

January 5, 2018

## MEMORANDUM

TO: Doug Bradshaw, Port Director & Karen Olson, Deputy Port Director

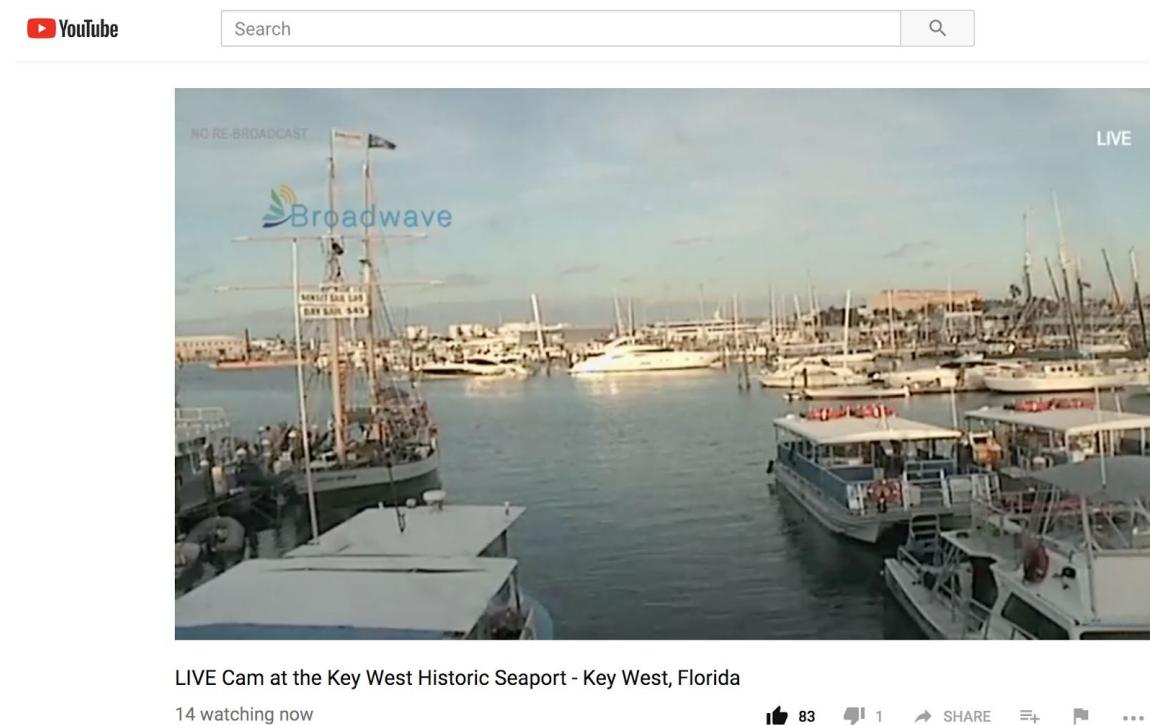
FROM: Dana Pollitt

**SUBJECT: Key West Bight Management District Board December, 2017 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015**

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

### LIVE WEBCAM

New Live Webcam installed and live streaming on YouTube and embedded into the [www.KeyWestHistoricSeaport.com](http://www.KeyWestHistoricSeaport.com) website.



LIVE view overlooking the Key West Historic Seaport from the Harborwalk Waterfront atop the Conch Republic Seafood Company - Key West FL.

## TELEVISION

**Destination Television, KeyTV:** Commercial and Editorial Video airing daily. December Broadcast/Program Affidavit attached below:

### BROADCAST AD MANAGEMENT SYSTEM

**Key TV**  
 5450 MacDonald Avenue, Suite #10  
 Key West, FL 33040  
 Affidavit of Service Rendered  
 12/01/17 - 12/31/17

Key West Historic Seaport

Spot Name	Key West Historic Seaport, Past, Present, Future												Total		
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p2p	2p-4p	4p-7p	7p-8p	8p-12a	12p2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Dec-01-Fri	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Dec-02-Sat	0	1	2	0	0	0	0	0	0	0	0	0	0	0	1
Dec-03-Sun	0	1	2	1	1	1	0	0	0	0	1	0	0	0	1
Dec-04-Mon	0	1	2	0	0	1	0	0	1	0	0	0	1	0	1
Dec-05-Tue	0	1	2	0	0	1	0	0	2	0	0	0	0	0	2
Dec-06-Wed	0	1	1	1	1	1	0	0	0	0	0	0	0	0	5
Dec-07-Thu	0	1	2	0	0	1	0	0	1	0	0	0	0	0	5
Dec-08-Fri	0	1	2	0	0	1	0	0	0	0	0	0	0	0	4
Dec-09-Sat	0	1	1	1	1	1	0	0	1	0	0	0	0	0	6
Dec-10-Sun	0	1	1	0	0	1	0	0	1	0	0	0	0	0	4
Dec-11-Mon	0	2	1	0	0	1	0	0	0	0	0	0	0	0	4
Dec-12-Tue	0	1	2	0	0	1	0	0	1	0	0	0	0	0	5
Dec-13-Wed	0	1	2	0	0	0	0	0	1	0	0	0	0	0	4
Dec-14-Thu	0	1	2	0	0	1	0	0	1	0	0	0	0	0	5
Dec-15-Fri	0	1	2	0	0	0	0	0	1	0	0	0	0	0	4
Dec-16-Sat	0	1	2	0	0	1	0	0	0	1	0	0	0	0	5
Dec-17-Sun	0	1	1	1	0	0	0	0	0	0	0	0	0	0	3
Dec-18-Mon	0	1	2	1	0	1	0	1	0	0	0	0	0	0	6
Dec-19-Tue	0	1	2	0	0	1	0	0	1	0	0	0	0	0	5
Dec-20-Wed	0	0	0	1	0	1	0	0	1	0	0	0	0	0	3
Dec-21-Thu	0	1	2	0	0	0	1	0	1	0	0	0	0	0	5
Dec-22-Fri	0	1	1	0	0	1	0	0	0	0	0	0	0	0	3
Dec-23-Sat	0	1	1	0	0	2	0	0	1	0	0	0	0	0	5
Dec-24-Sun	0	1	2	1	0	0	0	0	0	0	0	0	0	0	4
Dec-25-Mon	0	1	1	0	0	1	1	0	1	0	0	0	0	0	5
Dec-26-Tue	0	1	2	0	0	1	0	0	1	0	0	0	0	0	5
Dec-27-Wed	0	1	1	0	0	1	0	0	1	0	0	0	0	0	4
Dec-28-Thu	0	1	1	0	0	1	0	0	1	0	0	0	0	0	4
Dec-29-Fri	0	1	1	0	0	1	0	0	1	0	0	0	0	0	4
Dec-30-Sat	0	1	2	0	0	0	0	0	1	0	0	0	0	0	4
Dec-31-Sun	0	1	1	0	0	1	0	0	1	0	0	0	0	0	4
	0	32	48	8	3	25	2	1	22	145	141				249

