

December 8, 2017

MEMORANDUM

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

FROM: Dana Pollitt

SUBJECT: *Key West Bight Management District Board November, 2017 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

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

ADVERTISING:

- Monroe County Tourist Development Council -- Keys Co-Op:
 - Key West Southeast and Texas Spring Digital 2018: Advertisement Purchased,
 - Circulation: 1,331,164
 - Key West Winter Mobile 2018: Advertisement Purchased,
 - Circulation: 2,203,390, Targeting Boston, Chicago, Philly and Washington
- Negotiated and contracted advertising for Website campaign on FloridaKeys.com, Fla-Keys.com, Key-West.com and KeyWest.com
- **Destination Television, KeyTV:** Commercial and Editorial Video airing daily. November Broadcast/Program Affidavit attached below:

BROADCAST AD MANAGEMENT SYSTEM

Key TV
5450 MacDonald Avenue, Suite #10
Key West, FL 33040
Affidavit of Service Rendered
11/01/17 - 11/30/17

Key West Historic Seaport

| Spot Name | Key West Historic Seaport, Past, Present, Fut rev1 | | | | | | | | | | Total |
|-------------|--|-------|--------|--------|-------|-------|-------|-------|--------|---|-------|
| Time Period | 12a-1a | 1a-6a | 6a-10a | 10a-12 | 12p2p | 2p-4p | 4p-7p | 7p-8p | 8p-12a | | |
| Nov-03-Fri | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Nov-04-Sat | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 4 |
| Nov-05-Sun | 0 | 3 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 7 |
| Nov-06-Mon | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 5 |
| Nov-07-Tue | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| Nov-08-Wed | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| Nov-09-Thu | 0 | 2 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 5 |
| Nov-10-Fri | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 5 |
| Nov-11-Sat | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 4 |
| Nov-12-Sun | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 5 |
| Nov-13-Mon | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 6 |
| Nov-14-Tue | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 5 |
| Nov-15-Wed | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 4 |
| Nov-16-Thu | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| Nov-17-Fri | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 4 |
| Nov-18-Sat | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 6 |
| Nov-19-Sun | 0 | 2 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 6 |
| Nov-20-Mon | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 5 |
| Nov-21-Tue | 0 | 1 | 2 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 6 |
| Nov-22-Wed | 0 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 5 |
| Nov-23-Thu | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 5 |
| Nov-24-Fri | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Nov-25-Sat | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 4 |
| Nov-26-Sun | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 |
| Nov-27-Mon | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 4 |
| Nov-28-Tue | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 5 |
| Nov-29-Wed | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 5 |
| Nov-30-Thu | 0 | 1 | 3 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 6 |
| | 1 | 33 | 54 | 8 | 0 | 18 | 1 | 0 | 17 | 0 | 132 |

| Spot Name | Key West Historic Seaport, Past, Present, Future | | | | | | | | | | Total |
|-------------|--|-------|--------|--------|-------|-------|-------|-------|--------|---|-------|
| Time Period | 12a-1a | 1a-6a | 6a-10a | 10a-12 | 12p2p | 2p-4p | 4p-7p | 7p-8p | 8p-12a | | |
| | 1 | 33 | 54 | 8 | 0 | 18 | 1 | 0 | 17 | 0 | 132 |

Spot Name OOH Key West Historic Seaport 2017

| Time Period | 12a-1a | 1a-6a | 6a-10a | 10a-12 | 12p2p | 2p-4p | 4p-7p | 7p-8p | 8p-12a | Total |
|-------------|--------|-------|--------|--------|-------|-------|-------|-------|--------|-------|
| Nov-01-Wed | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-02-Thu | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 0 | 8 |
| Nov-03-Fri | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-04-Sat | 0 | 2 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 10 |
| Nov-05-Sun | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-06-Mon | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-07-Tue | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 0 | 8 |
| Nov-08-Wed | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-09-Thu | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-10-Fri | 0 | 2 | 5 | 0 | 0 | 1 | 0 | 0 | 0 | 8 |
| Nov-11-Sat | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-12-Sun | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-13-Mon | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 0 | 8 |
| Nov-14-Tue | 0 | 2 | 4 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-15-Wed | 0 | 1 | 5 | 0 | 0 | 1 | 0 | 0 | 1 | 8 |
| Nov-16-Thu | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 0 | 8 |
| Nov-17-Fri | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-18-Sat | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-19-Sun | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 0 | 8 |
| Nov-20-Mon | 0 | 0 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 8 |
| Nov-21-Tue | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 0 | 8 |
| Nov-22-Wed | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-23-Thu | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 0 | 8 |
| Nov-24-Fri | 0 | 1 | 5 | 0 | 0 | 1 | 0 | 0 | 1 | 8 |
| Nov-25-Sat | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-26-Sun | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-27-Mon | 0 | 1 | 5 | 0 | 0 | 1 | 0 | 0 | 1 | 8 |
| Nov-28-Tue | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| Nov-29-Wed | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |

