

June 8, 2018

MEMORANDUM

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

FROM: Dana Pollitt

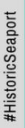
SUBJECT: *Key West Bight Management District Board April, 2018 Monthly Update, Key West Historic Seaport Marketing Services Contract #10-015*

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications/Press Releases/General PR/Other

- **May Email Blast**




KEY WEST HISTORIC SEAPORT
YOUR GATEWAY
FOR EVERYTHING
KEY WEST, FLORIDA!

2018
TRIPADVISOR
EXCELLENCE
AWARD





Key West Historic Seaport Wins Prestigious Preservation Award from the Florida Trust for Historic Preservation

The Key West Historic Seaport garners the Meritorious Achievement Award for Organizational Achievement during the 40th Annual Florida Preservation Conference hosted by the Florida Trust




The Key West Historic Seaport was honored to receive an award from the Florida Trust for Historic Preservation in recognition of Meritorious Performance in the field of Organizational Achievement.


"It is truly an honor to have the Key West Historic Seaport recognized for all of the preservation efforts that have gone into not only protecting its heritage but its evolution over the years as well," said Craig Cates, Mayor of Key West.

Dating back over 200 years, the Key West Historic Seaport remains a thriving engine of commerce, supporting many industries vital to the economy and overall way of life in Florida and Key West. From fishing to tourism, the nearly 100 businesses and organizations situated along the beautiful harborwalk waterfront rely on the Historic Seaport to support their families and livelihood.



MAKE IT A HISTORIC DAY!
One-of-a-kind Shops • Dining & Entertainment
Fishing Charters • Excursion & Watersports




This year, the Florida Trust celebrated 40 years of protecting Florida's history and heritage.
Video: <https://www.floridatrust.org/news>

Stay tuned! The City of Key West and the Historic Seaport look to host a September 2018 event for notable historians and preservationists. While still in the planning stages, the event aims to explore the Historic Seaport and the City's many historical buildings.

Media

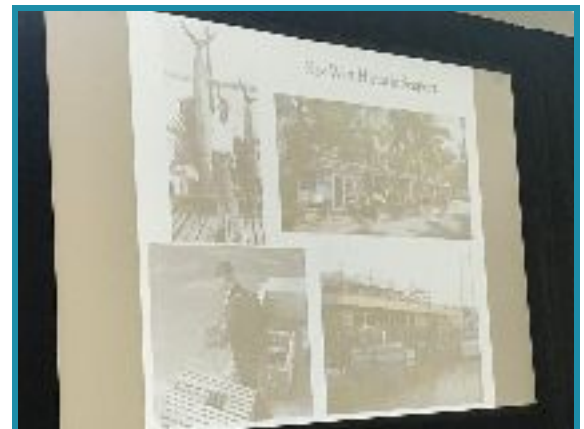
[Cision PR Web](#)
[Front Page of the Key West Citizen](#)
[Official Press Release from the Florida Trust](#)



Florida Trust for Historic Preservation

City of Key West (Key West Historic Seaport) Florida 2018 Award Winner

We attended the 40th Annual Florida Preservation Awards in Jacksonville, FL



Media Coverage on the award

Front page of the Key West Citizen on May 24, 2018

Award

Continued from Page 1A

efforts with the assistance of public relations firm Adept, designed to bring more tourists to the area and make the seaport a destination within a destination.

Adept Partners Dana Pollitt and Julie Ruffolo accepted the award Friday at the awards show in Jacksonville and thanked the efforts of city staff Doug Bradshaw and Karen Olson and the district's advisory board.

"The tremendous efforts (of staff and board members) has resulted in record

fiscal performance of the Historic Seaport," Pollitt said. "It's wonderful to receive this historic preservation recognition from such a highly regarded organization like the Florida Trust."

Mayor Craig Cates said it is nice to be recognized for the preservation work the city spends much time and effort to complete.

"It is truly is an honor to have the Key West Historic Seaport recognized for all of the preservation efforts that have gone into not only protecting its heritage but its evolution over the years as well," Cates said. "Key West is proud of its record of

preservation and will continue with more projects in the future."

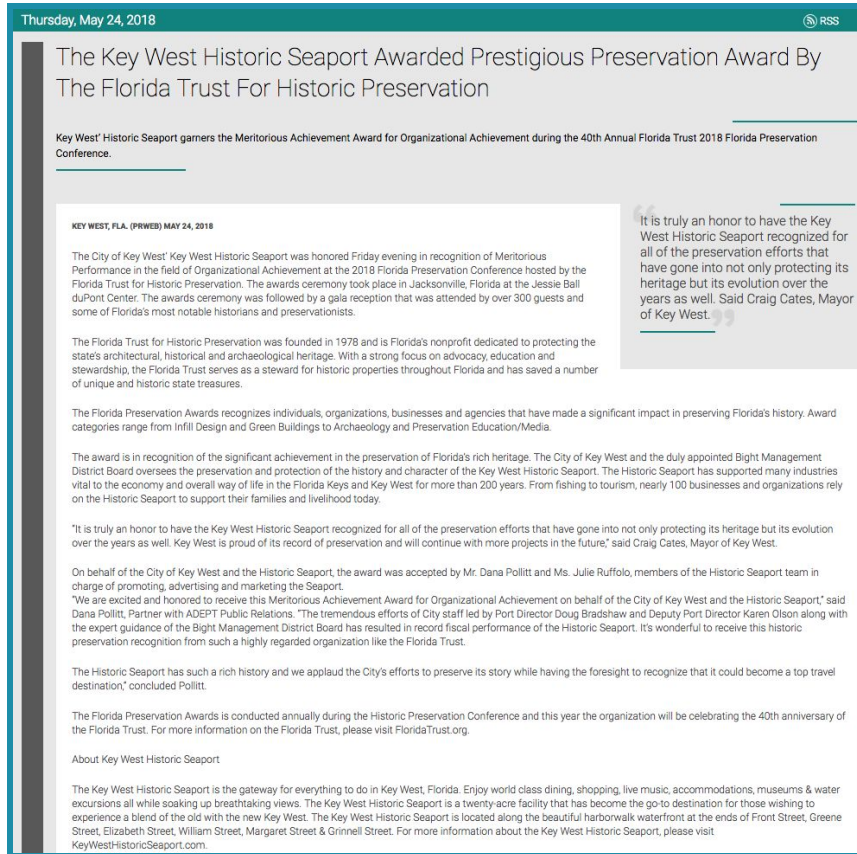
The award may result in a tourism boost for the area as well, as Adept is organizing a trip for a group of 50 to 100 historians and preservationists to visit the seaport in September.

Although the tour is still in its planning stages, the aim is to have events around many of the city's historical buildings, according to Pollitt.