Spot Name	OOH Key West Historic Seaport 2017												Total		
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p2p	2p-4p	4p-7p	7p-8p	8p-12a	12p2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Dec-01-Fri	0	1	5	0	0	2	0	0	1	0	0	0	0	0	9
Dec-02-Sat	0	1	4	0	0	3	0	0	0	0	0	0	0	0	8
Dec-03-Sun	0	1	6	0	0	2	0	0	0	0	0	0	0	0	9
Dec-04-Mon	1	0	5	0	0	1	0	0	0	0	0	0	0	0	7
Dec-05-Tue	0	1	6	0	0	1	0	0	0	0	0	0	0	0	7
Dec-06-Wed	0	1	5	0	0	1	0	0	0	0	0	0	0	0	7
Dec-07-Thu	0	1	5	0	0	2	0	0	0	0	0	0	0	0	9
Dec-08-Fri	0	1	4	0	0	1	0	0	0	0	0	0	0	0	7
Dec-09-Sat	0	1	4	0	0	1	0	0	0	0	0	0	0	0	7
Dec-10-Sun	0	1	4	0	0	2	0	0	0	0	0	0	0	0	7
Dec-11-Mon	0	1	5	0	0	1	0	0	0	0	0	0	0	0	7
Dec-12-Tue	0	1	5	0	0	2	0	0	0	0	0	0	0	0	9
Dec-13-Wed	0	0	5	0	0	3	0	0	0	0	0	0	0	0	8
Dec-14-Thu	0	1	5	0	0	2	0	0	0	0	0	0	0	0	8
Dec-15-Fri	0	1	4	0	0	1	0	0	0	0	0	0	0	0	8
Dec-16-Sat	0	1	5	0	0	1	0	0	0	0	0	0	0	0	8
Dec-17-Sun	0	1	4	0	0	2	0	0	0	0	0	0	0	0	7
Dec-18-Mon	0	1	5	0	0	2	0	0	0	0	0	0	0	0	9
Dec-19-Tue	1	0	5	0	0	1	0	0	0	0	0	0	0	0	7
Dec-20-Wed	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Dec-21-Thu	0	1	5	0	0	2	0	0	0	0	0	0	0	0	8
Dec-22-Fri	0	1	5	0	0	2	0	0	0	0	0	0	0	0	9
Dec-23-Sat	0	1	4	0	0	2	0	0	0	0	0	0	0	0	8
Dec-24-Sun	0	1	5	0	0	2	0	0	0	0	0	0	0	0	9
Dec-25-Mon	0	1	5	0	0	2	0	0	0	0	0	0	0	0	9
Dec-26-Tue	0	1	5	0	0	4	0	0	1	0	0	0	0	0	11
Dec-27-Wed	0	1	4	0	0	2	0	0	0	0	0	0	0	0	8
Dec-28-Thu	0	1	5	0	0	2	0	0	0	0	0	0	0	0	9
Dec-29-Fri	0	2	6	0	0	2	0	0	0	0	0	0	0	0	11

Spot Name	OOH Key West Historic Seaport 2017												Total		
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p2p	2p-4p	4p-7p	7p-8p	8p-12a	12p2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Dec-30-Sat	0	1	5	0	0	1	0	0	0	0	0	0	0	0	7
Dec-31-Sun	0	1	5	0	0	2	0	0	0	0	0	0	0	1	9

## PUBLIC RELATIONS

Email Notifications (Blasts)/Press Releases

- Pet Pictures with Santa
- 27th Annual Schooner Wharf Bar & Galley Lighted Boat Parade
- Date Change Lighted Boat Parade Dec 15 at 800 PM
- Conch Republic Holiday Classic Car Show
- Rig in 2018 New Years Eve Celebration



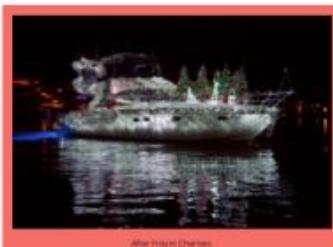
#### 27th Annual Schooner Wharf Bar & Galley Lighted Boat Parade

For Key West and the Florida Keys, it's a tropical tribute to the season and a big family affair. Parade participants and spectators on the docks watching the parade feel as if they are part of one big family. Vessels have ranged from a kayak with battery-powered lights, to fishing vessels, to classic schooners.

A snowy night, a festive crowd and thousands of twinkling lights climbing seaward from the sea—that's Key West's way of saying "Happy Holidays!" So join in spreading the spirit where mistletoe hangs from the mast and strings of lights adorn the rigging at the 27th Annual Schooner Wharf Bar & Galley Lighted Boat Parade.

The event will be on December 9, 2017 at 8:00 p.m.

The captains' meeting is on Thursday, December 7 at 8 p.m. at Schooner Wharf's upper deck. Complimentary hours of oysters and drinks will be served. For more information, please contact [schoonerwharfbar.com](http://schoonerwharfbar.com) at (305) 292-3302.



