



July 6, 2018

MEMORANDUM

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

FROM: Dana Pollitt

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

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

PUBLIC RELATIONS / MEDIA SNIPPETS

Email Marketing Notifications/Press Releases/General PR/Other

- **June Email Blast** - Sent to Tenants

#HistoricSeaport

KEY WEST HISTORIC SEAPORT

YOUR GATEWAY
FOR EVERYTHING
KEY WEST, FLORIDA!

KEY WEST
HISTORIC SEAPORT

TRIPADVISOR
CERTIFICATE OF
EXCELLENCE

Get Your Historic Seaport Business Brochures & Coupons in the Right Hands

Miami to Keywest
BUS.com

The Key West Historic Seaport is working with Xcursions USA, the company that runs the Miami to Key West Bus. You'll find these motorcoach buses wrapped with Historic Seaport information taking visitors to and from Miami to the Historic Seaport.



Two motorcoach buses are parked in a lot at night. The buses are wrapped with advertisements for the Key West Historic Seaport. The text on the buses includes "MAKE IT A HISTORIC DAY", "Key West Historic Seaport", "Xcursions USA", and "www.xcursionsusa.com". The buses are illuminated by streetlights, and the background is dark.

Bus

Buses are parked in the lot across from Good Day on a Happy Planet & Flagler Station Oversea Railway Historeum. Racks have been installed inside the buses to hold brochures and coupons.

Have Your Business Represented on the Bus

Mail your brochures and/or coupons to:

ADEPT Strategy & Public Relations

5300 Powerline Rd. Suite 207

Fort Lauderdale, FL 33309

OR

Drop off directly at the buses parked across from Good Day on a Happy Planet & Flagler Station Overseas Railway Historyk. Look for the buses around 10:45 a.m.-11:45 a.m. daily.

This free advertising opportunity is for Key West Historic Seaport tenants only.

Check out the Historic Seaport's Official Brochure

Downloadable directly from KeyWestHistoricSeaport.com on the homepage and currently on the buses with your business listed.



MUSEUMS & OTHER ATTRACTIONS

Candy Estate Cakes • Candy Festival • Candy Tours
Hugler Station and the Railway Performance Museum
Key Performance Museum • Key West Station
The Blue Seaport Museum
Old House Foundation Society • Turtle Crossing
Pamphile Historic • Red House • Seaport Museum

Instagram Facebook Twitter YouTube

@HistoricSeaport

www.KeyWestHistoricSeaport.com

or

Find us on    



KEY WEST HISTORIC SEAPORT

Round the corner to the Dry Tortugas National Park



Along the waterfront at the ends of Front Street, Congress Street, Elizabeth Street, William Street, Margaret Street & Cornwell Street.



Key West Historic Seaport
201 William St. Key West, FL 33401
KeyWestHistoricSeaport.com
info@KeyWestHistoricSeaport.com



YOUR GATEWAY TO EVERYTHING KEY WEST

Visit the Key West Historic Seaport and enjoy world-class dining, shopping, live music, authentic historic architecture and make memories all while cruising on the historic town.

www.KeyWestHistoricSeaport.com

Water Excursions
Your destination for snorkeling, parasailing, kayaking, dolphin watching, fishing, scuba diving, sailing, sunset cruises and more!
After sunset Charters • Aquanaut Sailing
A.M.E. Charters • Big City Sailing Adventures
Blue Jay Sailing Charters • Breeze Charters
Capestar Sailing • Captain John's Lucky Feet
Captain's Cruise Dinner Cruise
Cherry Unique Charters • Exotic Catamaran
Key West Adventures • Mocha Charters
Key West Tea Tours • Key West Sailing Adventure
Lost Reef Adventures • Mollusks Ventures
Mile Polaris Film Guide • Restless Water Charters
Shoreline Watersports Center • Spacious Charters
Sledge Watersports • Sport Fishing
Sunrise Sail Key West • Sunset Watersports

EXTRAORDINARY SHOPS
Explore authentic shops with a true Seaport island view corner.
A&B Photography and Art Gallery
Barnes Book Store • Seaport Books • Seaport Library
Gold Day on a Hippie Planet
Hammam Hammam
Key West Antiques • Key West Bed & Table
Local Color • Mocha Joe Coffee • Palm Shop
Stringay Store • Toys and Napsies

WORLD-CLASS DINING
Dine the fun barbeque for savory waterfront eatables.
B.O. & Pagnones • Cuban Coffee Queens
Coco's Restaurant • Coconut Company
Finnegan's Cafe • Half Shell Sea Bar
Joe Ann Longley at the West End • Little
Liquorages Gourmet Dinner Dishes
Schwoner Wharf Bar • The Waterfront Brewery
Turtle Kiosk
The Seaport Canteen

Do You Have Questions?

Please contact Ali Goid

ali@adept.co

(954) 769-1533

Live Webcam

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Florida Trust for Historic Preservation

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



- ADEPT is coordinating with the Florida Trust and planning the September, 2018 "Insider's Tour" event around the historic buildings in Key West being hosted at the Key West Historic Seaport
- Sunset cruise for group with Spirit of Independence
- The Marker Waterfront Resort is the event's official Hotel offering group discounted rates
- Conch Republic Seafood Company is hosting the Welcome Reception Dinner along the Harborwalk Waterfront and providing a brief historical overview of the building
- Custom House behind the scenes tour
- Papa's Pilar Rum Distillery Tour
- Yankee Freedom III passage to Dry Tortugas National Park

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

The Key West Historic Seaport was listed in the *Top 20 Key West Blogs and Websites to Follow in 2018* by [Feedspot](#)

- Article was posted on social media

11. Key West Historic Seaport



📍 Key West, FL

About Blog Visit the Key West Historic Seaport & enjoy world class dining, shopping, live music, accommodations, museums & water excursions all while soaking up breathtaking views.

Frequency about 2 posts per month.

Since Nov 2016

Website keywesthistoricseaport.com/blog

Facebook fans 1,750. Twitter followers 1,099.

[View Latest Posts](#) ▶


Best Key West Blogs on the Planet



BLOG.FEEDSPOT.COM

Top 20 Key West Blogs and Websites to Follow in 2018 (Florida City)

Coverage on Schooner Wharf Bar's Minimal Regatta posted on social media



A few got "that sinking feeling" before leaving the dock, while others completed the course. But some of the 23 vessels competing in Sunday's Schooner Wharf Minimal Regatta intrepidly stayed afloat and showed their seafaring spirit.

