

June 8, 2018

MEMORANDUM

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

FROM: Dana Pollitt

SUBJECT: Key West Bight Management District Board April, 2018 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications/Press Releases/General PR/Other

- **May Email Blast**



KEY WEST HISTORIC SEAPORT
YOUR GATEWAY
FOR EVERYTHING
KEY WEST, FLORIDA!

Key West Historic Seaport Wins Prestigious Preservation Award from the Florida Trust for Historic Preservation

The Key West Historic Seaport garners the Meritorious Achievement Award for Organizational Achievement during the 40th Annual Florida Preservation Conference hosted by the Florida Trust



The Key West Historic Seaport was honored to receive an award from the Florida Trust for Historic Preservation in recognition of Meritorious Performance in the field of Organizational Achievement.

"It is truly an honor to have the Key West Historic Seaport recognized for all of the preservation efforts that have gone into not only protecting its heritage but its evolution over the years as well," said Craig Cates, Mayor of Key West.



Key West Historic Seaport
PRESENTED TO
Key West Historic Seaport
IN RECOGNITION OF
MERITORIOUS PERFORMANCE IN THE FIELD OF
ORGANIZATIONAL ACHIEVEMENT



Dating back over 200 years, the Key West Historic Seaport remains a thriving engine of commerce, supporting many industries vital to the economy and overall way of life in Florida and Key West. From fishing to tourism, the nearly 100 businesses and organizations situated along the beautiful harborwalk waterfront rely on the Historic Seaport to support their families and livelihood.



JESSIE BAIL
PORT CENTER



MAKE IT A HISTORIC DAY!
One-of-a-kind Shops • Dining & Entertainment
Fishing Charters • Excursion & Watersports



This year, the Florida Trust celebrated 40 years of protecting Florida's history and heritage.
Video: <https://www.floridatrust.org/news>

Stay tuned! The City of Key West and the Historic Seaport look to host a September 2018 event for notable historians and preservationists. While still in the planning stages, the event aims to explore the Historic Seaport and the City's many historical buildings.

Media

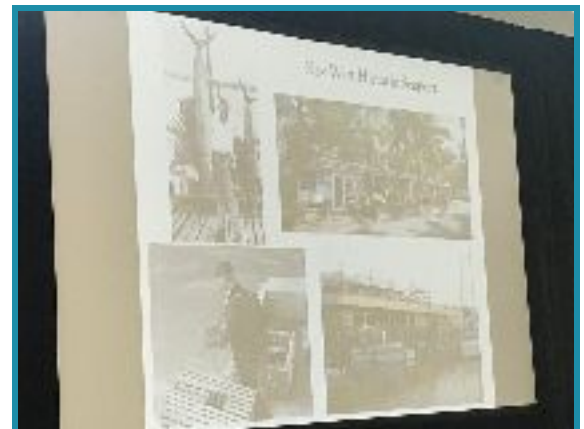
Cision PR Web
Front Page of the Key West Citizen
Official Press Release from the Florida Trust



Florida Trust for Historic Preservation

City of Key West (Key West Historic Seaport) Florida 2018 Award Winner

We attended the 40th Annual Florida Preservation Awards in Jacksonville, FL



Thursday, May 24, 2018 RSS

The Key West Historic Seaport Awarded Prestigious Preservation Award By The Florida Trust For Historic Preservation

Key West Historic Seaport garners the Meritorious Achievement Award for Organizational Achievement during the 40th Annual Florida Trust 2018 Florida Preservation Conference.

KEY WEST, FLA. (PRWEB) MAY 24, 2018

The City of Key West Historic Seaport was honored Friday evening in recognition of Meritorious Performance in the field of Organizational Achievement at the 2018 Florida Preservation Conference hosted by the Florida Trust for Historic Preservation. The awards ceremony took place in Jacksonville, Florida at the Jessie Ball duPont Center. The awards ceremony was followed by a gala reception that was attended by over 300 guests and some of Florida's most notable historians and preservationists.

The Florida Trust for Historic Preservation was founded in 1978 and is Florida's nonprofit dedicated to protecting the state's architectural, historical and archaeological heritage. With a strong focus on advocacy, education and stewardship, the Florida Trust serves as a steward for historic properties throughout Florida and has saved a number of unique and historic state treasures.

The Florida Preservation Awards recognizes individuals, organizations, businesses and agencies that have made a significant impact in preserving Florida's history. Award categories range from Infill Design and Green Buildings to Archaeology and Preservation Education/Media.

The award is in recognition of the significant achievement in the preservation of Florida's rich heritage. The City of Key West and the duly appointed Bight Management District Board oversees the preservation and protection of the history and character of the Key West Historic Seaport. The Historic Seaport has supported many industries vital to the economy and overall way of life in the Florida Keys and Key West for more than 200 years. From fishing to tourism, nearly 100 businesses and organizations rely on the Historic Seaport to support their families and livelihood today.

"It is truly an honor to have the Key West Historic Seaport recognized for all of the preservation efforts that have gone into not only protecting its heritage but its evolution over the years as well. Key West is proud of its record of preservation and will continue with more projects in the future," said Craig Cates, Mayor of Key West.

On behalf of the City of Key West and the Historic Seaport, the award was accepted by Mr. Dana Pollitt and Ms. Julie Ruffolo, members of the Historic Seaport team in charge of promoting, advertising and marketing the Seaport.

"We are excited and honored to receive this Meritorious Achievement Award for Organizational Achievement on behalf of the City of Key West and the Historic Seaport," said Dana Pollitt, Partner with ADEPT Public Relations. "The tremendous efforts of City staff led by Port Director Doug Bradshaw and Deputy Port Director Karen Olson along with the expert guidance of the Bight Management District Board has resulted in record fiscal performance of the Historic Seaport. It's wonderful to receive this historic preservation recognition from such a highly regarded organization like the Florida Trust.

The Historic Seaport has such a rich history and we applaud the City's efforts to preserve its story while having the foresight to recognize that it could become a top travel destination," concluded Pollitt.

The Florida Preservation Awards is conducted annually during the Historic Preservation Conference and this year the organization will be celebrating the 40th anniversary of the Florida Trust. For more information on the Florida Trust, please visit FloridaTrust.org.

About Key West Historic Seaport

The Key West Historic Seaport is the gateway for everything to do in Key West, Florida. Enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up breathtaking views. The Key West Historic Seaport is a twenty-acre facility that has become the go-to destination for those wishing to experience a blend of the old with the new Key West. The Key West Historic Seaport is located along the beautiful harborwalk waterfront at the ends of Front Street, Greene Street, Elizabeth Street, William Street, Margaret Street & Grinnell Street. For more information about the Key West Historic Seaport, please visit KeyWestHistoricSeaport.com.