After Hours Charters

Check out [keywesthistoricseaport.com](http://keywesthistoricseaport.com) and follow us on social media to stay updated on everything happening at the Historic Seaport!



#### Annual Schooner Wharf Bar of The Lowering of the Pirate Wench

Celebrate New Year's Eve at the Historic Seaport with the annual original tradition of The Lowering of the Pirate Wench.

Balena will once again descend from the towering mast of America 2 to welcome in the new year with all you practical partyers.

The celebration starts early with 15 hours of live music starting with Michael McCloud and Friends, followed by the Ross Brown and FrankenBread Steel Pan Duo and headliner, Sushi Roll will bring you down 'til well into 2018!

Key West magician Frank Burkhardt, Jr. will be hosting the celebration.

Festivities kick off with live music at the Schooner Wharf Bar at 11:30 a.m.

Enjoy live music, dancing, party favors, champagne, and cannon blasts into the new year!



#### 27th Annual Schooner Wharf Bar & Galley Lighted Boat Parade

Due to inclement weather expected tonight, the Lighted Boat Parade has been rescheduled for December 15th.

Please see below schedule for next Friday's Holiday Fun.

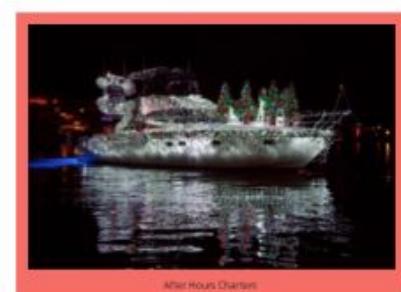
**Festivities kick off** with live music at the Schooner Wharf Bar - 6:00 p.m.

**Lighted Boat Parade** - 8:00 p.m.

Enjoy sampling holiday treats and getting into the festive spirit!

**Holiday Historic Inn Tours** - 6:00 p.m. - 8:00 p.m.

Don't worry about transportation because the trolley will be dropping you off at the Harborwalk of Lights in time to see the Lighted Boat Parade.



After Hours Charters



#### The Original 2017 Key West "Eight" Before Christmas Event

Bring your Pets and Kids to take pictures with Santa at the the Historic Seaport "Marina Walk of Lights".

Friday, December 1, 2017

6:00 - 8:00 pm

Meet us at the Nautical Christmas tree at the foot of William St.

Bring the pets and kids for great holiday photos by Ron O'Dowd

Proceeds to benefit:

The Boys & Girls Club of the Keys gifts and treats for all who visit Santa! High Resolution photos are \$20.00 cash only please - ATM on site)

Graciously Hosted by:

The All Animal Clinic of Key West



#### Pet Pictures with Santa

on the Historic Seaport "Harbor Walk of Lights"

6:00 - 8:00 pm - December 1

Location: Marina Walk of Lights at the foot of William St.

Bring the pets and kids for great holiday photos by Ron O'Dowd

#### Proceeds to benefit

#### The Boys & Girls Club of the Keys

Gifts and treats for all who visit Santa! High Resolution photos are \$20.00 cash only please - ATM on site)

Graciously Hosted by: The All Animal Clinic of Key West



KeyWestBightBeforeChristmas.com



#### Conch Republic Holiday Classic Car Show, Dec 17

See classic cars from every era decorated for the holidays!

This festive event is FREE to attend and kicks off at 11 AM.

Festivities include holiday outdoor bar specials, holiday music, great food and awesome cars.

Awards for: BEST engine, interior, original & custom and Best in Show. Make sure to VOTE for the "People's Choice" award!

The holiday event takes place on the lot of Conch Republic Seafood Company surrounded by the Harborwalk of Lights.



From Key West "Bight" before Christmas

For more information on:

[keywestbightbeforechristmas.com](http://keywestbightbeforechristmas.com)

## MEDIA SNIPPETS & ADVERTISING

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

### Foodie getaway: Key West restaurants bounce back after Irma

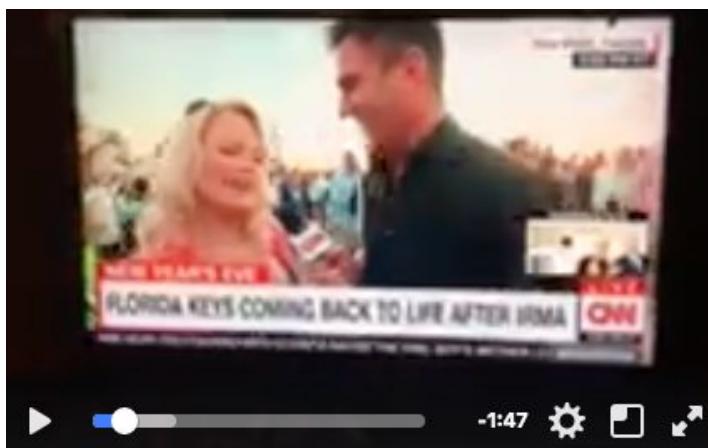
LIFESTYLE By CHERYL BLACKERBY - Special to the Daily News



Palm Beach Daily News  
THE SHINY SHEET

An oyster shucker at the Half Shell Raw Bar stays busy serving local oysters to diners. Photo by Cheryl Blackerby

CNN Florida Keys Coming Back to Life After Irma. CNN interviews Evalena Worthington from Schooner Wharf Bar during the dress rehearsal the day before the Lowering of the Pirate Wench festivities.





