

March 2, 2018

MEMORANDUM

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

FROM: Dana Pollitt

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

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

LIVE WEBCAM

Live Webcam live streaming on YouTube and embedded into www.KeyWestHistoricSeaport.com. Currently working with Broadwave who will be rotating the direction of the webcam to give viewers a different view of the Historic Seaport at different times. Changing angles of the camera will provide interesting views and encourage people to stream longer.

The following is a test video that recorded multiple camera directions. The view can change every 7 minutes. We are testing this out over the last week in February and the first week in March. [Video Here>>](#)



LIVE view overlooking the Key West Historic Seaport from the Harborwalk Waterfront atop the Conch Republic Seafood Company - Key West FL.

TELEVISION

Destination Television, KeyTV: Commercial and Editorial Video airing daily. February Broadcast/Program Affidavit attached below:

BROADCAST AD MANAGEMENT SYSTEM

Key TV

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

Affidavit of Service Rendered
01/01/18 - 02/28/18

Key West Historic Seaport

Spot Name	Key West Historic Seaport, Past, Present, Fut rev1									
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Jan-01-Mon	0	1	2	1	0	1	0	0	1	6
Jan-02-Tue	0	1	2	0	0	1	0	0	0	4
Jan-03-Wed	1	0	2	0	0	1	0	0	0	4
Jan-04-Thu	0	1	2	0	0	1	0	0	0	4
Jan-05-Fri	0	1	2	1	0	1	0	0	0	5
Jan-06-Sat	0	1	2	0	0	1	0	0	0	4
Jan-07-Sun	0	1	1	0	0	1	0	0	0	3
Jan-08-Mon	0	1	2	0	0	1	0	0	0	4
Jan-09-Tue	0	1	2	0	0	0	0	0	0	3
Jan-10-Wed	0	2	2	1	0	1	0	0	0	6
Jan-11-Thu	0	1	2	0	0	0	0	0	1	4
Jan-12-Fri	0	1	2	0	0	1	0	0	1	5
Jan-13-Sat	0	1	2	0	0	0	1	0	1	5
Jan-14-Sun	0	2	1	0	0	1	0	0	1	5
Jan-15-Mon	0	1	1	0	0	1	0	0	1	4
Jan-16-Tue	0	1	2	0	0	1	0	0	0	4
Jan-17-Wed	0	1	2	0	0	0	0	0	0	3
Jan-18-Thu	0	1	2	0	0	1	0	0	1	5
						0	1	0	0	5
						0	1	0	0	3
Spot Name	Key West Historic Seaport, Past, Present, Fut rev1									
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Feb-11-Sun	0	1	1	0	0	0	0	0	0	2
Feb-12-Mon	0	1	1	0	0	1	0	0	0	3
Feb-13-Tue	0	1	1	1	0	1	0	0	1	5
Feb-14-Wed	0	1	1	0	0	0	0	0	0	2
Feb-15-Thu	0	1	2	0	0	1	1	0	1	6
Feb-16-Fri	0	1	2	0	0	0	0	0	0	3
Feb-17-Sat	0	1	1	0	0	1	0	0	0	3
Feb-18-Sun	0	1	2	0	0	1	0	0	0	4
Feb-19-Mon	0	1	1	0	0	1	0	0	1	4
Feb-20-Tue	0	1	2	0	0	1	0	0	1	5
Feb-21-Wed	0	1	1	0	0	0	0	0	1	3
Feb-22-Thu	0	1	2	1	0	1	0	0	1	6
Feb-23-Fri	0	1	1	0	0	1	0	1	0	4
Feb-24-Sat	0	1	2	1	0	1	0	0	0	5
Feb-25-Sun	0	1	1	0	0	1	0	0	1	4
Feb-26-Mon	0	0	1	1	0	1	0	0	0	3
Feb-27-Tue	0	1	1	0	0	1	0	0	0	3
Feb-28-Wed	0	1	1	0	0	1	0	0	0	3
	2	47	78	10	0	39	3	1	20	200
Spot Name	Key West Historic Seaport, Past, Present, Future									
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Jan-02-Tue	0	0	0	0	0	0	0	1	0	1
Jan-03-Wed	0	1	0	0	0	0	0	0	0	1
Jan-04-Thu	0	1	0	0	0	0	0	0	0	1
Jan-11-Thu	0	0	0	0	0	0	0	0	1	1
Jan-16-Tue	0	0	0	1	0	0	0	0	0	1
Jan-25-Thu	0	0	0	0	0	1	0	0	0	1
Jan-27-Sat	0	0	0	1	0	0	0	0	0	1
Feb-10-Sat	0	0	0	0	0	0	0	1	0	1
Feb-15-Thu	0	0	0	0	0	0	1	0	0	1
Feb-23-Fri	0	0	0	0	0	0	1	0	0	1
	0	2	0	2	0	1	2	2	1	10
Spot Name	OOH Key West Historic Seaport 2017									
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Jan-01-Mon	0	1	5	0	0	1	0	0	1	8
Jan-02-Tue	0	2	5	0	0	1	0	0	0	8
Jan-03-Wed	0	1	7	0	0	2	0	0	0	10
Jan-04-Thu	0	1	5	0	0	2	0	0	1	9
Jan-05-Fri	0	1	5	0	0	3	0	0	1	10
Spot Name	OOH Key West Historic Seaport 2017									
Time Period	12a-1a	1a-6a	6a-10a	10a-12	12p-2p	2p-4p	4p-7p	7p-8p	8p-12a	Total
Jan-01-Mon	0	1	5	0	0	1	0	0	1	9
Jan-02-Tue	0	1	5	0	0	1	0	0	0	7
Jan-03-Wed	0	1	5	0	0	2	0	0	1	9
Jan-04-Thu	0	1	5	0	0	2	0	0	0	9
Jan-05-Fri	2	49	246	0	0	98	0	0	30	425

Email Notifications (Blasts)/Press Releases

- Schooner Wharf 18th Annual Art and Music Affair

#HistoricSeaport

KEY WEST HISTORIC SEAPORT

YOUR GATEWAY
FOR EVERYTHING
KEY WEST, FLORIDA!

The Schooner Wharf 18th Annual Art and Music Affair takes place on Saturday, March 3rd, 2018. The annual festival, now in its seventeenth year, has become established as one of Key West's most enjoyable all-day events.

Colorful arts and crafts, exuberant musical entertainment and a day strolling Key West's Historic Seaport are the main attractions.

The annual event is centered around the Schooner Wharf Bar, 202 William St., and the adjacent lane that stretches along the waterfront. The lively open-air affair provides a showcase for fine artists and artisans while giving musicians and bands a chance to try their stuff.