Future Award/Media Opportunities

- Marketing team has reached out to multiple publications for future opportunities for the KWHS including, but not limited to the following:
 - AAA Travel
 - Multiple travel bloggers
 - Vacation Critic Travel Planning Guide
 - USA Today

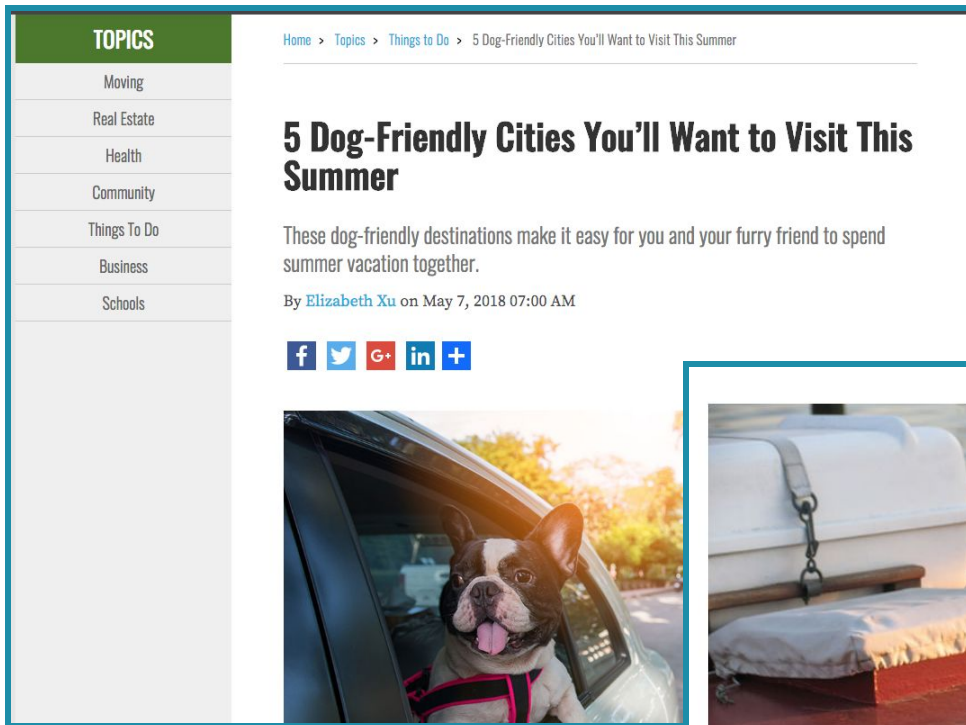
City of Key West & Key West Historic Seaports Florida Trust Insider's Tour

- ADEPT is coordinating with the Florida Trust to plan an "Insider's" Tour event around the historic buildings in Key West and at the Key West Historic Seaport
- Event is in the planning stages and scheduled for September 2018

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

Livability: 5 Dog-Friendly Cities You'll Want to Visit This Summer

- Schooner Wharf Bar & BO's Fishwagon mentioned
- Article was posted on all social media



5. Key West, FL

If you hate being relegated outdoors when you're with your pup (alas, those pesky health codes), [Key West](#) can help. Several restaurants don't technically have an indoor space — open-air dining at its finest. [Schooner Wharf Bar](#) and [BO's Fish Wagon](#) are just two of your many options.

When it comes to activities, think beyond the dog park in Key West (though there's one of those, too). Instead, consider renting a kayak or paddle board from pet-friendly rental company [Lazy Dog](#) or join a dolphin-spotting charter boat with [Wild About Dolphins](#) (dog treats and life jackets included!).

Keys Weekly used an image from Reef Relief's Coral Camp for their cover this month

- Cover was posted on social media



KEYS WEEKLY

Schooner Wharf Bar's upcoming Minimal Regatta event was mentioned in the Key West Citizen on 5/24

IN THE PUBLIC'S INTEREST:

- **Minimal regatta**
The annual Schooner Wharf Minimal Regatta will be held Sunday, May 27. There are two categories, Kayak/Canoe Design and Open Design. Each six-member team must build a boat seaworthy enough to stay afloat for the entire race course in the Key West Bight. Entry forms are available at <http://www.schoonerwharf.com>
- **Animal Farm**
The Sheriff's Animal Farm is open from 1 p.m. to 3 p.m. on Sunday, May 27. All are welcome at the facility, which is located 5525 College Road, under the Sheriff's Office Headquarters.

Author talk
Thriller writer Solange Ritchie and former Key West resident will discuss her latest novel, "Firestorm," at 6 p.m., Thursday, May 31, at the Key West Library, 700 Fleming St. For information, call 305-292-3595.

Scholarships offered
The Key West Literary Seminar is offering full scholarships to teachers and librarians from around the country to attend this year's seminar, "Under the Influence: Archetype and Adaptation from Homer to the Multiplex," to be held Jan. 10-13. The application deadline is Friday, June 15. For information and application forms, visit <http://kwls.org/awards/teachers-and-librarians/>.

Kayakers wanted
Swim Around Key West organizers are currently seeking kayakers to accompany swimmers around the island of Key West on Saturday, June 16. Kayakers will receive a \$110 honorarium for their efforts plus an additional \$50 for providing a kayak. For information and to register, visit <http://swimaroundkeywest.com/kayakers/>

AROUND THE KEYS
Editor's note: To have your event listed in Around the Keys, e-mail the who, what, where and when to newsroom@keysnews.com.

- **Report vacation rental issues**
Florida Keys residents are reminded that Monroe County has launched a toll-free phone number and email address to report illegal and non-compliant vacation rentals, as well as vacation rental scams. To report issues to the Monroe County Tax Collector's Office, call 855-422-4540, or email mail@monroetaxcollector.com. Callers can choose to identify themselves or remain anonymous.



A past participant in the Schooner Wharf Minimal Regatta experiences that 'sinking feeling.' This year's regatta will launch Sunday, May 27.

Contributed

ADVERTISING

Historic Marker Map

- The Historic Marker Maps have been financed in part with the historic preservation grant assistance provided by the Florida Department of State's Bureau of Historic Preservation, Division of Historical Resources
- 40,000 of these maps will be printed and distributed for free all year long
- Team included Historic Seaport's logo, website and a tagline.

Duval Loop Bus

- ADEPT is coordinating with the City of Key West Transit Division Director to explore advertising opportunities along the Loop for the KWHS
- Working on how we can incorporate the Historic Seaport in future ridership
- Pending monitors to be installed



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 Social Media and Website report for March, 2018, for in-depth, detailed reporting of each.



