ADEPT
Strategy & Public Relations

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MEMORANDUM

December 1, 2016

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

SUBJECT: *Key West Bight Management District Board December, 2016 Update Key West Historic Seaport Marketing Services Contract #10-015*

ADEPT's November/December marketing activities for the Key West Historic Seaport:

KWHS Video
- Uploaded to new Website, Uploaded to Social Media, Uploaded to YouTube Channel
- Distributed to KW Express, Yankee Freedom III, Monroe TDC, Key West Citizen, Key Seaport Tenants
- Negotiating with Destination Network [Key TV/TripSmarter.com] a six (6) month contract for :60 ad spots, that includes 1:30-2:00 editorial video entitled "A Note of History". Upon receipt of negotiated proposal ADEPT will present to City of Key West/Bight Mgmt. Board for review of task order for Key TV ad spots.

KWHS Website
- Ongoing Website maintenance and content creation (Tenant Info. Events, etc.)
- Regular content writing services, December Holidays at the Historic Seaport Blog #3 Posted
- Several new marine side tenants have been added
- Sessions: 670 Page Views: 1,786 Organic Traffic: 42.42%
- Tech Support Response/requests [coordination with City IT Dept.]

KWHS Event Toolkit
- Live on Website
- Posted on Social Media and via Blog

KWHS Social Media (Facebook, Twitter, Instagram, Youtube)
- Daily Posts to social media accounts.
- Grow, engaging, connecting followers and authentic traffic with organic strategies
- Implementing targeted Keywords & Hashtags
- Integrating Content with Website
- Building Rich Engagement & Brand Awareness of KWHS
- Great user engagement attributed to Holidays, KWHS Events, Heightened Exposure to KWHS Brand
  - Facebook: 239 likes, 221 Checkins, 5 Star Rated
  - Twitter: 557 Followers, 436 Likes, Tweets 212
  - Instagram: 672 Followers, 139 Posts
  - YouTube: In 2 weeks 580 Views
  - Monthly Blog linked to Social Media

* All New Task Orders on hold until January City Commission/CRA Board Meeting

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