

February 7, 2019

MEMORANDUM

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

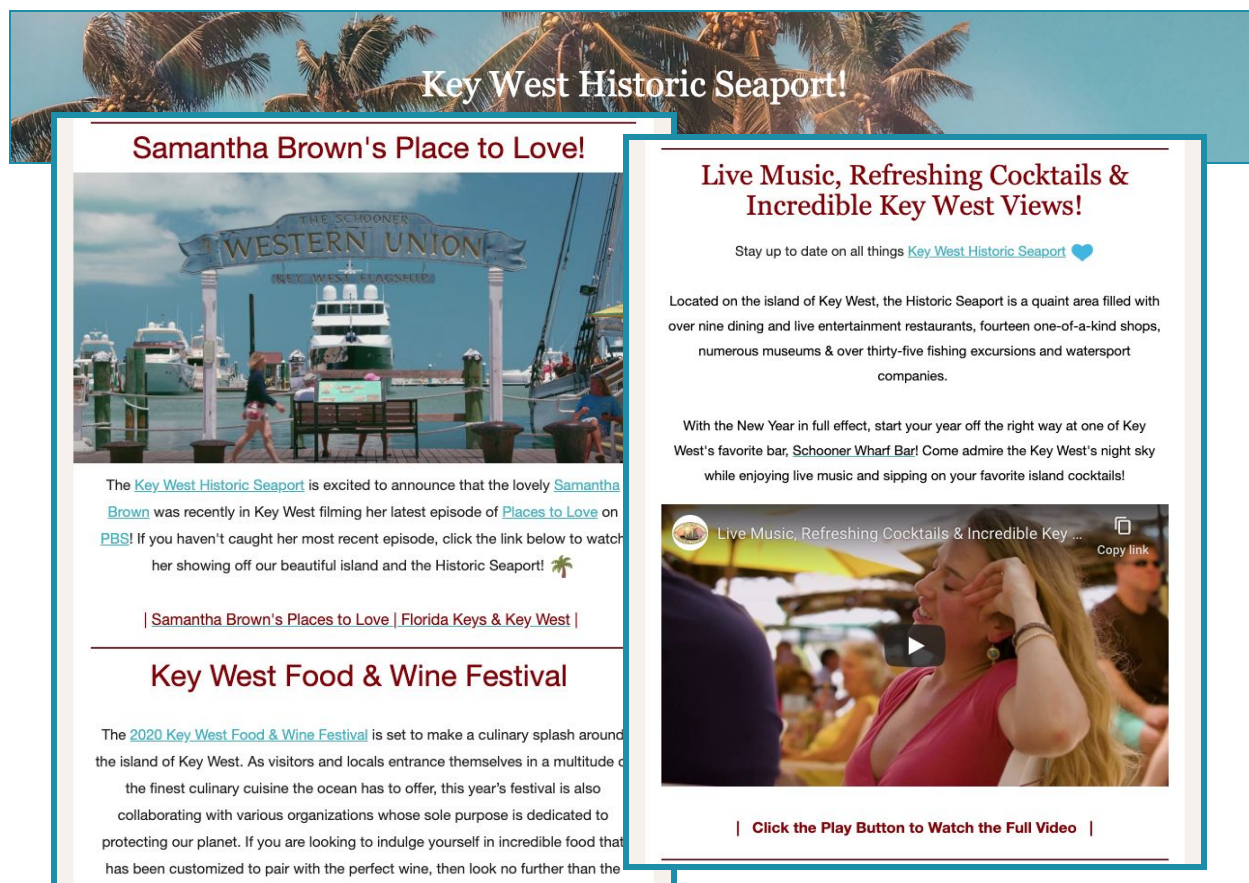
FROM: Dana Pollitt, Managing Partner, ADEPT

SUBJECT: Key West Bight Management District Board, January 2020 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015

The following is a summary of ADEPT's January 2020 marketing activities for the Key West Historic Seaport:

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications | December Email Newsletter/eBlasts --



Key West Historic Seaport!

Samantha Brown's Place to Love!