Rules of the offbeat regatta required each team to build a boat from a single sheet of 4-by-8-foot plywood, two 8-foot-long 2-by-4s, a roll of duct tape and a pound of fasteners.

With minimal materials and maximum inventiveness, they definitely "made a splash" in front of spectators gathered to watch the fun. Now in its 27th year, the maritime merriment took place off the Schooner Wharf Bar in the Key West Historic Seaport.

Teams' "designated crews" were charged with keeping their vessels afloat long enough to complete the regatta's short course. Imaginative themed entries and costumes were encouraged.



south florida
REPORTER



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Contestants in the Schooner Wharf Minimal Regatta endeavor to keep their creatively built vessels afloat and on course Sunday, June 2, 2018, in Key West, Fla. Rules of the wacky event required each team to build a boat from a single sheet of 4-by-8-foot plywood, two 8-foot-long 2-by-4s, a roll of duct tape and a pound of fasteners. (Source: Rob O'Neal/Florida Keys News Bureau/HO)

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Now in its 27th year, the maritime merriment took place off the Schooner Wharf Bar in the Key West Historic Seaport.

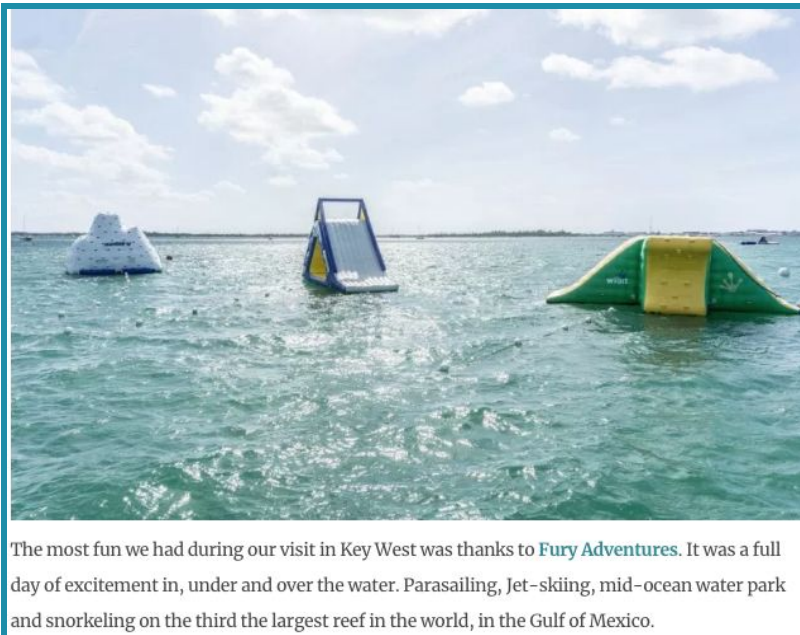
Teams' "designated crews" were charged with keeping their vessels afloat long enough to complete the regatta's short course. Imaginative themed entries and costumes were encouraged.

Some teams' clever designs outweighed their seaworthiness.

Prizes were awarded for the fastest boats, most creative designs, best paint jobs, best costumes and sportsmanship — while teams tried to avoid getting the dreaded "sinker" awards that recognized the least seaworthy vessels.

Wanderlustyle travel blog mentioned Fury Watersports in blog entry called, "How to Spend 3 Days in Key West"

- Posted article to social media and tagged Fury



The most fun we had during our visit in Key West was thanks to [Fury Adventures](#). It was a full day of excitement in, under and over the water. Parasailing, Jet-skiing, mid-ocean water park and snorkeling on the third the largest reef in the world, in the Gulf of Mexico.

TripAdvisor listed Key West in their list of "Most Interesting Cities in the World"

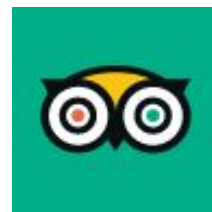
- Posted article to social media

Key West, USA

Key West might be the lowest latitude of land in the United States, but it's at the top of our list of most excellent cities in the world. Maybe it has to do with the fact that the sun is always shining, the locals are always smiling, and the people are always dining (on key lime pie).



Key West



ADVERTISING

Historic Marker Map

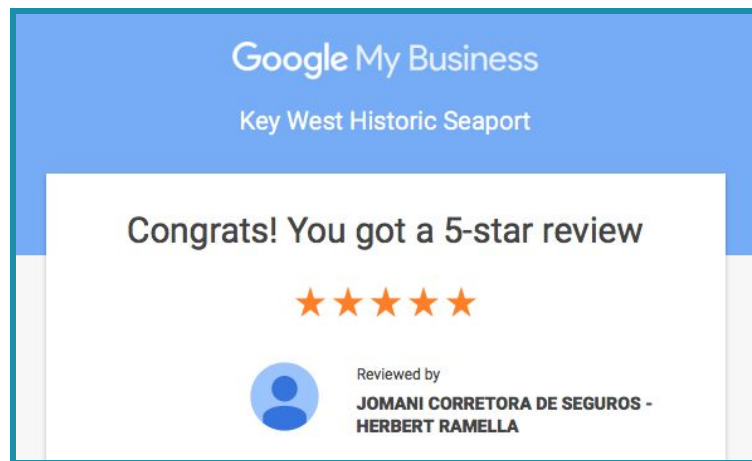
- The Historic Marker Maps have been financed in part with the historic preservation grant assistance provided by the Florida Department of State's Bureau of Historic Preservation, Division of Historical Resources
- 40,000 of these maps will be printed and distributed for free all year long
- Team included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



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:

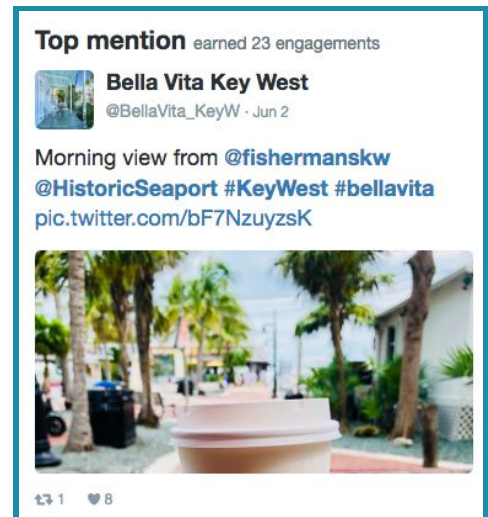
- Increase page likes from 1,778 to 1,805
- Increase total check-ins from 2,669 to 2,779
- Page Impressions: 59.2k
- Total of 14,406 post impressions (480 per day)

Instagram:

- New followers gained throughout the month with total of 1,683 followers up from 1,674 last month
- Posting weekly Instagram stories (event reminders, Key West weather, etc.)