Spot Name OOH Key West Historic Seaport 2017

| Time Period | 12a-1a | 1a-6a | 6a-10a | 10a-12 | 12p2p | 2p-4p | 4p-7p | 7p-8p | 8p-12a | Total |
|-------------|--------|-------|--------|--------|-------|-------|-------|-------|--------|-------|
| Nov-30-Thu | 0 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 1 | 9 |
| | 0 | 32 | 148 | 0 | 0 | 56 | 0 | 0 | 20 | 256 |

MEDIA PLACEMENT

Daily update · November 28, 2017

NEWS

How to Celebrate the Holidays in Key West

[Miami.com](http://www.miami.com)

The Harbor Walk lights are lit at the **Historic Seaport**, the lobster trap tree is trimmed and nautical holiday displays with island-style decorations glimmer along the streets from Greene to Grinnell. **Key West** is ready for the holidays. Pay a visit to the southernmost island this holiday season and enjoy Key ...

Flag as irrelevant

<http://www.miami.com/miami-hotels-motels/how-to-celebrate-the-holidays-in-key-west-176304/>

Daily update · November 17, 2017

NEWS

Historic Seaport celebrates the holidays

FL Keys News

The annual Lighting of the **Key West** "Harborwalk of Lights" will take place the day before Thanksgiving on Nov. 22, at 6 p.m. The **Historic Seaport** will transform into a bright, nautical wonderland with more lights this year than ever before. Get to this free event on the harborwalk at Greene and Elizabeth ...

Flag as irrelevant

<http://www.flkeysnews.com/living/article185095088.html>

KWHS SOCIAL MEDIA

(Facebook, Twitter, Instagram, Foursquare, YouTube, TripAdvisor, Yelp)

Daily social media content creation and posting (Reviews, Live Music, Tenant Info., Updates, Specials, Events).

Below find the monthly updates for each of the KWHS Social Media outlets. In addition, please see the attached Social Media and Website report for November, 2017, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 1,144 to 1,194
- 118 new check-ins
- Reached a total of 17,117 users (571 per day). There was a total of 3,762 interactions
- Accounted for the most engagement growth, with 3,530 new actions

Twitter:

- Increase in followers from 895 to 924
- Reach has exceeded total followers 26 times during this period
- 17.4K impressions this month
- Reach was 66,690 this month (KWHS tweets showed up on our follower's Twitter feeds from them "retweeting" or "liking" KWHS posts, so each of their followers had the ability to read KWHS Tweets)

Instagram:

- Instagram accounted for the most audience growth
- New followers gained each day with total of 1,489 followers up from 1,418 last month

YouTube:

- Uploaded new videos
 - [Key West Bight Before Christmas](#)
 - [Half Shell Raw Bar](#)

TripAdvisor:

- 525 Reviews
- #14 of 180 things to do in Key West
- Excellent Rating 4.5 out of 5
- KWHS has received the TripAdvisor Certificate of Excellence given to those accommodations, attractions and restaurants that consistently earn great reviews from travelers.



Foursquare:

- Foursquare was the fastest-growing channel, with 37% follower growth
- Visitors “check in” to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our page feed

What are people saying?

“Authentic restaurants”

“Cute shops”

“Amazing sights”

FOURSQUARE



Yelp:

- New 5-star review

“Must try the Key West ceviche made with diver-caught hogfish at Turtle Kraals and enjoy the harborwalk at the #historicseaport. This place is amazing!”

Google My Business

Key West Historic Seaport

22,659 PEOPLE FOUND YOU ON GOOGLE

| | |
|---|---|
| 304 asked for directions + 50% FROM OCTOBER 2017 | 56 visited your website + 5.7% FROM OCTOBER 2017 |
| 3 called you + 50% FROM OCTOBER 2017 | SEE FULL REPORT → |

WHAT CUSTOMERS ARE SAYING ABOUT YOU

“Visiting from out of town and stumbled across this place searching for places other than t...”