## KWHS SOCIAL MEDIA

(Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp) Daily social media content creation and posting (Reviews, Live Music, Tenant Info., Updates, Specials, Events). Below find the monthly updates for each of the KWHS Social Media outlets. In addition, please see the attached Social Media and Website report for December, 2017, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 1,194 to 1,227
- 1,227 total check-ins
- Reached a total of 12,909 users (416 per day). There was a total of 6,970 interactions
- Accounted for the most audience growth, with 43 new friends added
- 35 Reviews

Twitter:

- Increase in followers from 924 to 949
- 30.5K impressions this month
- 984 impressions **per day**
- Reach was 167,715 this month (KWHS tweets showed up on our follower's Twitter feeds from them "retweeting" or "liking" KWHS posts, so each of their followers had the ability to read KWHS Tweets)

Instagram:

- More than 16,500 impressions this month
- New followers gained each day with total of 1,512 followers up from 1,489 last month

YouTube:

- Uploaded new videos
  - [Editorial video](#)
  - AER Photography & Art Gallery being developed for January



**Key West Historic Seaport**  
13 views • 3 weeks ago



**Half Shell Raw Bar**  
11 views • 4 weeks ago



**KWHS Kicks Off Holiday Season  
With Over a Dozen Events**  
19 views • 1 month ago



**WHARFSTOCK 2017**  
61 views • 2 months ago

## TripAdvisor:

- 533 Reviews
- #14 of 181 things to do in Key West
- Excellent Rating 4.5 out of 5

## Foursquare:

- Foursquare was the fastest-growing channel, with 33% follower growth
- Visitors "check in" to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our page feed



## What are people saying?

"Best place to watch the beautiful sunset"

"Relaxed environment"

**FOURSQUARE**

## KWHS WEBSITE:

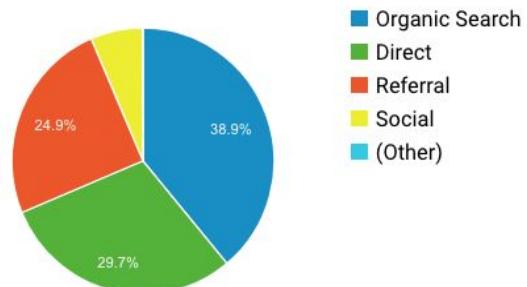
- Homepage images updated for the holidays
- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Seasonal Content
- Regular content writing services
  - December blog posted: [Website Link>>](#)
  - January blog posted: [Website Link>>](#)

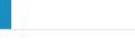
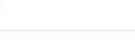
## Audience Overview:



## Acquisition Overview:

### Top Channels



Acquisition			
	Sessions	% New Sessions	New Users
	2,873	82.07%	2,358
1  Organic Search	1,119		
2  Direct	854		
3  Referral	714		
4  Social	184		
5  (Other)	2		

### Top 10 Referral Sources:

	Source 	Acquisition		
		Sessions  	% New Sessions 	New Users 
		714 % of Total: 24.85% (2,873)	92.58% Avg for View: 82.07% (12.80%)	661 % of Total: 28.03% (2,358)
1.	googleads.g.doubleclick.net	428 (59.94%)	92.76%	397 (60.06%)
2.	tpc.googlesyndication.com	213 (29.83%)	94.37%	201 (30.41%)
3.	keywest.com	23 (3.22%)	91.30%	21 (3.18%)
4.	fla-keys.com	22 (3.08%)	77.27%	17 (2.57%)
5.	r.search.aol.com	4 (0.56%)	100.00%	4 (0.61%)
6.	uptime-eu.net	3 (0.42%)	100.00%	3 (0.45%)
7.	keywestinstatesummer.com	2 (0.28%)	50.00%	1 (0.15%)
8.	adcclick.g.doubleclick.net	1 (0.14%)	100.00%	1 (0.15%)
9.	amp-fox5atlanta-com.cdn.ampproject.org	1 (0.14%)	100.00%	1 (0.15%)
10.	apps.mediadar.com	1 (0.14%)	0.00%	0 (0.00%)

Search Terms:

	Keyword <span>?</span>	Acquisition		
		Sessions <span>?</span> <span>↓</span>	% New Sessions <span>?</span>	New Users <span>?</span>
		1,119 % of Total: 38.95% (2,873)	83.29% Avg for View: 82.07% (1.48%)	932 % of Total: 39.53% (2,358)
1.	(not provided)	1,109 (99.11%)	83.14%	922 (98.93%)
2.	907 caroline street key west	1 (0.09%)	100.00%	1 (0.11%)
3.	capt. michael pollack flats fishing guide	1 (0.09%)	100.00%	1 (0.11%)
4.	flagler station over-sea railway	1 (0.09%)	100.00%	1 (0.11%)
5.	historic seaport at key west bight	1 (0.09%)	100.00%	1 (0.11%)
6.	key west harbor marina christmas	1 (0.09%)	100.00%	1 (0.11%)
7.	key west historic bight	1 (0.09%)	100.00%	1 (0.11%)
8.	key west hurricane recovery update	1 (0.09%)	100.00%	1 (0.11%)
9.	morro bay boat parade 2017	1 (0.09%)	100.00%	1 (0.11%)
10.	nye drop the wench	1 (0.09%)	100.00%	1 (0.11%)