The [Key West Historic Seaport](#) is excited to announce that the lovely [Samantha Brown](#) was recently in Key West filming her latest episode of [Places to Love](#) on [PBS](#)! If you haven't caught her most recent episode, click the link below to watch her showing off our beautiful island and the Historic Seaport! 🌴

| [Samantha Brown's Places to Love](#) | [Florida Keys & Key West](#) |

Key West Food & Wine Festival

The [2020 Key West Food & Wine Festival](#) is set to make a culinary splash around the island of Key West. As visitors and locals entrance themselves in a multitude of the finest culinary cuisine the ocean has to offer, this year's festival is also collaborating with various organizations whose sole purpose is dedicated to protecting our planet. If you are looking to indulge yourself in incredible food that has been customized to pair with the perfect wine, then look no further than the

Live Music, Refreshing Cocktails & Incredible Key West Views!

Stay up to date on all things [Key West Historic Seaport](#) ❤️

Located on the island of Key West, the Historic Seaport is a quaint area filled with over nine dining and live entertainment restaurants, fourteen one-of-a-kind shops, numerous museums & over thirty-five fishing excursions and watersport companies.

With the New Year in full effect, start your year off the right way at one of Key West's favorite bar, [Schooner Wharf Bar](#)! Come admire the Key West's night sky while enjoying live music and sipping on your favorite island cocktails!

| [Click the Play Button to Watch the Full Video](#) |

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

14 of the Best Things to do in Key West, Florida -- Earth Trekkers Travel Bloggers

- Famous travel bloggers, The Trekker Family, notoriously live life to the fullest and have been traveling for the past 13 months. Making their way to the Historic Seaport, they wrote and advertised 14 of the Best Things to do in Key West.
- The article mentioned Schooner Wharf, Cuban Coffee Queen, The Dry Tortugas and Strolling along the Key West Historic Seaport.
- The article was promoted on all social media outlets.
- [Link to Article.](#)

Stroll along the Key West Historic Seaport

This is a pretty spot to visit. Hundreds of boats and yachts are docked here. Restaurants and bars line the harbor. While you are here, belly up to the bar at the Schooner Wharf or grab a cup of coffee at the Cuban Coffee Queen.



right?



14 of the Best Things to do in Key West, Florida



restaurant serves Cuban cuisine and the best coffee that I had in Key West.