"It will be really a good opportunity to highlight and elevate Key West with all the historical gems that it's got," he said.

sunger@keynews.com

Florida Trust's official press release



Future Award/Media Opportunities

- Marketing team has reached out to multiple publications for future opportunities for the KWHS including, but not limited to the following:
 - AAA Travel
 - Multiple travel bloggers
 - Vacation Critic Travel Planning Guide
 - USA Today

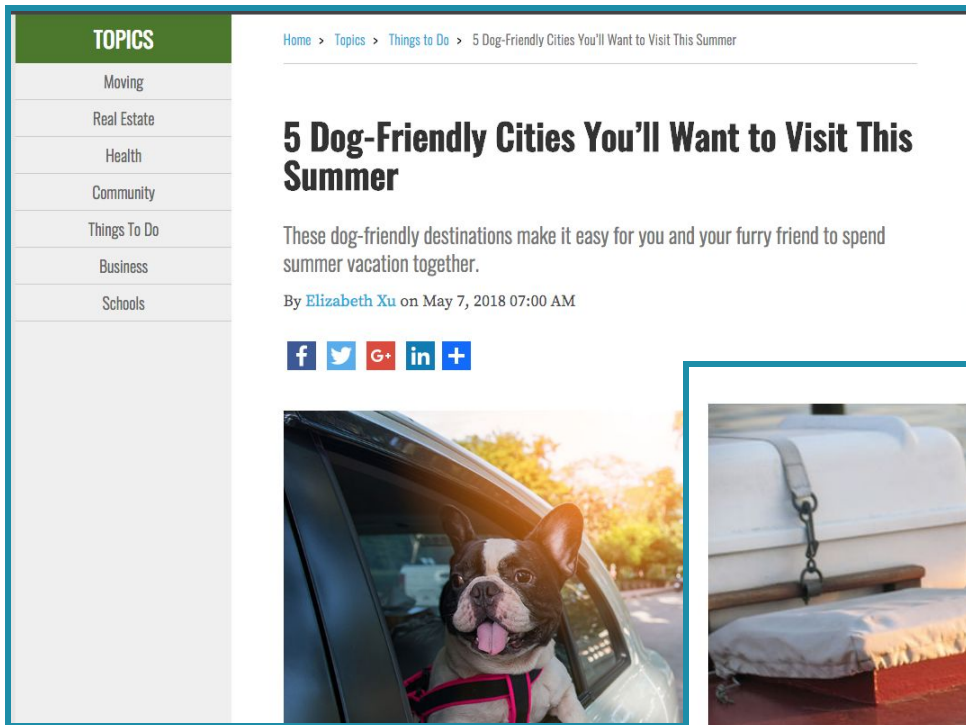
City of Key West & Key West Historic Seaports Florida Trust Insider's Tour

- ADEPT is coordinating with the Florida Trust to plan an "Insider's" Tour event around the historic buildings in Key West and at the Key West Historic Seaport
- Event is in the planning stages and scheduled for September 2018

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

Livability: 5 Dog-Friendly Cities You'll Want to Visit This Summer

- Schooner Wharf Bar & BO's Fishwagon mentioned
- Article was posted on all social media



5. Key West, FL

If you hate being relegated outdoors when you're with your pup (alas, those pesky health codes), [Key West](#) can help. Several restaurants don't technically have an indoor space — open-air dining at its finest. [Schooner Wharf Bar](#) and [BO's Fish Wagon](#) are just two of your many options.

When it comes to activities, think beyond the dog park in Key West (though there's one of those, too). Instead, consider renting a kayak or paddle board from pet-friendly rental company [Lazy Dog](#) or join a dolphin-spotting charter boat with [Wild About Dolphins](#) (dog treats and life jackets included!).

Keys Weekly used an image from Reef Relief's Coral Camp for their cover this month

- Cover was posted on social media



KEYS WEEKLY


Schooner Wharf Bar's upcoming Minimal Regatta event was mentioned in the Key West Citizen on 5/24

IN THE PUBLIC'S INTEREST:

- **Minimal regatta**
The annual Schooner Wharf Minimal Regatta will be held Sunday, May 27. There are two categories, Kayak/Canoe Design and Open Design. Each six-member team must build a boat seaworthy enough to stay afloat for the entire race course in the Key West Bight. Entry forms are available at <http://www.schoonerwharf.com>
- **Animal Farm**
The Sheriff's Animal Farm is open from 1 p.m. to 3 p.m. on Sunday, May 27. All are welcome at the facility, which is located 5525 College Road, under the Sheriff's Office Headquarters.
- **Author talk**
Thriller writer Solange Ritchie and former Key West resident will discuss her latest novel, "Firestorm," at 6 p.m., Thursday, May 31, at the Key West Library, 700 Fleming St. For information, call 305-292-3595.
- **Scholarships offered**
The Key West Literary Seminar is offering full scholarships to teachers and librarians from around the country to attend this year's seminar, "Under the Influence: Archetype and Adaptation from Homer to the Multiplex," to be held Jan. 10-13. The application deadline is Friday, June 15. For information and application forms, visit <http://kwls.org/awards/teachers-and-librarians/>.
- **Kayakers wanted**
Swim Around Key West organizers are currently seeking kayakers to accompany swimmers around the island of Key West on Saturday, June 16. Kayakers will receive a \$110 honorarium for their efforts plus an additional \$50 for providing a kayak. For information and to register, visit <http://swimaroundkeywest.com/kayakers/>
- **Report vacation rental issues**
Florida Keys residents are reminded that Monroe County has launched a toll-free phone number and email address to report illegal and non-compliant vacation rentals, as well as vacation rental scams. To report issues to the Monroe County Tax Collector's Office, call 855-422-4540, or email mail@monroetaxcollector.com. Callers can choose to identify themselves or remain anonymous.

AROUND THE KEYS

Editor's note: To have your event listed in Around the Keys, e-mail the who, what, where and when to newsroom@keysnews.com.



Contributed

A past participant in the Schooner Wharf Minimal Regatta experiences that 'sinking feeling.' This year's regatta will launch Sunday, May 27.

ADVERTISING

Historic Marker Map

- The Historic Marker Maps have been financed in part with the historic preservation grant assistance provided by the Florida Department of State's Bureau of Historic Preservation, Division of Historical Resources
- 40,000 of these maps will be printed and distributed for free all year long
- Team included Historic Seaport's logo, website and a tagline.