Approximately 50 artists and artisans are scheduled to take part in the eclectic affair and many plan to stage demonstrations of their techniques and talents during the day.

Check out KeyWestHistoricSeaport.com and follow us on social media to stay updated on everything happening at the #HistoricSeaport!

A LAST LITTLE PIECE OF OLD KEY WEST

SCHOONER WHARF BAR and GALLEY

proudly presents the

18th ANNUAL

Open Air Art & Music Affair

Saturday, March 3rd

Art Show: 10am to Sunset

Music: 9:30am to Midnight

Music by...

Michael McCloud & Friends
9:30 am to 2:30 pm

Malcolm & The Fiddle Trio
3:00 pm to 6:30 pm

The Paul Cotton Band
7:00 pm to Midnight

DEEPA EDDY
FOOT HIP & CORDA

On the Harborwalk • William Street • 292-3302 • SchoonerWharf.com

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

Dry Tortugas and Yankee Freedom III was mentioned by Kenwood Travel

- Kenwood Travel is a well-known travel agency
- They post blogs, articles, pictures and more to provide helpful tips and recommendations about popular travel destinations
- Article is promoted on KWHS social media accounts
- [Link to article>>](#)



KENNEDY TRAVEL

HOME

PEOPLE

PLACES

HOTELS

FOOD

Dry Tortugas

A group of five people are standing on the deck of a boat, looking out at a large, historic stone fort (Fort Jefferson) situated on a small island. The fort is surrounded by turquoise water and a white sandy beach. The sky is blue with some clouds. The people are dressed in casual summer attire, and one person is pointing towards the fort.

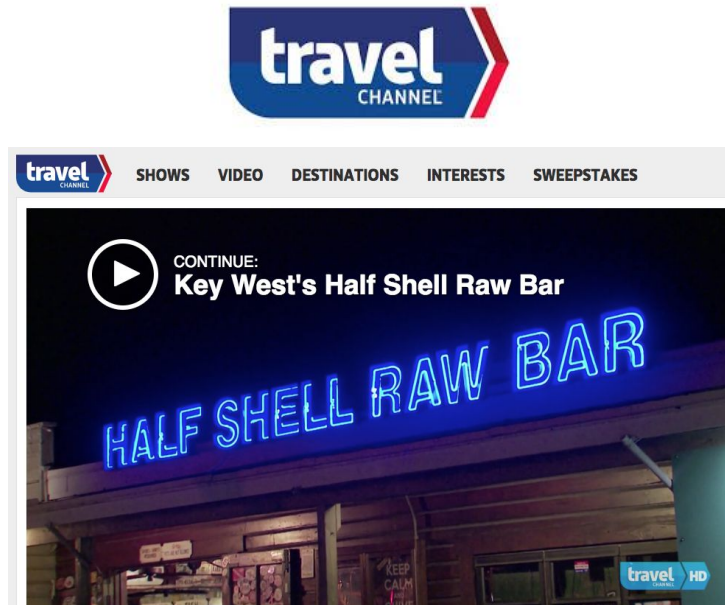
The collection of small islands known as [Dry Tortugas](#), perhaps best known for the historic Fort Jefferson, is a well-known feature in the States. But for those visiting Florida from afar, it might be a location that has gone unnoticed and certainly underappreciated. There is so much to see at Dry Tortugas and it's not just history that's on offer – this remote location is truly a hidden gem!

We asked the team behind [Dry Tortugas](#) to further describe this wonderful Florida attraction: "Experiencing a day trip to Dry Tortugas National Park is like a microcosm of everything that makes the Florida Keys a world-class vacation destination. You'll learn history, unplug from the daily grind, bask in the tropical sunshine, and explore untouched eco-treasures that only a fraction of the world has encountered.

"Just 70 miles west of Key West, Florida, seven small islands constitute one of the most remote National Parks in the United States, hosting fewer than 80,000 visitors per year. Guests can only access the park by seaplane, private charter, and once-in-a-lifetime day trips aboard The Yankee Freedom III."

Travel Channel- Half Shell Raw Bar

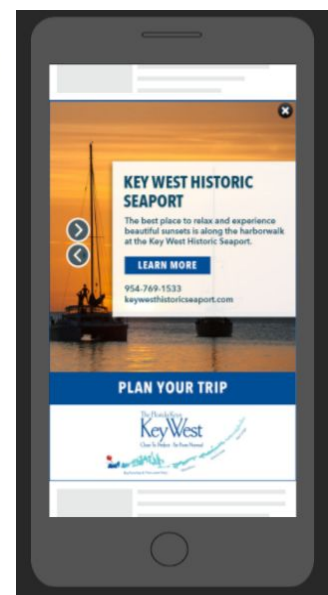
- Half Shell Raw Bar Article is promoted on KWHS social media accounts
- [Link to video>>](#)



ADVERTISING

Monroe County Tourist Development Council - Florida Keys & Key West CO-OP

- Key West Winter Mobile
 - Insertion Dates: 1/22-3/4
 - Circulation: 2,203,390
-
- Key West Southeast & Texas Spring Digital
 - Insertion Dates: March-April
 - Circulation: 1,331,164



Duval Loop Bus

- ADEPT is coordinating with the City of Key West Director of Parking, John Wilkins
- Working on how we can incorporate the Historic Seaport in future ridership

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. See Social Media and Website report for February, 2018, for in-depth, detailed reporting of each.

March Contests:

- KWHS social media followers can Enter to Win a pair of Historic Seaport sunglasses 2 times in March
- They need to correctly guess or guess the closest to the number of buoys hanging outside Mac's Sea Garden in the left picture below and number of shells within the package in the right picture below
- Contest will run on Facebook, Twitter & Instagram
- 1st contest image will be posted at the beginning of the week and will last 3 days
- Once this contest is over, we will do another 3-day contest the following week
- Terms & Conditions will be posted
- We will boost this post to increase its reach to gain more participation



Facebook:

- Increase page likes from 1,285 to 1,378
- Increase total check-ins from 2,224 to 2,2,89
- Page Impressions: 41k
- Posts reached a total of 8,841 users (305 per day)
- Total of 14,249 post impressions (491 per day)
- 36 Reviews

Twitter:

- Increase in followers from 987 to 1,012
- 22.8k impressions this month
- Reach was 177,472 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 this month
- More than 16,500 impressions this month
- New followers gained throughout the month with total of 1,580 followers up from 1,566 last month

YouTube:

- Uploaded February video:
 - [Dragonfly Imports](#)



TripAdvisor:

- 551 Reviews
- Excellent Rating 4.5 out of 5
- Daily replies to reviews

Foursquare:

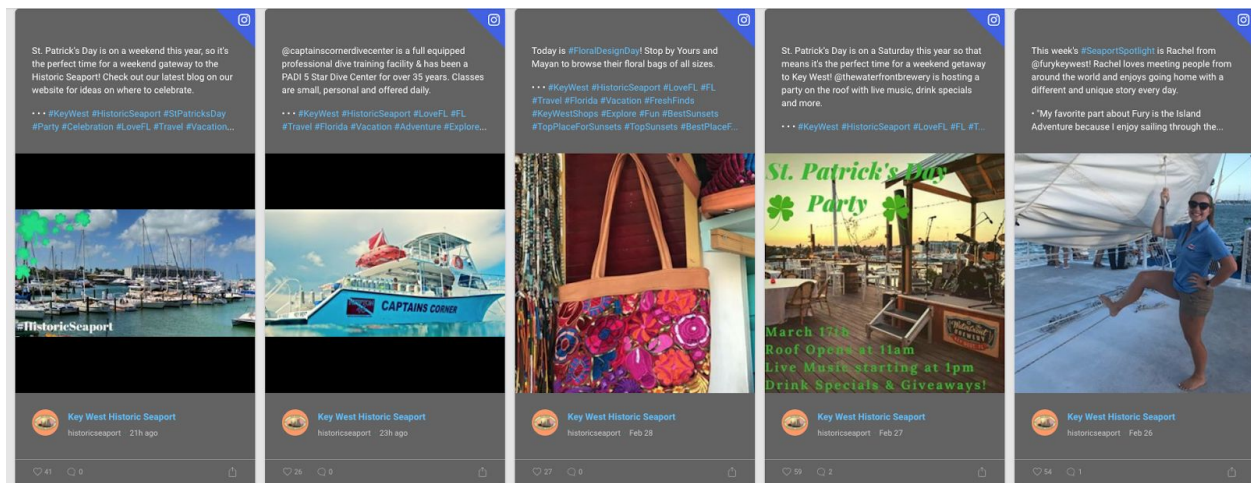
- Visitors “check in” to their location and upload pictures, provide tips for future visitors, and leave reviews, which make up our page feed

What are people saying?

FOURSQUARE

“You got yours bars, fresh seafood, live music, shops, outdoor activities and the best place to watch the sunset.”

“Very relaxing environment w/ great views all around.”



WEBSITE

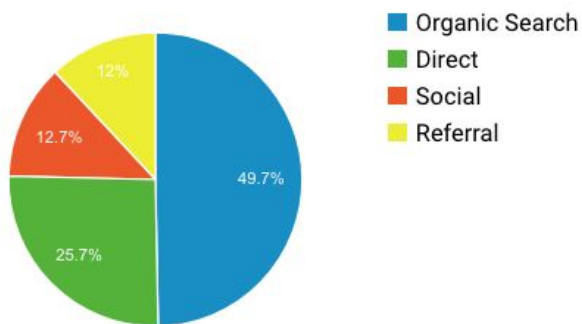
- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Tenants added:
 - Schooner Spirit of Independence
 - The Helm
- Adding YouTube videos of tenants to their page on the website for more video views
- Seasonal Content
- Regular content writing services
 - February blog posted: [Valentine's Day the Key West Way>>](#)

Audience Overview:



Acquisition Overview:

Top Channels



	Users	New Users	Sessions
	1,315	1,233	1,695
1 Organic Search	660		
2 Direct	341		
3 Social	168		
4 Referral	159		

Top 10 Referral Sources:

Source ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	159 % of Total: 12.09% (1,315)	145 % of Total: 11.76% (1,233)	197 % of Total: 11.62% (1,695)
1. conchrepublicseafood.com	37 (22.98%)	34 (23.45%)	49 (24.87%)
2. keywest.com	29 (18.01%)	29 (20.00%)	31 (15.74%)
3. fla-keys.com	18 (11.18%)	16 (11.03%)	21 (10.66%)
4. travelandleisure.com	15 (9.32%)	15 (10.34%)	16 (8.12%)
5. dangtravelers.com	7 (4.35%)	7 (4.83%)	7 (3.55%)
6. adept.co	5 (3.11%)	1 (0.69%)	11 (5.58%)
7. konknet.com	5 (3.11%)	4 (2.76%)	6 (3.05%)
8. tpc.google syndication.com	4 (2.48%)	0 (0.00%)	5 (2.54%)
9. marriott.com	3 (1.86%)	3 (2.07%)	3 (1.52%)
10. southernmostbeachresort.com	3 (1.86%)	3 (2.07%)	3 (1.52%)

Search Terms:

Page
1. /
2. /things-to-do/
3. /things-to-do/food/
4. /event/37th-annual-7-mile-bridge-run/
5. /things-to-do/shopping/
6. /shopping/macs-sea-garden/
7. /general-information/
8. /events/
9. /shopping/good-day-on-a-happy-planet/
10. /hotels-nearby/