Google My Business
Key West Historic Seaport

Congrats! You got a 5-star review

★★★★★

“Visiting from out of town and stumbled across this place searching for places other than the tourist...”

Reviewed by
NICOLE W

Google

Key West Historic Seaport 10/25/17

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People like your photo

Congratulations, your photo helped people over 50 times! Millions of people rely on photos like yours to see what places are like.

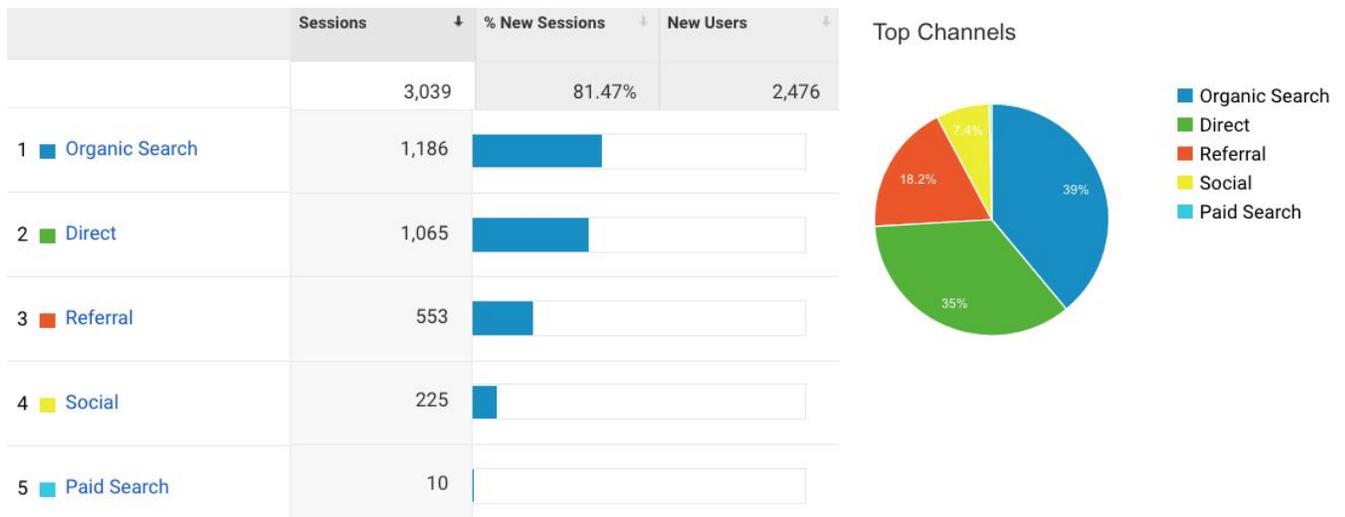
KWHS WEBSITE:

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog, Holiday Images, Seasonal Content, Header Image, Lighted Boat Parade, Email Blast for Captains Meeting, Press Release)
- Regular content writing services
 - November blog posted: [Website Link>>](#)
 - December blog posted: [Website Link>>](#)
- New tenants received/added/removed in November/December:
 - Capi-Cua - Removed
 - Sunset Sail Key West - Scheduled ad for December
- Live Webcam electrical work has been completed and outlet installed at Conch Republic Seafood Company. Final Installation scheduled for Wednesday, December 13th.
- Google Analytics for period _____, 2017 to _____, 2017 are listed below:

Audience Overview:



Acquisition Overview:



Top 10 Referral Sources:

| Source [?] | Acquisition | | |
|---|---|---|---|
| | Sessions [?] ↓ | % New Sessions [?] | New Users [?] |
| | 553 % of Total: 18.20% (3,039) | 90.60% Avg for View: 81.47% (11.20%) | 501 % of Total: 20.23% (2,476) |
| 1. tpc.googlesyndication.com | 248 (44.85%) | 92.74% | 230 (45.91%) |
| 2. googleads.g.doubleclick.net | 222 (40.14%) | 92.79% | 206 (41.12%) |
| 3. keywest.com | 21 (3.80%) | 80.95% | 17 (3.39%) |
| 4. fla-keys.com | 16 (2.89%) | 62.50% | 10 (2.00%) |
| 5. kmadportal.net | 8 (1.45%) | 100.00% | 8 (1.60%) |
| 6. flkeysnews.com | 5 (0.90%) | 100.00% | 5 (1.00%) |
| 7. de.search.yahoo.com | 2 (0.36%) | 100.00% | 2 (0.40%) |
| 8. foxweber.com | 2 (0.36%) | 100.00% | 2 (0.40%) |
| 9. myaccount.google.com | 2 (0.36%) | 0.00% | 0 (0.00%) |
| 10. search.xfinity.com | 2 (0.36%) | 50.00% | 1 (0.20%) |