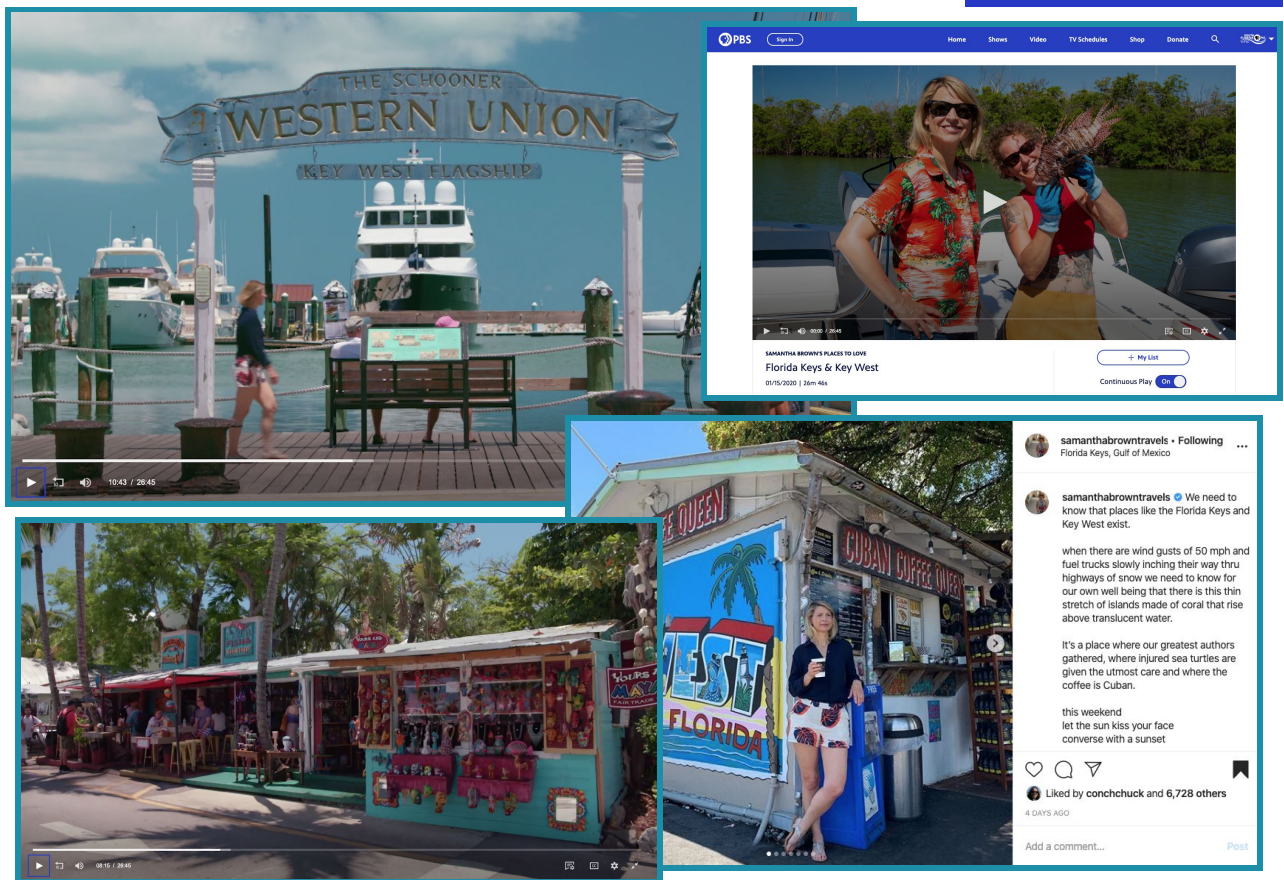
islands caused numerous shipwrecks. sors in US history.

You can tour these islands and historic Fort Jefferson.

The Dry Tortugas are located 67 miles from Key West, so a visit here is a full day trip from the city. Learn more [here](#).

Samantha Browns Places to Love | Florida Keys & Key West -- PBS

- PBS was recently in Key West filming Samantha Brown's television series, Places to Love. From food tours in Key West to a Historic Speakeasy Inn, Samantha can also be seen walking throughout the Historic Seaport.
- Segment included footage of the Schooner Western Union sig and various other Seaport images & tenants.
- The segment was promoted on all of Samantha's social media outlets, PBS's social media outlets and the Historic Seaport.
- [Link to Video.](#)



Samantha takes a local food tour in Key West starting off with authentic Cuban food at El Siboney, then heads to the historic Speakeasy Inn & Rum Bar for a rum runner, the house specialty.

ADVERTISING

ADEPT has completed the first phase in this year's Social Media Influencer campaign. Through strategic planning, each influencer has established credibility in a specific industry that caters to the Key West Historic Seaport's wide demographic. With access to the social media influencer's large audience, ADEPT's goal is to use these key leaders to drive the Historic Seaport's brand to the larger markets. Rather than marketing directly to a large group of consumers, social media influencers' focal point is to inspire their specific audiences while getting the word out for us.



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 3,775 up (↑) to 3,979
- Increase total check-ins to 5,726 from 5,452
- 4,072 followers from 3,902
- 4.9 ★★'s out of 5

Instagram Stats:

- New followers gained throughout the month with a new total of 2,711
- November followers up (↑) from 2,657 followers in December
- Posting weekly Instagram stories (event & promotion reminders, sunsets, weather, tenant information, etc.)

