



MEMORANDUM

August 9, 2018

TO: Doug Bradshaw & Karen Olson

FROM: Dana Pollitt

**SUBJECT: *Task Order Proposal for Advertising, Marketing and PR Services
Key West Historic Seaport Marketing Contract 10-015, FY 2019***

Per your request, ADEPT has generated this Task Order Proposal based on the agreed upon budget estimate from your team to incorporate into the Historic Seaports FY 2019 marketing, advertising and public relations budget. Please find the following Budget Estimate breakdown for the Bight Management Board Marketing and Advertising for FY 2019.

In consideration of the current campaigns and programs we recommend continuing into FY 2019 with the following current / existing Advertising & Marketing programs and associated budget estimates. We also recommend additional targeted campaigns based on factors such as, but not limited to, increased marketing/PR services identifying National/International awards and recognition and new Google 360 Walking Tour. Below is recommended marketing and advertising for FY 2019:

1. Daily Social Media Management \$26,240.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Grow Followers and authentic traffic with organic strategies
 - ii. Engage, Connect & Relate via daily posts
 - iii. Implement targeted Keywords & Hashtags
 - iv. Build Rich Engagement
 - v. Integrate Content with Website
 - vi. Targeted Advertising and Contest management
 - vii. Targeted Campaigns to Build Brand Awareness of KWHS
 - viii. Interact with Audience on Multiple Platforms
 - ix. Boost Strategized Posts
 - b. The Marketing Team will continue to service the following social platforms
 - i. Facebook, Instagram, Twitter, YouTube, TripAdvisor, Yelp, Foursquare



- 2. Website Maintenance and Content Creation \$25,620.00
 - a. Estimate includes monthly retainer to provide the following services:
 - i. Maintain and Update Content (Tenant Pages, Tenant Social media widgets, Events, Promotions, Specials, Historic Facts)
 - ii. Regularly and Support on SEO Content Writing Services
 - iii. Website Maintenance [Compliance Upgrades, Loading Speed Optimization, Broken Links, Plugins Update]
 - iv. Monthly Analytics Report
 - v. Tech Support Requests
 - vi. Monthly Blog
 - vii. Landing Pages (Social Media Contests)
 - viii. Events and Tenant Information Update
 - ix. Monthly Video uploads

- 3. Monroe County Outdoor, Furniture and Transit Advertising \$29,740.00
 - a. Anderson Outdoor Advertising
 - i. Key West International Airport Baggage Carousel and Rack Card Displays
 - ii. Key West Express Ferry Terminal Rack Card Displays
 - iii. Bonus bus stop depending on availability
 - b. Miami – Key West - Miami Tour Bus Routes
 - i. Bus Wrap & Rack Cards

- 4. Media Buys \$18,254.40
 - a. TDC Co-op
 - i. Key West Fall Digital 2018 *Runs Oct-Dec*
 - ii. Key West Summer Digital 2019 (:15 video/banners) *Runs May-July*
 - b. Various Media
 - i. TDC Website Enhanced Listings (Fla-Keys.com, FloridaKeys.com, Keywest.com and Floridakeys.com)
 - ii. USA TODAY Go Escape to Florida & Caribbean Travel Magazine (*Added Value: 6 Concert Tickets*)
 - iii. Yearly Social Media Boosts (YouTube, Twitter, Facebook and Instagram)

- 5. Reporting, Analytics, Presentations, Travel, Lodging, Expenses (Monthly and Quarterly) \$16,260.00



6. Historic Seaport Digital Marketing Budget Recommendation \$7,960.00

Strategy: Cruise ship visitors have very short periods of time to experience Key West. Their consumption patterns are much more intense than hotel or local consumers who have more extended periods to visit restaurants or shop. We plan to target those visitors as our first priority. Geo Targeting will be used for a 1 km radius from a point that will be set at the end of the pier, allowing maximum coverage of the ships while reducing exposure [and cost] to non-primary audiences.

Budget: The campaign will be built on serving as many impressions as possible in a short [2-hour] window.

Adding the intense frequency we need in that short time, we believe that a budget estimate by per docking will provide the ability to saturate the mobile impressions and create the critical awareness. There are an estimated 44 cruise ships in November 2017 and 55 in December 2017. If we assume similar numbers we estimate 200+ port calls by cruise ships from December to February.

7. Local Public Relations and Outreach \$4,525.60

- a. This task is aimed to highlight local, regional, national and international perspectives about the KWHS. The KWHS marketing team would generate story ideas, content and engage travel writers, bloggers, publications and media outlets as well as identify awards and other recognition.