Twitter:

- Increase in followers from 1,120 to 1,157
- 23.6k impressions this month (number of times users saw one of our tweets)
- Twitter accounted for the most audience growth
- Picture shows our Top Mention post from June
- Other businesses and people are tagging the Historic Seaport in their posts

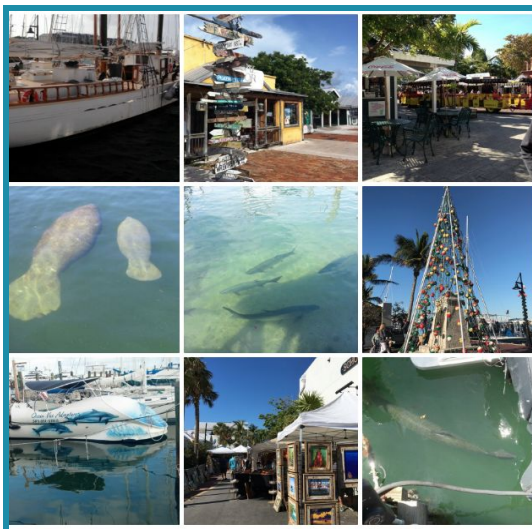


YouTube:

- Uploaded June video:
 - [Turtle Kraals](#)
 - Posted on social media

Foursquare:

- Total of 81 photos uploaded by visitors ranging from the marina, wildlife, the Historic Seaport around the holidays and more



TripAdvisor:

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

LIVE WEBCAM

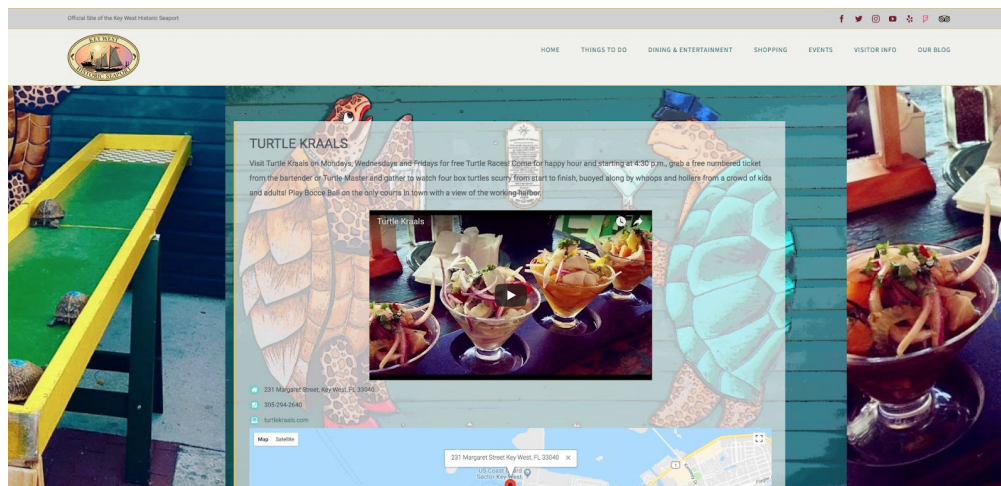
Proposal delivered to City to add one additional live webcam at the Historic Seaport.
Pending PO.

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

- Increased total “thumbs up” from 364 to 393

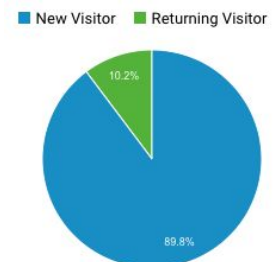
WEBSITE

- 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
- Regular content writing services
 - [June blog posted: Get Hooked on Fishing!](#)

Audience Overview:



Acquisition Overview:

	Users	New Users	Sessions
	1,669	1,606	1,883
1 Organic Search	942		
2 Direct	456		
3 Referral	186		
4 Social	96		
5 (Other)	1		

Top 10 Referral Sources:

1.	conchrepublicseafood.com
2.	best-offer-hdd-1.top
3.	get-more-freeize-visitors.info
4.	themejungle.ooo
5.	afterhourskeywest.com
6.	bestleofferhdd.info
7.	getityadsincome.info
8.	blog.feedspot.com
9.	hiltongardeninn3.hilton.com
10.	konknet.com









Search Terms:

Page
1. /
2. /things-to-do/
3. /dining/bos-fish-wagon/
4. /event/37th-annual-7-mile-bridge-run/
5. /things-to-do/food/
6. /shopping/macs-sea-garden/
7. /event/6th-annual-key-lime-festival/
8. /things-to-do/shopping/
9. /general-information/
10. /shopping/good-day-on-a-happy-planet/