## *Audience Summary*

### *Key West Historic Seaport*

*December 1, 2017 - December 31, 2017*

*Cross Channel Report*

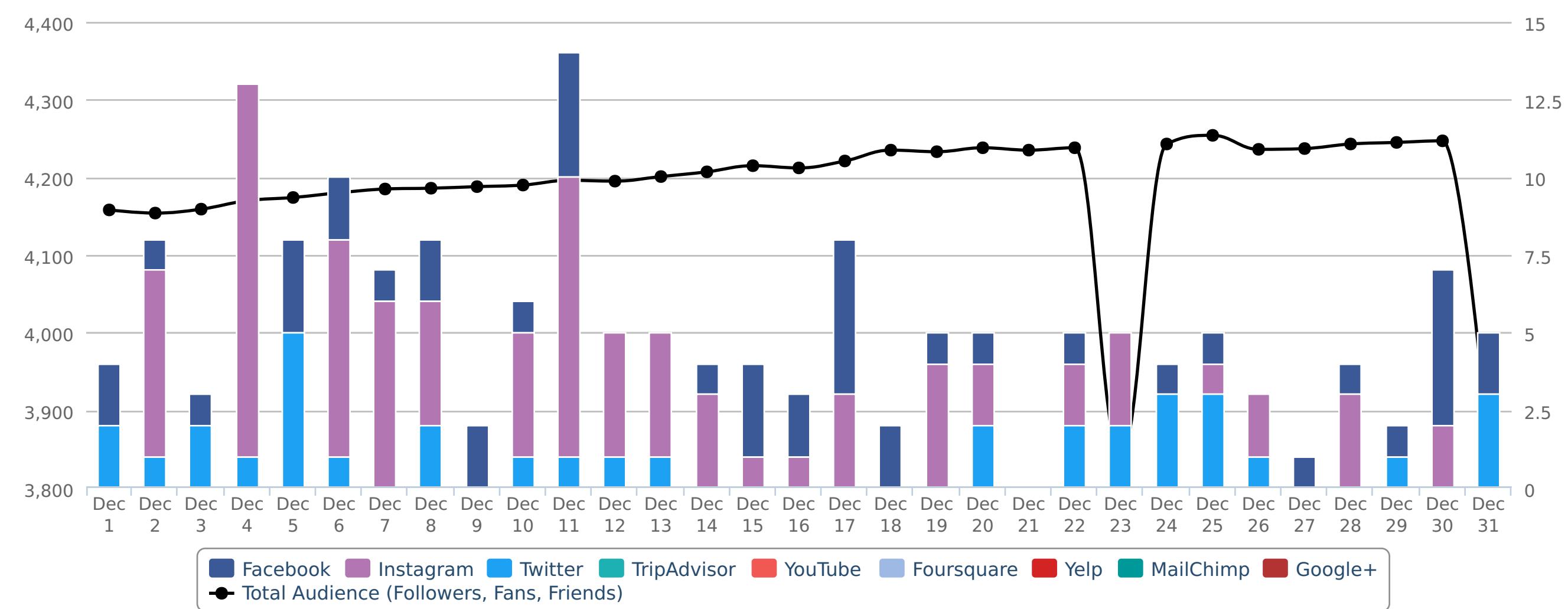
---

*Prepared by: ADEPT Strategy & Public Relations*

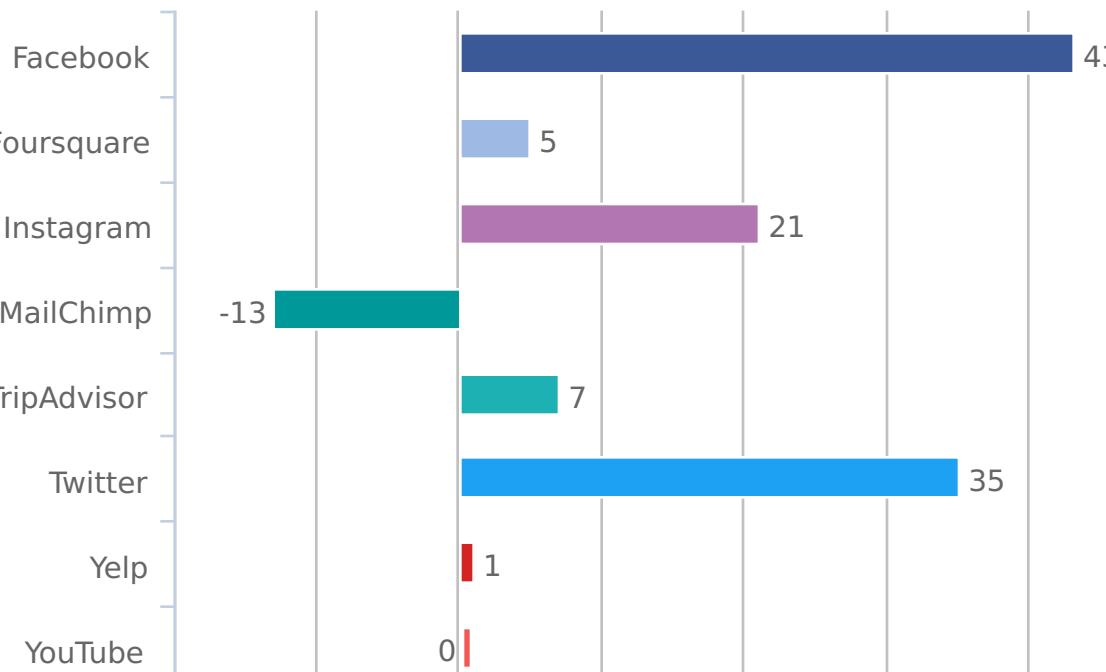
## AUDIENCE GROWTH BY CHANNEL

Channel	Audience Growth (Net)	Growth Rate	Total Audience
 <a href="#">Facebook</a>	43	3.63%	1,226
 <a href="#">Foursquare</a>	5	33.33%	20
 <a href="#">Instagram</a>	21	1.42%	1,501
 <a href="#">MailChimp</a>	-13	-8.72%	136
 <a href="#">TripAdvisor</a>	7	1.77%	402
 <a href="#">Twitter</a>	35	3.84%	947
 <a href="#">Yelp</a>	1	14.29%	8
 <a href="#">YouTube</a>	0	0%	12
	<b>99</b>	<b>2.33%</b>	<b>4,252</b>

