

March 4, 2020

MEMORANDUM

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


FROM: Dana Pollitt, Managing Partner, ADEPT

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

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications | February Email Newsletter/eBlasts --

WIN TWO TICKETS..

MIAMI HEAT vs. DALLAS MAVERICKS

Miami

02.28.20 | 8 PM | American Airlines Arena

The [Key West Historic Seaport](#) is excited to announce that today marks our first of many giveaways for the 2020 year! Thanks to our partnership with [USA Today Travel](#), we are giving away TWO TICKETS to see the [Miami Heat](#) vs. the [Dallas Mavericks](#) on February 28th, 2020, starting at 8 PM at the American Airlines Arena! ✨

THE RULES ARE SIMPLE:


Key West Premier Way to Tour the Island!

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

Electric cars are a great way to get from one destination to the next.

Tour the island of Key West the way you want by choosing from a two, four or six-passenger eco-friendly electric car.

From riding along the Key West Historic Seaport to visiting one of our many museums, there is no better way to go than with [Conch Electric Cars!](#)




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

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

Havana Shadows' at Gallery on Greene -- Key West Florida Weekly

- Running through February 15th, Michael Harrell's "Havana Shadows" will be held at The Gallery on Greene at the Key West Historic Seaport!
- The article mentioned Michael Harrell's "Havana Shadows" in the Historic District.
- The article was promoted on all social media outlets.
- [Link to Article.](#)




Paintings from Michael Harrell's "Havana Shadows" exhibit.

Five hundred years since Havana was founded, Cuba's capital city remains as resilient as its shabby chic buildings and elegant as the vintage cars still rolling in the streets. Harrell, a native Floridian, was born into the world of art in 1964 and has been painting since the first grade, with his first published work at the age of 7.

Harrell reflects, "I did a lot of illustrations for newspapers and magazines in the years right after college, but couldn't wait to start painting full-time." In 1992 he became a professional painter and hasn't looked back.

His objective is to master both the oil and watercolor mediums. He especially likes the challenge of capturing natural light in

'Havana Shadows' at Gallery on Greene




The 8 Best Restaurants in Key West -- TripSavvy

- TripSavvy recently featured Half Shell Raw Bar as one of the top 8 Restaurants in all of Key West.
- The article mentioned, "Go for the raw oysters; stay for the ambiance, cocktails, music, and good time.
- The article was promoted on all social media outlets.
- [Link to Article.](#)



07 of 08 Half Shell Raw Bar



Courtesy of Half Shell Raw Bar

VIEW MAP

ADDRESS: 231 Margaret Key West, FL USA

PHONE: +1 305 241 1111

WEB: Visit website

UNITED STATES > FLORIDA > FLORIDA KEYS

The 8 Best Restaurants in Key West

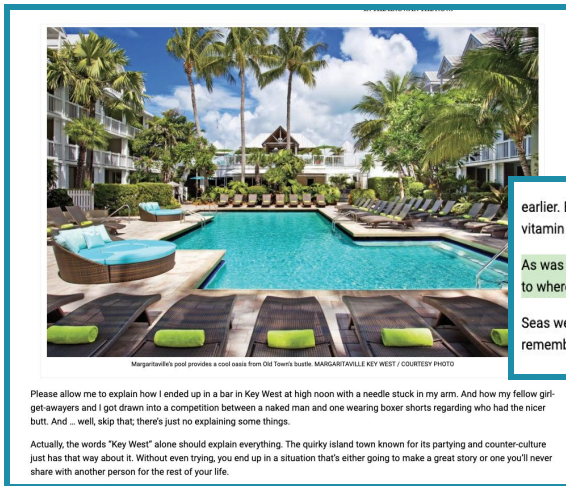
BY ALLISON RAMIREZ | Updated 10/24/19

SHARE PIN EMAIL

If you're headed to the Southernmost Point of the United States, you better get your list of restaurants ready. Key West might be a small town, but its food options are mighty. In Cayo Hueso, you'll find only the freshest seafood, caught on the daily, authentic Cuban cuisine, flaky French pastries, raw oysters, and more. The good thing is, no matter the meal, you'll never be underdressed; showing up for lunch in a bikini might sound questionable, but in the Keys, comfort takes precedent.