Duval Loop Bus

- ADEPT is coordinating with the City of Key West Transit Division Director to explore advertising opportunities along the Loop for the KWHS
- Working on how we can incorporate the Historic Seaport in future ridership
- Pending monitors to be installed

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



Facebook:

- Facebook accounted for the most engagement growth this month
- Increase page likes from 1,737 to 1,778
- Increase total check-ins from 2,514 to 2,669
- Page Impressions: 52.4k
- Total of 18,785 post impressions (606 per day)

Instagram:

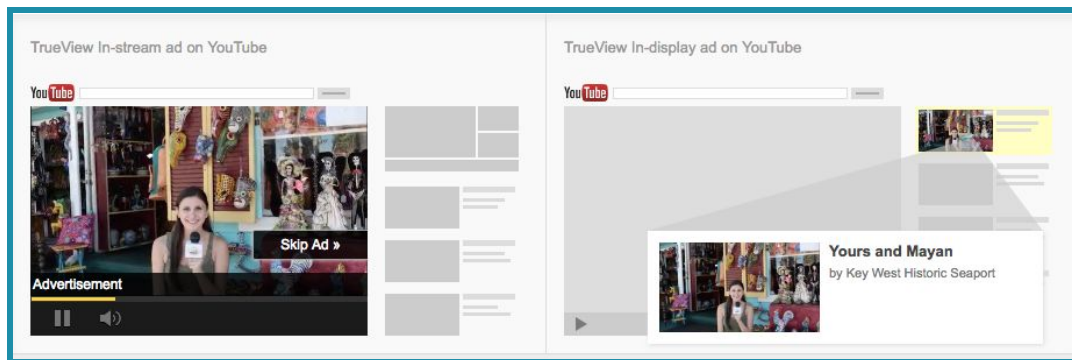
- New followers gained throughout the month with total of 1,674 followers up from 1,657 last month
- Posting weekly Instagram stories (event reminders, Key West weather, etc.)

Twitter:

- Increase in followers from 1,082 to 1,120
- 26.8k impressions this month
- Reach was 91,598 this month

YouTube:

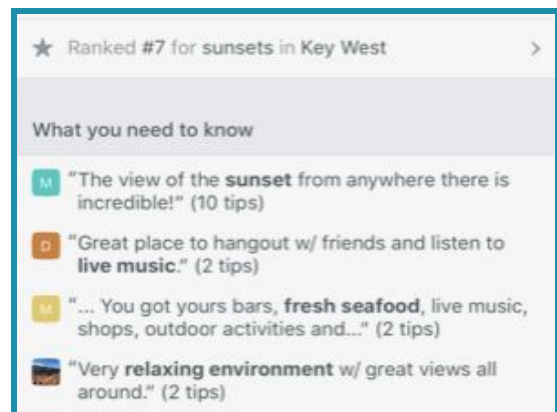
- Uploaded May video:
 - [Yours and Mayan Imports](#)
 - Promoted video (see image below)



Foursquare:

- "What you need to know" tips are listed on the Historic Seaport's homepage
- Tips were left by visitors

FOURSQUARE



TripAdvisor:

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

LIVE WEBCAM

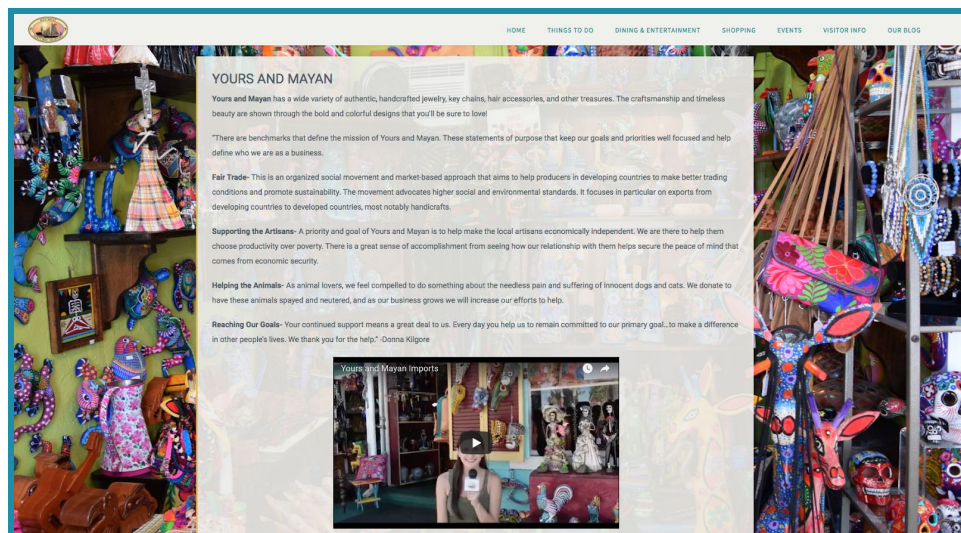
Proposal delivered to City to add one additional live webcam at the Historic Seaport. Pending PO.

Existing Live Webcam. Watch live: <https://www.youtube.com/watch?v=nVPDGSea2Z0>

- Total of 336 “thumbs up”

WEBSITE

- Ongoing website maintenance and content creation (Tenant Info., Events, Blog)
- Adding YouTube videos of tenants to their page on the website for more video views



- Seasonal Content
- Working to add a “News” section to website
 - Press releases and other media will be posted here
- Brochure added to website homepage and is easily downloadable
- Regular content writing services
 - May blog posted: [Make Mother’s Day a Historic One](#)

Audience Overview:



Acquisition Overview:

	Users	New Users	Sessions
	1,619	1,556	1,848
1 Organic Search	989		
2 Direct	317		
3 Referral	195		
4 Social	128		

Top 10 Referral Sources:

1. conchrepublicseafood.com
2. keywest.com
3. best-deal-hdd.pro << visit us
4. truck-spite-lawyer-activity.top
5. fla-keys.com
6. afterhourskeywest.com
7. konknet.com
8. duckduckgo.com
9. floridakeys.com
10. r.search.aol.com

Search Terms:

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

Audience Summary

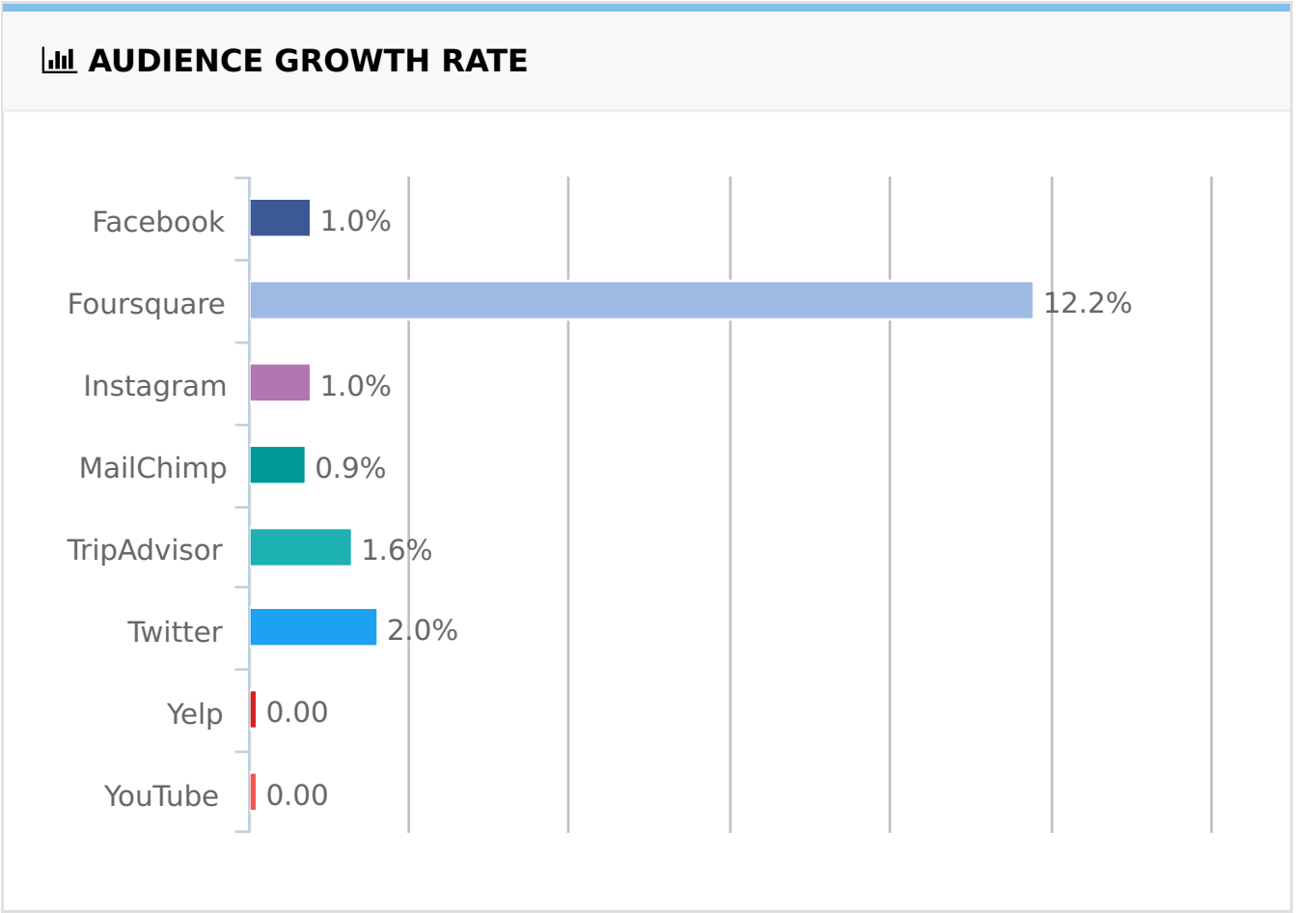
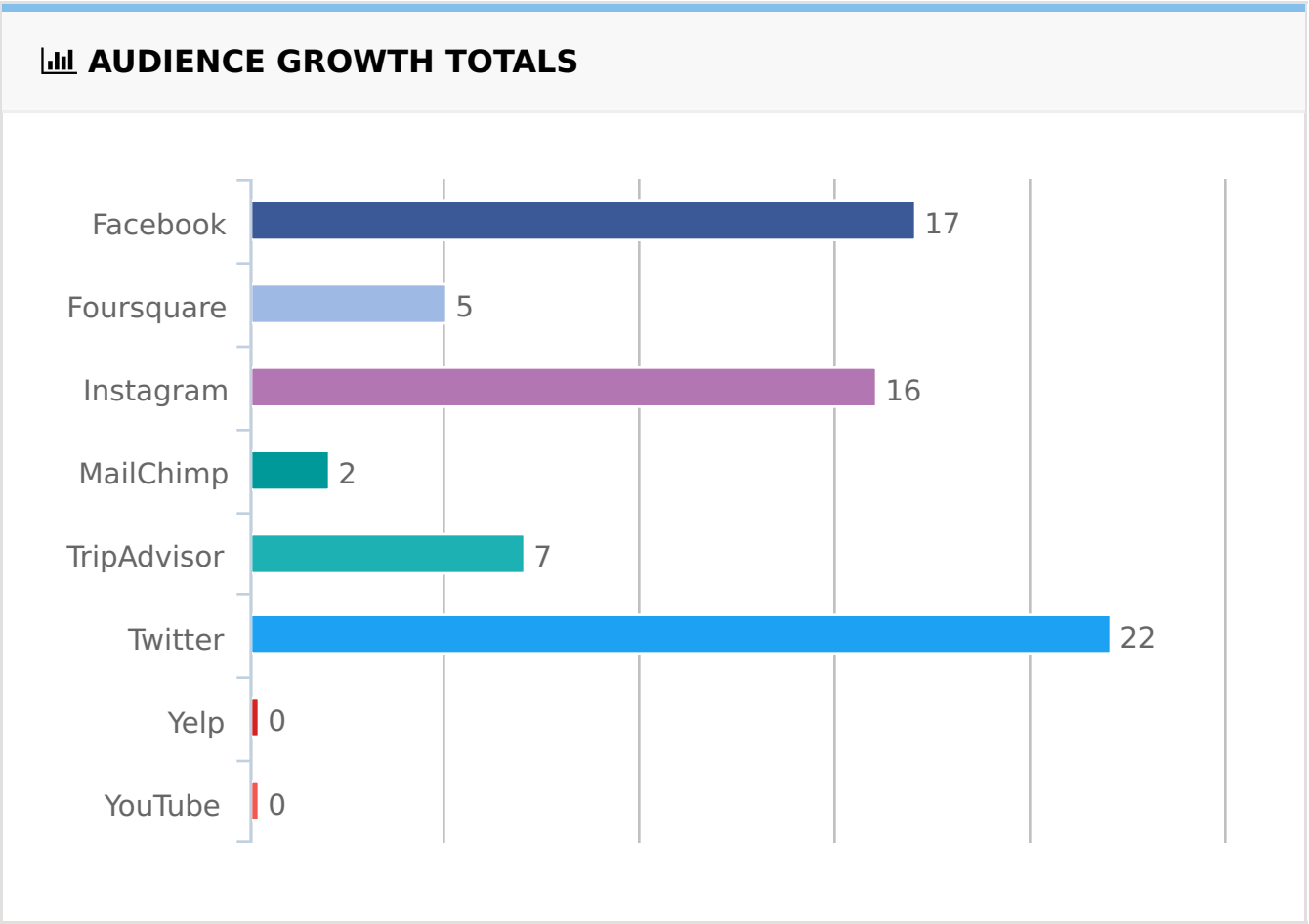
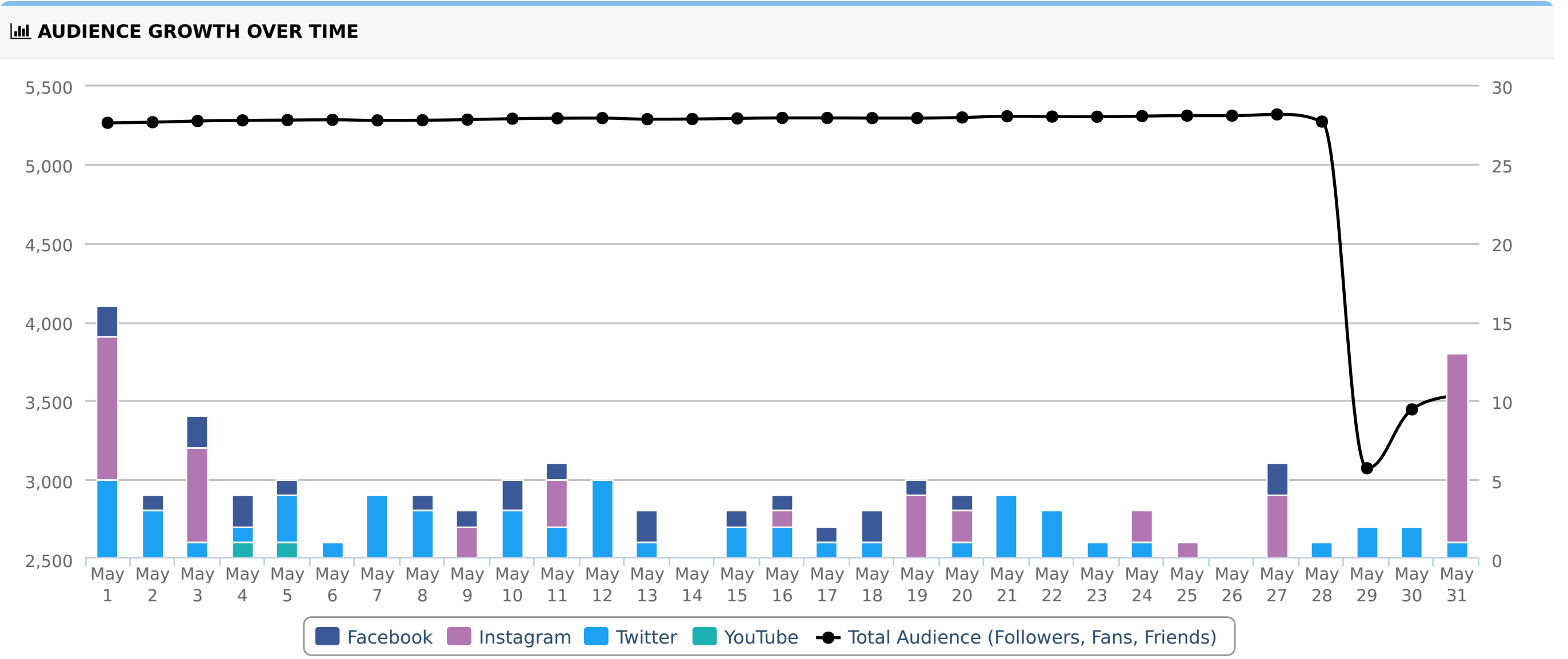
Key West Historic Seaport