Facebook:

- Facebook accounted for the most engagement growth this month
- Increase page likes from 1,737 to 1,778
- Increase total check-ins from 2,514 to 2,669
- Page Impressions: 52.4k
- Total of 18,785 post impressions (606 per day)

Instagram:

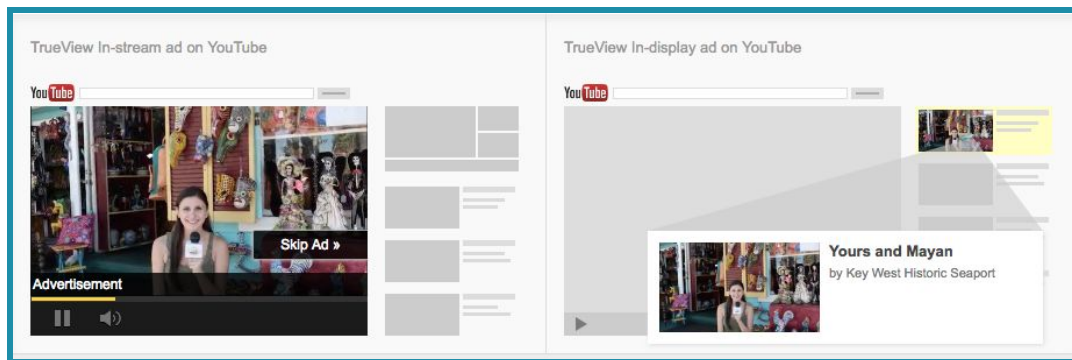
- New followers gained throughout the month with total of 1,674 followers up from 1,657 last month
- Posting weekly Instagram stories (event reminders, Key West weather, etc.)

Twitter:

- Increase in followers from 1,082 to 1,120
- 26.8k impressions this month
- Reach was 91,598 this month

YouTube:

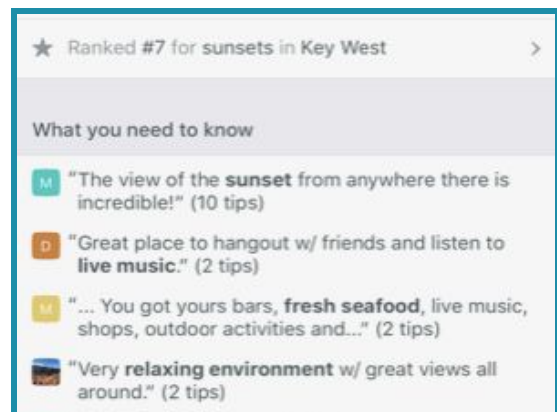
- Uploaded May video:
 - [Yours and Mayan Imports](#)
 - Promoted video (see image below)



Foursquare:

- "What you need to know" tips are listed on the Historic Seaport's homepage
- Tips were left by visitors

FOURSQUARE



TripAdvisor:

- 578 Reviews
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

LIVE WEBCAM

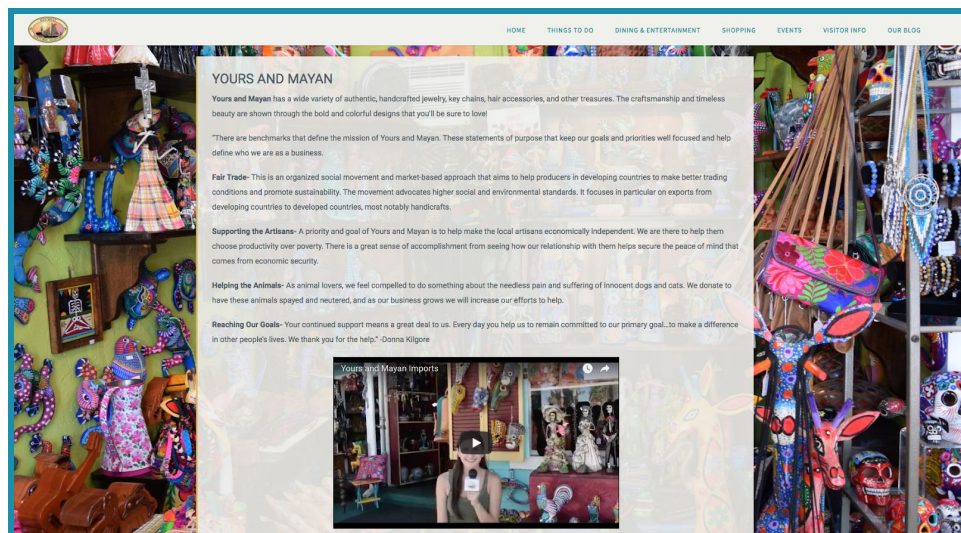
Proposal delivered to City to add one additional live webcam at the Historic Seaport. Pending PO.

Existing Live Webcam. Watch live: <https://www.youtube.com/watch?v=nVPDGSea2Z0>

- Total of 336 “thumbs up”

WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Adding YouTube videos of tenants to their page on the website for more video views



- Seasonal Content
- Working to add a “News” section to website
 - Press releases and other media will be posted here
- Brochure added to website homepage and is easily downloadable
- Regular content writing services
 - May blog posted: [Make Mother’s Day a Historic One](#)

Audience Overview:



Acquisition Overview:

	Users	New Users	Sessions
	1,619	1,556	1,848
1 Organic Search	989		
2 Direct	317		
3 Referral	195		
4 Social	128		

Top 10 Referral Sources:

1. [conchrepublicseafood.com](#)
2. [keywest.com](#)
3. [best-deal-hdd.pro](#) << visit us
4. [truck-spite-lawyer-activity.top](#)
5. [fla-keys.com](#)
6. [afterhourskeywest.com](#)
7. [konknet.com](#)
8. [duckduckgo.com](#)
9. [floridakeys.com](#)
10. [r.search.aol.com](#)

Search Terms:

Page
1. /
2. /things-to-do/
3. /event/37th-annual-7-mile-bridge-run/
4. /things-to-do/food/
5. /things-to-do/shopping/
6. /shopping/macs-sea-garden/
7. /general-information/
8. /events/
9. /shopping/good-day-on-a-happy-planet/
10. /seaport-swig-bundle/