Search Terms:

| Page | Pageviews | % Pageviews |
|--|-----------|-------------|
| 1. / | 3,722 | 49.46% |
| 2. /event/37th-annual-7-mile-bridge-run/ | 441 | 5.86% |
| 3. /things-to-do/ | 342 | 4.54% |
| 4. /event/the-bight-before-christmas-and-the-harborwalk-of-lights-celebration/ | 325 | 4.32% |
| 5. /event/37th-annual-key-west-super-boat-world-championship/ | 275 | 3.65% |
| 6. /things-to-do/food/ | 265 | 3.52% |
| 7. /things-to-do/shopping/ | 148 | 1.97% |
| 8. /blog/8-things-you-may-not-know-about-the-historic-seaport/ | 132 | 1.75% |
| 9. /events/ | 118 | 1.57% |
| 10. /event/27th-annual-schooner-wharf-bar-galley-lighted-boat-parade/ | 114 | 1.51% |

Audience Summary

Key West Historic Seaport

November 1, 2017 - November 30, 2017

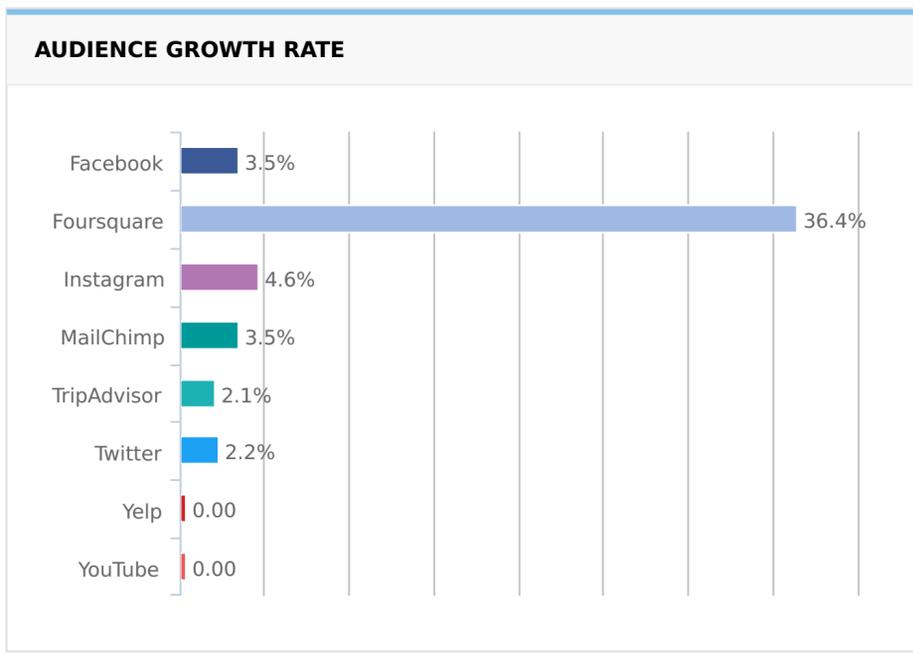
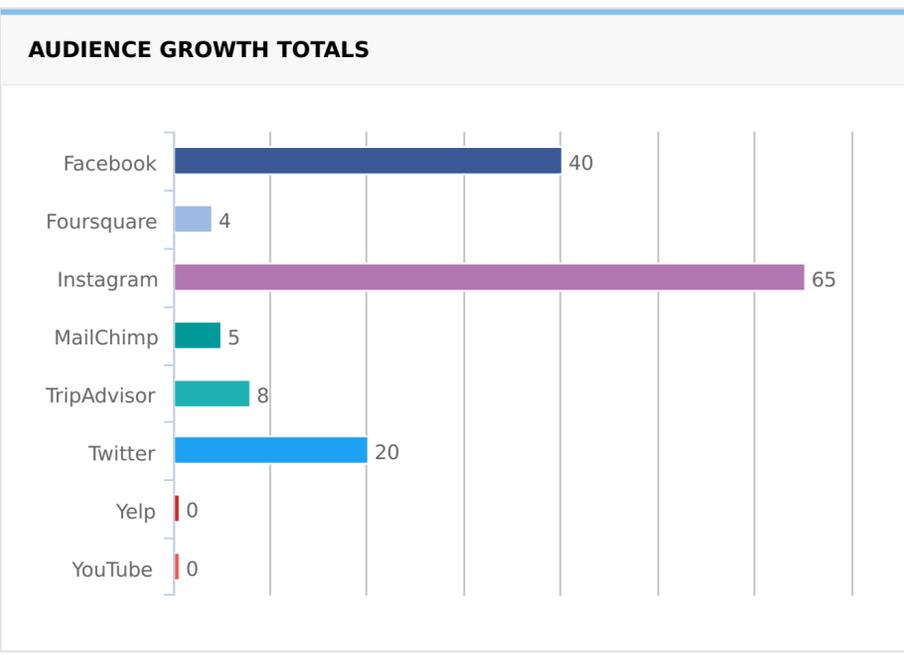
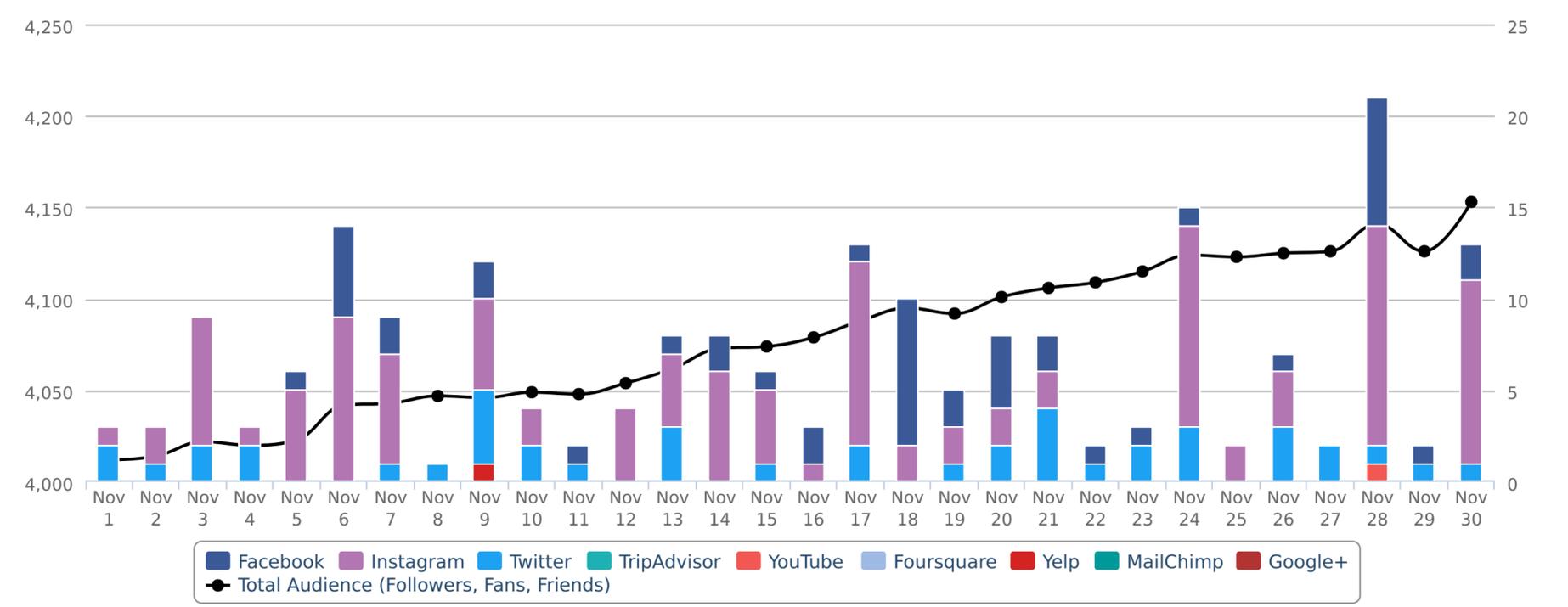
Cross Channel Report