Twitter Stats:

- Increase in followers to 1,604 from 1,588
- Profile Impressions (↑) 11.0 K | 12.0%

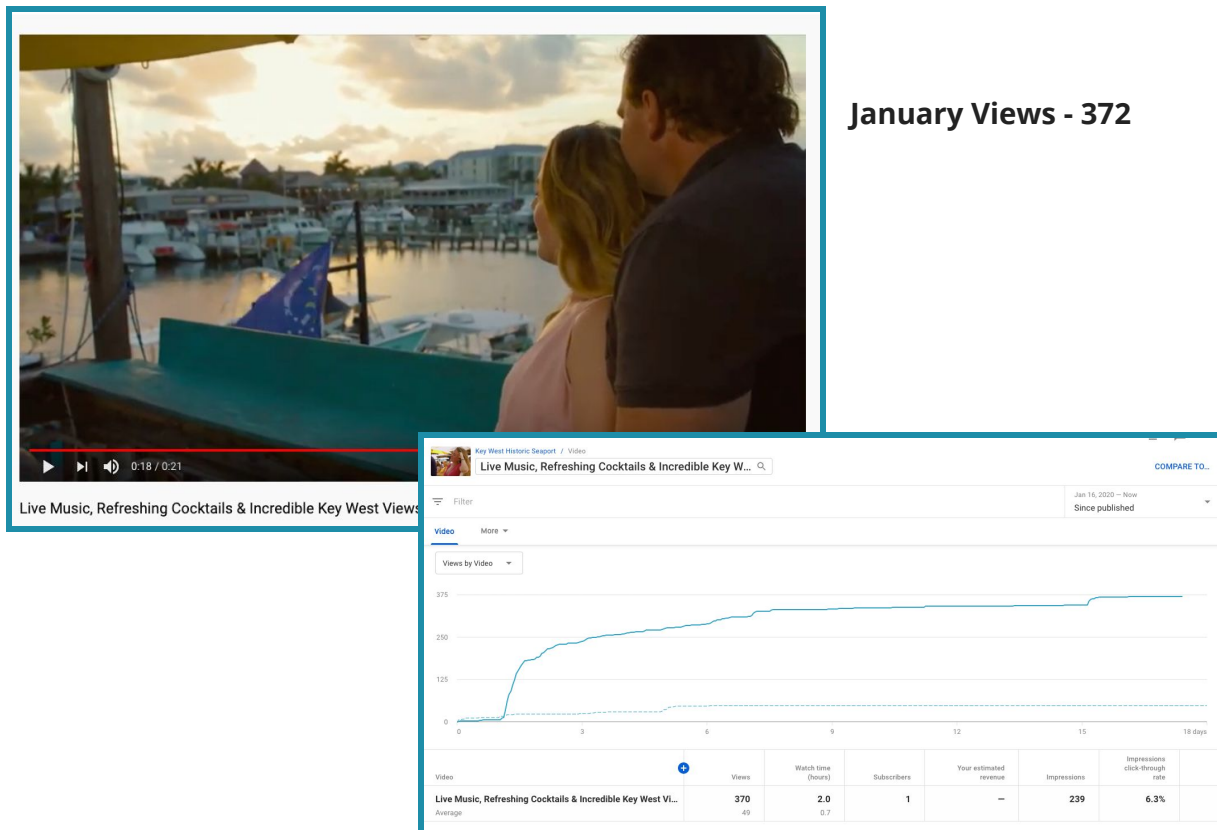
TripAdvisor Stats:

- The KWHS has 680 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
- 32,401 total all-time Historic Seaport YouTube Video Views

January Social Media Video Marketing - Schooner Wharf Bar Youtube Analytics




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: [Meet Me at the Key West Historic Seaport](#)



• Did you know the *SV Argo Navis* is the last known boat built in Key West? Sailing year-round, the Argo Navis's innovative technology and vision make for a truly remarkable experience. They have single-handedly elevated the meaning of "luxury." Offering only the finest wines, craft beers, artisan cheeses and charcuterie; you truly cannot go wrong in spoiling your loved one aboard the Argo Navis. We a limited number of guests allowed to board each sunset sail, The Argo Navis really emphasizes on the importance of a romantic getaway.