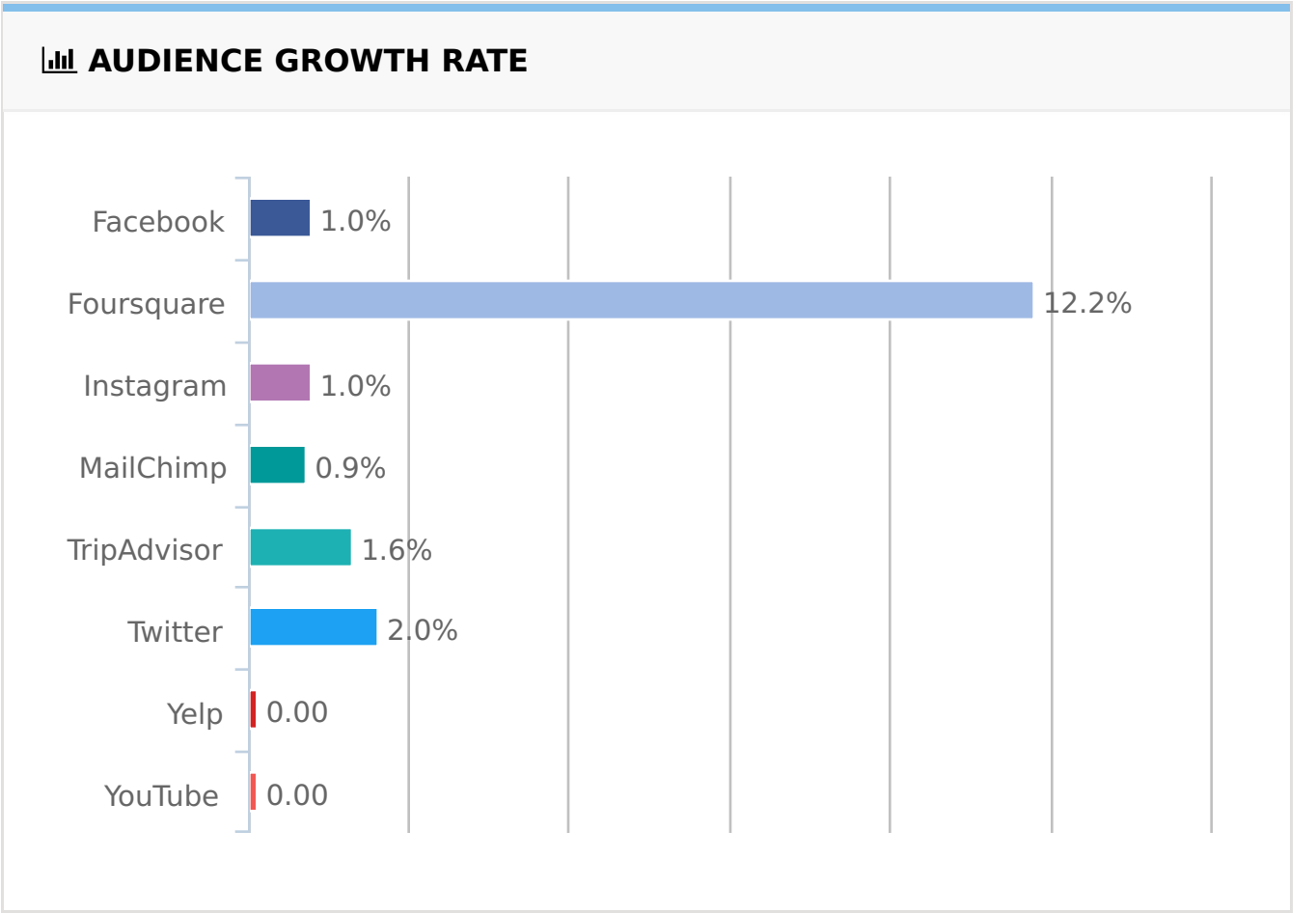
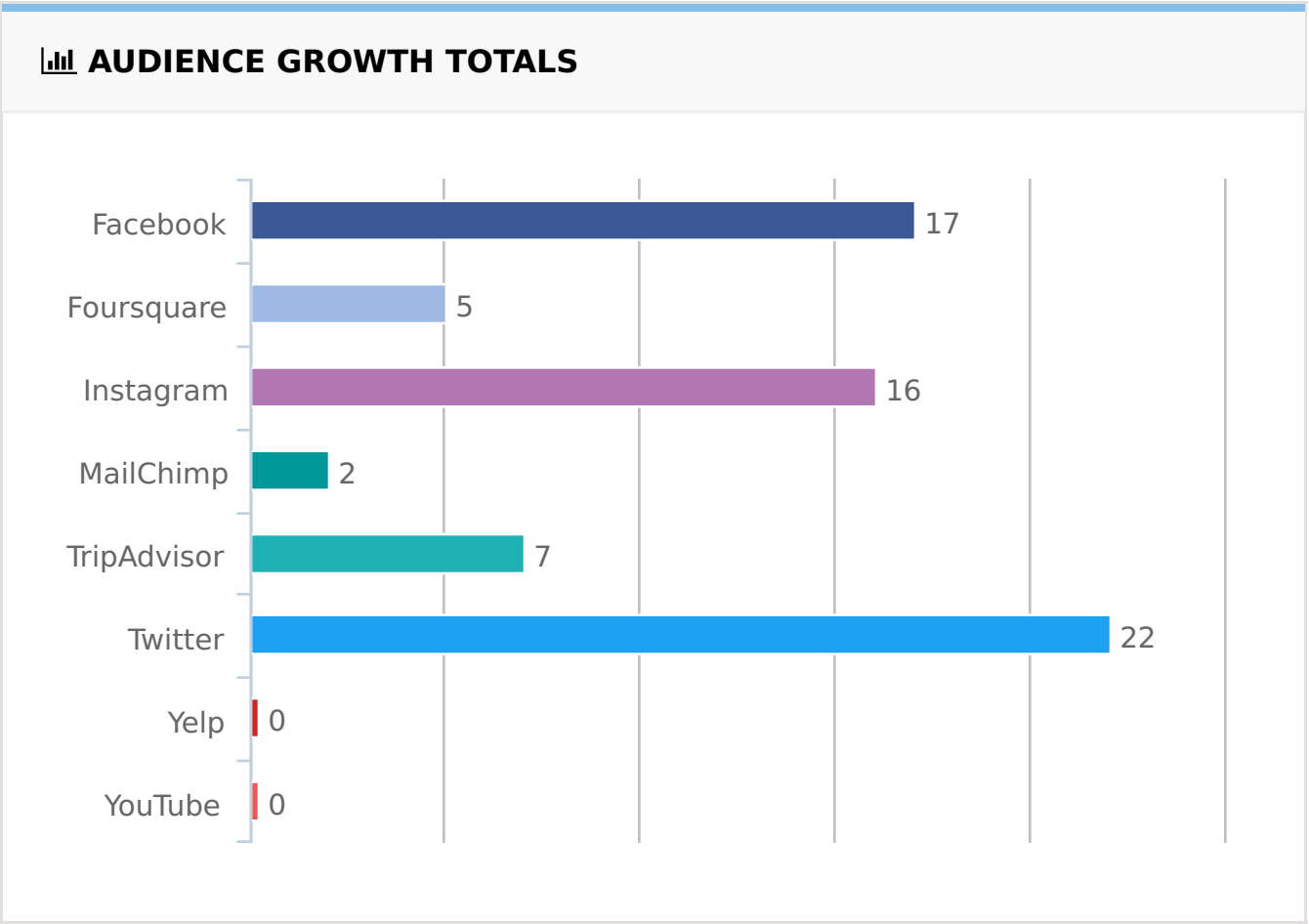
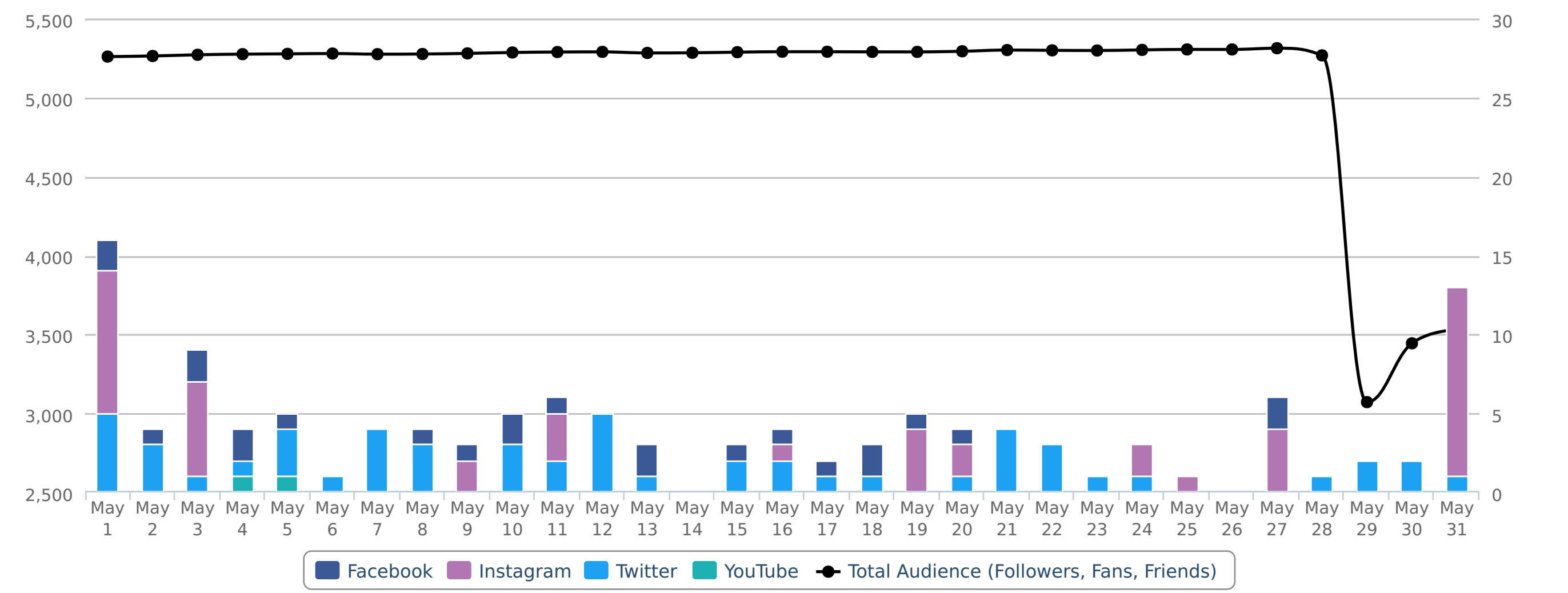
Audience Summary
Key West Historic Seaport
May 1, 2018 - May 31, 2018
Cross Channel Report