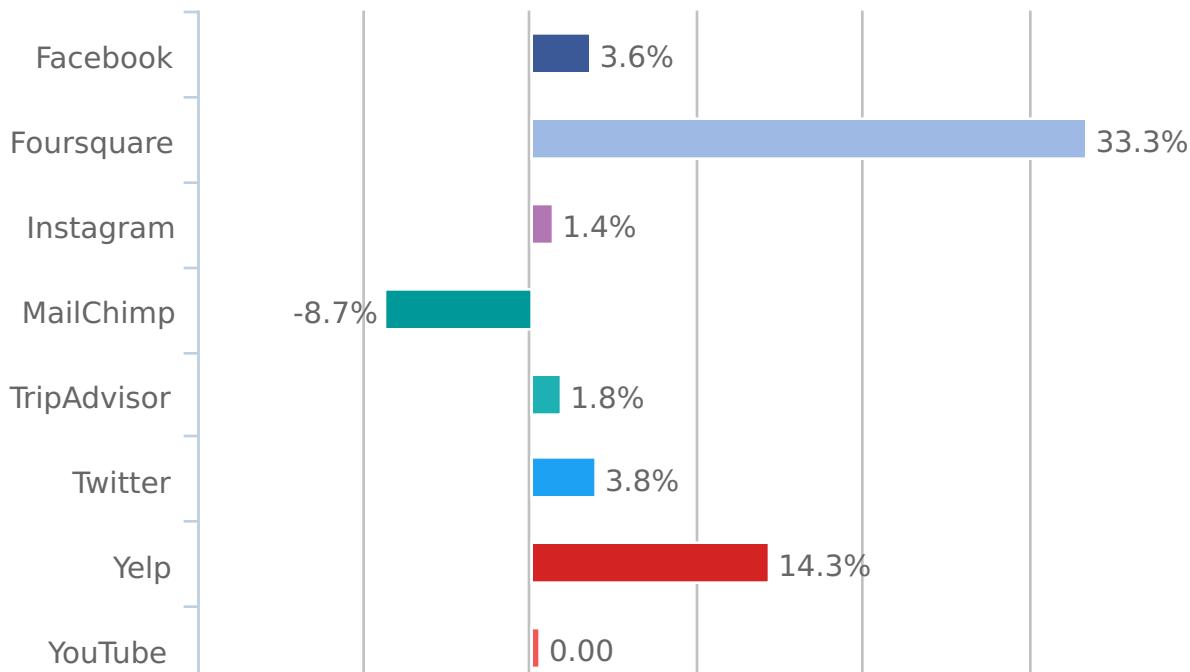
## AUDIENCE GROWTH OVER TIME



## AUDIENCE GROWTH TOTALS

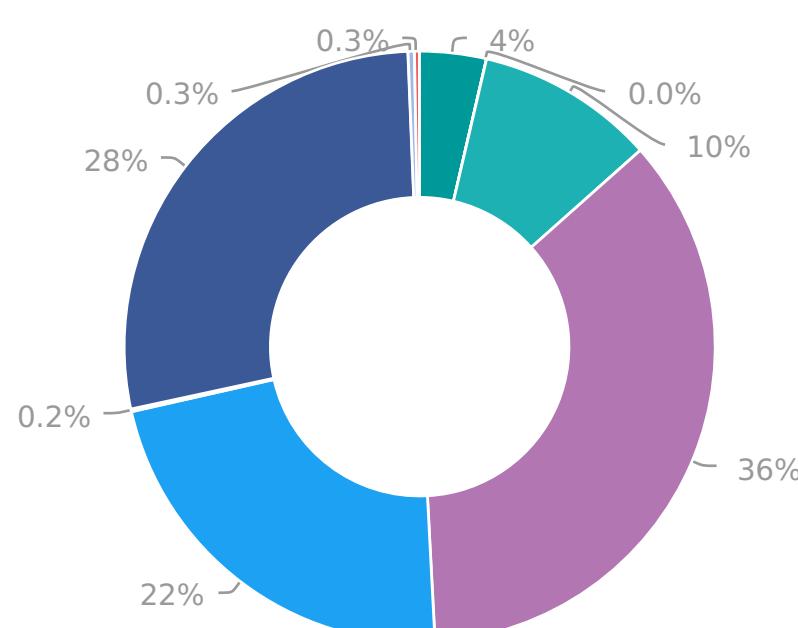


## AUDIENCE GROWTH RATE



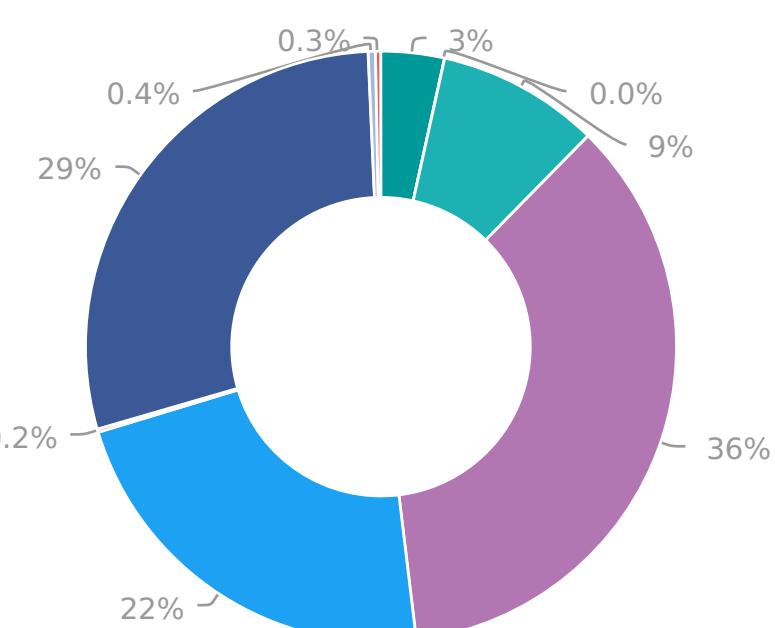
**Facebook** accounted for the most audience growth, with **43** new friends added. **Foursquare** was your fastest-growing channel, with **33.33%** follower growth.