8. Television Advertising & Editorial (6 month Media Contract) \$13,600.00

- a. Destination Television/KeyTV/TripSmarter.com (Florida Region)
 - i. Running three on-air videos daily for 6 months
 - ii. Streaming on TripSmarter.com
 - iii. Social Media links
 - iv. New Video Editorial Piece to be shot with another Tenant "Ambassador"
- b. Local South Florida Channels / Florida Keys

9. Video Production \$10,800.00

- a. Approximate 2 minute 8K & high definition video
- b. Video still imagery
- c. Multiple 5 second to 30 second video shorts
- d. Develop new audio and graphics



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- e. Script and professional voice over
- f. Florida Keys & Key West Film Office permit/forms/paperwork for your records
- g. Any/all releases gathered during production
- h. Monthly Short Videos creation to be uploaded on social media and website.

10. Google Virtual Tour

\$7,000.00

- a. Google Maps Street View walking tour in 360 using the latest Google Street View camera. The walking tour can be used on the KWHS website, sent out through emails, used for social media advertising, and most importantly on Google search and Google Maps.
- b. This technology is now optimized for mobile so that users can find the KWHS on any device.
- c. The Tour will improve search results and is designed to get more foot traffic to the KWHS. Google will host the KWHS virtual tour for free, in perpetuity. KWHS will also receive still photos and an embed code for the 360 tour for KWHS use.
- d. The program includes:
 - i. A Google Maps Street View 360 degree tour of the KWHS that can be viewed on any computer, smartphone, or tablet.
 - ii. Professional still photography of the KWHS
 - iii. Population of KWHS Google+ local listing with images and KWHS new Google Virtual Tour
 - iv. Connection to the Google Maps and Street View module
 - v. An EMBED code that allows KWHS to embed the virtual tour on website
 - vi. A customized link to share KWHS new tour in emails or on social networks
 - vii. Custom Branded for the Key West Historic Seaport
 - viii. Background music or narration (professional voice over quoted separately)
 - ix. No Google Watermark
 - x. Auto Rotation
 - xi. Custom interactive pull down overlay or custom interactive map to allow quick access to any area
 - xii. Allow for additional features or add-ons such as video or aerial drone footage.

ESTIMATED FY 2019 SUBTOTAL: \$160,000.00

11. Key West Bight Marina Website Design and Development

Following our meeting at your office with Deputy Port Director Karen Olson and Harbormaster Mark Tait on Wednesday November 8, 2017, and per the request for proposal on August 8, 2018, ADEPT has prepared this proposal for website services for the Key West Bight Marina for fiscal year 2019. Below we have provided a lump sum fee based upon estimated hours to complete website design, development and

yearly content development, blog, competitive research, maintenance as discussed. Note that for this Task Order, ADEPT Public Relations will charge fees based on the hourly rates as per our subject Marketing Services Contract with the City of Key West Executed on January 8, 2016.

Website Design and Development

1. Design one new responsive website for www.keywestbightmarina.com and link to www.keywesthistoricseaport.com
2. Develop SEO optimized site to improve competitiveness for organic search
3. Website Maintenance
4. Competitive research of nearby Key West area Marinas

Deliverables

Upon completion of this Task Order, ADEPT will provide the following:

1. www.keywestbightmarina.com fully "Responsive" Website (Phone, Tablet, PC)
2. Link to City of Key West and Key West Historic Seaport Websites
3. Maintain and update content regularly
4. Monthly Marina blog
5. Site equipped google analytics
6. Conversion tracking code
7. Remarketing code
8. Search engine-friendly website
9. Monthly short videos [to be used on the website and shared social media]

The Total cost for this Task Order is a price Not to Exceed Thirty Three Thousand Dollars [\$33,000.00].

Raw WHOIS Record:

Domain Name: KEYWESTBIGHTMARINA.COM
Registry Domain ID: 1980647017_DOMAIN_COM-VRSN
Registrar WHOIS Server: whois.networksolutions.com
Registrar URL: http://networksolutions.com
Registry Expiry Date: 2018-11-16T15:09:07Z
Registrar: Network Solutions, LLC.
Name Server: NS1.EGOVAPPS.COM

The City of Key West will provide access to host services and website domain.

KEY WEST BIGHT MARINA WEBSITE DESIGN, DEV, CONTENT CREATION: \$33,000.00

ESTIMATE FY 2019 TOTAL: \$193,000.00