May 1, 2018 - May 31, 2018

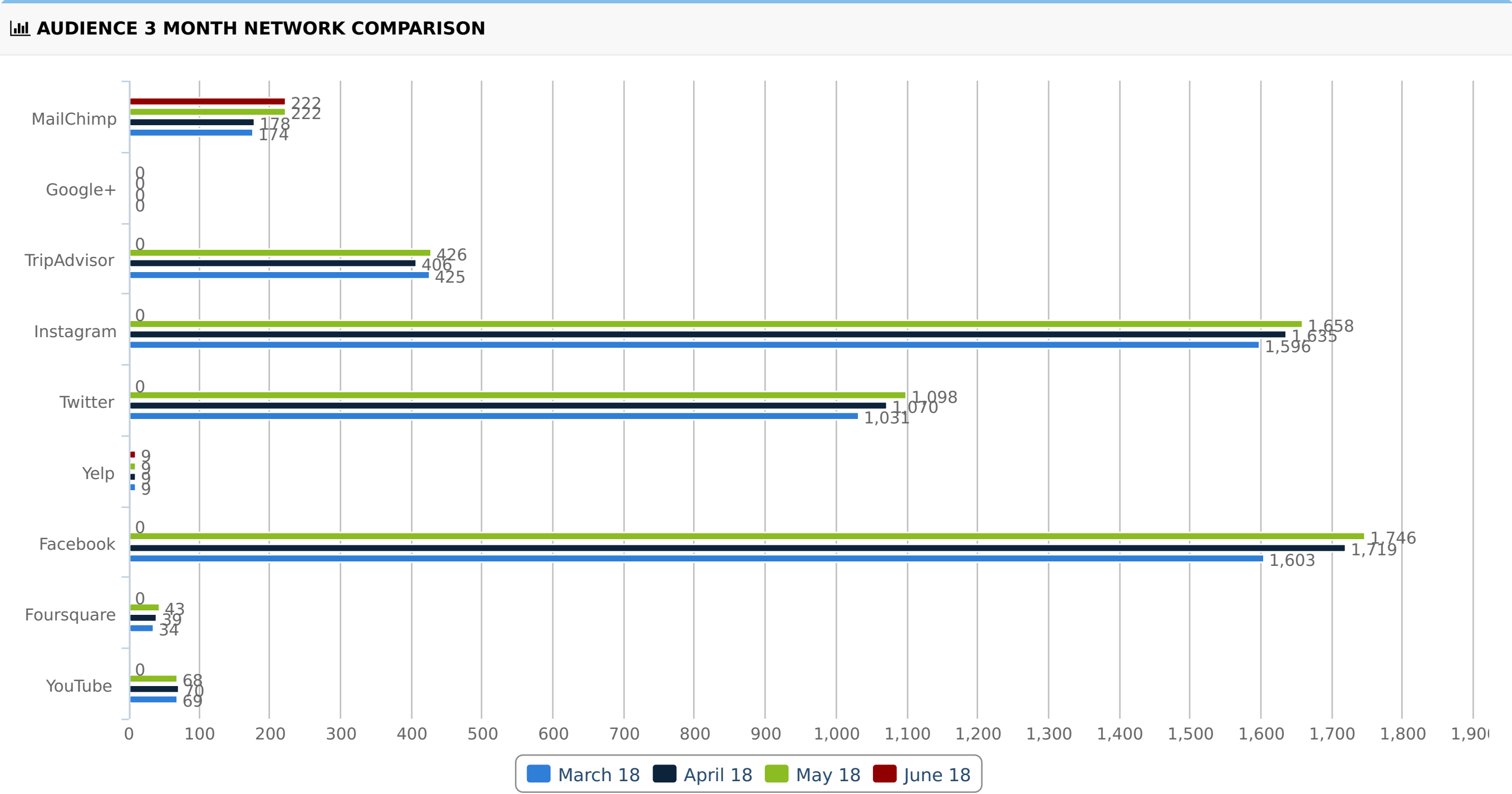
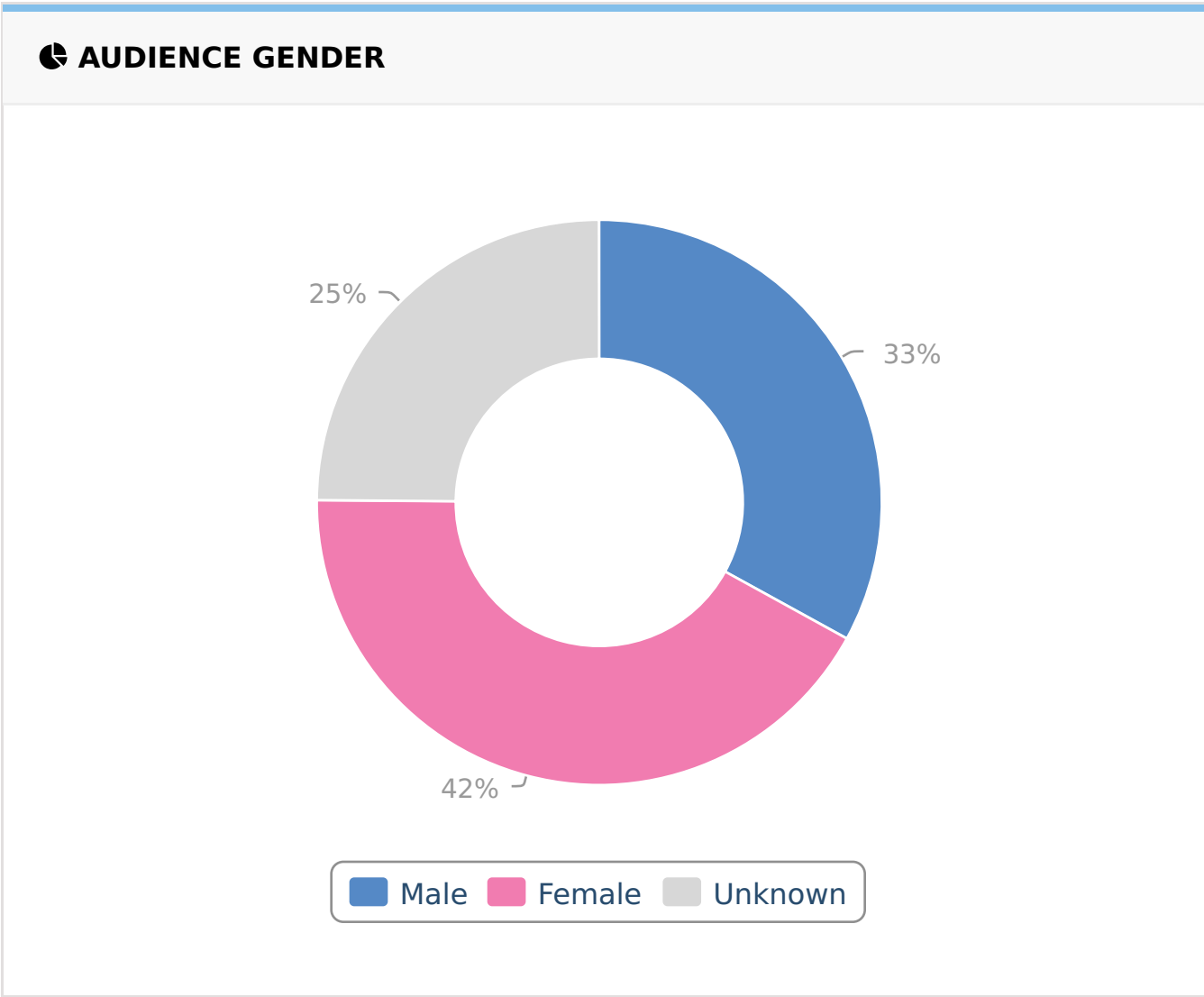