• Established in 1988, Calypso Sailing knows a thing or two about luxury sailing. What we loved most about

KEY WEST HISTORIC SEAPORT

FEBRUARY 1, 2020

MEET ME IN
KEY WEST!





WEBSITE ANALYTICS (HISTORIC SEAPORT)

Audience Overview:



Acquisition Overview:

Acquisition			
	Users ↓	New Users ↓	Sessions ↓
	5,163	5,040	5,911
1 ■ Organic Search	2,406	<div style="width: 46%;"></div>	
2 ■ Direct	1,746	<div style="width: 33%;"></div>	
3 ■ Referral	721	<div style="width: 14%;"></div>	
4 ■ Social	318	<div style="width: 6%;"></div>	
5 ■ (Other)	11	<div style="width: 0%;"></div>	

Top 10 Referral Sources:

1. googleads.g.doubleclick.net
2. websitebottraffic.xyz
3. keywestbightmarina.com
4. kwdc
5. fla-keys
6. www-foxnews-com.cdn.ampproject.org
7. afterhourskeywest.com
8. tpc.google syndication.com
9. amp-miamiherald-com.cdn.ampproject.org
10. 365atlantatraveler.com

Search Terms:

Page
1. /
2. /event/15th-annual-florida-keys-seafood-festival/
3. /event/3rd-annual-mile-0-fest/
4. /things-to-do/food/
5. /events/
6. /event/11th-annual-key-west-food-wine-festival/
7. /general-information/
8. /shopping/paradise-porters/
9. /things-to-do/shopping/
10./things-to-do/

GOOGLE REVIEWS

Good job, you got a new 5-star review

FR Mathiasen
★★★★★
Lots of small shops and restaurants along the water / docks. Lots of charter companies out of this...

Roland Murán
★★★★★
This user only left a rating

Karen H.B.
★★★★★
This user only left a rating

Good job, you got a new 5-star review

Kellie Sexton
★★★★★
This user only left a rating

WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina Blog
 - Monthly Bight Marina August 2019 Blog
 - [The Perfect Valentine's Key West Bight Marina Date Night](#)
 - Developed KWHS and KW Bight Marina Website Protocols (shared with City Staff)

THE PERFECT VALENTINE'S KEY WEST BIGHT MARINA DATE NIGHT!

With the most romantic day of the year right around the corner, grab your sweetheart and escape the cold temperatures from up north by visiting our tropical island of Key West! Between the sun notoriously setting over the Gulf of Mexico horizon each and every night or the numerous sunset sails being offered on a daily basis; you cannot go wrong by planning a romantic getaway at the [Key West Bight Marina](#). Switch things up by spoiling your sweetheart with a romantic weekend he or she will never forget!

The Perfect Date Night —

- Considering a Key West sunset is considered legendary around our island, we highly recommend taking your loved one out on the open waters to watch one of our incredible sunsets. With the sun setting in the background, your own personal sunset sail is the perfect way to spoil your significant other this Valentines Day.
- Before you venture out on your sunset sail and considering the Key West Bight Marina is surrounded by nine wonderfully delicious restaurants, compliment your overall evening by ordering some of the freshest seafood on the island. From fresh lobster, to stone crabs or even a ceviche flight, spoil your loved one with a culinary experience he / she won't forget.

ESCAPE TO THE KEY WEST BIGHT MARINA

KEY WEST BIGHT MARINA

WEBSITE ANALYTICS (BIGHT MARINA)

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	6.9K
user_engagement	2.6K
session_start	1.6K
first_visit	1.2K
scroll	722
click	81

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS
Key West Bight Marina ... West Historic Seaport
Dockage – Key West Bight Marina
Reservations – Key West Bight Marina
Amenities – Key West Bight Marina
Our Blog – Key West Bight Marina
Page not found – Key West Bight Marina
Bight Marina Frequent...Key West Bight Marina

Users by City



Totals

1,280
100% of total

1	New York	91
2	Tampa	88
3	(not set)	77
4	Miami	53
5	Key West	49
6	Orlando	29
7	Dallas	25
8	Fort Lauderdale	18
9	Ashburn	15
10	Chicago	15