 2018 09:00 AM, UPDATED DECEMBER 08, 2018 09:36 AM



REEF RELIEF

KEYSWEEKLY



NEWS ▾ COLUMNS ▾ EAT ▾ EVENTS ▾ MORE ▾ CLASSIFIEDS MAGAZINES ▾ BEST OF ▾

Home ▾ News ▾ Monroe County News ▾ Key West Considers Sunscreen Ban

News Monroe County News

KEY WEST CONSIDERS SUNSCREEN BAN

By Sarah Thomas • December 7, 2018



In June, Hawaii Governor David Ige signed a trailblazing bill that will ban sunscreens containing chemicals, including oxybenzone, that have been proven harmful to coral reefs. Dr. Craig Downs, executive director of the Haereticus Environmental Laboratory, was an influencing force in the Hawaiian state legislation. Downs has conducted research finding that oxybenzone in sunscreen contaminates coral, fish, marine mammals, bird eggs and sea turtle eggs. He presented his research at the Key West City Commission meeting Tuesday night.



The city of Key West will consider banning the sale of certain sunscreens that contain chemicals experts say are dangerous to the coral reef. But the industry is fighting back, saying the science the anti-sunscreen people are using is weak. **DREAMSTIME/TNS 7X5**

What's in your sunscreen?

Safe chemicals that save you from cancer, says the industry that makes it.

But some scientists say two common chemicals in [sunscreens](#) are ruining the world's coral reefs, which in turn could eventually kill tourism for Key West.



Key West

In June, that will oxybenz



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 December, 2018, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 2,144 to 2,204
- Increase total check-ins to 3,109
- 2,249 people following
- 4.9 ★★'s out of 5

Twitter:

- Increase in followers to 1,337 from 1,318
- Top Tweet earned 2,513 impressions
- 20k Tweet impressions this month (number of times KWHS tweets were displayed)
 - Up ↑ 4,000 from previous month of November

Instagram:

- New followers gained throughout the month with a new total of 1,862 followers
- Posting weekly Instagram stories (event & promotion reminders, Key West weather, etc.)

TripAdvisor:

- The KWHS has 617 reviews!
- #18 of 130 things to do in Key West
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

YouTube:

- Multiple NEW VIDEOS / DRONE PILOT FOOTAGE: The KWHS Marketing Team has created multiple high resolution drone videos highlighting the Holiday lights at the Historic Seaport. Our team has shot, produced and edited drone footage of the entire holiday lights display. We will be promoting video and drone footage throughout the holiday season on the KWHS website and social media.
- YouTube Results
 - **1,739** Holiday Drone YouTube Video Views
 - **28,210** Total all time Historic Seaport YouTube Video Views



ADVERTISING

Currently airing daily Key TV - Destination Television Key West Historic Seaport television commercial and editorial piece. Sample of the December, 2018 Broadcast Ad Affidavit available upon request.

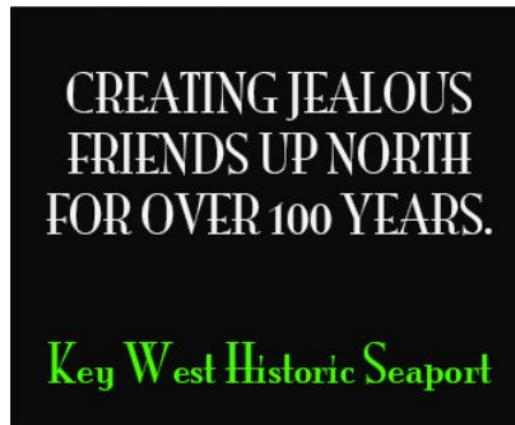


New Digital Advertising Campaign and Creative:

ISLAND-WIDE DISPLAY CAMPAIGN

Target: On-island tourists, including hotel guests.





CRUISE SHIP DEPARTURE PORT CAMPAIGN

Target: Cruise ship passengers in their departure port. Shown the day before they arrive in Key West.



December Impressions: 48,054

December Clicks: 123

Transit Advertising:

Key West Historic Seaport “on the move” with our bus wrap spotted on Biscayne Boulevard in heavy daily Miami traffic.



WEBSITE

- Ongoing website maintenance and content creation (Tenant Info, Added & promoted holiday events/information, Blog)
- Adding new images to tenant pages and homepage
- Seasonal Content
- Regular content writing services
- December Blog: [2019 State of Mind](#)



2019 State of Mind

Another year around the sun and just like that, 2018 has come and gone. Last year, we shared 7 adventurous ways to achieve your New Year's resolutions with a little help from the Key West Historic Seaport. Whether you wanted to focus on your health goals, travel, spend less, hangout with family more often, get into a new hobby, embrace adventures or just simply be happy, the Historic Seaport was your New Year's resolution guide then and it can be your New Year's resolution guide now.

Audience Overview:

Key West Historic Seaport

19,792 PEOPLE FOUND YOU ON GOOGLE

Here are the top search queries used to find you:



723

asked for directions

★ 50% FROM OCTOBER 2018

142

visited your website

★ 18% FROM OCTOBER 2018

Congrats! You got a 5-star review



"Ótimo lugar para compras e boa comida"



Reviewed by
BILKIS PATELLI

Congrats! You got a 5-star review



Reviewed by
RICK MCCOMBS

Congrats! You got a 5-star review

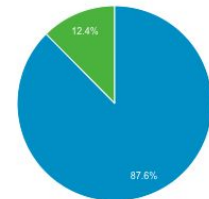


Reviewed by
AMANDA GUERRERO

Audience Overview:



■ New Visitor ■ Returning Visitor



Acquisition Overview:

	Users	New Users	Sessions
	2,618	2,526	3,066
1 Organic Search	1,824		
2 Direct	392		
3 Referral	255		
4 Social	161		

Top 10 Referral Sources:

Source ?	Users ? ↓	New Users ?	Sessions ?
	255 % of Total: 9.74% (2,618)	246 % of Total: 9.74% (2,526)	271 % of Total: 8.84% (3,066)
1. conchrepublicseafood.com	40 (15.69%)	35 (14.23%)	47 (17.34%)
2. 99-reasons-for-seo.com	32 (12.55%)	32 (13.01%)	32 (11.81%)
3. keywest.com	25 (9.80%)	25 (10.16%)	28 (10.33%)
4. googleads.g.doubleclick.net	22 (8.63%)	21 (8.54%)	25 (9.23%)
5. ilisen2u.com	20 (7.84%)	20 (8.13%)	20 (7.38%)
6. afterhourskeywest.com	15 (5.88%)	15 (6.10%)	15 (5.54%)
7. 12trip.it	11 (4.31%)	11 (4.47%)	11 (4.06%)
8. fla-keys.com	11 (4.31%)	11 (4.47%)	13 (4.80%)
9. tpc.googlesyndication.com	10 (3.92%)	10 (4.07%)	10 (3.69%)
10. krumblely-advertising.info	9 (3.53%)	9 (3.66%)	9 (3.32%)

Search Terms:

1. /
2. [/event/28th-annual-schooner-wharf-bar-galley-lighted-boat-parade/](#)
3. [/things-to-do/food/](#)
4. [/things-to-do/](#)
5. [/general-information/](#)
6. [/event/schooner-wharfs-lowering-of-the-pirate-wench/](#)
7. [/events/](#)
8. [/things-to-do/shopping/](#)
9. [/shopping/macs-sea-garden/](#)
10. [/shopping/yours-mayan/](#)