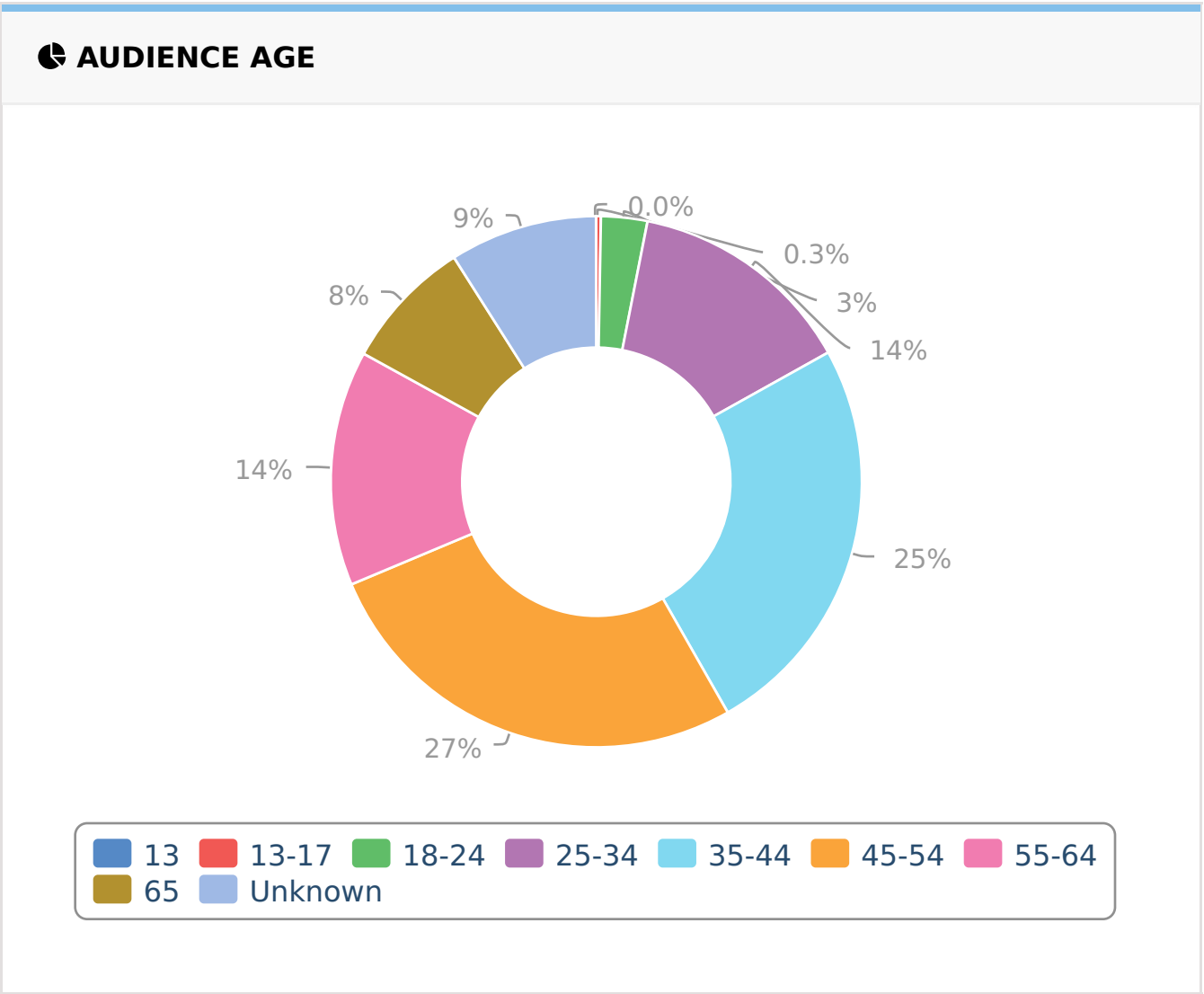
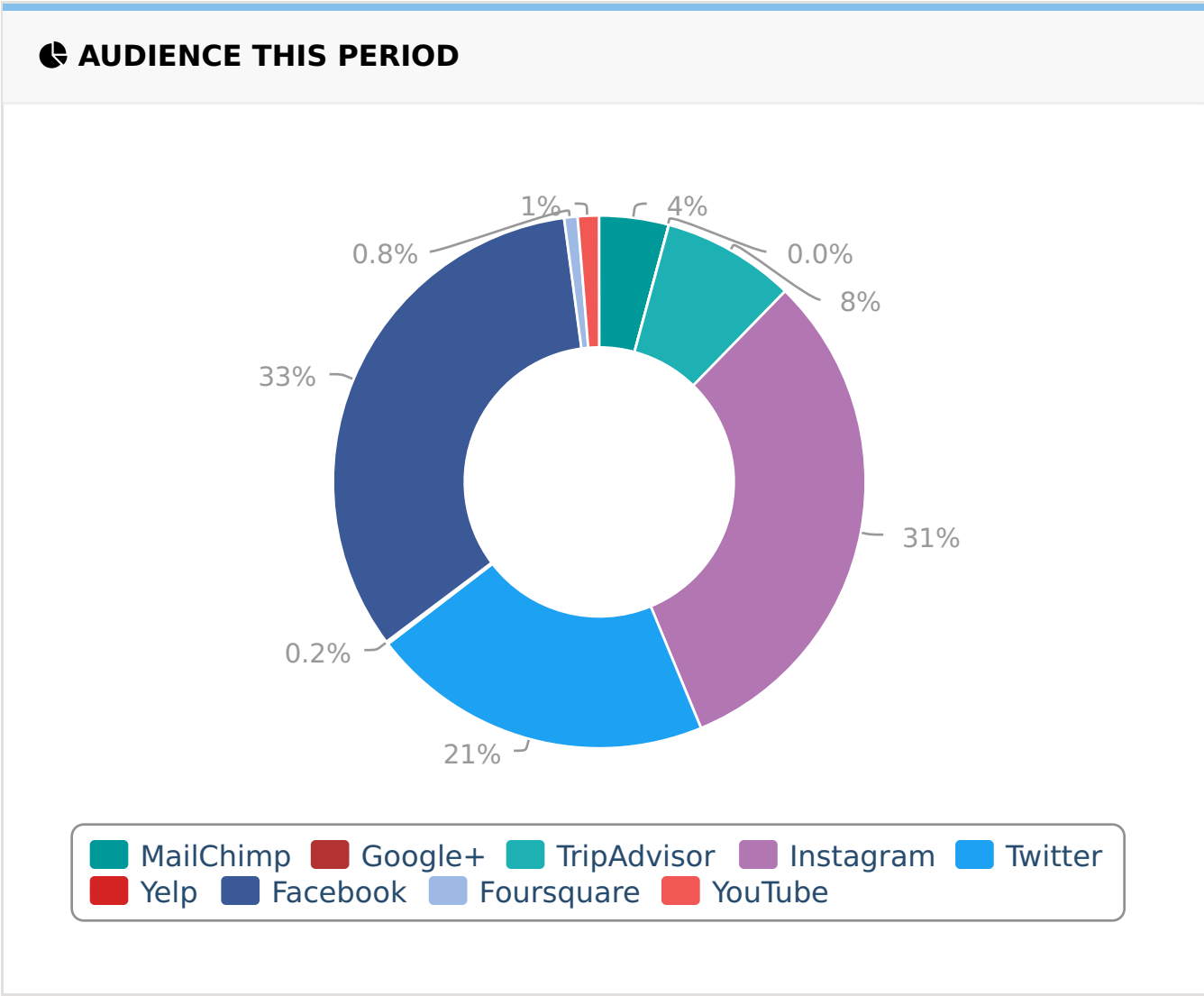
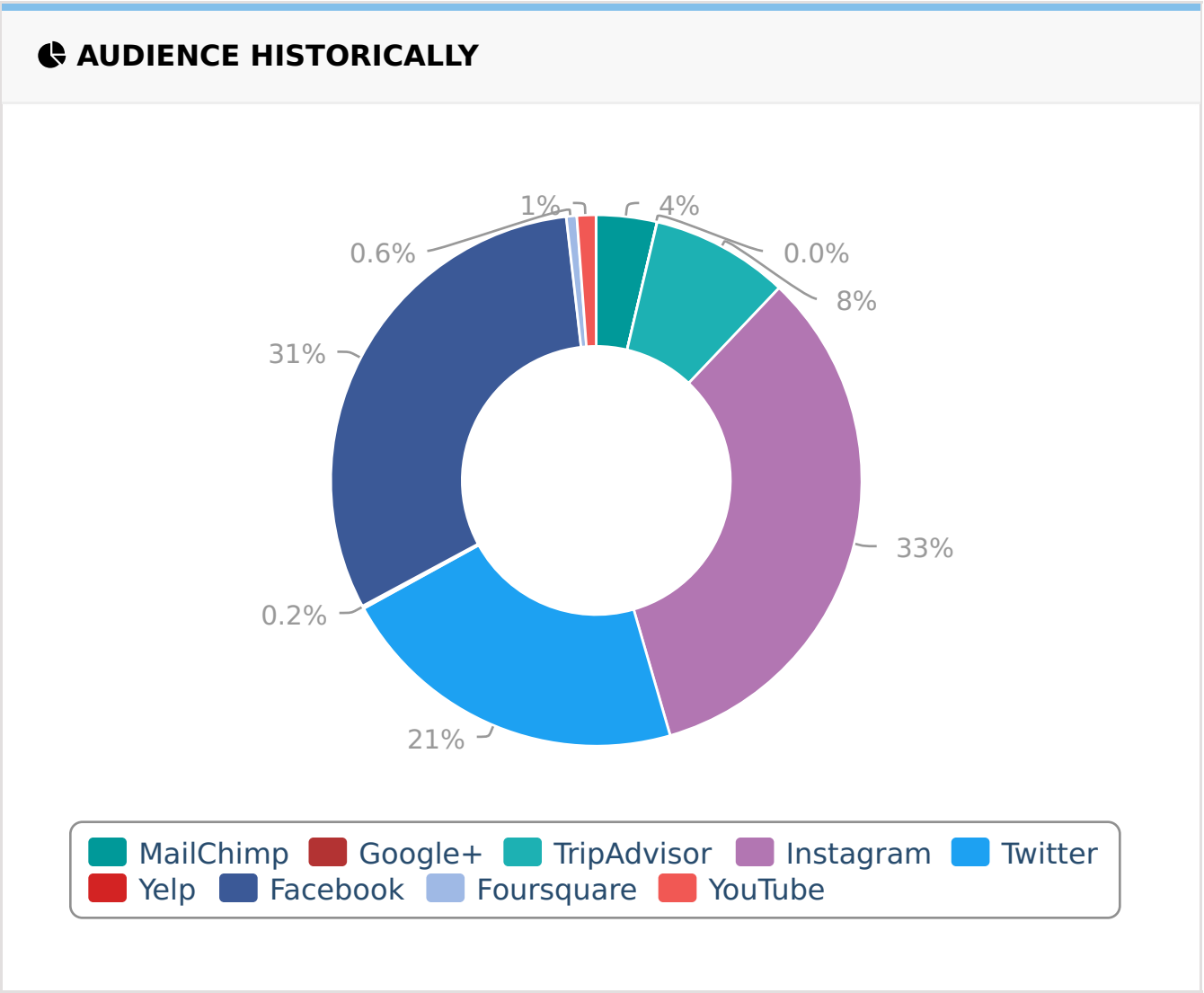
Cross Channel Report