Girls' Binge: Key West in 30 Hours -- Key West Florida Weekly

- This quirky article mentions a few girl-get-awayers seemingly find themselves in Key West and at the Historic Seaport for thirty hours during high noon.
- After exploring Key West, these girls complement their overall trip by stopping at "Turtle Kraals Restaurant in the Historic Seaport, near to where we would catch Key West Express, for our last supper in Key West."
- The article was promoted on all social media outlets.
- [Link to Article.](#)



Girls' binge: Key West in 30 hours

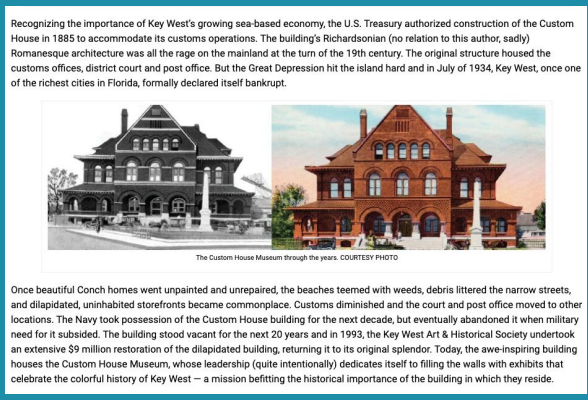
feeling up to par, Jason handed out flyers for the Hangover Hospital, which we had noticed earlier. But little did we realize it makes house (or rather bar) calls, and before we knew it, we were giving our medical history for a vitamin B12 injection.

As was promised, we all felt somewhat euphoric after that and proceeded to Turtle Kraals restaurant in the Historic Seaport, near to where we would catch Key West Express, for our last supper in Key West.

Seas were obligingly calm on the return trip to Fort Myers Beach, and we filled the four hours with card games and laughing fits remembering what all we had stuffed into a one-night getaway. Thirty hours in Key West, we once again agreed, is just right. !

Architectural Marvels of Town Key West -- Key West Florida Weekly

- This insightful article shines a light on Key West's rich history and mentions, "During Hemingway's unplanned stay, he fell in love with Key West. He could see the Seaport from the hotel and the deep-sea fishing boats at Mallory Square where a short stroll away."
- Article was promoted on all social media outlets.
- [Link to Article](#)



During this unplanned stay, Hemingway fell in love with Key West. He could see the seaport from the hotel and the deep-sea fishing boats moored at Mallory Square were a short stroll away (as were Sloppy Joe's and Captain Tony's bars). Hemingway was apparently so inspired by Key West that he stayed at the hotel for two years and finished "A Farewell to Arms" there before moving into the now-famous home at 907 Whitehead St.

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 3,979 up (↑) to 4,000
- Increase total check-ins to 5,812 from 5,726
- 4,137 followers from 4,072
- 4.9 ★★'s out of 5

Instagram Stats:

- New followers gained throughout the month with a new total of 2,790
- February followers up (↑) from 2,711 followers in January
- Posting weekly Instagram stories (event & promotion reminders, sunsets, weather, tenant information, etc.)

Twitter Stats:

- Increase in followers to 1,623 from 1,604
- Profile Mentions (↑) 8 | 3.33%

TripAdvisor Stats:

- The KWHS has 686 reviews!
- #24 of 146 things to do in Key West
- Excellent Rating of 4.5 out of 5
- Daily replies to reviews

YouTube Stats:

- 26 Unique Youtube videos on Key West Historic Seaport Youtube Channel
- 32,638 total all-time Historic Seaport YouTube Video Views