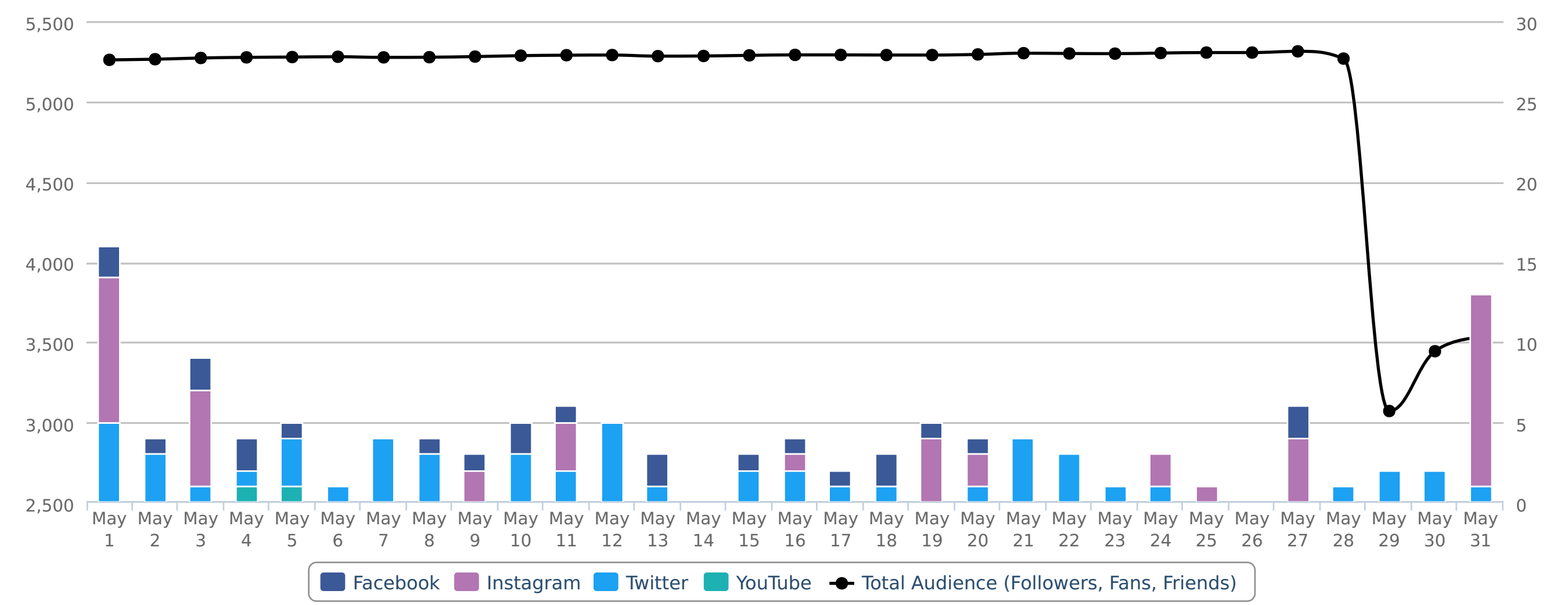
Audience Summary
Key West Historic Seaport
May 1, 2018 - May 31, 2018
Cross Channel Report

Prepared by: ADEPT Strategy & Public Relations

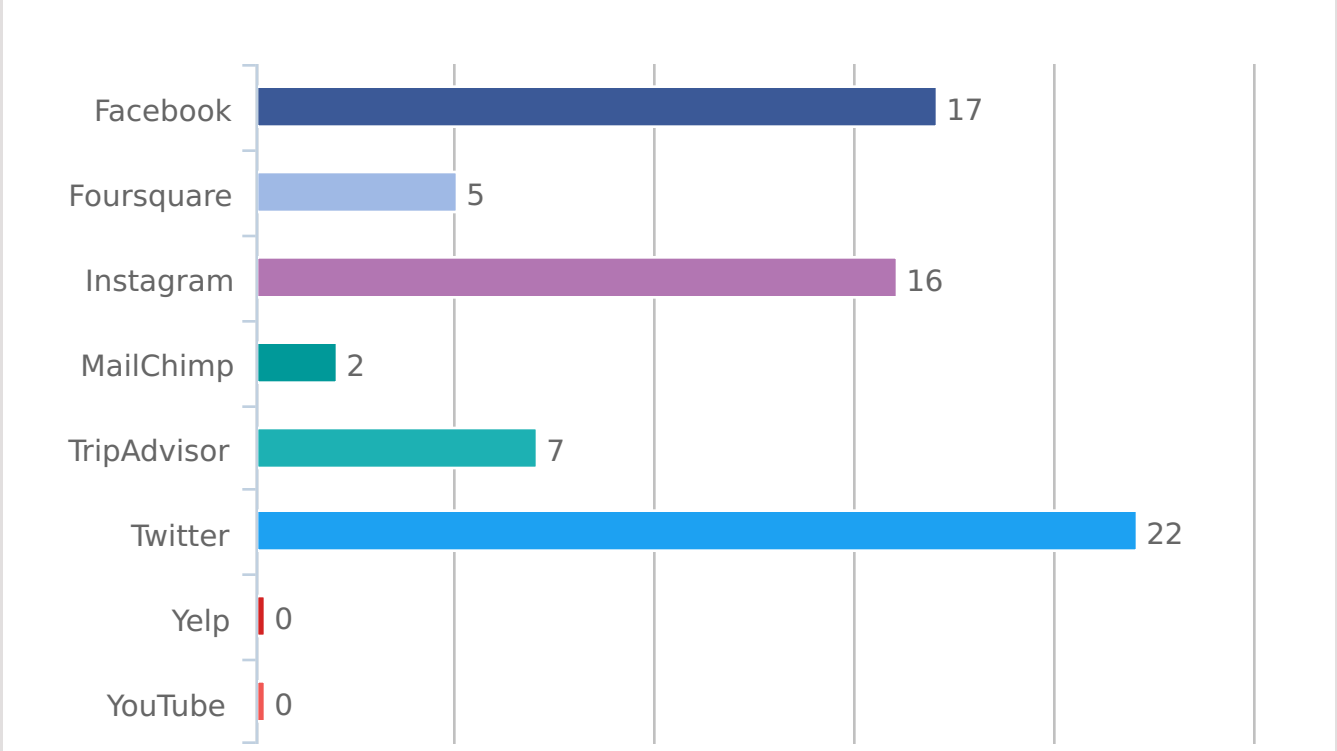
■ AUDIENCE GROWTH BY CHANNEL

Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	17	0.98%	1,753
 Foursquare	5	12.2%	46
 Instagram	16	0.97%	1,673
 MailChimp	2	0.9%	223
 TripAdvisor	7	1.6%	445
 Twitter	22	2.03%	1,108
 Yelp	0	0%	9
 YouTube	0	0%	71
	69	1.30%	5,328