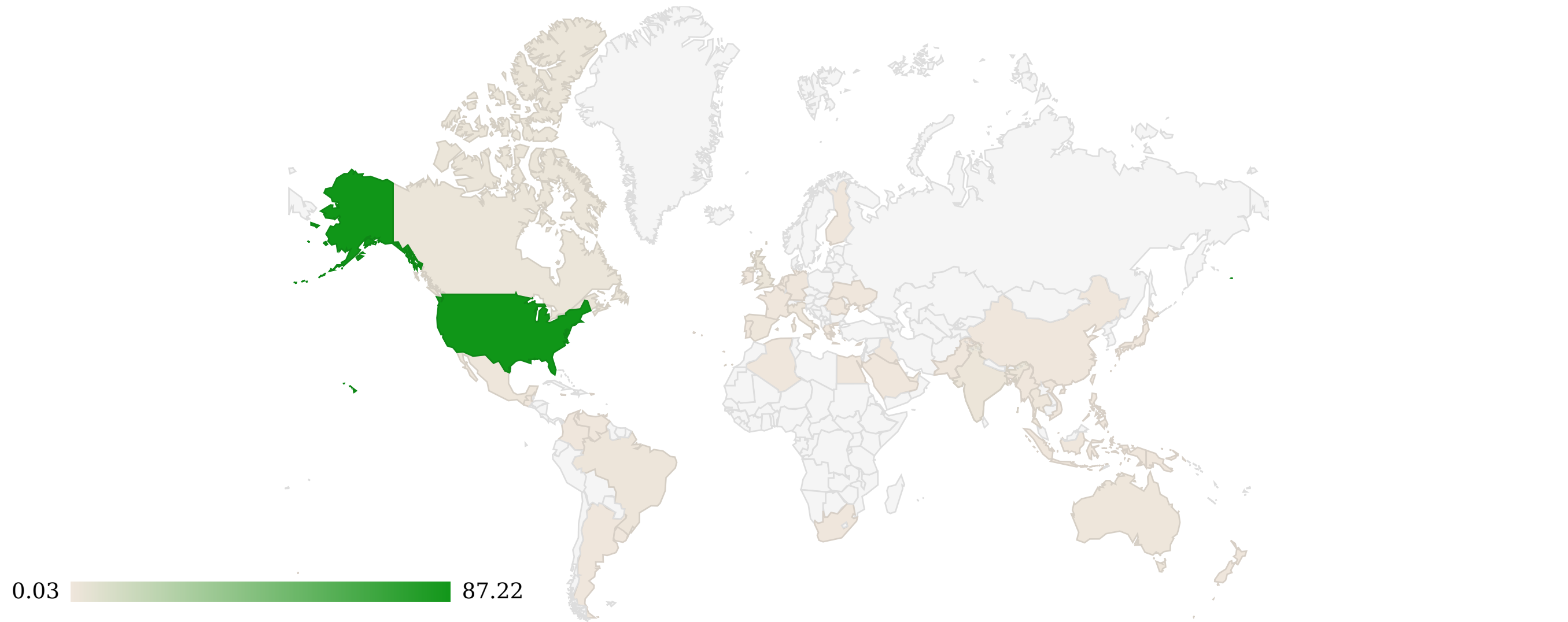
Prepared by: ADEPT Strategy & Public Relations