Prepared by: ADEPT Strategy & Public Relations

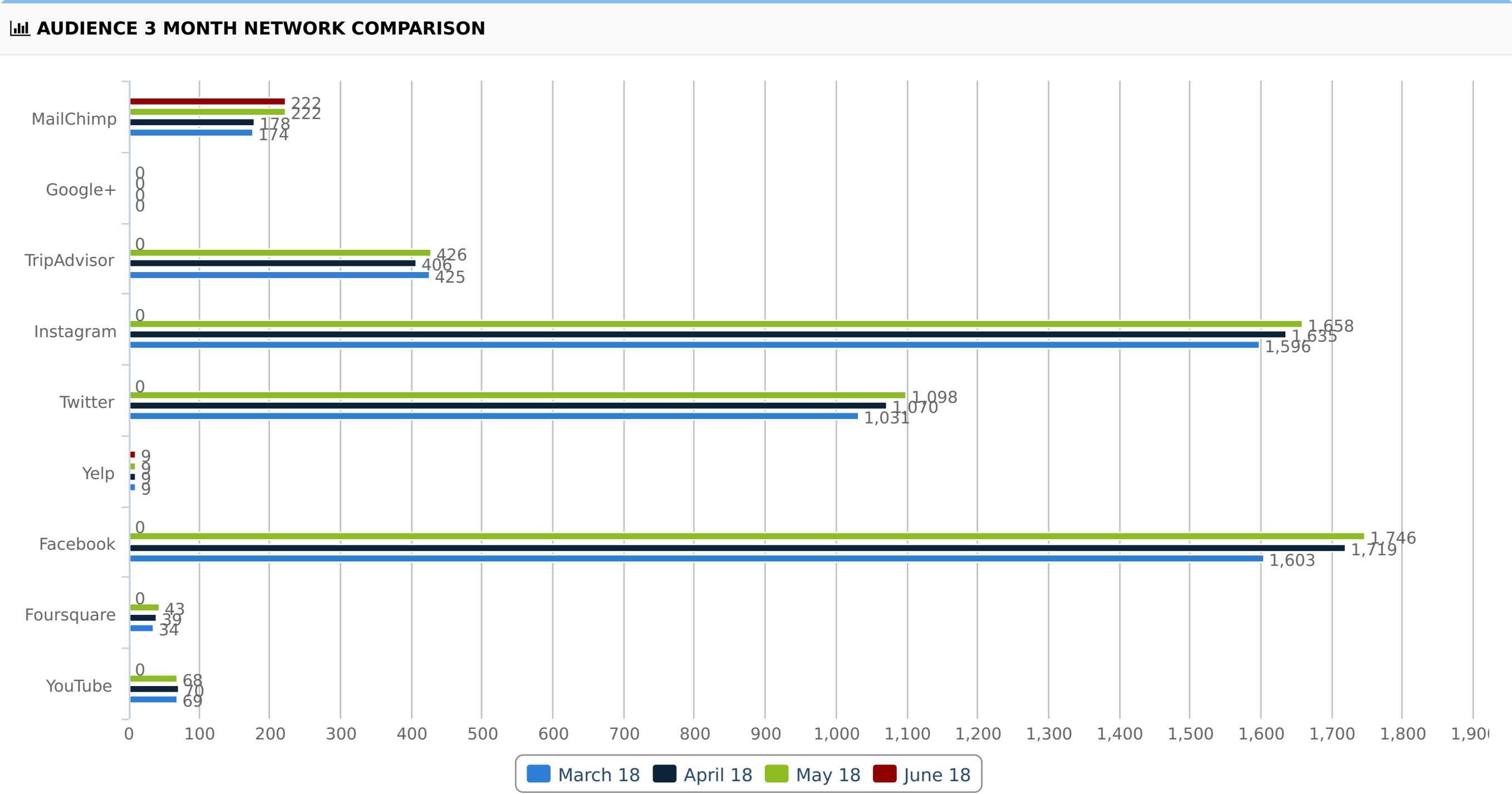
