



ADEPT

Strategy & Public Relations

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MEMORANDUM

July 7, 2016

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

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

Below is a summary of ADEPT's activities relative to Task Orders 2, 3, 4 and 5 for the Key West Historic Seaport.

Task Order No. 2 - Website Design and Development:

1. Development of new www.keywesthistoricseaport.com website is currently underway. Until the new site is up we are still using the www.KeyWestSeaport.com site. Team estimates site should be ready for client review/approvals by end of July, 2016.

Task Order No. 3 - Digital / Social Media Implementation and Management:

1. Social media handles have been created and daily posts and future content is being generated.

Connect with us at:

Twitter: [@HistoricSeaport](https://twitter.com/HistoricSeaport)

Tweets: 43 Following: 1430 Followers: 221

Facebook: <https://www.facebook.com/HistoricSeaport>

Posts: 23 Page Likes: 75

Instagram: <https://www.instagram.com/historicseaport>

Posts: 18 Followers: 58 Following: 28

Initial Strategy:

Daily posts related to the Historic Seaport, Tenants, Area Events (targeting Historic Seaport, i.e. Key Lime Pie Eating Contest), Fun Facts. Engaging with tenants, residents and others who use social media to promote Key West. Strategic paid social media advertising will take place throughout Summer 2016. More targeted paid social media will begin October 1, 2016 with new FY 2017 Budget.



Connecting with and engage everyone who has the following key words associated with their name or profile:

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Florida Keys | <input type="checkbox"/> Naples |
| <input type="checkbox"/> Keys | <input type="checkbox"/> Fort Myers |
| <input type="checkbox"/> Conch | <input type="checkbox"/> Travel Bloggers, Writers and Journalists (Global) |
| <input type="checkbox"/> Key West | <input type="checkbox"/> Seaports |

2. Email to tenants informing each of marketing, website, social media and advertising efforts submitted for approval.
3. Upon completion of website, a series of targeted approved emails to be sent to over 10,000 local regional, national and international contacts regarding Key West Historic Seaport Website and Social Media.

Note: Please help promote the Key West Historic Seaports new Social Media Handles by liking, following and retweeting when possible. Please share with colleagues, friends and family members. Initial organic growth is key for building our foundation. If you have interesting content ideas, images, video for daily posts, upcoming events or business related specials please feel free to email us news, updates and creative ideas. Daily campaigns will begin over the summer.

Task Order No. 4 - Advertising:

1. Mockups for Key West Historic Seaport Rack Cards with directional Map from Duval Street and discount coupon for participating Historic Seaport tenants have been developed.
2. Key West Express Ferry 3x3 Backlit Diorama Sign purchased and set for delivery to City of Key West.
3. Executed 12 month advertising contract with Anderson Outdoor Advertising at Key West International Airport luggage carousel area.
4. FDOT, Monroe County and City of Key West Historic Seaport Wayfinding Signage has begun and strategic locations are being identified. Once locations positioned outside Key West Historic Seaport are approved, Road Signage Applications will be submitted for possible future installation.

Task Order No. 5 - Video Production and Website Hosting Services:

1. Task order was submitted on June 29th, purchase order from City Finance Department is pending. Upon receiving purchase order, team will obtain required permit from Florida Keys & Key West Film & Entertainment Commission to begin shooting and delivery of
 - ☐ Approximate 2 minute 4K Ultra HD video
 - ☐ Multiple 5 second to 30 second video shorts
 - ☐ Video still imagery, Audio and Graphics
 - ☐ Script and professional voice over
2. Purchased 12 months of hosting services