#### AUDIENCE HISTORICALLY



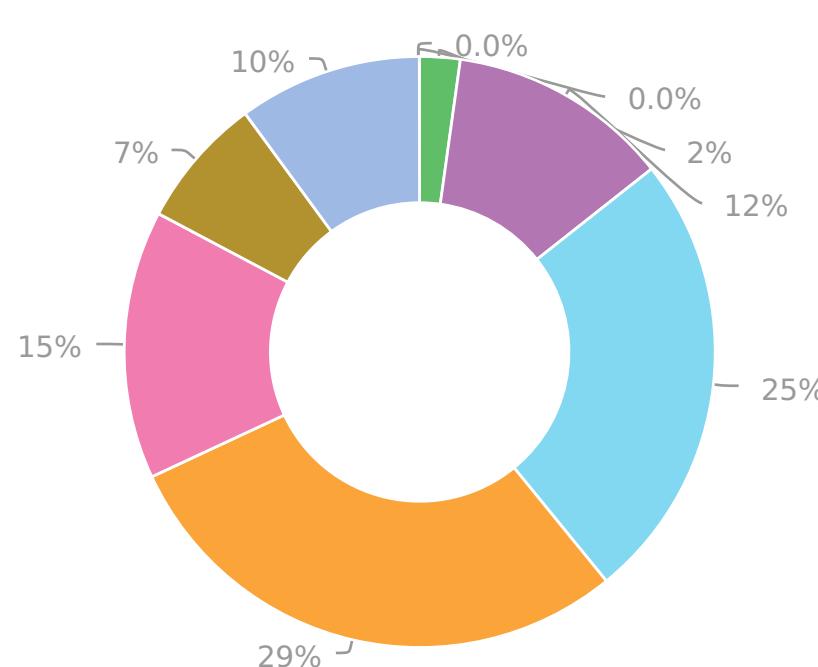
Legend: MailChimp, Google+, TripAdvisor, Instagram, Twitter, Yelp, Facebook, Foursquare, YouTube

#### AUDIENCE THIS PERIOD



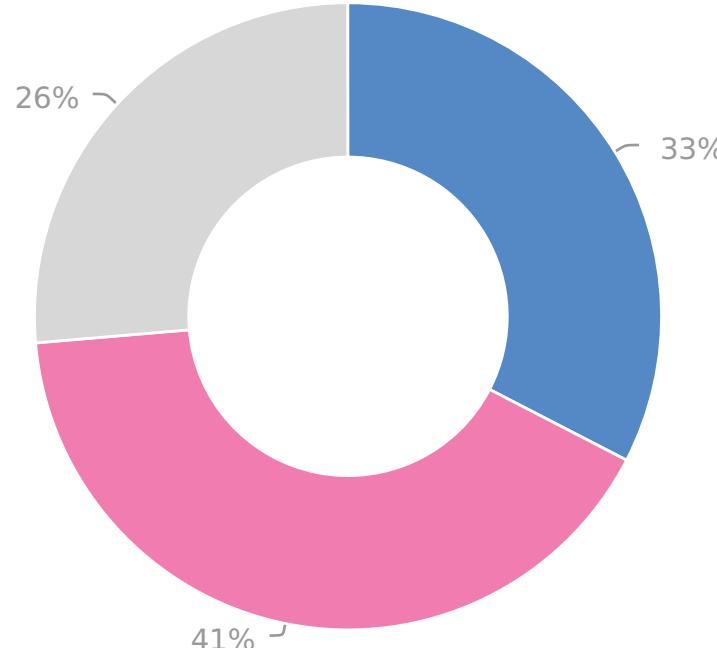
Legend: MailChimp, Google+, TripAdvisor, Instagram, Twitter, Yelp, Facebook, Foursquare, YouTube

#### AUDIENCE AGE



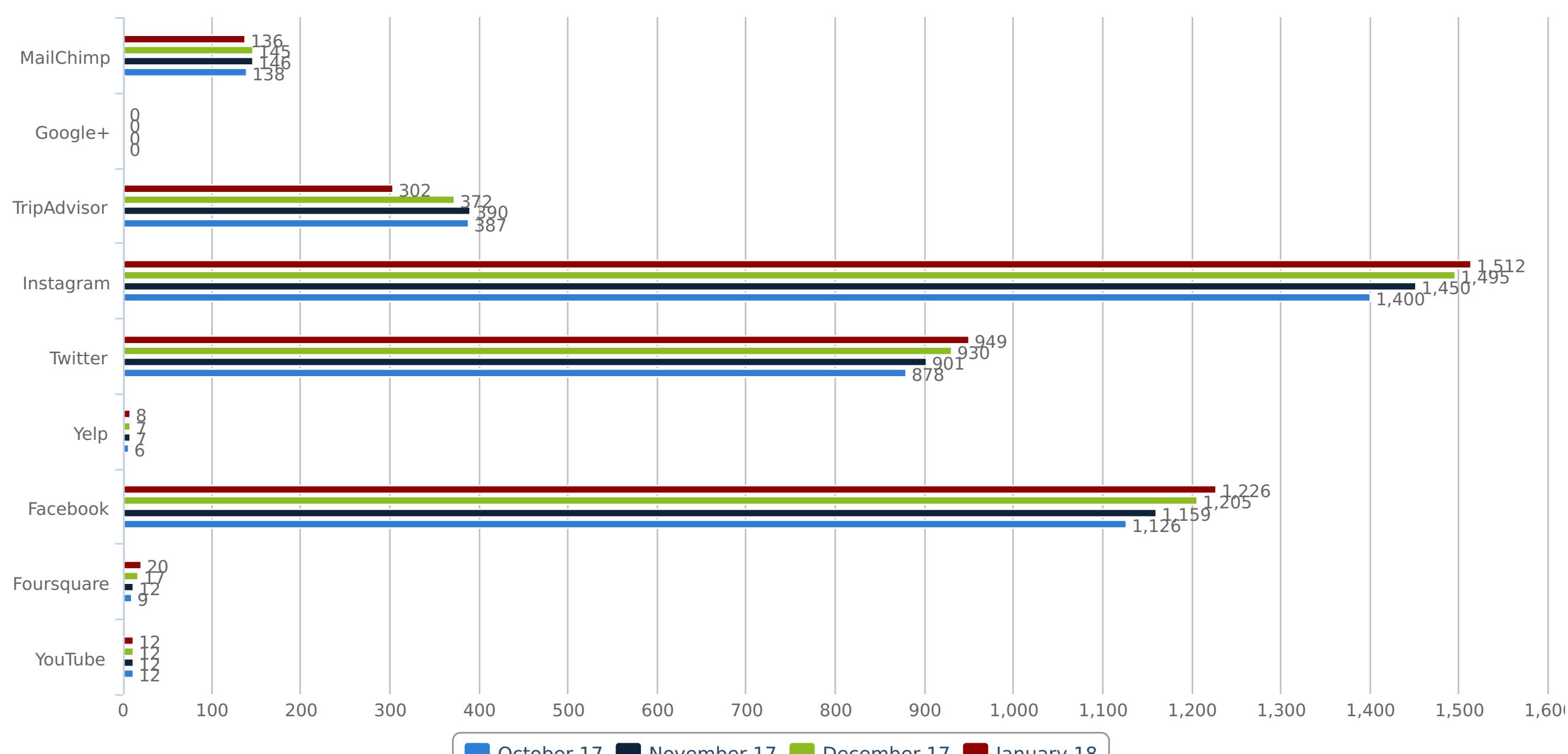
Legend: 13, 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65, Unknown