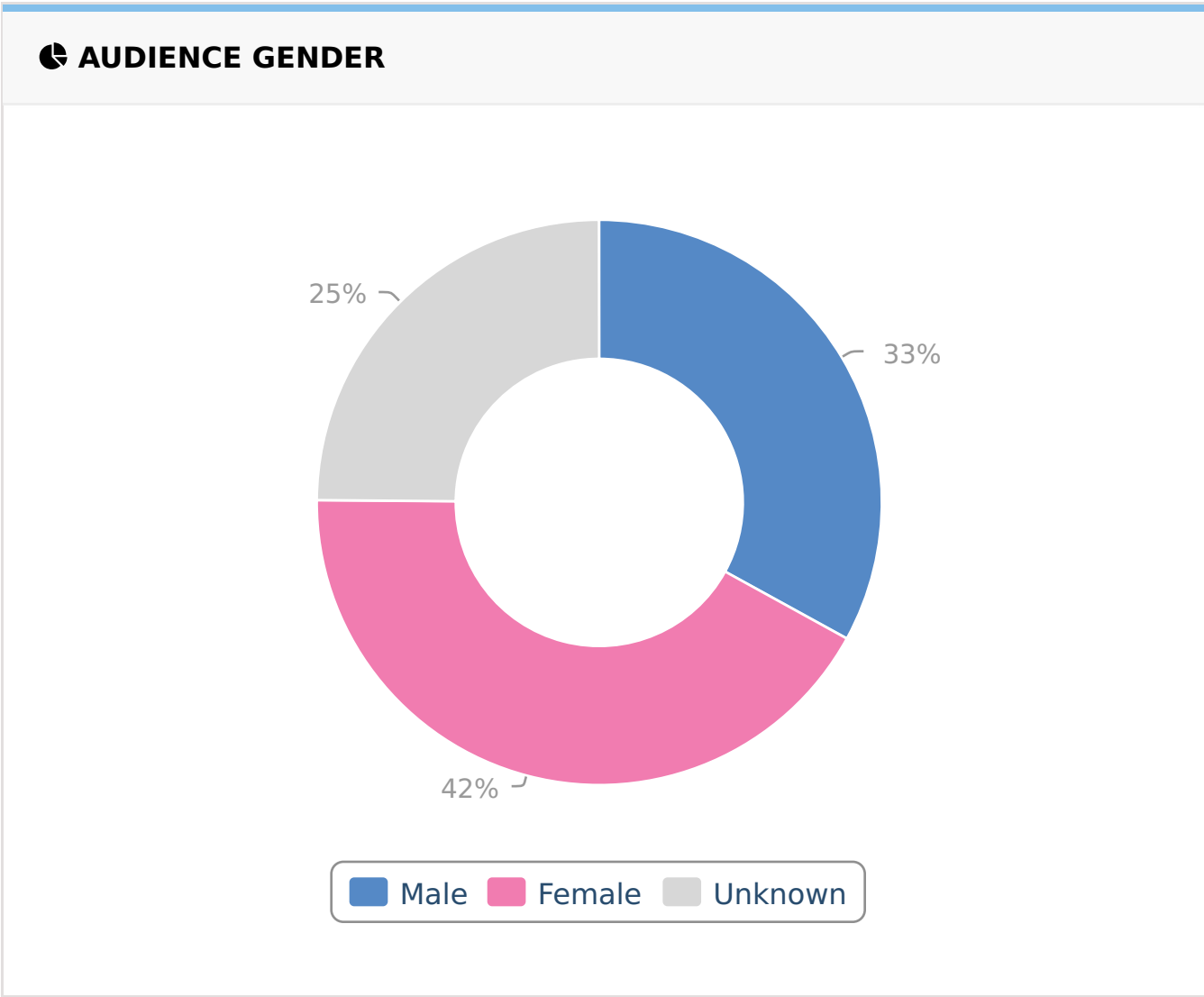
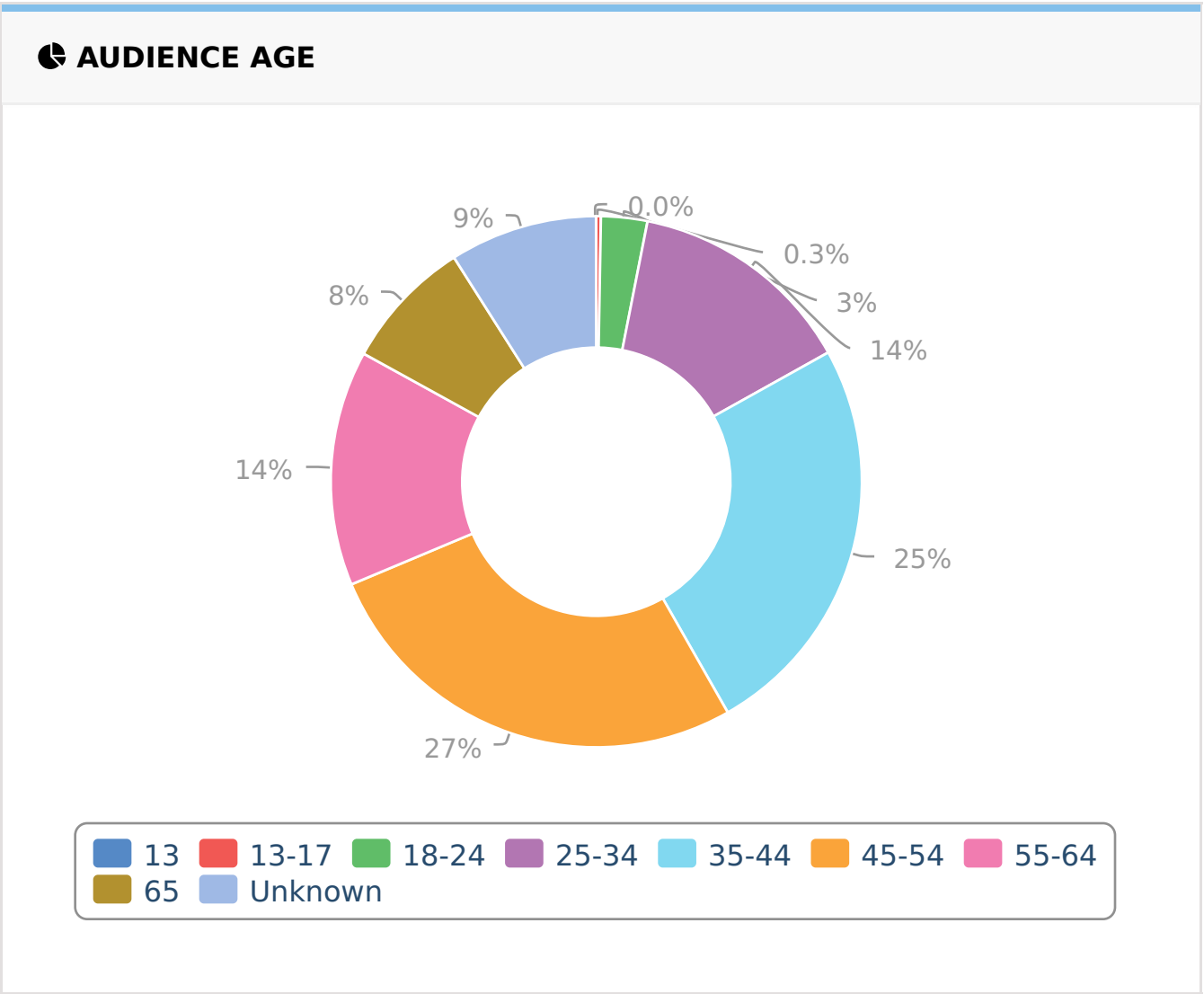