Audience Summary

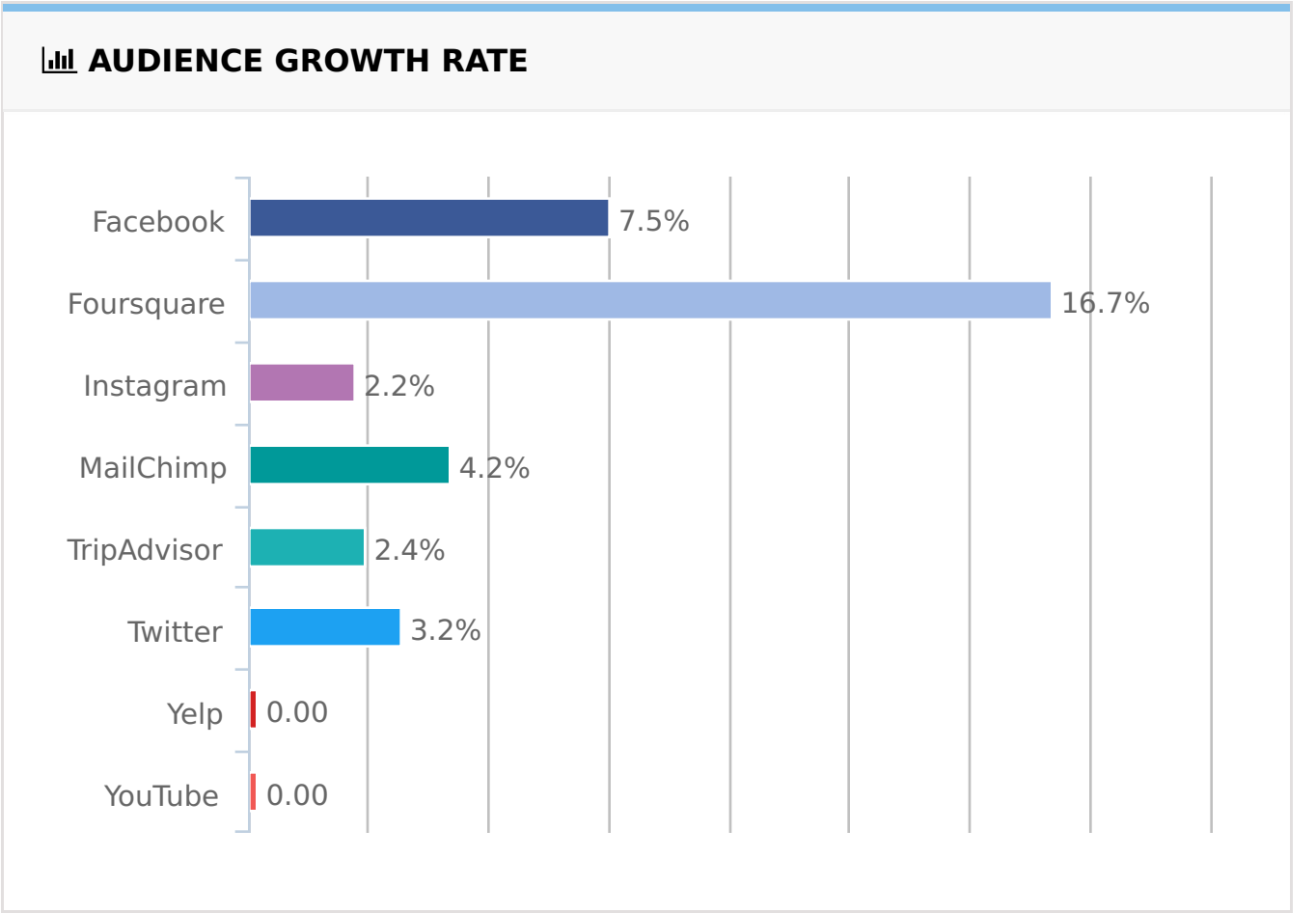
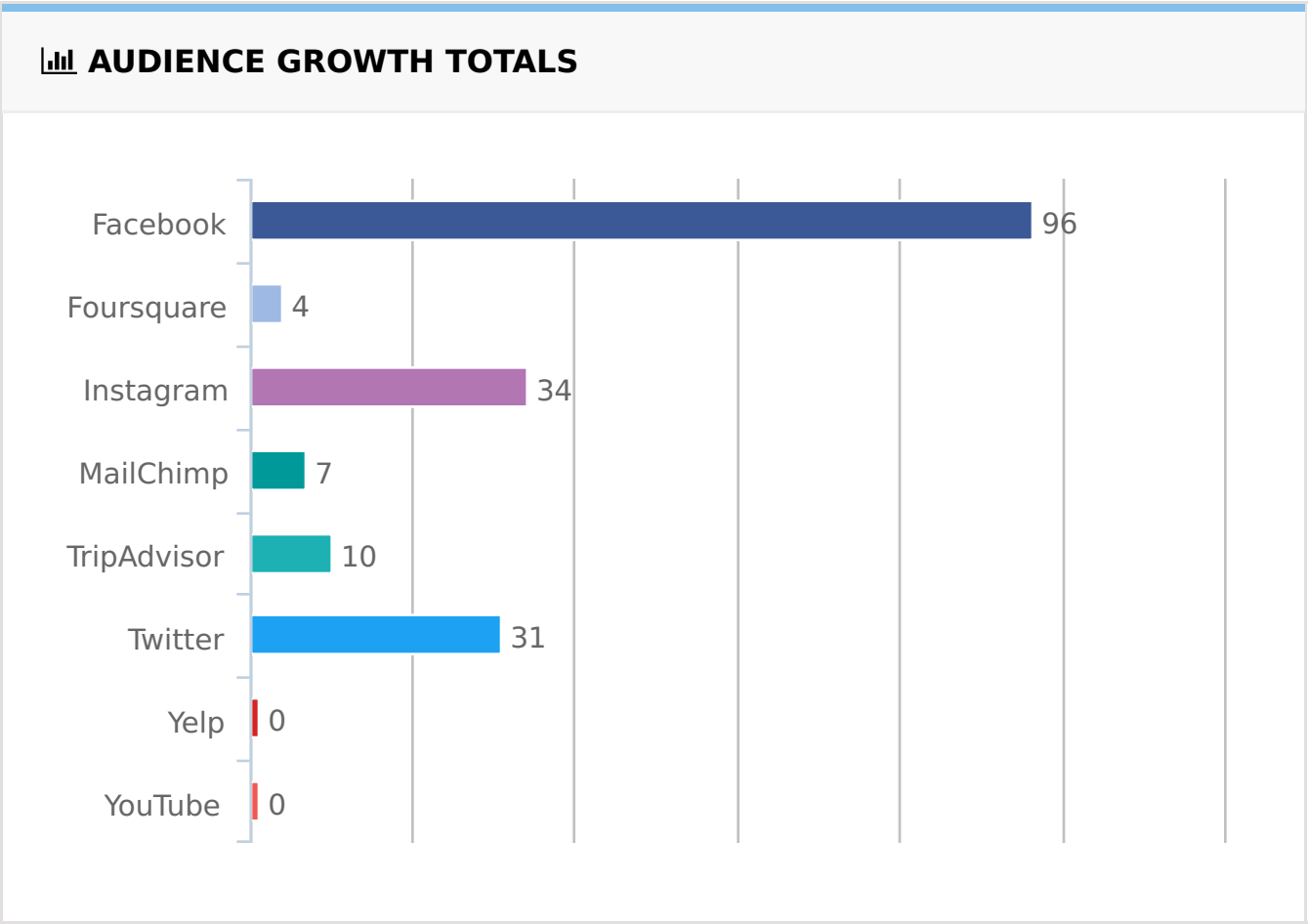
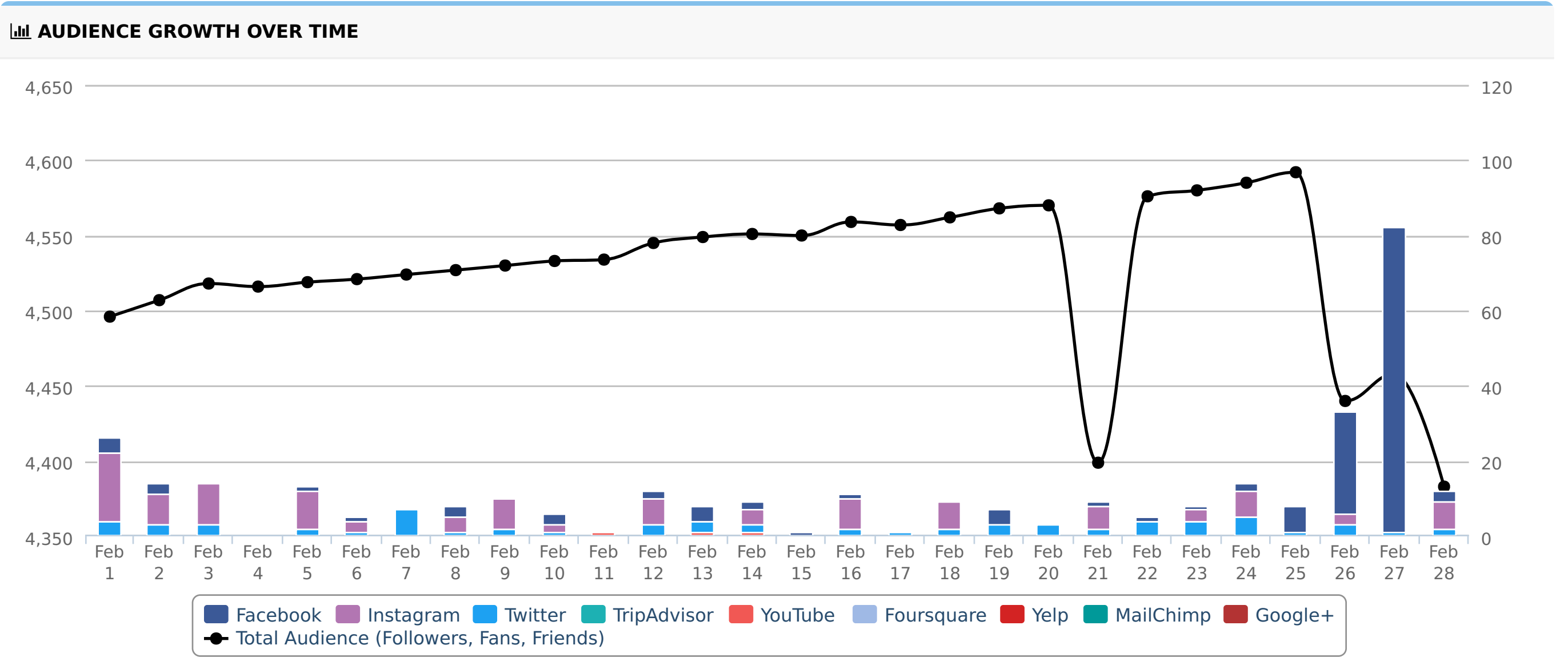
Key West Historic Seaport