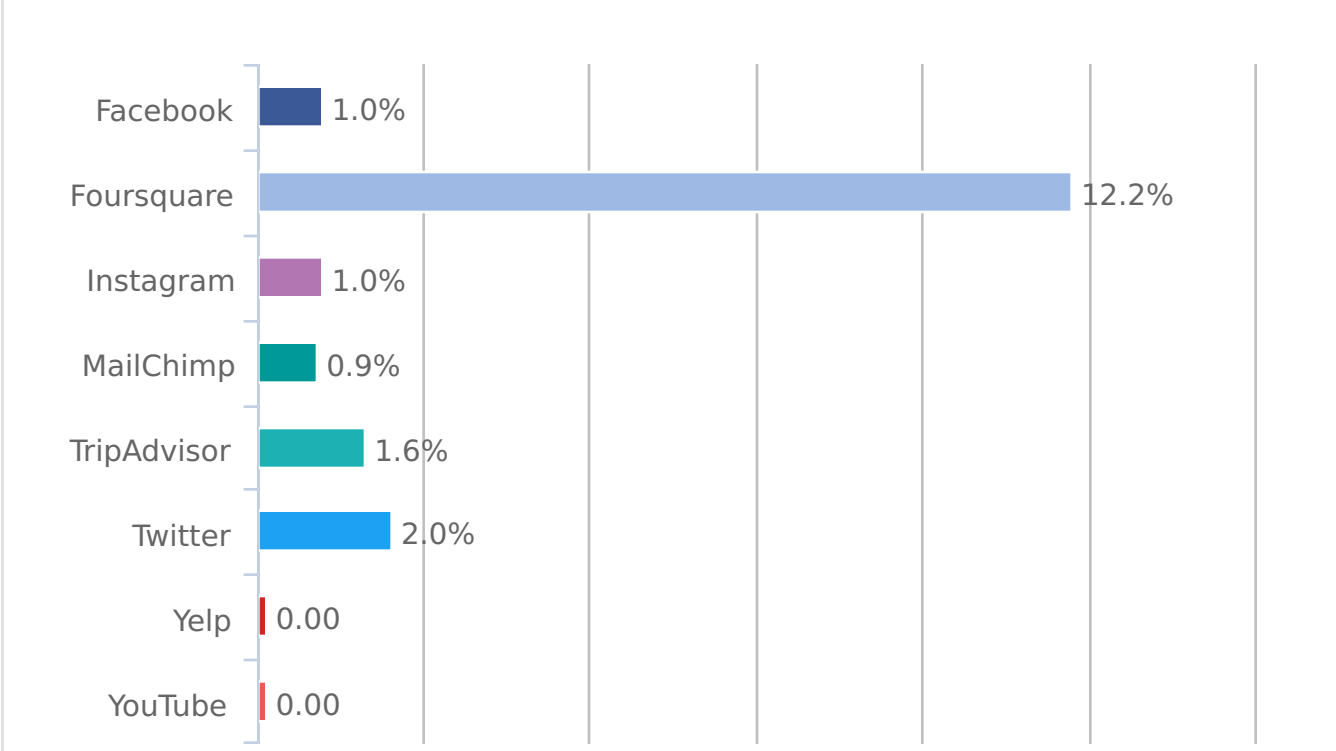
AUDIENCE GROWTH OVER TIME



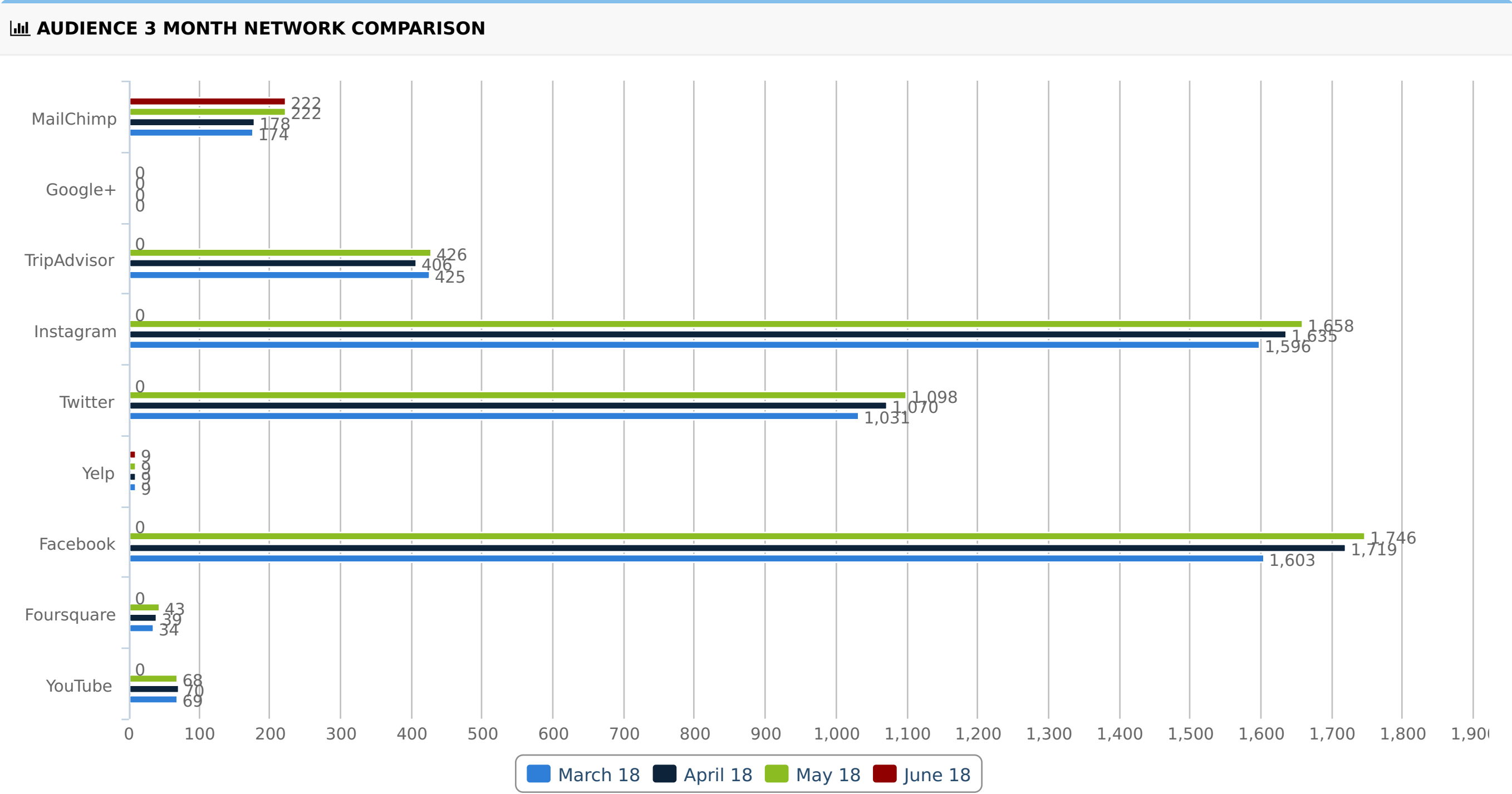