📊 AUDIENCE GROWTH BY CHANNEL			
Channel	Audience Growth (Net)	Growth Rate	Total Audience
📘 Facebook	17	0.98%	1,753
📍 Foursquare	5	12.2%	46
📷 Instagram	16	0.97%	1,673
📧 MailChimp	2	0.9%	223
🗺️ TripAdvisor	7	1.6%	445
🐦 Twitter	22	2.03%	1,108
🍴 Yelp	0	0%	9
📺 YouTube	0	0%	71
	69	1.30%	5,328



Twitter accounted for the most audience growth, with **22** new followers added. **Foursquare** was your fastest-growing channel, with **12.2%** follower growth.





Country	Code	%
United States	US	87.22
United Kingdom	GB	2
Canada	CA	1.53
India	IN	1.34
Brazil	BR	0.82
Germany	DE	0.6
Australia	AU	0.49
Mexico	MX	0.47
Italy	IT	0.3
Spain	ES	0.3
Thailand	TH	0.3
United Arab Emirates	AE	0.27
Philippines	PH	0.22
France	FR	0.19
Bangladesh	BD	0.19
Ireland	IE	0.16
Saudi Arabia	SA	0.16
Portugal	PT	0.14
South Africa	ZA	0.11
Venezuela	VE	0.11
Puerto Rico	PR	0.11
Myanmar	MM	0.11
Romania	RO	0.11
Pakistan	PK	0.11
Iraq	IQ	0.11