February 1, 2018 - February 28, 2018

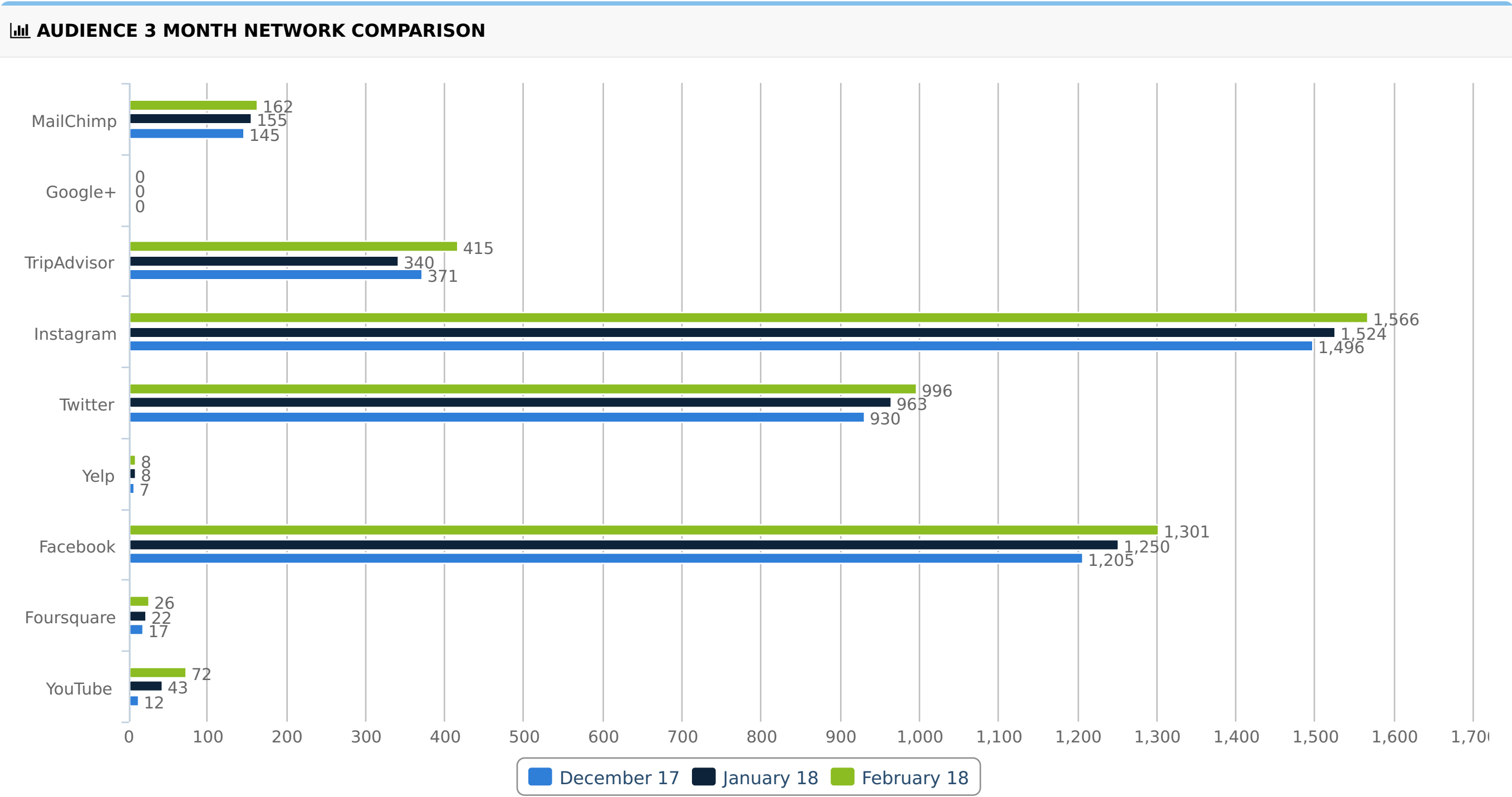
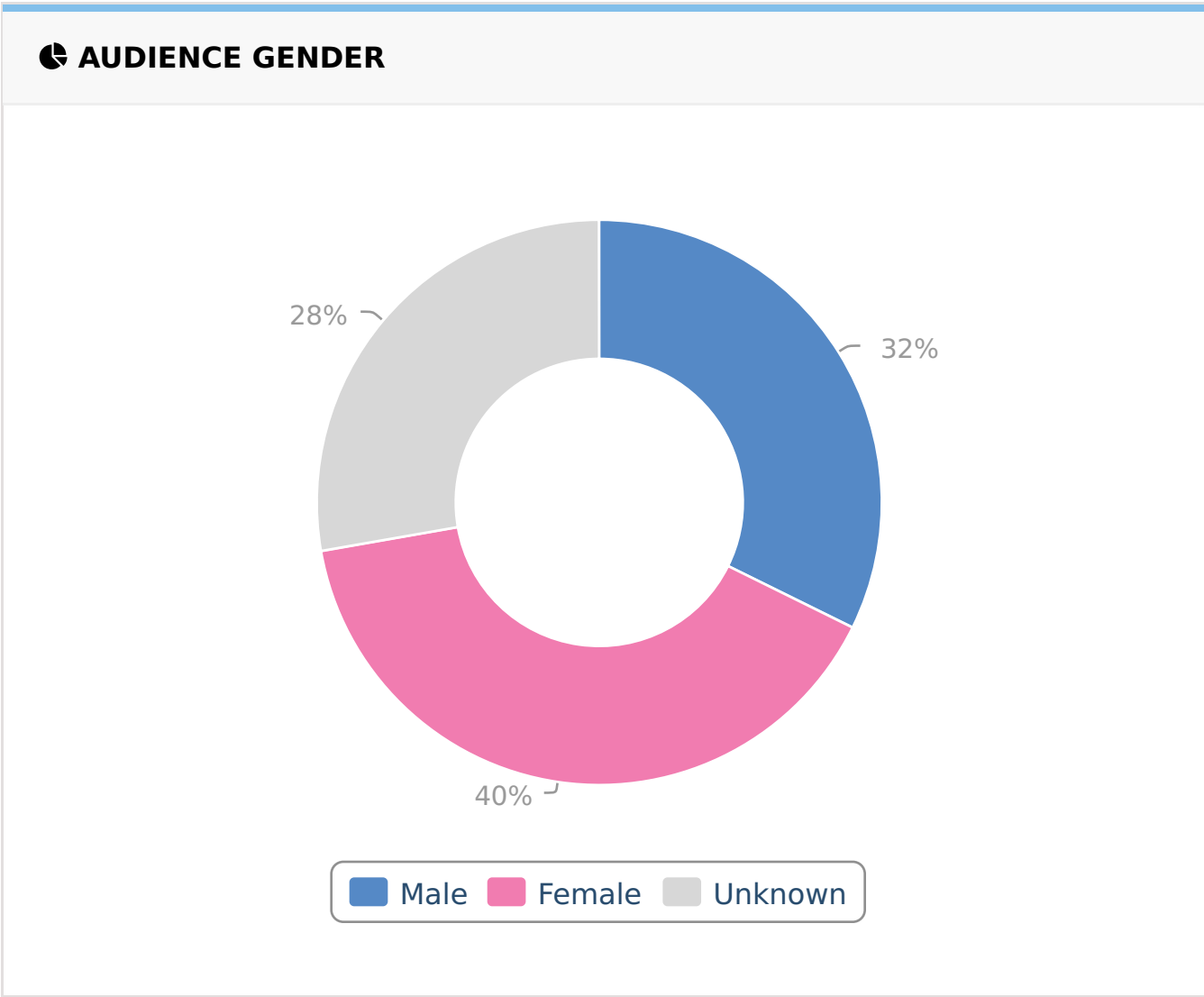