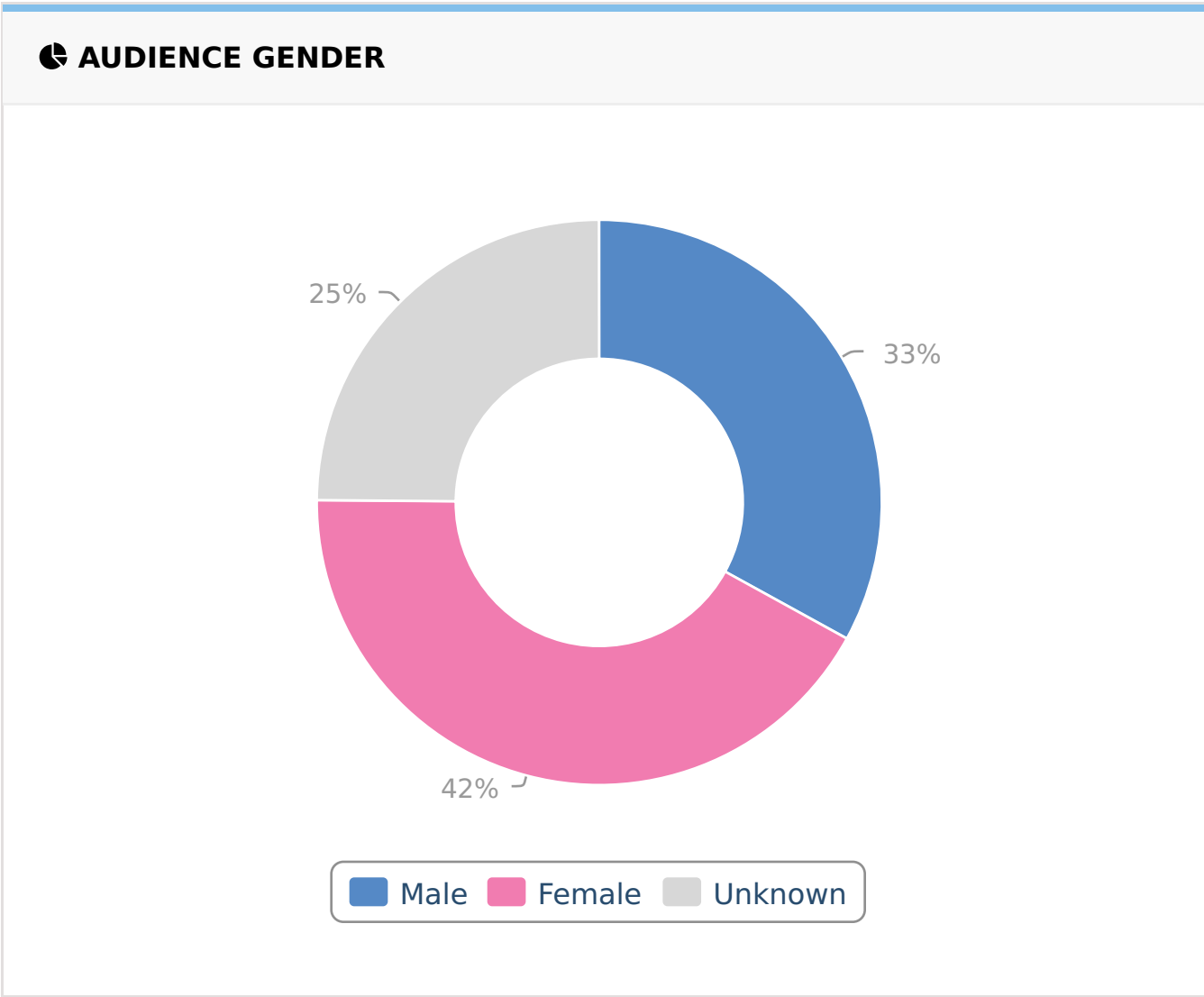
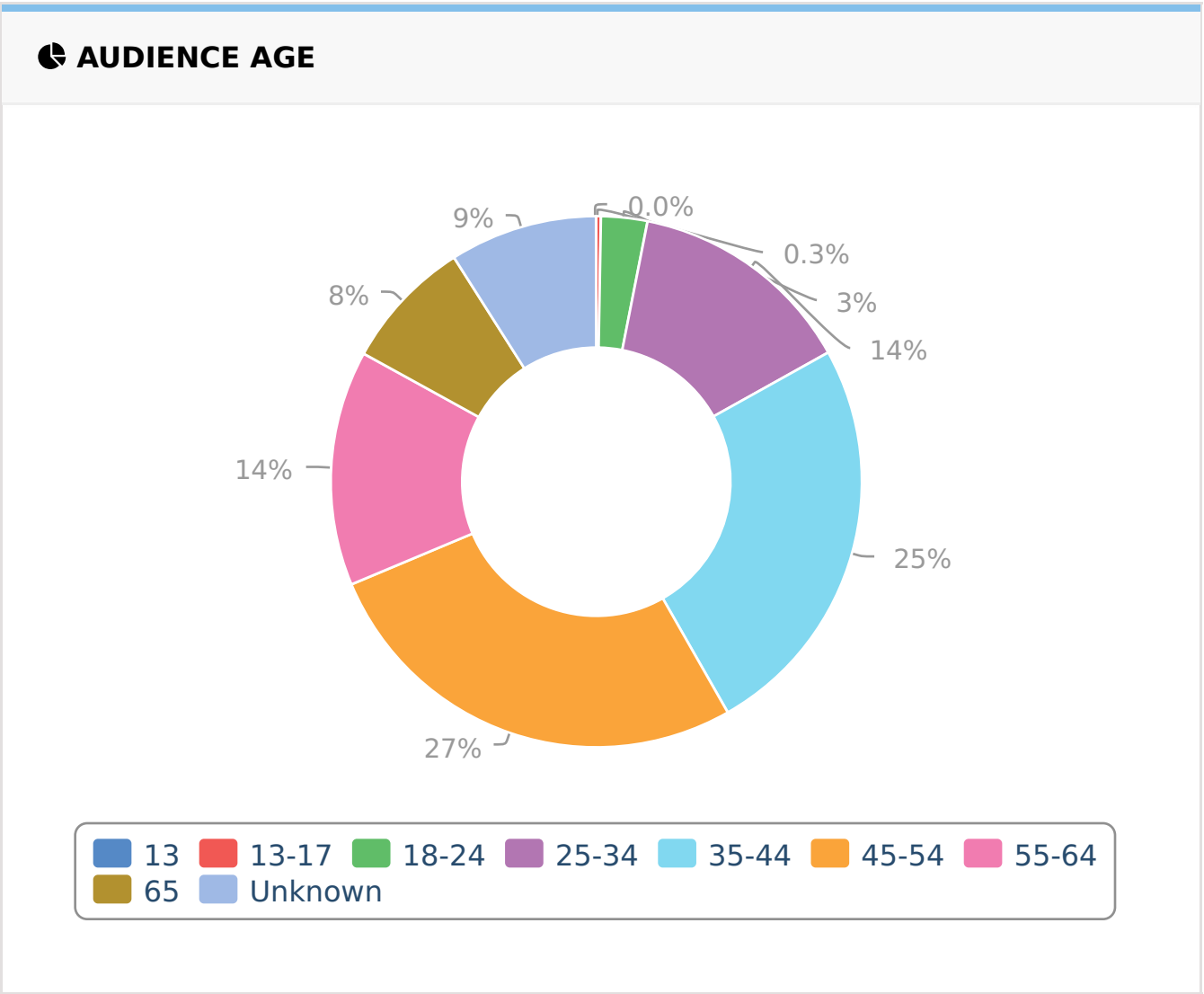