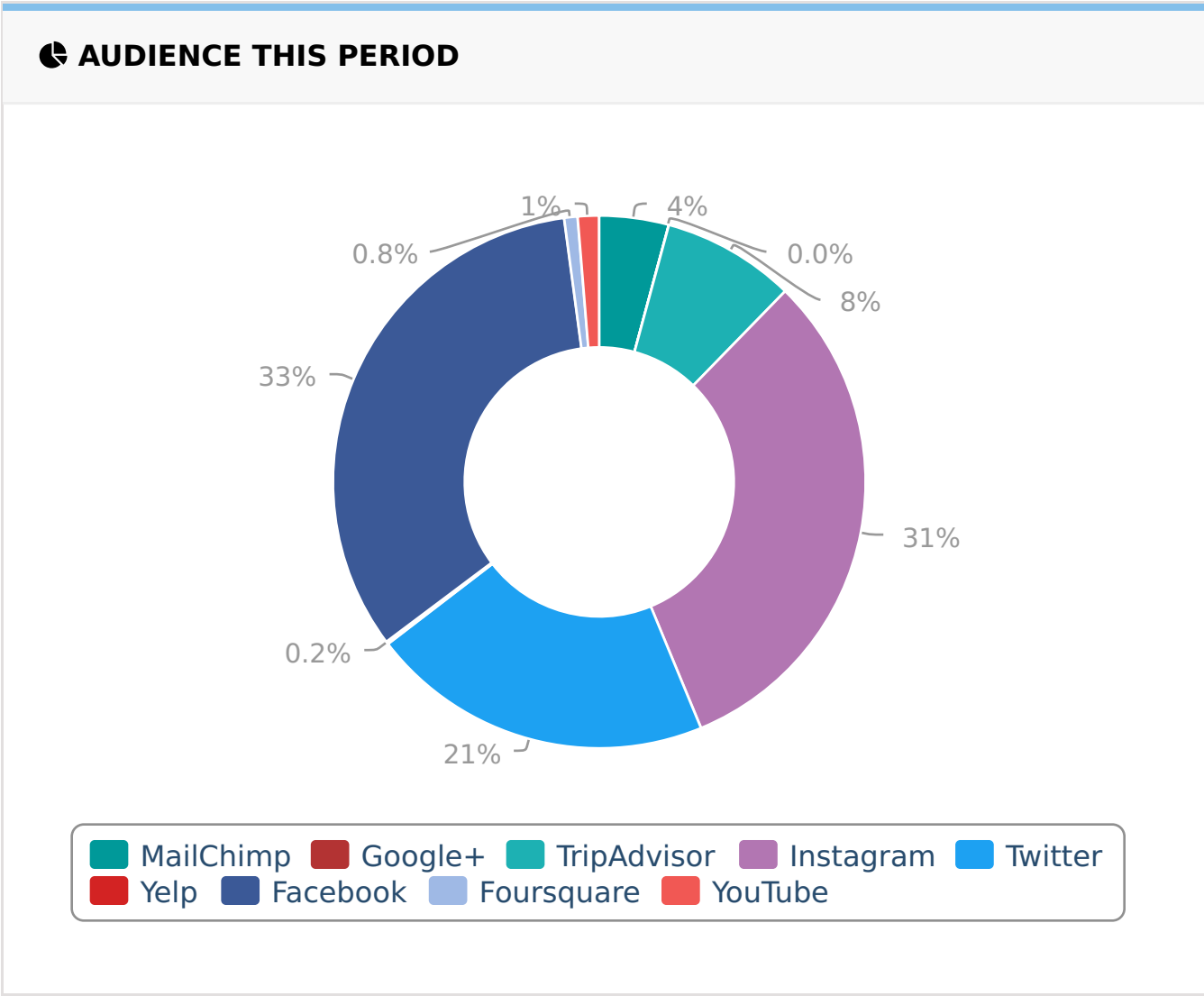
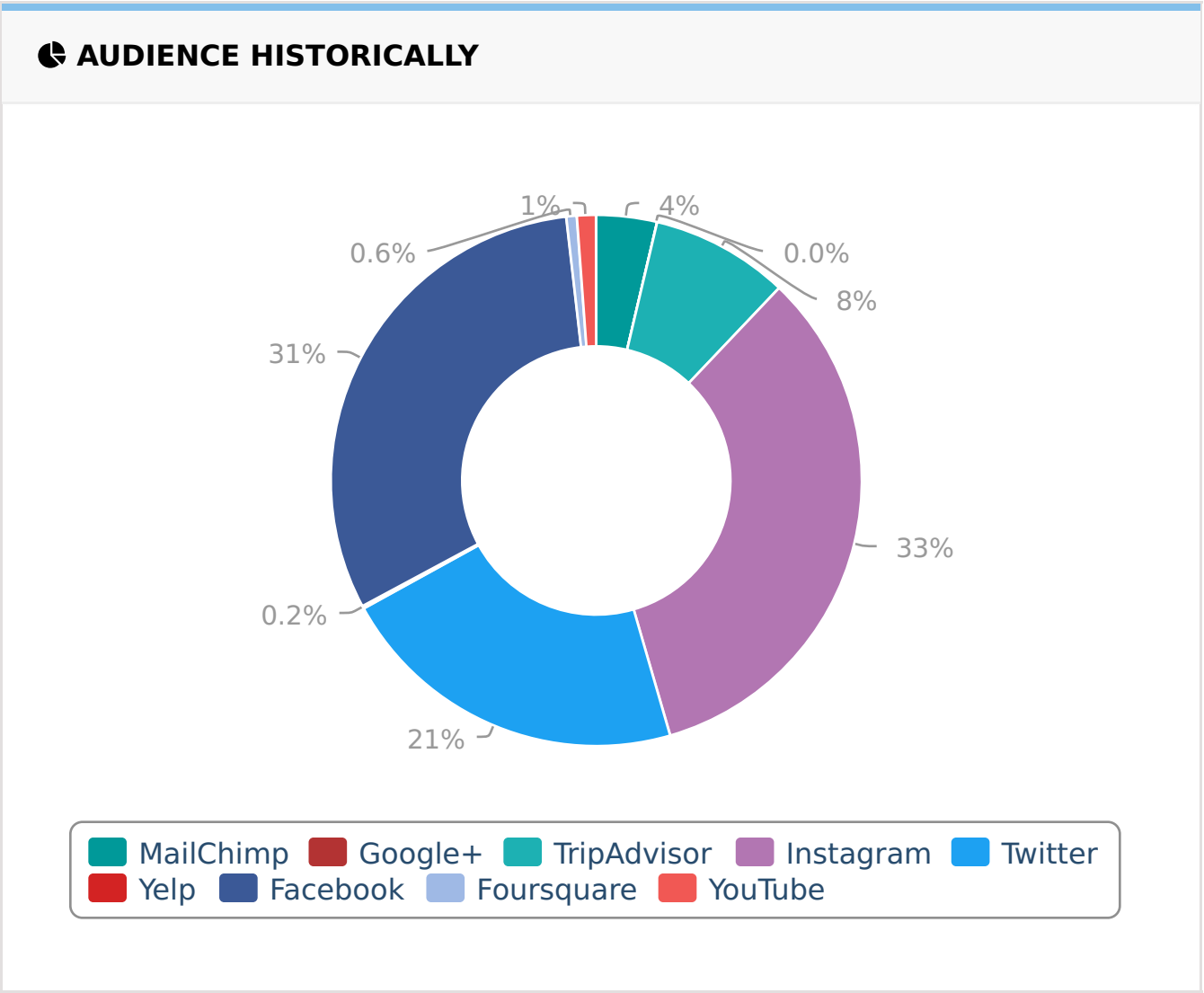
📊 AUDIENCE GROWTH BY CHANNEL