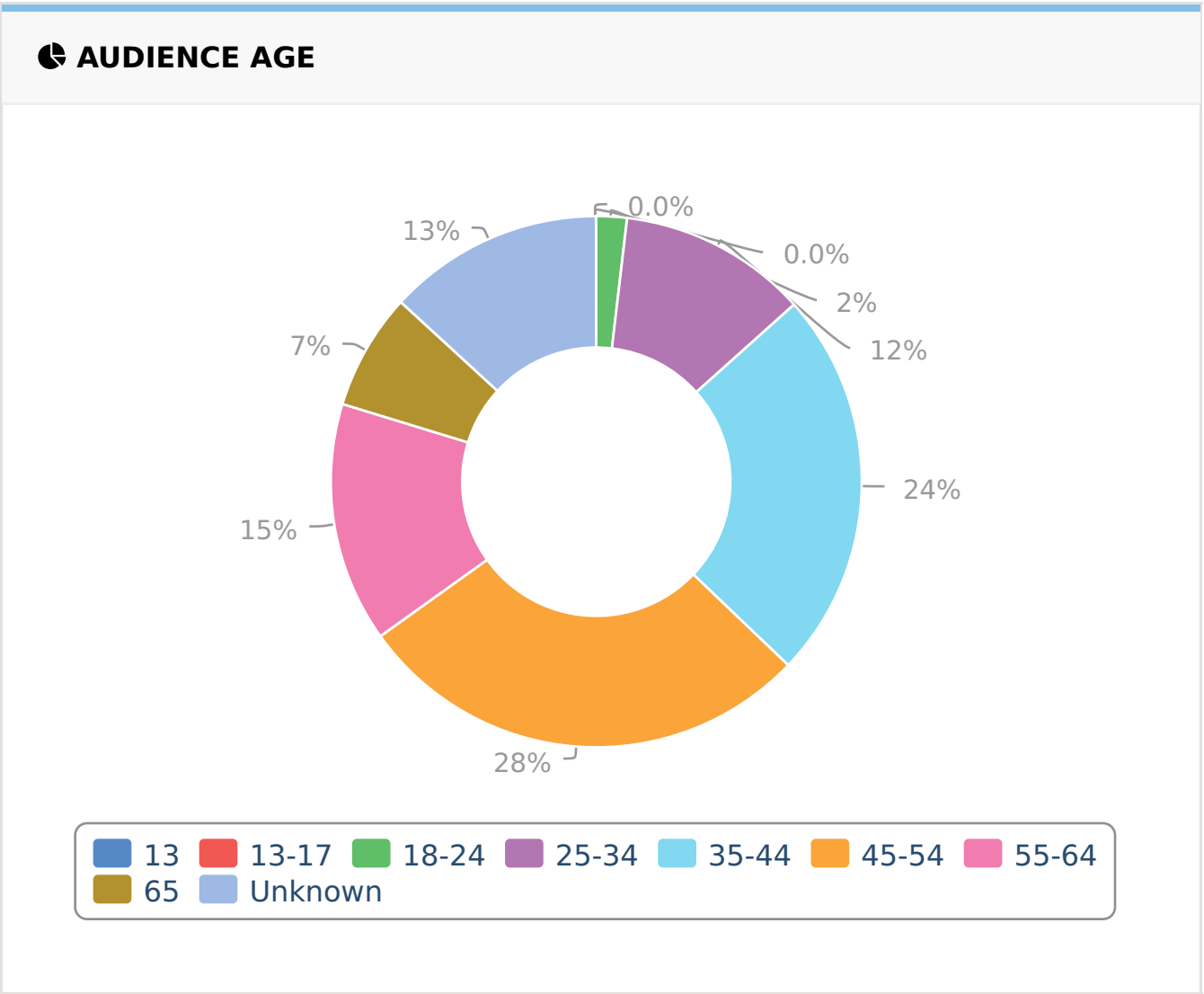
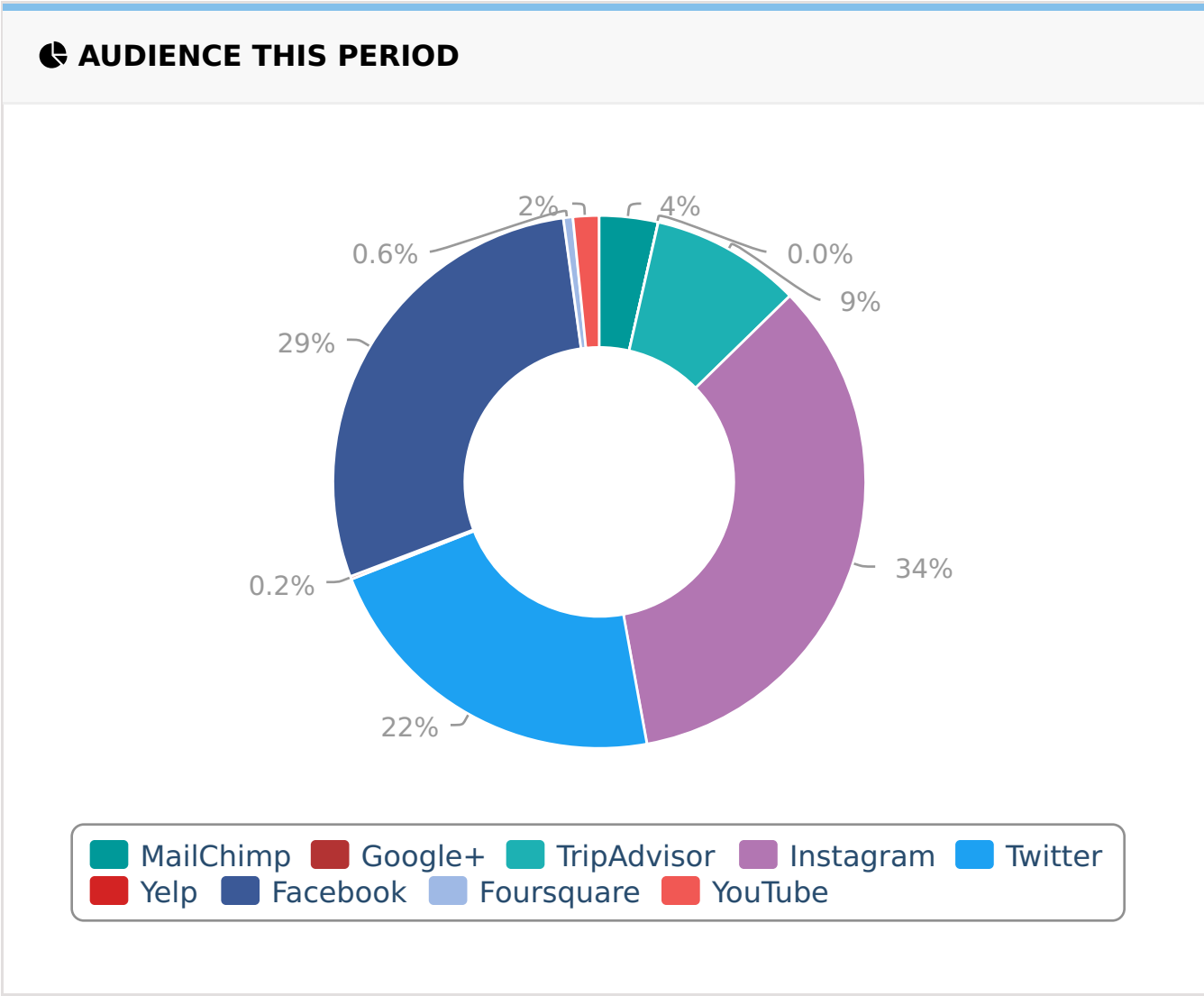
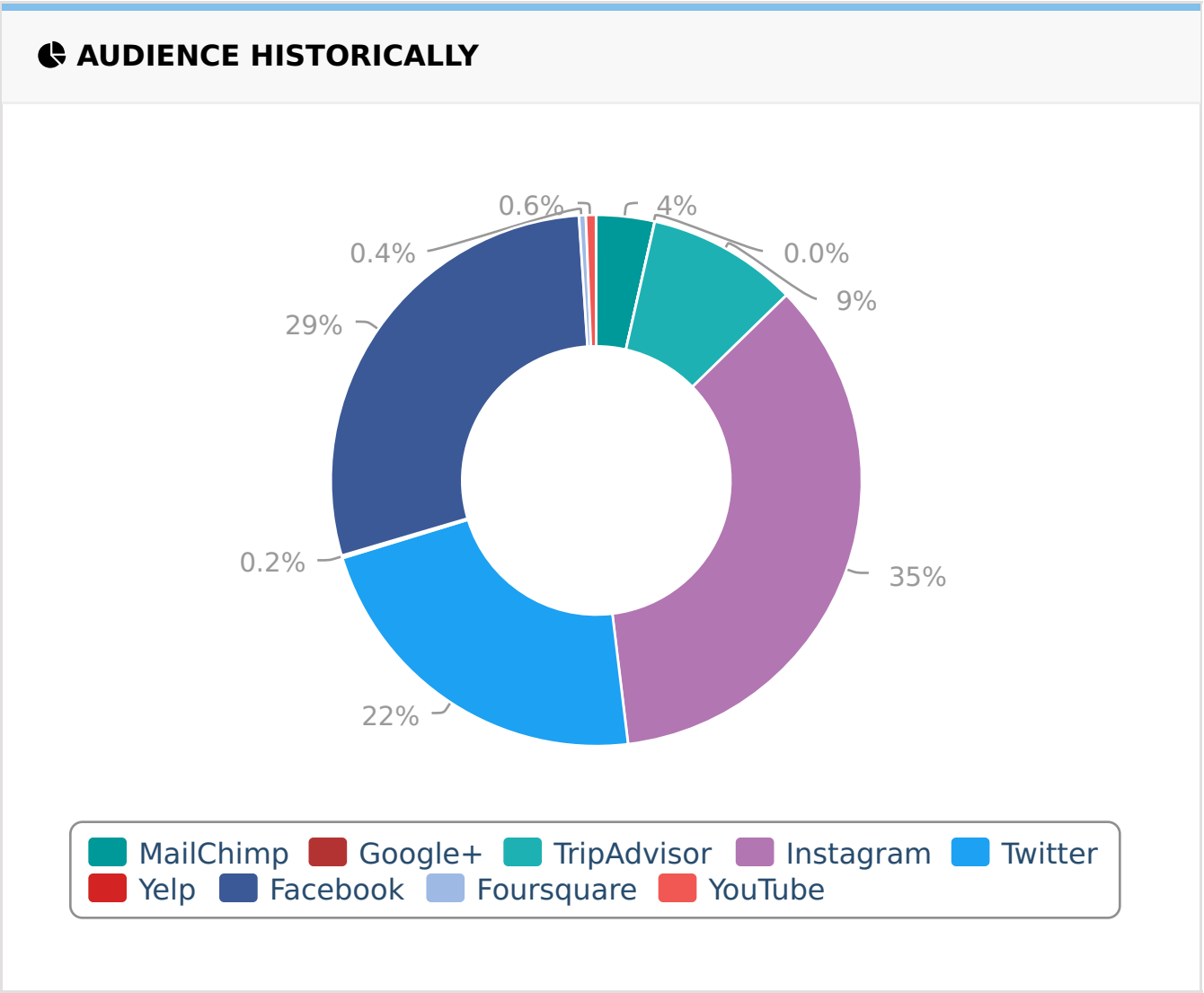
Cross Channel Report