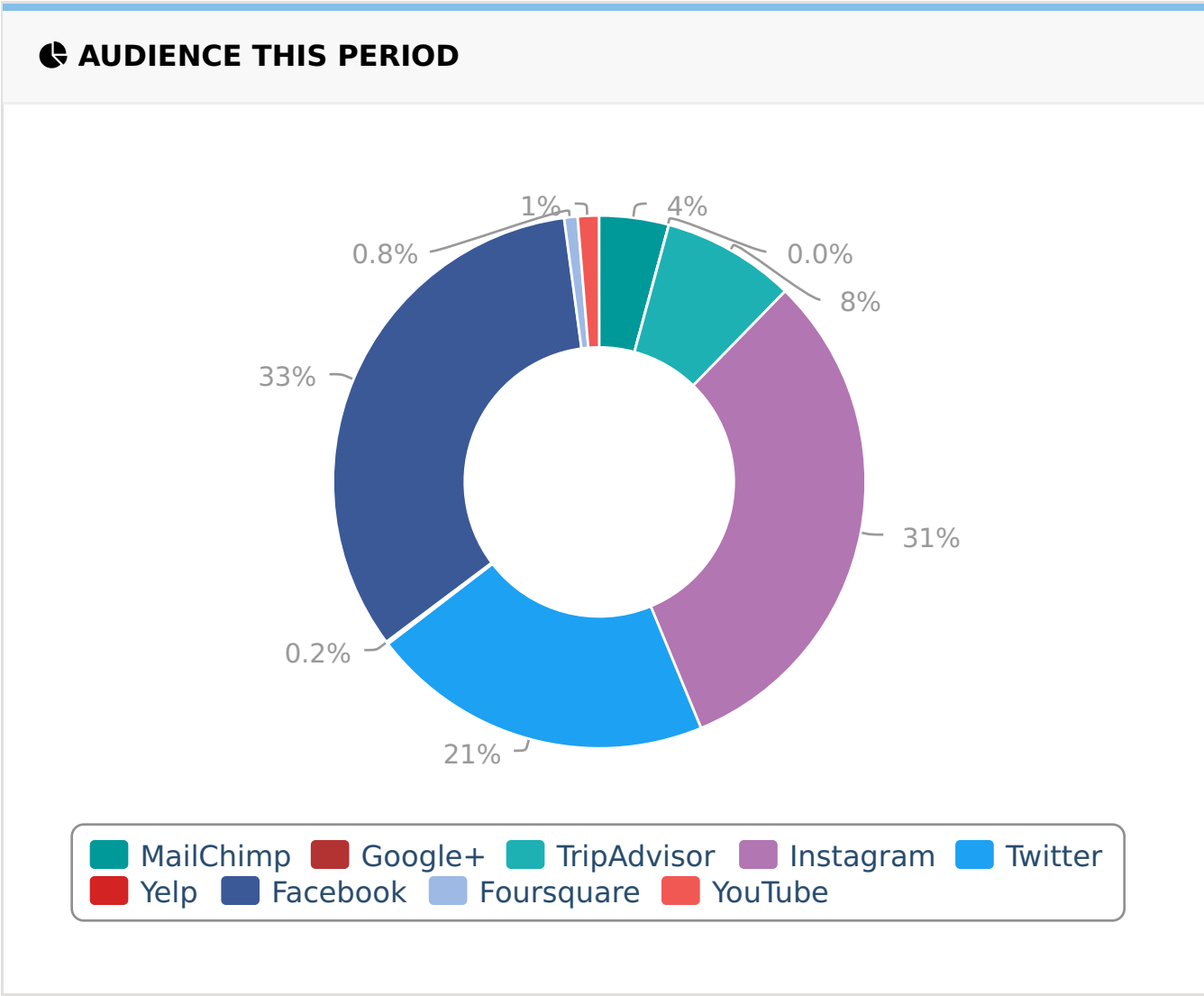
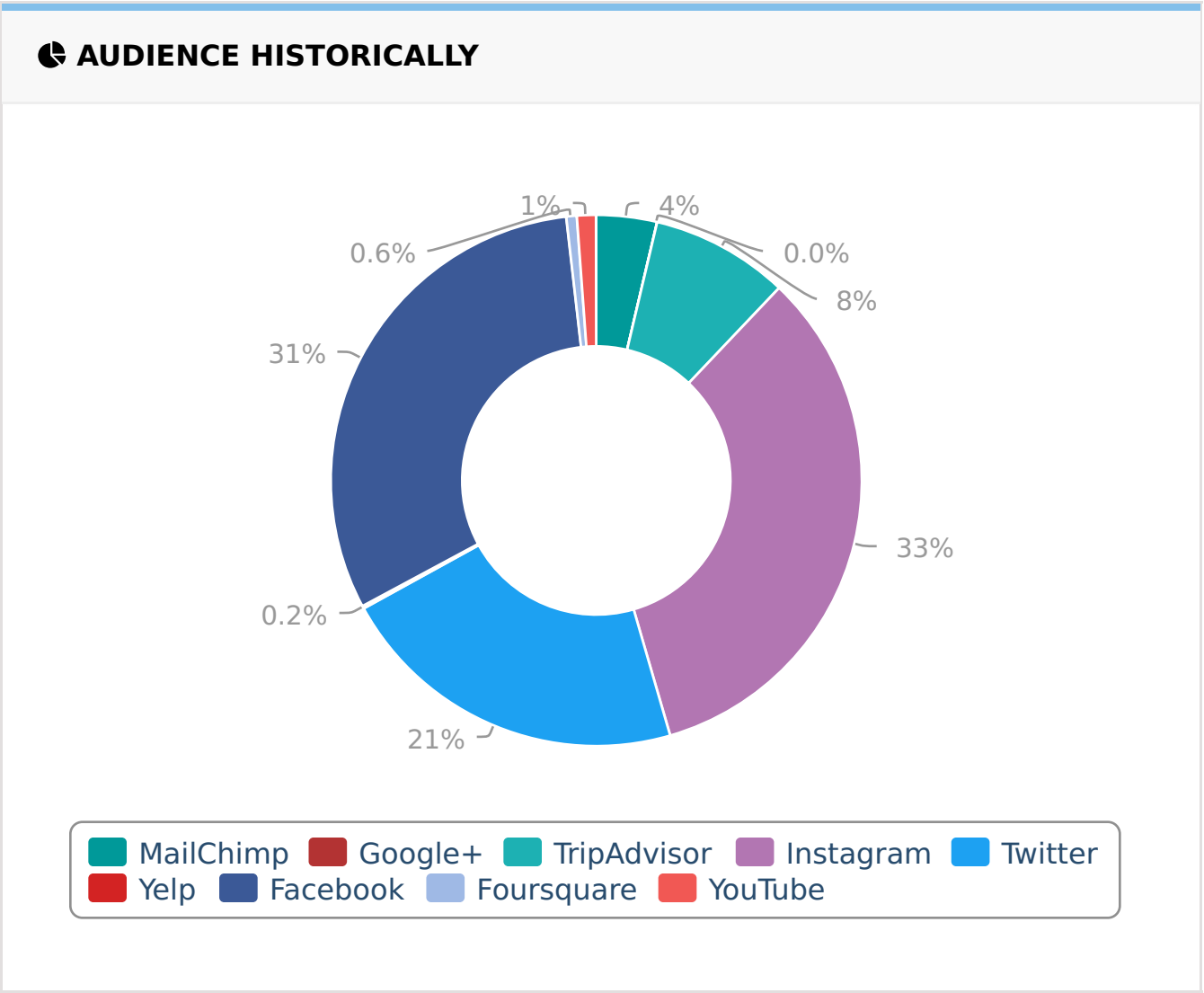
AUDIENCE GROWTH TOTALS