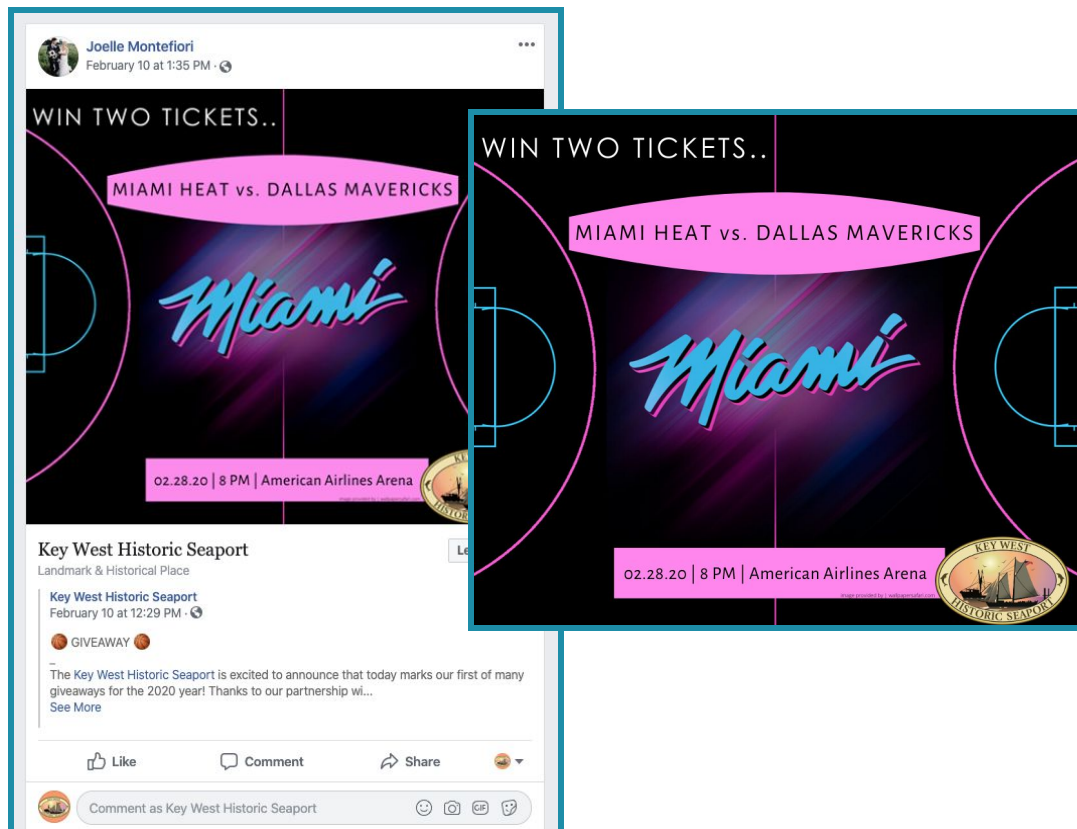
February Social Media Video Marketing -
Conch Electric Cars Youtube Analytics

February Views - 237

Social Media Giveaway During the Month of February --

February Giveaway | Miami Heat 5 Results --

- Based on each individual liking, following, tagging two friends & sharing social media posts.
- Ran on [Facebook](#), [Twitter](#) & [Instagram](#) from February 28th and ended on February 14th.
- Social Media followers entered for a chance to win two tickets to see Miami Heat.
- Provided by our USA Today Travel Advertising purchase.
- Terms & Conditions were agreed too.
- Contest generated over 130 likes, 50+ new followers, 40+ friend tags and 20+ shares.
- Joelle Kaczmarek the winner, was announced on February 17th.
- The winner was announced on Facebook, Twitter & Instagram.



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](#)

Saint Patricks Day at the Key West Historic Seaport!

From green beer pitchers to a huge craft beer selection at the [Key West Historic Seaport](#) is exactly where you pull out your best Saint Patrick's costume, adding [Historic Seaport](#) for some good 'ole fashioned luck of

If you are looking for the perfect way to kick off your [Patrick's Day Bar Stroll!](#) This Key West staple and class to celebrate Saint Patricks Day on the island of Key West by indulging in delicious Irish fare while sipping on blue music from [Michael McCloud](#), Malcolm and the Fiddle entertaining evening at this popular waterfront pub!

The [Waterfront Brewery](#), one of Key West's favorite breweries, not only has a massive game room for you to enjoy but will also be hosting one of the hottest rooftop bar parties on the island! Featuring live music, drink specials and Saint Patrick's Day giveaways, you do not want to miss out on all the fun happening at one of Key West's hottest brew spot.

Whether it's St. Patrick's Day or any other day, happy hour at the Historic Seaport never lets you down. Enjoy drink specials at one of the many dining establishments at the Seaport. Whether you chose [Half Shell Raw Bar](#), [Turtle Kraals](#), [Conch Republic Seafood Company](#), [B.O.'s Fishwagon](#) or the [Waterfront Brewery](#), all your holiday needs will definitely be covered!