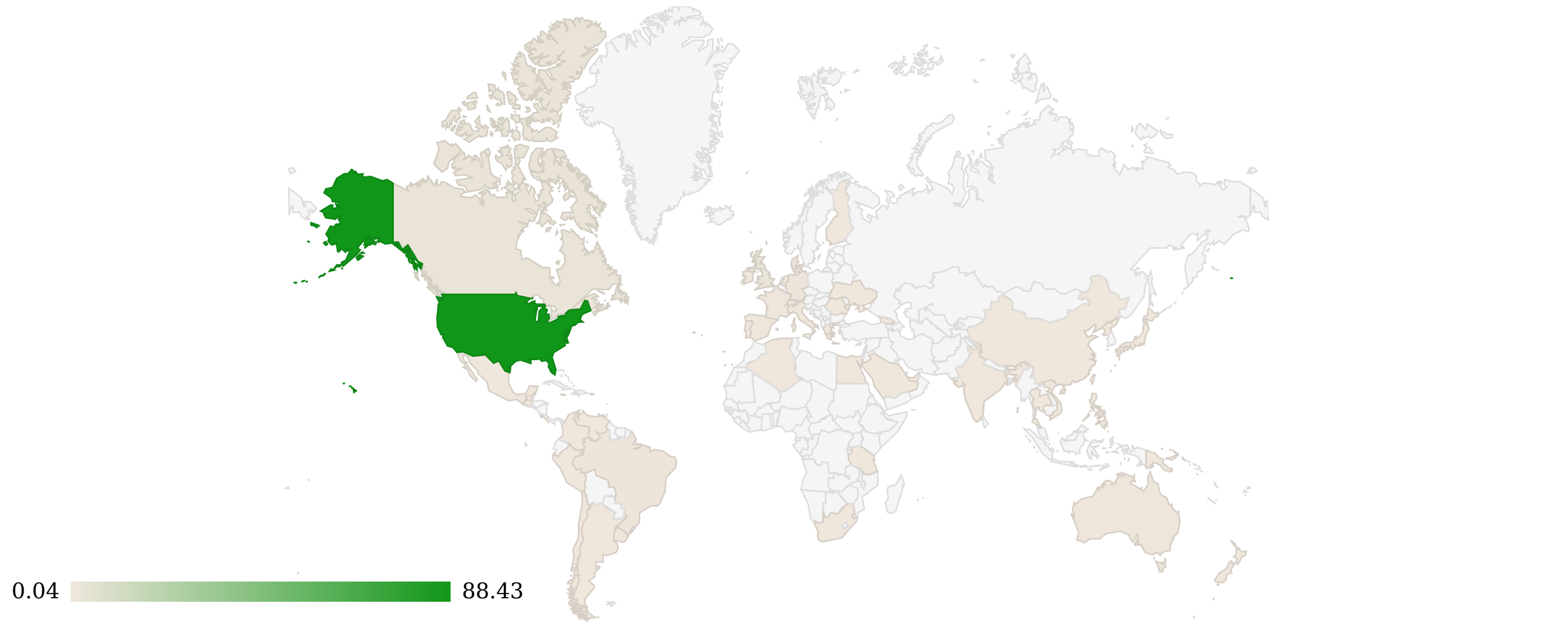
Prepared by: ADEPT Strategy & Public Relations