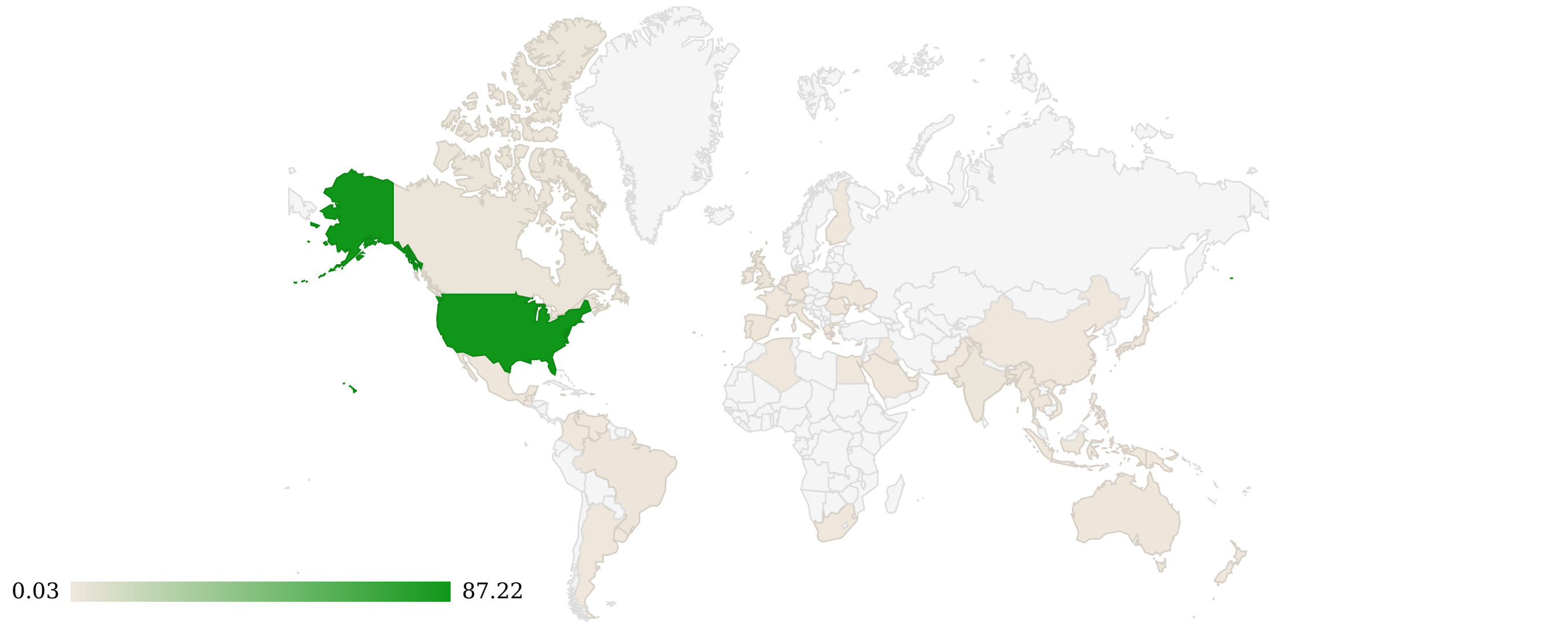
Channel	Audience Growth (Net)	Growth Rate	Total Audience
 Facebook	17	0.98%	1,753
 Foursquare	5	12.2%	46
 Instagram	16	0.97%	1,673
 MailChimp	2	0.9%	223
 TripAdvisor	7	1.6%	445
 Twitter	22	2.03%	1,108
 Yelp	0	0%	9
 YouTube	0	0%	71
	69	1.30%	5,328

📊 AUDIENCE GROWTH OVER TIME



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