#### AUDIENCE GENDER

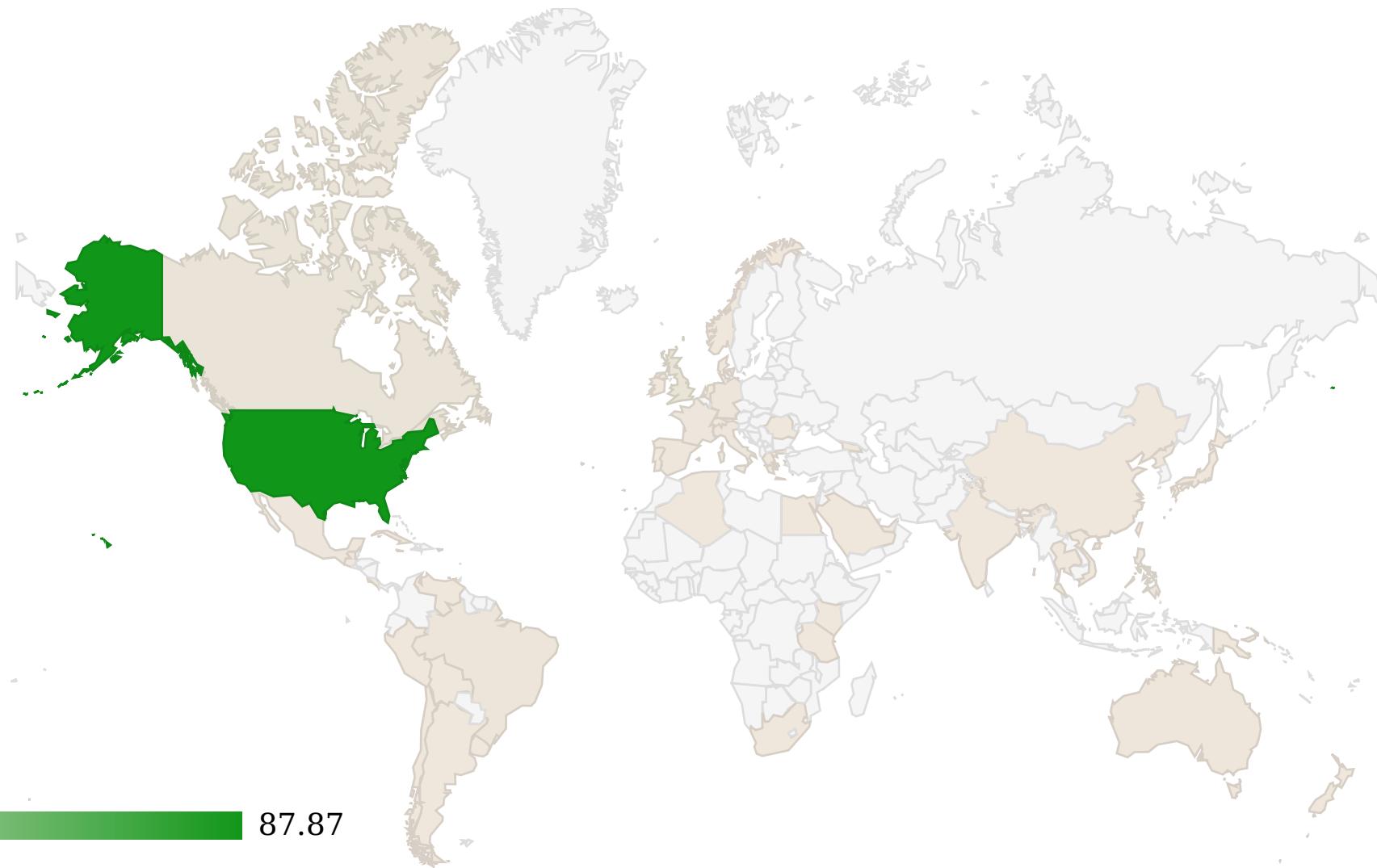


Legend: Male, Female, Unknown

#### AUDIENCE 3 MONTH NETWORK COMPARISON



## AUDIENCE WORLD DISTRIBUTION



Country	Code	%
United States	US	87.87
United Kingdom	GB	2.52
Canada	CA	1.83
Brazil	BR	0.81
Germany	DE	0.77
Australia	AU	0.61
Spain	ES	0.32
Mexico	MX	0.24
Italy	IT	0.24
United Arab Emirates	AE	0.24
Philippines	PH	0.24
France	FR	0.24
Ireland	IE	0.2
India	IN	0.2
South Africa	ZA	0.16
Uruguay	UY	0.16
Thailand	TH	0.16
China	CN	0.16
Japan	JP	0.12
Venezuela	VE	0.12
Romania	RO	0.12
Guam	GU	0.12
Argentina	AR	0.08
New Zealand	NZ	0.08
Puerto Rico	PR	0.08