📊 AUDIENCE GROWTH BY CHANNEL			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
📘 Facebook	96	7.48%	1,379
📍 Foursquare	4	16.67%	28
📷 Instagram	34	2.2%	1,576
📧 MailChimp	7	4.19%	174
🗺️ TripAdvisor	10	2.44%	419
🐦 Twitter	31	3.17%	1,009
🍴 Yelp	0	0%	8
📺 YouTube	0	0%	73
	182	3.90%	4,666



Facebook accounted for the most audience growth, with **96** new friends added. **Foursquare** was your fastest-growing channel, with **16.67%** follower growth.





Country	Code	%
United States	US	88.43
United Kingdom	GB	2.31
Canada	CA	1.83
Brazil	BR	0.84
Germany	DE	0.66
Australia	AU	0.55
Italy	IT	0.29
Spain	ES	0.26
France	FR	0.26
United Arab Emirates	AE	0.22
South Africa	ZA	0.18
Uruguay	UY	0.18
Mexico	MX	0.18
Philippines	PH	0.18
Japan	JP	0.15
Ireland	IE	0.15
India	IN	0.15
Thailand	TH	0.15
China	CN	0.15
Venezuela	VE	0.11
Romania	RO	0.11
Guam	GU	0.11
Portugal	PT	0.11
Saudi Arabia	SA	0.11
Argentina	AR	0.07