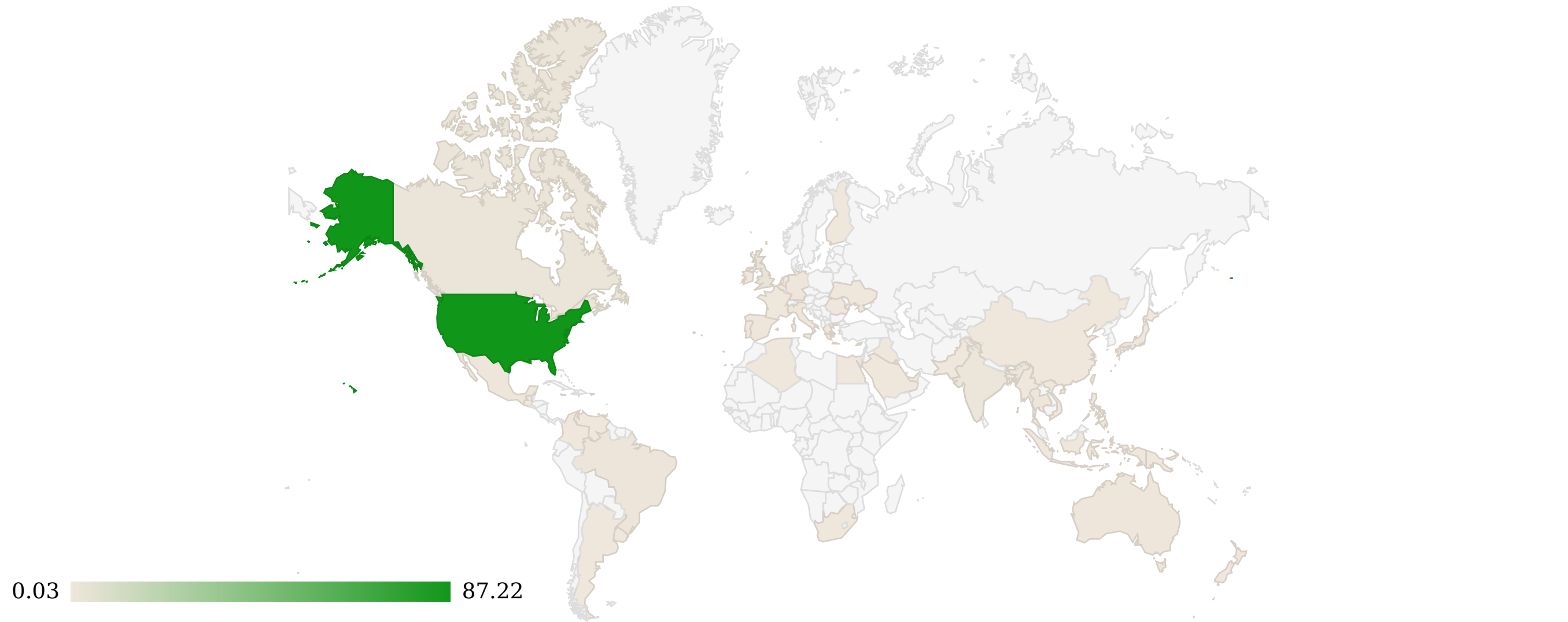


AUDIENCE GROWTH RATE



Twitter accounted for the most audience growth, with **22** new followers added. **Foursquare** was your fastest-growing channel, with **12.2%** follower growth.





Country	Code	%
United States	US	87.22
United Kingdom	GB	2
Canada	CA	1.53
India	IN	1.34
Brazil	BR	0.82
Germany	DE	0.6
Australia	AU	0.49
Mexico	MX	0.47
Italy	IT	0.3
Spain	ES	0.3
Thailand	TH	0.3
United Arab Emirates	AE	0.27
Philippines	PH	0.22
France	FR	0.19
Bangladesh	BD	0.19
Ireland	IE	0.16
Saudi Arabia	SA	0.16
Portugal	PT	0.14
South Africa	ZA	0.11
Venezuela	VE	0.11
Puerto Rico	PR	0.11
Myanmar	MM	0.11
Romania	RO	0.11
Pakistan	PK	0.11
Iraq	IQ	0.11