Prepared by: ADEPT Strategy & Public Relations

AUDIENCE GROWTH BY CHANNEL

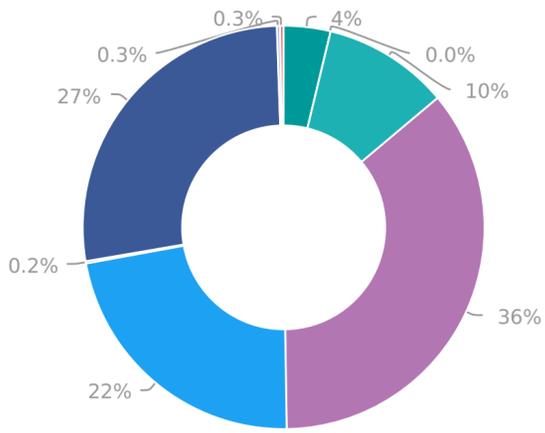
| Channel | Audience Growth (Net) | Growth Rate | Total Audience |
|-------------|-----------------------|--------------|----------------|
| Facebook | 40 | 3.5% | 1,183 |
| Foursquare | 4 | 36.36% | 15 |
| Instagram | 65 | 4.59% | 1,480 |
| MailChimp | 5 | 3.47% | 149 |
| TripAdvisor | 8 | 2.07% | 395 |
| Twitter | 20 | 2.24% | 912 |
| Yelp | 0 | 0% | 7 |
| YouTube | 0 | 0% | 12 |
| | 142 | 3.42% | 4,153 |

AUDIENCE GROWTH OVER TIME

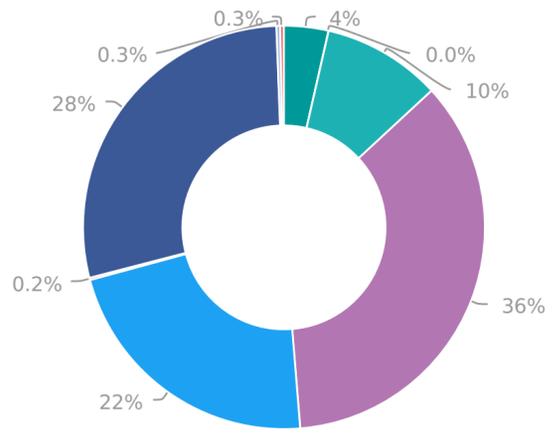


Instagram accounted for the most audience growth, with **65** new followers added. **Foursquare** was your fastest-growing channel, with **36.36%** follower growth.

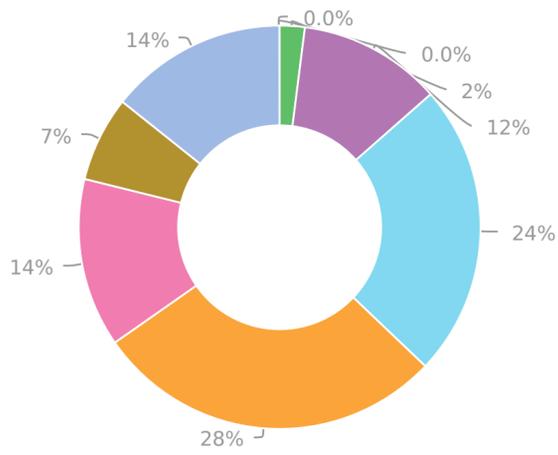
AUDIENCE HISTORICALLY



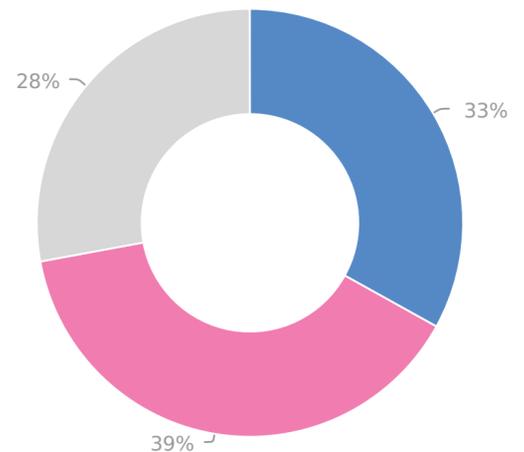
AUDIENCE THIS PERIOD



AUDIENCE AGE



AUDIENCE GENDER



AUDIENCE 3 MONTH NETWORK COMPARISON