WEBSITE ANALYTICS (HISTORIC SEAPORT)

Audience Overview:

Users

5,118



New Users

5,030



Number of Sessions per User

1.19

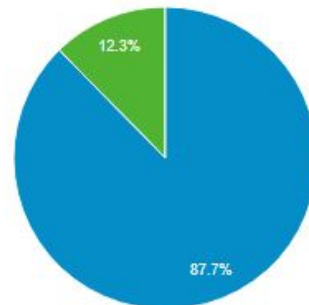


Pageviews

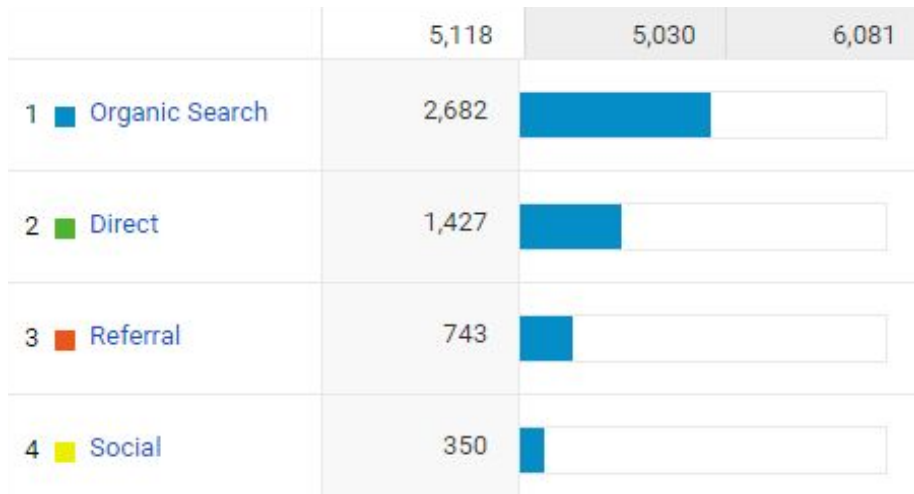
18,710



■ New Visitor ■ Returning Visitor



Acquisition Overview:



Top 10 Referral Sources:

Search Terms:

GOOGLE REVIEWS

Good job, you got a new 5-star review

Antonio Daniel
★★★★★
Watch cool sunsets here!

charan chalapaka
★★★★☆
This user only left a rating

Keys Kelli
★★★★★
This user only left a rating


Nick Walker
★★★★★
This user only left a rating

WEBSITE MAINTENANCE & BLOG (BIGHT MARINA)

- Monthly Bight Marina Blog
 - Developed KWHS and KW Bight Marina Website Protocols (shared with City Staff)

The Key West Bight Marina notoriously strives to provide visitors and locals with the perfect island escape while immersing themselves in the most inviting of atmospheres. It comes as no surprise that thousands of visitors frequent the Bight Marina and other scenic spots in Key West, Florida. With that being said, it's important to have the right gear for a safe time out on the water.

- **Waterproof Cameras**
Capturing memories of your trip is a must. If you have a waterproof camera or a GoPro, you don't need to worry about your gear getting wet. [Captain Quick Dry](#) is a great option for your waterproof gear.
- **Water Toys**
Inflatable paddleboards, waterskis, kneeboards, wakeboards, raft floats — OH MY! Don't get us wrong, lounging around the sand bar with a drink in hand on an inflatable raft is fun but we also highly recommend also packing all things that a meant to go fast. The open waters surrounding the Key West Bight Marina make for the perfect aquatic playground with plenty of room to do whatever you want when it comes to entertaining on the water. Whether you feel like relaxing on an inflatable raft, throwing around a frisbee or kneeboarding, make sure to do your research to ensure you pack the perfect water toy for you and the crew.



WEBSITE ANALYTICS (BIGHT MARINA)

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Key West Bight Marina ... West Historic Seaport	2.6K
Dockage – Key West Bight Marina	1.2K
Reservations – Key West Bight Marina	455
Amenities – Key West Bight Marina	406
Our Blog – Key West Bight Marina	74
Bight Marina Frequent...Key West Bight Marina	20
Meet Me at the Key We...ey West Bight Marina	14