

December 7, 2018

MEMORANDUM

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

FROM: Dana Pollitt, Managing Partner, ADEPT

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

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications

- **November Email Newsletter/Blasts**



KWHS pre-promoting of the following holiday events via social media:

- Bight Before Christmas
- Lighting of the Harborwalk
- Harborwalk of Lights
- Lighted Boat Parade
- Schooner Wharf Bar Tree Trimming Party
- Pet Pictures with Santa at Harborwalk of Lights
- Holiday Classic Car Show at Conch Republic Seafood Company
- Schooner Wharf Bars - Lowering of the Pirate Wench New Years Party

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

Kristen Maxwell is the author of the [Kids Are A Trip](#) travel blog and she wrote an article, "[Top 5 Family Friendly Things to Do in Key West, Florida.](#)"

- Ms. Maxwell mentioned Fury Water Adventures.
- "If you can only do one thing when you are there, this is it!"
 - Referring to a water adventure provided by Fury
- Fury was tagged in post

There have been many pictures of visitors and their dogs at the Historic Seaport, so we created a collage to show them off.

- Tagged owners of dogs in post



NEW VIDEOS / DRONE PILOT FOOTAGE

The KWHS Marketing Team has created multiple high resolution drone videos highlighting the Holiday lights at the Historic Seaport. Our team has shot, produced and edited drone footage of the entire holiday lights display. We will be promoting video and drone footage throughout the holiday season on the KWHS website and social media.

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, 2018, for in-depth, detailed reporting of each.

Facebook:

- Increase page likes from 2,110 to 2,144
- Increase total check-ins to 3,109
- Page Impressions: 30.9k
- Facebook accounted for the most audience growth with 34 new friends added

Twitter:

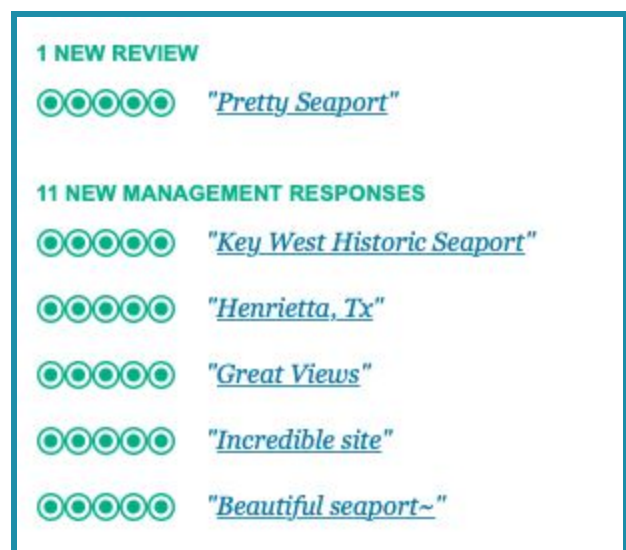
- Increase in followers to 1,318
- 16.7k Tweet impressions this month (number of times KWHS tweets were displayed)
- Monthly reach was 80, 509 (total number of people who saw KWHS tweets)
- November's Top Mention Tweet was by Key West Historic Seaport

Instagram:

- New followers gained throughout the month with a new total of 1,850 followers
- Posting weekly Instagram stories (event & promotion reminders, Key West weather, etc.)
- Instagram grew by 28 followers this month.

TripAdvisor:

- The KWHS has 611 reviews!
- Excellent Rating 4.5 out of 5
- Daily replies to reviews



WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Adding new images to tenant pages and homepage
- Seasonal Content
 - Added holiday events/information
- Regular content writing services
- November Blog: [Harvesting Memories with a Key West Twist this Thanksgiving](#)

ADVERTISING

Currently airing daily Key TV - Destination Television Key West Historic Seaport television commercial and editorial piece. See below November, 2018 Broadcast Ad Affidavit:

BROADCAST AD MANAGEMENT SYSTEM

Key TV
5450 MacDonald Avenue, Suite #10
Key West, FL 33040

Affidavit of Service Rendered
11/01/18 - 11/30/18

Key West Historic Seaport

SPOT NAME	PLAYDATE	PLAYTIME
Key West Historic Seaport, Past, Present, Future	11/02/18	00:49:11
OOH Key West Historic Seaport 2017	11/02/18	04:30:12
OOH Key West Historic Seaport 2017	11/02/18	06:31:55
OOH Key West Historic Seaport 2017	11/02/18	06:42:17
Key West Historic Seaport, Past, Present, Future	11/02/18	06:49:00
OOH Key West Historic Seaport 2017	11/02/18	06:58:59
OOH Key West Historic Seaport 2017	11/02/18	07:33:09
Key West Historic Seaport, Past, Present, Future	11/02/18	08:44:33
OOH Key West Historic Seaport 2017	11/02/18	08:47:52
OOH Key West Historic Seaport 2017	11/02/18	14:22:21
Key West Historic Seaport, Past, Present, Future	11/02/18	15:29:17
OOH Key West Historic Seaport 2017	11/02/18	21:49:44
Key West Historic Seaport, Past, Present, Future	11/02/18	22:50:08
OOH Key West Historic Seaport 2017	11/02/18	04:32:46
Key West Historic Seaport, Past, Present, Future	11/02/18	04:50:17
Key West Historic Seaport, Past, Present, Future	11/02/18	06:31:07
OOH Key West Historic Seaport 2017	11/02/18	06:49:12
OOH Key West Historic Seaport 2017	11/02/18	07:27:18
OOH Key West Historic Seaport 2017	11/02/18	07:41:33
OOH Key West Historic Seaport 2017	11/02/18	07:55:45
OOH Key West Historic Seaport 2017	11/02/18	09:42:51
Key West Historic Seaport, Past, Present, Future	11/02/18	10:12:20
OOH Key West Historic Seaport 2017	11/02/18	15:11:56
Key West Historic Seaport, Past, Present, Future	11/02/18	22:58:00
OOH Key West Historic Seaport 2017	11/30/18	01:37:32
Key West Historic Seaport, Past, Present, Future	11/30/18	02:18:51
OOH Key West Historic Seaport 2017	11/30/18	06:32:28
Key West Historic Seaport, Past, Present, Future	11/30/18	06:44:51
OOH Key West Historic Seaport 2017	11/30/18	06:56:00
OOH Key West Historic Seaport 2017	11/30/18	07:40:58
OOH Key West Historic Seaport 2017	11/30/18	08:35:35
OOH Key West Historic Seaport 2017	11/30/18	08:55:28
Key West Historic Seaport, Past, Present, Future	11/30/18	10:21:07
OOH Key West Historic Seaport 2017	11/30/18	14:16:14
Key West Historic Seaport, Past, Present, Future	11/30/18	15:10:09
Key West Historic Seaport, Past, Present, Future	11/30/18	22:53:03
Key West Historic Seaport, Past, Present, Future	11/4/2018	01:36:10
Key West Historic Seaport, Past, Present, Future	11/4/2018	01:36:10
OOH Key West Historic Seaport 2017	11/4/2018	05:23:18
OOH Key West Historic Seaport 2017	11/4/2018	07:15:23
Key West Historic Seaport, Past, Present, Future	11/4/2018	07:27:08
OOH Key West Historic Seaport 2017	11/4/2018	07:37:17
OOH Key West Historic Seaport 2017	11/4/2018	09:20:02
OOH Key West Historic Seaport 2017	11/4/2018	09:30:38
Key West Historic Seaport, Past, Present, Future	11/4/2018	14:58:27
Key West Historic Seaport, Past, Present, Future	11/4/2018	21:10:01
OOH Key West Historic Seaport 2017	11/4/2018	22:54:15
OOH Key West Historic Seaport 2017	11/5/2018	02:37:40
OOH Key West Historic Seaport 2017	11/5/2018	07:31:31
OOH Key West Historic Seaport 2017	11/5/2018	07:46:48
Key West Historic Seaport, Past, Present, Future	11/5/2018	08:05:11

BROADCAST AD MANAGEMENT SYSTEM

Key TV
5450 MacDonald Avenue, Suite #10
Key West, FL 33040

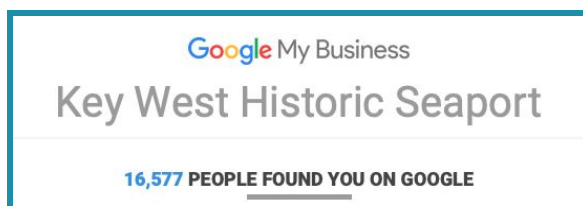
Affidavit of Service Rendered
11/01/18 - 11/30/18

Digital Keys co-ops - KWHS will continue its successful participation on the Digital Keys Program: Key West Spring Digital 2019. Insertions will take place between March and April. Publications and impressions are below.

CNN.com - Pre-Roll - Impression 1,607,142 Conversant Banners w/:15 video - Impression. 6,000,000 TravelandLeisure.com E-Newsletter - Impression 100,00	ShermansTravel.com Travel E-Bulletin - Impression 819,959 Travel Spike Email - Impression 300,000
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WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Tenants Update
 - Restless Native Charters: working to update company information on website and social media platforms.
- Seasonal Content: Holidays
- Regular content writing services
 - December Blog: [Top 5 Things to do at the Historic Seaport this Holiday Season](#)



Audience Overview:



Acquisition Overview:

Acquisition			
	Users	New Users	Sessions
	2,288	2,223	2,552
1 ■ Organic Search	1,563		
2 ■ Direct	372		
3 ■ Social	243		
4 ■ Referral	119		

Top 10 Referral Sources:

1. conchrepublicseafood.com
2. krumbleair-ads.info
3. foroo-marketers.info
4. growthty-hacking.info
5. krumble-adsive.info
6. traveltips.usatoday.com
7. afterhourskeywest.com
8. r.search.aol.com
9. blog.feedspot.com
10. dangtravelers.com

Search Terms:

Page
1. /
2. /event/38th-annual-key-west-world-championships/
3. /event/28th-annual-schooner-wharf-bar-galley-lighted-boat-parade/
4. /things-to-do/
5. /things-to-do/food/
6. /event/2018harborwalk-of-lights/
7. /general-information/
8. /events/
9. /things-to-do/shopping/
10. /event/37th-annual-7-mile-bridge-run/